

HISTORIC ORIGIN

FOUNDED:
 November 29, 1777 (as Pueblo de San Jose,
 California's first civilian settlement)

INCORPORATED:
 March 27, 1850 (as City of San Jose)

TERRITORY

Incorporated area = 179.8 square miles



Downtown San Jose, Circa 1950



Downtown San Jose, 2000

GEOGRAPHIC DATA

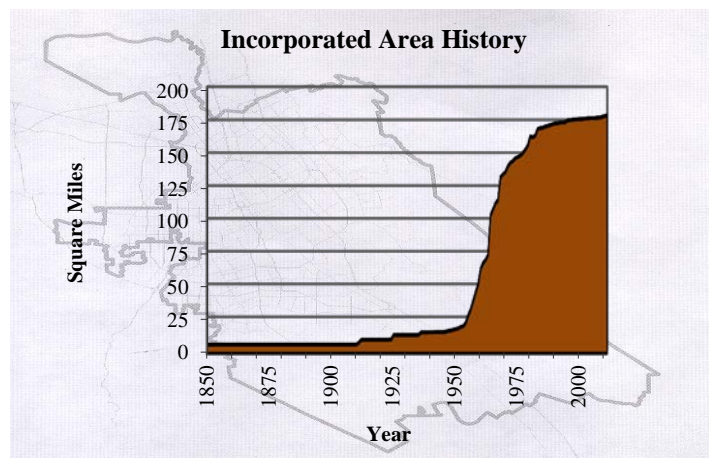
COORDINATES:

Longitude: -121.89
 Latitude: 37.33

(at Cesar Chavez Plaza, Downtown)

ELEVATION

Minimum: Sea level (Alviso)
 Maximum: 4,372'
 (Copernicus Peak, near Lick Observatory at Mt. Hamilton)



POPULATION FACTS

San Jose is the:

- Largest City in the nine-County Bay Area
- 3rd Largest City in California
- 10th Largest City in the United States

POPULATION HISTORY

<i>Year</i>	<i>Number of Persons</i>
1777	66
1850	4,000
1900	21,500
1950	95,280
1960	204,196
1970	459,913
1980	629,442
1990	782,248
2000	894,943
2010	945,942
2012	971,372

Source: US Census Bureau; California Department of Finance

AGE COMPOSITION

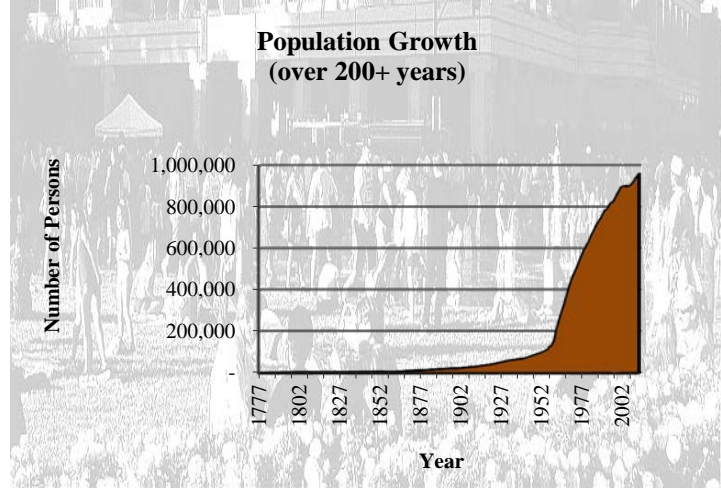
<i>Age Groups</i>	<i>% of Total</i>
Under 18 years	25%
18-24 years	10%
25-44 years	30%
45-64 years	25%
65 and over years	10%
Median Age	35.4 years

Source: US Census Bureau, American Community Survey; 2010

LANGUAGE SPOKEN AT HOME

<i>Language</i>	<i>% of Total</i>
English	45%
Spanish	23%
Asian/Pac. Is.	24%
Other	8%

