

# City of Santa Ana 2025 Economic Indicators

Dr. Wallace Walrod  
March 27, 2025



City of Santa Ana

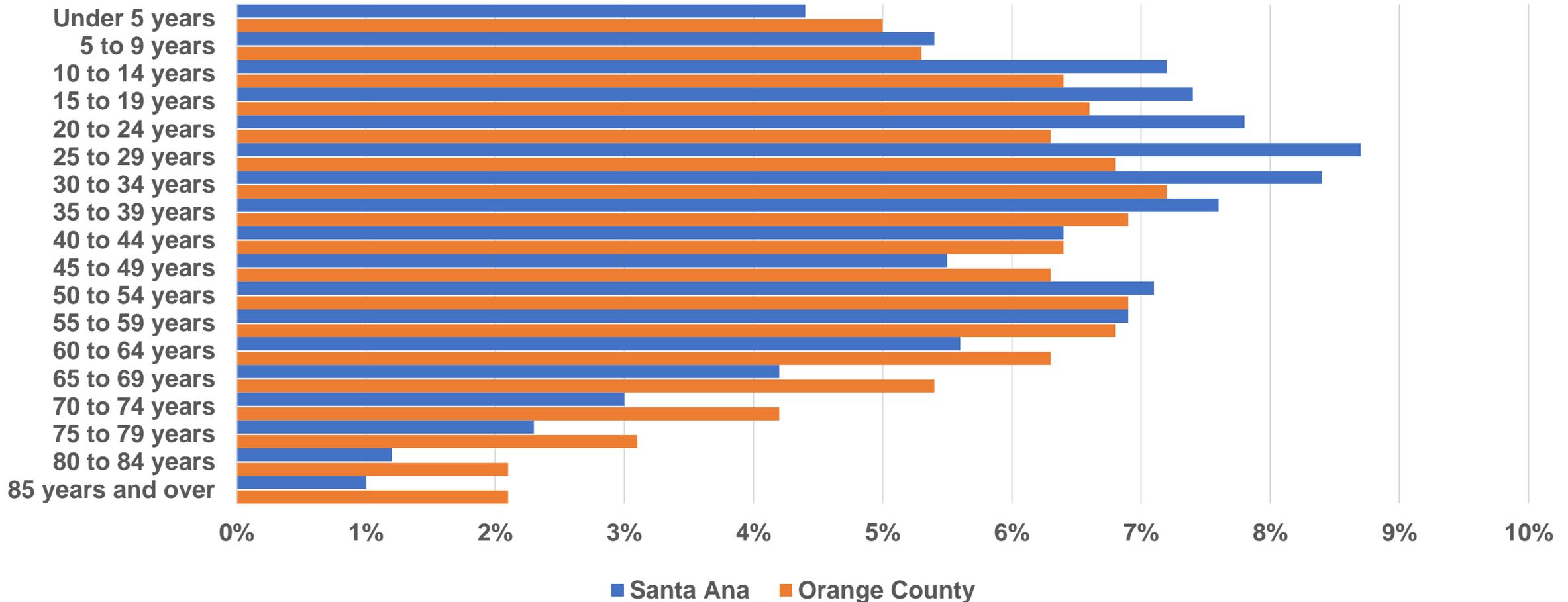


# Demographic, Population, & Income Trends

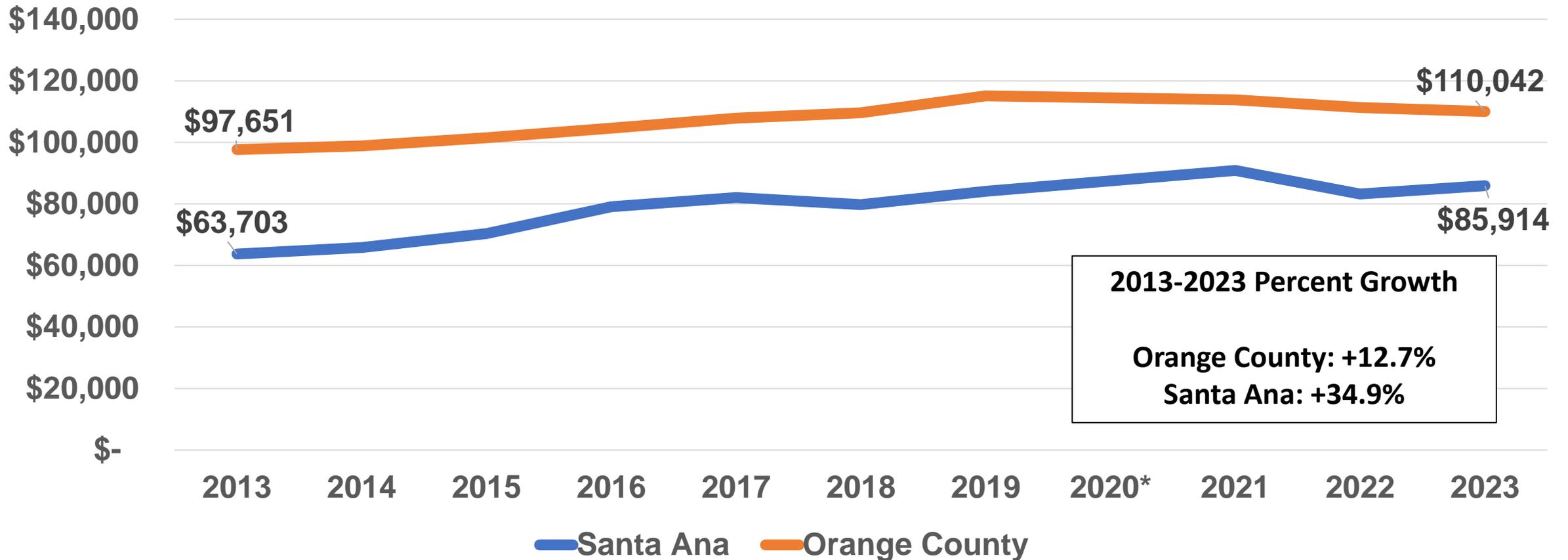
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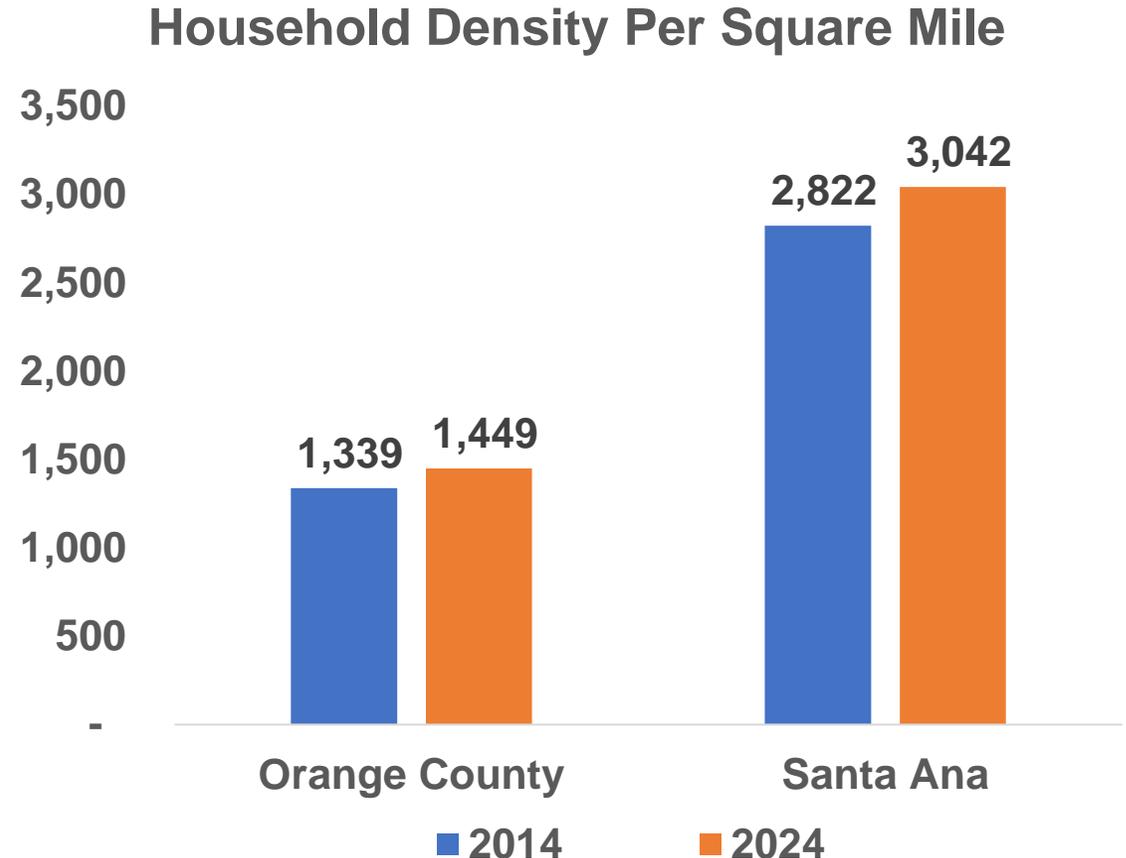
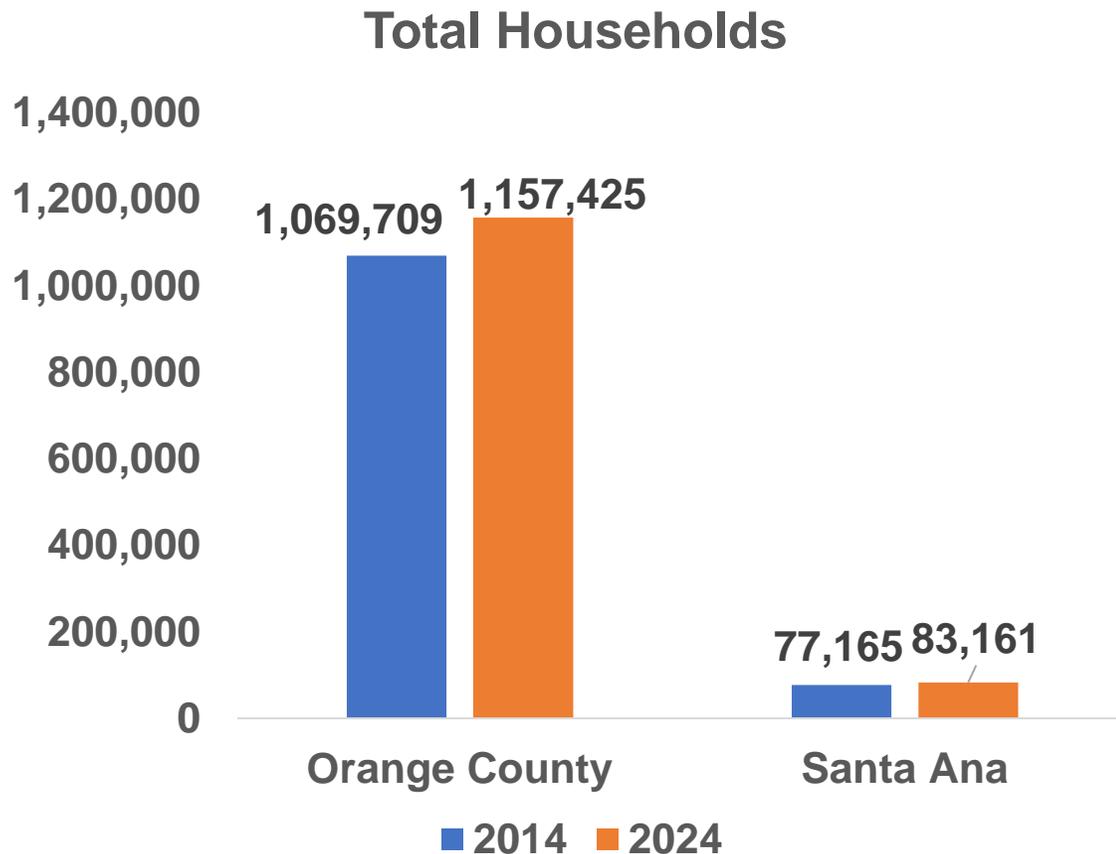
# Proportion of Population by Age Group in Orange County and Santa Ana, 2023



