

PFI/Mendocino County/California Demographic Data

July 2010

Race	PFI	Mendocino	California
White persons, percent	82.5%	80.8%	59.5%
Black persons, percent	1.25%	0.6%	6.7%
American Indian and Alaska Native persons, percent	0%	4.8%	1.0%
Asian persons, percent	3.75%	1.2%	10.9%
Native Hawaiian and Other Pacific Islander, percent	0%	0.1%	0.3%
Persons reporting two or more races, percent	0%	3.9%	4.7%
Persons of Hispanic or Latino origin, percent	12.50%	16.5%	32.4%
Age/Gender	PFI	Mendocino	California
Persons 65 years old and over, percent	1.25%	13.7%	10.7%
Female persons, percent	38.75%	50.0%	50.1%

The Mendocino County and California demographic data is from the Mendocino County Demographics web site and based on 2000 Census data. PFI data was collected in July 2010.

PFI statistics on race and gender generally fall within Mendocino County parameters except for American Indian, reporting two or more races, Hispanic and persons aged over 65. This is primarily due to the American Indian population in Mendocino County being predominately inland, there obviously being many persons of mixed race in all categories but PFI not specifically noting or reporting mixed race people and, while the PFI population base is growing in age, no one has reached sixty five yet, although there are six people in their fifties and two in their sixties, out of a total population of 44.

It is not believed that PFI should, or for that matter could, take any actions to change its demographic profile. All people who are served are referred to PFI by either the Regional Center or the Department of Rehabilitation, PFI does not solicit for its own referrals or offer services for hire on the open market. PFI demographics, therefore, actually reflect the Regional Center's and DOR's referral demographics rather than its own generated demographics.

PFI has not reported financial demographics, such as household income, individual income and percentage above and below the poverty line because it does not have access to that information for a large part of the population it serves. To report and estimate based on best available information and innuendo would seem to be counterproductive. Intuition, however, since most consumers served earn at or below minimum wage, seems to indicate that the population is generally low income, however household incomes may vary dramatically from consumer to consumer.