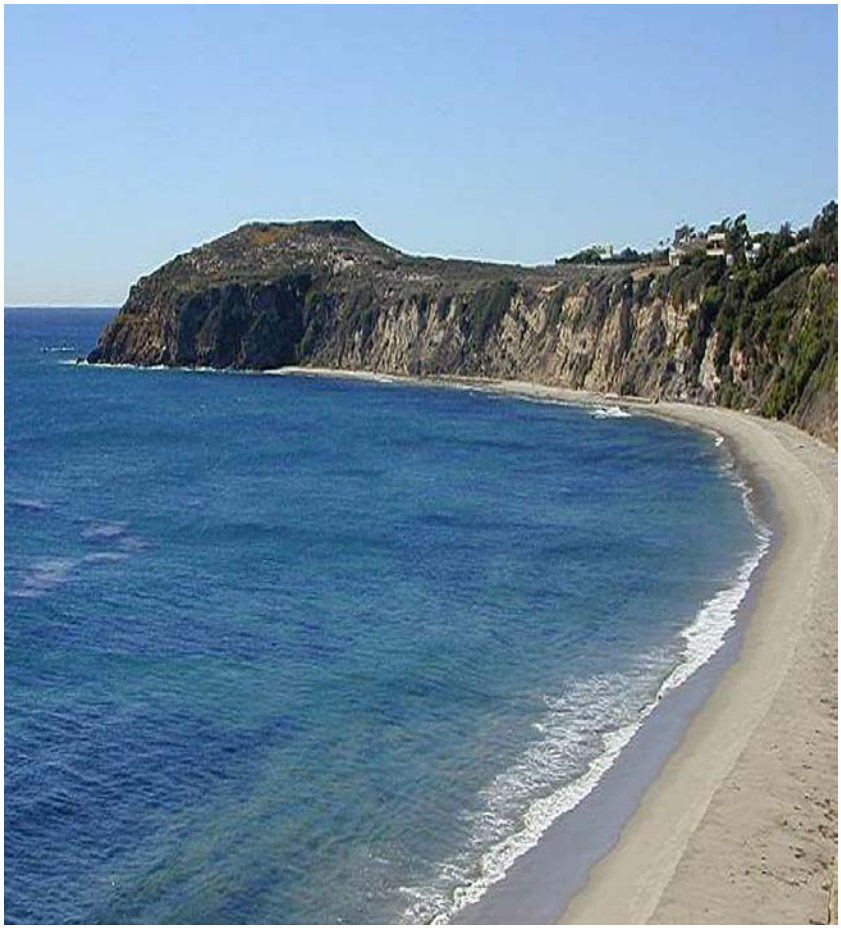
Profile of the City of Malibu

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

SCAG Regional Council District 44 includes Agoura Hills, Calabasas, Hidden Hills, Malibu, and Westlake Village

Represented by: Hon. Mark Rutherford



This profile report was prepared by the Southern California Association of Governments and shared with the City of Malibu. 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

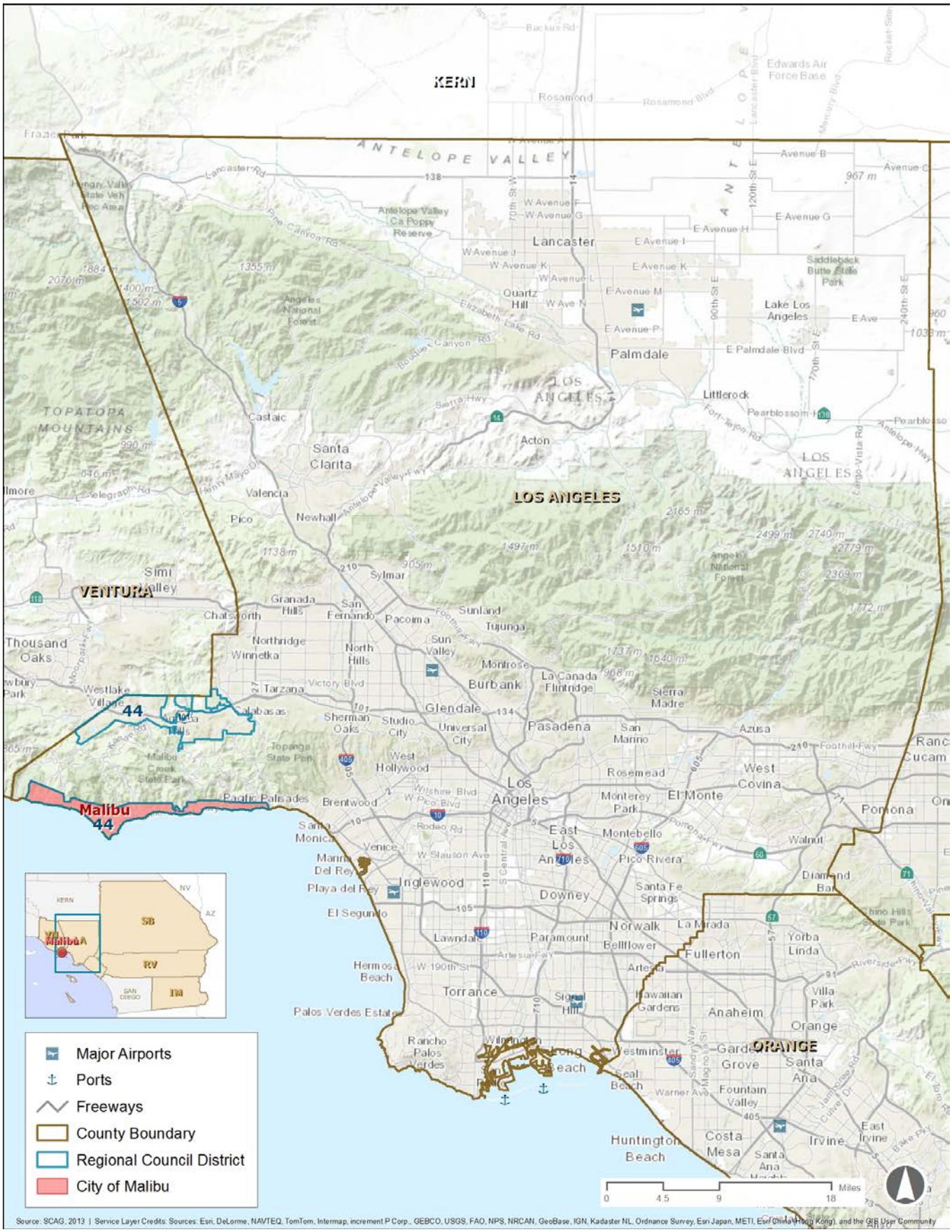

KERN
VENTURA
LOS ANGELES
ORANGE
44
Malibu
Major Airports
Ports
Freeways
County Boundary
Regional Council District
City of Malibu
Miles
0
4.5
9
18
Source: SCAG, 2013 | Service Layer Credits: Sources: Esri, DeLorme, NAVTEQ, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), and the GIS User Community

Table of Contents

I. INTRODUCTION 1

II. POPULATION 4

III. HOUSEHOLDS 9

IV. HOUSING 12

V. TRANSPORTATION 16

VI. EMPLOYMENT 17

VII. RETAIL SALES 25

VIII. EDUCATION 26

IX. SCAG REGIONAL HIGHLIGHTS 29

X. DATA SOURCES 30

XI. METHODOLOGY 31

XII. ACKNOWLEDGMENTS 35

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I. Introduction

The purpose of this report is to provide current information and data for the City of Malibu 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 Los Angeles 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 the City of Malibu.

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 the City of Malibu. 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	Malibu	Los Angeles County	Malibu relative to Los Angeles County*	SCAG Region
2012 Population	12,699	9,884,632	[0.13%]	18,242,331
2012 Median Age (Years)	47.3	35.6	11.7	35.2
2012 Hispanic	6.5%	48.5%	-42.0%	46.4%
2012 Non-Hispanic White	86.2%	27.1%	59.1%	32.1%
2012 Non-Hispanic Asian	3.0%	13.9%	-10.9%	12.4%
2012 Non-Hispanic Black	1.3%	8.0%	-6.7%	6.3%
2012 Non-Hispanic American Indian	.1%	.2%	-.1%	.2%
2012 Non-Hispanic All Other	2.8%	2.4%	.4%	2.5%
2012 Number of Households	5,271	3,249,575	[0.16%]	5,870,003
2012 Average Household Size	2.4	3.0	-0.6	3.1
2012 Median Household Income ($)	115,671	53,880	61,791	57,465
2012 Number of Housing Units	6,868	3,454,092	[0.2%]	6,356,479
2012 Homeownership Rate	70.9%	54.3%	16.6%	54.3%
2012 Median Existing Home Sales Price ($)	1,683,750	330,000	1,353,750	323,000
2011 - 2012 Median Home Sales Price Change	28.8%	4.8%	24%	6.4%
2012 Drove Alone to Work	85.4%	75.3%	10.1%	77.8%
2012 Mean Travel Time to Work (minutes)	34	32	2	31.4
2012 Number of Jobs	8,691	4,209,116	[0.21%]	7,462,957
2011 - 2012 Total Jobs Change	166	54,513	[0.3%]	109,491
2011 Average Salary per Job ($)	56,711	50,666	6,045	49,468
2012 K-12 Public School Student Enrollment	2,255	1,569,933	.1%	3,096,034

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

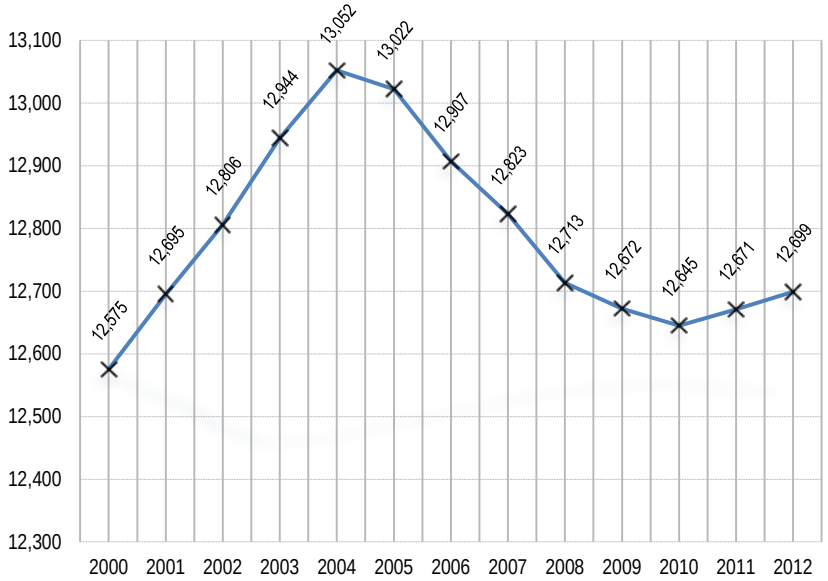
* Numbers with [ ] represent Malibu's share of Los Angeles County. The other numbers represent the difference between Malibu and Los Angeles County.

