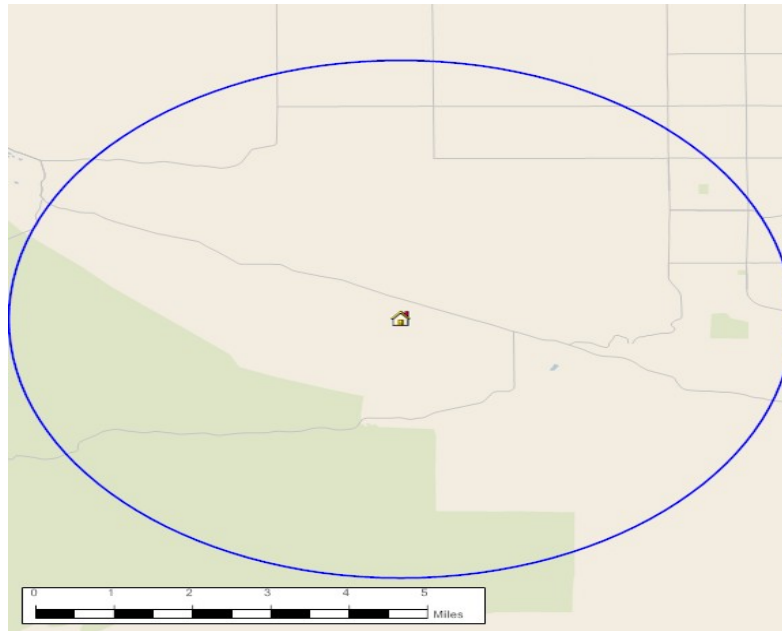


Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013
5/29/2009

Study Area



Contents

[People](#)

[Families](#)

[Housing](#)

[Households](#)

[Diversity](#)

[Work](#)

[Notes and Aids](#)

[MI User Guide](#)

[MI Demographic Reference Guide](#)

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PEOPLE

Population Trends	1990	2000	2008	2013
Study Area Population	13,034	19,894	26,457	29,747
Population Change		6,860	6,563	3,290
Percent Change		52.6%	33.0%	12.4%
Average Annual Change		5.3%	4.1%	2.5%
State Population	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%
Study Area as a % of Total State Pop	0.04%	0.06%	0.07%	0.08%

Analysis:

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

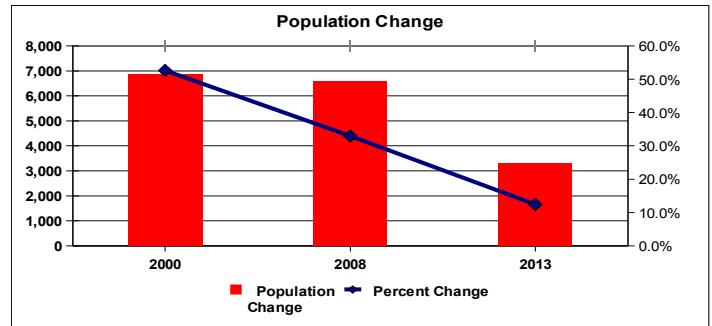
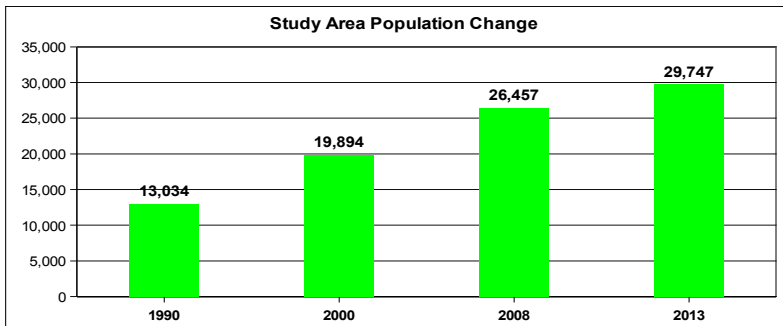
Definition Aids:

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	10,108	50.8%	13,405	50.7%	15,051	50.6%	-0.2%
Male	9,786	49.2%	13,052	49.3%	14,696	49.4%	0.2%
Totals:	19,894	100.0%	26,457	100.0%	29,747	100.0%	

CA	2008	Comp Index
18,622,776	50.0%	101
18,651,537	50.0%	99
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.

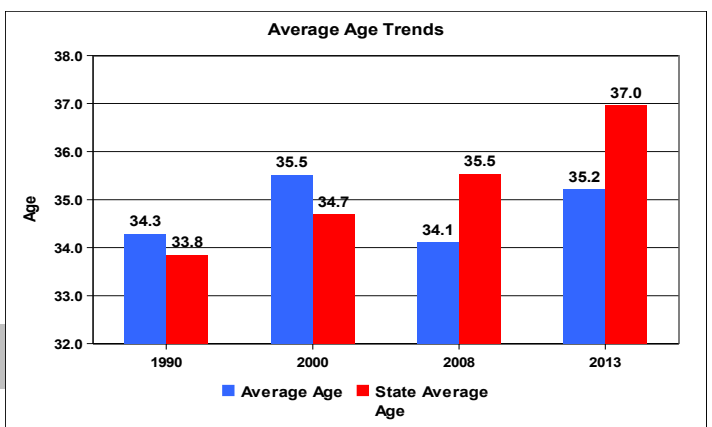
2. Comparative Index: What is a Comparative Index? This index allows the user to compare the study area to a base area. The base area used is the primary state in which the study has been done. Interpretation is simple. Assume the base area is the "average." If the index is less than 100, then the particular 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
Average Age	34.3	35.5	34.1	35.2
Average Age Change		1.2	-1.4	1.1
Percent Change		3.6%	-4.0%	3.2%
Median Age		36	38	39
State Average Age	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%
Average Age Comparative Index	101	102	96	95

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.



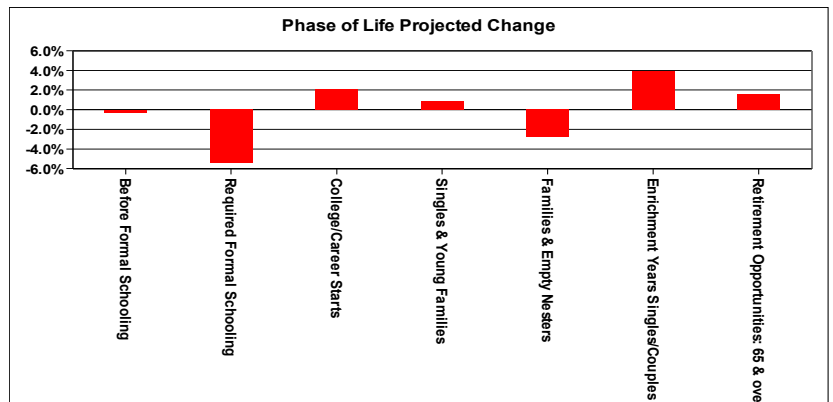
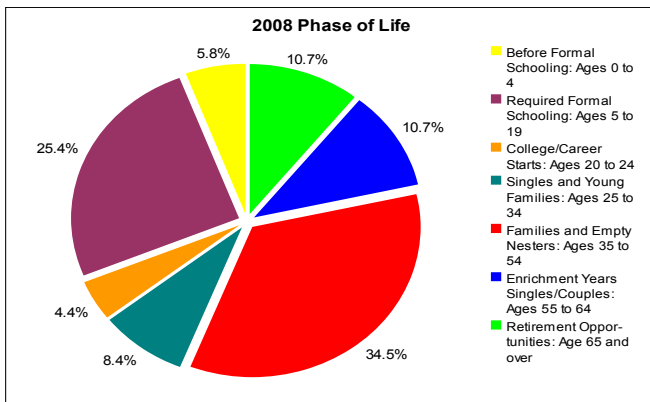
Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
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Phase of Life Trends	2000		2008		2013		Proj. Change
Before Formal Schooling: Ages 0 to 4	1,202	6.0%	1,528	5.8%	1,714	5.8%	-0.3%
Required Formal Schooling: Ages 5 to 19	5,772	29.0%	6,731	25.4%	7,016	23.6%	-5.4%
College/Career Starts: Ages 20 to 24	510	2.6%	1,152	4.4%	1,388	4.7%	2.1%
Singles and Young Families: Ages 25 to 34	1,588	8.0%	2,229	8.4%	2,621	8.8%	0.8%
Families and Empty Nesters: Ages 35 to 54	7,137	35.9%	9,132	34.5%	9,850	33.1%	-2.8%
Enrichment Years Singles/Couples: Ages 55 to 64	1,661	8.3%	2,842	10.7%	3,647	12.3%	3.9%
Retirement Opportunities: Age 65 and over	2,024	10.2%	2,843	10.7%	3,510	11.8%	1.6%
Totals:	19,894	100%	26,457	100%	29,746	100%	

CA	2008	Comp Index
2,639,141	7.1%	82
7,992,372	21.4%	119
2,734,305	7.3%	59
5,307,349	14.2%	59
10,685,966	28.7%	120
3,764,398	10.1%	106
4,150,782	11.1%	96
37,274,313	100.0%	100

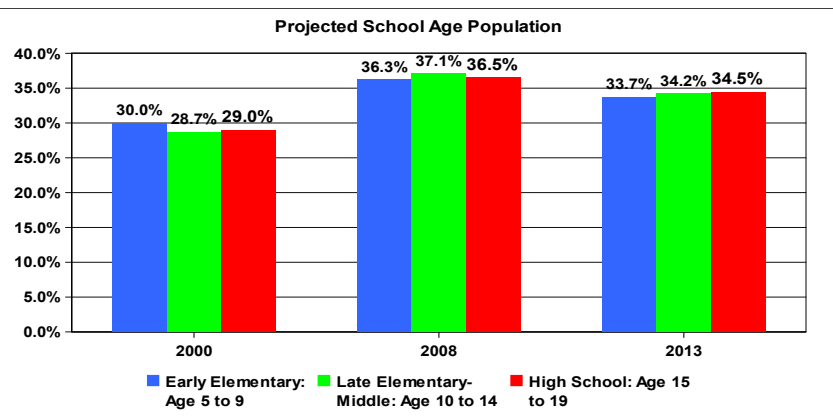
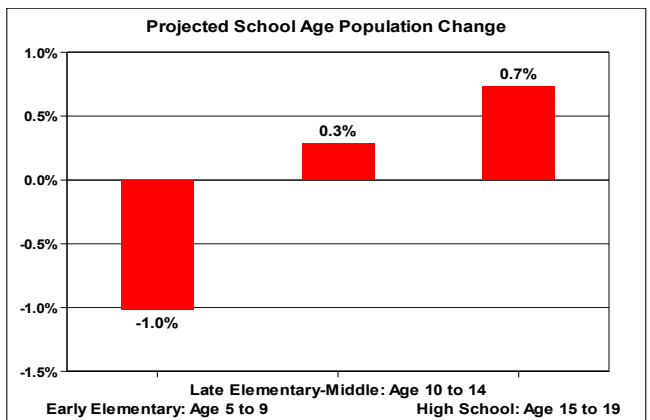
Analysis:

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	1,732	30.0%	1,932	28.7%	2,034	29.0%	-1.0%
Late Elementary-Middle: Age 10 to 14	2,093	36.3%	2,496	37.1%	2,564	36.5%	0.3%
High School: Age 15 to 19	1,947	33.7%	2,303	34.2%	2,418	34.5%	0.7%
Totals:	5,772	100.0%	6,731	100.0%	7,016	100.0%	

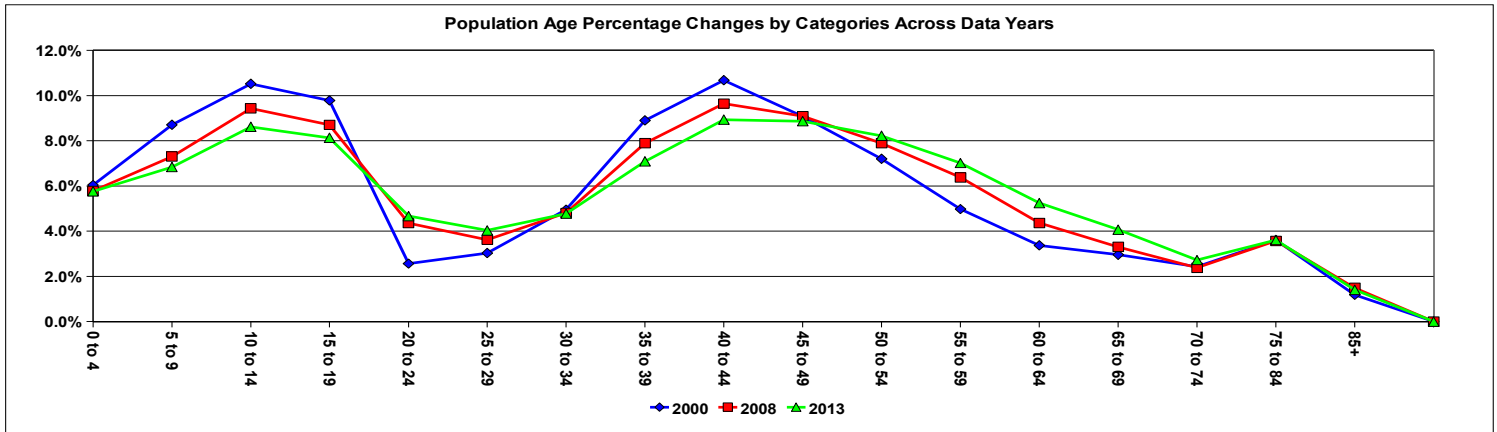
CA	2008	Comp Index
2,597,525	32.5%	88
2,649,169	33.1%	112
2,745,678	34.4%	100
7,992,372	100.0%	100



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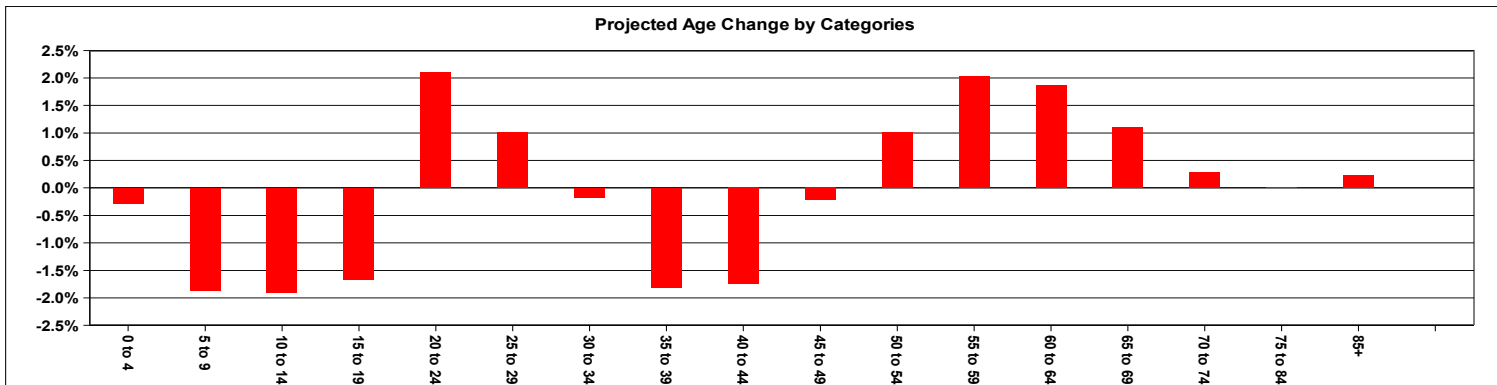
Population Trends: By Age	2000		2008		2013		Proj. Change
0 to 4	1,202	6.0%	1,528	5.8%	1,714	5.8%	-0.3%
5 to 9	1,732	8.7%	1,932	7.3%	2,034	6.8%	-1.9%
10 to 14	2,093	10.5%	2,496	9.4%	2,564	8.6%	-1.9%
15 to 19	1,947	9.8%	2,303	8.7%	2,418	8.1%	-1.7%
20 to 24	510	2.6%	1,152	4.4%	1,388	4.7%	2.1%
25 to 29	603	3.0%	957	3.6%	1,200	4.0%	1.0%
30 to 34	985	5.0%	1,271	4.8%	1,420	4.8%	-0.2%
35 to 39	1,771	8.9%	2,088	7.9%	2,108	7.1%	-1.8%
40 to 44	2,125	10.7%	2,552	9.6%	2,658	8.9%	-1.7%
45 to 49	1,807	9.1%	2,405	9.1%	2,638	8.9%	-0.2%
50 to 54	1,433	7.2%	2,088	7.9%	2,446	8.2%	1.0%
55 to 59	990	5.0%	1,688	6.4%	2,087	7.0%	2.0%
60 to 64	671	3.4%	1,154	4.4%	1,561	5.2%	1.9%
65 to 69	588	3.0%	874	3.3%	1,210	4.1%	1.1%
70 to 74	484	2.4%	630	2.4%	810	2.7%	0.3%
75 to 84	718	3.6%	945	3.6%	1,073	3.6%	0.0%
85+	235	1.2%	394	1.5%	418	1.4%	0.2%
Totals:	19,894	100.0%	26,457	100.0%	29,747	100.0%	

CA	2008	Comp Index
2,639,141	7.1%	82
2,597,525	7.0%	105
2,649,169	7.1%	133
2,745,678	7.4%	118
2,734,305	7.3%	59
2,675,649	7.2%	50
2,631,700	7.1%	68
2,713,550	7.3%	108
2,777,249	7.5%	129
2,719,566	7.3%	125
2,475,601	6.6%	119
2,119,671	5.7%	112
1,644,727	4.4%	99
1,213,953	3.3%	101
946,332	2.5%	94
1,390,255	3.7%	96
600,242	1.6%	92
37,274,313	100%	100



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.

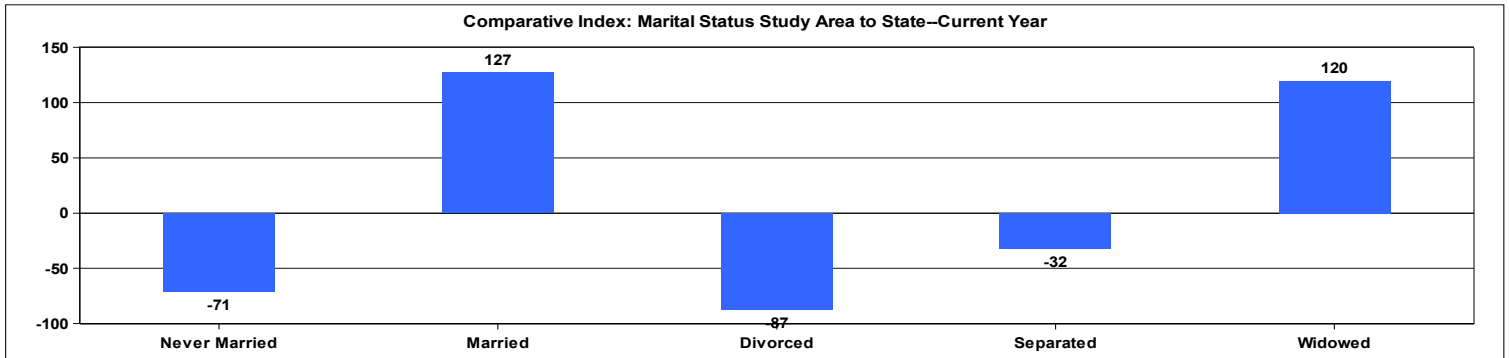
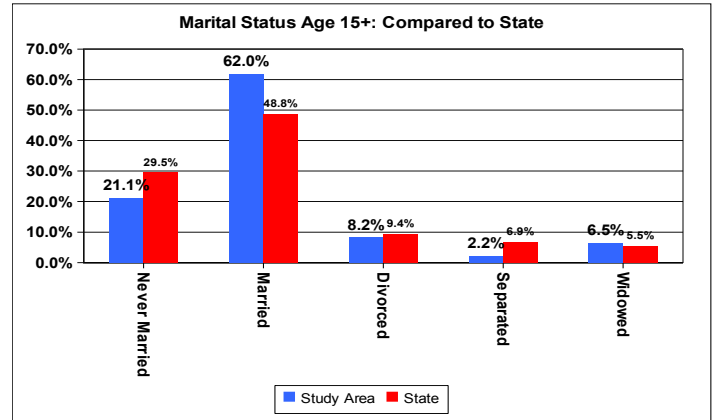
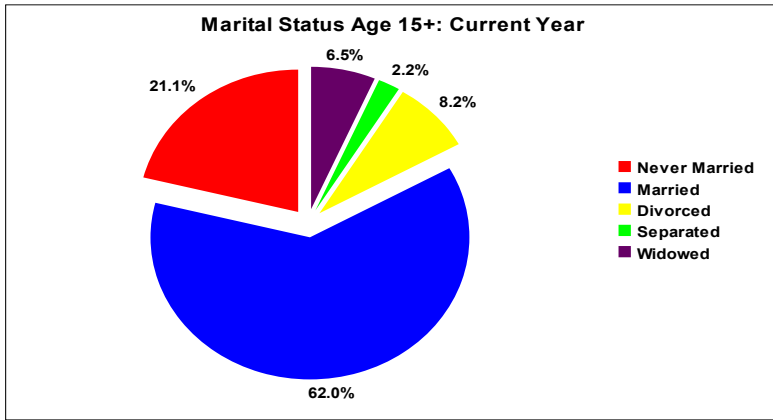
Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

People by Marital Status

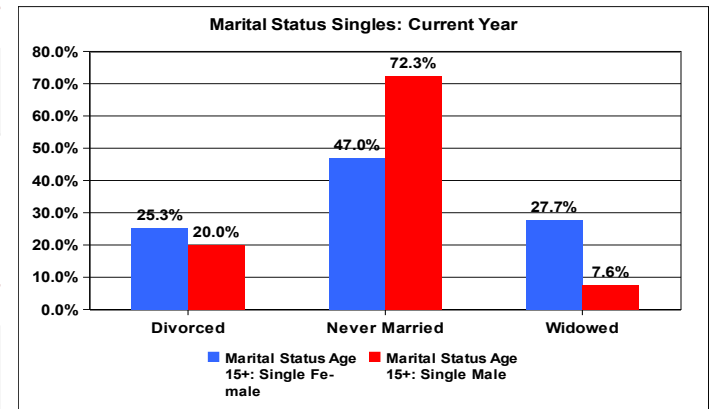
Marital Status Age 15+	2000		2008	
Never Married	3,063	20.6%	4,333	21.1%
Married	9,364	63.0%	12,722	62.0%
Divorced	1,122	7.5%	1,679	8.2%
Separated	358	2.4%	457	2.2%
Widowed	961	6.5%	1,343	6.5%
Totals:	14,868	100.0%	20,534	100.0%

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

CA	2008	Comp Index
8,677,018	29.5%	71
14,319,521	48.8%	127
2,748,669	9.4%	87
2,022,610	6.9%	32
1,605,121	5.5%	120
29,372,939	100.0%	100



Marital Status Age 15+: Single Female	2000		2008	
Divorced	660	23.5%	986	25.3%
Never Married	1,367	48.8%	1,833	47.0%
Widowed	777	27.7%	1,080	27.7%
Totals:	2,804	100.0%	3,899	100.0%



Marital Status Age 15+: Single Male	2000		2008	
Divorced	462	19.7%	693	20.0%
Never Married	1,696	72.4%	2,501	72.3%
Widowed	184	7.9%	264	7.6%
Totals:	2,342	100.0%	3,458	100.0%

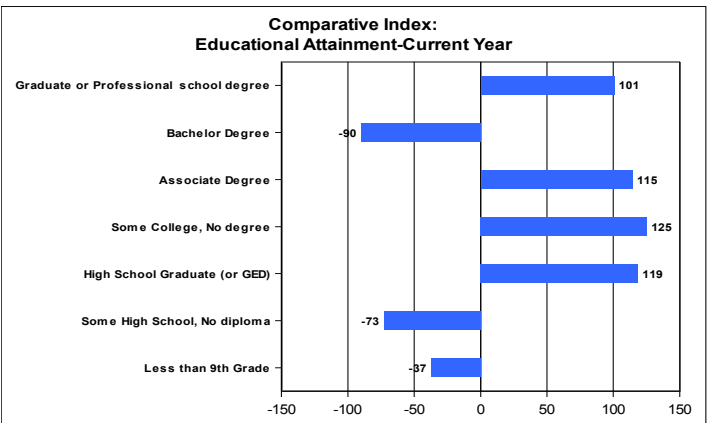
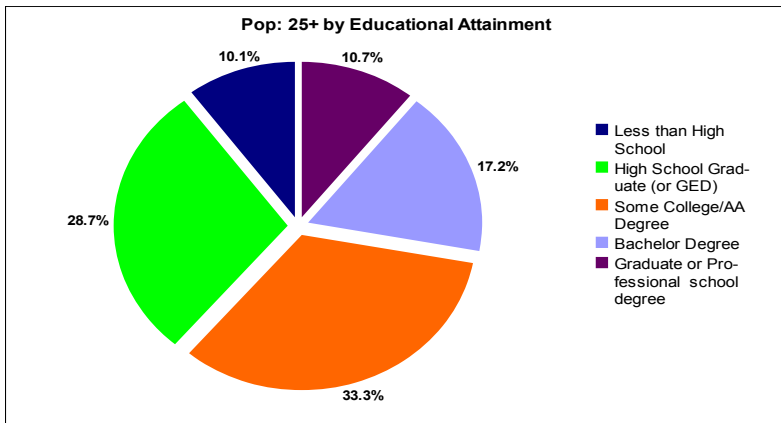
Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

People by Education Level

Pop: 25+ by Educational Attainment	2000		2008	
Less than 9th Grade	248	1.6%	660	3.9%
Some High School, No diploma	4,047	26.2%	1,068	6.3%
High School Graduate (or GED)	2,959	19.2%	4,886	28.7%
Some College, No degree	3,995	25.9%	4,154	24.4%
Associate Degree	1,144	7.4%	1,522	8.9%
Bachelor Degree	1,764	11.4%	2,932	17.2%
Graduate or Professional school degree	1,262	8.2%	1,825	10.7%
Totals:	15,419	100.0%	17,047	100.0%

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

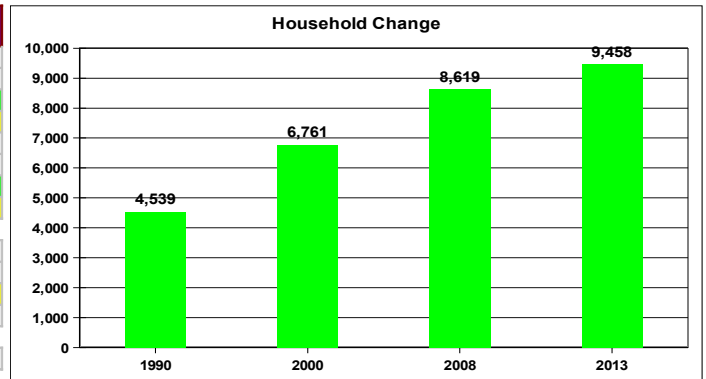
CA	2008	Comp Index
2,478,313	10.4%	37
2,050,552	8.6%	73
5,773,092	24.1%	119
4,645,100	19.4%	125
1,863,096	7.8%	115
4,565,703	19.1%	90
2,532,639	10.6%	101
23,908,495	100.0%	100



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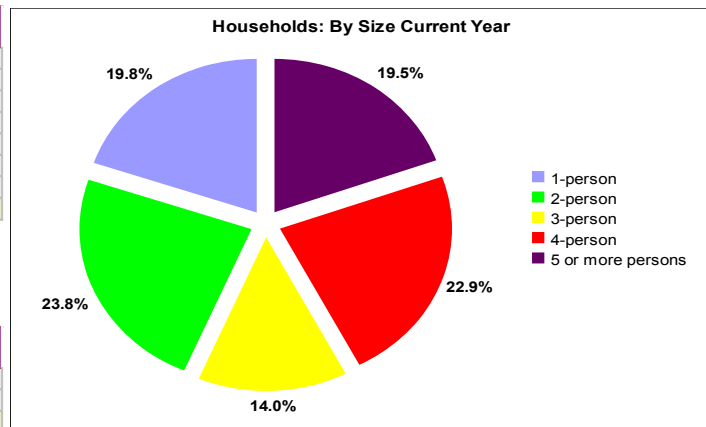
HOUSEHOLDS

Household Trends	1990	2000	2008	2013
Households	4,539	6,761	8,619	9,458
Households Change		2,222	1,858	839
Percent Change		49%	27%	10%
Average Annual Change		4.9%	3.4%	1.9%
Population / Households	2.87	2.94	3.07	3.15
Population / Households Change		0.07	0.13	0.08
Percent Change		2.5%	4.3%	2.5%
State Households	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%
Study Area as a % of All State HH	0.04%	0.06%	0.07%	0.07%



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.

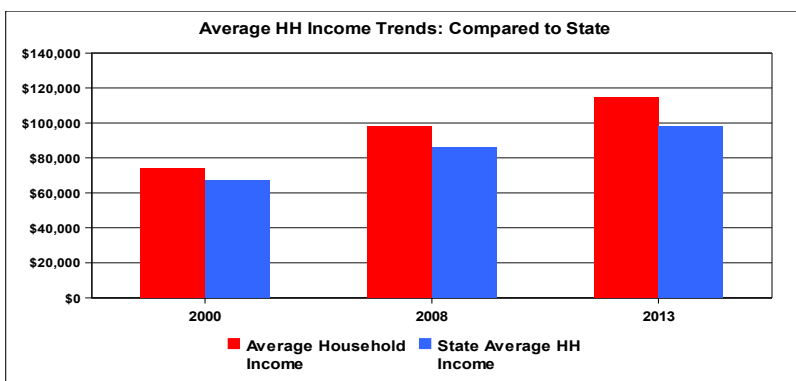
Households: By Size	2000		2008	
1-person	1,277	18.9%	1,704	19.8%
2-person	1,958	29.0%	2,054	23.8%
3-person	1,136	16.8%	1,211	14.0%
4-person	1,339	19.8%	1,971	22.9%
5-person	679	10.0%	1,019	11.8%
6-person	263	3.9%	429	5.0%
7-or-more persons	108	1.6%	232	2.7%
Totals:	6,760	100.0%	8,620	100.0%



Households: One Person by Gender	2000		2008	
Female Householder	752	58.9%	997	58.5%
Male Householder	525	41.1%	707	41.5%
Totals:	1,277	100.0%	1,704	100.0%

Household Income

Income Trends: Average	2000	2008	2013
Average Household Income	\$73,966	\$98,288	\$114,938
Average Household Income Change		\$24,321	\$16,651
Percent Change		32.9%	16.9%
State Average HH Income	\$66,877	\$85,793	\$98,089
Average Household Income Change		\$18,916	\$12,297
Percent Change		28.3%	14.3%
Ave. HH Income Comparative Index	111	115	117
Median Income	\$66,551	\$84,338	\$94,590
Per Capita Income	\$25,138	\$32,020	\$36,544
Per Capita Income Change		\$6,882	\$4,525
Percent Change		27.4%	14.1%

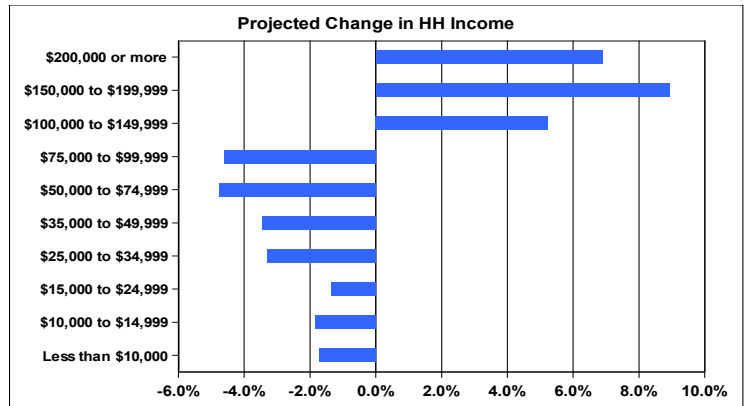
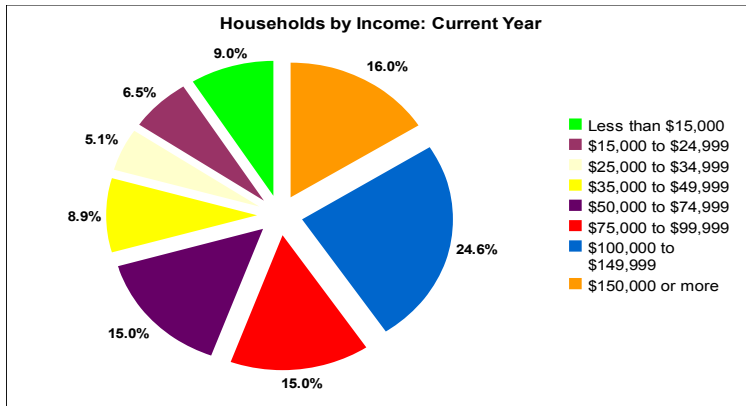


Analysis:
The average household income is projected to grow significantly over the next five years.
The average household income is somewhat above the state average.
The per capita income is projected to grow significantly over the next five years.

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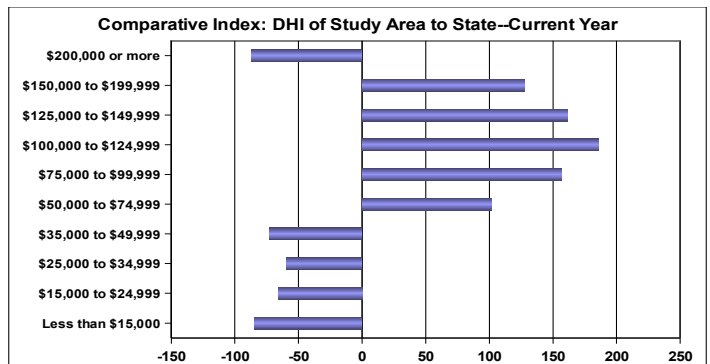
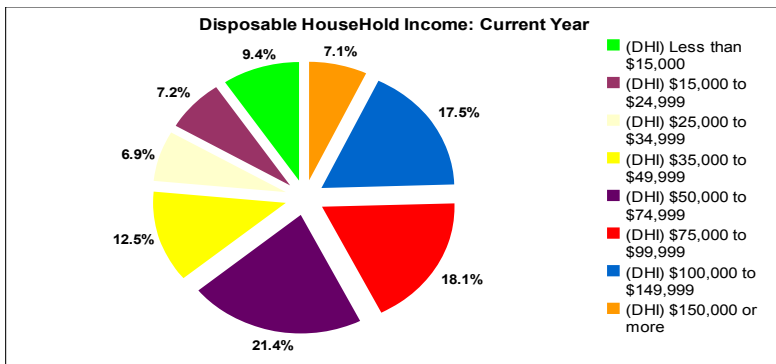
Households: Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	479	7.1%	510	5.9%	508	5.4%	-1.7%
\$10,000 to \$14,999	310	4.6%	263	3.1%	259	2.7%	-1.8%
\$15,000 to \$24,999	479	7.1%	562	6.5%	541	5.7%	-1.4%
\$25,000 to \$34,999	533	7.9%	439	5.1%	433	4.6%	-3.3%
\$35,000 to \$49,999	759	11.2%	764	8.9%	736	7.8%	-3.4%
\$50,000 to \$74,999	1,240	18.3%	1,290	15.0%	1,285	13.6%	-4.8%
\$75,000 to \$99,999	1,195	17.7%	1,289	15.0%	1,234	13.0%	-4.6%
\$100,000 to \$149,999	1,318	19.5%	2,121	24.6%	2,338	24.7%	5.2%
\$150,000 to \$199,999	269	4.0%	799	9.3%	1,221	12.9%	8.9%
\$200,000 or more	180	2.7%	582	6.8%	903	9.5%	6.9%
Totals:	6,762	100.0%	8,619	100.0%	9,458	100.0%	

CA	2008	Comp Index
843,582	6.8%	87
458,242	3.7%	82
1,148,061	9.3%	70
1,150,671	9.3%	55
1,652,033	13.4%	66
2,218,884	18.0%	83
1,561,933	12.6%	118
1,815,167	14.7%	168
691,624	5.6%	166
818,504	6.6%	102
12,358,701	100.0%	100



Disposable Household Income	2008		2013	
Less than \$15,000	811	9.4%	804	8.5%
\$15,000 to \$24,999	620	7.2%	613	6.5%
\$25,000 to \$34,999	593	6.9%	557	5.9%
\$35,000 to \$49,999	1,076	12.5%	1,134	12.0%
\$50,000 to \$74,999	1,846	21.4%	1,737	18.4%
\$75,000 to \$99,999	1,557	18.1%	1,648	17.4%
\$100,000 to \$124,999	1,024	11.9%	1,257	13.3%
\$125,000 to \$149,999	484	5.6%	760	8.0%
\$150,000 to \$199,999	301	3.5%	505	5.3%
\$200,000 or more	307	3.6%	443	4.7%
Totals:	8,619	100.0%	9,458	100.0%

CA	2008	Comp Index
1,374,154	11.1%	85
1,346,659	10.9%	66
1,433,321	11.6%	59
2,112,919	17.1%	73
2,603,805	21.1%	102
1,422,941	11.5%	157
791,426	6.4%	186
430,572	3.5%	161
338,849	2.7%	127
504,055	4.1%	87
12,358,701	100.0%	100



Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

Household Structures

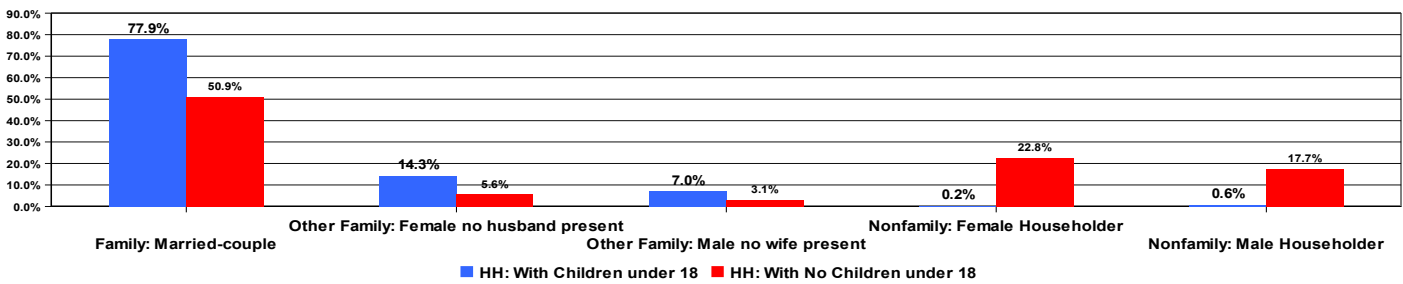
HH: With Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	2,526	81.2%	2,913	77.9%	3,205,415	67.7%	115
Other Family: Female no husband present	374	12.0%	535	14.3%	1,064,612	22.5%	64
Other Family: Male no wife present	178	5.7%	261	7.0%	430,351	9.1%	77
Nonfamily: Female Householder	6	0.2%	7	0.2%	8,823	0.2%	100
Nonfamily: Male Householder	25	0.8%	24	0.6%	26,145	0.6%	116
Totals:	3,109	100.0%	3,740	100.0%	4,735,346	100%	100

Analysis:
Compared to the state, children under 18 are more likely to live in two-parent households.
Compared to the state, children under 18 are less likely to live in single-parent households.

HH: With No Children under 18	2000		2008	
Family: Married-couple	1,929	39.1%	2,481	50.9%
Other Family: Female no husband present	150	3.0%	274	5.6%
Other Family: Male no wife present	78	1.6%	149	3.1%
Nonfamily: Female Householder	1,595	32.4%	1,113	22.8%
Nonfamily: Male Householder	1,176	23.9%	862	17.7%
Totals:	4,928	100.0%	4,879	100.0%

CA	2008	Comp Index
2,899,328	38.0%	134
522,903	6.9%	82
302,602	4.0%	77
2,060,186	27.0%	84
1,838,336	24.1%	73
7,623,355	100%	100

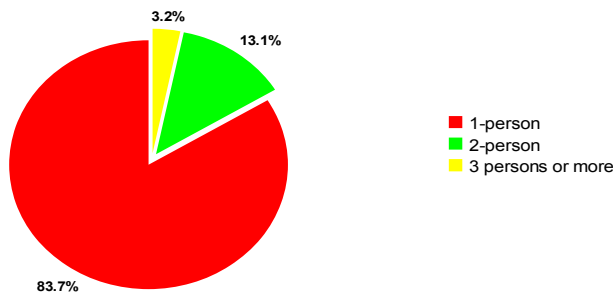
Households by Presence of Children: Current Year



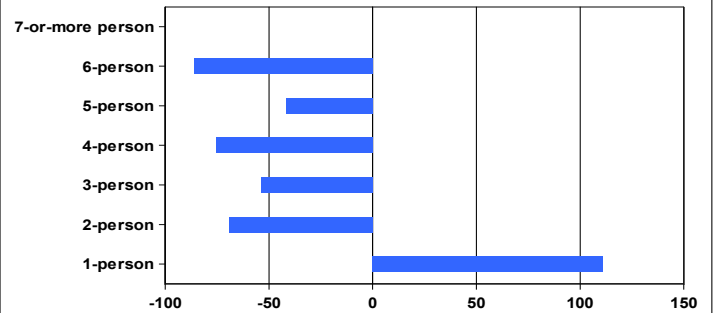
Nonfamily Households: Persons per Household Trends	2008	
1-person	1,277	83.7%
2-person	200	13.1%
3-person	28	1.8%
4-person	15	1.0%
5-person	3	0.2%
6-person	3	0.2%
7-or-more person	0	0.0%
Totals:	1,526	100.0%

CA	2008	Comp Index
2,971,563	75.5%	111
741,850	18.9%	69
133,641	3.4%	54
51,116	1.3%	76
18,414	0.5%	42
8,977	0.2%	86
7,928	0.2%	0
3,933,489	100.0%	100

Nonfamily Households: Persons per Household Current Year



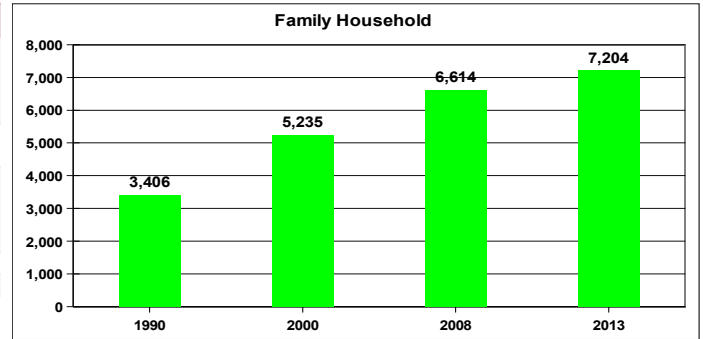
Comparative Index: Non-Family Households--Current Year



Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

FAMILIES

Families	1990	2000	2008	2013
Families	3,406	5,235	6,614	7,204
Families Change		1,829	1,379	590
Percent Change		53.7%	26.3%	8.9%
Average Annual Change		5.4%	3.3%	1.8%
State Families	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%
Study Area as a % of State Families	0.05%	0.07%	0.08%	0.08%



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	1,758	33.6%	2,146	32.4%	2,309	32.0%	-1.5%
3-person	1,107	21.2%	1,464	22.1%	1,612	22.4%	1.2%
4-person	1,324	25.3%	1,639	24.8%	1,775	24.6%	-0.7%
5-person	676	12.9%	866	13.1%	943	13.1%	0.2%
6-person	261	5.0%	348	5.3%	388	5.4%	0.4%
7-or-more person	108	2.1%	152	2.3%	178	2.5%	0.4%
Totals:	5,234	100.0%	6,615	100.0%	7,205	100.0%	

CA	2008	Comp Index
2,850,194	33.8%	96
1,834,378	21.8%	102
1,752,142	20.8%	119
990,165	11.8%	111
496,586	5.9%	89
501,744	6.0%	39
8,425,209	100%	100

