2015 North County Prospects

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Economy

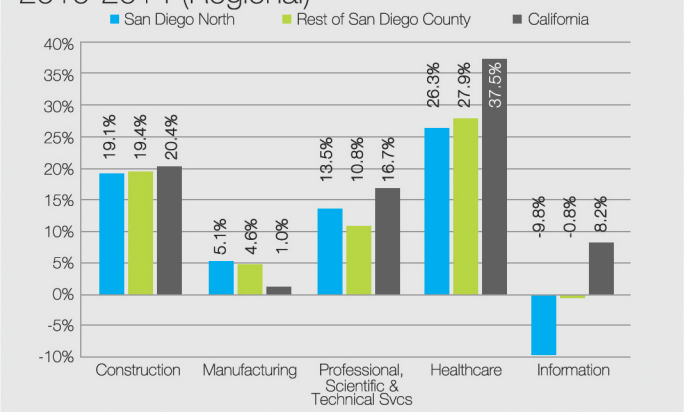
North County's economy is on the rebound. The region was hit harder than the rest of San Diego County by the Great Recession, total employment dropped by 7 percent between 2007 and 2010. Looking at the last five years (2010 to 2014) North County's employment has grown faster than the Rest of San Diego County, and has recovered stronger from the Great Recession than its neighbors to the North, including Orange and Riverside Counties. Not only have the number of jobs in North County grown, the quality of those jobs have improved. From 2010 to 2014, Tier 1 (higher paying, higher skill) occupations have grown faster in North County than their lower paying, lower skilled counterparts (Tier 2 and Tier 3 occupations).

From 2010 to 2014 Tier 1 occupational employment in North County has grown by

10%

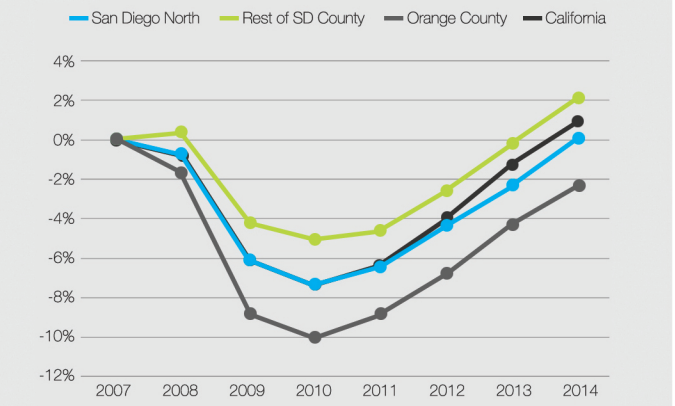
Faster than the rest of San Diego County (8%) or the United States (6%).

Change in Industry Employment 2010-2014 (Regional)



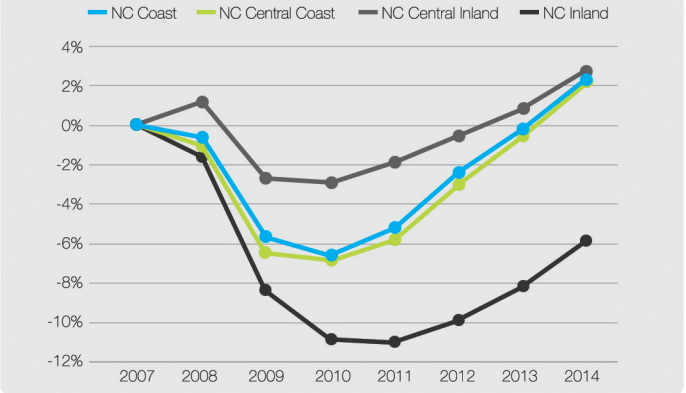
Data Source: EMSI 2014.4 Class of Worker, QCEW and Non-QCEW

Overall Change in Employment (Regional)



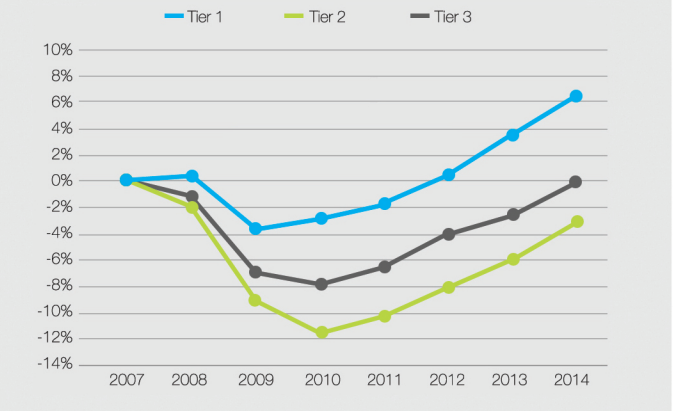
Data Source: EMSI 2014.4 Class of Worker, QCEW and Non-QCEW

Overall Change in Employment by North County (NC) Area



Data Source: EMSI 2014.4 Class of Worker, QCEW and Non-QCEW

Change in Occupational Tier Employment



Data Source: EMSI 2014.4 Class of Worker, QCEW and Non-QCEW

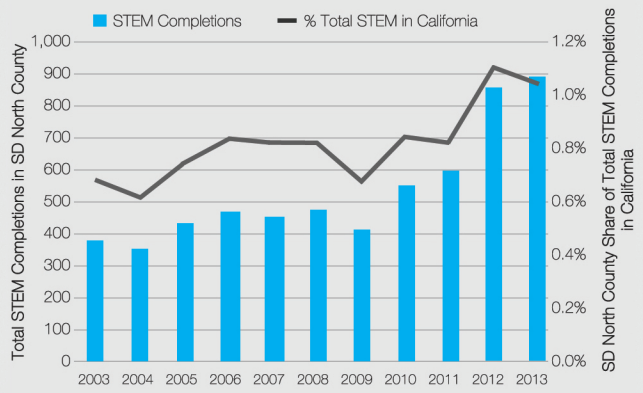
People & Place

North County represents just over 3% of California's total population, but only **provides 1% of the state's entire STEM 2-year or or 4-year graduates.**

The proportion of STEM degrees completed in North County for all of California has dropped from 2012 to 2013.

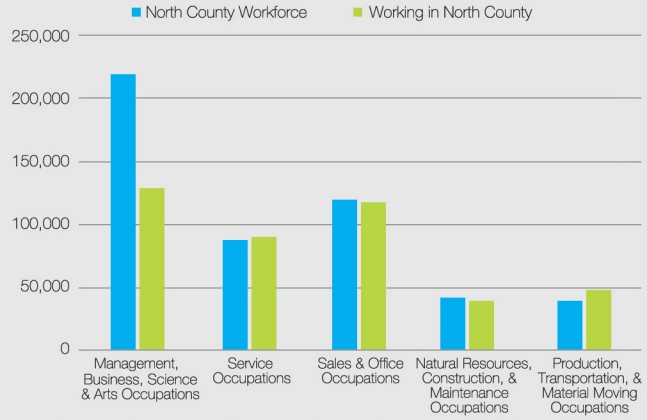
From 2010 to 2014, office inventory in North County has grown by 5%, while average **rents have increased by 10%.** Over the same period of time, office inventory in the rest of San Diego County has shrunk by 2%, while average rents have only increased by 5%.

