

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups

Prepared For



Lat/Lon: 39.22086/-119.61359

May 2007

RF9

Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Population						
Estimated Population (2006)	9,020		67,206		97,472	
Census Population (1990)	2,681		42,666		58,963	
Census Population (2000)	6,197		57,698		83,603	
Projected Population (2011)	11,379		74,991		108,772	
Forecasted Population (2016)	12,800		80,956		116,650	
Historical Annual Change (1990-2000)	3,516	13.1%	15,032	3.5%	24,640	4.2%
Historical Annual Change (2000-2006)	2,823	7.6%	9,508	2.7%	13,869	2.8%
Projected Annual Change (2006-2011)	2,359	5.2%	7,784	2.3%	11,301	2.3%
Est. Population Density (2006)	115.18	<i>psm</i>	216.50	<i>psm</i>	139.89	<i>psm</i>
Trade Area Size	78.32	<i>sq mi</i>	310.42	<i>sq mi</i>	696.78	<i>sq mi</i>
Households						
Estimated Households (2006)	3,083		25,464		36,740	
Census Households (1990)	1,011		16,766		22,753	
Census Households (2000)	2,312		22,169		31,893	
Projected Households (2011)	3,495		27,277		39,596	
Forecasted Households (2016)	3,646		28,273		41,468	
Historical Annual Change (1990-2000)	1,301	12.9%	5,403	3.2%	9,140	4.0%
Projected Annual Change (2000-2011)	1,183	4.6%	5,108	2.1%	7,703	2.2%
Average Household Income						
Est. Average Household Income (2006)	\$53,698		\$54,994		\$64,306	
Census Average Hhld Income (1990)	\$36,603		\$36,634		\$39,539	
Census Average Hhld Income (2000)	\$52,577		\$50,762		\$58,224	
Proj. Average Household Income (2011)	\$58,117		\$59,373		\$69,682	
Historical Annual Change (1990-2000)	\$15,974	4.4%	\$14,128	3.9%	\$18,685	4.7%
Projected Annual Change (2000-2011)	\$5,540	1.0%	\$8,611	1.5%	\$11,458	1.8%
Median Household Income						
Est. Median Household Income (2006)	\$54,321		\$49,628		\$55,782	
Census Median Hhld Income (1990)	\$31,329		\$32,013		\$34,229	
Census Median Hhld Income (2000)	\$48,570		\$43,970		\$49,143	
Proj. Median Household Income (2011)	\$58,567		\$53,702		\$60,723	
Historical Annual Change (1990-2000)	\$17,241	5.5%	\$11,957	3.7%	\$14,914	4.4%
Projected Annual Change (2000-2011)	\$9,996	1.9%	\$9,731	2.0%	\$11,580	2.1%
Per Capita Income						
Est. Per Capita Income (2006)	\$18,391		\$21,747		\$24,977	
Census Per Capita Income (1990)	\$13,810		\$14,396		\$15,257	
Census Per Capita Income (2000)	\$19,580		\$19,453		\$22,186	
Proj. Per Capita Income (2011)	\$17,884		\$22,471		\$26,075	
Historical Annual Change (1990-2000)	\$5,771	4.2%	\$5,057	3.5%	\$6,928	4.5%
Projected Annual Change (2000-2011)	-\$1,696	-0.8%	\$3,018	1.4%	\$3,890	1.6%
Other Income						
Est. Median Disposable Income (2006)	\$45,491		\$42,039		\$46,475	
Proj. Median Disposable Income (2011)	\$48,672		\$45,028		\$50,022	
Est. Median Household Net Worth (2006)	\$42,934		\$41,822		\$45,466	

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RF9

Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Household Income Distribution (2006)						
HH Income \$200,000 or More	24	0.8%	364	1.4%	986	2.7%
HH Income \$150,000 to 199,999	51	1.6%	470	1.8%	971	2.6%
HH Income \$125,000 to 149,999	59	1.9%	663	2.6%	1,335	3.6%
HH Income \$100,000 to 124,999	149	4.8%	1,566	6.2%	2,836	7.7%
HH Income \$75,000 to 99,999	415	13.4%	3,276	12.9%	5,138	14.0%
HH Income \$50,000 to 74,999	951	30.9%	5,877	23.1%	8,329	22.7%
HH Income \$35,000 to 49,999	615	20.0%	4,597	18.1%	6,073	16.5%
HH Income \$25,000 to 34,999	356	11.6%	3,044	12.0%	3,875	10.5%
HH Income \$15,000 to 24,999	191	6.2%	2,632	10.3%	3,311	9.0%
HH Income \$10,000 to 14,999	99	3.2%	1,264	5.0%	1,593	4.3%
HH Income \$0 to 9,999	171	5.6%	1,710	6.7%	2,294	6.2%
HH Income \$35,000+	2,265	73.5%	16,814	66.0%	25,668	69.9%
HH Income \$50,000+	1,649	53.5%	12,217	48.0%	19,595	53.3%
HH Income \$75,000+	698	22.6%	6,339	24.9%	11,266	30.7%
Race & Ethnicity (2006)						
Total Population	9,020		67,206		97,472	
White	8,396	93.1%	60,480	90.0%	88,792	91.1%
Black or African American	36	0.4%	965	1.4%	1,143	1.2%
American Indian & Alaska Native	120	1.3%	1,169	1.7%	1,763	1.8%
Asian	98	1.1%	1,377	2.0%	1,886	1.9%
Hawaiian & Pacific Islander	14	0.2%	128	0.2%	174	0.2%
Other Race	230	2.6%	2,288	3.4%	2,578	2.6%
Two or More Races	126	1.4%	799	1.2%	1,136	1.2%
Not Hispanic or Latino Population	7,854	87.1%	54,985	81.8%	82,947	85.1%
<i>Non Hispanic: White</i>	7,550	96.1%	51,463	93.6%	77,993	94.0%
<i>Non Hispanic: Black or African American</i>	32	0.4%	844	1.5%	1,012	1.2%
<i>Non Hispanic: Amer Indian & AK Native</i>	102	1.3%	928	1.7%	1,438	1.7%
<i>Non Hispanic: Asian</i>	85	1.1%	1,193	2.2%	1,669	2.0%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	10	0.1%	96	0.2%	137	0.2%
<i>Non Hispanic: Other Race</i>	0	-	2	0.0%	5	0.0%
<i>Non Hispanic: Two or More Races</i>	74	0.9%	459	0.8%	694	0.8%
Hispanic or Latino Population	1,166	12.9%	12,221	18.2%	14,525	14.9%
<i>Hispanic: White</i>	847	72.6%	9,017	73.8%	10,799	74.4%
<i>Hispanic: Black or African American</i>	4	0.3%	121	1.0%	131	0.9%
<i>Hispanic: American Indian & Alaska Native</i>	18	1.6%	241	2.0%	325	2.2%
<i>Hispanic: Asian</i>	12	1.1%	184	1.5%	217	1.5%
<i>Hispanic: Hawaiian & Pacific Islander</i>	4	0.3%	33	0.3%	37	0.3%
<i>Hispanic: Other Race</i>	230	19.7%	2,286	18.7%	2,573	17.7%
<i>Hispanic: Two or More Races</i>	51	4.4%	339	2.8%	442	3.0%
Not of Hispanic Origin Population (1990)	2,531	94.4%	39,461	92.5%	55,095	93.4%
Hispanic Origin Population (1990)	150	5.6%	3,205	7.5%	3,868	6.6%
Not Hispanic or Latino Population (2000)	5,549	89.5%	49,715	86.2%	74,145	88.7%
Hispanic or Latino Population (2000)	648	10.5%	7,983	13.8%	9,457	11.3%
Not Hispanic or Latino Population 5yr (2011)	9,766	85.8%	59,317	79.1%	90,069	82.8%
Hispanic or Latino Population 5yr (2011)	1,614	14.2%	15,674	20.9%	18,704	17.2%
Historical Annual Change (1990-2000)	498	33.2%	4,778	14.9%	5,590	14.5%
Projected Annual Change (2000-2011)	965	13.5%	7,691	8.8%	9,246	8.9%

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Age Distribution (2006)						
Total Population	9,020		67,206		97,472	
Age 0 to 4 yrs	573	6.4%	4,423	6.6%	5,915	6.1%
Age 5 to 9 yrs	605	6.7%	4,338	6.5%	6,130	6.3%
Age 10 to 14 yrs	682	7.6%	4,489	6.7%	6,587	6.8%
Age 15 to 19 yrs	627	7.0%	4,455	6.6%	6,570	6.7%
Age 20 to 24 yrs	615	6.8%	4,364	6.5%	5,689	5.8%
Age 25 to 29 yrs	612	6.8%	4,226	6.3%	5,476	5.6%
Age 30 to 34 yrs	590	6.5%	4,339	6.5%	5,866	6.0%
Age 35 to 39 yrs	612	6.8%	4,622	6.9%	6,580	6.8%
Age 40 to 44 yrs	745	8.3%	4,942	7.4%	7,421	7.6%
Age 45 to 49 yrs	709	7.9%	4,992	7.4%	7,773	8.0%
Age 50 to 54 yrs	625	6.9%	4,645	6.9%	7,448	7.6%
Age 55 to 59 yrs	551	6.1%	4,240	6.3%	6,690	6.9%
Age 60 to 64 yrs	434	4.8%	3,466	5.2%	5,366	5.5%
Age 65 to 69 yrs	390	4.3%	2,881	4.3%	4,379	4.5%
Age 70 to 74 yrs	279	3.1%	2,377	3.5%	3,493	3.6%
Age 75 to 79 yrs	188	2.1%	1,838	2.7%	2,592	2.7%
Age 80 to 84 yrs	113	1.3%	1,413	2.1%	1,892	1.9%
Age 85 yrs plus	71	0.8%	1,157	1.7%	1,604	1.6%
Median Age	35.7 yrs		37.7 yrs		39.1 yrs	
Age 19 yrs or less	2,487	27.6%	17,705	26.3%	25,202	25.9%
Age 20 to 64 years	5,492	60.9%	39,836	59.3%	58,309	59.8%
Age 65 years Plus	1,041	11.5%	9,665	14.4%	13,961	14.3%
Female Age Distribution (2006)						
Female Population	4,431	49.1%	32,785	48.8%	47,726	49.0%
Age 0 to 4 yrs	270	6.1%	2,205	6.7%	2,923	6.1%
Age 5 to 9 yrs	302	6.8%	2,127	6.5%	3,021	6.3%
Age 10 to 14 yrs	322	7.3%	2,196	6.7%	3,244	6.8%
Age 15 to 19 yrs	325	7.3%	2,210	6.7%	3,216	6.7%
Age 20 to 24 yrs	298	6.7%	2,014	6.1%	2,635	5.5%
Age 25 to 29 yrs	307	6.9%	1,910	5.8%	2,524	5.3%
Age 30 to 34 yrs	280	6.3%	1,952	6.0%	2,712	5.7%
Age 35 to 39 yrs	299	6.8%	2,067	6.3%	3,065	6.4%
Age 40 to 44 yrs	354	8.0%	2,233	6.8%	3,449	7.2%
Age 45 to 49 yrs	337	7.6%	2,333	7.1%	3,738	7.8%
Age 50 to 54 yrs	309	7.0%	2,289	7.0%	3,645	7.6%
Age 55 to 59 yrs	287	6.5%	2,157	6.6%	3,356	7.0%
Age 60 to 64 yrs	204	4.6%	1,731	5.3%	2,631	5.5%
Age 65 to 69 yrs	199	4.5%	1,488	4.5%	2,219	4.7%
Age 70 to 74 yrs	143	3.2%	1,258	3.8%	1,787	3.7%
Age 75 to 79 yrs	101	2.3%	1,050	3.2%	1,440	3.0%
Age 80 to 84 yrs	55	1.3%	838	2.6%	1,107	2.3%
Age 85 yrs plus	39	0.9%	726	2.2%	1,013	2.1%
Female Median Age	35.8 yrs		38.7 yrs		39.8 yrs	
Age 19 yrs or less	1,218	27.5%	8,739	26.7%	12,404	26.0%
Age 20 to 64 years	2,675	60.4%	18,686	57.0%	27,756	58.2%
Age 65 years Plus	537	12.1%	5,361	16.4%	7,566	15.9%

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RF9

Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Male Age Distribution (2006)						
Male Population	4,589	50.9%	34,421	51.2%	49,745	51.0%
Age 0 to 4 yrs	303	6.6%	2,218	6.4%	2,992	6.0%
Age 5 to 9 yrs	303	6.6%	2,211	6.4%	3,109	6.3%
Age 10 to 14 yrs	360	7.8%	2,293	6.7%	3,343	6.7%
Age 15 to 19 yrs	303	6.6%	2,245	6.5%	3,354	6.7%
Age 20 to 24 yrs	317	6.9%	2,350	6.8%	3,053	6.1%
Age 25 to 29 yrs	305	6.6%	2,316	6.7%	2,952	5.9%
Age 30 to 34 yrs	310	6.8%	2,387	6.9%	3,154	6.3%
Age 35 to 39 yrs	313	6.8%	2,555	7.4%	3,515	7.1%
Age 40 to 44 yrs	391	8.5%	2,709	7.9%	3,972	8.0%
Age 45 to 49 yrs	372	8.1%	2,659	7.7%	4,035	8.1%
Age 50 to 54 yrs	316	6.9%	2,357	6.8%	3,803	7.6%
Age 55 to 59 yrs	263	5.7%	2,083	6.1%	3,334	6.7%
Age 60 to 64 yrs	230	5.0%	1,735	5.0%	2,735	5.5%
Age 65 to 69 yrs	191	4.2%	1,393	4.0%	2,160	4.3%
Age 70 to 74 yrs	136	3.0%	1,118	3.2%	1,706	3.4%
Age 75 to 79 yrs	87	1.9%	788	2.3%	1,152	2.3%
Age 80 to 84 yrs	58	1.3%	574	1.7%	785	1.6%
Age 85 yrs plus	32	0.7%	431	1.3%	591	1.2%
Male Median Age	35.6 yrs		36.9 yrs		38.4 yrs	
Age 19 yrs or less	1,269	27.7%	8,966	26.0%	12,798	25.7%
Age 20 to 64 years	2,817	61.4%	21,150	61.4%	30,553	61.4%
Age 65 years Plus	504	11.0%	4,304	12.5%	6,394	12.9%
Males per 100 Females, Male % Pop (2006)						
Overall Comparison	104		105		104	
Age 0 to 4 yrs	112	52.9%	101	50.1%	102	50.6%
Age 5 to 9 yrs	100	50.1%	104	51.0%	103	50.7%
Age 10 to 14 yrs	112	52.8%	104	51.1%	103	50.8%
Age 15 to 19 yrs	93	48.3%	102	50.4%	104	51.0%
Age 20 to 24 yrs	106	51.6%	117	53.8%	116	53.7%
Age 25 to 29 yrs	99	49.8%	121	54.8%	117	53.9%
Age 30 to 34 yrs	111	52.6%	122	55.0%	116	53.8%
Age 35 to 39 yrs	104	51.1%	124	55.3%	115	53.4%
Age 40 to 44 yrs	110	52.5%	121	54.8%	115	53.5%
Age 45 to 49 yrs	110	52.5%	114	53.3%	108	51.9%
Age 50 to 54 yrs	102	50.6%	103	50.7%	104	51.1%
Age 55 to 59 yrs	92	47.8%	97	49.1%	99	49.8%
Age 60 to 64 yrs	113	53.0%	100	50.0%	104	51.0%
Age 65 to 69 yrs	96	49.0%	94	48.3%	97	49.3%
Age 70 to 74 yrs	95	48.7%	89	47.0%	95	48.8%
Age 75 to 79 yrs	86	46.2%	75	42.9%	80	44.4%
Age 80 to 84 yrs	104	51.0%	69	40.7%	71	41.5%
Age 85 yrs plus	83	45.4%	59	37.3%	58	36.9%
Age 19 yrs or less	104	51.0%	103	50.6%	103	50.8%
Age 20 to 39 yrs	105	51.2%	121	54.7%	116	53.7%
Age 40 to 64 yrs	105	51.3%	107	51.8%	106	51.5%
Age 65 years Plus	94	48.4%	80	44.5%	85	45.8%

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Commercial Real Estate Services

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Household Type (2006)						
Total Households	3,083		25,464		36,740	
Households with Children	1,206	39.1%	8,591	33.7%	12,547	34.2%
Average Household Size	2.93		2.54		2.56	
Est. Household Density	39.36	psm	82.03	psm	52.73	psm
Population Family	7,765	86.1%	52,978	78.8%	78,955	81.0%
Population Non-Family	1,252	13.9%	11,631	17.3%	15,266	15.7%
Population Group Qtrs	3	0.0%	2,596	3.9%	3,251	3.3%
Family Households	2,267	73.5%	16,749	65.8%	25,036	68.1%
<i>Married Couple Hhlds</i>	1,834	80.9%	12,820	76.5%	19,830	79.2%
<i>Other Family Hhlds</i>	433	19.1%	3,929	23.5%	5,206	20.8%
Family Households With Children	1,170	51.6%	8,382	50.0%	12,284	49.1%
<i>Married Couple With Children</i>	871	74.4%	5,701	68.0%	8,751	71.2%
<i>Other Family Hhlds With Children</i>	299	25.6%	2,681	32.0%	3,533	28.8%
Family Households No Children	1,096	48.4%	8,367	50.0%	12,752	50.9%
<i>Married Couple No Children</i>	963	87.8%	7,119	85.1%	11,079	86.9%
<i>Other Family Households No Childrer</i>	133	12.2%	1,247	14.9%	1,673	13.1%
Average Family Household Size	3.43		3.16		3.15	
Average Family Income	\$57,764		\$62,104		\$73,506	
Median Family Income	\$58,950		\$58,211		\$65,457	
Non-Family Households	816	26.5%	8,716	34.2%	11,703	31.9%
Non-Family Hhlds With Children	36	4.4%	209	2.4%	262	2.2%
Non-Family Hhld No Children	780	95.6%	8,507	97.6%	11,441	97.8%
<i>N-F Hhld Lone Person No Children</i>	473	57.9%	6,536	75.0%	8,661	74.0%
Lone Male Householder	268	56.7%	2,903	44.4%	4,043	46.7%
Lone Female Householder	205	43.3%	3,633	55.6%	4,618	53.3%
<i>N-F Hhld 2+ Persons No Children</i>	307	37.7%	1,971	22.6%	2,780	23.8%
Average Non-Family Hhld Size	1.53		1.33		1.30	
Marital Status (2006)						
(15 Years or Older)	7,161		53,951		78,835	
Never Married	1,283	17.9%	10,746	19.9%	15,052	19.1%
Now Married	4,385	61.2%	28,149	52.2%	43,806	55.6%
Previously Married	1,493	20.8%	15,056	27.9%	19,977	25.3%
<i>Separated</i>	207	13.8%	3,779	25.1%	4,742	23.7%
<i>Widowed</i>	311	20.8%	3,415	22.7%	4,690	23.5%
<i>Divorced</i>	975	65.3%	7,862	52.2%	10,545	52.8%
Educational Attainment (2006)						
Adult Population (25 Years or Older)	5,918		45,137		66,581	
Elementary (0 to 8)	210	3.5%	2,202	4.9%	2,654	4.0%
Some High School (9 to 11)	553	9.4%	5,146	11.4%	6,631	10.0%
High School Graduate (12)	1,846	31.2%	13,108	29.0%	18,526	27.8%
Some College (13 to 16)	2,032	34.3%	13,551	30.0%	19,660	29.5%
Associate Degree Only	532	9.0%	3,470	7.7%	5,396	8.1%
Bachelor Degree Only	562	9.5%	5,131	11.4%	8,876	13.3%
Graduate Degree	182	3.1%	2,529	5.6%	4,838	7.3%
Any College + (Some College or higher)	3,309	55.9%	24,682	54.7%	38,770	58.2%
College Degree + (Bachelor Degree or higher)	745	12.6%	7,660	17.0%	13,714	20.6%

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Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Housing (2006)						
Total Housing Units	3,083		25,834		37,467	
Housing Units, Occupied	3,083	100.0%	25,464	98.6%	36,740	98.1%
<i>Housing Units, Owner-Occupied</i>	2,416	78.4%	16,794	66.0%	26,409	71.9%
<i>Housing Units, Renter-Occupied</i>	666	21.6%	8,670	34.0%	10,330	28.1%
Housing Units, Vacant	0	0.0%	370	1.4%	728	1.9%
Total Housing Units (2000)	2,428		23,369		33,530	
Historical Annual Change (2000-2006)	655	4.5%	2,465	1.8%	3,938	2.0%
Household Size (2006)						
Total Households	3,083		25,464		36,740	
1 Person Household	473	15.3%	6,536	25.7%	8,661	23.6%
2 Person Households	994	32.2%	8,919	35.0%	13,410	36.5%
3 Person Households	520	16.9%	3,989	15.7%	5,881	16.0%
4 Person Households	681	22.1%	3,549	13.9%	5,247	14.3%
5 Person Households	291	9.4%	1,559	6.1%	2,287	6.2%
6 Person Households	87	2.8%	569	2.2%	799	2.2%
7+ Person Households	38	1.2%	342	1.3%	455	1.2%
Household Stability (2006)						
Total Households	3,083		25,464		36,740	
In current residence < 1 year	465	15.1%	3,637	14.3%	5,055	13.8%
In current residence 1-2 years	1,153	37.4%	9,421	37.0%	13,028	35.5%
In current residence 3-5 years	620	20.1%	4,975	19.5%	7,448	20.3%
In current residence 6-10 years	316	10.3%	2,898	11.4%	4,637	12.6%
In current residence > 10 years	527	17.1%	4,533	17.8%	6,571	17.9%
Turnover (% Annual Residential Turnover)		15.1%		14.3%		13.8%
Stability (% In Current Residence 5+ Years)		27.4%		29.2%		30.5%
Median Years in Residence	2.6 yrs		3.0 yrs		3.1 yrs	
Household Vehicles (2006)						
Total Vehicles Available	6,823		48,140		73,555	
Household: 0 Vehicles Available	83	2.7%	1,390	5.5%	1,743	4.7%
Household: 1 Vehicles Available	687	22.3%	8,579	33.7%	10,997	29.9%
Household: 2 Vehicles Available	1,421	46.1%	9,686	38.0%	14,323	39.0%
Household: 3+ Vehicles Available	892	28.9%	5,810	22.8%	9,676	26.3%
Average Per Household	2.2 Vehicles		1.9 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	5,569	81.6%	35,285	73.3%	58,012	78.9%
<i>Average Per Owner Household</i>	2.3 Vehicles		2.1 Vehicles		2.2 Vehicles	
Renter Occupied Hhlds Vehicles	1,255	18.4%	12,855	26.7%	15,543	21.1%
<i>Average Per Renter Household</i>	1.9 Vehicles		1.5 Vehicles		1.5 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	3,053		26,748		39,406	
Travel to Work in 14 Minutes or Less	808	26.5%	12,511	46.8%	15,506	39.4%
Travel to Work in 15 to 29 Minutes	1,197	39.2%	7,274	27.2%	12,937	32.8%
Travel to Work in 30 to 59 Minutes	731	24.0%	5,064	18.9%	7,967	20.2%
Travel to Work in 60 Minutes or More	233	7.6%	1,045	3.9%	1,615	4.1%
Work at Home	84	2.7%	854	3.2%	1,381	3.5%
Average Travel Time to Work	24.7 mins		18.8 mins		19.7 mins	

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Prepared For



Lat/Lon: 39.22086/-119.61359

May 2007

RF9

Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Transportation To Work (2000)						
Work Base	3,053		26,748		39,406	
Drive to Work Alone	2,532	83.0%	20,920	78.2%	31,410	79.7%
Drive to Work in Carpool	399	13.1%	3,793	14.2%	5,093	12.9%
Travel to Work - Public Transportation	3	0.1%	146	0.5%	162	0.4%
Drive to Work on Motorcycle	0	-	39	0.1%	50	0.1%
Bicycle to Work	3	0.1%	226	0.8%	251	0.6%
Walk to Work	31	1.0%	629	2.4%	794	2.0%
Other Means	1	0.0%	141	0.5%	265	0.7%
Work at Home	84	2.7%	854	3.2%	1,381	3.5%
Daytime Demos (2006)						
Total Number of Businesses	284		3,758		4,565	
Total Number of Employees	3,003		36,038		45,313	
Company Headqtrs: Businesses	1	0.3%	86	2.3%	92	2.0%
Company Headqtrs: Employees	2	0.1%	4,784	13.3%	7,045	15.5%
Employee Population per Business	10.6 to 1		9.6 to 1		9.9 to 1	
Residential Population per Business	31.8 to 1		17.9 to 1		21.3 to 1	
Est. Adj. Daytime Demographics (Age16+)	5,456		57,662		76,131	
Labor Force (2006)						
Labor: Population Age 16+	7,013		53,038		77,473	
Unemployment Rate	3.1%		3.2%		3.1%	
Labor Force Total: Males	3,548	50.6%	27,219	51.3%	39,589	51.1%
<i>Male civilian employec</i>	2,473	69.7%	16,599	61.0%	24,882	62.9%
<i>Male civilian unemployec</i>	95	2.7%	1,055	3.9%	1,472	3.7%
<i>Males in Armed Forces</i>	0	-	22	0.1%	32	0.1%
<i>Males not in labor force</i>	980	27.6%	9,543	35.1%	13,203	33.4%
Labor Force Total: Females	3,465	49.4%	25,819	48.7%	37,884	48.9%
<i>Female civilian employec</i>	2,089	60.3%	14,775	57.2%	21,725	57.3%
<i>Female civilian unemployec</i>	120	3.5%	631	2.4%	905	2.4%
<i>Females in Armed Forces</i>	0	-	17	0.1%	17	0.0%
<i>Females not in labor force</i>	1,257	36.3%	10,396	40.3%	15,238	40.2%
Employment Force Change (2000-2006)	1,508	49.4%	4,663	17.5%	7,245	18.4%
Male Change (2000-2006)	830	50.6%	2,469	17.5%	3,884	18.5%
Female Change (2000-2006)	678	48.1%	2,194	17.4%	3,362	18.3%
Occupation (2000)						
Occupation: Population Age 16+	3,053		26,711		39,361	
<i>Occupation Total: Males</i>	1,642	53.8%	14,130	52.9%	20,998	53.3%
<i>Occupation Total: Females</i>	1,411	46.2%	12,581	47.1%	18,363	46.7%
Mgmt, Business, & Financial Operations	358	11.7%	3,172	11.9%	5,297	13.5%
Professional and Related	522	17.1%	4,671	17.5%	7,325	18.6%
Service	497	16.3%	4,752	17.8%	6,606	16.8%
Sales and Office	801	26.2%	7,399	27.7%	10,913	27.7%
Farming, Fishing, and Forestry	12	0.4%	82	0.3%	101	0.3%
Construction, Extraction, & Maintenance	356	11.7%	2,702	10.1%	3,948	10.0%
Production, Transport, & Material Moving	507	16.6%	3,933	14.7%	5,170	13.1%
<i>White Collar</i>	55.1%		57.1%		59.8%	
<i>Blue Collar</i>	44.9%		42.9%		40.2%	

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RF9

Santa Maria Ranch	5.00 mi radius		10.00 mi radius		15.00 mi radius	
Units In Structure (2000)						
Total Units	2,428		23,369		33,530	
1 Detached Unit	1,464	60.3%	13,077	56.0%	21,199	63.2%
1 Attached Unit	109	4.5%	961	4.1%	1,061	3.2%
2 Units	32	1.3%	638	2.7%	680	2.0%
3 to 4 Units	145	6.0%	1,065	4.6%	1,190	3.5%
5 to 9 Units	14	0.6%	868	3.7%	969	2.9%
10 to 19 Units	0	-	928	4.0%	1,020	3.0%
20 to 49 Units	0	-	981	4.2%	1,074	3.2%
50 or more Units	7	0.3%	858	3.7%	949	2.8%
Mobile Home or Trailer	649	26.7%	3,956	16.9%	5,314	15.8%
Other Structure	9	0.4%	37	0.2%	73	0.2%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	161	6.6%	650	2.8%	1,200	3.6%
Homes Built 1995 to 1998	717	29.5%	3,004	12.9%	5,149	15.4%
Homes Built 1990 to 1994	484	19.9%	3,111	13.3%	4,658	13.9%
Homes Built 1980 to 1989	541	22.3%	4,636	19.8%	6,879	20.5%
Homes Built 1970 to 1979	311	12.8%	6,898	29.5%	9,260	27.6%
Homes Built 1960 to 1969	93	3.8%	3,245	13.9%	4,005	11.9%
Homes Built 1950 to 1959	23	1.0%	903	3.9%	1,166	3.5%
Homes Built 1940 to 1949	10	0.4%	344	1.5%	414	1.2%
Homes Built Before 1939	87	3.6%	578	2.5%	799	2.4%
Median Age of Homes	8.4 yrs		19.6 yrs		17.9 yrs	
Home Values (2000)						
Owner Specified Housing Units	1,230		10,517		17,160	
Home Values \$1,000,000 or More	0	-	4	0.0%	20	0.1%
Home Values \$750,000 or \$999,999	0	-	6	0.1%	41	0.2%
Home Values \$500,000 or \$749,999	0	-	28	0.3%	248	1.4%
Home Values \$400,000 to \$499,999	14	1.1%	102	1.0%	365	2.1%
Home Values \$300,000 to \$399,999	17	1.4%	243	2.3%	777	4.5%
Home Values \$250,000 to \$299,999	56	4.6%	612	5.8%	1,432	8.3%
Home Values \$200,000 to \$249,999	90	7.3%	1,000	9.5%	2,433	14.2%
Home Values \$175,000 to \$199,999	74	6.0%	809	7.7%	1,750	10.2%
Home Values \$150,000 to \$174,999	167	13.6%	1,525	14.5%	2,530	14.7%
Home Values \$125,000 to \$149,999	167	13.6%	2,541	24.2%	3,302	19.2%
Home Values \$100,000 to \$124,999	497	40.4%	2,755	26.2%	3,182	18.5%
Home Values \$90,000 to \$99,999	67	5.4%	392	3.7%	443	2.6%
Home Values \$80,000 to \$89,999	39	3.2%	186	1.8%	227	1.3%
Home Values \$70,000 to \$79,999	9	0.7%	98	0.9%	126	0.7%
Home Values \$60,000 to \$69,999	15	1.2%	76	0.7%	91	0.5%
Home Values \$50,000 to \$59,999	0	-	50	0.5%	52	0.3%
Home Values \$35,000 to \$49,999	1	0.1%	32	0.3%	54	0.3%
Home Values \$25,000 to \$34,999	15	1.2%	41	0.4%	56	0.3%
Home Values \$10,000 to \$24,999	0	-	15	0.1%	21	0.1%
Home Values \$0 to \$9,999	0	-	0	-	9	0.1%
Owner Occupied Median Home Value	\$138,960		\$149,625		\$172,985	
Renter Occupied Median Rent	\$677		\$599		\$599	

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RF9

Santa Maria Ranch	5.00 mi radius	10.00 mi radius	15.00 mi radius
Consumer Expenditure (Annual Total)			
Total Household Expenditure (2006)	\$141,359,032	\$1,184,891,318	\$1,893,324,290
Total Non-Retail Expenditures (2006)	\$79,320,429	\$662,781,587	\$1,061,334,283
Total Retail Expenditures (2006)	\$62,038,603	\$522,109,731	\$831,990,007
Apparel (2006)	\$2,070,373	\$17,222,441	\$27,537,734
Contributions (2006)	\$4,977,477	\$42,681,210	\$71,117,178
Education (2006)	\$3,100,984	\$27,049,234	\$45,256,908
Entertainment (2006)	\$8,156,173	\$68,116,586	\$109,411,369
Food And Beverages (2006)	\$22,903,209	\$191,143,904	\$301,796,162
Furnishings And Equipment (2006)	\$6,278,880	\$52,674,721	\$85,657,695
Gifts (2006)	\$3,590,092	\$30,939,414	\$51,090,416
Health Care (2006)	\$9,120,890	\$77,327,956	\$120,953,741
Household Operations (2006)	\$4,983,977	\$41,941,056	\$69,046,319
Miscellaneous Expenses (2006)	\$2,461,200	\$20,839,322	\$32,889,459
Personal Care (2006)	\$2,124,096	\$17,842,374	\$28,390,793
Personal Insurance (2006)	\$1,417,199	\$11,955,831	\$19,727,044
Reading (2006)	\$473,300	\$4,015,993	\$6,422,907
Shelter (2006)	\$27,978,239	\$234,991,744	\$377,182,083
Tobacco (2006)	\$1,025,389	\$8,562,588	\$13,013,716
Transportation (2006)	\$30,186,809	\$249,366,325	\$396,109,755
Utilities (2006)	\$10,510,743	\$88,220,624	\$137,721,019
Consumer Expenditure (per Household per Month)			
Total Household Expenditure (2006)	\$3,821	\$3,878	\$4,294
Total Non-Retail Expenditures (2006)	\$2,144 56.1%	\$2,169 55.9%	\$2,407 56.1%
Total Retail Expenditures (2006)	\$1,677 43.9%	\$1,709 44.1%	\$1,887 43.9%
Apparel (2006)	\$56 1.5%	\$56 1.5%	\$62 1.5%
Contributions (2006)	\$135 3.5%	\$140 3.6%	\$161 3.8%
Education (2006)	\$84 2.2%	\$89 2.3%	\$103 2.4%
Entertainment (2006)	\$220 5.8%	\$223 5.7%	\$248 5.8%
Food And Beverages (2006)	\$619 16.2%	\$626 16.1%	\$685 15.9%
Furnishings And Equipment (2006)	\$170 4.4%	\$172 4.4%	\$194 4.5%
Gifts (2006)	\$97 2.5%	\$101 2.6%	\$116 2.7%
Health Care (2006)	\$247 6.5%	\$253 6.5%	\$274 6.4%
Household Operations (2006)	\$135 3.5%	\$137 3.5%	\$157 3.6%
Miscellaneous Expenses (2006)	\$67 1.7%	\$68 1.8%	\$75 1.7%
Personal Care (2006)	\$57 1.5%	\$58 1.5%	\$64 1.5%
Personal Insurance (2006)	\$38 1.0%	\$39 1.0%	\$45 1.0%
Reading (2006)	\$13 0.3%	\$13 0.3%	\$15 0.3%
Shelter (2006)	\$756 19.8%	\$769 19.8%	\$856 19.9%
Tobacco (2006)	\$28 0.7%	\$28 0.7%	\$30 0.7%
Transportation (2006)	\$816 21.4%	\$816 21.0%	\$898 20.9%
Utilities (2006)	\$284 7.4%	\$289 7.4%	\$312 7.3%

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