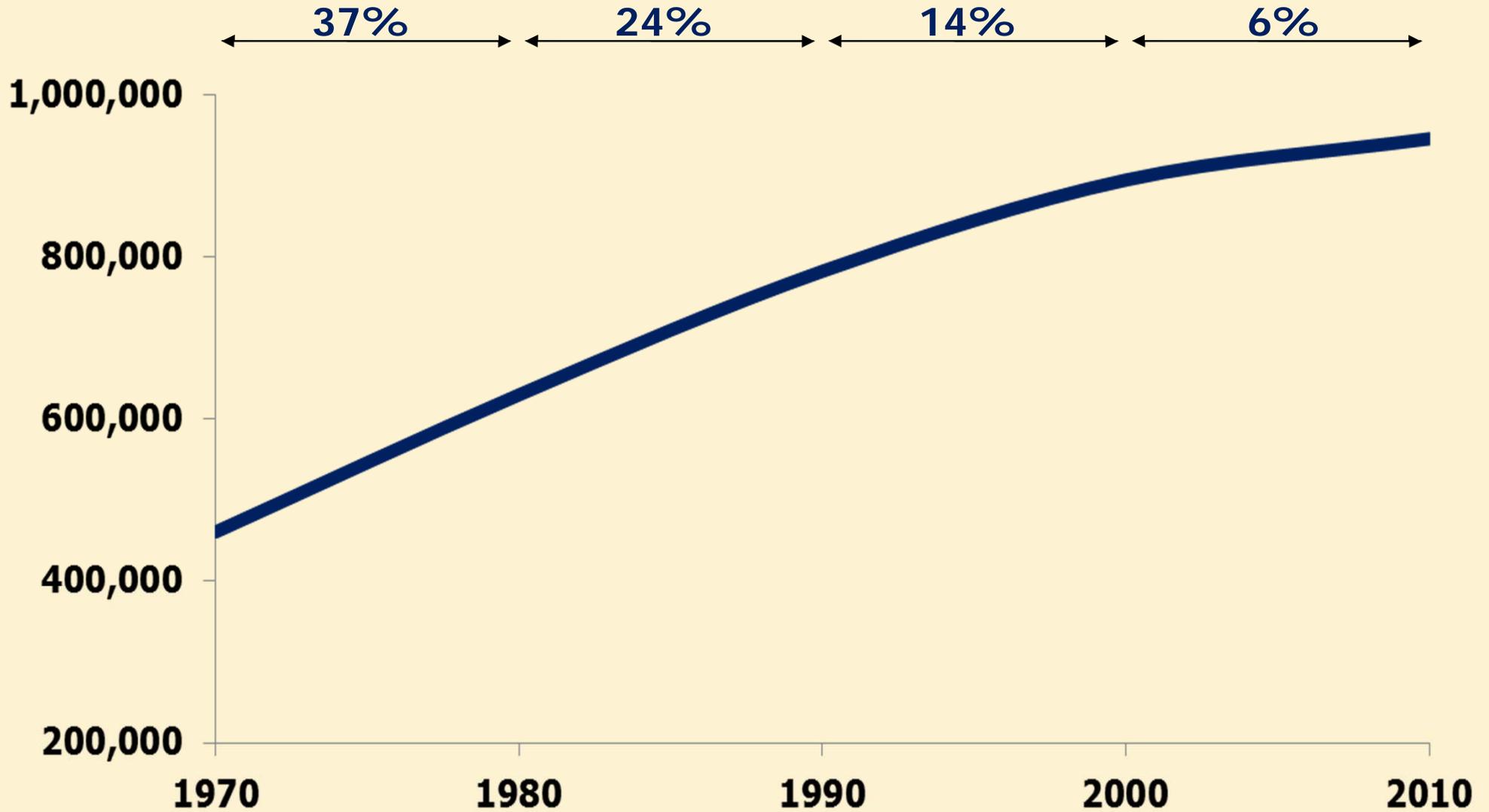


San Jose Demographic Findings and Trends, Census 2010

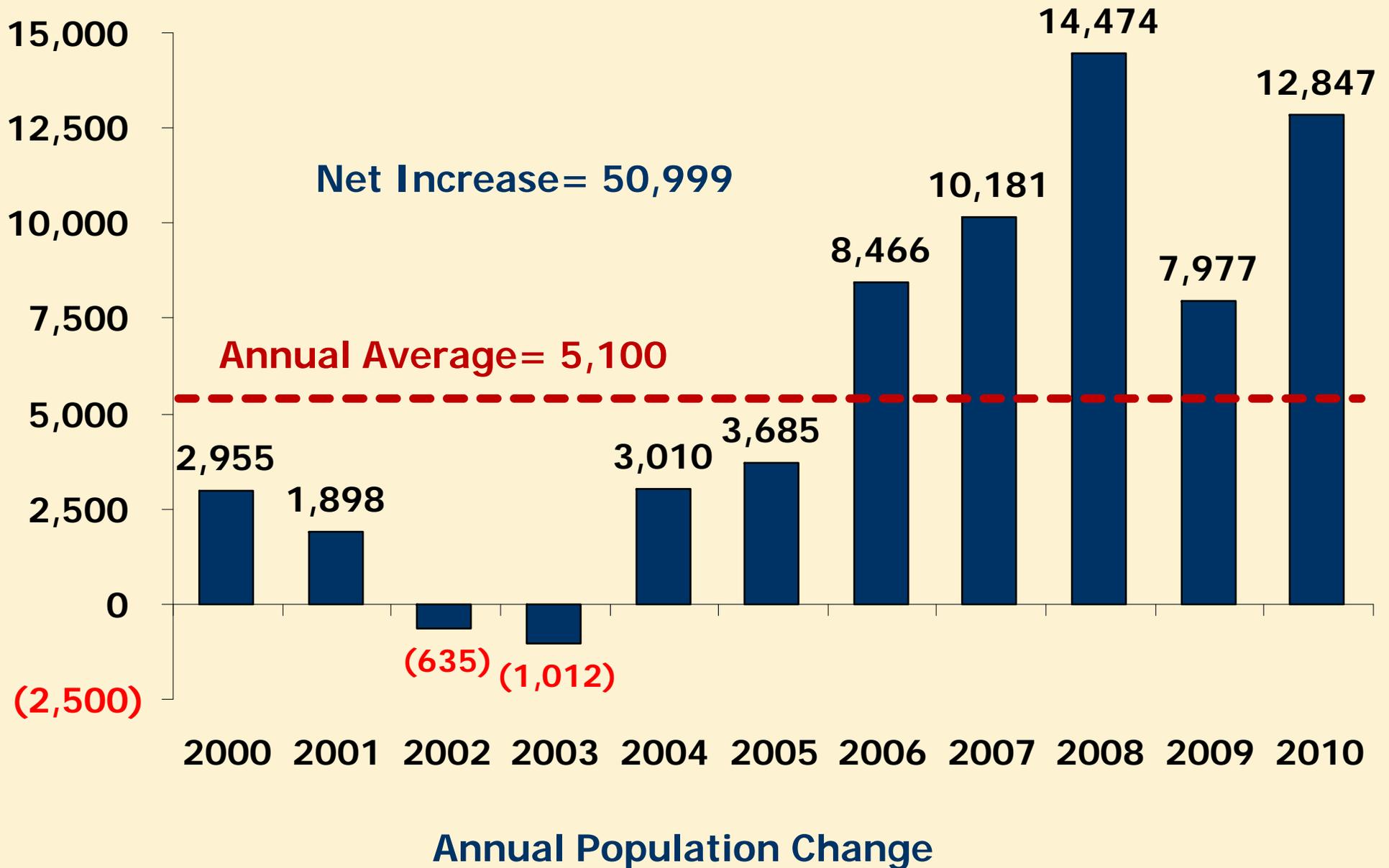
*Michael Bills, Senior Planner
City of San Jose*

Population Growing...But at a Slower Rate



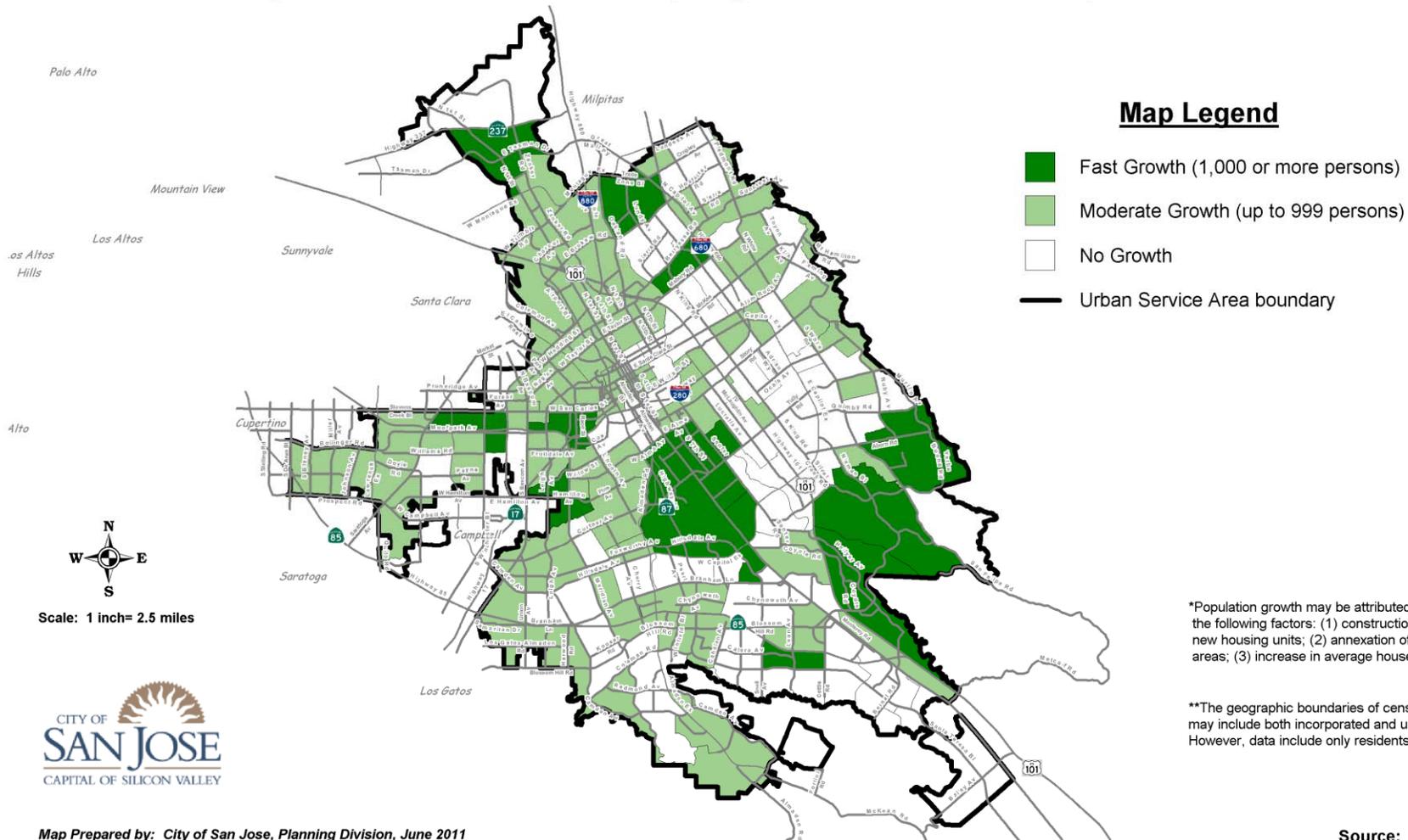
Population Growth by Decade

Significant Year-to-Year Growth Variation



Population Growth by Census Tract

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

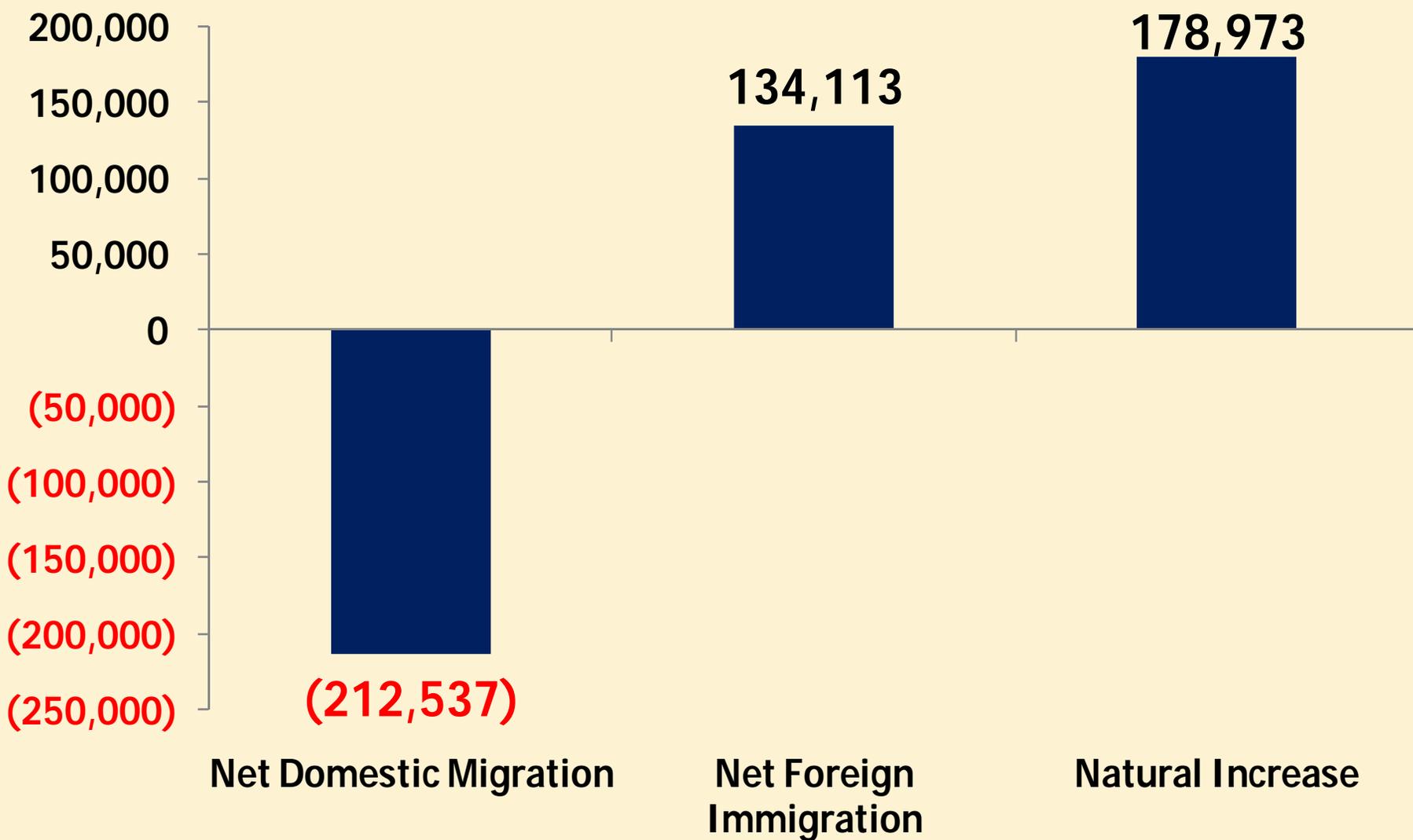


*Population growth may be attributed to one or more of the following factors: (1) construction and occupancy of new housing units; (2) annexation of former unincorporated areas; (3) increase in average household size.

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

Source: U.S. Census Bureau,
Census 2000 & Census 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

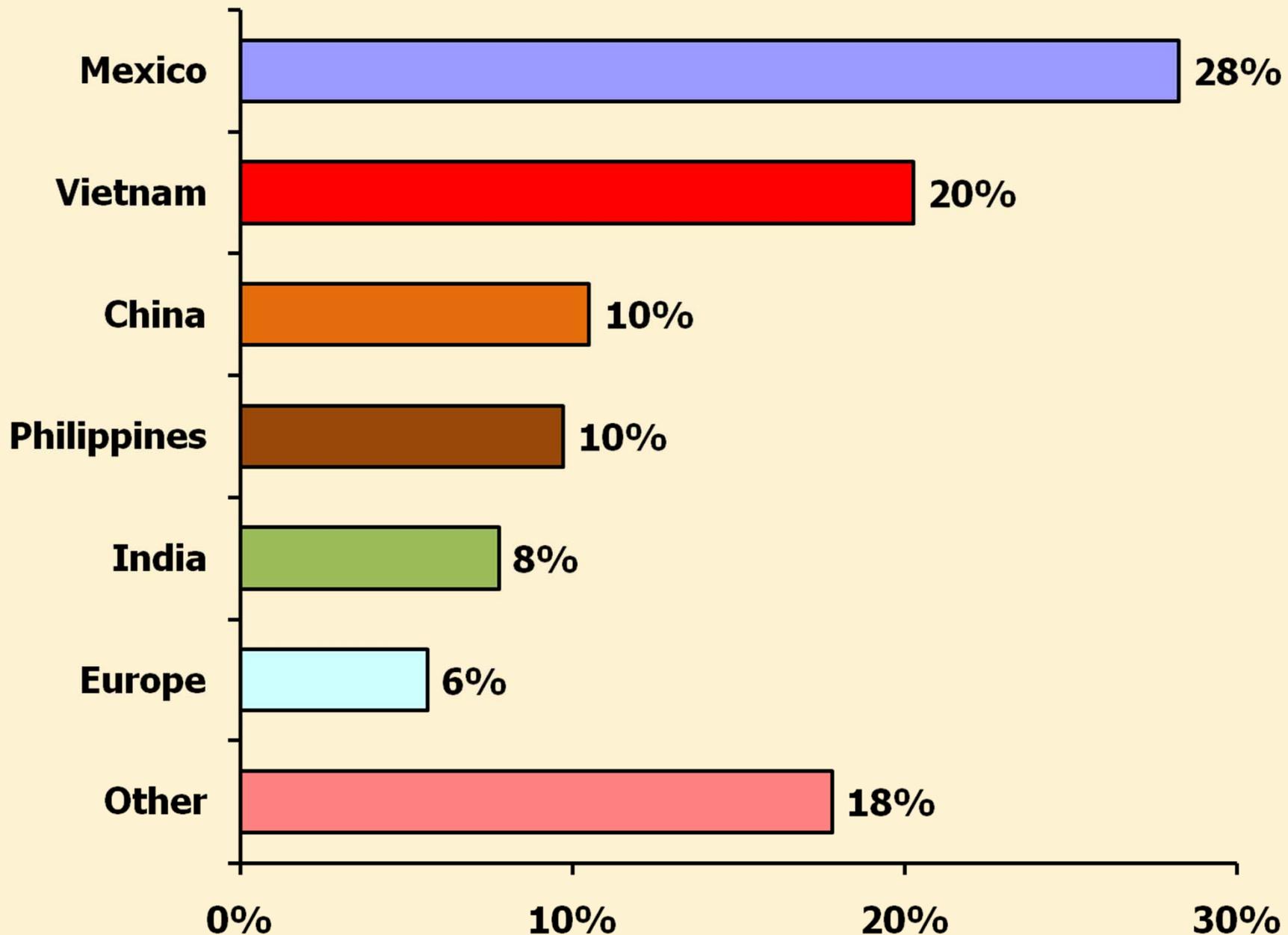
- **2/3 from Asia**
- **1/3 from Latin America**

12%

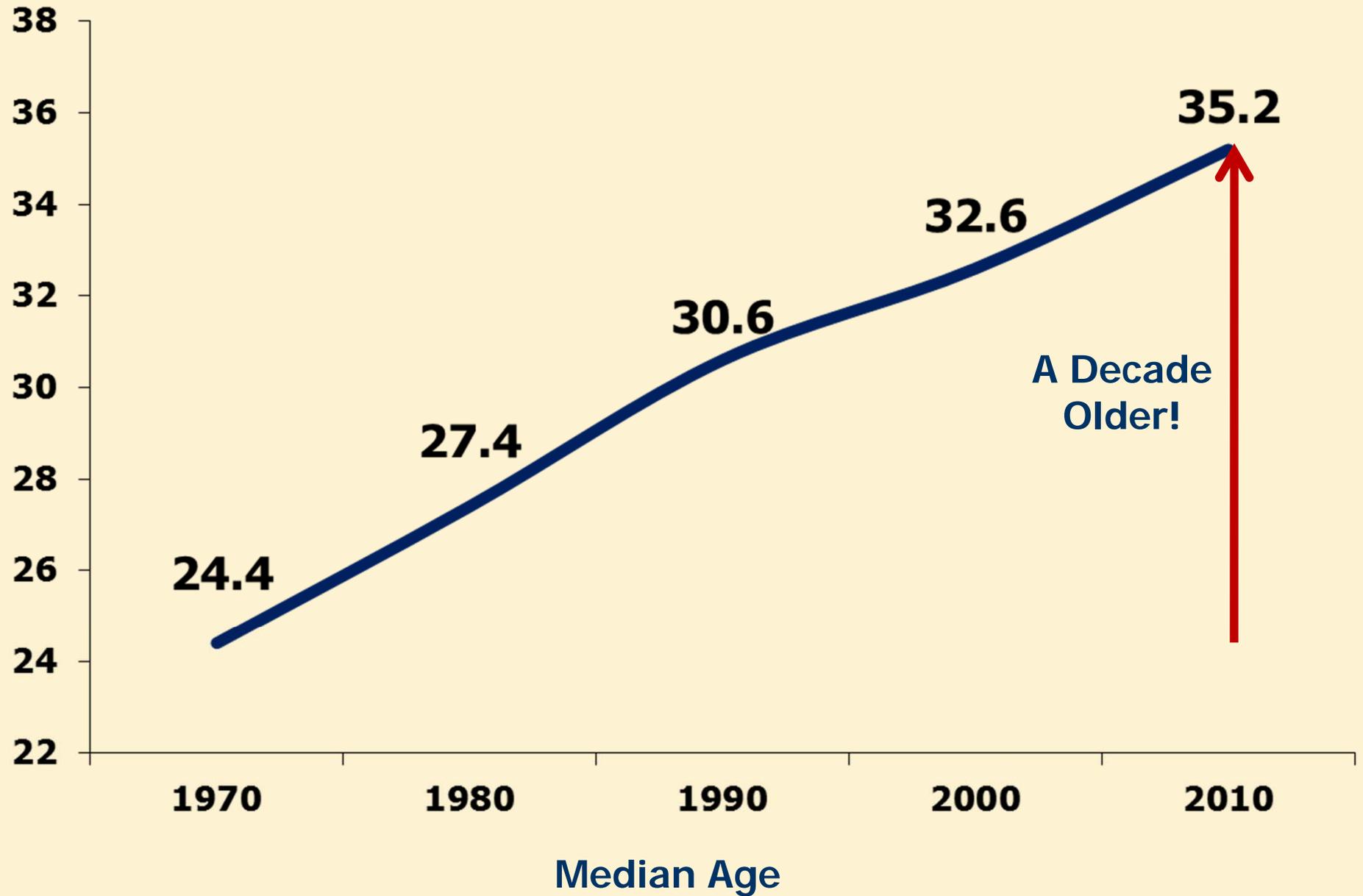
Entered U.S. since 2000

(> 100,000 residents!)

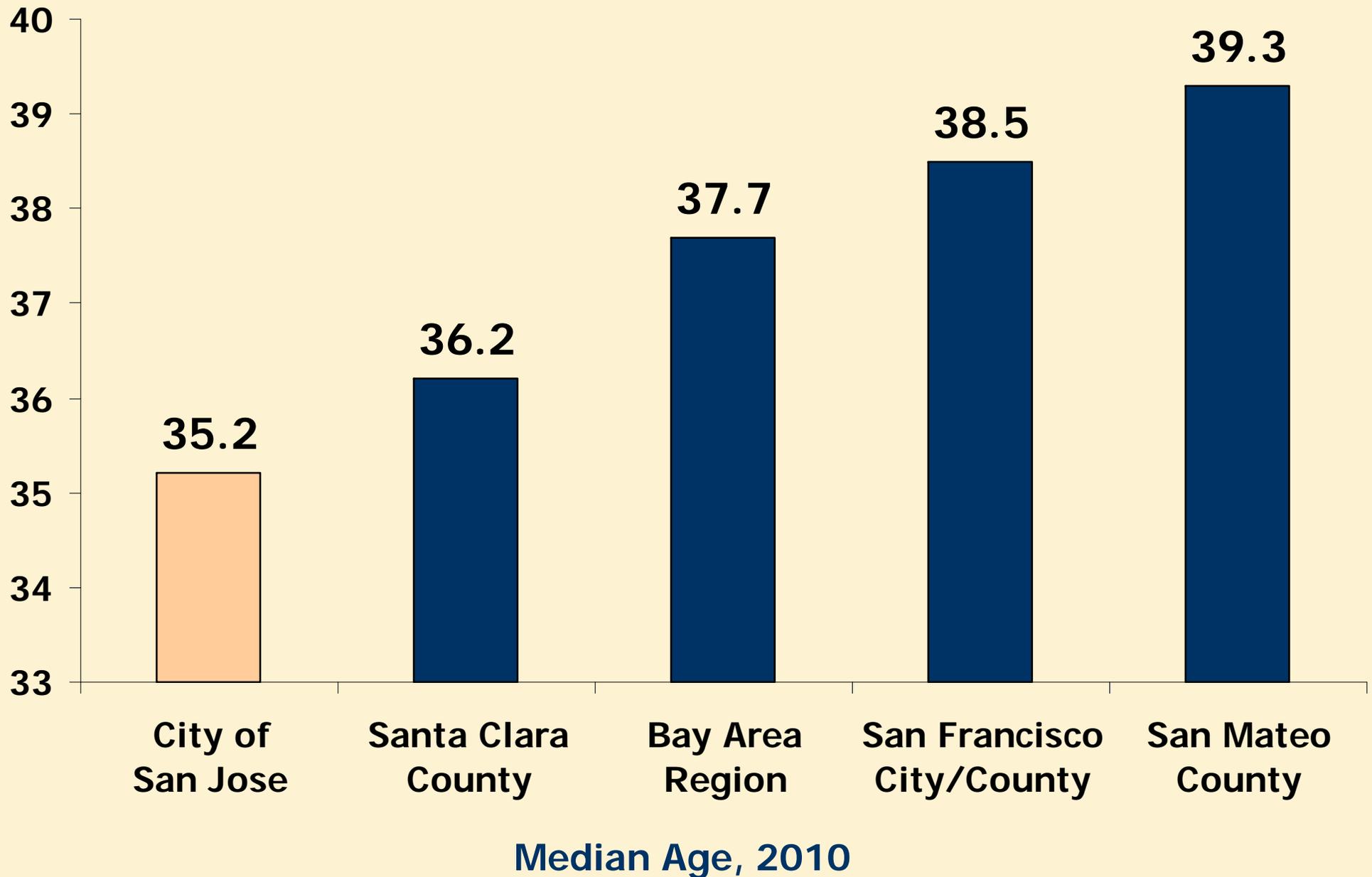
3/4 of Foreign Born From One of Five Countries



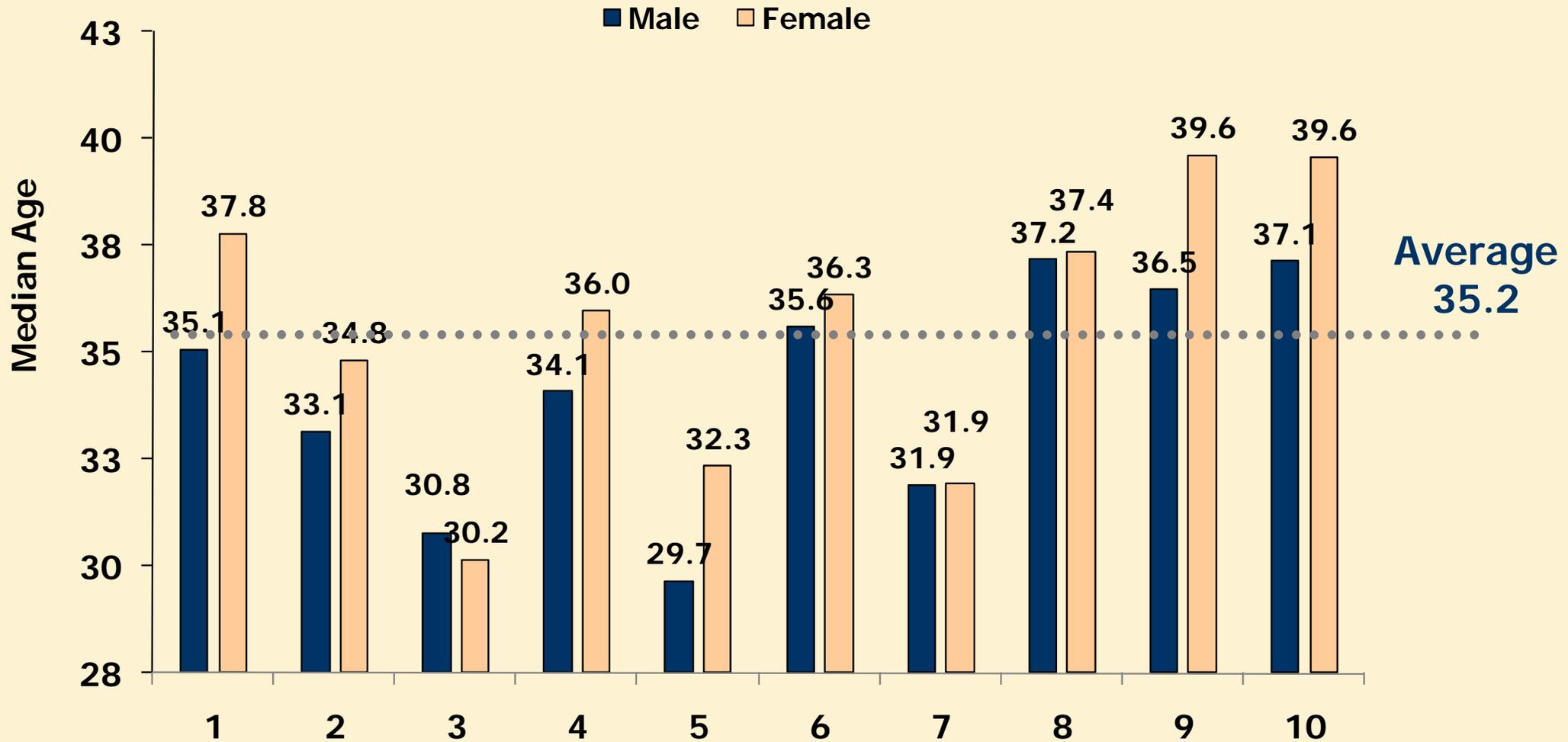
We Are Getting Older...



...But Are Still Relatively Young

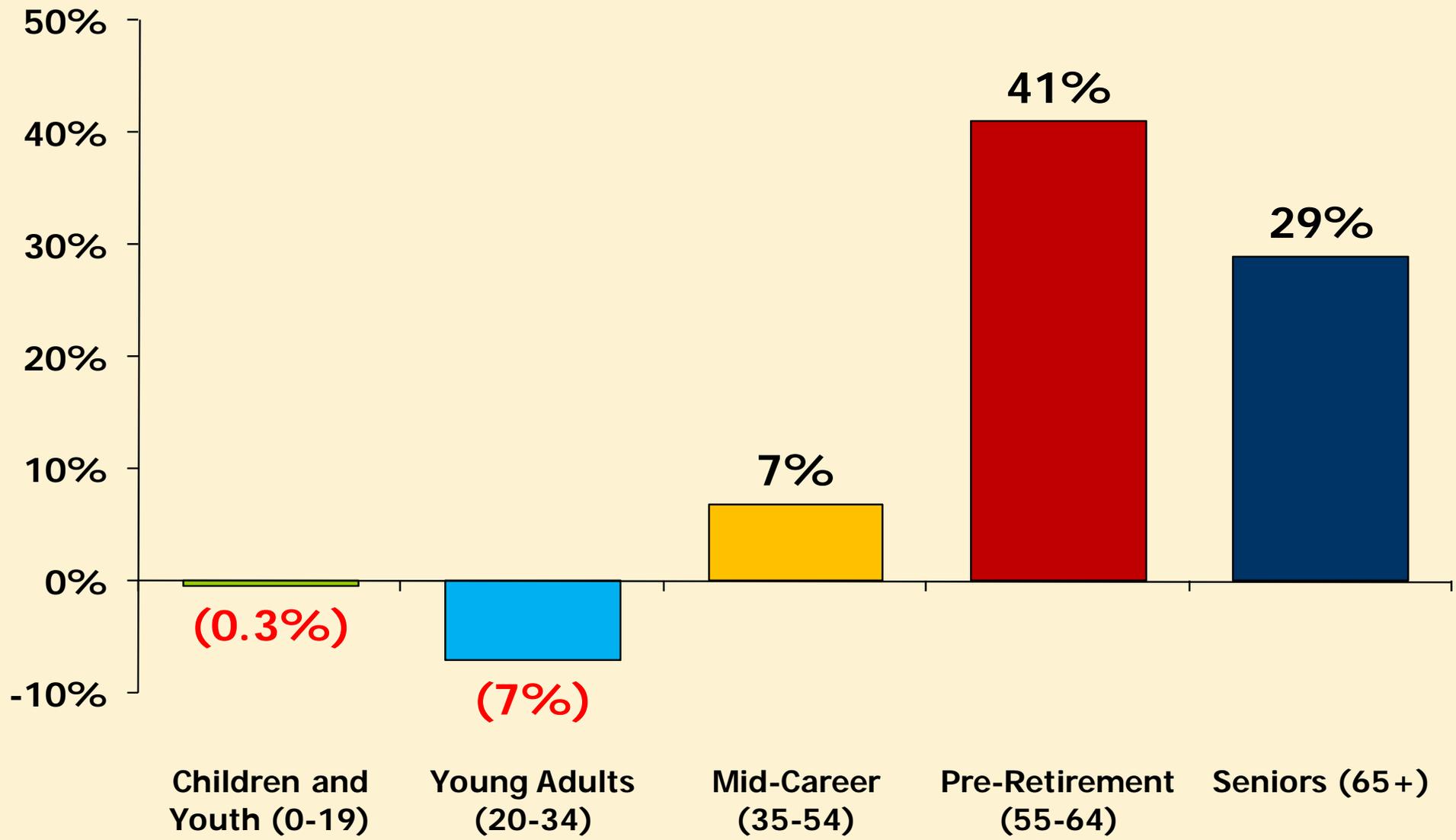


Median Age: Large Council District Variation



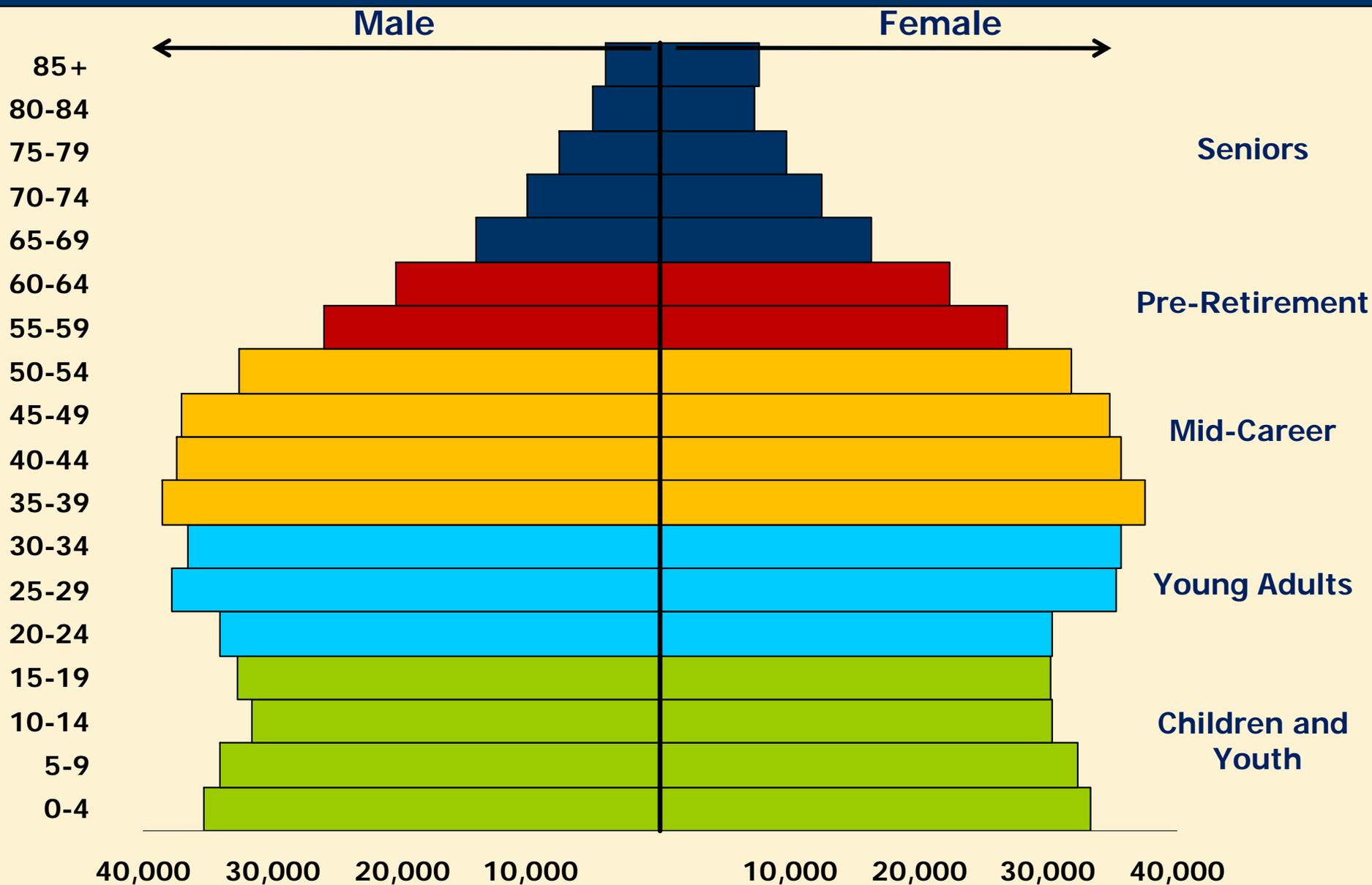
Median Age by Council District, 2010

Young Population Declined; Boomers Headed To Senior Status



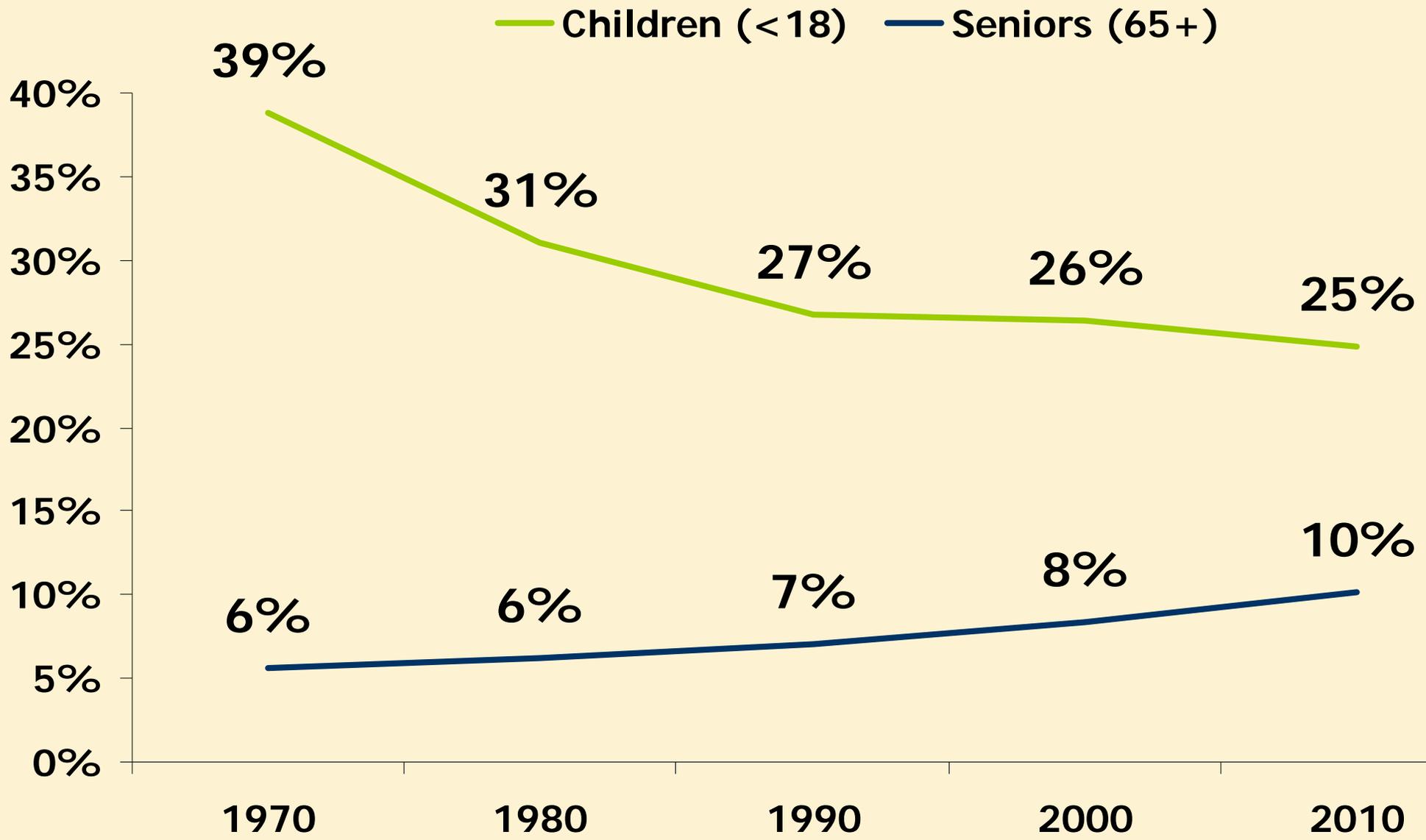
Percent Change by Age Group, 2000-2010

Population Pyramid: A "Top-Heavy" Shape



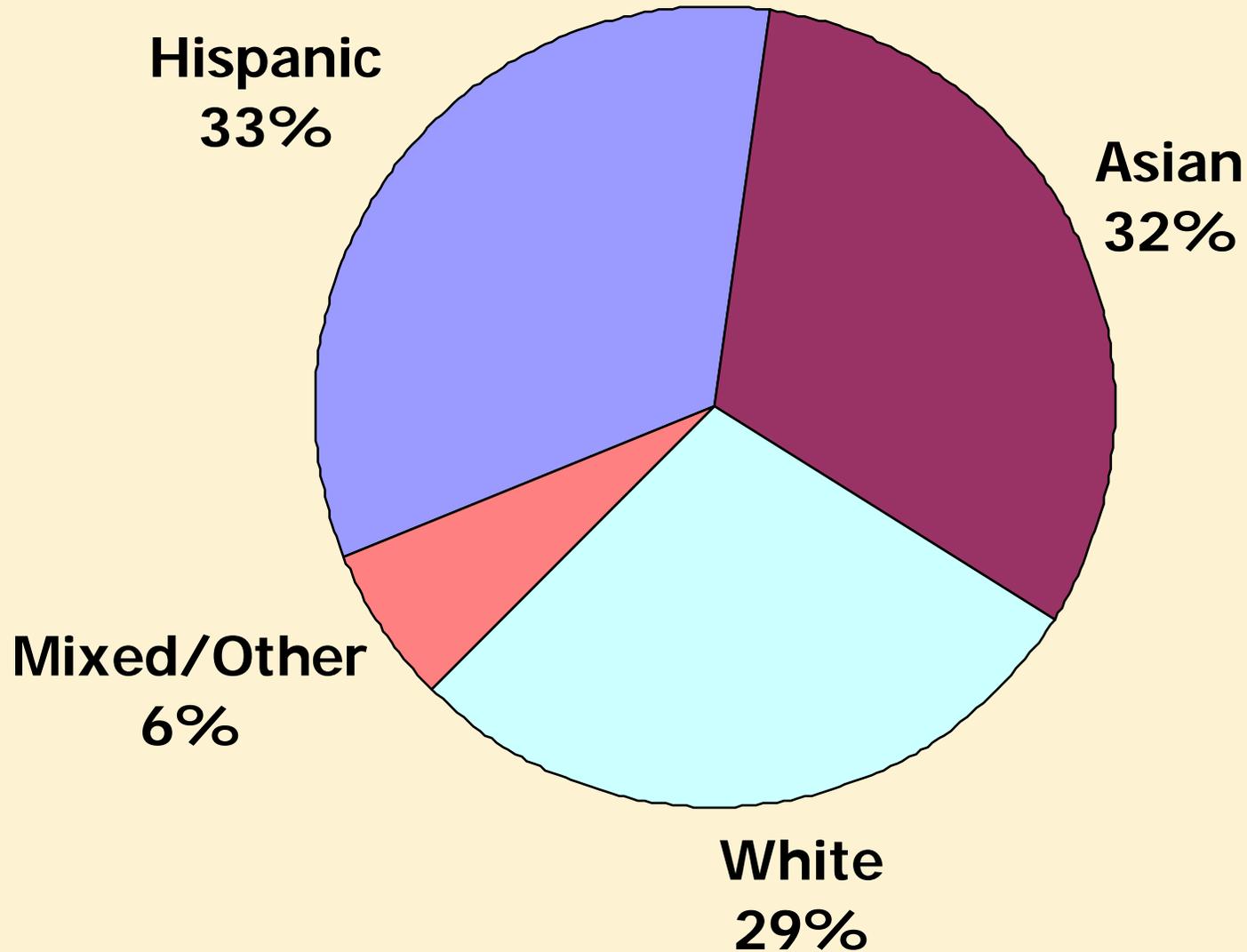
Grouped Age Cohorts by Gender, 2010

Kids a Declining Share; Seniors Continue to Increase



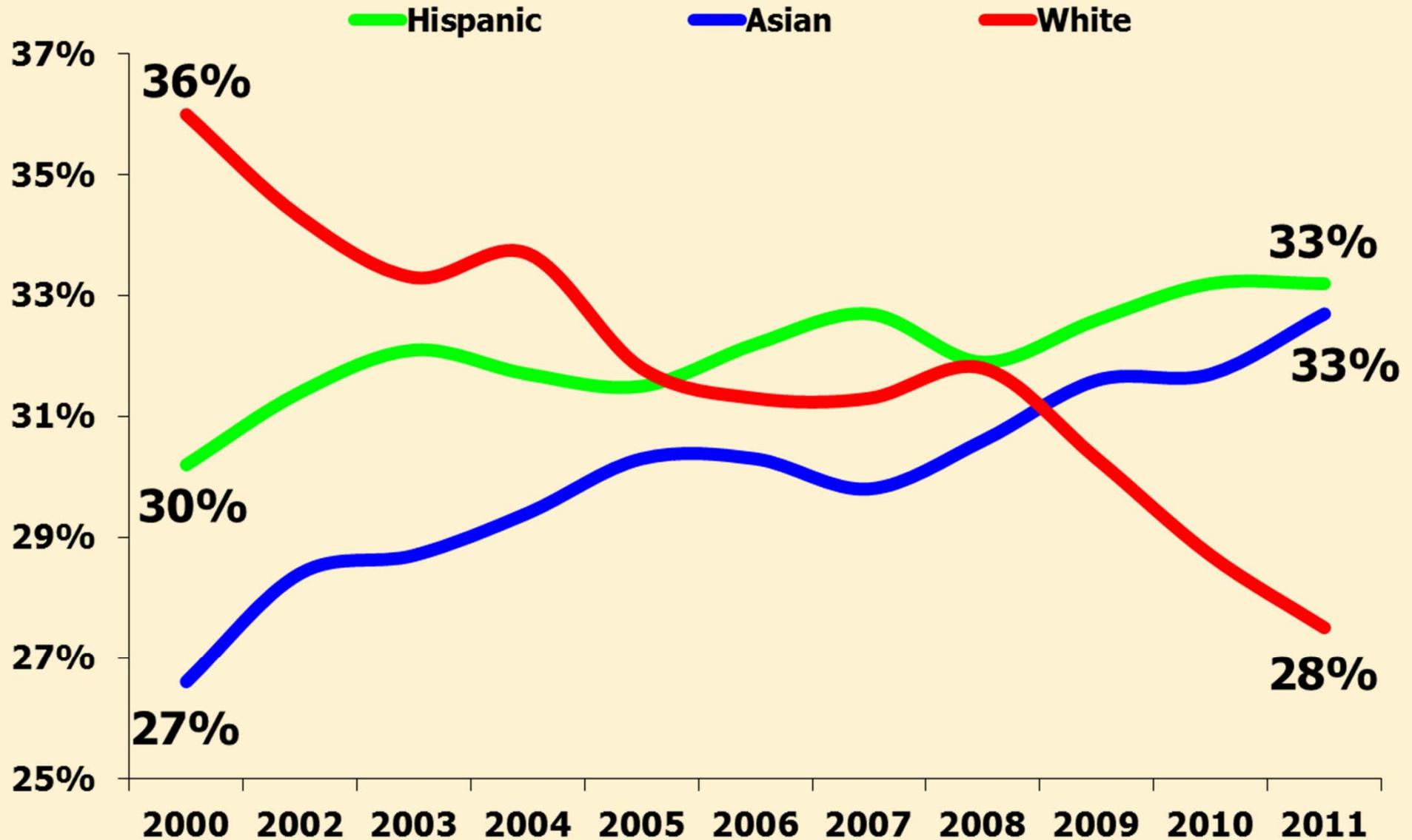
Proportion of Children and Seniors in all Residents

Race/Ethnicity: A "City of Thirds"



Major Race Groups, 2010

Hispanic and Asian Share Increased; White Share Declined

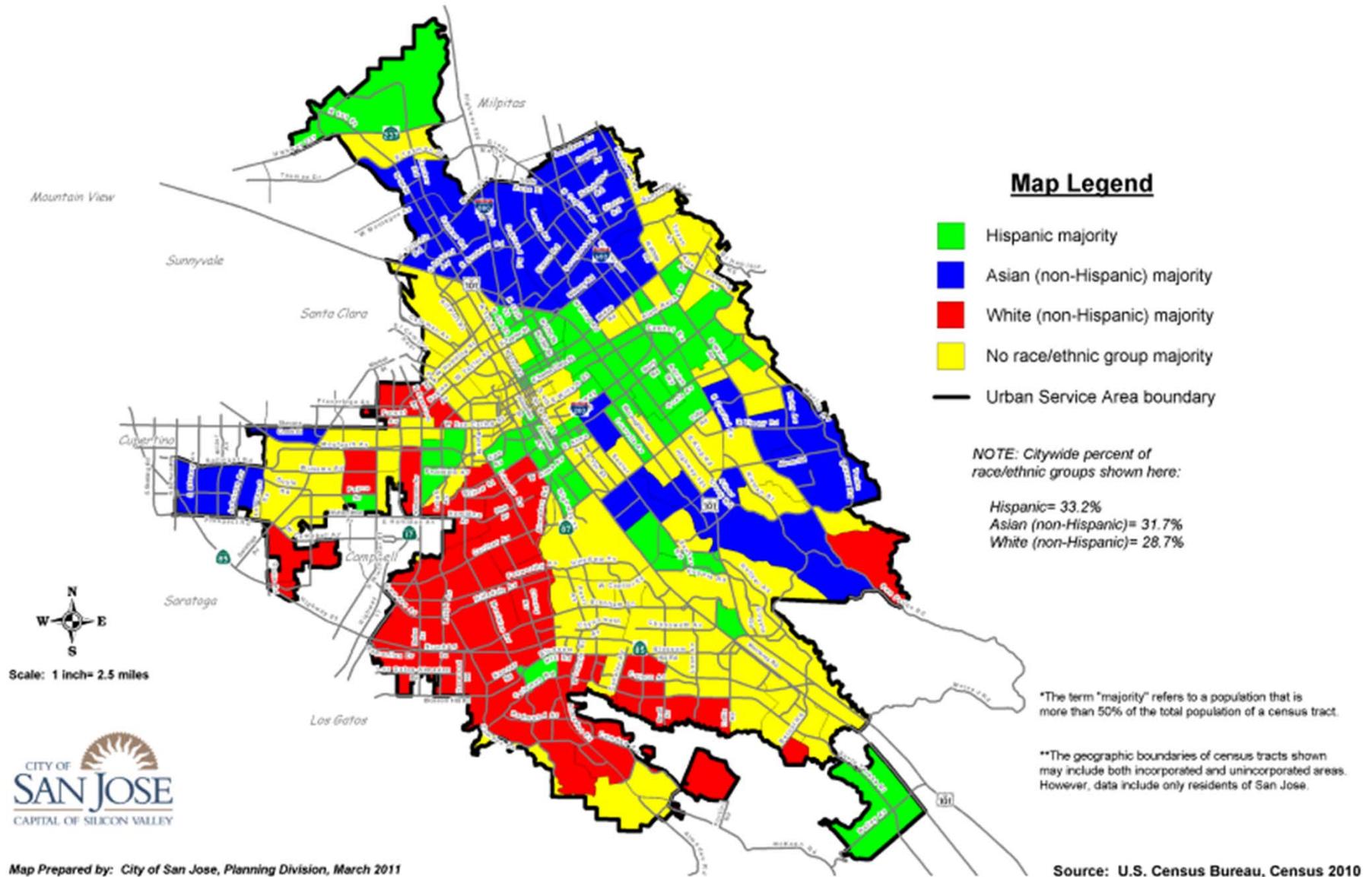


Major Race and Ethnic Groups, Share of Population

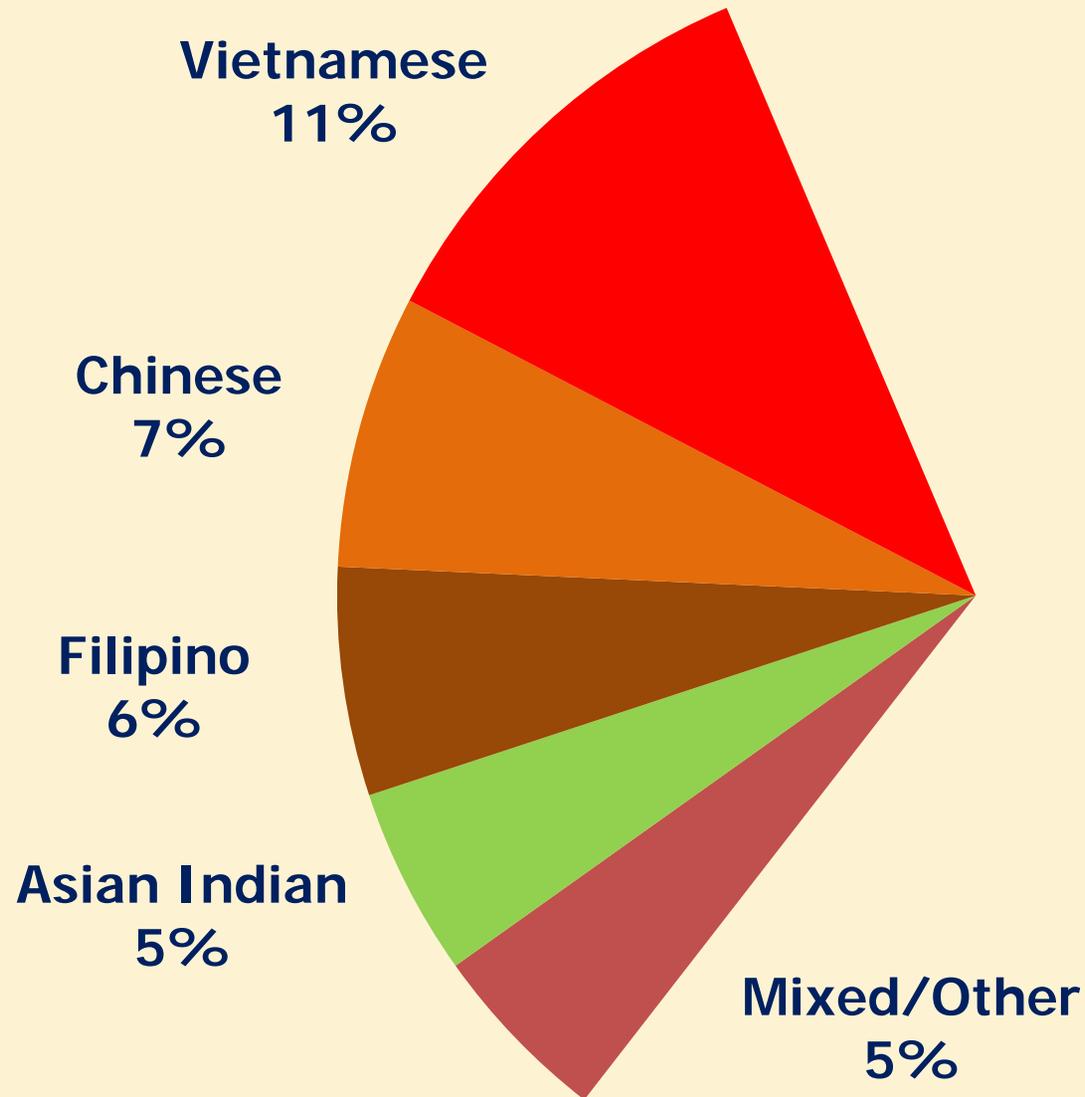
Race Majority by Council District

- 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

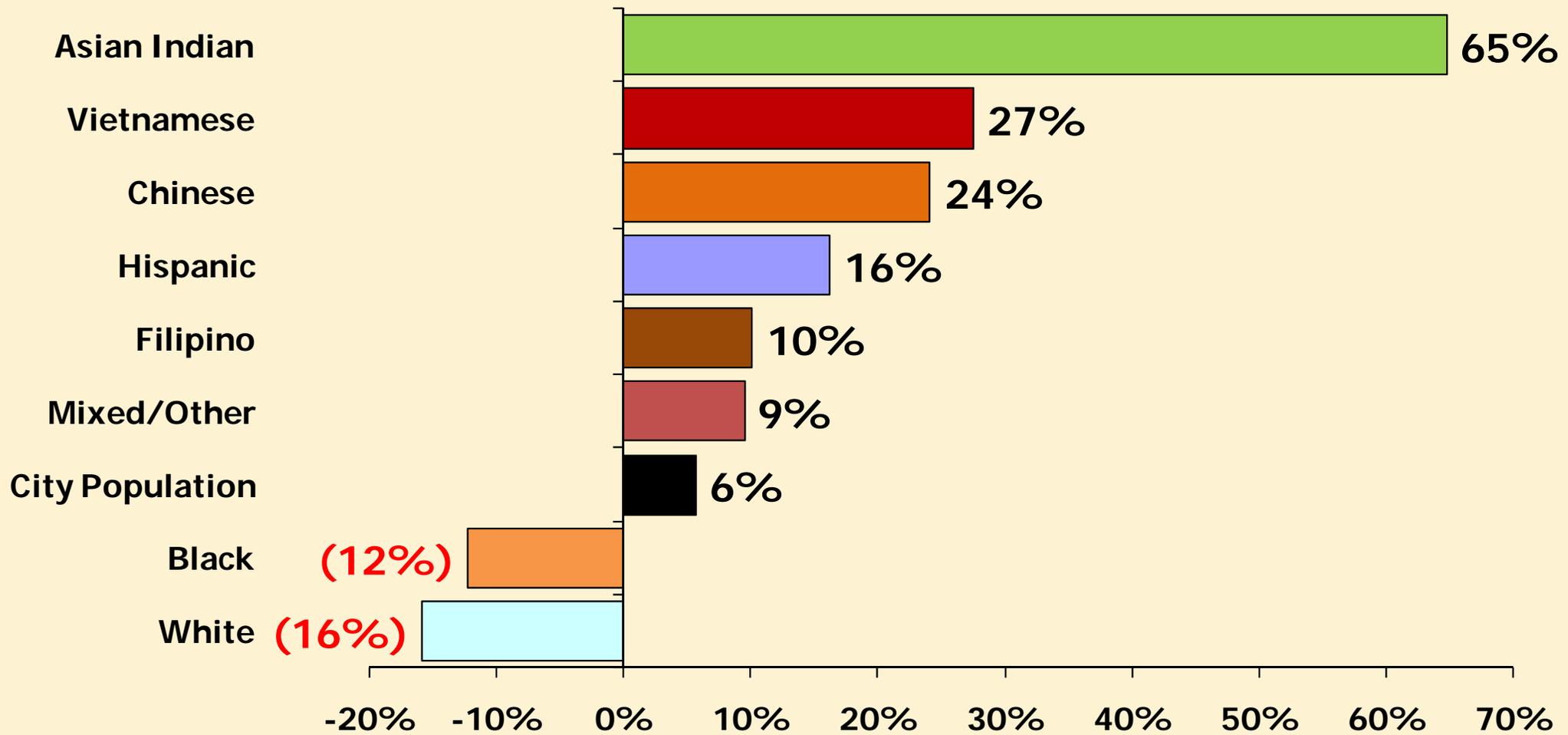


1/3 of Population is Asian



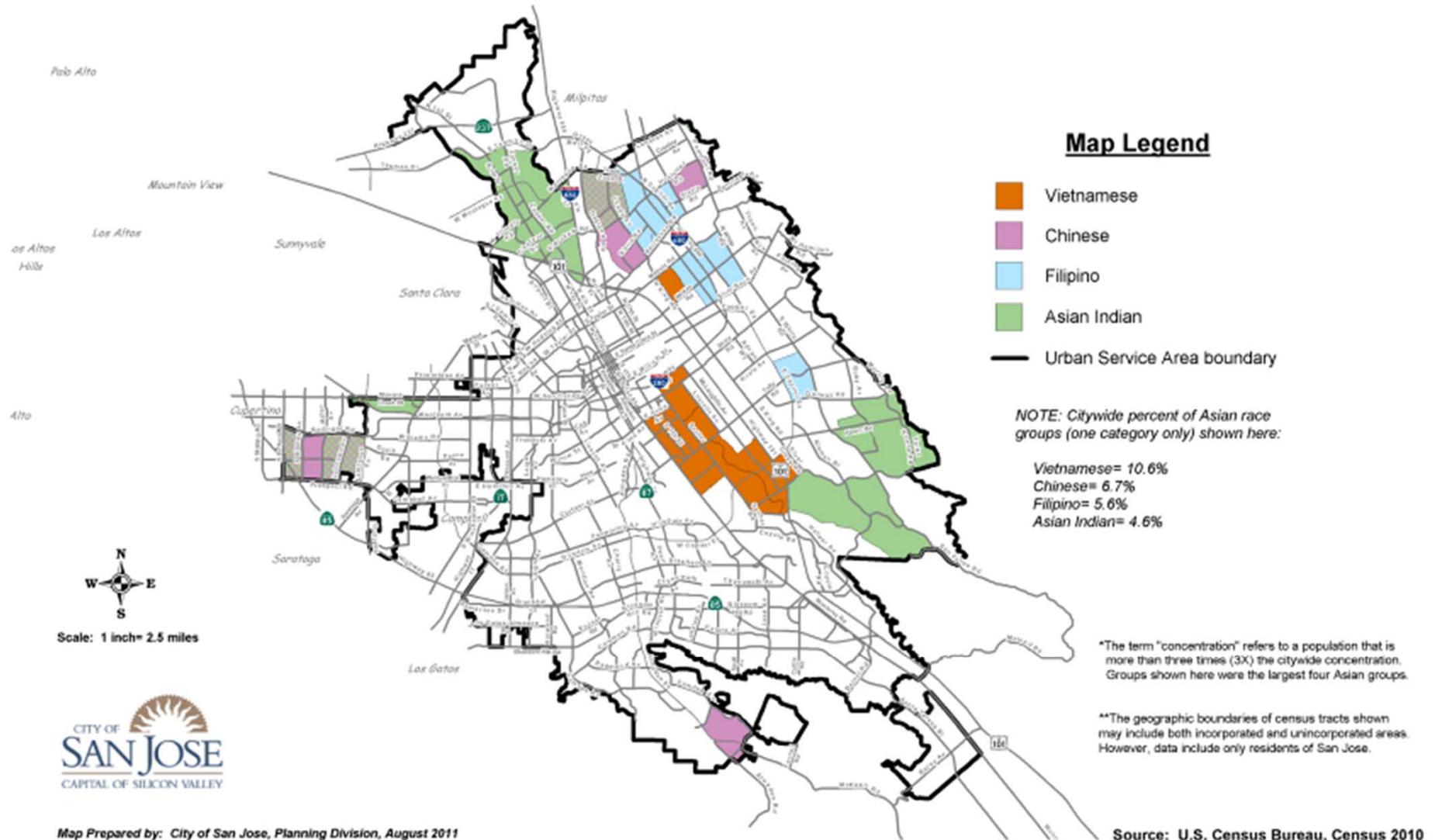
Asian Race Distribution, 2010

Asian Indians Grew Fastest; Whites and Blacks Declined

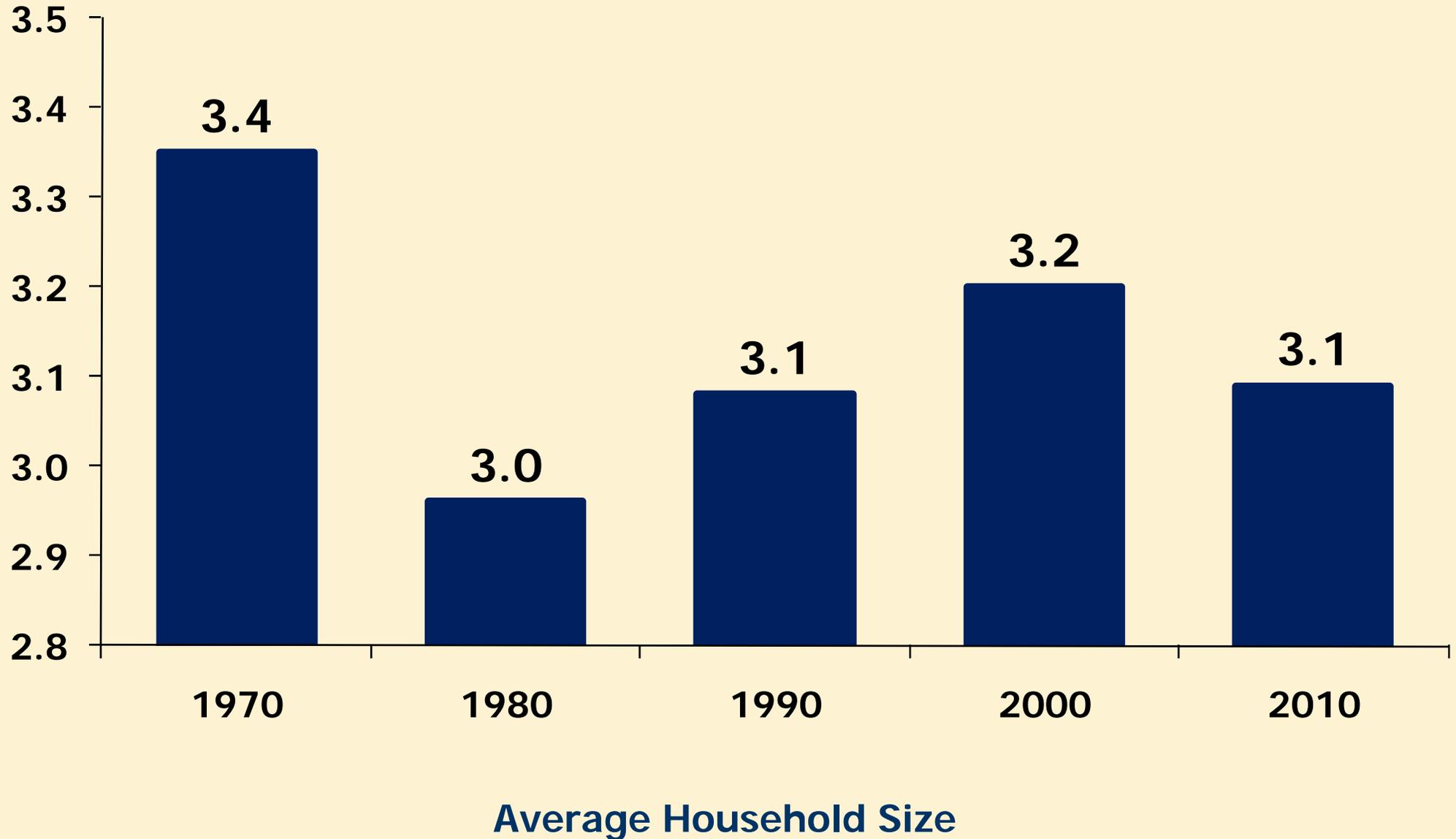


Change in Major Race/Ethnic Groups, 2000-2010

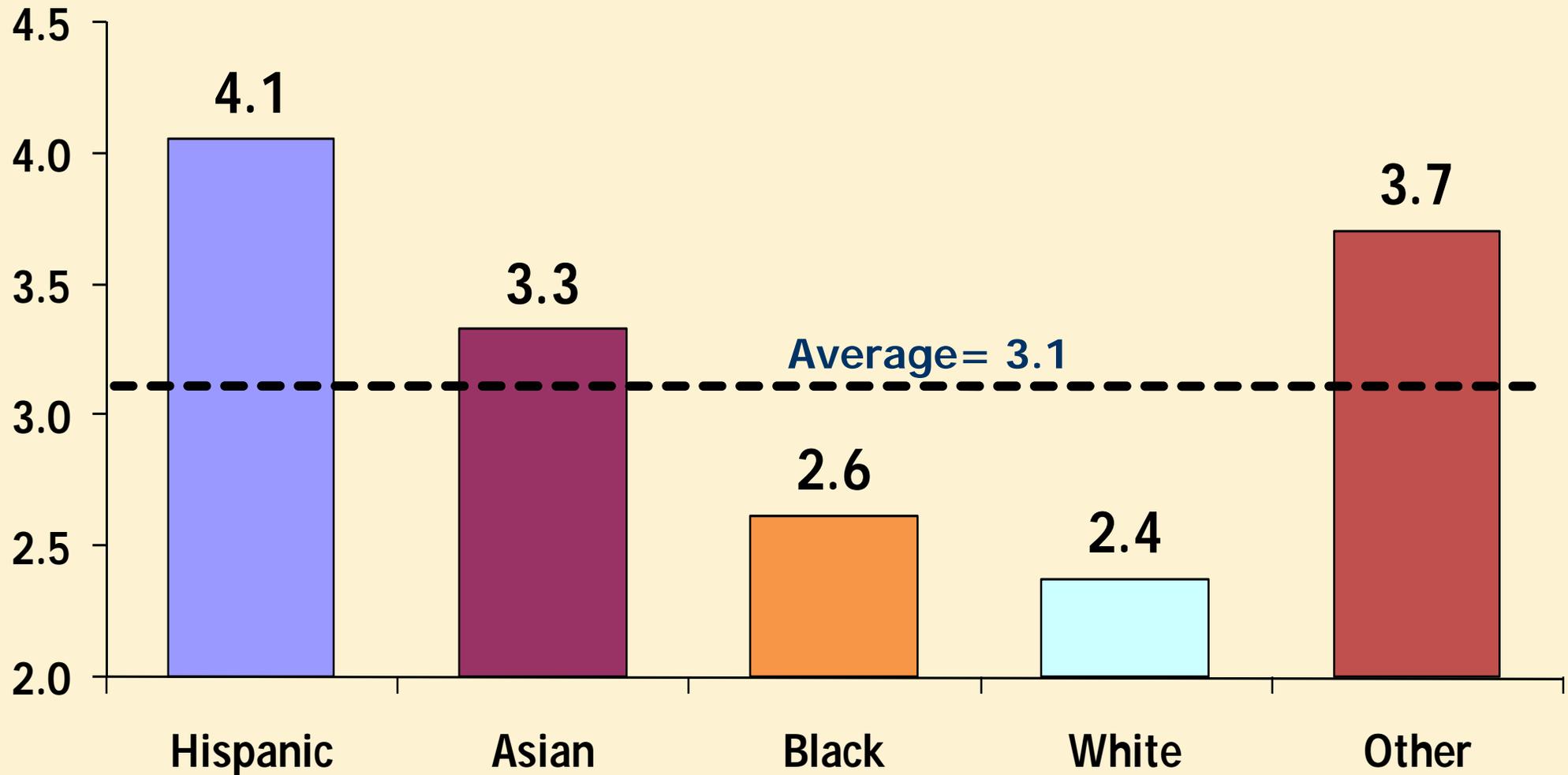
Asian Concentrations



Household Size Declined, Reversing Prior Trend

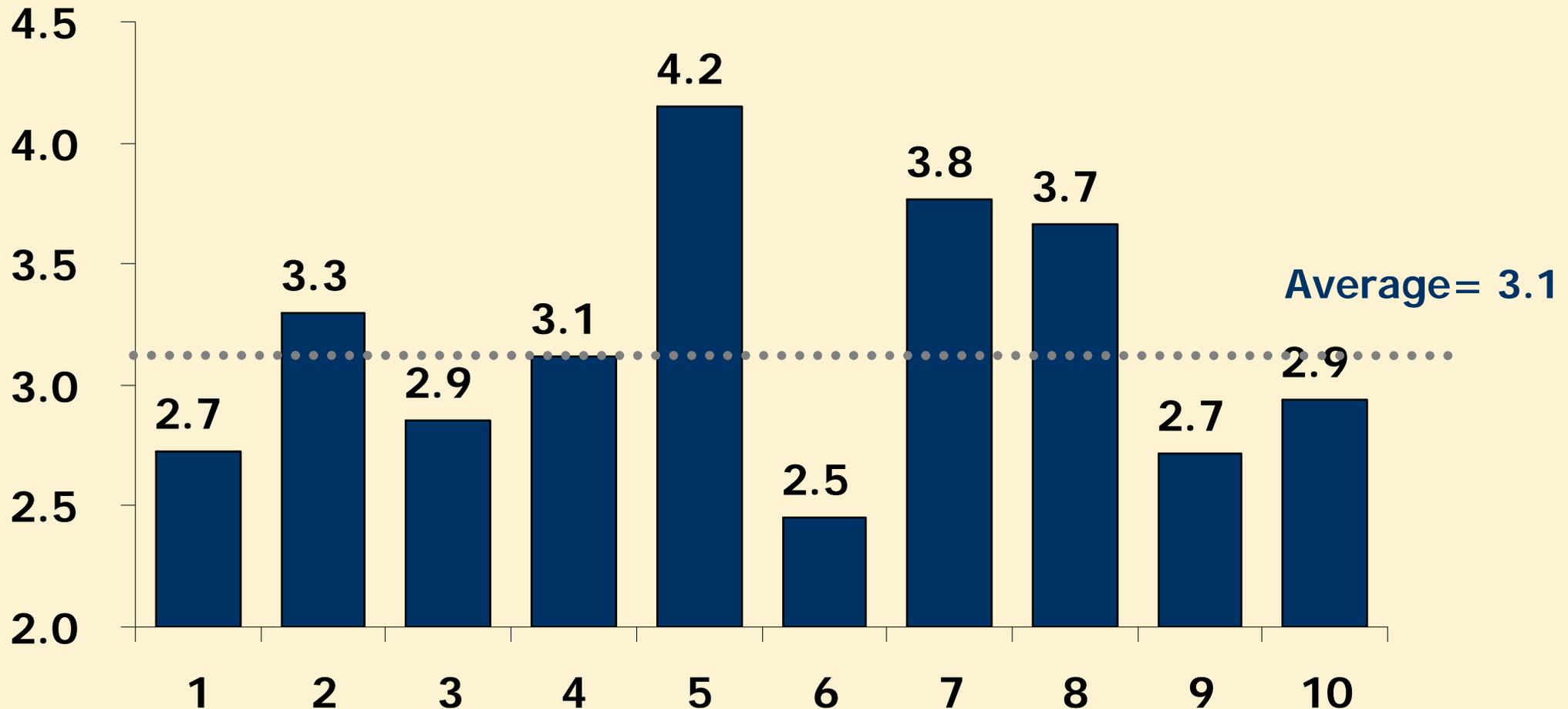


Household Size: Large Race/Ethnic Variation



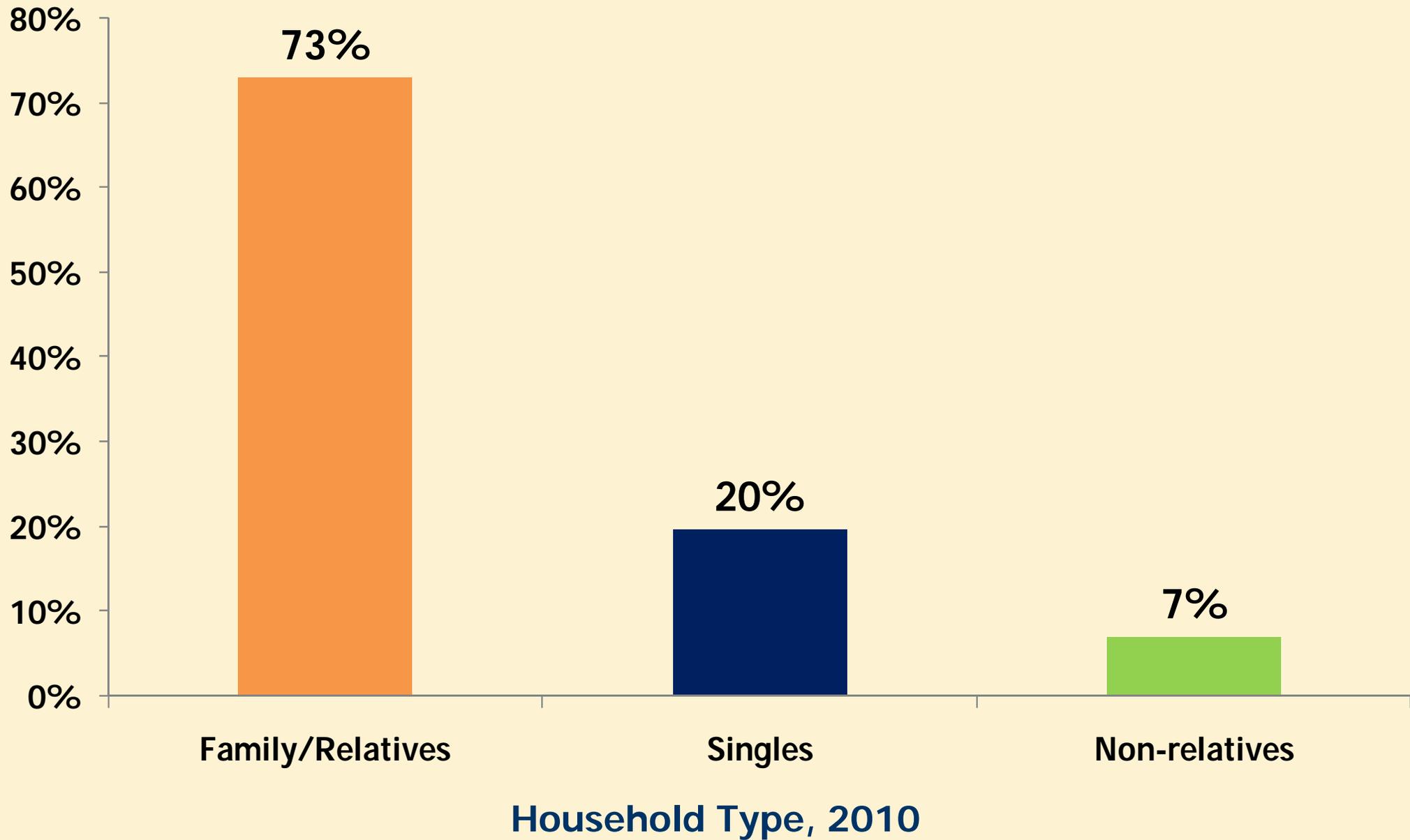
Average Household Size by Race/Ethnicity, 2010

Household Size: Large Council District Variation

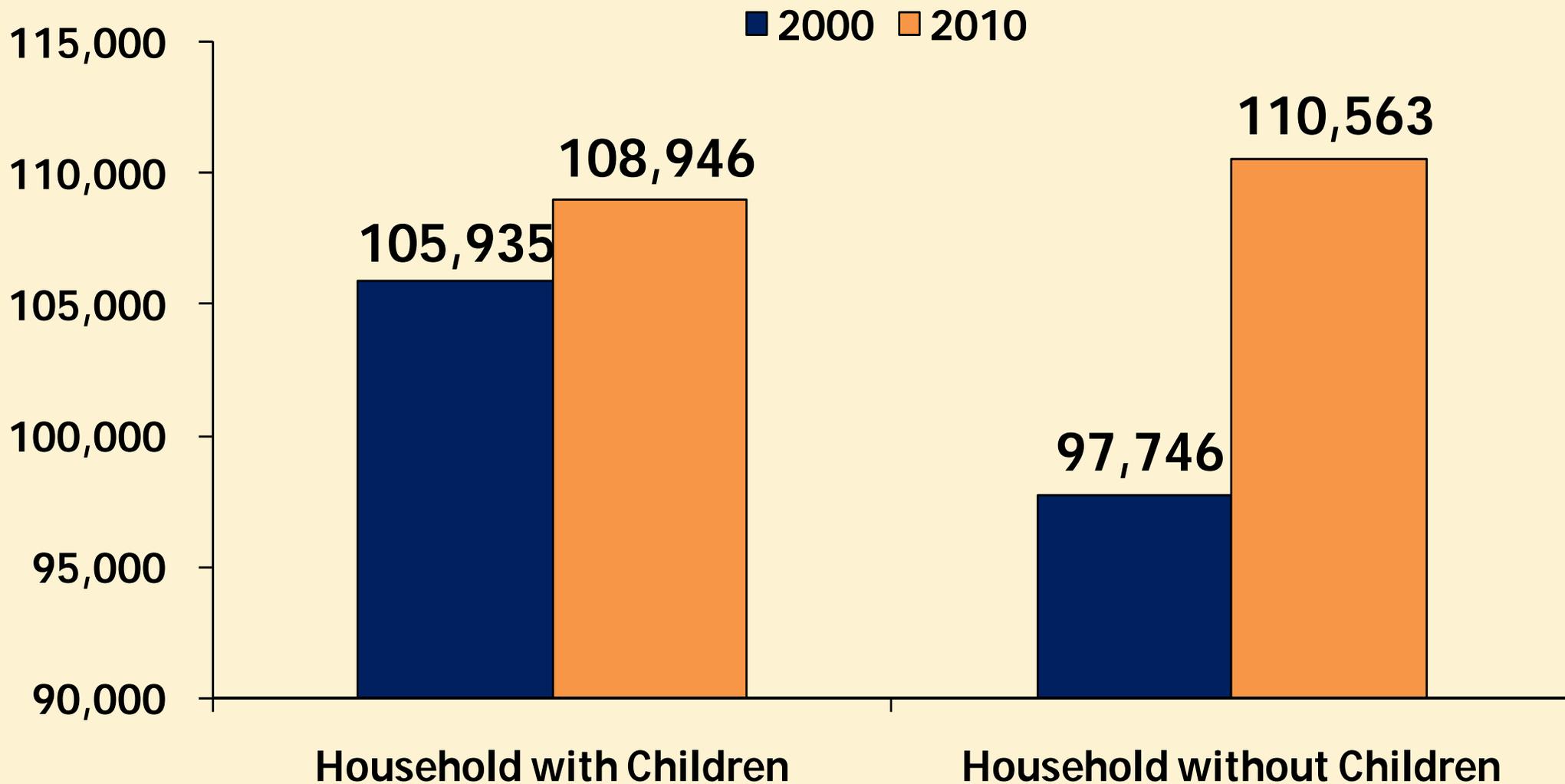


Average Household Size by Council District, 2010

1-of-5 Households are Now Singles

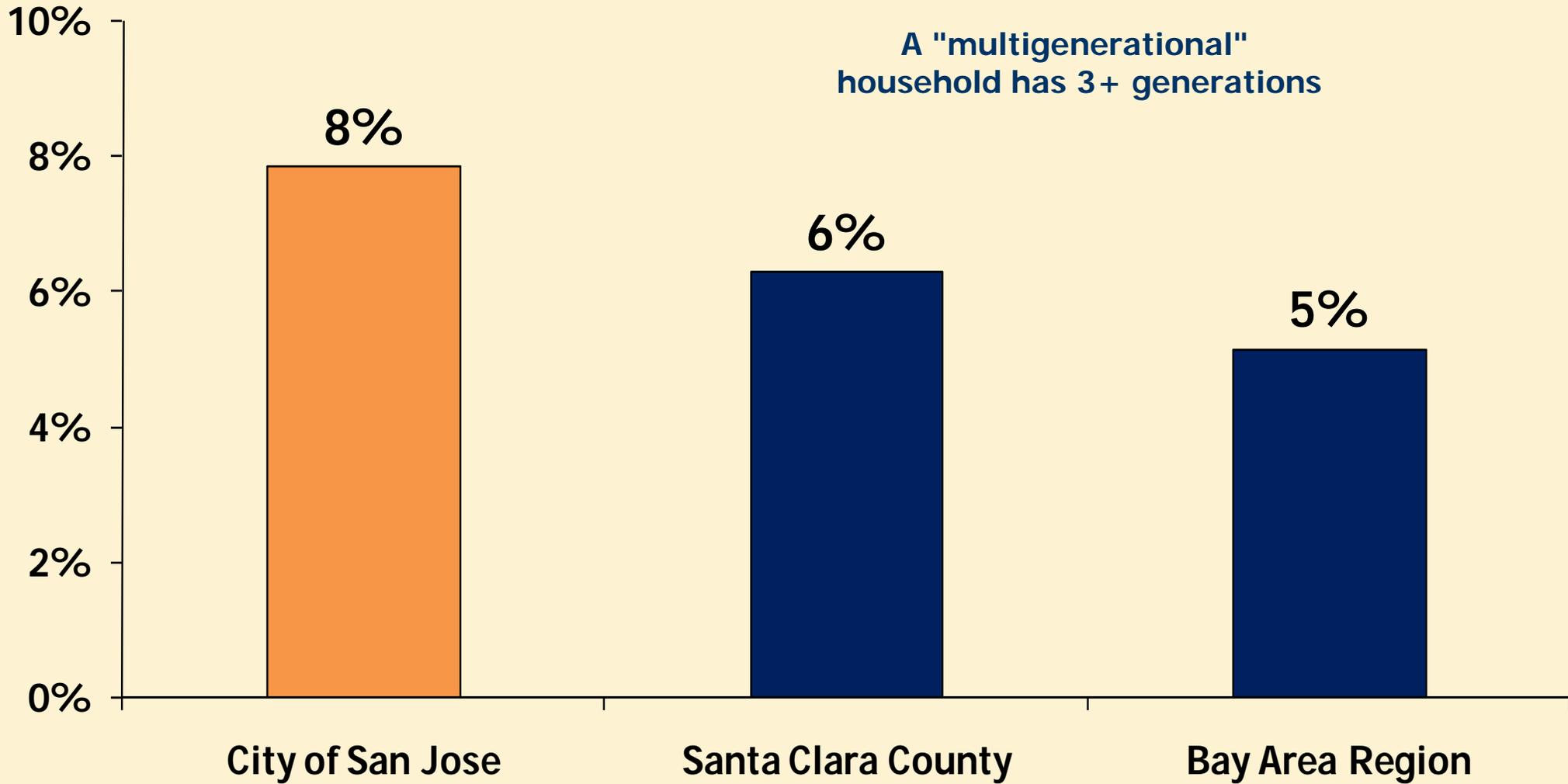


Family Households: 81% of Growth was Households Without Children; Now a Majority



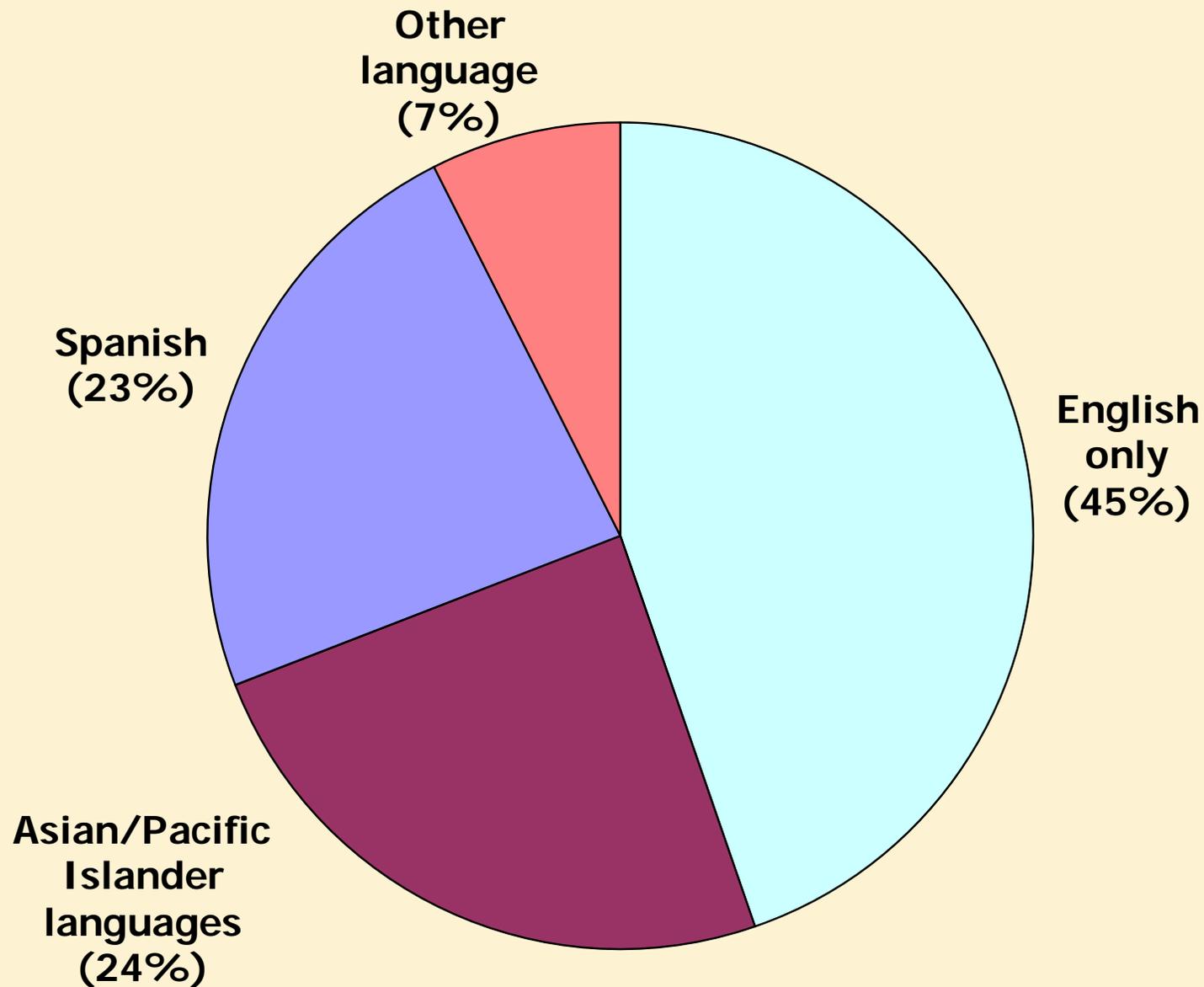
Family Households by Presence of Children, 2000-2010

8% of Households are Multigenerational



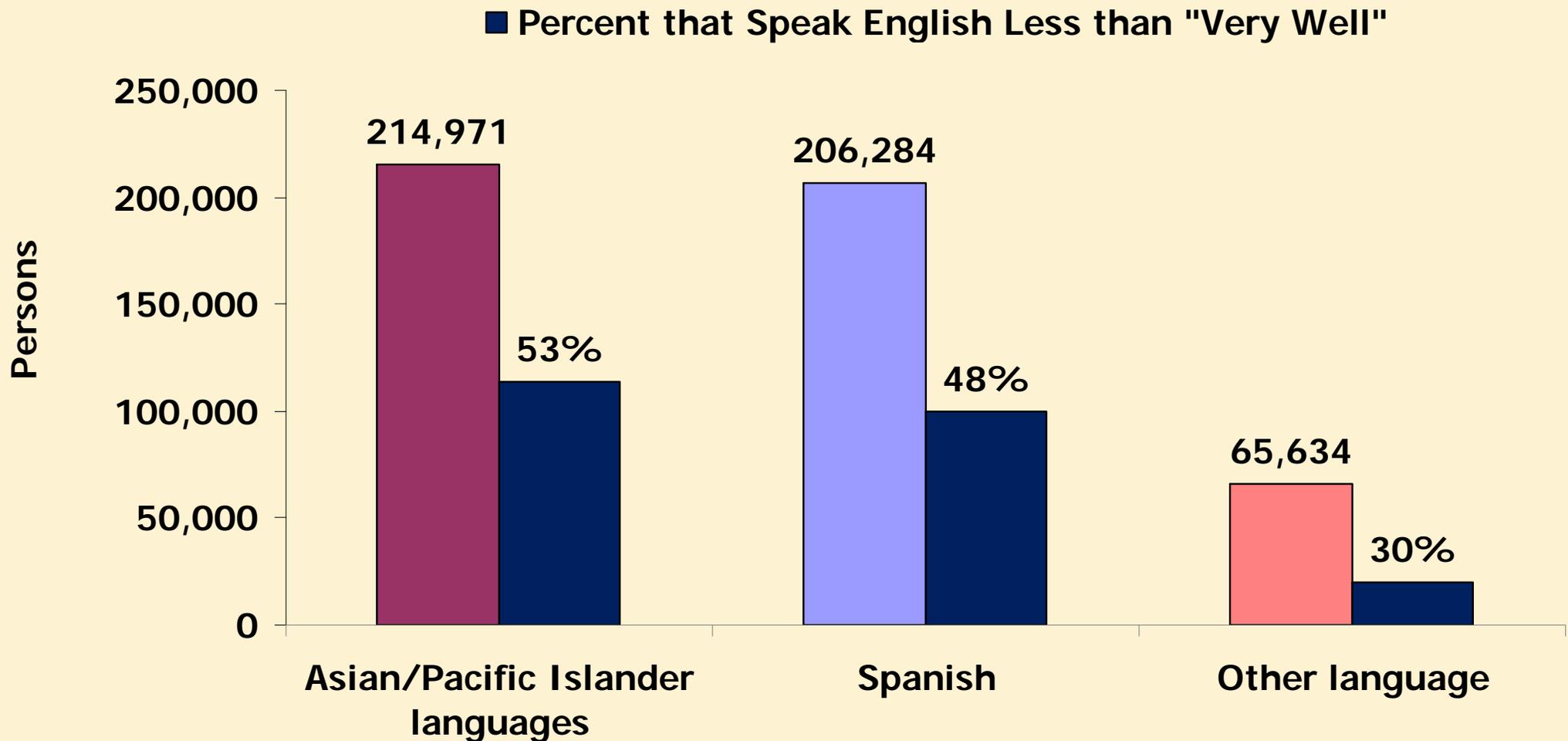
Multigenerational Households, 2010

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



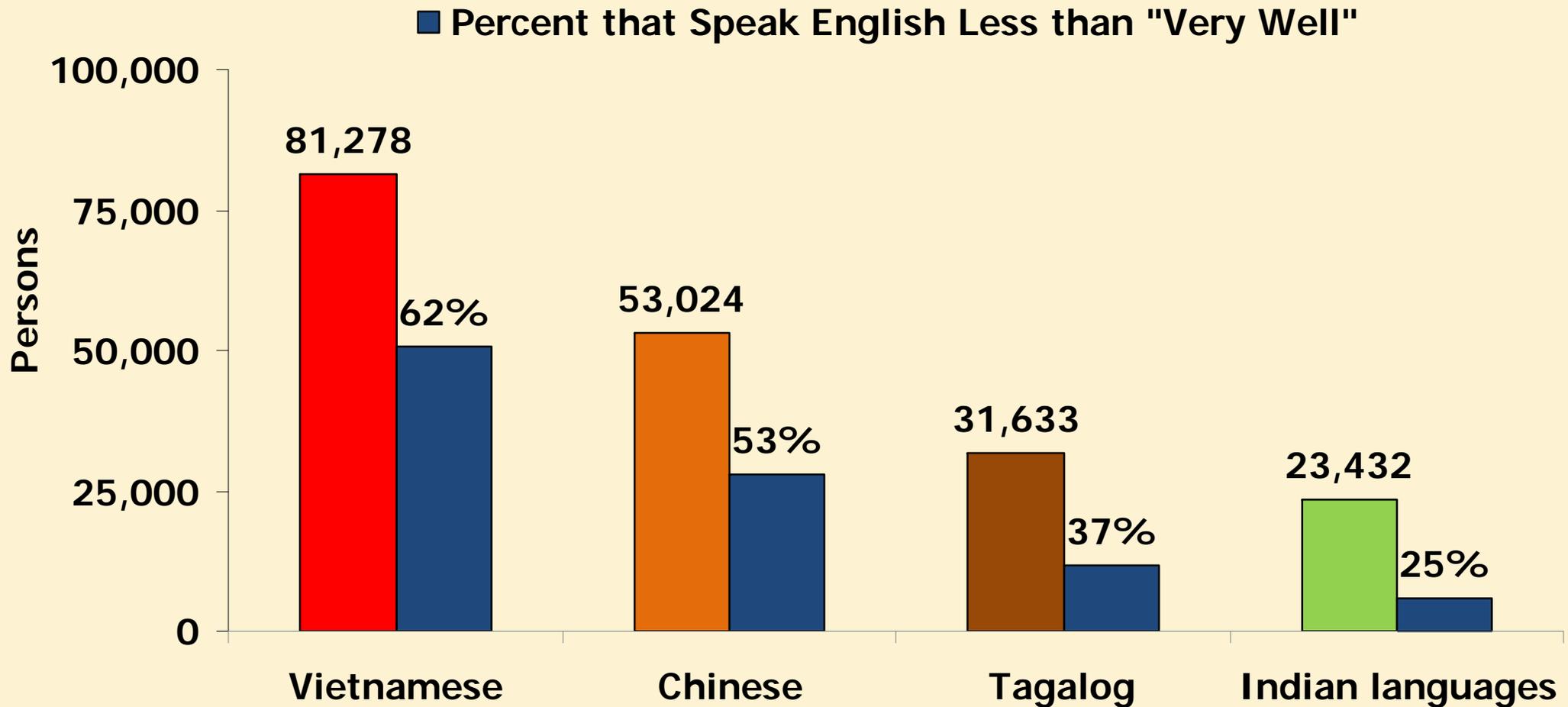
Language Spoken at Home, 2010

Limited English Varies; Trending Down Overall



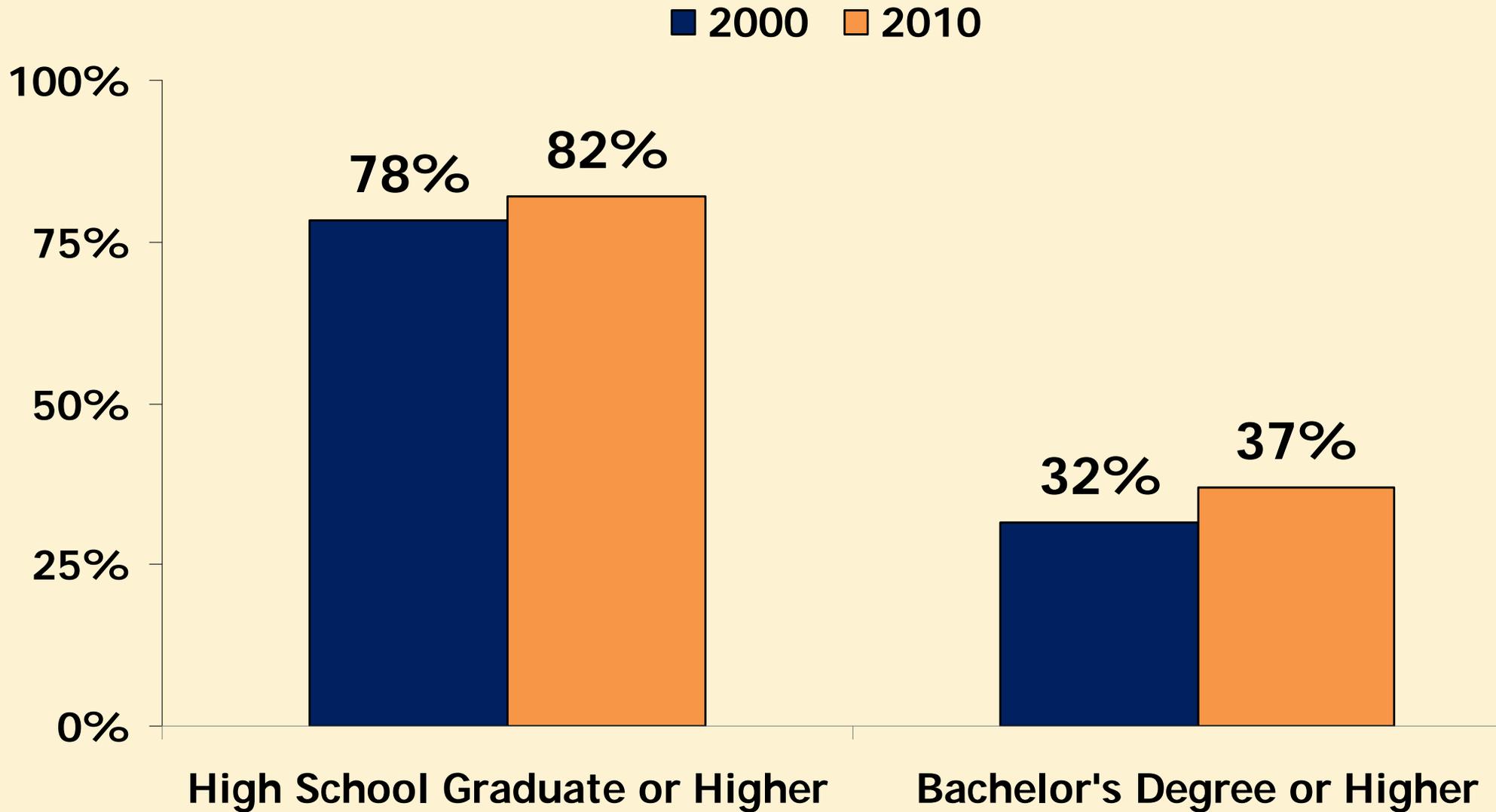
Language Spoken at Home by Major Language Groups, 2010

Limited English by Select Asian Languages



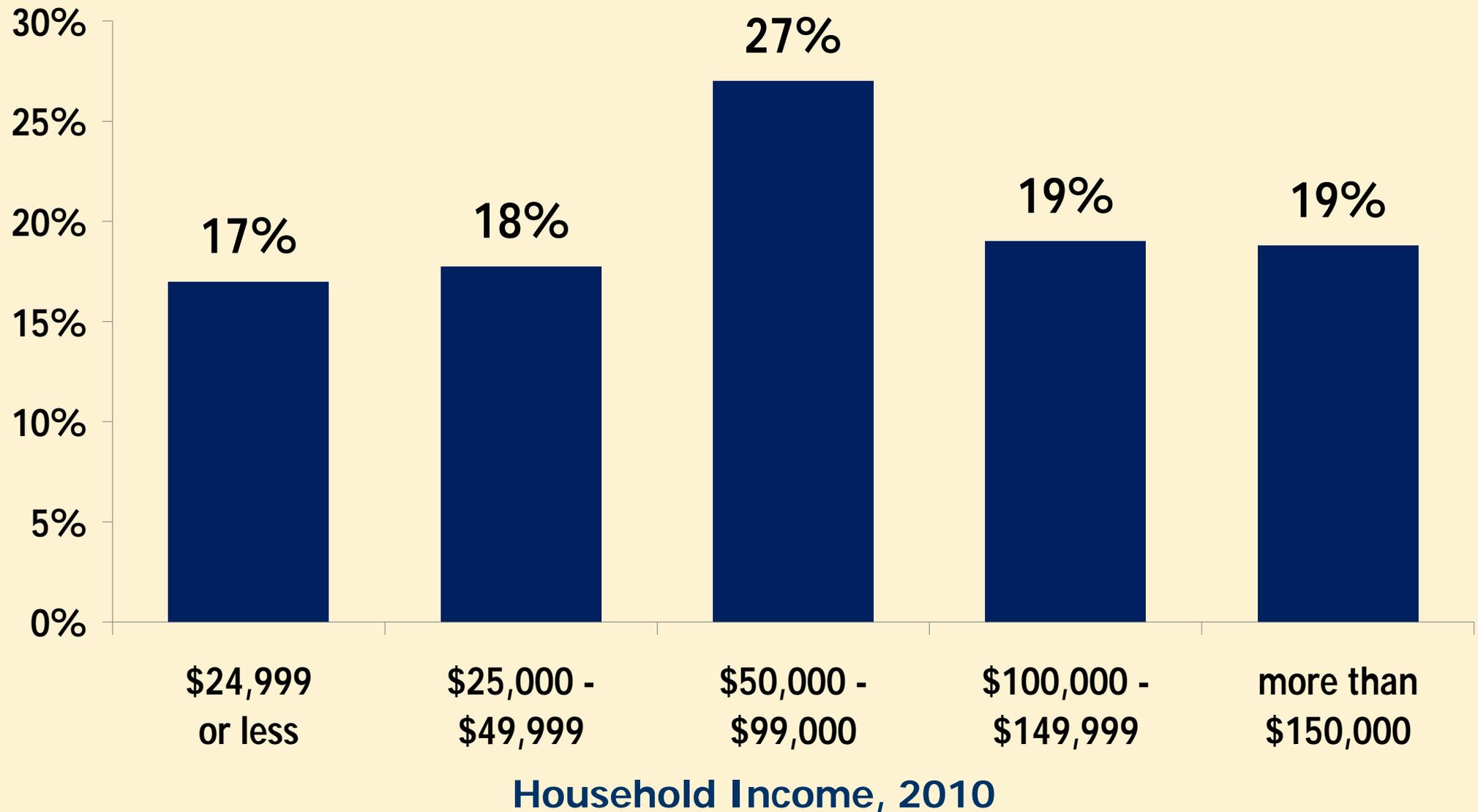
Language Spoken at Home by Select Asian Languages, 2010

