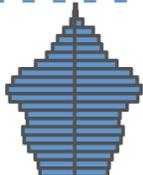
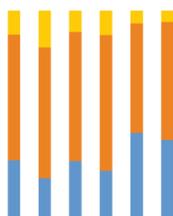
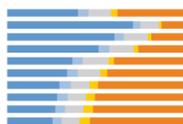


Highlights



**Population Growth:** The total population in Coronado declined by 22% over the past decade to 19,000, while California grew by 10% overall. The greatest decline was among non-Hispanic whites (-4,000).

**Diversity:** Coronado is predominantly white, non-Hispanic at 79% of the total, and the racial and ethnic composition of the population has stayed fairly constant since 2000. The Hispanic share increased slightly, while the black share decreased slightly.

**Age Structure:** Coronado is much older than California overall, and the age structure shifted upward over the past decade. Median age is 41, up substantially from 34 in 2000, and much higher than the current statewide median of 35. The portion of the population age 65+ increased from 16% to 18% of total, compared with 11% statewide. Meanwhile, the share of young people increased as well, from 20% to 23%, though this is still smaller than the statewide share of 28%.

**Households:** Living alone is more common in Coronado—31% of households consist of a single householder living alone compared with just 23% statewide. Older people are also more likely to be living alone—29% of people age 65+ live alone here compared with 25% in California overall, the majority of which are women.

**Education:** Educational attainment is much higher here than in the state overall. Just 5% of adults have not completed high school, compared with 20% of adults statewide, and 56% have earned a Bachelor’s degree or higher, compared with 30% in California overall.

**Income:** Median household income is \$90,000, which is 49% higher than the California median. Twenty-four percent of households have incomes of \$150,000 and over, compared with 12% statewide.



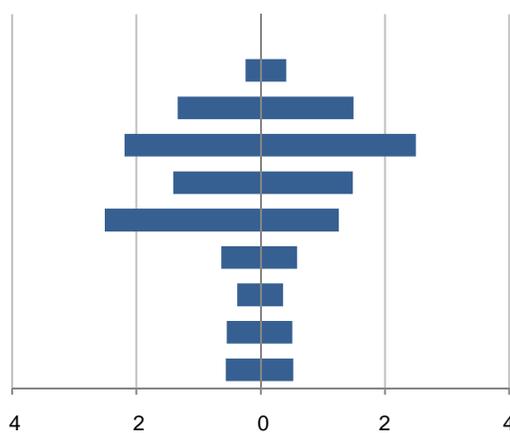
Population by Age

*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
<b>Population Growth</b>			
	Total population	24,100	18,912
	10-year growth	-9.2%	-21.5%
<b>Diversity</b>			
	% Hispanic	9.8%	12.2%
	% Asian, non-Hispanic	3.6%	2.9%
	% White, non-Hispanic	78.6%	79.4%
	% Black, non-Hispanic	5.0%	2.0%
<b>Aging</b>			
	% 65+	15.8%	18.4%
	Median age	34.2	40.7
<b>Households</b>			
	% Married couple with children	22.3%	21.6%
	% Living alone	30.5%	30.8%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

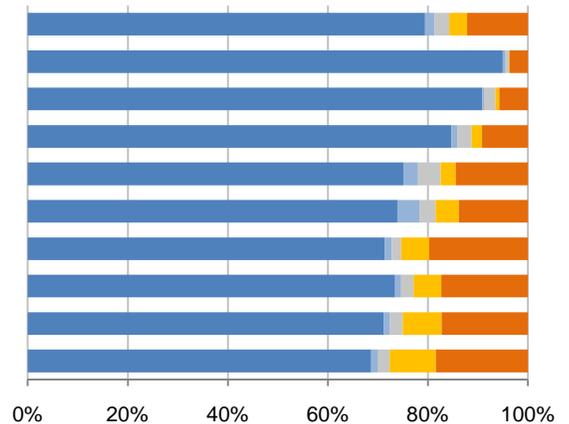


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

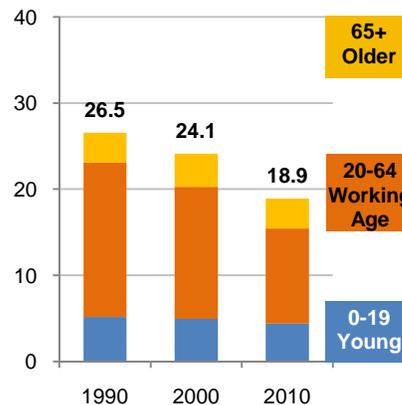


3. Population Growth by Library-Defined Age Group, 2000-10

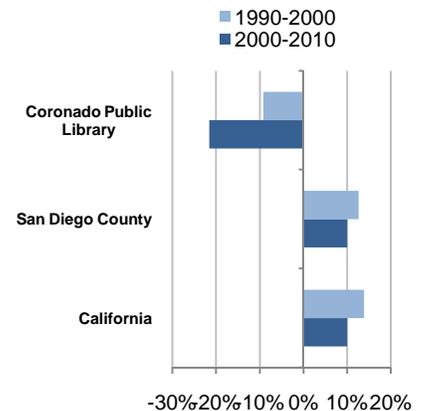
	2010	Change	% Change
<b>Total</b>	18,912	-5,188	-21.5%
<b>85+</b>	652	129	24.7%
<b>65 to 84</b>	2,827	-467	-14.2%
<b>46 to 64</b>	4,686	481	11.4%
<b>33 to 45</b>	2,887	-1,561	-35.1%
<b>19 to 32</b>	3,769	-3,658	-49.3%
<b>14 to 18</b>	1,220	13	1.1%
<b>11 to 13</b>	734	57	8.4%
<b>6 to 10</b>	1,055	-125	-10.6%
<b>0 to 5</b>	1,082	-57	-5.0%

4. Population Total, 1990-2010

In thousands



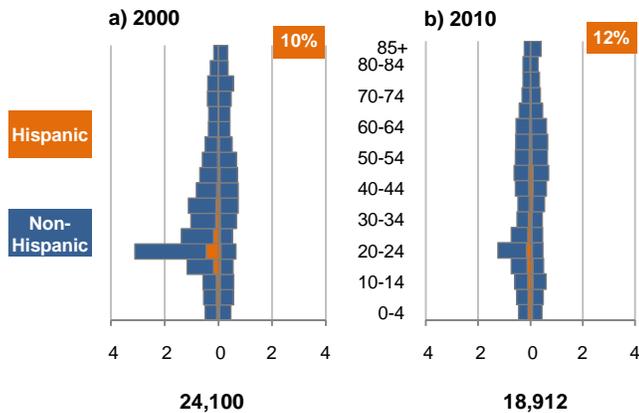
5. 10-Year Population Change



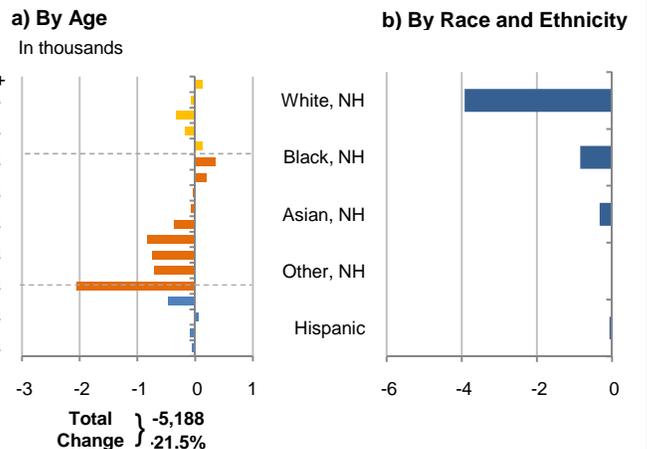
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

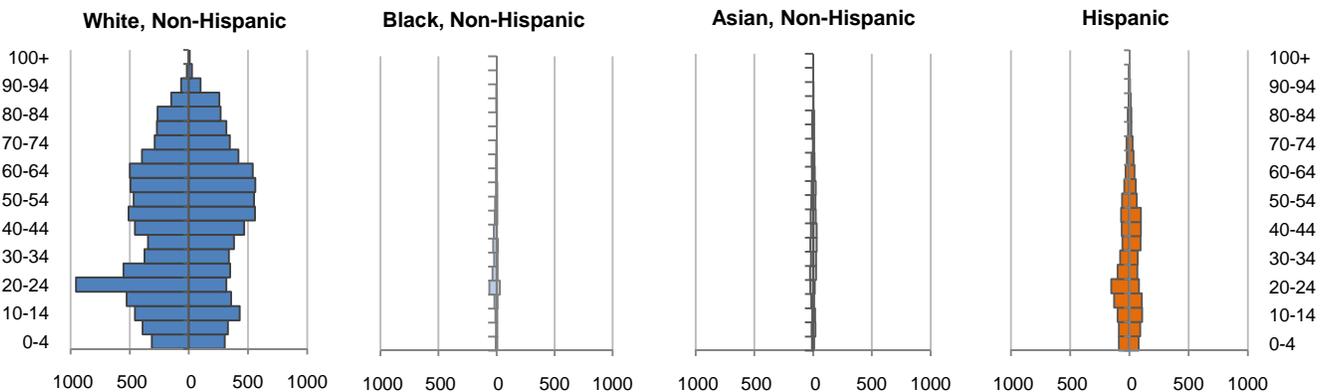


7. 10-Year Change in Population, 2000-10



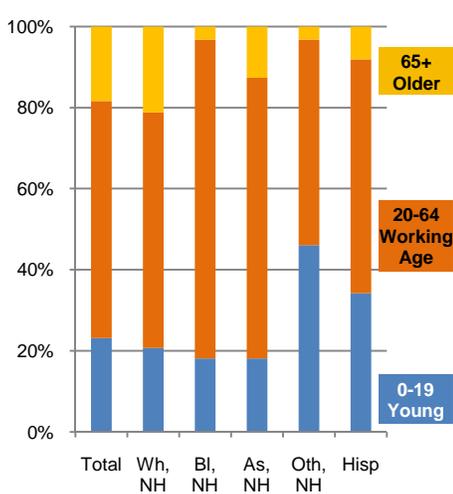
8. Population by Age, Race, and Ethnicity, 2010

Males on left, females on right

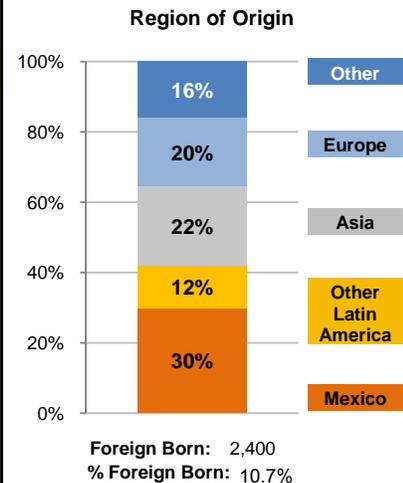


	White, NH	Black, NH	Asian, NH	Hispanic	Total*
Population	15,016	370	547	2,302	18,912
Share of Total	79.4%	2.0%	2.9%	12.2%	100.0%
% 65+	21.2%	3.2%	12.6%	8.1%	18.4%
% 20-64	58.1%	78.6%	69.3%	57.6%	58.5%
% under 5	4.1%	3.2%	3.5%	7.3%	4.7%

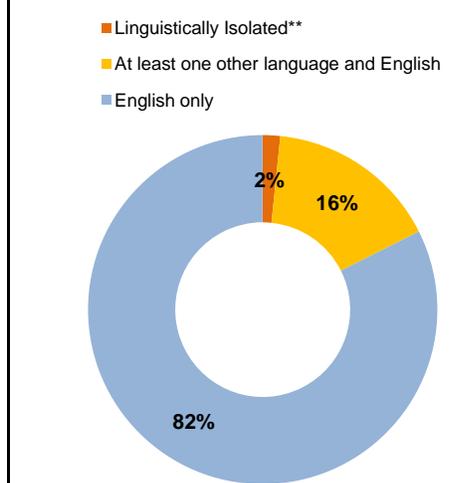
9. Age Mix by Race and Ethnicity, 2010



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

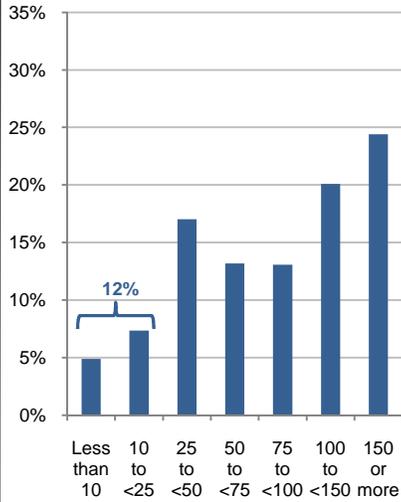
\*See pages 5-6 for detail on Other, Non-Hispanic

