



North County's Competitive Advantage

- 9% forecasted growth in population (2020 to 2035) for residents 60 years and older
- North County currently underserved with 21% fewer healthcare jobs than would be expected given current population and size of the region
- CSUSM has the largest RN program in the county

HEALTHCARE INDUSTRY NORTH COUNTY SAN DIEGO



58,433 JOBS

in this industry in North County (2024)



25%

North County's Healthcare contributions account for nearly of San Diego County's \$24B Healthcare Industry.



DEMAND FOR 5 KEY OCCUPATIONS

Job Title	Employment	Avg. Annual Wages	Annual Demand
Registered Nurses	24,964	\$ 139,700	1,369
Medical Assistants	10,413	\$ 48,400	1,302
Nursing Assistants	9,259	\$ 48,400	1,302
LP & LV Nurses	6,079	\$ 77,500	477
Substance Abuse, Behavioral Disorder & Mental Health Counselors	4,805	\$ 69,500	535

\$ \$5.94B TOTAL GRP

towards North County's Economy (2024)



7%

increase in total GRP contributed to North County's Economy since 2019.



3%

increase in jobs (2019-2025)

For more information on North County's brewing & beverage industry or how we can help your business expand in our region, please contact:

W. Erik Bruvold, CEO of SDNEDC
info@sdnedc.org | 760.203.5841
sdnedc.org

Updated May 2025