ECONOMIC & DEMOGRAPHIC SNAPSHOT

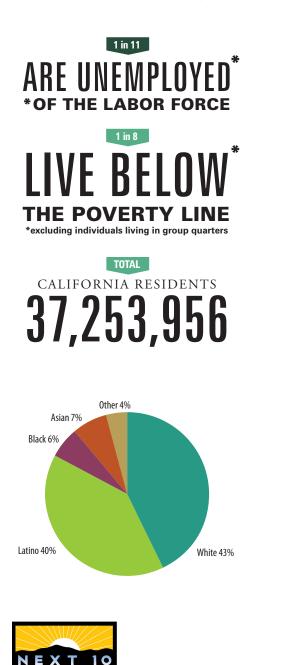


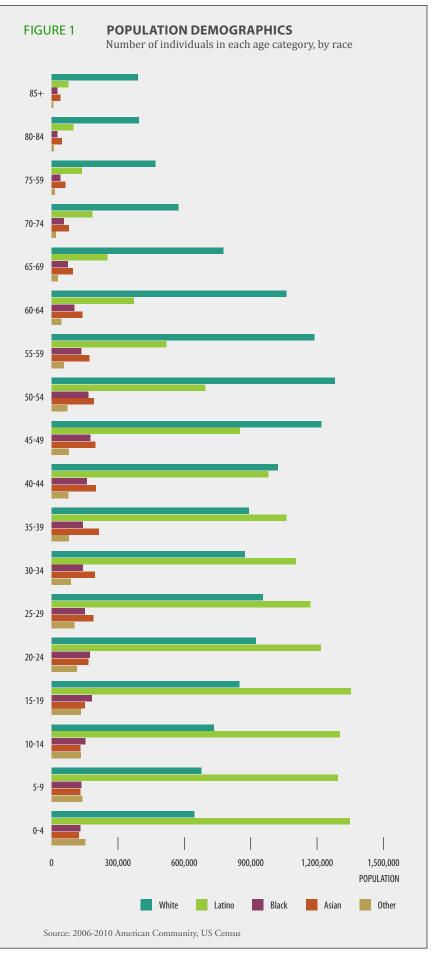
Highlights:

56% of Non-Latino White population is over the age of 40 while 55% of the Latino population is under the age of 30 (See Figure 1).

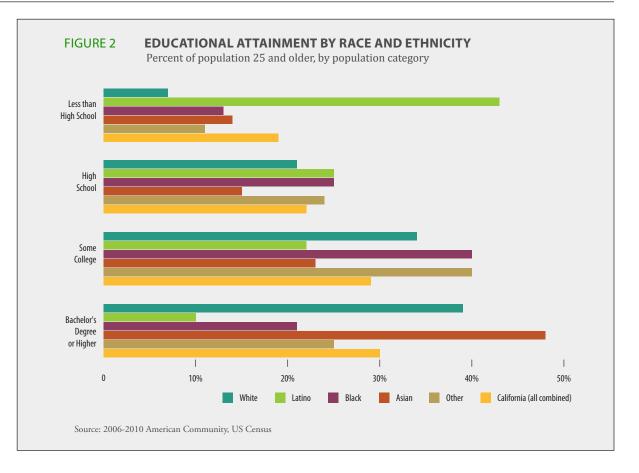
50% of households in the state have an annual income below \$60,000 (See Figure 3).

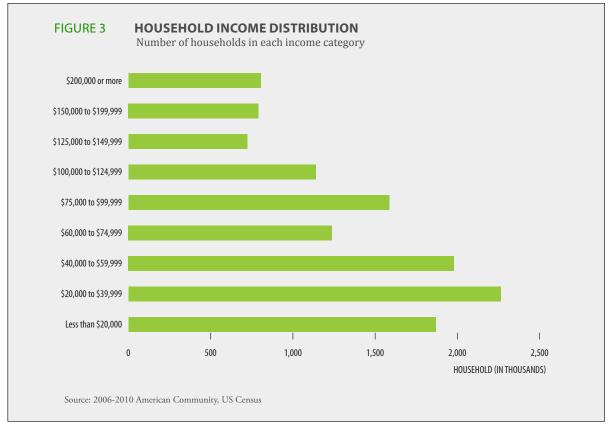
In 2010 the state lost more than 1.25 million jobs, more than twice the total number of jobs lost between 1996 and 2009 (See Figure 6).



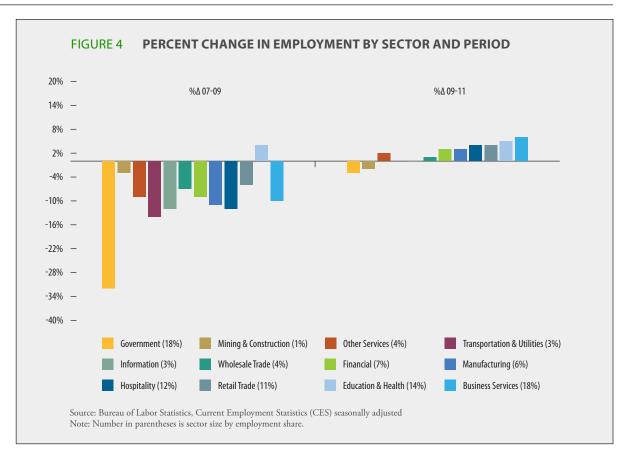


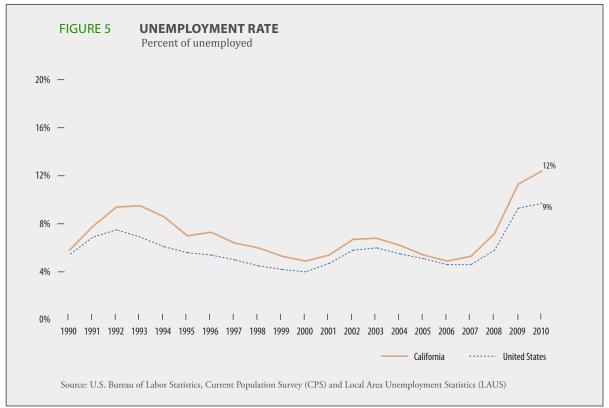




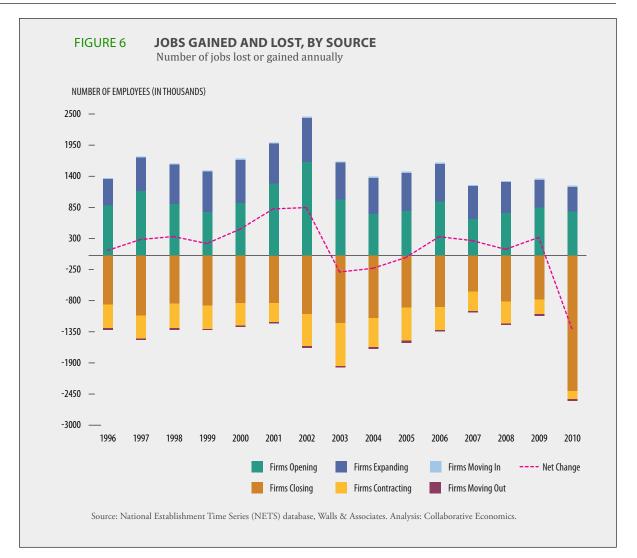












HIGHLIGHTS The recent economic downturns hit California's economy significantly, with the unemployment rate in 2010 reaching 12%, the highest unemployment rate recorded in decades (see Figure 5). As of March 2012, California's unemployment rate was 11.5%.

The most affected sector in terms of the percent change in employment was Government, cutting down more than 30% of employment between 2007 and 2011 (See Figure 4).

Education and Health Services was the only sector that experienced a consistent increase in employment between 2007 and 2011 (See Figure 4).

REGIONS	Bay Area	Orange	Sierra Nevada
	Butte	Redwood Coast	Silicon Valley
	Fresno	Sacramento	Sonoma
	Inland Empire	San Diego	
	Los Angeles	San Luis Obispo	