

Role Profile for the Orange County Register

Part 1: Individual and Organizational Profile

- Journalist
 - Name of newspaper
 - Orange County Register
 - Prominent issues covered by the newspaper
 - Orange County government and elections
 - Reasonably priced housing and homelessness
 - Crime, courts, and public safety
 - Business, jobs, real estate, and consumer costs
 - Education and local schools
 - Transportation and traffic
 - Wildfire, drought, water, beaches, and coastal development
 - Professional, college, and high-school sports
 - Entertainment, dining, and community events

– Source: [Orange County Register website](#)
 - Print and digital audience
 - About 25,700 in reported 2024 daily circulation for the Register edition.
 - This audited figure is not a clean count of unique Orange County subscribers because several Southern California News Group papers are reported as editions of the Register.
 - A separate, current OC Register-only digital subscription total is not publicly disclosed.
 - Southern California News Group reports more than 5.84 million digital views throughout the greater Southern California region.

– Source: [Southern California News Group company profile](#)
 - Ownership and editorial identity
 - Owned by Southern California News Group, part of MediaNews Group; Alden Global Capital is the ultimate owner.
 - The opinion pages have a long-standing libertarian and conservative tradition, including skepticism toward taxes, regulation, and expansive government.

- News reporting should still be separated from editorial positions and should fairly represent Orange County's politically mixed audience.
- Source: [Orange County Register background and ownership](#)
- Identify constituents and target audience
 - Primary audience
 - Orange County residents and voters
 - Homeowners and renters
 - Parents, students, and educators
 - Commuters and transit users
 - Small-business owners and employees
 - Sports fans and readers intrigued by local culture and entertainment
 - Community leaders, local elected officials, and civic orgs.
 - Regions with the highest concentrations of the target audience
 - Orange County is the centralized market.
 - North and central Orange County include major population centers such as Anaheim, Santa Ana, Garden Grove, Fullerton, and Orange.
 - Coastal and the South County cities, including Huntington Beach, Newport Beach, Irvine, Mission Viejo, Laguna Niguel, and San Clemente, are also important areas of importance.
 - Digital stories can reach readers throughout the wider Southern California region.

Part 2 Constituent Profile

- Economics
 - Prominent industries
 - 1. Health care and social assistance
 - 2. Tourism, hospitality, and entertainment
 - 3. Professional and business services
 - 4. Technology and advanced manufacturing
 - 5. Finance, real estate, and construction
 - 6. Retail and trade
 - Source: [U.S. Census Bureau QuickFacts business and economy data](#)
 - Unemployment rate, income levels, poverty rate, and housing costs
 - The current unemployment rate in Orange County, CA is 4.2% in July 2026, compared to the 5.2% in Los Angeles, CA
 - Median household income: \$116,289 in 2020-2024.
 - Per capita income: \$54,557 in 2020-2024.
 - Poverty rate: 9.7%.
 - Median value of owner-occupied housing units: \$962,600.
 - Median gross rent: \$2,434.
 - Median monthly owner cost with a mortgage: \$3,385.

- Source: <https://usafacts.org/answers/what-is-the-unemployment-rate/county/orange-county-ca/>
- Source: https://www.bls.gov/eag/eag.ca_losangeles_md.htm
- Source: [U.S. Census Bureau QuickFacts for Orange County](#)

- Demographics

- Population

- Population estimate on July 1, 2025: 3,149,507.
 - The estimated population declined 1.2% from the April 2020 estimate base.
 - Orange County had about 4,020 residents per square mile in the 2020 Census.
 - Source: [U.S. Census Bureau QuickFacts for Orange County](#)

- Race and ethnicity

- White alone: 62.9%.
 - White alone, not Hispanic or Latino: 35.5%.
 - Hispanic or Latino: 34.5%.
 - Asian alone: 25.0%.
 - Black alone: 2.4%.
 - American Indian and Alaska Native alone: 3.2%.
 - Native Hawaiian and Other Pacific Islander alone: 0.4%.
 - Two or more races: 6.0%.
 - *Hispanic or Latino identity can overlap the Census race categories.*
 - Source: [U.S. Census Bureau QuickFacts for Orange County](#)

- Age, sex, language, and education

- People under age 18: 19.5%.
 - People age 65 and older: 18.5%.
 - Female population: 51.1%.
 - Foreign-born population: 30.4%.
 - People age 5 and older who speak a language other than English at home: 46.4%.
 - High-school graduate or higher among people age 25 and older: 87.1%.
 - Bachelor's degree or higher among people age 25 and older: 44.1%.
 - Source: [U.S. Census Bureau QuickFacts for Orange County](#)

- Urban and rural breakdown

- Orange County is overwhelmingly urban and suburban rather than rural.
 - Its cities form a dense metropolitan area connected to the larger Los Angeles region.
 - Rural or undeveloped areas are concentrated mainly in foothills, canyons, regional parks, and protected open space.
 - Large population centers include Anaheim, Santa Ana, Irvine, Huntington Beach, Garden Grove, and Fullerton.
 - Source: [U.S. Census Bureau QuickFacts population density](#)

- Politics

- Partisan voter registration
 - Total registered voters as of May 18, 2026: 1,907,785.
 - Democratic: 694,281 registered voters, or 36.39%.
 - Republican: 644,439 registered voters, or 33.78%.
 - No Party Preference: 446,513 registered voters, or 23.40%.
 - American Independent: 79,542 registered voters, or 4.17%.
 - Green: 7,789 registered voters, or 0.41%.
 - Libertarian: 20,999 registered voters, or 1.10%.
 - Peace and Freedom: 10,032 registered voters, or 0.53%.
 - Source: [California Secretary of State 15-Day Report of Registration by County](#)
- Percent voting Democratic and Republican in presidential elections
 - 2020 election
 - Joe Biden, Democratic: 53.5%.
 - Donald Trump, Republican: 44.4%.
 - Other candidates: approximately 2.1%.
 - 2016 election
 - Hillary Clinton, Democratic: 50.9%.
 - Donald Trump, Republican: 42.4%.
 - Other candidates: approximately 6.7%.
 - 2012 election
 - Barack Obama, Democratic: 45.6%.
 - Mitt Romney, Republican: 51.9%.
 - Other candidates: approximately 2.5%.
 - Source: [California Secretary of State 2020 Statement of Vote](#)
 - Source: [California Secretary of State Statements of Vote](#)
- Political interpretation
 - Orange County has moved from a reliably Republican county to a competitive county.
 - Democrats currently have a modest registration advantage, Republicans remain a large bloc, and nearly one-quarter of active voters have no party preference.
 - The Register's audience should therefore be treated as politically mixed rather than uniformly conservative.
- Three specific issues important to constituents
 - 1. Housing affordability and homelessness
 - asking rents has increased 14% between march and july.
 - Residents often disagree and argue about the proper balance among affordable housing, neighborhood character, local control, taxes, shelters, and supportive services.
 - Source:
 - <https://www.ocregister.com/2026/08/30/california-needs-to-build-not-regulate-its-way-out-of-the-housing-crisis/#>

- 2. Cost of living, jobs, and taxes
 - The county includes affluent professional communities as well as many workers in lower-wage tourism, retail, food-service, and care jobs.
 - Readers are likely to ask who pays for a proposal, who benefits, and how it affects hiring, prices, wages, and public services.
- 3. Public safety, infrastructure, and environmental quality
 - Residents care about crime and emergency response, traffic and commuting, school quality, wildfire and drought resilience, water supply, clean beaches, and coastal access.
 - These issues often create disagreements among development, regulation, public investment, and quality of life.
- Constituents' general positions on economic, social, and environmental issues
 - Economic
 - Many readers support a strong business climate, job growth, dependable infrastructure, and fiscal accountability.
 - Homeowners and business readers may be cautious about taxes and regulation.
 - Renters, younger adults, and lower-income households may favor stronger housing assistance, labor protections, or public investment.
 - Social
 - This county is politically mixed and increasingly moderate, with large immigrant and multilingual communities.
 - Education, public safety, civil rights, immigration, language access, and equal treatment are all important concerns
 - Views vary widely by age, city, religion, ethnicity, income, and party.
 - Environmental
 - Most residents have values in beaches, parks, open space, water quality, and wildfire prevention.
 - There may be disagreement over the cost, mandates, land-use limits, and speed of climate and transportation policies.