

2025



ECONOMIC DASHBOARD

POPULATION



50,379

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

SALES TAX



7.75%

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

MEDIAN HOUSEHOLD INCOME



\$143,825

Source: 2023 American Community Survey 5-Year Estimate

EMPLOYMENT

22,700

AVG. EMPLOYMENT

23,700

AVG. LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT (2024)

JOB GROWTH

34,542

TOTAL JOBS IN
Q4 2024



0.3%

ANNUAL AVG.
CHANGE SINCE 2019

Source: JOBSEQ (2024)

HOUSING & COMMUTE

17,773

RESIDENTIAL HOUSING UNITS



25.6min

AVERAGE TRAVEL TIME TO WORK

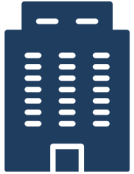


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.68



OFFICE VACANCY RATE

7.9%

RETAIL RENT PER SQ FT

\$2.89

RETAIL VACANCY RATE

2.3%



INDUSTRIAL RENT PER SQ FT

\$1.74

INDUSTRIAL VACANCY RATE

3.1%



Figures Reflect Averages 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



81.9%

HIGH SCHOOL DEGREE
OR EQUIVALENT



53.5%

BACHELORS DEGREE
OR HIGHER

Source: 2024 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