



ECONOMIC DASHBOARD

POPULATION



12,784

Source: California Department of Finance; E-5 Estimates, 2023

SALES TAX



8.75%

Source: California City & County Sales & Use Tax Rates (EFFECTIVE JANUARY 1, 2024)

MEDIAN HOUSEHOLD INCOME



\$137,647

Source: 2022 American Community Survey 5-Year Estimate

EMPLOYMENT

5,800

EMPLOYMENT

6,000

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

JOB GROWTH

196

JOB GROWTH SINCE 2018

1.8%

INCREASE SINCE 2018



Source: LIGHTCAST, AUGUST 2023

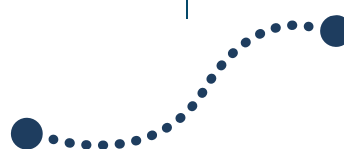
HOUSING & COMMUTE

6,601

RESIDENTIAL HOUSING UNITS

21.9 min

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

\$4.13



OFFICE VACANCY RATE

12.2%

RETAIL RENT PER SQ FT

\$4.34

RETAIL VACANCY RATE

5.6%



INDUSTRIAL RENT PER SQ FT

\$2.86

INDUSTRIAL VACANCY RATE

N/A



Figures Reflect Average Monthly 2022 Data. Price Per Square Foot Based on Closed Lease Transactions

Source: Lee & Associates, North County San Diego, NOV 2023

EDUCATIONAL ATTAINMENT



Adults 25 Years and Older



96.1%

HIGH SCHOOL DEGREE
OR EQUIVALENT



70.5%

BACHELORS DEGREE
OR HIGHER

Sources: 2022 American Community Survey 1-Year Estimate

SAN DIEGO COUNTY DATA FOR COMPARISON

MEDIAN HOUSEHOLD INCOME

\$96,974

Source: 2022 American Community Survey 5-Year Estimate;
US Census

JOB GROWTH

4.5%

DECREASE SINCE
2018 IN SD COUNTY

Source: Lee & Associates, North County San Diego, NOV 2023

VACANCY RATES

11.3%

OFFICE SPACE

4.9%

RETAIL SPACE

3.2%

INDUSTRIAL SPACE

Source: LIGHTCAST, AUG 2023

EDUCATIONAL ATTAINMENT

88.7%

HIGH SCHOOL DEGREE
OR EQUIVALENT
IN SD COUNTY

41.0%

BACHELORS DEGREE
OR HIGHER
IN SD COUNTY

Source: 2023 American Community Survey 1-Year Estimate