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# DEMOGRAPHICS

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This section covers population, age, ethnicity, household and personal income information, and educational attainment for Nevada County residents.

## POPULATION BY LOCATION

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California Department of Finance Population Estimates (**Table 1**) show a Nevada County population increase of 1.7% (1,695 persons) from January 2003 to January 2004. For 2005-06 this rate slowed to 0.6%. This annual growth rate is lower than the statewide increase of 1.5% and significantly lower than that of the neighboring county of Placer County (3.0%).

**Table 1**  
**Population Change by Location**  
**2002 to 2006**

COUNTY/CITY	1/1/2002	1/1/2003	1/1/2004	1/1/2005	1/1/2006	Change 2005-06
GRASS VALLEY	11,971	12,075	12,306	13,079	13,031	-0.4%
NEVADA CITY	3,035	3,045	3,055	3,069	3,088	0.6%
TRUCKEE	14,701	14,925	15,327	15,746	15,915	1.1%
UNINCORPORATED	65,284	66,327	67,379	67,616	68,032	0.6%
COUNTY TOTAL	94,991	96,372	98,067	99,510	100,066	0.6%
CALIFORNIA (1000s)	35,088	35,691	36,245	36,728	37,172	1.2%

*Source: State of California, Department of Finance, E-4 Population Estimates for Cities, Counties and the State, 2002-2006*

Based on the California Department of Finance Demographic Research Unit estimates, Grass Valley actually lost population, slightly, while the biggest city growth for 2005-06 came in the Truckee area. Truckee continues to be the largest and fastest growing town within the County. Once again, the biggest growth occurred in the unincorporated area with 416 new residents. Nevada City population continued its very minimal rate of growth trend. Compared to statewide growth, Nevada County is the 36<sup>th</sup> fastest growing out of 58 California counties. Grass Valley is the 194<sup>th</sup> fastest growing city in California, while Nevada City is the 453<sup>rd</sup> fastest growing out of 477 cities in the state.

## POPULATION BY AGE

U.S. Census Bureau's Population by Age Estimates show Nevada County losing population in the 0-to-4, 20-to-24, 25-to-44 and 65-to-84 age brackets. The largest decrease by percentage (19.7%) was in the 20-to-24 year age group. However, the total youth population increased slightly, accounting for 30.6% of the total population. As a percentage of total population, the 65-and-older age group decreased to 18.2%, down from 19.6% of the total population in 1999. The largest increase, in both number and percentage points, was in the 45-to-64 populations. Based on the 2000 census, the median age is 43.1 years compared to 33.3 years for all of California.

**Table 2** provides the percentage of population by age for the entire County and for the incorporated cities within the County. Based on its 2000 population base of slightly fewer than 11,000 residents, the City of Grass Valley has the highest percentage of persons over 65 years of age (22%). On a Countywide basis, just 22.5% (2,903 of 14,295) of all seniors live within the limits of a city, as compared to 38.1% (7,429 of 23, 344) of all youth nineteen or under.

**Table 2**  
**Population by Age**  
**County and Cities, 2000**

	Total County		Grass Valley		Nevada City		Truckee	
	Population	Percent	Population	Percent	Population	Percent	Population	Percent
0 to 4	4,306	4.7%	700	6.4%	99	3.3%	875	6.3%
5 to 19	19,038	20.7%	2,116	19.4%	564	18.8%	3,075	22.2%
20 to 24	3,561	3.9%	752	6.9%	149	5.0%	715	5.2%
25 to 44	22,141	24.1%	2,732	25.0%	777	25.9%	5,107	36.8%
45 to 64	26,938	29.3%	2,219	20.3%	965	32.2%	3,327	24.0%
65 to 84	14,293	15.5%	1,877	17.2%	374	12.5%	712	5.1%
85+	1,756	1.9%	526	4.8%	73	2.4%	53	0.4%

Source: 2000 U.S. Census Bureau's Population by Age

**Table 3** shows that the growth occurring within the County is based on migration into the County rather than from natural increases. Births declined slightly from 2003-2004, yet still more people in the County have died than have been born. This results in a net natural decline of 149 residents, almost double the natural decrease reported in 2003. There was, however, a net in-migration of 2,247 people, the largest figure over the ten-year period.

**Table 3**  
**Nevada County Components of Change – 1994-2004**

	Population	Change	Births	Deaths	Natural Increase	Net Migration
1994	85,800	900	892	773	119	781
1995	87,100	1,300	803	753	50	1,250
1996	88,100	1,000	837	783	54	946
1997	89,400	1,300	780	798	-18	1,318
1998	90,300	900	806	864	-58	958
1999	90,900	600	727	856	-129	729
2000	92,300	1,400	772	843	-71	1,471
2001	94,300	2,000	759	863	-104	2,104
2002	96,000	1,700	837	932	-96	1,796
2003	96,900	900	863	938	-75	975
2004	98,998	2,098	855	1,004	-149	2,247

*Source: State of California, Department of Finance, Revised Historical County Population Estimates and Components of Change July 1, 1994-2004.*

## POPULATION BY RACE / ETHNICITY

Nevada County Race/Ethnicity information is based on 2000 US Bureau of Census information. During the past decade, the County saw a slight increase in its Hispanic population (4.2% in 1990, 5.7% in 2000) but, otherwise, there was very little diversity added. This is a counter-trend to the rest of California, which has a growing Hispanic population that is now 32.4% of the State's total.

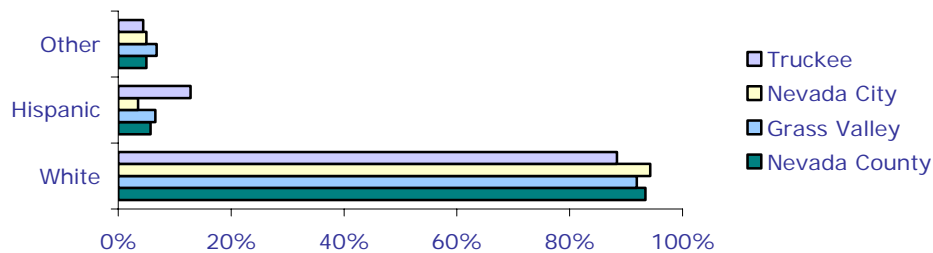
**Table 4**  
**Race/Ethnicity Comparison**

	Nevada County		Grass Valley		Nevada City		Truckee	
White	85,948	93.4%	10,038	91.9%	2,829	94.3%	12,254	88.4%
Hispanic	5,201	5.7%	717	6.6%	104	3.5%	1,773	12.8%
Black	259	0.3%	29	0.3%	13	0.4%	34	0.2%
American Indian	814	0.9%	146	1.3%	41	1.4%	82	0.6%
Asian	715	0.8%	115	1.1%	22	0.7%	120	0.9%
Pacific Islander	81	0.1%	8	0.1%	1	0.0%	24	0.2%
Other	253	0.3%	32	0.3%	2	0.1%	41	0.3%
Two or More Races	2,434	2.6%	405	3.7%	73	2.4%	300	2.2%

*Source: U.S. Department of Commerce, Bureau of the Census, 2000*  
*Percentages equal more than 100 per cent because of individuals declaring multiple ethnicity.*

A comparison of Race/Ethnicity by Community **Chart 1** shows that, by percentage of the area population, Truckee has more than twice as many Hispanics than the rest of the county.

**Chart 1**  
**Race/Ethnicity by Community**



Source: U.S. Department of Commerce, Bureau of the Census, 2000

## PERSONAL INCOME

Personal income is analyzed in terms of per capita income (PCPI) and total personal income (TPI). Personal income includes income received on a regular basis plus government and business transfer payments (e.g., Medicare benefits) and government interest. The data are estimated by the U. S. Bureau of Economic Analysis from a variety of administrative records including Internal Revenue Service data and sample surveys. Personal income equates to wages and salaries, other labor income, proprietors' income, personal interest and dividends, and transfer payments, minus contributions to Social Security. PCPI is the total personal income for the population divided by the number of persons in that population. It is an indicator of potential individual buying power. As a summary figure, TPI is an indicator of the collective potential buying power across the area.

In 2005 (most recent numbers), Nevada County had a PCPI of \$36,890, a healthy 12.2% growth over the four-year period. (**Table 5**)

This PCPI was 95% of the State average, \$38,930. This was a slight decline from 2002 when Nevada County's PCPI was 99% of the statewide average, indicating that the growth in PCPI for Nevada County is not quite keeping up with the statewide growth rate. Conversely, Nevada County's PCPI was 106% of the national average in 2002, but was 107% of the national average in 2006. That is, the growth rate in PCPI for California is, in general, outstripping that of the nation

even though the PCPI growth rate in Nevada County is not keeping pace with the State.

**Table 5**  
**Per Capita Income Comparison**

	2002	2003	2004	2005
California	32,803	33,406	35,278	36,890
Nevada	31,294	32,136	33,957	35,134
El Dorado	36,190	36,921	38,421	40,322
Placer	36,604	37,303	38,958	40,754

Nevada County's per capita income for the year 2006 **Table 6** is projected to grow by 5.3% in current dollars over the 2005 estimates, more than the average for the previous three years but less than the growth for 2003-2004.

**Table 6**  
**Nevada County Income per Capita**

Income Per Capita	2002	2003	2004	2005	2006	% Change 05-06
Current \$	31,294	32,136	33,957	35,134	37,020	5.1%

*Source: U.S. Department of Commerce, Regional Economic Information System, with 2005-2006 Estimates by the Center for Economic Development, California State University, Chico*

According to U.S. Department of Commerce information, mean household income is projected to have increased by 9.1% from 2005 to 2006, (**Table 7**). Also expected to rise is the amount of retail sales per household, increasing by 4.6%. Based on approximately forty thousand households, this equates to something on the order of at least \$831 million in potential retail sales for Nevada County.

**Table 7**  
**Nevada County Household Data**

Household Data	2002	2003	2004	2005	2006	Percent Change 2005-06
Persons Per Household	2.51	2.51	2.52	<i>2.50</i>	<i>2.49</i>	-0.4%
Retail Sales Per Household	\$18,437	\$18,448	\$19,915	<i>\$20,722</i>	<i>\$21,592</i>	4.2%
Mean Household Income	\$78,247	\$80,042	\$84,071	<i>\$87,690</i>	<i>\$92,284</i>	5.2%

*Source: U.S. Department of Commerce, Regional Economic Information System, with 2005-2006 Estimates by the Center for Economic Development, California State University, Chico*  
*Note: Figures in italics are estimated or projected.*

As indicated in **Table 8**, Nevada County earnings for 2006 were 51.0% of TPI, the same percentage they were in 2002. Dividends, interest, and rent were 20.6%, compared to 27% in 2002 and 30.7% in 1990. This category shows the largest percentage decline since 2002, part of a continuous decline over the past 15 years and accounting for the largest change in the composition of TPI.

Transfer payments were 13.9%, compared to 14% in 2002, and 13.8% in 1990, indicating a nearly static level over the past 15 years. Transfer payments include old age, veteran, survivors, and disability benefits, government unemployment insurance, and family assistance payments.

**Table 8**  
**Components of Nevada County Total Personal Income 2002-2006**  
**In Millions of Dollars**

	2002	2003	2004	2005	2006	Percent Change 05-06
Wage & Salaries	948	964.3	1016.6	<i>1,081.6</i>	<i>1,153.1</i>	6.6%
Other Labor Income	202.7	219.7	243.0	<i>258.9</i>	<i>277.6</i>	7.2%
Proprietors' Income	427.1	454.0	505	<i>546.9</i>	<i>595</i>	8.8%
Dividends, Interest & Rent	710.1	717.6	754.4	<i>786.7</i>	<i>818.0</i>	4.0%
Transfer Payments	446.7	467.4	496.9	<i>524.0</i>	<i>551.6</i>	5.3%
Residence Adjustment	410.8	444.8	484.1	<i>527.4</i>	<i>573.3</i>	8.7%
Total	3,145.4	3,267.8	3,500.0	<i>3,725.5</i>	<i>3,968.6</i>	6.5%

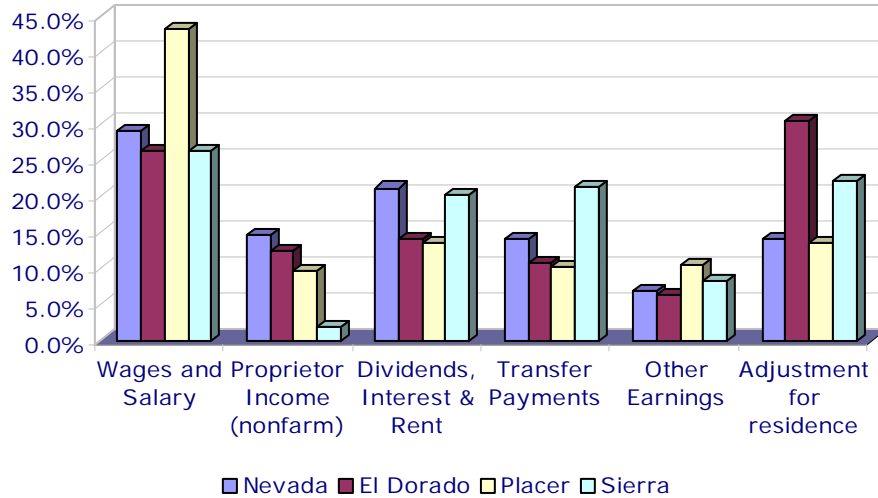
*Source: U.S. Department of Commerce, Regional Economic Information System, with 2005-2006 Estimates by the Center for Economic Development, California State University, Chico. Note: Figures in Italics are estimated or projected.*

According to the United Bureau of Labor Statistics, the national annual inflation rate (rise in Consumer Price Index) was 3.2% between 2005 and 2006. Income in Nevada County rose 6.5% during that period, meaning that income for Nevada County residents is increasing at a rate well ahead of inflation.

A comparison of Nevada County sources of income to the other three counties in the SEDD region is depicted in **Chart 2**. The composition of personal income, by categories, varies greatly among the four counties.

## Chart 2

### Comparison of Income by Source for SEDD Counties, Year 2005



Source: Bureau of Economic Analysis, CA05N – Personal income by major source

## EDUCATION ATTAINMENT

Education attainment relates directly to an area’s ability to attract and retain well-paying jobs. Employers are interested in areas in which the populace is well educated.

**Table 9** shows that more than 90% of all Nevada County residents have completed high school and attained some level of college education. This compares to 76.3% of the State of California population and 80.4% of the nation’s population, age 25 or over. Within the county, Nevada City residents are the most educated with 35.7% having Bachelor’s degrees or higher and 16% having attained graduate or professional level degrees. In general, Nevada County residents are better educated than the rest of California and the nation, although County residents lag slightly behind the State and the nation at the highest degree level.

**Table 9**

**Comparison by Percentage of County, State and National Educational Attainment by Persons 25 Years or Over**

	<b>Nevada County</b>	<b>Grass Valley</b>	<b>Nevada City</b>	<b>Truckee</b>	<b>State</b>	<b>National</b>
<b>Less than 9<sup>th</sup> Grade</b>	<b>1.8</b>	<b>3.1</b>	<b>0.8</b>	<b>3.1</b>	<b>11.5</b>	<b>7.5</b>
<b>9<sup>th</sup> to 12<sup>th</sup> Grade, no Diploma</b>	<b>7.9</b>	<b>10.2</b>	<b>7</b>	<b>7</b>	<b>11.7</b>	<b>12.1</b>
<b>High School Graduate (includes Equiv)</b>	<b>23.8</b>	<b>34</b>	<b>17.5</b>	<b>19.4</b>	<b>20.1</b>	<b>28.6</b>
<b>Some College, No Degree</b>	<b>30.9</b>	<b>28.7</b>	<b>30.7</b>	<b>27</b>	<b>22.9</b>	<b>21</b>
<b>AA Degree</b>	<b>9.5</b>	<b>6.5</b>	<b>8.3</b>	<b>10.5</b>	<b>7.1</b>	<b>6.3</b>
<b>BA Degree</b>	<b>17.3</b>	<b>12.1</b>	<b>19.7</b>	<b>24.6</b>	<b>17.1</b>	<b>15.5</b>
<b>Graduate or Professional Degree</b>	<b>8.8</b>	<b>5.2</b>	<b>16</b>	<b>8.4</b>	<b>9.5</b>	<b>8.9</b>
<b>% High School Graduates and Higher</b>	<b>90.3</b>	<b>88.6</b>	<b>92.2</b>	<b>89.9</b>	<b>76.8</b>	<b>80.4</b>
<b>% BA and Higher</b>	<b>26.1</b>	<b>17.4</b>	<b>35.7</b>	<b>33</b>	<b>26.6</b>	<b>24.4</b>

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Source: U.S. Census Bureau, 2000