

Profile of the City of Rosemead (Draft)

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

SCAG Regional Council District 32 includes three cities:
El Monte, Rosemead, and South El Monte
Represented by: **Hon. Margaret Clark**



This project was funded by the Southern California Association of Governments and shared with the City of Rosemead. 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.

Table of Contents

I. INTRODUCTION..... 1

II. POPULATION 2

III. HOUSEHOLDS 7

IV. HOUSING 9

V. EMPLOYMENT 11

VI. RETAIL SALES 16

VII. EDUCATION 17

VIII. REFERENCES 19

IX. ACKNOWLEDGEMENTS 20

I. Introduction

The purpose of this report is to provide the City of Rosemead 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 Rosemead.

STATISTICAL DATA

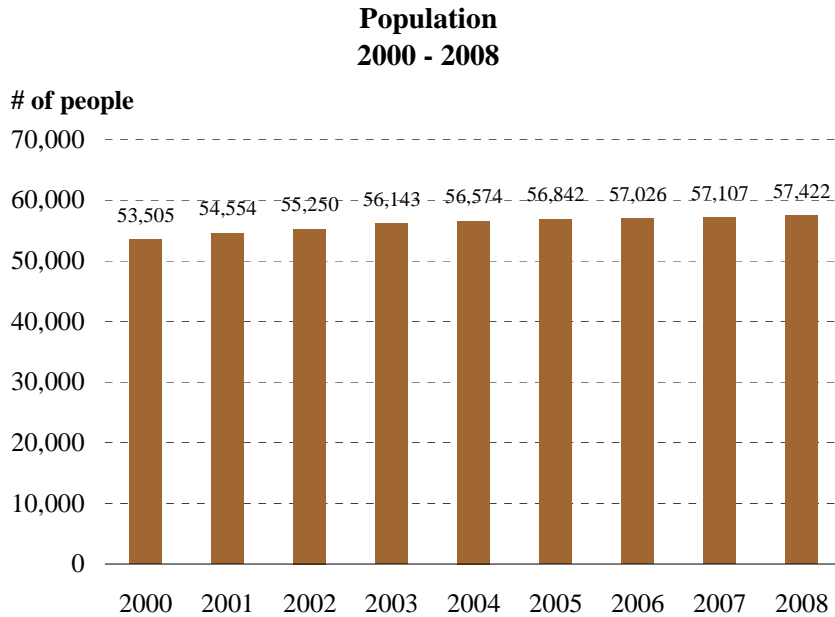
<i>Category</i>	<i>Rosemead</i>	<i>Los Angeles County</i>	<i>Rosemead relative to Los Angeles County</i>	<i>SCAG Region</i>
Population (2008)	57,422	10,363,850	0.6%	18,638,942
Median Age (Yrs) ¹	34.4	33.9	0.5	33.5
White (Non-Hispanic) ¹	6.2%	28.9%	0.1%	35.3%
Asian (Non-Hispanic) ¹	55.8%	12.8%	2.5%	11.3%
Black (Non-Hispanic) ¹	0.5%	8.7%	0.0%	6.8%
American Indian ¹	0.2%	0.3%	0.5%	0.3%
All Other Non-Hispanic ¹	1.3%	2.0%	0.4%	2.3%
Hispanic ¹	35.9%	47.3%	0.4%	43.9%
Number of Households (2008)	14,259	3,260,434	0.4%	5,849,833
Number of Housing Units (2008)	14,702	3,403,480	0.4%	6,224,661
Home Ownership Rate ¹	48.3%	49.3%	0.4%	56.5%
Average Household Size (2008)	4.0	3.1	0.9	3.13
Median Family Income ¹ (\$)	43,871	56,930	(13,059)	61,901
Median Existing Home Price (2007) (\$)	475,000	540,000	(65,000)	505,000
Number of Jobs (2006)	16,540	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.

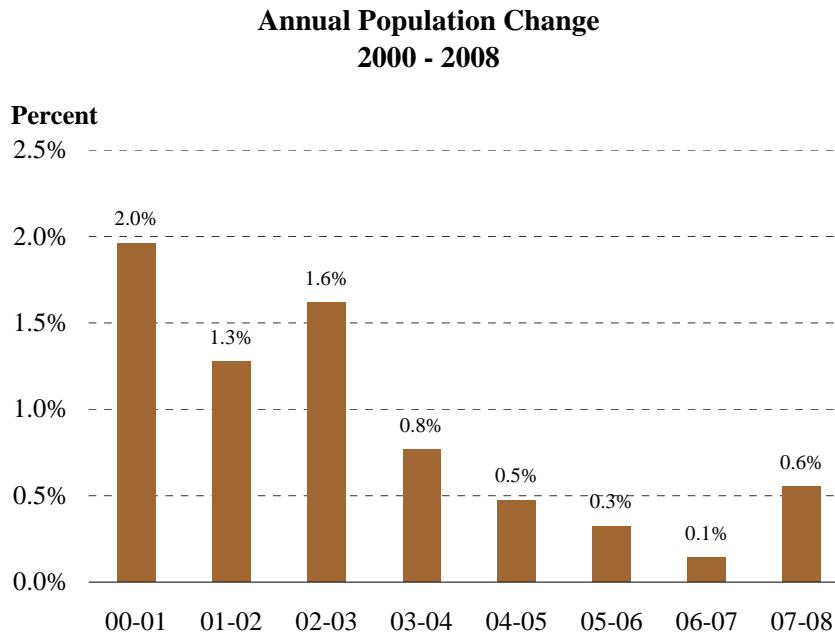
II. Population

Population Growth



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

- Between 2000 and 2008, the total population of the city increased by over 3,900, reaching 57,422 in 2008.
- During this 8-year period, the city's population growth rate of 7.3 percent was well below the Los Angeles County rate of 8.9 percent.
- In 2008, the city was ranked as the 35th most populous city (out of 88) in Los Angeles County.

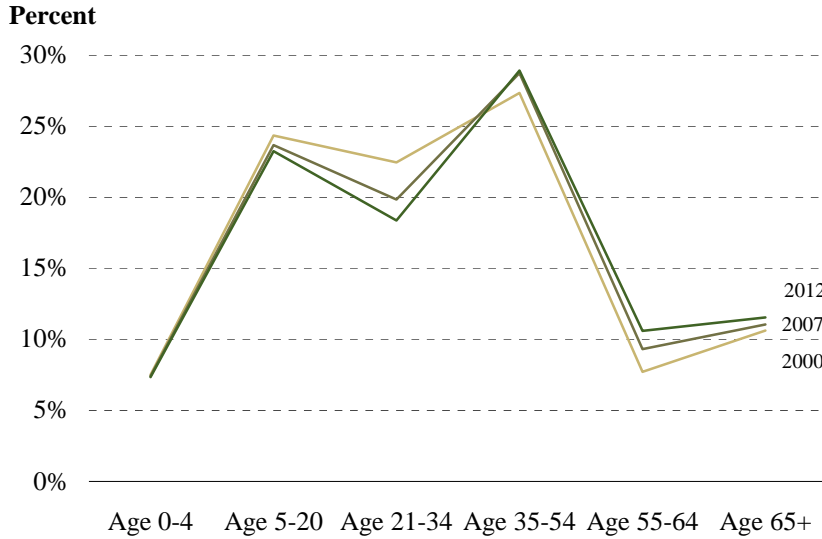


Source: California Department of Finance, E-5, May 2008

- The city's population growth has declined steadily since 2001, with the exception of between 2002 and 2003.
- From 2007 to 2008, the city reversed the trend and had an annual growth rate of approximately 0.6%, or about 300 additional residents per year.

Population by Age

**Population by Age
2000 - 2012**



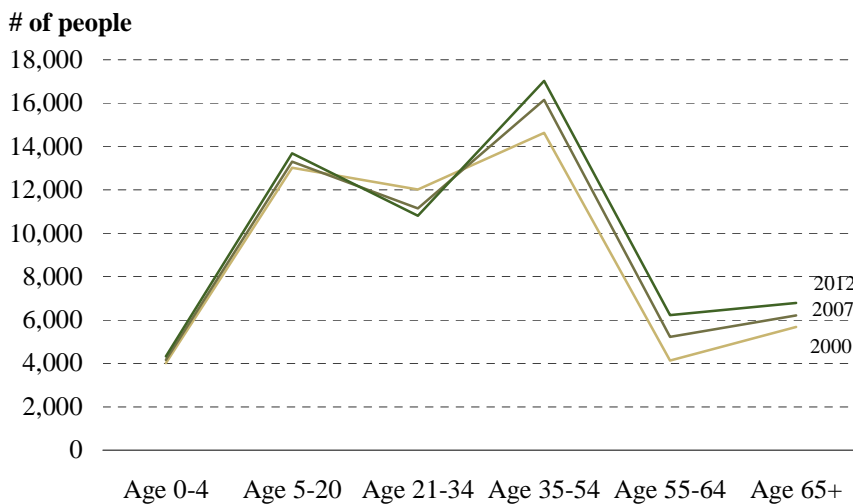
Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2012, the population in Rosemead 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 52 percent of the total population in 2012, increasing from 51 percent in 2000.

- Between 2000 and 2012, the share of population between ages 55 and 64 is projected to increase from 8 percent to slightly over 10 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 significantly from 23 percent to 19 percent.

**Population by Age
2000 - 2012**

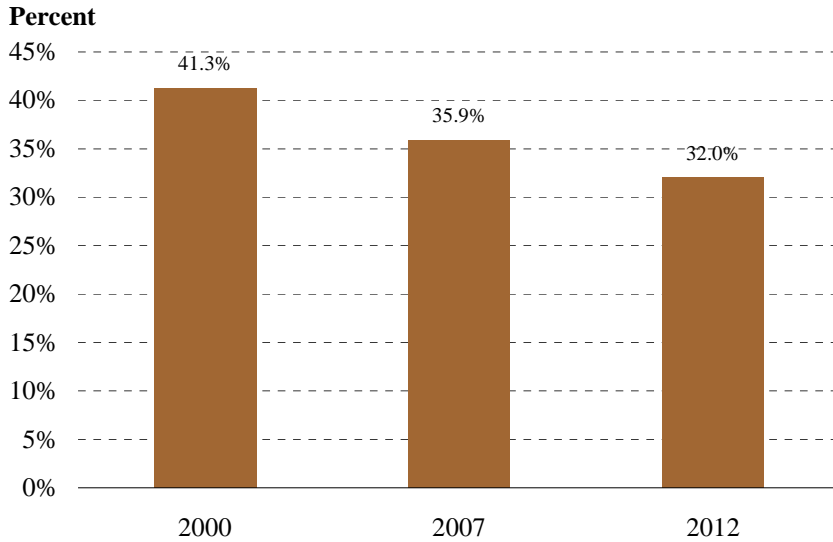


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- As to the population by age group, only those aged 35 and older are projected to increase significantly. Specifically, between 2000 and 2012, the population group ages 35 to 64 are projected to increase by almost 4,500.

Population by Race/Ethnicity

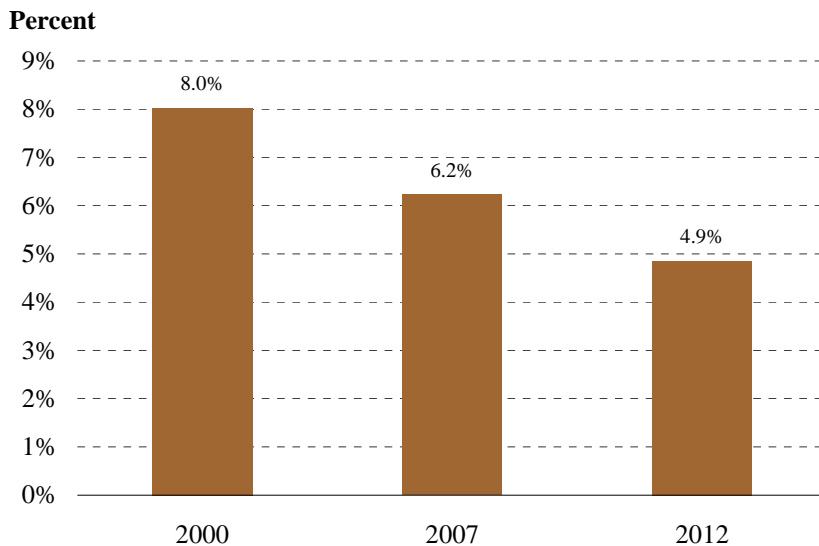
Hispanic or Latino of Any Race 2000 - 2012



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 decreased from 41 to 36 percent, staying below the county share of 47 percent in 2007. Their population share is projected to further decrease to 32 percent in 2012.

White (Non-Hispanic) 2000 - 2012

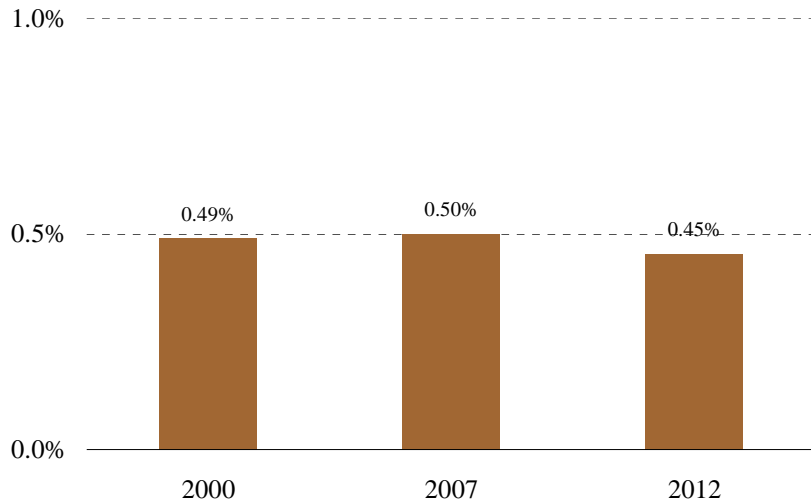


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- 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 Asian) has been increasing and is projected to continue to rise through 2012.

Black (Non-Hispanic) 2000 - 2012

Percent

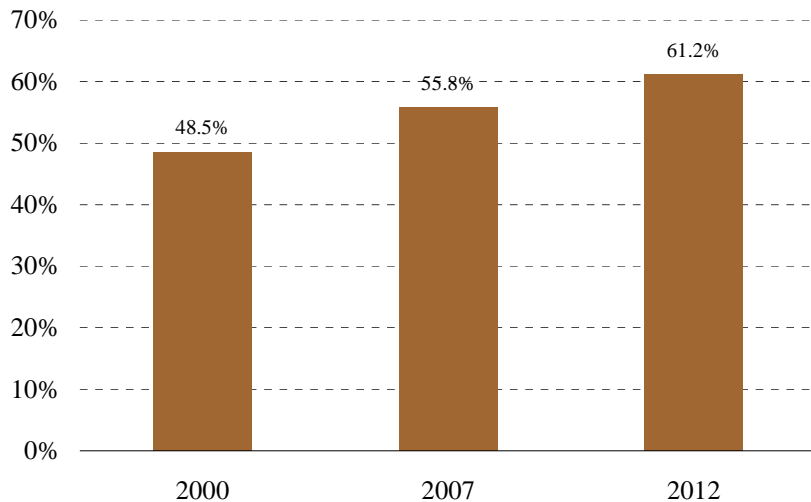


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- Between 2000 and 2007, the share of non-Hispanic Black population in the city increased remained virtually unchanged at 0.5 percent, which was below the county share of 8.7 percent in 2007.

Asian (Non-Hispanic) 2000 - 2012

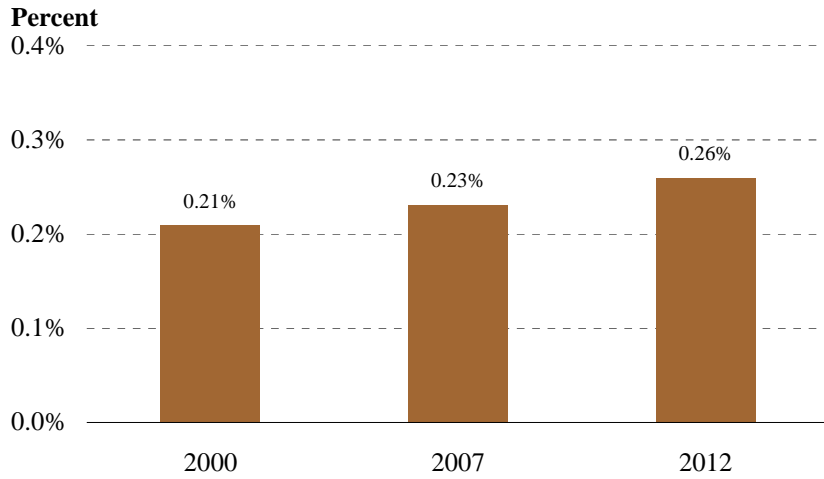
Percent



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

- The share of the Asian population in the city increased from 48.5 percent in 2000 to 55.8 percent in 2007, significantly above the county share of 12.8 percent. The Asian population in the city is projected to further increase to 61.2 percent in 2012.

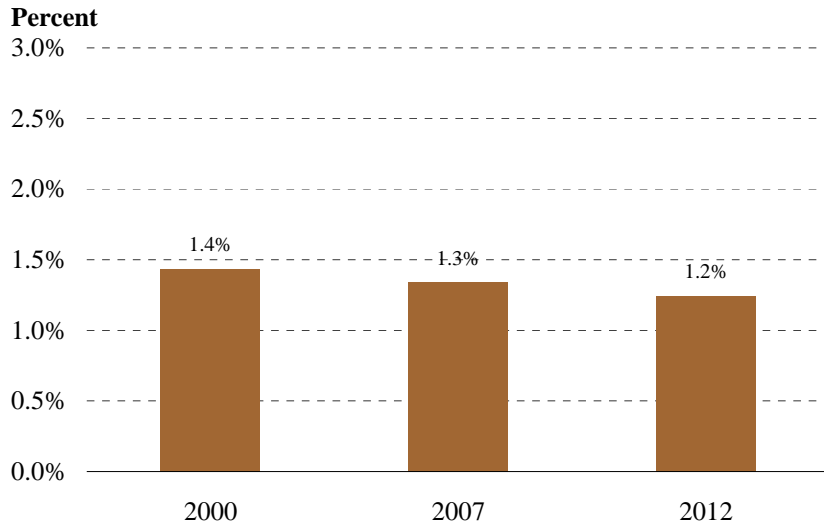
**American Indian (Non-Hispanic)
2000 - 2012**



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 Rosemead is estimated to stay stable at approximately one quarter of one percent.

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

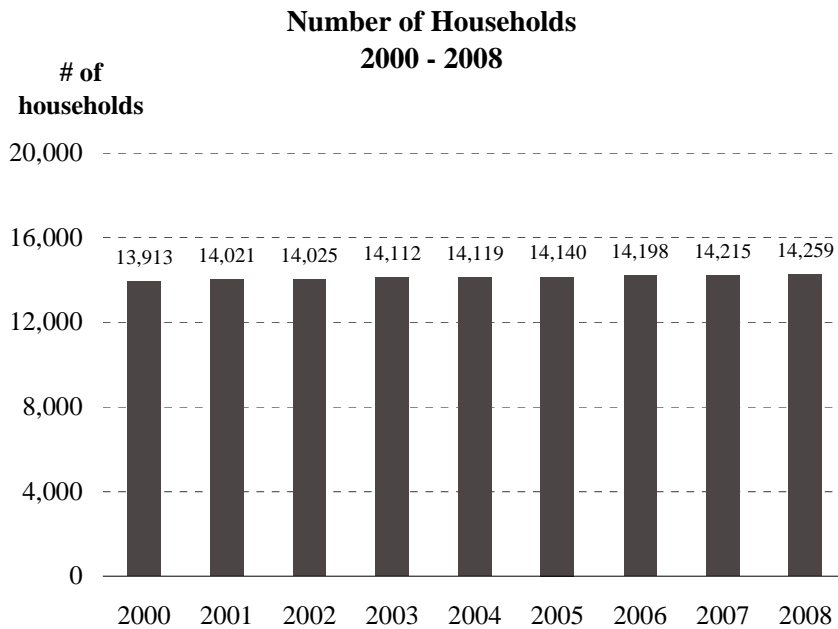


Source: Claritas Inc., 2007 and U.S. Census Bureau: Summary File 1, 2000

- During the 12-year period, the share of all other non-Hispanic population group is also estimated to stay stable at an average of 1.3 percent.

III. Households

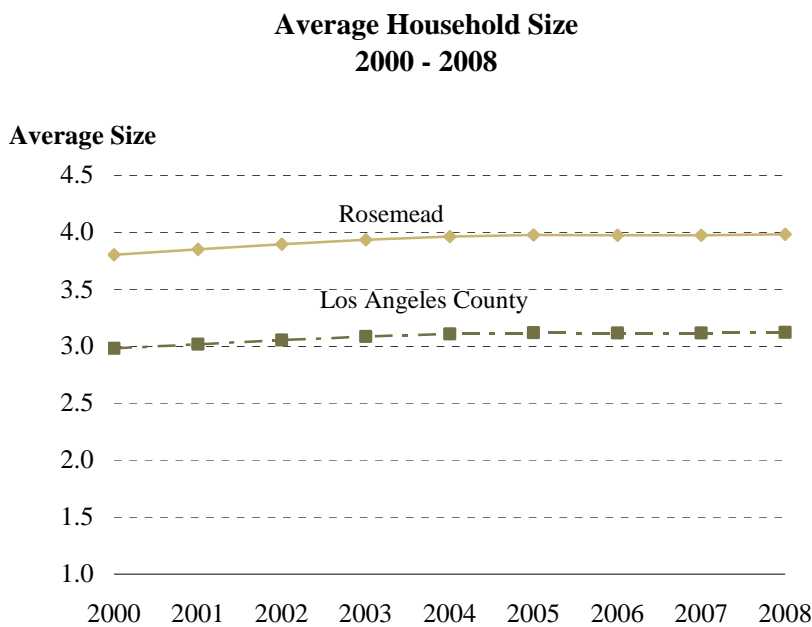
Number of Households



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

- Between 2000 and 2008, the total number of households in the city increased by almost 350, or 2.5 percent, much lower than its population growth rate of 7.3 percent.
- During this 8-year period, the city's household growth rate of 2.5 percent was lower than the county rate of 4.0 percent.

Average Household Size

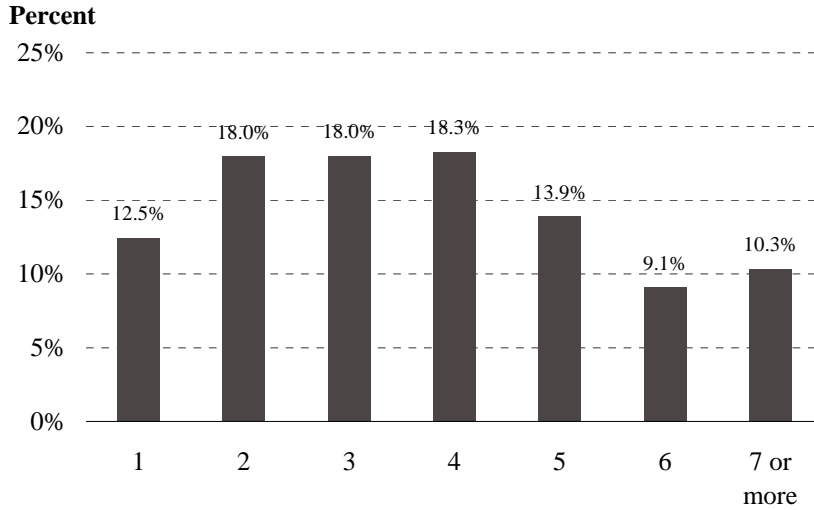


Source: California Department of Finance, E-5, May 2008

- In 2008, the city's average household size is 4, higher 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 fairly constant.

Households by Size

**Households by Household Size
2007**

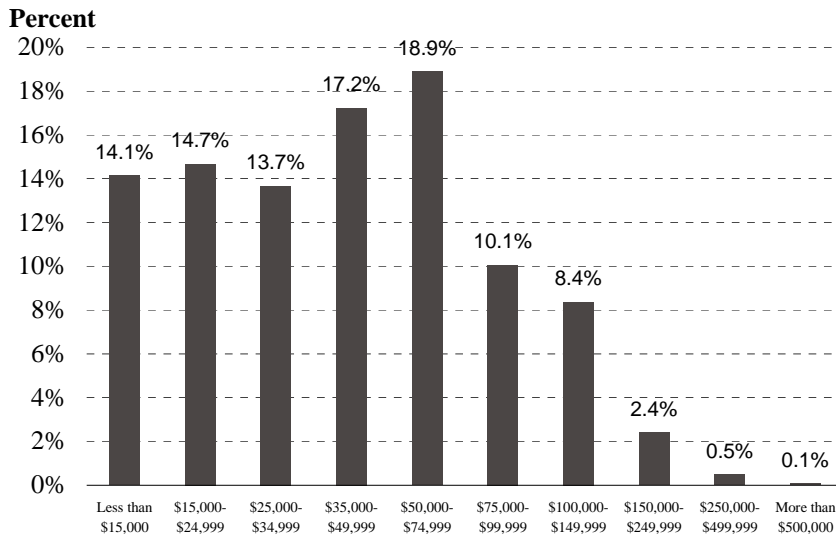


Source: Claritas Inc., 2007

- Close to 49 percent of all Rosemead households have 3 people or fewer.
- About 13 percent of the households are single-person households, much lower than the county share of 26 percent.
- A third of all households in the city have at least 5 people.

Households by Income

**Households by Household Income
2007**



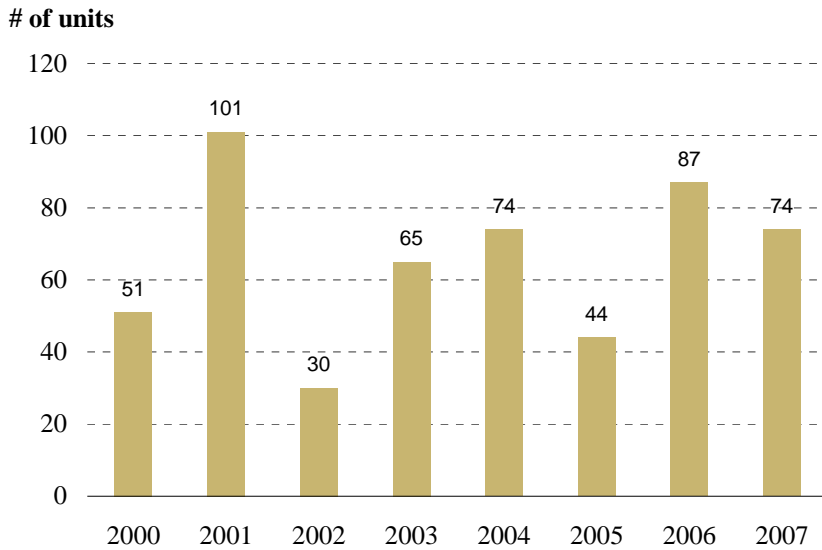
Source: Claritas Inc., 2007

- In 2007, about 60 percent of households earned less than \$50,000.
- Twenty nine percent of households earned between \$50,000 and \$100,000.

IV. Housing

Housing Production

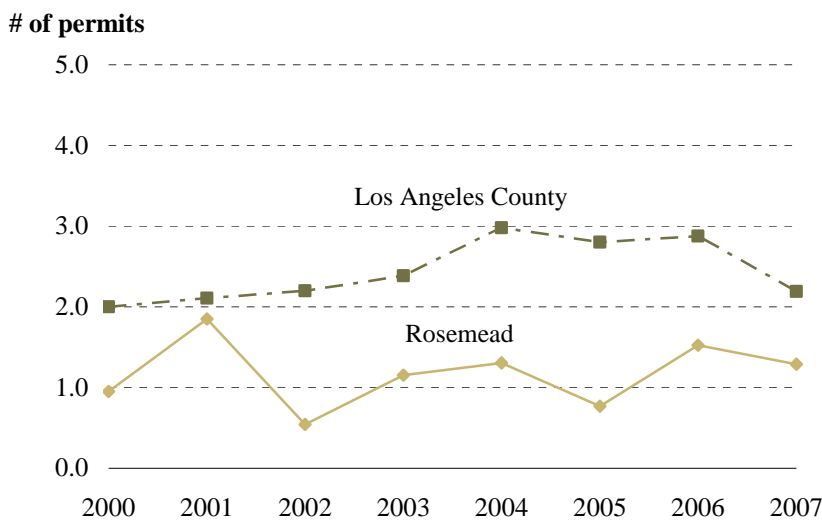
**Residential Permits Issued
2000 - 2007**



Source: Construction Industry Research Board, 2000-2007

- Between 2000 and 2007, 526 new residential units were permitted. However, 39 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.

Housing Values

**Median Home Price
2000 - 2007**

Thousands

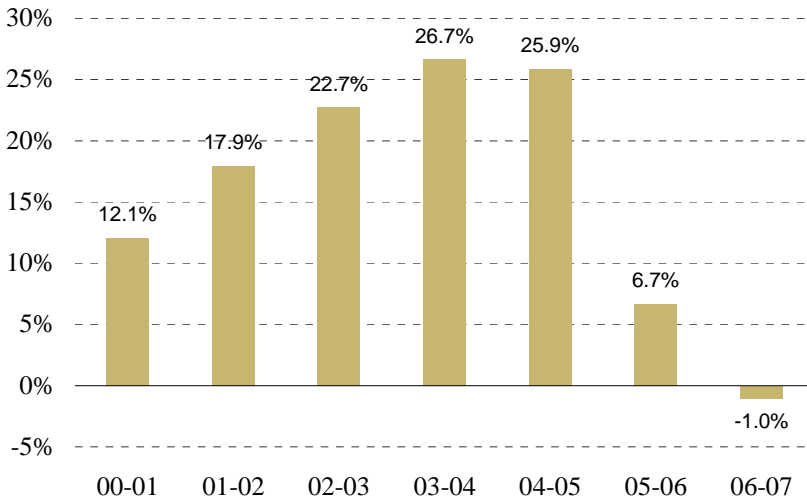


Source: Data Quick, 2008

- Between 2000 and 2005, median home sale prices more than doubled, jumping from \$174,000 to almost \$450,000.
- Median home prices changed little between 2005 and 2007.
- In 2007, the median home price in Rosemead was \$475,000, \$65,000 lower than that in Los Angeles County.

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

Percent

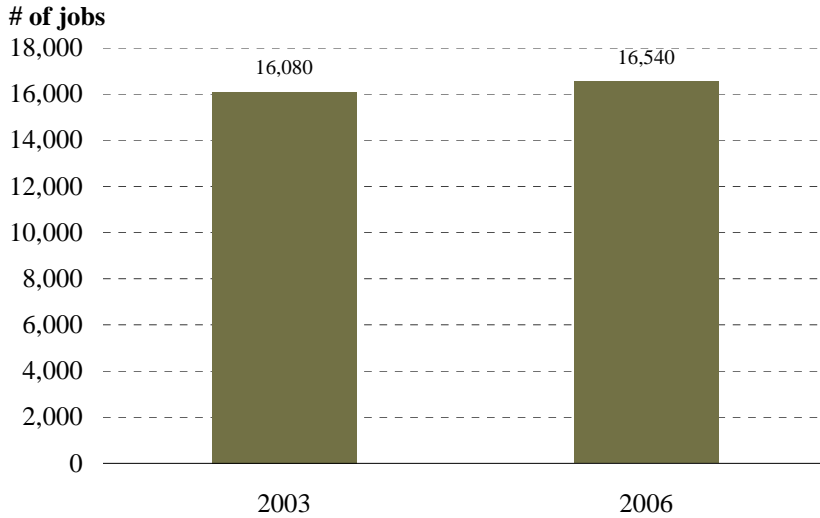


Source: Data Quick, 2008

- Between 2001 and 2005, annual home price appreciation rates were between 12 and 27 percent.
- In sharp contrast, median home price appreciation rates dropped to negative 1 percent between 2006 and 2007.

V. Employment

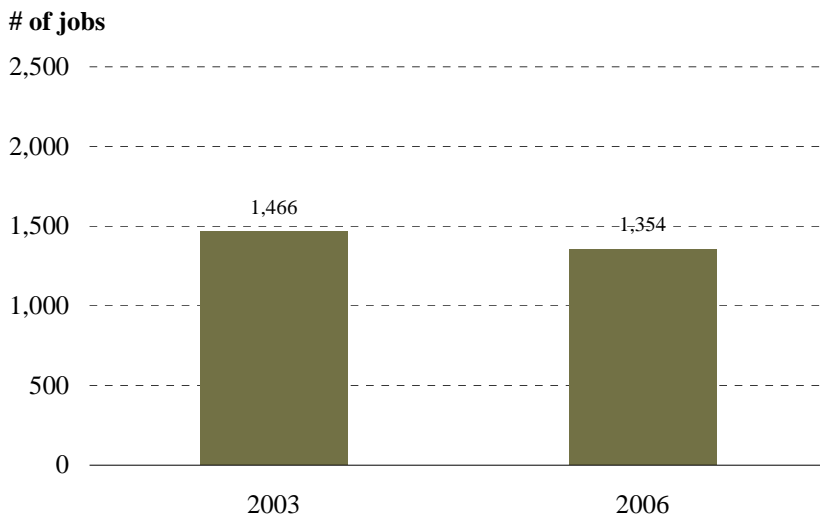
**Total Jobs
2003 and 2006**



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

- In 2006, total jobs in Rosemead reached 16,540, about 2.9 percent greater than its 2003 level. The job growth rate in the city was identical to the 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**

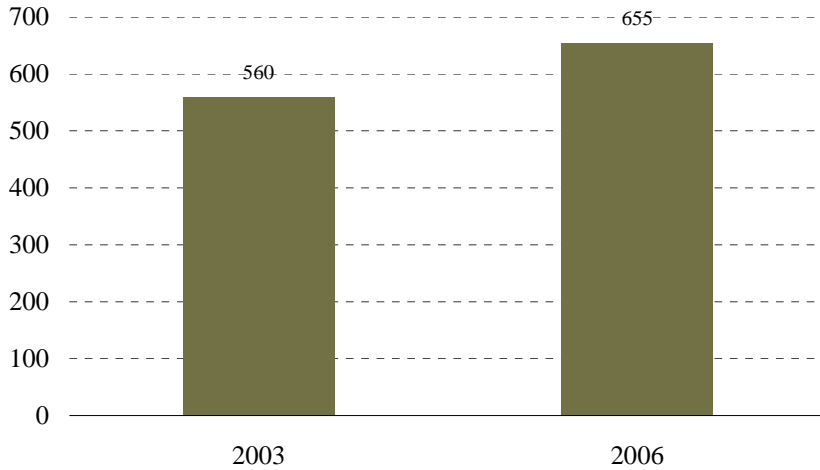


Source: California Employment Development Department, 2003 & 2006 and SCAG

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

Jobs in Construction 2003 and 2006

of jobs

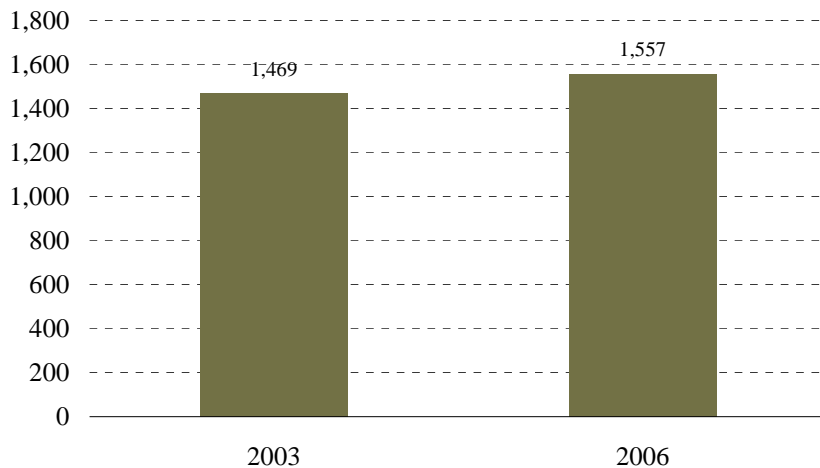


Source: California Employment Development Department, 2003 & 2006 and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2003 and 2006, construction jobs in the city increased by 95, or 17 percent.

Jobs in Retail Trade 2003 and 2006

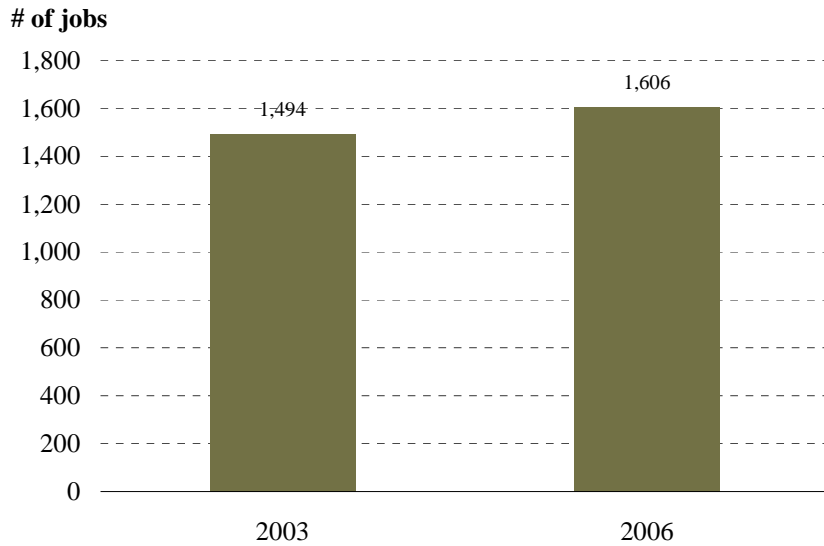
of jobs



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

- Between 2003 and 2006, the number of retail trade jobs in the city increased from 1,469 to 1,557, or 6 percent.

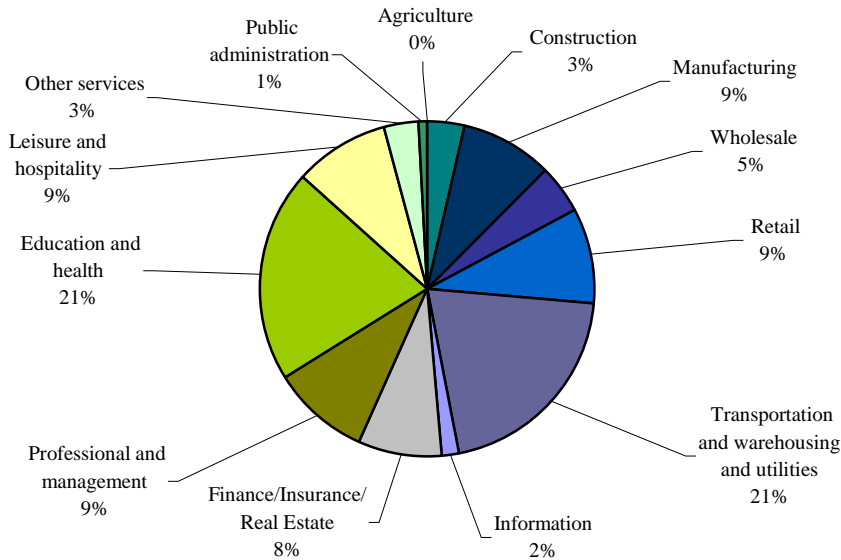
Jobs in Professional and Management 2003 and 2006



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 about 100.

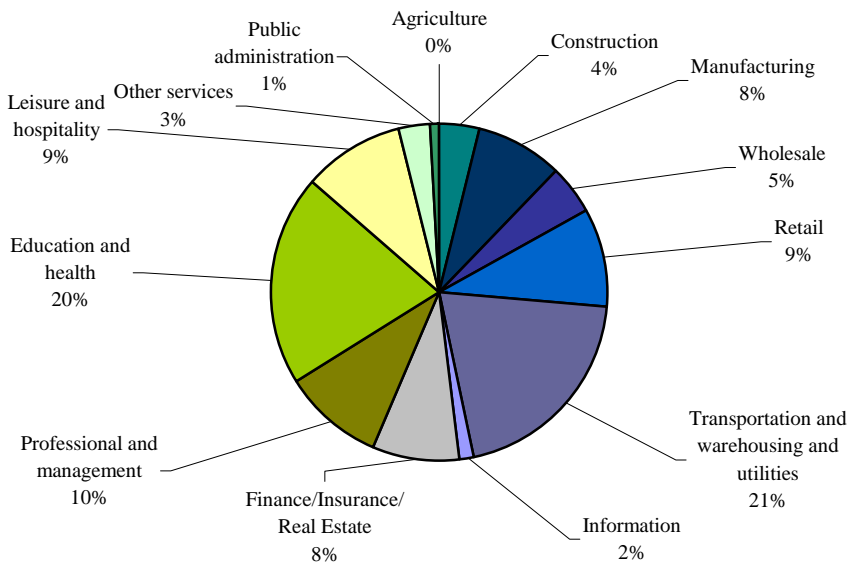
Jobs by Sectors 2003



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 9 percent to 8 percent while the share of construction jobs increased from 3 to 4 percent.

Jobs by Sectors 2006

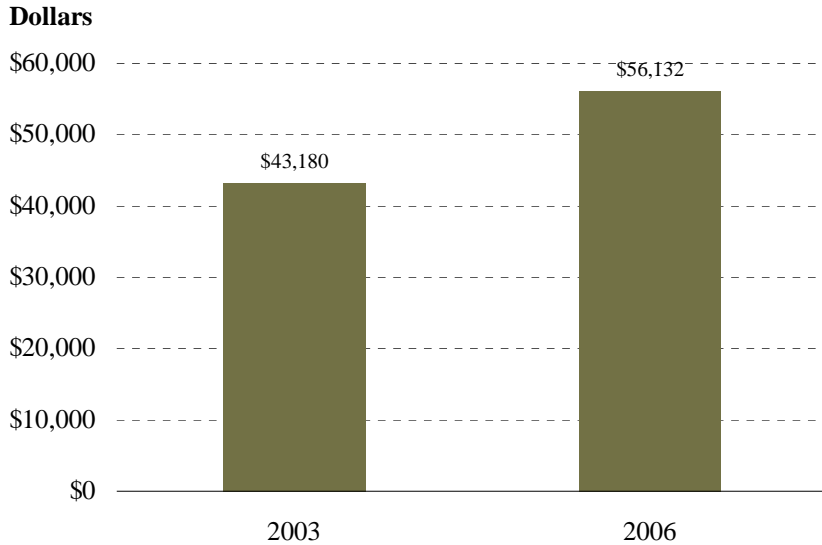


Source: California Employment Development Department, 2006 and SCAG

- In 2006, the transportation and warehousing sector remained the largest sector, accounting for 21 percent of total jobs in the city.
- Other large sectors included education and health services (20 percent) and professional and management (10 percent) sectors.

Average Salaries

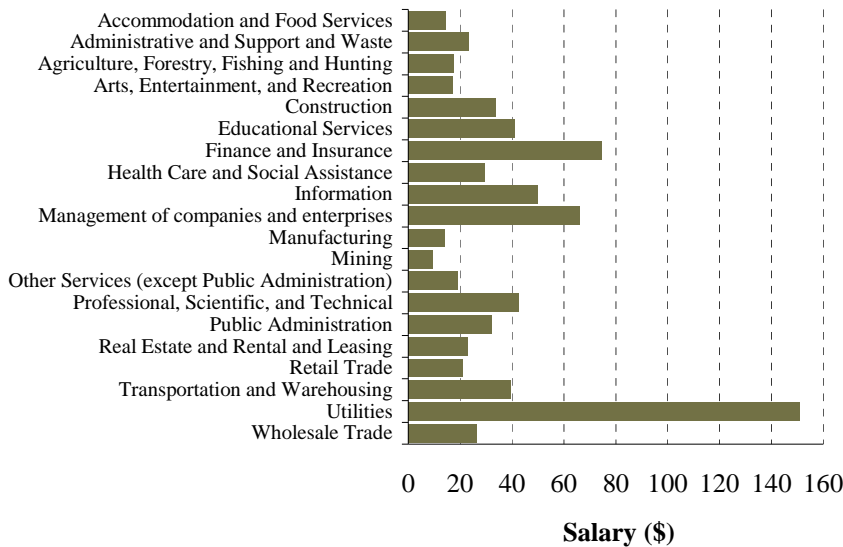
**Average Annual Salary per Job
2003 and 2006**



- Average salaries per job in the city increased from \$43,180 in 2003 to \$56,132 in 2006, a 30 percent increase, which was well above the inflation rate of 13 percent during the same period for Southern California.

Source: California Employment Development Department, 2003 & 2006

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

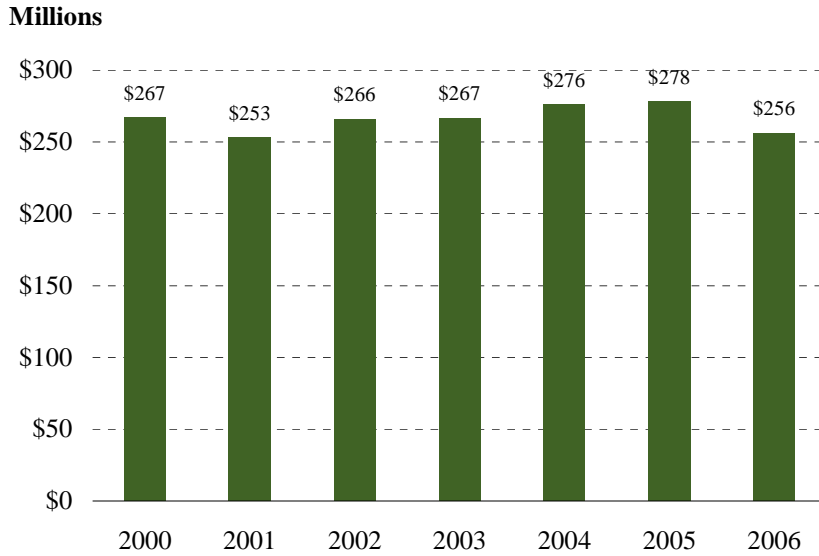


- In 2006, the sector providing the highest salary per job in Rosemead was Utilities (\$151,192).
- The Mining sector provided the lowest annual salary per job (\$9,592).

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

VI. Retail Sales

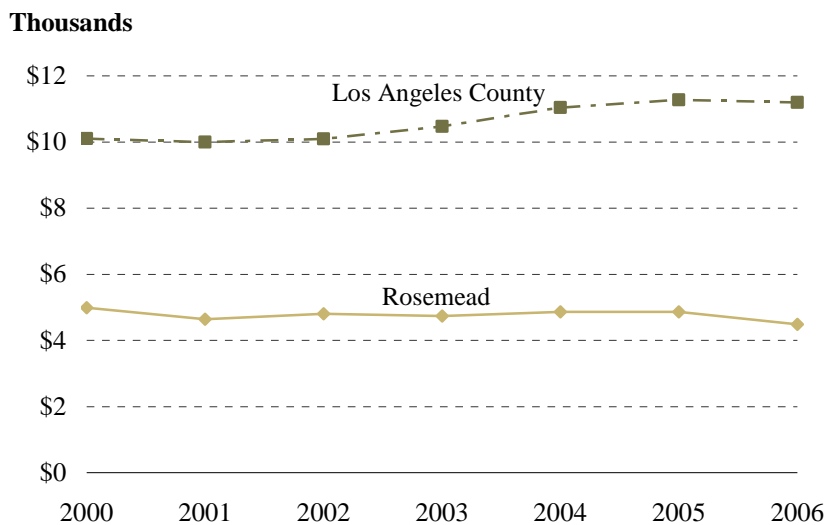
**Real Retail Sales
2000 - 2006 (in 2006 \$)**



Source: California Board of Equalization, 2000-2006

- Real (inflation adjusted) retail sales saw a net increase of 4 percent between 2000 and 2005.
- Real retail sales declined for the first time since 2001, dropping by almost 8 percent between 2005 and 2006.

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

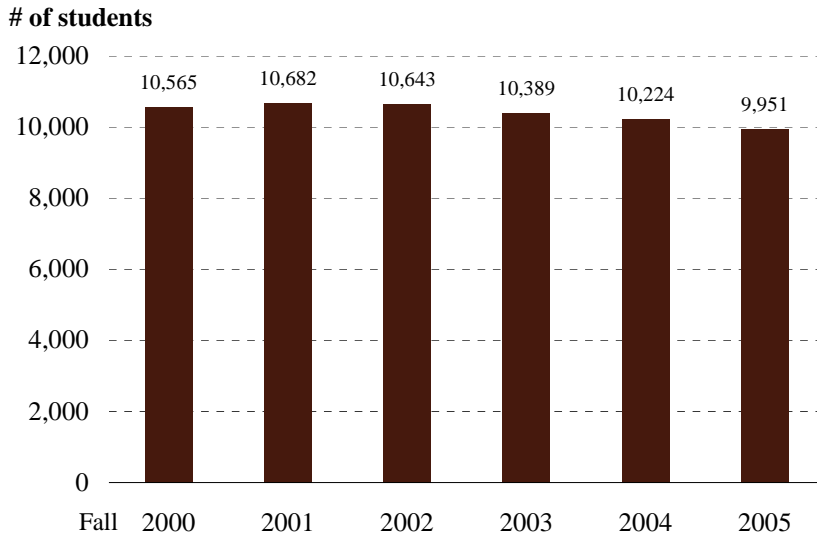


Source: California Board of Equalization, 2000-2006 and SCAG

- Between 2000 and 2006, real retail sales per person for the city decreased from \$5,000 to \$4,500, in contrast to the county which saw a steady increase over the same time period.

VII. Education

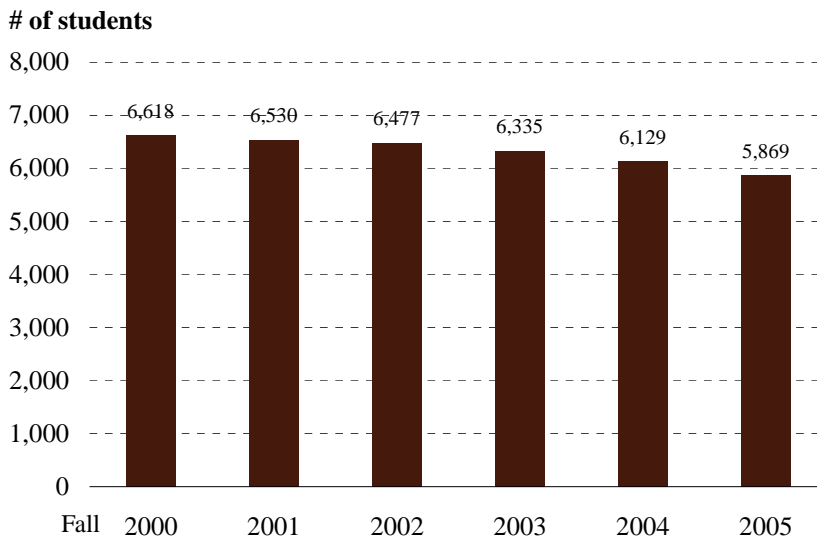
**K-12 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2001, total K-12 public school enrollment for schools within the city increased by over 100 (1 percent) to 10,682 students.
- However, since then, total K-12 public school enrollment declined by almost 7 percent.

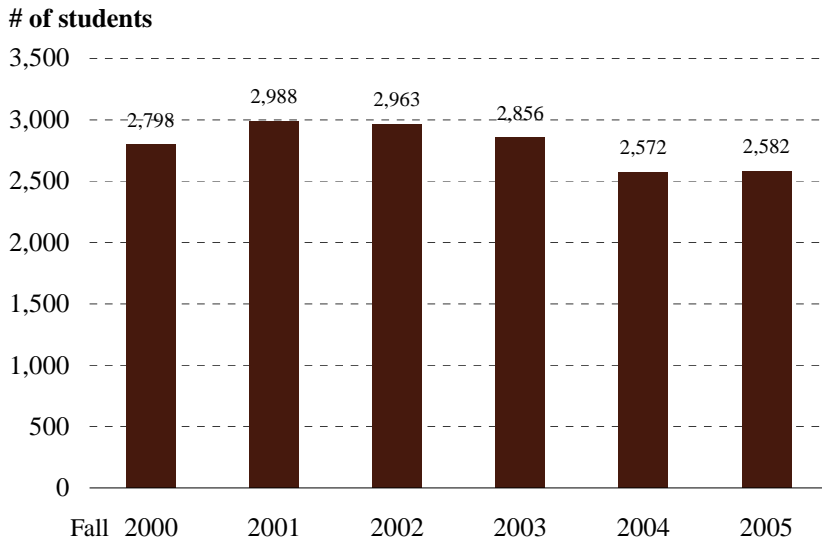
**K-6 Student Enrollment
2000 - 2005**



Source: National Center for Education Statistics, 2000-2005

- Total number of public elementary school enrollment in the city was in slow decline between 2000 and 2003.
- Between 2003 and 2005, total public elementary school enrollment declined slightly by about 450 students, or 7 percent.

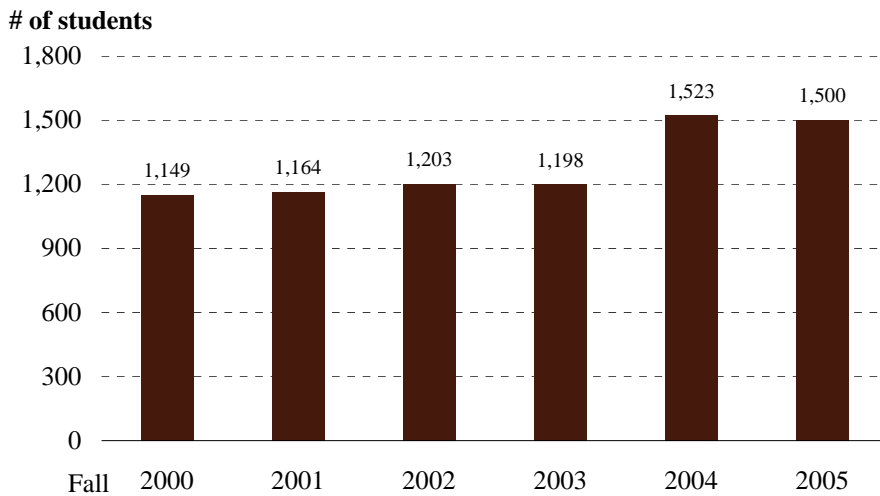
Grades 7-9 Student Enrollment 2000 - 2005



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2001, total public school enrollment for grades 7-9 peaked, and then has declined by about 400 (14 percent) from 2001 to 2005.

Grades 10-12 Student Enrollment 2000 - 2005



Source: National Center for Education Statistics, 2000-2005

- Between 2000 and 2005, total public school enrollment for grades 10-12 increased by approximately 350, or about 31 percent.
- Between 2004 and 2005, total student enrollment decreased by 1.5 percent for grades 10-12 in contrast to the 4 percent decline for K-6.

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.