

2023

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, 2022)

MEDIAN HOUSEHOLD INCOME



\$62,326

Source: 2020 American Community Survey 5-Year Estimate

EMPLOYMENT

68,100

EMPLOYMENT

66,400

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

JOB GROWTH

2,667

JOB GROWTH SINCE
2017

4.2%

INCREASE SINCE
2017

Source: LIGHTCAST, AUGUST 2023

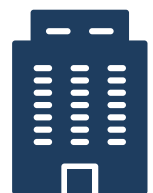
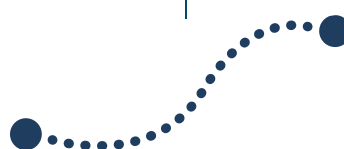
HOUSING & COMMUTE

49,386

RESIDENTIAL HOUSING UNITS

27.9min

AVERAGE TRAVEL TIME TO WORK

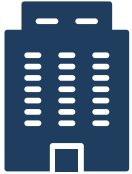


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.36



OFFICE VACANCY RATE

9.5%

RETAIL RENT PER SQ FT

\$2.17

RETAIL VACANCY RATE

4.2%



INDUSTRIAL RENT PER SQ FT

\$1.32

INDUSTRIAL VACANCY RATE

1.9%



Figures Reflect Averages Monthly 2021 Data. Price Per Square Foot Based on Closed Lease Transactions

Source: Lee & Associates, North County San Diego, MAY 2022

EDUCATIONAL ATTAINMENT



Adults 25 Years and Older



79.7%

HIGH SCHOOL DEGREE
OR EQUIVALENT



24.6%

BACHELORS DEGREE
OR HIGHER

Sources: 2022 American Community Survey 1-Year Estimate

SAN DIEGO COUNTY DATA FOR COMPARISON

MEDIAN HOUSEHOLD INCOME

\$82,426

Source: 2020 American Community Survey 5-Year Estimate;
US Census

JOB GROWTH

1.1%

DECREASE SINCE
2016 IN SD COUNTY

Source: Lee & Associates, North County San Diego, MAY 2022

VACANCY RATES

11.3%

OFFICE SPACE

4.9%

RETAIL SPACE

3.2%

INDUSTRIAL SPACE

Source: LIGHTCAST, JULY 2022

EDUCATIONAL ATTAINMENT

88%

HIGH SCHOOL DEGREE
OR EQUIVALENT
IN SD COUNTY

39.5%

BACHELORS DEGREE
OR HIGHER
IN SD COUNTY

Source: 2022 American Community Survey 1-Year Estimate