

Demographic Data



Bay Area Region

The most common clients are single, African American women (16% of clients with all data available, n=11,066), followed by single, Latino women (12%), single, Caucasian women (8%), and single, African American men (7%).

The majority of clients surveyed are female (65%, n=13,029), and single women make up the largest proportion of clients when accounting for gender and marital status (48%, n=11,481, including women who are separated, divorced and widowed).

The majority of clients surveyed are single (71%, n=12,121, including clients who are separated, divorced and widowed).

Clients between the ages of 20 and 29 make up the largest proportion of clients (23%, n=13,977).

28% of clients identified as African American, and 28% as Latino (n=12,119).

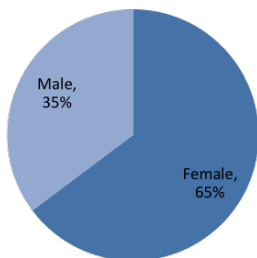
85% of clients are American citizens (n=5,207).

70% of clients primarily speak English at home, and 22% speak Spanish (n=12,438).

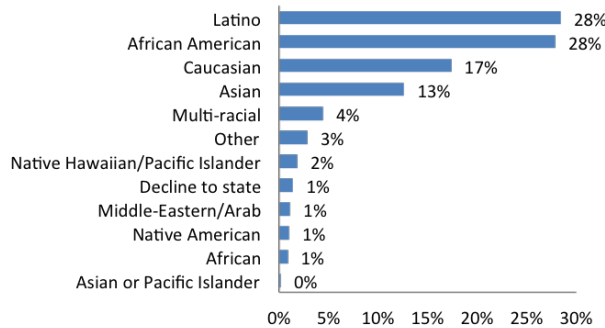
The most common level of education among clients is “some college” (30%, n=11,402).

The most common level of income among clients is \$0 - 9,999 (36%, n=11,181).

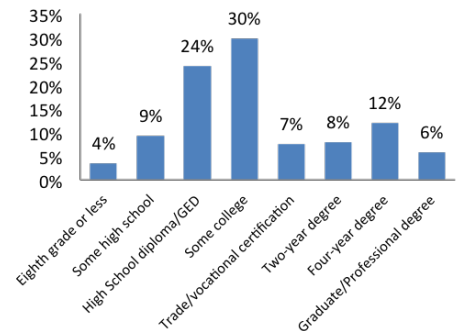
Gender (n=13,029)



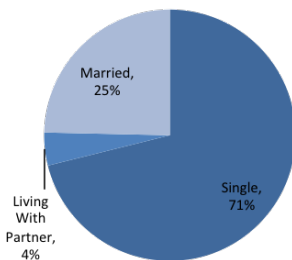
Race & Ethnicity (n=12,119)



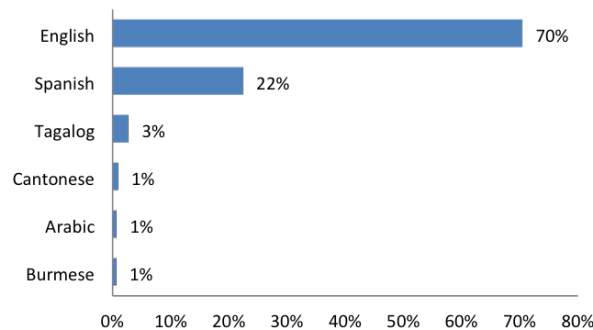
Educational Attainment (n=11,402)



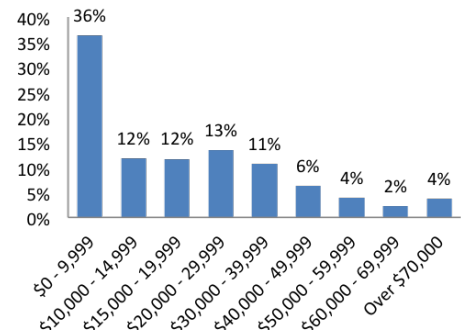
Marital Status (n=12,121)



Primary Language Spoken (n=12,438)



Pre-Tax Income (n=11,181)



Interests and Goals

Interest Ranking	Most Common	Second Most Common	Third Most Common
1 (n=9,912)	finding a job/career (22%)	improving credit (12%)	reducing debt/affordable housing (tie - 10%)
2 (n=8,816)	improving credit (14%)	finding a job/career (11%)	reducing debt (9%)
3 (n=7,818)	improving credit (11%)	owning a home (10%)	learning to save/reducing debt (tie - 8%)