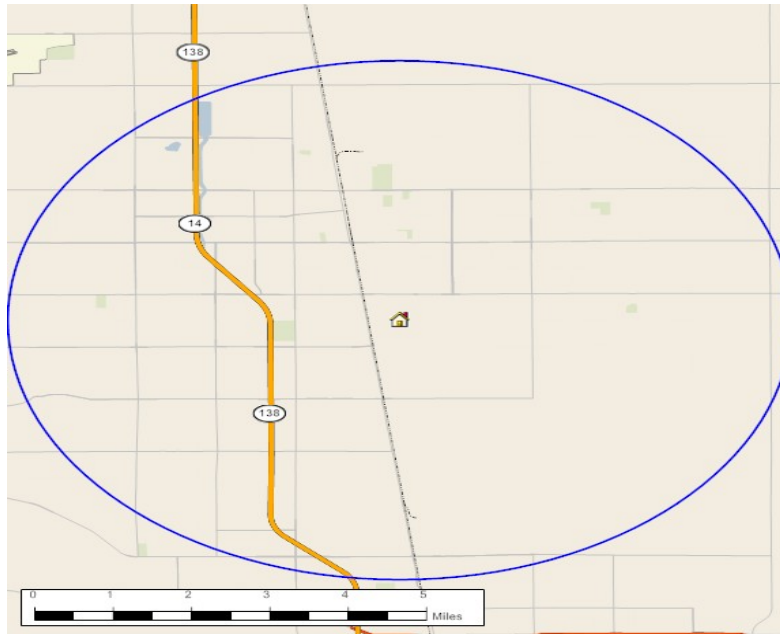


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Study Area: 5 mile Radius
Base State CA
Current Year 2008
5 Year Projection 2013
5/29/2009

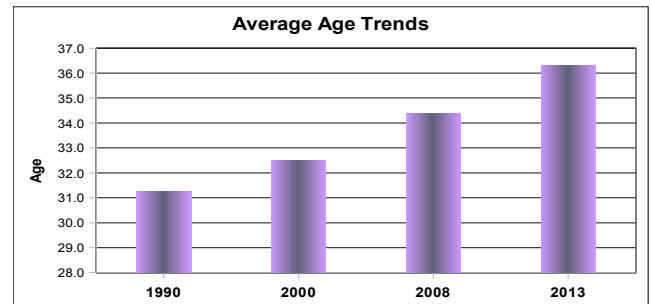
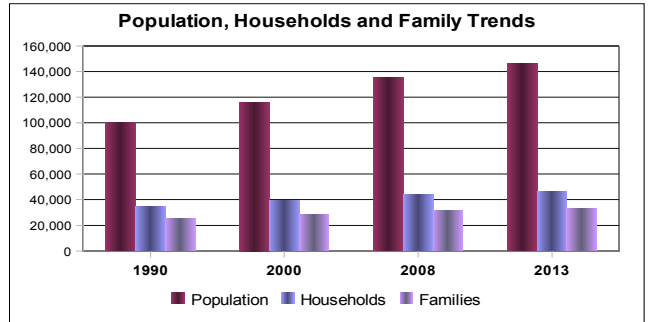
Study Area



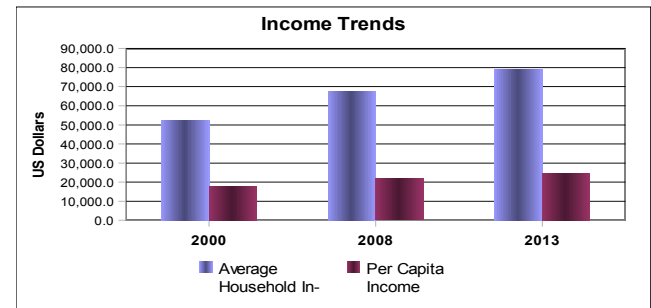
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Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	100,369	116,124	135,608	146,467
Population Change		15,755	19,484	10,859
Percent Change		15.7%	16.8%	8.0%
Average Annual Change		1.6%	2.1%	1.6%
Households	34,480	39,185	43,889	46,345
Households Change		4,705	4,704	2,456
Percent Change		13.6%	12.0%	5.6%
Average Annual Change		1.4%	1.5%	1.1%
Population / Households	2.9	3.0	3.1	3.2
Population / Households Change		0.05	0.13	0.07
Percent Change		1.81%	4.26%	2.28%
Families	25,404	28,340	31,494	33,006
Families Change		2,936	3,154	1,512
Percent Change		11.6%	11.1%	4.8%
Average Annual Change		1.2%	1.4%	1.0%

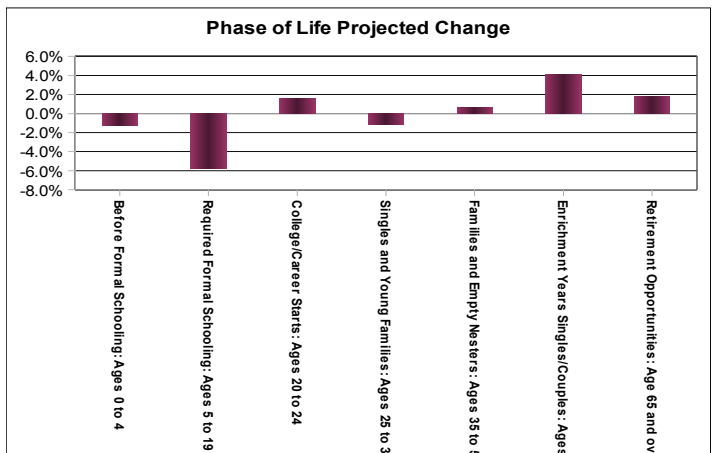
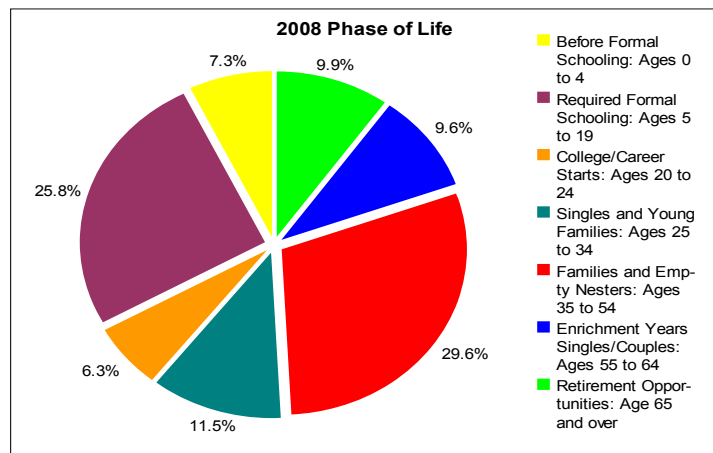


Age	1990	2000	2008	2013
Average Age	31.3	32.5	34.4	36.3
Average Age Change		1.24	1.87	1.94
Percent Change		4.0%	5.7%	5.6%



Income	2000	2008	2013
Average Household Income	52,425.1	67,483.1	79,040.2
Average Household Income Change		15,057.95	11,557.08
Percent Change		28.7%	17.1%
Per Capita Income	17,690.4	21,840.6	25,009.8
Per Capita Income Change		4,150.25	3,169.21
Percent Change		23.5%	14.5%

Phase of Life	2000	2008	2013	Projected Change	CA	2008		
Before Formal Schooling: Ages 0 to 4	9,653	8.3%	9,842	7.3%	10,241	7.0%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	34,399	29.6%	34,946	25.8%	34,900	23.8%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	5,609	4.8%	8,606	6.3%	9,439	6.4%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	14,609	12.6%	15,541	11.5%	16,780	11.5%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	32,960	28.4%	40,195	29.6%	42,535	29.0%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	8,241	7.1%	13,046	9.6%	16,430	11.2%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	10,653	9.2%	13,433	9.9%	16,143	11.0%	4,150,782	11.1%
Totals:	116,124	100%	135,609	100%	146,468	100%	37,274,313	100.0%

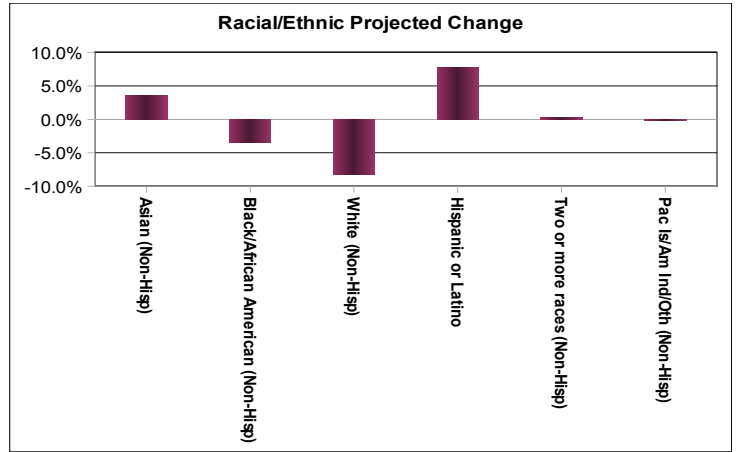
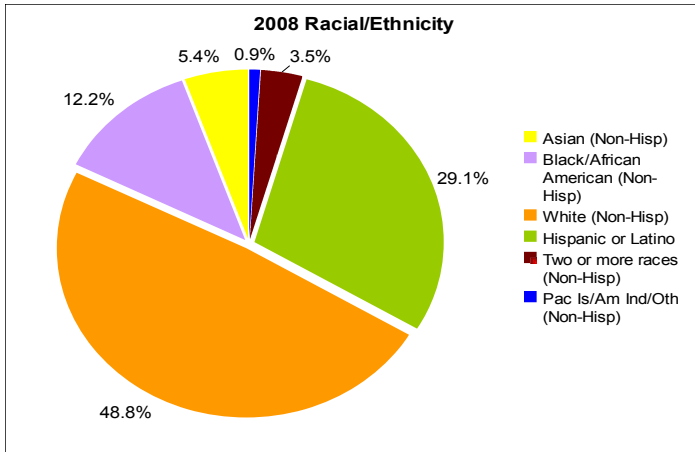


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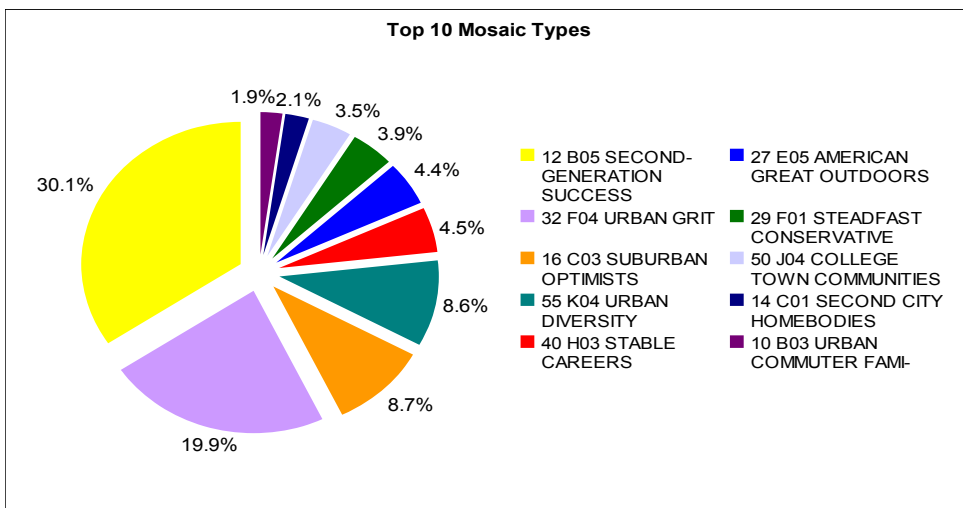
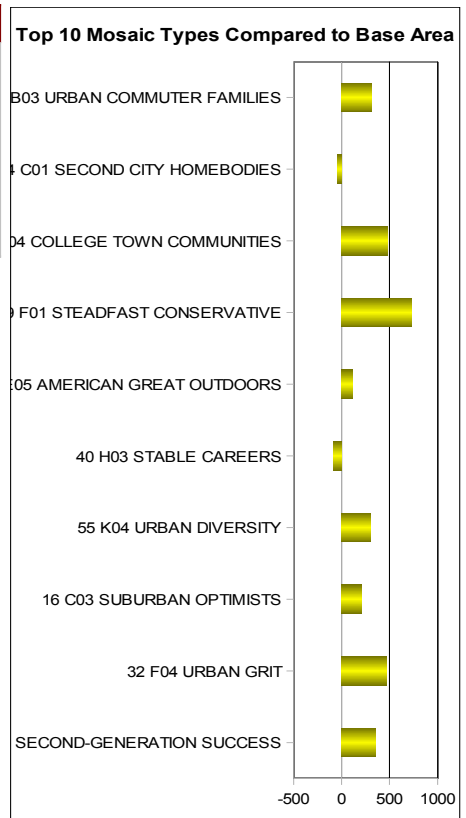
Study Area: 5 mile Radius

Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	4,123	3.6%	7,342	5.4%	10,607	7.2%	3.7%
Black/African American (Non-Hisp)	16,572	14.3%	16,552	12.2%	15,875	10.8%	-3.4%
White (Non-Hisp)	62,647	53.9%	66,216	48.8%	67,001	45.7%	-8.2%
Hispanic or Latino	28,157	24.2%	39,459	29.1%	46,904	32.0%	7.8%
Two or more races (Non-Hisp)	3,517	3.0%	4,778	3.5%	4,997	3.4%	0.4%
Pac Is/Am Ind/Oth (Non-Hisp)	1,108	1.0%	1,260	0.9%	1,084	0.7%	-0.2%
Totals:	116,124	100.0%	135,607	100.0%	146,468	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	13,221	30.1%	1,036,280	8.4%	359
32 F04 URBAN GRIT	8,750	19.9%	527,085	4.3%	467
16 C03 SUBURBAN OPTIMISTS	3,822	8.7%	518,576	4.2%	208
55 K04 URBAN DIVERSITY	3,758	8.6%	350,585	2.8%	302
40 H03 STABLE CAREERS	1,969	4.5%	683,982	5.5%	81
27 E05 AMERICAN GREAT OUTDOORS	1,918	4.4%	465,962	3.8%	116
29 F01 STEADFAST CONSERVATIVE	1,703	3.9%	64,964	0.5%	738
50 J04 COLLEGE TOWN COMMUNITIES	1,557	3.5%	90,181	0.7%	486
14 C01 SECOND CITY HOMEBODIES	932	2.1%	561,696	4.5%	47
10 B03 URBAN COMMUTER FAMILIES	845	1.9%	75,556	0.6%	315



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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.