

# *Making Sense of the...* **census**

A look at the demographic, social, and economic characteristics of northern Silicon Valley

Cupertino

Los Altos

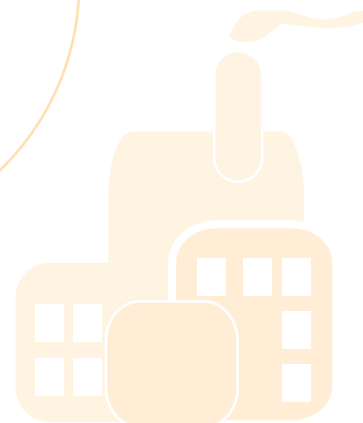
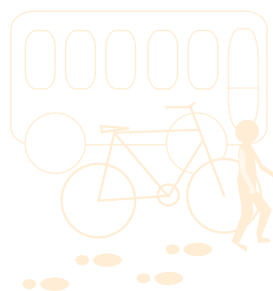
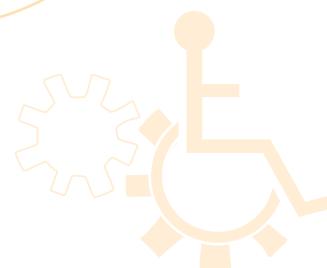
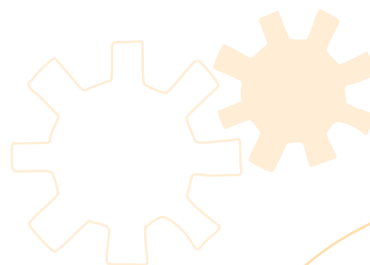
Milpitas

Mountain View

Palo Alto

Santa Clara

Sunnyvale



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# Introduction

**Census data are gathered every ten years**, and provide a snapshot of a variety of social, demographic, and economic conditions from the broad scope of the entire nation to the narrow focus of a single neighborhood. Since 1940, data collection for the Census has been achieved through the use of both a short questionnaire (administered to five out of six households) and an expanded, more detailed version (administered to one out of six households). In 2000, the short form asked seven basic questions while the long form consisted of 53 questions of greater focus and depth. The release of the most recent Census data provides a valuable opportunity for communities to utilize this information in assessing opportunities and challenges relevant to the local labor force.

NOVA has produced this report to present a vast amount of data in consolidated form to the decision makers within Silicon Valley. This compilation attempts to shed some light on the state of industry and on the existing and potential labor market as identified by the 2000 Census. The information provided herein consists primarily of geographic comparisons, although historical comparisons have been made to data from the 1990 Census where appropriate and available. It is our hope that this presentation of quantitative data in comparative format will assist community leaders in analyzing local issues and identifying regional trends in order to generate policies relevant and pertinent to the business and workforce communities.

Although the focus in this report is not on Silicon Valley as a geographic entity, the seven cities of the NOVA Consortium—Cupertino, Los Altos, Milpitas, Mountain View, Palo Alto, Santa Clara, and Sunnyvale—are the epicenter of this high-tech region. For the purpose of this report, the Bay Area consists of the nine counties bordering San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

## **How to Use This Report**

The report has been divided into 11 sections, focusing on Census data particularly relevant to the labor market:

- Population & Gender
- Age
- Ethnicity, Origin, Language
- Education

# Introduction

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- Labor Force
- Labor Force - Disability
- Occupation
- Industry
- Income & Poverty
- Housing
- Commuting

While this report presents considerable information on a variety of elements within the core of Silicon Valley, this is not an analysis of the state of the region or a projection of the Valley's vitality. The information contained herein can, however, provide greater insight when assessing the issues that our individual cities and the region face on a regular basis.

A number of changes were made between the 1990 and 2000 data collection phases that impact historical analysis. One of the biggest changes was in the tabulation of race. In 1990, respondents were allowed to select a single response from five set options: "White," "Black," "American Indian," "Asian or Pacific Islander," or "Other." For the 2000 Census, however, the "Asian or Pacific Islander" category was split into two groups ("Asian" and "Native Hawaiian and Other Pacific Islander"), and a combined category of "Two or more races" was added. The changes are positive in many ways, not the least of which is eliminating the practice of restricting respondents to choose one element of their heritage to the exclusion of others. However, the new category creates problems for historical analysis, as there is no easy way to discern where those now choosing "Two or more races" may have placed themselves in the earlier Census. Several other changes have affected historical analysis as well and these are addressed in the text where appropriate.

For further information on the U.S. Census or to view the 2000 Census data, please visit the Census Bureau online at [www.census.gov/main/www/cen2000.html](http://www.census.gov/main/www/cen2000.html). A glossary of Census terms is provided on page 63.

*Note: All of the data provided were obtained from the U.S. Census Bureau, with the exception of data on high school dropout rates, the Academic Performance Index, and academic testing on Graphs 11, 12, and 13 (California Department of Education) and the 2002 unemployment rates on Graph 16 (California Employment Development Department).*

## **NOVA and the NOVA Workforce Board**

NOVA, administered by the City of Sunnyvale, was created in 1983 through a joint powers agreement between six cities of northern Santa Clara County. The Cities of Cupertino, Los Altos, Mountain View, Palo Alto, and Santa Clara came together with Sunnyvale to fulfill the demands of the federal Job Training Partnership Act (JTPA). In 2000, the Workforce Investment Act (WIA) replaced JTPA, to streamline the delivery of services. That same year, the City of Milpitas was incorporated into the joint powers agreement, creating a seven-city consortium committed to providing world-class services to both the individual job seeker and the Silicon Valley business community.

The NOVA Workforce Board, commissioned in 2000 as the result of the WIA legislation, is the organization's governing body and consists of individuals from a wide variety of public and private-sector organizations from throughout Silicon Valley. The 33 members of the board— representing 20 companies and 13 nonprofit and public-service organizations—possess countless years of experience and provide invaluable insight and direction to NOVA's various programs and services, fostering new and better ways to serve the community.

One prime example of community-focused innovation is the state-of-the-art CONNECT! collaborative. In 1997, NOVA was instrumental in bringing together 33 workforce development agencies from throughout Santa Clara County to establish a streamlined, one-stop system for businesses and individuals. CONNECT! helps businesses by linking them with agencies who offer solutions to employment challenges, and provides assistance to job seekers through employment and training services and by providing referrals to support service agencies. CONNECT! was recently honored by the U.S. Department of Labor and the General Accounting Office as one of 13 "Promising Practices" in one-stop innovations nationwide.

The NOVA Workforce Publications team produces the award-winning Labor Market Information Plus (LMI+) series of industry studies and the collaborative multimedia Career Ladders project, as well as the annual Occupational Outlook Report for Santa Clara and San Mateo Counties and a variety of newsletters focusing on the Silicon Valley labor market. For further information on NOVA, please visit us on the Internet at [www.novaworks.org](http://www.novaworks.org). For additional information regarding workforce publications or to inquire into the possibility of specialized labor market research, please contact Heidi Bonner at (408) 730-7232.



# Executive Summary

**Silicon Valley is entering a new era** of economic transformation. After years of technological innovation and enterprising success, the region is currently riding out the waves of a national economic downturn. The 2000 Census does not give any clear indication about the future of Silicon Valley. It does, however, produce a picture of the amazing vitality of the late 1990's and highlights the area's peak in the high-tech gold rush. The *Making Sense of the Census* report is divided into 11 sections (Population & Gender; Age; Ethnicity, Origin, Language; Education; Labor Force, Labor Force - Disability; Occupation; Industry; Household Income & Poverty; Housing; and Commuting) focusing on Census data particularly relevant to the labor market. The following highlights the pertinent issues that will provide community leaders the leverage to identify and make improvements to the issues affecting the local area.

**Demographic Characteristics** The NOVA Consortium consisted of approximately 504,364 California residents and accounted for 30 percent of the Santa Clara County population. The male-to-female ratio in the consortium was fairly even and the age composition was slightly older than the county, the state, and the nation with a median age of 35.6 years. According to the Association of Bay Area Governments (ABAG), those 65 years and older will constitute nearly 20 percent of the population in the Bay Area by 2020. An aging population will place greater demands on the assessment of social resources for older persons, and intensify the recruitment and training of personnel providing those services.

The consortium was primarily composed of White residents but the Asian population was increasing in size. Black, American Indian, and Hawaiian/Pacific Islander residents represented a significantly smaller portion of the local community. More than 5 percent of consortium residents indicated that they fell under the category "Other race," while residents who were of two or more races accounted for 4.1 percent of the population. As a region, the NOVA communities have a smaller Hispanic/Latino population than Santa Clara County and California.

**Social Characteristics** The NOVA Consortium and Santa Clara County both had greater foreign-born populations than the Bay Area and California. Over 36 percent of NOVA Consortium residents were foreign-born and 22.6 percent were not currently U.S. citizens.

English and Asian/Pacific Island languages dominated the consortium cities with 22 percent of consortium residents speaking an Asian/Pacific Island language.

# Executive Summary

Households that spoke Spanish as the primary language accounted for 9.4 percent of the NOVA Consortium. Approximately 18.5 percent of the population spoke English less than "very well."

About 90 percent of the NOVA Consortium population 25 years and older graduated from high school. More than 53 percent of residents 25 years and older had a bachelor's degree or higher level of education. Although census data indicate the local community is well-educated, the *Projections 2002:Silicon Valley* report, published by the Silicon Valley Manufacturing Group, reminds us that "on average, Silicon Valley students perform slightly higher on academic measures than students around the state, but not as high as students in most other states."

**Economic Characteristics** The NOVA Consortium's labor force (those who live in the seven cities and are able to work) accounted for 276,093 employees in the year 2000. However, it is important to note that the number of employees who live in the consortium does not equal the number of employees who work in the consortium. According to EDD the consortium's workforce (those who work in the seven cities) is 295,820. The consortium had a significantly lower unemployment rate (3%) in comparison to the county, the Bay Area, and state. However, unemployment rates have increased significantly since 2000. According to recent information from the California Employment Development Department (EDD), Santa Clara County had a 7.8 percent unemployment rate and the NOVA Consortium a 6.2 percent unemployment rate in November 2002. Unemployment rates among the consortium cities varied widely. Milpitas had the highest unemployment rate—8.2 percent—and Palo Alto had the lowest—4.1 percent.

The majority of the NOVA Consortium—roughly 60.4 percent—was employed in management, professional and related occupations in 2000. About 19.5 percent were employed in sales/office occupations, and 7.9 percent of those employed in the consortium were in service occupations. Not surprisingly, the farming, fishing, and forestry occupations employed the fewest residents—0.2 percent.

In 2000, the top employing industries in the NOVA Consortium were manufacturing (79,698 individuals); professional, scientific, management, administrative, and waste management services (51,743 individuals); and educational, health, and social services (38,959 individuals). The majority of industries within the NOVA Consortium declined in employment between 1990 and 2000, including wholesale trade—43.6 percent; retail trade—28.9 percent; agriculture, forestry, fishing and hunting, and mining—24.1 percent; transportation, warehousing, and utilities—21.2 percent; and construction—13.6 percent. Those in the consortium employed by educational, health, and social service industries increased 19.6 percent.

The median household income for 1999 in the NOVA Consortium was calculated at \$79,358 (as reported in 2000). The consortium experienced a 457 percent increase in the number of households that earned \$150,000 or more in annual income between 1989 and 1999. Households that earned between \$100,000 and \$149,999 increased 122.3 percent. There was 24.2 percent increase in the number of households that earned between \$75,000 and

\$99,999 while the number of households that earned between \$50,000 and \$74,999 decreased. This decrease was mirrored in Santa Clara County and the Bay Area. In contrast, California had a 15.4 percent increase in households that earned between \$50,000 and \$74,999. Across the region, there was a decline in the number of households that earned less than \$50,000 in annual income. The greatest declines occurred in those households that earned between \$25,000 and \$34,999 (44.6% decrease) and \$15,000 and \$24,999 (37.7% decrease). The number of households in the NOVA Consortium that earned less than \$10,000 decreased by 21.5 percent.

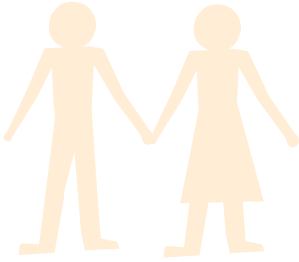
Poverty levels were on the rise across the region and state; however, these increases were only slight for Santa Clara County and the Bay Area. Although the number of people living in poverty between 1989 and 1999 grew, the consortium cities reflected a relatively low increase compared to the county, the Bay Area, and California. In 1999, 13.8 percent of California's population was living in poverty compared to 8.4 percent in the Bay Area, 7.3 percent in Santa Clara County and 5.6 percent in the NOVA Consortium.

**Housing Characteristics** The average household size in the NOVA Consortium was 2.61 people. The vacancy rate was 2.7 percent (5,315 vacant housing units) which was lower than the Bay Area (3.4%), and California (5.8%). Roughly 46.9 percent of occupied housing units were rentals. The consortium's population and housing densities in 2000 were significantly higher than the densities of the county, the Bay Area, and the state. The consortium's population density was 4,720 persons per square mile and housing density was 1,858 units per square mile.

The NOVA Consortium was host to some of the highest median housing and rent prices in the nation, making Silicon Valley one of the most expensive places to live. While housing and rent prices soared in the consortium, California prices stayed nearly the same between 1990 and 2000. The consortium's lowest median monthly rent (\$1,222) was still significantly higher than the average for California—\$747. The median housing price for the consortium was close to \$600,000 compared to \$200,000 for California.

In 2000, the NOVA Consortium was a prosperous, diverse, and growing community. Well-educated professionals, high household incomes, and moderately low poverty levels characterized the area. Manufacturing was the lead industry that contributed to the area's self-sustainability. A shortage of housing plagued the area and led to high housing and rental costs, and very low vacancy rates. It has often been said that Silicon Valley is the nation's gaze ball for future trends, and Joint Venture: Silicon Valley predicts that Silicon Valley will become a "fusion of biotech, nanotech, and IT." Only time will reveal how the Valley's diverse population and resources will create the next innovations that will spark the national economy.

# Population & Gender



**Why is this important?** The size and rate of a city’s population growth can affect decisions about land use and zoning controls, impact the development of new businesses, and influence how a city cultivates its workforce and taxpaying community. Measurements of population determine the city’s ability to be self-sustaining, and information provided about gender can help local agencies analyze social and economic characteristics that predict the future needs for housing, education, childcare, health, transportation, and employment. Additionally, gender data can affect the amount of funding allocated to social programs such as those that promote educational equality or assist low-income women with children.

“Population growth will continue, and the [Silicon Valley] region will end the decade with more than three million residents, but those residents are likely to be less crowded, as persons per household should decline slightly.”

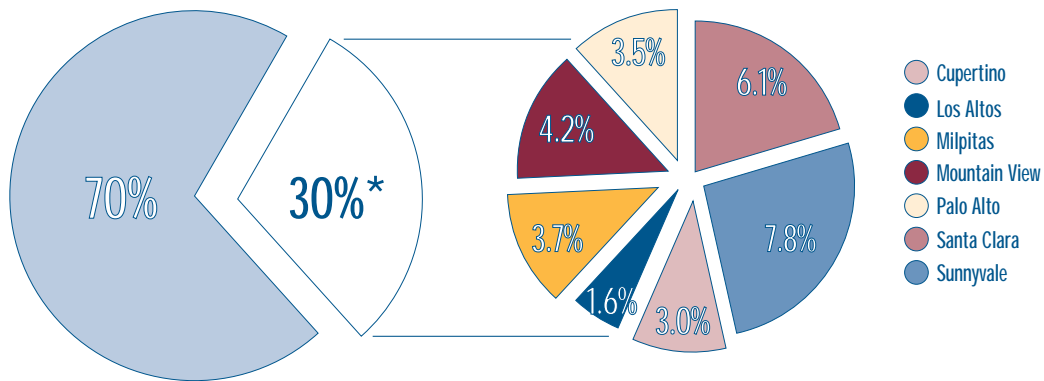
—*Projections 2002: Silicon Valley (Silicon Valley Manufacturing Group)*

**Analysis:** The NOVA Consortium contained approximately 504,364 residents and accounted for 30 percent of the Santa Clara County population (Graph 1). Cupertino was the fastest growing city of the consortium, expanding from 40,263 residents in 1990 to 50,546 residents in 2000—a 25.5 percent increase. This growth was nearly double that of Santa Clara County (12.4%), California (13.8%), and the nation (13.2%). Milpitas’ population also increased dramatically from 50,686 residents to 62,698 residents—a 23.7 percent increase. Mountain View and Palo Alto had the lowest population increase of the consortium at 4.8 percent (Graph 2). Los Altos was the smallest city in the NOVA Consortium with 27,693 residents and Sunnyvale the largest with 131,760 residents (Graph 3).

The male-to-female ratio was fairly even across the NOVA Consortium. The cities of Cupertino, Los Altos, and Palo Alto had slightly more female residents. The rest of the consortium cities represented a slightly higher male population with the City of Milpitas demonstrating the greatest difference between male and female residents—52.6 percent and 47.4 percent respectively.

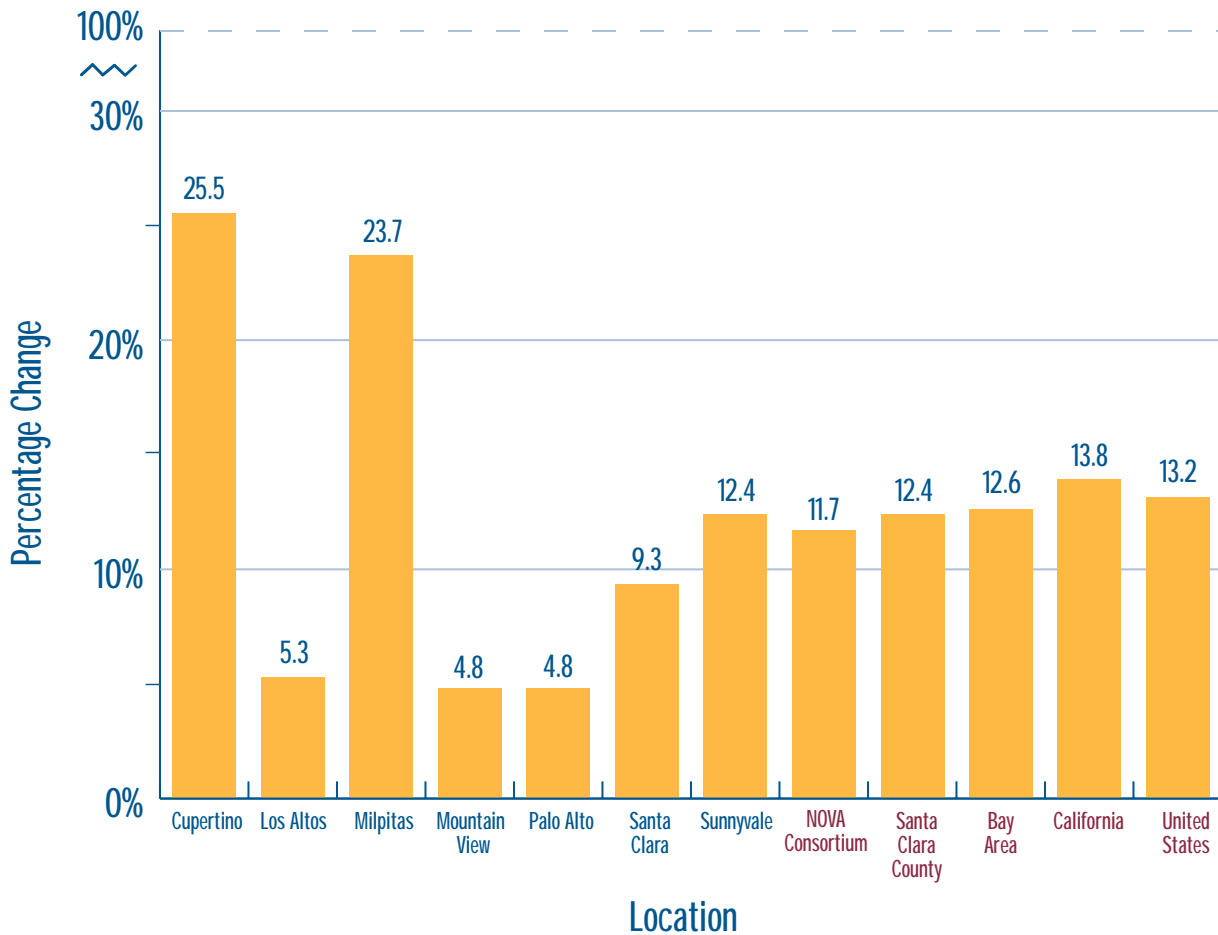
# Population & Gender

Graph 1: NOVA Cities as a Percentage of Santa Clara County Population (2000)



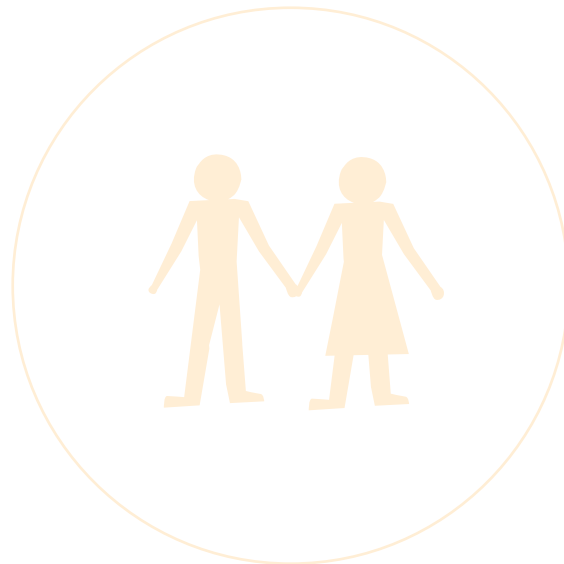
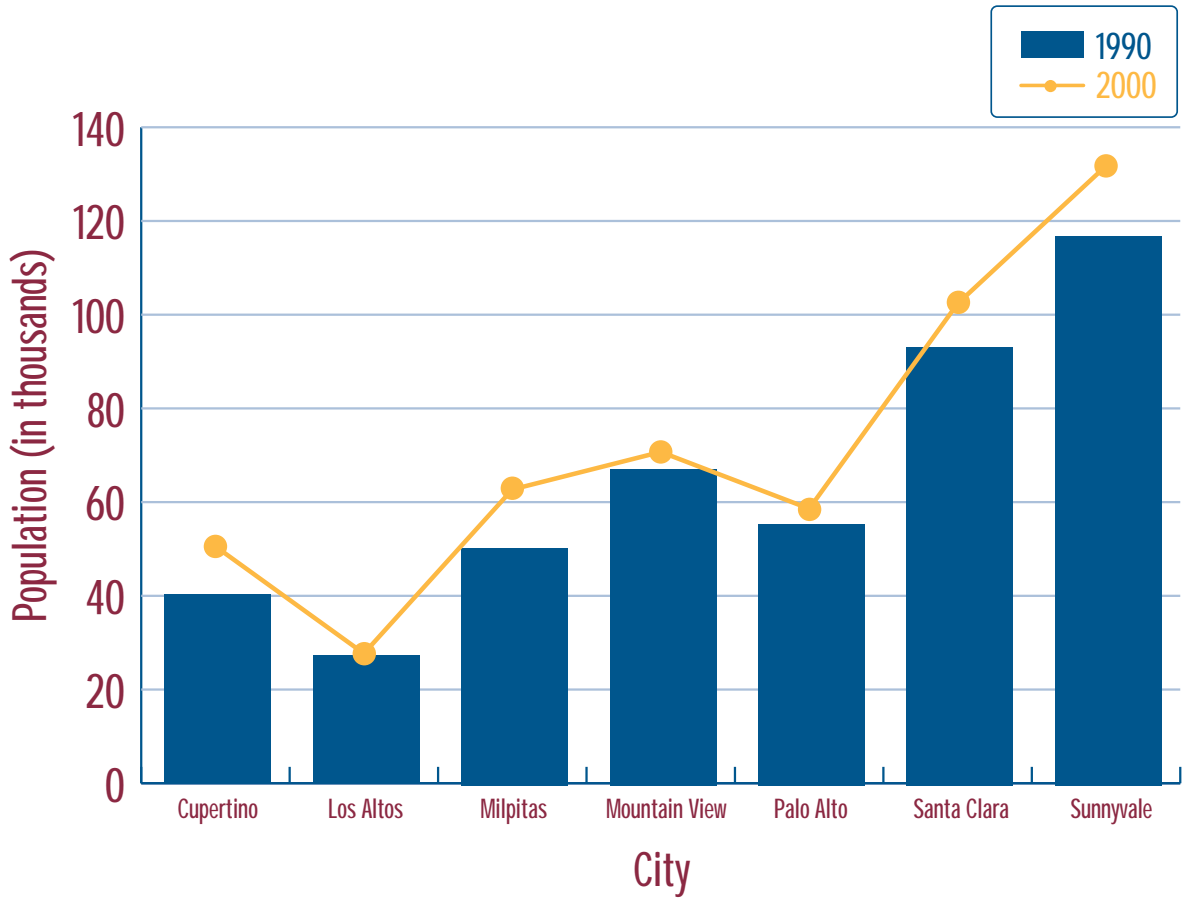
\*Individual city percentages do not equal 30 percent due to rounding.

Graph 2: Percentage Change in Population (1990 to 2000)

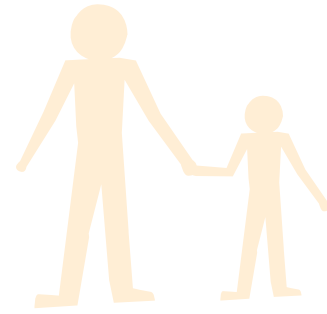


# Population & Gender

Graph 3: Population by City (1990 and 2000)



# Age

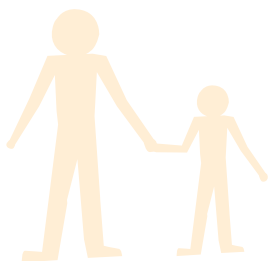


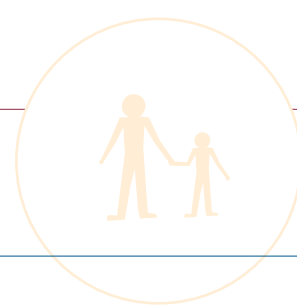
**Why is this important?** Age data allows a city to determine how to appropriate funds toward civic efforts by expressing the needs of the community and helping direct the city’s recreational programs and educational goals. Age data enables a city to continually improve transportation plans, health services, and assisted living projects. Additionally, it demonstrates the flow of a city’s workforce, while it supports equal employment opportunities and projects the number of citizens eligible for Social Security and Medicare benefits.

“By 2020, those 65 years old and older will constitute nearly 20 percent of the population [in the Bay Area].”