\*\*Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

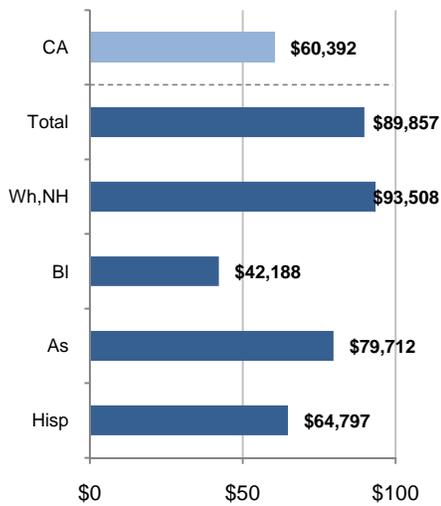
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



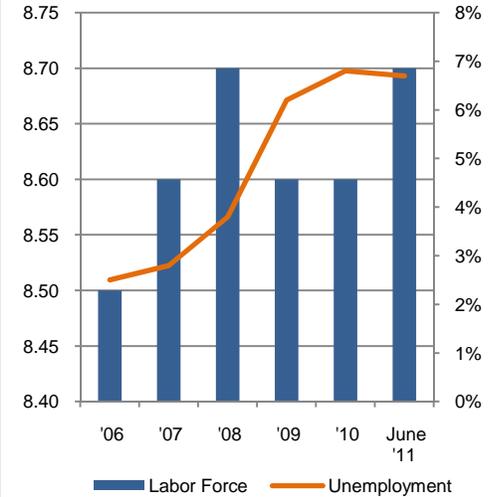
b) Median Household Income by Race and Ethnicity\*