Educational Attainment: High and Rising

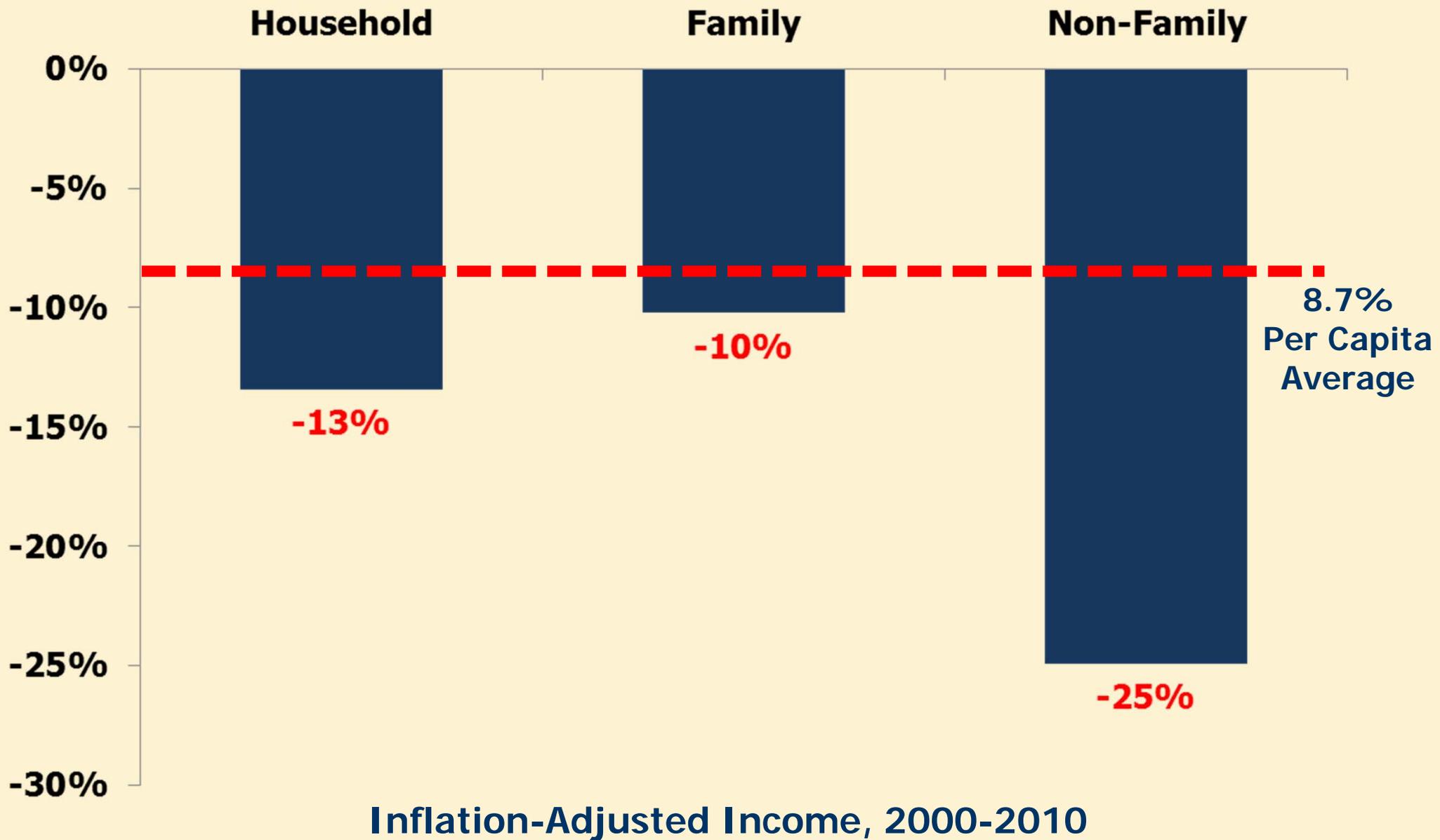


Educational Attainment, Population Age 25+

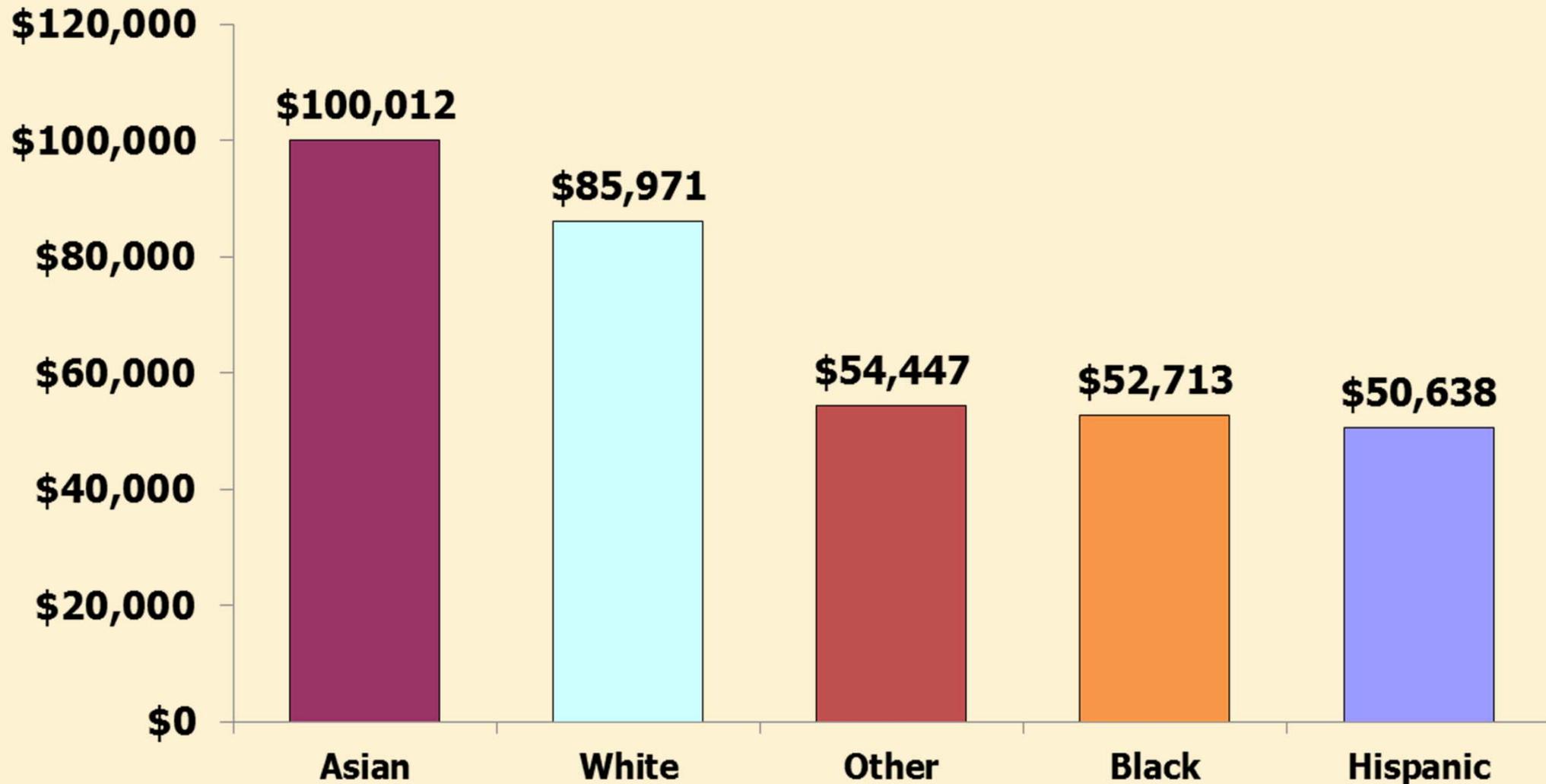
Household Income: 2/3 Earn Over \$50,000