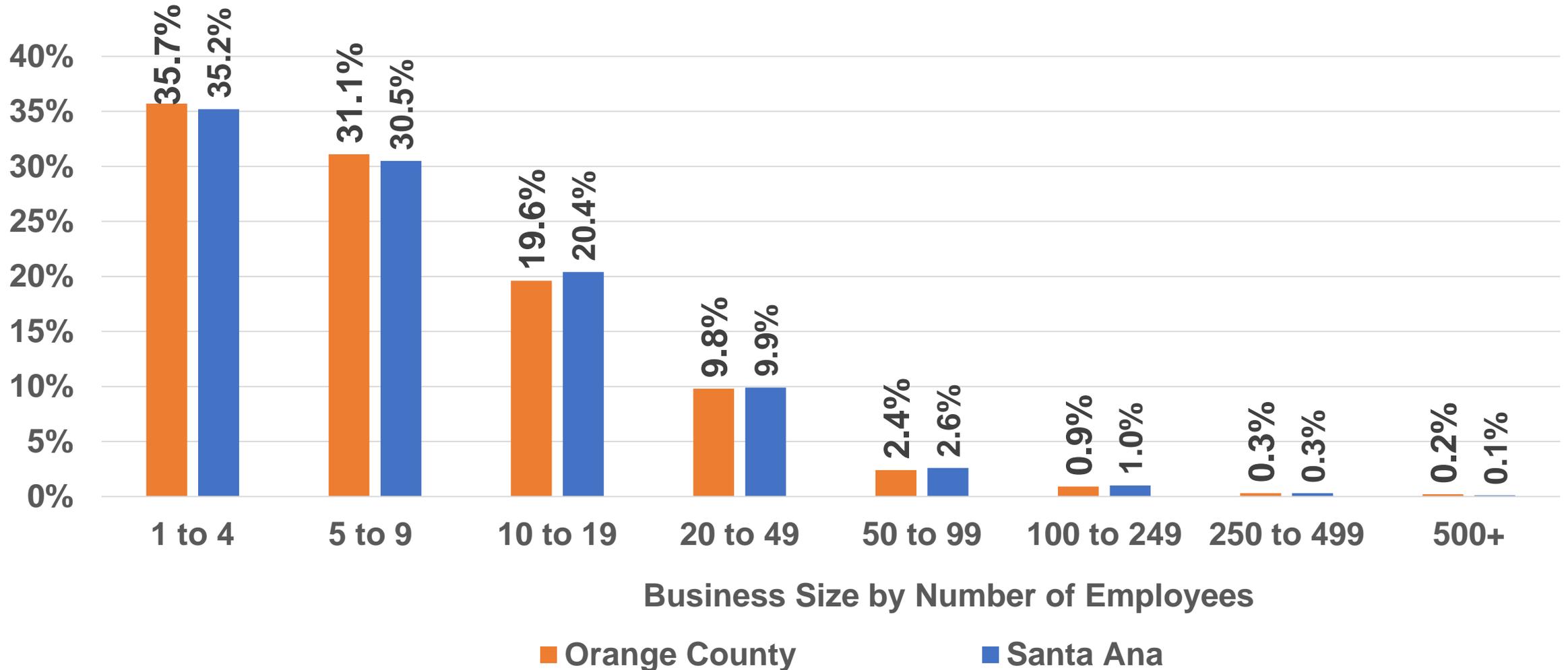
# Inflation-Adjusted Median Household Income in Orange County and Santa Ana, 2013-2023



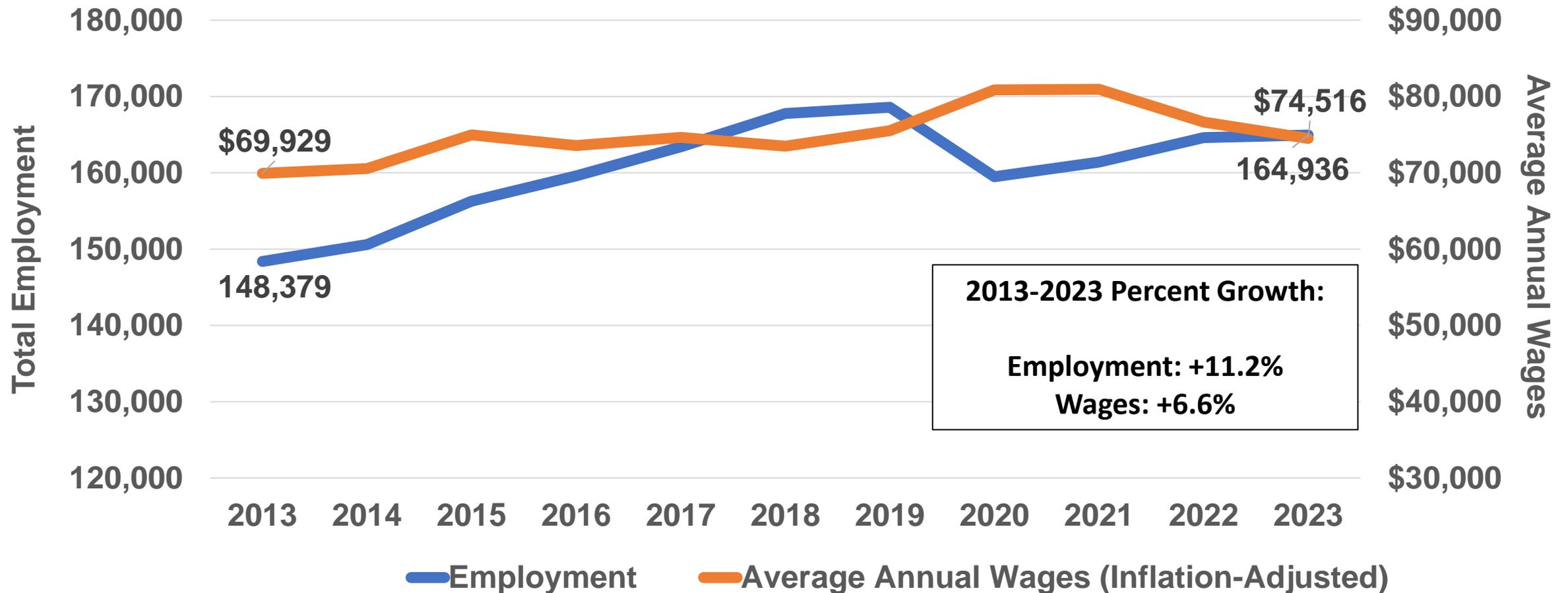
# Santa Ana Total Households and Housing Density, 2013-2023



# Size of Businesses in Santa Ana



# Total Employment and Average Annual Wages in Santa Ana, 2013-2023

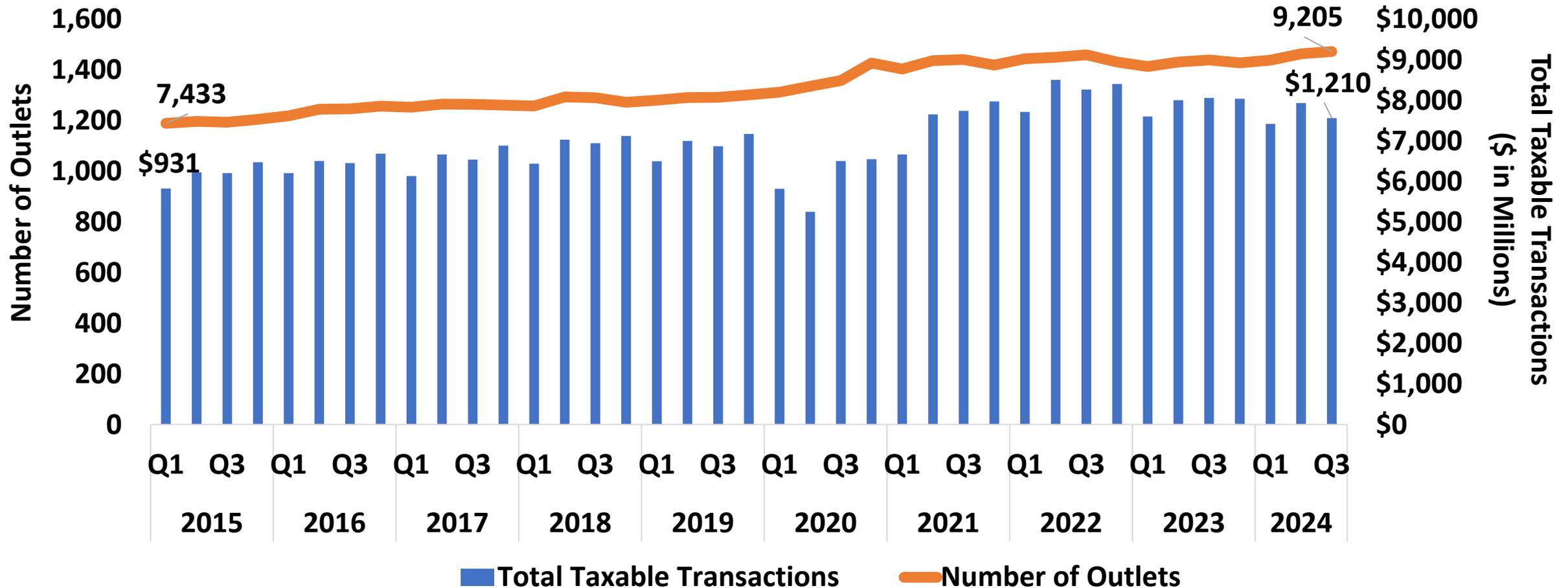


# Retail & Tourism Trends

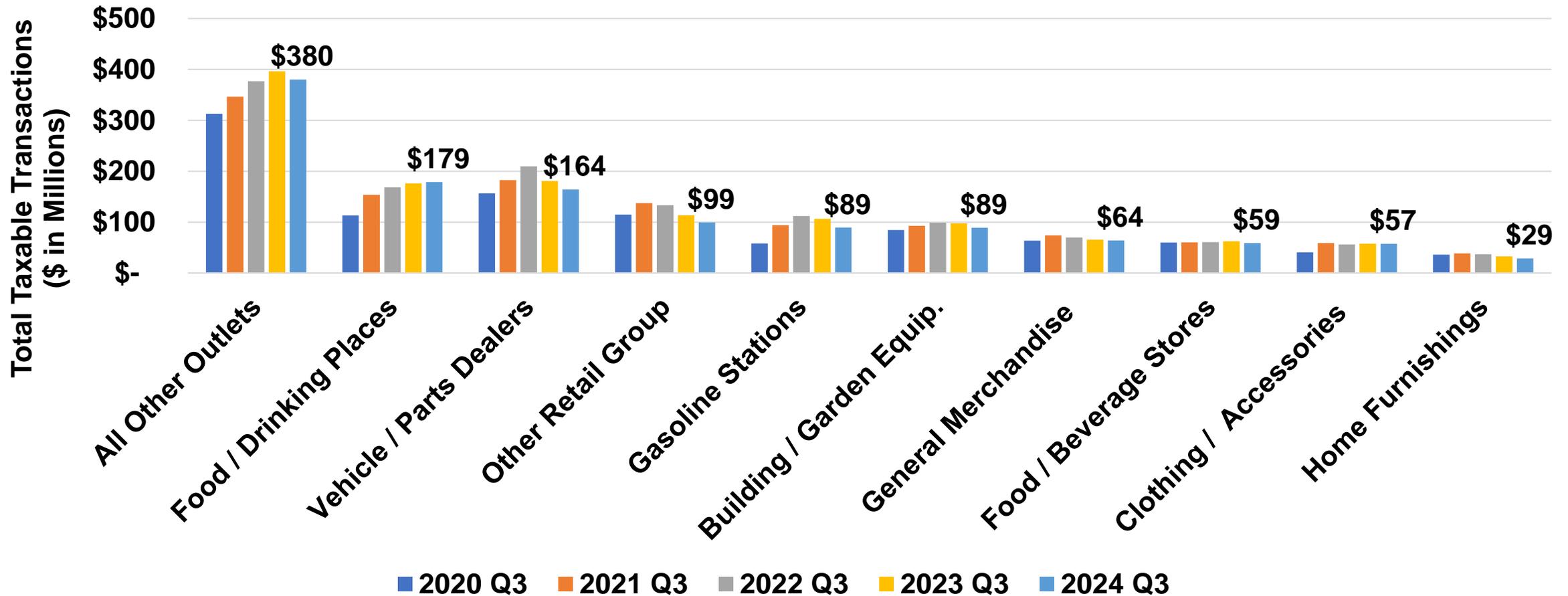
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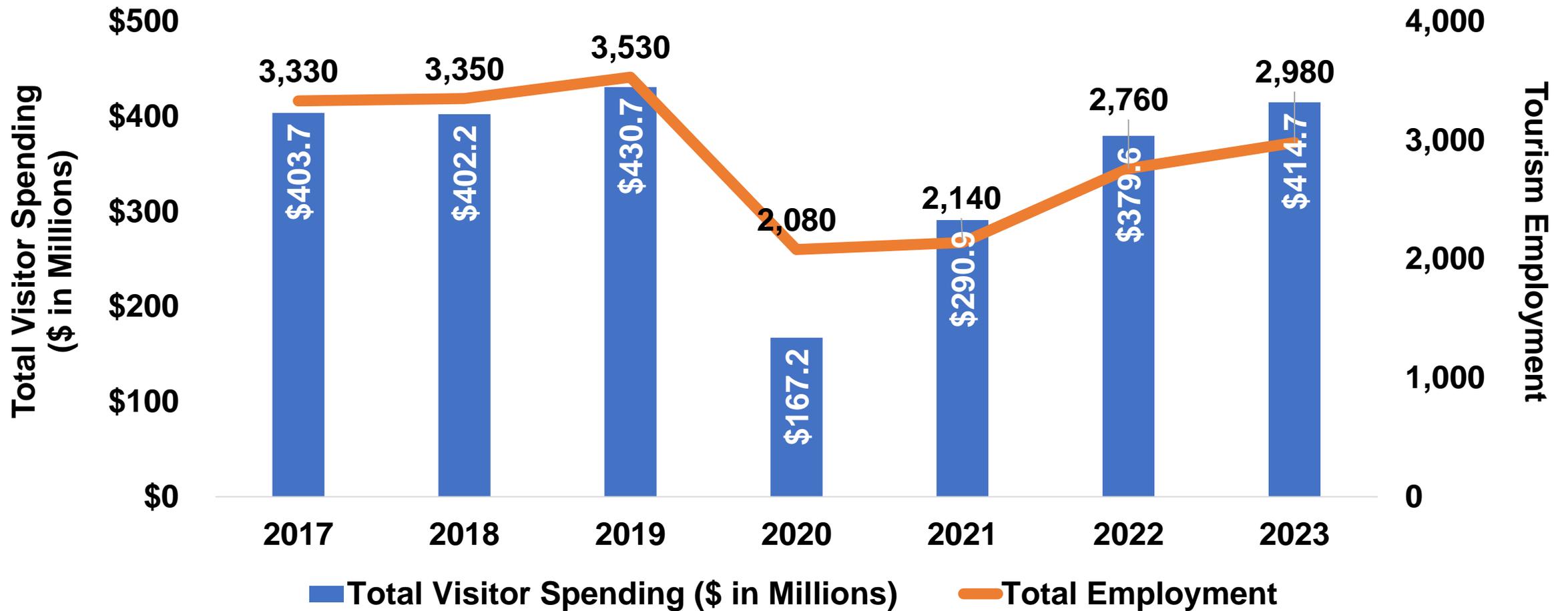
# Total Quarterly Retail Outlets and Taxable Transactions in Santa Ana



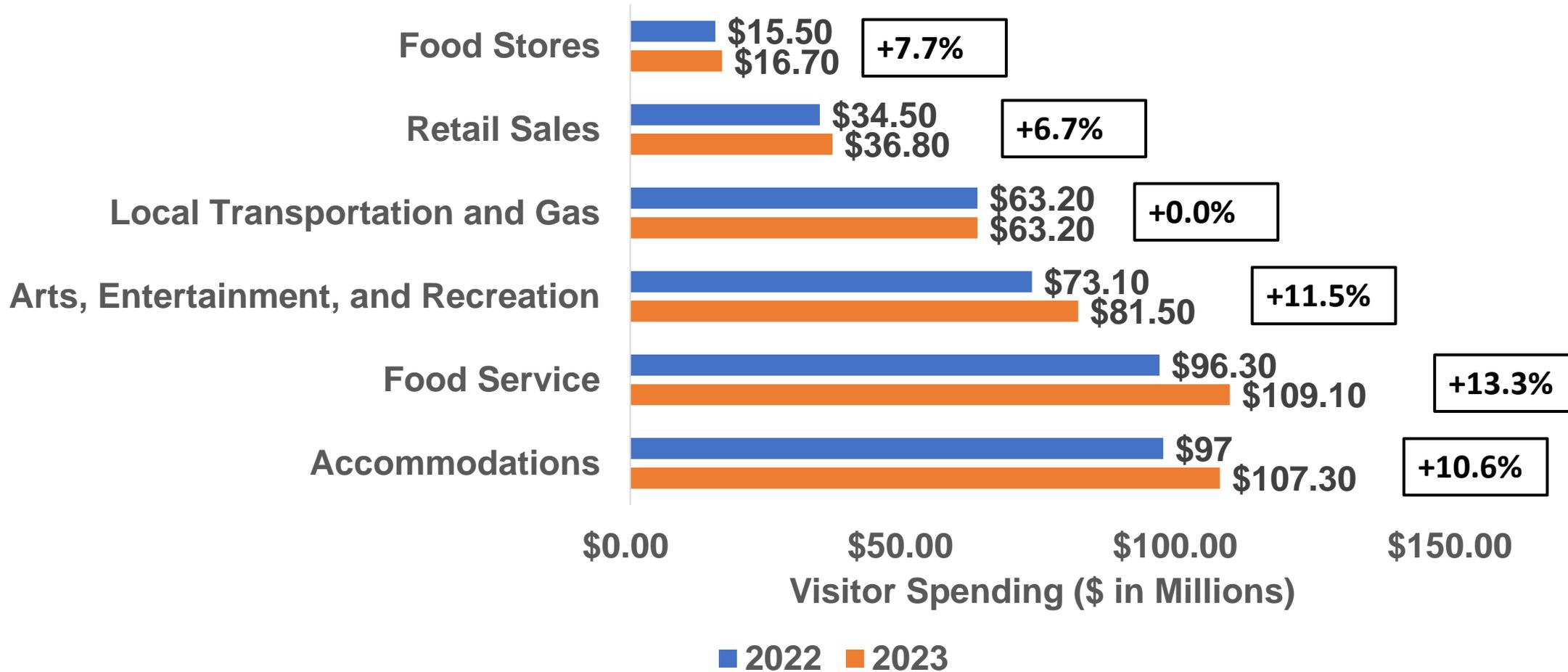
# Total Taxable Transactions by Retail Business Type in Santa Ana, Q3 2019 - Q3 2024



