Profile of the City of Rolling Hills Estates

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 190 cities in the SCAG region.

SCAG Regional Council District 40 includes El Segundo, Hermosa Beach, Lawndale, Manhattan Beach, Palos Verdes Estates, Rancho Palos Verdes, Redondo Beach, Rolling Hills, and Rolling Hills Estates

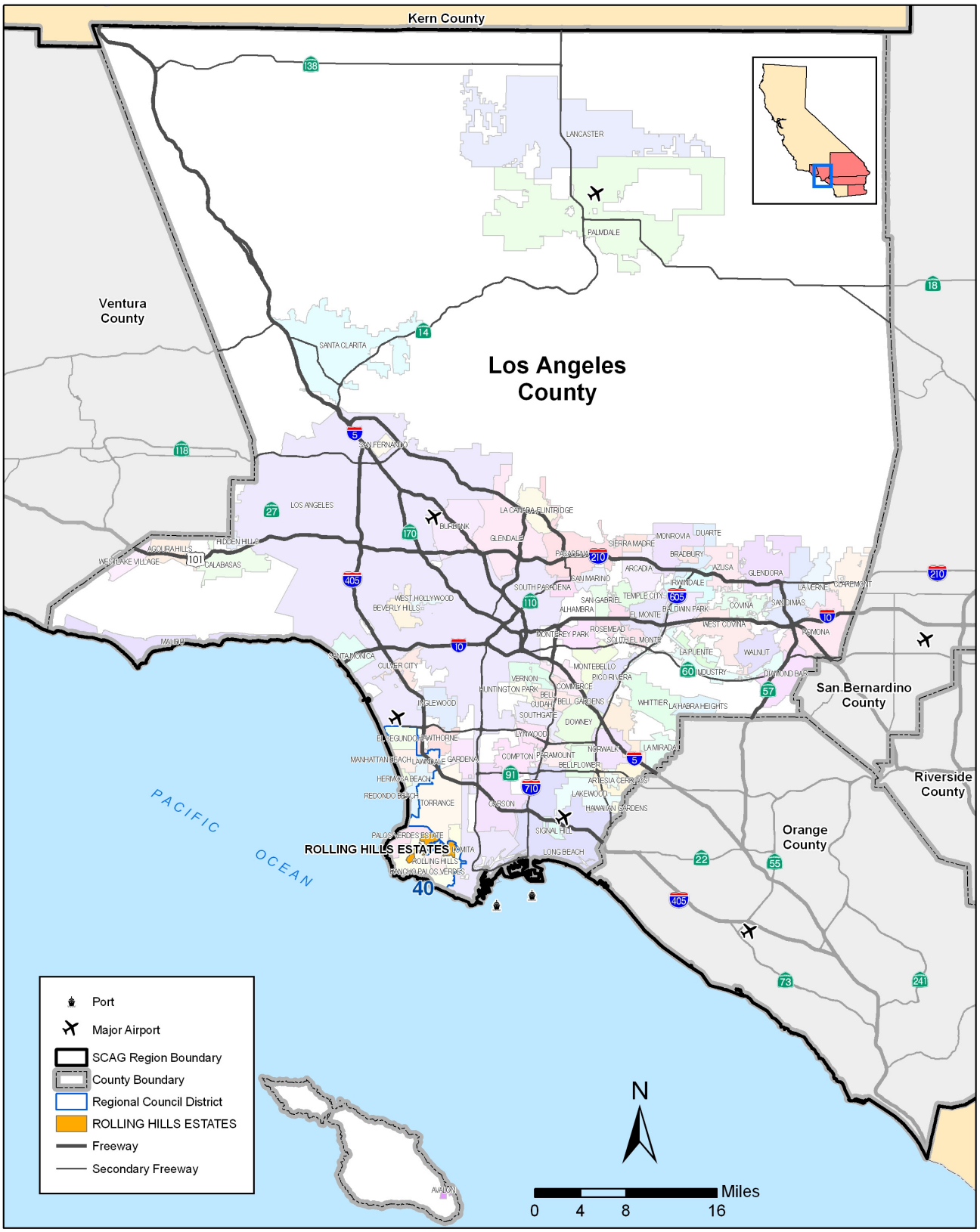
Represented by: Hon. Judy Mitchell

This profile report was prepared by the Southern California Association of Governments and shared with the City of Rolling Hills Estates. SCAG provides local governments with services including planning data and information; technical assistance such as GIS training; and planning assistance such as growth visioning and analyses of infill developments and their fiscal impacts.

SCAG wishes to recognize the City of Rolling Hills Estates for volunteering to participate in a regionally funded demonstration project through the Compass Blueprint program. This partnership is a showcase for collaborative planning based on a shared vision on how to address the challenge of population, housing and employment growth and change.

SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

Southern California Association of Governments
May 2011


Kern County
Ventura County
Los Angeles County
San Bernardino County
Riverside County
Orange County
PACIFIC OCEAN
ROLLING HILLS ESTATES
LANCASTER
PALMDALE
SANTA CLARITA
SAN FERNANDO
LOS ANGELES
BURBANK
GLENDALE
PASADENA
LONG BEACH
Port
Major Airport
SCAG Region Boundary
County Boundary
Regional Council District
ROLLING HILLS ESTATES
Freeway
Secondary Freeway
N
Miles
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Southern California Association of Governments
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May 2011

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Hon. Lupe Ramos-Watson, Indio	**District 66**
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Hon. Lisa Bartlett, Dana Point	**TCA**
Mr. Randall Lewis (Ex-Officio)	**Lewis Operating Group**
Hon. Antonio Villaraigosa, Los Angeles	**At-Large**

Table of Contents

I. INTRODUCTION **1**

II. POPULATION **3**

III. HOUSEHOLDS **8**

IV. HOUSING **10**

V. TRANSPORTATION **12**

VI. EMPLOYMENT **13**

VII. RETAIL SALES **18**

VIII. PUBLIC EDUCATION **19**

IX. REGIONAL HIGHLIGHTS **21**

X. DATA SOURCES **22**

XI. METHODOLOGY **23**

XII. ACKNOWLEDGMENTS **26**

I. Introduction

The purpose of this report is to provide the City of Rolling Hills Estates with timely information to support its planning and outreach. Information on, for example, population, home prices, employment, and retail sales, has been obtained from a number of sources. The profile focuses on the changes in the city since 2000 in comparison with that of Los Angeles County. In addition, the most current data available for the region is also included in the Statistical Summary (see next page). The profile information is presented to demonstrate current trends for consideration when planning for the City of Rolling Hills Estates.

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 190 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan incorporating a Sustainable Communities Strategy. SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California now and in the future.

In 2008, SCAG initiated the Local Profiles Project as part of the variety of services provided to its member cities and counties. Through an extensive input process from the member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. It should be noted that this profile report is provided as part of the SCAG member benefits. Accordingly, the use of this data is voluntary.

Building on the foundation of the inaugural reports, the 2011 update includes several additional features. First, a new section on Transportation has been added. Second, SCAG staff also developed new profile reports for the counties, in addition to profiles for only the unincorporated areas. Finally, due to the large number of reports (190+) that need to be prepared, an important part of the update is to develop an automated process using the latest software technology to increase efficiency. Due to the continuing releases of the new Census data, SCAG will make its best effort to provide timely updates to its members through its website at www.scag.ca.gov/resources/profiles.htm prior to the scheduled biennial update in 2013.

This profile report has three sections. The first section presents a Statistical Summary table for the City of Rolling Hills Estates. The second section provides detailed information organized by subject areas such as population, housing, transportation, and employment. It also includes very brief highlights on the impacts of the recent recession at the regional level which are reflected in almost all Local Profiles. Lastly, the Methodology section describes technical considerations related to data definitions, measurement, and data sources.

STATISTICAL SUMMARY

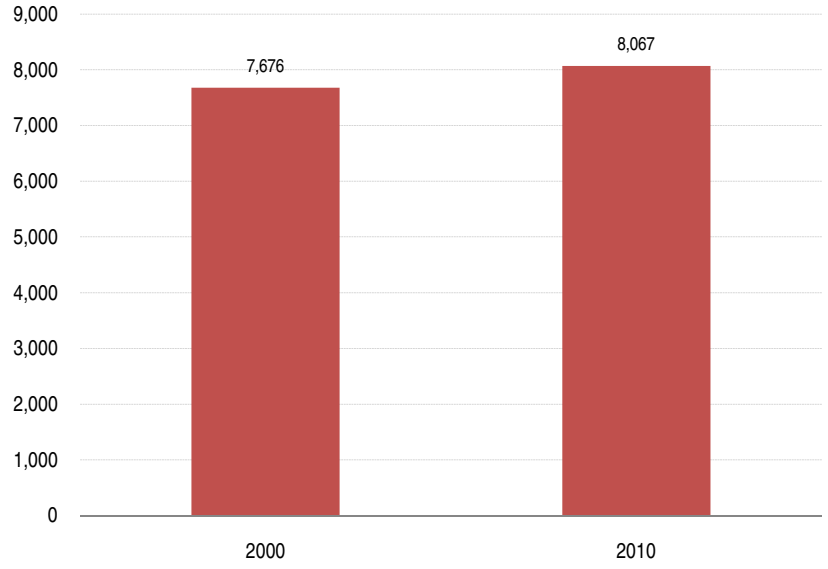
Category	Rolling Hills Estates	Los Angeles County	Rolling Hills Estates relative to Los Angeles County*	SCAG Region
2010 Population	8,067	9,818,605	[0.082%]	18,051,534
2010 Median Age (Years)	48.5	35.1	13.4	33.8
2010 Hispanic	6.2%	47.7%	-41.5%	45.3%
2010 Non-Hispanic White	63.6%	27.8%	35.8%	33.4%
2010 Non-Hispanic Asian	24.7%	13.5%	11.2%	12%
2010 Non-Hispanic Black	1.3%	8.3%	-7%	6.5%
2010 Non-Hispanic American Indian	0.1%	0.2%	-0.1%	0.3%
2010 Non-Hispanic All Other	4%	2.5%	1.5%	2.6%
2010 Number of Households	2,965	3,241,204	[0.091%]	5,847,909
2010 Number of Housing Units	3,100	3,445,075	[0.09%]	6,332,089
2010 Homeownership Rate	90.2%	48.6%	41.6%	55.5%
2010 Average Household Size	2.8	3.1	-0.3	3.1
2010 Median Household Income ($)	134,657	55,811	78,846	59,155
2010 Residential Units with Permits Issued	2	7,466	[0.027%]	17,632
2010 Units with Permits Issued per 1,000 Residents	0.25	0.76	-0.5	0.9
2010 Median Existing Home Sales Price ($)	992,000	333,000	659,000	291,000
2009 - 2010 Median Home Sales Price Change	0.3%	4.1%	-3.8%	5.4%
2010 Drove Alone to Work	92.3%	75%	17.3%	77.6%
2010 Mean Travel Time to Work (minutes)	36	32	4	31.9
2010 Number of Jobs	3,583	4,123,262	[0.087%]	7,224,670
2009 - 2010 Total Jobs Change	-39	-60,740	[0.064%]	-97,962
2009 Average Salary per Job ($)	43,326	45,880	-2,554	48,249
2009 Retail Sales ($ thousands)	97,997	78,444,115	[0.12%]	150,424,389
2009 Retail Sales per Person ($ thousands)	12.1	7.6	4.5	8.1
2008 K-12 Public School Student Enrollment	3,632	1,643,781	[0.22%]	3,161,356

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA DataQuick; and SCAG
* Numbers with [ ] represent Rolling Hills Estates's share of Los Angeles County. The other numbers represent the difference between Rolling Hills Estates and Los Angeles County.

II. Population (City of Rolling Hills Estates)*

Population Growth

Population: 2000, 2010



Sources: 2000 and 2010 Census

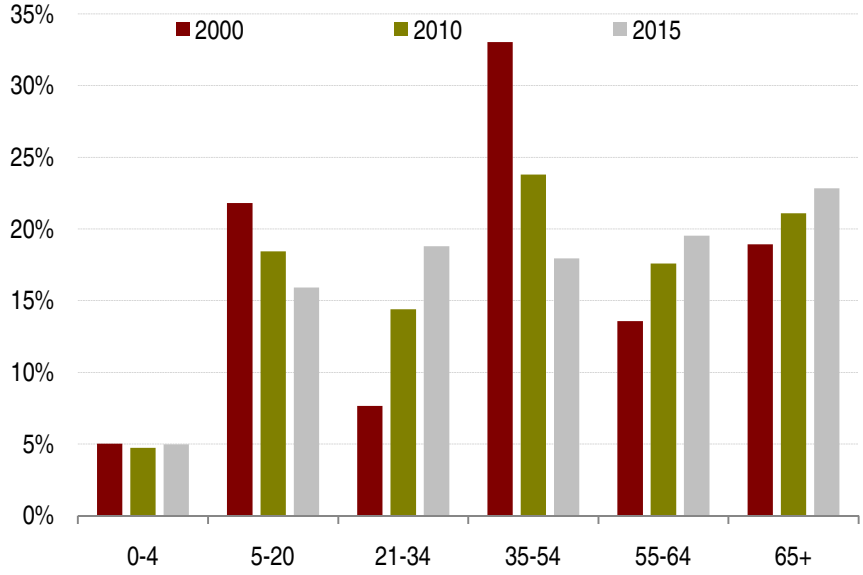
- Between 2000 and 2010, the total population of the City of Rolling Hills Estates increased by 391 reaching 8,067 in 2010.
- During this 10-year period, the city's population growth rate of 5.1 percent was higher than the Los Angeles County rate of 3.1 percent.
- In 2010 the city's population was ranked 80th out of 88 cities in the county.

Note: Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

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

Population by Age

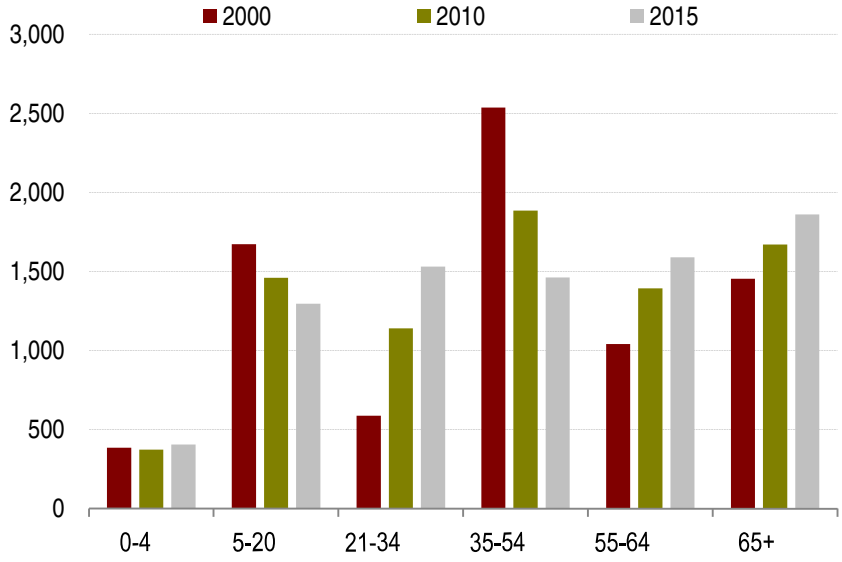
Population Share by Age: 2000, 2010, 2015



Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Between 2000 and 2015, the age group 21-34 is projected to experience the most growth in share, growing from 7.7 to 18.8 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 35-54, decreasing from 33 to 17.9 percent.

Population by Age: 2000, 2010, 2015

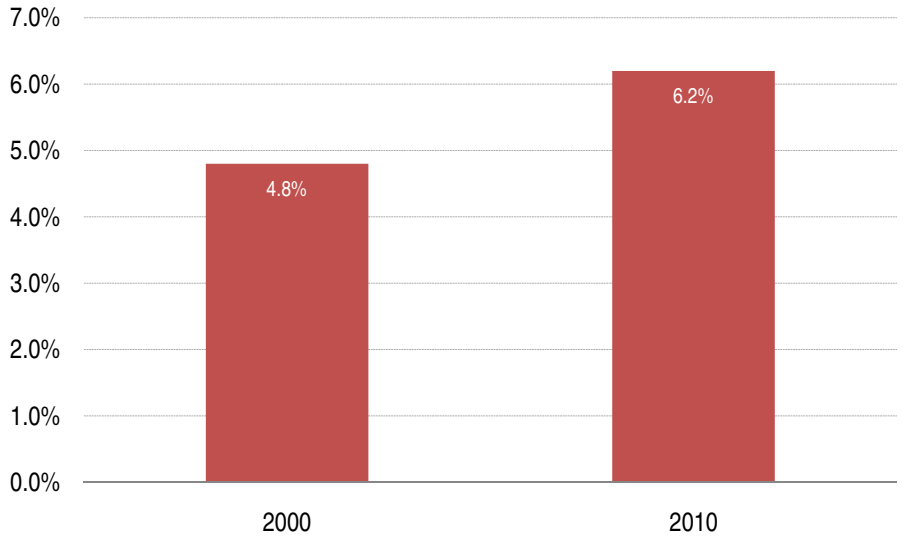


Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Age group 21-34 is expected to add the most population, with an increase of 943 between 2000 and 2015.

Population by Race/Ethnicity

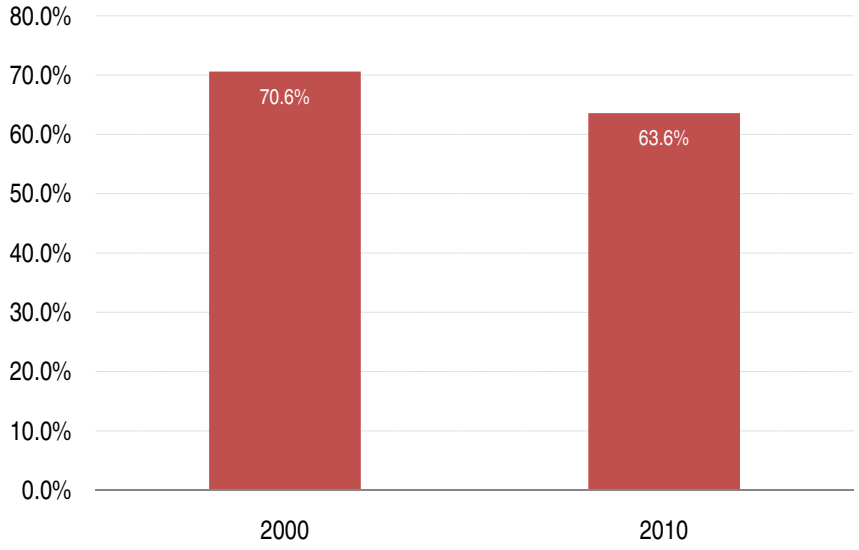
Hispanic or Latino of Any Race: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Hispanic population in the city increased from 4.8 percent to 6.2 percent.

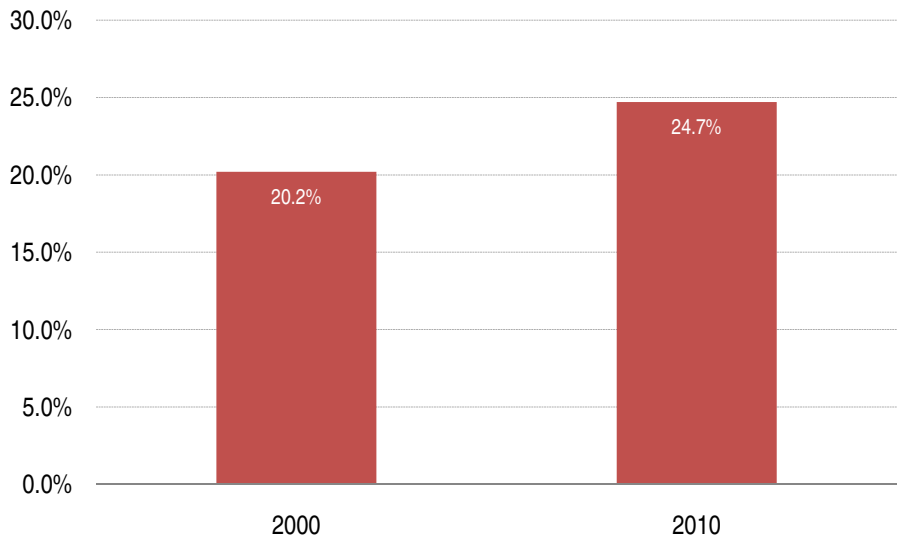
Non-Hispanic White: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic White population in the city decreased from 70.6 percent to 63.6 percent.

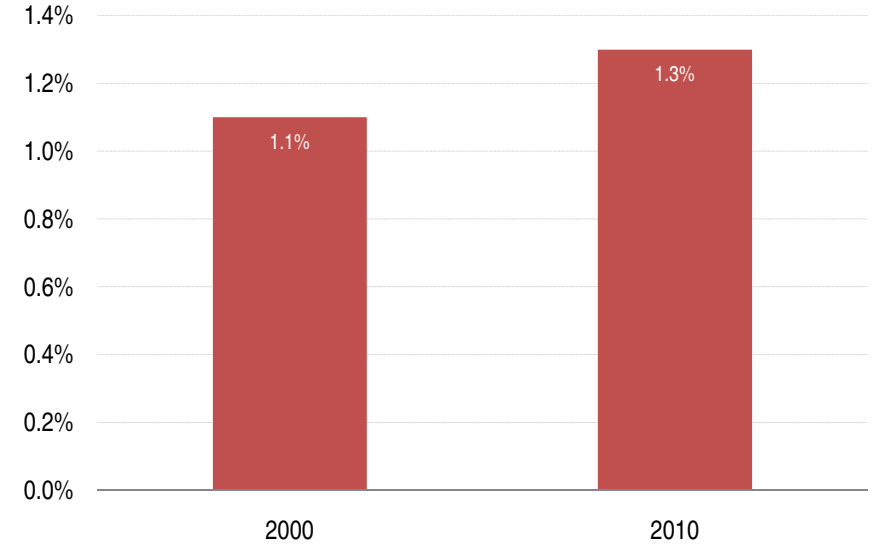
Non-Hispanic Asian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Asian population in the city increased from 20.2 percent to 24.7 percent.

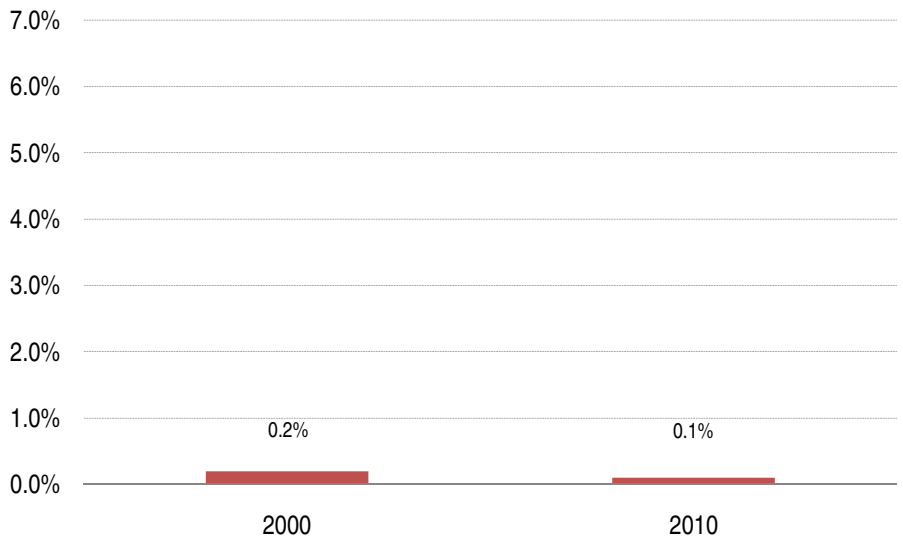
Non-Hispanic Black: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Black population in the city increased from 1.1 percent to 1.3 percent.

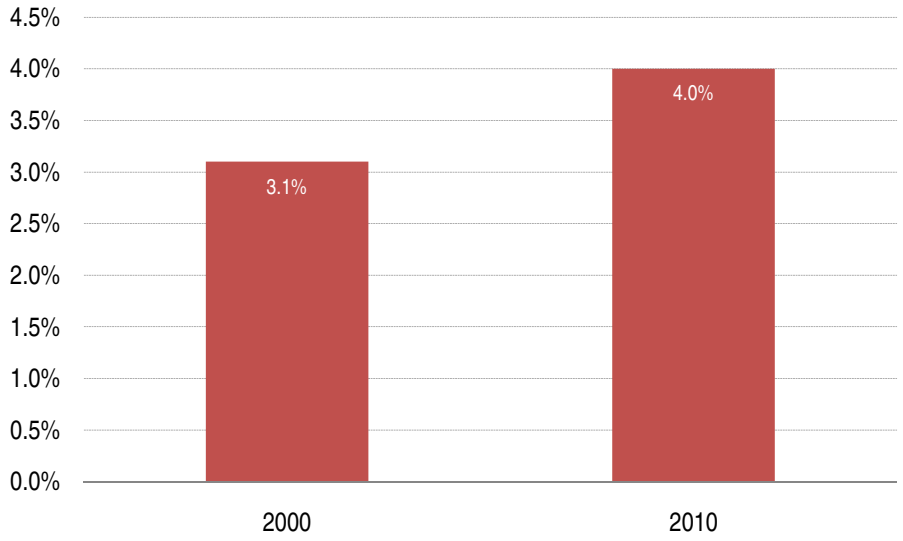
Non-Hispanic American Indian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic American Indian population in the city decreased from 0.2 percent to 0.1 percent.

Non-Hispanic All Other: 2000, 2010



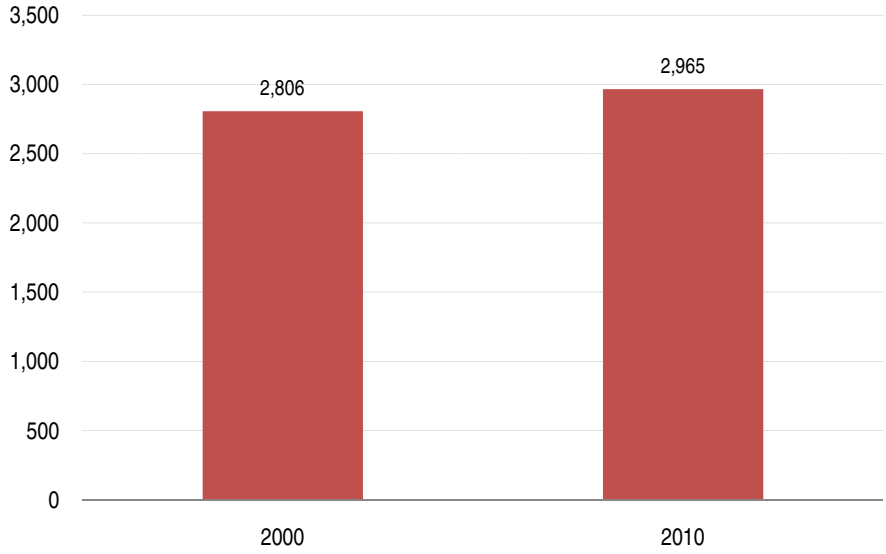
Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the city increased from 3.1 percent to 4 percent.
- Please refer to the Methodology section for a definition of the races included in this category.

III. Households

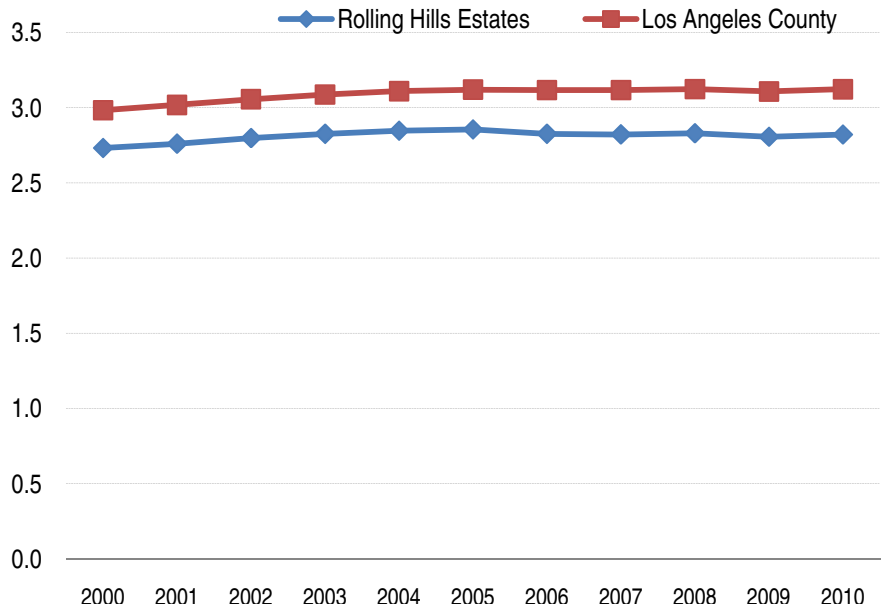
Number of Households

Number of Households: 2000, 2010



Sources: 2000 and 2010 Census

Average Household Size: 2000 - 2010

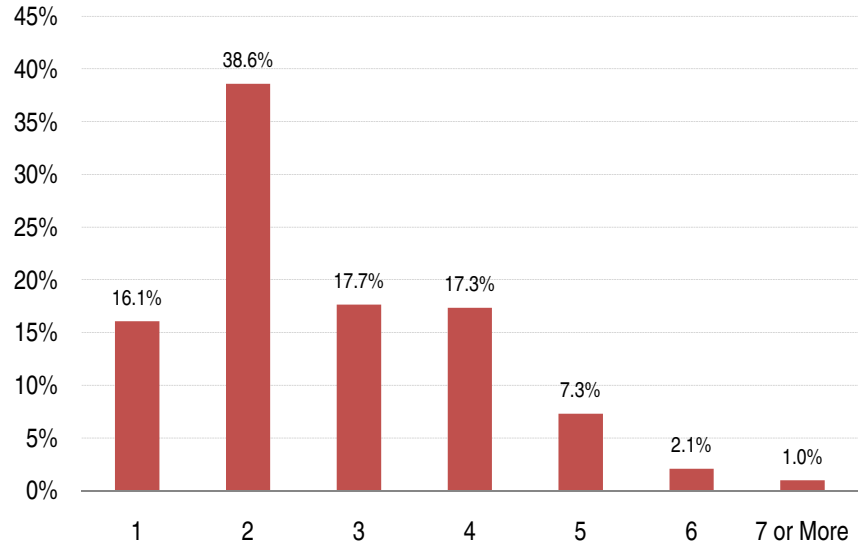


Source: California Department of Finance, E-5, May 2010

- Between 2000 and 2010, the total number of households in the City of Rolling Hills Estates increased by 159 or 5.7 percent.
- During this 10-year period, the city's household growth rate of 5.7 percent was higher than the overall county growth rate of 3.4 percent.
- Note: 2000 and 2010 data are based on actual Census counts. For 2001 to 2009 data, SCAG plans to incorporate DOF's revised estimates scheduled for fall 2011.
- In 2010, the city's average household size was 2.8, lower than the overall county average of 3.1.
- Between 2000 and 2010, average household size increased by 2.5 percent in the city.

Households by Size

Households by Household Size: 2010

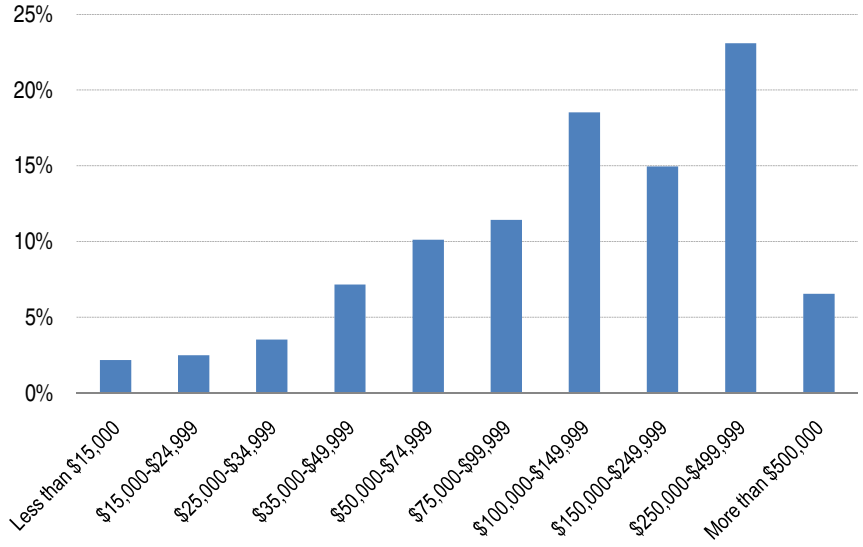


Source: Nielsen Co., 2010

- In 2010, 72.3 percent of all city households had 3 people or fewer.
- About 16.1 percent of the households were single-person households.
- Approximately 10.3 percent of all households in the city had at least 5 people.

Households by Income

Households by Household Income: 2010



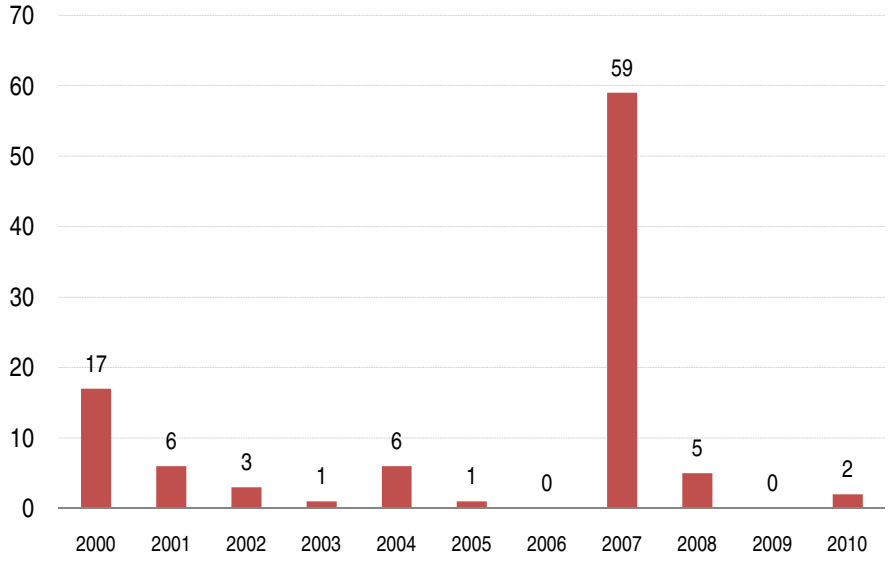
Source: Nielsen Co., 2010

- In 2010, 15 percent of households earned less than $50,000.
- Approximately 22 percent of the households earned between $50,000 and $99,999.

IV. Housing

Housing Production

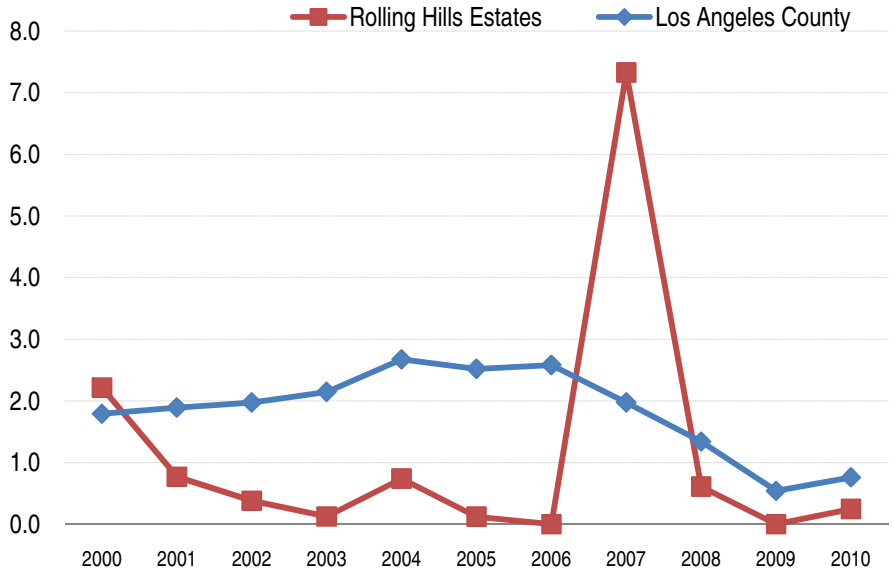
Residential Units with Permits Issued: 2000 - 2010



Source: Construction Industry Research Board, 2000-2010

- Between 2000 and 2010, permits were issued for 100 new residential units. About 7 percent of these were issued in the last 3 years.

Units with Permits Issued per 1,000 Residents: 2000 - 2010

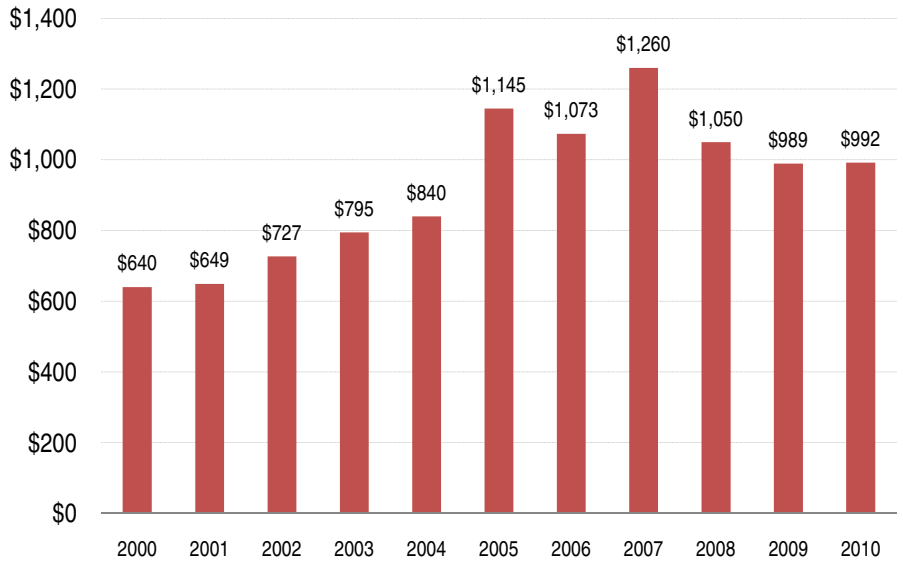


Sources: Construction Industry Research Board, 2000-2010; SCAG

- In 2000, the City of Rolling Hills Estates had 2.2 permits per 1,000 residents compared to the overall county figure of 1.8 permits per 1,000 residents.
- For the city in 2010, this figure decreased to 0.2 permit per 1,000 residents and for the county overall decreased to 0.8 permit per 1,000 residents.

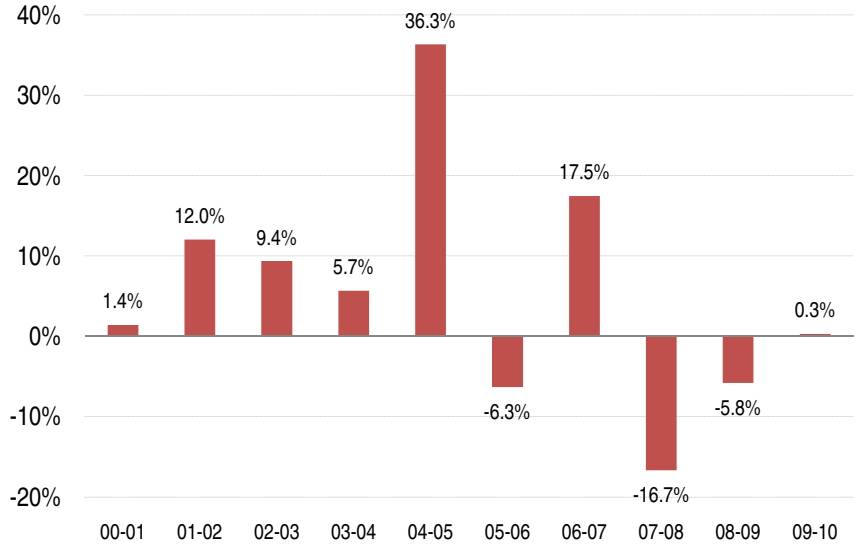
Home Sales Prices

Median Home Sales Price: 2000 - 2010 (in $ thousands)



Source: MDA DataQuick, 2010

Annual Median Home Sales Price Change: 2000 - 2010



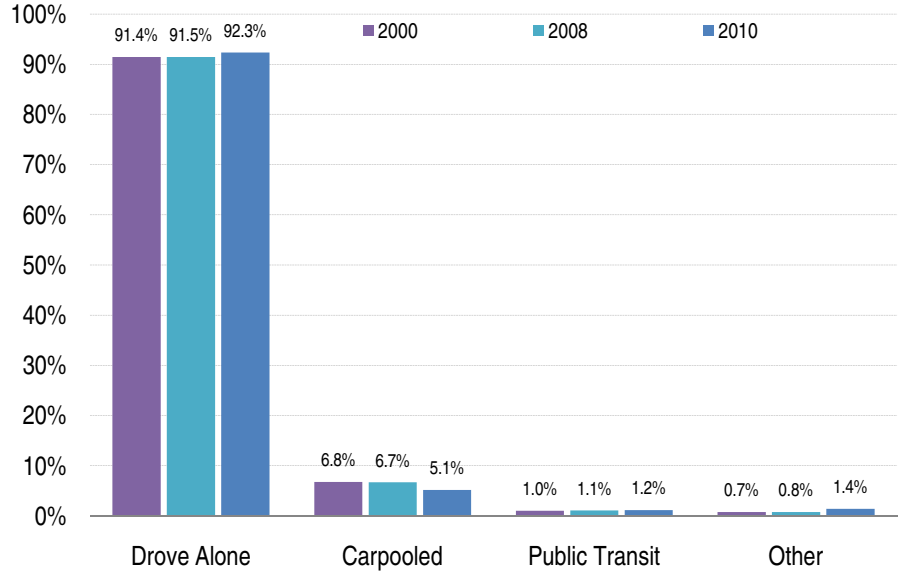
Source: MDA DataQuick, 2010

- Between 2000 and 2006, median home sales price increased 67.6 percent going from $640,000 to $1,072,750.
- Median home sales price decreased by 7.5 percent between 2006 and 2010.
- In 2010, the median home sales price in the city was $992,000, $659,000 higher than that in the county overall.
- Note: Median home sales price reflects resales of existing homes and simply provide guidance on the market values of homes sold in the city.
- Between 2000 and 2006, annual home sales price change was between -6.3 and 36.3 percent.
- Between 2006 and 2010, the change in annual home sales prices was between -16.7 and 17.5 percent.

V. Transportation

Journey to Work for Residents

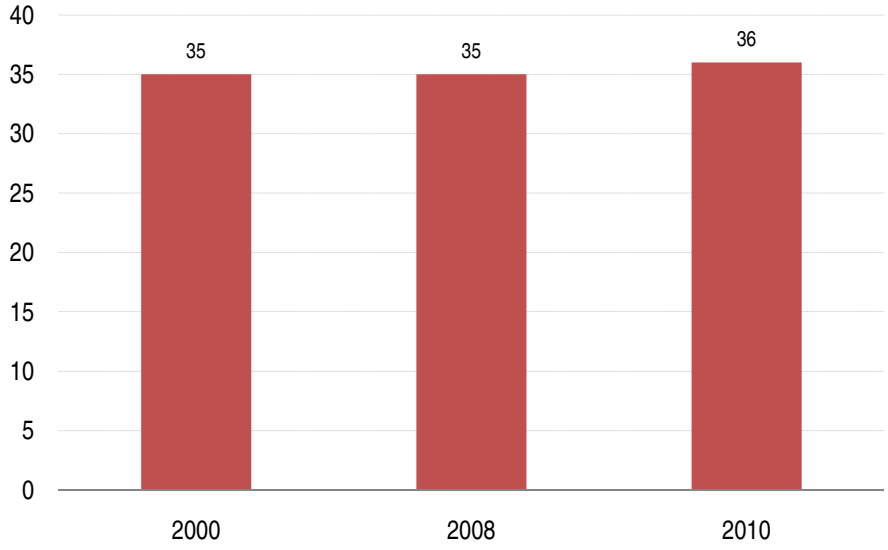
Transportation Mode Choice: 2000, 2008, 2010



Sources: 2000 Census; Nielsen Co., 2008 and 2010

- Between 2000 and 2010, the greatest change occurred in the percentage of individuals who traveled to work by carpool, whose share decreased by 1.6 percentage points.

Average Travel Time: 2000, 2008, 2010 (minutes)

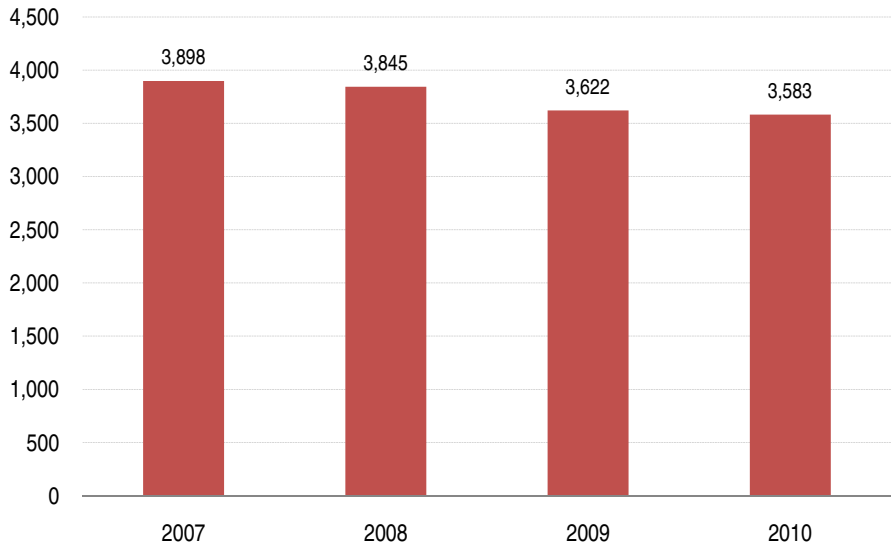


Sources: 2000 Census; Nielsen Co., 2008 and 2010

- Between 2000 and 2010, the average travel time to work increased by approximately 1 minute.

VI. Employment

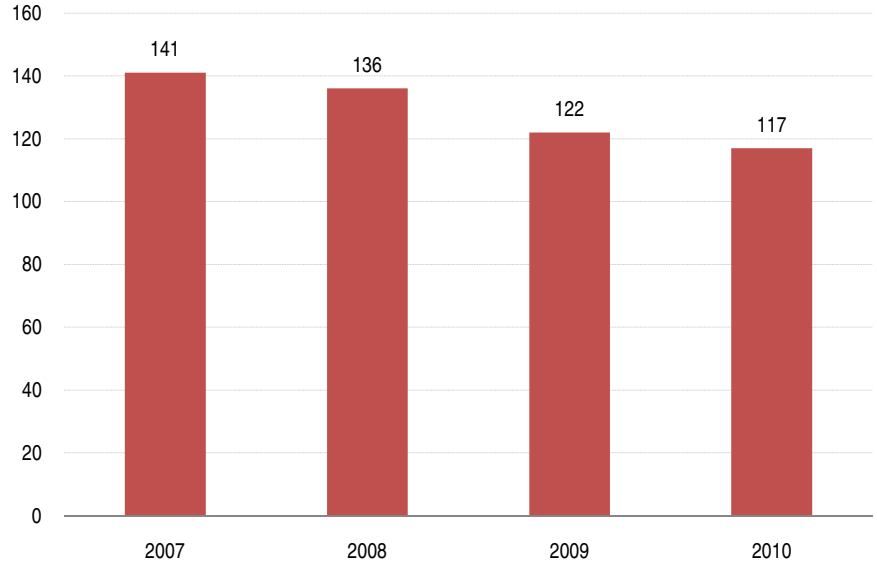
Total Jobs: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- In 2010, total jobs in the City of Rolling Hills Estates numbered 3,583, a decrease of 8.1 percent from its 2007 level.
- Total jobs included 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.

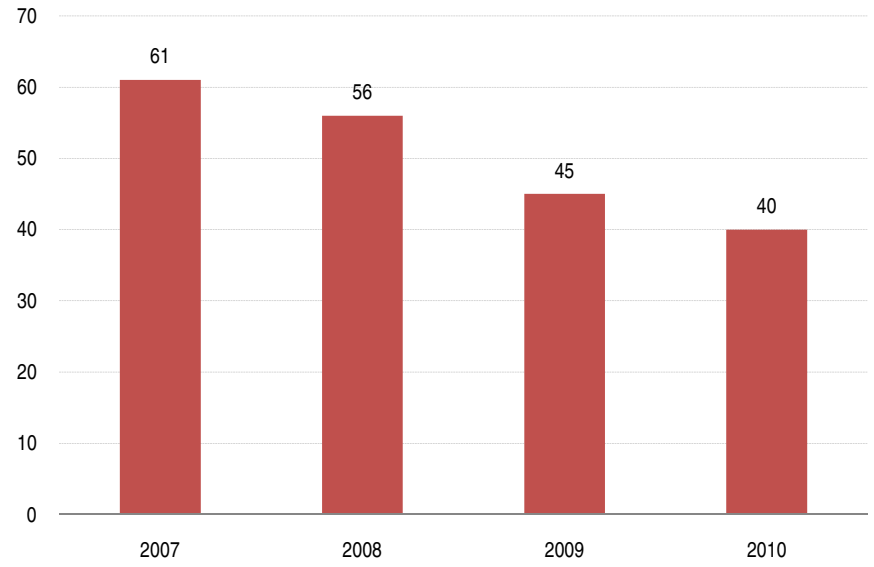
Jobs in Manufacturing: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; 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 2010, the number of manufacturing jobs in the city decreased by 17 percent.

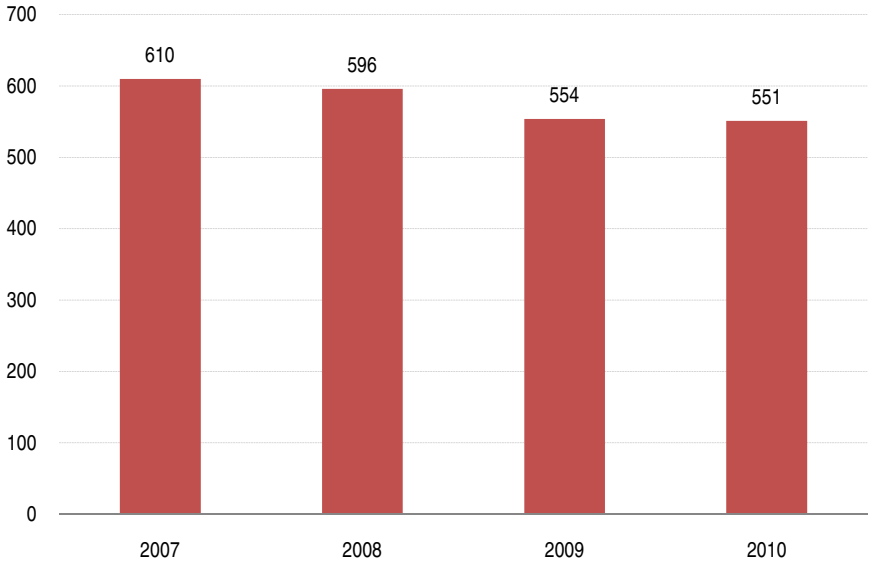
Jobs in Construction: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2010, construction jobs in the city decreased by 34.4 percent.

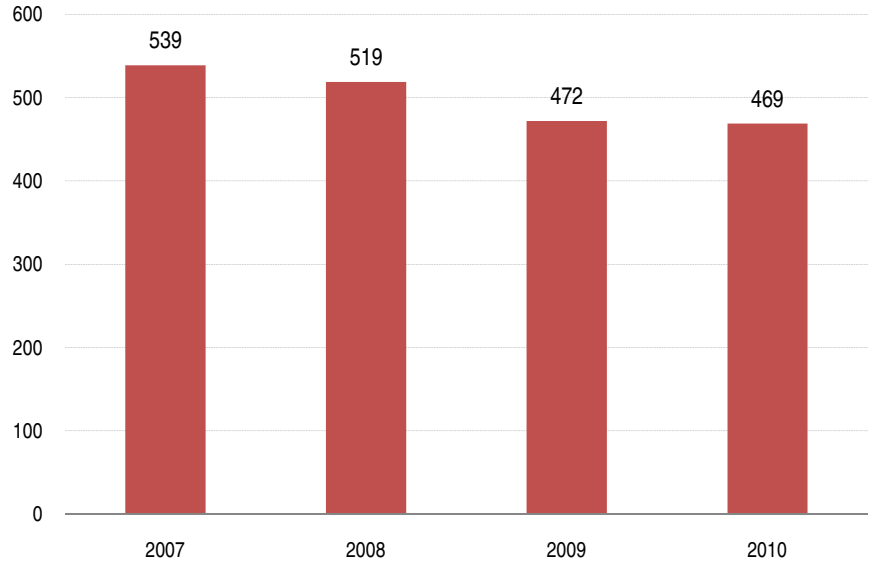
Jobs in Retail Trade: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; 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 2010, the number of retail trade jobs in the city decreased by 9.7 percent.

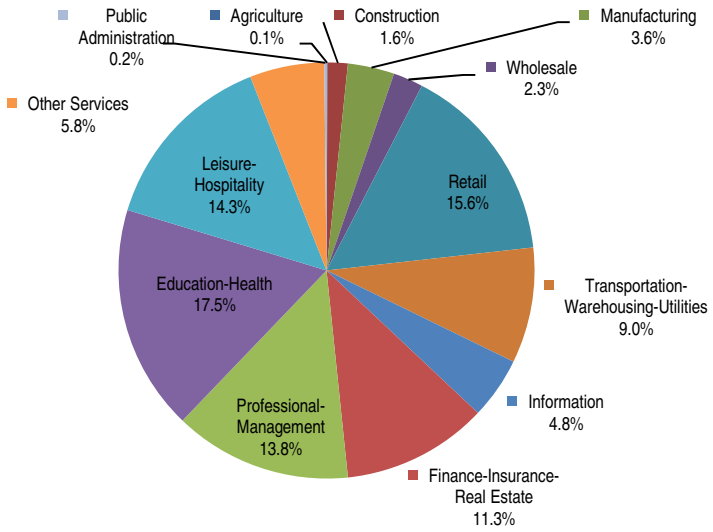
Jobs in Professional and Management: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; 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 2010, the number of professional and management jobs in the city decreased by 13 percent.

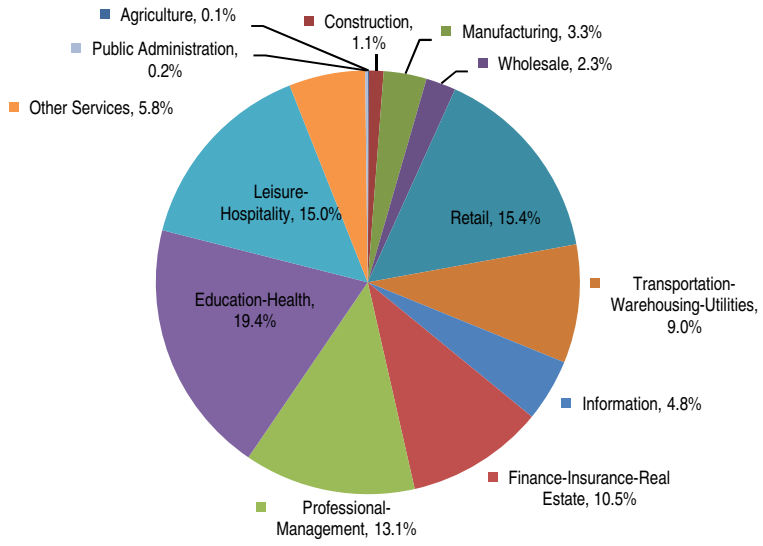
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoUSA; and SCAG

- Between 2007 and 2010, there were minor changes in the share of jobs by sector in the city.
- From 2007 to 2010, the share of Education-Health Jobs increased from 17.5 percent to 19.4 percent while the share of Finance-Insurance-Real Estate jobs declined from 11.3 to 10.5 percent.

Jobs by Sector: 2010

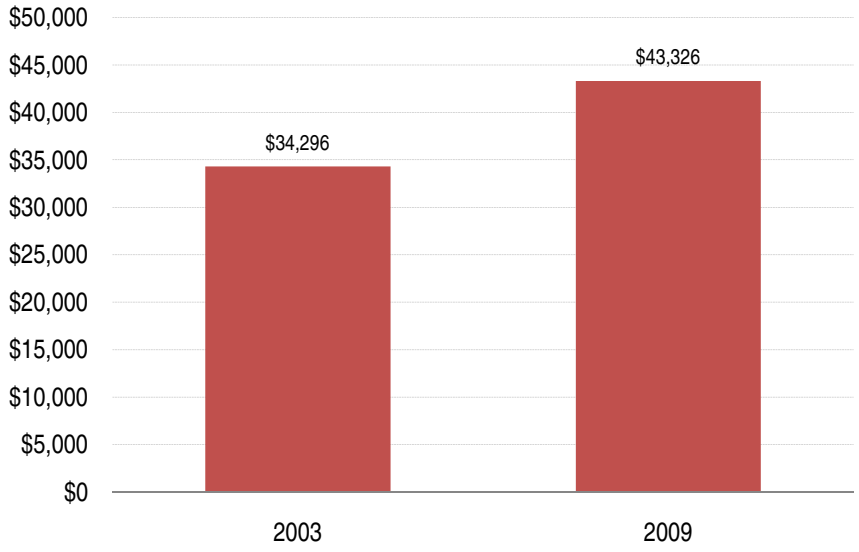


Sources: California Employment Development Department, 2010; InfoUSA; and SCAG

- In 2010, the Education-Health sector was the largest job sector, accounting for 19.4 percent of total jobs in the city.
- Other large sectors included Retail (15.4 percent), Leisure-Hospitality (15 percent), and Professional-Management (13.1 percent).

Average Salaries

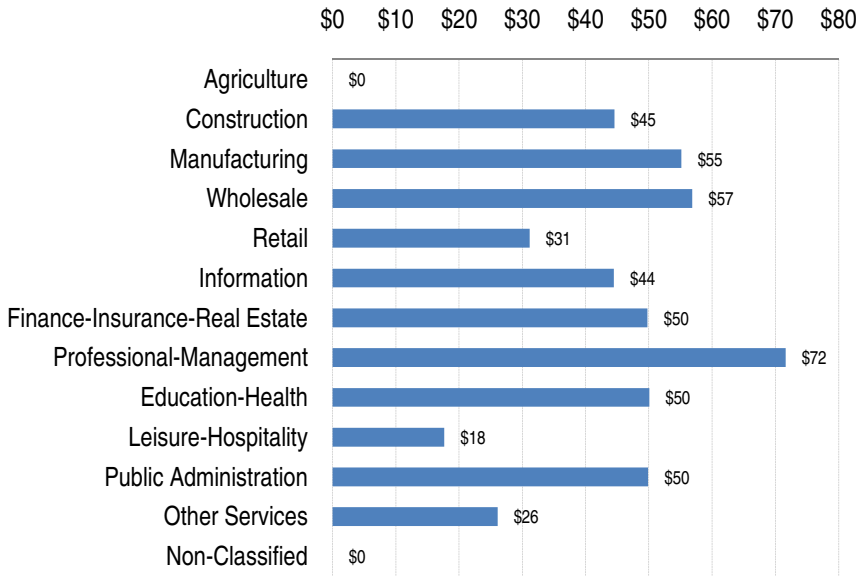
Average Annual Salary per Job: 2003 and 2009



Source: California Employment Development Department, 2003 & 2009

- Average salaries for jobs located in the city increased from $34,296 in 2003 to $43,326 in 2009, a 26.3 percent change.

Average Annual Salary by Sector: 2009 (in $ thousands)



Source: California Employment Development Department, 2009

- In 2009, the sector providing the highest salary per job in the city was Professional-Management ($71,610).
- The Leisure-Hospitality sector provided the lowest annual salary per job ($17,638).

  Note: A zero value means there is no employment in that sector or that the data was suppressed to protect confidentiality of the firms.

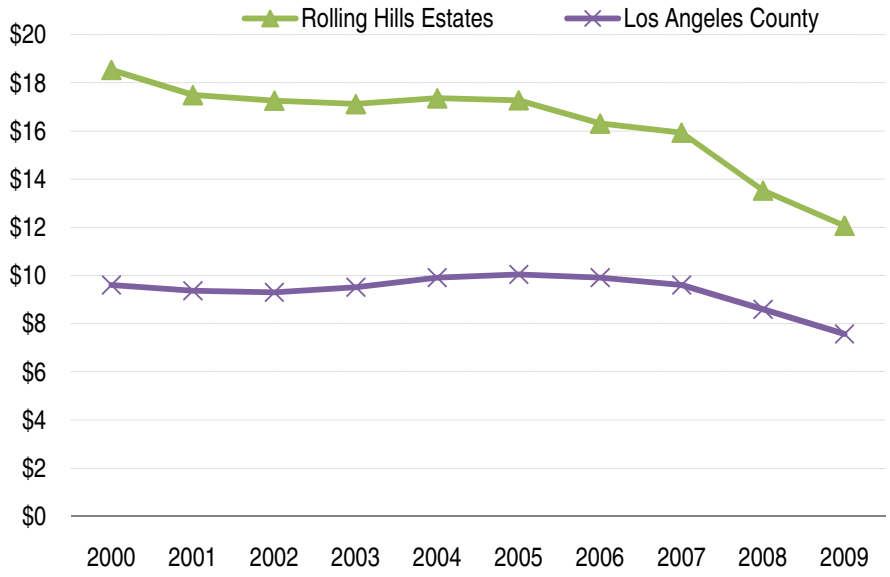
VII. Retail Sales

Real Retail Sales: 2000 - 2009 (in 2009 $ millions)

Source: California Board of Equalization, 2000-2009

- Real retail sales (inflation adjusted) in the City of Rolling Hills Estates decreased by 1.2 percent between 2000 and 2005.
- Real retail sales decreased by 30.3 percent between 2005 and 2009.

Real Retail Sales per Person: 2000 - 2009 (in 2009 $ thousands)

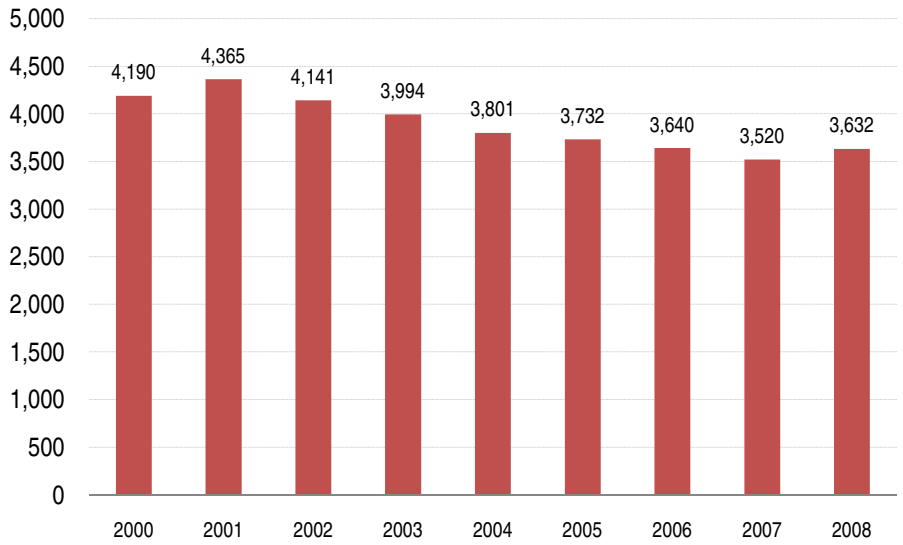


Source: California Board of Equalization, 2000-2009

- Between 2000 and 2009, real retail sales per person for the city decreased from $18,539 to $12,072.

VIII. Public Education

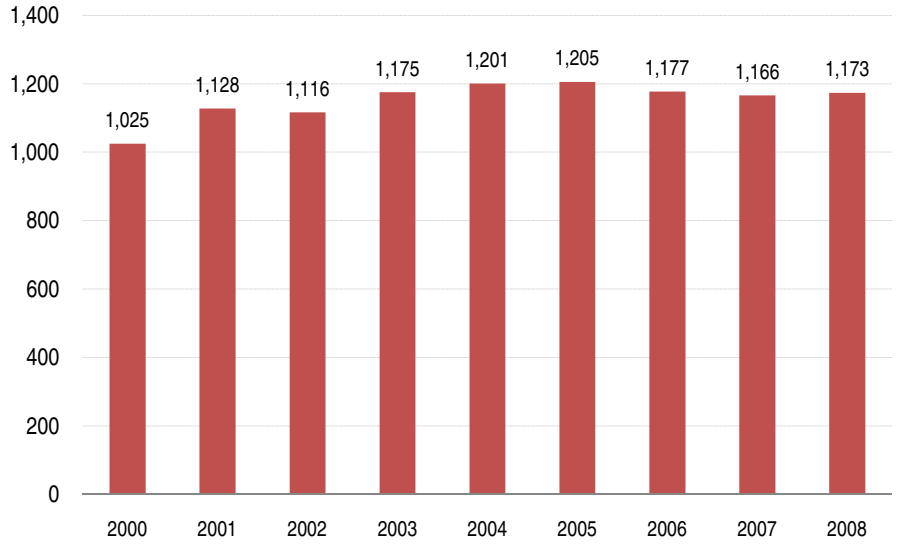
K-12 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total K-12 public school enrollment for schools within the City of Rolling Hills Estates decreased by 558 students, or about 13.3 percent.

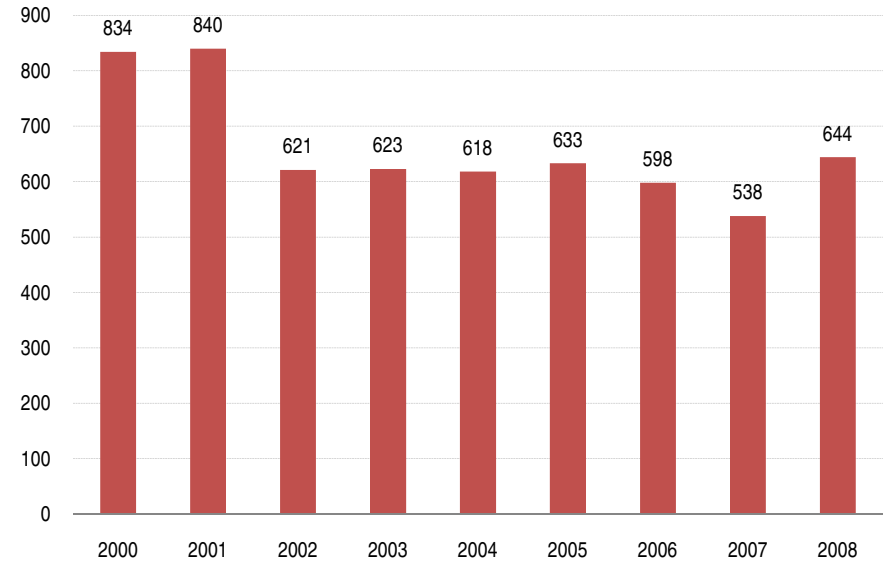
K-6 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public elementary school enrollment increased by 148 students or 14.4 percent.

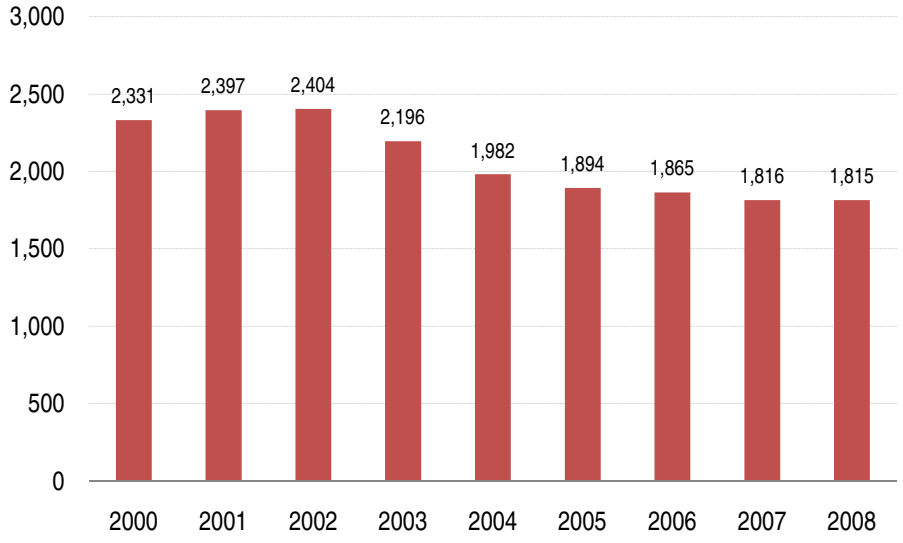
Grades 7-9 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public school enrollment for grades 7-9 decreased by 190 students or 22.8 percent.

Grades 10-12 Public School Student Enrollment: 2000 - 2008

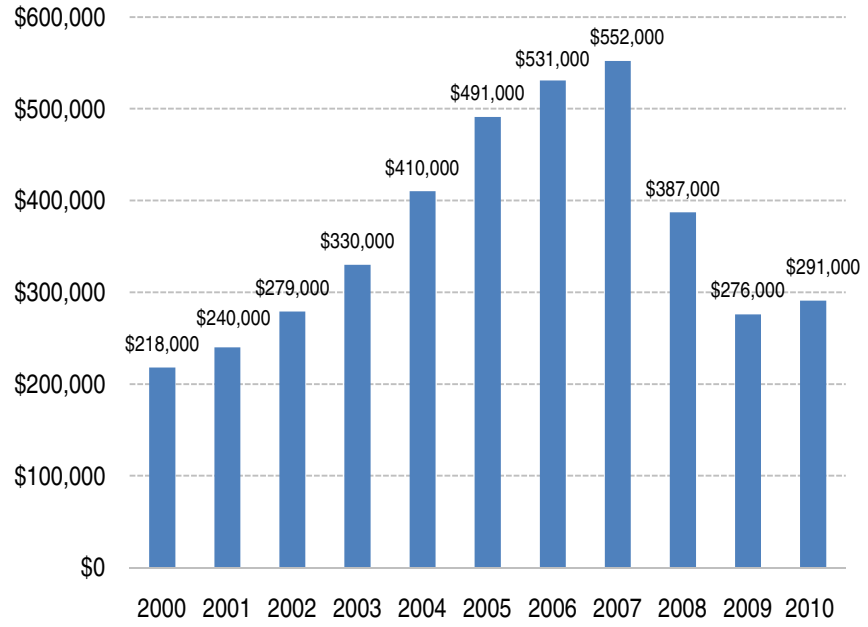


Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public school enrollment for grades 10-12 decreased by 516 students, about 22.1 percent.

IX. Regional Highlights (Reflecting Impacts from the Recession)

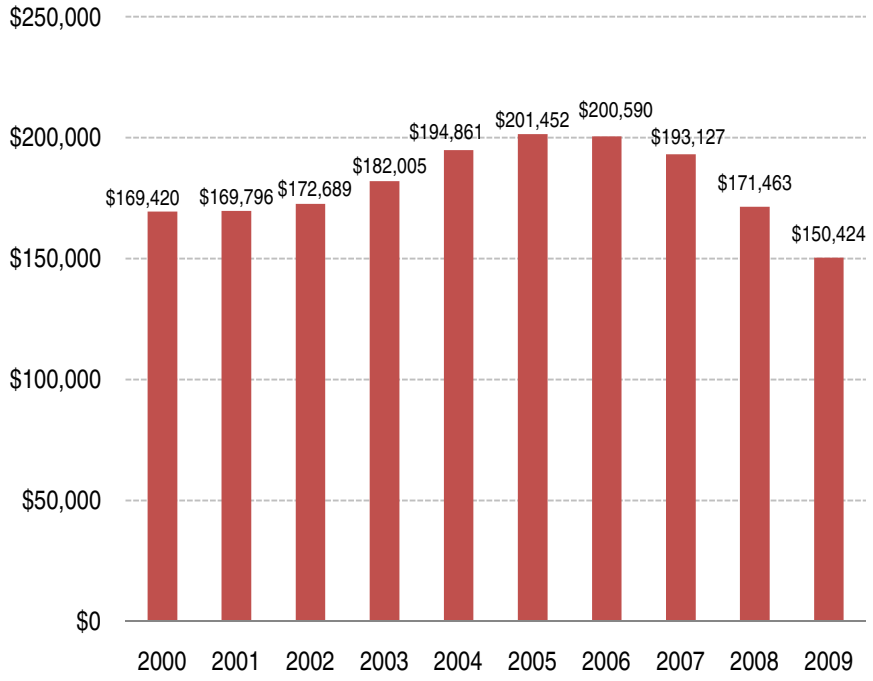
Regional Median Home Sales Price: 2000 – 2010



Source: MDA DataQuick, 2010

- After reaching its peak in 2007, the median sales price for existing homes in the region dropped by half in 2009 from its 2007 level and rebounded slightly in 2010.
- Median home sales price was calculated based on total existing home sales in the region. In 2010, the Inland Empire, with much more affordable home prices around $180,000, accounted for almost 40 percent of the home sales in the region.

Regional Real Retail Sales: 2000 - 2009 (in 2009 $ millions)



Source: California Board of Equalization, 2000-2009

- Retail sales tend to follow closely with trends in personal income, employment and consumer confidence.
- Between 2000 and 2006, real retail sales increased steadily by 19 percent.
- Impacted by the recession, real retail sales in the region dropped continuously between 2006 and 2009 for a total of $50 billion, or 25 percent.
- In 2009, total real retail sales were still eleven 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

InfoUSA

MDA DataQuick

National Center for Education Statistics

Nielsen Company

U.S. Census Bureau

XI. Methodology

Statistical Summary Table

In the Statistical Summary Table (page 2), the values in 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). These categories include Population, Number of Households, Number of Housing Units, Residential Units with Permits Issued, Number of Jobs, Total Jobs Change, Retail Sales, 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. Data for all other categories are referenced throughout the report.

In the 2009 inaugural Local Profiles reports, the values in Jurisdiction Relative to County/Region for absolute numbers indicated the difference between the jurisdiction's value and the county/region value. For example, the Median Age of Jurisdiction A being 30 and the Median Age of County B being 35 would have shown a value of -5. For data represented as a percentage, the relative difference was based on the jurisdiction as a percentage of the county/region total.

Population Section

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

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 Census data and Nielsen Company data for 2010 and 2015. Charts for race/ethnicity were tabulated using 2000 and 2010 Census data.

Households Section

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 household estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Households by size were calculated based on Nielsen Company data.

Housing Section

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties from self-reporting of individual cities. It represents both single family and multifamily housing units that were permitted to be built, but may not actually have been built.

The median home sales price, compiled from MDA DataQuick, 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 Census Summary File 3. The 2008 and 2010 data are based on 2000 data and adjusted using more current information available from the Census Bureau including the American Community Survey.

Employment Section

Data sources for estimating jurisdiction employment include 1) wage and salary employment for each county by 13 industries using data (2010 Benchmark) from California Employment Development Department (EDD), 2) self-employment rates based on 2000

PUMS (Public Use Microdata Sample), and 3) the share of jurisdiction to county employment by industry - calculated based on 2008 InfoUSA data. First, total county employment is calculated by adding self-employment to wage and salary employment. Jurisdiction employment by industry is then calculated based on constant share method – multiplying jurisdiction to county employment share in 2008 by county total employment for each industry.

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.

Public Education Section

Student enrollment data is based on public school campuses that are located within jurisdiction boundaries. Data is obtained from the National Center for Education Statistics.

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.

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XII. Acknowledgments

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Notes: