# Profile of City of Laguna Beach

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 191 cities in the SCAG region.

SCAG Regional Council District 12 includes Aliso Viejo, Dana Point, Laguna Beach, Laguna Niguel, San Clemente, and San Juan Capistrano

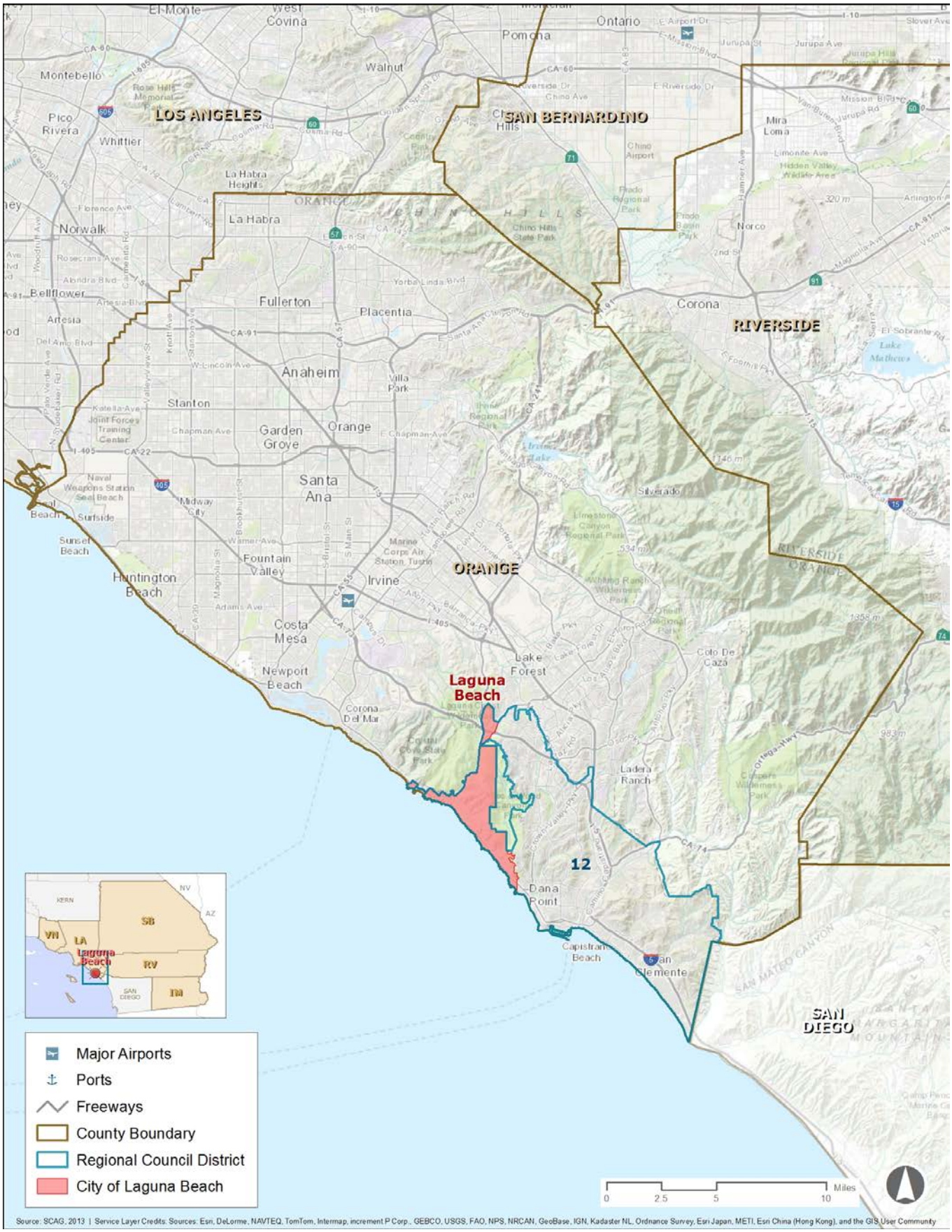
Represented by: Hon. Mike Munzing

This profile report was prepared by the Southern California Association of Governments and shared with City of Laguna Beach. SCAG provides local governments with services including planning data and information, technical and planning assistance (i.e. GIS training and growth visioning), and analyzing the impacts of infill development.

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

May 2013

Southern California Association of Governments


LOS ANGELES
SAN BERNARDINO
RIVERSIDE
ORANGE
SAN DIEGO
Laguna Beach
12
Major Airports
Ports
Freeways
County Boundary
Regional Council District
City of Laguna Beach
Miles
0
2.5
5
10
Source: SCAG, 2013 | Service Layer Credits: Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), and the GIS User Community

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# I. Introduction

The purpose of this report is to provide current information and data for City of Laguna Beach for planning and outreach efforts. Information on population, housing, transportation, employment, retail sales, and education can be utilized by the city to make informed planning decisions. The profile provides a portrait of the city and its changes since 2000, using average figures for Orange County as a comparative baseline. In addition, the most current data available for the region is also included in the Statistical Summary (page 3). This profile demonstrates the current trends occurring in City of Laguna Beach.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 191 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS). SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California.
In 2008, SCAG initiated the Local Profiles Project as a part of a larger initiative to provide a variety of services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. The Profiles were last updated in 2011 to incorporate the 2010 Census information.

Local Profiles provide basic information about each member jurisdiction including, but not limited to, the following:

- How much growth in population has taken place since 2000?
- Has the local jurisdiction been growing faster or slower than the county or regional average?
- Have there been more or fewer school-age children?
- Have homeownership rates been increasing or decreasing?
- How and where do residents travel to work?
- How has the local economy been changing in terms of employment share by sectors?
- Have the local retail sales revenue recovered to pre-recession levels?

Answers to questions such as these provide a snapshot of the dynamic changes affecting each local jurisdiction.

## New Features of the 2013 Report

Building on the foundation of the 2009 and 2011 Reports, the 2013 Local Profiles provide additional information related to income, housing, employment, and education. The expanded reports now also include the following: median household income, single-family and multi-family permits, types and age of the housing stock, foreclosures, major work destinations for residents, and educational attainment for residents. This additional information helps to provide a more complete profile of local jurisdictions.

## Factors Affecting Local Changes Reflected in the 2013 Report

Overall, member jurisdictions since 2000 were impacted by a variety of factors at the national, regional and local levels. For example, the vast majority of member jurisdictions included in the 2013 Local Profiles reflect the national demographic trends toward an older and a more diverse population. Evidence of the slow process towards economic recovery is also apparent through gradual increases in employment, retail sales, building permits and home prices. Work destinations and commute times correlate with regional development patterns and the geographical location of the local jurisdictions, particularly in relation to the regional transportation system.

## Uses of the Local Profiles

Following release at the SCAG General Assembly, the Local Profiles were posted on the SCAG website and used by interested parties for a variety of purposes including, but not limited to the following:

- Data and communication resources for elected officials, businesses and residents
- Community planning and outreach
- Economic development
- Visioning initiatives
- Grant application support

The primary user groups of the Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This profile report is a SCAG member benefit and the use of the data within this report is voluntary.

## Report Organization

This profile report has three sections. The first section presents a Statistical Summary for City of Laguna Beach. The second section provides detailed information organized by subject areas and includes brief highlights on the impacts of the recent recession and recovery at the regional level. The third section, Methodology describes technical considerations related to data definitions, measurement, and data sources.

# 2012 STATISTICAL SUMMARY

| Category | Laguna Beach | Orange County | Laguna Beach relative to Orange County* | SCAG Region |
|---|---|---|---|---|
| **2012 Population** | 22,966 | 3,055,792 | [0.75%] | 18,242,331 |
| **2012 Median Age (Years)** | 48.9 | 36.7 | 12.2 | 35.2 |
| **2012 Hispanic** | 7.5% | 34.3% | -26.8% | 46.4% |
| **2012 Non-Hispanic White** | 84.1% | 42.5% | 41.6% | 32.1% |
| **2012 Non-Hispanic Asian** | 4.7% | 18.7% | -14.0% | 12.4% |
| **2012 Non-Hispanic Black** | .7% | 1.4% | -.7% | 6.3% |
| **2012 Non-Hispanic American Indian** | .1% | .2% | -.1% | .2% |
| **2012 Non-Hispanic All Other** | 2.8% | 2.9% | -.1% | 2.5% |
| **2012 Number of Households** | 10,841 | 995,933 | [1.1%] | 5,870,003 |
| **2012 Average Household Size** | 2.1 | 3.0 | -0.9 | 3.1 |
| **2012 Median Household Income ($)** | 90,899 | 71,193 | 19,706 | 57,465 |
| **2012 Number of Housing Units** | 12,946 | 1,052,361 | [1.2%] | 6,356,479 |
| **2012 Homeownership Rate** | 59.8% | 54.3% | 5.5% | 54.3% |
| **2012 Median Existing Home Sales Price ($)** | 1,230,000 | 422,000 | 808,000 | 323,000 |
| **2011 - 2012 Median Home Sales Price Change** | 11.8% | -3.9% | 15.7% | 6.4% |
| **2012 Drove Alone to Work** | 90.2% | 81.6% | 8.6% | 77.8% |
| **2012 Mean Travel Time to Work (minutes)** | 31 | 29 | 2 | 31.4 |
| **2012 Number of Jobs** | 13,480 | 1,523,697 | [0.88%] | 7,462,957 |
| **2011 - 2012 Total Jobs Change** | 319 | 26,990 | [1.2%] | 109,491 |
| **2011 Average Salary per Job ($)** | 50,551 | 53,307 | -2,756 | 49,468 |
| **2012 K-12 Public School Student Enrollment** | 2,375 | 503,736 | .5% | 3,096,034 |

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA Data Quick; and SCAG

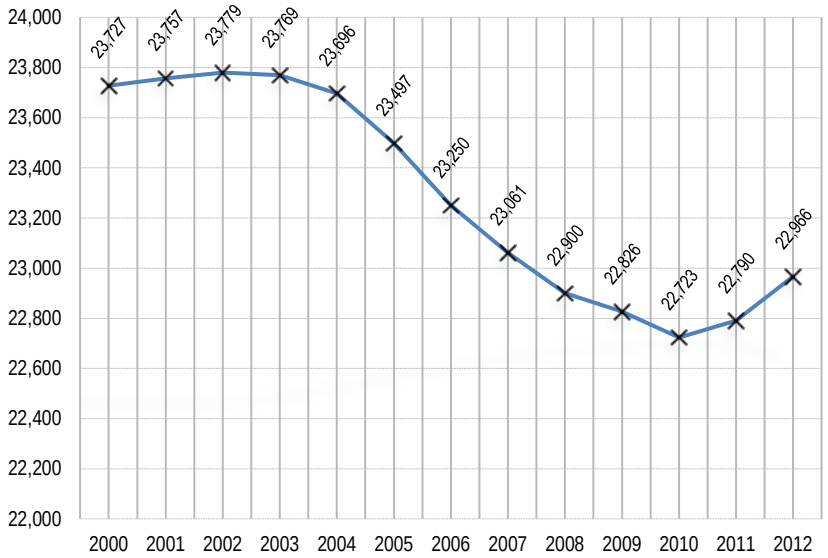
* Numbers with [ ] represent Laguna Beach's share of Orange County. The other numbers represent the difference between Laguna Beach and Orange County.

Mapped jurisdictional boundaries are as of July 1, 2012 and are for visual purposes only. Report data, however, are updated according to their respective sources

## II. Population ( City of Laguna Beach)*

### *Population Growth*

**Population: 2000 - 2012**



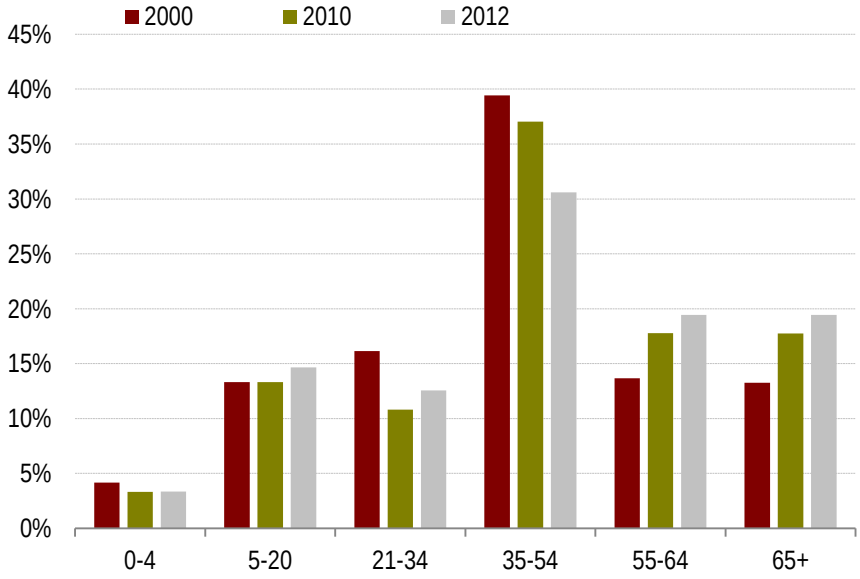

Sources: California Department of Finance, E-5, 2012

* The following charts in this report contain data for City of Laguna Beach unless noted otherwise.

- Between 2000 and 2012, the total population of City of Laguna Beach decreased by 761 to 22,966 in 2012.
- During this 12-year period, the city's population growth rate of -3.2 percent was lower than the Orange County rate of 7.4 percent.
- In Orange County 0.75% of the total population is in City of Laguna Beach.

