

Highlights



Population Growth: The population of Brawley has increased by 13% over the past ten years, and now stands at 25,000. This increase was concentrated among the Hispanic population, which grew by 4,000 (25%), while the white, non-Hispanic population shrank by 1,000 (-22%).

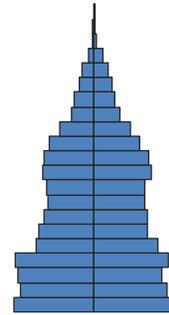
Diversity: Brawley remains predominantly Hispanic. The Hispanic share of the population increased from 74% to 82% over the past decade. The share of white, non-Hispanics fell from 22% to 15% over the same period.

Age Structure: Brawley remains younger than California as a whole. The median age of 30 has not increased over the last decade, and remains lower than the state median of 35 years. The young account for 36% of the population in Brawley, compared with 28% statewide.

Education: Educational attainment in Brawley is much lower than in California overall. Only 10% of the adult population has a Bachelor’s degree or higher, compared with 30% across California. Similarly, 39% of adults in Brawley did not graduate high school, compared with 20% of adults statewide.

Poverty: Poverty rates in Brawley are higher than in California as a whole. A quarter of the population is living below the federal poverty line, compared with 13% statewide.

Foreign Born: Foreign-born individuals represent 24% of the population. Of this group, 92% come from Mexico. A relatively high share of households, 20%, is linguistically isolated, compared with the statewide share of 10%.



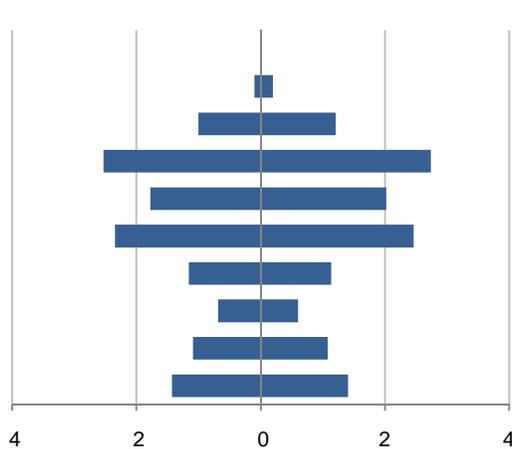
Population by Age

This demographic profile is part of a series of library jurisdiction profiles prepared for the California State Library by the Stanford Center on Longevity. The project, "Understanding California's Shifting Demographics," was supported in whole by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. The opinions expressed herein do not necessarily reflect the position or policy of the U.S. Institute of Museum and Library Services or the California State Library, and no official endorsement by the U.S. Institute of Museum and Library Services or the California State Library should be inferred.

Key Indicators			
		2000	2010
Population Growth			
	Total population	22,052	24,953
	10-year growth	16.5%	13.2%
Diversity			
	% Hispanic	73.8%	81.5%
	% Asian, non-Hispanic	1.0%	0.9%
	% White, non-Hispanic	21.7%	14.9%
	% Black, non-Hispanic	2.1%	1.5%
Aging			
	% 65+	9.6%	10.1%
	Median age	29.7	30.2
Households			
	% Married couple with children	34.4%	26.6%
	% Living alone	17.2%	17.7%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

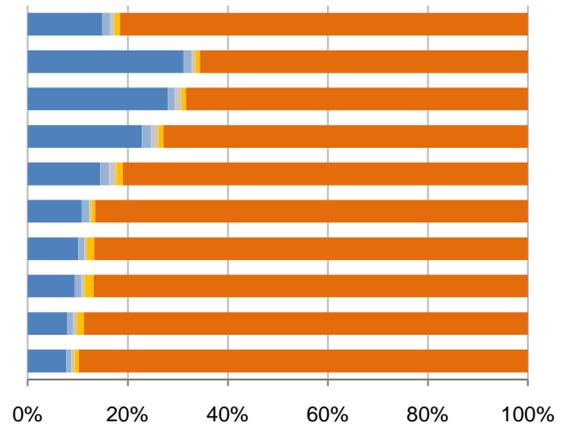


2. Race and Ethnicity by Library-Defined Age Group, 2010

White, NH Black, NH Asian, NH Other, NH Hispanic

Age group

- Total
- 85+, Oldest
- 65 to 84, Older adults
- 46 to 64, Midlife
- 33 to 45, Adult
- 19 to 32, Young
- 14 to 18, Teens
- 11 to 13, Tweens
- 6 to 10, School age
- 0 to 5, Infants/toddlers

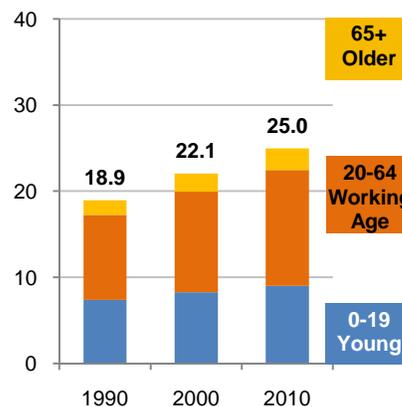


3. Population Growth by Library-Defined Age Group, 2000-10

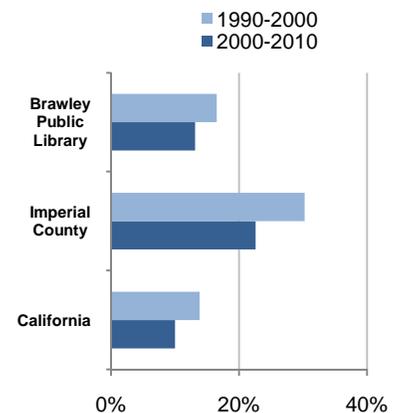
	2010	Change	% Change
Total	24,953	2,901	13.2%
85+	299	72	31.7%
65 to 84	2,209	316	16.7%
46 to 64	5,266	1,605	43.8%
33 to 45	3,795	-397	-9.5%
19 to 32	4,806	668	16.1%
14 to 18	2,290	204	9.8%
11 to 13	1,289	27	2.1%
6 to 10	2,167	-97	-4.3%
0 to 5	2,832	503	21.6%

4. Population Total, 1990-2010

In thousands



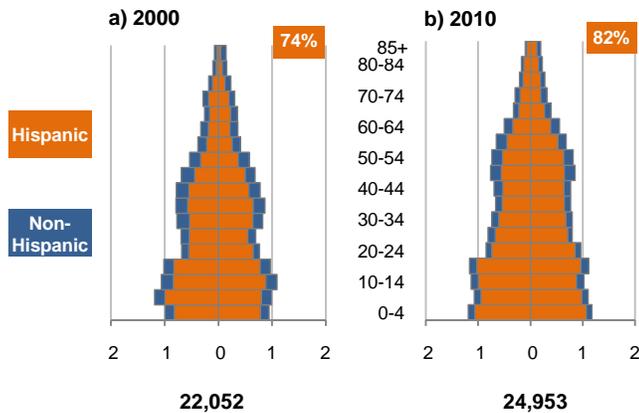
5. 10-Year Population Change



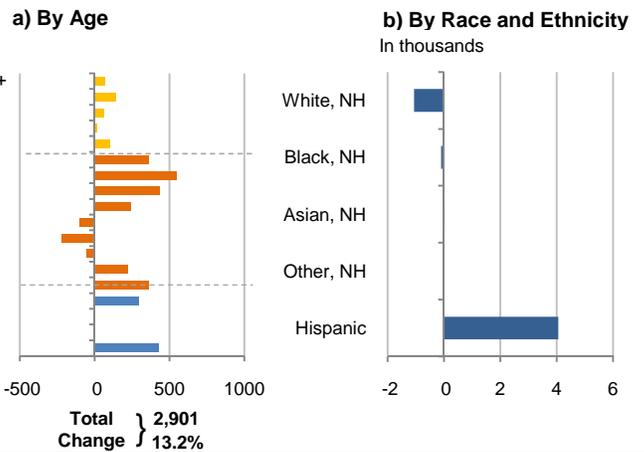
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

