



ECONOMIC DASHBOARD

POPULATION



3,903

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



\$185,335

Source: 2022 American Community Survey 5-Year Estimate

EMPLOYMENT

2,100

EMPLOYMENT

2,100

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

JOB GROWTH

129

JOB GROWTH SINCE
2018



1.3%

INCREASE SINCE
2018

Source: LIGHTCAST, AUGUST 2023

HOUSING & COMMUTE

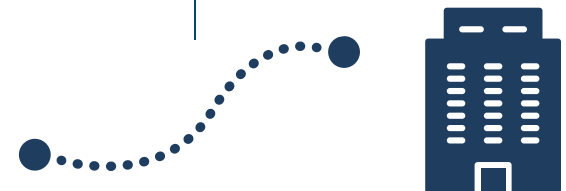
2,560

RESIDENTIAL HOUSING UNITS



21.6 min

AVERAGE TRAVEL TIME TO WORK

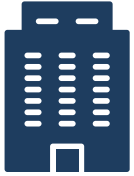


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$4.58



OFFICE VACANCY RATE

12.7%

RETAIL RENT PER SQ FT

\$5.12

RETAIL VACANCY RATE

3.0%



INDUSTRIAL RENT PER SQ FT

\$1.70

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



99%

HIGH SCHOOL DEGREE
OR EQUIVALENT



84.9%

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