## *Population by Age*

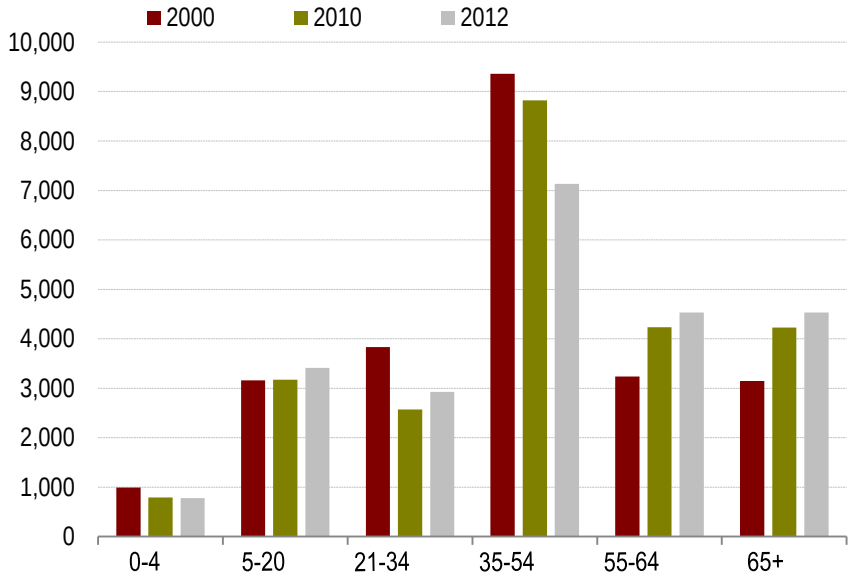
**Population Share by Age: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012 (2012 estimate)

- Between 2000 and 2012, the age group 65+ is projected to experience the largest increase in share, growing from 13.3 to 19.4 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 35-54, decreasing from 39.4 to 30.6 percent.

**Population by Age: 2000, 2010, and 2012**

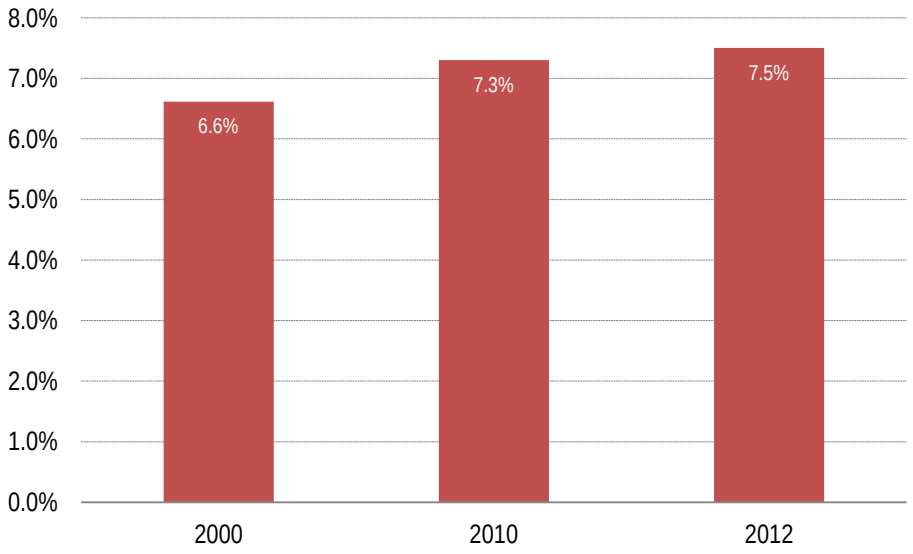



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012 (2012 estimate)

- The age group 65+ is expected to add the most population, with an increase of 1,386 people between 2000 and 2012.

## *Population by Race/Ethnicity*

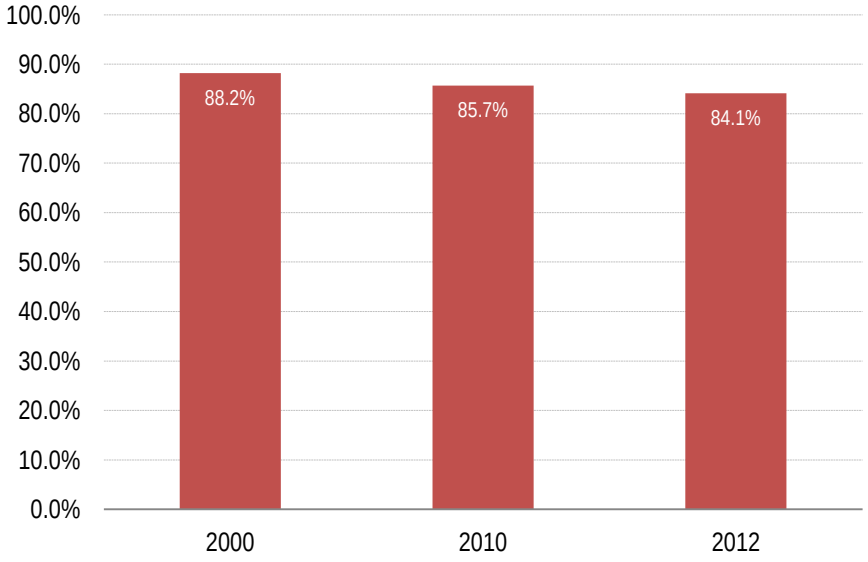
**Hispanic or Latino of Any Race: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Hispanic population in the city increased from 6.6 percent to 7.5 percent.

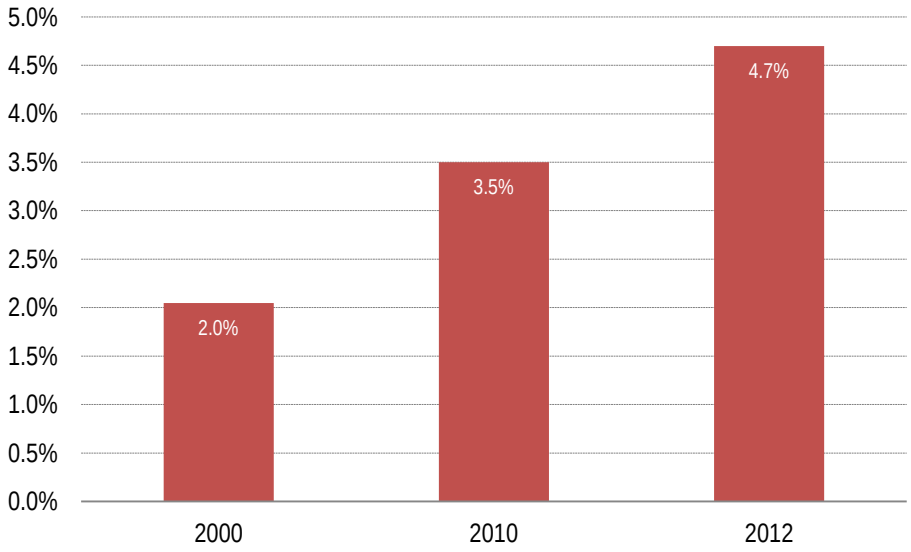
**Non-Hispanic White: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic White population in the city decreased from 88.2 percent to 84.1 percent.

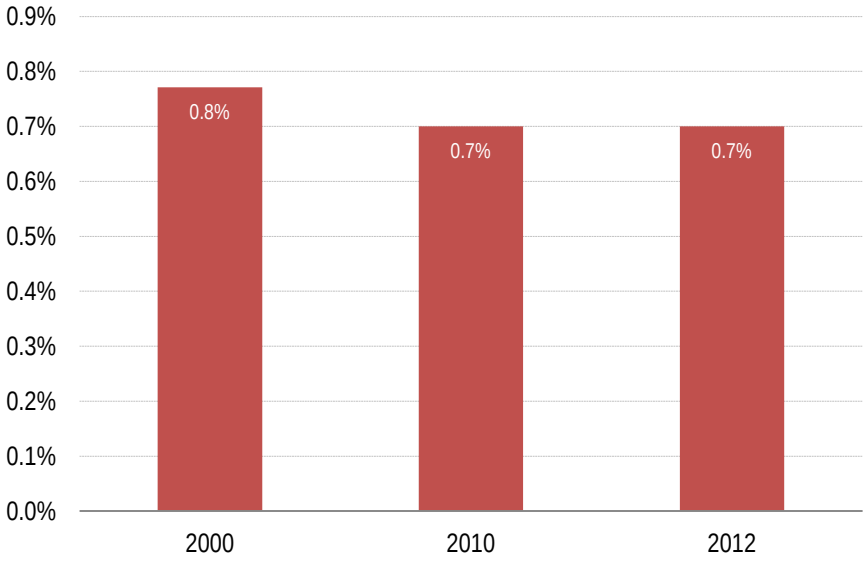
**Non-Hispanic Asian: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic Asian population in the city increased from 2.0 percent to 4.7 percent.

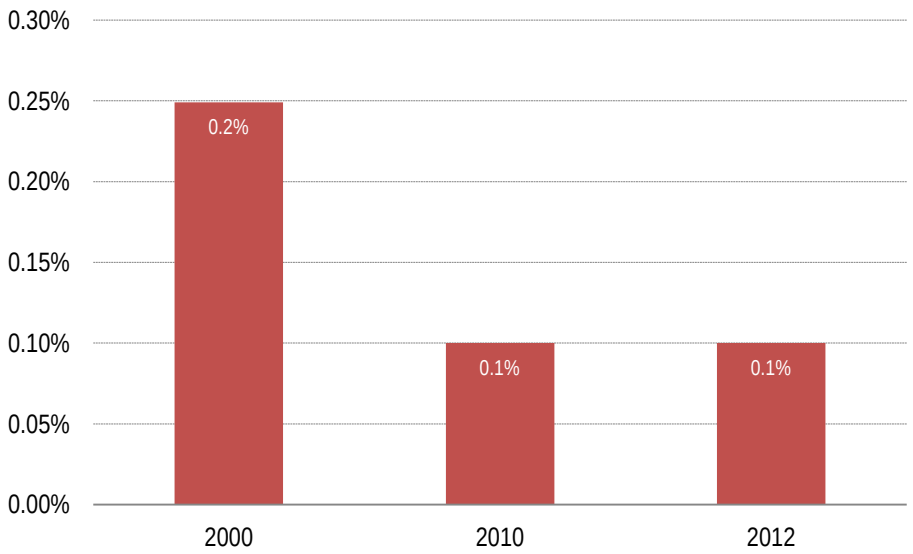
**Non-Hispanic Black: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic Black population in the city decreased from 0.8 percent to 0.7 percent.

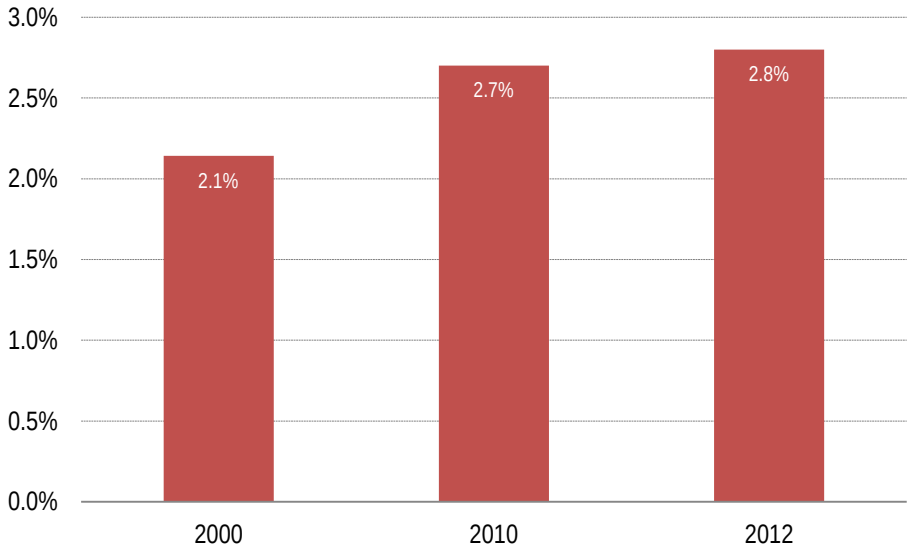
**Non-Hispanic American Indian: 2000, 2010, and 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the share of Non-Hispanic American Indian population in the city decreased from 0.2 percent to 0.1 percent.

**All Other Non-Hispanic: 2000, 2010, and 2012**



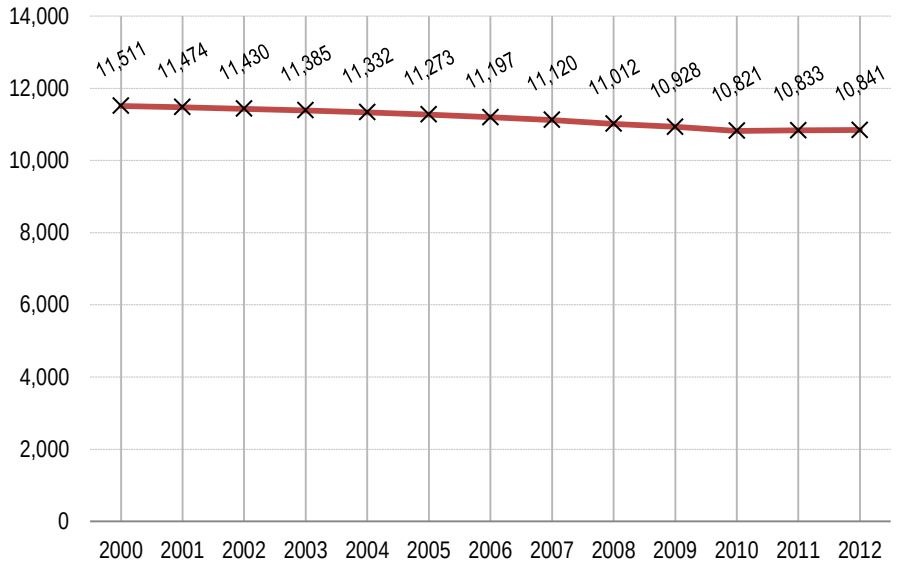

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the city increased from 2.1 percent to 2.8 percent
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

# III. Households

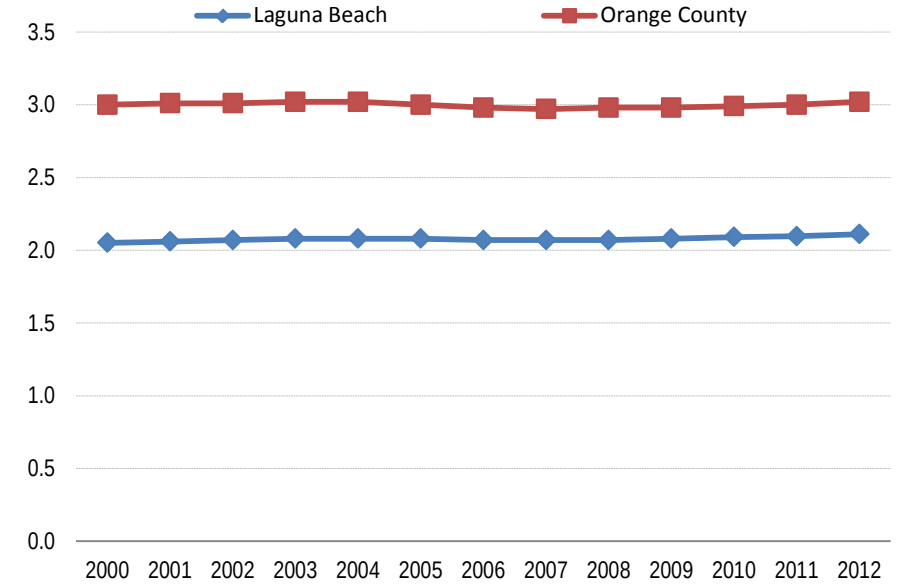
## *Number of Households (Occupied Housing Units)*

**Number of Households: 2000 - 2012**




Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2012

**Average Household Size: 2000 - 2012**

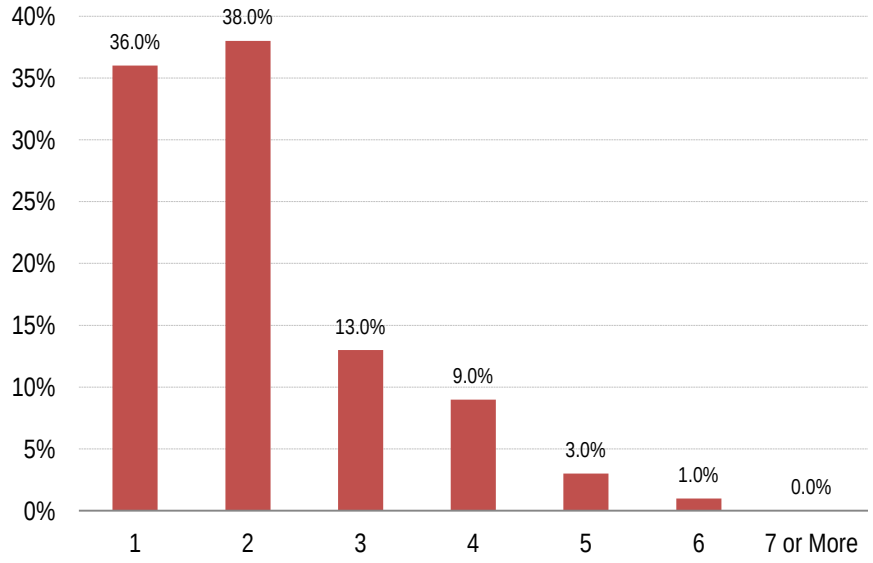



Source: California Department of Finance, E-5, 2012

- Between 2000 and 2012, the total number of households in City of Laguna Beach decreased by 670 units, or -5.8 percent.
- During this 12-year period, the city's household growth rate of -5.8 percent was lower than the county growth rate of 6.5 percent.
- 1.1 percent of Orange County's total number of households is in City of Laguna Beach.
- In 2012, the city's average household size was 2.1, lower than the county average of 3.0.

## *Households by Size*

**Percent of Households by Household Size: 2012**

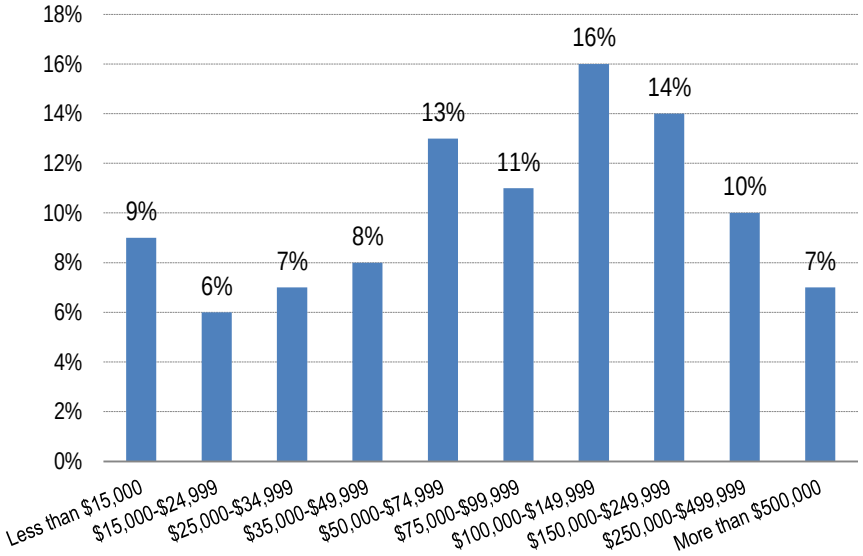



Source: Nielsen Co., 2012

- In 2012, 87 percent of all city households had 3 people or fewer.
- About 36 percent of the households were single-person households.
- Approximately 4 percent of all households in the city had 5 people or more.

## *Households by Income*

**Percent of Households by Household Income: 2012**

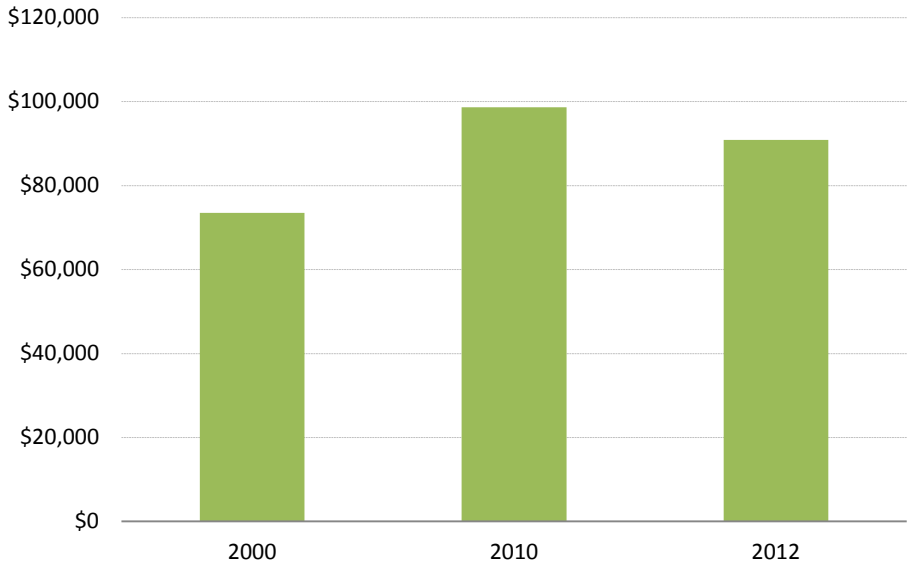



Source: Nielsen Co., 2012

- In 2012, 30 percent of households earned less than $50,000 annually.
- Approximately 24 percent of the households earned between $50,000 and $99,999.

## *Household Income*

**Median Household Income: 2000, 2010, 2012**

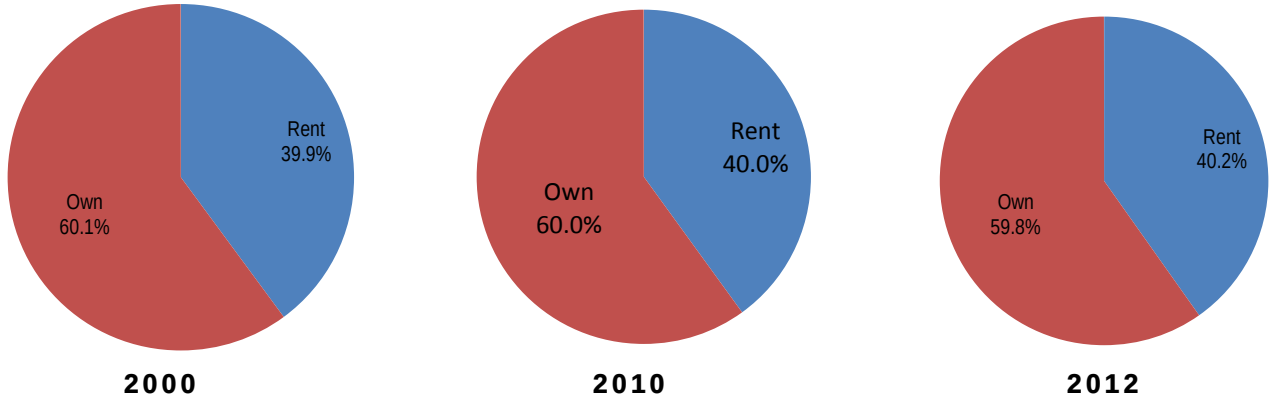



Source: Nielsen Co., 2012

- From 2000 to 2012, the Median Household Income increased by $17,403 annually.
- Note: Dollars are not constant.

## *Renters and Homeowners*

**Percentage of Renters and Homeowners: 2000, 2010, 2012**



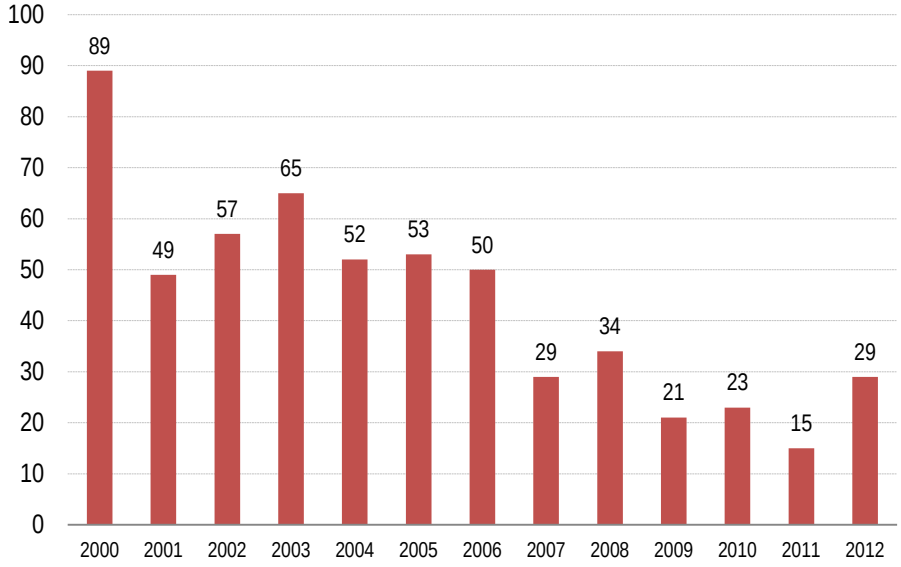

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

Between 2000 and 2012, homeownership rates decreased and the share of renters increased

# IV. Housing

## *Total Housing Production*

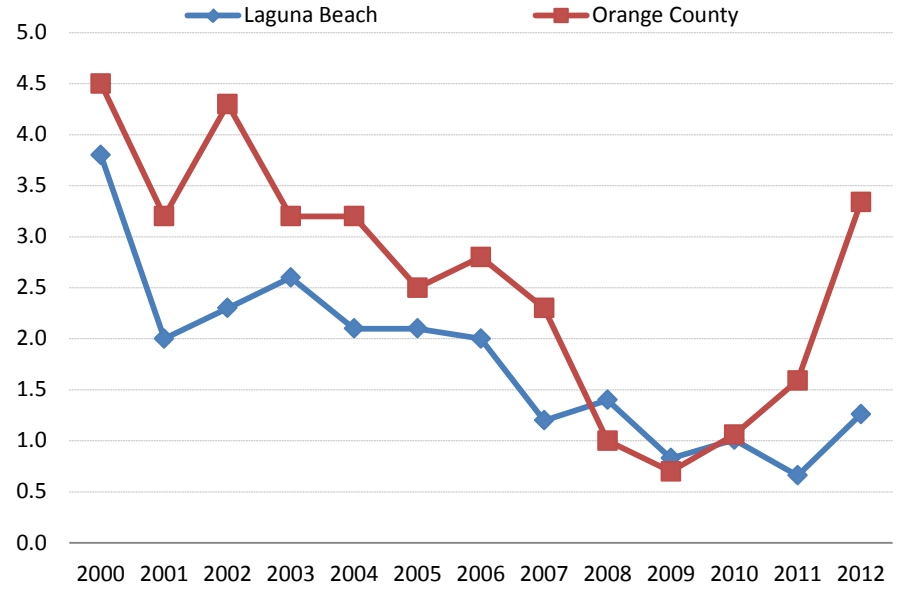
**Total Permits Issued for all Residential Units: 2000 - 2012**




Source: Construction Industry Research Board, 2000 - 2012

- Between 2000 and 2012, permits were issued for 566 new residential units.

**Permits Issued per 1,000 Residents for City of Laguna Beach: 2000 - 2012**

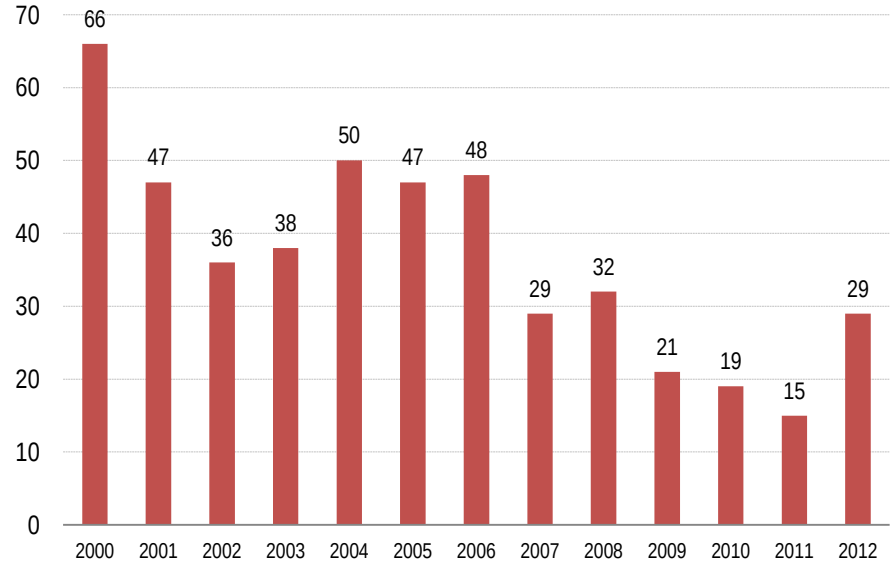



Sources: Construction Industry Research Board, 2000 - 2012; SCAG

- In 2000, City of Laguna Beach had 3.8 permits per 1,000 residents compared to the overall county figure of 4.5 permits per 1,000 residents.
- For the city in 2012, the number of permits per 1,000 residents decreased to 1.3 permits. For the county overall, it decreased to 3.3 permits per 1,000 residents.

## *Single-Family Housing Production*

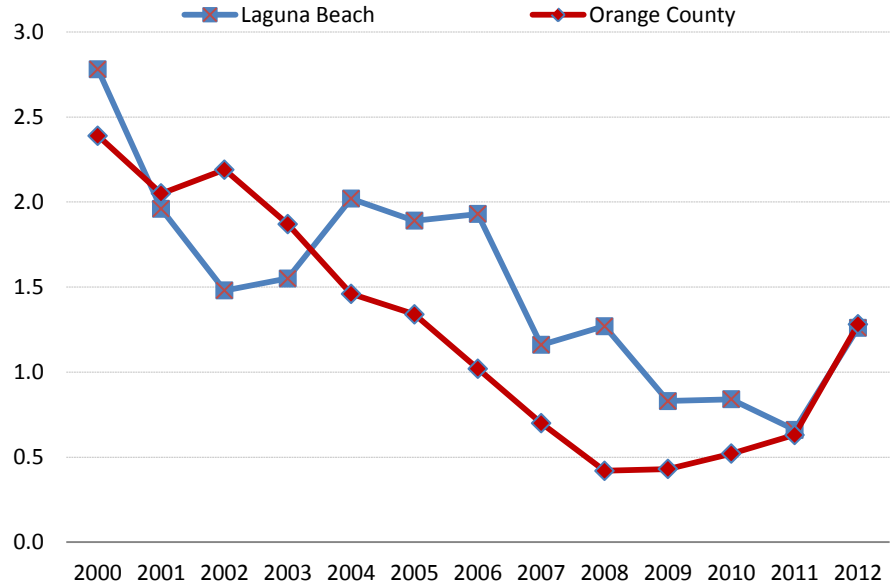
**Single-Family Permits Issued: 2000 - 2012**




Sources: Construction Industry Research Board, 2000 - 2012

- Between 2000 and 2012, permits were issued for 477 new single family homes.
- About 13.2 percent of these were issued in the last 3 years.

**Single-Family Permits Issued per 1,000 Residents: 2000 - 2012**

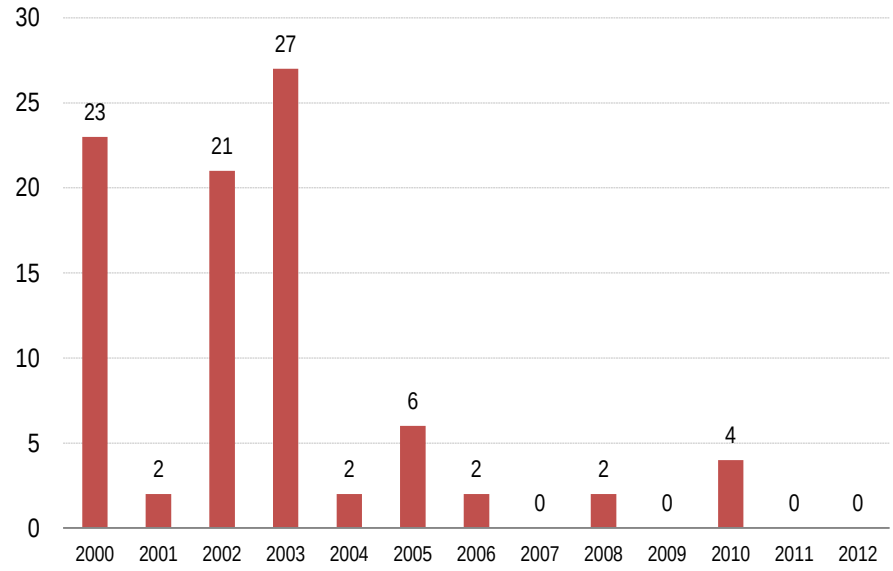



Sources: Construction Industry Research Board, 2000 - 2012

- In 2000, City of Laguna Beach issued 2.8 permits per 1,000 residents compared to the overall county figure of 2.4 permits per 1,000 residents.
- For the city in 2012, the number of permits issued per 1,000 residents decreased to 1.3 permits. For the county overall, it decreased to 1.3 permits per 1,000 residents.

## *Multi-Family Housing Production*

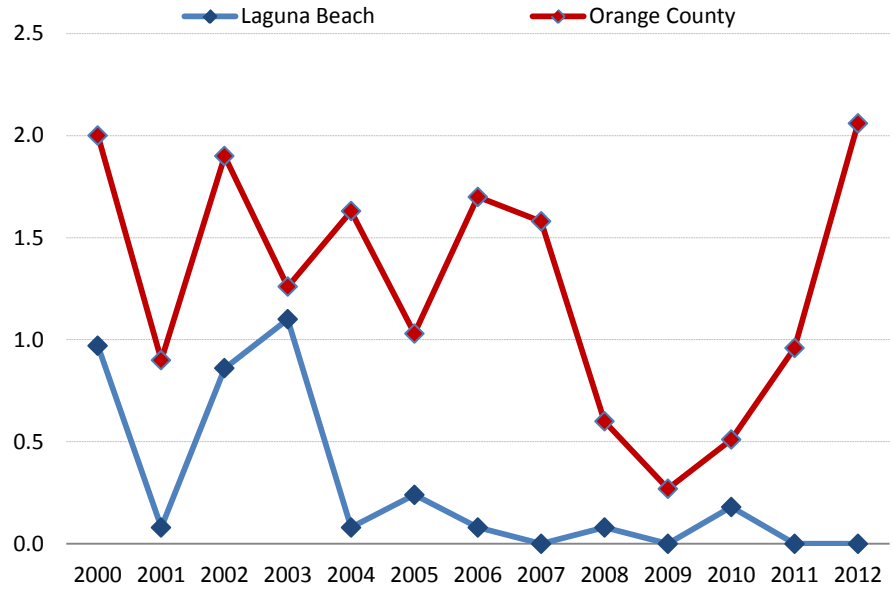
**Multi-Family Permits Issued: 2000 - 2012**




Sources: Construction Industry Research Board, 2000-2012

- Between 2000 and 2012, permits were issued for 89 new residential units.
- About 4.5 percent of these were issued in the last 3 years.

**Multi-Family Permits Issued per 1,000 Residents: 2000 - 2012**




Sources: Construction Industry Research Board, 2000-2012

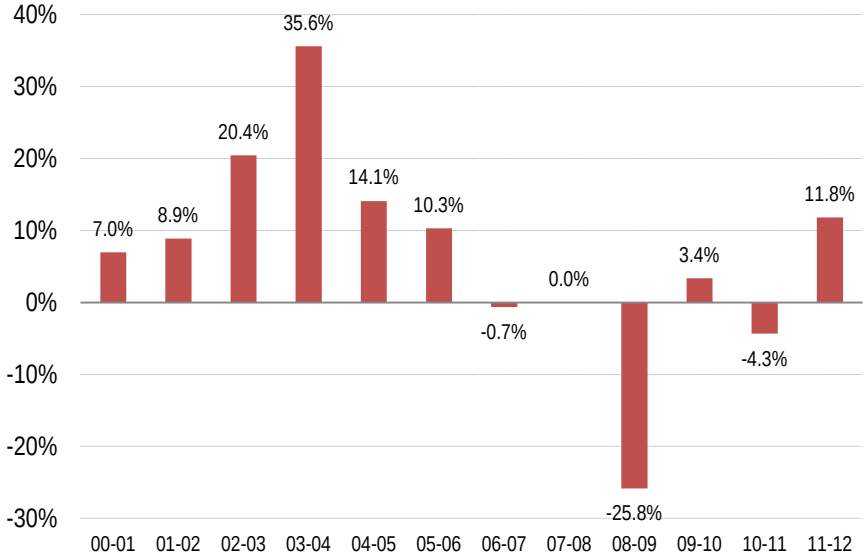
- In 2000, City of Laguna Beach issued 1 permit per 1,000 residents compared to the overall county figure of 2 permits per 1,000 residents.
- For the city in 2012, the number of permits per 1,000 residents decreased to 0 permit. For the county overall, it increased to 2.1 permits per 1,000 residents.

## *Home Sales Prices*

**Median Home Sales Price for Existing Homes: 2000 - 2012 (in $ thousands)**

Source: MDA Data Quick, 2012

**Annual Median Home Sales Price Change for Existing Homes: 2000 - 2012**




Source: MDA Data Quick, 2012

- Between 2000 and 2012, the median home sales price increased 94.9 percent from $631,000 to $1,230,000.
- Median home sales price increased by 7 percent between 2010 and 2012.
- In 2012, the median home sales price in the city was $1,230,000, $808,000 higher than that in the county overall.
- Note: Median home sales price reflects resales of existing homes and simply provides guidance on the market values of homes sold in the city.
- Between 2000 and 2012, annual home sales price change ranged between -25.8 and 35.6 percent.
- Between 2010 and 2012, the change in annual home sales prices was between -4.3 and 3.4 percent.

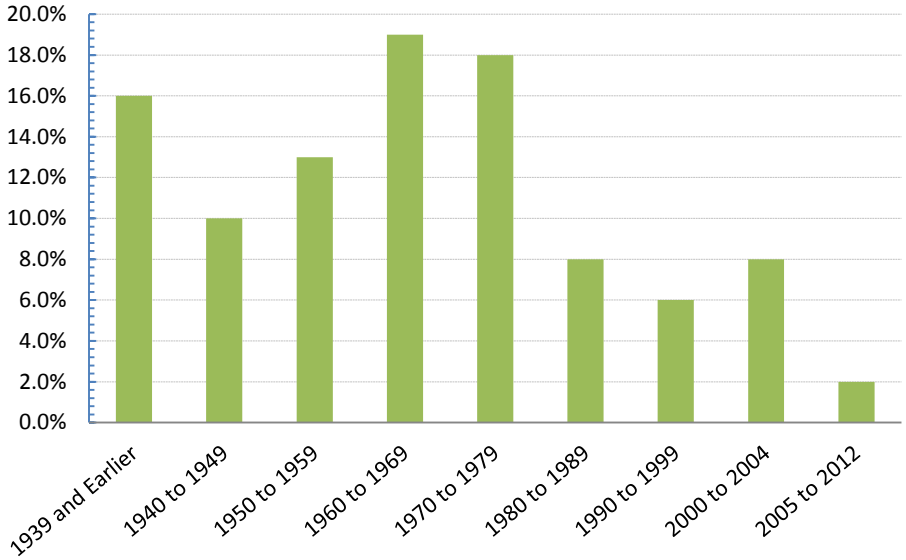
## *Housing Units by Housing Type: 2012*

| Housing Type | Number of Units | Percent of Total Units |
|---|---|---|
| Single Family Detached | 8,521 | 65.8 % |
| Single Family Attached | 686 | 5.3 % |
| Multi-family 2 to 4 units | 1,523 | 11.8 % |
| Multi-family 5 units plus | 1,927 | 14.9 % |
| Mobile Home | 289 | 2.2 % |
| Total | 12,946 | 100 % |

Source: California Department of Finance, E-5, 2012

- The most common housing type is Single Family Detached.
- Approximately 71.1 percent were single family homes and 26.6 percent were multi-family homes.

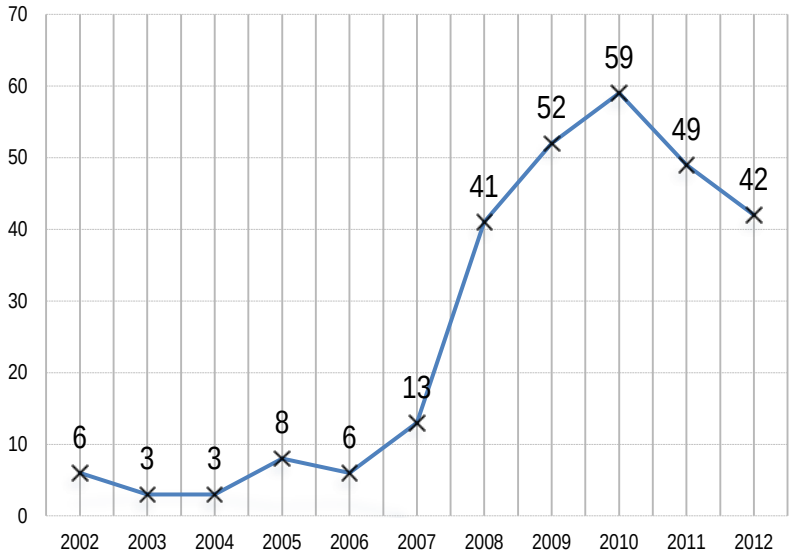
## *Age of Housing Stock*




Source: Neilsen, Co., 2012

- 58 percent of the housing stock was built before 1970.
- 42 percent of the housing stock was built between 1970 to 2012.
- The age of housing stock data partly reflects the local development history.

## *Foreclosures*



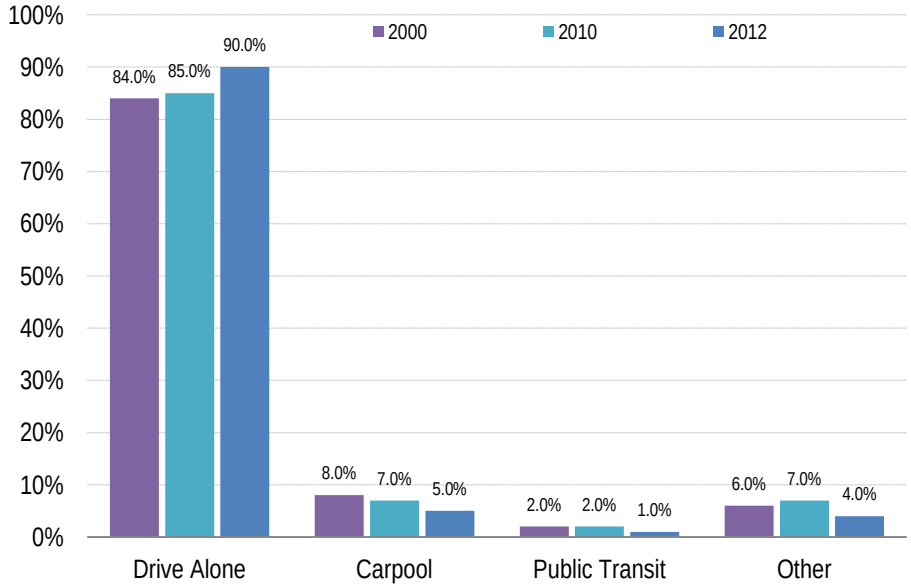

Source: MDA Data Quick, 2012

- There were a total of 42 foreclosures in 2012.
- Between 2007 and 2012, there were a total of 256 foreclosures.

# V. Transportation

## *Journey to Work for Residents*

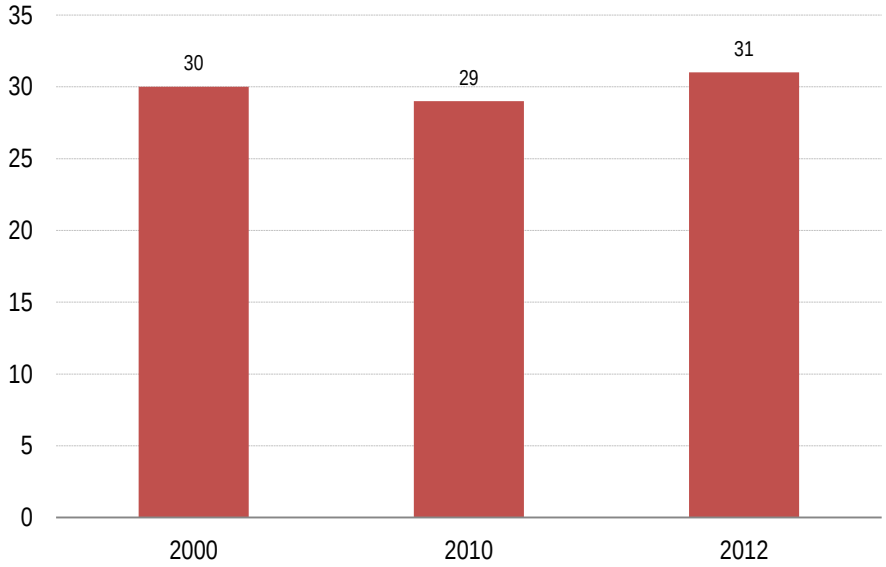
**Transportation Mode Choice: 2000, 2010, 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the greatest change occurred in the percentage of individuals who traveled to work by driving; this share increased by 6.3 percentage points.

**Average Travel Time: (minutes) 2000, 2010, 2012**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2012, the average travel time to work increased by approximately 1 minute.

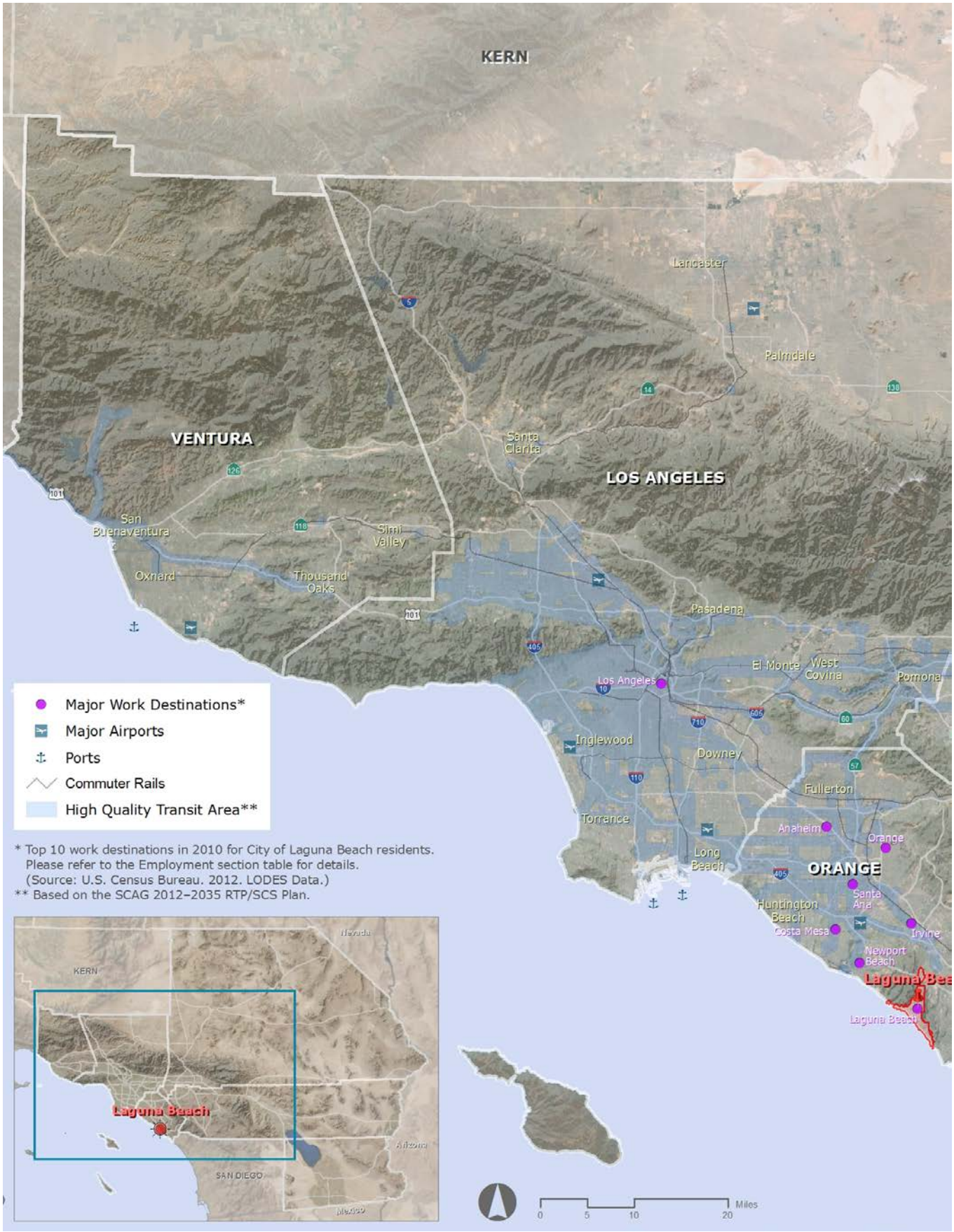
# VI. Employment

## Top 10 Places Where Residents Commute to Work: 2010

| Local Jurisdiction | | Number of Commuters | Percent of Total Commuters |
|---|---|---|---|
| 1. | Irvine | 1,832 | 17.48 % |
| 2. | Laguna Beach | 1,118 | 10.66 % |
| 3. | Newport Beach | 824 | 7.86 % |
| 4. | Santa Ana | 610 | 5.82 % |
| 5. | Los Angeles | 495 | 4.72 % |
| 6. | Costa Mesa | 429 | 4.09 % |
| 7. | Anaheim | 323 | 3.08 % |
| 8. | Orange | 254 | 2.42 % |
| 9. | Mission Viejo | 250 | 2.38 % |
| 10. | San Diego | 235 | 2.24 % |
| Other Destinations | | 4,113 | 39.23 % |

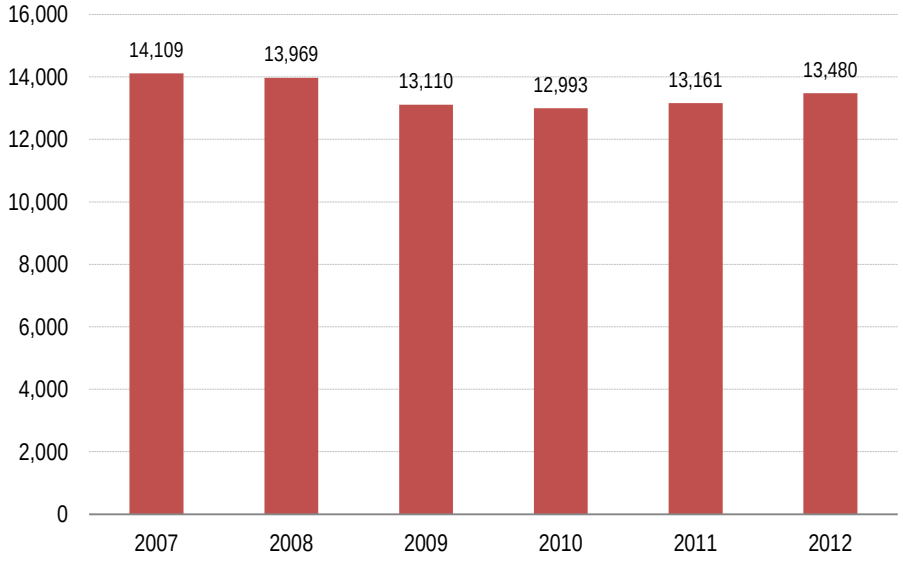
Source: U.S. Census Bureau, 2012; LODES Data; Longitudinal-Employer Household Dynamics Program

- This table identifies the top 10 locations where residents from City of Laguna Beach commute to work.
- 10.66% work in the local jurisdiction where they live, while 89.34% commute to other places.


KERN
VENTURA
LOS ANGELES
ORANGE
Lancaster
Palmdale
Santa Clarita
San Buenaventura
Oxnard
Simi Valley
Thousand Oaks
Pasadena
El Monte
West Covina
Pomona
Los Angeles
Inglewood
Downey
Fullerton
Torrance
Anaheim
Orange
Long Beach
Santa Ana
Huntington Beach
Costa Mesa
Irvine
Newport Beach
Laguna Beach
Major Work Destinations*
Major Airports
Ports
Commuter Rails
High Quality Transit Area**
* Top 10 work destinations in 2010 for City of Laguna Beach residents.
Please refer to the Employment section table for details.
(Source: U.S. Census Bureau. 2012. LODES Data.)
** Based on the SCAG 2012–2035 RTP/SCS Plan.
Nevada
KERN
Laguna Beach
Arizona
SAN DIEGO
Mexico
0
5
10
20
Miles

SAN BERNARDINO
Victorville
San Bernardino
Rancho Cucamonga
Ontario
Riverside
Moreno Valley
Palm Springs
RIVERSIDE
ORANGE
Mission Viejo
Temecula
San Diego
SAN DIEGO
Service Layer Credits: Copyright:© 2009 ESRI
Source: Esri, i-cubed, USDA, USGS, AEX, GeoEye, Getmapping, Aerogrid, IGN, IGP, and the GIS User Community

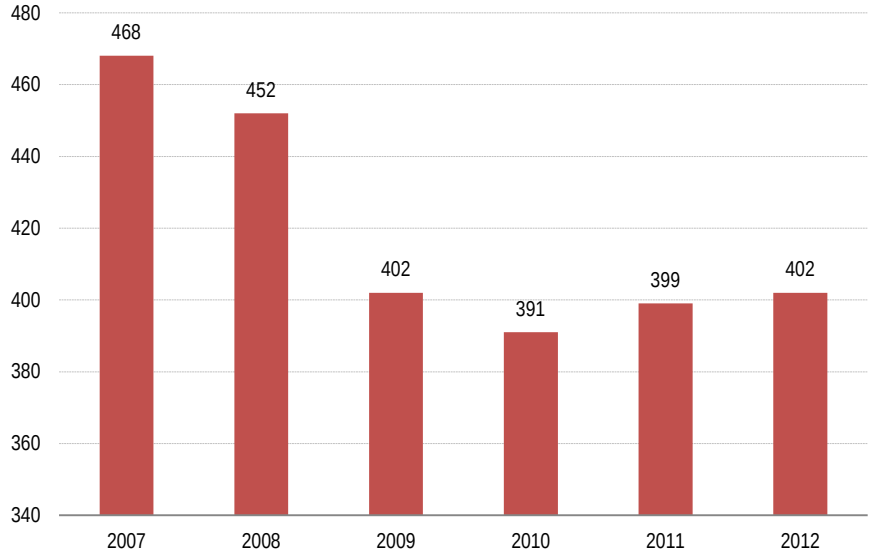
**Total Jobs: 2007 - 2012**




Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Total jobs include wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.
- In 2012, total jobs in City of Laguna Beach numbered 13,480, a decrease of 4.5 percent from 2007.

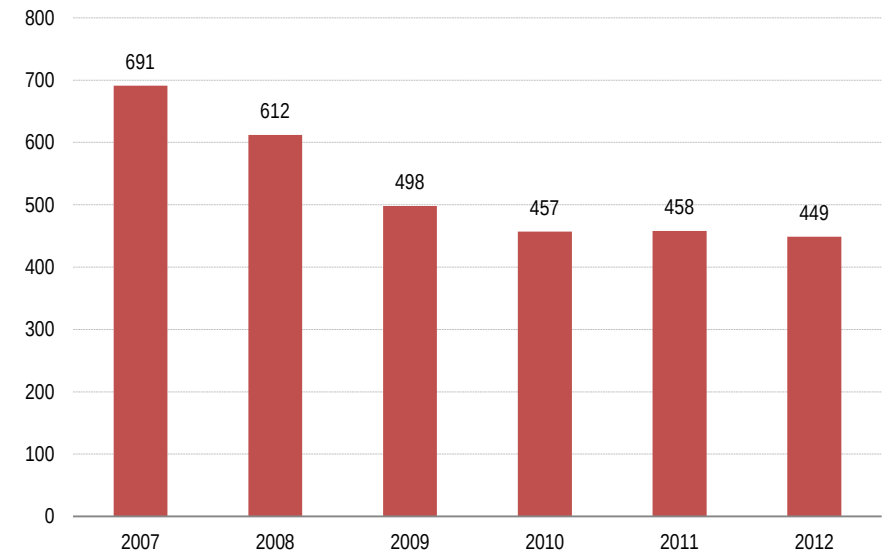
**Jobs in Manufacturing: 2007 - 2012**




Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food, apparel, metal, petroleum and coal, machinery, computer and electronic product, and transportation equipment.
- Between 2007 and 2012, the number of manufacturing jobs in the city decreased by 14.1 percent.

