

Highlights



Population Growth: The population of Pacific Grove decreased by 3% over the last decade, to 15,000. This includes a 1,000 person decrease in the white, non-Hispanic population, and a 500 person increase in the Hispanic population.

Diversity: The white, non-Hispanic share of the population decreased from 84% to 78%. The Hispanic share of the population increased from 7% to 11%.

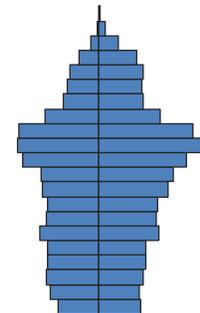
Age Structure: The population in Pacific Grove is older than the state, with a median age of 48, well above the state median of 35. The share of the population age 65+ is 22%, twice the statewide share.

Households: Fourteen percent of households are traditional families—married couples with children—compared with 23% statewide. Thirty-seven percent of households are people living alone, compared with 23% statewide.

Income: Median household income is \$73,000, compared with \$60,000 in California as a whole.

Education: The population in the area is highly educated, with 49% of adults having completed a Bachelor’s degree, higher than the 30% rate in California as a whole. Only 4% of adults have not completed high school, compared with 20% statewide.

Foreign Born: The foreign-born population accounts for only 14% of the total, compared with 27% statewide. The composition by region of origin differs significantly from California as a whole, with only 9% from Latin America.



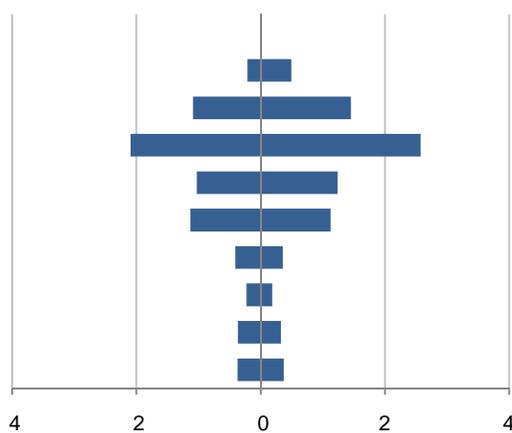
Population by Age

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	15,522	15,041
	10-year growth	-3.7%	-3.1%
Diversity			
	% Hispanic	7.1%	10.7%
	% Asian, non-Hispanic	4.4%	5.7%
	% White, non-Hispanic	83.5%	78.2%
	% Black, non-Hispanic	1.1%	1.3%
Aging			
	% 65+	19.6%	21.6%
	Median age	44.7	48.1
Households			
	% Married couple with children	15.7%	13.7%
	% Living alone	36.6%	37.2%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

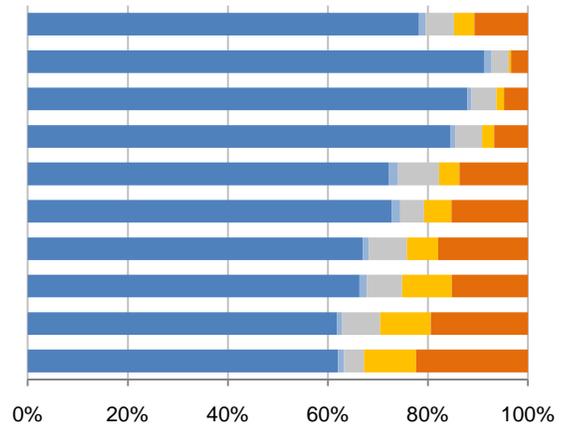


2. Race and Ethnicity by Library-Defined Age Group, 2010

Legend: White, NH (blue); Black, NH (light blue); Asian, NH (grey); Other, NH (yellow); Hispanic (orange)

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

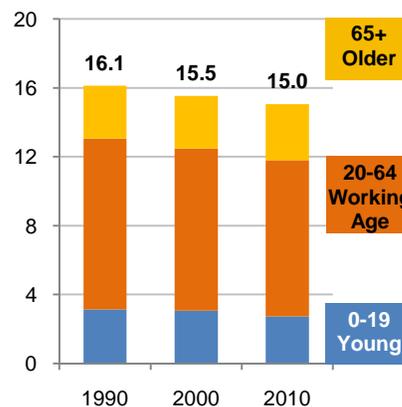


3. Population Growth by Library-Defined Age Group, 2000-10

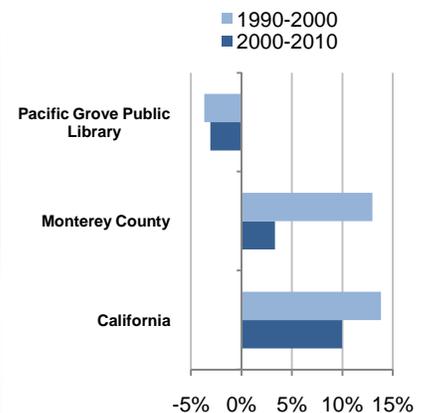
	2010	Change	% Change
Total	15,041	-481	-3.1%
85+	704	277	64.9%
65 to 84	2,540	-70	-2.7%
46 to 64	4,670	324	7.5%
33 to 45	2,266	-835	-26.9%
19 to 32	2,256	145	6.9%
14 to 18	764	-190	-19.9%
11 to 13	413	-149	-26.5%
6 to 10	690	-53	-7.1%
0 to 5	738	70	10.5%

4. Population Total, 1990-2010

In thousands



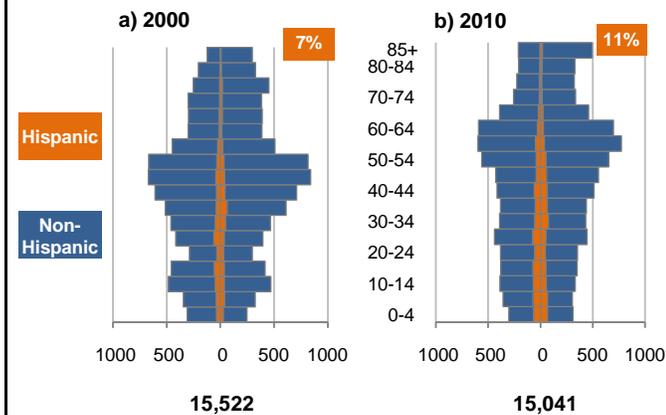
5. 10-Year Population Change



Source: US Census 2010, 2000, or 1990

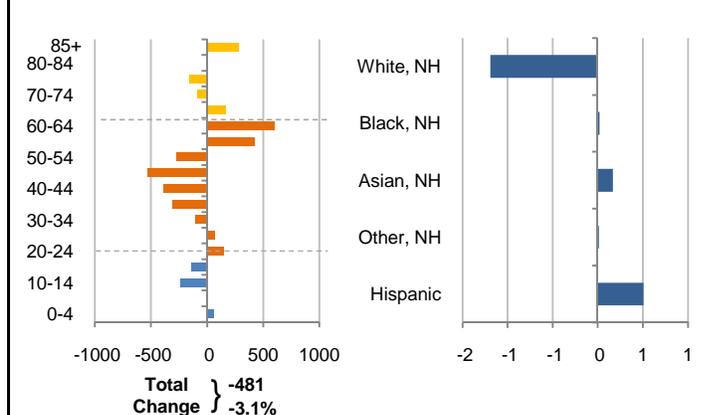
6. Population by 5-Year Age Brackets

Males on left, females on right



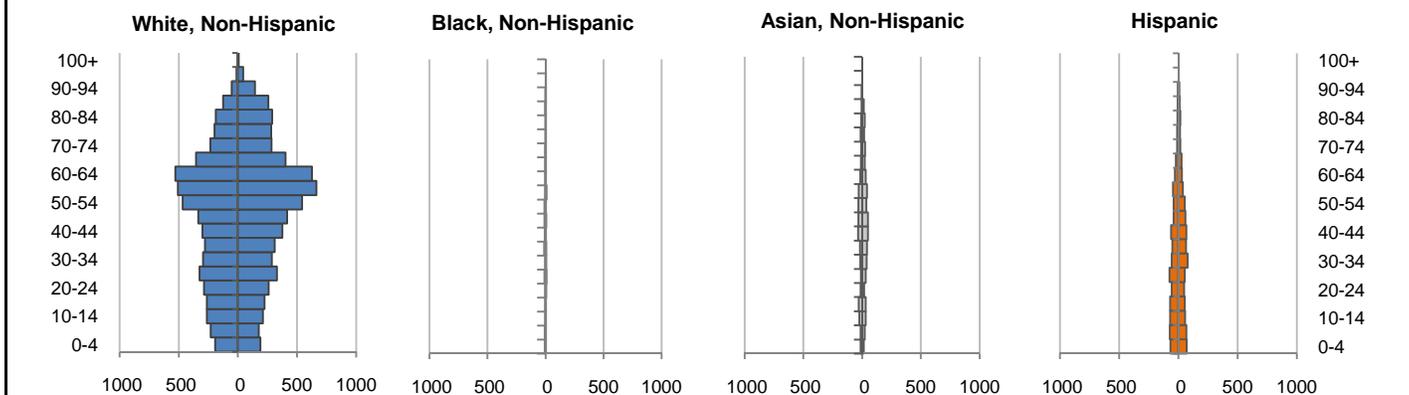
7. 10-Year Change in Population, 2000-10

a) By Age b) By Race and Ethnicity



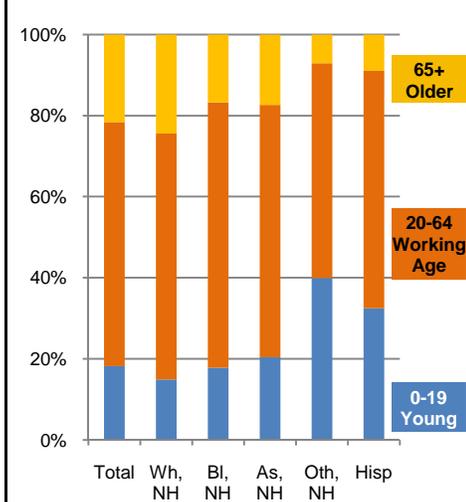
8. Population by Age, Race, and Ethnicity, 2010

Males on left, females on right

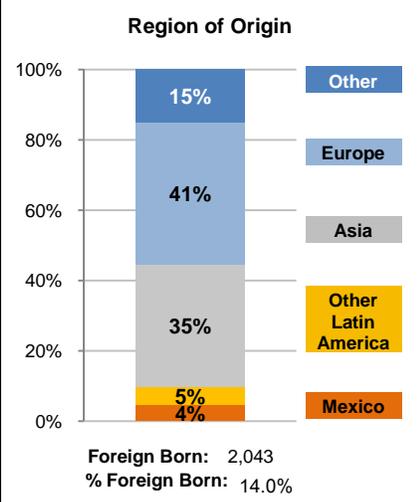


	White, NH	Black, NH	Asian, NH	Hispanic	Total*
Population	11,767	191	859	1,615	15,041
Share of Total	78.2%	1.3%	5.7%	10.7%	100.0%
% 65+	24.4%	16.8%	17.3%	9.0%	21.6%
% 20-64	60.7%	65.4%	62.3%	58.5%	60.3%
% under 5	3.2%	3.7%	2.9%	8.4%	4.1%

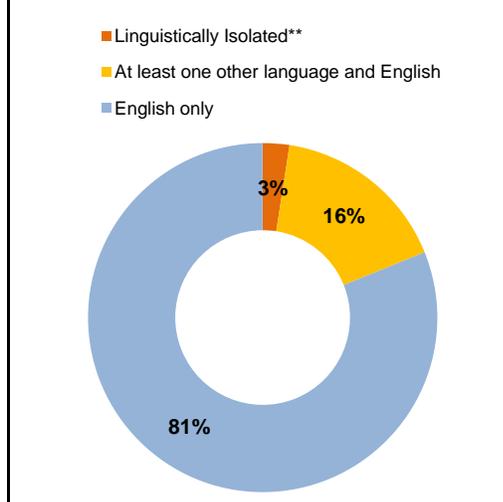
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

