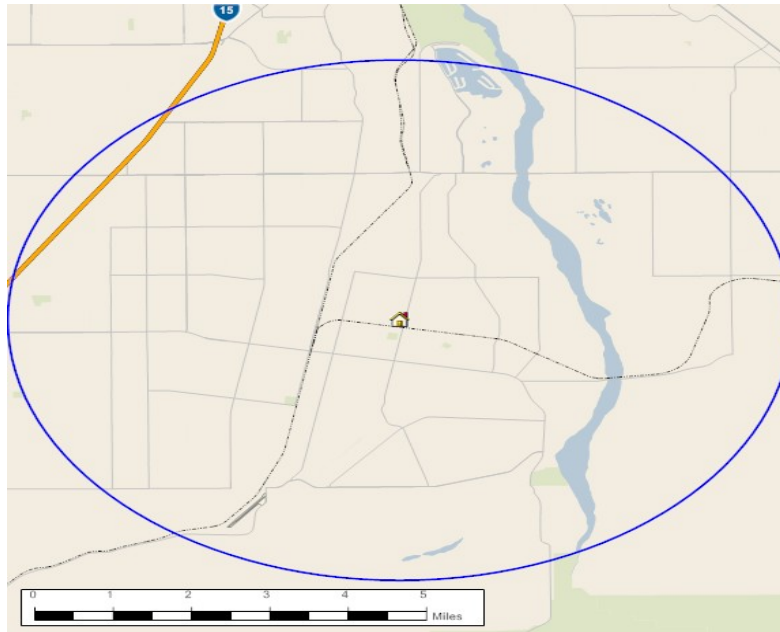


**Prepared for: Desert Springs Church**

Study Area: 5 mile Radius  
Base State CA  
Current Year 2008  
5 Year Projection 2013  
5/29/2009

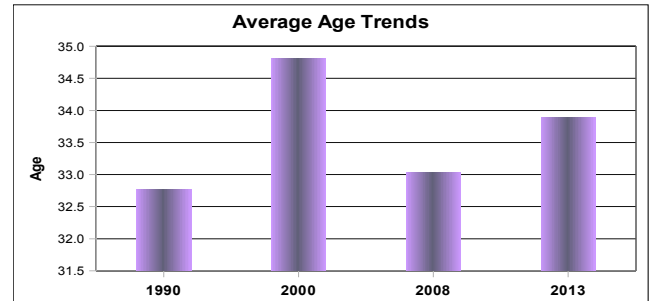
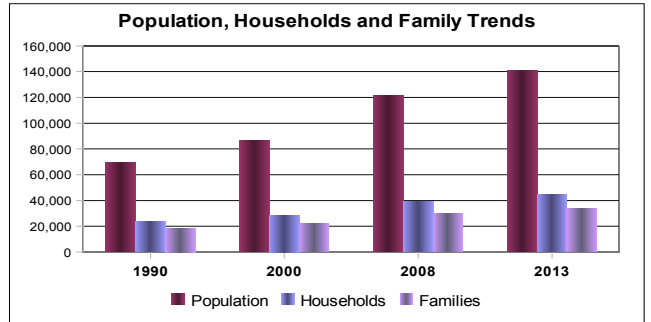
**Study Area**



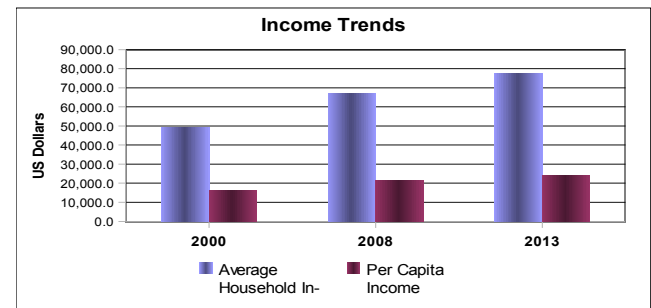
Prepared for: Desert Springs Church

Study Area: 5 mile Radius

| Population/Households/Families | 1990   | 2000   | 2008    | 2013    |
|--------------------------------|--------|--------|---------|---------|
| <b>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>Households</b>              | 23,367 | 28,764 | 38,956  | 44,337  |
| Households Change              |        | 5,397  | 10,192  | 5,381   |
| Percent Change                 |        | 23.1%  | 35.4%   | 13.8%   |
| Average Annual Change          |        | 2.3%   | 4.4%    | 2.8%    |
| <b>Population / Households</b> | 3.0    | 3.0    | 3.1     | 3.2     |
| Population / Households Change |        | 0.02   | 0.11    | 0.06    |
| Percent Change                 |        | 0.79%  | 3.73%   | 1.98%   |
| <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%    |

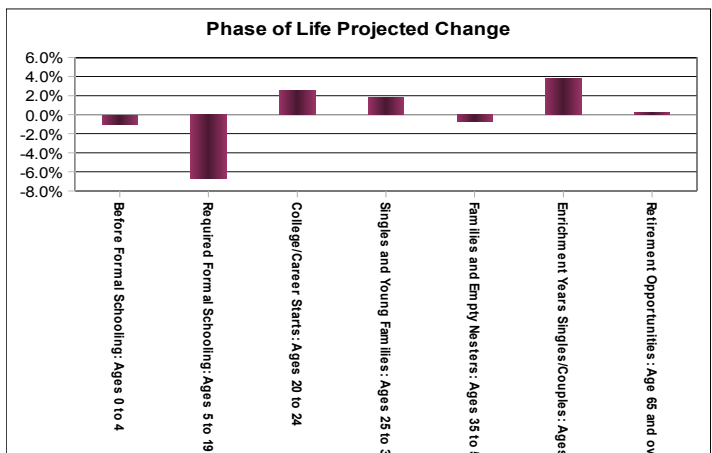
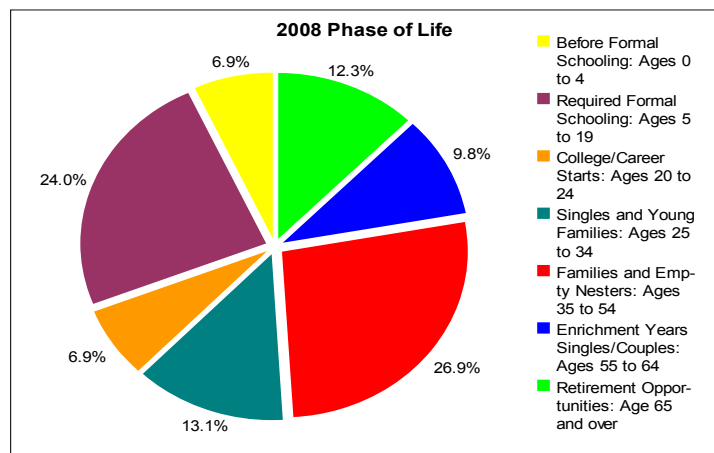


| Age                | 1990 | 2000 | 2008  | 2013 |
|--------------------|------|------|-------|------|
| <b>Average Age</b> | 32.8 | 34.8 | 33.0  | 33.9 |
| Average Age Change |      | 2.04 | -1.77 | 0.85 |
| Percent Change     |      | 6.2% | -5.1% | 2.6% |



| Income                          | 2000     | 2008      | 2013      |
|---------------------------------|----------|-----------|-----------|
| <b>Average Household Income</b> | 49,233.5 | 67,330.5  | 77,749.4  |
| Average Household Income Change |          | 18,096.99 | 10,418.93 |
| Percent Change                  |          | 36.8%     | 15.5%     |
| <b>Per Capita Income</b>        | 16,381.2 | 21,597.8  | 24,456.7  |
| Per Capita Income Change        |          | 5,216.65  | 2,858.90  |
| Percent Change                  |          | 31.8%     | 13.2%     |

| Phase of Life                             | 2000          | 2008        | 2013           | Projected Change | CA             | 2008        |       |                   |               |
|---|---------------|-------------|----------------|------------------|----------------|-------------|-------|-------------------|---------------|
| Before Formal Schooling: Ages 0 to 4      | 6,560         | 7.6%        | 8,383          | 6.9%             | 9,284          | 6.6%        | -1.0% | 2,639,141         | 7.1%          |
| Required Formal Schooling: Ages 5 to 19   | 24,681        | 28.5%       | 29,199         | 24.0%            | 30,758         | 21.8%       | -6.7% | 7,992,372         | 21.4%         |
| College/Career Starts: Ages 20 to 24      | 3,766         | 4.4%        | 8,344          | 6.9%             | 9,764          | 6.9%        | 2.6%  | 2,734,305         | 7.3%          |
| Singles and Young Families: Ages 25 to 34 | 9,799         | 11.3%       | 15,967         | 13.1%            | 18,592         | 13.2%       | 1.9%  | 5,307,349         | 14.2%         |
| Families and Empty Nesters: Ages 35 to 54 | 23,760        | 27.5%       | 32,674         | 26.9%            | 37,648         | 26.7%       | -0.8% | 10,685,966        | 28.7%         |
| Enrichment Years Singles/Couples: Ages 55 | 6,674         | 7.7%        | 11,920         | 9.8%             | 16,241         | 11.5%       | 3.8%  | 3,764,398         | 10.1%         |
| Retirement Opportunities: Age 65 and over | 11,210        | 13.0%       | 14,957         | 12.3%            | 18,665         | 13.2%       | 0.3%  | 4,150,782         | 11.1%         |
| <b>Totals:</b>                            | <b>86,450</b> | <b>100%</b> | <b>121,444</b> | <b>100%</b>      | <b>140,952</b> | <b>100%</b> |       | <b>37,274,313</b> | <b>100.0%</b> |

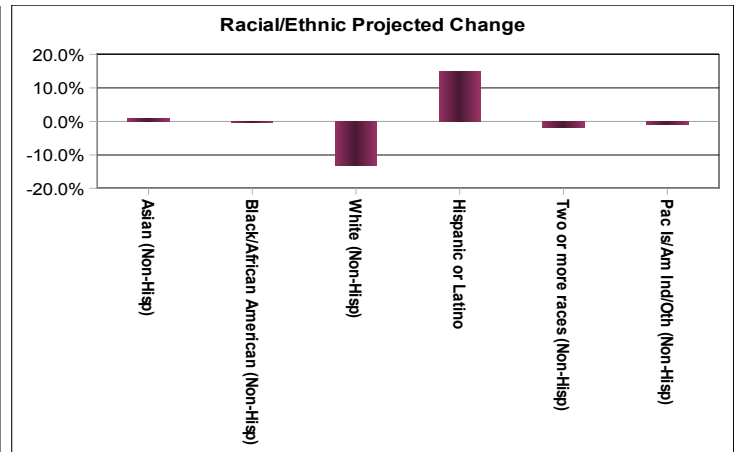
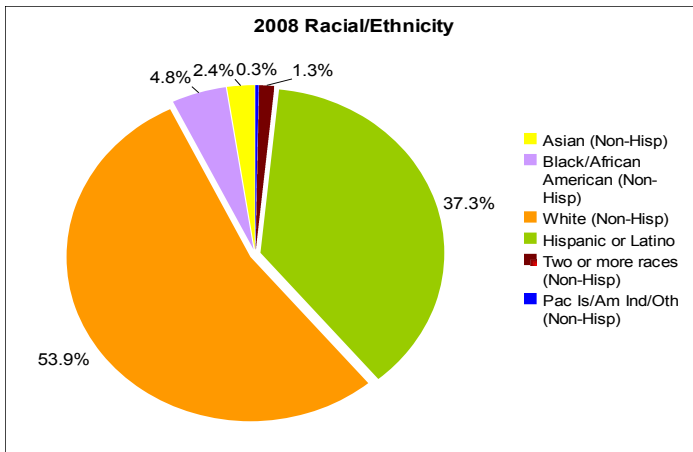


Prepared for: Desert Springs Church

Study Area: 5 mile Radius

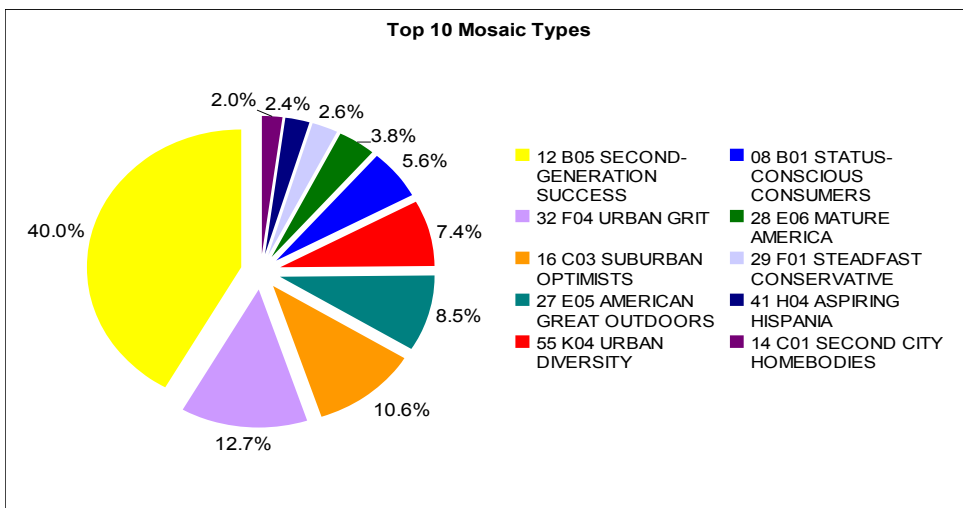
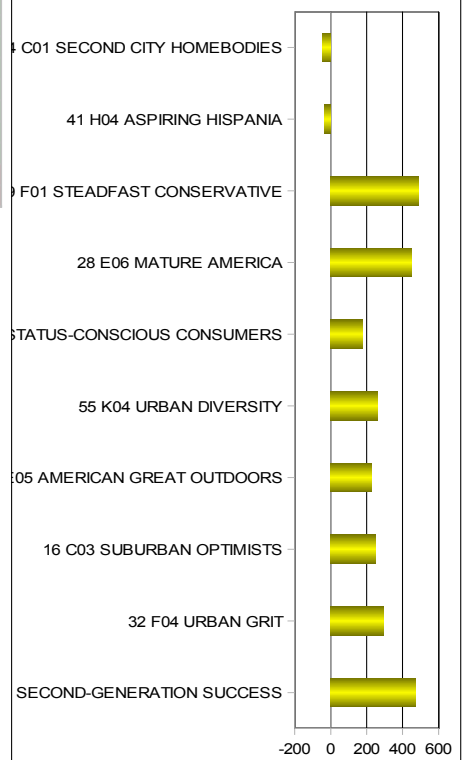
| Racial/Ethnic Trends              | 2000          |               | 2008           |               | 2013           |               | Projected Change |
|-----------------------------------|---------------|---------------|----------------|---------------|----------------|---------------|------------------|
| 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          |
|-------------------|---------------|
| 4,562,471         | 12.2%         |
| 2,071,913         | 5.6%          |
| 15,780,187        | 42.3%         |
| 13,740,168        | 36.9%         |
| 838,759           | 2.3%          |
| 280,815           | 0.8%          |
| <b>37,274,313</b> | <b>100.0%</b> |



| Mosaic                           | 2008 Study Area |       | 2008 CA   |      | Comparative Index |
|----------------------------------|-----------------|-------|-----------|------|-------------------|
| 12 B05 SECOND-GENERATION SUCCESS | 15,567          | 40.0% | 1,036,280 | 8.4% | 477               |
| 32 F04 URBAN GRIT                | 4,940           | 12.7% | 527,085   | 4.3% | 297               |
| 16 C03 SUBURBAN OPTIMISTS        | 4,139           | 10.6% | 518,576   | 4.2% | 253               |
| 27 E05 AMERICAN GREAT OUTDOORS   | 3,328           | 8.5%  | 465,962   | 3.8% | 227               |
| 55 K04 URBAN DIVERSITY           | 2,886           | 7.4%  | 350,585   | 2.8% | 261               |
| 08 B01 STATUS-CONSCIOUS CONSUMER | 2,168           | 5.6%  | 387,468   | 3.1% | 178               |
| 28 E06 MATURE AMERICA            | 1,461           | 3.8%  | 102,077   | 0.8% | 454               |
| 29 F01 STEADFAST CONSERVATIVE    | 1,006           | 2.6%  | 64,964    | 0.5% | 491               |
| 41 H04 ASPIRING HISPANIA         | 940             | 2.4%  | 888,219   | 7.2% | 34                |
| 14 C01 SECOND CITY HOMEBODIES    | 792             | 2.0%  | 561,696   | 4.5% | 45                |

Top 10 Mosaic Types Compared to Base Area



Prepared for: Desert Springs Church

Study Area: 5 mile Radius

**NOTES**

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It is not intended to show all the detail available. Please continue to explore an area using the full array of demographic variables available. Please also explore the 'Thematic Maps' page to geographically display various demographic insights in a comparative manner only possible using a theme map.

**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

- \* **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.