# Profile of the City of Malibu

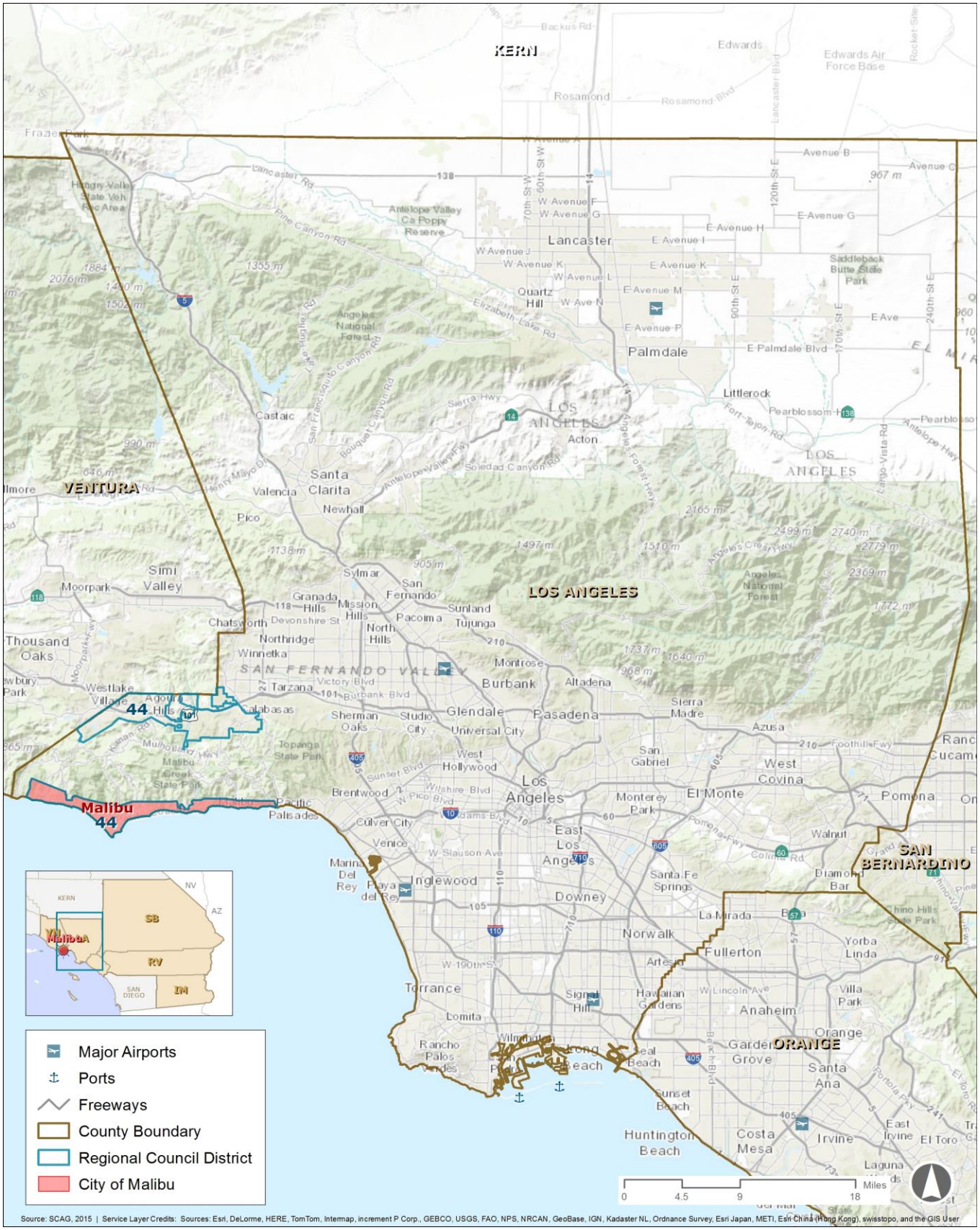
Southern California Association of Governments' (SCAG) Regional Council includes 69 districts which represent 191 cities in the SCAG region.

SCAG Regional Council District 44 includes Agoura Hills, Calabasas, Hidden Hills, Malibu, and Westlake Village
Represented by: Hon. John Sibert

## LOCAL PROFILES REPORT 2015

This profile report was prepared by the Southern California Association of Governments and shared with the City of Malibu. SCAG provides local governments with a variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and sustainability planning grants.

May 2015
Southern California Association of Governments




Source: 2012 SCAG city boundary data, which is provided by the county Local Agency Formation Commissions.

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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 law to research and develop a Regional Transportation Plan (RTP), which incorporates a Sustainable Communities Strategy (SCS) per California state law. 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 have been updated every two years.

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 revenues recovered to pre-recession levels?

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

**<u>Factors Affecting Local Changes Reflected in the 2015 Report</u>**

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 2015 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 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 are posted on the SCAG website and are used 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
- Performance monitoring

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 contained 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 economic recession and recovery at the regional level. The third section, Methodology, describes technical considerations related to data definitions, measurement, and data sources.

# 2014 STATISTICAL SUMMARY

| Category | Malibu | Los Angeles County | Malibu relative to Los Angeles County* | SCAG Region |
|---|---|---|---|---|
| **2014 Total Population** | 12,865 | 10,041,797 | [0.13%] | 18,645,437 |
| **2014 Median Age (Years)** | 47.6 | 35.8 | 11.8 | 35.5 |
| **2014 Hispanic** | 6.6% | 49.0% | -42.4% | 46.8% |
| **2014 Non-Hispanic White** | 85.7% | 26.6% | 59.1% | 31.8% |
| **2014 Non-Hispanic Asian** | 3.1% | 13.8% | -10.7% | 12.4% |
| **2014 Non-Hispanic Black** | 1.4% | 7.9% | -6.5% | 6.3% |
| **2014 Non-Hispanic American Indian** | .1% | .2% | -.1% | .3% |
| **2014 All Other Non-Hispanic** | 3.0% | 2.4% | .6% | 2.5% |
| **2014 Number of Households** | 5,286 | 3,268,347 | [0.16%] | 6,029,326 |
| **2014 Average Household Size** | 2.4 | 3.0 | -0.6 | 3.1 |
| **2014 Median Household Income ($)** | 107,887 | 53,125 | 54,762 | 56,737 |
| **2014 Number of Housing Units** | 6,887 | 3,474,152 | [0.2%] | 6,524,730 |
| **2014 Homeownership Rate** | 71% | 54.5% | 16.5% | 54.5% |
| **2014 Median Existing Home Sales Price ($)** | 1,877,500 | 450,000 | 1,427,500 | 426,000 |
| **2013 - 2014 Median Home Sales Price Change** | 8.5% | 9.2% | -0.7% | 10.1% |
| **2014 Drive Alone to Work** | 85.1% | 76.0% | 9.1% | 78.2% |
| **2014 Mean Travel Time to Work (minutes)** | 35.8 | 32.4 | 3.4 | 31.7 |
| **2013 Number of Jobs** | 8,799 | 4,372,376 | [0.2%] | 7,660,489 |
| **2012 - 2013 Total Jobs Change** | 290 | 137,233 | [0.21%] | 231,953 |
| **2013 Average Salary per Job ($)** | 51,955 | 51,493 | 462 | 48,213 |
| **2014 K-12 Public School Student Enrollment** | 2,237 | 1,542,223 | .1% | 3,058,957 |

Sources: U.S. Census Bureau American Community Survey, 2014; Nielsen Co.; California Department of Finance E-5, May 2014; MDA Data Quick; California Department of Education; and SCAG

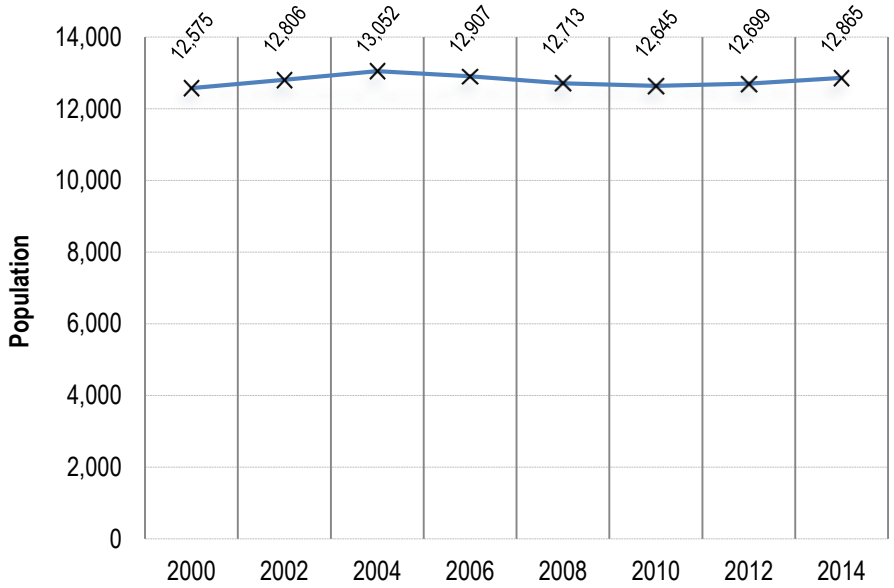
* Numbers with [ ] represent Malibu's share of Los Angeles County. The other numbers represent the difference between Malibu and Los Angeles County.

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

## *Population Growth*

**Population: 2000 - 2014**

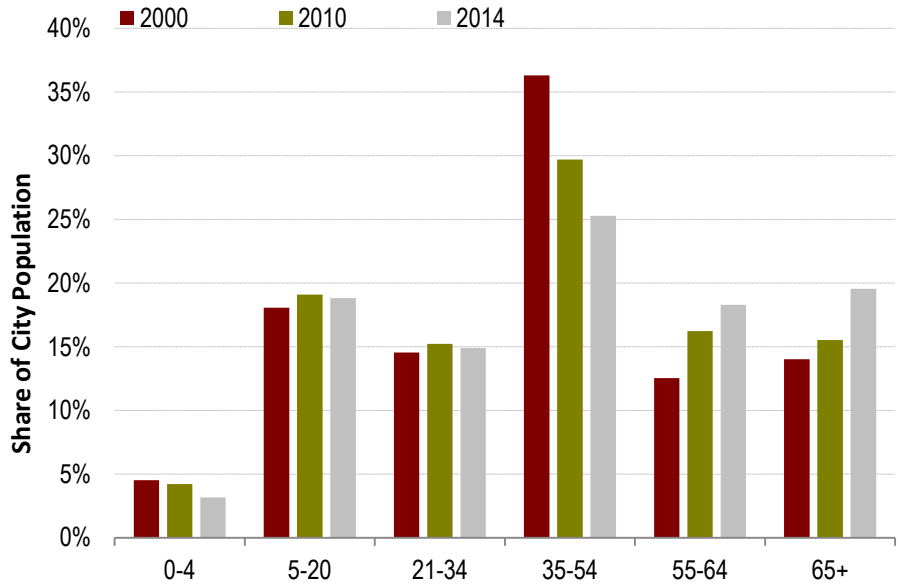



Source: California Department of Finance, E-5, 2014

- Between 2000 and 2014, the total population of the City of Malibu increased by 290 to 12,865 in 2014.
- During this 14-year period, the city's population growth rate of 2.3 percent was lower than the Los Angeles County rate of 5.5 percent.
- 0.13% of the total population of Los Angeles County is in the City of Malibu.

## *Population by Age*

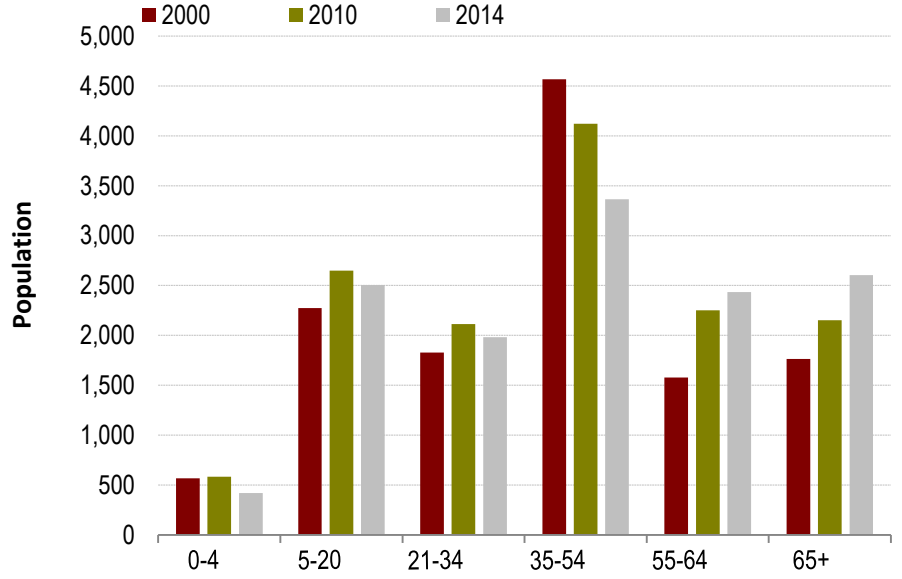
**Population Share by Age: 2000, 2010, and 2014**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the age group 55-64 experienced the largest increase in share, growing from 12.6 to 18.3 percent.
- The age group that experienced the greatest decline, by share, was age group 35-54, decreasing from 36.3 to 25.3 percent.

