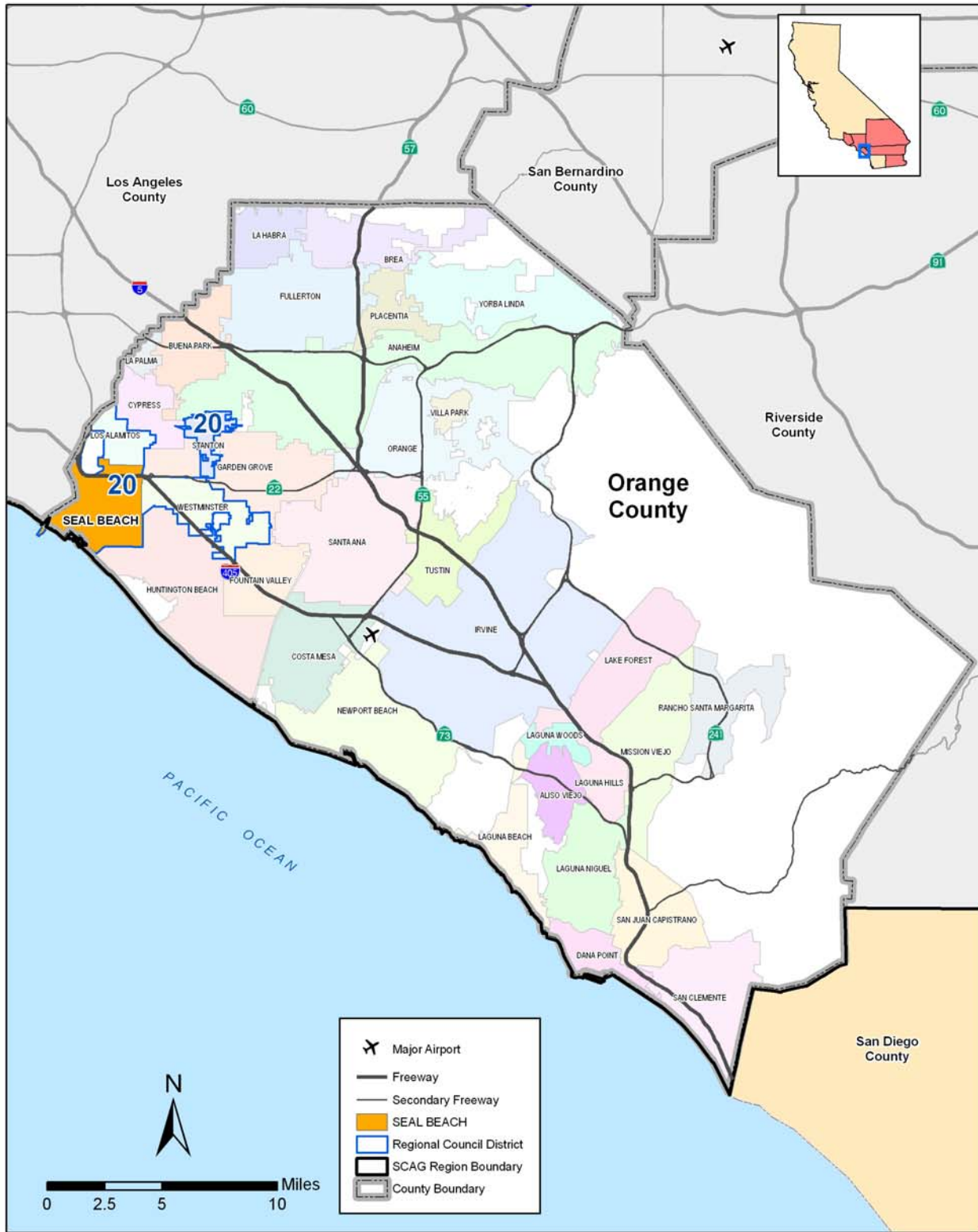# Profile of the City of Seal Beach

Southern California Association of Governments' (SCAG) Regional Council includes 67 Districts which represent 189 cities in the SCAG region.

SCAG Regional Council District 20 includes four cities:
Los Alamitos, Seal Beach, Stanton, and Westminster
Represented by: **Hon. Andy Quach**

This project was funded by the Southern California Association of Governments and shared with the City of Seal Beach. SCAG regularly provides local governments with services including planning data and information, technical assistance such as GIS training, and planning assistance such as analyses of visioning, infill, real estate investment, and fiscal impact.

SOUTHERN CALIFORNIA
ASSOCIATION of
GOVERNMENTS

Southern California Association of Governments
May 2009

Los Angeles County

San Bernardino County

60

57

LA HABRA

BREA

FULLERTON

PLACENTIA

YORBA LINDA

BUENA PARK

LA PALMA

ANAHEIM

CYPRESS

20

VILLA PARK

LOS ALAMITOS

STANTON

ORANGE

GARDEN GROVE

20

22

SEAL BEACH

WESTMINSTER

SANTA ANA

Riverside County

91

60

Orange County

405

FOUNTAIN VALLEY

TUSTIN

HUNTINGTON BEACH

IRVINE

COSTA MESA

LAKE FOREST

NEWPORT BEACH

RANCHO SANTA MARGARITA

73

241

LAGUNA WOODS

MISSION VIEJO

LAGUNA HILLS

ALISO VIEJO

PACIFIC OCEAN

LAGUNA BEACH

LAGUNA NIGUEL

SAN JUAN CAPISTRANO

DANA POINT

San Diego County

SAN CLEMENTE

N

✈ Major Airport
— Freeway
— Secondary Freeway
SEAL BEACH
Regional Council District
SCAG Region Boundary
County Boundary

Miles
0   2.5   5   10

Southern California Association of Governments
Regional Council Roster

May 2009

Members	Representing
Hon. Richard Dixon, Lake Forest, President	District 13
Hon. Jon Edney, El Centro, 1st Vice-President	District 1
Hon. Gary Ovitt, Immediate Past President	San Bernardino County
Hon. Victor Carrillo	Imperial County
Hon. Mike Antonovich	Los Angeles County
Hon. Mark Ridley-Thomas	Los Angeles County
Hon. Chris Norby	Orange County
Hon. Jeff Stone	Riverside County
Hon. Linda Parks	Ventura County
Hon. Antonio Villaraigosa (At-Large)	Los Angeles City
Hon. Art Brown, Buena Park	OCTA
Hon. Robin Lowe, Hemet	RCTC
Hon. Kelly Chastain, Colton	SANBAG
Hon. Keith Millhouse, Moorpark	VCTC
Hon. Greg Pettis, Cathedral City	District 2
Hon. Bonnie Flickinger, Moreno Valley	District 3
Hon. Ron Loveridge, Riverside	District 4
Hon. Ron Roberts, Temecula	District 5
Hon. Pat Gilbreath, Redlands	District 6
Hon. Larry McCallon, Highland	District 7
Hon. Deborah Robertson, Rialto	District 8
Hon. Paul Eaton, Montclair	District 9
Hon. Glenn Duncan, Chino	District 10
Hon. Bill Jahn, Big Bear Lake	District 11
Hon. Paul Glaab, Laguna Niguel	District 12
Hon. Beth Krom, Irvine	District 14
Hon. Leslie Daigle, Newport Beach	District 15
VACANT	District 16
Hon. John Nielsen, Tustin	District 17
Hon. Leroy Mills, Cypress	District 18
Hon. Bob Hernandez, Anaheim	District 19
Hon. Andy Quach, Westminster	District 20
Hon. Sharon Quirk, Fullerton	District 21
Hon. John Beauman, Brea	District 22
Hon. Larry Nelson, Artesia	District 23
Hon. Gene Daniels, Paramount	District 24
Hon. David Gafin, Downey	District 25

Hon. Barbara Calhoun, Compton	District 26
Hon. Frank Gurule, Cudahy	District 27
Hon. Judy Dunlap, Inglewood	District 28
Hon. Val Lerch, Long Beach	District 29
Hon. Tonia Reyes-Uranga, Long Beach	District 30
Hon. Stan Carroll, La Habra Heights	District 31
Hon. Margaret Clark, Rosemead	District 32
Hon. Keith Hanks, Azusa	District 33
Hon. Barbara Messina, Alhambra	District 34
Hon. Robert Harbicht, Arcadia	District 35
Hon. Mike Ten, South Pasadena	District 36
Hon. Carol Herrera, Diamond Bar	District 37
Hon. Paula Lantz, Pomona	District 38
Hon. Susan Rhilinger, Torrance	District 39
Hon. Judy Mitchell, Rolling Hills Estates	District 40
Hon. Pam O'Connor, Santa Monica	District 41
Hon. Frank Quintero, Glendale	District 42
VACANT	District 43
Hon. Dennis Washburn, Calabasas	District 44
Hon. Bryan MacDonald, Oxnard	District 45
Hon. Glen Becerra, Simi Valley	District 46
Hon. Carl Morehouse, San Buenaventura	District 47
Hon. Ed Reyes, Los Angeles	District 48
Hon. Wendy Greuel, Los Angeles	District 49
Hon. Dennis Zine, Los Angeles	District 50
Hon. Tom LaBonge, Los Angeles	District 51
Hon. Jack Weiss, Los Angeles	District 52
Hon. Tony Cardenas, Los Angeles	District 53
Hon. Richard Alarcon, Los Angeles	District 54
Hon. Bernard Parks, Los Angeles	District 55
Hon. Jan Perry, Los Angeles	District 56
Hon. Herb Wesson, Los Angeles	District 57
Hon. Bill Rosendahl, Los Angeles	District 58
Hon. Greig Smith, Los Angeles	District 59
Hon. Eric Garcetti, Los Angeles	District 60
Hon. Jose Huizar, Jr., Los Angeles	District 61
Hon. Janice Hahn, Los Angeles	District 62
Hon. Thomas Buckley, Lake Elsinore	District 63
Hon. Gil Coerper, Huntington Beach	District 64
Hon. Ginger Coleman, Apple Valley	District 65
Hon. Melanie Fesmire, Indio	District 66
Hon. Nury Martinez, San Fernando	District 67
Hon. Mark Calac, Pechanga Band of Luiseno Indians	Tribal Govt. Rep

Table of Contents

I. Introduction

The purpose of this report is to offer the City of Seal Beach with updated information and to assist in their planning activities. Information with respect to, for example, demographic, socio-economic and housing, is obtained from a myriad of sources. In addition, data related to education is also included. The report focuses on the major changes in the city since 2000 in comparison with that of Orange County. The information presented and interpreted in this report shows current trends, and may be utilized by the City as part of the basis for making its future policies.

STATISTICAL DATA

Category	Seal Beach	Orange County	Seal Beach relative to Orange County	SCAG Region
Population (2008)	25,986	3,089,707	0.80%	18,636,934
Median Age (Yrs)	57.1	35.3	21.8	33.5
White (Non-Hispanic)	81.70%	46.90%	1.50%	35.30%
Asian (Non-Hispanic)	6.90%	15.90%	0.40%	11.30%
Black (Non-Hispanic)	1.50%	1.60%	0.80%	6.80%
American Indian	0.30%	0.30%	0.70%	0.30%
All Other Non-Hispanic	2.30%	2.40%	0.80%	2.30%
Hispanic	7.40%	32.90%	0.20%	43.90%
Number of Households (2008)	13,439	990,441	1.40%	5,849,833
Number of Housing Units (2008)	14,537	1,024,692	1.40%	6,224,661
Home Ownership Rate	76.50%	61.60%	1.70%	54.70%
Average Household Size (2008)	1.9	3.1	-1.2	3.1
Median Family Income (2007) ($)	85,299	80,193	5,106	61,901
Median Existing Home Price (2008)	708,600	450,000	258,600	382,300
Number of Jobs (2008)	9,056	1,625,261	0.60%	7,845,378

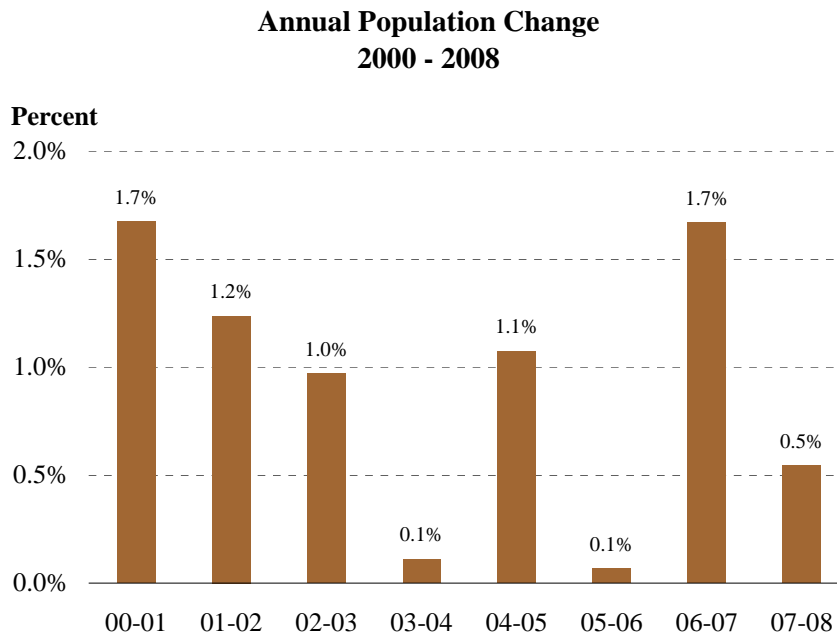Source: Claritas, Inc. 2007, California Department of Finance, Data Quick Information Systems, SCAG.

II. Population

Population Growth

**Population
2000 - 2008**

# of people

Year	Population
2000	24,157
2001	24,561
2002	24,865
2003	25,106
2004	25,134
2005	25,404
2006	25,421
2007	25,845
2008	25,986
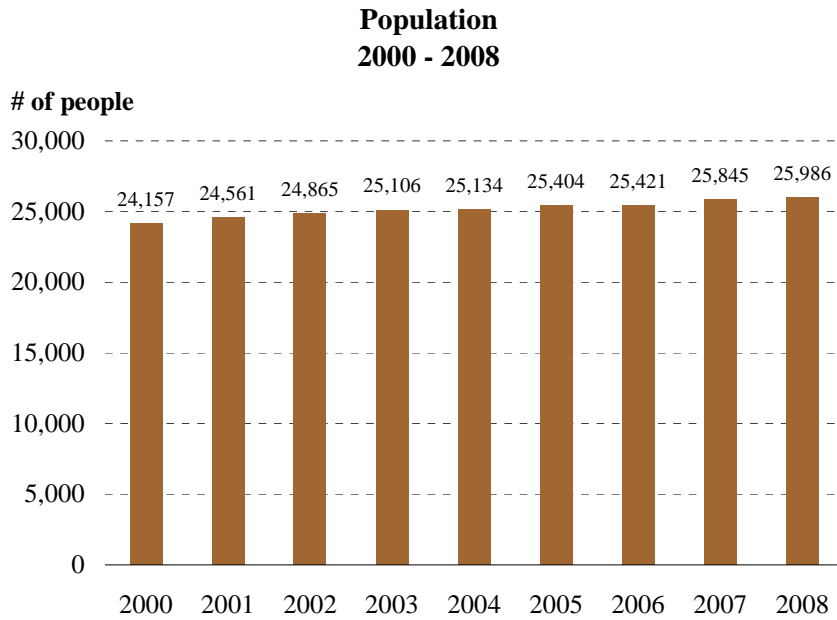
Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total population of the city increased by almost 2,000, reaching 25,986 in 2008.

- During this 8-year period, the city's population growth rate of 7.6 percent was well below the Orange County rate of 9.7 percent.

**Annual Population Change
2000 - 2008**

Percent

Period	Change
00-01	1.7%
01-02	1.2%
02-03	1.0%
03-04	0.1%
04-05	1.1%
05-06	0.1%
06-07	1.7%
07-08	0.5%

Source: California Department of Finance, E-5, May 2008

- While annual population change stayed under 2 percent from 2001 to 2008, high points were seen in 2001 and 2007.

Population by Age

Population by Age
2000 - 2012

Percent

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000
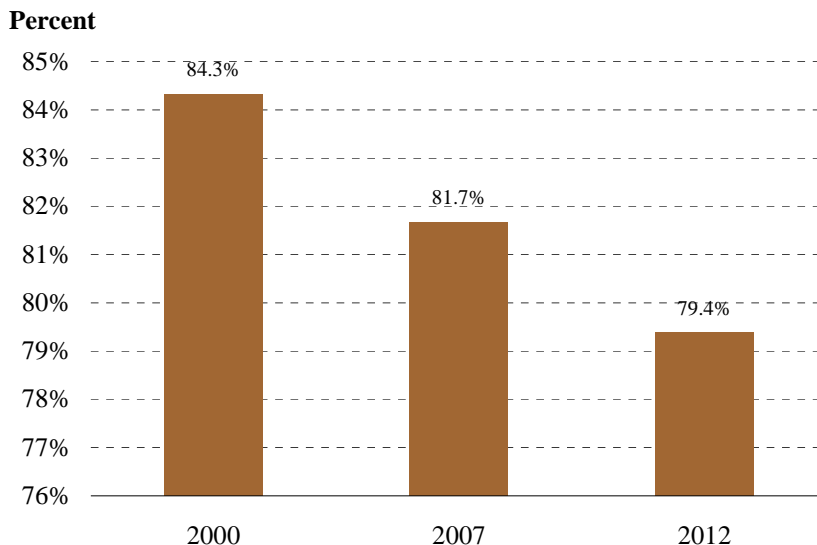
Population by Age
2000 - 2012

# of people
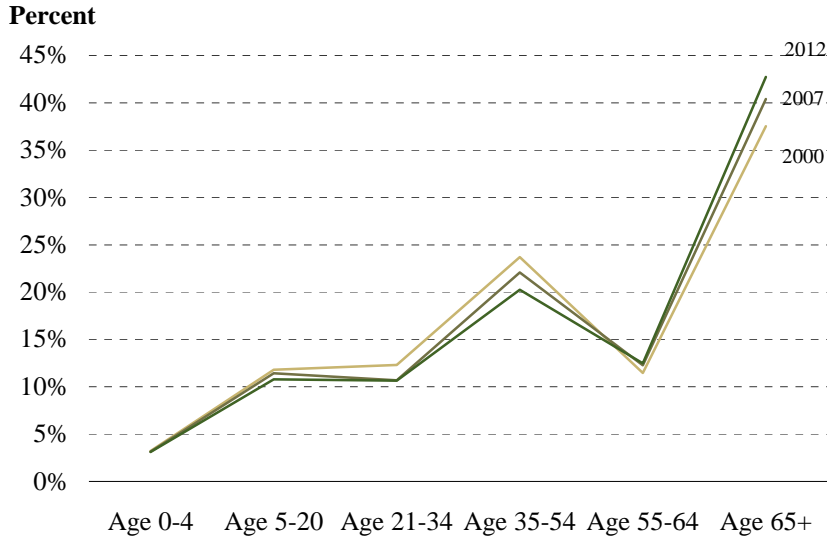
Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the population in Seal Beach continues to be dominated by the 65+ cohort. They are projected to account for 43 percent of the total population in 2012, increasing from 38 percent in 2000.

- Between 2000 and 2012, the share of population between ages 35 and 54 is projected to decrease from 24 percent to almost 20 percent.

- During this 12-year period, the share of the age cohort (21 – 34 years old), however, is projected to decrease from 12 percent to 11 percent.

- As to the population by age group, no change is projected for the age group 0-4, the cohort is project to remain at 3 percent of the population from 2000 - 2012.

Population by Race/Ethnicity

**Hispanic or Latino of Any Race
2000 - 2012**
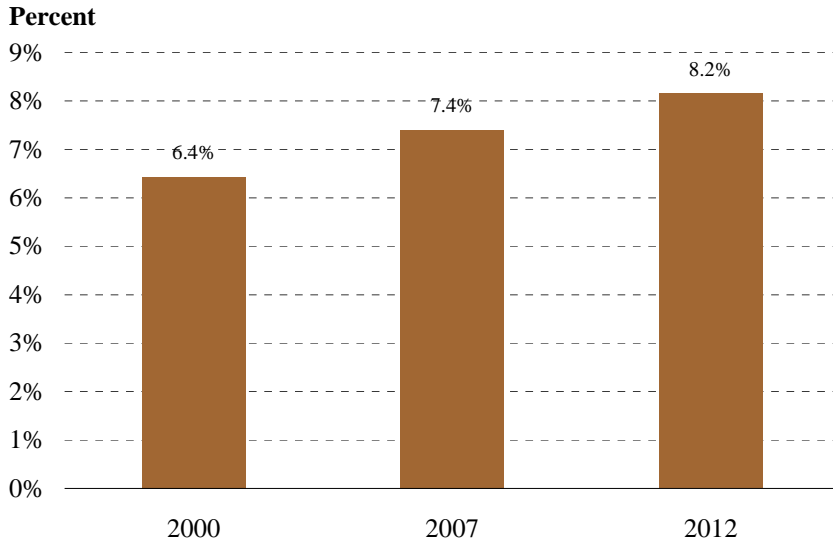
Percent

Between 2000 and 2007, the share of Hispanic population in the city increased from 6.4 to 7.4 percent. Hispanics are the fastest growing ethnic group in the city and their population share is projected to further increase to 8.2 percent in 2012.

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

**White (Non-Hispanic)
2000 - 2012**

Percent

Like most cities in Southern California, since 2000, the share of non-Hispanic White population has been declining, while the share of other ethnic groups (particularly Hispanic and Asian) has been increasing and is projected to continue to rise through 2012.

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

Black (Non-Hispanic)
2000 - 2012
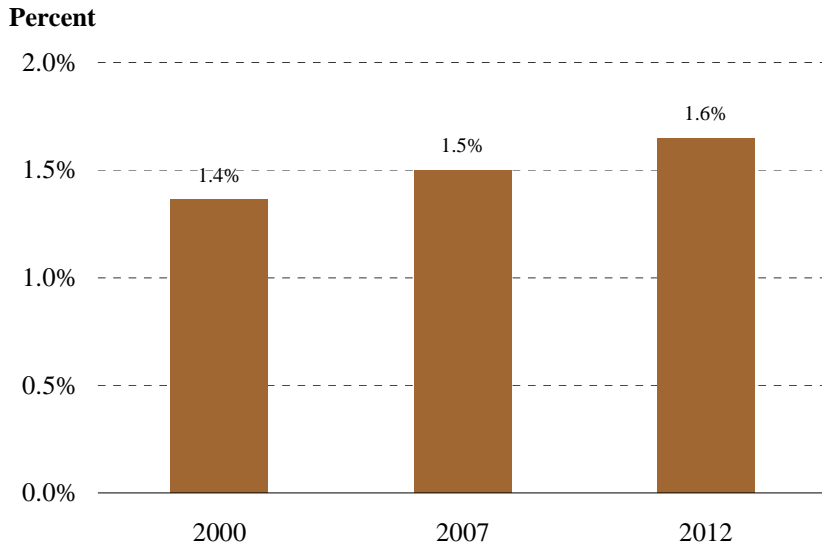
Percent

Year	Value
2000	1.4%
2007	1.5%
2012	1.6%

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of non-Hispanic Black population in the city increased very slightly from 1.4 to 1.5 percent.

- The Black population share is projected to increase to 1.6 percent in 2012.

Asian (Non-Hispanic)
2000 - 2012

Percent

Year	Value
2000	5.6%
2007	6.9%
2012	8.0%
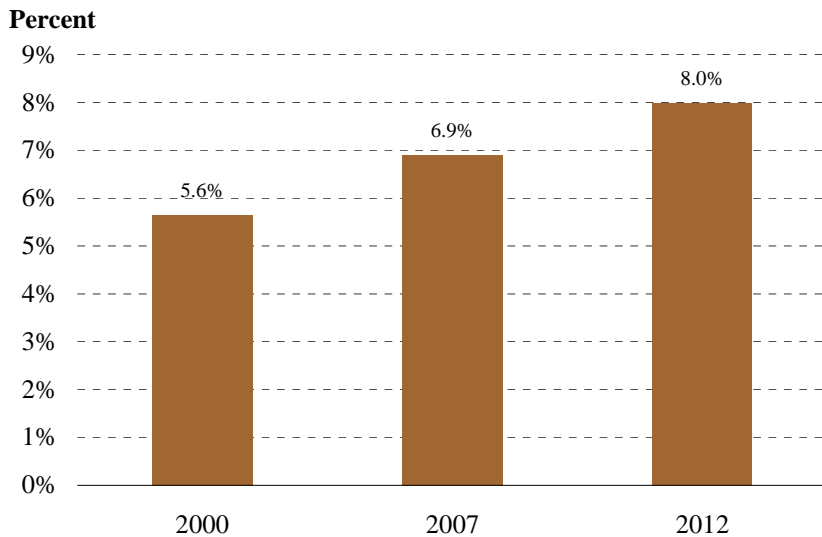
Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- The share of the Asian population in the city increased from 5.6 percent in 2000 to 6.9 percent in 2007. Asian population in the city is projected to reach 8.0 percent in 2012.

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American Indian (Non-Hispanic)
2000 - 2012
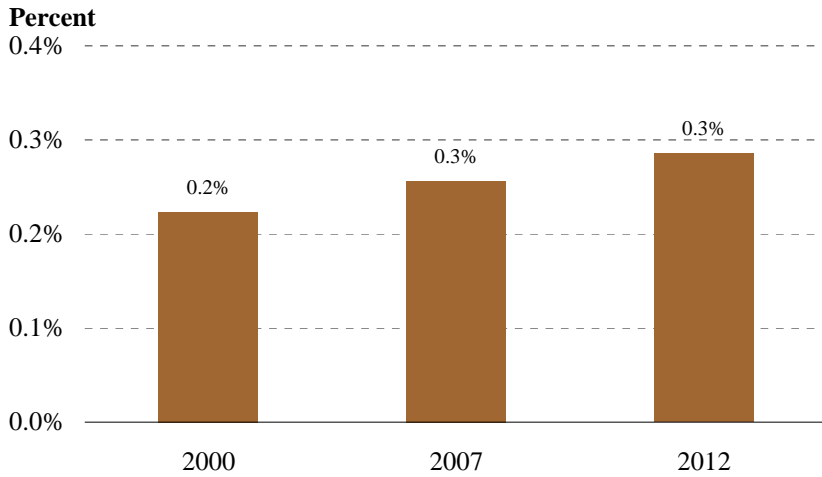
Percent

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the share of the American Indian population in Seal Beach is estimated to stay stable under 0.3 percent.

All Other (Non-Hispanic)
2000 - 2012
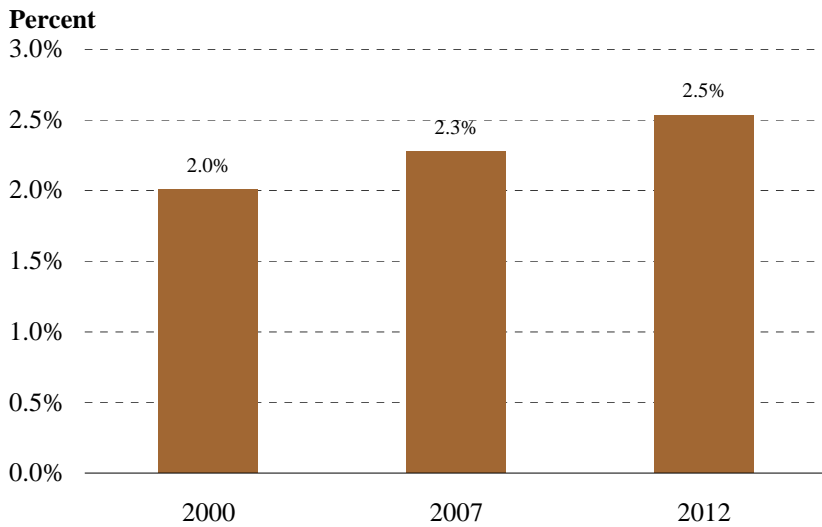
Percent

Source: Claritas, Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- During the 12-year period, the share of all other non-Hispanic population group is also estimated to stay stable and under 2.5 percent.

III. Households

Number of Households

Number of Households
2000 - 2008

# of households

Year	Value
2000	13,048
2001	13,143
2002	13,191
2003	13,233
2004	13,212
2005	13,331
2006	13,344
2007	13,440
2008	13,439
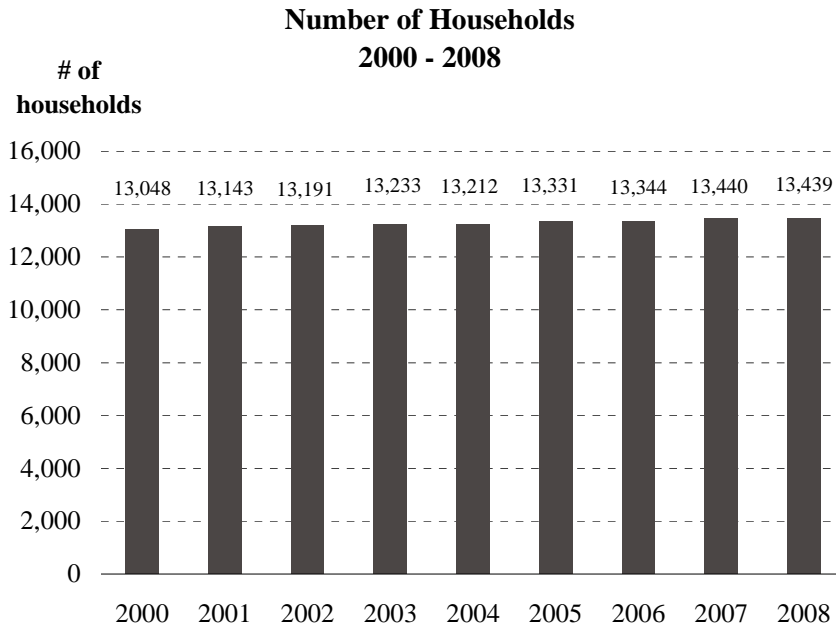
Source: California Department of Finance, E-5, May 2008

- Between 2000 and 2008, the total number of households in the city increased by 391, or 3.0 percent, much lower than its population growth rate 7.6 percent.

- During this 8-year period, the city's household growth rate of 3.0 percent was lower than the county rate of 9.2 percent.

Average Household Size

Average Household Size
2000 - 2008

Average Size

Orange County

Seal Beach
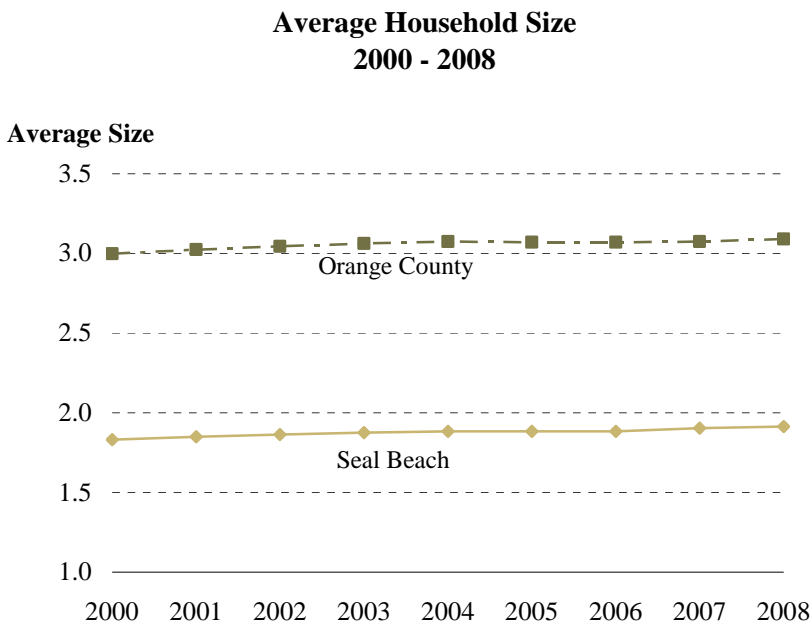
Source: California Department of Finance, E-5, May 2008

- In 2008, the city's average household size was 1.9, lower than the county average of 3.1.

- Between 2000 and 2008, average household size increased slightly in the city and the county, but the difference between them remained constant.

Households by Size

Households by Household Size
2007
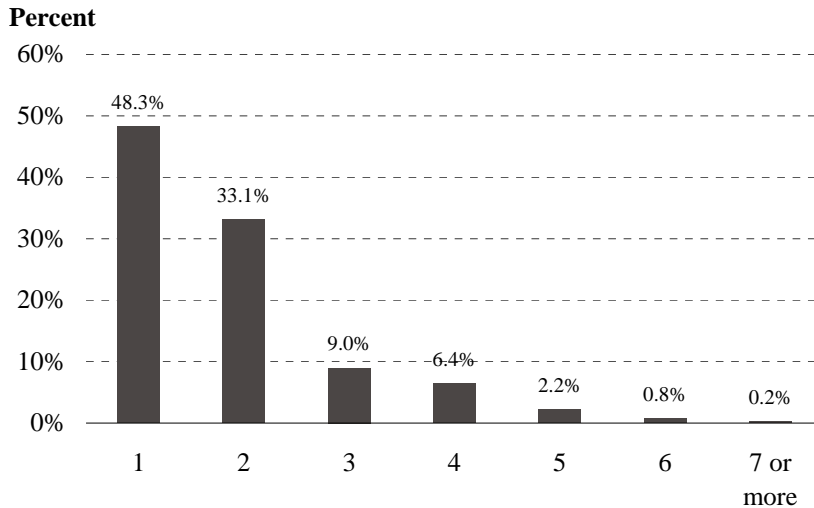
Percent

- Close to 90 percent of all Seal Beach households have 3 people or fewer.

- About 48 percent of the households are single-person households, much higher than the county share of 32 percent.

- About 3 percent of all households in the city have at least 5 people.

48.3%
33.1%
9.0%
6.4%
2.2%
0.8%
0.2%

1   2   3   4   5   6   7 or more

Source: Claritas, Inc., 2007

Households by Income

Households by Household Income
2007
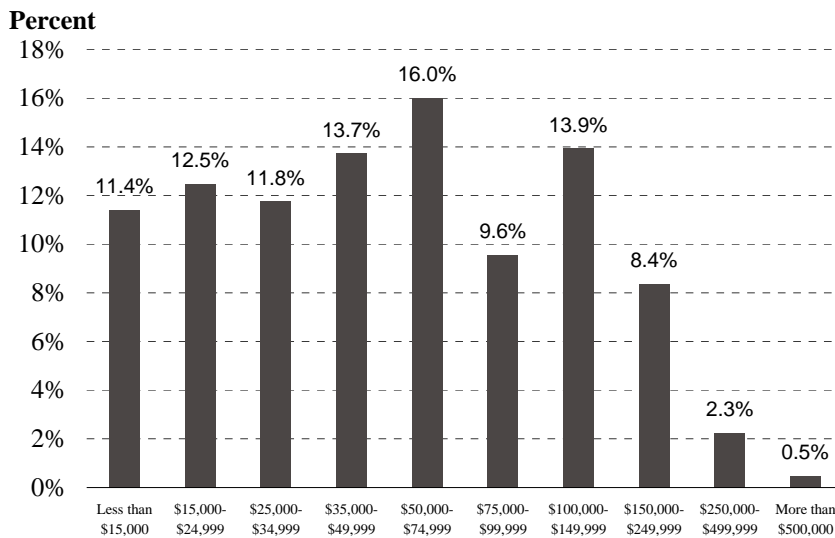
Percent

- In 2007, about 49 percent of households earned less than $50,000.

- A quarter of the households earned between $50,000 and $100,000.

11.4%
12.5%
11.8%
13.7%
16.0%
9.6%
13.9%
8.4%
2.3%
0.5%

Less than $15,000 | $15,000-$24,999 | $25,000-$34,999 | $35,000-$49,999 | $50,000-$74,999 | $75,000-$99,999 | $100,000-$149,999 | $150,000-$249,999 | $250,000-$499,999 | More than $500,000

Source: Claritas, Inc., 2007

IV. Housing

Housing Production

Residential Permits Issued
2000 - 2008

# of units
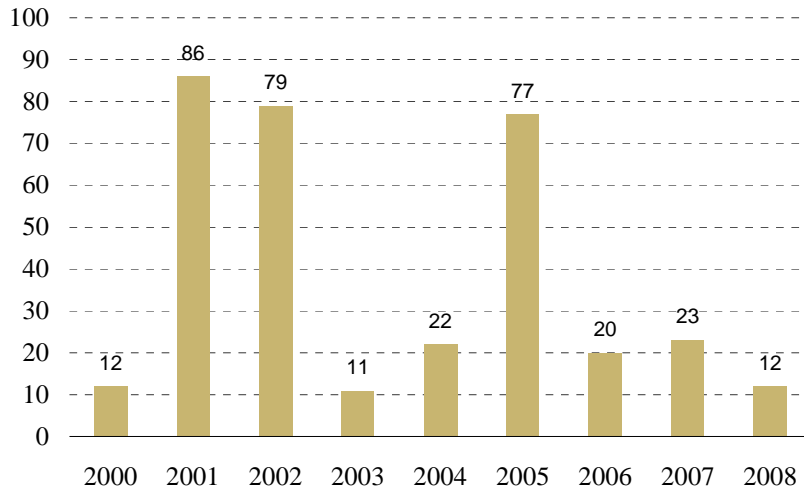
Source: Construction Industry Research Board, 2000-2008

- Between 2000 and 2008, 342 new residential permits were issued. Over 48 percent of these were issued in 2001 and 2002.

Permits Issued per 1,000 Residents
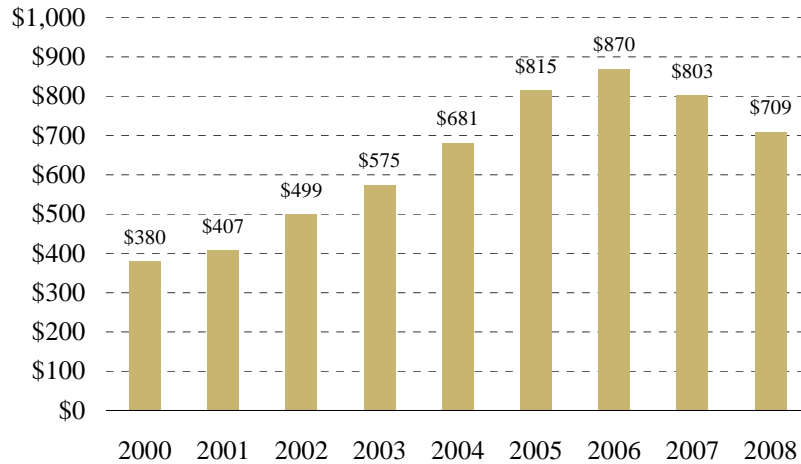### 2000 - 2008

# of permits
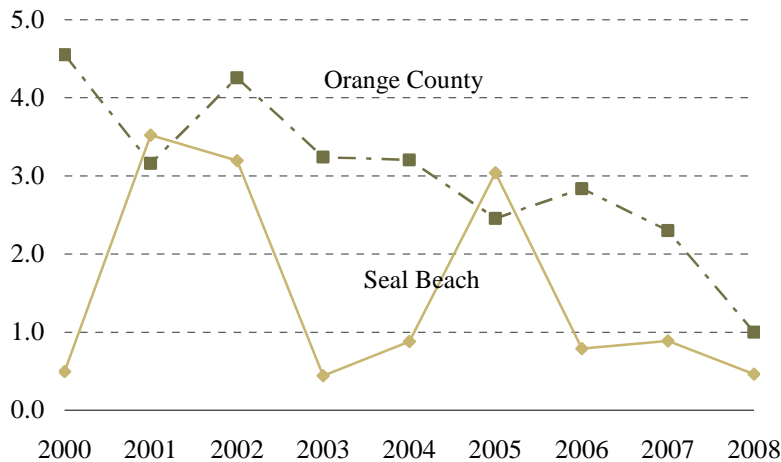
Source: Construction Industry Research Board, 2000-2008 and SCAG

- The city has experienced high points in housing permits issued per 1,000 residents in 2001, 2002, and 2005.

Housing Values

Median Home Price
2000 - 2008

Thousands

Chart values by year:
- 2000: $380
- 2001: $407
- 2002: $499
- 2003: $575
- 2004: $681
- 2005: $815
- 2006: $870
- 2007: $803
- 2008: $709

Source: Data Quick Information Systems, 2009

- Between 2000 and 2006, median home sale prices more than doubled, jumping from $380,000 to almost $870,000, before declining in 2007 and 2008.

- In 2008, the median home price in Seal Beach was $709,000, $259,000 higher than that in Orange County.

Median Home Price Appreciation Rate
2000 - 2008

Percent

Chart values by period:
- 00-01: 7.2%
- 01-02: 22.5%
- 02-03: 15.2%
- 03-04: 18.4%
- 04-05: 19.7%
- 05-06: 6.7%
- 06-07: -7.8%
- 07-08: -11.7%
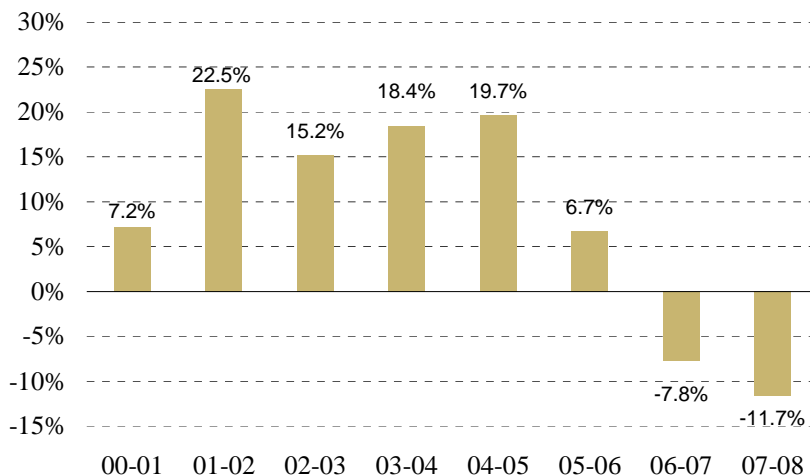
Source: Data Quick Information Systems, 2009

- Between 2001 and 2005, annual home price appreciation rates were between 7.2 and 19.7 percent.

- In sharp contrast, median home price dropped by 18.5 percent between 2006 and 2008.

V. Employment

**Total Jobs
2003, 2006 and 2008**

# of jobs

Year	# of jobs
2003	8,763
2006	9,280
2008	9,056
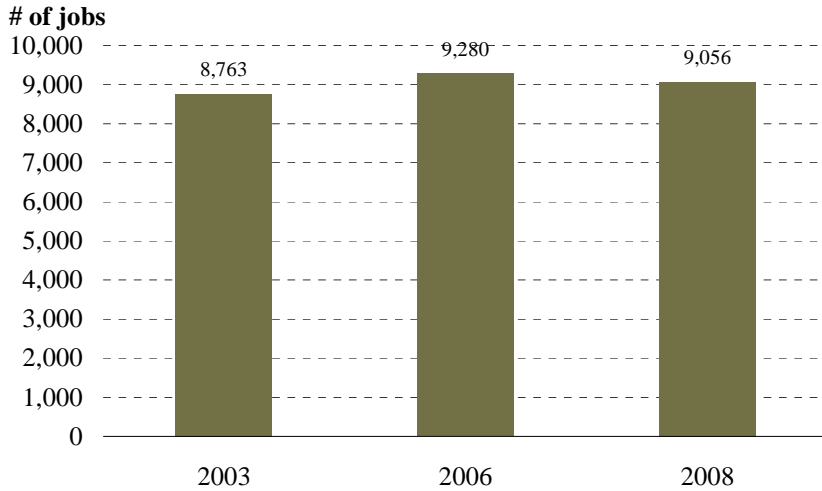
Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

- In 2008, total jobs in Seal Beach reached 9,056, about 3.3 percent greater than its 2003 level.

- Total jobs in the city 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
2003, 2006 and 2008**
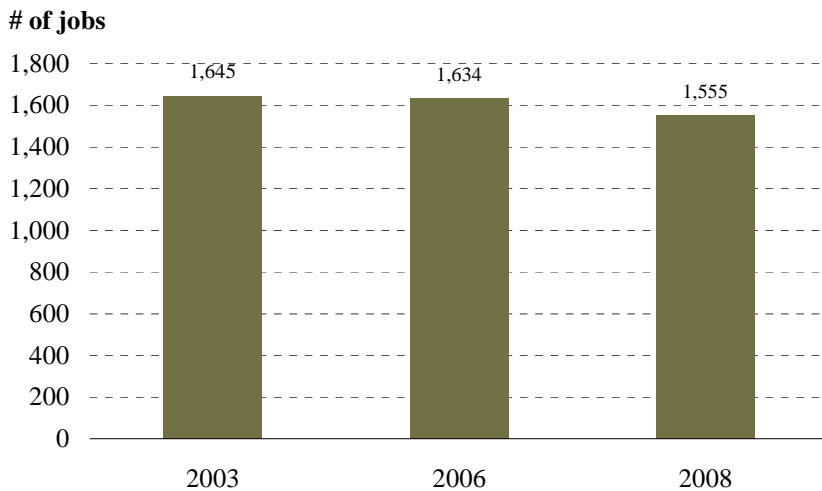
# of jobs

Year	# of jobs
2003	1,645
2006	1,634
2008	1,555

Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

- Between 2003 and 2008, the number of manufacturing jobs in Seal Beach dropped by 5.5 percent.

Jobs in Construction
2003, 2006 and 2008

# of jobs

Year	Jobs
2003	400
2006	510
2008	436
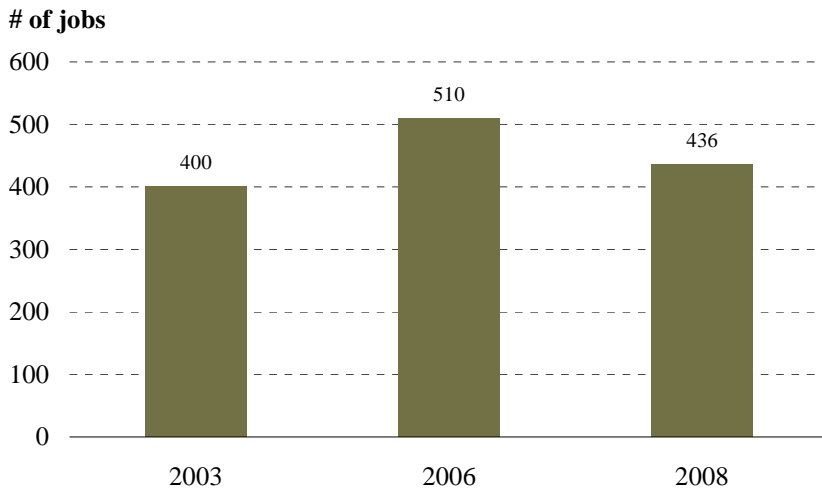
Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.

- Between 2003 and 2006, construction jobs in the city increased by 110, or 27.5 percent.

- Between 2006 and 2008, construction jobs in the city decreased by 74, or 14.5 percent.

Jobs in Retail Trade
2003, 2006 and 2008
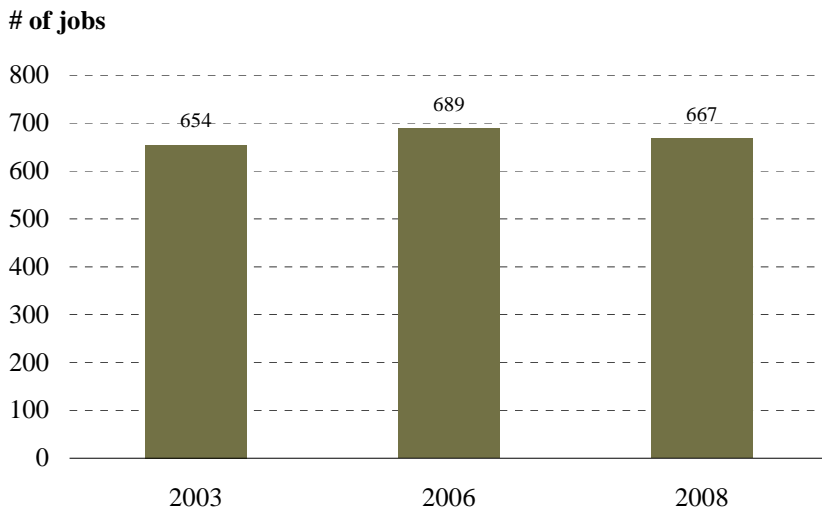
# of jobs

Year	Jobs
2003	654
2006	689
2008	667

Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

- Between 2003 and 2008, the number of retail trade jobs in the city increased from 654 to 667, or 2.0 percent.

Jobs in Professional and Management
2003, 2006 and 2008

# of jobs
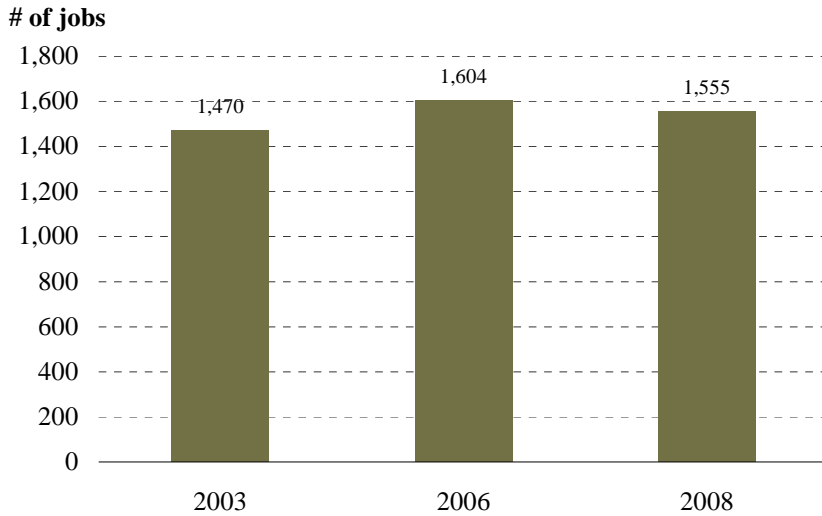
- Jobs in the professional and management sector include those employed in, for example, professional and technical services, management of companies, and administration and support.

- Between 2003 and 2008, the number of professional and management jobs increased by 85, or 5.8 percent.

Source: California Employment Development Department, 2003, 2006 & 2008 and SCAG

**Jobs by Sectors
2003**

- Agriculture 1%
- Construction 5%
- Public administration 5%
- Other services 5%
- Leisure and hospitality 16%
- Education and health 10%
- Professional and management 16%
- Finance/Insurance/Real Estate 10%
- Information 2%
- Transportation and warehousing and utilities 1%
- Retail 7%
- Wholesale 4%
- Manufacturing 18%
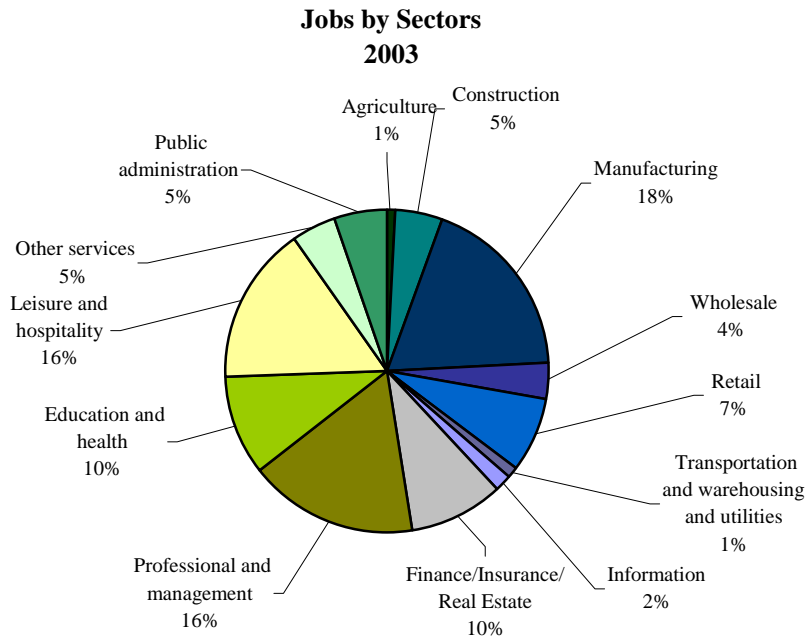
Source: California Employment Development Department, 2003 and SCAG

- Between 2003 and 2008, there were only slight changes in the share of jobs by sector in the city. Specifically, during this period, the share of manufacturing jobs decreased from 18 percent to 16 percent while the share of professional and management jobs increased from 16 to 17 percent.

**Jobs by Sectors
2008**

- Agriculture 1%
- Construction 5%
- Public administration 6%
- Other services 5%
- Leisure and hospitality 17%
- Education and health 11%
- Professional and management 17%
- Finance/Insurance/Real Estate 9%
- Information 1%
- Transportation and warehousing and utilities 1%
- Retail 7%
- Wholesale 4%
- Manufacturing 16%
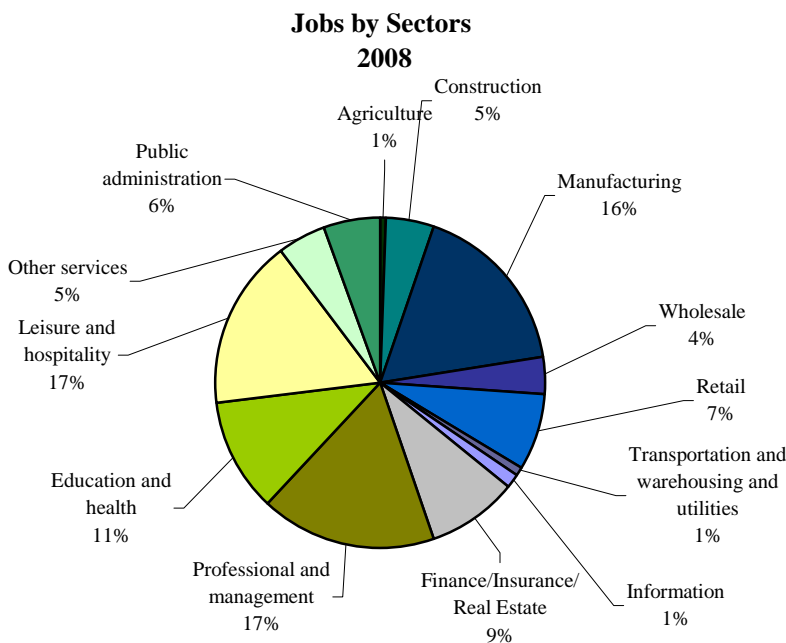
Source: California Employment Development Department, 2008 and SCAG

- In 2008, the professional and management (17 percent) and leisure and hospitality (17 percent), remained the largest job sectors in the city.

- Other large sectors included manufacturing sector (16 percent) and education and health (11 percent).

Average Salaries

Average Annual Salary per Job
2003 and 2006

Dollars

- Average salaries per job in the city increased from $52,436 in 2003 to $67,488 in 2006, a 29 percent increase, which was well above the inflation rate of 13 percent during the same period for Southern California.

Source: California Employment Development Department, 2003 & 2006

### Average Annual Salary by Sector
2006 (in thousands)
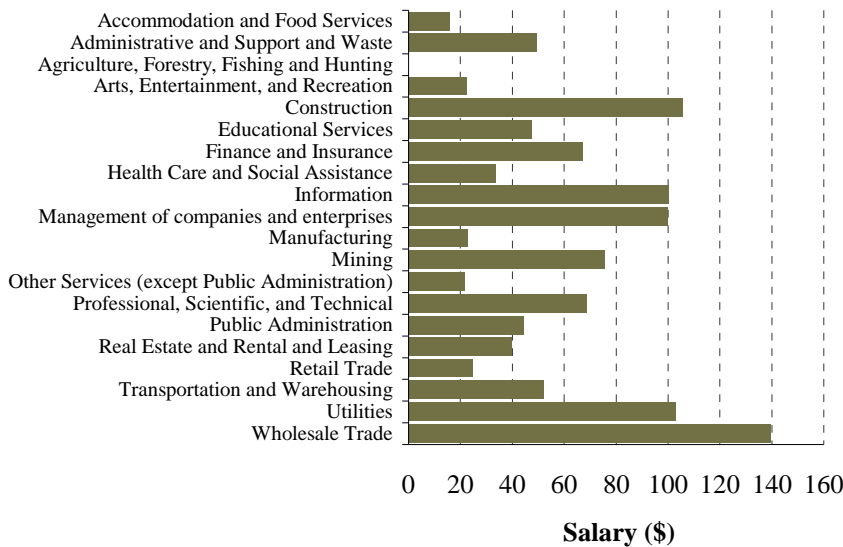
Salary ($)

- In 2006, the sector providing the highest salary per job in Seal Beach was Wholesale Trade ($140,000).

- The Accommodation and Food Services sector provided the lowest annual salary per job ($16,000).

Source: California Employment Development Department, ES-202, 2006

VI. Retail Sales

**Real Retail Sales
2000 - 2007 (in 2007 $)**

Millions
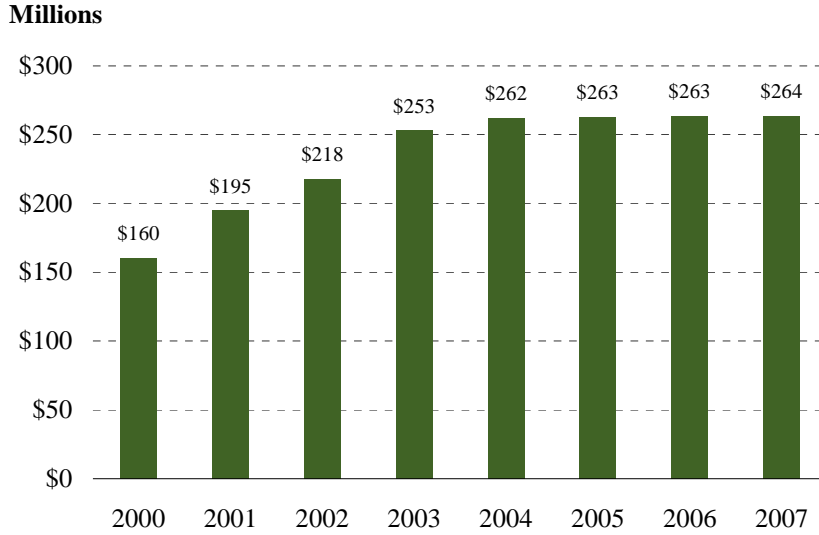
Source: California Board of Equalization, 2000-2007

- Real (inflation adjusted) retail sales increased by 65 percent between 2000 and 2007.

**Real Retail Sales per Person
2000 - 2007 (in 2007 $)**

Thousands
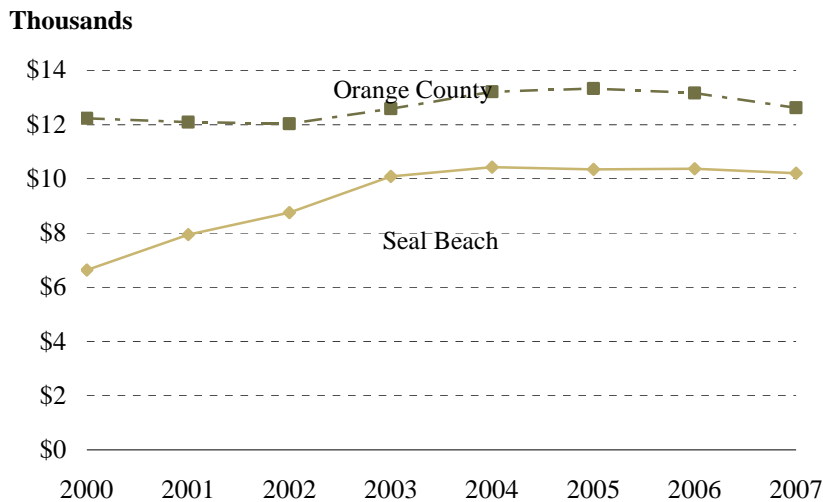
Source: California Board of Equalization, 2000-2007 and SCAG

- Between 2000 and 2007, real retail sales per person for the city increased from $6,400 to $10,000, somewhat mirroring the trend of the county.

VII. Education

K-6 Student Enrollment
2000 - 2006

# of students

797	802	770	757	743	745	735
2000	2001	2002	2003	2004	2005	2006
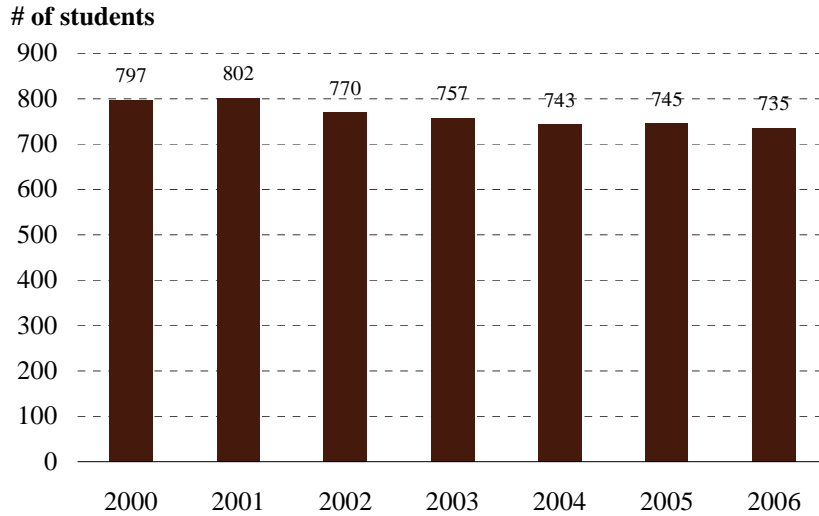
Source: National Center for Education Statistics, 2000-2006

- Between 2000 and 2005, total K-6 public school enrollment for schools within the city decreased by 62 (7.8 percent) to 735 students.

- Seal Beach does not have any public education facilities for grades 7-12.

VIII. References

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

Claritas, Inc.

Data Quick Information Systems

National Center for Education Statistics

U.S. Census Bureau

IX. Methodology

Explanation of City Relative to County

In the table on page 1 of this report, the reference of City "Relative to County" for absolute numbers indicates the difference between the city number and the county number. For example, the Median Age of City A being 30 and the Median Age of County B being 35 would show a relative difference of 5. For data that is a percentage, the relative difference is based on the city as a percentage of the county total.

Population

The population for each jurisdiction was based on California Department of Finance data. These are the official state population and housing estimates. The 2000 figure was based on U.S. Census figures for April 1, 2000 while subsequent years represent the city's population as of January 1 of each year.

Graphs for population based on age and race were tabulated using Census 2000 data and Claritas, Inc.

Households

The number of households for each jurisdiction was based on California Department of Finance data. The 2000 figure was based on U.S. Census figures for April 1, 2000 while subsequent years represent the city's households as of January 1 of each year.

Households by size were calculated based on Claritas, Inc. data.

Housing

Residential permits issued were obtained using Construction Industry Research Board data, which are collected by Counties from self-reporting of individual cities. The number of permits issued is reflective of all types of residential permit activity, including, but not limited to new units, replacement units due to demolition, and additions.

The median home price was calculated based on total home sales in the city, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that sold within the calendar year.

The data was compiled from Data Quick Information Systems.

Employment

Employment data is based on the California Employment Development Department (EDD) county totals and is adjusted by SCAG. SCAG adjusts the data by adding self-employed to the EDD wage and salary county totals. Due to EDD methodology, employment data is based on the location of a company's payroll and not necessarily the location of physical offices.

Retail Sales

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

Education

Student enrollment data is based on public schools that are physically located within city boundaries. Data is obtained from the National Center for Education Statistics.

Choice of Data Sources

The following factors were considered in choosing the data sources used for this report:
- Available for all jurisdictions in the SCAG region
- The most recognized source on the subject
- Data sources are in the public domain
- Data available on an annual basis

The same data sources are used for all jurisdictional profiles (except where noted) to maintain overall reporting consistency. The jurisdiction is not constrained from using other data sources for their planning activities.

X. Acknowledgements

Notes: