

2025



ECONOMIC DASHBOARD

POPULATION



101,599

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



\$91,854

Source: 2023 American Community Survey 5-Year Estimate

EMPLOYMENT

48,900

AVG. EMPLOYMENT

51,100

AVG. LABOR FORCE

Source: EMPLOYMENT DEVELOPMENT DEPARTMENT (2024)

JOB GROWTH

38,839

TOTAL JOBS IN
Q4 2024



0.1%

ANNUAL AVG.
CHANGE SINCE 2019

Source: JOBSEQ (2024)

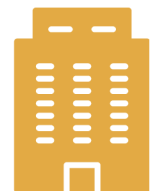
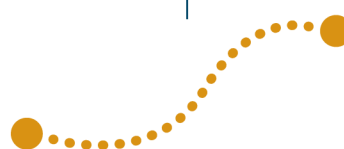
HOUSING & COMMUTE

34,384

RESIDENTIAL HOUSING UNITS

27.1 min

AVERAGE TRAVEL TIME TO WORK

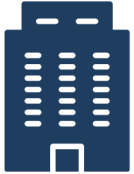


Source: California Department of Finance; E-5 Estimates, 2021 & 2020 American Community Survey 5-Year Estimate

REAL ESTATE

OFFICE RENT PER SQ FT

\$2.40



OFFICE VACANCY RATE

14.6%

RETAIL RENT PER SQ FT

\$2.25

RETAIL VACANCY RATE

3.9%



INDUSTRIAL RENT PER SQ FT

\$1.45

INDUSTRIAL VACANCY RATE

3.7%



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



91.7%

HIGH SCHOOL DEGREE
OR EQUIVALENT



27.2%

BACHELORS DEGREE
OR HIGHER

Sources: 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: JOBSAQ (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