

# DEMOGRAPHIC PROFILE: 92037



## La Jolla: A Jewel by the sea

La Jolla is truly the jewel of Southern California's coastline. This charming picturesque seaside village resort is just 20 minutes from downtown San Diego.

It has wonderful beaches, cultural activities and fine restaurants. La Jolla is an exquisite combination of a southern European resort atmosphere and Southern California fun.

While La Jolla is known to be one of the most affluent communities in the United States, it has a down to earth feel due to the beautiful natural scenery and the helpfulness of its residents.

In addition to fine restaurants, beautiful beaches, hotels and art galleries, La Jolla is home to renowned institutions, such as the Scripps Institution of Oceanography and the Stephen Birch Aquarium & Museum. This is in addition to the University of California, San Diego.

Furthermore, La Jolla is home to many Bio-Tech and software companies. In short, La Jolla is a great place to live in, visit, or do business.



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### Who lives in La Jolla?

#### Population:

- Total: 43,050
- Male: 48.23 percent
- Female: 51.77 percent

#### Age:

- 18-24 -16%
- 25-34 -17%
- 35-44 -16%
- 45-54 -20%
- 55+ -31%

#### Households:

- Total: 18,219
- With Children: 13.80 percent
- Single with Children: 3.15 percent

#### Martial status:

- Single: 51.49 percent
- Married: 48.51 percent
- Divorced: 9.37 percent

#### Family annual income:

- \$100,000 - \$250,000: 27.93 percent
- \$300,000 - plus: 11.61 percent
- Average income: \$80,172

#### Race:

- White: 80.43 percent
- Black: .77 percent
- Hispanic: 7.01 percent
- Asian: 12.98 percent
- Native American: .22 percent
- Other: 5.5 percent

#### Education:

- College degree: 34.23 percent
- High school graduate/some college/other schooling: 96.74 percent

#### Employment:

- White Collar: 95.46 percent
- Blue Collar: 4.54 percent

#### Real Estate:

- Median Home Sale: \$2,195,000

#### Voting:

- Democrat: 46.38 percent
- Republican: 52.521 percent
- Other: 1.09 percent

Source: Media Audit and on-line demographics

### La Jolla Village News

- Circulation 22,000 • Publishes every Thursday

# DEMOGRAPHIC PROFILE: 92109

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VERIFICATION  
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## Older residential neighborhoods compliment young beach town

Pacific Beach, divided into alphabetical streets of gems and mineral, is very much a grid. The lower end is much like Mission Beach, with a blend of college-goers, and singles.

Garnet Avenue harbors many local beach-goers attracted by trendy clothing boutiques, a plethora of restaurants, resorts, clubs and nightlife.

Apart from the casual beach town atmosphere, a strong community base exists. Residential neighborhoods mixed with condos and single family homes create a strong sense of community. Multiple generations of families, active in the community still reside and are raising their families here.

Mission Beach is essentially a narrow peninsula surrounded by the bay to the east and the Pacific Ocean to the west. The atmosphere is much like a resort with wide beaches and busy boardwalk on both sides. Many Mission Beach homes are rentals attracting a younger crowd. The boardwalk on the ocean side is nearly 3 miles long, running the length of Mission Beach and Pacific Beach. A popular amusement park with a vintage roller coaster, fun shops and restaurants is a favorite among locals and visitors. Sea World is nestled in the bay to the south drawing thousands of annual visitors to the area.



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## Who lives in Pacific Beach/Mission Bay?

### Population:

- Total: 43,586
- Male: 23,416 (53.72%)
- Female: 20,170 (46.28%)

### Households:

- Total: 22,747
- With Children: 2,756
- Without Children: 19,989

### Marital status:

- Single: 54 percent
- Married: 28 percent
- Separated/divorced: 18 percent

### Family annual income:

- \$75,000 +: 61.3 percent
- Average income: \$73,428

### Race:

- White: 84.9 percent
- Black: 1.1 percent
- Hispanic: 11.4 percent
- Asian: 2.1 percent
- Other: .5 percent

### Education:

- College degree: 50 percent
- High school graduate/some college/other schooling: 95 percent

### Employment:

- White Collar: 15,290
- Blue Collar: 4,673

### Real Estate:

- Median Home Sale: \$630,000

### Spending:

- Total Average Sending: \$56,538

Source: Media Audit and on-line demographics

## Beach & Bay Press

- Circulation 20,000 • Publishes every other Thursday



## Discover the diversity of the Peninsula

Where else can you have suburban-like living with easy access to the airport, downtown, Mission Bay, Sea World and the world-famous San Diego Zoo!

The quaint community of Point Loma is located on the east side of the peninsula overlooking downtown and Coronado. This conservative community has an extensive Naval history and large Portuguese fishing community. With Liberty Station (previously military housing) completed, the combination of a place to live, work and play among the beautiful historic homes and buildings will be the destination point for the entire region.

Ocean Beach is located on the west side of the peninsula overlooking the Pacific Ocean and is home to the world famous fishing pier. The white sand beach is a favorite location for beach goers and surfers. Ocean Beach is known for its pro-active residents, strong merchants association and laid back atmosphere.

Cabrillo National Monument recently completed an extensive upgrade of the area around the lighthouse. On a clear day, the views are breathtaking, from the second "most visited" National park in the U.S. (behind only the Statue of Liberty). It also features one of the most interesting tide-pools on the West Coast and boasts the best place to watch the migration of the gray whales.



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## Who lives on the Peninsula?

### Population:

- Total: 23,667
- Male: 49.81 percent
- Female: 50.19 percent
- Median Age: 45

### Households:

- Total: 10,179
- With Children: 21.4 percent
- Without Children: 79 percent

### Martial status:

- Single: 7,517
- Married: 7,612
- Divorced: 3,905
- Widowed: 1,330

### Family annual income:

- Average income: \$65,692

### Race:

- White: 85.4 percent
- Black: 3.4 percent
- Hispanic: 8.4 percent
- Asian: 2.2 percent
- Other: .6 percent

### Education:

- College degree: 57.53 percent
- High school graduate/some college/other schooling: 28.33 percent

### Employment:

- White Collar: 79 percent
- Blue Collar: 21 percent

### Real Estate:

- Median Home Sale: \$631,200

### Voting:

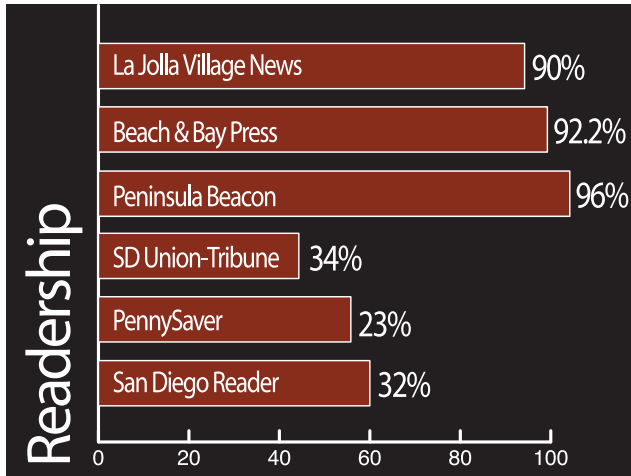
- Democrat: 49.4 percent
- Republican: 48.5 percent
- Other: 2 percent

Source: Media Audit and on-line demographics

## Peninsula Beacon

- Circulation 20,000
- Publishes every other Thursday

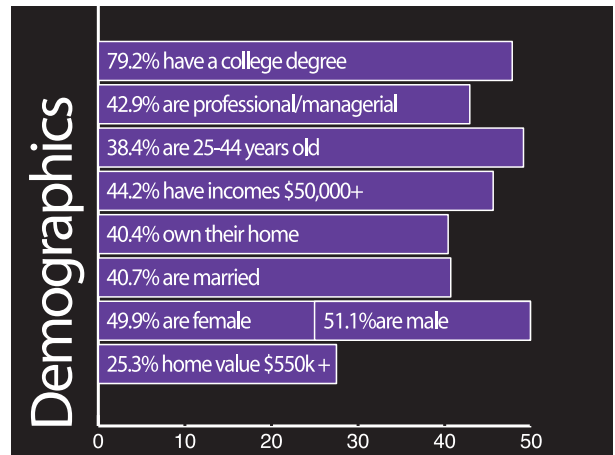
# Demographics



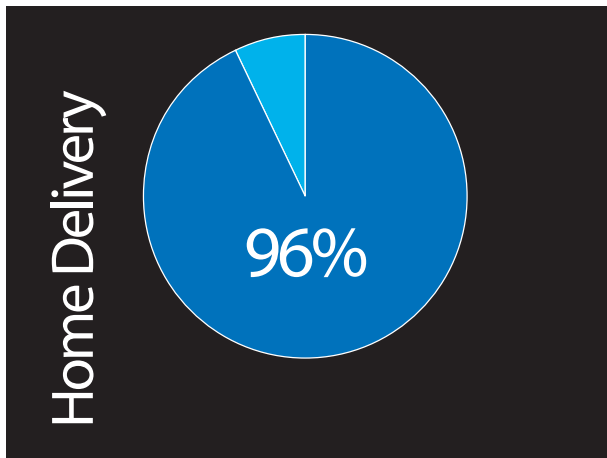
Source: Media Audit 2003-2005

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## ▶ WHO ARE OUR READERS?

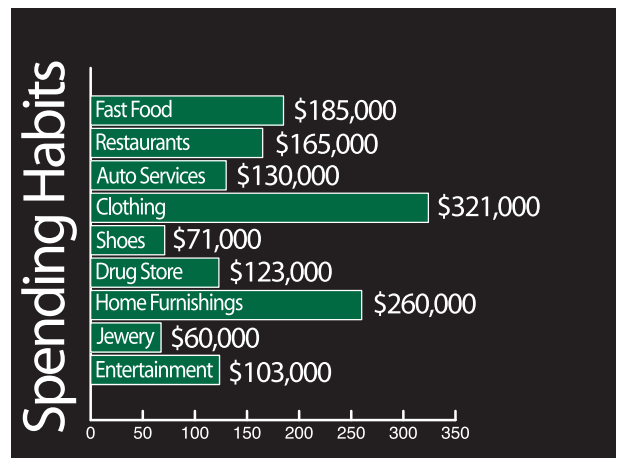


Source: CACI



Source: Media Audit

## ▶ HOW DO OUR READERS SPEND?



Source: Pulse Research



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