



# Profile of the City of Fullerton

Southern California Association of Governments (SCAG) Regional Council includes 69 districts which represent 191 cities and 6 counties in the SCAG region

SCAG Regional Council District 21 includes Buena Park and Fullerton  
Represented by: Hon. Art Brown

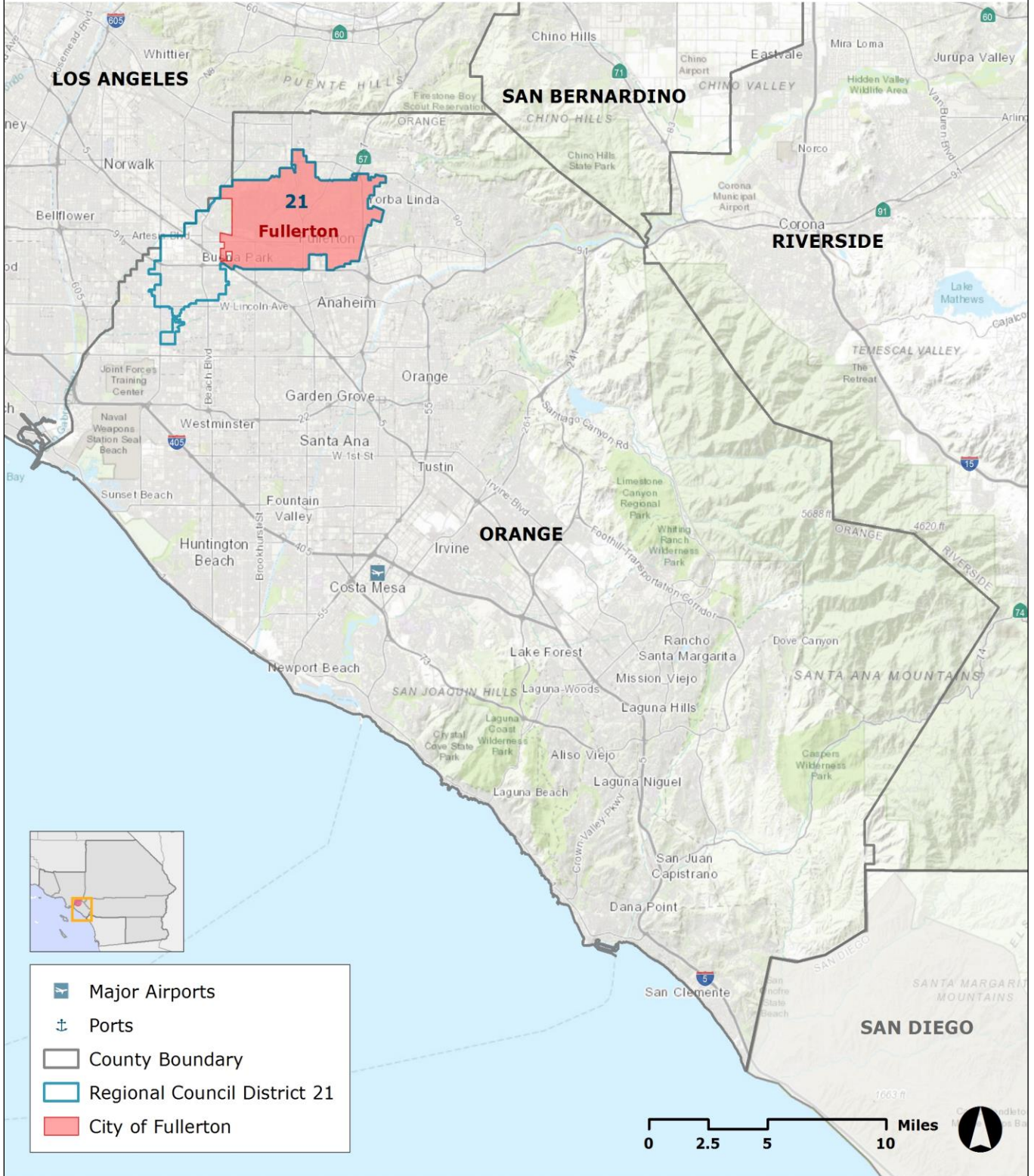


## LOCAL PROFILES REPORT 2019

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



# SCAG REGIONAL COUNCIL DISTRICT 21



Source: 2016 SCAG city boundary data, provided by the county Local Agency Formation Commissions.

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## I. INTRODUCTION

### **The Southern California Association of Governments**

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation, with more than 19 million residents. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino, and Ventura) and 191 incorporated cities. In addition, the SCAG region is a major hub of global economic activity, representing the 16<sup>th</sup> largest economy in the world and is considered the nation's gateway for international trade, with two of the largest ports in the nation. The SCAG region is also the most culturally diverse region in the nation, with no single ethnic group comprising a majority of the population. With a robust, diversified economy and a growing population substantially fueled by international immigration, the SCAG region is poised to continue its role as a primary metropolitan center on the Pacific Rim.

### **SCAG Activities**

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. Additionally, SCAG is pursuing a variety of innovative planning and policy initiatives to foster a more sustainable Southern California. In addition to conducting the formal planning activities required of an MPO, SCAG provides local governments with a wide variety of benefits and services including, for example, data and information, GIS training, planning and technical assistance, and support for sustainability planning grants.

### **The Local Profiles**

In 2008, SCAG initiated the Local Profiles project as a part of a larger initiative to provide a variety of new services to its member cities and counties. Through extensive input from member jurisdictions, the inaugural Local Profiles Reports were released at the SCAG General Assembly in May 2009. The Local Profiles have since been updated every two years.

The Local Profiles reports provide a variety of demographic, economic, education, housing, and transportation 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 sector?

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

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

### **Factors Affecting Local Changes Reflected in the 2019 Report**

Overall, member jurisdictions since 2000 have been impacted by a variety of factors at the national, regional, and local levels. For example, the vast majority of member jurisdictions included in the 2019 Local Profiles reflect national demographic trends toward an older and more diverse population. Evidence of continued economic growth is also apparent through increases in employment, retail sales, building permits, and home prices. Work destinations and commute times tend to correlate with local and regional development patterns and the 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:

- As a data and communication resource 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 Local Profiles include member jurisdictions and state and federal legislative delegates of Southern California. This report is a SCAG member benefit and the use of the data contained within this report is voluntary.

### **Report Organization**

This report includes three sections. The first section presents a 'Statistical Summary' for the City of Fullerton. The second section provides detailed information organized by subject area and includes brief highlights of some of the trends identified by that information. The third section, 'Methodology', describes technical considerations related to data definitions, measurement, and sources.

## 2018 STATISTICAL SUMMARY

<i>Category</i>	<i>Fullerton</i>	<i>Orange County</i>	<i>Fullerton Relative to Orange County*</i>	<i>SCAG Region</i>
<b>2018 Total Population</b>	144,214	3,221,103	[4.5%]	19,145,421
<b>2018 Population Density (Persons per Square Mile)</b>	6,453	4,101	2,352	494
<b>2018 Median Age (Years)</b>	35.0	37.5	-2.5	35.8
<b>2018 Hispanic</b>	36.4%	34.2%	2.2%	46.5%
<b>2018 Non-Hispanic White</b>	33.0%	41.4%	-8.4%	31.4%
<b>2018 Non-Hispanic Asian</b>	24.4%	19.5%	4.9%	12.8%
<b>2018 Non-Hispanic Black</b>	2.7%	1.6%	1.1%	6.3%
<b>2018 Non-Hispanic American Indian or Alaska Native</b>	0.1%	0.2%	-0.1%	0.2%
<b>2018 All Other Non-Hispanic</b>	3.4%	3.1%	0.3%	2.8%
<b>2018 Number of Households</b>	47,023	1,037,173	[4.5%]	6,132,938
<b>2018 Average Household Size</b>	3.0	3.1	-0.1	3.1
<b>2018 Median Household Income</b>	\$71,660	\$81,851	-\$10,191	\$64,989
<b>2018 Number of Housing Units</b>	49,430	1,094,169	[4.5%]	6,629,879
<b>2018 Homeownership Rate</b>	51.6%	52.4%	-0.8%	52.4%
<b>2018 Median Existing Home Sales Price</b>	\$625,000	\$725,000	-\$100,000	\$561,000
<b>2017 - 2018 Median Home Sales Price Change</b>	4.2%	5.8%	-1.6%	6.5%
<b>2018 Drive Alone to Work</b>	77.9%	78.6%	-0.7%	75.8%
<b>2018 Mean Travel Time to Work (minutes)</b>	29.8	27.4	2.4	30.2
<b>2017 Number of Jobs</b>	65,071	1,726,003	[3.8%]	8,465,304
<b>2016 - 2017 Total Jobs Change</b>	1,839	15,856	[11.6%]	76,197
<b>2017 Average Salary per Job</b>	\$49,824	\$62,699	-\$12,875	\$60,956
<b>2018 K-12 Public School Student Enrollment</b>	21,590	483,233	[4.5%]	2,975,283

Sources: U.S. Census American Community Survey, 2017; Nielsen Co.; California Department of Finance E-5, May 2018; CoreLogic/DataQuick; California Department of Education; and SCAG

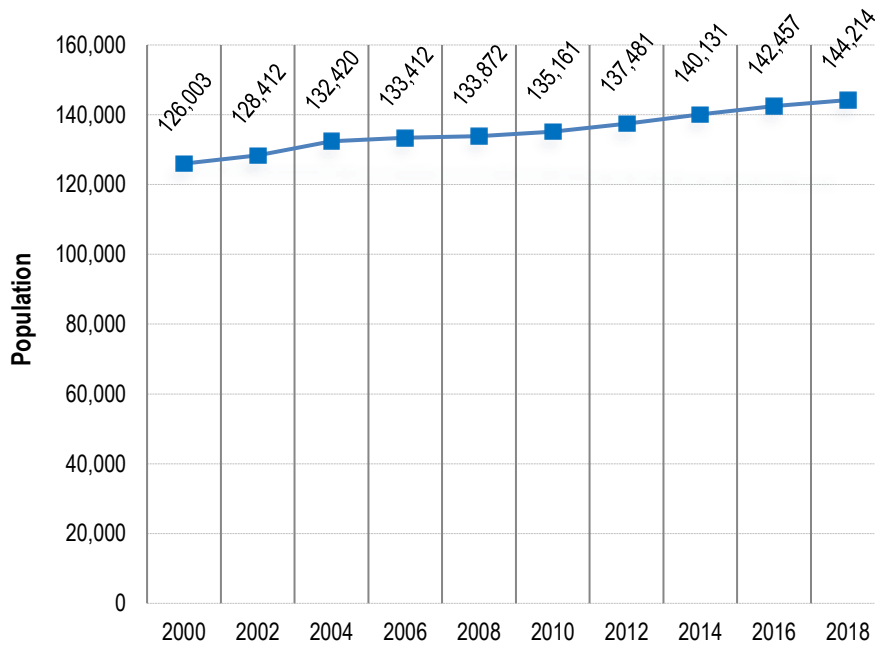
\* Numbers with [ ] represent Fullerton's share of Orange County. The unbracketed numbers represent the difference between Fullerton and Orange County.

Mapped jurisdictional boundaries are as of July 1, 2016 and are for visual purposes only. Report data, however, are updated according to their respective sources.

## II. POPULATION

### Population Growth

#### Population: 2000 - 2018



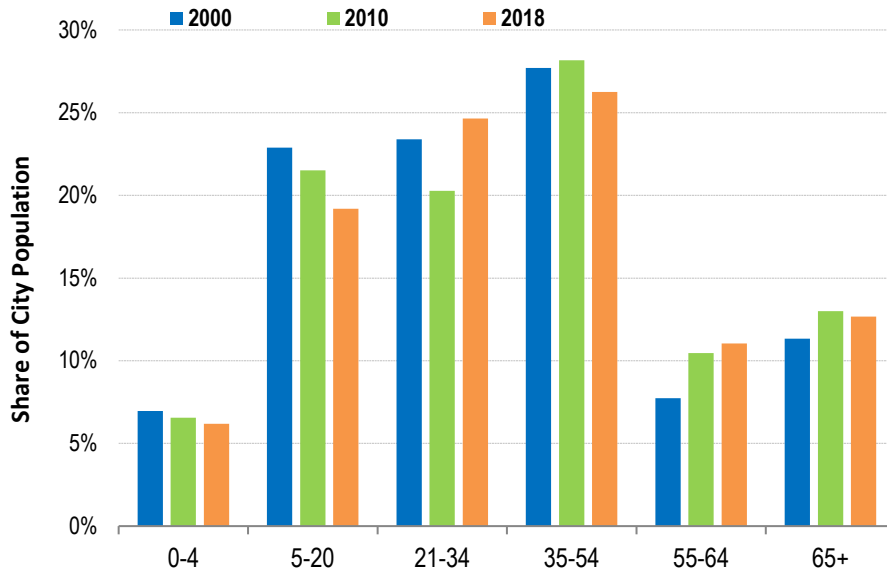
Source: California Department of Finance, E-5, 2000-2018

- Between 2000 and 2018, the total population of the City of Fullerton increased by 18,211 to 144,214.
- During this 18-year period, the city's population growth rate of 14.5 percent was higher than the Orange County rate of 13.2 percent.
- 4.5 percent of the total population of Orange County is in the City of Fullerton.
- Population values for 2000 and 2010 are from the U.S. Decennial Census.
- Values for other years are estimates by the California Department of Finance.



### Population by Age Range

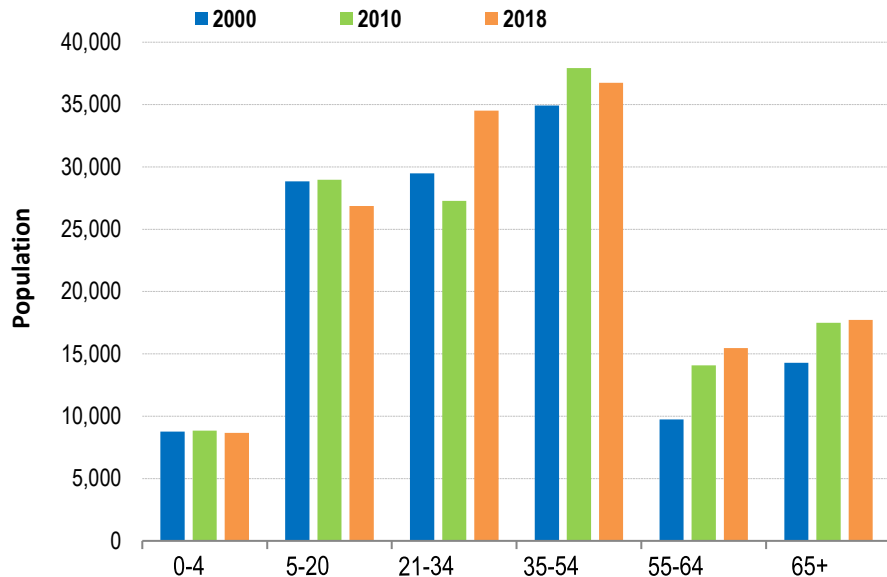
Population Share by Age: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the 55-64 age group experienced the largest increase in share, growing from 7.7 to 11.1 percent.
- The age group that experienced the greatest decline in share was 5-20, decreasing from 22.9 to 19.2 percent.

Population by Age: 2000, 2010, and 2018

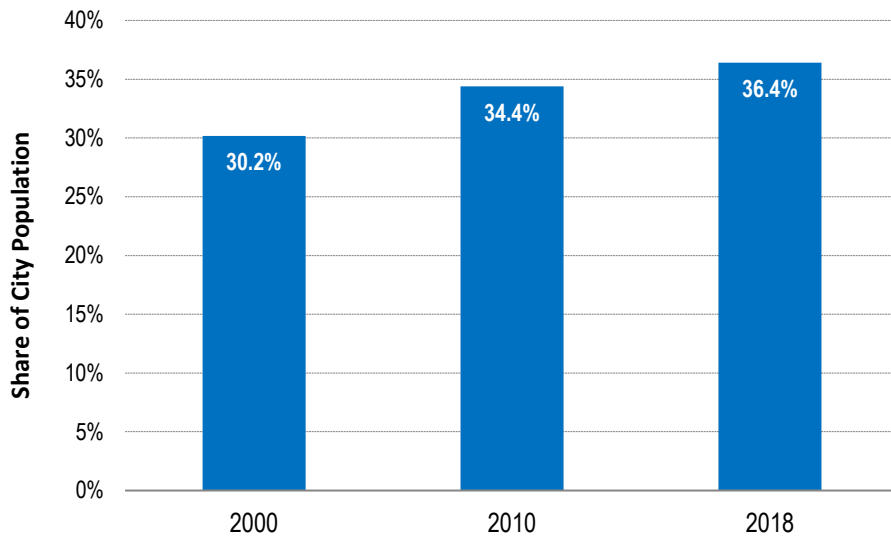


Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- The 55-64 age group added the most population, with an increase of 5,724 people between 2000 and 2018.

## Population by Race/Ethnicity

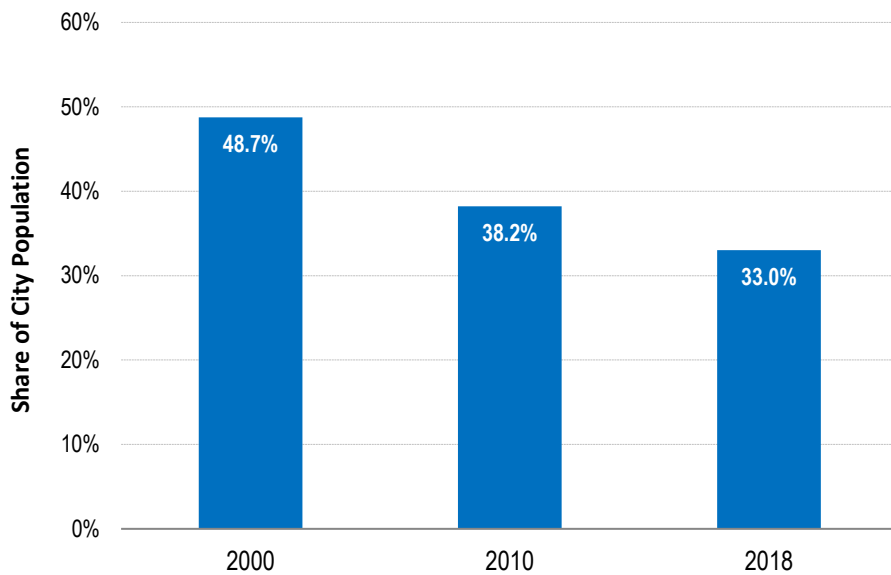
### Hispanic or Latino of Any Race: 2000, 2010, and 2018



- Between 2000 and 2018, the share of Hispanic population in the city increased from 30.2 percent to 36.4 percent.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

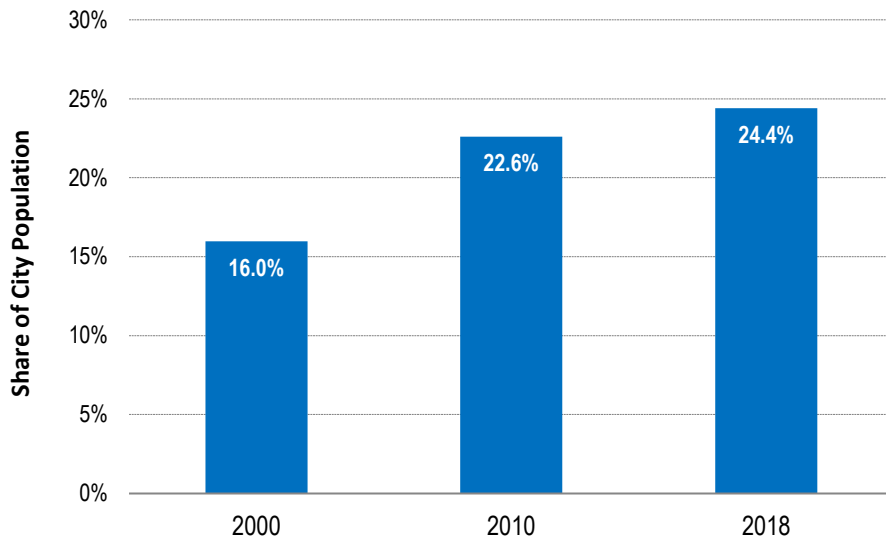
### Non-Hispanic White: 2000, 2010, and 2018



- Between 2000 and 2018, the share of Non-Hispanic White population in the city decreased from 48.7 percent to 33.0 percent.
- Please refer to the Methodology section for definitions of the racial/ethnic categories.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

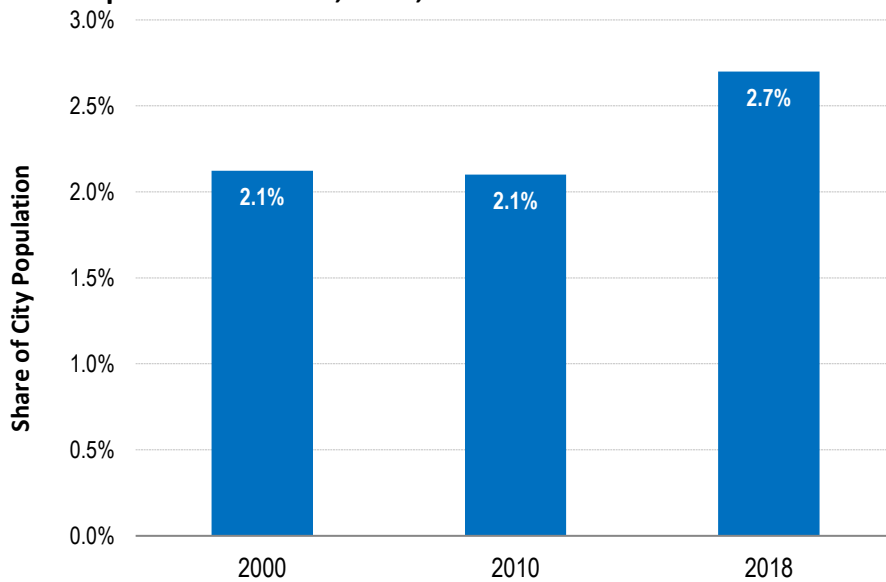
### Non-Hispanic Asian: 2000, 2010, and 2018



- Between 2000 and 2018, the share of Non-Hispanic Asian population in the city increased from 16.0 percent to 24.4 percent.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

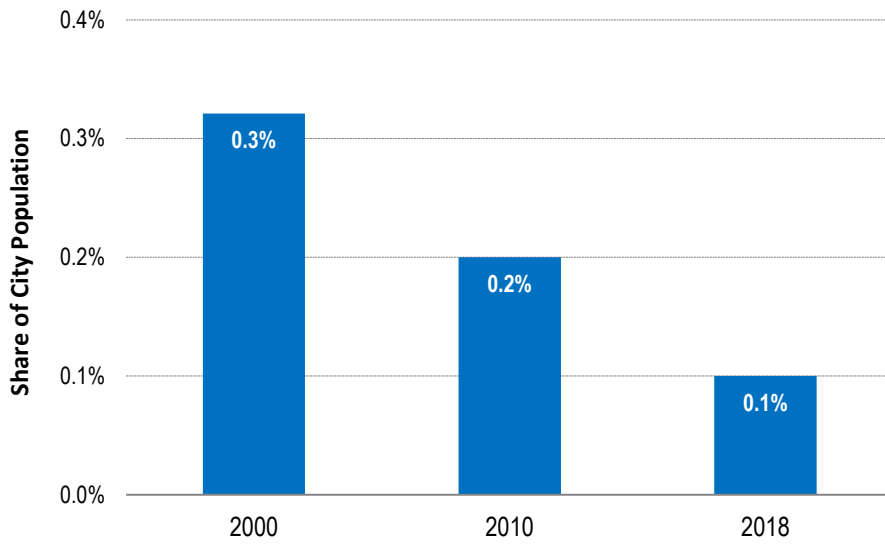
### Non-Hispanic Black: 2000, 2010, and 2018



- Between 2000 and 2018, the share of Non-Hispanic Black population in the city increased from 2.1 percent to 2.7 percent.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

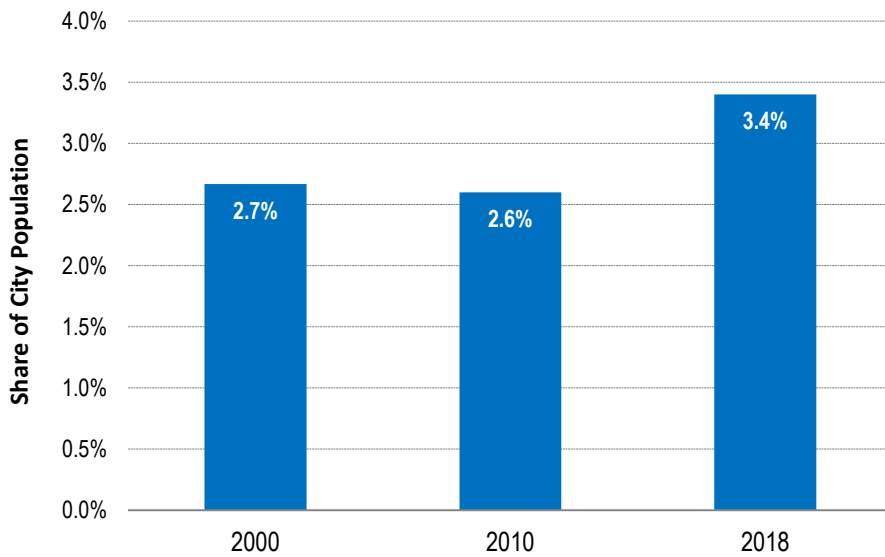
### Non-Hispanic American Indian or Alaska Native: 2000, 2010, & 2018



- Between 2000 and 2018, the share of Non-Hispanic American Indian or Alaska Native population in the city decreased from 0.3 percent to 0.1 percent.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

### All Other Non-Hispanic: 2000, 2010, and 2018



- Between 2000 and 2018, the share of All Other Non-Hispanic population group in the city increased from 2.7 percent to 3.4 percent.

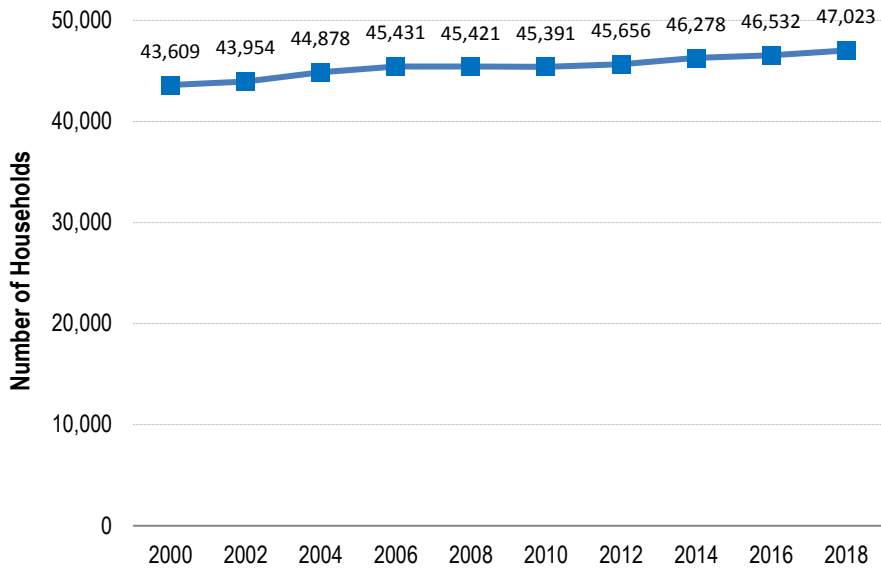
Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.



### III. HOUSEHOLDS

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

##### Number of Households: 2000 - 2018



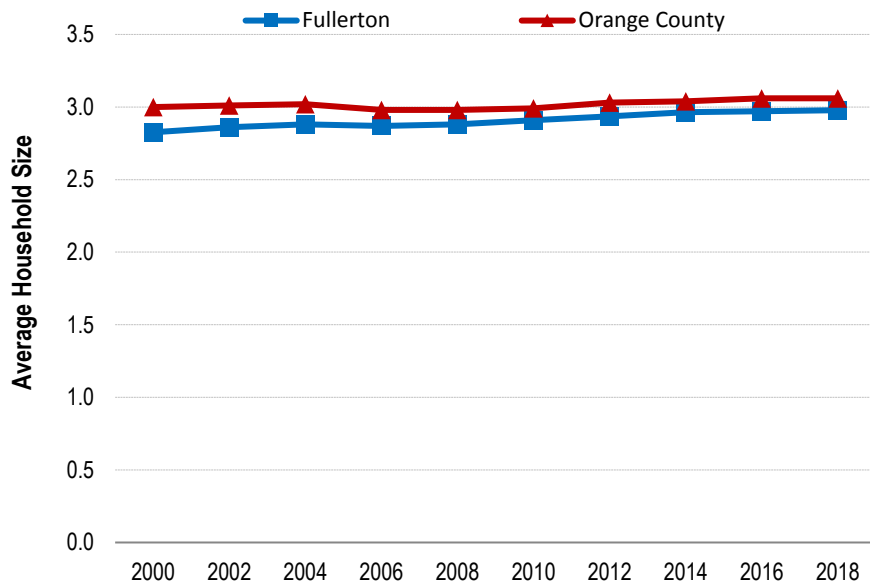
Sources: California Department of Finance, E-5, 2000-2018

- Between 2000 and 2018, the total number of households in the City of Fullerton increased by 3,414 units, or 7.8 percent.

- During this 18-year period, the city's household growth rate of 7.8 percent was lower than the county growth rate of 10.9 percent.

- 4.5 percent of Orange County's total number of households are in the City of Fullerton.

##### Average Household Size: 2000 - 2018

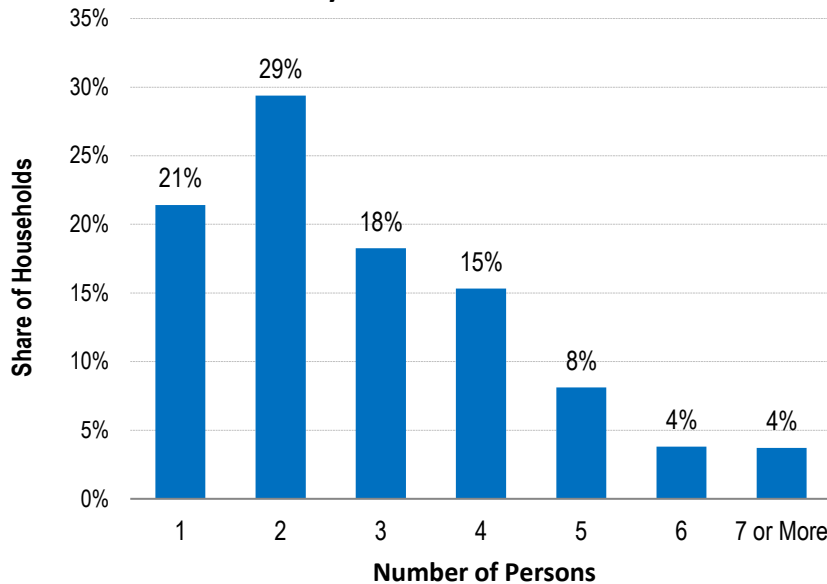


Source: California Department of Finance, E-5, 2000-2018

- In 2018, the city's average household size was 3.0, lower than the county average of 3.1.

## Households by Size

**Percent of Households by Household Size: 2018**

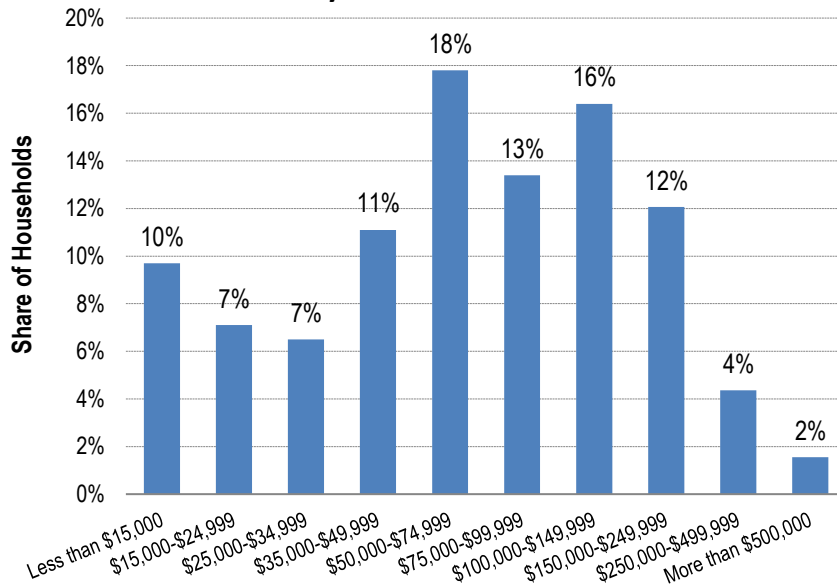


- In 2018, 69.1 percent of all city households had 3 people or fewer.
- About 21 percent of the households were single-person households.
- Approximately 16 percent of all households in the city had 5 people or more.

Source: U.S. Census American Community Survey, 2017; Nielsen Co.

## Households by Income

**Percent of Households by Household Income: 2018**

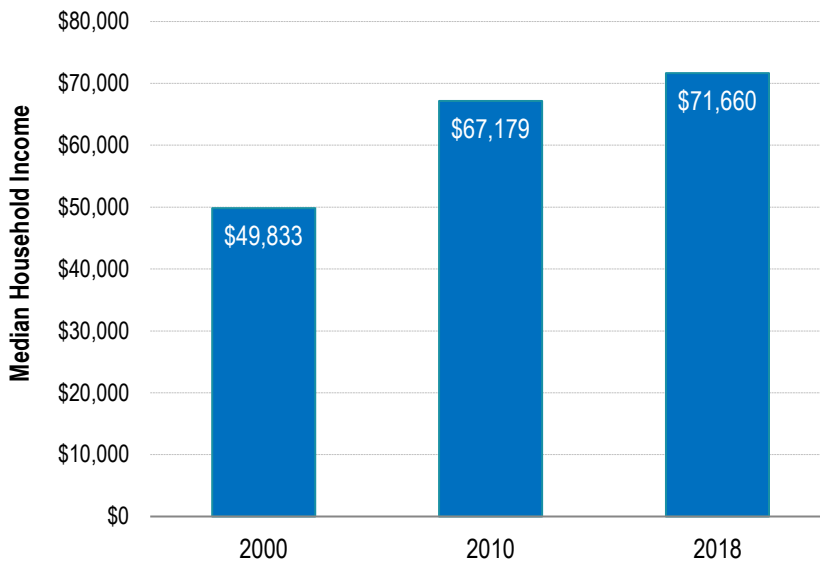


- In 2018, about 35 percent of households earned less than \$50,000 annually.
- Approximately 34 percent of households earned \$100,000 or more.

Source: U.S. Census American Community Survey, 2017; Nielsen Co.

## Household Income

### Median Household Income: 2000, 2010, and 2018

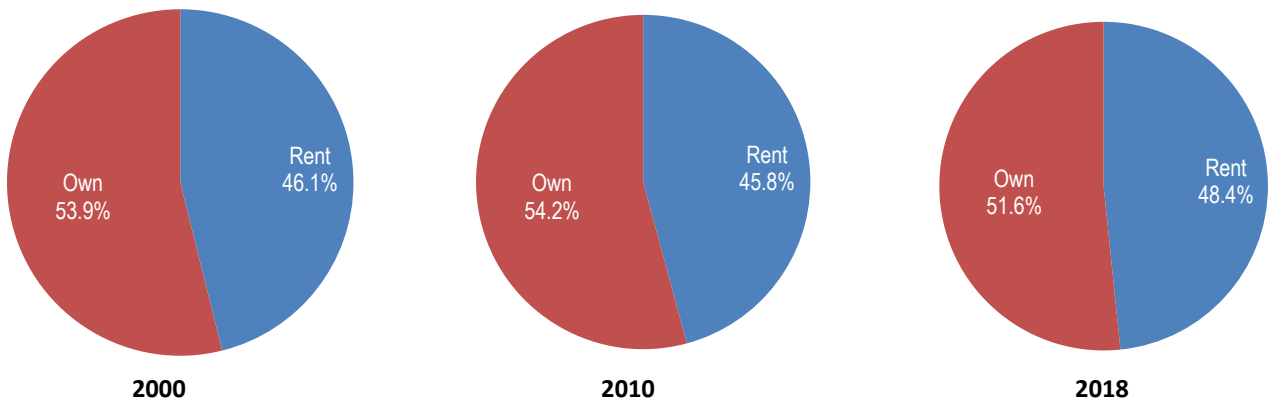


- From 2000 to 2018, median household income increased by \$21,827.
- Note: Dollars are not adjusted for annual inflation.

Source: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

## Renters and Homeowners

### Percentage of Renters and Homeowners: 2000, 2010, and 2018



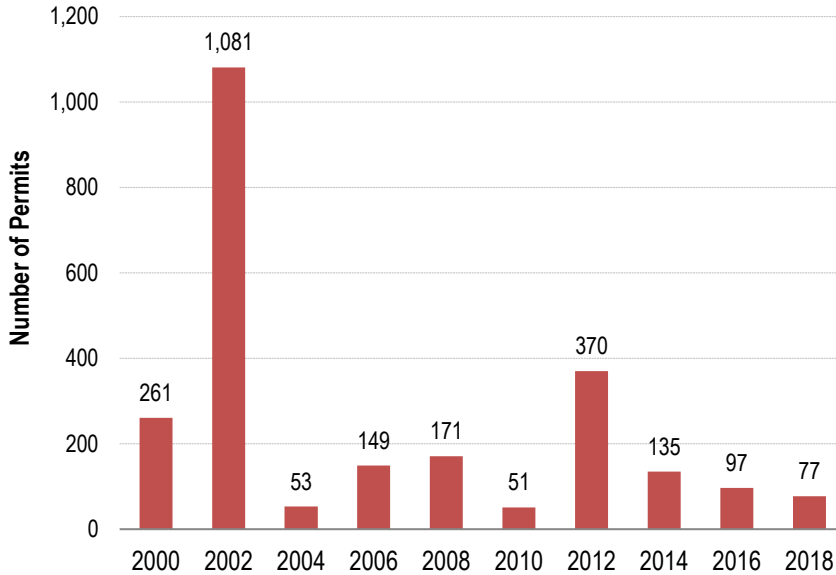
Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, homeownership rates decreased and the share of renters increased.

## IV. HOUSING

### Total Housing Production

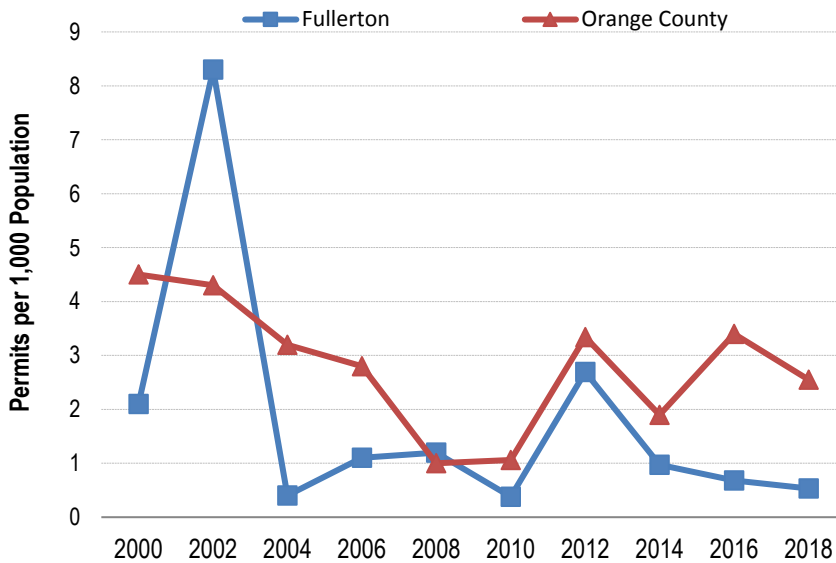
#### Total Residential Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000 - 2018

- In 2018, permits were issued for 77 residential units.

#### Total Residential Units Permitted per 1,000 Residents: 2000 - 2018



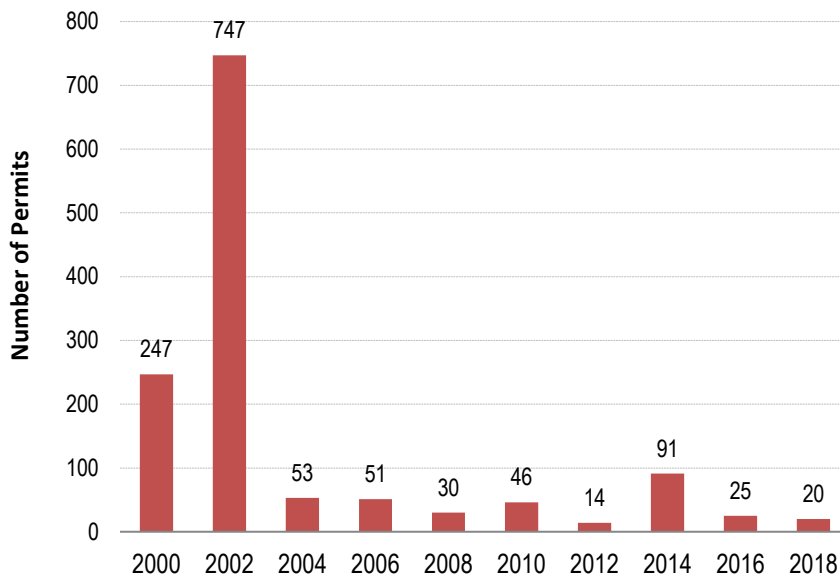
Source: Construction Industry Research Board, 2000-2018

- In 2000, the City of Fullerton had 2.1 permits per 1,000 residents compared to the overall county figure of 4.5 permits per 1,000 residents.
- For the city in 2018, the number of permits per 1,000 residents decreased to 0.5 permits. For the county overall, it decreased to 2.5 permits per 1,000 residents.



### Single-Family Housing Production

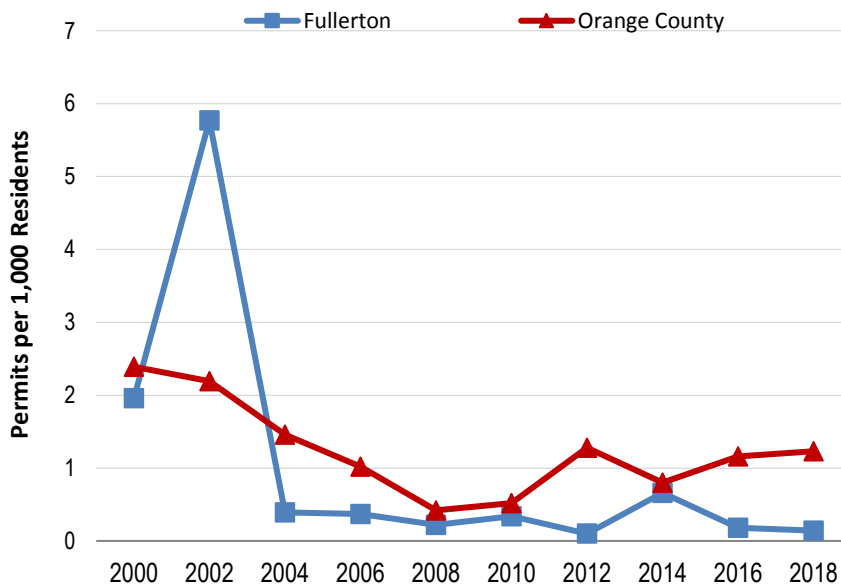
#### Single-Family Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000 - 2018

- In 2018, permits were issued for 20 single family homes.

#### Single-Family Units Permitted per 1,000 Residents: 2000 - 2018

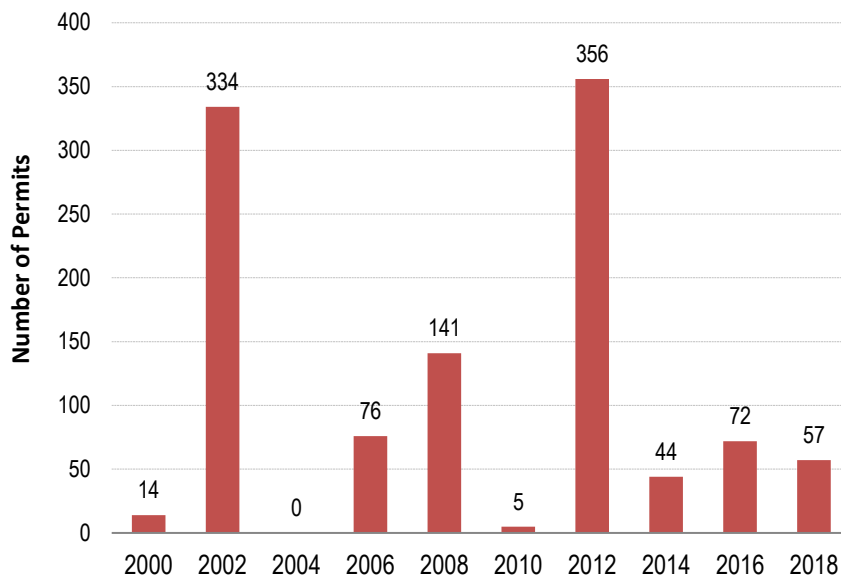


Source: Construction Industry Research Board, 2000-2018

- In 2000, the City of Fullerton issued 2 permits per 1,000 residents compared to the overall county figure of 2.4 permits per 1,000 residents.
- For the city in 2018, the number of permits issued per 1,000 residents decreased to 0.1 permits. For the county overall, it decreased to 1.2 permits per 1,000 residents.

### Multi-Family Housing Production

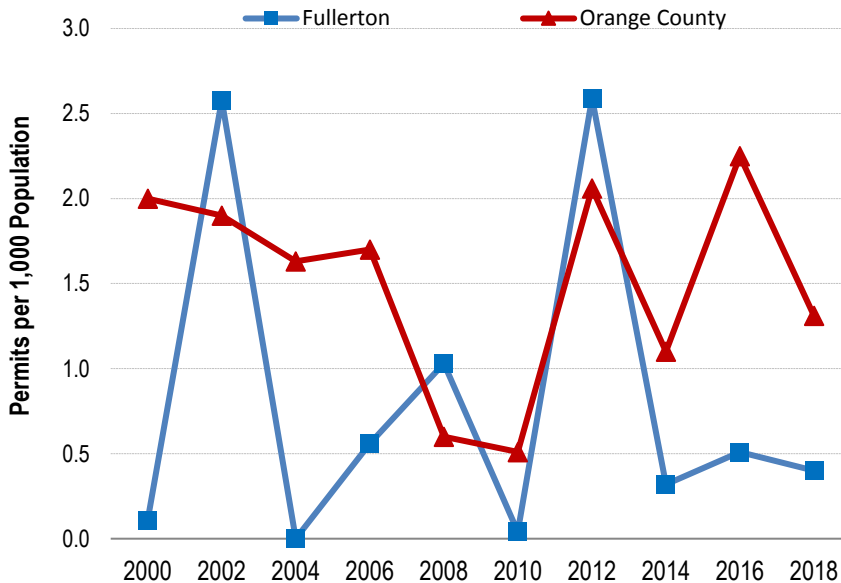
#### Multi-Family Units Permitted: 2000 - 2018



Source: Construction Industry Research Board, 2000-2018

- In 2018, permits were issued for 57 multi-family residential units.

#### Multi-Family Units Permitted per 1,000 Residents: 2000 - 2018

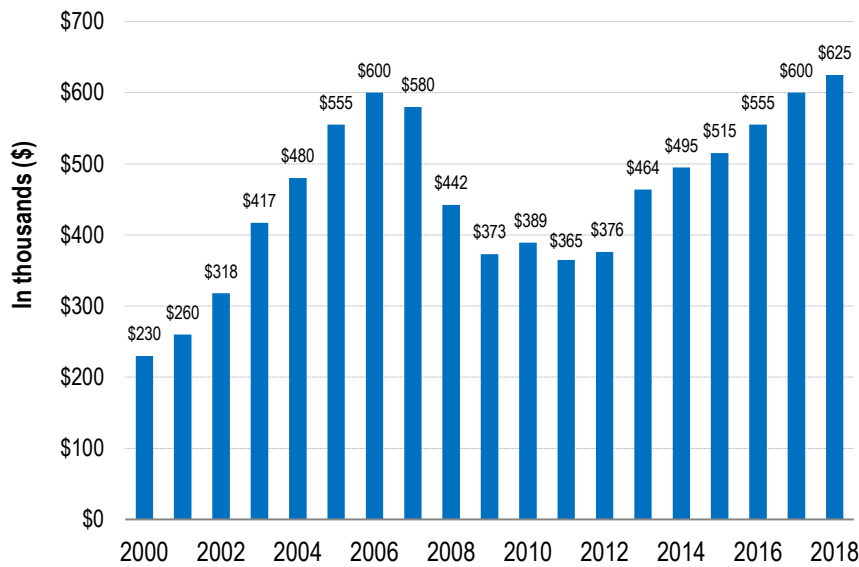


Source: Construction Industry Research Board, 2000-2018

- For the city in 2018, the number of permits per 1,000 residents increased to 0.4 permits. For the county overall, it decreased to 1.3 permits per 1,000 residents.

## Home Sales Prices

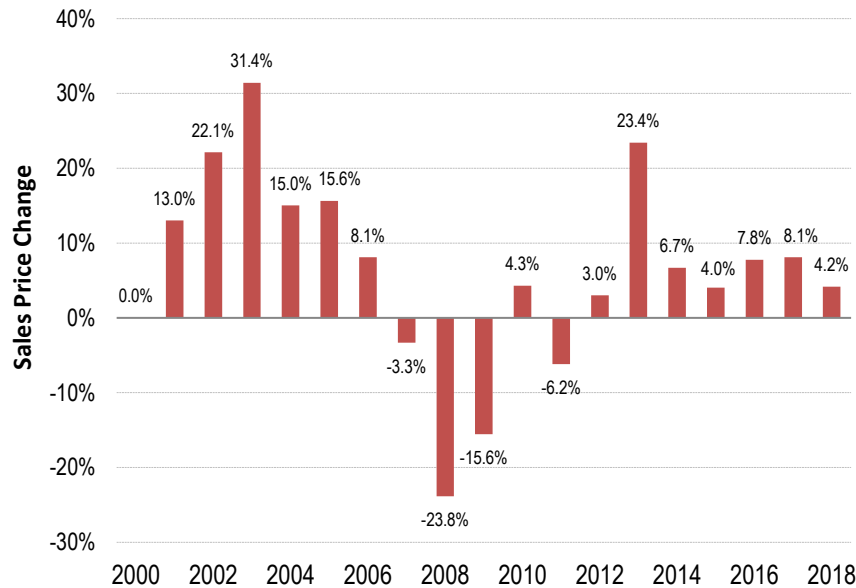
### Median Home Sales Price for Existing Homes: 2000 - 2018



Source: CoreLogic/DataQuik, 2000-2018

- Between 2000 and 2018, the median home sales price of existing homes increased 172 percent from \$230,000 to \$625,000.
- Median home sales price increased by 60.7 percent between 2010 and 2018.
- In 2018, the median home sales price in the city was \$625,000, \$100,000 lower than that in the county overall.
- Note: Median home sales price reflects resale of existing homes, which varies due to type of units sold.
- Annual median home sales prices are not adjusted for inflation.

### Annual Median Home Sales Price Change for Existing Homes: 2000 - 2018



Source: CoreLogic/DataQuik, 2000-2018

## HOUSING TYPE

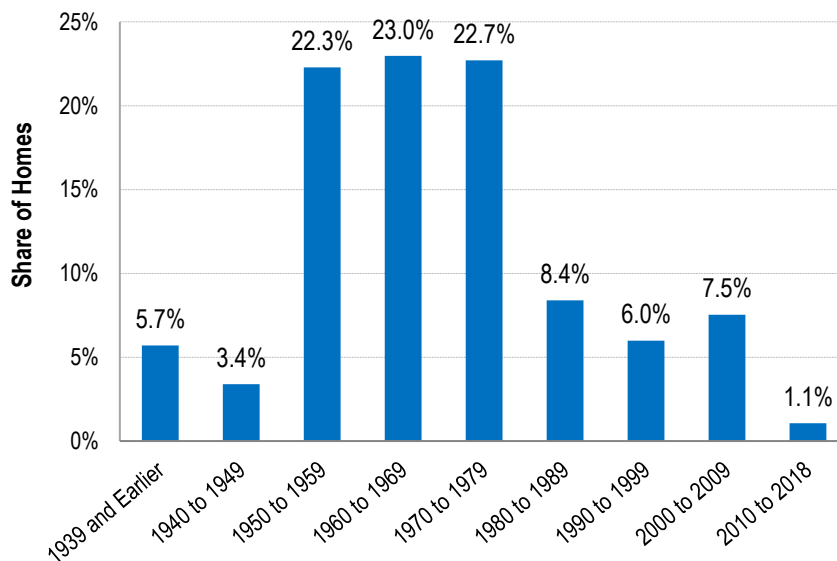
### Housing Type by Units: 2018

Housing Type	Number of Units	Percent of Total Units
Single Family Detached	24,523	49.6 %
Single Family Attached	4,942	10.0 %
Multi-family: 2 to 4 units	4,042	8.2 %
Multi-family: 5 units plus	15,043	30.4 %
Mobile Home	880	1.8 %
<b>Total</b>	<b>49,430</b>	<b>100.0 %</b>

- The most common housing type is Single Family Detached.
- 59.6 percent are single family homes and 38.6 percent are multi-family homes.

Source: California Department of Finance, E-5, 2018

### Age of Housing Stock



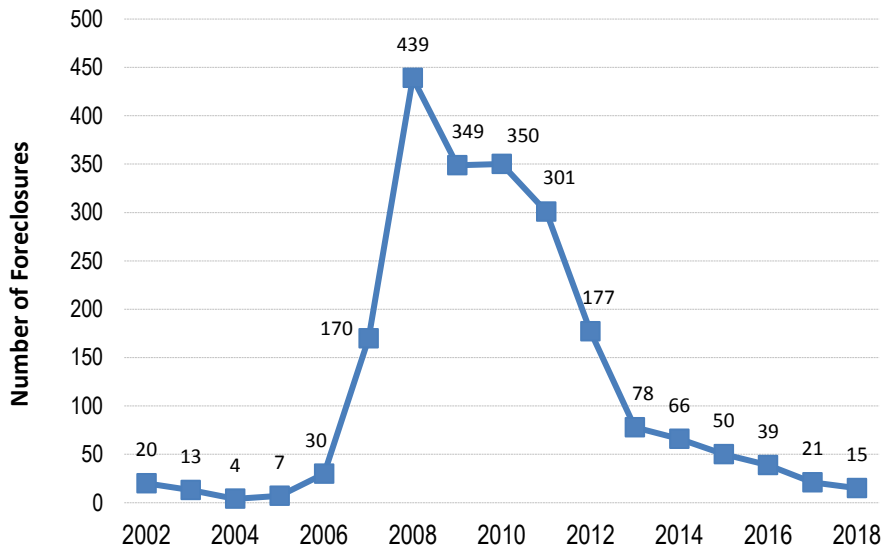
- 54.3 percent of the housing stock was built before 1970.
- 45.7 percent of the housing stock was built after 1970.

Source: U.S. Census American Community Survey, 2017; Nielsen Co.



## Foreclosures

### Number of Foreclosures: 2002 - 2018

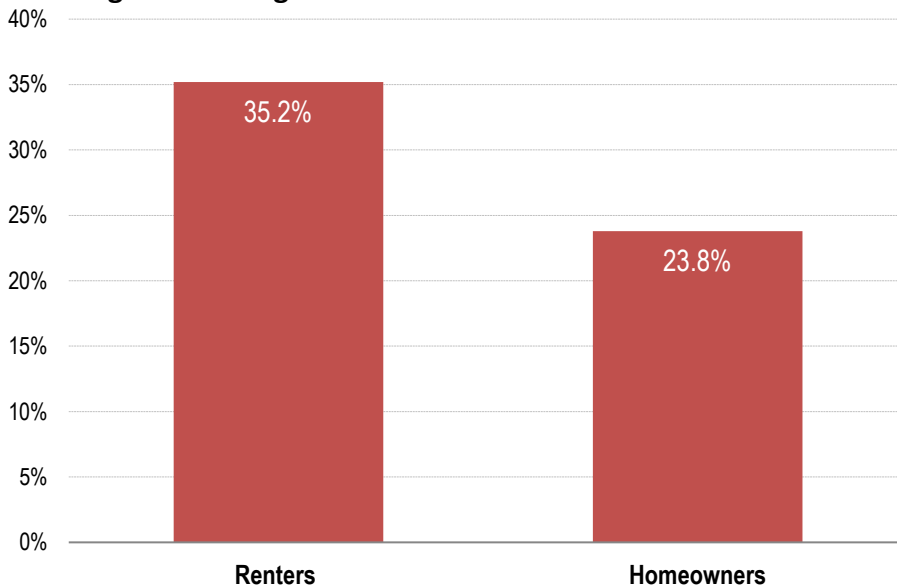


- There were 15 foreclosures in 2018.
- Between 2007 and 2018, there were 2,055 foreclosures.

Source: CoreLogic/DataQuick, 2002-2018

## Housing Cost Share

### Percentage of Housing Cost for Renters and Homeowners: 2017



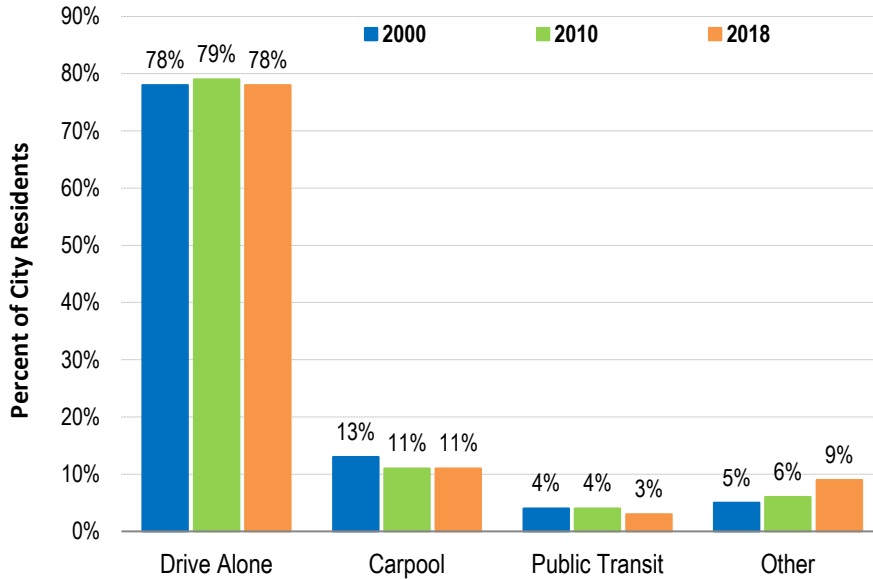
- Housing costs accounted for an average of 35.2 percent of total household income for renters.
- Housing costs accounted for an average of 23.8 percent of total household income for homeowners.

Source: U.S. Census American Community Survey, 2017

## V. TRANSPORTATION

### Journey to Work for Residents

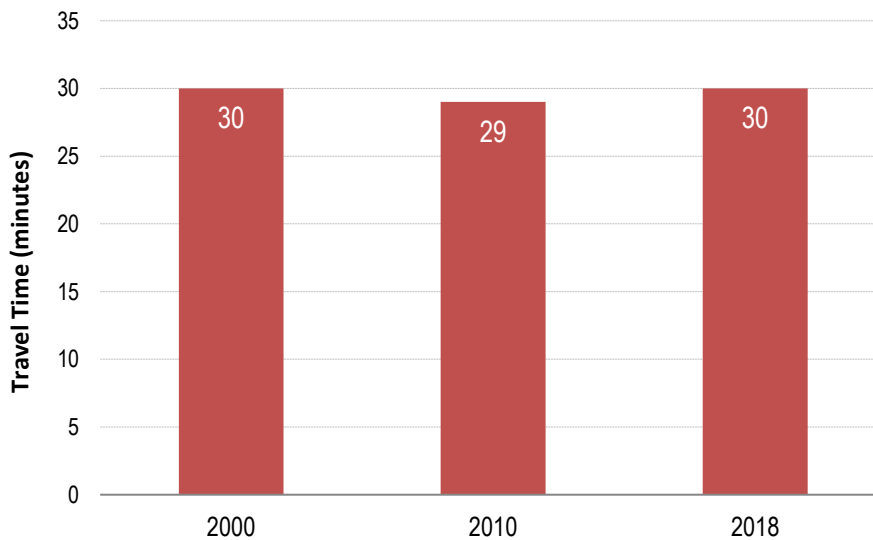
Transportation Mode Choice: 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, 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 3.2 percentage points.
- ‘Other’ refers to bicycle, pedestrian, and home-based employment.

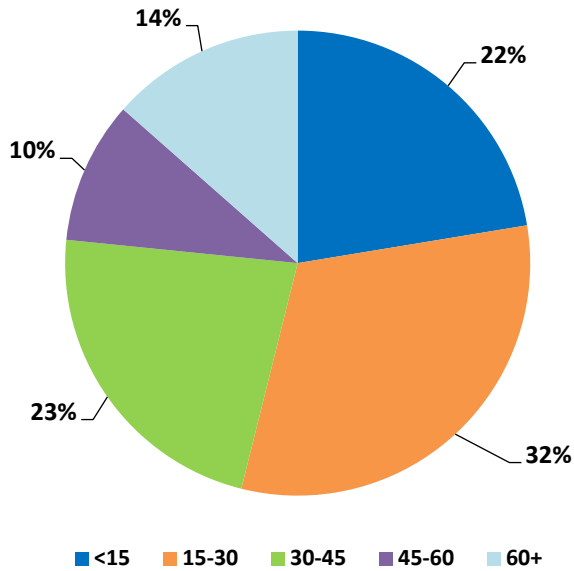
Average Travel Time (minutes): 2000, 2010, and 2018



Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

- Between 2000 and 2018, the average travel time to work remained the same.

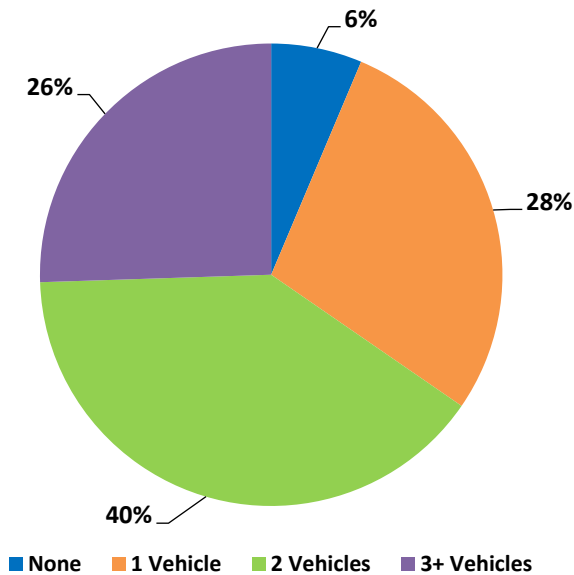
**Travel Time to Work (Range of Minutes): 2018**



- In 2018, 46.1 percent of Fullerton commuters spent more than 30 minutes to travel to work.
- Travel time to work figures reflect average one-way commute travel times, not round trip.

Source: U.S. Census American Community Survey, 2017; Nielsen Co.

**Household Vehicle Ownership: 2018**



- 34.6 percent of Fullerton households own one or no vehicles, while 65.4 percent of households own two or more vehicles.

Source: U.S. Census American Community Survey, 2017; Nielsen Co.

## VI. ACTIVE TRANSPORTATION

Over the course of the next 25 years, population growth and demographic shifts will continue to transform the character of the SCAG region and the demands placed on it for livability, mobility, and overall quality of life. Our future will be shaped by our response to this growth and the demands it places on our systems.

SCAG is responding to these challenges by embracing sustainable mobility options, including support for enhanced active transportation infrastructure. Providing appropriate facilities to help make walking and biking more attractive and safe transportation options will serve our region through reduction of traffic congestion, decreased greenhouse gas emissions, improved public health, and enhanced communities.

For the 2017 Local Profiles, SCAG began providing information on the active transportation resources being implemented throughout our region. The 2019 Local Profiles continues the active transportation element with a compilation of bicycle lane mileage by facility type at the county level. This data, provided by our County Transportation Commissions for the years 2012 and 2016, provides a baseline to measure regional progress in the development of active transportation resources over time.

The Local Profiles reports will seek to provide additional active transportation data resources as they become available at the local jurisdictional level. Information on rates of physical activity (walking) is available in the Public Health section of this report.

### Bike Lane Mileage by Class: 2012-2016

County	Class 1		Class 2		Class 3		Class 4		Total Lane Miles		
	2012	2016	2012	2016	2012	2016	2012	2016	2012	2016	Change
Imperial	3	3	4	4	82	82	0	0	89	89	0.0%
Los Angeles	302	343	659	1,054	519	609	2	7	1,482	2,013	35.8%
Orange	259	264	706	768	87	103	0	0	1,052	1,135	7.9%
Riverside	44	44	248	248	129	129	0	0	421	421	0.0%
San Bernardino	77	96	276	293	150	107	0	0	503	496	-1.4%
Ventura	61	76	257	333	54	77	0	0	372	486	30.6%
<b>SCAG Region</b>	<b>746</b>	<b>826</b>	<b>2,150</b>	<b>2,700</b>	<b>1,021</b>	<b>1,107</b>	<b>2</b>	<b>7</b>	<b>3,919</b>	<b>4,640</b>	<b>18.4%</b>

Source: County Transportation Commissions: 2012, 2016

**Class 1 (Bike Path):** Separated off-road path for the exclusive use of bicycles and pedestrians.

**Class 2 (Bike Lane):** Striped on-road lane for bike travel along a roadway.

**Class 3 (Bike Route):** Roadway dedicated for shared use by pedestrians, bicyclists, and motor vehicles.

**Class 4 (Protected Bike Lane):** Lane separated from motor vehicle traffic by more than striping (grade separation or barrier).



## VII. EMPLOYMENT

### Employment Centers

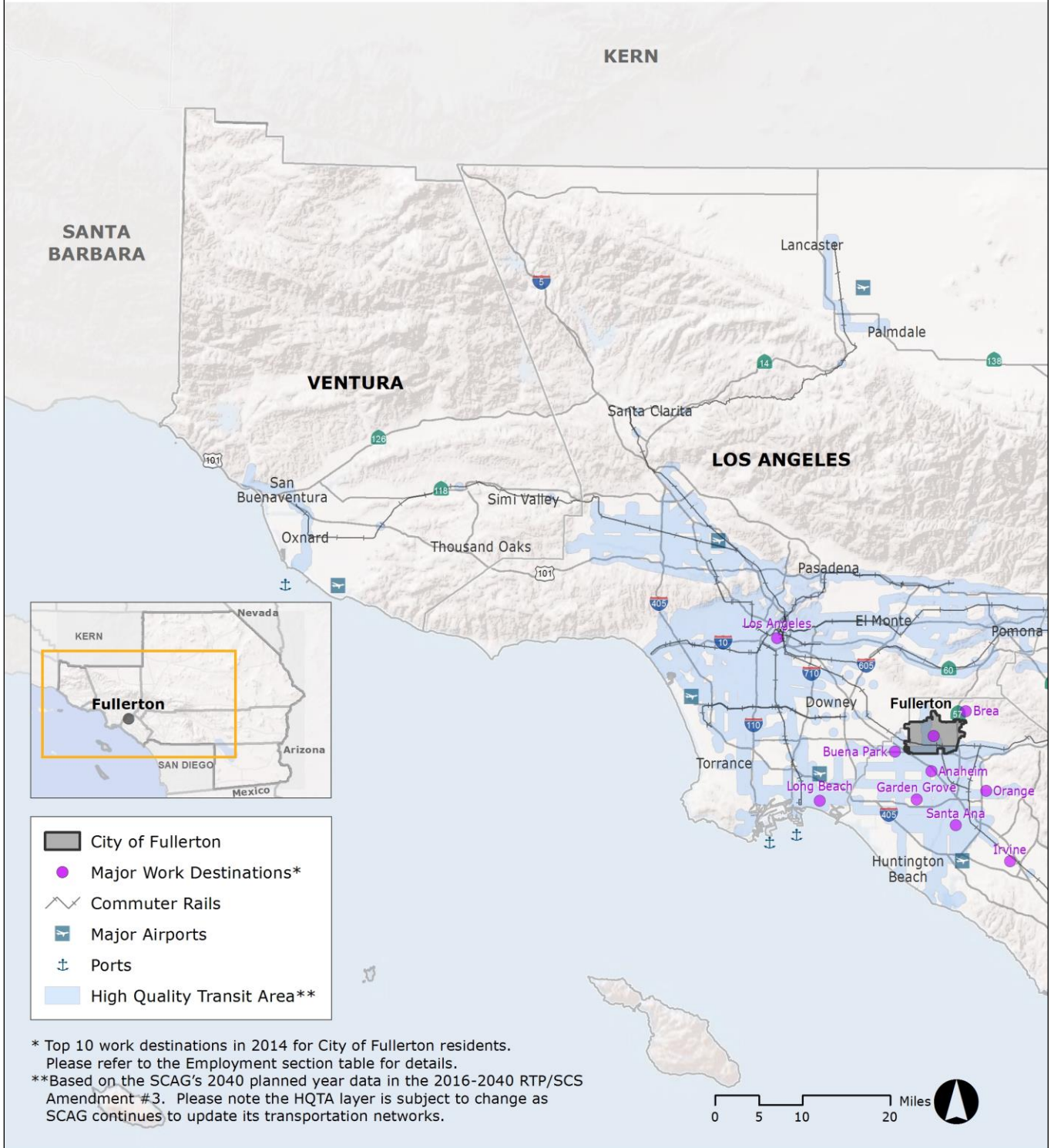
#### Top 10 Places Where Fullerton Residents Commute to Work: 2016

	Local Jurisdiction	Number of Commuters	Percent of Total Commuters
1.	Fullerton	6,544	11.9 %
2.	Anaheim	6,232	11.3 %
3.	Los Angeles	4,549	8.3 %
4.	Santa Ana	2,610	4.7 %
5.	Irvine	2,578	4.7 %
6.	Orange	2,459	4.5 %
7.	Brea	2,191	4.0 %
8.	Buena Park	1,298	2.4 %
9.	Garden Grove	1,018	1.9 %
10.	Long Beach	954	1.7 %
All Other Destinations		24,584	44.7 %

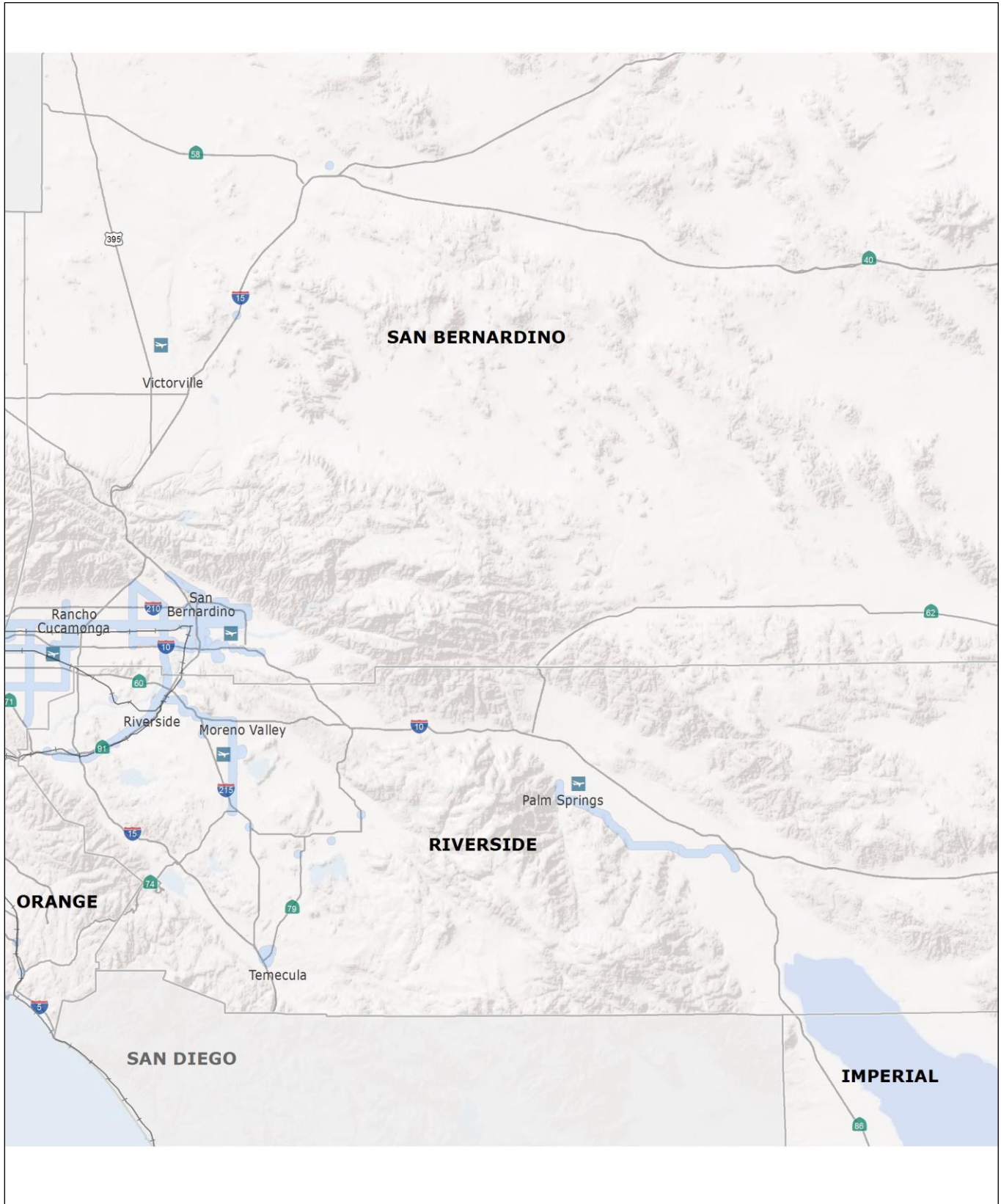
Source: U.S. Census Bureau, 2017, LODES Data; Longitudinal-Employer Household Dynamics Program: <https://lehd.ces.census.gov/data/lodes/>

- This table identifies the top 10 locations where residents from the City of Fullerton commute to work.
- 11.9% work and live in Fullerton, while 88.1% commute to other places.

### MAJOR WORK DESTINATIONS

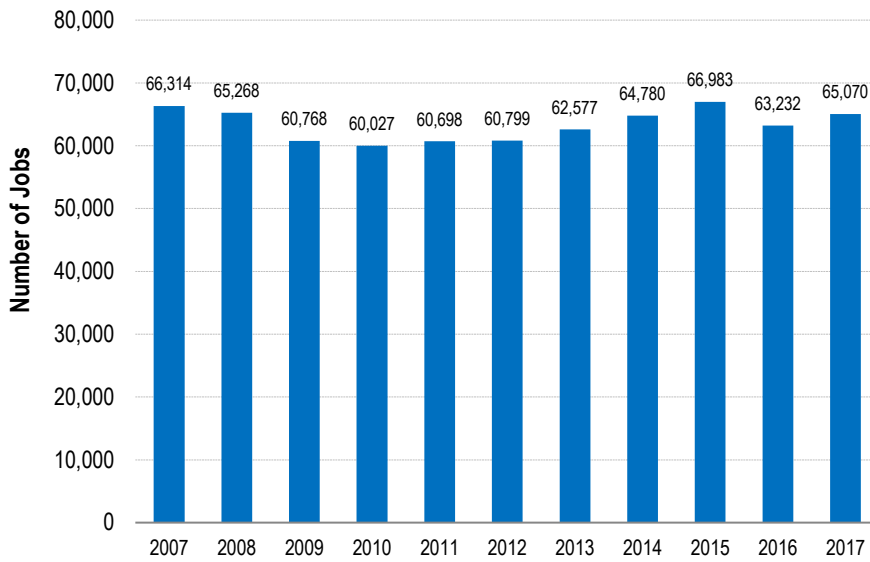


Source: SCAG, U.S. Census Bureau, 2019, LODES Dataset Version 7.3



## Total Jobs

### Total Jobs: 2007 - 2017

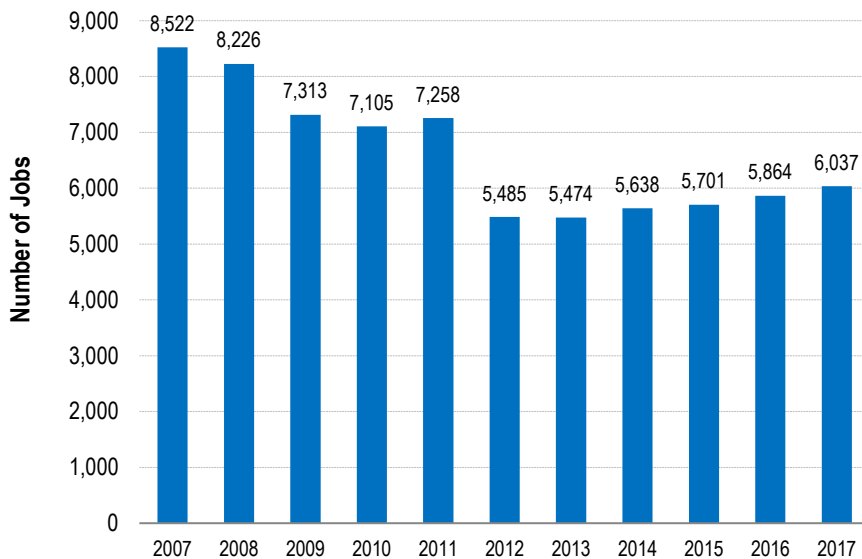


Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- 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 2017, total jobs in the City of Fullerton numbered 65,071, a decrease of 1.9 percent from 2007.

## Jobs by Sector

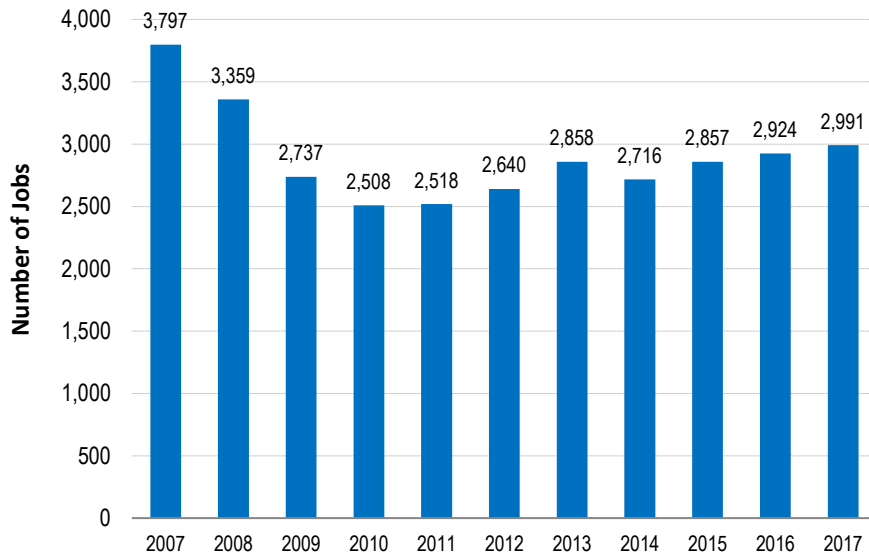
### Jobs in Manufacturing: 2007 - 2017



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & 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 2017, the number of manufacturing jobs in the city decreased by 29.2 percent.

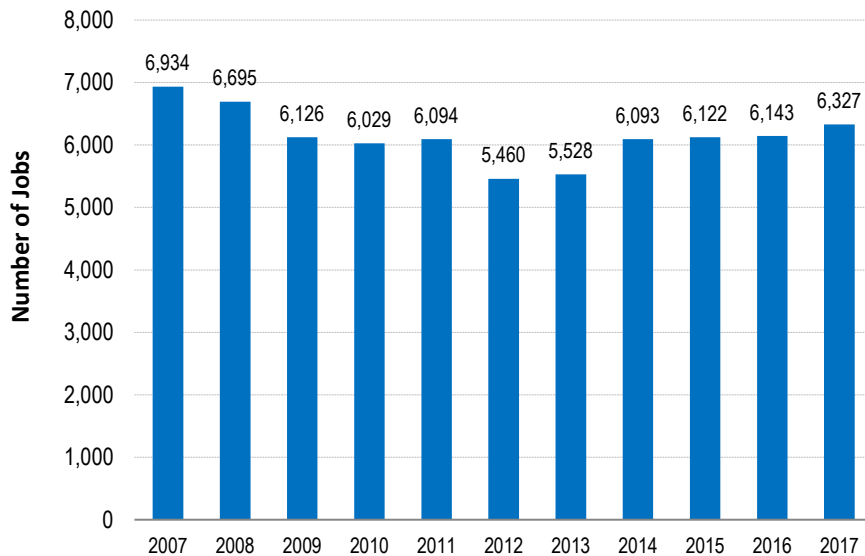
**Jobs in Construction: 2007 - 2017**



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2017, construction jobs in the city decreased by 21.2 percent.

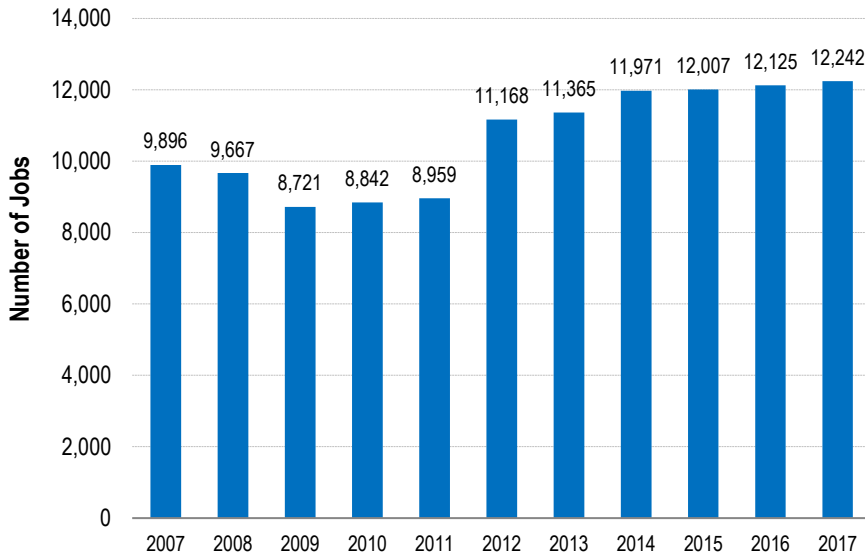
**Jobs in Retail Trade: 2007 - 2017**



Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & 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 2017, the number of retail trade jobs in the city decreased by 8.8 percent.

### Jobs in Professional and Management: 2007 - 2017

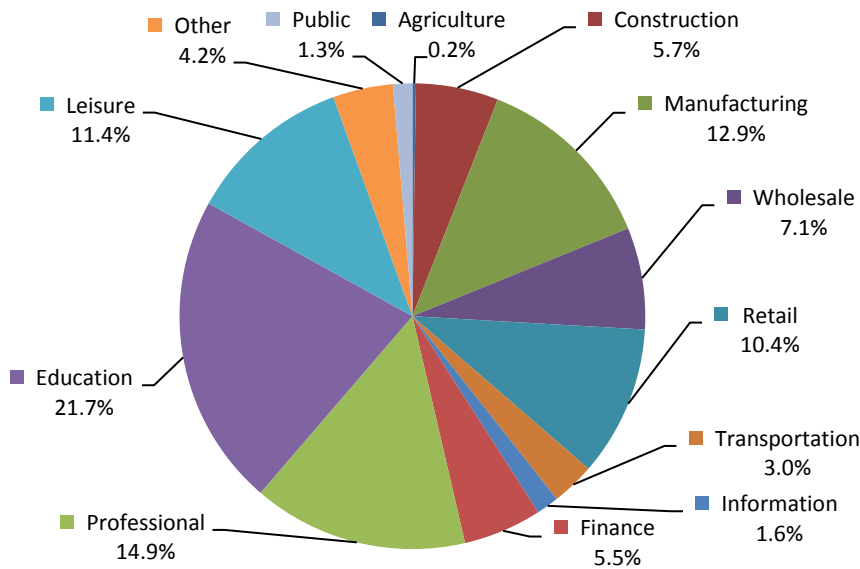


Sources: California Employment Development Department, 2007 - 2017; InfoGroup; & SCAG

- 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 2017, the number of professional and management jobs in the city increased by 23.7 percent.



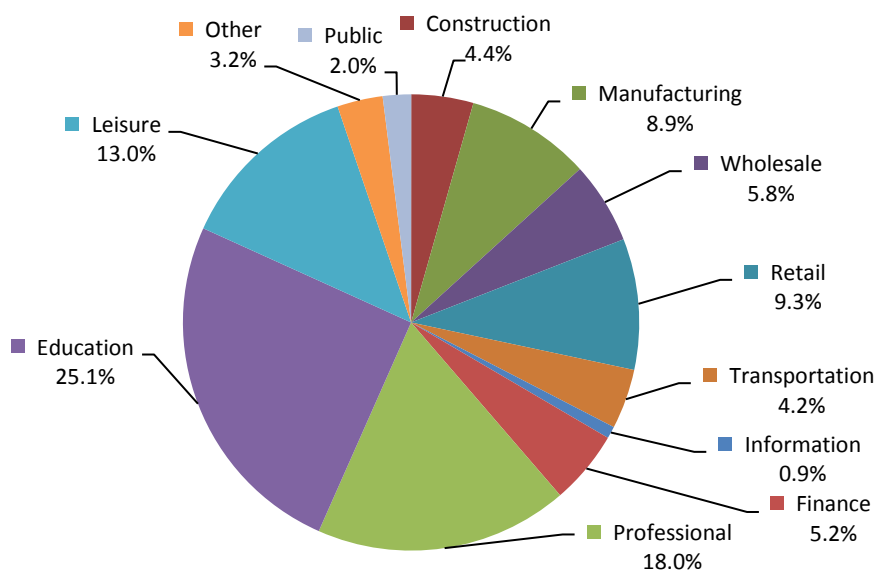
**Jobs by Sector: 2007**



Sources: California Employment Development Department, 2007; InfoGroup; & SCAG

- From 2007 to 2017, the share of Education jobs increased from 21.7 percent to 25.1 percent.
- See 'Methodology' section for industry sector definitions.

**Jobs by Sector: 2017**

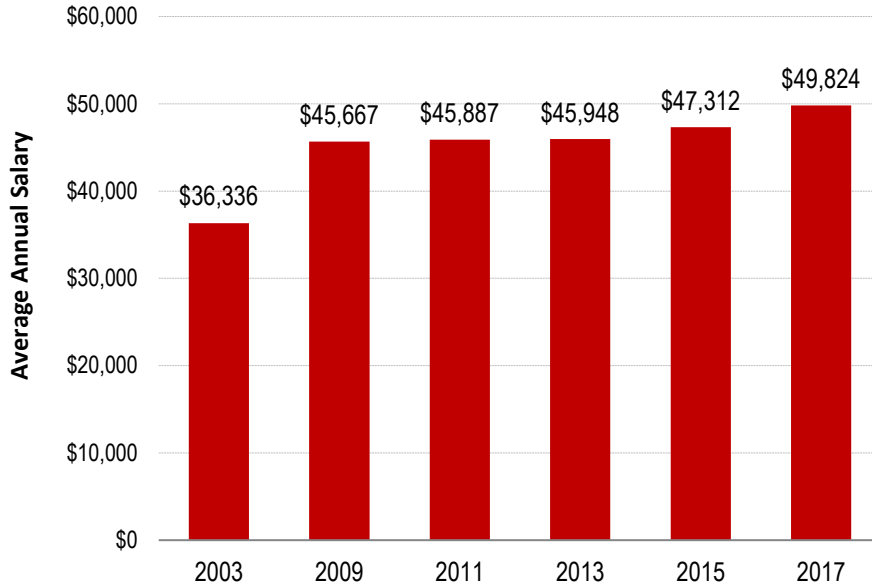


Sources: California Employment Development Department, 2018; InfoGroup; & SCAG

- In 2017, the Education sector was the largest job sector, accounting for 25.1 percent of total jobs in the city.
- Other major sectors included Professional (18 percent), Leisure (13 percent), and Retail (9.3 percent).

### Average Salaries

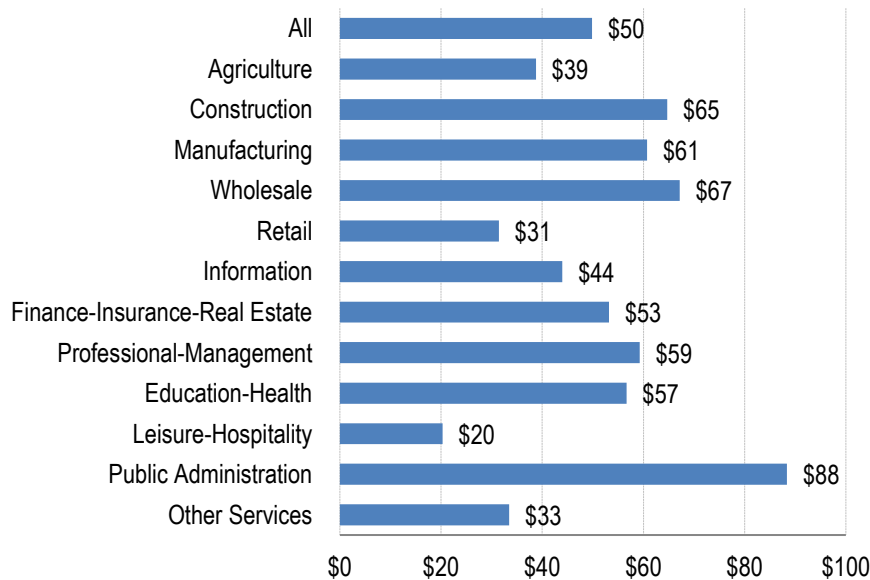
#### Average Annual Salary: 2003 - 2017



Source: California Employment Development Department, 2003 - 2017

- Average salaries for jobs located in the city increased from \$36,336 in 2003 to \$49,824 in 2017, a 37.1 percent change.
- Note: Dollars are not adjusted for annual inflation.

#### Average Annual Salary by Sector: 2017 (\$ thousands)



Source: California Employment Development Department, 2017

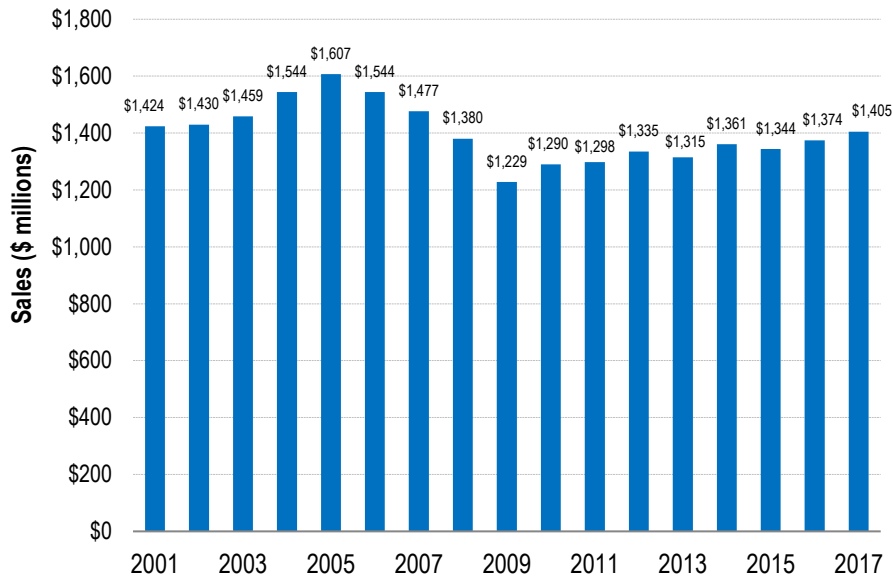
- In 2017, the employment sector providing the highest salary per job in the city was Public Administration (\$88,356).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$20,280).



## VIII. RETAIL SALES

### Real Retail Sales

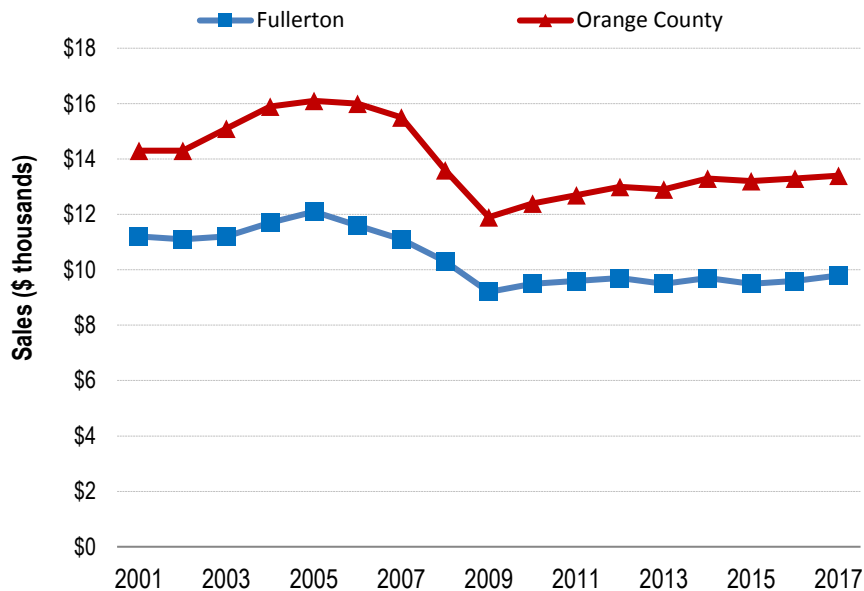
#### Real Retail Sales: 2001 - 2017



Source: California Board of Equalization, 2001-2017

- Real (inflation adjusted) retail sales in the City of Fullerton was \$1.4 billion in 2017.

#### Real Retail Sales per Person: 2001 - 2017



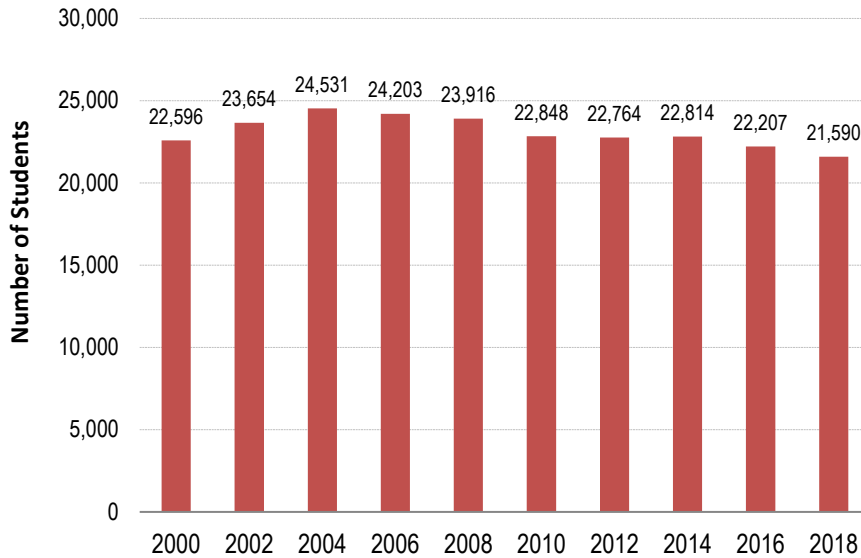
Source: California Board of Equalization, 2001-2017

- Real retail sales per person for the city was \$9.8 thousand in 2017.

## IX. EDUCATION

### Total Student Enrollment

#### K-12 Public School Student Enrollment: 2000 - 2018

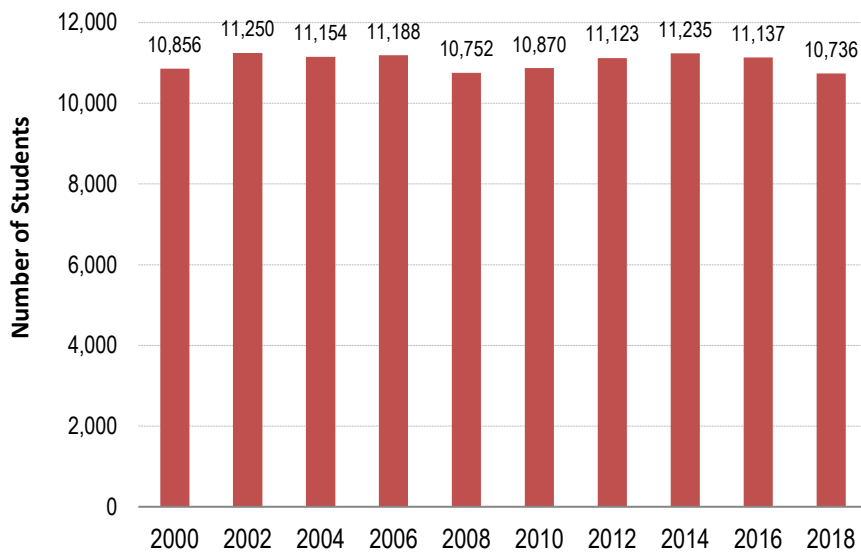


Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total K-12 public school enrollment for schools within the City of Fullerton decreased by 1,006 students, or about 4.5 percent.

### Student Enrollment by Grade

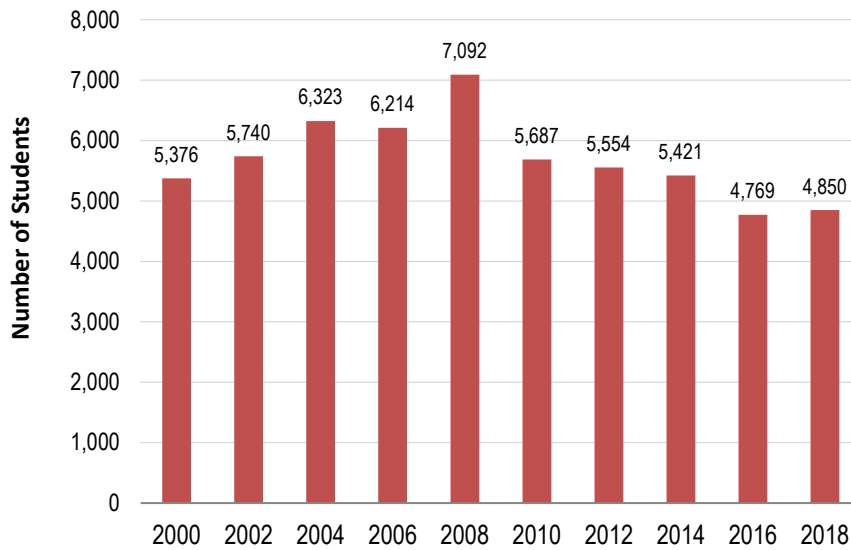
#### K-6 Public School Student Enrollment: 2000 - 2018



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public elementary school enrollment decreased by 120 students or 1.1 percent.

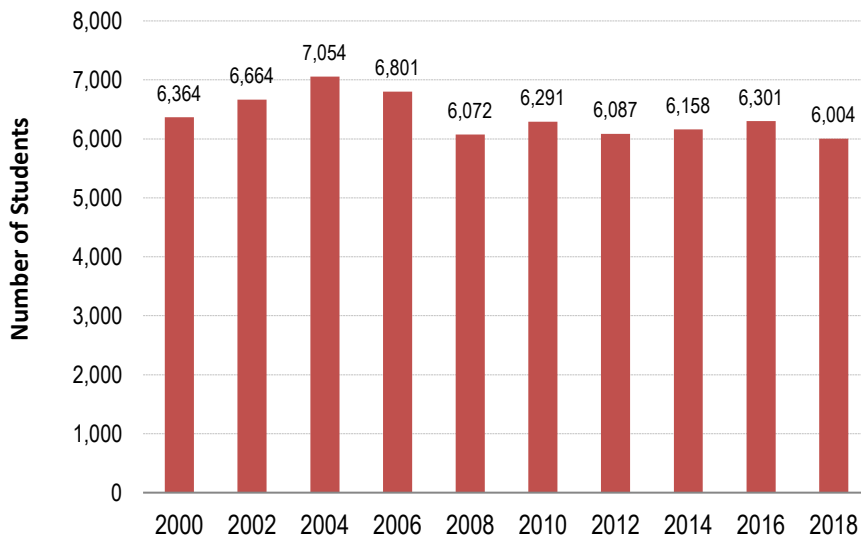
**Grades 7-9 Public School Student Enrollment: 2000 - 2018**



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public school enrollment for grades 7-9 decreased by 526 students or 9.8 percent.

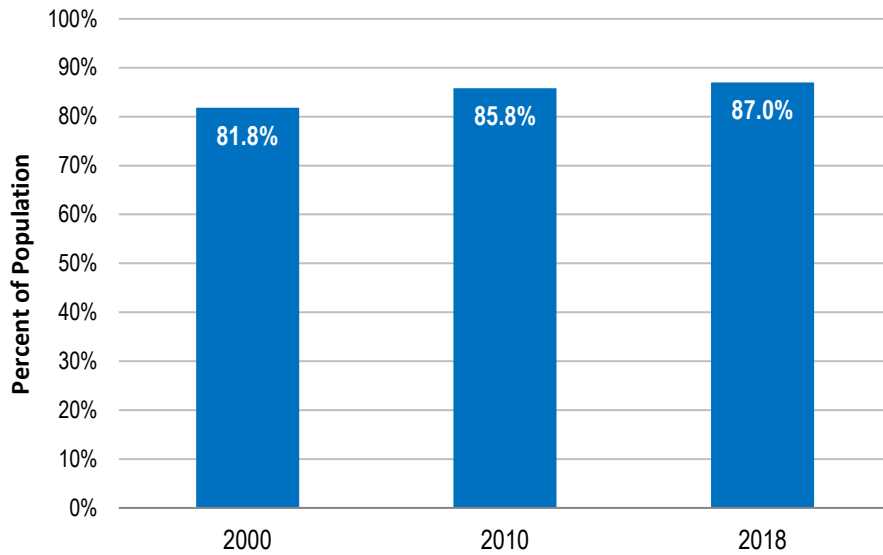
**Grades 10-12 Public School Student Enrollment: 2000 - 2018**



Source: California Department of Education, 2000 - 2018

- Between 2000 and 2018, total public school enrollment for grades 10-12 decreased by 360 students, about 5.7 percent.

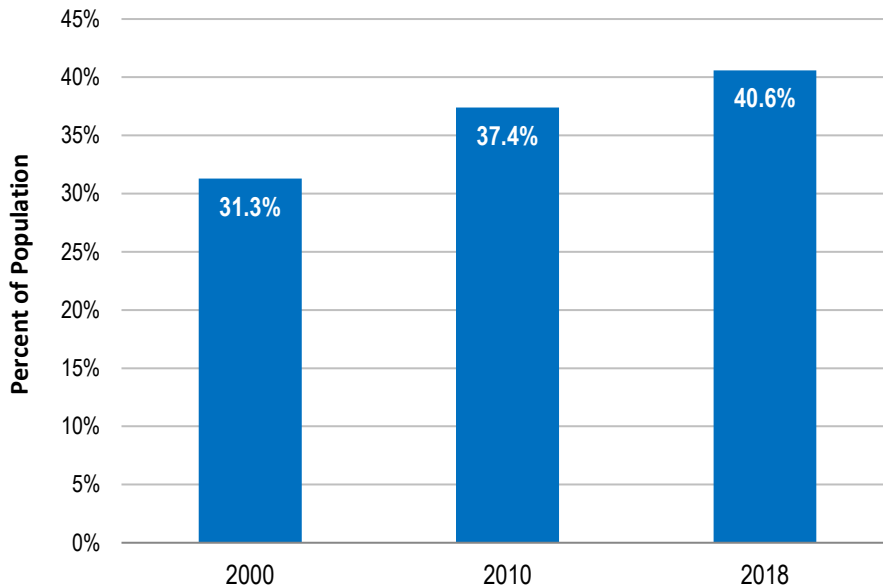
### Percent of City Population Completing High School or Higher



- In 2018, 87 percent of the population 25 years old and over completed high school or higher, which is higher than the 2000 level.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

### Percent of City Population Completing a Bachelor’s Degree or Higher



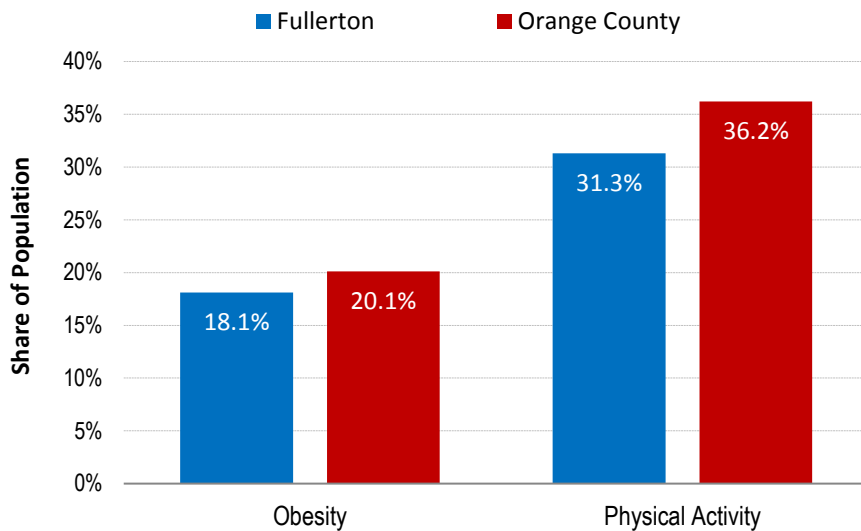
- In 2018, 40.6 percent of the population 25 years old and over completed a Bachelor degree or higher, which is higher than the 2000 level.

Sources: 2000 & 2010 U.S. Decennial Census; American Community Survey, 2017; Nielsen Co.

## X. PUBLIC HEALTH

Many adverse public health outcomes related to obesity and poor air quality may be preventable through the implementation of a more sustainable and integrated program of community and transportation planning at the regional and local levels. Evidence has shown that built environment factors play an important role in supporting healthy behavior and reducing rates of chronic diseases and obesity. For example, improved active transportation infrastructure, better accessibility to recreational open space, and the development of more walkable communities enhance opportunities for physical exercise and thereby result in a reduction of obesity rates, along with the chronic diseases associated with physical inactivity.

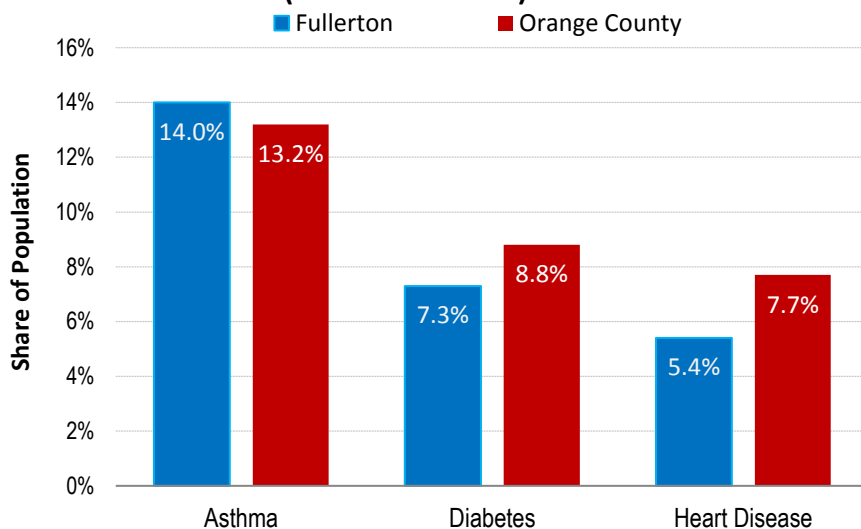
### Obesity/Physical Activity Rates (18 Years & Older)



- The obesity rate in the City of Fullerton was 18.1 percent, which was lower than the County rate.
- ‘Obesity’ is defined as a Body Mass Index (BMI) of 30 or higher.
- ‘Physical Activity’ refers to walking a minimum of 150 minutes per week.

Source: California Health Interview Survey, 2018

### Chronic Disease Rate (18 Years & Older)

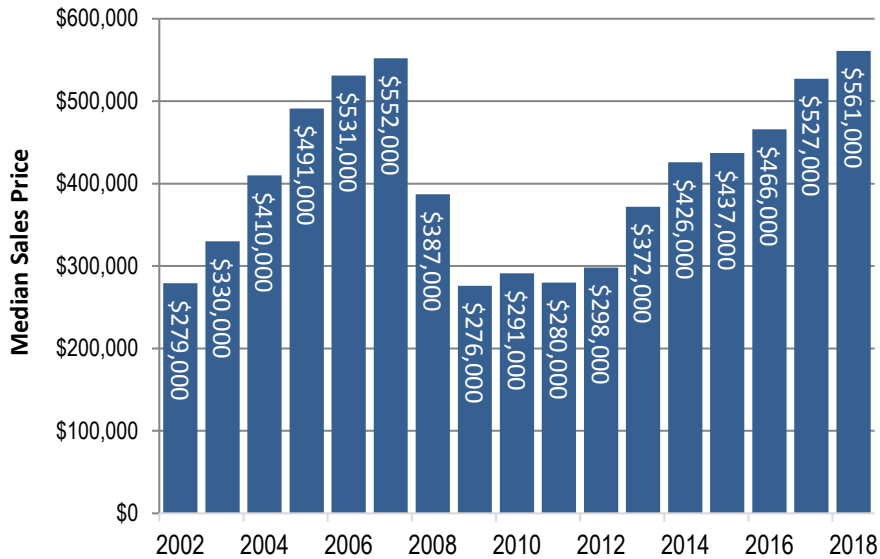


- The share of population in the City of Fullerton ever diagnosed with asthma was 14 percent; for diabetes the rate was 7.3 percent; and for heart disease 5.4 percent.

Source: California Health Interview Survey, 2018

## XI. SCAG REGIONAL HIGHLIGHTS

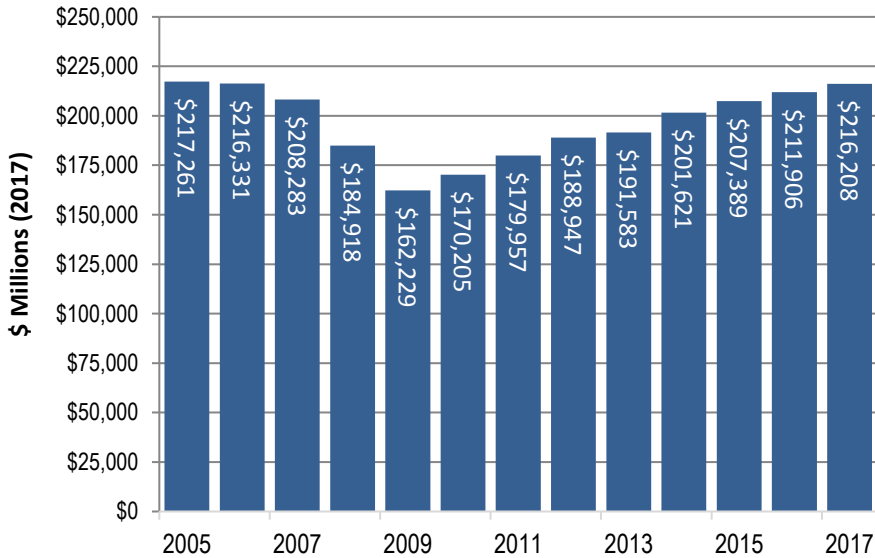
**Regional Median Sales Price for Existing Homes: 2002 - 2018**



Source: CoreLogic/DataQuick, 2002-2018

- After peaking in 2007, the median sales price for existing homes in the SCAG region dropped by half by 2009.
- By 2018, the median sales price had increased by more than 100 percent since 2009 to a new high of \$561,000.
- Median home sales price is calculated based on total existing home sales in the SCAG region.

**Regional Retail Sales: 2005 - 2017**



Source: California State Board of Equalization, 2005-2017

- Retail sales tend to follow regional trends in personal income, employment rates, and consumer confidence.
- Between 2005 and 2009, real (inflation adjusted) regional retail sales decreased by 25 percent.
- Total retail sales in the SCAG region increased by about 33 percent between 2009 and 2017.

## **XII. DATA SOURCES**

**California Department of Education**

**California Department of Finance, Demographic Research Unit**

**California Employment Development Department, Labor Market Information Division**

**California Health Interview Survey**

**California State Board of Equalization**

**Construction Industry Research Board**

**CoreLogic/DataQuick**

**InfoGroup**

**Nielsen Company**

**U.S. Census Bureau**

### **XIII. METHODOLOGY**

SCAG's 2019 Local Profiles reports utilize the most current information available from a number of public resources, including the U.S. Census Bureau, California Department of Finance, and the California Department of Education. In cases where public information is not available, or is not the most recent, SCAG contracts with a number of private entities to obtain local and regional data. The following sections describe how each data source is compiled to produce the information provided 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 data provided by the American Community Survey and the Nielsen Company. Number of Housing Units is based on the 2010 Census and estimates provided by the California Department of Finance. Data for all other categories are referenced throughout the report.

#### **Population Section**

Where referenced, data for 2000 through 2018 was obtained from the California Department of Finance E-5 estimates, which were published in May, 2018. This dataset is benchmarked to population data 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 Census, the American Community Survey, and the Nielsen Company. The 2000 value is based on U.S. Decennial Census data for April 1, 2000 and the 2010 value is based on U.S. Decennial Census data for April 1, 2010.

Below are definitions for race and ethnicity, as provided by the U.S. Census Bureau.

The 'Hispanic or Latino Origin' category refers to:

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

The 'Race' categories include:

- American Indian or Alaska Native: Persons having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment.
- Asian: Persons 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, Philippines, Thailand, and Vietnam.
- Black or African American: Persons having origins in any of the black racial groups of Africa, including those who consider themselves to be Haitian.



- White: Persons 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 (persons 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', or 'White' racial categories described above.

Charts for population based on age were tabulated using data from the 2000 and 2010 U.S. Decennial Census, the American Community Survey, and the Nielsen Company. Charts for race/ethnicity were tabulated using data from the 2000 and 2010 U.S. Decennial Census, the American Community Survey, and the Nielsen Company.

### **Households Section**

Households refer to the number of occupied housing units. The 2000 value is based on U.S. Decennial Census data for April 1, 2000 and the 2010 value is based on U.S. Decennial Census data for April 1, 2010. Information for inter-census years was provided by the American Community Survey and the Nielsen Company. Average household size was calculated using information provided by the California Department of Finance. Households by Size calculations are based on data provided by the American Community Survey and the Nielsen Company.

### **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. Age of housing stock data was provided by the American Community Survey and 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 multi-family housing units that were permitted to be built, along with building permits that were issued for improvements to existing residential structures. 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.

Median home sales price data was compiled from information obtained from CoreLogic/DataQuick, and was calculated based on total resales of existing homes in the jurisdiction, including both single family homes and condominiums. The median home sales price does not reflect the entire universe of housing in the jurisdiction, only those units that were sold within the specified calendar year.

Housing Cost Share refers to the percentage of household income devoted to housing expenses. Housing cost share data for homeowners and renters is provided by the American Community Survey.

## **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. Decennial Census. Information for inter-census years was provided by the American Community Survey and the Nielsen Company.

## **Active Transportation Section**

Data sources for county bike lane mileage by facility classification was provided by the six County Transportation Commissions in the SCAG region.

## **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 2007-2017. 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:** Includes crop production, animal production and aquaculture, forestry and logging, fishing, hunting, and trapping, and support activities for agriculture and forestry.
- **Construction:** Includes activities involving the construction of buildings, heavy and civil engineering construction, and specialty trade contractors.
- **Manufacturing:** 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:** Includes activities conducting the trade of raw materials and durable goods.
- **Retail:** Includes activities engaged in the sale of durable goods directly to consumers.
- **Information:** Includes activities that specialize in the distribution of content through a means of sources, including newspaper, internet, periodicals, books, software, motion pictures, sound recording, radio and television broadcasting, cable or subscription programming, telecommunications, data processing/hosting, and other information media.
- **Finance/Insurance/Real Estate:** 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:** Includes activities that specialize in professional/ scientific/technical services, management of companies and enterprises, and administrative and support services. Establishment types may include 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, and facilities support services.
- **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:** Includes activities involved in the performing arts, spectator sports, museums, amusement/recreation, travel accommodations, and food and drink services.
- **Public Administration:** Includes public sector organizations, such as 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:** Includes, 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:** All other work activities 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 reported 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.

### **Public Health Section**

Data sources for city and county obesity rates (share of population with a BMI of 30 or higher) and rates of physical activity (share of population that walked a minimum of 150 minutes each day) was obtained through the California Health Interview Survey (AskCHIS: Neighborhood Edition). Chronic disease incidence rates were also obtained through the California Health Interview Survey.

## **Regional Highlights**

Information for this section was developed through data from CoreLogic/DataQuick and the California Board of Equalization.

## **Data Sources Section**

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

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

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. 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.

## XIV. ACKNOWLEDGMENTS

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 Joann Africa, Chief Counsel/Director, Legal Services  
 Basil Panas, Chief Financial Officer  
 Julie Loats, Chief Information Officer  
 Art Yoon, Director of Policy & Public Affairs  
 Sarah Jepson, Acting Director of Planning

### Department Manager

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 Tom Vo, Senior Regional Planner  
 Brittany Webber, SCAG Receptionist  
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**Southern California Association of Governments  
Regional Council Roster  
May 2019**

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	28. Hon. Cecilia Iglesias	<i>Santa Ana</i>	District 16
	29. Hon. Charles Puckett	<i>Tustin</i>	District 17
	30. Hon. Stacy Berry	<i>Cypress</i>	District 18
	31. Hon. Trevor O'Neil	<i>Anaheim</i>	District 19
	32. Hon. Tri Ta	<i>Westminster</i>	District 20
	33. Hon. Art Brown	<i>Buena Park</i>	District 21
	34. Hon. Marty Simonoff	<i>Brea</i>	District 22
	35. VACANT		District 23
	36. Hon. Sonny R. Santa Ines	<i>Bellflower</i>	District 24

**Southern California Association of Governments  
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37.	Hon. Sean Ashton	<i>Downey</i>	District 25
38.	Hon. Emma Sharif	<i>Compton</i>	District 26
39.	Hon. Ali Saleh	<i>Bell</i>	District 27
40.	Hon. Dan Medina	<i>Gardena</i>	District 28
41.	Hon. Rex Richardson	<i>Long Beach</i>	District 29
42.	Hon. Lena Gonzalez	<i>Long Beach</i>	District 30
43.	Hon. Steve De Ruse	<i>La Mirada</i>	District 31
44.	Hon. Margaret Clark	<i>Rosemead</i>	District 32
45.	Hon. Jorge Marquez	<i>Covina</i>	District 33
46.	Hon. Teresa Real Sebastian	<i>Monterey Park</i>	District 34
47.	Hon. Jonathan Curtis	<i>La Cañada/Flintridge</i>	District 36
48.	Hon. Carol Herrera	<i>Diamond Bar</i>	District 37
49.	Hon. Tim Sandoval	<i>Pomona</i>	District 38
50.	Hon. James Gazeley	<i>Lomita</i>	District 39
51.	Hon. Judy Mitchell	<i>Rolling Hills Estates</i>	District 40
52.	Hon. Meghan Sahli-Wells	<i>Culver City</i>	District 41
53.	Hon. Jess Talamantes	<i>Burbank</i>	District 42
54.	Hon. Steven Hofbauer	<i>Palmdale</i>	District 43
55.	Hon. David J. Shapiro	<i>Calabasas</i>	District 44
56.	Hon. Carmen Ramirez	<i>Oxnard</i>	District 45
57.	Hon. David Pollock	<i>Moorpark</i>	District 46
58.	Hon. Tim Holmgren	<i>Fillmore</i>	District 47
59.	Hon. Gilbert Cedillo	<i>Los Angeles</i>	District 48
60.	Hon. Paul Krekorian	<i>Los Angeles</i>	District 49
61.	Hon. Bob Blumenfield	<i>Los Angeles</i>	District 50
62.	Hon. David Ryu	<i>Los Angeles</i>	District 51
63.	Hon. Paul Koretz	<i>Los Angeles</i>	District 52
64.	Hon. Nury Martinez	<i>Los Angeles</i>	District 53
65.	Hon. Monica Rodriguez	<i>Los Angeles</i>	District 54
66.	Hon. Marqueece Harris-Dawson	<i>Los Angeles</i>	District 55
67.	Hon. Curren D. Price, Jr.	<i>Los Angeles</i>	District 56
68.	Hon. Herb J. Wesson, Jr.	<i>Los Angeles</i>	District 57
69.	Hon. Mike Bonin	<i>Los Angeles</i>	District 58
70.	VACANT	<i>Los Angeles</i>	District 59
71.	Hon. Mitch O'Farrell	<i>Los Angeles</i>	District 60

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Regional Council Roster  
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72.	Hon. José Huizar	<i>Los Angeles</i>	District 61
73.	Hon. Joe Buscaino	<i>Los Angeles</i>	District 62
74.	Hon. Steve Manos	<i>Lake Elsinore</i>	District 63
75.	Hon. Lyn Semeta	<i>Huntington Beach</i>	District 64
76.	Hon. Rita Ramirez	<i>Victorville</i>	District 65
77.	Hon. Megan Beaman Jacinto	<i>Coachella</i>	District 66
78.	Hon. Marsha McLean	<i>Santa Clarita</i>	District 67
79.	Hon. Rusty Bailey	<i>Riverside</i>	District 68
80.	Hon. Marisela Magana	<i>Perris</i>	District 69
81.	Hon. Ben Benoit	<i>Wildomar</i>	Air District Representative
82.	Hon. Peggy Huang	<i>Yorba Linda</i>	TCA Representative
83.	Hon. Eric Garcetti	<i>Los Angeles</i>	Member at Large
84.	Mr. Randall Lewis		Ex-Officio Member



## **Notes:**



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