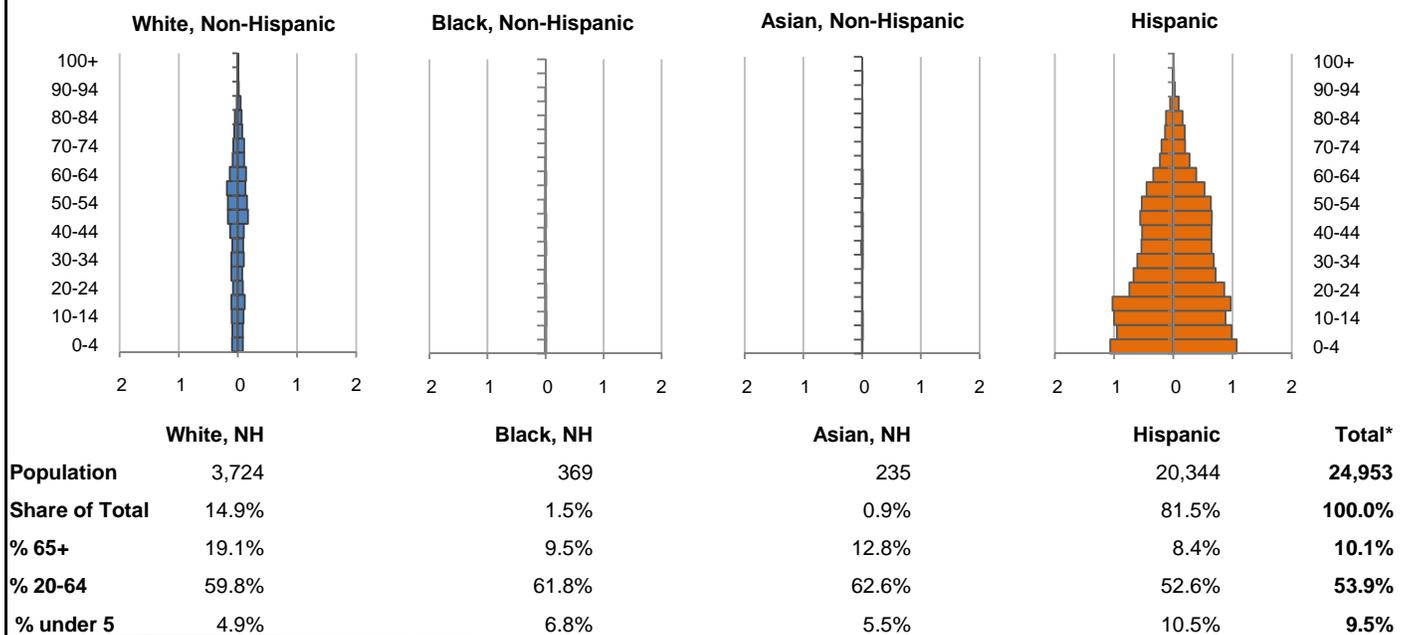


7. 10-Year Change in Population, 2000-10

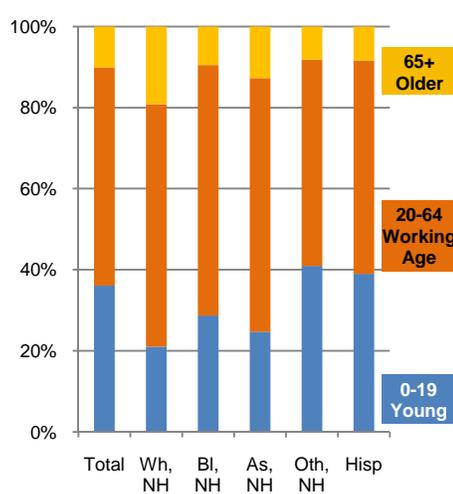


8. Population by Age, Race, and Ethnicity, 2010

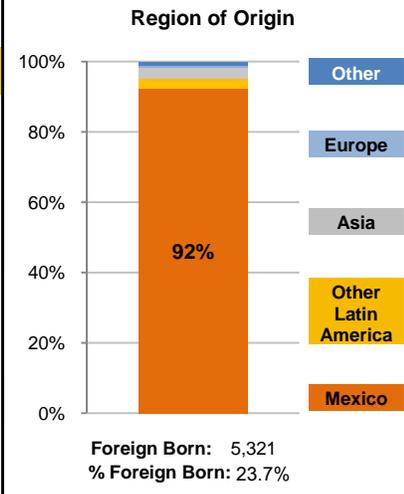
In thousands; males on left, females on right



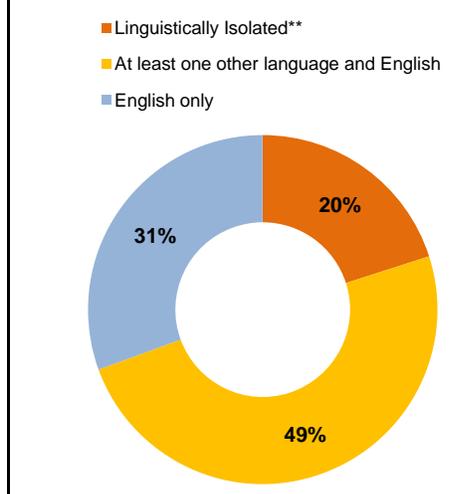
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



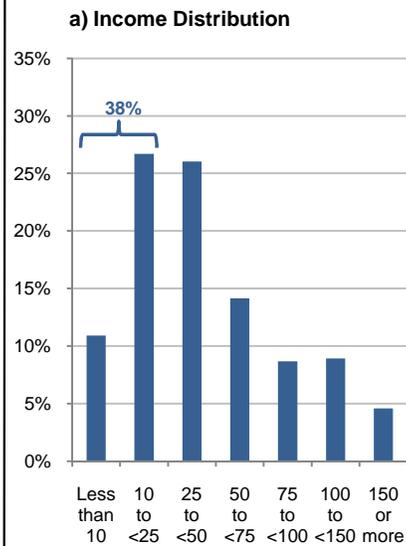
11. Household Language, 2005-09



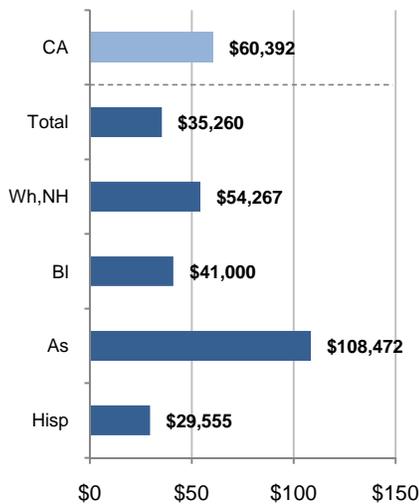
Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

12. Household Income, 2005-09

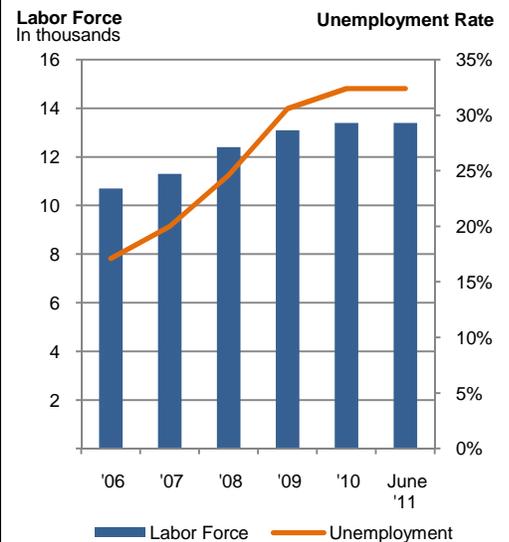
In thousands of \$ (2009)



b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

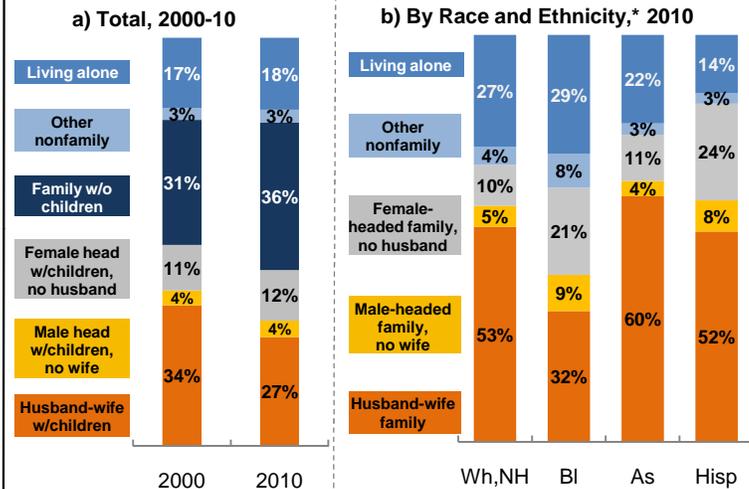


Source: ACS 2005-09

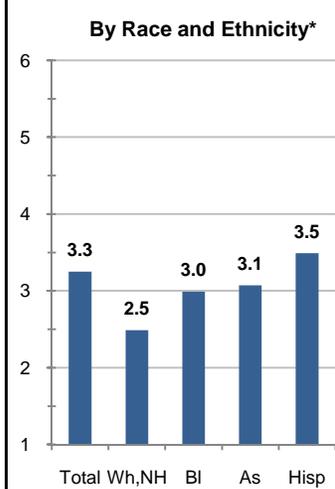
Source: CA Employment Development Department

14. Household Type, 2010

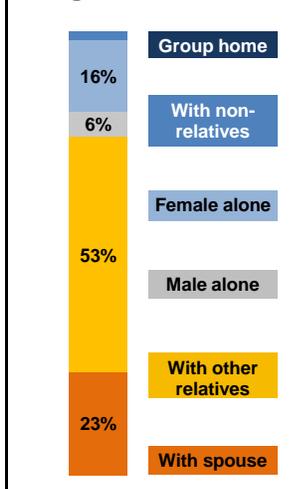
% of all households



15. Average Household Size, 2010



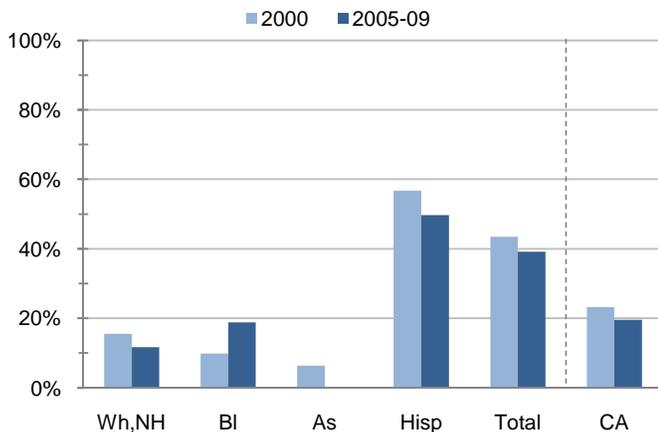
16. Living Arrangements Age 65+, 2005-09



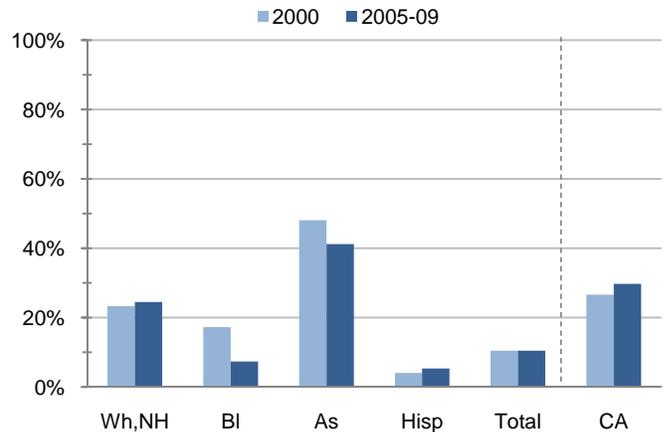
Source: ACS 2005-09

17. Educational Attainment for the Population Age 25 and Over by Race and Ethnicity*

a) % of Adults Who Did Not Complete High School



b) % of Adults Who Attained a BA or Higher



Source: Census 2000, ACS 2005-09

*Wh,NH=White,Non-Hispanic; BI=Black,Hispanic Inclusive; As=Asian,Hispanic Inclusive; Hisp=Hispanic(Includes all races); CA=California Total

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
A. Total Population										
2000 Total	4,780	464	211	317	90	24	10	193	16,280	22,052
2000 % of Total	21.7%	2.1%	1.0%	1.4%	0.4%	0.1%	0.0%	0.9%	73.8%	100.0%
2010 Total	3,724	369	235	281	86	7	17	171	20,344	24,953
2010 % of Total	14.9%	1.5%	0.9%	1.1%	0.3%	0.0%	0.1%	0.7%	81.5%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	1,198	140	62	130	32	12	6	80	6,742	8,272
20-64	2,760	269	129	161	45	12	4	100	8,341	11,660
65+	822	55	20	26	13	0	0	13	1,197	2,120
85+	137	13	3	2	2	0	0	0	72	227
2010										
0-19	783	106	58	115	26	0	8	81	7,934	8,996
20-64	2,228	228	147	143	50	4	9	80	10,703	13,449
65+	713	35	30	23	10	3	0	10	1,707	2,508
85+	93	5	2	3	0	1	0	2	196	299
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	25.1%	30.2%	29.4%	41.0%	35.6%	50.0%	60.0%	41.5%	41.4%	37.5%
20-64	57.7%	58.0%	61.1%	50.8%	50.0%	50.0%	40.0%	51.8%	51.2%	52.9%
65+	17.2%	11.9%	9.5%	8.2%	14.4%	0.0%	0.0%	6.7%	7.4%	9.6%
85+	2.9%	2.8%	1.4%	0.6%	2.2%	0.0%	0.0%	0.0%	0.4%	1.0%
2010										
0-19	21.0%	28.7%	24.7%	40.9%	30.2%	0.0%	47.1%	47.4%	39.0%	36.1%
20-64	59.8%	61.8%	62.6%	50.9%	58.1%	57.1%	52.9%	46.8%	52.6%	53.9%
65+	19.1%	9.5%	12.8%	8.2%	11.6%	42.9%	0.0%	5.8%	8.4%	10.1%
85+	2.5%	1.4%	0.9%	1.1%	0.0%	14.3%	0.0%	1.2%	1.0%	1.2%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	14.5%	1.7%	0.7%	1.6%	0.4%	0.1%	0.1%	1.0%	81.5%	100.0%
20-64	23.7%	2.3%	1.1%	1.4%	0.4%	0.1%	0.0%	0.9%	71.5%	100.0%
65+	38.8%	2.6%	0.9%	1.2%	0.6%	0.0%	0.0%	0.6%	56.5%	100.0%
85+	60.4%	5.7%	1.3%	0.9%	0.9%	0.0%	0.0%	0.0%	31.7%	100.0%
2010										
0-19	8.7%	1.2%	0.6%	1.3%	0.3%	0.0%	0.1%	0.9%	88.2%	100.0%
20-64	16.6%	1.7%	1.1%	1.1%	0.4%	0.0%	0.1%	0.6%	79.6%	100.0%
65+	28.4%	1.4%	1.2%	0.9%	0.4%	0.1%	0.0%	0.4%	68.1%	100.0%
85+	31.1%	1.7%	0.7%	1.0%	0.0%	0.3%	0.0%	0.7%	65.6%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-415	-34	-4	-15	-6	-12	2	1	1,192	724
20-64	-532	-41	18	-18	5	-8	5	-20	2,362	1,789
65+	-109	-20	10	-3	-3	3	0	-3	510	388
85+	-44	-8	-1	1	-2	1	0	2	124	72
Total	-1,056	-95	24	-36	-4	-17	7	-22	4,064	2,901
2000-10, % Change										
0-19	-34.6%	-24.3%	-6.5%	-11.5%	-18.8%	-100.0%	33.3%	1.3%	17.7%	8.8%
20-64	-19.3%	-15.2%	14.0%	-11.2%	11.1%	-66.7%	125.0%	-20.0%	28.3%	15.3%
65+	-13.3%	-36.4%	50.0%	-11.5%	-23.1%	N/A	N/A	-23.1%	42.6%	18.3%
85+	-32.1%	-61.5%	-33.3%	50.0%	-100.0%	N/A	N/A	N/A	172.2%	31.7%
Total	-22.1%	-20.5%	11.4%	-11.4%	-4.4%	-70.8%	70.0%	-11.4%	25.0%	13.2%

Source: US Census 2010, 2000

	White, Non- Hispanic	Black, Non- Hispanic	Asian, Non- Hispanic	Other, Non- Hispanic	Detail for Other, Non-Hispanic				Hispanic or Latino	Total Population 2010
					American Indian & Alaska Native	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races		
F. Population by Library-Defined Age Groups, 2010										
0-5	217	30	18	25	6	0	0	19	2,542	2,832
6-10	170	26	17	31	4	0	1	26	1,923	2,167
11-13	121	17	9	23	6	0	3	14	1,119	1,289
14-18	232	26	13	33	9	0	4	20	1,986	2,290
19-32	519	71	22	37	12	3	2	20	4,157	4,806
33-45	550	68	52	52	15	0	2	35	3,073	3,795
46-64	1,202	96	74	57	24	1	5	27	3,837	5,266
65-84	620	30	28	20	10	2	0	8	1,511	2,209
85+	93	5	2	3	0	1	0	2	196	299
Total	3,724	369	235	281	86	7	17	171	20,344	24,953
G. Population by 5-Year Age Brackets, 2010										
0-4	181	25	13	21	6	0	0	15	2,131	2,371
5-9	177	25	17	29	2	0	1	26	1,933	2,181
10-14	200	29	19	34	8	0	5	21	1,879	2,161
15-19	225	27	9	31	10	0	2	19	1,991	2,283
20-24	169	26	5	13	6	1	2	4	1,599	1,812
25-29	183	24	8	16	3	1	0	12	1,385	1,616
30-34	207	19	15	15	3	1	0	11	1,286	1,542
35-39	183	29	26	18	3	0	0	15	1,184	1,440
40-44	230	27	17	21	9	0	2	10	1,172	1,467
45-49	339	30	20	18	7	0	1	10	1,211	1,618
50-54	327	27	18	17	10	1	2	4	1,165	1,554
55-59	313	21	17	15	5	0	1	9	976	1,342
60-64	277	25	21	10	4	0	1	5	725	1,058
65-69	195	11	10	4	2	0	0	2	496	716
70-74	180	7	10	12	6	1	0	5	398	607
75-79	133	7	4	3	2	1	0	0	336	483
80-84	112	5	4	1	0	0	0	1	281	403
85-89	67	2	1	1	0	0	0	1	144	215
90-94	23	3	0	2	0	1	0	1	37	65
95-99	2	0	1	0	0	0	0	0	12	15
100+	1	0	0	0	0	0	0	0	3	4
Total	3,724	369	235	281	86	7	17	171	20,344	24,953
H. Median Age, 2000-10										
	White, Non- Hispanic	Black, Hispanic Inclusive	Asian, Hispanic Inclusive		American Indian & Alaska Native, Hispanic Inclusive	Native Hawaiian & Pacific Islander, Hispanic Inclusive	Some Other Race, Hispanic Inclusive	Two or More Races, Hispanic Inclusive	Hispanic or Latino	Total Population
2000	40.5	32.0	33.0		32.5	29.5	25.4	23.8	25.8	29.7
2010	47.0	30.6	36.9		39.9	20.7	26.2	22.7	27.2	30.2

Source: US Census 2010, 2000

Note: In the American Community Survey and for Census variables other than population, Hispanic origin is not broken out for all races.

I. Income Distribution, 2005-09			J. Median Household Income by Race and Ethnicity, 2005-09 (\$2009)							
Range (ths)	Households	% of Total	White, NH	Black	Asian	Hispanic	Total	% of CA	California	
<\$10	756	10.9%	\$54,267	\$41,000	\$108,472	\$29,555	\$35,260	58.4%	\$60,392	
\$10 to <\$25	1,848	26.7%								
\$25 to <\$50	1,803	26.0%								
\$50 to <\$75	980	14.2%								
\$75 to <\$100	601	8.7%								
\$100 to <\$150	617	8.9%								
\$150+	318	4.6%								
K. Household Type, 2000-10			2000	2000,%	2010	2010,%				
Total households			6,644	100.0%	7,623	100.0%				
Family Households			5,307	79.9%	6,035	79.2%				
Husband-wife w/children			2,287	34.4%	2,029	26.6%				
Female head, no husband, w/children			737	11.1%	943	12.4%				
Male head, no wife, w/children			246	3.7%	311	4.1%				
Without children			2,037	30.7%	2,752	36.1%				
Nonfamily households			1,337	20.1%	1,588	20.8%				
Living alone			1,146	17.2%	1,346	17.7%				
Other nonfamily			191	2.9%	242	3.2%	Source: US Census 2010, 2000			
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total			
Total households			1,647	168	106	5,667	7,623			
Husband-wife family			52.9%	32.1%	60.4%	51.7%	51.6%			
Family with male head, no wife			5.2%	8.9%	3.8%	7.7%	7.1%			
Family with female head, no husband			10.1%	21.4%	11.3%	23.8%	20.5%			
Living alone			27.4%	29.2%	21.7%	14.2%	17.7%	Source: US		
Other nonfamily			4.5%	8.3%	2.8%	2.6%	3.2%	Census 2010		
M. Poverty, 2005-09			Percentage of families and people whose income in the past 12 months is below the poverty level						California	
All families									21.3%	9.8%
Families w/ related children under 18 years									28.3%	14.5%
Families w/ female householder, no husband present									45.7%	24.2%
Families w/ female householder, no husband present w/ related children under 18 years									52.8%	32.2%
All people									25.0%	13.2%
Under 18 years									33.4%	18.3%
18 to 64 years									22.1%	11.9%
65 years and over									15.4%	8.4%
N. Educational Attainment, 2005-09			% at each level of educational attainment							
			White, NH	Black	Asian	Hispanic	Total			
Population 25 years and over			2,910	383	199	9,071	12,569			
Less than high school			11.6%	18.8%	0.0%	49.7%	39.2%			
High school graduate (includes equivalency)			34.7%	42.3%	19.6%	22.5%	26.1%			
Some college or associate's degree			29.1%	31.6%	39.2%	22.5%	24.3%			
Bachelor's degree or higher			24.5%	7.3%	41.2%	5.4%	10.4%			
O. Employment Status, 2010-11			2010	June 2011						
In civilian labor force			13,400	13,400						
Employed			9,000	9,000						
Unemployed, % of labor force			32.4%	32.4%	Source: CA Employment Development Department					
P. Occupation, 2005-09			Estimate		Percent					
Civilian employed population, 16 yrs & over			8,114		100.0%					
Management, professional, and related occupations			1,944		24.0%					
Service occupations			1,869		23.0%					
Sales and office occupations			2,167		26.7%					
Farming, fishing, and forestry occupations			686		8.5%					
Construction, extraction, maintenance, and repair occupations			600		7.4%					
Production, transportation, and material moving occupations			848		10.5%					
Q. Class of Worker, 2005-09			Estimate		Percent					
Civilian employed population, 16 yrs & over			8,114		100.0%					
Private, for profit, wage and salary employee			4,819		59.4%					
Private, not for profit, wage and salary employee			522		6.4%					
Private, for profit, wage and salary self-employed in own business			294		3.6%					
Government workers			1,888		23.3%					
Self-employed in own not incorporated business			566		7.0%					
Unpaid family workers in family business			25		0.3%					

Source: American Community Survey 2005-09, unless otherwise stated

ProfileTemplate 9-8-11.xlsr 9/11/2011 15:28

Note: In the American Community Survey and for US Census variables other than population, Hispanic origin is not broken out for all races. White, NH represents White, Non-Hispanic. Black and Asian are Hispanic inclusive.