

## **Role Profile for Orange County Register**

### ***Part 1... Individual/Organization Profile***

- Name of Newspaper:
  - Orange County Register
- Prominent Issues Covered:
  - Crime in the Orange County area, Orange County politics (the choices senators are making), and events happening in the area (ex: Oktoberfest)
- Number of Active Subscriptions/prints:
  - Around 80,000 daily
  - Around 180,000 on Sunday
- Constituents:
  - Orange County
    - District 38th: La Habra
    - District 40th: Anaheim, Orange + Villa Park, Brea, Tustin, Yorba Linda, Laguna Hills, Laguna Woods, Mission Viejo, Rancho Santa Margarita
    - District 45th: Fountain Valley, Buena Park, Cypress, Fullerton, Garden Grove, La Palma, Placentia, Westminster
    - District 46th: Santa Ana and Stanton
    - District 47th: Laguna Beach, Huntington Beach, Irvine, Seal Beach + Los Alamitos, Newport Beach, Costa Mesa
    - District 49th: Dana Point, Laguna Nigel + Aliso Viejo, San Clemente, San Juan Capistrano

### ***Part 2... Constituent Profile***

- Economics
  - Prominent Industries
    - The prominent industries include tourism and entertainment, technology (specifically in the medical field), and construction
  - Unemployment rate:
    - 4.80%
  - Income levels:
    - Median Household Income (2025) approx \$116,945
    - Mean Household Income (2025) approx \$136,600

- Poverty rate:
  - 9.15%
- Demographics
  - Population:
    - 137.6k
  - Population by race:
    - White - 53.6%
    - Two or more races - 18.1%
    - Asian - 13.1%
    - Other race - 11.9%
    - Black - 1.6%
    - Native American - 1.3%
    - Native Hawaiian or Pacific Islander - 0.4%
  - Population by ethnicity:
    - Hispanic/Latino - 34.2%
    - Most prominent ethnicities within the Orange County area are Mexican, Central American, Vietnamese, Chinese, Korean, Filipino, Indian, and Japanese
  - Population by age:
    - Under 18 years - 21.33%
    - 18-16 years - 62.9%
    - 65+ years - 15.77%
    - The median age is 36.9 years
  - Population by income:
    - Less than \$25,000 - 8 to 10%
    - \$25,000-\$50,000 - 10 to 15%
    - \$50,000-\$100,000 - 25 to 30%
    - \$100,000 - \$150,000 - 15-20%
    - \$150,000 - \$199,999 - 10-15%
    - \$200,000+ - 20-25%
  - Urban/rural breakdown:
    - The Orange County Area is considered to be “urban”
- Politics
  - Partisan voter registration
    - As of February 2025, Orange County has a total of 1,892,551 active voters
  - % voted Democrat/Republican in 2020
    - Democrat - 53.48%
    - Republican - 44.44%
  - % voted Democrat/Republican in 2016
    - Democrat - 48.2%

- Republican - 45.6%
- % voted Democrat/Republican in 2012
  - Democrat - 45.6%
  - Republican - 51.9%
- 3 specific issues important to my constituents
  - The three major issues important to my constituents are the high cost of living/housing, homelessness, and healthcare affordability/access
- Constituents' general position on economic issues
  - They believe in fiscal responsibility and stability, and prefer businesses involving technology for a business environment
- Constituents' general position on social issues
  - Its view on the social issues aligns more with Democrats ever since the 2010s
- Constituents' general position on environmental issues
  - State mandates and local-level initiatives highly shape Orange County's position. Tend to focus on how to help the climate.