

ECONOMIC DASHBOARD



POPULATION



171,063

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

SALES TAX



8.25%

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

MEAN HOUSEHOLD INCOME



\$109,818

Source: 2022 American Community Survey 5-Year Estimate

EMPLOYMENT

79,200

EMPLOYMENT

81,800

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

JOB GROWTH

4,828

JOB GROWTH SINCE 2018

6.0%

INCREASE SINCE 2018



Source: LIGHTCAST, AUGUST 2023

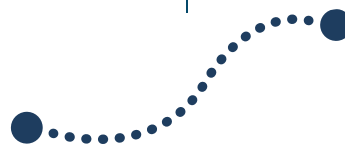
HOUSING & COMMUTE

66,283

RESIDENTIAL HOUSING UNITS

41.2 min

AVERAGE TRAVEL TIME TO WORK

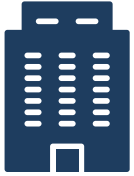


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.54



OFFICE VACANCY RATE

8.6%

RETAIL RENT PER SQ FT

\$2.66

RETAIL VACANCY RATE

4.7%



INDUSTRIAL RENT PER SQ FT

\$1.40

INDUSTRIAL VACANCY RATE

4.5%



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

▶ 86.7% HIGH SCHOOL DEGREE OR EQUIVALENT

▶ 33.6% 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