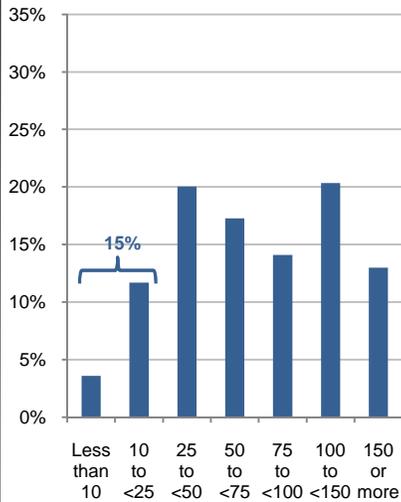


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

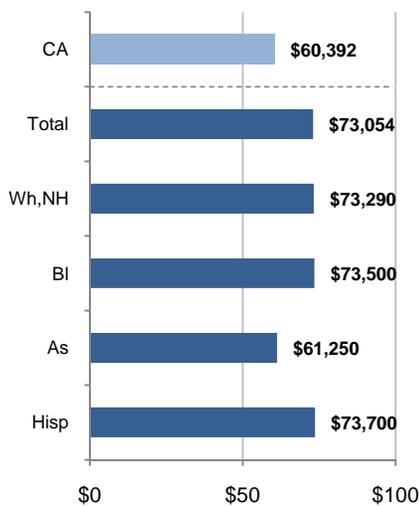
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



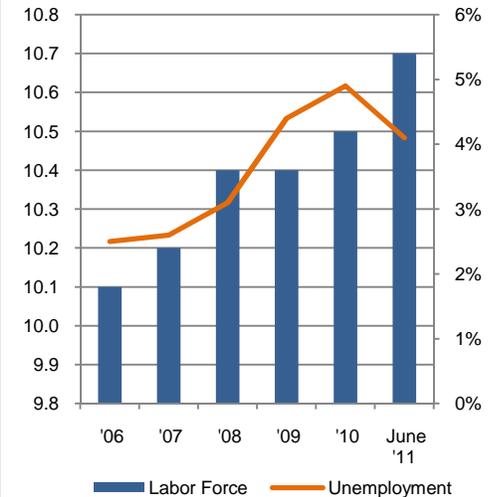
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force
In thousands

Unemployment Rate

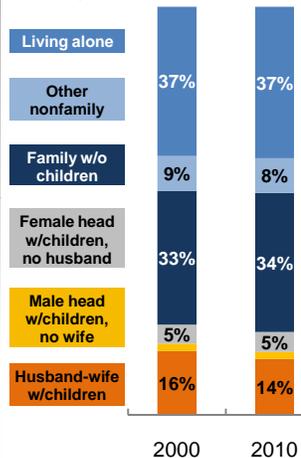


Source: CA Employment Development Department

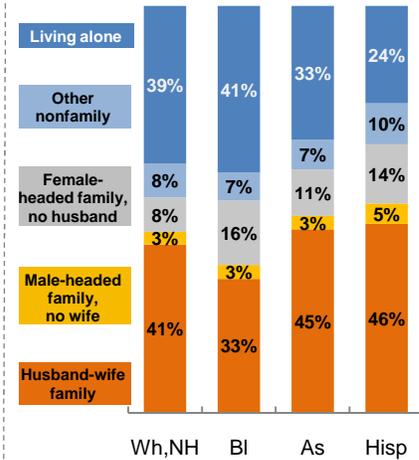
14. Household Type, 2010

% of all households

a) Total, 2000-10

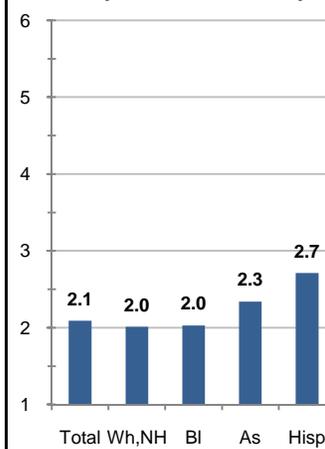


b) By Race and Ethnicity,* 2010

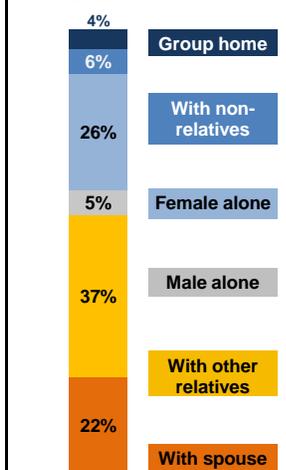


15. Average Household Size, 2010

By Race and Ethnicity*



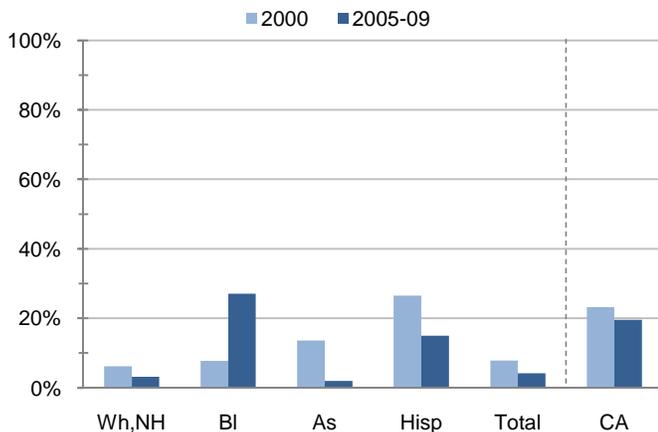
16. Living Arrangements Age 65+, 2005-09



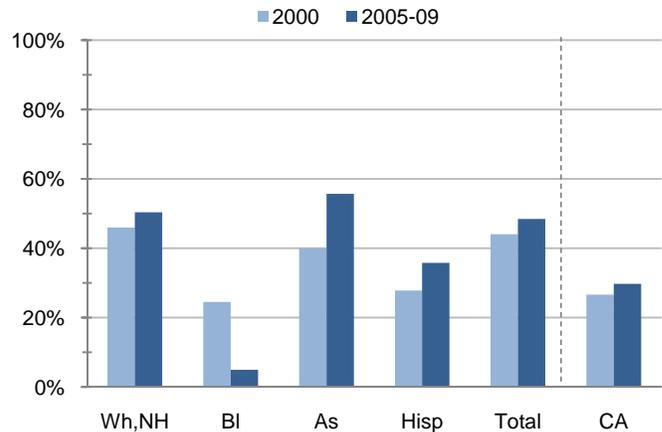
Source: ACS 2005-09

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	12,957	170	690	597	59	41	40	457	1,108	15,522
2000 % of Total	83.5%	1.1%	4.4%	3.8%	0.4%	0.3%	0.3%	2.9%	7.1%	100.0%
2010 Total	11,767	191	859	609	53	41	25	490	1,615	15,041
2010 % of Total	78.2%	1.3%	5.7%	4.0%	0.4%	0.3%	0.2%	3.3%	10.7%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	2,383	29	109	210	10	9	9	182	329	3,060
20-64	7,868	106	439	339	44	24	27	244	673	9,425
65+	2,706	35	142	48	5	8	4	31	106	3,037
85+	390	6	15	6	0	1	2	3	10	427
2010										
0-19	1,754	34	175	243	8	16	6	213	525	2,731
20-64	7,138	125	535	323	38	25	17	243	945	9,066
65+	2,875	32	149	43	7	0	2	34	145	3,244
85+	642	11	24	3	0	0	1	2	24	704
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	18.4%	17.1%	15.8%	35.2%	16.9%	22.0%	22.5%	39.8%	29.7%	19.7%
20-64	60.7%	62.4%	63.6%	56.8%	74.6%	58.5%	67.5%	53.4%	60.7%	60.7%
65+	20.9%	20.6%	20.6%	8.0%	8.5%	19.5%	10.0%	6.8%	9.6%	19.6%
85+	3.0%	3.5%	2.2%	1.0%	0.0%	2.4%	5.0%	0.7%	0.9%	2.8%
2010										
0-19	14.9%	17.8%	20.4%	39.9%	15.1%	39.0%	24.0%	43.5%	32.5%	18.2%
20-64	60.7%	65.4%	62.3%	53.0%	71.7%	61.0%	68.0%	49.6%	58.5%	60.3%
65+	24.4%	16.8%	17.3%	7.1%	13.2%	0.0%	8.0%	6.9%	9.0%	21.6%
85+	5.5%	5.8%	2.8%	0.5%	0.0%	0.0%	4.0%	0.4%	1.5%	4.7%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	77.9%	0.9%	3.6%	6.9%	0.3%	0.3%	0.3%	5.9%	10.8%	100.0%
20-64	83.5%	1.1%	4.7%	3.6%	0.5%	0.3%	0.3%	2.6%	7.1%	100.0%
65+	89.1%	1.2%	4.7%	1.6%	0.2%	0.3%	0.1%	1.0%	3.5%	100.0%
85+	91.3%	1.4%	3.5%	1.4%	0.0%	0.2%	0.5%	0.7%	2.3%	100.0%
2010										
0-19	64.2%	1.2%	6.4%	8.9%	0.3%	0.6%	0.2%	7.8%	19.2%	100.0%
20-64	78.7%	1.4%	5.9%	3.6%	0.4%	0.3%	0.2%	2.7%	10.4%	100.0%
65+	88.6%	1.0%	4.6%	1.3%	0.2%	0.0%	0.1%	1.0%	4.5%	100.0%
85+	91.2%	1.6%	3.4%	0.4%	0.0%	0.0%	0.1%	0.3%	3.4%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-629	5	66	33	-2	7	-3	31	196	-329
20-64	-730	19	96	-16	-6	1	-10	-1	272	-359
65+	169	-3	7	-5	2	-8	-2	3	39	207
85+	252	5	9	-3	0	-1	-1	-1	14	277
Total	-1,190	21	169	12	-6	0	-15	33	507	-481
2000-10, % Change										
0-19	-26.4%	17.2%	60.6%	15.7%	-20.0%	77.8%	-33.3%	17.0%	59.6%	-10.8%
20-64	-9.3%	17.9%	21.9%	-4.7%	-13.6%	4.2%	-37.0%	-0.4%	40.4%	-3.8%
65+	6.2%	-8.6%	4.9%	-10.4%	40.0%	-100.0%	-50.0%	9.7%	36.8%	6.8%
85+	64.6%	83.3%	60.0%	-50.0%	N/A	-100.0%	-50.0%	-33.3%	140.0%	64.9%
Total	-9.2%	12.4%	24.5%	2.0%	-10.2%	0.0%	-37.5%	7.2%	45.8%	-3.1%

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	458	9	29	77	1	2	1	73	165	738
6-10	427	7	52	70	2	4	2	62	134	690
11-13	274	6	29	41	1	5	0	35	63	413
14-18	512	9	58	48	4	5	3	36	137	764
19-32	1,642	38	107	124	10	5	2	107	345	2,256
33-45	1,634	43	187	91	7	13	8	63	311	2,266
46-64	3,945	47	248	115	21	7	7	80	315	4,670
65-84	2,233	21	125	40	7	0	1	32	121	2,540
85+	642	11	24	3	0	0	1	2	24	704
Total	11,767	191	859	609	53	41	25	490	1,615	15,041
G. Population by 5-Year Age Brackets, 2010										
0-4	382	7	25	65	1	2	1	61	135	614
5-9	407	9	37	71	2	4	2	63	140	664
10-14	476	8	55	56	2	5	0	49	126	721
15-19	489	10	58	51	3	5	3	40	124	732
20-24	547	9	29	47	4	0	2	41	104	736
25-29	656	19	41	41	4	2	0	35	130	887
30-34	582	11	56	43	6	5	2	30	134	826
35-39	589	21	60	38	3	6	1	28	115	823
40-44	676	12	84	31	0	5	5	21	127	930
45-49	752	17	82	34	2	2	2	28	99	984
50-54	1,008	13	67	32	7	2	1	22	94	1,214
55-59	1,172	14	70	37	7	2	2	26	83	1,376
60-64	1,156	9	46	20	5	1	2	12	59	1,290
65-69	757	8	31	10	3	0	0	7	48	854
70-74	517	7	34	10	1	0	1	8	26	594
75-79	481	4	29	13	3	0	0	10	25	552
80-84	478	2	31	7	0	0	0	7	22	540
85-89	382	7	20	3	0	0	1	2	15	427
90-94	196	2	4	0	0	0	0	0	9	211
95-99	58	2	0	0	0	0	0	0	0	60
100+	6	0	0	0	0	0	0	0	0	6
Total	11,767	191	859	609	53	41	25	490	1,615	15,041
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	46.1	44.8	44.3		43.0	39.3	30.0	28.1	33.2	44.7
2010	51.7	39.8	44.0		49.5	34.3	29.0	23.4	31.9	48.1

