




SAN DIEGO << LIFE. CHANGING.
A pocket guide to the good life in SD.

#SDLifeChanging

HOW TO UPGRADE YOUR LIFE:

- 1  Move to San Diego.
- 2  Get an awesome job doing meaningful work.
- 3  Enjoy local craft beer & ridiculously good eats.

DON'T LET THE VIEW FOOL YOU.

San Diego is more than just a pretty face.

FAST FACTS

3.3M
Population

18
Cities

35
Median Age
(U.S. average is 35.5')

135+
Breweries
(and counting!)

LIVE YOUR BEST LIFE.

Visit sdlifechanging.org to learn how.

WE DO THINGS A BIT DIFFERENTLY.

#2 most inventive city in the world²

405 new innovation startups³

UC San Diego graduates more female STEM majors than any other university in the country.⁴

SAN DIEGO IS...

#1 city for booming entrepreneurship⁷

#3 U.S. Life Sciences cluster⁸

An arts hub; produced and sent more shows to **Broadway** than any other U.S. city⁹

SAN DIEGO HAS YOU COVERED, FROM BREWERIES TO BIOTECH.

And everything in between.



WHY LIFE WORKS HERE.

#2 safest city⁵

#3 lowest average commute time⁶

“San Diego is a city filled with change makers. Being surrounded by so many brilliant people who are making a difference in the world was a major influence in my entrepreneurial endeavor.”

- Jenny Amaraneni, CEO of SOLO Eyewear

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¹ U.S. Census Bureau, 2015

² Forbes via OECD, 2013

³ Connect Innovation Report, 2015

⁴ BestColleges.com

⁵ FBI

⁶ U.S. Census Bureau, 2015

⁷ Entrepreneur, 20176

⁸ JLL, 2017

⁹ San Diego Tourism Authority