Source: US Census Bureau, American Community Survey; 2010



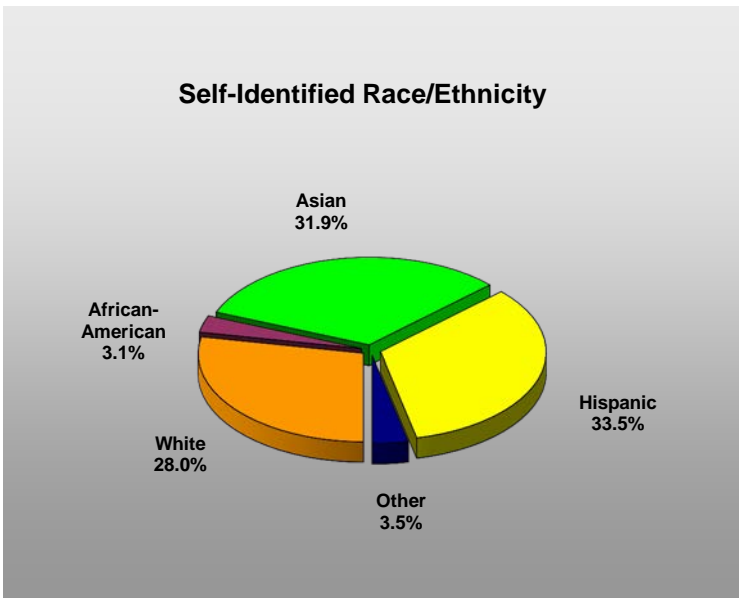
Source: City of San Jose

HOUSEHOLD SIZE

<i>Year</i>	<i>Number of Households</i>	<i>Persons Per Household</i>
1970	130,607	3.35
1980	218,177	2.96
1990	250,135	3.08
2000	276,598	3.20
2010	301,366	3.09
2012	305,711	3.13

Source: US Census Bureau; California Department of Finance

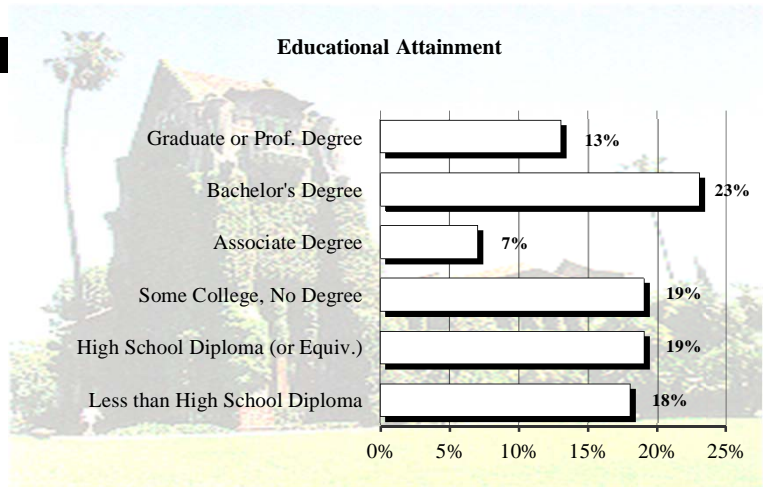
RACIAL COMPOSITION



Source: US Census Bureau, American Community Survey; 2010

EDUCATIONAL ATTAINMENT

	<i>Percent</i>
Graduate or Prof. Degree	13%
Bachelor's Degree	23%
Associate Degree	7%
Some College, No Degree	19%
High School Diploma (or Equiv.)	19%
Less than High School Diploma	18%



Source: US Census Bureau, American Community Survey; 2010

EDUCATIONAL FACILITIES

PRIMARY AND SECONDARY SCHOOL DISTRICTS

- Alum Rock Union Elementary School District
- Berryessa Union Elementary School District
- Cambrian School District
- Campbell Union Elementary School District
- Campbell Union High School District
- Cupertino Union School District
- East Side Union High School District
- Evergreen School District

- Franklin-McKinley School District
- Fremont Union High School District
- Luther Burbank School District
- Moreland School District
- Mount Pleasant School District
- Oak Grove Elementary School District
- Orchard School District
- Union Elementary School District

UNIFIED SCHOOL DISTRICTS

- Morgan Hill Unified School District
- San Jose Unified School District
- Santa Clara Unified School District

UNIVERSITIES AND COLLEGES

- Evergreen Valley College
- Lincoln Law School of San Jose
- National Hispanic University
- San Jose City College
- San Jose State University
- St. Mary's College of California
- University of San Francisco

Source: Santa Clara County Office of Education; 2012

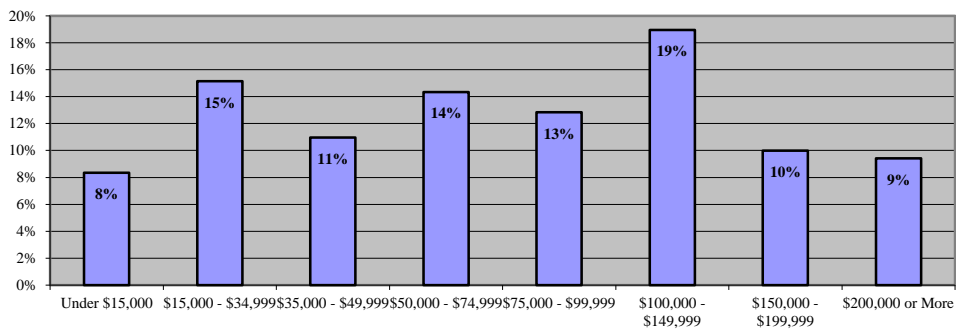
PERSONAL INCOME

Household Income		Nonfamily Income	
Median	\$76,794	Median	\$45,964
Average	\$95,331	Average	\$64,330
Family Income		Per Capita Income	
Median	\$84,798		\$30,757
Average	\$103,461		

Source: US Census Bureau, American Community Survey; 2010

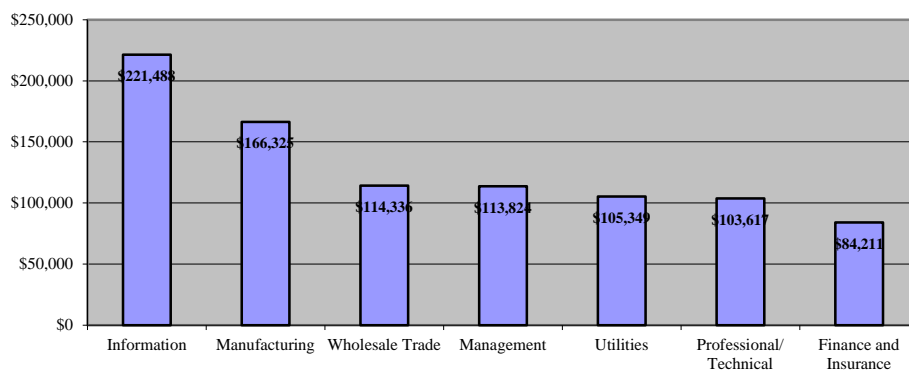
INCOME DISTRIBUTION AND WAGES

Income Distribution (Households)



Source: US Census Bureau, American Community Survey; 2010

Average Wages by Major Industry (Santa Clara County)



Source: California Employment Development Department; 2011



FACT SHEET: EMPLOYMENT AND EMPLOYERS

Department of Planning, Building & Code Enforcement, Planning Division

INDUSTRY EMPLOYMENT

<i>Industry Category</i>	<i>Employment in San Jose MSA* (thousands)</i>	<i>Percent</i>
Total, All Industries	902.4	100.0%
Total Farm	4.3	0.5%
Total Nonfarm	898.1	99.5%
Goods Producing	192.0	21.3%
Mining	0.2	0.0%
Construction	34.0	3.8%
Manufacturing	157.8	17.5%
Durable Goods	147.3	16.3%
Computer and Peripheral Equipment	39.5	4.4%
Semiconductor and Elec. Component	42.8	4.7%
Electronic Instrument	15.0	1.7%
Other	50.0	5.5%
Nondurable Goods	10.5	1.2%
Service Providing	706.1	78.2%
Trade, Transportation and Utilities	129.3	14.3%
Wholesale Trade	36.3	4.0%
Retail Trade	81.0	9.0%
Transp., Warehousing and Utilities	12.0	1.3%
Information	51.8	5.7%
Financial Activities	32.2	3.6%
Professional and Business Services	173.4	19.2%
Educational and Health Services	123.7	13.7%
Leisure and Hospitality	76.8	8.5%
Other	24.4	2.7%
Government	94.5	10.5%
Federal Government	9.8	1.1%
State and Local Government	84.7	9.4%

*San Jose Metropolitan Statistical Area (MSA) is equivalent to Santa Clara and San Benito Counties.

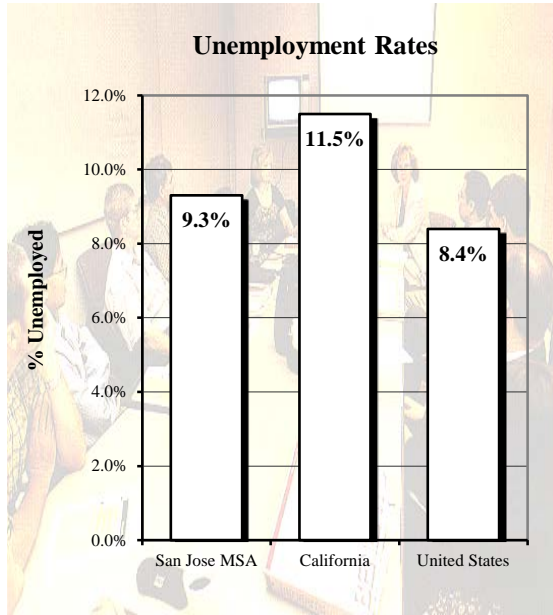
Note: numbers may not sum due to rounding.

Source: California Employment Development Department, Labor Market Information Division; March 2012

FACT SHEET: EMPLOYMENT AND EMPLOYERS

Department of Planning, Building & Code Enforcement, Planning Division

UNEMPLOYMENT RATES



Source: California Employment Development Department, Labor Market Information Division; March 2012

MAJOR PRIVATE / PUBLIC EMPLOYERS

No.	Company/Organization	San Jose Employees
1	County of Santa Clara	14,950
2	Cisco Systems	13,600
3	City of San Jose	5,400
4	San Jose State University	4,780
5	eBay	4,700
6	IBM	4,100
7	U.S. Postal Service	3,921
8	San Jose Unified School District	2,690
9	Hitachi	2,150
10	Adobe Systems	2,020
11	Kaiser Permanente	1,940
12	Good Samaritan Hospital	1,924
13	Cadence Design Systems	1,810
14	Sanmina-SCI	1,780
15	Safeway	1,760

Source: Office of Economic Development, City of San Jose; 2011

MAJOR HIGH TECH EMPLOYERS

No.	Company	Product	San Jose Employees
1	Cisco Systems	Computer Equipment	13,600
2	eBay	Online Auction	4,700
3	IBM	Computer Equipment	4,100
4	Hitachi	Storage	2,150
5	Adobe Systems	Software	2,020
6	Cadence Design Systems	Software	1,810
7	Sanmina-SCI	Electronics Manufacturing	1,780
8	Brocade Communications	Computer Equipment	1,470
9	Ericsson	Telecommunications	1,360
10	Xilinx	Semiconductor Equipment	1,300
11	Altera	Semiconductors	970
12	BD Bioscience	Biotechnology	920
13	SuperMicro	Computer Equipment	920
14	Micrel Semiconductor	Semiconductors	660
15	Novellus Systems	Semiconductor Equipment	550

