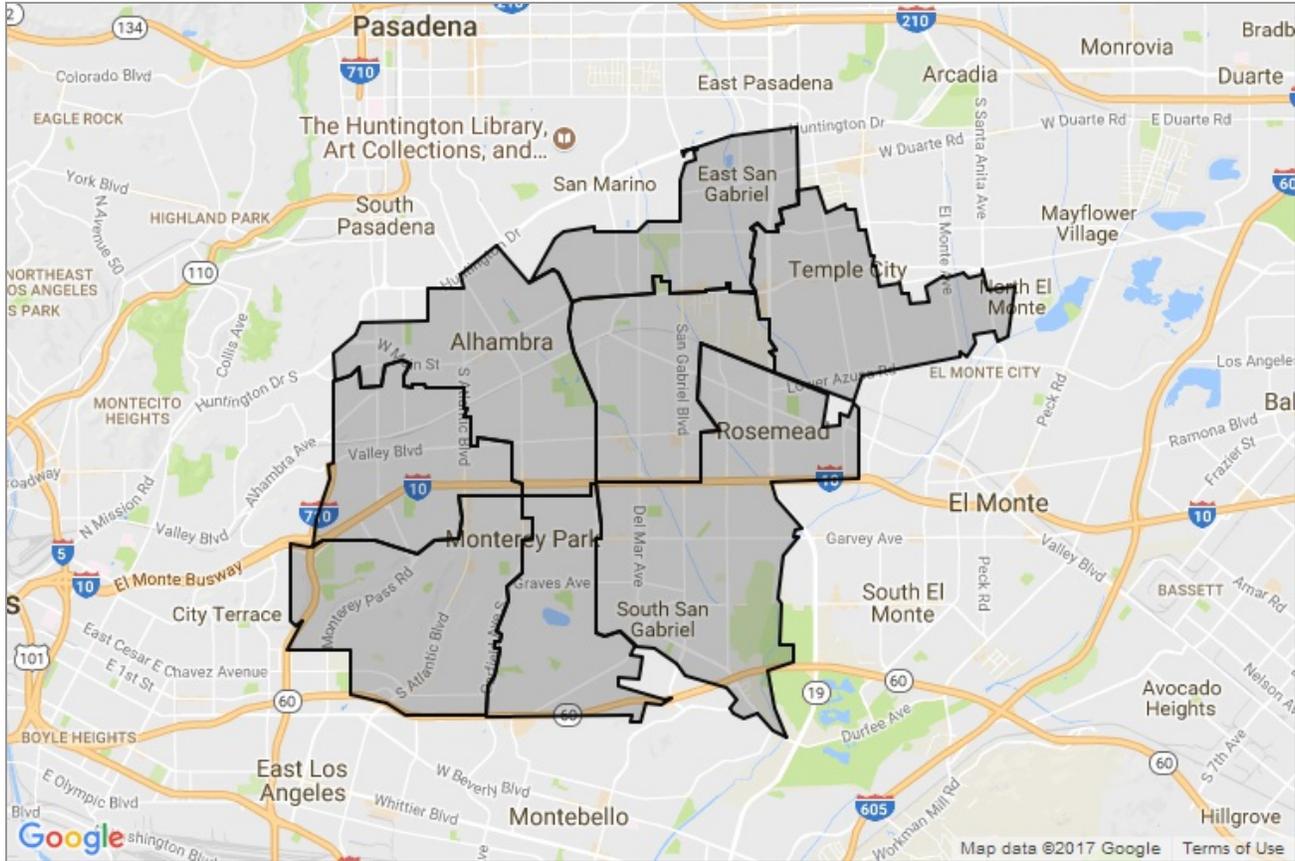LOCAL ECONOMIC AREA REPORT

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City

Presented by

Albert Tran

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Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$56,950	**41.0**	**310,117**	**Pacific Heights**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Upscale Avenues
Prosperous, married couples in higher-density neighborhoods

Urbanization

Where do people like this usually live?

Urban Periphery
City life for starting families with single-family homes

Top Tapestry Segments

	Pacific Heights	Downtown Melting Pot	Urban Villages	International Marketplace	City Lights
% of Households	40,073 (40.6%)	27,150 (27.5%)	11,145 (11.3%)	7,602 (7.7%)	4,567 (4.6%)
% of Los Angeles County	195,635 (6.0%)	89,648 (2.7%)	375,426 (11.4%)	314,630 (9.6%)	200,686 (6.1%)
Lifestyle Group	Upscale Avenues	Middle Ground	Ethnic Enclaves	Next Wave	Middle Ground
Urbanization Group	Urban Periphery	Principal Urban Centers	Urban Periphery	Urban Periphery	Urban Periphery
Residence Type	Single Family	High-Density Apartments	Single Family	High-Density Apartments; Single Family	Multi-Units; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.13	2.89	3.75	3.04	2.56
Median Age	41.8	37	33.3	32.3	38.8
Diversity Index	75.3	77.3	85.6	88.3	73.6
Median Household Income	$84,000	$44,000	$58,000	$41,000	$60,000
Median Net Worth	$214,000	$20,000	$99,000	$15,000	$64,000
Median Home Value	$469,000	–	$228,000	–	$323,000
Homeownership	72.1 %	31.7 %	70.2 %	28.1 %	52.5 %
Average Monthly Rent	–	$1,210	–	$1,140	–
Employment	Professional, Services or Management	Services or Professional	Services or Administration	Services	Professional or Services
Education	College Degree	College Degree	No High School Diploma	No High School Diploma	College Degree
Preferred Activities	Own iPods, iPads, newer Macs. Gamble at casinos; visit theme parks.	Shop with coupons; not brand loyal. Buy lottery tickets.	Buy new clothes; go clubbing; visit water parks. Shop at Costco, Whole Foods, Target, Nordstrom.	Shop at warehouse clubs, specialty markets. Visit theme parks, play soccer.	Play the lottery. Shop for trusted brands.
Financial	Invest conservatively	Carry credit card debt	Carry credit cards	Do not save or invest	Bank in person; pay bills online
Media	Watch Showtime, HBO, Travel Channel, CNN	Go online for entertainment; visit dating websites	Own smartphones	Listen to Spanish/Latin music on cell phone or radio	Listen to classic rock, alternative, hip-hop radio
Vehicle	Choose imported, late-model vehicles	Prefer late-model vehicle	Own late-model compact car, SUV	Take public transportation	Take public transportation

About this segment
Pacific Heights

This is the	In this area	In the United States
#1	**40.6%**	**0.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Pacific Heights is one of the smaller markets (less than 1 percent of households), composed of upscale neighborhoods in the urban periphery of metropolitan areas, along the Pacific Coast in California, in Hawaii, and in the Northeast. This market includes the highest percentage of Asian and multiracial populations; many of them born outside the U.S. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white-collar occupations such as business, computer, architecture and engineering roles. Median household income and net worth are much higher than the U.S. These trendy residents buy nice food and clothing, as well as the latest gadgets. They keep up with family overseas with frequent phone calls and foreign travel.

Our Neighborhood

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.
- Homes are primarily owner occupied and older, most built 1950-1979 (58%).
- Two-thirds of homes are single family; 14% are townhouses.
- About 45% of owned homes are valued at over $500,000.
- Percentage of vacant housing units at 4.6% is one of the lowest.
- About 61% of households are composed of married couple families, with or without children under 18 years, with a higher ratio of adult children living at home.
- Two-thirds of households own 1 or 2 vehicles, but 28% own 3 or more.

Socioeconomic Traits

- Education completed: Almost 65% of residents have some college education; 38% have a bachelor's degree or higher.
- Labor force participation rate is average at 62%; unemployment rate is lower than average at 7.2%.
- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.
- Financially conservative, these consumers tend to opt for low-risk investments.
- They keep up-to-date with the latest styles and trends, as well as the latest technology.

Market Profile

- Prefer imported vehicles, owning later models.
- Favor trendier stores for apparel, Costco and specialty markets for groceries
- Own iPods, iPads, and newer Mac computers.
- Use the Internet to visit online blogs and chat rooms, watch TV programs and movies, trade and track investments, and make purchases.
- Enjoy gambling at casinos, visiting theme parks, eating out at family restaurants, stopping by Starbucks for coffee, listening to jazz and New Age music, and reading fashion magazines.
- Partial to Showtime, HBO, Travel Channel and CNN.
- Make phone calls overseas; some foreign travel over the last 3 years.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

11/7/2017

About this segment
Downtown Melting Pot

This is the	In this area	In the United States
#2	**27.5%**	**0.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Downtown Melting Pot is a smaller, diverse, settled market, composed of much older neighborhoods in cities in the Middle Atlantic (mainly New York) or on the Pacific Coast. A mix of races and ethnicities, with strong concentrations of Asians, particularly Chinese (highest concentration of any segment) reside here. Close to half of the residents are foreign born, and 30 percent of households have members who do not speak English. These neighborhoods are dominated by married-couple families who live in rented apartments. Residents are employed in professional, service (especially food and personal service), sales and administrative occupations; many work outside the county where they live. Unemployment is higher; median household income and net worth are below average, although the home values in these neighborhoods are high.

Our Neighborhood

- This is the most densely populated market, located in older neighborhoods of metropolitan cities, primarily in the Middle Atlantic division.
- There are older apartment buildings; almost half of households built before 1950.
- Over three-fourths of homes are in multi-unit structures: 2-4 unit, 5-19 unit, or 20+ unit buildings.
- About 68% of households are rented—in neighborhoods where many of the owner-occupied units are valued at $500,000+.
- Vacancy rate is low at 7.6%.
- Families are the dominant household type: married-couple families with children (24%) and without (24%); above average shares of multigenerational households and adult children.
- Households are as likely to own one vehicle (39%) as no vehicle.

Socioeconomic Traits

- 47% with some college or a bachelor's degree or higher.
- Unemployment rate at 10.1%, higher than the U.S. rate.
- Labor force participation rate at 59.3%, slightly lower than the U.S. average.
- Wage and salary income for 75% of households; another notable source is Supplemental Security Income for 8%.
- Busy consumers, often feeling overwhelmed, with longer work commutes.
- Careful shoppers, who use coupons, demonstrating little brand loyalty.
- Get news and information from various forms of media (newspapers, TV and Internet).

Market Profile

- Prefer newer model vehicles.
- Carry debt from credit card balances rather than loans or mortgages; lack of investments in stocks and retirement plans.
- Avid about recycling and buying lottery tickets.
- Use the Internet for entertainment and social media, some visit online dating websites.
- Enjoy dancing, gambling at casinos, eating out at their favorite family restaurants, playing sports (such as volleyball, baseball, soccer and bowling), and listening to sports on the radio.
- Try to buy low-calorie or low-fat food but enjoy pizza delivery and occasional fast-food stops.
- A favorite kitchen appliance: espresso/cappuccino maker.
- Make phone calls overseas; some foreign travel over the last three years.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

About this segment
Urban Villages

This is the	In this area	In the United States
#3	**11.3%**	**1.1%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Urban Villages residents are multicultural, multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person or via the Home Shopping Network. Their favorite stores are as diverse as they are, Costco or Whole Foods, Target or Nordstrom.

Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.
- Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.75.
- Homes are older, primarily single family, with a higher median value of $228,000 and a lower vacancy rate of 5.2%.

Socioeconomic Traits

- Multicultural market including recent immigrants and some language barriers.
- Education: more than half the population aged 25 or older have a high school diploma or some college.
- Labor force participation rate higher than the U.S., but so is the unemployment rate at 10.5%.
- Brand conscious but not necessarily brand loyal; open to trying new things.
- Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.
- Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family.
- Saving is more limited than spending in this young market.
- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.
- Media preferences vary, but feature culturally specific channels or children's shows.
- Leisure includes family activities like going to water parks, gardening, and clubbing, plus sports like soccer and softball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

About this segment
International Marketplace

This is the	In this area	In the United States
#4	**7.7%**	**1.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40 percent of residents are foreign-born; 1 in 4 households are linguistically isolated. Young, Hispanic families renting apartments in older buildings dominate this market; about two-fifths of households have children. One-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

Our Neighborhood

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.
- Young, diverse family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households.
- Approximately 72% of householders in multiunit apartment buildings, 30% in 2-4 unit structures.
- Majority of apartments built before 1970 (68%), 30% built before 1940.
- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle.

Socioeconomic Traits

- Almost 40% of the population were born abroad; almost 1 in 4 households have residents who do not speak English.
- 29% have no high school diploma; 29% have a high school diploma only.
- Labor force participation rate is 68% and higher than the U.S. average; unemployment is also higher, at 10.9%.
- These are hard-working consumers, striving to get ahead; style matters to them.
- Preserving the environment and being in tune with nature are very important.
- Media used most often is the Internet.

Market Profile

- No extra money to invest in retirement savings plans, stocks or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and going out for fast food.
- Use the Internet to visit Spanish language websites and chat rooms, access social media sites, watch movies and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on their cell phones or on the radio at home.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

About this segment
City Lights

This is the	In this area	In the United States
#5	**4.6%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and townhomes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Our Neighborhood

- Half of the homes are single-family residences or townhomes.
- Tenure is 50-50: half of households are owned and half are rented. Median home value and average gross rent exceed U.S. values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the U.S., with slightly more single-person households.
- Housing is older in this market: 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the U.S. average. Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.
- Attuned to nature and the environment, and when they can, purchase natural products.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Walmart or Target.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. They find technology cumbersome, preferring to make a phone call rather than text. They aren't that keen on social media either.
- These are health-conscious consumers, who purchase low-calorie and low-fat food.
- Dreaming of a brighter future, they often try their luck on the lottery.
- Their taste in music is varied, typically classic rock, alternative or hip hop, and even classical music, listening during their daily commutes.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

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Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Population Comparison
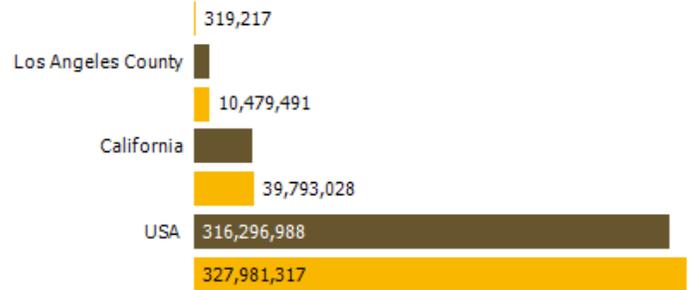
Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City

319,217

Los Angeles County

10,479,491

California

39,793,028

USA
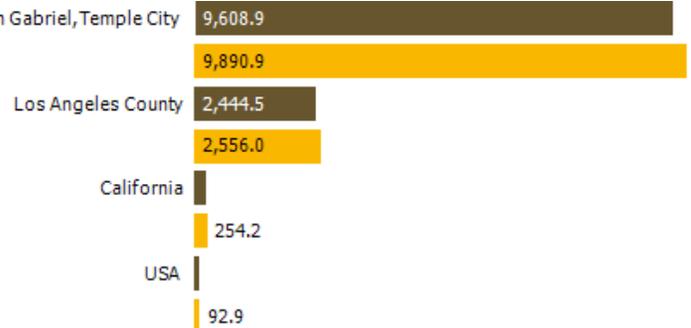316,296,988

327,981,317

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City 9,608.9

9,890.9

Los Angeles County 2,444.5

2,556.0

California

254.2

USA

92.9

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2016, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City 2.60%

2.93%

Los Angeles County 3.35%

3.27%

California 3.00%

3.73%

USA 2.45%

3.69%
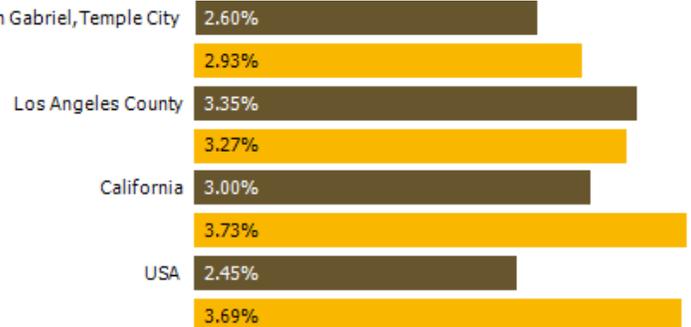
Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City 3.12

3.13

Los Angeles County 2.98

3.01

California 2.90

2.91

USA 2.57

2.57

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City

271,211

Los Angeles County

8,390,551

California

31,690,245

USA   248,227,810

256,810,292
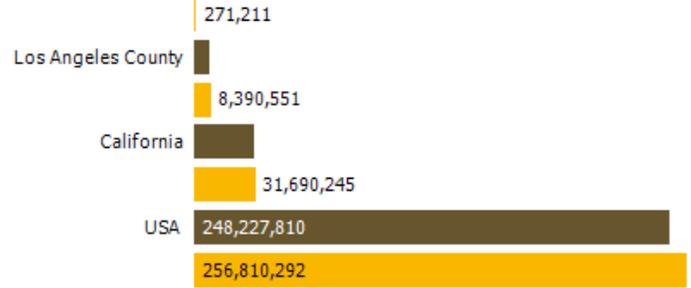
Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ Women 2016
■ Men 2016
■ Women 2021 (Projected)
■ Men 2021 (Projected)

