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**San Diego Region
Demographic and Economic Characteristics**



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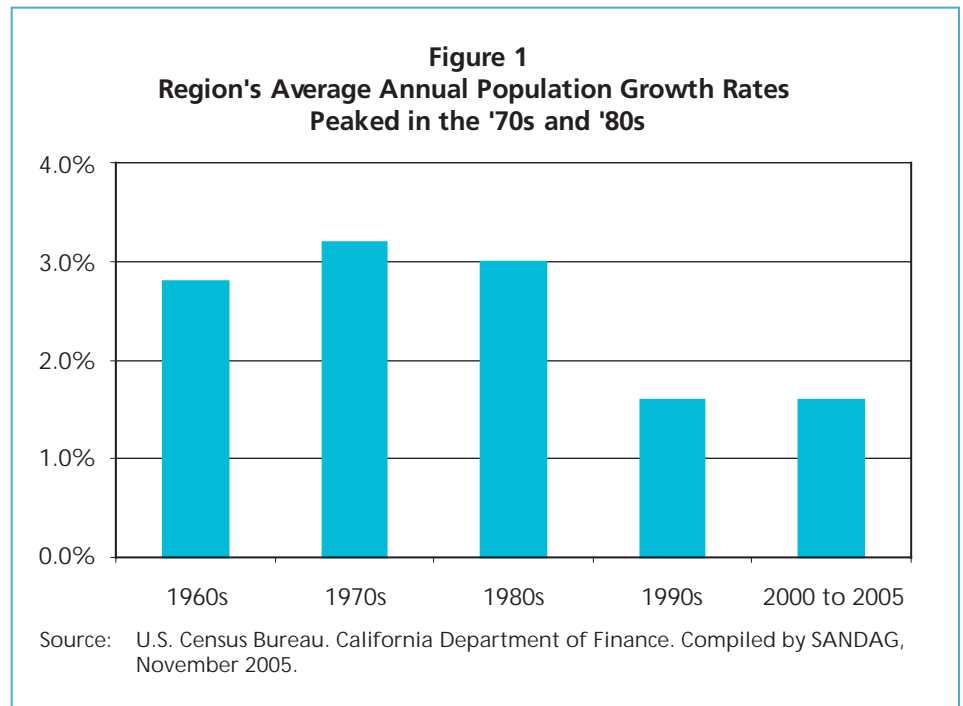


Table 1
Average Annual Population Change (2000 – 2005), San Diego Region and California

	San Diego Region			California	
	Total Population	Numeric Increase	Percent Increase	Total Population	Percent Increase
April 1, 2000	2,813,833	--	--	33,873,086	--
January 1, 2001 ¹	2,863,657	49,824	1.8%	34,441,561	1.7%
January 1, 2002	2,920,010	56,353	2.0%	35,088,671	1.9%
January 1, 2003	2,971,805	51,795	1.8%	35,691,442	1.7%
January 1, 2004	3,013,014	41,209	1.4%	36,271,091	1.6%
January 1, 2005	3,051,280	38,266	1.3%	36,810,358	1.5%

¹Nine-month period

Sources: U.S. Census Bureau. California Department of Finance. Compiled by SANDAG, November 2005.

Table 2
Components of Population Change (2000 – 2005) , San Diego Region

Total Population		2000 - 2005 Change		Natural Increase		Net Migration	
April 1, 2000	Jan. 1, 2005	Numeric	Percent	Numeric	% of Change	Numeric	% of Change
2,813,833	3,051,280	237,447	8.4%	119,185	50.2%	118,262	49.8%

Sources: U.S. Census Bureau. California Department of Finance. Compiled by SANDAG, November 2005

Introduction

With more than three million residents, the San Diego region is the third largest county in California. Only Los Angeles and Orange Counties are larger. As of January 1, 2005, the San Diego region was home to 3,051,280 residents. However, the San Diego region has not been growing as rapidly as many other counties in the state. Our average annual growth rate over the last year, 1.3 percent, ranked as the 24th fastest county growth rate in the state.

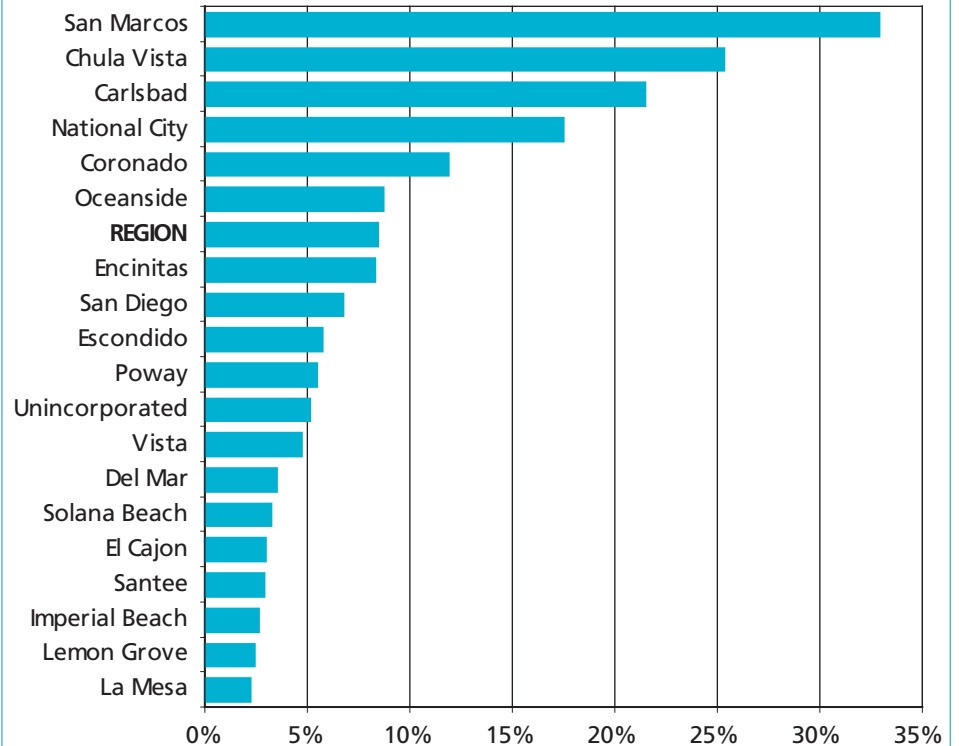
The fastest growing county between 2004 and 2005, at a rate of 3.8 percent, was neighboring Riverside County.

Between 2000 and 2005, the San Diego region had an average annual growth rate of 1.6 percent, the same rate of growth seen during the 1990s. This growth rate is about half as much as experienced in the 1970s and down substantially from growth rates in the 1980s. (See Figure 1.) Looking more closely at population trends since 2000, it is evident that growth in the region has slowed each year since 2002, both in numeric and percentage terms. The region's average annual growth rate decreased from two percent in 2002 to 1.3 percent in 2005. (See Table 1.)

Although the region grew faster than the State of California as a whole in the early part of this decade, it is now growing slightly slower compared to the State. Nevertheless, the region's overall pattern of population growth over the last five years has mirrored trends experienced in the State as a whole, with a slowdown the last several years.

Since 2000, the San Diego region has grown by a total of 8.4 percent,

Figure 2
2000 – 2005 Growth Rate in San Marcos Tops that of All Jurisdictions



Source: U.S. Census Bureau. California Department of Finance. Compiled by SANDAG, November 2005.

Table 3
Total Population by Jurisdiction (2000 and 2005), San Diego Region

Jurisdiction	Total Population		2000 - 2005 Change	
	April 1, 2000	Jan. 1, 2005	Numeric	Percent
Carlsbad	78,306	95,146	16,840	21.5%
Chula Vista	173,543	217,543	44,000	25.4%
Coronado	24,100	26,973	2,873	11.9%
Del Mar	4,389	4,543	154	3.5%
El Cajon	94,869	97,703	2,834	3.0%
Encinitas	57,955	62,774	4,819	8.3%
Escondido	133,663	141,350	7,687	5.8%
Imperial Beach	26,992	27,710	718	2.7%
La Mesa	54,749	55,983	1,234	2.3%
Lemon Grove	24,918	25,531	613	2.5%
National City	54,260	63,773	9,513	17.5%
Oceanside	161,039	175,085	14,046	8.7%
Poway	48,044	50,675	2,631	5.5%
San Diego	1,223,415	1,305,736	82,321	6.7%
San Marcos	54,977	73,054	18,077	32.9%
Santee	52,946	54,476	1,530	2.9%
Solana Beach	12,979	13,400	421	3.2%
Vista	89,857	94,109	4,252	4.7%
Unincorporated	442,832	465,716	22,884	5.2%
Region	2,813,833	3,051,280	237,447	8.4%

Sources: U.S. Census Bureau. California Department of Finance. Compiled by SANDAG, November 2005.

slightly less than the statewide growth rate of 8.7 percent over the same time period. Interestingly, the region's growth over the last five years has been almost equally split between natural increase (the difference between births minus deaths) and net migration (number of people moving into the region

minus those moving out). As shown in Table 2, just over half of the region's growth can be attributed to natural increase between 2000 and 2005. This is a change from trends experienced throughout the 1990s when natural increase far surpassed net migration to the region.

Net migration is made up of two components, foreign immigration (to and from outside the country) and domestic migration (to and from within the country). According to the California Department of Finance, net foreign immigration in the region averaged over 17,000 per year between 2000 and 2004. This is considerably higher than the domestic migration annual average of about 9,600 during the same period.

Together, natural increase and foreign immigration account for the majority of the region's population growth. Local government has little control over these two sources of population increase in the region.

Population

The majority of the region's population lives in incorporated

Table 4
Total Population by Major Statistical Area (MSA) (2000 and 2005), San Diego Region

MSA	Total Population		2000 - 2005 Change	
	April 1, 2000	Jan. 1, 2005	Numeric	Percent
Central	619,133	649,523	30,390	4.9%
North City	658,877	722,374	63,497	9.6%
South Suburban	307,469	364,402	56,933	18.5%
East Suburban	462,663	480,012	17,349	3.7%
North County West	364,157	396,831	32,674	9.0%
North County East	380,430	417,855	37,425	9.8%
East County	21,104	20,283	(821)	-3.9%
Region	2,813,833	3,051,280	237,447	8.4%

Sources: U.S. Census Bureau, California Department of Finance.
Compiled by SANDAG, November 2005.



Map 1
San Diego Region
Major Statistical Areas

cities. With 1,305,736 residents, the City of San Diego is by far the largest city with 42.8 percent of the region's total population. Chula Vista is the region's second largest city with 217,543 residents, or 7.1 percent of total residents. Just over 15 percent of the region's population lives in unincorporated areas.

Six cities grew faster than the region as a whole between 2000 and 2005. San Marcos grew the fastest at a rate of 32.9 percent. Carlsbad and Chula Vista also had relatively large rates of growth, at 21.5 percent and 25.4 percent respectively. The City of La Mesa grew the slowest at a rate of 2.3 percent. (See Table 3 and Figure 2.)

Jurisdictional population growth is usually the result of additional people within existing city boundaries, but it can also be the result of changes to a city's boundaries through annexation of previously unincorporated land. Three cities (Chula Vista, Escondido and San Marcos) annexed significant amounts of land between 2000 and 2005, so some portion of their overall population growth June be attributed to people located in those newly incorporated areas.

Major Statistical Areas (MSAs) are groups of census tracts that divide the region into seven subareas, as seen in Map 1. MSAs are locally-defined geographic areas that have been in place for more than 30 years. Since the boundaries of MSAs have remained stable (as compared with city boundaries which can change as noted above), they are useful in evaluating change over time.

As shown in Table 4, the North City MSA gained the most population between 2000 and 2005, followed by the South Suburban MSA. The

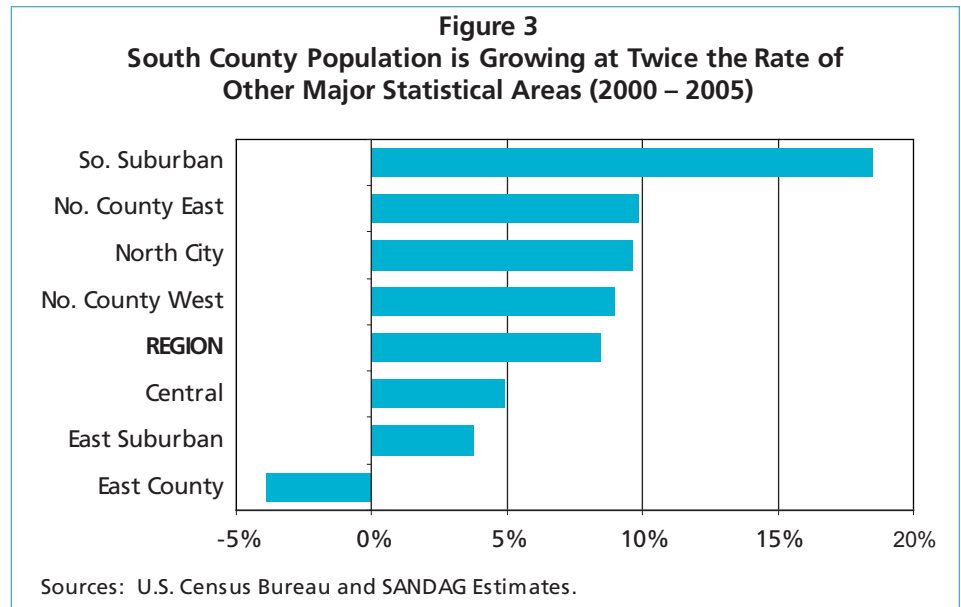


Table 5
Total Housing Units by Jurisdiction (2000 and 2005)
San Diego Region

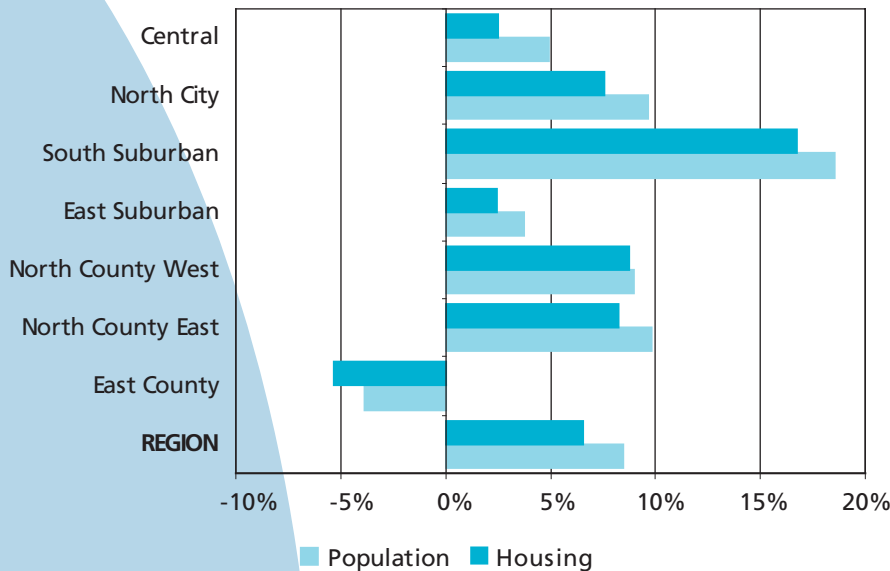
Jurisdiction	Total Housing Units		2000 - 2005 Change	
	April 1, 2000	Jan. 1, 2005	Numeric	Percent
Carlsbad	33,798	40,646	6,848	20.3%
Chula Vista	59,495	73,305	13,810	23.2%
Coronado	9,494	9,471	(23)	-0.2%
Del Mar	2,557	2,510	(47)	-1.8%
El Cajon	35,190	35,453	263	0.7%
Encinitas	23,843	24,584	741	3.1%
Escondido	45,050	46,711	1,661	3.7%
Imperial Beach	9,739	9,783	44	0.5%
La Mesa	24,943	24,993	50	0.2%
Lemon Grove	8,722	8,791	69	0.8%
National City	15,422	15,162	(260)	-1.7%
Oceanside	59,581	63,324	3,743	6.3%
Poway	15,714	16,257	543	3.5%
San Diego	469,689	495,378	25,689	5.5%
San Marcos	18,862	24,703	5,841	31.0%
Santee	18,833	18,977	144	0.8%
Solana Beach	6,456	6,477	21	0.3%
Vista	29,814	30,528	714	2.4%
Unincorporated	152,947	161,447	8,500	5.6%
Region	1,040,149	1,108,500	68,351	6.6%

Sources: U.S. Census Bureau. SANDAG. Compiled by SANDAG, November 2005.

South Suburban MSA had the highest rate of population growth (18.5%) over the five year period, almost twice the rate of any other MSA. (See Figure 3.) The decrease in population in the rural East County

MSA can be attributed to the October 2003 Cedar and Paradise fires that burned approximately 1,000 homes in that area and displaced many people.

Figure 4
Population is Increasing more Rapidly than Housing Units (2000 – 2005)



Source: SANDAG Estimates.

Table 6
Total Housing Units by Major Statistical Area (MSA)
(2000 and 2005) San Diego Region

MSA	Total Housing Units		2000 - 2005 Change	
	April 1, 2000	Jan. 1, 2005	Numeric	Percent
Central	225,305	230,943	5,638	2.5%
North City	268,099	288,355	20,256	7.6%
South Suburban	97,098	113,366	16,268	16.8%
East Suburban	170,370	174,482	4,112	2.4%
North County West	136,488	148,417	11,929	8.7%
North County East	131,101	141,871	10,770	8.2%
East County	11,688	11,066	(622)	-5.3%
Region	1,040,149	1,108,500	68,351	6.6%

Sources: U.S. Census Bureau. SANDAG. Compiled by SANDAG, November 2005.

Housing

Housing units in the San Diego Region increased by 6.6 percent between 2000 and 2005 to a total of 1,108,500 units. (See Table 5.) For the most part, cities with the highest rates of population increase also had the largest percent gain in housing units. The housing unit estimates in this report show small housing stock decreases in three cities: Coronado, Del Mar and National City. While some units may have been demolished in order to make

way for new development, it is likely that this is the result of changes to the methods used to create the estimates. (See Methodology section on page 12.

As Figure 4 illustrates, MSA trends in housing unit growth are similar to population growth trends. The increase in housing units in the South Suburban MSA was more than two and a half times the regionwide growth rate. (See Table 6.) Again, the East County MSA decrease in housing units is the result of the

2003 fires which destroyed many homes, some of which are now being rebuilt.

Population growth continues to outpace housing unit growth in the region. The largest disparity can be seen in the Central MSA where population grew by 4.9 percent between 2000 and 2005, while new homes grew by only half as much at 2.5 percent. The most balanced MSA is North County West, where population grew by nine percent and homes increased by 8.7 percent over the last five years. Gaps between population and housing unit growth can contribute to higher home prices (demand exceeding supply) and larger household sizes (people forced to live together due to high housing expenses).

The average household size (persons per household) in the San Diego region is now 2.77, up from 2.73 in 2000. Average household size increased in 17 of the region's 19 jurisdictions (all but Coronado and the unincorporated area, which remained stable). The largest average household size is in National City at 3.52 and the smallest is 2.12 in Del Mar. (See Figure 5.)

The region's 2005 vacancy rate (4.3%) is essentially unchanged from 2000 (4.4%). The jurisdictions with the highest vacancy rates include Coronado, Del Mar and Solana Beach. These are coastal communities with more vacation and second home units. The lowest vacancy rates are found in some inland, established residential communities such as Poway and Santee, at 1.6 percent and 1.8 percent respectively.

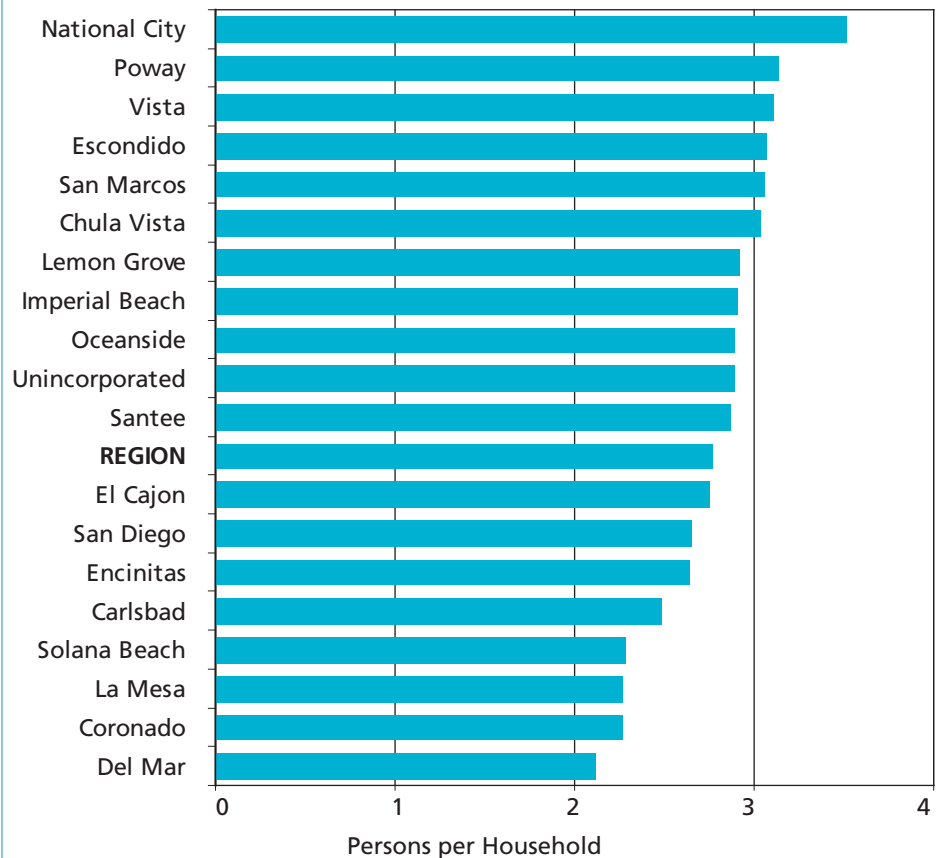
Single family homes (detached and attached) make up the majority

of the region's housing stock at 61 percent. An additional 35 percent of units are multi-family and the remaining four percent are mobile homes. This distribution is relatively unchanged from 2000. However, the mix of housing types varies quite a bit from jurisdiction to jurisdiction. As shown in Figure 6, Poway has the highest concentration of single family homes at 81 percent of its total housing stock. In three jurisdictions, El Cajon, National City and Imperial Beach, single family homes are outnumbered by multi-family units. San Marcos and Santee have the highest proportion of mobile homes, at 15 percent and 13 percent respectively, both over three times the regional distribution.

Population by Ethnicity

As noted earlier, the region's total population grew by 8.4 percent between 2000 and 2005. During this same period, population classified as Hispanic¹ and non-Hispanic Asian and All Other Groups² grew at a faster rate than the region as a whole. Non-Hispanic White population grew by the slowest rate of just 1.7 percent, to a total of 1,574,617 residents. Hispanic population grew by the largest amount in percent and numeric terms by over 129,000 (17.2%) people to a total of 880,030 in 2005. (See Table 7 and Figure 7.)

Figure 5
Wide Range of Average Household Sizes Among Jurisdictions (2005)



Source: SANDAG Estimates.

Table 7
Population by Race/Ethnicity (2000 and 2005) San Diego Region

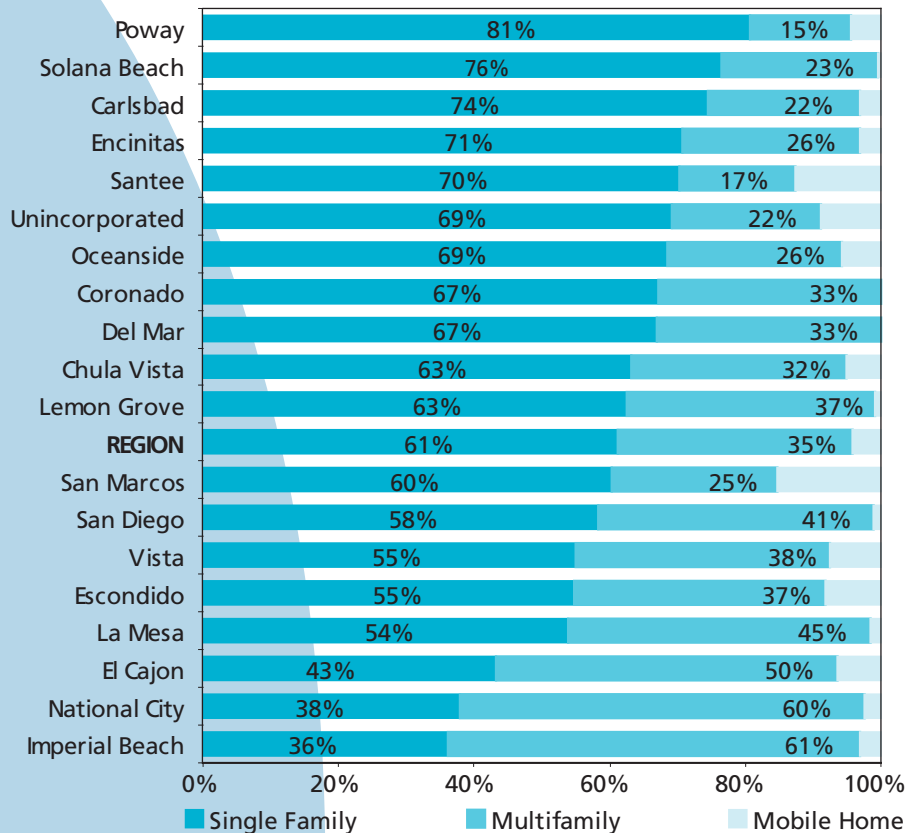
	Total Population		2000 - 2005 Change	
	2000	2005	Numeric	Percent
Total Population	2,813,833	3,051,280	237,447	8.4%
Hispanic	750,965	880,030	129,065	17.2%
Non-Hispanic				
White	1,548,833	1,574,617	25,784	1.7%
Black	154,487	161,033	6,546	4.2%
Asian and All Other Groups	359,548	435,600	76,052	21.2%

Sources: U.S. Census Bureau. SANDAG. Compiled by SANDAG, November 2005.

¹ Hispanic includes all persons who identify themselves as Hispanic or of Spanish origin. Hispanics may be of any race. Non-Hispanic persons are divided into the remaining categories of White, Black and Asian and All Other Groups.

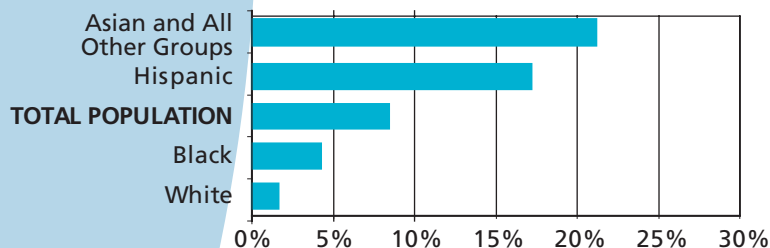
² The non-Hispanic Asian and All Other Groups category is a combination of the standard Census Bureau categories of Asian, American Indian/Alaska Native, Hawaiian/Other Pacific Islander, Other and Two or More Races. Due to the relatively small population totals in these categories, they are combined here for analysis purposes.

Figure 6
Single Family Homes Predominate in all but Three Jurisdictions (2005)



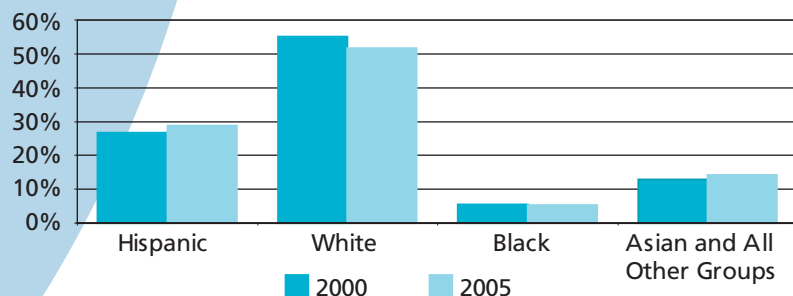
Sources: SANDAG Estimates.

Figure 7
Asian/Other and Hispanic Groups are Growing More Rapidly than Others (2000 – 2005)



Sources: U.S. Census Bureau and SANDAG Estimates.

Figure 8
Region Shows a Slight Shift in Ethnic Composition (2000 and 2005)



Sources: U.S. Census Bureau and SANDAG Estimates.

Non-Hispanic Whites now make up just over half of the region's total population, down from 55 percent five years earlier. The percentage of non-Hispanic Black population decreased slightly from 5.5 percent to 5.3 percent. Hispanic and non-Hispanic Asian and All Other Groups both increased as a percent of total population by small proportions between 2000 and 2005. (See Figure 8.)

Figure 9 illustrates the fact that population distribution by ethnicity varies greatly among jurisdictions in the region. Hispanic population ranges from two percent of the total in Del Mar to nearly 60 percent in National City. Conversely, the largest concentration of non-Hispanic White population can be found in Del Mar (88%) and the smallest in National City at (14%) percent. The largest concentration of Black population is located in Lemon Grove, with 11.6 percent. National City has the largest concentration of Asian and All Other Groups at 21.4 percent, about 50 percent higher than the regional average. (See Table 8.)

Population by Age and Sex

Currently, there are slightly more women than men residing in the region, 50.2 percent compared to 49.8 percent. The overall median age³ is 34, up from 33.2 in 2000. The female population tends to be a little older with a median age of 35.3, compared to the male median age of 32.7.

The age/sex pyramid in Figure 10 shows that there are more females in the oldest age groups in the region. This is due to the fact that women's life expectancy is higher than men's. At the same time, men outnumber

³Median age divides the population into two equal parts, half of all people are older than the median age and half are younger.

**Table 8
Population by Race/Ethnicity and Jurisdiction (2005), San Diego Region**

	Total			Non-Hispanic					
	Population	Hispanic		White		Black		Asian and All Other Groups*	
Carlsbad	95,146	12,275	12.9%	74,087	77.9%	958	1.0%	7,826	8.2%
Chula Vista	217,543	107,874	49.6%	63,620	29.2%	9,237	4.2%	36,812	16.9%
Coronado	26,973	3,184	11.8%	20,293	75.2%	1,689	6.3%	1,807	6.7%
Del Mar	4,543	193	4.2%	3,997	88.0%	24	0.5%	329	7.2%
El Cajon	97,703	23,836	24.4%	60,452	61.9%	5,074	5.2%	8,341	8.5%
Encinitas	62,774	10,513	16.7%	47,722	76.0%	408	0.6%	4,131	6.6%
Escondido	141,350	59,866	42.4%	67,707	47.9%	2,846	2.0%	10,931	7.7%
Imperial Beach	27,710	12,645	45.6%	10,738	38.8%	634	2.3%	3,693	13.3%
La Mesa	55,983	8,693	15.5%	39,176	70.0%	2,878	5.1%	5,236	9.4%
Lemon Grove	25,531	8,143	31.9%	11,139	43.6%	2,960	11.6%	3,289	12.9%
National City	63,773	37,470	58.8%	9,108	14.3%	3,572	5.6%	13,623	21.4%
Oceanside	175,085	57,823	33.0%	87,347	49.9%	10,114	5.8%	19,801	11.3%
Poway	50,675	5,976	11.8%	37,550	74.1%	862	1.7%	6,287	12.4%
San Diego	1,305,736	350,098	26.8%	607,914	46.6%	92,721	7.1%	255,003	19.5%
San Marcos	73,054	27,612	37.8%	37,964	52.0%	1,370	1.9%	6,108	8.4%
Santee	54,476	6,836	12.5%	42,891	78.7%	899	1.7%	3,850	7.1%
Solana Beach	13,400	2,264	16.9%	10,187	76.0%	89	0.7%	860	6.4%
Vista	94,109	39,050	41.5%	44,458	47.2%	3,462	3.7%	7,139	7.6%
Unincorporated	465,716	105,679	22.7%	298,267	64.0%	21,236	4.6%	40,534	8.7%
Region	3,051,280	880,030	28.8%	1,574,617	51.6%	161,033	5.3%	435,600	14.3%

* All Other Groups Includes American Indian/Alaskan Native, Hawaiian/Other Pacific Islander, Other, and Two or More Races.
Source: SANDAG Estimates.

women substantially through the late teen years all the way up into the mid-thirties, reflecting the concentration of military in the region. For the same reason, the largest concentration of males is in the 20 to 24 age group. The 40 to 44 age comprises the largest component of the female population.

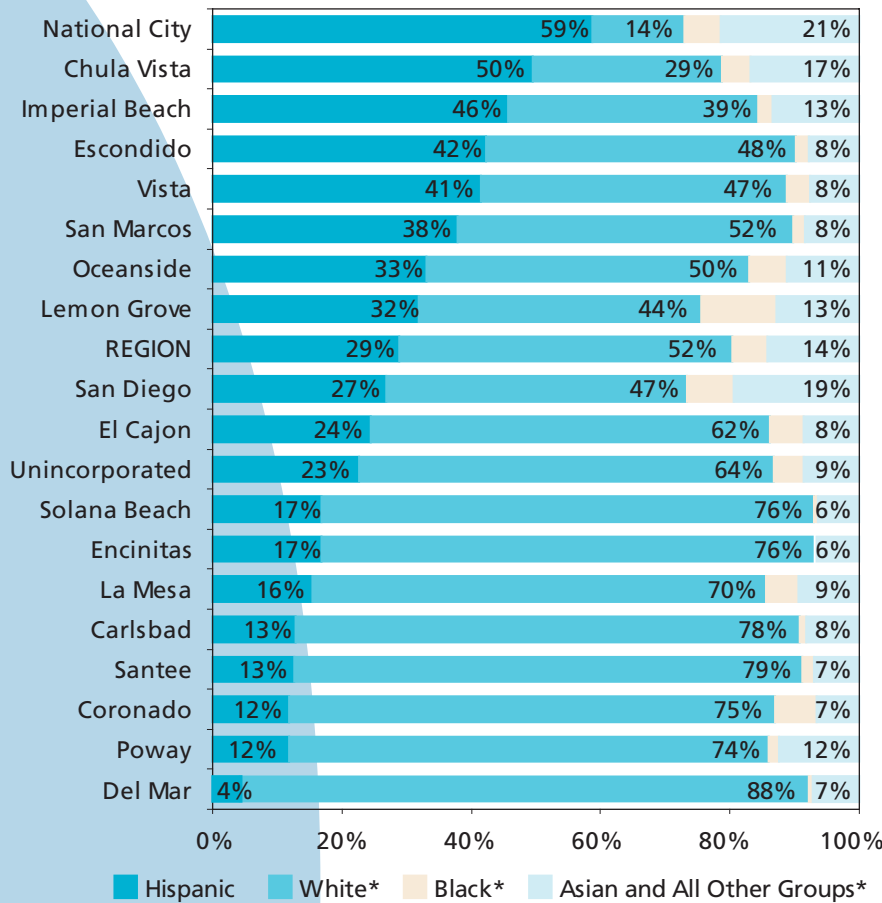
Historical fluctuations in birth rates contribute to shifts in population distributions by age over time. Between 2000 and 2005, the largest change occurred in the 55 to 59 age group. The 37.7 percent increase during this period (compared to an 8.4 percent growth in population overall) can be attributed to the aging baby boom generation (born between the mid-1940s and early 1960s). Each age group between 45 and 64 now makes up a larger share of the total population than they did in 2000. There also was substantial growth in the most elderly population (over age 80)

**Table 9
Population by Age Group (2000 and 2005), San Diego Region**

Age Group	2000		2005		2000-2005 Change	
	Population	Percent	Population	Percent	Population	Percent
0-4	198,621	7.1%	223,682	7.3%	25,061	12.6%
5-9	212,829	7.6%	194,747	6.4%	(18,082)	-8.5%
10-14	199,669	7.1%	219,053	7.2%	19,384	9.7%
15-19	199,919	7.1%	231,396	7.6%	31,477	15.7%
20-24	230,953	8.2%	240,228	7.9%	9,275	4.0%
25-29	221,273	7.9%	230,287	7.5%	9,014	4.1%
30-34	222,087	7.9%	233,893	7.7%	11,806	5.3%
35-39	235,183	8.4%	228,093	7.5%	(7,090)	-3.0%
40-44	222,080	7.9%	236,619	7.8%	14,539	6.5%
45-49	191,181	6.8%	221,333	7.3%	30,152	15.8%
50-54	161,622	5.7%	189,398	6.2%	27,776	17.2%
55-59	114,391	4.1%	157,518	5.2%	43,127	37.7%
60-64	90,275	3.2%	110,266	3.6%	19,991	22.1%
65-69	81,763	2.9%	86,210	2.8%	4,447	5.4%
70-74	78,296	2.8%	75,875	2.5%	(2,421)	-3.1%
75-79	70,851	2.5%	68,378	2.2%	(2,473)	-3.5%
80-84	46,433	1.7%	55,758	1.8%	9,325	20.1%
85+	36,407	1.3%	48,546	1.6%	12,139	33.3%
All Ages	2,813,833	100.0%	3,051,280	100.0%	237,447	8.4%

Sources: U.S. Census Bureau and SANDAG Estimates.

Figure 9
Ethnic Composition of Region's Jurisdictions Varies (2005)



* Non-Hispanic.
 Source: SANDAG Estimates.

since 2000, reflecting the relatively high birth rates during the boom years of the 1920s. The age groups for which shares have declined over the past five years can be explained in part by low fertility rates during the Great Depression and after the baby boom in the 1970s. (See Table 9.)

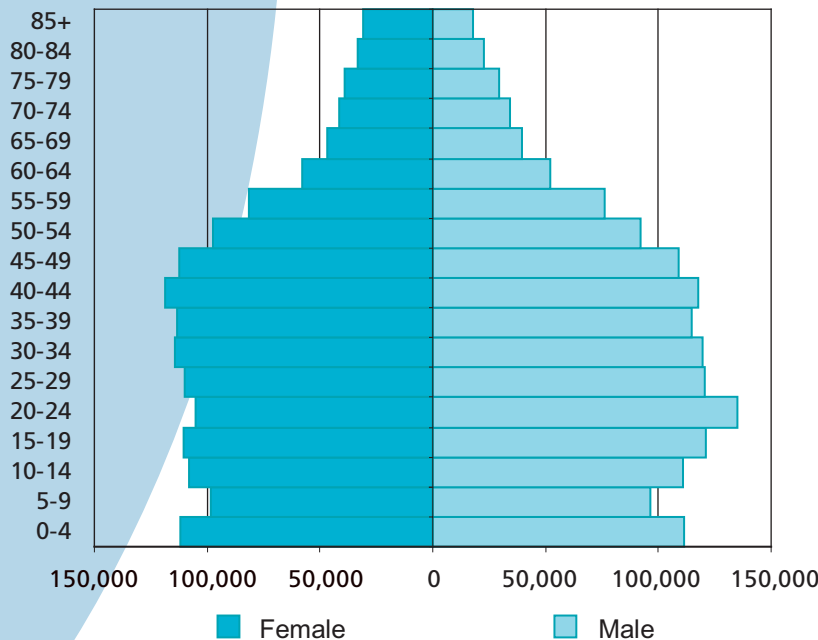
There is a wide span in median ages in the region's jurisdictions, from 27.3 years in National City to 45.8 in Del Mar. Twenty-five percent of the region's population is under the age of 18, ranging from less than 20 percent in Solana Beach, Coronado, and Del Mar to nearly 30 percent in Escondido and Oceanside. Residents 65 and older make up at least 10 percent of the population in all jurisdictions, up to 17 percent in Solana Beach. (See Figure 11.)

As illustrated in Figure 12, each ethnic group displays a unique age structure. Hispanic, Asian and All Other Groups and Black residents have high concentrations of children and young adults. White residents tend to be older, with half of the population between the ages of 30 and 60.

Household Income

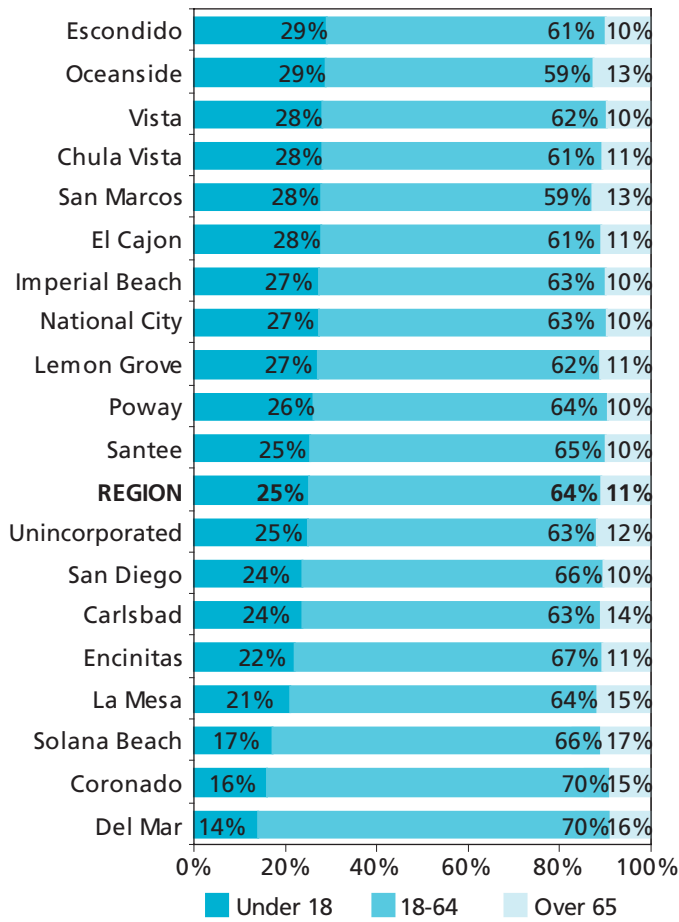
Between 2000 and 2005, median household income¹ in the San Diego region increased by 10.2 percent, from \$47,360 to \$52,192. Just as with other demographic data, median household income figures vary from jurisdiction to jurisdiction. It ranges from a low of \$33,439 in National City to a high of \$87,982 in Del Mar. (See Figure 13.) Eight jurisdictions have median income values above the regional average. Del Mar's median income increased by the smallest percentage over the last five years at 7.4 percent, compared to Chula Vista which experienced income growth at over twice that rate (16.2%).

Figure 10
Males Tend to be Younger, Females Older in the San Diego Region (2005)



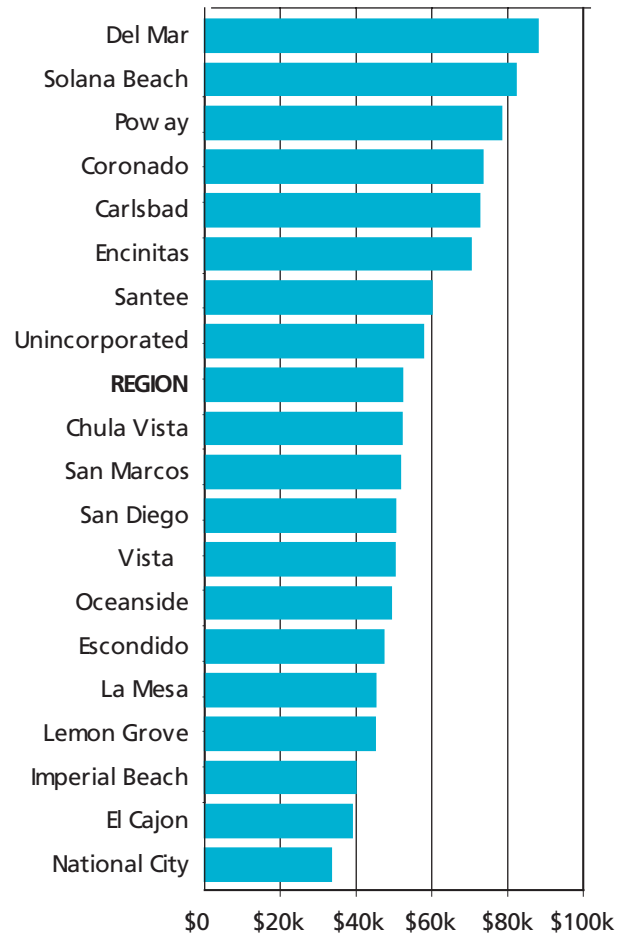
Source: SANDAG Estimates.

Figure 11
Concentrations of Young and Old
Found in Different Jurisdictions (2005)



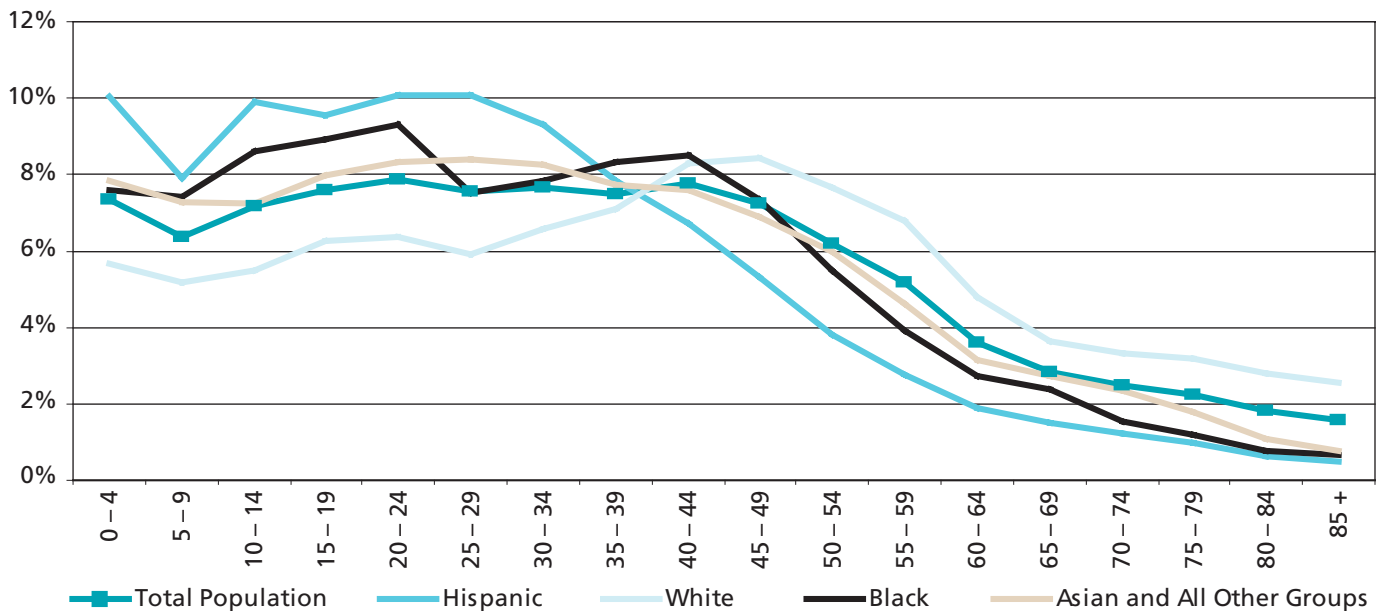
Source: SANDAG Estimates.

Figure 13
Region's Median Household
Income Tops \$50,000 (2005)



Source: SANDAG Estimates.

Figure 12
Age Structure Varies Among Ethnic Groups (2005)



Source: SANDAG Estimates.

info

info presents information produced as part of the San Diego Association of Governments' overall planning program. The series contains population, housing, employment, land use, transportation, criminal justice, and other data, as well as occasional reports on other subjects of general interest. This report is financed with federal funds from the U.S. Department of Transportation, state funds from Caltrans, and local funds from SANDAG member jurisdictions.

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Methodology

SANDAG continues to use the California Department of Finance (DOF) annual January 1st population estimates as control totals for our population estimates at all geographic levels. DOF housing unit estimates also used to be used by SANDAG as control totals, but in recent years we have relied on estimates developed in-house. This involved compiling address-level housing unit completion data directly from jurisdictions. A new methodology was developed for the 2005 housing unit estimates using detailed parcel-level data from the County Assessor. This was supplemented by extensive staff review using orthophotography.

There also were changes to the way housing unit structure types were classified in developing the 2005 estimates. Therefore, some of the unit changes by type indicated by the data are the result of structure re-classification rather than an actual housing stock gain or loss over time.

SANDAG, in conjunction with local jurisdictions and the California Department of Finance, has prepared annual population and housing estimates for nearly 30 years. We also prepare estimates of selected demographic and economic characteristics of the population, including age, gender, ethnicity, and household income. January 1, 2005 population characteristics and housing estimates are the focus of this report.

In addition to preparing annual estimates of the region's demographic and economic characteristics, we maintain information from the census, land use inventories, transportation information, and more. This information can be downloaded directly from the Demographics and Other Data section of our Web site (www.sandag.org) in two formats. The Data Warehouse allows users to select specific census, estimates, and forecast variables and create custom datasets as text files or an Excel spreadsheet. The Profile Warehouse contains formatted profiles of the most frequently requested information.

Customized data, reports, and maps also are available through the SANDAG Service Bureau. For information on these and other Service Bureau products and services, visit www.sandag.org/servicebureau or call (619) 699-1900.