

Role Profile for San Diego Union-Tribune

Part 1: Organization Profile

Journalist

- **Name of Newspaper:**
 - San Diego Union-Tribune
- **Prominent issues covered by your newspaper**
<https://www.sandiegouniontribune.com/>
 - Crime and Public Safety
 - National Politics
 - Health
 - Local, National, and World News
- **# of active print and/or digital subscriptions**
<https://timesofsandiego.com/business/2022/06/20/union-tribune-tells-readers-it-wont-print-for-first-time-giving-carriers-july-4-off/>
 - 70,000 daily print subscribers
 - 50,000 digital subscribers
 - 8.3M readers every week
- **Identify Constituents**
 - Primary target is San Diego County

Part 2: Constituent Profile

- **Prominent Industries**
<https://www.sandiegobusiness.org/about-the-region/>
 - Aerospace
 - Cleantech
 - Cybersecurity
 - Defense
 - Life sciences
 - Manufacturing
 - Software
 - Tech
 - Tourism
- **Unemployment Rate, income levels, poverty rate, etc**
 - Unemployment rate: 4.7% as of July 2026

<https://www.bls.gov/opub/ted/2026/unemployment-rates-lower-in-241-metro-areas-up-in-128-over-year-ended-july-2026.htm>

- Poverty rate: 10.1%
- High School Graduate or higher, persons age 25+: 89.1%
- Median Household Income: \$106,268

<https://www.census.gov/quickfacts/fact/table/sandiegocountycalifornia/EDU63524#EDU635224>

- **Demographics**

- **Population and population breakdowns by race, ethnicity, age, and income**

- *Population estimates as of July 1, 2025: 3,282,248*

- **By Race**

- White: 69.3%
- Black: 5.5%
- American Indian and Alaska Native: 3.2%
- Asian: 3.2%
- Native Hawaiian and other Pacific Islander alone: 0.6%
- Hispanic or Latino: 35.7%
- Two or More Races: 7.4%
- White alone, not Hispanic or Latino: 41.3%

- **By Ethnicity**

- Hispanic or Latino: 35.7%
- Not Hispanic or Latino: 64.3%

- **By Age**

- Persons under 5 years: 5.3%
- Persons under 18 years old: 19.9%
- Persons 65 years and over: 17.5

<https://www.census.gov/quickfacts/fact/table/sandiegocountycalifornia/PST045225>

- **Urban/Rural Breakdown**

- 95.6% live in urban areas
- 4.4% live in rural areas

https://en.wikipedia.org/wiki/San_Diego_County,_California#cite_note-Census2020DHC-56

- **Politics**

- Partisan voter registration

- Eligible Voters: 2,334,158
- Total Registered: 1,936,232
- Democratic: 41.58 %
- Republican: 26.82%
- American Independent: 4.30%

- Green: 0.43%
- **% voted Democrat/Republican in 2020, 2016, 2012**
 - **2012**
 - Democratic: 52.58%
 - Republican: 45.02%
 - Other: 2.40%
 - **2016**
 - Democratic: 56.30%
 - Republican: 36.60%
 - Other: 7.10%
 - **2020**
 - Democratic: 60.23%
 - Republican: 37.46%
 - Other: 2.3%

<https://www.sos.ca.gov/elections/prior-elections/statewide-election-results>

- 3 specific issues that are important to your constituents
 - Affordable housing
 - San Diego residents are concerned about the high cost of housing
 - High cost housing makes it hard for families who are low income to afford housing
 - Homelessness
 - A major concern for residents
 - Due to high cost of living/housing it leads to homelessness
 - Cost of living
 - High cost of housing makes it harder to afford other needs
 - Concerns on expenses such as gas prices

https://ehq-production-us-california.s3.us-west-1.amazonaws.com/0e6b888292524645197ebd5093491ec15a6f67de/original/1729635421/4e06eec720cfc9c96a77e120450f5010_2024_Priority_Issues_rev_10.22.24.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIA4KKNQAKIPIQP5NM%2F20260917%2Fus-west-1%2Fs3%2Faws4_request&X-Amz-Date=20260917T015732Z&X-Amz-Expires=300&X-Amz-SignedHeaders=host&X-Amz-Signature=cb070e023c29b15f556d81577952a3c4b8cf857c9bbfa4026953070f894fac0e

- Constituents' general positions on economic, social, and environmental issues
 - Economic:
 - Residents of San Diego are concerned about the cost of living, especially when it comes to the cost of housing. According to Cost-Burdened Households, “ The average asking rent in San Diego County in 2022 was

\$2,253. A household trying to pay that rent would have needed to earn \$7,510 per month or more to be considered not cost-burdened.[2] The average rent in San Diego for a one-bedroom apartment in December 2022 was \$2,500, up 15.7% from a year earlier”. Many locals are supporting programs that aim to expand affordable housing to make it easier for low-income families to be able to live in San Diego.

<https://data.sandiegocounty.gov/stories/s/Cost-Burdened-Households/acfs-ipy6/>

- Social:

- A major social concern is homelessness. According to NBC San Diego, “All told, homelessness across the region decreased by 1%, from 9,905 individuals in 2025 to 9,803 in 2026”. Although there has been a decrease, they are concerned about targeting the main causes of homelessness, which is mental health services, public health, and community safety.

<https://www.nbcsandiego.com/news/local/in-past-year-number-of-unsheltered-homeless-people-in-san-diego-dropped-11/4018369/>

- Environmental

- Residents of San Diego are concerned about droughts (water shortages) and climate change. According to San Diego’s Water Crisis it states “Drought conditions are exacerbated by population growth in the area. Between 2000 and 2007 the county of San Diego grew at a rate of 5.7% according to the US Census”. If the demand for water grows as well as San Diego’s population it will cause pressure on California’s water resources, which is why it is important to reduce water usage.

https://watereconomics.ucsd.edu/cali_SD.html