

Highlights



Population Growth: Population in Willows declined by 1% over the past decade to 6,000, while California grew by 10% overall.

Diversity: The white, non-Hispanic share of the population declined over the past decade from 61% to 58%, while the Hispanic share increased from 23% to 33% of total.

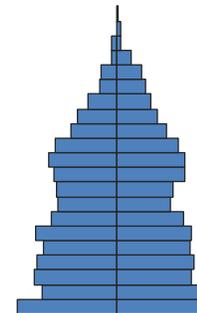
Age Structure: The age structure shifted upward slightly, with the median age increasing from 31 to 33, compared with the statewide median age of 35. The share of population made up by working-age adults increased from 52% to 56% of total.

Households: A larger share of adults age 65+ live alone in Willows than in California as a whole. Over 40% of older adults live alone, the vast majority of them female, compared with 25% of older adults statewide.

Education: Educational attainment is lower in Willows than in California as a whole. Just 14% of adults have earned a Bachelor’s degree or higher, compared with 30% of adults statewide, and 27% have not completed high school, compared with 20% statewide. In California, 44% of Hispanic adults have not completed high school, but in Willows this portion increases to 66%.

Income: Incomes are relatively low in Willows. Median household income is \$42,000, just 69% of the California median income of \$60,000.

Note: Glenn County is served by the Orland and Willows municipal libraries. This profile covers only the population within the Willows city limits. See separate profile for Orland and Glenn County Balance.



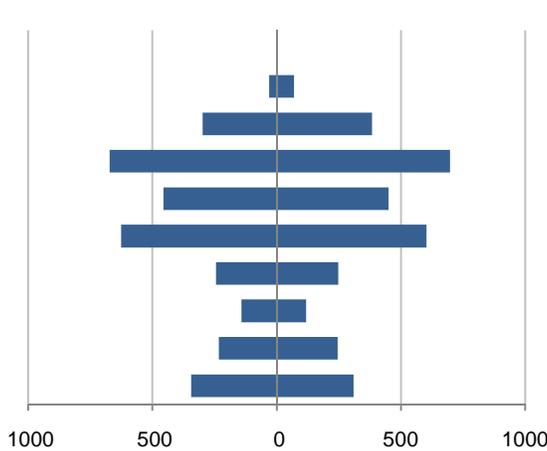
Population by Age

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	6,220	6,166
	10-year growth	3.9%	-0.9%
Diversity			
	% Hispanic	23.2%	32.8%
	% Asian, non-Hispanic	10.0%	4.7%
	% White, non-Hispanic	61.0%	57.7%
	% Black, non-Hispanic	0.8%	1.1%
Aging			
	% 65+	12.4%	12.7%
	Median age	31.0	32.6
Households			
	% Married couple with children	27.2%	21.5%
	% Living alone	26.7%	24.8%

1. Population by Library-Defined Age Group, 2010

Males on left, females on right

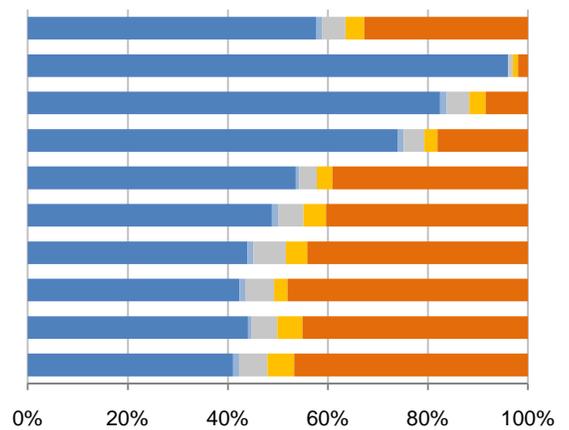


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

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

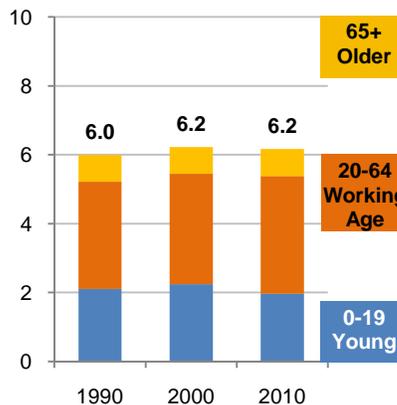


3. Population Growth by Library-Defined Age Group, 2000-10

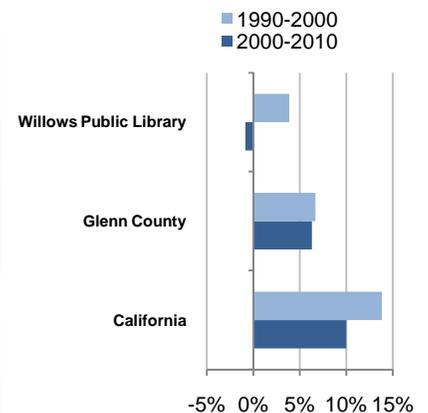
	2010	Change	% Change
Total	6,166	-54	-0.9%
85+	100	-25	-20.0%
65 to 84	682	37	5.7%
46 to 64	1,369	274	25.0%
33 to 45	905	-195	-17.7%
19 to 32	1,228	115	10.3%
14 to 18	492	-107	-17.9%
11 to 13	260	-127	-32.8%
6 to 10	477	-103	-17.8%
0 to 5	653	77	13.4%

4. Population Total, 1990-2010

In thousands



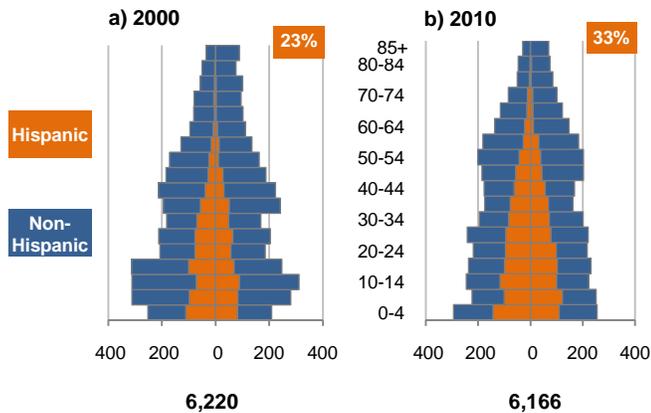
5. 10-Year Population Change



Source: US Census 2010, 2000, or 1990

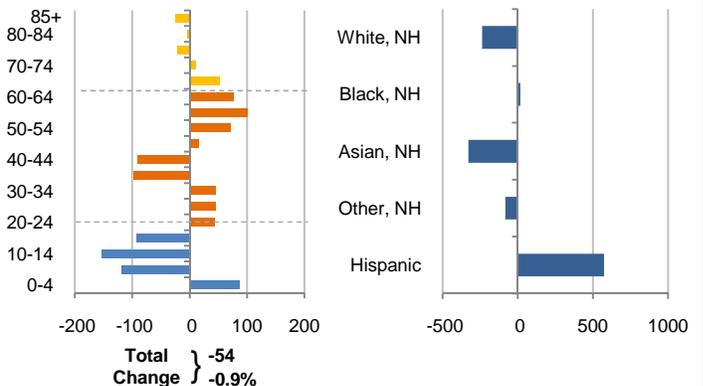
6. Population by 5-Year Age Brackets

Males on left, females on right



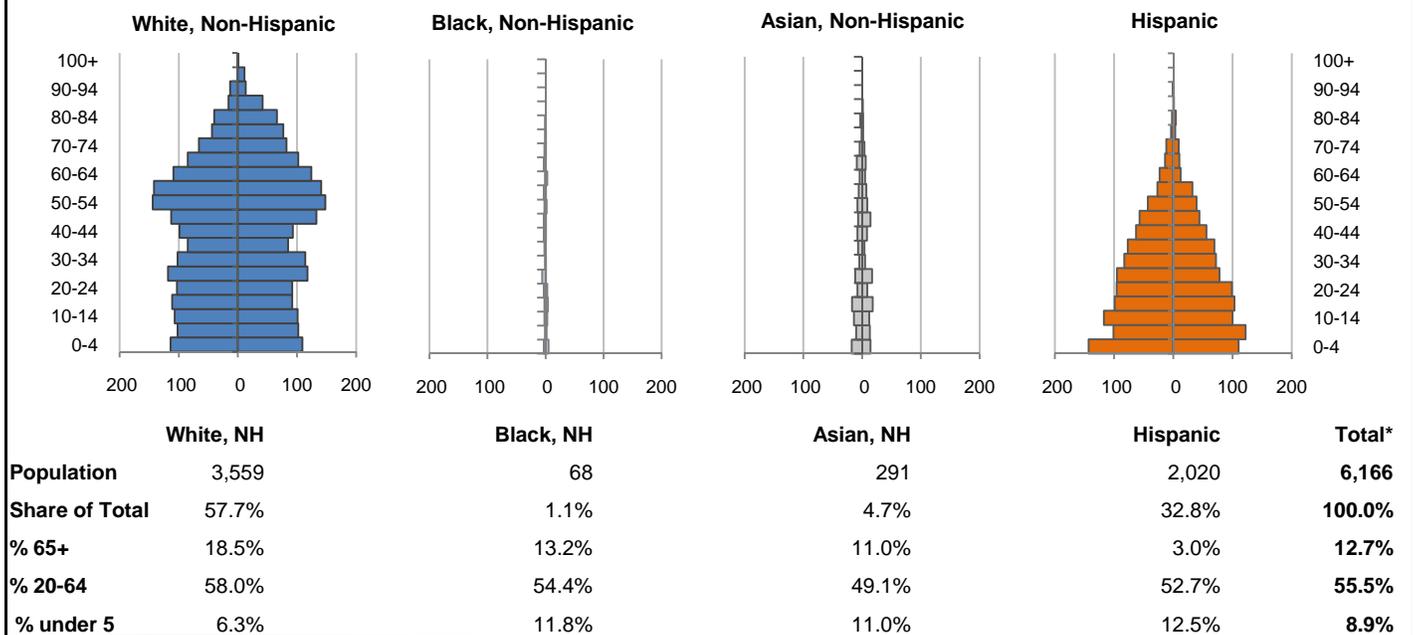
7. 10-Year Change in Population, 2000-10

a) By Age b) By Race and Ethnicity

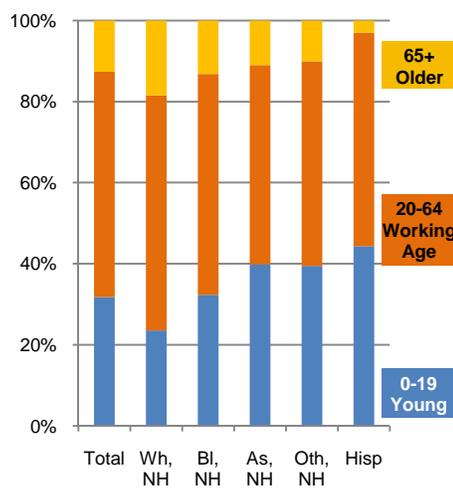


8. Population by Age, Race, and Ethnicity, 2010

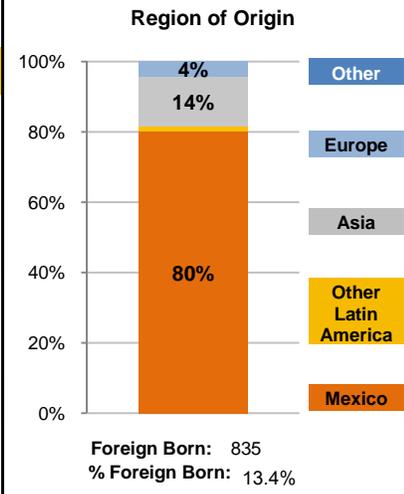
Males on left, females on right



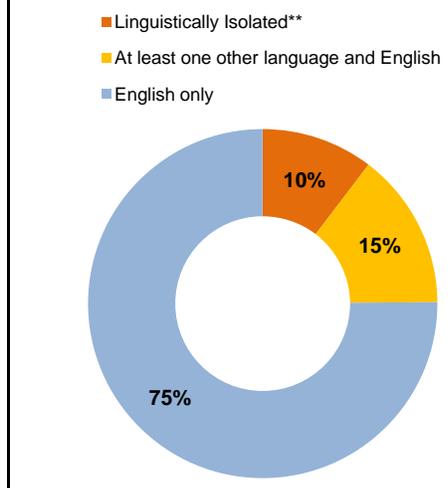
9. Age Mix by Race and Ethnicity, 2010



10. Foreign Born, 2005-09



11. Household Language, 2005-09

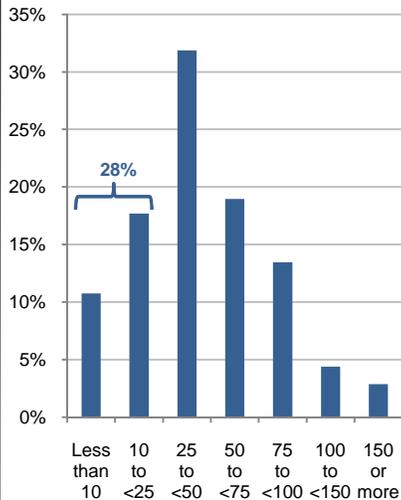


Wh=White; Bl=Black; As=Asian; Oth=Other Race or Two or More Races; Hisp=Hispanic; NH=Non-Hispanic; ACS=American Community Survey 2005-09
 *See pages 5-6 for detail on Other, Non-Hispanic
 **Linguistically Isolated = No one in the household age 14 and over speaks English at least "very well"

12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



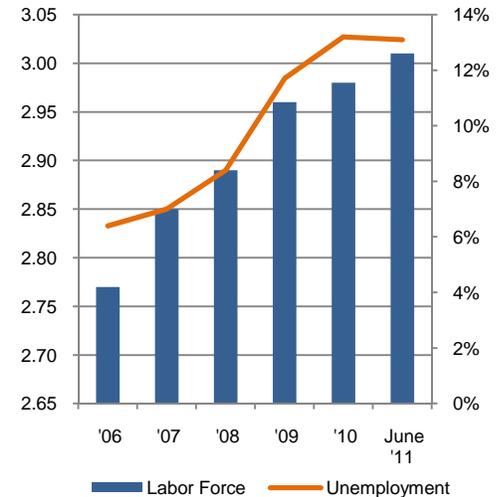
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force
In thousands