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 (the City of Malibu)*

Population Growth

Population: 2000 - 2012



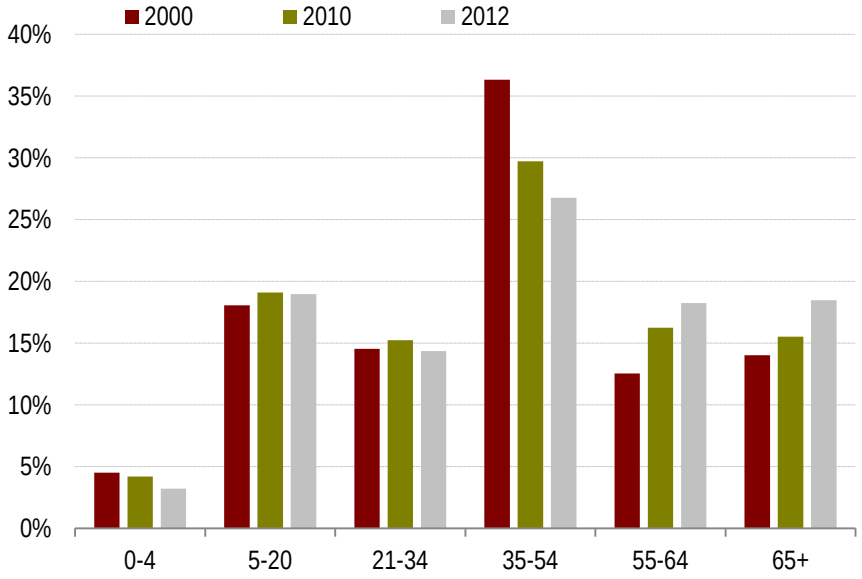
Sources: California Department of Finance, E-5, 2012

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

- Between 2000 and 2012, the total population of the City of Malibu increased by 124 to 12,699 in 2012.
- During this 12-year period, the city's population growth rate of 1 percent was lower than the Los Angeles County rate of 3.8 percent.
- In Los Angeles County 0.13% of the total population is in the City of Malibu.

Population by Age

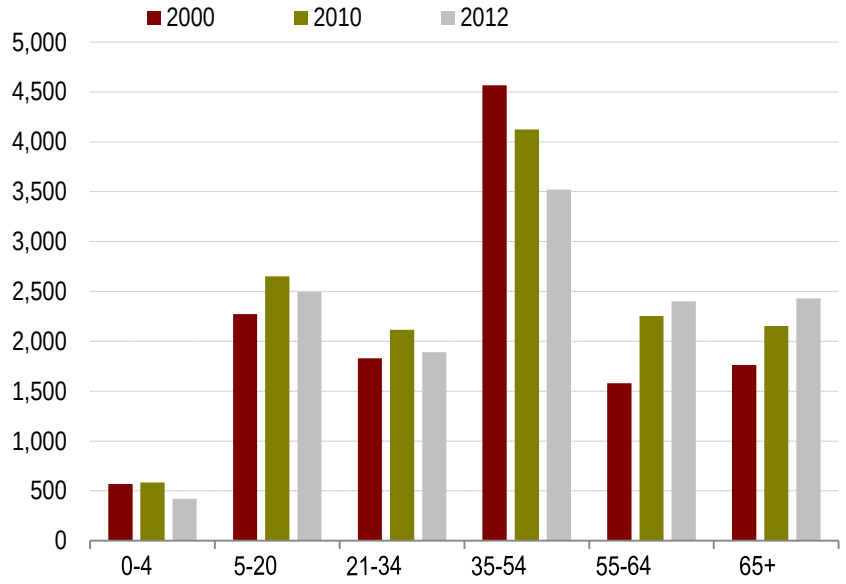
Population Share by Age: 2000, 2010, and 2012



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

- Between 2000 and 2012, the age group 55-64 is projected to experience the largest increase in share, growing from 12.6 to 18.2 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 35-54, decreasing from 36.3 to 26.8 percent.

Population by Age: 2000, 2010, and 2012

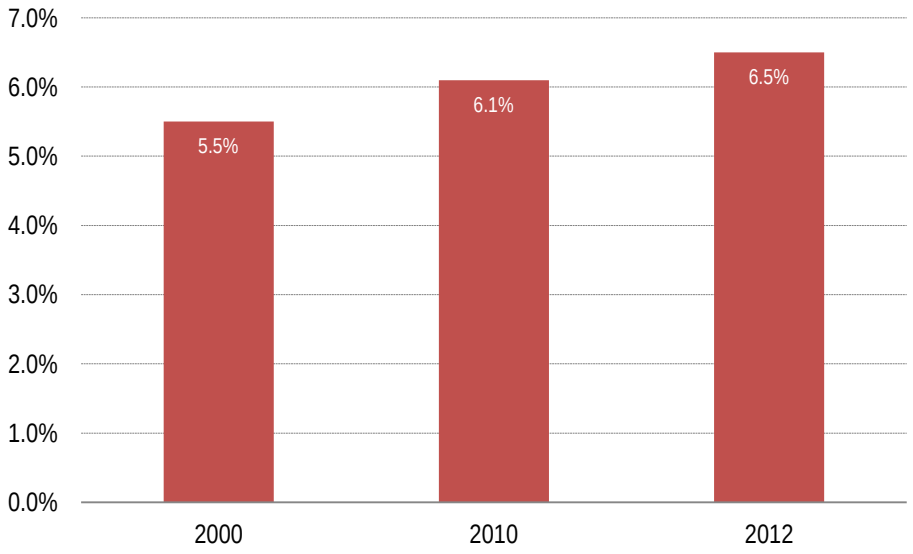


Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012 (2012 estimate)

- The age group 55-64 is expected to add the most population, with an increase of 822 people between 2000 and 2012.

Population by Race/Ethnicity

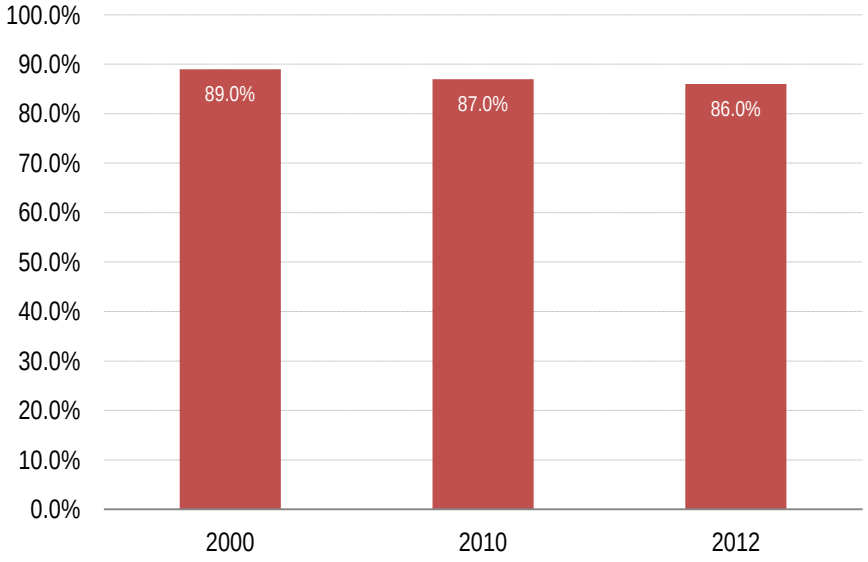
Hispanic or Latino of Any Race: 2000, 2010, and 2012



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 5.5 percent to 6.5 percent.

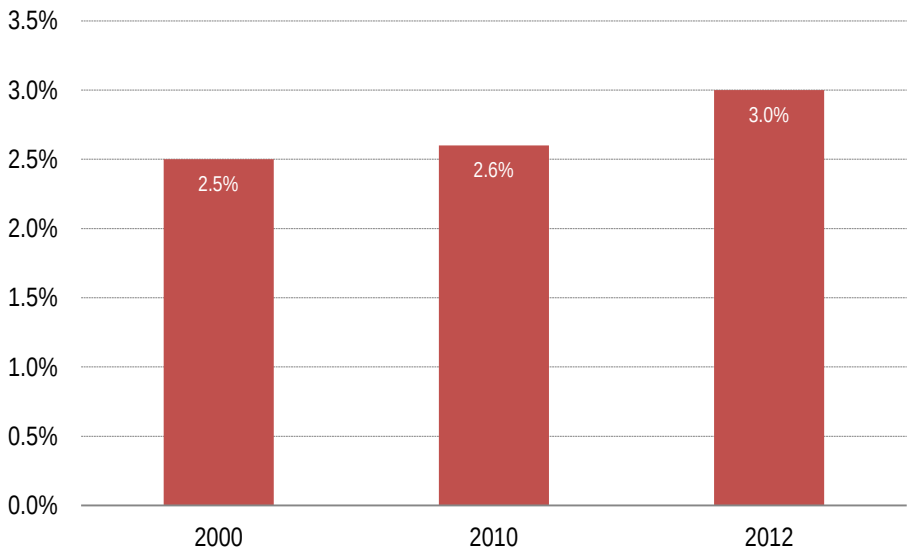
Non-Hispanic White: 2000, 2010, and 2012



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 88.5 percent to 86.2 percent.

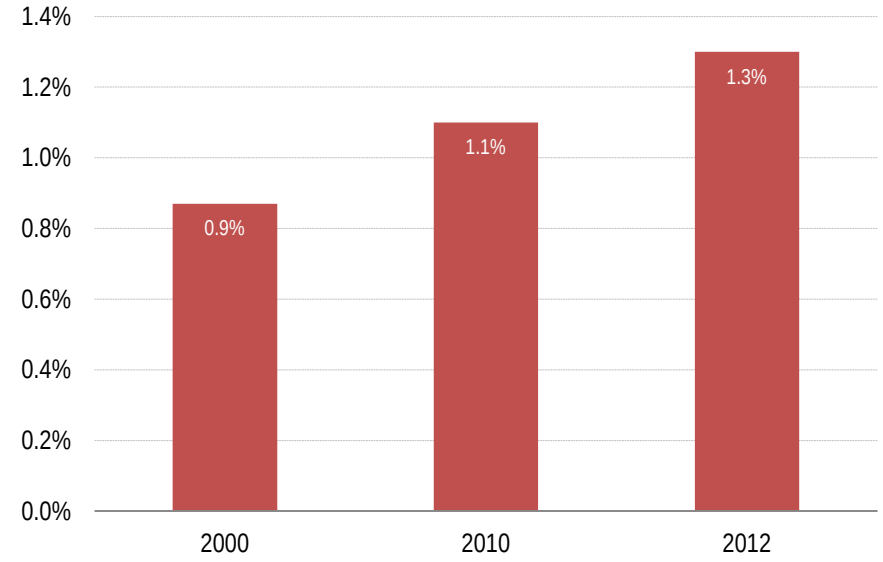
Non-Hispanic Asian: 2000, 2010, and 2012



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 2.5 percent to 3.0 percent.

