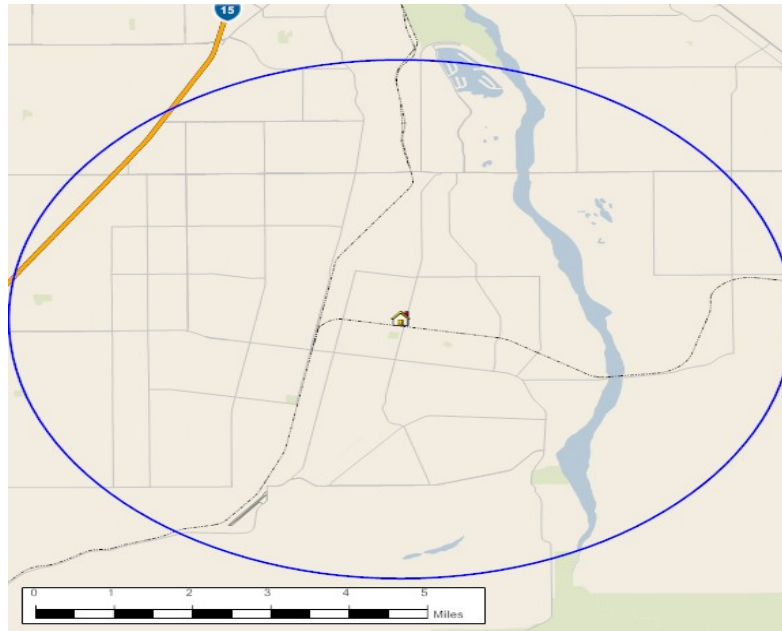


**Prepared for: Desert Springs Church**  
**Study Area: 5 mile Radius**  
**Base State: CA**  
**Current Year: 2008**  
**5 Year Projection: 2013**  
**5/29/2009**

**Study Area**



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Prepared for: Desert Springs Church  
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5 Year Projection: 2013

**PEOPLE**

Population Trends	1990	2000	2008	2013
<b>Study Area Population</b>	69,680	86,450	121,444	140,950
Population Change		16,770	34,994	19,506
Percent Change		24.1%	40.5%	16.1%
Average Annual Change		2.4%	5.1%	3.2%
<b>State Population</b>	29,759,163	33,871,648	37,274,313	39,318,228
Population Change		4,112,485	3,402,665	2,043,915
Percent Change		13.8%	10.0%	5.5%
Average Annual Change		1.4%	1.3%	1.1%
<b>Study Area as a % of Total State Pop</b>	0.23%	0.26%	0.33%	0.36%

**Analysis:**

The population within the study area is projected to grow over the next five years.

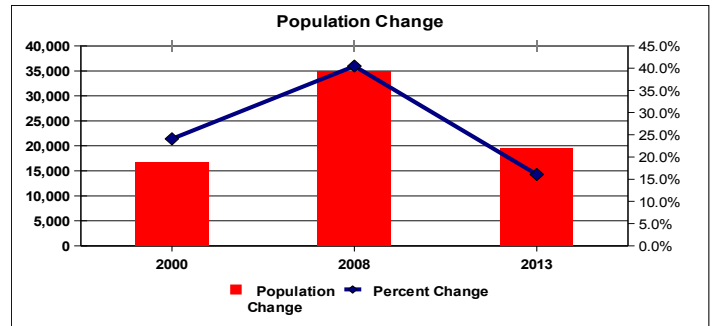
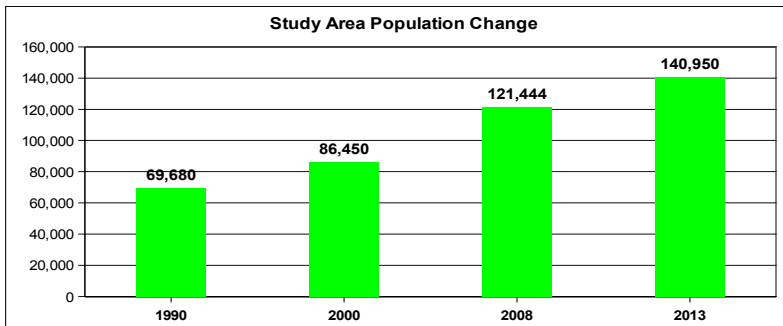
**Definition Aids:**

**Percent Change:** A calculation between data years.

**Average Annual Change:** Annualizing the Percent Change by dividing the Percent Change by the number of years between data years.

**Story Helps:** Throughout this report, the user will notice certain cells colored 'red', 'yellow' or 'green.' These colors provide a significance hint. Red means declining, yellow is moderate and green represents an increase.

**Study Area as % of Total State Population:** The state population by data years is divided by the study area population by data years. Assists in creating proportion of study area to the state.



Population Trends: By Gender	2000	2008	2013	Proj. Change
Female	44,272 51.2%	61,998 51.1%	71,831 51.0%	-0.2%
Male	42,179 48.8%	59,446 48.9%	69,120 49.0%	0.2%
<b>Totals:</b>	<b>86,451 100.0%</b>	<b>121,444 100.0%</b>	<b>140,951 100.0%</b>	

CA	2008	Comp Index
18,622,776	50.0%	102
18,651,537	50.0%	98
37,274,313	100.0%	100

**Definition Aids:**

**1. Projected Change: What does projected change mean?** Projected Change subtracts the most recent percentage to the most historical number. In this case, the 2000 Census figure is being subtracted from the Five Year Projection. In some cases, there will not be three data points, only two. then the difference is calculated between the two.

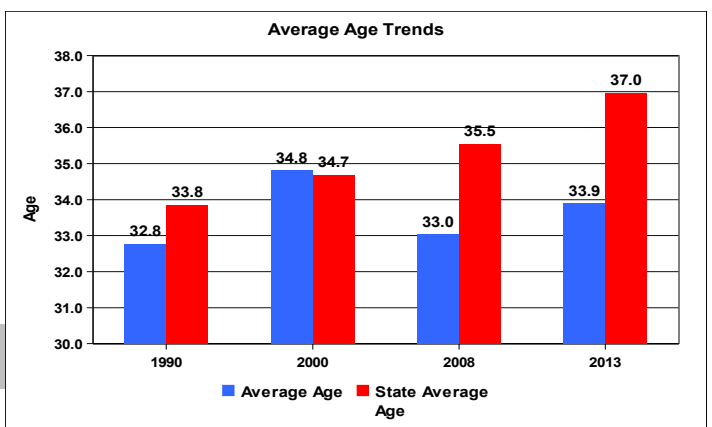
**2. Comparative Index: What is a Comparative Index?** This index allows the user to compare the study area to a base area. The base area used is the primary state in which the study has been done. Interpretation is simple. Assume the base area is the "average." If the index is less than 100, then the particular variable of the study area is below the base area—or below average. If the index is over 100 then the study area variable is above the state average. The lower the number the further the distance from the base. The higher the number, the greater the distance from the state.

**People by Age**

Average/Median Age	1990	2000	2008	2013
<b>Average Age</b>	32.8	34.8	33.0	33.9
Average Age Change		2.0	-1.8	0.8
Percent Change		6.2%	-5.1%	2.6%
<b>Median Age</b>		32	33	35
<b>State Average Age</b>	33.8	34.7	35.5	37.0
Average Age Change		0.8	0.8	1.4
Percent Change		2.5%	2.4%	4.0%
<b>Average Age Comparative Index</b>	97	100	93	92

**Analysis:**

The average age of the study area is projected to get somewhat older.  
The average age of the study area is somewhat below the state average.



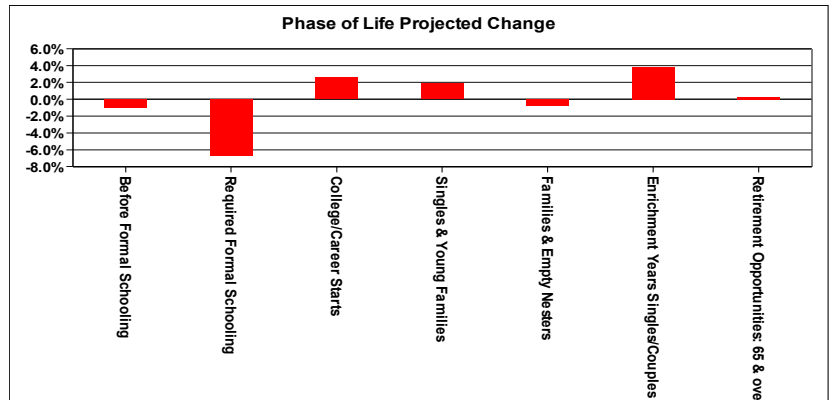
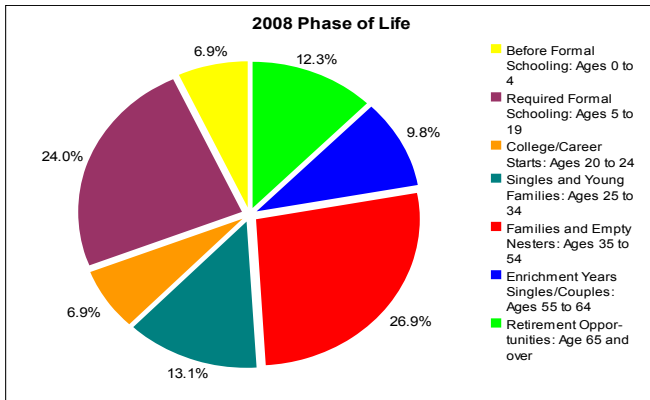
Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

Phase of Life Trends	2000		2008		2013		Proj. Change
Before Formal Schooling: Ages 0 to 4	6,560	7.6%	8,383	6.9%	9,284	6.6%	-1.0%
Required Formal Schooling: Ages 5 to 19	24,681	28.5%	29,199	24.0%	30,758	21.8%	-6.7%
College/Career Starts: Ages 20 to 24	3,766	4.4%	8,344	6.9%	9,764	6.9%	2.6%
Singles and Young Families: Ages 25 to 34	9,799	11.3%	15,967	13.1%	18,592	13.2%	1.9%
Families and Empty Nesters: Ages 35 to 54	23,760	27.5%	32,674	26.9%	37,648	26.7%	-0.8%
Enrichment Years Singles/Couples: Ages 55 to 64	6,674	7.7%	11,920	9.8%	16,241	11.5%	3.8%
Retirement Opportunities: Age 65 and over	11,210	13.0%	14,957	12.3%	18,665	13.2%	0.3%
<b>Totals:</b>	<b>86,450</b>	<b>100%</b>	<b>121,444</b>	<b>100%</b>	<b>140,952</b>	<b>100%</b>	

CA	2008	Comp Index
2,639,141	7.1%	97
7,992,372	21.4%	112
2,734,305	7.3%	94
5,307,349	14.2%	92
10,685,966	28.7%	94
3,764,398	10.1%	97
4,150,782	11.1%	111
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

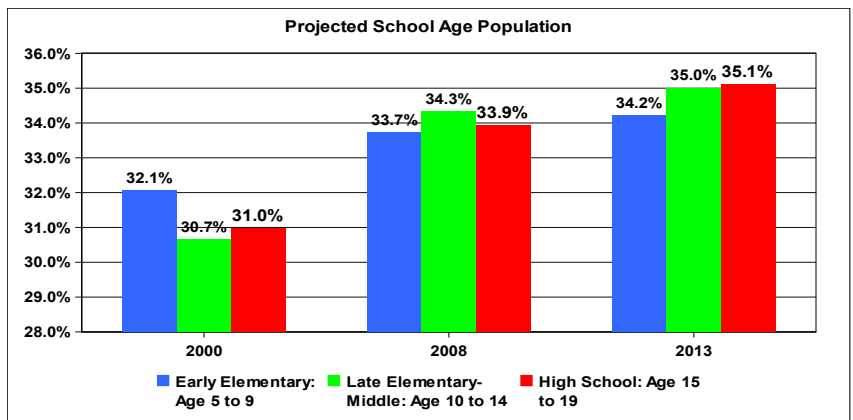
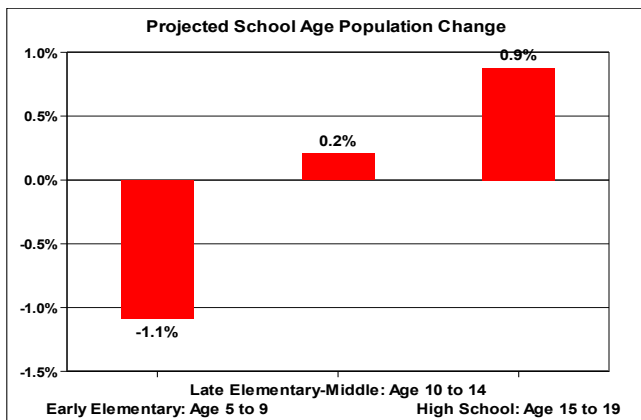
**Analysis:**

Children aged 0 to 4 are projected to decline as a percentage of the total population over the next five years.  
School children aged 5 to 19 are projected to decline as a percentage of the total population over the next five years.  
Adults over 55 are projected to increase as a percentage of the total population over the next five years, indicating an aging community.



Population Trends: School Age	2000		2008		2013		Proj. Change
Early Elementary: Age 5 to 9	7,912	32.1%	8,952	30.7%	9,526	31.0%	-1.1%
Late Elementary-Middle: Age 10 to 14	8,323	33.7%	10,024	34.3%	10,436	33.9%	0.2%
High School: Age 15 to 19	8,446	34.2%	10,222	35.0%	10,795	35.1%	0.9%
<b>Totals:</b>	<b>24,681</b>	<b>100.0%</b>	<b>29,198</b>	<b>100.0%</b>	<b>30,757</b>	<b>100.0%</b>	

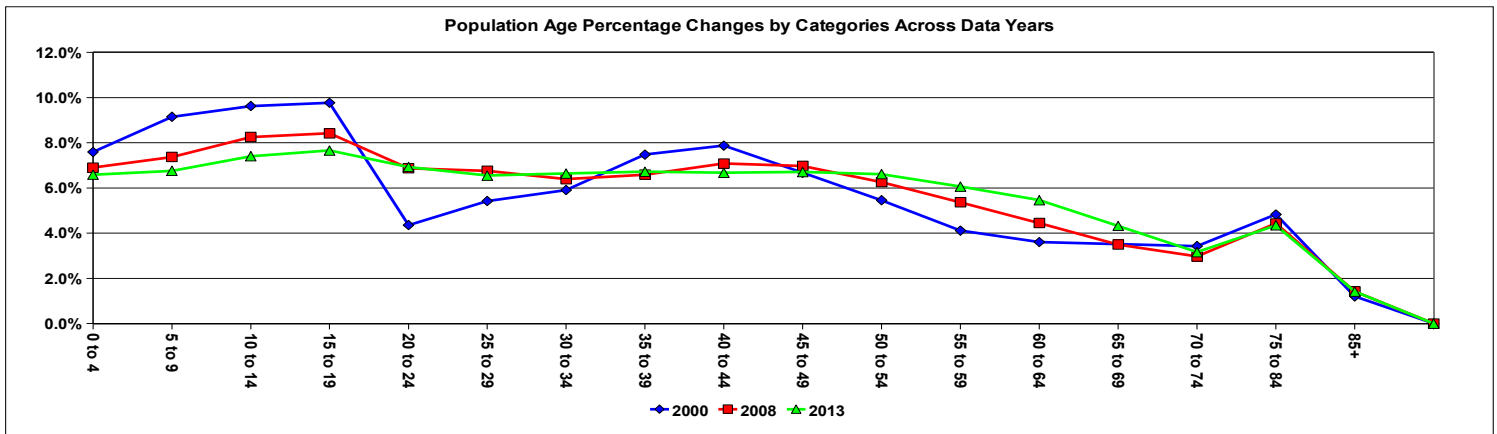
CA	2008	Comp Index
2,597,525	32.5%	94
2,649,169	33.1%	104
2,745,678	34.4%	102
<b>7,992,372</b>	<b>100.0%</b>	<b>100</b>



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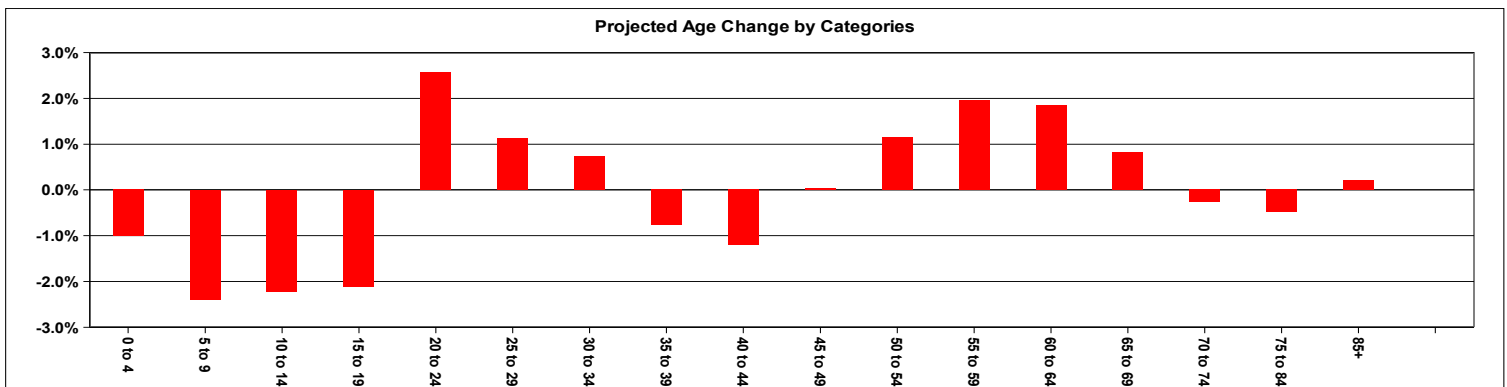
Population Trends: By Age	2000		2008		2013		Proj. Change
0 to 4	6,560	7.6%	8,383	6.9%	9,284	6.6%	-1.0%
5 to 9	7,912	9.2%	8,952	7.4%	9,526	6.8%	-2.4%
10 to 14	8,323	9.6%	10,024	8.3%	10,436	7.4%	-2.2%
15 to 19	8,446	9.8%	10,222	8.4%	10,795	7.7%	-2.1%
20 to 24	3,766	4.4%	8344	6.9%	9,764	6.9%	2.6%
25 to 29	4,689	5.4%	8,208	6.8%	9,230	6.5%	1.1%
30 to 34	5,110	5.9%	7,759	6.4%	9,361	6.6%	0.7%
35 to 39	6,466	7.5%	8,005	6.6%	9,469	6.7%	-0.8%
40 to 44	6,808	7.9%	8,600	7.1%	9,404	6.7%	-1.2%
45 to 49	5,769	6.7%	8,471	7.0%	9,453	6.7%	0.0%
50 to 54	4,717	5.5%	7,599	6.3%	9,321	6.6%	1.2%
55 to 59	3,555	4.1%	6,519	5.4%	8,543	6.1%	1.9%
60 to 64	3,118	3.6%	5,401	4.4%	7,698	5.5%	1.9%
65 to 69	3,035	3.5%	4,243	3.5%	6,090	4.3%	0.8%
70 to 74	2,963	3.4%	3,606	3.0%	4,453	3.2%	-0.3%
75 to 84	4,171	4.8%	5,381	4.4%	6,125	4.3%	-0.5%
85+	1,041	1.2%	1,727	1.4%	1,998	1.4%	0.2%
<b>Totals:</b>	<b>86,449</b>	<b>100.0%</b>	<b>121,444</b>	<b>100.0%</b>	<b>140,950</b>	<b>100.0%</b>	

CA	2008	Comp Index
2,639,141	7.1%	97
2,597,525	7.0%	106
2,649,169	7.1%	116
2,745,678	7.4%	114
2,734,305	7.3%	94
2,675,649	7.2%	94
2,631,700	7.1%	90
2,713,550	7.3%	91
2,777,249	7.5%	95
2,719,566	7.3%	96
2,475,601	6.6%	94
2,119,671	5.7%	94
1,644,727	4.4%	101
1,213,953	3.3%	107
946,332	2.5%	117
1,390,255	3.7%	119
600,242	1.6%	88
<b>37,274,313</b>	<b>100%</b>	<b>100</b>



**Definition Aids:**

**How do I read the graph above?** This graph tells an interesting story about the study area. It shows the percentage of the total population falling in each of these **census age categories** by the 2000 census, the current year estimate and the five year projection. It will show how a particular age range changes as a percentage of the total population. Often one can see the aging of a study area. Younger age categories may be less with each data point beyond the 2000 census. Older categories may increase as a percentage over time.



**Definition Aids:**

**How do I read the graph above?** This graph illustrates when a particular census age category is projected to increase or decrease between the 2000 census and the five year projection. Bars that rise above the mid-point are increasing as a percentage. Those dropping below are decreasing as a percentage. This graph works well with the one above it to tell the story of how the study area is aging.

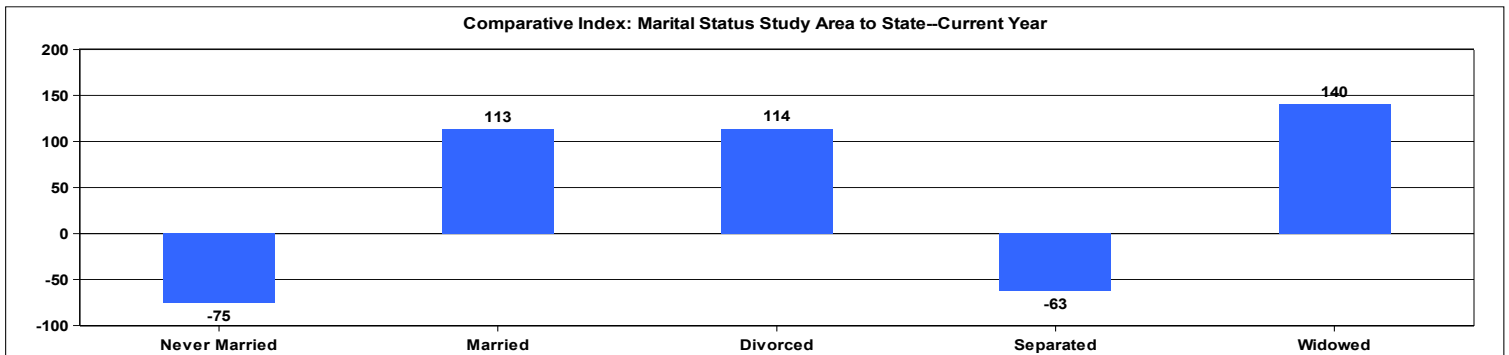
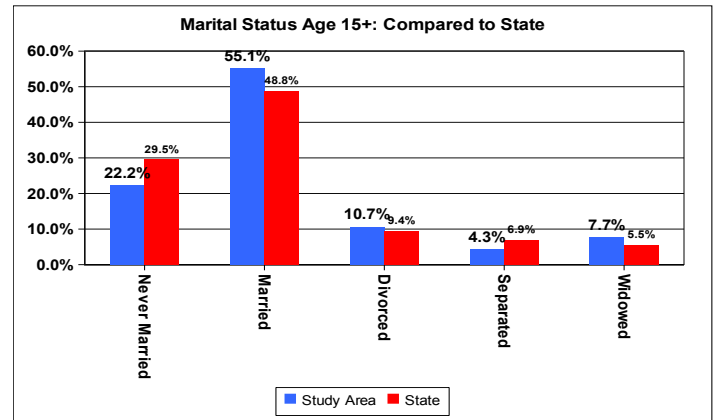
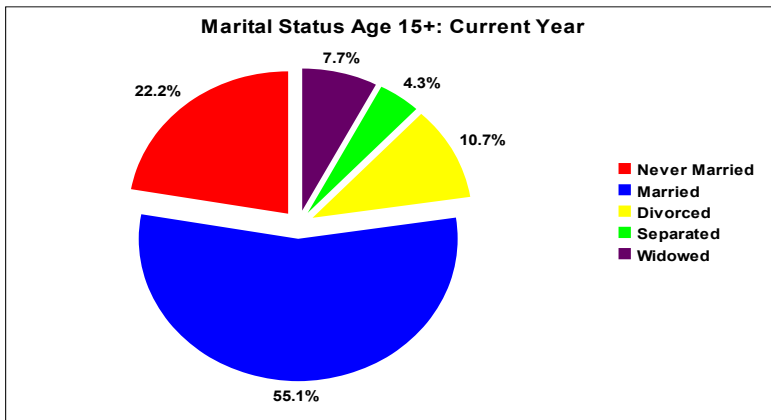
Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
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5 Year Projection: 2013

**People by Marital Status**

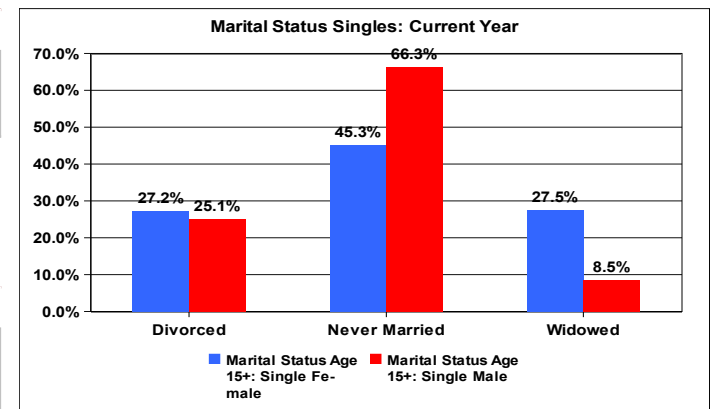
Marital Status Age 15+	2000		2008	
Never Married	14,568	22.9%	20,924	22.2%
Married	34,942	54.9%	51,898	55.1%
Divorced	6,759	10.6%	10,026	10.7%
Separated	2,749	4.3%	4,052	4.3%
Widowed	4,632	7.3%	7,207	7.7%
<b>Totals:</b>	<b>63,650</b>	<b>100.0%</b>	<b>94,107</b>	<b>100.0%</b>

**Analysis:**  
Married couples are more likely than the state average.  
Divorce is more likely than the state average.

CA	2008	Comp Index
8,677,018	29.5%	<b>75</b>
14,319,521	48.8%	<b>113</b>
2,748,669	9.4%	<b>114</b>
2,022,610	6.9%	<b>63</b>
1,605,121	5.5%	<b>140</b>
<b>29,372,939</b>	<b>100.0%</b>	<b>100</b>



Marital Status Age 15+: Single Female	2000		2008	
Divorced	3,981	28.0%	5,679	27.2%
Never Married	6,497	45.7%	9,448	45.3%
Widowed	3,750	26.4%	5,730	27.5%
<b>Totals:</b>	<b>14,228</b>	<b>100.0%</b>	<b>20,857</b>	<b>100.0%</b>



Marital Status Age 15+: Single Male	2000		2008	
Divorced	2,777	23.7%	4,347	25.1%
Never Married	8,071	68.8%	11,476	66.3%
Widowed	881	7.5%	1,477	8.5%
<b>Totals:</b>	<b>11,729</b>	<b>100.0%</b>	<b>17,300</b>	<b>100.0%</b>

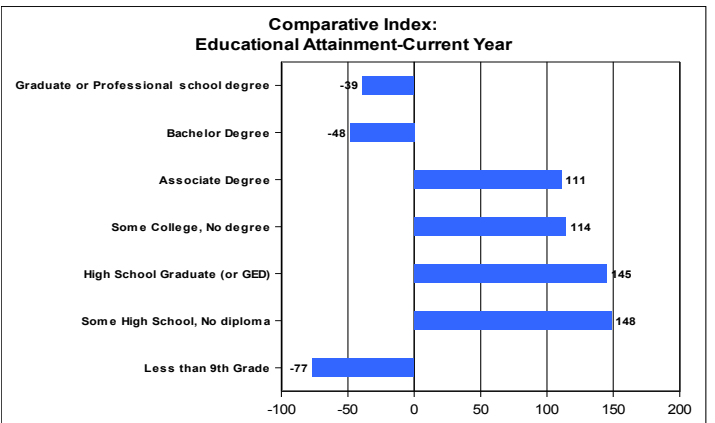
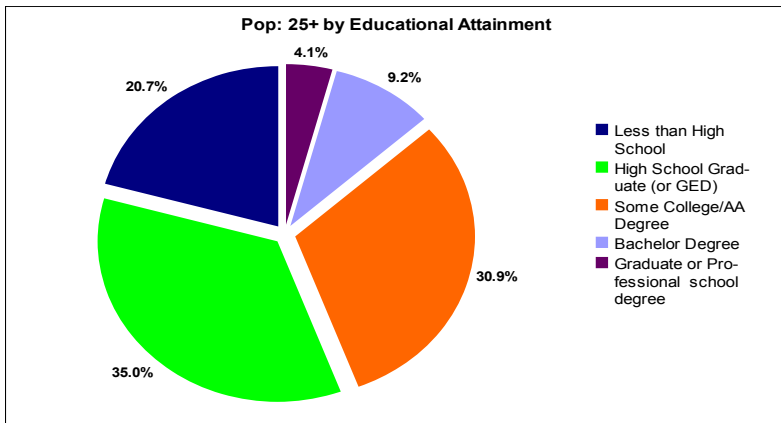
Prepared for: Desert Springs Church  
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5 Year Projection: 2013

**People by Education Level**

Pop: 25+ by Educational Attainment	2000		2008	
Less than 9th Grade	3,855	6.8%	6,012	8.0%
Some High School, No diploma	14,016	24.7%	9,613	12.7%
High School Graduate (or GED)	15,447	27.2%	26,463	35.0%
Some College, No degree	13,996	24.7%	16,799	22.2%
Associate Degree	4,050	7.1%	6,526	8.6%
Bachelor Degree	3,542	6.2%	6,978	9.2%
Graduate or Professional school degree	1,828	3.2%	3,128	4.1%
<b>Totals:</b>	<b>56,734</b>	<b>100.0%</b>	<b>75,519</b>	<b>100.0%</b>

**Analysis:**  
The level of education in the study area is lower than the state overall.

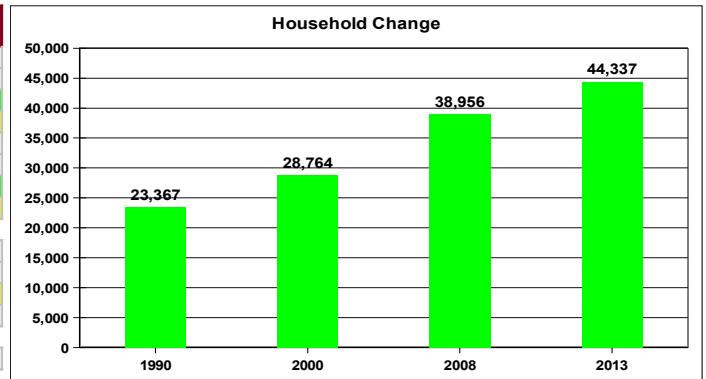
CA	2008	Comp Index
2,478,313	10.4%	77
2,050,552	8.6%	148
5,773,092	24.1%	145
4,645,100	19.4%	114
1,863,096	7.8%	111
4,565,703	19.1%	48
2,532,639	10.6%	39
<b>23,908,495</b>	<b>100.0%</b>	<b>100</b>



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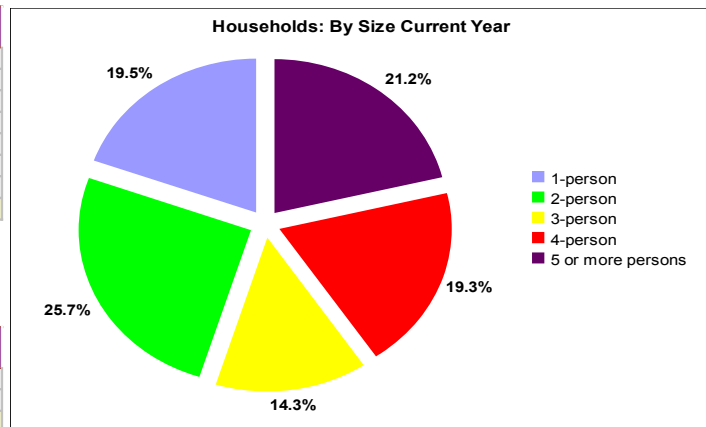
**HOUSEHOLDS**

Household Trends	1990	2000	2008	2013
<b>Households</b>	23,367	28,764	38,956	44,337
Households Change		5,397	10,192	5,381
Percent Change		23%	35%	14%
Average Annual Change		2.3%	4.4%	2.8%
<b>Population / Households</b>	2.98	3.01	3.12	3.18
Population / Households Change		0.02	0.11	0.06
Percent Change		0.8%	3.7%	2.0%
<b>State Households</b>	10,381,043	11,502,870	12,358,701	12,877,387
Households Change		1,121,827	855,831	518,686
Percent Change		11%	7%	4%
		1.1%	0.9%	0.8%
<b>Study Area as a % of All State HH</b>	0.23%	0.25%	0.32%	0.34%



**Analysis:**  
The number of households within the study area is projected to grow over the next five years.  
The number of households is changing somewhat faster than the state.  
The population per household is projected to remain flat over five years.

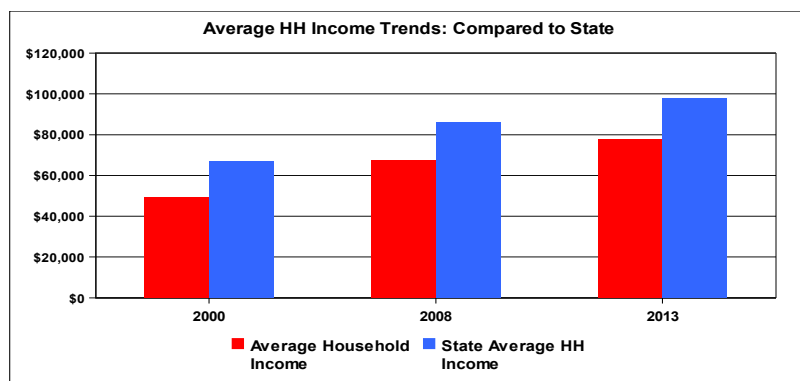
Households: By Size	2000		2008	
1-person	5,437	18.9%	7,596	19.5%
2-person	8,650	30.1%	9,999	25.7%
3-person	4,860	16.9%	5,569	14.3%
4-person	4,652	16.2%	7,514	19.3%
5-person	2,861	9.9%	4,533	11.6%
6-person	1,346	4.7%	2,150	5.5%
7-or-more persons	959	3.3%	1,594	4.1%
<b>Totals:</b>	<b>28,765</b>	<b>100.0%</b>	<b>38,955</b>	<b>100.0%</b>



Households: One Person by Gender	2000		2008	
Female Householder	3,219	59.2%	4,329	57.0%
Male Householder	2,218	40.8%	3,266	43.0%
<b>Totals:</b>	<b>5,437</b>	<b>100.0%</b>	<b>7,595</b>	<b>100.0%</b>

**Household Income**

Income Trends: Average	2000	2008	2013
<b>Average Household Income</b>	\$49,234	\$67,331	\$77,749
Average Household Income Change		\$18,097	\$10,419
Percent Change		36.8%	15.5%
<b>State Average HH Income</b>	\$66,877	\$85,793	\$98,089
Average Household Income Change		\$18,916	\$12,297
Percent Change		28.3%	14.3%
<b>Ave. HH Income Comparative Index</b>	74	78	79
<b>Median Income</b>	\$39,893	\$48,999	\$54,966
<b>Per Capita Income</b>	\$16,381	\$21,598	\$24,457
Per Capita Income Change		\$5,217	\$2,859
Percent Change		31.8%	13.2%

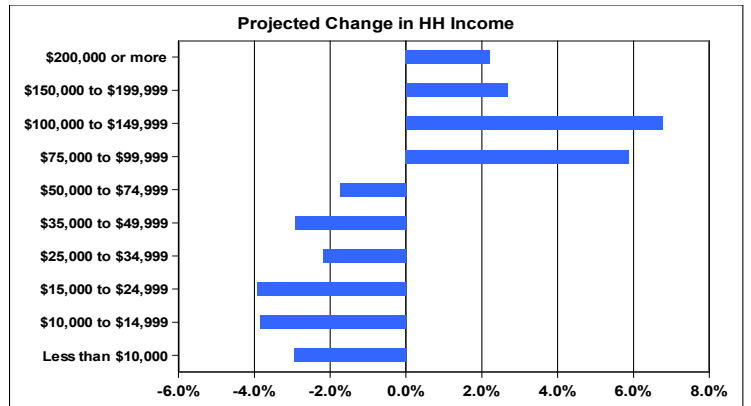
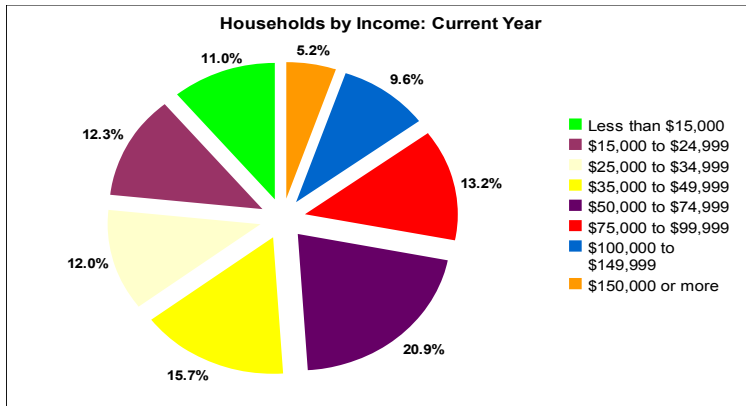


**Analysis:**  
The average household income is projected to grow significantly over the next five years.  
The average household income is significantly below the state average.  
The per capita income is projected to grow significantly over the next five years.

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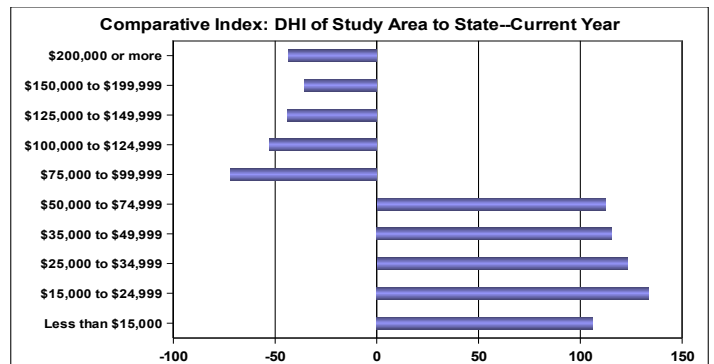
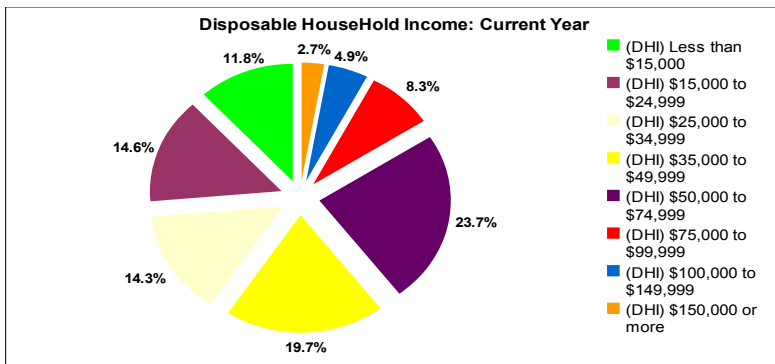
Households: Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	2,375	8.3%	2,400	6.2%	2,355	5.3%	-2.9%
\$10,000 to \$14,999	2,319	8.1%	1,899	4.9%	1,877	4.2%	-3.8%
\$15,000 to \$24,999	4,200	14.6%	4,791	12.3%	4,732	10.7%	-3.9%
\$25,000 to \$34,999	3,854	13.4%	4,670	12.0%	4,980	11.2%	-2.2%
\$35,000 to \$49,999	5,008	17.4%	6,126	15.7%	6,425	14.5%	-2.9%
\$50,000 to \$74,999	6,378	22.2%	8,134	20.9%	9,057	20.4%	-1.7%
\$75,000 to \$99,999	2,452	8.5%	5,146	13.2%	6,388	14.4%	5.9%
\$100,000 to \$149,999	1,523	5.3%	3,747	9.6%	5,349	12.1%	6.8%
\$150,000 to \$199,999	267	0.9%	998	2.6%	1,596	3.6%	2.7%
\$200,000 or more	388	1.3%	1,044	2.7%	1,578	3.6%	2.2%
<b>Totals:</b>	<b>28,764</b>	<b>100.0%</b>	<b>38,955</b>	<b>100.0%</b>	<b>44,337</b>	<b>100.0%</b>	

CA	2008	Comp Index
843,582	6.8%	90
458,242	3.7%	131
1,148,061	9.3%	132
1,150,671	9.3%	129
1,652,033	13.4%	118
2,218,884	18.0%	116
1,561,933	12.6%	105
1,815,167	14.7%	65
691,624	5.6%	46
818,504	6.6%	40
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>



Disposable HouseHold Income	2008		2013	
Less than \$15,000	4,599	11.8%	4,558	10.3%
\$15,000 to \$24,999	5,680	14.6%	5,607	12.6%
\$25,000 to \$34,999	5,566	14.3%	6,029	13.6%
\$35,000 to \$49,999	7,693	19.7%	8,624	19.5%
\$50,000 to \$74,999	9,224	23.7%	10,374	23.4%
\$75,000 to \$99,999	3,218	8.3%	4,417	10.0%
\$100,000 to \$124,999	1,314	3.4%	2,117	4.8%
\$125,000 to \$149,999	594	1.5%	971	2.2%
\$150,000 to \$199,999	380	1.0%	696	1.6%
\$200,000 or more	689	1.8%	944	2.1%
<b>Totals:</b>	<b>38,957</b>	<b>100.0%</b>	<b>44,337</b>	<b>100.0%</b>

CA	2008	Comp Index
1,374,154	11.1%	106
1,346,659	10.9%	134
1,433,321	11.6%	123
2,112,919	17.1%	116
2,603,805	21.1%	112
1,422,941	11.5%	72
791,426	6.4%	53
430,572	3.5%	44
338,849	2.7%	36
504,055	4.1%	43
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>



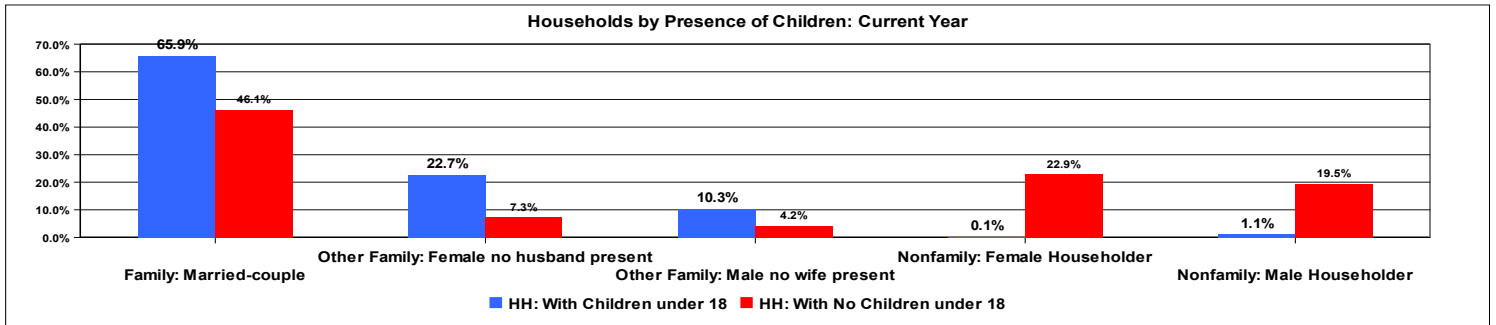
Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**Household Structures**

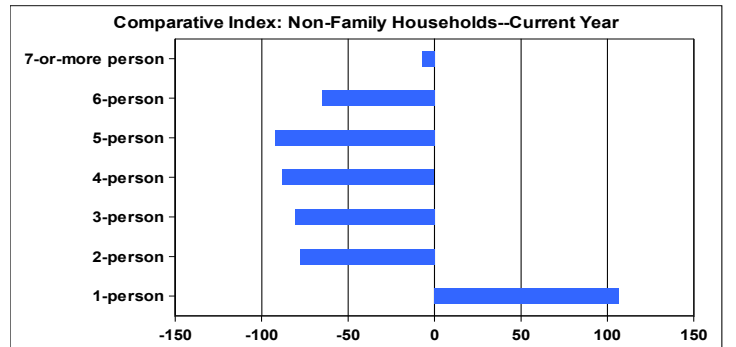
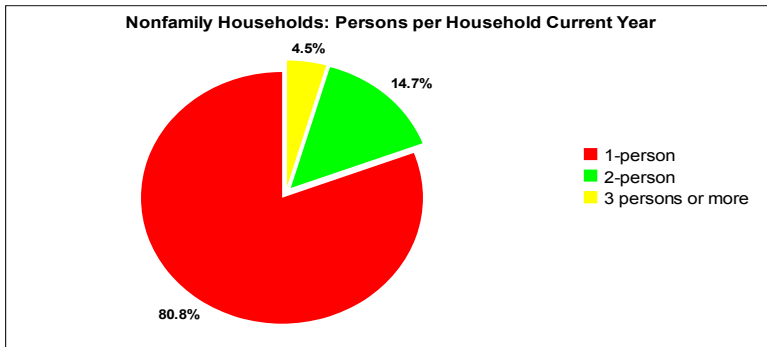
HH: With Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	8,822	68.2%	11,502	65.9%	3,205,415	67.7%	97
Other Family: Female no husband present	2,836	21.9%	3,955	22.7%	1,064,612	22.5%	101
Other Family: Male no wife present	1,144	8.8%	1,791	10.3%	430,351	9.1%	113
Nonfamily: Female Householder	22	0.2%	25	0.1%	8,823	0.2%	77
Nonfamily: Male Householder	120	0.9%	187	1.1%	26,145	0.6%	194
<b>Totals:</b>	<b>12,944</b>	<b>100.0%</b>	<b>17,460</b>	<b>100.0%</b>	<b>4,735,346</b>	<b>100%</b>	<b>100</b>

**Analysis:**  
Children under 18 are as likely to be in two-parent households as in the state overall.  
Compared to the state, children under 18 are more likely to live in single-parent households.

HH: With No Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	7,757	36.5%	9,917	46.1%	2,899,328	38.0%	121
Other Family: Female no husband present	1,002	4.7%	1,570	7.3%	522,903	6.9%	106
Other Family: Male no wife present	475	2.2%	900	4.2%	302,602	4.0%	105
Nonfamily: Female Householder	6,895	32.4%	4,925	22.9%	2,060,186	27.0%	85
Nonfamily: Male Householder	5,129	24.1%	4,182	19.5%	1,838,336	24.1%	81
<b>Totals:</b>	<b>21,258</b>	<b>100.0%</b>	<b>21,494</b>	<b>100.0%</b>	<b>7,623,355</b>	<b>100%</b>	<b>100</b>



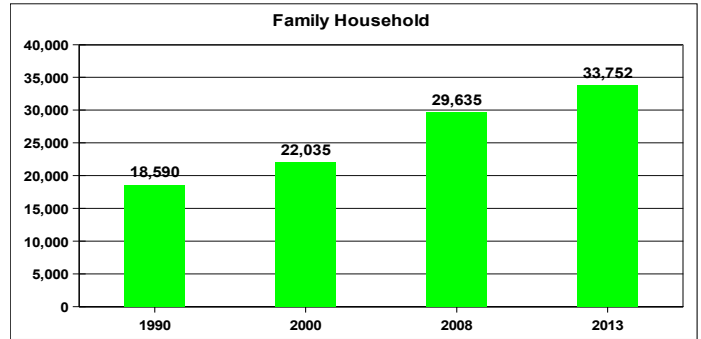
Nonfamily Households: Persons per Household Trends	2008		CA	2008	Comp Index		
1-person		5,437	80.8%	2,971,563	75.5%	107	
2-person		990	14.7%	741,850	18.9%	78	
3-person		185	2.7%	133,641	3.4%	81	
4-person		77	1.1%	51,116	1.3%	88	
5-person		29	0.4%	18,414	0.5%	92	
6-person		10	0.1%	8,977	0.2%	65	
7-or-more person		1	0.0%	7,928	0.2%	7	
<b>Totals:</b>	<b>6</b>	<b>100.0%</b>	<b>6,729</b>	<b>100.0%</b>	<b>3,933,489</b>	<b>100.0%</b>	<b>100</b>



Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**FAMILIES**

Families	1990	2000	2008	2013
<b>Families</b>	18,590	22,035	29,635	33,752
Families Change		3,445	7,600	4,117
Percent Change		18.5%	34.5%	13.9%
Average Annual Change		1.9%	4.3%	2.8%
<b>State Families</b>	7,139,189	7,920,049	8,425,211	8,725,837
Families Change		780,860	505,162	300,626
Percent Change		10.9%	6.4%	3.6%
Average Annual Change		1.1%	0.8%	0.7%
<b>Study Area as a % of State Families</b>	0.26%	0.28%	0.35%	0.39%



**Analysis:**  
The number of family households within the study area is projected to grow over the next five years.  
The number of family households is changing somewhat faster than the state.

Families: Household Trends by Size	2000		2008		2013		Proj. Change
2-person	7,659	34.8%	10,244	34.6%	11,666	34.6%	-0.2%
3-person	4,675	21.2%	6,308	21.3%	7,174	21.3%	0.0%
4-person	4,575	20.8%	5,986	20.2%	6,750	20.0%	-0.8%
5-person	2,832	12.9%	3,800	12.8%	4,307	12.8%	-0.1%
6-person	1,336	6.1%	1,889	6.4%	2,189	6.5%	0.4%
7-or-more person	958	4.3%	1,408	4.8%	1,666	4.9%	0.6%
<b>Totals:</b>	<b>22,035</b>	<b>100.0%</b>	<b>29,635</b>	<b>100.0%</b>	<b>33,752</b>	<b>100.0%</b>	

CA	2008	Comp Index
2,850,194	33.8%	102
1,834,378	21.8%	98
1,752,142	20.8%	97
990,165	11.8%	109
496,586	5.9%	108
501,744	6.0%	80
<b>8,425,209</b>	<b>100%</b>	<b>100</b>

Families: Household Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	1,177	5.3%	1,272	4.3%	1,392	4.1%	-1.2%
\$10,000 to \$14,999	1,211	5.5%	830	2.8%	707	2.1%	-3.4%
\$15,000 to \$24,999	2,864	13.0%	3,160	10.7%	3,110	9.2%	-3.8%
\$25,000 to \$34,999	2,967	13.5%	3,419	11.5%	3,523	10.4%	-3.0%
\$35,000 to \$49,999	3,940	17.9%	4,526	15.3%	4,567	13.5%	-4.3%
\$50,000 to \$74,999	5,606	25.4%	6,597	22.3%	7,162	21.2%	-4.2%
\$75,000 to \$99,999	2,253	10.2%	4,538	15.3%	5,524	16.4%	6.1%
\$100,000 to \$149,999	1,443	6.5%	3,391	11.4%	4,807	14.2%	7.7%
\$150,000 to \$199,999	251	1.1%	954	3.2%	1,527	4.5%	3.4%
\$200,000 or more	323	1.5%	948	3.2%	1,433	4.2%	2.8%
<b>Totals:</b>	<b>22,035</b>	<b>100.0%</b>	<b>29,635</b>	<b>100.0%</b>	<b>33,752</b>	<b>100.0%</b>	

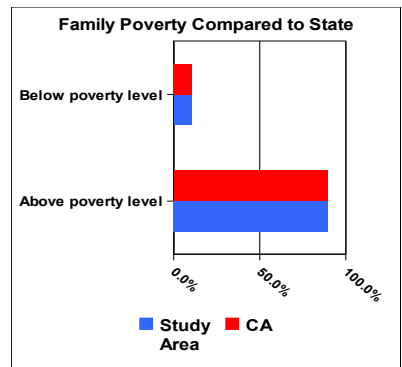
CA	2008	Comp Index
375,736	4.5%	96
194,212	2.3%	122
662,820	7.9%	136
728,486	8.6%	133
1,072,112	12.7%	120
1,521,141	18.1%	123
1,168,578	13.9%	110
1,439,183	17.1%	67
572,563	6.8%	47
690,380	8.2%	39
<b>8,425,211</b>	<b>100.0%</b>	<b>100</b>

Families: Poverty Summary	2008	
Above poverty level	19,745	89.6%
Below poverty level	2,291	10.4%
<b>Totals:</b>	<b>22,036</b>	<b>100.0%</b>

**Analysis:**  
Compared to the state, families are less likely to live in poverty.

CA	2008	Comp Index
7,080,042	89.4%	100
840,005	10.6%	98
<b>7,920,047</b>	<b>100.0%</b>	<b>100</b>

Families: Poverty Detail	2008	
<b>Above Poverty Level</b>		
Married-couple: Children	850	3.9%
Married-couple: No children	1,690	7.7%
Male: No wife present: Children	445	2.0%
Male: No wife present: No children	1,060	4.8%
Female: No husband present: Children	7,409	33.6%
Female: No husband present: No children	8,291	37.6%
<b>Below Poverty Level</b>		
Married-couple: Children	73	0.3%
Married-couple: No children	881	4.0%
Male: No wife present: Children	63	0.3%
Male: No wife present: No children	321	1.5%
Female: No husband present: Children	249	1.1%
Female: No husband present: No children	704	3.2%
<b>Totals:</b>	<b>22,036</b>	<b>100.0%</b>



CA	2008	Comp Index
<b>Above Poverty Level</b>		
402,558	5.1%	76
638,645	8.1%	95
211,798	2.7%	76
284,308	3.6%	134
2,611,068	33.0%	102
2,931,665	37.0%	102
<b>Below Poverty Level</b>		
39,877	0.5%	66
307,813	3.9%	103
18,355	0.2%	123
69,722	0.9%	165
88,138	1.1%	102
316,100	4.0%	80
<b>7,920,047</b>	<b>100.0%</b>	<b>100</b>

NOTE: Children are under 18

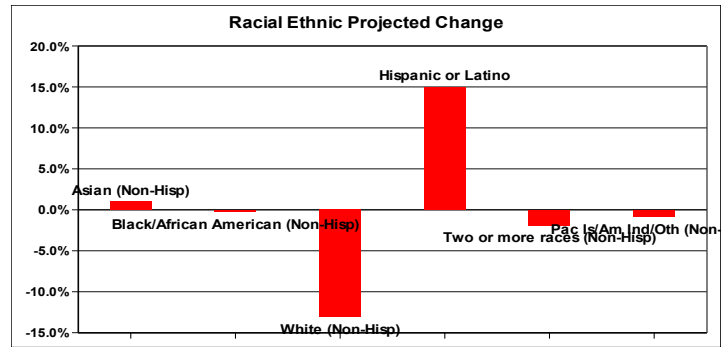
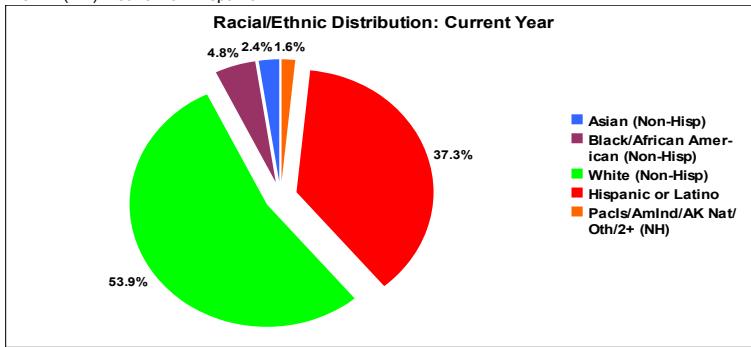
Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
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**DIVERSITY**

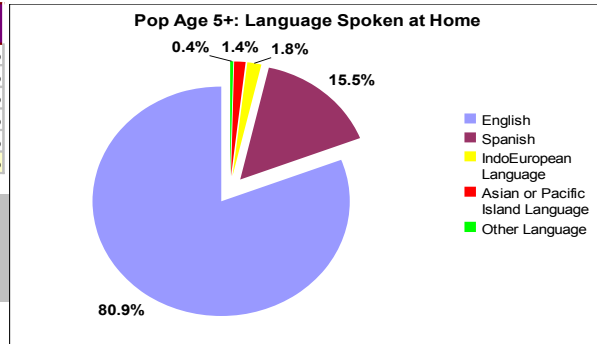
Population: Racial/Ethnic Trends	2000		2008		2013		Proj. Change
Asian (Non-Hisp)	1,473	1.7%	2,928	2.4%	3,840	2.7%	1.0%
Black/African American (Non-Hisp)	4,222	4.9%	5,812	4.8%	6,589	4.7%	-0.2%
White (Non-Hisp)	54,004	62.5%	65,419	53.9%	69,604	49.4%	-13.1%
Hispanic or Latino	23,602	27.3%	45,315	37.3%	59,597	42.3%	15.0%
Two or more races (Non-Hisp)	2,245	2.6%	1,595	1.3%	1,034	0.7%	-1.9%
Pac Is/Am Ind/Oth (Non-Hisp)	905	1.0%	375	0.3%	287	0.2%	-0.8%
<b>Totals:</b>	<b>86,451</b>	<b>100.0%</b>	<b>121,444</b>	<b>100.0%</b>	<b>140,951</b>	<b>100.0%</b>	

CA	2008	Comp Index
4,562,471	12.2%	20
2,071,913	5.6%	86
15,780,187	42.3%	127
13,740,168	36.9%	101
838,759	2.3%	58
280,815	0.8%	41
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

NOTE: (NH) means Non-Hispanic



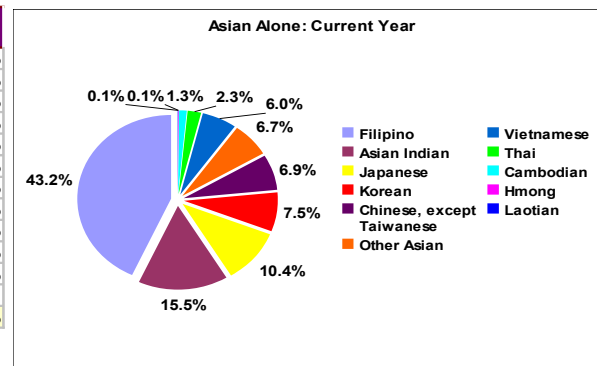
Pop Age 5+: Language Spoken at Home	2008	
Speak Only English at Home	91,435	80.9%
Speak Spanish at Home	17,552	15.5%
Speak IndoEuropean Language at Home	2,009	1.8%
Speak Asian or Pacific Island Language at H	1,625	1.4%
Speak Other Language at Home	440	0.4%
<b>Totals:</b>	<b>113,061</b>	<b>100.0%</b>



CA	2008	Comp Index
21,179,499	61.2%	132
8,831,636	25.5%	61
1,453,973	4.2%	42
2,892,536	8.4%	17
277,521	0.8%	49
<b>34,635,165</b>	<b>100.0%</b>	<b>100</b>

**Analysis:**  
Compared to the state, people over 5 are more likely to speak only English at home.  
Compared to the state, people over 5 are less likely to speak another language at home.

Population: Asian Alone Current Year	2008	
Filipino	1,265	43.2%
Asian Indian	453	15.5%
Japanese	305	10.4%
Korean	221	7.5%
Chinese, except Taiwanese	201	6.9%
Other Asian	195	6.7%
Vietnamese	176	6.0%
Thai	68	2.3%
Cambodian	39	1.3%
Hmong	3	0.1%
Laotian	3	0.1%
<b>Totals:</b>	<b>2,929</b>	<b>100.0%</b>

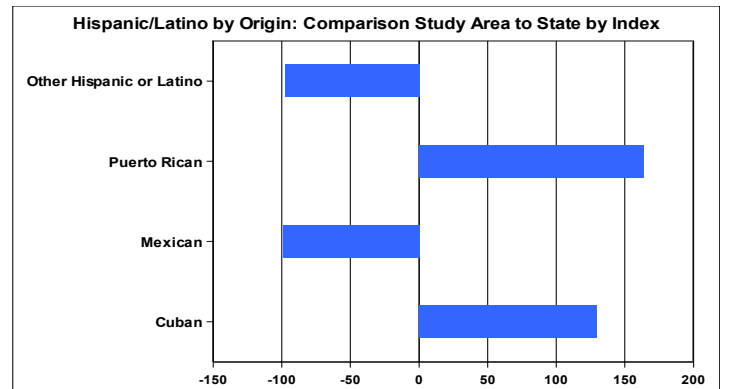
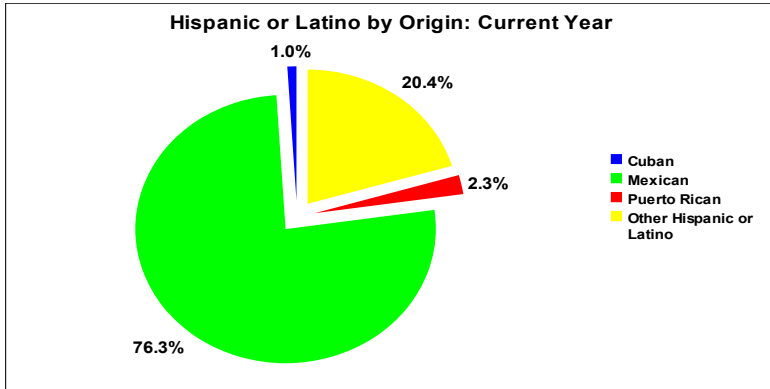


CA	2008	Comp Index
1,153,317	25.3%	171
412,797	9.0%	171
372,936	8.2%	127
420,390	9.2%	82
1,078,127	23.6%	29
295,533	6.5%	103
548,631	12.0%	50
46,386	1.0%	228
87,127	1.9%	70
78,169	1.7%	6
69,058	1.5%	7
<b>4,562,471</b>	<b>100.0%</b>	<b>100</b>

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Population: Hispanic or Latino by Origin	2008	
Cuban	441	1.0%
Mexican	34,579	76.3%
Puerto Rican	1,036	2.3%
Other Hispanic or Latino	9,260	20.4%
<b>Totals:</b>	<b>45,316</b>	<b>100.0%</b>

CA	2008	Comp Index
101,925	0.7%	131
10,559,101	76.8%	99
196,830	1.4%	160
2,882,310	21.0%	97
<b>13,740,166</b>	<b>100%</b>	<b>100</b>

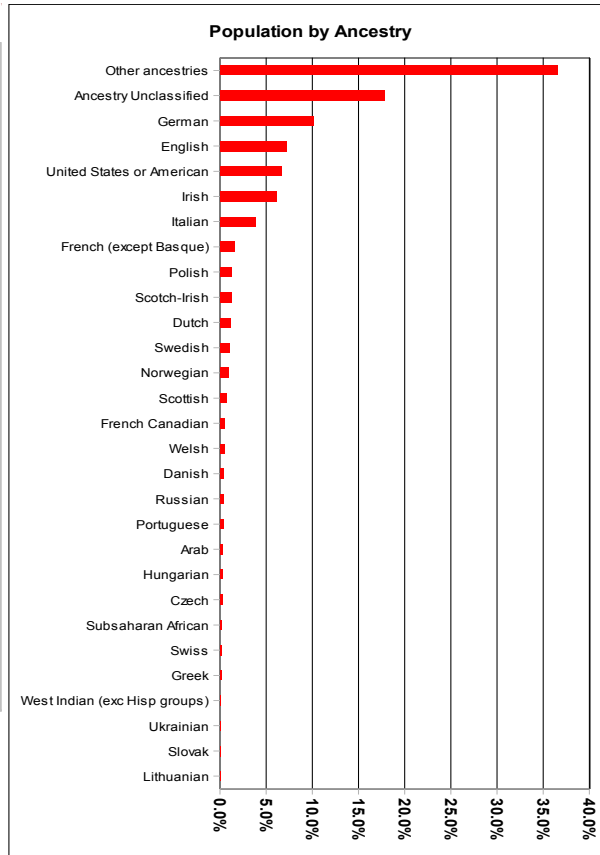


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Population by Ancestry	2008	
Other ancestries	44,356	36.5%
Ancestry Unclassified	21,593	17.8%
German	12,352	10.2%
English	8,793	7.2%
United States or American	8,044	6.6%
Irish	7,459	6.1%
Italian	4,731	3.9%
French (except Basque)	1,986	1.6%
Polish	1,503	1.2%
Scotch-Irish	1,472	1.2%
Dutch	1,419	1.2%
Swedish	1,243	1.0%
Norwegian	1,055	0.9%
Scottish	881	0.7%
French Canadian	625	0.5%
Welsh	597	0.5%
Danish	506	0.4%
Russian	439	0.4%
Portuguese	412	0.3%
Arab	402	0.3%
Hungarian	350	0.3%
Czech	296	0.2%
Subsaharan African	221	0.2%
Swiss	209	0.2%
Greek	154	0.1%
West Indian (exc Hisp groups)	118	0.1%
Ukrainian	111	0.1%
Slovak	63	0.1%
Lithuanian	54	0.0%
<b>Totals:</b>	<b>121,444</b>	<b>100.0%</b>

**Definition Aids:**

All ancestry designations are self-selected by respondents to the census question. Not everyone completes this piece. This report reflects those persons who did and what selection was made.



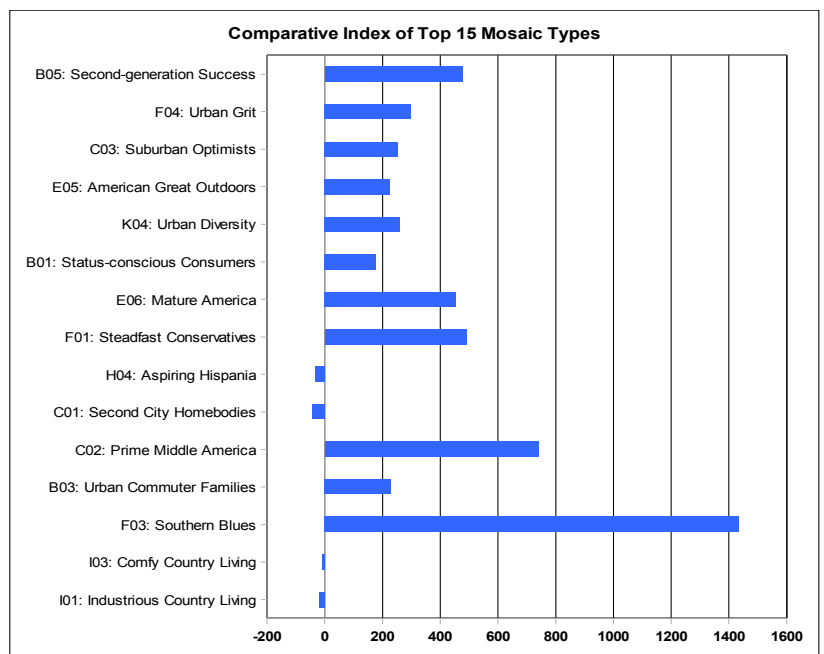
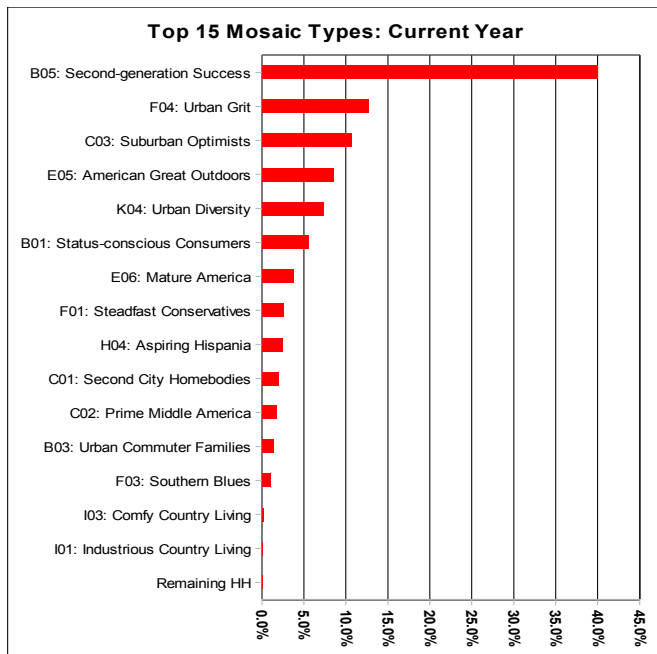
CA	2008	Comp Index
18,853,773	50.6%	72
5,371,669	14.4%	123
2,445,039	6.6%	155
1,852,871	5.0%	146
1,289,054	3.5%	192
1,776,397	4.8%	129
1,281,253	3.4%	113
471,008	1.3%	129
355,112	1.0%	130
327,283	0.9%	138
276,085	0.7%	158
321,709	0.9%	119
348,323	0.9%	93
376,979	1.0%	72
125,137	0.3%	153
102,226	0.3%	179
145,132	0.4%	107
327,844	0.9%	41
291,601	0.8%	43
183,460	0.5%	67
98,987	0.3%	109
83,556	0.2%	109
188,252	0.5%	36
80,071	0.2%	80
109,817	0.3%	43
60,795	0.2%	60
74,017	0.2%	46
18,898	0.1%	102
37,965	0.1%	44
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

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Top 15 Mosaic Types	2008	Brief Mosaic Descriptions	CA	2008	Comp Index
B05: Second-generation Success	15,567	40.0% Upper-middle-class, largely multi-ethnic working white/blue-collar jobs.	1,036,280	8.4%	477
F04: Urban Grit	4,940	12.7% Young, ethnic mix, working-class blue-collar, second-tier cities.	527,085	4.3%	297
C03: Suburban Optimists	4,139	10.6% Middle-class diversity, middle-aged families, older suburbs, coastal states.	518,576	4.2%	253
E05: American Great Outdoors	3,328	8.5% Older rural retirees, remote areas, low wage/ Social Security	465,962	3.8%	227
K04: Urban Diversity	2,886	7.4% Young and mobile multi-ethnic singles and single-parent families, inter-city	350,585	2.8%	261
B01: Status-conscious Consumers	2,168	5.6% Middle-aged Baby Boomers suburban neighborhoods commuters.	387,468	3.1%	178
E06: Mature America	1,461	3.8% Seniors, modest and fixed incomes, primarily in city.	102,077	0.8%	454
F01: Steadfast Conservatives	1,006	2.6% High school educated mature singles/couples, middle-class blue-collar	64,964	0.5%	491
H04: Aspiring Hispania	940	2.4% Young married/single Hispanics, lower-middle-classurban gateways.	888,219	7.2%	34
C01: Second City Homebodies	792	2.0% Dual working, middle-aged families, cities along the East and West coasts.	561,696	4.5%	45
C02: Prime Middle America	658	1.7% Young, upper-middle-class, small/midsized cities good paying jobs.	28,188	0.2%	741
B03: Urban Commuter Families	549	1.4% Upscale, educated Boomers in single detached homes, metro fringe.	75,556	0.6%	231
F03: Southern Blues	406	1.0% Racially mixed, young, lower-middle-class singles/couples, Southern	8,971	0.1%	1436
I03: Comfy Country Living	54	0.1% Older, empty-nester college-educated, retirees, quiet small-towns.	208,134	1.7%	8
I01: Industrious Country Living	44	0.1% High school, upper-middle-class hard-working, industrial remote towns.	73,511	0.6%	19
Remaining HH	19	0.0%	7,061,429	57.1%	0
<b>Totals:</b>	<b>38,957</b>	<b>100%</b>	<b>12,358,701</b>	<b>100%</b>	<b>100</b>

**Definition Aids:**

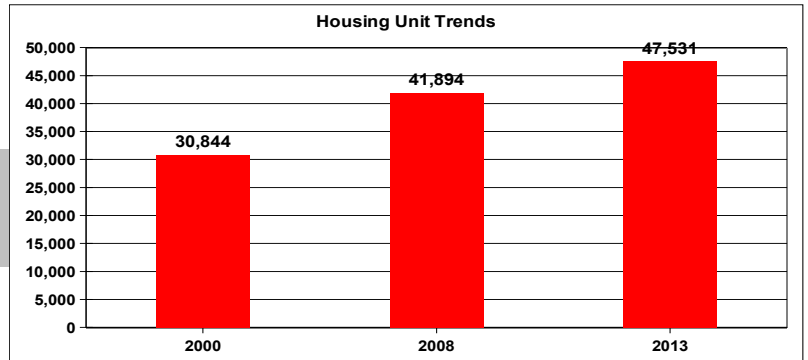
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**HOUSING**

Housing	2000	2008	2013
Housing Unit	30,844	41,894	47,531
Percent Change		35.8%	13.5%



**Analysis:**  
Single unit attached housing is somewhat below the state average  
Single unit detached housing is somewhat above the state average  
The ratio of single detached to single attached is significantly above the state average.

Housing Trends: By Dwelling Type	2008	
1 Unit Attached	1,402	3.3%
1 Unit Detached	33,365	79.6%
2 Units	684	1.6%
3 to 19 Units	431	1.0%
20 to 49 Units	2,996	7.2%
50 or More Units	1,129	2.7%
Mobile Home or Trailer	1,851	4.4%
Other	35	0.1%
<b>Totals:</b>	<b>41,893</b>	<b>100%</b>

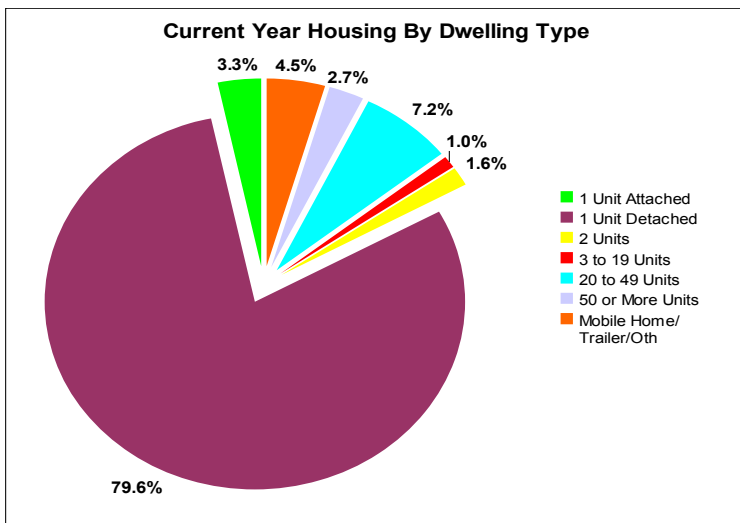
CA	2008	Comp Index
1,011,369	7.5%	45
7,794,683	57.8%	138
343,434	2.5%	64
643,480	4.8%	22
2,135,391	15.8%	45
892,003	6.6%	41
623,082	4.6%	96
38,807	0.3%	29
<b>13,482,249</b>	<b>100.0%</b>	<b>100</b>

Ratio Single Detached to Single Unit Attached	23.8
-----------------------------------------------	------

7.7	309
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**Definition Aids:**

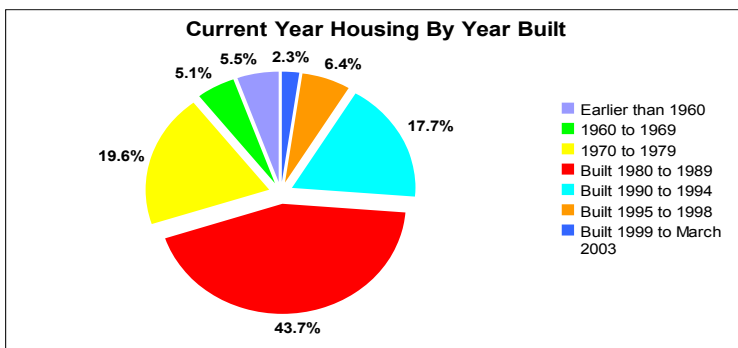
**Ratio Single Detached to Single Unit Attached:** This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.



Prepared for: Desert Springs Church  
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Housing Trends: Units by Year Built		2008	
1939 or Earlier		199	0.5%
1940 to 1949		269	0.6%
1950 to 1959		1,816	4.3%
1960 to 1969		2,117	5.1%
1970 to 1979		8,192	19.6%
Built 1980 to 1989		18,296	43.7%
Built 1990 to 1994		7,398	17.7%
Built 1995 to 1998		2,661	6.4%
Built 1999 to March 2003		947	2.3%
<b>Totals:</b>		<b>41,895</b>	<b>100%</b>

CA	2008	Comp Index
1,207,906	9.0%	5
986,498	7.3%	9
1,991,417	14.8%	29
2,162,900	16.0%	31
2,695,417	20.0%	98
2,359,921	17.5%	249
1,031,552	7.7%	231
728,838	5.4%	117
317,804	2.4%	96
<b>13,482,253</b>	<b>100.0%</b>	<b>100</b>

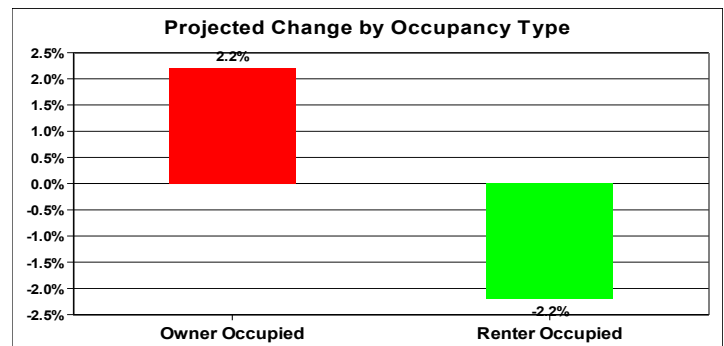
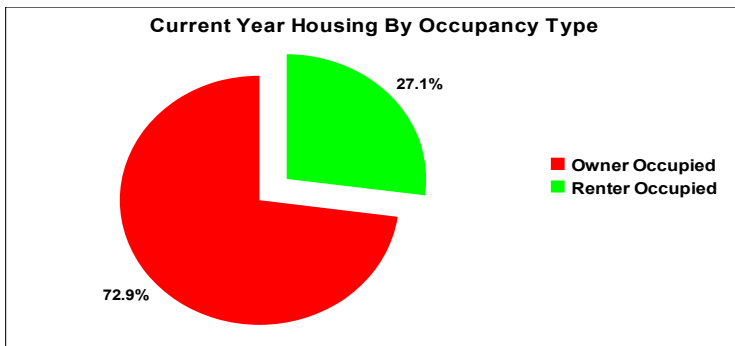


Housing Trends: Occupied Units by Own or Rent		2000		2008		2013		Proj. Change
Owner Occupied	20,566	71.5%	28,391	72.9%	32,681	73.7%	2.2%	
Renter Occupied	8,198	28.5%	10,565	27.1%	11,657	26.3%	-2.2%	
<b>Totals:</b>	<b>28,764</b>	<b>100%</b>	<b>38,956</b>	<b>100%</b>	<b>44,338</b>	<b>100%</b>		

CA	2008	Comp Index
7,280,073	58.9%	124
5,078,628	41.1%	66
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>

**Analysis:**

Compared to the state, housing units are more likely to be owner occupied.  
Compared to the state, housing units are less likely to be Renter occupied.



Housing Trends: Value Owner-Occupied		2008	
Less than \$20,000		753	2.7%
\$20,000 to \$39,999		505	1.8%
\$40,000 to \$59,999		1,086	3.8%
\$60,000 to \$79,999		4,333	15.3%
\$80,000 to \$99,999		8,070	28.4%
\$100,000 to \$149,999		66	0.2%
\$150,000 to \$199,999		2,849	10.0%
\$200,000 to \$299,999		1,104	3.9%
\$300,000 to \$399,999		553	1.9%
\$400,000 to \$499,999		218	0.8%
\$500,000 to \$749,999		17	0.1%
\$750,000 to \$999,999		1	0.0%
\$1,000,000 or more		8,837	31.1%
<b>Totals:</b>		<b>28,392</b>	<b>100%</b>

CA	2008	Comp Index
147,333	2.0%	131
152,358	2.1%	85
152,136	2.1%	183
274,833	3.8%	404
448,799	6.2%	461
166,749	2.3%	10
1,292,058	17.7%	57
1,535,187	21.1%	18
812,143	11.2%	17
463,594	6.4%	12
449,662	6.2%	1
167,918	2.3%	0
1,217,301	16.7%	186
<b>7,280,071</b>	<b>100.0%</b>	<b>100</b>

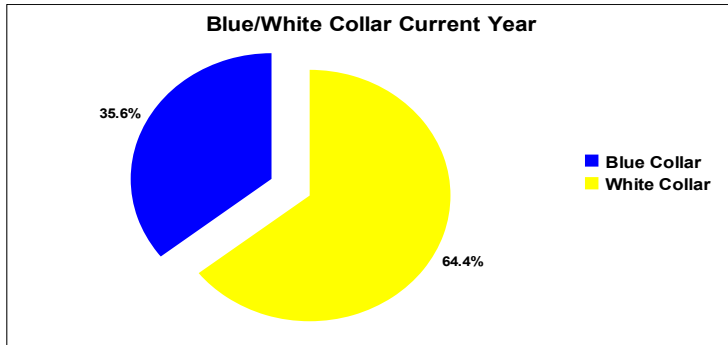
Prepared for: Desert Springs Church  
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**WORK**

Employed Pop 16+ Blue/White Collar		2008
Blue Collar		17,302 35.6%
White Collar		31,323 64.4%
<b>Totals:</b>		<b>48,625 100.0%</b>

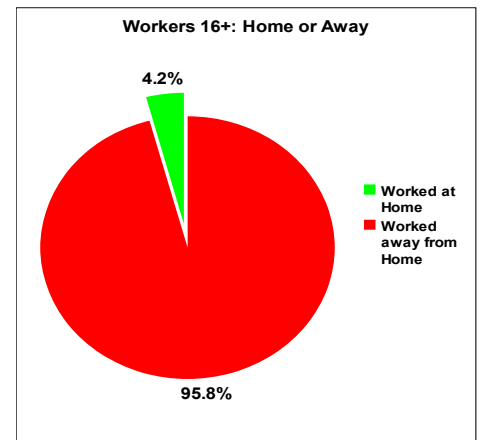
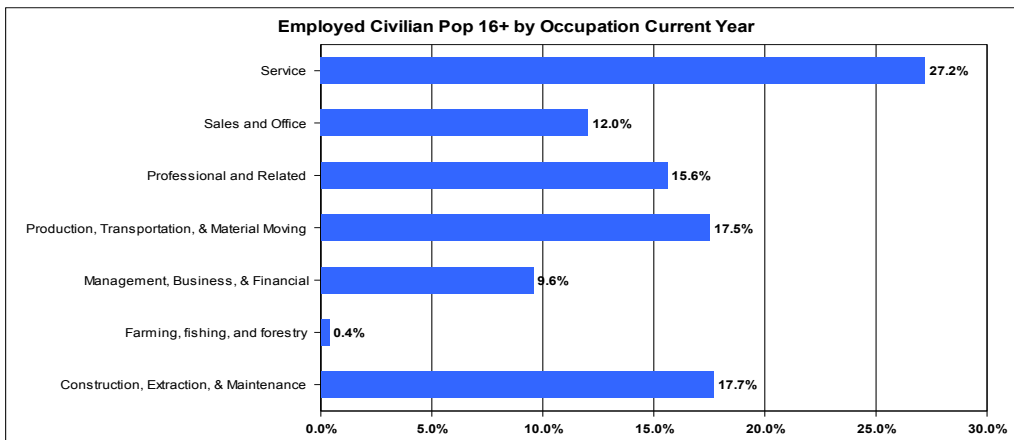
CA	2008	Comp Index
4,643,834	26.9%	132
12,591,436	73.1%	88
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

**Analysis:**  
Compared to the state, workers are more likely to be Blue Collar.  
Compared to the state, workers are less likely to be White Collar.



Employed Civilian Pop 16+ by Occupation		2008
Construction, Extraction, & Maintenance		8,602 17.7%
Farming, fishing, and forestry		183 0.4%
Management, Business, & Financial		4,653 9.6%
Production, Transportation, & Material Moving		8,517 17.5%
Professional and Related		7,585 15.6%
Sales and Office		5,855 12.0%
Service		13,230 27.2%
<b>Totals:</b>		<b>48,625 100.0%</b>

CA	2008	Comp Index
2,101,123	12.2%	145
305,977	1.8%	21
2,441,238	14.2%	68
2,236,734	13.0%	135
3,669,244	21.3%	73
1,961,303	11.4%	106
4,519,651	26.2%	104
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>



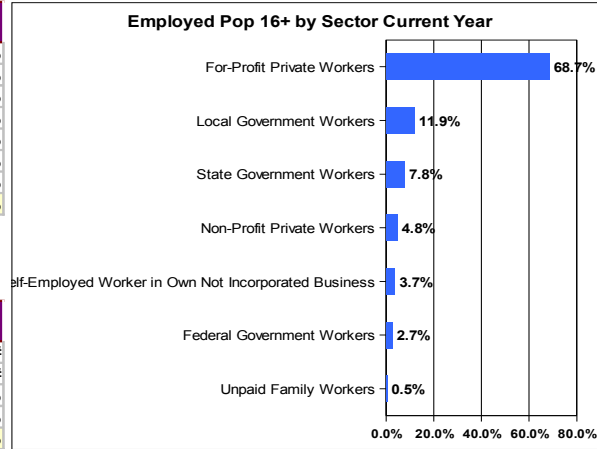
Workers 16+: Home or Away		2008
Worked at Home		2,021 4.2%
Worked away from Home		46,604 95.8%
<b>Totals:</b>		<b>48,625 100.0%</b>

**Analysis:**  
Compared to the state, workers are less likely to work at home.

CA	2008	Comp Index
668,376	3.9%	107
16,566,894	96.1%	100
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

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Employed Pop 16+ by Sector	2008	
For-Profit Private Workers	33,403	68.7%
Local Government Workers	5,786	11.9%
State Government Workers	3,774	7.8%
Non-Profit Private Workers	2,319	4.8%
Self-Employed Worker in Own Not Incorporated Business	1,805	3.7%
Federal Government Workers	1,315	2.7%
Unpaid Family Workers	223	0.5%
<b>Totals:</b>	<b>48,625</b>	<b>100.0%</b>



CA	2008	Comp Index
12,157,036	70.5%	97
1,453,341	8.4%	141
1,458,104	8.5%	92
975,422	5.7%	84
711,975	4.1%	90
411,649	2.4%	113
67,743	0.4%	117
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

Population: 16+ by Employment Status	2008	
In labor force: Civilian: Employed	48,625	###
Not in labor force	38,865	###
In labor force: Civilian: Unemployed	4,433	522200.0%
In labor force: In Armed Forces	82	9200.0%
<b>Totals:</b>	<b>92,005</b>	<b>100.0%</b>

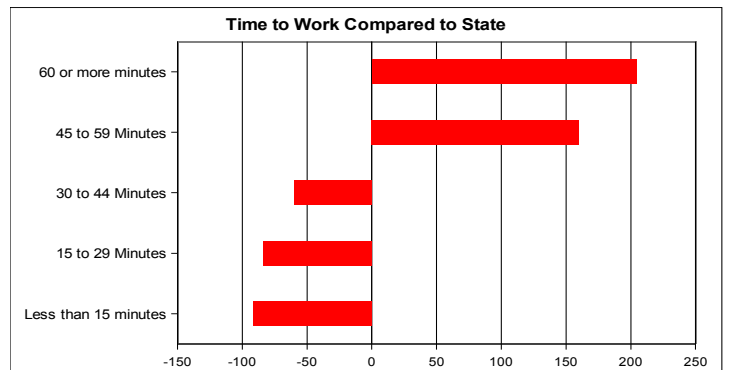
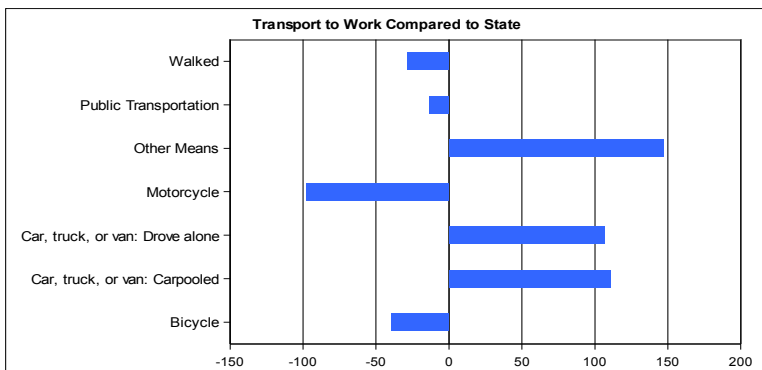
CA	2008	Comp Index
17,235,270	59.8%	9666140
10,240,862	35.5%	13076593
1,220,764	4.2%	12336202
141,846	0.5%	1870454
<b>28,838,742</b>	<b>100.0%</b>	<b>100</b>

Workers 16+: Travel Time to Work	2008	
Less than 15 minutes	10,750	23.1%
15 to 29 Minutes	13,779	29.6%
30 to 44 Minutes	5,826	12.5%
45 to 59 Minutes	6,200	13.3%
60 or more minutes	10,050	21.6%
<b>Totals:</b>	<b>46,605</b>	<b>100.0%</b>

CA	2008	Comp Index
4,158,350	25.1%	92
5,832,135	35.2%	84
3,450,482	20.8%	60
1,379,043	8.3%	160
1,746,884	10.5%	205
<b>16,566,894</b>	<b>100.0%</b>	<b>100</b>

Workers 16+: Transport to Work	2008	
Bicycle	152	0.3%
Car, truck, or van: Carpooled	7,909	17.0%
Car, truck, or van: Drove alone	37,183	79.8%
Motorcycle	119	0.3%
Other Means	565	1.2%
Public Transportation	306	0.7%
Walked	370	0.8%
<b>Totals:</b>	<b>46,604</b>	<b>100.0%</b>

CA	2008	Comp Index
136,005	0.8%	40
2,536,343	15.3%	111
12,425,265	75.0%	106
43,285	0.3%	98
136,806	0.8%	147
826,231	5.0%	13
462,959	2.8%	28
<b>16,566,894</b>	<b>100.0%</b>	<b>100</b>



Prepared for: Desert Springs Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
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## REPORT NOTES AND INTERPRETATION AIDS

### Variable Definitions

Full variable definitions can be found in the "Demographic Reference Guide" found under the 'Resources' tab on the MissionInsite page. Go to <http://www.missioninsite.com/resources.shtml>.

### The Story in the Numbers

Why study demographic numbers? Because there is a story in them. These numbers reflect particular characteristics of the area targeted for study. Using the MI System, a user can define virtually any area to study. Once that selection is made and the reports generated, the task is to find the story that is behind the numbers. For example, is the average age increasing? And are the older phases of life increasing as a percentage of the population while the younger phases are decreasing? This presents a story. The study area is aging. Why? Can a reason be discovered in other information? This is what is meant by finding the story in the numbers.

### Story Helps: Built into this report are several elements that assist in finding the story in the numbers.

**State Figures:** Each report includes some actual numbers and percentages for the state within which most of the study area is located. It is like getting two reports in one. By providing the state numbers, the user is able to discern additional patterns in the data. These patterns are also highlighted using comparative indices and color coding (see below).

**Comparative Index:** What is a Comparative Index? This index allows the user to compare the study area to a base area. The base area used is the primary state in which the study has been done. Interpretation is simple. Assume the base area is the "average." If the index is less than 100, then the particular variable of the study area is below the base area—or below average. If the index is over 100 then the study area variable is above the state average. The lower the number the further the distance from the base. The higher the number, the greater the distance from the state.

**Projected Change:** Projected Change subtracts the most recent percentage to the most historical number. In many cases, the 2000 Census figure is being subtracted from the Five Year Projection. In some cases, there will not be three data points, only two. Then the difference is calculated between the two.

**Color Coded Cells:** Throughout this report, the user will notice certain cells colored 'red', 'yellow' or 'green.' These colors provide a significance hint about the story of the study area. Generally, the colors either mean increase or decline or above or below average. Often times, an increase in one sub-variable will have a corresponding increase in a different one. For example, a community may see younger life phases decreasing while older ones are increasing. Hints that this is occurring will be found in scanning the colors. More specific information on what the codes mean follow.

\* **Projected Change Color Codes:** Red means declining, yellow is moderate and green represents an increase.

\* **Comparative Index Color Codes:** If the column is "Comp Index" then green means above average, red below average and yellow, average.

**Ratio Single Detached to Single Unit Attached:** This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.