

2025



# ECONOMIC DASHBOARD

## POPULATION



174,340

Source: California Department of Finance;  
E-5 Estimates, 2024

## SALES TAX



8.25%

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

## MEDIAN HOUSEHOLD INCOME



\$93,724

Source: 2023 American Community Survey 5-Year Estimate

## EMPLOYMENT

84,000

AVG. EMPLOYMENT

87,800

AVG. LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT (2024)

## JOB GROWTH

52,517

TOTAL JOBS IN  
Q4 2024



0.9%

ANNUAL AVG.  
CHANGE SINCE 2019

Source: JOBSEQ (2024)

## HOUSING & COMMUTE

69,097

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

▶ **78.4%** HIGH SCHOOL DEGREE OR EQUIVALENT

▶ **34.3%** BACHELORS DEGREE OR HIGHER

Source: 2023 American Community Survey 1-Year Estimate

## SAN DIEGO COUNTY DATA FOR COMPARISON

MEDIAN HOUSEHOLD INCOME

**\$102,285**

Source: 2024 American Community Survey 5-Year Estimate;  
US Census

JOB GROWTH

**0.6%**

INCREASE SINCE  
2019 IN SD COUNTY

Source: JOBSEQ (2024)

VACANCY RATES

**11.3%**

OFFICE SPACE

**4.9%**

RETAIL SPACE

**3.2%**

INDUSTRIAL SPACE

Source: LIGHTCAST, AUG 2023

EDUCATIONAL ATTAINMENT

**88.9%**

HIGH SCHOOL DEGREE  
OR EQUIVALENT  
IN SD COUNTY

**42.1%**

BACHELORS DEGREE  
OR HIGHER  
IN SD COUNTY

Source: 2023 American Community Survey 1-Year Estimate