

# Demographic Data



## Oakland

The most common clients are single, African American women (38% of clients with all data available, n=1,113), followed by single, African American men (18%), and single, Latino women (5%).

The majority of clients surveyed are female (66%, n=1,252), and single women make up the largest proportion of clients when accounting for gender and marital status (56%, n=1,172, including women who are separated, divorced and widowed). Oakland serves the largest proportion of single women versus all other centers.

The majority of clients surveyed are single (83%, n=1,208, including clients who are separated, divorced and widowed). Oakland serves the largest proportion of single clients versus all other centers.

Clients between the ages of 30-39 make up the largest proportion of clients (26%, n=1,270).

66% of clients identified as African American (n=1,204). Oakland serves the largest proportion of African American clients versus other centers.

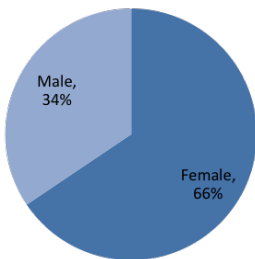
97% of clients are American citizens (n=373).

91% of clients primarily speak English at home, and 7% primarily speak Spanish (n=1,212).

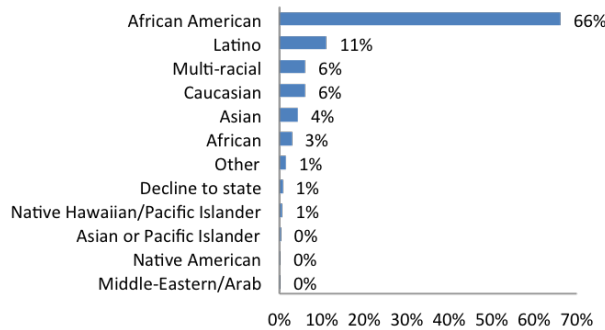
The most common level of education among clients is “some college” (30%, n=1,118).

The most common level of income among clients is \$0 - 9,999 (44%, n=1,065).

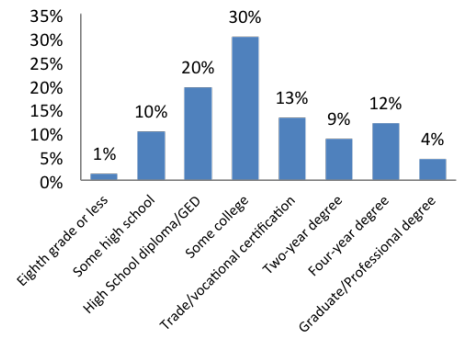
**Gender** (n=1,252)



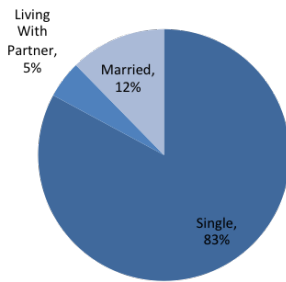
**Race & Ethnicity** (n=1,204)



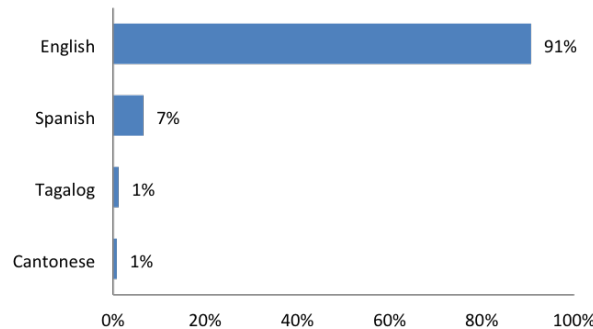
**Educational Attainment** (n=1,118)



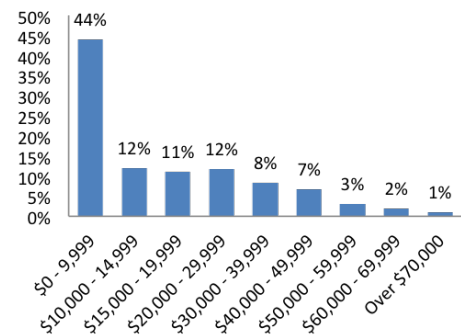
**Marital Status** (n=1,208)



**Primary Language Spoken** (n=1,212)



**Pre-Tax Income** (n=1,065)



### Interests and Goals

Interest Ranking	Most Common	Second Most Common	Third Most Common
1 (n=1,028)	<i>finding a job/career (27%)</i>	<i>improving credit (17%)</i>	<i>affordable housing (11%)</i>
2 (n=988)	<i>improving credit (15%)</i>	<i>affordable housing, finding a job/career (12%)</i>	<i>reducing debt (10%)</i>
3 (n=916)	<i>improving credit (13%)</i>	<i>owning a home (12%)</i>	<i>starting a business (10%)</i>