# Visitor Spending and Travel Industry Employment in Santa Ana, 2017-2023



# Visitor Spending by Commodity in Santa Ana, 2022-2023

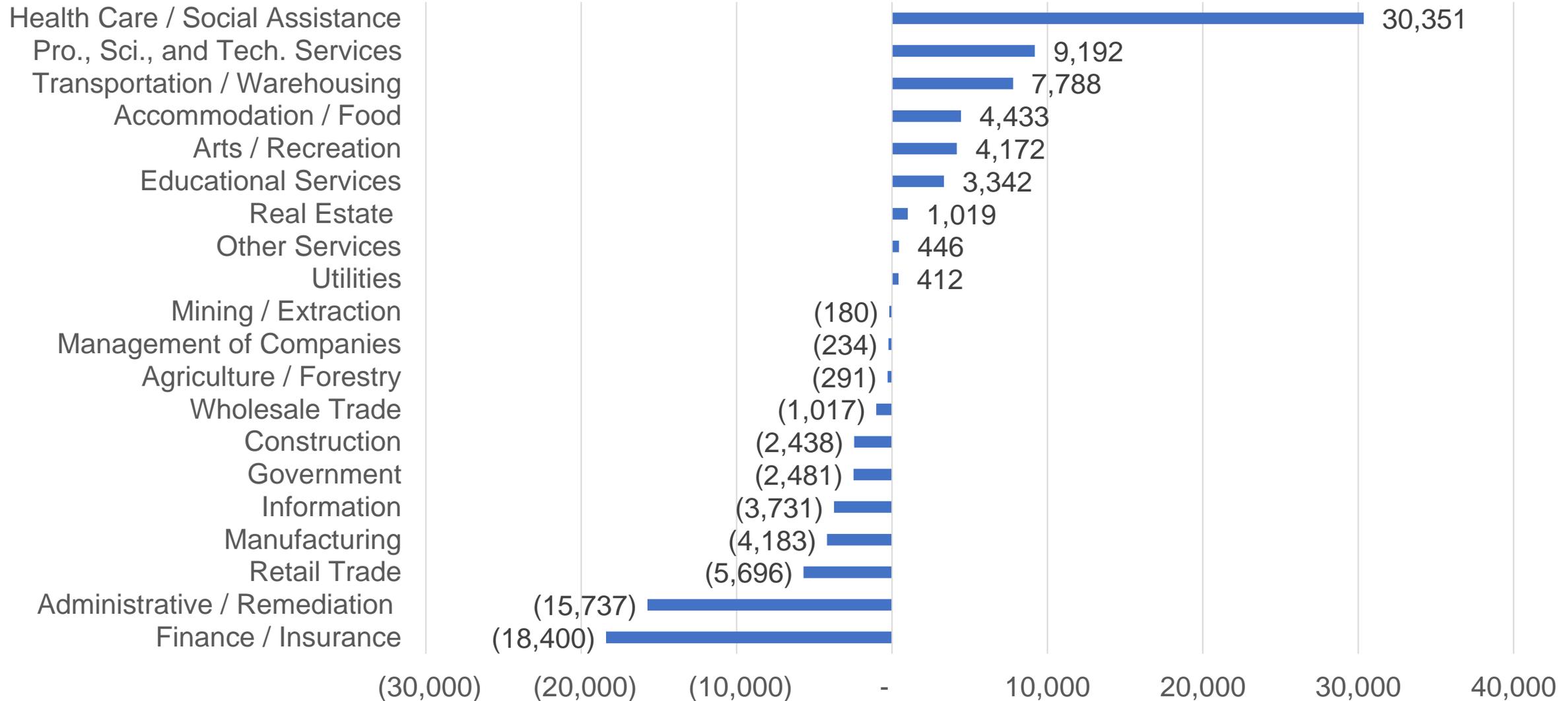


# Industry Cluster Trends

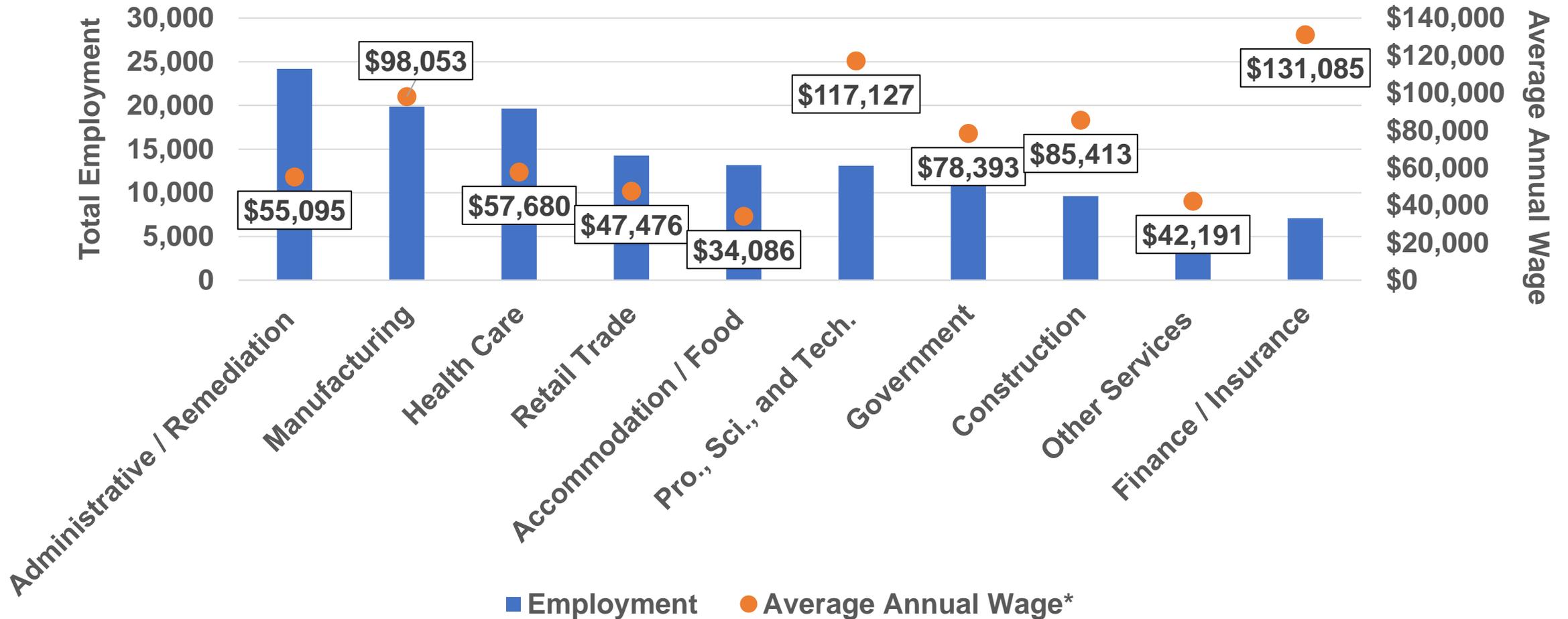
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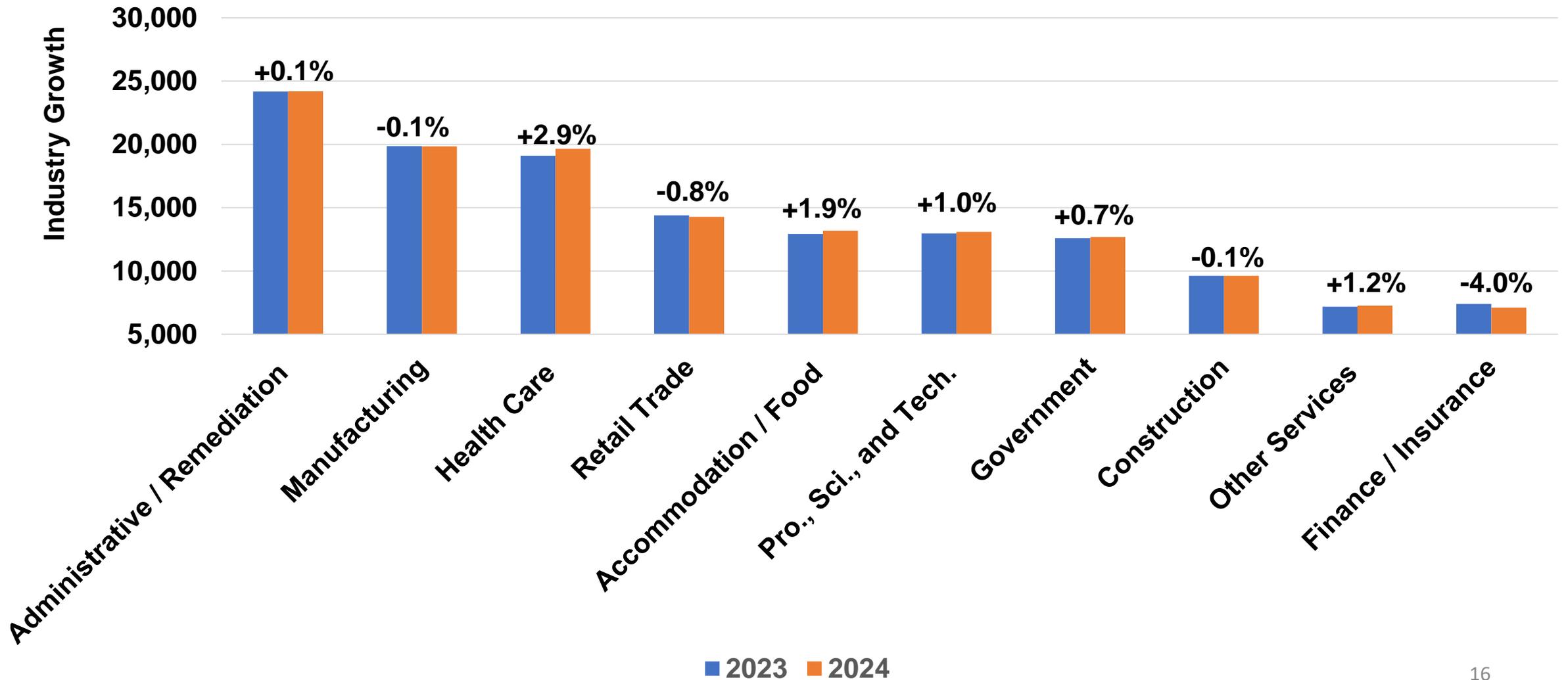
# Orange County Post-Pandemic Industry Employment Change, 2019-2024



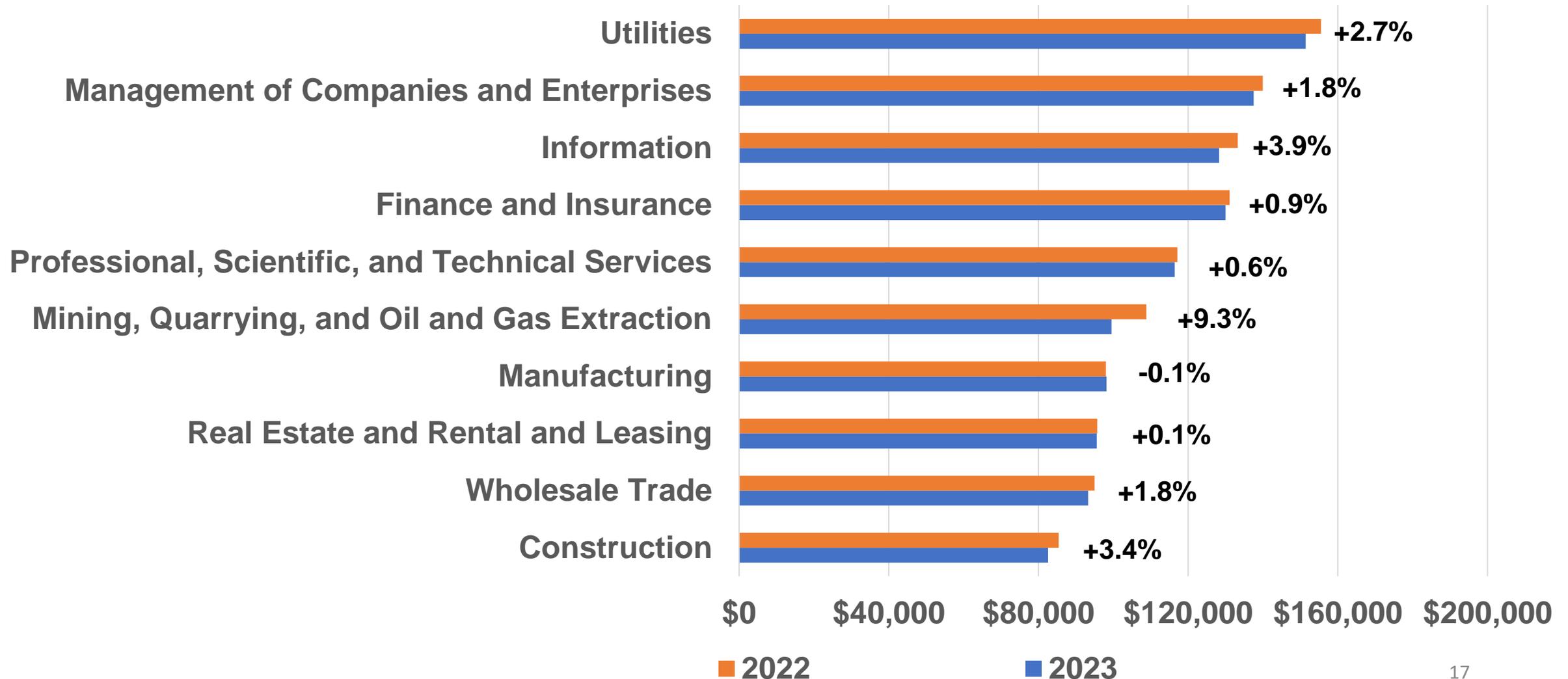
# Santa Ana Industry Employment and Average Wages, 2024



# Santa Ana Industry Growth, 2023-2024



# Santa Ana Industry Wage Growth, 2022-2023



# Industry Clusters in Santa Ana, 2023

	Score (out of 100)
<b>Information Technology and Analytical Instruments</b>	<b>69</b>
<b>Production Technology and Heavy Machinery</b>	<b>58</b>
<b>Local Government Services</b>	<b>45</b>
<b>Electric Power Generation and Transmission</b>	<b>44</b>
<b>Upstream Metal Manufacturing</b>	<b>40</b>
<b>Insurance Services</b>	<b>38</b>
<b>Local Education and Training</b>	<b>36</b>
<b>Local Commercial Services</b>	<b>35</b>
Local Financial Services	34
Oil and Gas Production and Transportation	32
Local Health Services	32
Financial Services	31
Biopharmaceuticals	30
Communications Equipment and Services	30
Environmental Services	30
Hospitality and Tourism	30
Local Hospitality Establishments	29

# Top 10 Santa Ana Industries by Location Quotient, 2023

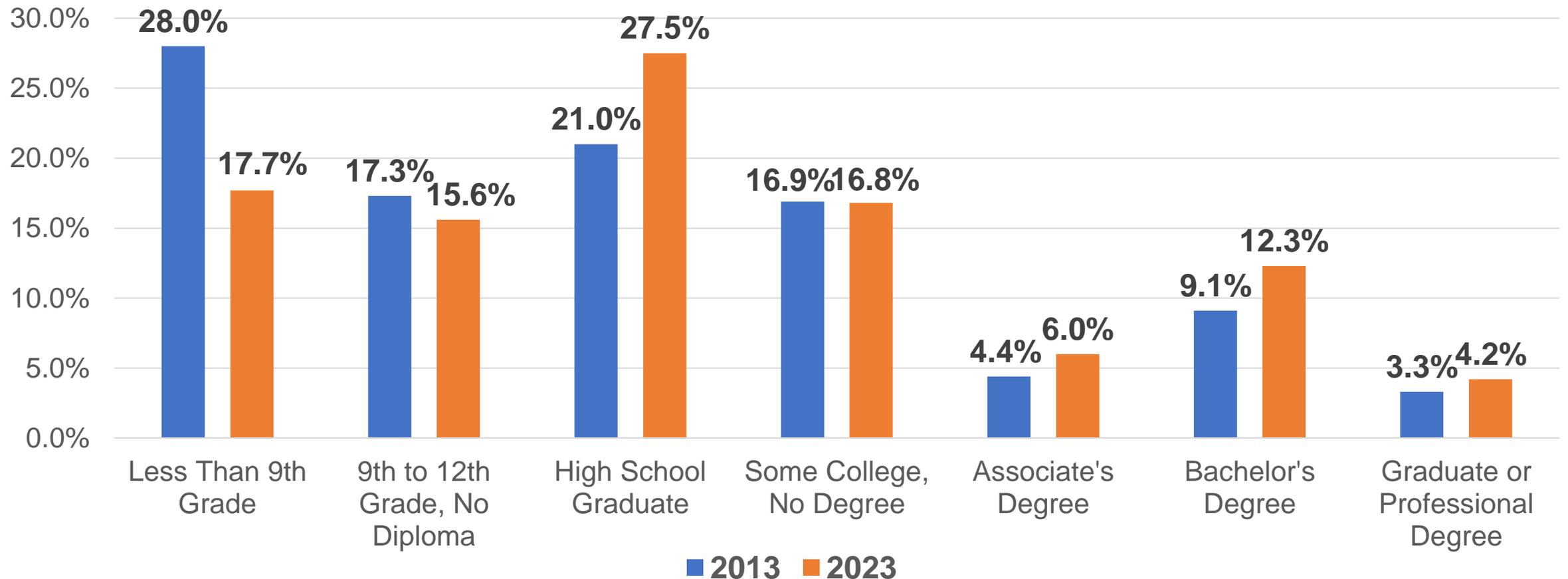
	<b>Jobs</b>	<b>Wages</b>	<b>Location Quotient</b>
Fluid Power Pump and Motor Manufacturing	1,369	\$127,701	75.91
Electromedical and Electrotherapeutic Apparatus Manufacturing	3,896	\$151,314	54.01
Nonferrous Forging	320	\$71,540	48.75
Computer Storage Device Manufacturing	554	\$130,978	41.39
Wood Office Furniture Manufacturing	257	\$61,504	16.24
Bolt, Nut, Screw, Rivet, and Washer Manufacturing	489	\$88,089	14.17
Cosmetology and Barber Schools	255	\$57,816	13.95
Bare Printed Circuit Board Manufacturing	359	\$67,780	13.59
Direct Title Insurance Carriers	830	\$148,707	12.98
Outpatient Mental Health and Substance Abuse Centers	3,503	\$55,748	11.40

# Labor Market Trends

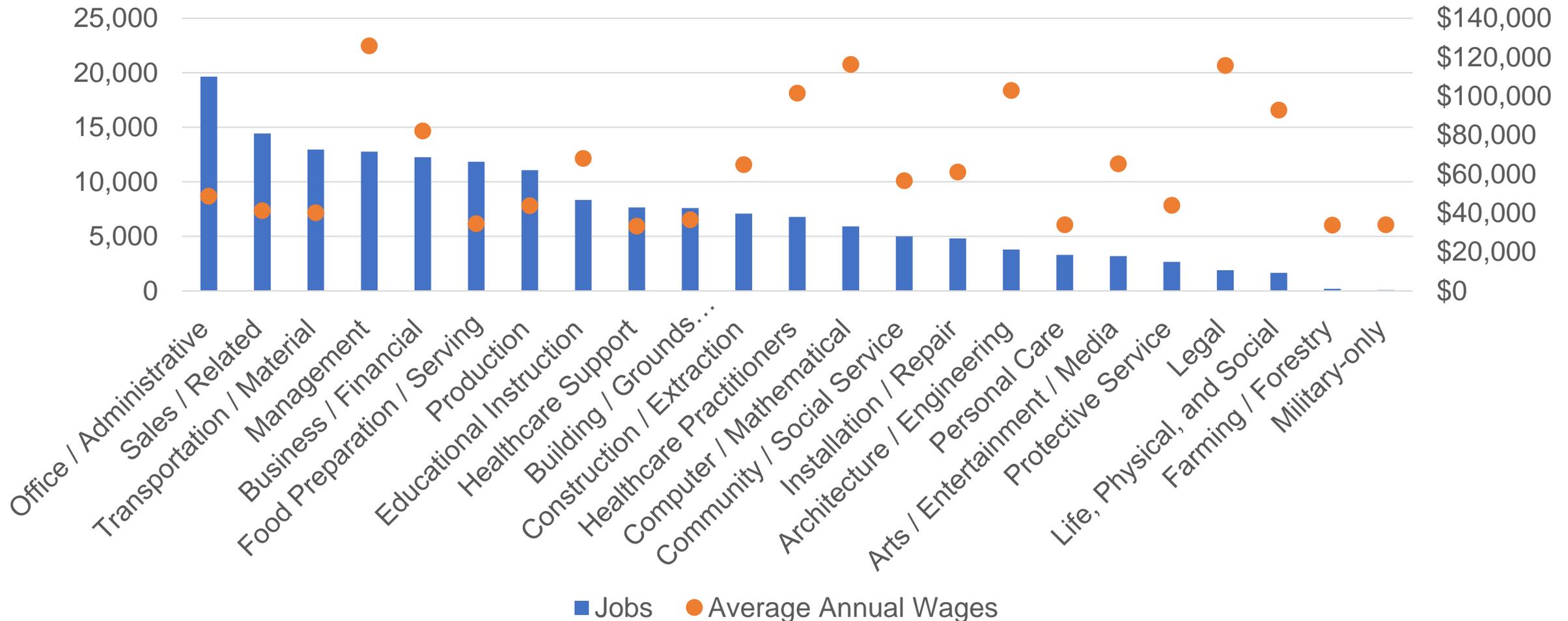
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# Educational Attainment Growth in Santa Ana, 2013-2023



# Total Employment and Average Annual Wages by Major Occupational Group in Santa Ana, 2023

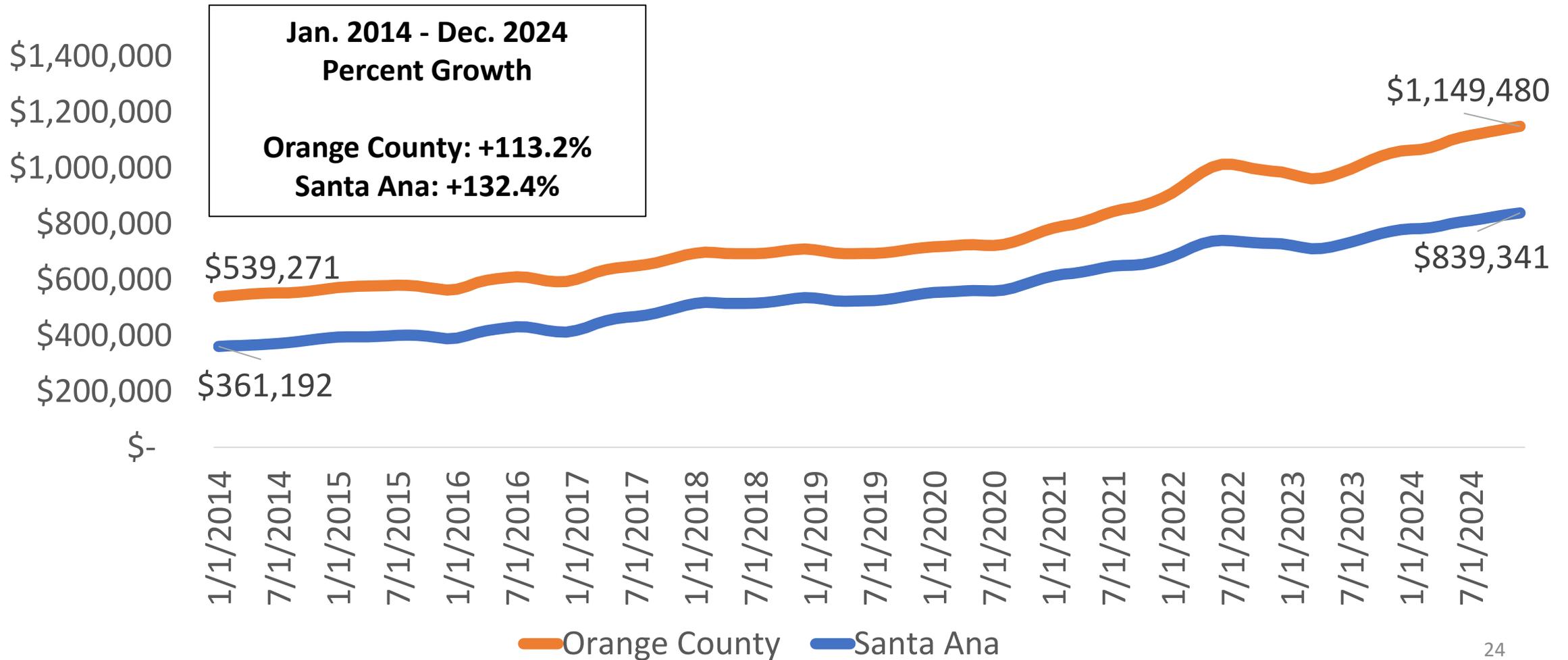


# Housing Trends

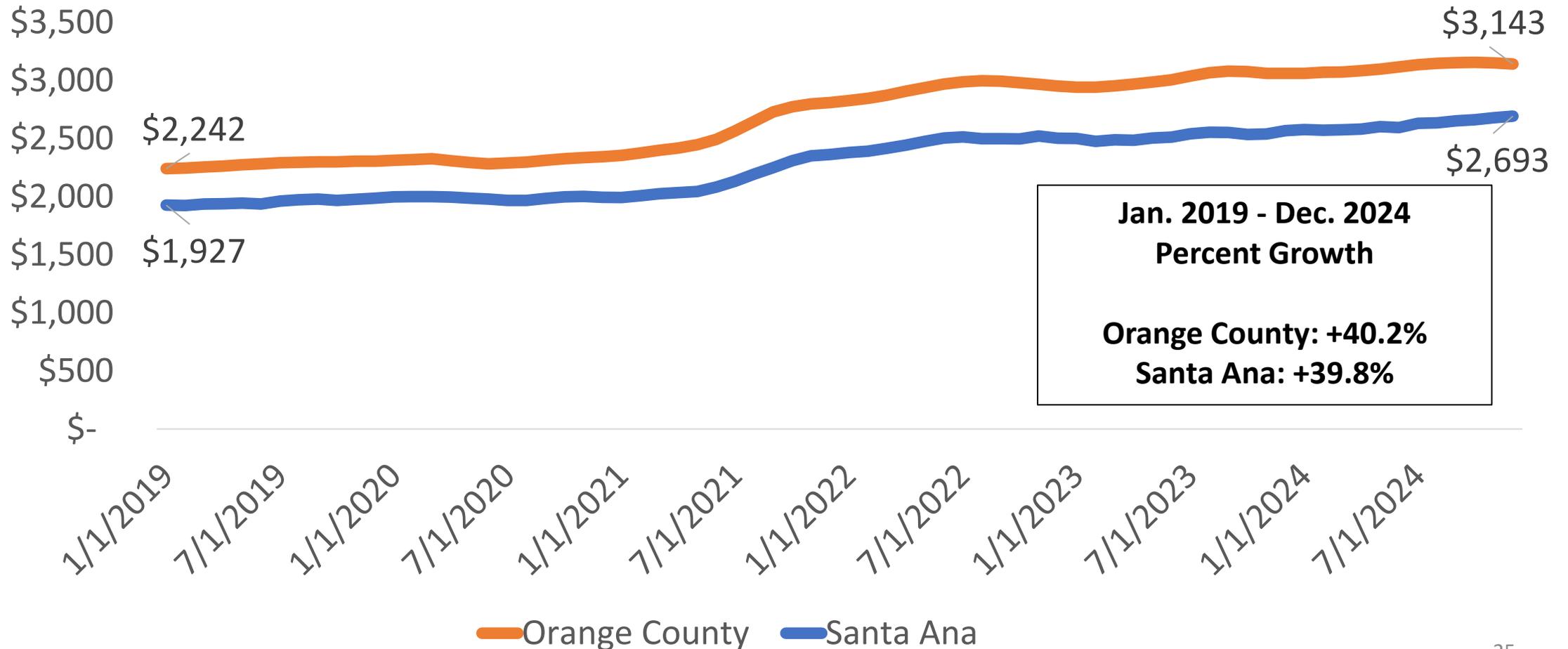
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# Monthly Home Value in Orange County and Santa Ana, 2014-2024



# Monthly Market Rental Rate in Orange County and Santa Ana, 2019-2024

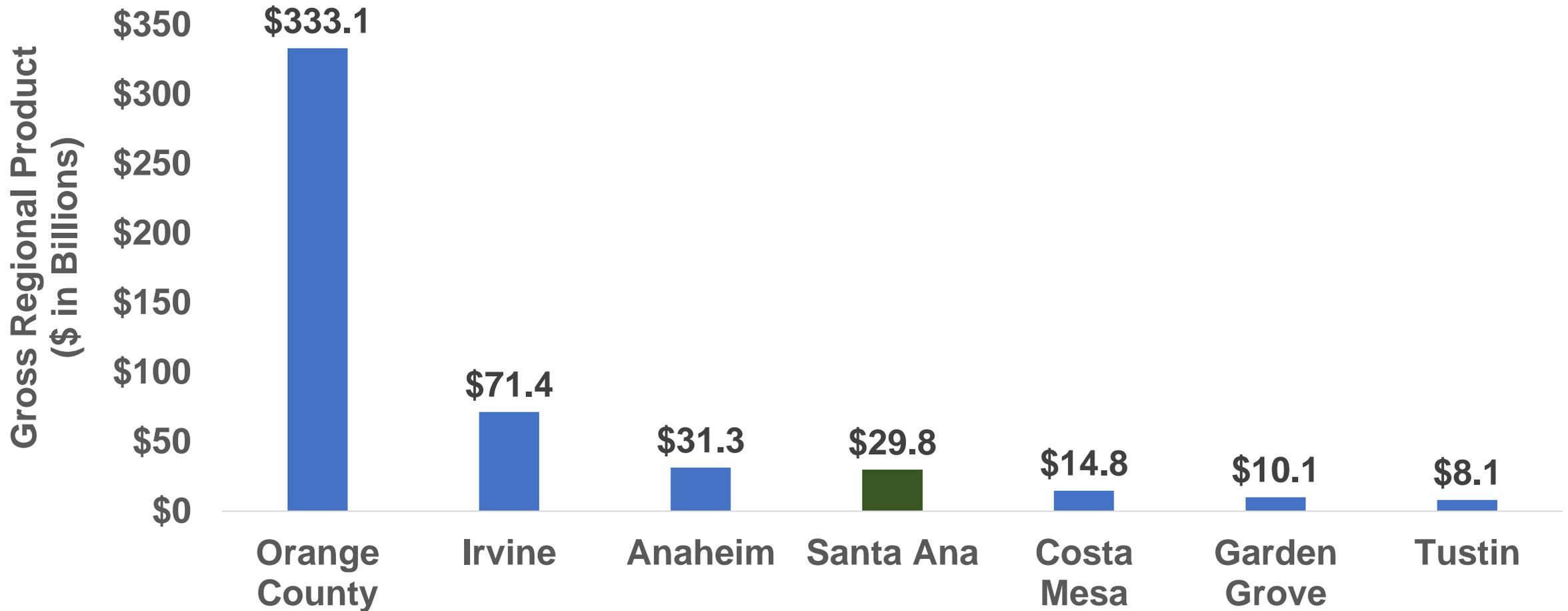


# Key Economic Development Factors and Drivers

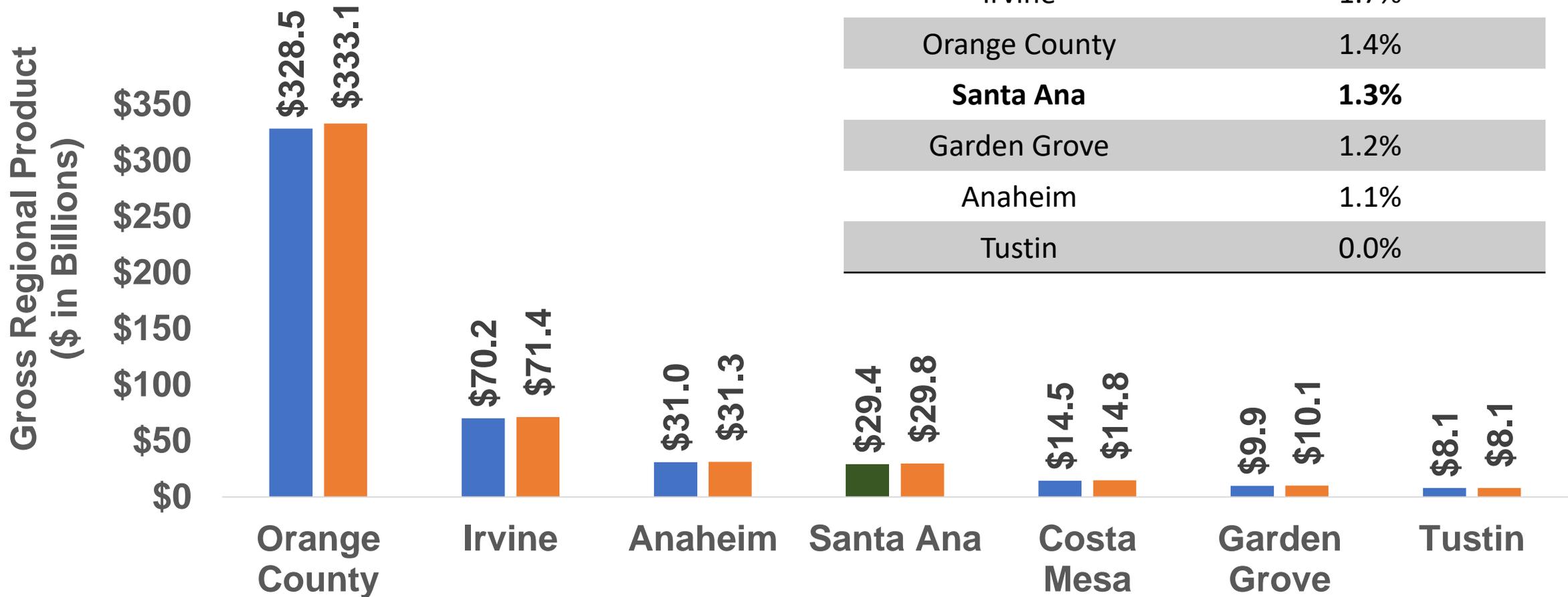
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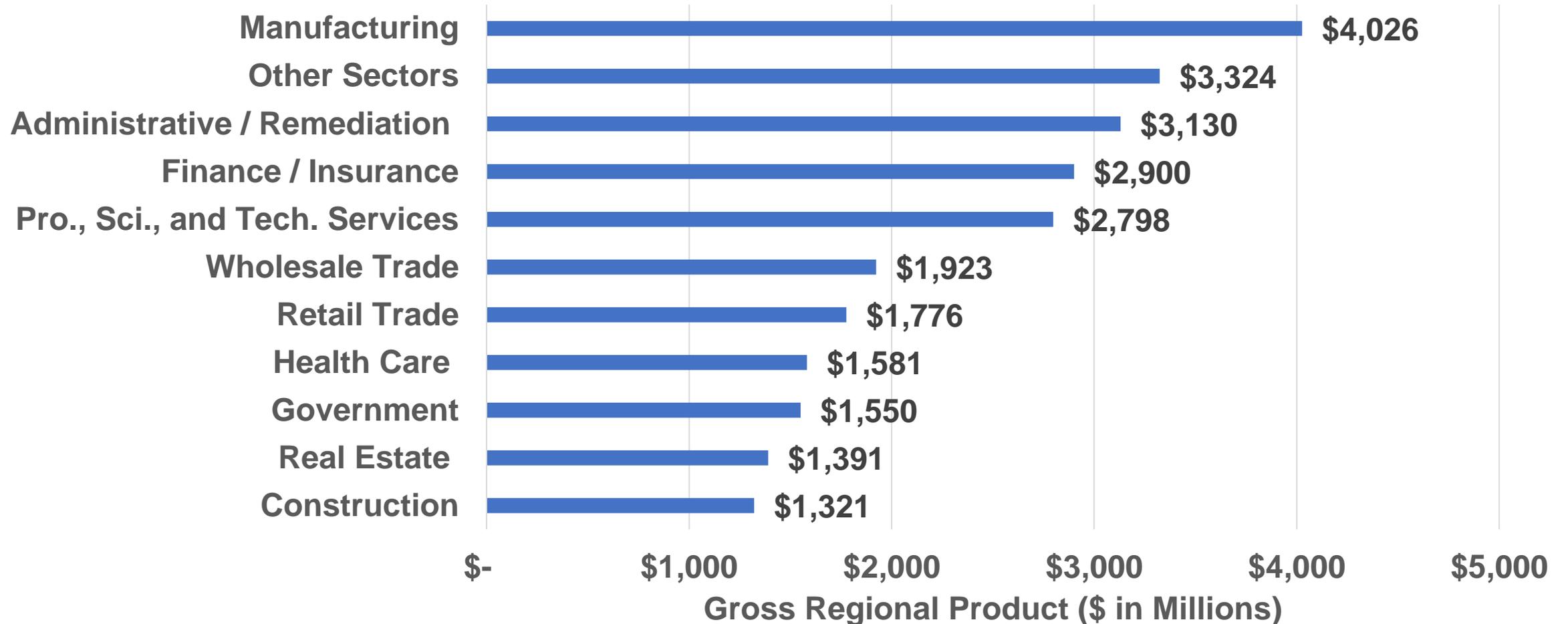
# Gross Regional Product in Santa Ana and Regional Peers, 2024



# Gross Regional Product Growth in Santa Ana and Peer Regions, 2023-2024



# Gross Regional Product by Industry in Santa Ana, 2024



# Industries in Santa Ana by Gross Regional Product Growth, 2023-2024

	2023 GRP	2024 GRP	Change
Information	\$612	\$730	19.4%
Accommodation and Food Services	\$783	\$845	7.9%
Utilities	\$532	\$558	4.9%
Government	\$1,481	\$1,550	4.7%
Professional, Scientific, and Technical Services	\$2,689	\$2,798	4.0%
Other Services	\$465	\$477	2.6%
Health Care and Social Assistance	\$1,541	\$1,581	2.6%
Construction	\$1,300	\$1,321	1.6%
Real Estate and Rental and Leasing	\$1,377	\$1,391	1.0%
Manufacturing	\$3,993	\$4,026	0.8%
Wholesale Trade	\$1,914	\$1,923	0.5%

# Industries in Santa Ana by Gross Regional Product Decline, 2023-2024

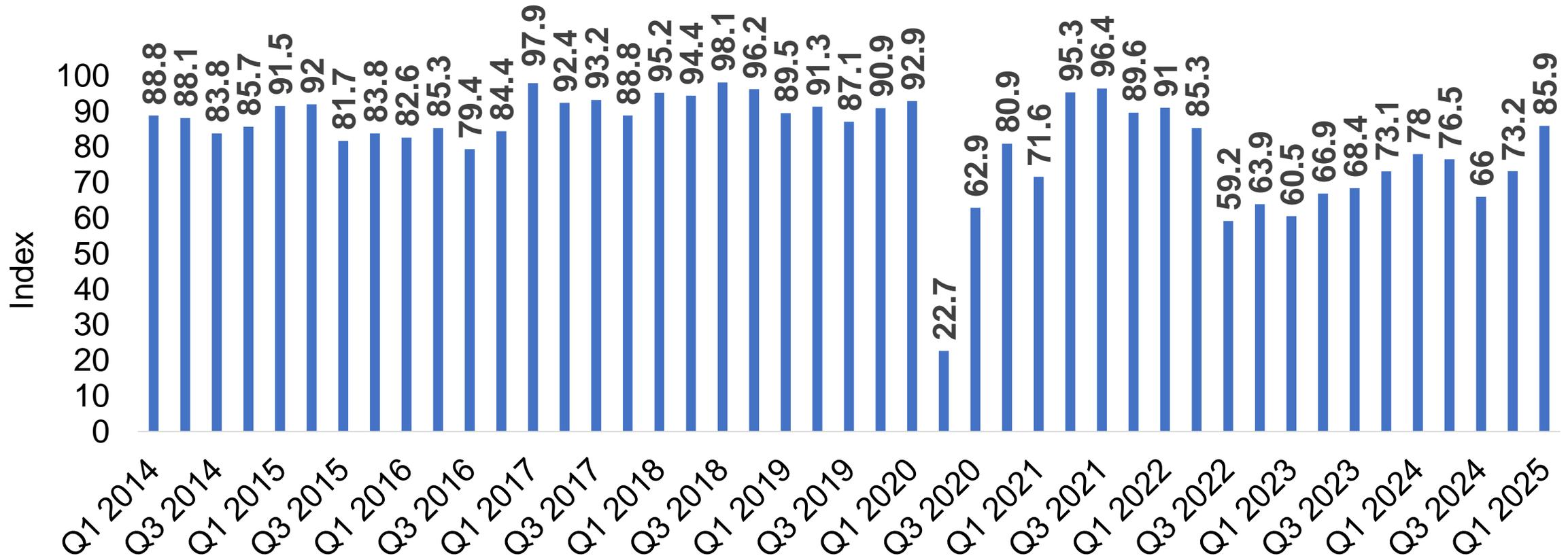
	2023 GRP	2024 GRP	Change
Finance and Insurance	\$2,902	\$2,900	-0.1%
Educational Services	\$295	\$295	-0.1%
Other Vectors	\$3,348	\$3,324	-0.7%
Management of Companies	\$610	\$606	-0.8%
Retail Trade	\$1,799	\$1,776	-1.3%
Transportation and Warehousing	\$429	\$423	-1.3%
Administrative / Remediation Services	\$3,176	\$3,130	-1.4%
Agriculture, Forestry, Fishing and Hunting	\$15	\$14	-3.3%
Arts, Entertainment, and Recreation	\$120	\$108	-10.2%
Mining / Gas Extraction	\$28	\$24	-14.7%

