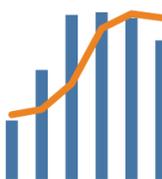
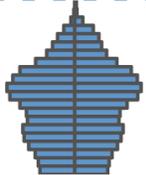
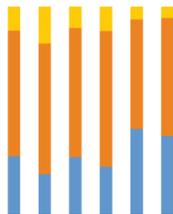
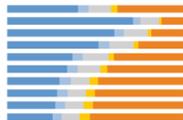


Highlights



**Population Growth:** The total population in St. Helena declined by 2% over the past decade to 6,000, while the population statewide increased by 10%. The sharpest decline occurred among young people (-14%).

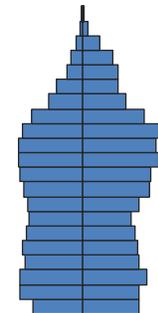
**Diversity:** St. Helena is majority white, non-Hispanic, though this share of the population declined over the past decade from 69% to 63%, while the Hispanic share increased from 28% to 33% of total.

**Age Structure:** The age structure shifted upward during the last ten years as the number of young people declined and the number of older people increased. People age 65+ make up 19% of the jurisdiction’s population, which is up from 17% in 2000 and higher than the 11% statewide share. The median age increased from 40 to 43, compared with 35 statewide.

**Households:** People are more likely to be living alone in this area than in the state in general—34% of all households are single person compared with 23% in California overall.

**Education:** Educational attainment is higher in this area than in the state overall. Just 10% of adults have not completed high school, compared with 20% of adults statewide, and 47% have attained a Bachelor’s degree or higher, compared with 30% in California overall.

**Income:** Median household income is \$71,000, which is 17% higher than the California median. For Hispanic households, the median is \$44,000, and for white, non-Hispanic households, median income is \$82,000. In this area, 24% of households have an annual income of \$150,000 or more, compared with 12% statewide.



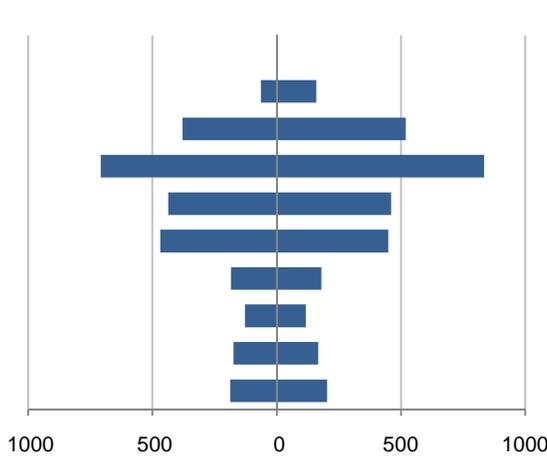
Population by Age

*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	5,950	5,814
	10-year growth	19.2%	-2.3%
<b>Diversity</b>			
	% Hispanic	28.4%	32.9%
	% Asian, non-Hispanic	0.7%	1.7%
	% White, non-Hispanic	69.1%	63.4%
	% Black, non-Hispanic	0.4%	0.2%
<b>Aging</b>			
	% 65+	17.3%	19.3%
	Median age	39.9	42.9
<b>Households</b>			
	% Married couple with children	22.5%	19.2%
	% Living alone	31.7%	33.5%

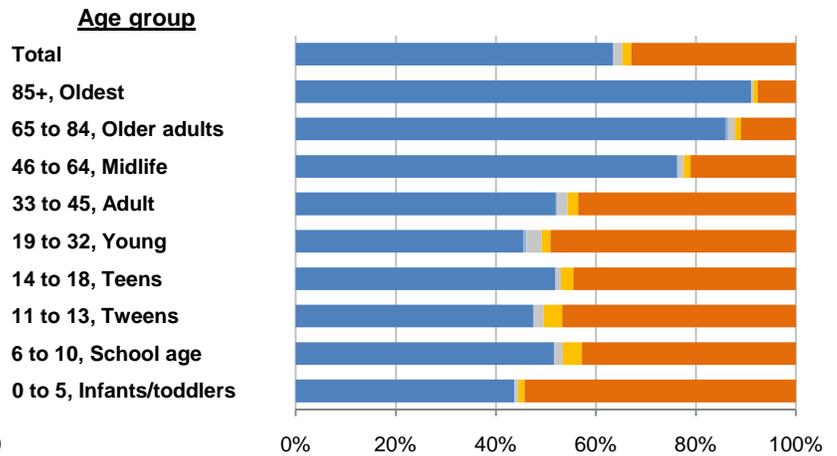
1. Population by Library-Defined Age Group, 2010

Males on left, females on right



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

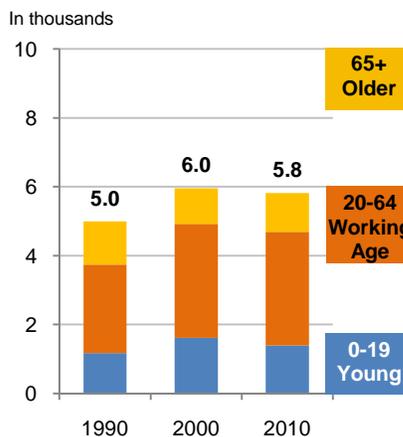
White, NH Black, NH Asian, NH Other, NH Hispanic



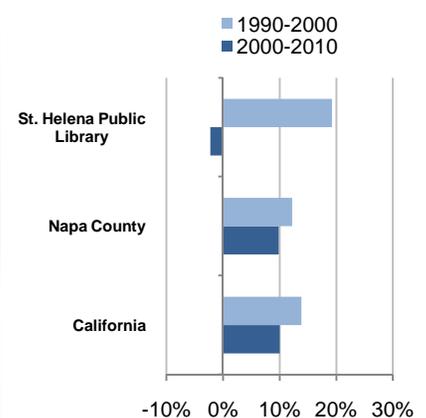
3. Population Growth by Library-Defined Age Group, 2000-10

Age Group	2010	Change	% Change
Total	5,814	-136	-2.3%
85+	223	2	0.9%
65 to 84	898	91	11.3%
46 to 64	1,542	158	11.4%
33 to 45	896	-239	-21.1%
19 to 32	917	79	9.4%
14 to 18	364	-47	-11.4%
11 to 13	244	-32	-11.6%
6 to 10	341	-107	-23.9%
0 to 5	389	-41	-9.5%

4. Population Total, 1990-2010



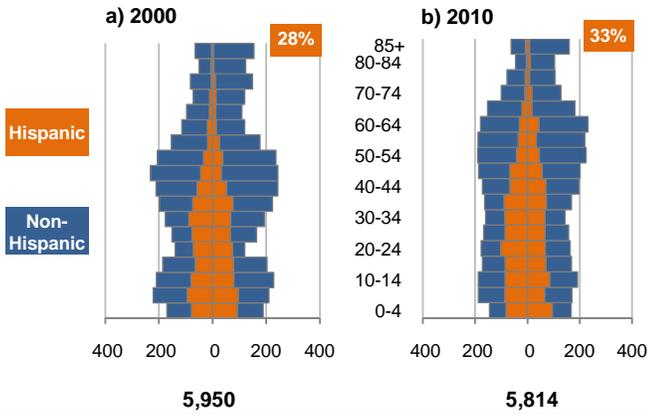
5. 10-Year Population Change



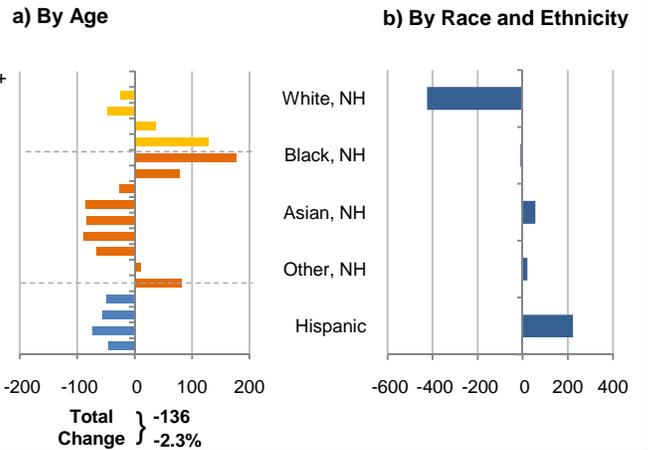
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

Males on left, females on right

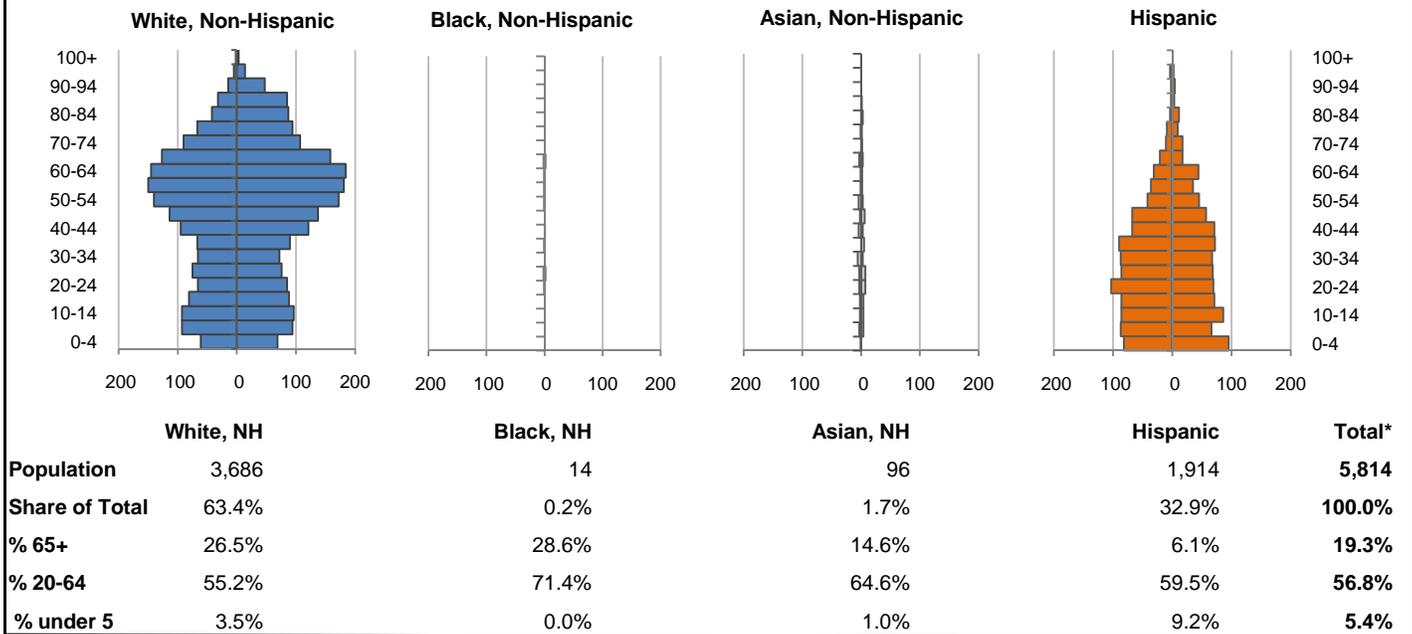


7. 10-Year Change in Population, 2000-10

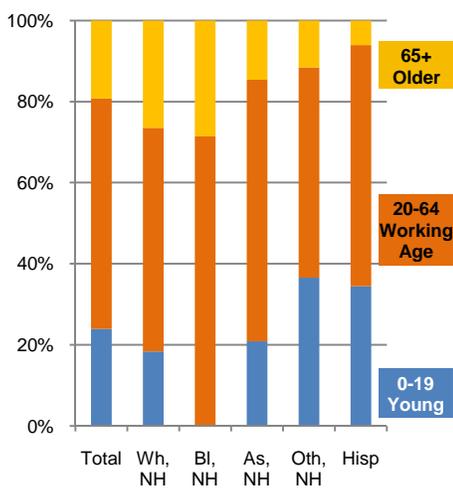


8. Population by Age, Race, and Ethnicity, 2010

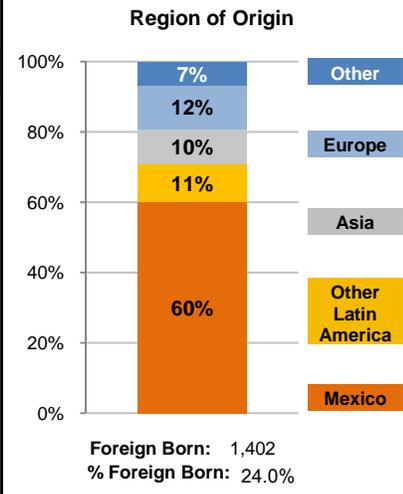
Males on left, females on right



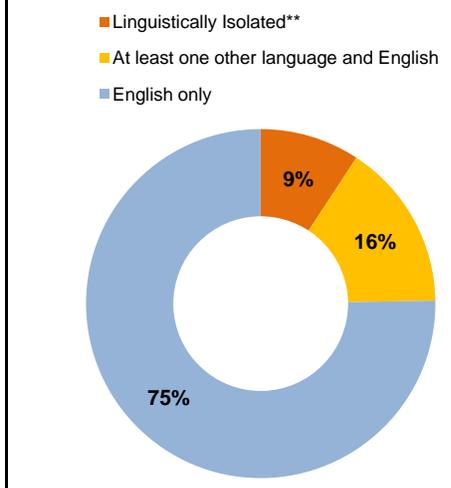
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09



Wh=White; BI=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09

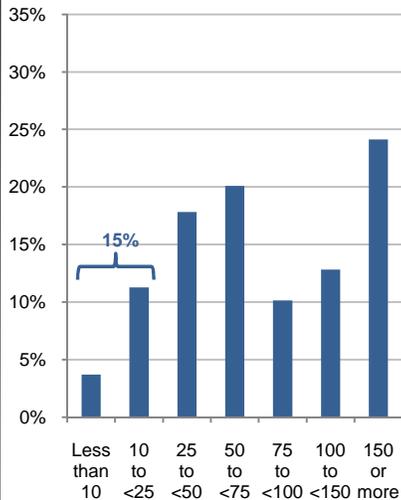
\*See pages 5-6 for detail on Other, Non-Hispanic

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

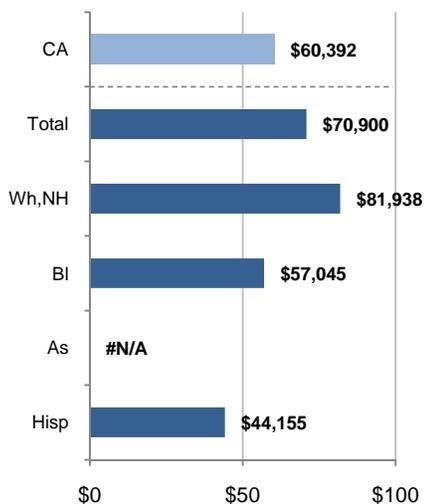
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



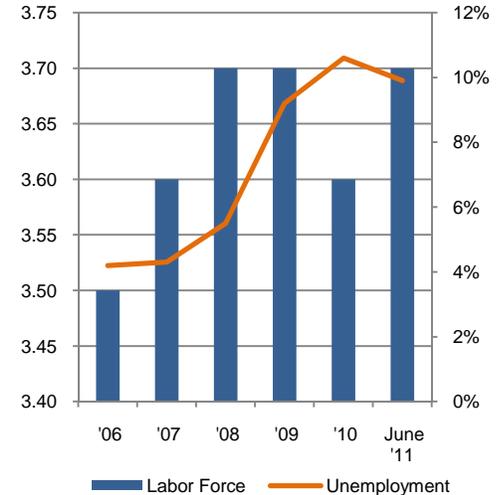
b) Median Household Income by Race and Ethnicity\*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

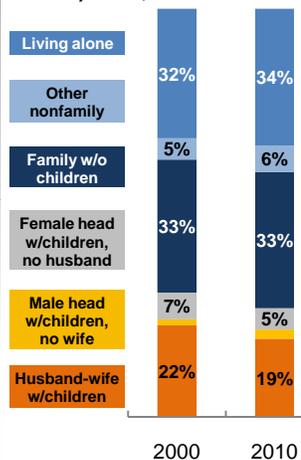


Source: CA Employment Development Department

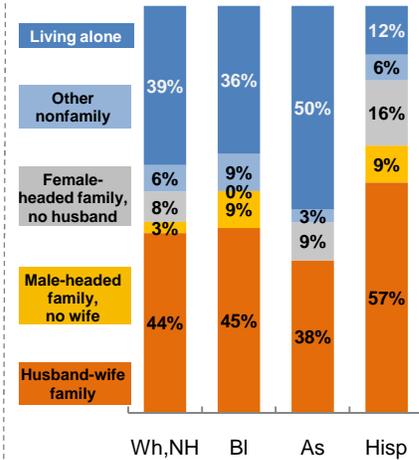
14. Household Type, 2010

% of all households

a) Total, 2000-10

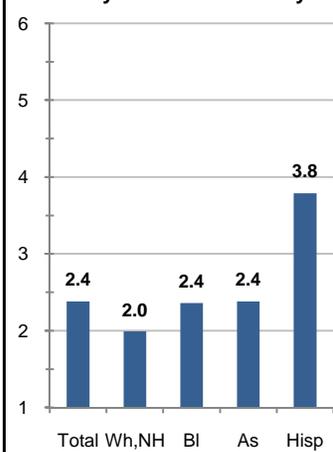


b) By Race and Ethnicity,\* 2010

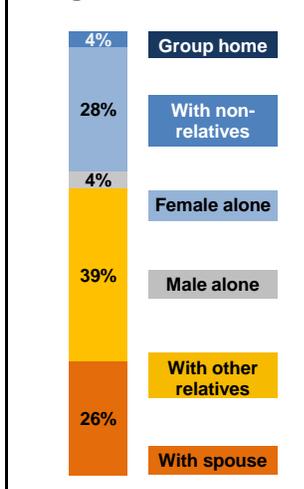


15. Average Household Size, 2010

By Race and Ethnicity\*



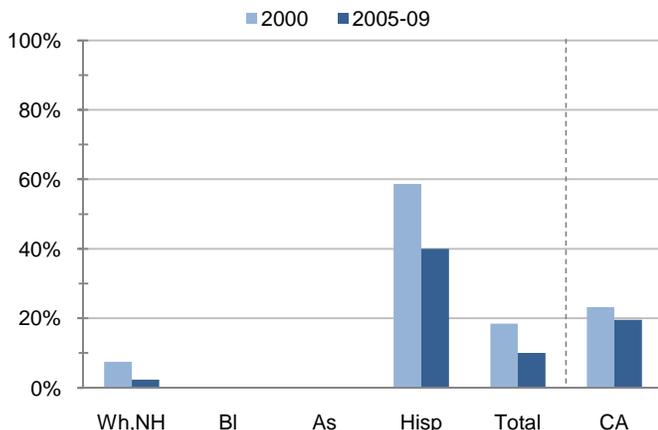
16. Living Arrangements Age 65+, 2005-09



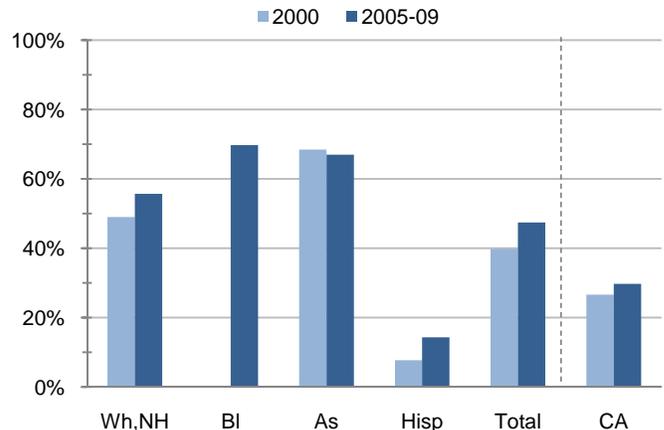
Source: ACS 2005-09

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>	4,110	25	40	84	13	7	13	51	1,691	5,950
<b>2000 % of Total</b>	69.1%	0.4%	0.7%	1.4%	0.2%	0.1%	0.2%	0.9%	28.4%	100.0%
<b>2010 Total</b>	3,686	14	96	104	13	8	13	70	1,914	5,814
<b>2010 % of Total</b>	63.4%	0.2%	1.7%	1.8%	0.2%	0.1%	0.2%	1.2%	32.9%	100.0%
<b>B. Population in Major Age Groups by Race and Ethnicity</b>										
<b>2000</b>										
0-19	915	8	5	23	0	1	7	15	667	1,618
20-64	2,273	15	27	49	7	6	5	31	940	3,304
65+	922	2	8	12	6	0	1	5	84	1,028
85+	207	1	2	3	1	0	0	2	8	221
<b>2010</b>										
0-19	675	0	20	38	5	1	5	27	659	1,392
20-64	2,036	10	62	54	6	6	8	34	1,139	3,301
65+	975	4	14	12	2	1	0	9	116	1,121
85+	203	0	1	2	0	0	0	2	17	223
<b>C. Age Mix for Each Racial and Ethnic Group</b>										
<b>2000</b>										
0-19	22.3%	32.0%	12.5%	27.4%	0.0%	14.3%	53.8%	29.4%	39.4%	27.2%
20-64	55.3%	60.0%	67.5%	58.3%	53.8%	85.7%	38.5%	60.8%	55.6%	55.5%
65+	22.4%	8.0%	20.0%	14.3%	46.2%	0.0%	7.7%	9.8%	5.0%	17.3%
85+	5.0%	4.0%	5.0%	3.6%	7.7%	0.0%	0.0%	3.9%	0.5%	3.7%
<b>2010</b>										
0-19	18.3%	0.0%	20.8%	36.5%	38.5%	12.5%	38.5%	38.6%	34.4%	23.9%
20-64	55.2%	71.4%	64.6%	51.9%	46.2%	75.0%	61.5%	48.6%	59.5%	56.8%
65+	26.5%	28.6%	14.6%	11.5%	15.4%	12.5%	0.0%	12.9%	6.1%	19.3%
85+	5.5%	0.0%	1.0%	1.9%	0.0%	0.0%	0.0%	2.9%	0.9%	3.8%
<b>D. Racial and Ethnic Mix for Each Age Group</b>										
<b>2000</b>										
0-19	56.6%	0.5%	0.3%	1.4%	0.0%	0.1%	0.4%	0.9%	41.2%	100.0%
20-64	68.8%	0.5%	0.8%	1.5%	0.2%	0.2%	0.2%	0.9%	28.5%	100.0%
65+	89.7%	0.2%	0.8%	1.2%	0.6%	0.0%	0.1%	0.5%	8.2%	100.0%
85+	93.7%	0.5%	0.9%	1.4%	0.5%	0.0%	0.0%	0.9%	3.6%	100.0%
<b>2010</b>										
0-19	48.5%	0.0%	1.4%	2.7%	0.4%	0.1%	0.4%	1.9%	47.3%	100.0%
20-64	61.7%	0.3%	1.9%	1.6%	0.2%	0.2%	0.2%	1.0%	34.5%	100.0%
65+	87.0%	0.4%	1.2%	1.1%	0.2%	0.1%	0.0%	0.8%	10.3%	100.0%
85+	91.0%	0.0%	0.4%	0.9%	0.0%	0.0%	0.0%	0.9%	7.6%	100.0%
<b>E. Population Growth</b>										
<b>2000-10, Change</b>										
0-19	-240	-8	15	15	5	0	-2	12	-8	-226
20-64	-237	-5	35	5	-1	0	3	3	199	-3
65+	53	2	6	0	-4	1	-1	4	32	93
85+	-4	-1	-1	-1	-1	0	0	0	9	2
<b>Total</b>	<b>-424</b>	<b>-11</b>	<b>56</b>	<b>20</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>19</b>	<b>223</b>	<b>-136</b>
<b>2000-10, % Change</b>										
0-19	-26.2%	-100.0%	300.0%	65.2%	N/A	0.0%	-28.6%	80.0%	-1.2%	-14.0%
20-64	-10.4%	-33.3%	129.6%	10.2%	-14.3%	0.0%	60.0%	9.7%	21.2%	-0.1%
65+	5.7%	100.0%	75.0%	0.0%	-66.7%	N/A	-100.0%	80.0%	38.1%	9.0%
85+	-1.9%	-100.0%	-50.0%	-33.3%	-100.0%	N/A	N/A	0.0%	112.5%	0.9%
<b>Total</b>	<b>-10.3%</b>	<b>-44.0%</b>	<b>140.0%</b>	<b>23.8%</b>	<b>0.0%</b>	<b>14.3%</b>	<b>0.0%</b>	<b>37.3%</b>	<b>13.2%</b>	<b>-2.3%</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	170	0	3	5	0	0	1	4	211	389
6-10	176	0	6	13	3	0	1	9	146	341
11-13	116	0	5	9	0	1	2	6	114	244
14-18	189	0	4	9	1	0	1	7	162	364
19-32	418	5	28	16	1	2	3	10	450	917
33-45	466	2	19	19	2	2	2	13	390	896
46-64	1,176	3	17	21	4	2	3	12	325	1,542
65-84	772	4	13	10	2	1	0	7	99	898
85+	203	0	1	2	0	0	0	2	17	223
Total	3,686	14	96	104	13	8	13	70	1,914	5,814
<b>G. Population by 5-Year Age Brackets, 2010</b>										
0-4	130	0	1	5	0	0	1	4	177	313
5-9	187	0	7	11	3	0	1	7	153	358
10-14	189	0	6	13	0	1	2	10	172	380
15-19	169	0	6	9	2	0	1	6	157	341
20-24	151	1	10	7	0	2	1	4	172	341
25-29	151	4	10	6	0	0	1	5	154	325
30-34	138	0	9	3	1	0	1	1	154	304
35-39	157	1	5	8	0	1	2	5	162	333
40-44	216	1	7	8	1	1	0	6	139	371
45-49	251	0	8	5	2	0	0	3	125	389
50-54	312	1	7	9	0	1	3	5	87	416
55-59	331	1	3	4	2	0	0	2	71	410
60-64	329	1	3	4	0	1	0	3	75	412
65-69	285	4	6	2	0	1	0	1	38	335
70-74	197	0	2	2	0	0	0	2	28	229
75-79	161	0	2	3	1	0	0	2	18	184
80-84	129	0	3	3	1	0	0	2	15	150
85-89	117	0	1	2	0	0	0	2	5	125
90-94	62	0	0	0	0	0	0	0	6	68
95-99	19	0	0	0	0	0	0	0	6	25
100+	5	0	0	0	0	0	0	0	0	5
Total	3,686	14	96	104	13	8	13	70	1,914	5,814
<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
2000	46.1	34.0	40.5		39.5	31.0	25.1	28.9	26.3	39.9
2010	51.9	38.5	34.5		42.5	42.5	27.5	26.5	29.0	42.9

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	90	3.7%	\$81,938	\$57,045	#N/A	\$44,155	\$70,900	117.4%	\$60,392
\$10 to <\$25	274	11.3%							
\$25 to <\$50	433	17.8%							
\$50 to <\$75	488	20.1%							
\$75 to <\$100	246	10.1%							
\$100 to <\$150	311	12.8%							
\$150+	586	24.1%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
<b>Total households</b>			2,378	100.0%	2,401	100.0%			
Family Households			1,499	63.0%	1,440	60.0%			
Husband-wife w/children			534	22.5%	460	19.2%			
Female head, no husband, w/children			157	6.6%	126	5.2%			
Male head, no wife, w/children			34	1.4%	54	2.2%			
Without children			774	32.5%	800	33.3%			
Nonfamily households			879	37.0%	961	40.0%			
Living alone			755	31.7%	805	33.5%			
Other nonfamily			124	5.2%	156	6.5%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
<b>Total households</b>			1,836	11	32	493	2,401		
Husband-wife family			44.2%	45.5%	37.5%	56.6%	46.6%		
Family with male head, no wife			2.7%	9.1%	0.0%	9.1%	4.1%		
Family with female head, no husband			7.5%	0.0%	9.4%	16.0%	9.3%		
Living alone			39.1%	36.4%	50.0%	12.0%	33.5%	Source: US	
Other nonfamily			6.5%	9.1%	3.1%	6.3%	6.5%	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							0.9%	9.8%	
Families w/ related children under 18 years							1.9%	14.5%	
Families w/ female householder, no husband present							6.1%	24.2%	
Families w/ female householder, no husband present w/ related children under 18 years							11.8%	32.2%	
All people							5.3%	13.2%	
Under 18 years							1.3%	18.3%	
18 to 64 years							7.1%	11.9%	
65 years and over							5.3%	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>			3,076	43	109	845	4,094		
Less than high school			2.3%	0.0%	0.0%	40.0%	10.0%		
High school graduate (includes equivalency)			11.6%	30.2%	0.0%	20.1%	13.2%		
Some college or associate's degree			30.3%	0.0%	33.0%	25.6%	29.4%		
Bachelor's degree or higher			55.8%	69.8%	67.0%	14.3%	47.4%		
O. Employment Status, 2010-11			2010	June 2011					
In civilian labor force			3,600	3,700					
Employed			3,300	3,300					
Unemployed, % of labor force			10.6%	9.9%	Source: CA Employment Development Department				
P. Occupation, 2005-09			Estimate		Percent				
<b>Civilian employed population, 16 yrs &amp; over</b>			2,588		100.0%				
Management, professional, and related occupations			1,044		40.3%				
Service occupations			399		15.4%				
Sales and office occupations			681		26.3%				
Farming, fishing, and forestry occupations			44		1.7%				
Construction, extraction, maintenance, and repair occupations			191		7.4%				
Production, transportation, and material moving occupations			229		8.8%				
Q. Class of Worker, 2005-09			Estimate		Percent				
<b>Civilian employed population, 16 yrs &amp; over</b>			2,588		100.0%				
Private, for profit, wage and salary employee			1,570		60.7%				
Private, not for profit, wage and salary employee			228		8.8%				
Private, for profit, wage and salary self-employed in own business			132		5.1%				
Government workers			102		3.9%				
Self-employed in own not incorporated business			556		21.5%				
Unpaid family workers in family business			0		0.0%				

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.