	Women	Men
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	51.8%	48.2%
	51.6%	48.4%
Los Angeles County	50.6%	49.4%
	50.5%	49.5%
California	50.3%	49.7%
	50.2%	49.8%
USA	50.7%	49.3%
	50.7%	49.3%

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Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- 2016
- 2021 (Projected)

Geography	2016	2021 (Projected)
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	41.0	41.9
Los Angeles County	35.4	36.5
California	35.7	36.6
USA	37.7	38.2
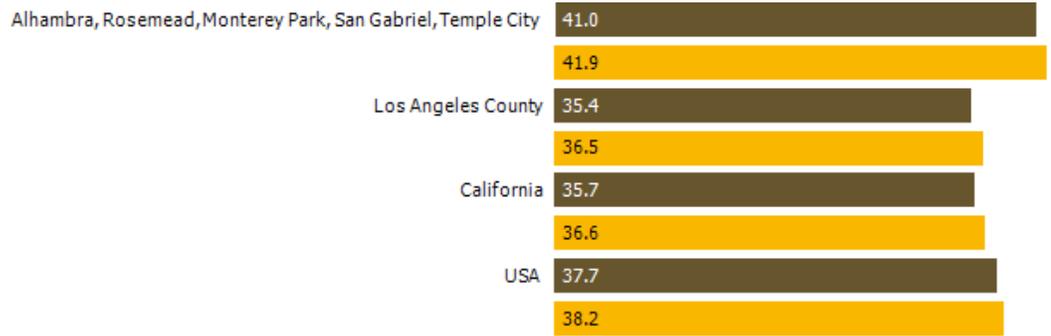
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- 2016
- 2021 (Projected)

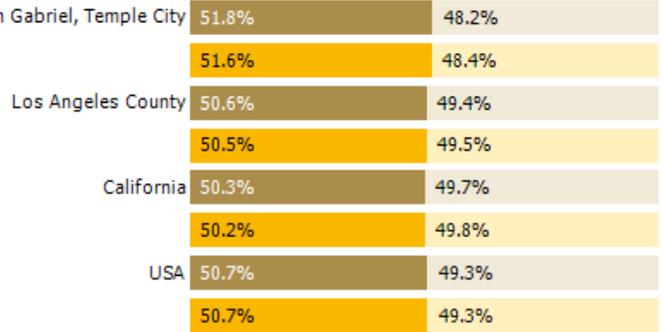| Age Group	2016	2021 (Projected)
Children	9.9%	9.6%
Tweens	3.3%	3.1%
Teens	8.0%	7.5%
20s	13.3%	12.5%
30s	13.7%	14.2%
40s	14.0%	13.5%
50s	14.5%	14.1%
60s	11.5%	12.4%
70s	6.8%	8.1%
Over 80	4.9%	5.1%

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ Married
□ Unmarried

	Married	Unmarried
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	50.8%	49.2%
Los Angeles County	44.6%	55.4%
California	48.3%	51.7%
USA	51.6%	48.4%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

	Married
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	50.8%
Los Angeles County	44.0%
California	48.3%
USA	51.6%

Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

	Never Married
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	35.5%
Los Angeles County	41.5%
California	37.0%
USA	31.6%

Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

	Widowed
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	6.7%
Los Angeles County	4.8%
California	4.9%
USA	6.1%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

	Divorced
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	7.0%
Los Angeles County	8.4%
California	9.7%
USA	10.8%

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

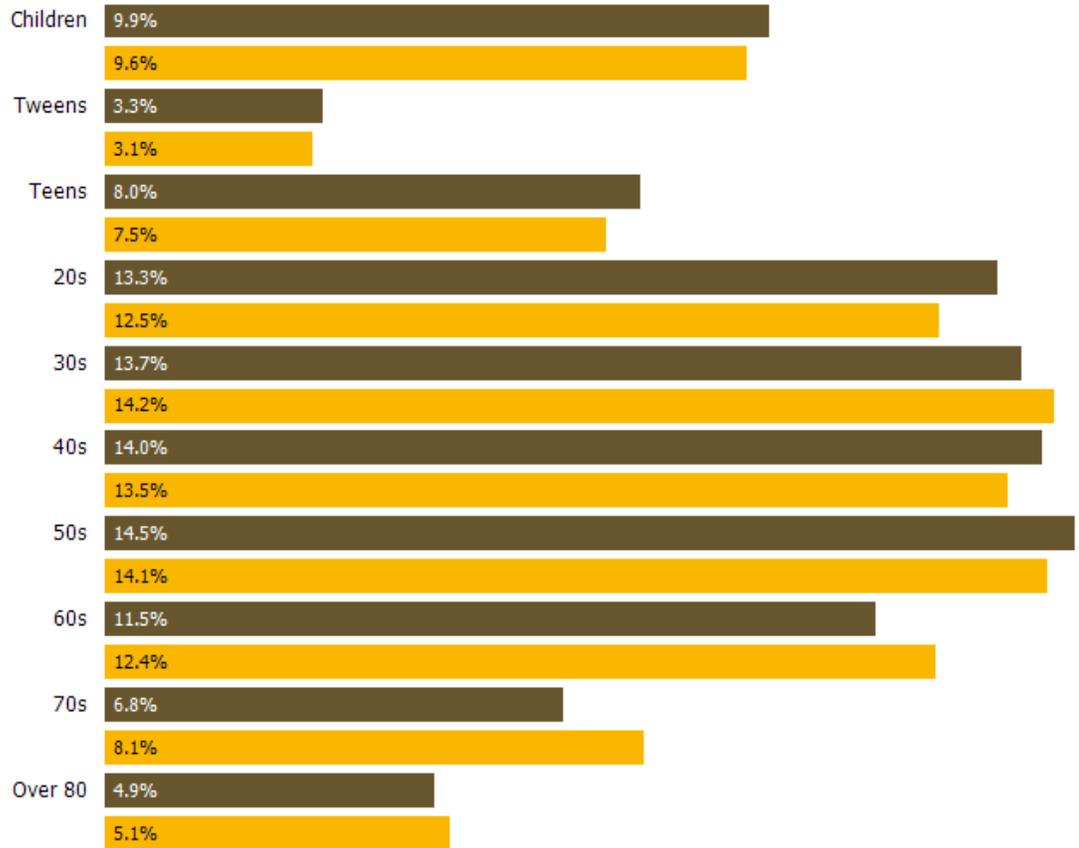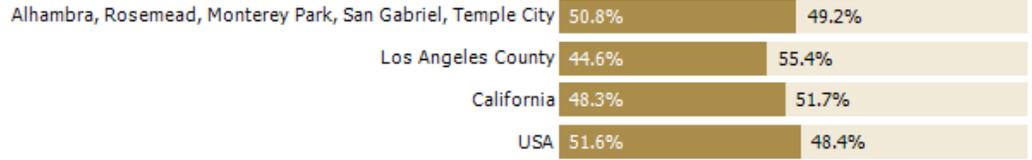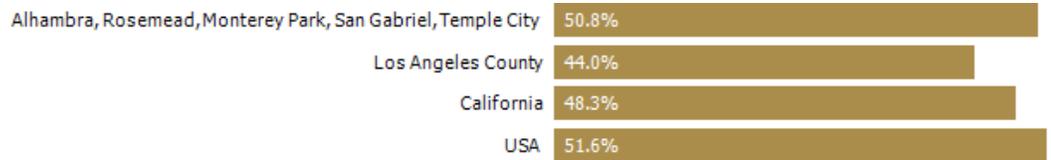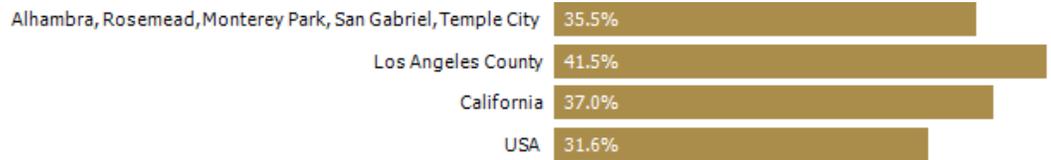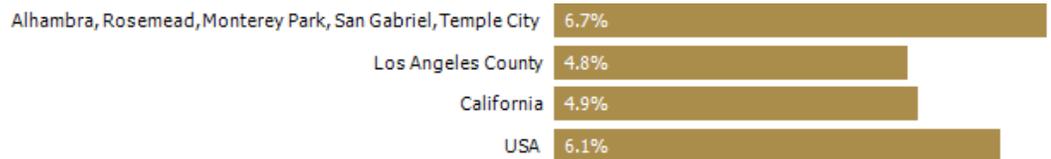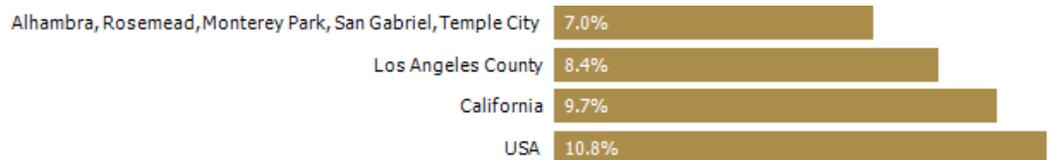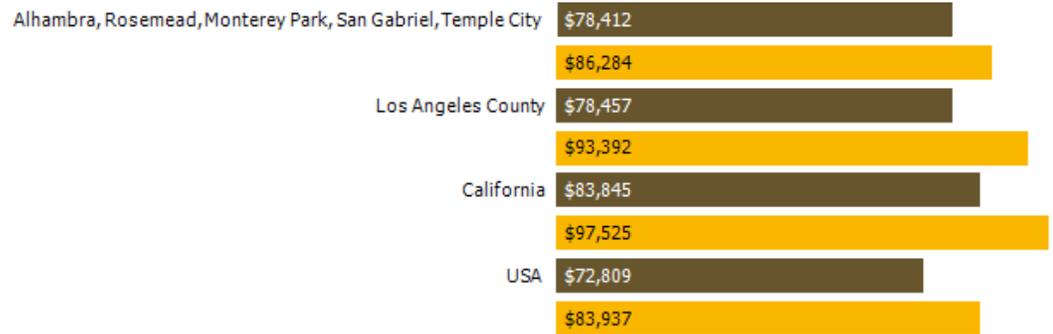Update Frequency: Annually

■ 2016
■ 2021 (Projected)

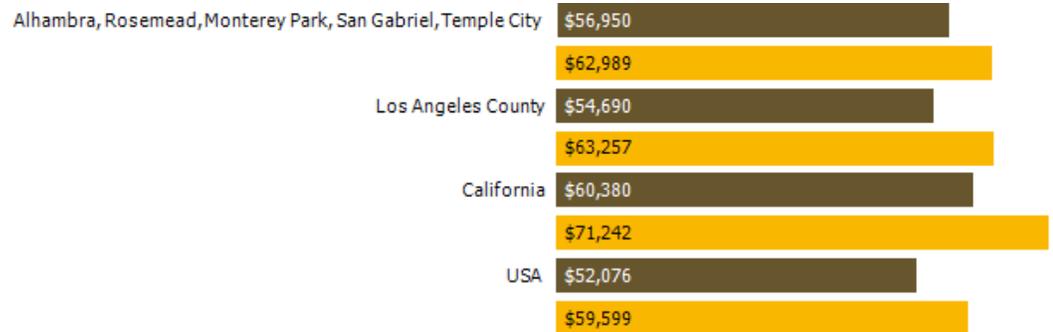| Geography	2016	2021 (Projected)
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	$78,412	$86,284
Los Angeles County	$78,457	$93,392
California	$83,845	$97,525
USA	$72,809	$83,937

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Geography	2016	2021 (Projected)
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	$56,950	$62,989
Los Angeles County	$54,690	$63,257
California	$60,380	$71,242
USA	$52,076	$59,599

Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)

Geography	2016	2021 (Projected)
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	$25,298	$27,660
Los Angeles County	$27,403	$30,940
California	$29,787	$33,354
USA	$27,871	$32,168

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

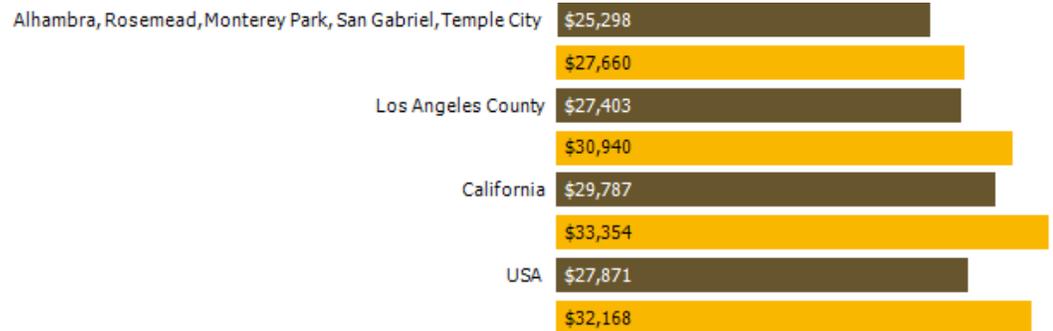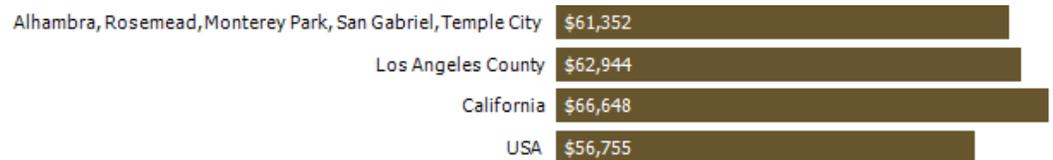| Geography	Value
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	$61,352
Los Angeles County	$62,944
California	$66,648
USA	$56,755

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2016

Update Frequency: Annually

Industry	Count
Health Care and Social Assistance	20,129
Retail Trade	15,332
Manufacturing	13,941
Accommodation and Food	12,133
Education	12,051
Professional, Scientific and Technical	9,401
Other	9,262
Wholesale Trade	7,007
Finance and Insurance	6,876
Transportation and Warehousing	6,869
Construction	6,574
Public Administration	6,478
Administrative Support and Waste Management	5,024
Arts, Entertainment and Recreation	3,905
Information	3,087
Real Estate, Rental and Leasing	2,389
Utilities	
Agriculture, Forestry, Fishing and Hunting	
Business Management	
Mining	

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Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

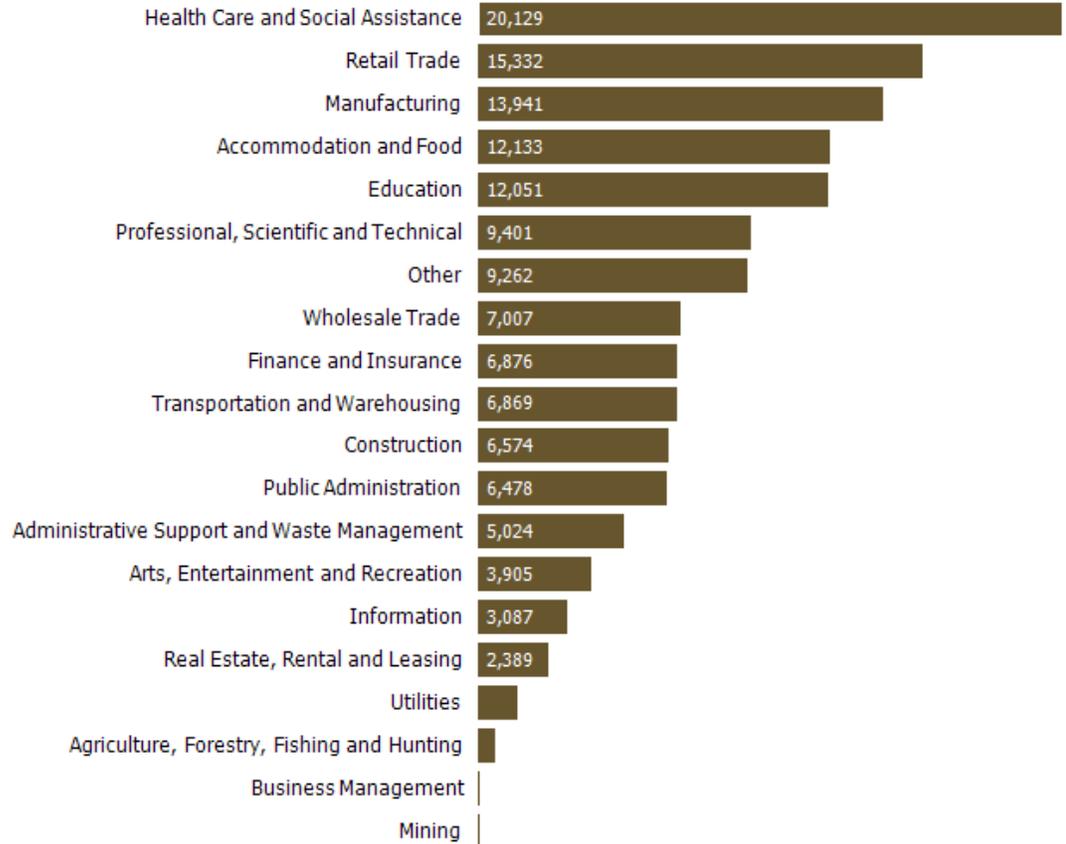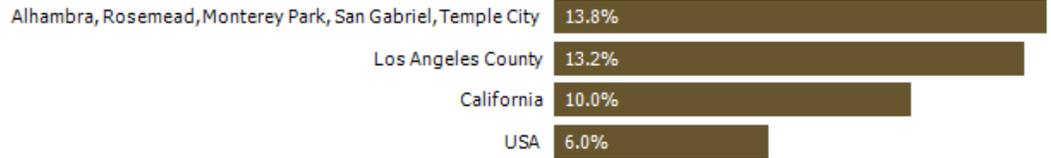|	
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	13.8%
Los Angeles County	13.2%
California	10.0%
USA	6.0%

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

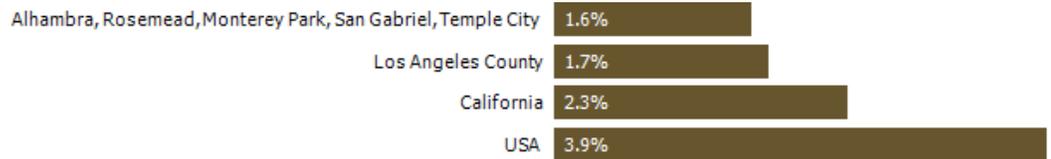|	
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	16.6%
Los Angeles County	19.1%
California	21.9%
USA	21.3%
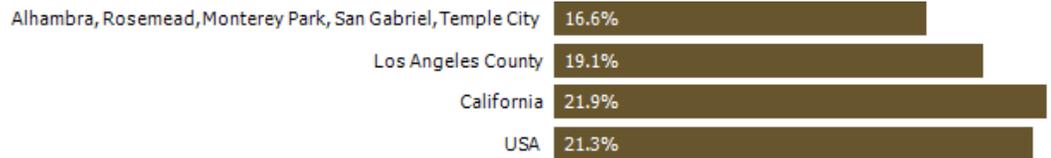
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	1.6%
Los Angeles County	1.7%
California	2.3%
USA	3.9%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	22.2%
Los Angeles County	19.1%
California	18.4%
USA	24.2%

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Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

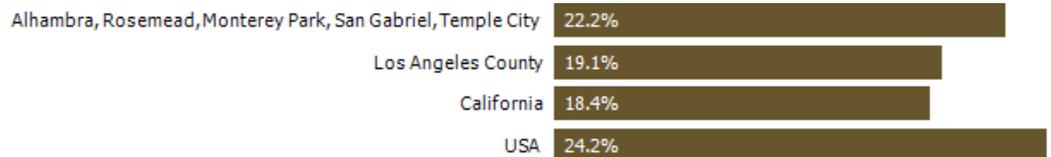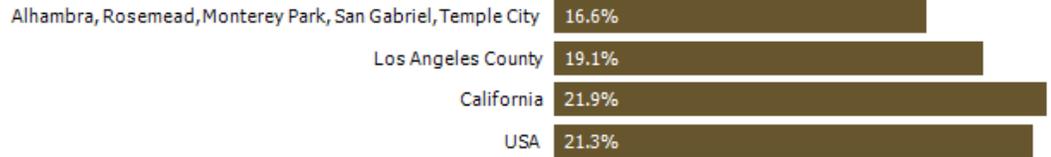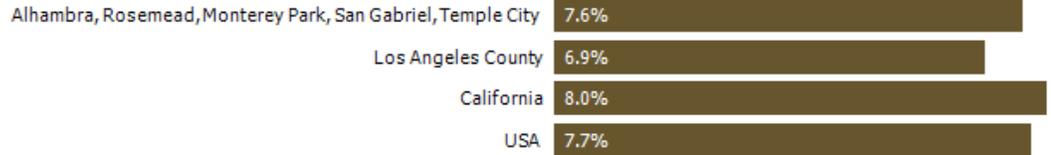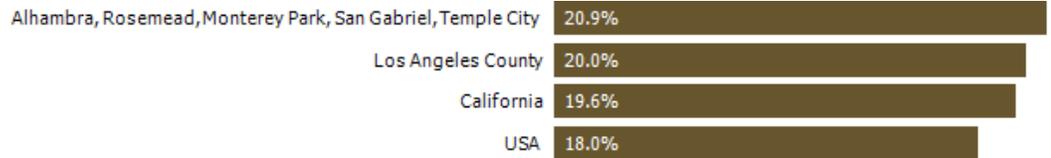| Geography	Percentage
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	16.6%
Los Angeles County	19.1%
California	21.9%
USA	21.3%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

Geography	Percentage
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	7.6%
Los Angeles County	6.9%
California	8.0%
USA	7.7%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

Geography	Percentage
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	20.9%
Los Angeles County	20.0%
California	19.6%
USA	18.0%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016
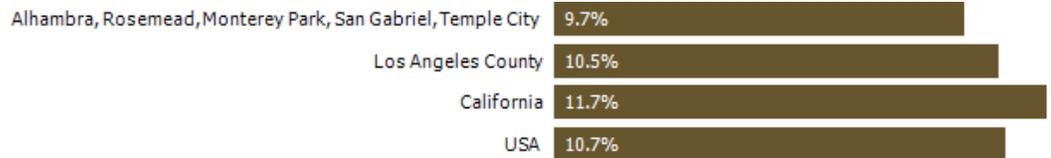
Update Frequency: Annually

| Geography	Percentage
Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	9.7%
Los Angeles County	10.5%
California	11.7%
USA	10.7%

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Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Alhambra, Rosemead, Monterey Park, San Gabriel, Temple City	$672,330
Los Angeles County	$581,830
California	$523,660
USA	$227,570
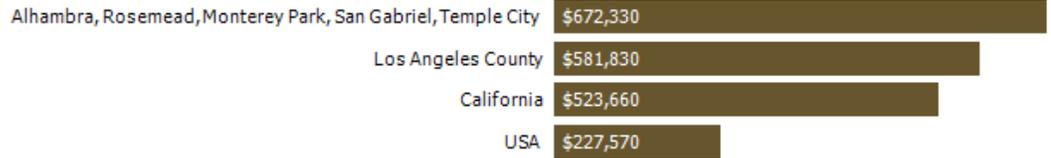
12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

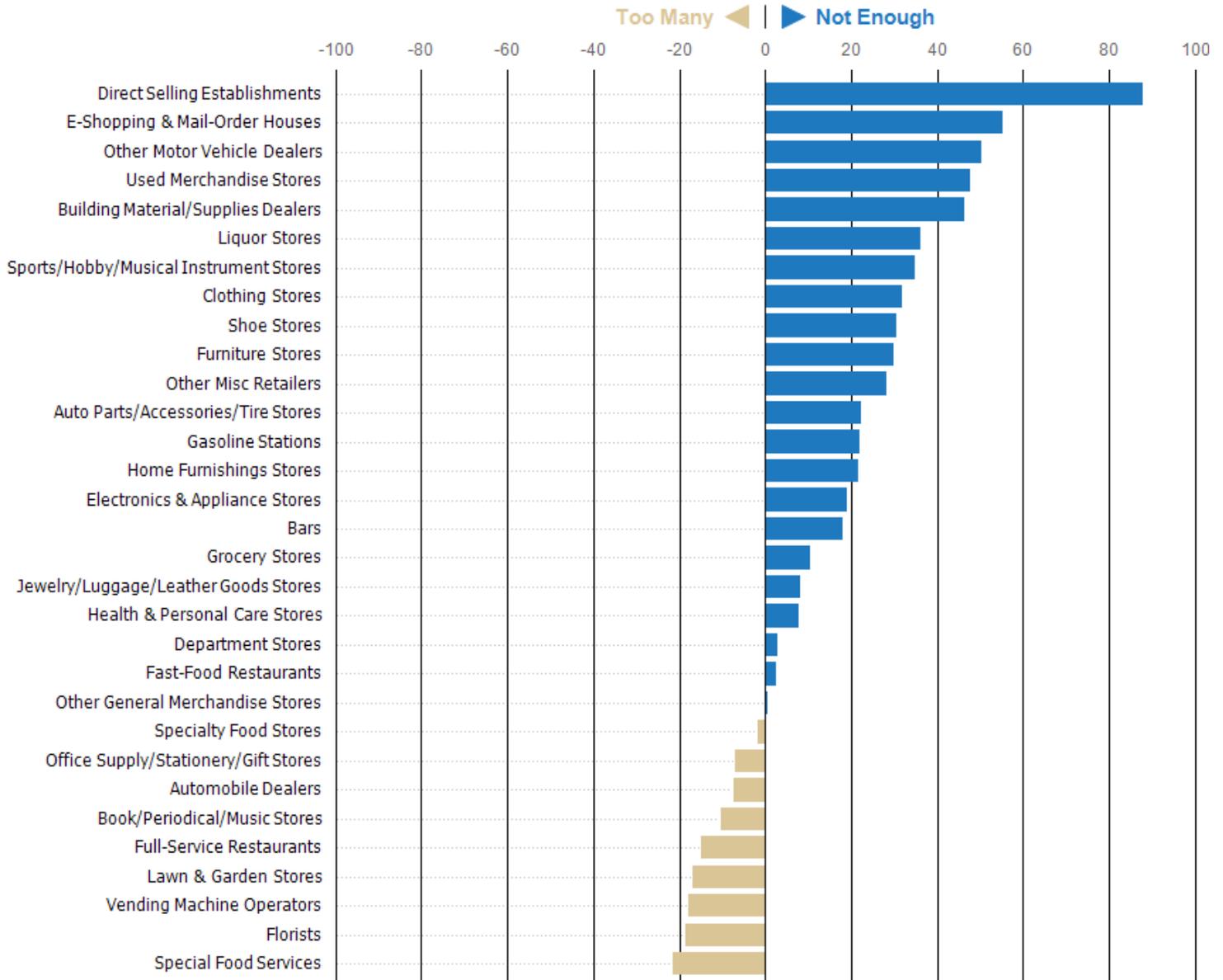|	
Los Angeles County	+7.7%
California	+7.7%
USA	+3.6%

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Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2016

Update Frequency: Annually

Too Many ◄ | ► Not Enough

	-100	-80	-60	-40	-20	0	20	40	60	80	100

Direct Selling Establishments
E-Shopping & Mail-Order Houses
Other Motor Vehicle Dealers
Used Merchandise Stores
Building Material/Supplies Dealers
Liquor Stores
Sports/Hobby/Musical Instrument Stores
Clothing Stores
Shoe Stores
Furniture Stores
Other Misc Retailers
Auto Parts/Accessories/Tire Stores
Gasoline Stations
Home Furnishings Stores
Electronics & Appliance Stores
Bars
Grocery Stores
Jewelry/Luggage/Leather Goods Stores
Health & Personal Care Stores
Department Stores
Fast-Food Restaurants
Other General Merchandise Stores
Specialty Food Stores
Office Supply/Stationery/Gift Stores
Automobile Dealers
Book/Periodical/Music Stores
Full-Service Restaurants
Lawn & Garden Stores
Vending Machine Operators
Florists
Special Food Services

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- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.

- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.

- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.

- This report has been provided to you by a member of the NAR.

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About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.

- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.

- **Market conditions and forecasts** based on listing and public records data.

- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.

- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.

- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.

- **School data and reviews** from GreatSchools.

- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.

- Charts and statistics calculated from listing and public records data are refreshed monthly.

- Other data sets range from daily to annual updates.

Learn more

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