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POLI 109

Role Profile for The Press-Enterprise

Part 1: Individual/Organizational Profile

- Name of Newspaper
 - o The Press-Enterprise
 - o Website: <https://www.pressenterprise.com/>
- Prominent Issues Covered
 - o Local Government Accountability & Law Enforcement Oversight
 - o Infrastructure, Safety, and Technological Shifts
 - o Socioeconomic & Environmental Pressures
- Statistics
 - o Number of active print and digital subscriptions
 - Monthly visits: Approximately 464,110 visits (as of July 2026)
 - 32.36% desktop visitors, 67.64% mobile visitors
 - Average session duration: 03:49 minutes
 - Core audience location: Primarily the United States, with minor international traffic
 - Daily print circulation: 92,700 readers
- Target Audience (Constituents)
 - o Primary coverage area
 - Riverside County
 - Heavy readership in neighboring San Bernardino County
 - Major population centers within audience area
 - Riverside, Moreno Valley, Corona, Temecula, Murrieta, Ontario, San Bernardino, Fontana, Rancho Cucamonga, and surrounding communities

Part 2: Constituent Profile

- Economics (Riverside County)
 - o Prominent industries
 - Healthcare and Social Assistance
 - Transportation and Warehousing
 - Construction
 - Manufacturing
 - Retail and Tourism

- Unemployment rate, poverty rate, income, etc.
 - Unemployment rate (Riverside County)
 - 5.9% as of July 2026
 - Highest local rates
 - Cherry Valley: 10.8%
 - Coachella: 10.6%
 - Poverty rate
 - Riverside County persons in poverty: 9.8%
 - Income levels
 - Median household income (2020-2024): \$93,074
 - Per capita income: \$38,317
 - Median earnings
 - Men: \$53,415
 - Women: \$39,073
- Demographics
 - Population, and breakdowns by race, ethnicity, age, etc. (Riverside County)
 - Population
 - 2.54 million people, as of July 2025
 - Race
 - American Indian/Alaska Native: 1.89% (47,908 people)
 - Asian: 7.90% (200,642)
 - Black/African American: 6.58% (167,157)
 - Native Hawaiian/Pacific Islander: 0.34% (8,646)
 - White: 36.72% (932,865)
 - Other: 28.53% (724,721)
 - 2+ Race: 18.05% (458,556)
 - Ethnicity
 - Total Hispanic/Latino population: 52.5% to 54.0% (over 1.37 million)
 - Age
 - Under 5 years: 6.6%
 - 5 to 19 years: 22.3%
 - 20 to 44 years: 33.7%
 - 45 to 59 years: 18.8%
 - 60 years and older: 18.7%
 - Education
 - High school graduate or higher: 83.5%
 - Bachelor's degree or higher: 25.6%
 - Health

- With disability: 7.9%
 - Percent of persons without health insurance, under 65 years: 8.0%
 - Urban/Rural Breakdown (Riverside County)
 - 94.5% urban
 - 5.5% rural
- Politics
 - Partisan voter registration
 - Riverside County (as of October 2023)
 - Eligible: 1,639,510
 - Total registered: 1,331,201 (81.20%)
 - Democratic: 538,385 (40.44%)
 - Republican: 416,415 (31.28%)
 - Other: 102,553 (7.71%)
 - Unknown: 3,686 (0.28%)
 - No party preference: 270,162 (20.29%)
 - San Bernardino County (as of October 2023)
 - Eligible: 1,468,795
 - Total registered: 1,166,438 (79.41%)
 - Democratic: 478,260 (40.44%)
 - Republican: 341,581 (29.28%)
 - Other: 97,287 (8.18%)
 - Unknown: 4,570 (0.39%)
 - No party preference: 246,578 (21.14%)
 - % voted Democrat/Republican in 2024, 2020, 2016, 2012 (Riverside County)
 - 2024
 - Democratic: 49.4%
 - Republican: 50.6%
 - 2020
 - Democratic: 52.6%
 - Republican: 44.7%
 - 2016
 - Democratic: 49.7%
 - Republican: 44.4%
 - 2012
 - Democratic: 48.8%
 - Republican: 49.2%
 - Issues important to constituents
 - Housing affordability and infrastructure

- Riverside County faces an urgent deficit of affordable housing due to population growth
 - Residents consistently rank affordable housing and social assistance as important priorities
- Healthcare and access to services
 - County officials and healthcare advocates have raised concerns about funding reductions and their effects on local health services
- Public safety and law enforcement accountability
 - Current local issue regarding the county's correctional system
 - Due to arising concerns about in-custody deaths and jail conditions
 - Riverside County Board of Supervisors have considered options for independent or civilian oversight of the Sheriff's Department
- Constituents' general positions on economic, social, and environmental issues
 - Economic
 - Cost of living
 - Residents have expressed interest in maintaining a strong local economy and creating opportunities for employment
 - Concern about government spending
 - Residents have differing views on how county funding should be spent
 - More than 26,000 residents participated in Riverside County's 2026-27 budget priorities survey, showing significant public interest in county spending decisions
 - Social
 - Access to public services
 - Residents place an importance on having access to healthcare, human services, public safety, and other county services
 - Community survey found that Public Safety, Health, Human Services, and Public Works and Community Services were among the service categories most often identified as priorities
 - Diverse viewpoints
 - Riverside County has a politically and socially diverse populations, so residents do not share all the same opinions
 - Voter registration numbers show a relatively close split between Democrats and Republican
 - Environmental

- Generally concerned about protecting natural resources while allowing communities to grow
 - Water availability and conservation have become important, growing concerns due to dry climate
 - Differing opinions about how environmental policies should balance with economic development, housing, and employment
 - County supports environmental protection and economic development
 - Investments in renewable energy and clean technology