

MESSAGING AND DATA // San Diego's Cost of Living

COST OF LIVING

- **San Diego's overall cost of living is lower than similarly-sized regions ([NerdWallet](#)):**
 - 28 percent lower than San Francisco
 - 44 percent lower than New York City
 - 10 percent lower than Seattle
 - 5 percent lower than Boston

INCOME

- **Quality job salary:** \$44,958/year, with company-provided medical insurance (BLS 2021)
- **Median salary for San Diego STEM jobs:** \$93,801/year (BLS 2021)
 - San Diego County's median household income: \$82,426 (U.S. Census Bureau, 2019)
 - Los Angeles' average life sciences salary: \$86,500/year (Biocom 2020)
- **Average San Diego life sciences salary:** \$126,833/year (Biocom 2020)

RENT / HOME OWNERSHIP

- **San Diego's median home prices are more affordable than San Jose, San Francisco, and Los Angeles ([Zillow](#), June 2022)**
 - **San Diego:** \$949.3K
 - **Los Angeles:** \$999.6K
 - **San Francisco:** \$1.0M
 - **San Jose:** \$1.45M
- **San Diego offers a variety of family friendly neighborhoods with great value.** Consider North and South County for easy access to key commuter freeways and transit:
 - Chula Vista (South County):
 - Otay Ranch (South County):
 - Valley Center (North County):
 - Escondido (North County):
- **San Diego homebuilding is at a 15-year high: [10,188 homes were constructed in 2021](#)** (including 3,526 new single-family homes), a 12 percent increase from 2020

QUALITY OF LIFE

- **Average commute time ([U.S. Census Bureau](#), 2019)**
 - **San Diego:** 27.2 minutes
 - **San Jose:** 30.3 minutes
 - **Los Angeles:** 31.7 minutes
 - **Boston:** 32.6 minutes
 - **San Francisco:** 35.2 minutes

SAN DIEGO

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- **Washington DC:** 35.6 minutes
 - **New York City:** 37.7 minutes
- **Percent of super-commuters (more than 90 minutes):**
 - **Silicon Valley:** 5 percent ([More than 120,000 people commute at least three hours](#))
 - **San Diego:** 2.1 percent