# Economic Forecast

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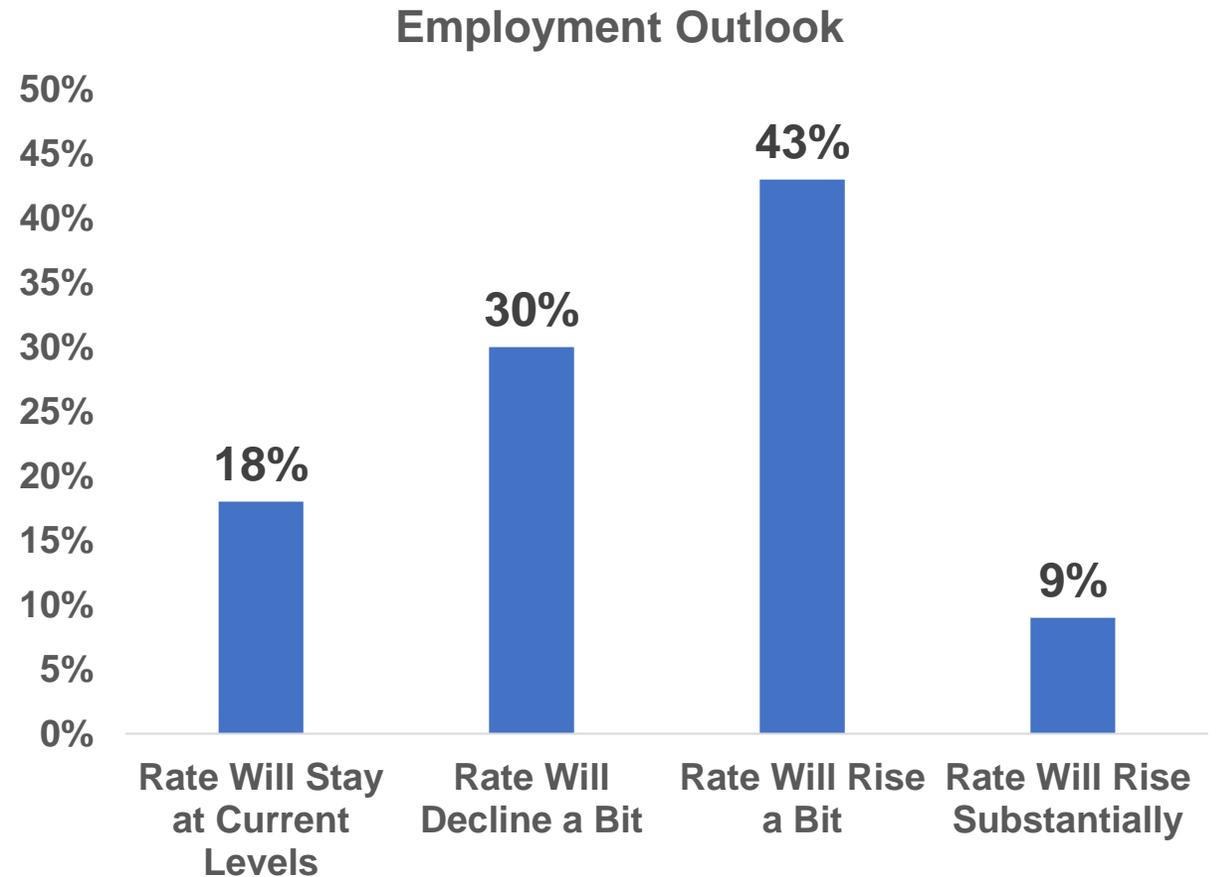
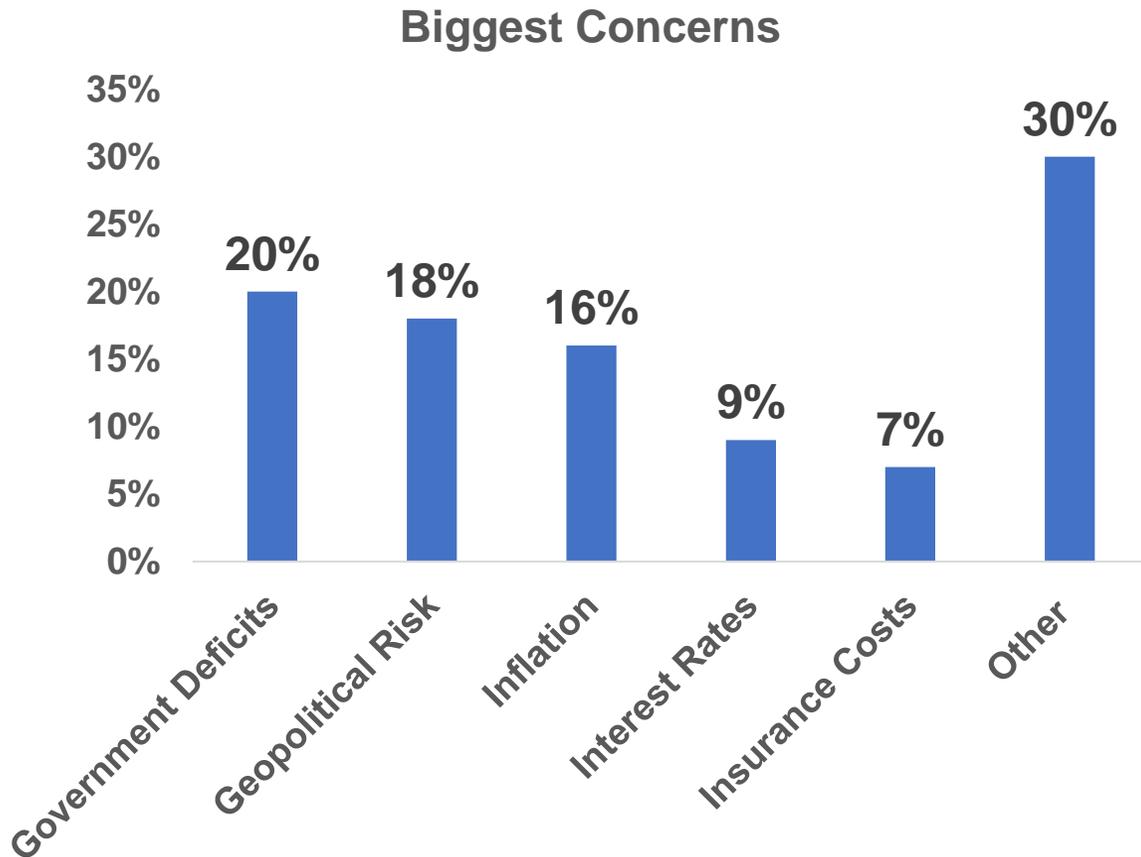


# Orange County CSUF Business Expectations Index



**An index above 50 indicates expansion**

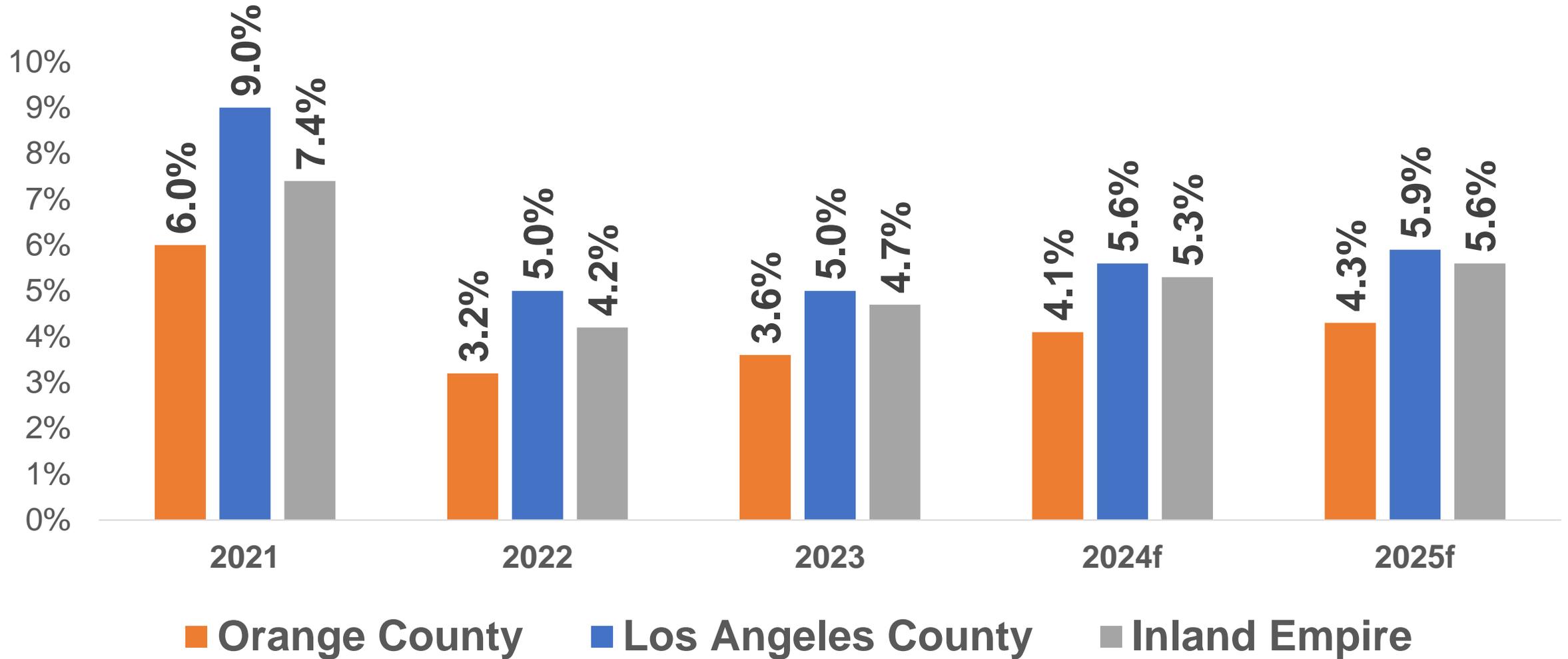
# Orange County Executive's Biggest Concerns and Employment Outlook



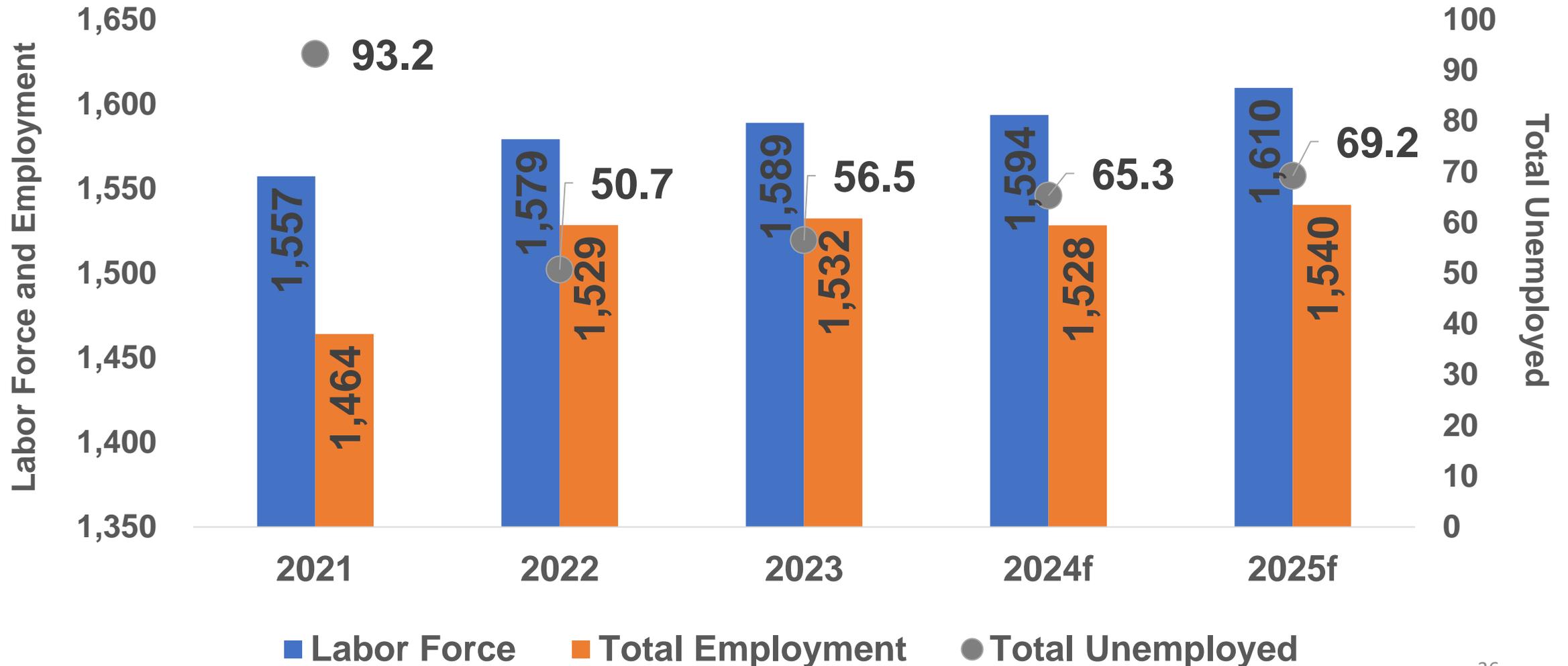
Source: California State University, Fullerton; Woods Center for Economic Analysis and Forecasting

\*Other includes CA Regulatory Burdens, New Presidential Actions, Wage Inflation, Available Candidates, Change in Government Leadership, Labor Costs, Undue Union Work Rules, Affordability, Tariffs, Deportations)

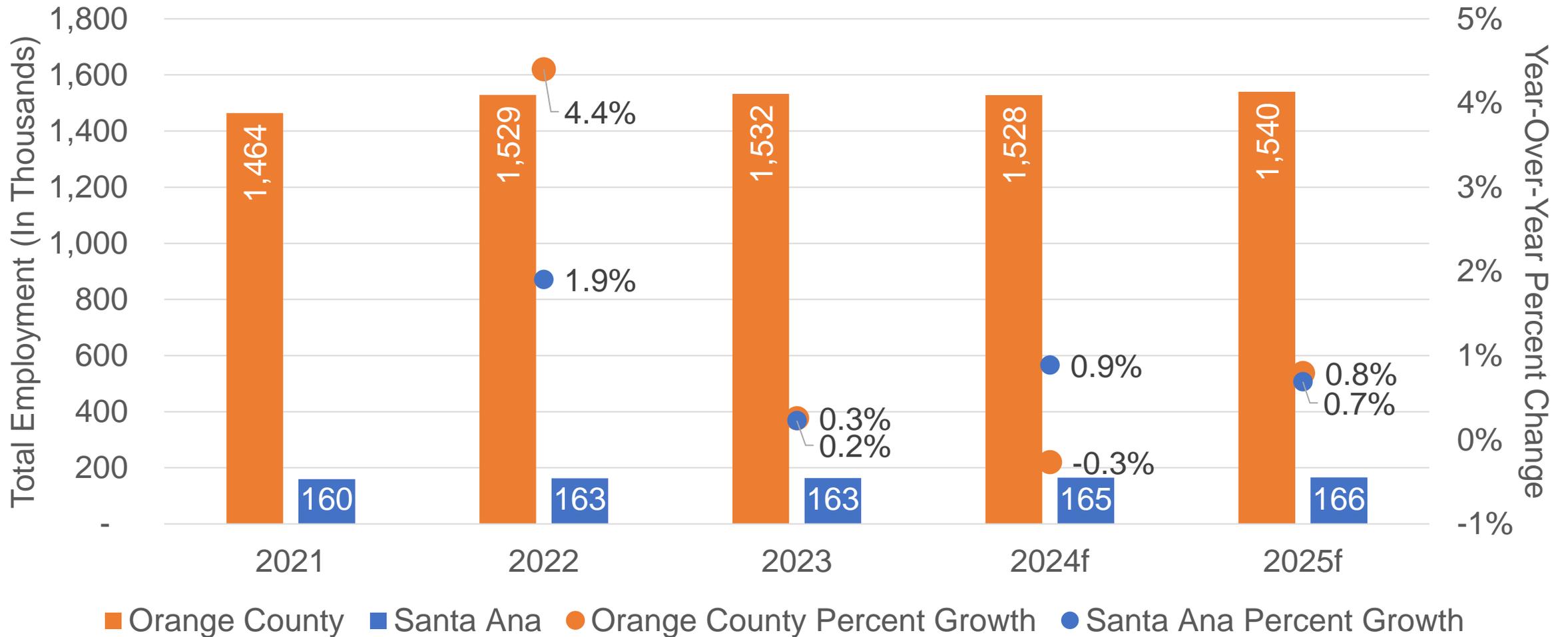
# Southern California Regional Employment Forecasts, 2021-2025f



# Orange County Labor Market Forecast, 2021-2025



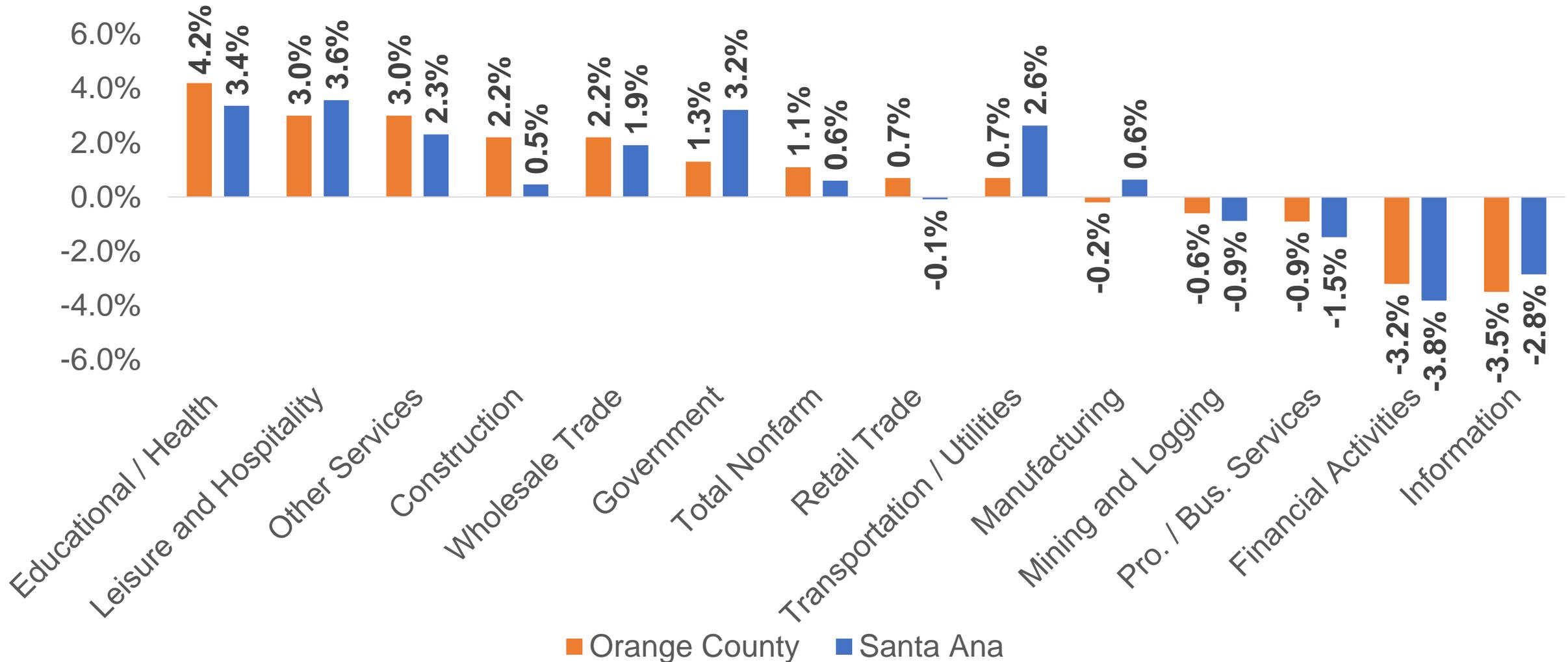
# Orange County and Santa Ana Employment Forecast, 2021-2025



# Orange County and Santa Ana Employment Forecast, 2021-2025

	2021	2022	2023	2024f	2025f
Orange County	1,464,100	1,528,500	1,532,400	1,528,300	1,540,400
<i>Orange County Percent Growth</i>		4.4%	0.3%	-0.3%	0.8%
Santa Ana	159,741	162,780	163,149	164,595	165,728
<i>Santa Ana Percent Growth</i>		1.9%	0.2%	0.9%	0.7%

# Orange County and Santa Ana 3-Year Average Employment Forecast by Industry (2023-2025)

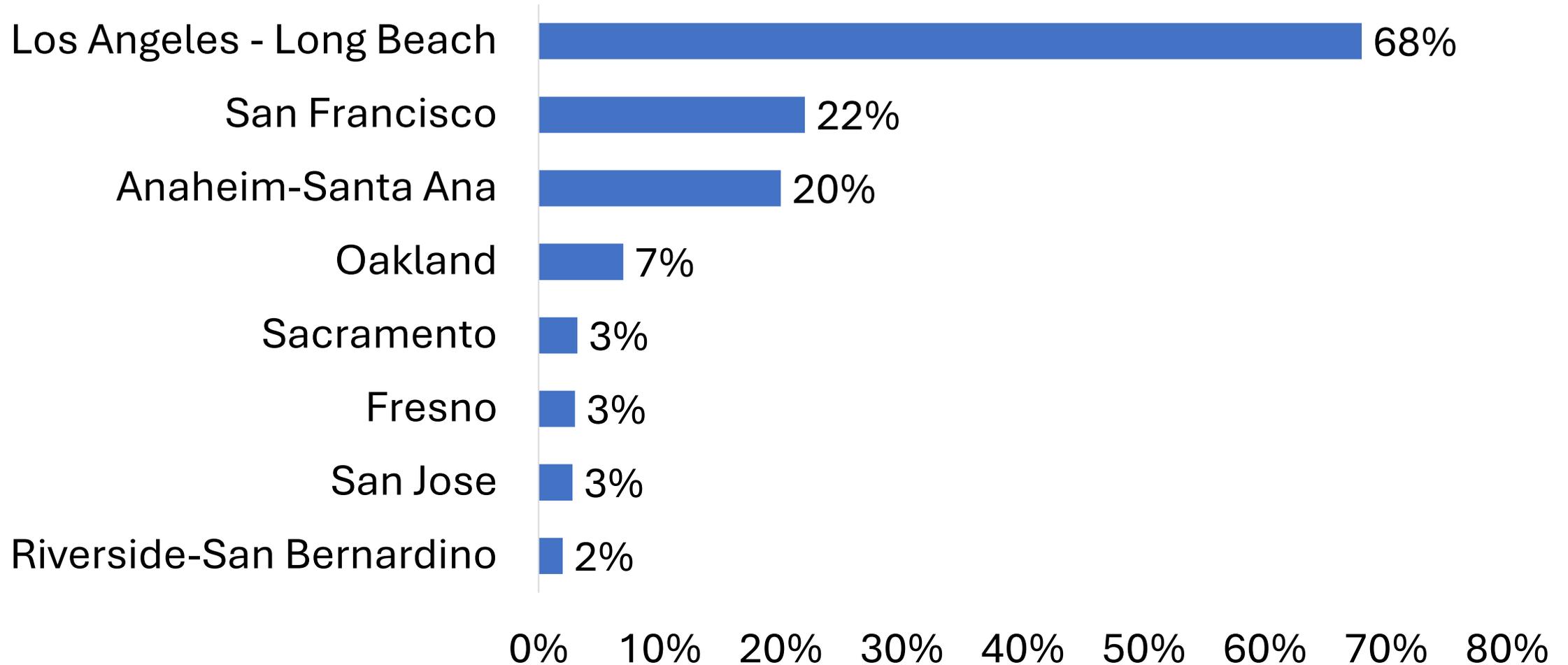


# International Visitor Spending By Region, 2023

Region	Total International Visitor Spend		Mexico Visitor Spend*		
	Spending (\$ in B)	%	Spending (\$ in B)	%	Index
Central Coast	\$0.828	3.7%	\$0.082	2.0%	55
<b>Central Valley</b>	<b>\$0.278</b>	<b>1.2%</b>	<b>\$0.057</b>	<b>1.4%</b>	<b>113</b>
Deserts	\$0.861	3.8%	\$0.088	2.2%	57
Gold Country	\$0.168	0.7%	\$0.028	0.7%	92
High Sierra	\$0.238	1.1%	\$0.026	0.6%	61
<b>Inland Empire</b>	<b>\$0.308</b>	<b>1.4%</b>	<b>\$0.118</b>	<b>2.9%</b>	<b>212</b>
Los Angeles	\$8.113	36.0%	\$1.162	28.6%	79
North Coast	\$0.037	0.2%	\$0.002	0.1%	36
<b>Orange County</b>	<b>\$2.219</b>	<b>9.8%</b>	<b>\$0.563</b>	<b>13.8%</b>	<b>141</b>
<b>San Diego</b>	<b>\$3.062</b>	<b>13.6%</b>	<b>\$1.422</b>	<b>34.9%</b>	<b>257</b>
San Francisco Bay Area	\$6.407	28.4%	\$0.519	12.8%	45
Shasta Cascade	\$0.030	0.1%	\$0.002	0.1%	45
<b>Total California</b>	<b>\$22.549</b>	<b>100%</b>	<b>\$4.069</b>	<b>100%</b>	

# Destinations Visited

Mexico Air – US Destinations Visited



An aerial photograph of a city at dusk, showing a grid of streets and buildings. The sky is a mix of blue and orange, and city lights are visible in the distance. A large blue rectangular box is overlaid in the upper center, containing the text "Thank You!" in orange. The city below features a mix of architectural styles, including older brick buildings and more modern structures. A prominent white building with a clock tower is visible in the lower center. The overall scene is a vibrant urban landscape.

Thank You!