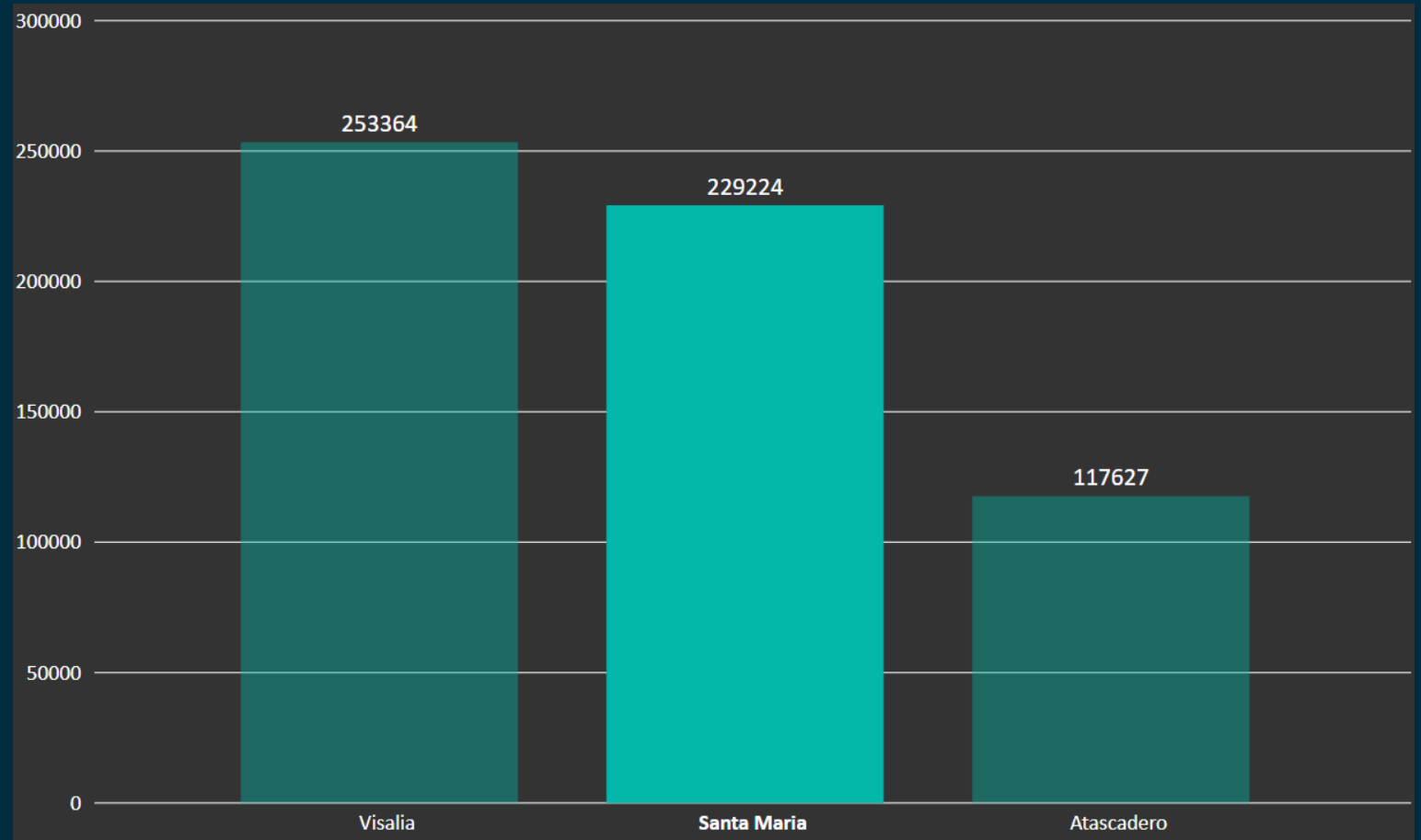


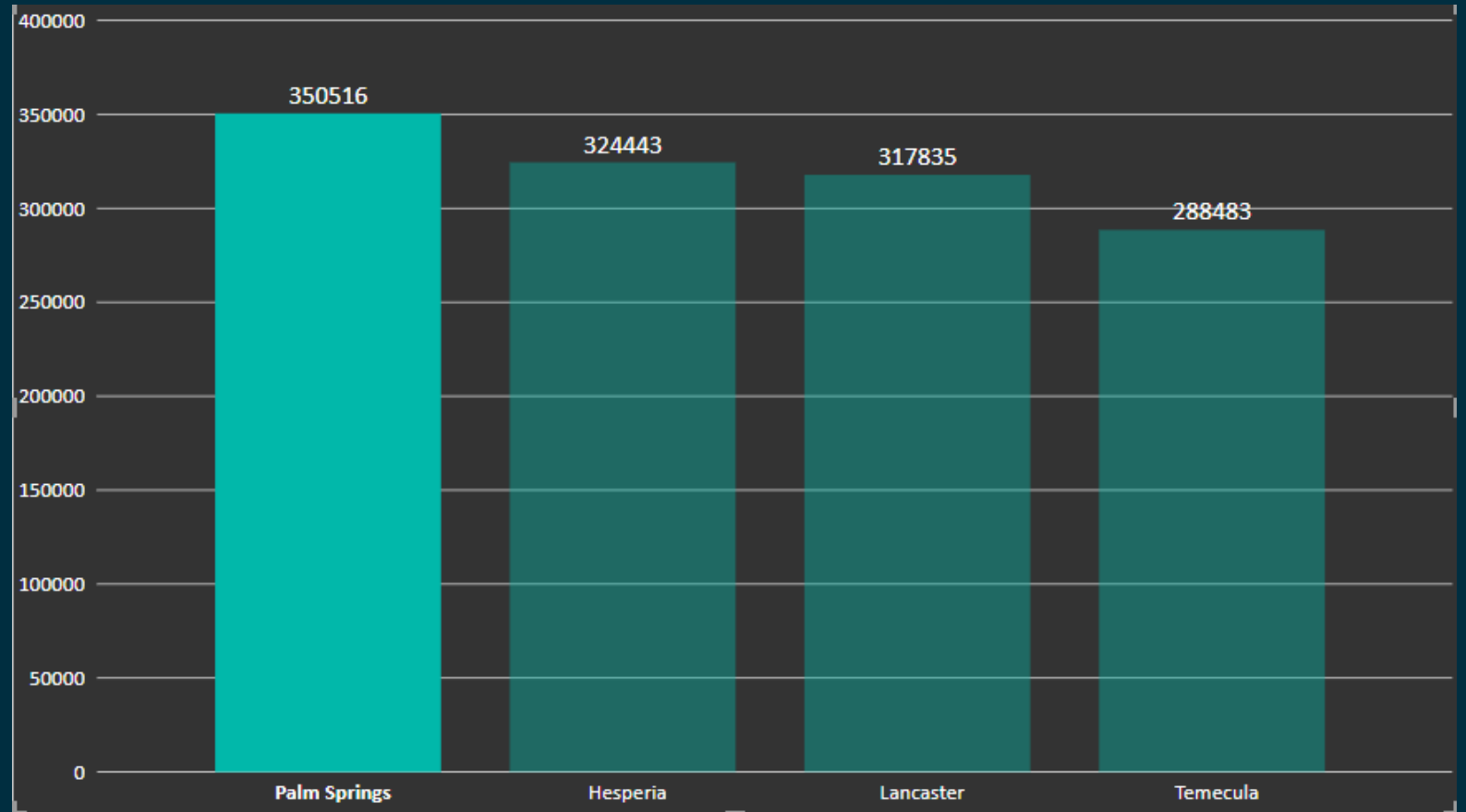
CENSUS DATA

Total Population: Santa Maria



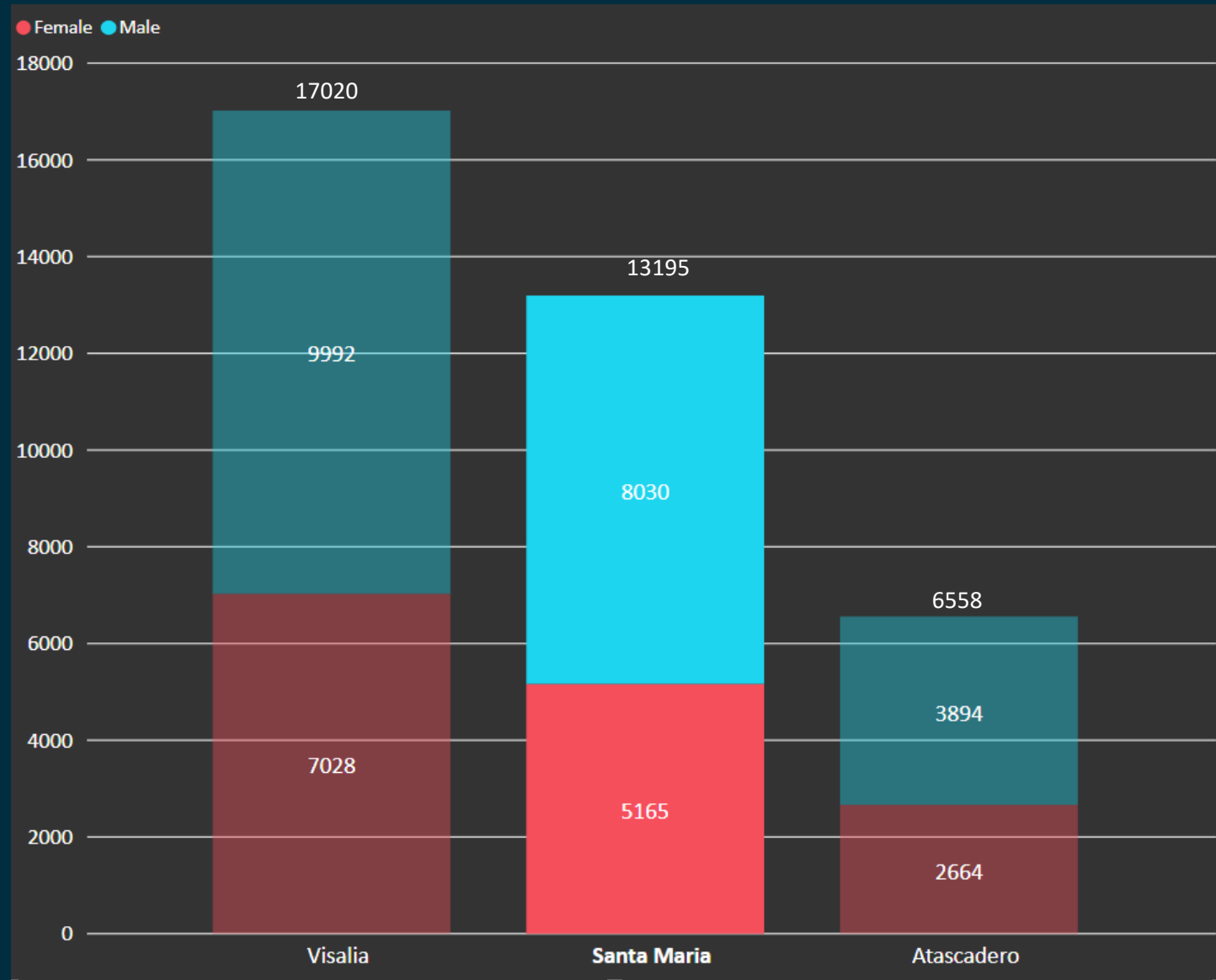
*See Exhibit I for market composition

Total Population: Palm Springs



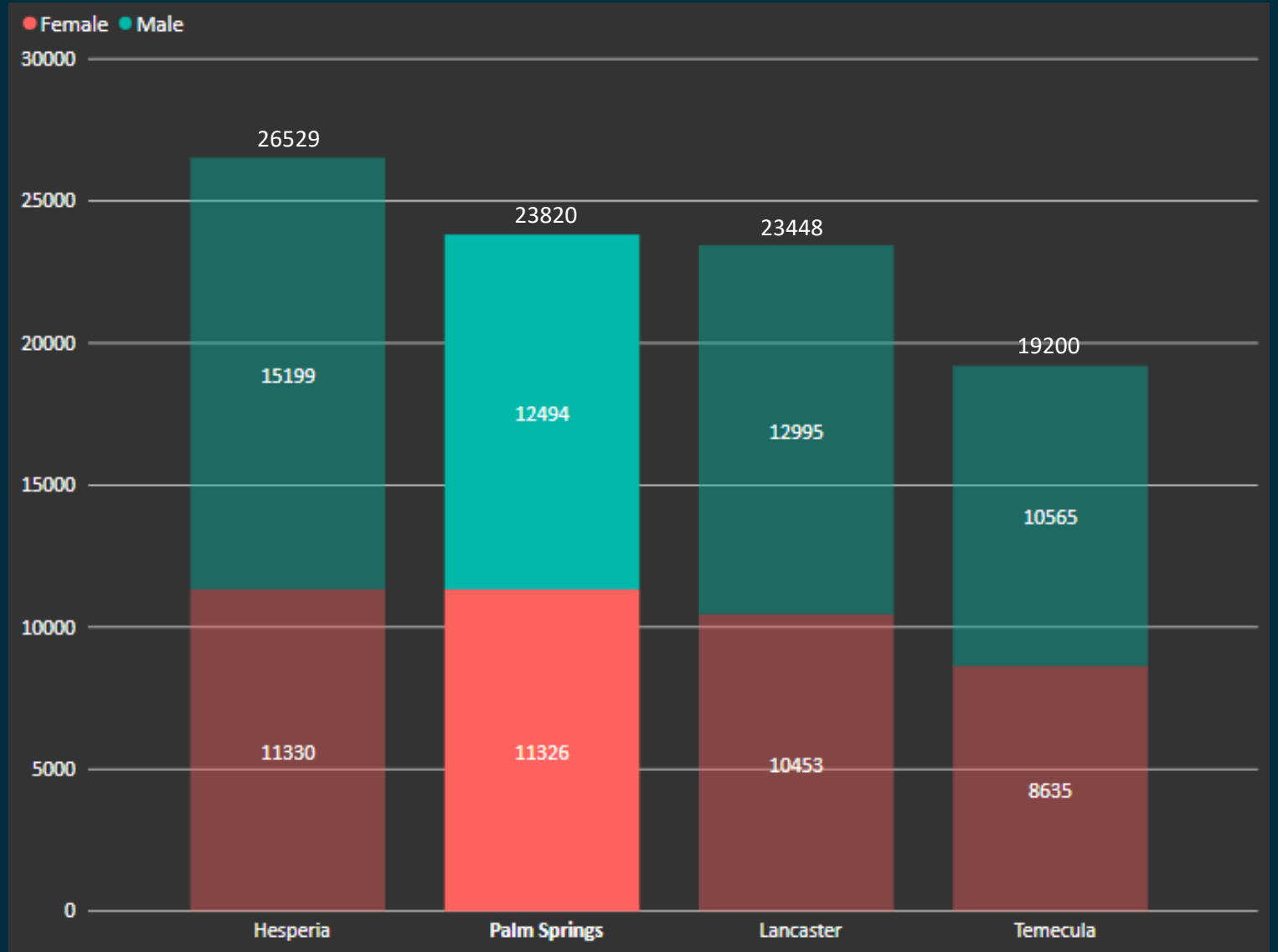
*See Exhibit I for market composition

Addressable Market: Santa Maria



Addressable market: Age 18-34, HS Degree, no college

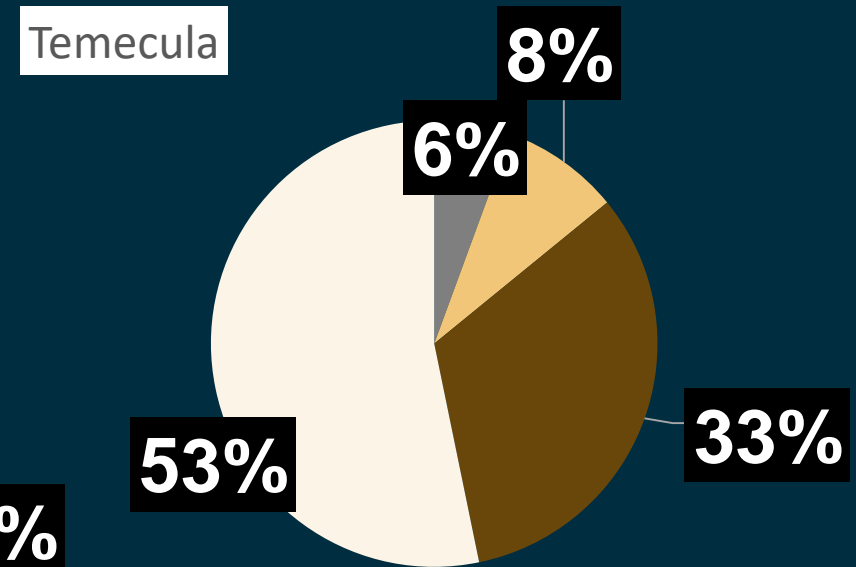
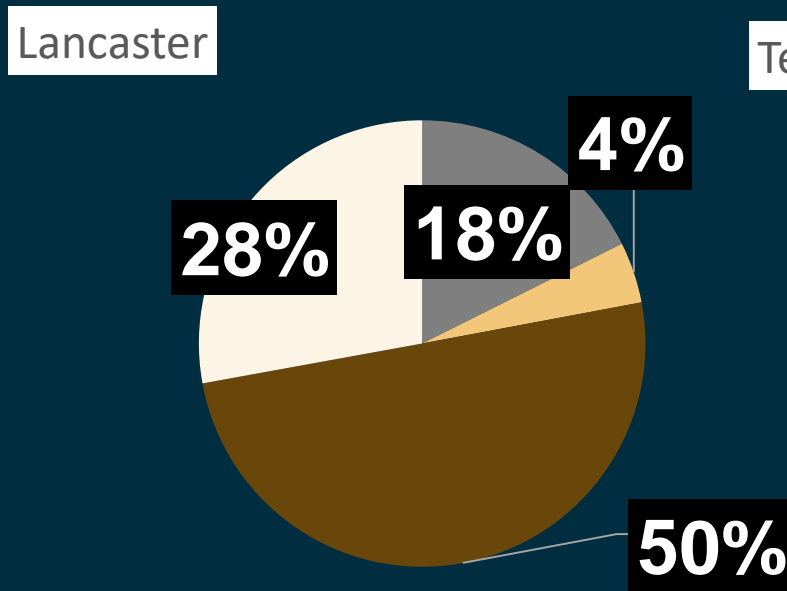
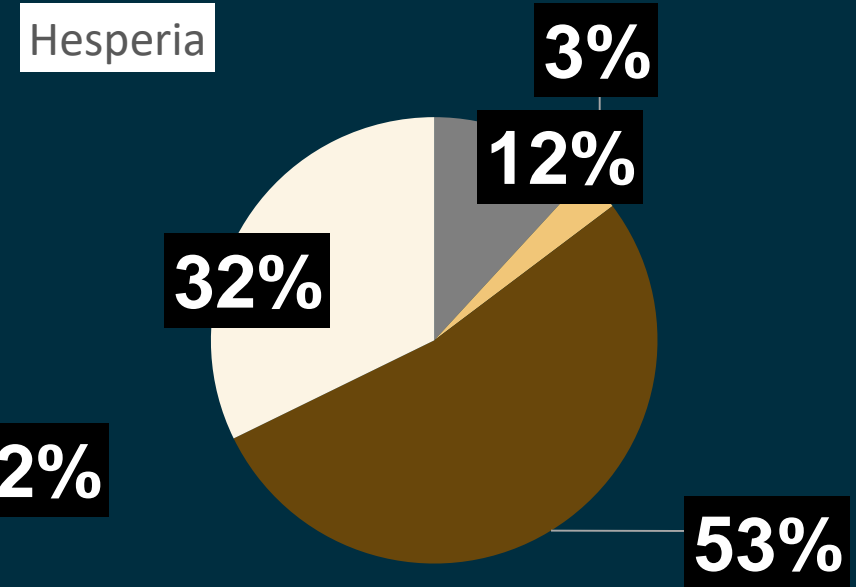
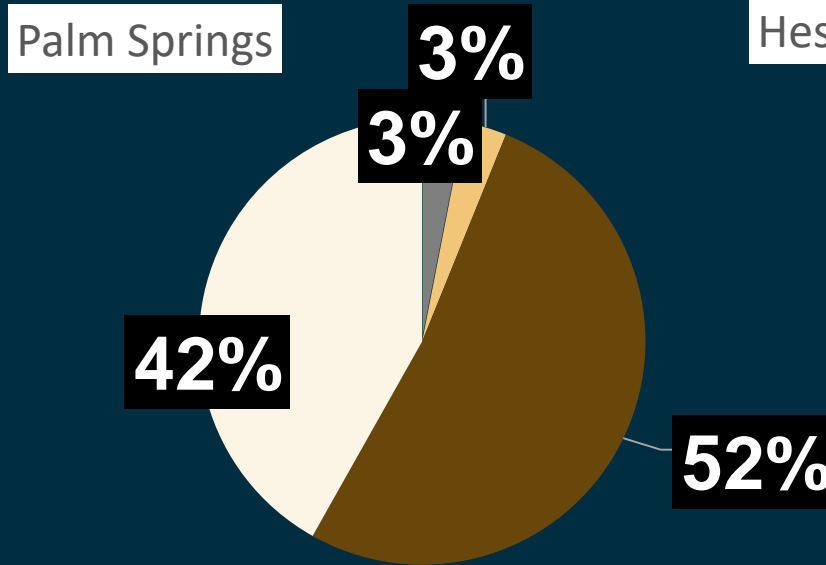
Addressable Market: Palm Springs



Addressable market: Age 18-34, HS Degree, no college

DEMOGRAPHICS

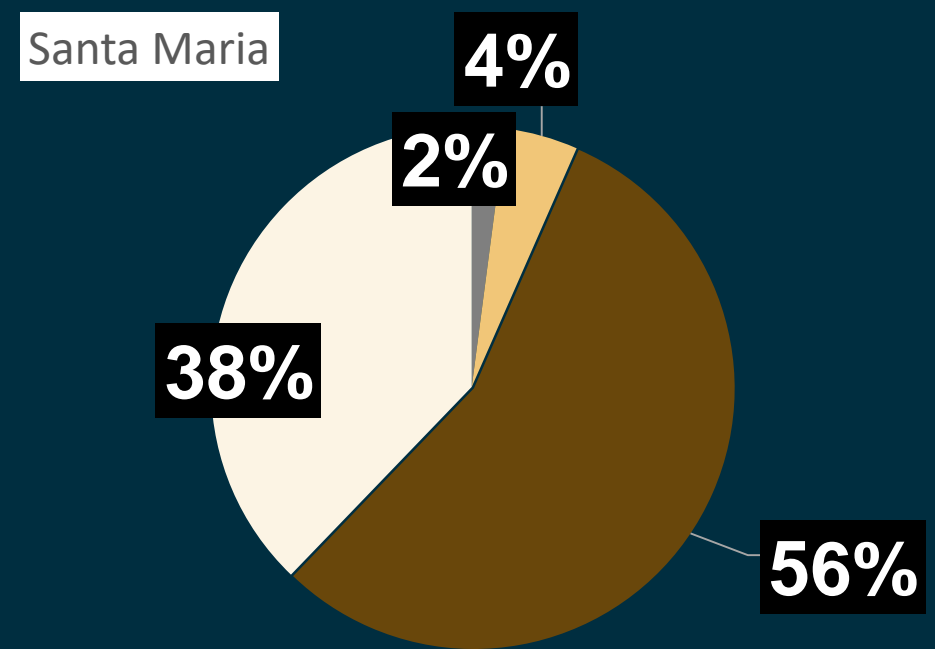
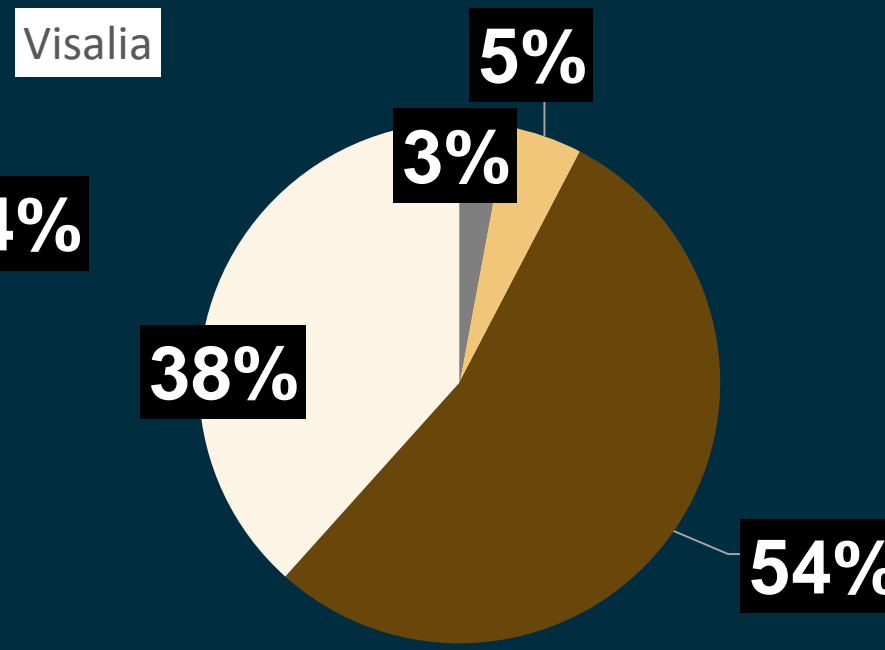
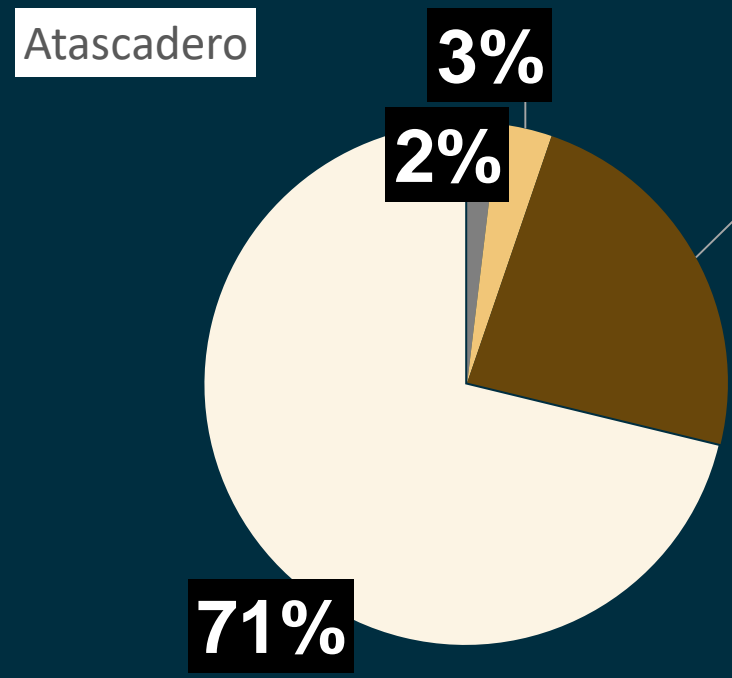
Race & Ethnicity: Palm Springs



- Black or African American
- Asian
- Hispanic
- White alone, not Hispanic

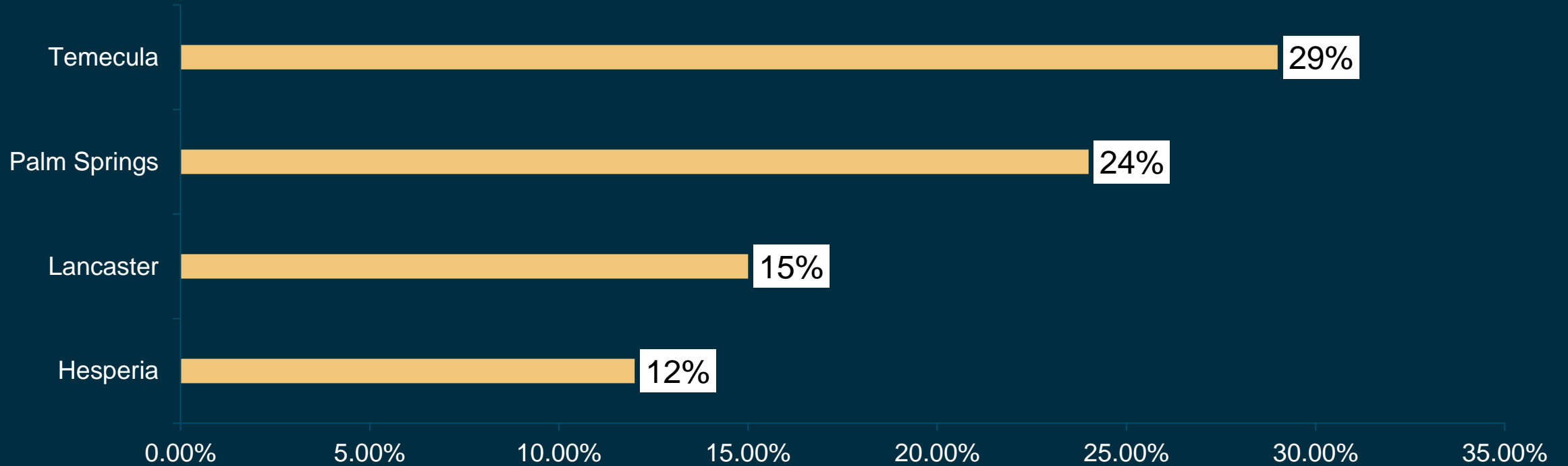
Race & Ethnicity: Santa Maria

- Black or African American
- Asian
- Hispanic
- White alone, not Hispanic



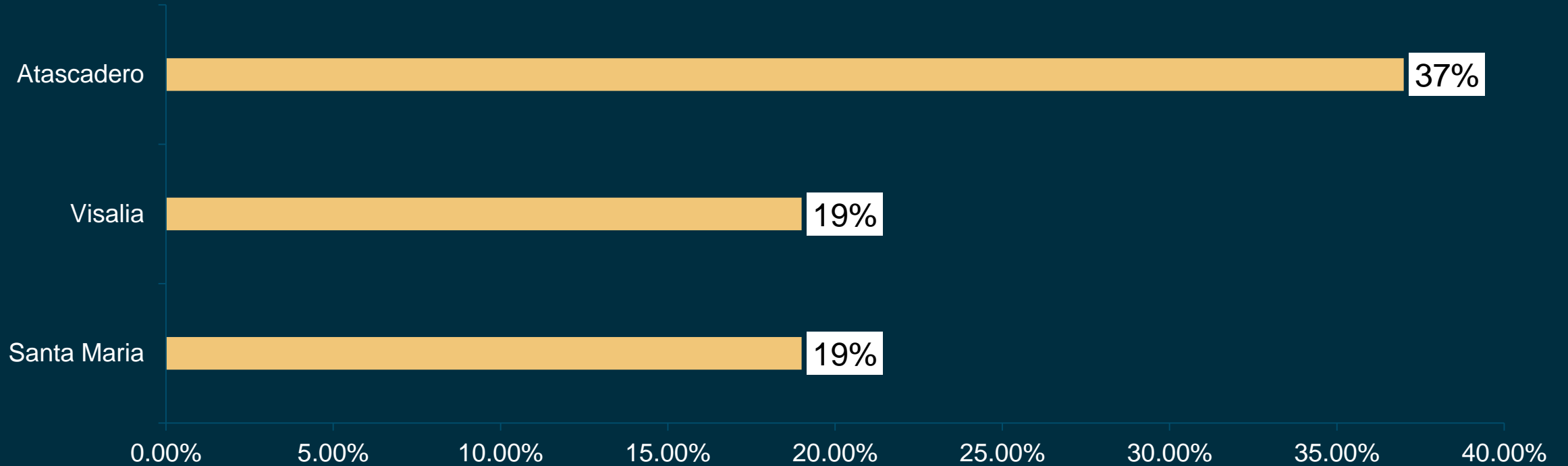
Education: Palm Springs

Total persons 25 years+ with BS Degree or higher



Education: Santa Maria

Total persons 25 years+ with BS Degree or higher



Median Age

Palm Springs Market		Population	Median Age
Palm Springs			
Indio	89793	35	
Cathedral City	54596	37	
Palm Desert	52932	51	
Palm Springs	48142	54	
Coachella	45443	29	
La Quinta	41304	46	
Rancho Mirage	18306	66	
Hesperia			
Victorville	122441	29	
Hesperia	94859	31	
Apple Valley	73077	36	
Adelanto	34066	26	
Lancaster			
Lancaster	160316	32	
Palmdale	157519	30	
Temecula			
Temecula	114327	34	
Murrieta	113326	34	
Wildomar	36932	35	
Fallbrook	23898	36	

← SBBC

Santa Maria Market		Population	Median Age
Santa Maria			
Santa Maria	107,014	29	
Lompoc	43,542	33	
Orcutt CDP	29,642	42	
Arroyo Grande	18,123	46	
Nipomo	17,565	39	
Vandenberg Village	7,429	41	
Solvang	5,909	48	
Atascadero			
San Luis Obispo	47,541	26	
El Paso de Robles	31,918	35	
Atascadero	30,418	39	
Templeton CDP	7,750	45	
Visalia			
Visalia	133,010	32	
Tulare	63,855	30	
Hanford	56,499	32	

← SBBC

SOCIOECONOMICS

Median Household Income

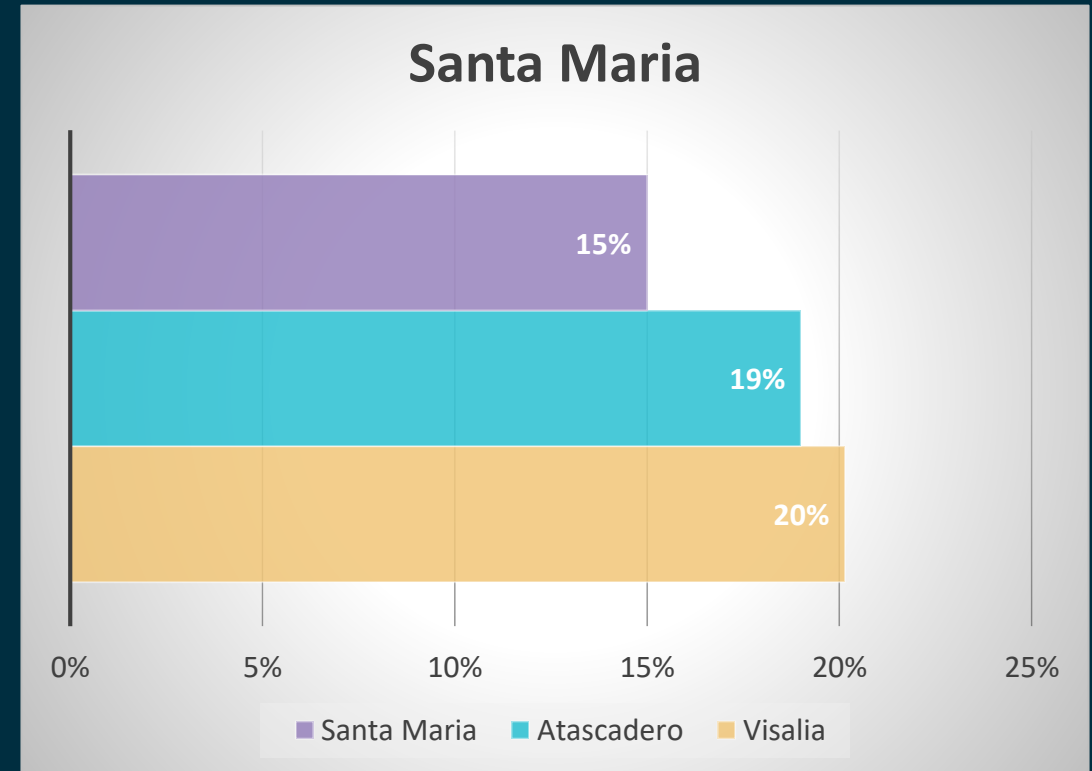
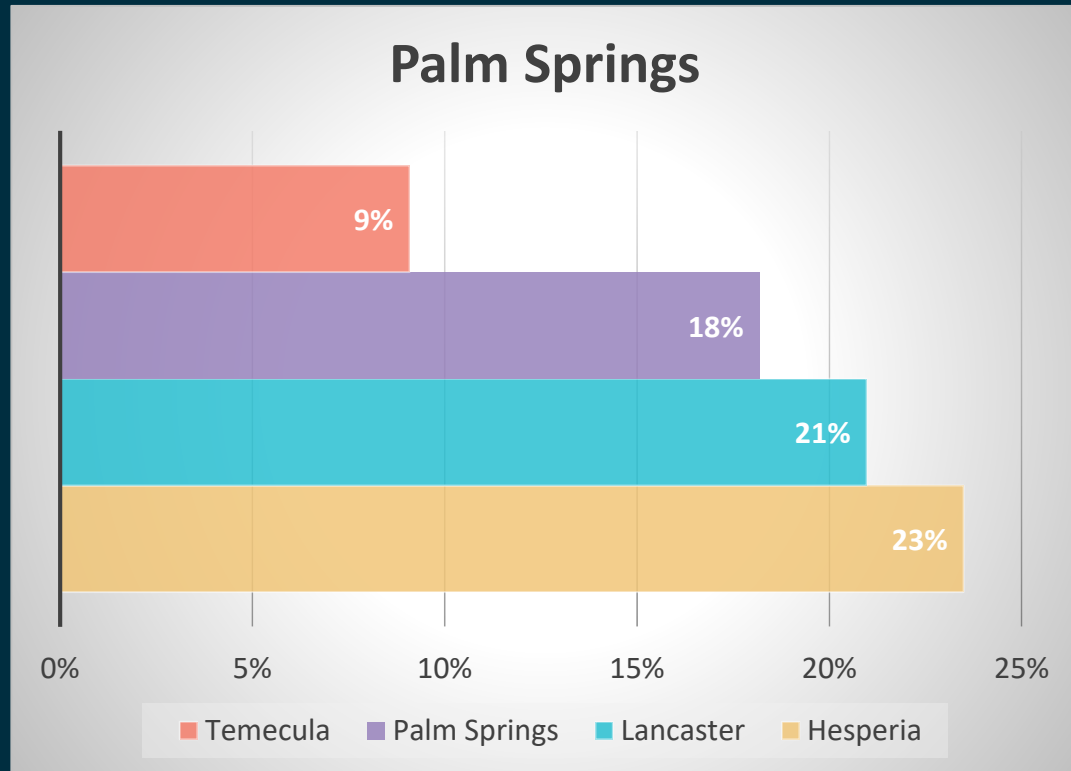
Palm Springs Market	Population	Median Household Income
▢ Palm Springs		
Indio	89793	\$ 49,951
Cathedral City	54596	\$ 43,384
Palm Desert	52932	\$ 56,262
Palm Springs	48142	\$ 48,126
Coachella	45443	\$ 34,300
La Quinta	41304	\$ 76,131
Rancho Mirage	18306	\$ 64,754
▢ Hesperia		
Victorville	122441	\$ 47,895
Hesperia	94859	\$ 49,726
Apple Valley	73077	\$ 50,907
Adelanto	34066	\$ 34,446
▢ Lancaster		
Lancaster	160316	\$ 49,314
Palmdale	157519	\$ 56,699
▢ Temecula		
Temecula	114327	\$ 87,115
Murrieta	113326	\$ 80,373
Wildomar	36932	\$ 67,510
Fallbrook	23898	\$ 56,468

SBBC

Santa Maria Market	Population	Median Household Income
▢ Visalia		
Visalia	133010	\$ 54,934
Tulare	63855	\$ 49,584
Hanford	56499	\$ 55,327
▢ Santa Maria		
Santa Maria	107014	\$ 55,485
Lompoc	43542	\$ 49,074
Orcutt	29642	\$ 79,237
Arroyo Grande	18123	\$ 74,654
Nipomo	17565	\$ 74,282
Vandenberg Village	7429	\$ 82,177
Solvang	5909	\$ 73,373
▢ Atascadero		
San Luis Obispo	47541	\$ 49,640
El Paso de Robles	31918	\$ 61,053
Atascadero	30418	\$ 72,240
Templeton	7750	\$ 76,002

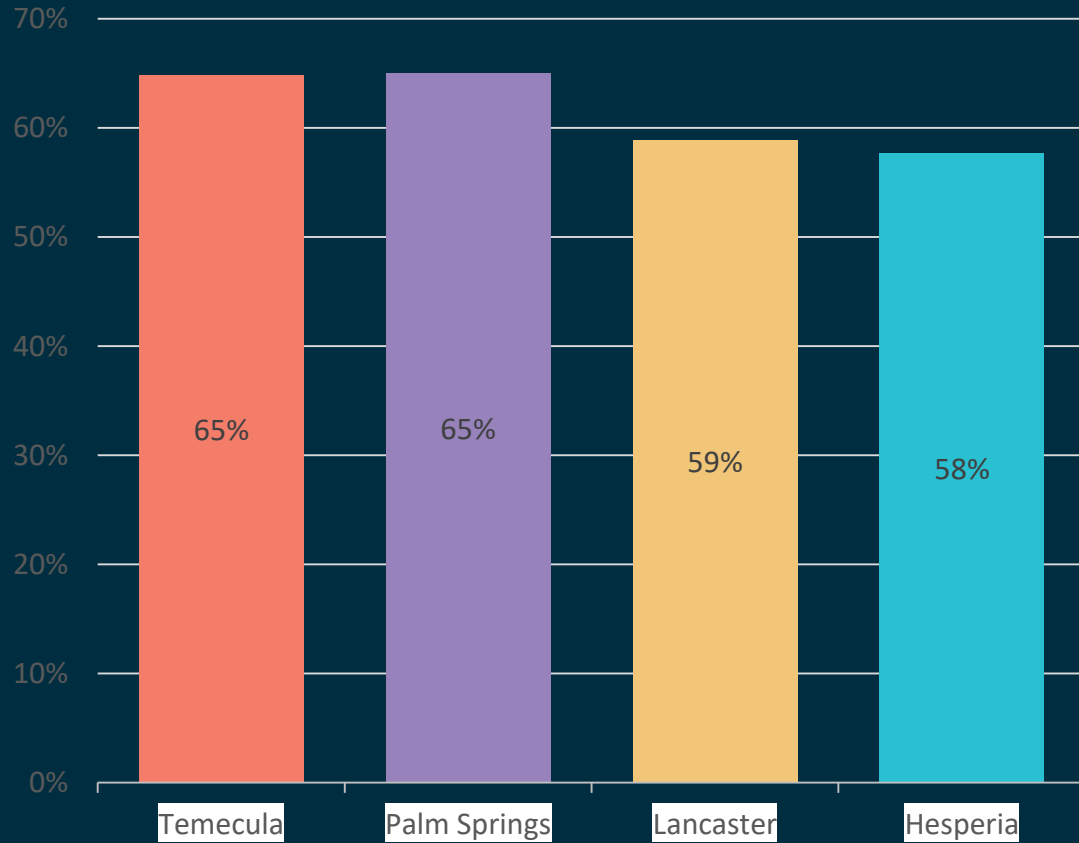
SBBC

Persons in Poverty

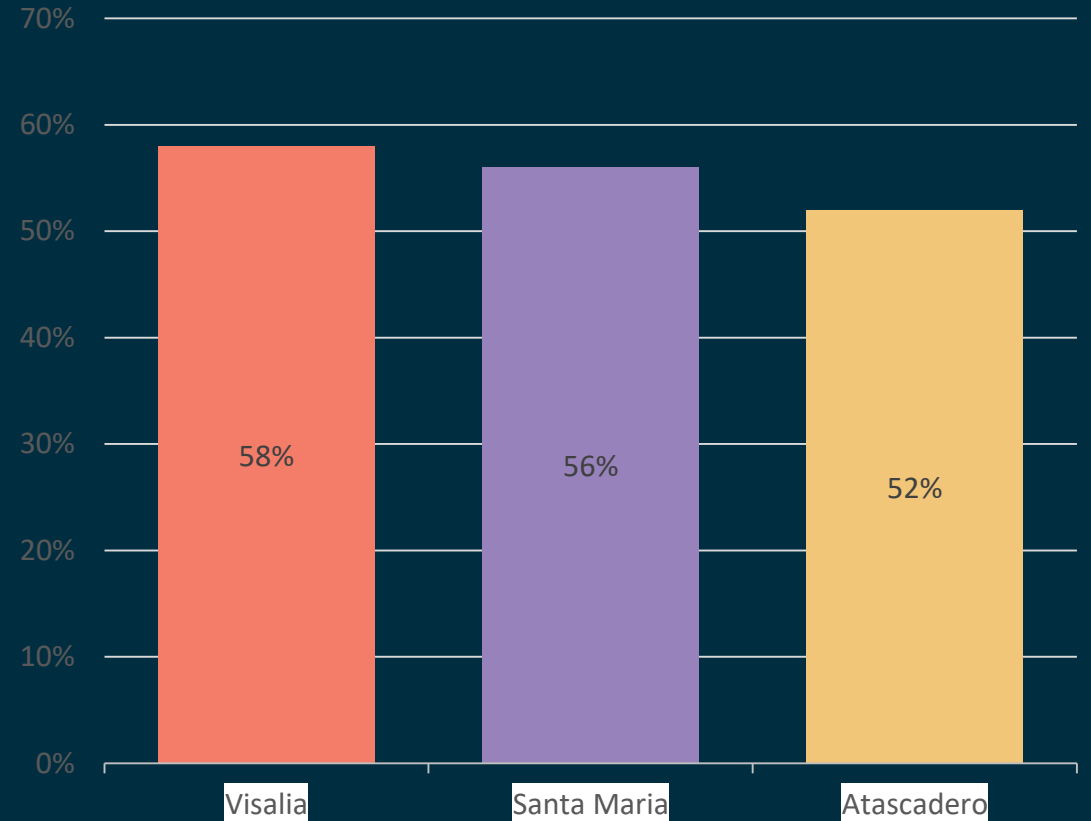


Housing: Owner-occupied

PALM SPRINGS



SANTA MARIA



Housing: Median Value of Owner-Occupied Housing

Palm Springs Market		Population	Median value of home
Palm Springs			
Indio	89793		\$247,900
Cathedral City	54596		\$232,400
Palm Desert	52932		\$328,300
Palm Springs	48142		\$340,600
Coachella	45443		\$183,800
La Quinta	41304		\$376,100
Rancho Mirage	18306		\$483,100
Hesperia			
Victorville	122441		\$177,600
Hesperia	94859		\$199,200
Apple Valley	73077		\$215,800
Adelanto	34066		\$151,600
Lancaster			
Lancaster	160316		\$213,100
Palmdale	157519		\$229,200
Temecula			
Temecula	114327		\$394,600
Murrieta	113326		\$367,400
Wildomar	36932		\$308,100
Fallbrook	23898		\$463,400

SBBC

Santa Maria Market		Population	Median value of home
Visalia			
Visalia	133010		\$ 207,400
Tulare	63855		\$ 177,500
Hanford	56499		\$ 192,900
Santa Maria			
Santa Maria	107014		\$ 297,200
Lompoc	43542		\$ 269,100
Orcutt	29642		\$ 367,500
Arroyo Grande	18123		\$ 510,400
Nipomo	17565		\$ 444,300
Vandenberg Village	7429		\$ 336,800
Solvang	5909		\$ 689,700
Atascadero			
San Luis Obispo	47541		\$ 590,800
El Paso de Robles	31918		\$ 404,700
Atascadero	30418		\$ 433,900
Templeton	7750		\$ 472,200

SBBC