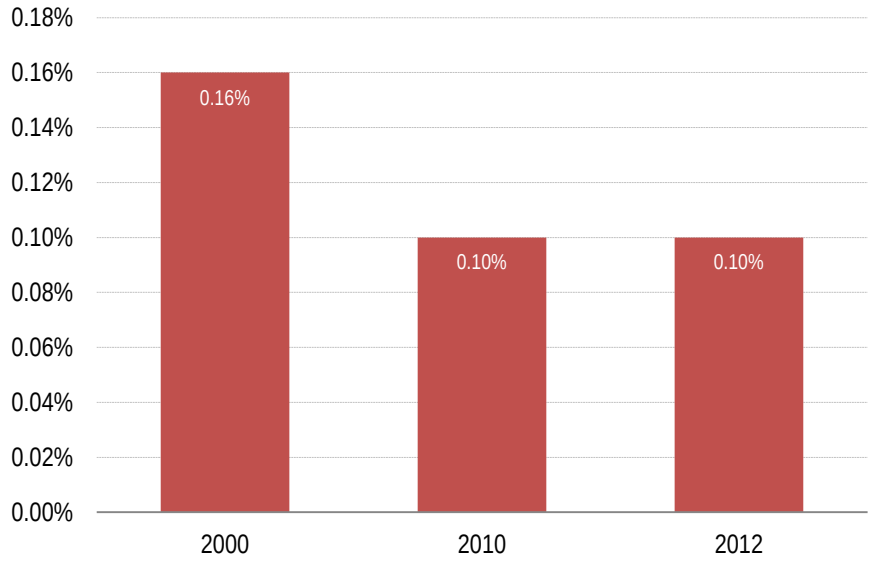
Non-Hispanic Black: 2000, 2010, and 2012



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 increased from 0.9 percent to 1.3 percent.

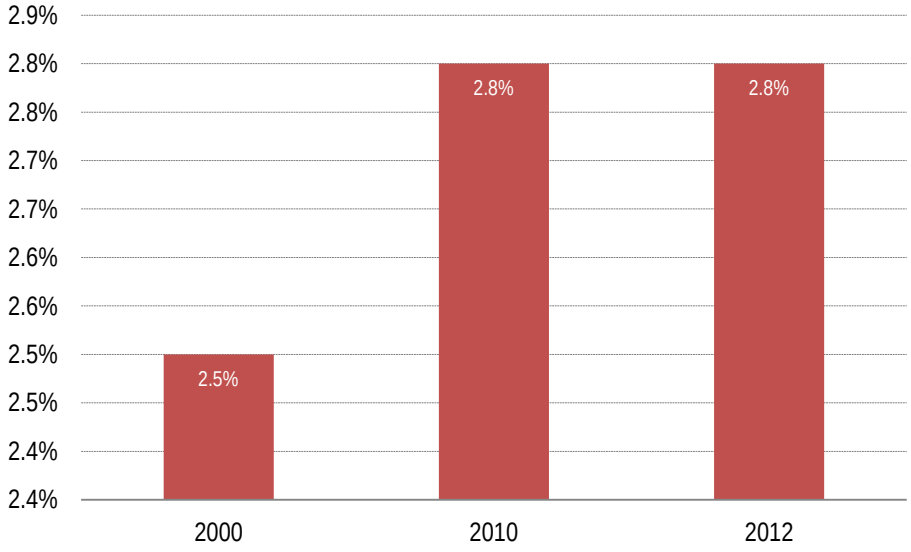
Non-Hispanic American Indian: 2000, 2010, and 2012



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



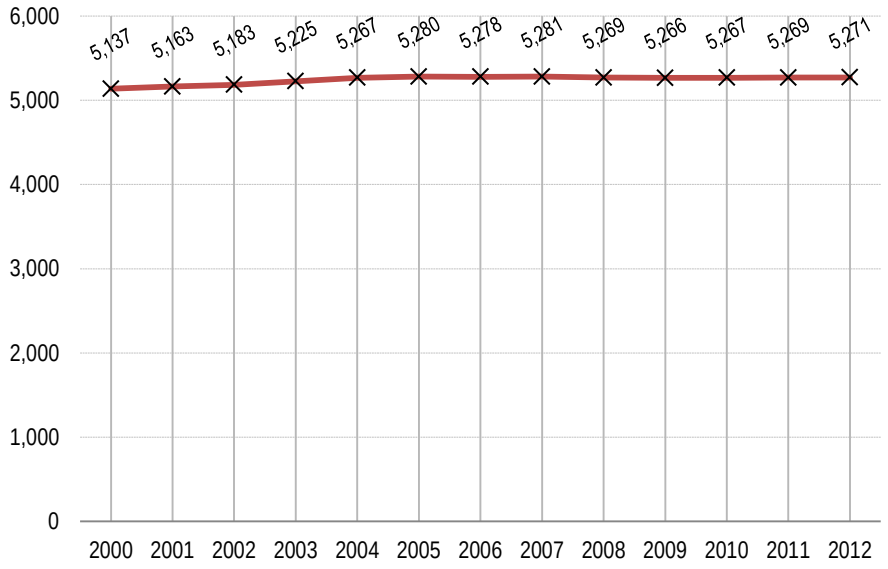
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the city increased from 2.5 percent to 2.8 percent
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

III. Households

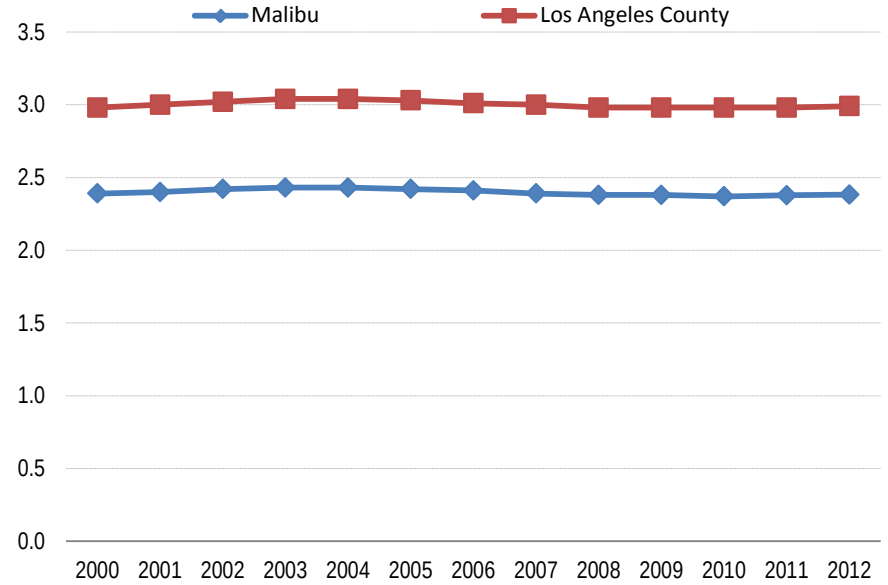
Number of Households (Occupied Housing Units)

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

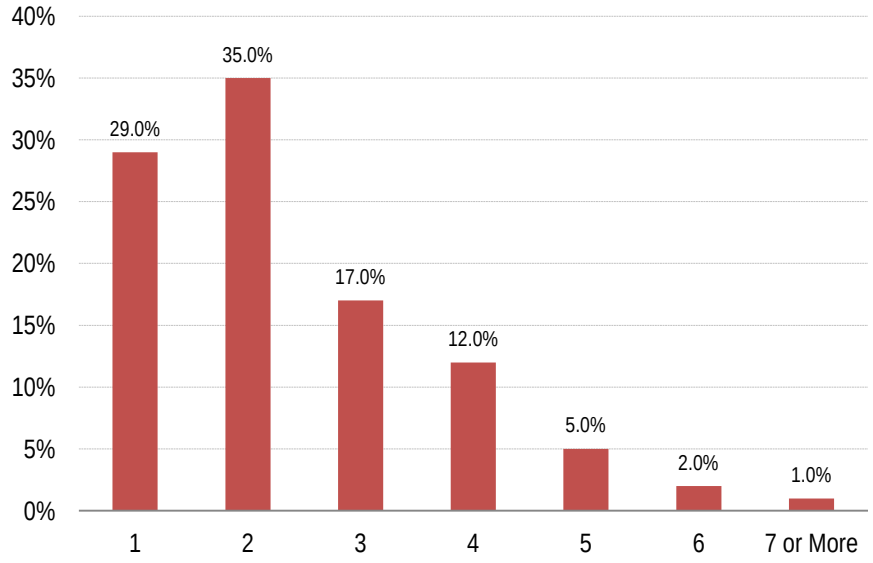


Source: California Department of Finance, E-5, 2012

- Between 2000 and 2012, the total number of households in the City of Malibu increased by 134 units, or 2.6 percent.
- During this 12-year period, the city's household growth rate of 2.6 percent was lower than the county growth rate of 3.7 percent.
- 0.16 percent of Los Angeles County's total number of households is in the City of Malibu.
- In 2012, the city's average household size was 2.4, lower than the county average of 3.0.

Households by Size

Percent of Households by Household Size: 2012

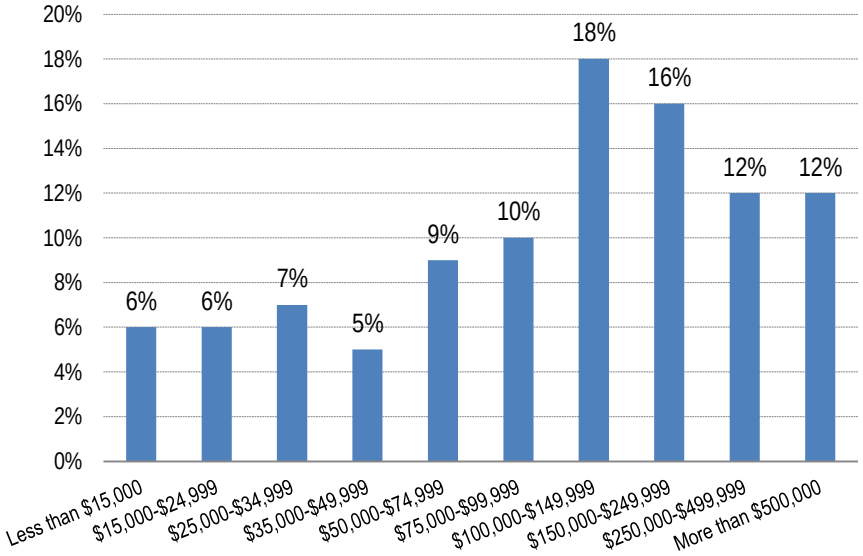


Source: Nielsen Co., 2012

- In 2012, 81 percent of all city households had 3 people or fewer.
- About 29 percent of the households were single-person households.
- Approximately 8 percent of all households in the city had 5 people or more.

Households by Income

Percent of Households by Household Income: 2012

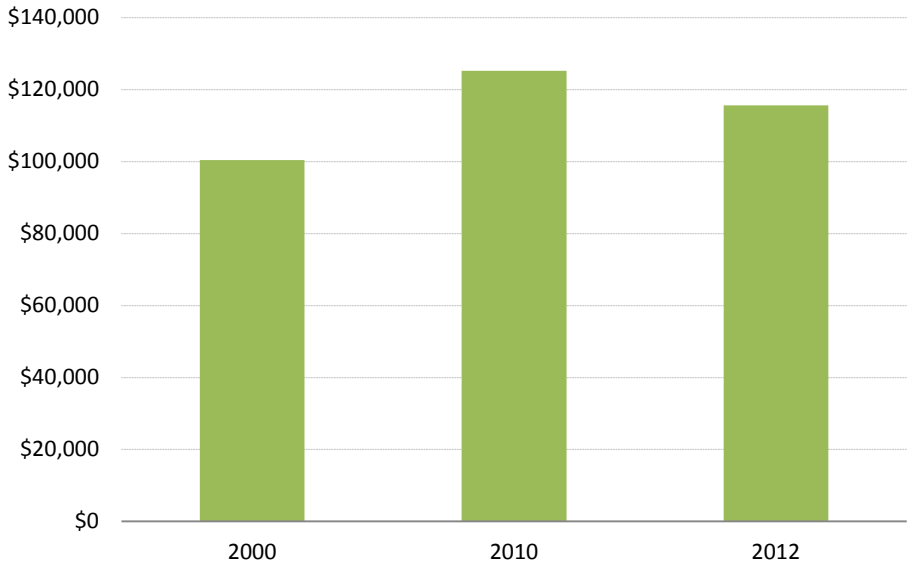


Source: Nielsen Co., 2012

- In 2012, 24 percent of households earned less than $50,000 annually.
- Approximately 19 percent of the households earned between $50,000 and $99,999.

