



LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

San Diego County Profile

- **San Diego County** (San Diego-Carlsbad-San Marcos, CA Metropolitan Statistical Area) covers 4,526 square miles, and had a July 1, 2008 population of 3,161,000; an increase of 347,000 persons since 2000. The County's population would make it slightly larger than the St. Louis MO-IL MSA and the entire state of Iowa.
- A quick **demographic profile** of San Diego County indicates that: 29.9% of the population is Hispanic, 51.6% is white non-Hispanic, 10.4% is Asian-Pacific Islander, and 5.0% is black. 85% of the population has a high school diploma or more, while 33% has a bachelor's degree or more. (American Community Survey 2007)
- There is a diverse **economic base** in San Diego County (based on the concept of "industry clusters"). Using 2007 average employment as a measure, the leading industries were: 1.) tourism with 110,800 workers; 2.) professional & business services with 86,400 workers; 3.) technology with 60,600 workers; 4) wholesale trade & logistics with 57,600 workers; and 5.) health services & biomedical with 47,800 workers. The military is also a major force in the County's economy, accounting for nearly 4% of its employment.
- The "**new economy**" of San Diego County is technology driven, and includes bio-med, communications, and computer science. These sectors build on the vibrant technological research capabilities of the County's business base and UC San Diego.
- San Diego is a large **manufacturing center** in the U.S., with 76,700 workers in these activities in 2007. The largest components were computer & electronic products with 16,500 workers and machinery manufacturing with 7,600 workers. San Diego also has the only large shipbuilding industry on the West Coast.
- **International trade** is a major component of the area's economy. The "San Diego Customs District" is a major channel for U.S.-Mexico trade. In 2008, total two-way trade at the customs district reached \$54.0 billion, with Mexico accounting for \$4.5 billion or 82.5%.
- **Tourism** is a major source of income for San Diego County. Besides its own tourist attractions such as the SeaWorld, San Diego Zoo, Wild Animal Park, and Legoland, San Diego also benefits economically from travelers going to and from Mexico. Several cruise ships also set sail or make port calls at San Diego.
- **Higher and specialized education** is a strength of San Diego County, with 64 college and university campuses, including University of California, San Diego (UCSD). UCSD is credited as a major driving force behind the region's technology industry. San Diego State University and Cal State San Marcos also make significant contributions to the region.
- **Transportation** service in San Diego County is extensive. There is a major commercial airport -- San Diego International Airport (a.k.a. Lindbergh Field) -- with domestic service and international flights to Canada and Mexico. Besides the freeway system, there are also heavy rail services including Amtrak, Metrolink (connecting Oceanside with Los Angeles, Orange, Riverside, and San Bernardino counties), and the "Coaster" (between Oceanside and San Diego). The San Diego Trolley (light rail) serves much of San Diego City. Rail freight service is provided by BNSF.



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- San Diego County is home to several **military bases**, including Camp Pendleton (Marines), Miramar (Marines Corp aviation), and several naval stations for ships, submarines, and naval aviation. San Diego is also the home port of the U.S. Third Fleet, which covers the Eastern Pacific Ocean. Direct DoD spending accounts for over 9% of San Diego's economy.
- **Quality of life** options in San Diego County are numerous. These range from professional sports to personal recreation at beaches, marinas, and mountain resorts. The 1,200-acre Balboa Park, a large urban park in the heart of San Diego, is home to several museums and the San Diego Zoo. The SeaWorld, the San Diego Zoo and Wild Animal Park attract visitors from near and far, and Legoland California is a perennial favorite among children. There is a growing array of fine and performing arts activities, as well as Indian gaming facilities

