



SNAP STATS

EXECUTIVE SUMMARY REPORT



SAN DIEGO MSA

OVERVIEW (10+ UNIT PROPERTIES)



Total Population
September 2025*

3,274,957



Unemployment Rate (%)
August 2025

5.0%



Median HH Income
September 2025*

\$113,459

GDP Per Capita
September 2025*

\$92,831



12-Month Transaction Volume
\$2.84B (Q3 2024) -3.0% y-o-y

\$2.76B

12-Month Price/Unit
\$361,193 (Q3 2024) +4.4% y-o-y

\$377,242

12-Month Cap Rate
5.0% (Q3 2024) -0.1% y-o-y

4.9%

AVG RENT/ OCCUPANCY

Q3 2025	Q3 2024	% CHANGE
\$2,843	\$2,833	+\$10
Avg Rent y-o-y (All Units)		
95.9%	95.5%	+0.4%
Avg Occupancy Rate y-o-y		

NEW CONSTRUCTION (50+) **

Delivered

1,221 Units

Avg Absorption

393 Units / Month

Under Construction

12,307 Units

Planned Projects

12,406 Units

** Project: Figures based on when total projects are delivered

* Forecasted

For additional market information, or if you would like a submarket report
for your property, please contact us at: **contact@abimultifamily.com**



ABI

MULTIFAMILY

SAN DIEGO OFFICE

1223 CLEVELAND AVENUE, SUITE 200, SAN DIEGO, CA 92103

P: 858.256.5454

ABIMULTIFAMILY.COM

DISCLAIMER © 2025 ABI Multifamily | The information and details contained herein have been obtained from third-party sources believed to be reliable; however, ABI Multifamily has not independently verified its accuracy. ABI Multifamily makes no representations, guarantees, or express or implied warranties of any kind regarding the accuracy or completeness of the information and details provided herein, including but not limited to the implied warranty of suitability and fitness for a particular purpose. Interested parties should perform their own due diligence regarding the accuracy of the information.

SOURCES: ABI Research / Bureau of Labor Statistics / Census Bureau /
Yardi Matrix / Vizzda / CoStar Group / RealPage