



San Diego's Voice for
Binational Business

South County Economic
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Neighboring: San Diego and Tijuana Region



San Diego Association
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2006:	San Diego Region	Tijuana	San Diego/ Tijuana Region
Population	3,066,820 ¹	1,417,730 ²	4,484,550
Population < Age 18	771,202 ¹	476,019 ²	1,247,221
Percent < Age 18	25% ¹	34% ²	
2000 - 2006 Change %	9% ¹	30% ³	
Land Area (sq. miles)	4,261 ¹	1,071 ⁴	5,332
Acres	2,727,030 ¹	685,440 ⁴	3,412,470
Population per sq. mile	720 ¹	1,317 ²	1,018.5
Labor Force	1,537,220 ⁵	594,830 ²	2,132,050
Number of Employed	1,478,805	586,923 ²	2,065,728
Number of Unemployed	58,415	7,907 ²	66,322
Unemployment Rate	3.8% ¹	1.32% ²	-
Inflation Rate	3.7% ⁵	.38% ⁴	-
GRP (millions)	143,650 ⁸	11,576 ⁴	-
Median Household Income	\$ 64,737 ¹	\$14,240 ⁴	-
Total Housing Units	1,118,410 ¹	357,064 ²	1,475,474

2030 Forecast:			
Total Population	3,984,753 ¹	2,422,071 ⁶	6,406,824
Housing Units	1,383,803 ¹	803,021 ⁶	2,186,824

Annual 2005 (Northbound) Border Crossing Statistics ⁷	People	Passenger Vehicles	Commercial Trucks
San Ysidro	41,424,069	17,067,966	0
Otay Mesa	15,275,785	6,872,886	724,572
Tecate	2,579,986	997,913	67,087
Total	59,279,840	24,938,765	791,659

- Amounts reflected are shown in US dollar equivalents
- Tijuana median household income (2005 figure) is calculated based on the fact that more than one family members work.

Sources: 1 San Diego Association of Governments
 2 Instituto Nacional de Estadística Geografía e Informática - 2005 Figures
 3 Programa de Desarrollo Urbano del Centro de Población de Tijuana 2002-2025 - Forecast for 2025
 4 Secretaria de Desarrollo Económico de Tijuana, XVII Ayuntamiento de Tijuana
 5 US Department of Labor Bureau of Labor Statistics
 6 Consejo Nacional de Poblacion (CANAPO)
 7 US Customs and Border Protection
 8 San Diego Regional Chamber of Commerce