Profile of the City of Westmorland

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 190 cities in the SCAG region.

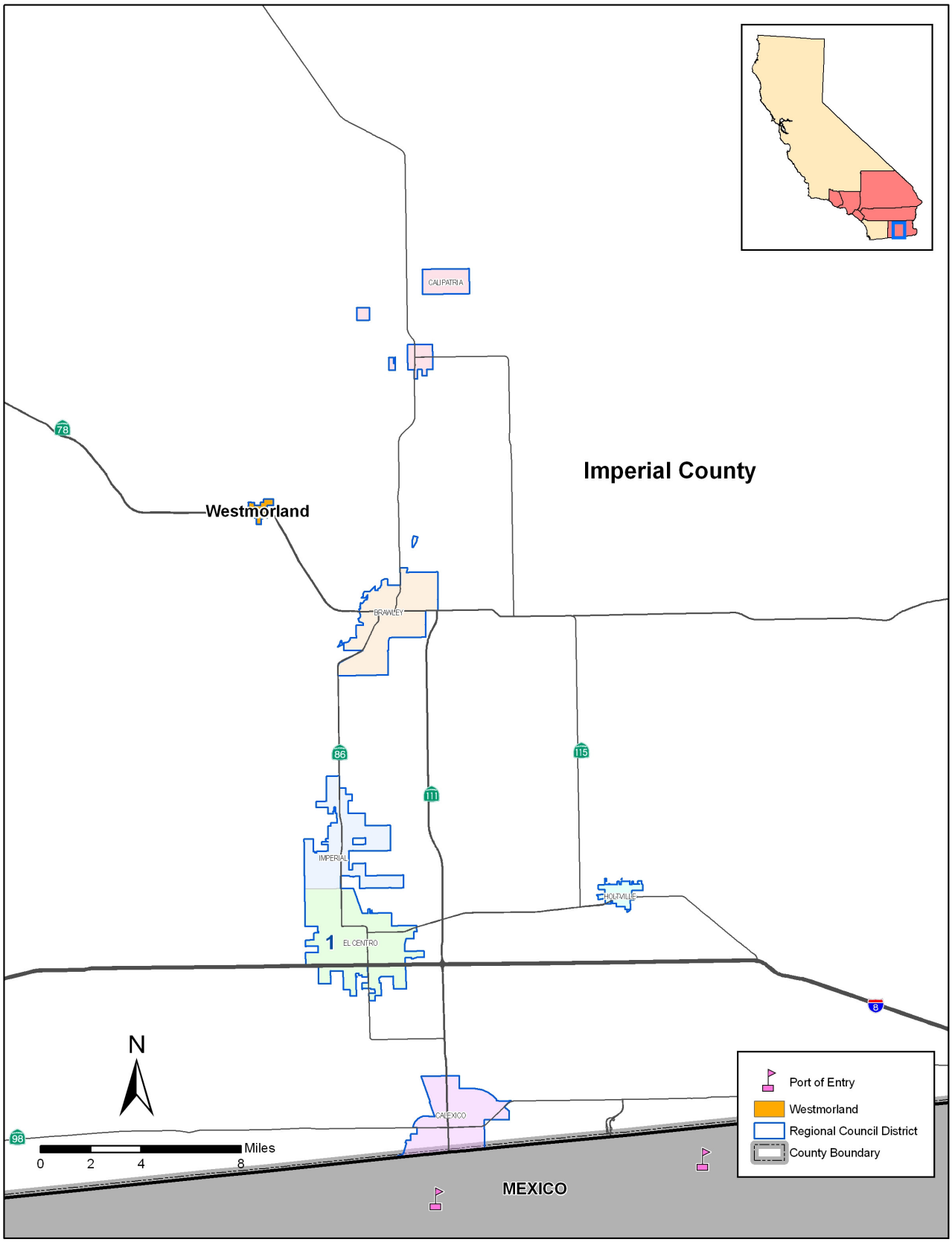
SCAG Regional Council District 1 includes Brawley, Calexico, Calipatria, El Centro, Holtville, Imperial, and Westmorland

Represented by: Hon. Cheryl Viegas-Walker

This profile report was prepared by the Southern California Association of Governments and shared with the City of Westmorland. SCAG provides local governments with services including planning data and information; technical assistance such as GIS training; and planning assistance such as growth visioning and analyses of infill developments and their fiscal impacts.

SOUTHERN CALIFORNIA
ASSOCIATION of GOVERNMENTS

Southern California Association of Governments
May 2011


CALIPATRIA
Imperial County
Westmorland
BRAWLEY
IMPERIAL
EL CENTRO
HOLTVILLE
CALEXICO
MEXICO
1
78
86
111
115
8
98
N
Miles
0
2
4
8
Port of Entry
Westmorland
Regional Council District
County Boundary

Southern California Association of Governments
Regional Council Roster

May 2011

Members	Representing
Hon. Larry McCallon, Highland, President	District 7
Hon. Pam O'Connor, Santa Monica, 1st Vice President	District 41
Hon. Glen Becerra, Simi Valley, 2nd Vice President	District 46
Hon. Jack Terrazas	Imperial County
Hon. Mike Antonovich	Los Angeles County
Hon. Mark Ridley-Thomas	Los Angeles County
Hon. Shawn Nelson	Orange County
Hon. John J. Benoit	Riverside County
Hon. Gary Ovitt	San Bernardino County
Hon. Linda Parks	Ventura County
Hon. Don Hansen, Huntington Beach	OCTA
Hon. Mary Craton, Canyon Lake	RCTC
Hon. Brad Mitzelfelt, San Bernardino County	SANBAG
Hon. Keith Millhouse, Moorpark	VCTC
Hon. Cheryl Viegas-Walker, El Centro	District 1
Hon. Greg Pettis, Cathedral City	District 2
Hon. Jim Hyatt, Calimesa	District 3
Hon. Ron Loveridge, Riverside	District 4
Hon. Ron Roberts, Temecula	District 5
Hon. Jon Harrison, Redlands	District 6
Hon. Deborah Robertson, Rialto	District 8
Hon. Paul Eaton, Montclair	District 9
Hon. Glenn Duncan, Chino	District 10
Hon. Bill Jahn, Big Bear Lake	District 11
Hon. Paul Glaab, Laguna Niguel	District 12
Hon. Joel Lautenschleger, Laguna Hills	District 13
Hon. Sukhee Kang, Irvine	District 14
Hon. Leslie Daigle, Newport Beach	District 15
Hon. Michele Martinez, Santa Ana	District 16
Hon. John Nielsen, Tustin	District 17
Hon. Leroy Mills, Cypress	District 18
Hon. Kris Murray, Anaheim	District 19
Hon. Andy Quach, Westminster	District 20
Hon. Sharon Quirk-Silva, Fullerton	District 21
Hon. Brett Murdock, Brea	District 22
Hon. Bruce Barrows, Cerritos	District 23
Hon. Gene Daniels, Paramount	District 24
Hon. David Gafin, Downey	District 25
Hon. Barbara Calhoun, Compton	District 26
Hon. Frank Gurule, Cudahy	District 27

Hon. Judy Dunlap, Inglewood	**District 28**
Hon. Steven Neal, Long Beach	**District 29**
Hon. James Johnson, Long Beach	**District 30**
Hon. Stan Carroll, La Habra Heights	**District 31**
Hon. Margaret Clark, Rosemead	**District 32**
Hon. Keith Hanks, Azusa	**District 33**
Hon. Barbara Messina, Alhambra	**District 34**
Hon. Margaret Finlay, Duarte	**District 35**
Hon. Donald Voss, La Cañada-Flintridge	**District 36**
Hon. Carol Herrera, Diamond Bar	**District 37**
Hon. Paula Lantz, Pomona	**District 38**
Hon. Susan Rhilinger, Torrance	**District 39**
Hon. Judy Mitchell, Rolling Hills Estates	**District 40**
Hon. Frank Quintero, Glendale	**District 42**
Hon. Steven Hofbauer, Palmdale	**District 43**
Vacant	**District 44**
Hon. Bryan MacDonald, Oxnard	**District 45**
Hon. Carl Morehouse, San Buenaventura	**District 47**
Hon. Ed Reyes, Los Angeles	**District 48**
Hon. Paul Krekorian, Los Angeles	**District 49**
Hon. Dennis Zine, Los Angeles	**District 50**
Hon. Tom LaBonge, Los Angeles	**District 51**
Hon. Paul Koretz, Los Angeles	**District 52**
Hon. Tony Cardenas, Los Angeles	**District 53**
Hon. Richard Alarcon, Los Angeles	**District 54**
Hon. Bernard Parks, Los Angeles	**District 55**
Hon. Jan Perry, Los Angeles	**District 56**
Hon. Herb Wesson, Jr., Los Angeles	**District 57**
Hon. Bill Rosendahl, Los Angeles	**District 58**
Hon. Mitchell Englander, Los Angeles	**District 59**
Hon. Eric Garcetti, Los Angeles	**District 60**
Hon. Jose Huizar, Los Angeles	**District 61**
Hon. Janice Hahn, Los Angeles	**District 62**
Hon. Darcy Kuenzi, Menifee	**District 63**
Hon. Matthew Harper, Huntington Beach	**District 64**
Hon. Ginger Coleman, Apple Valley	**District 65**
Hon. Lupe Ramos-Watson, Indio	**District 66**
Hon. Marsha McLean, Santa Clarita	**District 67**
Hon. Mark Calac, Pechanga Band of Luiseno Indians	**Tribal Government**
Hon. Lisa Bartlett, Dana Point	**TCA**
Mr. Randall Lewis (Ex-Officio)	**Lewis Operating Group**
Hon. Antonio Villaraigosa, Los Angeles	**At-Large**

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I. Introduction

The purpose of this report is to provide the City of Westmorland with timely information to support its planning and outreach. Information on, for example, population, home prices, employment, and retail sales, has been obtained from a number of sources. The profile focuses on the changes in the city since 2000 in comparison with that of Imperial County. In addition, the most current data available for the region is also included in the Statistical Summary (see next page). The profile information is presented to demonstrate current trends for consideration when planning for the City of Westmorland.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 190 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan incorporating a Sustainable Communities Strategy. SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California now and in the future.

In 2008, SCAG initiated the Local Profiles Project as part of the variety of services provided to its member cities and counties. Through an extensive input process from the member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. It should be noted that this profile report is provided as part of the SCAG member benefits. Accordingly, the use of this data is voluntary.

Building on the foundation of the inaugural reports, the 2011 update includes several additional features. First, a new section on Transportation has been added. Second, SCAG staff also developed new profile reports for the counties, in addition to profiles for only the unincorporated areas. Finally, due to the large number of reports (190+) that need to be prepared, an important part of the update is to develop an automated process using the latest software technology to increase efficiency. Due to the continuing releases of the new Census data, SCAG will make its best effort to provide timely updates to its members through its website at www.scag.ca.gov/resources/profiles.htm prior to the scheduled biennial update in 2013.

This profile report has three sections. The first section presents a Statistical Summary table for the City of Westmorland. The second section provides detailed information organized by subject areas such as population, housing, transportation, and employment. It also includes very brief highlights on the impacts of the recent recession at the regional level which are reflected in almost all Local Profiles. Lastly, the Methodology section describes technical considerations related to data definitions, measurement, and data sources.

STATISTICAL SUMMARY

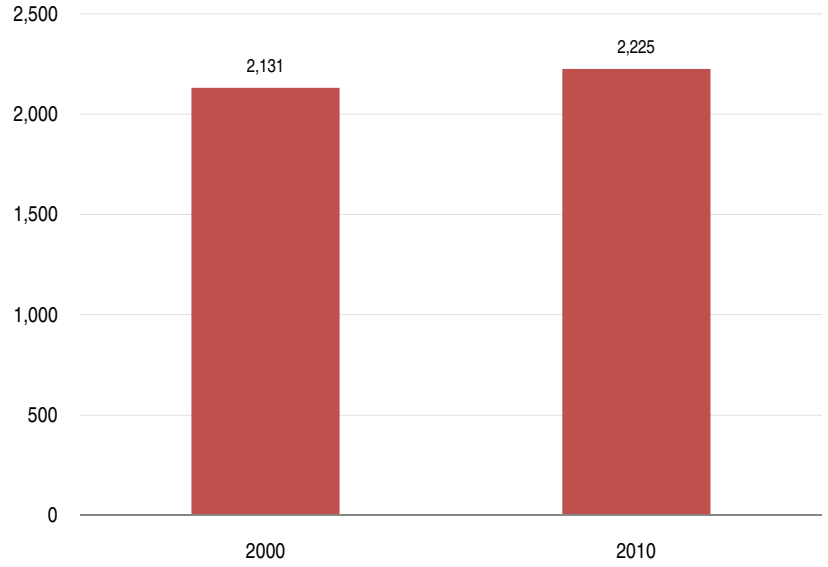
Category	Westmorland	Imperial County	Westmorland relative to Imperial County*	SCAG Region
2010 Population	2,225	174,528	[1.3%]	18,051,534
2010 Median Age (Years)	28.1	30.6	-2.5	33.8
2010 Hispanic	87.1%	80.4%	6.7%	45.3%
2010 Non-Hispanic White	11.2%	13.7%	-2.5%	33.4%
2010 Non-Hispanic Asian	0.3%	1.3%	-1%	12%
2010 Non-Hispanic Black	0.4%	2.9%	-2.5%	6.5%
2010 Non-Hispanic American Indian	0.3%	0.9%	-0.6%	0.3%
2010 Non-Hispanic All Other	0.8%	0.8%	0%	2.6%
2010 Number of Households	631	49,126	[1.3%]	5,847,909
2010 Number of Housing Units	678	56,067	[1.2%]	6,332,089
2010 Homeownership Rate	46.6%	54.5%	-7.9%	55.5%
2010 Average Household Size	3.5	3.4	0.1	3.1
2010 Median Household Income ($)	25,258	37,458	-12,200	59,155
2010 Residential Units with Permits Issued	1	100	[1%]	17,632
2010 Units with Permits Issued per 1,000 Residents	0.45	0.57	-0.1	0.9
2010 Median Existing Home Sales Price ($)	70,000	125,000	-55,000	291,000
2009 - 2010 Median Home Sales Price Change	8.5%	0%	8.5%	5.4%
2010 Drove Alone to Work	80.1%	79.2%	0.98%	77.6%
2010 Mean Travel Time to Work (minutes)	23	21	2	31.9
2010 Number of Jobs	604	58,687	[1%]	7,224,670
2009 - 2010 Total Jobs Change	5	19	[26.3%]	-97,962
2009 Average Salary per Job ($)	33,136	36,779	-3,643	48,249
2009 Retail Sales ($ thousands)	13,539	1,216,423	[1.1%]	150,424,389
2009 Retail Sales per Person ($ thousands)	5.6	6.8	-1.2	8.1
2008 K-12 Public School Student Enrollment	364	36,137	[1%]	3,161,356

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA DataQuick; and SCAG
* Numbers with [ ] represent Westmorland's share of Imperial County. The other numbers represent the difference between Westmorland and Imperial County.

II. Population (City of Westmorland)*

Population Growth

Population: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the total population of the City of Westmorland increased by 94 reaching 2,225 in 2010.
- During this 10-year period, the city's population growth rate of 4.4 percent was lower than the Imperial County rate of 22.6 percent.
- In 2010 the city's population was ranked 7th out of 7 cities in the county.

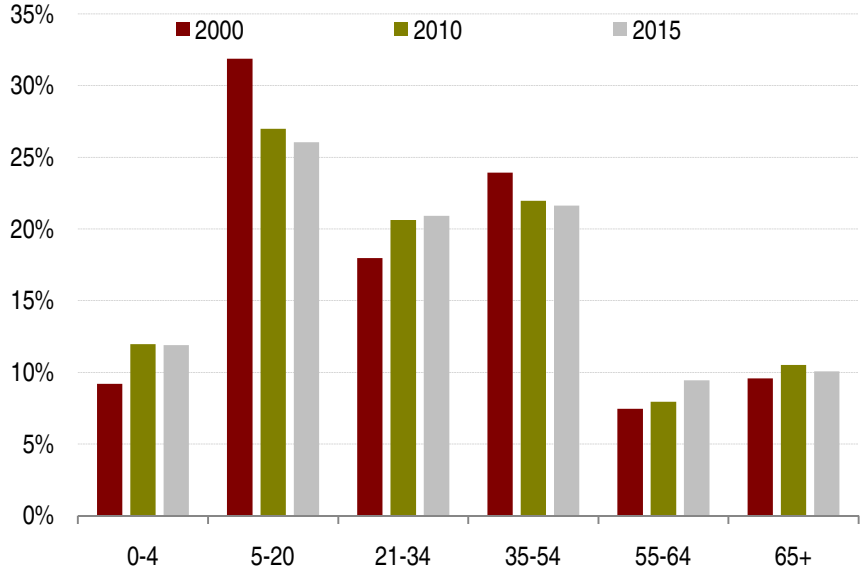
Note: Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Some population growth in the City of Westmorland between 2000 and 2010 was due to annexation of adjacent developed areas.

* The following charts in this report contain data for the City of Westmorland unless noted otherwise.

Population by Age

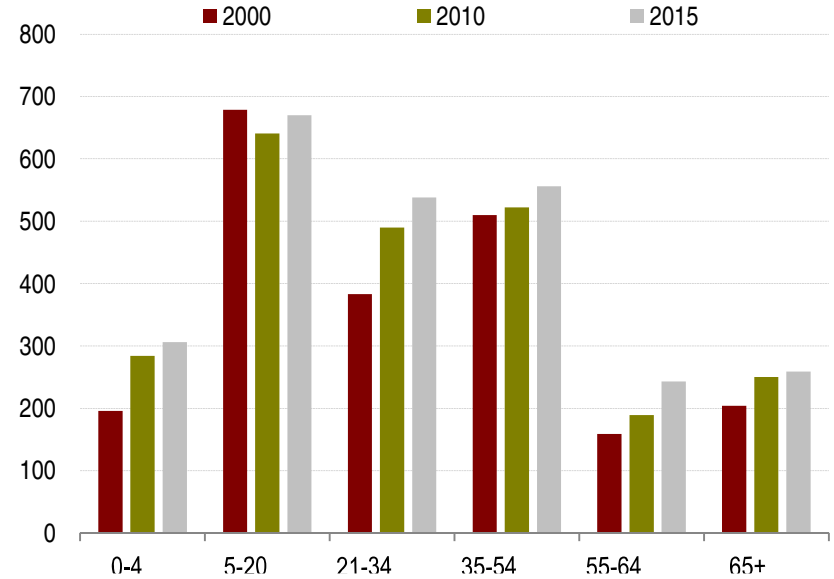
Population Share by Age: 2000, 2010, 2015



Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Between 2000 and 2015, the age group 21-34 is projected to experience the most growth in share, growing from 18 to 20.9 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 5-20, decreasing from 31.9 to 26.1 percent.

