



## Demographics

SITE NAME: TRADE AREA SIZE:	Site 1 - 3 mi		Site 1 - 5 mi		Site 1 - 10 mi		Counties Ventura CA	
	VALUE	%	VALUE	%	VALUE	%	VALUE	%
<b>Population</b>								
Population (1990)	39,785		92,711		265,338		669,015	
Population (2000)	43,349		108,180		308,683		753,197	
Population (2005)	46,961		116,015		333,580		813,570	
Population (2010)	50,424		123,451		357,251		870,395	
Population (2015)	54,341		131,908		384,159		935,329	
Population Family (2005)	40,129	85.5%	99,916	86.1%	289,600	86.8%	703,079	86.4%
Population Group Quarters (2005)	124	0.3%	545	0.5%	4,551	1.4%	12,964	1.6%
Pct. Population Growth ('90-'00)	8.96		16.69		16.34		12.58	
Pct. Population Growth ('00-'05)	8.33		7.24		8.07		8.02	
Pct. Population Growth ('05-'10)	7.37		6.41		7.10		6.98	
Geographic Area Size	28,2174		78,3817		303,8205		1,857,5663	
Population Density (2005)	1,664.26		1,480.13		1,097.95		437.98	
<b>Households</b>								
Households (1990)	14,767		33,479		89,513		217,301	
Households (2000)	16,573		39,601		105,320		243,234	
Households (2005)	17,680		42,048		112,845		262,343	
Households (2010)	18,638		44,105		119,292		278,112	
Households (2015)	19,776		46,584		126,977		297,309	
Households: Family (2005)	12,712	71.9%	30,858	73.4%	86,803	76.9%	199,444	76.0%
<b>Gender (2005)</b>								
Male (2005)	22,969	48.9%	56,904	49.0%	164,737	49.4%	407,628	50.1%
Female (2005)	23,993	51.1%	59,112	51.0%	168,843	50.6%	405,942	49.9%
<b>Race &amp; Ethnicity (2005)</b>								
Race: White (2005)	42,743	91.0%	104,776	90.3%	297,279	89.1%	666,251	81.9%
Race: Black (2005)	372	0.8%	891	0.8%	2,893	0.9%	10,453	1.3%
Race: Asian or Pacific Islander (2005)	2,504	5.3%	6,492	5.6%	19,414	5.8%	47,572	5.8%
Race: Other Race (2005)	751	1.6%	2,355	2.0%	9,020	2.7%	74,144	9.1%
Race: Two or More Races (2005)	592	1.3%	1,500	1.3%	4,974	1.5%	15,150	1.9%
Ethnicity: Hispanic (2005)	6,257	13.3%	16,325	14.1%	54,860	16.4%	295,881	36.4%
<b>Age Distribution (2005)</b>								
Age 0-4 (2005)	2,599	5.5%	7,047	6.1%	21,649	6.5%	57,625	7.1%
Age 5-9 (2005)	2,956	6.3%	7,907	6.8%	23,602	7.1%	58,473	7.2%
Age 10-13 (2005)	2,832	6.0%	7,404	6.4%	21,404	6.4%	50,334	6.2%
Age 14-17 (2005)	2,827	6.0%	7,211	6.2%	20,669	6.2%	49,678	6.1%
Age 18-24 (2005)	3,033	6.5%	7,845	6.8%	27,185	8.1%	81,711	10.0%
Age 25-34 (2005)	4,747	10.1%	12,359	10.7%	37,434	11.2%	104,961	12.9%
Age 35-44 (2005)	7,349	15.6%	19,029	16.4%	55,202	16.5%	121,747	15.0%
Age 45-54 (2005)	8,595	18.3%	20,552	17.7%	56,798	17.0%	119,331	14.7%
Age 55-64 (2005)	6,235	13.3%	13,940	12.0%	37,581	11.3%	82,205	10.1%
Age 65-74 (2005)	3,213	6.8%	6,951	6.0%	18,064	5.4%	45,953	5.6%
Age 75-84 (2005)	1,935	4.1%	4,118	3.5%	10,000	3.0%	29,203	3.6%
Age 85+ (2005)	668	1.4%	1,697	1.5%	4,099	1.2%	12,346	1.5%

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	VALUE	%	VALUE	%	VALUE	%	VALUE	%
<b>Median Age</b>								
Median Age (1990)	36.01		34.49		32.86		30.70	
Median Age (2000)	39.69		37.75		35.97		33.16	
Median Age (2005)	40.79		38.95		37.14		34.34	
Median Age (2010)	41.89		40.01		38.12		35.20	
<b>Median Household Income</b>								
Median Household Income (1990)	67,504		62,902		62,267		45,614	
Median Household Income (2000)	84,979		84,495		84,774		59,739	
Median Household Income (2005)	95,881		96,051		95,182		66,070	
Median Household Income (2010)	109,023		109,590		108,986		74,785	
<b>Median Household Income by Age (2005)</b>								
Median Income: Age < 25 (2005)	39,987		49,481		52,549		39,497	
Median Income: Age 25-34 (2005)	78,080		83,329		84,329		59,263	
Median Income: Age 35-44 (2005)	103,790		102,521		101,886		71,402	
Median Income: Age 45-54 (2005)	113,750		112,188		108,232		80,606	
Median Income: Age 55-64 (2005)	106,078		103,404		103,470		73,179	
Median Income: Age 65-74 (2005)	80,202		76,892		75,622		53,270	
Median Income: Age 75+ (2005)	56,292		51,931		57,448		39,875	
<b>Per Capita Income</b>								
Per Capita Income (1990)	30,920		27,483		25,089		17,614	
Per Capita Income (2000)	41,751		38,579		35,627		24,263	
Per Capita Income (2005)	52,901		48,921		44,204		31,500	
Per Capita Income (2010)	56,615		52,919		48,186		34,953	
<b>Average Household Income</b>								
Average Household Income (1990)	83,304		76,106		74,369		54,229	
Average Household Income (2000)	108,722		105,893		104,686		75,048	
Average Household Income (2005)	140,274		134,547		129,840		96,117	
Average Household Income (2010)	152,912		147,661		143,433		107,742	
<b>Median Disposable Income</b>								
Median Disposable Income (2005)	74,802		74,959		74,510		54,673	
Median Disposable Income (2010)	84,399		84,556		84,302		60,479	
<b>Aggregate Income</b>								
Aggregate Income (\$MM) (2005)	2,484.29		5,675.57		14,745.59		25,627.80	
Aggregate Income (\$MM) (2010)	2,854.78		6,532.92		17,214.52		30,423.29	
<b>Income Distribution (2005)</b>								
HH Inc. \$ 0 - \$ 15k (2005)	1,130	6.4%	2,522	6.0%	5,607	5.0%	21,043	8.0%
HH Inc. \$15 - \$ 25k (2005)	970	5.5%	2,155	5.1%	5,373	4.8%	20,223	7.7%
HH Inc. \$25 - \$ 35k (2005)	1,056	6.0%	2,367	5.6%	5,963	5.3%	20,685	7.9%
HH Inc. \$35 - \$ 50k (2005)	1,855	10.5%	4,142	9.9%	11,211	9.9%	35,492	13.5%
HH Inc. \$50 - \$ 75k (2005)	2,552	14.4%	6,411	15.2%	17,859	15.8%	50,279	19.2%
HH Inc. \$75 - \$100k (2005)	2,292	13.0%	6,136	14.6%	18,029	16.0%	40,232	15.3%
HH Inc. \$100k - \$150 (2005)	3,515	19.9%	8,910	21.2%	25,304	22.4%	45,255	17.3%

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<b>Income Distribution (2005)</b>								
HH Inc. \$150 - \$200k (2005)	1,531	8.7%	3,722	8.9%	9,772	8.7%	13,796	5.3%
HH Inc. \$200K+ (2005)	2,780	15.7%	5,683	13.5%	13,725	12.2%	15,338	5.8%
<b>Household Size (2005)</b>								
1 Person Household (2005)	4,033	22.8%	8,982	21.4%	20,233	17.9%	50,224	19.1%
2 Person Households (2005)	6,833	38.6%	15,510	36.9%	40,850	36.2%	92,668	35.3%
3 Person Households (2005)	2,798	15.8%	6,872	16.3%	19,448	17.2%	42,638	16.3%
4 Person Households (2005)	2,448	13.8%	6,319	15.0%	18,268	16.2%	36,942	14.1%
5 Person Households (2005)	1,256	7.1%	3,548	8.4%	11,379	10.1%	30,864	11.8%
6 Person Households (2005)	258	1.5%	672	1.6%	2,186	1.9%	7,038	2.7%
7+ Person Households (2005)	54	0.3%	144	0.3%	481	0.4%	1,969	0.8%
<b>Age of Householder (2005)</b>								
Age of Householder <25 (2005)	377	2.1%	862	2.1%	2,424	2.1%	6,852	2.6%
Age of Householder 25-34 (2005)	2,234	12.6%	5,658	13.5%	16,009	14.2%	41,788	15.9%
Age of Householder 35-44 (2005)	3,791	21.4%	9,492	22.6%	26,454	23.4%	57,035	21.7%
Age of Householder 45-54 (2005)	4,697	26.6%	11,489	27.3%	31,040	27.5%	67,311	25.7%
Age of Householder 55-64 (2005)	3,363	19.0%	7,556	18.0%	19,997	17.7%	43,650	16.6%
Age of Householder 65-74 (2005)	1,719	9.7%	3,746	8.9%	9,516	8.4%	23,606	9.0%
Age of Householder 75+ (2005)	1,501	8.5%	3,245	7.7%	7,405	6.6%	22,101	8.4%
Age of Householder, Median (2005)	49.21		48.45		47.67		47.79	
<b>Age By Sex (2005)</b>								
Female, Age 0 - 13 (2005)	4,050	16.9%	10,809	18.3%	32,490	19.2%	81,028	20.0%
Female, Age 14 - 17 (2005)	1,391	5.8%	3,498	5.9%	10,093	6.0%	24,180	6.0%
Female, Age 18 - 24 (2005)	1,469	6.1%	3,778	6.4%	13,558	8.0%	39,053	9.6%
Female, Age 25 - 34 (2005)	2,319	9.7%	6,123	10.4%	18,752	11.1%	49,907	12.3%
Female, Age 35 - 44 (2005)	3,840	16.0%	9,924	16.8%	28,323	16.8%	60,200	14.8%
Female, Age 45 - 54 (2005)	4,538	18.9%	10,679	18.1%	28,901	17.1%	60,119	14.8%
Female, Age 55 - 64 (2005)	3,199	13.3%	7,091	12.0%	18,862	11.2%	41,759	10.3%
Female, Age 65 - 74 (2005)	1,647	6.9%	3,618	6.1%	9,309	5.5%	24,368	6.0%
Female, Age 75 - 84 (2005)	1,116	4.7%	2,456	4.2%	5,834	3.5%	17,196	4.2%
Female, Age 85+ (2005)	424	1.8%	1,135	1.9%	2,723	1.6%	8,132	2.0%
<b>Educational Attainment (2005)</b>								
Education: Less than 9th Grade (2005)	827	2.5%	2,223	2.8%	7,819	3.6%	55,317	10.7%
Education: Some High School (2005)	1,423	4.3%	3,720	4.7%	13,195	6.0%	54,652	10.6%
Education: High School Graduates (2005)	5,038	15.4%	12,504	15.9%	38,670	17.6%	112,222	21.8%
Education: Some College (2005)	6,856	20.9%	16,310	20.7%	45,568	20.8%	102,224	19.8%
Education: Associate's Degree (2005)	2,330	7.1%	5,882	7.5%	16,781	7.7%	37,449	7.3%
Education: Bachelor's Degree (2005)	9,781	29.9%	23,607	30.0%	60,984	27.8%	98,946	19.2%
Education: Graduate School (2005)	6,488	19.8%	14,399	18.3%	36,162	16.5%	54,936	10.7%
Population Age 25+ (2005)	32,743	69.7%	78,645	67.8%	219,178	65.7%	515,746	63.4%
<b>Employment By Industry (2000)</b>								
Employment Status: Total Labor Force	22,298	51.4%	55,949	51.7%	160,991	52.2%	371,999	49.4%
Employment Status: Employed	21,407	49.4%	53,821	49.8%	154,878	50.2%	348,315	46.2%

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<b>Employment By Industry (2000)</b>								
Industry: Agriculture (2000)	71	0.3%	118	0.2%	771	0.5%	12,910	3.7%
Industry: Mining (2000)	4	0.0%	26	0.0%	160	0.1%	1,355	0.4%
Industry: Construction (2000)	990	4.6%	2,573	4.8%	8,057	5.2%	21,950	6.3%
Industry: Manufacturing (2000)	2,268	10.6%	6,585	12.2%	20,283	13.1%	48,154	13.8%
Industry: Wholesale Trade (2000)	887	4.1%	2,134	4.0%	5,788	3.7%	13,814	4.0%
Industry: Retail Trade (2000)	2,121	9.9%	5,479	10.2%	15,995	10.3%	38,527	11.1%
Industry: Transport. and Warehousing (2000)	338	1.6%	1,001	1.9%	3,079	2.0%	9,076	2.6%
Industry: Utilities (2000)	87	0.4%	224	0.4%	736	0.5%	2,324	0.7%
Industry: Information Services (2000)	1,364	6.4%	3,595	6.7%	10,199	6.6%	14,645	4.2%
Industry: Finance and Insurance (2000)	2,039	9.5%	4,728	8.8%	13,643	8.8%	20,913	6.0%
Industry: Real Estate (2000)	823	3.8%	1,760	3.3%	4,580	3.0%	7,409	2.1%
Industry: Professional Services (2000)	2,759	12.9%	6,352	11.8%	15,363	9.9%	23,648	6.8%
Industry: Management (2000)	21	0.1%	44	0.1%	86	0.1%	141	0.0%
Industry: Admin. Services And Waste Mgmt (2000)	643	3.0%	1,794	3.3%	5,544	3.6%	14,683	4.2%
Industry: Educational Services (2000)	2,075	9.7%	4,930	9.2%	14,511	9.4%	27,765	8.0%
Industry: Health Care and Social Assist. (2000)	1,958	9.1%	4,677	8.7%	13,757	8.9%	32,036	9.2%
Industry: Arts, Entertainment and Recreation (2000)	616	2.9%	1,388	2.6%	3,712	2.4%	6,164	1.8%
Industry: Food and Hospitality Services (2000)	895	4.2%	2,492	4.6%	6,581	4.2%	17,499	5.0%
Industry: Other Services, except public (2000)	1,018	4.8%	2,419	4.5%	6,914	4.5%	16,374	4.7%
Industry: Public Administration (2000)	432	2.0%	1,505	2.8%	5,116	3.3%	18,928	5.4%
<b>Housing (2005)</b>								
Housing Units, Total (2005)	17,968		42,792		115,581		268,525	
Occupied Units (2005)	17,680	98.4%	42,048	98.3%	112,845	97.6%	262,343	97.7%
Vacant Units (2005)	288	1.6%	743	1.7%	2,736	2.4%	6,182	2.3%
Owner Occupied Units (2005)	13,756	77.8%	31,736	75.5%	88,431	78.4%	177,241	67.6%
Renter Occupied Units (2005)	3,924	22.2%	10,312	24.5%	24,414	21.6%	85,102	32.4%
<b>Housing (2000)</b>								
Housing Units (2000)	16,960		40,623		108,740		251,712	
Housing Units, Occupied (2000)	16,573	97.7%	39,601	97.5%	105,320	96.9%	243,234	96.6%
Housing Units, Vacant (2000)	386	2.3%	1,023	2.5%	3,421	3.1%	8,478	3.4%
Housing Units, Owner-Occupied (2000)	12,876	77.7%	29,922	75.6%	82,470	78.3%	164,380	67.6%
Housing Units, Renter-Occupied (2000)	3,697	22.3%	9,679	24.4%	22,849	21.7%	78,854	32.4%
Median Rent (2000)	1,119		1,114		1,107		827	
Median Home Value (2000)	395,883		377,909		369,030		238,766	
<b>Marital Status (2005)</b>								
Never Married (2005)	8,701	23.0%	21,491	23.4%	63,170	24.1%	164,227	25.9%
Now Married (2005)	22,117	58.4%	53,551	58.3%	153,159	58.5%	332,675	52.4%
Separated (2005)	1,249	3.3%	3,126	3.4%	10,283	3.9%	44,668	7.0%
Widowed (2005)	3,938	10.4%	9,427	10.3%	24,176	9.2%	61,189	9.6%
Divorced (2005)	1,851	4.9%	4,250	4.6%	10,869	4.2%	31,629	5.0%
Population Age 15+ (2005)	37,857	80.6%	91,845	79.2%	261,658	78.4%	634,388	78.0%

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<b>Vehicles Available (2005)</b>								
Household: 0 Vehicles Available (2005)	308	1.7%	777	1.8%	1,830	1.6%	6,607	2.5%
Household: 1 Vehicles Available (2005)	4,537	25.7%	9,954	23.7%	23,203	20.6%	65,506	25.0%
Household: 2+ Vehicles Available (2005)	12,836	72.6%	31,317	74.5%	87,812	77.8%	190,230	72.5%
Aggregate Vehicles Available All Hshlds (2005)	37,577		90,071		253,960		556,668	
Aggregate Vehicles Available Owner Hshlds (2005)	30,694	81.7%	72,151	80.1%	208,671	82.2%	401,853	72.2%
Aggregate Vehicles Available Renter Hshlds (2005)	6,883	18.3%	17,920	19.9%	45,289	17.8%	154,815	27.8%
<b>Household By Type (2000)</b>								
Family Households (2000)	12,042	72.7%	29,214	73.8%	81,150	77.1%	182,959	75.2%
<b>Households By Presence Of Children (2005)</b>								
Married Couple Family With Children (2005)	4,515	25.5%	11,948	28.4%	35,197	31.2%	78,841	30.1%
Lone Parent Male With Children (2005)	392	2.2%	1,006	2.4%	2,986	2.6%	8,970	3.4%
Lone Parent Female With Children (2005)	1,172	6.6%	2,869	6.8%	7,494	6.6%	20,058	7.6%
Married Couple Family No Children (2005)	5,696	32.2%	12,889	30.7%	35,413	31.4%	77,225	29.4%
Lone Parent Male No Children (2005)	300	1.7%	687	1.6%	1,930	1.7%	4,643	1.8%
Lone Parent Female No Children (2005)	638	3.6%	1,458	3.5%	3,783	3.4%	9,707	3.7%
Non-family Male Head with Children (2005)	8	0.0%	22	0.1%	65	0.1%	49	0.0%
Non-family Female Head with Children (2005)	11	0.1%	23	0.1%	70	0.1%	187	0.1%
Non-family Male Head No Children (2005)	523	3.0%	1,221	2.9%	3,252	2.9%	7,350	2.8%
Non-family Female Head No Children (2005)	393	2.2%	943	2.2%	2,422	2.1%	5,089	1.9%
Lone Male Householder (2005)	1,986	11.2%	4,508	10.7%	10,477	9.3%	27,570	10.5%
Lone Female Householder (2005)	2,047	11.6%	4,474	10.6%	9,756	8.6%	22,654	8.6%
<b>Consumer Expenditures (2005, \$/HH)</b>								
Total Consumer Expenditures (2005)	84,612.13		81,747.77		81,575.43		67,159.89	
Apparel (2005)	3,758.47		3,631.43		3,621.33		2,966.48	
Contributions (2005)	3,921.74		3,694.68		3,629.25		2,701.82	
Education (2005)	2,218.35		2,113.30		2,084.80		1,560.00	
Entertainment (2005)	4,729.26		4,564.25		4,556.16		3,713.02	
Food And Beverages (2005)	11,933.78		11,582.11		11,584.94		9,802.23	
Health Care (2005)	4,740.82		4,588.32		4,581.43		3,944.33	
Household Furnishings And Equipment (2005)	3,661.75		3,532.03		3,525.62		2,819.69	
Shelter (2005)	17,258.69		16,651.89		16,600.45		13,549.85	
Household Operations (2005)	3,299.89		3,161.81		3,140.58		2,430.81	
Miscellaneous Expenses (2005)	1,250.86		1,210.15		1,208.55		1,021.97	
Personal Care (2005)	1,158.44		1,122.05		1,120.55		930.82	
Personal Insurance (2005)	1,066.45		1,016.90		1,007.30		772.56	
Reading (2005)	289.04		278.88		277.56		227.49	
Tobacco (2005)	475.90		465.40		467.46		432.90	
Transportation (2005)	16,639.37		16,209.14		16,272.16		13,712.24	
Utilities (2005)	5,507.94		5,355.52		5,357.39		4,627.57	
Gifts (2005)	2,701.36		2,569.92		2,539.89		1,946.11	
Total Retail Expenditures (2005)	36,321.48		35,074.46		34,978.24		28,916.71	

## Demographics

SITE NAME: TRADE AREA SIZE:	Site 1 - 3 mi		Site 1 - 5 mi		Site 1 - 10 mi		Counties Ventura CA	
	VALUE	%	VALUE	%	VALUE	%	VALUE	%
<b>MOSAIC Lifestyle Segmentation Groups (2005)</b>								
MOSAIC Group A: Affluent Suburbia (2005)	9,730	55.0%	18,918	45.0%	58,362	51.7%	57,399	21.9%
MOSAIC Group B: Upscale America (2005)	4,438	25.1%	11,997	28.5%	22,633	20.1%	48,497	18.5%
MOSAIC Group C: Small-town Contentment (2005)	0	0.0%	1,815	4.3%	6,924	6.1%	33,603	12.8%
MOSAIC Group D: Blue-collar Backbone (2005)	0	0.0%	0	0.0%	878	0.8%	20,158	7.7%
MOSAIC Group E: American Diversity (2005)	205	1.2%	2,697	6.4%	13,481	11.9%	53,565	20.4%
MOSAIC Group F: Metro Fringe (2005)	0	0.0%	0	0.0%	0	0.0%	3,259	1.2%
MOSAIC Group G: Remote America (2005)	0	0.0%	0	0.0%	0	0.0%	0	0.0%
MOSAIC Group H: Aspiring Contemporaries (2005)	3,308	18.7%	5,491	13.1%	7,557	6.7%	28,889	11.0%
MOSAIC Group I: Rural Villages and Farms (2005)	0	0.0%	0	0.0%	0	0.0%	2,885	1.1%
MOSAIC Group J: Struggling Societies (2005)	0	0.0%	0	0.0%	0	0.0%	5,948	2.3%
MOSAIC Group K: Urban Essence (2005)	0	0.0%	1,134	2.7%	2,031	1.8%	6,128	2.3%
MOSAIC Group L: Varying Lifestyles (2005)	0	0.0%	0	0.0%	986	0.9%	2,012	0.8%