

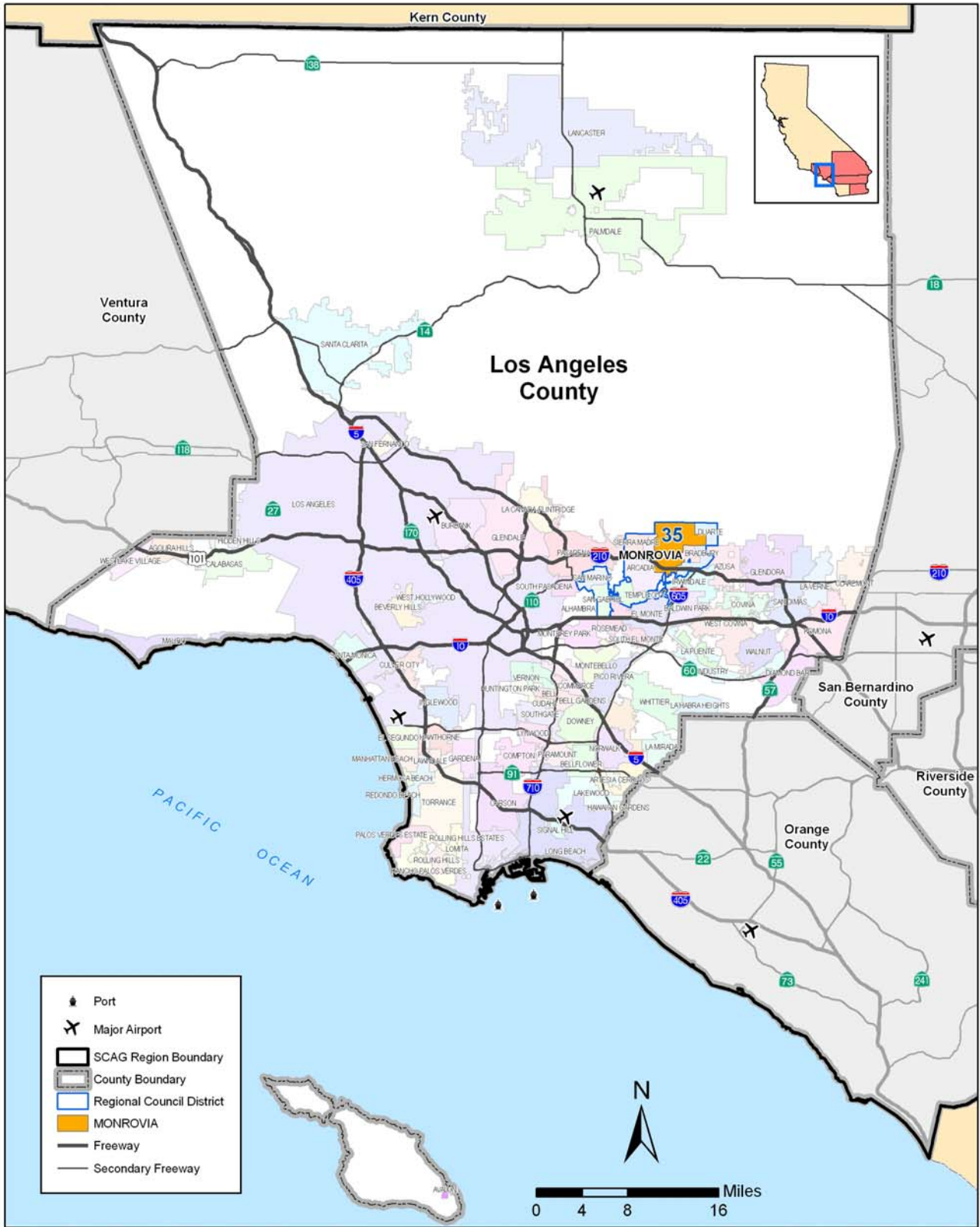
# Profile of the City of Monrovia (Draft)

Southern California Association of Governments' (SCAG) Regional Council includes 67 Districts which represent 188 cities in the SCAG region.

SCAG Regional Council District 35 includes eight cities:  
Arcadia, Bradbury, Duarte, Monrovia, San Gabriel, San Marino, Sierra Madre, and Temple City  
Represented by: **Hon. Harry Baldwin**



This project was funded by the Southern California Association of Governments and shared with the City of Monrovia. SCAG regularly provides local governments with support in planning data and information, technical assistance such as GIS training, and planning assistance such as visioning, infill, and real estate investment analysis.



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## I. Introduction

The purpose of this report is to provide the City of Monrovia with meaningful and updated information to support planning. 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 change in the city since 2000 in comparison with that of Los Angeles County. The information is presented and interpreted to demonstrate current trends that may indicate a future direction of Monrovia.

### STATISTICAL DATA

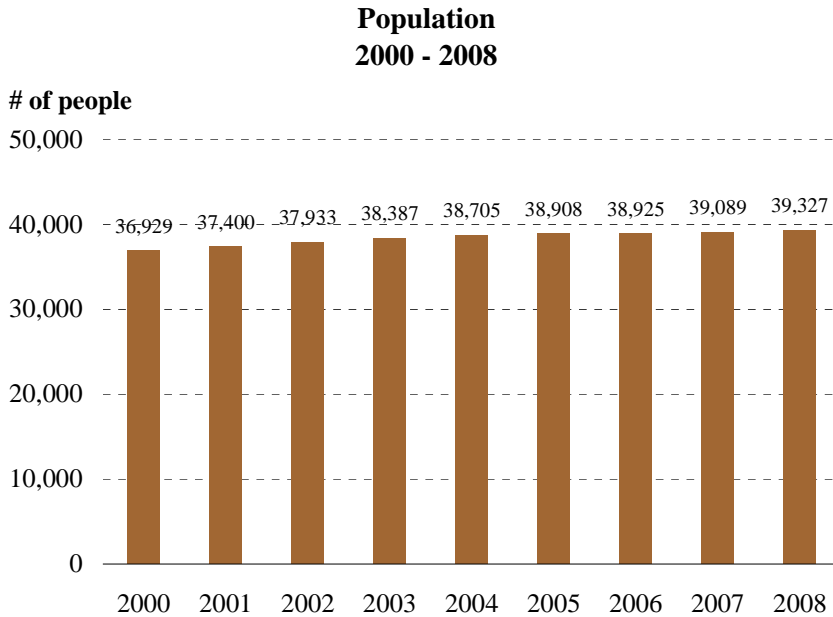
<i>Category</i>	<i>Monrovia</i>	<i>Los Angeles County</i>	<i>Monrovia relative to Los Angeles County</i>	<i>SCAG Region</i>
Population (2008)	39,327	10,363,850	0.4%	18,638,942
Median Age (Yrs) <sup>1</sup>	35.7	33.9	1.8	33.5
White (Non-Hispanic) <sup>1</sup>	42.7%	28.9%	0.6%	35.3%
Asian (Non-Hispanic) <sup>1</sup>	8.5%	12.8%	0.3%	11.3%
Black (Non-Hispanic) <sup>1</sup>	7.2%	8.7%	0.3%	6.8%
American Indian <sup>1</sup>	0.4%	0.3%	0.6%	0.3%
All Other Non-Hispanic <sup>1</sup>	2.6%	2.0%	0.5%	2.3%
Hispanic <sup>1</sup>	38.6%	47.3%	0.3%	43.9%
Number of Households (2008)	13,727	3,260,434	0.4%	5,849,833
Number of Housing Units (2008)	14,190	3,403,480	0.4%	6,224,661
Home Ownership Rate <sup>1</sup>	47.8%	49.3%	0.4%	56.5%
Average Household Size (2008)	2.8	3.1	-0.3	3.13
Median Family Income <sup>1</sup> (\$)	62,461	56,930	5,531	61,901
Median Existing Home Price (2007) (\$)	557,000	540,000	17,000	505,000
Number of Jobs (2006)	17,918	4,481,061	0.4%	7,966,247

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

1. City data is based on Claritas Inc., 2007. County data is collected from U. S. Census Bureau: American Community Survey 2006.

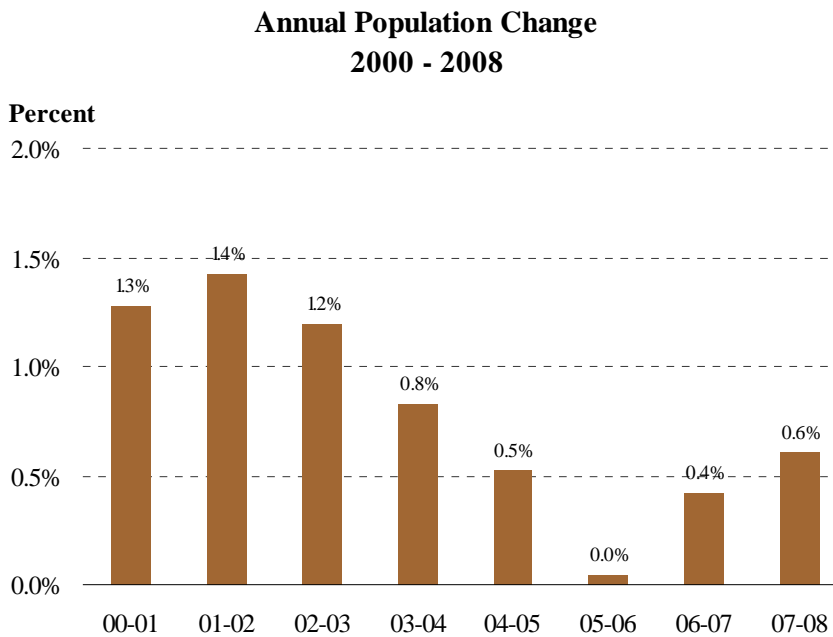
## II. Population

### Population Growth



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

- Between 2000 and 2008, the total population of the city increased by almost 2,400, reaching 39,327 in 2008.
- During this 8-year period, the city's population growth rate of 6.5 percent was below the Los Angeles County rate of 8.9 percent.
- In 2008, the city was ranked 47<sup>th</sup> most populous city out of the 88 cities in the Los Angeles County.

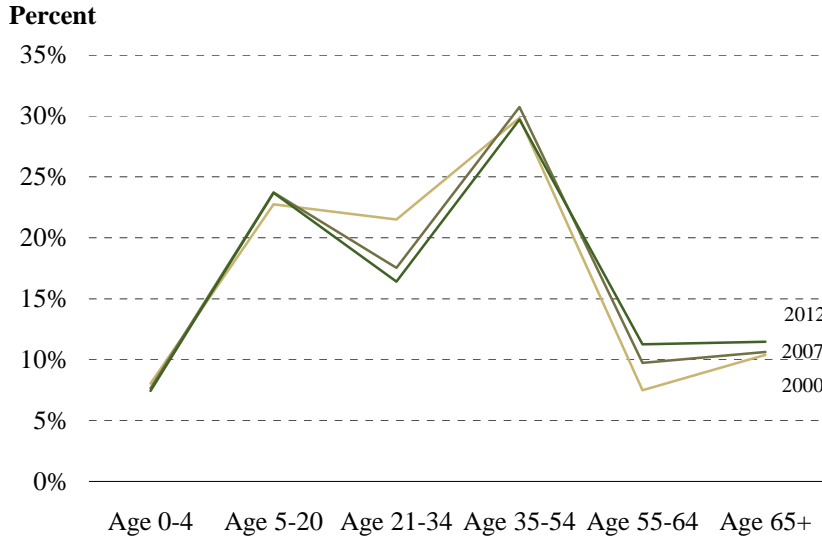


Source: California Department of Finance, E-5, May 2008

- After somewhat steady growth between 2000 and 2002, population growth slowed significantly between 2002 and 2006.
- From 2006 to 2008, the city's annual growth rate began to increase again. During 2007 and 2008, the growth rate was 0.6 percent, or about 240 additional residents per year.

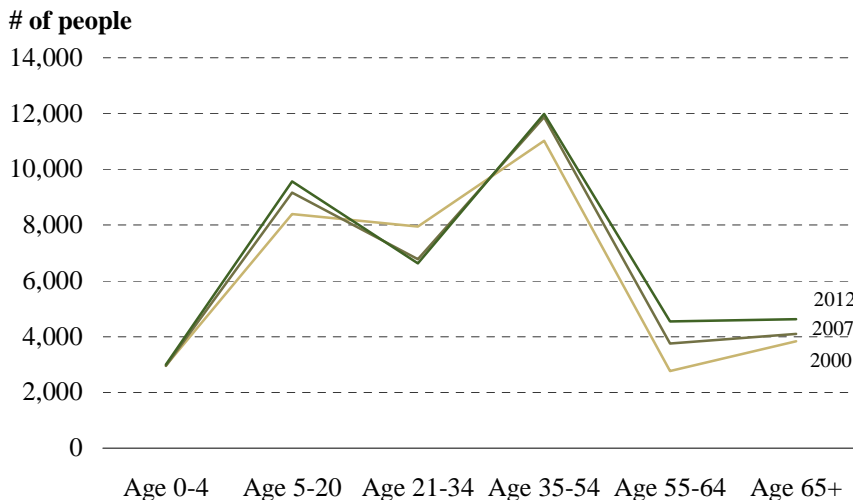
## Population by Age

**Population by Age  
2000 - 2012**



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

**Population by Age  
2000 - 2012**

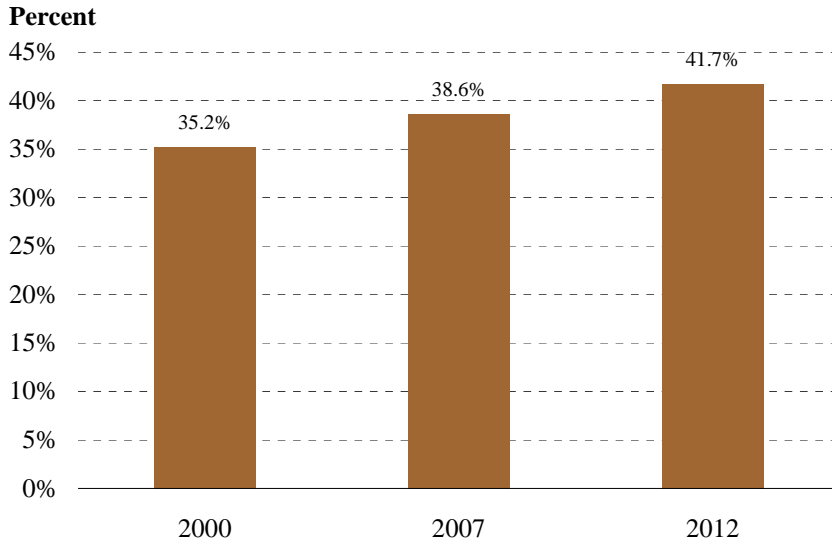


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the population in Monrovia continues to be dominated by the middle-aged working cohort (35 – 54 years old) and the school-age populations (5 to 20 years old). Together, they are projected to account for 53.4 percent of the total population in 2012, increasing from 52.6 percent in 2000.
- Between 2000 and 2012, the share of population between ages 55 and 64 and age 65 and above is projected to increase from 18 percent to 23 percent, reflecting primarily the aging of the baby boomers.
- During this 12-year period, the share of the age cohort (21 – 34 years old), however, is projected to decrease from 22 percent to 16 percent.
- As to the population by age group, population between ages 5 and 20, and those aged 35 and older are projected to increase. Specifically, between 2000 and 2012, the population group ages 55 and over are projected to increase by more than 2,600.

