

2023



ECONOMIC DASHBOARD

POPULATION



94,835

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

SALES TAX



8.25%

Source: California City & County Sales & Use Tax Rates
(EFFECTIVE JANUARY 1, 2022)

MEDIAN HOUSEHOLD INCOME



\$73,163

Source: 2020 American Community Survey 5-Year Estimate

EMPLOYMENT

44,600

EMPLOYMENT

43,300

LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT, MAY 2022

JOB GROWTH

1,356

JOB GROWTH SINCE
2017

3.0%

INCREASE SINCE
2017

Source: LIGHTCAST, AUGUST 2023

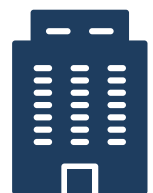
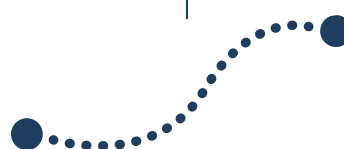
HOUSING & COMMUTE

33,311

RESIDENTIAL HOUSING UNITS

27.1 min

AVERAGE TRAVEL TIME TO WORK

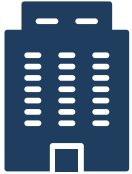


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.34



OFFICE VACANCY RATE

17.1%

RETAIL RENT PER SQ FT

\$2.02

RETAIL VACANCY RATE

6.9%



INDUSTRIAL RENT PER SQ FT

\$1.18

INDUSTRIAL VACANCY RATE

6.4%



Figures Reflect Average 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



80.6%

HIGH SCHOOL DEGREE
OR EQUIVALENT



25.1%

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