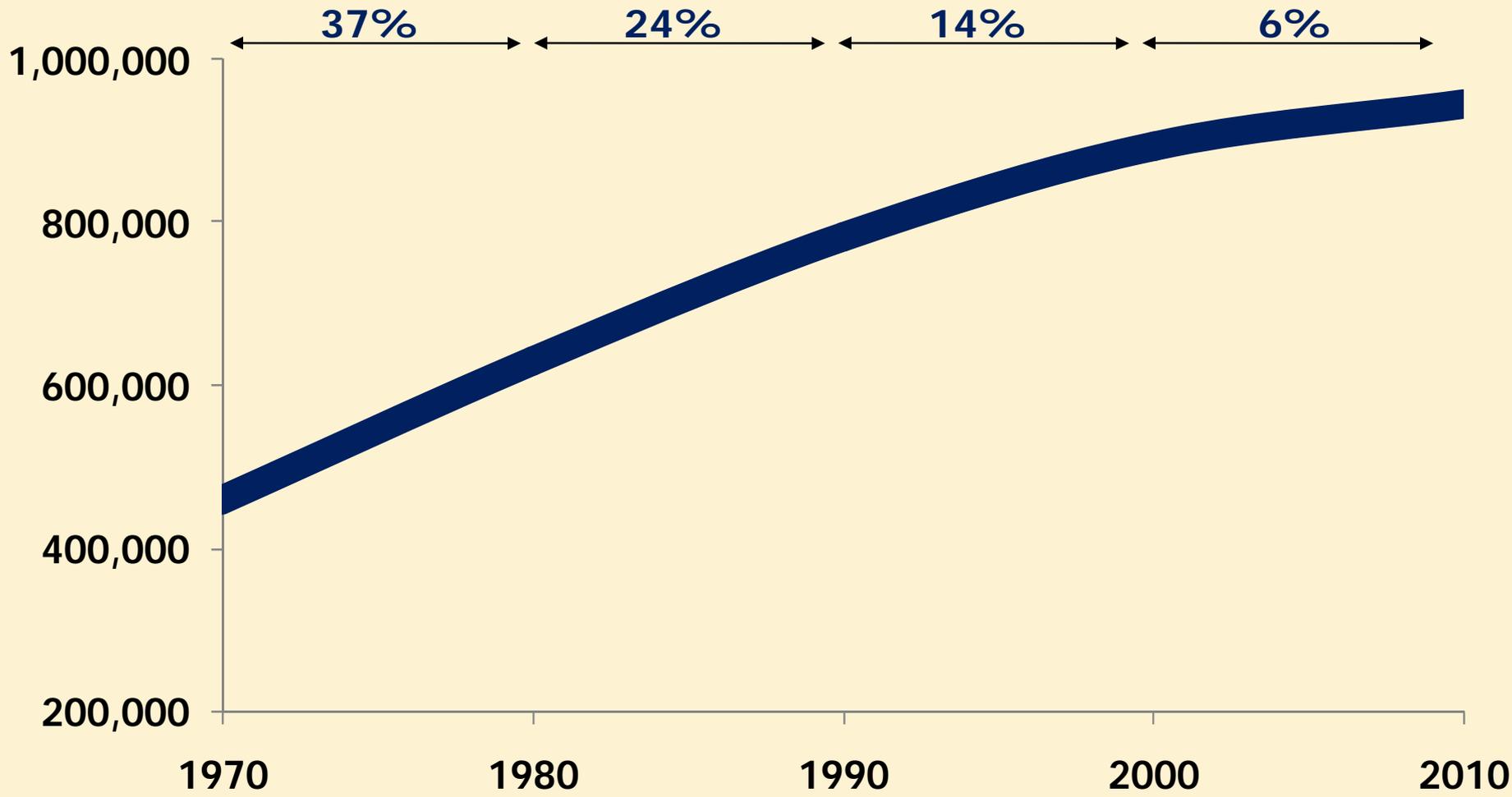


San Jose Demographic Findings and Trends, Census 2010

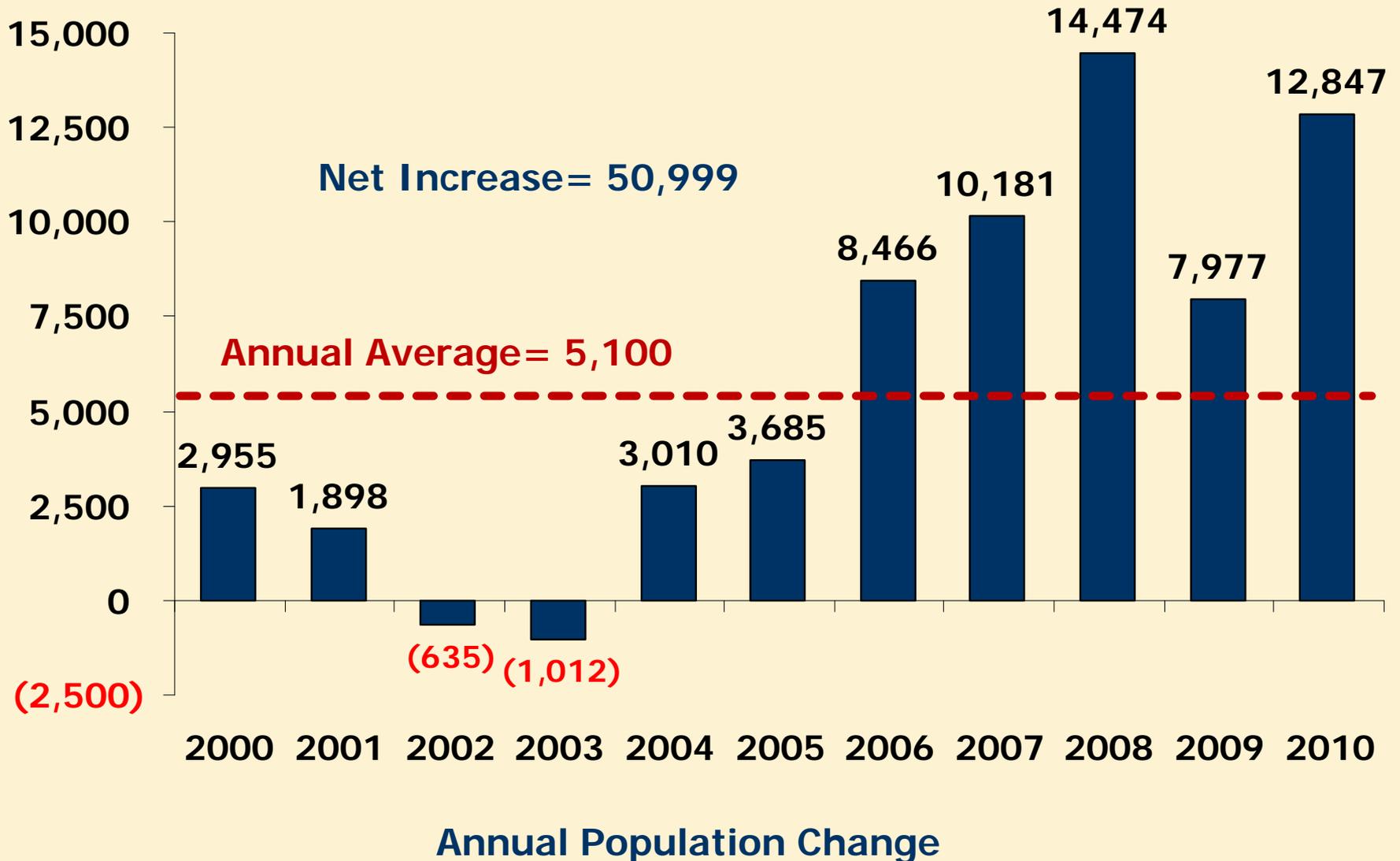
*Michael Bills, Senior Planner
City of San Jose
March 16, 2012*

Population Growing...But at a Slower Rate



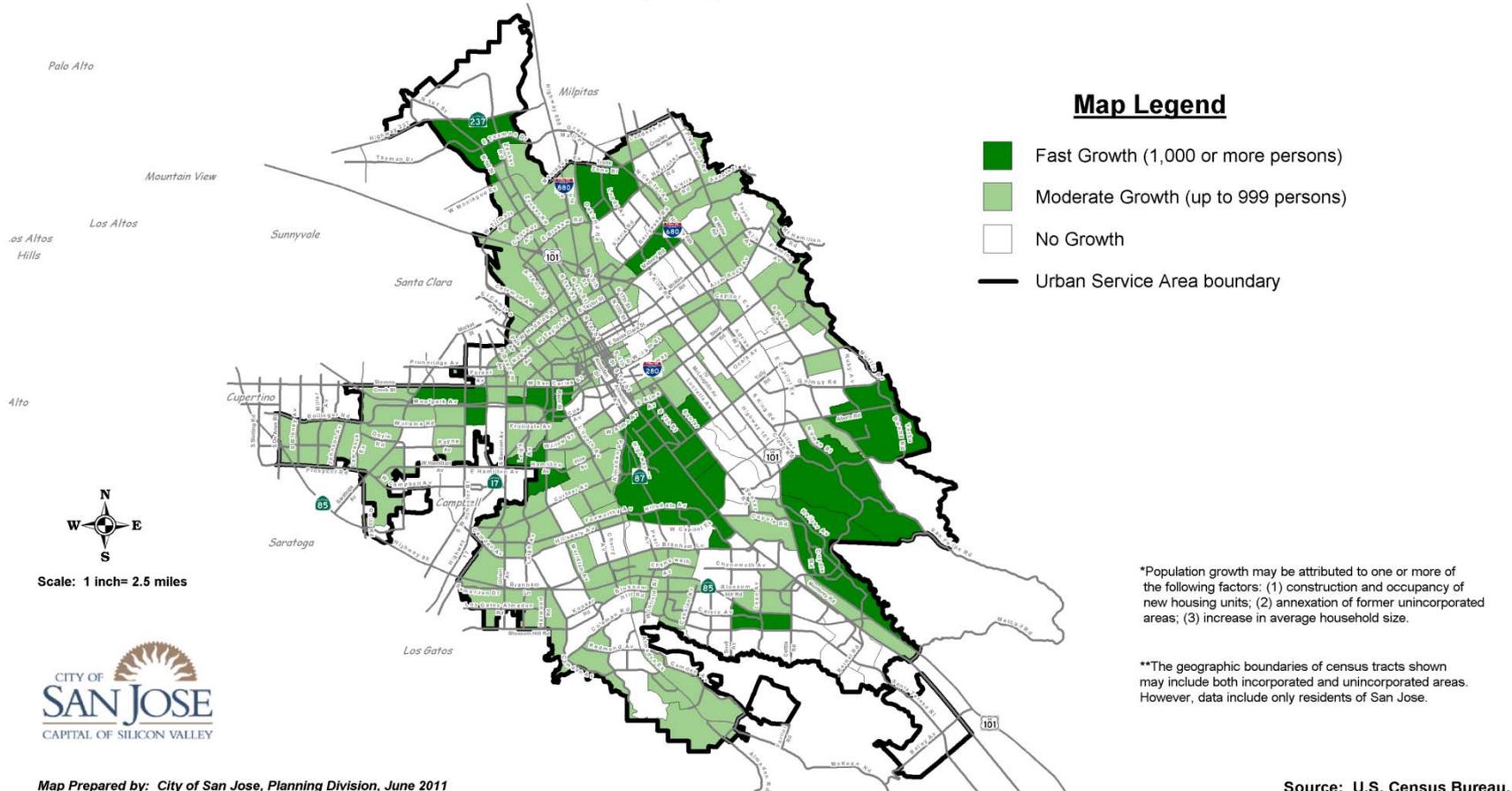
Population Growth by Decade

Significant Year-to-Year Growth Variation

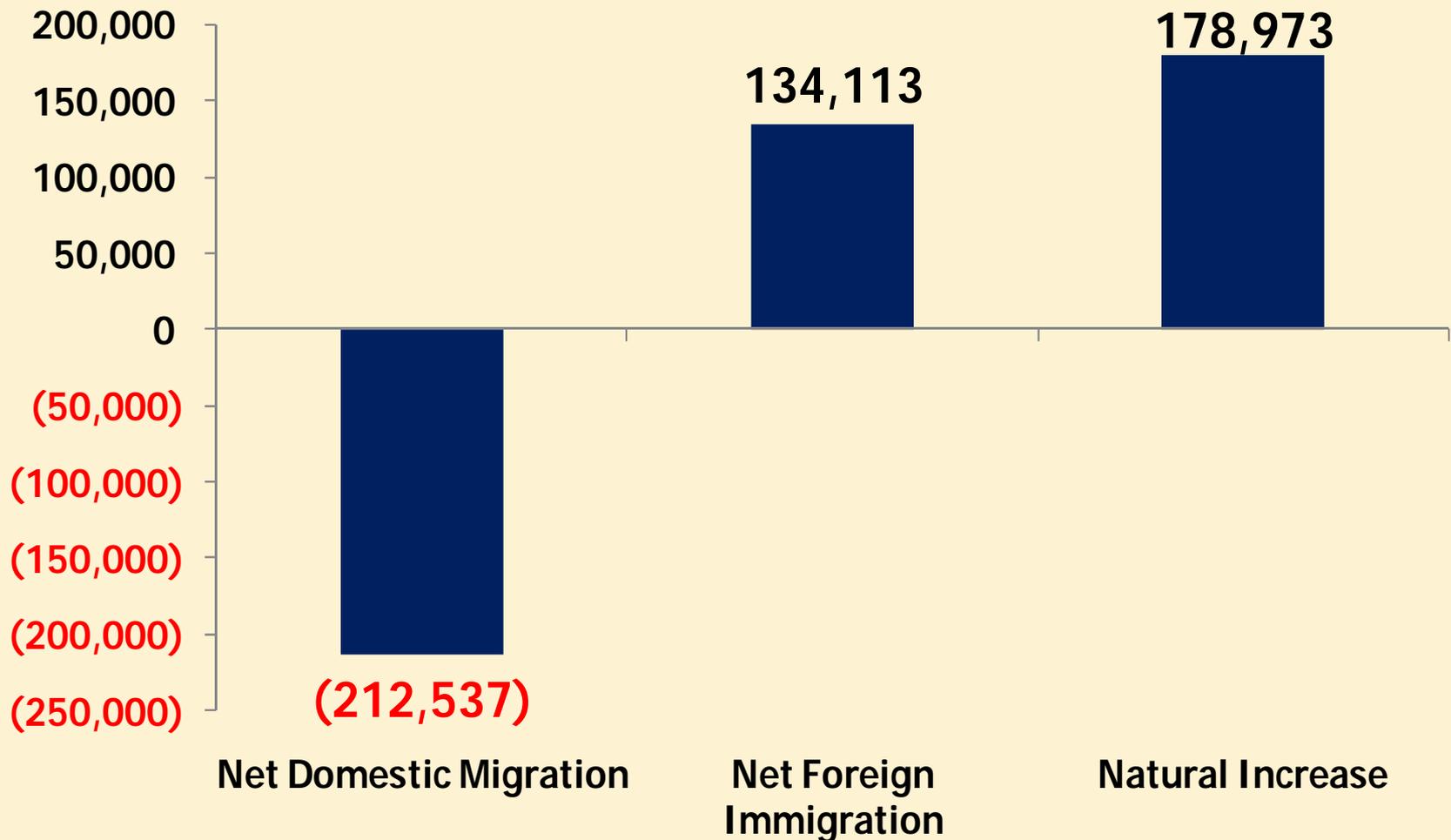


Population Growth by Census Tract

City of San Jose Population Growth*, by Census Tract, 2000-2010**



Growth from Immigration and Natural Increase; Domestic Migration was Negative



Population Change for Santa Clara County, 2000-2010

A City of Immigrants

39%

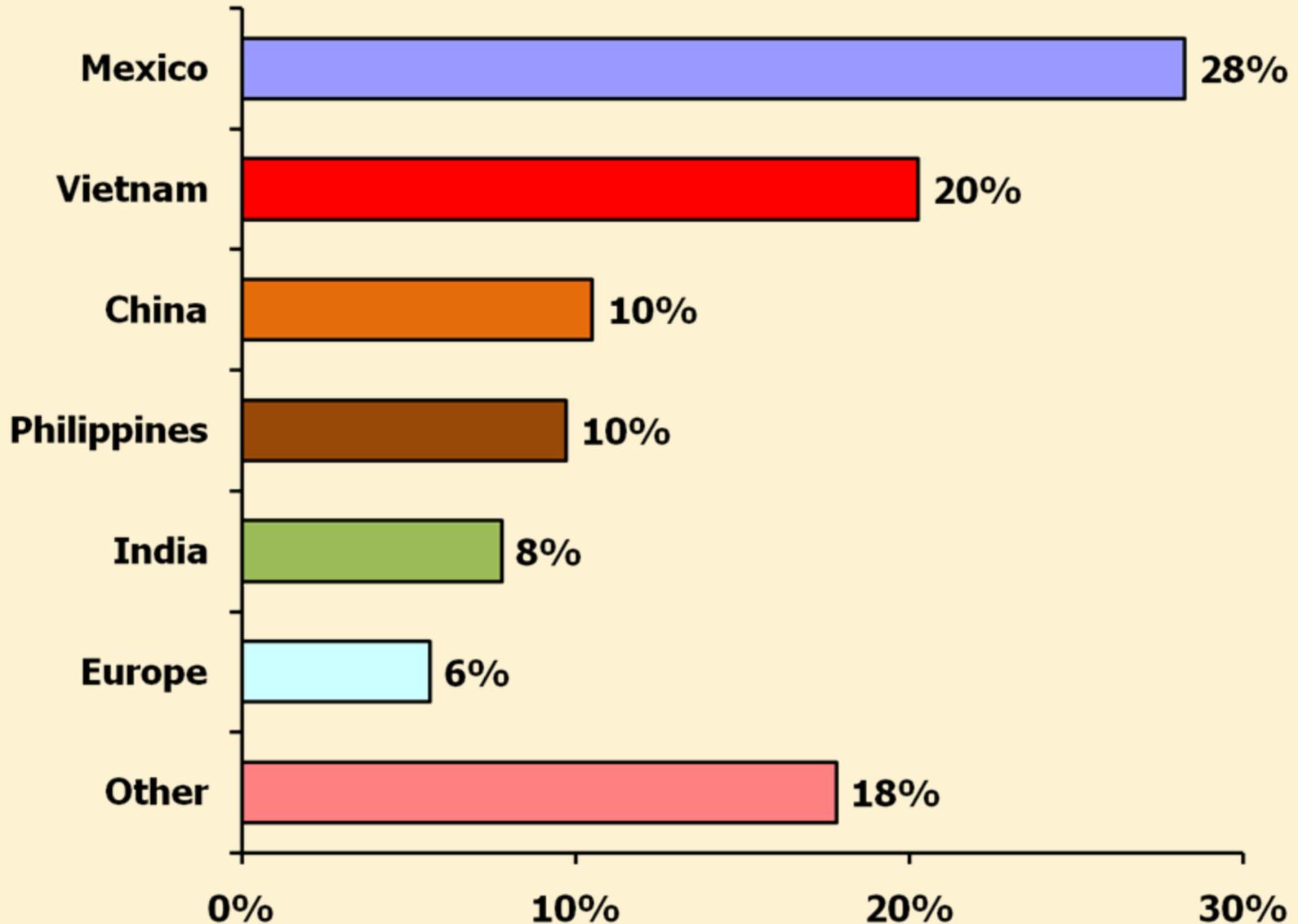
Born in another country

- **2/3 from Asia**
- **1/3 from Latin America**

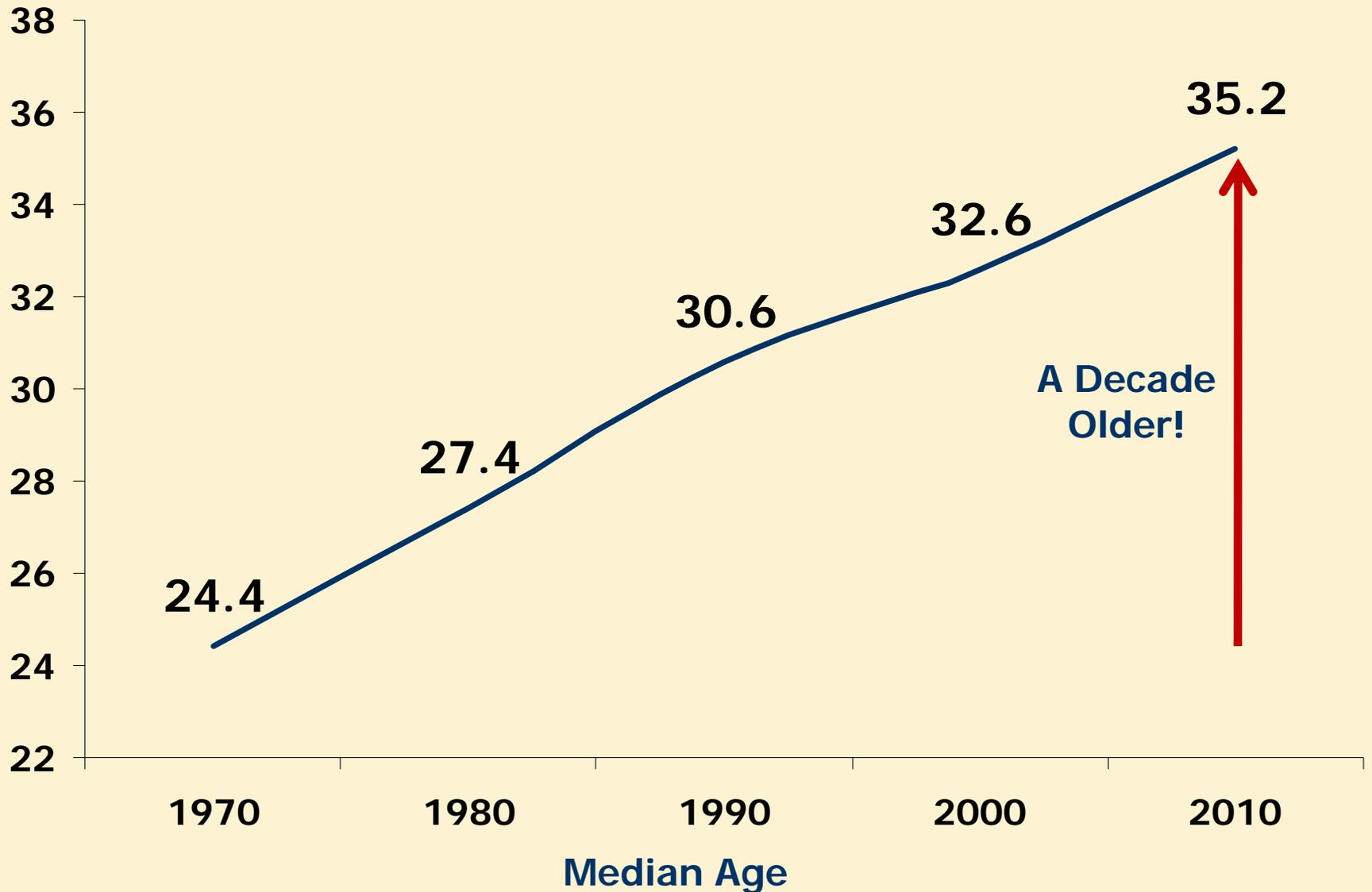
12%

**Entered U.S. since 2000
(>100,000 residents!)**

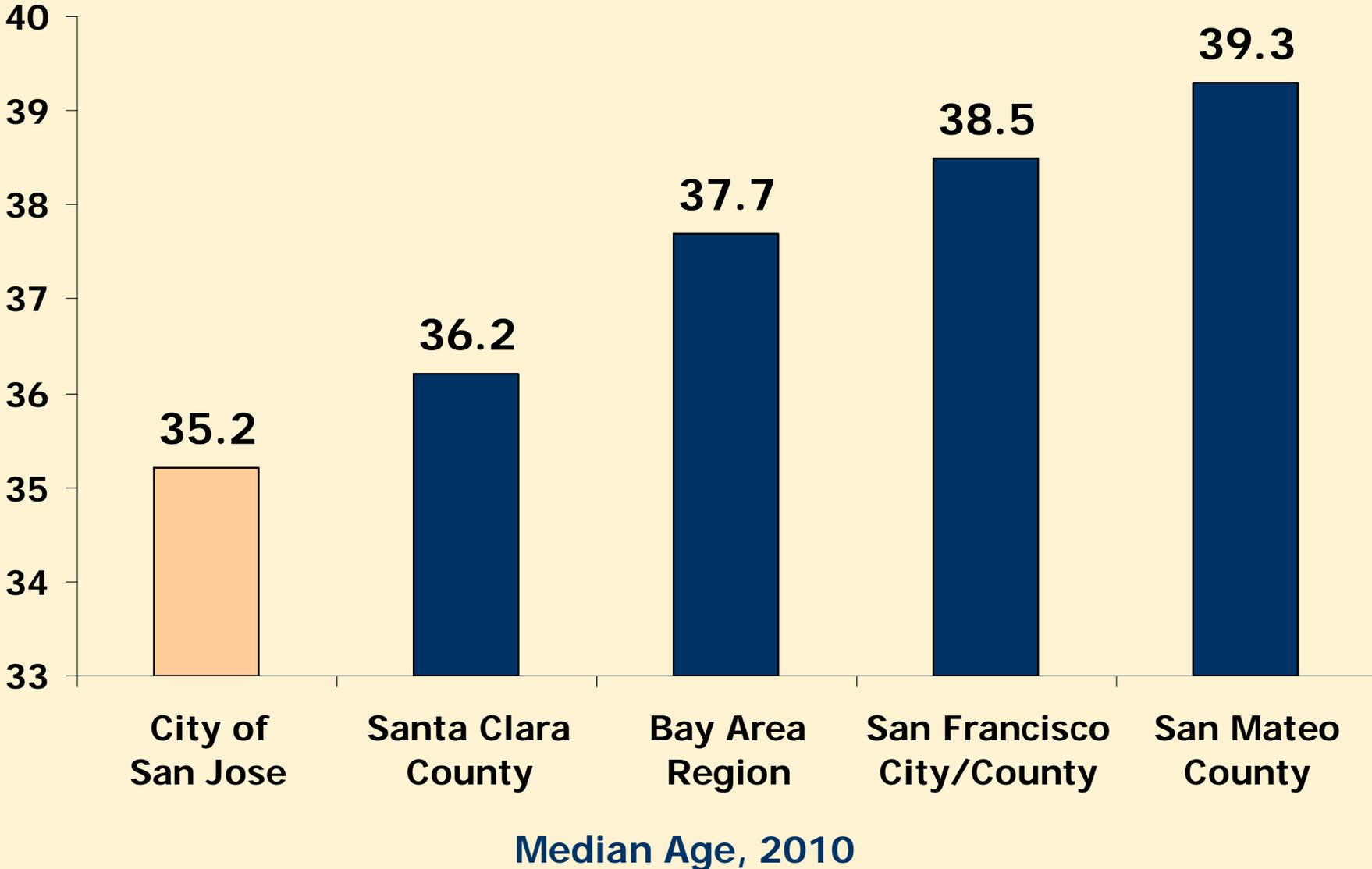
3/4 of Foreign Born From One of Five Countries



We Are Getting Older...

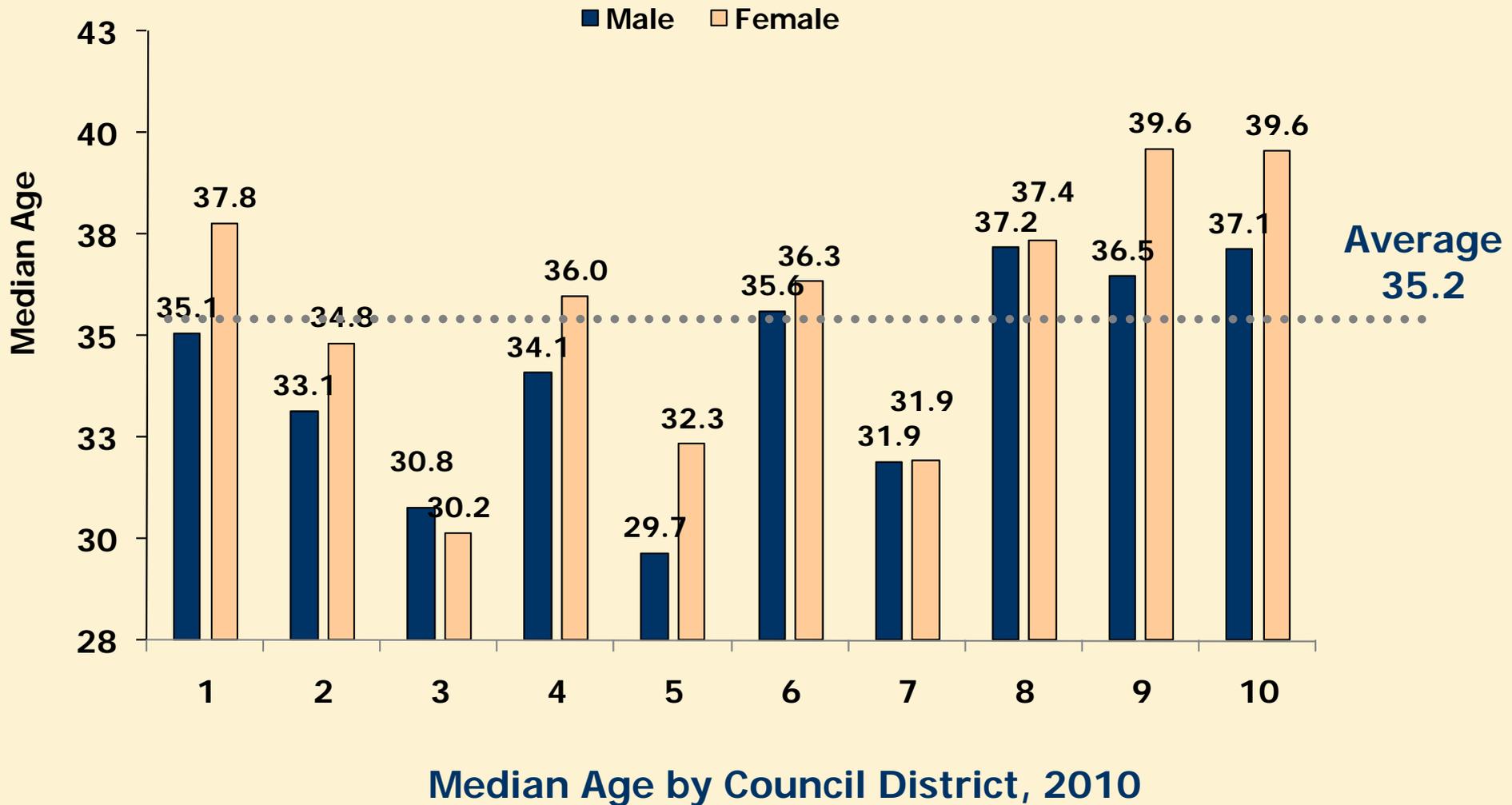


...But Are Still Relatively Young

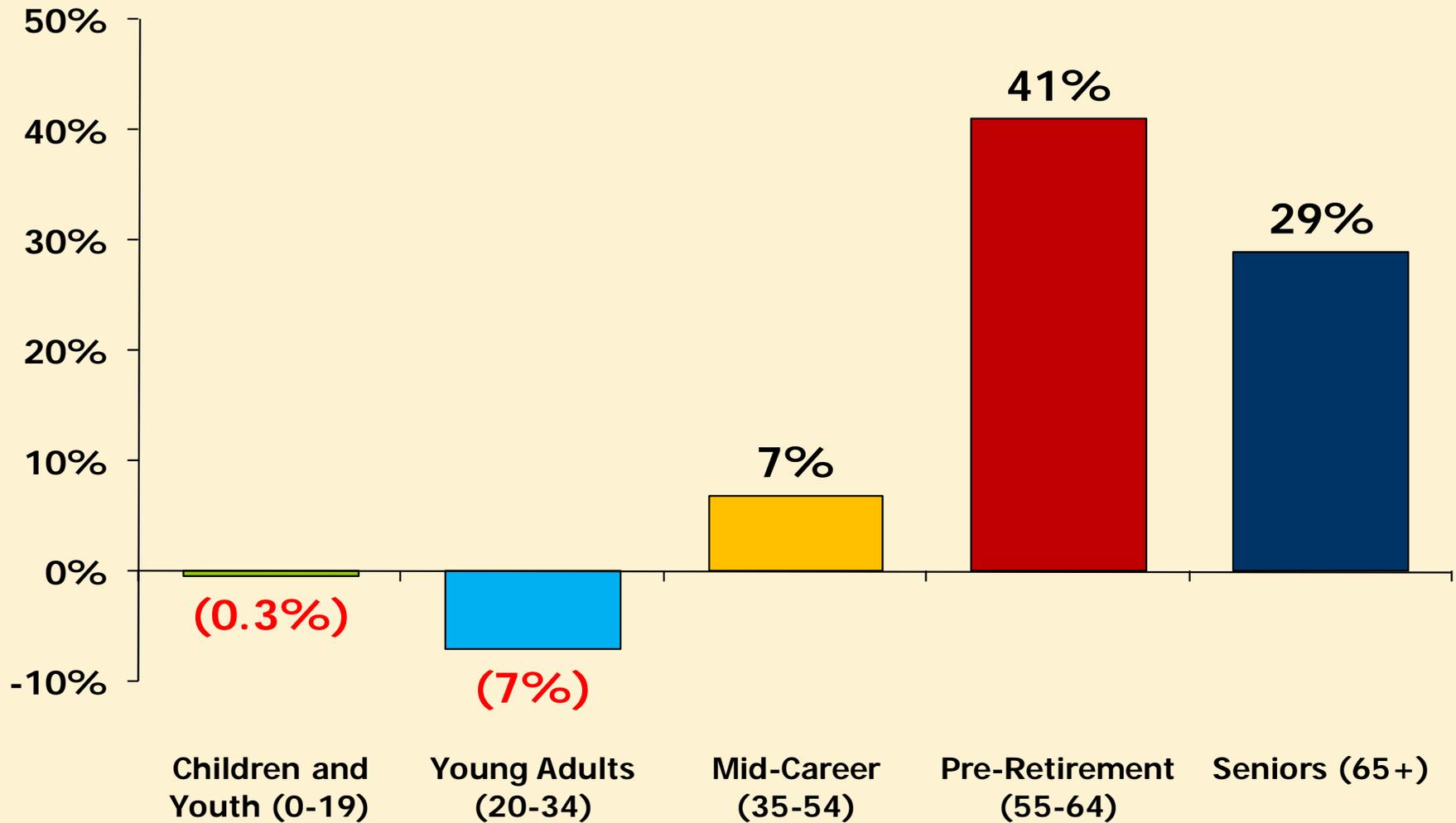


Source: U.S. Census Bureau

Median Age: Large Council District Variation

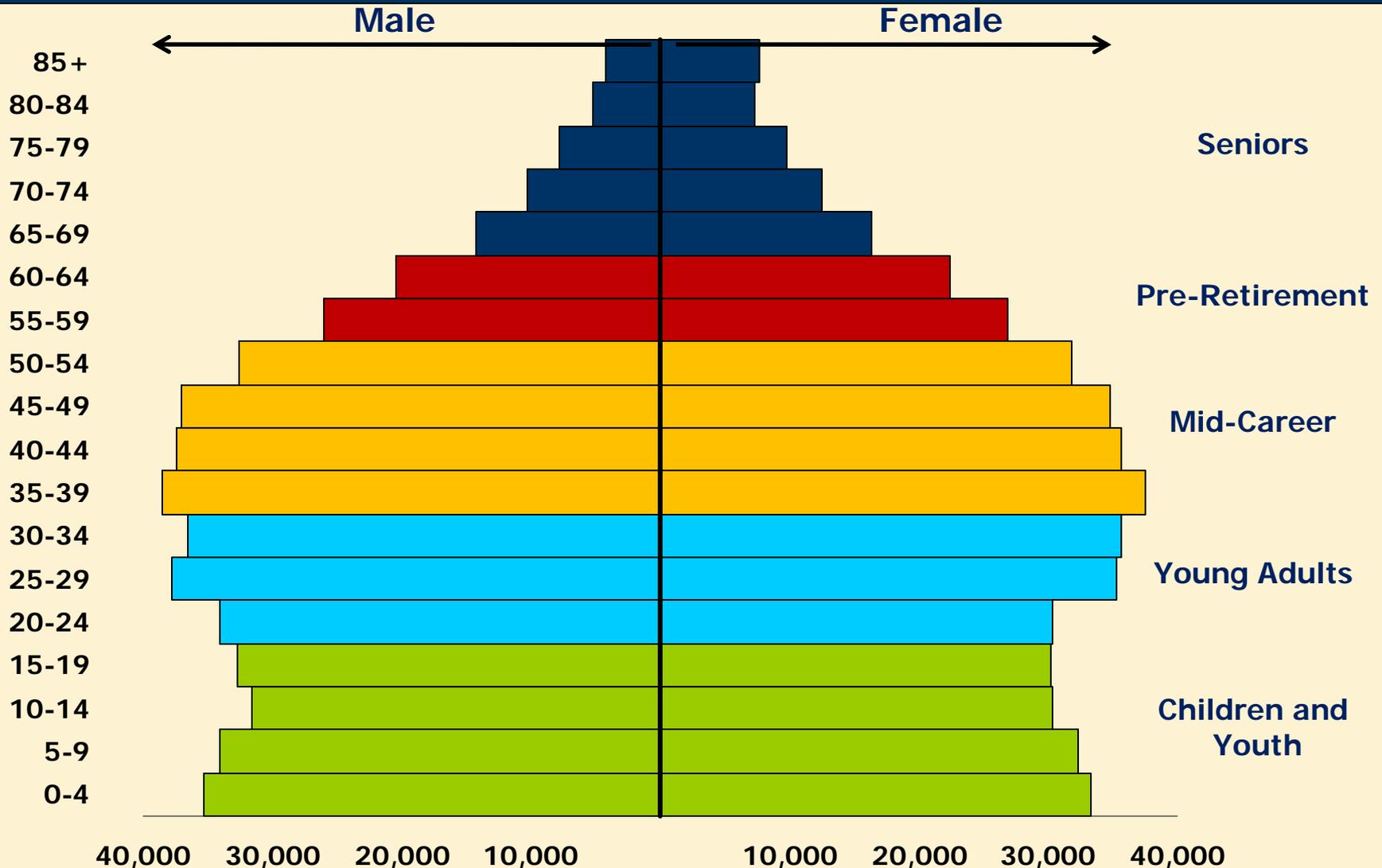


Young Population Declined; Boomers Headed To Senior Status



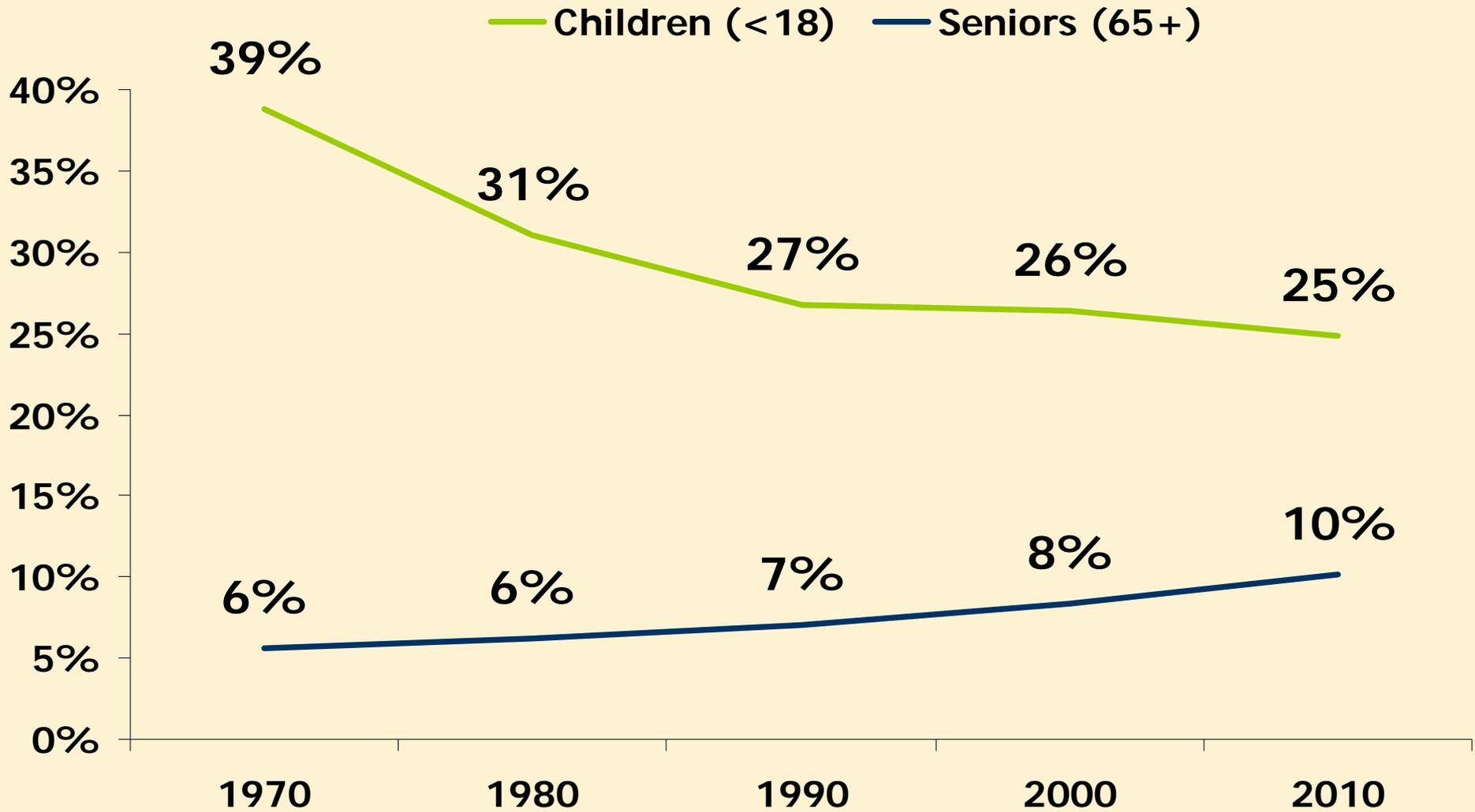
Percent Change by Age Group, 2000-2010

Population Pyramid: A "Top-Heavy" Shape



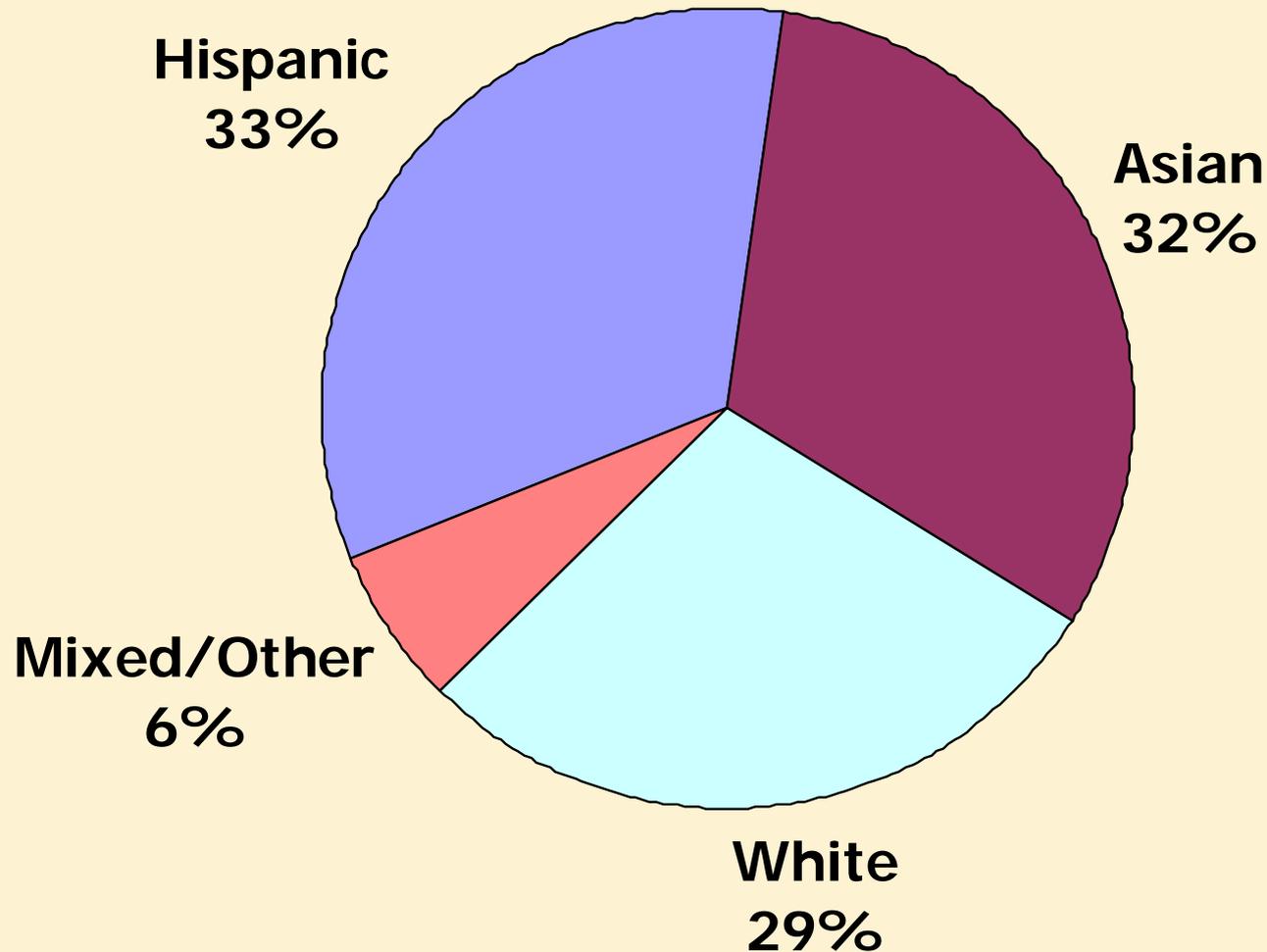
Grouped Age Cohorts by Gender, 2010

Kids a Declining Share; Seniors Continue to Increase



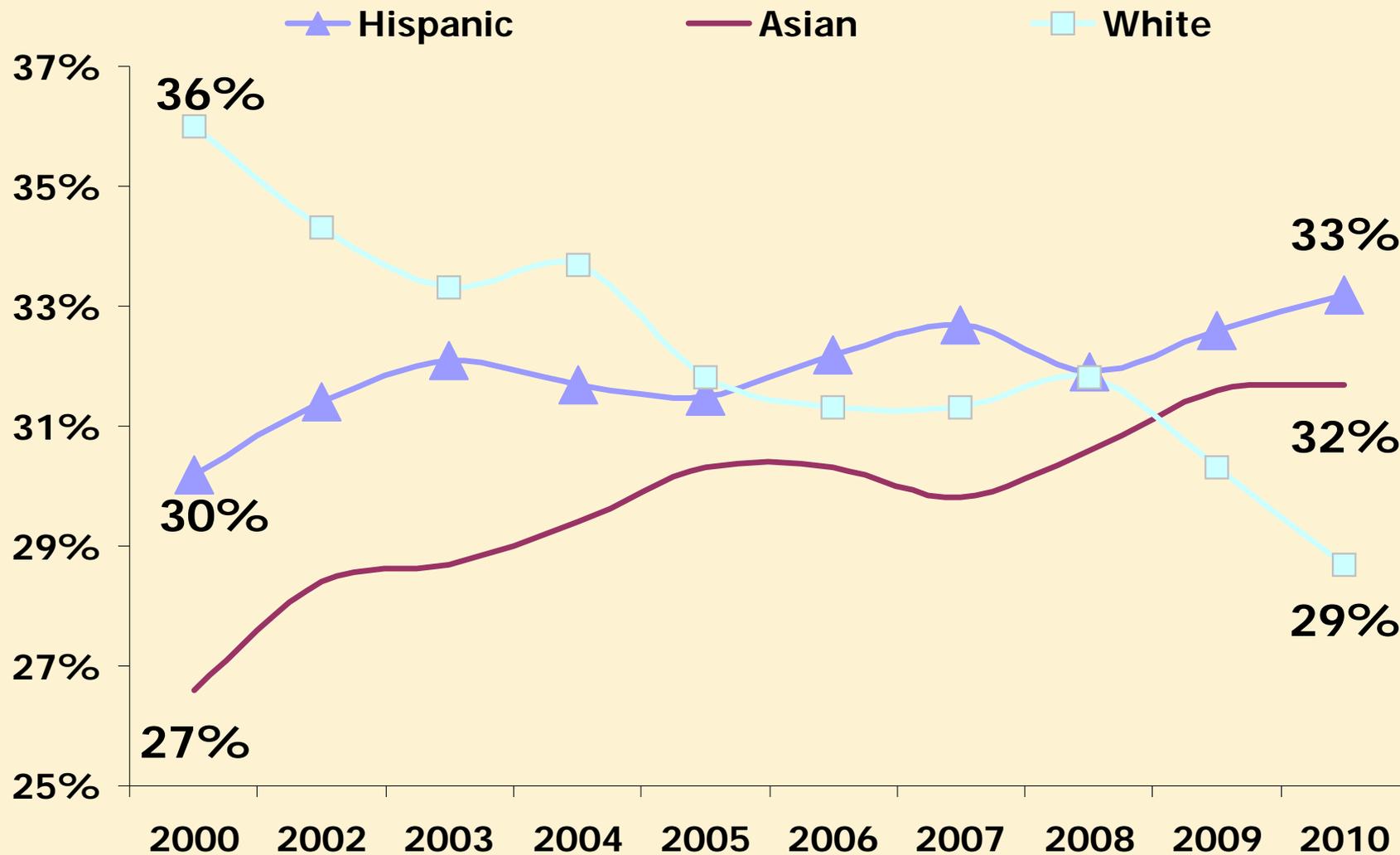
Proportion of Children and Seniors in all Residents

Race/Ethnicity: A "City of Thirds"



Major Race Groups, 2010

Hispanic and Asian Share Increased; White Share Declined



Major Race and Ethnic Groups, Share of Population

Race Majority by Council District

- Existing Hispanic majority maintained in D3 (52%) and D5 (62%), and high Hispanic concentration remained in D7 (48%)
- Existing Asian majority maintained in D4 (61%), and new Asian majority created in D8 (53%)
- Existing White majority maintained in D9 (59%), but White majority no longer present in D6 (49%) and D10 (47%)

Race Majority By Census Tract

Map Legend

- Hispanic majority
- Asian (non-Hispanic) majority
- White (non-Hispanic) majority
- No race/ethnic group majority
- Urban Service Area boundary

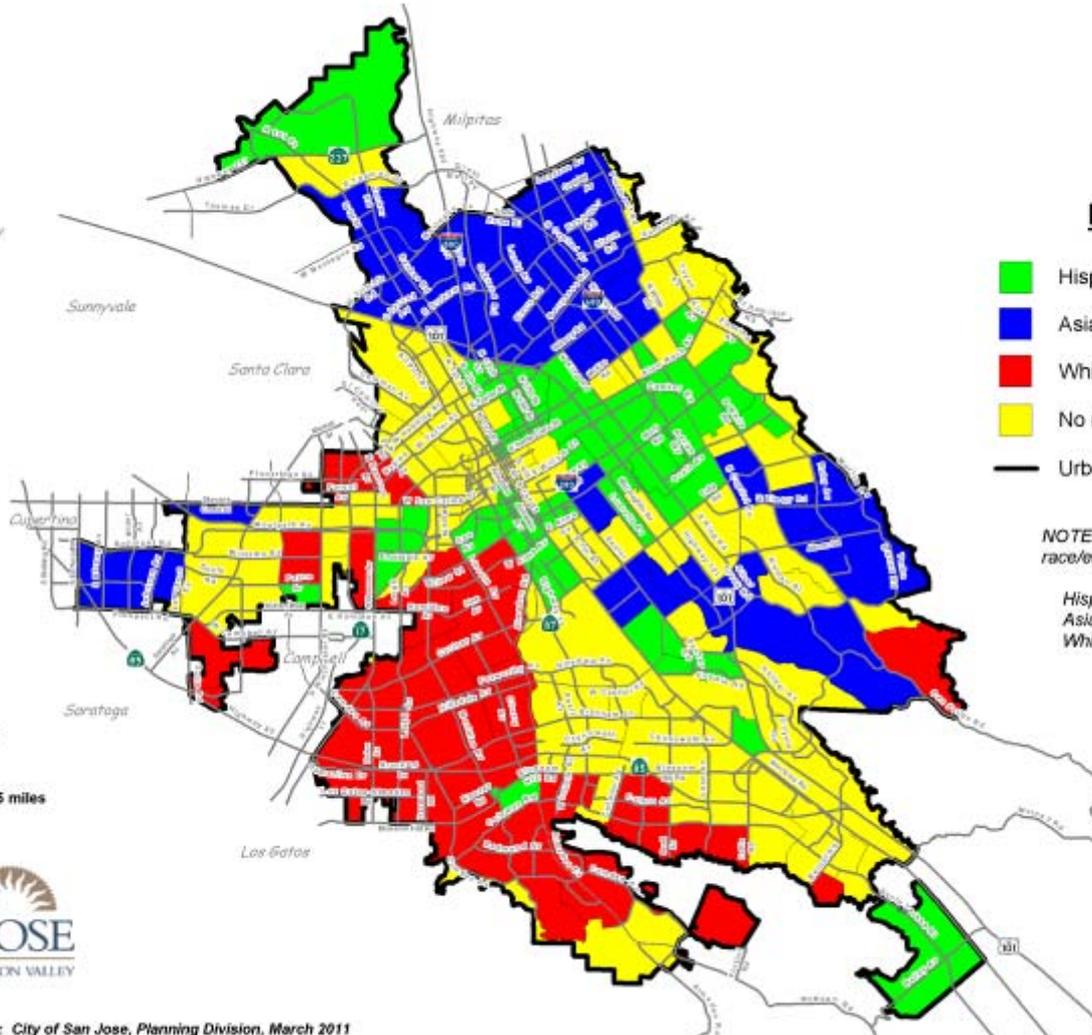
NOTE: Citywide percent of race/ethnic groups shown here:

Hispanic= 33.2%
Asian (non-Hispanic)= 31.7%
White (non-Hispanic)= 28.7%

*The term "majority" refers to a population that is more than 50% of the total population of a census tract.

**The geographic boundaries of census tracts shown may include both incorporated and unincorporated areas. However, data include only residents of San Jose.

Source: U.S. Census Bureau, Census 2010

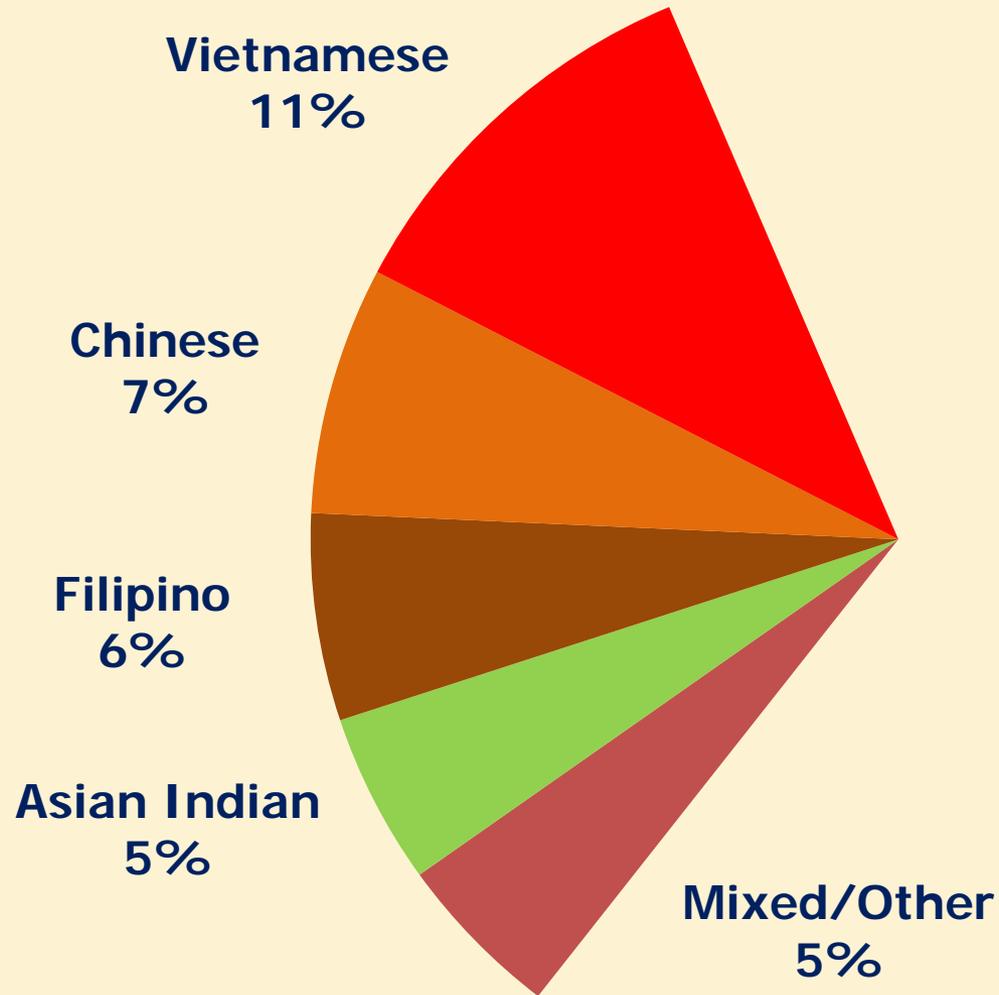


Scale: 1 inch= 2.5 miles



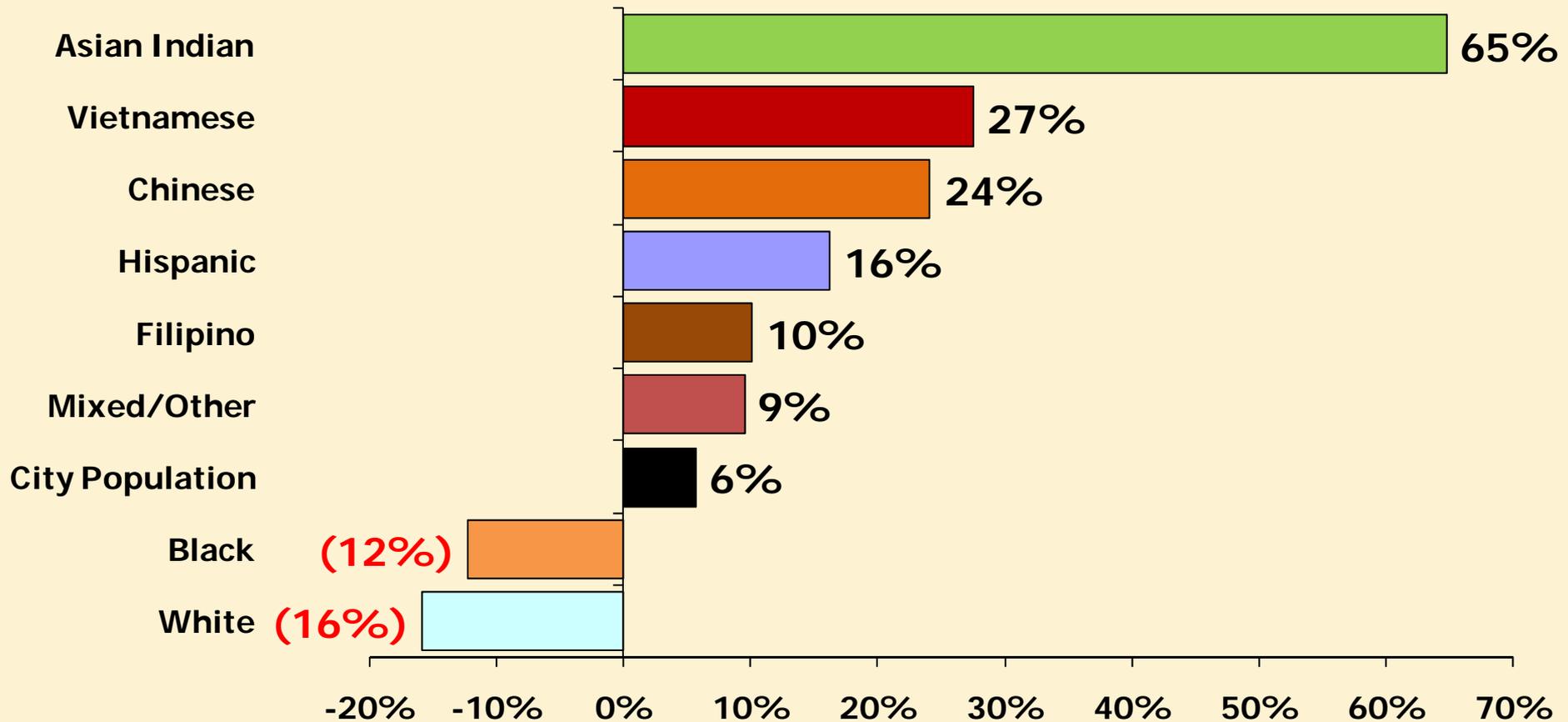
Map Prepared by: City of San Jose, Planning Division, March 2011

1/3 of Population is Asian



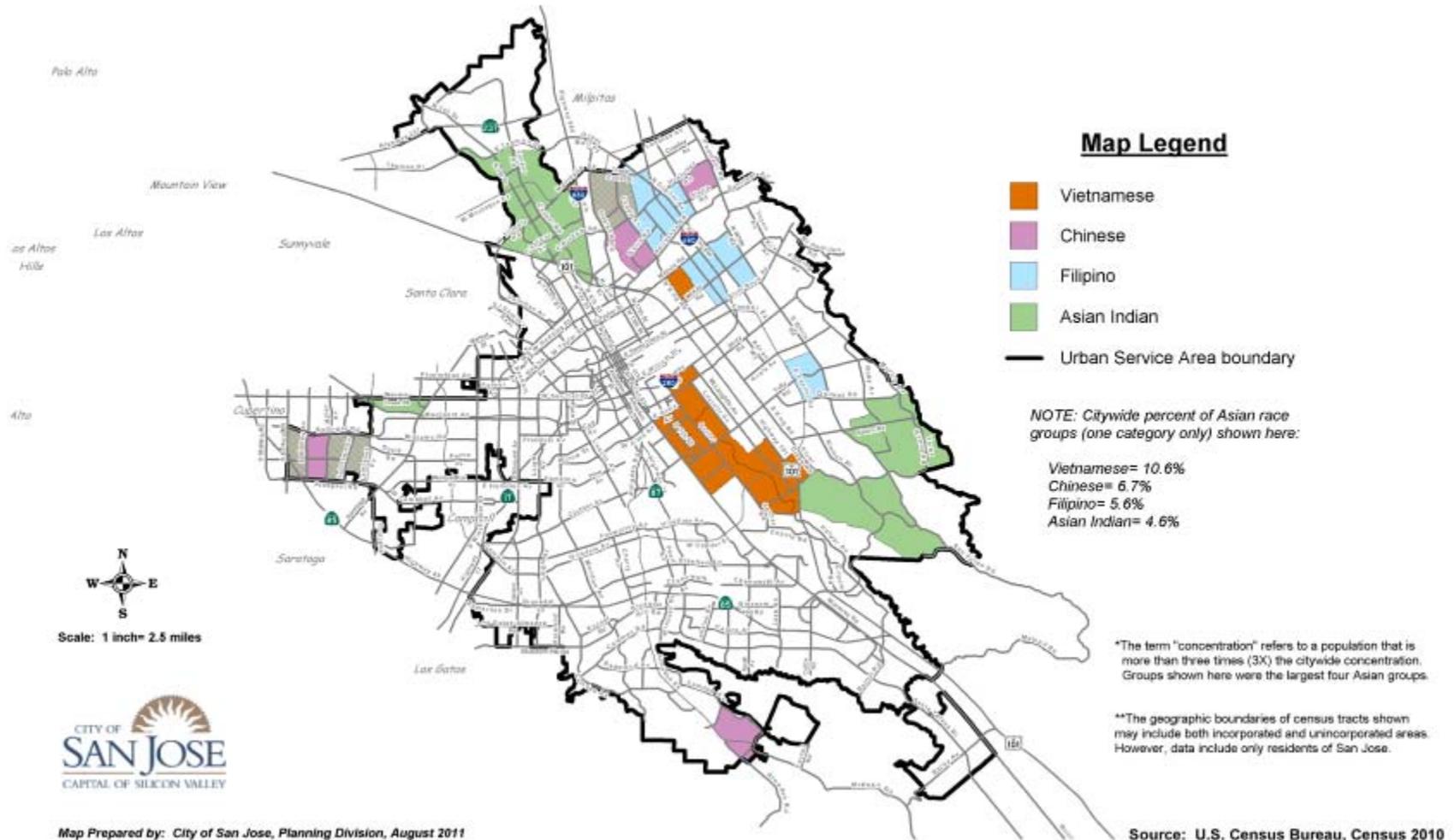
Asian Race Distribution, 2010

Asian Indians Grew Fastest; Whites and Blacks Declined

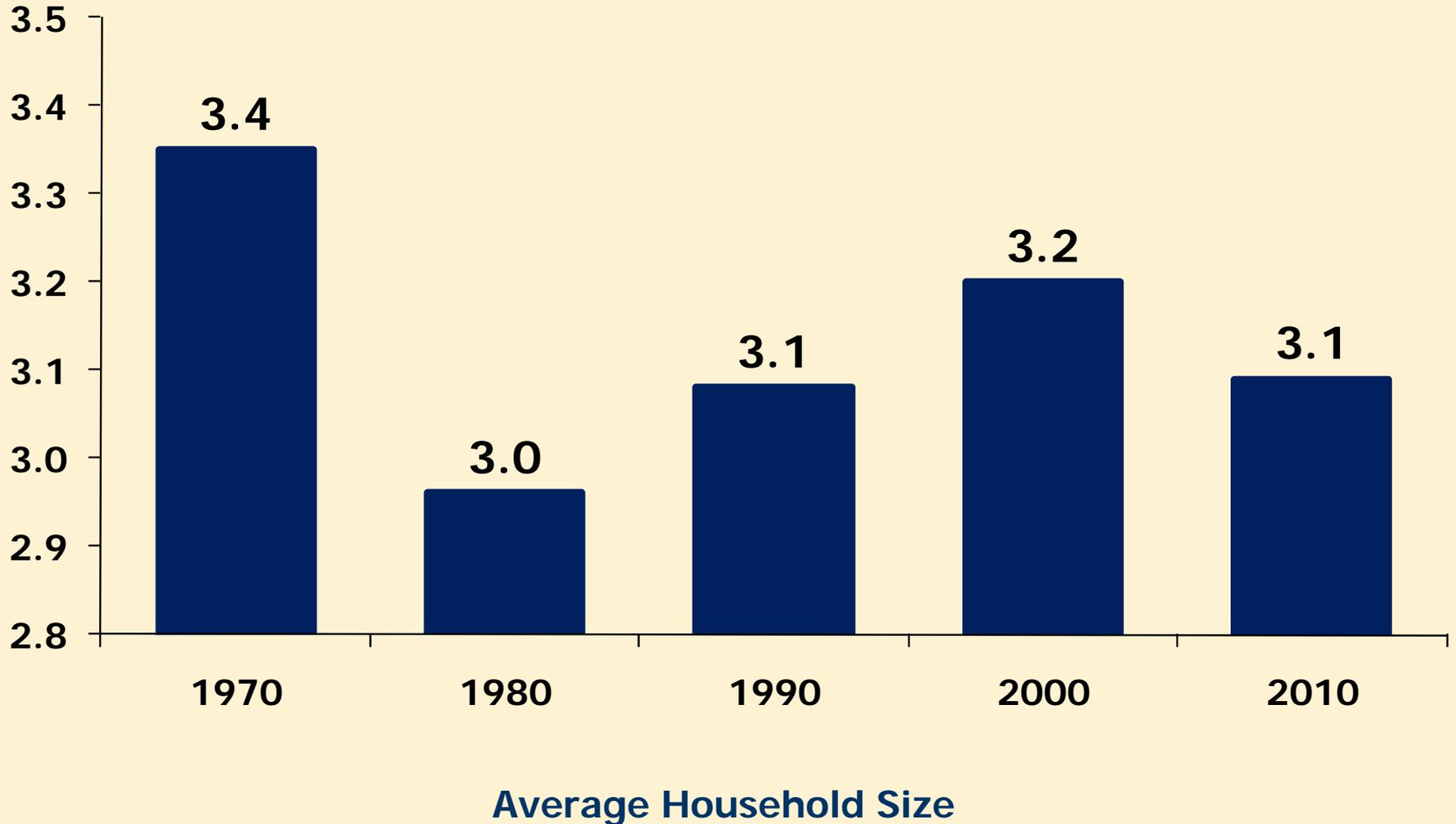


Change in Major Race/Ethnic Groups, 2000-2010

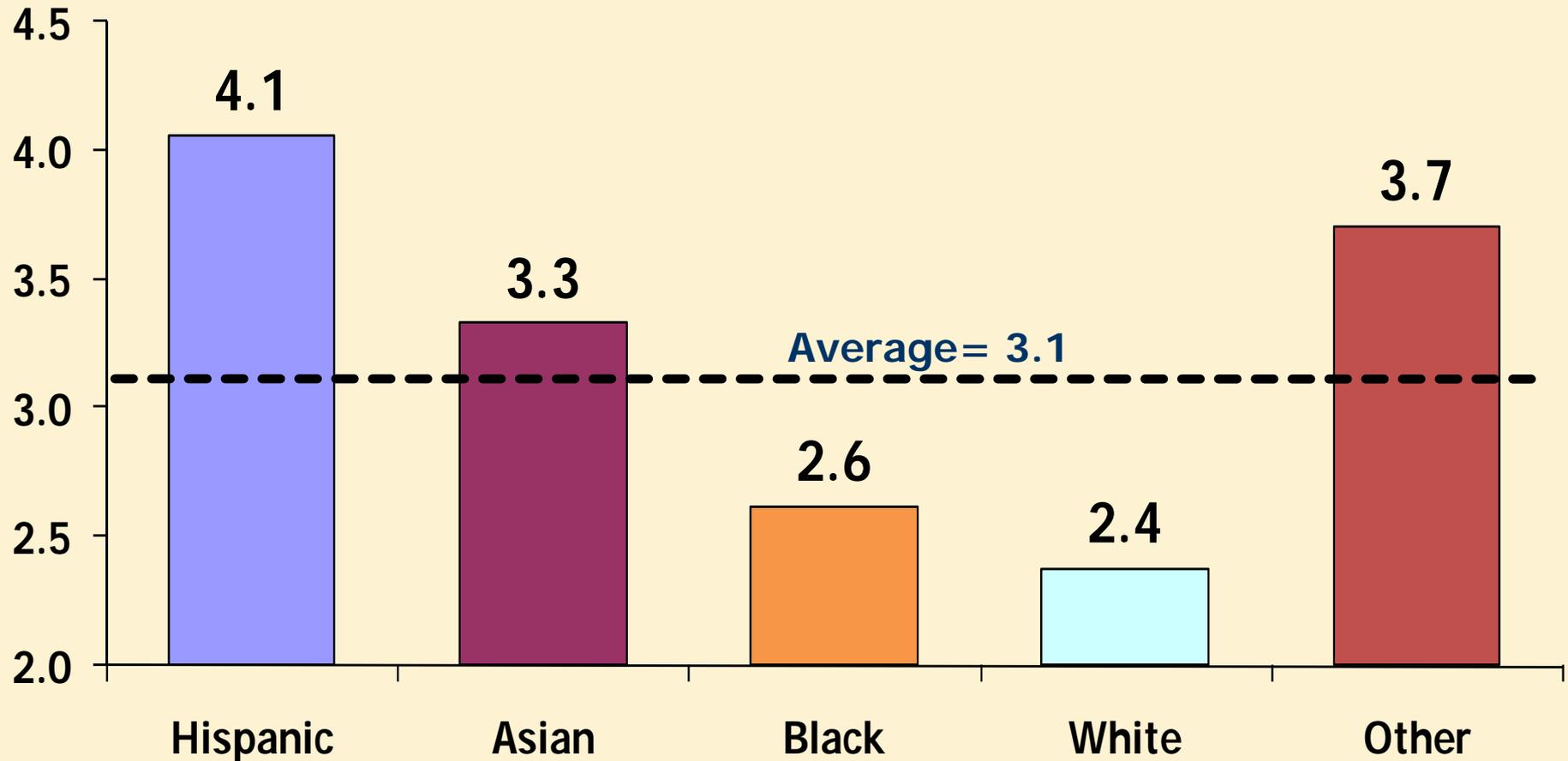
Asian Concentrations



Household Size Declined, Reversing Prior Trend

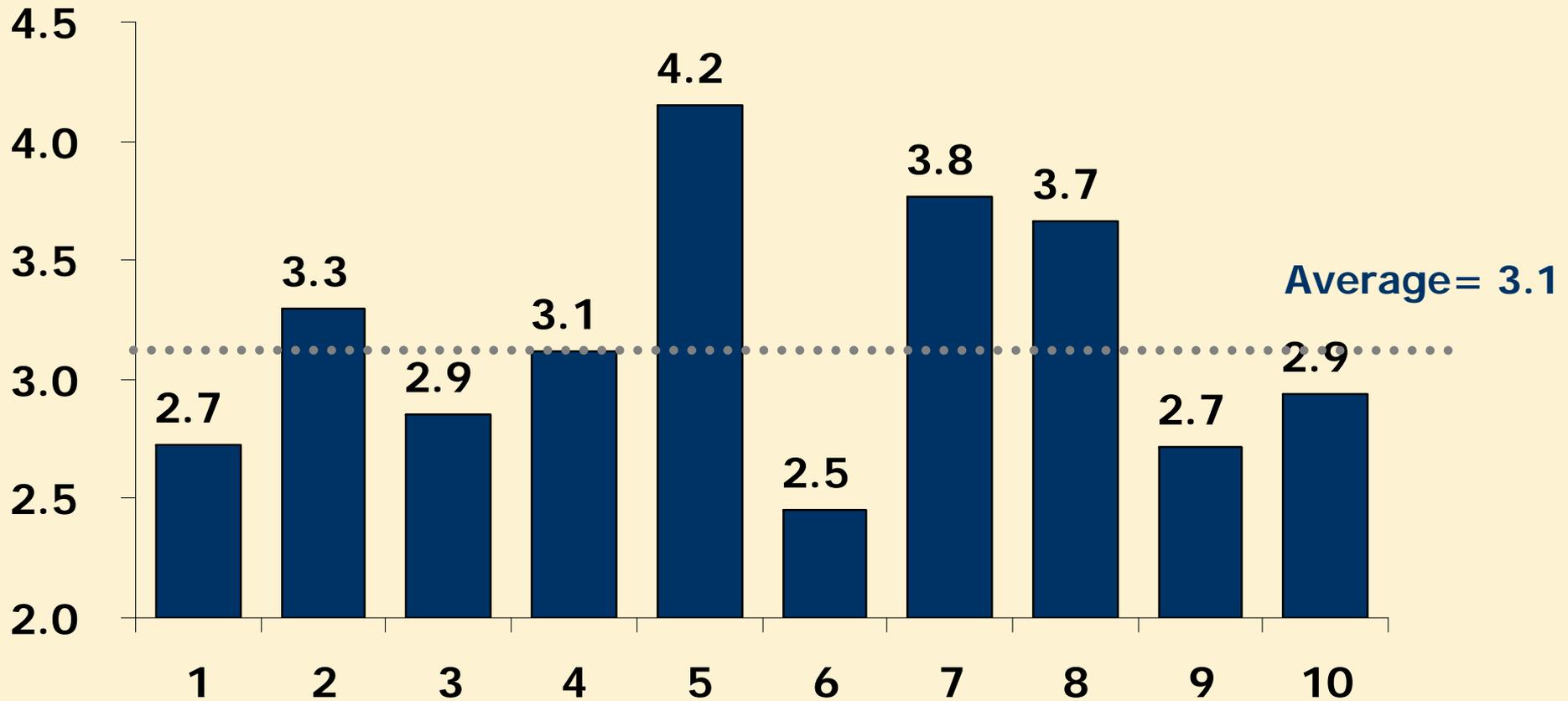


Household Size: Large Race/Ethnic Variation



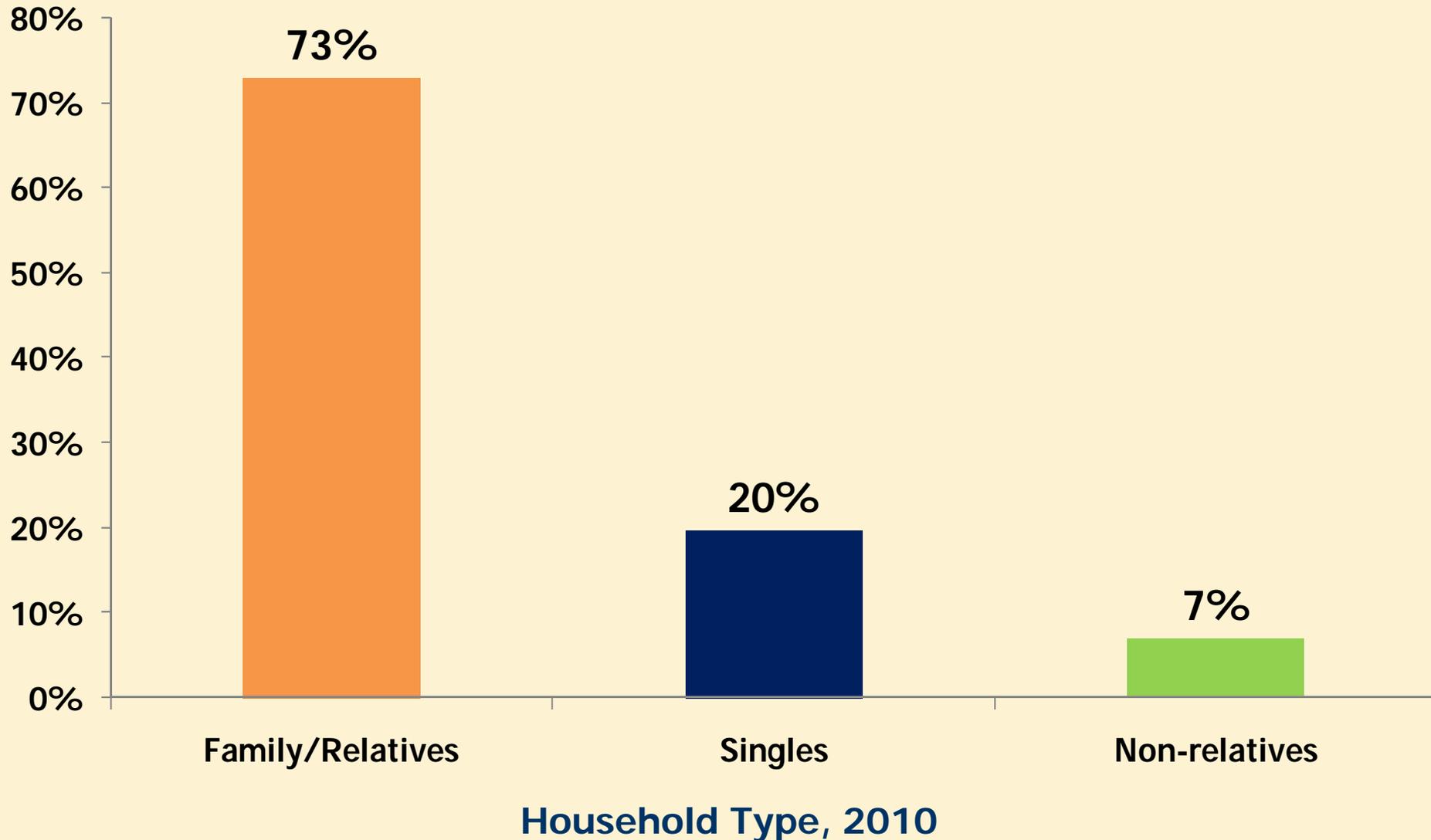
Average Household Size by Race/Ethnicity, 2010

Household Size: Large Council District Variation

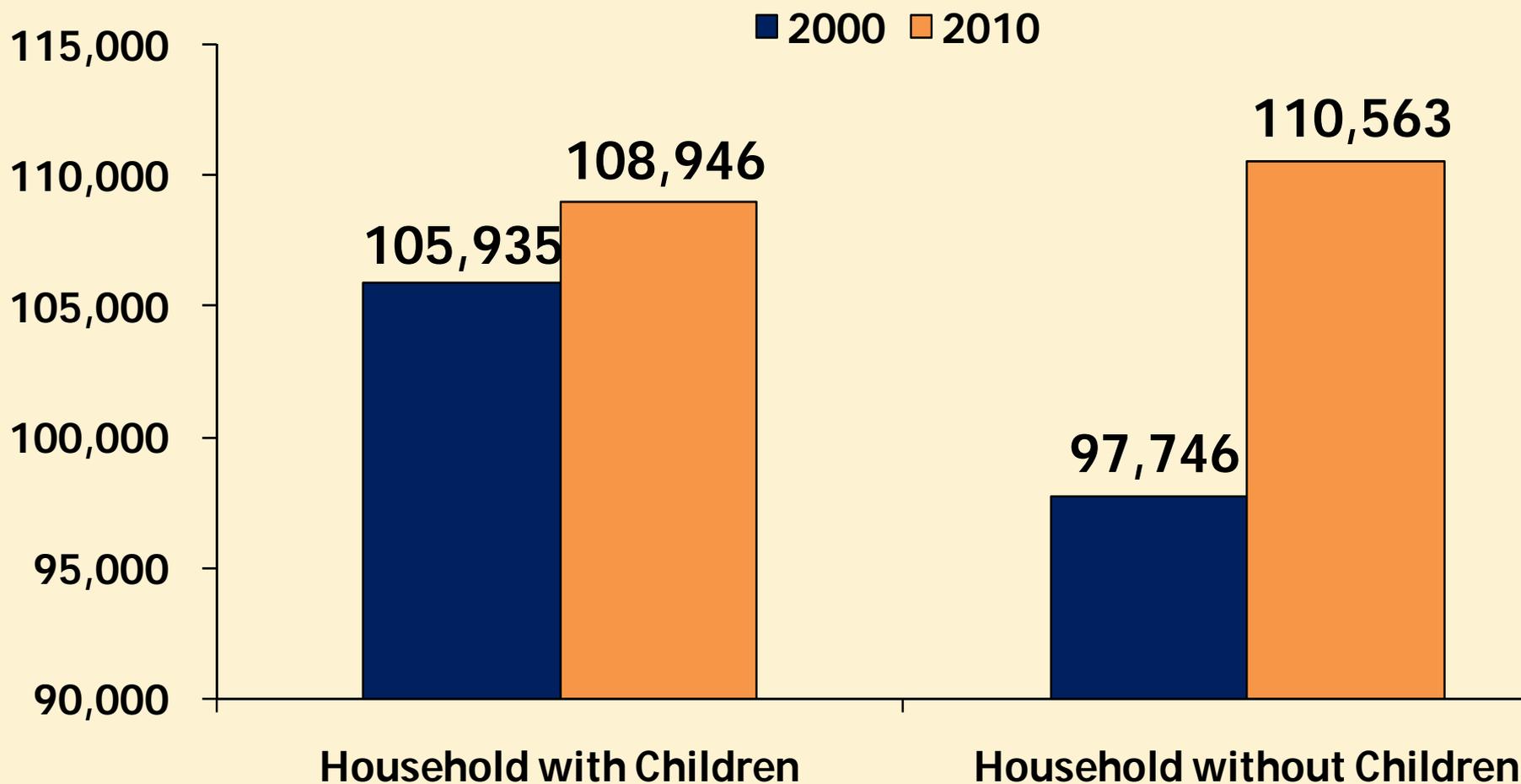


Average Household Size by Council District, 2010

1-of-5 Households are Now Singles

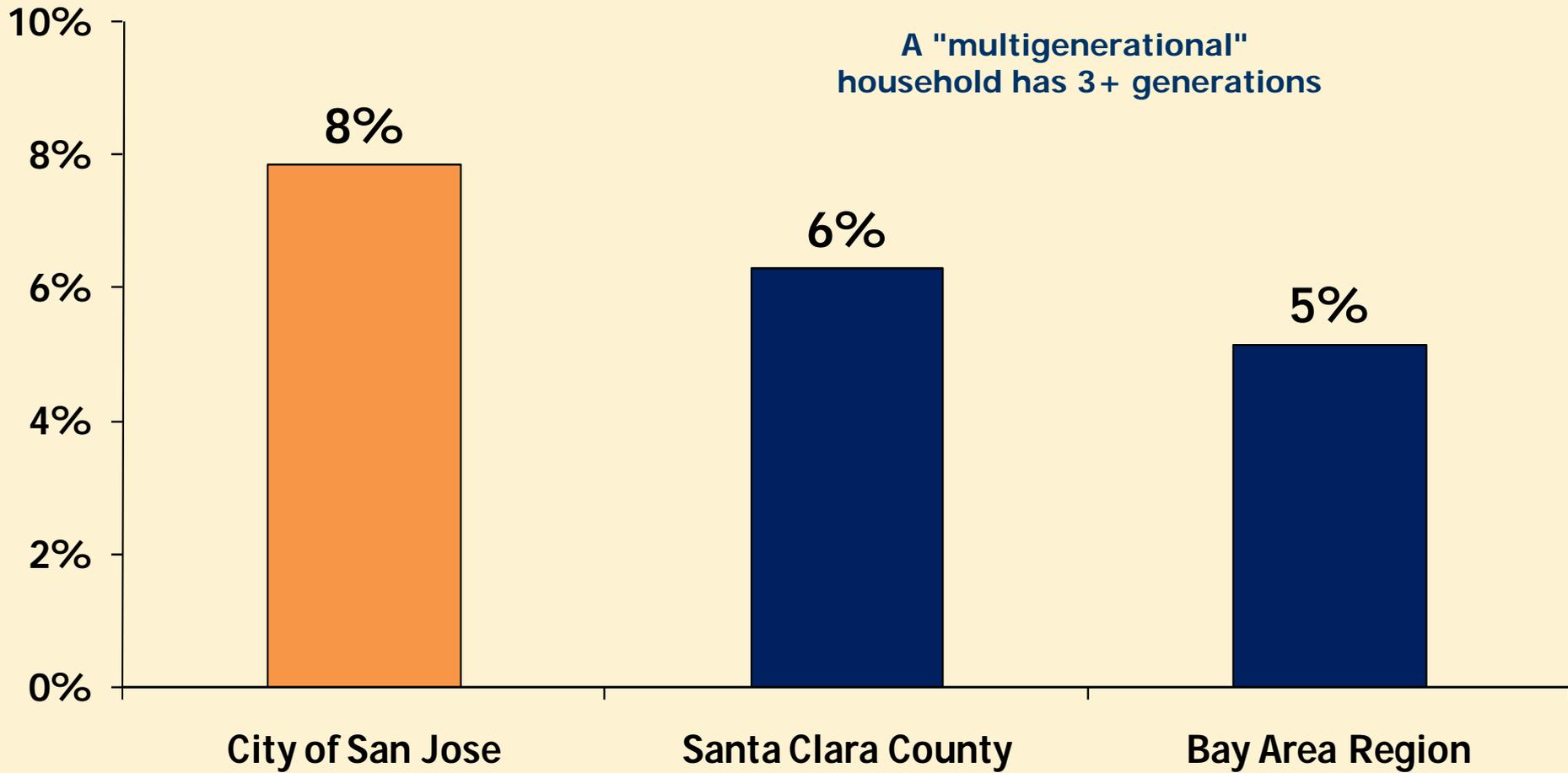


Family Households: 81% of Growth was Households Without Children; Now a Majority



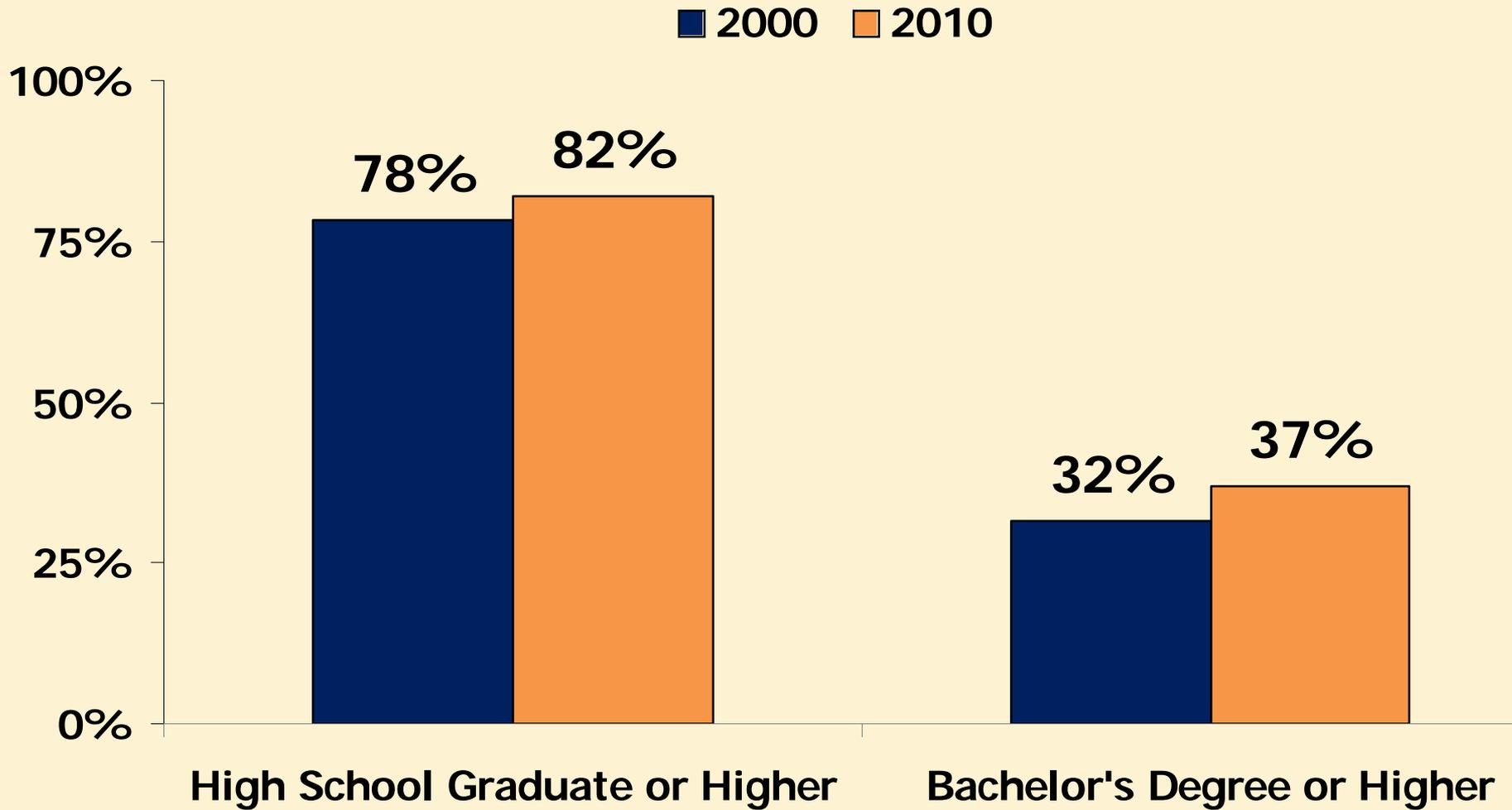
Family Households by Presence of Children, 2000-2010

8% of Households are Multigenerational



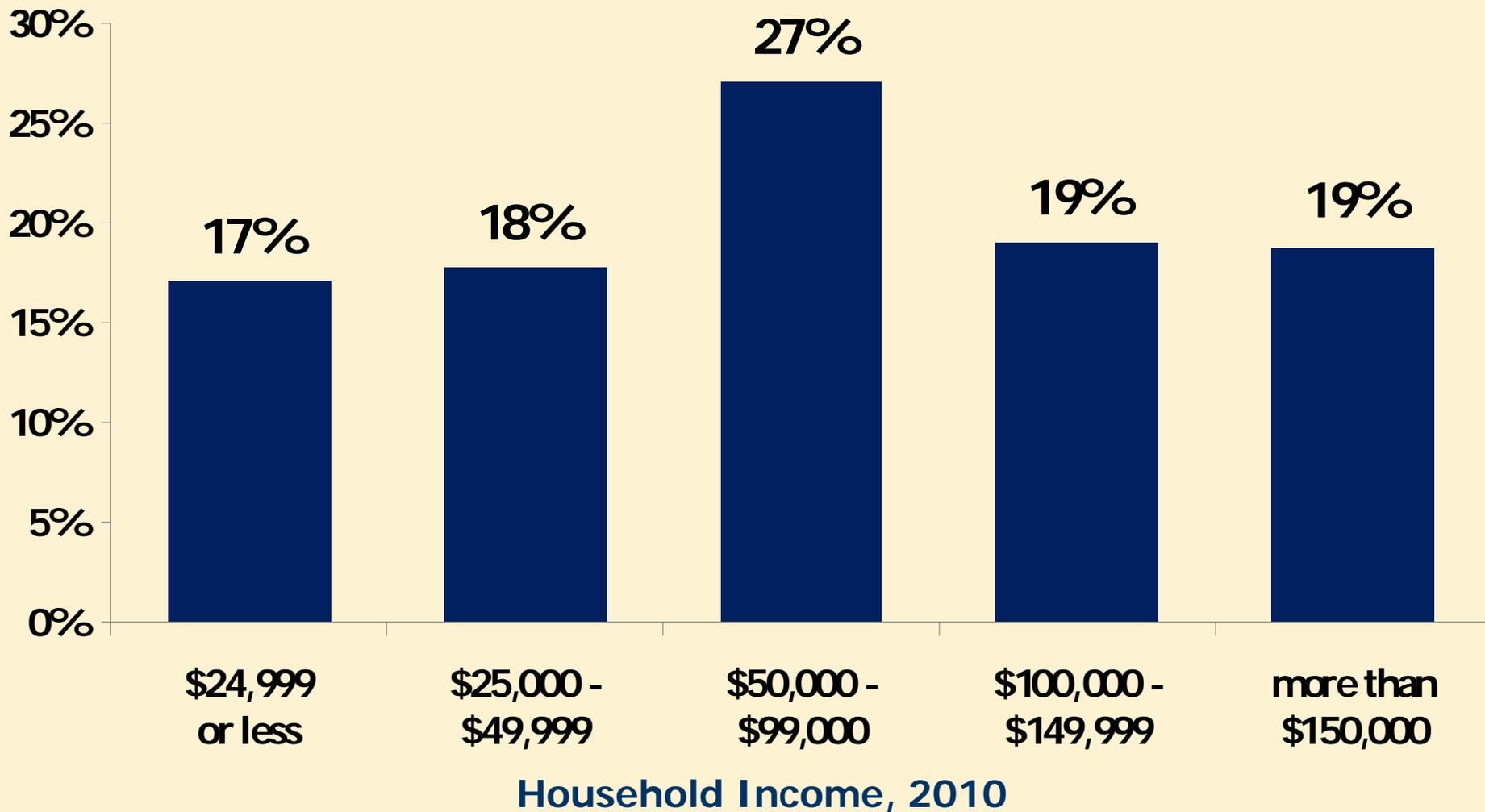
Multigenerational Households, 2010

Educational Attainment: High and Rising

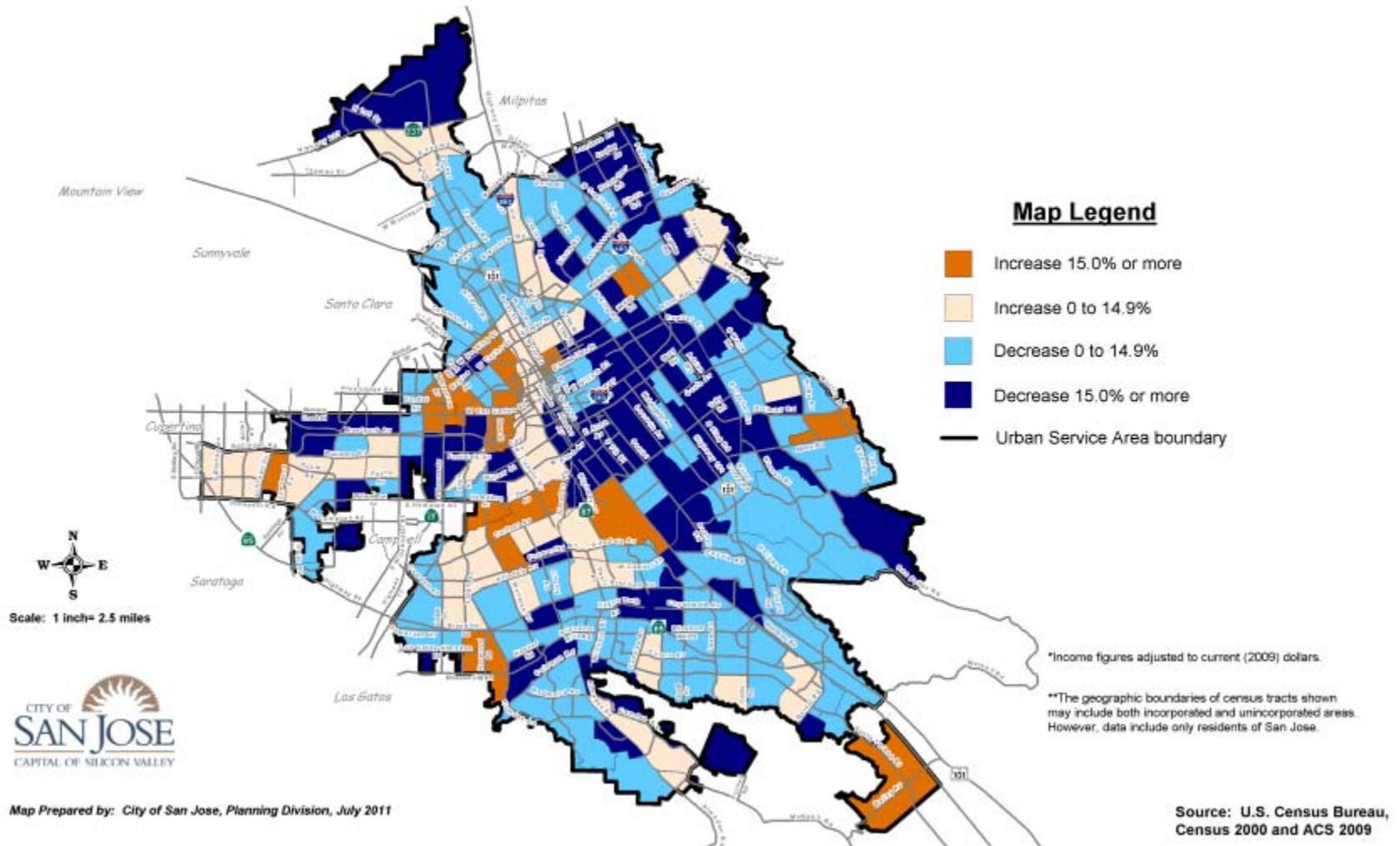


Educational Attainment, Population Age 25+

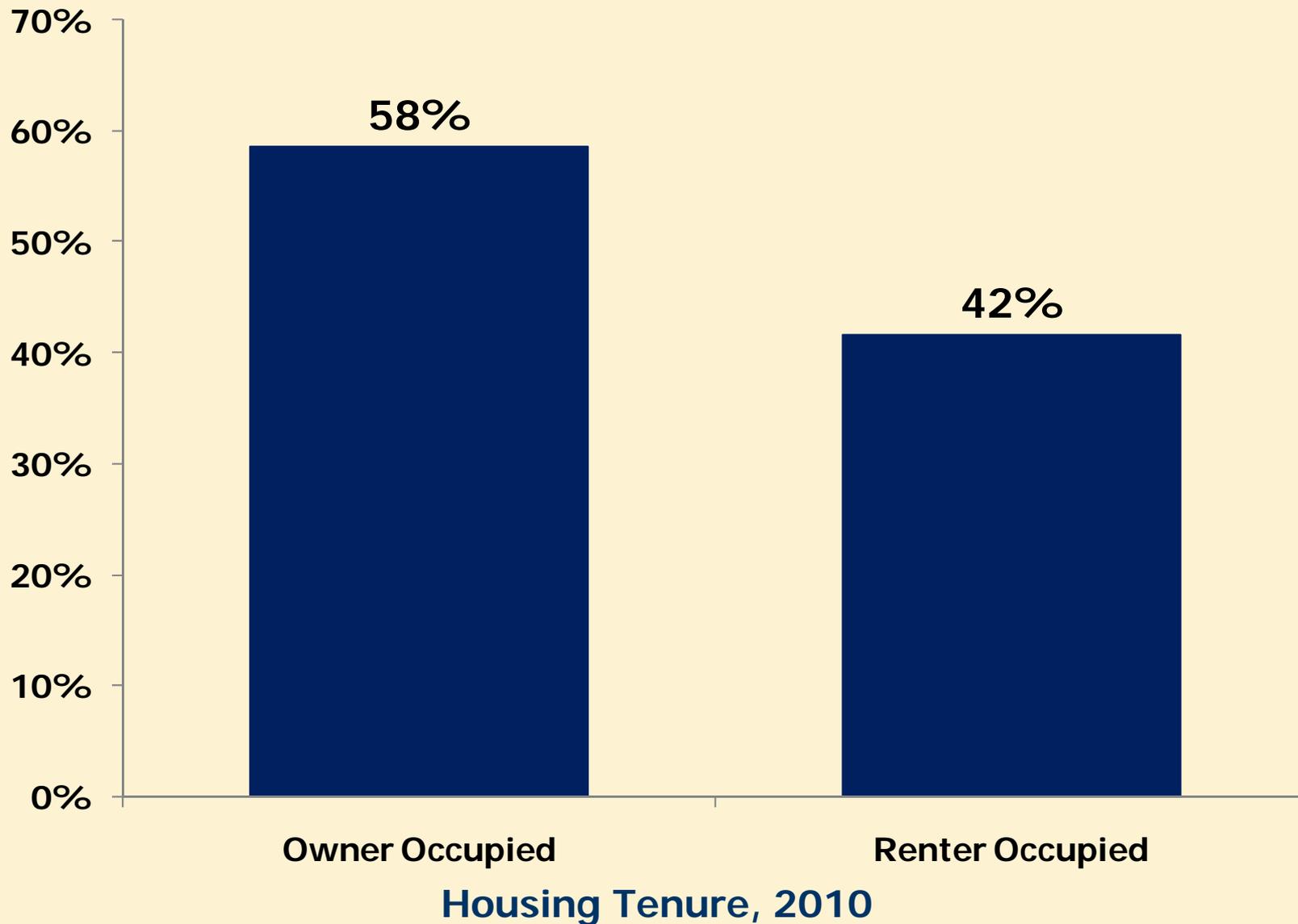
Household Income: 2/3 Earn Over \$50,000



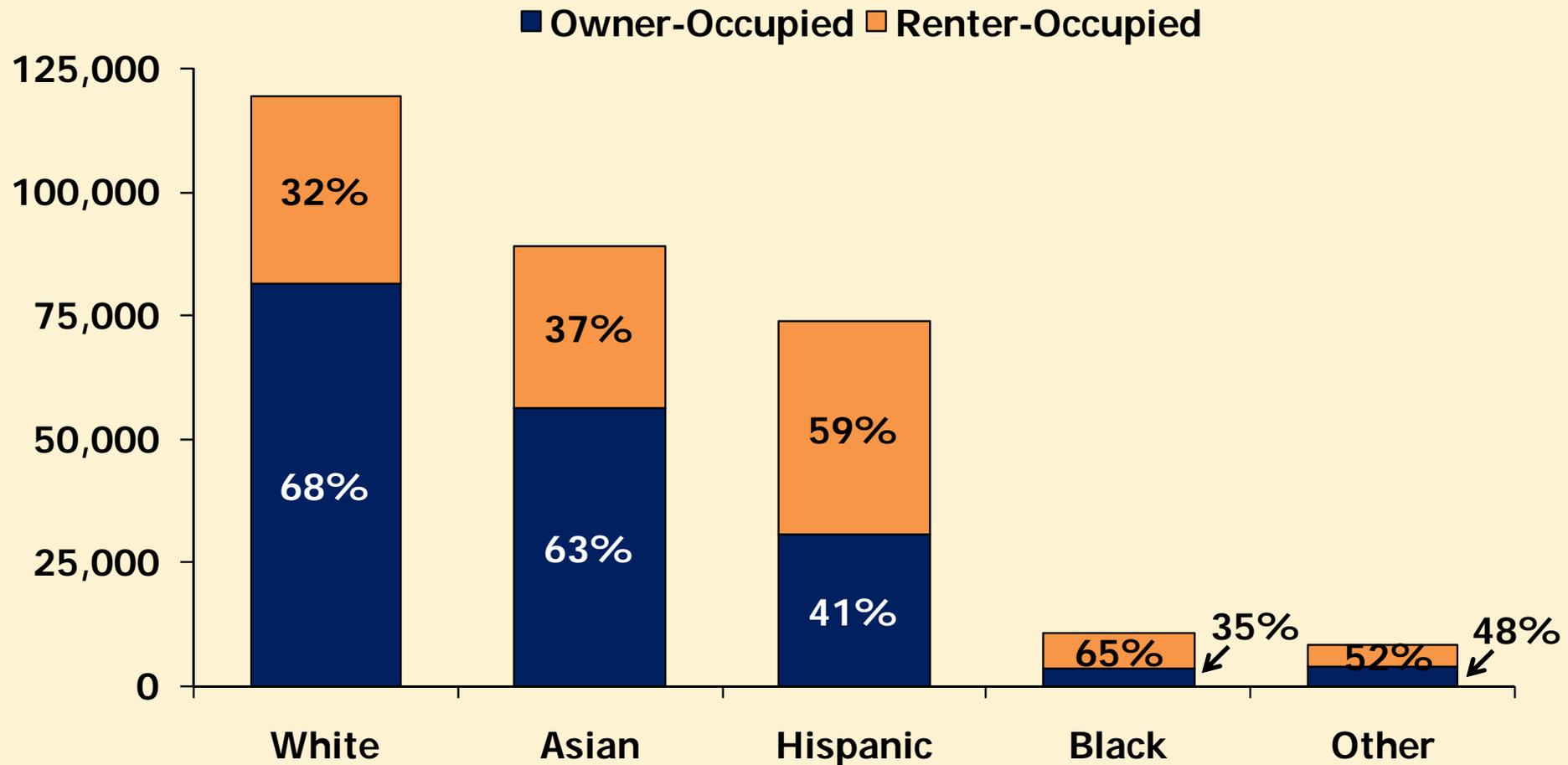
Household Income Change, 2000-2009



Housing: 58% Own, 42% Rent

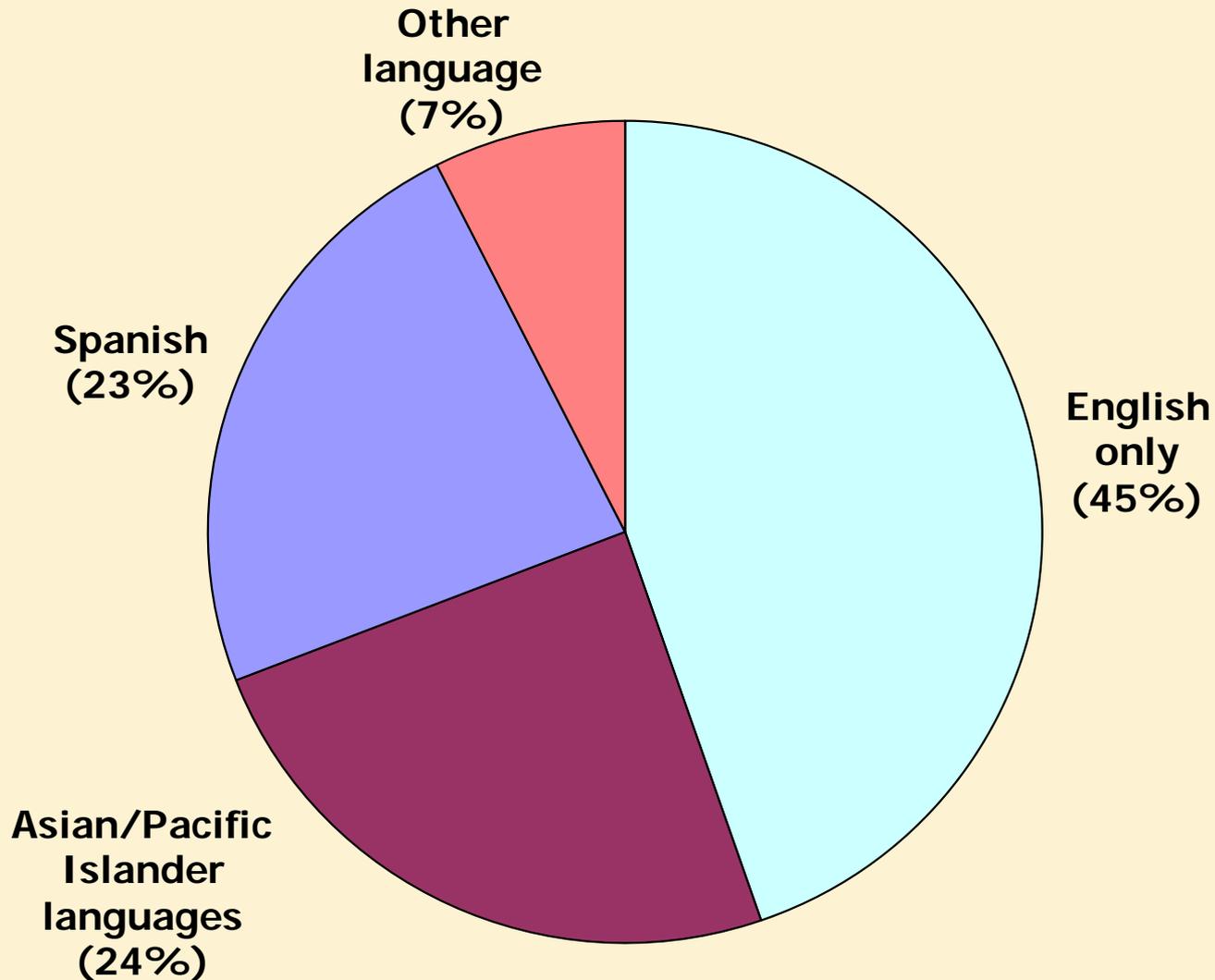


Over 60% of Whites and Asians Own; Hispanics and Blacks ~35%-41%



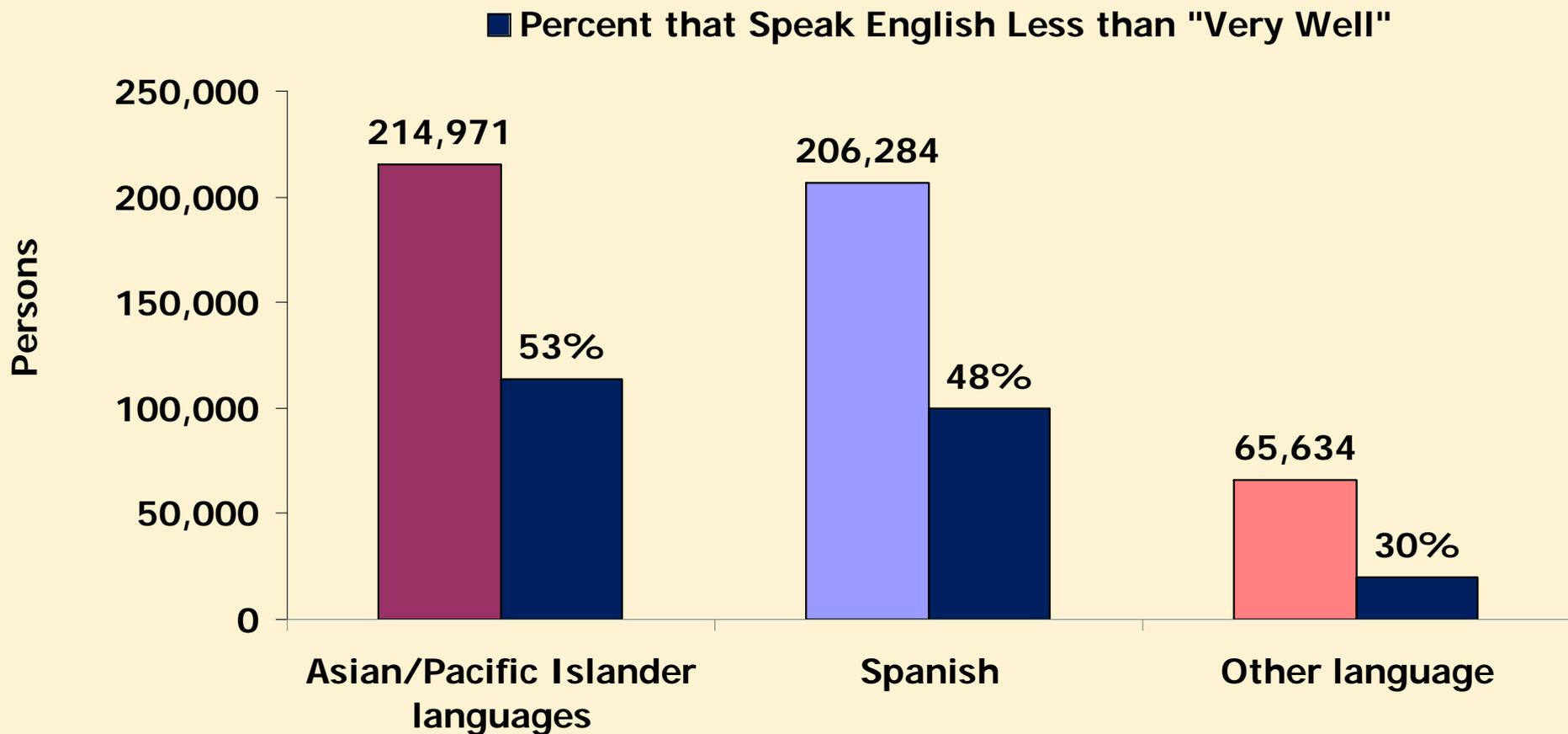
Housing Tenure by Race/Ethnicity, 2010

More than Half of Population Speak a Non-English Language at Home



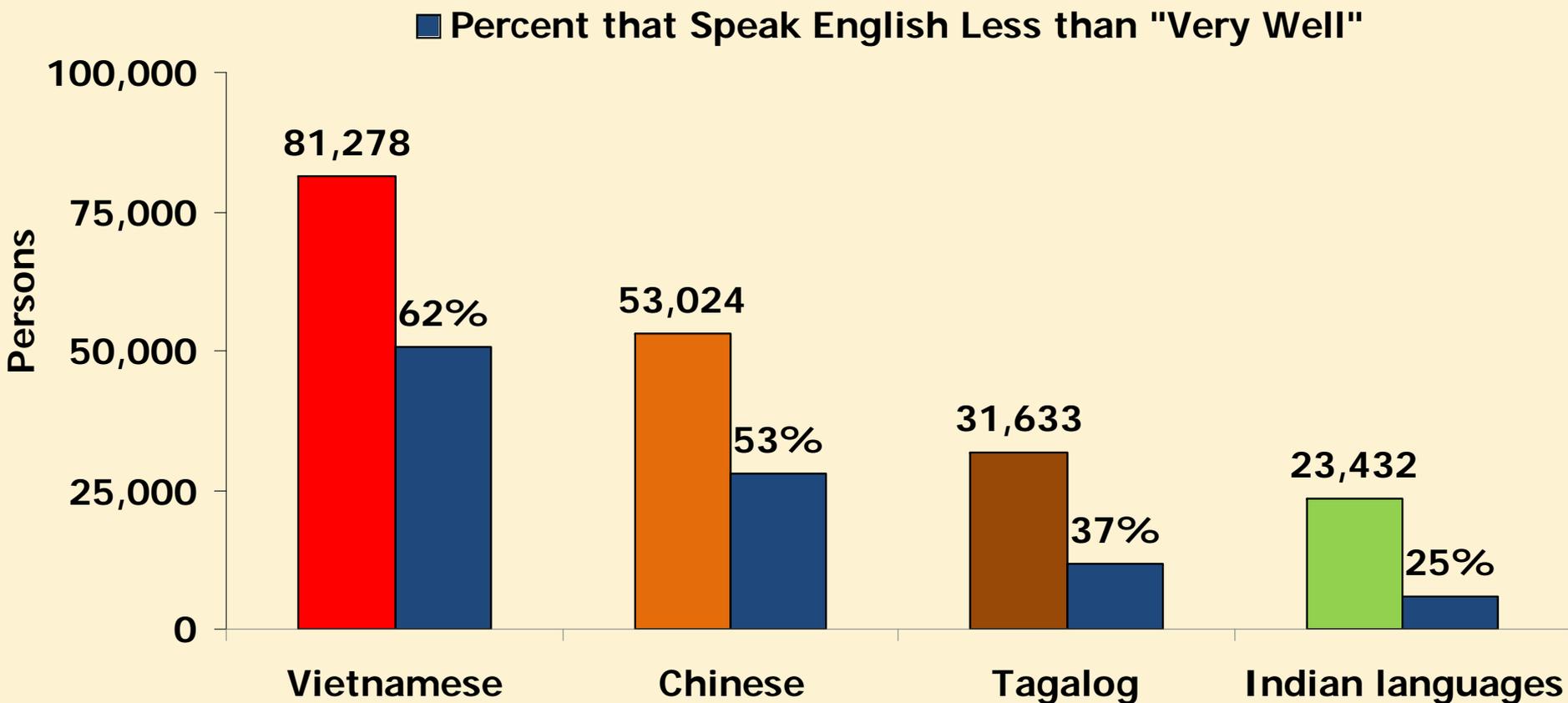
Language Spoken at Home, 2010

Limited English Varies; Trending Down Overall



Language Spoken at Home by Major Language Groups, 2010

Limited English by Select Asian Languages



Language Spoken at Home by Select Asian Languages, 2010

In Closing

- Questions
- Comments
- Discussion

Maps, data, and presentation available at:
www.sanjoseca.gov/redistricting/2011redistricting.asp