## Population by Race/Ethnicity

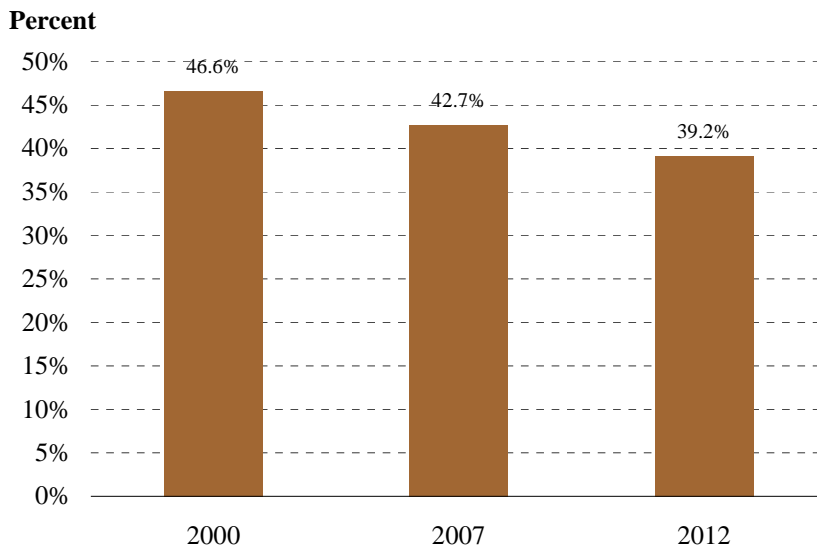
### Hispanic or Latino of Any Race 2000 - 2012



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

- Between 2000 and 2007, the share of Hispanic population in the city increased from 35.2 to 38.6 percent, below the county share of 47.3 percent in 2007. Hispanics are the fastest growing ethnic group in the city and their population share is projected to further increase to 41.7 percent in 2012.

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

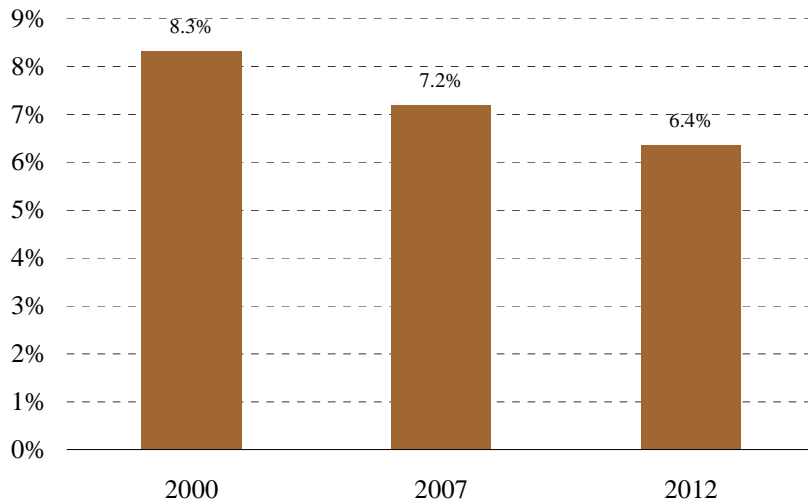


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- 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.

### Black (Non-Hispanic) 2000 - 2012

Percent

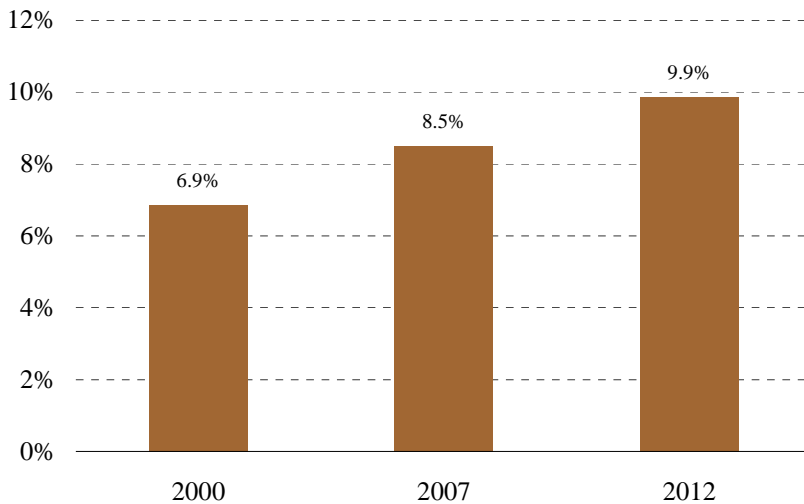


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of non-Hispanic Black population in the city decreased from 8.3 to 7.2 percent, which was below the county share of 8.7 percent in 2007.

### Asian (Non-Hispanic) 2000 - 2012

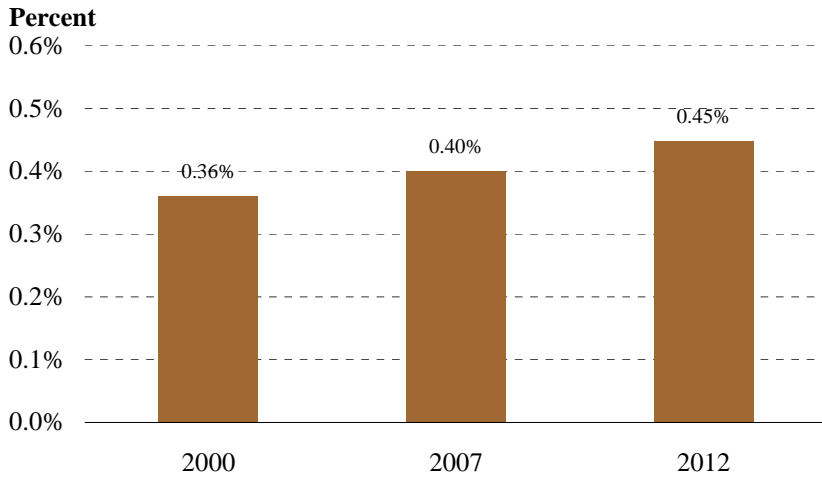
Percent



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

- The share of the Asian population in the city increased from 6.9 percent in 2000 to 8.5 percent in 2007, below the county share of 12.8 percent. The Asian population in the city is projected to further increase to 9.9 percent in 2012.

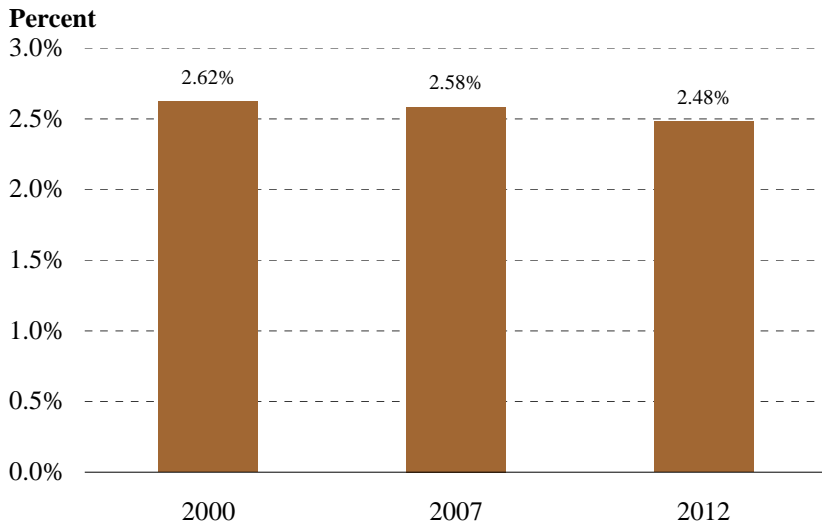
**American Indian (Non-Hispanic)  
2000 - 2012**



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 Monrovia is estimated to increase from 0.36 to 0.45 percent.

**All Other (Non-Hispanic)  
2000 - 2012**

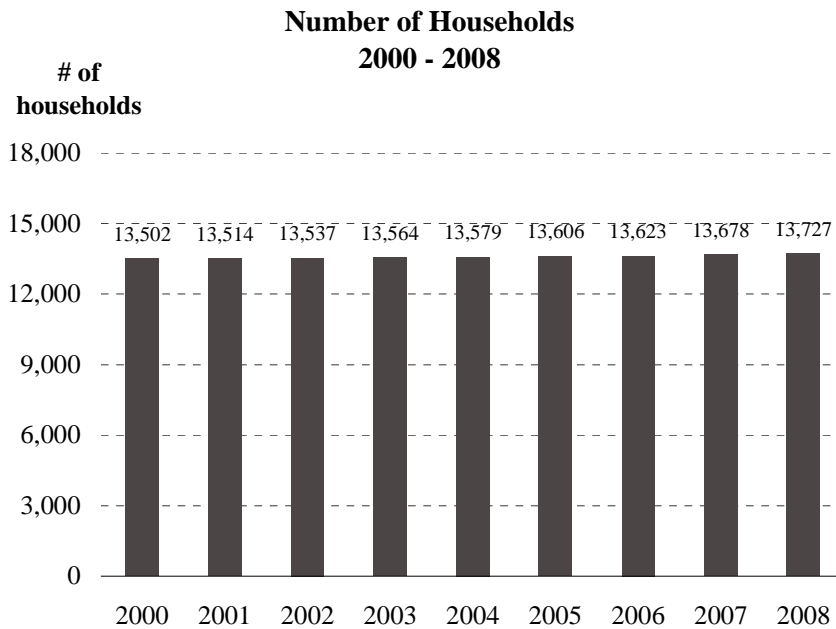


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- During the 12-year period, the share of all other non-Hispanic population group is estimated to decrease from 2.62 to 2.48 percent.

### III. Households

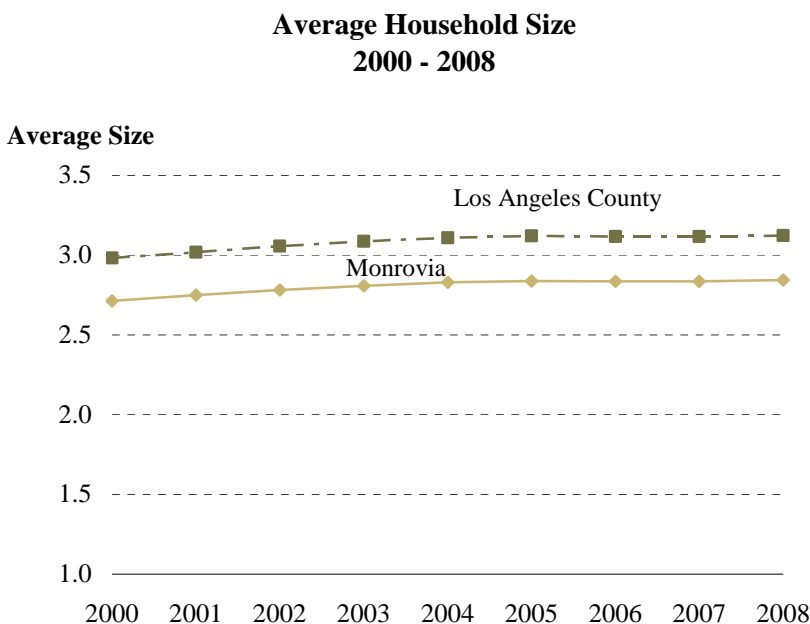
#### Number of Households



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

- Between 2000 and 2008, the total number of households in the city increased by 225 or 1.7 percent, lower than its population growth rate of 6.5 percent.
- During this 8-year period, the city's household growth rate of 1.7 percent was lower than the Los Angeles County rate of 4 percent.

#### Average Household Size

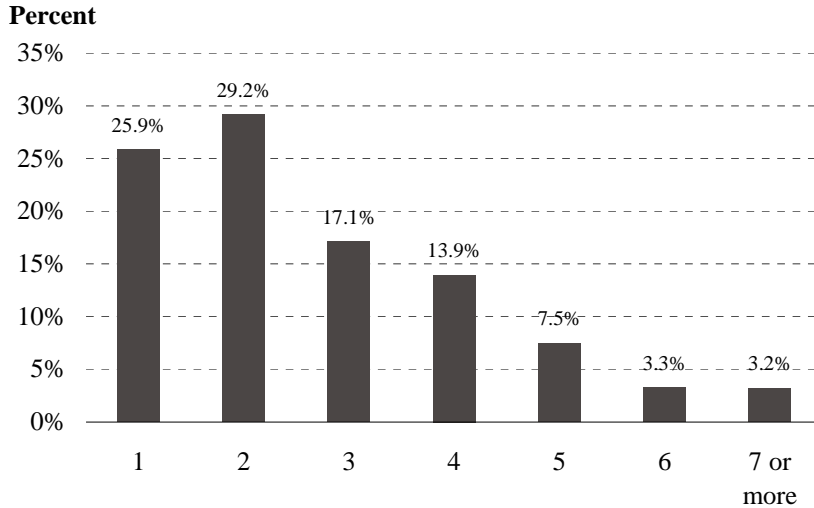


Source: California Department of Finance, E-5, May 2008

- In 2008, the city's average household size was 2.8, 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**

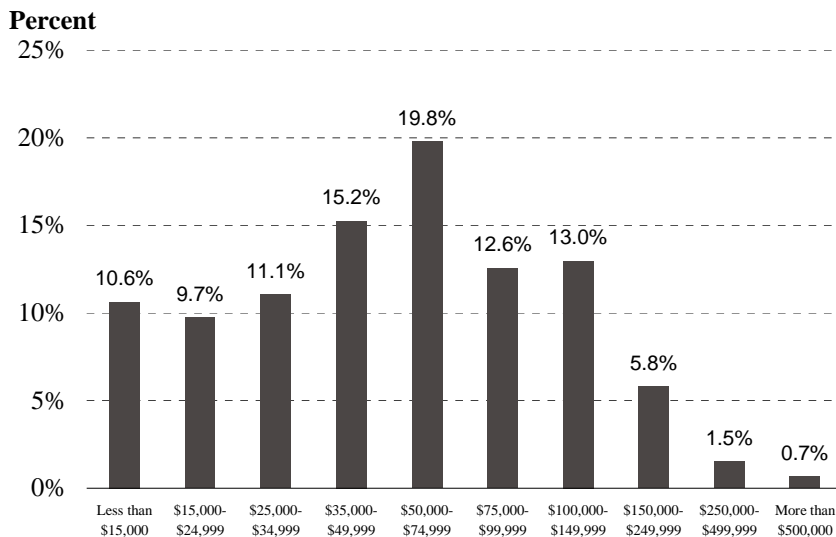


Source: Claritas Inc., 2007

- 72 percent of all Monrovia households have 3 people or fewer.
- About 26 percent of the households are single-person households, the same as the county share of 26 percent.
- 14 percent of all households in the city have at least 5 people.

## Households by Income

**Households by Household Income  
2007**



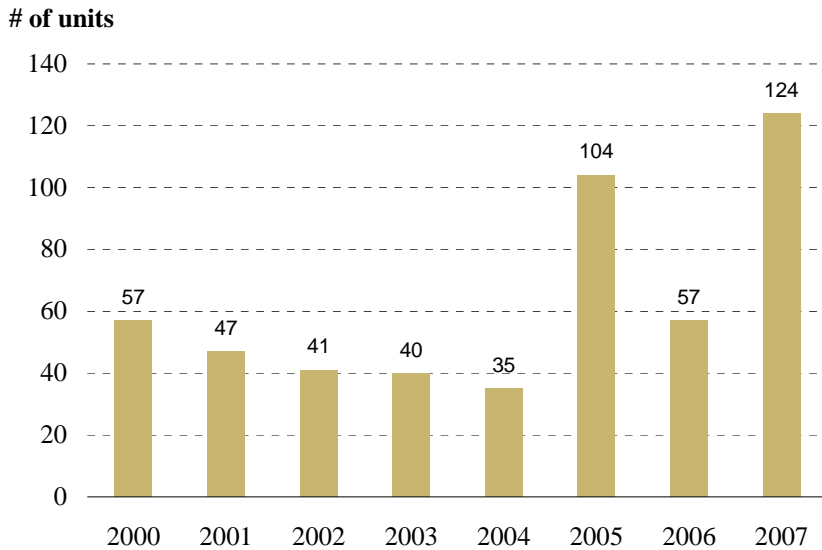
Source: Claritas Inc., 2007

- In 2007, about 47 percent of households earned less than \$50,000.
- 32 percent of the households earned between \$50,000 and \$100,000.

## IV. Housing

### Housing Production

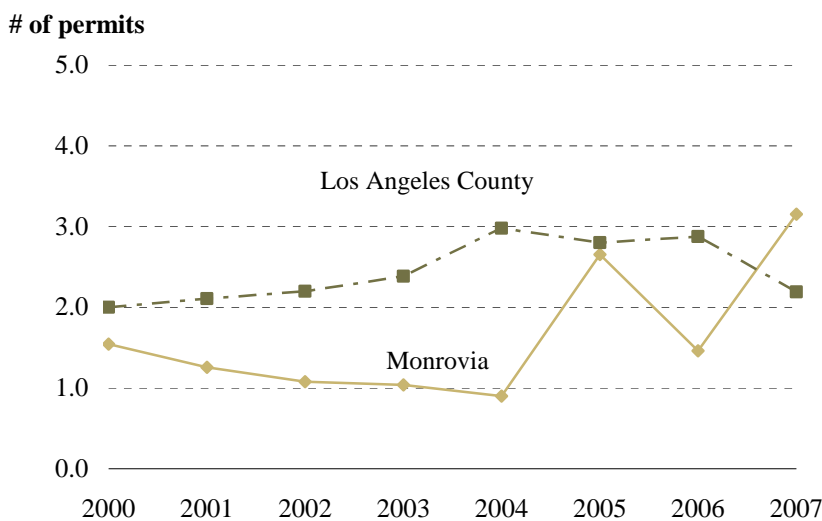
**Residential Permits Issued  
2000 - 2007**



Source: Construction Industry Research Board, 2000-2007

- Between 2000 and 2007, 505 new residential units were permitted. However, 56 percent of these were permitted in the last 3 years.

**Permits Issued per 1,000 Residents  
2000 - 2007**



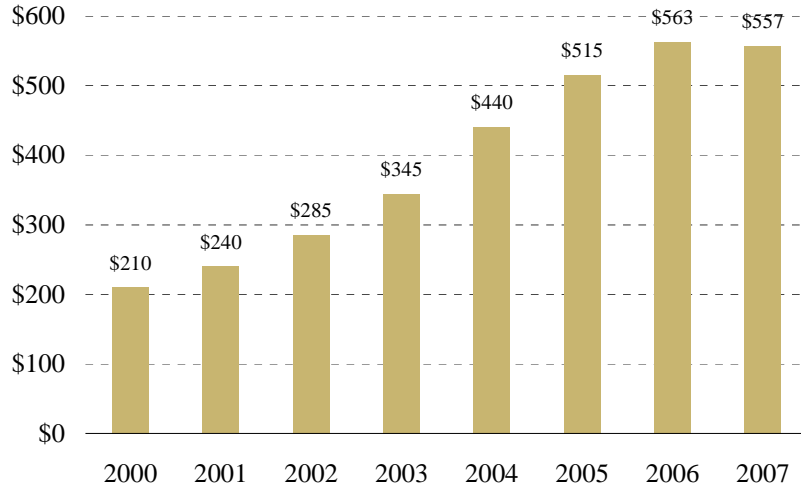
Source: Construction Industry Research Board, 2000-2007 and SCAG

- The city generally had lower levels of housing units permitted per 1,000 residents when compared to the county as a whole, with the exception in 2007.

## Housing Values

**Median Home Price  
2000 - 2007**

Thousands

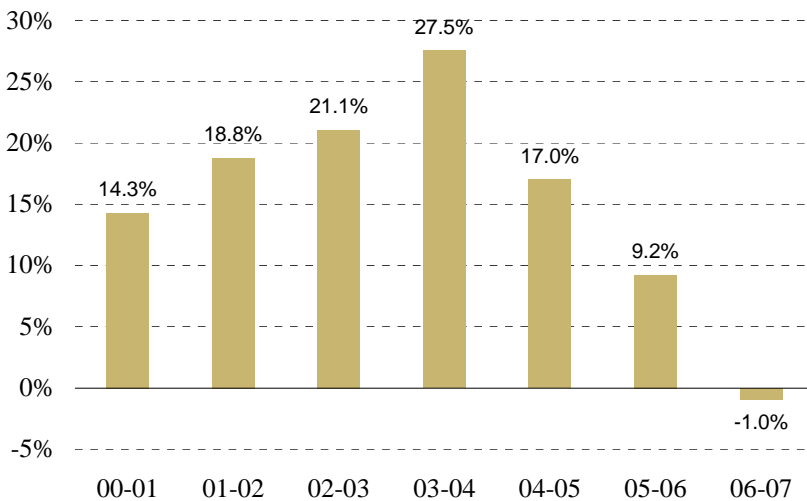


Source: Data Quick, 2008

- Between 2000 and 2006, median home sale prices more than doubled, jumping from \$210,000 to almost \$563,000.
- In 2007, the median home price decreased to \$557,000, \$17,000 higher than that in Los Angeles County.

**Median Home Price Appreciation Rate  
2000 - 2007**

Percent

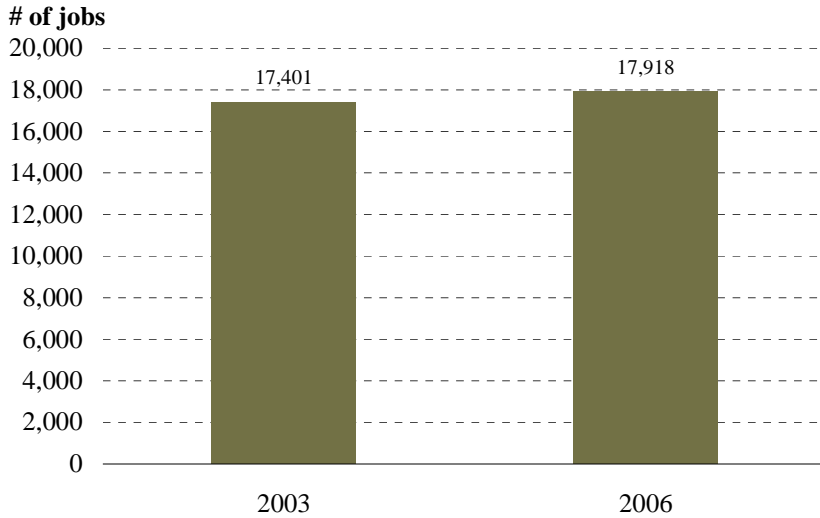


Source: Data Quick, 2008

- Between 2000 and 2006, annual home price appreciation rates were between 9 and 28 percent.
- In sharp contrast, median home price dropped by 10 percent between 2006 and 2007.

## V. Employment

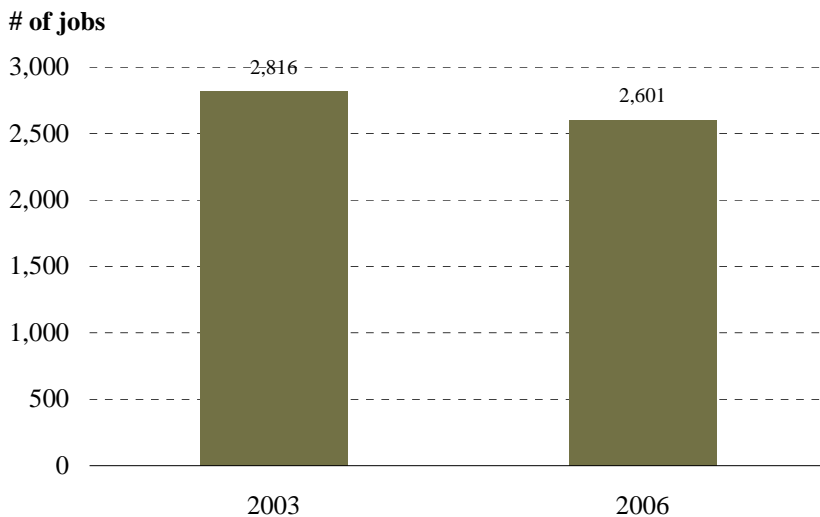
**Total Jobs  
2003 and 2006**



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

- In 2006, total jobs in Monrovia reached 17,918, about 3 percent greater than its 2003 level. The job growth rate in the city was slightly higher than the 2.9 percent growth rate in Los Angeles County.
- 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.

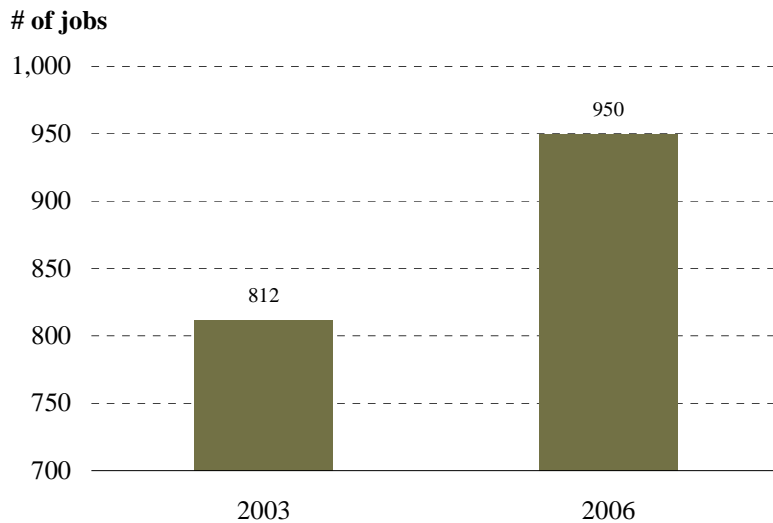
**Jobs in Manufacturing  
2003 and 2006**



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

- Between 2003 and 2006, the number of manufacturing jobs in Monrovia dropped by 7.6 percent, about the same as the county as a whole during the same period.

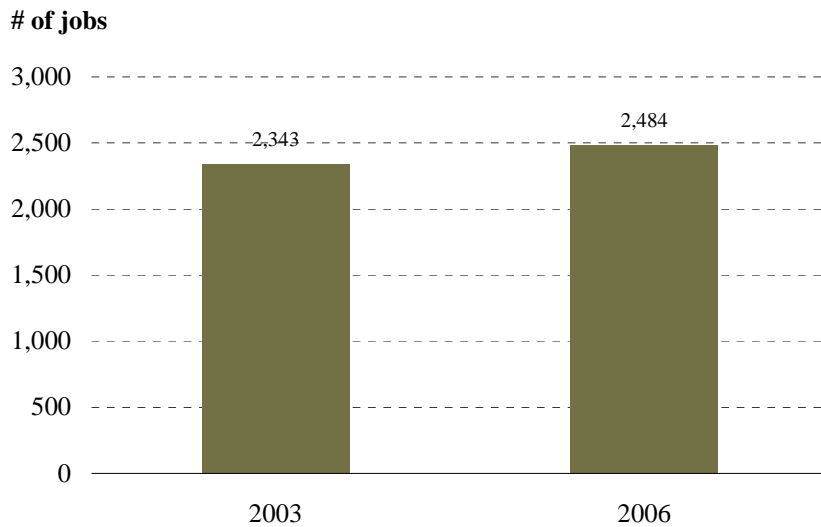
### Jobs in Construction 2003 and 2006



Source: California Employment Development Department, 2003 & 2006 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 about 138, or 17 percent.

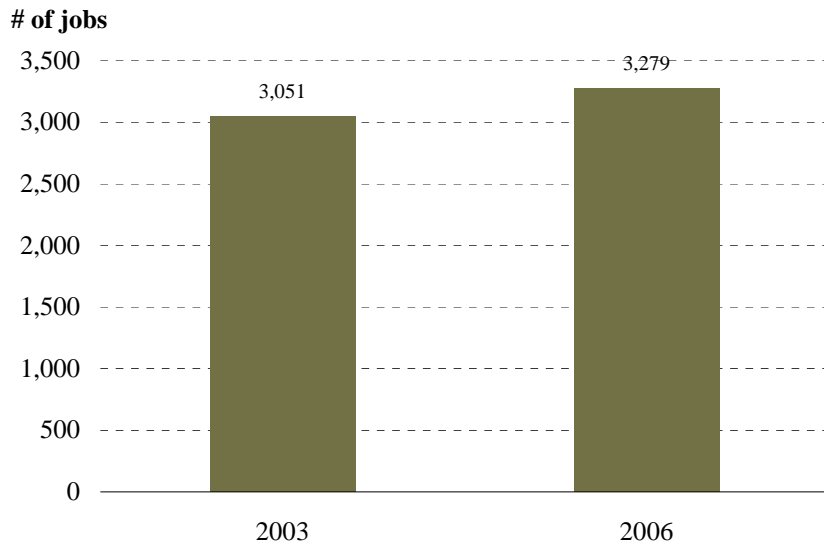
### Jobs in Retail Trade 2003 and 2006



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

- Between 2003 and 2006, the number of retail trade jobs in the city increased from 2,343 to 2,484, or 6 percent.

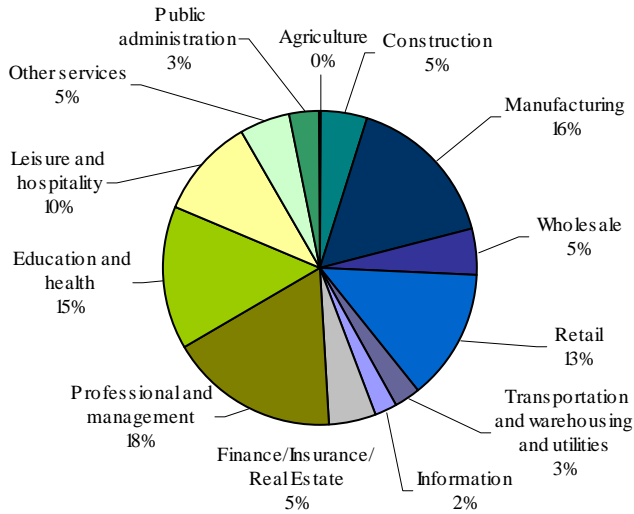
### Jobs in Professional and Management 2003 and 2006



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

- 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 2006, the number of professional and management jobs increased by 228.

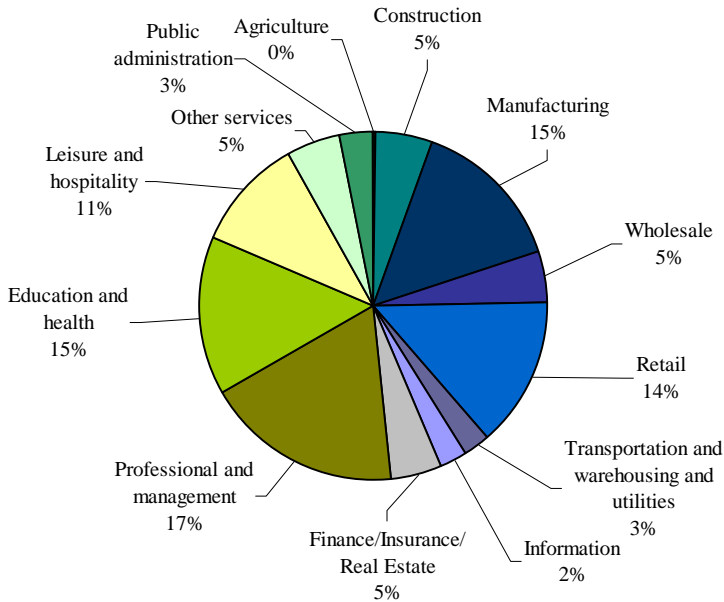
### Jobs by Sectors 2003



Source: California Employment Development Department, 2003 and SCAG

- Between 2003 and 2006, there were only slight changes in the share of jobs by sector in the city. Specifically, during this period, the share of manufacturing jobs declined from 16.2 percent to 14.5 percent while the share of construction jobs increased from 4.6 to 5.3 percent.

### Jobs by Sectors 2006

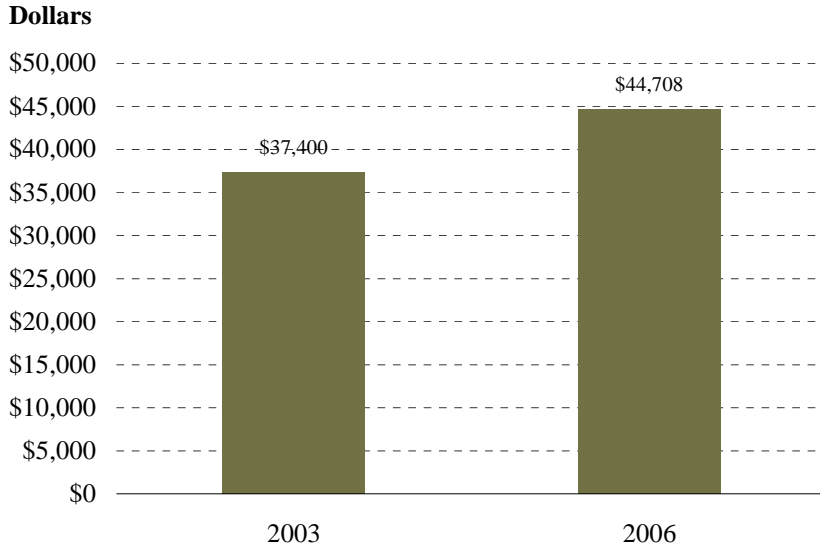


Source: California Employment Development Department, 2006 and SCAG

- In 2006, the professional and management sector remained the largest sector, accounting for 18.3 percent of total jobs in the city.
- Other large sectors included education and health services (14.7 percent), manufacturing (14.5 percent) and retail (13.9 percent).

## Average Salaries

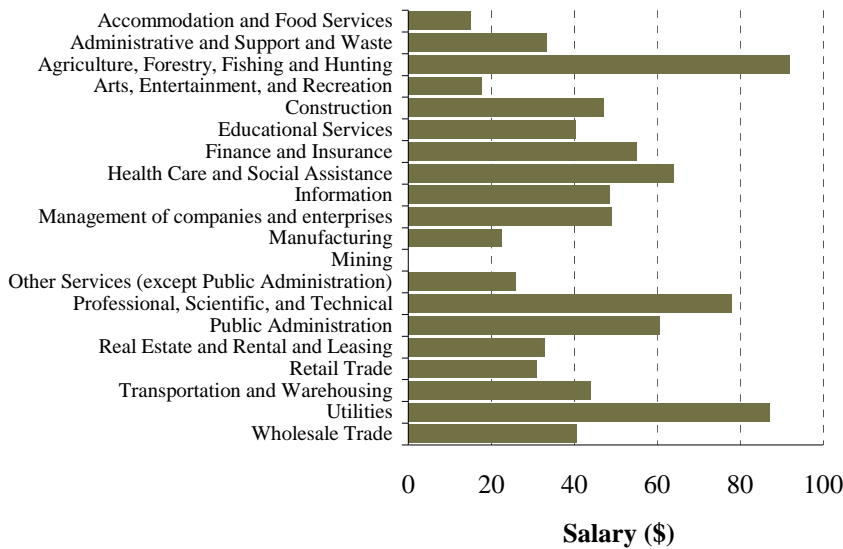
**Average Annual Salary per Job  
2003 and 2006**



Source: California Employment Development Department, 2003 & 2006

- Average salaries per job in the city increased from \$37,400 in 2003 to \$44,708 in 2006, a 20 percent increase, which was above the inflation rate of 13 percent during the same period for Southern California.

**Average Annual Salary by Sector  
2006 (in thousands)**



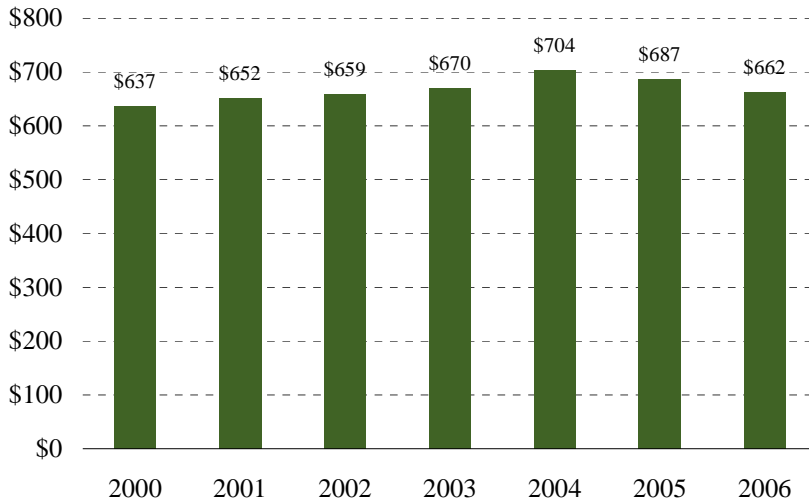
Source: California Employment Development Department, ES-202, 2006

- In 2006, the sector providing the highest salary per job in Monrovia was Agriculture, Forestry, Fishing and Hunting (\$91,900).
- The Accommodation and Food Services sector provided the lowest annual salary per job (\$15,100).

## VI. Retail Sales

**Real Retail Sales  
2000 - 2006 (in 2006 \$)**

Millions

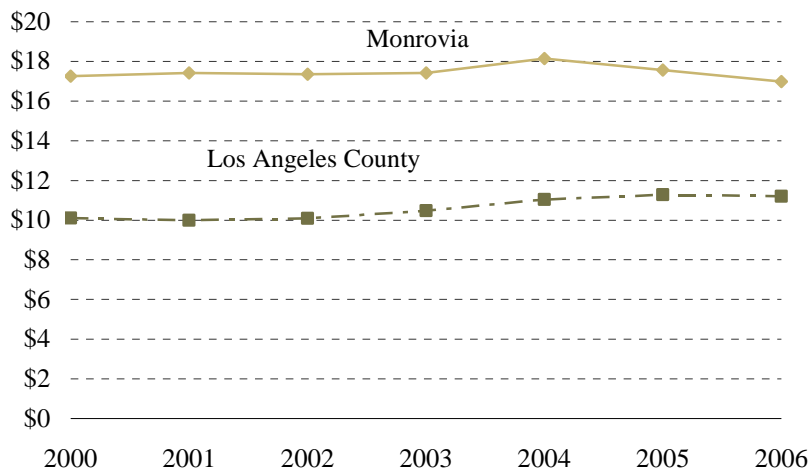


Source: California Board of Equalization, 2000-2006

- Real (inflation adjusted) retail sales increased by 11 percent between 2000 and 2004.
- Real retail sales dropped by 6 percent between 2004 and 2006.

**Real Retail Sales per Person  
2000 - 2006 (in 2006 \$)**

Thousands

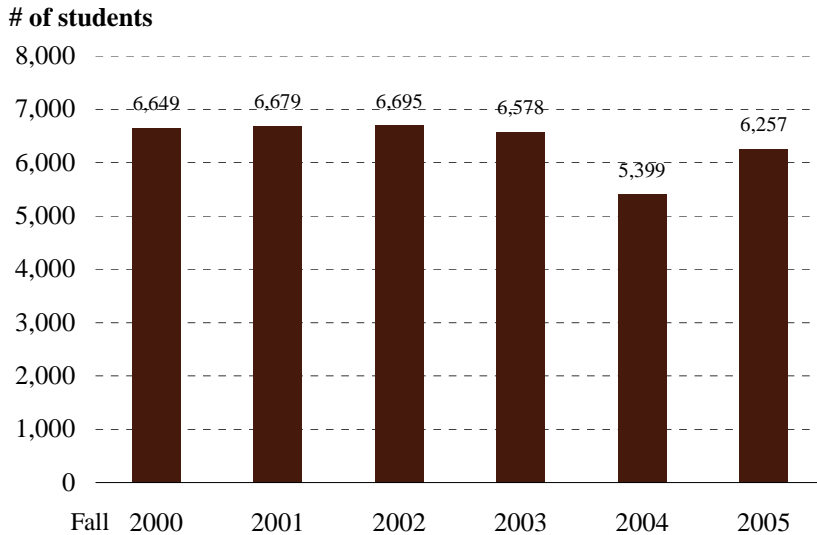


Source: California Board of Equalization, 2000-2006 and SCAG

- Between 2000 and 2006, real retail sales per person for the city decreased from \$17,300 to \$17,000, lower than the retail sales per person at the county level.

## VII. Education

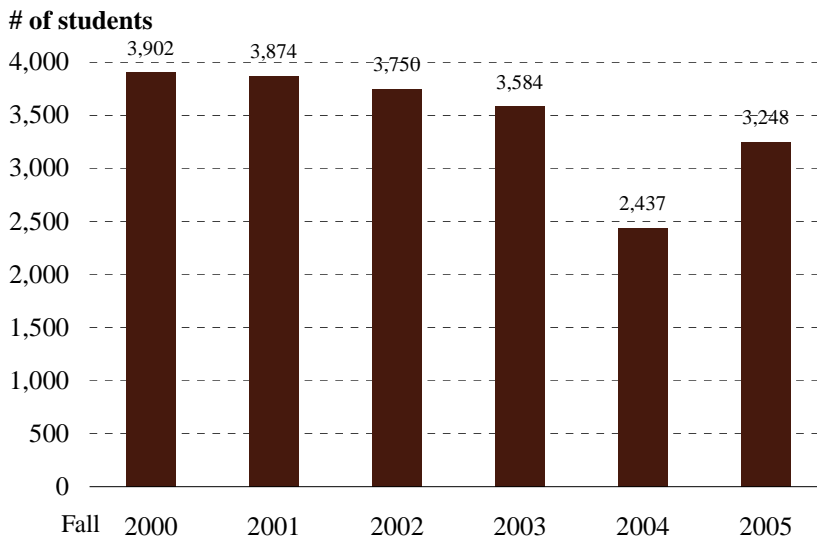
**K-12 Student Enrollment  
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2002, total K-12 public school enrollment for schools within the city increased by 46 (0.7 percent) to 6,695 students.
- However, between 2002 and 2004, total K-12 public school enrollment declined by 19 percent. In 2005, total K-12 public school enrollment increased to 6,257, a 16 percent increase from 2004 enrollment.

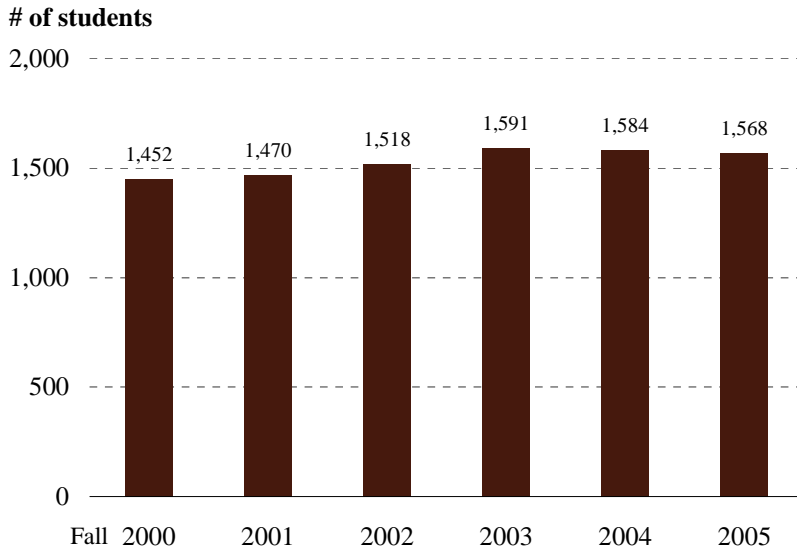
**K-6 Student Enrollment  
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Total number of public elementary school enrollment in the city declined between 2000 and 2004.
- Between 2004 and 2005, total public elementary school enrollment increased by about 800 students, or 33 percent.

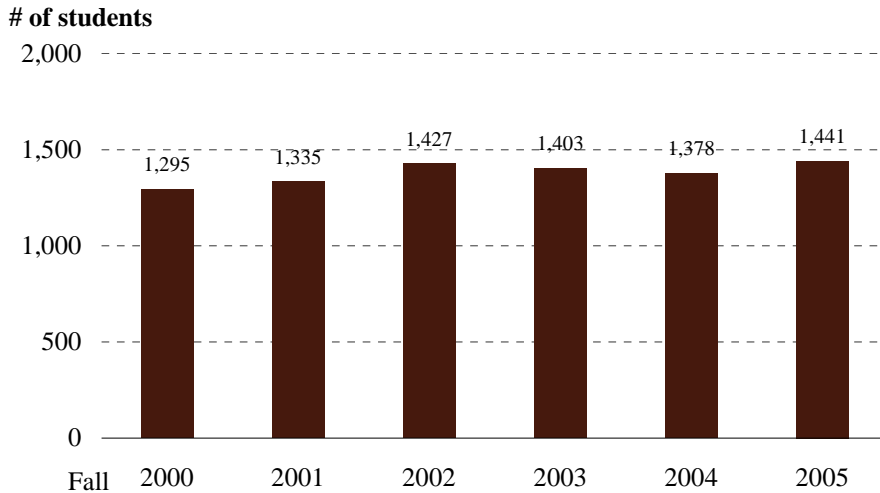
**Grades 7-9 Student Enrollment  
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2003, total public school enrollment for grades 7-9 increased by 139 (9.6 percent) students, and then declined by 23 (1.4 percent) students from 2003 to 2005.

**Grades 10-12 Student Enrollment  
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2002, total public school enrollment for grades 10-12 increased by approximately 130 (about 10 percent) students.
- Between 2002 and 2005, total student enrollment remained at around 1,400 students.

## 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 System

National Center for Education Statistics

U.S. Census Bureau

## **IX. Acknowledgements**

The preparation of this report was funded in part through grants from the U. S. Department of Transportation – Federal Highway Administration and the Federal Transit Administration. Additional assistance was provided by the California Department of Transportation.