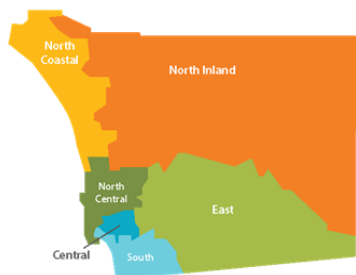


### Role Profile: San Diego Union-Tribune

#### Part 1: Individual/Organizational Profile

- **Name of Newspaper:** San Diego Union-Tribune
- **Name:** Lora Sicalo
- **Gender:** Female
- **Role within Newspaper:** Senior Editor
- **Education Level:** B.A. in Journalism and M.S. in Mass Communication from San Diego State University
- **Career Background:** Started her career at The Daily Californian in East County, joined the San Diego Tribune in 1987 as a copy editor and assistant news editor. Between 1992 and 2023, she worked as assistant news editor, A1 editor, news editor, and managing editor. She was named senior editor of the Union-Tribune in August 2023.
- **Prominent Issues:** Local Politics
  1. Congressional Redistricting
  2. Immigration
  3. Housing Developments
- **Prominent Issues:** National Politics
  1. Federal Immigration and Border Policy
  2. Supreme Court Decisions
  3. Federal Legislation
- **# of active print and/or digital subscriptions:**
  - Around 50-60,000 physical copies distributed daily
  - 2.1 million digital readers, subscription # is not publicly available
- **Constituents:**
  - San Diego County, San Diego, North County, East County, South County.
  - California Senator Districts 32, 38, 39, 40, and 18.



## Part 2: Constituent Profile

- **Economics:**
  - **Prominent Industries:** [Link](#)
    - Healthcare (13.6%)
    - Technology (12%)
    - Retail (10.3%)
    - Manufacturing (9.7%)
    - Education (8.6%)
  - **Unemployment Rate:** [Link](#)
    - July 2025: 5.2%
  - **Income Levels:** [Link](#) - Family of 4
    - Median Household Income in 2023: \$102,285
  - **Poverty Rate:** [Link](#)
    - 16.7% in 2023
  - **Median Property Value in 2023:** [Link](#)
    - \$791,600
- **Demographics (2023):**
  - **Population:** 3.299 million (2024)
  - **Population by Race** (2020 census): [Link](#)
    - White (Non-Hispanic): 43.11%
    - Asian (Non-Hispanic): 12.14%
    - Two Races Including Other (Hispanic): 11.7%
    - White (Hispanic): 9.84%
    - Black or African American (Non-Hispanic): 4.4%
  - **Population by Ethnicity** (2020 census): [Link](#)
    - Hispanic or Latino (Any race): 33.94%
  - **Population by Gender:** [Link](#)
    - Male: 49.8%
    - Female: 50.2%
  - **Population by Age:** [Link](#)
    - Under 18: 21%
    - 18-64: 63%
    - 65+: 16%
    - Median Age: 37.6
  - **Marital Status:** [Link](#)
    - Married: 50%
    - Single: 50%
  - **Education:** [Link](#)

- High School Graduate or Higher:
    - 89%
  - Bachelors Degree or Higher:
    - 43.5%
- % of people with language other than English spoken at home: [Link](#)
  - 38.6%
- Rural Population (2020): [Link](#)
  - 144,963 (4.39%)
    - Cities like Alpine, Jamul, Borrego Springs, and Julian.
- Urban Population (2020): [Link](#)
  - 3,153,671 (95.61%)
- Politics:
  - Partisan voter registration, 2023: [Link](#)
    - Total Eligible: 2,334,158
    - Total Registered: 1,936,232 (82.95%)
    - Democrat: 805,144 (41.58%)
    - Republican: 519,321 (26.82%)
    - Other: 145,137 (7.49%)
    - No Party Preference: 466,630 (24.10%)
  - % Voted Democrat/Republican in 2024, 2020, 2016, 2012:
    - 2024: [Link](#)
      - Harris (D): 841,372 (56.9%)
      - Trump (R): 593,270 (40.1%)
    - 2020: [Link](#)
      - Biden (D): 964,650 (60.2%)
      - Trump (R): 600,094 (37.5%)
    - 2016: [Link](#)
      - H. Clinton (D): 390,531 (56.1%)
      - Trump (R): 269,422 (38.7%)
    - 2012: [Link](#)
      - Obama (D): 502,937 (51.5%)
      - Romney (R): 453,165 (46.4%)
  - 3 specific issues: [Link](#)
    1. Homelessness:
      - a. San Diego County residents are concerned over the number of unhoused residents in the county. With the majority of the more than 8,000 unhoused population living in the densely populated city of San Diego.

2. Housing Crisis:
  - a. San Diego County residents are experiencing a housing affordability crisis.
3. Taxes:
  - a. San Diego County residents believe that both the federal and state income tax on middle and lower income earners is too high.
- **Constituents general position on economic issues:**  
Politically they are mixed, but remained more liberal
  - Cost of Living: [Link](#)
    - Nearly 1/3 of households in San Diego County are struggling with the rising cost of living.
    - 31% of households fall below the estimated income needed to meet basic needs.
  - Housing affordability: [Link](#)
    - Lack of affordable housing in most of San Diego County as housing prices continue to rise while incomes stay put.
    - With over 12 million households spending more than half of their income on rent.
- **Constituents general position on social issues:**  
Politically they lean more liberal than conservative
  - Homelessness: [Link](#)
    - While homelessness rates are dropping, it's not fast enough for San Diego residents. They want a solution, just not one that places shelters in their backyards.
    - In 2024, there were *protests* against the proposed 1,000 bed homeless shelter.
  - Immigration: [Link](#) + [Link](#)
    - Majority of the county in support of immigrants in their communities.
    - The county has been working actively against the Trump administration's anti-immigration efforts.
    - 21.5% of the population are immigrants
    - *Protests* at Camp Pendleton, located in San Diego County, against the deployment of Marines to LA for immigration enforcement.
- **Constituents general position on environmental issues:**  
Politically they lean more liberal than conservative
  - Climate Change: [Link](#)

- 68.9% of San Diego County residents are somewhat worried about global warming, more than the national average of 63.3%.
  - *Protest* in May, 2025 of more than 1,000 people calling for climate action at local and federal levels.
- Pollution: [Link](#)
  - San Diego County residents concerned about the rise of pollution in the area.
  - Particularly in areas around the Tijuana River, as residents report their health getting worse as the conditions of the river worsens. Also reporting a decline in quality of life.
- **Major Institutions in the area (main contributors to employment in San Diego County):**
  - **Educational Institutions:**
    - University of California, San Diego
      - Fall 2024 students: 45,273
      - Employs: 32,000+
    - San Diego State University
      - Fall 2024 students: 39,000+
      - Employs: 6,890
    - University of San Diego
      - Fall 2024 students: 5,726
      - Employs: 1,400
  - **Military Institutions:**
    - Naval Base San Diego
      - Residents and Employees: ~34,000
    - Marine Corps Base Camp Pendleton
      - Residents and Employees: ~70,000
    - Marine Corps Air Station Miramar
      - Residents and Employees: 15,000+
  - **Healthcare Institutions:**
    - UC San Diego Health - *3 locations*
      - Employs: 41,000+
    - Scripps Health - *5 locations*
      - Employs: 17,000+
    - Sharp HealthCare - *8 locations*
      - Employs: 20,000+
    - Rady Children's Hospital - *1 location*
      - Employs: 6,000+