Source: Office of Economic Development, City of San Jose; 2011

HOUSING RENTALS

<i>Unit Type</i>	<i>Asking Rental Rate</i>
Studio	\$1,162
1 Bedroom	\$1,503
2 Bedroom	\$1,522
3 Bedroom	\$2,220
Average	\$1,678



Ohlone Court Apartments, South San Jose

Source: RealFacts; Fourth Quarter 2011

HOUSING SALES

<i>Unit Type</i>	<i>Sales</i>	<i>Average Price</i>	<i>Median Price</i>	<i>Days on Market</i>
Single-Family Detached	515	\$568,882	\$495,000	74
Condominium/Townhouse	239	\$298,080	\$270,000	87

Source: Santa Clara County Assoc. of Realtors; March 2012

HOUSING TENURE AND VACANCY

Tenure	
Owner Occupied Units	58%
Renter Occupied Units	42%
Vacancy Rate	4.8%

Source: US Census Bureau, American Community Survey; 2010

HOUSING UNITS BY TYPE

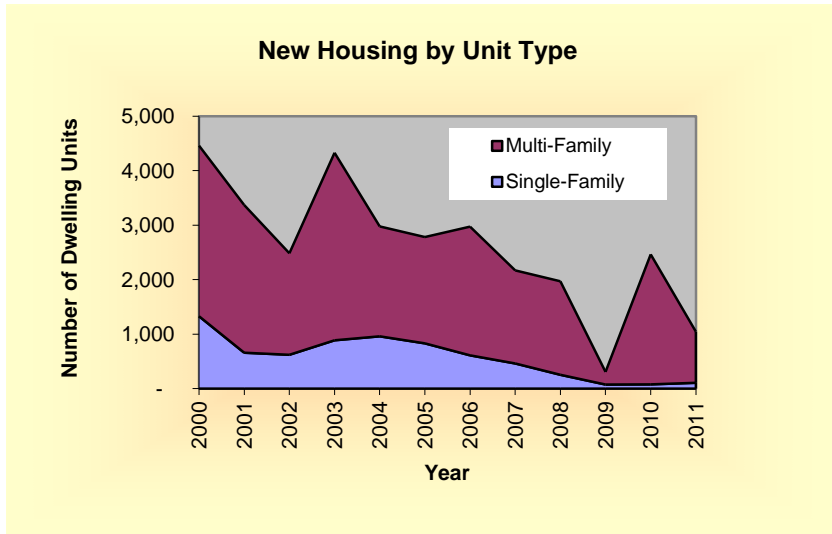


Los Esteros Apartments, North San Jose

<i>Total Units</i>	<i>Single-Family</i>		<i>Multi-Family</i>	<i>Mobile Homes</i>	
	<i>Detached</i>	<i>Attached</i>			
San Jose	318,566	175,671	32,281	99,655	10,959
Santa Clara County	636,748	345,429	61,900	210,370	19,049

Source: California Department of Finance; January 2012

RESIDENTIAL CONSTRUCTION



Source: City of San Jose; 2011

New Housing by Unit Type			
Year	Single-Family	Multi-Family	Total
2000	1,328	3,131	4,459
2001	659	2,710	3,369
2002	621	1,863	2,484
2003	887	3,442	4,329
2004	960	2,017	2,977
2005	831	1,951	2,782
2006	611	2,362	2,973
2007	462	1,708	2,170
2008	254	1,716	1,970
2009	75	232	307
2010	78	2,386	2,464
2011	107	939	1,046
Average	573	2,038	2,611



Three Sixty Residences, Downtown



Tierra Encantada, Alum Rock



Palma Sorrento, Edenvale



Family Resources

- Children's Discovery Museum
- Christmas in the Park
- Downtown Farmer's Market
- Dr. Martin Luther King, Jr. Library
- Happy Hollow Park and Zoo
- History Park
- HP Pavilion
- Japanese Friendship Garden in Kelley Park
- Lake Cunningham Park/Raging Waters
- Lick Observatory
- Logitech Ice at San Jose
- Mexican Heritage Plaza
- Outback Adventures
- Peralta Adobe and Fallon House Historic Site
- Prusch Farm Park
- Rosicrucian Egyptian Museum
- San Jose Municipal Rose Garden
- San Jose Museum of Art
- San Jose Museum of Quilts and Textiles
- The Tech Museum of Innovation
- Winchester Mystery House

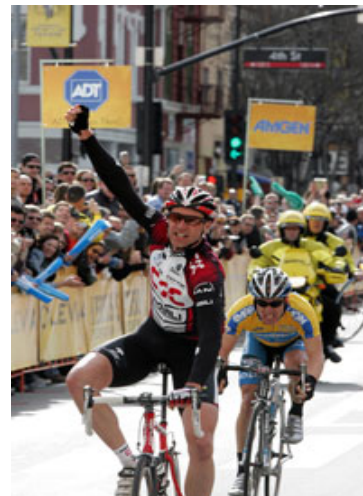


CULTURAL / RECREATIONAL RESOURCES



Nightlife / Performing Arts Resources

- Ballet San Jose Silicon Valley
- Broadway San Jose
- Children's Musical Theater San Jose
- Opera San Jose
- San Jose Jazz
- San Jose Repertory Theatre
- San Jose Stage Company
- Symphony Silicon Valley



Professional Sports Resources

- Amgen Tour of California (Professional Cycling)
- San Jose Giants (Minor League Baseball)
- San Jose SaberCats (Arena Football League)
- San Jose Sharks (National Hockey League)
- San Jose Stealth (National Lacrosse League)

Source: City of San Jose; 2011

TRANSPORTATION

Air (Norman Y. Mineta San Jose Int'l)

Annual Passengers	8.3 million
Major Passenger Airlines	10
Nonstop Service Destinations	25

Bus

Countywide

Annual Ridership	32.0 million
Stops	3,800

Light Rail

Countywide

Annual Ridership	10.0 million
Stops	62

Commuter Rail (Caltrain)

Systemwide

Annual Ridership	12.1 million
Stations	33

Automobile

City

Percent of Workers Driving Alone	79%
Miles of Streets	2,400
Mean Travel Time to Work	25.2 minutes

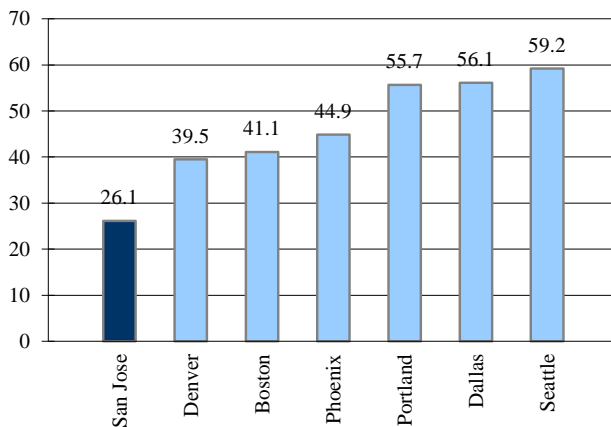
Source: City of San Jose, 2012;

US Census Bureau, American Community Survey; 2010



PUBLIC SAFETY

Crime Rate
(Crimes per 1,000 population)



San Jose is rated as one of the "Safest Big Cities" in the nation.

Source: Federal Bureau of Investigation; 2010

CLIMATE

Seasonal Temperatures

<u>Month</u>	<u>Avg. Temp</u>
January	50 °F
April	58 °F
July	70 °F
October	63 °F
Annual	60 °F

Seasonal Rainfall

<u>Month</u>	<u>Avg. Rainfall</u>
January	2.78 in.
April	1.17 in.
July	0.06 in.
October	0.90 in.
Annual	14.42 in.