Population by Age: 2000, 2010, 2015

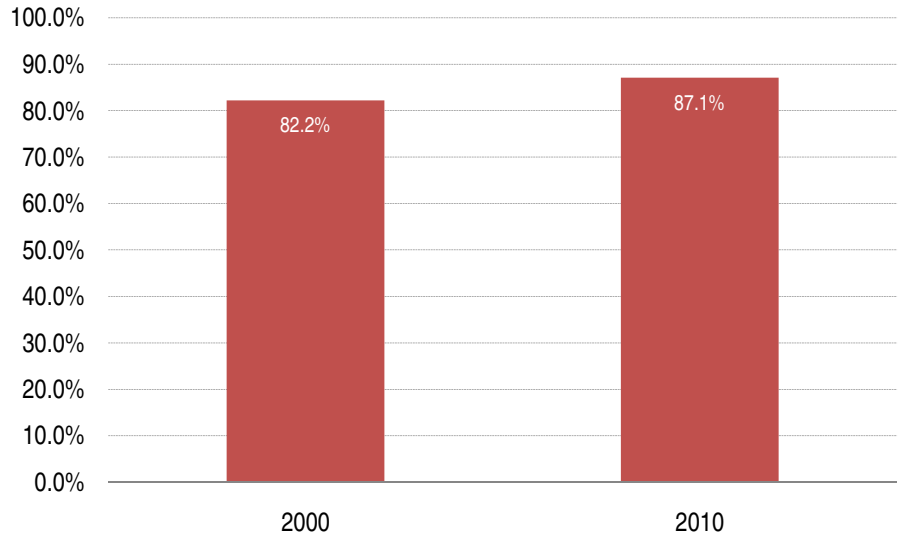


Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Age group 21-34 is expected to add the most population, with an increase of 155 between 2000 and 2015.

Population by Race/Ethnicity

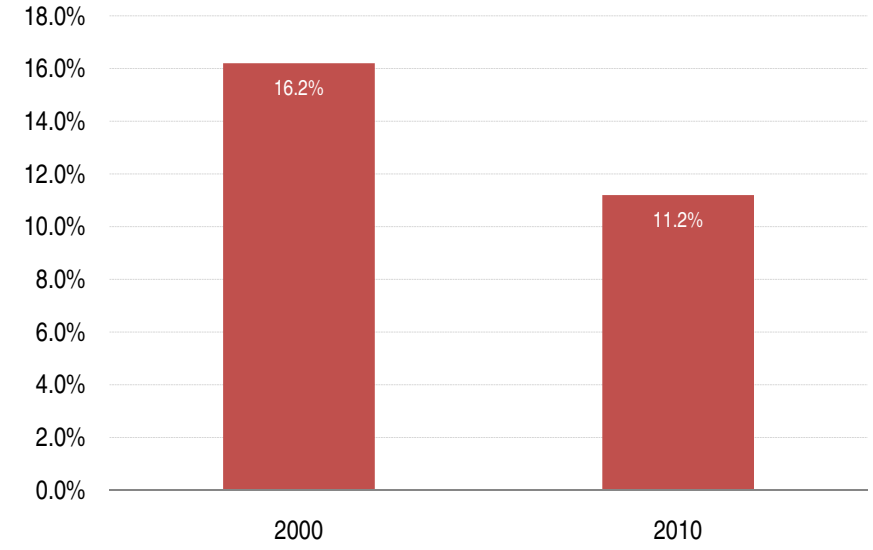
Hispanic or Latino of Any Race: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Hispanic population in the city increased from 82.2 percent to 87.1 percent.

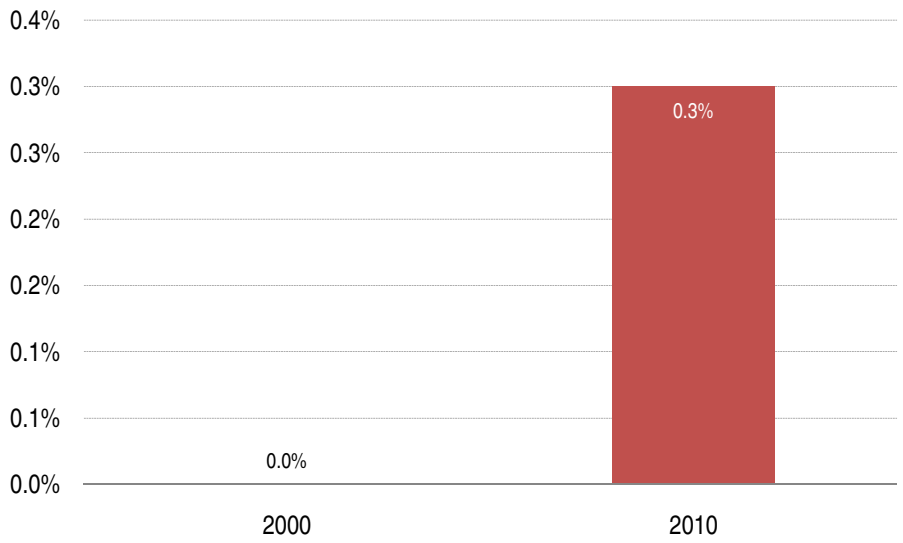
Non-Hispanic White: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic White population in the city decreased from 16.2 percent to 11.2 percent.

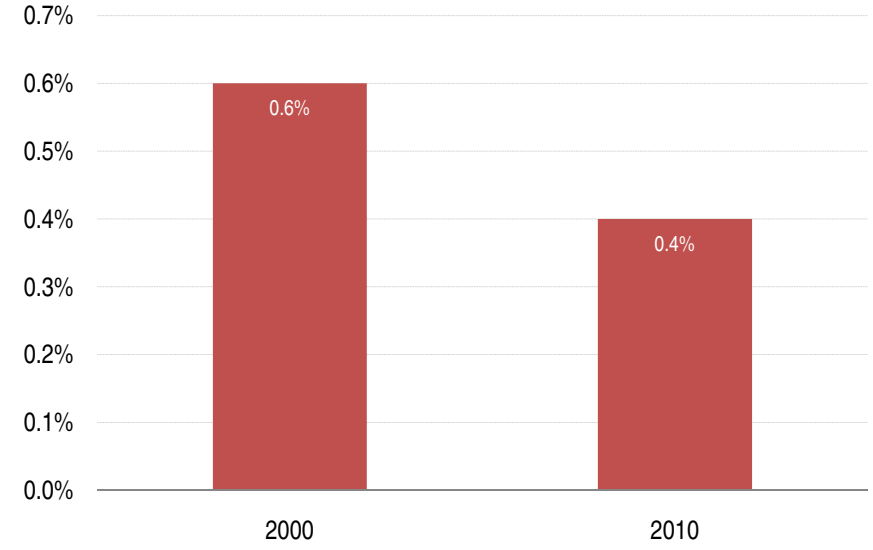
Non-Hispanic Asian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Asian population in the city increased from 0 percent to 0.3 percent.

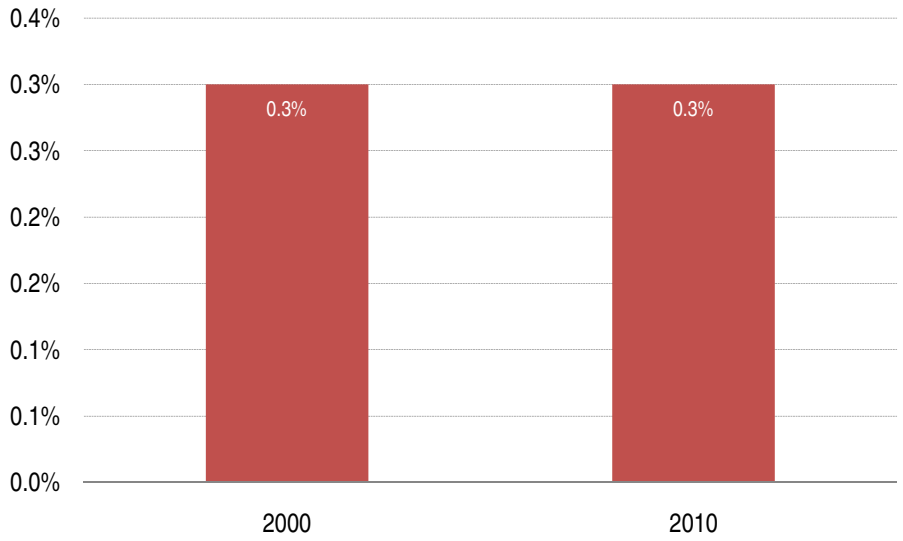
Non-Hispanic Black: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Black population in the city decreased from 0.6 percent to 0.4 percent.

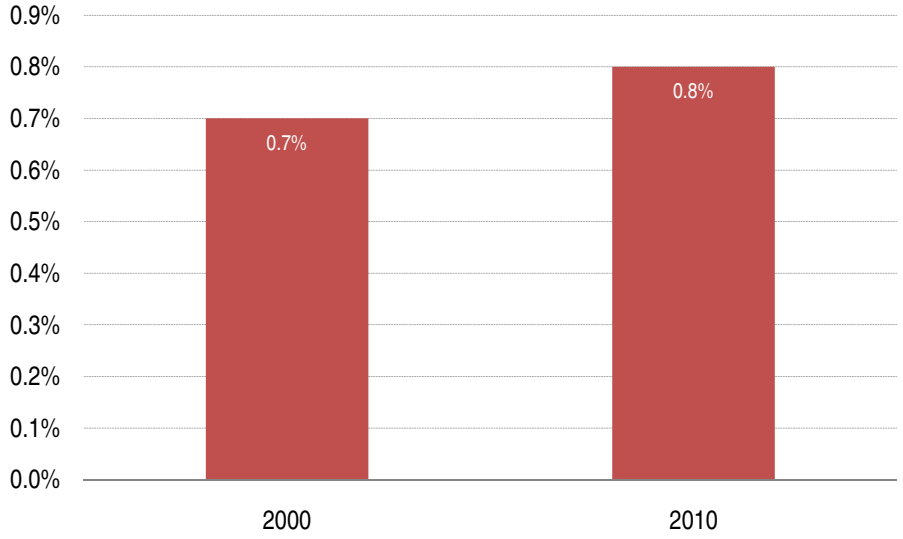
Non-Hispanic American Indian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic American Indian population in the city remained at 0.3 percent.

Non-Hispanic All Other: 2000, 2010



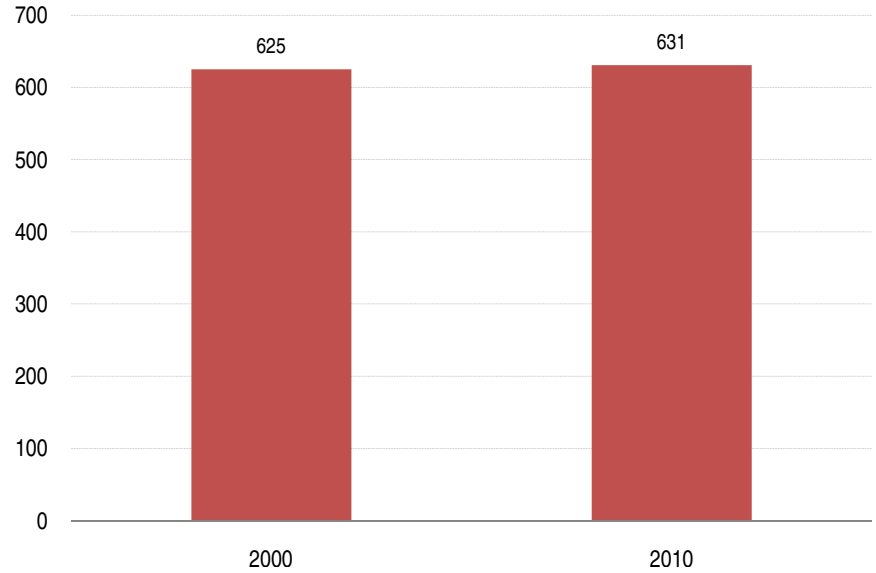
Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the city increased from 0.7 percent to 0.8 percent.
- Please refer to the Methodology section for a definition of the races included in this category.

III. Households

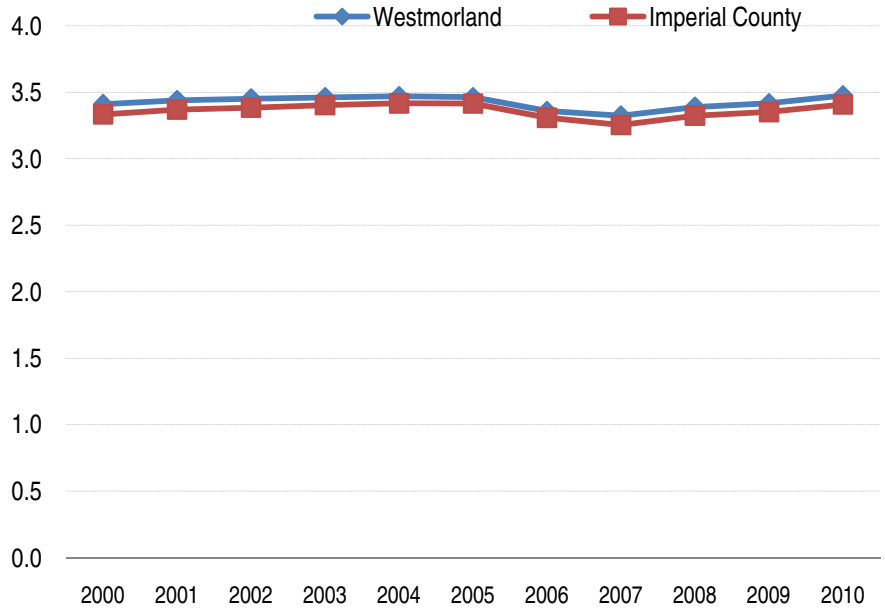
Number of Households

Number of Households: 2000, 2010



Sources: 2000 and 2010 Census

Average Household Size: 2000 - 2010

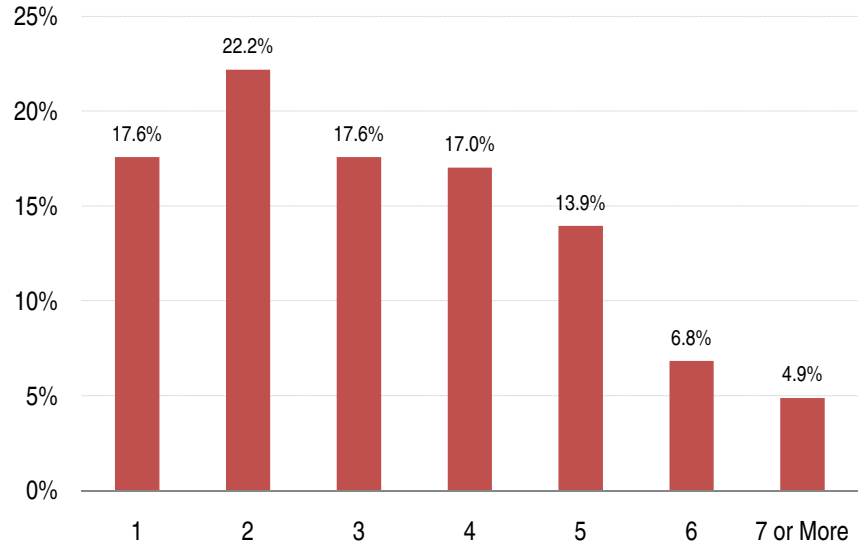


Source: California Department of Finance, E-5, May 2010

- Between 2000 and 2010, the total number of households in the City of Westmorland increased by 6 or 1 percent.
- During this 10-year period, the city's household growth rate of 1 percent was lower than the overall county growth rate of 24.7 percent.
- Note: 2000 and 2010 data are based on actual Census counts. For 2001 to 2009 data, SCAG plans to incorporate DOF's revised estimates scheduled for fall 2011.
- In 2010, the city's average household size was 3.5, higher than the overall county average of 3.4.
- Between 2000 and 2010, average household size increased by 2.6 percent in the city.

Households by Size

Households by Household Size: 2010

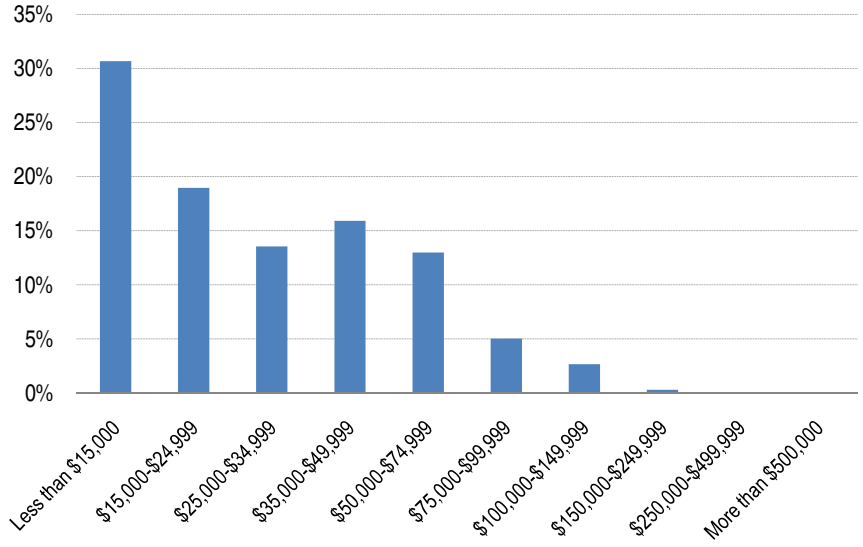


Source: Nielsen Co., 2010

- In 2010, 57.3 percent of all city households had 3 people or fewer.
- About 17.6 percent of the households were single-person households.
- Approximately 25.7 percent of all households in the city had at least 5 people.

