

Highlights



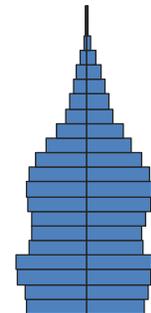
**Population Growth:** The total population in Chula Vista increased by 41% over the past decade to 244,000, while California grew by just 10% overall. The greatest growth occurred in the Hispanic population (56,000). Despite the overall growth, the white, non-Hispanic population declined (-5,000).

**Diversity:** Chula Vista is majority Hispanic at 58%, up from 50% in 2000. The Asian share also increased from 11% to 14%, while the white, non-Hispanic share declined from 32% to 20% of total. Race and ethnicity vary substantially by age—young people are majority Hispanic at 68%, while the population age 65+ is 40% white, non-Hispanic, and 41% Hispanic.

**Age Structure:** Chula Vista is slightly younger than California overall, and the age structure has remained fairly constant over the past decade. Median age is 34, compared with 35 statewide, and the portion of the population age 65+ is 10% of total, compared with 11% statewide. Substantial growth occurred in the young ages (21,000) and working ages (44,000).

**Households:** Households are predominantly shared by family members—79% of households are family households compared with 69% statewide. Traditional families—married couples with children—are much more common here at 30% of households, compared with 23% statewide. The majority of older people, 52%, live with relatives other than a spouse.

**Foreign Born:** Chula Vista has a large foreign-born population making up 31% of the total. The majority of these individuals are from Mexico, 63%, though Asia is a common region of origin as well, 27%. Additionally, 11% of households are linguistically isolated, meaning that no one in these households age 14 and over speaks English at least “very well.”



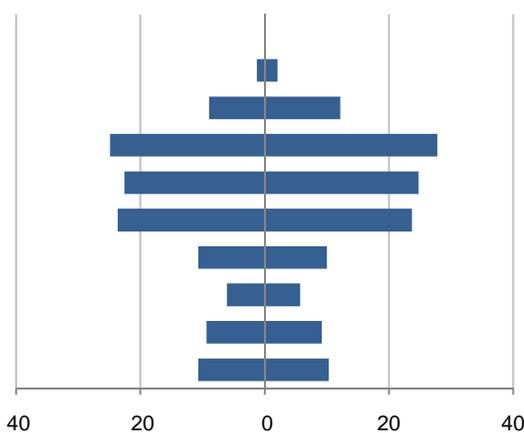
Population by Age

*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	173,556	243,916
	10-year growth	28.4%	40.5%
<b>Diversity</b>			
	% Hispanic	49.6%	58.2%
	% Asian, non-Hispanic	10.6%	13.8%
	% White, non-Hispanic	31.7%	20.4%
	% Black, non-Hispanic	4.3%	4.1%
<b>Aging</b>			
	% 65+	11.0%	10.0%
	Median age	33.0	33.7
<b>Households</b>			
	% Married couple with children	30.5%	30.3%
	% Living alone	19.2%	16.7%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

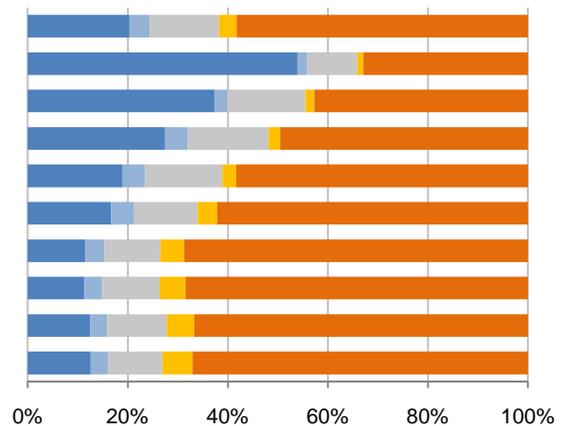


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

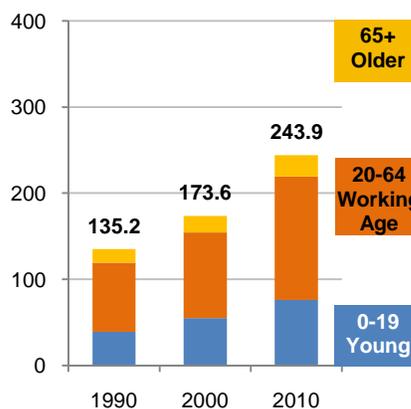


3. Population Growth by Library-Defined Age Group, 2000-10

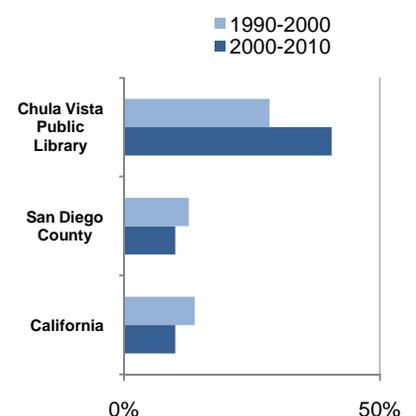
	2010	Change	% Change
<b>Total</b>	243,916	70,360	40.5%
<b>85+</b>	3,335	1,479	79.7%
<b>65 to 84</b>	21,104	3,841	22.2%
<b>46 to 64</b>	52,649	21,692	70.1%
<b>33 to 45</b>	47,365	10,708	29.2%
<b>19 to 32</b>	47,345	12,818	37.1%
<b>14 to 18</b>	20,741	7,732	59.4%
<b>11 to 13</b>	11,814	3,561	43.1%
<b>6 to 10</b>	18,549	3,940	27.0%
<b>0 to 5</b>	21,014	4,589	27.9%

4. Population Total, 1990-2010

In thousands



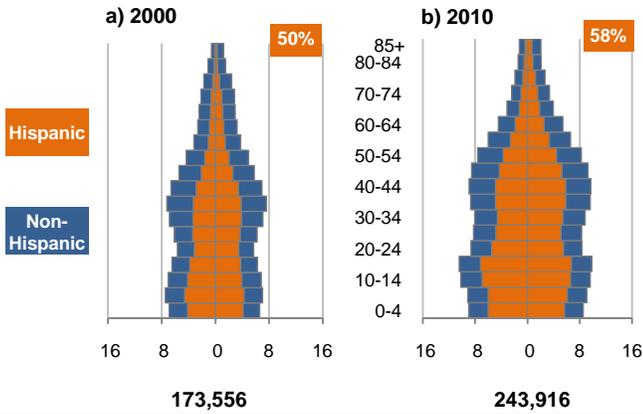
5. 10-Year Population Change



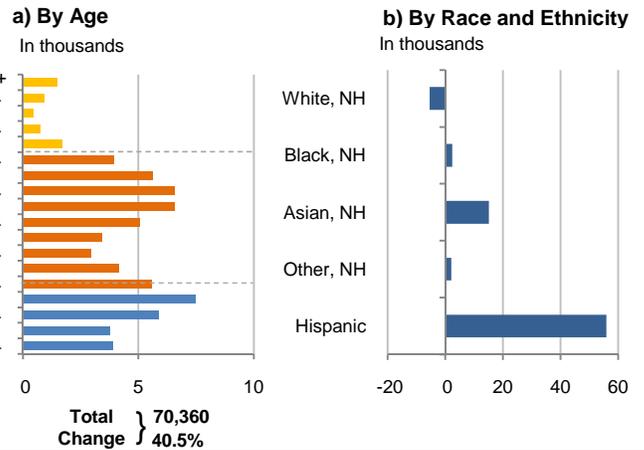
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

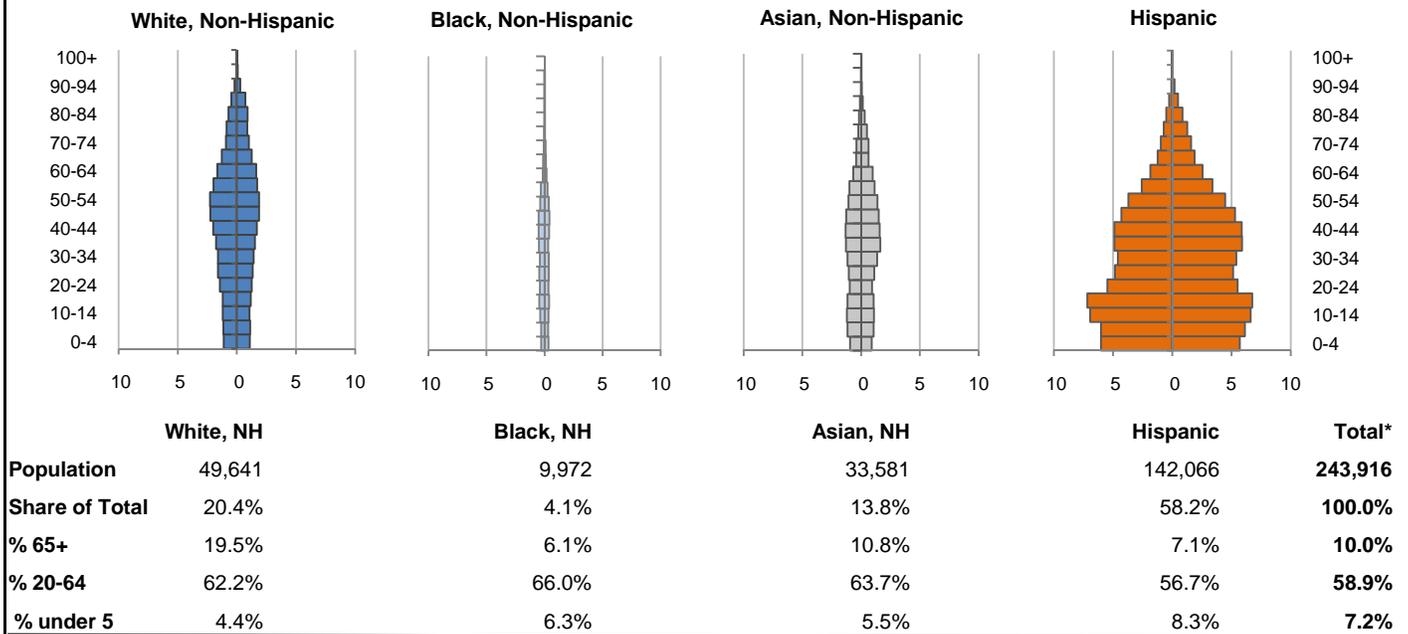


7. 10-Year Change in Population, 2000-10

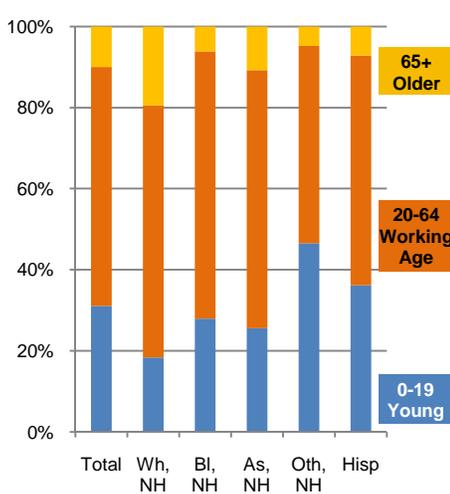


8. Population by Age, Race, and Ethnicity, 2010

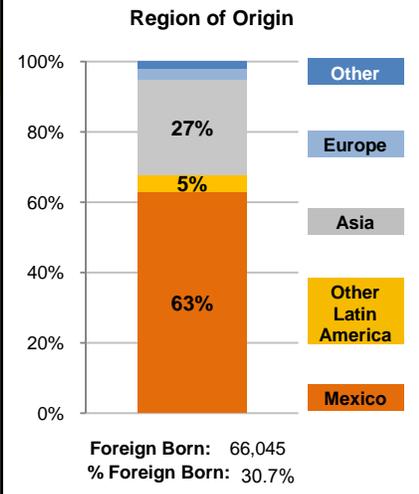
In thousands; males on left, females on right



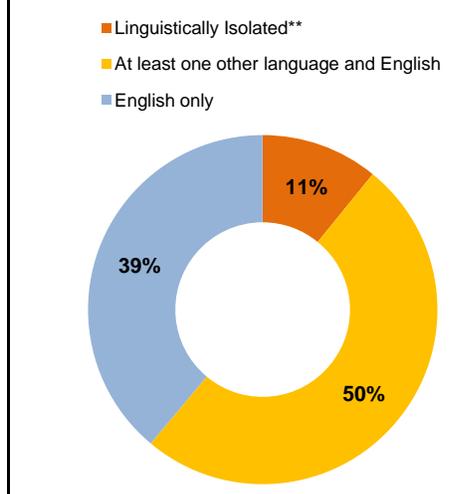
9. Age Mix by Race and Ethnicity, 2010



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

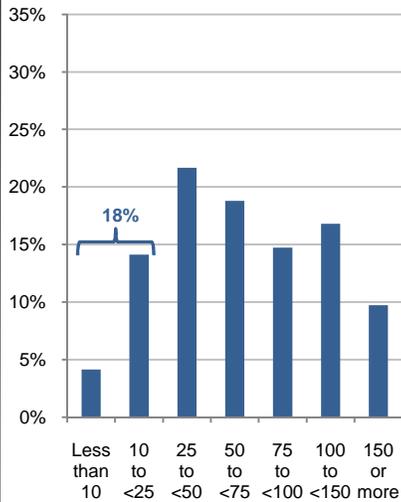
\*See pages 5-6 for detail on Other, Non-Hispanic

\*\*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



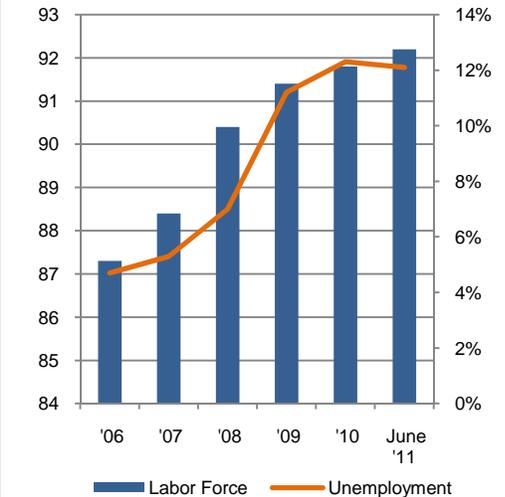
b) Median Household Income by Race and Ethnicity\*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

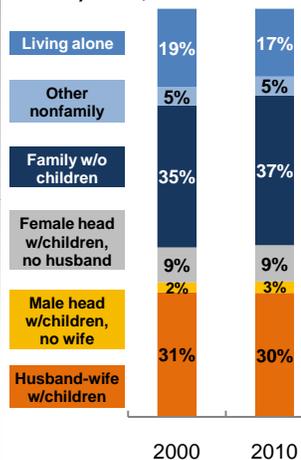


Source: CA Employment Development Department

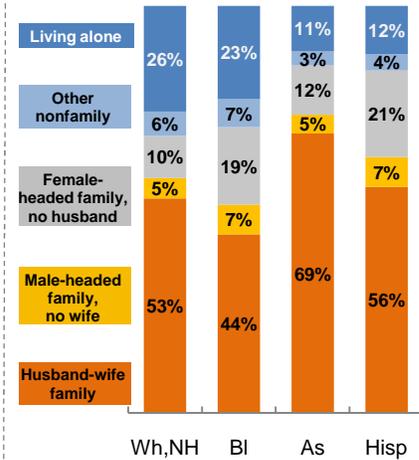
14. Household Type, 2010

% of all households

a) Total, 2000-10

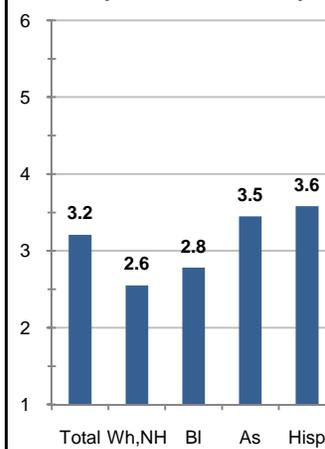


b) By Race and Ethnicity,\* 2010

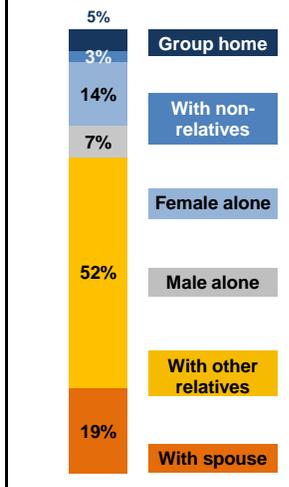


15. Average Household Size, 2010

By Race and Ethnicity\*



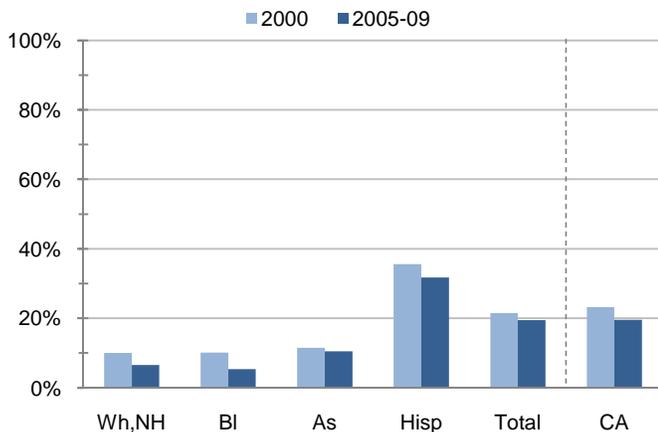
16. Living Arrangements Age 65+, 2005-09



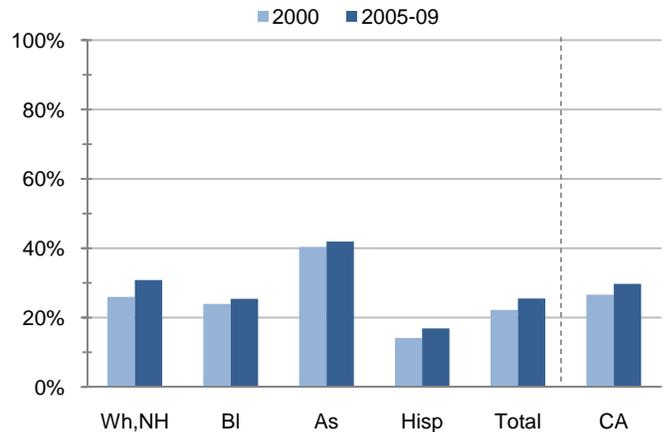
Source: ACS 2005-09

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		
<b>A. Total Population</b>										
<b>2000 Total</b>	55,042	7,517	18,410	6,514	593	883	273	4,765	86,073	173,556
<b>2000 % of Total</b>	31.7%	4.3%	10.6%	3.8%	0.3%	0.5%	0.2%	2.7%	49.6%	100.0%
<b>2010 Total</b>	49,641	9,972	33,581	8,656	600	1,105	360	6,591	142,066	243,916
<b>2010 % of Total</b>	20.4%	4.1%	13.8%	3.5%	0.2%	0.5%	0.1%	2.7%	58.2%	100.0%
<b>B. Population in Major Age Groups by Race and Ethnicity</b>										
<b>2000</b>										
0-19	11,392	2,497	5,009	2,932	151	243	111	2,427	32,926	54,756
20-64	32,570	4,700	11,610	3,178	379	561	146	2,092	47,623	99,681
65+	11,080	320	1,791	404	63	79	16	246	5,524	19,119
85+	1,260	29	114	38	6	1	0	31	415	1,856
<b>2010</b>										
0-19	9,115	2,782	8,572	4,027	151	239	149	3,488	51,324	75,820
20-64	30,855	6,581	21,384	4,215	386	762	191	2,876	80,622	143,657
65+	9,671	609	3,625	414	63	104	20	227	10,120	24,439
85+	1,799	64	334	41	7	12	4	18	1,097	3,335
<b>C. Age Mix for Each Racial and Ethnic Group</b>										
<b>2000</b>										
0-19	20.7%	33.2%	27.2%	45.0%	25.5%	27.5%	40.7%	50.9%	38.3%	31.5%
20-64	59.2%	62.5%	63.1%	48.8%	63.9%	63.5%	53.5%	43.9%	55.3%	57.4%
65+	20.1%	4.3%	9.7%	6.2%	10.6%	8.9%	5.9%	5.2%	6.4%	11.0%
85+	2.3%	0.4%	0.6%	0.6%	1.0%	0.1%	0.0%	0.7%	0.5%	1.1%
<b>2010</b>										
0-19	18.4%	27.9%	25.5%	46.5%	25.2%	21.6%	41.4%	52.9%	36.1%	31.1%
20-64	62.2%	66.0%	63.7%	48.7%	64.3%	69.0%	53.1%	43.6%	56.7%	58.9%
65+	19.5%	6.1%	10.8%	4.8%	10.5%	9.4%	5.6%	3.4%	7.1%	10.0%
85+	3.6%	0.6%	1.0%	0.5%	1.2%	1.1%	1.1%	0.3%	0.8%	1.4%
<b>D. Racial and Ethnic Mix for Each Age Group</b>										
<b>2000</b>										
0-19	20.8%	4.6%	9.1%	5.4%	0.3%	0.4%	0.2%	4.4%	60.1%	100.0%
20-64	32.7%	4.7%	11.6%	3.2%	0.4%	0.6%	0.1%	2.1%	47.8%	100.0%
65+	58.0%	1.7%	9.4%	2.1%	0.3%	0.4%	0.1%	1.3%	28.9%	100.0%
85+	67.9%	1.6%	6.1%	2.0%	0.3%	0.1%	0.0%	1.7%	22.4%	100.0%
<b>2010</b>										
0-19	12.0%	3.7%	11.3%	5.3%	0.2%	0.3%	0.2%	4.6%	67.7%	100.0%
20-64	21.5%	4.6%	14.9%	2.9%	0.3%	0.5%	0.1%	2.0%	56.1%	100.0%
65+	39.6%	2.5%	14.8%	1.7%	0.3%	0.4%	0.1%	0.9%	41.4%	100.0%
85+	53.9%	1.9%	10.0%	1.2%	0.2%	0.4%	0.1%	0.5%	32.9%	100.0%
<b>E. Population Growth</b>										
<b>2000-10, Change</b>										
0-19	-2,277	285	3,563	1,095	0	-4	38	1,061	18,398	21,064
20-64	-1,715	1,881	9,774	1,037	7	201	45	784	32,999	43,976
65+	-1,409	289	1,834	10	0	25	4	-19	4,596	5,320
85+	539	35	220	3	1	11	4	-13	682	1,479
<b>Total</b>	<b>-5,401</b>	<b>2,455</b>	<b>15,171</b>	<b>2,142</b>	<b>7</b>	<b>222</b>	<b>87</b>	<b>1,826</b>	<b>55,993</b>	<b>70,360</b>
<b>2000-10, % Change</b>										
0-19	-20.0%	11.4%	71.1%	37.3%	0.0%	-1.6%	34.2%	43.7%	55.9%	38.5%
20-64	-5.3%	40.0%	84.2%	32.6%	1.8%	35.8%	30.8%	37.5%	69.3%	44.1%
65+	-12.7%	90.3%	102.4%	2.5%	0.0%	31.6%	25.0%	-7.7%	83.2%	27.8%
85+	42.8%	120.7%	193.0%	7.9%	16.7%	1100.0%	N/A	-41.9%	164.3%	79.7%
<b>Total</b>	<b>-9.8%</b>	<b>32.7%</b>	<b>82.4%</b>	<b>32.9%</b>	<b>1.2%</b>	<b>25.1%</b>	<b>31.9%</b>	<b>38.3%</b>	<b>65.1%</b>	<b>40.5%</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	2,638	730	2,280	1,279	36	48	53	1,142	14,087	21,014
6-10	2,312	637	2,213	1,008	33	54	30	891	12,379	18,549
11-13	1,330	427	1,357	611	21	46	22	522	8,089	11,814
14-18	2,375	804	2,309	985	52	81	38	814	14,268	20,741
19-32	7,883	2,212	5,981	1,843	141	245	81	1,376	29,426	47,345
33-45	8,975	2,154	7,307	1,318	108	244	65	901	27,611	47,365
46-64	14,457	2,399	8,509	1,198	146	283	51	718	26,086	52,649
65-84	7,872	545	3,291	373	56	92	16	209	9,023	21,104
85+	1,799	64	334	41	7	12	4	18	1,097	3,335
Total	49,641	9,972	33,581	8,656	600	1,105	360	6,591	142,066	243,916
<b>G. Population by 5-Year Age Brackets, 2010</b>										
0-4	2,204	629	1,847	1,064	34	38	45	947	11,727	17,471
5-9	2,280	594	2,200	1,041	25	54	34	928	12,146	18,261
10-14	2,261	717	2,295	1,014	40	70	35	869	13,535	19,822
15-19	2,370	842	2,230	908	52	77	35	744	13,916	20,266
20-24	2,709	744	1,896	636	45	76	29	486	11,002	16,987
25-29	2,934	818	2,168	659	61	95	28	475	9,960	16,539
30-34	3,007	757	2,499	626	50	98	29	449	10,018	16,907
35-39	3,283	774	2,916	567	43	104	24	396	10,762	18,302
40-44	3,683	905	2,886	443	34	88	26	295	10,736	18,653
45-49	4,133	922	2,745	448	35	95	20	298	9,602	17,850
50-54	4,152	738	2,464	373	45	90	13	225	8,163	15,890
55-59	3,667	573	2,155	285	37	69	16	163	5,964	12,644
60-64	3,287	350	1,655	178	36	47	6	89	4,415	9,885
65-69	2,537	250	1,068	129	15	35	5	74	3,093	7,077
70-74	1,960	156	1,020	106	13	31	4	58	2,565	5,807
75-79	1,757	88	720	85	17	14	4	50	1,988	4,638
80-84	1,618	51	483	53	11	12	3	27	1,377	3,582
85-89	1,196	37	231	30	5	10	2	13	769	2,263
90-94	491	23	91	6	1	2	0	3	269	880
95-99	99	4	10	4	1	0	1	2	50	167
100+	13	0	2	1	0	0	1	0	9	25
Total	49,641	9,972	33,581	8,656	600	1,105	360	6,591	142,066	243,916
<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	42.4	30.2	35.1		30.5	31.1	26.1	20.2	27.4	33.0
2010	45.1	32.6	37.4		31.3	34.3	28.4	18.4	29.4	33.7

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	2,785	4.1%	\$70,945	\$49,324	\$91,100	\$52,232	\$62,581	103.6%	\$60,392
\$10 to <\$25	9,492	14.1%							
\$25 to <\$50	14,578	21.7%							
\$50 to <\$75	12,648	18.8%							
\$75 to <\$100	9,911	14.7%							
\$100 to <\$150	11,299	16.8%							
\$150+	6,549	9.7%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
<b>Total households</b>			57,626	100.0%	75,515	100.0%			
Family Households			43,955	76.3%	59,408	78.7%			
Husband-wife w/children			17,577	30.5%	22,915	30.3%			
Female head, no husband, w/children			4,951	8.6%	6,655	8.8%			
Male head, no wife, w/children			1,400	2.4%	2,172	2.9%			
Without children			20,027	34.8%	27,666	36.6%			
Nonfamily households			13,671	23.7%	16,107	21.3%			
Living alone			11,060	19.2%	12,581	16.7%			
Other nonfamily			2,611	4.5%	3,526	4.7%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
<b>Total households</b>			22,080	4,265	10,040	37,745	75,515		
Husband-wife family			52.7%	43.9%	68.7%	55.6%	55.8%		
Family with male head, no wife			5.0%	7.2%	4.6%	7.3%	6.2%		
Family with female head, no husband			10.4%	19.0%	12.1%	21.3%	16.6%		
Living alone			25.9%	22.9%	11.1%	11.9%	16.7%	Source: US	
Other nonfamily			5.9%	6.9%	3.5%	3.9%	4.7%	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						8.1%	9.8%		
Families w/ related children under 18 years						11.0%	14.5%		
Families w/ female householder, no husband present						22.7%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						28.8%	32.2%		
All people						9.6%	13.2%		
Under 18 years						13.2%	18.3%		
18 to 64 years						7.8%	11.9%		
65 years and over						9.3%	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>			37,796	5,211	20,203	64,649	130,944		
Less than high school			6.6%	5.4%	10.5%	31.7%	19.5%		
High school graduate (includes equivalency)			22.9%	20.9%	14.4%	21.9%	21.0%		
Some college or associate's degree			39.7%	48.4%	33.1%	29.5%	34.1%		
Bachelor's degree or higher			30.8%	25.4%	42.0%	16.9%	25.5%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			91,800	92,200					
Employed			80,500	81,000					
Unemployed, % of labor force			12.3%	12.1%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
			Estimate		Percent				
<b>Civilian employed population, 16 yrs &amp; over</b>			94,017		100.0%				
Management, professional, and related occupations			31,883		33.9%				
Service occupations			16,064		17.1%				
Sales and office occupations			28,120		29.9%				
Farming, fishing, and forestry occupations			209		0.2%				
Construction, extraction, maintenance, and repair occupations			9,173		9.8%				
Production, transportation, and material moving occupations			8,568		9.1%				
Q. Class of Worker, 2005-09									
			Estimate		Percent				
<b>Civilian employed population, 16 yrs &amp; over</b>			94,017		100.0%				
Private, for profit, wage and salary employee			59,152		62.9%				
Private, not for profit, wage and salary employee			5,420		5.8%				
Private, for profit, wage and salary self-employed in own business			2,596		2.8%				
Government workers			19,949		21.2%				
Self-employed in own not incorporated business			6,773		7.2%				
Unpaid family workers in family business			127		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.