

Santa Ana Federal Empowerment Zone Board Debriefing on Neighborhood Market Analysis Study Prepared by Social Compact

Wednesday, February 22, 2006

1. Present findings of the study.
2. Discuss findings, trends and answer related questions.
3. Discuss response to study and next steps.

Social Compact is a coalition of businesses from across the country dedicated to promoting successful business investment in low-income communities for the benefit of current residents. As a non-profit organization based in Washington, D.C., Social Compact's principle program is the neighborhood market DRILLDOWN, a market analysis tool that profiles underserved communities and identifies market opportunities.



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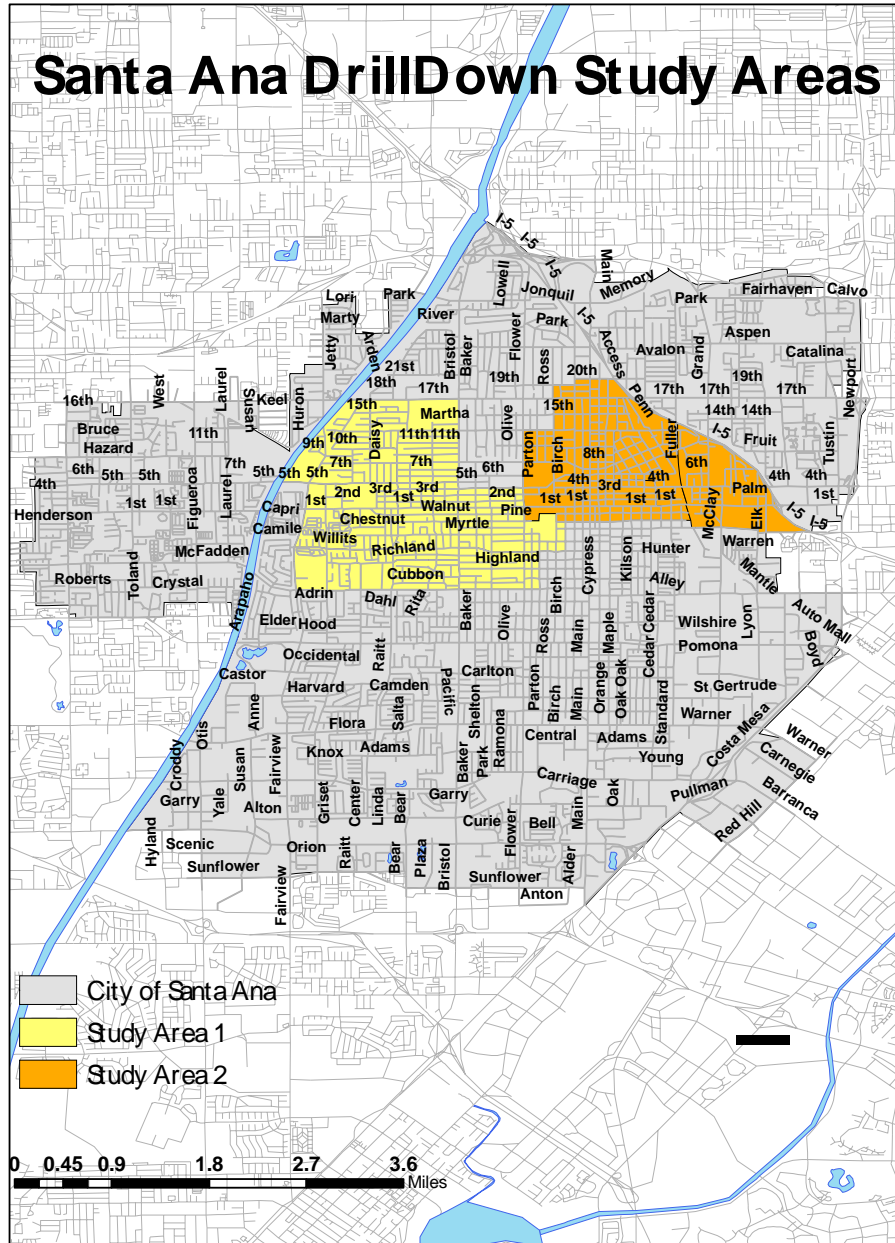
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Santa Ana DrillDown Study Areas



Urban Market Analysis Model

Measures the 3 core market drivers that resonate across industry lines

Size/Growth



Buying Power



Risk/Stability

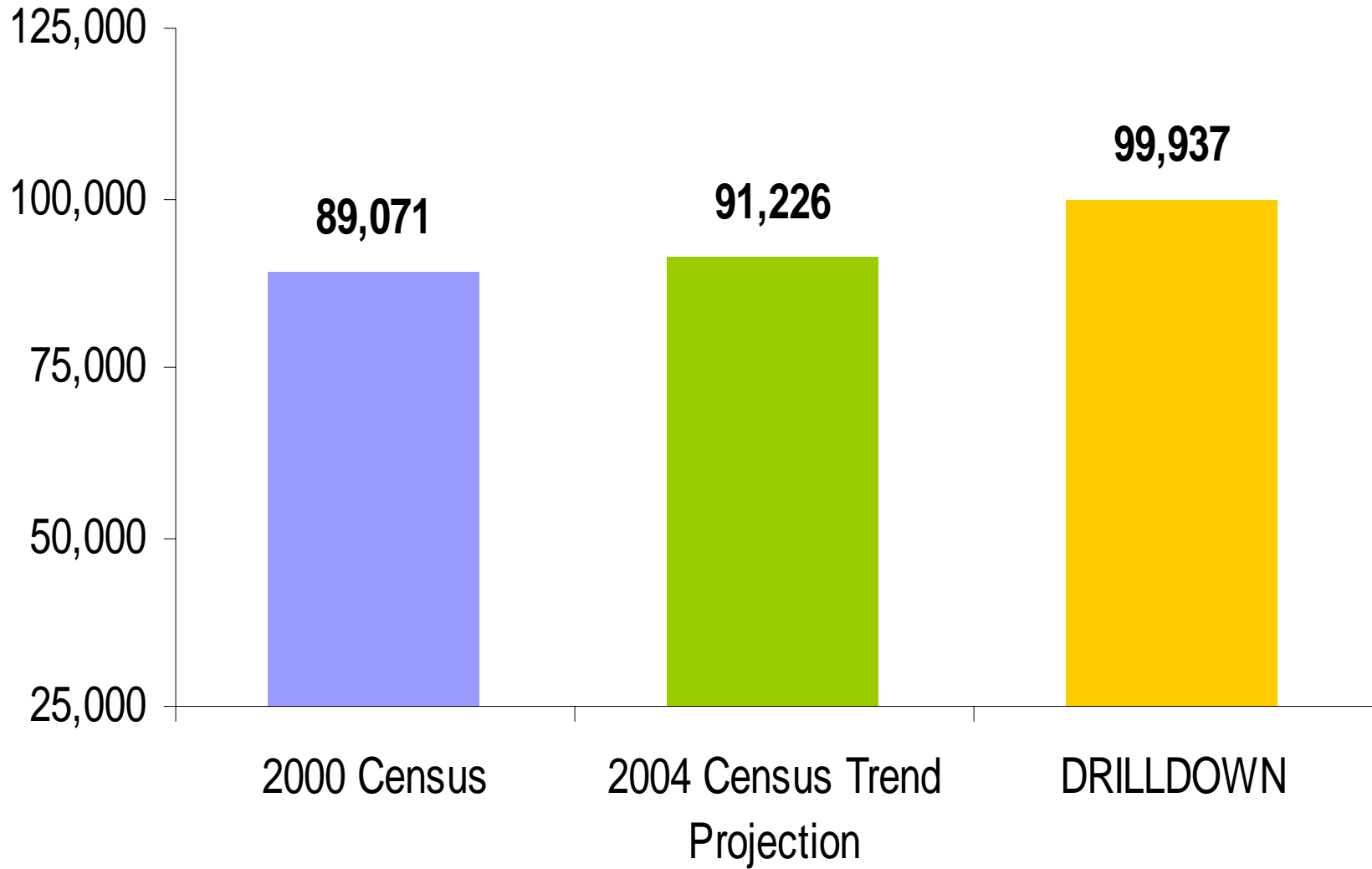


Size/Growth

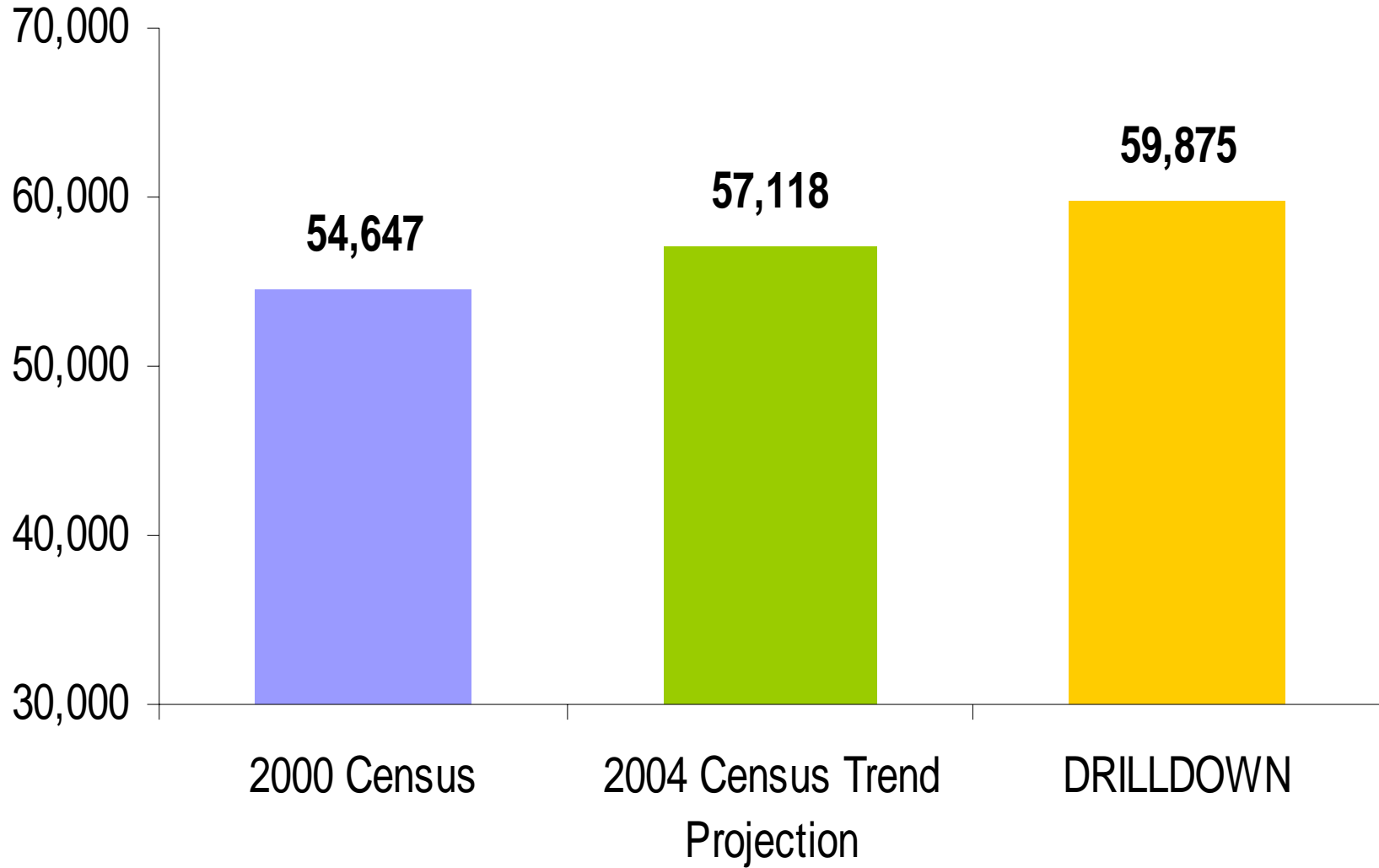


- Market Population
- Market Households
- Population Trends

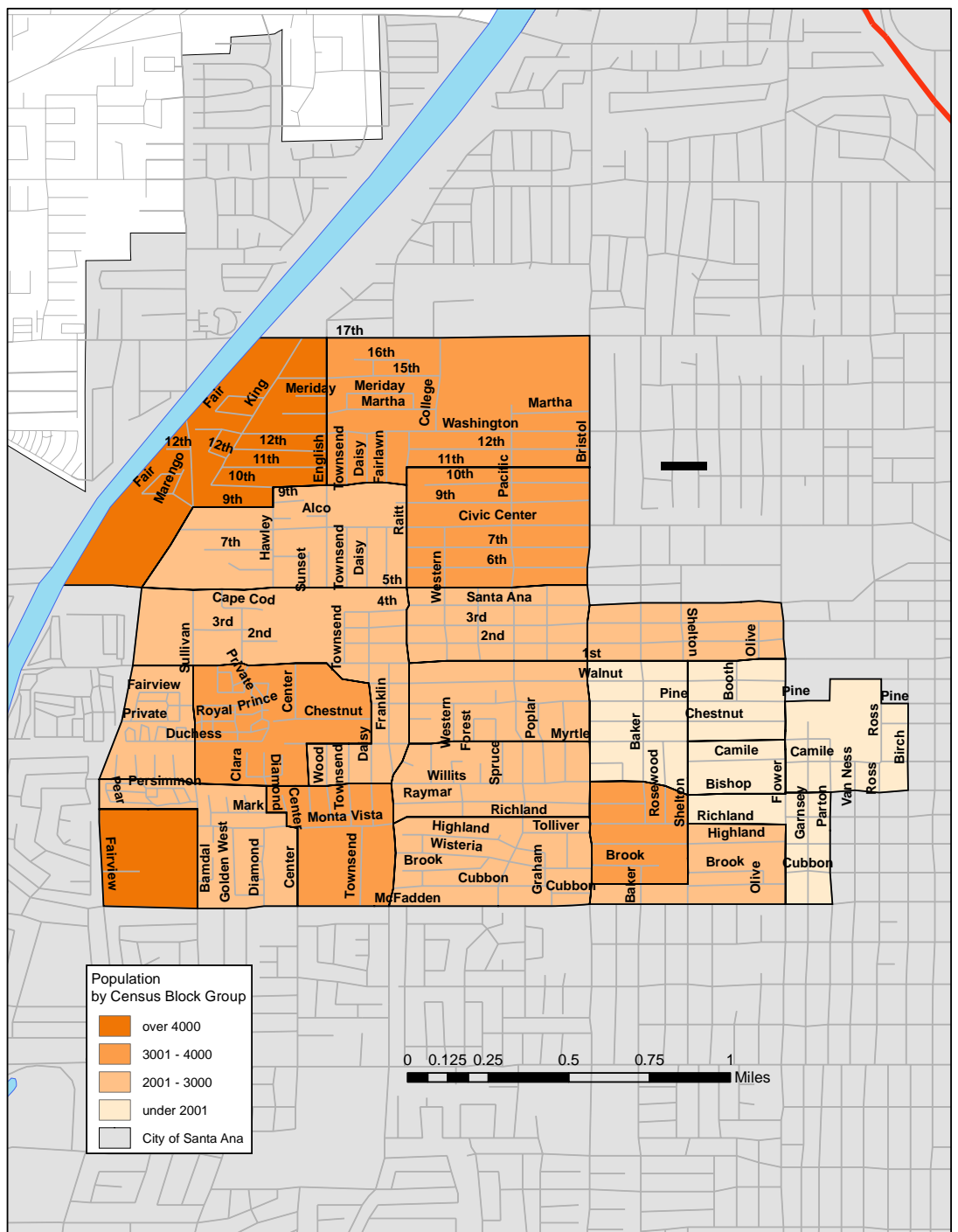
Total Population in 2004



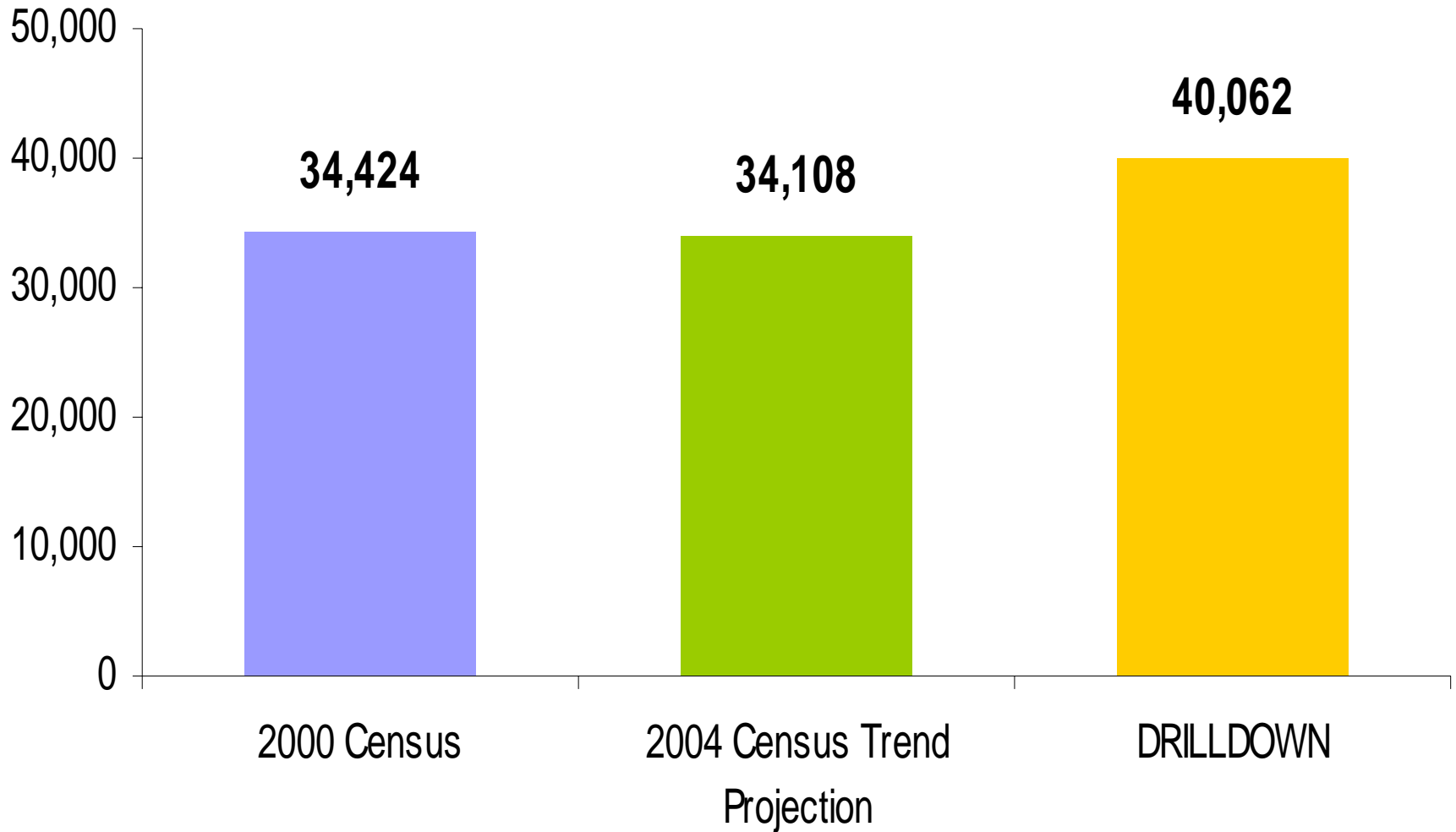
Study Area 1 Population in 2004



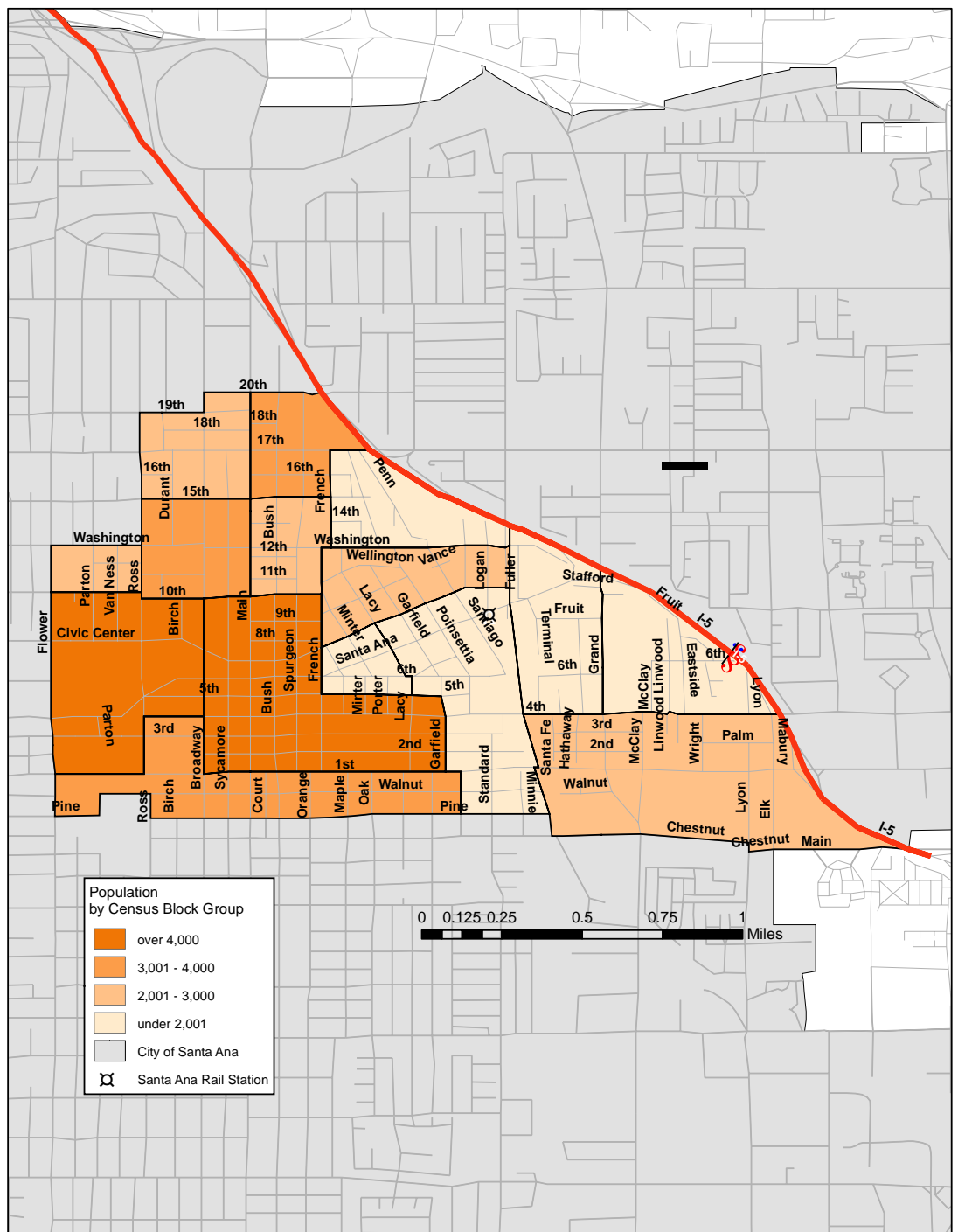
Map: Study Area 1 Population in 2004



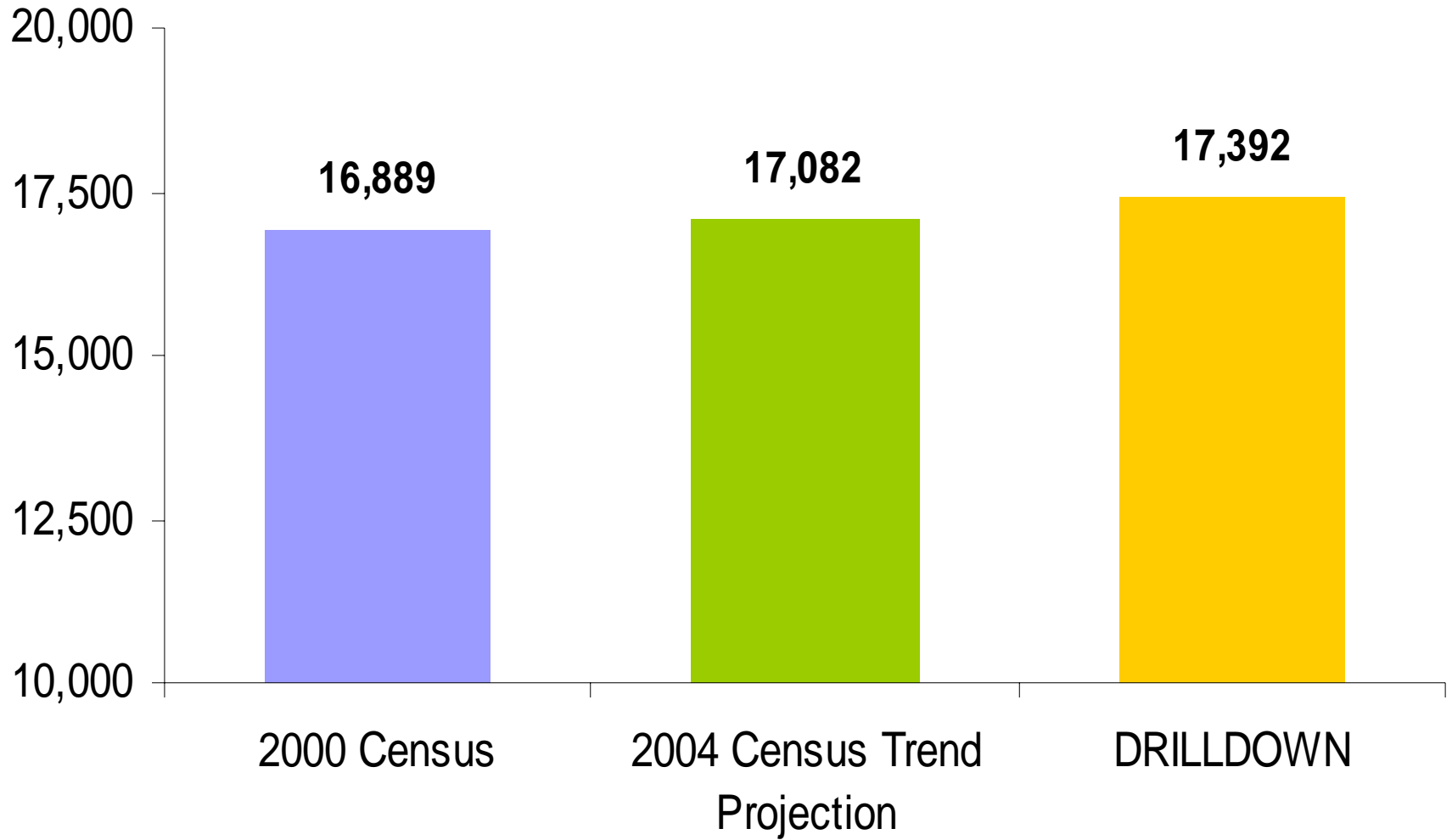
Study Area 2 Population in 2004



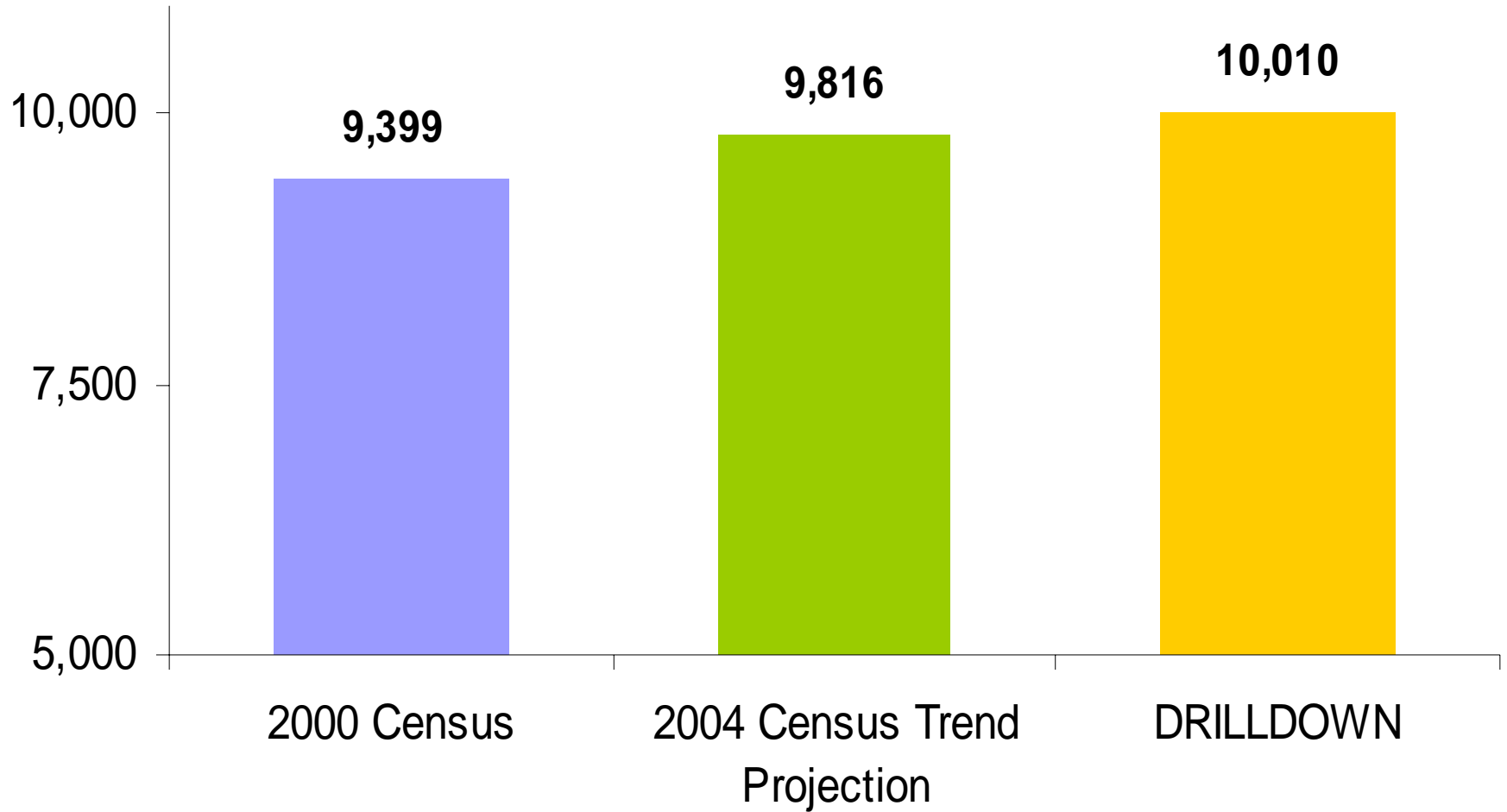
Map: Study Area 2 Population in 2004



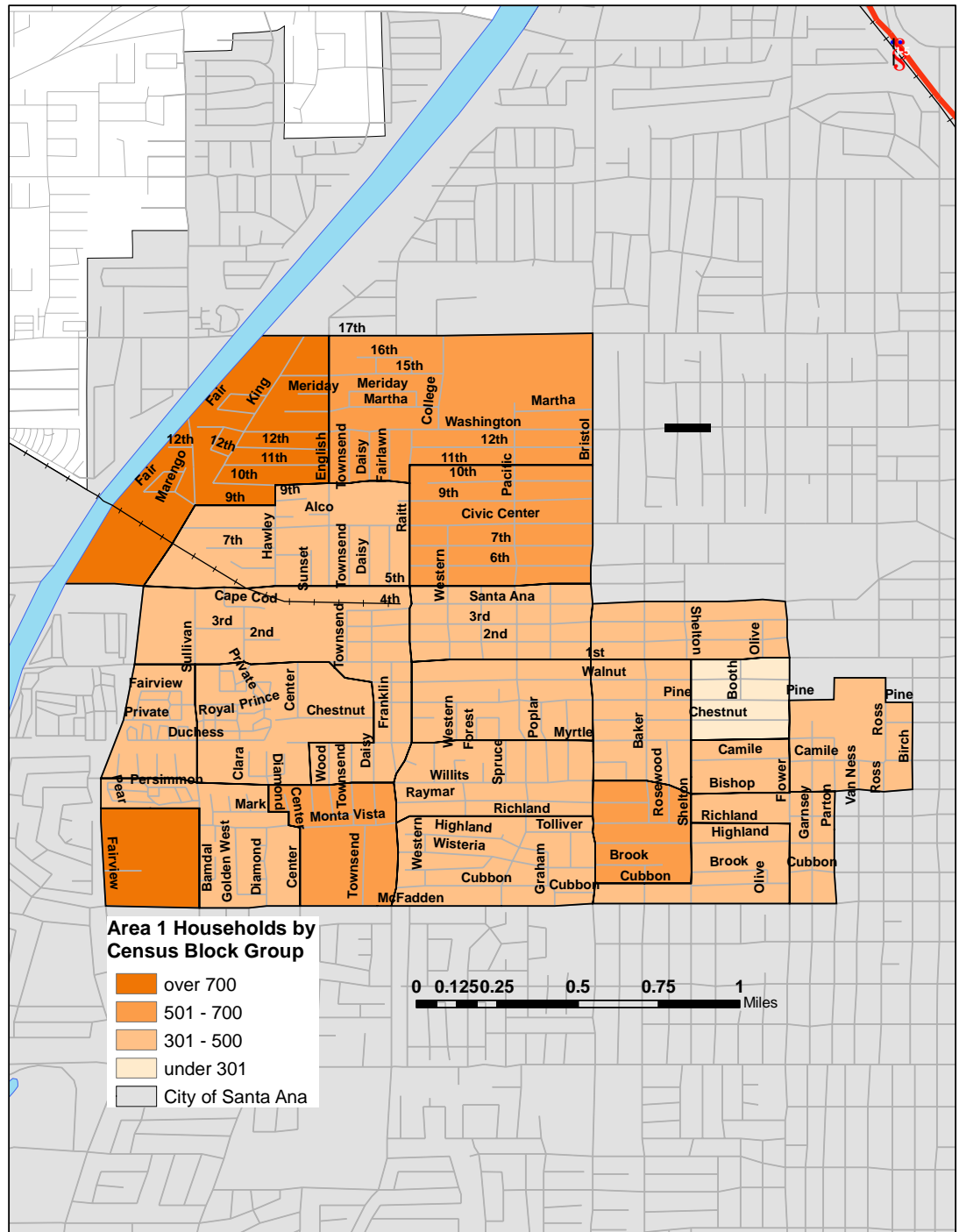
Total Households in 2004



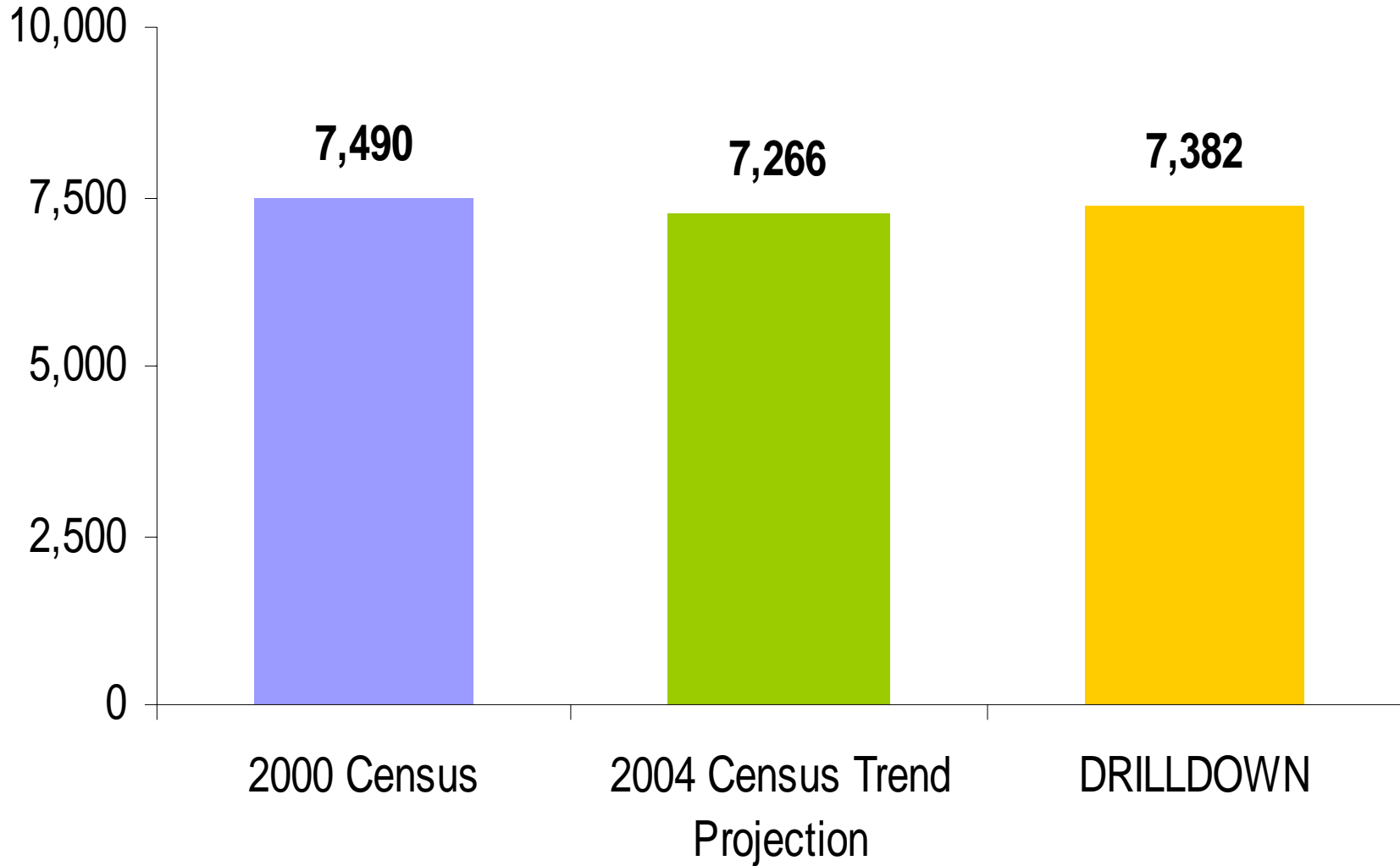
Study Area 1 Households in 2004



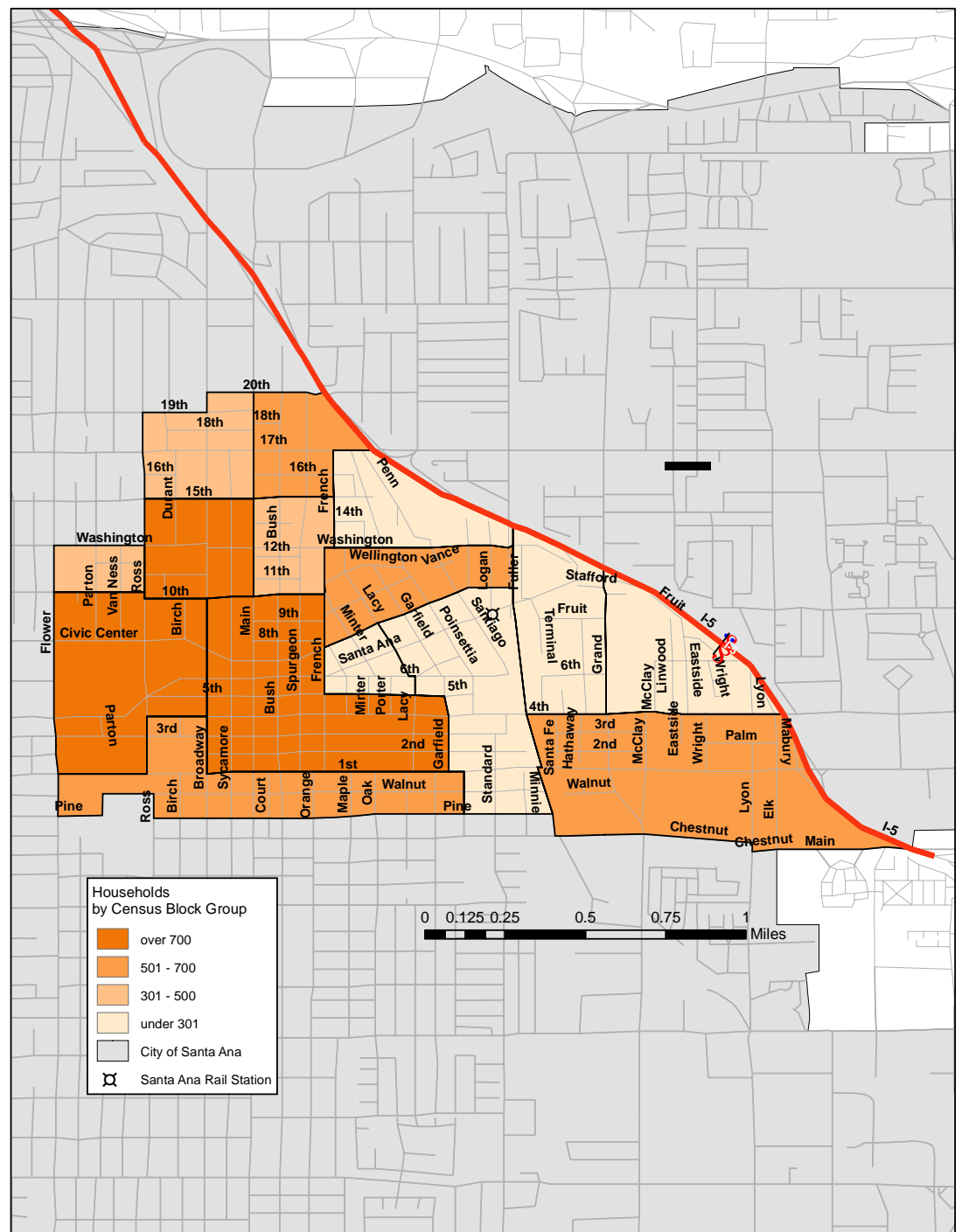
Map: Study Area 1 Households in 2004



Study Area 2 Households in 2004

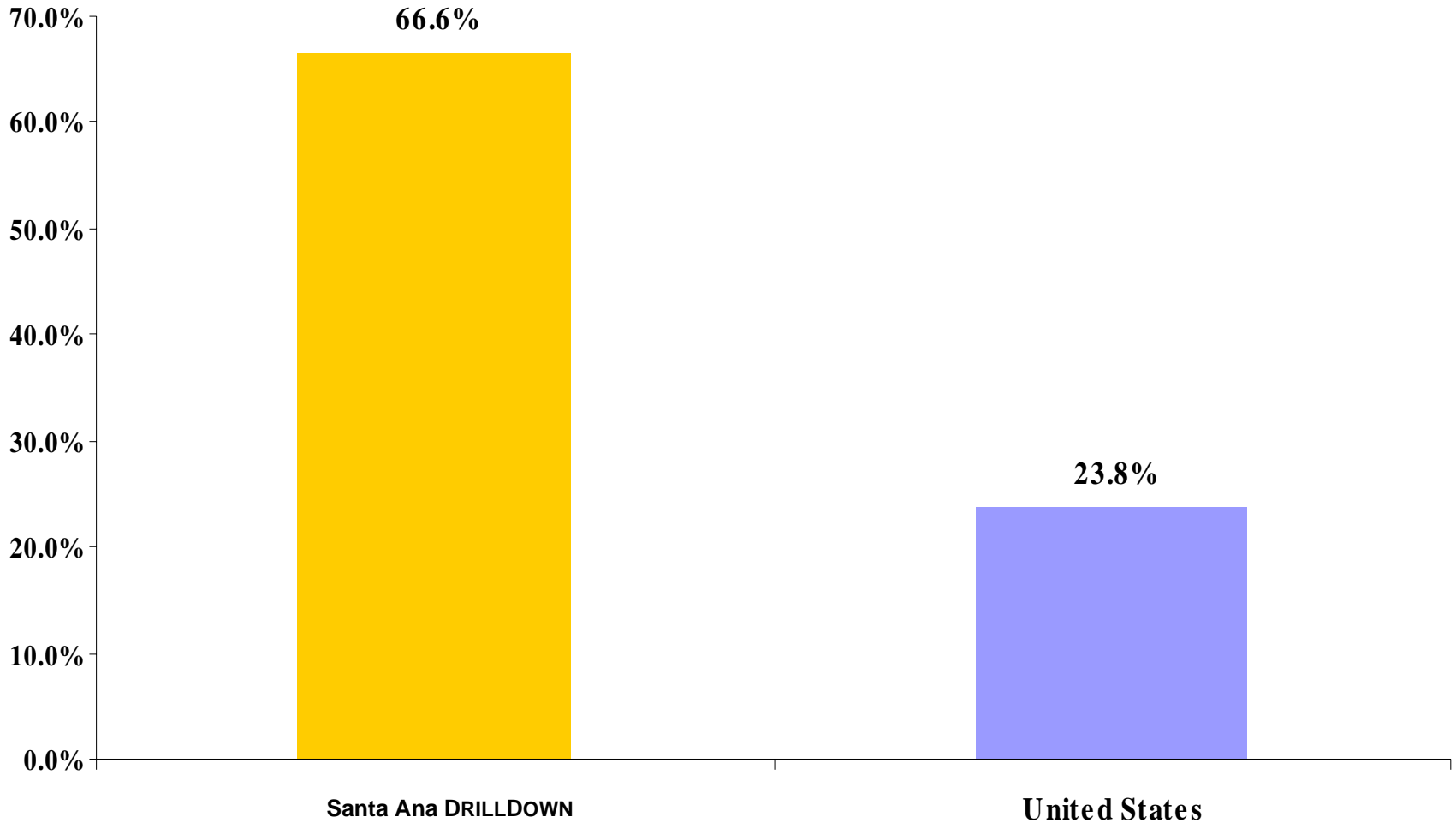


Map: Study Area 2 Households in 2004

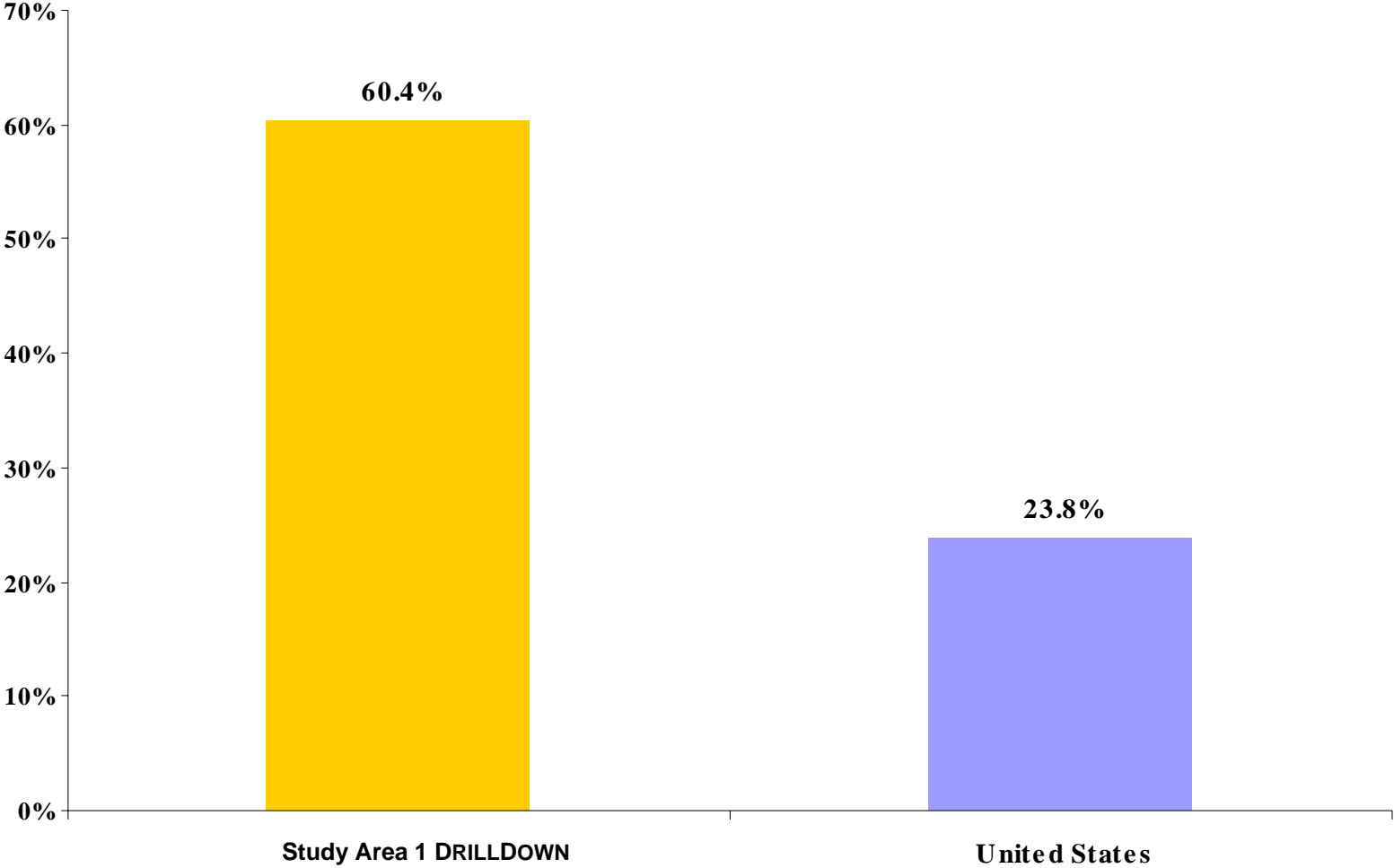


Santa Ana - Social Compact DrillDown Analysis

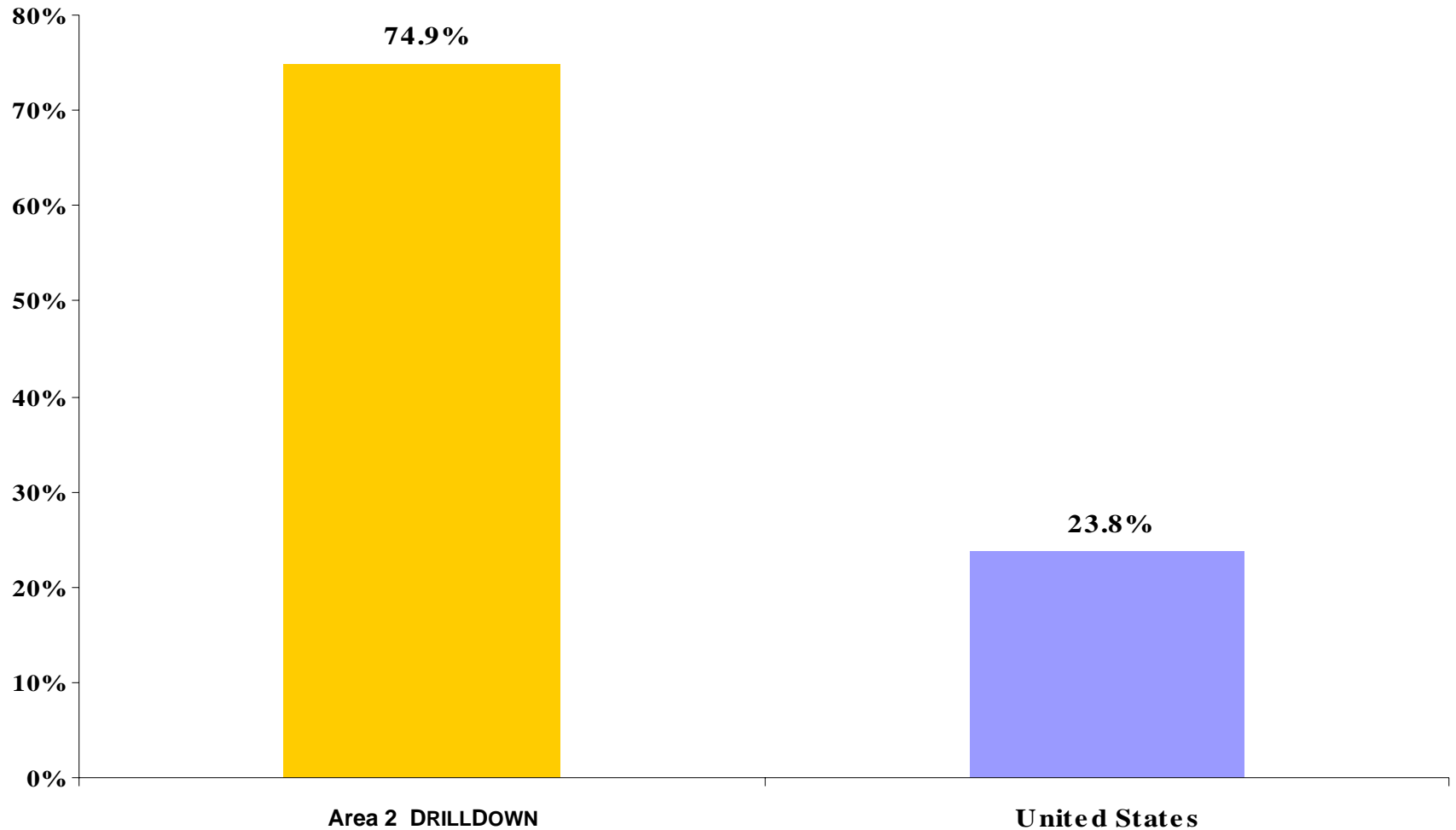
Total Households With No Credit or Bank Card in 2004



Study Area 1 Households With No Credit or Bank Card in 2004



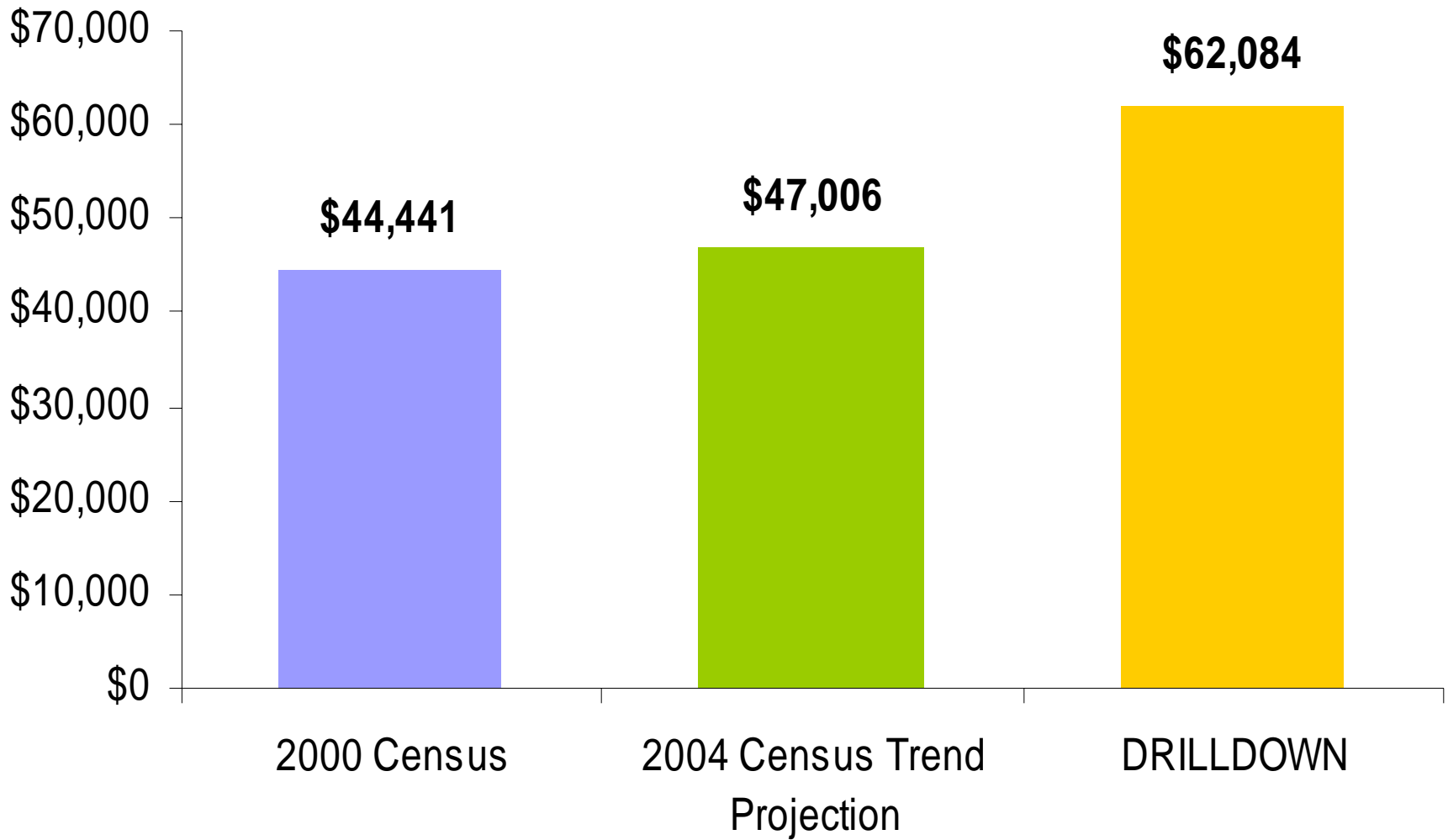
Study Area 2 Households With No Credit or Bank Card in 2004



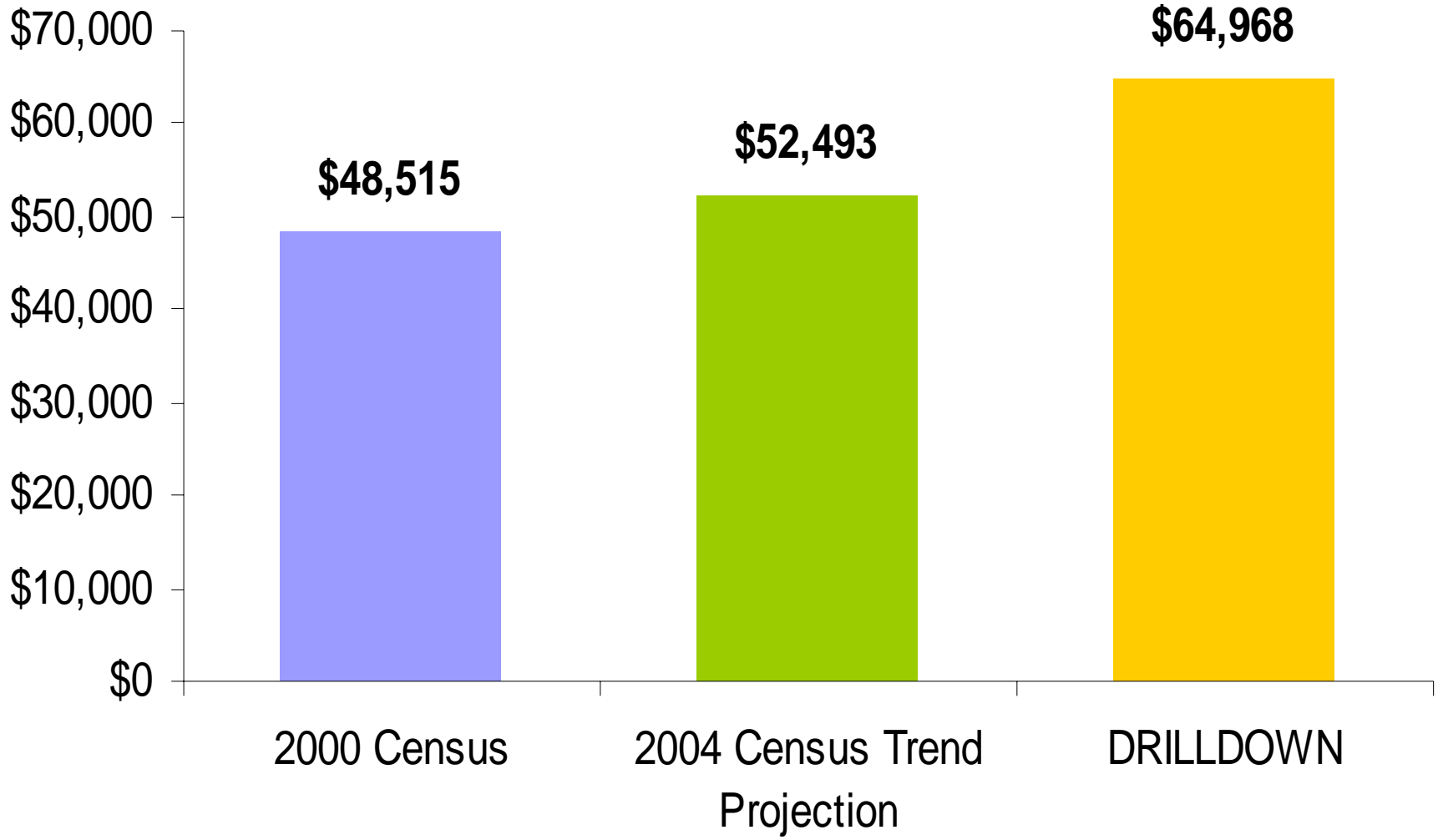
Buying Power \$

- Average Household Income
- Aggregate Household Income
- Aggregate Retail Leakage

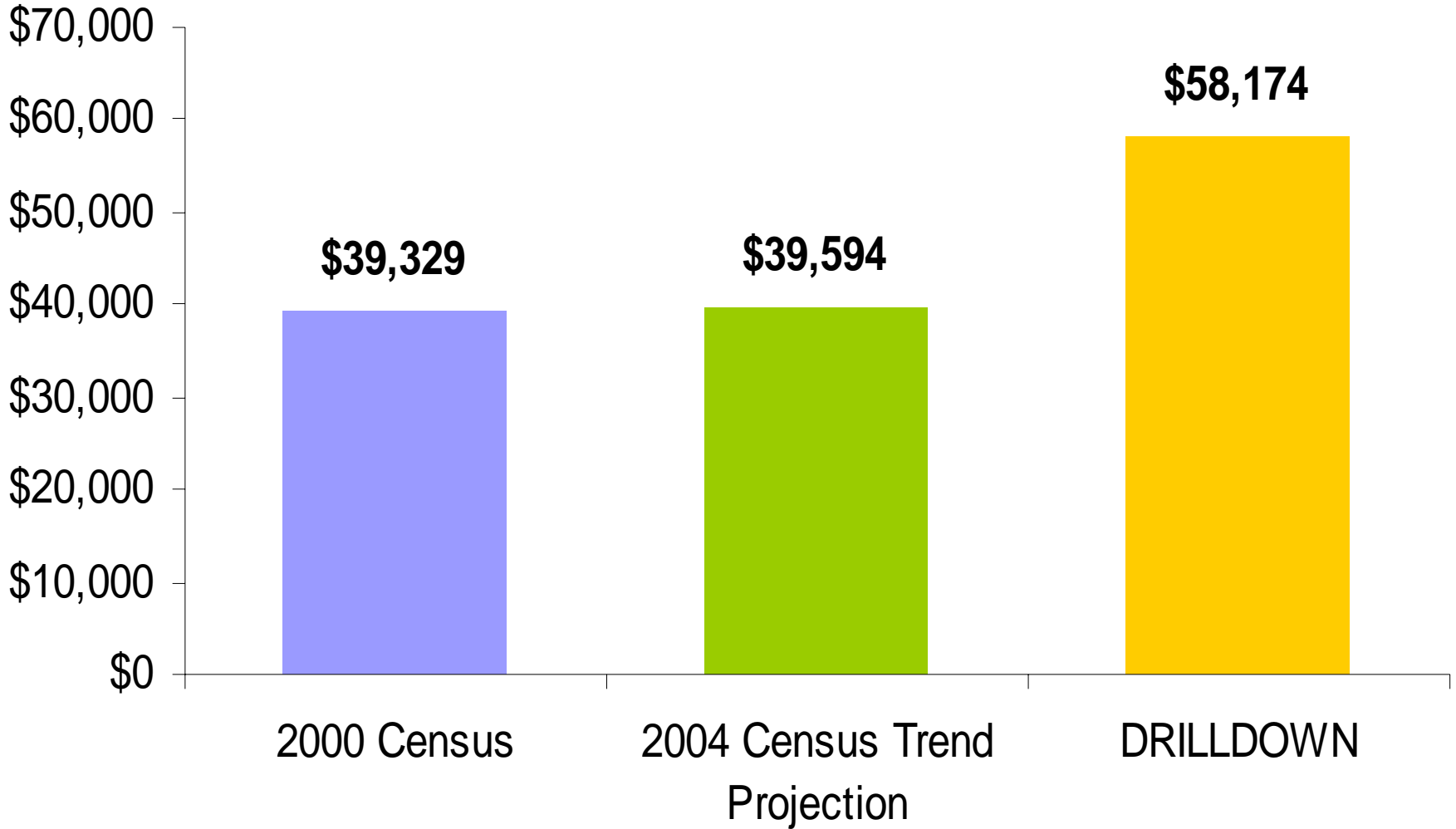
Average Household Income in 2004



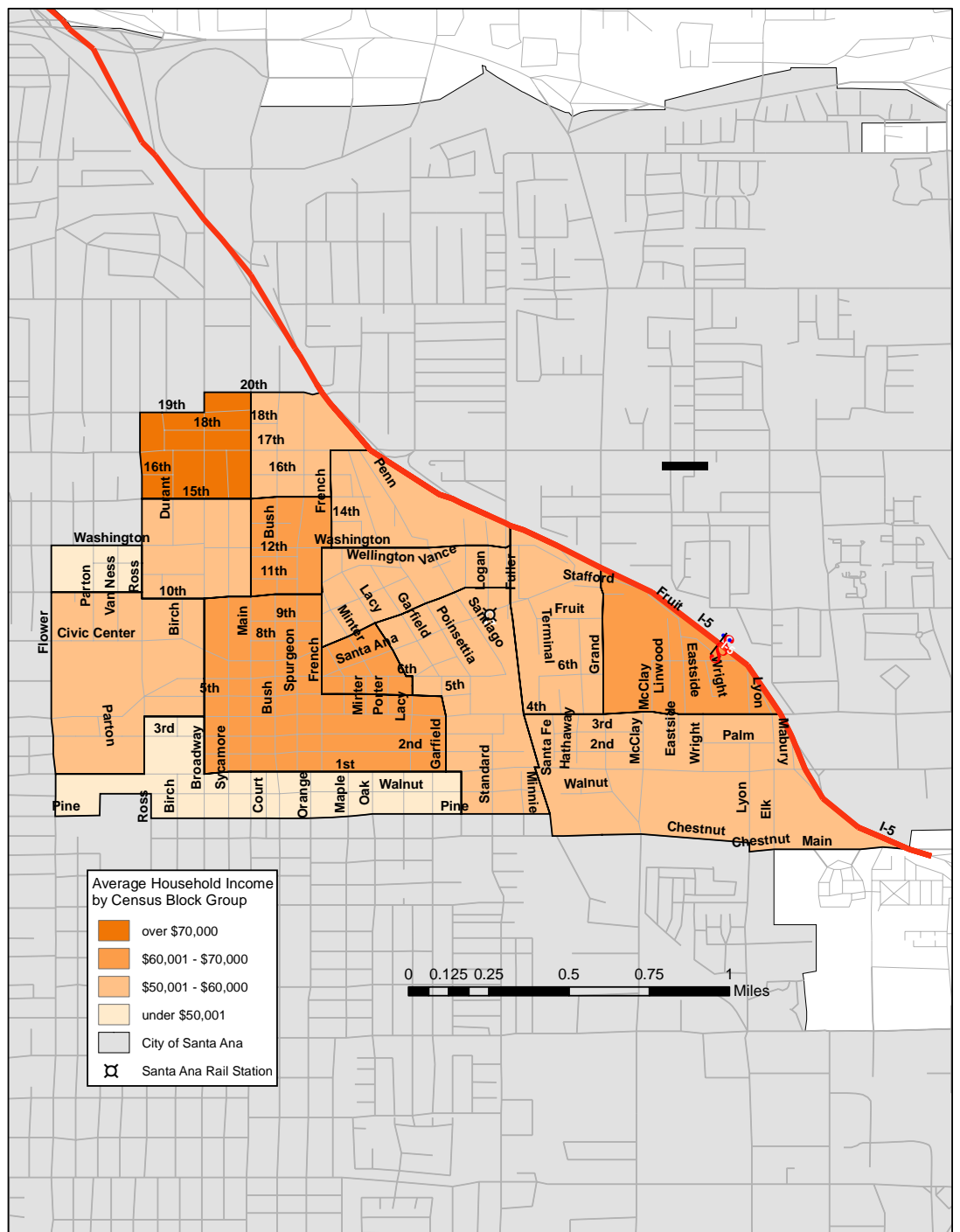
Study Area 1 Average Household Income in 2004



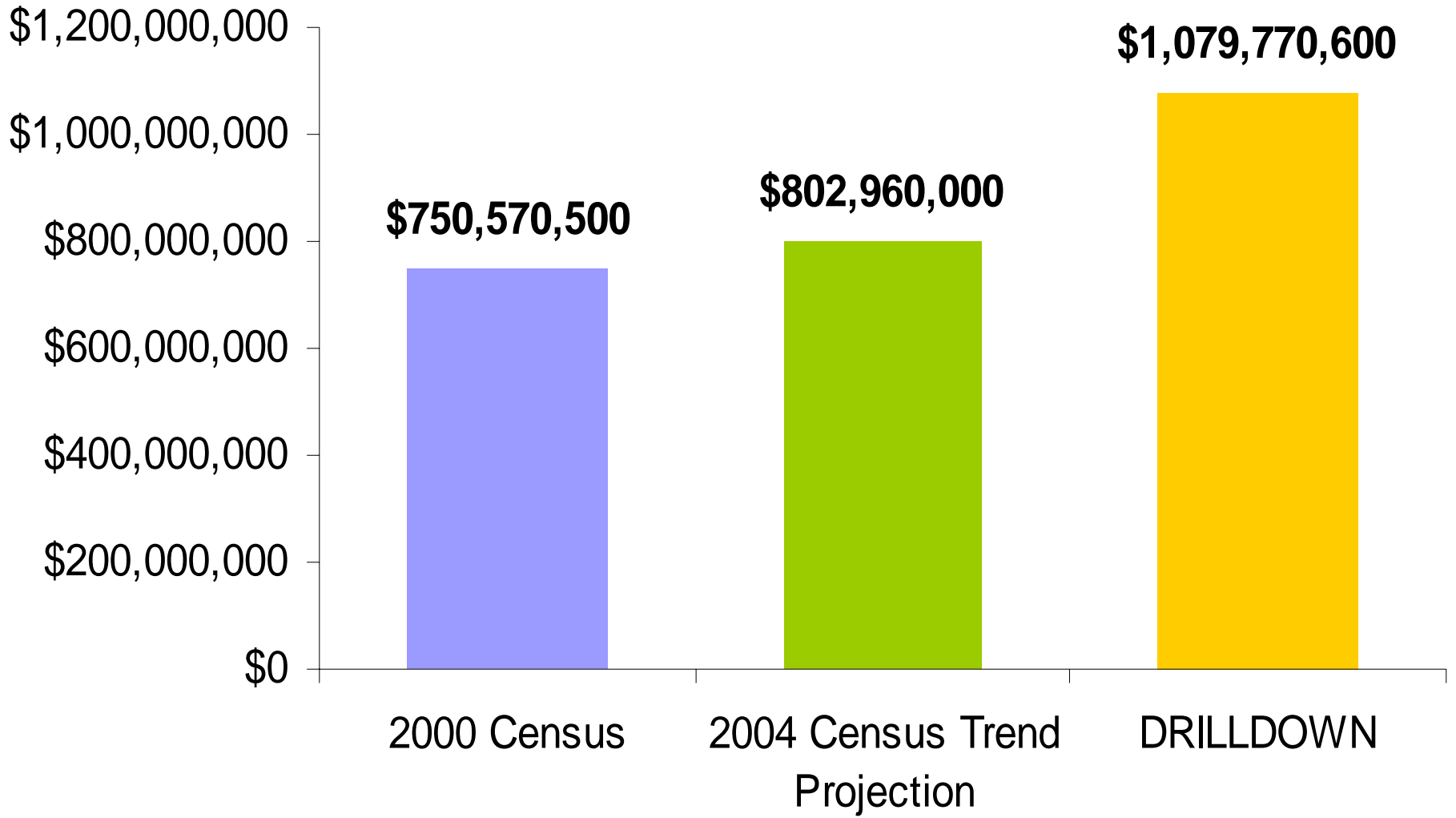
Study Area 2 Average Household Income in 2004



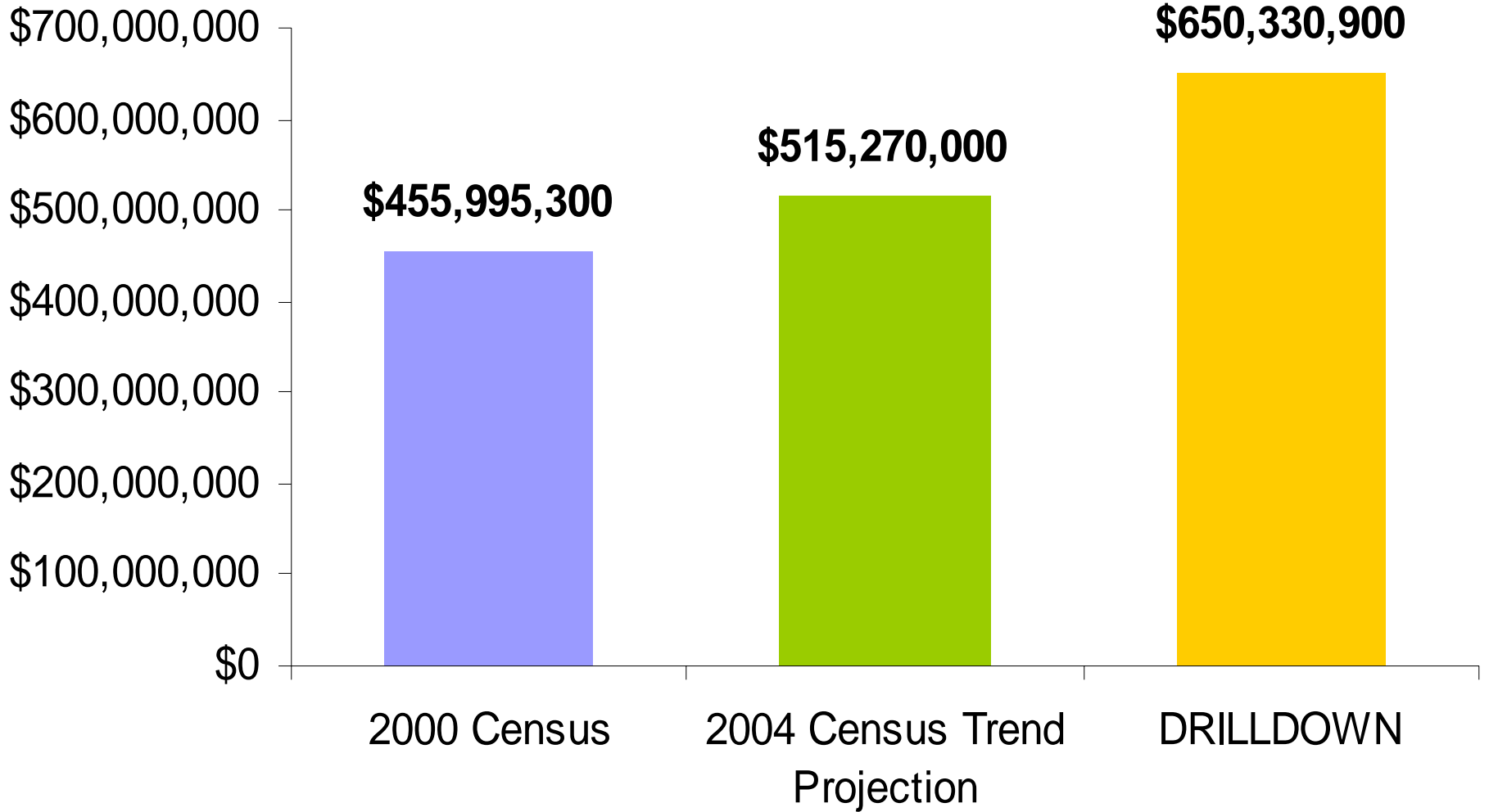
Map: Study Area 2 Avg. Household Income in 2004



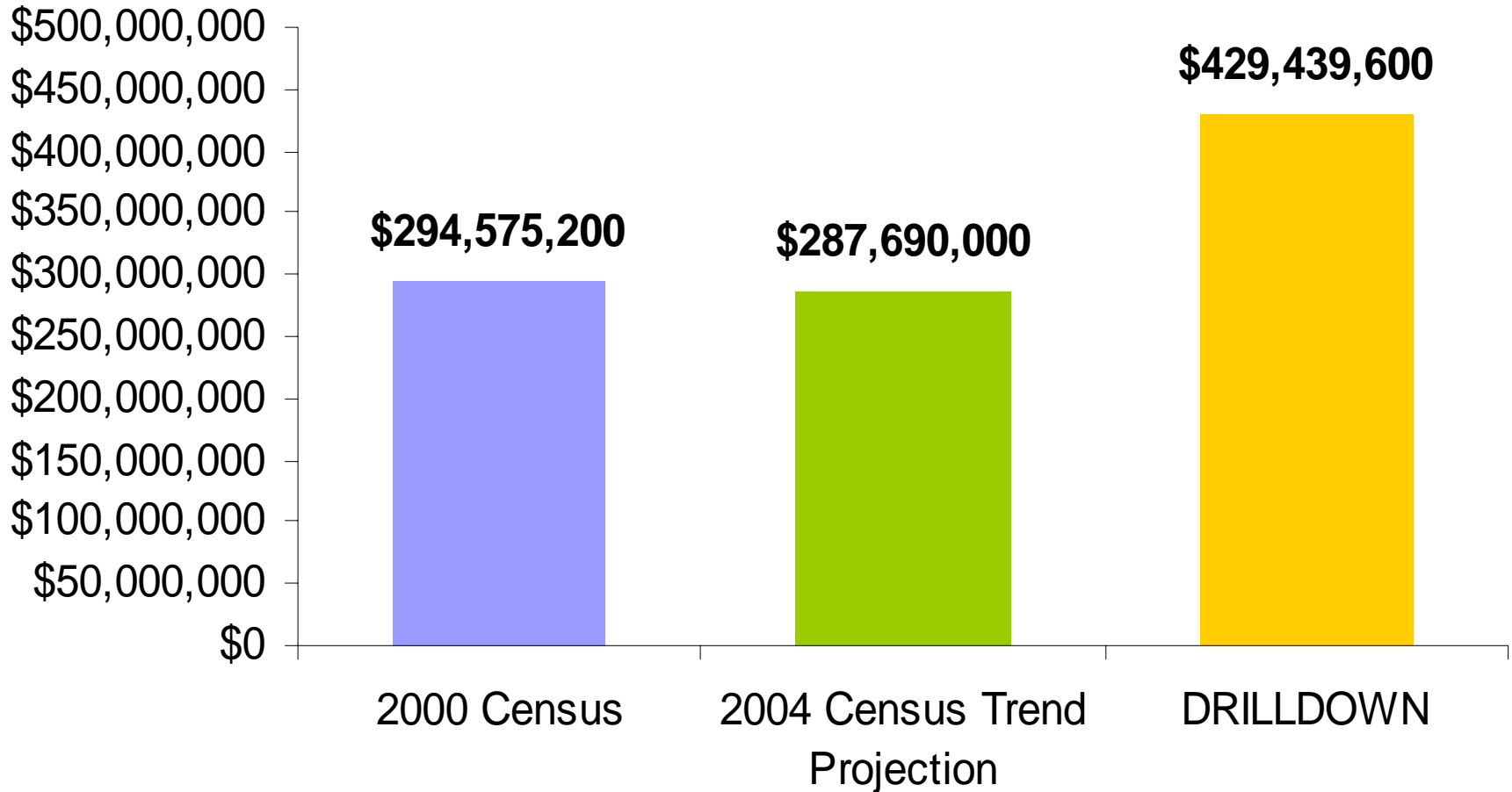
Aggregate Household Income in 2004



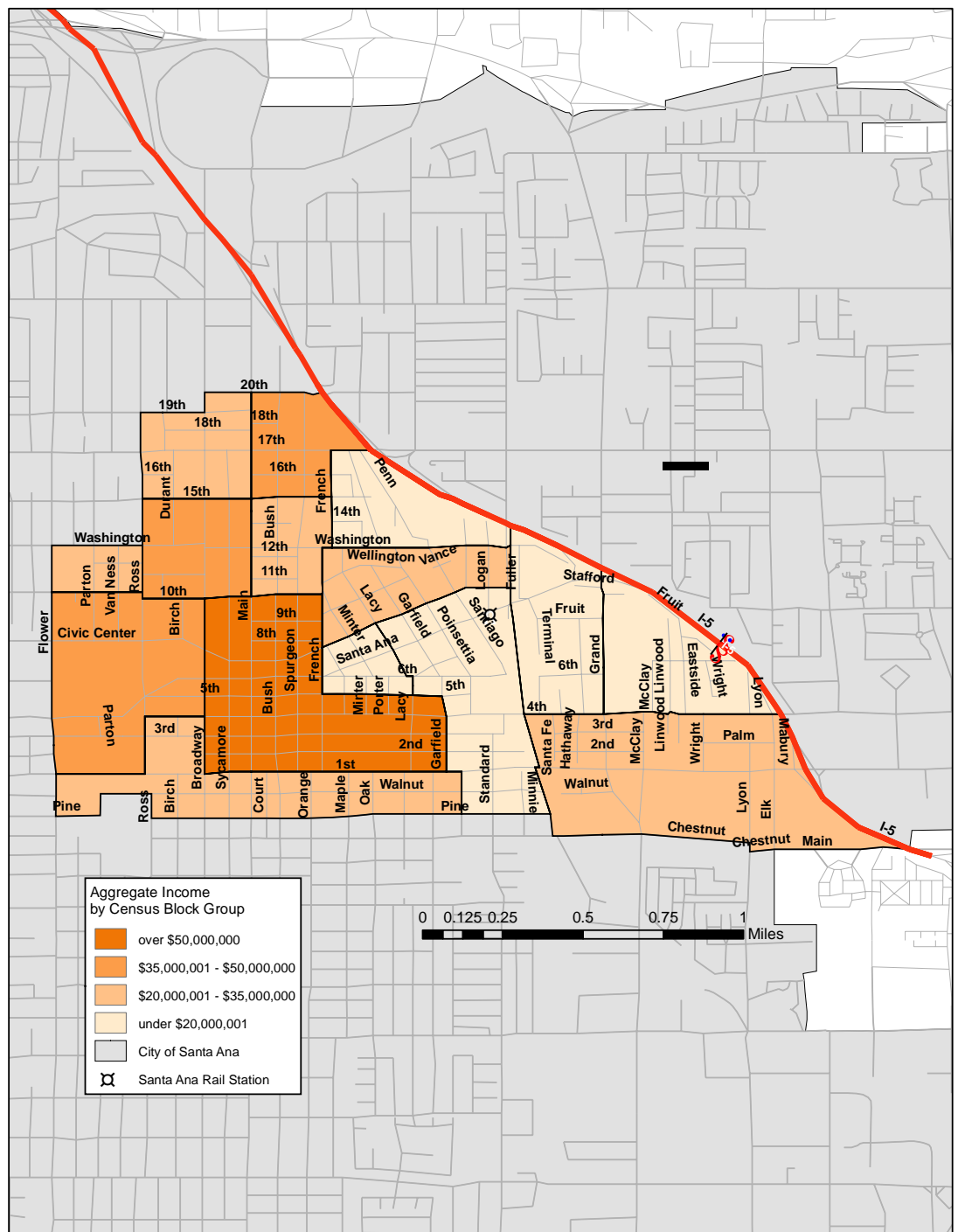
Study Area 1 Aggregate Household Income in 2004



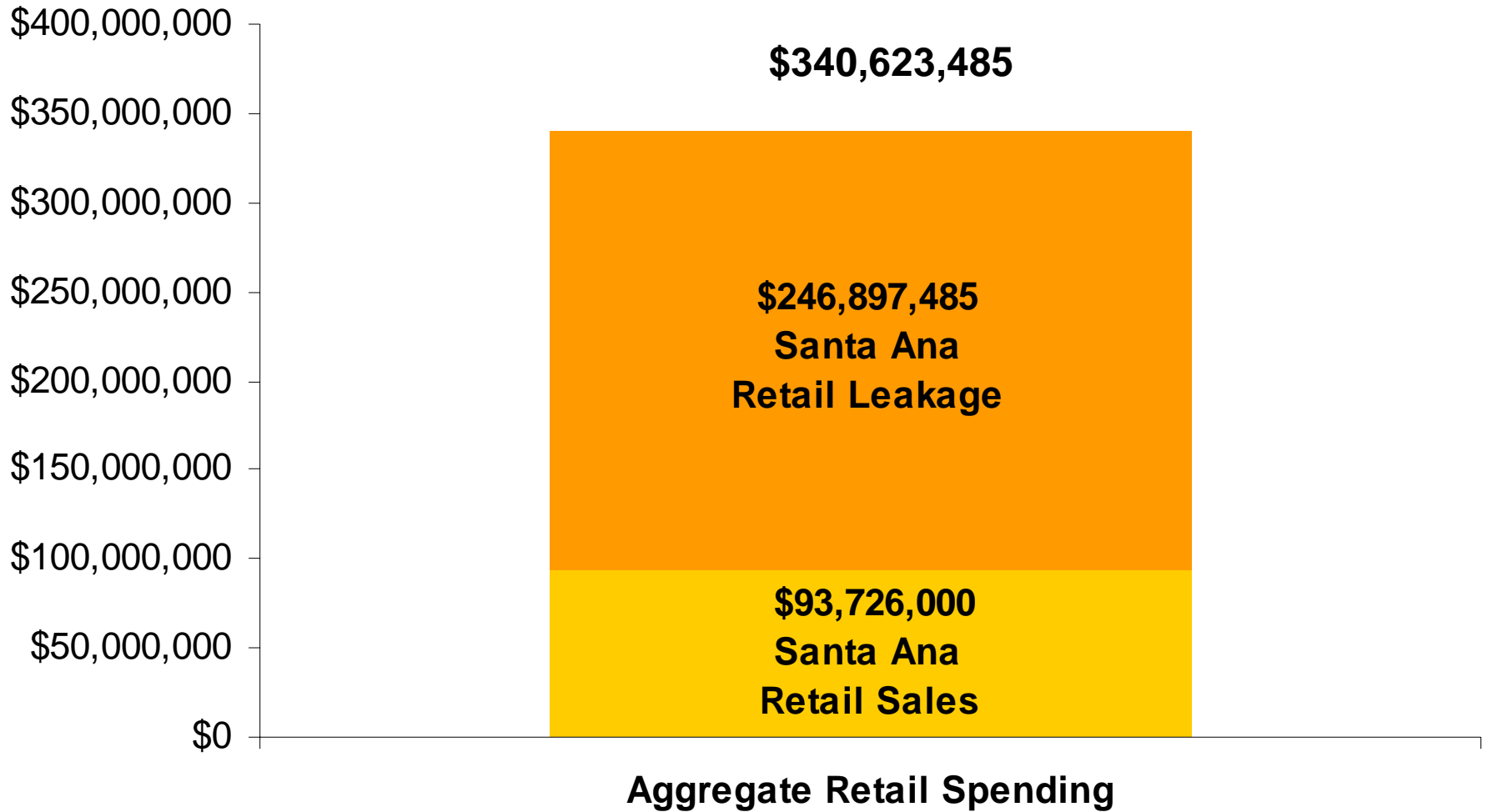
Study Area 2 Aggregate Household Income in 2004



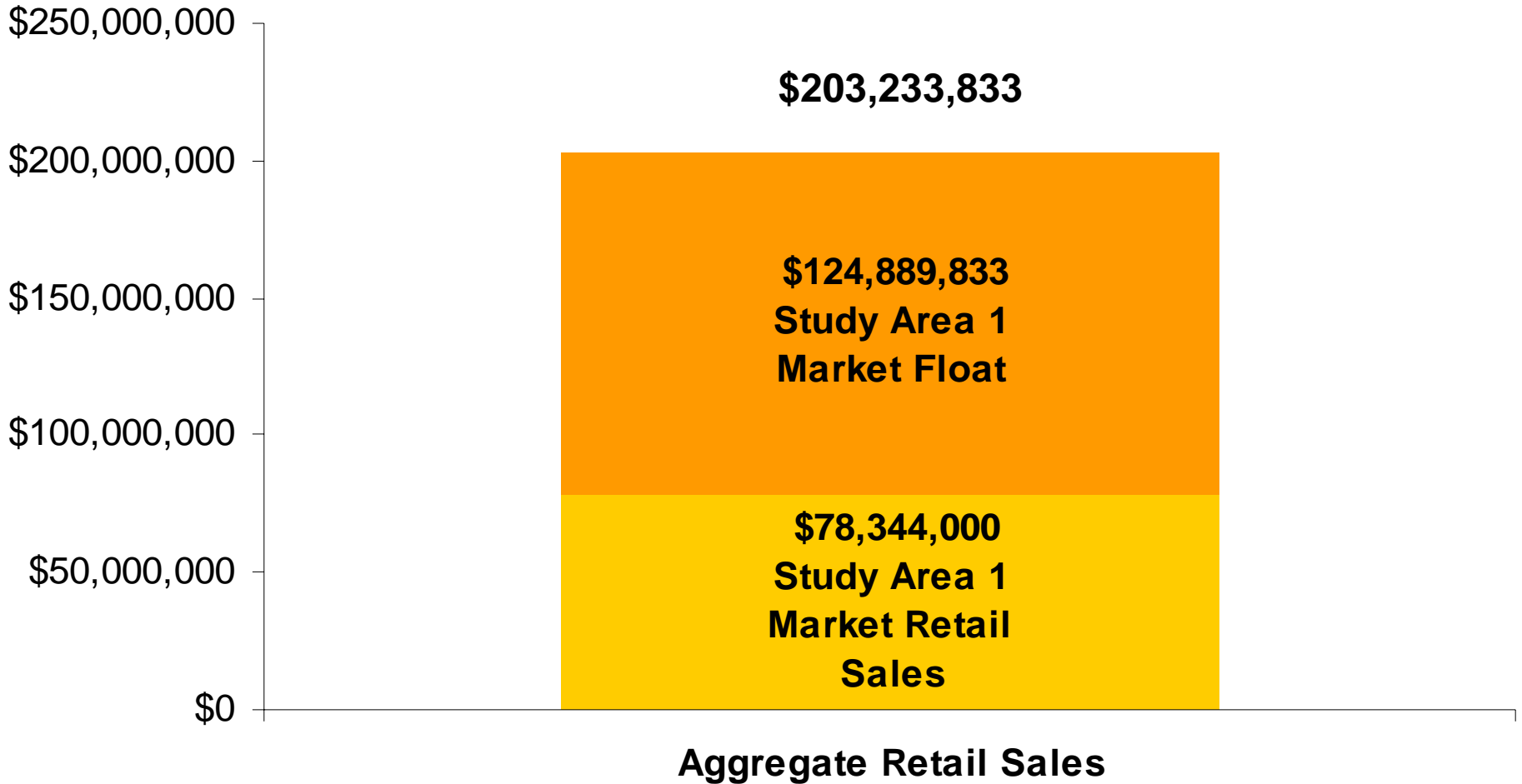
Map: Study Area 2 Agg. Household Income in 2004



Total Retail Leakage in 2004

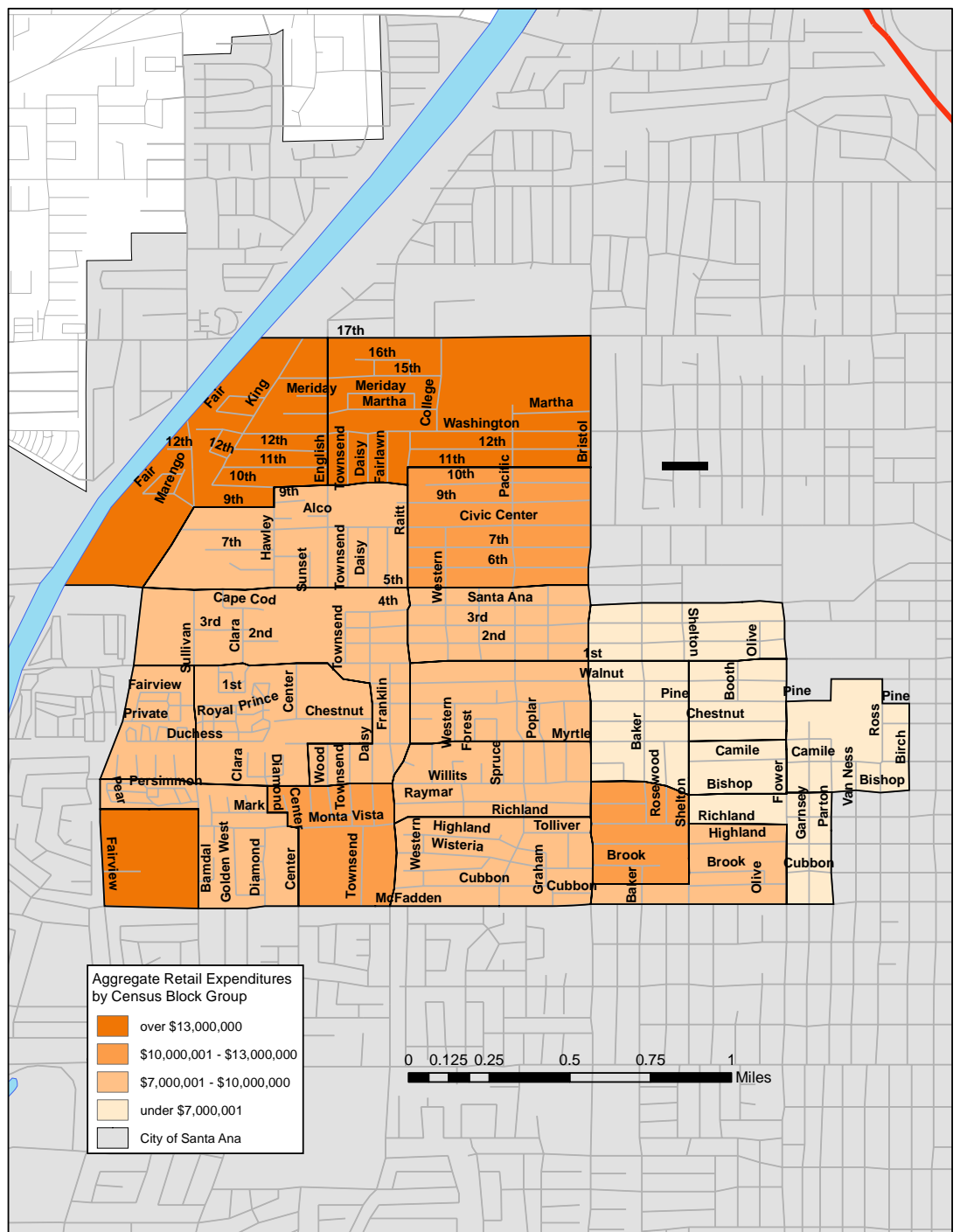


Study Area 1 Retail Leakage in 2004



Map: Study Area 1

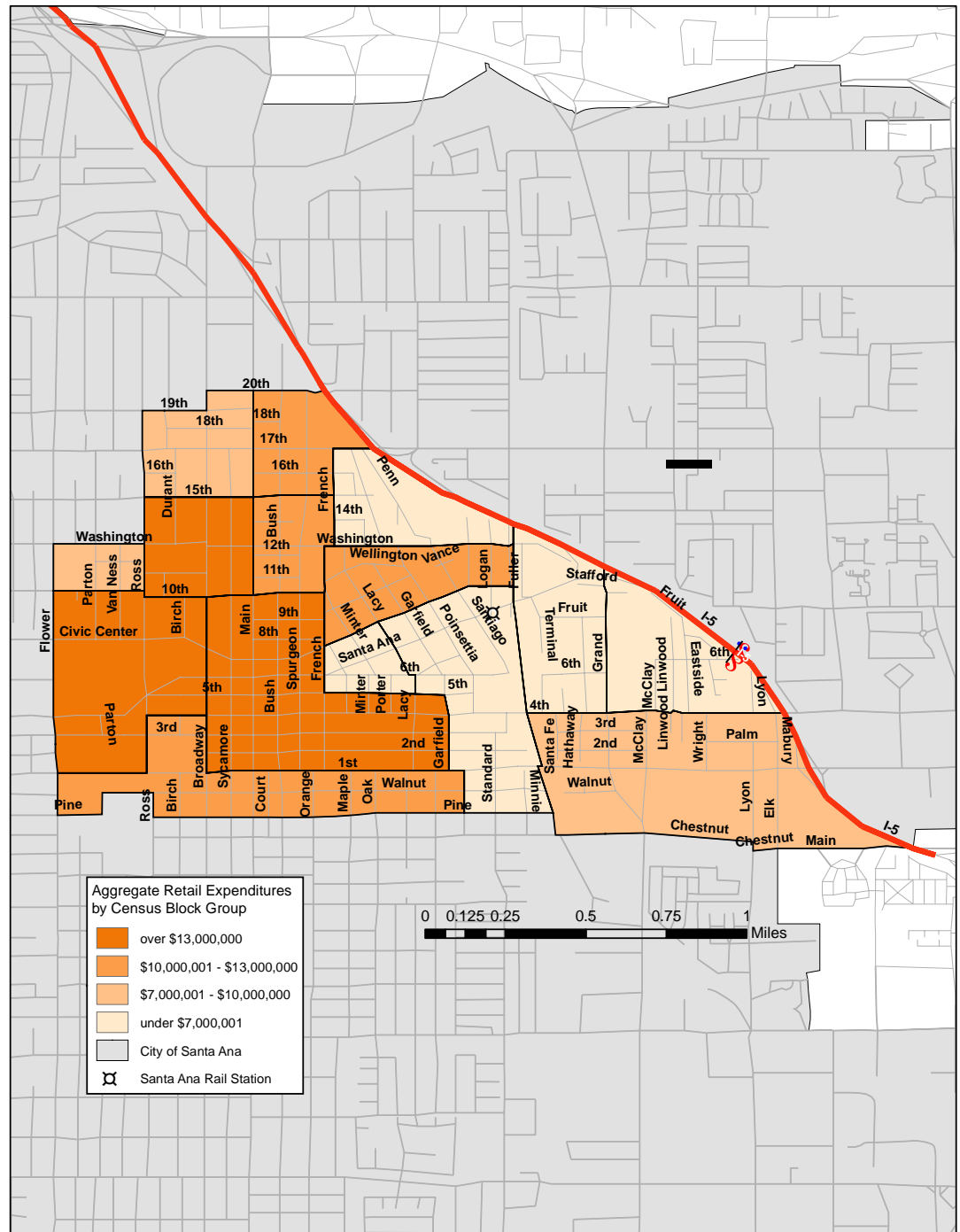
Agg. Retail Expenditures in 2004



Study Area 2 Retail Leakage in 2004



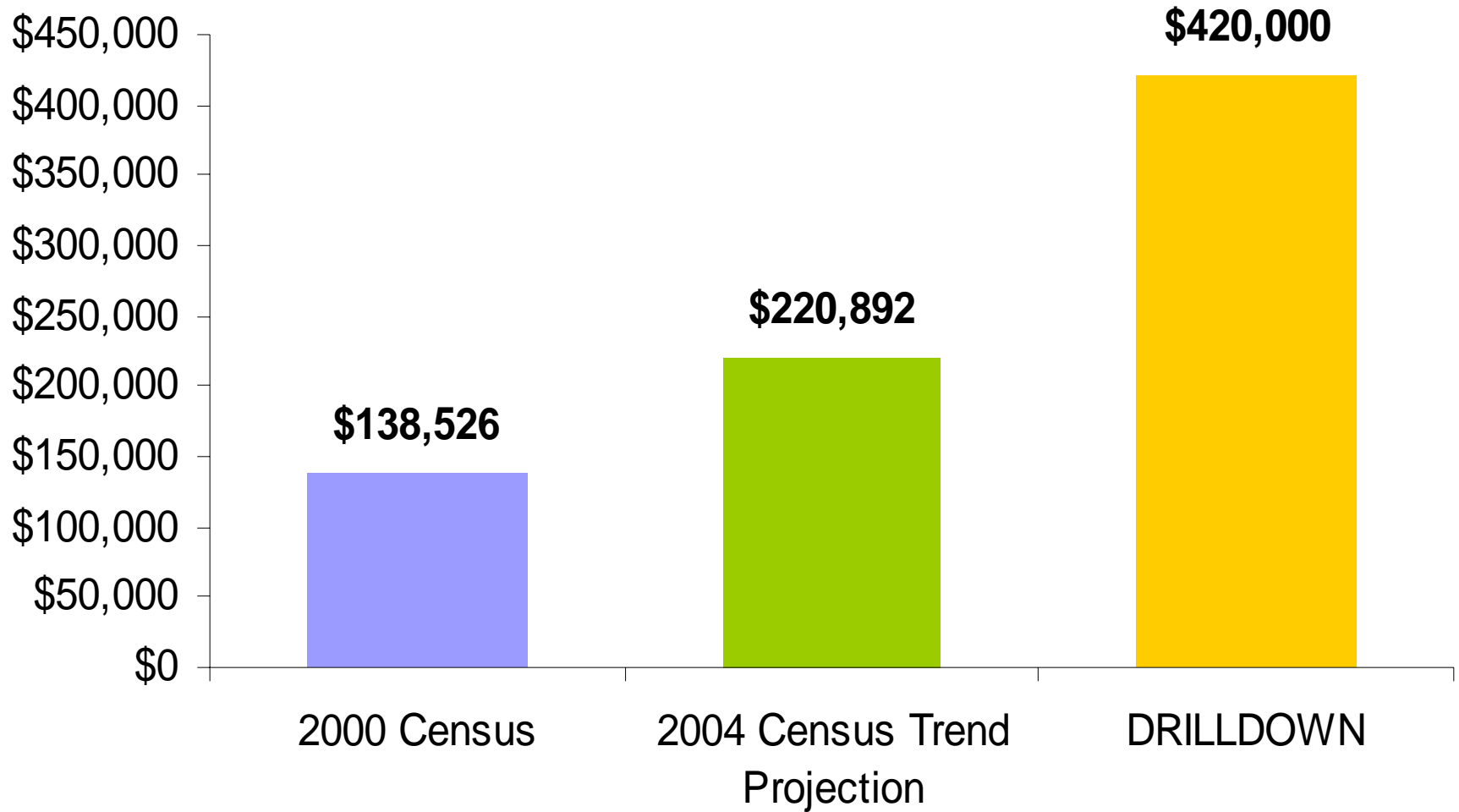
Map: Study Area 2 Agg. Retail Expenditures in 2004



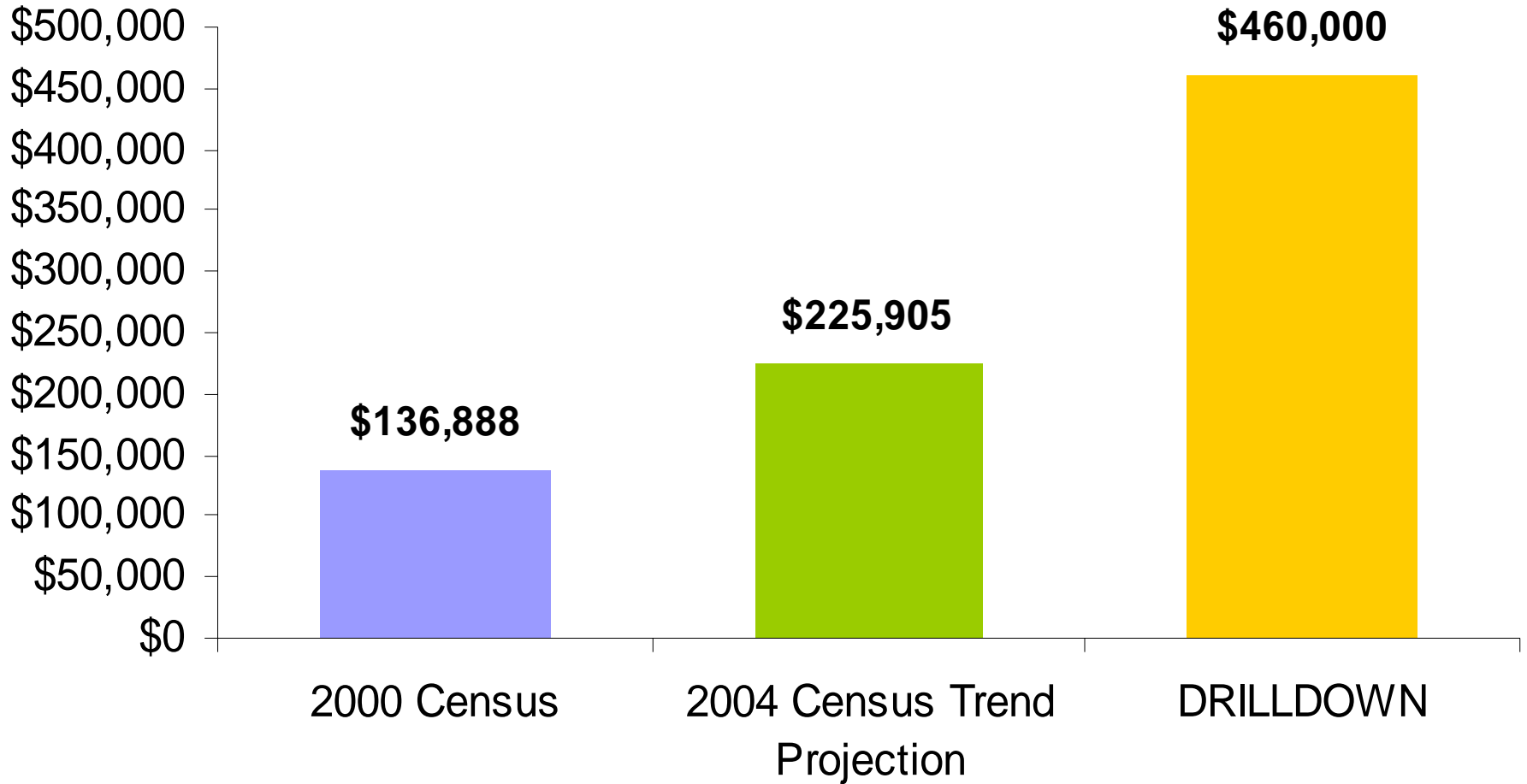
Stability/Risk

- Median Home Sale Value
- Owner Occupancy By Building
- Crime

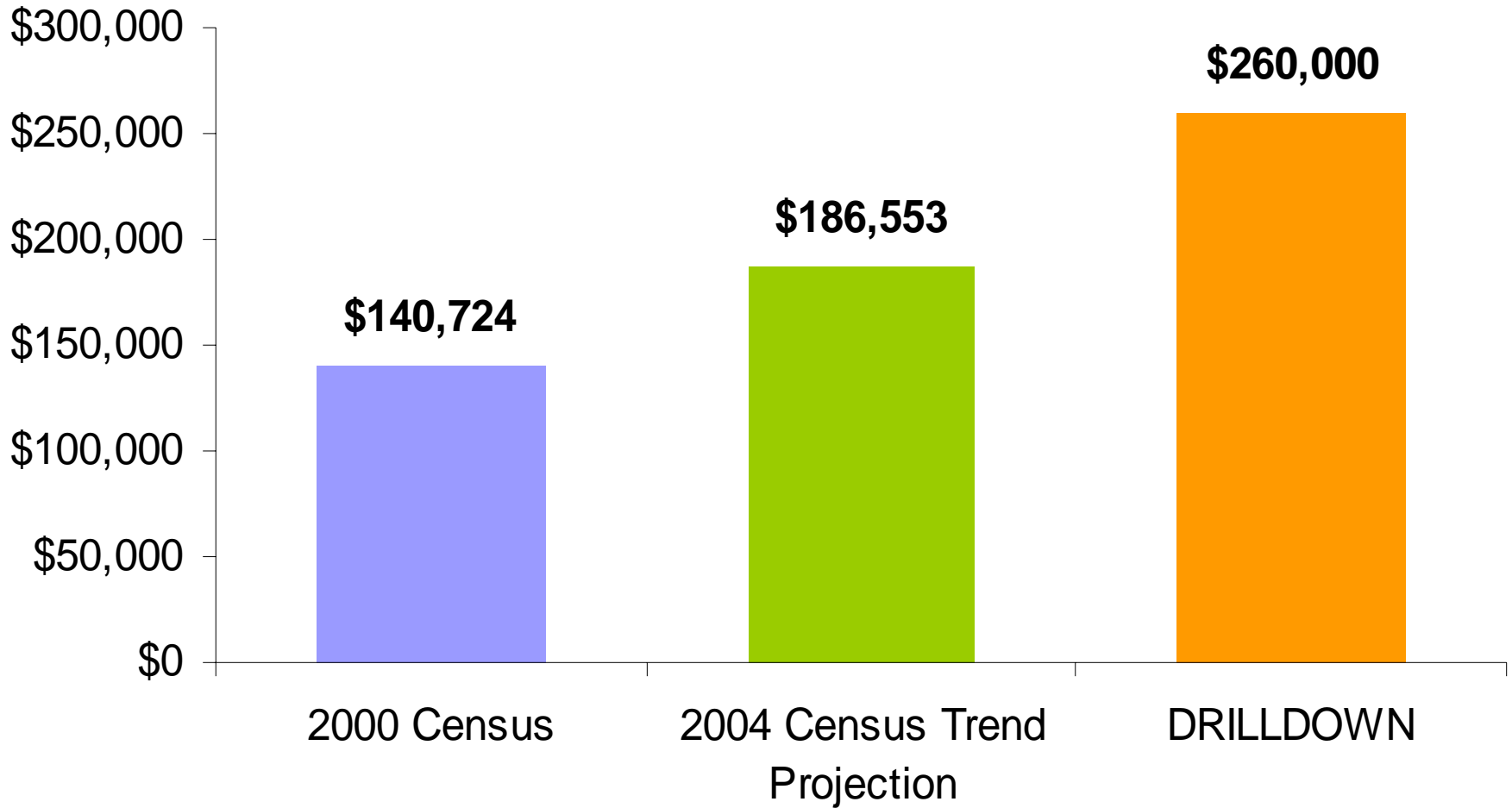
Median Home Sales Value in 2004



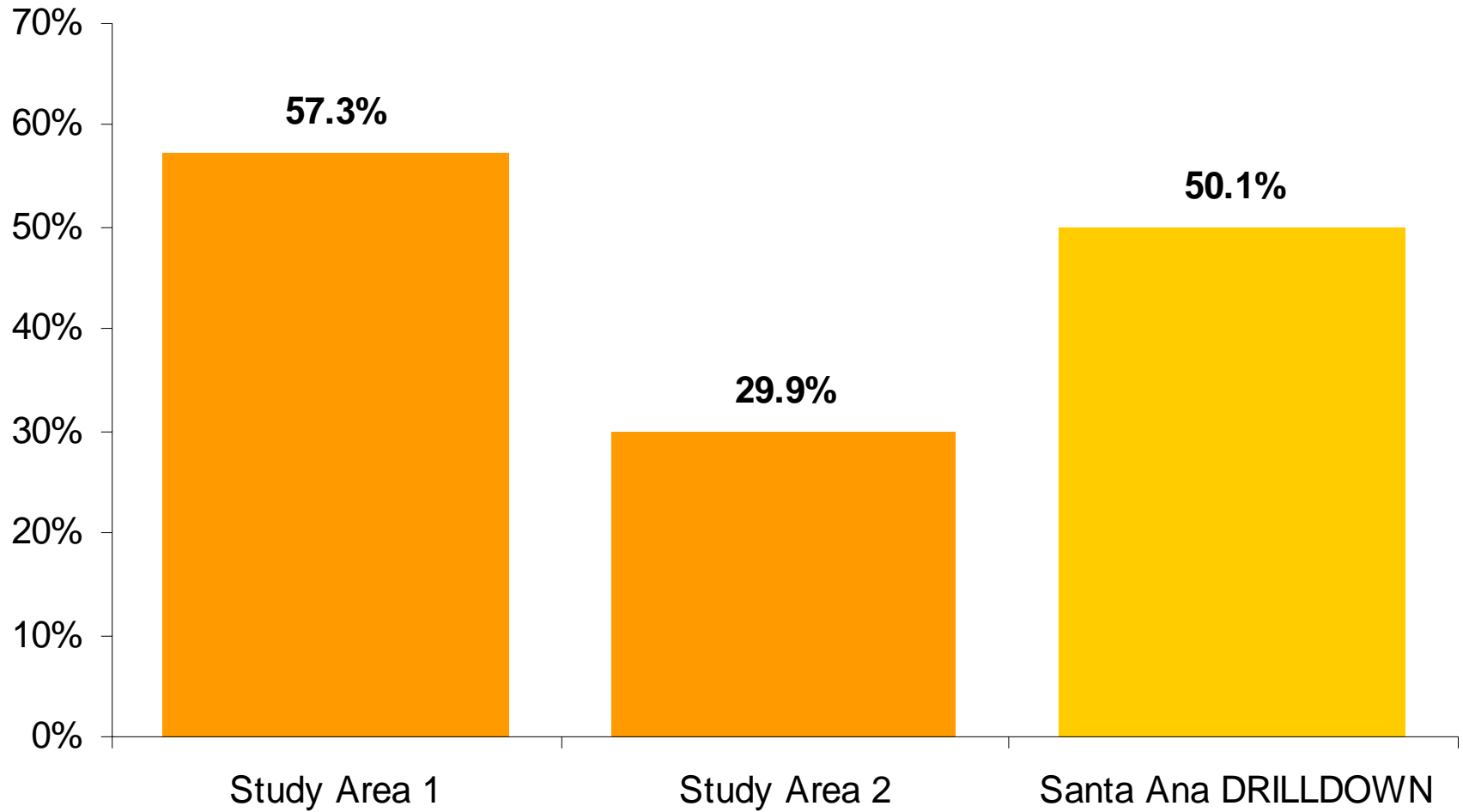
Study Area 1 Median Home Sales Value in 2004



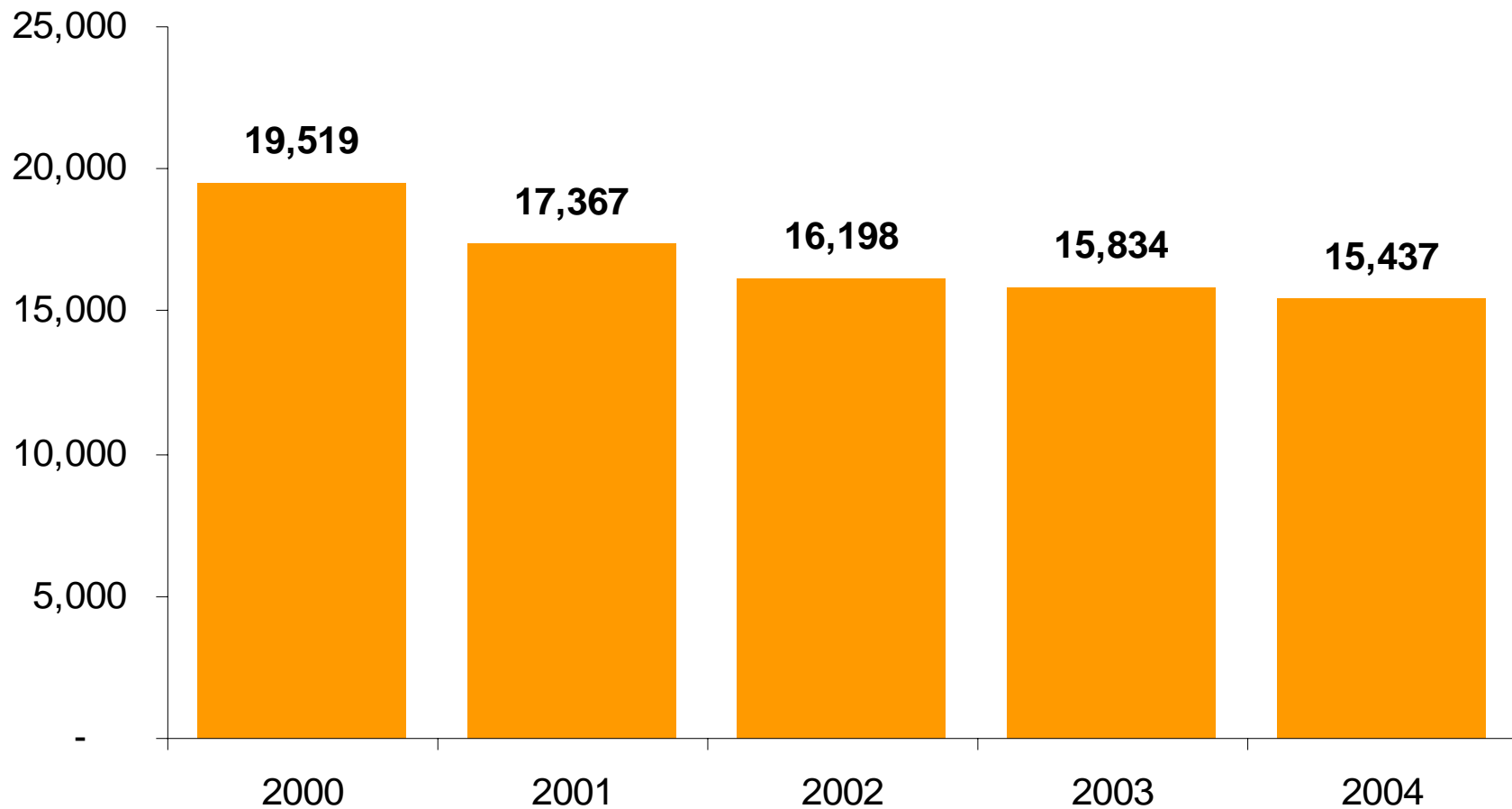
Study Area 2 Median Home Sales Value in 2004



Owner Occupancy by Building in 2004

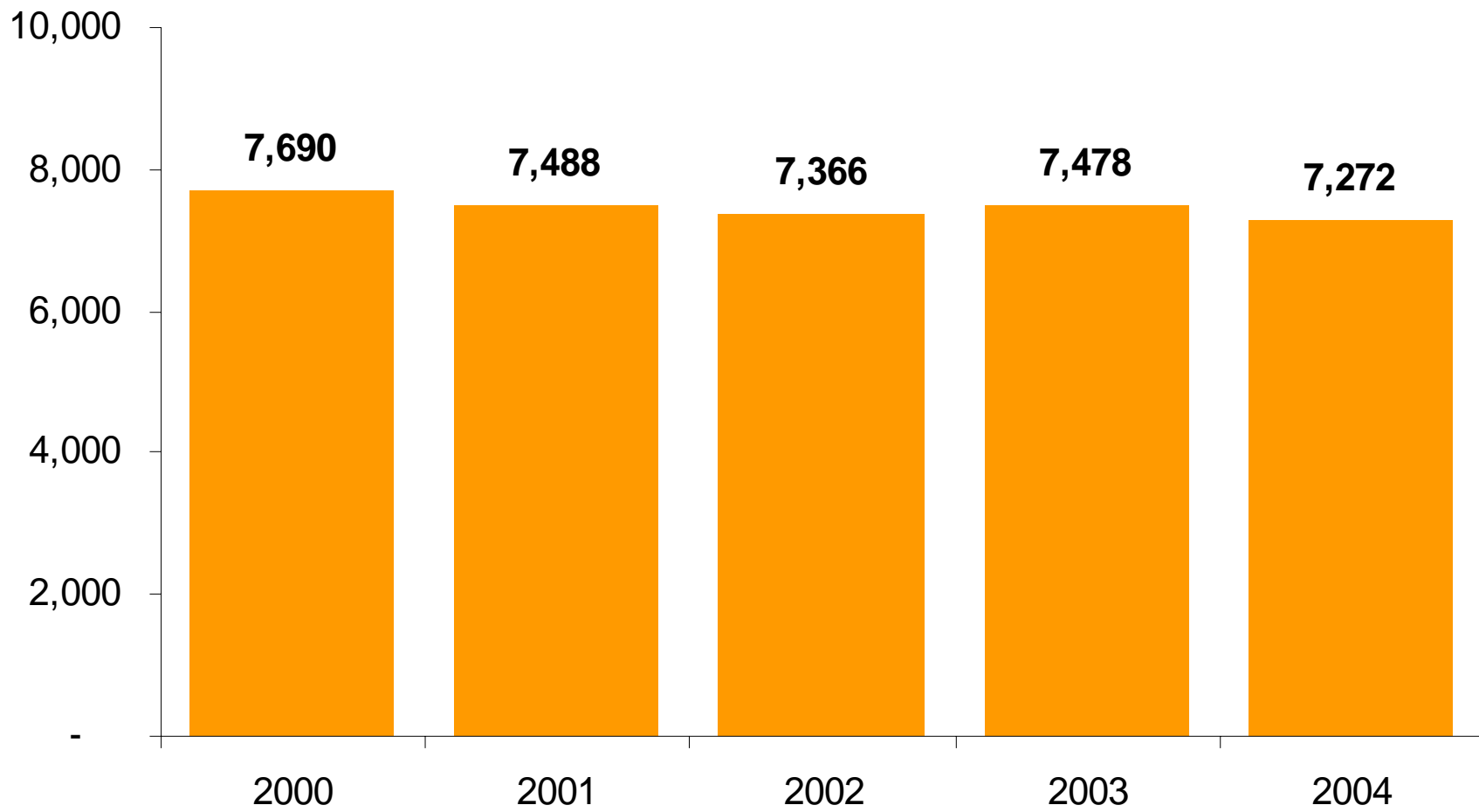


Total Reported Incidents of Crime 2000 - 2004



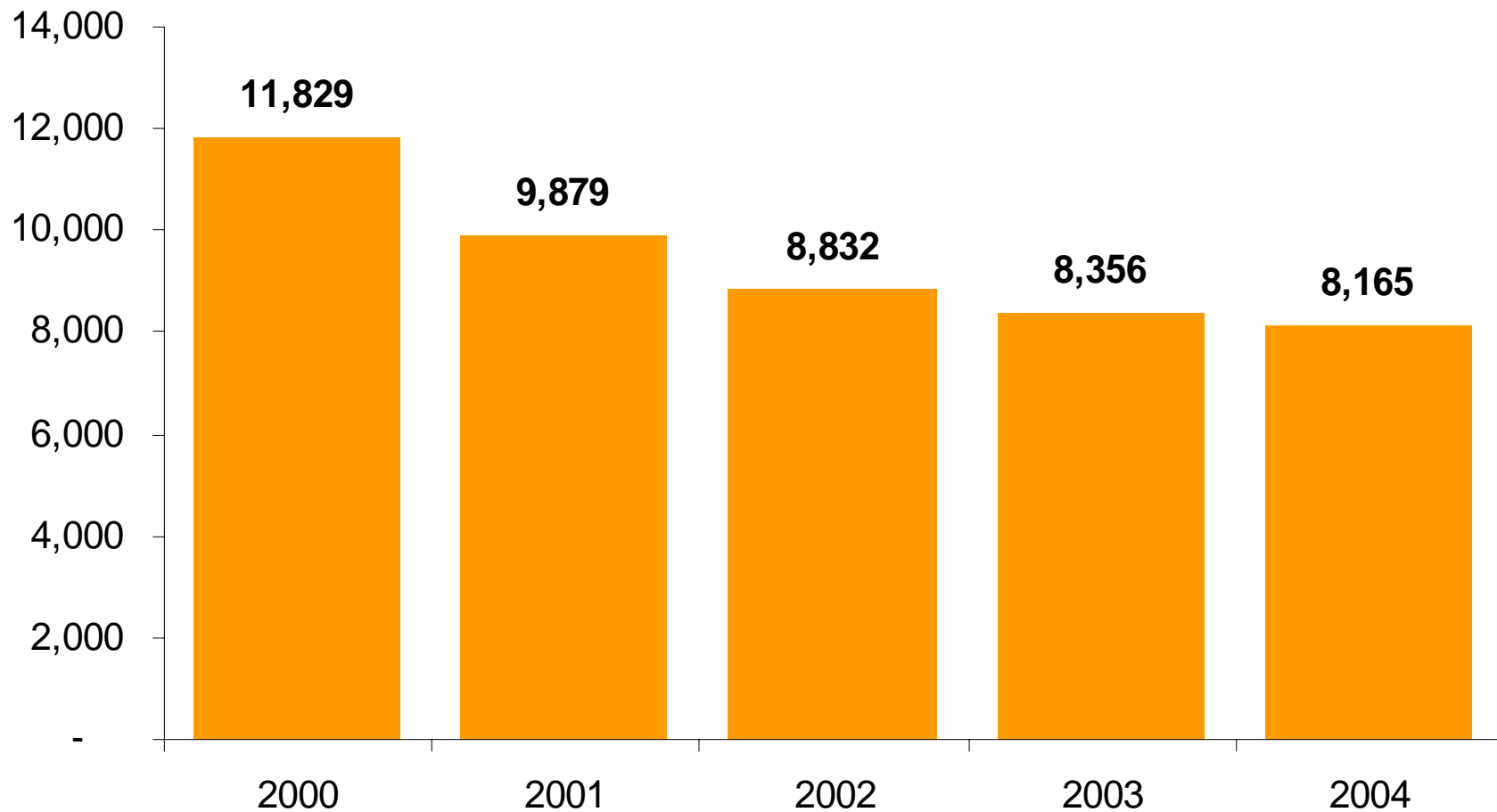
Total Reported Incidents of Crime 2000 – 2004

Study Area 1

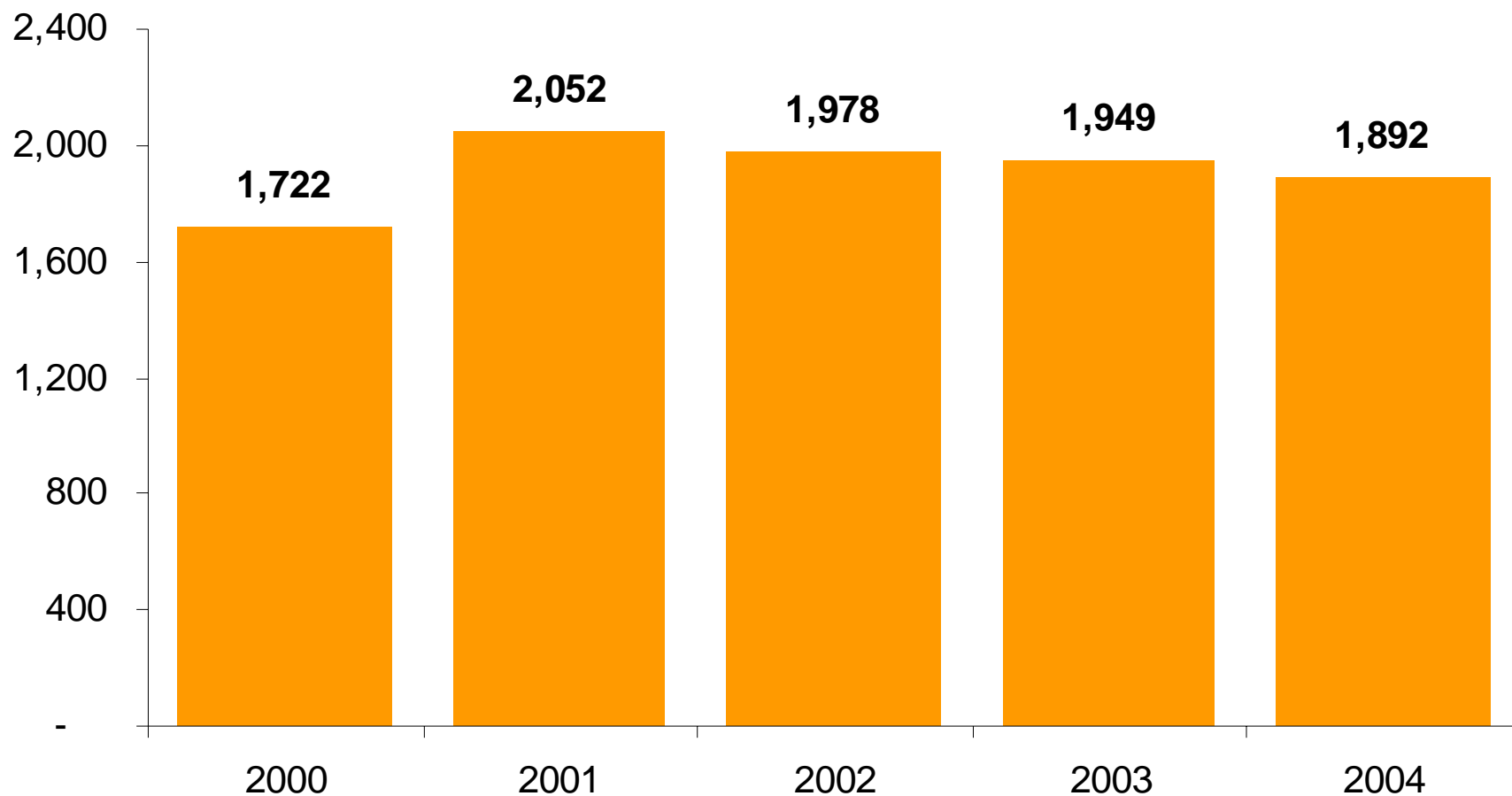


Total Reported Incidents of Crime 2000 – 2004

Study Area 2

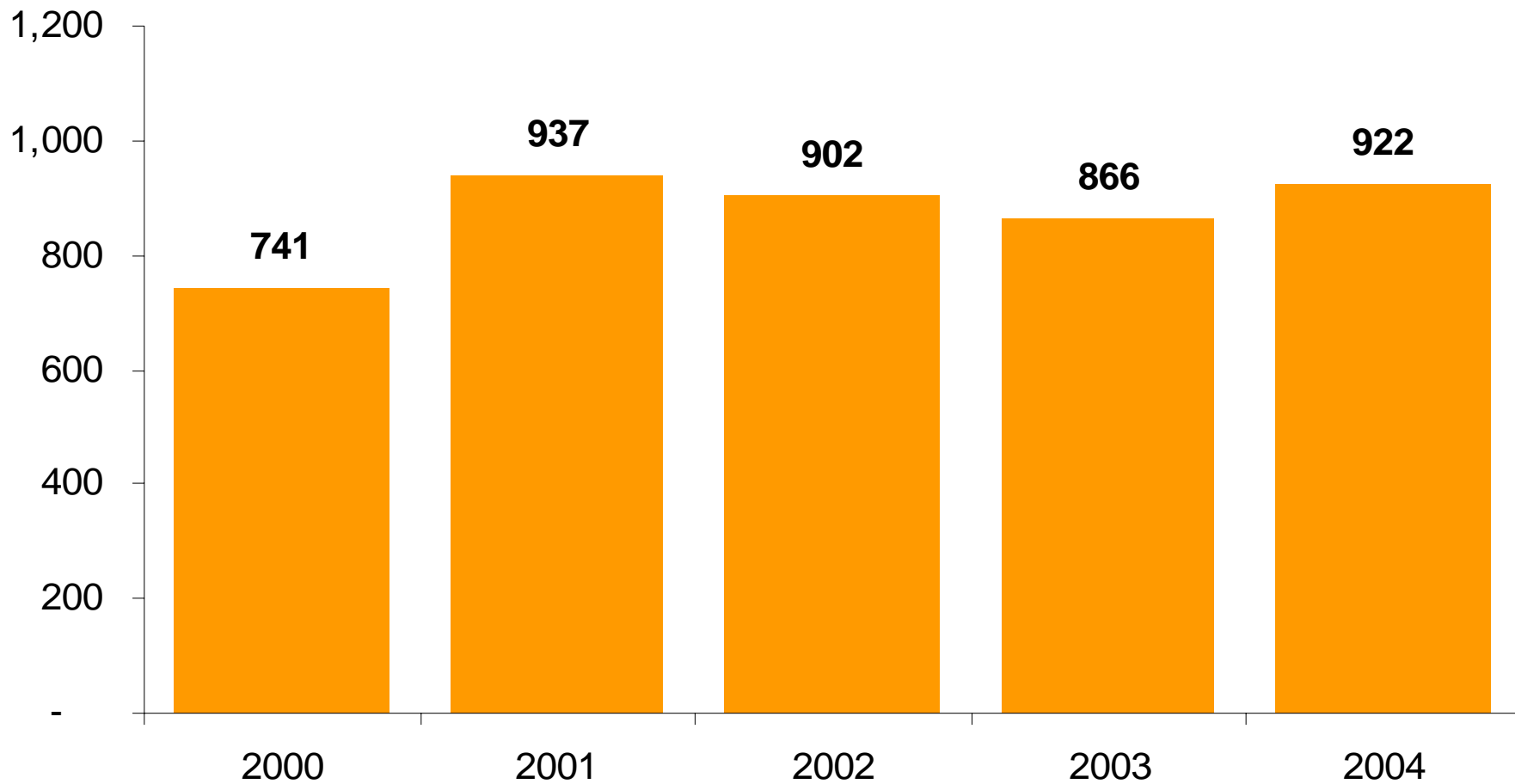


Total Reported Incidents of Property Crime 2000 - 2004



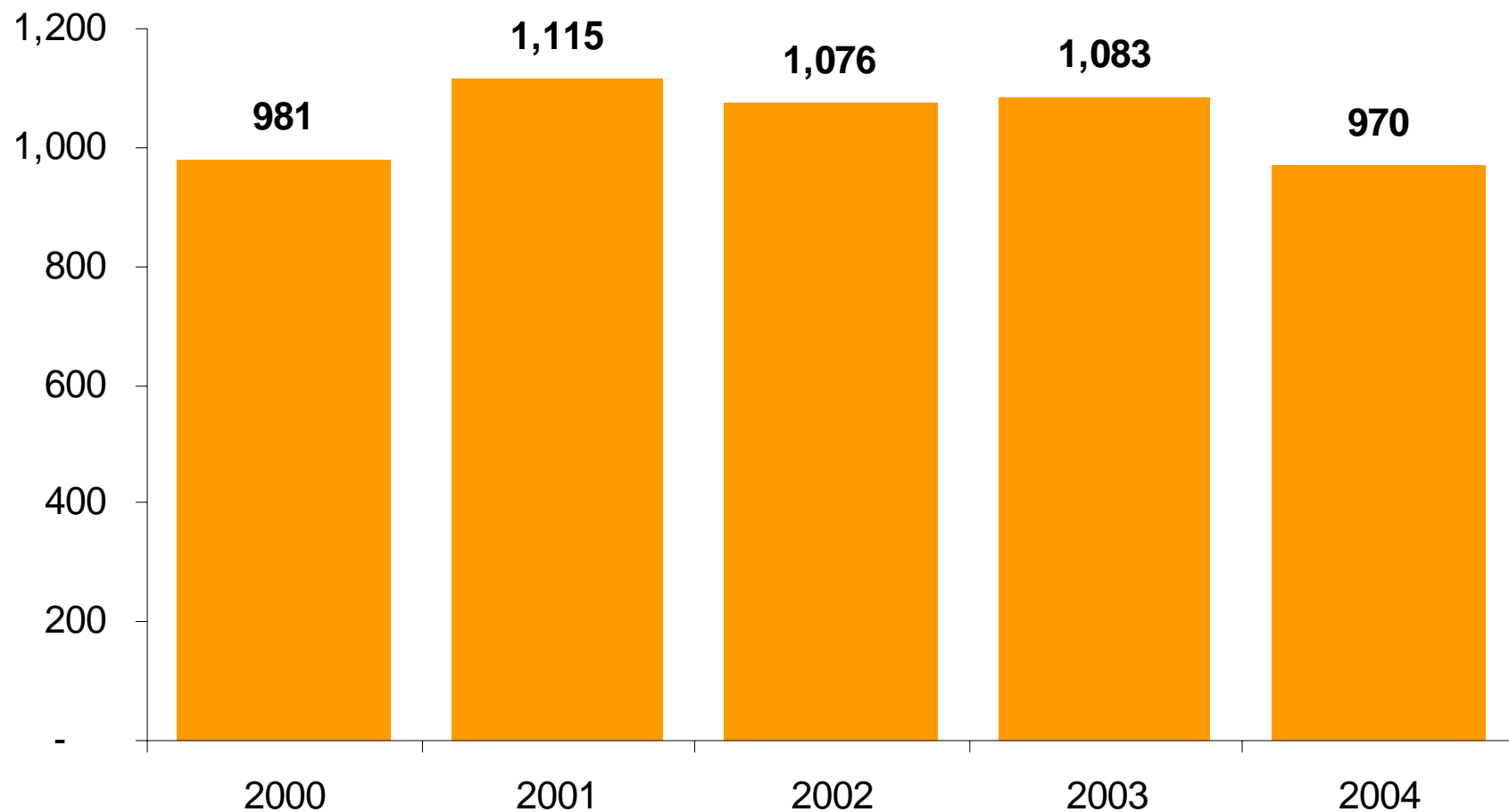
Total Reported Incidents of Property Crime 2000 – 2004

Study Area 1



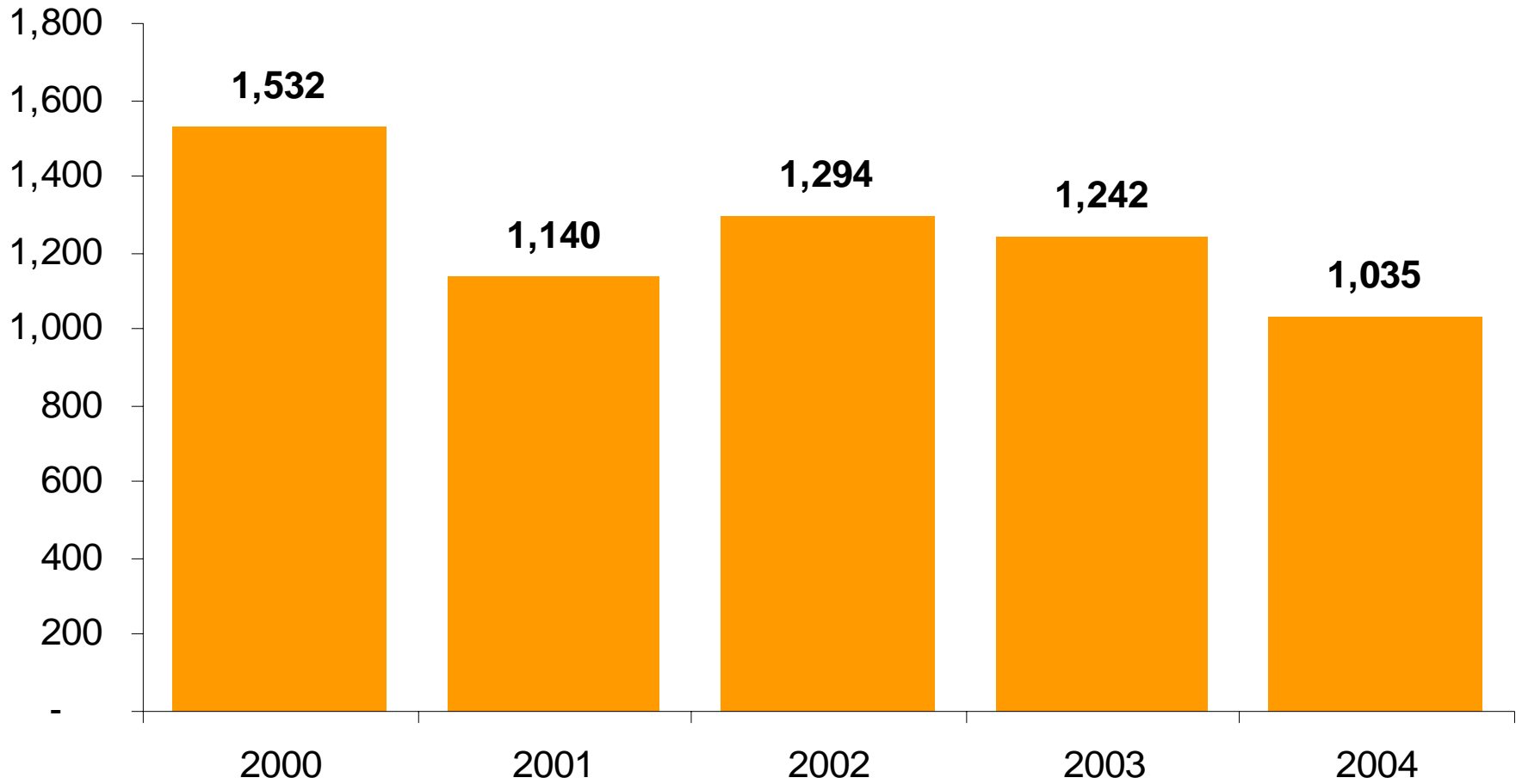
Total Reported Incidents of Property Crime 2000 – 2004

Study Area 2



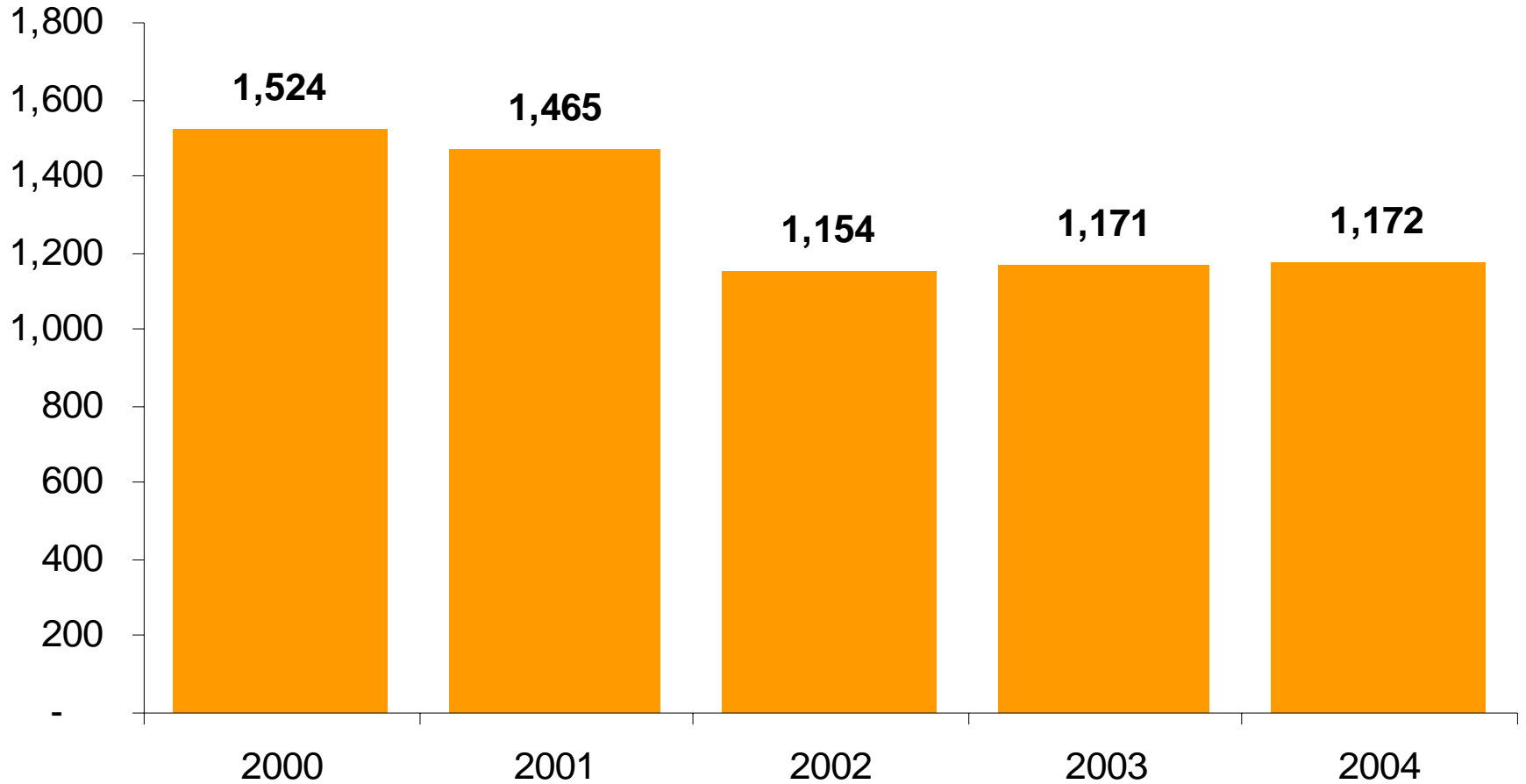
Reported Incidents of Community Crime 2000 – 2004

Study Area 1



Reported Incidents of Community Crime 2000 – 2004

Study Area 2



1. Discuss findings, trends and answer related questions
2. Discuss response to study and next steps.

Financial sponsors of the study have included:

•First American Financial	•Neighborhood Reinvestment
•Bank of America	•Union Bank
•Enterprise Foundation	•US Bank
•Santa Ana Empowerment Zone	•Community Redevelopment Agency
•Affinity Bank	•Fremont Investment
•State Farm Insurance	•New Century Mortgage