

# ECONOMIC DASHBOARD



## POPULATION



# 149,799

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



# \$77,554

Source: 2022 American Community Survey 5-Year Estimate

## EMPLOYMENT

# 66,600

EMPLOYMENT

# 69,400

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

## JOB GROWTH

# 2,897

JOB GROWTH SINCE 2018

# 4.1%

INCREASE SINCE 2018



Source: LIGHTCAST, AUGUST 2023

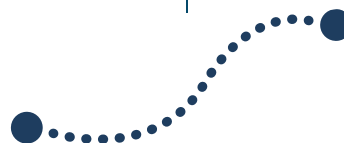
## HOUSING & COMMUTE

# 49,386

RESIDENTIAL HOUSING UNITS

# 27.7 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

**\$2.59**



OFFICE VACANCY RATE

**8.7%**

RETAIL RENT PER SQ FT

**\$2.39**

RETAIL VACANCY RATE

**4.7%**



INDUSTRIAL RENT PER SQ FT

**\$1.62**

INDUSTRIAL VACANCY RATE

**1.2%**



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



**80.1%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT



**26.6%**

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