

From Ted K. Bradshaw and Brian Muller, "Shaping Policy Decisions with Spatial Analysis". In M.F. Goodchild and D.G. Janelle (editors), *Spatially Integrated Social Science*, © 2004 Oxford University Press. Permission granted by Oxford University Press for inclusion at <http://www.csiss.org/best-practices/sss/15/>.

Table 15.1. Rankings Of Alternative Service Regions.

Corporation Location	Zip Code	Area (mi²)	Small Business Establish-ments, 1996	Rank	Percentage. Change in No. of Small Business Establishments, 1991 to 1996	Rank	SBA Borrowers	Rank	State-Chartered Banks	Rank	No. of SLGP Borrowers/ 10,000 Small Business Establishments	Rank	Total of Rankings
<i>San Jose</i>	95110	1,390	48,755	2	15.1	4	7,626	3	152	2	11.1	4	15
<i>Santa Ana</i>	92701	819	69,151	1	13.4	5	5,659	4	211	1	13.3	7	18
<i>San Fernando</i>	91340	1,088	9,426	6	24.9	2	15,481	1	20	7	15.9	9	25
<i>Thousand Oaks</i>	91362	890	16,290	4	17.5	3	13,781	2	42	5	31.3	12	26
<i>Ontario</i>	91764	700	22,068	3	9.5	9	2,068	6	73	3	15.0	8	29
<i>Modesto</i>	95354	1,727	11,564	5	6.2	10	785	8	59	4	9.5	3	30
<i>Lancaster</i>	93534	2,525	4,410	9	10.8	7	2,535	5	12	10	11.3	5	36
<i>Riverside</i>	92501	111	794	12	38.6	1	58	12	1	12	0.0	1	38
<i>Escondido</i>	92025	661	7,130	7	10.5	8	834	7	20	7	22.4	11	40
<i>Fairfield</i>	94533	89	2,225	11	11.0	6	199	11	5	11	9.0	2	41
<i>Redding</i>	96002	2,398	4,934	8	4.4	11	494	9	26	6	18.2	10	44
<i>El Centro</i>	92243	1,028	2,562	10	4.4	12	201	10	13	9	11.7	6	47

Note: The San Jose region includes some zip codes that were previously part of the Santa Cruz region.

Sources: Banks—California Department of Financial Institutions; Small businesses—EDD; SBA borrowers—SBA; SLGP borrowers—TCA; calculations by author.