Unemployment Rate

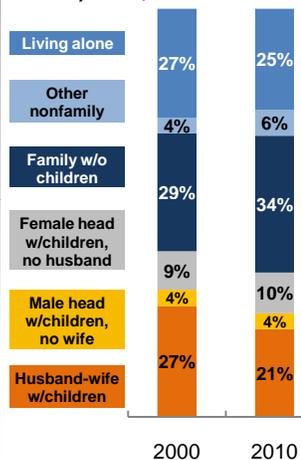


Source: CA Employment Development Department

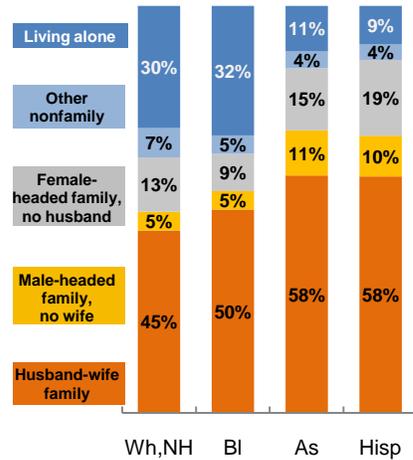
14. Household Type, 2010

% of all households

a) Total, 2000-10

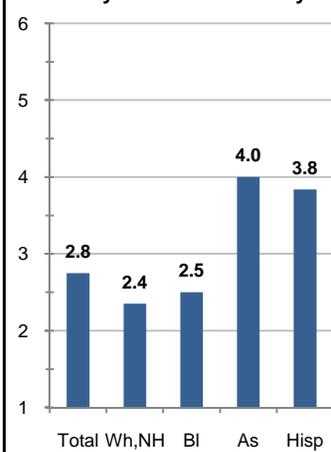


b) By Race and Ethnicity,* 2010

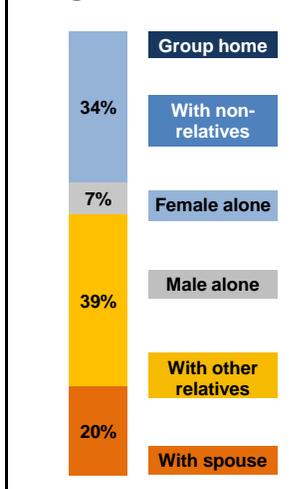


15. Average Household Size, 2010

By Race and Ethnicity*



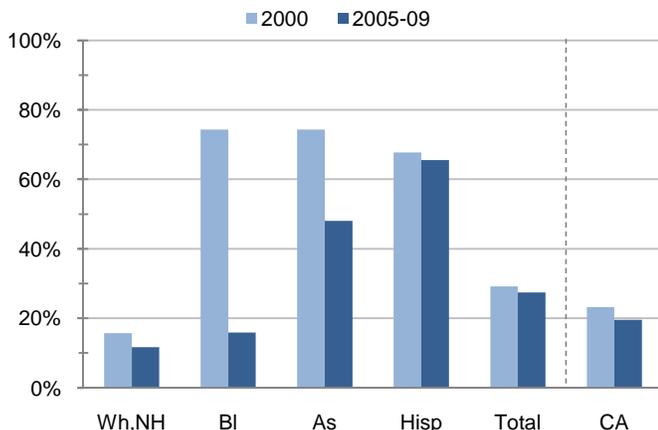
16. Living Arrangements Age 65+, 2005-09



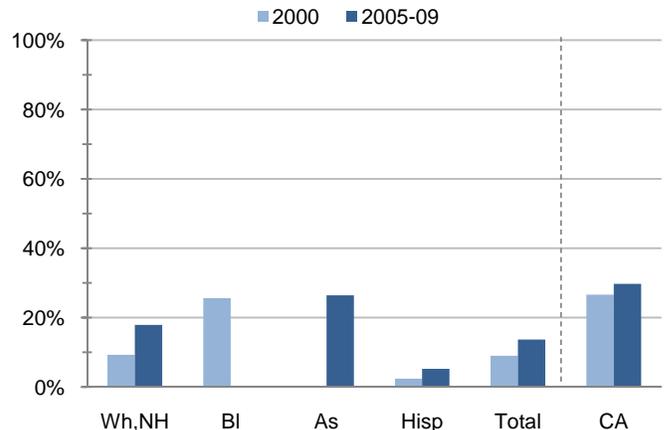
Source: ACS 2005-09

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	3,795	50	619	310	104	10	10	186	1,446	6,220
2000 % of Total	61.0%	0.8%	10.0%	5.0%	1.7%	0.2%	0.2%	3.0%	23.2%	100.0%
2010 Total	3,559	68	291	228	105	10	8	105	2,020	6,166
2010 % of Total	57.7%	1.1%	4.7%	3.7%	1.7%	0.2%	0.1%	1.7%	32.8%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	995	22	367	146	44	6	1	95	707	2,237
20-64	2,099	26	237	139	52	4	9	74	712	3,213
65+	701	2	15	25	8	0	0	17	27	770
85+	119	0	2	4	0	0	0	4	0	125
2010										
0-19	838	22	116	90	28	4	3	55	895	1,961
20-64	2,063	37	143	115	65	5	5	40	1,065	3,423
65+	658	9	32	23	12	1	0	10	60	782
85+	96	0	1	1	0	0	0	1	2	100
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	26.2%	44.0%	59.3%	47.1%	42.3%	60.0%	10.0%	51.1%	48.9%	36.0%
20-64	55.3%	52.0%	38.3%	44.8%	50.0%	40.0%	90.0%	39.8%	49.2%	51.7%
65+	18.5%	4.0%	2.4%	8.1%	7.7%	0.0%	0.0%	9.1%	1.9%	12.4%
85+	3.1%	0.0%	0.3%	1.3%	0.0%	0.0%	0.0%	2.2%	0.0%	2.0%
2010										
0-19	23.5%	32.4%	39.9%	39.5%	26.7%	40.0%	37.5%	52.4%	44.3%	31.8%
20-64	58.0%	54.4%	49.1%	50.4%	61.9%	50.0%	62.5%	38.1%	52.7%	55.5%
65+	18.5%	13.2%	11.0%	10.1%	11.4%	10.0%	0.0%	9.5%	3.0%	12.7%
85+	2.7%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	1.0%	0.1%	1.6%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	44.5%	1.0%	16.4%	6.5%	2.0%	0.3%	0.0%	4.2%	31.6%	100.0%
20-64	65.3%	0.8%	7.4%	4.3%	1.6%	0.1%	0.3%	2.3%	22.2%	100.0%
65+	91.0%	0.3%	1.9%	3.2%	1.0%	0.0%	0.0%	2.2%	3.5%	100.0%
85+	95.2%	0.0%	1.6%	3.2%	0.0%	0.0%	0.0%	3.2%	0.0%	100.0%
2010										
0-19	42.7%	1.1%	5.9%	4.6%	1.4%	0.2%	0.2%	2.8%	45.6%	100.0%
20-64	60.3%	1.1%	4.2%	3.4%	1.9%	0.1%	0.1%	1.2%	31.1%	100.0%
65+	84.1%	1.2%	4.1%	2.9%	1.5%	0.1%	0.0%	1.3%	7.7%	100.0%
85+	96.0%	0.0%	1.0%	1.0%	0.0%	0.0%	0.0%	1.0%	2.0%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-157	0	-251	-56	-16	-2	2	-40	188	-276
20-64	-36	11	-94	-24	13	1	-4	-34	353	210
65+	-43	7	17	-2	4	1	0	-7	33	12
85+	-23	0	-1	-3	0	0	0	-3	2	-25
Total	-236	18	-328	-82	1	0	-2	-81	574	-54
2000-10, % Change										
0-19	-15.8%	0.0%	-68.4%	-38.4%	-36.4%	-33.3%	200.0%	-42.1%	26.6%	-12.3%
20-64	-1.7%	42.3%	-39.7%	-17.3%	25.0%	25.0%	-44.4%	-45.9%	49.6%	6.5%
65+	-6.1%	350.0%	113.3%	-8.0%	50.0%	N/A	N/A	-41.2%	122.2%	1.6%
85+	-19.3%	N/A	-50.0%	-75.0%	N/A	N/A	N/A	-75.0%	N/A	-20.0%
Total	-6.2%	36.0%	-53.0%	-26.5%	1.0%	0.0%	-20.0%	-43.5%	39.7%	-0.9%

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	268	8	37	35	12	2	0	21	305	653
6-10	210	3	25	24	6	0	0	18	215	477
11-13	110	3	15	7	0	0	1	6	125	260
14-18	216	6	32	21	8	2	1	10	217	492
19-32	599	17	61	55	28	3	4	20	496	1,228
33-45	485	6	32	28	16	0	1	11	354	905
46-64	1,013	16	57	35	23	2	1	9	248	1,369
65-84	562	9	31	22	12	1	0	9	58	682
85+	96	0	1	1	0	0	0	1	2	100
Total	3,559	68	291	228	105	10	8	105	2,020	6,166
G. Population by 5-Year Age Brackets, 2010										
0-4	223	8	32	33	11	2	0	20	253	549
5-9	204	3	23	21	6	0	0	15	223	474
10-14	208	5	26	13	1	0	1	11	217	469
15-19	203	6	35	23	10	2	2	9	202	469
20-24	195	6	17	23	13	1	2	7	195	436
25-29	236	7	29	18	6	2	1	9	173	463
30-34	216	2	10	13	8	0	0	5	155	396
35-39	170	2	11	8	5	0	0	3	146	337
40-44	192	4	16	15	9	0	1	5	119	346
45-49	246	4	21	17	9	1	0	7	101	389
50-54	292	4	17	10	5	1	1	3	82	405
55-59	283	4	13	7	7	0	0	0	59	366
60-64	233	4	9	4	3	0	0	1	35	285
65-69	187	3	15	8	5	0	0	3	24	237
70-74	148	3	8	6	3	0	0	3	21	186
75-79	121	2	3	4	1	0	0	3	7	137
80-84	106	1	5	4	3	1	0	0	6	122
85-89	58	0	1	1	0	0	0	1	1	61
90-94	26	0	0	0	0	0	0	0	1	27
95-99	11	0	0	0	0	0	0	0	0	11
100+	1	0	0	0	0	0	0	0	0	1
Total	3,559	68	291	228	105	10	8	105	2,020	6,166
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	40.3	22.8	16.8		22.5	19.5	19.7	19.9	20.5	31.0
2010	43.4	27.5	26.4		30.0	27.5	23.1	15.1	22.7	32.6

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	254	10.7%	\$44,803	\$13,142	\$26,202	\$40,469	\$41,555	68.8%	\$60,392
\$10 to <\$25	418	17.7%							
\$25 to <\$50	753	31.9%							
\$50 to <\$75	448	19.0%							
\$75 to <\$100	318	13.5%							
\$100 to <\$150	104	4.4%							
\$150+	68	2.9%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			2,145	100.0%	2,173	100.0%			
Family Households			1,490	69.5%	1,497	68.9%			
Husband-wife w/children			583	27.2%	467	21.5%			
Female head, no husband, w/children			202	9.4%	218	10.0%			
Male head, no wife, w/children			85	4.0%	84	3.9%			
Without children			620	28.9%	728	33.5%			
Nonfamily households			655	30.5%	676	31.1%			
Living alone			572	26.7%	538	24.8%			
Other nonfamily			83	3.9%	138	6.4%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			1,510	22	72	499	2,173		
Husband-wife family			44.8%	50.0%	58.3%	58.1%	47.7%		
Family with male head, no wife			4.6%	4.5%	11.1%	10.0%	6.1%		
Family with female head, no husband			13.3%	9.1%	15.3%	18.6%	15.0%		
Living alone			30.0%	31.8%	11.1%	9.4%	24.8%	Source: US	
Other nonfamily			7.2%	4.5%	4.2%	3.8%	6.4%	Census 2010	
M. Poverty, 2005-09							California		
Percentage of families and people whose income in the past 12 months is below the poverty level									
All families							18.0%	9.8%	
Families w/ related children under 18 years							24.9%	14.5%	
Families w/ female householder, no husband present							44.1%	24.2%	
Families w/ female householder, no husband present w/ related children under 18 years							52.6%	32.2%	
All people							18.6%	13.2%	
Under 18 years							21.8%	18.3%	
18 to 64 years							19.4%	11.9%	
65 years and over							6.9%	8.4%	
N. Educational Attainment, 2005-09			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			2,547	113	102	1,067	3,946		
Less than high school			11.7%	15.9%	48.0%	65.5%	27.4%		
High school graduate (includes equivalency)			26.6%	52.2%	0.0%	14.1%	24.0%		
Some college or associate's degree			43.8%	31.9%	25.5%	15.2%	34.9%		
Bachelor's degree or higher			17.9%	0.0%	26.5%	5.2%	13.7%		
O. Employment Status, 2010-11			2010	June 2011					
In civilian labor force			2,980	3,010					
Employed			2,580	2,610					
Unemployed, % of labor force			13.2%	13.1%	Source: CA Employment Development Department				
P. Occupation, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			2,690		100.0%				
Management, professional, and related occupations			538		20.0%				
Service occupations			581		21.6%				
Sales and office occupations			652		24.2%				
Farming, fishing, and forestry occupations			289		10.7%				
Construction, extraction, maintenance, and repair occupations			265		9.9%				
Production, transportation, and material moving occupations			365		13.6%				
Q. Class of Worker, 2005-09			Estimate		Percent				
Civilian employed population, 16 yrs & over			2,690		100.0%				
Private, for profit, wage and salary employee			1,565		58.2%				
Private, not for profit, wage and salary employee			83		3.1%				
Private, for profit, wage and salary self-employed in own business			142		5.3%				
Government workers			626		23.3%				
Self-employed in own not incorporated business			251		9.3%				
Unpaid family workers in family business			23		0.9%				

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.