San Jose Demographic Findings and Trends, Census 2010

Michael Bills, Senior Planner
City of San Jose
Population Growing...But at a Slower Rate

Population Growth by Decade

- 1970: 37%
- 1980: 24%
- 1990: 14%
- 2000: 6%

Source: U.S. Census Bureau
Significant Year-to-Year Growth Variation

Source: U.S. Census Bureau & California Department of Finance

Annual Population Change

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

7,977 12,847

Annual Average = 5,100

Net Increase = 50,999
Population Growth by Census Tract

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

Map Legend
- Green: Fast Growth (1,000 or more persons)
- Light Green: Moderate Growth (up to 999 persons)
- White: No Growth
- Black: Urban Service Area boundary

*Population growth may be attributed to one or more of the following factors: (1) construction and occupancy of new housing units; (2) annexation of former unincorporated areas; (3) increase in average household size.

**The geographic boundaries of census tracts shown may include both incorporated and unincorporated areas. However, data include only residents of San Jose.
Growth from Immigration and Natural Increase; Domestic Migration was Negative

Population Change for Santa Clara County, 2000-2010

<table>
<thead>
<tr>
<th>Net Domestic Migration</th>
<th>Net Foreign Immigration</th>
<th>Natural Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>(212,537)</td>
<td>134,113</td>
<td>178,973</td>
</tr>
</tbody>
</table>

Source: California Department of Finance
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!)

Source: U.S. Census Bureau
3/4 of Foreign Born From One of Five Countries

Mexico: 28%
Vietnam: 20%
China: 10%
Philippines: 10%
India: 8%
Europe: 6%
Other: 18%

Source: U.S. Census Bureau
We Are Getting Older…

Median Age A Decade Older!

Source: U.S. Census Bureau
...But Are Still Relatively Young

Source: U.S. Census Bureau

City of San Jose: 35.2
Santa Clara County: 36.2
Bay Area Region: 37.7
San Francisco City/County: 38.5
San Mateo County: 39.3

Median Age, 2010

Source: U.S. Census Bureau
Median Age: Large Council District Variation

Source: U.S. Census Bureau

Median Age by Council District, 2010
Young Population Declined; Boomers Headed To Senior Status

Source: U.S. Census Bureau

Percent Change by Age Group, 2000-2010

- Children and Youth (0-19): 0.3%
- Young Adults (20-34): 7%
- Mid-Career (35-54): 41%
- Pre-Retirement (55-64): 29%
- Seniors (65+):

Source: U.S. Census Bureau
Population Pyramid: A “Top-Heavy” Shape

Grouped Age Cohorts by Gender, 2010

Source: U.S. Census Bureau
Kids a Declining Share; Seniors Continue to Increase

Source: U.S. Census Bureau

Proportion of Children and Seniors in all Residents

- Children (<18): 39%, 31%, 27%, 26%, 25%
- Seniors (65+): 6%, 6%, 7%, 8%, 10%

Source: U.S. Census Bureau
Race/Ethnicity: A “City of Thirds”

Hispanic 33%
Asian 32%
White 29%
Mixed/Other 6%

Major Race Groups, 2010

Source: U.S. Census Bureau
Hispanic and Asian Share Increased; White Share Declined

Source: U.S. Census Bureau

Major Race and Ethnic Groups, Share of Population

Source: U.S. Census Bureau
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%)
1/3 of Population is Asian

Vietnamese 11%
Chinese 7%
Filipino 6%
Asian Indian 5%
Mixed/Other 5%

Asian Race Distribution, 2010

Source: U.S. Census Bureau
Asian Indians Grew Fastest; Whites and Blacks Declined

Source: U.S. Census Bureau

Change in Major Race/Ethnic Groups, 2000-2010

- Asian Indian: 65%
- Vietnamese: 27%
- Chinese: 24%
- Hispanic: 16%
- Filipino: 10%
- Mixed/Other: 9%
- Black: -12%
- White: -16%

Source: U.S. Census Bureau
Household Size Declined, Reversing Prior Trend

Source: U.S. Census Bureau
Household Size: Large Race/ Ethnic Variation

Average Household Size by Race/ Ethnicity, 2010

Average = 3.1

- Hispanic: 4.1
- Asian: 3.3
- Black: 2.6
- White: 2.4
- Other: 3.7

Source: U.S. Census Bureau
Household Size: Large Council District Variation

Average Household Size by Council District, 2010

Source: U.S. Census Bureau
1-of-5 Households are Now Singles

Source: U.S. Census Bureau

Household Type, 2010

- Family/Relatives: 73%
- Singles: 20%
- Non-relatives: 7%

Source: U.S. Census Bureau
Family Households: 81% of Growth was Households Without Children; Now a Majority

Source: U.S. Census Bureau

Family Households by Presence of Children, 2000-2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Household with Children</th>
<th>Household without Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>105,935</td>
<td>97,746</td>
</tr>
<tr>
<td>2010</td>
<td>108,946</td>
<td>110,563</td>
</tr>
</tbody>
</table>
8% of Households are Multigenerational

A "multigenerational" household has 3+ generations

8% of households in the City of San Jose are multigenerational, compared to 6% in Santa Clara County and 5% in the Bay Area Region.

Source: U.S. Census Bureau
More than Half of Population Speak a Non-English Language at Home

- **English only** (45%)
- **Spanish** (23%)
- **Asian/Pacific Islander languages** (24%)
- **Other language** (7%)

Source: U.S. Census Bureau
Limited English Varies; Trending Down Overall

Language Spoken at Home by Major Language Groups, 2010

Source: U.S. Census Bureau
Limited English by Select Asian Languages

Language Spoken at Home by Select Asian Languages, 2010

Source: U.S. Census Bureau
Educational Attainment: High and Rising

High School Graduate or Higher
- 2000: 78%
- 2010: 82%

Bachelor's Degree or Higher
- 2000: 32%
- 2010: 37%

Source: U.S. Census Bureau
Household Income: 2/3 Earn Over $50,000

Source: U.S. Census Bureau
Real Income: All Household Types Experienced Double Digit Decline

8.7% Per Capita Average

Inflation-Adjusted Income, 2000-2010

Source: U.S. Census Bureau
Income: Large Race/Ethnic Variation

Household Income by Race/Ethnic Group, 2010

- Asian: $100,012
- White: $85,971
- Other: $54,447
- Black: $52,713
- Hispanic: $50,638

Source: U.S. Census Bureau
Income Change, 2000-2009

Map Legend
- Increase 15.0% or more
- Increase 0 to 14.9%
- Decrease 0 to 14.9%
- Decrease 15.0% or more
- Urban Service Area boundary

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

Map Prepared by: City of San Jose, Planning Division, July 2011
Source: U.S. Census Bureau, Census 2000 and ACS 2009
Children More Likely Living in Poverty

Source: U.S. Census Bureau

Persons Below Poverty by Age, 2010

- Under 18 Years: 16.7%
- 18-64 Years: 11.7%
- 65+ Years: 8.4%

All Persons: 12.6%
Non-White Groups More Likely Living in Poverty

<table>
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<th>Race/Ethnicity</th>
<th>Persons Below Poverty, 2010</th>
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<tbody>
<tr>
<td>Hispanic</td>
<td>20.9%</td>
</tr>
<tr>
<td>Other</td>
<td>19.3%</td>
</tr>
<tr>
<td>Black</td>
<td>16.6%</td>
</tr>
<tr>
<td>Asian</td>
<td>9.7%</td>
</tr>
<tr>
<td>White</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau
Housing: 58% Own, 42% Rent

Housing Tenure, 2010

Source: U.S. Census Bureau
Homeownership Rose and Plunged with Housing Boom/Bust

Source: U.S. Census Bureau

Homeownership Rate, 1990-2010

Peaked at 63.7%

Source: U.S. Census Bureau
Over 60% of Whites and Asians Own; Hispanics and Blacks ~35% - 41%

Source: U.S. Census Bureau

Housing Tenure by Race/Ethnicity, 2010

Source: U.S. Census Bureau
Nearly Two-Thirds of Units Valued at Over Half a Million

Median Value: $588,600

Source: U.S. Census Bureau

Housing Value, 2010

- Less than $299,000: 28,631
- $300,000 to $499,999: 43,741
- $500,000 to $999,999: 88,400
- $1,000,000 or More: 12,508

Source: U.S. Census Bureau
In Closing

• Questions
• Comments
• Discussion

Maps, data, and presentation available at: