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January 2016

Demographics in the San Diego Region



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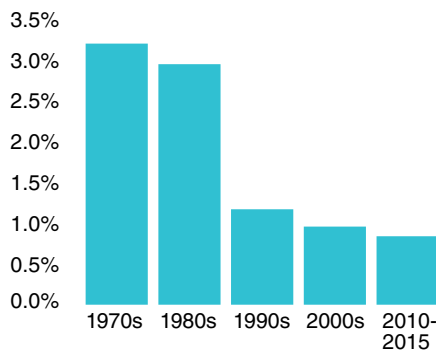
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## Introduction

Home to more than 3.2 million people today, San Diego County is the second most populous county in California behind Los Angeles. Between 2010 and 2015 the region's population grew by more than 130,000 people — an increase of 4.3 percent. Like many other counties in the state, however, the San Diego region's overall growth rate has slowed significantly from previous decades (Figure 1). As a whole, the state of California continues to see most of its growth attributed to natural increase (births minus deaths) as opposed to migration.

Today the San Diego region grows at a slightly higher rate than the state — a trend that has persisted, more or less, over the last decade (Table 1). More than 90 percent of the region's growth during the past five years can be attributed to natural increase, with the remaining 9.5 percent coming from net migration (number of people moving into the region minus those moving out) (Table 2). Net migration is made up of two components — foreign migration (to and from outside the country) and domestic migration (to and from other places in the United States). The large military presence in the region has an impact on domestic migration, which fluctuates from year to year. In any given year, thousands of active duty military personnel and their families flow in and out of the county due to changes in staffing levels on military bases or the deployment/return of military units. Domestic migration in the region between 2010 and 2015 saw an average net loss of 1,000 people per year. Foreign immigration, by contrast, averaged nearly 10,000 immigrants per year during the same time period.

**Figure 1**  
Average Annual Growth Rate  
by Decade, San Diego Region



Sources:  
U.S. Census Bureau. California Department of Finance.  
Compiled by SANDAG, January 2015

**Table 1**  
Annual Population Change 2010 – 2015, San Diego Region and California

	San Diego Region			California	
	Total Population**	Numeric Year-to-Year Increase	Percent Year-to-Year Increase	Total Population***	Percent Year-to-Year Increase
April 1, 2010 <sup>1</sup>	3,095,313	—	—	37,253,956	—
January 1, 2011	3,115,810	20,497	0.7	37,427,946	0.5
January 1, 2012	3,128,387	12,577	0.4	37,680,593	0.7
January 1, 2013	3,164,818	36,431	1.2	38,030,609	0.9
January 1, 2014	3,192,457	27,639	0.9	38,357,121	0.9
January 1, 2015	3,227,496	35,039	1.1	38,714,725	0.9

Sources: <sup>1</sup>U.S. Census Bureau | \*\*SANDAG population estimates | \*\*\*California Department of Finance

**Table 2**  
Components of Change 2010 – 2015, San Diego Region

Total Population		2010 – 2015 Change		Natural Increase (Births Minus Deaths)		Net Migration	
April 1, 2010 <sup>1</sup>	January 1, 2015 <sup>2</sup>	Numeric	Percent	Numeric <sup>3</sup>	Percent of Change	Numeric	Percent of Change
3,095,313	3,227,496	132,183	4.3	119,644	90.5	12,539	9.5

Sources: <sup>1</sup>U.S. Census Bureau 2010 decennial census | <sup>2</sup>SANDAG population estimates | <sup>3</sup>California Department of Public Health

## Population

Today, the majority of the region’s population lives in its 18 incorporated cities. The City of San Diego is the largest jurisdiction in the county with nearly 1.37 million residents — more than 42 percent of the region’s total population (Table 3). Between 2010 and 2015, the City of San Diego grew by more than 66,000 people, or approximately 5 percent. While the city had the largest numeric change in population, it was not the fastest growing. San Marcos showed the largest percent increase, growing more than 8 percent during the past five years with an average annual growth rate of almost 1.4 percent between 2010 and 2015 (Figure 2). The second largest city in the region is Chula Vista, which is home to 257,989 residents and had the third largest numeric increase in population between 2010 and 2015. Just over 15 percent of the region’s population lives in the unincorporated communities, and that group grew by almost 1 percent each year between 2010 and 2015.

Major Statistical Areas (MSAs) are groups of census tracts that divide the region into seven subareas (Map 1). MSAs were defined over 40 years ago and as such may be more easily compared over time than areas with boundaries that may change such as city jurisdictions.

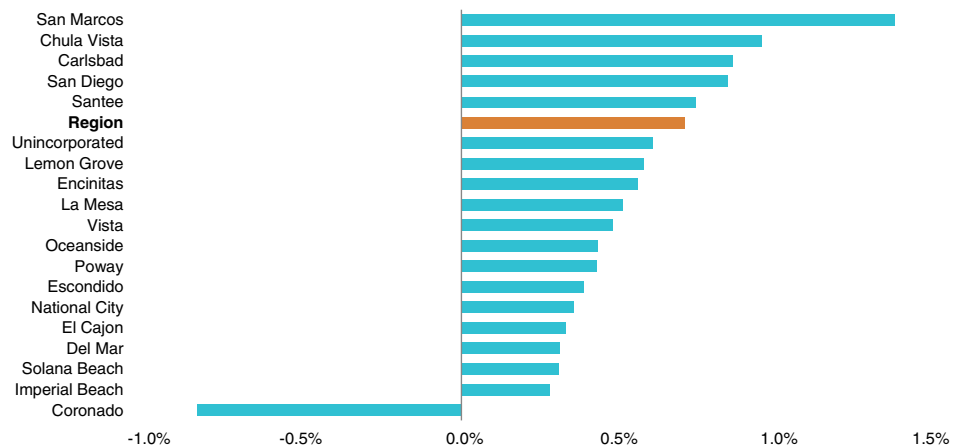
Table 4 shows that the North City MSA is the largest of the seven MSAs in the region, with a population in 2015 of 778,099. The North City MSA also saw the largest numeric and percentage change over the 2010 to 2015 time period, growing by more than 44,000 residents for a total increase of 6 percent. The populations of all other MSAs in the San Diego region grew between 2010 and 2015, ranging

Table 3  
Total Population by Jurisdiction, 2010 – 2015

	Total Population			2010–2015 Change	
	April 1, 2010*	Jan 1, 2015**		Numeric	Percent
	Numeric	Percent			
Del Mar	4,161	4,238	0.1	77	1.9
Solana Beach	12,867	13,104	0.4	237	1.8
Coronado	24,697	23,497	0.7	-1,200	-4.9
Lemon Grove	25,320	26,199	0.8	879	3.5
Imperial Beach	26,324	26,761	0.8	437	1.7
Poway	47,811	49,041	1.5	1,230	2.6
Santee	53,413	55,805	1.7	2,392	4.5
La Mesa	57,065	58,813	1.8	1,748	3.1
National City	58,582	59,827	1.9	1,245	2.1
Encinitas	59,518	61,518	1.9	2,000	3.4
San Marcos	83,781	90,827	2.8	7,046	8.4
Vista	93,719	96,413	3.0	2,694	2.9
El Cajon	99,478	101,444	3.1	1,966	2.0
Carlsbad	105,185	110,653	3.4	5,468	5.2
Escondido	143,951	147,294	4.6	3,343	2.3
Oceanside	167,344	171,682	5.3	4,338	2.6
Chula Vista	243,916	257,989	8.0	14,073	5.8
Unincorporated	486,564	504,330	15.6	17,766	3.7
San Diego	1,301,617	1,368,061	42.4	66,444	5.1
<b>Region</b>	<b>3,095,313</b>	<b>3,227,496</b>	<b>100.0</b>	<b>132,183</b>	<b>4.3</b>

Sources: \*U.S. Census Bureau 2010 decennial census | \*\*SANDAG population estimates

Figure 2  
Average Annual Growth Rate by Jurisdiction, 2010 – 2015



Sources: U.S. Census Bureau. California Department of Finance. Compiled by SANDAG, January 2015



from an increase of 3.3 percent in the Central MSA to an increase of 4.7 percent in the South Suburban MSA. This moderate growth in all MSAs is reflective of the moderate growth in the region in the past five years, which has slowed considerably when compared to other decades. The community planning areas that changed the most over the past five years are University (more generally known as UTC), Mira Mesa, and Southeastern San Diego, all of which grew by more than 4,000 persons between 2010 and 2015.

Figure 3 shows the average annual growth rate among the MSAs and the San Diego region. Similar to the percent change shown in Table 4, Figure 3 shows that North City had the highest average annual growth rate over the 2010 to 2015 period, with almost 1 percent per year. The population of the Central MSA grew by about 20,000 persons over the time period, which is concentrated mostly in Downtown San Diego. This is mostly due to redevelopment of the urban areas of San Diego, including thousands of new multi-family units.

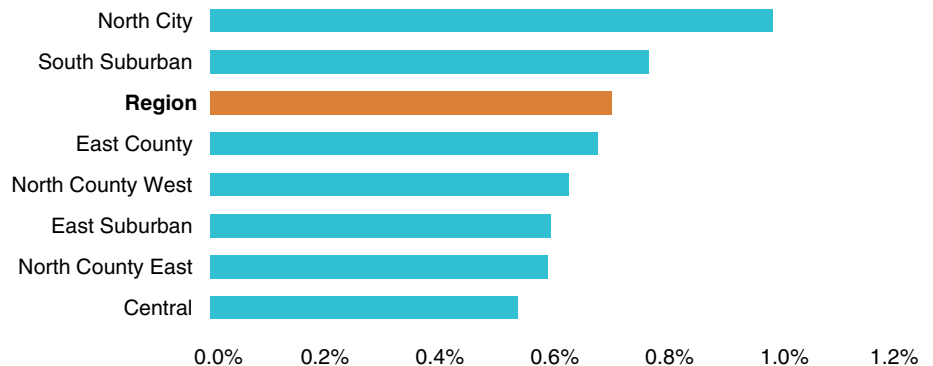


**Table 4**  
Total Population by Major Statistical Area (MSA), 2010 – 2015

MSA	Total Population		2010–2015 Change	
	April 1, 2010	Jan 1, 2015	Numeric	Percent
Central	630,376	650,928	20,552	3.3
North City	733,866	778,099	44,233	6.0
South Suburban	385,339	403,350	18,011	4.7
East Suburban	482,376	499,807	17,431	3.6
North County West	405,713	421,147	15,434	3.8
North County East	431,210	446,642	15,432	3.6
East County	26,433	27,523	1,090	4.1
<b>Region</b>	<b>3,095,313</b>	<b>3,227,496</b>	<b>132,183</b>	<b>4.3</b>

Sources: U.S. Census Bureau | SANDAG estimates

**Figure 3**  
Average Annual Growth Rate by MSA, 2010 – 2015



Sources: U.S. Census Bureau and SANDAG

## Housing

Between 2010 and 2015 housing in the San Diego region increased by more than 25,000 units — approximately 2.2 percent — bringing the region’s total to 1.18 million housing units (Table 5). This relatively slow growth in housing is in sharp contrast to the 5 percent growth seen during the housing boom from 2002 to 2006 and can be attributed to the slow economic recovery following the Great Recession.

By and large, the cities with the highest growth in population also saw the largest percent gain in housing. Out of 19 jurisdictions, only four — San Marcos, Chula Vista, National City, and Carlsbad — experienced a higher percent gain in housing than the regional average. Conversely, fourteen jurisdictions grew by 2 percent or less. The estimates included in this report show small housing stock decreases in just two jurisdictions, Solana Beach and La Mesa, and are the result of redevelopment and slight reduction in mobile home units.

As Table 6 illustrates, the average annual rate of growth in housing by MSA varies throughout the region. Between 2010 and 2015, South Suburban grew the fastest at a rate nearly one and a half times the regionwide rate, while East Suburban added housing units at a slower pace than any other MSA.

The average household size (persons per household) in the region today is 2.78, up from 2.75 in 2010. Average household size decreased during the 2010–2015 time period in just four

jurisdictions, while it increased or remained the same in the other 15. The largest household size in the region today is in National City at 3.4, and the smallest is 2.03 in Del Mar (Figure 4).

The region’s vacancy rate in 2015 stood at 4.8 percent, down significantly from 6.1 percent in 2010. Vacancy rates throughout the region have steadily declined as the housing market continues to improve following the Great Recession. The jurisdictions with the highest vacancy rates include Coronado (20.7 percent), Del Mar (20.1 percent) and Solana Beach (12.6 percent). These coastal communities typically experience higher vacancy rates that can be attributed to a higher concentration of vacation rentals and second homes. The lowest vacancy rates are found in the cities of Poway (1.8 percent) and Lemon Grove (1.9 percent).

In terms of housing mix, single family homes make up the majority of the region’s housing stock at 60.1 percent. Multi-family units account for 36.3 percent while

**Table 5**  
**Total Housing Units by Jurisdiction, 2010 – 2015**

Jurisdiction	Total Housing Units		2010–2015 Change	
	April 1, 2010	Jan 1, 2015	Numeric	Percent
Carlsbad	44,422	46,022	1,600	3.6%
Chula Vista	78,384	81,639	3,255	4.2%
Coronado	9,581	9,602	21	0.2%
Del Mar	2,606	2,611	5	0.2%
El Cajon	35,884	36,009	125	0.3%
Encinitas	25,481	25,818	337	1.3%
Escondido	47,979	48,569	590	1.2%
Imperial Beach	9,860	9,881	21	0.2%
La Mesa	25,954	25,931	-23	-0.1%
Lemon Grove	8,840	8,861	21	0.2%
National City	16,200	16,846	646	4.0%
Oceanside	65,014	65,969	955	1.5%
Poway	16,476	16,589	113	0.7%
San Diego	515,426	526,762	11,336	2.2%
San Marcos	28,171	31,011	2,840	10.1%
Santee	19,900	20,307	407	2.0%
Solana Beach	6,521	6,493	-28	-0.4%
Vista	30,874	31,058	184	0.6%
Unincorporated	170,503	173,233	2,730	1.6%
<b>Region</b>	<b>1,158,076</b>	<b>1,183,211</b>	<b>25,135</b>	<b>2.2%</b>

Sources: U.S. Census Bureau and SANDAG estimates

the remaining 3.6 percent are mobile homes. The mix of housing stock in the region has remained relatively unchanged for the last two decades. The breakdown of housing stock by jurisdiction, however, varies significantly throughout the region. Encinitas has the highest concentration of single family homes at 81 percent, while El Cajon has the lowest at 42 percent. The share of mobile homes in the region has remained virtually unchanged since 2010. San Marcos and Santee have the highest percentage of mobile homes, at 12 percent and 11 percent, respectively (Figure 5).

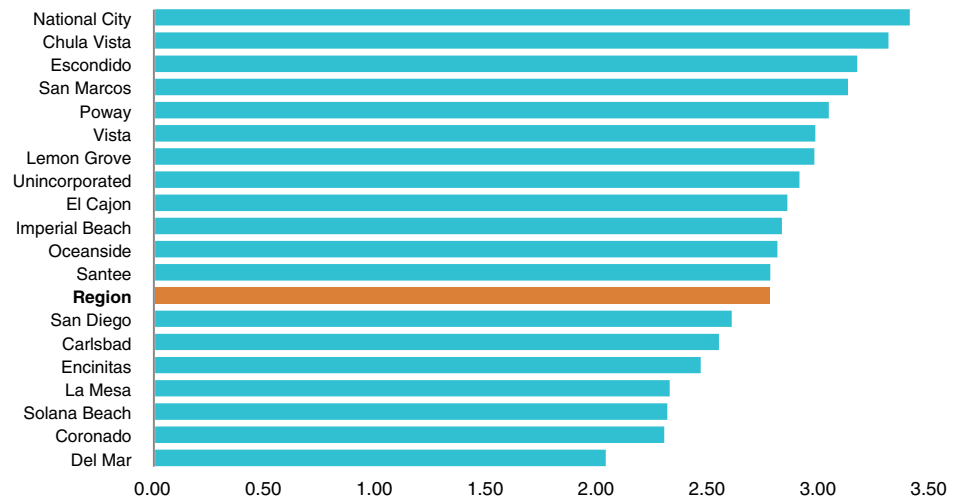
The future of housing development in the region is likely to diverge from past trends. As greenfield development potential dwindles throughout the region, there will be less opportunity to build new single family homes. Housing unit counts and building permit data from around the region show the share of new homes in the form of multi-family units continues to grow each year. In fact, the share of new multi-family homes surpassed the production of single family homes in 2012.

**Table 6**  
Total Housing Units by Major Statistical Area, 2010 – 2015

Jurisdiction	Total Housing Units		2010–2015 Change	
	April 1, 2010	Jan 1, 2015	Numeric	Percent
Central	243,321	246,404	3,083	1.3
North City	298,839	307,589	8,750	2.9
South Suburban	119,641	123,668	4,027	3.4
East Suburban	178,925	180,638	1,713	1.0
North County West	157,405	160,566	3,161	2.0
North County East	147,670	151,769	4,099	2.8
East County	12,275	12,577	302	2.5
<b>Region</b>	<b>1,158,076</b>	<b>1,183,211</b>	<b>25,135</b>	<b>2.2</b>

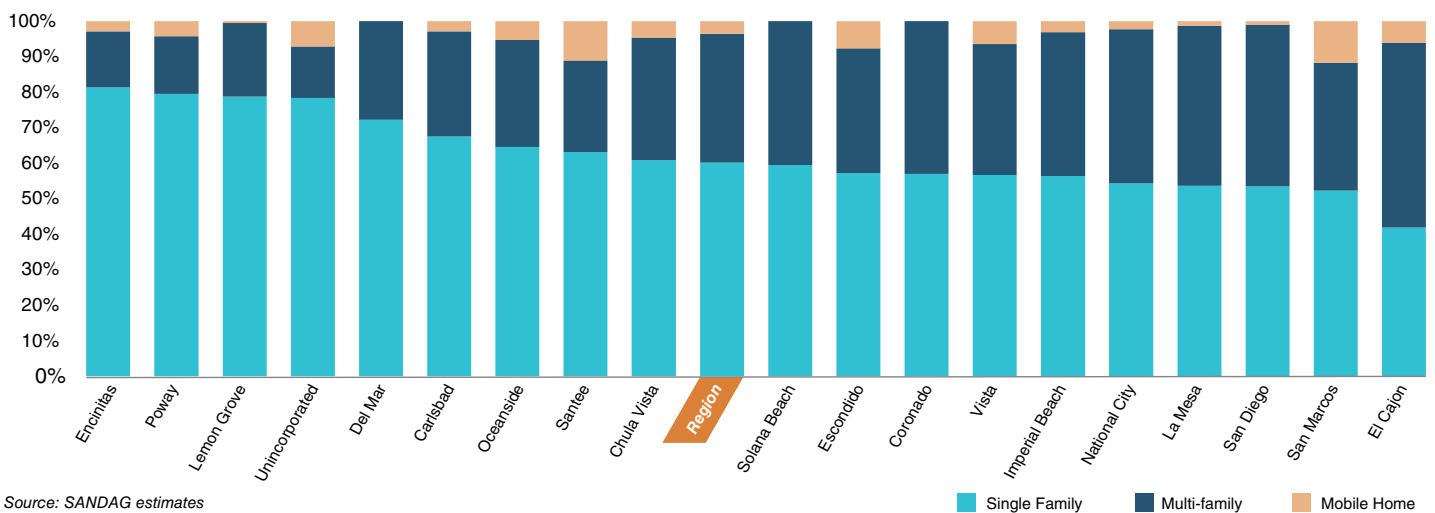
Sources: U.S. Census Bureau and SANDAG estimates

**Figure 4**  
Average Household Size by Jurisdiction, 2015



Source: SANDAG estimates

**Figure 5**  
Housing Stock by Jurisdiction, 2015



Source: SANDAG estimates

## Population by Ethnicity

The 2010 Census revealed that San Diego County has become a “majority-minority” county — meaning no single race or ethnic group comprises more than 50 percent of the total population. Between 2010 and 2015 the overall racial and ethnic composition of the region remained diverse. The Hispanic population<sup>1</sup> increased by more than 88,000 people and the non-Hispanic Asian and Pacific Islander population increased by almost 30,000 people (Table 7). Both of these groups represent about a 9 percent increase over the 2010 population (8.8 percent for Hispanics and 9.2 percent for non-Hispanic Asians) (Figure 6). While the non-Hispanic black population in the region has shown slight increases in recent decades, between 2010 and 2015 the region’s non-Hispanic black population declined by about six percent. Non-Hispanic whites increased by 1.1 percent, or about 16,000 persons, over the five-year period. Figure 7 shows a comparison of the region’s racial and ethnic composition in 2010 and 2015. Hispanics, non-Hispanic Asians and Pacific Islanders, and those who identify as “non-Hispanic other<sup>2</sup>” all represent a slightly larger percent of the population in 2015 than they did in 2010, each rising by about 1 percent.

In 2015, eight jurisdictions had a higher percentage Hispanic population than did the San Diego region (Chula Vista,

<sup>1</sup>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 racial categories of white, black, Asian, and all other groups combined.

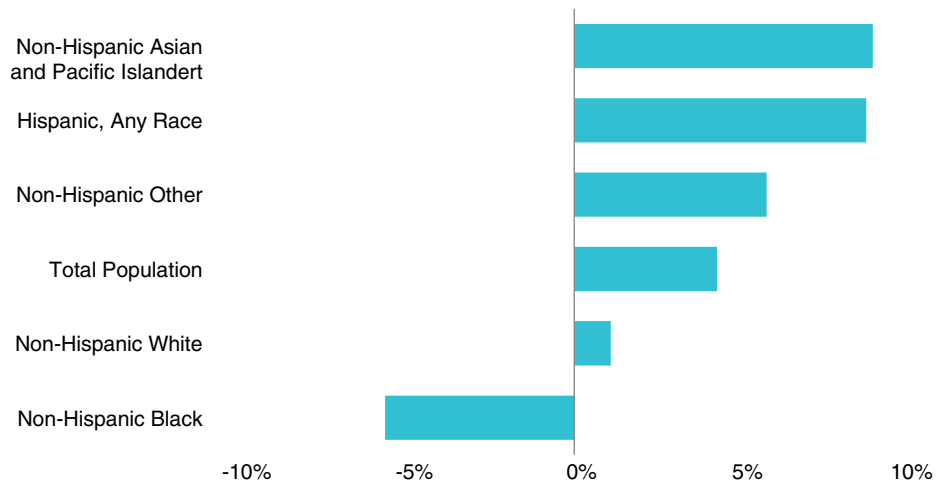
<sup>2</sup>The non-Hispanic “all other groups” category is a combination of the standard Census Bureau categories of American Indian and Alaskan Native and two or more races. Due to the relatively small population totals in these categories we have combined them for analysis purposes.

Table 7  
Population by Race/Ethnicity, 2010 – 2015

	Population		2010–2015 Change	
	April 1, 2010 <sup>*</sup>	Jan 1, 2015 <sup>**</sup>	Numeric	Percent Change
Total Population	3,095,313	3,227,492	132,179	4.3
Hispanic	991,348	1,078,955	87,607	8.8
Non-Hispanic				
White	1,500,047	1,515,945	15,898	1.1
Black	146,600	138,206	-8,394	-5.7
Asian and Pacific Islander	341,562	372,887	31,325	9.2
Other	115,756	121,499	5,743	5.0

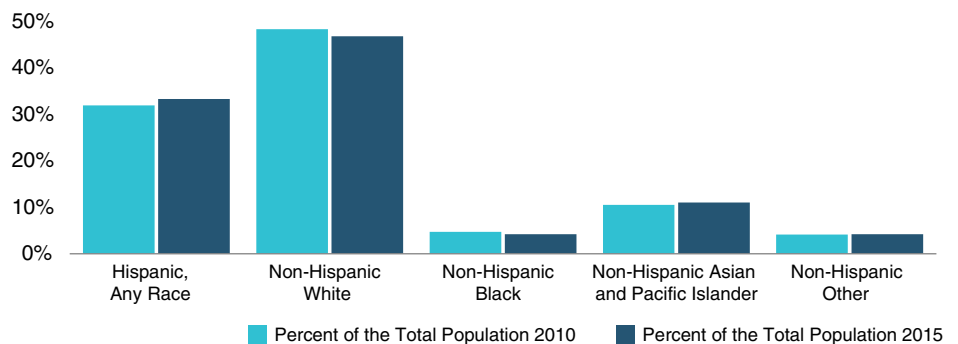
Sources: <sup>\*</sup>U.S. Census Bureau, 2010 decennial census | <sup>\*\*</sup>SANDAG population estimates

Figure 6  
Population Change by Race/Ethnicity



Sources: SANDAG Estimates

Figure 7  
Population Composition by Race/Ethnicity, 2010 – 2015



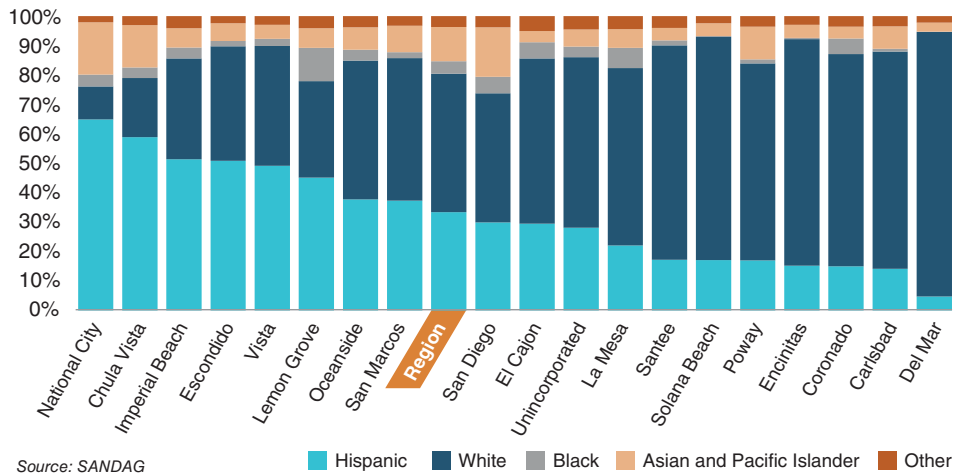
Sources: SANDAG Estimates



Escondido, Imperial Beach, Lemon Grove, National City, Oceanside, San Marcos and Vista).

National City and San Diego have the highest percentages of non-Hispanic Asian and Pacific Islander residents, with 17.8 percent and 16.7 percent, respectively. Out of 19 jurisdictions, Lemon Grove, is the only city where non-Hispanic blacks comprise more than 10 percent of the total population (11.3 percent). Only four jurisdictions have a non-Hispanic Asian and Pacific Islander population higher than the regional average of 11 percent: Chula Vista, National City, Poway, and San Diego (Figure 8 and Table 8).

Figure 8  
Race/Ethnicity by Jurisdiction 2015



Source: SANDAG

Table 8  
Population by Race/Ethnicity by Jurisdiction

Jurisdiction	Population	Hispanic	White	Black	Asian and Pacific Islander	Other
Carlsbad	110,653	15,675 14.2%	81,572 73.7%	1,142 1.0%	8,348 7.5%	3,916 3.5%
Chula Vista	257,989	151,779 58.8%	51,785 20.1%	9,357 3.6%	37,214 14.4%	7,854 3.0%
Coronado	23,497	3,529 15.0%	16,936 72.1%	1,251 5.3%	926 3.9%	855 3.6%
Del Mar	4,238	200 4.7%	3,808 89.9%	6 0.1%	128 3.0%	96 2.3%
El Cajon	101,444	29,897 29.5%	56,976 56.2%	5,544 5.5%	3,864 3.8%	5,163 5.1%
Encinitas	61,518	9,332 15.2%	47,344 77.0%	291 0.5%	2,730 4.4%	1,821 3.0%
Escondido	147,319	74,889 50.8%	57,324 38.9%	2,637 1.8%	8,817 6.0%	3,652 2.5%
Imperial Beach	26,761	13,752 51.4%	9,170 34.3%	969 3.6%	1,768 6.6%	1,102 4.1%
La Mesa	58,813	13,005 22.1%	35,427 60.2%	4,005 6.8%	3,731 6.3%	2,645 4.5%
Lemon Grove	26,199	11,834 45.2%	8,579 32.7%	2,948 11.3%	1,762 6.7%	1,076 4.1%
National City	59,827	38,813 64.9%	6,726 11.2%	2,384 4.0%	10,651 17.8%	1,253 2.1%
Oceanside	171,682	64,748 37.7%	80,968 47.2%	6,417 3.7%	12,924 7.5%	6,625 3.9%
Poway	49,041	8,347 17.0%	32,822 66.9%	669 1.4%	5,416 11.0%	1,787 3.6%
San Diego	1,368,061	408,438 29.9%	600,488 43.9%	77,284 5.6%	229,709 16.8%	52,142 3.8%
San Marcos	90,814	33,881 37.3%	43,985 48.4%	1,839 2.0%	8,082 8.9%	3,027 3.3%
Santee	55,805	9,613 17.2%	40,639 72.8%	945 1.7%	2,350 4.2%	2,258 4.0%
Solana Beach	13,104	2,246 17.1%	9,921 75.7%	50 0.4%	564 4.3%	323 2.5%
Vista	96,411	47,367 49.1%	39,216 40.7%	2,358 2.4%	4,588 4.8%	2,882 3.0%
Unincorporated	504,316	141,610 28.1%	292,259 58.0%	18,110 3.6%	29,315 5.8%	23,022 4.6%
<b>Region</b>	<b>3,227,492</b>	<b>1,078,955 33.4%</b>	<b>1,515,945 46.9%</b>	<b>138,206 4.3%</b>	<b>372,887 11.6%</b>	<b>121,499 3.8%</b>

Source: SANDAG

## Population by Age and Sex

The population of the San Diego region increased by 4.3 percent between 2010 and 2015, and in terms of age composition the region saw the largest changes in younger age groups (0 to 9 years old) and in the older ages (those 60 and over). Children ages 0 to 4 grew by almost 9 percent and those ages 85 and over grew by 24.5 percent. Meanwhile, many of the groups between ages 10 and 60 saw percentage decreases over that same five-year period. The population ages 45 to 49 decreased by 7.3 percent (Table 9). The increase in children ages zero to four can likely be attributed to rebounding fertility rates, which temporarily dropped during the Great Recession. Overall, fertility in the United States has steadily decreased, with women having fewer children and starting families at older ages<sup>3</sup>. This nationwide pattern is also reflected in local fertility rates. The increase in the older age groups can be explained by the aging Baby Boomer population in the region and increases in life expectancy at older ages. In general the American population is living longer, with many people surviving into their 80s or 90s.

The region's population of 3.2 million in 2015 is split evenly between males and females; however, the distribution of sex by age shows some diversity in composition. San Diego County has two distinct population components affecting its age structure. First, San Diego County is home to numerous military installations with more than 100,000 uniformed service members at any one point in time.

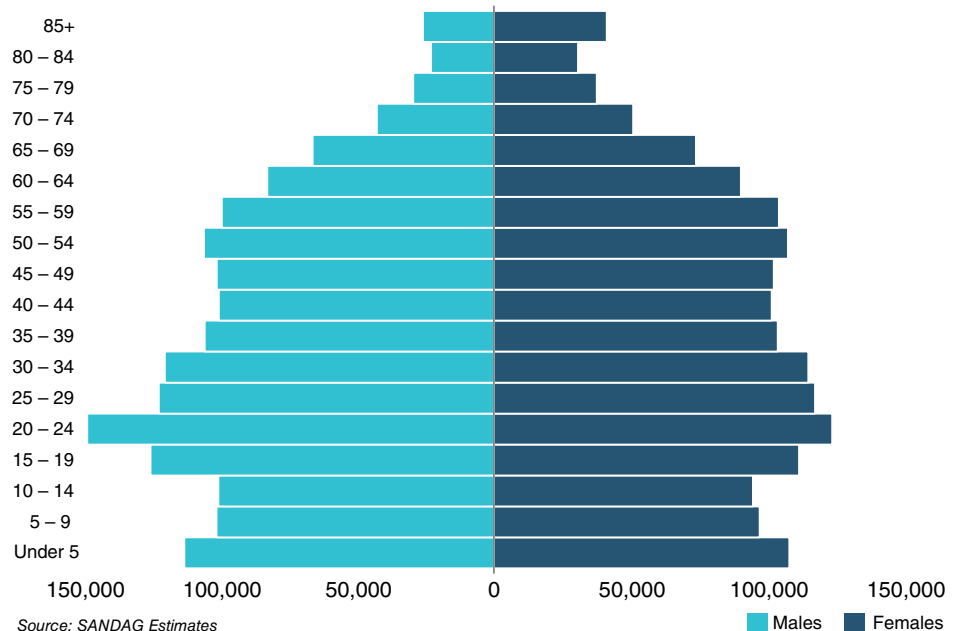
<sup>3</sup>Hamilton BE, Martin JA, Osterman MJK, et al. Births: Final data for 2014. National Vital Statistics Reports; Vol. 64 No. 12. Hyattsville, MD: National Center for Health Statistics. 2015.

Table 9  
Population by Age Group, 2010 – 2015

Age Group	2010		2015		2010–2015 Change	
	Population	Percent	Population	Percent	Numeric	Percent
0–4	203,423	6.6%	221,256	6.9%	17,833	8.8%
5–9	194,029	6.3%	198,593	6.2%	4,564	2.4%
10–14	198,716	6.4%	195,489	6.1%	(3,227)	-1.6%
15–19	225,095	7.3%	237,075	7.3%	11,980	5.3%
20–24	270,750	8.7%	272,369	8.4%	1,619	0.6%
25–29	250,737	8.1%	239,940	7.4%	(10,797)	-4.3%
30–34	220,185	7.1%	235,276	7.3%	15,091	6.9%
35–39	211,012	6.8%	209,528	6.5%	(1,484)	-0.7%
40–44	209,551	6.8%	202,119	6.3%	(7,432)	-3.5%
45–49	219,795	7.1%	203,711	6.3%	(16,084)	-7.3%
50–54	210,979	6.8%	213,542	6.6%	2,563	1.2%
55–59	180,305	5.8%	203,666	6.3%	23,361	13.0%
60–64	149,311	4.8%	173,149	5.4%	23,838	16.0%
65–69	103,241	3.3%	140,189	4.3%	36,948	35.8%
70–74	77,313	2.5%	93,650	2.9%	16,337	21.1%
75–79	64,347	2.1%	67,059	2.1%	2,712	4.2%
80–84	52,564	1.7%	53,704	1.7%	1,140	2.2%
85+	53,960	1.7%	67,177	2.1%	13,217	24.5%
<b>All Ages</b>	<b>3,095,313</b>	<b>100.0%</b>	<b>3,227,492</b>	<b>100.0%</b>	<b>132,179</b>	<b>4.3%</b>

Source: SANDAG estimates

Figure 9  
Population by Age and Sex in the San Diego Region, 2015



Second, the presence of multiple universities ensures a constant flow of college-aged persons in and out of the region. The effects of these population groups can be seen in the consistently large populations in their early twenties. The population pyramid in Figure 9 shows the male and female population by age group in 2015. A quick look at this figure shows that males ages 20 to 24 are the largest age group in the region; larger than any other five-year age group, male or female. Reflective of nationwide life expectancy rates,

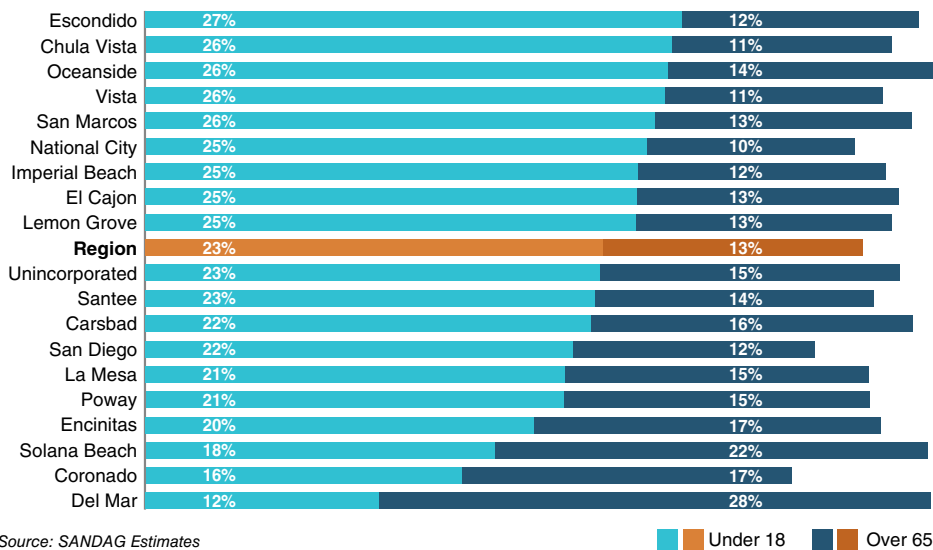
females in our region live longer than males, with the female population at ages 85 and over substantially larger than males.

The region continues to grow older as is evidenced by the change in age structure. The median age<sup>4</sup> in the San Diego region was 35.3 years in 2015, up from 34.7 years in 2010. Differences exist in median age by sex, with the median age for males (34) being slightly lower than that of females (36.8) in 2015.

Figure 10 shows the concentrations of the youth (under 18) and senior (over 65) populations by jurisdiction. Nine jurisdictions in the region have a higher percentage of youth than the regional average of 13 percent, with Vista, Oceanside, Chula Vista, and Escondido being the youngest. Eleven jurisdictions have senior populations higher than the regional average, Del Mar being a clear outlier with 28 percent of its population over the age of 65.

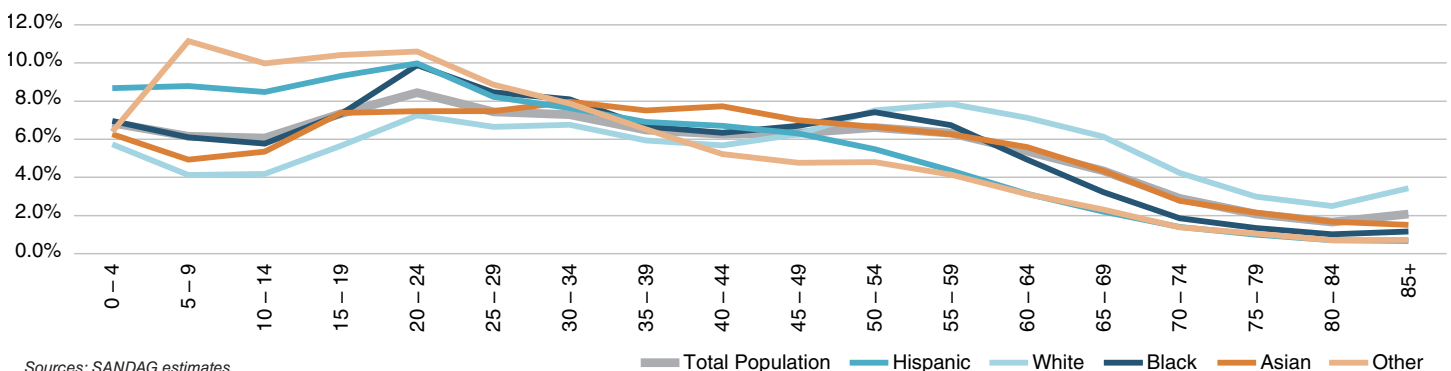
Figure 11 illustrates the age structure of the population in the region by racial and ethnic groups. Overall, this figure shows that the non-Hispanic other and Hispanic populations are more concentrated among the younger age groups as compared to the older ages. By contrast the non-Hispanic white population is higher than any other group at the ages over 65 and is lowest under 50 years old. Although the non-Hispanic black population in the region is evenly concentrated at all ages, there is a jump in the young adult population between ages 20 and 24, likely due to the military and college populations in the region discussed earlier.

**Figure 10**  
Youth and Senior Populations by Jurisdiction, 2015



Source: SANDAG Estimates

**Figure 11**  
Age Structure by Race/Ethnic Group, 2015



<sup>4</sup>Median age divides the population in two equal parts, half of all people are older than the median age and half are younger.

Sources: SANDAG estimates

## Household Income

Between 2010 and 2015, the median household income in the San Diego region increased slightly from \$63,586 to \$64,328 (in 2010 dollars); this translates to a 1.2 percent increase. Median household income varies from jurisdiction to jurisdiction. It ranges from a low of \$39,355 in National City to a high of \$104,872 in Del Mar (Figure 12). Ten jurisdictions have median income values above the regional average.

## Notes and Methodology

The fastest growing county in the state between 2010 and 2015 was Santa Clara, at an average annual rate of 1.2 percent. During that same time frame, San Diego County grew by an average rate of 0.8 percent each year. This is in sharp contrast to the higher rates of growth experienced in the region during the 1970s–1990s. While the average growth rate was once as high as 3 percent during the 1970s, the region’s growth has steadily slowed with each passing decade (Figure 1).

SANDAG continues to use the California Department of Finance (DOF) annual January 1 population estimates as control totals for our population estimates at the jurisdiction level. The SANDAG housing unit inventory is developed in-house through extensive staff review and relies on annual parcel-level data from the San Diego County Assessor, in addition to orthophotography.

SANDAG, in conjunction with local jurisdictions and the California Department of Finance, has prepared annual population and housing estimates for nearly 40 years. We also prepare estimates of selected demographic and economic

characteristics of the population, including age, gender, ethnicity, and household income.

In addition to preparing annual estimates of the region’s demographic and economic characteristics, SANDAG maintains information from the census in addition to preparing long-range growth forecasts. This information can be downloaded directly from SANDAG’s interactive data website, Data Surfer, and can be accessed at <http://datasurfer.sandag.org/>.

Data Surfer allows users to select census, estimates, and forecast variables, create custom charts, graphs, and download datasets in a variety of file formats (.csv, .xlsx). Standard formatted profiles are also available for download as PDFs.

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

Figure 12  
2015 Median Household Income (in 2010 dollars)

