2024

NORTH COUNTY
INDICATORS

Welcome Leaders! On behalf of Wells Fargo Bank, N.A. ("Wells Fargo") and the San Diego North Economic Development Council ("SDNEDC"), thank you for joining us at the 2024 SDNEDC Economic Summit. We are proud to highlight Wells Fargo's services, accomplishments, and commitment to helping customers and communities throughout the region.

After navigating through an uncertain economic environment in 2023, Wells Fargo remains committed to your success moving forward. The dedication of our employees and the company's longstanding commitment to our communities enable us to be a source of strength in San Diego.

We are a leading financial services company that proudly serves millions of customers, and we are a leading small & business banking provider in the U.S. We provide a diversified set of banking, investment, and mortgage products and services, as well as consumer, small business, and commercial finance, through our four reportable operating segments: Consumer Banking and Lending, Commercial Banking, Corporate and Investment Banking, and Wealth & Investment Management. In the communities we serve, the company focuses its social impact on building a sustainable, inclusive future for all by supporting housing affordability, small business growth, financial health, and a low-carbon economy.

In 2023, Wells Fargo's philanthropic giving totaled $4.5 million for San Diego County, California, in support of housing, small business, financial health, sustainability, and more. In addition, the Company contributed to an inclusive economic recovery for small businesses impacted by the pandemic through its roughly $420 million Open for Business Fund, including grants to local organizations.

Last year in North County, our impacts included support to United Way San Diego's SparkPoint program to support low-income families with financial services, Cal State San Marcos' Planet Mentorship Pilot Program for students with diverse backgrounds to fight against climate issues, San Diego Habitat for Humanity Housing initiatives in Escondido, and North County Philanthropy Council's annual volunteer awards celebration. Our employees also volunteered over 4,000 hours in San Diego County communities where they live and work. These are just a few recent examples of broad support we've made to the region through our social impact that remains focused on building a sustainable, inclusive future for all.

It is an honor to sponsor this year's conference and be a part of such an important event. Thank you for being members of the SDNEDC and for attending this year's conference!

Joseph Mishriki is the Branch Banking Region Director for the San Diego Region. His region consists of 86 branch locations, leading over 900 employees in San Diego County and the Imperial Valley. He is active in the community and currently serves on the board of directors for California State University, San Marcos.

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Introduction

The North County Indicators (NCI) are some of the key metrics that measure San Diego's North County prosperity. The Council's goal is to spark a more informed conversation about the region's future and help our community better understand the evolving economic landscape.

This is the eleventh iteration of the NCI. The 2024 North County Indicators includes over 64 indicators and complimentary data sets. We want to thank this year's NCI sponsor – Kaiser Permanente – for their continued support of both the Council and North County's economy.

This year, you can find sections on **"People"** (North County's demographic data); **"Economy"** (Details on the industries that drive our prosperity); **"Education"** (metrics around the region's workforce and workforce development pipeline); and **"Place"** (key measures focusing on quality of life and development).

We also have included data about **North County's industry clusters** and references for the key facts and figures about the **9 incorporated cities** in the region.

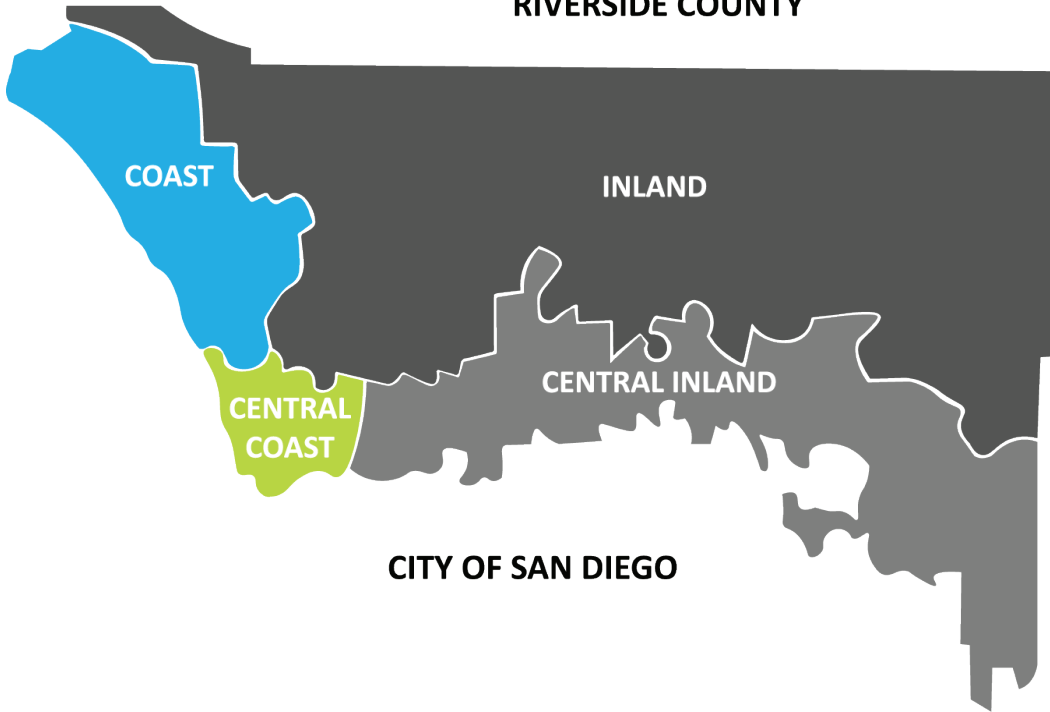## Help Us Refine the North County Indicators

Take our survey about the 2024 NCI Report and help us include the information you really need in future reports.

San Diego's North County Region

ORANGE COUNTY

RIVERSIDE COUNTY

COAST

INLAND

CENTRAL COAST

CENTRAL INLAND

CITY OF SAN DIEGO

North County's Jurisdictions and Unincorporated Areas

COAST	CENTRAL COAST	INLAND	CENTRAL INLAND
Camp Pendleton	Cardiff by the Sea	Bonsall	Julian
Carlsbad	Del Mar	Borrego Springs	Poway
Oceanside	Encinitas	Escondido	Ramona
Vista	Rancho Santa Fe	Fallbrook	San Diego* (partial)
	Solana Beach	Palomar Mountain	
	San Diego* (partial)	San Marcos	
		Valley Center	

* = Zip Codes 92197, 92129, 92128, 92130

PEOPLE
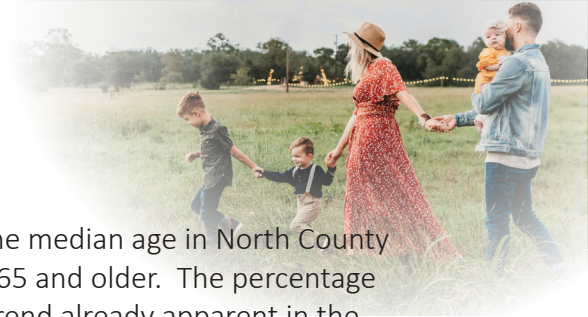
North County will undergo profound changes over the coming years. The median age in North County will continue to rise, with a growing percentage of the population aged 65 and older. The percentage of the population identifying as Latino will also continue to increase, a trend already apparent in the region's K-12 schools.
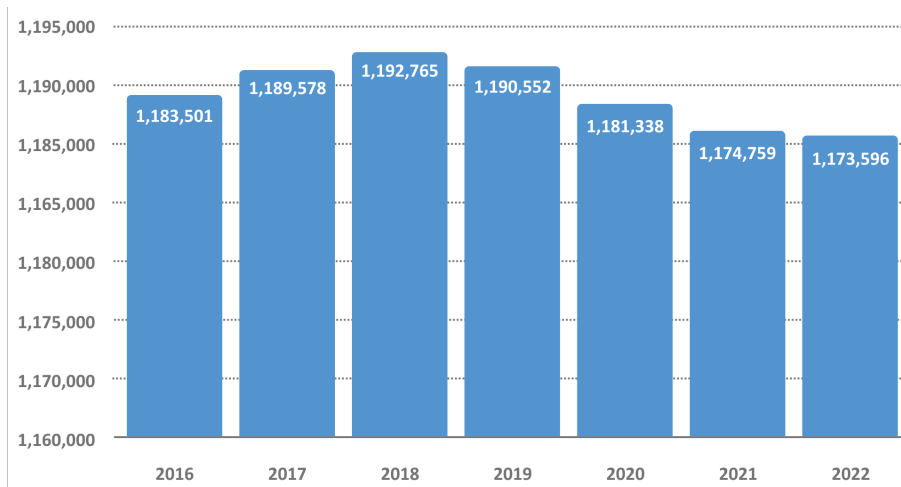
Figure 1: Population Change in North County (2016-2022)

Source: EMSI

Table 1: Population Change, Regional Comparison (2016-2022)

	2016	2022
All San Diego County	3,253,356	3,289,701
North County	1,183,501	1,173,596
Rest of San Diego County	2,069,855	2,116,105
California	38,654,206	39,356,104

Source: U.S. Census Bureau; American Community Survey

Table 2: Percent Change in Population (2016-2022)

	Change in Population	% Change in Population
All San Diego County	+36,345	+1.11%
North County	-9,905	-0.84%
Rest of San Diego County	+46,250	+2.21%
California	+701,898	+1.80%

Source: U.S. Census Bureau; American Community Survey

What the data tells us:

North county's population has slightly declined over the past few years. The combination of COVID-19, high housing prices, and an aging population has led to some population loss. Demographic forecasts expect this to reverse, but it is unlikely that North County will see the kind of growth it experienced in earlier decades.

Why it matters:

Slowing population growth presents particular challenges for **K-12 districts** (dependent on attendance figures for funding) and for **local governments** (as sales tax growth is markedly affected by population growth). Additionally, it underscores the influence of **high housing prices** on residents' ability to stay in the region.

Figure 2: Language Spoken at Home
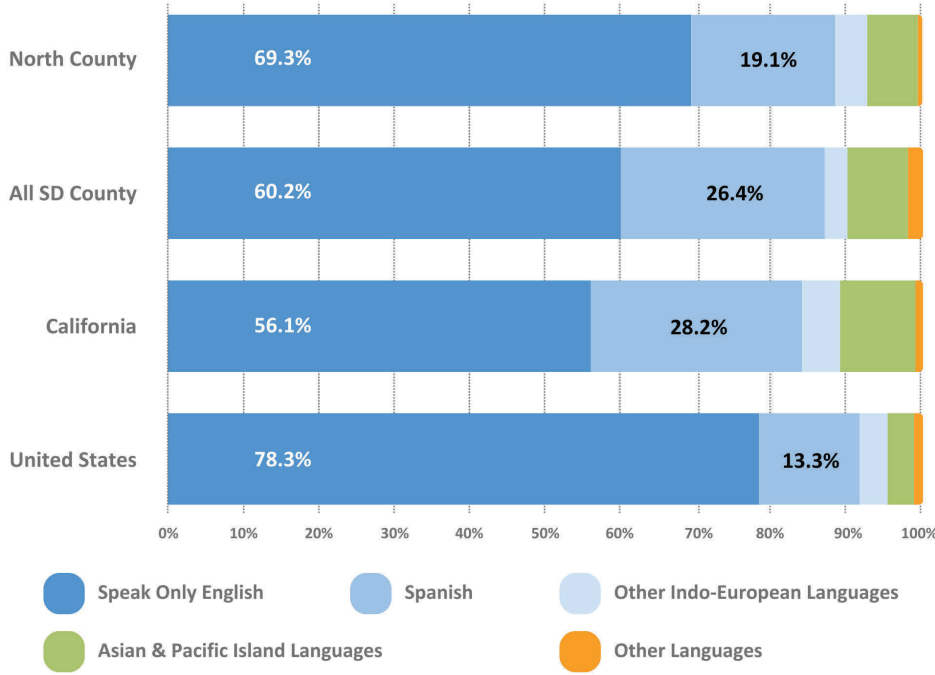
What the data tells us:

San Diego's North County has a slightly lower percentage of residents who identify as Hispanic compared to the rest of the county or the state. However, analyzing the ethnic identity of the population under 18 reveals a clear trend towards an increasing number of Hispanic residents in North County's future.

Source: U.S. Census Bureau; American Community Survey

Table 3: Population Aged 18-64 That Speaks English "Less Than Very Well"

San Diego County	Carlsbad	Oceanside	Escondido	San Marcos	Vista
14%	7%	14%	22%	15%	17%

Source: U.S. Census Bureau; American Community Survey

Figure 3: Hispanic Population, Regional Comparison

Why it matters:

Ensuring that the region's civic, cultural, educational, and business entities mirror the diversity of North County is crucial, both presently and in the future. Taking deliberate steps to promote inclusion is vital for creating a North County where everyone feels valued and actively participates in civic discussions.
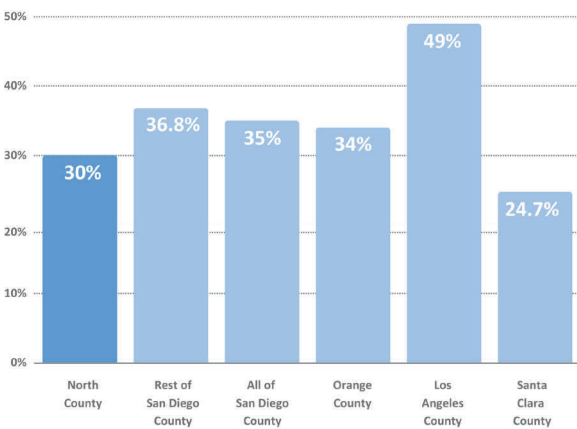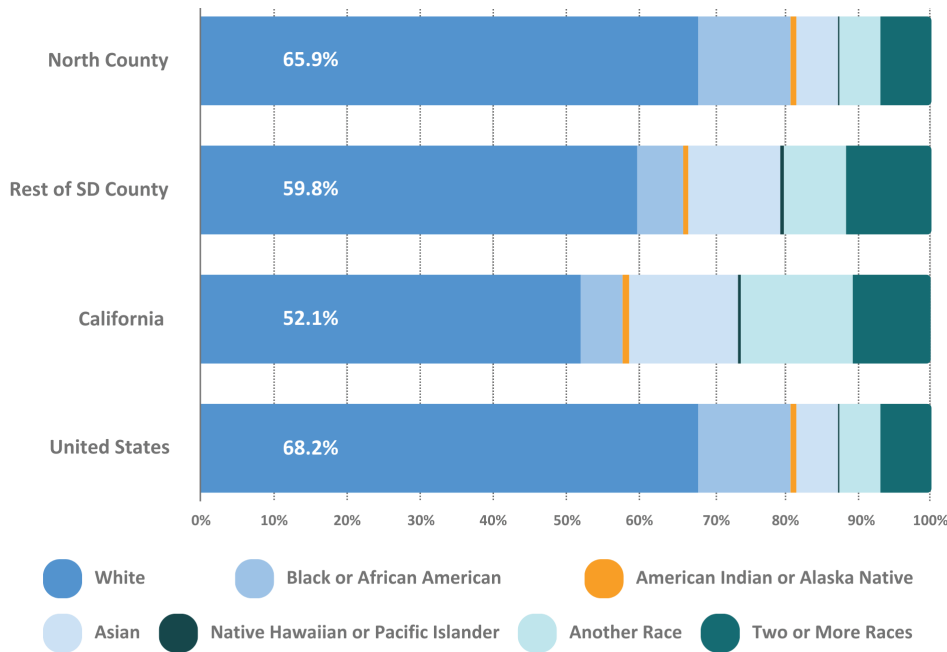
Source: U.S. Census Bureau; American Community Survey

Table 4: Percent of Population of Hispanic Heritage

Age Segment	Total Population	Hispanic Population	% of Population Hispanic
Under Age of 18	255,451	110,334	43%
18 to 64	450,723	228,725	51%
65 and Over	175,208	22,602	13%

Source: U.S. Census Bureau; American Community Survey

Figure 4: Racial Composition

	White	Black or African American	American Indian or Alaska Native
Asian	Native Hawaiian or Pacific Islander	Another Race	Two or More Races

Source: U.S. Census Bureau; American Community Survey

What the data tells us:

North County residents work both locally and in the broader region with approximately half working locally and the other half commuting. This balance illustrates why North County can simultaneously feel like a bedroom community while boasting a vibrant economy.

Figure 5: Resident Workforce in North County (2021)

47%

53%

Living & Employed in North County   Living in North County but Employed Elsewhere
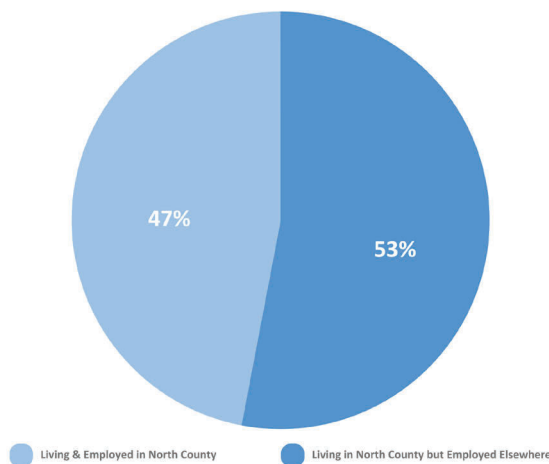
Source: Census; LODES 2021

Why it matters:

This data indicates that North County is currently navigating a delicate balance, striving to accommodate increasing job opportunities while maintaining its character as a suburban region.

For more information:

Use the QR code above to to view our report entitled **"Worker Commuting Patterns in North County."**

sdnedc.org/talent-migration-report

Table 5: Residents Living & Working in North County by City (2021)

City	Both Living & Working in the Same City	Living in One City & Working in another SR78 City	Living in This City & Working Outside the SR78 Corridor
Oceanside	12,852	192,998	36,747
Vista	5,762	14,503	22,172
Carlsbad	10,271	7,061	29,771
San Marcos	5,552	11,013	23,579
Escondido	12,008	12,003	41,110
All North County	46,445	64,578	153,379

Source: Census; LODES 2021
Note: Employment count may differ from other tables due to differences in LODES methodology

WORKFORCE

Table 6: Median Household Income by City (2016-2022)

City	2016	2017	2018	2019	2020	2021	2022	Growth (2016-22)
Del Mar	$108,556	$122,563	$110,966	$129,063	$161,705	$157,708	$185,335	71%
Vista	$54,203	$59,833	$65,696	$72,125	$73,163	$79,196	$88,715	64%
San Marcos	$63,960	$70,417	$76,619	$78,797	$86,408	$90,620	$99,413	55%
Oceanside	$58,949	$61,778	$68,652	$72,697	$75,411	$80,837	$86,701	47%
Escondido	$54,268	$58,834	$62,319	$64,038	$65,326	$70,115	$77,554	43%
Encinitas	$100,698	$103,842	$113,175	$116,022	$120,488	$132,276	$142,506	42%
Carlsbad	$97,145	$102,722	$107,172	$110,478	$112,933	$119,302	$134,139	38%
Poway	$98,859	$102,338	$105,732	$107,902	$115,332	$119,847	$135,605	37%
Solana Beach	$100,352	$103,864	$105,821	$108,118	$106,904	$113,903	$137,647	37%

Source: U.S. Census Bureau; American Community Survey

What the data tells us:

North County's median income continues to increase, but significant variations exist among its incorporated cities.

Why it matters:

Even after inflation adjustments, the trajectory of household incomes in North County cites remains positive. However, a persistent regional challenge lies in fostering equitable prosperity, particularly between affluent coastal communities and working-class neighborhoods in the inland areas.

Figure 6: Median Household Income Trend by City (2016-2022)
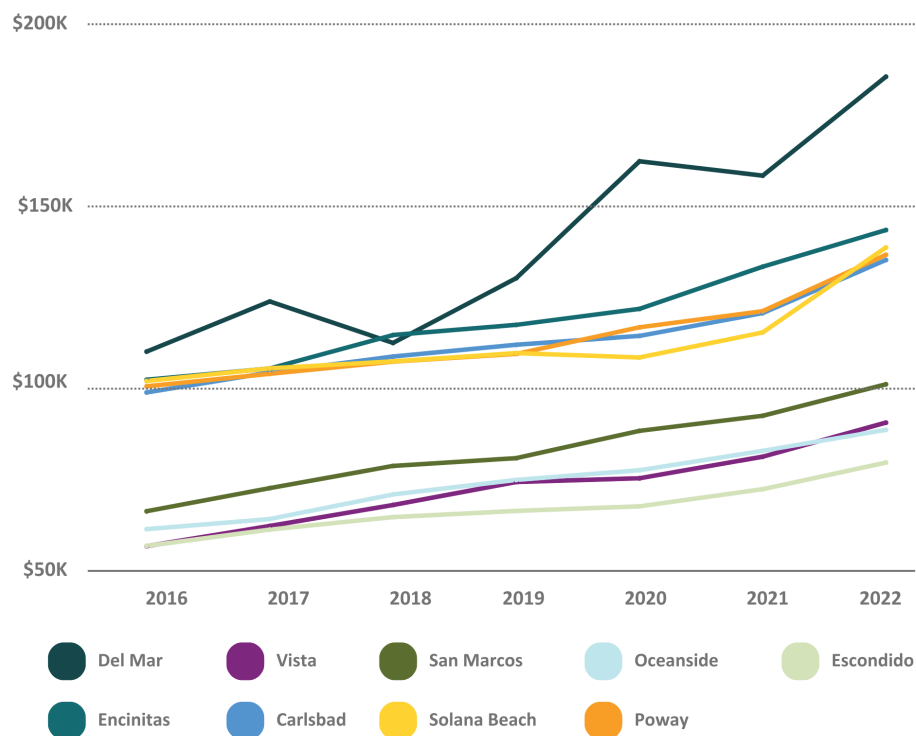
Source: U.S. Census Bureau; American Community Survey

Table 7: Median Annual Household Income by Region (2022)

United States	North County	California	San Diego County	Rest of San Diego	Orange County	Los Angeles County	Santa Clara County
$69,717	$101,813	$84,907	$91,003	$89,488	$100,559	$77,456	$141,562

Source: U.S. Census Bureau; American Community Survey

ECONOMY

North County has a strong and extremely diversified economy. No one cluster dominates the economy, but rather, there are several areas of strength, including life sciences, technology, software, defense, advanced manufacturing, and tourism. The economy is strengthened by a large healthcare, education, and uniformed military presence that is less impacted by the business cycle.

Adding more than 17,000 jobs since 2017, the region now has more than 600,000 employed individuals. Unemployment remains very low across North County, but recruiting and retention of key contributors remains among the most pressing challenges for North County companies.

In 2024, a notable concern is the impact of higher interest rates on North County's real estate sector (see Figure 13). As a suburban area, North County traditionally has benefited from robust real estate, construction, and development industries. Higher mortgage and financing costs have had negative impacts on these sectors, with several North County housing projects put on hold and the number of resold houses hitting all time lows.

Figure 7: Employment Growth in North County (2017-2022)
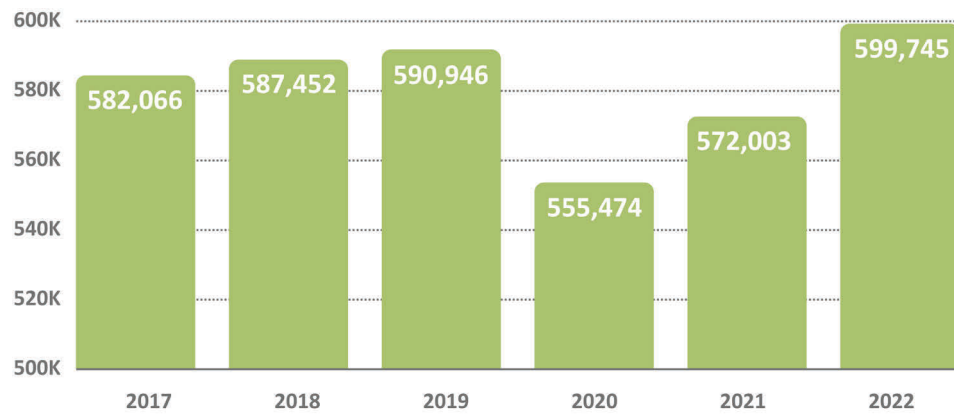
Source: EMSI

Table 8: Unemployment Rates by City (2023)

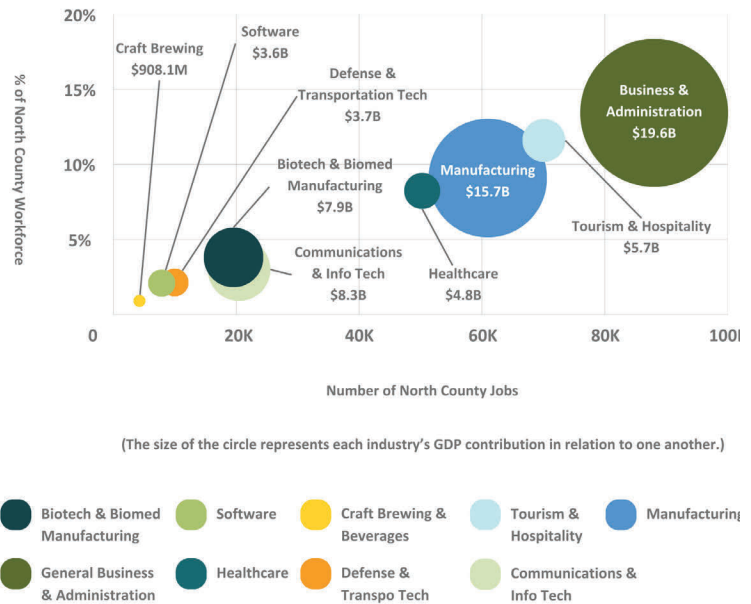| City	Employed (November 2023)	Unemployment Rate (November 2023)
Poway	24,800	3.5%
Escondido	66,600	4.1%
San Marcos	41,700	4.2%
Vista	43,400	4.6%
Carlsbad	53,800	4.2%
Oceanside	79,200	4.3%
Encinitas	32,400	3.5%
Solana Beach	5,800	2.2%
Del Mar	2,100	0.0%
All North County Cities	349,800	4.0%

Source: EMSI

What the data tells us:

This chart underscores the diversity of North County's economy, with no single industry in these clusters comprising more than 15% of the region's overall economic activity.
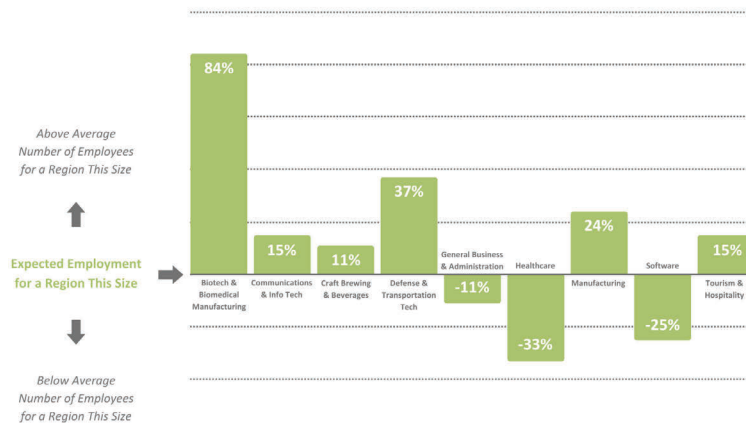
Why it matters:

North County's economic diversity cushions the region against recession, yet it also presents challenges for policymakers and stakeholders in formulating effective economic development strategies. Tailored initiatives and strategies are necessary, as there is no one-size-fits-all approach.

## Figure 8: Key Industry Contributions & Employment (2023)

(The size of the circle represents each industry's GDP contribution in relation to one another.)

- Biotech & Biomed Manufacturing
- Software
- Craft Brewing & Beverages
- Tourism & Hospitality
- Manufacturing
- General Business & Administration
- Healthcare
- Defense & Transpo Tech
- Communications & Info Tech

Source: EMSI

Figure 9: Hotspot* Industries in North County (2023)

Source: EMSI

Figure 10: Growth of Key Industry Clusters (2023)
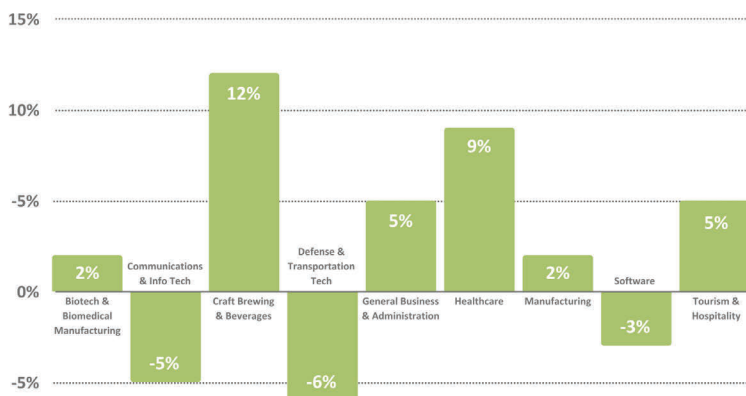
Source: EMSI

WHAT IS A CLUSTER?

Economic clusters are a fundamental unit of analysis for economic development.

An "**economic cluster**" refers to companies in the same geographical area cooperating and sharing expertise. Executives at different firms within a cluster have often collaborated previously, emphasizing interaction over specific industry boundaries, and creating competitive advantages through relationships.

Dr. Michael Porter of Harvard University defines economic clusters through **two important characteristics**:

1. They involve firms cooperating and competing, often **leveraging social ties and relationships to create competitive advantage**. For Example, North County's craft brewing industry thrives on a tight-knit community. Brewers and leaders frequently collaborate, sharing intertwined work experiences throughout their careers.

2. Clusters typically **sell a substantial portion of their goods and services outside their region**, driving economic growth by bringing in new revenue.

* "Hotspots" refer to industries with a higher concentration in North County than the national average for a region this size. For instance, the 84% figure for biotech indicates that North County has 84% more jobs in this sector than expected for an area this size, suggesting a competitive advantage in the region.

Table 9: Fastest Growing Occupations (2013-2023)

Occupation	2013 Jobs	2023 Jobs	Change in Jobs (2013-2023)	% Change in Jobs (2013-2023)	2023 Median Annual Earnings
Business Operations Specialists, All Other	2,745	6,171	3,426	125%	$68,503.20
Registered Nurses	3,881	5,890	2,009	52%	$115,994.40
Managers, All Other	1,060	3,046	1,986	187%	$147,594.00
Project Management Specialists	1,370	3,186	1,816	133%	$100,796.40
Elementary School Teachers, Except Special Education	4,008	5,566	1,558	39%	$76,725.58
Sales Managers	1,750	3,201	1,450	83%	$122,991.60
Software Developers	4,472	5,673	1,201	27%	$135,476.40
Marriage and Family Therapists	216	1,412	1,196	552%	$50,122.80
Human Resources Specialists	1,373	2,544	1,171	85%	$74,562.00
Computer Occupations, All Other	1,250	2,359	1,109	89%	$103,958.40
Computer and Information Systems Managers	1,186	2,261	1,075	91%	$168,055.20
Educational Instruction and Library Workers, All Other	832	1,721	889	107%	$35,373.60
Medical and Health Services Managers	489	1,311	821	168%	$125,623.20
Compliance Officers	986	1,771	786	80%	$85,190.40
Engineers, All Other	587	1,362	774	132%	$104,040.00

Source: EMSI

Table 10: Highest Paying Occupations (2023)

Occupation	2013 Jobs	2023 Jobs	Change in Jobs (2013-2023)	% Change in Jobs (2013-2023)	2023 Median Annual Earnings
Physicians, Pathologists	101	162	61	60%	$445,825.21
Anesthesiologists	191	168	-23	-12%	$328,647.05
Psychiatrists	39	105	66	170%	$308,508.54
Physicians, All Other	366	573	207	57%	$256,636.21
Chief Executives	966	933	-33	-3%	$228,378.00
Family Medicine Physicians	293	240	-53	-18%	$221,503.20
Orthodontists	33	146	113	339%	$180,830.53
Natural Sciences Managers	310	769	459	148%	$177,888.00
Computer and Information Systems Managers	1,186	2,261	1,075	91%	$168,055.20
Architectural and Engineering Managers	1,167	1,491	324	28%	$167,790.00
Lawyers	1,841	2,145	304	16%	$165,117.60
Computer Hardware Engineers	1,231	1,504	273	22%	$165,015.60
Marketing Managers	740	1,307	567	77%	$160,425.60
Nurse Practitioners	224	545	321	143%	$154,142.40
Financial Managers	1,728	2,495	767	44%	$154,142.40

Source: EMSI

Table 11: Highest Performing Occupations (2023)

Occupation	2013 Jobs	2023 Jobs	Change in Jobs (2013-2023)	% Change in Jobs (2013-2023)	2023 Median Annual Earnings
Registered Nurses	2,009	668	1,341	$56.86	$115,994.40
Elementary School Teachers, Except Special Ed	1,558	281	1,277	$37.61	$76,724.40
Managers, All Other	1,986	738	1,248	$72.35	$147,594.00
Marriage and Family Therapists	1,196	280	915	$24.57	$50,122.80
Educational Instruction and Library Workers	889	229	661	$17.34	$35,373.60
Business Operations Specialists, All Other	3,426	2,783	643	$33.58	$68,503.20
Engineers, All Other	774	156	618	$51.00	$104,040.00
Computer Programmers	-104	-664	560	$63.90	$130,356.00
Mechanical Engineers	616	105	511	$45.83	$93,493.20
Medical and Health Services Managers	821	319	502	$61.58	$125,623.20
Biological Scientists, All Other	734	235	499	$48.91	$99,776.40
Sales Managers	1,450	974	477	$60.29	$122,991.60
Electrical and Electronic Engineering Techs	65	-377	442	$31.37	$63,994.80
Behavioral Health Counselors	619	248	370	$23.24	$47,409.60
Computer Occupations, All Other	1,109	749	361	$50.96	$103,958.40

Source: EMSI

Figure 11: Over-the-Year Percentage Change in CPI; San Diego County:
January 2021 - January 2024

Source: U.S. Bureau of Labor Statistics

Table 12: Over-the-Year Percentage Change in CPI; San Diego County:
January 2021 - January 2024

Jan '21	Mar '21	May '21	Jul '21	Sep '21	Nov '21	Jan '22	Mar '22	May '22	Jul '22
1.69%	4.11%	5.25%	5.99%	6.47%	6.56%	8.22%	7.88%	8.31%	7.27%

Sep '22	Nov '22	Jan '23	Mar '23	May '23	Jul '23	Sep '23	Nov '23	Jan '23
8.20%	6.65%	6.45%	5.35%	5.19%	4.30%	4.69%	5.23%	3.80%

Source: U.S. Bureau of Labor Statistics

What the data tells us:	**Why it matters:**
Inflation has come down significantly from its peak in early 2022, but it remains higher in the nation and in San Diego County than the 2% benchmark rate that the Federal Reserve is trying to achieve.	The construction and residential housing development sectors are interest rate-sensitive. Until interest rates fall, we can expect employment and career opportunities in those areas to be muted.

EDUCATION

STEM education remains a critical engine of prosperity. This year's indicators highlight the number of STEM Bachelor's and Associate's degrees awarded by North County institutions and statistics on Math and English proficiency. While progress is evident, the data suggests that some districts still need additional support.

Table 13: Educational Attainment by Region (2022)

Region	No High School Diploma	High School Graduate*	Some College, No Degree	Associate's Degree	Bachelor's Degree	Post-graduate Degree
United States	10.5%	25.4%	20.5%	9.3%	21.6%	12.7%
North County	10.4%	16.0%	21.1%	7.9%	27.3%	17.3%
Rest of SD	11.4%	19.2%	22.9%	8.7%	24.5%	13.3%
SD County	11.0%	18.1%	22.2%	8.4%	25.4%	14.7%
California	15.2%	20.4%	21.0%	8.0%	22.6%	12.9%
Orange County	13.6%	17.0%	19.7%	7.6%	27.7%	14.4%
Los Angles County	18.5%	20.4%	19.3%	7.1%	23.0%	11.6%
Santa Clara County	9.9%	13.0%	14.2%	6.6%	29.2%	27.1%

*Includes High School Equivalency
Source: U.S. Census Bureau; American Community Survey

Table 14: Educational Attainment by City (2022)

City	No High School Diploma	High School Graduate*	Some College, No Degree	Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
Carlsbad	4.9%	10.1%	17.7%	7.8%	35.5%	24.0%
Del Mar	0.7%	5.1%	8.8%	40.0%	38.6%	46.2%
Encinitas	4.5%	9.2%	14.6%	7.0%	37.3%	27.4%
Escondido	19.9%	22.4%	23.6%	7.5%	17.5%	9.1%
Oceanside	13.3%	19.3%	25.4%	8.3%	21.6%	11.9%
Poway	7.5%	12.2%	18.0%	8.8%	31.6%	21.8%
San Marcos	12.2%	17.5%	20.1%	8.7%	27.5%	14.0%
Solana Beach	3.9%	8.5%	11.6%	5.6%	42.3%	28.2%
Vista	19.9%	22.7%	23.3%	8.8%	18.2%	9.0%

*Includes High School Equivalency
Source: U.S. Census Bureau; American Community Survey

What the data tells us:

North County has a higher percentage of residents with Bachelor's or Post-Graduate degrees than the rest of San Diego County or the nation. High educational achievement is a competitive strength that helps attract and retain high-skill, high-wage industries.

Table 15: CAASPP* Math & English Proficiency (2022)**

District	% CAASPP Math Proficient	% CAASPP English Language Arts Proficient
Bonsall Unified	40.41%	54.45%
Carlsbad Unified	62.02%	73.70%
Escondido Union	15.75%	53.70%
Oceanside Unified	30.27%	40.54%
Poway Unified	66.95%	74.63%
San Dieguito Union	68.30%	78.95%
San Marcos Unified	47.23%	58.99%
Vista Unified	31.74%	42.85%

* California Assessment of Student Performance and Progress (CAASPP)
** Proficiency defined as meeting or exceeding state standards.
Source: Ed-Data

Figure 12: STEM Degrees Awarded by North County Educational Institutions (2022)
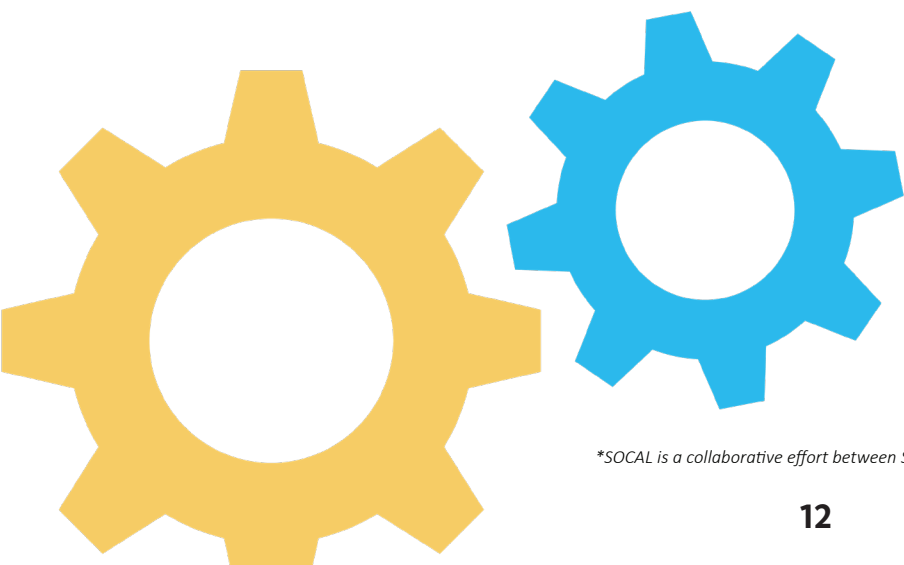

Source: EMSI

Why it matters:

Educational attainment does differ significantly among the North County cities, indicating the importance of close collaboration between municipalities, educational providers, and workforce development champions across the region.
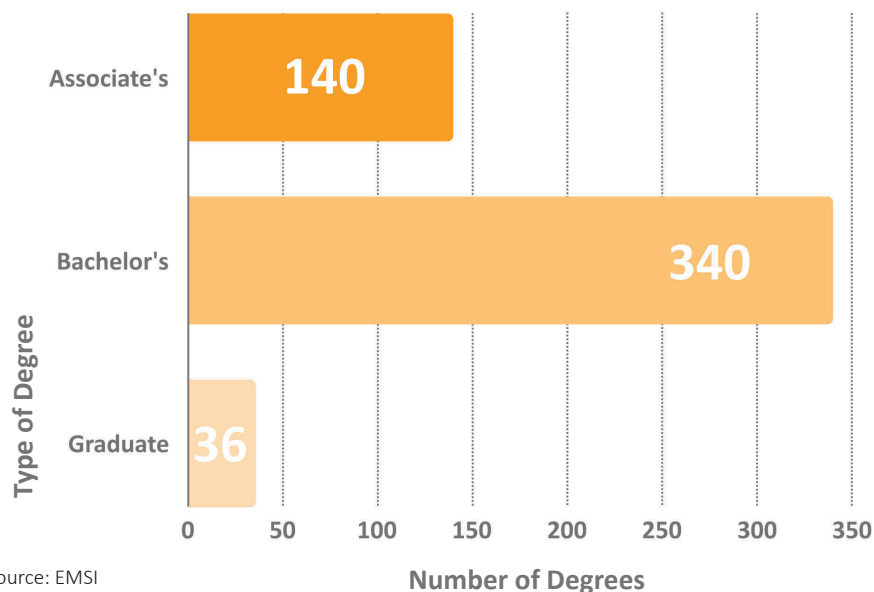
SOCAL
STUDENT OPPORTUNITIES for CAREER AWARENESS and LEARNING

SDNEDC is dedicated to connecting students and educators with employers to bolster the workforce pipeline.

One way we accomplish this is through SOCAL, an online tool for students and transitioning adults to explore career paths in North County. Visit socalworkforce.com for details or to participate.

*SOCAL is a collaborative effort between SDNEDC, Tri-City Medical Center, and North County Chambers of Commerce.

PLACE

One of the defining aspects of North County is how many people use State Route 78. Indicators in this section spotlight how people are moving around the region, housing prices, and changes in work-from-home and hybrid work.

Table 16: Regional Average Commute Times (2022)

	Mean Travel Time to Work (2022)
All of North County	27.5 minutes
SR 78 Cities	27.4 minutes
San Diego County	26.3 minutes

Sources: EMSI; U.S. Census Bureau; American Community Survey

What the data tells us:

The pandemic fundamentally altered commuting patterns, with remote and hybrid work arrangements seemingly now permanent fixtures. Transit use remains low compared to pre-pandemic numbers, indicating a continued shift from fixed-hour employment tied to peak commuting times.

Why it matters:

The surge in remote work impacts commercial real estate, transportation systems, and economic development metrics. A North County resident working remotely for a distant company boosts our region's economy but might not be reflected in traditional employment figures.

Table 17: Commuting Patterns in North County (2022)

	North County Residents Who Used This Mode	Percentage of Residents Who Used This Mode
Drove Alone	418,995	72.3%
Carpooled	43,411	7.5%
Public Transportation	6,326	1.1%
Walked	16,983	2.9%
Worked Remote	82,102	14.2%
Other (Bike, Rideshare, etc.)	11,356	2.0%

Sources: EMSI; U.S. Census Bureau; American Community Survey

Table 18: Means of Commuting by City (2022)

	Drove Alone	Carpooled	Public Transportaiton	Walked	Motercycle/Biked	Worked from Home
Carlsbad	66%	5%	0.9%	1%	1.6%	25%
Del Mar	47%	2%	0.9%	0%	2.9%	47%
Encinitas	64%	5%	0.7%	2%	2.2%	26%
Escondido	74%	10%	1.3%	1%	1.9%	11%
Oceanside	72%	9%	2%	1%	2.9%	13%
Poway	70%	8%	0.8%	1%	2.5%	18%
San Marcos	74%	7%	0.4%	1%	1.4%	16%
Solana Beach	57%	6%	1.3%	6%	2.1%	28%
Vista	78%	7%	1.1%	1%	1.8%	12%

Sources: EMSI; U.S. Census Bureau; American Community Survey

Table 19: Change in Remote Work by City (2016-2022)

	Residents Working from Home (2016)	Residents Working from Home (2022)	Percentage Increase in Remote Workers
Carlsbad	12%	25%	13%
Del Mar	23%	47%	24%
Encinitas	15%	26%	11%
Escondido	4%	11%	7%
Oceanside	5%	13%	8%
Poway	7%	18%	11%
San Marcos	5%	16%	11%
Solana Beach	18%	28%	10%
Vista	4%	12%	8%

Source: U.S. Census Bureau; American Community Survey

Table 20: North County Zip Codes with the Most Remote Workers (2022)

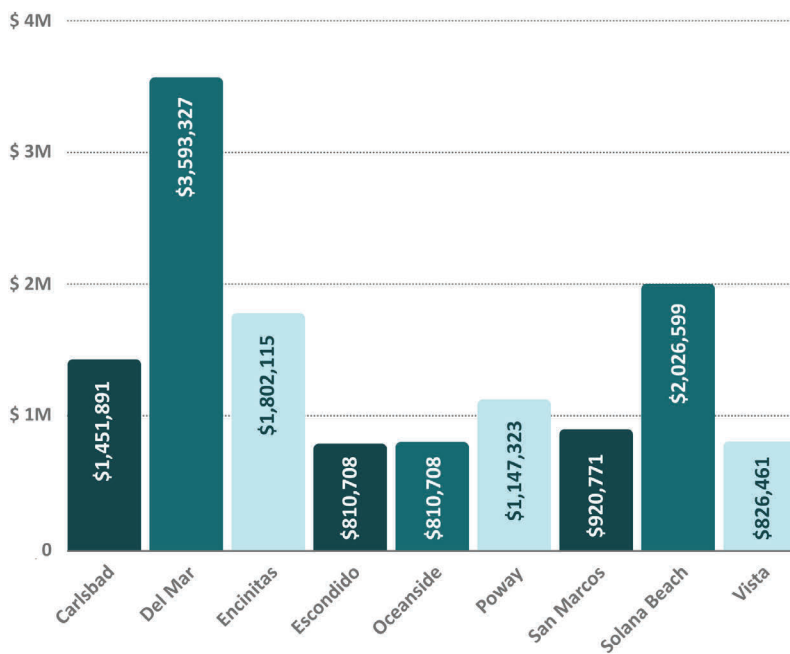| Zip Code	Community	Number of Remote Workers	Percentage of Workforce
92130	Del Mar Heights, Carmel Valley, Del Mar Mesa, Torrey Hills	6,748	13%
92024	Encinitas, Leucadia, Olivenhain	5,733	24%
92129	Rancho Penasquitos, Crestmont, Del Mar Mesa	4,561	11%
92009	Carlsbad, La Costa, Rancho Ponderosa, La Costa Oaks South	4,550	7%
92078	Lake San Marcos, San Elijo Hills, University Commons, Village O	4,315	8%
92128	Rancho Bernardo, Carmel Mountain Ranch, Sabre Springs	4,244	11%
92127	Rancho Bernardo, 4S Ranch, Black Mountain Ranch	3,738	11%

Sources: EMSI; U.S. Census Bureau; American Community Survey

Table 21: Rental Home Statistics by City (2022)

City	Number of Units Occupied by Renters	Rental Vacancy Rate	Percentage of Households Spending over 35% on Rent
Carlsbad	16,300	3.5	44.7%
Del Mar	803	5.0	35.5%
Encinitas	8,285	6.5	42.2%
Escondido	24,275	3.1	55.0%
Oceanside	25,968	4.3	49.8%
Poway	3,973	2.6	44.2%
San Marcos	11,607	4.0	52.5%
Solana Beach	1,811	7.9	54.6%
Vista	15,609	2.9	44.0%

Source: U.S. Census Bureau; American Community Survey

Figure 13: Median Home Price by City (2023)

- Carlsbad: $1,451,891
- Del Mar: $3,593,327
- Encinitas: $1,802,115
- Escondido: $810,708
- Oceanside: $810,708
- Poway: $1,147,323
- San Marcos: $920,771
- Solana Beach: $2,026,599
- Vista: $826,461

Source: Zillow, December 2023

What the data tells us:

Measuring the ratio of net new jobs to housing built shows demand-supply balance over time. North County, like much of the region, has struggled with this ratio, sometimes creating up to 4 new jobs for every 1 new home in the past two decades.

Why it matters:

A home is where a job goes to sleep at night. Unbuilt housing can lead to overcrowding in existing housing, living outside of the county with a "mega commute," or even homelessness despite being employed. SDNEDC believes this to be one of the most critical issues facing the county and all of Southern California.

Table 22: Jobs to Housing Balance (2013-2023)

City	Payroll Jobs (2013)	Housing Units (2013)	Jobs to Housing Ratio	Jobs Added (2013-2023, net)	Housing Units Added (2013-2023)	Jobs to New Housing Ratio
Oceanside	52,721	64,744	0.81	10,448	3,320	3.15
Carlsbad	77,247	45,522	1.70	13,511	3,079	4.39
Vista	38,458	31,161	1.23	13,520	2,837	4.77
San Marcos	38,146	29,392	1.30	13,752	2,947	4.67
Escondido	54,054	48,293	1.12	10,144	2,362	4.29
Encinitas	25,512	25,933	0.98	3,920	843	4.65
Poway	22,927	16,832	1.36	6,586	297	22.18
7 largest North County Cities	309,065	261,877	1.18	71,881	15,685	4.58
County of San Diego	1,304,320	1,174,866	1.11	203,341	81,631	2.49

Sources: California Dept. of Finance; E-5 Estimates; EMSI; QCEW U.S. Dept. of Labor
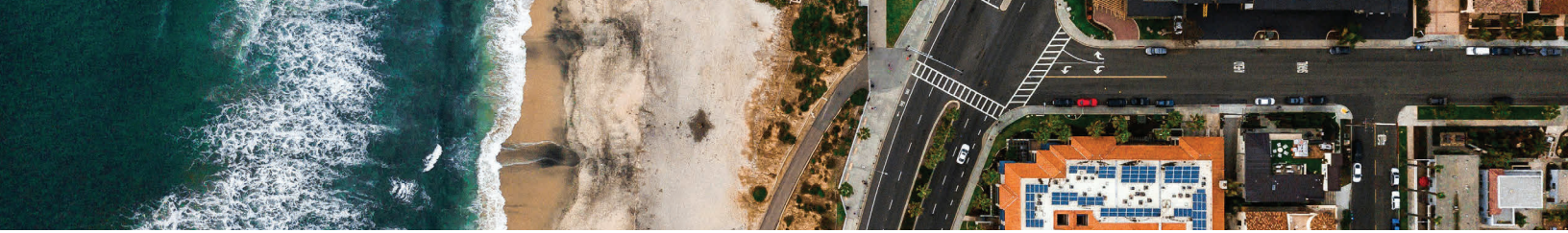
Reference Sheets for the
9 Incorporated North County Cities

Pages 16-20 are designed as referenceable sections for each of the nine incorporated cities in North County. Each page reflects key data points that are commonly asked when discussing economic development.

All data presented is the most up-to-date available as of Q1, 2024. Variations in sources are only present if requested by individual cities. Top industries for each city were determined using EMSI industry cluster data.

The Latest City Data at Your Fingertips

SDNEDC provides **biannual updates on the 9 Incorporated North County cities**, featuring the data points below, PLUS job growth, real estate stats, office vacancy rates, and more. **Bookmark our page** for easy access to the latest data.

sdnedc.org/city-dashboard-reports-2024

VISTA

Top 4 Industries: Defense & Transportation Tech; Communications & Information Tech; Military & Government; Biomed & Biotech Manufacturing

94,835
2022 Population
CA Department of Finance, E5 Estimates

33,311
2022 Housing Units
CA Department of Finance, E5 Estimates

43,400
2022 Employment
EMSI (2023)

27.2%
Bachelor's Degree or Higher
1-year ACS (2022)

$88,715
Median Household Income
5-year ACS (2022)

27.1 **Minutes**
Average Travel Time to Work
5-year ACS (2022)

SAN MARCOS

Top 5 Industries: Education; Biomed & Biotech Manufacturing; Manufacturing (Other); Healthcare; Communications & Information Tech

94,530
2022 Population
CA Department of Finance, E5 Estimates

32,700
2022 Housing Units
CA Department of Finance, E5 Estimates

41,700
2022 Employment
EMSI (2023)

41.5%
Bachelor's Degree or Higher
1-year ACS (2022)

$99,413
Median Household Income
5-year ACS (2022)

26.5 **Minutes**
Average Travel Time to Work
5-year ACS (2022)

ESCONDIDO

Top 5 Industries: Household Goods & Services; Healthcare; Real Estate, Construction & Development; Education; Communications & Information Tech

149,799
2022 Population
CA Department of Finance, E5 Estimates

49,386
2022 Housing Units
CA Department of Finance, E5 Estimates

66,600
2022 Employment
EMSI (2023)

26.6%
Bachelor's Degree or Higher
1-year ACS (2022)

$77,554
Median Household Income
5-year ACS (2022)

27.7 **Minutes**
Average Travel Time to Work
5-year ACS (2022)

OCEANSIDE

Top 5 Industries: Military & Government; Tourism & Hospitality; Biotech & Biomed Manufacturing; Manufacturing (Other); Communications & Information Tech

171,063
2022 Population
CA Department of Finance, E5 Estimates

66,283
2022 Housing Units
CA Department of Finance, E5 Estimates

79,200
2022 Employment
EMSI (2023)

33.6%
Bachelor's Degree or Higher
1-year ACS (2022)

$109,818
Median Household Income
5-year ACS (2022)

33.6 Minutes
Average Travel Time to Work
5-year ACS (2022)

CARLSBAD

Top 5 Industries: Biomed & Biotech Manufacturing; Manufacturing (Other); Education; Communications & Information Tech; Business & Admin Services

114,549
2022 Population
CA Department of Finance, E5 Estimates

48,187
2022 Housing Units
CA Department of Finance, E5 Estimates

56,100
2022 Employment
EMSI (2023)

59.5%
Bachelor's Degree or Higher
1-year ACS (2022)

$134,139
Median Household Income
5-year ACS (2022)

28.5 Minutes
Average Travel Time to Work
5-year ACS (2022)

SOLANA BEACH

Top 5 Industries: Education; Research & Development; Communications & Information Tech; Business & Admin Services; Tourism & Hospitality

12,784
2022 Population
CA Department of Finance, E5 Estimates

6,601
2022 Housing Units
CA Department of Finance, E5 Estimates

5,800
2022 Employment
EMSI (2023)

70.5%
Bachelor's Degree or Higher
1-year ACS (2022)

$137,647
Median Household Income
5-year ACS (2022)

21.9 Minutes
Average Travel Time to Work
5-year ACS (2022)

ENCINITAS

Top 5 Industries: Tourism & Hospitality; Household Goods & Services; Food & Beverage Processing & Distribution; Communications & Information Tech; Education

61,085
2022 Population
CA Department of Finance, E5 Estimates

26,760
2022 Housing Units
CA Department of Finance, E5 Estimates

32,400
2022 Employment
EMSI (2023)

64.7%
Bachelor's Degree or Higher
1-year ACS (2022)

$142,506
Median Household Income
5-year ACS (2022)

24.5 Minutes
Average Travel Time to Work
5-year ACS (2022)

19

POWAY

Top 5 Industries: Defense & Transportation Tech; Healthcare; Communications and Information Tech; Biomed & Biotech Manufacturing; Manufacturing (Other)

48,483
2022 Population
CA Department of Finance, E5 Estimates

16,949
2022 Housing Units
CA Department of Finance, E5 Estimates

24,800
2022 Employment
EMSI (2023)

53.5%
Bachelor's Degree or Higher
1-year ACS (2022)

$135,605
Median Household Income
5-year ACS (2022)

25.6 Minutes
Average Travel Time to Work
5-year ACS (2022)

DEL MAR

Top 5 Industries: Tourism & Hospitality; Communications & Information Tech; Federal Government Services; Real Estate, Construction & Development; Business & Admin Services

3,903
2022 Population
CA Department of Finance, E5 Estimates

2,560
2022 Housing Units
CA Department of Finance, E5 Estimates

2,100
2022 Employment
EMSI (2023)

84.9%
Bachelor's Degree or Higher
1-year ACS (2022)

$185,335
Median Household Income
5-year ACS (2022)

21.6 Minutes
Average Travel Time to Work
5-year ACS (2022)

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ACKNOWLEDGEMENTS

2023 North County Economic Summit

WHY INVEST IN NORTH COUNTY?

Because Partnership Builds Prosperity

SDNEDC's Mission

- **MARKET** North County to attract investment
- **RETAIN** and expand existing employment
- **CONNECT** the future workforce to resources

Support Local Economic Development

- Investor resources are used to **INCREASE PROSPERITY** in North County

- **Engage on Local Issues**: Workforce Development | Housing | Infrastructure | Local Decision Making

Meet North County Leaders

Network with c-suite leaders & receive updates from key North County stakeholders at SDNEDC's hosted dinners

Receive Priority Connections

- Explore synergies with other SDNEDC investors

- As an SDNEDC investor – boosting regional development – get priority referrals to companies seeking services, .

Market Your Company

SAN DIEGO NORTH
ECONOMIC DEVELOPMENT COUNCIL

Reach 3,700+ subscribers in our weekly newsletter

Learn More:
SDNEDC.org

Connect with us:
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