

Research Report

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*Data for Strategy Planning for the
East Bay Baptist Association:
A Mega Focus Report*

Stephen P. Whitten

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September 1997

Strategic Planning & Mobilization Group

Mike Day, Vice President

Strategic Planning Support

vacant, Director/Process Coordinator

Linda Speights, administrative secretary

770/410-6583

General Research

Phil Jones, Manager

Marilynn Kelly, secretary/research assistant

770/410-6576

Carolyn Hillmon, mapping/graphics specialist

Paulette Villarreal, information specialist

Strategic Information Researcher

Richie Stanley

Ministries Researcher

Steve Whitten

Marketing Researcher

Bob Rennie

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Introduction

This report provides maps, charts, copies of summary presentation cells, and data tables for key demographic characteristics and trends in the East Bay Baptist Association. In addition, the report provides information on Southern Baptist congregational presence. In this report East Bay includes the western portions of Alameda and Contra Costa counties (see figure 1, page 4). The data tables (found in the Appendix) provide summary information for the western parts of these counties and the places (both incorporated places and Census Designated Places—CDPs) within them. The maps display data by census tracts so that trends and patterns may be observed within the larger region. Figures 48 and 49—located at the end of the report—are maps which provide census tract numbers so that individual tracts can be identified.

Thanks go to several persons who helped with this report. At the North American Mission Board (NAMB), Carolyn Hillmon produced the maps. Linda Speights keyed the information on congregations. Marilyn Kelly did the final editing. Appreciation also goes to the staff of the East Bay Baptist Association who provided current information on their congregations.

Data for strategy planning

East Bay Baptist Association

September 1997

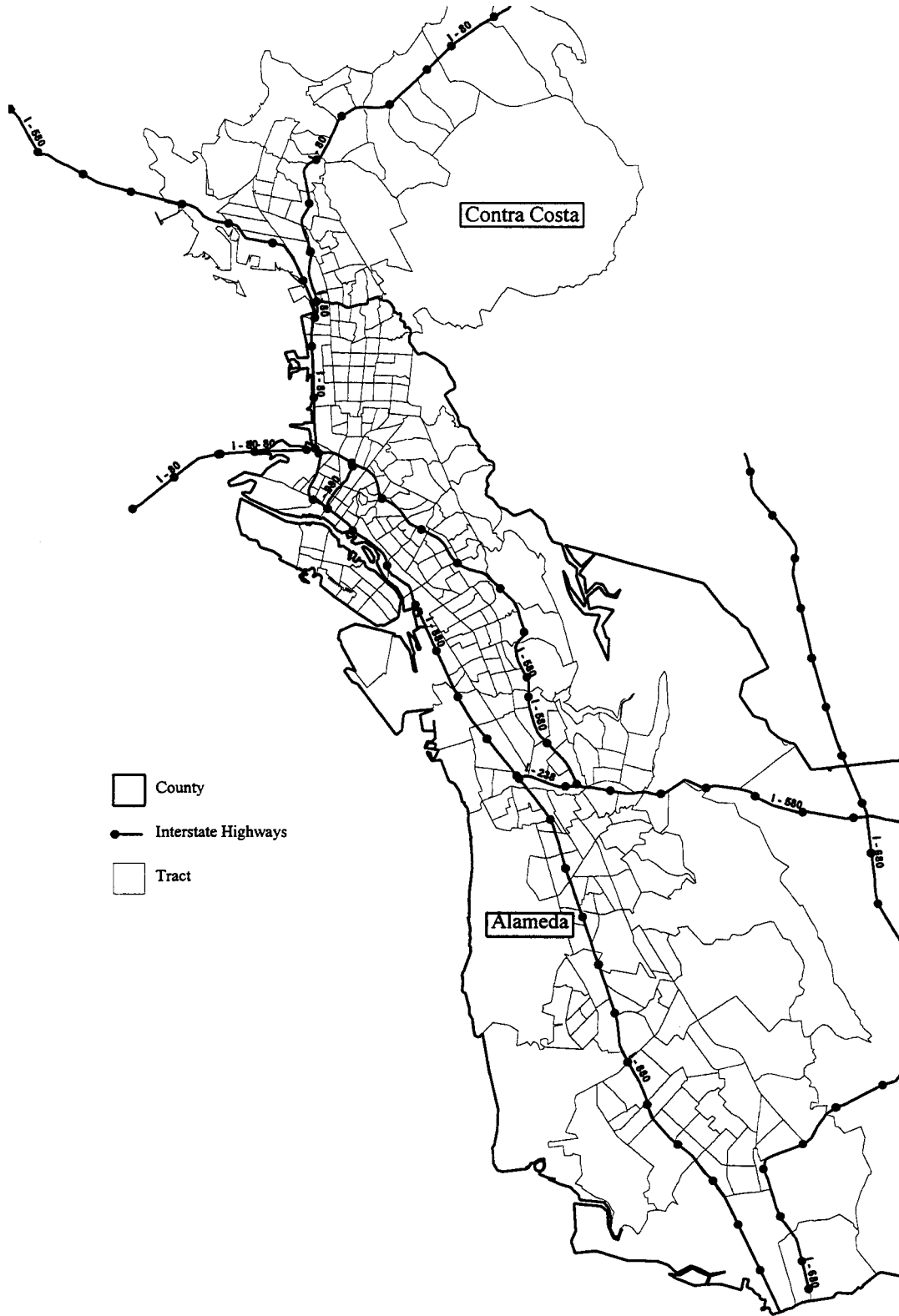
Questions to consider. . .

- ◆ “So what?”
- ◆ What ministry needs surface from the data?
- ◆ What people groups are unreached?
- ◆ Which communities are unreached?

another question. . .

- ◆ What are—and what will be—the critical issues facing the people and churches in your association in the next few years?

Figure 1
East Bay Baptist Association by County

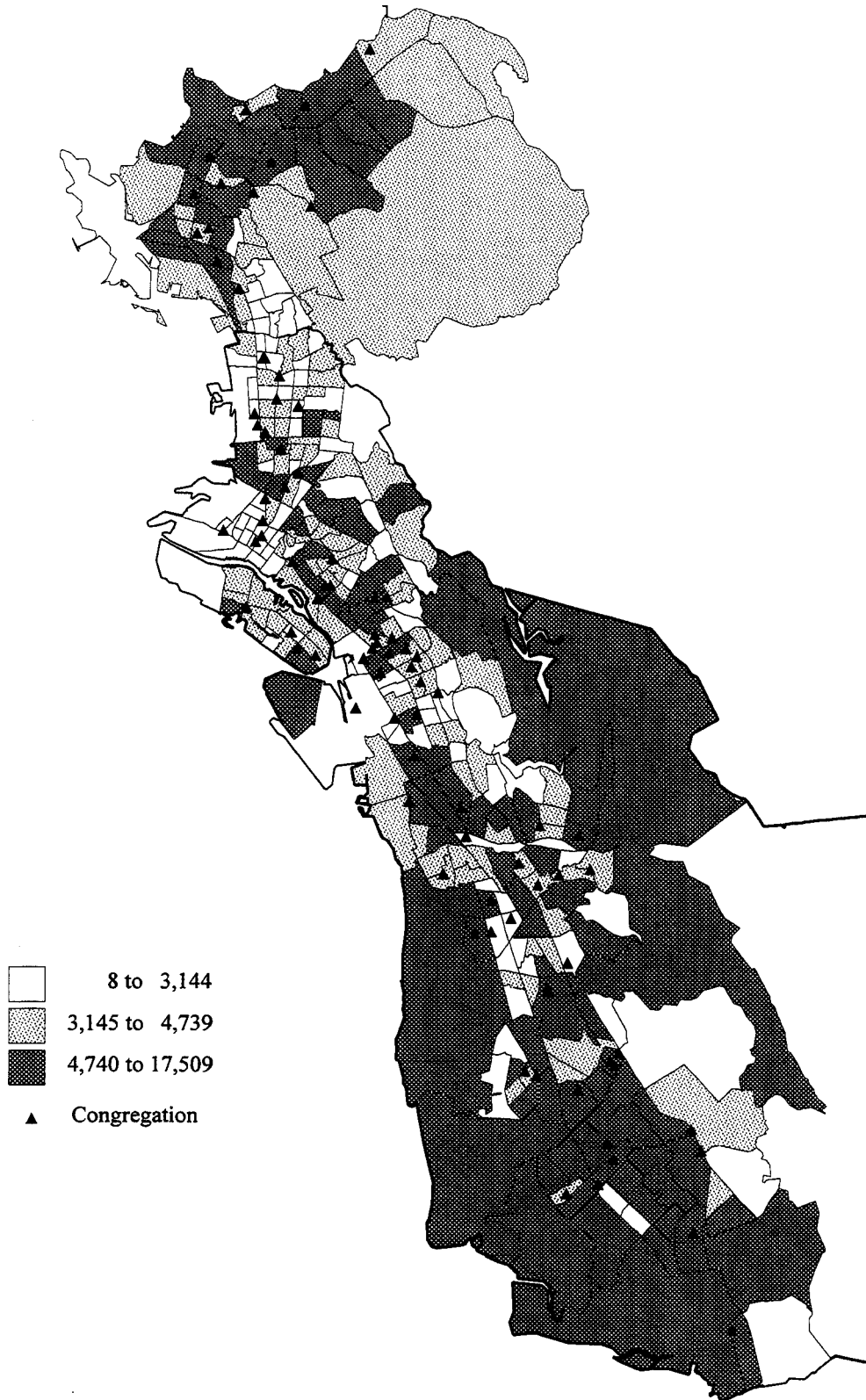


Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

Population distribution & growth

- ◆ 1.4 million persons
- ◆ 15% growth rate in 1980s
- ◆ continued—slower—growth in the 1990s:
8%
- ◆ 110,000 net population increase in the
1990s

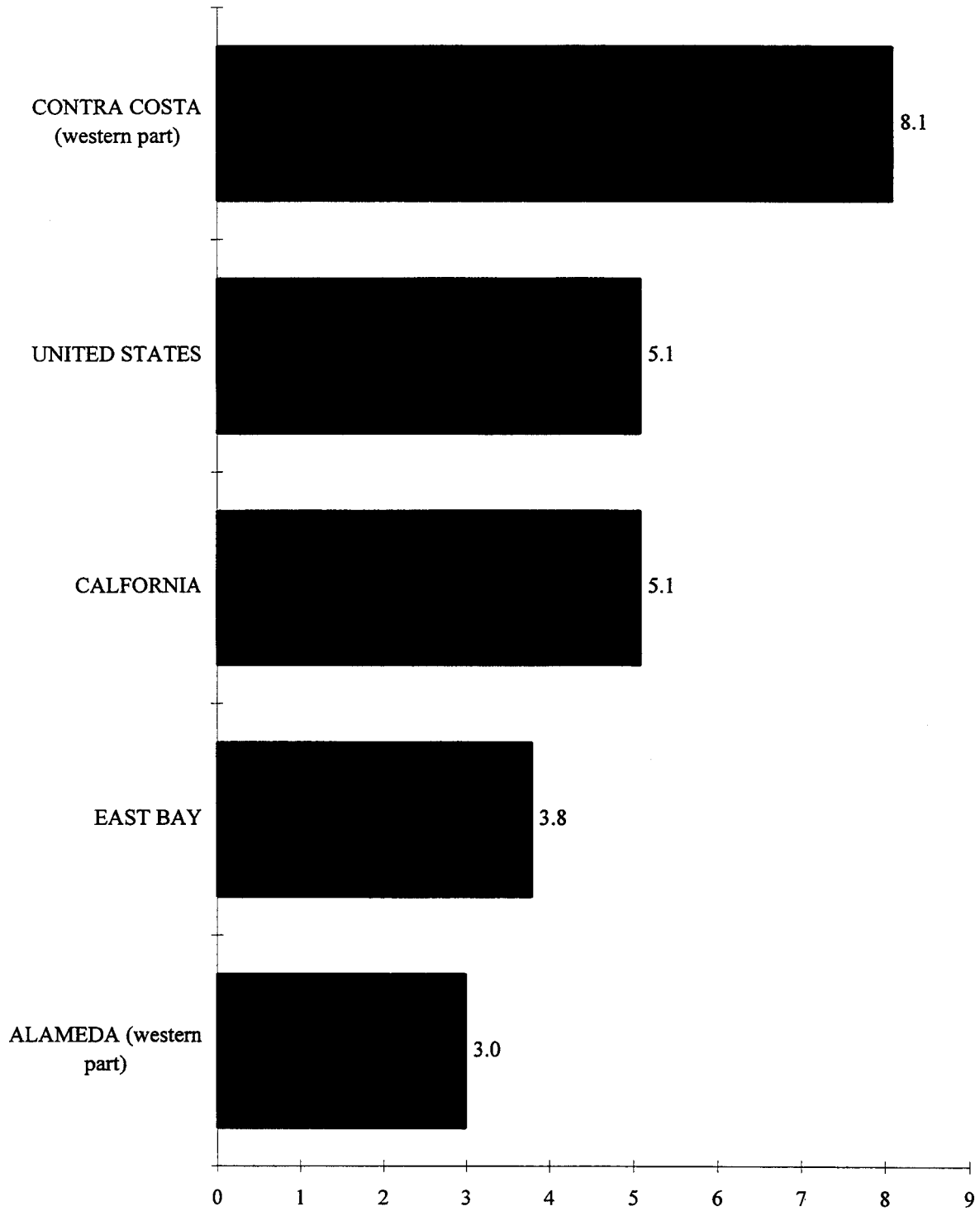
Figure 2
Total Population, 1996



Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

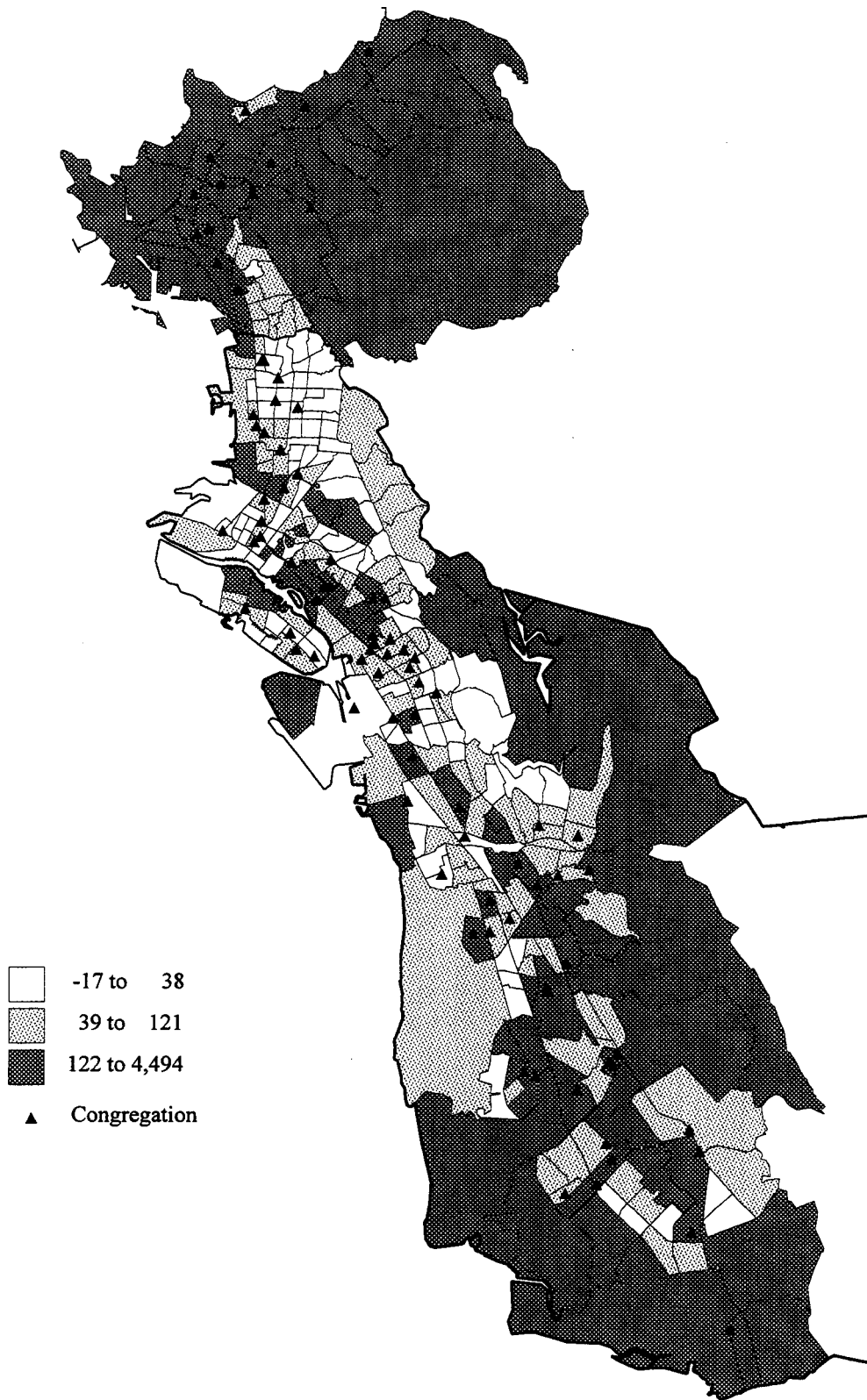
Figure 3

Projected Percent Population Growth, 1996 to 2001



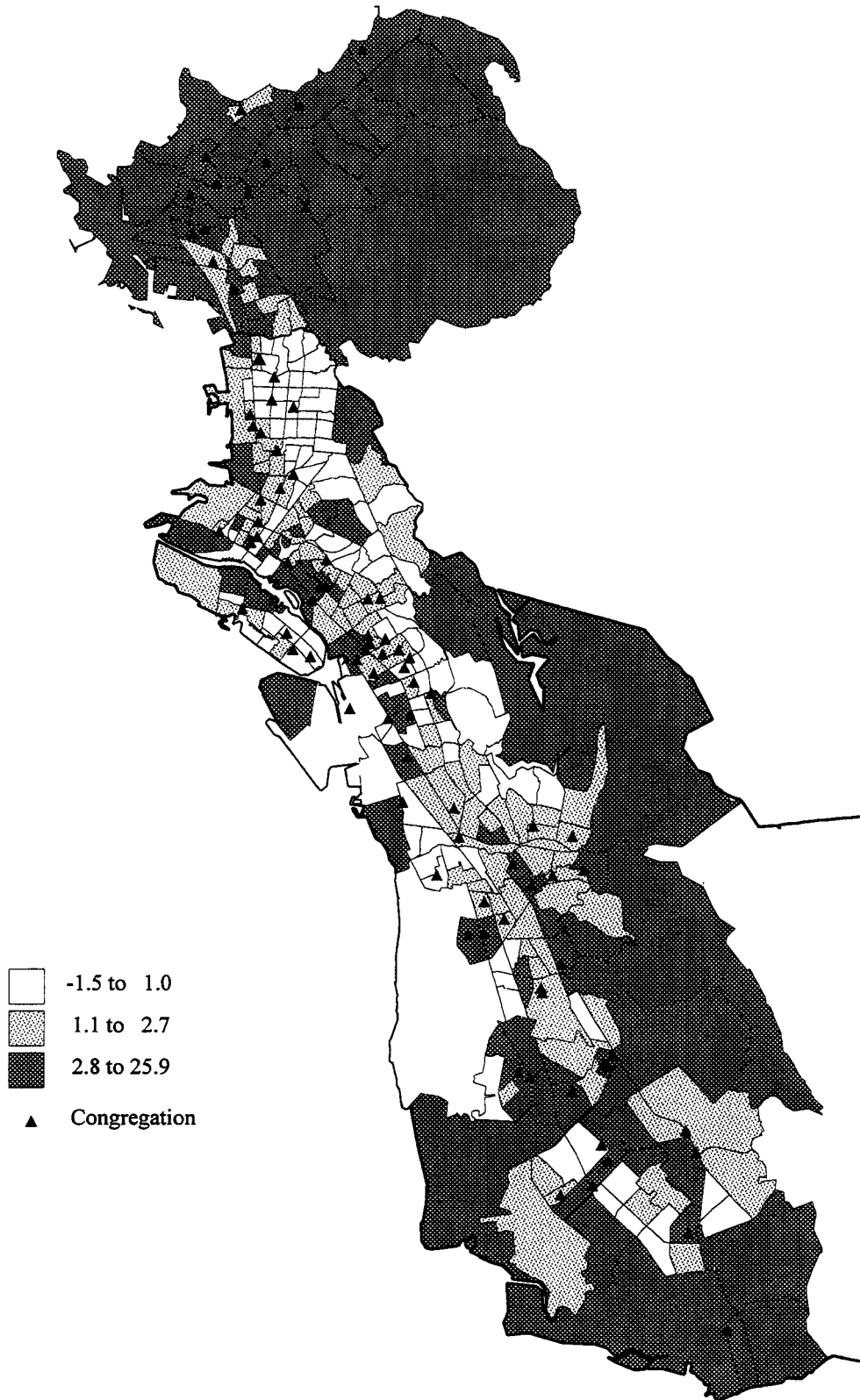
Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 4
Projected Net Population Change, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

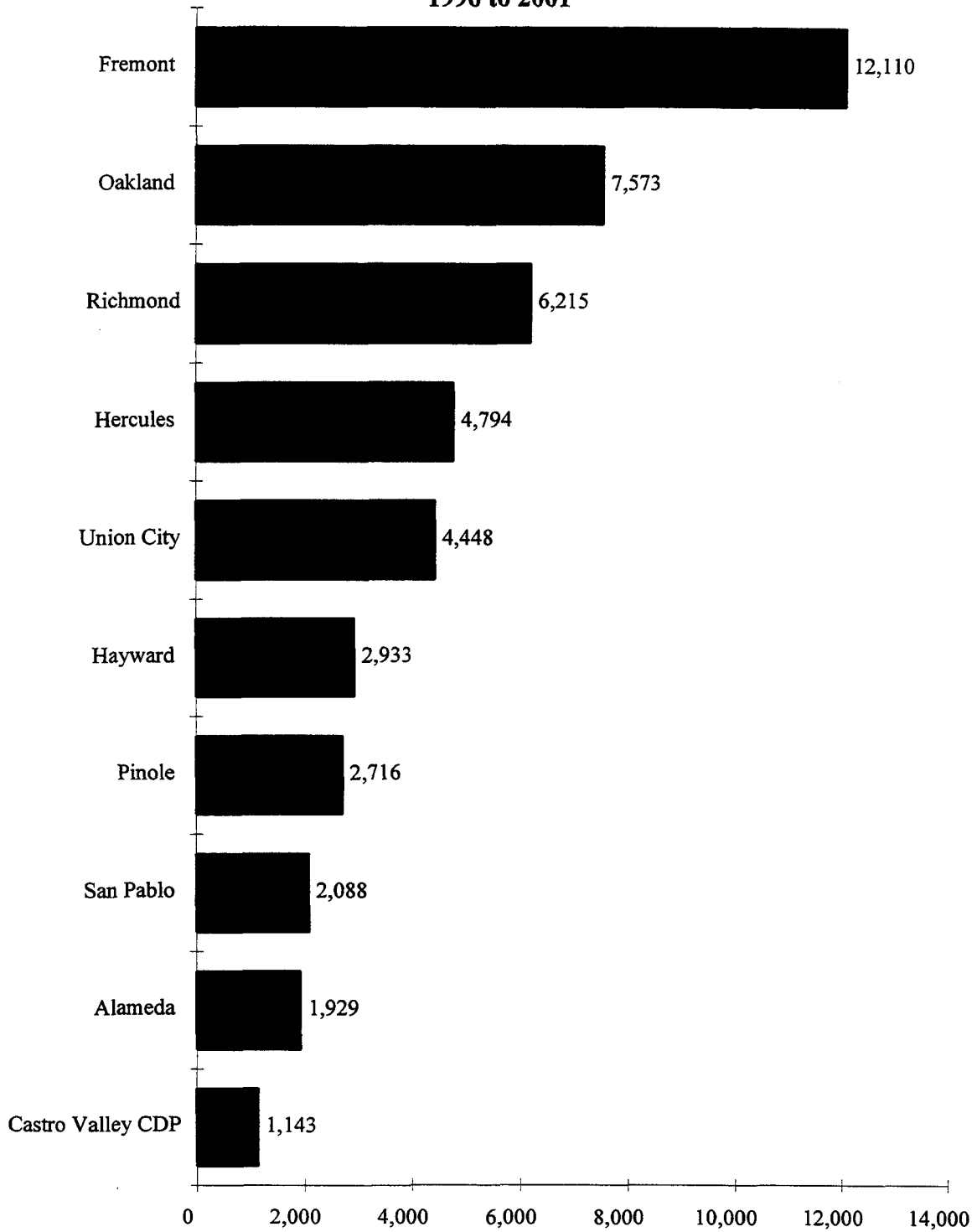
Figure 5
Projected Percent Population Change, 1996 to 2001



Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 6

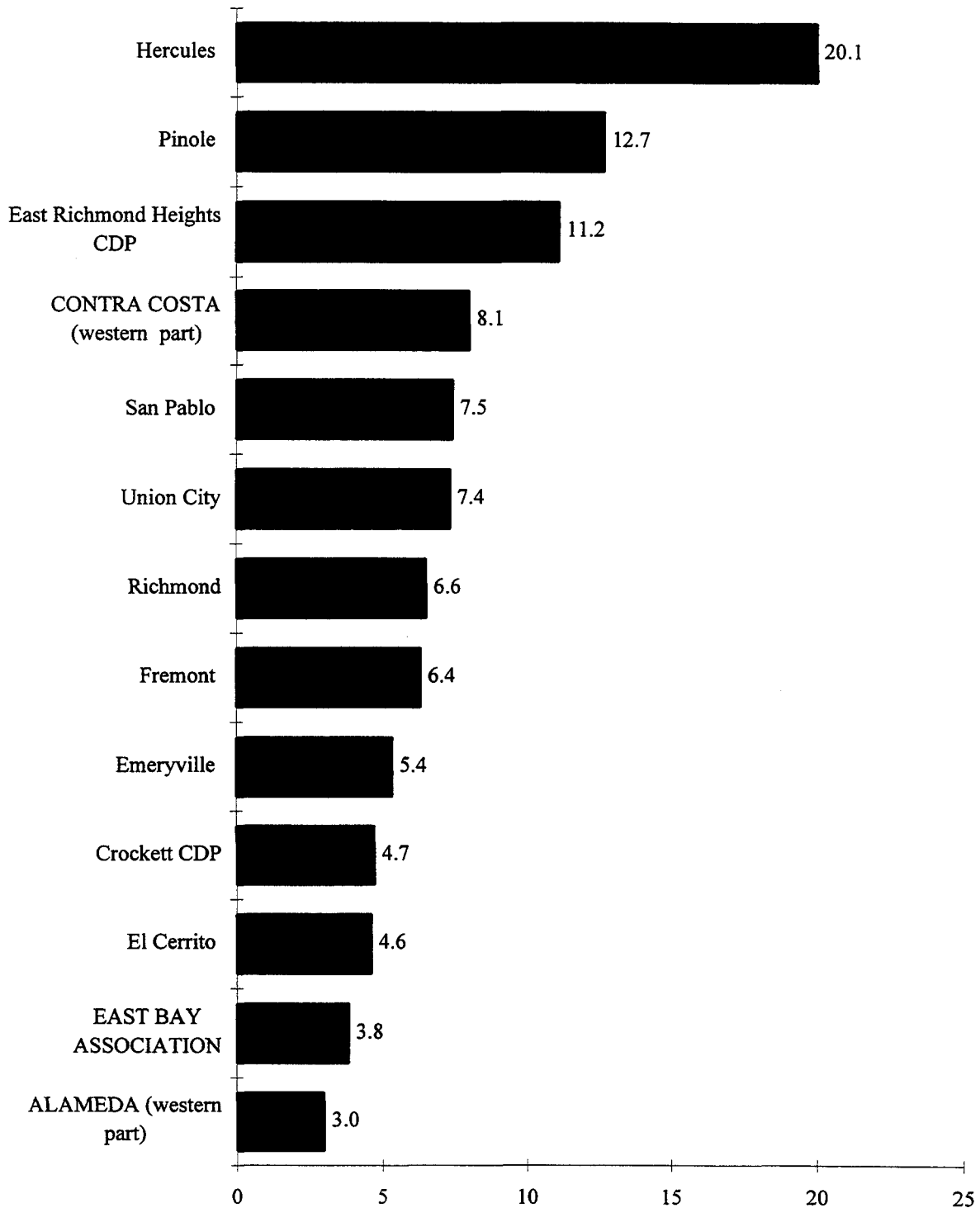
**Places with the Largest Projected Net Growth in Population,
1996 to 2001**



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 7

Places with the Fastest Projected Population Growth, 1996 to 2001



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Race/ethnicity

- ◆ Asian/Pacific Islanders are growing 3 times as fast as total East Bay—11 percent from 1996 to 2001 (an increase of 79,000)
- ◆ Black population is only projected to grow 1 percent (8,526 persons) from 1996 to 2001
- ◆ White population is projected to decline significantly from 1996 to 2001—a 6 percent decline, with a loss of almost 45,000

Race/ethnicity (cont.)

- ◆ Hispanic population is expected to grow by almost 18,000 persons from 1996 to 2001, a 3 percent increase
- ◆ Whites are a minority in East Bay Association—by 2001 they will represent 45 percent of total population
 - White, non-Hispanics—Anglos—will comprise about 37 percent

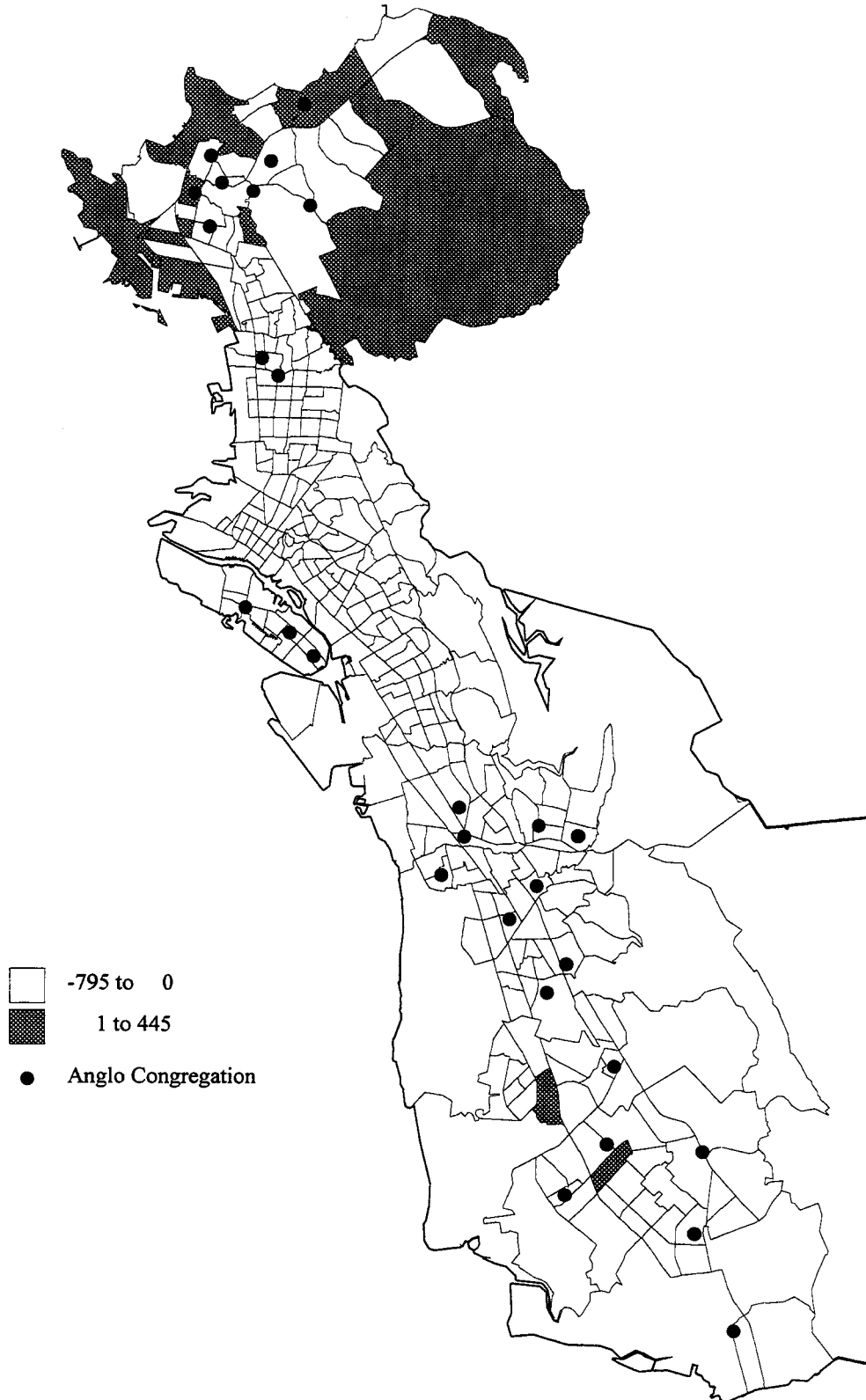
Race/ethnicity (cont.)

- ◆ Black population will be 20 percent of total by 2001
- ◆ Hispanics will represent 17 percent of total
- ◆ Asian/Pacific Islanders will reach 26 percent of total
- ◆ Chinese and Filipinos were the largest Asian/Pacific Islander groups in 1990 (76,000 and 62,000 each—6% and 5% of total population, respectively)

Race/ethnicity (cont.)

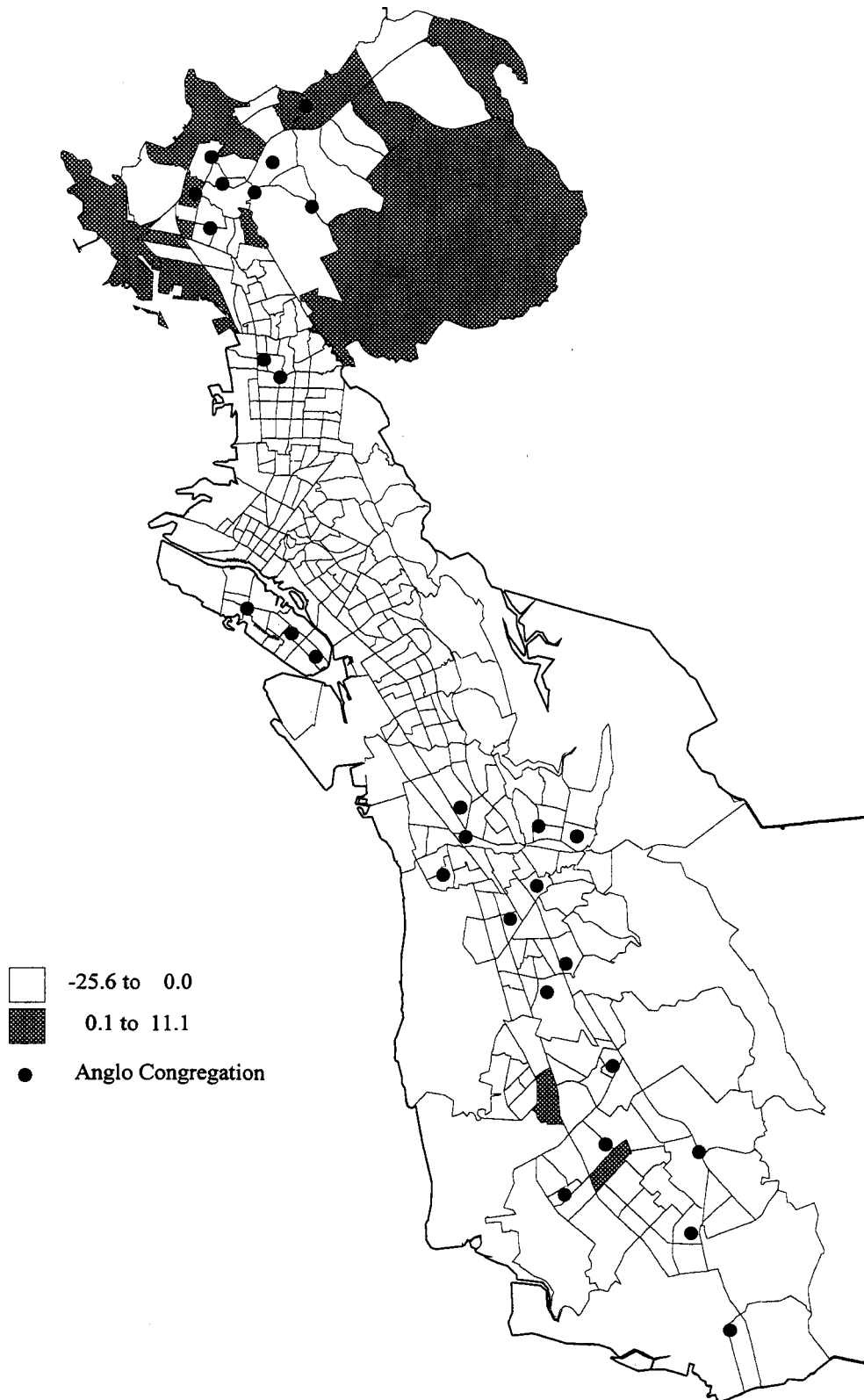
- ◆ Other Asian/Pacific Islander groups with significant populations (more than 3,000 in 1990) include: Asian Indian, Japanese, Vietnamese, Korean, Laotian, Cambodian

Figure 8
Projected Net Change in White Population, 1996 to 2001



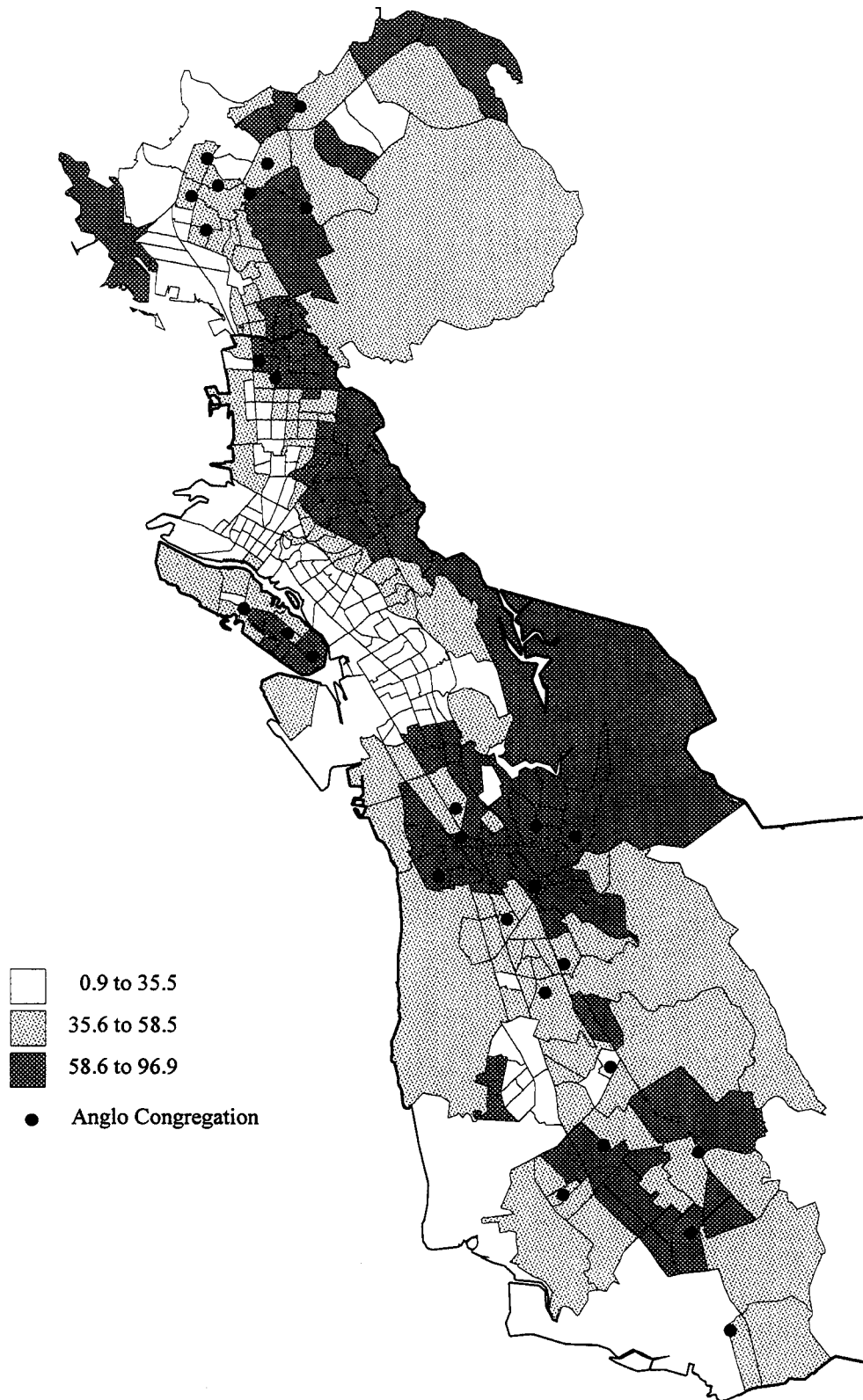
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 9
Projected Percent Change in White Population, 1996 to 2001



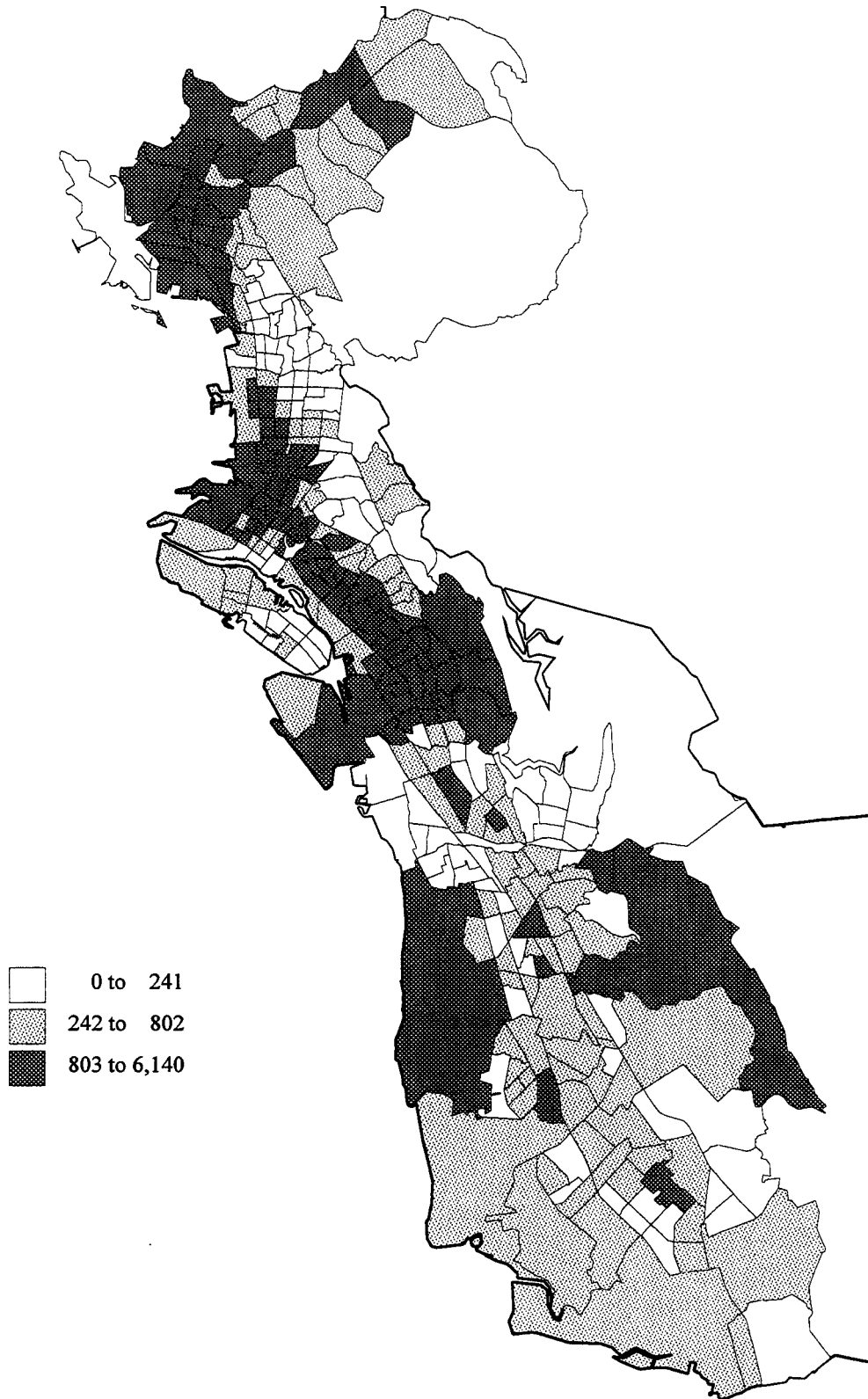
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 10
Projected White Population As a Percent of Total, 2001



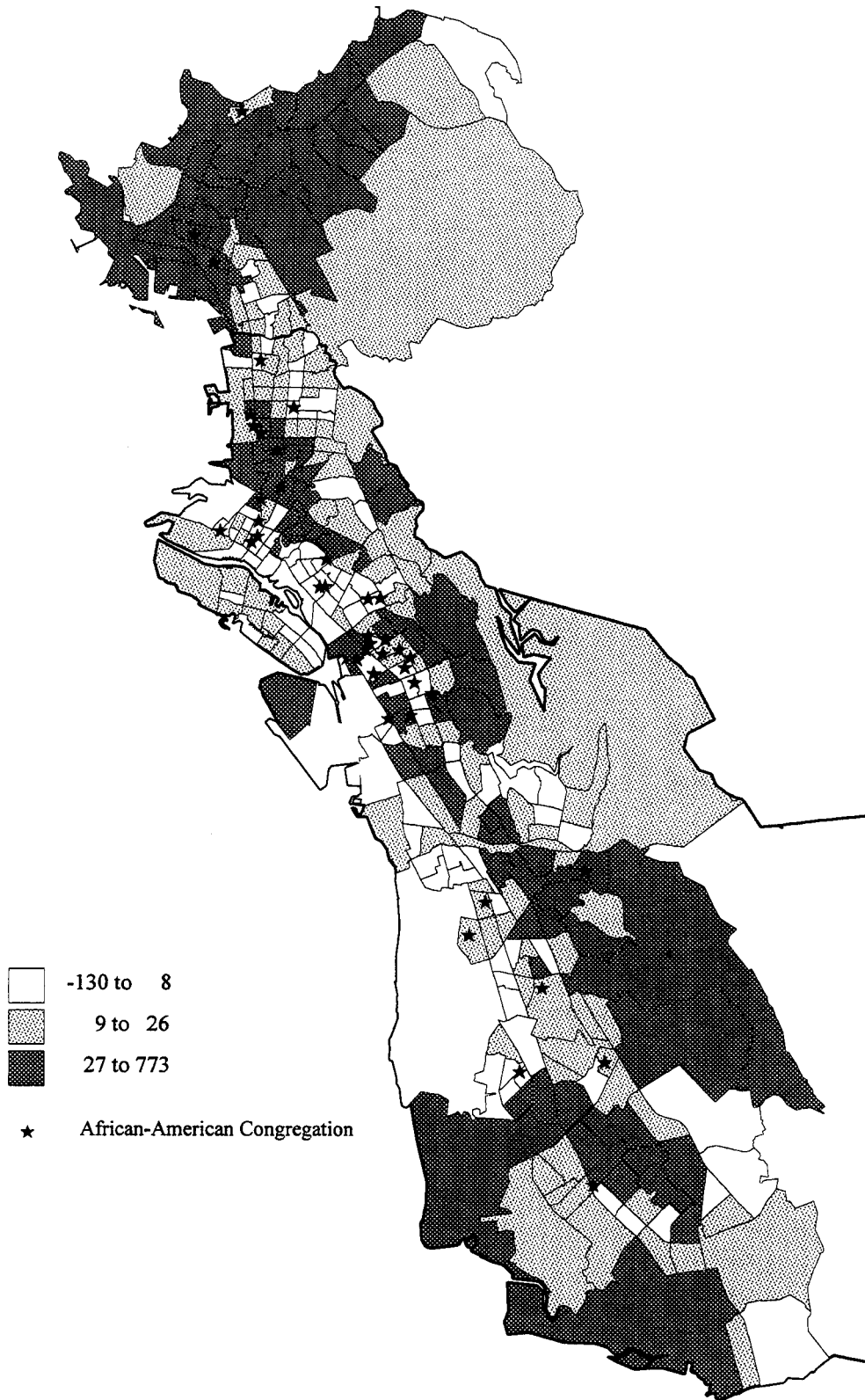
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 11
Black Population, 1996



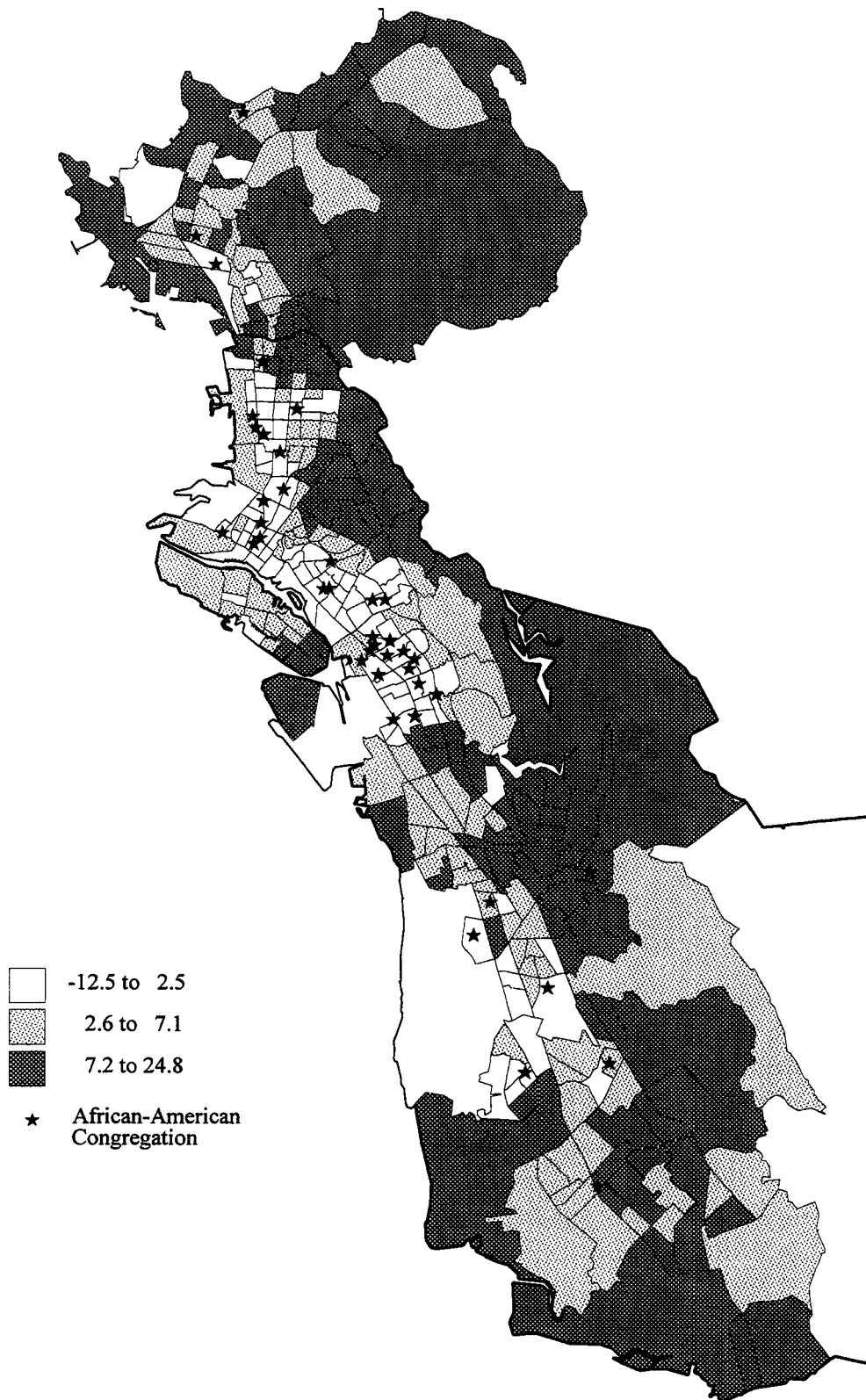
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 12
Projected Net Change in Black Population, 1996 to 2001



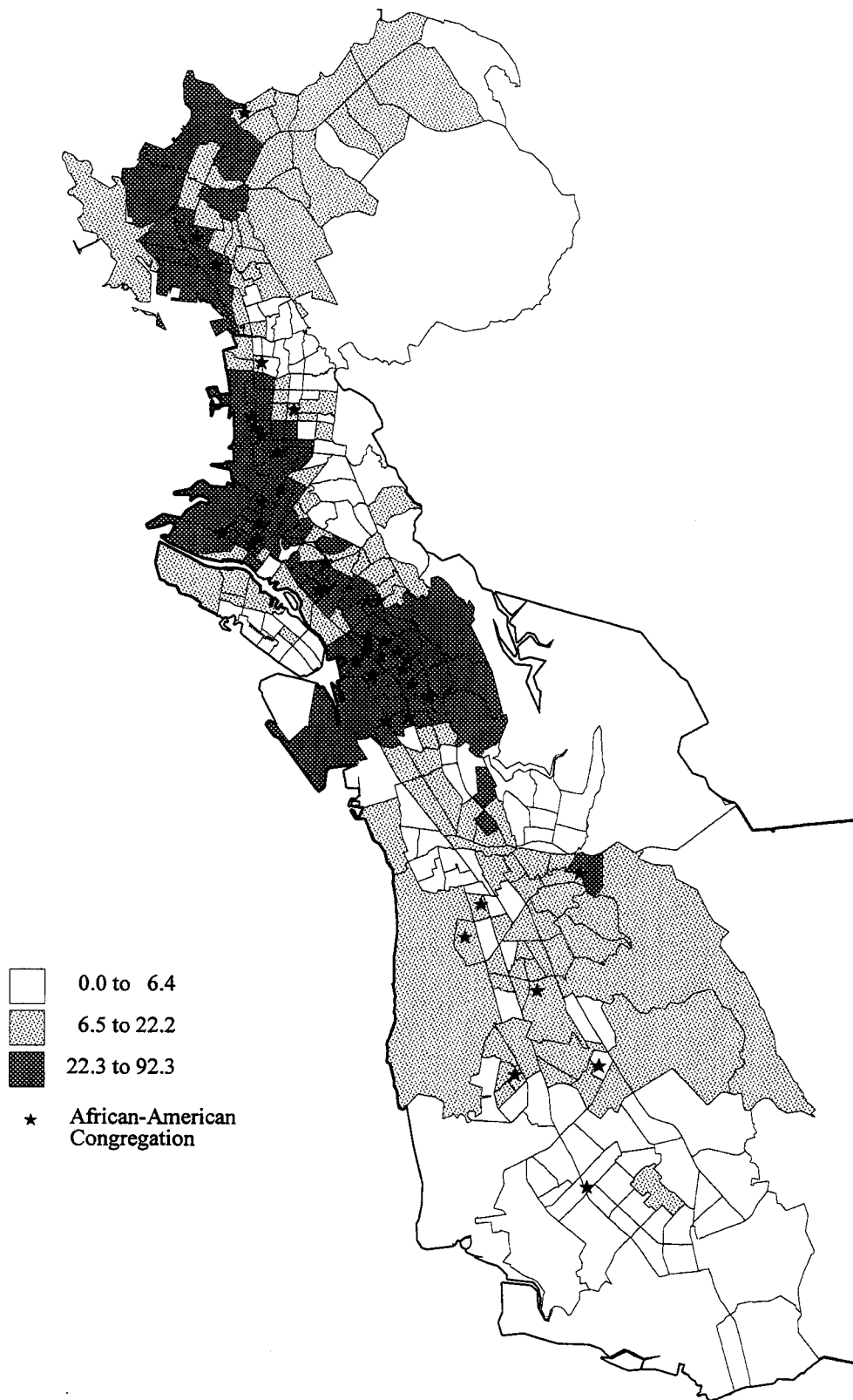
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 13
Projected Percent Change in Black Population, 1996 to 2001



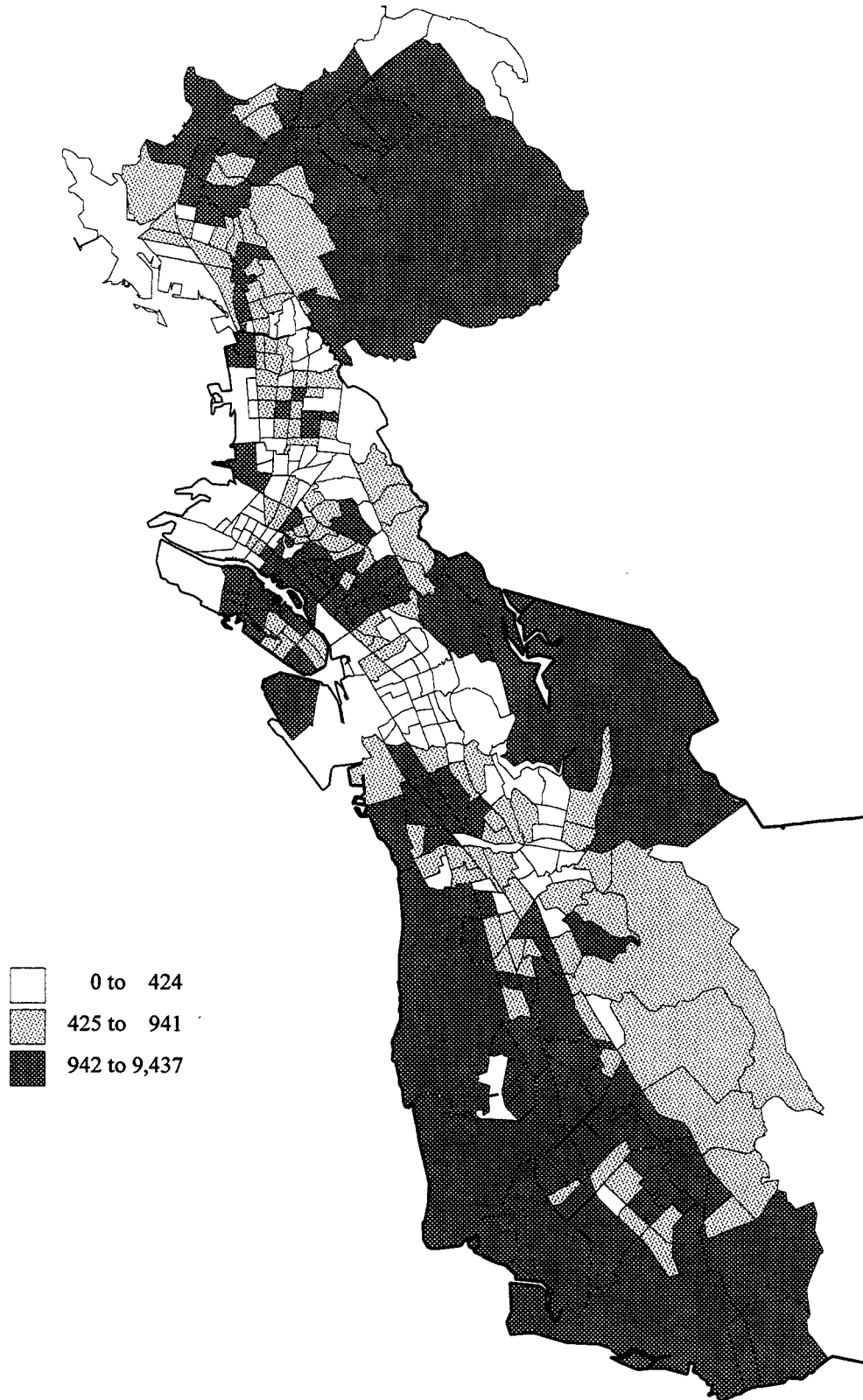
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 14
Projected Black Population As a Percent of Total, 2001



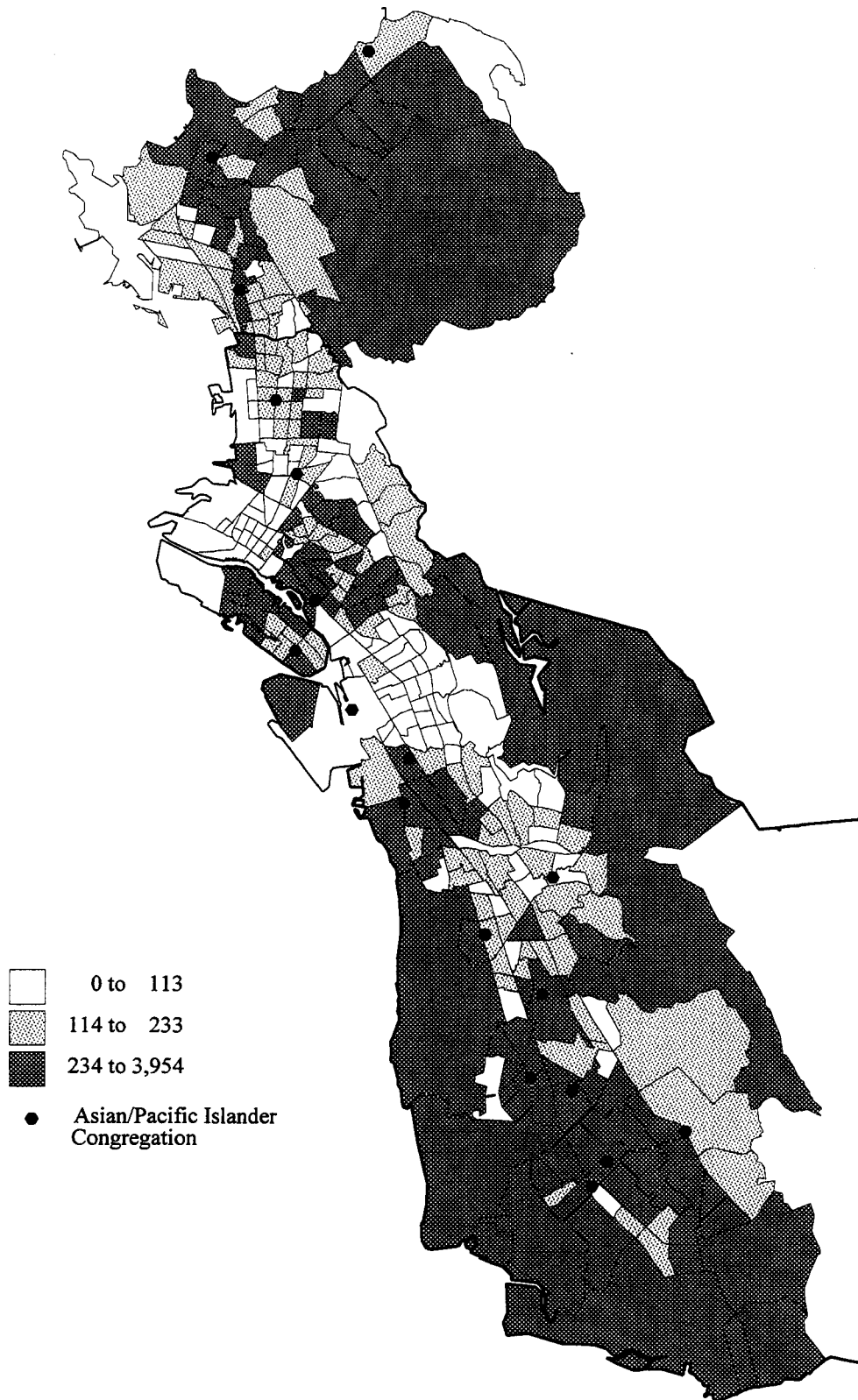
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 15
Asian/Pacific Islander Population, 1996



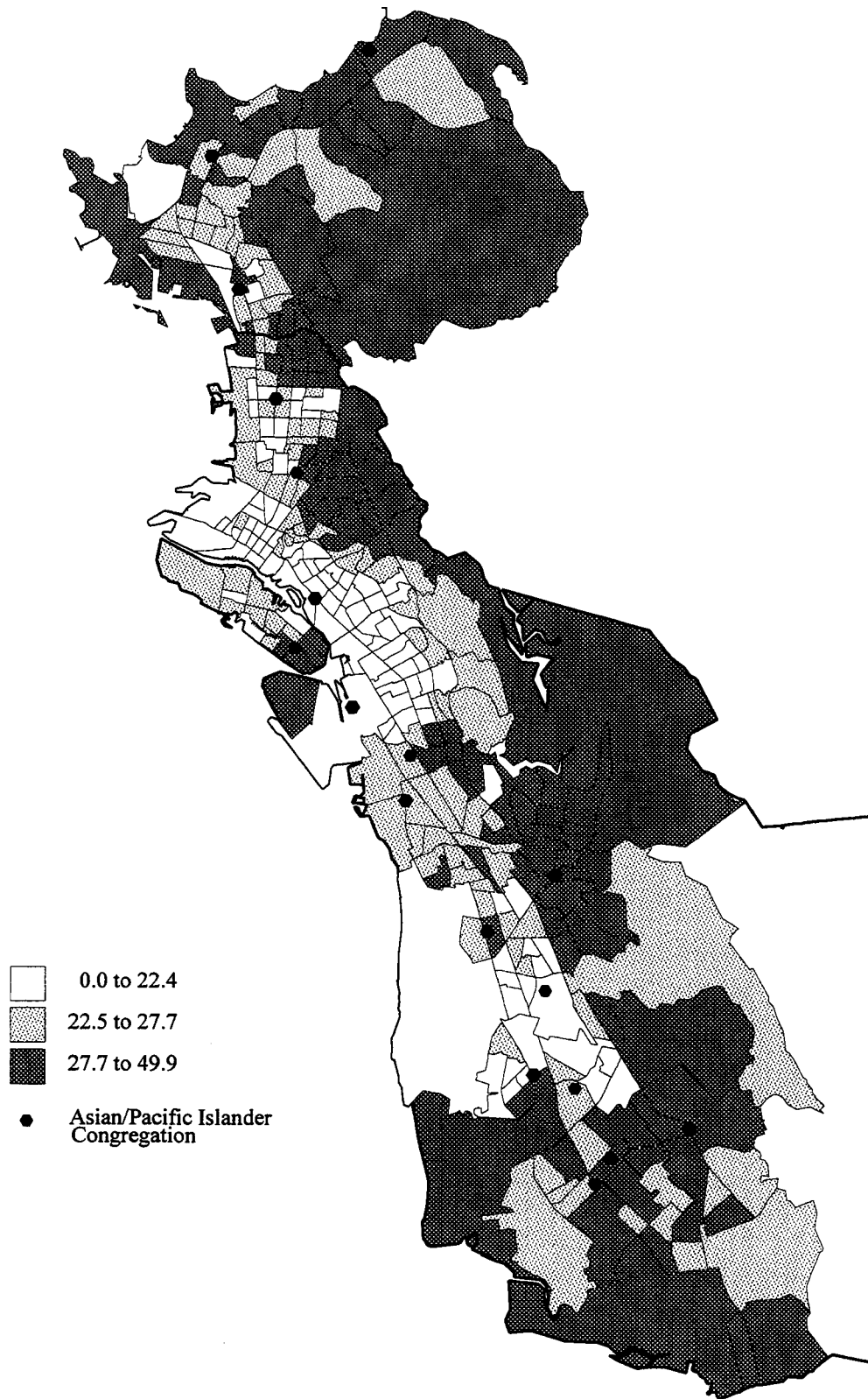
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 16
Projected Net Change in Asian/Pacific Islander Population, 1996 to 2001



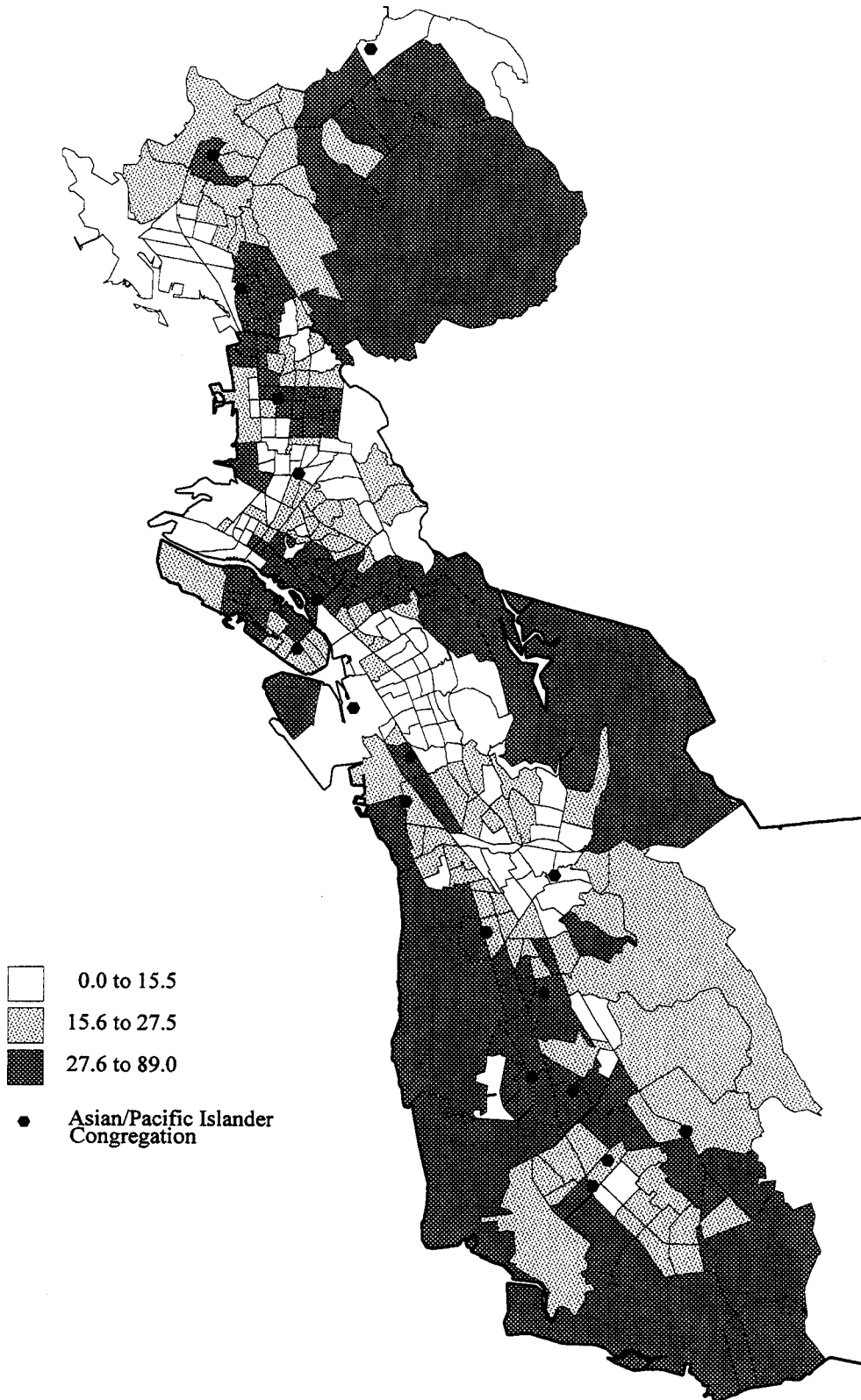
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 17
Projected Percent Change in Asian/Pacific Islander Population, 1996 to 2001



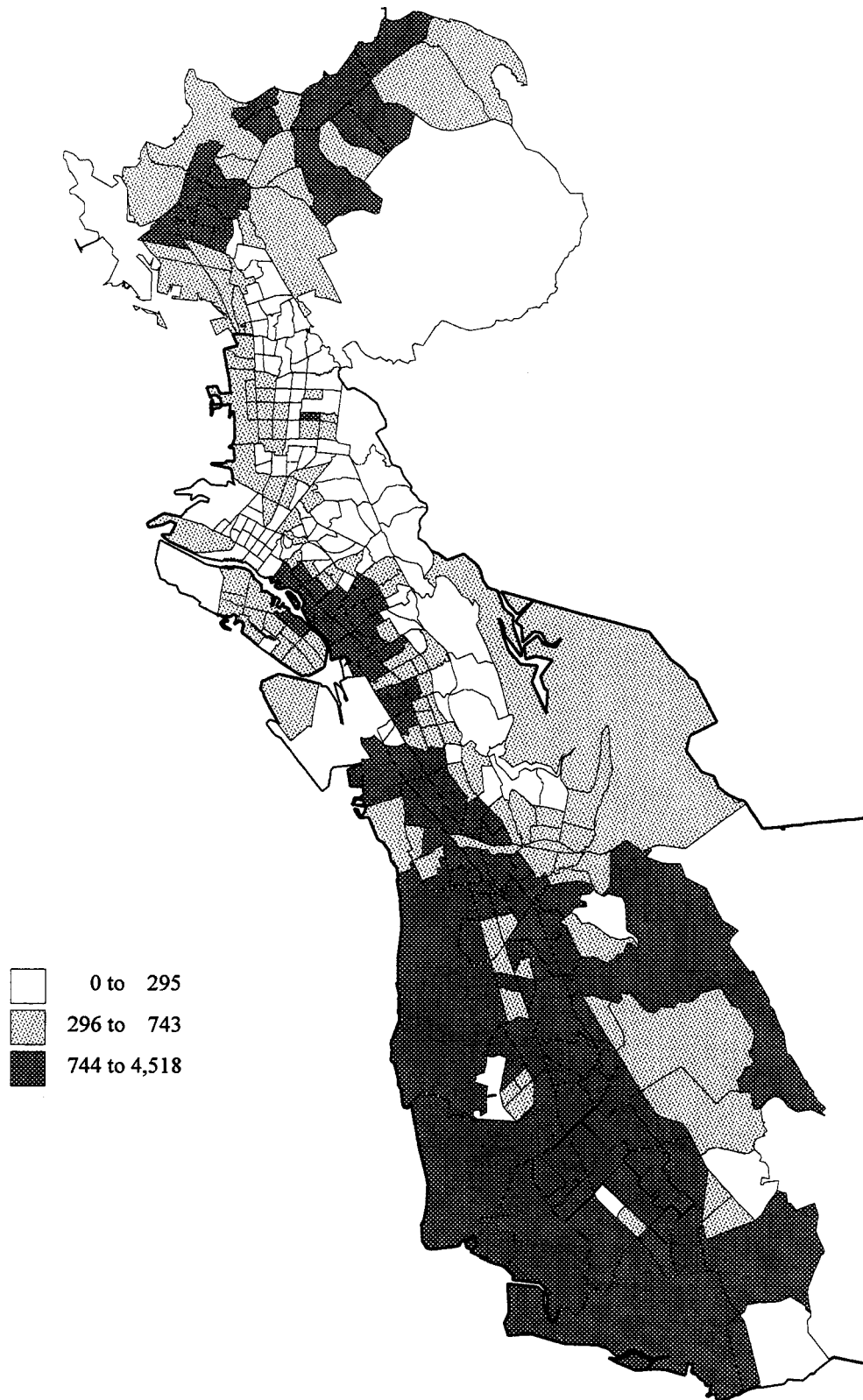
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 18
Projected Asian/Pacific Islander Population As a Percent of Total, 2001



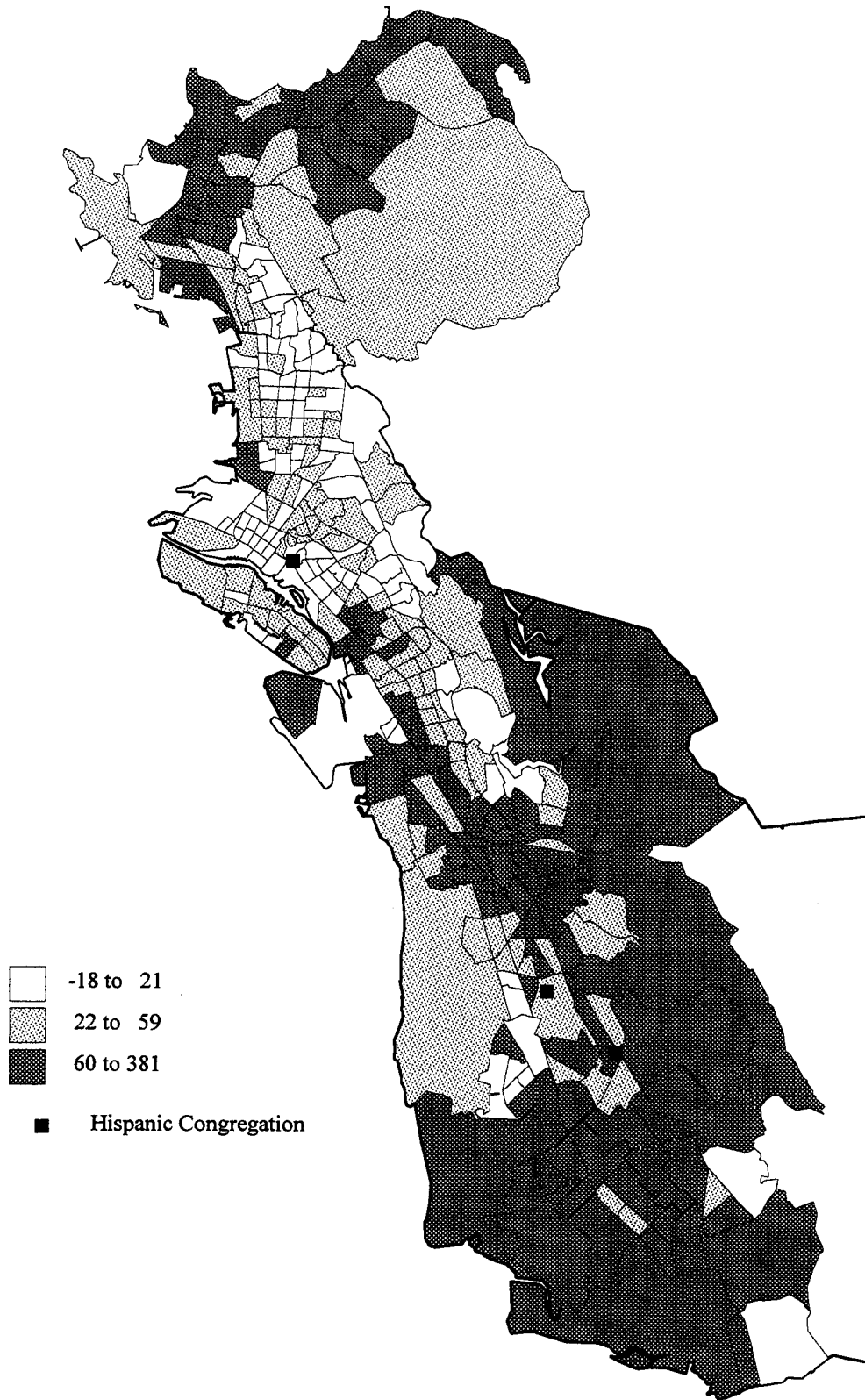
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 19
Hispanic Population, 1996



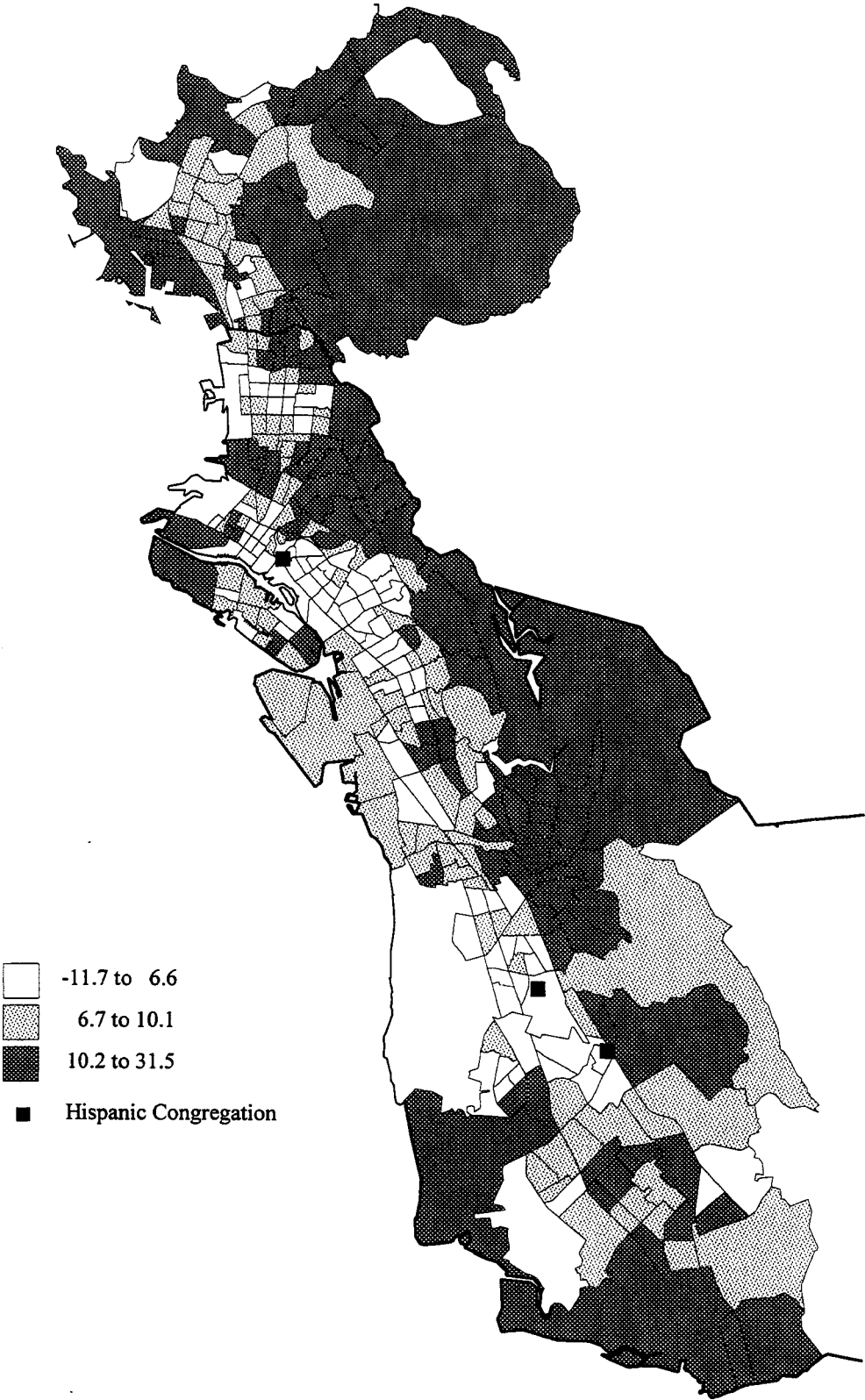
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 20
Projected Net Change in Hispanic Population, 1996 to 2001



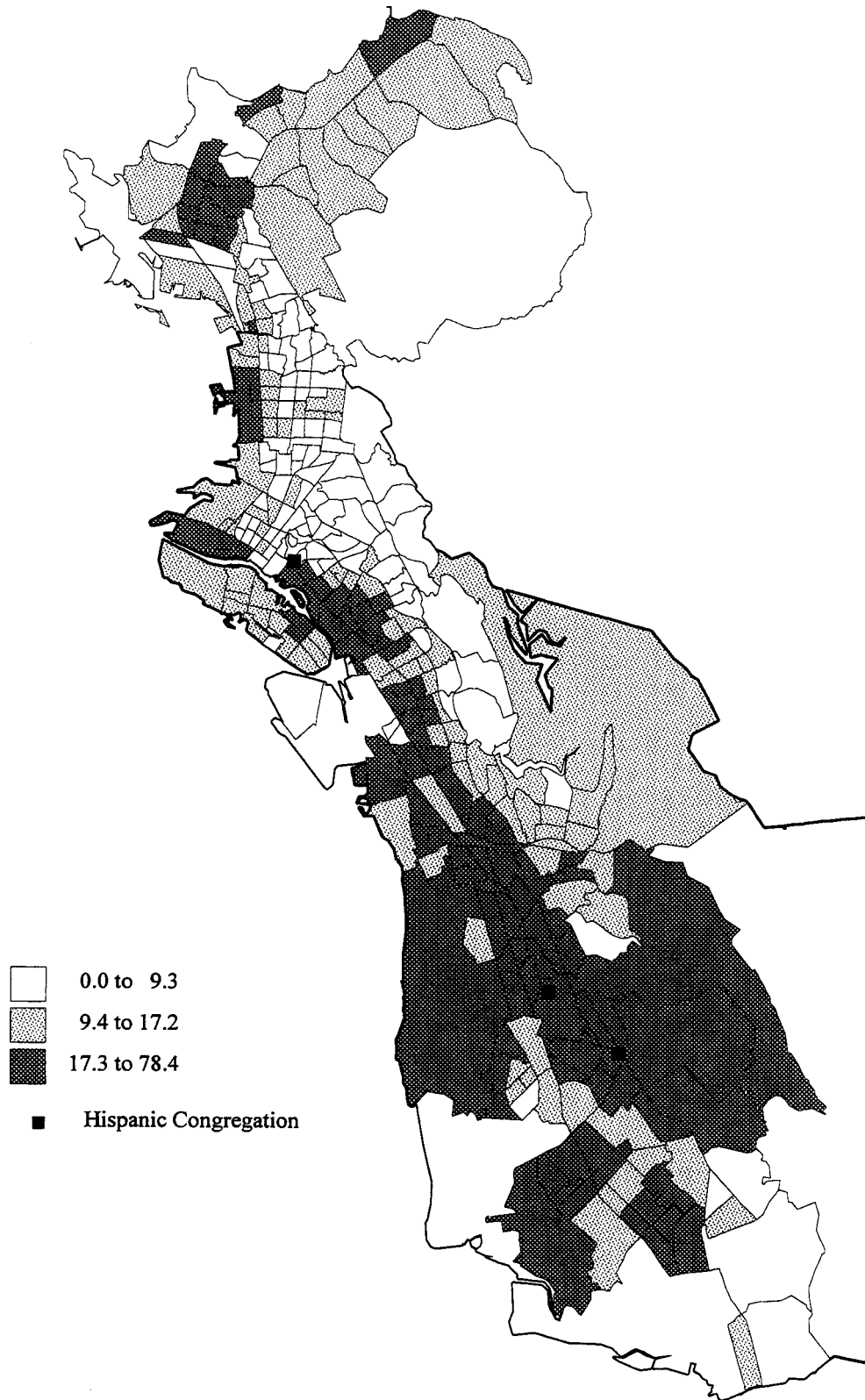
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 21
Projected Percent Change in Hispanic Population, 1996 to 2001



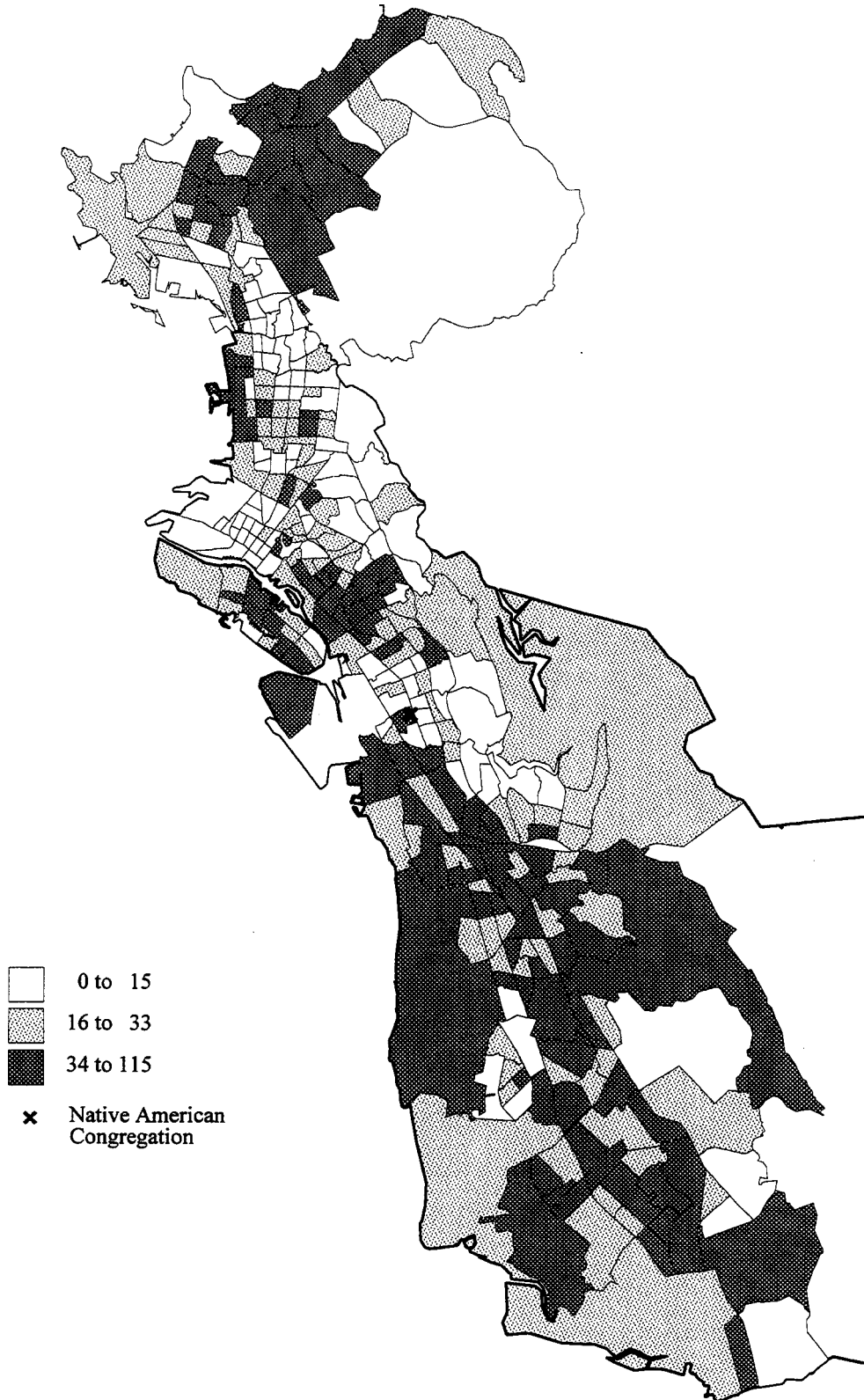
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 22
Projected Hispanic Population as a Percent of Total, 2001



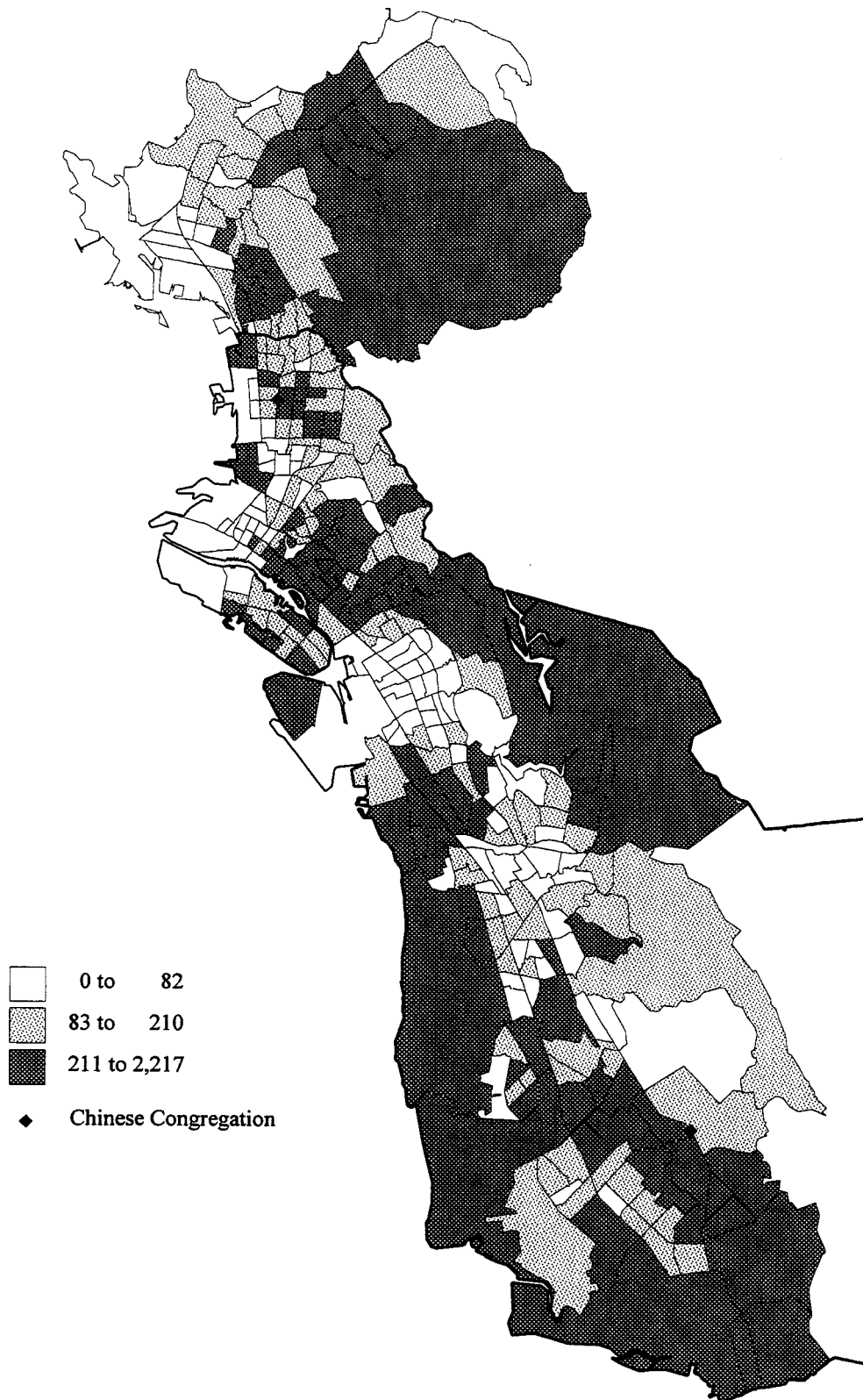
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 23
Native American Population, 1990



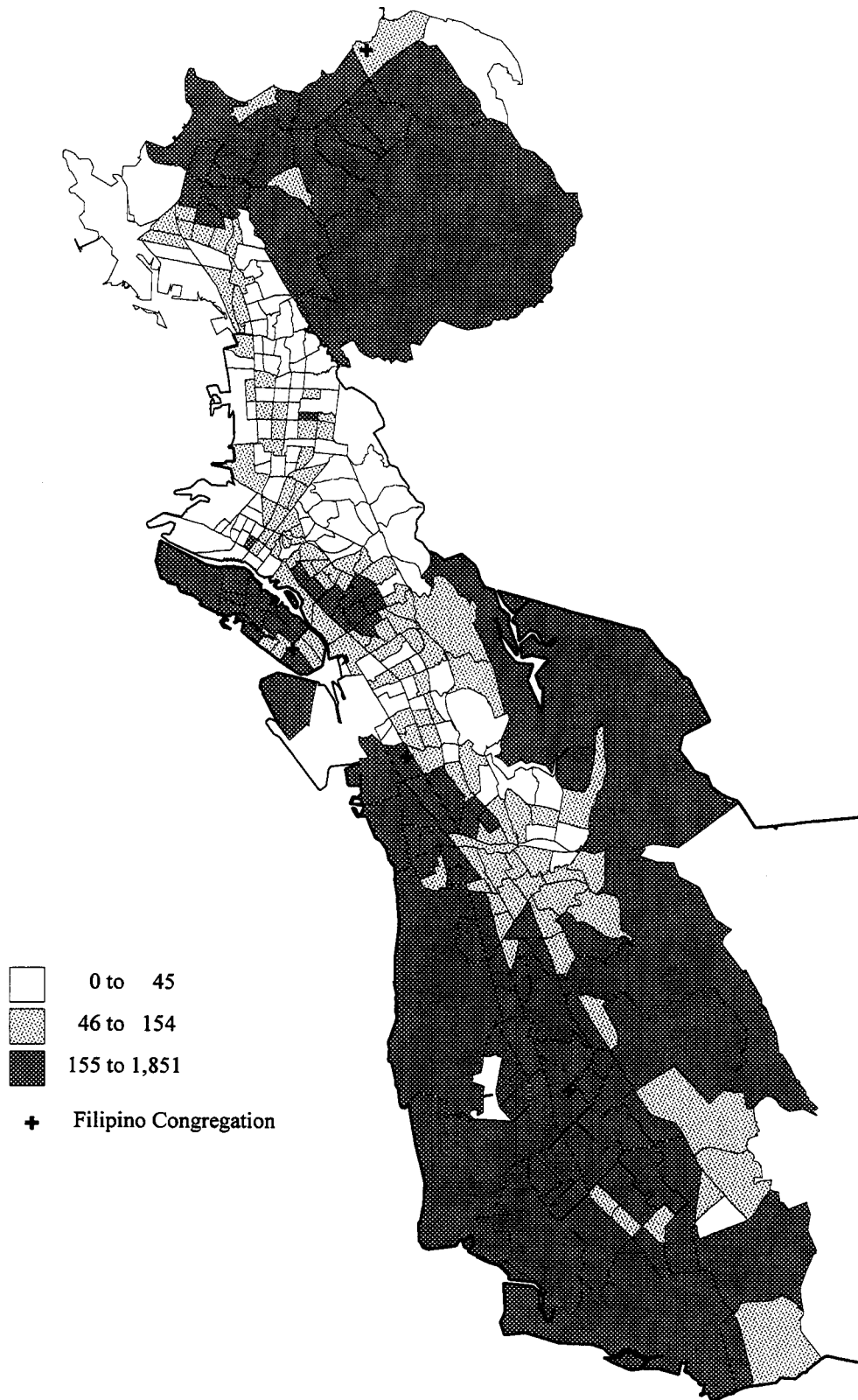
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 24
Chinese Population, 1990



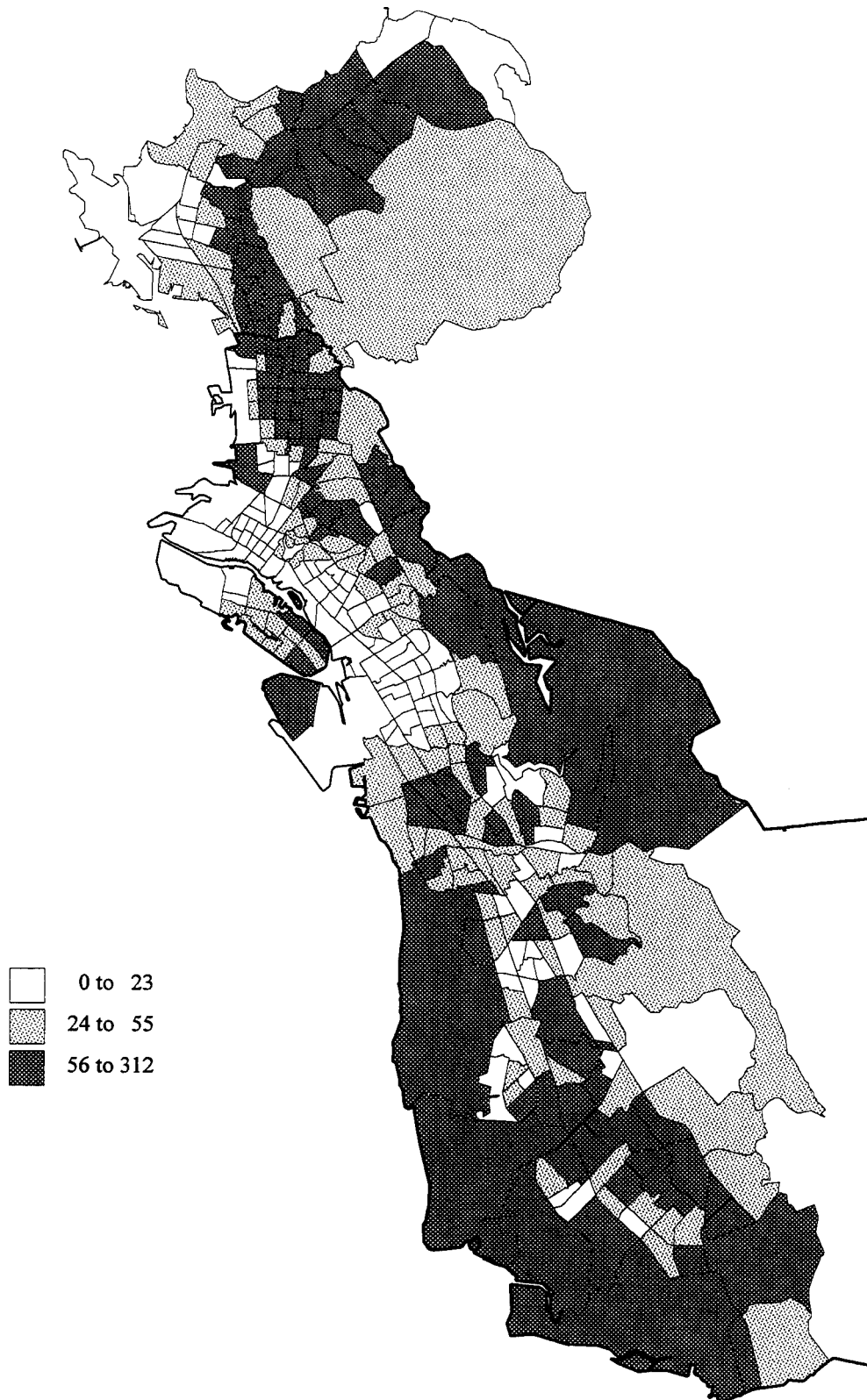
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 25
Filipino Population, 1990



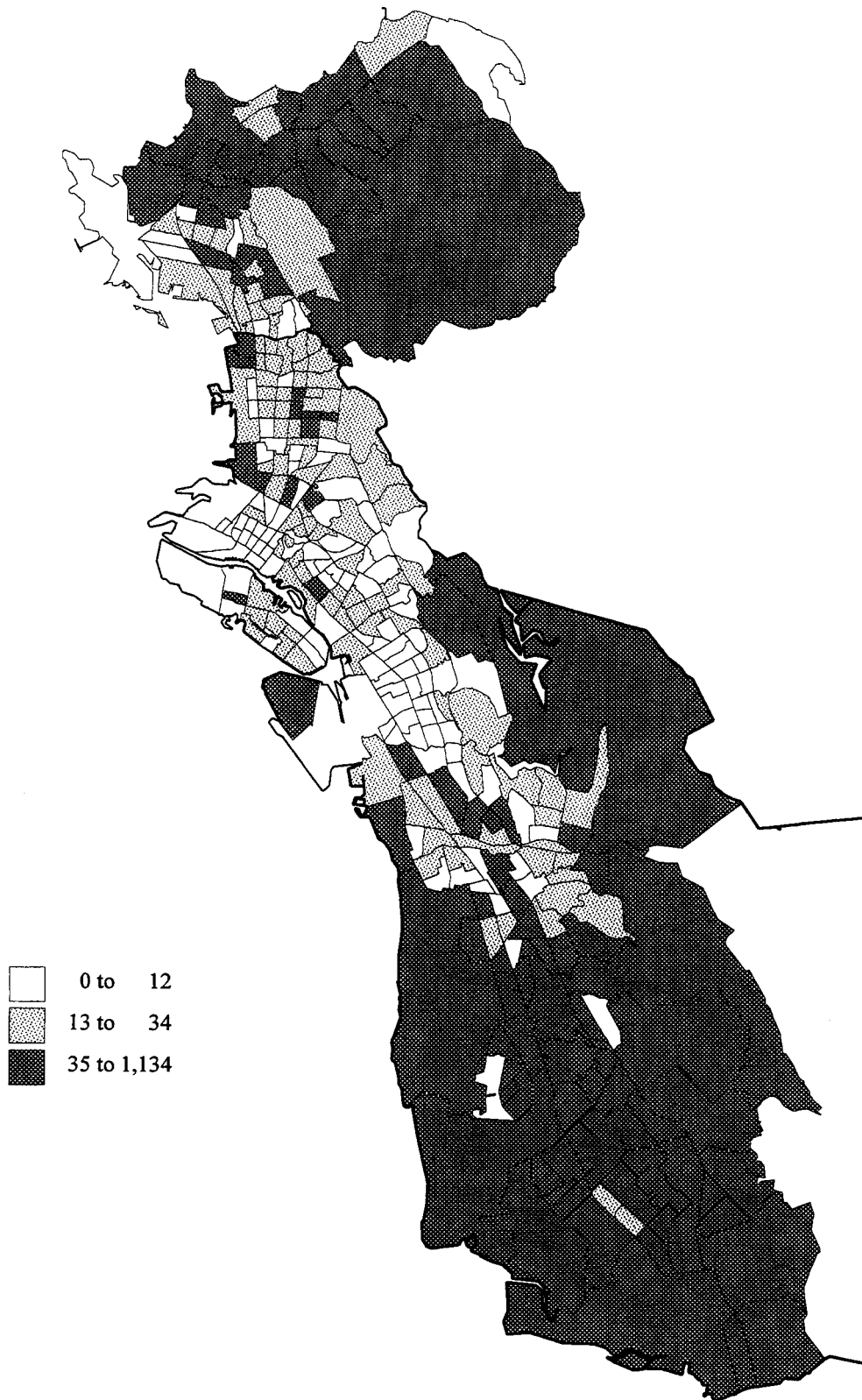
Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 26
Japanese Population, 1990



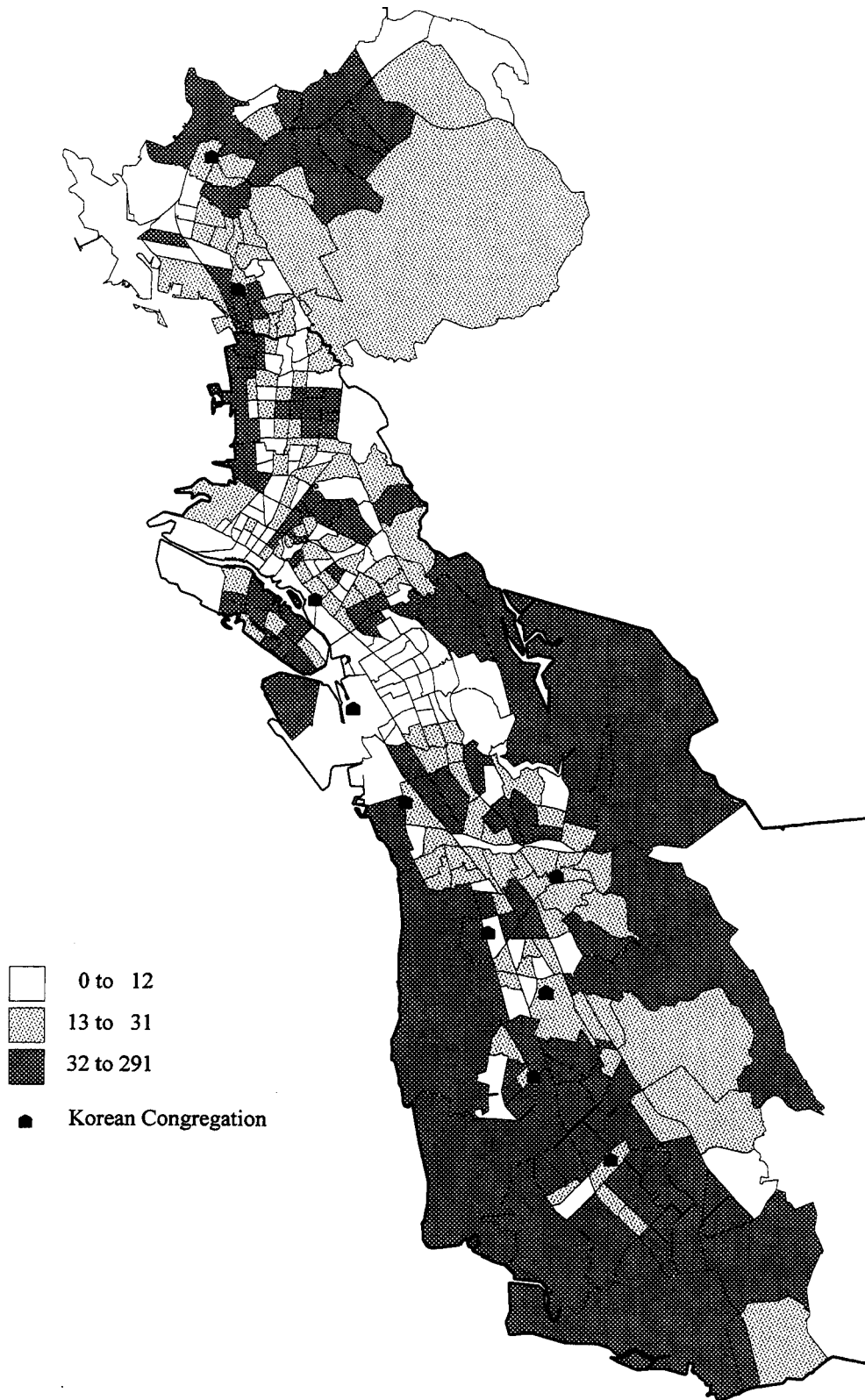
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 27
Asian Indian Population, 1990



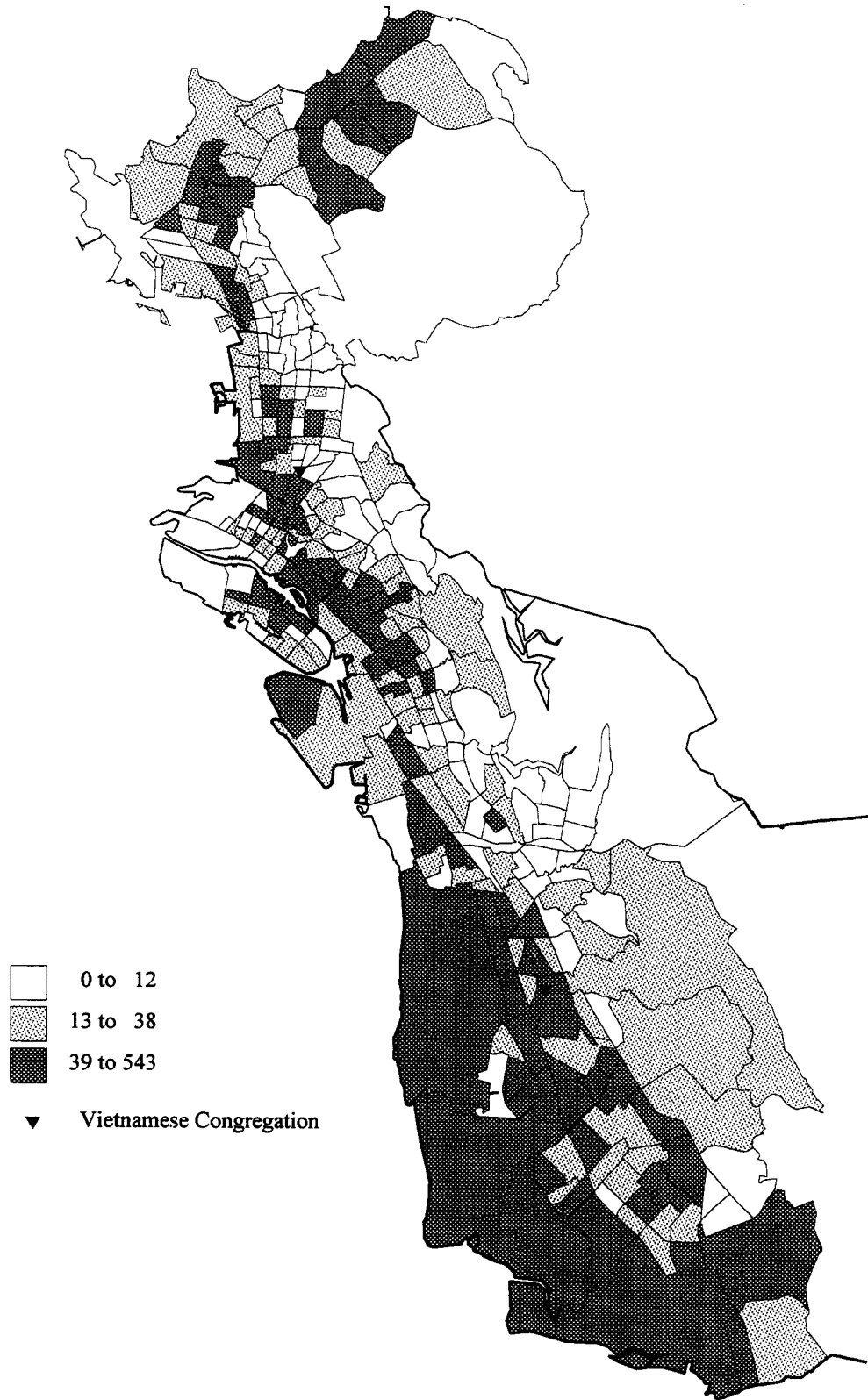
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 28
Korean Population, 1990



Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 29
Vietnamese Population, 1990



Source: CACI Marketing Systems, Arlington, Va.; East Bay Baptist Association, San Leandro, Calif.; graphic by General Research, NAMB, Alpharetta, Ga.

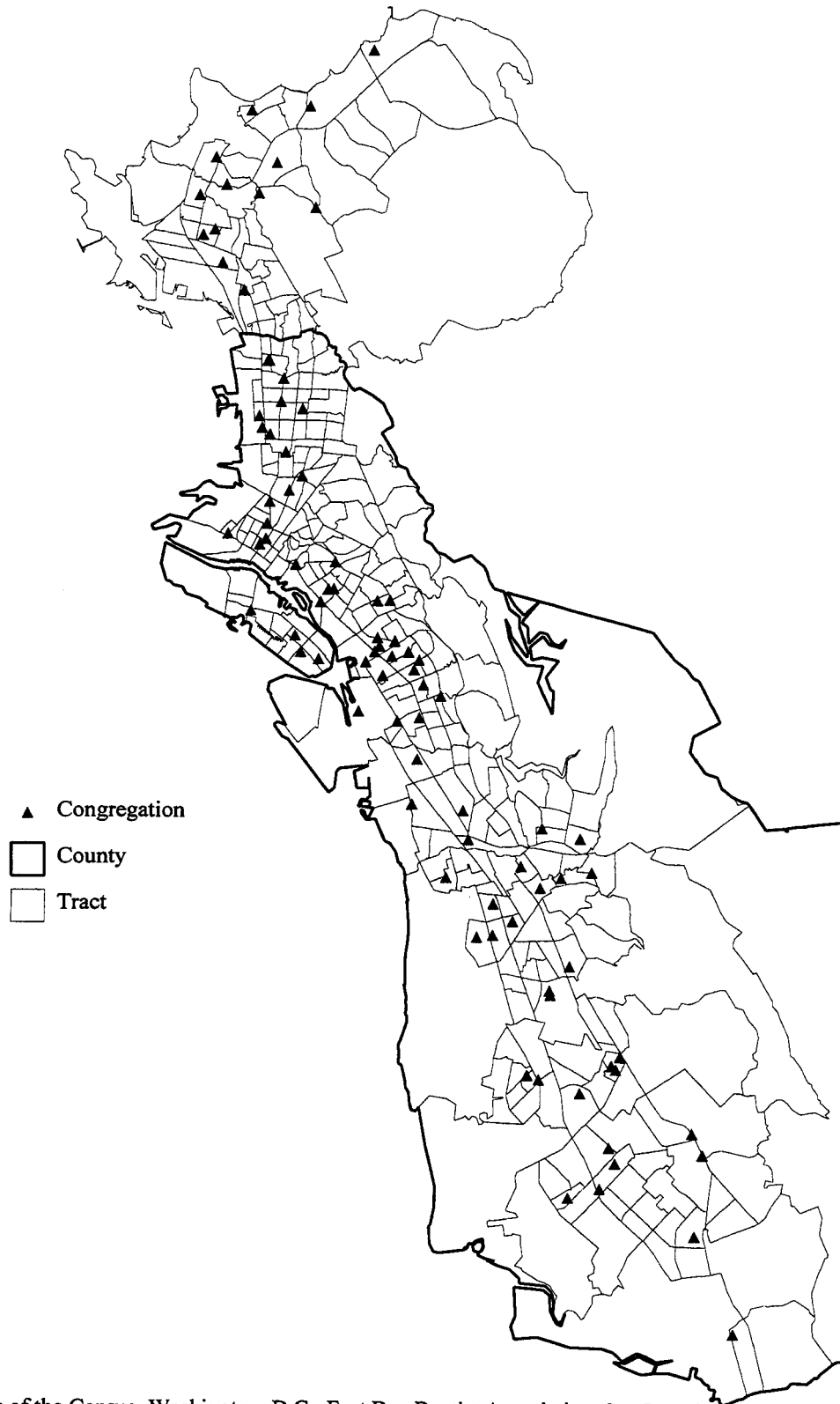
SBC presence & the unclaimed

- ◆ 97 SBC congregations in East Bay Association
 - 44 African-American
 - 28 Anglo
 - 11 Korean
 - 14 other: Filipino (4), Hispanic (3), Chinese (2), Vietnamese (2), American Indian, Asian-American, and Romanian

SBC presence & the unclaimed (cont.)

- ◆ 14,400 persons per SBC congregation (5,850 for U.S.)
- ◆ More than half of the population is unclaimed (59%; or 800,000 estimated for 1996)

Figure 30
East Bay Baptist Association Congregations



Source: Bureau of the Census, Washington, D.C.; East Bay Baptist Association, San Leandro, Calif.;
graphic by General Research, NAMB, Alpharetta, Ga.

Figure 31

**Percent of Population Unclaimed by Any Religious Denomination,
1990**



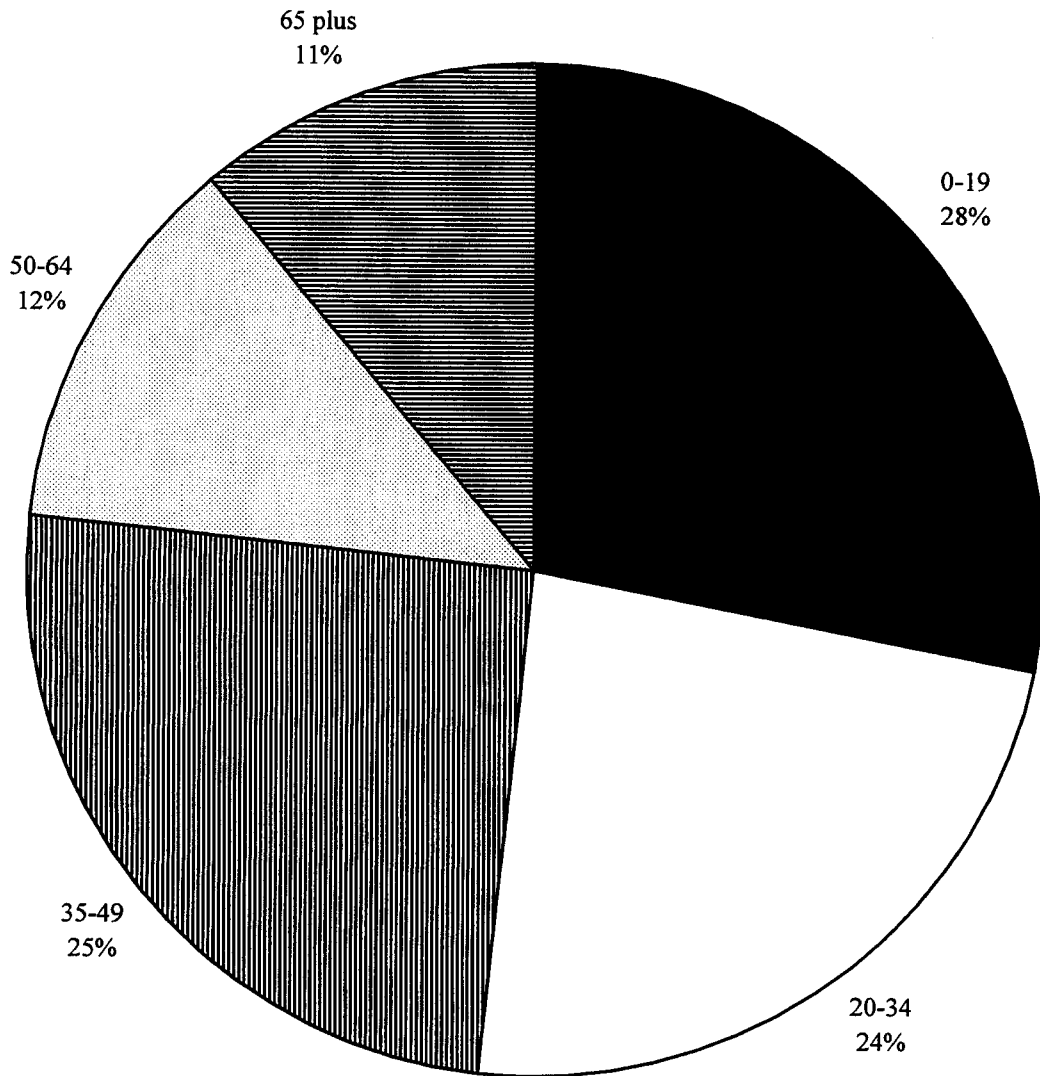
Source: Glenmary Research Center, Atlanta, Ga.; graphic by General Research, NAMB, Alpharetta, Ga.

Age structure

- ◆ Persons under 20 years old comprise largest group (28% of population)
- ◆ 1 of 4 are “baby busters”
- ◆ 1 of 4 are “baby boomers”
- ◆ Almost 1 of 4 are at least 50 years old

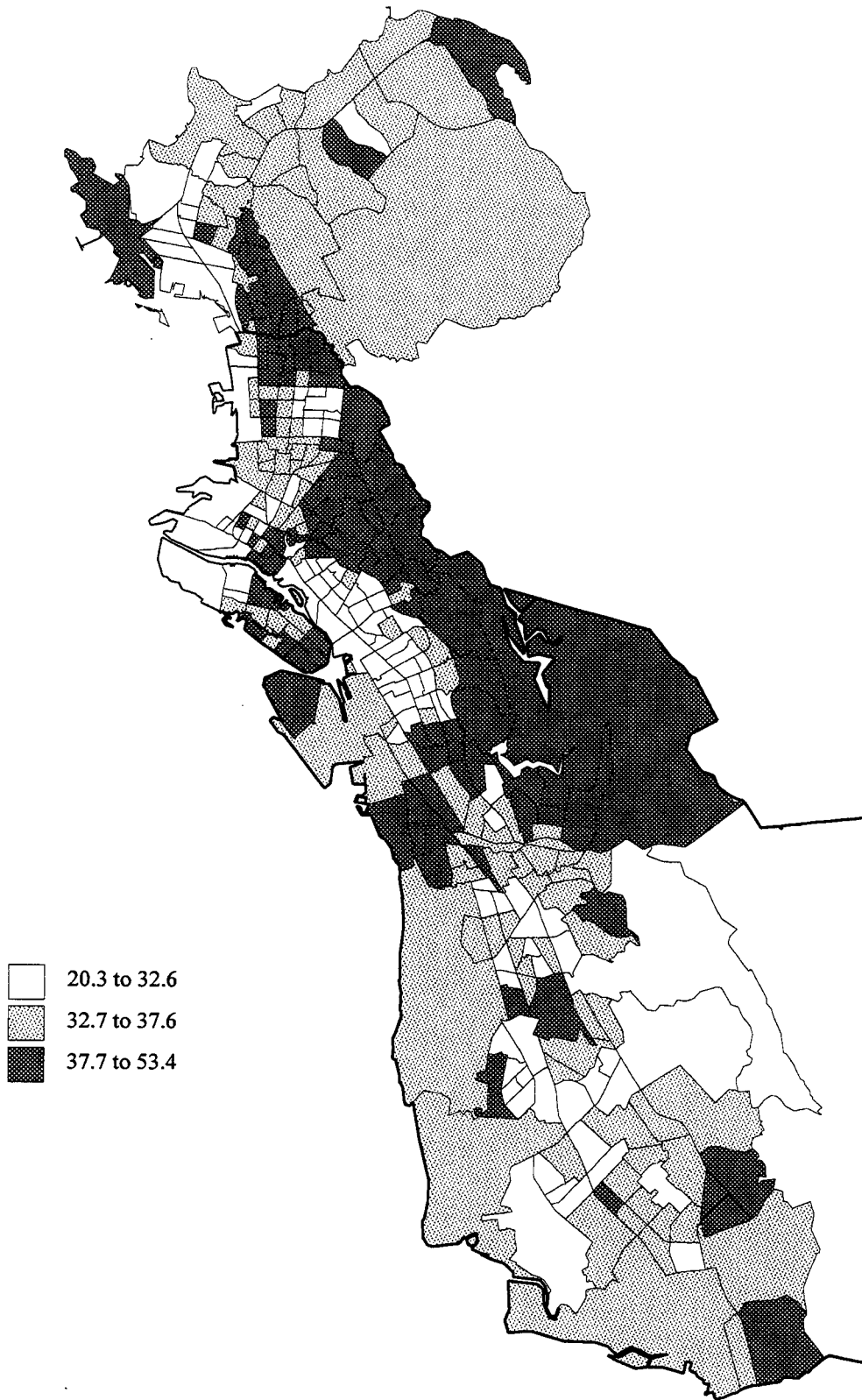
Figure 32

**Percent of Population by Age Categories for
East Bay Baptist Association, 1996**



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 33
Median Age, 1996

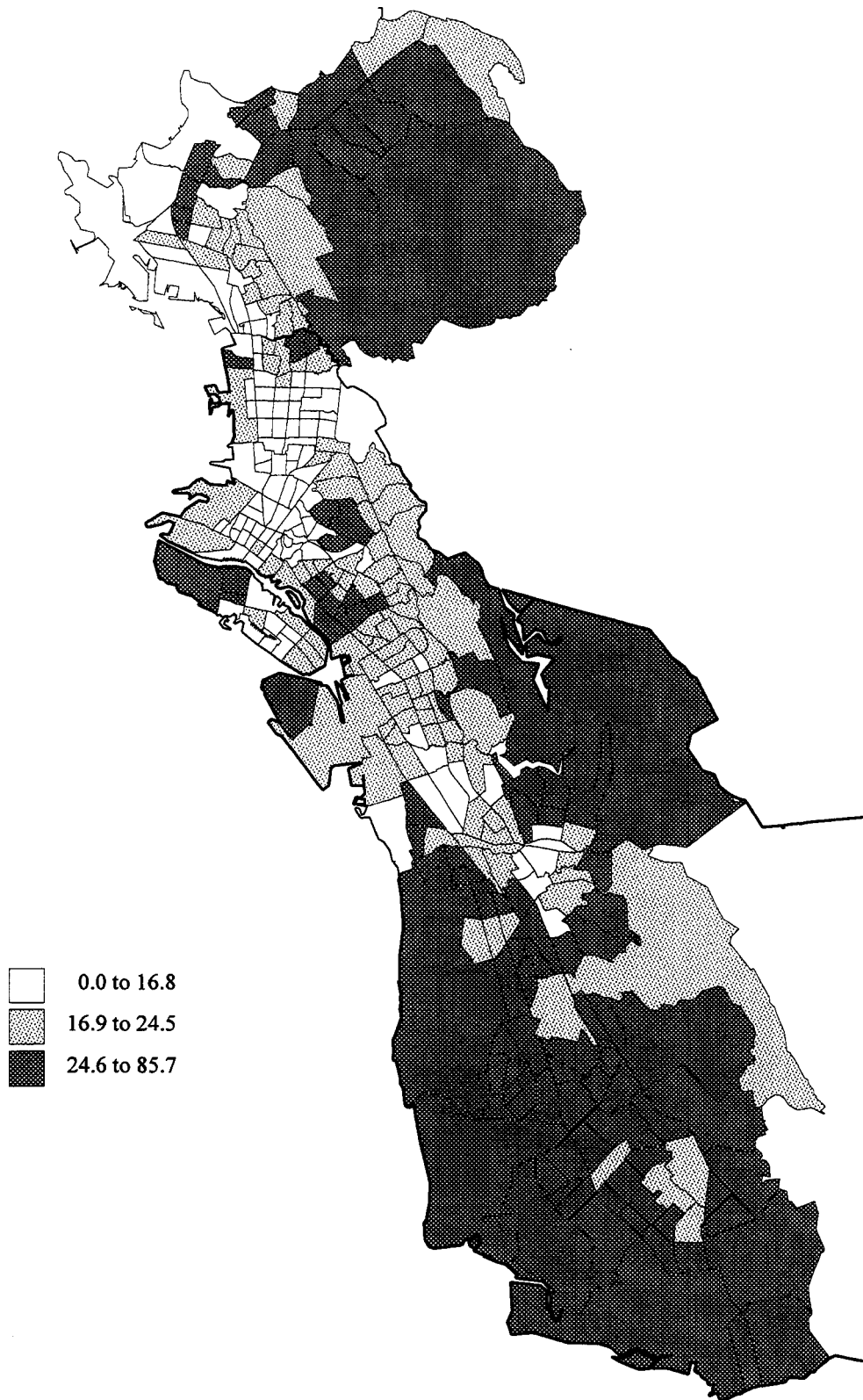


Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Families & households

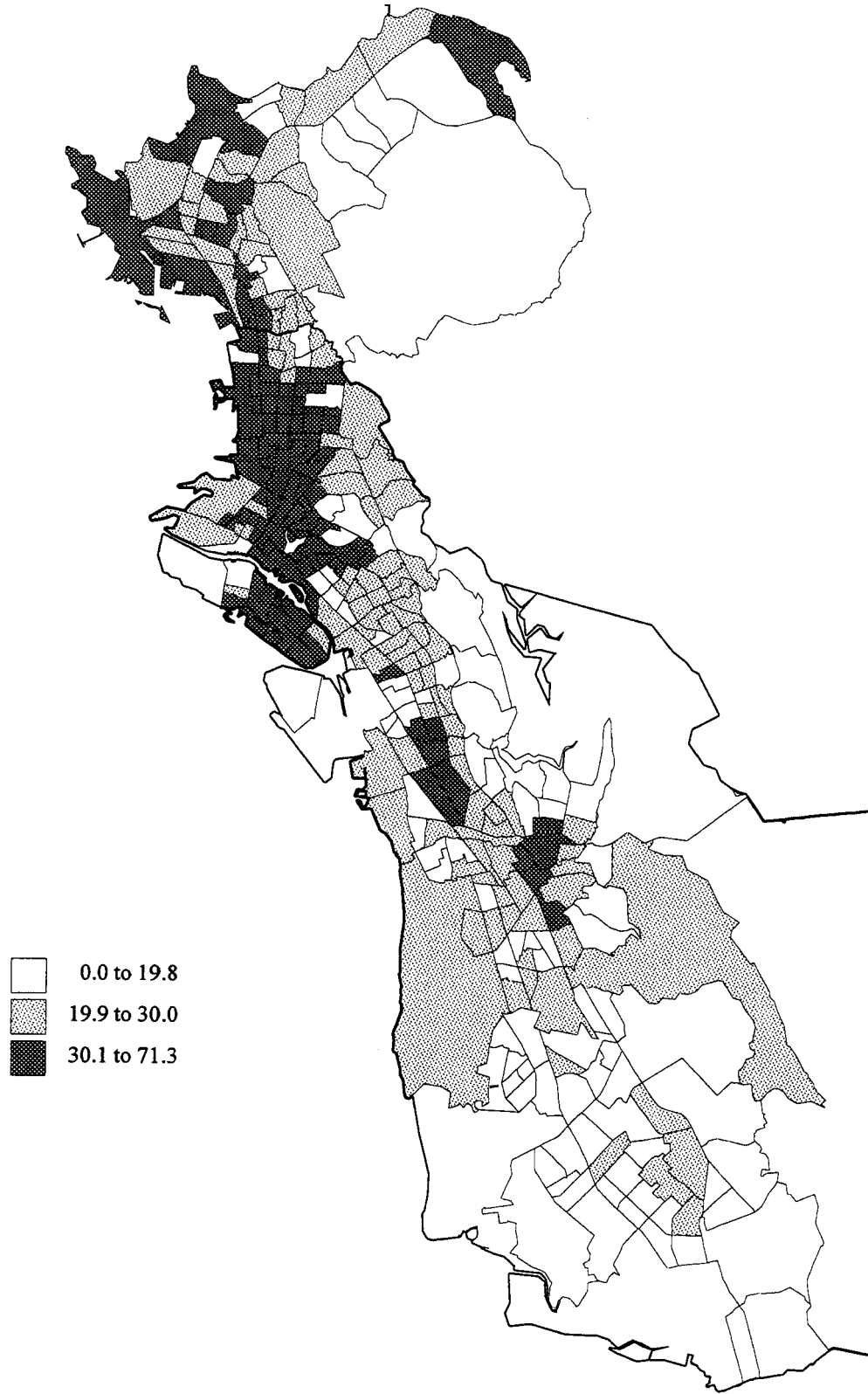
- ◆ 22% married couple with children
 - lower than United States
- ◆ 24% married couple without children
- ◆ 11% single parent families
- ◆ 27% one-person households
- ◆ 9% other nonfamily (roommate)

Figure 34
Married Couple with Children Households As a Percent
of Total Households, 1990



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 36
One-Person Households As a Percent of Total Households, 1990



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Special populations

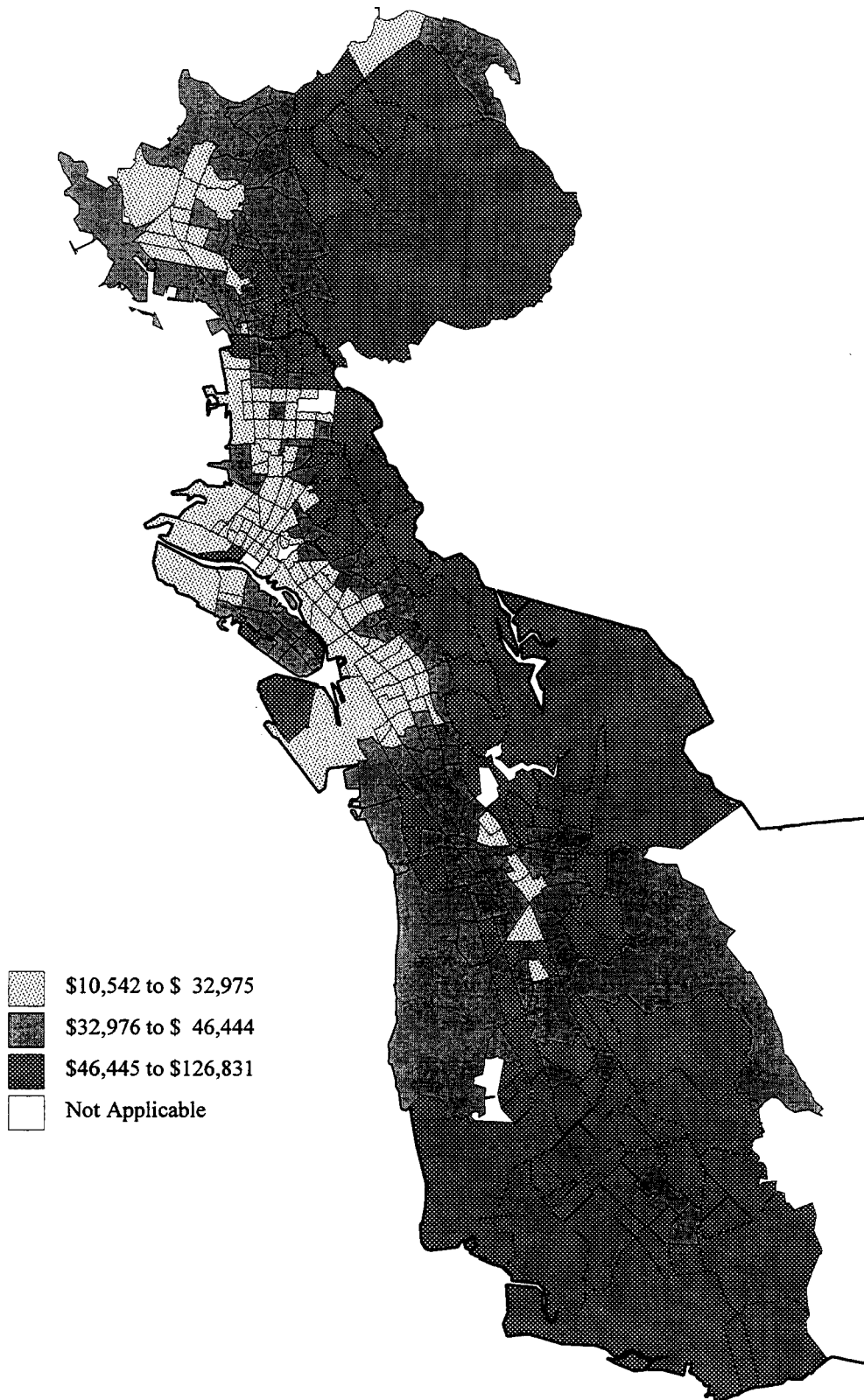
- ◆ college students
 - including international students
- ◆ nursing homes
- ◆ correctional institutions
- ◆ deaf persons
- ◆ military personnel
- ◆ homeless

Income & poverty

- ◆ Median household income much higher than national median

- ◆ Considerable regional variance in incomes

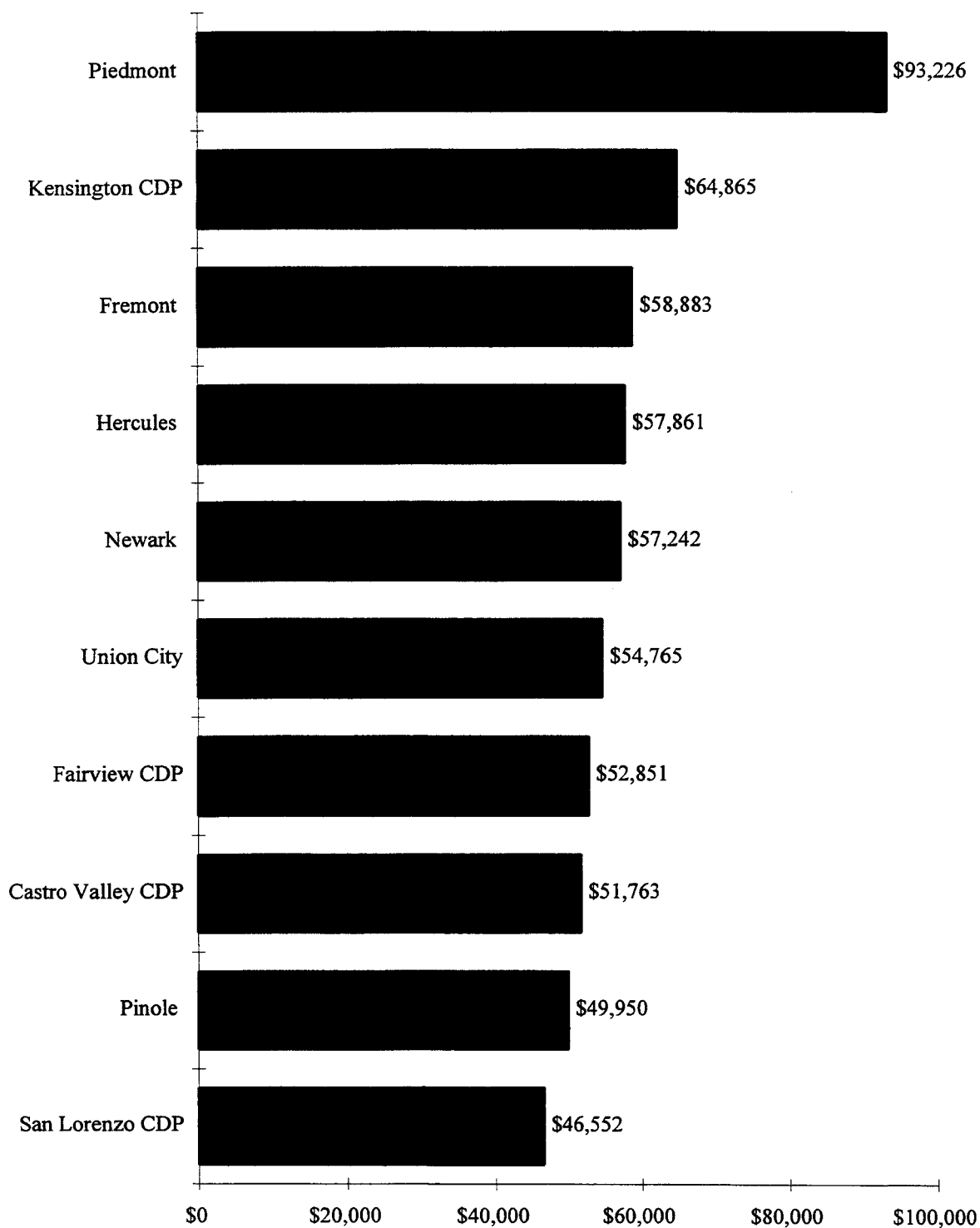
Figure 37
Median Household Income, 1996



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 38

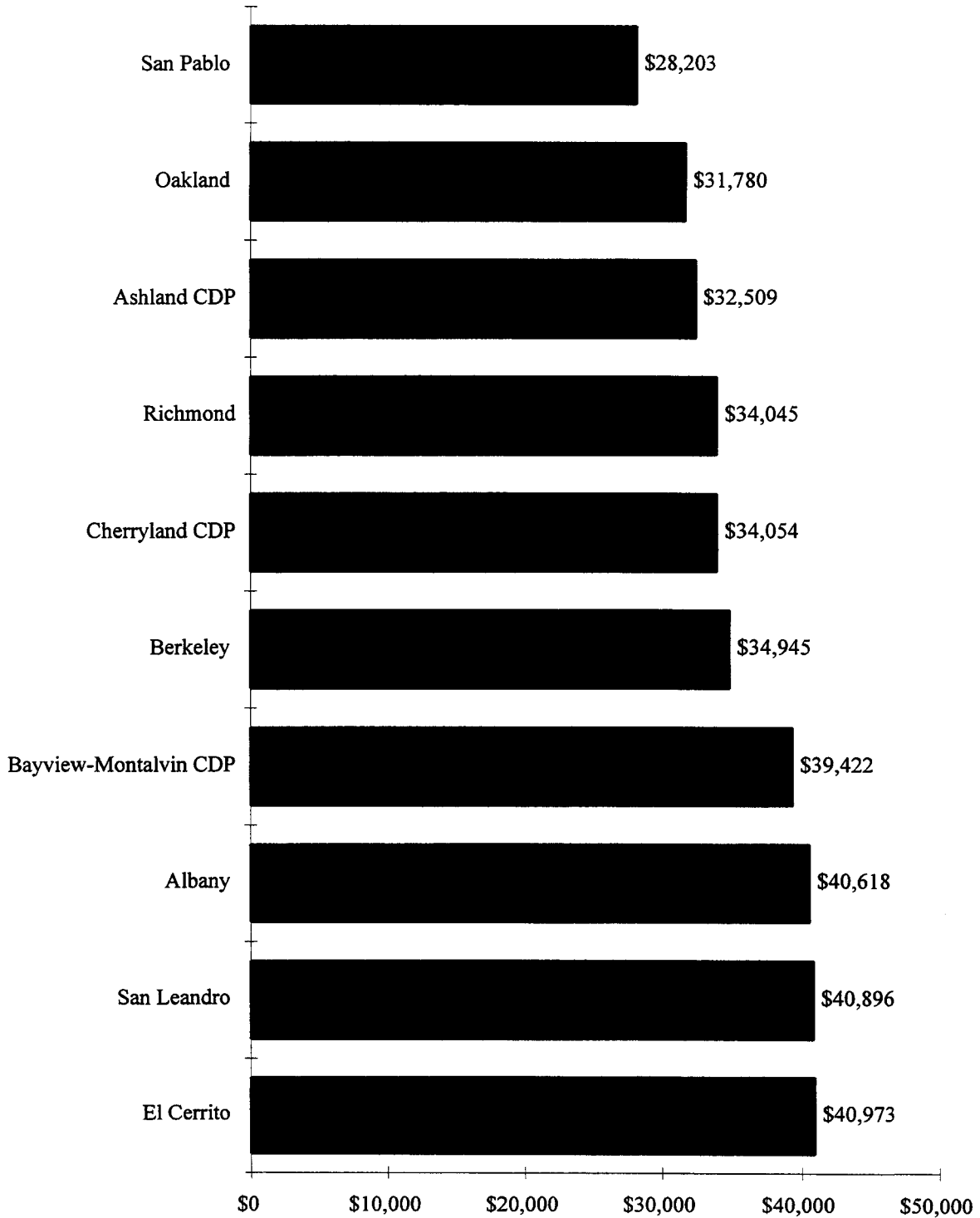
Places with the Highest Median Household Income, 1996



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

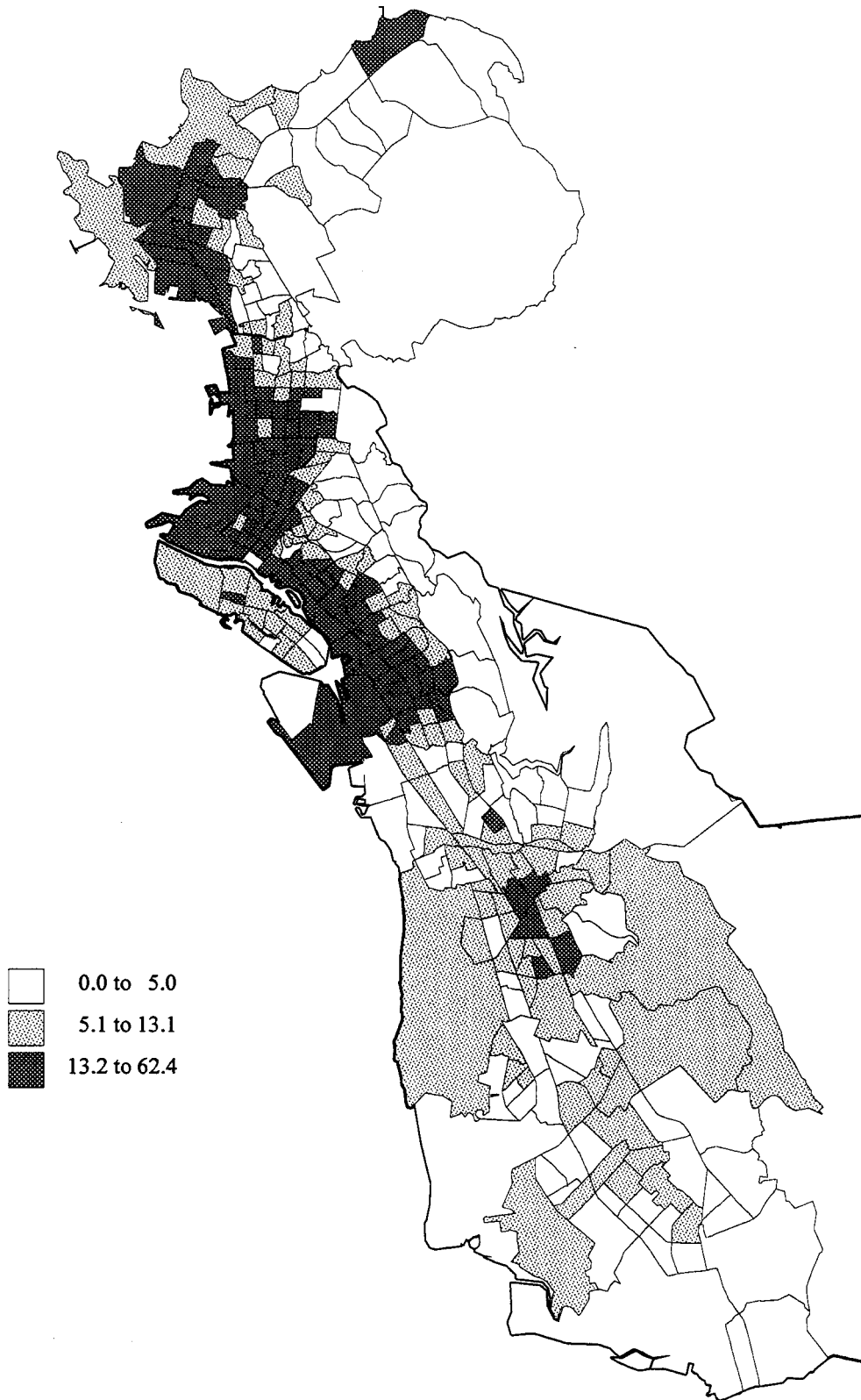
Figure 39

Places with the Lowest Median Household Income, 1996



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 40
Percent of Population in Poverty, 1990

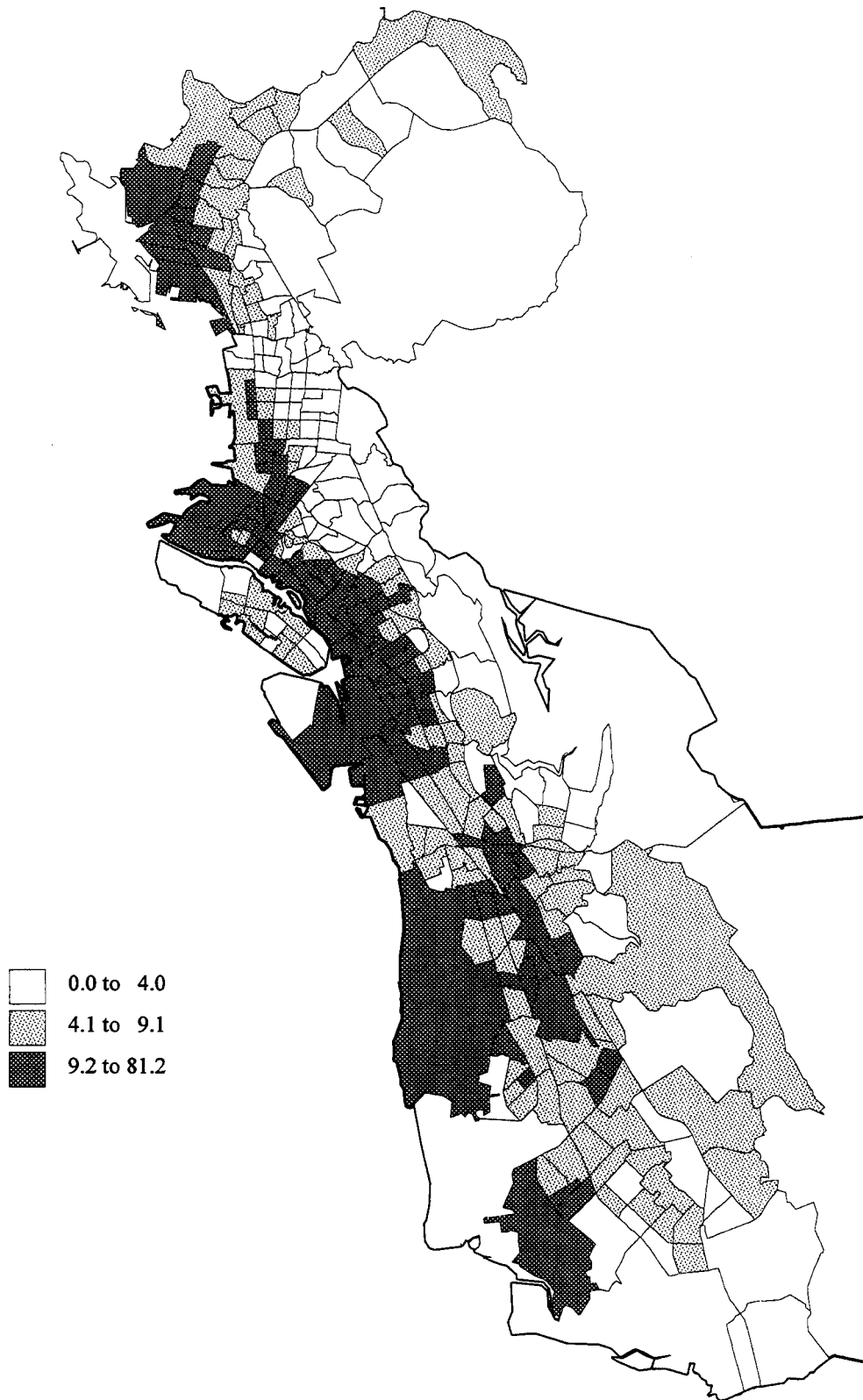


Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Education

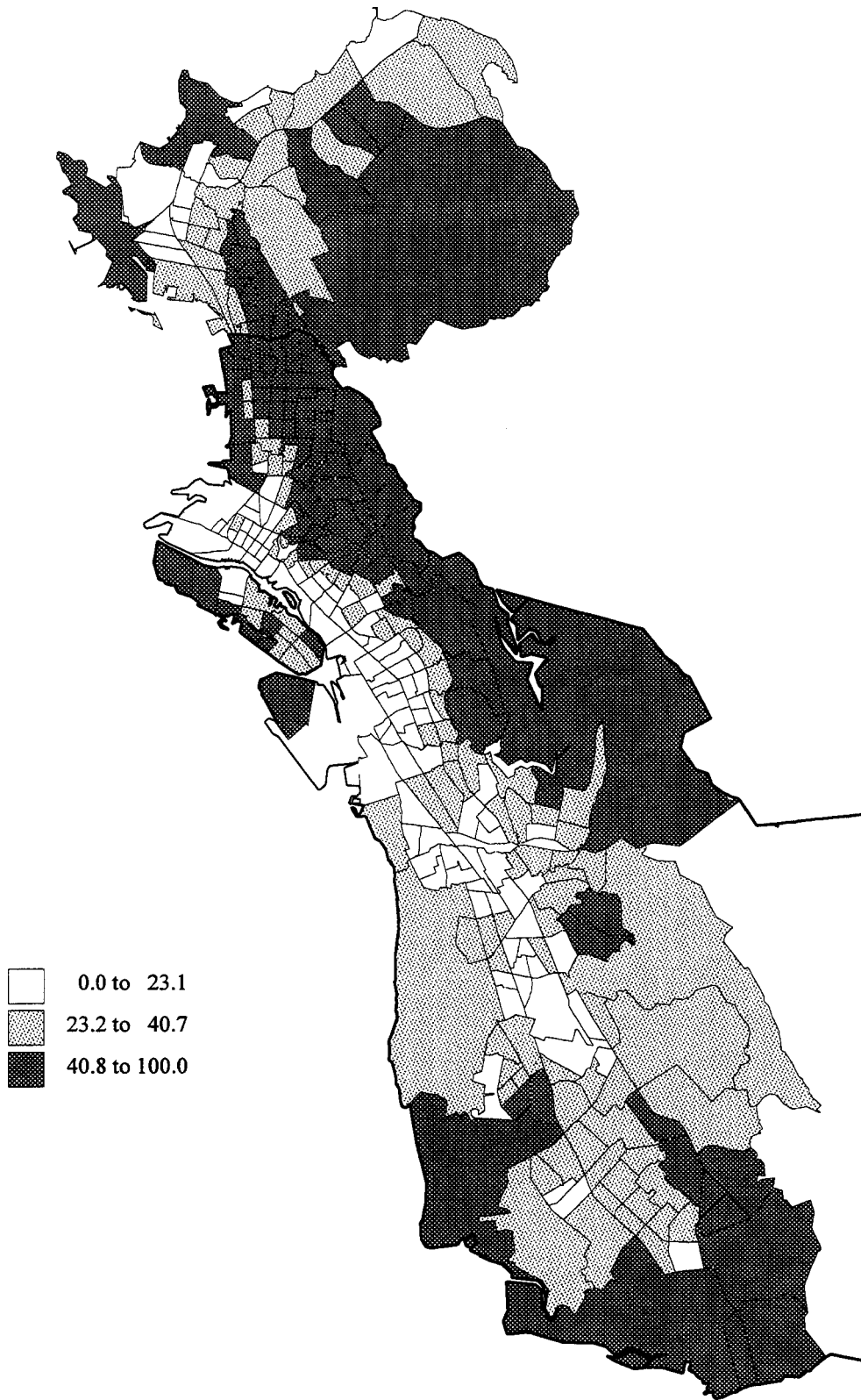
- ◆ Highly educated region—36% of adults 25+ are college graduates
- ◆ 1 of 5 adults does not have high school diploma

Figure 41
Percent of Adults 25+ with Less Than 9th Grade, 1990



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 42
Percent of Adults 25+ with College Degree, 1990

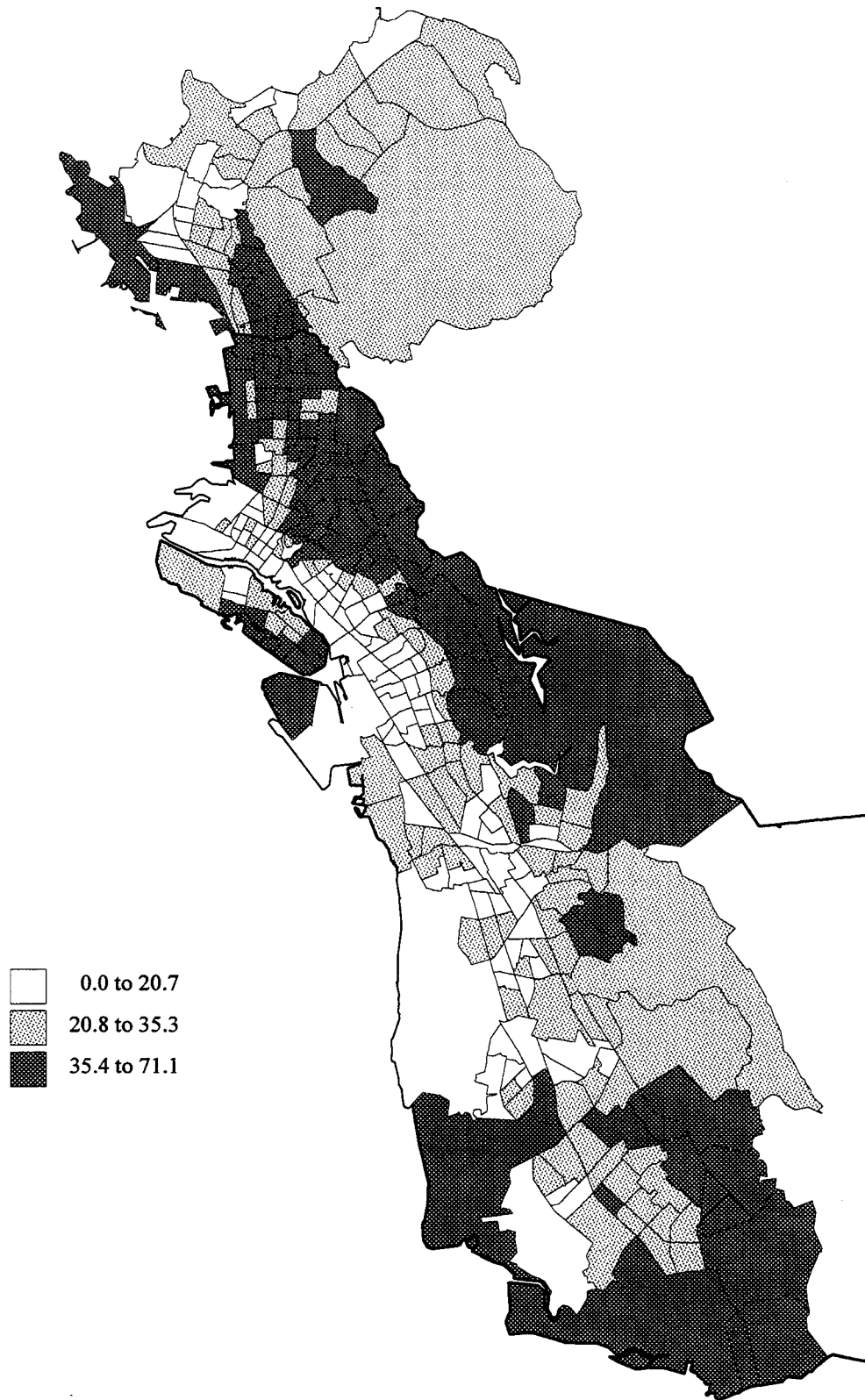


Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Occupation

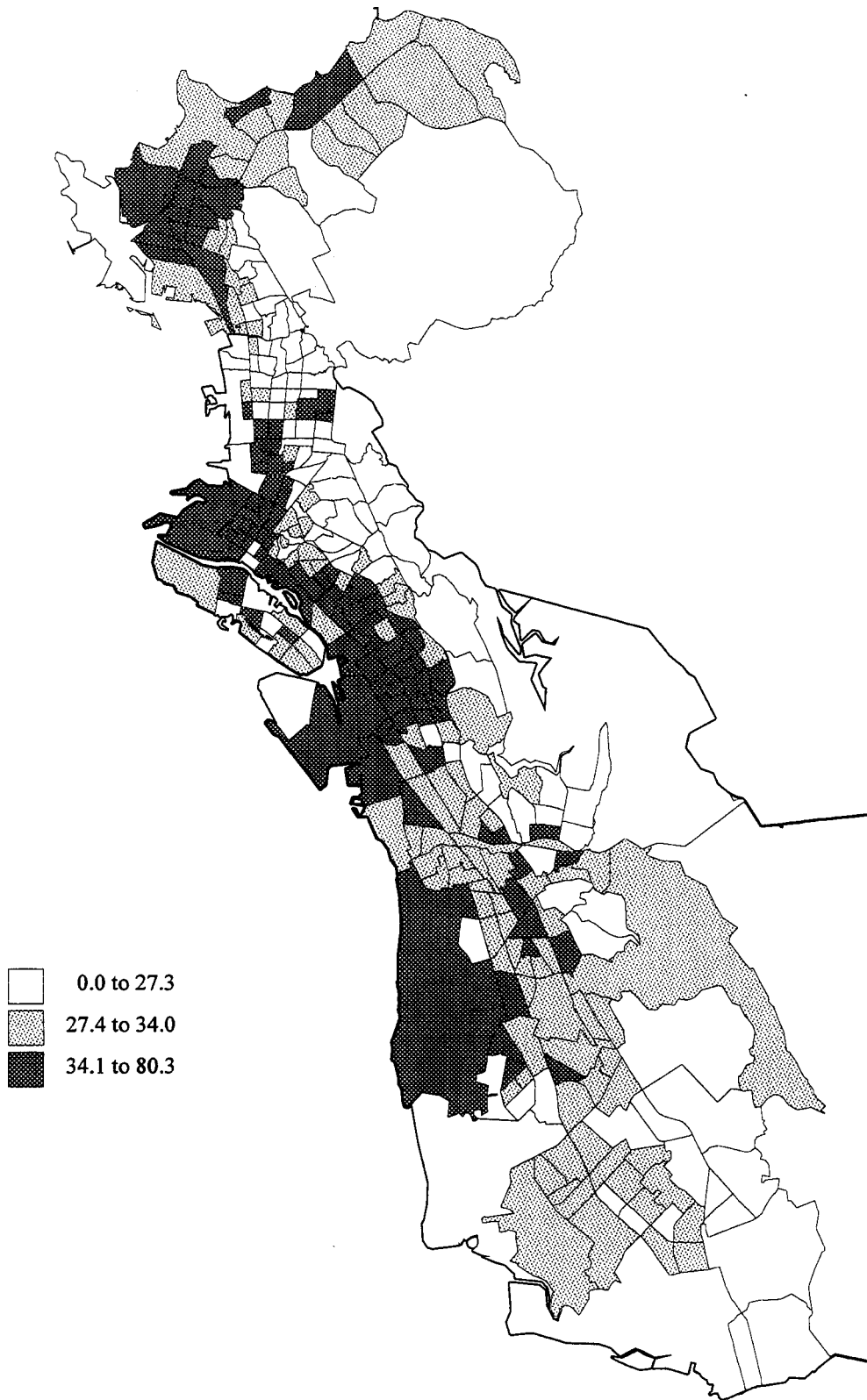
- ◆ 32% of employed persons—almost one-third—are executive, managerial, or professional
- ◆ Almost 1 of 4 (23%) are “blue collar” workers
- ◆ 16% are in sales/technical occupations
- ◆ 30% are in administrative support or service occupations

Figure 43
Percent of Employed Persons 16+ in Executive, Professional, and Managerial Occupations, 1990



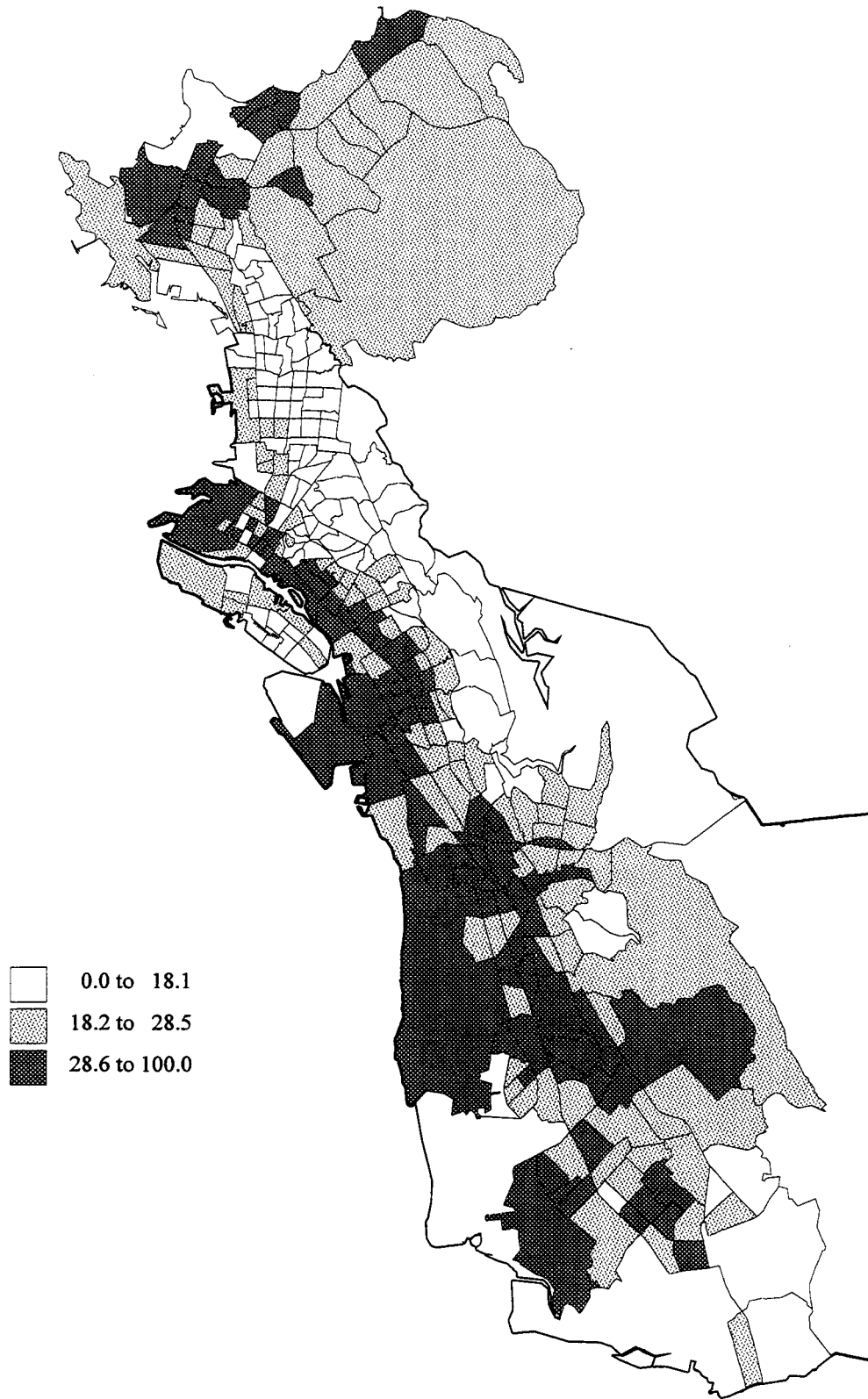
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 44
Percent of Employed Persons 16+ in Administrative Support
and Service Occupations, 1990



Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Figure 45
Percent of Employed Persons 16+ in Blue Collar Occupations, 1990

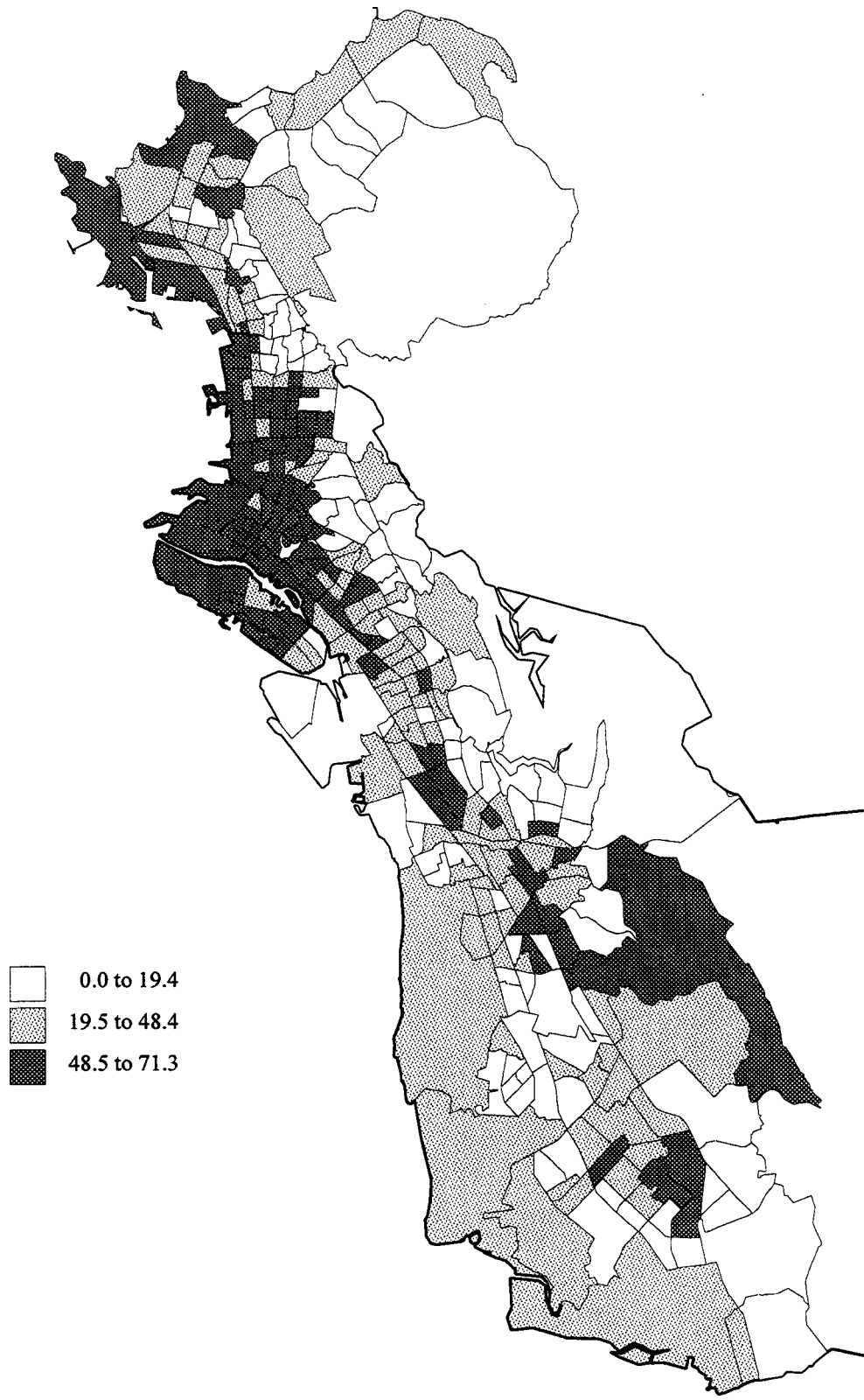


Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

Housing: types and values

- ◆ 40% of all housing units are multihousing (2+ units per structure)
- ◆ Home values are among the highest in the nation—more than 2½ times the national median in 1990

Figure 46
Multihousing Units As a Percent of Total Housing Units, 1990



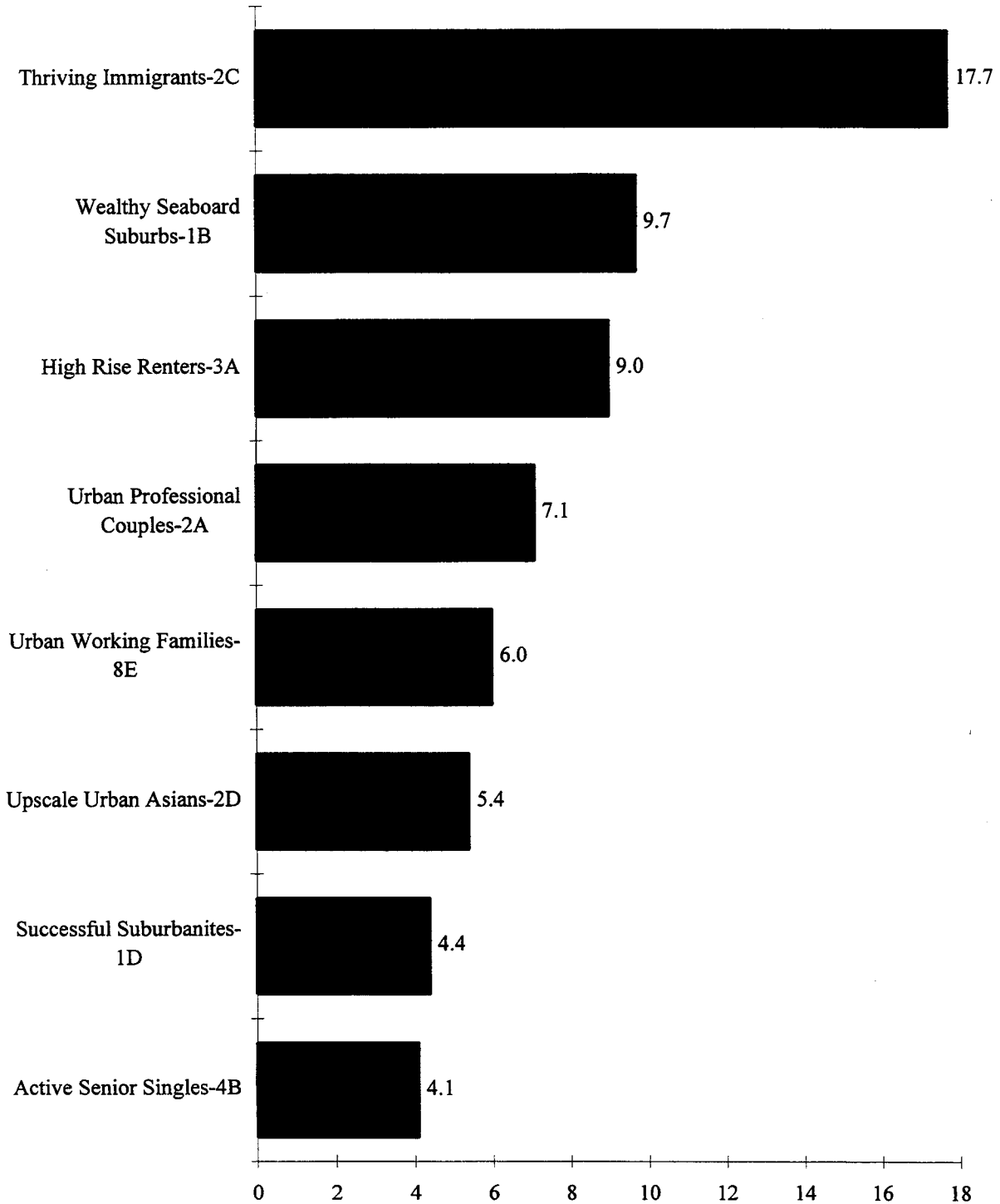
Source: CACI Marketing Systems, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

ACORN market types

- ◆ Half (51%) of households are in top two ACORN Groups: Affluent Families (18%) and Upscale Households (33%)
- ◆ Largest ACORN type is Thriving Immigrants (18% of all households)
Other significant ACORN Types:
 - Wealthy Seaboard Suburbs (10%)
 - High Rise Renters (9%)
 - Urban Professional Couples (7%)
 - Urban Working Families (6%)
 - Upscale Urban Asians (5%)

Figure 47

**ACORN Types with the Highest Percent of Total Households
in East Bay Baptist Association, 1996**



Source: CACI Marketing, Arlington, Va.; graphic by General Research, NAMB, Alpharetta, Ga.

APPENDIX

Table 1
Population Trends, 1996 to 2001

COUNTY/Place	1996	2001	Change, 1996 to 2001	
			Net	Percent
EAST BAY ASSOCIATION	1,425,373	1,480,061	54,688	3.8%
ALAMEDA (western part)	1,184,622	1,219,918	35,296	3.0
Alameda	78,660	80,589	1,929	2.5
Albany	16,611	16,967	356	2.1
Ashland CDP	16,970	17,350	380	2.2
Berkeley	103,276	103,871	595	0.6
Castro Valley CDP	49,671	50,814	1,143	2.3
Cherryland CDP	11,383	11,637	254	2.2
Emeryville	6,238	6,573	335	5.4
Fairview CDP	9,623	10,032	409	4.3
Fremont	190,531	202,641	12,110	6.4
Hayward	114,637	117,570	2,933	2.6
Newark	38,583	39,442	859	2.2
Oakland	378,920	386,493	7,573	2.0
Piedmont	11,299	11,799	500	4.4
San Leandro	68,737	69,858	1,121	1.6
San Lorenzo CDP	19,754	19,898	144	0.7
Union City	60,260	64,708	4,448	7.4
CONTRA COSTA (western part)	240,751	260,143	19,392	8.1
Bayview-Montalvin CDP	3,934	3,991	57	1.4
Crockett CDP	3,398	3,559	161	4.7
East Richmond Heights CDP	3,898	4,333	435	11.2
El Cerrito	23,988	25,099	1,111	4.6
El Sobrante CDP	10,274	10,715	441	4.3
Hercules	23,910	28,704	4,794	20.1
Kensington CDP	5,010	5,141	131	2.6
Pinole	21,325	24,041	2,716	12.7
Richmond	94,866	101,081	6,215	6.6
Rodeo CDP	7,939	8,293	354	4.5
San Pablo	27,943	30,031	2,088	7.5
Tara Hills CDP	5,113	5,283	170	3.3

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 2
Population by Race and Hispanic Origin, 1996

COUNTY/Place	Race				Hispanic Origin
	White	Black	Native American	Asian/Pacific Islander	
EAST BAY ASSOCIATION	709,710	289,136	11,440	308,886	228,517
ALAMEDA (western part)	597,932	229,332	9,441	256,439	192,589
Alameda	49,377	5,354	634	20,353	7,980
Albany	10,493	1,052	142	4,366	1,513
Ashland CDP	10,487	2,279	266	2,590	4,073
Berkeley	57,829	19,749	773	20,680	9,835
Castro Valley CDP	40,214	1,692	332	6,193	5,479
Cherryland CDP	7,845	720	150	911	3,572
Emeryville	2,815	1,463	40	1,534	695
Fairview CDP	5,916	1,867	111	1,209	1,316
Fremont	117,974	7,585	1,549	51,892	28,101
Hayward	63,583	11,602	1,218	23,037	30,541
Newark	23,878	1,735	268	8,267	9,786
Oakland	109,570	163,692	2,670	70,564	56,017
Piedmont	8,986	173	26	2,038	434
San Leandro	46,549	4,262	615	12,926	12,050
San Lorenzo CDP	14,816	303	209	3,054	3,702
Union City	22,070	4,808	347	25,182	14,923
CONTRA COSTA (western part)	111,778	59,804	1,999	52,447	35,928
Bayview-Montalvin CDP	2,310	633	75	629	770
Crockett CDP	3,039	43	39	102	442
East Richmond Heights CDP	2,443	714	26	621	318
El Cerrito	13,911	2,298	110	7,091	1,845
El Sobrante CDP	6,372	1,261	108	2,169	1,035
Hercules	8,673	2,664	94	11,654	2,578
Kensington CDP	4,100	170	23	657	198
Pinole	13,086	1,785	221	5,449	2,350
Richmond	32,626	40,512	686	13,607	15,062
Rodeo CDP	5,150	899	61	1,485	1,215
San Pablo	12,923	5,558	403	6,055	8,000
Tara Hills CDP	3,374	622	60	771	770

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 3
Projected Population by Race and Hispanic Origin, 2001

COUNTY/Place	Race				Hispanic Origin
	White	Black	Native American	Asian/Pacific Islander	
EAST BAY ASSOCIATION	664,961	297,662	13,958	387,986	246,305
ALAMEDA (western part)	555,662	233,951	11,438	319,719	206,456
Alameda	45,606	5,514	764	25,479	8,552
Albany	9,597	1,109	172	5,469	1,620
Ashland CDP	9,847	2,406	328	3,263	4,425
Berkeley	52,569	20,234	922	25,539	10,497
Castro Valley CDP	38,785	1,881	432	8,263	6,190
Cherryland CDP	7,500	797	188	1,164	3,974
Emeryville	2,582	1,550	50	1,957	768
Fairview CDP	5,640	2,052	144	1,590	1,488
Fremont	111,132	8,295	1,956	68,070	31,203
Hayward	58,894	12,205	1,469	28,427	32,688
Newark	22,071	1,832	324	10,362	10,473
Oakland	100,274	165,071	3,123	84,113	58,623
Piedmont	8,708	194	32	2,774	496
San Leandro	43,289	4,547	759	16,380	13,061
San Lorenzo CDP	13,863	324	261	3,903	4,047
Union City	20,129	4,911	407	30,919	15,599
CONTRA COSTA (western part)	109,299	63,711	2,520	68,267	39,849
Bayview-Montalvin CDP	2,162	654	91	778	817
Crockett CDP	3,107	50	53	141	520
East Richmond Heights CDP	2,503	822	35	861	377
El Cerrito	12,976	2,425	135	8,924	2,006
El Sobrante CDP	6,060	1,346	136	2,772	1,136
Hercules	8,905	3,011	125	15,695	3,001
Kensington CDP	3,980	189	29	871	225
Pinole	13,268	2,058	293	7,492	2,758
Richmond	31,700	42,908	854	17,446	16,624
Rodeo CDP	5,010	964	76	1,860	1,345
San Pablo	12,679	5,887	499	7,661	8,727
Tara Hills CDP	3,235	666	76	987	847

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 4

Projected Net Population Change by Race and Hispanic Origin, 1996 to 2001

COUNTY/Place	Race				Hispanic Origin
	White	Black	Native American	Asian/Pacific Islander	
EAST BAY ASSOCIATION	-44,749	8,526	2,518	79,100	17,788
ALAMEDA (western part)	-42,270	4,619	1,997	63,280	13,867
Alameda	-3,771	160	130	5,126	572
Albany	-896	57	30	1,103	107
Ashland CDP	-640	127	62	673	352
Berkeley	-5,260	485	149	4,859	662
Castro Valley CDP	-1,429	189	100	2,070	711
Cherryland CDP	-345	77	38	253	402
Emeryville	-233	87	10	423	73
Fairview CDP	-276	185	33	381	172
Fremont	-6,842	710	407	16,178	3,102
Hayward	-4,689	603	251	5,390	2,147
Newark	-1,807	97	56	2,095	687
Oakland	-9,296	1,379	453	13,549	2,606
Piedmont	-278	21	6	736	62
San Leandro	-3,260	285	144	3,454	1,011
San Lorenzo CDP	-953	21	52	849	345
Union City	-1,941	103	60	5,737	676
CONTRA COSTA (western part)	-2,479	3,907	521	15,820	3,921
Bayview-Montalvin CDP	-148	21	16	149	47
Crockett CDP	68	7	14	39	78
East Richmond Heights CDP	60	108	9	240	59
El Cerrito	-935	127	25	1,833	161
El Sobrante CDP	-312	85	28	603	101
Hercules	232	347	31	4,041	423
Kensington CDP	-120	19	6	214	27
Pinole	182	273	72	2,043	408
Richmond	-926	2,396	168	3,839	1,562
Rodeo CDP	-140	65	15	375	130
San Pablo	-244	329	96	1,606	727
Tara Hills CDP	-139	44	16	216	77

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 5

Projected Percent Population Change by Race and Hispanic Origin, 1996 to 2001

COUNTY/Place	Race				Hispanic Origin
	White	Black	Native American	Asian/Pacific Islander	
EAST BAY ASSOCIATION	-6.3%	1.2%	0.4%	11.1%	2.5%
ALAMEDA (western part)	-7.1	0.8	0.3	10.6	2.3
Alameda	-7.6	0.3	0.3	10.4	1.2
Albany	-8.5	0.5	0.3	10.5	1.0
Ashland CDP	-6.1	1.2	0.6	6.4	3.4
Berkeley	-9.1	0.8	0.3	8.4	1.1
Castro Valley CDP	-3.6	0.5	0.2	5.1	1.8
Cherryland CDP	-4.4	1.0	0.5	3.2	5.1
Emeryville	-8.3	3.1	0.4	15.0	2.6
Fairview CDP	-4.7	3.1	0.6	6.4	2.9
Fremont	-5.8	0.6	0.3	13.7	2.6
Hayward	-7.4	0.9	0.4	8.5	3.4
Newark	-7.6	0.4	0.2	8.8	2.9
Oakland	-8.5	1.3	0.4	12.4	2.4
Piedmont	-3.1	0.2	0.1	8.2	0.7
San Leandro	-7.0	0.6	0.3	7.4	2.2
San Lorenzo CDP	-6.4	0.1	0.4	5.7	2.3
Union City	-8.8	0.5	0.3	26.0	3.1
CONTRA COSTA (western part)	-2.2	3.5	0.5	14.2	3.5
Bayview-Montalvin CDP	-6.4	0.9	0.7	6.5	2.0
Crockett CDP	2.2	0.2	0.5	1.3	2.6
East Richmond Heights CDP	2.5	4.4	0.4	9.8	2.4
El Cerrito	-6.7	0.9	0.2	13.2	1.2
El Sobrante CDP	-4.9	1.3	0.4	9.5	1.6
Hercules	2.7	4.0	0.4	46.6	4.9
Kensington CDP	-2.9	0.5	0.1	5.2	0.7
Pinole	1.4	2.1	0.6	15.6	3.1
Richmond	-2.8	7.3	0.5	11.8	4.8
Rodeo CDP	-2.7	1.3	0.3	7.3	2.5
San Pablo	-1.9	2.5	0.7	12.4	5.6
Tara Hills CDP	-4.1	1.3	0.5	6.4	2.3

Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 6
Projected Percent of Population by Race and Hispanic Origin, 2001

COUNTY/Place	Race				Hispanic Origin
	White	Black	Native American	Asian/Pacific Islander	
EAST BAY ASSOCIATION	44.9%	20.1%	0.9%	26.2%	16.6%
ALAMEDA (western part)	45.5	19.2	0.9	26.2	16.9
Alameda	56.6	6.8	0.9	31.6	10.6
Albany	56.6	6.5	1.0	32.2	9.5
Ashland CDP	56.8	13.9	1.9	18.8	25.5
Berkeley	50.6	19.5	0.9	24.6	10.1
Castro Valley CDP	76.3	3.7	0.9	16.3	12.2
Cherryland CDP	64.4	6.8	1.6	10.0	34.1
Emeryville	39.3	23.6	0.8	29.8	11.7
Fairview CDP	56.2	20.5	1.4	15.8	14.8
Fremont	54.8	4.1	1.0	33.6	15.4
Hayward	50.1	10.4	1.2	24.2	27.8
Newark	56.0	4.6	0.8	26.3	26.6
Oakland	25.9	42.7	0.8	21.8	15.2
Piedmont	73.8	1.6	0.3	23.5	4.2
San Leandro	62.0	6.5	1.1	23.4	18.7
San Lorenzo CDP	69.7	1.6	1.3	19.6	20.3
Union City	31.1	7.6	0.6	47.8	24.1
CONTRA COSTA (western part)	42.0	24.5	1.0	26.2	15.3
Bayview-Montalvin CDP	54.2	16.4	2.3	19.5	20.5
Crockett CDP	87.3	1.4	1.5	4.0	14.6
East Richmond Heights CDP	57.8	19.0	0.8	19.9	8.7
El Cerrito	51.7	9.7	0.5	35.6	8.0
El Sobrante CDP	56.6	12.6	1.3	25.9	10.6
Hercules	31.0	10.5	0.4	54.7	10.5
Kensington CDP	77.4	3.7	0.6	16.9	4.4
Pinole	55.2	8.6	1.2	31.2	11.5
Richmond	31.4	42.4	0.8	17.3	16.4
Rodeo CDP	60.4	11.6	0.9	22.4	16.2
San Pablo	42.2	19.6	1.7	25.5	29.1
Tara Hills CDP	61.2	12.6	1.4	18.7	16.0

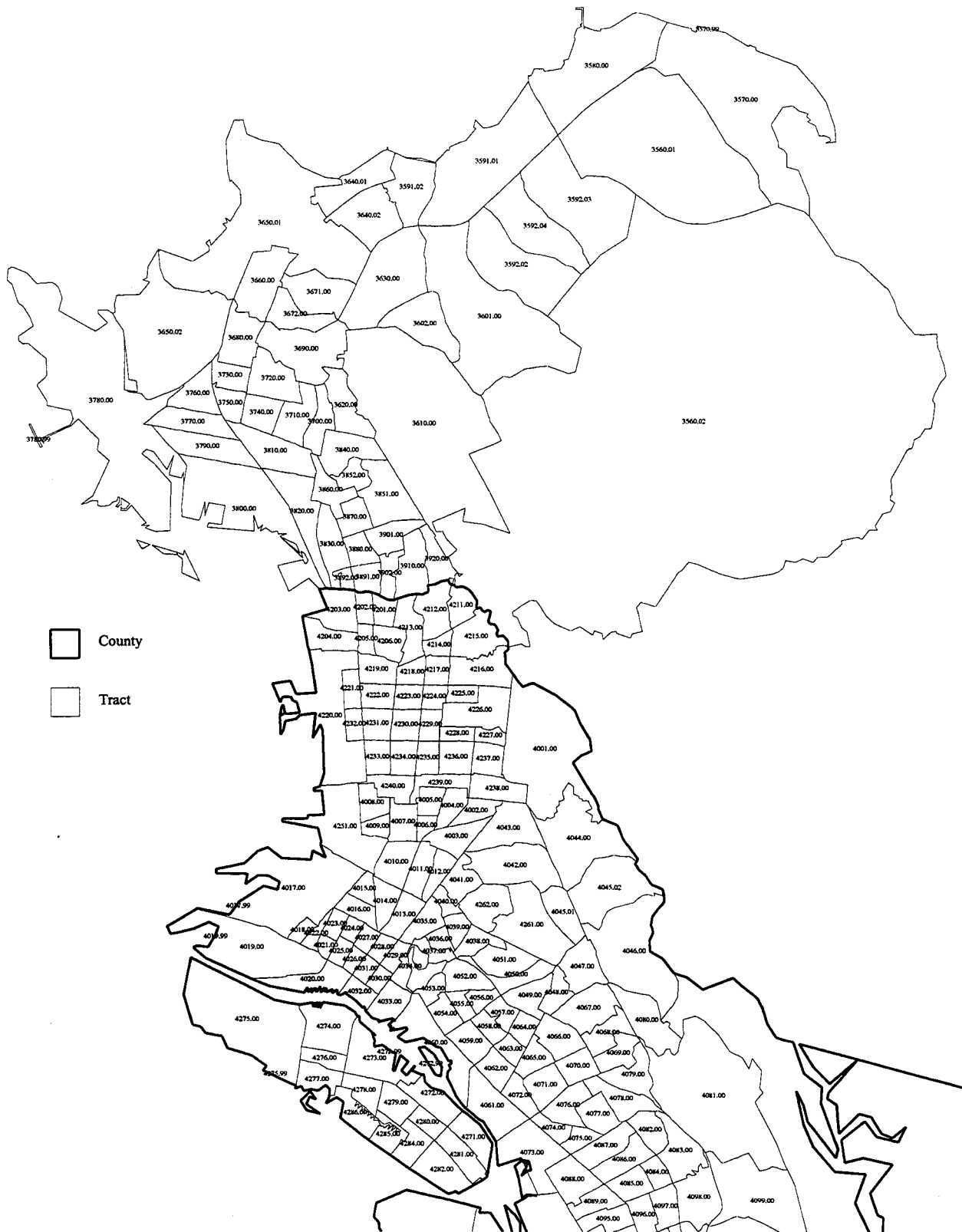
Source: CACI Marketing Systems, Arlington, Va.; compiled by General Research, NAMB, Alpharetta, Ga.

Table 7
Congregations in the East Bay Baptist Association, 1997

Ethnicity	Constituted Church	Mission-Type Church	Total Congregations
EAST BAY ASSOCIATION	85	12	97
African-American	42	2	44
American Indian	1		1
Anglo	27	1	28
Asian-American		1	1
Chinese	2		2
Filipino	1	3	4
Hispanic	2	1	3
Korean	9	2	11
Romanian	1		1
Vietnamese		2	2

Source: East Bay Baptist Association, San Leandro, Calif.; compiled by General Research, NAMB, Alpharetta, Ga.

Figure 48
East Bay Baptist Association, Census Tract Map 1



Source: Bureau of the Census, Washington, D.C.; graphic by General Research, NAMB, Alpharetta, Ga.