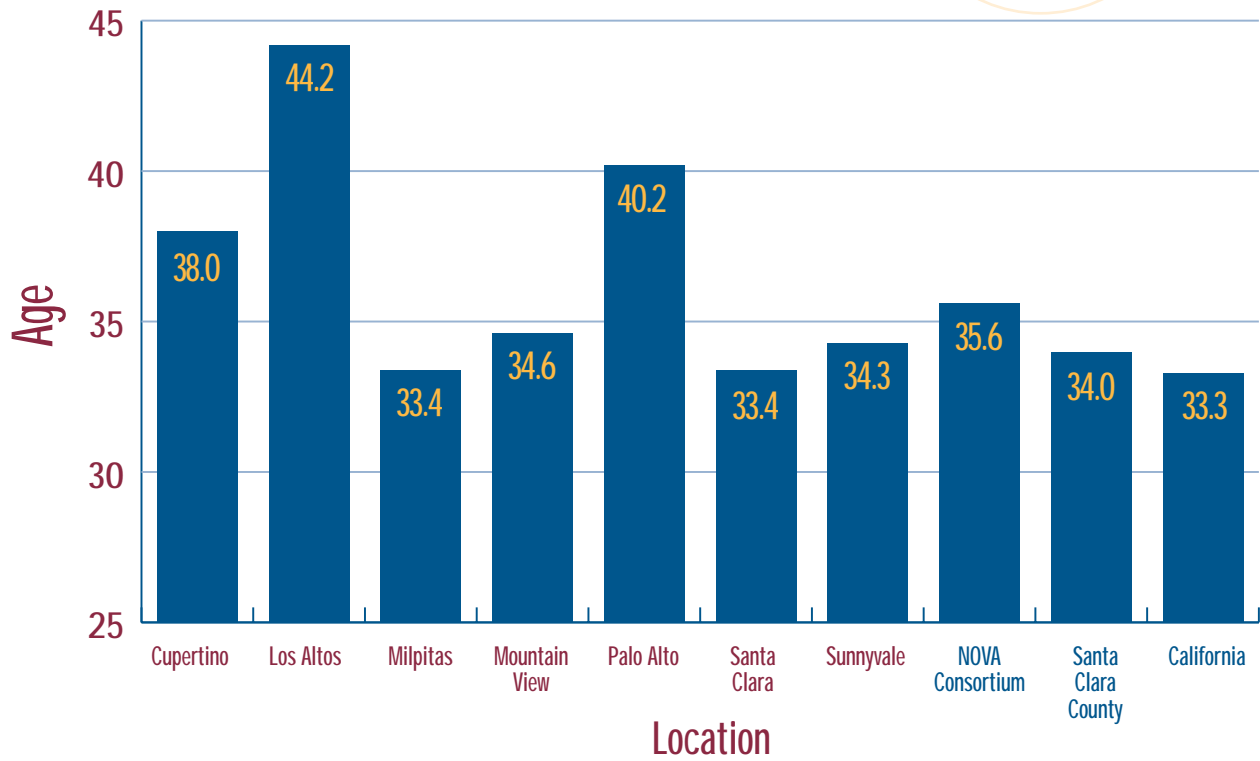
—Projections 2000 (Association of Bay Area Governments)

**Analysis:** The age composition of the NOVA Consortium was slightly older than the county, the state, and the nation with a median age of 35.6 years (Graph 4). Over 43 percent of the NOVA community fell into the 21-44 age range (Graph 5). Los Altos had the greatest percentage of residents over the age of 55 (34.3%), surpassing other consortium cities, Santa Clara County, the Bay Area, and California. It was also the only city in the consortium to experience a decrease in the number of residents aged 45 to 54—from 4,668 residents in 1990 to 2,390 residents in 2000. Milpitas had the largest percentage of residents under the age of 45 (72.1%) while Cupertino, Los Altos, and Milpitas had a greater than average share of residents under the age of 21 compared to the rest of the NOVA Consortium.

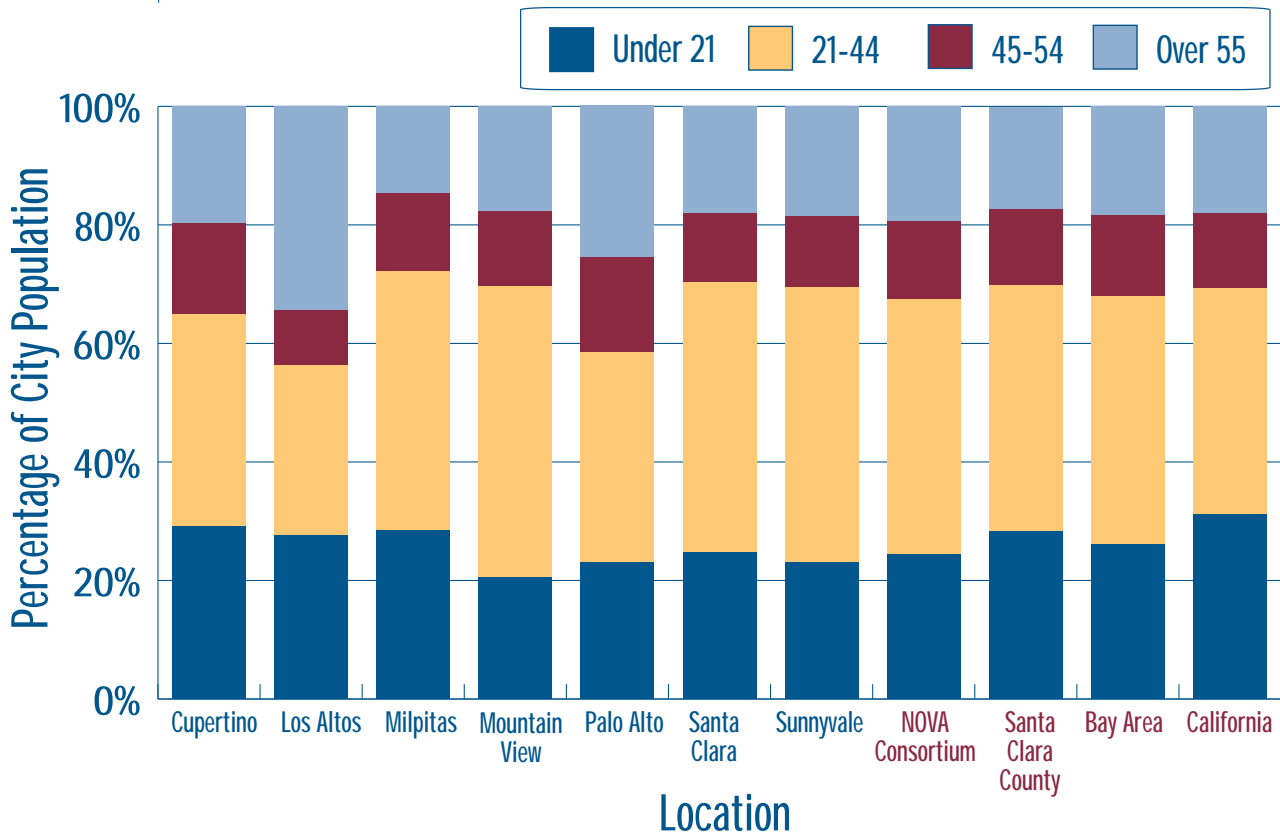




Graph 4: Median Age (2000)



Graph 5: Percentage of Population by Age Range (2000)



# Ethnicity, Origin, Language



**Why is this important?** Data about ethnicity, origin, and primary language play a vital role in identifying which segments of the population may have unique needs in accessing such community services as healthcare, education, environment, voting, and financial assistance. Such information helps a city assess the responsiveness of local employment practices and job training, and allows it to determine which ethnic groups are represented in the current workforce. Data about ethnicity, origin, and language also allow a city to develop projections about future workforce trends. Furthermore, it supports a local agency's ability to tailor the language and cultural diversity of civic projects in order to effectively serve the needs of foreign-born citizens or residents who have difficulty with the English language. Data about ethnicity, origin, and primary language also determine the direction of grant-funded programs that provide job training and placement assistance. On a national level, information about ethnicity is required in order to meet legislative redistricting terms.

**Analysis:** Census 2000 separated Hispanic/Latino classifications from race and ethnicity to adhere to the October 1997 revised federal standards issued by the Office of Management and Budget. According to the U.S. Census Bureau, respondents who identify themselves with the terms "Hispanic" or "Latino" classify themselves as being of either Mexican, Puerto Rican, Cuban, or Other Spanish, Hispanic, or Latino heritage. The Census considers Hispanic and Latino as origins, nationality groups, lineage, or the birth countries of a person's ancestors prior to arriving in the United States. Based upon this definition, people who identify with Hispanic or Latino origins may be of any race. With the exception of Hispanic/Latino data, Census 2000 measured the following ethnic groups:

- White
- Black/African American
- American Indian/Alaska Native
- Asian
- Native Hawaiian/Other Pacific Islander
- Some other race
- Two or more races

The category "Some other race" includes all responses not included in the five established race categories and reflects the entries of respondents who attested to be multiracial, mixed, interracial, or Hispanic/Latino. The category "Two or more races" is a new classification for 2000. It refers to combinations of two or more of

## Ethnicity, Origin, Language

the following race categories: White, Black/African American, American Indian/Alaska Native, Asian, Native Hawaiian and Other Pacific Islander, and Some other race.

Census information about ethnicity, origin, and primary language is included in the same analysis because these categories of data are considered to be in tandem. For the purpose of this census examination, the Hispanic/Latino data remains separated from the ethnicity data.

“

In 1990, 43 percent of California neighborhoods were segregated, and by 2000 only 25 percent were. Since 1990, the number of majority non-Hispanic white neighborhoods decreased and the number of Asian and Latino majority neighborhoods increased. The Inland Empire and Sacramento Metro regions were relatively fast growing in the 1990's and received many migrants from other parts of the state, whereas the Bay Area continued to attract international immigrants from many countries.”

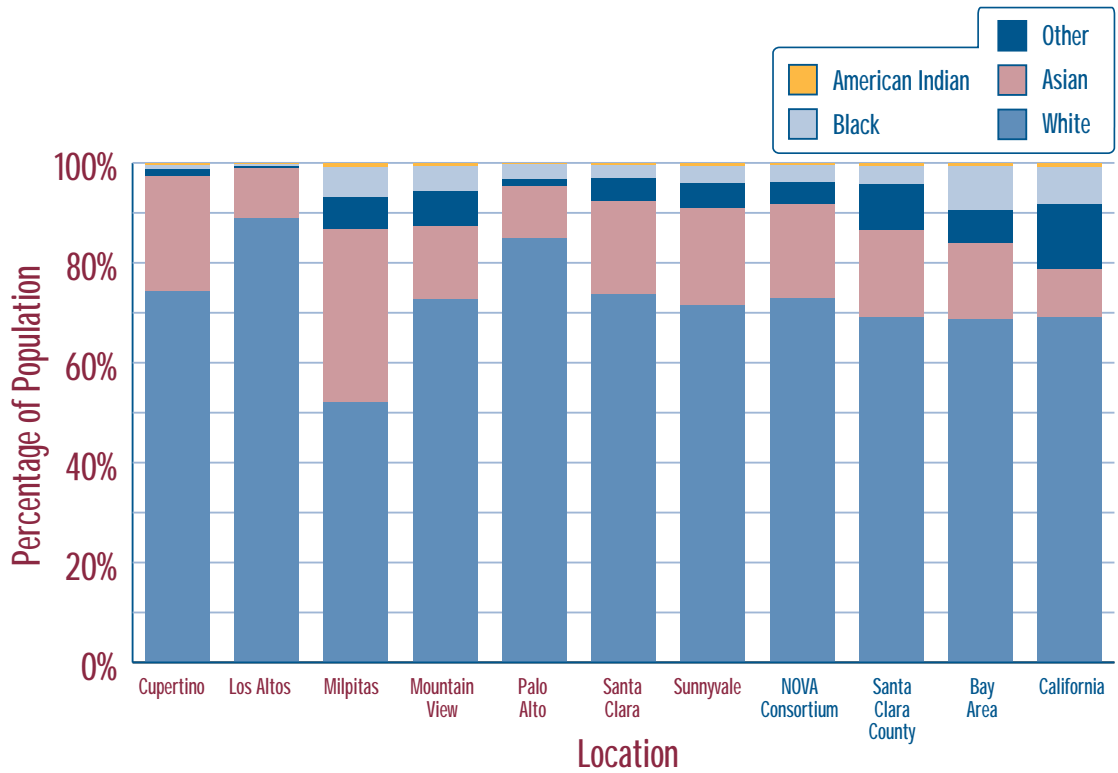
*—California Counts: Population Trends and Profiles, August 2002 (Public Policy Institute of California)*

The NOVA Consortium is primarily composed of White residents but the area's population is becoming increasingly more Asian (Graphs 6a and 6b). Although the number of White residents in the consortium accounted for 56.2 percent of the community in 2000, this group decreased in size by 16.9 percent from 1990. In contrast, the Asian population within the NOVA Consortium grew by 12.6 percent to account for 31 percent of the population, a much higher percentage than the Bay Area (19%). In the consortium, the greatest increase in Asian population was in Cupertino and Milpitas. In Cupertino, the number of White residents decreased by 24.3 percent while the number of Asian residents increased by 21.6 percent and accounted for 46.3 percent of the population. In Milpitas, the Asian population was in the majority, accounting for 54.3 percent of the city's population. In 1990, the Asian population of Milpitas consisted of 17,572 residents and in 2000 accounted for over 32,000 residents. Although the White community in Los Altos decreased by 8.7 percent, the city still hosted the largest percentage of White residents (80.3%) among the seven cities. Los Altos was also home to the smallest percentage (15.4%) of Asian residents in the consortium.

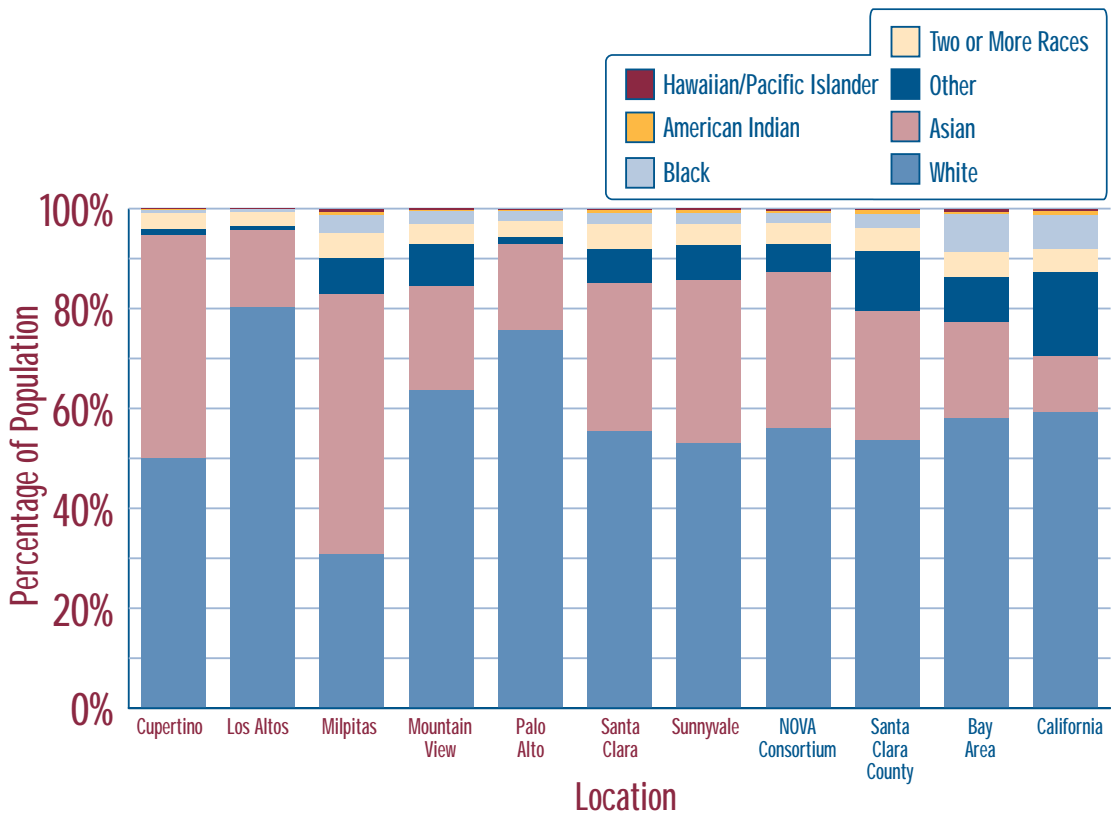
Residents who are Black, American Indian, and Hawaiian/Pacific Islander represented a small portion of the NOVA Consortium in 2000. Overall, the Black population represented 2.1 percent of the consortium. Milpitas had the largest percentage of Black residents—3.7 percent of the city. Los Altos had the smallest percentage of Black residents with 130 residents or 0.5 percent of the city's community. The percentage of Black residents in the NOVA Consortium is significantly less than in the Bay Area (7.5%) and California (6.7%). Populations of American Indian and Hawaiian/Pacific Islander were below one percent for all cities in the consortium.

# Ethnicity, Origin, Language

Graph 6a: Ethnicity as Percentage of Population (1990)



Graph 6b: Ethnicity as Percentage of Population (2000)

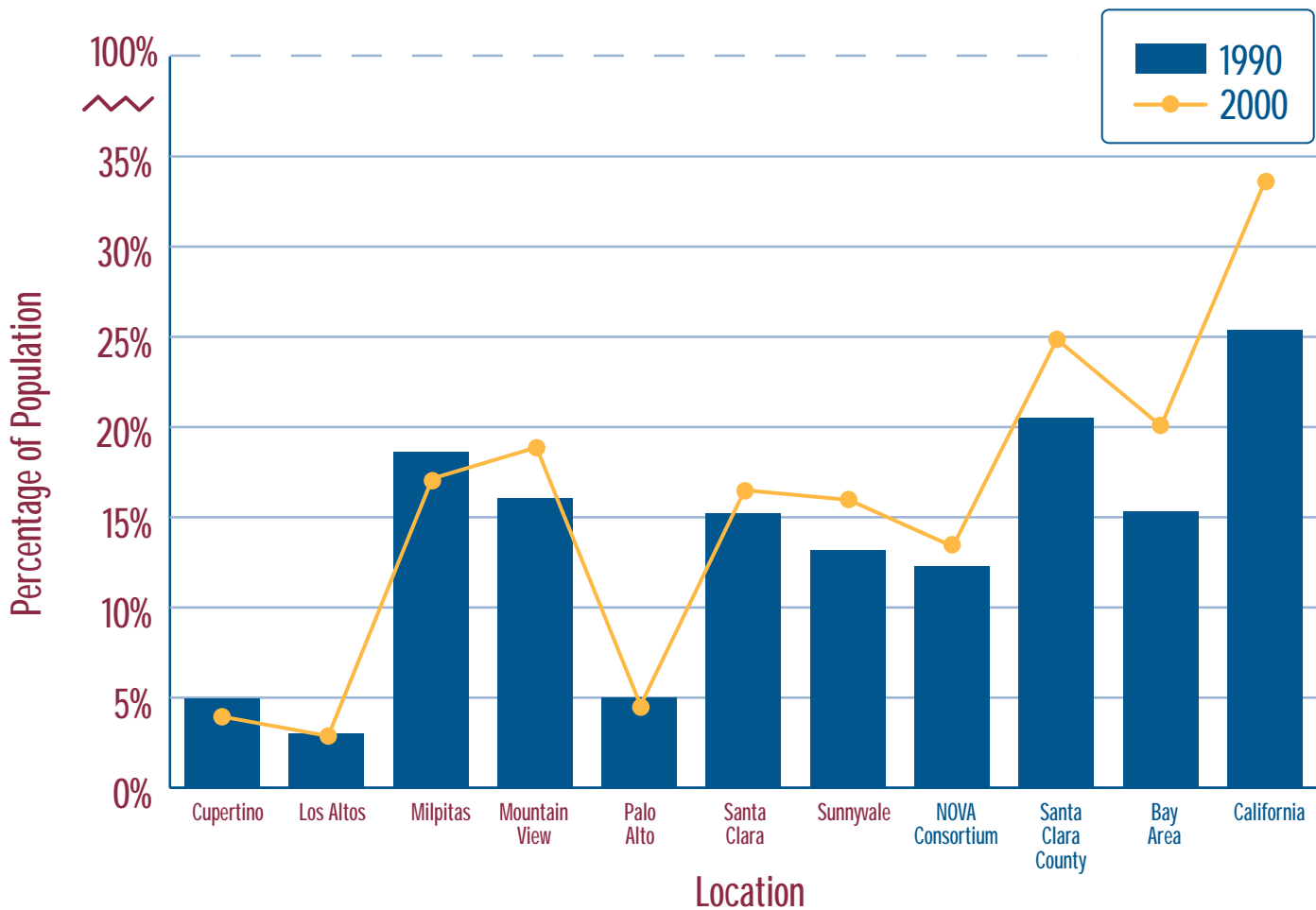


# Ethnicity, Origin, Language

cent of the NOVA Consortium, while residents who were of two or more races accounted for 4.1 percent of the consortium.

The portion of the community that was of Hispanic/Latino origin in 2000 accounted for 13 percent of the NOVA Consortium (Graph 7). The Hispanic /Latino community increased in the consortium by 0.7 percent between 1990 and 2000 to represent 65,636 people. Of the seven cities, Mountain View had the largest percentage (18.2%) and Los Altos had the smallest percentage (3.0%) of residents who were of Hispanic/Latino origin. As a region, the NOVA communities have a smaller Hispanic/Latino population than Santa Clara County and California.

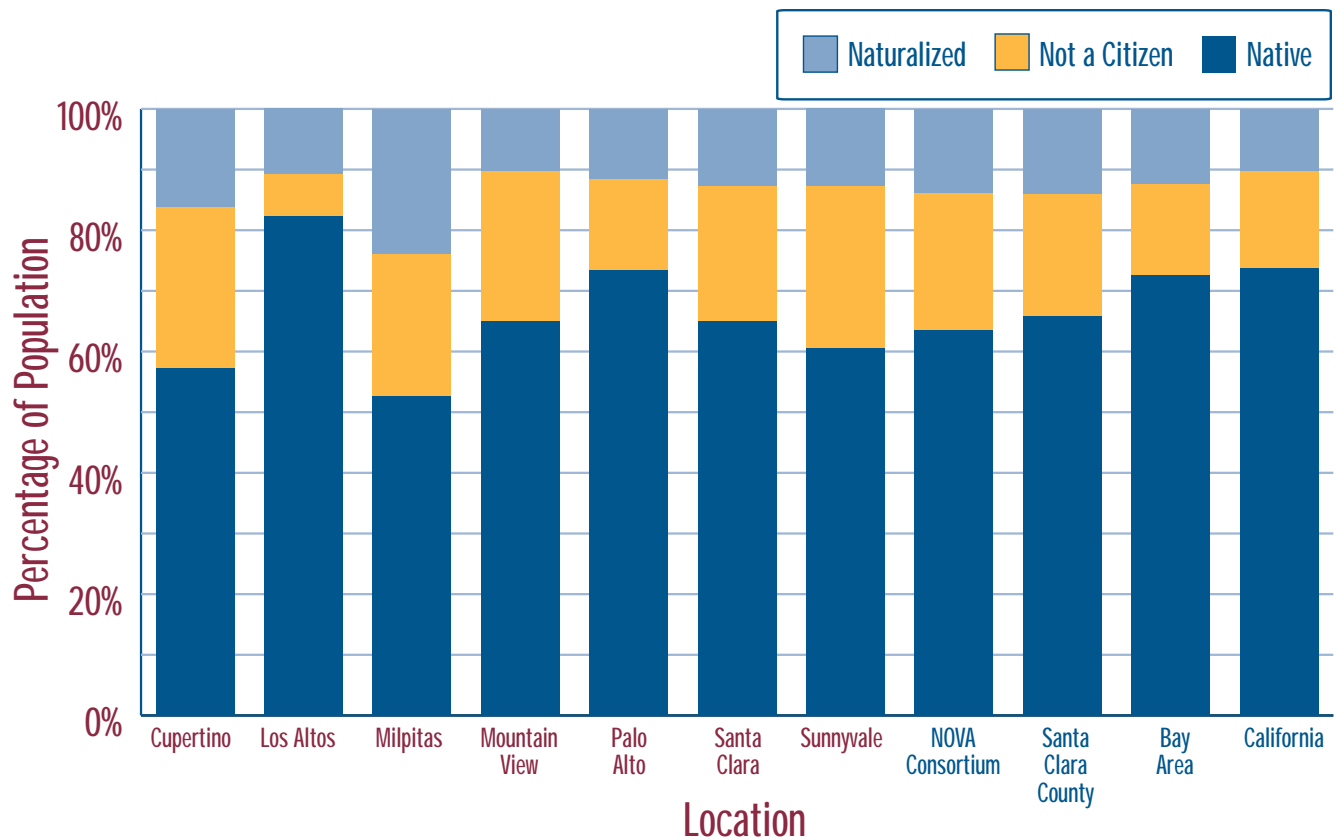
Graph 7: Hispanic/Latino Origin (1990 and 2000)



# Ethnicity, Origin, Language

The NOVA Consortium and Santa Clara County both had greater foreign-born populations than the Bay Area and California in 2000. Over 36 percent of the NOVA Consortium community was foreign-born and 22.6 percent were not currently U.S. citizens in 2000 (Graph 8). More than 66 percent of foreign-born residents in the seven cities were from Asia. Cupertino and Milpitas had the largest percentages of foreign-born residents: 21,659 foreign-born residents accounted for 42.8 percent of Cupertino's population and 29,646 foreign-born residents accounted for 47.3 percent of Milpitas' population. Of Cupertino's foreign-born population, 62.4 percent were not presently citizens of the United States while in Milpitas 49.5 percent were not citizens. Los Altos had the smallest foreign-born community with over 82 percent native-born residents.

Graph 8: Citizenship Status (2000)



# Ethnicity, Origin, Language

English and Asian/Pacific Island languages dominated the consortium cities (Graph 9). About 57 percent of the NOVA Consortium spoke English only and 22 percent spoke Asian/Pacific Island languages at home as the primary language in 2000. Cupertino and Milpitas had the largest percentages of residents who primarily spoke Asian/Pacific Island languages. In Cupertino, 33.5 percent of the population spoke Asian/Pacific Island languages, an increase from 6,372 households to 15,925 households. More than 40 percent of Milpitas households spoke Asian/Pacific Island languages, almost double that of 1990. Households that spoke Spanish as the primary language accounted for 9.4 percent of the NOVA Consortium. Mountain View had the largest percentage of the population who spoke Spanish—14.9 percent—while Cupertino had the smallest percentage—2.1 percent.

“Of all the local developments of the 20th century, the region’s exploding diversity is surely one of the most dramatic. At the dawn of the new millennium, Santa Clara County has already reached a demographic milestone that the nation as a whole isn’t expected to achieve for at least another 50 years. Sometime in 1999 —nobody knows the precise moment—the white population here dipped below 50 percent for the first time, making every racial and ethnic group in the county a minority.”

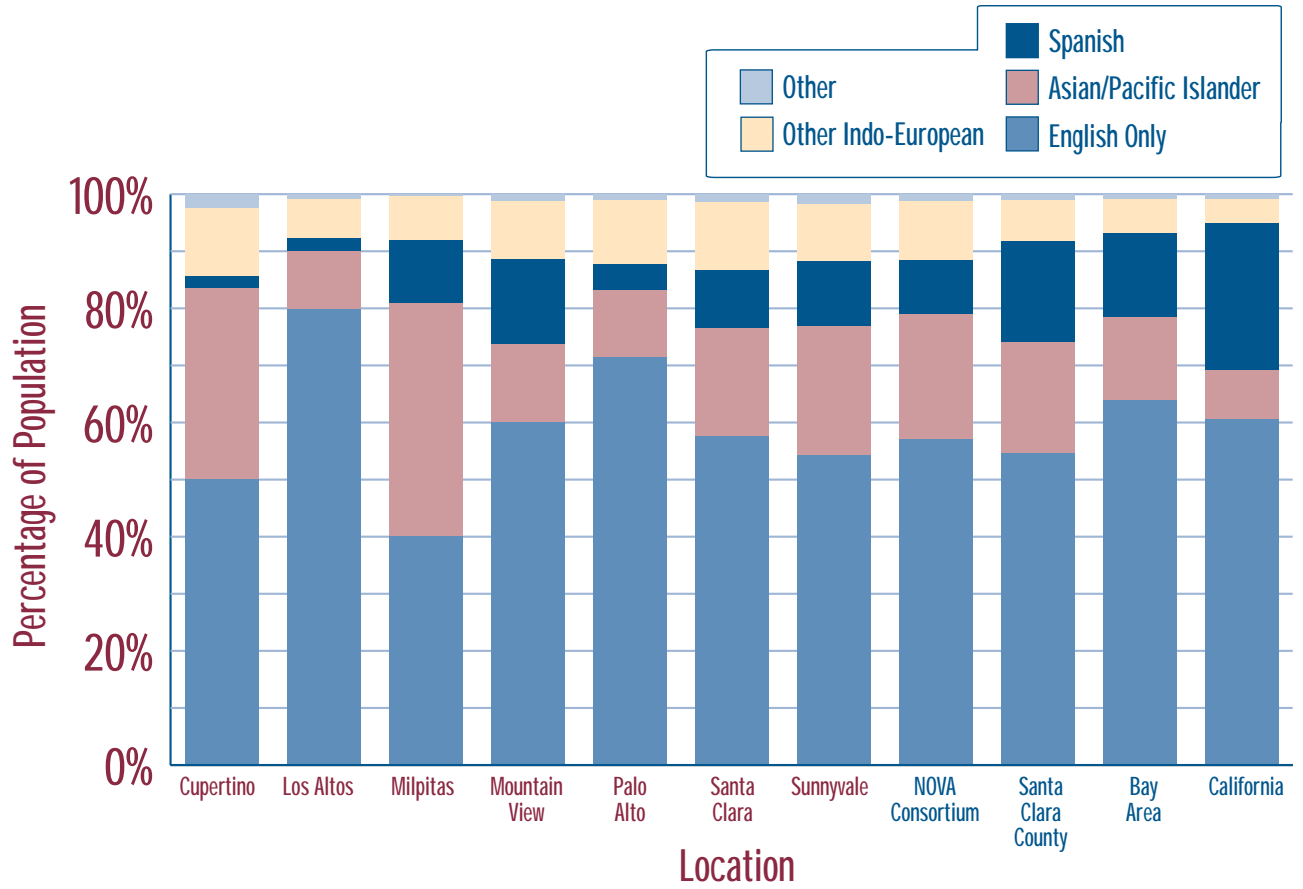
—“Valley Reflects Exploding Diversity: Flood of Immigrants Stirs Profound Changes,” February 28, 2002  
(*San Jose Mercury News*)

In the NOVA Consortium in 2000, 18.5 percent of the population spoke English less than “very well” (Graph 10). Los Altos had the lowest percentage of the population who spoke English less than “very well”—4.9 percent—while Milpitas had the highest percentage—28.7 percent. Milpitas’ percentage of the population who spoke English less than “very well” surpassed that of the county, the Bay Area, and California.



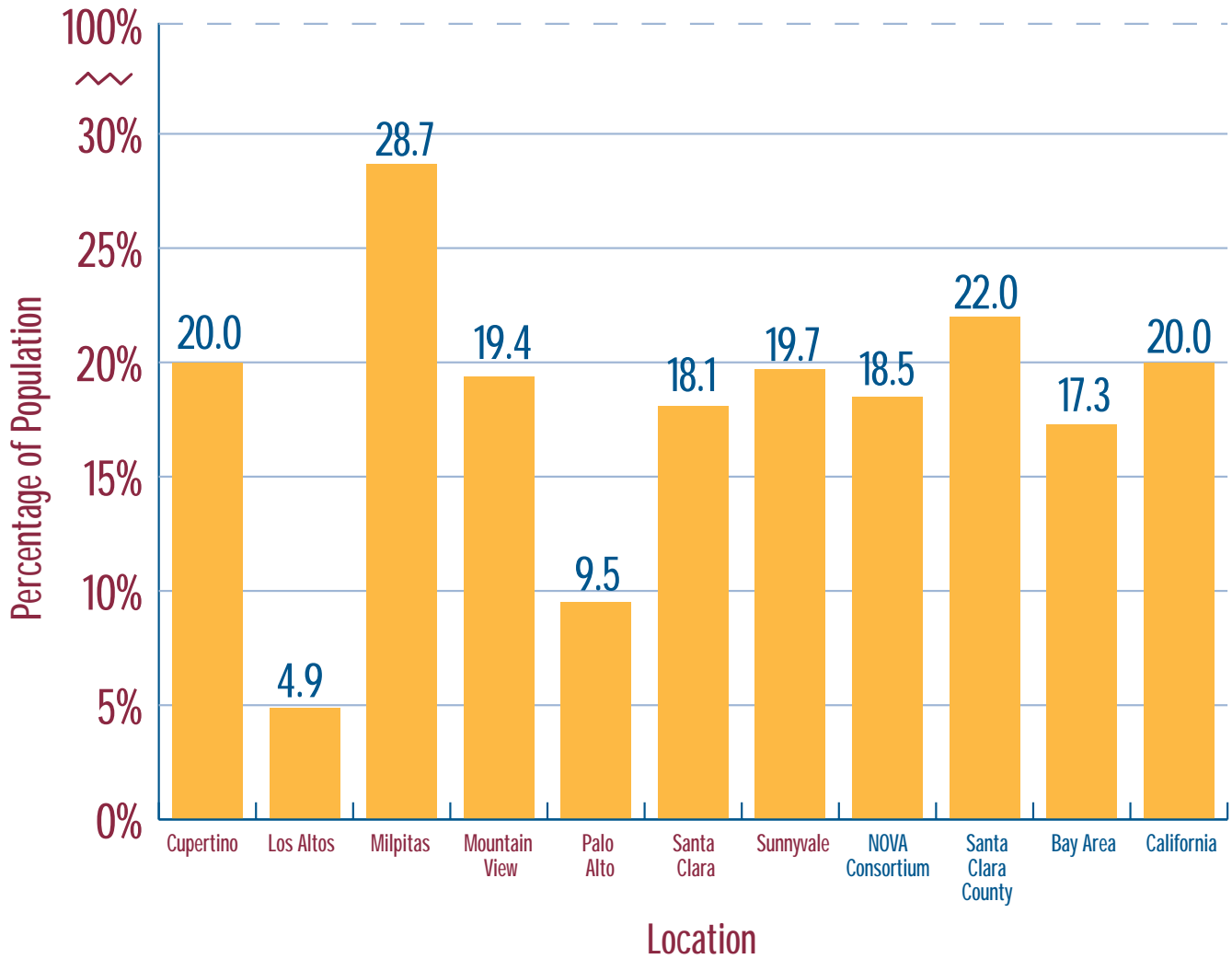
# Ethnicity, Origin, Language

Graph 9: Primary Language (2000)

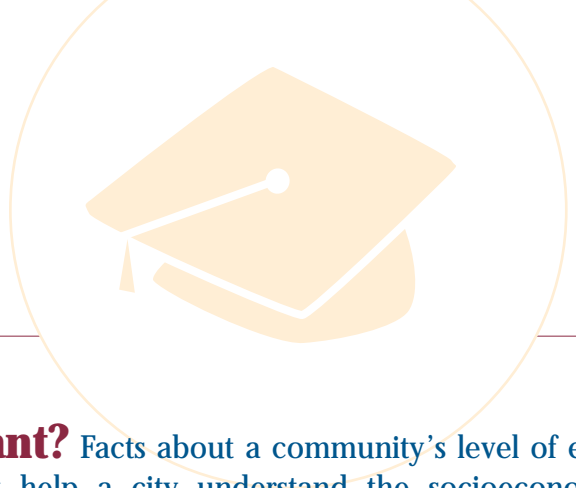


# Ethnicity, Origin, Language

Graph 10: Population Speaking English Less Than "Very Well" (2000)



# Education



**Why is this important?** Facts about a community’s level of education and school enrollment help a city understand the socioeconomic elements affecting school-age residents. This information indicates where improvements are needed in education and also determines which school districts need additional funding to upgrade local programs. It helps to determine literacy rates and allows a city to meet the needs of citizens who do not speak English as their primary language. Information on educational trends is also important to the business community, as businesses tend to locate in and stimulate economic growth in regions that have higher levels of education and school enrollment.

“On average, Silicon Valley students perform slightly higher on academic measures than students around the state, but not as high as students in most other states.”

—*Projections 2002: Silicon Valley (Silicon Valley Manufacturing Group)*

**Analysis:** The 2000 Census provides information about school enrollment and educational attainment. Additional information from the California Department of Education DataQuest, including data on the Academic Performance Index (API), is included here to expand the focus on the K-12 public education system.

The API measures academic performance and growth of schools. It is a numeric scale that ranges from 200 to 1000. The interim California API performance target is 800. Academic growth is measured by a school’s ability to move toward, meet, or surpass the statewide index goal.

In any given year, Santa Clara County educates more than 250,000 K-12 students. Overall, the NOVA Consortium had a significantly lower high school dropout rate in 2001 than Santa Clara County and California—2.6 percent compared to over 6 percent and 10 percent respectively (Graph 11). Palo Alto Unified School District (PAUSD) had the lowest high school dropout rate—0.3 percent—while Milpitas Unified School District (MUSD) had the highest—4.9 percent. The PAUSD also outperformed other school districts in the consortium on high school API measures receiving a score of 859.5 out of 1000 (Graph 12)

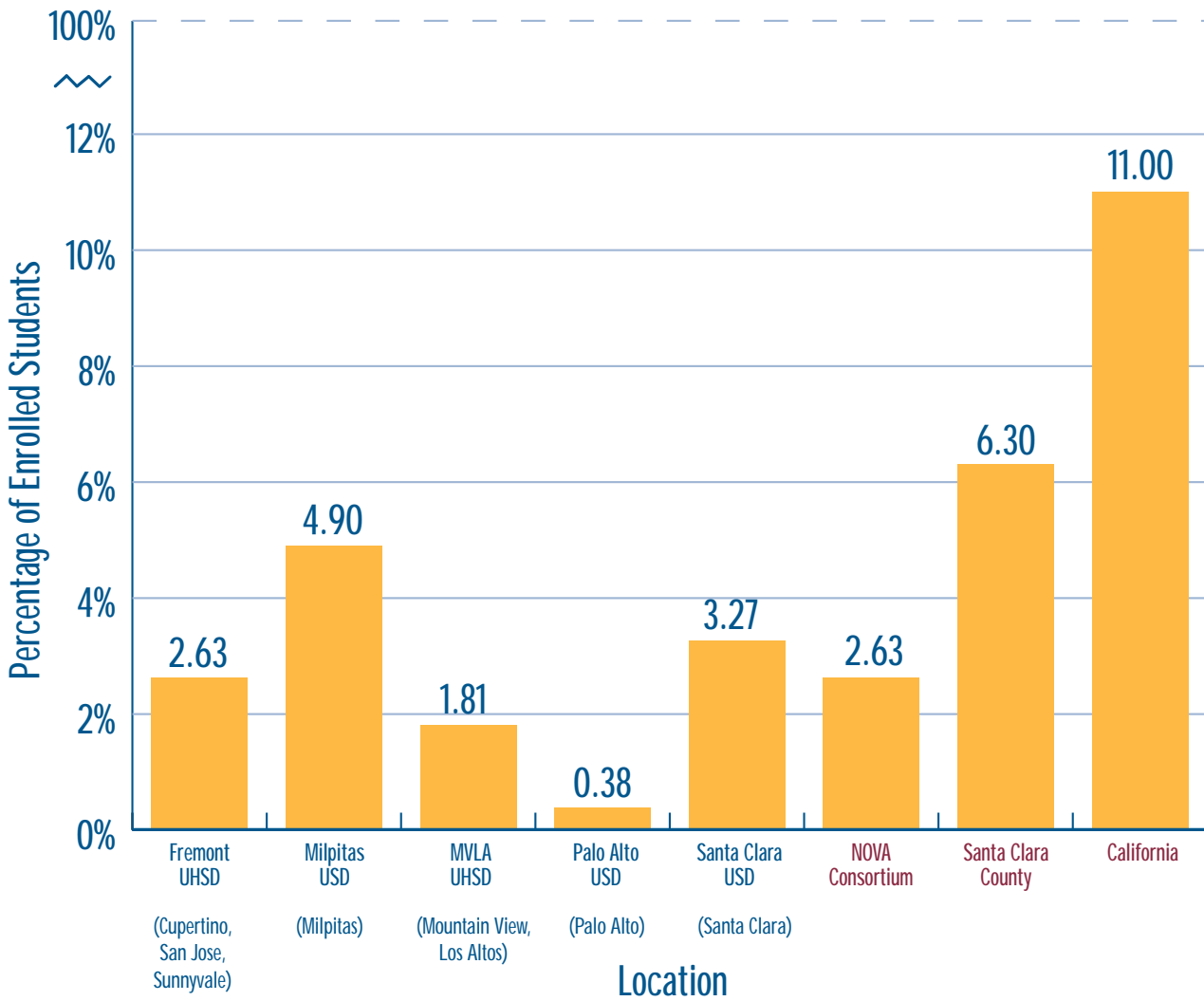


# Education

which placed them well above the 50th national percentile in academic testing (91 percent for math and 82 percent for reading) (Graph 13). Santa Clara Unified School District received the lowest API score—664.5 out of 1000—and ranked below the 50th national percentile with a score of 46 percent for math and 39 percent for reading.

The 2000 Census indicates that the NOVA Consortium is a well-educated region, not surprising given its significance to Silicon Valley. In 2000, about 90 percent of the population 25 years and older had graduated from high school. More than 53 per-

Graph 11: High School Dropouts as a Percentage of Enrolled Students: Four-Year Derived Rate (2001)

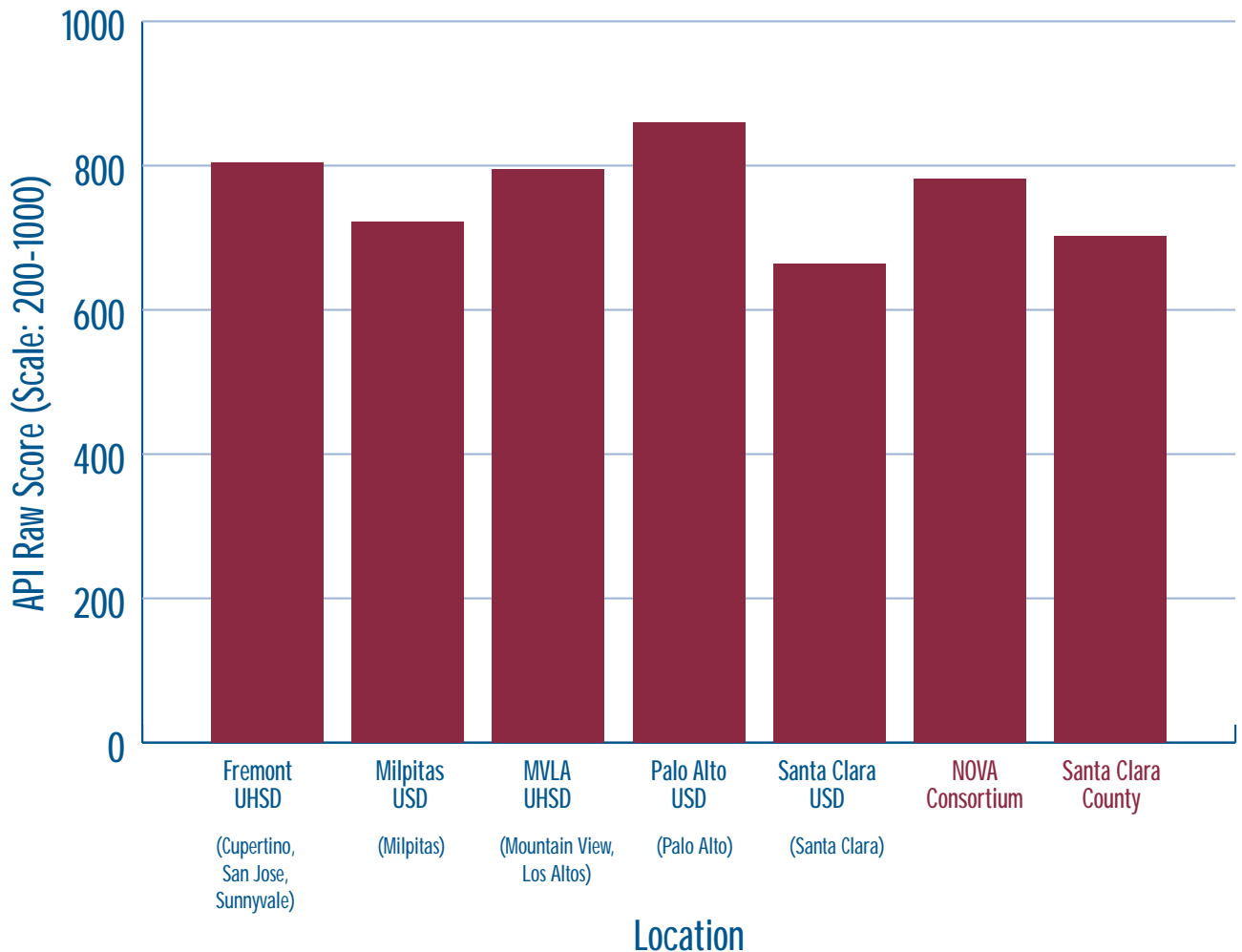


Note: Data for 2001 are obtained from California Department of Education DataQuest.

# Education

cent of residents 25 years and older had a bachelor's degree or higher level of education. This percentage surpassed that of Santa Clara County, the Bay Area, and California (Graph 14). The cities of Cupertino, Los Altos, and Palo Alto had the largest percentage of residents with a bachelor's degree or higher. About 22,563 or 65.4 percent of Cupertino residents had a bachelor's degree or higher while over 71 percent of residents in the City of Los Altos had a bachelor's degree or higher—an 11.7 percent increase from 1990. The number of Palo Alto residents who had a bachelor's degree or higher increased by 9.2 percent from 1990 and was, 74.4 percent in 2000 (Graph 15).

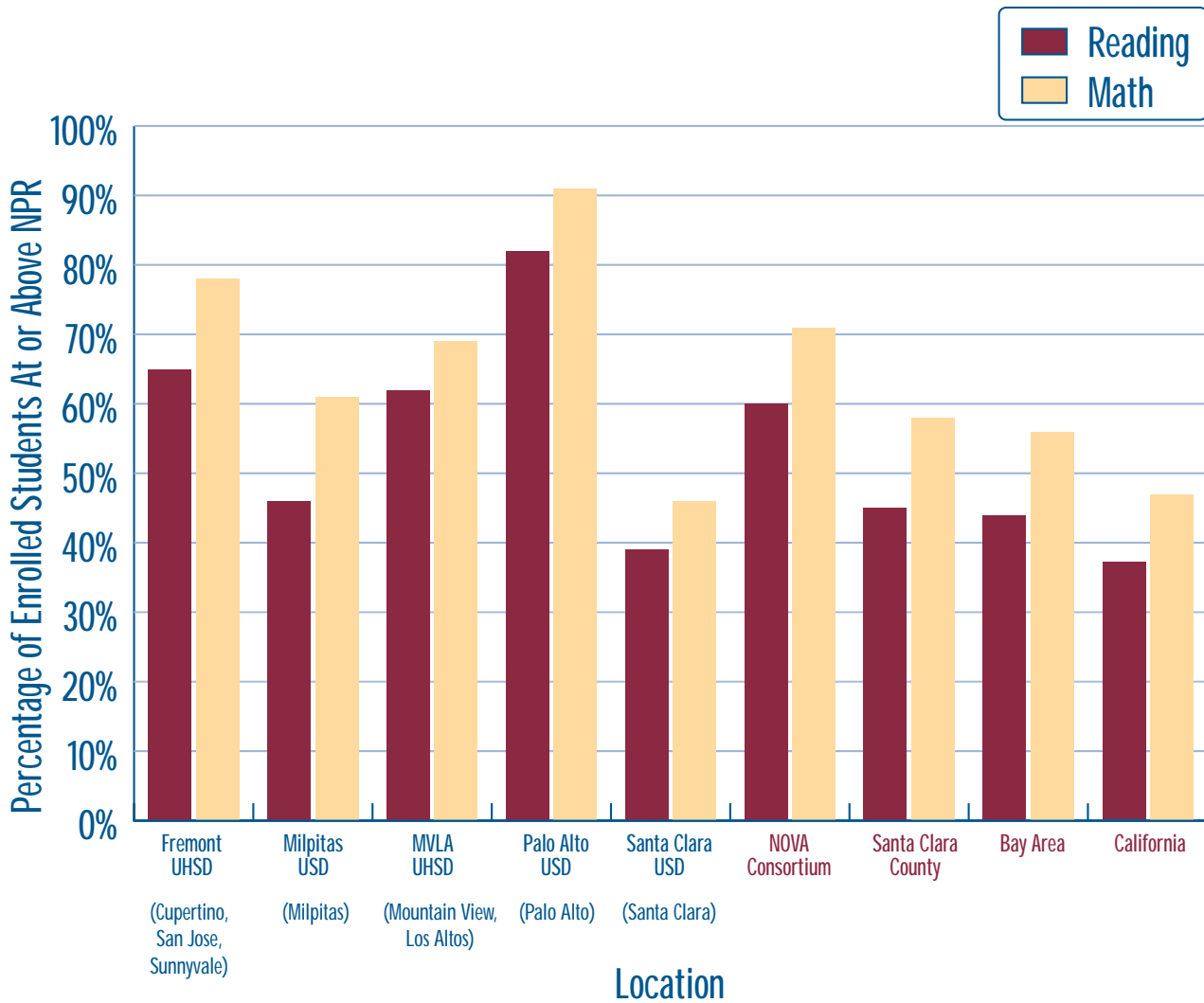
Graph 12: Academic Performance Index: High School Level (2001)



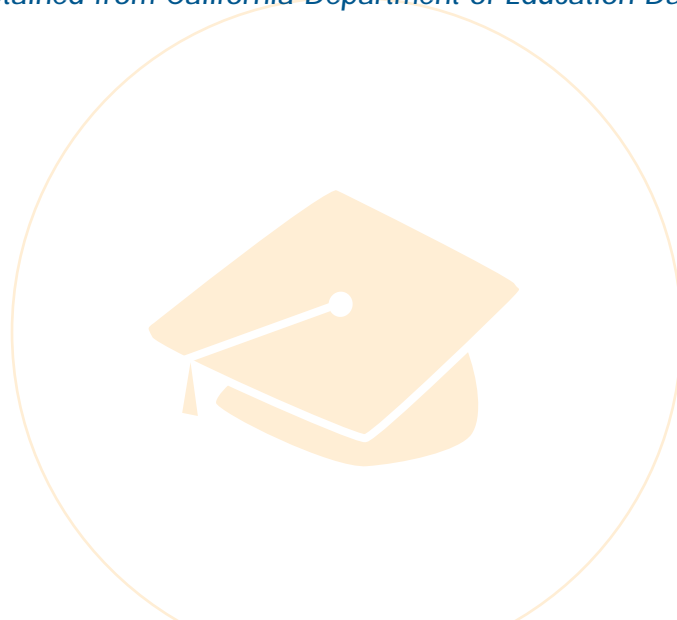
Note: Data for 2001 are obtained from California Department of Education DataQuest.

# Education

Graph 13: Academic Testing: Percentage At or Above 50th National Percentile Ranking (NPR) as a Percentage of Enrolled Students (2001)

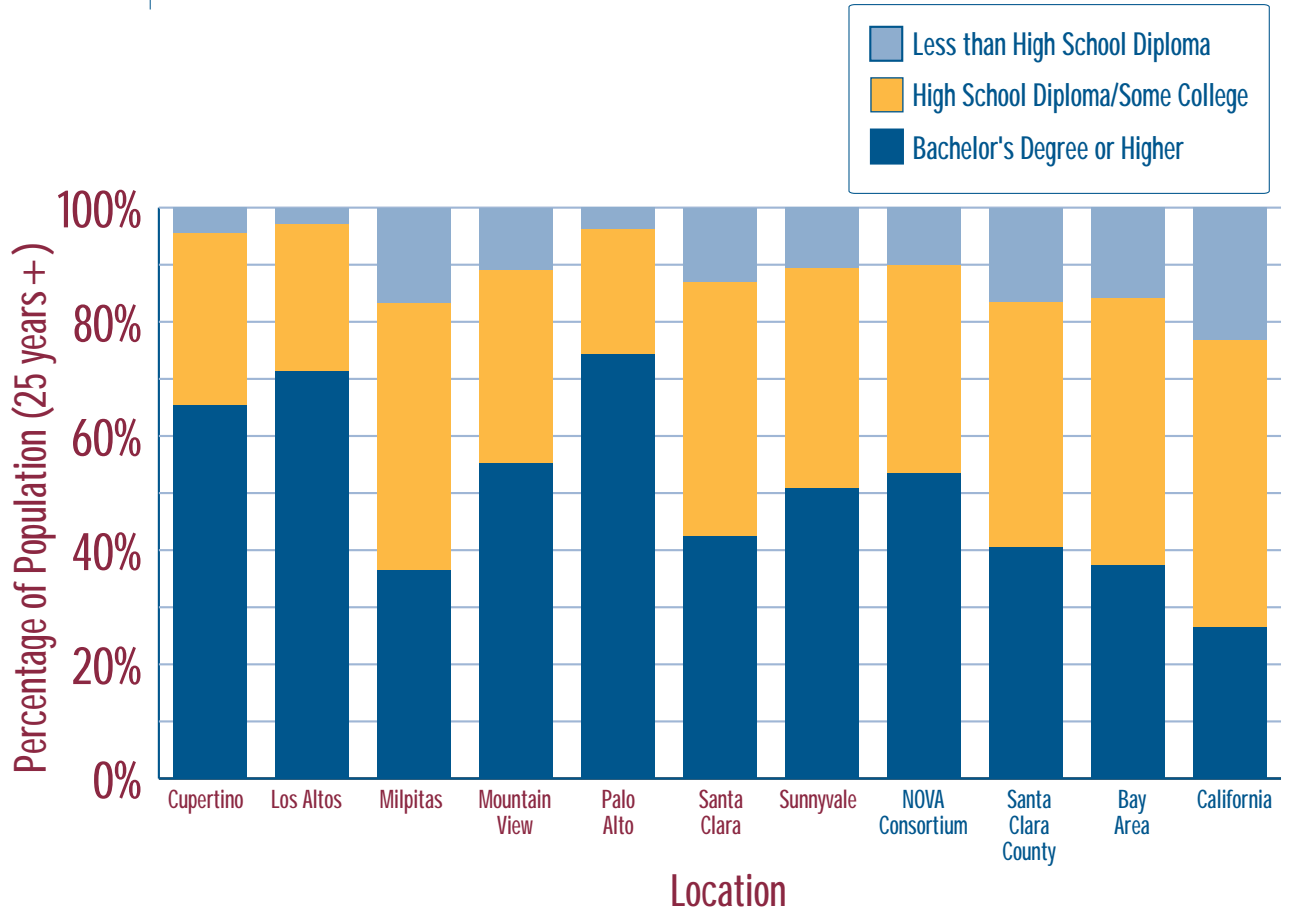


Note: Data for 2001 are obtained from California Department of Education DataQuest.