Households by Income

Households by Household Income: 2010



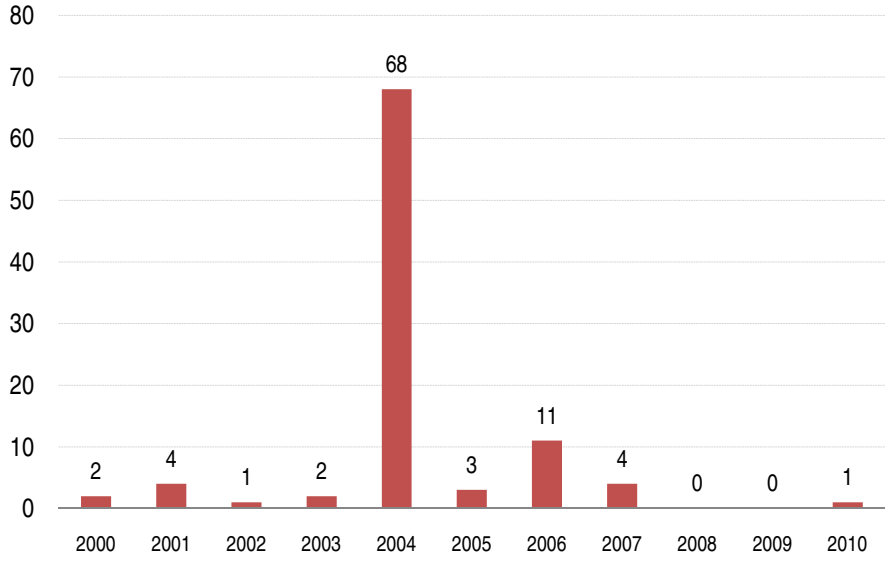
Source: Nielsen Co., 2010

- In 2010, 79 percent of households earned less than $50,000.
- Approximately 18 percent of the households earned between $50,000 and $99,999.

IV. Housing

Housing Production

Residential Units with Permits Issued: 2000 - 2010



Source: Construction Industry Research Board, 2000-2010

- Between 2000 and 2010, permits were issued for 96 new residential units. About 1 percent of these were issued in the last 3 years.

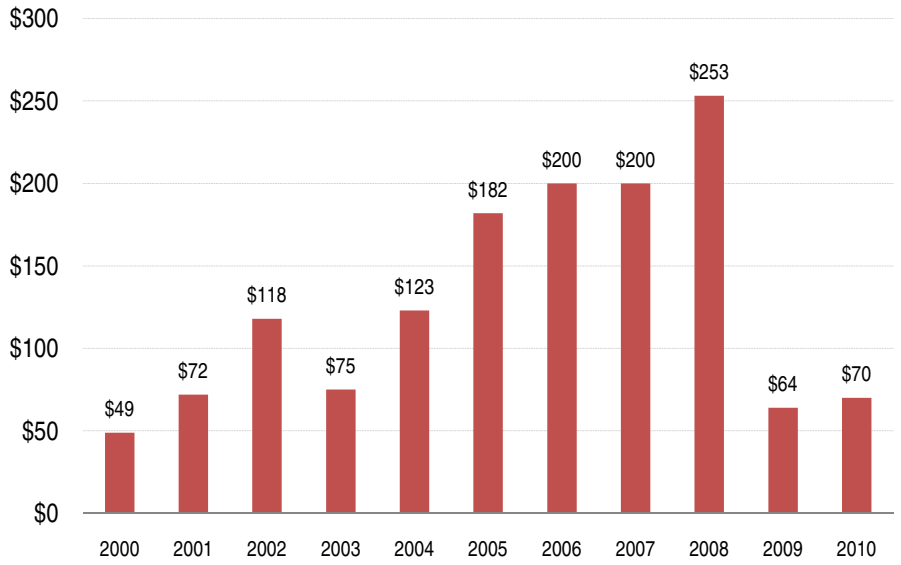
Units with Permits Issued per 1,000 Residents: 2000 - 2010

Sources: Construction Industry Research Board, 2000-2010; SCAG

- In 2000, the City of Westmorland had 0.9 permit per 1,000 residents compared to the overall county figure of 4.8 permits per 1,000 residents.
- For the city in 2010, this figure decreased to 0.4 permit per 1,000 residents and for the county overall decreased to 0.6 permit per 1,000 residents.

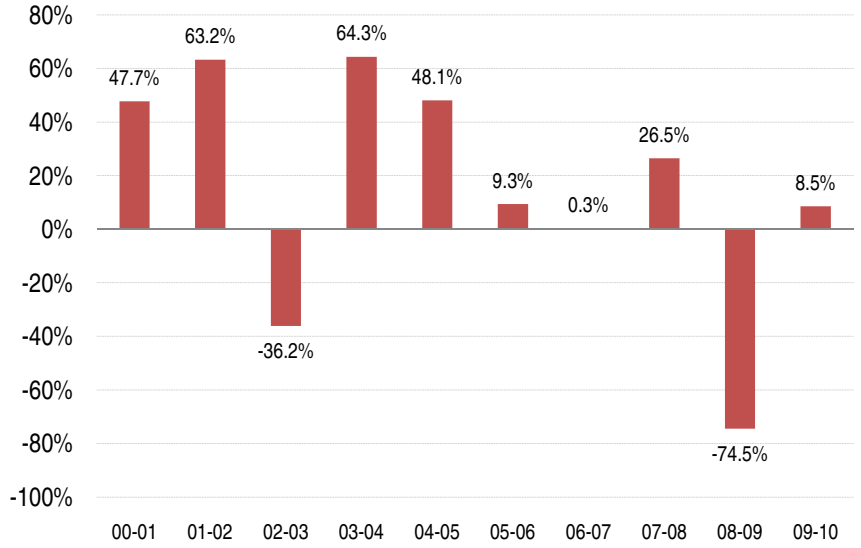
Home Sales Prices

Median Home Sales Price: 2000 - 2010 (in $ thousands)



Source: MDA DataQuick, 2010

Annual Median Home Sales Price Change: 2000 - 2010



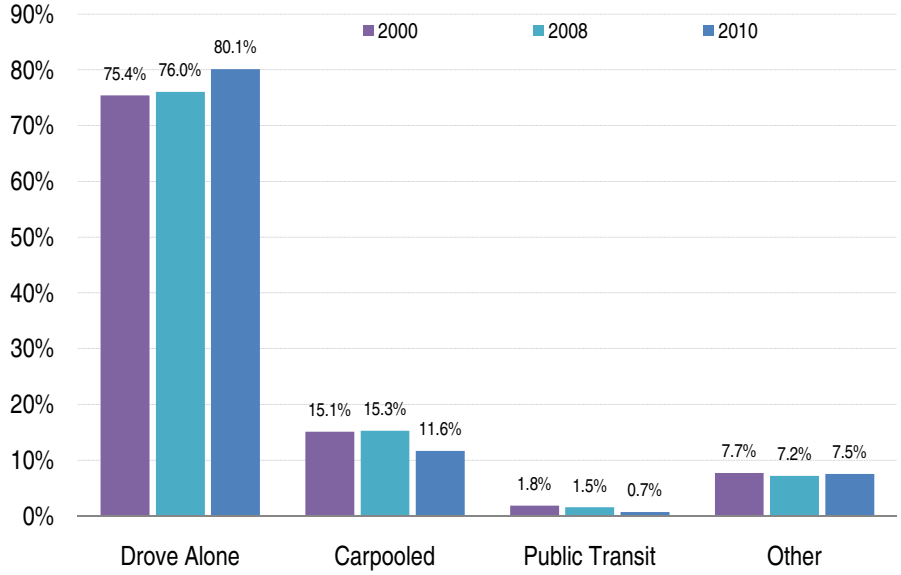
Source: MDA DataQuick, 2010

- Between 2000 and 2006, median home sales price increased 309 percent going from $48,750 to $199,500.
- Median home sales price decreased by 64.9 percent between 2006 and 2010.
- In 2010, the median home sales price in the city was $70,000, $55,000 lower than that in the county overall.
- Note: Median home sales price reflects resales of existing homes and simply provide guidance on the market values of homes sold in the city.
- Between 2000 and 2006, annual home sales price change was between -36.2 and 64.3 percent.
- Between 2006 and 2010, the change in annual home sales prices was between -74.5 and 26.5 percent.

V. Transportation

Journey to Work for Residents

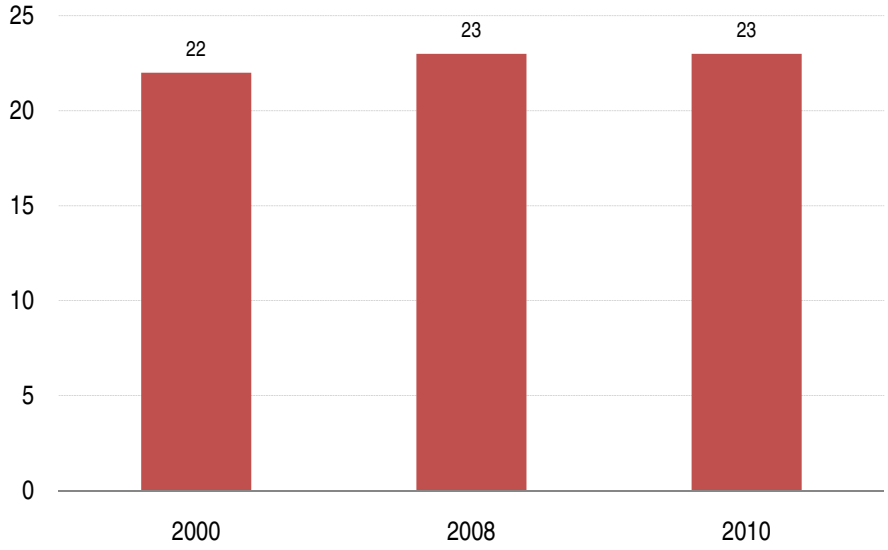
Transportation Mode Choice: 2000, 2008, 2010



Sources: 2000 Census; Nielsen Co., 2008 and 2010

- Between 2000 and 2010, the greatest change occurred in the percentage of individuals who traveled to work by driving, whose share increased by 4.8 percentage points.

