

# San Diego County

*Demographic and Economic Profile and Long-Run Forecast*



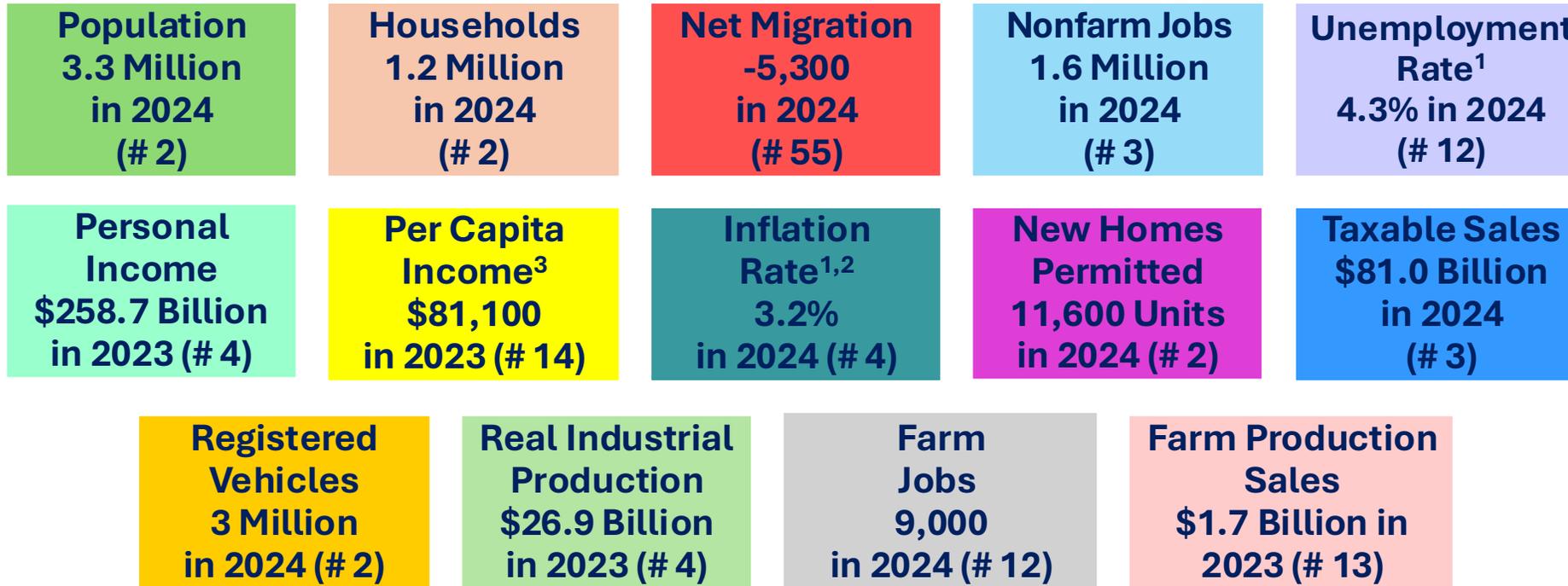
# San Diego County Profile

- San Diego County ranked third among California counties in nonfarm jobs (1.6 million) in 2024 and fourth in real industrial production (\$26.9 billion) in 2023.
- San Diego County ranked second in population, households, new homes permitted, and registered vehicles.
- San Diego County's median price of a single-family home was \$1,003,000 in 2024, nearly 116 percent of the statewide average of \$867,000 for the same period.
- It costs about \$10,500 a month (\$125,400 a year) for a family of three to live in the county, about 15 percent more than the statewide average, and over 1.5 times the cost in Imperial and Kern counties, the cheapest in California with a cost of about \$6,700 a month.



# San Diego County Latest Actual

## Levels and State Rank

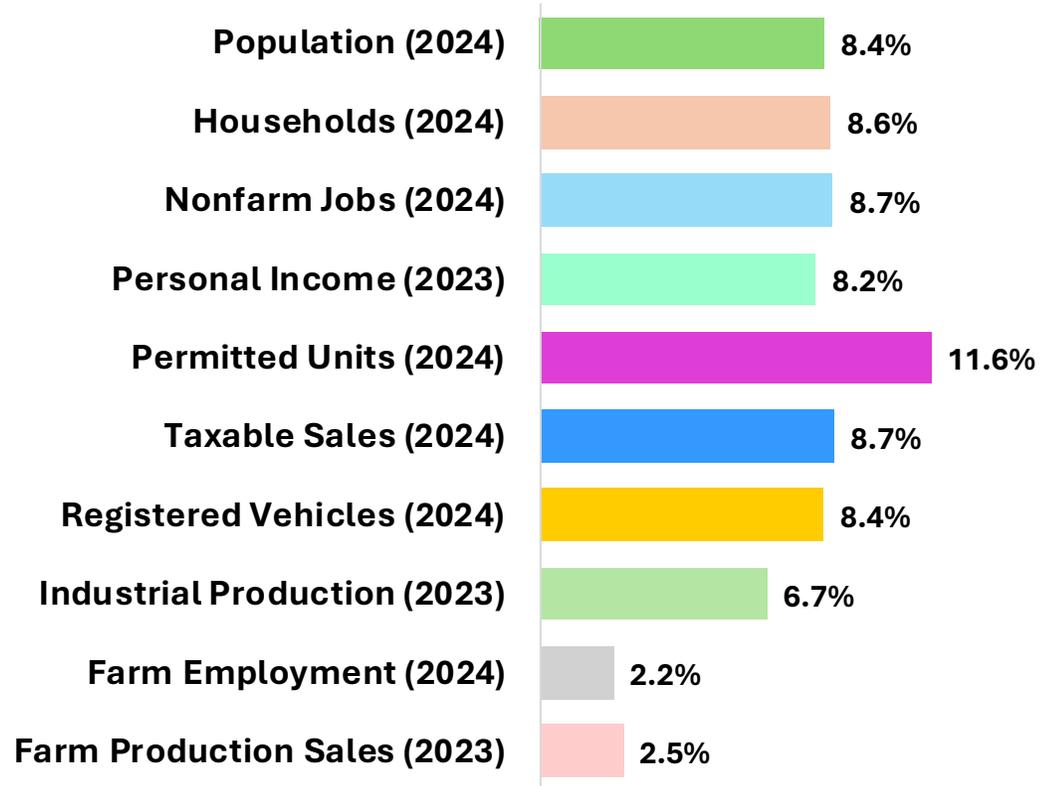


1. Inflation and unemployment rates are ordered from the lowest to highest, such that counties with lower rates rank closer to #1, reflecting a favorable economic status.
2. Inflation rates are based on four regional Consumer Price Index (CPI) estimates produced by the U.S. Bureau of Labor Statistics (BLS). County-level CPI data do not exist, and all 58 counties are assigned to one of the four regions or the statewide inflation forecast, resulting in only five distinct inflation rankings.
3. Per capita income is converted into 2024 dollars using the statewide California Consumer Price Index (CPI).



