



BAY AREA

Highlights:

Latinos and Asians represent nearly the same share of the region's population, 22% and 21% respectively (See Figure 1).

Unemployment in the region is lower than the rest of California, with a 10% unemployment rate in 2010 (See Figure 5).

1 in 13
ARE UNEMPLOYED*
***OF THE LABOR FORCE**

1 in 10
LIVE BELOW*
THE POVERTY LINE
 *excluding individuals living in group quarters

TOTAL
 BAY AREA RESIDENTS
4,166,768

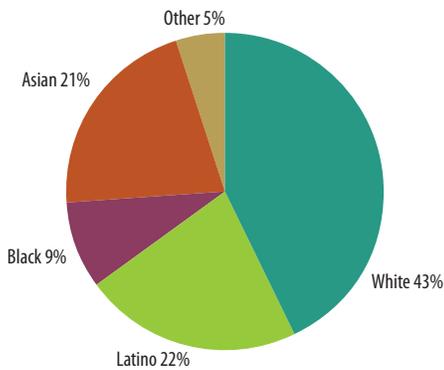
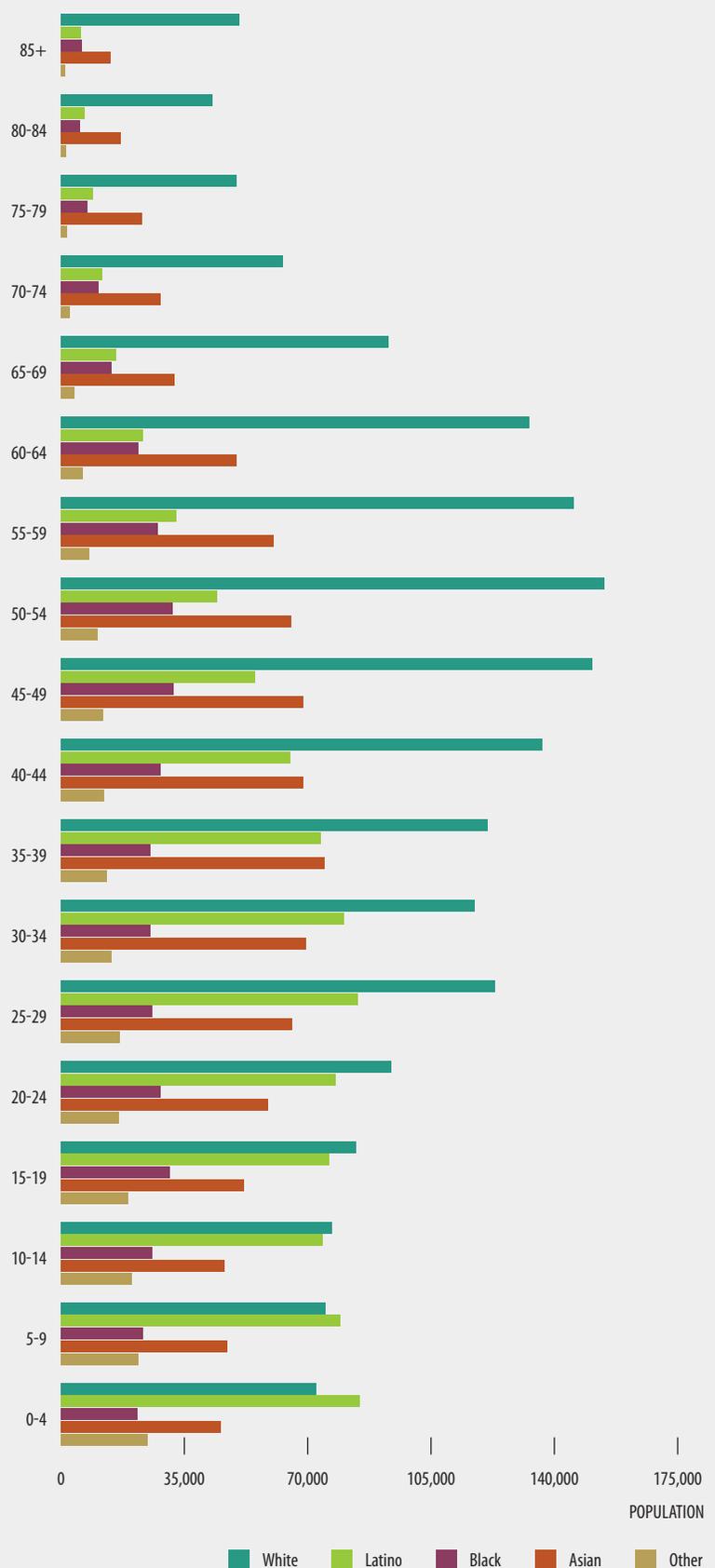


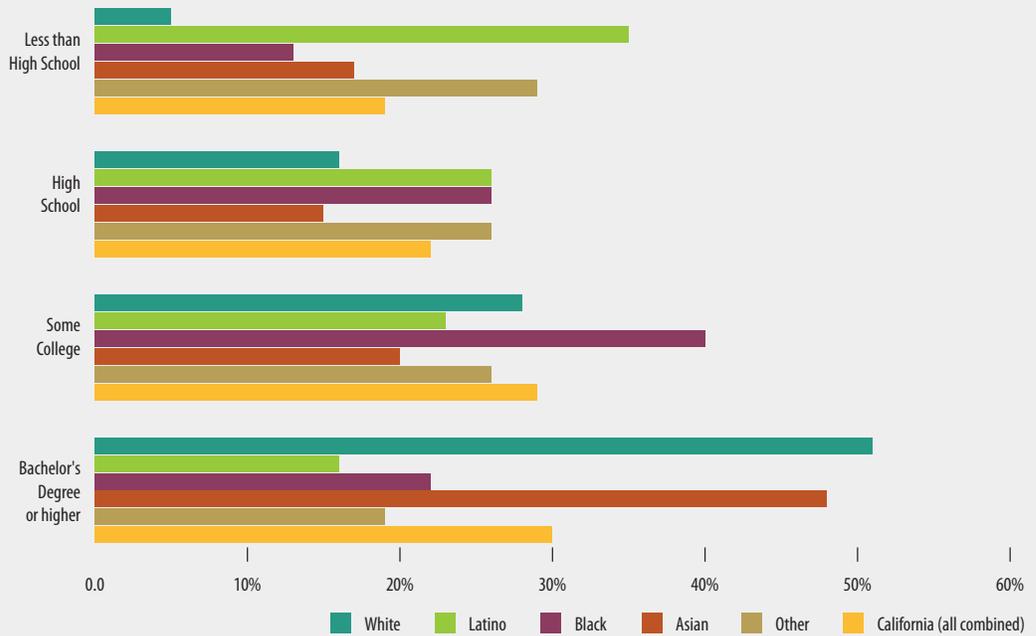
FIGURE 1 POPULATION DEMOGRAPHICS
 Number of individuals in each age category, by race



Source: 2006-2010 American Community, US Census

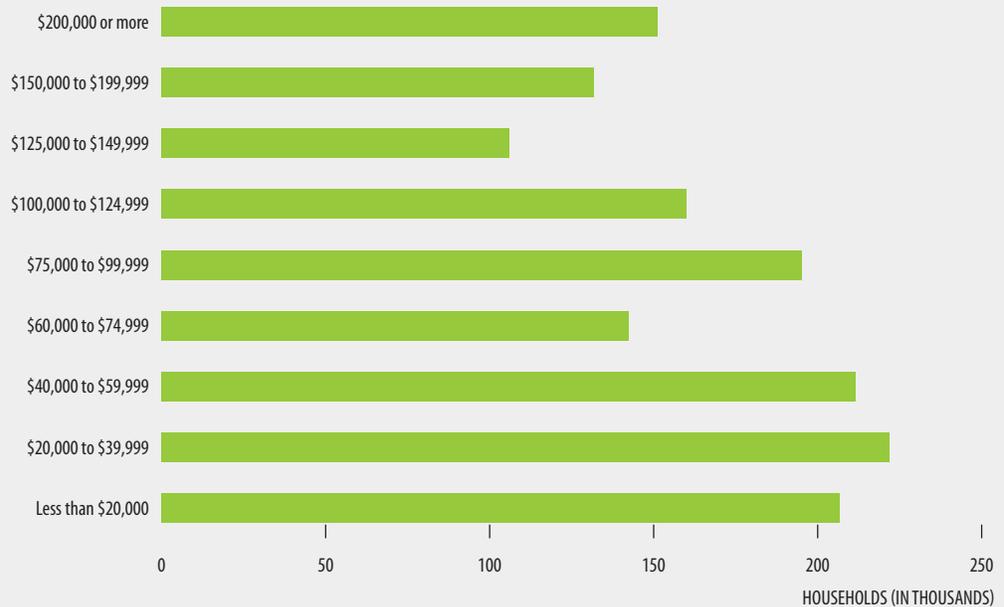


FIGURE 2 EDUCATIONAL ATTAINMENT BY RACE AND ETHNICITY
Percent of population 25 and older, by education category



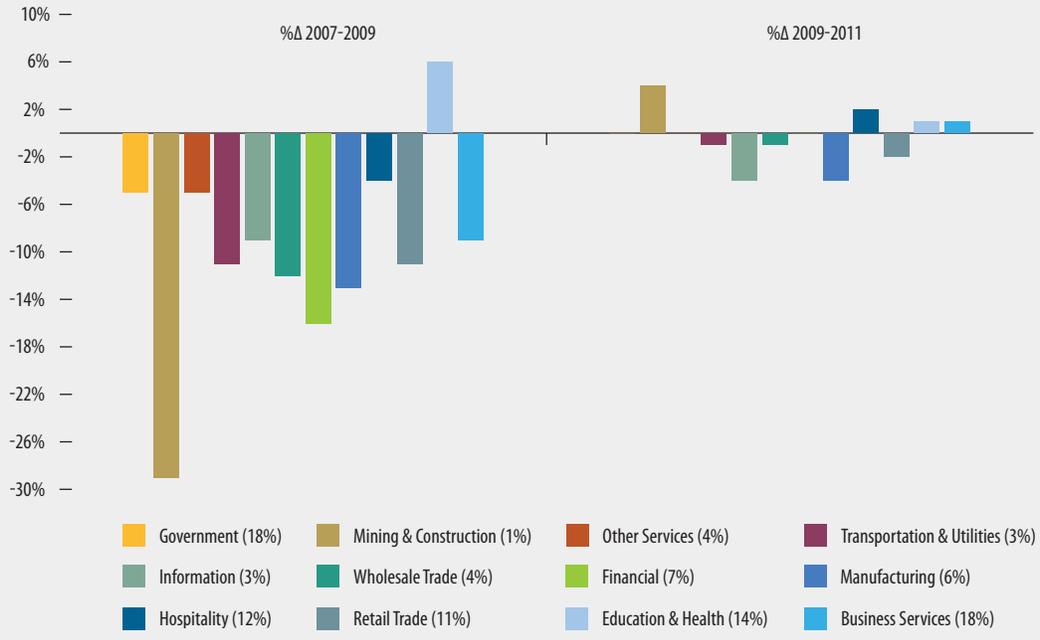
Source: 2006-2010 American Community, US Census

FIGURE 3 HOUSEHOLD INCOME DISTRIBUTION
Number of households in each income category



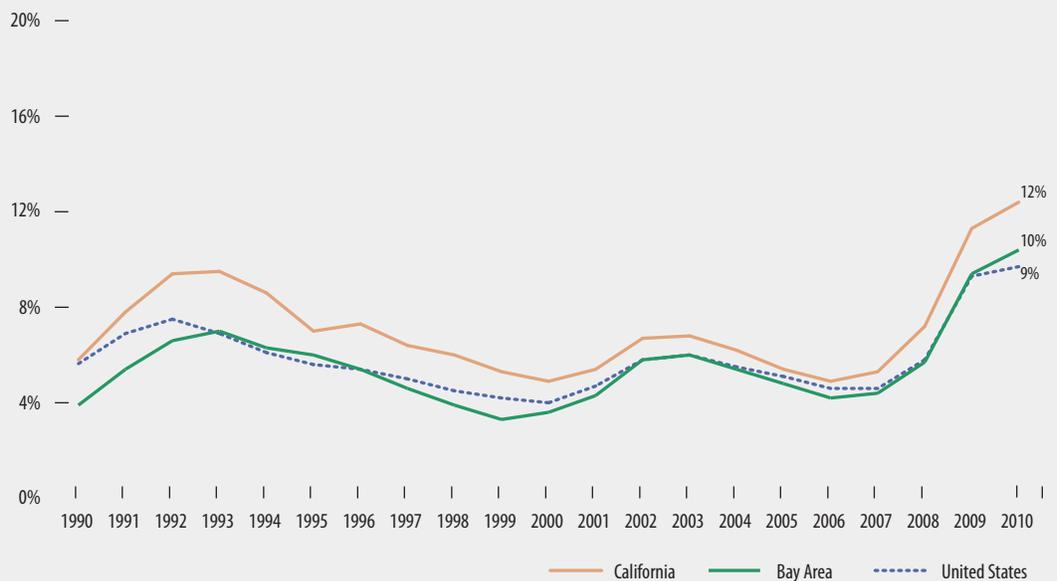
Source: 2006-2010 American Community, US Census

FIGURE 4 PERCENT CHANGE IN EMPLOYMENT BY SECTOR AND PERIOD



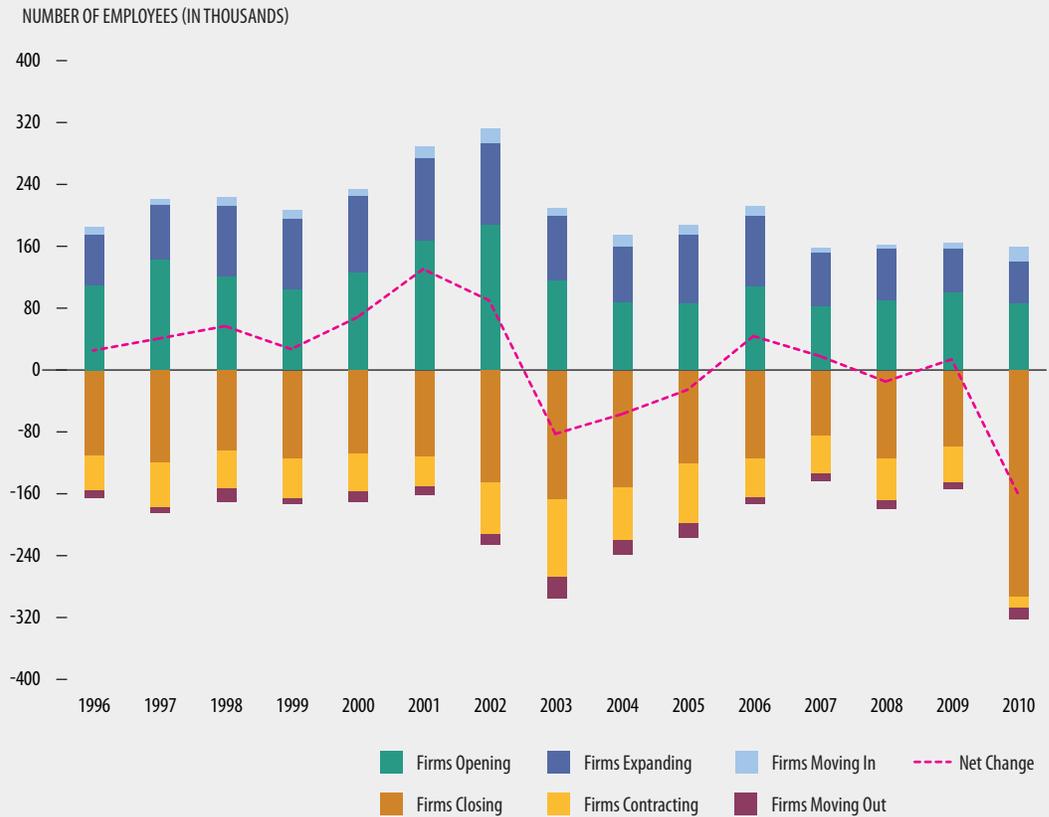
Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted
 Note: Number in parentheses is the sector size by employment share.

FIGURE 5 UNEMPLOYMENT RATE
 Percent of unemployed



Source: U.S. Bureau of Labor Statistics, Current Population Survey (CPS) and Local Area Unemployment Statistics (LAUS)

FIGURE 6 **JOBS GAINED AND LOST, BY SOURCE**
 Number of jobs lost or gained annually



Source: Bureau of Labor Statistics, Current Employment Statistics (CES) seasonally adjusted

HIGHLIGHTS

50% of the White population is 45 and older, while 53% of the Latino population is younger than 30. The distribution of the Asian population is more centered, with 53% in the 25-59 age range.

Since 2003, the region lost nearly 300,000 jobs. 160,000 jobs were lost in 2010 (See Figure 6).

COUNTIES

- Alameda
- Contra Costa
- Marin
- Napa
- San Francisco
- Solano