City of Santa Ana

Environmental Scan 2013

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City of Santa Ana

Demographics

CITY OF SANTA ANA

ORANGE COUNTY
SEAT OF
GOVERNMENT

THE GOLDEN CITY
FOUNDED 1869

CALIFORNIA

Environmental Scan 2013

Demographics Summary

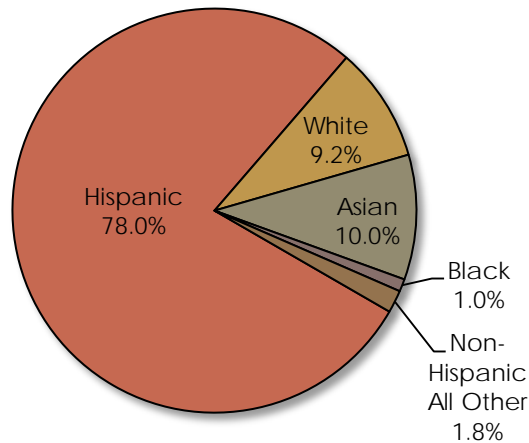| Category	Santa Ana	Orange County
Total Population	327,731	3,055,792
Hispanic	78.5%	34.3%
White	8.7%	42.5%
Asian	10.7%	18.7%
Black	0.9%	1.4%
Non-Hispanic All Other	1.1%	3.1%

Source: 2000 and 2010 U.S. Census, Nielson Co., 2012

Demographics Summary

Santa Ana 2000
- Hispanic 76.0%
- White 12.0%
- Asian 8.7%
- Black 1.3%
- Non-Hispanic All Other 2.0%
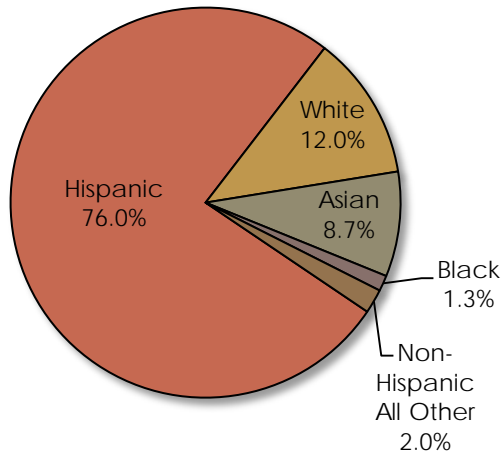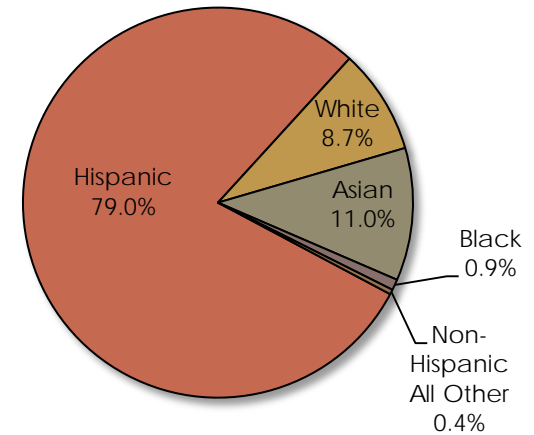
Santa Ana 2010
- Hispanic 78.0%
- White 9.2%
- Asian 10.0%
- Black 1.0%
- Non-Hispanic All Other 1.8%

Santa Ana 2012
- Hispanic 79.0%
- White 8.7%
- Asian 11.0%
- Black 0.9%
- Non-Hispanic All Other 0.4%

Orange County 2000
- White 51.3%
- Asian 13.5%
- Black 1.5%
- Hispanic 30.8%
- Non-Hispanic All Other 2.9%

Orange County 2010
- White 44.1%
- Asian 17.7%
- Black 1.5%
- Hispanic 33.7%
- Non-Hispanic All Other 3.0%

Orange County 2012
- White 42.5%
- Asian 18.7%
- Black 1.4%
- Hispanic 34.3%
- Non-Hispanic All Other 3.1%

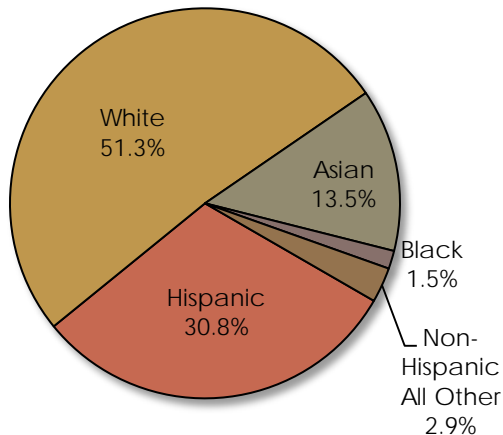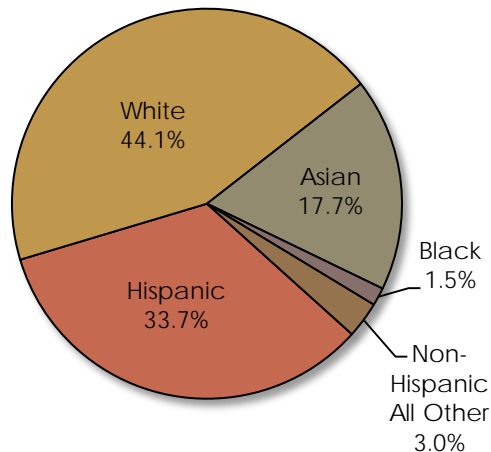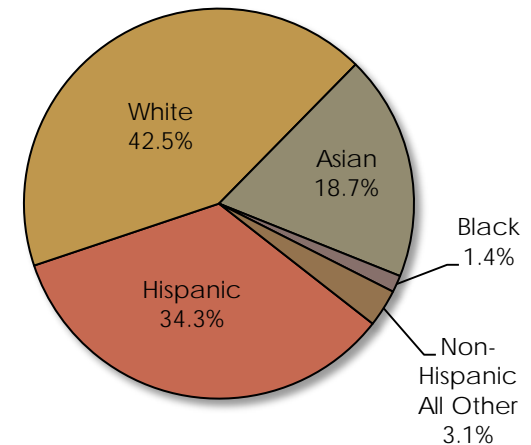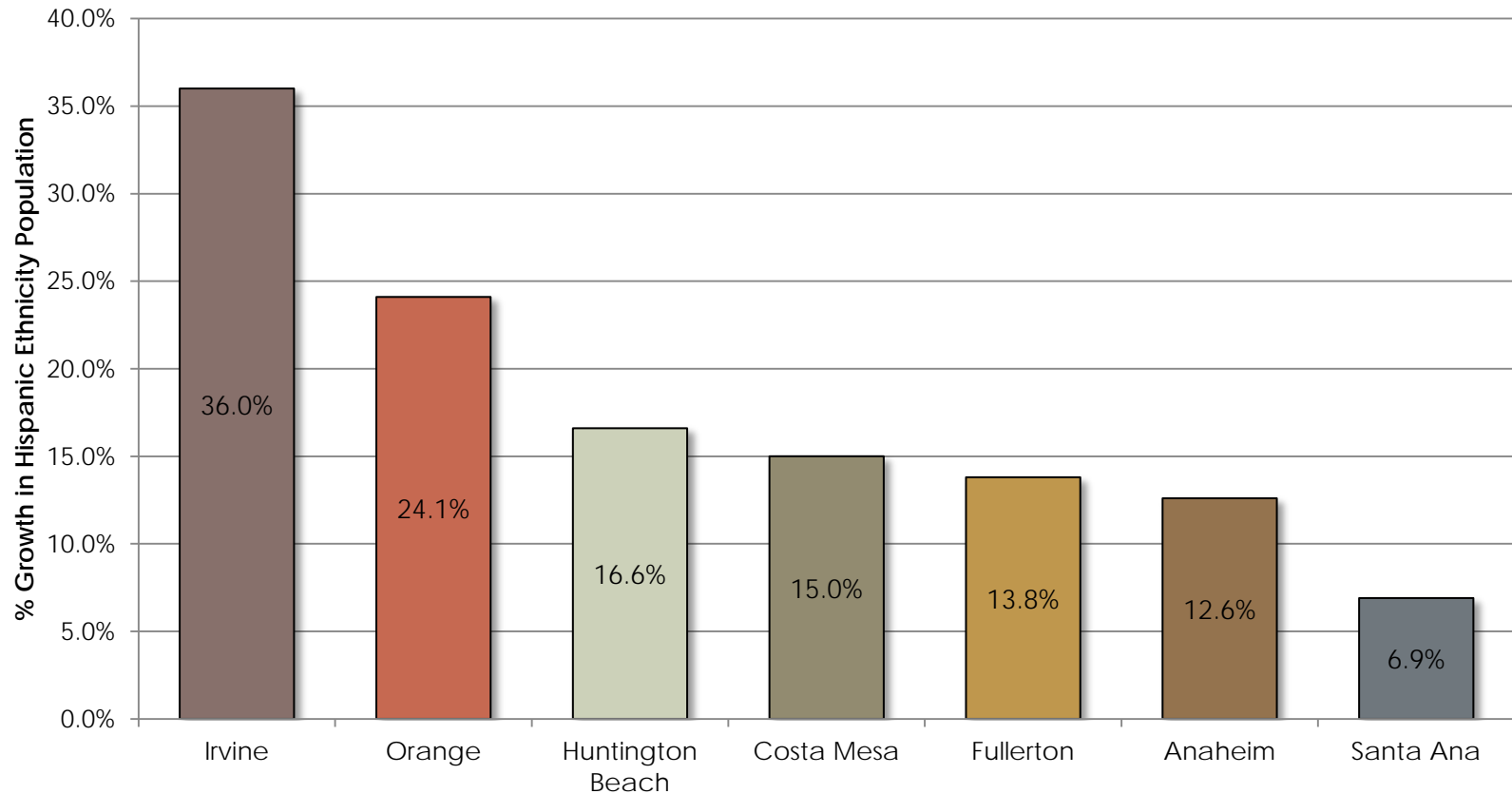Source: 2000 and 2010 U.S. Census, Nielson Co., 2012

Demographic Changes

Hispanic Ethnicity Growth (2010 through 2015)

Source: Demographics Now.com

Population Change

Santa Ana, Anaheim, Orange County
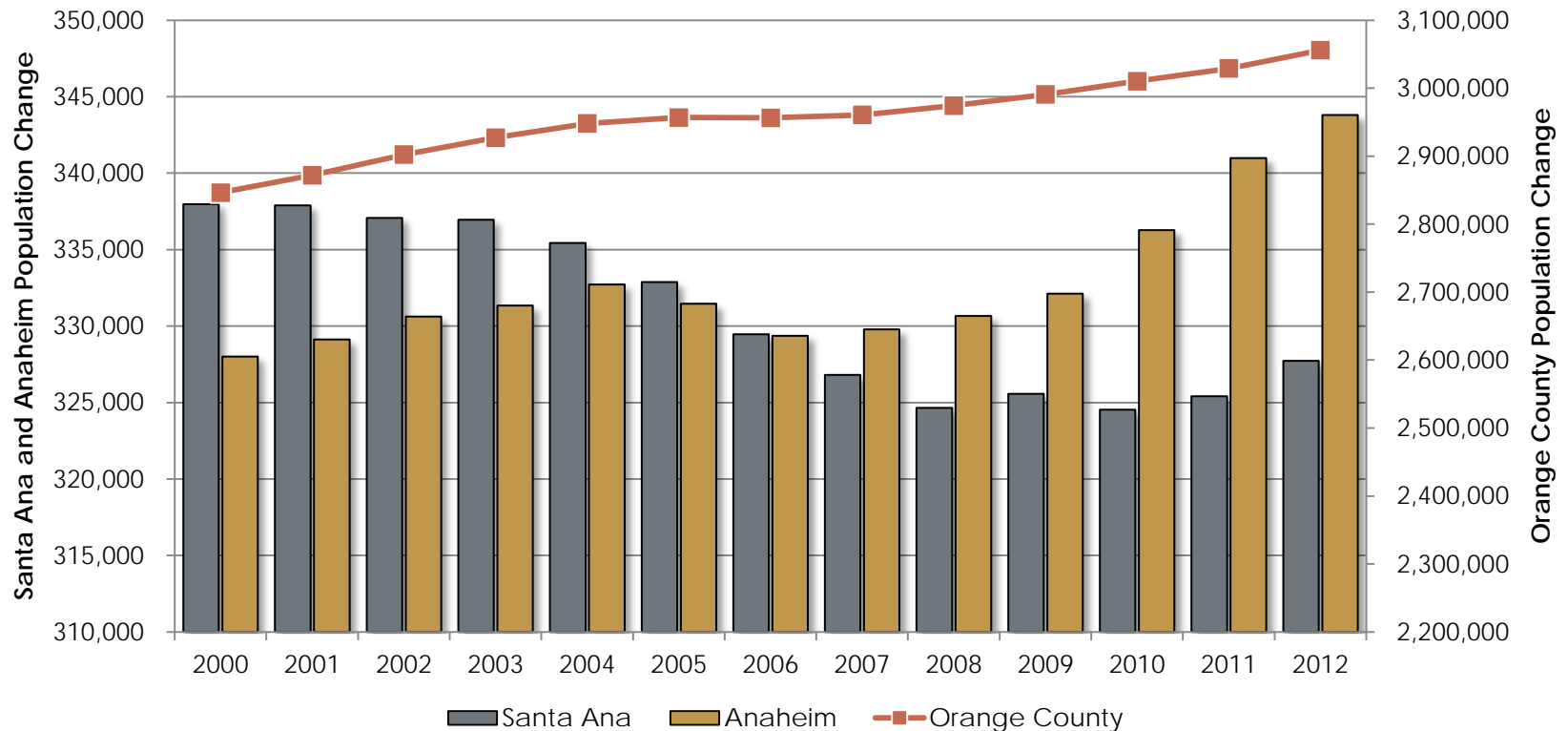
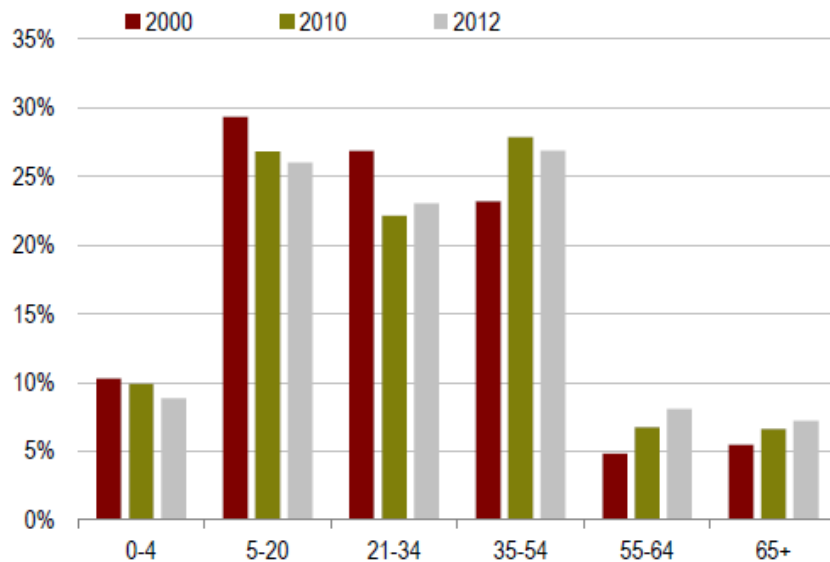10.7% of Orange County's total population lived in Santa Ana in 2012

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

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Population by Age

Population Share by Age: 2000, 2010 and 2012

Santa Ana
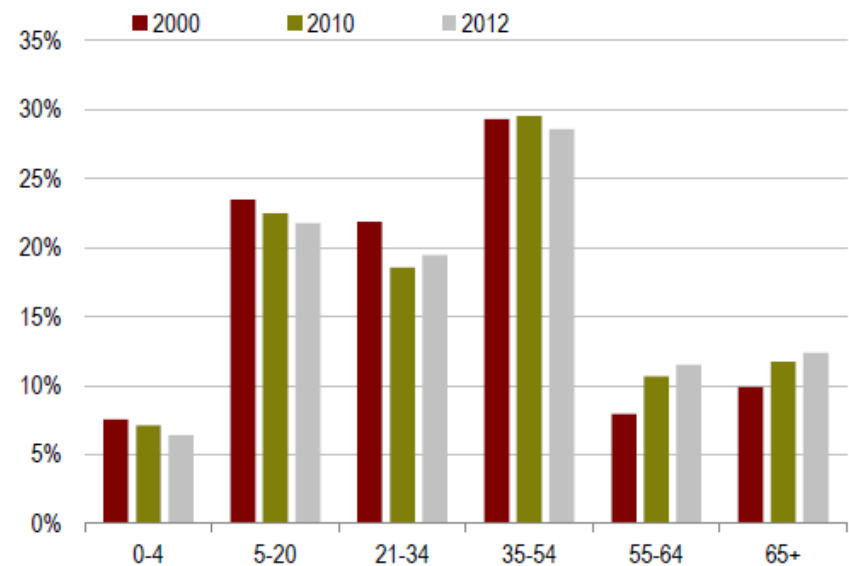
Orange County

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

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Population by Age

Population by Age: 2000, 2010, 2012, 2018
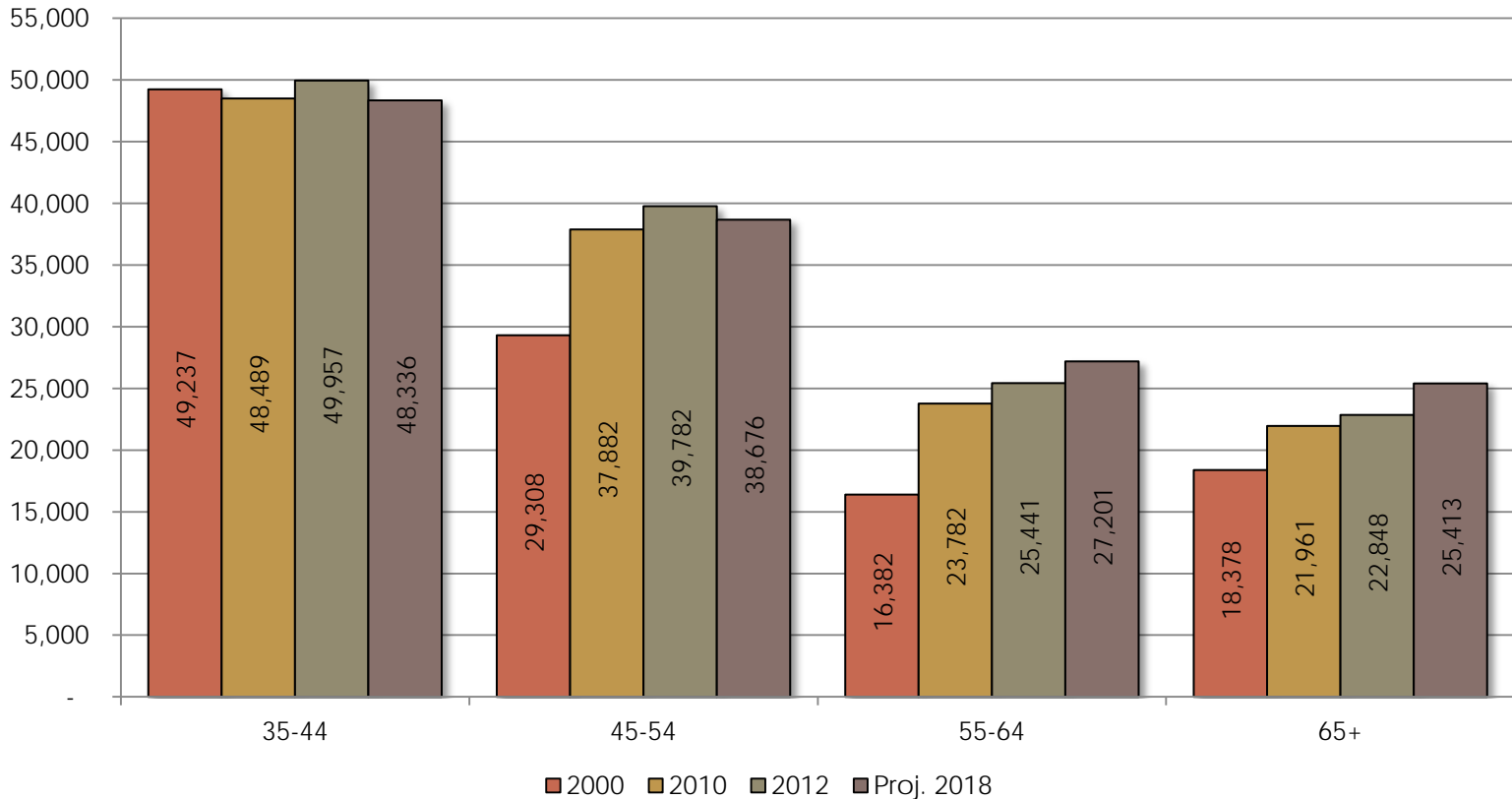
Sources: 2000 and 2010 U.S. Decennial Census, Nielson Co., 2012

Median Age

Median Age by City

O.C. Average: 36.2

City	Median Age
Santa Ana	29.8
Anaheim	32.1
Irvine	33.2
Costa Mesa	33.9
Fullerton	35
Orange	35.5
Huntington Beach	42.9
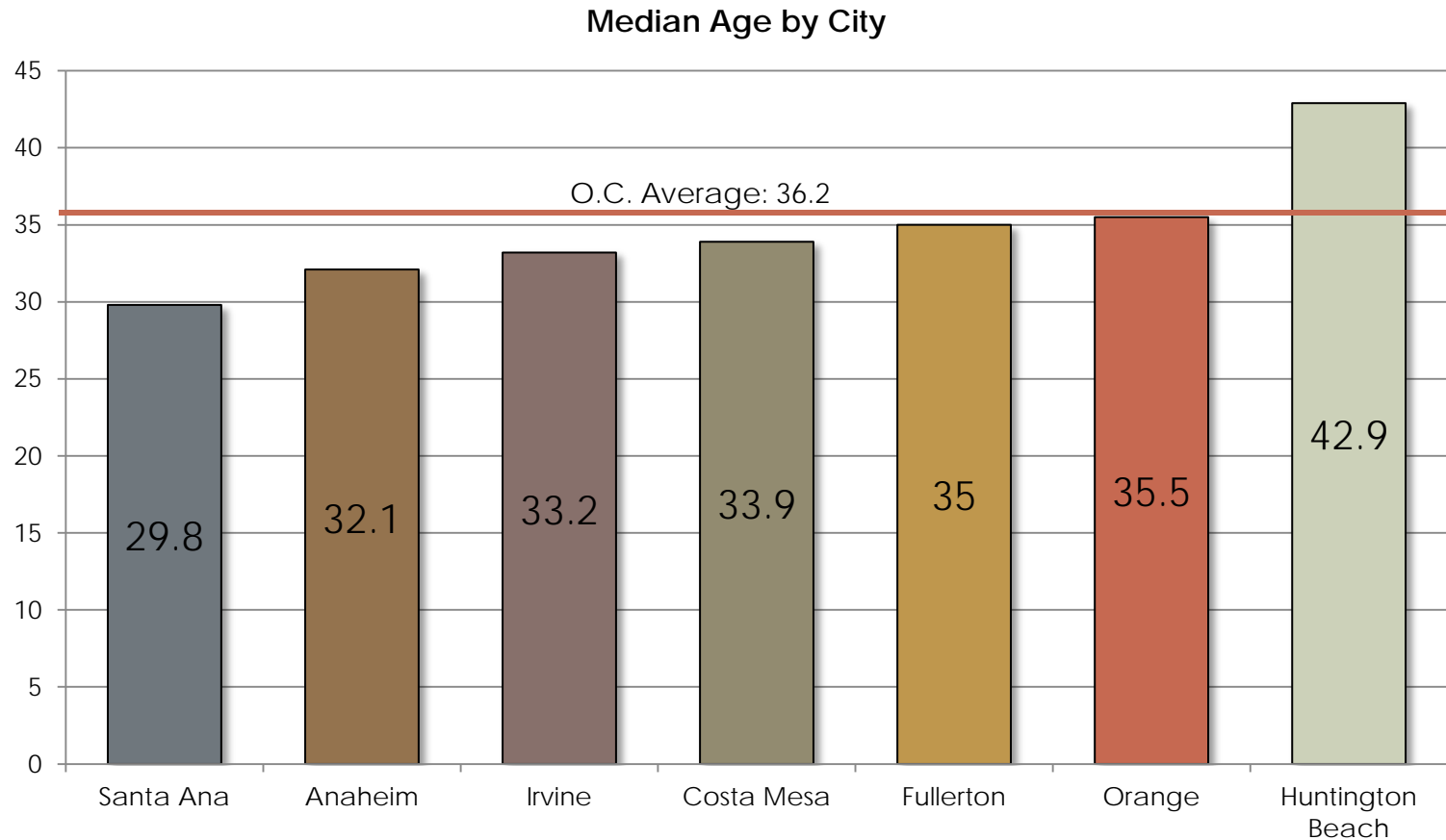
Sources: Census 2010 SF1 & 2006-2010 American Community Survey

Population Density

Population Density (per square mile)
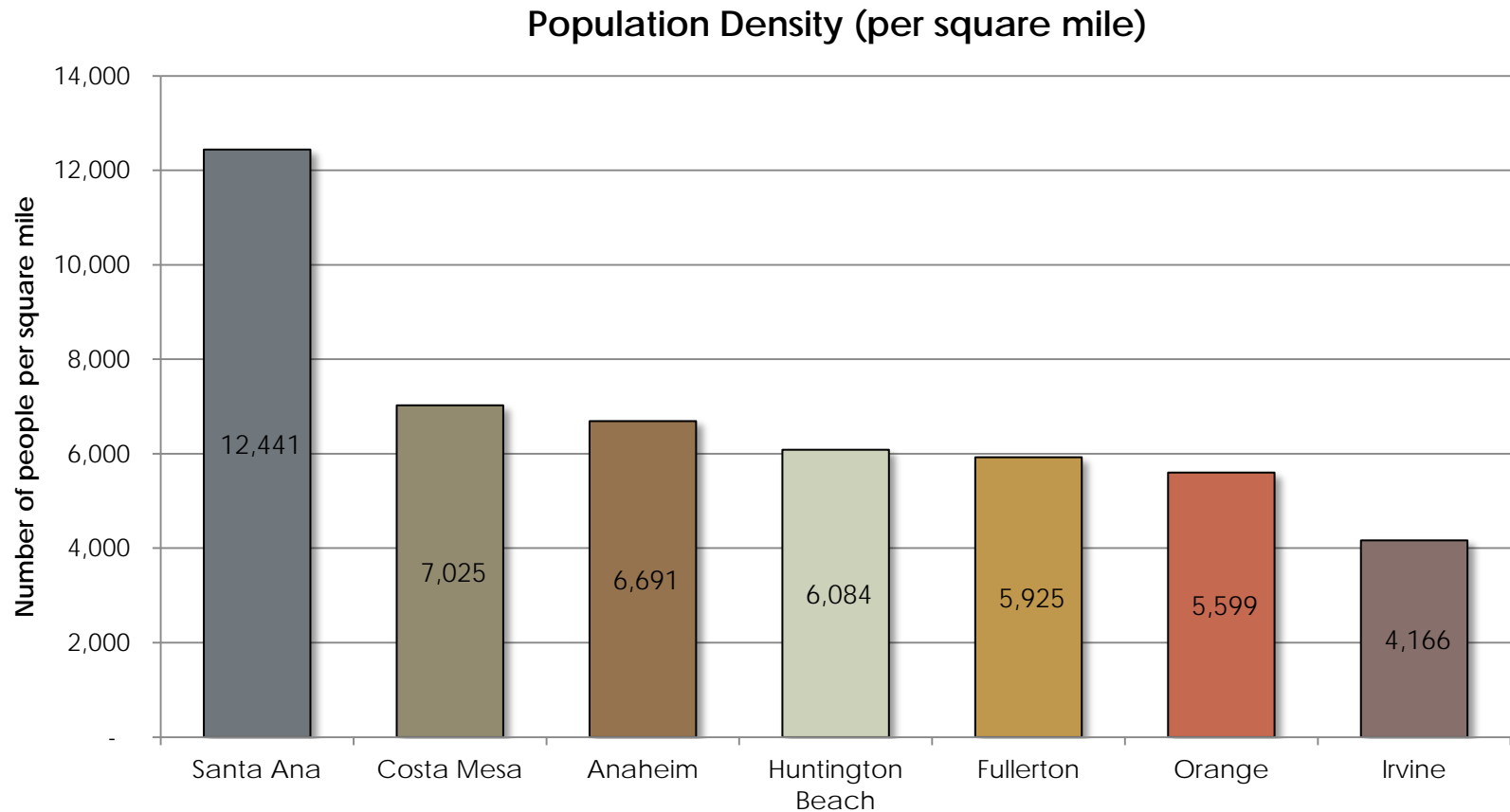
Sources: 2010 U.S. Decennial Census

California Immigration

Economic Outcomes by US-born and Immigrant Status (2009-2011)

	Income Above 150% Poverty Level	Homeownership	Self-Employment
U.S. Born	77%	59%	12%
Citizen Immigrant	80%	64%	14%
Non-Citizen, Documented Immigrant	68%	36%	13%
Undocumented Immigrant	47%	17%	10%

Sources: American Community Survey 2009-2011

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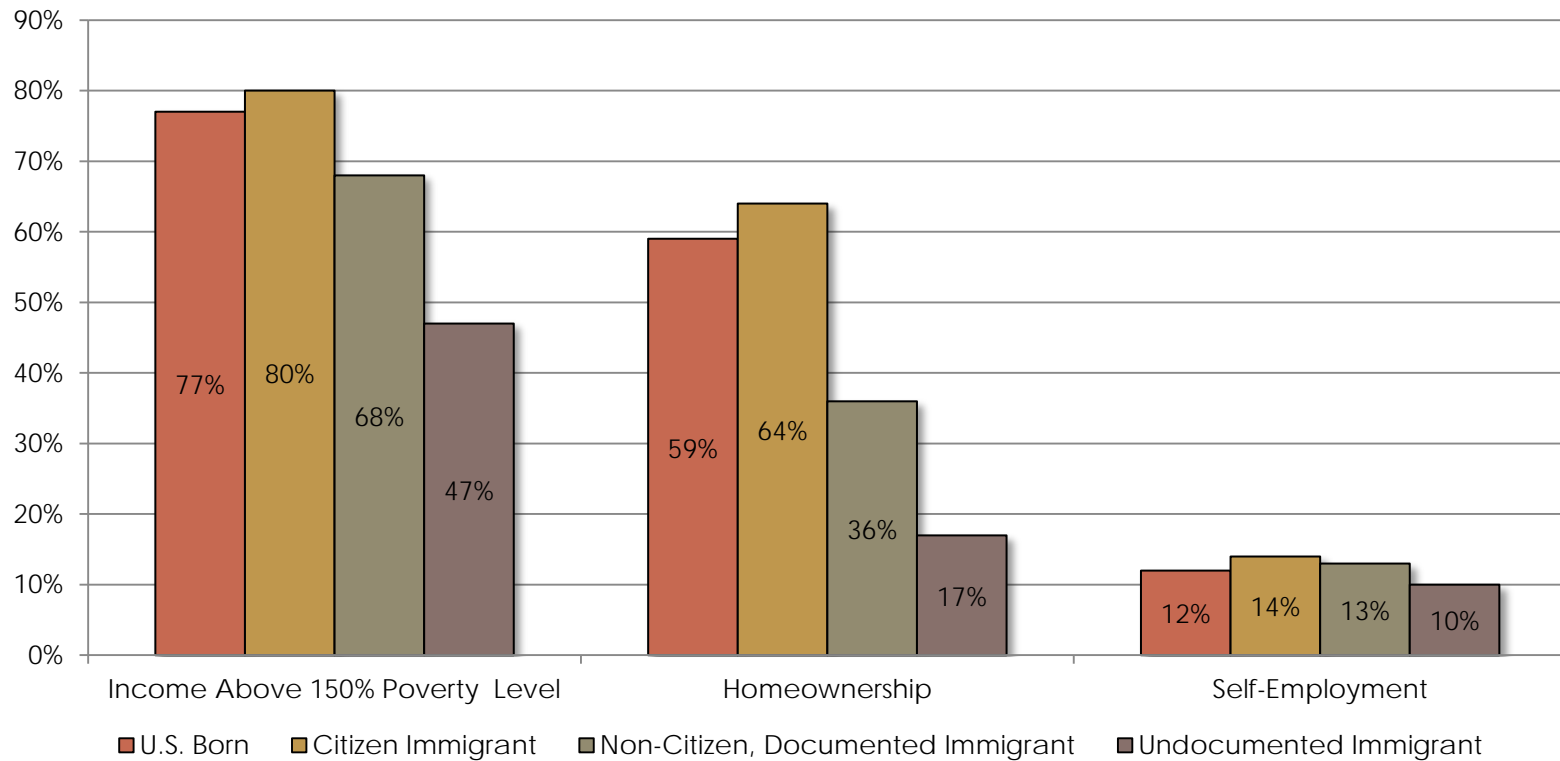
Undocumented Immigrants

Countries/Regions of Origin for Undocumented Residents in Orange County

- Central America 6%
- Korea 5%
- Mexico 76%
- Vietnam 5%
- Philippines 3%
- Other Countries 5%
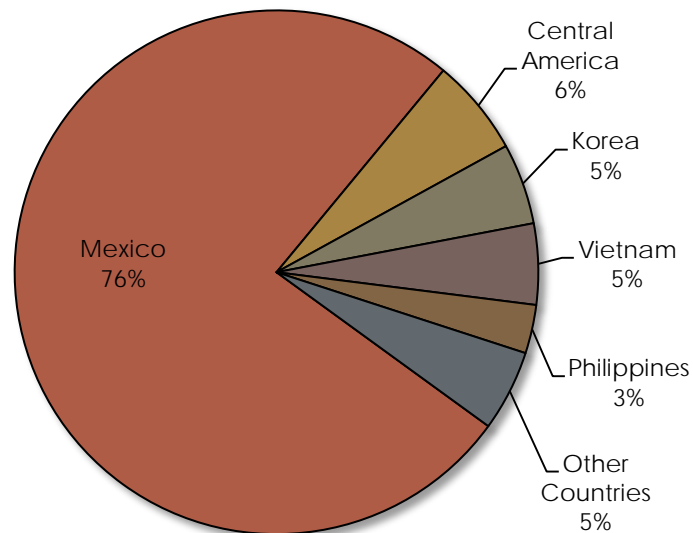
Educational Attainment for Undocumented Immigrants in Orange County

- High School Graduate 22%
- Some College or AA Degree 6%
- Some High School 23%
- B.A. or Better 8%
- No School or Less than High School 41%
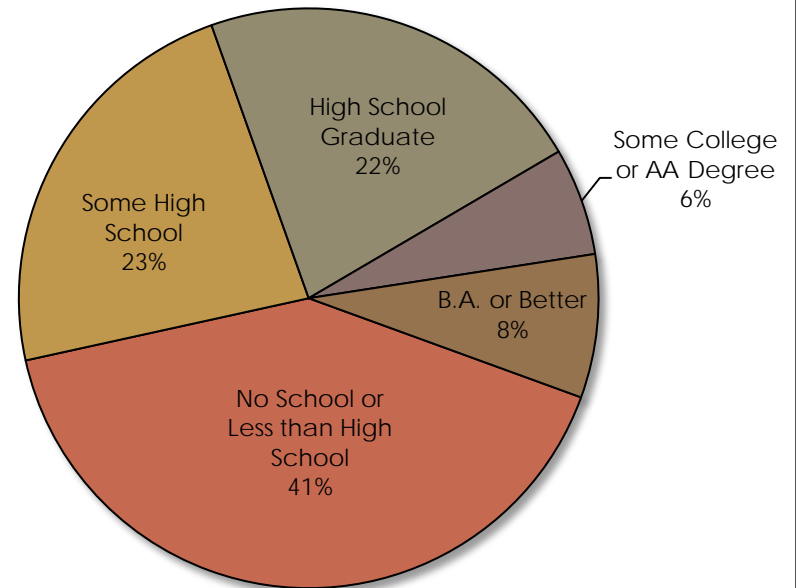
Sources: American Community Survey 2009-2011

Veteran Population

Veteran Population by City

City	Number of Veterans
Huntington Beach	12,849
Anaheim	12,198
Irvine	6,513
Fullerton	5,822
Santa Ana	5,647
Costa Mesa	4,505
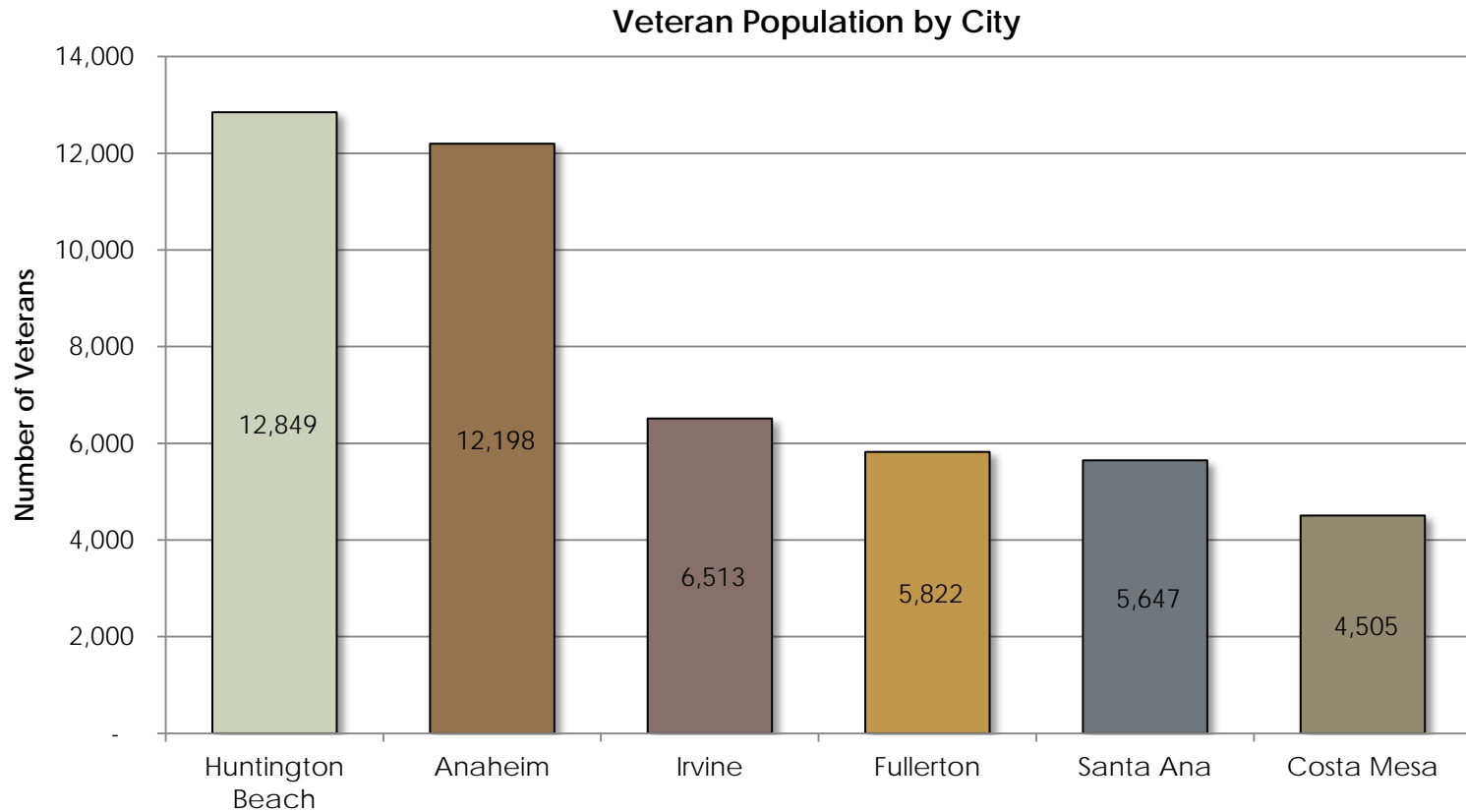
Source: 2007-2011 American Community Survey

City of Santa Ana

Housing and Household Characteristics

Environmental Scan 2013

Households by Income

Percent of Households by Household Income 2012
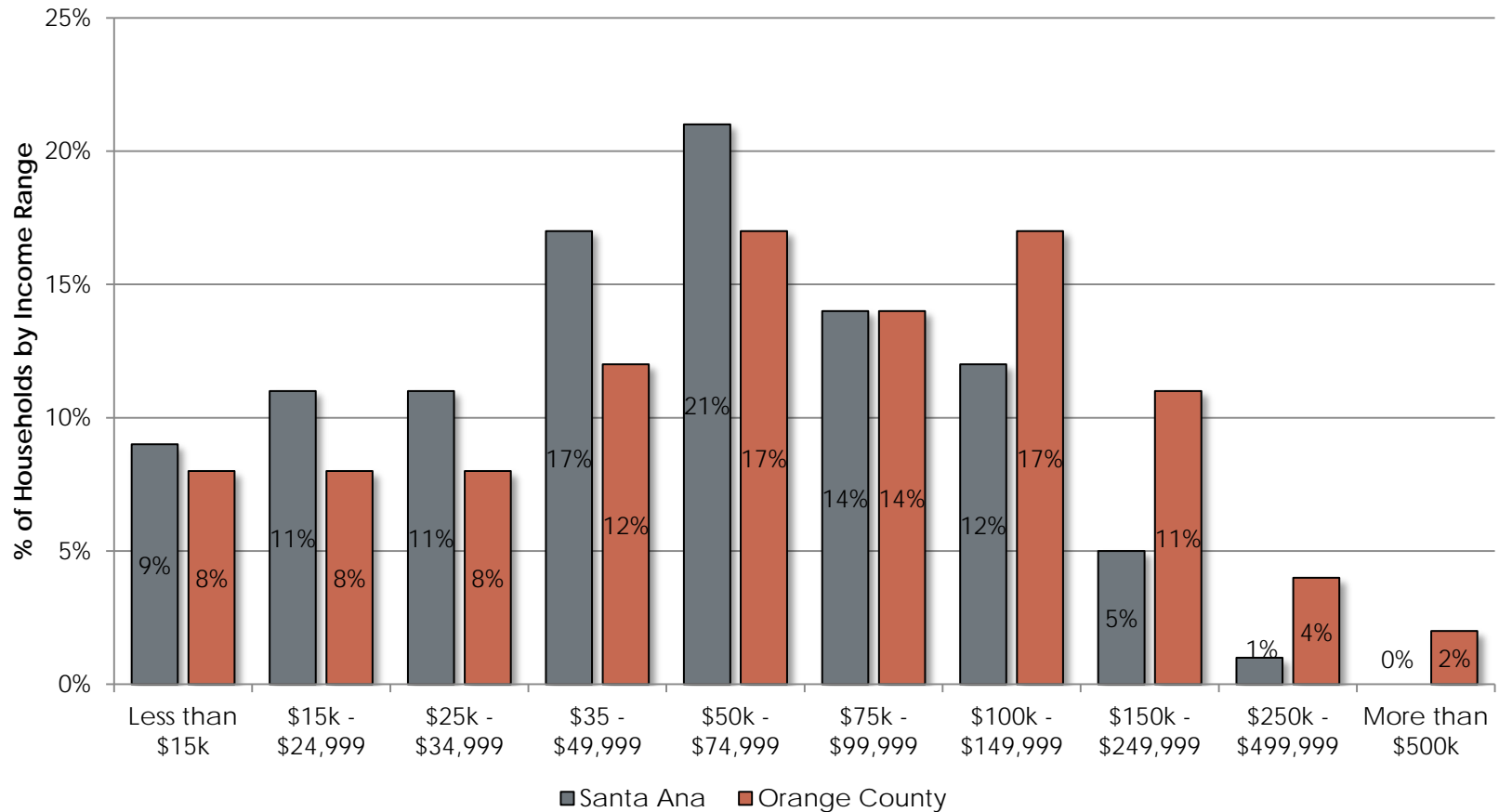
Household: A group of people who occupy a housing unit, not necessarily from a single family

Source: Nielson Co., 2012

Per Capita Income

Per Capita Income: 2000, 2010, 2012 & 2018
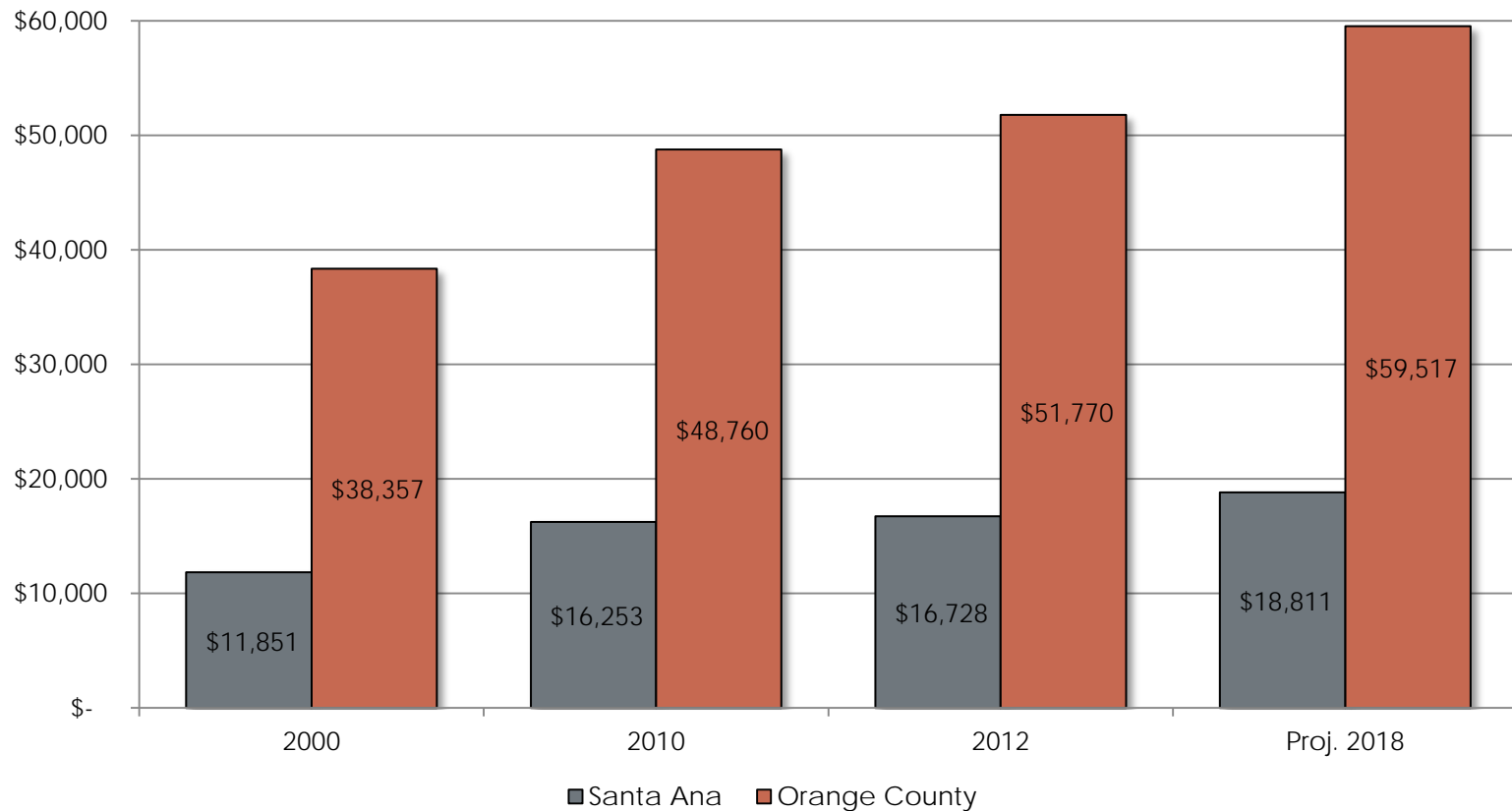
Source: 2000, 2010 U.S. Decennial Census, Demographics Now, Bureau of Economic Analysis

Average Household Size

Percent of Households by Household Size 2012
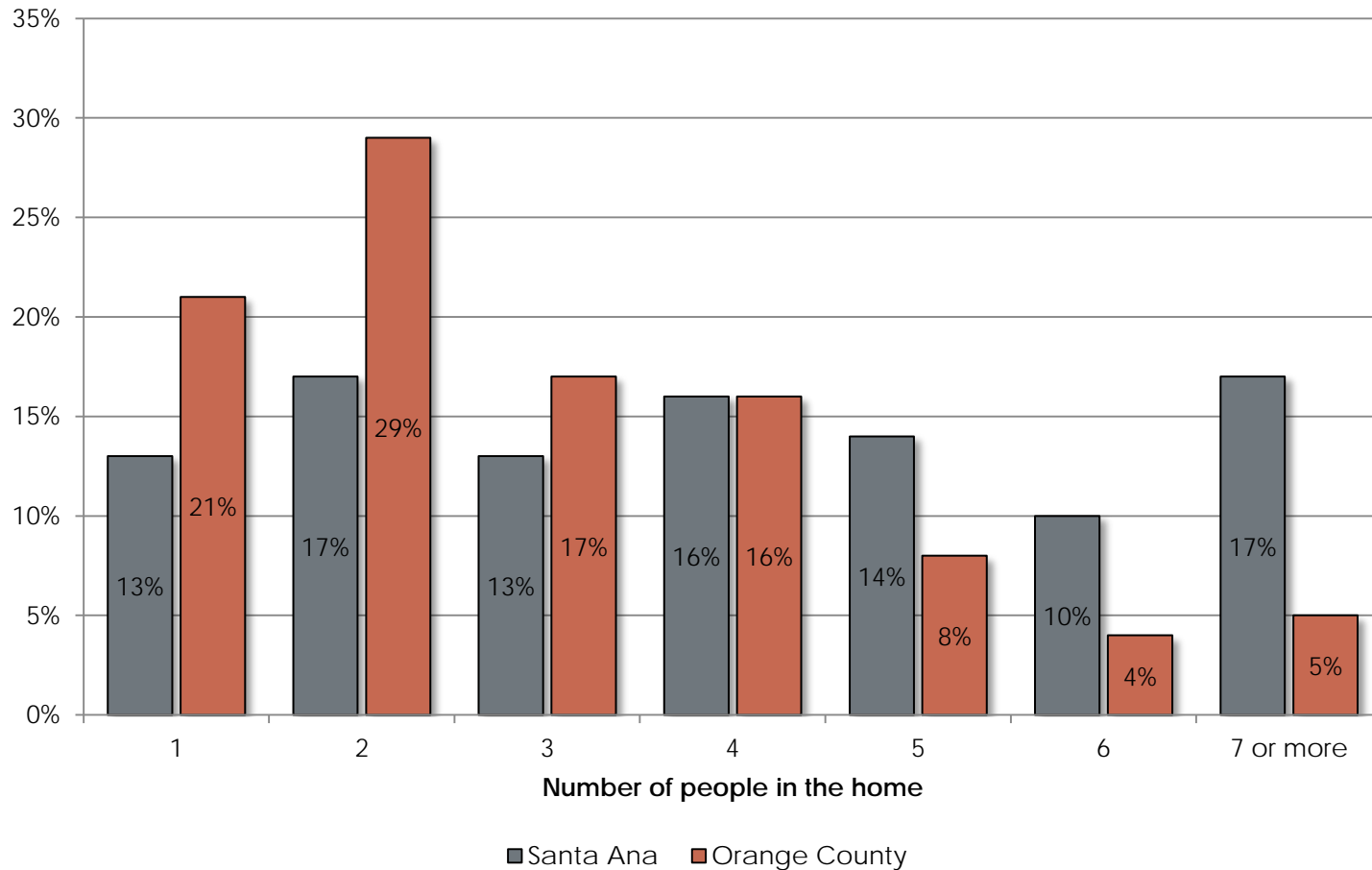
Source: Nielson Co., 2012

Population and Households

	Population Change (2010-2015)	No. of Households (2010-2015)
Anaheim	+7.7%	+2.3%
Costa Mesa	+4.9%	+0.3%
Fullerton	+2.3%	-2.6%
Huntington Beach	+2.1%	-2.6%
Irvine	+11.9%	+6.6%
Orange	+14.7%	+8.5%
Santa Ana	+6.2%	+1.9%

Santa Ana is estimated to have a 6.2% increase in population while only a 1.9% increase in the number of households

Source: Demographics Now.com

Median Household Income

Santa Ana Median Household Income (2000-2012)

Bar chart showing median household income: 2000 = $43,412; 2010 = $54,521; 2012 = $52,680
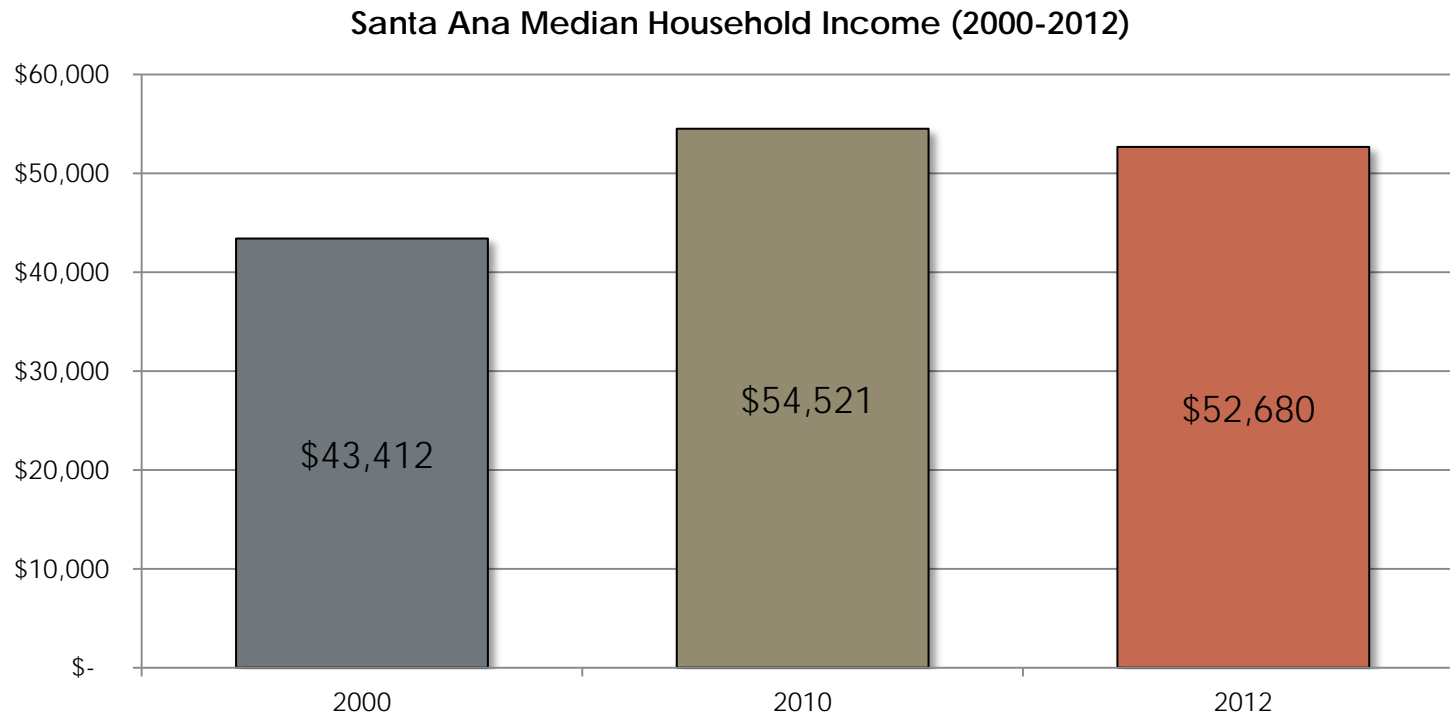
Source: Nielson Co., 2012, US Census 2010

Median Household Income

Median Household Income (2012)

O.C. Avg. $71,193

City	Income
Irvine	$86,501
Huntington Beach	$74,911
Fullerton	$64,595
Costa Mesa	$63,384
Garden Grove	$57,406
Anaheim	$56,985
Santa Ana	$52,680
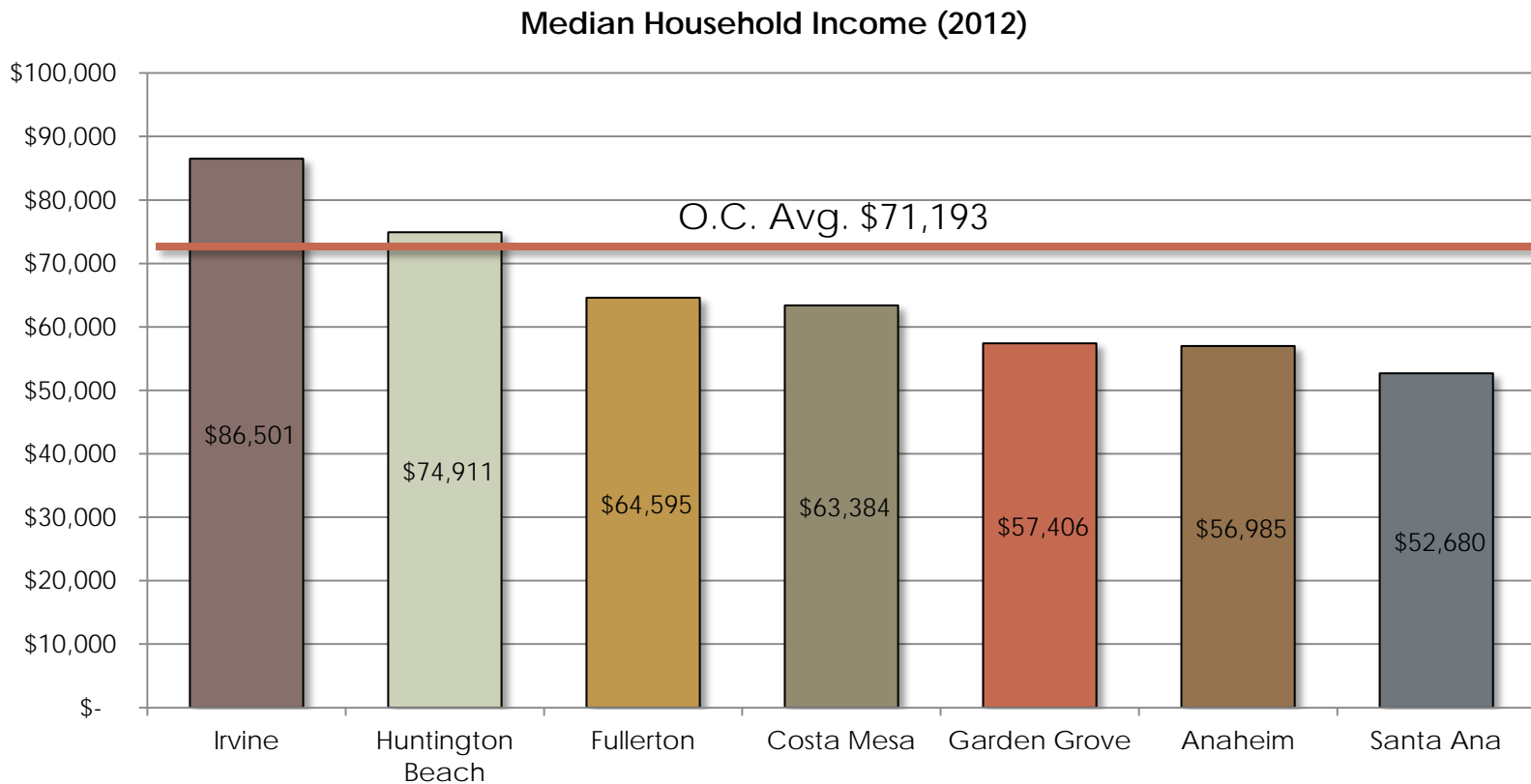
Source: Nielson Co., 2012, US Census 2010

Renters and Homeowners

Percentage of Owners and Renters

	2000		2010		2012	
	Santa Ana	Orange County	Santa Ana	Orange County	Santa Ana	Orange County
Owner	49.3%	61.4%	52.5%	59.3%	52.5%	59.1%
Renter	50.7%	38.6%	47.5%	40.7%	47.5%	40.9%
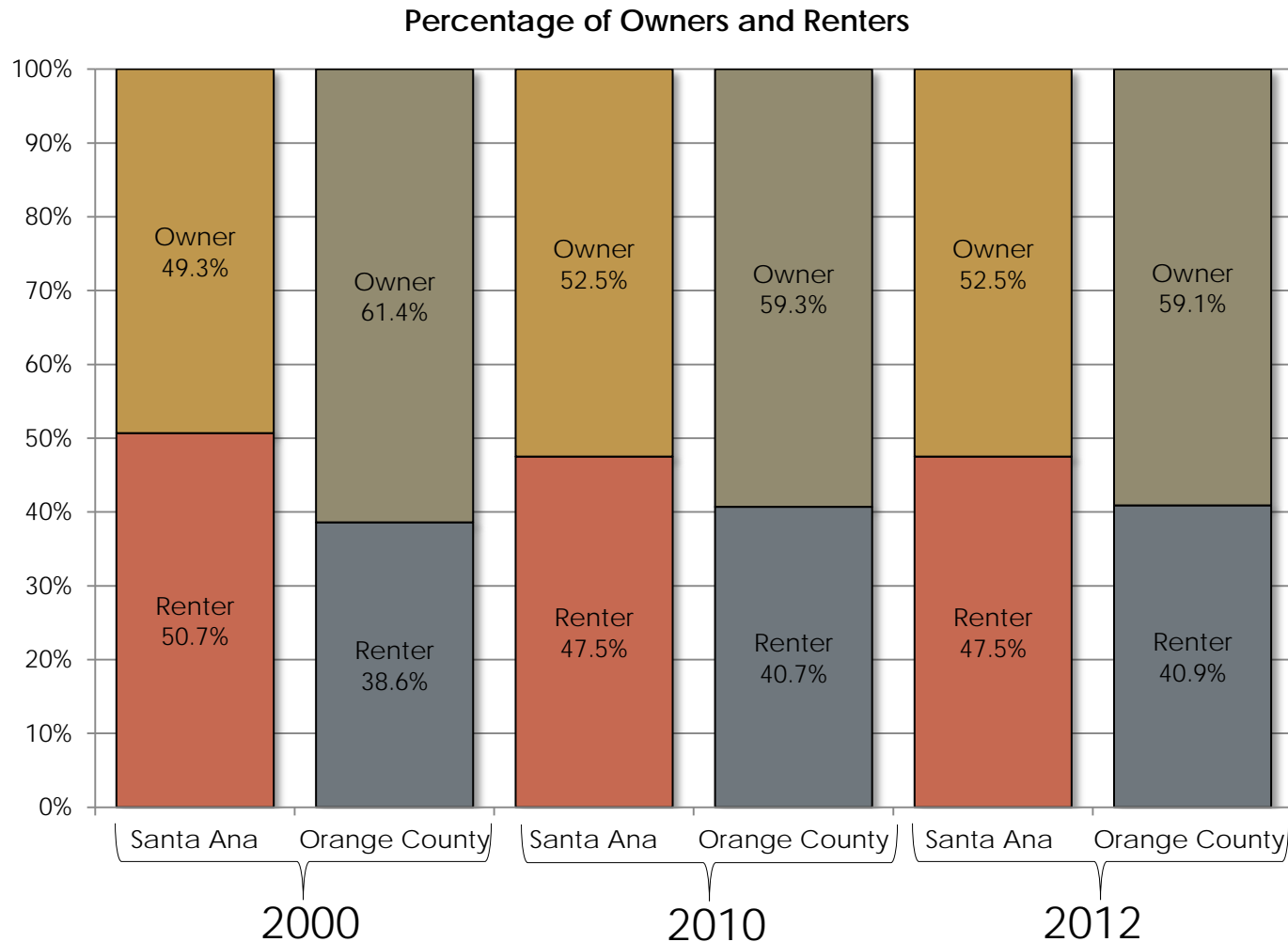
Source: Nielson Co., 2012

Home Sales Prices

Median Homes Sales Price for Existing Homes (in $ thousands)
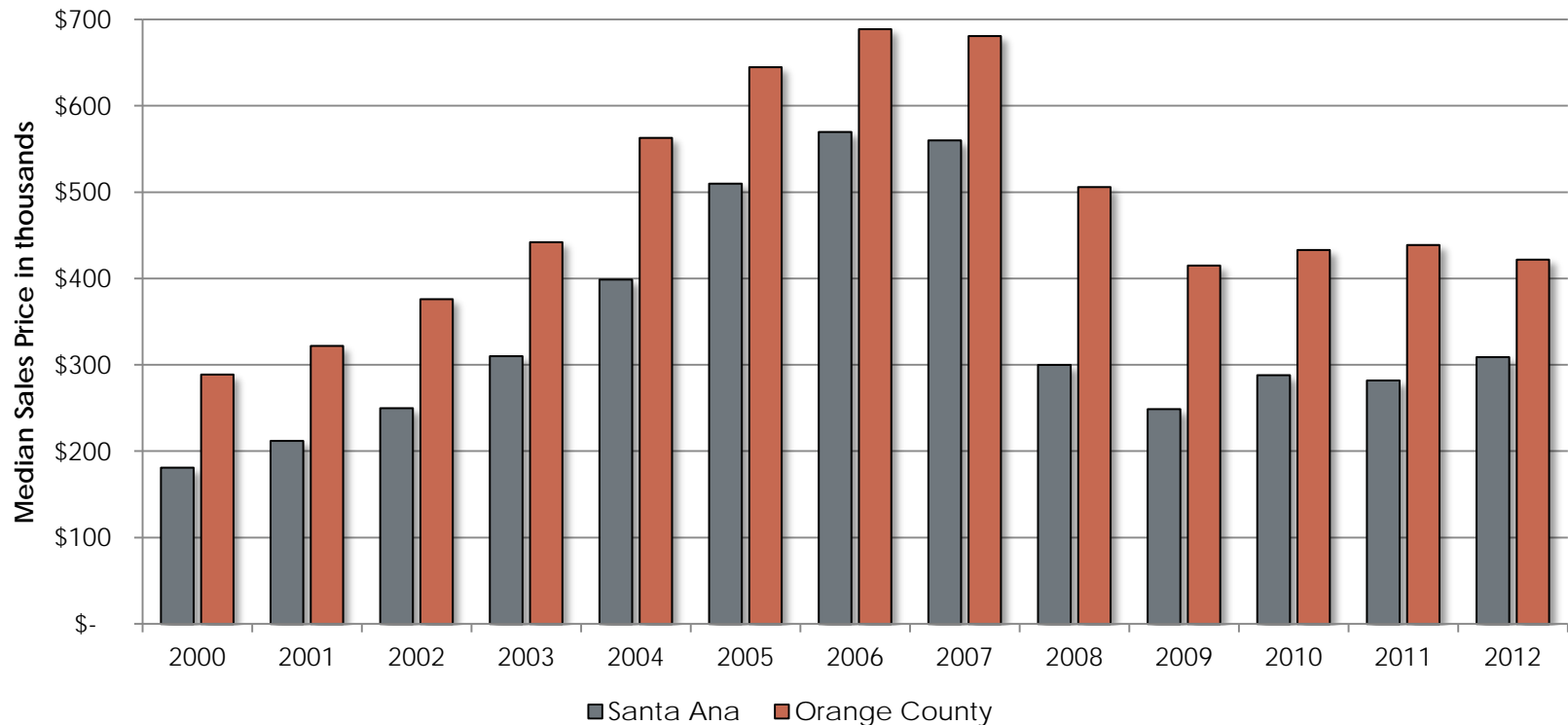
Source: MDA Data Quick, 2012

Change in Median Home Price

Zip Code	Median Home Value (June 2013)	Percent Change (2012-2013)
92701	$265,000	+32.5%
92703	$365,000	+49.0%
92704	$353,500	+28.5%
92705	$700,000	+14.8%
92706	$470,000	+34.3%
92707	$317,000	+17.4%

- Based on home sales in the specified zip code

Source: DQNews.com

Housing Units

Vacancy Rate

City	Rate
Irvine	6.0%
Anaheim	5.7%
Costa Mesa	5.2%
Fullerton	5.2%
Huntington Beach	4.9%
Santa Ana	4.8%
Orange	3.9%

Persons Per Household

City	Value
Santa Ana	4.43
Anaheim	3.43
Orange	3.04
Fullerton	2.95
Costa Mesa	2.72
Irvine	2.65
Huntington Beach	2.57
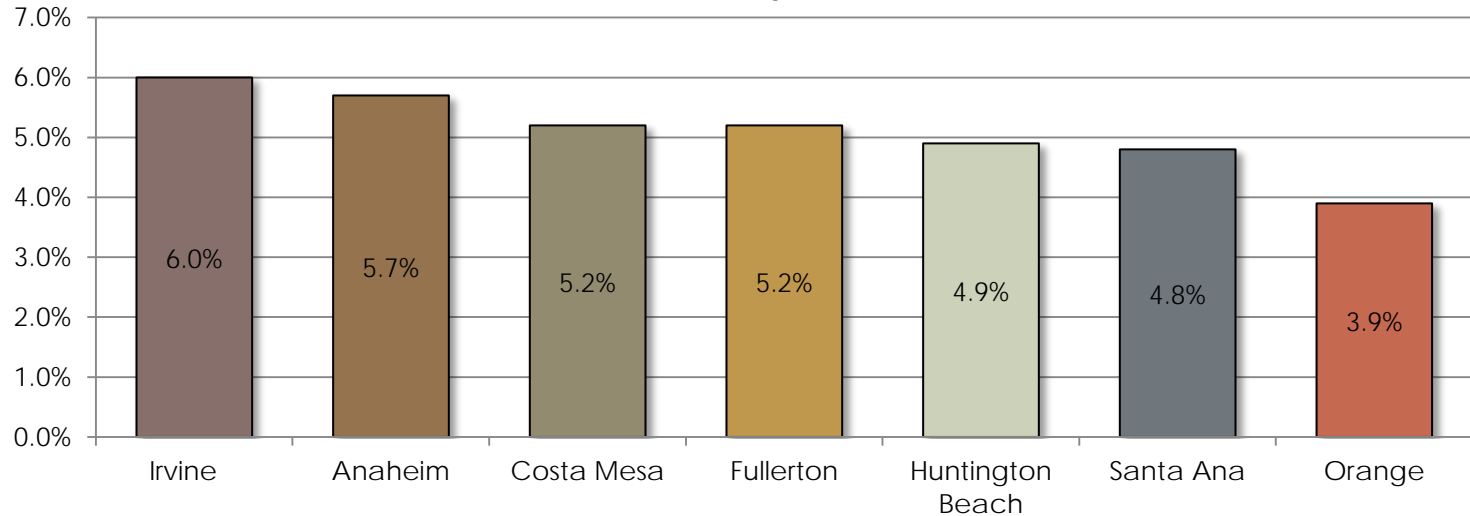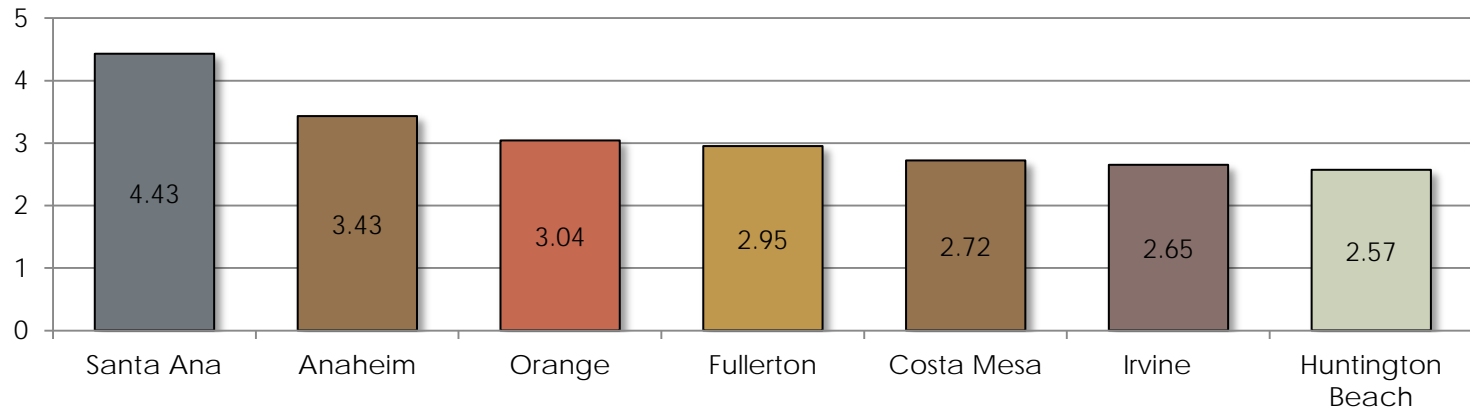
Source: California Department of Finance

Housing Units by Type

Housing Type	% of Total Units (Santa Ana)	% of Total Units (Orange County)
Single-Family Detached	46.1%	50.9%
Single-Family Attached	7.4%	12.1%
Multi-Family (2-4 units)	9.7%	8.7%
Multi-Family (5+ units)	31.6%	25.1%
Mobile Home	5.3%	3.2%

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

Foreclosures
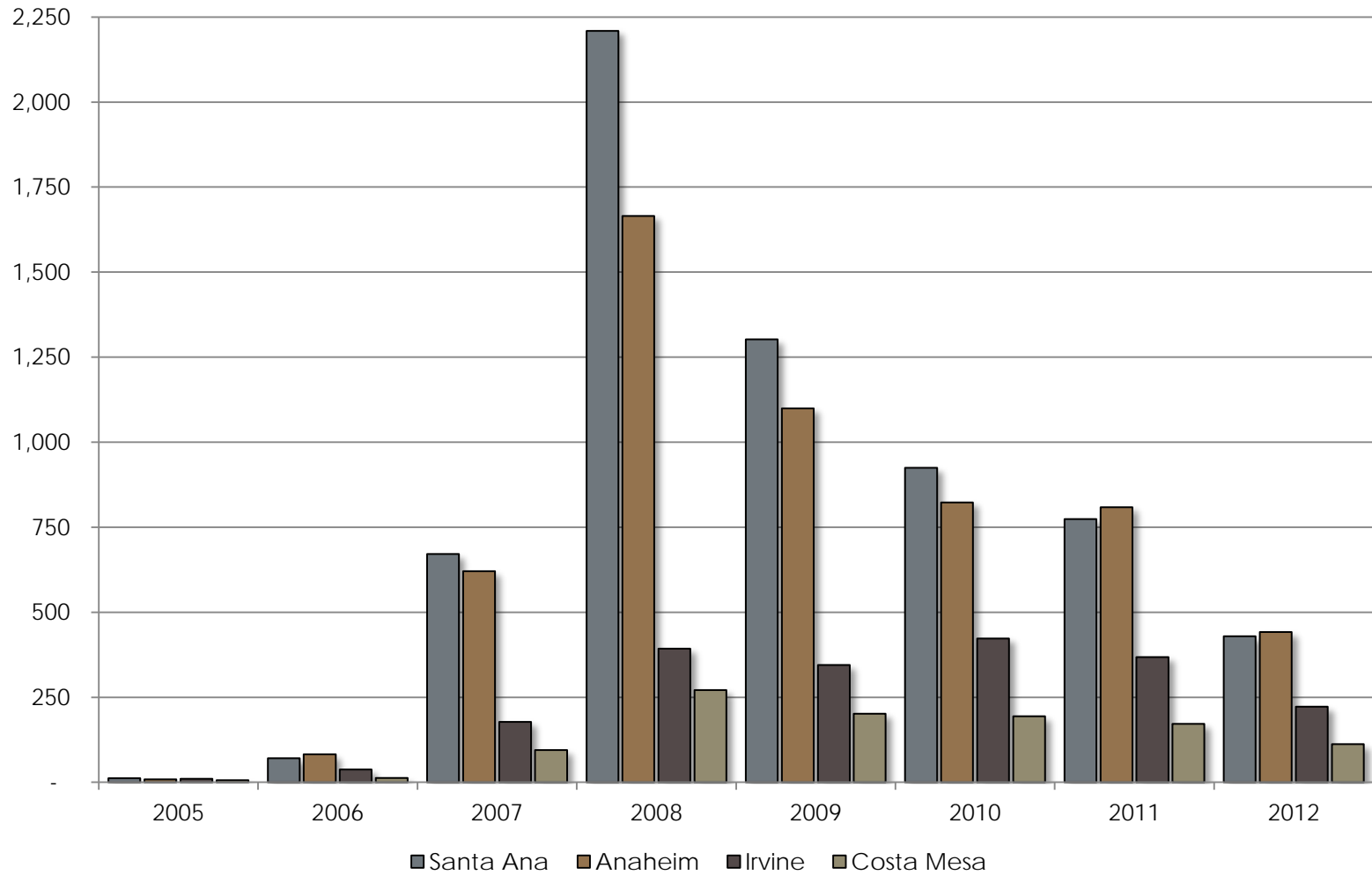
Source: MDA Data Quick, 2012

City of Santa Ana

Employment and Salary

Environmental Scan 2013

Total Jobs

Santa Ana Total Jobs
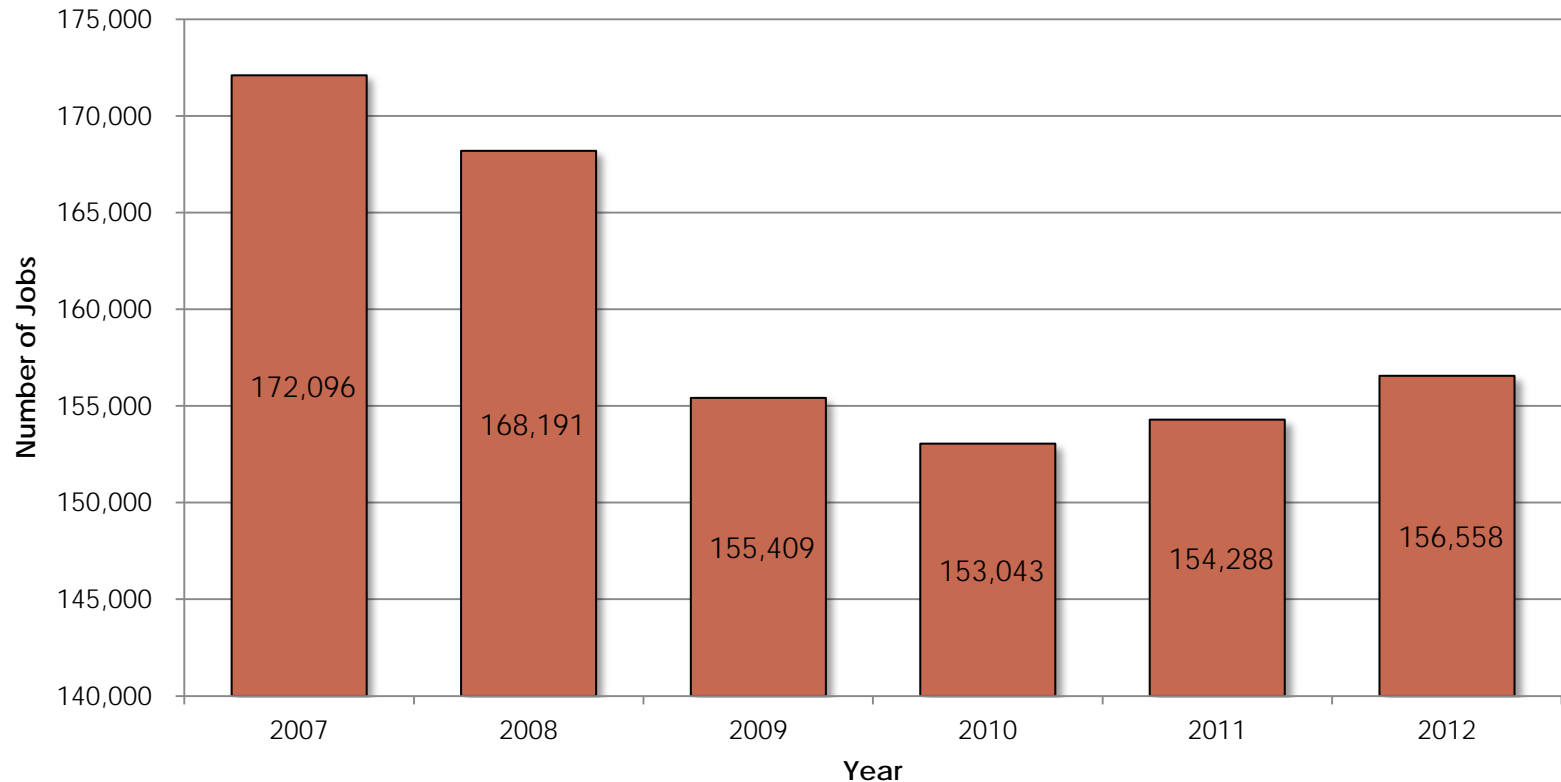
Source: California Employment Development Department, 2007 - 2012; InfoGroup; and SCAG

Jobs by Sector

2007

- Other 3.5%
- Agriculture 0.2%
- Public 5.2%
- Construction 6.7%
- Manufacturing 14.8%
- Wholesale 5.6%
- Retail 8.2%
- Transportation 3.7%
- Information 2.2%
- Finance 8.4%
- Professional 19.8%
- Education 15.2%
- Leisure 7%

2012

- Other 3.5%
- Agriculture 0.1%
- Construction 4.8%
- Public 5.1%
- Manufacturing 13.9%
- Wholesale 5.6%
- Retail 8.2%
- Transportation 3.8%
- Information 1.9%
- Finance 7.7%
- Professional 20.4%
- Education 17.4%
- Leisure 7.5%
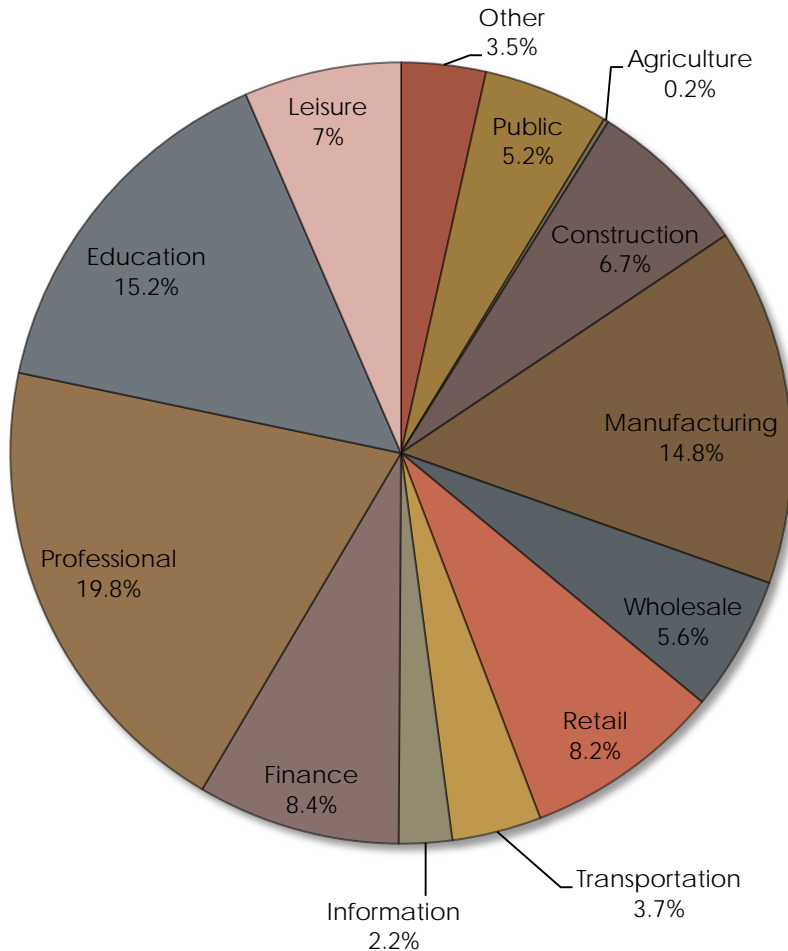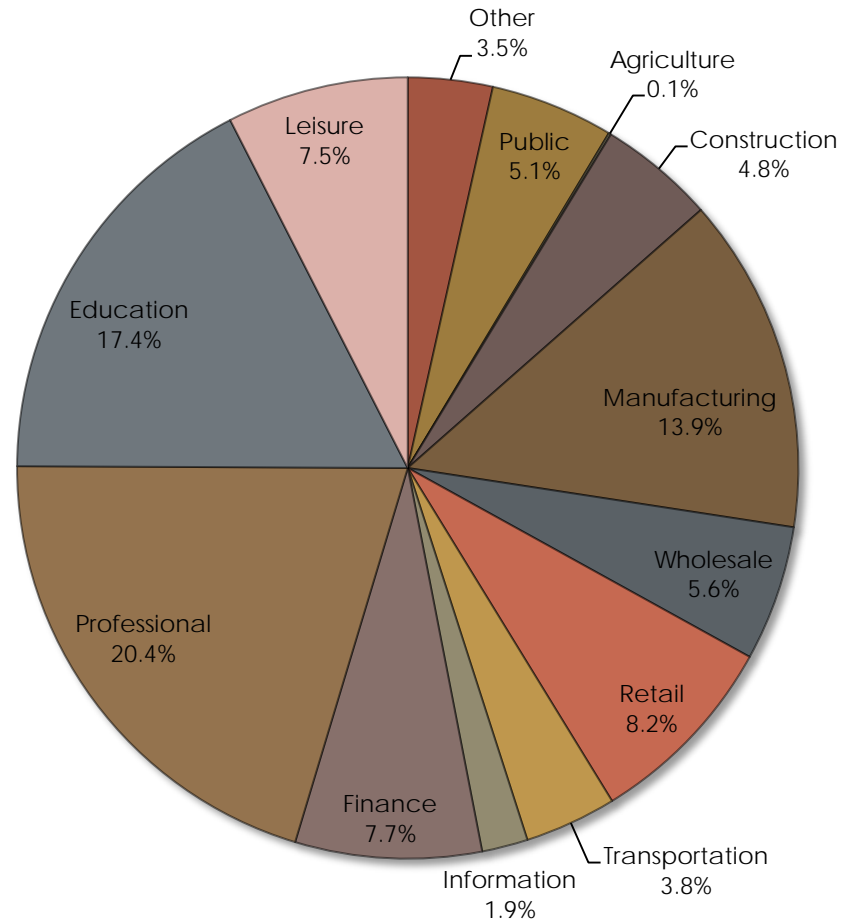
Source: California Employment Development Department, 2007; InfoGroup; and SCAG

Annual Salary

Average Annual Salary for Businesses Located in Santa Ana / Orange County

Year	Santa Ana	Orange County
2003	$40,084	$42,918
2009	$56,737	$48,869
2011	$57,618	$53,307

■ Santa Ana ■ Orange County
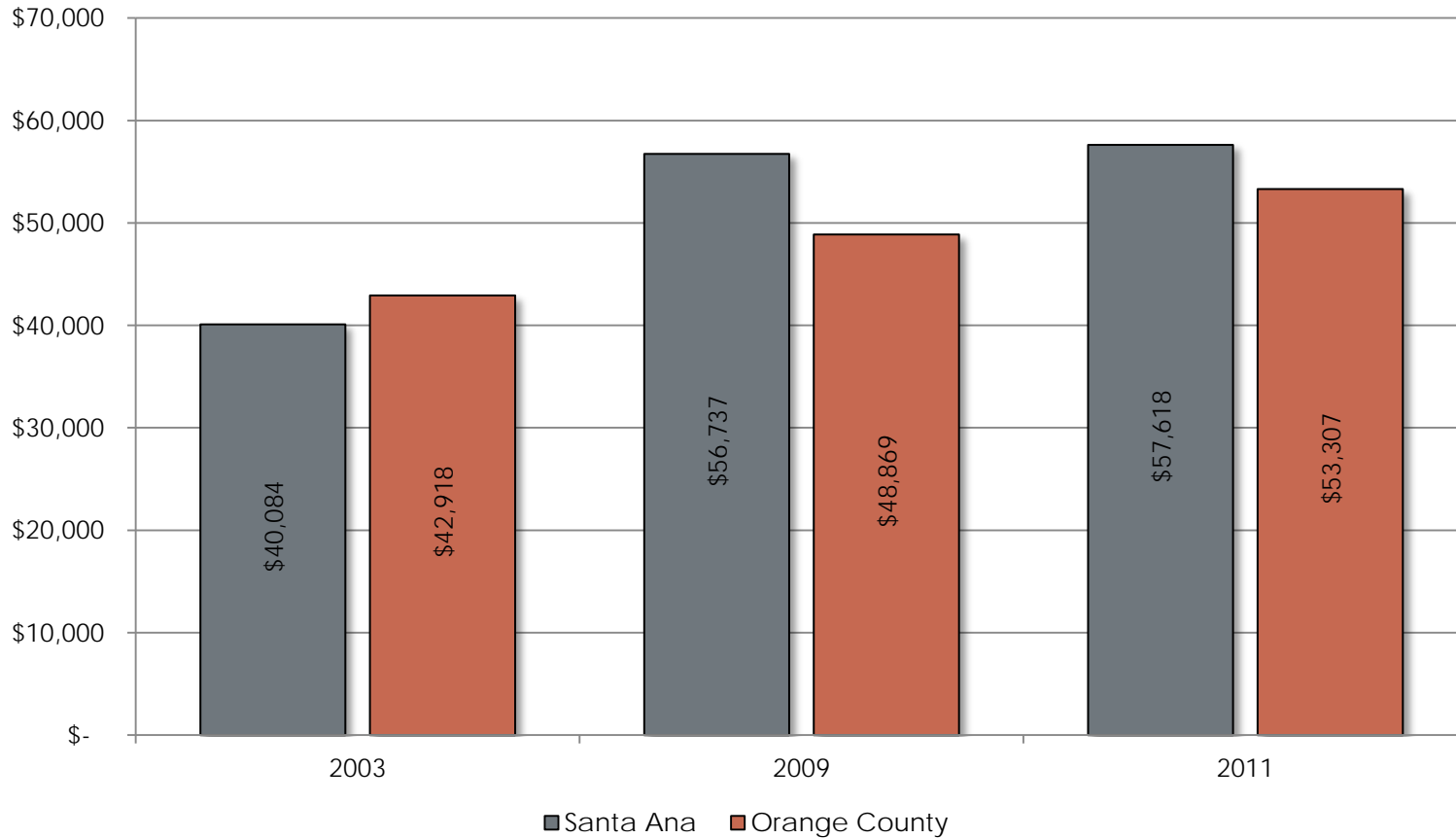
Source: California Employment Development Department, 2003, 2009, 2011

Poverty

Poverty Level
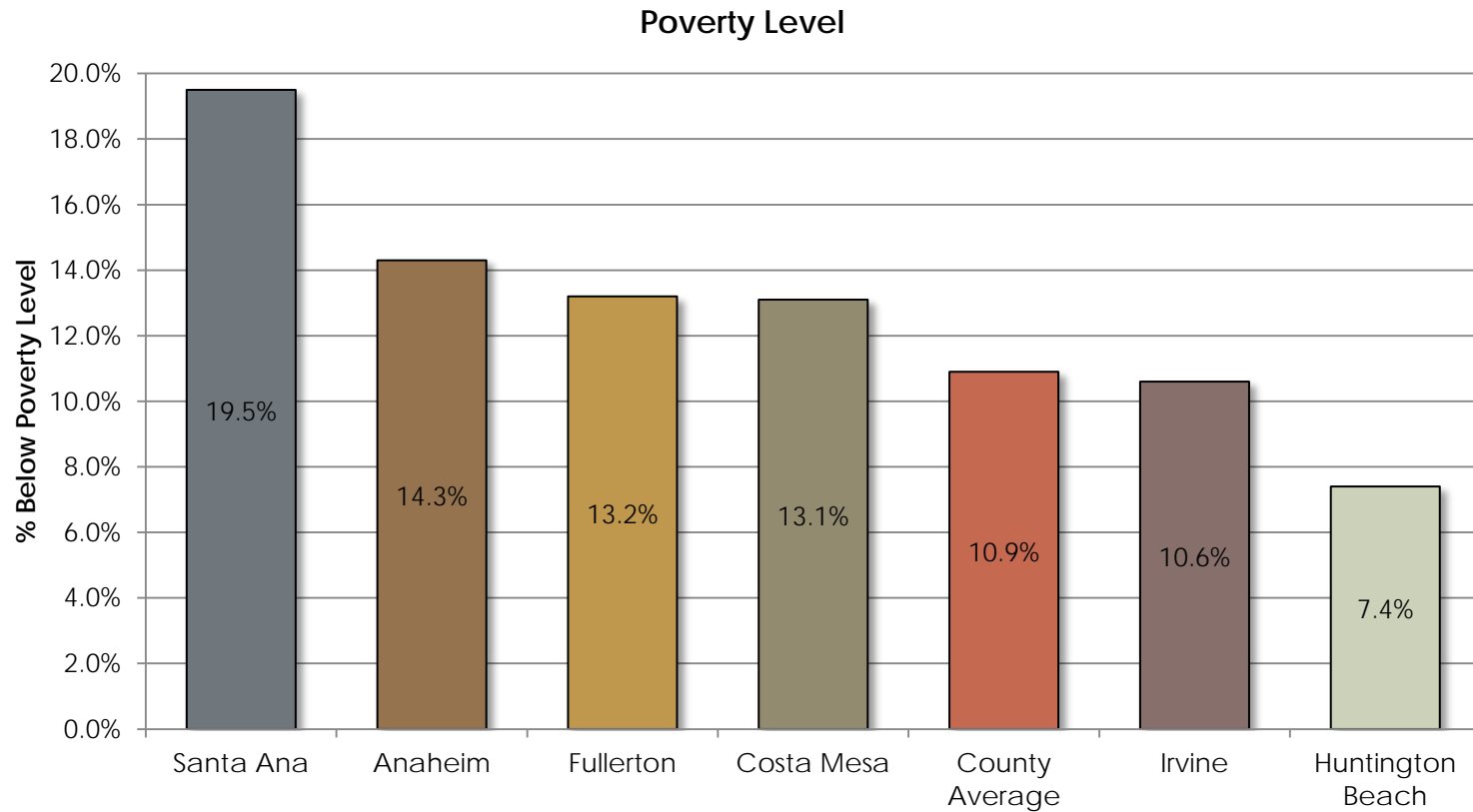
Poverty threshold: Annual income less than $23,497

Source: 2007-2011 American Community Survey

City of Santa Ana

Education

City of Santa Ana seal — Orange County Seat of Government, The Golden City, Founded 1869, California

Environmental Scan 2013

Educational Attainment

% Population 25-years and over completing High School or Higher

Legend: ■ Santa Ana ■ Orange County

Data values:
- 2000: Santa Ana 43.2%, Orange County 78.7%
- 2010: Santa Ana 51.4%, Orange County 83.3%
- 2012: Santa Ana 51.9%, Orange County 83.4%
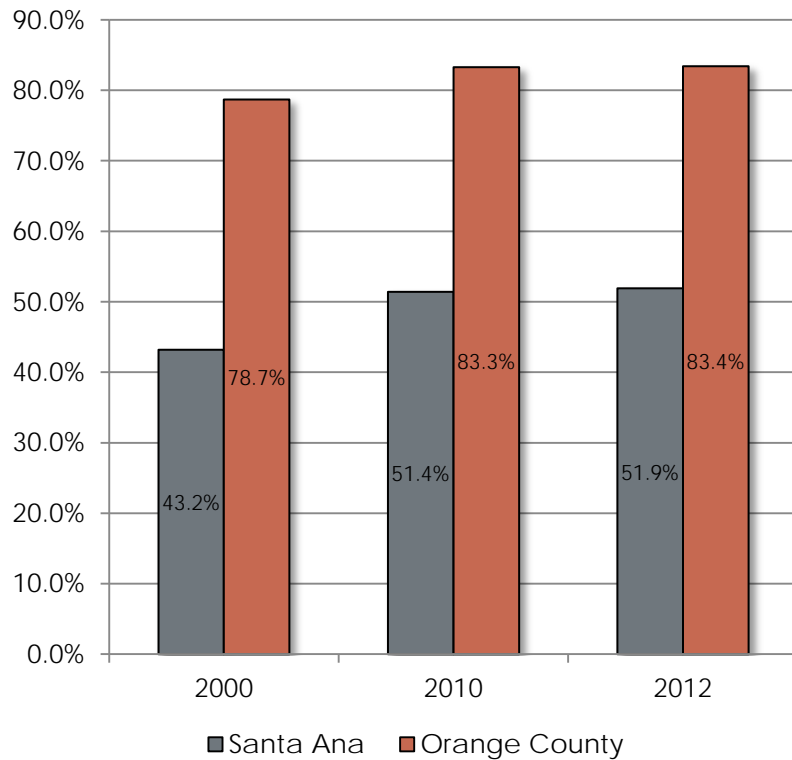
% of Population 25 years and over Completing a Bachelor's Degree or Higher

Legend: ■ Orange County ■ Santa Ana

Data values:
- 2012: Orange County 36.2%, Santa Ana 11.7%
- 2010: Orange County 36.0%, Santa Ana 12.0%
- 2000: Orange County 30.8%, Santa Ana 9.2%
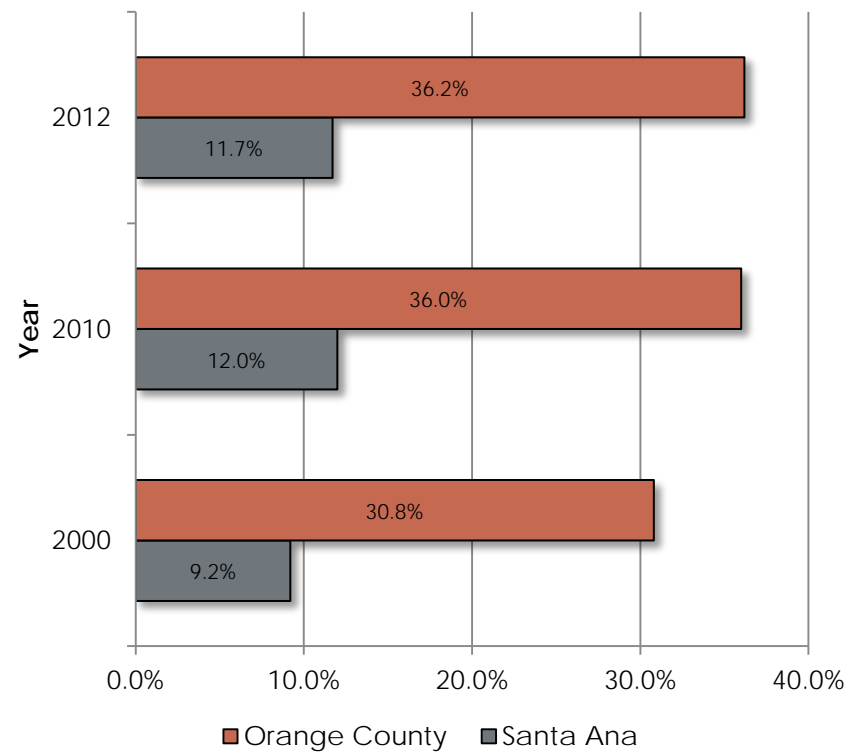
Source: 2000 and 2010 Census; Nielson Co., 2012

Education Enrollment

K-12 Public School Enrollment
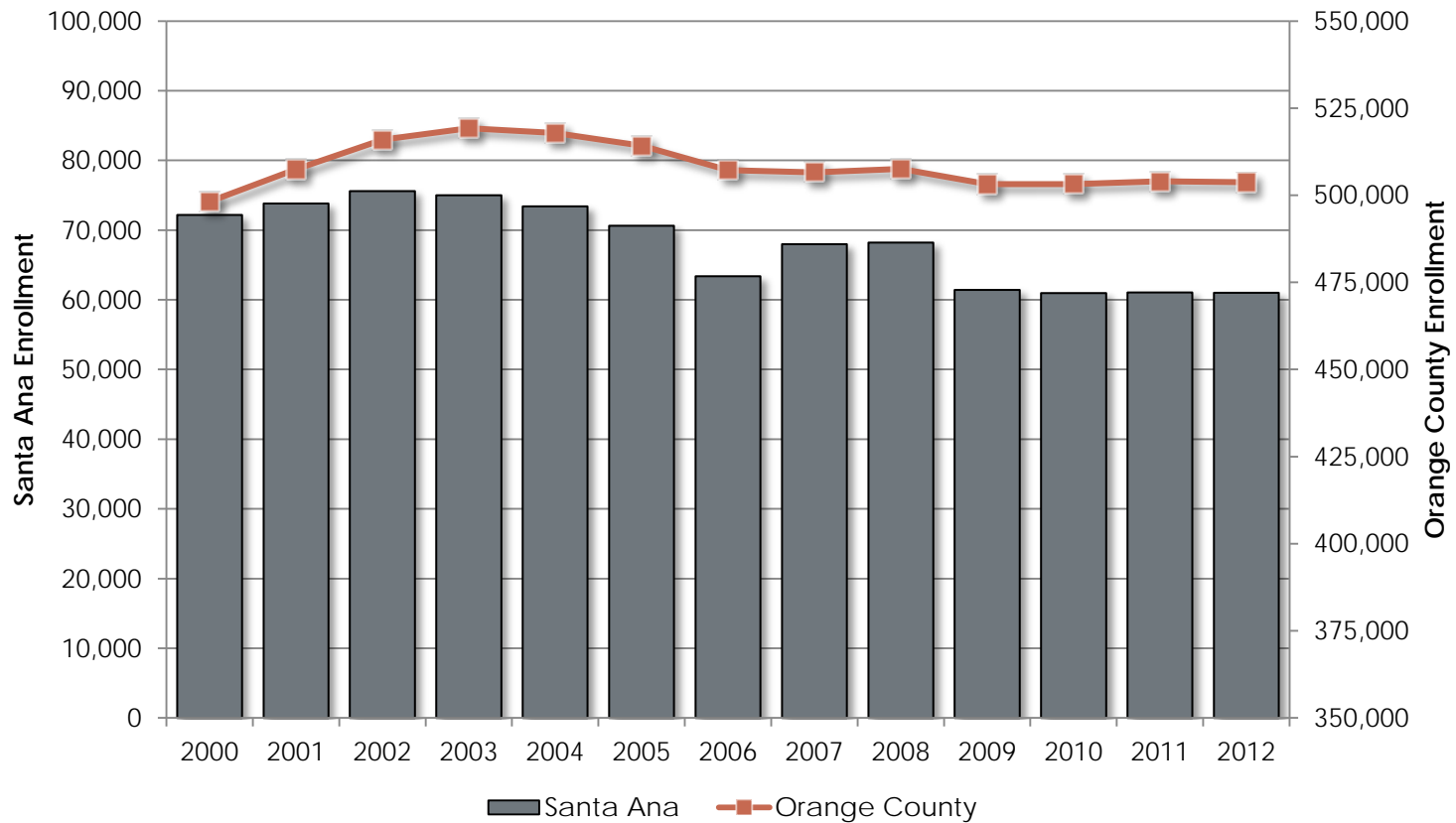
Source: National Center for Education Statistics, 2000-2012

City of Santa Ana

Economy and Labor Force

Environmental Scan 2013

Retail Sales

Retail Sales 2000-2010 ($ millions)
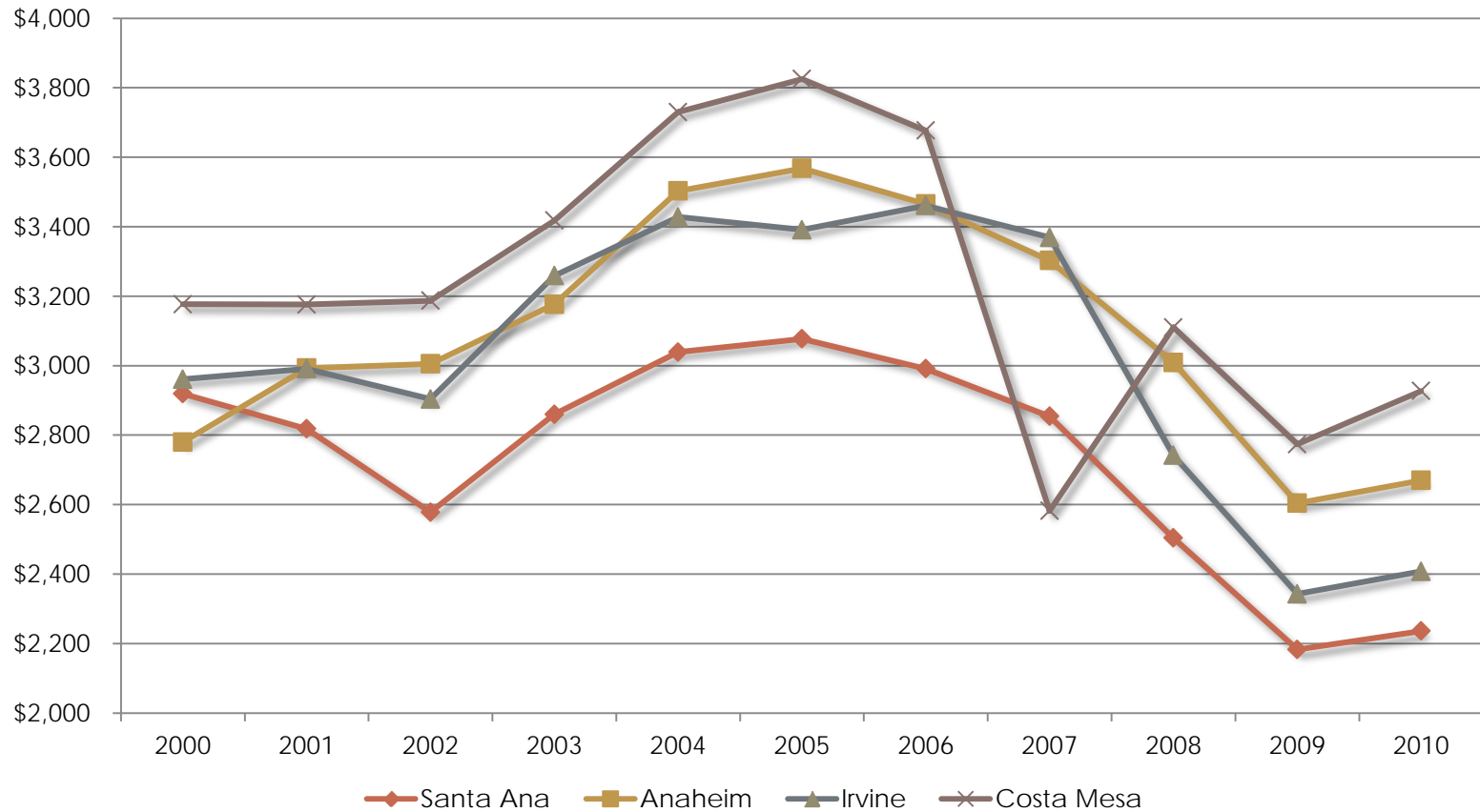
Source: California Board of Equalization, 2000-2010

Commercial Real Estate

2nd Quarter 2013	
	Vacancy Rate
Industrial	
Santa Ana	3.66%
Orange County	4.70%
Office	
Santa Ana	13.37%
Orange County	12.49%
Retail	
Santa Ana	5.22%
Orange County	5.54%
Research & Development	
Santa Ana	7.53%
Orange County	7.21%

Source: Santa Ana Community Development Agency

Labor Force and Unemployment

Labor Force: 2013

City	Labor Force
Anaheim	178,100
Santa Ana	162,400
Huntington Beach	124,800
Irvine	85,500
Orange	74,500
Fullerton	72,500
Costa Mesa	67,900

Unemployment Rate: 2013

City	Unemployment Rate
Santa Ana	9.80%
Anaheim	7.90%
Fullerton	6.90%
Orange	5.60%
Costa Mesa	5.40%
Huntington Beach	5.00%
Irvine	4.60%
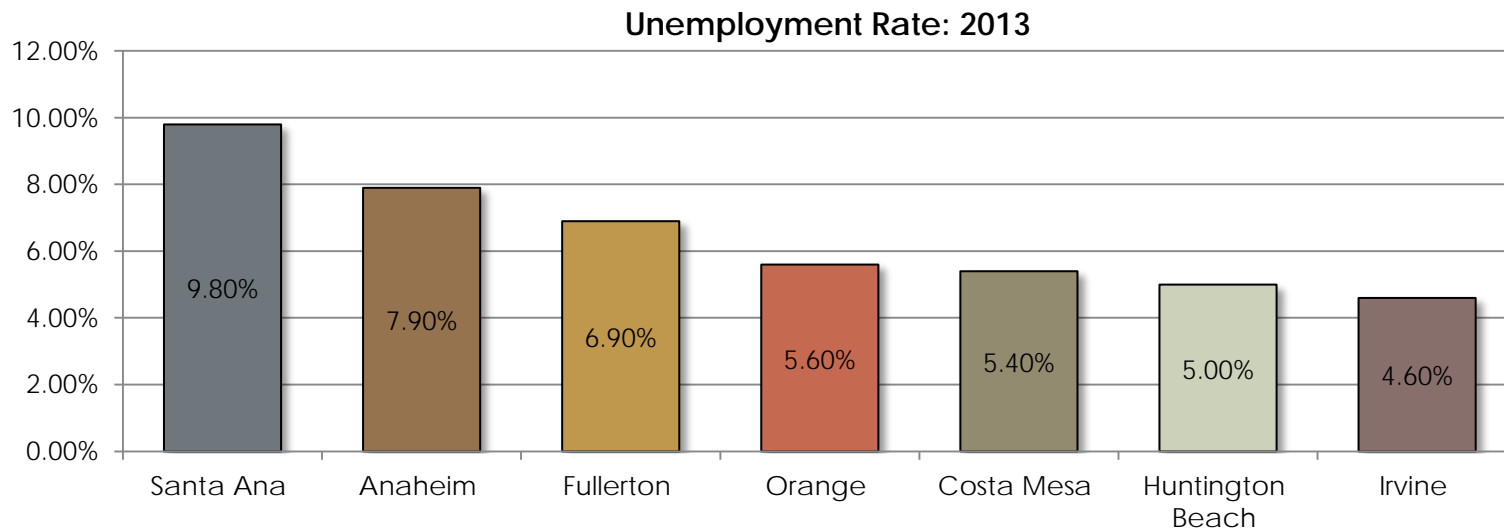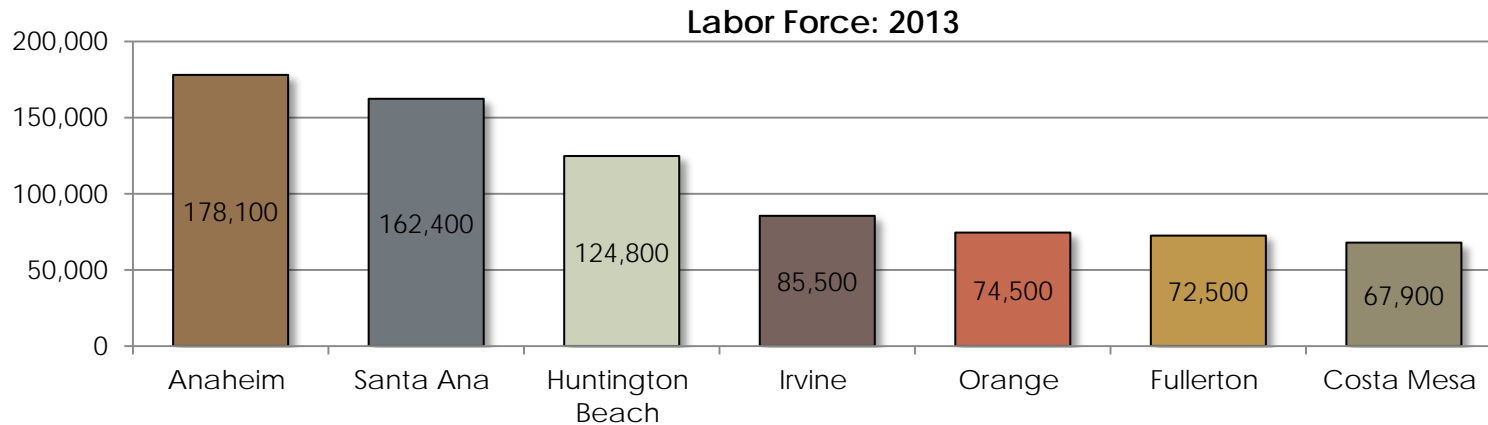
Source: California Employment Development Department

Labor Statistics

Labor Statistics			
	June 2013	**June 2012**	**% Change**
Labor Force	162,500	162,800	-0.3%
Employment	146,600	142,300	+3.0%
Unemployment	15,900	20,500	-22.4%
Unemployment Rate	9.8%	12.6%	-2.8%

Source: Bureau of Labor Statistics, 2013

Santa Ana's Largest Employers (2013):

- Government Operations
- Western Medical Center
- Freedom Communications Inc.
- Ingram Micro Inc.
- TTM Technologies Inc.
- Tenet Healthcare Systems Medical Inc.
- First American Financial Corp.

- Corinthian Colleges Inc.
- Integrated Healthcare Holdings, Inc.
- Universal Services of America
- MSC Software Corp.
- Stearns Learning Inc.

Transportation Mode / Travel Times

Transportation Mode Choice 2012

Santa Ana / Orange County:
- Drive Alone: 69% / 82%
- Carpool: 20% / 11%
- Public Transit: 8% / 3%
- Other: 4% / 4%

Average Travel Time (minutes)

Minutes to Work — Santa Ana / Orange County:
- 2000: 29 / 27
- 2010: 28 / 29
- 2012: 28 / 29

Source: Nielson Co., 2012

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Vehicles Available

Vehicles Per Household

Source: Demographics now.com

Employees & Business Establishments

Number of Employees

City	Employees
Irvine	170,668
Anaheim	157,475
Santa Ana	157,095
Orange	108,017
Costa Mesa	92,683
Huntington Beach	66,099
Fullerton	58,805

Number of Business Establishments

City	Business Establishments
Irvine	11,562
Anaheim	13,650
Santa Ana	13,125
Orange	9,054
Costa Mesa	8,016
Huntington Beach	7,677
Fullerton	6,116

Source: Demographics Now.com

Employees & Business Establishment Densities

Employee Density (per square mile)

City	Density per sq. mile
Costa Mesa	5,903.38
Santa Ana	5,775.55
Orange	4,279.60
Anaheim	3,099.29
Fullerton	2,629.92
Irvine	2,568.37
Huntington Beach	2,073.37
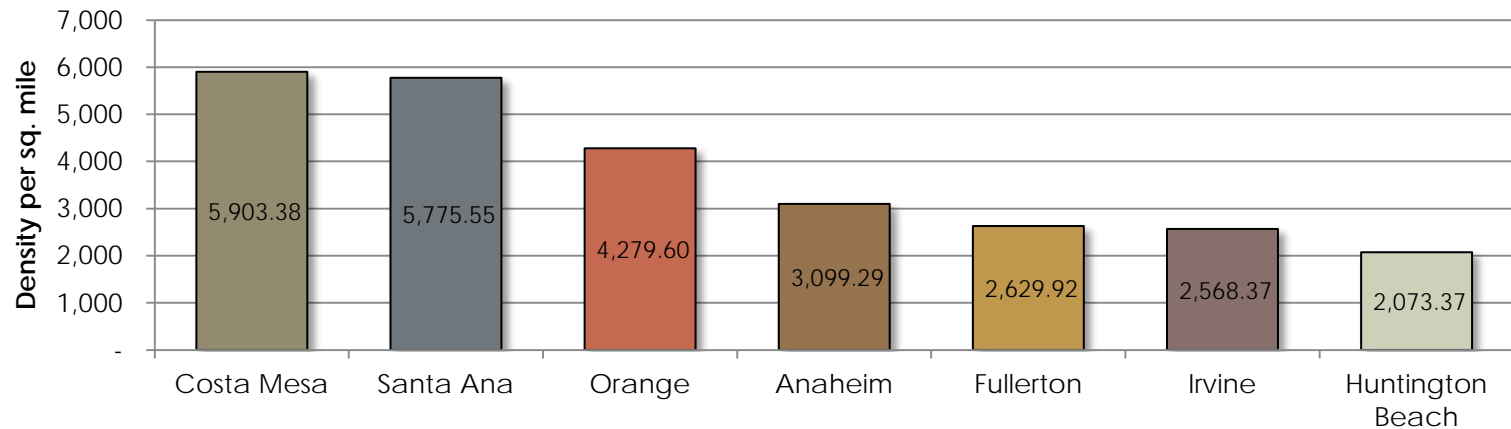
Density of Businesses (per square mile)

City	Density per sq. mile
Costa Mesa	510.57
Santa Ana	482.54
Orange	358.72
Fullerton	273.52
Anaheim	268.65
Huntington Beach	240.81
Irvine	174.00

Source: Demographics Now.com

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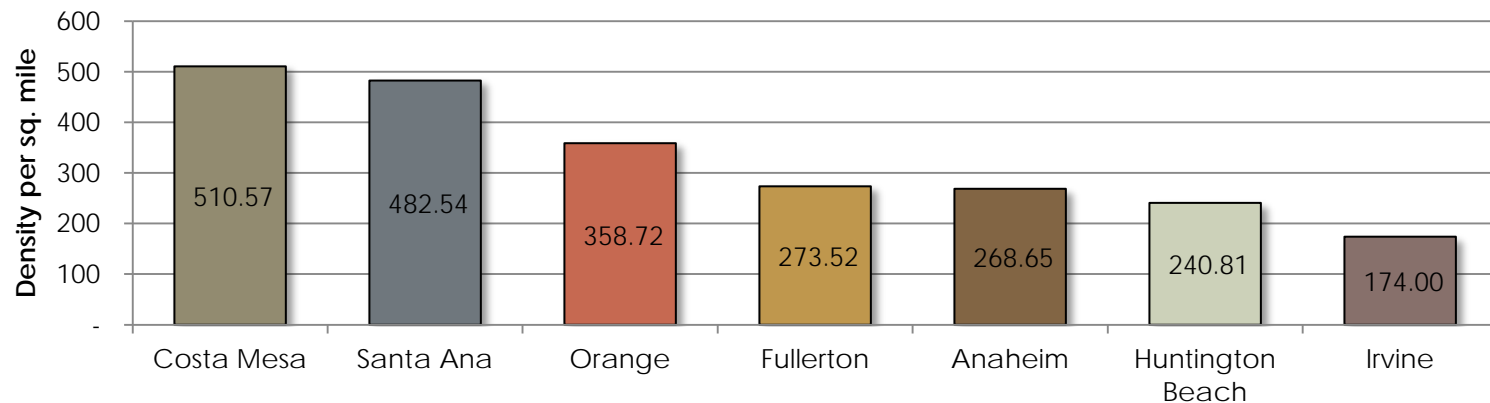
Orange County Business Journal

- The Orange County Business Journal (OCBJ) 2013 list of the fastest growing private companies in the County include several that are headquartered in Santa Ana:

  - Stearns Lending
  - Tenacore Holdings
  - Chambers Group Inc.
  - Local Splash
  - Tidalwave Financial Corp.
  - Universal Services of America
  - Wahoo's Fish Taco

- The OCBJ 2013 list of the fastest growing public companies in the County include several that are headquartered in Santa Ana:

  - Identive Group Inc.
  - AuraSound Inc.
  - Universal Technologies, Inc.
  - Collectors Universe Inc.
  - STEC Inc.
  - TTM Technologies

Labor Force Changes

	Labor Force (2013)	Labor Force (2015 Projected)	Percentage Change
Anaheim	178,100	182,661	+2.6%
Costa Mesa	67,900	65,438	-3.6%
Fullerton	72,500	70,762	-2.4%
Huntington Beach	124,800	115,271	-7.6%
Irvine	85,500	124,609	+45.7%
Orange	74,500	82,036	+10.1%
Santa Ana	162,400	166,041	+2.2%

The city of Santa Ana is expected to have a 2.2% increase in its labor force from 2013 to 2015.

Source: Demographics Now.com

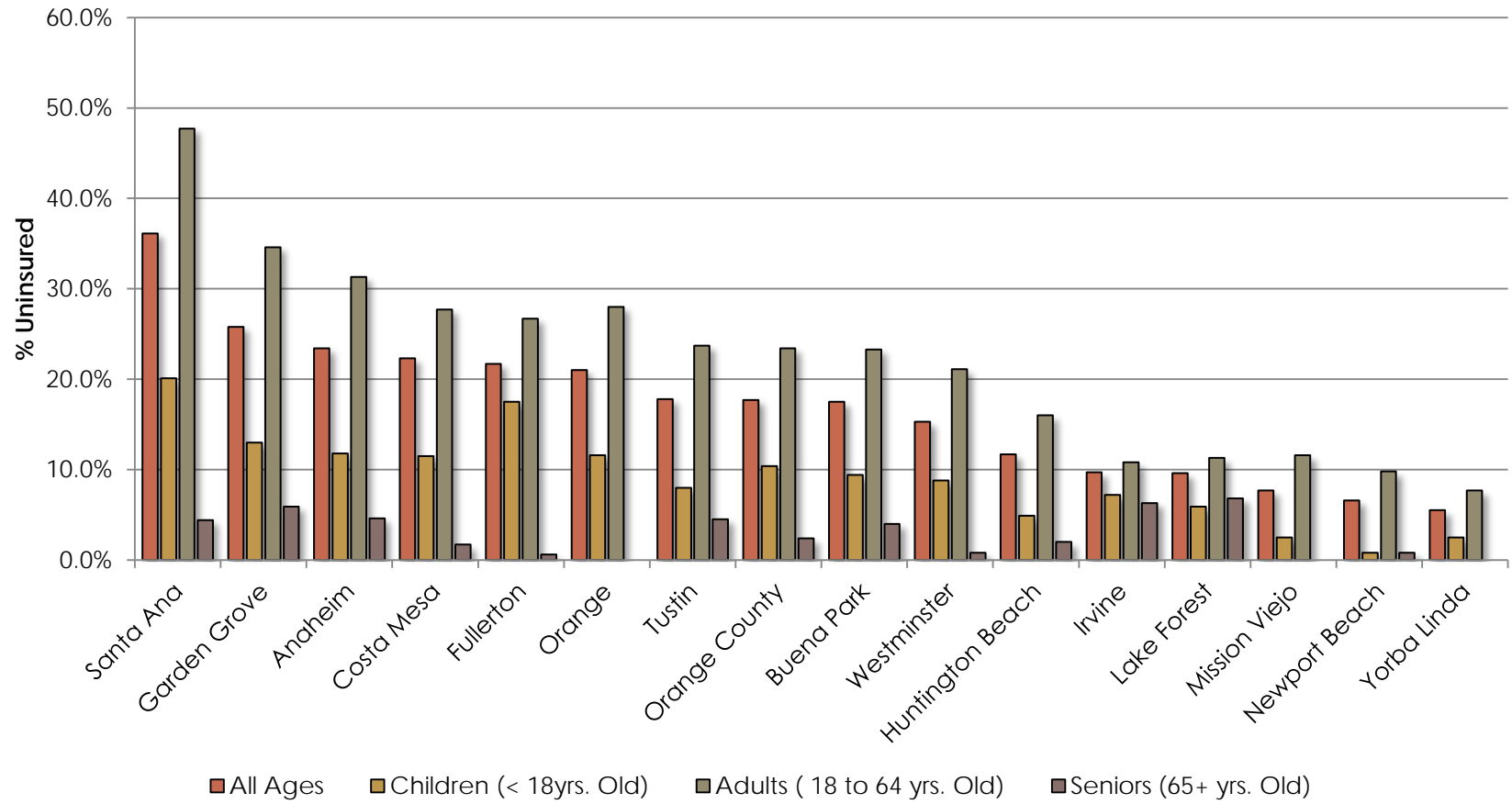# Uninsured Population

% Without Health Insurance by City and Age Group

Legend: ■ All Ages ■ Children (< 18yrs. Old) ■ Adults (18 to 64 yrs. Old) ■ Seniors (65+ yrs. Old)

Source: American Community Survey, 2009

Birth Rates (2010)

City	Birth Rate per 1,000 Pop.
Santa Ana	19.2
Anaheim	16.3
Costa Mesa	14.2
Orange	13.9
California Average	13.7
National Average	13.0
Orange County Average	12.7
Irvine	11.7
Fullerton	11.2
Huntington Beach	10.3

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Adolescent Mothers (2010)

	Adolescent Birth Rate per 1,000 Females (age 15-19)
Santa Ana	53.5
Anaheim	41.2
National Average	34.2
California Average	31.5
Costa Mesa	25.6
Orange	23.5
Orange County Average	22.4
Fullerton	17.1
Huntington Beach	11.9
Irvine	2.4

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Prenatal Care (2010)

	% Receiving Prenatal Care within 1st Trimester
Irvine	95.5%
Costa Mesa	92.8%
Huntington Beach	92.7%
Fullerton	90.7%
Orange	90.5%
Orange County Average	89.9%
Anaheim	87.8%
Santa Ana	87.2%
California Average	81.7%

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Infant Mortality Rate (2010)

	Infant Mortality Rate per 1,000 Live Birth
Fullerton	8.6
Orange	7.4
Huntington Beach	5.6
California Average	4.7
Orange County Average	3.8
Anaheim	3.5
Irvine	3.2
Santa Ana	3.0
Costa Mesa	2.6

Statistics based on mothers city of residence
Infant mortality: Deaths occurring within first 365 days

Source: Orange County Geographic Health Profile: Birth Indicators (2000-2010)

Healthy Body Composition

	% of 9th Grade Students with Healthy Body Composition by School District 2011-2012
Santa Ana Unified	51.5%
Orange Unified	60.7%
Garden Grove Unified	60.1%
Anaheim Union High	58.4%

Source: California Physical Fitness Test, 2011-2012 (http://www.cde.ca.gov/ta/tg/pf/pftresults.asp)

Life Expectancy

Average Life Expectancy
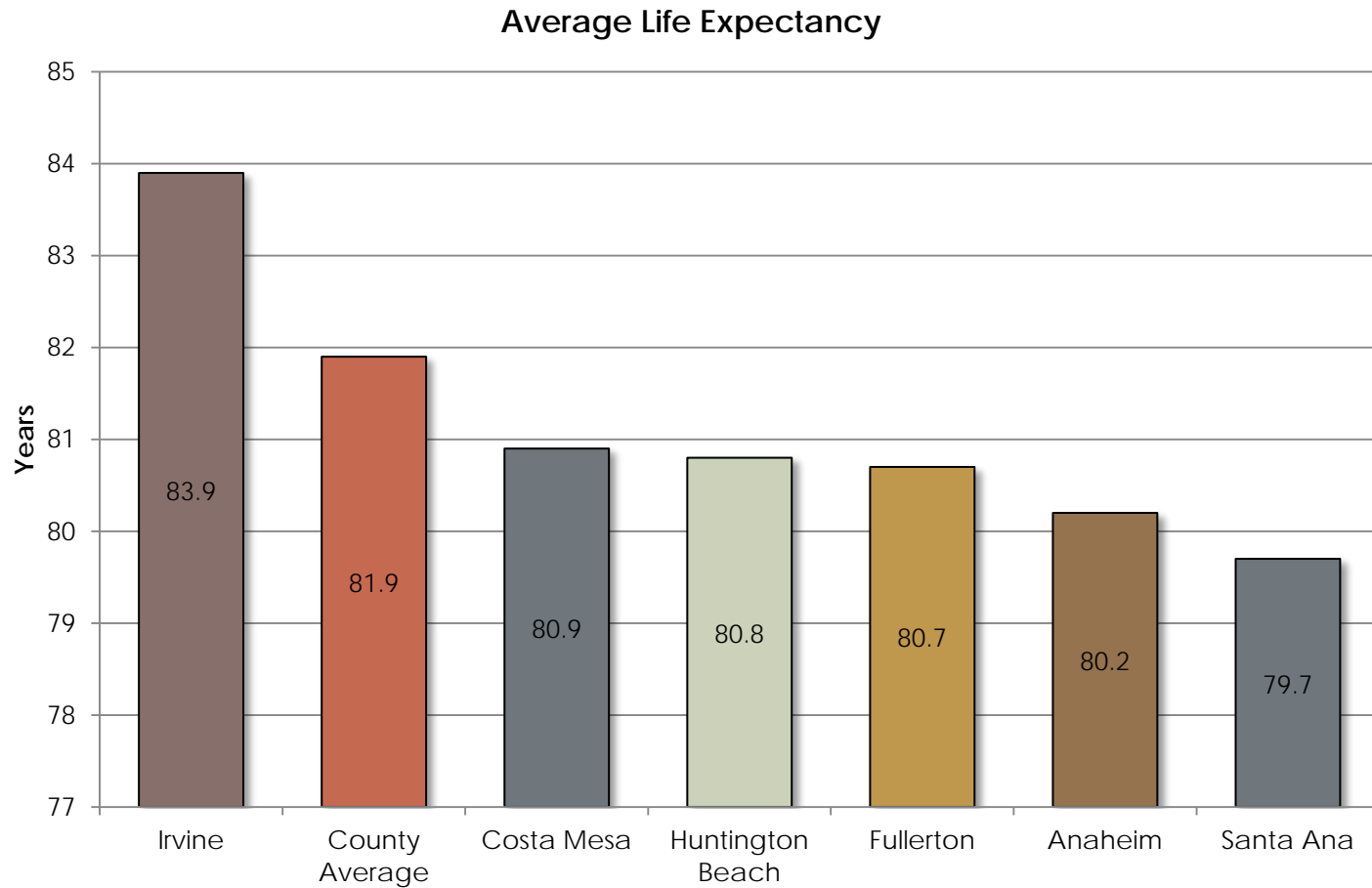
Source: 2007-2011American Community Survey
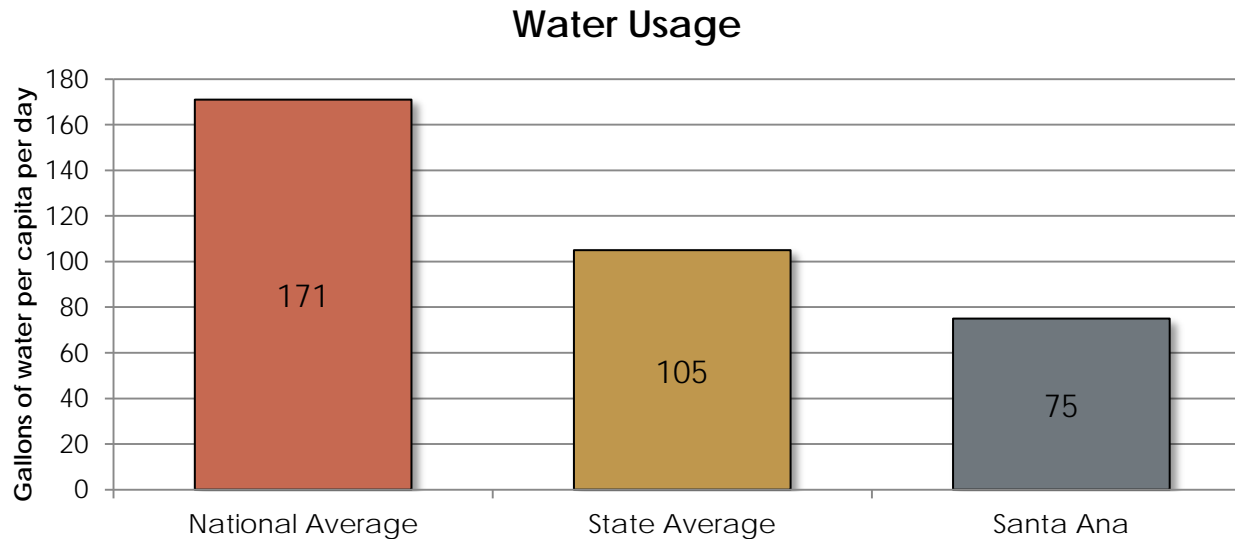
Waste Diversion

Santa Ana Waste Diversion
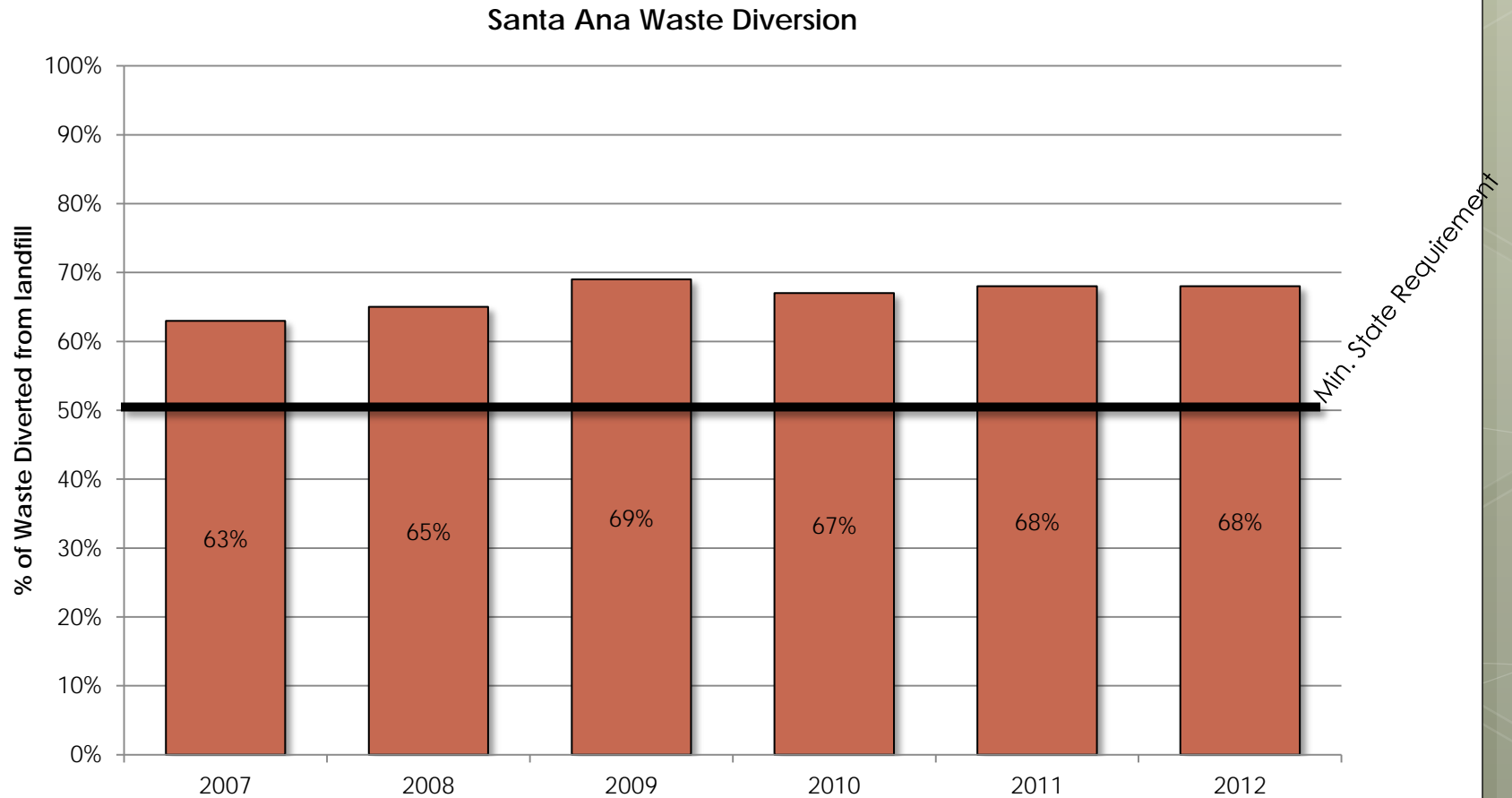
Waste Diversion: The % waste that is diverted from the landfill (i.e. Re-cycled or reused)

Source: Santa Ana Public Works Agency

Water

Water Usage

Chart showing "Gallons of water per capita per day":
- National Average: 171
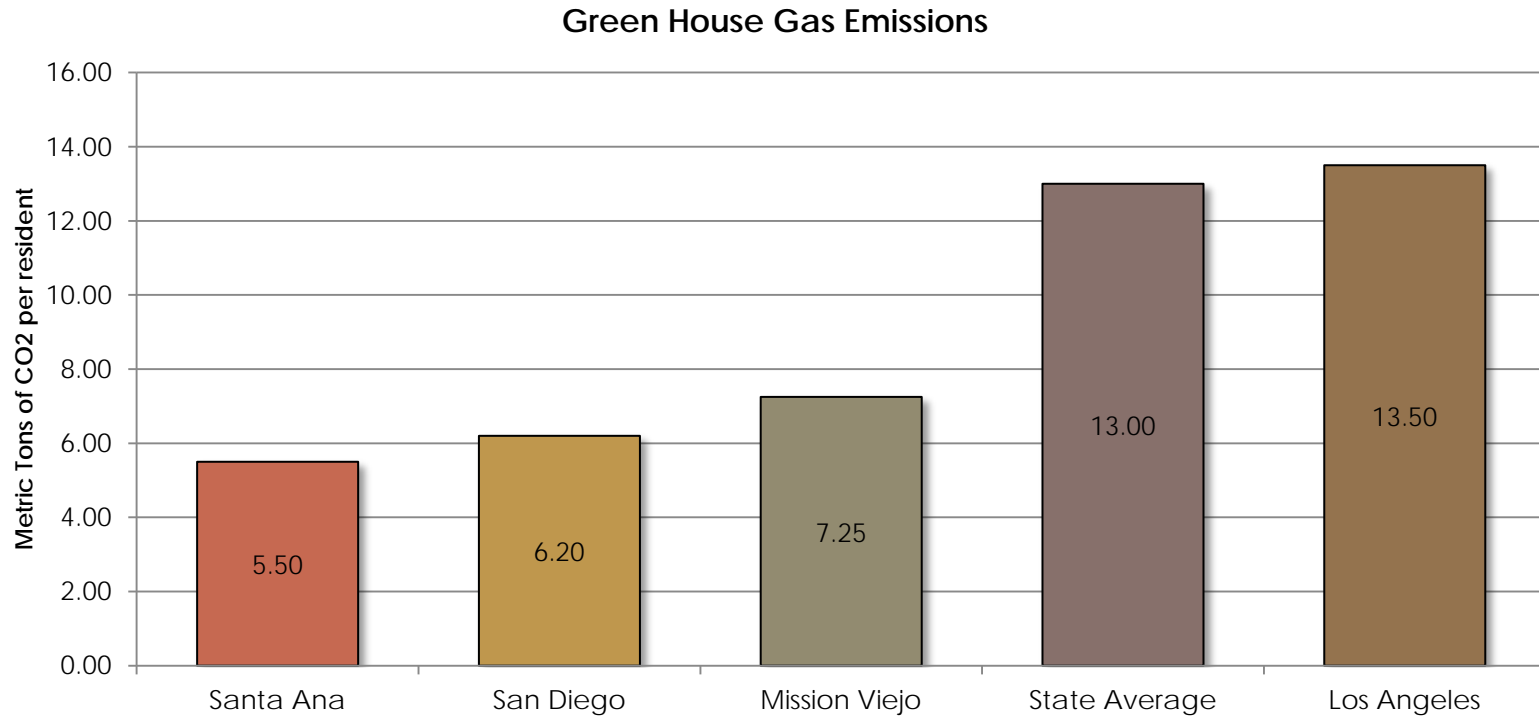- State Average: 105
- Santa Ana: 75

<u>Reclaimed Water</u>

Since 2008, Santa Ana has increased the volume of reclaimed water used in non-potable applications by **53.4 million gallons**, from 62.3 to 115.7 million gallons.

Using reclaimed water saves energy because it did not need to be pumped over long distances like potable water. Total annual energy savings are estimated to be 494,928 kWh, resulting in emissions reductions of 142 MTCO2/year.

Source: Santa Ana Public Works Agency

Green House Gas

Green House Gas Emissions

Metric Tons of CO2 per resident

City	Value
Santa Ana	5.50
San Diego	6.20
Mission Viejo	7.25
State Average	13.00
Los Angeles	13.50

Source: 2008 Communitywide and Municipal Greenhouse Gas Emissions Inventory and Business-as-Usual Forecast, AECOM, May 2012

City of Santa Ana

Public Safety (Crime / Fire)

Environmental Scan 2013

Vehicle and Pedestrian/Bicycle Accidents (2010)

City	Pedestrian (fatal)	Pedestrian (injury)	Bicycle (fatal)	Bicycle (injury)
Santa Ana	6	134	0	151
Anaheim	6	92	0	95
Huntington Beach	2	51	1	149
Costa Mesa	2	49	0	82
Fullerton	1	46	0	52
Orange	0	41	0	72
Irvine	0	22	0	63
Orange County	32	770	3	1,187

Source: Statewide Integrated Traffic Records System (SWITRS)
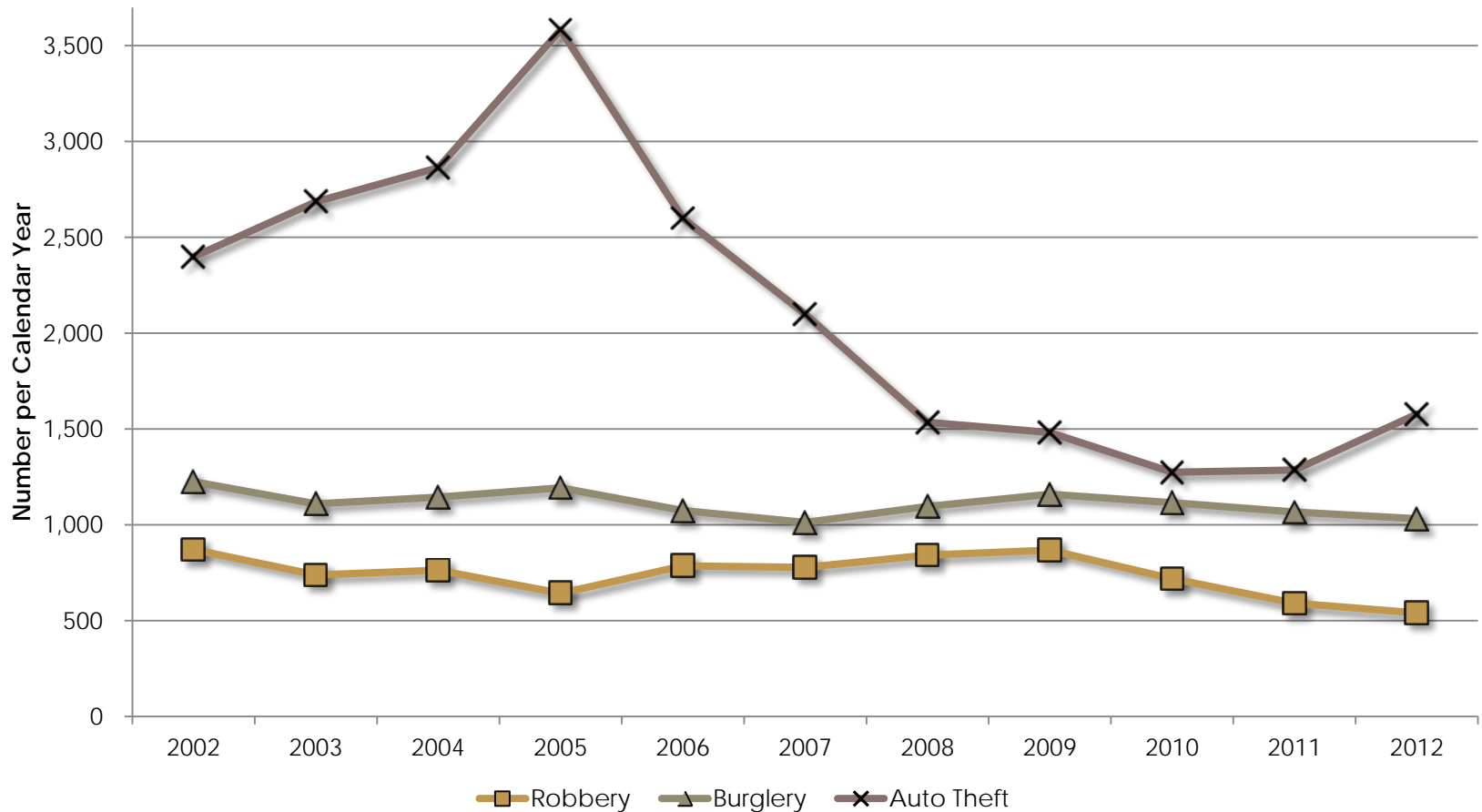2010 Annual Report of Fatal and Injury Motor Vehicle Traffic Collisions

Crime Stats

Santa Ana Type 1 Crime Statistics (2002-2012)
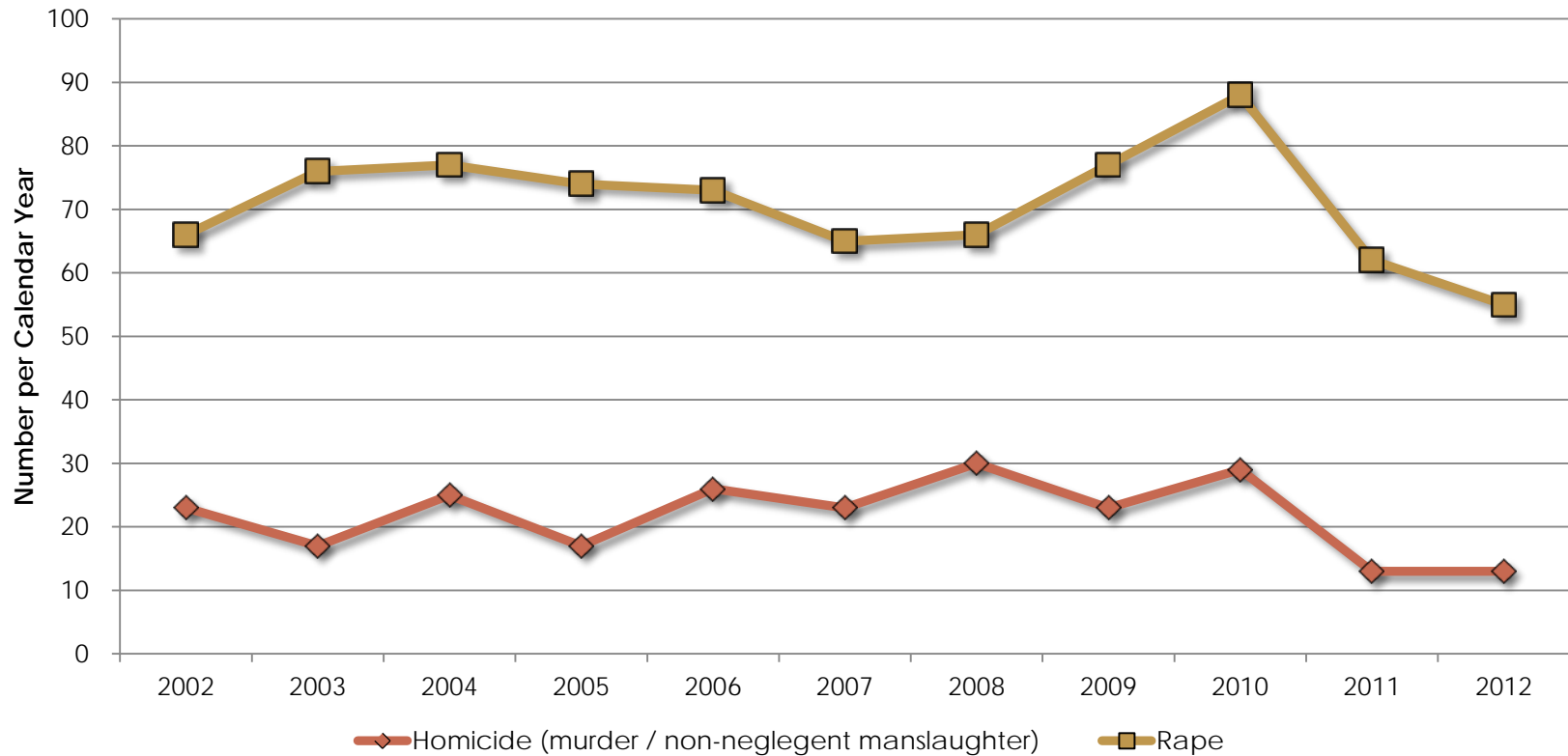
Source: Santa Ana Police Department

Crime Stats

Santa Ana Type 1 Crime Statistics (2002-2012)

Source: Santa Ana Police Department

Fire Stats (2012)

	Santa Ana	OCFA Service Area Total
Medical Incidents	14,007	80,436
Structure Fires (Single-Family Residential)	23	129
Non-Structure Fires (Single-Family Residential)	57	269
Structure Fires (Multi-Family Residential)	7	60
Non-Structure Fires (Multi-Family Residential)	39	228
Structure Fires (Non-Residential)	19	50
Non-Structure Fires (Non-Residential)	225	1076
Injuries/Deaths as a result of fire incident	10	53
Fire Inspections performed	2,890	6,487

Source: Orange County Fire Authority