**Population by Age: 2000, 2010, and 2014**

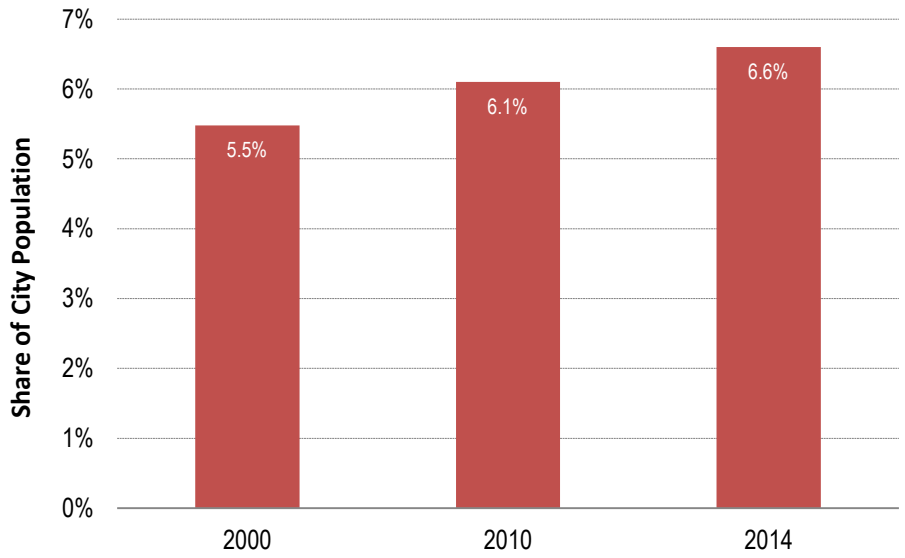



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- The age group 55-64 added the most population, with an increase of 855 people between 2000 and 2014.

## *Population by Race/Ethnicity*

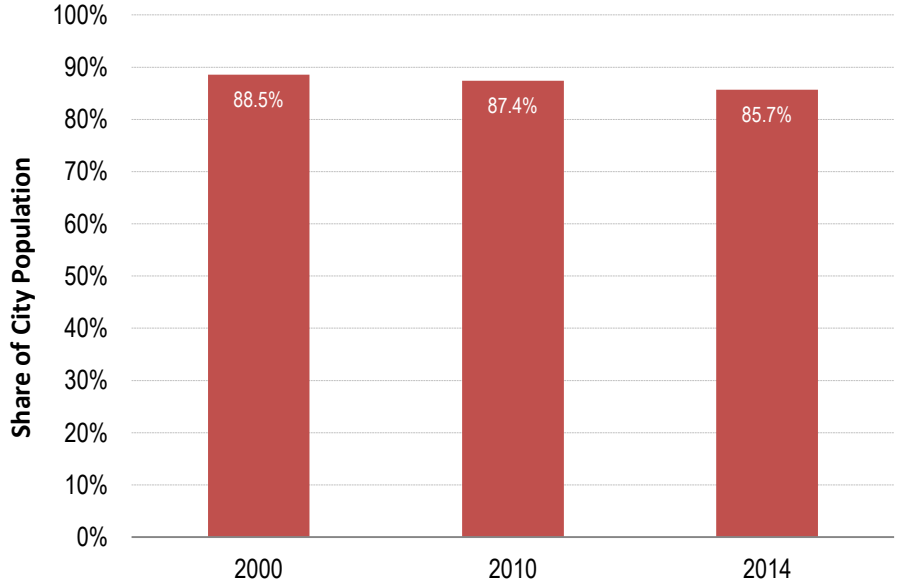
**Hispanic or Latino of Any Race: 2000, 2010, and 2014**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Hispanic population in the city increased from 5.5 percent to 6.6 percent.

**Non-Hispanic White: 2000, 2010, and 2014**

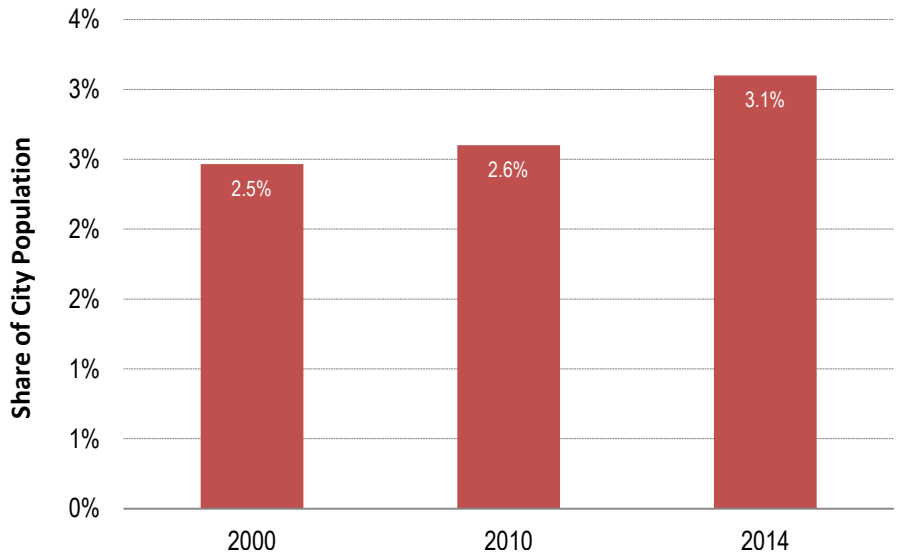



Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic White population in the city decreased from 88.5 percent to 85.7 percent.

- Please refer to the Methodology section for definitions of the racial/ethnic categories.

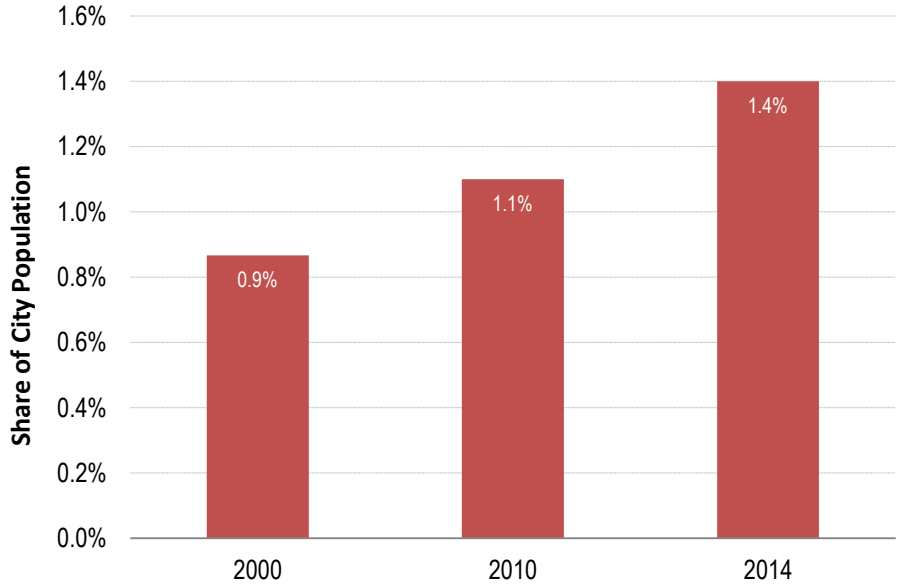
**Non-Hispanic Asian: 2000, 2010, and 2014**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic Asian population in the city increased from 2.5 percent to 3.1 percent.

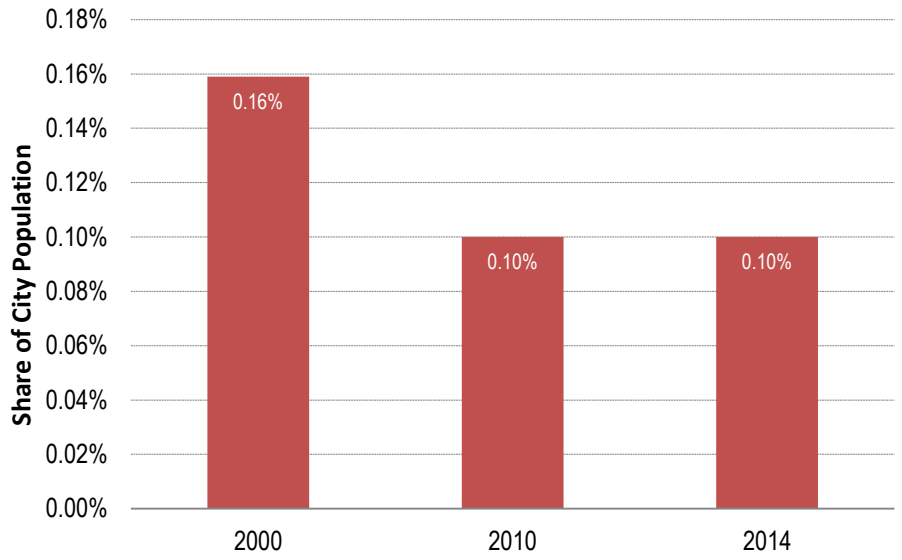
**Non-Hispanic Black: 2000, 2010, and 2014**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of Non-Hispanic Black population in the city increased from 0.9 percent to 1.4 percent.

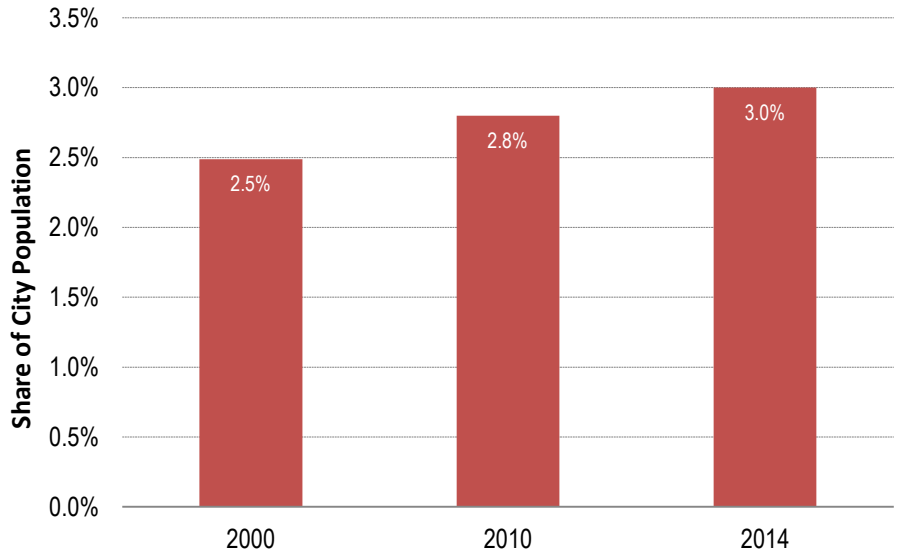
**Non-Hispanic American Indian: 2000, 2010, and 2014**




Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, 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 2014**



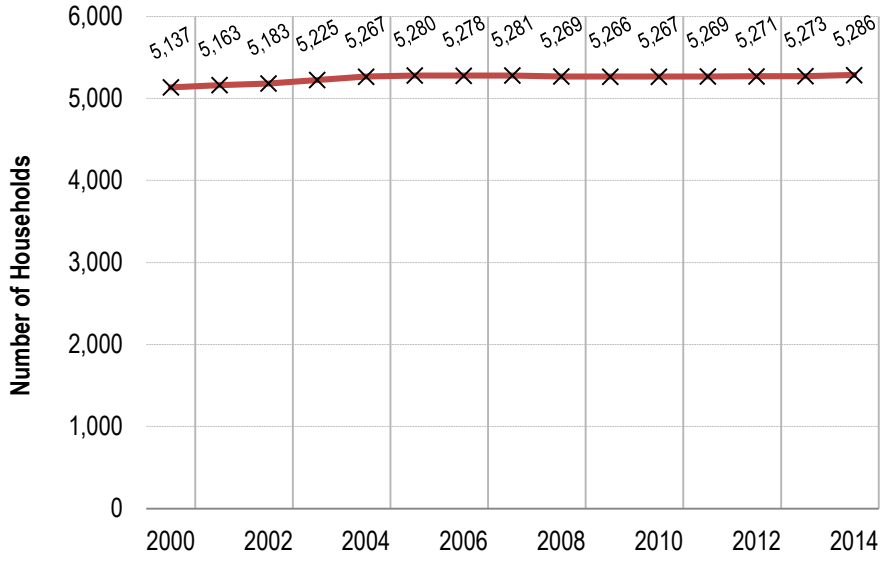

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

- Between 2000 and 2014, the share of All Other Non-Hispanic population group in the city increased from 2.5 percent to 3.0 percent.

