

# Demographics

AT THE HEART OF A GROWING REGION

## POPULATION

Silicon Valley's booming economy is stimulating population growth.

### Population Growth 2012-2013

	JULY 2012	JULY 2013	% CHANGE
SANTA CLARA & SAN MATEO COUNTIES	2,562,760	2,596,396	+1.31%
CALIFORNIA	37,872,431	38,204,597	+0.88%

Source: siliconvalleyindex.org

Regional population grew nearly 1.5 times as fast as statewide last year (highest since 1997)

**1.5x**

Palo Alto's vibrant community and sought-after jobs are drawing an increase in population, consistent with the region around it.

Between 2000 and 2013 the city's population increased by approximately 13 percent, from 58,598 to 66,368.

**2000-2013**

**+13%**

population increase

According to recent projections by the Association of Bay Area Governments, Palo Alto's population is expected to increase at a similar rate over the next 20 years.

Older adults comprise a significant part of Palo Alto's population.

In 2010, Palo Alto had **11,006** residents aged **65 and over** (17.1% of the population) compared to 11.1% in Santa Clara County and 12.3% in the Bay Area region.

Share of residents who are over age 65:

**11.1%** Santa Clara County  
**17.1%** Palo Alto  
**12.3%** Bay Area

Source: US Census

## HOUSING

Despite higher incomes, Palo Alto residents are paying a high proportion for housing.

More than 1 of every 3 households and 40% of renters are spending more than 30% of their income on housing (a standard measurement of overpayment).

Source: U.S. Census, American Community Survey

Household income in Palo Alto is notably higher than in the surrounding area.

Bay Area: \$77,370  
Santa Clara County: \$90,747  
**Palo Alto: \$122,482**

Source: Association of Bay Area Governments (ABAG)

Both single-family and multi-family home construction has increased since 2000.

42% of homes in Palo Alto are **not** detached houses with yards. 1,229 single-family homes are attached units.

	2000		2013	
SINGLE-FAMILY [ATTACHED & DETACHED]	16,298	63%	17,637	62%
MULTI-FAMILY	9,586	37%	10,810	38%

Source: California Department of Finance

Providing enough housing for our growing senior population is a challenge.

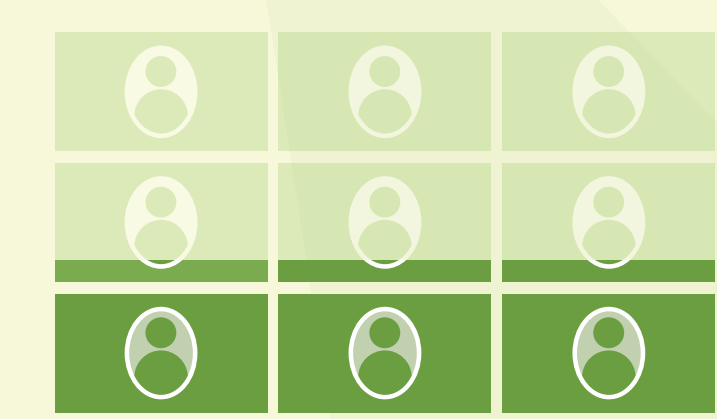
**30%** of all households include people **65 or older**  
**44%** of senior households are lower income

10 affordable housing projects in Palo Alto offer a total of 736 units designed for seniors. [These units have long waiting lists.]

**1** of every 3 households spends over 30% of their income on housing



Spends over 30% of their income



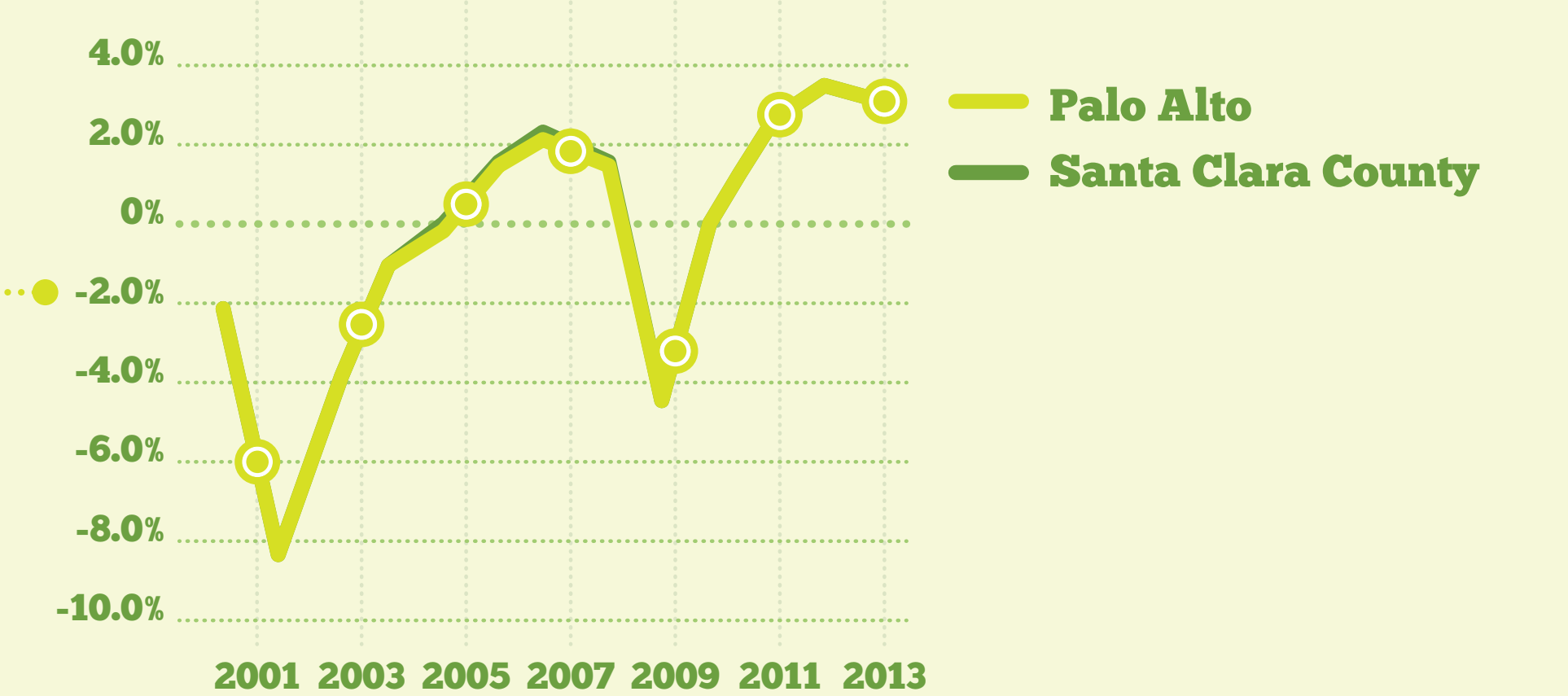
on housing



## EMPLOYMENT

Palo Alto is an engine of job growth.

The downturn in job growth during the recession has been completely reversed.



Source: California Employment Development Department

Employment growth is projected to continue.

### Silicon Valley Employment Growth

Percent Change in Q2 (year-on-year)

	2011-2012	2012-2013
COMMUNITY INFRASTRUCTURE & SERVICES	+3.0%	+2.9%
INNOVATION AND INFORMATION PRODUCTS & SERVICES	+3.4%	+2.1%
BUSINESS INFRASTRUCTURE & SERVICES	+3.8%	+6.4%
OTHER MANUFACTURING	+4.4%	+3.1%
TOTAL EMPLOYMENT	+2.8%	+3.4%

Source: siliconvalleyindex.org

Palo Alto is forecasted to reach 104,820 jobs by 2020, a 16.9 percent increase over 2010, according to ABAG projections.

Palo Alto has an unusually high ratio of jobs to employed residents.

Many non-residents commute to Palo Alto and the surrounding area for work. As of 2010 there were almost 3 jobs per employed resident in the city.

Bay Area: 0.98  
Santa Clara County: 1.09  
**Palo Alto: 2.92**

Sources: Association of Bay Area Governments (ABAG); California Department of Finance