13. Labor Force and Unemployment, 2006-11

Labor Force  
In thousands

Unemployment Rate

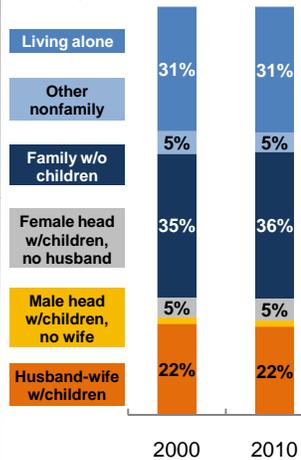


Source: CA Employment Development Department

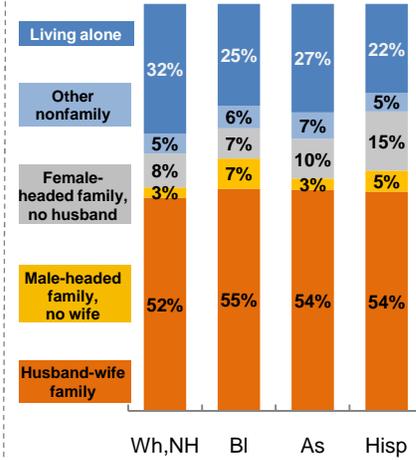
14. Household Type, 2010

% of all households

a) Total, 2000-10

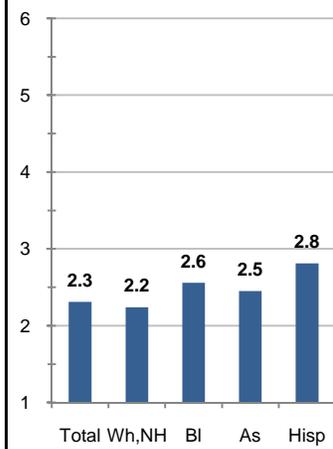


b) By Race and Ethnicity,\* 2010

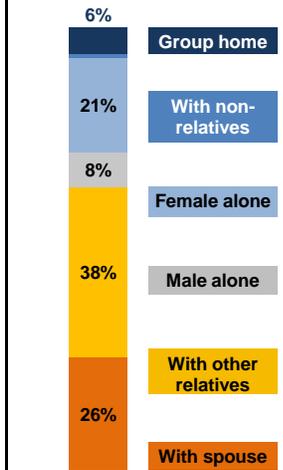


15. Average Household Size, 2010

By Race and Ethnicity\*



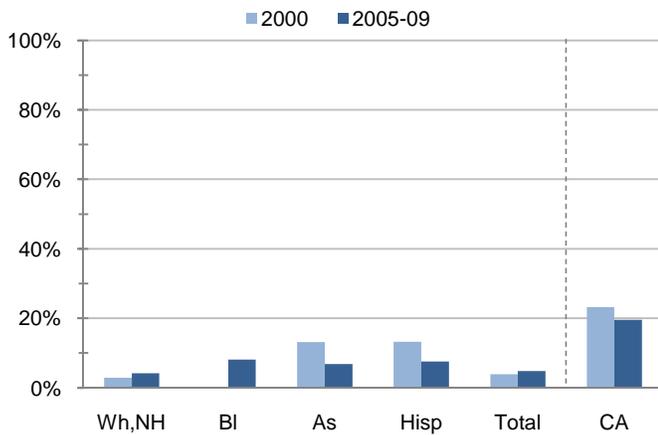
16. Living Arrangements Age 65+, 2005-09