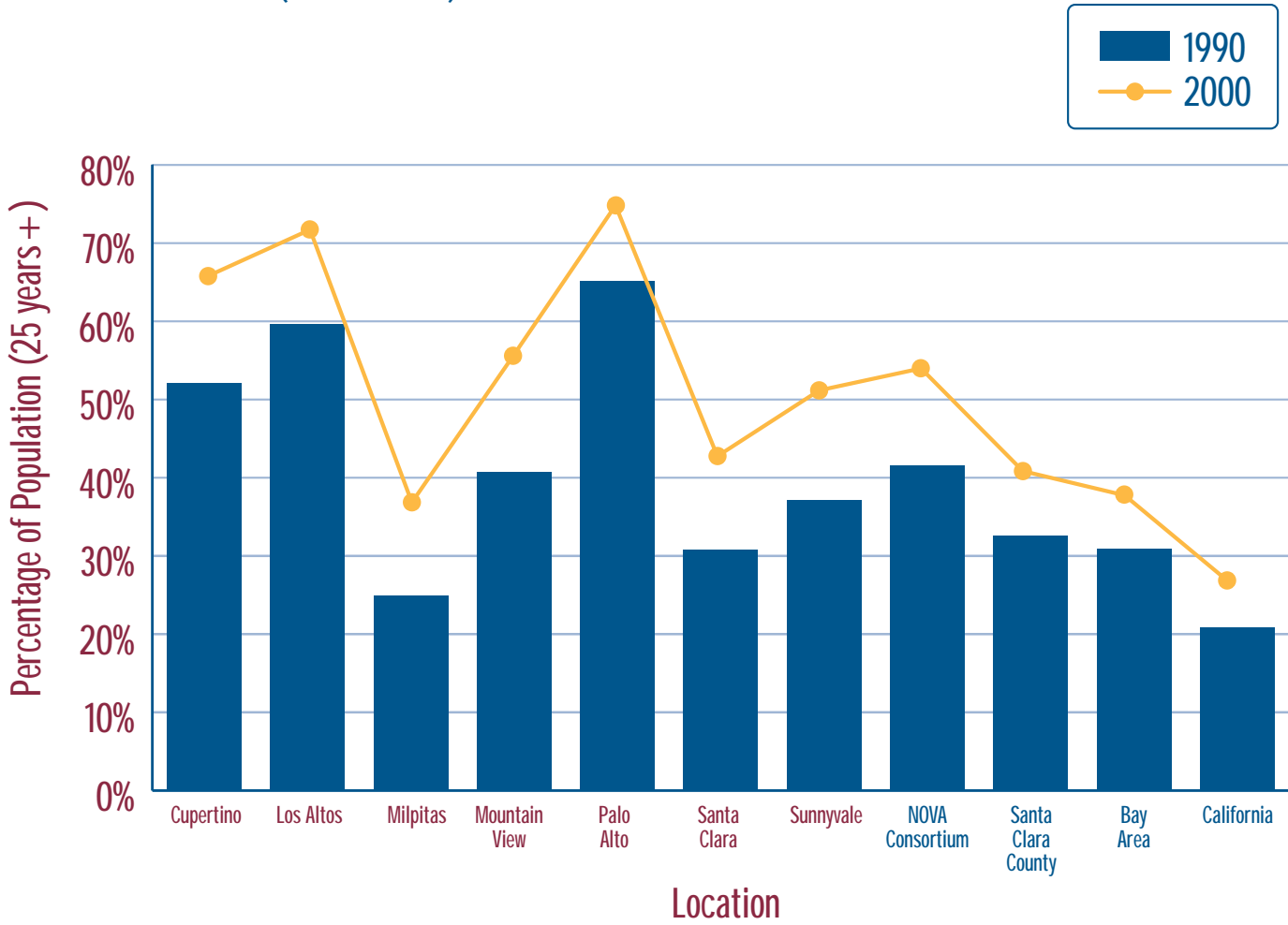
# Education

Graph 14: Highest Level of Educational Attainment of Residents 25 Years and Older (2000)



# Education

Graph 15: Percentage of Population with Bachelor's Degree or Higher: 25 Years and Older (1990 and 2000)



# Labor Force



**Why is this important?** Labor force data are used to determine the amount of funding allocated under the Workforce Investment Act (WIA). It identifies the service delivery areas for WIA and helps a city measure the impact of immigration on the local economy. Labor force data measure the impact on city infrastructures from commuters and are also used to identify local areas that need education and employment programs.

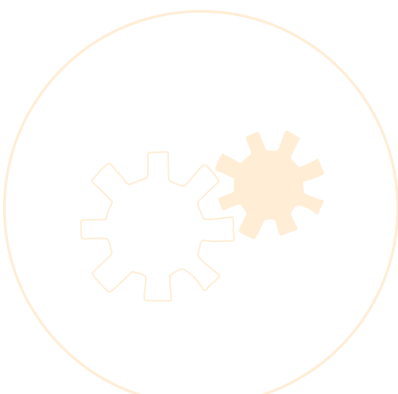
“While nearly one million people go to work in Santa Clara County every day, two years of economic decline is exacting a heavy toll on the employed and the unemployed alike.”

—*“The Downturn That Won't Go Away: Long Tech Slump Exacting Heavy Toll on Valley,”* October 12, 2002 (*San Jose Mercury News*)

**Analysis:** According to the U.S Census Bureau, the term “employed” includes all civilians 16 years old and over who meet one of the following definitions:

- (1) “at work”—those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business, or
- (2) were “with a job but not at work”—those who did not work during the reference week but had jobs or businesses from which they were temporarily absent due to illness, bad weather, industrial dispute, vacation, and/or other personal reasons.

*Note: The Census provides a “snapshot” of economic conditions based on the time of data collection. In this report, Census data on unemployment is examined briefly to examine historical shifts. However, it does not provide a glimpse into more recent economic shifts. As such, unemployment information from the California Employment Development Department is provided for more timely comparisons.*



# Labor Force

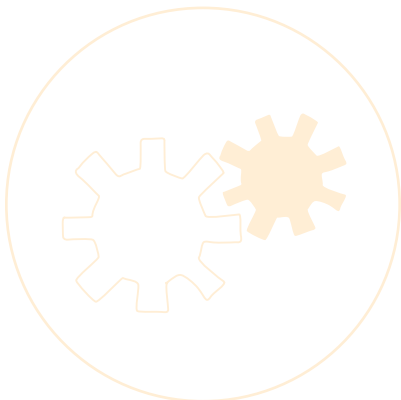
The NOVA Consortium's resident labor force (those who live in the seven cities and are able to work) increased by 1.7 percent from 1990 to account for 276,093 workers in the year 2000. However, it is important to note that the number of employees who live in the consortium does not equal the number of employees who work in the consortium. The consortium's workforce (those who work in the seven cities) is 295,820.

The consortium had a significantly lower unemployment rate (3%) in comparison to the county, the Bay Area, and state (Graph 16). Los Altos had the lowest unemployment rate (1.8%) in the year 2000 and the greatest decrease in labor force (8.2%) over the decade. The City of Milpitas had the highest unemployment rate in the year 2000 (3.7%) and reflected a 14.7 percent increase in labor force—the greatest increase in the region.

“In California, more than 280,000 people qualified for the federal extension of unemployment benefits from March to August (2002), which in most cases means they had already received six months of state benefits without finding work.”

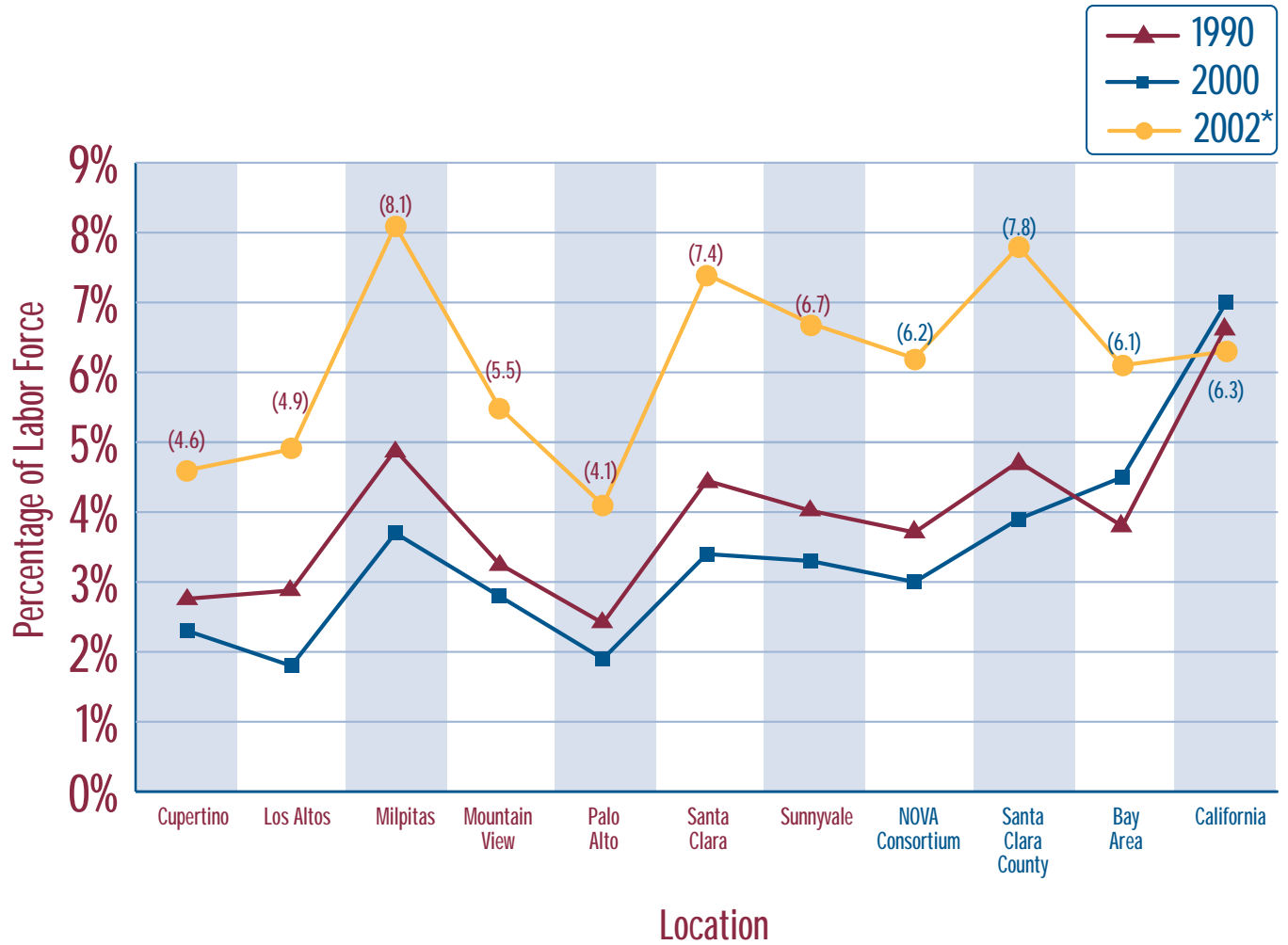
—“*Long Layoffs Leave Financial, Mental Impact*,” October 13, 2002 (San Jose Mercury News)

Unemployment rates have increased significantly since 2000. According to information from the California Employment Development Department, Santa Clara County had a 7.8 percent unemployment rate and the NOVA Consortium a 6.2 percent unemployment rate in November 2002. Unemployment rates among the consortium cities varied widely. Milpitas had the highest unemployment rate—8.1 percent—and Palo Alto had the lowest—4.1 percent.



# Labor Force

Graph 16: Unemployment Rate (1990, 2000, and November 2002)



Note: Data for 1990 and 2000 are obtained from the Census. Data for 2002 is obtained from the California Employment Development Department.

\* 2002 data is reflective of November 2002, not the yearly unemployment average.



# Labor Force - Disability



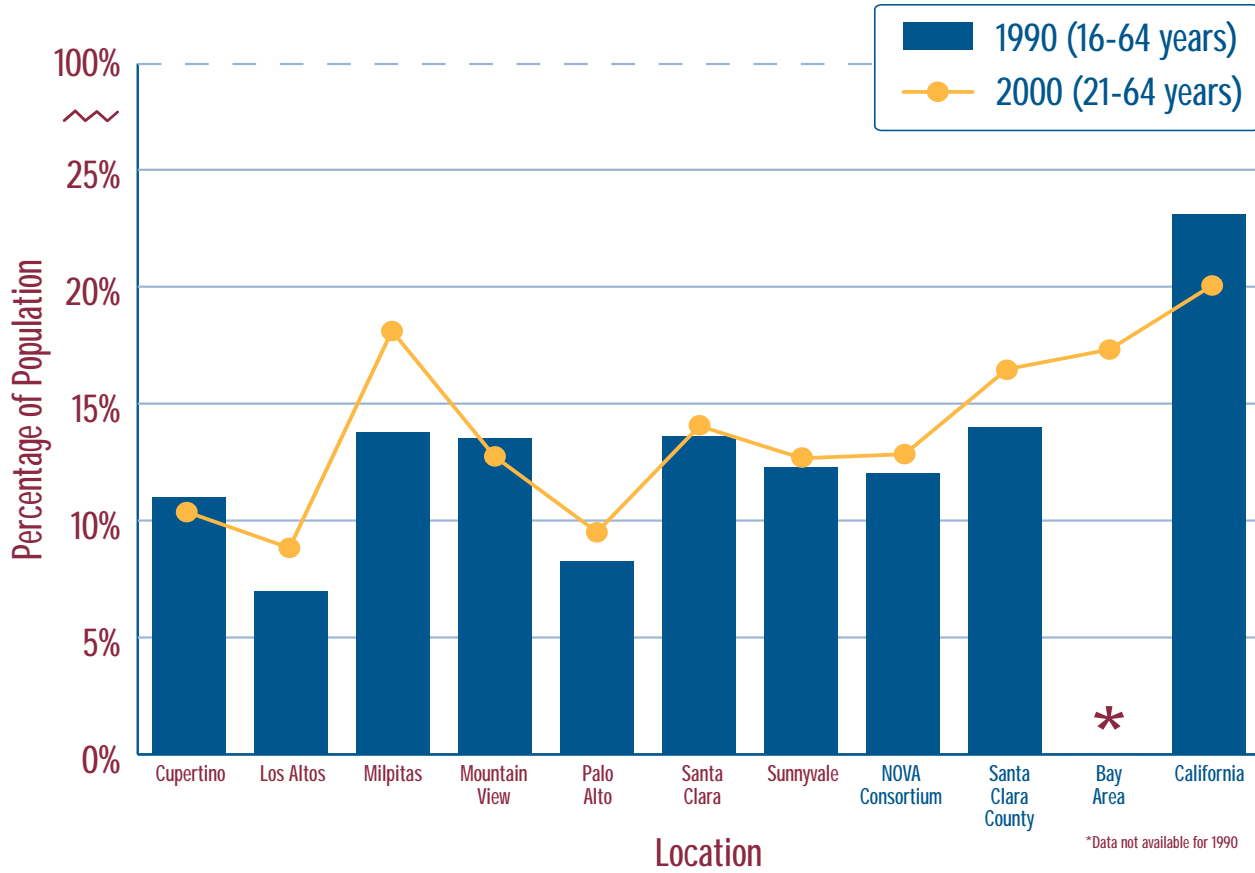
**Why is this important?** Information about disabilities is used by a city to assess the needs of public transportation, healthcare, and any other public service that must create accommodations to assist those with disabilities. It is also required to ensure that housing funds are distributed appropriately for people with limitations. Local agencies can also utilize disability data to plan for those residents eligible for Medicare and Medicaid programs.

**Analysis:** Information about disabilities measures those residents in a specific age population who have difficulty performing one or more major life activities such as working at a job, going outside of the home, or taking care of personal needs. Disability data have discrepancies due to the fact that the Census measured those residents in the 16 to 64 age range in 1990 and measured those residents in the 21 to 64 age range in 2000.

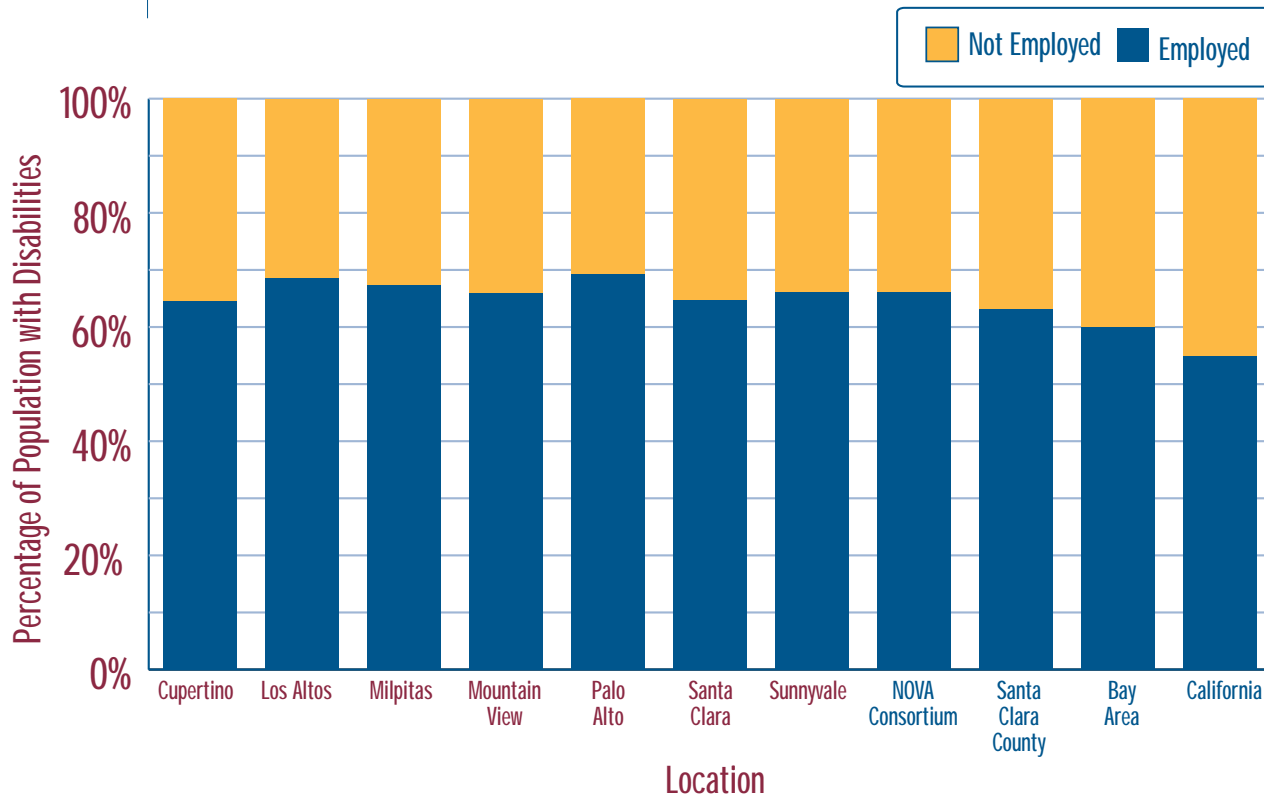
In 2000, 41,121, or 12.8 percent, of the NOVA Consortium population were individuals with disabilities (calculated from the 21-64 population) (Graph 17). This was less than the California population of disabled individuals (20%). More than 65 percent of the population that reported a disability in the consortium was employed (Graph 18). The NOVA Consortium surpassed the county, the Bay Area, and the state's percentage of the population with disabilities who were employed. Milpitas had the largest percentage of population with disabilities—18.1 percent—while Los Altos had the lowest percentage of population with disabilities—8.8 percent. The percentage of population with disabilities who were employed varied slightly among the consortium, from a low of 64.6 percent in Cupertino to a high of 69.3 percent in Palo Alto. All cities were higher than California as a whole in terms of the percentage of individuals with disabilities who were employed.

# Labor Force - Disability

Graph 17: Individuals with Disabilities: Percentage of Total Population (1990 and 2000)



Graph 18: Individuals with Disabilities: Employed/Not Employed (2000)



# Occupation



**Why is this important?** Occupational data help a city formulate policies and programs for career development and training. A local agency can help attract new jobs by providing potential businesses with occupational information that illustrates the community's talent pool.

“While growth in the number of jobs between 2000 and 2005 is expected to be limited in most of the region, the long-term forecast shows significant change .... Santa Clara County will see the largest increase in jobs over ABAG’s forecast period. The County will add 303,500 jobs.”

—Projections 2002 (Association of Bay Area Governments)

**Analysis:** Occupational data refer to the person’s job during the reference week of the census. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours during the reference week. The 2000 Census groups occupations into six categories using the Standard Occupational Classification (SOC) system. More in-depth information about the SOC system can be found at: [www.bls.gov/soc/](http://www.bls.gov/soc/)

The occupations surveyed are shown with their corresponding SOC codes:

- Management, professional, and related occupations (11-0000 thru 29-0000)  
Ex: business operations specialists, computer specialists, counselors, artists, and engineers
- Service occupations (31-0000 thru 39-0000)  
Ex: nurses, cooks, waiters, teachers, and lawyers
- Sales and office occupations (41-0000 thru 43-0000)  
Ex: retail workers, sales representatives, administrative assistants, postal service clerks, and dispatchers
- Farming, fishing, and forestry occupations (45-0000)  
Ex: agricultural workers, hunters, conservation workers, loggers, and farm labor contractors



- Construction, extraction, and maintenance occupations (47-0000 thru 49-0000)  
Ex: carpenters, electricians, pipefitters, telecommunications equipment installers, and automotive technicians
- Production, transportation, and material moving occupations (51-0000 thru 53-0000)  
Ex: assemblers and fabricators, food processors, tailors, aircraft pilots, and bus drivers

The U.S. Census Bureau measured different occupation classifications in 1990 and 2000. As such, only those occupations that were classified under the same description for both years are compared for changes in employment. The following occupations were excluded from historical comparison due to classification inconsistencies, but are analyzed to determine employment by occupation in 2000:

- Construction, extraction & maintenance
- Farming, fishing, and forestry
- Production, transportation & material moving

The majority of the NOVA Consortium labor force—roughly 60.4 percent—was employed in management, professional and related occupations in 2000 (Graph 19). The percentage of those employed in management, professional, and related occupations increased by 24 percent from 1990 (Graph 20). Palo Alto had the largest percentage of population employed in management, professional and related occupations—76 percent—while Milpitas had the smallest percentage—45.5 percent. Although Milpitas had the smallest percentage of population employed in this occupational group, it made the largest gain in employment by those professions—a 42.5 percent increase. Los Altos had the smallest increase in the percentage of population employed in management, professional and related occupations with a 7.6 percent increase.

Of those employed in the NOVA Consortium, 52,314 persons (19.5%) were employed in sales and office occupations in 2000, a decrease of 20 percent from 1990 levels. Milpitas and Santa Clara had the largest percentages of population employed in this occupational group—23.2 percent each—while Palo Alto had the smallest percentage of population employed in sales and office occupations—14.8 percent. The percentage of individuals employed in sales and office occupations decreased for all consortium cities except for Milpitas. Los Altos had the most significant decrease in the percentage of population employed in sales and office occupations—37.6 percent.

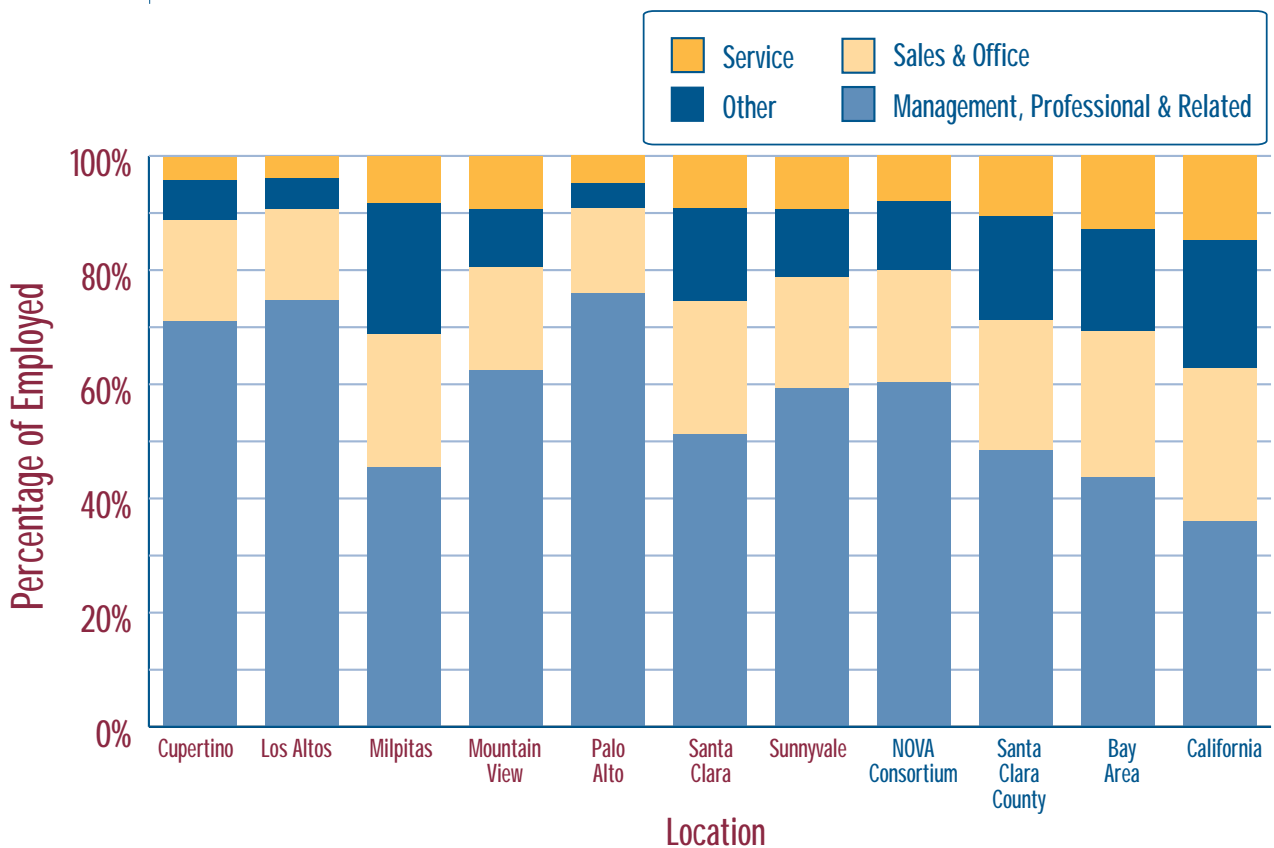
Roughly 7.9 percent (21,109 persons) of those employed in the NOVA Consortium were in service occupations—an increase of 6.5 percent from 1990 levels. Mountain View

# Occupation

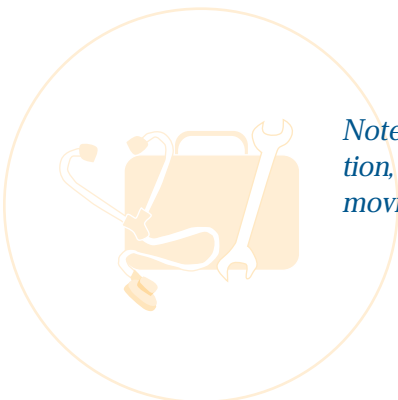
had the largest percentage of population employed in service occupations (9.4%), while Los Altos had the smallest percentage with 4.0 percent. Sunnyvale had the largest increase in the percentage of the population employed in service occupations—30.5 percent, while Palo Alto had the largest decrease—16.3 percent.

