

Research Report

A Publication of Research, North American Mission Board, SBC

*Data for Strategy Planning for the
Santa Clara Valley Baptist Association:
A Mega Focus Report*

Richie C. Stanley

*Data for Strategy Planning for the
Santa Clara Valley Baptist Association:
A Mega Focus Report*

Richie C. Stanley
September 1997

Strategic Planning & Mobilization Group
Mike Day, Vice President

Strategic Planning Support
vacant, Director/Process Coordinator
Linda Speights, administrative secretary
770/410-6583

General Research
Phil Jones, Manager
Marilynn Kelly, secretary/research assistant
770/410-6576
Carolyn Hillmon, mapping/graphics specialist
Paulette Villarreal, information specialist

Strategic Information Researcher
Richie Stanley

Ministries Researcher
Steve Whitten

Marketing Researcher
Bob Rennie

List of Figures

<i>Figure</i>		<i>Page</i>
1	Santa Clara Valley by Study Areas	4
2	Estimated Total Population, 1996.....	6
3	Projected Total Population, 2001	7
4	Projected Net Change in Total Population , 1996 to 2001	8
5	Estimated Anglo Population, 1996.....	11
6	Projected Net Change in Anglo Population, 1996 to 2001.....	12
7	Estimated Asian and Pacific Islander Population, 1996.....	13
8	Projected Net Change in Asian and Pacific Islander Population, 1996 to 2001	14
9	Chinese Population, 1990.....	16
10	Filipino Population, 1990	17
11	Vietnamese Population, 1990.....	18
12	Japanese Population, 1990.....	19
13	Asian Indian Population, 1990	20
14	Korean Population, 1990	21
15	Pacific Islander Population, 1990.....	22
16	Estimated Hispanic Population, 1996.....	23
17	Projected Net Change in Hispanic Population, 1996 to 2001	24
18	Estimated Black Population, 1996.....	25
19	Projected Net Change in Black Population, 1996 to 2001	26
20	Estimated Native American Population, 1996.....	27
21	Estimated Net Change in Native American Population, 1996 to 2001 ...	28
22	Estimated Population Age 65 and Over, 1996.....	30
23	Projected Net Change in Population Age 65 and Over, 1996 to 2001	31
24	Estimated Population Under Age 18, 1996	32
25	Projected Net Change in Population Under Age 18, 1996 to 2001.....	33
26	Estimated Median Age, 1996	34
27	Estimated Median Household Income, 1996.....	37

<i>Figure</i>		<i>Page</i>
28	Percent of Population Below Poverty, 1990.....	38
29	Percent of Persons Age 25 and Over, with Less Than a High School Education, 1990	40
30	Percent of Persons Age 25 and Over, with At Least an Associate Degree, 1990.....	41
31	Santa Clara Valley, Census Tract Map 1.....	45
32	Santa Clara Valley, Census Tract Map 2.....	46
33	Santa Clara Valley Baptist Association Congregations.....	47

List of Tables

<i>Table</i>		<i>Page</i>
1	Total Population Trends, 1996 to 2001	49
2	Anglo Population Trends, 1996 to 2001.....	50
3	Asian and Pacific Islander Population Trends, 1996 to 2001.....	51
4	Asian Subgroups and Pacific Islander Population, 1990.....	52
5	Asian Subgroups and Pacific Islanders As a Percent of Total Population, 1990.....	52
6	Hispanic Population Trends, 1996 to 2001.....	53
7	Black Population Trends, 1996 to 2001	54
8	Native American Population Trends, 1996 to 2001	55
9	Age 65 and Over Population Trends, 1996 to 2001	56
10	Under Age 18 Population Trends, 1996 to 2001	57

Introduction

This report provides information to assist the Santa Clara Valley Baptist Association with strategic planning. It contains maps, copies of presentation cells, and tables for key demographic characteristics and trends. The presence and location of Southern Baptist congregations affiliated with the association are also indicated.

The Santa Clara Valley coverage area is defined in this report as all of Santa Clara County, two tracts in Alameda County, and several tracts in San Mateo County. Maps in the report are thematic by census tracts. Associational staff grouped the tracts into 13 study areas, which are the primary units of geography for the tables (located in the Appendix).

Several North American Mission Board staff assisted with this report. Carolyn Hillmon produced the maps, Paulette Villarreal retrieved the raw data, Linda Speights keyed congregational information, and Marilyn Kelly compiled and edited the final document.

Thanks also go to the Santa Clara Valley Association staff who grouped the census tracts into study areas and provided a directory of congregations.

Data for strategy planning

**Santa Clara Valley
Baptist Association**

September 1997

Questions to consider. . .

- ◆ “So what?”

- ◆ What ministry needs surface from the data?

- ◆ What people groups are unreached?

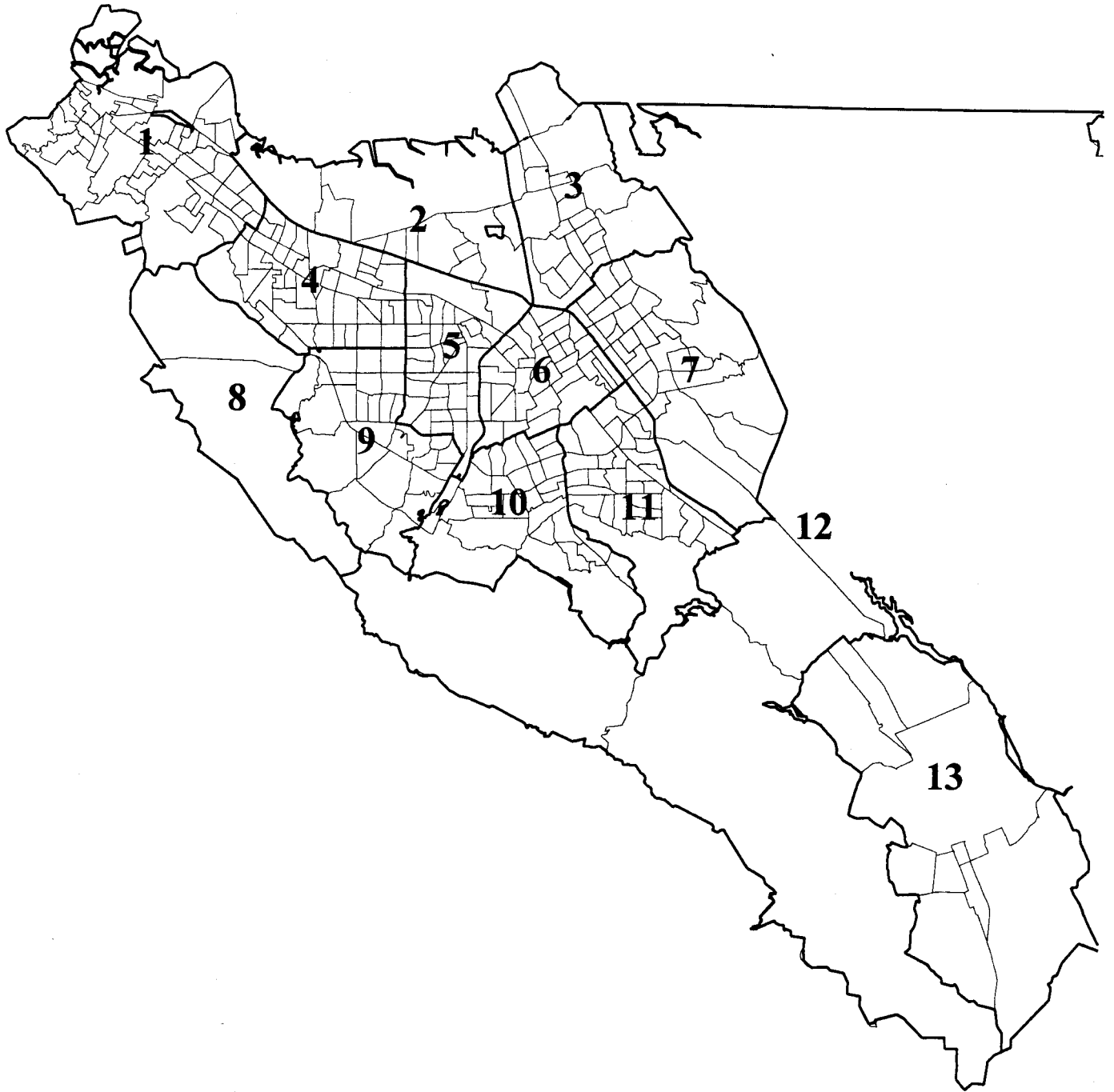
- ◆ Which communities are unreached?

another question. . .

- ◆ What are—and what will be—the critical issues facing the people and churches in your association in the next few years?

Figure 1

Santa Clara Valley by Study Areas



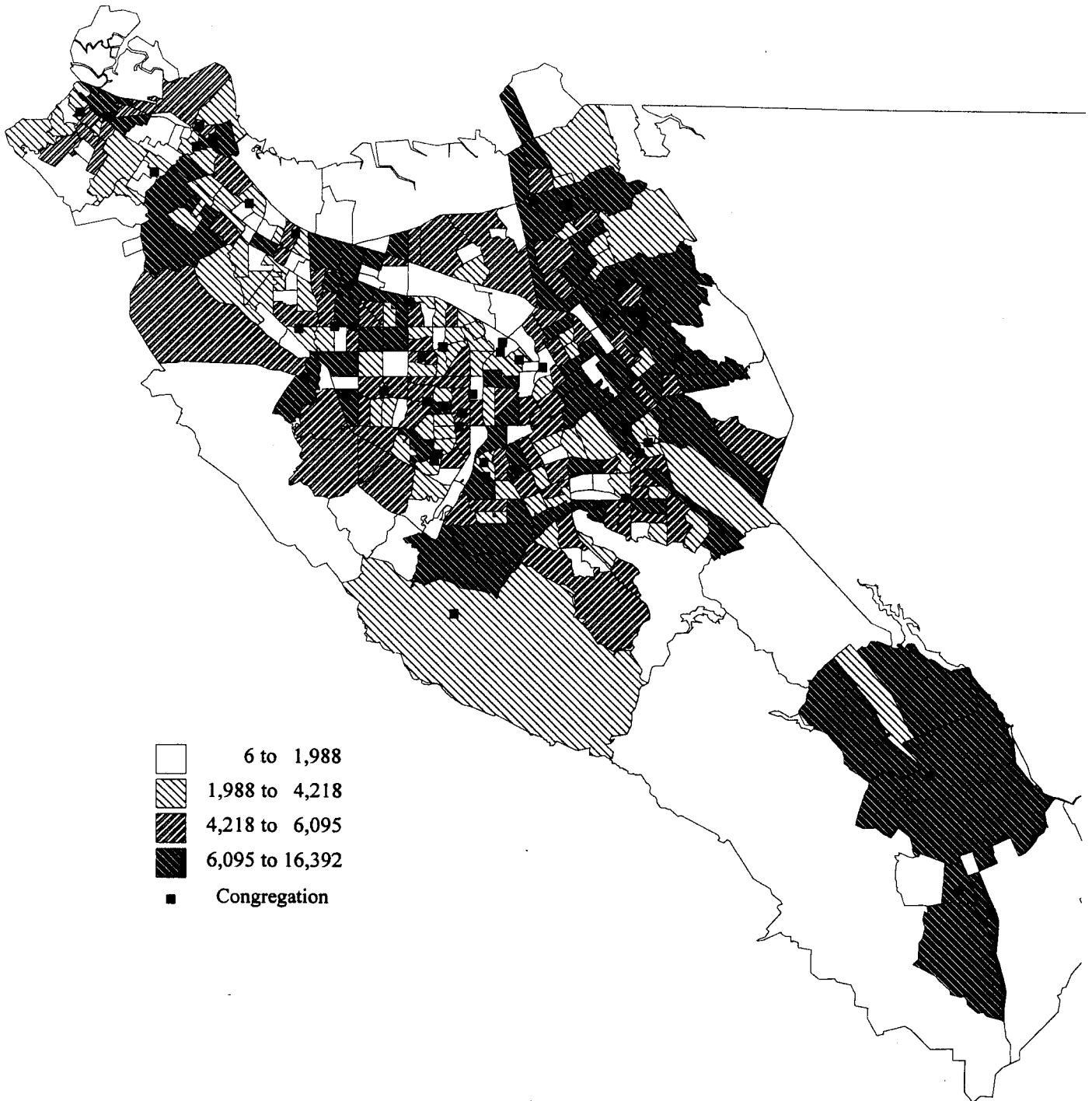
Source: Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Population growth

- ◆ 1.75 million persons in 1996
- ◆ 16% growth rate in 1980s
- ◆ continued—slower—growth in the 1990s: 9%
- ◆ 148,000 net gain in the 1990s

Figure 2

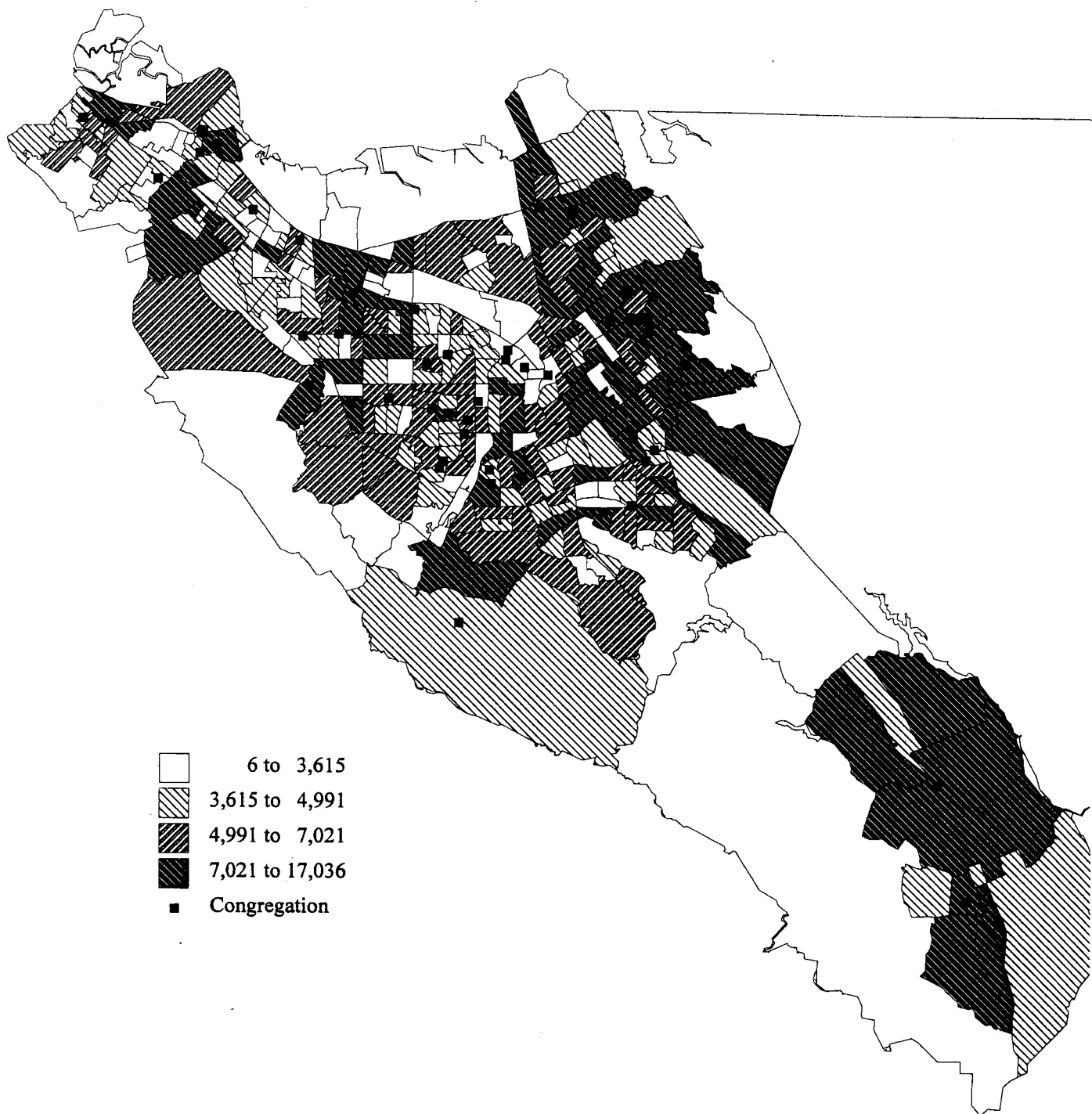
Estimated Total Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 3

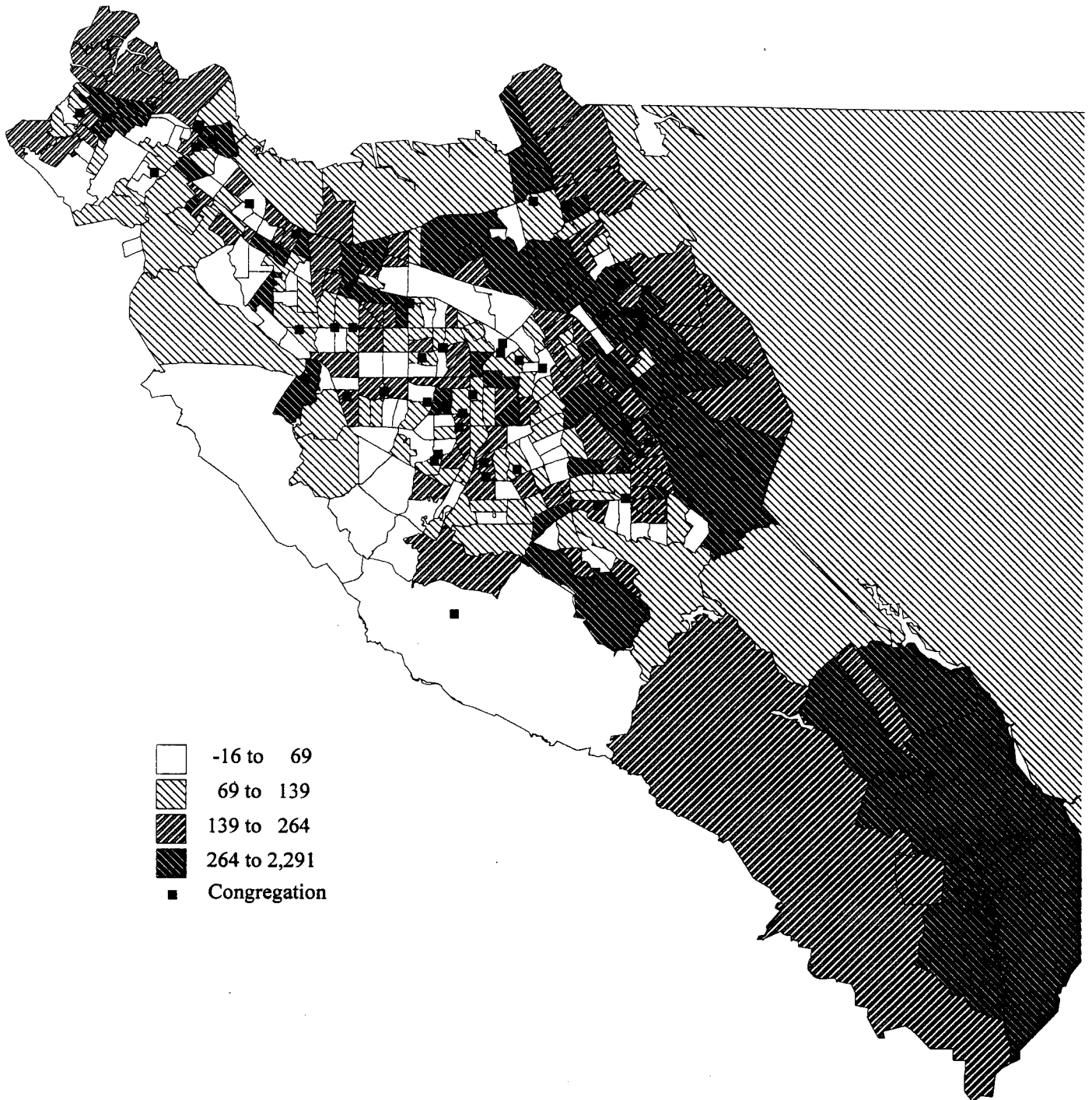
Projected Total Population, 2001



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 4

Projected Net Change in Total Population, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

SBC presence

- ◆ 68 SBC congregations in Santa Clara Valley Association
 - 19 Anglo
 - 14 Korean
 - 10 African-American
 - 9 Hispanic
 - 7 Chinese
 - 3 Filipino
 - 3 Vietnamese
 - 3 Other (Arabic, Native American)

SBC presence & the unclaimed

- ◆ 25,714 persons per SBC congregation (5,850 for U.S.)
- ◆ More than three-fifths of the population is unclaimed (61%; or 1,070,000)

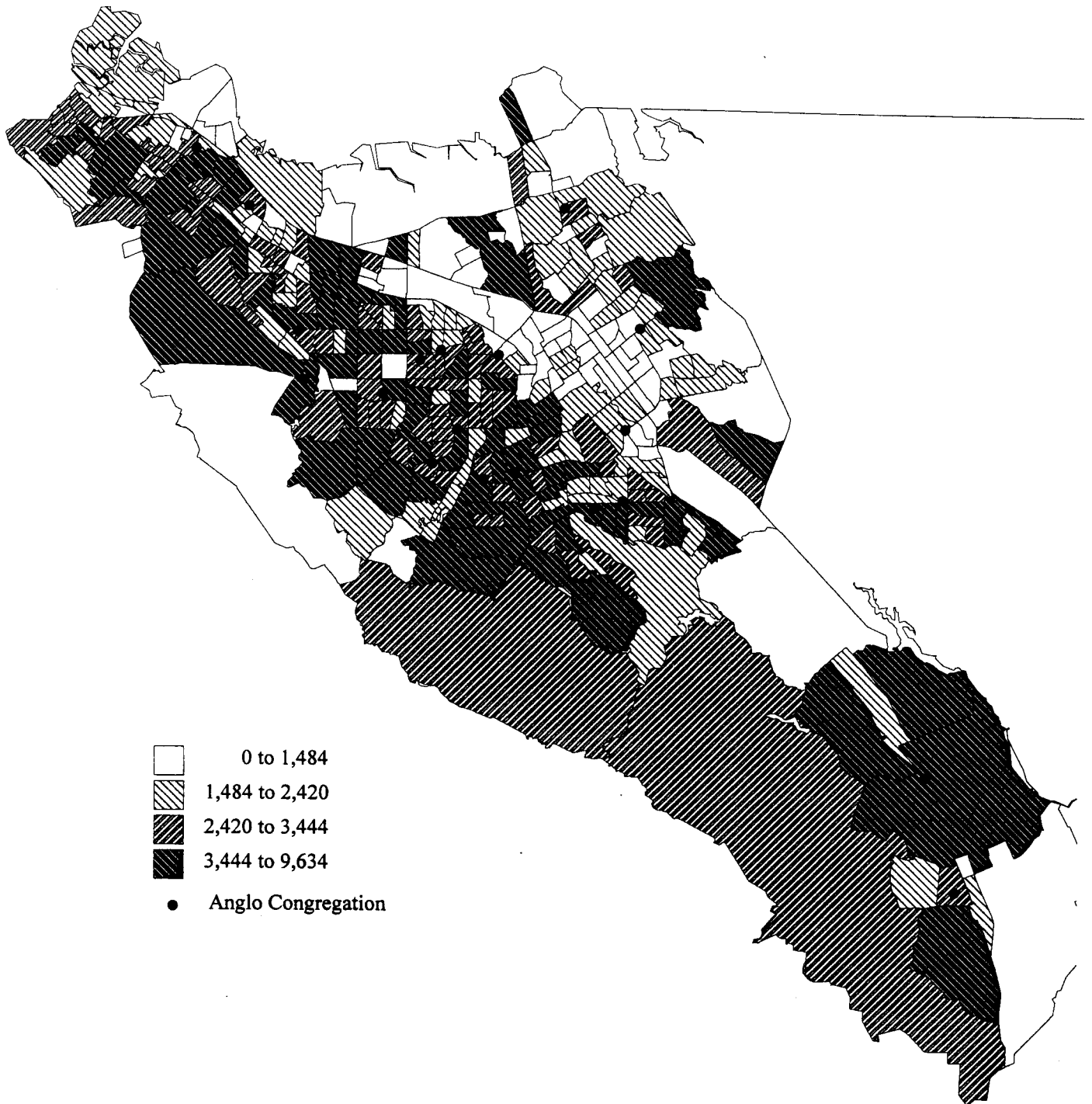
Racial/Ethnic makeup

- ◆ Whites comprise 62% of the population
- ◆ Non-Hispanic Whites (Anglos) are only 49.6% (no majority)
- ◆ Asians and Hispanics each make up more than 23%
- ◆ Blacks are 4% and Native Americans less than 1%

Growth by race/ethnicity

- ◆ Both Anglos (-11%) and Whites (-7%) are projected to decline from 1996 to 2001
- ◆ Growth of Asian/Pacific Islanders is projected at 32%
- ◆ Native Americans + 27%
- ◆ Hispanics + 7.5%
- ◆ Blacks + 5%

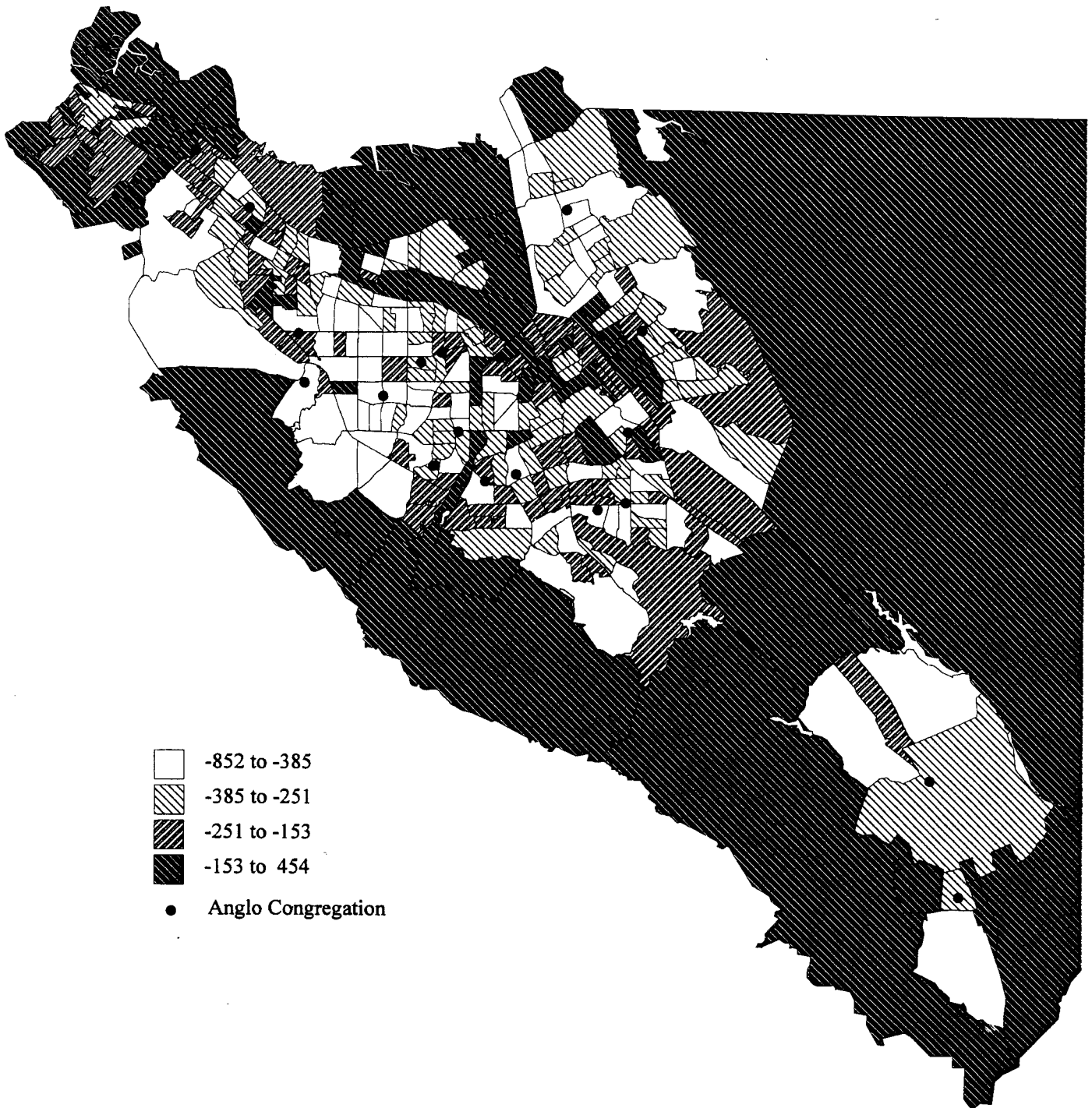
Figure 5
Estimated Anglo Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 6

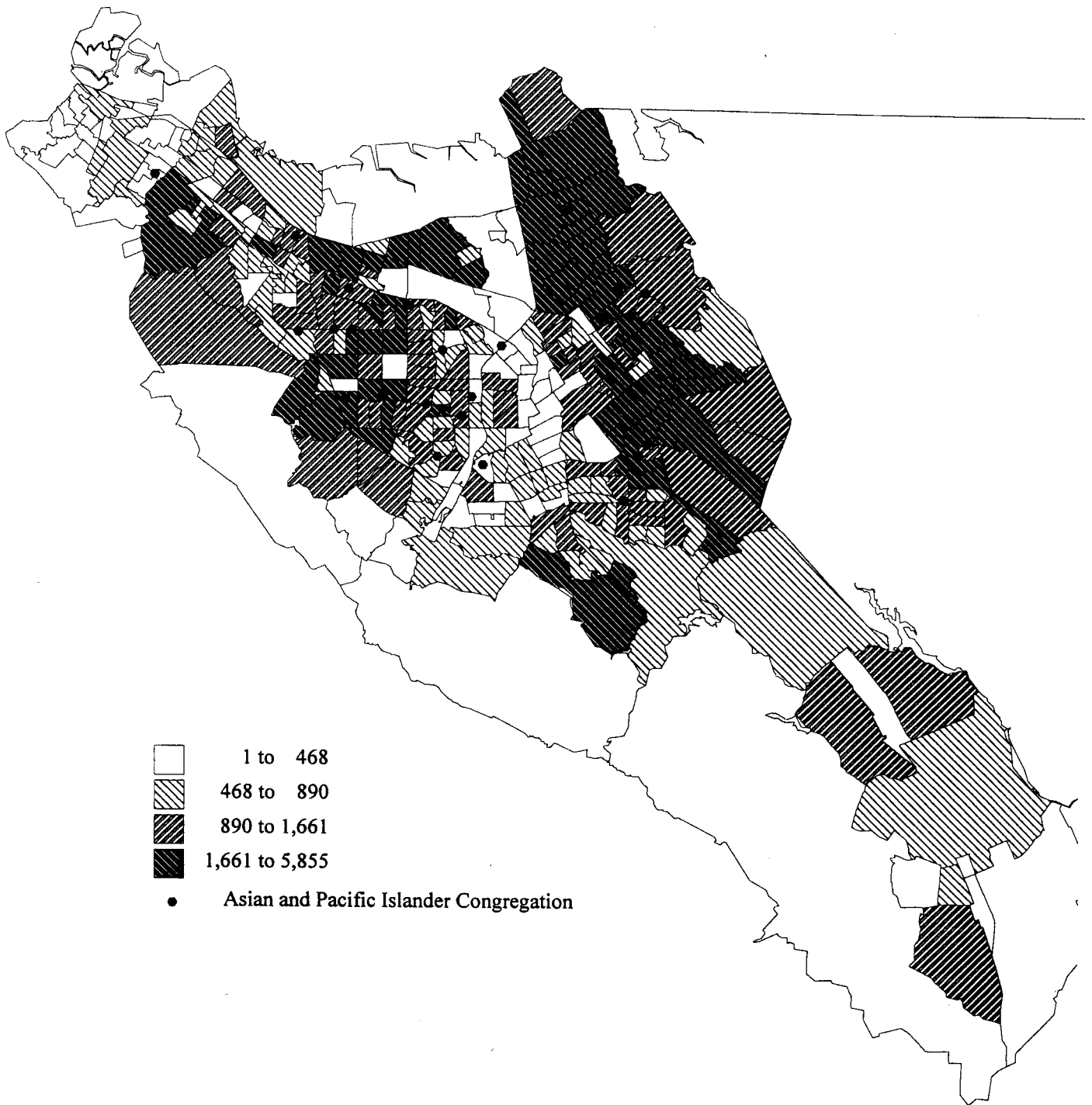
Projected Net Change in Anglo Population, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 7

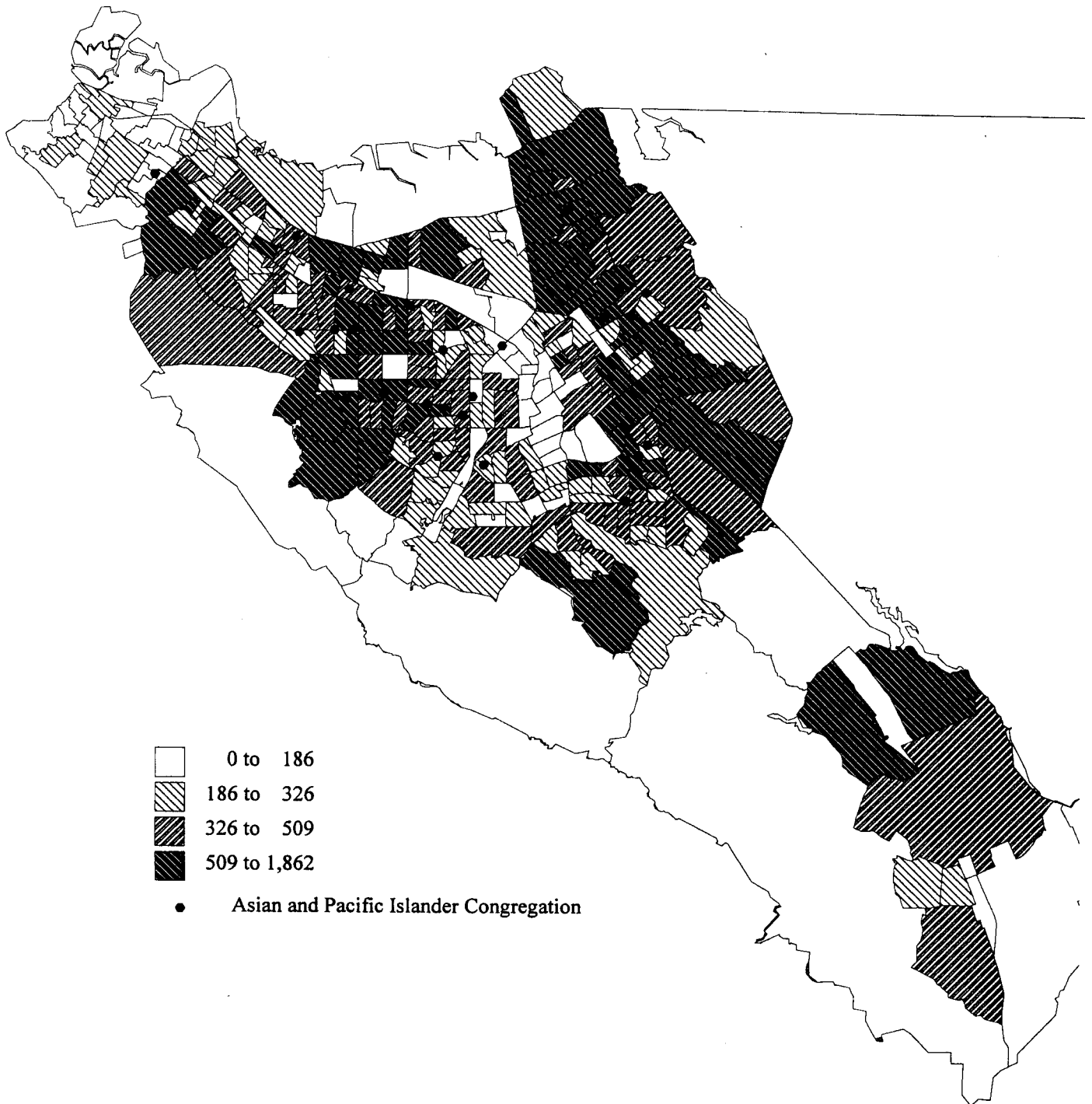
Estimated Asian and Pacific Islander Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 8

Projected Net Change in Asian and Pacific Islander Population, 1996 to 2001

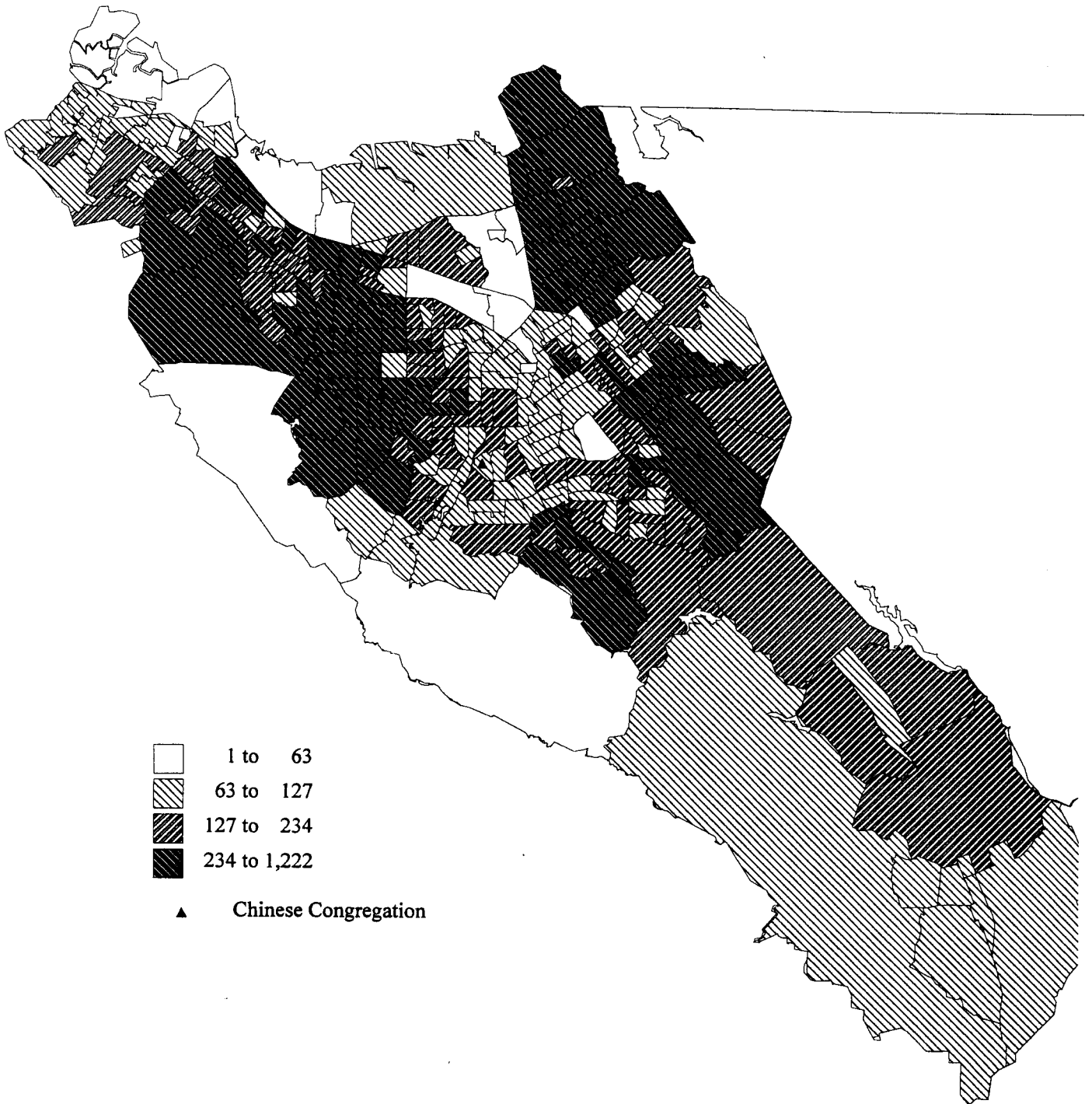


Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Race/ethnicity (cont.)

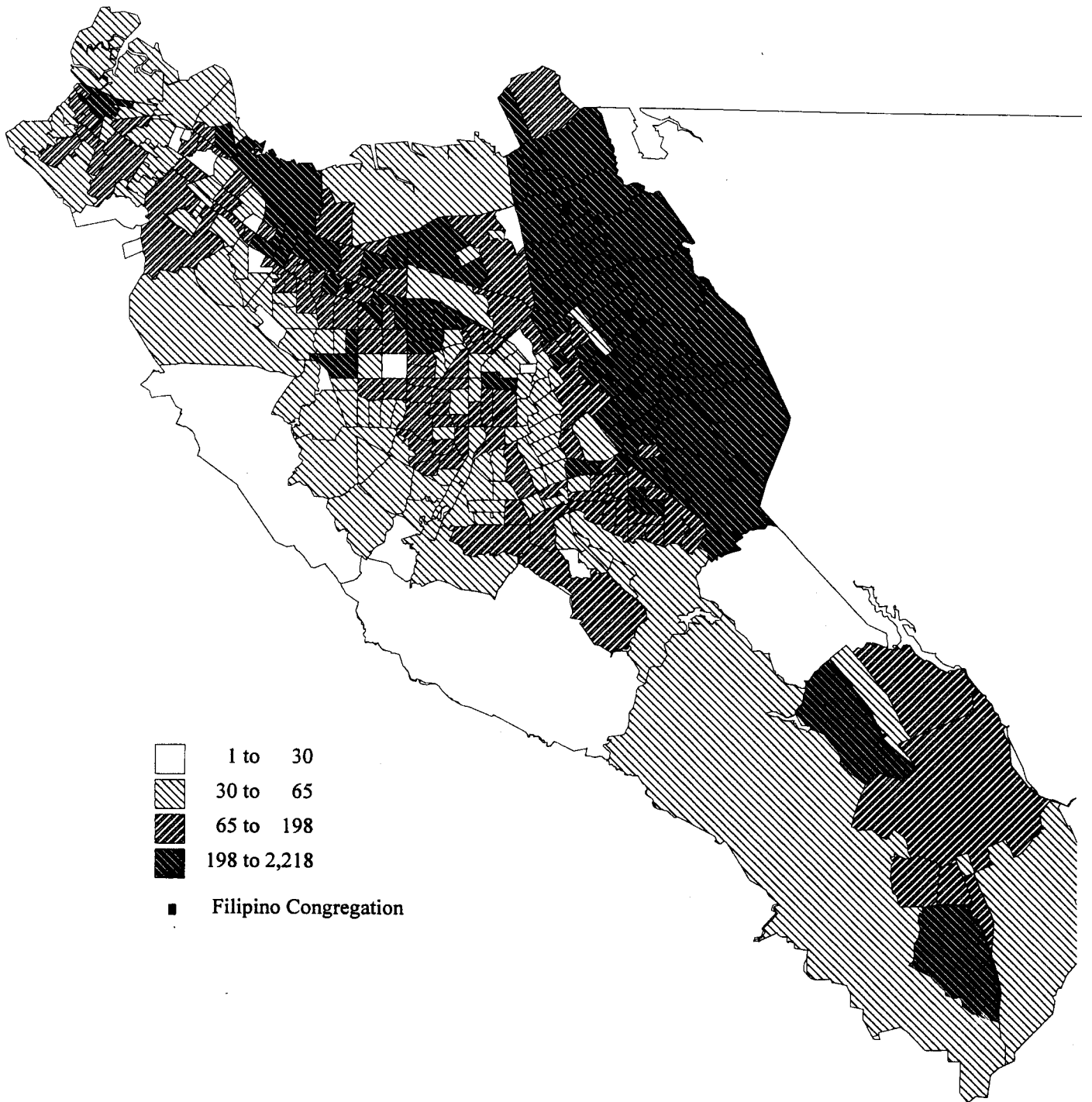
- ◆ The largest Asian/Pacific Islander subgroups in 1990 included:
 - Chinese
 - Filipino
 - Vietnamese
 - Japanese
 - Asian Indian
 - Korean
 - Pacific Islander

Figure 9
Chinese Population, 1990



Source: Bureau of the Census, Washington, D.C.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

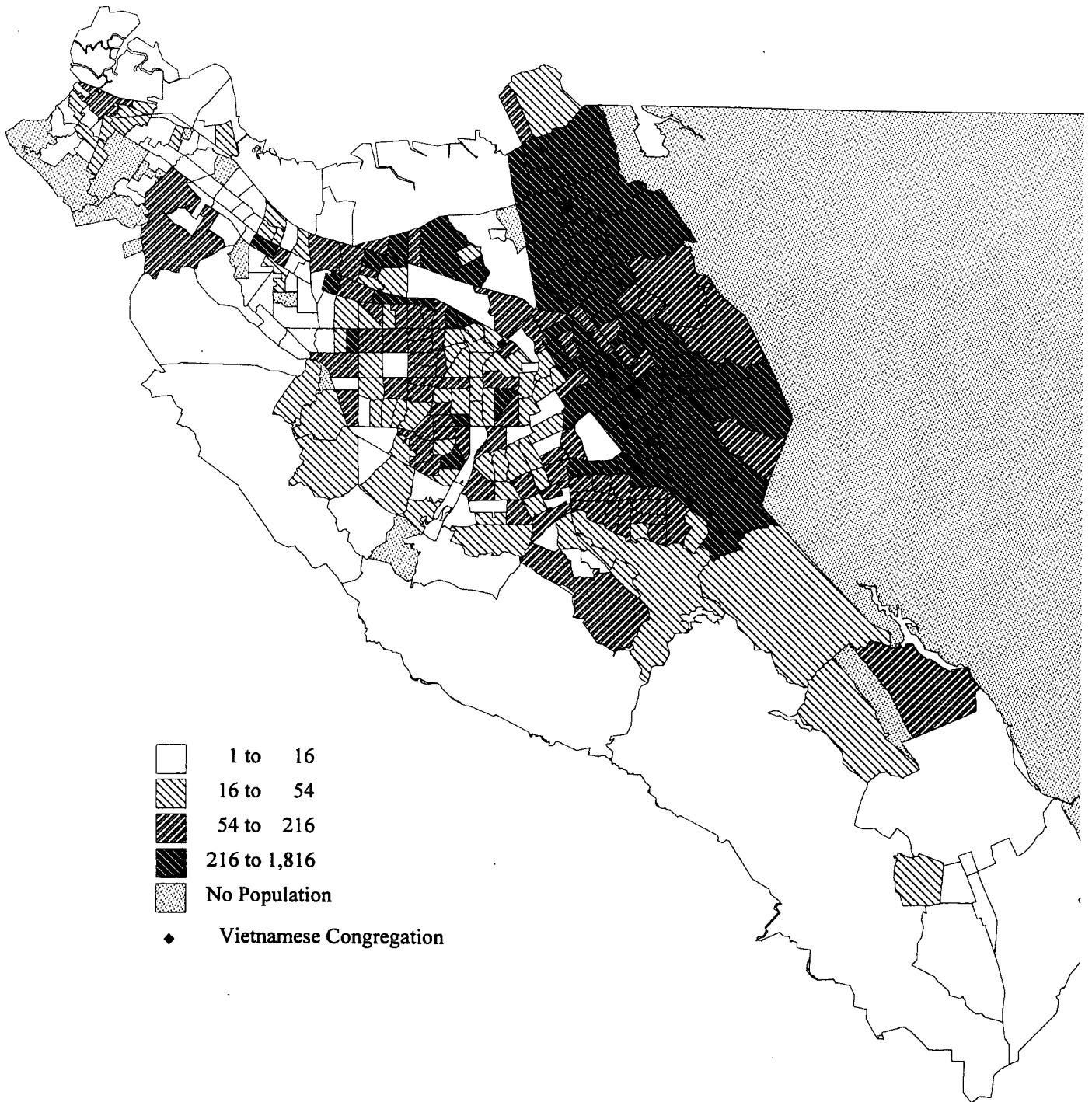
Figure 10
Filipino Population, 1990



Source: Bureau of the Census, Washington, D.C.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

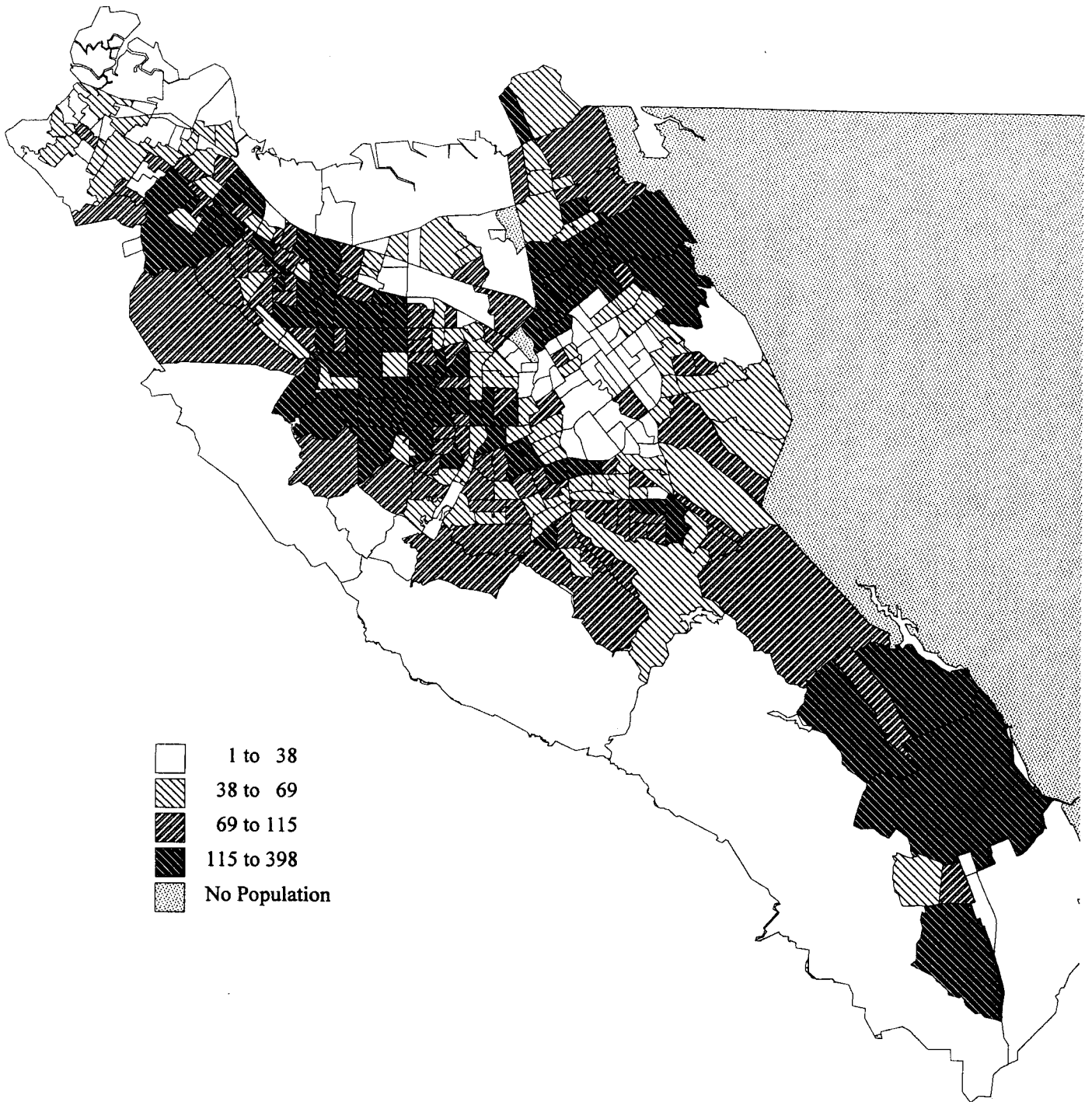
Figure 11

Vietnamese Population, 1990



Source: Bureau of the Census, Washington, D.C.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

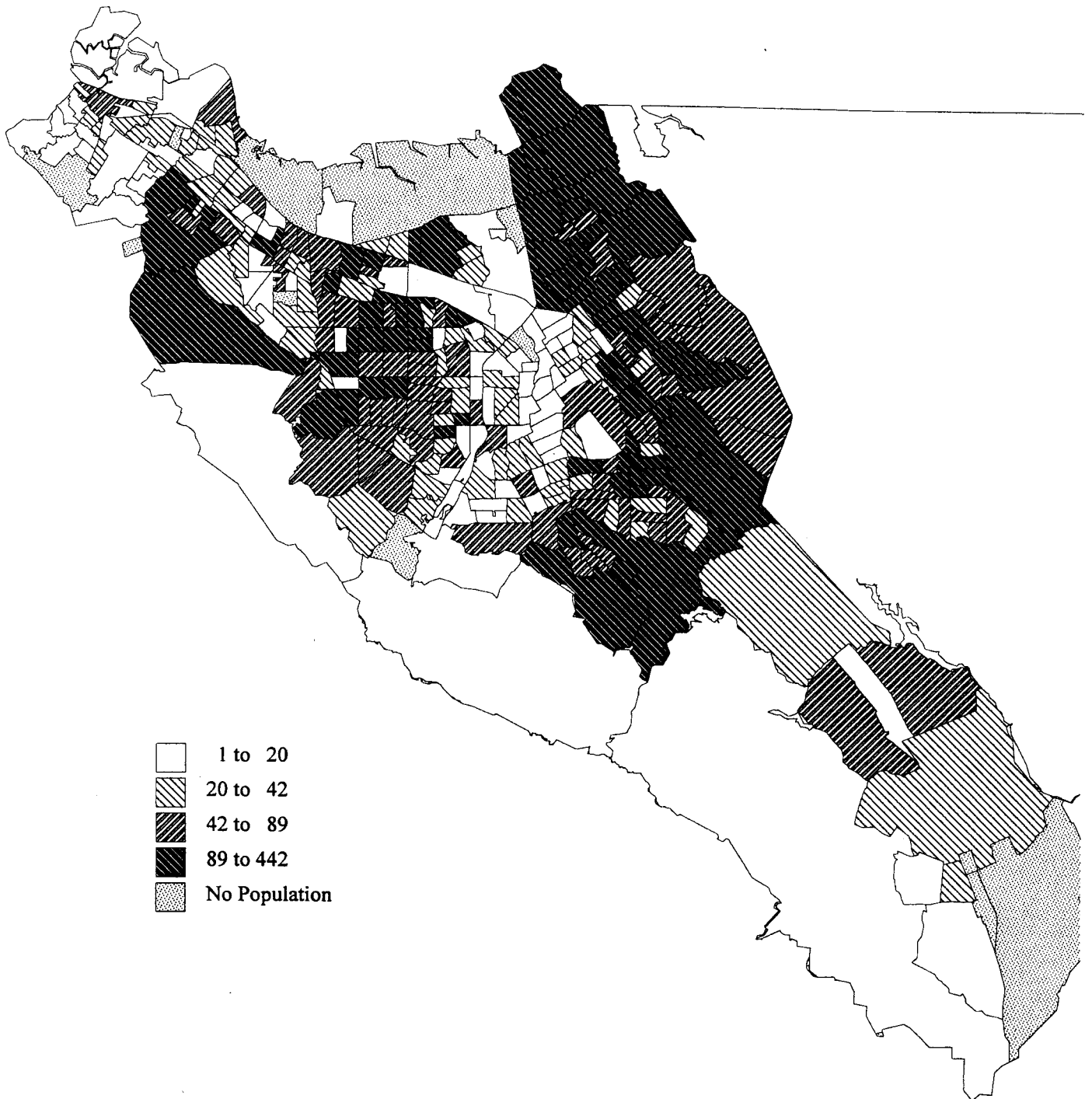
Figure 12
Japanese Population, 1990



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

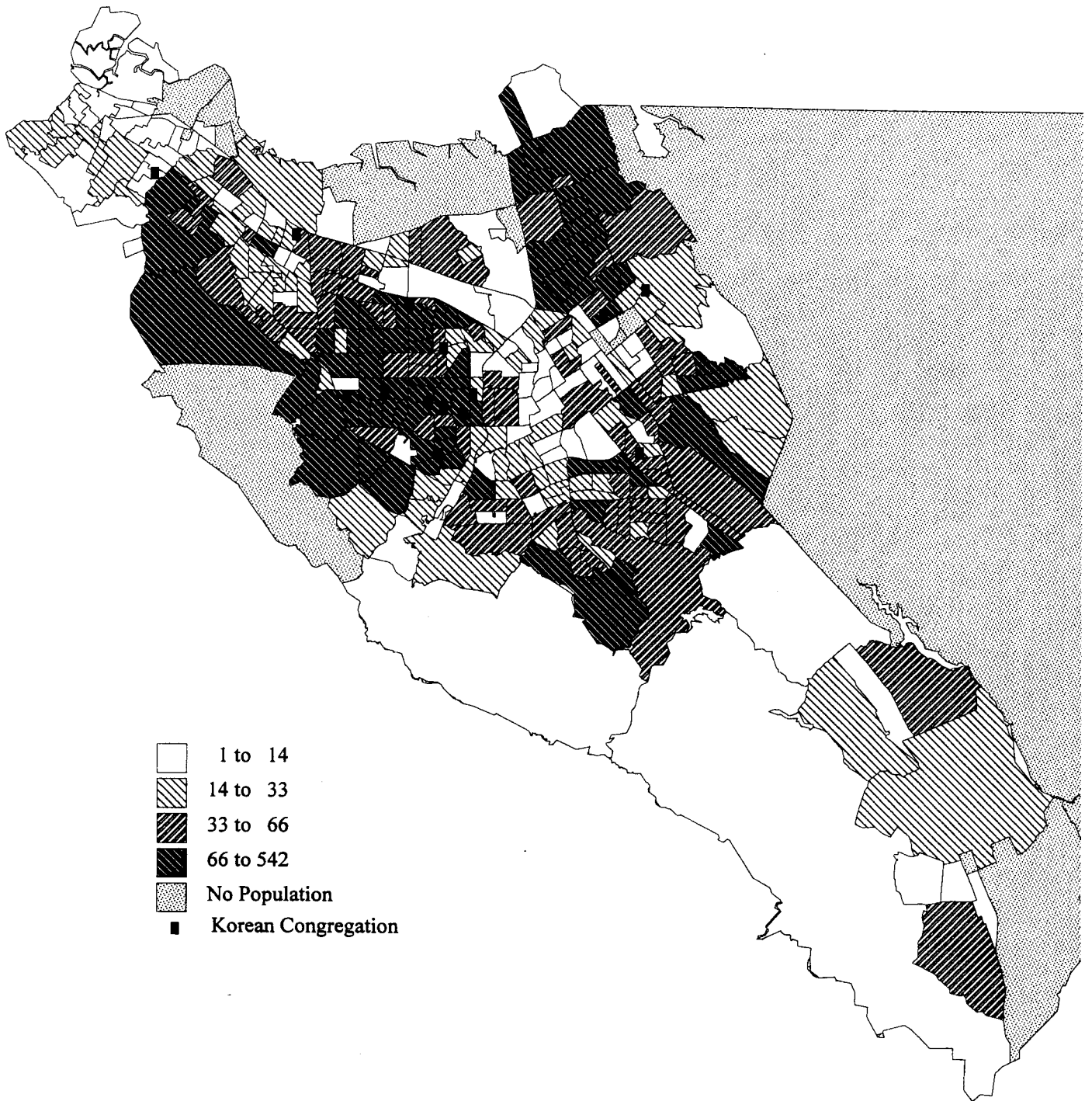
Figure 13

Asian Indian Population, 1990



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

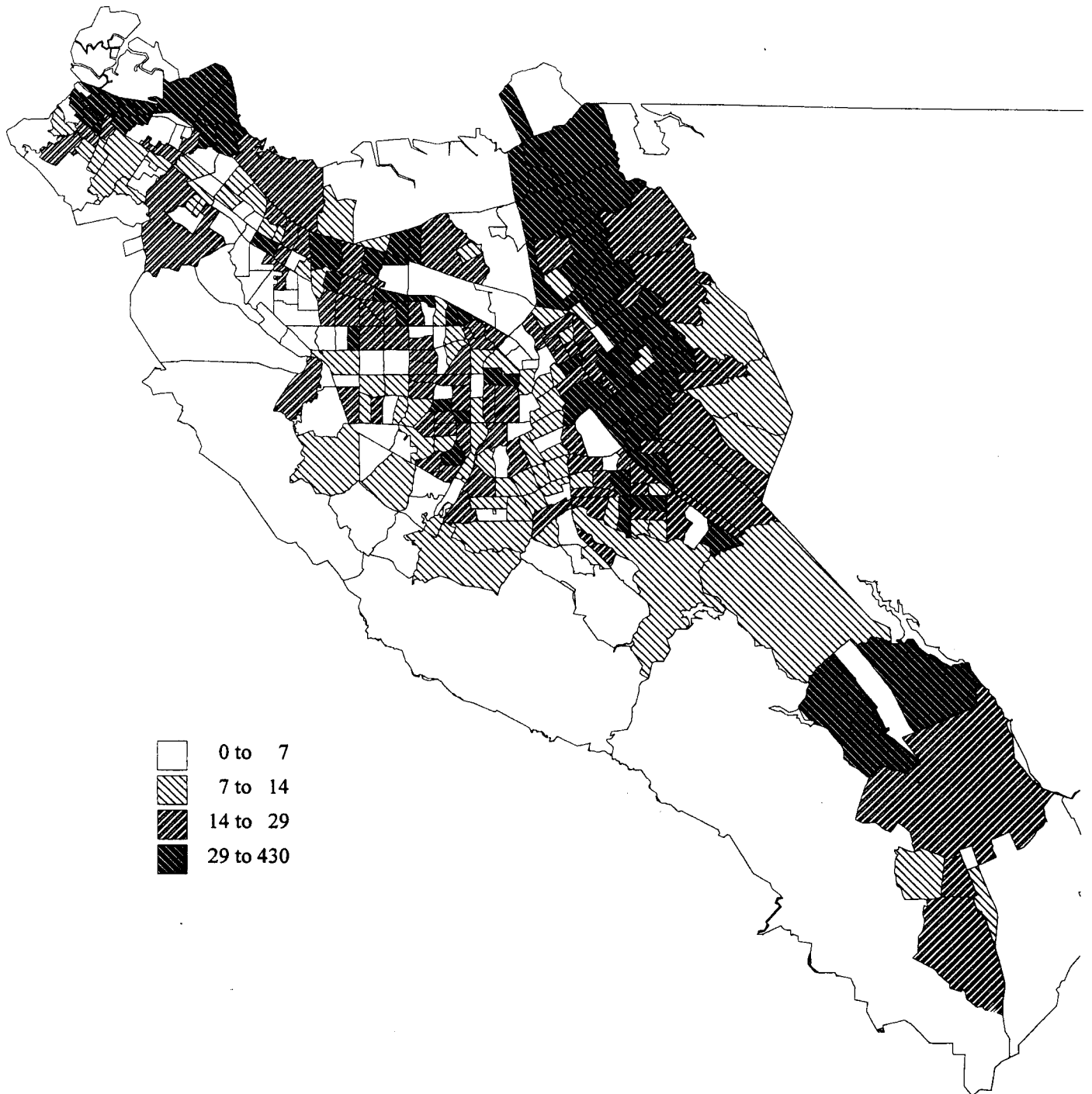
Figure 14
Korean Population, 1990



Source: Bureau of the Census, Washington, D.C.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 15

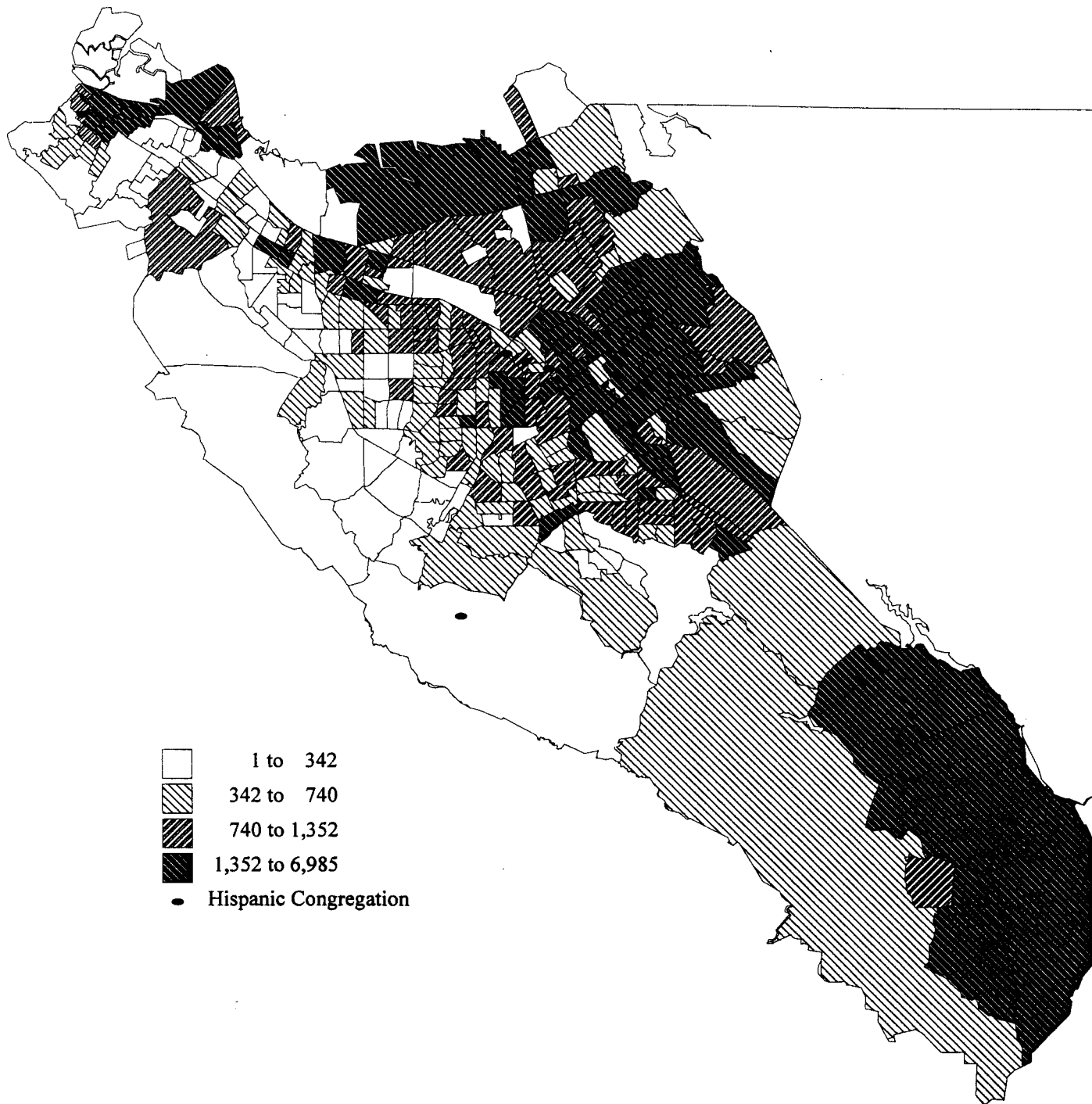
Pacific Islander Population, 1990



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 16

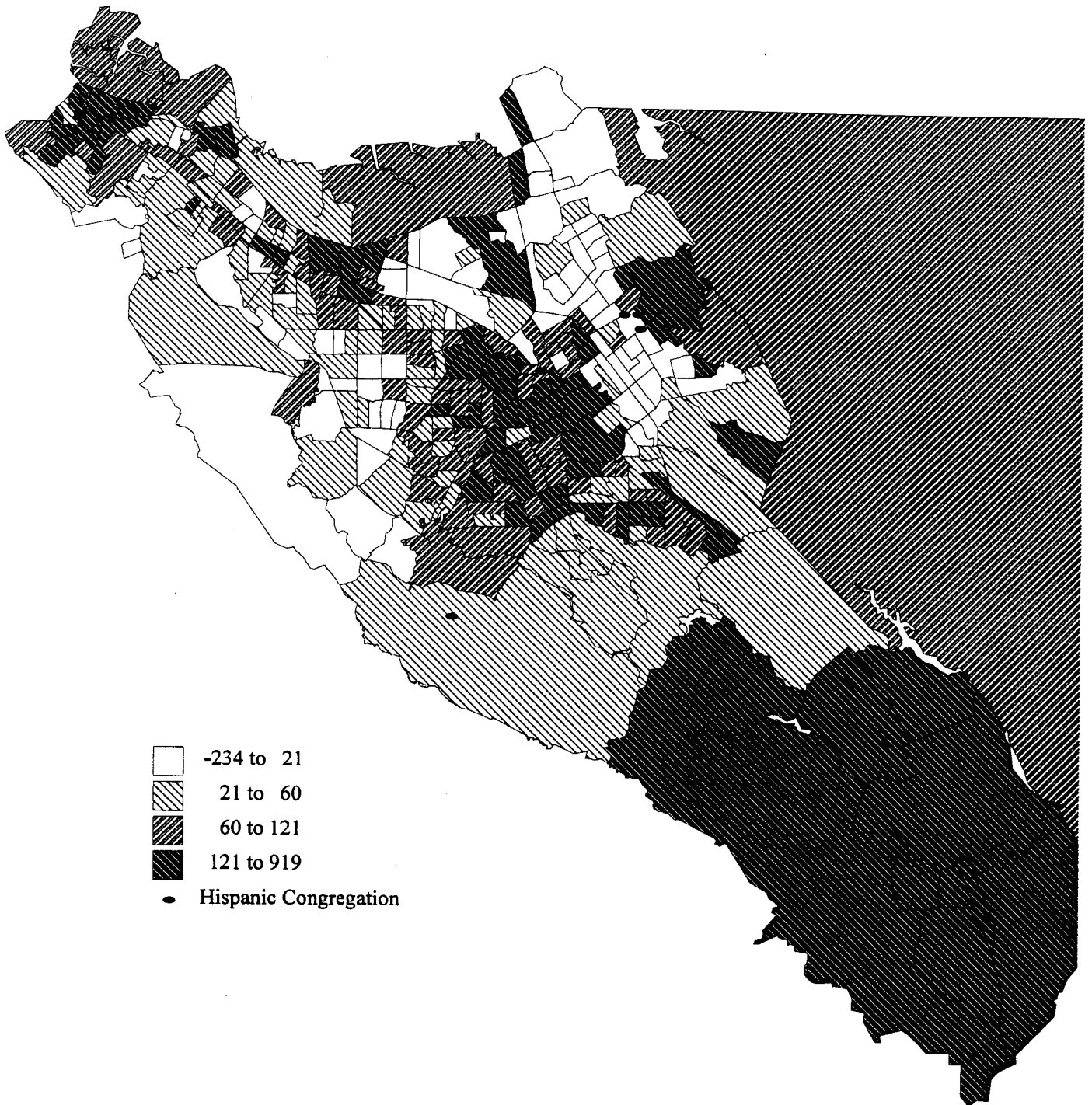
Estimated Hispanic Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 17

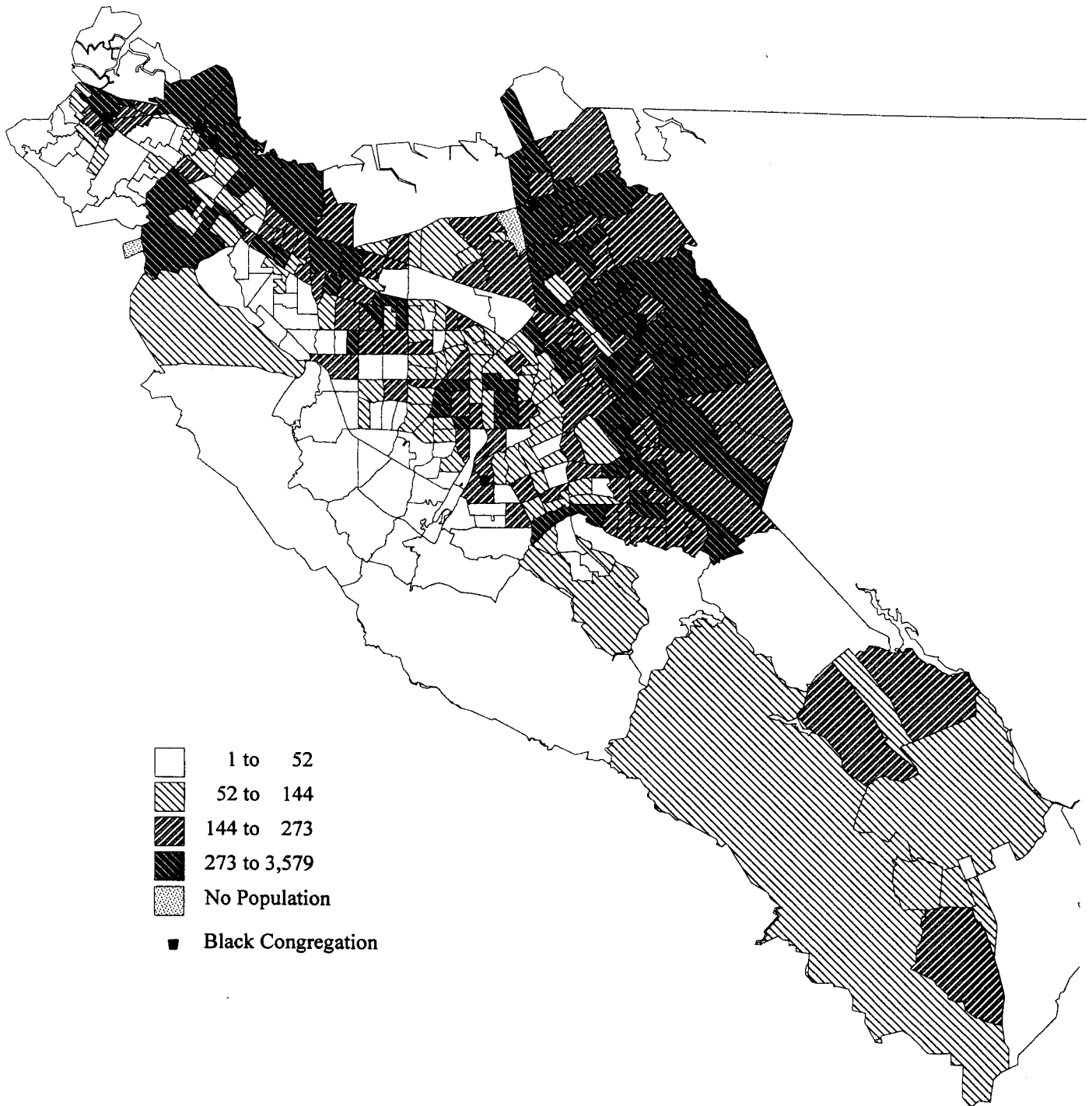
Projected Net Change in Hispanic Population, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 18

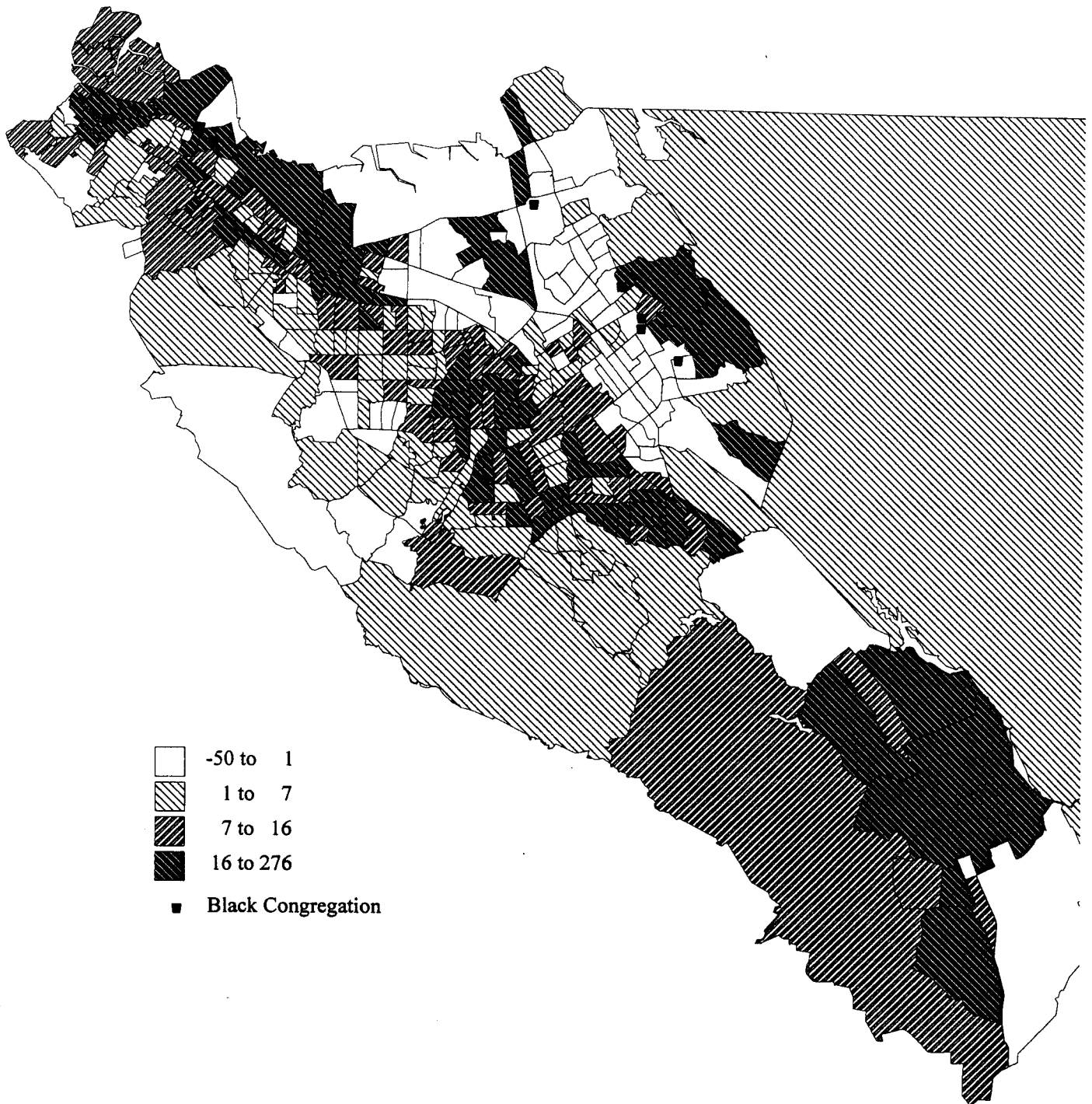
Estimated Black Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 19

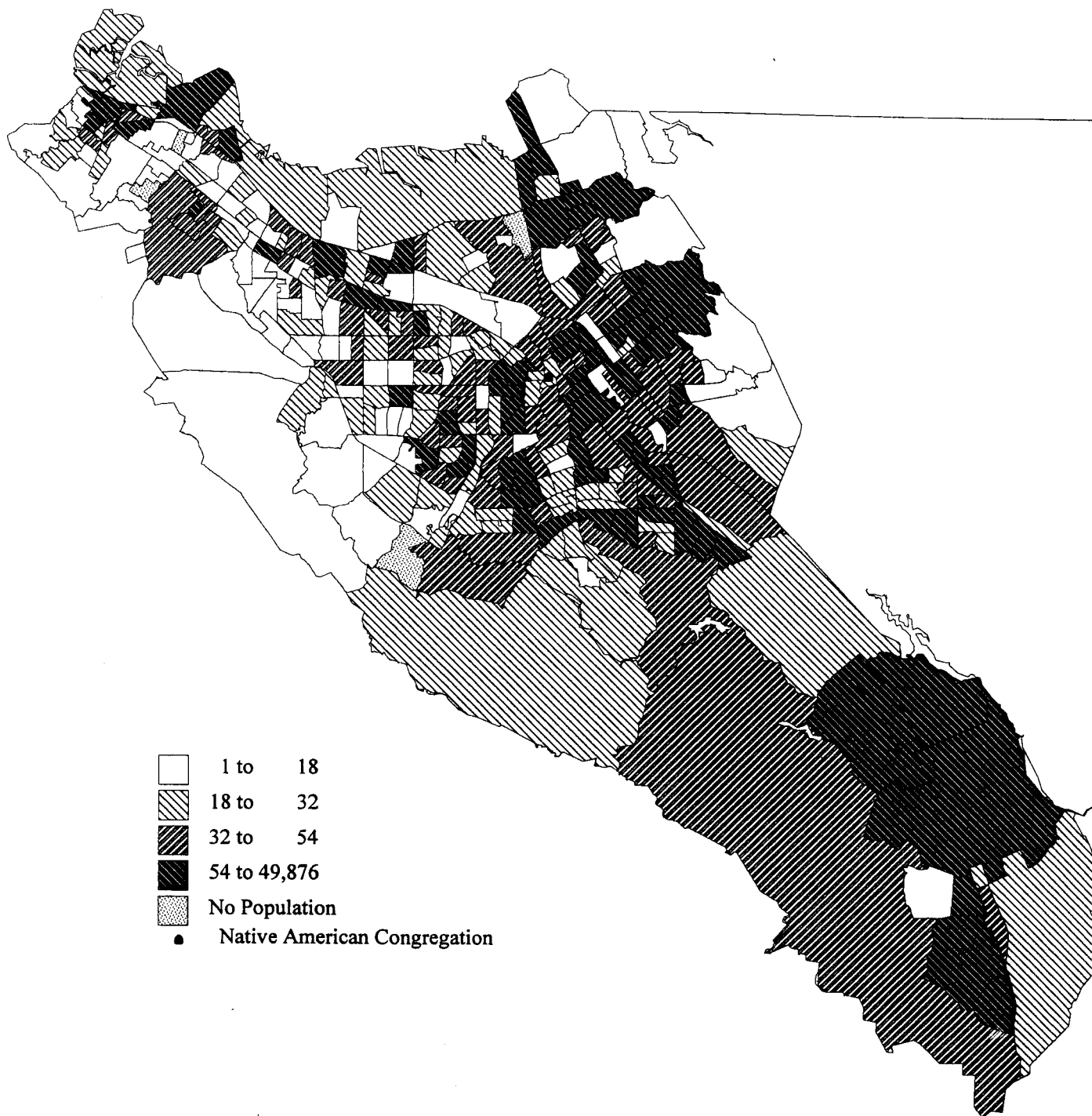
Projected Net Change in Black Population, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 20

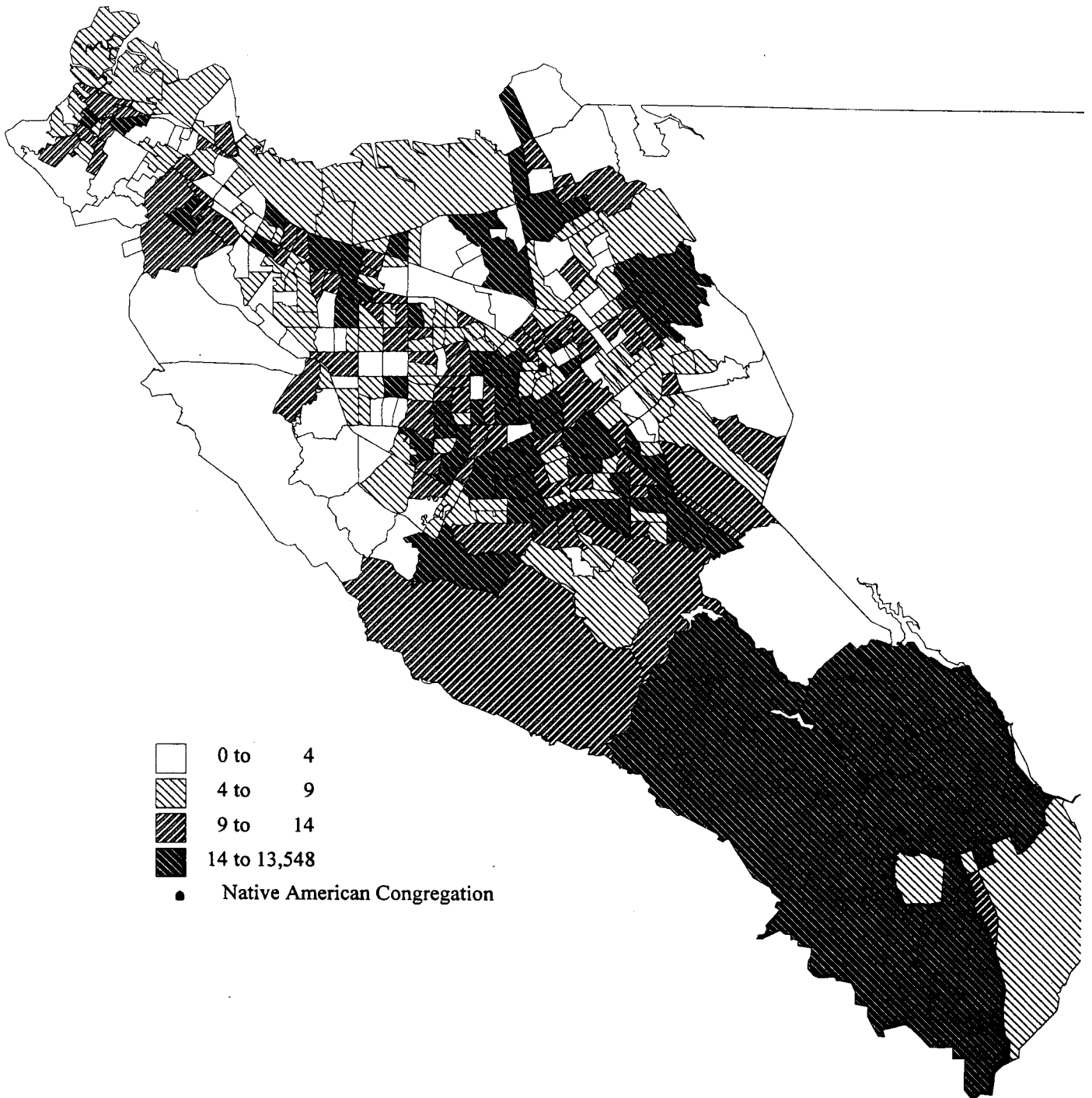
Estimated Native American Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 21

Estimated Net Change in Native American Population, 1996 to 2001



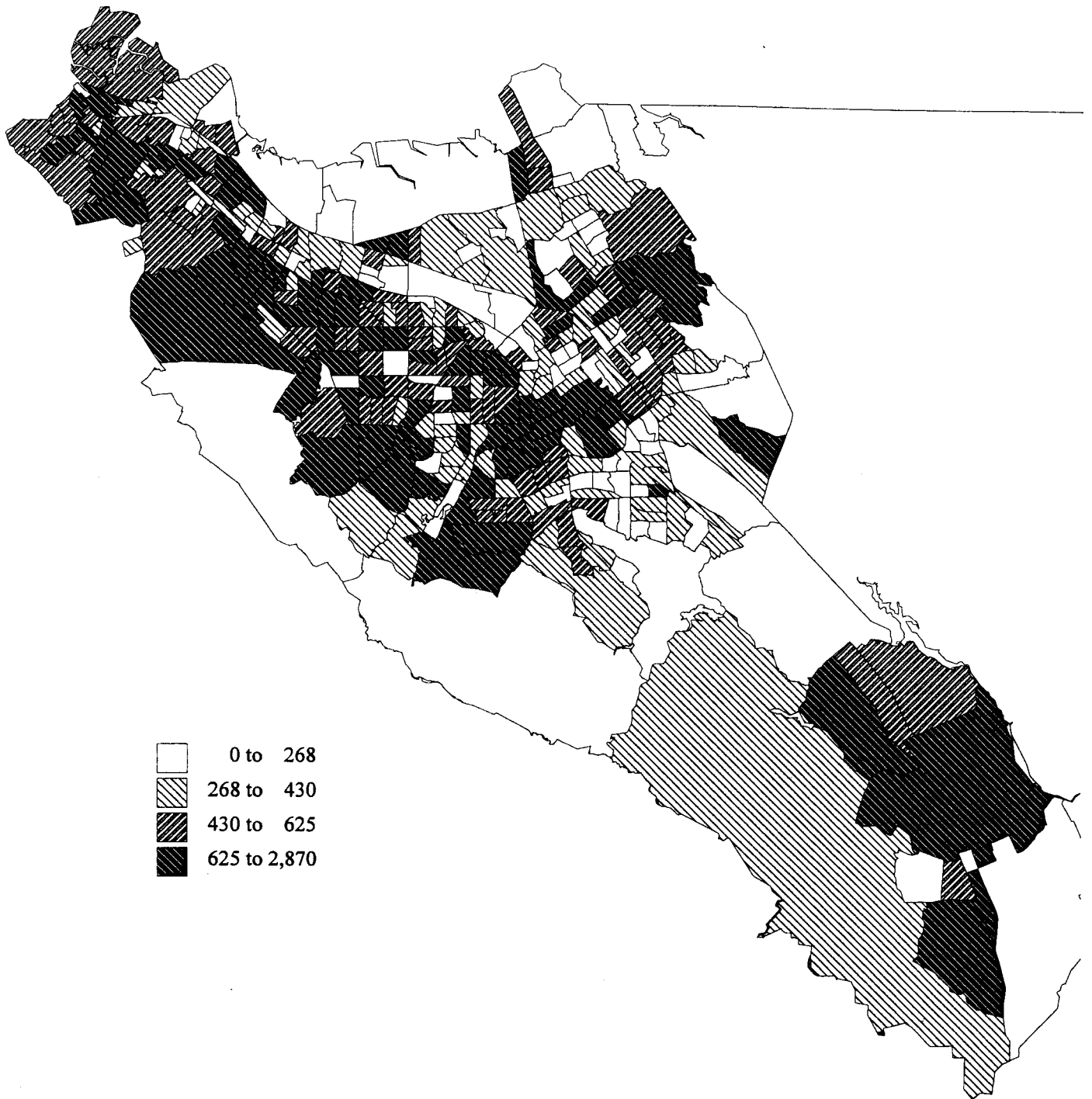
Source: CACI Marketing Systems, Arlington, Va.; Santa Clara Valley Baptist Association, San Jose, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Age structure

- ◆ Persons under 20 years old comprise largest group (28% of population)
- ◆ 1 of 4 are “baby busters”
- ◆ 1 of 4 are “baby boomers”
- ◆ 22% are at least 50 years old
 - The median age in Santa Clara Valley (33.7) is slightly less than the US (34.3)

Figure 22

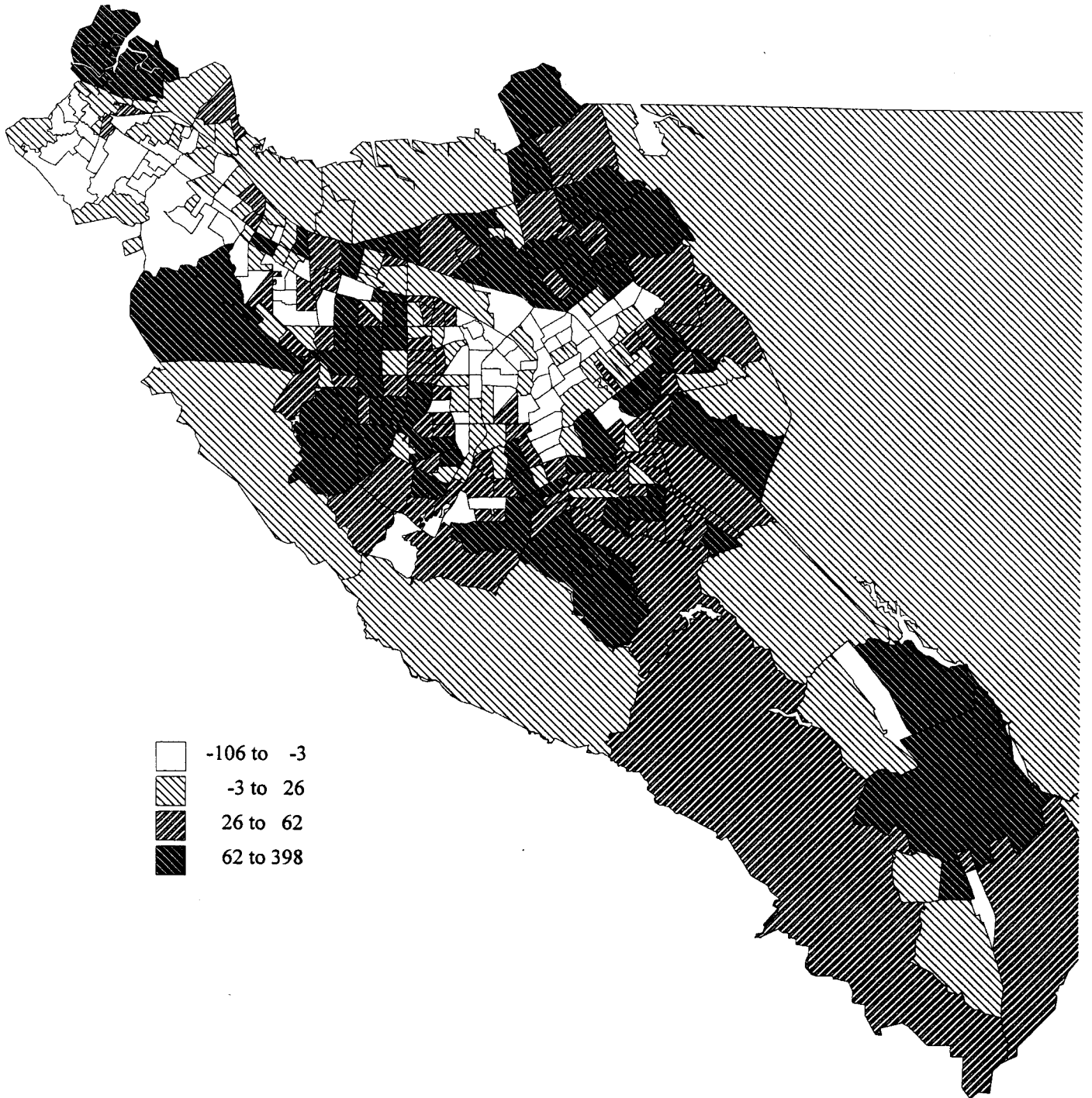
Estimated Population Age 65 and Over, 1996



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 23

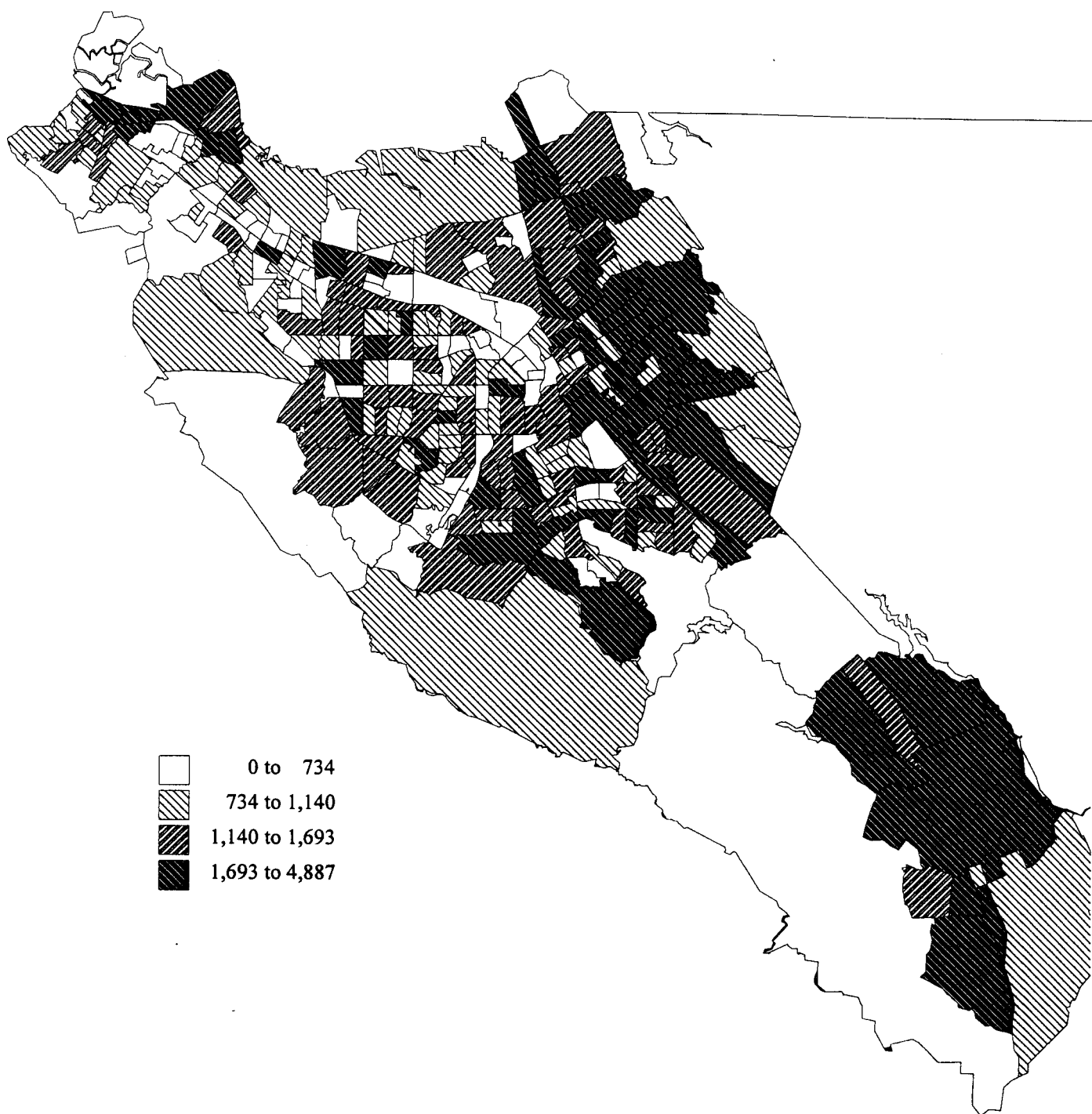
Projected Net Change in Population Age 65 and Over, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 24

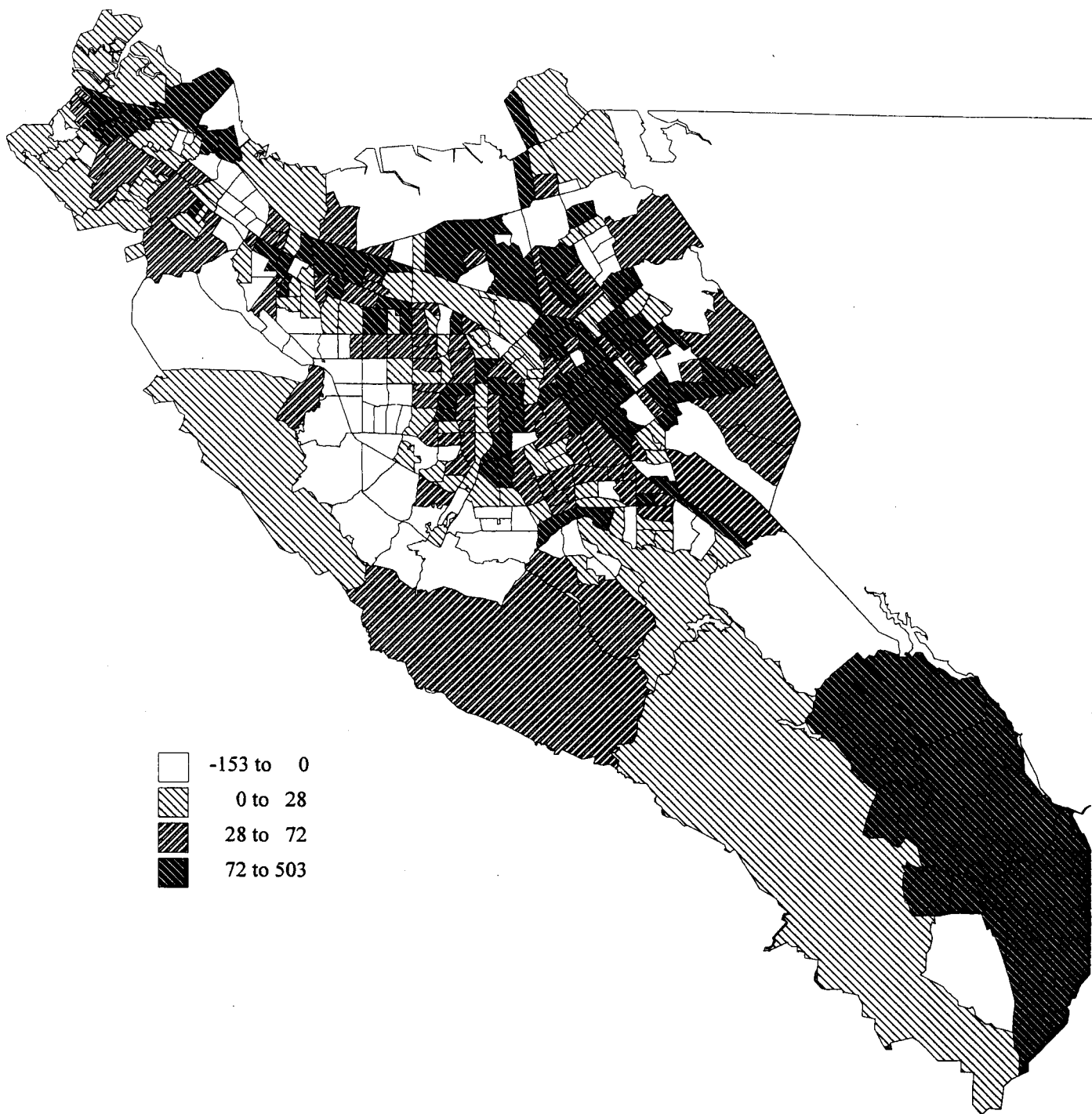
Estimated Population Under Age 18, 1996



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 25

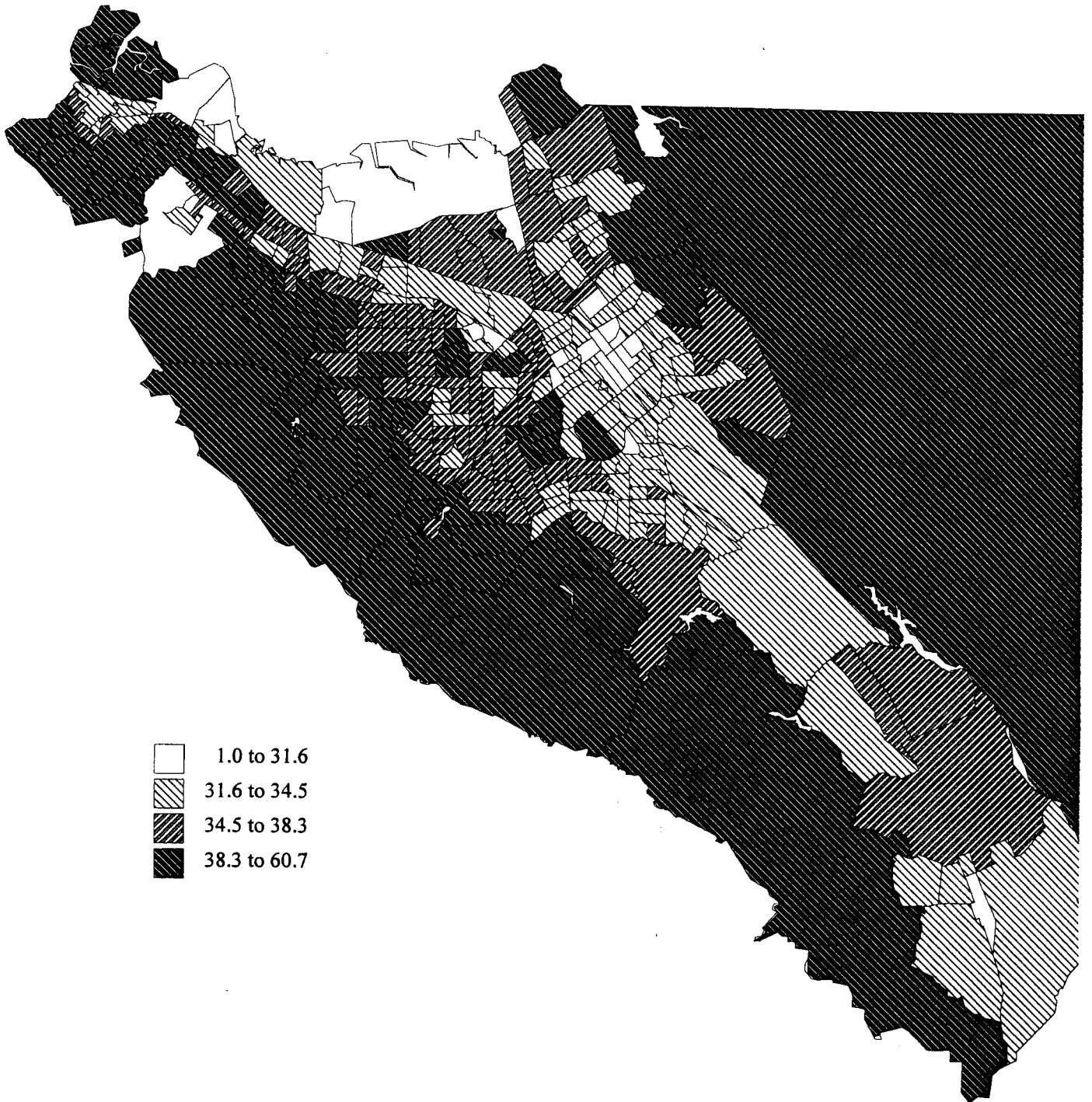
Projected Net Change in Population Under Age 18, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 26

Estimated Median Age, 1996



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Families & households

- ◆ 27% married couple with children
- ◆ 27% married couple without children
- ◆ 9% single parent households
- ◆ 22% one-person households
- ◆ 9% other nonfamily (roommate)

Special populations

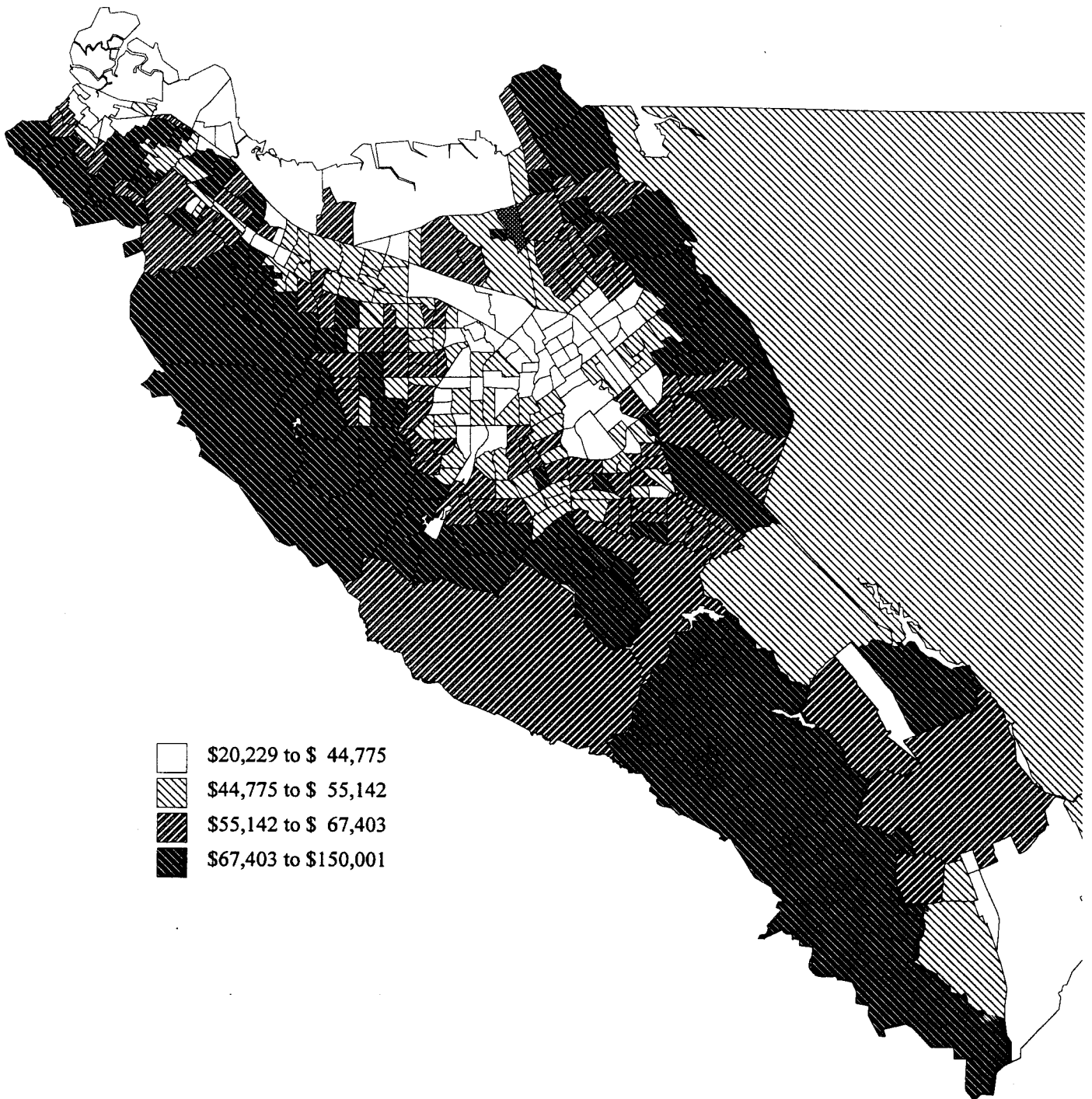
- ◆ military personnel
- ◆ college students
- ◆ nursing homes
- ◆ correctional institutions
- ◆ deaf persons
- ◆ tourists
- ◆ homeless

Income & poverty

- ◆ Median household income estimated at \$54,000 in 1996
- ◆ US median only \$35,000
- ◆ Considerable regional variance in incomes

Figure 27

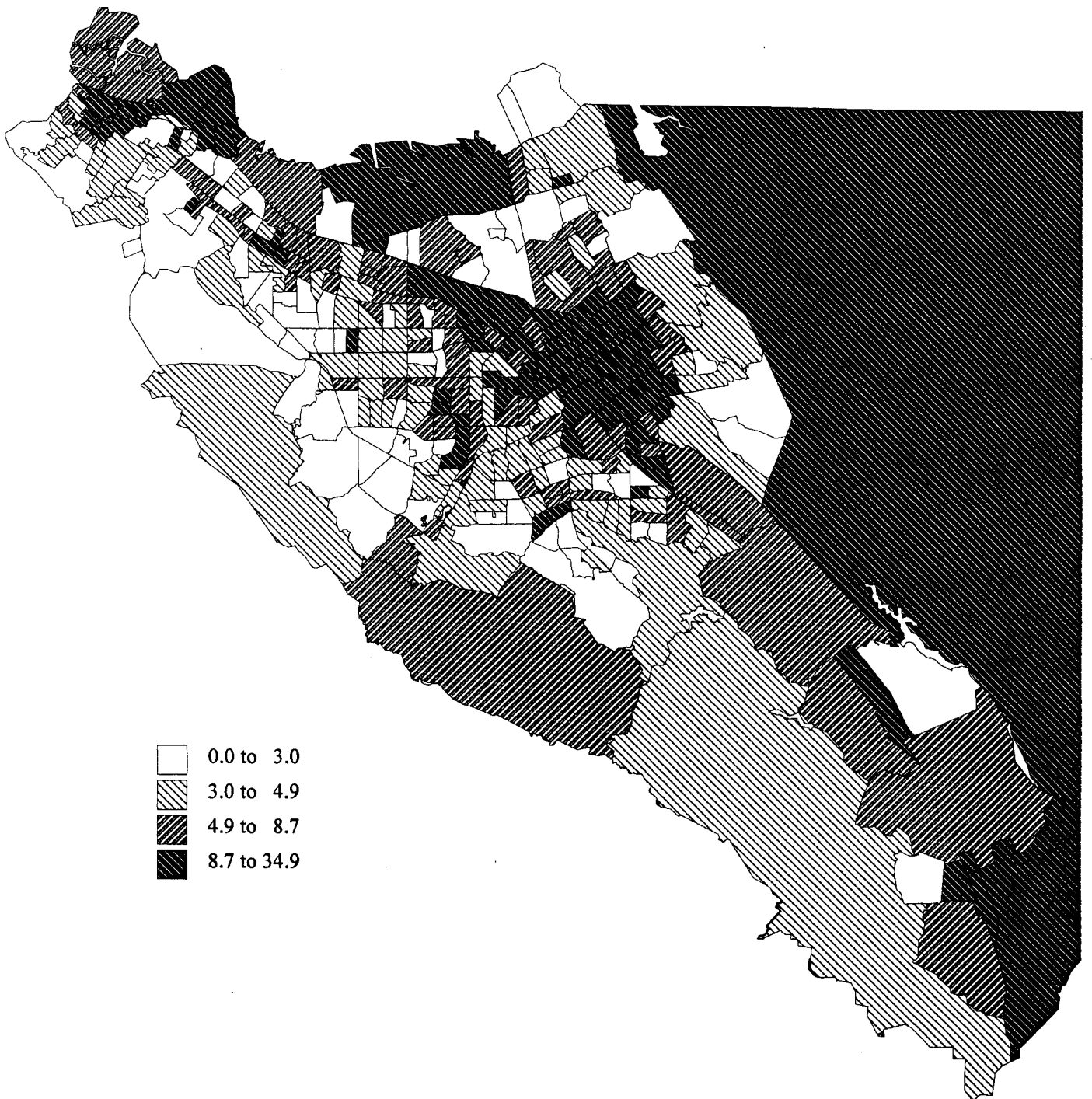
Estimated Median Household Income, 1996



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 28

Percent of Population Below Poverty, 1990

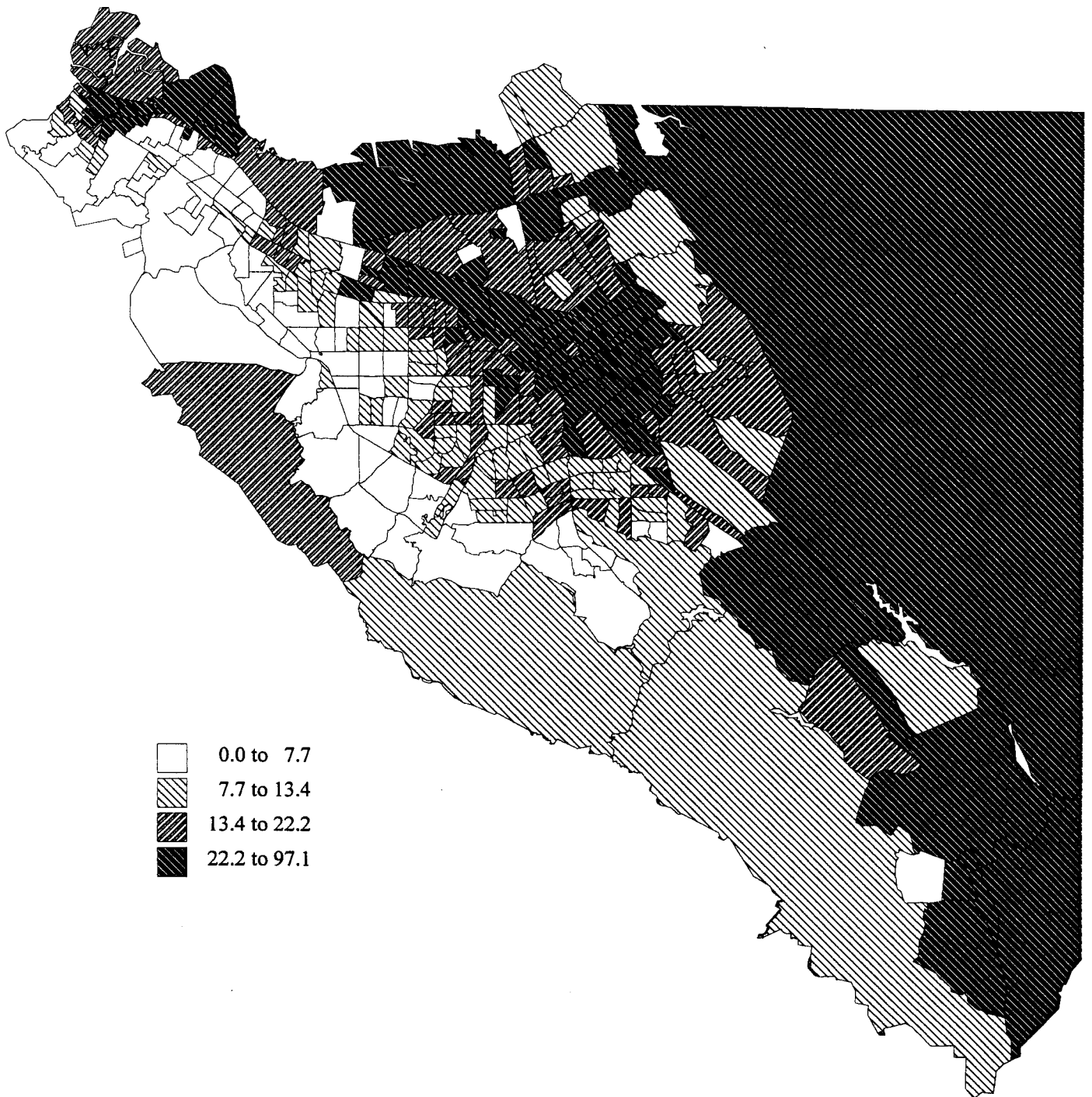


Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Education

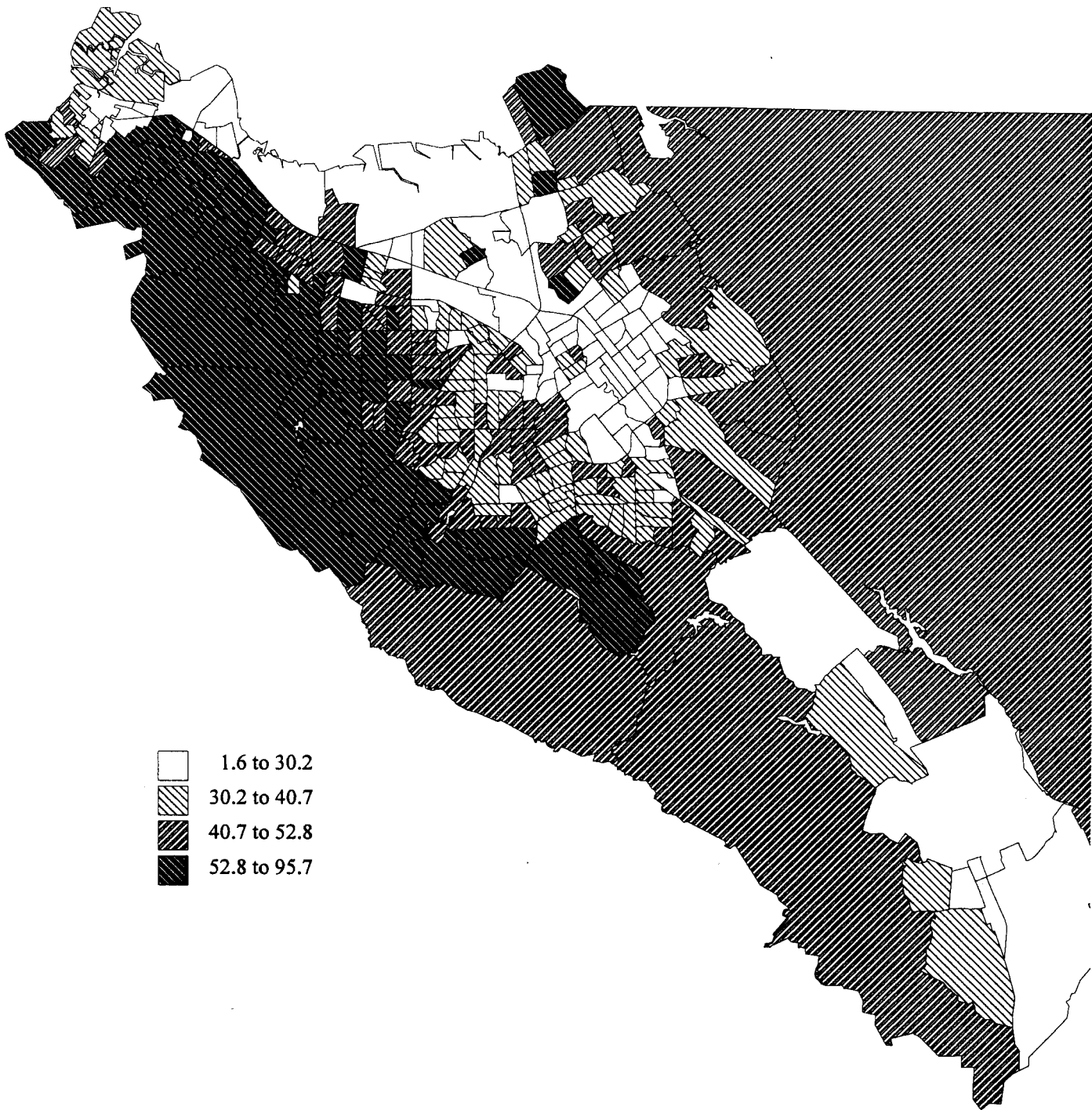
- ◆ Highly educated region—41% of adults age 25+ are college graduates
- ◆ Only 18% of adults does not have high school diploma

Figure 29
Percent of Persons, Age 25 and Over, With Less Than
a High School Education, 1990



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 30
Percent of Persons, Age 25 and Over, With at Least
an Associate College Degree, 1990



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Occupations

- ◆ 35% of employed persons are executive, managerial, or professional (US 26%)
- ◆ 22% are “blue collar” workers (US 29%)
- ◆ 17% are in sales/technical occupations (US 16%)
- ◆ 26% are in administrative support and service occupations (US 30%)

Housing types

- ◆ 30% of all housing units are multihousing
(2+ units per structure)
- ◆ 65% are single units

ACORN market types

- ◆ 64% of households are in top two ACORN Groups: Affluent Families (32%) and Upscale Households (32%); also Up and Coming Singles (18%)
- ◆ Largest ACORN type is Thriving Immigrants (22% of all households)
 - Other significant ACORN Types:
 - » Wealthy Seaboard Suburbs (18%)
 - » Prosperous Baby Boomers (10%)
 - » Enterprising Young Singles (10%)

Figure 31

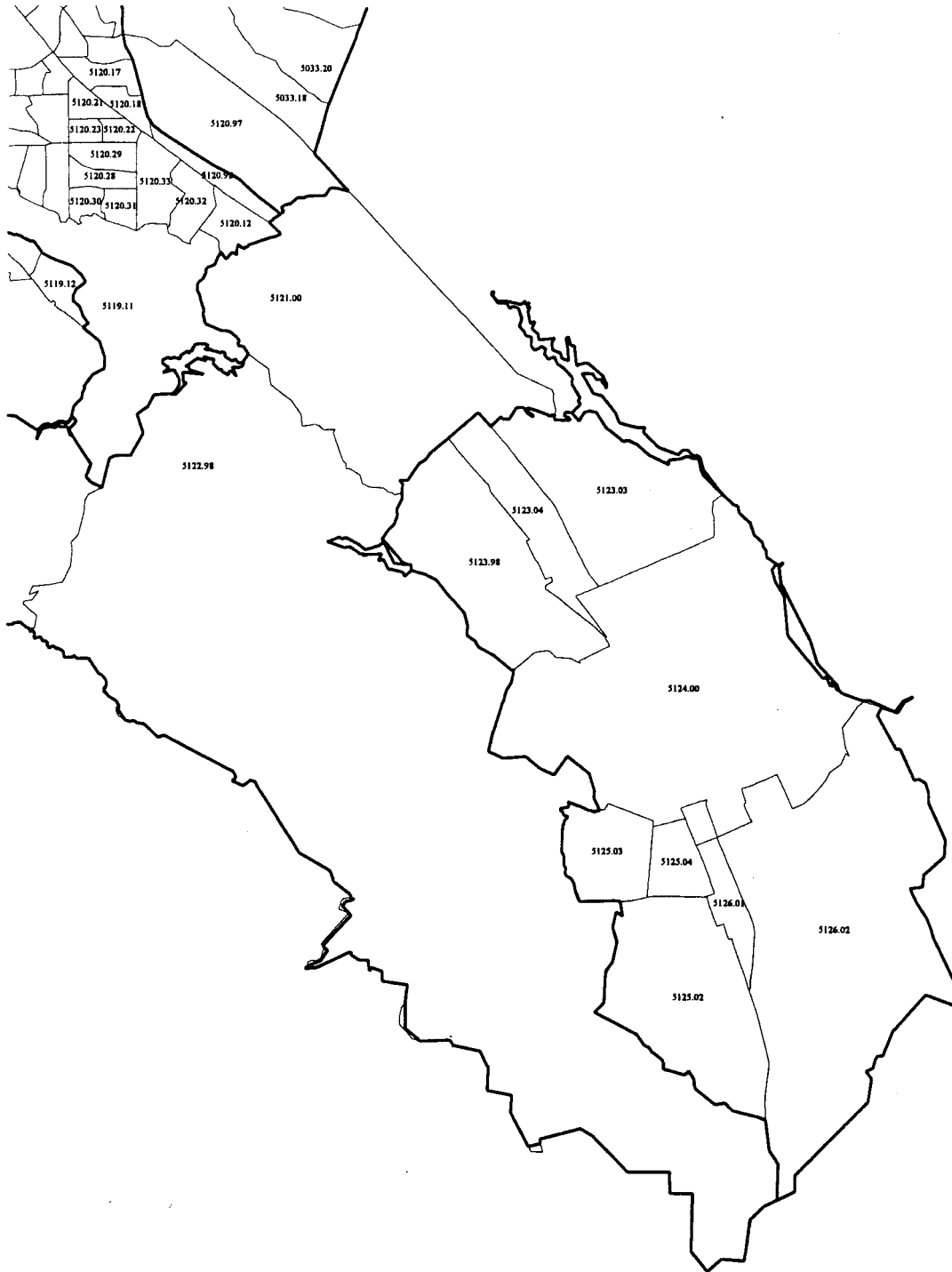
Santa Clara Valley, Census Tract Map 1



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 32

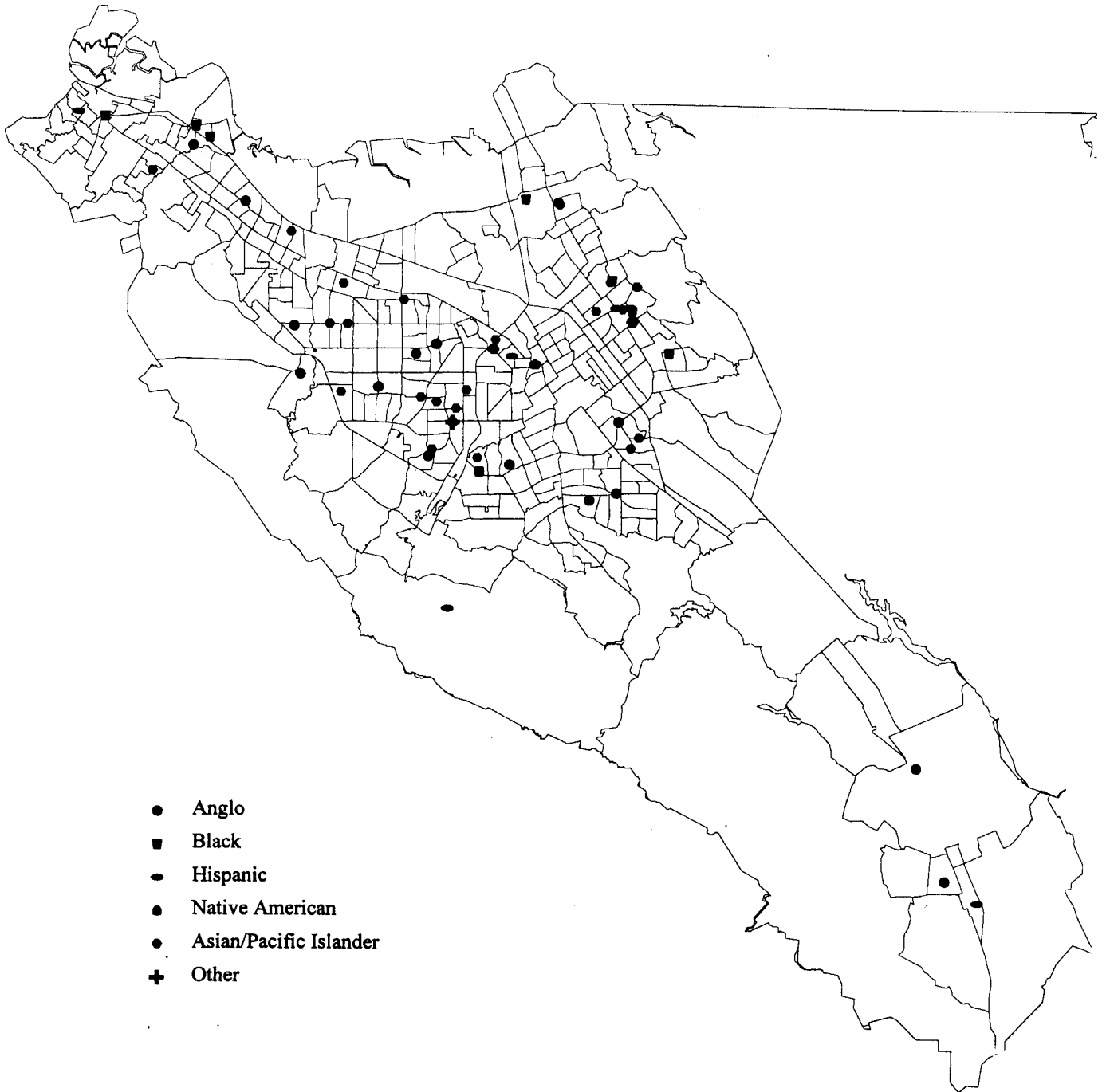
Santa Clara Valley, Census Tract Map 2



Source: Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 33

Santa Clara Valley Baptist Association Congregations



Source: Santa Clara Valley Baptist Association, San Jose, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

APPENDIX

Table 1
Total Population Trends, 1996 to 2001

	Total Population		Population Change 1996 to 2001	
	1996	2001	Net	Percent
Santa Clara Valley	1,748,562	1,820,694	72,132	4.1 %
Area 1	234,483	244,776	10,293	4.4
Area 2	39,578	42,733	3,155	8.0
Area 3	134,799	141,202	6,403	4.8
Area 4	219,005	228,999	9,994	4.6
Area 5	161,332	165,693	4,361	2.7
Area 6	177,821	183,788	5,967	3.4
Area 7	224,051	236,827	12,776	5.7
Area 8	6,034	6,198	164	2.7
Area 9	131,145	134,072	2,927	2.2
Area 10	150,619	154,357	3,738	2.5
Area 11	181,506	189,150	7,644	4.2
Area 12	10,182	10,594	412	4.0
Area 13	78,007	82,305	4,298	5.5

Source: CACI Marketing Systems, Arlington, Va.

Table 2
Anglo Population Trends, 1996 to 2001

	Anglo Population 1996	Percent of Total 1996 Population	Anglo Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	867,877	49.6 %	776,800	-91,077	-10.5 %
Area 1	135,172	57.6	126,352	-8,820	-6.5
Area 2	18,596	47.0	17,191	-1,405	-7.6
Area 3	45,541	33.8	37,054	-8,487	-18.6
Area 4	126,772	57.9	112,634	-14,138	-11.2
Area 5	94,671	58.7	83,459	-11,212	-11.8
Area 6	67,491	38.0	60,435	-7,056	-10.5
Area 7	48,134	21.5	40,992	-7,142	-14.8
Area 8	4,460	73.9	4,046	-414	-9.3
Area 9	85,258	65.0	74,500	-10,758	-12.6
Area 10	110,616	73.4	102,204	-8,412	-7.6
Area 11	84,673	46.7	74,540	-10,133	-12.0
Area 12	7,371	72.4	7,124	-247	-3.4
Area 13	39,122	50.2	36,269	-2,853	-7.3

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 3
Asian and Pacific Islander Population Trends, 1996 to 2001

	Asian and Pacific Islander Population 1996	Percent of Total 1996 Population	Asian and Pacific Islander Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	411,281	23.5 %	540,836	129,555	31.5 %
Area 1	29,492	12.6	40,791	11,299	38.3
Area 2	11,610	29.3	15,123	3,513	30.3
Area 3	63,155	46.9	77,950	14,795	23.4
Area 4	54,215	24.8	74,592	20,377	37.6
Area 5	34,465	21.4	46,732	12,267	35.6
Area 6	30,264	17.0	39,101	8,837	29.2
Area 7	78,137	34.9	97,410	19,273	24.7
Area 8	1,214	20.1	1,730	516	42.5
Area 9	35,346	27.0	47,873	12,527	35.4
Area 10	20,306	13.5	29,074	8,768	43.2
Area 11	46,498	25.6	61,121	14,623	31.4
Area 12	816	8.0	1,137	321	39.3
Area 13	5,763	7.4	8,202	2,439	42.3

Source: CACI Marketing Systems, Arlington, Va.

Table 4
Asian Subgroups and Pacific Islander Population, 1990

	Chinese	Filipino	Vietnamese	Japanese	Indian	Korean	Pacific Islander
Santa Clara Valley	67,634	63,645	54,836	28,057	21,363	15,962	9,145
Area 1	6,419	2,007	670	3,072	1,431	1,500	2,505
Area 2	725	4,371	1,333	315	376	234	212
Area 3	11,671	13,356	9,803	2,304	3,233	2,083	955
Area 4	10,953	6,998	3,047	5,183	3,160	2,442	896
Area 5	4,506	3,620	4,091	3,365	2,374	2,702	663
Area 6	3,522	4,163	6,699	2,118	841	648	610
Area 7	7,895	20,721	14,539	1,702	3,888	1,158	1,622
Area 8	400	22	9	75	121	80	4
Area 9	11,440	1,015	1,259	3,994	1,761	2,350	241
Area 10	4,348	1,047	1,191	2,473	1,358	1,010	323
Area 11	4,809	5,485	12,022	2,286	2,568	1,567	925
Area 12	195	22	36	156	45	14	16
Area 13	751	818	137	1,014	207	174	173

Table 5
Asian Subgroups and Pacific Islanders As a Percent of Total Population, 1990

	Chinese	Filipino	Vietnamese	Japanese	Indian	Korean	Pacific Islander
Santa Clara Valley	4.1 %	3.8 %	3.3 %	1.7 %	1.3 %	1.0 %	0.6 %
Area 1	2.9	0.9	0.3	1.4	0.6	0.7	1.1
Area 2	2.1	12.5	3.8	0.9	1.1	0.7	0.6
Area 3	9.3	10.6	7.8	1.8	2.6	1.7	0.8
Area 4	5.3	3.4	1.5	2.5	1.5	1.2	0.4
Area 5	2.9	2.3	2.6	2.1	1.5	1.7	0.4
Area 6	2.1	2.4	3.9	1.2	0.5	0.4	0.4
Area 7	3.8	10.1	7.1	0.8	1.9	0.6	0.8
Area 8	6.8	0.4	0.2	1.3	2.1	1.4	0.1
Area 9	8.9	0.8	1.0	3.1	1.4	1.8	0.2
Area 10	3.0	0.7	0.8	1.7	0.9	0.7	0.2
Area 11	2.8	3.2	7.0	1.3	1.5	0.9	0.5
Area 12	2.0	0.2	0.4	1.6	0.5	0.1	0.2
Area 13	1.0	1.1	0.2	1.4	0.3	0.2	0.2

Source: Bureau of the Census, Washington, D.C.

Table 6
Hispanic Population Trends, 1996 to 2001

	Hispanic Population 1996	Percent of Total 1996 Population	Hispanic Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	409,943	23.4 %	440,672	30,729	7.5 %
Area 1	51,570	22.0	58,417	6,847	13.3
Area 2	7,898	20.0	8,718	820	10.4
Area 3	21,604	16.0	21,709	105	0.5
Area 4	31,540	14.4	34,794	3,254	10.3
Area 5	27,904	17.3	30,724	2,820	10.1
Area 6	74,891	42.1	79,070	4,179	5.6
Area 7	90,139	40.2	91,135	996	1.1
Area 8	305	5.1	357	52	17.0
Area 9	9,297	7.1	10,273	976	10.5
Area 10	16,911	11.2	19,721	2,810	16.6
Area 11	42,888	23.6	45,663	2,775	6.5
Area 12	1,915	18.8	2,235	320	16.7
Area 13	33,081	42.4	37,856	4,775	14.4

Source: CACI Marketing Systems, Arlington, Va.

Table 7
Black Population Trends, 1996 to 2001

	Black Population 1996	Percent of Total 1996 Population	Black Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	77,503	4.4 %	81,210	3,707	4.8 %
Area 1	20,063	8.6	21,238	1,175	5.9
Area 2	1,762	4.5	1,942	180	10.2
Area 3	6,060	4.5	5,907	-153	-2.5
Area 4	8,098	3.7	8,747	649	8.0
Area 5	5,095	3.2	5,497	402	7.9
Area 6	8,203	4.6	8,629	426	5.2
Area 7	13,634	6.1	13,613	-21	-0.2
Area 8	60	1.0	66	6	10.0
Area 9	1,270	1.0	1,352	82	6.5
Area 10	2,674	1.8	3,030	356	13.3
Area 11	9,395	5.2	9,824	429	4.6
Area 12	96	0.9	113	17	17.7
Area 13	1,093	1.4	1,252	159	14.5

Source: CACI Marketing Systems, Arlington, Va.

Table 8
Native American Population Trends, 1996 to 2001

	Native American Population 1996	Percent of Total 1996 Population	Native American Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	12,469	0.7 %	15,856	3,387	27.2 %
Area 1	1,295	0.6	1,670	375	29.0
Area 2	282	0.7	375	93	33.0
Area 3	1,030	0.8	1,215	185	18.0
Area 4	1,250	0.6	1,605	355	28.4
Area 5	1,200	0.7	1,564	364	30.3
Area 6	1,616	0.9	2,012	396	24.5
Area 7	1,569	0.7	1,851	282	18.0
Area 8	18	0.3	25	7	38.9
Area 9	631	0.5	822	191	30.3
Area 10	1,082	0.7	1,491	409	37.8
Area 11	1,751	1.0	2,228	477	27.2
Area 12	80	0.8	113	33	41.3
Area 13	665	0.9	885	220	33.1

Source: CACI Marketing Systems, Arlington, Va.

Table 9
Age 65 and Over Population Trends, 1996 to 2001

	Age 65 and Over Population 1996	Percent of Total 1996 Population	Age 65 and Over Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	164,028	9.4 %	174,953	10,925	6.7 %
Area 1	28,260	12.1	27,971	-289	-1.0
Area 2	4,852	12.3	5,804	952	19.6
Area 3	7,643	5.7	9,290	1,647	21.5
Area 4	24,988	11.4	26,435	1,447	5.8
Area 5	17,650	10.9	18,149	499	2.8
Area 6	15,517	8.7	14,941	-576	-3.7
Area 7	15,713	7.0	17,000	1,287	8.2
Area 8	845	14.0	962	117	13.8
Area 9	15,296	11.7	17,219	1,923	12.6
Area 10	15,613	10.4	17,349	1,736	11.1
Area 11	11,015	6.1	12,767	1,752	15.9
Area 12	812	8.0	937	125	15.4
Area 13	5,824	7.5	6,129	305	5.2

Source: CACI Marketing Systems, Arlington, Va.

Table 10
Under Age 18 Population Trends, 1996 to 2001

	Under Age 18 Population 1996	Percent of Total 1996 Population	Under Age 18 Population 2001	Change 1996 to 2001	
				Net	Percent
Santa Clara Valley	440,931	25.2 %	456,860	15,929	3.6 %
Area 1	53,568	22.8	55,888	2,320	4.3
Area 2	8,766	22.1	9,411	645	7.4
Area 3	36,199	26.9	37,034	835	2.3
Area 4	45,481	20.8	47,896	2,415	5.3
Area 5	34,858	21.6	36,378	1,520	4.4
Area 6	44,569	25.1	47,751	3,182	7.1
Area 7	70,085	31.3	72,755	2,670	3.8
Area 8	1,269	21.0	1,253	-16	-1.3
Area 9	29,904	22.8	29,283	-621	-2.1
Area 10	37,450	24.9	37,985	535	1.4
Area 11	52,601	29.0	54,087	1,486	2.8
Area 12	2,412	23.7	2,439	27	1.1
Area 13	23,769	30.5	24,700	931	3.9

Source: CACI Marketing Systems, Arlington, Va.