Average Travel Time: 2000, 2008, 2010 (minutes)

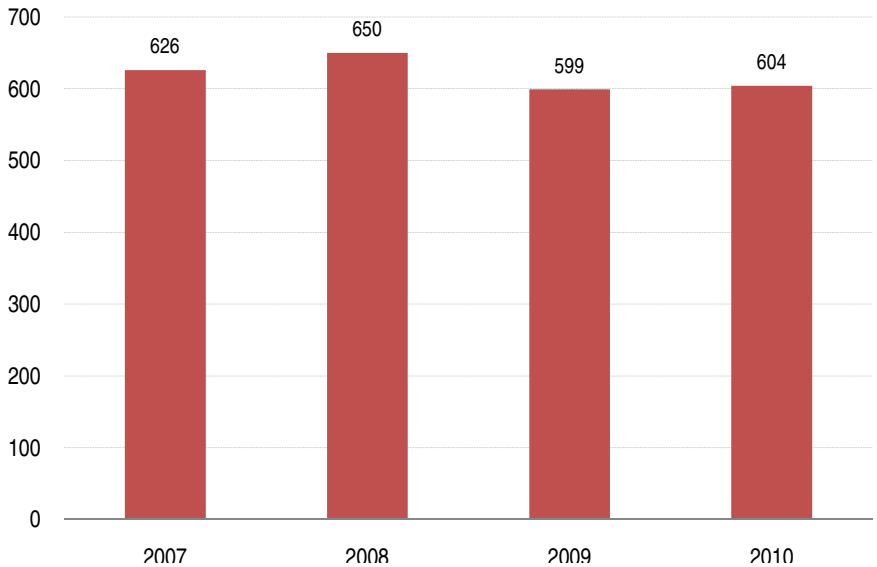


Sources: 2000 Census; Nielsen Co., 2008 and 2010

- Between 2000 and 2010, the average travel time to work increased by approximately 1 minute.

VI. Employment

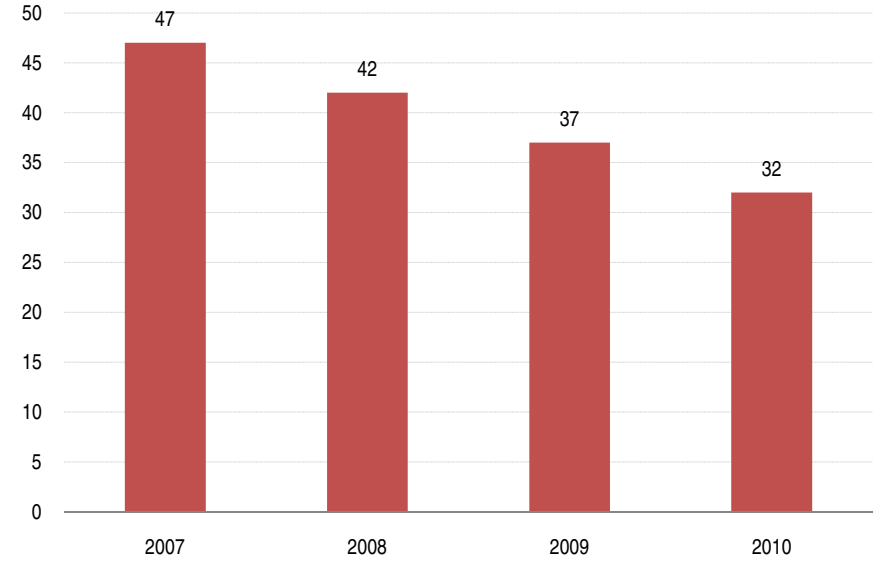
Total Jobs: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- In 2010, total jobs in the City of Westmorland numbered 604, a decrease of 3.5 percent from its 2007 level.
- Total jobs 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.

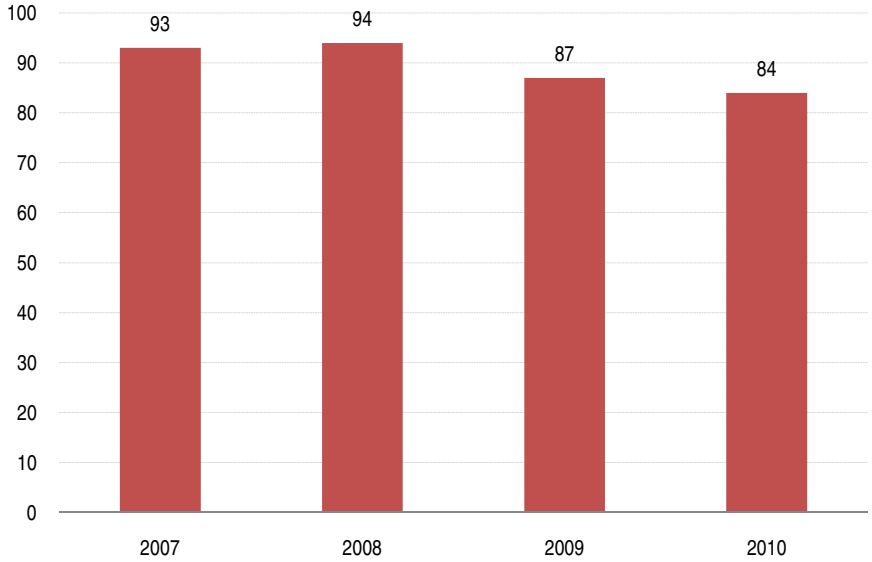
Jobs in Construction: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2010, construction jobs in the city decreased by 31.9 percent.

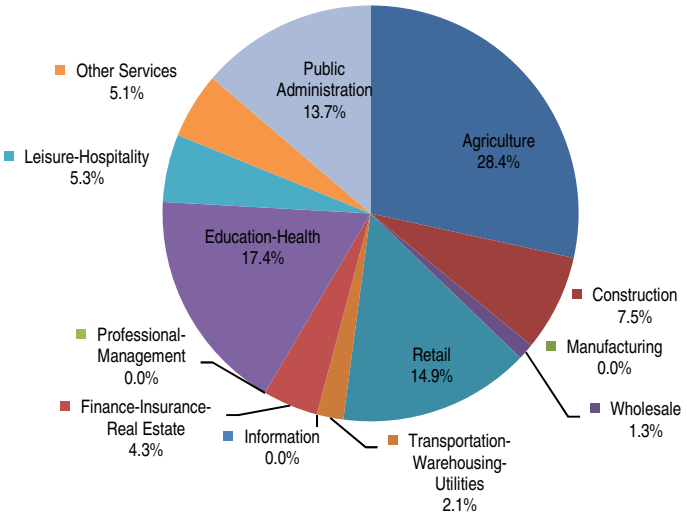
Jobs in Retail Trade: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Retail Trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliance, building material, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2010, the number of retail trade jobs in the city decreased by 9.7 percent.

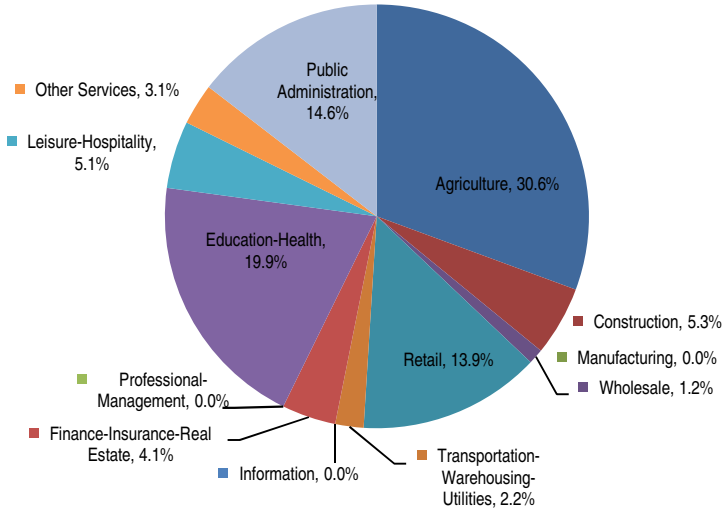
Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoUSA; and SCAG

- Between 2007 and 2010, there were minor changes in the share of jobs by sector in the city.
- From 2007 to 2010, the share of Education-Health Jobs increased from 17.4 percent to 19.9 percent while the share of Construction jobs declined from 7.5 to 5.3 percent.

Jobs by Sector: 2010

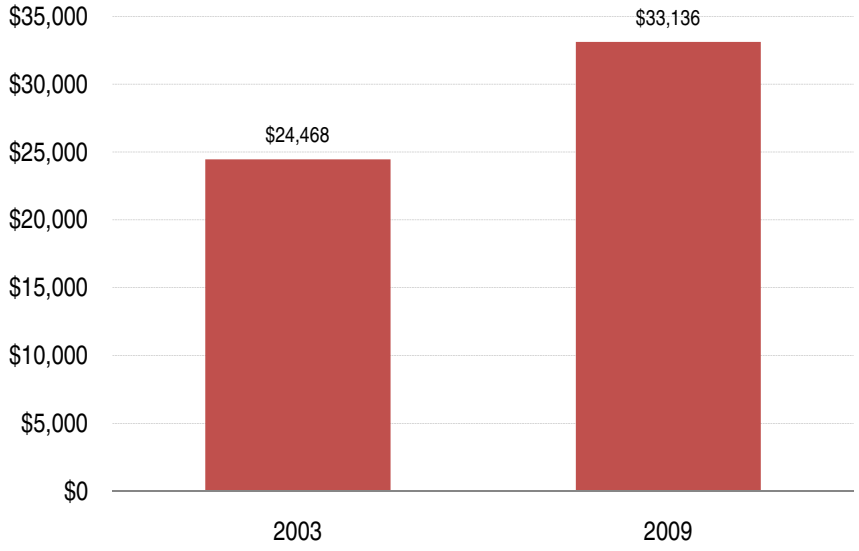


Sources: California Employment Development Department, 2010; InfoUSA; and SCAG

- In 2010, the Agriculture sector was the largest job sector, accounting for 30.6 percent of total jobs in the city.
- Other large sectors included Education-Health (19.9 percent), Public Administration (14.6 percent), and Retail (13.9 percent).

Average Salaries

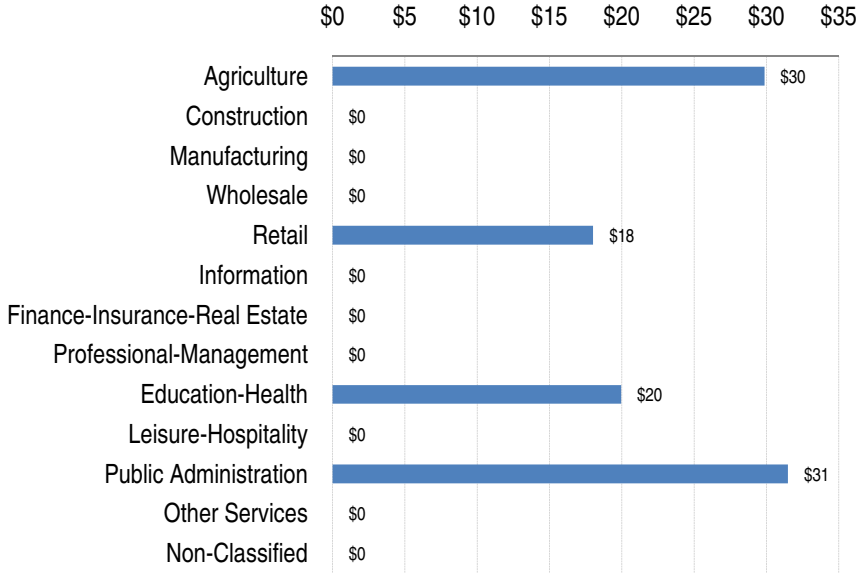
Average Annual Salary per Job: 2003 and 2009



Source: California Employment Development Department, 2003 & 2009

- Average salaries for jobs located in the city increased from $24,468 in 2003 to $33,136 in 2009, a 35.4 percent change.

Average Annual Salary by Sector: 2009 (in $ thousands)



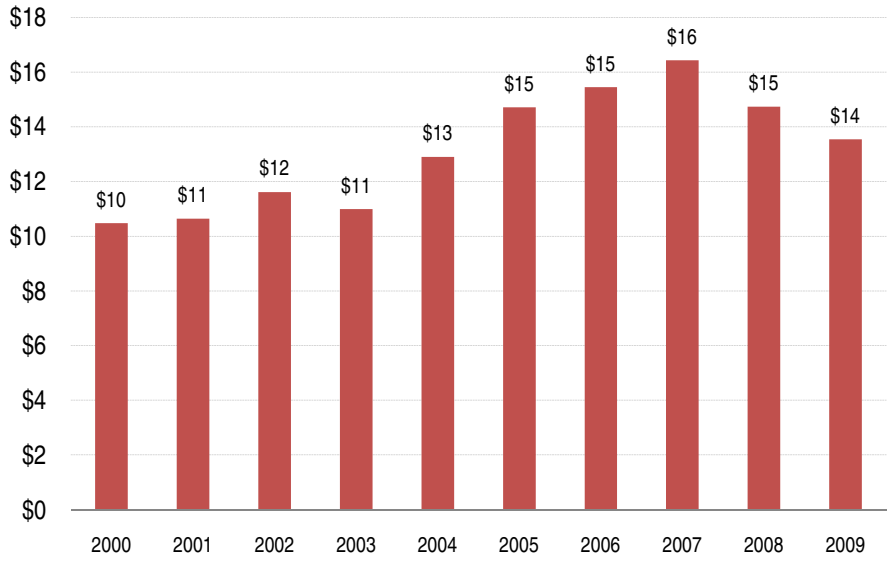
Source: California Employment Development Department, 2009

- In 2009, the sector providing the highest salary per job in the city was Public Administration ($31,499).
- The Retail sector provided the lowest annual salary per job ($18,016).

  Note: A zero value means there is no employment in that sector or that the data was suppressed to protect confidentiality of the firms.

VII. Retail Sales

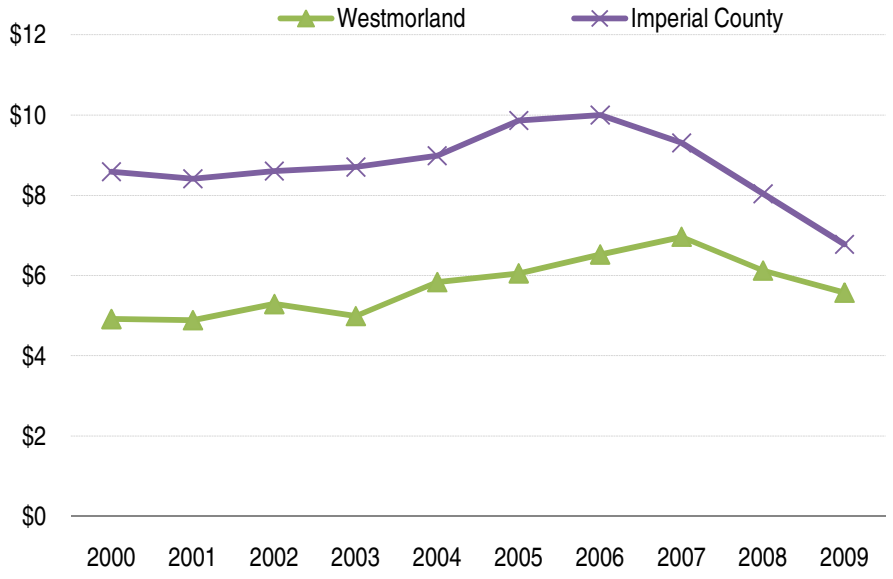
Real Retail Sales: 2000 - 2009 (in 2009 $ millions)



Source: California Board of Equalization, 2000-2009

- Real retail sales (inflation adjusted) in the City of Westmorland increased by 40.4 percent between 2000 and 2005.
- Real retail sales decreased by 8 percent between 2005 and 2009.

Real Retail Sales per Person: 2000 - 2009 (in 2009 $ thousands)

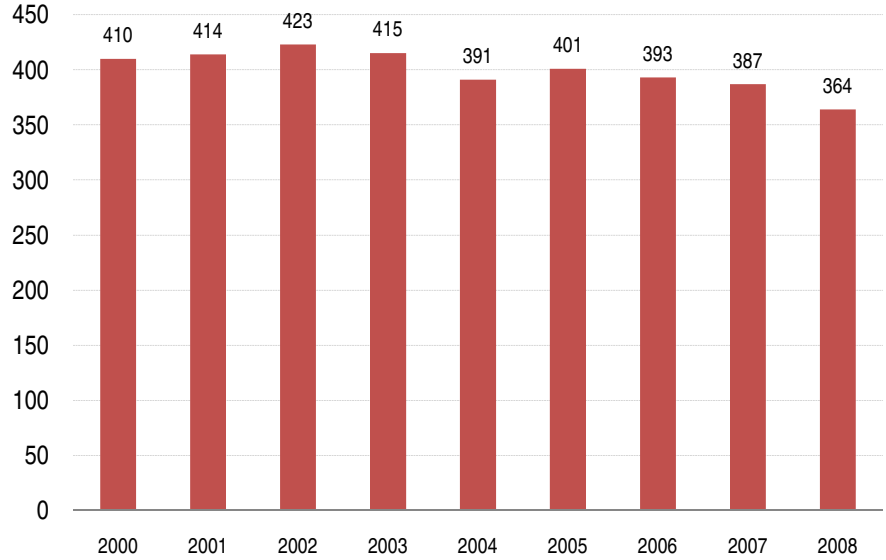


Source: California Board of Equalization, 2000-2009

- Between 2000 and 2009, real retail sales per person for the city increased from $4,916 to $5,574.

VIII. Public Education

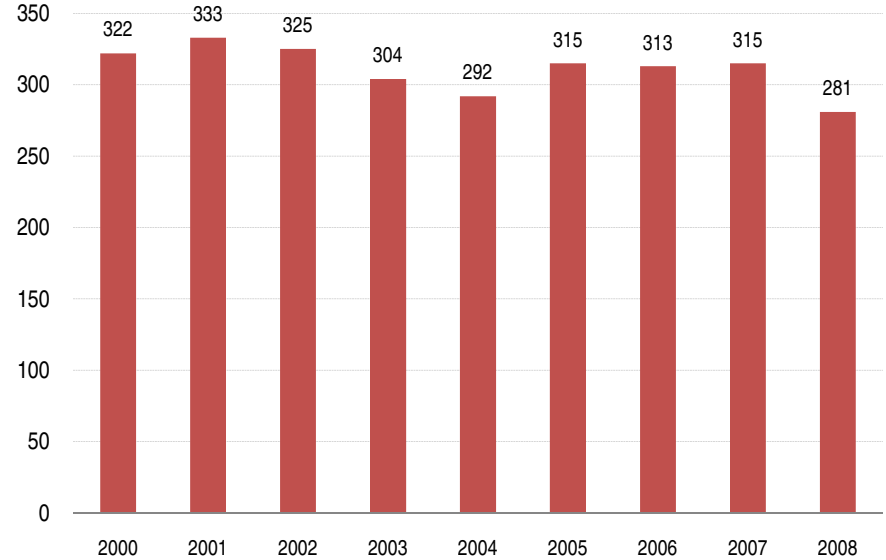
K-12 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total K-12 public school enrollment for schools within the City of Westmorland decreased by 46 students, or about 11.2 percent.

