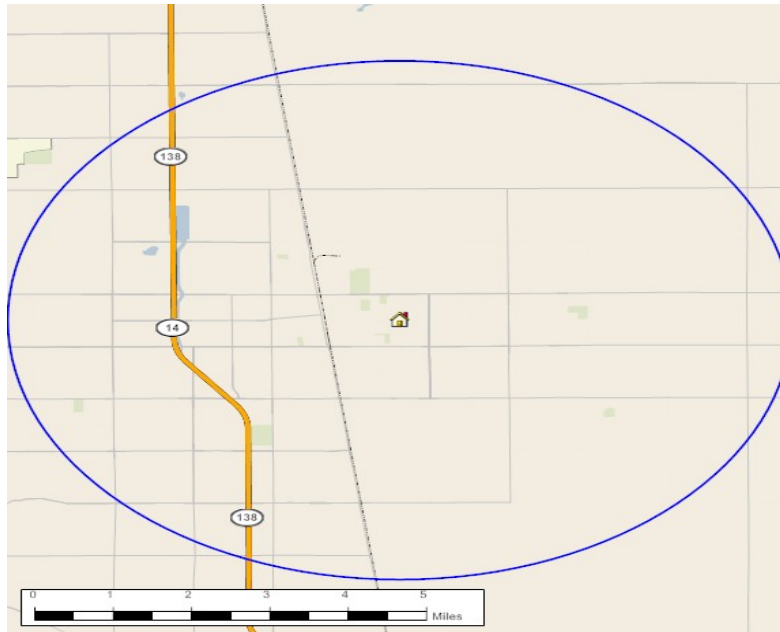


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Study Area: 5 mile Radius
Base State CA
Current Year 2008
5 Year Projection 2013
5/29/2009

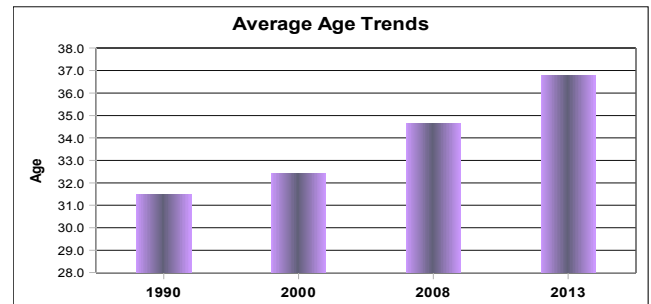
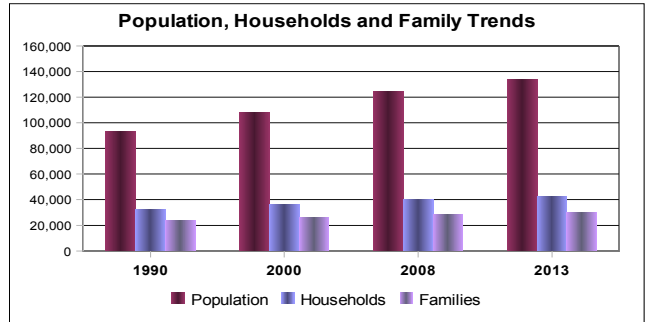
Study Area



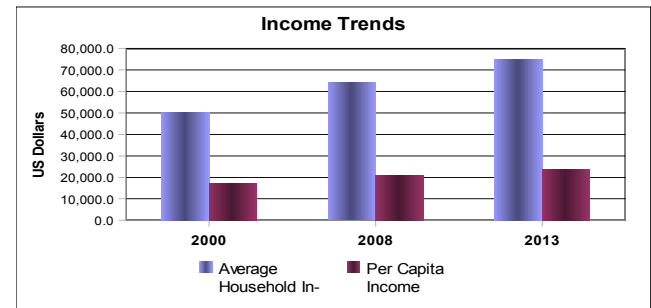
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Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	93,242	107,718	124,281	133,493
Population Change		14,476	16,563	9,212
Percent Change		15.5%	15.4%	7.4%
Average Annual Change		1.6%	1.9%	1.5%
Households	32,226	36,501	40,431	42,477
Households Change		4,275	3,930	2,046
Percent Change		13.3%	10.8%	5.1%
Average Annual Change		1.3%	1.3%	1.0%
Population / Households	2.9	3.0	3.1	3.1
Population / Households Change		0.06	0.12	0.07
Percent Change		1.99%	4.16%	2.24%
Families	23,486	26,157	28,699	29,901
Families Change		2,671	2,542	1,202
Percent Change		11.4%	9.7%	4.2%
Average Annual Change		1.1%	1.2%	0.8%

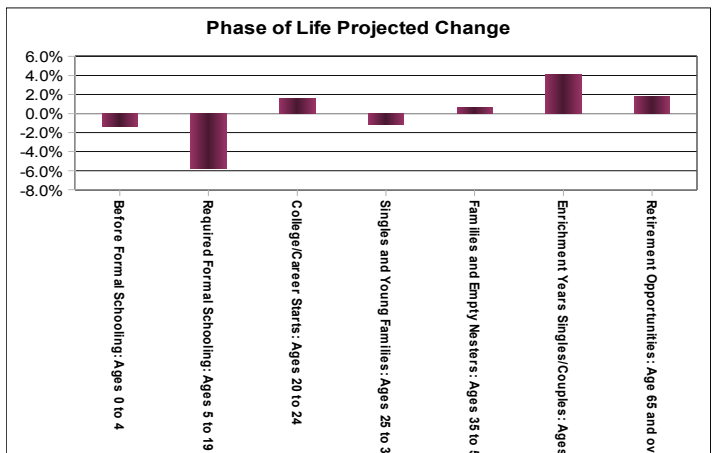
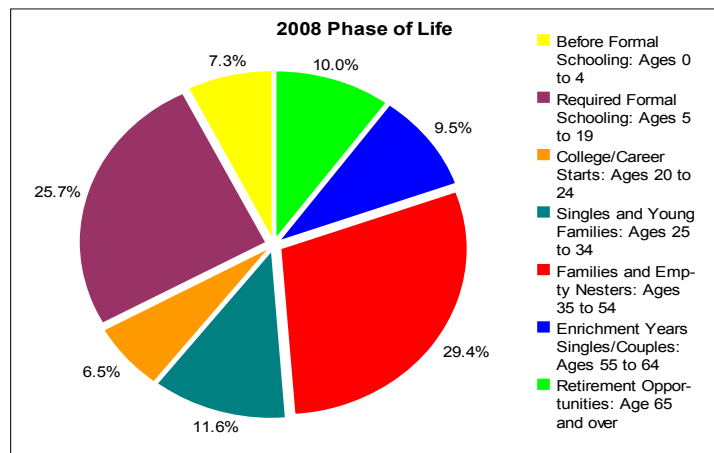


Age	1990	2000	2008	2013
Average Age	31.5	32.4	34.7	36.8
Average Age Change		0.98	2.22	2.11
Percent Change		3.1%	6.8%	6.1%



Income	2000	2008	2013
Average Household Income	50,582.4	64,162.8	74,778.4
Average Household Income Change		13,580.35	10,615.61
Percent Change		26.8%	16.5%
Per Capita Income	17,140.2	20,873.4	23,794.2
Per Capita Income Change		3,733.18	2,920.83
Percent Change		21.8%	14.0%

Phase of Life	2000	2008	2013	Projected Change	CA	2008			
Before Formal Schooling: Ages 0 to 4	9,051	8.4%	9,115	7.3%	9,430	7.1%	-1.3%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	31,870	29.6%	31,978	25.7%	31,769	23.8%	-5.8%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	5,337	5.0%	8,069	6.5%	8,794	6.6%	1.6%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	13,757	12.8%	14,454	11.6%	15,519	11.6%	-1.1%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	30,251	28.1%	36,504	29.4%	38,429	28.8%	0.7%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	7,497	7.0%	11,765	9.5%	14,757	11.1%	4.1%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	9,955	9.2%	12,395	10.0%	14,796	11.1%	1.8%	4,150,782	11.1%
Totals:	107,718	100%	124,280	100%	133,494	100%		37,274,313	100.0%

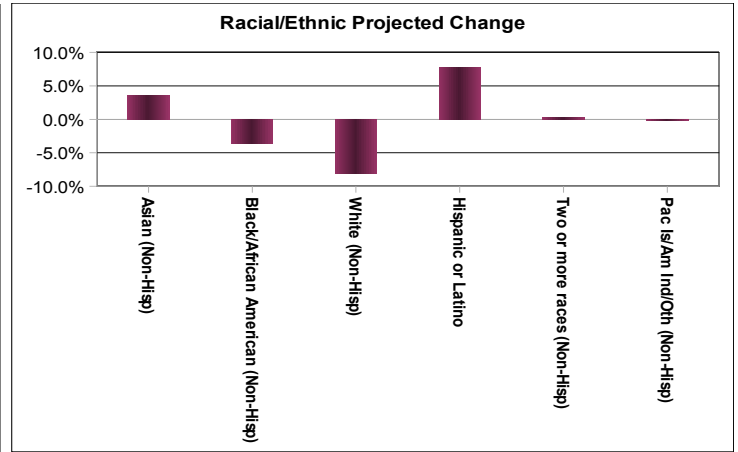
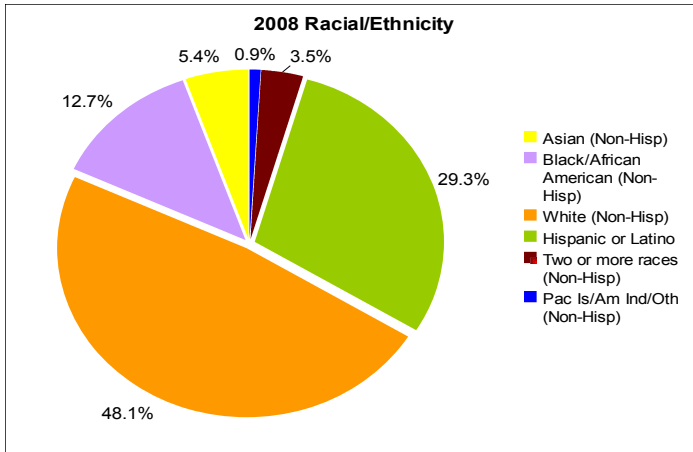


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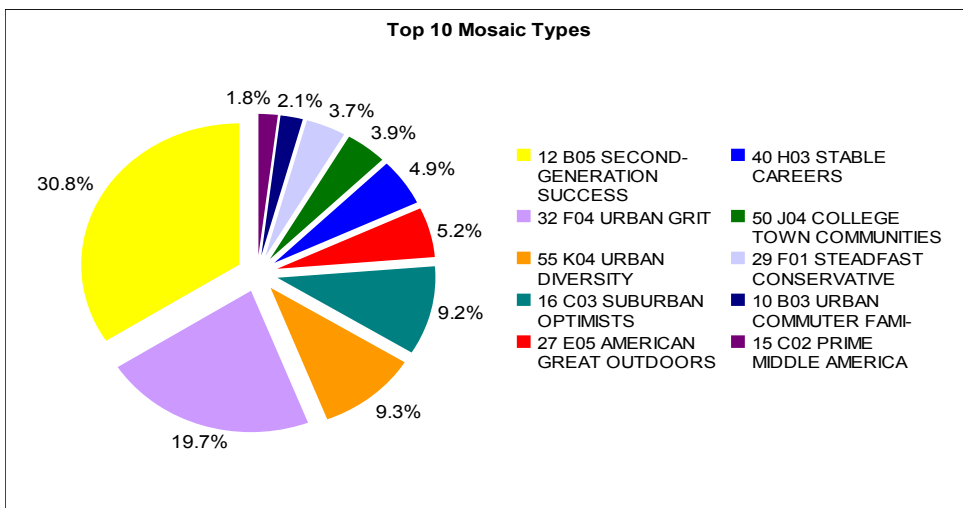
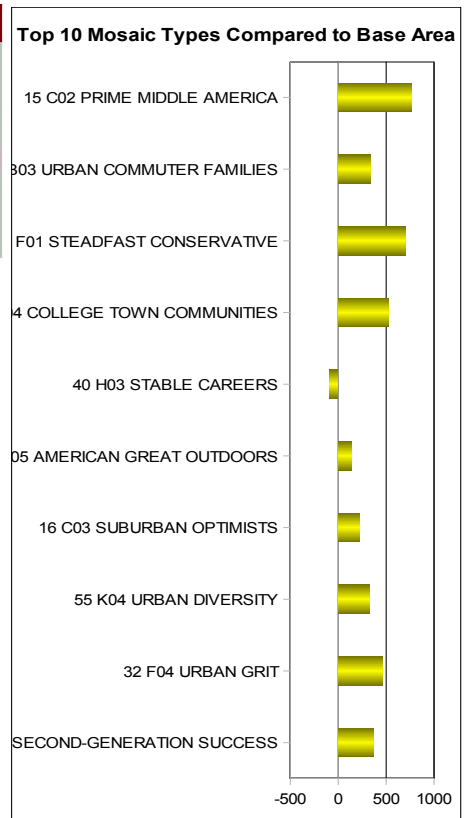
Study Area: 5 mile Radius

Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	3,810	3.5%	6,680	5.4%	9,590	7.2%	3.6%
Black/African American (Non-Hisp)	15,989	14.8%	15,814	12.7%	15,055	11.3%	-3.6%
White (Non-Hisp)	57,375	53.3%	59,838	48.1%	60,246	45.1%	-8.1%
Hispanic or Latino	26,234	24.4%	36,374	29.3%	43,005	32.2%	7.9%
Two or more races (Non-Hisp)	3,285	3.0%	4,411	3.5%	4,586	3.4%	0.4%
Pac Is/Am Ind/Oth (Non-Hisp)	1,025	1.0%	1,164	0.9%	1,011	0.8%	-0.2%
Totals:	107,718	100.0%	124,281	100.0%	133,493	100.0%	

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%
37,274,313	100.0%



Mosaic	2008 Study Area		2008 CA		Comparative Index
12 B05 SECOND-GENERATION SUCCESS	12,469	30.8%	1,036,280	8.4%	368
32 F04 URBAN GRIT	7,983	19.7%	527,085	4.3%	463
55 K04 URBAN DIVERSITY	3,758	9.3%	350,585	2.8%	328
16 C03 SUBURBAN OPTIMISTS	3,728	9.2%	518,576	4.2%	220
27 E05 AMERICAN GREAT OUTDOORS	2,095	5.2%	465,962	3.8%	137
40 H03 STABLE CAREERS	1,969	4.9%	683,982	5.5%	88
50 J04 COLLEGE TOWN COMMUNITIES	1,557	3.9%	90,181	0.7%	528
29 F01 STEADFAST CONSERVATIVE	1,495	3.7%	64,964	0.5%	703
10 B03 URBAN COMMUTER FAMILIES	845	2.1%	75,556	0.6%	342
15 C02 PRIME MIDDLE AMERICA	710	1.8%	28,188	0.2%	770



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Study Area: 5 mile Radius

NOTES

The QuickInsight 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.