

# ECONOMIC DASHBOARD

## POPULATION



**48,483**

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

## SALES TAX



**7.75%**

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

## MEDIAN HOUSEHOLD INCOME



**\$135,605**

Source: 2022 American Community Survey 5-Year Estimate

## EMPLOYMENT

**24,800**

EMPLOYMENT

**25,700**

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

## JOB GROWTH

**1,784**

JOB GROWTH SINCE 2018

**5.7%**

INCREASE SINCE 2018



Source: LIGHTCAST, AUGUST 2023

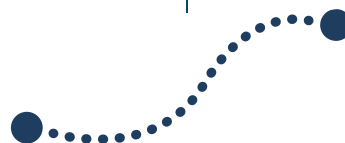
## HOUSING & COMMUTE

**16,949**

RESIDENTIAL HOUSING UNITS

**25.6min**

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

**\$2.68**



OFFICE VACANCY RATE

**7.9%**

RETAIL RENT PER SQ FT

**\$2.89**

RETAIL VACANCY RATE

**2.3%**



INDUSTRIAL RENT PER SQ FT

**\$1.74**

INDUSTRIAL VACANCY RATE

**3.1%**



Figures Reflect Averages 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



**92.5%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT



**53.5%**

BACHELORS DEGREE  
OR HIGHER

Sources: 2023 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