The farming, fishing, and forestry occupations employed the fewest residents of the NOVA Consortium in 2000. Only 444, or 0.2 percent, of those employed in the consortium were employed in farming, fishing, and forestry occupations.

Graph 19: Percentage Employed by Occupational Group (2000)

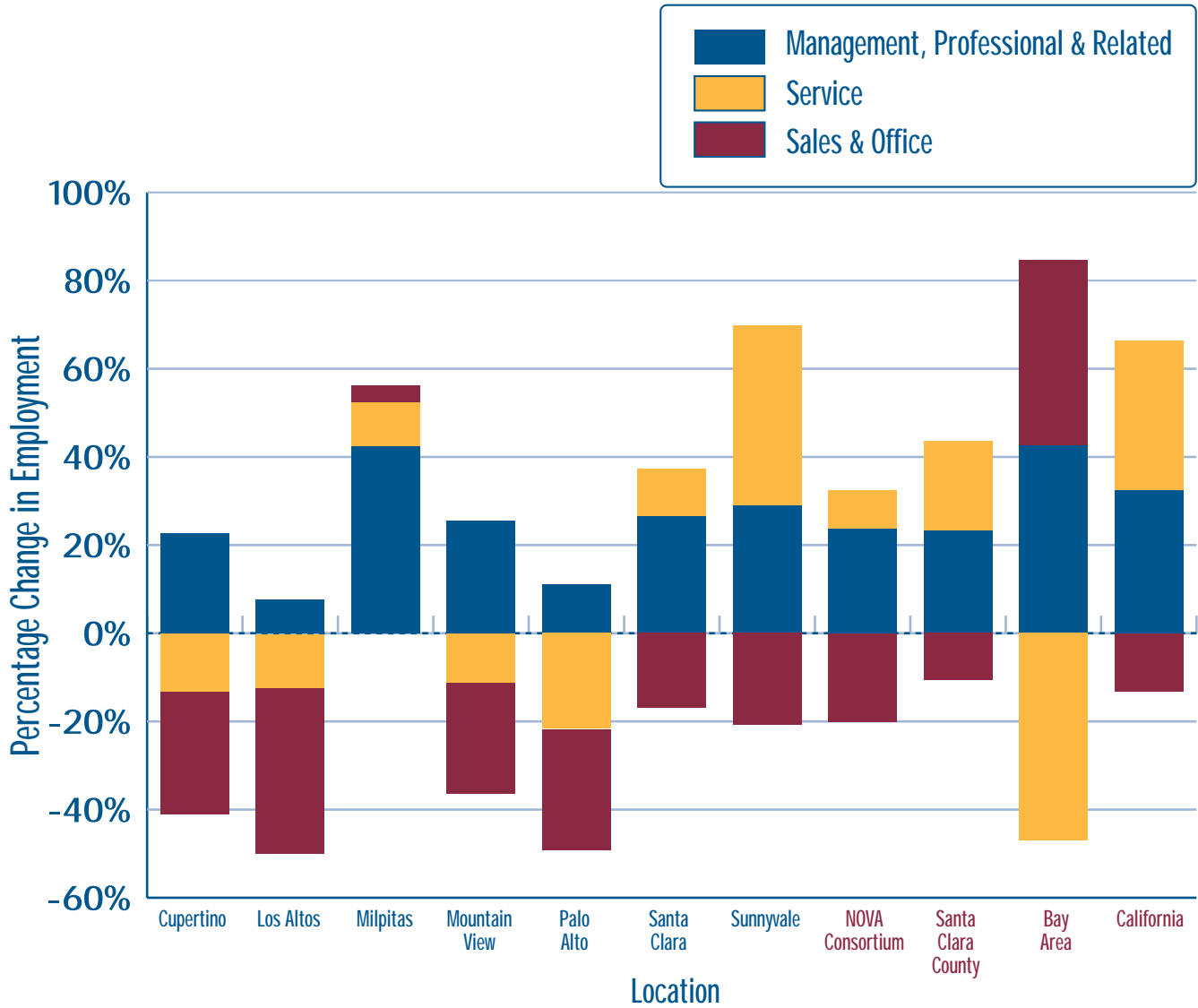


Note: The “Other” category represents farming, fishing, and forestry occupations; construction, extraction, and maintenance occupations; and production, transportation, and material moving occupations.



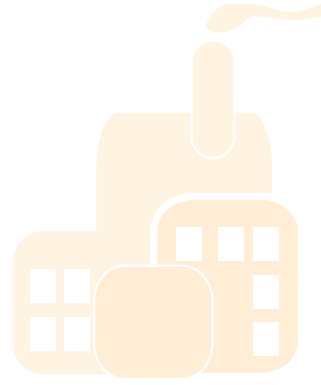
# Occupation

Graph 20: Change in Employment by Occupation between 1990 and 2000



*Note: Not included are farming, fishing, and forestry occupations; construction, extraction, and maintenance occupations; and production, transportation, and material moving occupations.*

# Industry



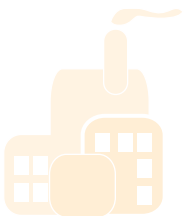
**Why is this important?** Data about industry employment are used to create policies and programs for career development and job training. It is necessary to measure the compliance of antidiscriminatory laws and to help a city assess the staffing needs in various occupations. A local agency can use this type of information to understand what makes the economy work, and how to support its growth.

“Job growth will resume in the second half of 2002 and grow at 20,000 to 30,000 jobs a year thereafter. Previous peak employment levels from late 2000 are unlikely to be reached for at least five years. Job growth will be spread broadly across existing sectors: computers, semiconductor, software, communications, and biotechnology.”

—*Projections 2002: Silicon Valley (Silicon Valley Manufacturing Group)*

**Analysis:** The Census classifies business establishments according to the new North American Industry Classification System (NAICS). NAICS codes replace the Standard Industrial Classification (SIC) codes used in previous censuses. Due to the change from SIC codes to NAICS codes, the U.S. Census Bureau measured different industry classifications in 1990 and 2000. As such, only those industries that were classified under the same description for both years are compared for changes in employment (Graphs 22a and 22b). The following industries were excluded from historical comparison due to classification inconsistencies but are analyzed to determine employment by industry in 2000.

- Business and repair services
- Entertainment and recreation services
- Information
- Other services
- Personal services
- Professional and related services
- Professional, scientific, management, administrative, and waste management services

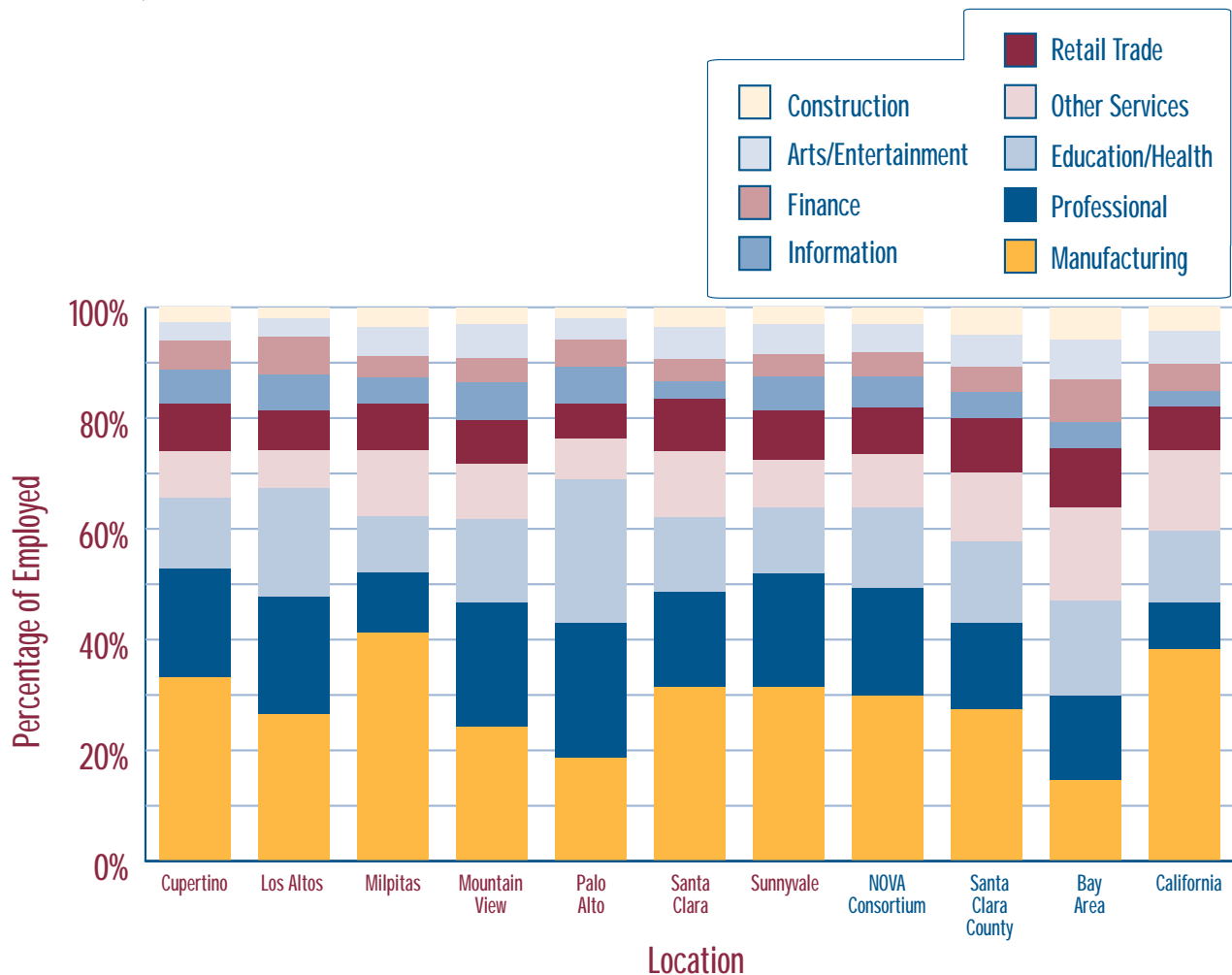


# Industry

Information on industry relates to the type of business conducted by an individual's employer during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours.

In 2000, the top employing industries in the NOVA Consortium were manufacturing (79,698 individuals); professional, scientific, management, administrative, and waste management services (51,743 individuals); and educational, health, and social services (38,959 individuals). About 29.8 percent of the labor force of the NOVA Consortium were employed by the manufacturing industry (Graph 21). Although the percentage of those employed by the manufacturing industry increased in California more than 235 percent between 1990 and 2000, the percentage of those employed by the industry within the NOVA Consortium decreased by 14.7 percent (Graph 22a). Milpitas experienced the only increase in the region in the manufacturing industry (15.8%) and also had the largest percentage of its citizens employed in manufacturing—41.2 percent. Palo Alto experienced the greatest decrease in those employed within the manufacturing industry (28.7%) and also had the least number of residents employed in manufacturing—18.7 percent.

Graph 21: Employment by Industry (2000)





California outpaced the nation in manufacturing job growth between 1994 and 2001. For the 1994-98 period, state manufacturing jobs increased by 9.8 percent and partially offset the early 90's job losses. By comparison, national manufacturing job growth was only 2.6 percent.

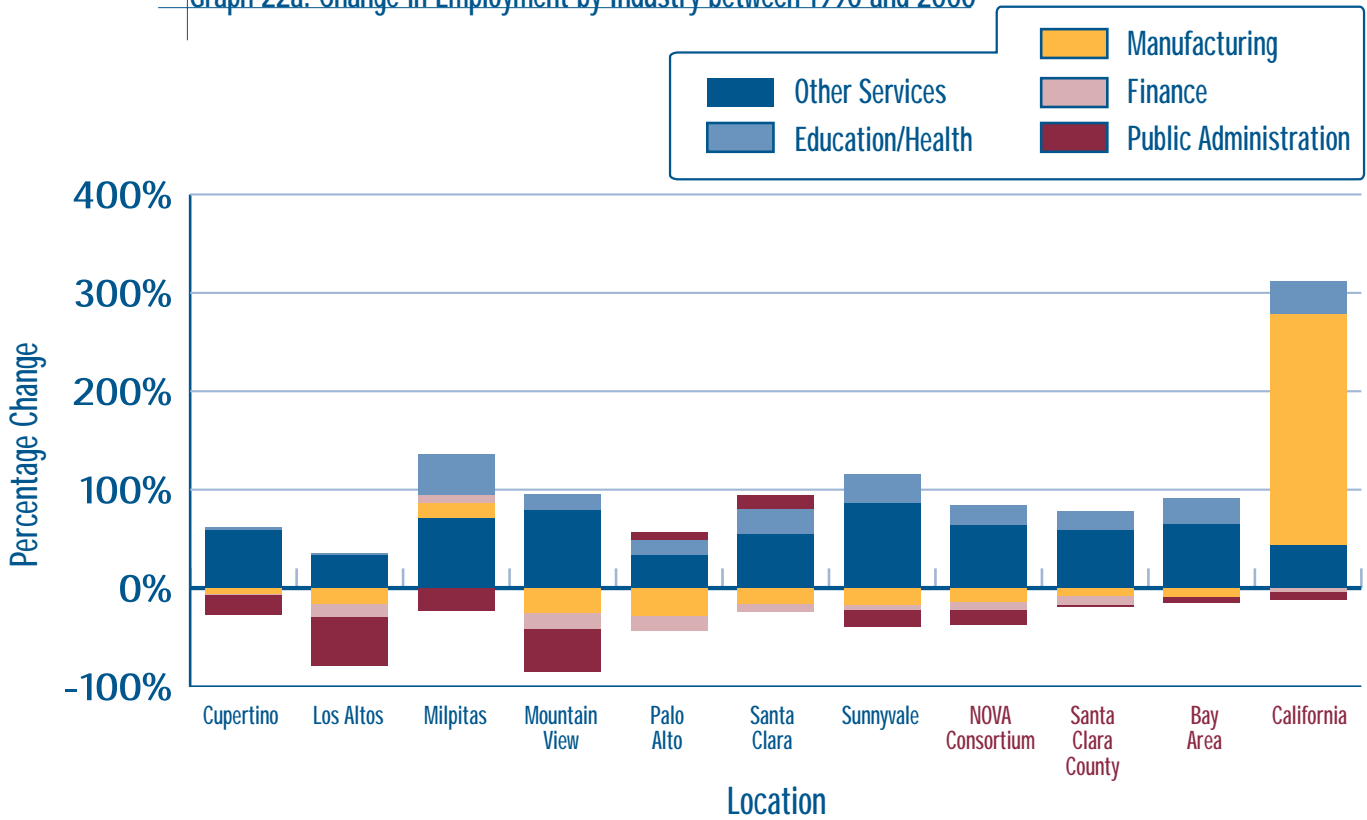
—*California County Projections, 2002 (Center for Continuing Study of the California Economy)*

The professional, scientific, management, administrative, and waste management services industries employed more than 19 percent of the consortium. Palo Alto had the largest percentage (24.3%) employed in this industry and Milpitas had the smallest percentage (10.9%). The education, health, and social services industries employed about 14.6 percent of the workers of the NOVA Consortium. There was a 19.6 percent increase in the consortium's percentage of those employed by education, health, and social services industry between 1990 and 2000. Milpitas experienced the greatest increase in those employed by this industry sector (41.3%).

The majority of industries within the NOVA Consortium declined in employment between 1990 and 2000, including wholesale trade (-43.6%); retail trade (-28.9%); agriculture, forestry, fishing and hunting, and mining (-24.1%); transportation, warehousing, and utilities (-21.2%); and construction (-13.6%). Cupertino experienced the greatest decrease in those employed by the wholesale trade industry—52.5 percent (Graph 22b). In 1990, 1,323 Cupertino residents were employed in wholesale trade and in 2000, only 628 were employed in this sector. Mountain View had the greatest percentage decrease in those employed by the retail trade industry (42.3%), down from 5,642 individuals in 1990 to 3,250 individuals in 2000. Los Altos had the greatest percentage decrease in those employed by the construction industry (46.8%). In 1990, 480 of Los Altos residents were employed in construction compared to 255 in 2000. Milpitas was the only city in the consortium that experienced an increase (9.6%) in those employed by the construction industry, which surpassed the growth experienced by Santa Clara County and the Bay Area (Graph 22b).

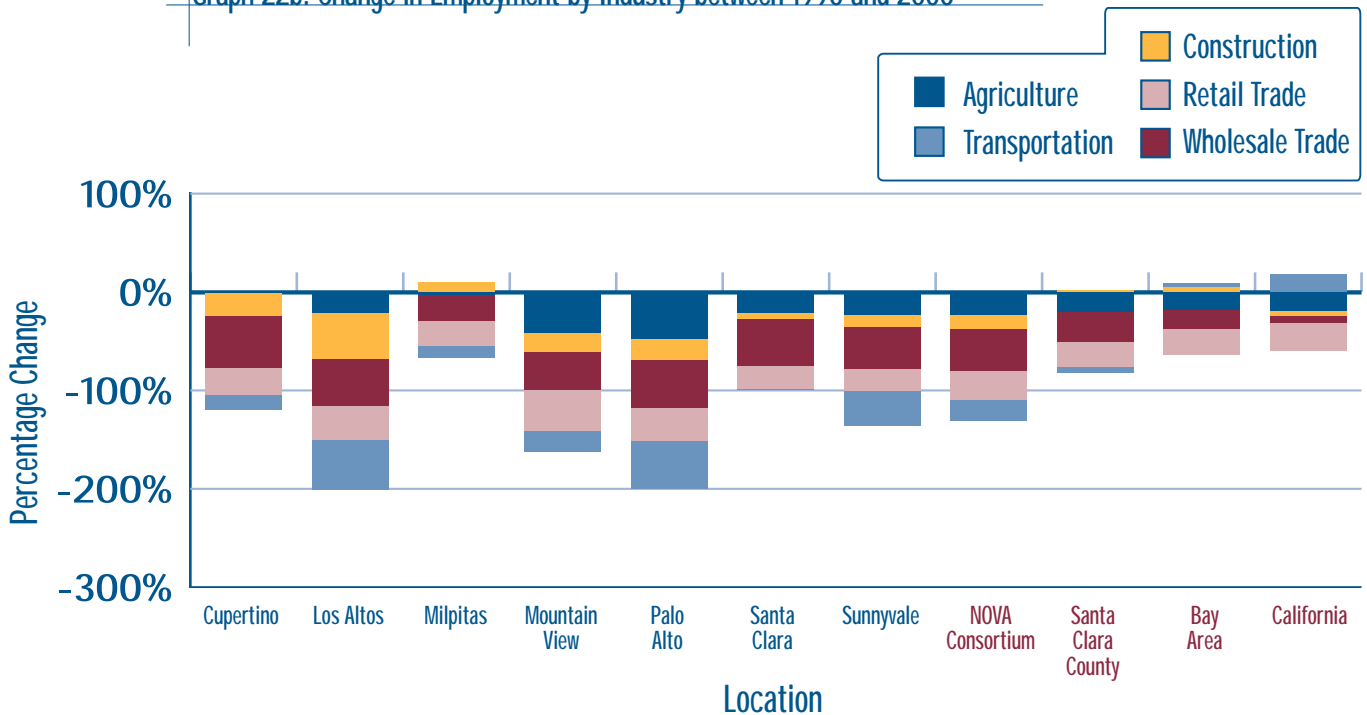
# Industry

Graph 22a: Change in Employment by Industry between 1990 and 2000



Note: Industries depicted include manufacturing; finance, insurance, real estate, and rental and leasing; educational, health and social services; other services (except public administration); and public administration.

Graph 22b: Change in Employment by Industry between 1990 and 2000



Note: Industries depicted include agriculture; construction; wholesale trade; retail trade; and transportation and warehousing, and utilities.

# Household Income & Poverty Status



**Why is this important?** Income data determine the government funding distributed to a local agency for social services. It is used to determine how funds should be allocated for housing assistance and to improve educational, nutritional, and health. A city can also use income data to target resources that support career development and job training services.

“The San Francisco Bay Area is California’s wealthiest region. The region’s 2000 per capita income of \$48,738 is approximately 60 percent above the national average. The Bay Area’s relative advantage will diminish by 2010.

— *California County Projections, 2002 (Center for Continuing Study of the California Economy)*”

**Analysis:** The U.S. Census calculates household income by compiling the total income of all family members who are 15 years old or older. This total is treated as a single amount. Poverty thresholds for the Census are determined by the Office of Management and Budget and reflect the Consumer Price Index (CPI). These thresholds increase by the same percentage as the annual average CPI and do not reflect any regional variations in cost of living. Poverty levels are determined by comparing the total income of a person’s family with the family size and the number of related children under the age of 18. If the total family income is less than the threshold, then the person is considered to be in poverty along with every member of his or her family. For detailed poverty threshold information, see page 69 of the glossary. Unlike most Census data that examines data from 1990 and 2000, this information reflects the ten-year period between 1989 and 1999.

Overall, the consortium’s median household incomes soared above the 34 percent inflation rate adjusted between 1989 and 1999. The median household income for the NOVA Consortium was calculated at \$79,358 in 1999. Los Altos had the highest median household income for both years surveyed.

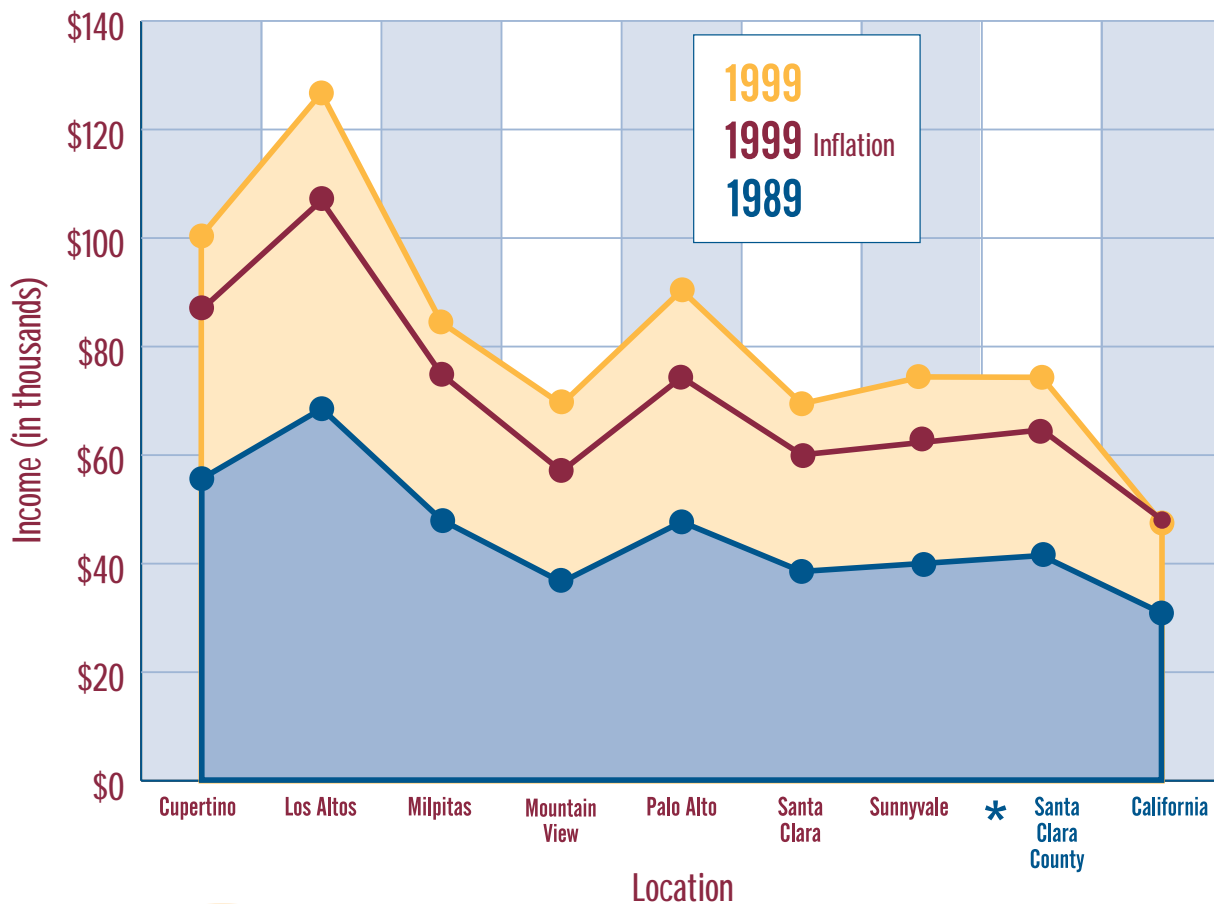


# Household Income & Poverty Status

In 1989, the Los Altos median household income was \$79,579, increasing to \$126,740 in 1999. Standard inflation would have put Los Altos median household incomes at \$106,912 in 1999 (Graph 23). Mountain View had the lowest median household income in the region for both years with \$42,431 in 1989 and \$69,362 in 1999.

The NOVA Consortium experienced a 457 percent increase in the number of households that earned \$150,000 or more in annual income between 1989 and 1999, a rate of increase that outpaced the county, the Bay Area, and California (Graph 24b). Within the consortium, Santa Clara had the largest increase in the number of households that fell into that income range—857 percent. Los Altos had the smallest with 210.9 percent (Graph 24a).

Graph 23: Median Household Income (1989 and 1999) and Adjusted Inflation Rate (1999)



\* The 1999 median household income for the NOVA consortium was \$79,358. Data is not available for 1989.

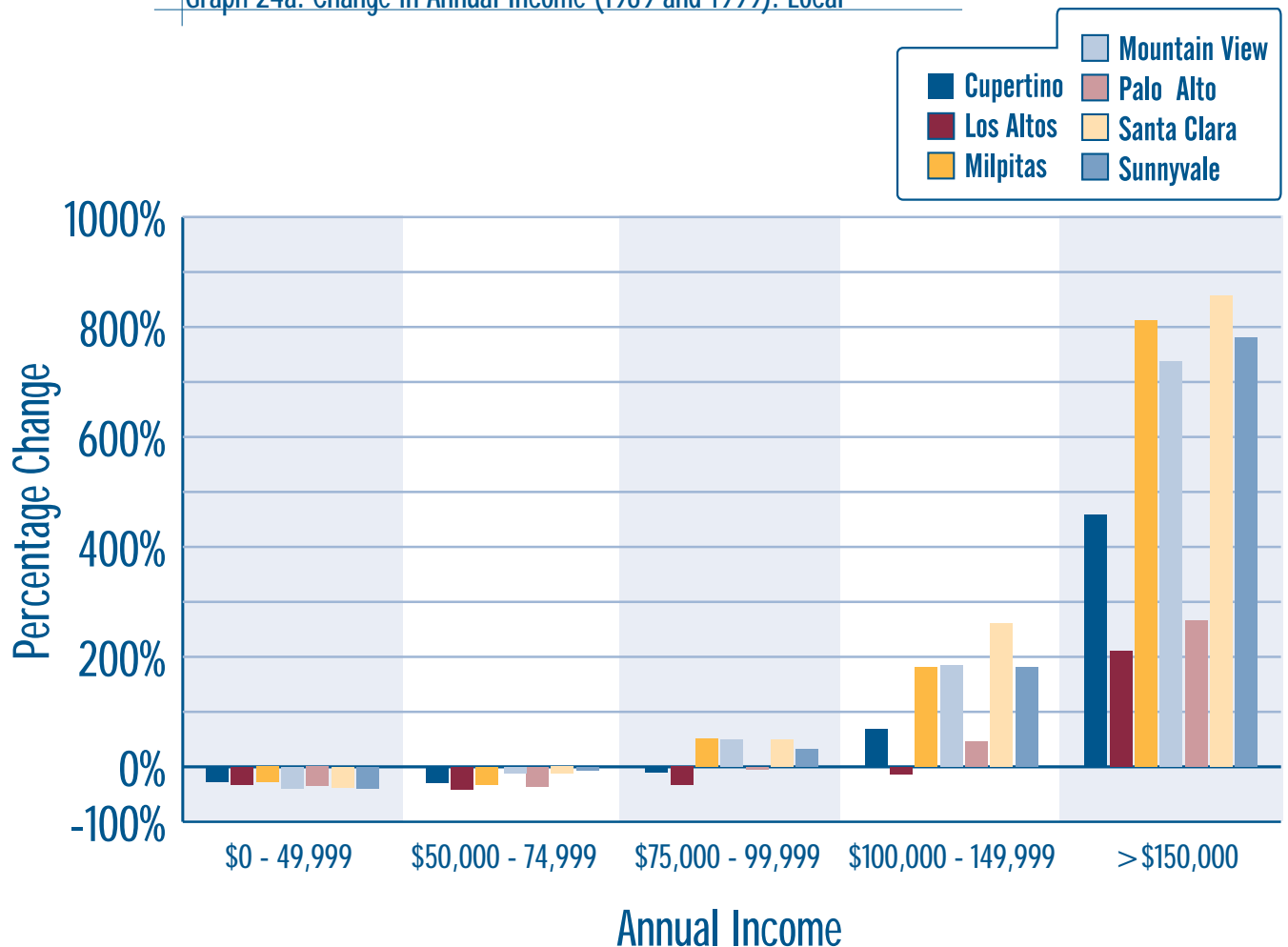
# Household Income & Poverty Status

Households that earned between \$100,000 and \$149,999 increased 122.3 percent in the consortium from 1989 to 1999 (Graph 24b). Santa Clara had the largest increase with 260.1 percent, while Palo Alto had the smallest increase at 46.3 percent. Los Altos was the only city in the consortium to experience a decline in the number of households that earned between \$100,000 and \$149,999 (Graph 24a).

The NOVA Consortium had a 24.2 percent increase in the number of households that earned from \$75,000 to \$99,999. Milpitas had the greatest increase in the number of households that earned in this salary range—51.4 percent—while both Los Altos and Cupertino had a decline between 1989 and 1999 (Graphs 24a and 24b).

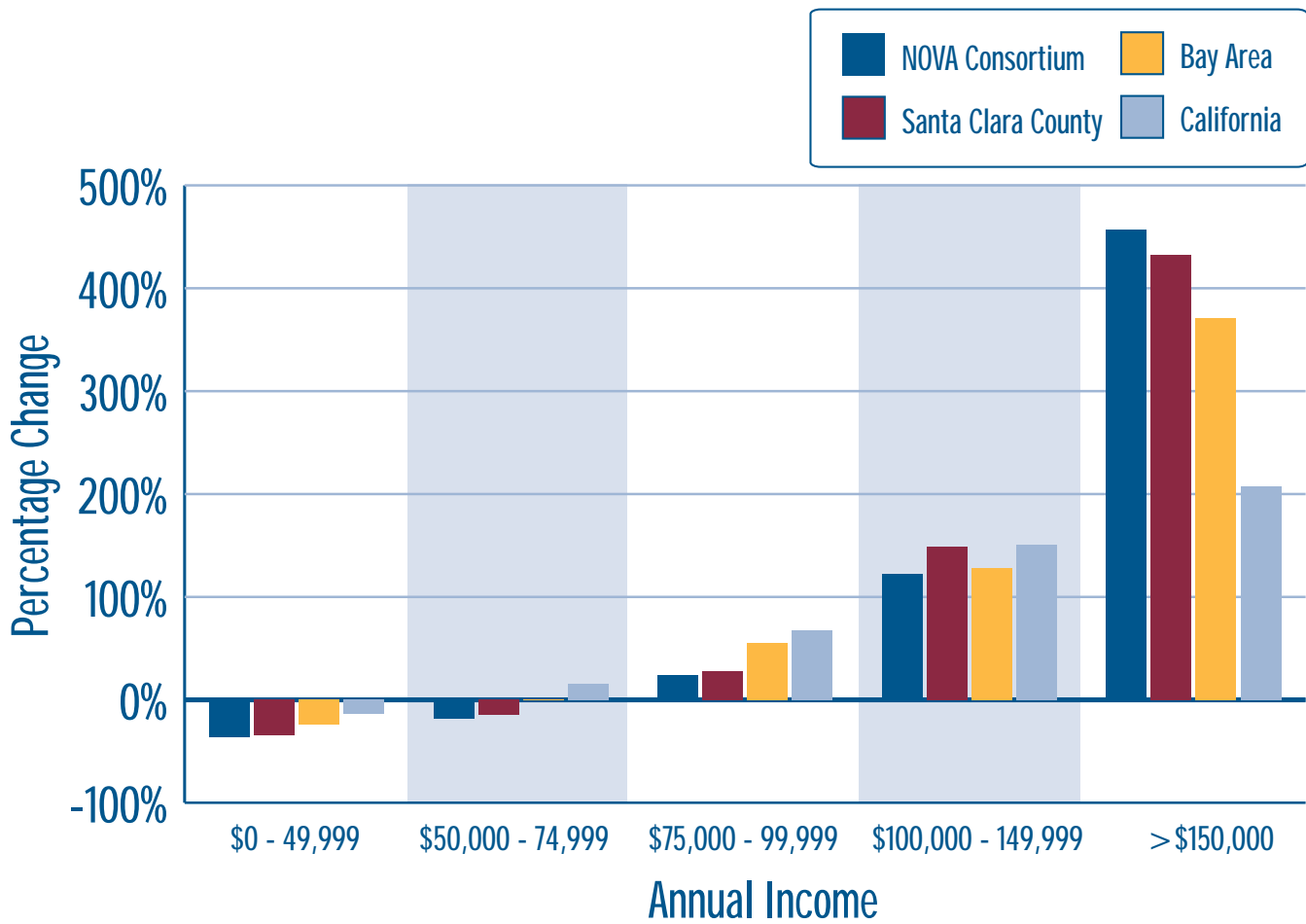
Between 1989 and 1999 there was a decline across the consortium (18.4%) in the number of households that earned between \$50,000 and \$74,999 in annual income which was mirrored in Santa Clara County and the Bay Area. In contrast, California had a 15.4 percent increase in households that earned between \$50,000 and \$74,999. Of the consortium cities, Los Altos had the largest decrease in the number of households that earned within this annual income range—40.3 percent (Graphs 24a and 24b).

Graph 24a: Change in Annual Income (1989 and 1999): Local



# Household Income & Poverty Status

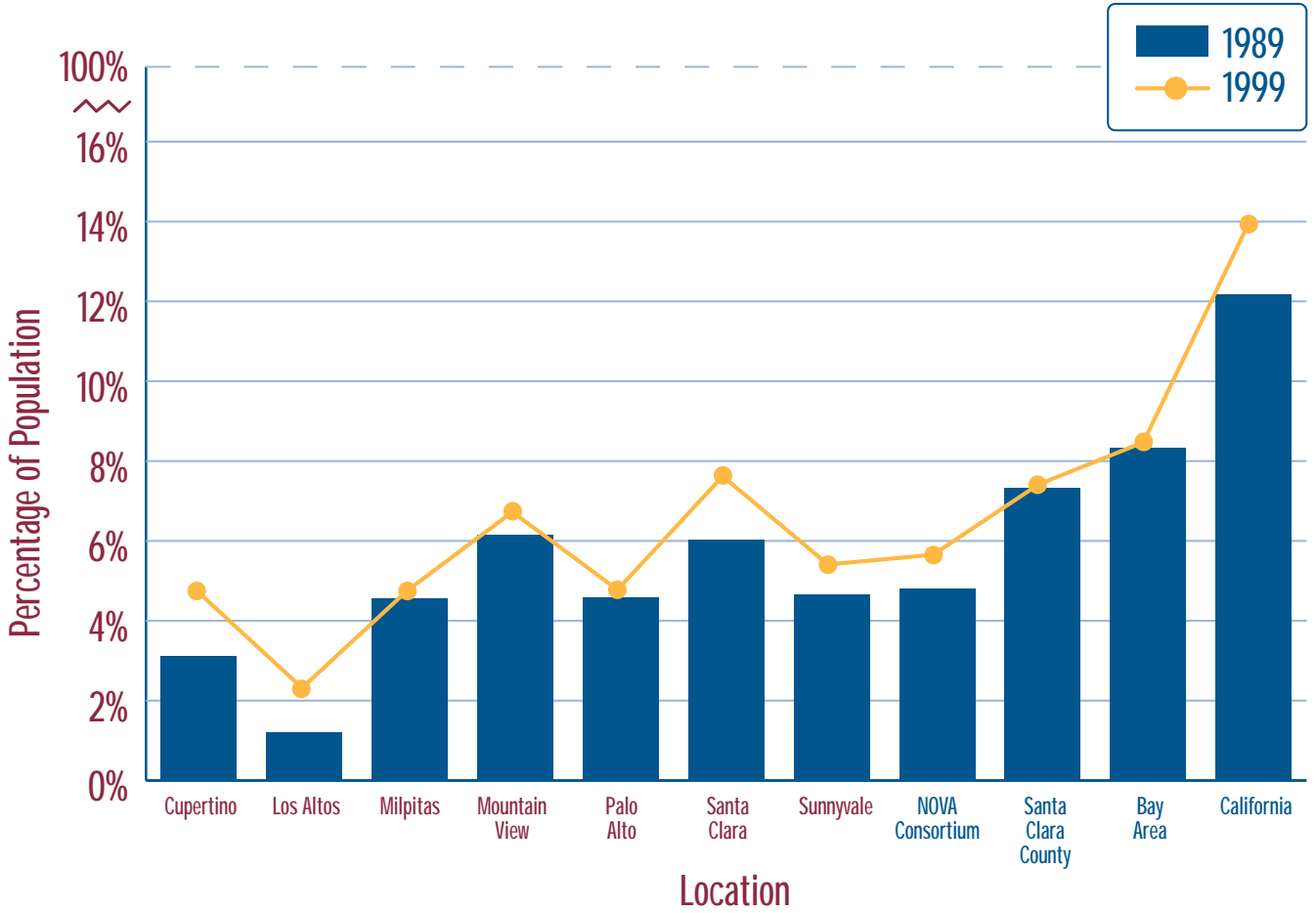
Graph 24b: Change in Annual Income (1989 and 1999): Regional



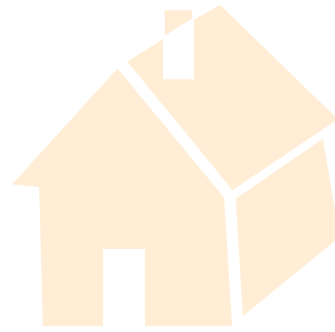
The 2000 Census indicates that poverty levels were on the rise across the region and state, however, these increases were only slight for Santa Clara County and the Bay Area. Although the number of people living in poverty between 1989 and 1999 grew, the consortium cities reflected a relatively low increase compared to the county, the Bay Area, and California. In 1999, 13.8 percent of California's population was living in poverty compared to 8.4 percent in the Bay Area, 7.3 percent in Santa Clara County and 5.6 percent in of the NOVA Consortium. Within the consortium, Santa Clara had the highest percentage of population living in poverty—7.6 percent—while Los Altos had the lowest percentage—2.3 percent (Graph 25).

# Household Income & Poverty Status

Graph 25: Percentage of Population Living Below Poverty Level (1989 and 1999)



# Housing



**Why is this important?** Housing information measures the stability of a neighborhood (generally, higher owner-occupancy rates indicate that a neighborhood is more stable). Housing data can also assist a city in determining public transportation needs as cities with a higher proportion of residents who rent homes typically need more public transportation. Such data also helps cities evaluate the viability of housing markets and the effectiveness of financial institutions in meeting the credit needs of low-income groups. Vacancy rates assist in determining the local economic climate. Typically, declining vacancies indicate a growing business environment, while increasing vacancies indicate a stagnant or recessed business atmosphere.

“Only people who think telecom can grow at 30 percent per year forever and that Price-Earning ratios of 80 are low, can dream that our economic prosperity remains guaranteed in the face of an inadequate and unaffordable supply of housing.”

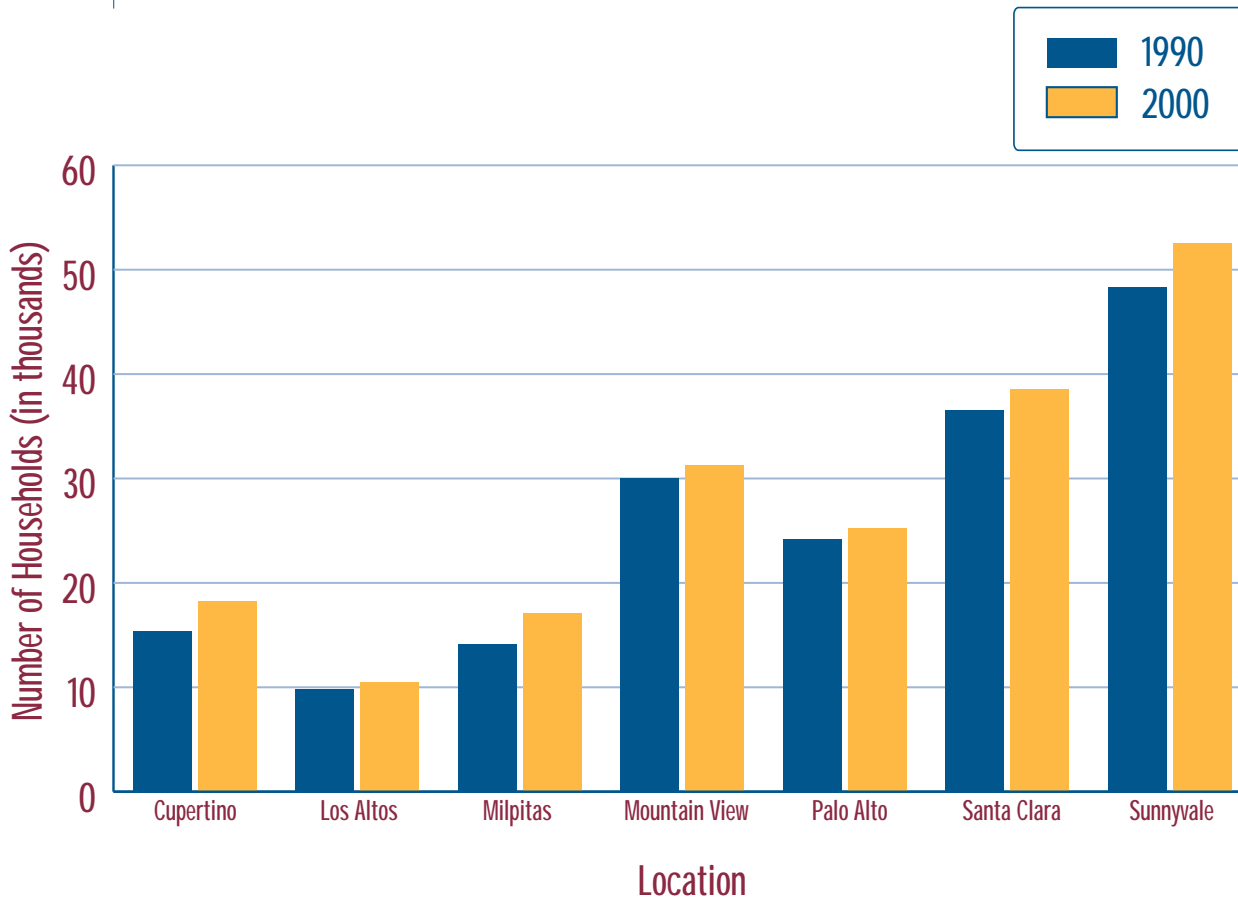
—California County Projections, 2002 (Center for Continuing Study of the California Economy)

**Analysis:** According to the 2000 Census, the term “household” refers to all of the people who occupy a housing unit and the term “housing unit” denotes a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied as a separate living quarter.

In the NOVA Consortium, Sunnyvale had the most households in the year 2000, having increased from 48,296 in 1990 to 52,539 households in 2000. Los Altos had the fewest households with only 9,837 in 1990 and 10,462 in 2000. Milpitas experienced the greatest percentage change in households between 1990 and 2000, increasing by 21.5 percent from 14,099 households in 1990 to 17,132 households in 2000. Mountain View and Palo Alto had the smallest change in the number of households—an increase of only 4.2 percent (Graph 26).



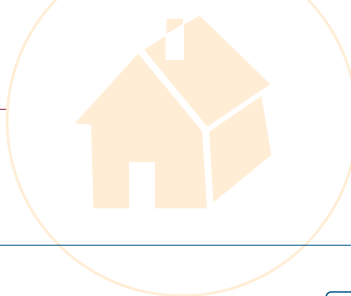
Graph 26: Number of Households (1990 and 2000)



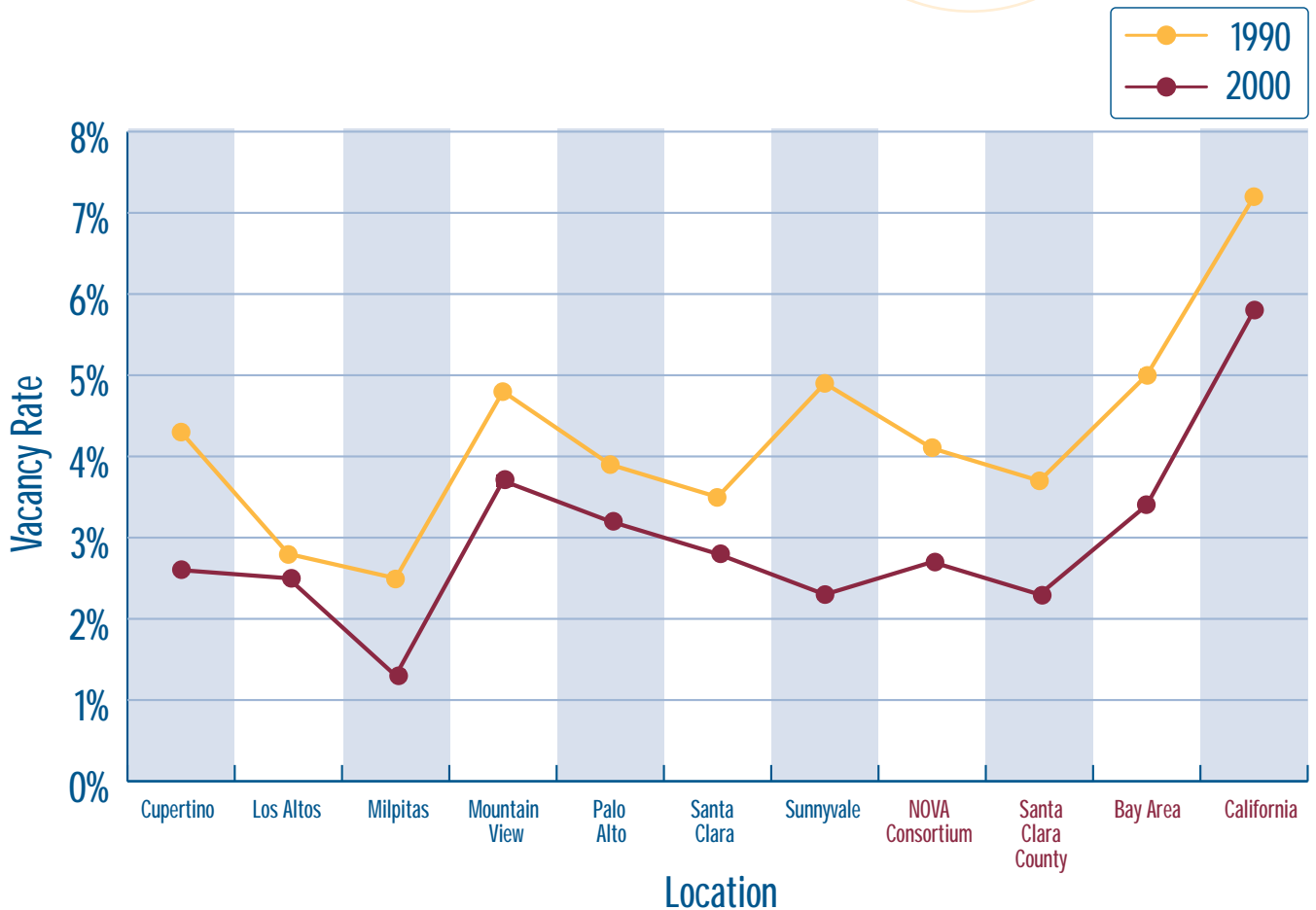
The analysis for housing units is similar to that of households. Sunnyvale had the greatest number of housing units—53,753 in 2000—while Los Altos had the fewest—10,727. Milpitas continued to show growth with the largest increase in housing units between 1990 and 2000. In 1990, Milpitas had 14,465 housing units and in 2000 that number increased by 20 percent to account for 17,364 housing units. As with households, Mountain View had the smallest increase in housing units—3 percent.

In 2000, the NOVA Consortium had a vacancy rate of 2.7 percent (478 vacant housing units) which was lower than the Bay Area (3.4%), and California (5.8%). Roughly, 46.9 percent of occupied housing units were rentals. Mountain View had the highest vacancy rate within the consortium even though it declined from 4.8 percent in 1990 to 3.7 percent in 2000. Milpitas's vacancy rate was 2.5 percent in 1990, decreasing to 1.3 percent in 2000—the lowest for both years studied (Graph 27).

# Housing



Graph 27: Vacancy Rate for Housing Units (1990 and 2000)



The average household size in the NOVA Consortium was 2.61 people. In comparison, California's average household size was 2.87 people. Milpitas had the largest average household size, increasing from 3.37 people in 1990 to 3.47 people in 2000. Milpitas also had the largest percentage of family households—81.7 percent. Mountain View had the smallest average household size (2.25 people in 2000) and the largest percentage of non-family households—49.1 percent. Households in Cupertino had the largest increase in average size, growing 5.8 percent between 1990 and 2000 to 2.75 people. Los Altos experienced a negative growth in the average household size, the only city in the consortium to do so. In 1990, Los Altos households had an average of 2.63 people and in 2000 that amount decreased by 0.8 percent to 2.61 people.

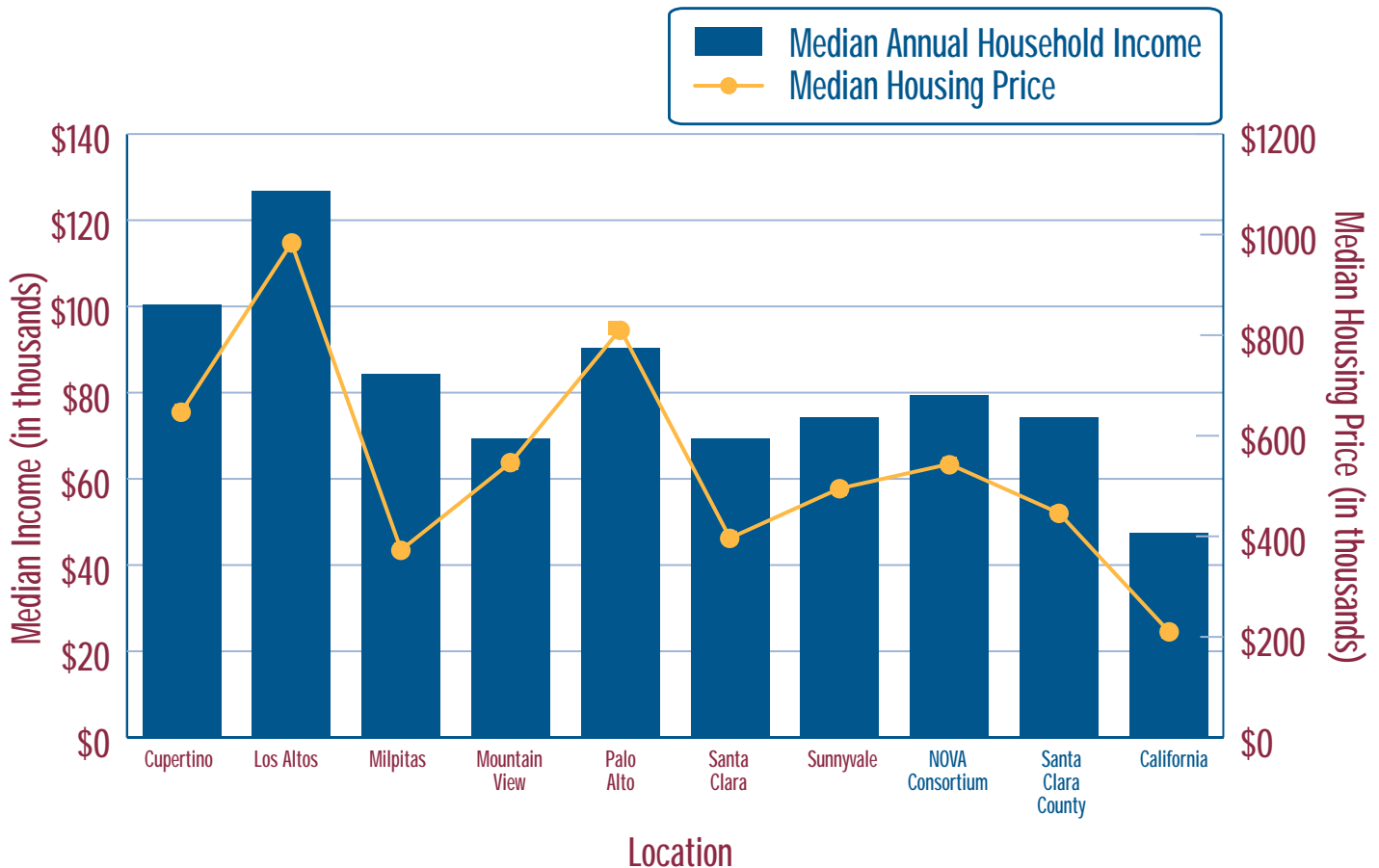
The NOVA Consortium in 2000 had a population density of 4,719.9 persons per square mile (Graph 29). The housing density in 2000 was 1,858.0 units per square mile. The con-

# Housing

sortium's population and housing densities in 2000 were significantly higher than the densities of the county, the Bay Area, and the state. Sunnyvale had the highest population density in the region—6,006.5 persons per square mile—while Palo Alto had the lowest—2,475.3 persons per square mile. Mountain View had the greatest number of housing units per square mile in the region—2,688.5. Palo Alto had the lowest number of units per square mile—1,100.3 (Graph 29).

In 2000, the NOVA Consortium was host to some of the highest median housing and rent prices in the nation, making Silicon Valley one of the most expensive places to live. Although the area was characterized by high incomes, there was great disparity between median housing prices and median household incomes. While housing and rent prices soared in the consortium, California prices stayed nearly the same between 1990 and 2000. Los Altos had the highest median housing price in the region for the year 2000 (\$983,000) and the highest median house-

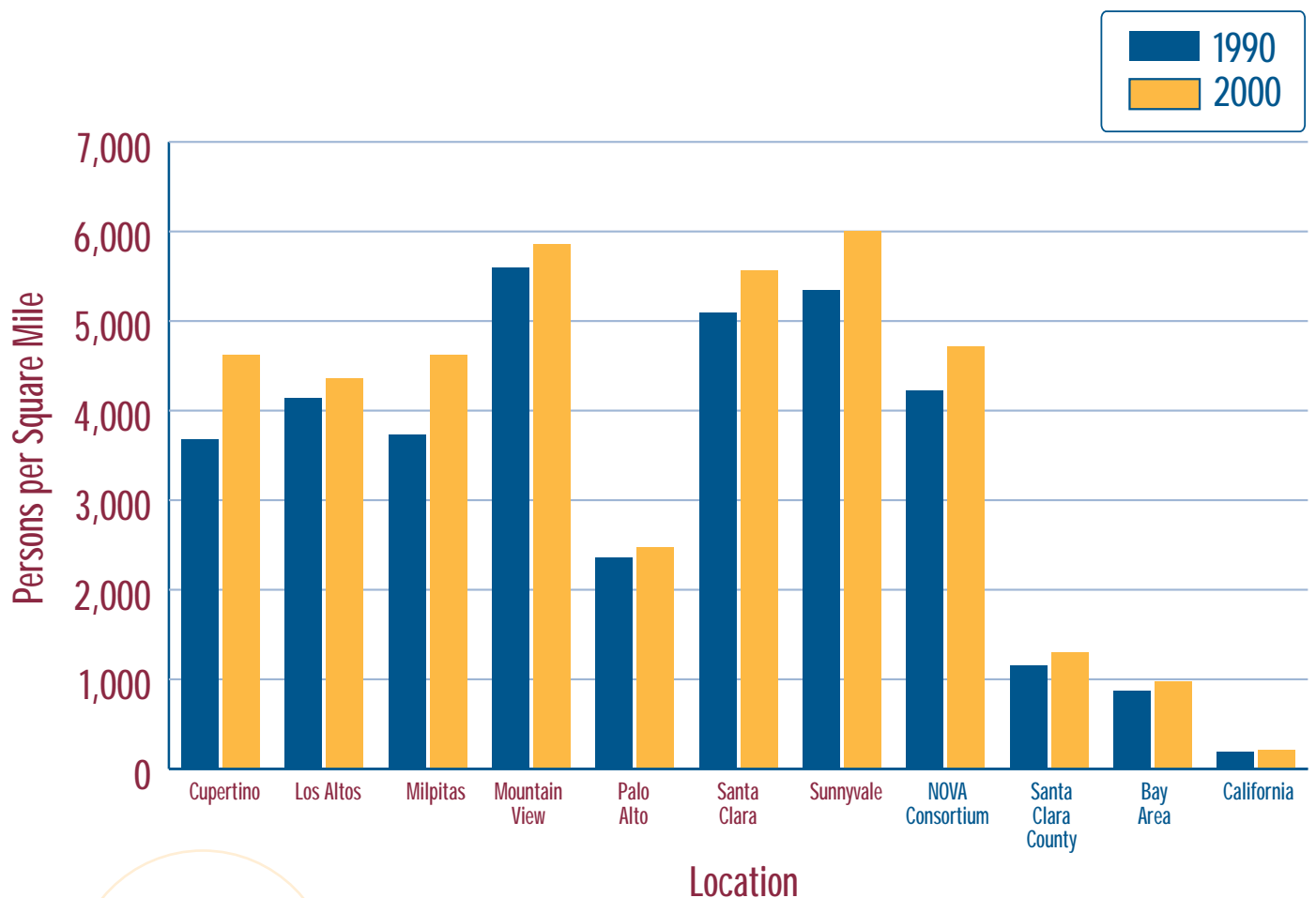
Graph 28: Median Annual Household Income to Median Housing Price (2000)



# Housing

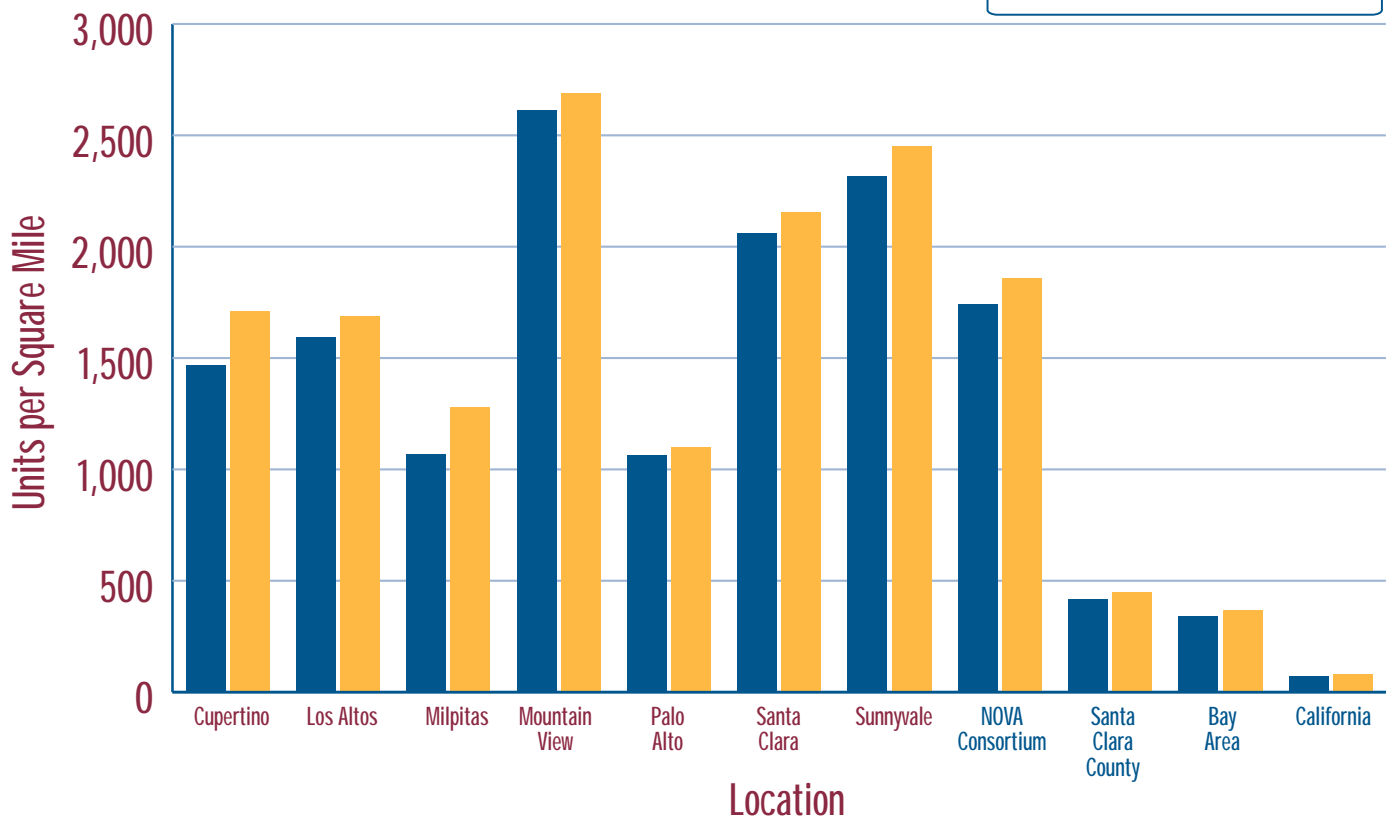
hold income (\$126,740) in 1999—while Milpitas had the lowest—\$372,900 (Graph 28). High housing prices also come with high monthly owner costs (sum of payments for mortgages, deeds of trust, contracts to purchase, or similar debts on the property; real estate taxes; fire, hazard, and flood insurance on the property; utilities; and fuels). Los Altos hosted the highest median monthly owner costs, increasing from \$1,795 in 1990 to \$2,578 in 2000. Santa Clara had the lowest median monthly owner costs—\$1,651 in 2000 (Graph 32). Median monthly rent increased at about the same rate between 1990 and 2000 for Los Altos and Mountain View. However, Los Altos had the highest median monthly rent in 2000 at \$1,727, while Mountain View had the lowest at \$1,222 (Graph 33) and the lowest median household income (\$69,362 in 1999.) The consortium’s lowest rent was still significantly higher than the average for California—\$747.

Graph 29: Population Density: Persons per Square Mile (1990 and 2000)

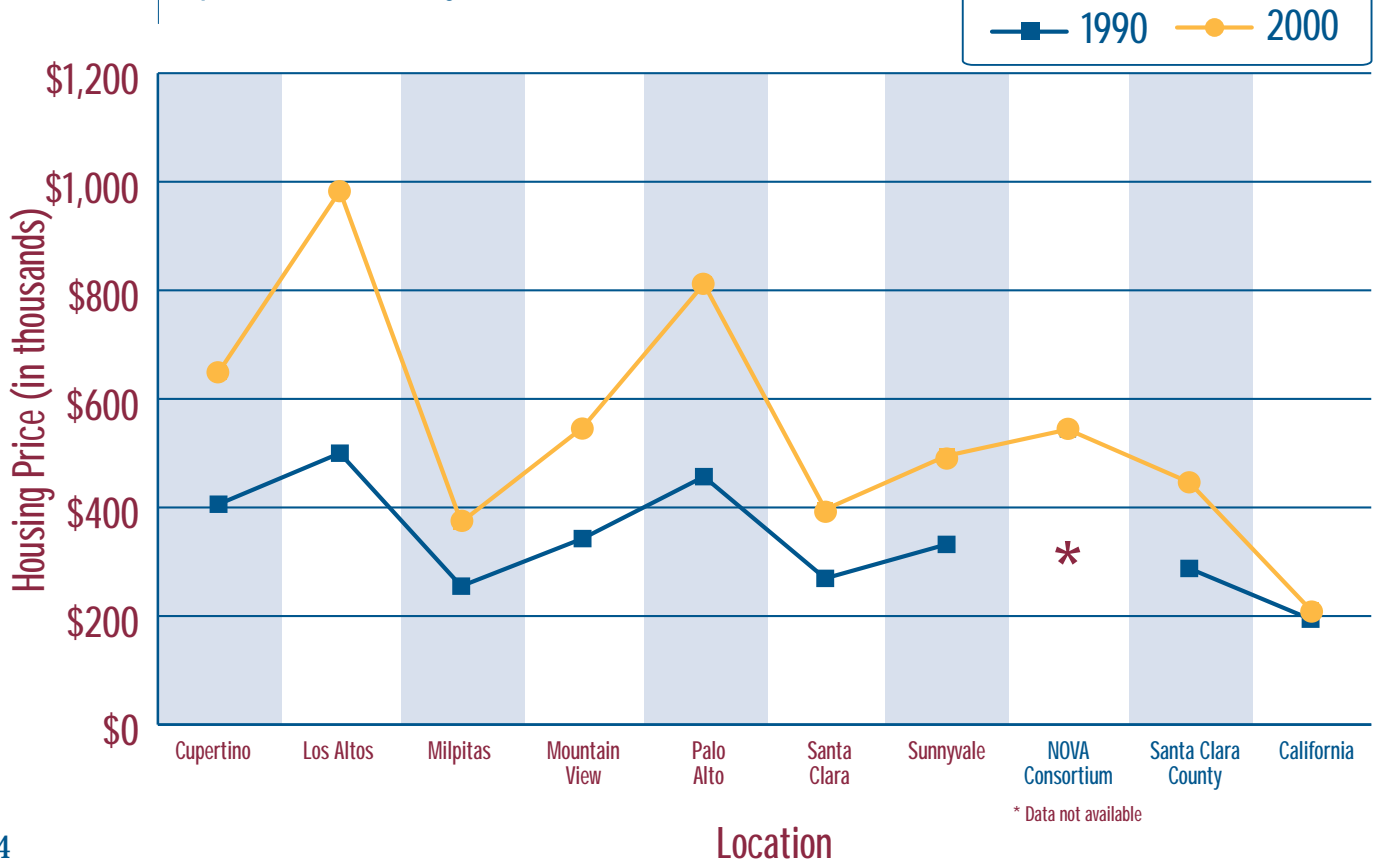


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Graph 30: Housing Density: Units per Square Mile (1990 and 2000)

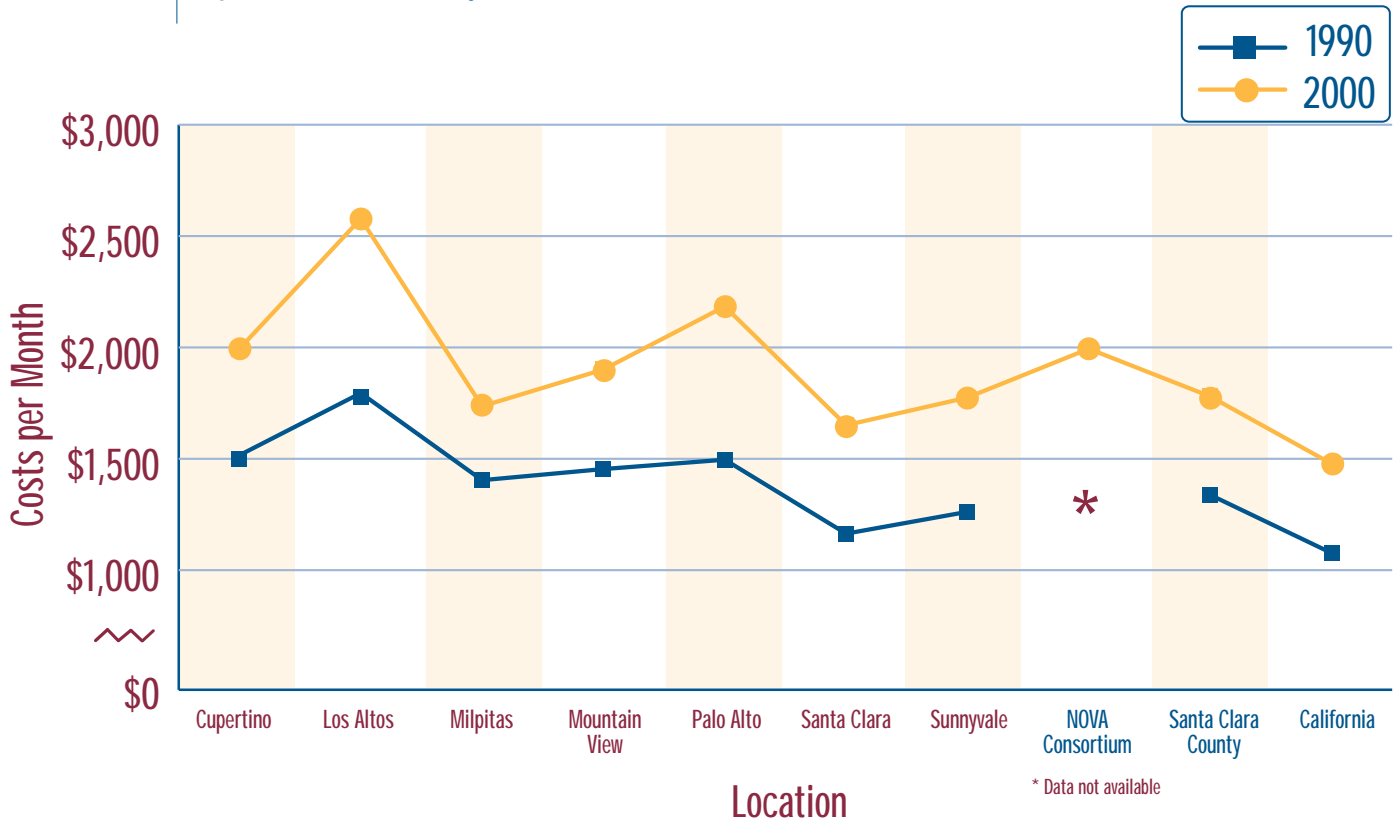


Graph 31: Median Housing Price (1990 and 2000)

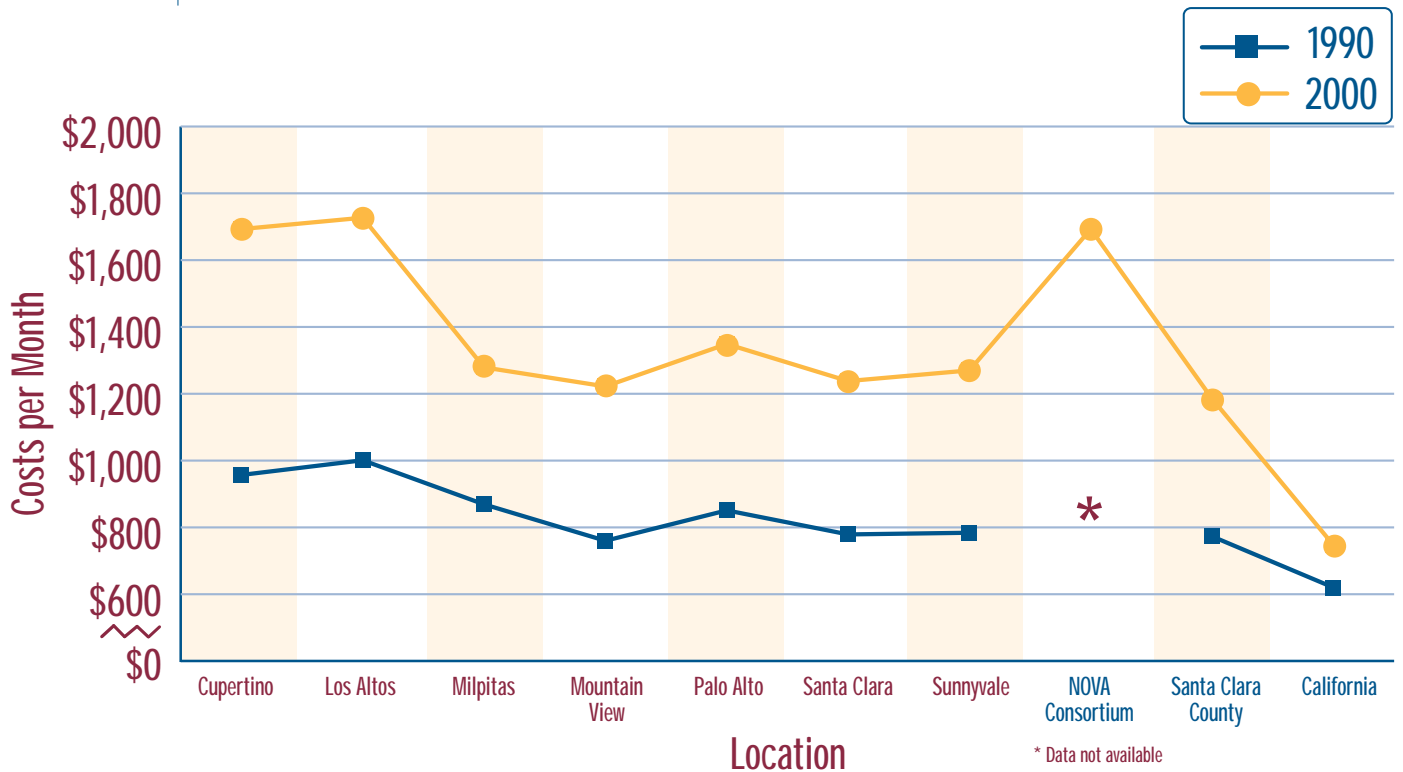


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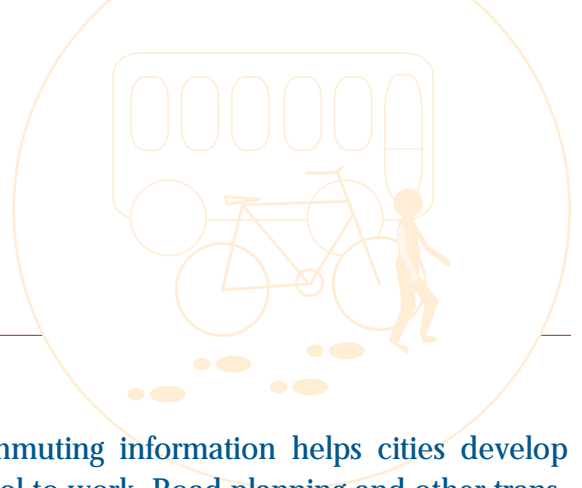
Graph 32: Median Monthly Owner Costs (1990 and 2000)



Graph 33: Median Monthly Rent (1990 and 2000)



# Commuting



**Why is this important?** Commuting information helps cities develop strategies that encourage residents to carpool to work. Road planning and other transportation services are dependent upon travel information. This data also helps local agencies manage traffic congestion by identifying what regions need better transit services.

“The number of workers commuting into Santa Clara County from surrounding counties increased from 144,000 in 1990 to 212,000 in 2000—a 47 percent increase .... The largest share of commuters, 48 percent, live east of Silicon Valley—the same as in 1990.”

—2001 *Index of Silicon Valley (Joint Venture: Silicon Valley Network)*

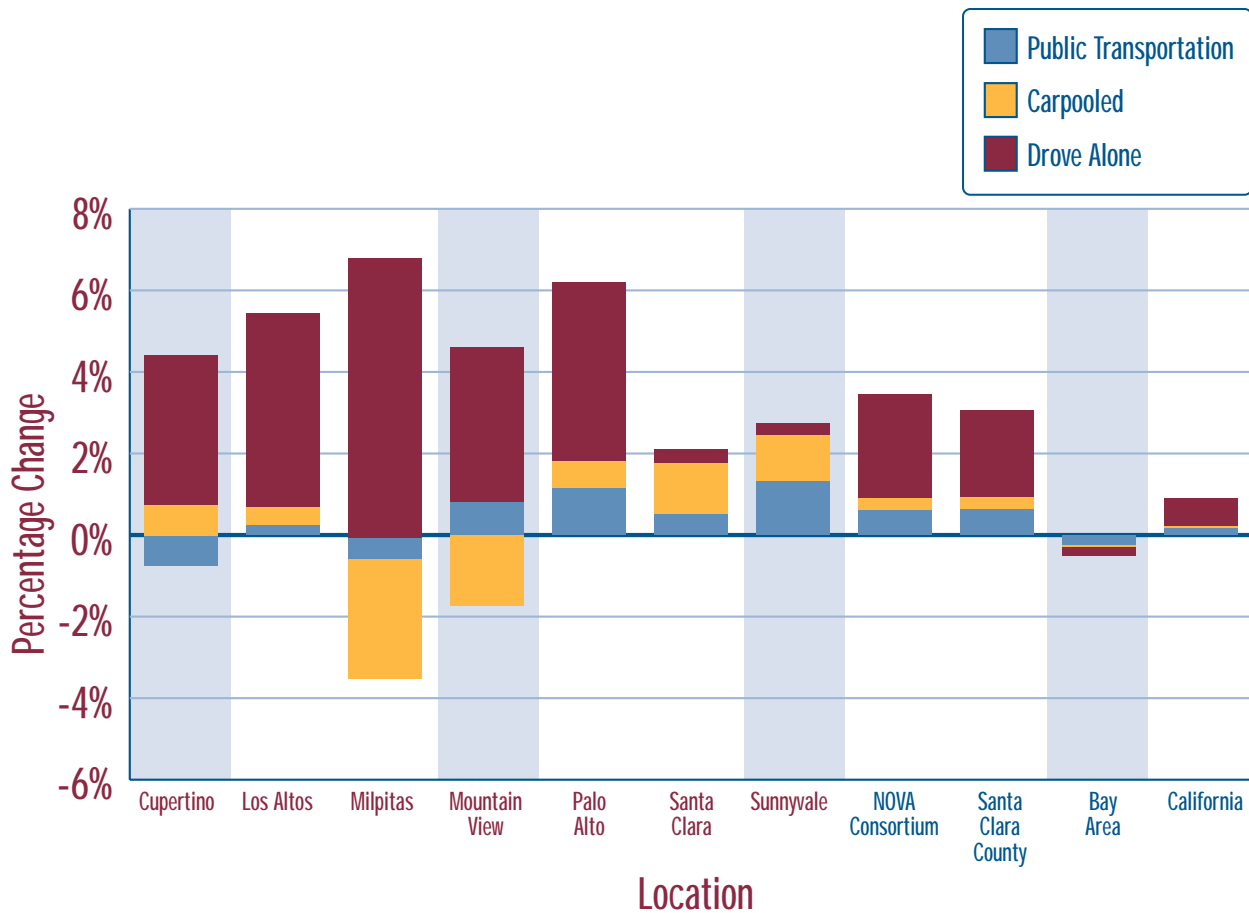
**Analysis:** The percentage of workers that drove alone to work increased across the region between 1990 and 2000 (Graph 34). More than 82 percent of NOVA Consortium workers drove alone to work in 2000 (Graph 35). Cupertino had the largest percentage 84.3 percent that drove alone to work, while Palo Alto had the smallest percentage—74.5 percent. Only 9.6 percent of consortium workers carpooled to work. Although the percentage of Milpitas workers that drove alone increased by 6.8 percent, the city also had the highest percentage of workers that carpooled to work—12.7 percent. Los Altos had the smallest percentage of workers that carpooled—4.3 percent.

The percentage of the NOVA consortium that used alternate forms of transportation was minimal. About 3.2 percent of NOVA Consortium workers took public transportation to work in 2000 and the percentage of workers that walked to work declined across the consortium. Another 2.3 percent of NOVA Consortium workers used other means to travel to work in 2000, and about 3.3 percent of NOVA Consortium workers worked from home. Los Altos had the highest percentage, 7.1 percent, that worked from home, while Milpitas had the lowest percentage of workers that worked from home—1.5 percent.

# Commuting

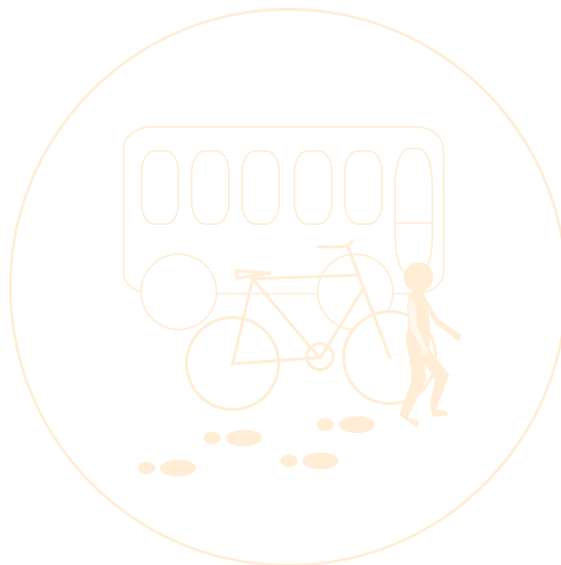
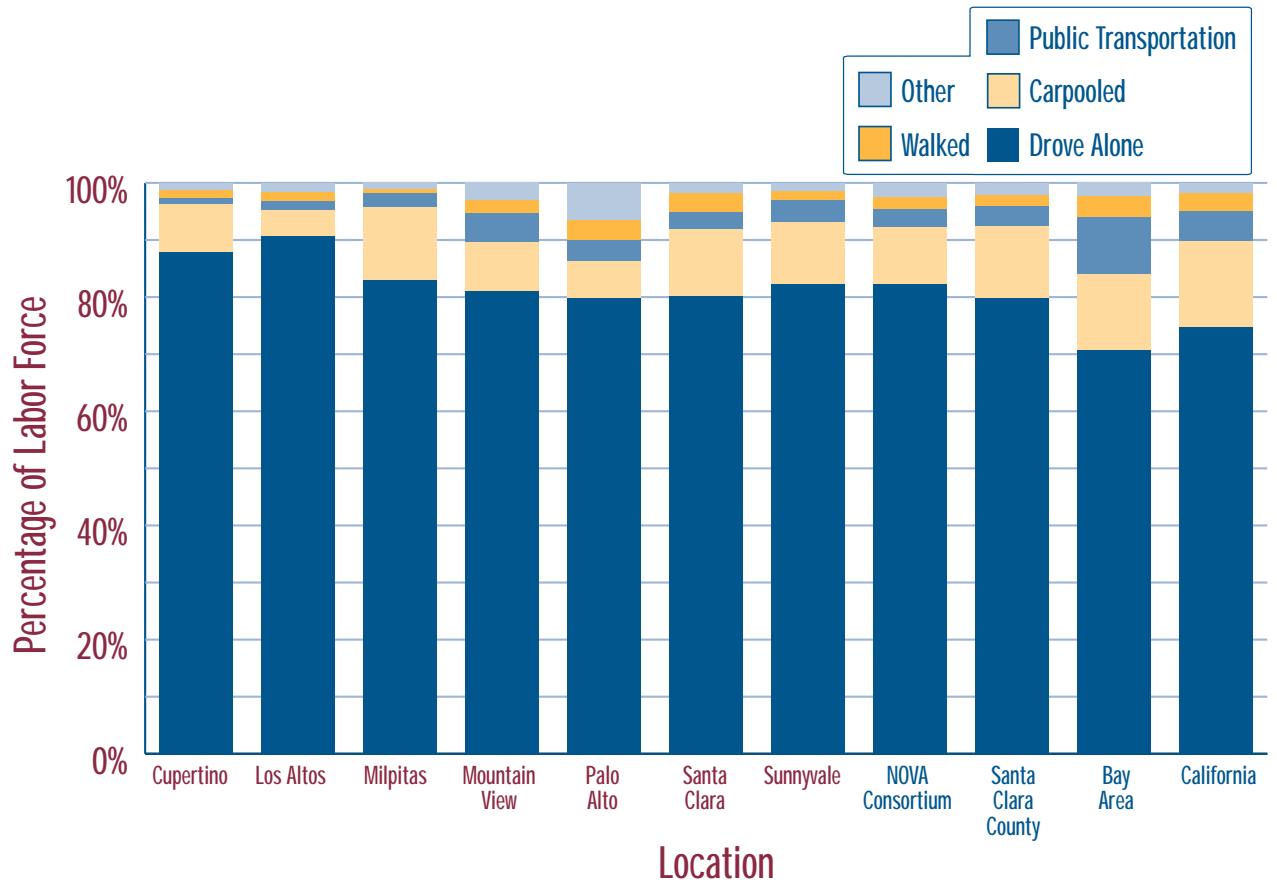
It took the workers of the NOVA Consortium slightly less time to travel one way to work than the county (26.1 minutes) and the state (27.7 minutes). In the Consortium, the workers in Cupertino traveled the longest time to work—25.8 minutes. Palo Alto's workers traveled the shortest time to work—21 minutes.

Graph 34: Change in Commuting Patterns between 1990 and 2000



# Commuting

Graph 35: Methods Used When Commuting to Work (2000)



# Acknowledgements

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# Glossary

**Ability to speak English.** For people who speak a language other than English at home, the response represents the person's own perception of his or her ability to speak English, from "very well" to "not at all." Because census questionnaires are usually completed by one household member, the responses may represent the perception of another household member. (For more information, see "Language spoken at home.")

**Age.** The age classification is based on the age of the person in complete years as of April 1, 2000. The age of the person usually was derived from their date of birth information. Their reported age was used only when date of birth information was unavailable.

**Ancestry.** Ancestry refers to a person's ethnic origin or descent, "roots," heritage, or the place of birth of the person or the person's parents or ancestors before their arrival in the United States. The data on ancestry represent self-classification by people according to the ancestry group(s) with which they most closely identify. The ancestry question allowed respondents to report one or more ancestry groups; however, only the first two responses were coded. The data presented in this product refer to the total number of ancestries reported (up to two) by people living in the area.

**Average family size.** A measure obtained by dividing the number of people in families by the total number of families (or family householders).

**Average household size.** A measure obtained by dividing the number of people in households by the total number of households (or householders, since the number of households equals the number of householders).

**Citizenship status.** U.S. citizens include people born as citizens and people who acquire citizenship through naturalization. All natives are U.S. citizens at birth. A foreign-born person is classified as either a "Naturalized citizen" or "Not a citizen." (For more information, see "Native" and "Foreign born.")

**Commuting to work.** Means of transportation to work refers to the principal mode of travel or type of conveyance that the worker usually used to get from home to work during the reference week. The category "Car, truck, or van—drove alone" includes people who usually drove alone to work, as well as people who were driven to work by someone who then drove back home or to a non-work destination during the reference week. The category "Car, truck, or

van—carpooled” includes workers who reported that two or more people usually rode to work in the vehicle during the reference week. The category “Public transportation (including taxicab)” includes workers who usually used a bus or trolley bus, streetcar or trolley car (publico in Puerto Rico), subway or elevated, railroad, ferryboat, or taxicab during the reference week. The category “Other means” includes workers who used a mode of travel that is not identified separately.

**Disability status.** People 5 years old and over are considered to have a disability if they have one or more of the following: (a) blindness, deafness, or a severe vision or hearing impairment; (b) a substantial limitation in the ability to perform basic physical activities, such as walking, climbing stairs, reaching, lifting, or carrying; (c) difficulty learning, remembering, or concentrating; or (d) difficulty dressing, bathing, or getting around inside the home. In addition to the above criteria, people 16 years old and over are considered to have a disability if they have difficulty going outside the home alone to shop or visit a doctor’s office, and people 16-64 are considered to have a disability if they have difficulty working at a job or business.

**Earnings.** Earnings is defined as the sum of wage and salary income and net income from self-employment. Earnings represent the amount of income received regularly before deductions for personal income taxes, social security, bond purchases, union dues, medicare deductions, etc.

**Educational attainment.** Educational attainment is the highest degree or level of school completed. The category “Associate degree” includes people whose highest degree is an associate degree, which generally requires two years of college level work and is either in an occupational program that prepares them for a specific occupation, or an academic program primarily in the arts and sciences. The course work may or may not be transferable to a bachelor’s degree. Master’s degrees include the traditional MA and MS degrees and field-specific degrees, such as MSW, MEd, MBA, MLS, and MEng. Some examples of professional degrees include medicine, dentistry, chiropractic, optometry, osteopathic medicine, pharmacy, podiatry, veterinary medicine, law and theology. Vocational and technical training, such as that in barber school; business, trade, technical, and vocational schools; or other training for a specific trade are specifically excluded.

**Employed.** All civilians 16 years old and over who are either (1) “at work”—those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or in a family business or (2) are “with a job, but not at work”—those who did not work during the reference week, but had jobs or businesses from which they were temporarily absent. Excluded from the employed are people whose only activity consisted of work around their own house (painting, repairing, or own home housework) or unpaid volunteer work for religious, charitable, and similar organizations. Also excluded are people on active duty in the U.S. Armed Forces. The reference week is the full calendar week preceding the date on which the respondent

completed the questionnaire or was interviewed by enumerators. (For more information, see “Labor force” and “Unemployed.”)

**Family household (family).** A family includes a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption. All people in a household who are related to the householder are regarded as members of his or her family. A family household may contain people not related to the householder, but those people are not included as part of the householder’s family in census tabulations. Thus, the number of family household, is equal to the number of families, but family households may include more members than do families. A household can contain only one family for purposes of census tabulations. Not all households contain families since a household may comprise a group of unrelated people or one person living alone.

**Foreign born.** The foreign-born population includes all people who are not U.S. citizens at birth. (For more information, see “Native.”)

**Full-time, year-round workers.** This category consists of people 16 years old and over who usually worked 35 hours or more per week for 50 to 52 weeks in 1999.

**Hispanic or Latino.** People who identify with the terms “Hispanic” or “Latino” are those who classify themselves in one of the specific Hispanic or Latino categories listed on the questionnaire—“Mexican,” “Puerto Rican”, or “Cuban”—as well as those who indicate that they are “other Spanish, Hispanic, or Latino.” Origin can be viewed as the heritage, nationality group, lineage, or country of birth of the person or the person’s parents or ancestors before their arrival in the United States. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.

**Homeowner vacancy rate.** The homeowner vacancy rate is the proportion of the homeowner housing inventory that is vacant for sale. It is computed by dividing the number of vacant units for sale only by the sum of owner-occupied units and vacant units that are for sale only, and then multiplying by 100. (For more information, see “Vacant housing unit.”)

**Household.** A household includes all of the people who occupy a housing unit. People not living in households are classified as living in group quarters.

**Housing unit.** A housing unit may be a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied (or if vacant, is intended for occupancy) as separate living quarters. Separate living quarters are

those in which the occupants live separately from any other individuals in the building and which have direct access from outside the building or through a common hall.

**Income in 1999.** Information on money income received in calendar year 1999 was requested from individuals 15 years and over. “Total income” is the sum of the amounts reported separately for wage or salary income; net self-employment income; interest, dividends, or net rental or royalty income; social security or railroad retirement income; supplemental security income (SSI); public assistance or welfare payments; retirement or disability income; and all other income.

Receipts from the following sources are not included as income: money received from the sale of property (unless the recipient was engaged in the business of selling such property); capital gains; the value of income “in kind” from food stamps, public housing subsidies, medical care, employer contributions for individuals, etc.; withdrawal of bank deposits; money borrowed; tax refunds; exchange of money between relatives living in the same household; and gifts and lump-sum inheritances, insurance payments, and other types of lump-sum receipts.

Although the income statistics cover calendar year 1999, the characteristics of individuals and the composition of households/families refer to the time of enumeration. Thus, the income of the household or family does not include amounts received by individuals who were members of the household/family during all or part of the calendar year 1999 if these individuals no longer resided with the household/family at the time of enumeration. Similarly, income amounts reported by individuals who did not reside with the household/family during 1999 but who were members of the household/family at the time of enumeration are included. However, the composition of most households/families was the same during 1999 as at the time of enumeration.

**Income of families.** In compiling statistics of family income, the incomes of all members 15 years old and over in each family are summed and treated as a single amount.

**Income of households.** Includes the income of the householder and all other individuals 15 years old and over in the household, whether they are related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income.

**Industry.** Information on industry relates to the kind of business conducted by a person’s employing organization. For employed people, the data refer to the person’s job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours. Some examples of industrial groups shown in this product include agriculture, forestry, fishing and hunting, and mining; construction; manufacturing; wholesale trade; retail trade; and public administration.

**Labor force.** The labor force includes all people classified in the civilian labor force (that is, “employed” and “unemployed” people) plus members of the U.S. Armed Forces (people on active duty in the U.S. Army, Air Force, Navy, Marine Corps, and Coast Guard). (For more information, see “Employed” and “Unemployed.”)

**Language spoken at home.** The population who speaks a language other than English includes only those who sometimes or always speak a language other than English at home. It does not include those who speak a language other than English only at school or work, or those who were limited to only a few expressions or slang of the other language. Most people who speak another language at home also speak English. (For more information, see “Ability to speak English.”)

**Mean income.** Mean income is the amount obtained by dividing the total income of a particular statistical universe by the number of units in that universe. Thus, mean household income is obtained by dividing total household income by the total number of households. For the various types of income, the means are based on households having those types of income.

Care should be exercised in using and interpreting mean income values for small subgroups of the population. Because the mean is influenced strongly by extreme values in the distribution, it is especially susceptible to the effects of sampling variability, misreporting, and processing errors. The median, which is not affected by extreme values, is, therefore, a better measure than the mean when the population base is small.

**Mean travel time to work (minutes).** Mean travel time to work is the average travel time in minutes that workers usually took to get from home to work (one-way) during the reference week. This measure is obtained by dividing the total number of minutes taken to get from home to work by the number of workers 16 years old and over who did not work at home. The travel time includes time spent waiting for public transportation, picking up passengers in carpools, and time spent in other activities related to getting to work.

**Means of transportation to work.** See “Commuting to work.”

**Median age.** The median divides the age distribution into two equal parts: one-half of the cases falling below the median age and one-half above the median.

**Median gross rent.** The median divides the gross rent distribution (rent, plus utilities, if paid separately from rent) into two equal parts: one-half of the cases falling below the median gross rent and one-half above the median. This

measure is rounded to the nearest whole dollar. Housing units that are renter occupied without payment of cash rent are excluded in the calculation of median gross rent.

**Median income.** The median divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median. For households and families, the median income is based on the distribution of the total number of households or families including those with no income. The median for individuals is based on individuals 15 years and over with income. This measure is rounded to the nearest whole dollar.

**Median selected monthly owner costs.** The median divides the selected monthly owner costs into two equal parts: one-half of the cases falling below the median selected monthly owner costs and one-half above the median. This measure is rounded to the nearest whole dollar.

**Median value.** The median divides the value distribution into two equal parts: one-half of the cases falling below the median value of the property (house and lot, mobile home and lot, or condominium unit) and one-half above the median. This measure is rounded to the nearest hundred dollars.

**Native.** The native population includes people born in the United States, Puerto Rico, or the U.S. Island Areas. People who were born in a foreign country but have at least one American parent also are included in this category. (For more information, see “Foreign born.”)

**Non-family household.** A household of a householder living alone or with non-relatives only.

**Occupation.** Occupation describes the kind of work the person does on the job. For employed people, the data refer to the person’s job during the reference week. For those who worked at two or more jobs, the data refer to the job at which the person worked the greatest number of hours during the reference week. Some examples of occupational groups shown in this product include service, sales, and farming.

**Poverty status in 1999.** Poverty is measured by using 48 thresholds that vary by family size and number of children within the family and age of the householder. The Office of Management and Budget (OMB) mandates that all federal agencies including the Census Bureau use this poverty definition for statistical purposes (OMB Statistical policy Directive 14, May 1978).

To determine whether a person is poor, one compares the total income of that family with the threshold appropriate for that family. If the total family income is less than the threshold, then the person is considered poor, together with every member of his or her family.

# Glossary

Not every person is included in the poverty universe: institutionalized people, people in military group quarters, people living in college dormitories, and unrelated individuals under 15 years old are considered neither as “poor” nor as “nonpoor”, and are excluded from both the numerator and the denominator when calculating poverty rates.

**The following chart indicates the poverty thresholds of 1999:**

Size of Family Unit	Weighted Average Threshold	Related Children Under 18 Years								
		None	One	Two	Three	Four	Five	Six	Seven	Eight or more
One person (unrelated individual)	8,501									
Under 65 years	8,667	8,667								
65 years and over	7,990	7,990								
Two people	10,869									
Householder under 65 years	11,214	11,156	11,483							
Householder 65 years and over	10,075	10,070	11,440							
Three people	13,290	13,032	13,410	13,423						
Four people	17,029	17,184	17,465	16,895	16,954					
Five people	20,127	20,723	21,024	20,380	19,882	19,578				
Six people	22,727	23,835	23,930	23,436	22,261	21,845	23,953			
Seven people	25,912	27,425	27,596	27,006	26,595	25,828	24,934	23,953		
Eight people	28,967	30,673	30,944	30,387	29,899	29,206	28,327	27,412	27,180	
Nine people or more	34,417	36,897	37,076	36,583	36,169	35,489	34,554	33,708	33,499	32,208

Source: U.S. Bureau of Census, Current Population Survey.

Ex: A family of five people: A father, a mother, and three children. This family of five’s poverty threshold in 1999 was \$19,882. Each member of the family had the following income in 1999:

Father	\$9,000
Mother	\$6,000
First child	\$1,500
Second Child	\$0
Third Child	\$0
Total =	\$16,500

Because their total family income (\$16,500) was less than their threshold (\$19,882), the family would be considered "poor" according to the official measurement of poverty.

**Race.** The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. The categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.

The racial classifications used by the Census Bureau adhere to the October 30, 1997 Federal Register Notice entitled, “Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity” issued by the Office of Management and Budget (OMB). These standards govern the categories used to collect and present federal data on race and ethnicity. The OMB requires five minimum categories (White, Black or African American, American Indian and Alaska Native, Asian, and Native Hawaiian and Other Pacific Islander) for race. The race categories are described below with a sixth category, “Some other race,” added with OMB approval. In addition to the five race groups, the OMB also states that respondents should be offered the option of selecting one or more races.

If an individual could not provide a race response, the race or races of the householder or other household members were assigned by the computer using specific rules of precedence of household relationship. For example, if race was missing for a natural-born child in the household, then either the race or races of the householder, another natural-born child, or the spouse of the householder were assigned. If race was not reported for anyone in the household, the race or races of a householder in a previously processed household were assigned.

**White.** A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as “White” or report entries such as Irish, German, Italian, Lebanese, Near Easterner, Arab, or Polish.

**Black or African American.** A person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as “Black, African Am., or Negro,” or who provide written entries such as African American, Afro American, Kenyan, Nigerian, or Haitian.

**American Indian and Alaska Native.** A person having origins in any of the original peoples of North and South America (including Central America), and who maintain tribal affiliation or community attachment. It includes people who classify themselves as described below.

**American Indian.** Includes people who indicate their race as “American Indian,” entered the name of an Indian tribe, or report such entries as Canadian Indian, French-American Indian, or Spanish-American Indian.

**Alaska Native.** Includes written responses of Eskimos, Aleuts, and Alaska Indians as well as entries such as Arctic Slope, Inupiat, Yupik, Alutiiq, Egegik, and Pribilovian. The Alaska tribes are the Alaskan Athabaskan, Tlingit, and Haida. The information for Census 2000 is derived from the American Indian Detailed Tribal Classification List for the 1990 census and was expanded to list the individual Alaska Native Villages when provided as a written response for race.

**Asian.** A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. It includes “Asian Indian,” “Chinese,” “Filipino,” “Korean,” “Japanese,” “Vietnamese,” and “Other Asian.”

**Asian Indian.** Includes people who indicate their race as “Asian Indian” or identify themselves as Bengalese, Bharat, Dravidian, East Indian, or Goanese.

**Chinese.** Includes people who indicate their race as “Chinese” or who identify themselves as Cantonese or Chinese American. In some census tabulations, written entries of Taiwanese are included with Chinese while in others they are shown separately.

**Filipino.** Includes people who indicate their race as “Filipino” or who report entries such as Philipino, Philippine, or Filipino American.

**Japanese.** Includes people who indicate their race as “Japanese” or who report entries such as Nipponese or Japanese American.

**Korean.** Includes people who indicate their race as “Korean” or who provide a response of Korean American.

**Vietnamese.** Includes people who indicate their race as “Vietnamese” or who provide a response of Vietnamese American.

**Other Asian.** Includes people who provide a response of Bangladeshi, Burmese, Cambodian, Hmong, Indonesian, Laotian, Pakistani, Sri Lankan, or Thai.

**Native Hawaiian and Other Pacific Islander.** A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. It includes people who indicate their race as “Native Hawaiian,” “Guamanian or Chamorro,” “Samoan,” and “Other Pacific Islander.”

**Native Hawaiian.** Includes people who indicate their race as “Native Hawaiian” or who identify themselves as “Part Hawaiian” or “Hawaiian.”

**Guamanian or Chamorro.** Includes people who indicate their race as such, including written entries of Chamorro or Guam.

**Samoan.** Includes people who indicate their race as “Samoan” or who identified themselves as American Samoan or Western Samoan.

**Other Pacific Islander.** Includes people who provided a write-in response of a Pacific Islander group such as Tahitian, Northern Mariana Islander, Palauan, Fijian, or a cultural group, such as Melanesian, Micronesian, or Polynesian.

**Some other race.** Includes all other responses not included in the “White,” “Black or African American,” “American Indian and Alaska Native,” “Asian,” and the “Native Hawaiian and Other Pacific Islander” race categories described above. Respondents providing write-in entries such as multiracial, mixed, interracial, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) in the “Some other race” category are included in this category.

**Two or more races.** People may have chosen to provide two or more races either by checking two or more race response check boxes, by providing multiple write-in responses, or by some combination of check boxes and write-in responses. The race response categories shown on the questionnaire are collapsed into the five minimum race groups identified by the OMB, plus the Census Bureau “Some other race” category. For data product purposes, “Two or more races” refers to combinations of two or more of the following race categories:

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some other race

**Coding of write-in entries.** During 100-percent processing of Census 2000 questionnaires, written entries were coded from four response categories on the race item—American Indian or Alaska Native, Other Asian, Other Pacific Islander, and Some other race—for which an area for a write-in response was provided. The Other Asian and Other Pacific Islander response categories shared the same write-in area on the questionnaire.

**Rental vacancy rate.** The proportion of the rental inventory that is vacant for rent. It is computed by dividing the number of vacant units for rent by the sum of the renter-occupied units and the number of vacant units for rent, and then multiplying by 100.

**School enrollment.** People are classified as enrolled in school if they reported attending a “regular” public or private school or college at anytime between February 1, 2000, and the time of enumeration. The question includes instructions to “include only nursery school, kindergarten, elementary school, and schooling that would lead to a high school diploma or college degree” as regular school. Tutoring or correspondence school counts if credit can be obtained in a “regular school.” Schools supported and controlled primarily by a local, county, state, or federal government are defined as public. Those supported and controlled primarily by religious organizations or other private groups are private.

People who are enrolled also report the level in which they are enrolled, from nursery school or preschool through college undergraduate years and graduate and professional school. Vocational, trade, and business schools are not included.

**Selected monthly owner costs.** Selected monthly owner costs are the sum of payments for mortgages, deeds of trust, contracts to purchase, or similar debts on the property; real estate taxes; fire, hazard, and flood insurance on the property; utilities; and fuels. It also includes, where appropriate, the monthly condominium fees or mobile home costs.

**Sex.** The data on sex were derived from answers to a question that was asked of all people. Individuals were asked to mark either “male” or “female” to indicate their sex. For most cases in which sex was not reported, it was determined by the appropriate entry from the person’s given (i.e., first) name and household relationship. Otherwise, sex was imputed according to the relationship to the householder and the age of the person.

**Unemployed.** Civilians 16 years old and over are classified as unemployed if they (1) were neither “at work” nor “with a job but not at work” during the reference week, (2) were looking for work during the last four weeks, and (3) were available to start a job. Also included as unemployed are civilians 16 years old and over who did not work at all during the reference week, were on temporary layoff from a job, expected to be recalled to work within the next 6 months, or had been given a date to return to work, and were available for work during the reference week. (For more information, see “Employed” and “Labor force.”)

**Vacant housing unit.** A housing unit is vacant if no one is living in it at the time of enumeration, unless its occupants are only temporarily absent. Units temporarily occupied at the time of enumeration entirely by people who have a usual residence elsewhere are also classified as vacant. (For more information, see “Housing unit”.)

**Value.** Value is the respondent’s estimate of how much the property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale.

## DERIVED MEASURES

**Average.** See “Mean.”

**Mean.** This measure represents an arithmetic average of a set of values. It is derived by dividing the sum (or aggregate) of a group of numerical items by the total number of items in that group. For example, mean household earnings is obtained by dividing the aggregate of all earnings reported by individuals with earnings in households by the total number of households with earnings. (Additional information on means is included in the separate explanations of many population and housing subjects.)

**Median.** This measure represents the middle value (if  $n$  is odd) or the average of the two middle values (if  $n$  is even) in an ordered list of  $n$  data values. The median divides the total frequency distribution into two equal parts: one-half of the cases falling below the median and one-half above the median. The median is computed on the basis of the distribution as tabulated, which is sometimes more detailed than the distribution shown in specific census publications and other data products.

**Percentage.** This measure is calculated by taking the number of items in a group possessing a characteristic of interest and dividing by the total number of items in that group and then multiplying by 100.