Real Income: All Household Types Experienced Double Digit Decline

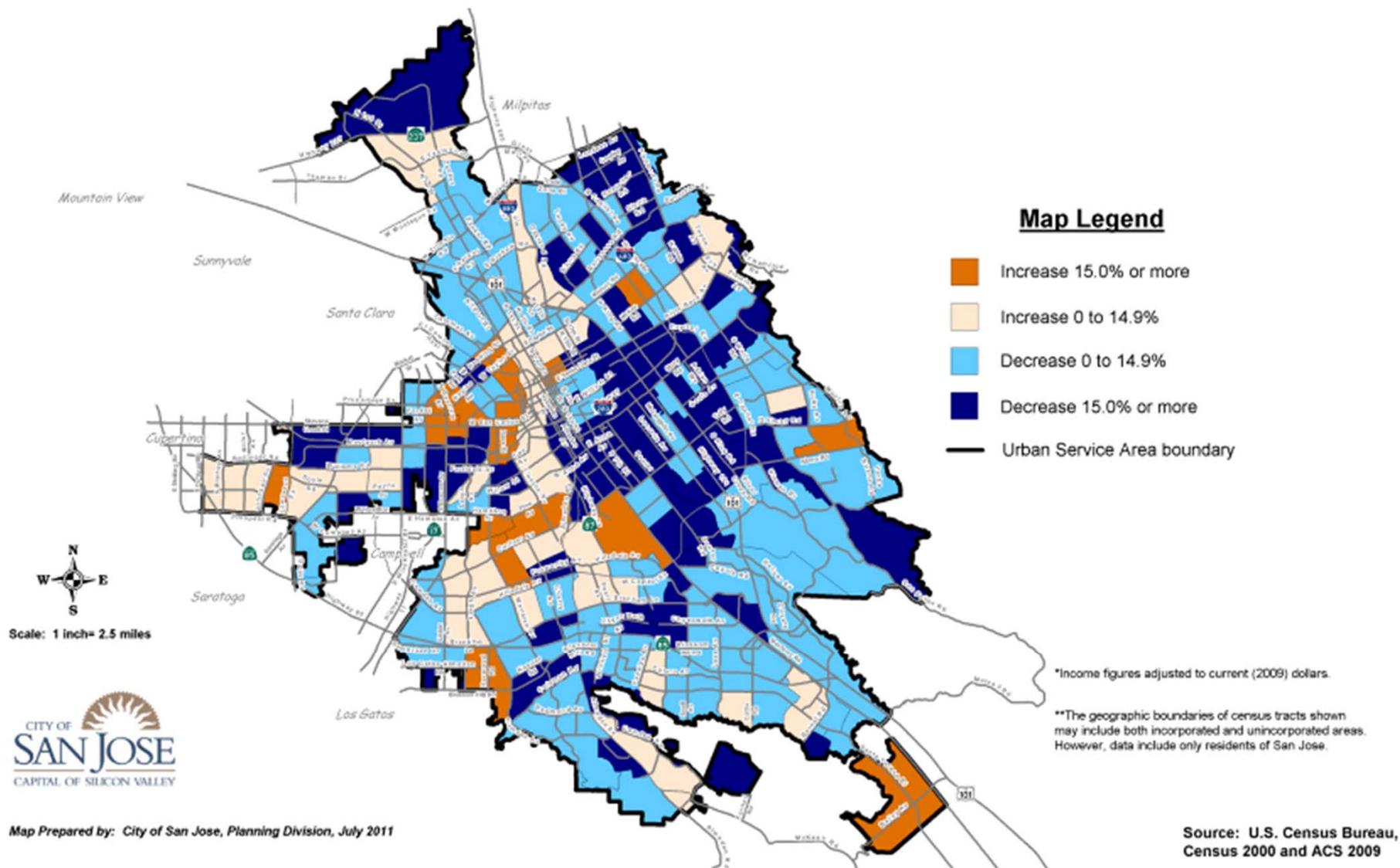


Income: Large Race/Ethnic Variation

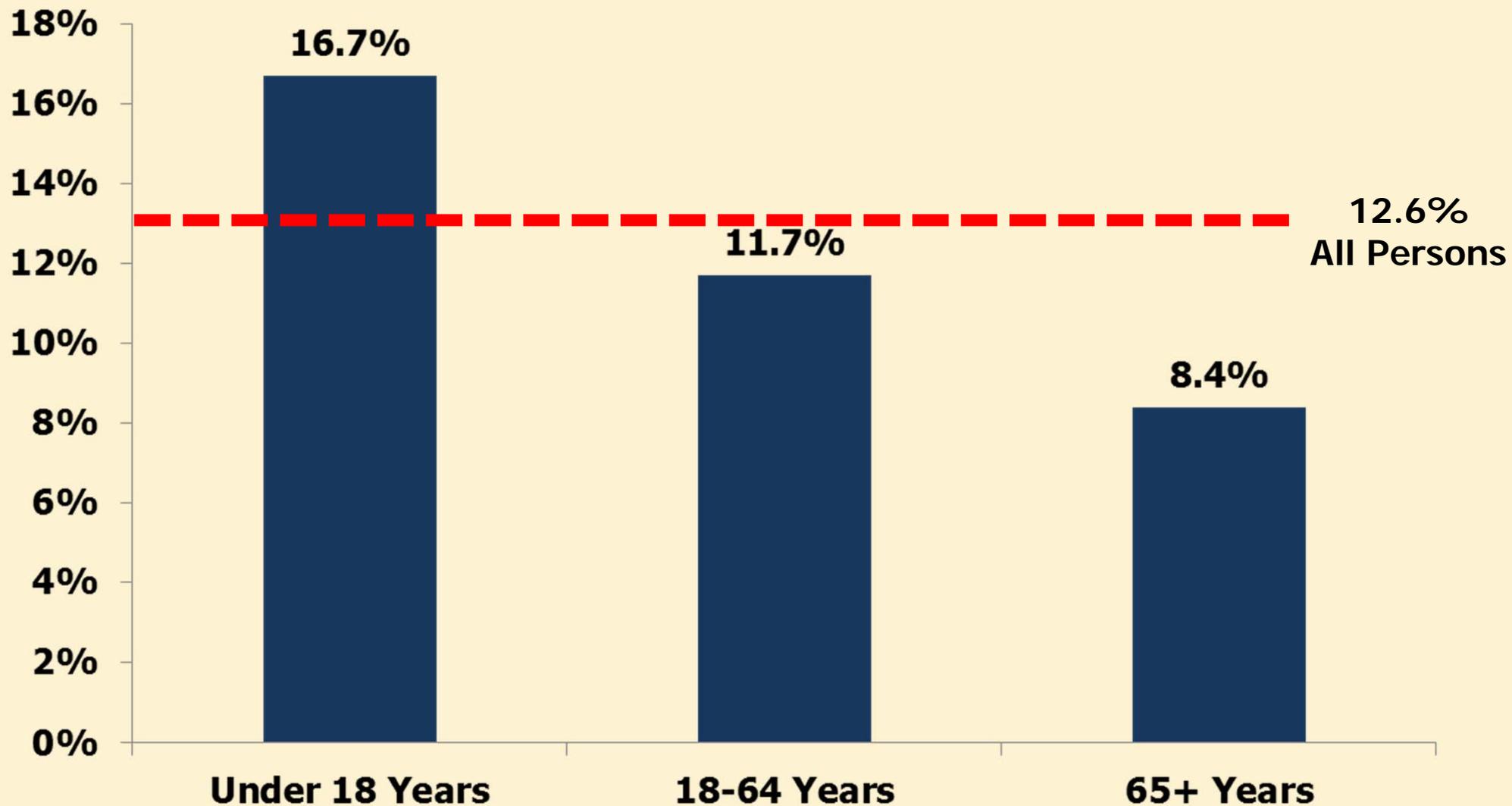


Household Income by Race/Ethnic Group, 2010

Income Change, 2000-2009

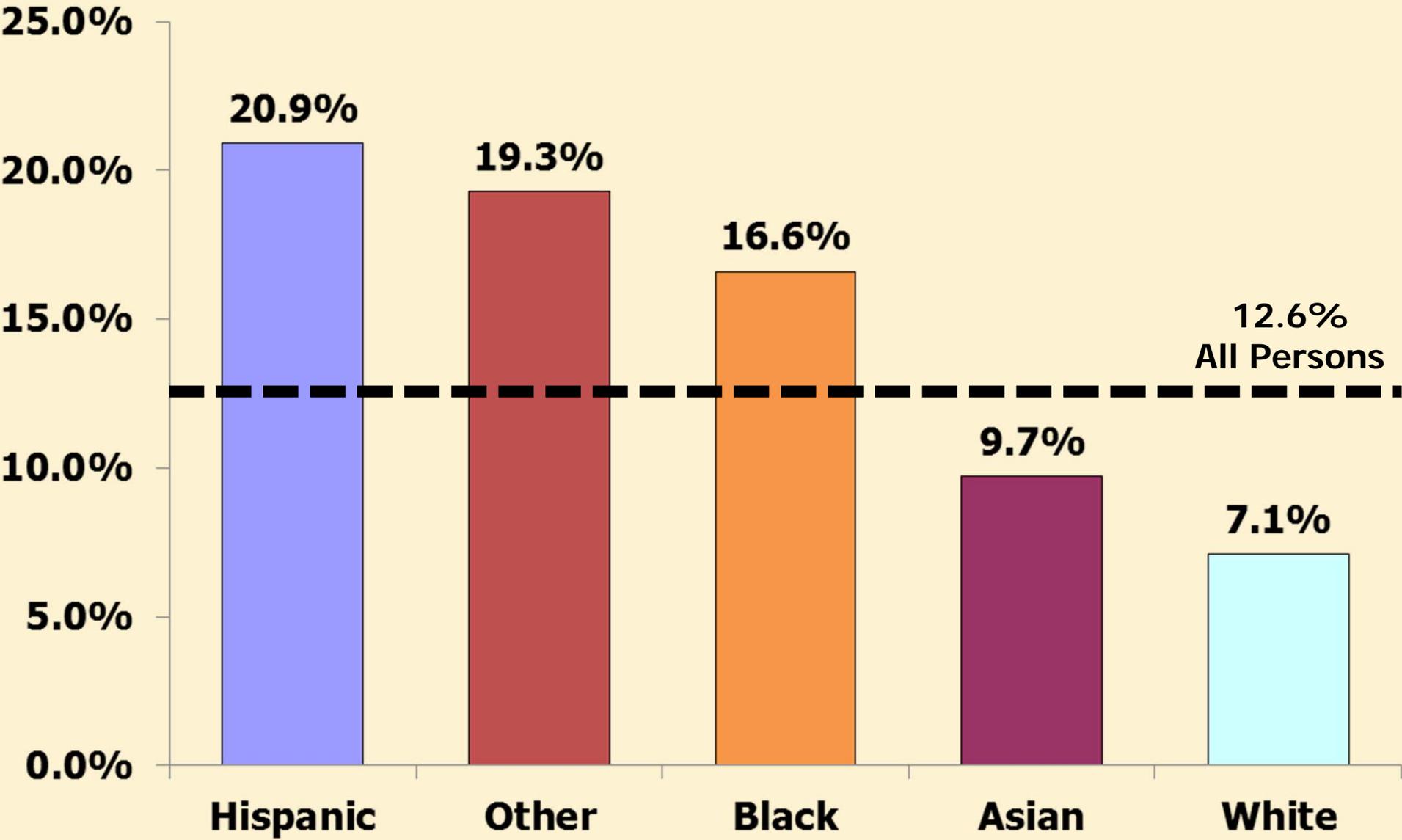


Children More Likely Living in Poverty



Persons Below Poverty by Age, 2010

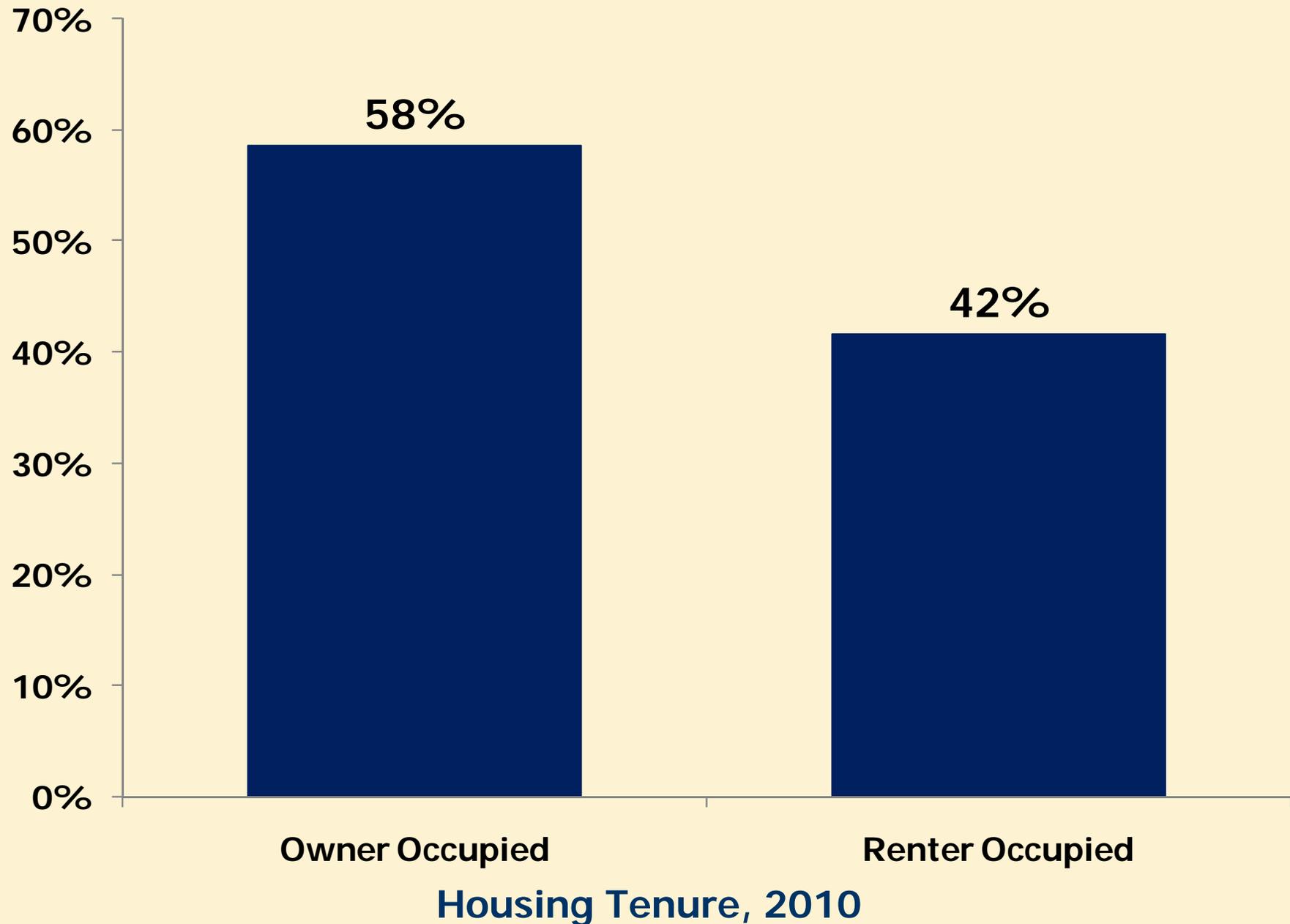
Non-White Groups More Likely Living in Poverty



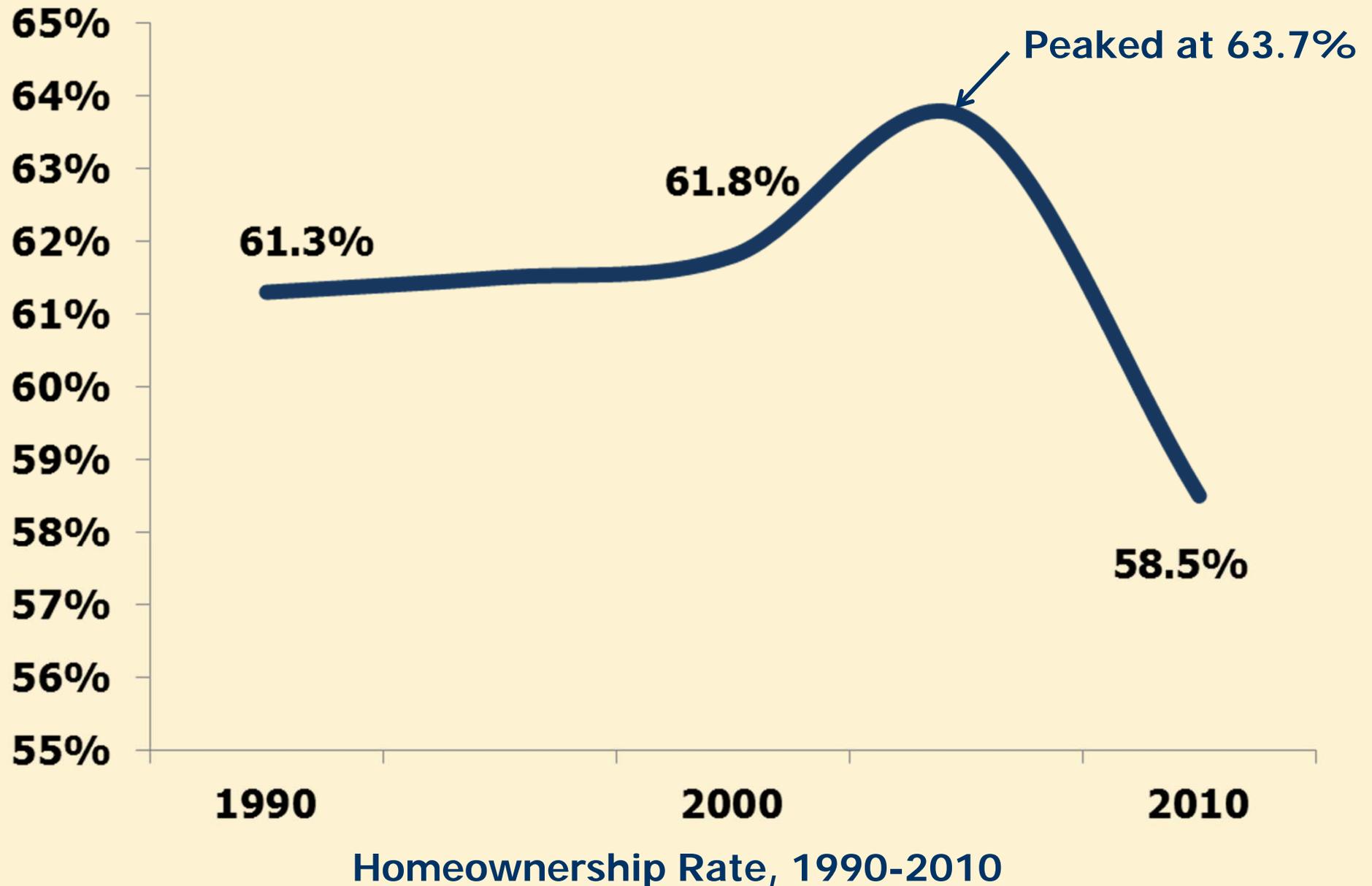
Persons Below Poverty by Race/Ethnicity, 2010

Source: U.S. Census Bureau

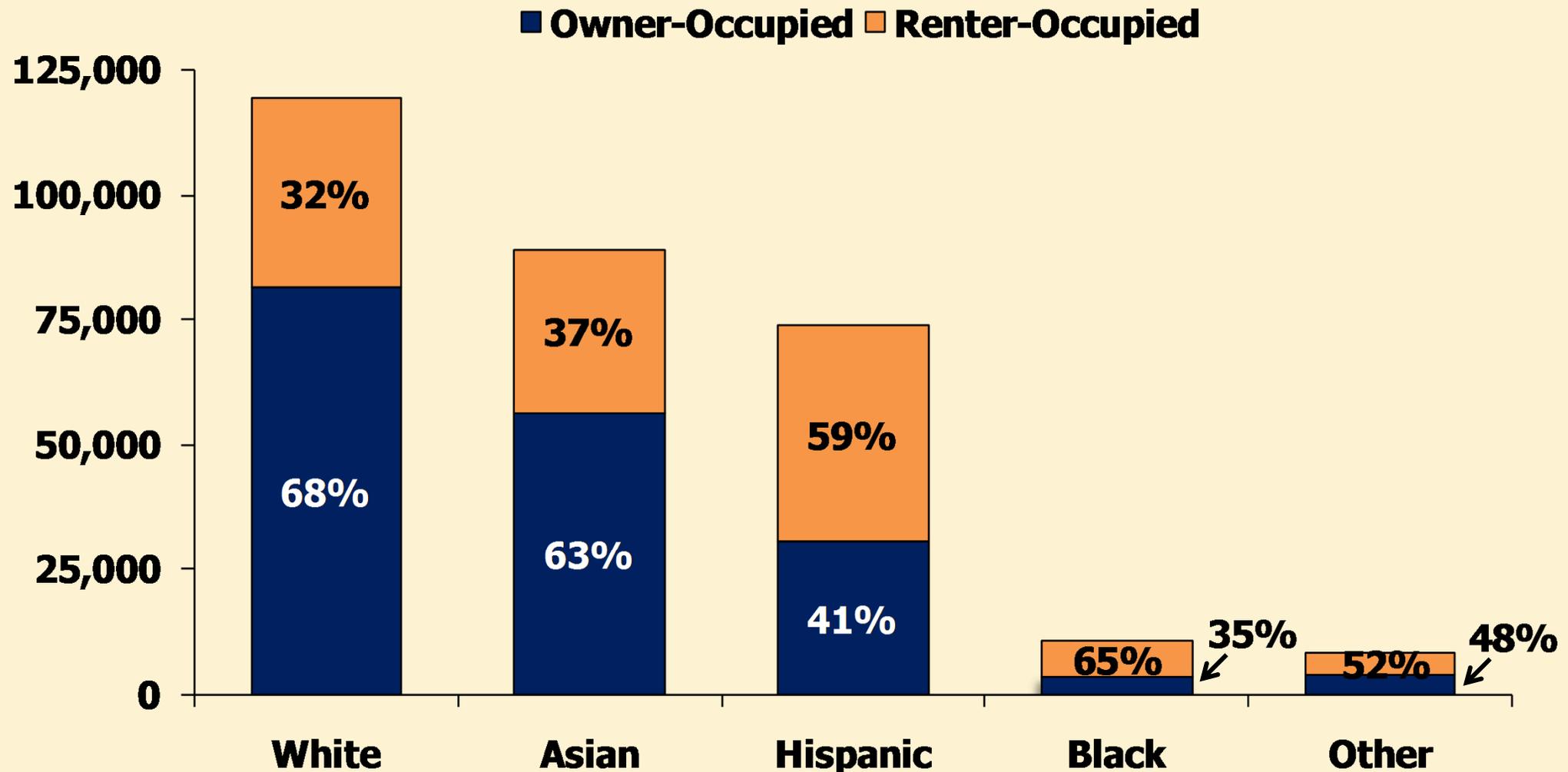
Housing: 58% Own, 42% Rent



Homeownership Rose and Plunged with Housing Boom/Bust

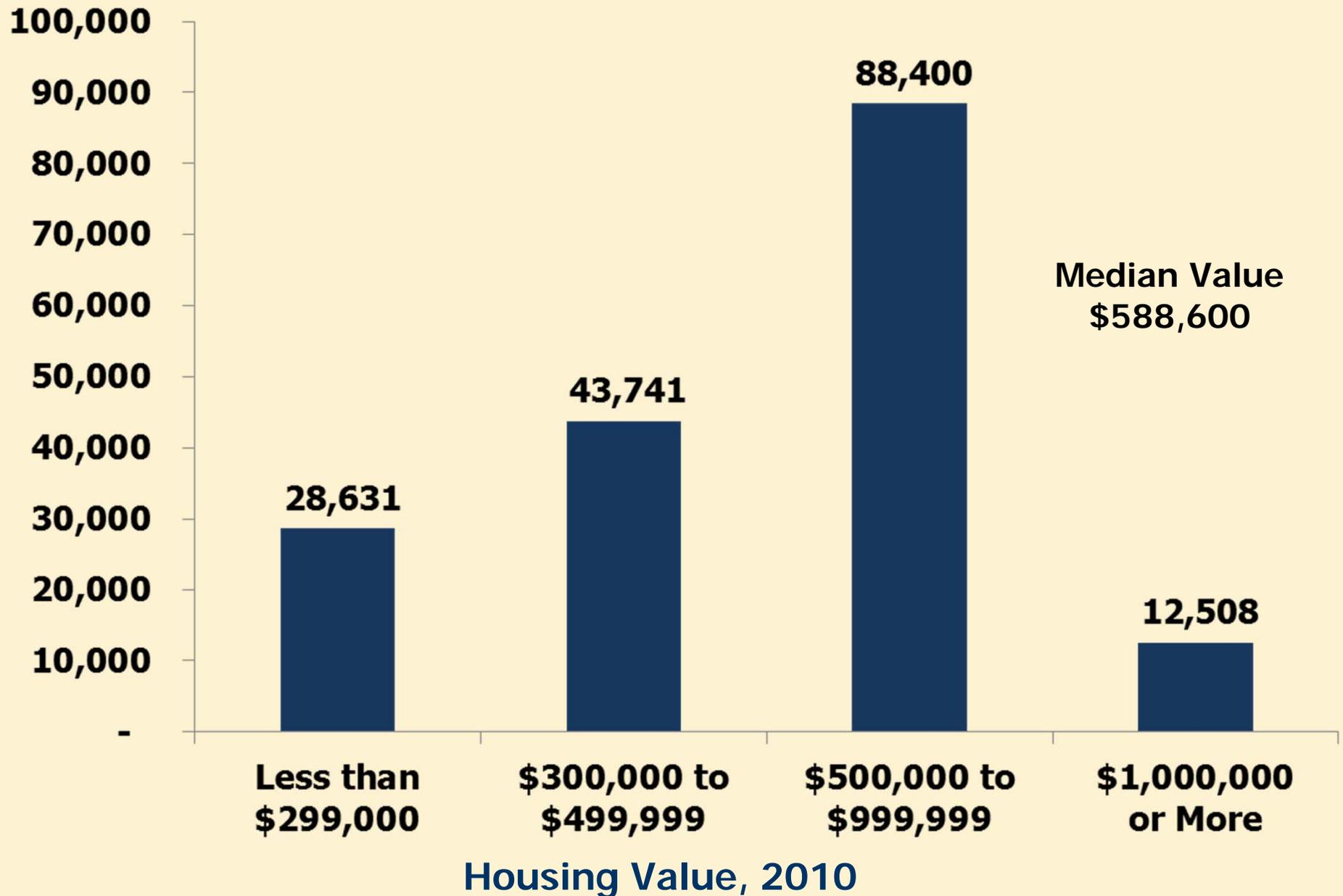


Over 60% of Whites and Asians Own; Hispanics and Blacks ~ 35%-41%



Housing Tenure by Race/Ethnicity, 2010

Nearly Two-Thirds of Units Valued at Over Half a Million



In Closing

- **Questions**
- **Comments**
- **Discussion**

Maps, data, and presentation available at:

www.sanjoseca.gov/index.aspx?nid=2046