



JUNIOR LEAGUE OF OAKLAND-EAST BAY, INC.
Women building better communities®

2009-2010 Demographics

Age of Members			
	New Member	Active	Sustainer
Under 25	3%	0%	
25-29	32%	13%	
30-34	29%	37%	
35-39	15%	23%	3%
40-44	15%	17%	7%
45-49	6%	4%	10%
50-54	0%	2%	9%
55+	0%	5%	71%

Location of home and work		
	Home	Office (of those who work)
Alamo/Danville/San Ramon	22%	9%
Walnut Creek/Pleasant Hill	18%	12%
Lafayette/Moraga/Orinda	18%	14%
Dublin/Livermore/Pleasanton	8%	10%
Concord/Clayton	3%	2%
Martinez/Benicia/Richmond	1%	2%
EAST OF TUNNEL SUB-TOTAL	70%	49%
Berkeley/Emeryville & North	7%	5%
Oakland/Piedmont/San Leandro	18%	9%
San Francisco		19%
WEST OF TUNNEL SUB-TOTAL	24%	33%
Other	6%	18%

Marital Status			
	New Member	Active	Sustainer
Married	63%	70%	73%
Partnered	6%	7%	
Single	26%	21%	4%
Separated or Divorced	6%	2%	13%
Widowed			11%

Household Income	
\$0-\$49,999	1%
\$50k-\$74,999	8%
\$75k-\$99,999	13%
\$100k-\$149,999	19%
\$150k-\$199,999	16%
\$200k-\$249,999	16%
\$250k+	27%

% with children			
	New Member	Active	Sustainer
Yes	63%	49%	92%
No	37%	52%	8%

Ethnic background			
	New Member	Active	Sustainers
White/Caucasian	74%	87%	99%
Asian	3%	6%	
Hispanic/Latino	3%	4%	
Black or African American	12%	1%	
Two or More Races	9%	2%	
American Indian/Alaska Native			1%

Highest degree earned	
High School	0%
Some College	5%
Associate Degree	3%
Bachelor of Arts Degree	32%
Bachelor of Science Degree	22%
Masters Degree	24%
PhD, JD, MD	5%
Multiple College Degrees	2%
Multiple Post-College Degrees	4%
Teaching credential	1%

Employment			
	New Member	Active	Sustainers
Full-time Employee	57%	56%	23%
Part-time Employee	0%	6%	7%
Consultant	3%	3%	3%
Business Owner	9%	11%	12%
Other	3%	3%	1%
Working outside the home	71%	79%	46%
Not employed	6%	3%	7%
Full-time Mother/Homemaker	23%	18%	15%
Retired	0%	0%	32%
Not working outside home	29%	21%	54%

Based on survey response from 37% of members
 76% of New Member
 61% of Active Members
 21% of Sustainers



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2009-2010 Activities

% of all respondents who plan in the next year to..	
Purchase one or more pieces of furniture/appliance	51%
Invest money/Seek financial advice	43%
Paint their house (inside or out)	37%
Purchase artwork for their home	32%
Remodel their home or a room in their home	30%
Buy a new car	21%
Purchase new home entertainment equipment	19%
Purchase insurance	18%
Use legal services	17%
Buy a new home	14%
Install new flooring	14%
Install a closet or garage organizing system	13%
Hire a decorator	11%
Install an outdoor kitchen	5%

% of respondents that are active participants on social media networking web sites			
	New Member	Active	Sustainer
Facebook	73%	79%	39%
Linked In	38%	53%	14%
My Space	3%	5%	
Twitter	19%	17%	4%
Yelp	16%	7%	1%

% of members who					
	about once a week or more	about once a month	about once a quarter	about once or twice per year	never
Eat out in San Francisco	6%	27%	40%	22%	4%
Eat out in Walnut Creek or Concord	24%	31%	23%	10%	11%
Eat out in Lafayette, Moraga or Orinda	13%	27%	24%	21%	14%
Eat out in Oakland or Berkeley	14%	20%	24%	25%	17%
Eat out in Alamo, Danville or San Ramon	18%	15%	15%	26%	26%
Eat out in Pleasanton or Livermore	6%	11%	15%	20%	49%
Go to the theater to see performing arts	0%	18%	32%	37%	13%
Shop for new clothes for yourself	7%	48%	37%	6%	2%
Get a manicure or pedicure	9%	53%	19%	10%	9%
Get a massage	0%	14%	25%	37%	23%
Get your hair highlighted or colored	0%	29%	37%	6%	27%
Work out at a gym	53%	9%	3%	4%	31%
Shop for new clothes for children	4%	31%	17%	12%	36%
Work out with a personal trainer	12%	4%	6%	8%	71%
Attend a Non-JLOEB charity fundraiser	0%	7%	27%	47%	19%

% of members who shop at stores					
	about once a week or more	about once a month	about once a quarter	about once or twice per year	never
Albertsons/Lucky's	13%	16%	7%	9%	55%
Costco	14%	36%	24%	12%	16%
Diablo Foods	9%	8%	11%	11%	61%
Safeway	73%	15%	7%	1%	3%
Target	28%	43%	18%	7%	5%
Trader Joe's	42%	36%	12%	4%	5%
Whole Foods	16%	31%	26%	14%	13%
Crate and Barrel	0%	10%	31%	45%	14%
J. Crew	1%	9%	18%	26%	46%
Macy's	2%	29%	38%	21%	11%
Neiman Marcus	1%	5%	12%	20%	62%
Nordstrom	3%	40%	35%	15%	7%
Pottery Barn	1%	12%	20%	43%	26%
Pottery Barn Kids	0%	6%	12%	28%	54%
Restoration Hardware	0%	3%	17%	43%	37%
Sephora	1%	12%	22%	27%	39%
Talbots	0%	9%	10%	20%	60%
Tiffany & Co.	0%	1%	6%	43%	50%
Williams-Sonoma	0%	12%	27%	46%	16%