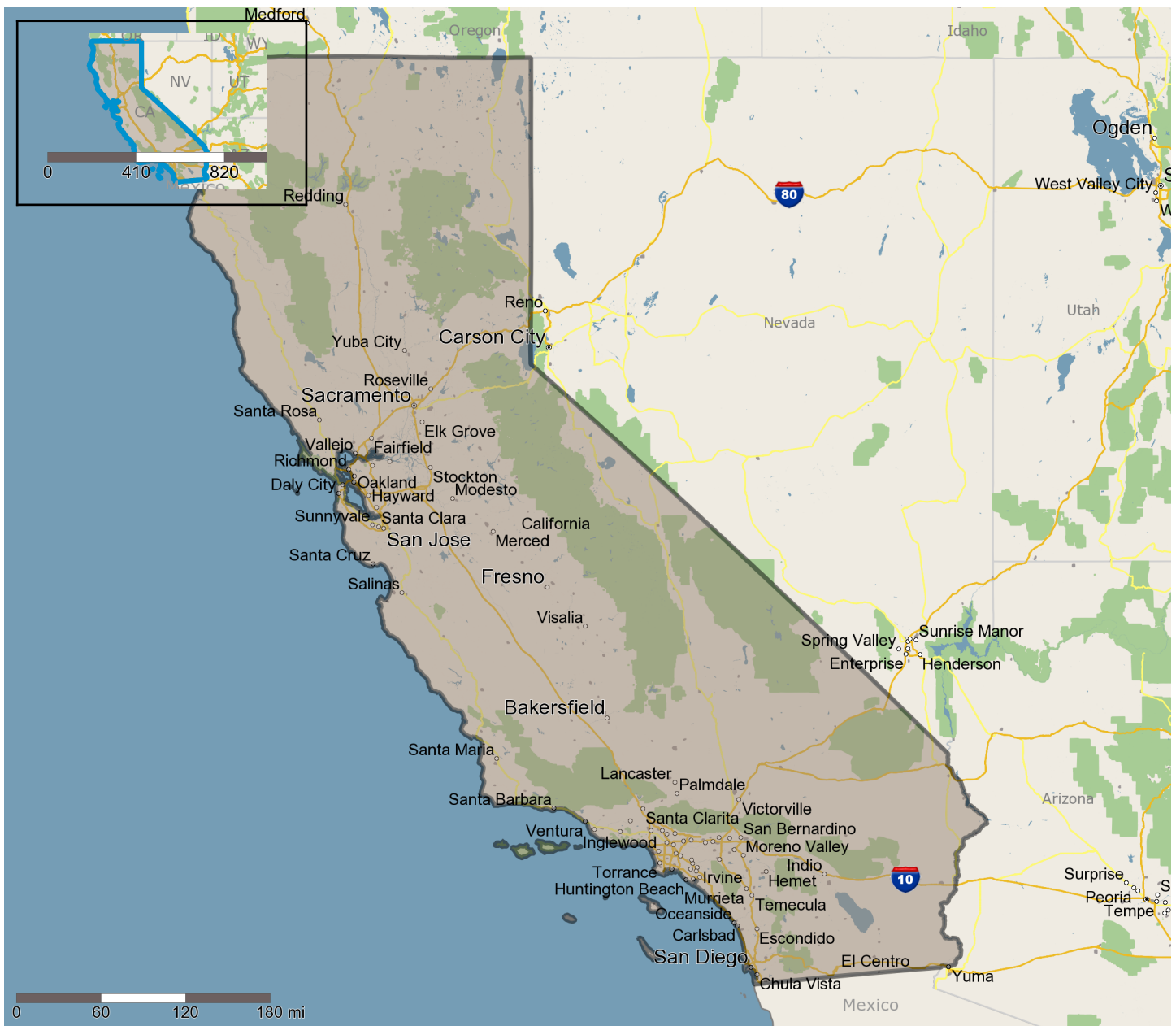


Overview map showing the requested area(s):

PLACES; El Centro, State; California



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Executive Demographic for PLACES, El Centro:

Population

The 2015B population estimate in this selected geography is 44,483 . The 2010 Census revealed a population of 42,598 , and in 2000 it was 37,837 representing a 12.6% change. It is projected the population in this area will be 47,116 in 2020, representing a change of 5.9% from 2015B. The current population is 49.0% male and 51.0% female. In 2015B, the median age of the population in this area was 31.9 , compared to the Entire US median age which was 37.6 . The population density in your area is 4,015.6 people per square mile.

Households

There are currently 13,809 estimated households in this selected geography. The Census revealed household counts of 13,125 in 2010 and 11,452 in 2000, representing a change of 14.6% . It is projected the number of households in this area will be 14,656 in 2020, representing a change of 6.1% from the current year.

In 2010, the average number of years in residence in this geography's population is 12.3 . The average household size in this geography was 3.2 people and the average family size was 3.8 people. The average number of vehicles per household in this geography was 1.9 .

Income

In 2015B, the median household income in this selected geography was \$42,480 , compared to the Entire US median which was \$54,148 . The Census revealed median household incomes of \$39,936 in 2010. It is projected the median household income in this area will be \$51,794 in 2020, which would represent a change of 21.9% from the current year.

In 2015B, the per capita income in this area was \$18,449 , compared to the Entire US per capita, which was \$28,088 . The 2015B average household income for this area was \$19,181 , compared to the Entire US average which was \$29,638 .

Race & Ethnicity

In 2015B, the racial makeup of this selected area was as follows: 59.5% White; 2.3% Black; 1.3% Native American; 2.4% Asian/Pacific Islander; and 34.5% Other. Compare these to the Entire US racial makeup which was: 71.0% White, 12.8% Black, 1.0% Native American, 5.4% Asian/Pacific Islander and 9.8% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 83.8% of the current year population in this selected area. Compare this to the Entire US makeup of 17.5% . Changes in the population within each race and ethnicity category from the 2000 Census to the 2010 Census are as follows: 25.6% American Indian, Eskimo, Aleut Population; - 20.9% Asian, Pacific Islander; 3.8% Black; 24.1% Hispanic Ethnicity; -14.9% Other; White 41.0% .

Housing

The median housing value in this area was \$98,899 in 2000; compare this to the Entire US median of \$110,813 for the same year. The estimated median housing value in 2015B in this area is \$159,895 ; compare this to the Entire US median of \$185,104 for the same year. In 2010 there were 93.8% owner occupied housing units in this area vs. 93.8% estimated in 2015B. Also in 2010, there were 0.5% renter occupied housing units in this area vs. 0.5% estimated in 2015B. The average rent in 2015B was \$654 .

Employment

In 2015B, there were 33,112 people over the age of 16 in the labor force in your geography. Of these 80.1% were employed, 19.8% were unemployed, 38.4% were not in the labor force and 0.1% were in the Armed Forces. In 2015B, Civilian unemployment in this area was 19.8% .

In 2015B, there were 16,506 employees in this selected area (daytime population) and there were 1,364 establishments*. For this area in 2015B, white collar workers made up 53.4% of the population, and those employed in blue collar occupations made up 19.0% . Service and Farm workers made up 27.6% of the population. In 2010, the average time traveled to work was 18 minutes.

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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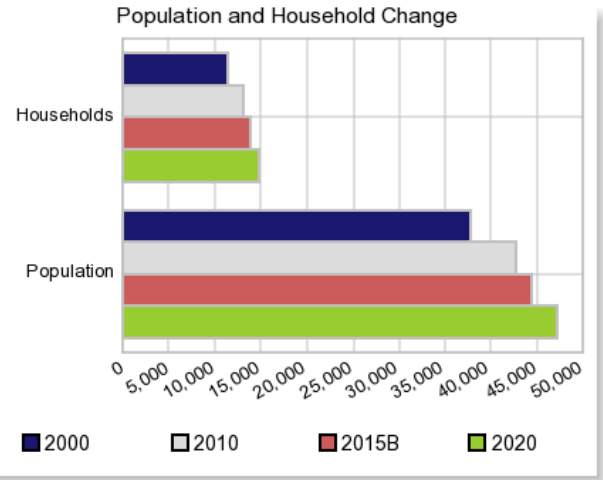
[Experian Data Methodology](#)

Executive Summary Report with Charts for PLACES, El Centro:

Population Demographics:

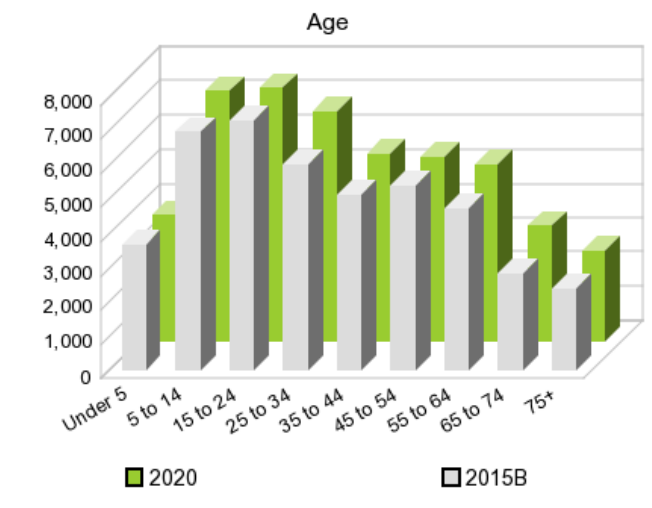
The number of households in the study area in 2000 was **11,452** and changed to **13,125** in 2010, representing a change of **14.6%**. The household count in 2015B was **13,809** and the household projection for 2020 is **14,656**, a change of **6.1%**.

The population in the study area in 2000 was **37,837** and in 2010 it was **42,598**, roughly a **12.6%** change. The population in 2015B was **44,483** and the projection for 2020 is **47,116** representing a change of **5.9%**.



	2000 Census	2010 Census	2015B Estimate	2020 Projection	Percent Change	
					2000 to 2010	2010 to 2020
Total Population	37,837	42,598	44,483	47,116	12.6%	5.9%
Total Households	11,452	13,125	13,809	14,656	14.6%	6.1%

Population by Age

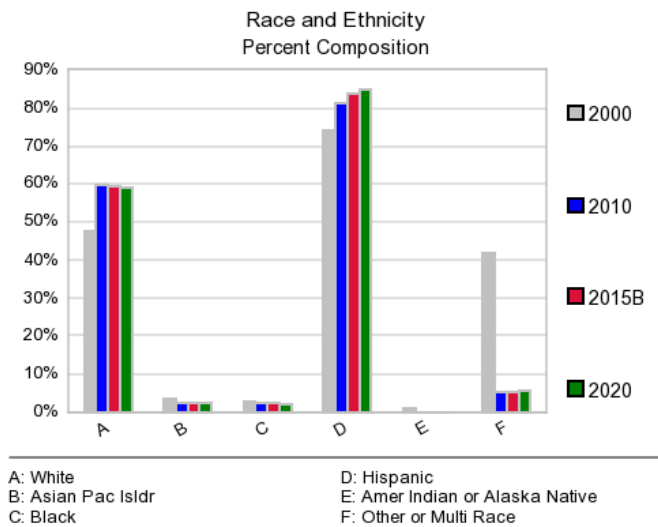


In 2000, the median age of the total population in the study area was **30.4**, and in 2010, it was **31.7**. The median age in 2015B is **31.9** and it is predicted to change in five years to **32.6** years. In 2015B, females represented **51.0%** of the population with a median age of **33.9** and males represented **49.0%** of the population with a median age of **30.1** years. In 2015B, the most prominent age group in this geography is **Age 5 to 14** years. The age group least represented in this geography is **Age 75 +** years.

Age Groups

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
0 to 4	3,100	8.2%	3,348	7.9%	3,675	8.3%	3,679	7.8%	8.0%	0.1%
5 to 14	7,364	19.5%	7,007	16.4%	6,958	15.6%	7,302	15.5%	-4.9%	4.9%
15 to 19	3,369	8.9%	3,844	9.0%	3,663	8.2%	3,552	7.5%	14.1%	-3.0%
20 to 24	2,365	6.3%	3,297	7.7%	3,671	8.3%	3,795	8.1%	39.4%	3.4%
25 to 34	5,204	13.8%	5,470	12.8%	6,024	13.5%	6,706	14.2%	5.1%	11.3%
35 to 44	5,937	15.7%	5,252	12.3%	5,128	11.5%	5,497	11.7%	-11.5%	7.2%
45 to 54	4,372	11.6%	5,577	13.1%	5,405	12.2%	5,369	11.4%	27.6%	-0.7%
55 to 64	2,479	6.6%	4,277	10.0%	4,753	10.7%	5,162	11.0%	72.5%	8.6%
65 to 74	2,266	6.0%	2,411	5.7%	2,814	6.3%	3,388	7.2%	6.4%	20.4%
75 +	1,381	3.7%	2,114	5.0%	2,392	5.4%	2,666	5.7%	53.0%	11.4%

Population by Race/Ethnicity



In 2015B, the predominant race/ethnicity category in this study area is **Hispanic**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

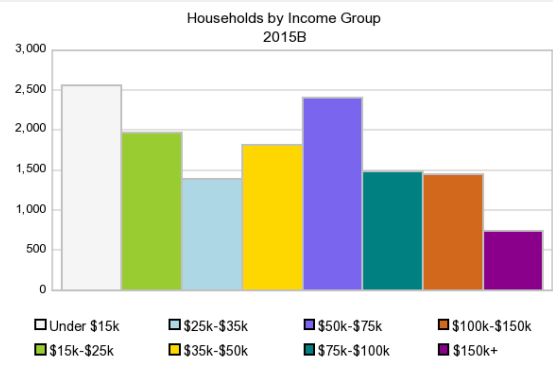
	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
White	18,068	47.8%	25,471	59.8%	26,464	59.5%	27,808	59.0%	41.0%	5.1%
Black	1,042	2.8%	1,082	2.5%	1,013	2.3%	1,001	2.1%	3.8%	-1.2%
American Indian or Alaska Native	438	1.2%	550	1.3%	583	1.3%	608	1.3%	25.6%	4.4%
Asian/Hawaiian/PI	1,262	3.3%	998	2.3%	1,078	2.4%	1,226	2.6%	-20.9%	13.8%
Some Other Race	15,809	41.8%	12,298	28.9%	13,012	29.3%	13,927	29.6%	-22.2%	7.0%
Two or More Races	1,218	3.2%	2,199	5.2%	2,334	5.2%	2,546	5.4%	80.5%	9.1%
Hispanic Ethnicity	27,957	73.9%	34,708	81.5%	37,278	83.8%	40,010	84.9%	24.1%	7.3%

Race & Ethnicity

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2015 to 2020
Not Hispanic or Latino	9,880	26.1%	7,890	18.5%	7,205	16.2%	7,106	15.1%	-20.1%	-1.4%

Households by Income

In 2015B the predominant household Current Year income category in this study area is **\$0 - \$15K**, and the income group that is least represented in this geography is **\$150K +**.



HH Income Categories

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2015 to 2020
\$0 - \$15,000	2,625	22.9%	2,449	18.7%	2,553	18.5%	2,206	15.1%	-6.7%	-13.6%
\$15,000 - \$24,999	1,776	15.5%	1,972	15.0%	1,973	14.3%	1,875	12.8%	11.1%	-5.0%
\$25,000 - \$34,999	1,402	12.2%	1,395	10.6%	1,391	10.1%	1,331	9.1%	-0.5%	-4.3%
\$35,000 - \$49,999	1,767	15.4%	1,832	14.0%	1,813	13.1%	1,711	11.7%	3.6%	-5.6%
\$50,000 - \$74,999	2,073	18.1%	2,219	16.9%	2,403	17.4%	2,755	18.8%	7.0%	14.7%
\$75,000 - \$99,999	865	7.6%	1,312	10.0%	1,485	10.8%	1,801	12.3%	51.8%	21.2%
\$100,000 - \$149,999	678	5.9%	1,329	10.1%	1,448	10.5%	1,939	13.2%	96.2%	33.9%
\$150,000 +	260	2.3%	617	4.7%	741	5.4%	1,037	7.1%	137.7%	39.9%
Average Hhld Income	\$46,367		\$58,723		\$60,883		\$70,161		26.6%	15.2%
Median Hhld Income	\$34,200		\$39,936		\$42,480		\$51,794		16.8%	21.9%
Per Capita Income	\$14,034		\$18,449		\$19,181		\$22,080		31.5%	15.1%

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Executive Demographic for State, California:

Population

The 2015B population estimate in this selected geography is 39,144,668 . The 2010 Census revealed a population of 37,253,972 , and in 2000 it was 33,859,695 representing a 10.0% change. It is projected the population in this area will be 40,732,617 in 2020, representing a change of 4.1% from 2015B. The current population is 49.7% male and 50.3% female. In 2015B, the median age of the population in this area was 35.7 , compared to the Entire US median age which was 37.6 . The population density in your area is 247.6 people per square mile.

Households

There are currently 13,297,318 estimated households in this selected geography. The Census revealed household counts of 12,577,517 in 2010 and 11,498,173 in 2000, representing a change of 9.4% . It is projected the number of households in this area will be 13,870,660 in 2020, representing a change of 4.3% from the current year.

In 2010, the average number of years in residence in this geography's population is 12.1 . The average household size in this geography was 2.9 people and the average family size was 3.6 people. The average number of vehicles per household in this geography was 2.0 .

Income

In 2015B, the median household income in this selected geography was \$61,385 , compared to the Entire US median which was \$54,148 . The Census revealed median household incomes of \$59,648 in 2010. It is projected the median household income in this area will be \$72,873 in 2020, which would represent a change of 18.7% from the current year.

In 2015B, the per capita income in this area was \$29,892 , compared to the Entire US per capita, which was \$28,088 . The 2015B average household income for this area was \$31,336 , compared to the Entire US average which was \$29,638 .

Race & Ethnicity

In 2015B, the racial makeup of this selected area was as follows: 56.0% White; 6.0% Black; 1.0% Native American; 14.3% Asian/Pacific Islander; and 22.7% Other. Compare these to the Entire US racial makeup which was: 71.0% White, 12.8% Black, 1.0% Native American, 5.4% Asian/Pacific Islander and 9.8% Other.

People of Hispanic ethnicity are counted independently of race. People of Hispanic origin make up 38.9% of the current year population in this selected area. Compare this to the Entire US makeup of 17.5% . Changes in the population within each race and ethnicity category from the 2000 Census to the 2010 Census are as follows: 16.2% American Indian, Eskimo, Aleut Population; 31.9% Asian, Pacific Islander; 3.6% Black; 27.8% Hispanic Ethnicity; 9.7% Other; White 6.6% .

Housing

The median housing value in this area was \$198,825 in 2000; compare this to the Entire US median of \$110,813 for the same year. The estimated median housing value in 2015B in this area is \$392,629 ; compare this to the Entire US median of \$185,104 for the same year. In 2010 there were 95.3% owner occupied housing units in this area vs. 95.3% estimated in 2015B. Also in 2010, there were 0.4% renter occupied housing units in this area vs. 0.5% estimated in 2015B. The average rent in 2015B was \$1,139 .

Employment

In 2015B, there were 30,860,582 people over the age of 16 in the labor force in your geography. Of these 91.9% were employed, 7.4% were unemployed, 37.5% were not in the labor force and 0.7% were in the Armed Forces. In 2015B, Civilian unemployment in this area was 7.4% .

In 2015B, there were 14,512,339 employees in this selected area (daytime population) and there were 1,486,610 establishments*. For this area in 2015B, white collar workers made up 61.2% of the population, and those employed in blue collar occupations made up 18.8% . Service and Farm workers made up 20.0% of the population. In 2010, the average time traveled to work was 29 minutes.

*Establishment counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

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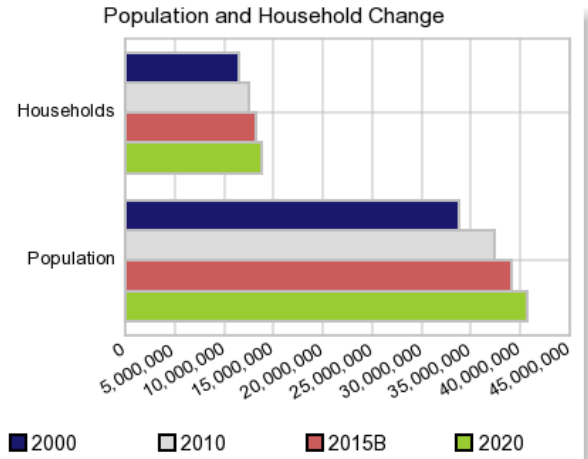
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Executive Summary Report with Charts for State, California:

Population Demographics:

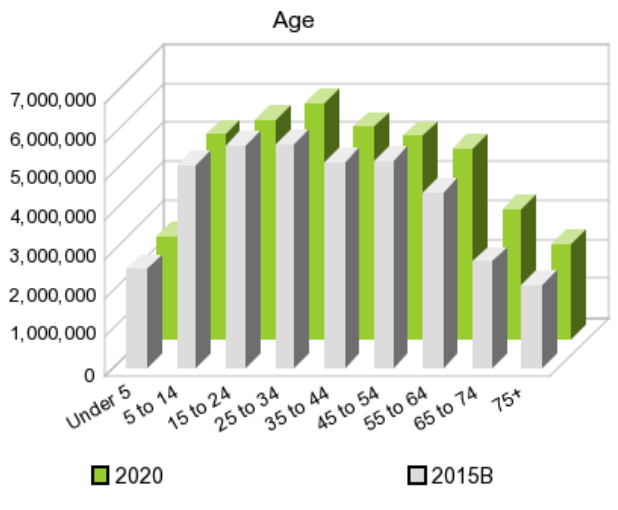
The number of households in the study area in 2000 was **11,498,173** and changed to **12,577,517** in 2010, representing a change of **9.4%**. The household count in 2015B was **13,297,318** and the household projection for 2020 is **13,870,660**, a change of **4.3%**.

The population in the study area in 2000 was **33,859,695** and in 2010 it was **37,253,972**, roughly a **10.0%** change. The population in 2015B was **39,144,668** and the projection for 2020 is **40,732,617** representing a change of **4.1%**.



	2000 Census	2010 Census	2015B Estimate	2020 Projection	Percent Change 2000 to 2015 to 2010 2020	
Total Population	33,859,695	37,253,972	39,144,668	40,732,617	10.0%	4.1%
Total Households	11,498,173	12,577,517	13,297,318	13,870,660	9.4%	4.3%

Population by Age

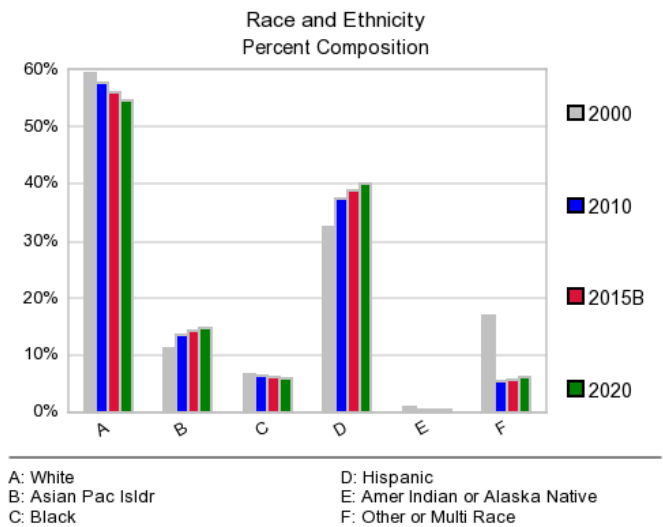


In 2000, the median age of the total population in the study area was **33.6**, and in 2010, it was **35.2**. The median age in 2015B is **35.8** and it is predicted to change in five years to **36.6** years. In 2015B, females represented **50.3%** of the population with a median age of **37.0** and males represented **49.7%** of the population with a median age of **34.6** years. In 2015B, the most prominent age group in this geography is **Age 25 to 34** years. The age group least represented in this geography is **Age 75 +** years.

Age Groups

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
0 to 4	2,452,424	7.2%	2,531,333	6.8%	2,562,690	6.6%	2,612,562	6.4%	3.2%	1.9%
5 to 14	5,331,255	15.7%	5,096,771	13.7%	5,196,999	13.3%	5,232,201	12.8%	-4.4%	0.7%
15 to 19	2,401,960	7.1%	2,823,942	7.6%	2,718,072	6.9%	2,672,884	6.6%	17.6%	-1.7%
20 to 24	2,369,063	7.0%	2,765,950	7.4%	2,987,912	7.6%	2,907,756	7.1%	16.8%	-2.7%
25 to 34	5,167,632	15.3%	5,317,878	14.3%	5,711,970	14.6%	6,037,454	14.8%	2.9%	5.7%
35 to 44	5,640,664	16.7%	5,182,711	13.9%	5,264,820	13.4%	5,432,541	13.3%	-8.1%	3.2%
45 to 54	4,313,217	12.7%	5,252,374	14.1%	5,325,522	13.6%	5,201,900	12.8%	21.8%	-2.3%
55 to 64	2,589,296	7.6%	4,036,496	10.8%	4,492,878	11.5%	4,871,200	12.0%	55.9%	8.4%
65 to 74	1,900,648	5.6%	2,275,338	6.1%	2,738,661	7.0%	3,337,781	8.2%	19.7%	21.9%
75 +	1,693,537	5.0%	1,971,180	5.3%	2,145,145	5.5%	2,426,338	6.0%	16.4%	13.1%

Population by Race/Ethnicity



In 2015B, the predominant race/ethnicity category in this study area is **White**. The race & ethnicity category least represented in this geography is **American Indian, Alaska Native**.

Race & Ethnicity

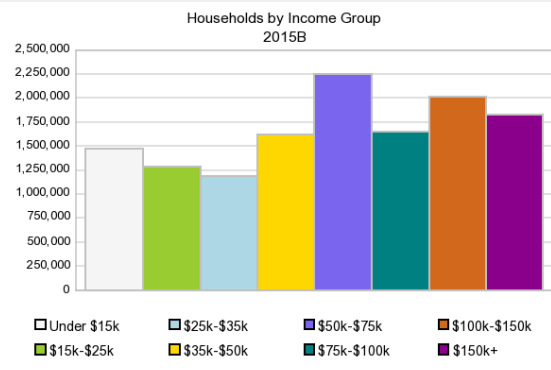
	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
White	20,118,285	59.4%	21,453,945	57.6%	21,935,924	56.0%	22,235,048	54.6%	6.6%	1.4%
Black	2,218,700	6.6%	2,299,072	6.2%	2,351,477	6.0%	2,386,205	5.9%	3.6%	1.5%
American Indian or Alaska Native	312,107	0.9%	362,802	1.0%	379,645	1.0%	391,614	1.0%	16.2%	3.2%
Asian/Hawaiian/PI	3,795,028	11.2%	5,005,392	13.4%	5,590,955	14.3%	6,083,115	14.9%	31.9%	8.8%
Some Other Race	5,722,091	16.9%	6,317,377	17.0%	6,844,485	17.5%	7,334,248	18.0%	10.4%	7.2%
Two or More Races	1,693,484	5.0%	1,815,384	4.9%	2,042,183	5.2%	2,302,388	5.7%	7.2%	12.7%
Hispanic Ethnicity	10,967,636	32.4%	14,013,728	37.6%	15,222,199	38.9%	16,311,288	40.0%	27.8%	7.2%

Race & Ethnicity

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
Not Hispanic or Latino	22,892,059	67.6%	23,240,244	62.4%	23,922,469	61.1%	24,421,329	60.0%	1.5%	2.1%

Households by Income

In 2015B the predominant household Current Year income category in this study area is **\$50K - \$75K**, and the income group that is least represented in this geography is **\$25K - \$35K**.



HH Income Categories

	2000		2010		2015B		2020		Percent Change	
	Census	%	Census	%	Estimate	%	Projection	%	2000 to 2010	2010 to 2020
\$0 - \$15,000	1,615,359	14.0%	1,360,321	10.8%	1,468,913	11.0%	1,237,870	8.9%	-15.8%	-15.7%
\$15,000 - \$24,999	1,317,818	11.5%	1,223,912	9.7%	1,284,370	9.7%	1,179,136	8.5%	-7.1%	-8.2%
\$25,000 - \$34,999	1,314,617	11.4%	1,161,119	9.2%	1,187,699	8.9%	1,095,409	7.9%	-11.7%	-7.8%
\$35,000 - \$49,999	1,745,445	15.2%	1,611,175	12.8%	1,623,446	12.2%	1,504,651	10.8%	-7.7%	-7.3%
\$50,000 - \$74,999	2,202,120	19.2%	2,227,645	17.7%	2,251,846	16.9%	2,091,997	15.1%	1.2%	-7.1%
\$75,000 - \$99,999	1,326,072	11.5%	1,565,818	12.5%	1,646,997	12.4%	1,793,385	12.9%	18.1%	8.9%
\$100,000 - \$149,999	1,192,059	10.4%	1,950,090	15.5%	2,013,877	15.1%	2,586,524	18.6%	63.6%	28.4%
\$150,000 +	794,215	6.9%	1,477,437	11.7%	1,820,170	13.7%	2,381,689	17.2%	86.0%	30.8%
Average Hhld Income	\$65,671		\$87,365		\$91,135		\$106,116		33.0%	16.4%
Median Hhld Income	\$47,690		\$59,648		\$61,385		\$72,873		25.1%	18.7%
Per Capita Income	\$22,301		\$29,892		\$31,336		\$36,498		34.0%	16.5%

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