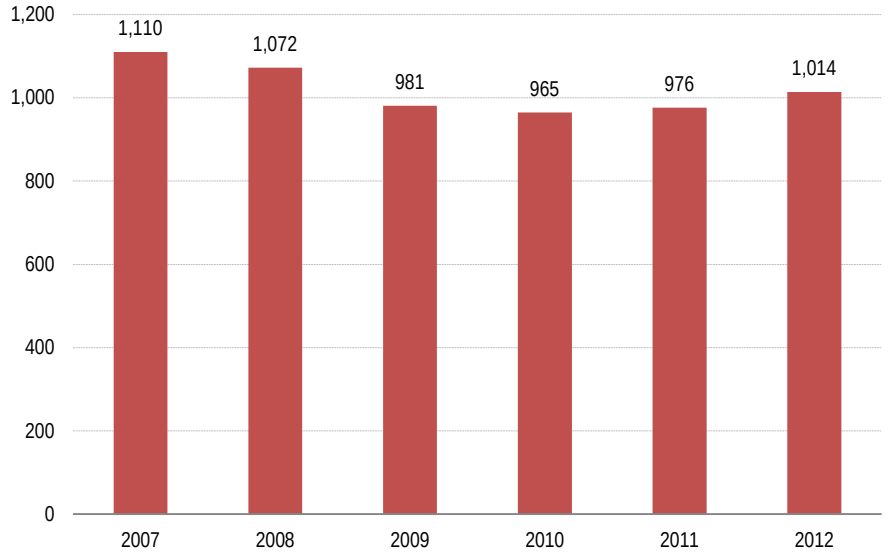
**Jobs in Construction: 2007 - 2012**




Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2012, construction jobs in the city decreased by 35 percent.

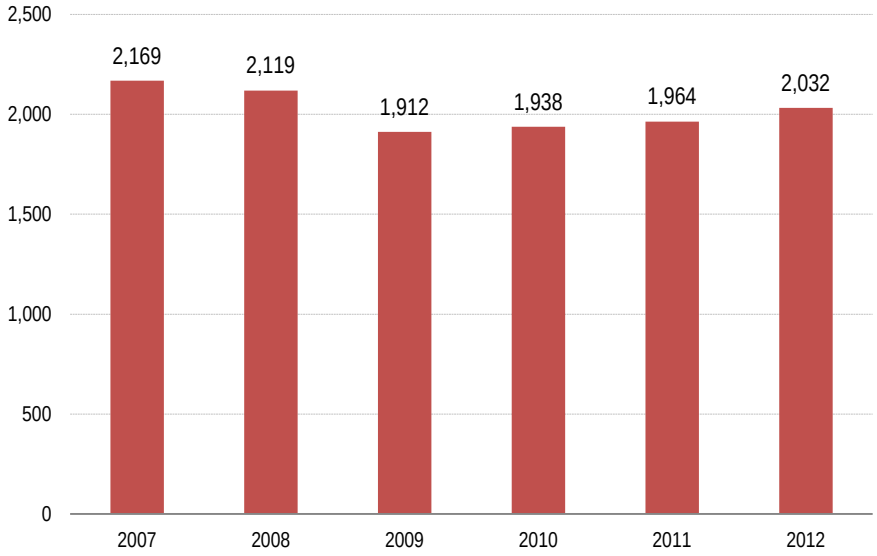
**Jobs in Retail Trade: 2007 - 2012**




Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Retail Trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliance, building material, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2012, the number of retail trade jobs in the city decreased by 8.6 percent.

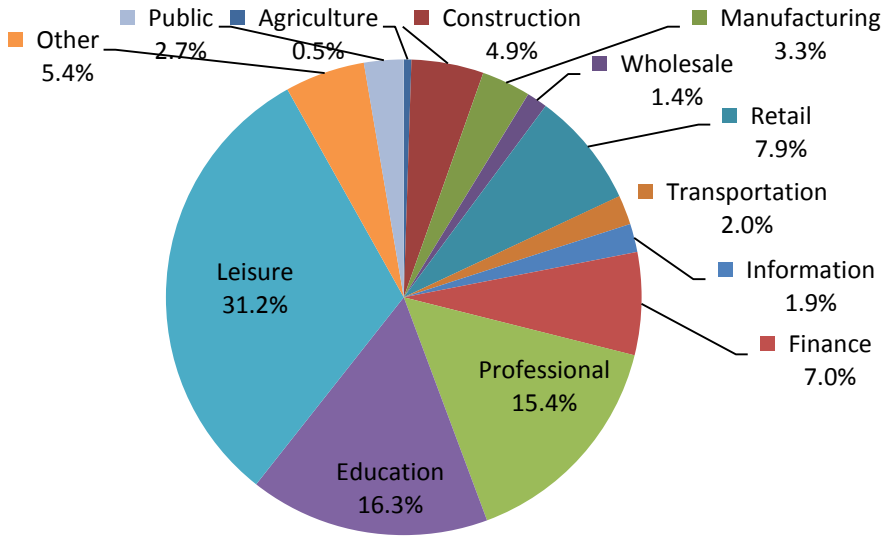
**Jobs in Professional and Management: 2007 - 2012**




Sources: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2012, the number of professional and management jobs in the city decreased by 6.3 percent.

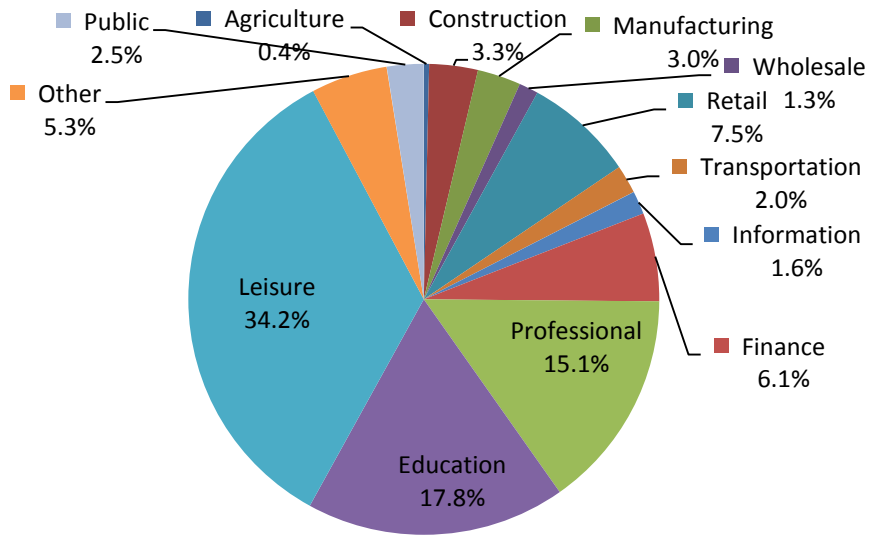
**Jobs by Sector: 2007**




Sources: California Employment Development Department, 2007; InfoGroup; and SCAG.

- Between 2007 and 2012, there were changes in the share of jobs by sector in City of Laguna Beach. From 2007 to 2012, the share of Leisure jobs increased from 31.2 percent to 34.2 percent while the share of Construction jobs declined from 4.9 percent to 3.3 percent.

**Jobs by Sector: 2012**

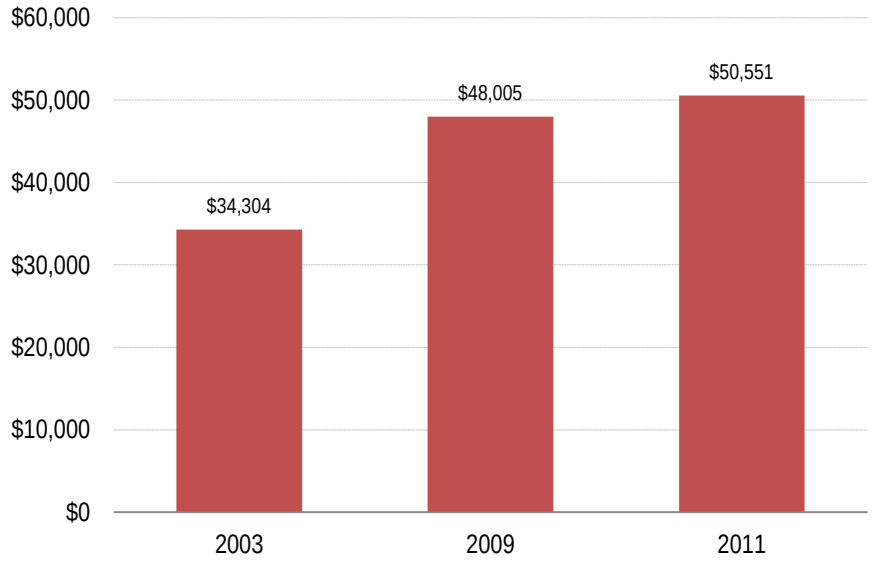



Sources: California Employment Development Department, 2012; InfoGroup; and SCAG.

- In 2012, the Leisure sector was the largest job sector, accounting for 34.2 percent of total jobs in the city.
- Other large sectors included Education (17.8 percent), Professional (15.1 percent), and Retail (7.5 percent).
- See Methodology Section for industry sector definitions.

## Average Salaries

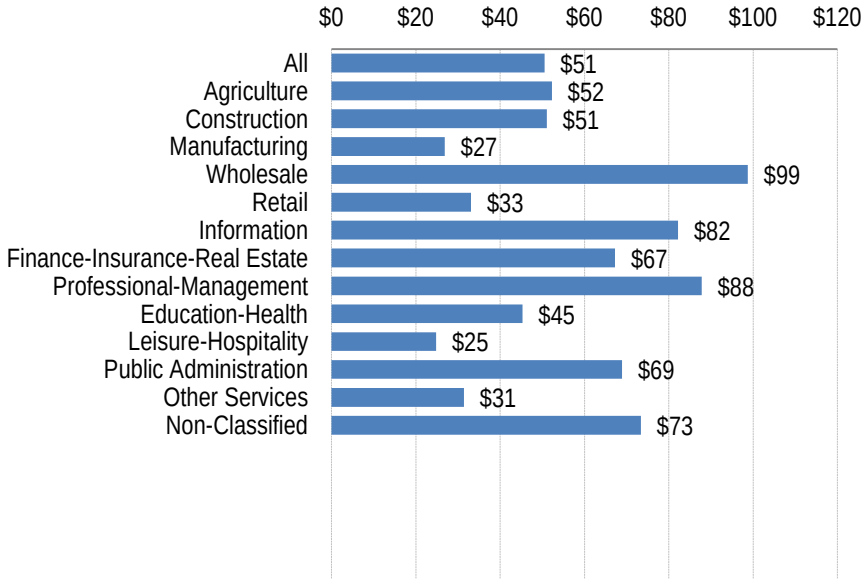
**Average Annual Salary Per Job: 2003 2009 and 2011**




Source: California Employment Development Department, 2003, 2009, 2011

- Average salaries for jobs located in the city increased from $34,304 in 2003 to $50,551 in 2011, a 47.4 percent change.

**Average Annual Salary by Sector: 2011 (in $ thousands)**

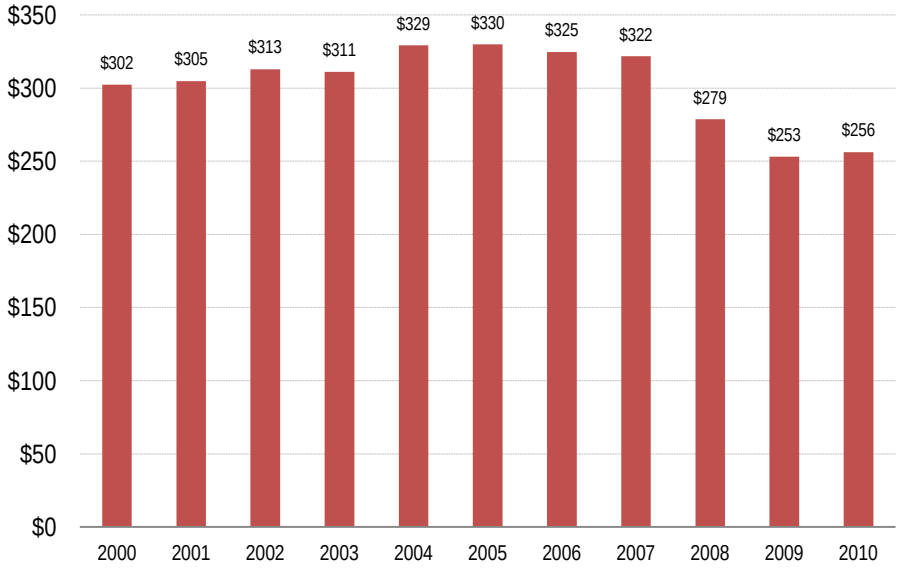



Source: California Employment Development Department, 2011

- In 2011, the sector providing the highest salary per job in the city was Wholesale ($98,762).
- The Leisure-Hospitality sector provided the lowest annual salary per job ($24,798).

# VII. Retail Sales

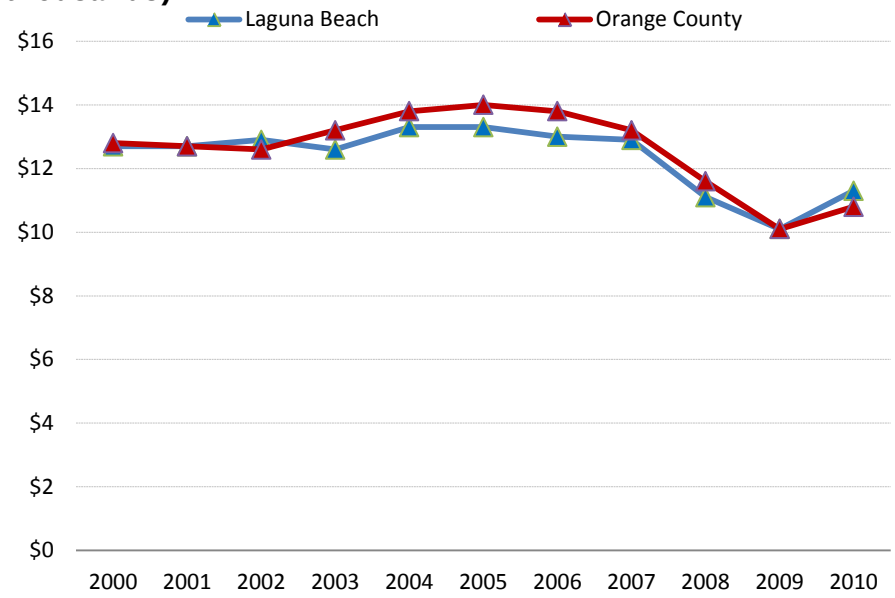
**Real Retail Sales: 2000 - 2010 (in 2010 $ millions)**




Source: California Board of Equalization, 2000-2010

- Real retail sales (inflation adjusted) in the City of Laguna Beach increased by 9.1 percent between 2000 and 2005.
- Real retail sales decreased by 22.3 percent between 2005 and 2010.

**Real Retail Sales per Person: 2000 - 2010 (in 2010 $ thousands)**

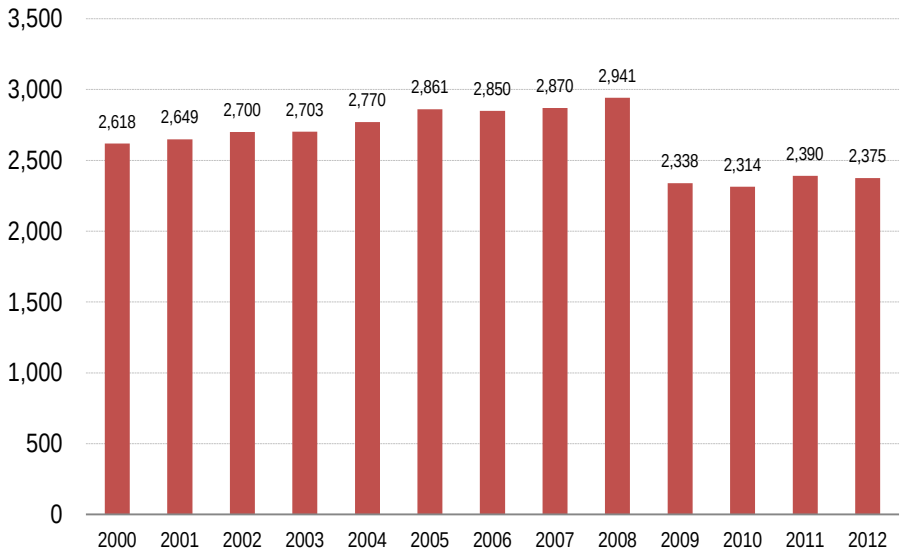



Source: California Board of Equalization, 2000-2010

- Between 2000 and 2010, real retail sales per person for the city decreased from $12,747 to $11,275.

# VIII. Education

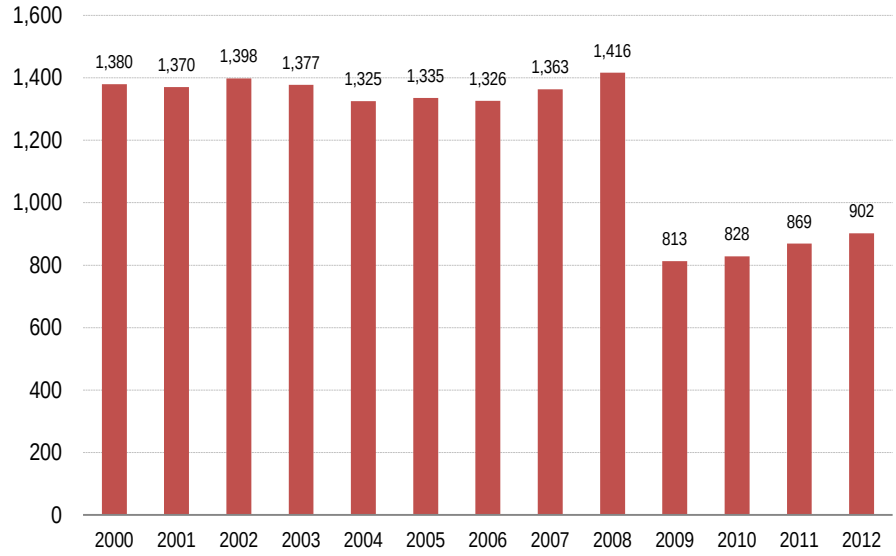
### K-12 Public School Student Enrollment: 2000 - 2012




Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total K-12 public school enrollment for schools within City of Laguna Beach decreased by 243 students, or about 9.3 percent.

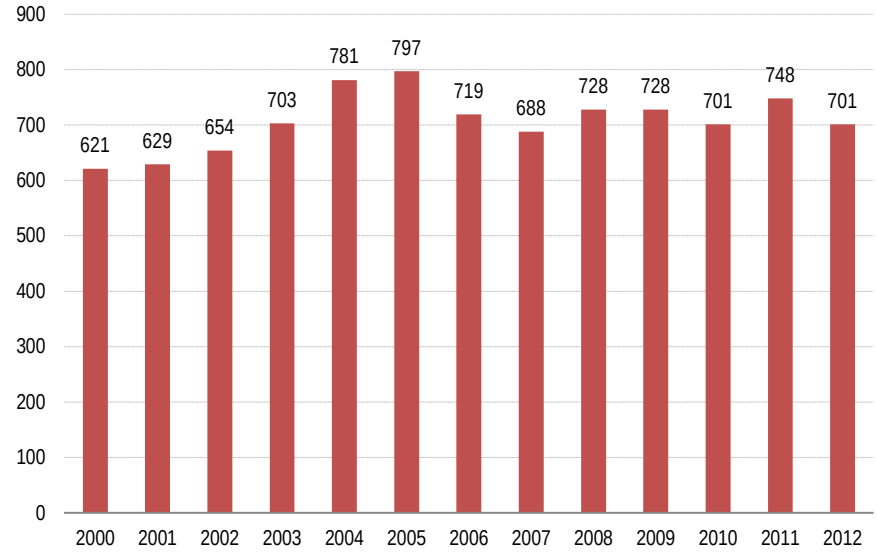
### K-6 Public School Student Enrollment: 2000 - 2012




Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public elementary school enrollment decreased by 478 students or 34.6 percent.

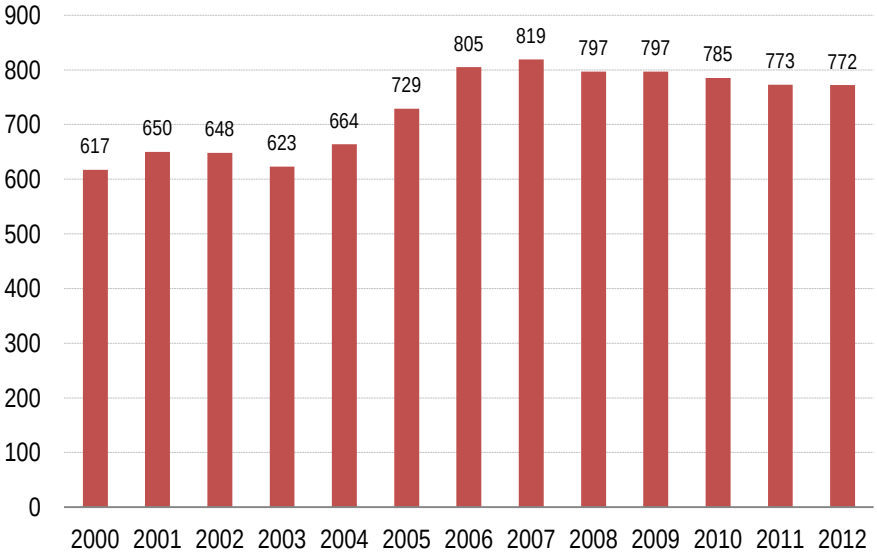
**Grades 7-9 Public School Student Enrollment: 2000 - 2012**




Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 7-9 increased by 80 students or 12.9 percent.

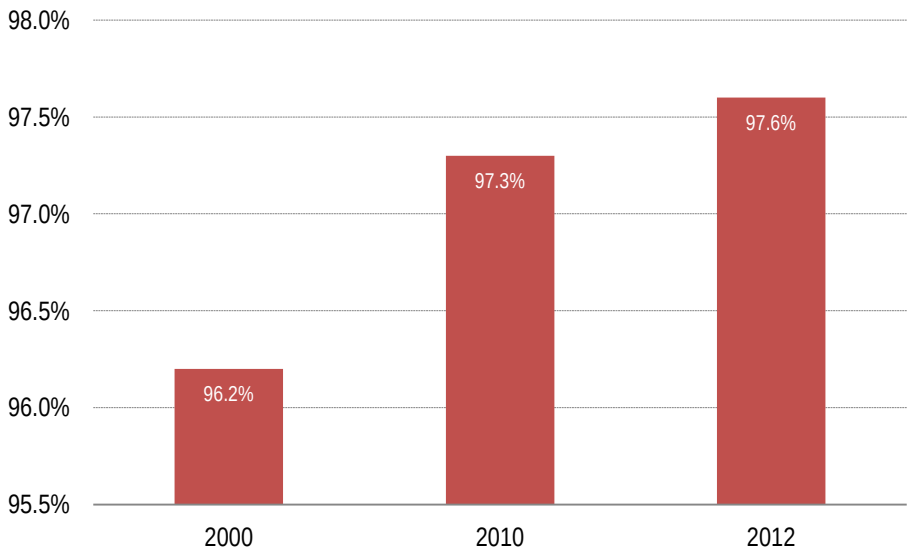
**Grades 10-12 Public School Student Enrollment: 2000 - 2012**




Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 10-12 increased by 155 students, about 25.1 percent.

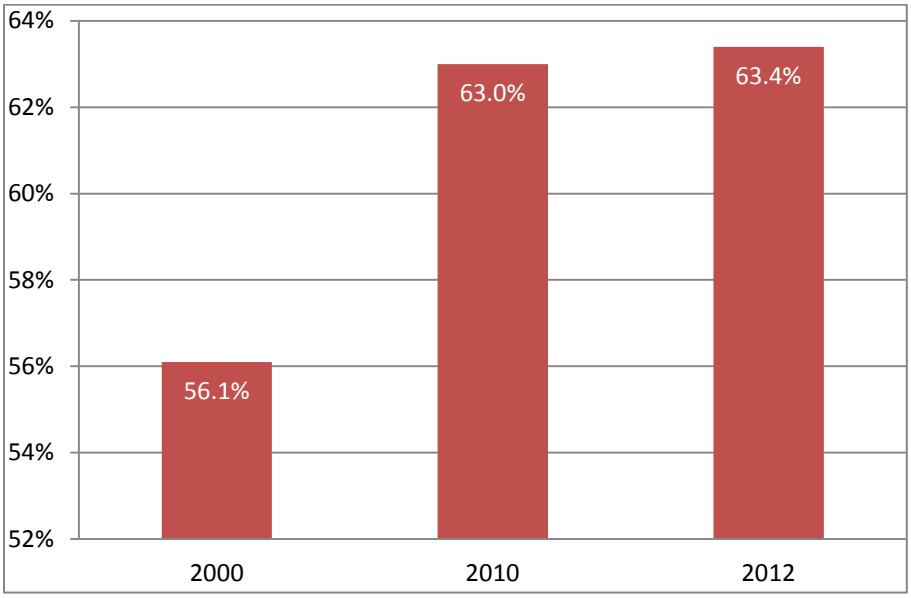
**Percent of Population 25 Years and Over Completing High School or Higher**




Sources: 2000 and 2010 Census; Nielsen Co., 2012

- In 2012, 97.6 percent of the population 25 years and over completed high school or higher, which is higher than 2000 level.

**Percent of Population 25 Years and Over Completing a Bachelor's Degree or Higher**

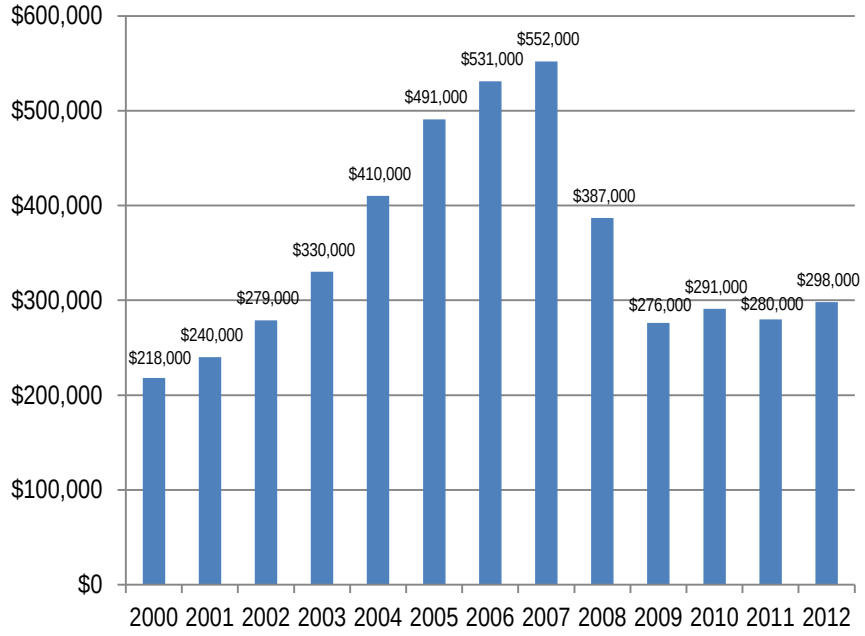



Sources: 2000 and 2010 Census; Nielsen Co., 2012

- In 2012, 63.4 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than 2000.

# IX. SCAG Regional Highlights

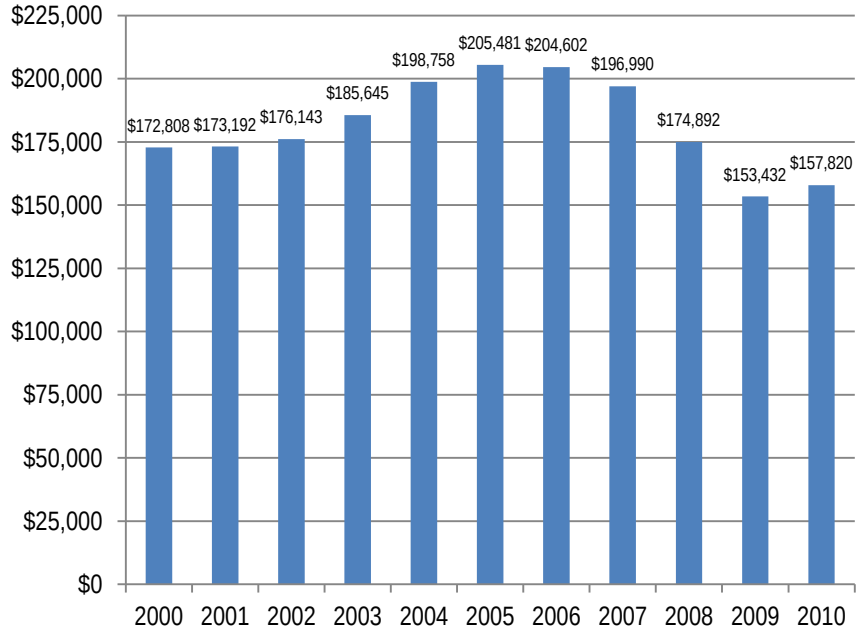
**SCAG Regional Median Home Sales Price: 2000 – 2012**




Source: MDA Data Quick, 2012

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half in 2011 from its 2007 level and rebounded slightly in 2012.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

**SCAG Regional Real Retail Sales: 2000 - 2010 (in 2010 $ millions)**




Source: California Board of Equalization, 2000-2010

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Between 2000 and 2005, real retail sales increased steadily by 19 percent but then dropped between 2005 and 2009 by $52 billion, or 25 percent.
- In 2010, total real retail sales were nine percent lower than the 2000 level.

## X. Data Sources

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoGroup

MDA Data Quick

National Center for Education Statistics

Nielsen Company

U.S. Census Bureau

# XI. Methodology

SCAG's Local Profiles utilizes the most up-to-date information from a number of publically available sources, including the Census Bureau, California Department of Finance, and the National Center for Educational Statistics. In the event that public information is not available or is not the most recent, SCAG contracts with a number of private entities to obtain regional data. The following sections describe how each data source was compiled to produce the information displayed in the preceding report.

### Statistical Summary Table

In the Statistical Summary Table (page 3), the values in field "Jurisdiction Relative to County/Region" are the differences between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region): Population, Number of Households, Number of Housing Units, Number of Jobs, Total Jobs Change, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census and estimates from the California Department of Finance. Data for all other categories are referenced throughout the report.

### Population Section

Where referenced, data from 2000 to 2012 was taken from the California Department of Finance's (DOF) E-5 estimates, were published in May 2012. This dataset was benchmarked to population figures from the 2000 and 2010 U.S. Decennial Censuses. Data relating to population by age group and by race/ethnicity was derived from the 2000 and 2010 U.S. Decennial Censuses, and Nielsen Co. The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010.
Below are definitions for race and ethnicity, which are taken from the U.S. Census Bureau. The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."
- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.

- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2012 and 2018. Charts for race/ethnicity were tabulated using 2000 and 2010 Census data and Nielsen Company data for 2012.

### Households Section

The 2000 figure was based on U.S. Decennial Census figures for April 1, 2000 and the 2010 figure was based on U.S. Decennial Census figures for April 1, 2010. Information for 2012 was supplied by the Nielsen Company. Average household size was developed using information from the California Department of Finance (DOF). Households by size was calculated based upon Nielsen Company Data.

### Housing Section

Housing units are the total number of both vacant and occupied units. Housing units by housing type information was developed using data from California Department of Finance (DOF). Age of housing stock information is from the Nielsen Company.

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties from self-reporting by individual jurisdictions. It represents both single family and multifamily housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures (e.g., reroofs, remodels, etc.). Please note that SCAG opted to report the annual number of permits issued by each jurisdiction which may be different than the number of housing units completed or constructed annually. This was done using a single data source which provides consistent data for all jurisdictions.

The median home sales price, compiled from MDA Data Quick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that were sold within the calendar year.

### Transportation Section

The journey to work data for the year 2000 was obtained by using the 2000 U.S. Decennial Census Summary File 3. Data from 2010 is based on the 2010 U.S. Decennial Census. Information for 2012 was provided by the Neilsen Company.

### Employment Section

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Decennial Census – Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2012. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information provided by industry type is defined by the North American Industry Classification System (NAICS). Although the NAICS provides a great level of detail on industry definitions for all types of businesses in North America, for the purposes of this report, this list of industries has been summarized into the following major areas: agriculture, construction, manufacturing, wholesale, retail, information, finance/insurance/real estate, professional/management, education/health, leisure/hospitality, public administration, other services, and non-classified industries. A brief description of each major industry area is provided below:

- Agriculture – This industry includes crop production, animal production and aquaculture, forestry and logging, fishing hunting and trapping, and support activities for agriculture and forestry.
- Construction – Industries under this umbrella involve the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- Manufacturing – This group includes the processing of raw material into products for trade, such as food manufacturing, apparel manufacturing, wood product manufacturing, petroleum and coal products manufacturing, chemical manufacturing, plastics and rubber products manufacturing, nonmetallic mineral product manufacturing, primary metal manufacturing, etc.
- Wholesale – Wholesale industries do business in the trade of raw materials and durable goods.
- Retail – Retail industries engage in the sale of durable goods directly to consumers.
- Information – Businesses in this industry specialize in the distribution of content through a means of sources, including newspaper, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information mediums.
- Finance/Insurance/Real Estate – This sector includes businesses associated with banking, consumer lending, credit intermediation, securities brokerage, commodities exchanges, health/life/medical/title/property/casualty insurance agencies and brokerages, and real estate rental/leasing/sales.
- Professional Management – This industry involves businesses that specialize in professional/scientific/technical services, management of companies and enterprises, and administrative and support services. Types of establishments that would fall under this category range from law offices, accounting services, architectural/engineering firms, specialized design services, computer systems design and related services, management consulting firms, scientific research and development services, advertising firms, office administrative services, facilities support services, amongst many others.
- Education/Health – Organizations that fall into this family include elementary and secondary schools, junior colleges, universities, professional schools, technical and trade schools, medical offices, dental offices, outpatient care centers, medical and diagnostic laboratories, hospitals, nursing and residential care facilities, social assistance services, emergency relief services, vocational rehabilitation services, and child day care services.
- Leisure/Hospitality – This family of industries includes organizations in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food services and drinking places.
- Public Administration – This classification includes public sector organizations, including legislative bodies, public finance institutions, executive and legislative offices, courts, police protection, parole offices, fire protection, correctional

institutions, administration of governmental programs, space research and technology, and national security.

- Other Services – Groups in this group include, for example, automotive repair and maintenance, personal and household goods repair and maintenance, personal laundry services, dry-cleaning and laundry services, religious services, social advocacy organizations, professional organizations, and private households
- Non-Classified – Non-classified organizations involve work that is not included in the North American Industry Classification System.

### Retail Sales Section

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

### Education Section

Student enrollment data is based on public school campuses that are located within each jurisdiction's respective boundary. Enrollment numbers by grade within a given jurisdiction are tabulated based upon data obtained from the National Center for Education Statistics.

### Regional Highlights

Information for this section was developed through data from MDA Data Quick and the California Board of Equalization.

### Data Sources Section

In choosing the data sources used for this report, the following factors were considered:

- Availability for all jurisdictions in the SCAG region,
- The most recognized source on the subject,
- Data sources within the public domain, and
- Data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

The preparation of this report has been financed in part through grants from the Federal Highway Administration and Federal Transit Administration, U.S. Department of Transportation, under the Metropolitan Planning Program, Section 104(f) of Title 23, U.S. Code. The contents of this report do not necessarily reflect the official views or policy of the U.S. Department of Transportation. Additional assistance was provided by the California Department of Transportation.

# XII. Acknowledgments

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Ying Zhou, Regional Planner Specialist
Marisol Maciel-Cervantes, SCAG Intern
Lu Lu, SCAG Intern

## Southern California Association of Governments
## Regional Council Roster
May 2013

| | Members | Representing | |
|---|---|---|---|
| **President** | **Hon. Glen Becerra** | ***Simi Valley*** | **District 46** |
| **1st Vice-President** | **Hon. Greg Pettis** | ***Cathedral City*** | **District 2** |
| **2nd Vice-President** | **Hon. Carl Morehouse** | ***San Buenaventura*** | **District 47** |
| **Imm. Past President** | **Hon. Pam O'Connor** | ***Santa Monica*** | **District 41** |
| | Hon. Jack Terrazas | | Imperial County |
| | Hon. Michael Antonovich | | Los Angeles County |
| | Hon. Mark Ridley-Thomas | | Los Angeles County |
| | Hon. Shawn Nelson | | Orange County |
| | Hon. Gary Ovitt | | San Bernardino County |
| | Hon. Jeff Stone | | Riverside County |
| | Hon. Linda Parks | | Ventura County |
| | VACANT | | OCTA |
| | Hon. Robert "Bob" Botts | *Banning* | RCTC |
| | Hon. Alan Wapner | *Ontario* | SANBAG |
| | Hon. Keith Millhouse | *Moorpark* | VCTC |
| | VACANT | | ICTC |
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| | Hon. Jeff DeGrandpre | *Eastvale* | District 4 |
| | Hon. Ronald Roberts | *Temecula* | District 5 |
| | Hon. Jon Harrison | *Redlands* | District 6 |
| | Hon. Larry McCallon | *Highland* | District 7 |
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| | Hon. Ed Graham | *Chino Hills* | District 10 |
| | Hon. Bill Jahn | *Big Bear Lake* | District 11 |
| | Hon. Mike Munzing | *Aliso Viejo* | District 12 |
| | Hon. Kathryn McCullough | *Lake Forest* | District 13 |
| | Hon. Steven Choi | *Irvine* | District 14 |
| | Hon. Leslie Daigle | *Newport Beach* | District 15 |
| | Hon. Michele Martinez | *Santa Ana* | District 16 |
| | Hon. John Nielsen | *Tustin* | District 17 |
| | Hon. Leroy Mills | *Cypress* | District 18 |
| | Hon. Kris Murray | *Anaheim* | District 19 |
| | VACANT | | District 20 |
| | Hon. Art Brown | *Buena Park* | District 21 |
| | Hon. Brett Murdock | *Brea* | District 22 |
| | Hon. Bruce Barrows | *Cerritos* | District 23 |
| | Hon. Gene Daniels | *Paramount* | District 24 |
| | Hon. Mario Guerra | *Downey* | District 25 |

**Southern California Association of Governments**
**Regional Council Roster**
May 2013

| Members | Representing | |
|---|---|---|
| Hon. Jim Morton | *Lynwood* | District 26 |
| Hon. Frank Gurulé | *Cudahy* | District 27 |
| Hon. Dan Medina | *Gardena* | District 28 |
| Hon. Steven Neal | *Long Beach* | District 29 |
| Hon. James Johnson | *Long Beach* | District 30 |
| Hon. Roy Francis | *La Habra Heights* | District 31 |
| Hon. Margaret Clark | *Rosemead* | District 32 |
| Hon. Gene Murabito | *Glendora* | District 33 |
| Hon. Barbara Messina | *Alhambra* | District 34 |
| Hon. Margaret E. Finlay | *Duarte* | District 35 |
| Hon. Donald Voss | *La Cañada/Flintridge* | District 36 |
| Hon. Carol Herrera | *Diamond Bar* | District 37 |
| Hon. Paula Lantz | *Pomona* | District 38 |
| Hon. James Gazeley | *Lomita* | District 39 |
| Hon. Judy Mitchell | *Rolling Hills Estates* | District 40 |
| VACANT | | |
| Hon. Steven Hofbauer | *Palmdale* | District 43 |
| Hon. Mark Rutherford | *Westlake Village* | District 44 |
| Hon. Carmen Ramirez | *Oxnard* | District 45 |
| Hon. Ed P. Reyes | *Los Angeles* | District 48 |
| Hon. Paul Krekorian | *Los Angeles* | District 49 |
| Hon. Dennis Zine | *Los Angeles* | District 50 |
| Hon. Tom LaBonge | *Los Angeles* | District 51 |
| Hon. Paul Koretz | *Los Angeles* | District 52 |
| VACANT | *Los Angeles* | District 53 |
| Hon. Richard Alarcón | *Los Angeles* | District 54 |
| Hon. Bernard C. Parks | *Los Angeles* | District 55 |
| Hon. Jan Perry | *Los Angeles* | District 56 |
| Hon. Herb Wesson, Jr. | *Los Angeles* | District 57 |
| Hon. Bill Rosendahl | *Los Angeles* | District 58 |
| Hon. Mitchell Englander | *Los Angeles* | District 59 |
| Hon. Eric Garcetti | *Los Angeles* | District 60 |
| Hon. José Huizar | *Los Angeles* | District 61 |
| Hon. Joe Buscaino | *Los Angeles* | District 62 |
| Hon. Karen Spiegel | *Corona* | District 63 |
| Hon. Matthew Harper | *Huntington Beach* | District 64 |
| Hon. Ryan McEachron | *Victorville* | District 65 |
| Hon. Lupe Ramos Watson | *Indio* | District 66 |
| Hon. Marsha McLean | *Santa Clarita* | District 67 |
| VACANT | | Tribal Government |

**Southern California Association of Governments**
**Regional Council Roster**
May 2013

| **Members** | | ***Representing*** |
|---|---|---|
| | | Representative |
| Hon. Lisa Bartlett | *Dana Point* | TCA |
| Mr. Randall Lewis | *Lewis Group of Companies* | (Ex-Officio) |
| Hon. Antonio Villaraigosa | *Los Angeles* | (At-Large) |

***Notes:***