

# SNAP STATS









EXECUTIVE SUMMARY REPORT





# SAN DIEGO MSA

## OVERVIEW (10+ UNIT PROPERTIES)

	<b>Total Population</b> December 2025*	<b>3,273,586</b>
	<b>Unemployment Rate (%)</b> November 2025	<b>4.6%</b>
	<b>Employment Growth (%)</b> November 2025	<b>0.8%</b>
	<b>Median HH Income</b> December 2025*	<b>\$114,666</b>
	<b>GDP Per Capita</b> December 2025*	<b>\$93,721</b>
	<b>12-Month Transaction Volume</b> \$3.20B (YE 2024) -31.3% y-o-y	<b>\$2.19B</b>
	<b>12-Month Price/Unit</b> \$374,020 (YE 2024) -2.6% y-o-y	<b>\$364,452</b>
	<b>12-Month Cap Rate</b> 5.0% (YE 2024) -0.1% y-o-y	<b>4.9%</b>

# AVG RENT/ OCCUPANCY

YE 2025	YE 2024	% CHANGE
<b>\$2,798</b> Avg Rent y-o-y (All Units)	<b>\$2,807</b>	<b>-\$9</b>
<b>95.7%</b> Avg Occupancy Rate y-o-y	<b>95.7%</b>	<b>No Change</b>

NEW CONSTRUCTION (50+) **	
<b>Delivered</b> 4,771 Units	<b>Under Construction</b> 11,691 Units
<b>Avg Absorption</b> 285 Units / Month	<b>Planned Projects</b> 15,026 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**



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SOURCES: ABI Research / Bureau of Labor Statistics / Census Bureau /  
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