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	230	3.6%	\$73,290	\$73,500	\$61,250	\$73,700	\$73,054	121.0%	\$60,392
\$10 to <\$25	747	11.7%							
\$25 to <\$50	1,282	20.0%							
\$50 to <\$75	1,105	17.3%							
\$75 to <\$100	902	14.1%							
\$100 to <\$150	1,301	20.3%							
\$150+	831	13.0%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			7,271	100.0%	7,020	100.0%			
Family Households			3,988	54.8%	3,820	54.4%			
Husband-wife w/children			1,140	15.7%	963	13.7%			
Female head, no husband, w/children			341	4.7%	342	4.9%			
Male head, no wife, w/children			129	1.8%	121	1.7%			
Without children			2,378	32.7%	2,394	34.1%			
Nonfamily households			3,283	45.2%	3,200	45.6%			
Living alone			2,662	36.6%	2,609	37.2%			
Other nonfamily			621	8.5%	591	8.4%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			5,871	88	341	532	7,020		
Husband-wife family			41.4%	33.0%	45.2%	46.4%	41.8%		
Family with male head, no wife			3.1%	3.4%	3.2%	5.1%	3.3%		
Family with female head, no husband			8.4%	15.9%	11.4%	14.5%	9.3%		
Living alone			38.7%	40.9%	32.8%	23.9%	37.2%	Source: US	
Other nonfamily			8.4%	6.8%	7.3%	10.2%	8.4%	Census 2010	
M. Poverty, 2005-09							California		
<i>Percentage of families and people whose income in the past 12 months is below the poverty level</i>									
All families							3.0%	9.8%	
Families w/ related children under 18 years							5.7%	14.5%	
Families w/ female householder, no husband present							11.7%	24.2%	
Families w/ female householder, no husband present w/ related children under 18 years							15.0%	32.2%	
All people							6.6%	13.2%	
Under 18 years							5.1%	18.3%	
18 to 64 years							8.3%	11.9%	
65 years and over							1.9%	8.4%	
N. Educational Attainment, 2005-09			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			9,006	122	551	748	10,669		
Less than high school			3.2%	27.0%	2.0%	15.0%	4.2%		
High school graduate (includes equivalency)			14.6%	48.4%	11.4%	21.7%	15.6%		
Some college or associate's degree			31.8%	19.7%	30.9%	27.5%	31.7%		
Bachelor's degree or higher			50.4%	4.9%	55.7%	35.8%	48.5%		
O. Employment Status, 2010-11			2010	June 2011					
In civilian labor force			10,500	10,700					
Employed			10,000	10,300					
Unemployed, % of labor force			4.9%	4.1%	Source: CA Employment Development Department				
P. Occupation, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			7,302		100.0%				
Management, professional, and related occupations			3,318		45.4%				
Service occupations			1,434		19.6%				
Sales and office occupations			1,703		23.3%				
Farming, fishing, and forestry occupations			0		0.0%				
Construction, extraction, maintenance, and repair occupations			486		6.7%				
Production, transportation, and material moving occupations			361		4.9%				
Q. Class of Worker, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			7,302		100.0%				
Private, for profit, wage and salary employee			3,701		50.7%				
Private, not for profit, wage and salary employee			860		11.8%				
Private, for profit, wage and salary self-employed in own business			322		4.4%				
Government workers			1,274		17.4%				
Self-employed in own not incorporated business			1,135		15.5%				
Unpaid family workers in family business			10		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.