Located in southern California along the Pacific Ocean and the border with Mexico, San Diego is a prime example of a “cross-border” community. While the U.S. Navy is the city’s largest employer, the local economy is also increasingly centered on international trade, healthcare, and biotechnology. Similar to other large California cities, San Diego has sought unique approaches in addressing housing affordability, access to education, and income inequality.

**EDUCATION**
- **88%** graduated high school
- **44%** completed college

**DEMOGRAPHICS**
- **1,307,402** population
- **43%** white
- **30%** Hispanic / **17%** Asian
- **34** median age

**EMPLOYMENT**
- **$68,117** median income
- **15.0%** poverty rate
- **3.2%** unemployment rate
- **15.0%** professional and business services