

ECONOMIC DASHBOARD



POPULATION



114,549

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



\$134,139

Source: 2022 American Community Survey 5-Year Estimate

EMPLOYMENT

56,100

EMPLOYMENT

53,800

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, NOV 2023

JOB GROWTH

4,730

JOB GROWTH SINCE 2018

4.9%

INCREASE SINCE 2018

Source: LIGHTCAST, AUGUST 2023

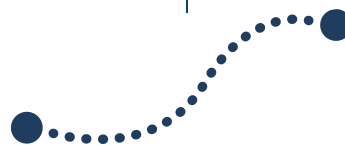
HOUSING & COMMUTE

48,187

RESIDENTIAL HOUSING UNITS

28.5min

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

\$3.18



OFFICE VACANCY RATE

11.8%

RETAIL RENT PER SQ FT

\$3.81

RETAIL VACANCY RATE

5.2%



INDUSTRIAL RENT PER SQ FT

\$1.85

INDUSTRIAL VACANCY RATE

5.5%



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



95.1%

HIGH SCHOOL DEGREE
OR EQUIVALENT



59.5%

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