

AT A GLANCE SAN DIEGO & SAN JOSE



SAN JOSE

San Jose-Sunnyvale-Santa Clara MSA
(2 counties, 4.9% of state population)

1.9M population¹

\$367B GRP²

1.2M jobs³

4% unemployment rate³

44.4% jobs are in small businesses⁴

\$148.9K median household income⁵

7.3% poverty rate⁵

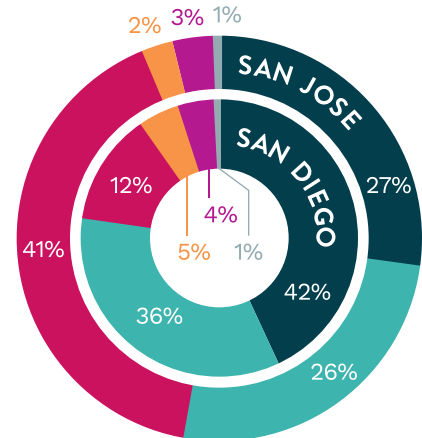


San Jose is Silicon Valley's largest city and home to tech giants like **eBay**, **Adobe**, and **PayPal**. It also boasts a **strong manufacturing presence**, representing more than **185,000 jobs** (twice San Diego's count), with 68 percent producing electronics and semiconductor-related devices.⁶

RACE & ETHNICITY⁶

BREAKDOWN

- White
- Hispanic/Latino
- Asian
- Black
- Two or more
- Other



SAN DIEGO

San Diego-Chula Vista-Carlsbad MSA
(1 county, 8.4% of state population)

3.2M population¹

\$273B GRP²

1.7M jobs³

4.3% unemployment rate³

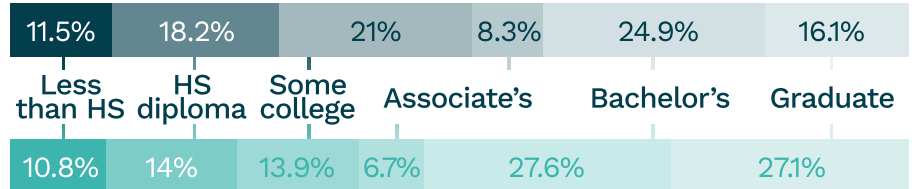
60% jobs are in small businesses⁴

\$98.9K median household income⁵

10.6% poverty rate⁵

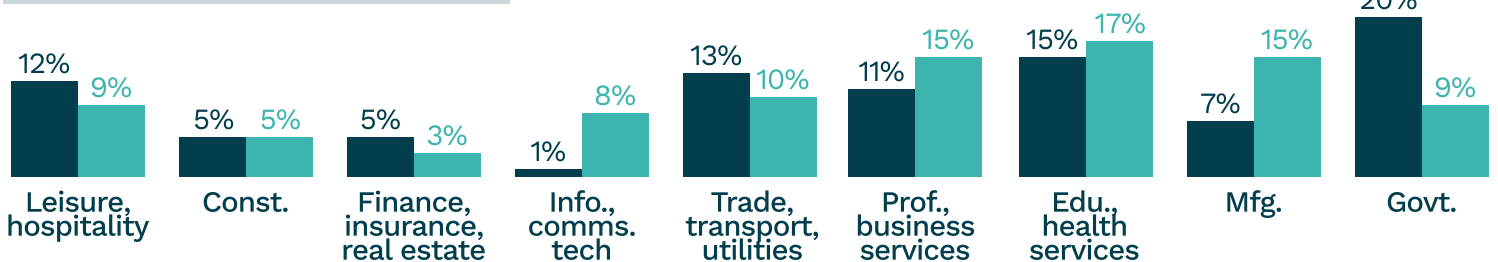
HIGHEST EDUCATIONAL ATTAINMENT⁷

SAN DIEGO



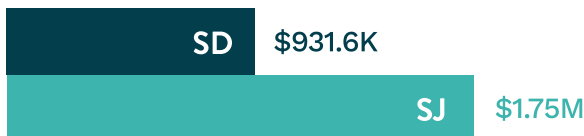
SAN JOSE

EMPLOYMENT BREAKDOWN⁶



AFFORDABILITY

Median home price⁸



Median monthly rent^{*9}



Median annual childcare cost¹⁰



*Cities of San Diego, San Jose

1 Census Bureau, 2023
2 Bureau of Labor Statistics, 2022
3 Bureau of Labor Statistics, 2023
4 CA EDD, 2022

5 Census Reporter, 2022
6 Census Bureau, 2022, projections by Lightcast
7 IPEDS, 2023

8 National Association of Realtors, 2023
9 Zillow, 2024
10 U.S. Department of Labor, 2022