

## 2022 POPULATION



**151,688**

Source: California Department of Finance;  
E-5 Estimates, 2021

## SALES TAX



**7.75%**

Source: California City & County Sales & Use Tax Rates  
(EFFECTIVE JANUARY 1, 2022)

## MEDIAN HOUSEHOLD INCOME



**\$62,326**

Source: 2020 American Community Survey 5-Year Estimate

## EMPLOYMENT

**68,100**

TOTAL LABOR FORCE

**66,400**

EMPLOYED

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

## JOB GROWTH

**65**

JOB GROWTH SINCE  
2016



**.1%**

INCREASE SINCE  
2016

Source: EMSI, JULY 2022

## HOUSING & COMMUTE

**49,386**

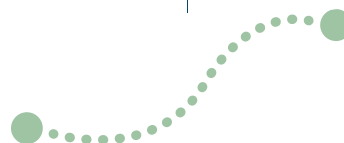
RESIDENTIAL HOUSING UNITS



**27.9**

MINUTES

AVERAGE TRAVEL TIME TO WORK

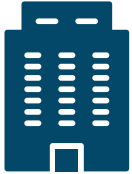


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

## REAL ESTATE

OFFICE RENT PER SQ FT

**\$2.36**



OFFICE VACANCY RATE

**9.5%**

RETAIL RENT PER SQ FT

**\$2.17**

RETAIL VACANCY RATE

**4.2%**



INDUSTRIAL RENT PER SQ FT

**\$1.32**

INDUSTRIAL VACANCY RATE

**1.9%**



Figures Reflect Average Monthly 2021 Data. Price Per Square Foot Based on Closed Lease Transactions

Source: Lee & Associates, North County San Diego, MAY 2022

## EDUCATIONAL ATTAINMENT



Adults 25 Years and Older

**79.7%** HIGH SCHOOL DEGREE OR EQUIVALENT

**24.6%** BACHELORS DEGREE OR HIGHER

Sources: 2022 American Community Survey 1-Year Estimate

## SAN DIEGO COUNTY DATA FOR COMPARISON

MEDIAN HOUSEHOLD INCOME

**\$82,426**

Source: 2020 American Community Survey 5-Year Estimate; US Census

JOB GROWTH

**1.1%**

DECREASE SINCE 2016 IN SD COUNTY

Source: Lee & Associates, North County San Diego, MAY 2022

VACANCY RATES

**11.3%**

OFFICE SPACE

**4.9%**

RETAIL SPACE

**3.2%**

INDUSTRIAL SPACE

Source: EMSI, JULY 2022

EDUCATIONAL ATTAINMENT

**88%**

HIGH SCHOOL DEGREE OR EQUIVALENT IN SD COUNTY

**39.5%**

BACHELORS DEGREE OR HIGHER IN SD COUNTY

Source: 2022 American Community Survey 1-Year Estimate