

## Introduction

The California State Library has an expressed goal of adopting innovative methods for meeting the knowledge and information needs of a diverse population. Understanding California's changing demographics will be critical for effectively delivering innovative library services and for accomplishing the State Library's strategic goals. In particular, understanding demographic changes will enable the California State Library to better meet the needs of diverse constituents, to reach more Californians, and to leverage scarce resources.

This project, *"Understanding California's Demographic Shifts,"* was developed to facilitate greater understanding of how demographic characteristics differ across the state and to provide local demographic information so that library managers can adapt their practices and strategies to the changing demographics of their particular communities.

To do this, the Stanford Center on Longevity developed Demographic Profiles for the 183 library jurisdictions in the state. The profiles include charts and data tables covering key demographic variables, including population growth, age structure, racial and ethnic mix, household type, income, and educational attainment. To facilitate comparative analysis and identification of patterns across the state, we used a standard template for all the jurisdictions. Each profile incorporates data from the 2010 Census to illustrate the ten-year population shifts, and data from the five-year American Community Survey, 2005-09, for other variables, such as education, income, and immigration. By focusing specifically on library jurisdictions, most of which coincide with city or county boundaries, we were able to illustrate demographic characteristics that are not always evident when looking at larger regions.

The following sections of the report are designed to help the library managers identify distinctive demographic shifts and characteristics:

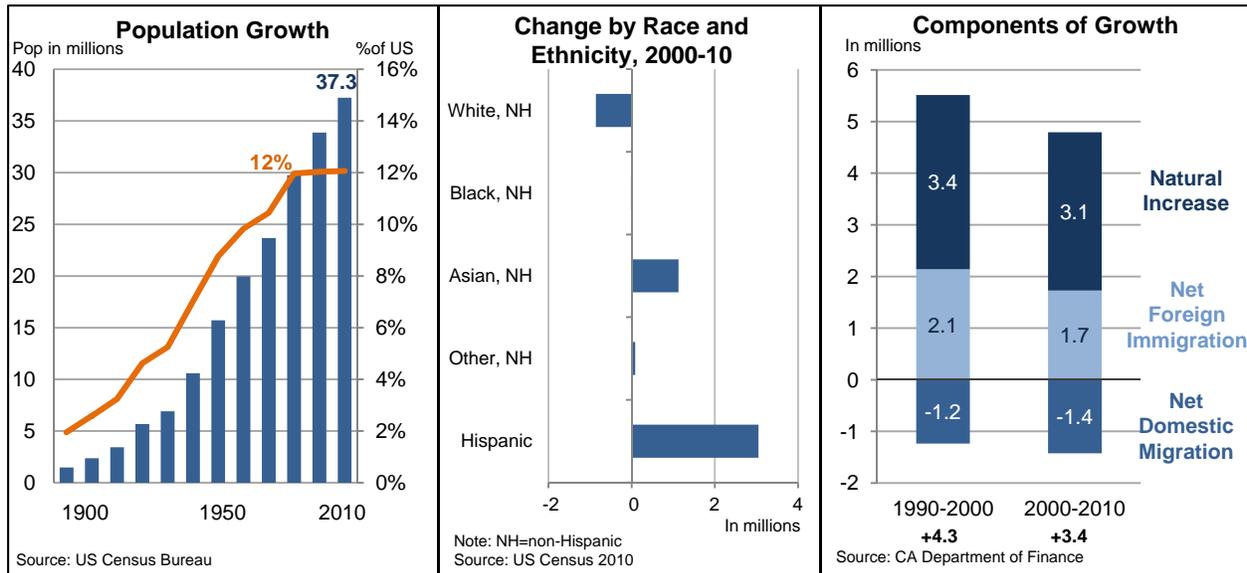
- The "California Demographic Overview" introduces the project and provides a broad context for understanding the library jurisdiction profiles.
- The overview is followed by a section called "Drawing Implications from the Demographics." This series of questions was designed to help library managers understand the implications of the demographics of their local communities and to help guide development of library services and strategies that best reflect key changes in the local population.
- Next are "Demographic Profiles" for the 183 library jurisdictions. These are complemented by a series of reference profiles for the component cities of the multi-city jurisdictions and for the counties that have multiple jurisdictions.
- The final section, "Library Jurisdiction Rankings on Key Demographic Indicators," comprises a set of tables that rank the 183 library jurisdictions on key variables included in the profiles. These rankings provide a valuable perspective on the enormous demographic variation across the state and will allow library managers to identify other jurisdictions with similar characteristics.



## California Demographic Overview

California is the country's most populous state and home to many diverse communities. As the accompanying demographic profiles of the library jurisdictions demonstrate, there is tremendous demographic variation across the state. This visual overview provides the general context for understanding how communities differ from each other and from the state overall.

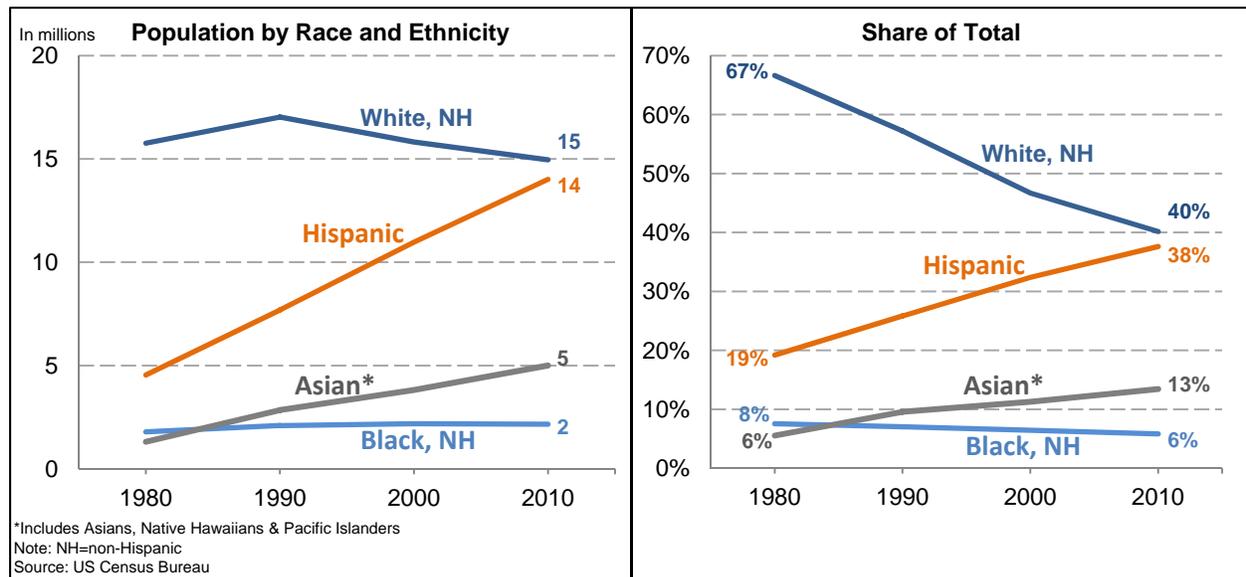
### Population Growth



California's population increased by 10% over the past decade to 37.3 million. Overall population growth has slowed from the high-growth decades of the 1970s and 1980s, but growth from 2000 to 2010 still matched the overall US growth rate. California is by far the most populous state and accounts for 12% of total US population.

- Over the past decade, the Hispanic and Asian populations each grew about 30%, while the white, non-Hispanic population declined by 5% and the black population declined by 1%.
- Natural increase (births exceeding deaths) added 3.1 million to the total population from 2000 to 2010.
- International immigration added 1.7 million people, but was largely offset by domestic outmigration of 1.4 million. As a result, net migration totaled only 302,000 for the decade. Net foreign immigration declined 19% from the 1990s level, while net outmigration to other states increased by 15%.

## Diversity



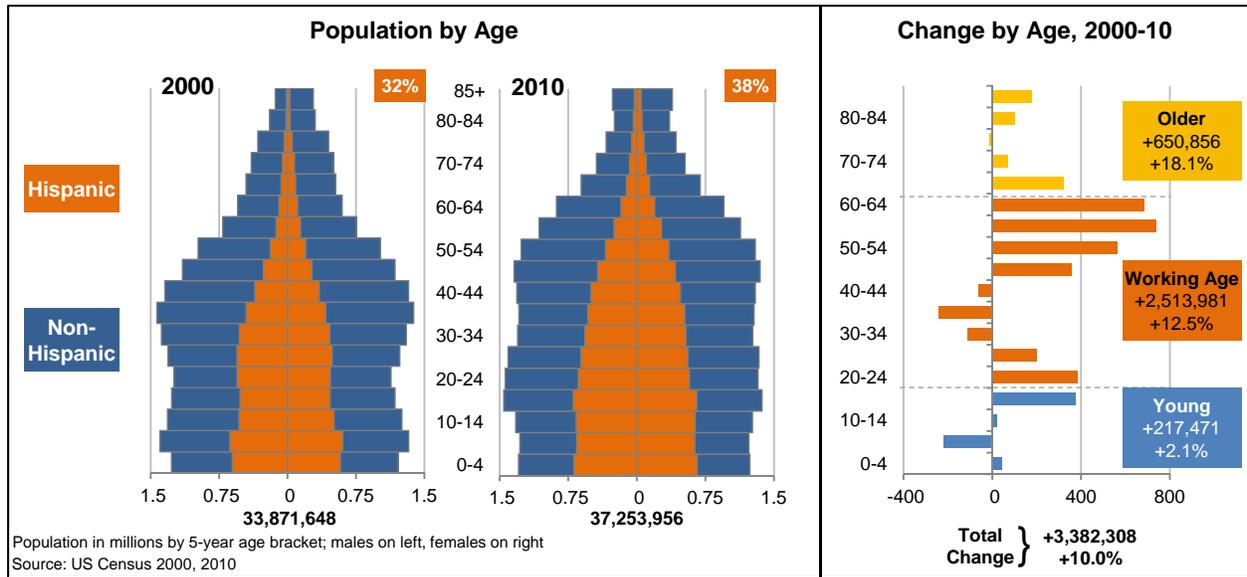
The population mix in California continues to shift, as the white, non-Hispanic population declines and the Hispanic population increases.

- The white, non-Hispanic population peaked at 17.0 million in 1990 and has since declined by 12%, falling to 15.0 million in 2010. In contrast, the Hispanic population increased from 7.7 million in 1990 to 14.0 million in 2010. Since 1990, the Hispanic share of California's total population has increased from 26% to 38%. The white, non-Hispanic share decreased from a majority 57% in 1990 to 47% in 2000 and 40% in 2010.
- Another shift in the population mix occurred as the Asian population grew from 2.7 million in 1990 to 4.8 million in 2010, increasing from 9% of California's total population to 13%.
- In contrast to high growth in the Hispanic and Asian populations, the black population in California increased by just 3% from the 1990 level to 2.2 million in 2010. The black share of California's total population declined from 7% in 1990 to less than 6% in 2010.

California's racial and ethnic mix differs sharply from the nation's overall population—California has larger shares of Hispanics and Asians than the country overall and smaller shares of blacks and white, non-Hispanics.

- California's population is 38% Hispanic, compared with 16% nationally; the share of white, non-Hispanics is 40%, compared with 64% nationally.
- The share of blacks in California has fallen to 6% of total compared with 12% nationally and the share of Asians has risen to 13%, compared with 5% nationally.

## Age Structure



Although California remains relatively young compared with the rest of the country, over the last decade the population shifted toward the older age brackets, and the median age increased from 33 to 35.

- The two histograms above show how the population has aged. Each histogram is a snapshot of the age structure for that year, with the bars showing total population by five-year age bracket with children (age 0–4) at the bottom and old people (age 85 and older) at the top. Males are on the left and females on the right. The red segments show the Hispanic population in each age bracket.
- One notable change is the upward shift in the whole age structure as the upper age brackets became wider, while the lower brackets remained relatively static.
- Another notable shift is the increase in the Hispanic population. While California's total population increased by 10%, the Hispanic population increased by 28%. The Hispanic share increased from 32% to 38% of total. The Hispanic age structure also shifted upward over the past decade. As the size of the upper age brackets increased, the median age increased from 25 to 27.

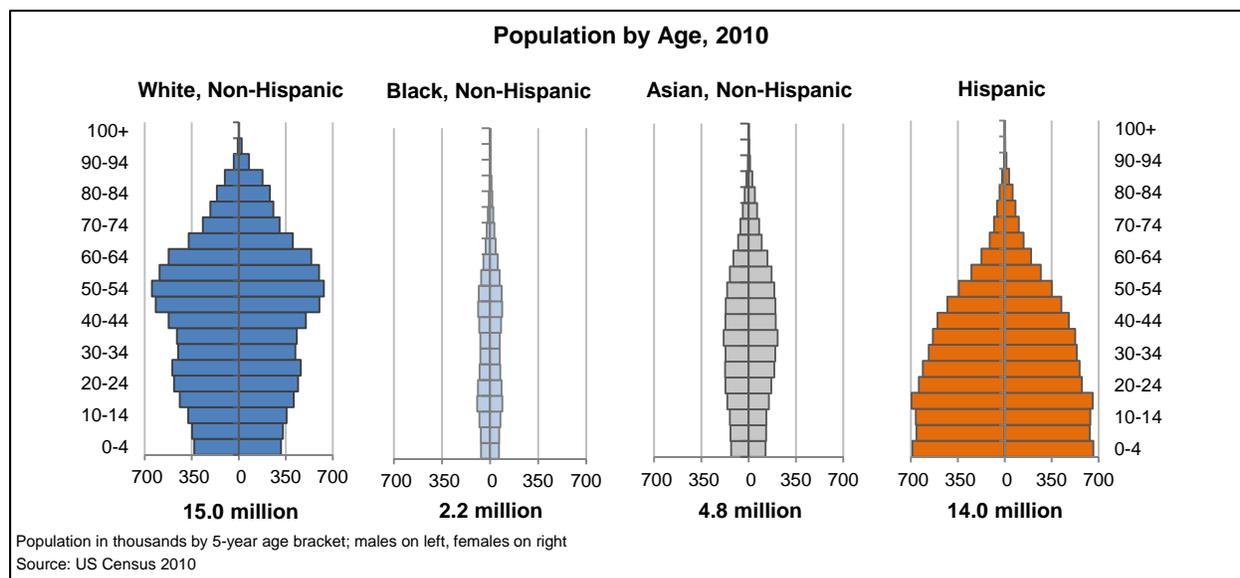
The greatest absolute growth occurred in the working-age population, especially in the upper brackets from age 45 to 64. The fastest growth, however, occurred in the population age 65+.

- The chart at the right shows the change in each bracket size over the ten-year period.
- Overall, the working-age population increased by 2.5 million (13%) from 2000 to 2010 and accounted for nearly three-quarters of the total population gain.
- In contrast, the population age 65+ grew at a faster rate, 18%, but added only 650,000, bringing the total population age 65+ to 4.2 million.
- The number of young people, those under 20, grew by only 2% adding just 217,000.

The age mix in California is similar to the country overall, except that California has a slightly smaller share of older people.

- In California the population age 65+ accounts for only 11% of the total population, compared with 13% nationally.
- Relative to the country, California has a slightly larger share of young people, 28% compared with 27%, as well as a slightly larger share of working age people, 61% compared with 60% nationally.

## Age Structure by Race and Ethnicity



California's age structure differs significantly by race and ethnicity. The Hispanic population is relatively young and its age structure is "pyramid shaped" with a broad base of young people and a relatively narrow top. In contrast, the white, non-Hispanic population is much older and its age structure has a smaller base of young people and a higher concentration of older people. The combination of the youthful Hispanic population and the aging white, non-Hispanic population gives California a relatively even age distribution and makes California younger than the nation.

California's total population is aging but still growing.

- Median age is 35, up from 33 in 2000.
- Young people age 0 to 19 account for 28% of total population, down from 30% in 2000. The working-age population increased to 61% of total population and the population age 65+ remained at 11%.
- The number of young people increased by 2% over the past decade. Total population increased by 10%.

The white, non-Hispanic population is older and rapidly aging.

- Median age is 45, up from 40 in 2000.
- Just 19% of the population is under age 20, and 18% is age 65+.
- The number of young people declined by 19% over the past decade. Total population declined by 5%.

The black, non-Hispanic population is similar to the state, but aging faster.

- Median age is 35, up from 32 in 2000.
- The age mix is similar to that of the state: 28% of the population is under age 20, and 10% is age 65+.
- The number of young people declined by 17% over the past decade. Total population declined by 1%.

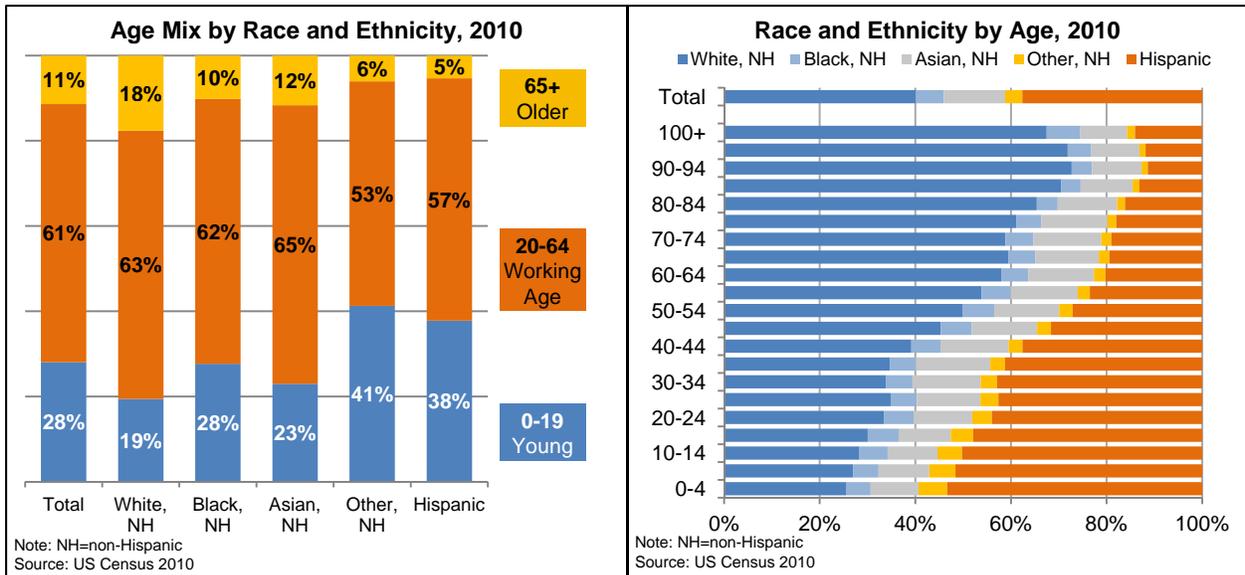
The Asian, non-Hispanic population is older, with a larger concentration in the working ages.

- Median age is 38, up from 34 in 2000.
- The young population accounts for 23% of the total, the working-age population for 65%, and the population age 65+ for 12% of the Asian population.
- The young population grew by 13% from 2000 to 2010. Total population grew by 31%.

The Hispanic population is much younger.

- Median age is just 27, up from 25 in 2000.
- People under 20 make up 38% of the population; only 5% of the population is age 65+.
- The young population grew by 19% over the past decade. Total population grew by 28%.

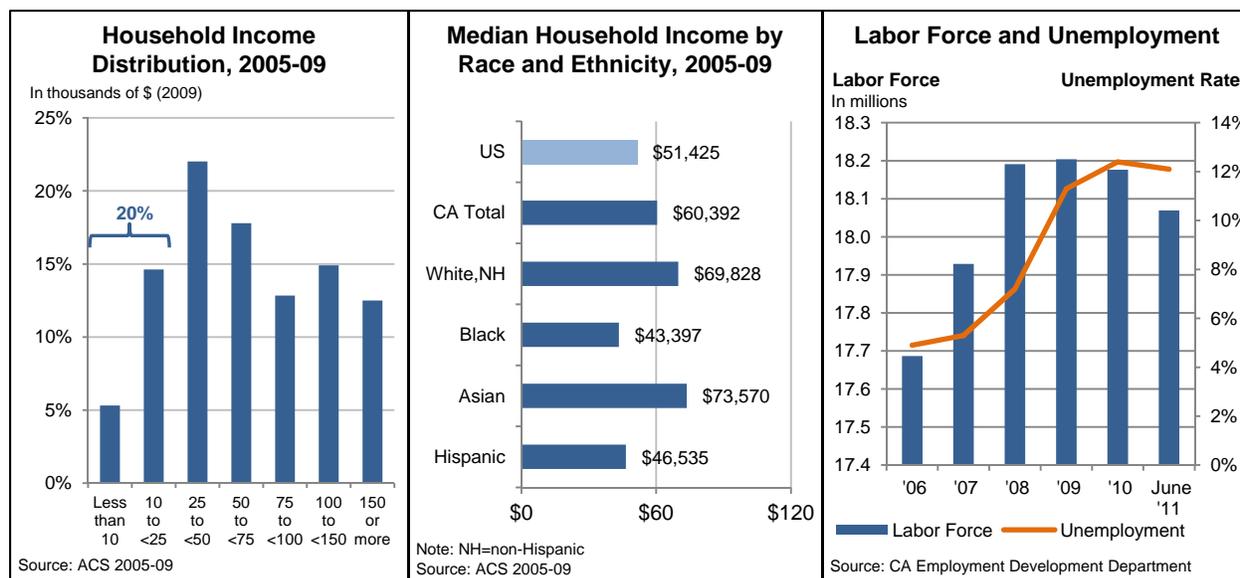
## The Intersection of Age and Ethnicity



The Hispanic population in California is significantly younger than the white, non-Hispanic population and has a large share of young people, 38% compared with 19% for the white, non-Hispanic population and 28% for the state overall. Conversely, the white, non-Hispanic population has a higher share of older people, 18% compared with 5% for the Hispanic population and 11% for the state overall. As a result of these divergent age structures, the racial and ethnic composition of the various age groups differs significantly.

- The young population is majority Hispanic: 51% of the state's young population (age 0 to 19) is Hispanic and 28% is white, non-Hispanic. Ten percent is Asian and 6% is black.
- Conversely, the older population is predominantly white, non-Hispanic: of the population age 65+, 62% is white, non-Hispanic and 18% is Hispanic. Thirteen percent is Asian and 5% is black.

## Income, Poverty, and Unemployment



The statewide median household income in 2005–09 was \$60,392, about 17% higher than the US median income of \$51,425. Income varies greatly across racial and ethnic groups, with median household income ranging from \$43,397 for black households to \$73,570 for Asian households.

- In 2005–09, California households were more heavily concentrated in the higher income brackets than households nationally: 12% of households in California had incomes of \$150,000 compared with 8% nationwide.
- California also had proportionally fewer lower-income households: 20% of households in California had income of less than \$25,000 compared with 24% nationwide.

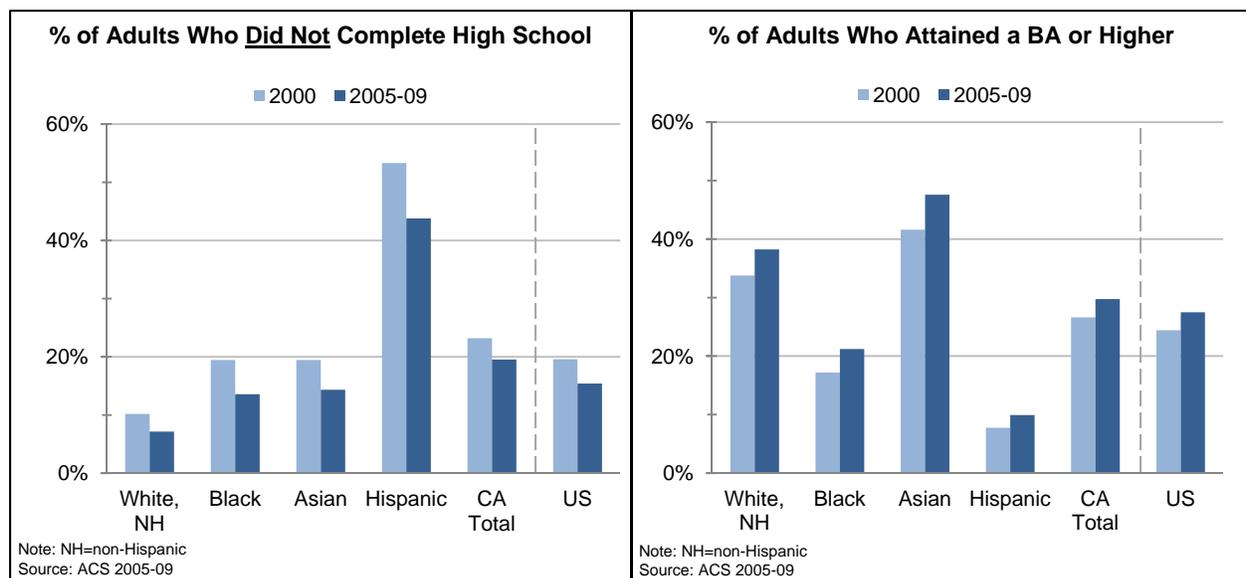
The poverty rates in California are similar to nationwide rates, with 13% of individuals and 10% of families living below the federal poverty level.

- For individuals age 65+, the poverty rate in California is 8%, lower than the 10% nationwide rate.

California's unemployment rate rose steeply from 4.9% in 2006 to 12.4% in 2010. The June 2011 unemployment rate was 12.1%, well above the national rate of 9.3%.

(Note: The most recently released statewide data on household income from the Current Population Survey show that inflation-adjusted median income in California dropped by 5% from 2009 to 2010 and that the share of individuals with income below the federal poverty level increased to 16% and the share of children in poverty increased to 23%. These data provide useful information about statewide trends, but they are not comparable to the five-year ACS data used for the demographic profiles in this series.)

## Education



Educational attainment in California varies significantly by race and ethnicity, particularly for high school completion.

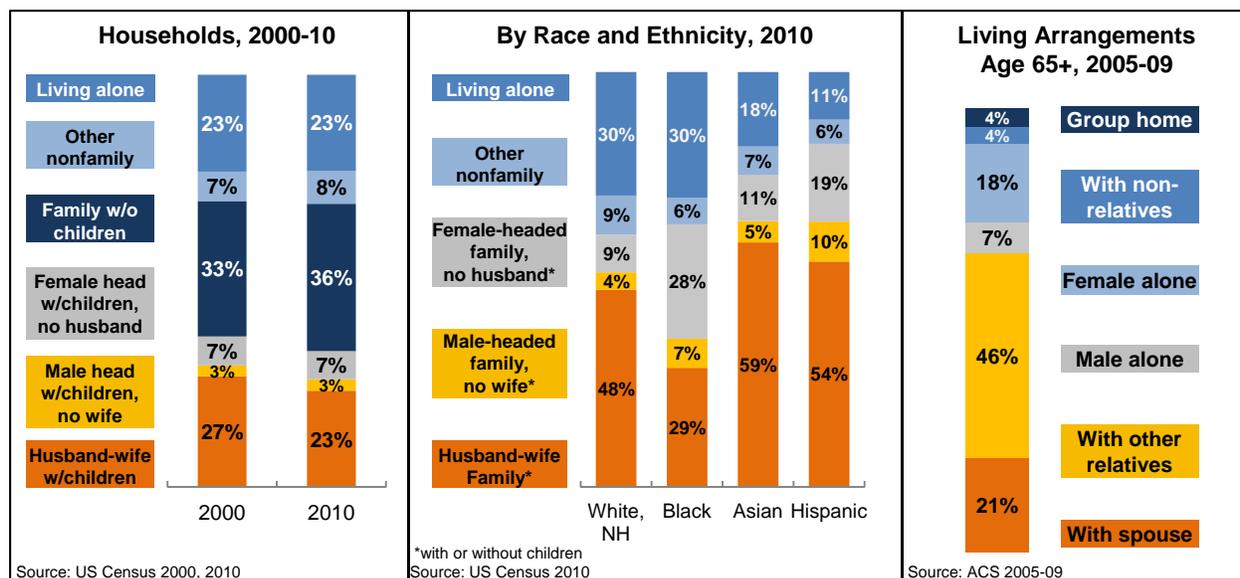
One-fifth of adults in California have not completed high school.

- Forty-four percent of Hispanic adults have not completed high school, compared with 14% of Asians and blacks. Just 7% of white, non-Hispanics have not completed high school.
- Although high school completion rates have increased since 2000, California still underperforms relative to the nation. Nationally, only 15% of adults have not completed high school, compared with 20% in California.

Statewide, 30% of adults have Bachelor's degrees or higher.

- Asians have the highest Bachelor's degree attainment at 48% and Hispanics have the lowest at 10%. Bachelor's degree attainment among black adults is 21% and among white, non-Hispanics it is 38%.
- Bachelor's degree attainment has increased since 2000 in both California and the US—to 30% in California and 28% nationwide.

## Households



The share of family households has remained stable since 2000, accounting for 69% of all households, but the mix of family types has shifted.

- Statewide, the traditional family household—a married couple with children—has been on the decline, with the share decreasing from 27% to 23% of total.
- In contrast, family households without children have increased from 33% to 36% of total.

Nonfamily households have increased in number but still represent about 31% of all households, with single-person households still accounting for 23% of total.

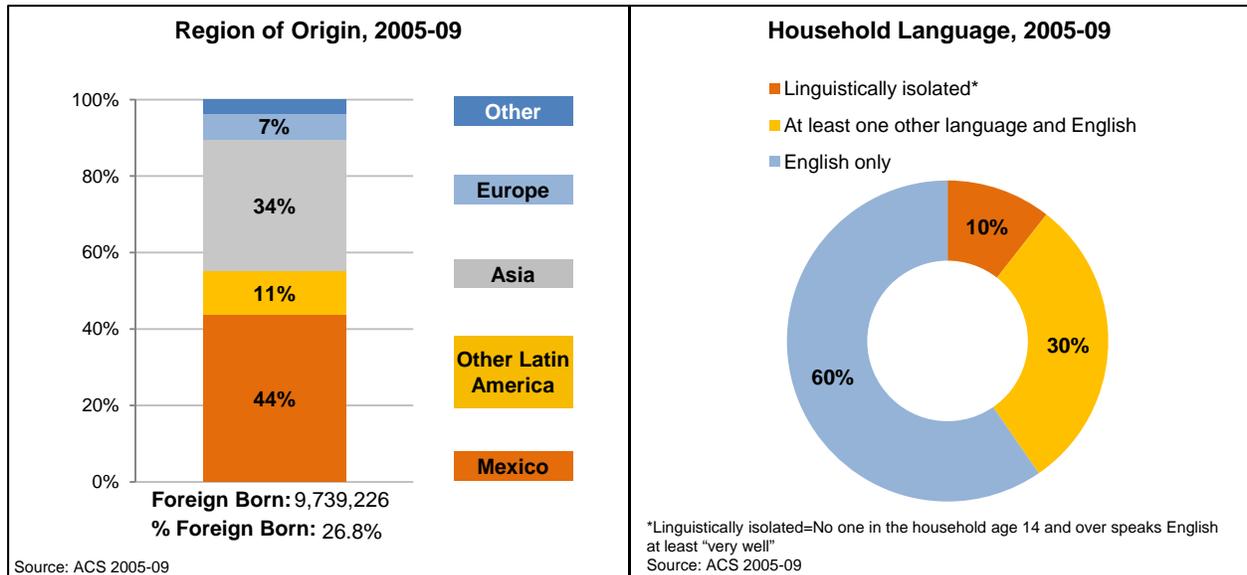
- Single person households are most common among blacks and white, non-Hispanics at 30% of households, and least common among Hispanics, at just 11% of households.

Husband-wife households, with or without children, account for almost half of all households.

- The share is highest among Asians, at 59%, and Hispanics, at 54%.

While most individuals age 65+ live with a spouse or other relatives, one quarter live alone, and most of those living alone are women.

## Foreign Born



More than one quarter of California's population is foreign born.

- Mexico is the most common country of origin, accounting for 44% of the immigrants. Another 11% come from other Latin American countries and 34% come from Asia. Only 7% come from Europe.
- With nearly 10 million immigrants, California accounts for 26% of the nation's foreign-born population, more than any other state.
- International immigration has declined over the last decade. Net international immigration totaled 2.1 million during the 1990s, but fell to 1.7 million from 2000 to 2010.

Across California, 10% of all households are linguistically isolated, meaning that no one in the household age 14 or older can speak English at least "very well." In addition, 30% of all households speak at least one other language besides English.



## Drawing Implications from the Demographics: Questions to Address

The Demographic Profiles in this report include charts and data tables that illustrate powerful demographic changes already underway in communities throughout California. Understanding these changes and evaluating how they might unfold will be critical for developing effective library services that meet the changing needs of the local areas. Answering the questions outlined below will help guide development of strategies that reflect the changing demographics.

### Population Growth

California's population increased by 10% over the past decade. The Hispanic and Asian populations each grew by about 30%. The white, non-Hispanic population declined by 5% and the black population declined by 1%. At the same time, the older age groups grew faster than the young population. Overall, the population has become more Hispanic as well as older.

- How has growth in your community differed from the statewide pattern? Which age groups or racial and ethnic groups have had the largest gains or losses?
- What factors have contributed to the growth or decline of your community's population in the last decade? What factors might influence future population gains or losses?
- How, if at all, were your library services different in 1990, 2000, and 2010?
- How have your library users changed from 1990 to 2000 and 2000 to 2010?
- How can your library change its services to reflect the population shifts that have occurred? In particular, what changes in services or operations might you consider in light of the increase or decrease in particular age groups or racial and ethnic groups?
- Do nearby communities face similar or different demographic shifts? Might there be opportunities to share services or offer complementary services?

### Diversity: Racial and Ethnic Mix

The population mix in California continues to shift. Over the past ten years, the white, non-Hispanic population declined from 47% to 40% of total, while the Hispanic population increased from 32% to 38%. The Asian share of total population increased from 11% to 13% while the black share remained at 6%.

- What are the racial and ethnic characteristics of your *actual user groups* and do they correspond with the racial and ethnic composition of *your community*?
- What services might be added or adapted to serve specific racial and ethnic groups?

### Age Structure

Over the last decade, California's overall age structure has shifted toward older brackets. In California overall, the School Age population (ages 6 to 10) decreased by 8% while the number of Teens (ages 14 to 18) increased by 13%. The Adult population (ages 33 to 45) decreased by 5%, while the Midlife Adult population (ages 46 to 64) increased by 36%. The population age 65+ increased by 18%, with the fastest growth occurring in the population age 85 and older.

- Did your community follow a similar pattern? If not, what pattern occurred in your community?
- Which age groups grew or declined the most in your community over the past ten years? Were these groups among your major users?
- What services might be added to serve the needs of specific age groups? What additional services might be needed as the baby boomers age and swell the population age 65+?

### **Aging and Ethnicity**

The Hispanic population in California is significantly younger than the white, non-Hispanic population. The Hispanic age structure is "pyramid shaped" with a broad base of young people and a relatively narrow top (38% of the population is 0 to 19 and only 5% is age 65+). In contrast, the age structure of the white, non-Hispanic population is more cube-like and has a smaller base of young people and a higher concentration of people in the upper age brackets than the Hispanic population (Only 19% of the white, non-Hispanic population is age 0 to 19, and another 18% is age 65+). As a result, 51% of the state's young population is Hispanic and only 28% is white, non-Hispanic. Conversely, the upper age brackets are predominantly white, non-Hispanic. Of the population age 65+, only 18% is Hispanic, while 62% is white, non-Hispanic.

- How does the age structure in your community differ by race and ethnicity? Which if any age groups are predominantly Hispanic? Predominantly white, non-Hispanic?
- What services could be added or modified to reflect the ethnic composition of various age groups?

### **Income**

The statewide median household income is \$60,000. Income varies greatly across racial and ethnic groups, with median household income ranging from \$43,000 for black households to \$74,000 for Asian households. Twelve percent of all households have incomes of \$150,000 or higher, while 20% have incomes of less than \$25,000.

- Is income inequality a significant issue in your area? How does median household income in your community differ across racial and ethnic groups? What share of your community has household income of \$150,000 or more? What share has household income of less than \$25,000, or less than \$10,000?
- How can your library help address the needs of low-income households?
- How can your library reach households that could lend financial support to the library, including recruiting individuals to join library leadership teams?

### **Unemployment**

California's unemployment rose steeply from 4.9% in 2006 to 12.4% in 2010. The June 2011 unemployment rate was 12.1%, well above the national rate of 9.3%.

- Based on the level of unemployment in your community, what types of job search resources can your library provide? What services might be provided to older people seeking re-entry into the workforce?
- Who else in your community is offering such services or resources? Is collaboration feasible? Can local or nearby employers be involved?

## Education

One-fifth of adults in California have not completed high school. Among Hispanic adults, 44% have not completed high school compared with 14% of Asians and blacks. College completion also varies by race and ethnicity: 48% of Asian adults have a Bachelor's degree compared with just 10% of Hispanics.

- Which groups in your community are most at risk of low educational attainment? What library services could support educational attainment for the various at-risk groups?
- What types of partnerships should your library consider in order to help teenagers and adults complete their educations?

## Households

Statewide, the traditional family household—a married couple with children—has been on the decline. In contrast, the share of family households without children has increased. While most individuals age 65+ live with a spouse or other relatives, one quarter live alone, and most of those living alone are women.

- Which household types are most common in your community?
- What additional services or changes might be implemented to accommodate the living arrangements most prevalent in your community?
- How might programs differ for families with and without children and for older people living alone?

## Foreign Born

More than one quarter of California's population is foreign born. Mexico is the country of origin for 44% of the immigrants; another 11% of immigrants came from other Latin American countries, and a third of the immigrants came from Asia.

- What are the major countries of origin for the immigrants in your community?
- Does your library offer services to help immigrants participate more fully in the community? Which of these services do you think are useful?
- What services do you think your library could offer that would target the needs of the specific immigrant groups reflected in your demographics?

## Language

Across California, 10% of all households are linguistically isolated, meaning that no one in the household age 14 or older can speak English at least "very well." In addition, 30% of all households speak at least one other language besides English.

- How can your library better assist people who are linguistically isolated? What collaborations might be feasible?
- Does your library have bilingual staff on hand to assist non-English speakers, as well as library materials in languages other than English? Do your staff and collections reflect your community's demographics?