STEM Degree Completion



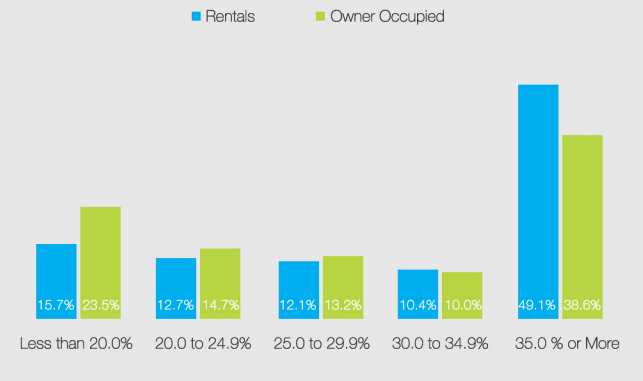
Data Source: Integrated Postsecondary Education Data Systems (CIP Defined)

Resident Workforce vs. Working in the Region



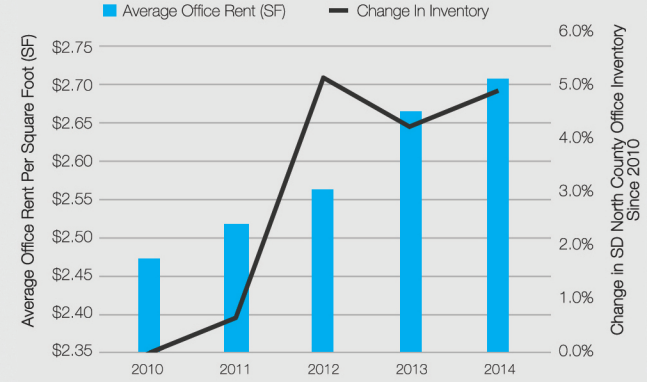
Data Source: EMSI 2014.4 Class of Worker, QCEW, Non-QCEW, and American Community Survey 2013 5-Year Estimates

Housing Costs As a Percentage of Income



Data Source: American Community Survey 2013 5-Year Estimates

Combined Chart of Office Inventory & Average Rents in North County

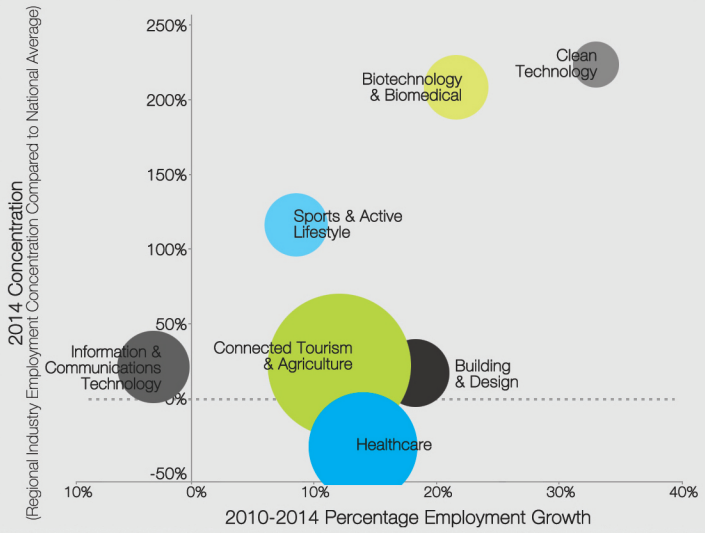


Data Source: DTZ

Industry Clusters & Innovation

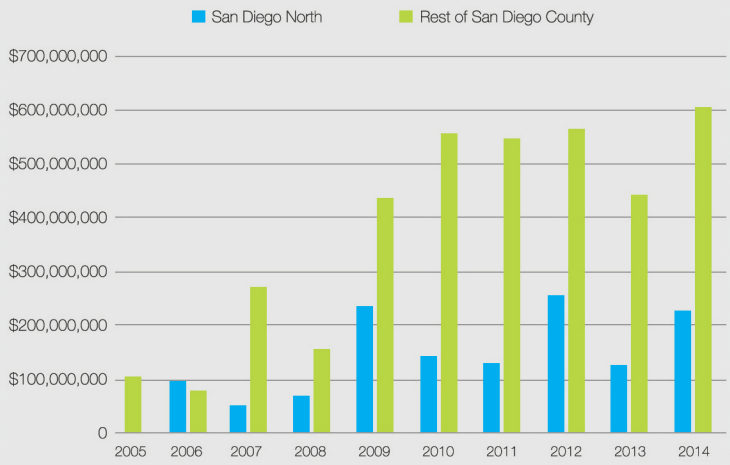
From 2010 to 2013, patent activity in San Diego County has been greater than every other County in the Country, except for Santa Clara, home of Silicon Valley. North County residents account for approximately 40% of San Diego County patents by inventor origin. If North County inventors were their own County, they would be the 9th most active County in the Country by patent activity, just behind Orange County.

