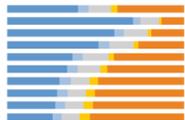


Highlights



Population Growth: The total population in National City increased by 8% over the past decade to 59,000, a growth rate slightly lower than the statewide rate of 10%. The greatest growth occurred among Hispanics (5,000).

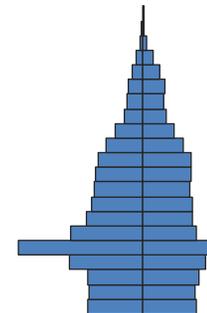
Diversity: National City is majority Hispanic, and the Hispanic share of total population grew from 59% to 63% over the past ten years. The white, non-Hispanic share declined from 14% to 12% of total.

Age Structure: The population is younger than California overall, and the age structure shifted toward the working ages over the past decade. The working-age group grew by 5,000 and increased from 55% to 60% of the total population. Growth in the number of individuals age 20 to 24, particularly men, shifted the age structure toward the younger working ages. The number of young people declined, and the young share of the population fell from 34% to 29% of total. Median age is 30, compared with the statewide median of 35.

Education: Educational attainment is much lower here than in California overall. Just 12% of adults have earned a Bachelor’s degree or higher, compared with 30% statewide, and 37% have not completed high school, compared with 20% in California overall. Half of Hispanic adults in Escondido have not completed high school.

Foreign Born: National City has an especially large foreign-born population making up 42% of the total. The majority of these individuals are from Mexico, 65%, though Asia is a common region of origin as well, 31%. Additionally, a substantial portion of households—28%—are linguistically isolated, meaning that no one in these households age 14 and over speaks English at least “very well.”

Income: Median household income is \$37,000, just 61% of the California median. Twenty-seven percent of families with children have incomes below poverty level. The unemployment rate is extremely high, 20% in June 2011.



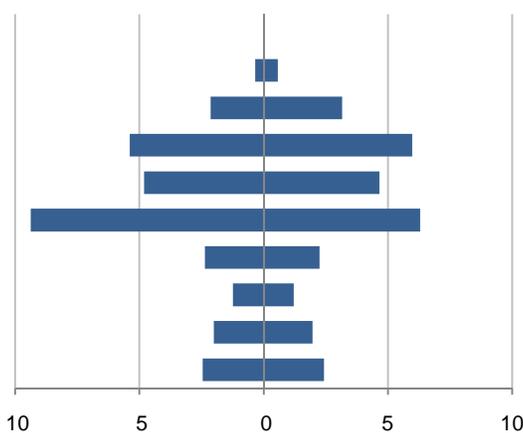
Population by Age

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	54,260	58,582
	10-year growth	0.0%	8.0%
Diversity			
	% Hispanic	59.1%	63.0%
	% Asian, non-Hispanic	18.2%	17.8%
	% White, non-Hispanic	14.1%	11.7%
	% Black, non-Hispanic	5.2%	4.5%
Aging			
	% 65+	11.0%	10.6%
	Median age	28.7	30.2
Households			
	% Married couple with children	29.5%	24.0%
	% Living alone	17.4%	17.4%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

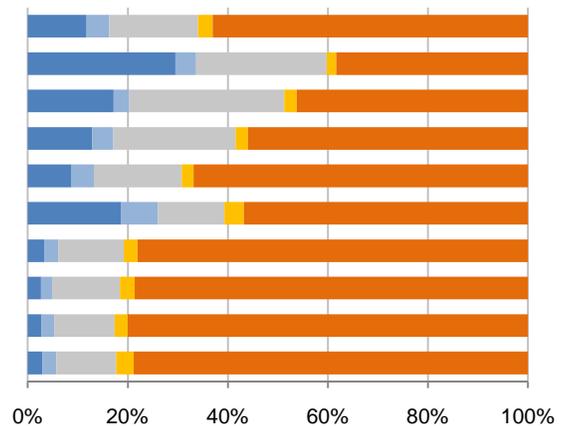


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

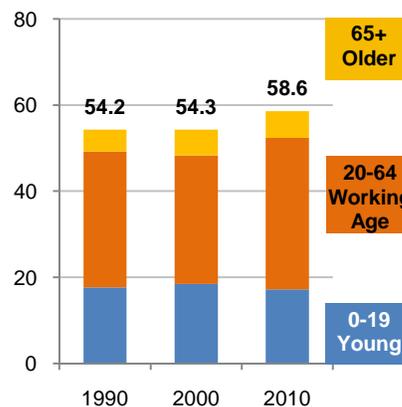


3. Population Growth by Library-Defined Age Group, 2000-10

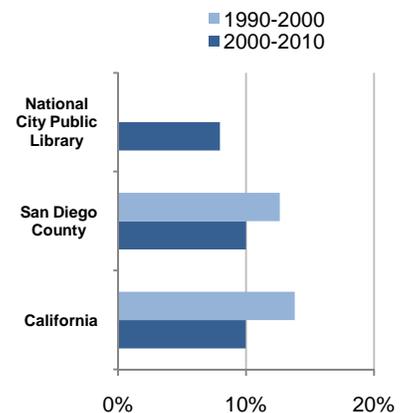
	2010	Change	% Change
Total	58,582	4,322	8.0%
85+	915	277	43.4%
65 to 84	5,288	-63	-1.2%
46 to 64	11,366	3,487	44.3%
33 to 45	9,461	-372	-3.8%
19 to 32	15,655	2,416	18.2%
14 to 18	4,608	326	7.6%
11 to 13	2,440	-279	-10.3%
6 to 10	3,974	-965	-19.5%
0 to 5	4,875	-505	-9.4%

4. Population Total, 1990-2010

In thousands



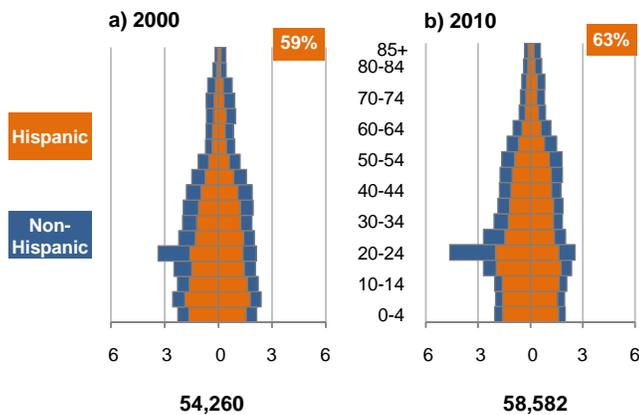
5. 10-Year Population Change



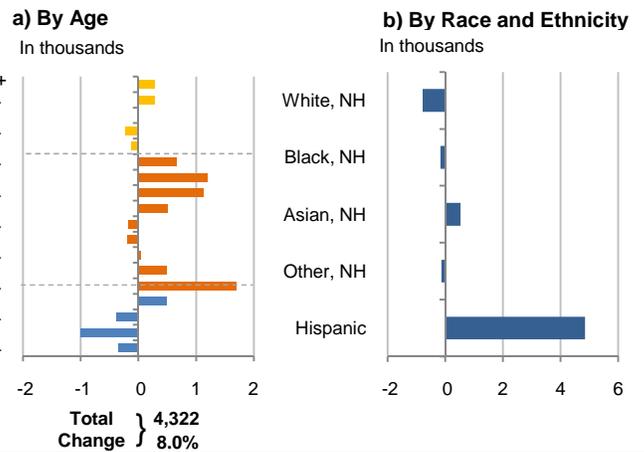
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

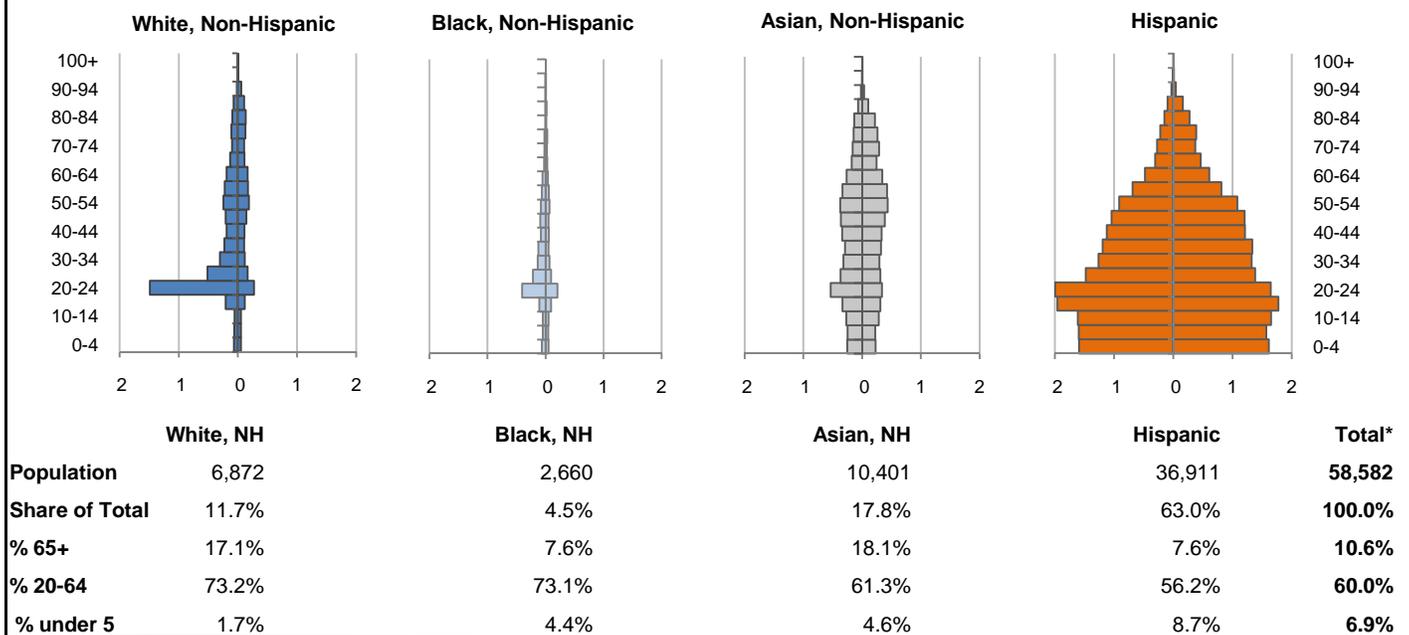


7. 10-Year Change in Population, 2000-10

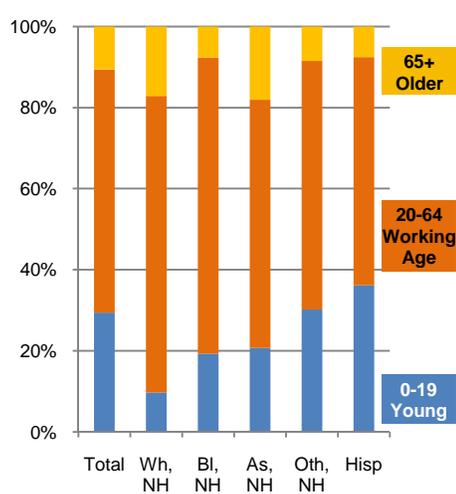


8. Population by Age, Race, and Ethnicity, 2010

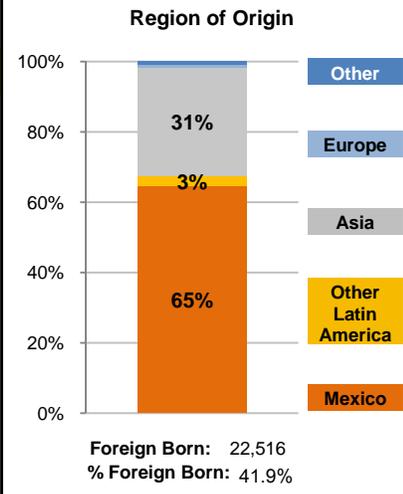
In thousands; males on left, females on right



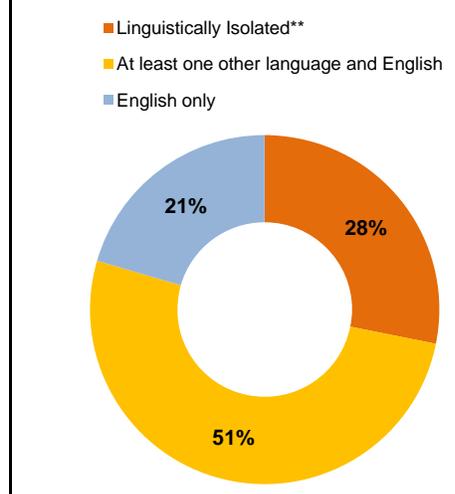
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

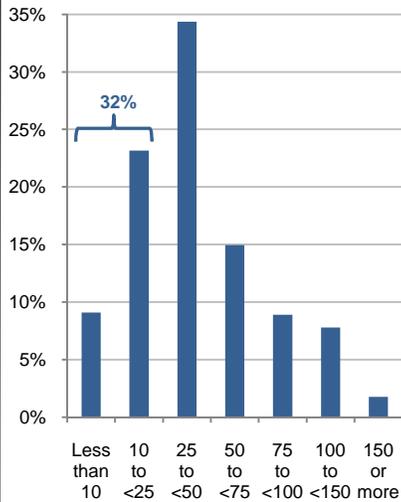


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

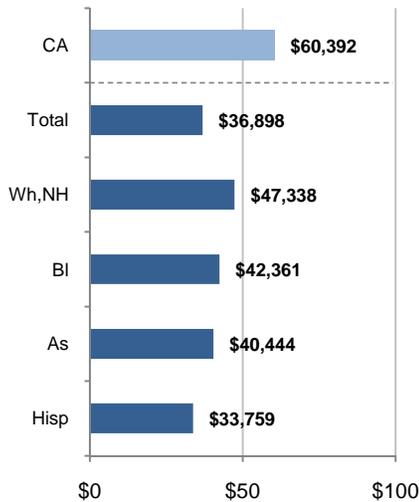
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



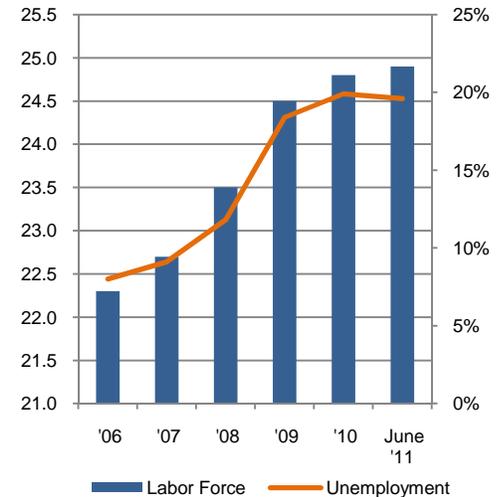
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

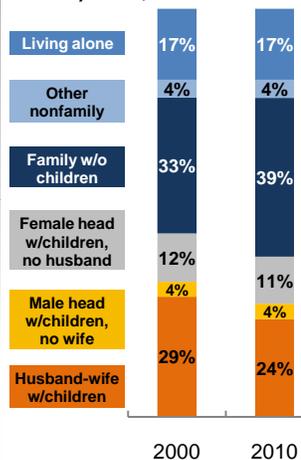


Source: CA Employment Development Department

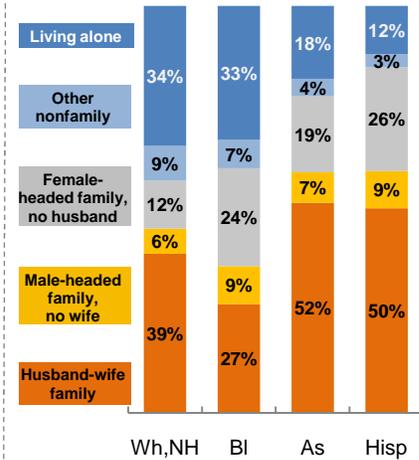
14. Household Type, 2010

% of all households

a) Total, 2000-10

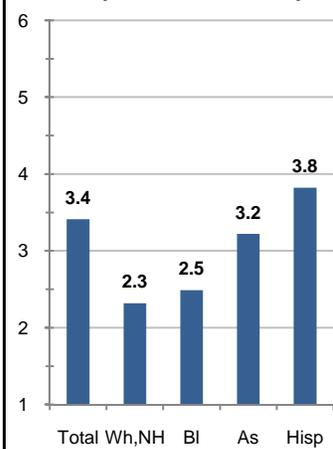


b) By Race and Ethnicity,* 2010

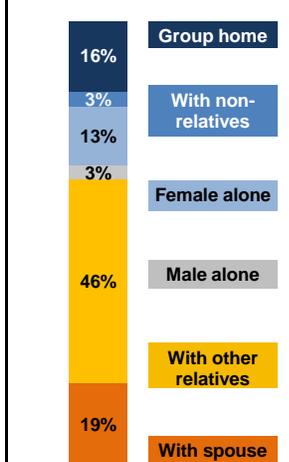


15. Average Household Size, 2010

By Race and Ethnicity*



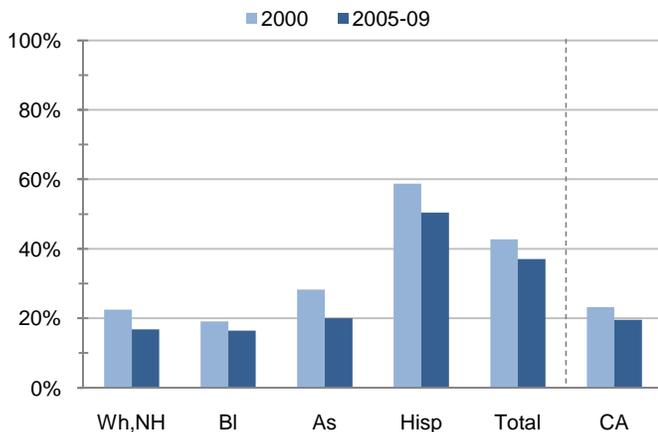
16. Living Arrangements Age 65+, 2005-09



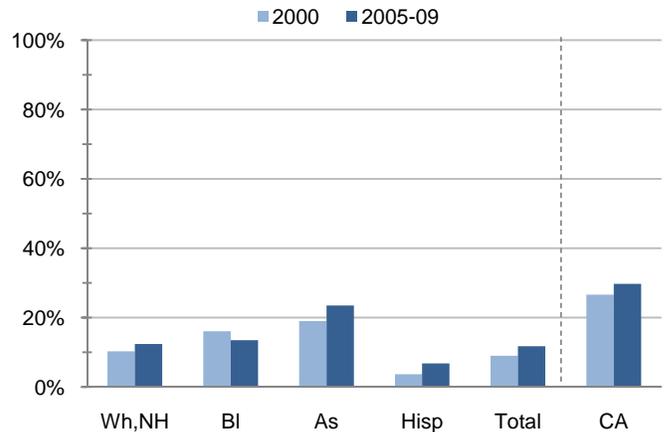
Source: ACS 2005-09

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		
A. Total Population										
2000 Total	7,653	2,823	9,863	1,868	206	399	83	1,180	32,053	54,260
2000 % of Total	14.1%	5.2%	18.2%	3.4%	0.4%	0.7%	0.2%	2.2%	59.1%	100.0%
2010 Total	6,872	2,660	10,401	1,738	168	413	47	1,110	36,911	58,582
2010 % of Total	11.7%	4.5%	17.8%	3.0%	0.3%	0.7%	0.1%	1.9%	63.0%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	1,250	913	2,447	768	42	104	25	597	13,073	18,451
20-64	4,626	1,720	5,708	929	140	254	48	487	16,837	29,820
65+	1,777	190	1,708	171	24	41	10	96	2,143	5,989
85+	316	29	87	9	4	2	0	3	197	638
2010										
0-19	666	512	2,151	525	20	89	24	392	13,361	17,215
20-64	5,029	1,945	6,372	1,065	128	274	19	644	20,753	35,164
65+	1,177	203	1,878	148	20	50	4	74	2,797	6,203
85+	270	38	239	17	1	3	2	11	351	915
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	16.3%	32.3%	24.8%	41.1%	20.4%	26.1%	30.1%	50.6%	40.8%	34.0%
20-64	60.4%	60.9%	57.9%	49.7%	68.0%	63.7%	57.8%	41.3%	52.5%	55.0%
65+	23.2%	6.7%	17.3%	9.2%	11.7%	10.3%	12.0%	8.1%	6.7%	11.0%
85+	4.1%	1.0%	0.9%	0.5%	1.9%	0.5%	0.0%	0.3%	0.6%	1.2%
2010										
0-19	9.7%	19.2%	20.7%	30.2%	11.9%	21.5%	51.1%	35.3%	36.2%	29.4%
20-64	73.2%	73.1%	61.3%	61.3%	76.2%	66.3%	40.4%	58.0%	56.2%	60.0%
65+	17.1%	7.6%	18.1%	8.5%	11.9%	12.1%	8.5%	6.7%	7.6%	10.6%
85+	3.9%	1.4%	2.3%	1.0%	0.6%	0.7%	4.3%	1.0%	1.0%	1.6%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	6.8%	4.9%	13.3%	4.2%	0.2%	0.6%	0.1%	3.2%	70.9%	100.0%
20-64	15.5%	5.8%	19.1%	3.1%	0.5%	0.9%	0.2%	1.6%	56.5%	100.0%
65+	29.7%	3.2%	28.5%	2.9%	0.4%	0.7%	0.2%	1.6%	35.8%	100.0%
85+	49.5%	4.5%	13.6%	1.4%	0.6%	0.3%	0.0%	0.5%	30.9%	100.0%
2010										
0-19	3.9%	3.0%	12.5%	3.0%	0.1%	0.5%	0.1%	2.3%	77.6%	100.0%
20-64	14.3%	5.5%	18.1%	3.0%	0.4%	0.8%	0.1%	1.8%	59.0%	100.0%
65+	19.0%	3.3%	30.3%	2.4%	0.3%	0.8%	0.1%	1.2%	45.1%	100.0%
85+	29.5%	4.2%	26.1%	1.9%	0.1%	0.3%	0.2%	1.2%	38.4%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-584	-401	-296	-243	-22	-15	-1	-205	288	-1,236
20-64	403	225	664	136	-12	20	-29	157	3,916	5,344
65+	-600	13	170	-23	-4	9	-6	-22	654	214
85+	-46	9	152	8	-3	1	2	8	154	277
Total	-781	-163	538	-130	-38	14	-36	-70	4,858	4,322
2000-10, % Change										
0-19	-46.7%	-43.9%	-12.1%	-31.6%	-52.4%	-14.4%	-4.0%	-34.3%	2.2%	-6.7%
20-64	8.7%	13.1%	11.6%	14.6%	-8.6%	7.9%	-60.4%	32.2%	23.3%	17.9%
65+	-33.8%	6.8%	10.0%	-13.5%	-16.7%	22.0%	-60.0%	-22.9%	30.5%	3.6%
85+	-14.6%	31.0%	174.7%	88.9%	-75.0%	50.0%	N/A	266.7%	78.2%	43.4%
Total	-10.2%	-5.8%	5.5%	-7.0%	-18.4%	3.5%	-43.4%	-5.9%	15.2%	8.0%

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	142	135	584	170	4	26	12	128	3,844	4,875
6-10	111	101	478	104	4	14	6	80	3,180	3,974
11-13	64	55	331	71	1	9	3	58	1,919	2,440
14-18	152	128	604	128	6	31	3	88	3,596	4,608
19-32	2,929	1,144	2,080	611	69	122	13	407	8,891	15,655
33-45	829	420	1,663	226	21	60	4	141	6,323	9,461
46-64	1,468	474	2,783	280	43	101	2	134	6,361	11,366
65-84	907	165	1,639	131	19	47	2	63	2,446	5,288
85+	270	38	239	17	1	3	2	11	351	915
Total	6,872	2,660	10,401	1,738	168	413	47	1,110	36,911	58,582
G. Population by 5-Year Age Brackets, 2010										
0-4	120	117	480	135	4	17	9	105	3,206	4,058
5-9	113	92	474	117	4	20	8	85	3,164	3,960
10-14	108	101	553	122	2	18	5	97	3,262	4,146
15-19	325	202	644	151	10	34	2	105	3,729	5,051
20-24	1,761	609	874	316	37	65	8	206	3,636	7,196
25-29	679	312	679	181	21	36	5	119	2,858	4,709
30-34	420	206	612	103	11	21	3	68	2,584	3,925
35-39	335	179	611	88	13	16	0	59	2,523	3,736
40-44	302	136	674	75	2	26	1	46	2,335	3,522
45-49	348	143	748	89	10	36	0	43	2,245	3,573
50-54	433	146	810	97	13	38	1	45	1,991	3,477
55-59	391	120	755	72	9	25	0	38	1,500	2,838
60-64	360	94	609	44	12	11	1	20	1,081	2,188
65-69	240	55	427	35	7	16	0	12	768	1,525
70-74	206	47	451	37	5	16	0	16	643	1,384
75-79	235	46	411	36	4	13	2	17	609	1,337
80-84	226	17	350	23	3	2	0	18	426	1,042
85-89	181	21	178	12	0	2	0	10	255	647
90-94	76	11	50	5	1	1	2	1	74	216
95-99	9	6	10	0	0	0	0	0	18	43
100+	4	0	1	0	0	0	0	0	4	9
Total	6,872	2,660	10,401	1,738	168	413	47	1,110	36,911	58,582
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	40.7	24.9	37.6		27.8	29.4	24.0	20.8	25.0	28.7
2010	33.6	27.0	41.5		29.1	29.9	26.7	23.1	27.5	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	1,315	9.1%	\$47,338	\$42,361	\$40,444	\$33,759	\$36,898	61.1%	\$60,392
\$10 to <\$25	3,354	23.2%							
\$25 to <\$50	4,977	34.4%							
\$50 to <\$75	2,165	14.9%							
\$75 to <\$100	1,287	8.9%							
\$100 to <\$150	1,129	7.8%							
\$150+	256	1.8%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			15,144	100.0%	15,502	100.0%			
Family Households			11,849	78.2%	12,113	78.1%			
Husband-wife w/children			4,463	29.5%	3,720	24.0%			
Female head, no husband, w/children			1,788	11.8%	1,781	11.5%			
Male head, no wife, w/children			556	3.7%	581	3.7%			
Without children			5,042	33.3%	6,031	38.9%			
Nonfamily households			3,295	21.8%	3,389	21.9%			
Living alone			2,635	17.4%	2,694	17.4%			
Other nonfamily			660	4.4%	695	4.5%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			2,077	830	3,126	9,213	15,502		
Husband-wife family			39.1%	26.7%	51.6%	50.3%	47.6%		
Family with male head, no wife			6.1%	9.3%	7.5%	9.2%	8.4%		
Family with female head, no husband			11.8%	24.1%	18.7%	25.5%	22.2%		
Living alone			34.4%	32.9%	17.9%	11.8%	17.4%	Source: US	
Other nonfamily			8.5%	7.0%	4.3%	3.2%	4.5%	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						18.9%	9.8%		
Families w/ related children under 18 years						27.2%	14.5%		
Families w/ female householder, no husband present						34.3%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						42.5%	32.2%		
All people						23.4%	13.2%		
Under 18 years						33.9%	18.3%		
18 to 64 years						19.7%	11.9%		
65 years and over						14.3%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			4,632	1,293	6,842	18,794	31,894		
Less than high school			16.8%	16.5%	20.1%	50.4%	37.1%		
High school graduate (includes equivalency)			31.7%	31.8%	25.1%	24.2%	25.9%		
Some college or associate's degree			39.1%	38.2%	31.4%	18.6%	25.3%		
Bachelor's degree or higher			12.3%	13.5%	23.5%	6.8%	11.8%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			24,800	24,900					
Employed			19,900	20,000					
Unemployed, % of labor force			19.9%	19.6%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
			Estimate		Percent				
Civilian employed population, 16 yrs & over			18,734		100.0%				
Management, professional, and related occupations			3,063		16.3%				
Service occupations			6,262		33.4%				
Sales and office occupations			4,566		24.4%				
Farming, fishing, and forestry occupations			74		0.4%				
Construction, extraction, maintenance, and repair occupations			2,256		12.0%				
Production, transportation, and material moving occupations			2,513		13.4%				
Q. Class of Worker, 2005-09									
			Estimate		Percent				
Civilian employed population, 16 yrs & over			18,734		100.0%				
Private, for profit, wage and salary employee			13,753		73.4%				
Private, not for profit, wage and salary employee			1,033		5.5%				
Private, for profit, wage and salary self-employed in own business			139		0.7%				
Government workers			2,715		14.5%				
Self-employed in own not incorporated business			1,071		5.7%				
Unpaid family workers in family business			23		0.1%				

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.