Household Income

Median Household Income: 2000, 2010, 2012

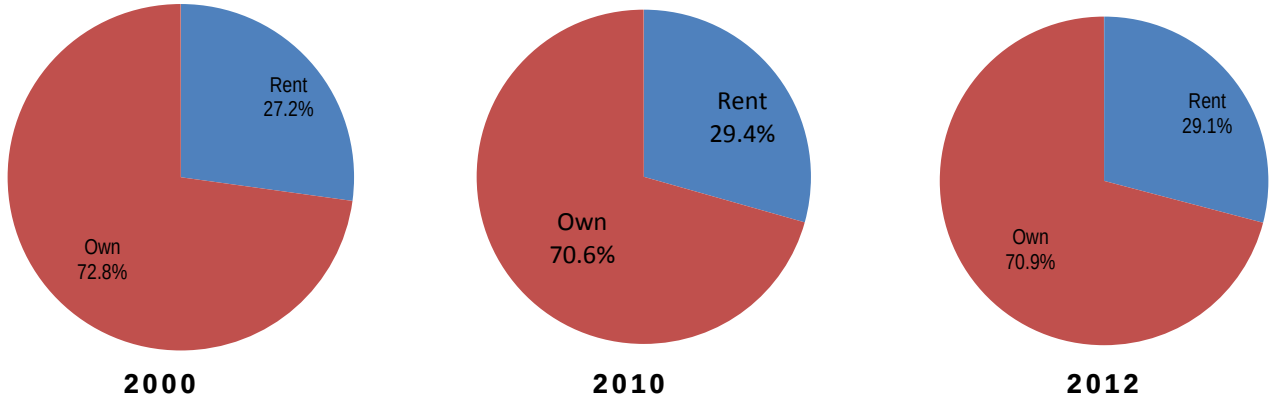


Source: Nielsen Co., 2012

- From 2000 to 2012, the Median Household Income increased by $15,232 annually.
- Note: Dollars are not constant.

Renters and Homeowners

Percentage of Renters and Homeowners: 2000, 2010, 2012



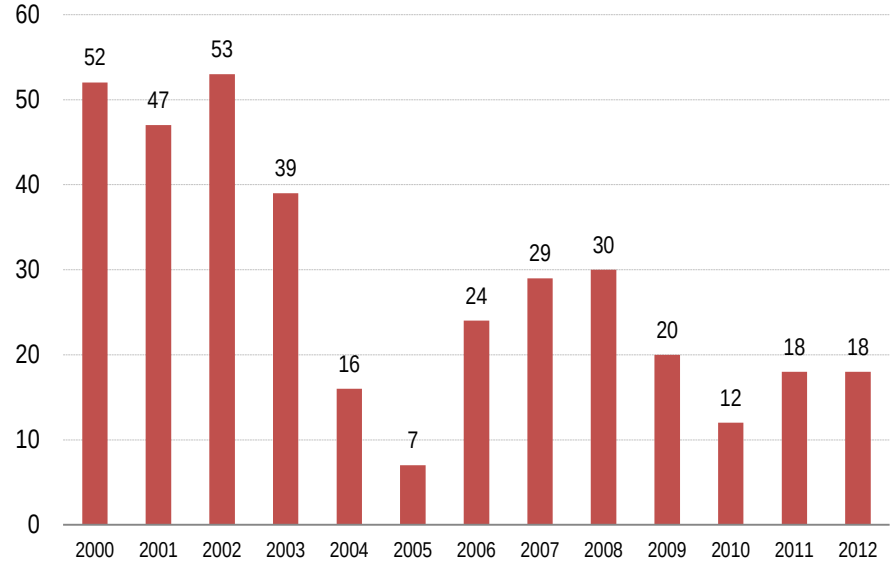
Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2012

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

IV. Housing

Total Housing Production

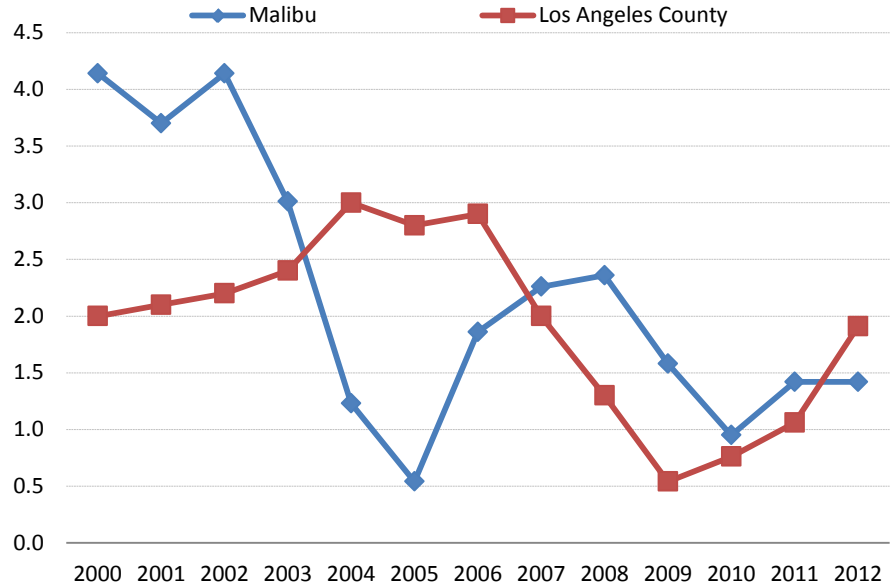
Total Permits Issued for all Residential Units: 2000 - 2012



Source: Construction Industry Research Board, 2000 - 2012

- Between 2000 and 2012, permits were issued for 365 new residential units.

Permits Issued per 1,000 Residents for the City of Malibu: 2000 - 2012

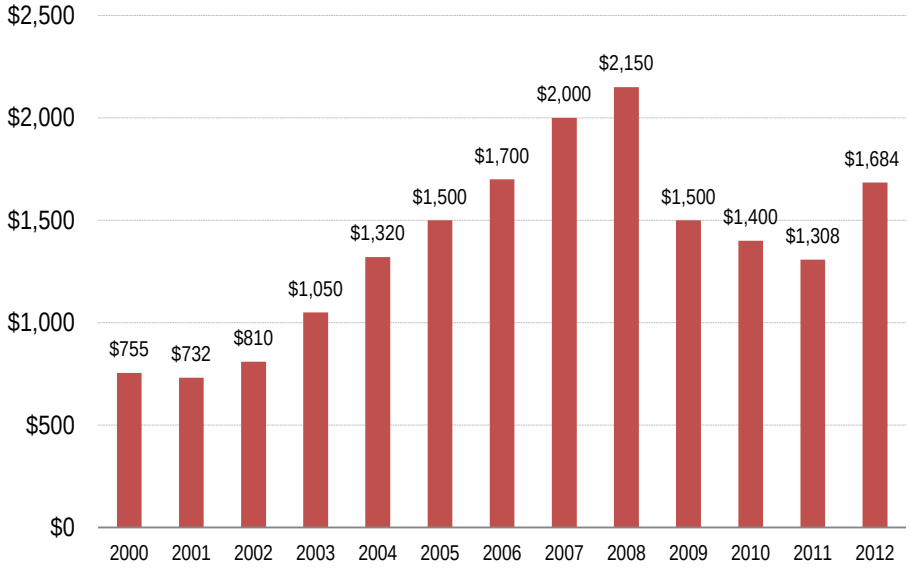


Sources: Construction Industry Research Board, 2000 - 2012; SCAG

- In 2000, the City of Malibu had 4.1 permits 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 1.4 permits. For the county overall, it decreased to 1.9 permits per 1,000 residents.

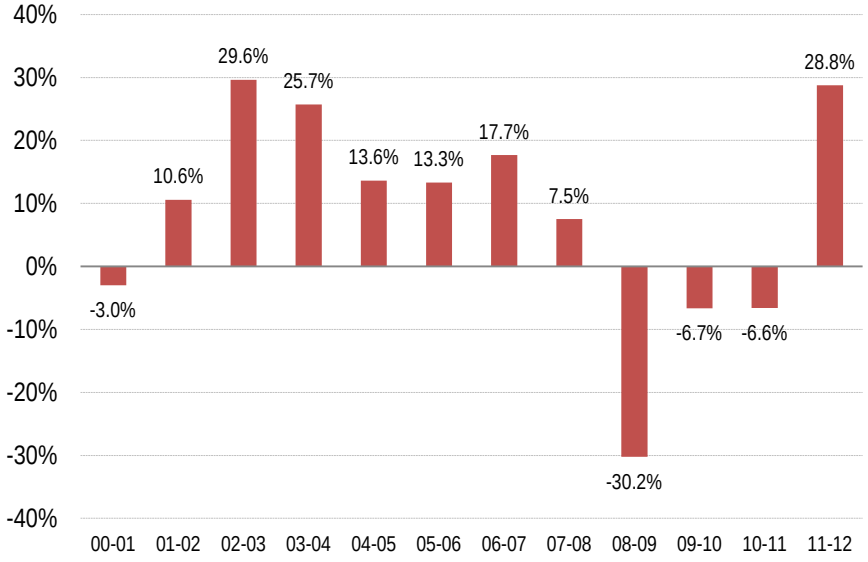
Home Sales Prices

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 123 percent from $755,000 to $1,683,750.
- Median home sales price increased by 20.3 percent between 2010 and 2012.
- In 2012, the median home sales price in the city was $1,683,750, $1,353,750 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 -30.2 and 29.6 percent.
- Between 2010 and 2012, the change in annual home sales prices was between -6.7 and -6.6 percent.

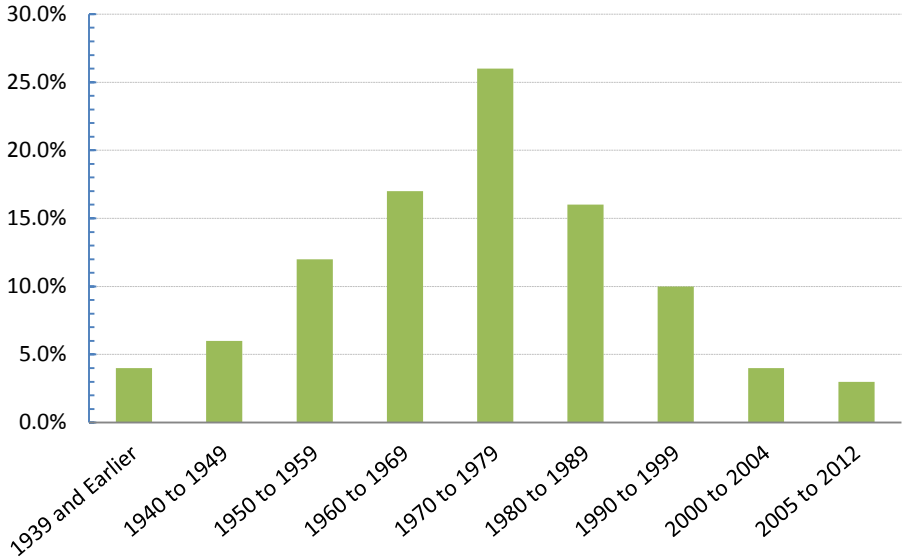
Housing Units by Housing Type: 2012

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	4,788	69.7 %
Single Family Attached	539	7.8 %
Multi-family 2 to 4 units	239	3.5 %
Multi-family 5 units plus	761	11.1 %
Mobile Home	541	7.9 %
Total	6,868	100 %

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

- The most common housing type is Single Family Detached.
- Approximately 77.6 percent were single family homes and 14.6 percent were multi-family homes.

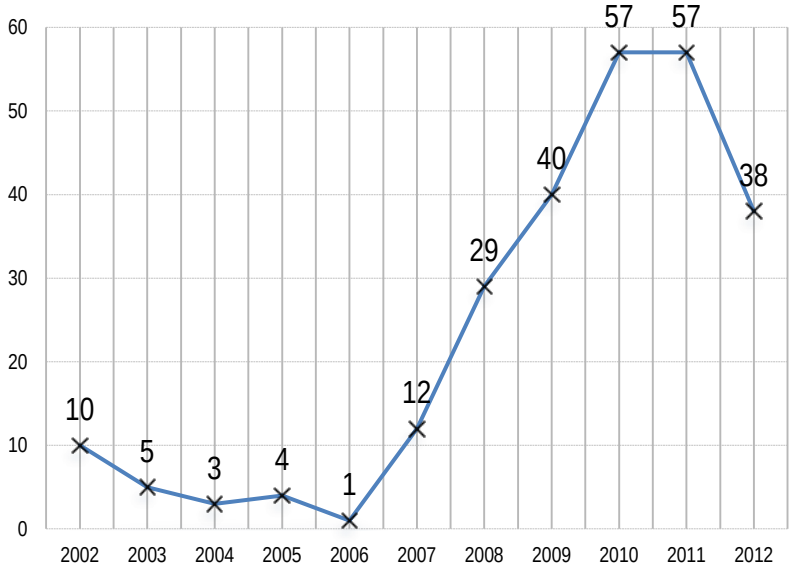
Age of Housing Stock



Source: Neilsen, Co., 2012

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

Foreclosures



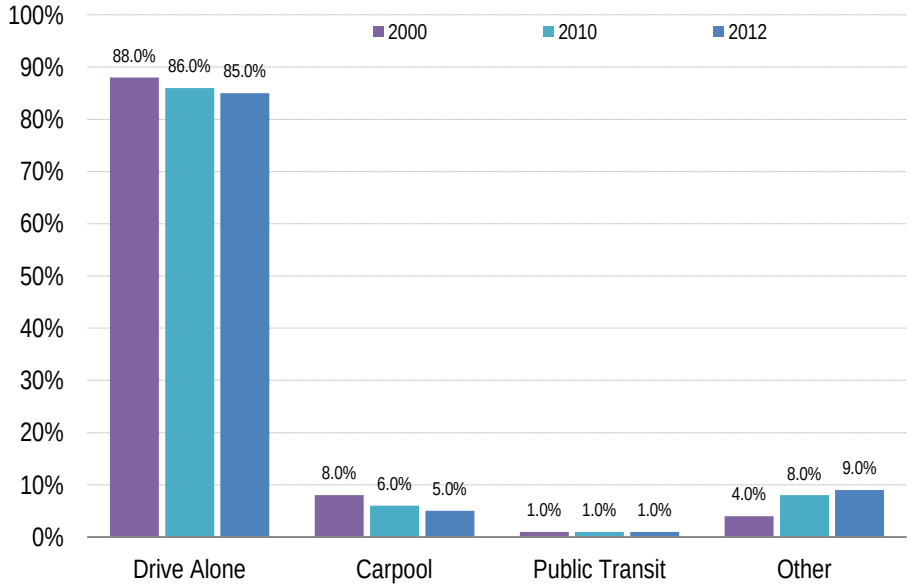
Source: MDA Data Quick, 2012

- There were a total of 38 foreclosures in 2012.
- Between 2007 and 2012, there were a total of 233 foreclosures.

V. Transportation

Journey to Work for Residents

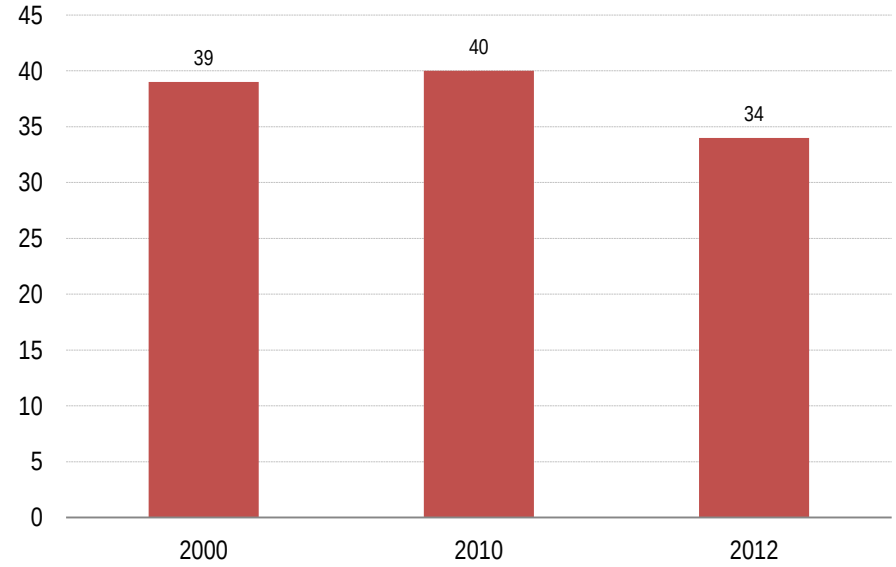
Transportation Mode Choice: 2000, 2010, 2012



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 other modes (e.g. work at home, walking or biking); this share increased by 4.2 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 decreased by approximately 5 minutes.

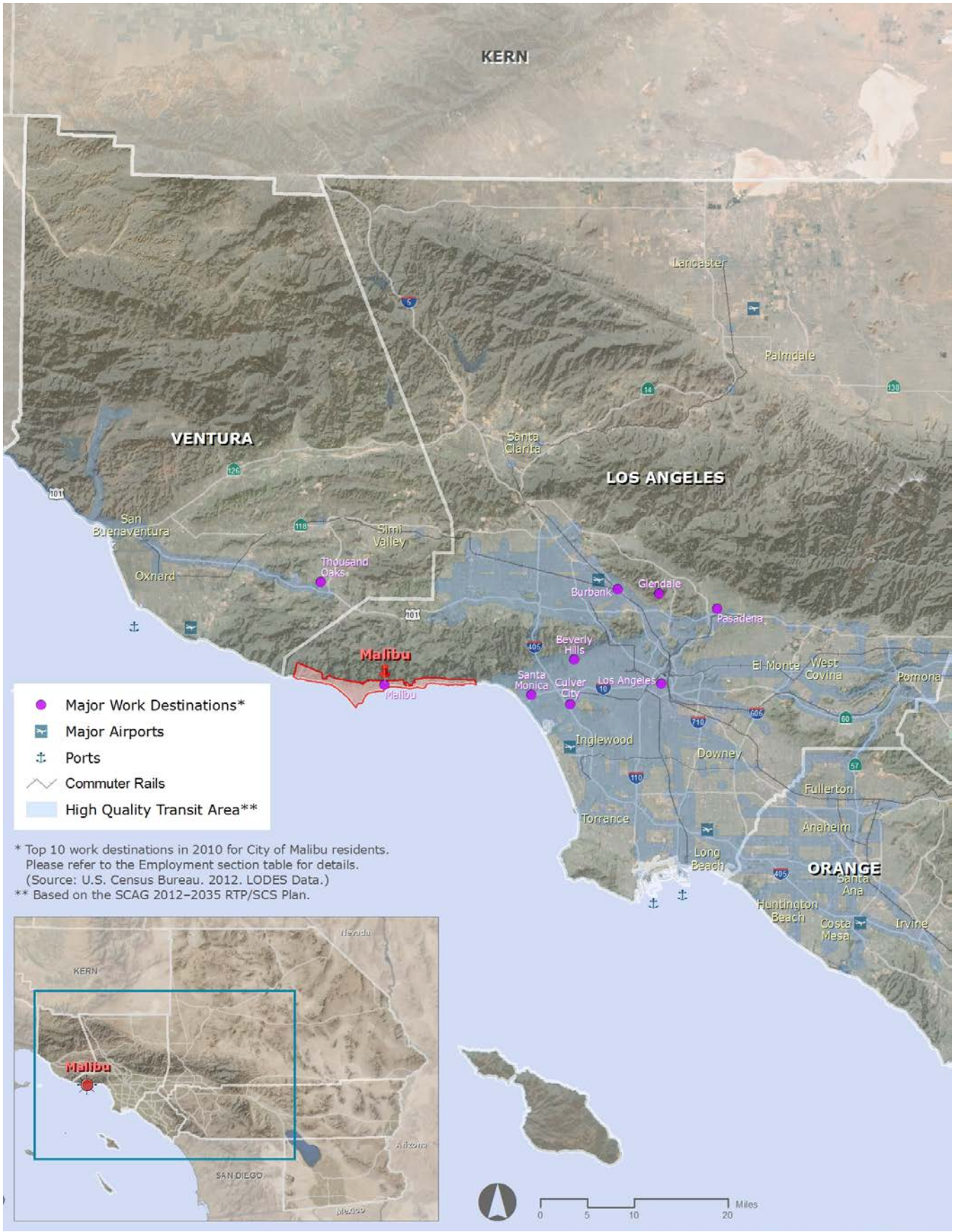
VI. Employment

Top 10 Places Where Residents Commute to Work: 2010

Local Jurisdiction		Number of Commuters	Percent of Total Commuters
1.	Los Angeles	1,339	33.81 %
2.	Malibu	468	11.82 %
3.	Santa Monica	262	6.62 %
4.	Burbank	238	6.01 %
5.	Thousand Oaks	130	3.28 %
6.	Culver City	78	1.97 %
7.	Beverly Hills	60	1.52 %
8.	San Diego	47	1.19 %
9.	Glendale	41	1.04 %
10.	Pasadena	39	.98 %
Other Destinations		1,258	31.77 %

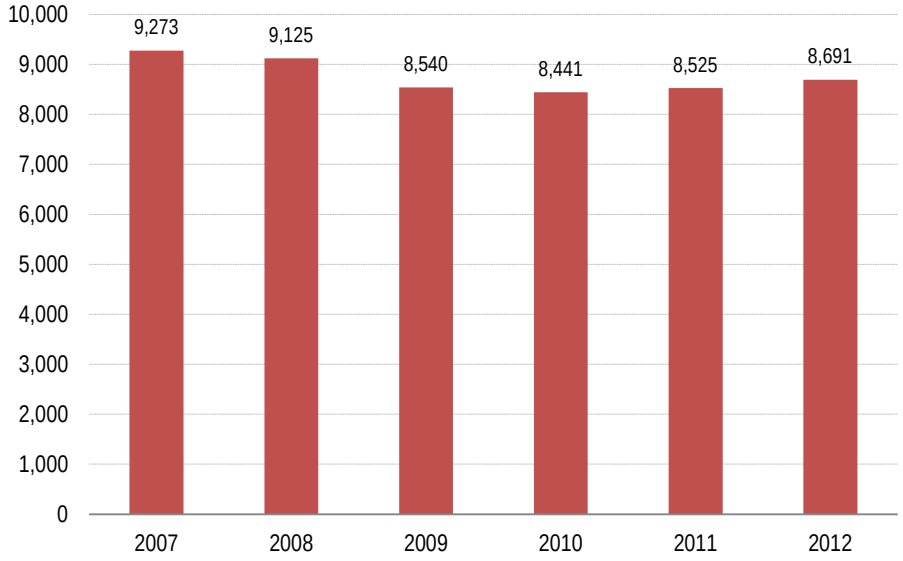
Source: U.S. Census Bureau, 2012; LODES Data; Longitudinal-Employer Household Dynamics Program

- This table identifies the top 10 locations where residents from the City of Malibu commute to work.
- 11.82% work in the local jurisdiction where they live, while 88.18% commute to other places.


KERN
VENTURA
LOS ANGELES
ORANGE
Lancaster
Palmdale
Santa Clarita
San Buenaventura
Simi Valley
Thousand Oaks
Oxnard
Burbank
Glendale
Pasadena
Beverly Hills
Malibu
Santa Monica
Culver City
Los Angeles
El Monte
West Covina
Pomona
Inglewood
Downey
Fullerton
Torrance
Anaheim
Long Beach
Santa Ana
Huntington Beach
Costa Mesa
Irvine
Major Work Destinations*
Major Airports
Ports
Commuter Rails
High Quality Transit Area**
* Top 10 work destinations in 2010 for City of Malibu 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
Malibu
Arizona
SAN DIEGO
Mexico
0
5
10
20
Miles

SAN BERNARDINO
Victorville
San Bernardino
Rancho Cucamonga
Ontario
Riverside
Moreno Valley
Palm Springs
RIVERSIDE
ORANGE
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

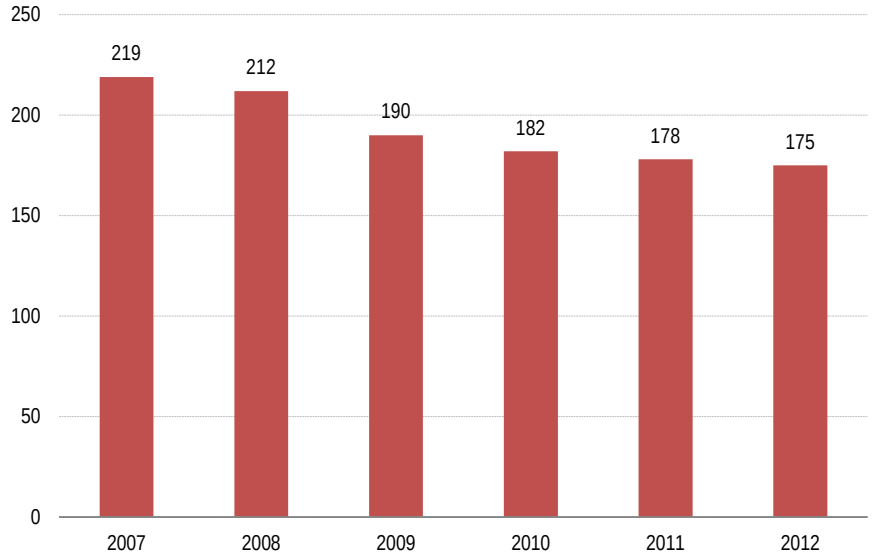
Total Jobs: 2007 - 2012



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 the City of Malibu numbered 8,691, a decrease of 6.3 percent from 2007.

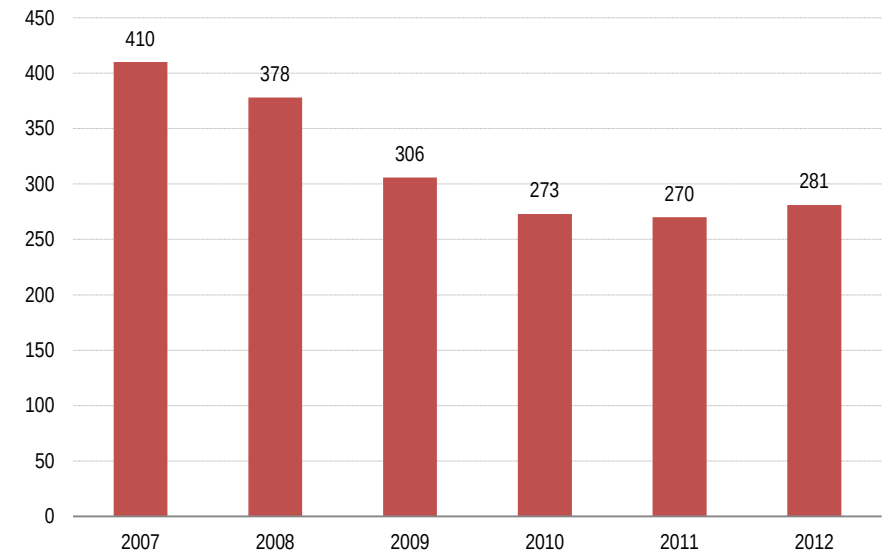
Jobs in Manufacturing: 2007 - 2012



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 20.1 percent.

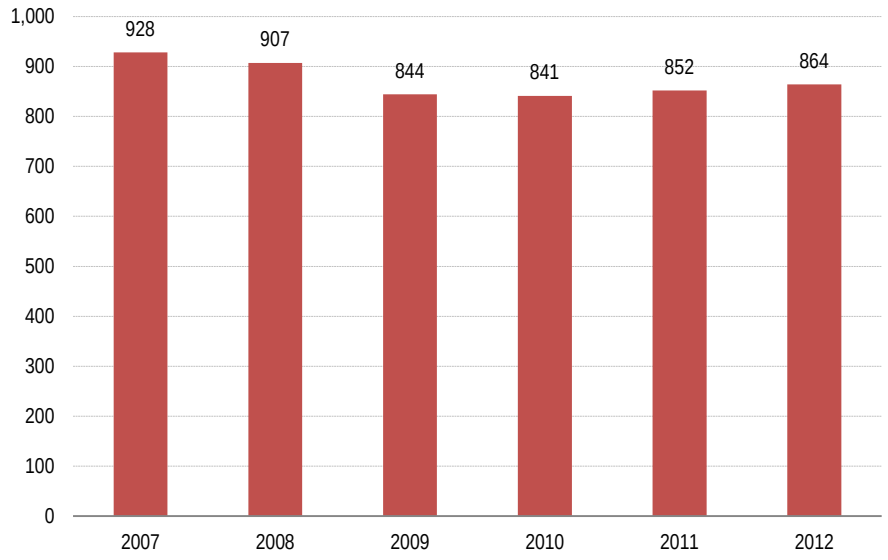
Jobs in Construction: 2007 - 2012



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 31.5 percent.

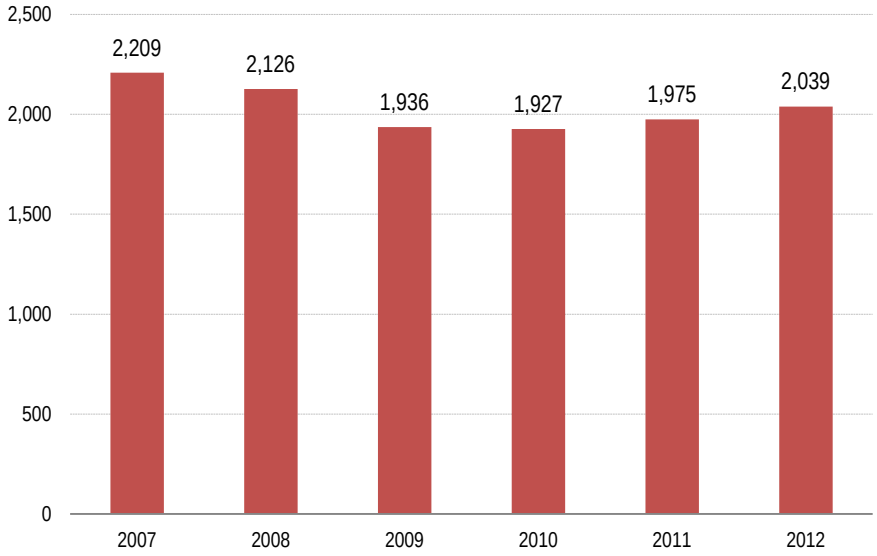
Jobs in Retail Trade: 2007 - 2012



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 6.9 percent.

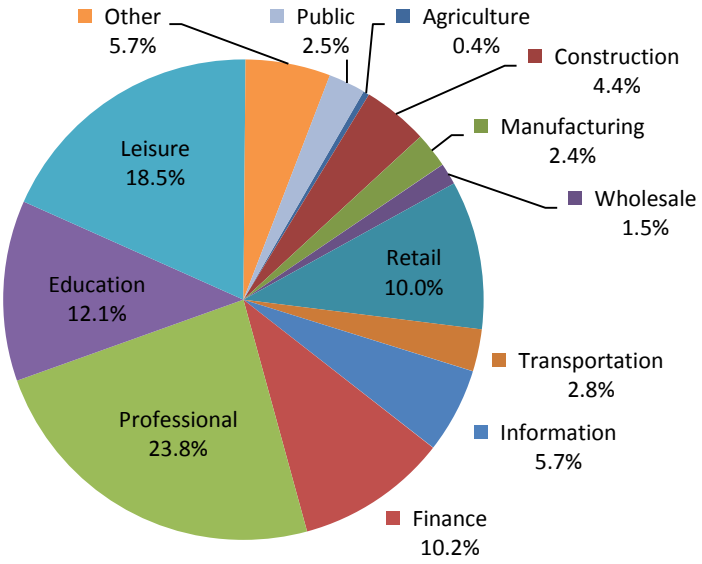
Jobs in Professional and Management: 2007 - 2012



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 7.7 percent.

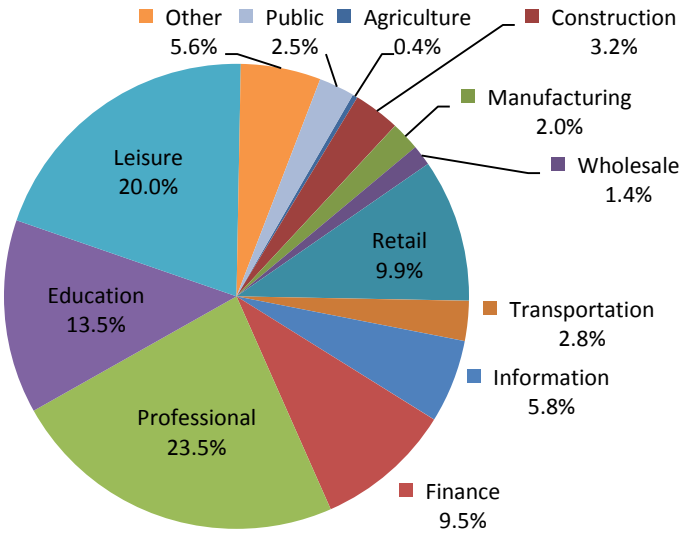
Jobs by Sector: 2007



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

- Between 2007 and 2012, there were changes in the share of jobs by sector in the City of Malibu. From 2007 to 2012, the share of Leisure jobs increased from 18.5 percent to 20 percent while the share of Construction jobs declined from 4.4 percent to 3.2 percent.

Jobs by Sector: 2012

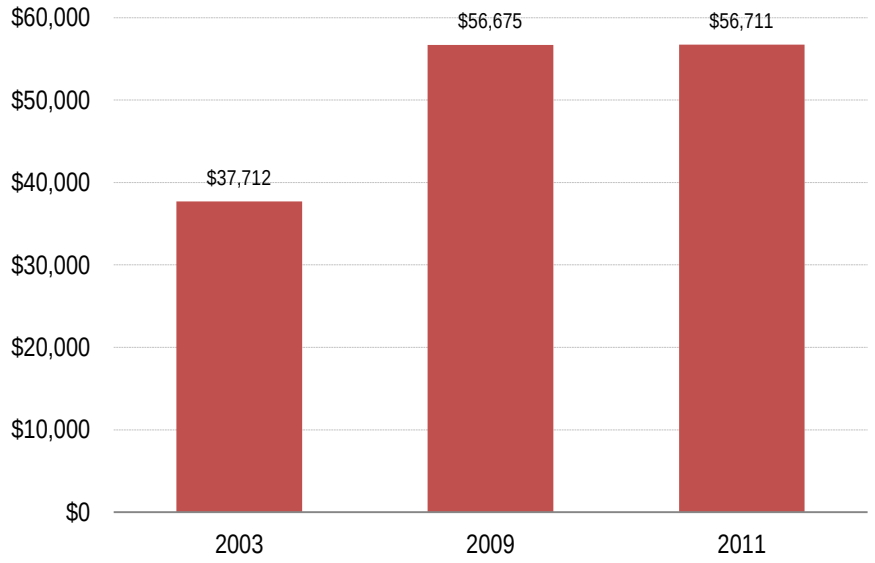


Sources: California Employment Development Department, 2012; InfoGroup; and SCAG.

- In 2012, the Professional sector was the largest job sector, accounting for 23.5 percent of total jobs in the city.
- Other large sectors included Leisure (20 percent), Education (13.5 percent), and Retail (9.9 percent).
- See Methodology Section for industry sector definitions.

Average Salaries

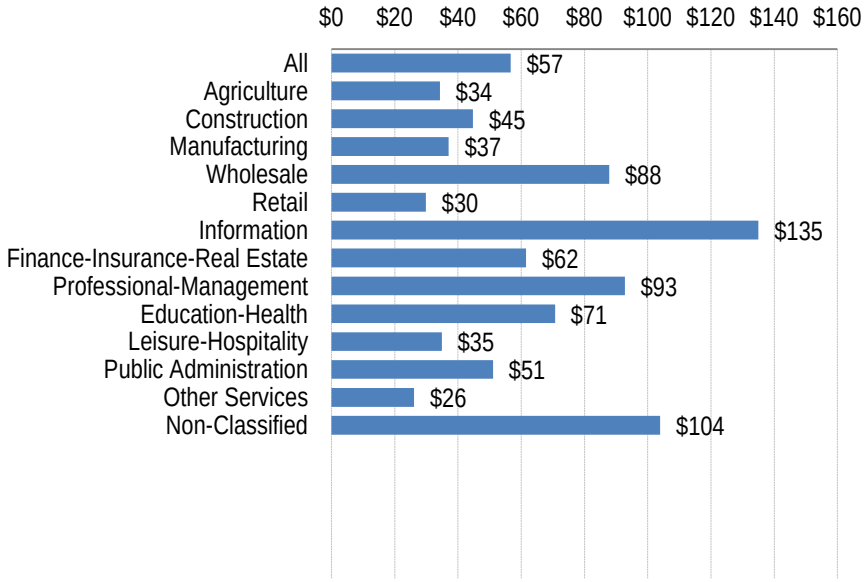
Average Annual Salary Per Job: 2003 2009 and 2011



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

- Average salaries for jobs located in the city increased from $37,712 in 2003 to $56,711 in 2011, a 50.4 percent change.

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

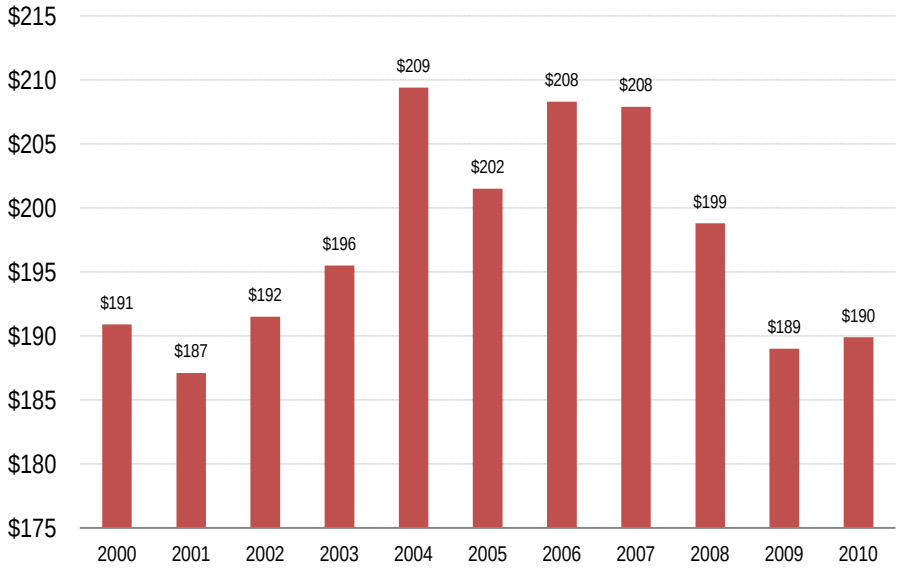


Source: California Employment Development Department, 2011

- In 2011, the sector providing the highest salary per job in the city was Information ($135,026).
- The Other Services sector provided the lowest annual salary per job ($26,127).

VII. Retail Sales

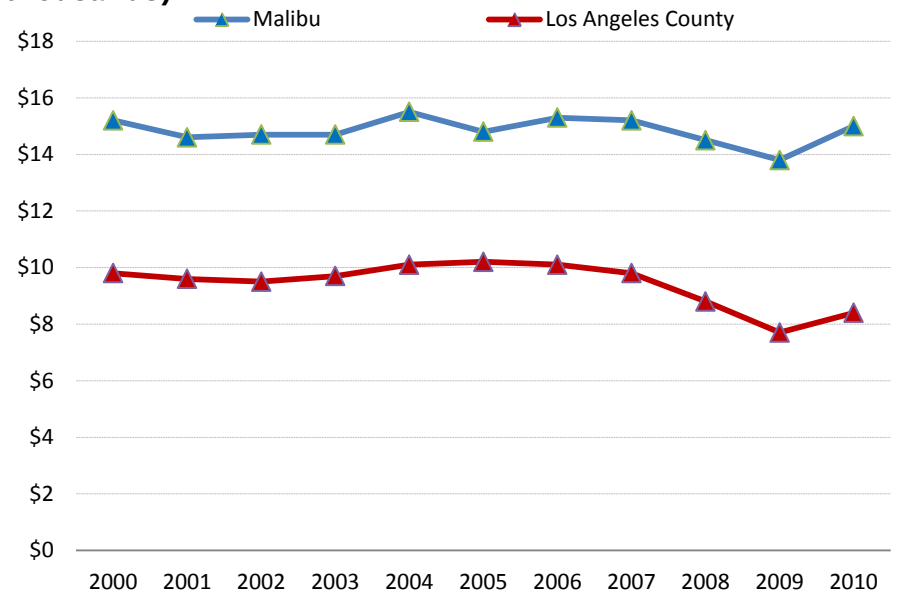
Real Retail Sales: 2000 - 2010 (in 2010 $ millions)



Source: California Board of Equalization, 2000-2010

- Real retail sales (inflation adjusted) in the City of Malibu increased by 5.6 percent between 2000 and 2005.
- Real retail sales decreased by 5.7 percent between 2005 and 2010.

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

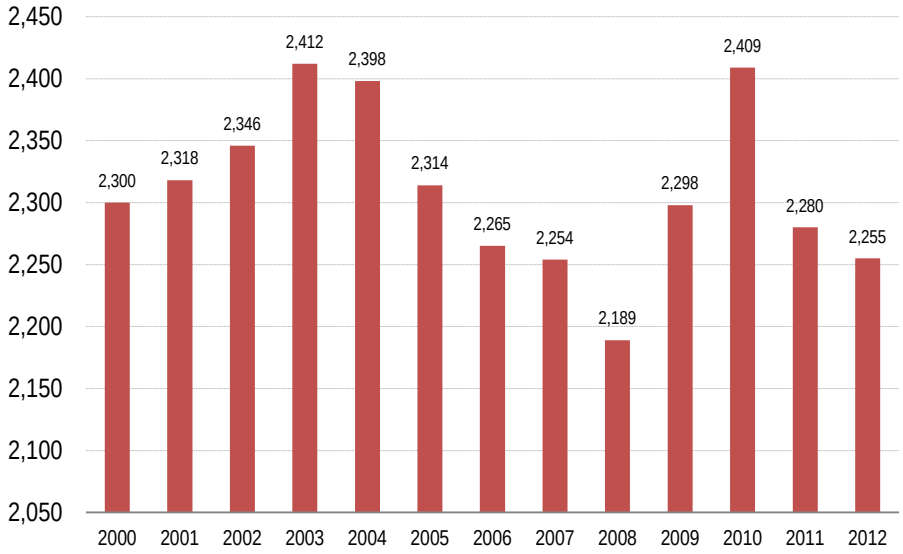


Source: California Board of Equalization, 2000-2010

- Between 2000 and 2010, real retail sales per person for the city decreased from $15,179 to $15,022.

VIII. Education

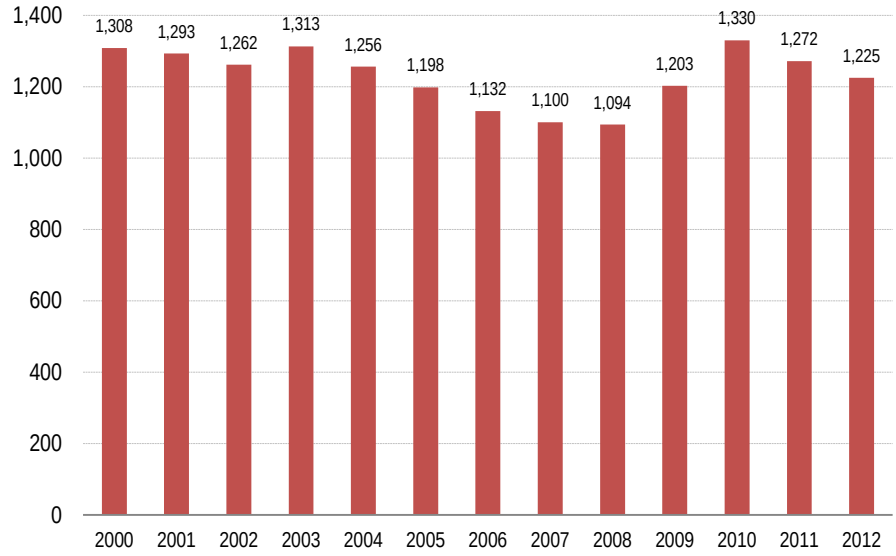
K-12 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total K-12 public school enrollment for schools within the City of Malibu decreased by 45 students, or about 2 percent.

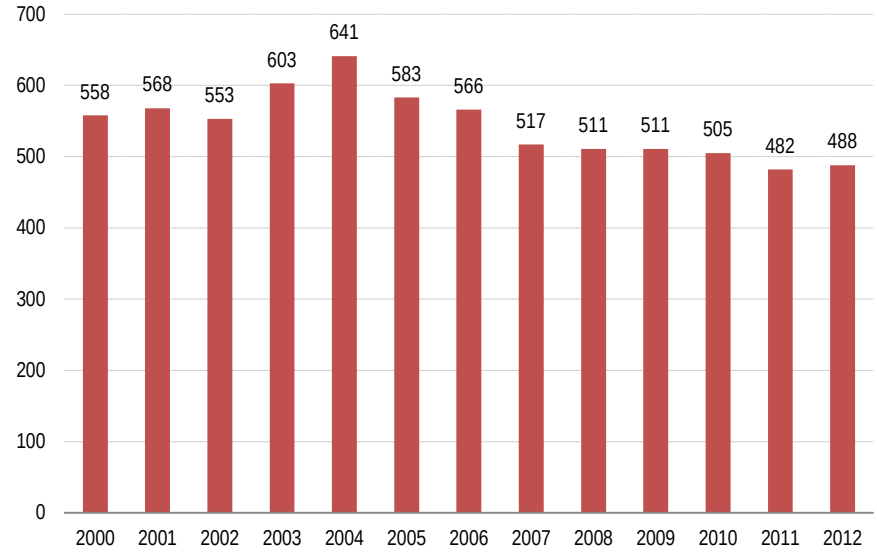
K-6 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public elementary school enrollment decreased by 83 students or 6.3 percent.

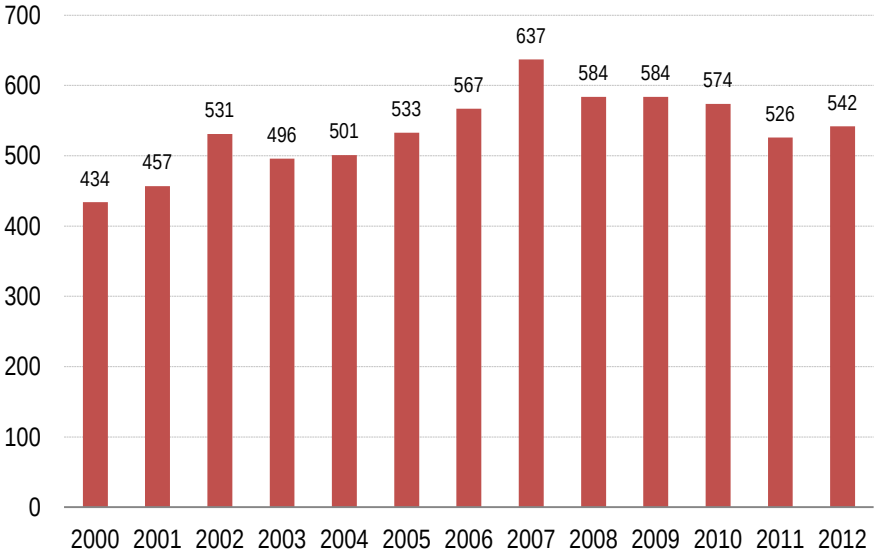
Grades 7-9 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 7-9 decreased by 70 students or 12.5 percent.

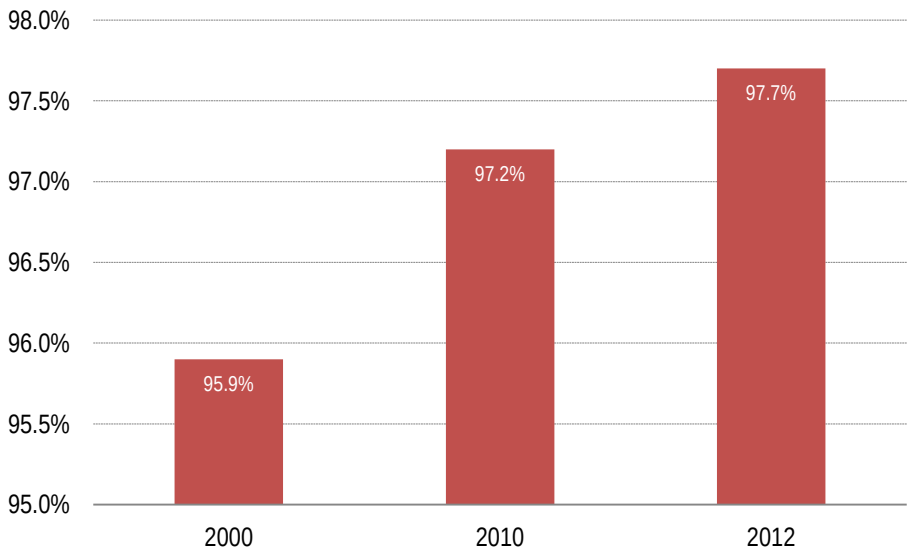
Grades 10-12 Public School Student Enrollment: 2000 - 2012



Source: National Center for Education Statistics, 2000 - 2012

- Between 2000 and 2012, total public school enrollment for grades 10-12 increased by 108 students, about 24.9 percent.

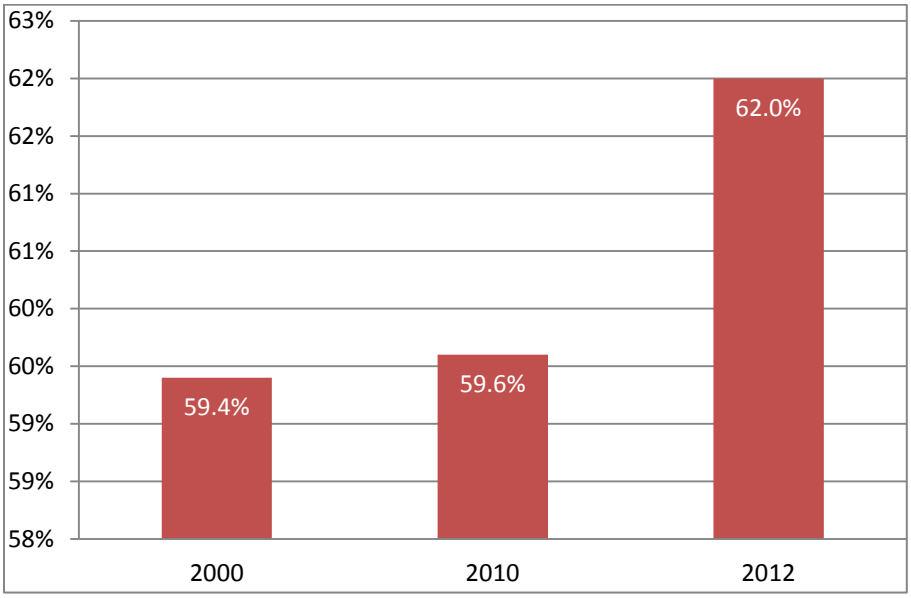
Percent of Population 25 Years and Over Completing High School or Higher



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

- In 2012, 97.7 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

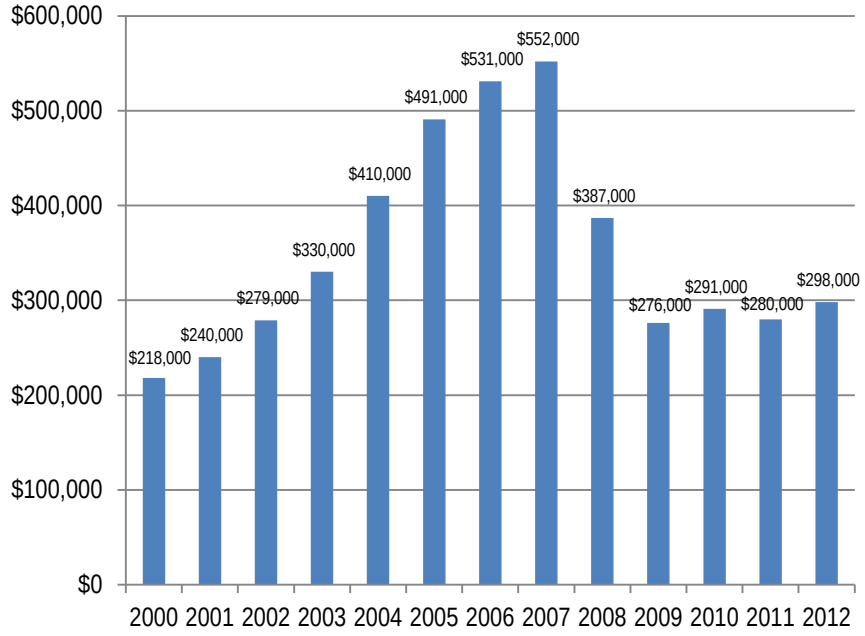


Sources: 2000 and 2010 Census; Nielsen Co., 2012

- In 2012, 62 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than 2000.

IX. SCAG Regional Highlights

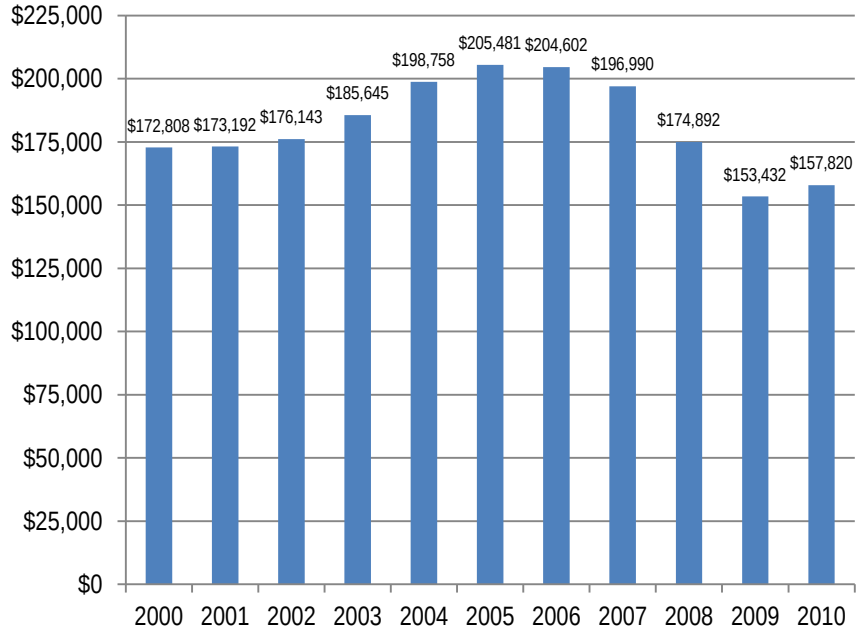
SCAG Regional Median Home Sales Price: 2000 – 2012



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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Lu Lu, SCAG Intern

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May 2013

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Southern California Association of Governments
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May 2013

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Notes: