

# ECONOMIC DASHBOARD

## POPULATION



# 94,530

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



# \$99,413

Source: 2022 American Community Survey 5-Year Estimate

## EMPLOYMENT

# 41,700

EMPLOYMENT

# 43,500

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

## JOB GROWTH

# 1,729

JOB GROWTH SINCE 2018



# 5.4%

INCREASE SINCE 2018

Source: LIGHTCAST, AUGUST 2023

## HOUSING & COMMUTE

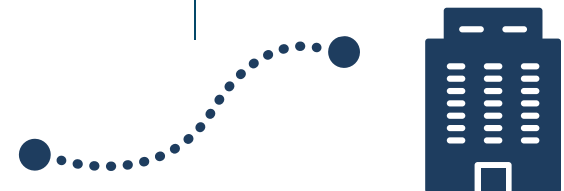
# 32,700

RESIDENTIAL HOUSING UNITS



# 26.5min

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

**\$2.71**



OFFICE VACANCY RATE

**4.3%**

RETAIL RENT PER SQ FT

**\$2.67**

RETAIL VACANCY RATE

**7.7%**



INDUSTRIAL RENT PER SQ FT

**\$1.53**

INDUSTRIAL VACANCY RATE

**7.2%**



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

**87.8%** HIGH SCHOOL DEGREE OR EQUIVALENT

**41.5%** 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