Demographic Data

SPARKPOINT

East Contra Costa

The most common clients are single, African American women (20% of clients with all data available, n=1,591), followed by single, Latino women and single, Caucasian women (10% each), and married, Latino women (9%).

The majority of clients surveyed are female (71%, n=1,735), and single women make up the largest proportion of clients when accounting for gender and marital status (49%, n=1,629, including women who are separated, divorced and widowed).

The majority of clients surveyed are single (66%, n=1,711, including clients who are separated, divorced and widowed).

Clients between the ages of 30 and 39 make up the largest proportion of clients (26%, n=1,865).

33% of clients identified as African American, and 30% as Latino (n=1,706).

89% of clients are American citizens (n=913).

80% of clients primarily speak English at home, and 18% speak Spanish (n=1,661).

The most common level of education among clients is "some college" (28%, n=1,648).

The most common level of income among clients is $0 - 9,999 (37%, n=1,756).

West Contra Costa

The most common clients are single, African American women (27% of clients with all data available, n=1,851), followed by single, African American men (12%), and single, Latino women (8%).

The majority of clients surveyed are female (66%, n=2,182), and single women make up the largest proportion of clients when accounting for gender and marital status (48%, n=1,942, including women who are separated, divorced and widowed).

The majority of clients surveyed are single (69%, n=1,980, including clients who are separated, divorced and widowed).

Clients between the ages of 30 and 39 make up the largest proportion of clients (24%, n=2,240).

47% of clients identified as African American, and 24% as Latino (n=1,946).

88% of clients are American citizens (n=840).

80% of clients primarily speak English at home, and 18% speak Spanish (n=2,084).

The most common level of education among clients is "some college" (28%, n=1,864).
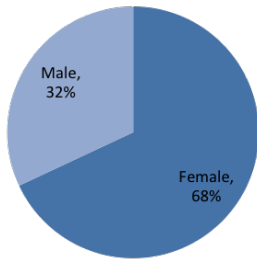
The most common level of income among clients is $0 - 9,999 (30%, n=1,871).
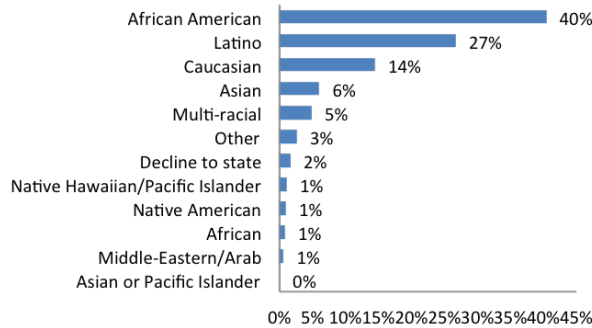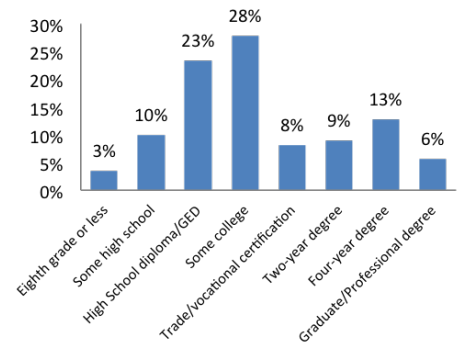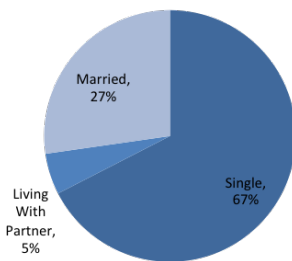
Demographic Data
Contra Costa - Combined

SPARKPOINT

Gender (n=3,917)

Male, 32%
Female, 68%

Race & Ethnicity (n=3,652)

African American	40%
Latino	27%
Caucasian	14%
Asian	6%
Multi-racial	5%
Other	3%
Decline to state	2%
Native Hawaiian/Pacific Islander	1%
Native American	1%
African	1%
Middle-Eastern/Arab	1%
Asian or Pacific Islander	0%

0% 5% 10%15%20%25%30%35%40%45%

Educational Attainment (n=3,512)

Category	%
Eighth grade or less	3%
Some high school	10%
High School diploma/GED	23%
Some college	28%
Trade/vocational certification	8%
Two-year degree	9%
Four-year degree	13%
Graduate/Professional degree	6%

Marital Status (n=3,691)

Married, 27%
Living With Partner, 5%
Single, 67%

Primary Language Spoken (n=3,745)

English	80%
Spanish	18%
Tagalog	1%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

Pre-Tax Income (n=3,627)

Range	%
$0 - 9,999	34%
$10,000 - 14,999	11%
$15,000 - 19,999	10%
$20,000 - 29,999	14%
$30,000 - 39,999	12%
$40,000 - 49,999	7%
$50,000 - 59,999	5%
$60,000 - 69,999	3%
Over $70,000	3%
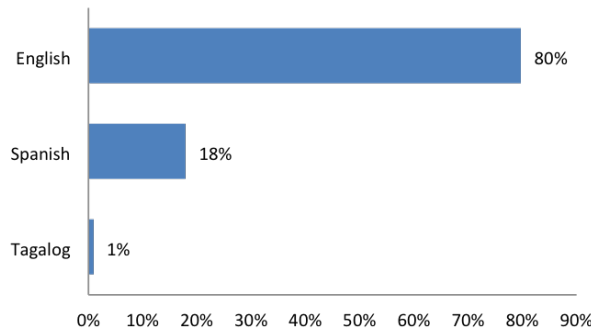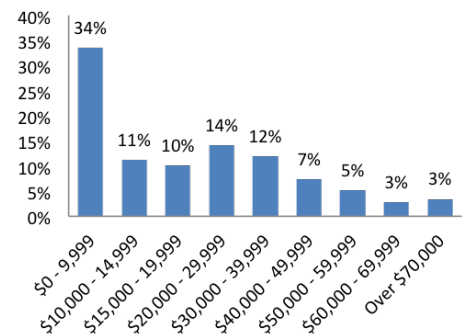
Interests and Goals

Interest Ranking	Most Common	Second Most Common	Third Most Common
1 (n=3,333)	*finding a job/career (20%)*	*reducing debt (15%)*	*improving credit (14%)*
2 (n=2,658)	*improving credit (19%)*	*finding a job/career (11%)*	*reducing debt (10%)*
3 (n=2,215)	*owning a home (13%)*	*improving credit (12%)*	*reducing debt, learning to save (9%)*