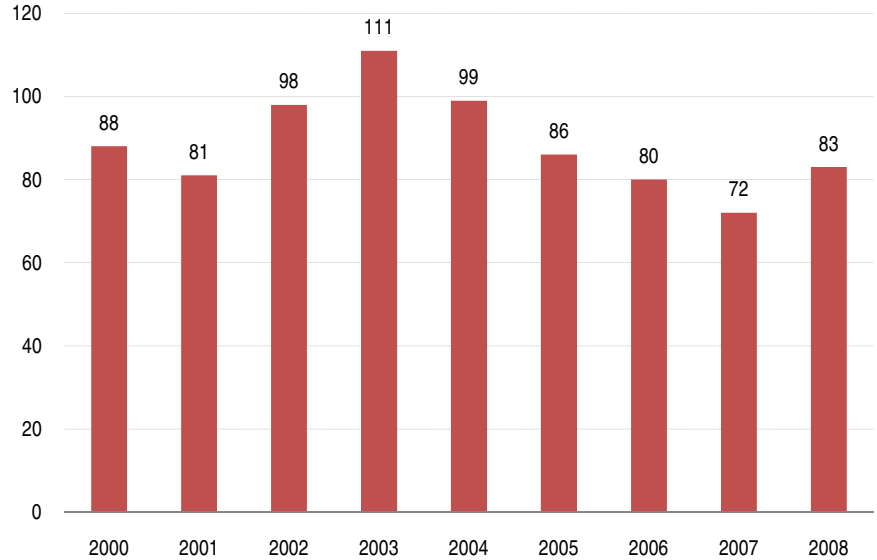
K-6 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public elementary school enrollment decreased by 41 students or 12.7 percent.

Grades 7-9 Public School Student Enrollment: 2000 - 2008

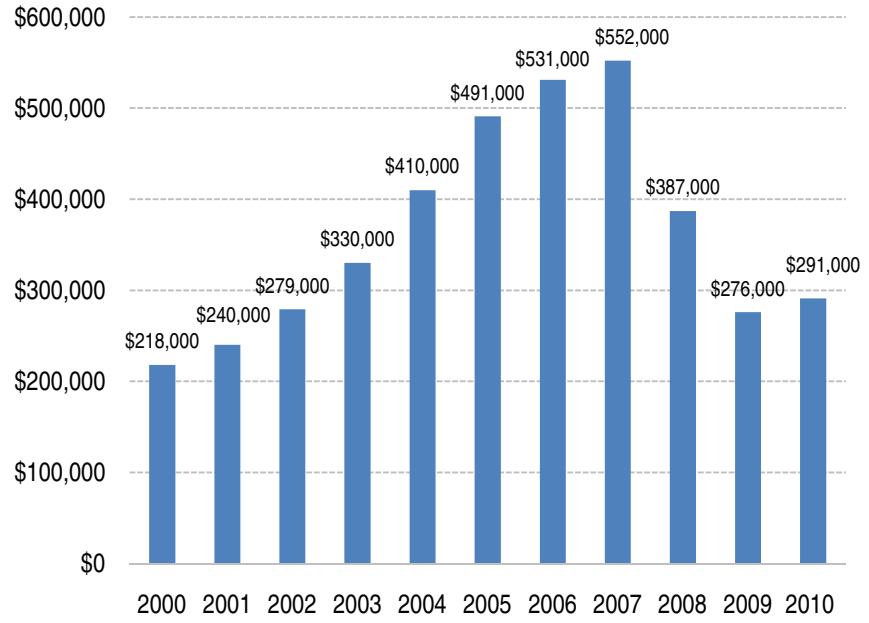


Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public school enrollment for grades 7-9 decreased by 5 students or 5.7 percent.

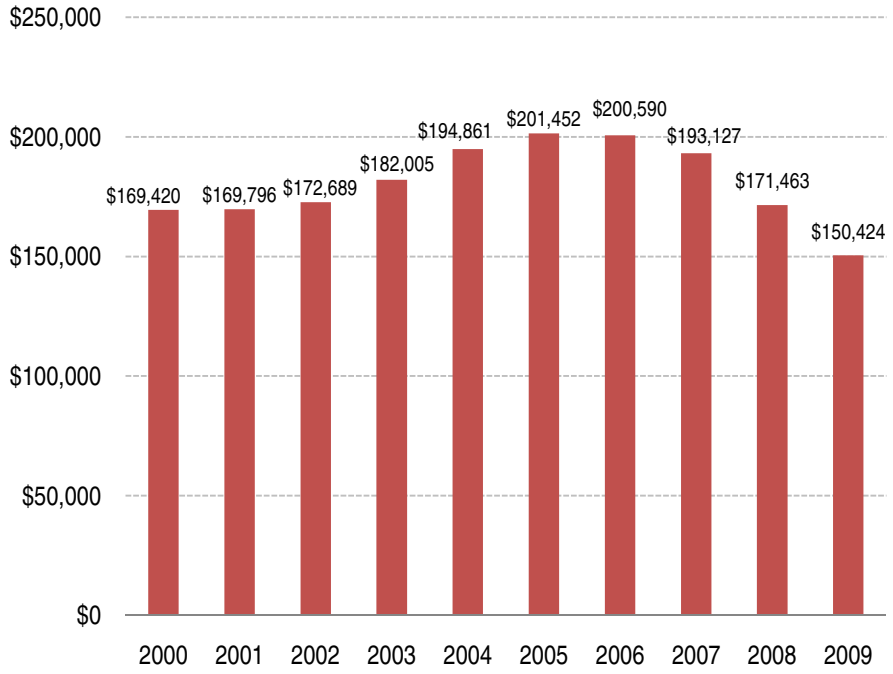
IX. Regional Highlights (Reflecting Impacts from the Recession)

Regional Median Home Sales Price: 2000 – 2010



Source: MDA DataQuick, 2010

Regional Real Retail Sales: 2000 - 2009 (in 2009 $ millions)



Source: California Board of Equalization, 2000-2009

- After reaching its peak in 2007, the median sales price for existing homes in the region dropped by half in 2009 from its 2007 level and rebounded slightly in 2010.
- Median home sales price was calculated based on total existing home sales in the region. In 2010, the Inland Empire, with much more affordable home prices around $180,000, accounted for almost 40 percent of the home sales in the region.
- Retail sales tend to follow closely with trends in personal income, employment and consumer confidence.
- Between 2000 and 2006, real retail sales in the region increased steadily by 19 percent.
- Impacted by the recession, real retail sales dropped continuously between 2006 and 2009 for a total of $50 billion, or 25 percent.
- In 2009, total real retail sales were still eleven percent lower than the 2000 level.

X. Data Sources

California Department of Finance, Demographic Research Unit

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoUSA

MDA DataQuick

National Center for Education Statistics

Nielsen Company

U.S. Census Bureau

XI. Methodology

Statistical Summary Table

In the Statistical Summary Table (page 2), the values in Jurisdiction Relative to County/Region are the differences between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region). These categories include Population, Number of Households, Number of Housing Units, Residential Units with Permits Issued, Number of Jobs, Total Jobs Change, Retail Sales, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census. Data for all other categories are referenced throughout the report.

In the 2009 inaugural Local Profiles reports, the values in Jurisdiction Relative to County/Region for absolute numbers indicated the difference between the jurisdiction's value and the county/region value. For example, the Median Age of Jurisdiction A being 30 and the Median Age of County B being 35 would have shown a value of -5. For data represented as a percentage, the relative difference was based on the jurisdiction as a percentage of the county/region total.

Population Section

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Below are definitions for race and ethnicity, which are taken from the U.S. Census Bureau. The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."

- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 Census data and Nielsen Company data for 2010 and 2015. Charts for race/ethnicity were tabulated using 2000 and 2010 Census data.

Households Section

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 household estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Households by size were calculated based on Nielsen Company data.

Housing Section

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties from self-reporting of individual cities. It represents both single family and multifamily housing units that were permitted to be built, but may not actually have been built.

The median home sales price, compiled from MDA DataQuick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that were sold within the calendar year.

Transportation Section

The journey to work data for the year 2000 was obtained by using the 2000 Census Summary File 3. The 2008 and 2010 data are based on 2000 data and adjusted using more current information available from the Census Bureau including the American Community Survey.

Employment Section

Data sources for estimating jurisdiction employment include 1) wage and salary employment for each county by 13 industries using data (2010 Benchmark) from California Employment Development Department (EDD), 2) self-employment rates based on 2000

PUMS (Public Use Microdata Sample), and 3) the share of jurisdiction to county employment by industry - calculated based on 2008 InfoUSA data. First, total county employment is calculated by adding self-employment to wage and salary employment. Jurisdiction employment by industry is then calculated based on constant share method – multiplying jurisdiction to county employment share in 2008 by county total employment for each industry.

Retail Sales Section

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

Public Education Section

Student enrollment data is based on public school campuses that are located within jurisdiction boundaries. Data is obtained from the National Center for Education Statistics. There are no public schools for grades 10 to 12 within the City of Westmorland.

Data Sources Section

In choosing the data sources used for this report, the following factors were considered:

- availability for all jurisdictions in the SCAG region,
- the most recognized source on the subject,
- data sources within the public domain, and
- data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

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Notes: