



City 2009 Population: 36,477¹

DEMOGRAPHICS DATA COMPARISONS

2000 Census & Trending ²		New Home Buyers Since 2001 ³		New Home Buyers in 2006 ³	
INCOME		INCOME		INCOME	
< \$50,000	46%	< \$50,000	5%	< \$50,000	2%
\$50,000 - \$75,000	33%	\$50,000 - \$75,000	54%	\$50,000 - \$75,000	52%
\$75,000 +	21%	\$75,000 - \$100,000	31%	\$75,000 - \$100,000	34%
		\$100,000 - \$150,000	6%	\$100,000 - \$150,000	7%
		\$150,000 +	4%	\$150,000 +	5%
AVG. HOUSEHOLD INCOME	\$43,626	AVG. HOUSEHOLD INCOME	\$64,000	AVG. HOUSEHOLD INCOME	\$68,450
EDUCATION		EDUCATION		EDUCATION	
No College	60%	No College	51%	No College	40%
Some College	31%	Some College	26%	Some College	33%
Bachelor's Degree	6%	Bachelor's Degree	19%	Bachelor's Degree	21%
Graduate	3%	Graduate	4%	Graduate	6%
AGES		AGES		AGES	
0-17	29%	0-17	32%	0-17	33%
18-54	48%	18-54	53%	18-54	54%
55-75 +	23%	55-75 +	15%	55-75 +	13%
AVG. HOUSEHOLD SIZE	2.8	AVG. HOUSEHOLD SIZE	3.3	AVG. HOUSEHOLD SIZE	3.5

ETHNICITY

Caucasian	68%
Asian	2%
African American	3%
Other	27%



¹ California Department of Finance

² Claritas

³ New Home Builders