# III. Households

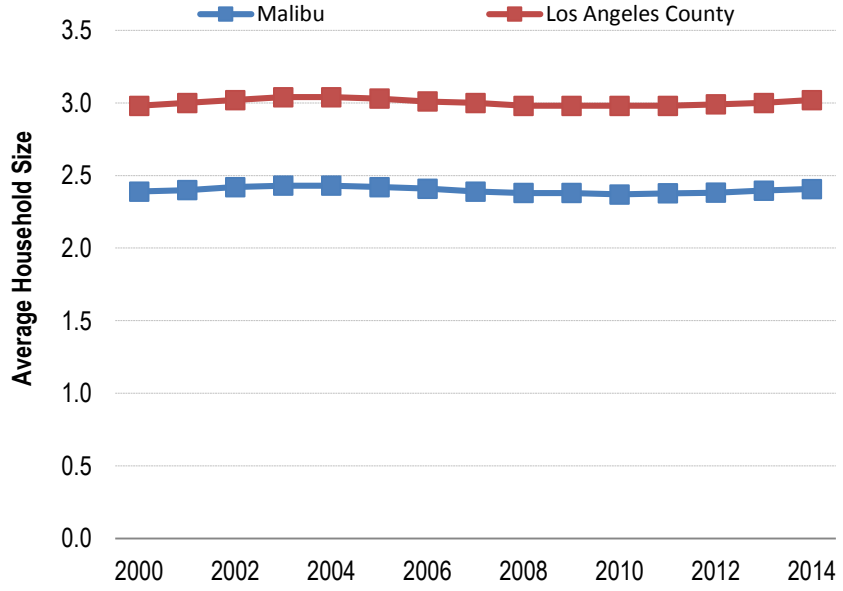
## *Number of Households (Occupied Housing Units)*

**Number of Households: 2000 - 2014**




Sources: 2000 and 2010 U.S. Decennial Census; California Department of Finance, E-5, 2014

**Average Household Size: 2000 - 2014**

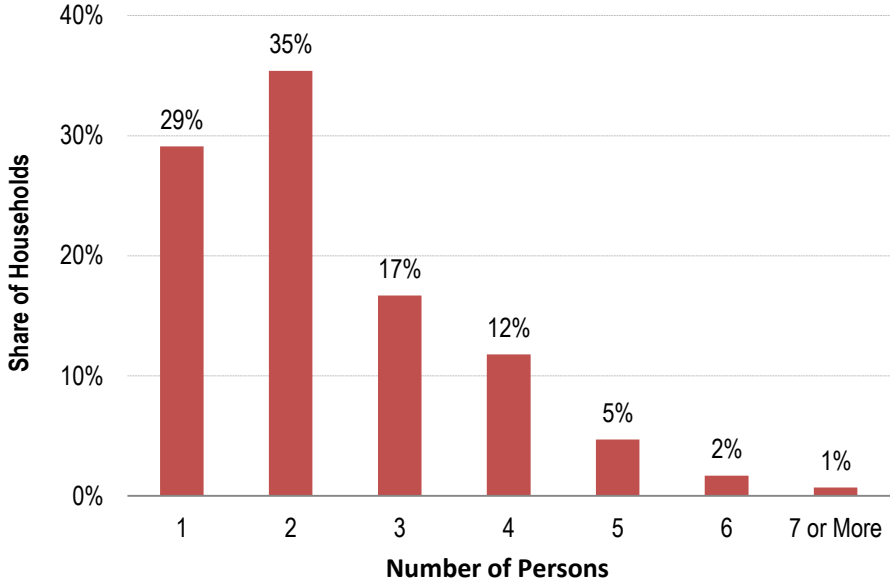



Source: California Department of Finance, E-5, 2014

- Between 2000 and 2014, the total number of households in the City of Malibu increased by 149 units, or 2.9 percent.
- During this 14-year period, the city's household growth rate of 2.9 percent was lower than the county growth rate of 4.3 percent.
- 0.16 percent of Los Angeles County's total number of households are in the City of Malibu.
- In 2014, 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: 2014**

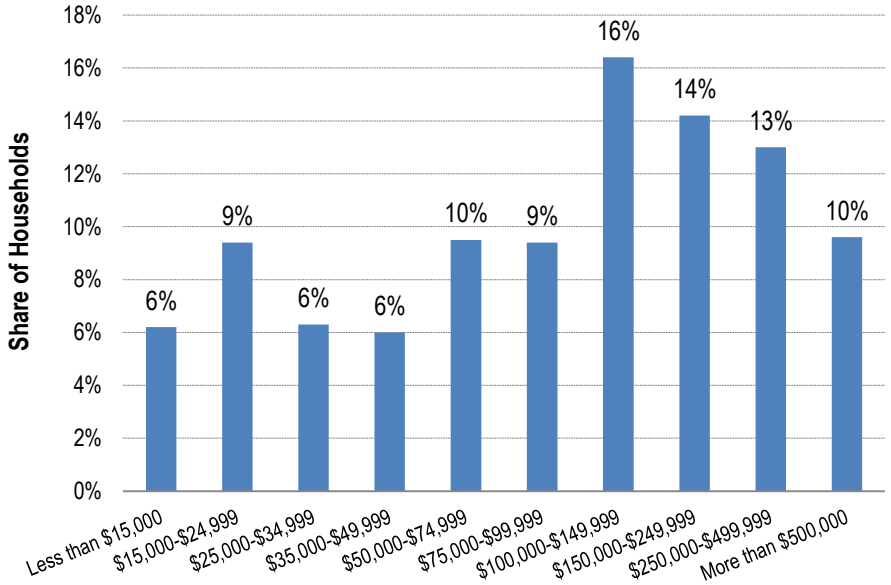



Source: Nielsen Co., 2014

- In 2014, 81.2 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: 2014**

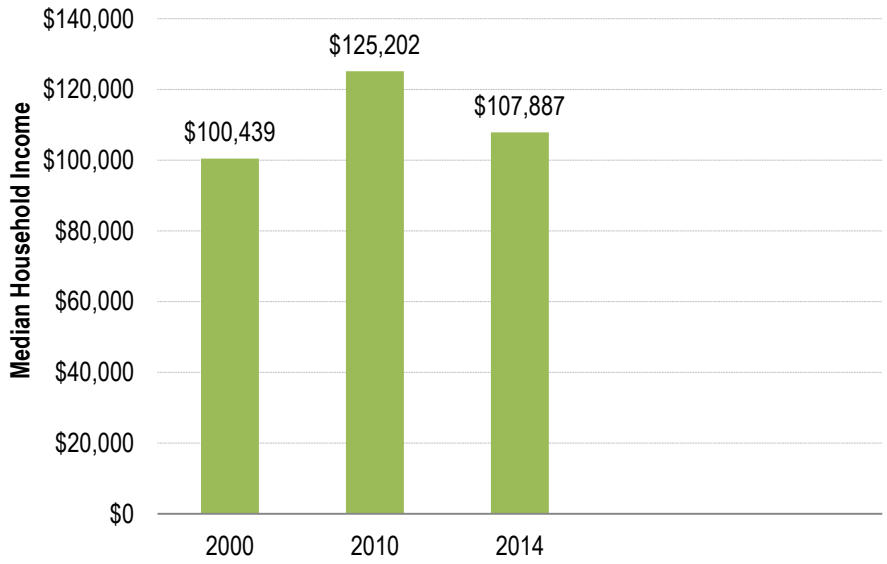



Source: Nielsen Co., 2014

- In 2014, about 27 percent of households earned less than $50,000 annually.
- Approximately 53 percent of households earned $100,000 or more.

## *Household Income*

**Median Household Income: 2000, 2010, & 2014**

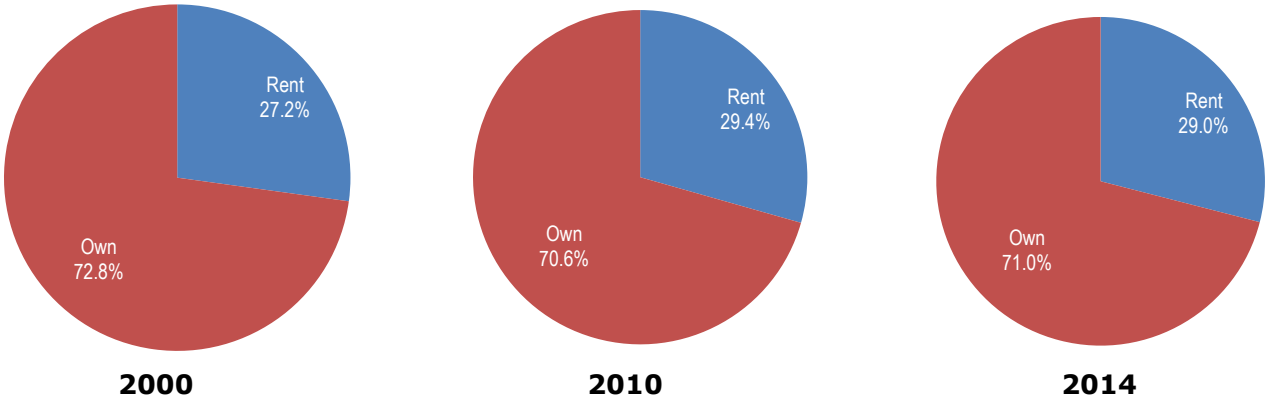



Source: Nielsen Co., 2014

- From 2000 to 2014, median household income increased by $7,448.
- Note: Dollars are not adjusted for annual inflation.

## *Renters and Homeowners*

**Percentage of Renters and Homeowners: 2000, 2010, & 2014**



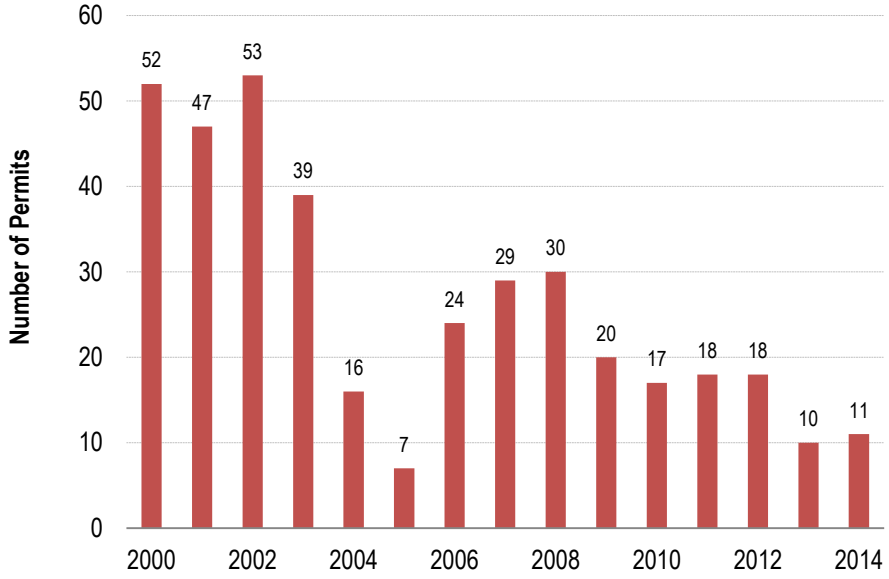

Sources: 2000 and 2010 U.S. Decennial Census; Nielsen Co., 2014

Between 2000 and 2014, homeownership rates decreased and the share of renters increased.

# IV. Housing

## *Total Housing Production*

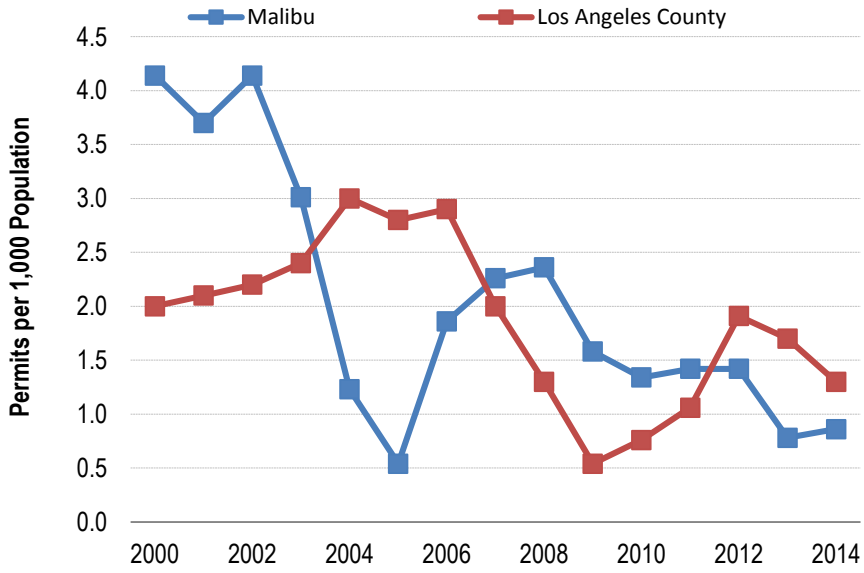
**Total Permits Issued for all Residential Units: 2000 - 2014**




Source: Construction Industry Research Board, 2000 - 2014

- Between 2000 and 2014, permits were issued for 391 residential units.

**Permits Issued for all Residential Units per 1,000 Residents: 2000 - 2014**

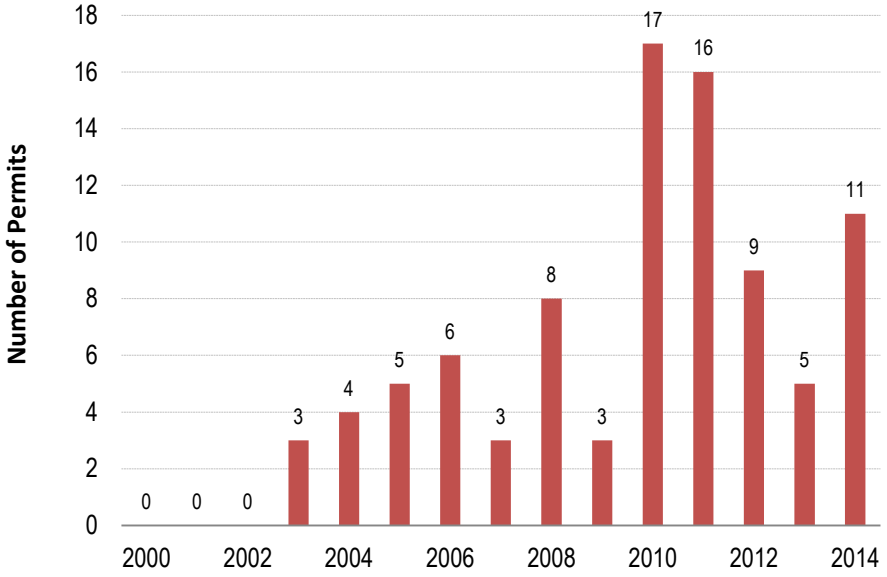



Source: Construction Industry Research Board, 2000 - 2014

- 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 2014, the number of permits per 1,000 residents decreased to 0.9 permits. For the county overall, it decreased to 1.3 permits per 1,000 residents.

## *Single-Family Housing Production*

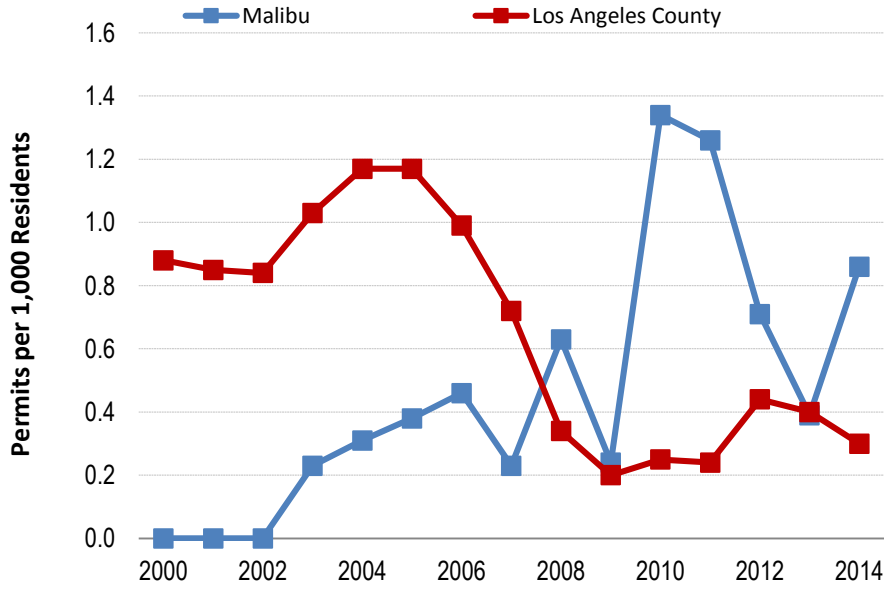
**Permits Issued for Single-Family Units: 2000 - 2014**




Source: Construction Industry Research Board, 2000 - 2014

- Between 2000 and 2014, permits were issued for 90 single family homes.
- 27.8 percent of these were issued in the last 3 years.

**Single-Family Permits Issued per 1,000 Residents: 2000 - 2014**

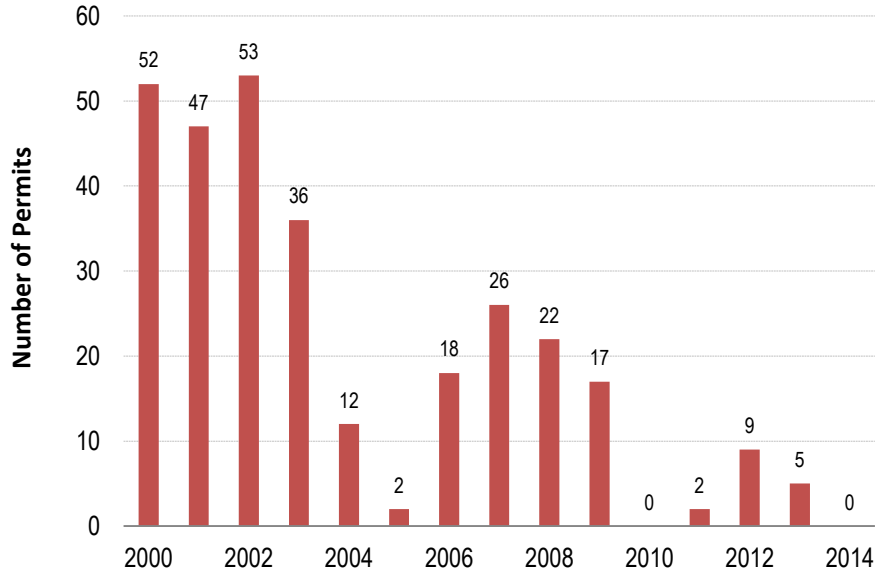



Source: Construction Industry Research Board, 2000 - 2014

- In 2000, the City of Malibu issued 0 permits per 1,000 residents compared to the overall county figure of 0.9 permits per 1,000 residents.
- For the city in 2014, the number of permits issued per 1,000 residents increased to 0.9 permits. For the county overall, it decreased to 0.3 permits per 1,000 residents.

## *Multi-Family Housing Production*

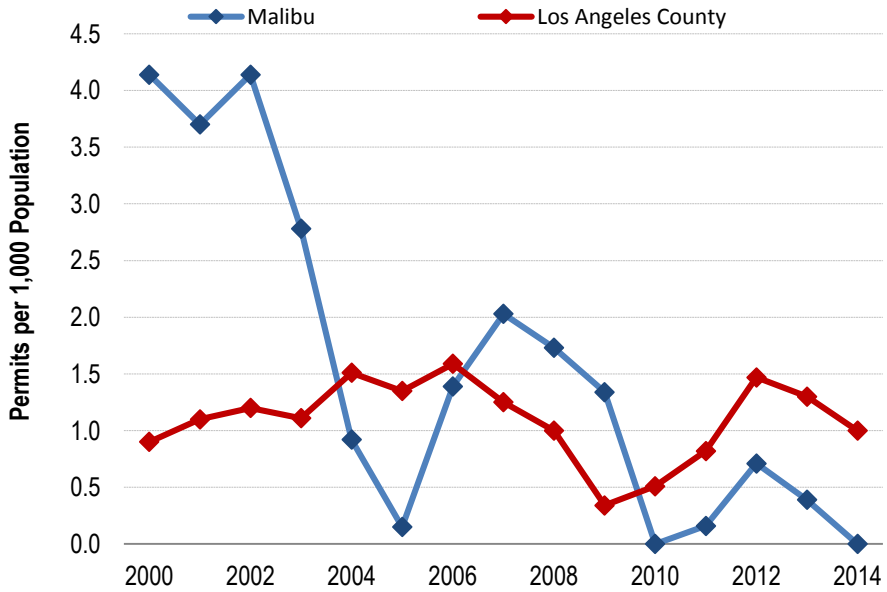
**Permits Issued for Multi-Family Units: 2000 - 2014**




Source: Construction Industry Research Board, 2000-2014

- Between 2000 and 2014, there were permits issued for 301 multi-family residential units.

**Multi-Family Permits Issued per 1,000 Residents: 2000 - 2014**




Source: Construction Industry Research Board, 2000-2014

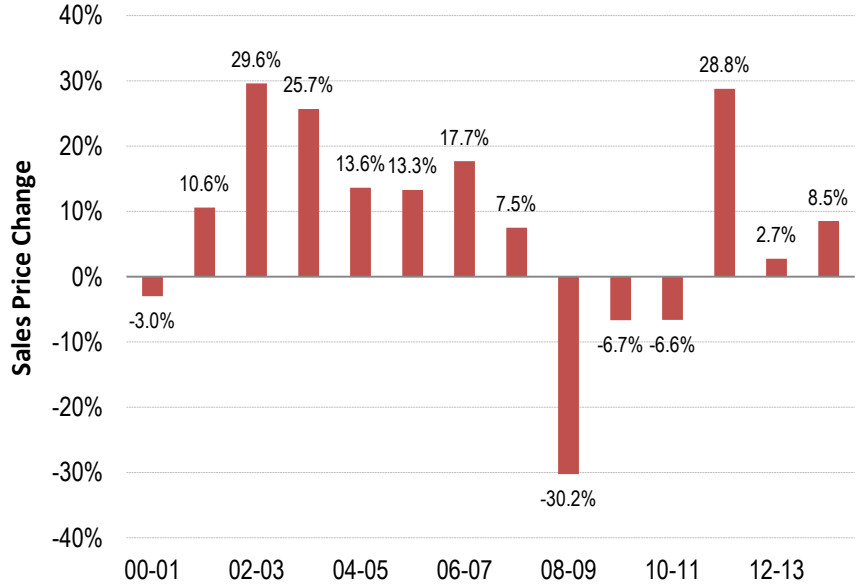
- For the city in 2014, the number of permits per 1,000 residents decreased to 0 permits. For the county overall, it increased to 1 permit per 1,000 residents.

## *Home Sales Prices*

**Median Home Sales Price for Existing Homes: 2000 - 2014 (in $ thousands)**

Source: MDA Data Quick, 2014

**Annual Median Home Sales Price Change for Existing Homes: 2000 - 2014**




Source: MDA Data Quick, 2014

- Between 2000 and 2014, the median home sales price increased 149 percent from $755,000 to $1,877,500.
- Median home sales price increased by 34.1 percent between 2010 and 2014.
- In 2014, the median home sales price in the city was $1,877,500, $1,427,500 higher than that in the county overall.
- Note: Median home sales price reflects resale of existing homes and provides guidance on the market values of homes sold.
- Between 2000 and 2014, the largest single year increase was 29.6 percent.

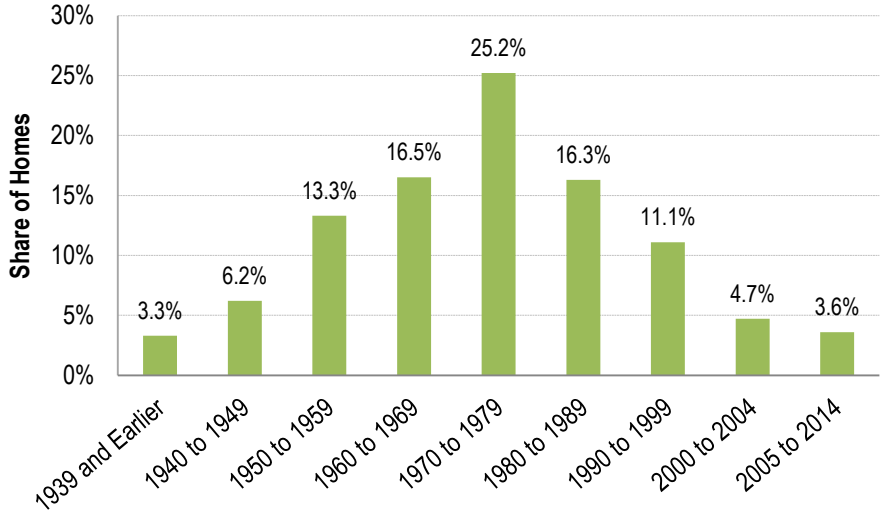
## *Housing Units by Housing Type: 2014*

| Housing Type | Number of Units | Percent of Total Units |
|---|---|---|
| Single Family Detached | 4,809 | 69.8 % |
| Single Family Attached | 540 | 7.8 % |
| Multi-family: 2 to 4 units | 236 | 3.4 % |
| Multi-family: 5 units plus | 761 | 11 % |
| Mobile Home | 541 | 7.9 % |
| **Total** | **6,887** | **100 %** |

Source: California Department of Finance, E-5, 2014

- The most common housing type is Single Family Detached.
- Approximately 77.7 percent were single family homes and 14.5 percent were multi-family homes.

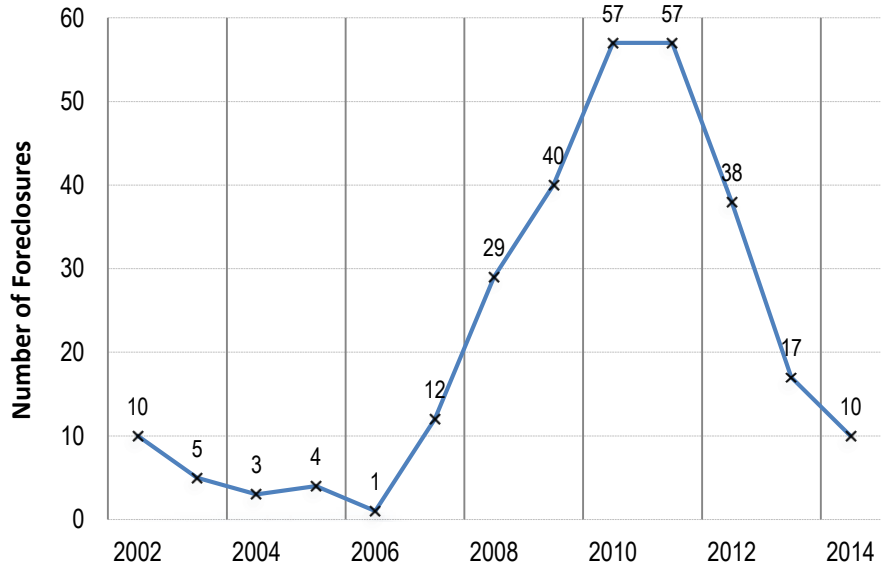
## *Age of Housing Stock*




Source: Nielsen Co., 2014

- About 40 percent of the housing stock was built before 1970.
- Approximately 60 percent of the housing stock was built after 1970.

## *Foreclosures*



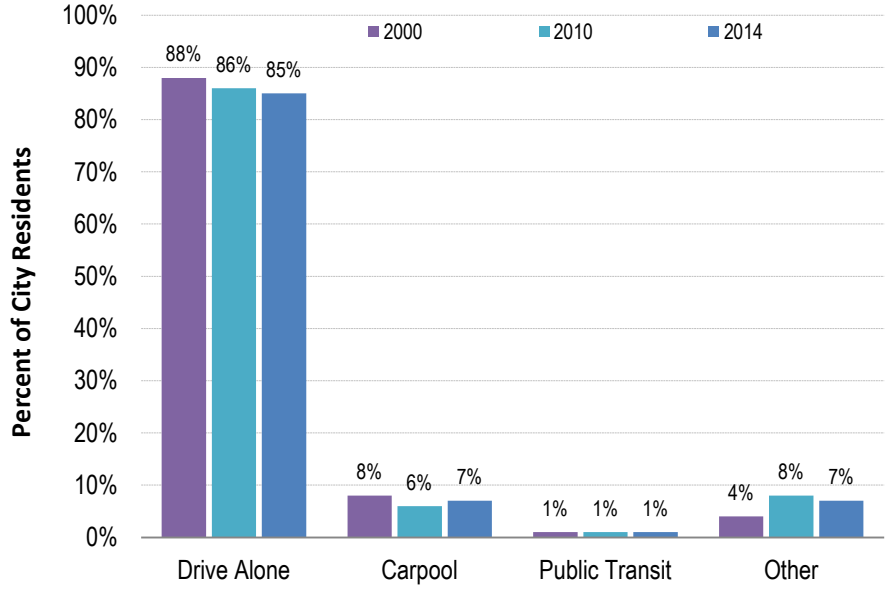

Source: MDA Data Quick, 2014

- There were a total of 10 foreclosures in 2014.
- Between 2007 and 2014, there were a total of 260 foreclosures.

# V. Transportation

## *Journey to Work for Residents*

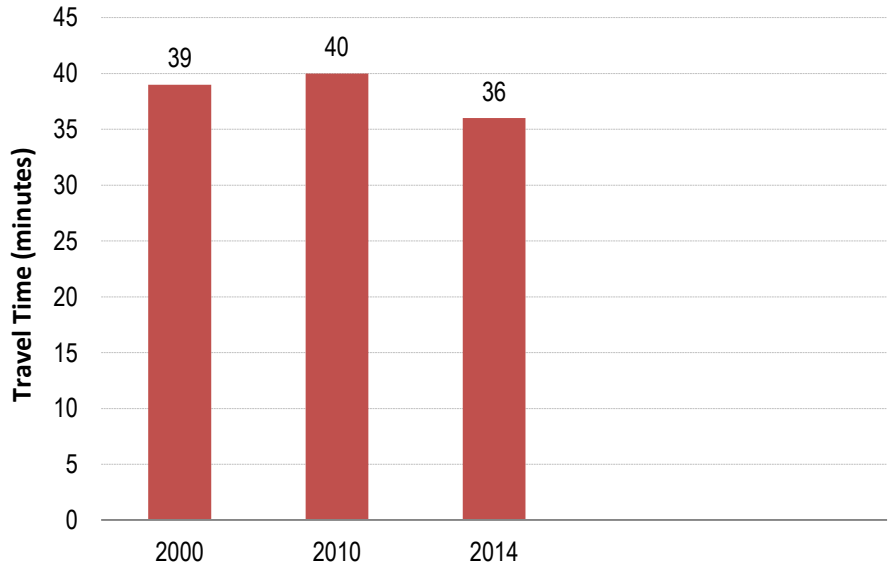
**Transportation Mode Choice: 2000, 2010, & 2014**




Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2014

- Between 2000 and 2014, the greatest change occurred in the percentage of individuals who traveled to work by driving; this share decreased by 2.5 percentage points.
- 'Other' refers to bicycle, pedestrian, and home-based employment.

**Average Travel Time (minutes): 2000, 2010, & 2014**




Sources: 2000 U.S. Decennial Census; 2010 U.S. Census American Community Survey; and Nielsen Co., 2014

- Between 2000 and 2014, the average travel time to work decreased by approximately 3 minutes.

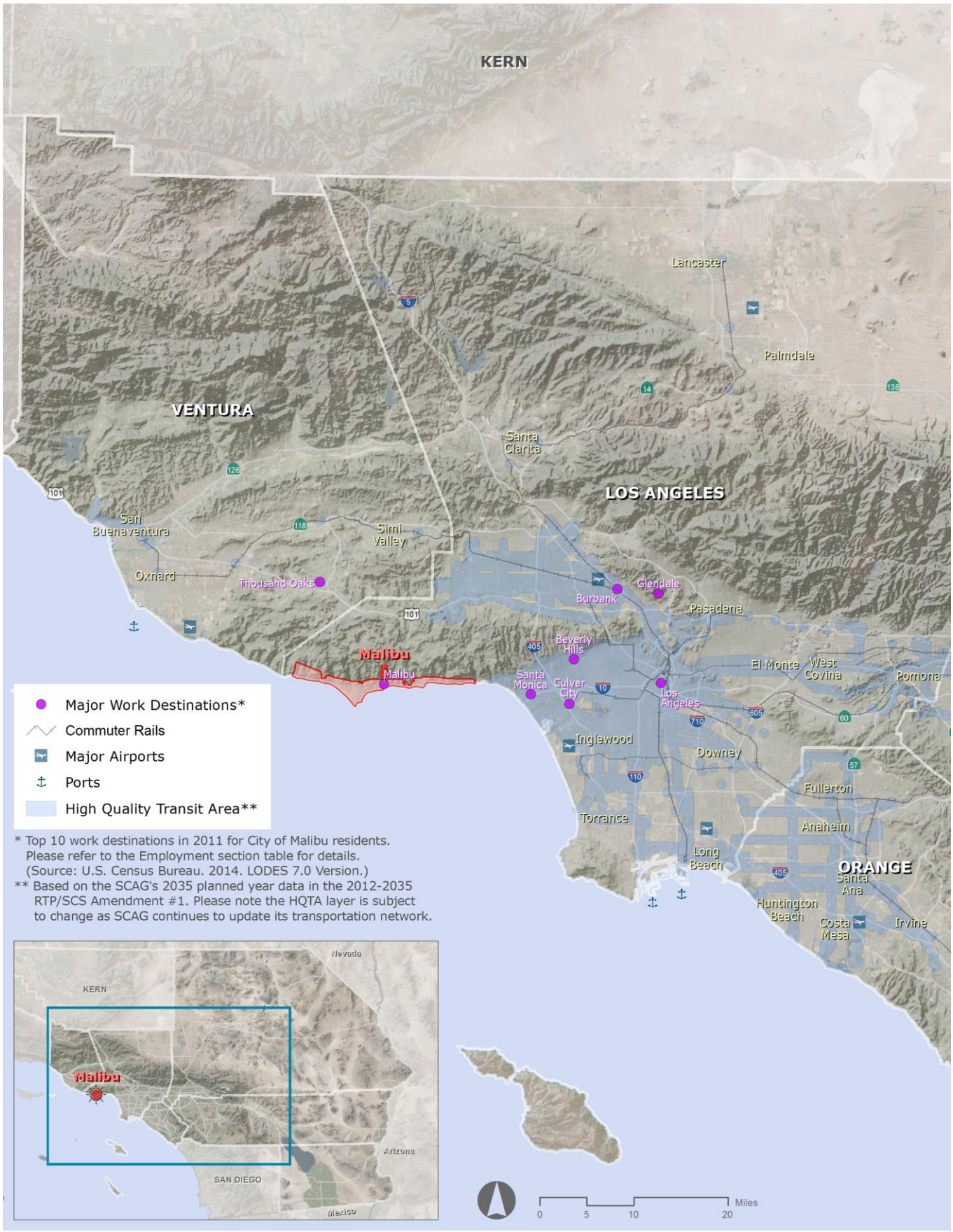
# VI. Employment

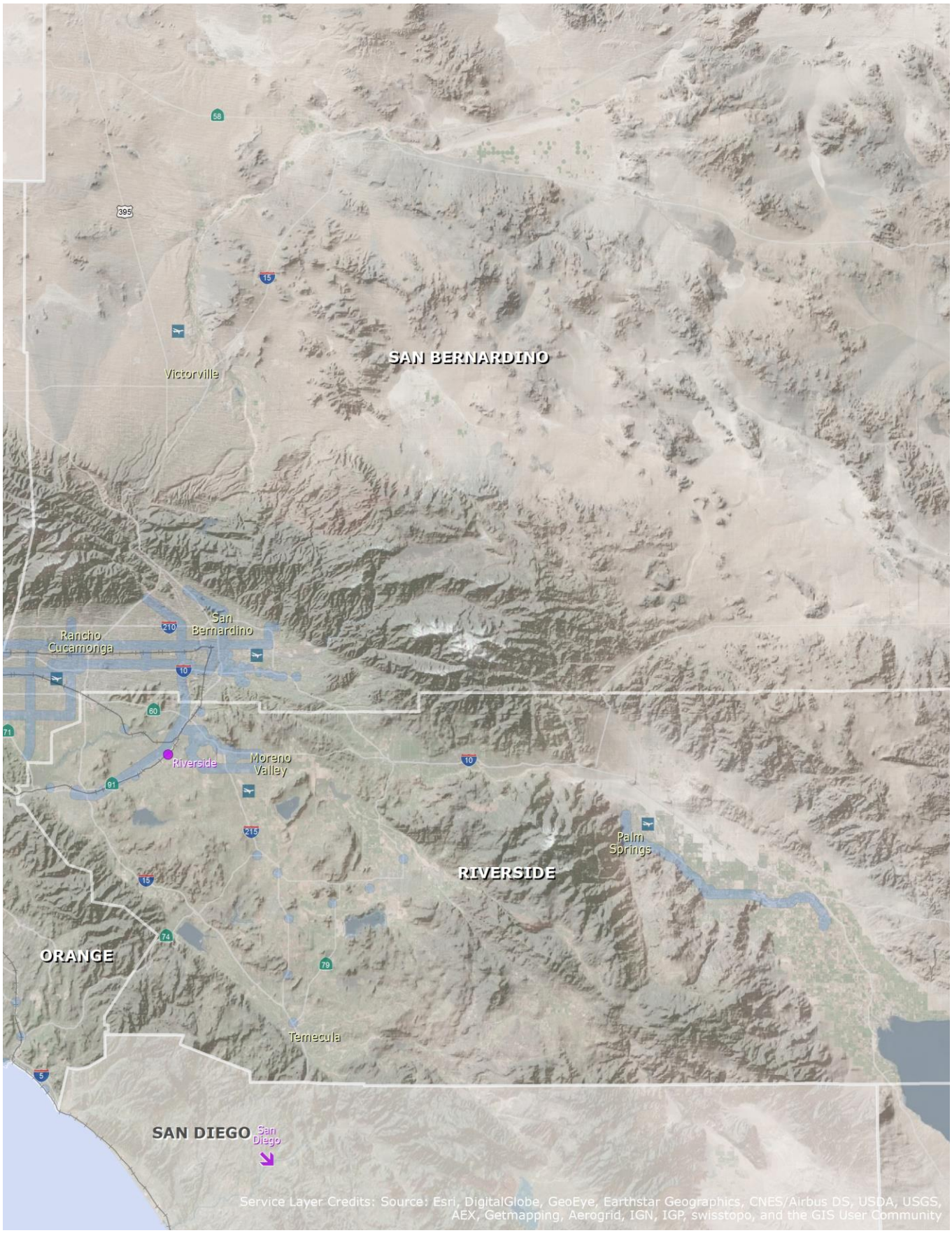
## Top 10 Places Where Residents Commute to Work

| Local Jurisdiction | | Number of Commuters | Percent of Total Commuters |
|---|---|---|---|
| 1. | Los Angeles | 1,220 | 33.04 % |
| 2. | Malibu | 557 | 15.09 % |
| 3. | Santa Monica | 240 | 6.50 % |
| 4. | Burbank | 219 | 5.93 % |
| 5. | Thousand Oaks | 110 | 2.98 % |
| 6. | Culver City | 80 | 2.17 % |
| 7. | Beverly Hills | 57 | 1.54 % |
| 8. | Riverside | 54 | 1.46 % |
| 9. | Glendale | 46 | 1.25 % |
| 10. | San Diego | 43 | 1.16 % |
| All Other Destinations | | 1,066 | 28.87 % |

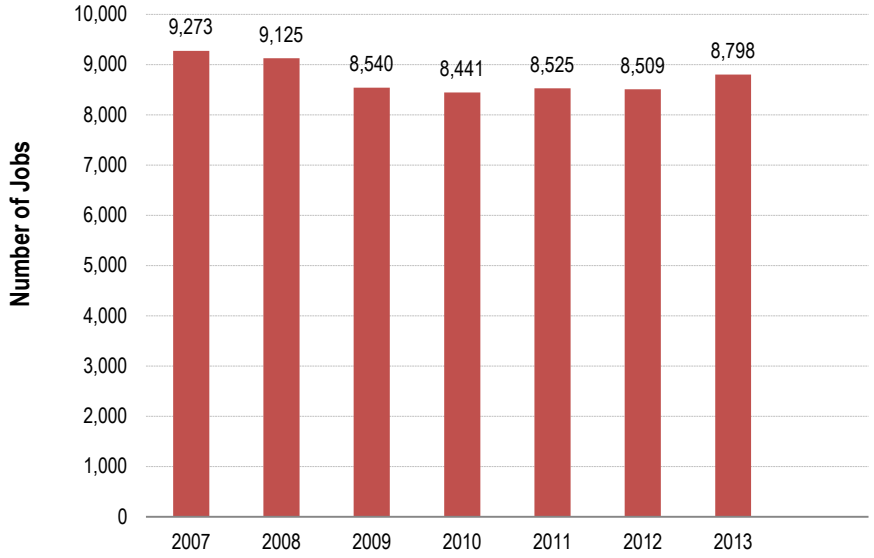
Source: U.S. Census Bureau, 2014, LODES Data; Longitudinal-Employer Household Dynamics Program, 2011

- This table identifies the top 10 locations where residents from the City of Malibu commute to work.
- 15.1% work in the city where they live, while 84.9% commute to other places.


KERN
VENTURA
LOS ANGELES
ORANGE
Lancaster
Palmdale
Santa Clarita
San Buenaventura
Simi Valley
Oxnard
Thousand Oaks
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*
Commuter Rails
Major Airports
Ports
High Quality Transit Area**
* Top 10 work destinations in 2011 for City of Malibu residents.
Please refer to the Employment section table for details.
(Source: U.S. Census Bureau. 2014. LODES 7.0 Version.)
** Based on the SCAG's 2035 planned year data in the 2012-2035
RTP/SCS Amendment #1. Please note the HQTA layer is subject
to change as SCAG continues to update its transportation network.
Nevada
KERN
Malibu
Arizona
SAN DIEGO
Mexico
0
5
10
20
Miles


SAN BERNARDINO
Victorville
San Bernardino
Rancho Cucamonga
Riverside
Moreno Valley
Palm Springs
RIVERSIDE
ORANGE
Temecula
SAN DIEGO
San Diego
Service Layer Credits: Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN, IGP, swisstopo, and the GIS User Community

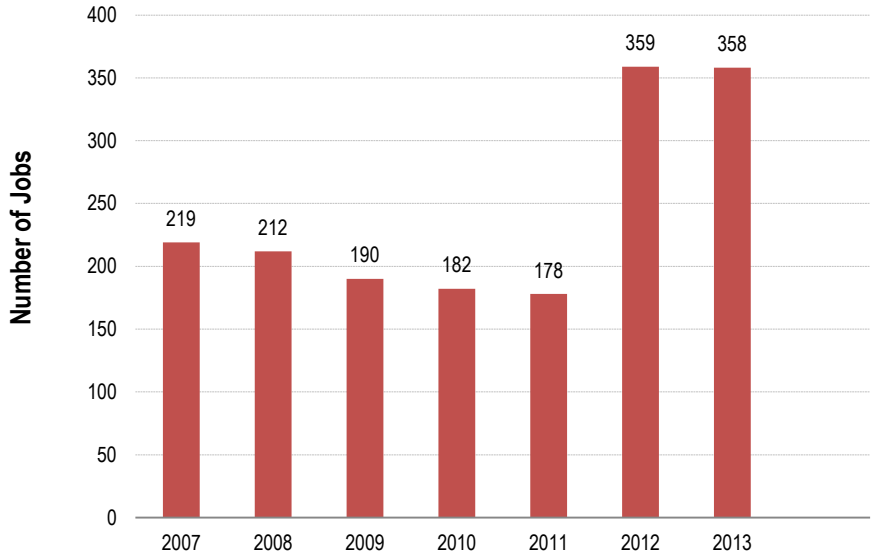
**Total Jobs: 2007 - 2013**




Sources: California Employment Development Department, 2007 - 2013; 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 2013, total jobs in the City of Malibu numbered 8,799, a decrease of 5.1 percent from 2007.

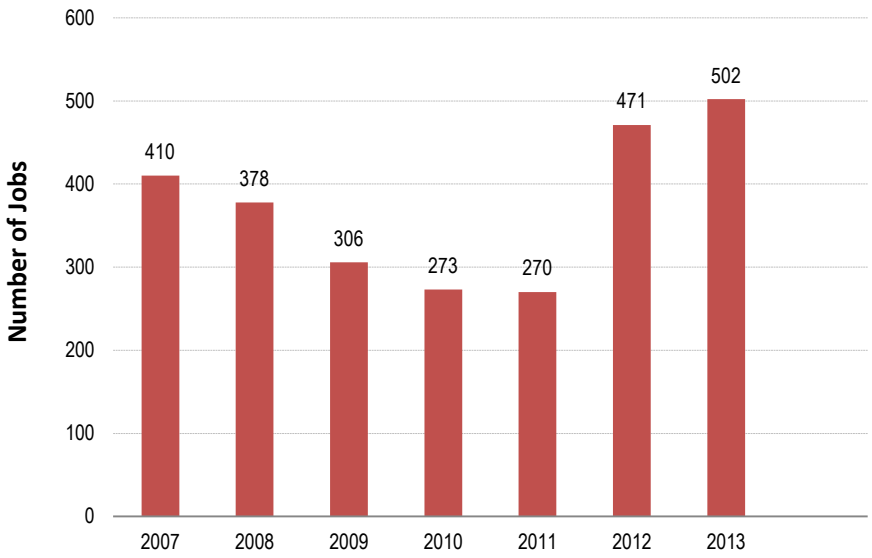
**Jobs in Manufacturing: 2007 - 2013**




Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Manufacturing jobs include those employed in various sectors including food; apparel; metal; petroleum and coal; machinery; computer and electronic products; and transportation equipment.
- Between 2007 and 2013, the number of manufacturing jobs in the city increased by 63.6 percent.

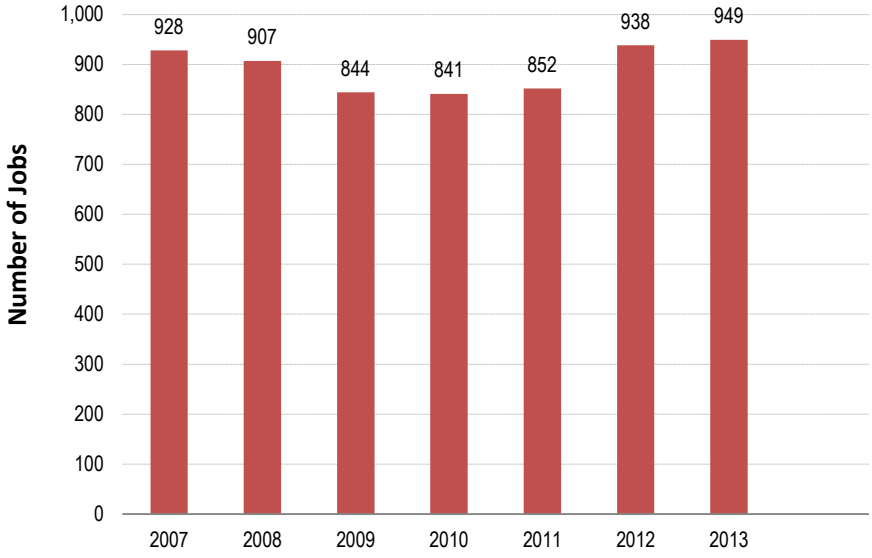
**Jobs in Construction: 2007 - 2013**




Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2013, construction jobs in the city increased by 22.7 percent.

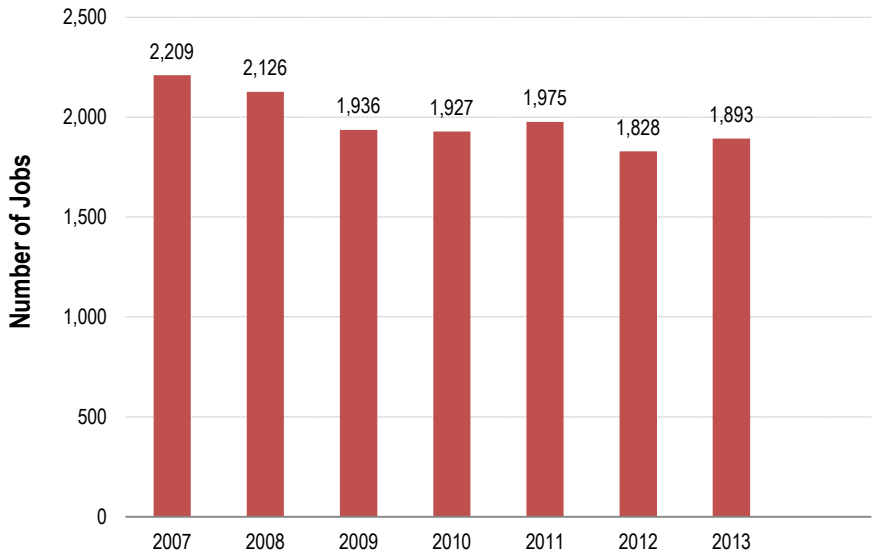
**Jobs in Retail Trade: 2007 - 2013**




Sources: California Employment Development Department, 2007 - 2013; InfoGroup; and SCAG

- Retail trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliances, building materials, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2013, the number of retail trade jobs in the city increased by 2.3 percent.

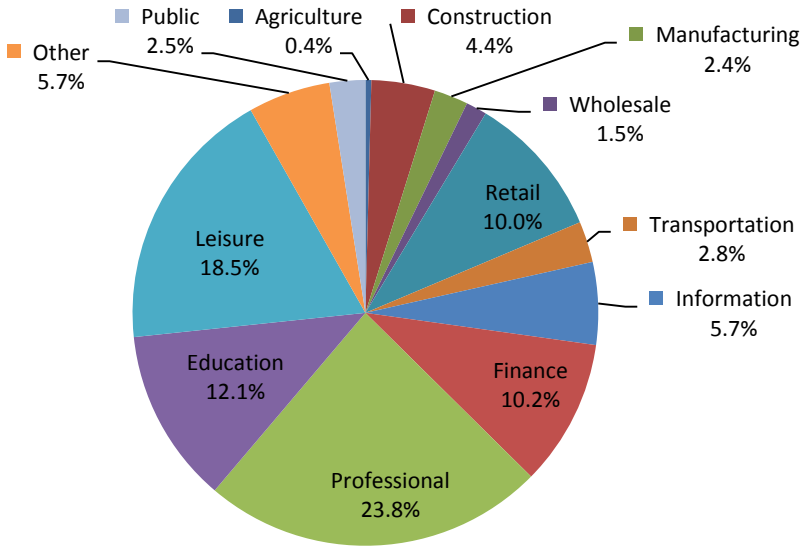
**Jobs in Professional and Management: 2007 - 2013**




Sources: California Employment Development Department, 2007 - 2013; 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 2013, the number of professional and management jobs in the city decreased by 14.3 percent.

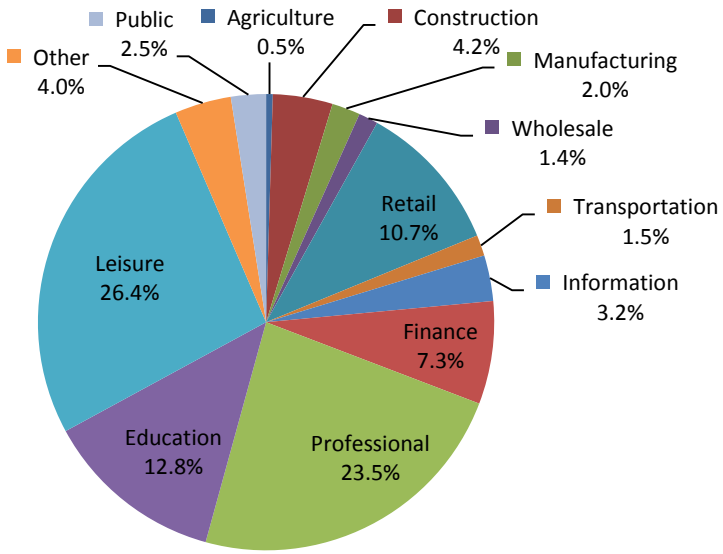
**Jobs by Sector: 2007**




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

- From 2007 to 2013, the share of Leisure jobs increased from 18.5 percent to 26.4 percent.
- See Methodology Section for industry sector definitions.

**Jobs by Sector: 2013**

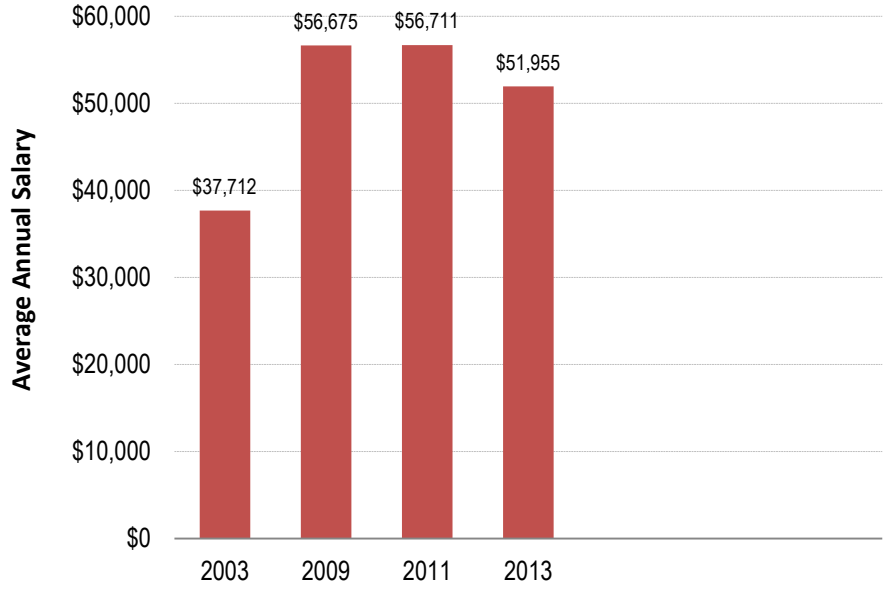



Sources: California Employment Development Department, 2014; InfoGroup; and SCAG.

- In 2013, the Leisure sector was the largest job sector, accounting for 26.4 percent of total jobs in the city.
- Other large sectors included Professional (23.5 percent), Education (12.8 percent), and Retail (10.7 percent).

## Average Salaries

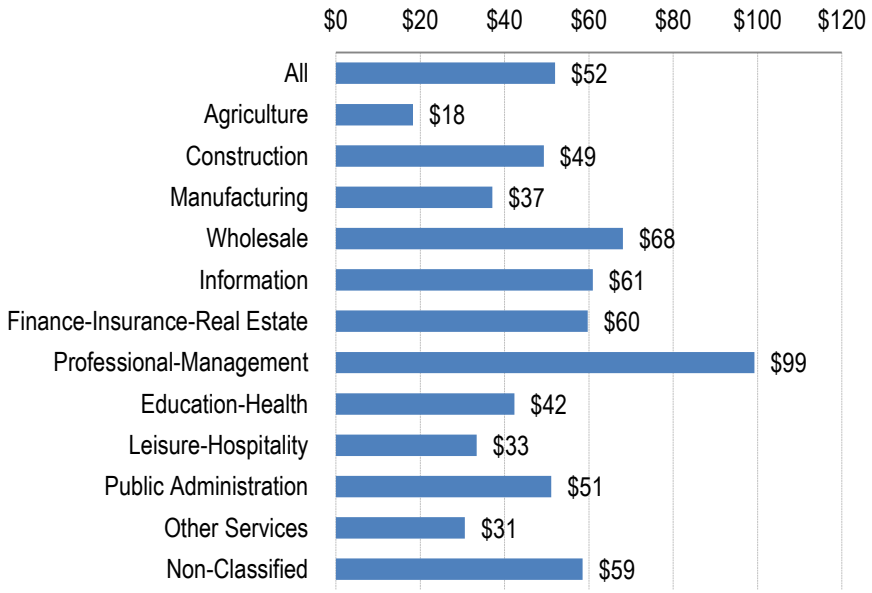
**Average Annual Salary: 2003, 2009, 2011, & 2013**




Source: California Employment Development Department, 2003, 2009, 2011, 2013

- Average salaries for jobs located in the city increased from $37,712 in 2003 to $51,955 in 2013, a 37.8 percent change.
- Note: Dollars are not adjusted for annual inflation.

**Average Annual Salary by Sector: 2013 ($ thousands)**




Source: California Employment Development Department, 2013

- In 2013, the employment sector providing the highest salary per job in the city was Professional-Management ($99,240).
- The Agriculture sector provided the lowest annual salary per job ($18,274).

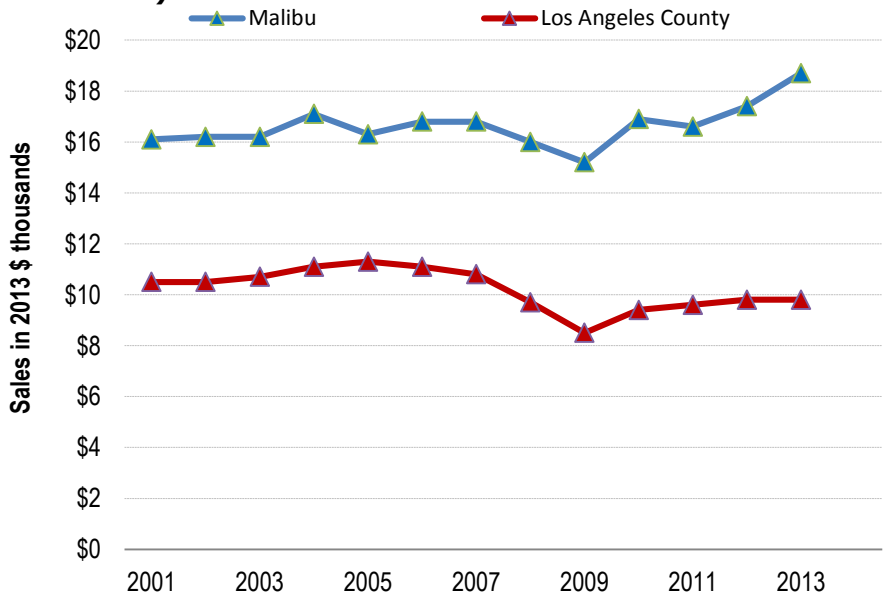
# VII. Retail Sales

**Real Retail Sales: 2001 - 2013 (in 2013 $ millions)**

Source: California Board of Equalization, 2001-2013

- Real (inflation adjusted) retail sales in the City of Malibu increased by 5.6 percent between 2000 and 2005.
- Real retail sales increased by 10.7 percent between 2005 and 2013.

**Real Retail Sales per Person: 2001 - 2013 (in 2013 $ thousands)**

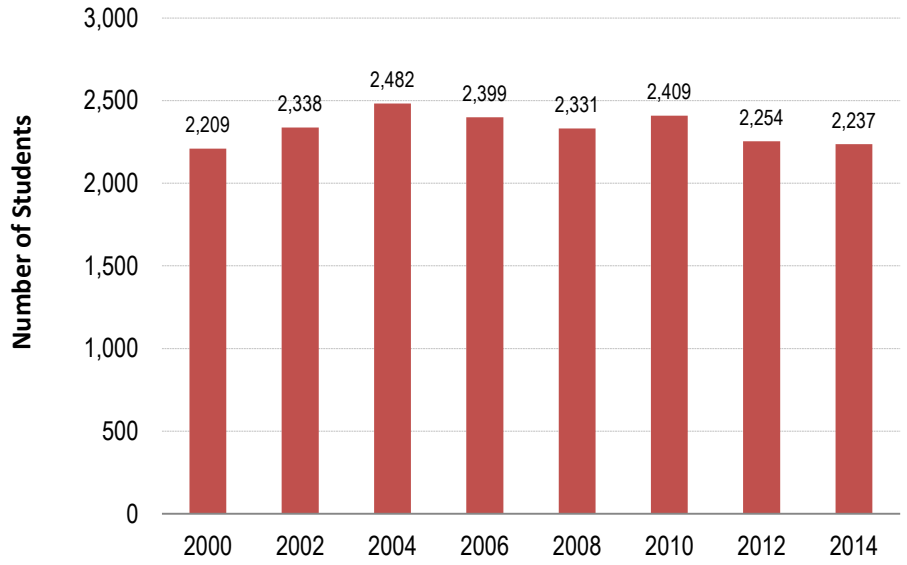



Source: California Board of Equalization, 2001-2013

- Between 2001 and 2013, retail sales per person for the city increased from $16,721 to $19,231.

# VIII. Education

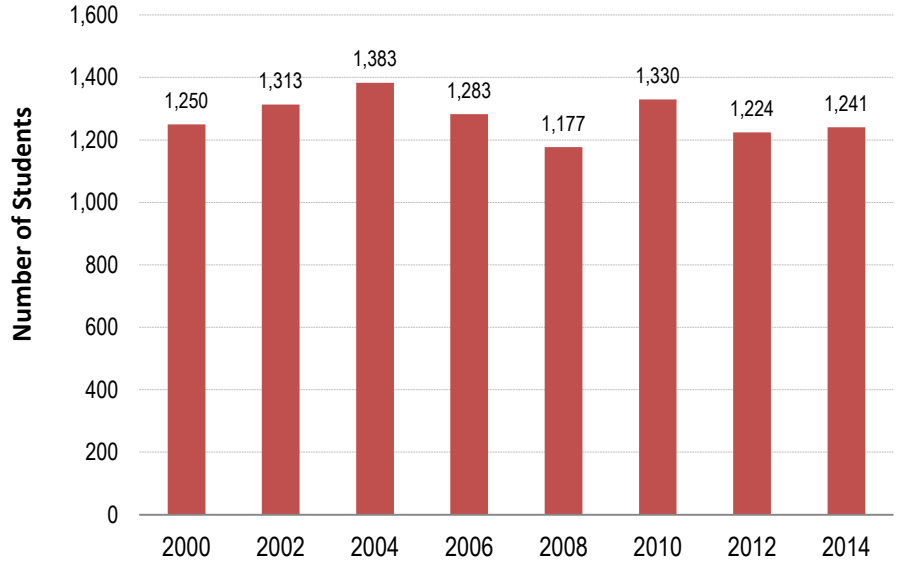
**K-12 Public School Student Enrollment: 2000 - 2014**




Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total K-12 public school enrollment for schools within the City of Malibu increased by 28 students, or about 1.3 percent.

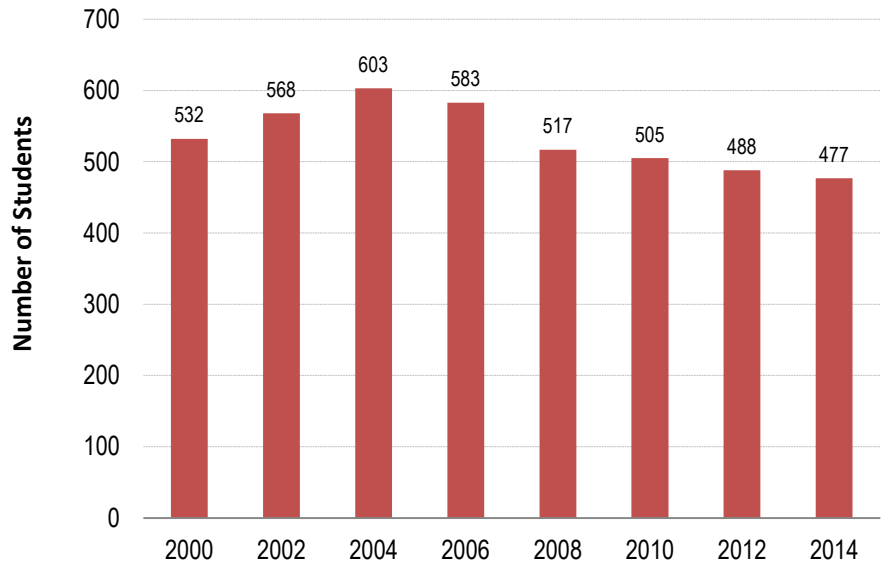
**K-6 Public School Student Enrollment: 2000 - 2014**




Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public elementary school enrollment decreased by 9 students or 0.7 percent.

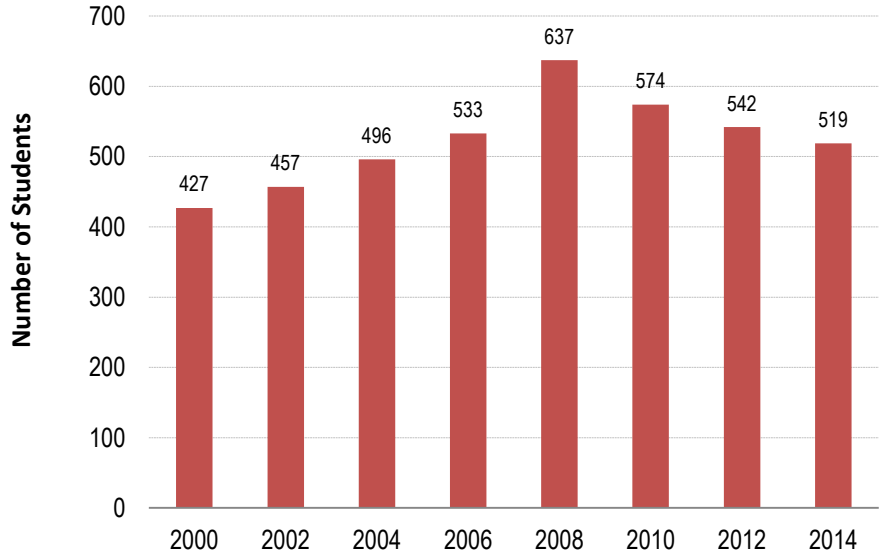
**Grades 7-9 Public School Student Enrollment: 2000 - 2014**




Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public school enrollment for grades 7-9 decreased by 55 students or 10.3 percent.

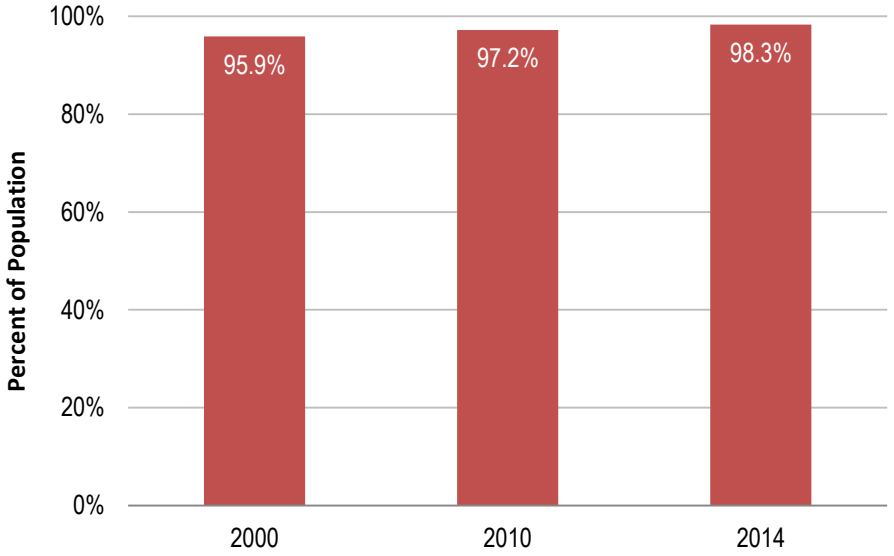
**Grades 10-12 Public School Student Enrollment: 2000 - 2014**




Source: California Department of Education, 2000 - 2014

- Between 2000 and 2014, total public school enrollment for grades 10-12 increased by 92 students, about 21.5 percent.

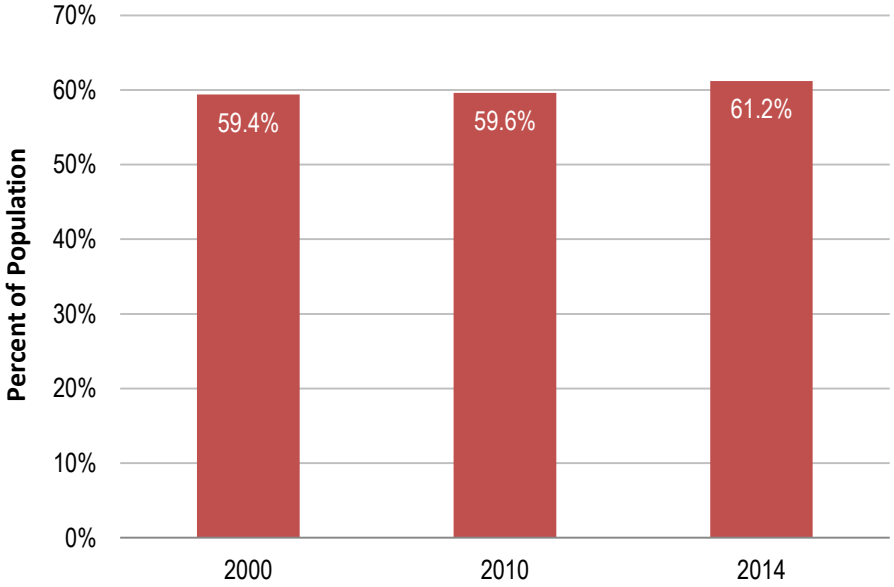
**Percent of City Population 25 Years & Over Completing High School or Higher**




Sources: 2000 and 2010 Census; Nielsen Co., 2014

- In 2014, 98.3 percent of the population 25 years and over completed high school or higher, which is higher than the 2000 level.

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

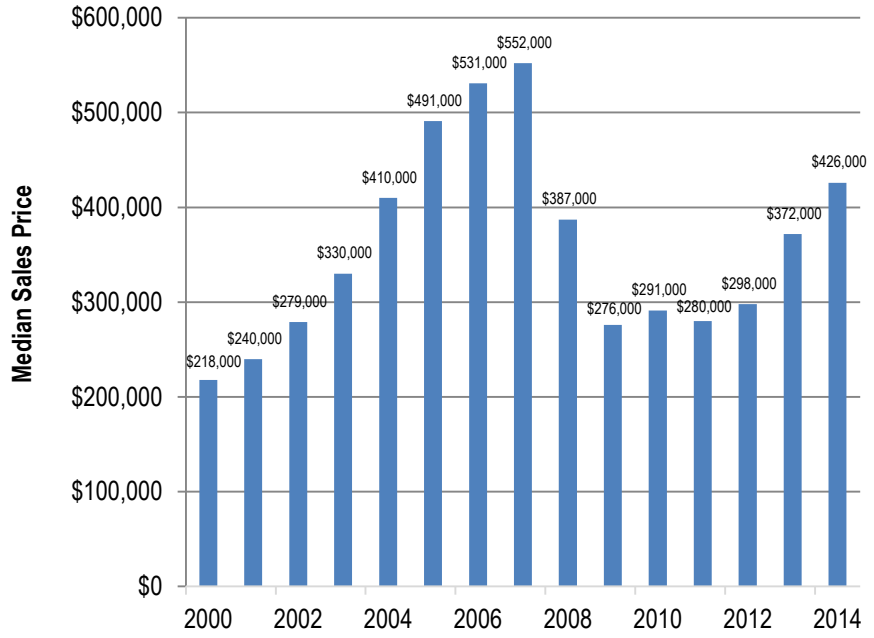



Sources: 2000 and 2010 Census; Nielsen Co., 2014

- In 2014, 61.2 percent of the population 25 years and over completed a Bachelor's degree or higher, which is higher than the 2000 level.

# IX. SCAG Regional Highlights

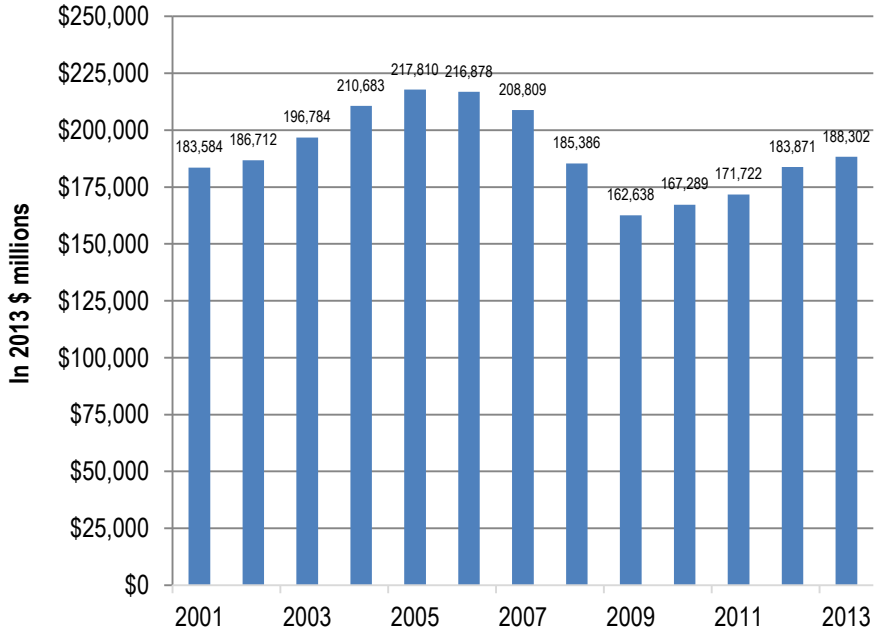
**Regional Median Sales Price for Existing Homes: 2000 - 2014**




Source: MDA Data Quick, 2014

- After reaching its peak in 2007, the median sales price for existing homes in the SCAG region dropped by almost half by 2011 from its 2007 level and rebounded from 2012 to 2014.
- Median home sales price was calculated based on total existing home sales in the SCAG region.

**Regional Real Retail Sales: 2001 - 2013**




Source: California Board of Equalization, 2001-2013

- Retail sales tend to follow closely with trends in personal income, employment rates, and consumer confidence.
- Between 2001 and 2005, real (inflation adjusted) retail sales increased steadily by 19 percent but then dropped between 2005 and 2009 by $52 billion, or 25 percent.
- In 2013, total real retail sales were three percent higher than the 2001 level.

## X. Data Sources

California Department of Education

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

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 U.S. Census Bureau, California Department of Finance, and the California Department of Education. 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 this report.

**Statistical Summary Table**

In the Statistical Summary Table (page 3), the values in the field "Jurisdiction Relative to County/Region" represent the difference 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 2014 was taken from the California Department of Finance's (DOF) E-5 estimates, which were published in May 2014. 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, 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 2014. Charts for race/ethnicity were tabulated using 2000 and 2010 U.S. Decennial Census data and Nielsen Company data for 2014.

**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 2014 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 on Nielsen Company data. Households refer to the number of occupied housing units.

**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 the 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 and are self-reported by individual jurisdictions. It represents both new single family and new multifamily housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures (e.g., re-roofs, remodels). 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 Construction Industry Research Board defines "multi-family housing" to include duplexes, apartments, and condominiums in structures of more than one living unit.

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 jurisdiction, 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 for 2010 is based on the 2010 U.S. Census American Community Survey. Information for 2014 was provided by the Nielsen Company.

**Employment Section**

Data sources for estimating jurisdiction employment and wage information include the 2010 U.S. Census Bureau Local Employment Dynamics Survey, and information from the California Employment Development Department, InfoGroup, and SCAG for years 2007-2013. In many instances, employment totals from individual businesses were geocoded and aggregated to the jurisdictional level.

Employment information 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 and primary metal manufacturing.
- 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, among many others.

- Education/Health – Organizations 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 – These industries include organizations in the performing arts, spectator sports, museums, amusement/recreation industries, traveler accommodations, and food and drink services.
- 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 activites that are 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 California Department of Education. Enrollment year is based on the end date of the school year; for example, enrollment data for the year 2000 refers to the 1999-2000 school year. City boundaries used in the dataset for all years is based on data provided by the Local Agency Formation Commission for each county in the region.

**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

**SCAG Management**
Hasan Ikhrata, Executive Director
Sharon Neely, Chief Deputy Executive Director
Debbie Dillon, Deputy Executive Director, Administration
Joann Africa, Chief Counsel/Director, Legal Services
Huasha Liu, Director, Land Use & Environmental Planning
Rich Macias, Director, Transportation Planning
Darin Chidsey, Director, Strategy, Policy & Public Affairs
Basil Panas, Chief Financial Officer
Catherine Kirschbaum, Chief Information Officer

**Project Managers**
Ping Chang, Program Manager, Land Use & Environmental Planning
Michael Gainor, Senior Regional Planner

**Project Core Team**
Kimberly Clark, Senior Regional Planner
Prabhu Rajendran, Senior Application Developer
Jung Seo, Senior Regional Planner
Alex Yu, Manager, Application Development

**Reproduction**
Pat Camacho, Office Services Specialist

**Assistance from the following SCAG staff members is also recognized:**
Matthew Abad, SCAG Intern
Precy Agtarap, SCAG Intern
Anita Au, Assistant Regional Planner
Ludlow Brown, Graphics Designer
Diana Chamberlain, Graphics Designer
John Cho, Associate Regional Planner
Christine Delostrinos, SCAG Intern
Stacy Farfan, SCAG Intern
Carolyn Hart, Lead Graphics Designer
Gurpreet Kaur, Programmer Analyst
Cheol-Ho Lee, Senior Regional Planner
JiSu Lee, SCAG Intern
Weining Liang, SCAG Intern
Jeff Liu, Manager, Media and Public Affaris
Jonathan Nadler, Manager (former), Compliance & Performance Monitoring
Frank Wen, Manager, Research & Analysis
Ying Zhou, Program Manager II

# Southern California Association of Governments
## Regional Council Roster
May 2015

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| **2nd Vice-President** | **3.** | **Hon. Michele Martinez** | ***Santa Ana*** | **District 16** |
| **Imm. Past President** | **4.** | **Hon. Greg Pettis** | ***Cathedral City*** | **District 2** |
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| | 6. | Hon. Mark Ridley-Thomas | | Los Angeles County |
| | 7. | Hon. Michael Antonovich | | Los Angeles County |
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| | 24. | Hon. Bill Jahn | *Big Bear Lake* | District 11 |
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| | 30. | Hon. Steve Hwangbo | *La Palma* | District 18 |
| | 31. | Hon. Kris Murray | *Anaheim* | District 19 |
| | 32. | Hon. Tri Ta | *Westminster* | District 20 |
| | 33. | Hon. Art Brown | *Buena Park* | District 21 |
| | 34. | Hon. Marty Simonoff | *Brea* | District 22 |
| | 35. | Hon. Victor Manalo | *Artesia* | District 23 |
| | 36. | Hon. Gene Daniels | *Paramount* | District 24 |
| | 37. | Hon. Sean Ashton | *Downey* | District 25 |
| | 38. | Hon. José Luis Solache | *Lynwood* | District 26 |
| | 39. | Hon. Ali Saleh | *Bell* | District 27 |
| | 40. | Hon. Dan Medina | *Gardena* | District 28 |

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| 41. Hon. Rex Richardson | *Long Beach* | District 29 |
| 42. Hon. Lena Gonzalez | *Long Beach* | District 30 |
| 43. Hon. Andrew Sarega | *La Mirada* | District 31 |
| 44. Hon. Margaret Clark | *Rosemead* | District 32 |
| 45. Hon. Gene Murabito | *Glendora* | District 33 |
| 46. Hon. Barbara Messina | *Alhambra* | District 34 |
| 47. Hon. Margaret E. Finlay | *Duarte* | District 35 |
| 48. Hon. Jonathan Curtis | *La Cañada/Flintridge* | District 36 |
| 49. Hon. Carol Herrera | *Diamond Bar* | District 37 |
| 50. Hon. Sam Pedroza | *Claremont* | District 38 |
| 51. Hon. James Gazeley | *Lomita* | District 39 |
| 52. Hon. Judy Mitchell | *Rolling Hills Estates* | District 40 |
| 53. Hon. Pam O'Connor | *Santa Monica* | District 41 |
| 54. Hon. Jess Talamantes | *Burbank* | District 42 |
| 55. Hon. Steven Hofbauer | *Palmdale* | District 43 |
| 56. Hon. John Sibert | *Malibu* | District 44 |
| 57. Hon. Carmen Ramirez | *Oxnard* | District 45 |
| 58. Hon. Glen Becerra | *Simi Valley* | District 46 |
| 59. Hon. Gilbert Cedillo | *Los Angeles* | District 48 |
| 60. Hon. Paul Krekorian | *Los Angeles* | District 49 |
| 61. Hon. Bob Blumenfield | *Los Angeles* | District 50 |
| 62. Hon. Tom LaBonge | *Los Angeles* | District 51 |
| 63. Hon. Paul Koretz | *Los Angeles* | District 52 |
| 64. Hon. Nury Martinez | *Los Angeles* | District 53 |
| 65. Hon. Felipe Fuentes | *Los Angeles* | District 54 |
| 66. Hon. Bernard C. Parks | *Los Angeles* | District 55 |
| 67. Hon. Curren D. Price, Jr. | *Los Angeles* | District 56 |
| 68. Hon. Herb J. Wesson, Jr. | *Los Angeles* | District 57 |
| 69. Hon. Mike Bonin | *Los Angeles* | District 58 |
| 70. Hon. Mitchell Englander | *Los Angeles* | District 59 |
| 71. Hon. Mitch O'Farrell | *Los Angeles* | District 60 |
| 72. Hon. José Huizar | *Los Angeles* | District 61 |
| 73. Hon. Joe Buscaino | *Los Angeles* | District 62 |
| 74. Hon. Karen Spiegel | *Corona* | District 63 |
| 75. Hon. Barbara Delgleize | *Huntington Beach* | District 64 |
| 76. Hon. Ryan McEachron | *Victorville* | District 65 |
| 77. Hon. Michael Wilson | *Indio* | District 66 |
| 78. Hon. Dante Acosta | *Santa Clarita* | District 67 |
| 79. Hon. Rusty Bailey | *Riverside* | District 68 |
| 80. Hon. Julio Rodriguez | *Perris* | District 69 |

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| 81. Hon. | Ross Chun | *Aliso Viejo* | TCA |
| 82. Hon. | Andrew Masiel, Sr. | *Pechanga Band of Luiseño Indians* | Tribal Government Representative |
| 83. Mr. | Randall Lewis | *Lewis Group of Companies* | (Ex-Officio) |
| 84. Hon. | Eric Garcetti | *Los Angeles* | (At-Large) |

***Notes:***