North County Industry Clusters (2010 to 2014)



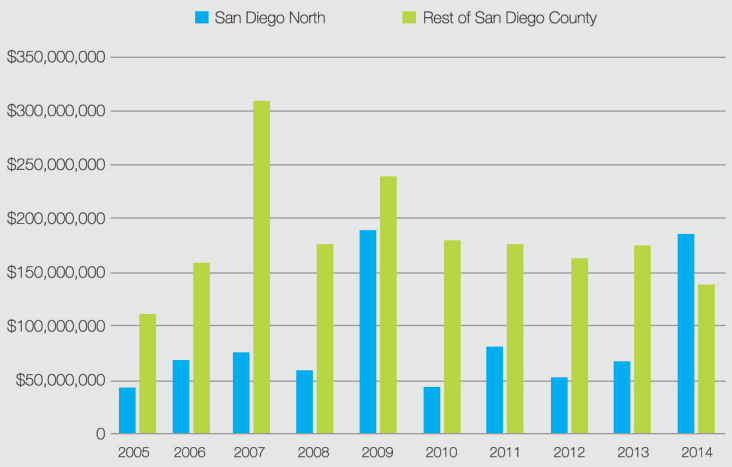
Data Source: EMSI 2014.4 Class of Worker, QCEW and non-QCEW

Start-up Funding for Biotech/Healthcare



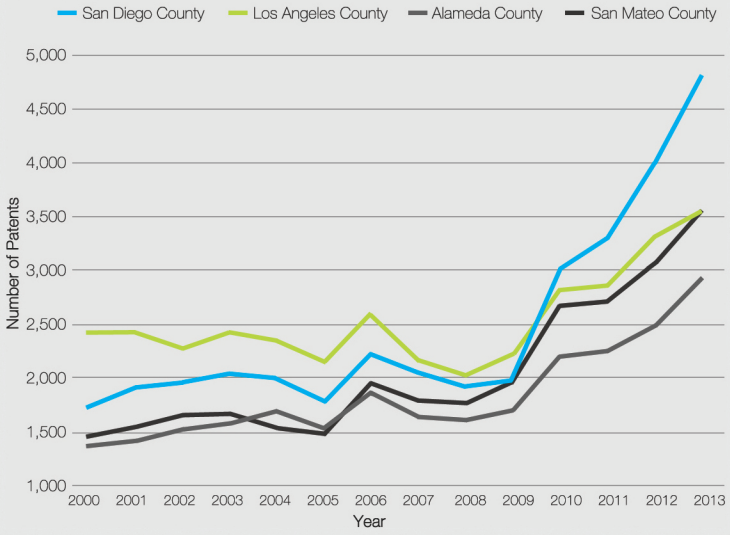
Data Source: EARI Analysis of Crunchbase Dataset 2015 Q1 for San Diego County Venture, Seed, and Angel Investment

Start-up Funding for ICT



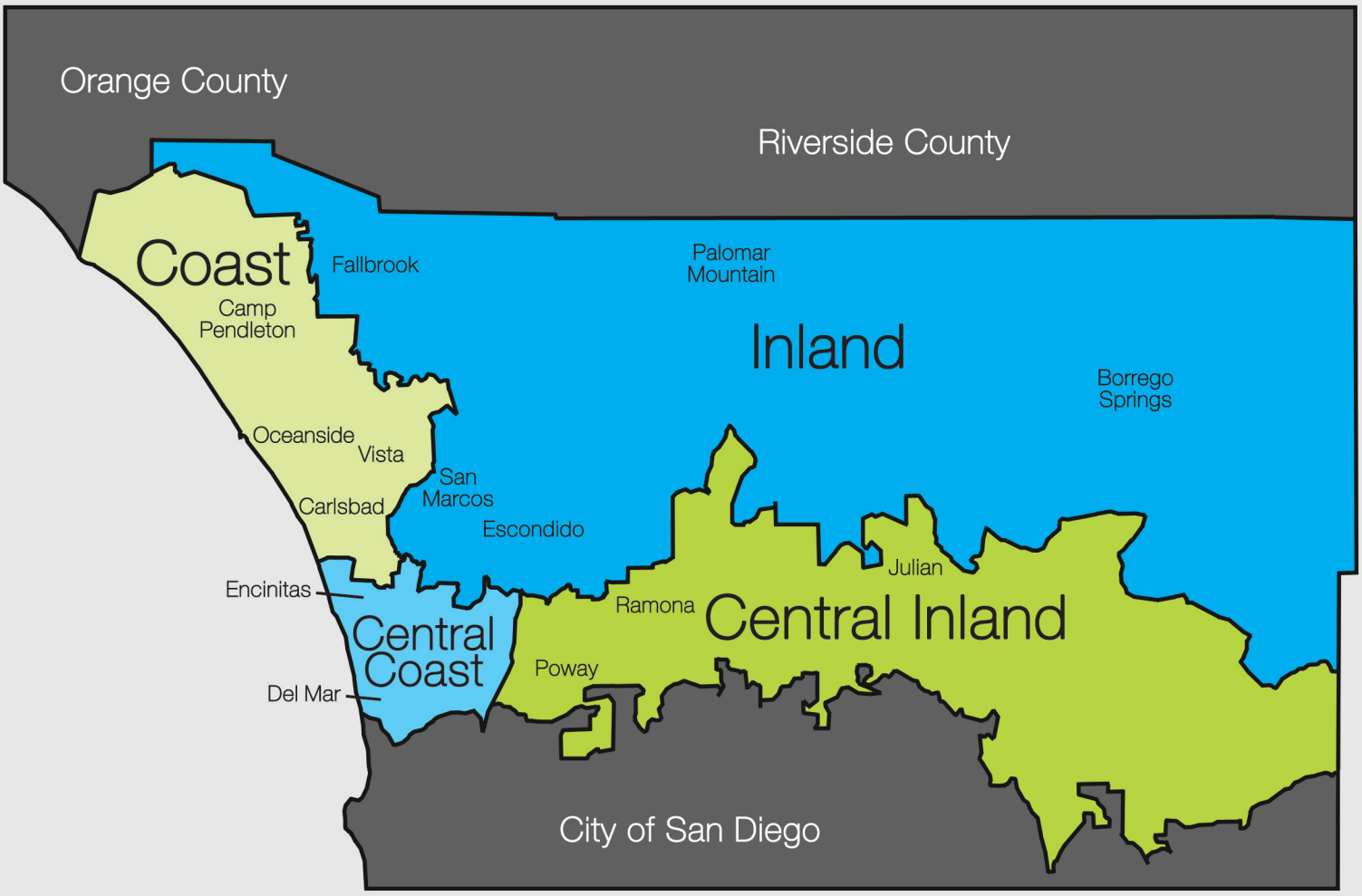
Data Source: EARI Analysis of Crunchbase Dataset 2015 Q1 for San Diego County Venture, Seed, and Angel Investment

Patent Activity by County

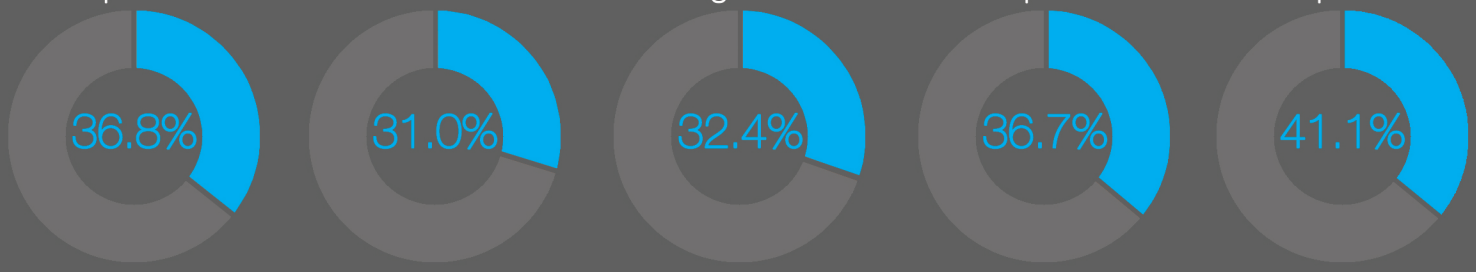


Data Source: U.S. State Patenting Breakout by Regional Component; Count of 2014 Patent Grants, retrieved from: http://www.uspto.gov/web/offices/ac/ido/oeip/taf/countyall/usa_county_gd.htm & http://patft.uspto.gov/netahtml/PTO/search-bool.html

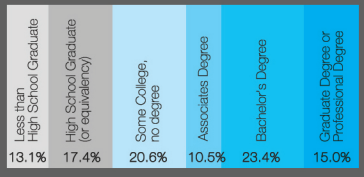
San Diego North County



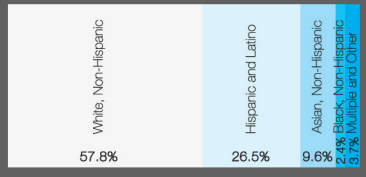
North County's Percent of San Diego County's Economy



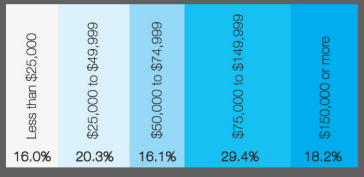
Adult Education Attainment



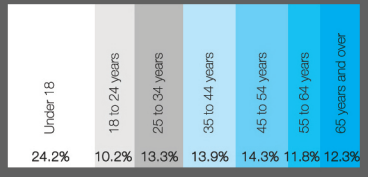
Ethnic Composition



Income Distribution (Household)



Age Distribution



North County Prospects II

This follow up edition to the initial North County Prospects is designed to provide a clearer picture of where we are as a region, so we can have a more informed discussion about where we want to go.

An economic region of approximately 1.2 million people and 459 thousand jobs, San Diego's North County has a greater population than eight states including Vermont, Rhode Island, and Alaska as well as more employment than six states including Delaware, Montana and South Dakota.

State of North County

By 2014, North County had recovered all the jobs lost from the Great Recession (between 2007 and 2010), and more importantly, has seen its percentage of Tier 1 (higher paying, higher skilled) occupations increase in the region by 10 percent from 2010 to 2014. The region has recently experienced considerable employment growth (over 15%) from 2010 to 2014 in key industry clusters such as Clean Technology, Biotechnology & Biomedical devices and Building & Design. North County, has also seen demand for its commercial real estate (including office, industrial and retail) all improved from 2010 to 2014, as vacancy rates have declined, while inventories and average rents have increased. These indicators all point to a regional economy that has stepped beyond the shadow of the Great Recession and faces new challenges and opportunities beyond the post-recession economy. They include;

1. Providing housing opportunities for working families in the region,
2. Developing talent as baby boomers retire and a churning economy demands new skills and abilities from our workforce,
3. Maintaining and building upon the high quality of life in the region while ensuring economic vitality and mobility for the region's next generation,
4. Developing the infrastructure to respond to population growth and resource scarcity, such as water, and
5. Developing and strengthening a regional identity for North County, that builds upon our assets while working collaboratively with neighboring regions to ensure a healthy and vital Southern California.

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U-T San Diego
San Diego Business Journal
BW Research Partnership
San Diego North Economic Development Council

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