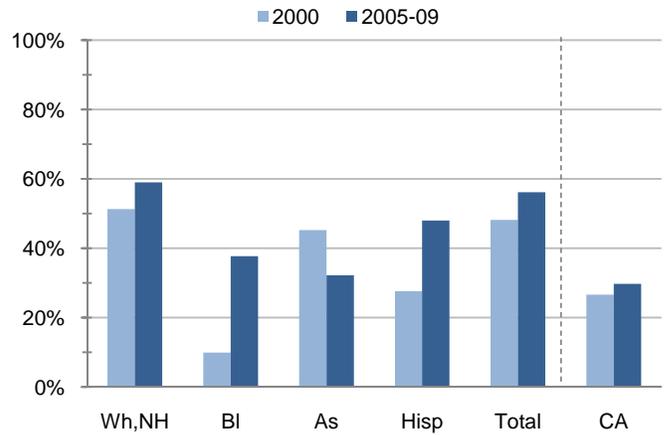
Source: ACS 2005-09

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		
<b>A. Total Population</b>										
<b>2000 Total</b>	18,937	1,213	875	706	125	68	43	470	2,369	24,100
<b>2000 % of Total</b>	78.6%	5.0%	3.6%	2.9%	0.5%	0.3%	0.2%	2.0%	9.8%	100.0%
<b>2010 Total</b>	15,016	370	547	677	75	51	28	523	2,302	18,912
<b>2010 % of Total</b>	79.4%	2.0%	2.9%	3.6%	0.4%	0.3%	0.1%	2.8%	12.2%	100.0%
<b>B. Population in Major Age Groups by Race and Ethnicity</b>										
<b>2000</b>										
0-19	3,612	209	150	279	28	7	19	225	688	4,938
20-64	11,715	992	668	403	91	56	24	232	1,567	15,345
65+	3,610	12	57	24	6	5	0	13	114	3,817
85+	504	2	4	1	0	0	0	1	12	523
<b>2010</b>										
0-19	3,107	67	99	312	23	17	7	265	788	4,373
20-64	8,720	291	379	343	49	31	15	248	1,327	11,060
65+	3,189	12	69	22	3	3	6	10	187	3,479
85+	619	4	4	1	0	0	1	0	24	652
<b>C. Age Mix for Each Racial and Ethnic Group</b>										
<b>2000</b>										
0-19	19.1%	17.2%	17.1%	39.5%	22.4%	10.3%	44.2%	47.9%	29.0%	20.5%
20-64	61.9%	81.8%	76.3%	57.1%	72.8%	82.4%	55.8%	49.4%	66.1%	63.7%
65+	19.1%	1.0%	6.5%	3.4%	4.8%	7.4%	0.0%	2.8%	4.8%	15.8%
85+	2.7%	0.2%	0.5%	0.1%	0.0%	0.0%	0.0%	0.2%	0.5%	2.2%
<b>2010</b>										
0-19	20.7%	18.1%	18.1%	46.1%	30.7%	33.3%	25.0%	50.7%	34.2%	23.1%
20-64	58.1%	78.6%	69.3%	50.7%	65.3%	60.8%	53.6%	47.4%	57.6%	58.5%
65+	21.2%	3.2%	12.6%	3.2%	4.0%	5.9%	21.4%	1.9%	8.1%	18.4%
85+	4.1%	1.1%	0.7%	0.1%	0.0%	0.0%	3.6%	0.0%	1.0%	3.4%
<b>D. Racial and Ethnic Mix for Each Age Group</b>										
<b>2000</b>										
0-19	73.1%	4.2%	3.0%	5.7%	0.6%	0.1%	0.4%	4.6%	13.9%	100.0%
20-64	76.3%	6.5%	4.4%	2.6%	0.6%	0.4%	0.2%	1.5%	10.2%	100.0%
65+	94.6%	0.3%	1.5%	0.6%	0.2%	0.1%	0.0%	0.3%	3.0%	100.0%
85+	96.4%	0.4%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	2.3%	100.0%
<b>2010</b>										
0-19	71.0%	1.5%	2.3%	7.1%	0.5%	0.4%	0.2%	6.1%	18.0%	100.0%
20-64	78.8%	2.6%	3.4%	3.1%	0.4%	0.3%	0.1%	2.2%	12.0%	100.0%
65+	91.7%	0.3%	2.0%	0.6%	0.1%	0.1%	0.2%	0.3%	5.4%	100.0%
85+	94.9%	0.6%	0.6%	0.2%	0.0%	0.0%	0.2%	0.0%	3.7%	100.0%
<b>E. Population Growth</b>										
<b>2000-10, Change</b>										
0-19	-505	-142	-51	33	-5	10	-12	40	100	-565
20-64	-2,995	-701	-289	-60	-42	-25	-9	16	-240	-4,285
65+	-421	0	12	-2	-3	-2	6	-3	73	-338
85+	115	2	0	0	0	0	1	-1	12	129
<b>Total</b>	<b>-3,921</b>	<b>-843</b>	<b>-328</b>	<b>-29</b>	<b>-50</b>	<b>-17</b>	<b>-15</b>	<b>53</b>	<b>-67</b>	<b>-5,188</b>
<b>2000-10, % Change</b>										
0-19	-14.0%	-67.9%	-34.0%	11.8%	-17.9%	142.9%	-63.2%	17.8%	14.5%	-11.4%
20-64	-25.6%	-70.7%	-43.3%	-14.9%	-46.2%	-44.6%	-37.5%	6.9%	-15.3%	-27.9%
65+	-11.7%	0.0%	21.1%	-8.3%	-50.0%	-40.0%	N/A	-23.1%	64.0%	-8.9%
85+	22.8%	100.0%	0.0%	0.0%	N/A	N/A	N/A	-100.0%	100.0%	24.7%
<b>Total</b>	<b>-20.7%</b>	<b>-69.5%</b>	<b>-37.5%</b>	<b>-4.1%</b>	<b>-40.0%</b>	<b>-25.0%</b>	<b>-34.9%</b>	<b>11.3%</b>	<b>-2.8%</b>	<b>-21.5%</b>

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		
<b>F. Population by Library-Defined Age Groups, 2010</b>										
0-5	743	15	25	100	4	7	2	87	199	1,082
6-10	751	13	27	82	7	6	1	68	182	1,055
11-13	539	9	18	41	3	0	1	37	127	734
14-18	871	17	23	68	7	3	3	55	241	1,220
19-32	2,786	164	123	176	22	9	7	138	520	3,769
33-45	2,168	85	130	87	10	15	2	60	417	2,887
46-64	3,969	55	132	101	19	8	6	68	429	4,686
65-84	2,570	8	65	21	3	3	5	10	163	2,827
85+	619	4	4	1	0	0	1	0	24	652
Total	15,016	370	547	677	75	51	28	523	2,302	18,912
<b>G. Population by 5-Year Age Brackets, 2010</b>										
0-4	617	12	19	83	4	6	1	72	167	898
5-9	721	11	32	79	6	6	2	65	181	1,024
10-14	887	17	25	72	5	1	1	65	207	1,208
15-19	882	27	23	78	8	4	3	63	233	1,243
20-24	1,272	92	38	91	13	3	4	71	233	1,726
25-29	900	44	53	42	5	4	2	31	166	1,205
30-34	714	29	43	36	2	3	1	30	150	972
35-39	727	41	54	40	6	9	1	24	155	1,017
40-44	924	27	50	28	4	4	0	20	161	1,190
45-49	1,069	22	44	32	3	3	2	24	168	1,335
50-54	1,019	19	36	31	8	2	3	18	123	1,228
55-59	1,056	10	37	25	6	2	0	17	96	1,224
60-64	1,039	7	24	18	2	1	2	13	75	1,163
65-69	817	6	24	8	0	1	5	2	56	911
70-74	635	1	10	6	1	2	0	3	50	702
75-79	586	0	16	4	1	0	0	3	27	633
80-84	532	1	15	3	1	0	0	2	30	581
85-89	408	3	3	1	0	0	1	0	14	429
90-94	164	1	1	0	0	0	0	0	8	174
95-99	41	0	0	0	0	0	0	0	2	43
100+	6	0	0	0	0	0	0	0	0	6
Total	15,016	370	547	677	75	51	28	523	2,302	18,912
<b>H. Median Age, 2000-10</b>										
	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
<b>2000</b>	37.9	22.9	31.0		22.9	31.7	22.6	21.0	24.1	34.2
<b>2010</b>	44.3	27.5	39.1		26.1	32.5	27.5	19.7	28.9	40.7

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	392	4.9%	\$93,508	\$42,188	\$79,712	\$64,797	\$89,857	148.8%	\$60,392
\$10 to <\$25	590	7.3%							
\$25 to <\$50	1,368	17.0%							
\$50 to <\$75	1,060	13.2%							
\$75 to <\$100	1,051	13.1%							
\$100 to <\$150	1,616	20.1%							
\$150+	1,962	24.4%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
<b>Total households</b>			7,760	100.0%	7,409	100.0%			
Family Households			4,966	64.0%	4,772	64.4%			
Husband-wife w/children			1,733	22.3%	1,602	21.6%			
Female head, no husband, w/children			377	4.9%	395	5.3%			
Male head, no wife, w/children			122	1.6%	114	1.5%			
Without children			2,734	35.2%	2,661	35.9%			
Nonfamily households			2,794	36.0%	2,637	35.6%			
Living alone			2,369	30.5%	2,282	30.8%			
Other nonfamily			425	5.5%	355	4.8%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
<b>Total households</b>			6,352	108	184	618	7,409		
Husband-wife family			52.4%	54.6%	54.3%	53.9%	52.6%		
Family with male head, no wife			2.6%	7.4%	2.7%	5.2%	2.9%		
Family with female head, no husband			8.3%	7.4%	9.8%	14.6%	8.9%		
Living alone			31.9%	25.0%	26.6%	21.8%	30.8%	Source: US	
Other nonfamily			4.8%	5.6%	6.5%	4.5%	4.8%	Census 2010	
M. Poverty, 2005-09									
<b>Percentage of families and people whose income in the past 12 months is below the poverty level</b>								California	
All families						3.6%	9.8%		
Families w/ related children under 18 years						5.9%	14.5%		
Families w/ female householder, no husband present						23.4%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						31.5%	32.2%		
All people						5.8%	13.2%		
Under 18 years						6.2%	18.3%		
18 to 64 years						5.5%	11.9%		
65 years and over						6.3%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
<b>Population 25 years and over</b>			12,441	419	484	1,663	15,157		
Less than high school			4.2%	8.1%	6.8%	7.6%	4.8%		
High school graduate (includes equivalency)			10.9%	2.4%	43.8%	10.9%	11.6%		
Some college or associate's degree			25.9%	51.8%	17.1%	33.5%	27.4%		
Bachelor's degree or higher			59.0%	37.7%	32.2%	48.0%	56.2%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			8,600	8,700					
Employed			8,000	8,100					
Unemployed, % of labor force			6.8%	6.7%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					7,656	100.0%			
Management, professional, and related occupations					4,207	55.0%			
Service occupations					991	12.9%			
Sales and office occupations					1,840	24.0%			
Farming, fishing, and forestry occupations					12	0.2%			
Construction, extraction, maintenance, and repair occupations					261	3.4%			
Production, transportation, and material moving occupations					345	4.5%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
<b>Civilian employed population, 16 yrs &amp; over</b>					7,656	100.0%			
Private, for profit, wage and salary employee					3,537	46.2%			
Private, not for profit, wage and salary employee					669	8.7%			
Private, for profit, wage and salary self-employed in own business					874	11.4%			
Government workers					1,604	21.0%			
Self-employed in own not incorporated business					920	12.0%			
Unpaid family workers in family business					52	0.7%			

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

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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.