# San Diego County Latest Actual

## San Diego County (Share of California)



**Unemployment Rate Differential**  
-1 ppt in 2024

**Per Capita Income Ratio**  
97% in 2023

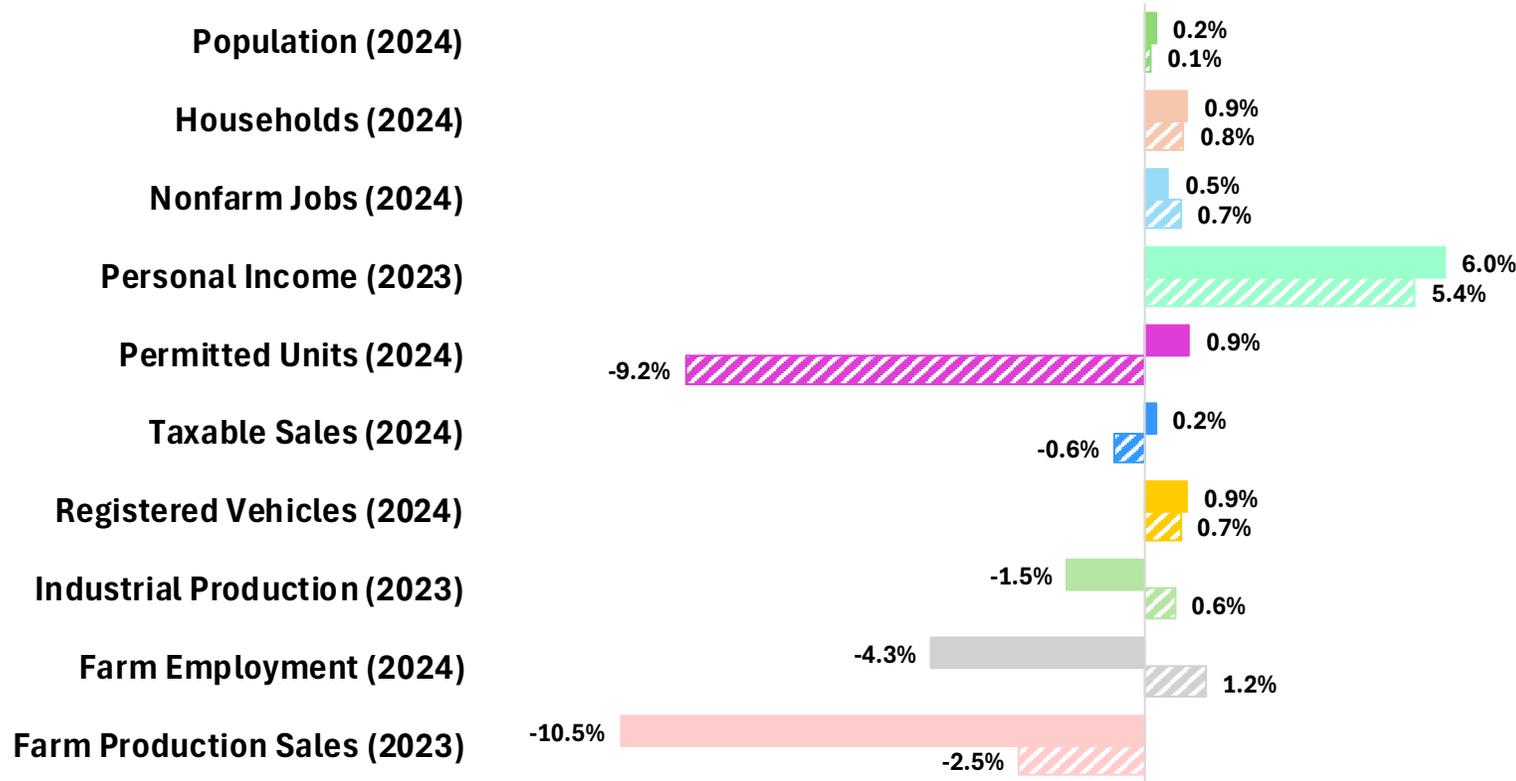
**Inflation Rate Differential**  
0 ppt in 2024

**Net Migration**  
-5,300  
(CA -62,700)  
in 2024



# San Diego County Latest Actual

San Diego County (Solid Bars) versus California (Hatched Bars)  
Year-over-year Change



**Unemployment Rate Change (2024)**  
0.6 ppt CA: 0.6 ppt

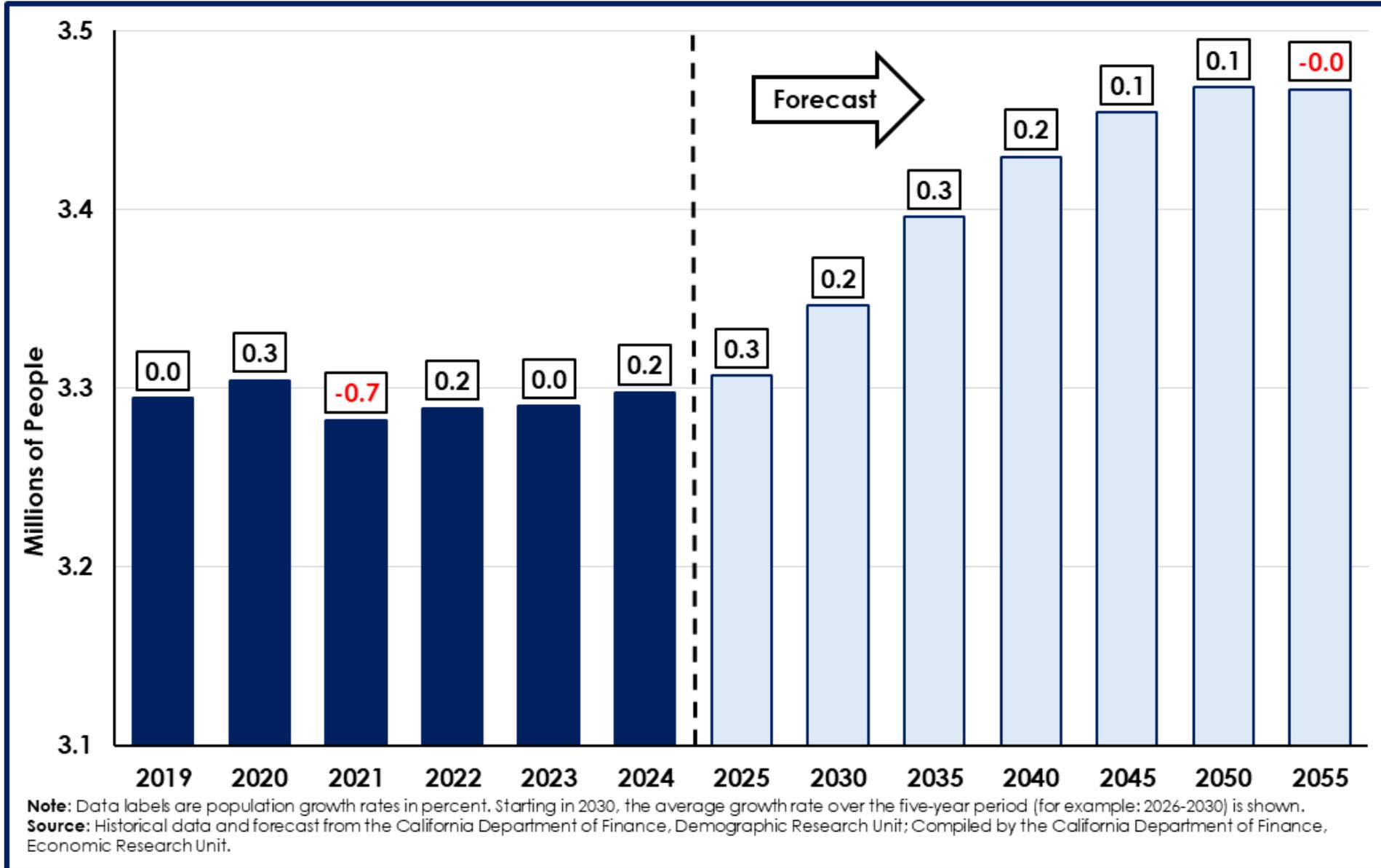
**Per Capita Income Change (2023)**  
2.0% CA: 1.4%

**Inflation Rate Change (2024)**  
-1.9 ppt CA: -0.8 ppt

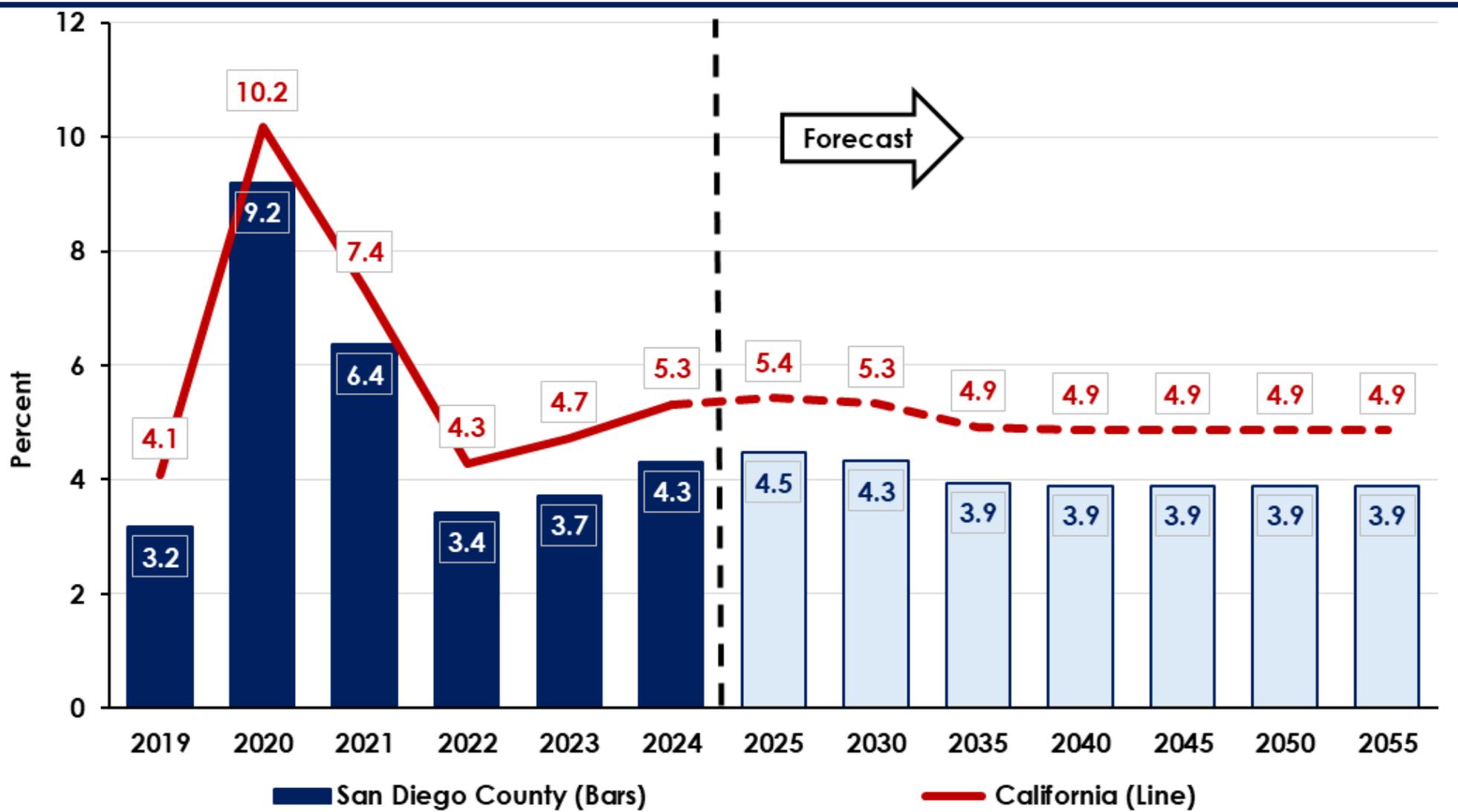
**Net Migration**  
-11,400 in 2023 (CA: -133,400)  
-5,300 in 2024 (CA: -62,700)



# San Diego County Population Forecast



# San Diego County and California Unemployment Rate Forecast

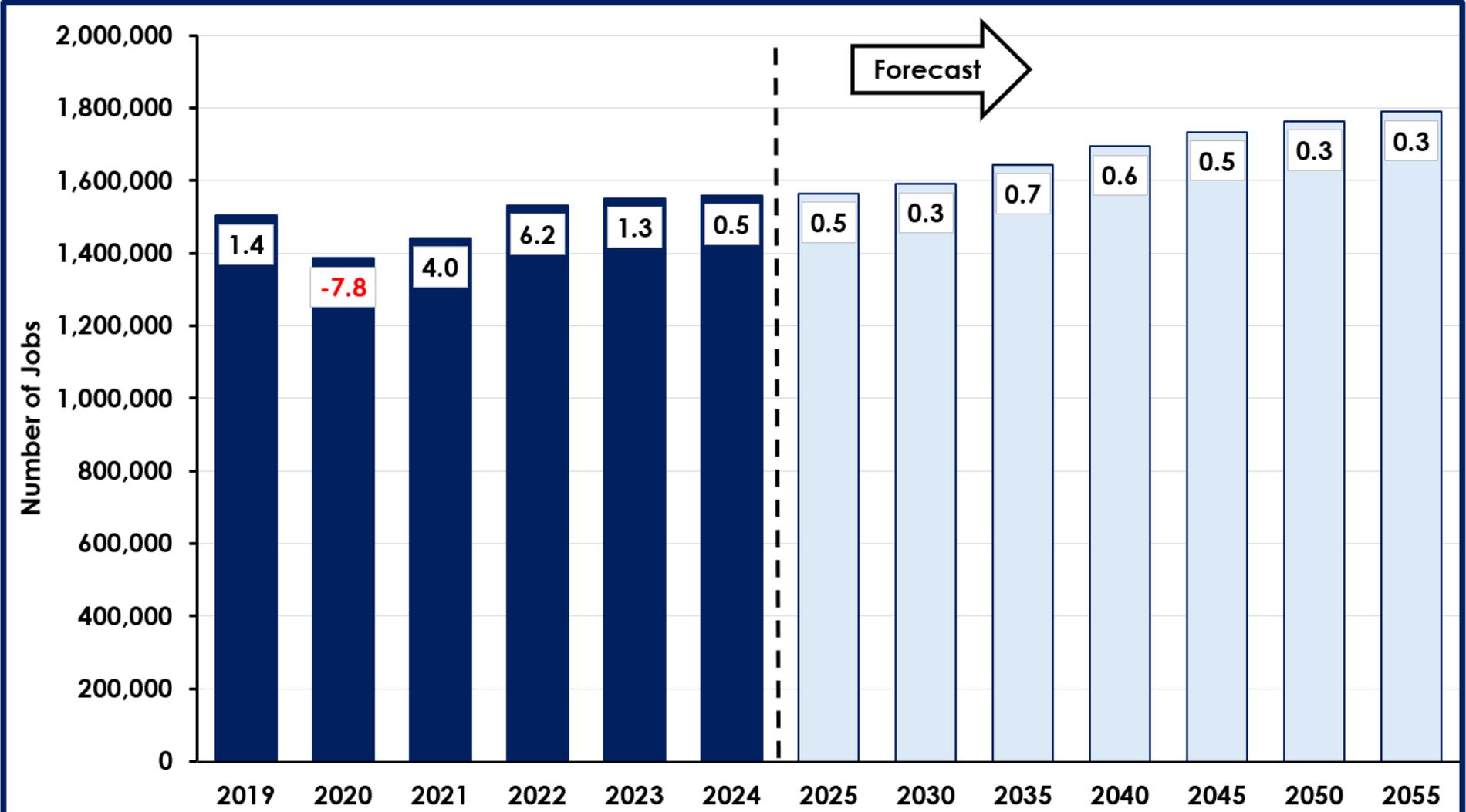


**Note:** Starting in 2030, the average unemployment rate over the five-year period (for example: 2026-2030) is shown.

**Sources:** Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



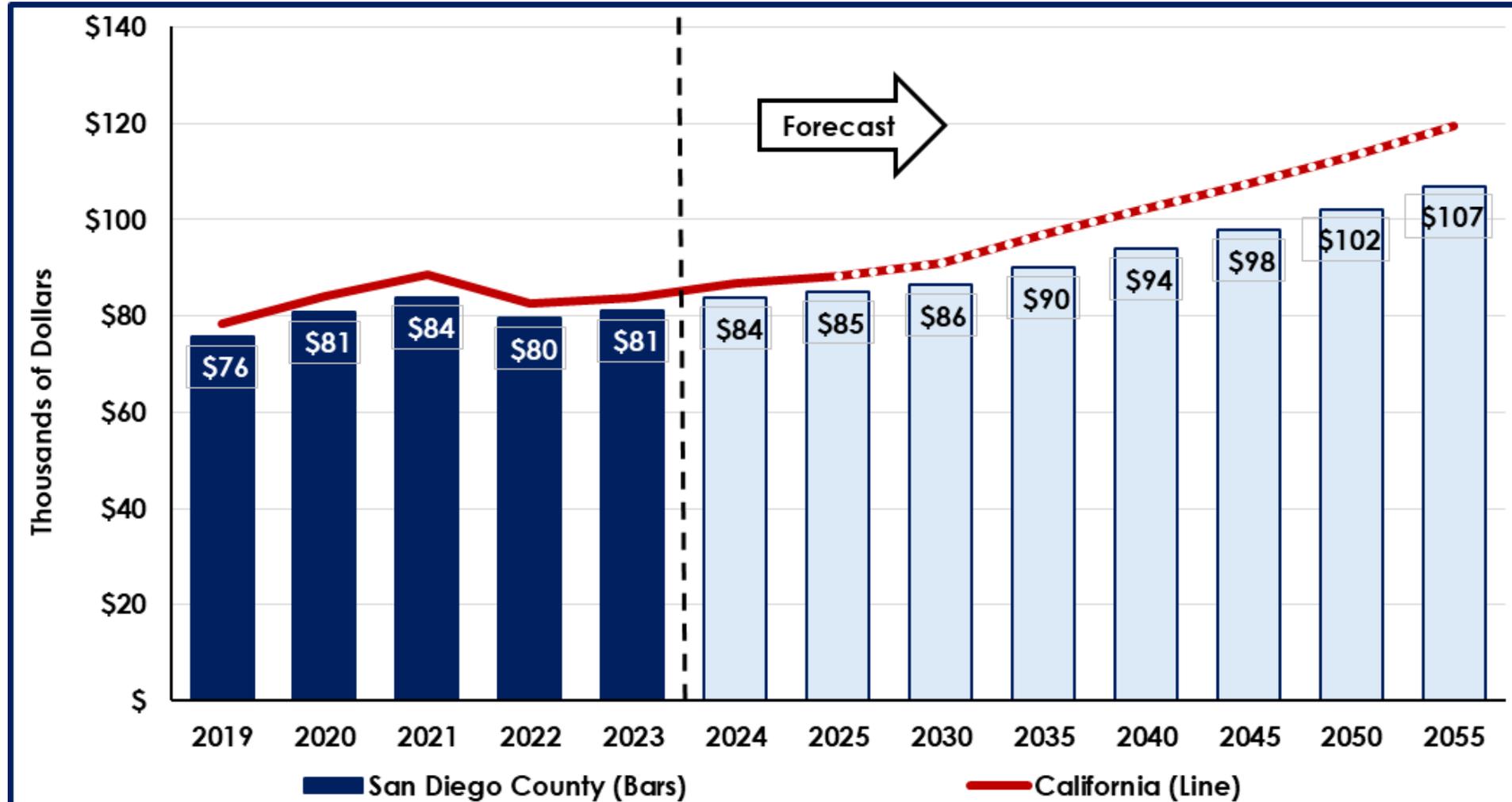
# San Diego County Nonfarm Payroll Forecast



**Note:** Data labels are employment growth rates in percent. Starting in 2030, the average growth rate over the five-year period (for example 2026-2030) is shown. Farm employment is only shown for counties that have an average farm employment of more than 5 percent of total payroll employment from 2025-2055.  
**Source:** Historical data from the California Employment Development Department; Forecast by the California Department of Finance, Economic Research Unit.



# San Diego County and California Per Capita Income Forecast



**Note:** Forecast starts in 2024 for San Diego County and in 2025 for California.

Per capita income figures are in 2024 dollars and are deflated using the statewide California Consumer Price Index for All Urban Consumers (CPI-U). Starting in 2030, the average per capita income over the five-year period (for example: 2026-2030) is shown.

**Source:** Population data and forecast from the California Department of Finance, Demographic Research Unit; personal income data from the U.S. Bureau of Economic Analysis and forecast by the California Department of Finance, Economic Research Unit.





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