



California Facts San Diego County July 2009

Demographics	2000	2007
Total Population	2,813,833	2,974,859
Under 5 years	198,621	221,458
18 years & over	2,090,172	2,233,454
65 years & over	313,750	330,720

Source: US Census American Community Survey (ACS)



Education-Attainment Level of Population over 25		
	2000	2007
Less than 9 th grade	140,733	134,794
9 th to 12 th grade, no diploma	168,116	145,088
High School graduate (includes equivalency)	352,040	397,556
Some college, no degree	454,254	427,407
Associate's degree	134,673	150,945
Bachelor's degree	330,993	400,873
Graduate or Professional Degree	192,518	231,123

Source: US Census American Community Survey (ACS)

	2000	2007	May 2009
Labor force	1,407,152	1,531,200	1,561,100
Unemployment rate	3.9%	4.6%	9.4%



	2000	2007
Number of population that is employed and 16yrs & older	1,241,258	1,370,054
Number of population that is self employed	107,894	122,559
Population living in poverty	12.4%	11.1%
Per capita income	\$22,926	30,080
Median household income	\$47,067	61,794
Total annual wages	\$37.0 billion	\$51.5 billion
Average commute time/ # of commuters	25.3 min./ 1,299,503	25.7 mins / 1,310,002

Source: Employment Development Department (EDD) Labor Market Information Division (LMID); US Bureau of Economic Analysis (BEA); US Census American Community Survey (ACS)

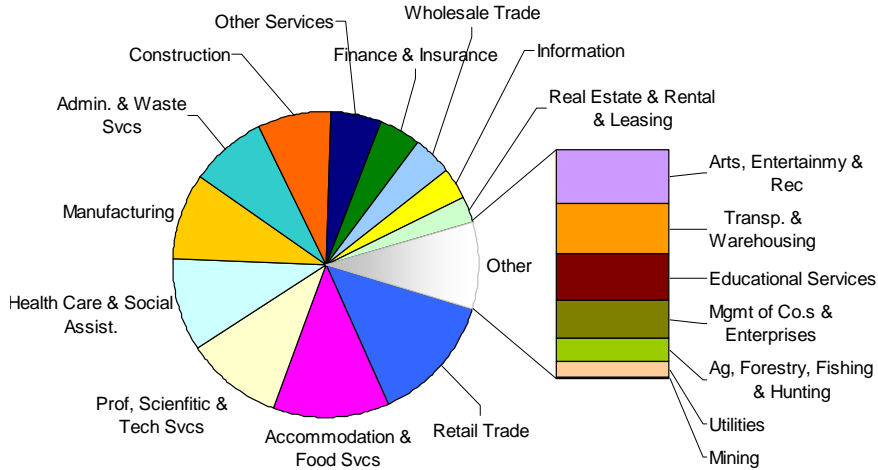
Housing	2000	Qtr1 2009
Median home price (entry level)	\$271,760	\$274,700
Housing affordability (% of population that can afford the median home price)	16%	61%

Source: California Association of Realtors



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San Diego County Private Industry Employment 2007



Top 10 Fastest Growing Industries by Employment	2001-2007
Mining	48.6%
Educational Services	35.7%
Arts, Entertainment, & Recreation	33.7%
Utilities	28.0%
Other Services (except Public Administration)	22.7%
Accommodation & Food Services	19.6%
Construction	15.7%
Wholesale Trade	14.0%
Professional, Scientific, & Technical Services	13.6%
Finance & Insurance	11.8%

Business & Industry	2001	2007
Number of business establishments-all industries	73,200	90,686
Businesses that employ fewer than 10	76%	77.5%
Businesses that employ 10 or more & fewer than 50	19%	17.4%
Total employment (Private + Government)	1,223,200	1,323,528
Total employment for all private industries	1,009,400	1,101,128
Total employment for all non-farm industries (Private industry less Agriculture, Forestry, Hunting & Fishing but includes Logging & Government)	1,211,900	1,312,634

Source: EDD's LMID CA Regional Economies Employment Series; EDD's LMID Business & Industry Data

Source: EDD's LMID CA Regional Economies Employment Series

Top 10 "Competitive Edge" Private Industries by Location Quotient			
2001 LQ	Description	2007 LQ	Description
2.73	Scenic & Sightseeing Transportation	2.86	Museums, Historical Sites, & Similar Institutions
2.73	Museums, Historical Sites, Zoos & Parks	2.76	Scenic & Sightseeing Transportation
2.51	Lessors of Non-financial Intangible Assets	1.75	Accommodation
2.08	Fishing, Hunting & Trapping	1.75	Telecommunications
1.99	Computer & Electronic Product Manufacturing	1.49	Miscellaneous Manufacturing
1.96	Miscellaneous Manufacturing	1.44	Transportation Equipment Manufacturing
1.79	Private Households	1.42	Postal Service
1.72	Electronic & Appliance Stores	1.41	Utilities
1.68	Crop Production	1.38	Real Estate
1.58	Real Estate	1.29	Personal & Laundry Services

Source: US Bureau of Labor Statistics Quarterly Census of Employment & Wages (QCEW)



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Top 10 Manufacturing Sub-Sectors (NAICS 3-digit code)

2001	2007
Computer & Electronic Product	Computer & Electronic Product
Transportation Equipment	Transportation Equipment
Miscellaneous	Miscellaneous
Fabricated Metal Product	Machinery
Machinery	Fabricated Metal Product
Chemical	Chemical
Printing & Related Support Activities	Food
Food	Printing & Related Support Activities
Furniture & Related Product	Furniture & Related Product
Plastics & Rubber Products	Plastics & Rubber Products

Source: EDD's LMID CA Regional Economies Employment Series



Top 10 Agricultural Commodities (Gross Value)

2001	2007
Flowers, Indoor Flowers/ Foliage	Flowers, Foliage Plants
Nursery, Trees & Shrubs	Ornamental Trees & Shrubs
Nursery, Bedding Plants	Nursery, Bedding
Avocados	Avocados
Flowers, Cut	Tomatoes, Fresh Market
Eggs	Eggs, Chicken, Market
Flowers, Poinsettia	Cut Flowers
Tomatoes	Poinsettias
Oranges, Valencia	Strawberries
Herbs	Vegetables, Misc.

Source: CA Dept. of Food & Agriculture



Occupational Projections

Top 10 Fastest Growing Occupations	<ol style="list-style-type: none"> 1. Network Systems & Data Communications Analysts 2. Computer Software Engineers, Applications 3. Veterinary Technologists & Technicians 4. Veterinarians 5. Home Health Aides 6. Pharmacy Technicians 7. Industrial Engineers 8. Animal Trainers 9. Substance Abuse & Behavioral Disorder Counselors 10. Social and Human Service Assistants
Top 10 High Wage Occupations (by median hourly wage)	<ol style="list-style-type: none"> 1. Internists, General-\$68.92 2. Natural Sciences Managers-\$65.19 3. Mathematicians-\$62.14 4. Lawyers-\$61.76 5. Engineering Managers-\$57.58 6. Pharmacists-\$57.38 7. Farm, Ranch, & Other Agricultural Managers-\$56.94 8. Dentists, General-\$56.36 9. Marketing Managers-\$55.32 10. Computer & Information Systems Managers-\$51.07

Source: EDD's LMID Projections of Employment by Industry & Occupation 2006-2016