The City of Carlsbad is in north San Diego County where abundant natural open space meets an impecably designed built environment. Beautiful beaches, lagoons and world class resorts combine seamlessly with well-planned neighborhoods and the region’s second largest tech hub. Together with our charming downtown village, Carlsbad offers a unique Southern California coastal experience.

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**Population and area**
- Population ............................................................ 112,310
- Total area .............................................................. 39 sq. miles

**Educational attainment (Carlsbad/USA)**
- Population over 25 ............................................. 79,321 / 213,725,624
- Bachelor’s degree .................................................. 34.1% / 19.3%
- Graduate or professional degree .................. 26.4% / 11.9%

**Income**
- Carlsbad avg. household income ......................... $149,293
- San Diego County avg. household income ........... $96,692

**Top business clusters (# employees)**
- Hospitality and tourism ........................................ 13,360
- Information and communications technology ...... 8,777
- Life sciences .......................................................... 5,415
- Action sports manufacturing ................................. 1,969
- Clean technology .................................................. 523

**Universities and school districts**

**Colleges and universities within 30 miles**
- California State University, San Marcos
- University of California, San Diego
- University of San Diego
- MiraCosta College
- Miramar College
- Palomar College

**Elementary schools - greatschools.org ratings**
- Carlsbad has 15 elementary schools and is serviced by 4 top ranking school districts
- # of schools scoring 9 or 10 out of 10 .................... 13
Top 20 employers in 2017

LEGOLAND California
ViaSat
Thermo Fisher Scientific
Omni La Costa
Genoptix
Gemological Institute of America
Carlsbad Unified School District
Toyota Carlsbad
Nortek Security Control
HM Electronics
Park Hyatt Aviara
OptumRx
City of Carlsbad
Zimmer Dental
Callaway Golf
Costco Wholesale
La Costa Glen Carlsbad
Titleist and Foot-Joy
Ionis Pharmaceuticals
Breg

City budget (fiscal year 2018-2019)

City budget ........................................................... $276 million
Projected revenues (all funds) ................................ $287.7 million
Projected revenues (general) ................................. $164.3 million
Adopted expenditures (general fund) ................... $155.5 million

Tax profile

Property tax base rate .......................................... 1.07%
Sales tax ............................................................... 7.75%

Entertainment, recreation and tourism

Annual visitors ....................................................... 3.5 - 4 million
Hotel rooms .......................................................... 4,300+

Attractions

LEGOLAND California
SEA LIFE Aquarium at LEGOLAND California
Museum of Making Music
The Flower Fields at Carlsbad Ranch
Carlsbad Annual Music Festival
The Crossings at Carlsbad

Outdoor recreation

Parks ................................................................. 31
Beaches and coastline ......................................... 7 miles
Hiking trails ......................................................... 45 miles
Open space ......................................................... 9,300 acres
18-Hole golf courses ........................................... 5
Beach side camping ............................................ Carlsbad
State Beach

Transportation

Air
McClellan-Palomar Airport ...................................... in Carlsbad
San Diego International Airport .......................... 30 miles
John Wayne (Orange County) Airport ................. 50 miles
Los Angeles International Airport (LAX) ............. 90 miles

Highways
Interstate 5 and Highway 78

Ports
San Diego ............................................................ 27 miles
Long Beach .......................................................... 79 miles
Los Angeles ......................................................... 80 miles

Public transit
Amtrak
Coaster (Carlsbad Village & Poinsettia stations)
North County Transit District Bus System

Sources: U.S. Census Bureau, 2017 ACS-1 year estimates; Greatschools.org; usclimatedata.com; City of Carlsbad Budget FY 18-19