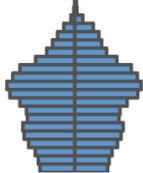
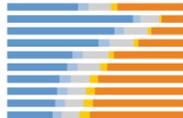


Highlights



Population Growth: The total population in Palo Alto increased by 10% over the past decade to 64,000, growing at the same rate as the state. The greatest increase was in the Asian population (7,000).

Diversity: Palo Alto remained majority white, non-Hispanic, although this share of the population fell over the last ten years from 73% to 61%, while the Asian share increased from 17% to 27% of total.

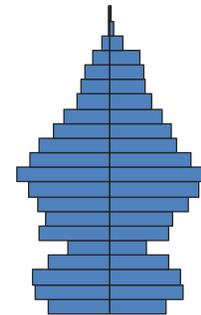
Age Structure: Palo Alto is considerably older than California overall, and the age structure shifted upward slightly over the past decade. Median age increased from 40 to 42, compared with the current statewide median of 35. The share of the population age 65+ is 17% of the total, compared with 11% statewide.

Households: Thirty percent of households are single-person, compared with 23% statewide. Traditional families—married couples with children—are also more common here than in California as a whole, at 27% of all households. Unlike statewide trends, this share increased over the past decade.

Education: Educational attainment is far higher than in the state overall. Just 2% of adults have not completed high school, compared with 20% of adults statewide, and 79% have earned a Bachelor’s degree or higher, compared with 30% in California overall.

Income: Median household income is \$119,000, nearly twice the California median of \$60,000. Forty percent of households have income of \$150,000 or more, compared with 12% of households statewide.

Foreign Born: Palo Alto has a large foreign-born population making up 30% of the total, compared with 27% statewide. The composition by region of origin differs considerably from the statewide composition, with 57% from Asia, 28% from Europe, and only 7% from Latin America.



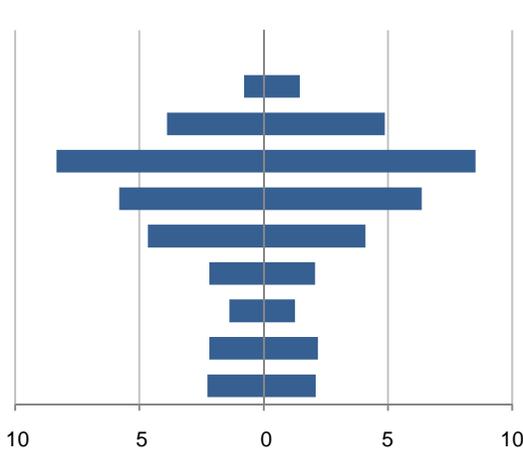
Population by Age

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	58,598	64,403
	10-year growth	4.8%	9.9%
Diversity			
	% Hispanic	4.6%	6.2%
	% Asian, non-Hispanic	17.2%	27.0%
	% White, non-Hispanic	72.8%	60.6%
	% Black, non-Hispanic	2.0%	1.8%
Aging			
	% 65+	15.6%	17.1%
	Median age	40.2	41.9
Households			
	% Married couple with children	22.9%	26.6%
	% Living alone	32.4%	30.1%

1. Population by Library-Defined Age Group, 2010

In thousands; males on left, females on right

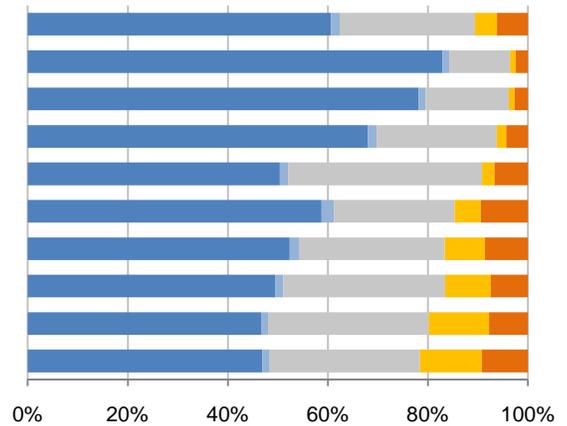


2. Race and Ethnicity by Library-Defined Age Group, 2010

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

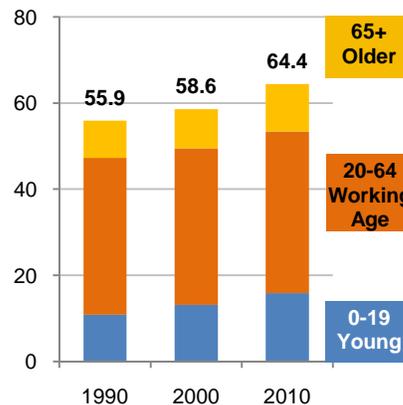


3. Population Growth by Library-Defined Age Group, 2000-10

	2010	Change	% Change
Total	64,403	5,805	9.9%
85+	2,240	866	63.0%
65 to 84	8,766	1,000	12.9%
46 to 64	16,858	2,717	19.2%
33 to 45	12,161	-1,115	-8.4%
19 to 32	8,749	-448	-4.9%
14 to 18	4,258	939	28.3%
11 to 13	2,642	351	15.3%
6 to 10	4,371	769	21.3%
0 to 5	4,358	726	20.0%

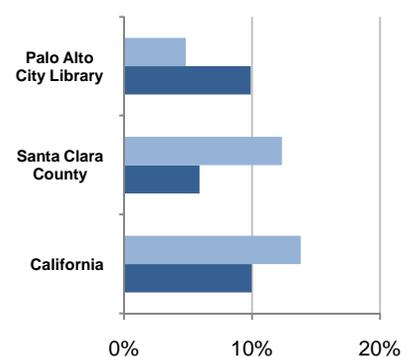
4. Population Total, 1990-2010

In thousands



5. 10-Year Population Change

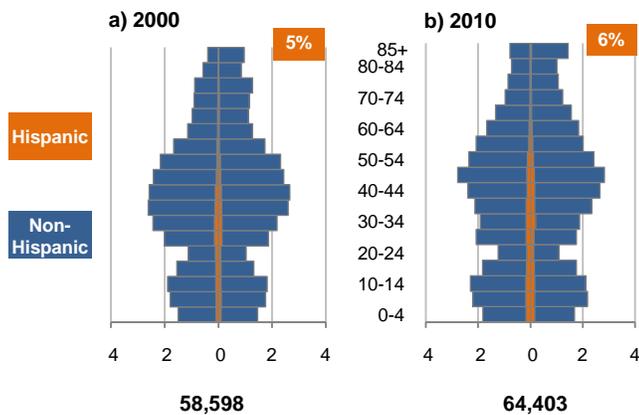
Legend: 1990-2000 (light blue), 2000-2010 (dark blue)



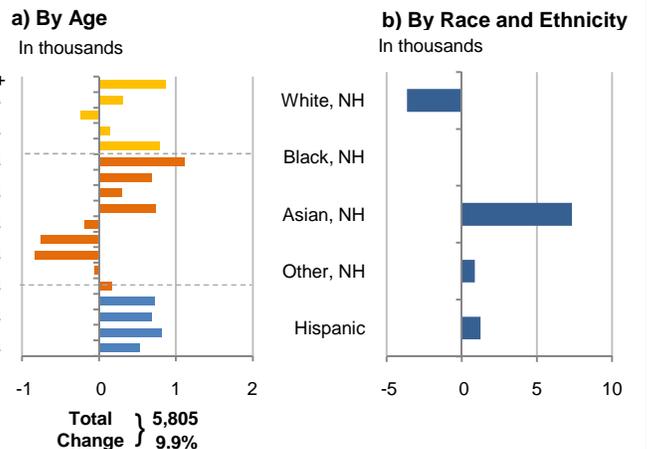
Source: US Census 2010, 2000, or 1990

6. Population by 5-Year Age Brackets

In thousands; males on left, females on right

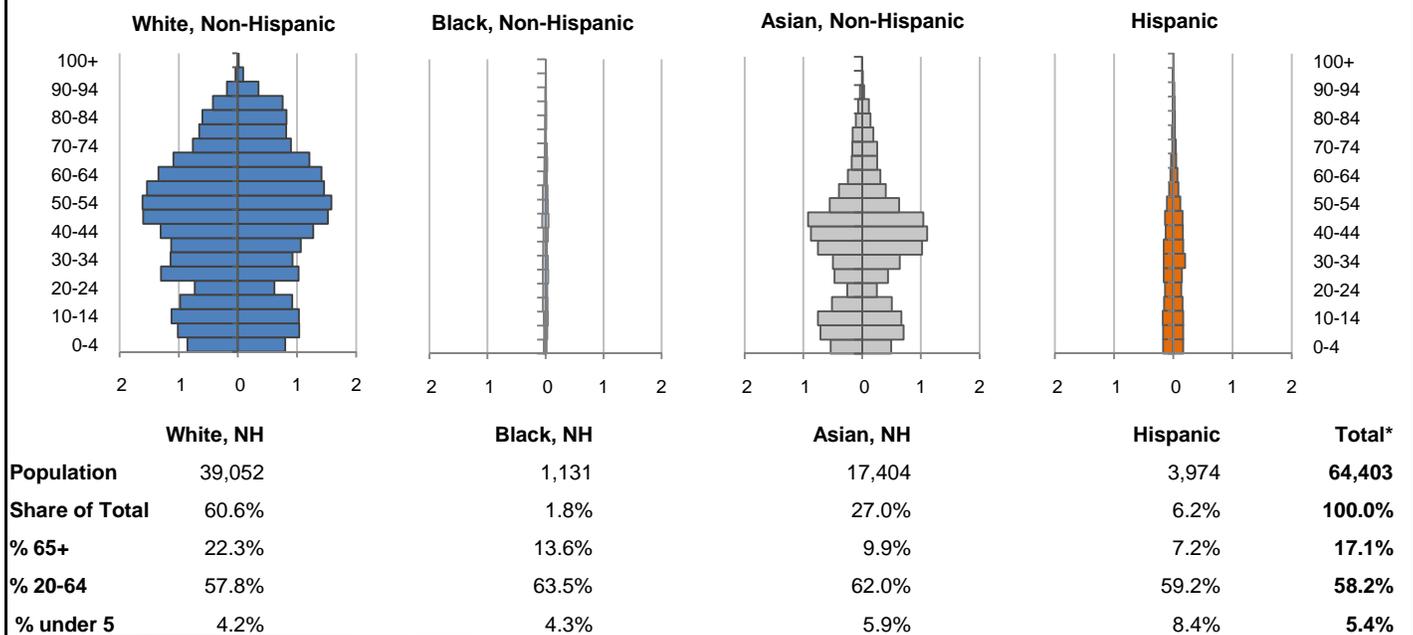


7. 10-Year Change in Population, 2000-10

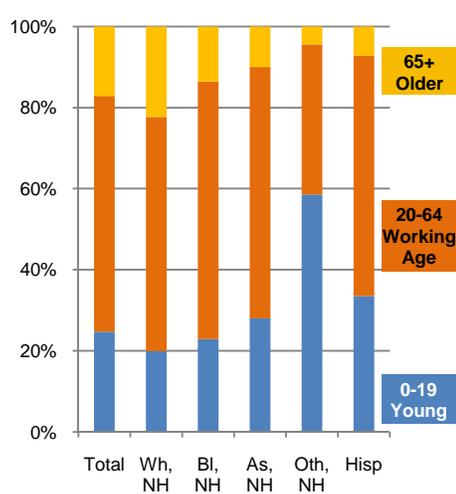


8. Population by Age, Race, and Ethnicity, 2010

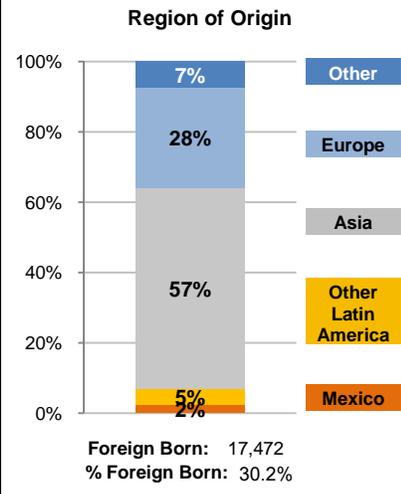
In thousands; males on left, females on right



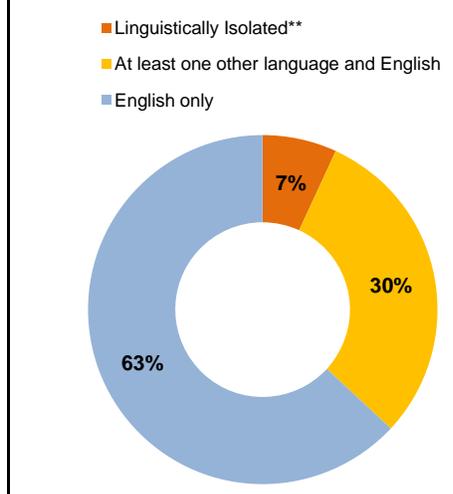
9. Age Mix by Race and Ethnicity, 2010



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

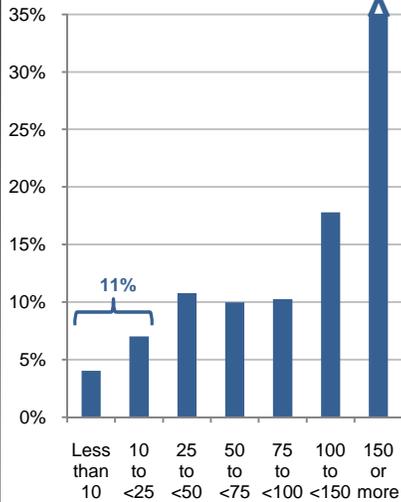
*See pages 5-6 for detail on Other, Non-Hispanic

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

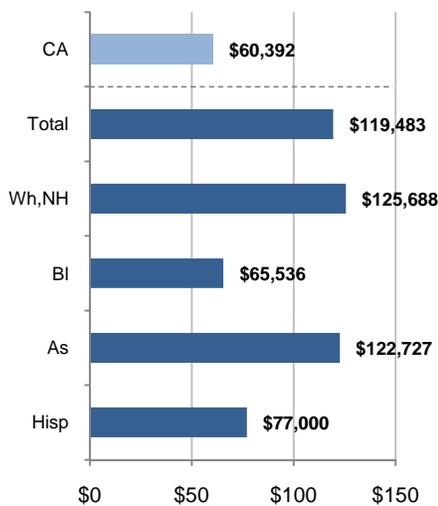
12. Household Income, 2005-09

In thousands of \$ (2009)

a) Income Distribution



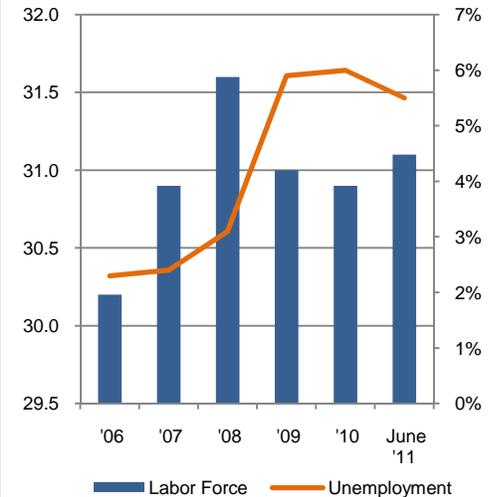
b) Median Household Income by Race and Ethnicity*



13. Labor Force and Unemployment, 2006-11

Labor Force In thousands

Unemployment Rate

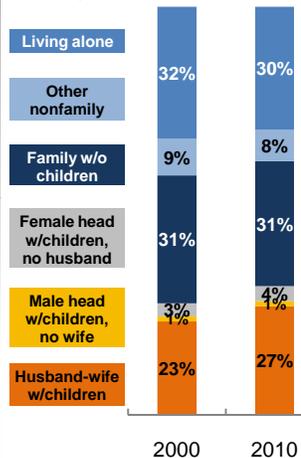


Source: CA Employment Development Department

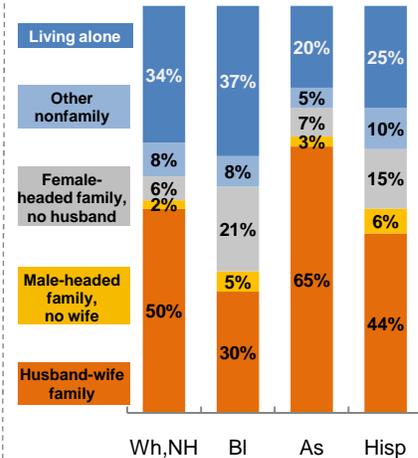
14. Household Type, 2010

% of all households

a) Total, 2000-10

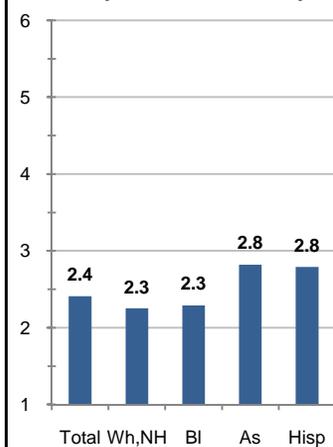


b) By Race and Ethnicity,* 2010

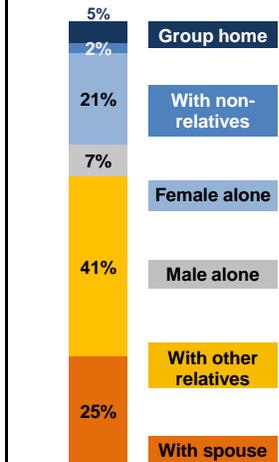


15. Average Household Size, 2010

By Race and Ethnicity*



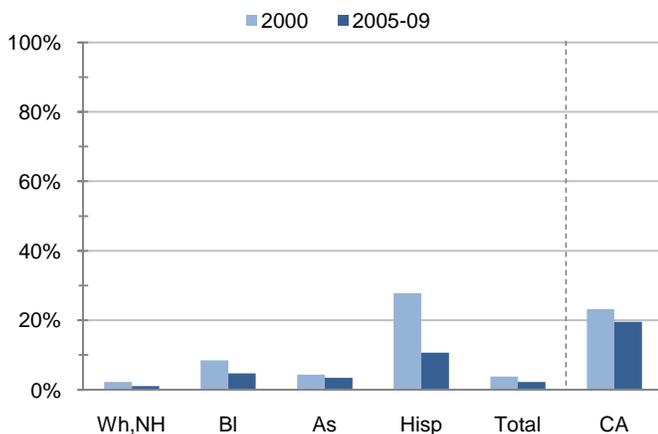
16. Living Arrangements Age 65+, 2005-09



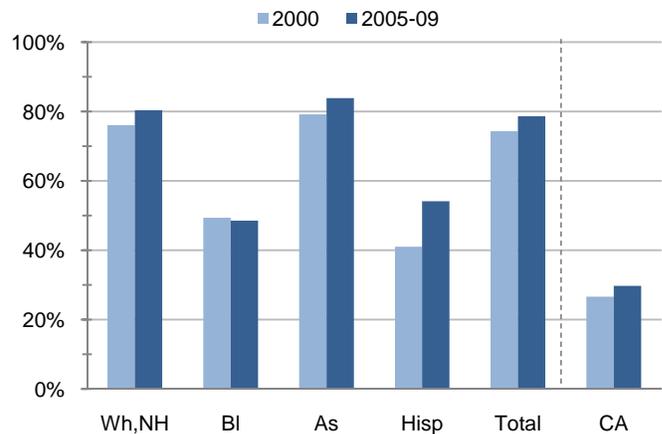
Source: ACS 2005-09

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	42,682	1,166	10,056	1,972	88	81	183	1,620	2,722	58,598
2000 % of Total	72.8%	2.0%	17.2%	3.4%	0.2%	0.1%	0.3%	2.8%	4.6%	100.0%
2010 Total	39,052	1,131	17,404	2,842	65	135	254	2,388	3,974	64,403
2010 % of Total	60.6%	1.8%	27.0%	4.4%	0.1%	0.2%	0.4%	3.7%	6.2%	100.0%
B. Population in Major Age Groups by Race and Ethnicity										
2000										
0-19	8,527	261	2,546	1,003	18	14	96	875	795	13,132
20-64	26,528	736	6,494	860	63	61	81	655	1,708	36,326
65+	7,627	169	1,016	109	7	6	6	90	219	9,140
85+	1,208	33	90	13	0	1	0	12	30	1,374
2010										
0-19	7,762	259	4,878	1,664	19	30	135	1,480	1,332	15,895
20-64	22,582	718	10,795	1,053	37	97	109	810	2,354	37,502
65+	8,708	154	1,731	125	9	8	10	98	288	11,006
85+	1,857	30	273	25	3	2	1	19	55	2,240
C. Age Mix for Each Racial and Ethnic Group										
2000										
0-19	20.0%	22.4%	25.3%	50.9%	20.5%	17.3%	52.5%	54.0%	29.2%	22.4%
20-64	62.2%	63.1%	64.6%	43.6%	71.6%	75.3%	44.3%	40.4%	62.7%	62.0%
65+	17.9%	14.5%	10.1%	5.5%	8.0%	7.4%	3.3%	5.6%	8.0%	15.6%
85+	2.8%	2.8%	0.9%	0.7%	0.0%	1.2%	0.0%	0.7%	1.1%	2.3%
2010										
0-19	19.9%	22.9%	28.0%	58.6%	29.2%	22.2%	53.1%	62.0%	33.5%	24.7%
20-64	57.8%	63.5%	62.0%	37.1%	56.9%	71.9%	42.9%	33.9%	59.2%	58.2%
65+	22.3%	13.6%	9.9%	4.4%	13.8%	5.9%	3.9%	4.1%	7.2%	17.1%
85+	4.8%	2.7%	1.6%	0.9%	4.6%	1.5%	0.4%	0.8%	1.4%	3.5%
D. Racial and Ethnic Mix for Each Age Group										
2000										
0-19	64.9%	2.0%	19.4%	7.6%	0.1%	0.1%	0.7%	6.7%	6.1%	100.0%
20-64	73.0%	2.0%	17.9%	2.4%	0.2%	0.2%	0.2%	1.8%	4.7%	100.0%
65+	83.4%	1.8%	11.1%	1.2%	0.1%	0.1%	0.1%	1.0%	2.4%	100.0%
85+	87.9%	2.4%	6.6%	0.9%	0.0%	0.1%	0.0%	0.9%	2.2%	100.0%
2010										
0-19	48.8%	1.6%	30.7%	10.5%	0.1%	0.2%	0.8%	9.3%	8.4%	100.0%
20-64	60.2%	1.9%	28.8%	2.8%	0.1%	0.3%	0.3%	2.2%	6.3%	100.0%
65+	79.1%	1.4%	15.7%	1.1%	0.1%	0.1%	0.1%	0.9%	2.6%	100.0%
85+	82.9%	1.3%	12.2%	1.1%	0.1%	0.1%	0.0%	0.8%	2.5%	100.0%
E. Population Growth										
2000-10, Change										
0-19	-765	-2	2,332	661	1	16	39	605	537	2,763
20-64	-3,946	-18	4,301	193	-26	36	28	155	646	1,176
65+	1,081	-15	715	16	2	2	4	8	69	1,866
85+	649	-3	183	12	3	1	1	7	25	866
Total	-3,630	-35	7,348	870	-23	54	71	768	1,252	5,805
2000-10, % Change										
0-19	-9.0%	-0.8%	91.6%	65.9%	5.6%	114.3%	40.6%	69.1%	67.5%	21.0%
20-64	-14.9%	-2.4%	66.2%	22.4%	-41.3%	59.0%	34.6%	23.7%	37.8%	3.2%
65+	14.2%	-8.9%	70.4%	14.7%	28.6%	33.3%	66.7%	8.9%	31.5%	20.4%
85+	53.7%	-9.1%	203.3%	92.3%	N/A	100.0%	N/A	58.3%	83.3%	63.0%
Total	-8.5%	-3.0%	73.1%	44.1%	-26.1%	66.7%	38.8%	47.4%	46.0%	9.9%

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	2,044	58	1,315	539	7	11	32	489	402	4,358
6-10	2,040	60	1,406	524	7	11	44	462	341	4,371
11-13	1,306	44	855	240	1	3	19	217	197	2,642
14-18	2,230	83	1,238	340	2	3	38	297	367	4,258
19-32	5,137	220	2,111	455	14	29	38	374	826	8,749
33-45	6,125	212	4,706	301	15	28	33	225	817	12,161
46-64	11,462	300	4,042	318	10	42	40	226	736	16,858
65-84	6,851	124	1,458	100	6	6	9	79	233	8,766
85+	1,857	30	273	25	3	2	1	19	55	2,240
Total	39,052	1,131	17,404	2,842	65	135	254	2,388	3,974	64,403
G. Population by 5-Year Age Brackets, 2010										
0-4	1,654	49	1,027	442	7	9	28	398	334	3,506
5-9	2,054	56	1,413	518	6	11	41	460	338	4,379
10-14	2,156	70	1,418	421	2	6	34	379	346	4,411
15-19	1,898	84	1,020	283	4	4	32	243	314	3,599
20-24	1,345	67	507	132	5	8	9	110	274	2,325
25-29	2,331	90	910	193	6	12	14	161	307	3,831
30-34	2,064	90	1,141	146	2	12	13	119	360	3,801
35-39	2,188	70	1,772	116	6	10	15	85	324	4,470
40-44	2,581	78	1,978	126	6	12	16	92	294	5,057
45-49	3,123	108	1,961	126	5	13	15	93	294	5,612
50-54	3,199	86	1,181	90	0	10	8	72	226	4,782
55-59	2,993	79	796	69	5	10	9	45	157	4,094
60-64	2,758	50	549	55	2	10	10	33	118	3,530
65-69	2,302	50	433	30	1	3	4	22	83	2,898
70-74	1,655	37	426	29	4	0	4	21	62	2,209
75-79	1,472	17	350	28	1	1	0	26	49	1,916
80-84	1,422	20	249	13	0	2	1	10	39	1,743
85-89	1,183	16	185	17	1	2	1	13	31	1,432
90-94	534	9	71	8	2	0	0	6	18	640
95-99	125	5	16	0	0	0	0	0	5	151
100+	15	0	1	0	0	0	0	0	1	17
Total	39,052	1,131	17,404	2,842	65	135	254	2,388	3,974	64,403
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	42.8	38.9	36.4		33.8	36.0	29.8	18.4	31.2	40.2
2010	47.1	38.3	38.7		35.8	37.0	28.8	14.7	31.0	41.9

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	930	4.0%	\$125,688	\$65,536	\$122,727	\$77,000	\$119,483	197.8%	\$60,392
\$10 to <\$25	1,626	7.0%							
\$25 to <\$50	2,492	10.8%							
\$50 to <\$75	2,308	10.0%							
\$75 to <\$100	2,374	10.3%							
\$100 to <\$150	4,118	17.8%							
\$150+	9,306	40.2%							
K. Household Type, 2000-10			2000	2000,%	2010	2010,%			
Total households			25,308	100.0%	26,493	100.0%			
Family Households			14,848	58.7%	16,477	62.2%			
Husband-wife w/children			5,793	22.9%	7,051	26.6%			
Female head, no husband, w/children			814	3.2%	981	3.7%			
Male head, no wife, w/children			319	1.3%	327	1.2%			
Without children			7,922	31.3%	8,118	30.6%			
Nonfamily households			10,460	41.3%	10,016	37.8%			
Living alone			8,193	32.4%	7,982	30.1%			
Other nonfamily			2,267	9.0%	2,034	7.7%	Source: US Census 2010, 2000		
L. Household Type by Race and Ethnicity, 2010			White, NH	Black	Asian	Hispanic	Total		
Total households			18,126	480	6,065	1,265	26,493		
Husband-wife family			50.1%	29.8%	65.5%	44.1%	52.7%		
Family with male head, no wife			2.1%	5.0%	2.5%	6.1%	2.5%		
Family with female head, no husband			5.9%	20.8%	7.0%	14.6%	7.0%		
Living alone			33.6%	36.9%	20.1%	25.0%	30.1%	Source: US	
Other nonfamily			8.2%	7.5%	4.9%	10.2%	7.7%	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						3.4%	9.8%		
Families w/ related children under 18 years						3.8%	14.5%		
Families w/ female householder, no husband present						11.1%	24.2%		
Families w/ female householder, no husband present w/ related children under 18 years						15.7%	32.2%		
All people						5.7%	13.2%		
Under 18 years						3.3%	18.3%		
18 to 64 years						6.3%	11.9%		
65 years and over						7.2%	8.4%		
N. Educational Attainment, 2005-09									
			% at each level of educational attainment						
			White, NH	Black	Asian	Hispanic	Total		
Population 25 years and over			28,129	1,148	9,079	2,219	41,113		
Less than high school			1.1%	4.7%	3.4%	10.6%	2.2%		
High school graduate (includes equivalency)			5.6%	21.2%	3.2%	14.1%	6.0%		
Some college or associate's degree			12.9%	25.6%	9.4%	21.1%	13.1%		
Bachelor's degree or higher			80.4%	48.5%	83.9%	54.2%	78.7%		
O. Employment Status, 2010-11									
			2010	June 2011					
In civilian labor force			30,900	31,100					
Employed			29,100	29,400					
Unemployed, % of labor force			6.0%	5.5%	Source: CA Employment Development Department				
P. Occupation, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					27,900	100.0%			
Management, professional, and related occupations					21,467	76.9%			
Service occupations					1,756	6.3%			
Sales and office occupations					3,609	12.9%			
Farming, fishing, and forestry occupations					6	0.0%			
Construction, extraction, maintenance, and repair occupations					357	1.3%			
Production, transportation, and material moving occupations					705	2.5%			
Q. Class of Worker, 2005-09									
					Estimate	Percent			
Civilian employed population, 16 yrs & over					27,900	100.0%			
Private, for profit, wage and salary employee					16,998	60.9%			
Private, not for profit, wage and salary employee					4,480	16.1%			
Private, for profit, wage and salary self-employed in own business					1,185	4.2%			
Government workers					2,363	8.5%			
Self-employed in own not incorporated business					2,801	10.0%			
Unpaid family workers in family business					73	0.3%			

Source: American Community Survey 2005-09, unless otherwise stated

ProfileTemplate 9-8-11.xlsr 9/12/2011 9:16

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.