Families: Household Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	134	2.6%	146	2.2%	149	2.1%	-0.5%
\$10,000 to \$14,999	114	2.2%	72	1.1%	58	0.8%	-1.4%
\$15,000 to \$24,999	267	5.1%	253	3.8%	234	3.2%	-1.9%
\$25,000 to \$34,999	374	7.1%	281	4.2%	263	3.7%	-3.5%
\$35,000 to \$49,999	568	10.9%	561	8.5%	520	7.2%	-3.6%
\$50,000 to \$74,999	1,085	20.7%	964	14.6%	943	13.1%	-7.6%
\$75,000 to \$99,999	1,044	19.9%	1,162	17.6%	1,041	14.5%	-5.5%
\$100,000 to \$149,999	1,242	23.7%	1,897	28.7%	2,048	28.4%	4.7%
\$150,000 to \$199,999	239	4.6%	729	11.0%	1,108	15.4%	10.8%
\$200,000 or more	168	3.2%	548	8.3%	839	11.6%	8.4%
Totals:	5,235	100.0%	6,613	100.0%	7,203	100.0%	

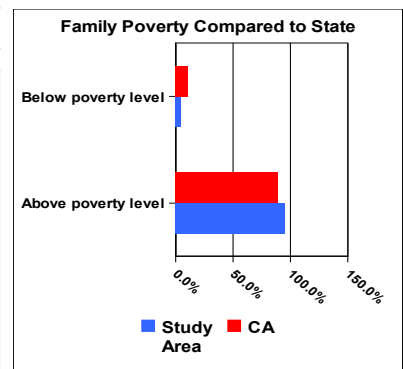
CA	2008	Comp Index
375,736	4.5%	50
194,212	2.3%	47
662,820	7.9%	49
728,486	8.6%	49
1,072,112	12.7%	67
1,521,141	18.1%	81
1,168,578	13.9%	127
1,439,183	17.1%	168
572,563	6.8%	162
690,380	8.2%	101
8,425,211	100.0%	100

Families: Poverty Summary	2008	
Above poverty level	4,994	95.4%
Below poverty level	241	4.6%
Totals:	5,235	100.0%

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

CA	2008	Comp Index
7,080,042	89.4%	107
840,005	10.6%	43
7,920,047	100.0%	100

Families: Poverty Detail	2008	
Above Poverty Level		
Married-couple: Children	151	2.9%
Married-couple: No children	230	4.4%
Male: No wife present: Children	56	1.1%
Male: No wife present: No children	148	2.8%
Female: No husb present: Children	1,832	35.0%
Female: No husb present: No children	2,576	49.2%
Below Poverty Level		
Married-couple: Children	11	0.2%
Married-couple: No children	95	1.8%
Male: No wife present: Children	0	0.0%
Male: No wife present: No children	7	0.1%
Female: No husb present: Children	34	0.6%
Female: No husb present: No children	94	1.8%
Totals:	5,234	100.0%



CA	2008	Comp Index
Above Poverty Level		
402,558	5.1%	57
638,645	8.1%	54
211,798	2.7%	40
284,308	3.6%	79
2,611,068	33.0%	106
2,931,665	37.0%	133
Below Poverty Level		
39,877	0.5%	42
307,813	3.9%	47
18,355	0.2%	0
69,722	0.9%	15
88,138	1.1%	58
316,100	4.0%	45
7,920,047	100.0%	100

NOTE: Children are under 18

Sources: US Census Bureau, AGS/Experian, DecisionInsite/MissionInsite

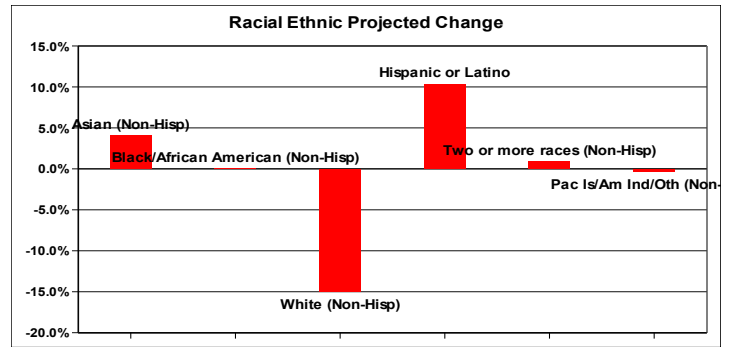
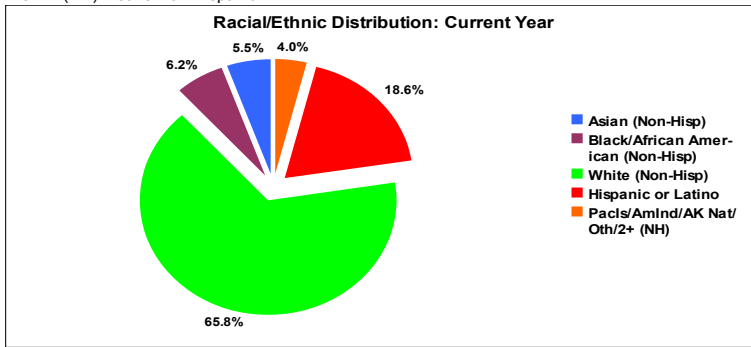
Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

DIVERSITY

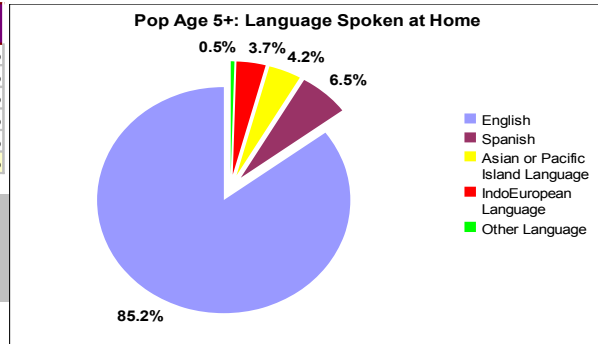
Population: Racial/Ethnic Trends	2000		2008		2013		Proj. Change
Asian (Non-Hisp)	718	3.6%	1,461	5.5%	2,290	7.7%	4.1%
Black/African American (Non-Hisp)	1,256	6.3%	1,629	6.2%	1,883	6.3%	0.0%
White (Non-Hisp)	14,840	74.6%	17,408	65.8%	17,726	59.6%	-15.0%
Hispanic or Latino	2,376	11.9%	4,908	18.6%	6,624	22.3%	10.3%
Two or more races (Non-Hisp)	532	2.7%	897	3.4%	1,062	3.6%	0.9%
Pac Is/Am Ind/Oth (Non-Hisp)	171	0.9%	153	0.6%	161	0.5%	-0.3%
Totals:	19,893	100.0%	26,456	100.0%	29,746	100.0%	

CA	2008	Comp Index
4,562,471	12.2%	45
2,071,913	5.6%	111
15,780,187	42.3%	155
13,740,168	36.9%	50
838,759	2.3%	151
280,815	0.8%	77
37,274,313	100.0%	100

NOTE: (NH) means Non-Hispanic



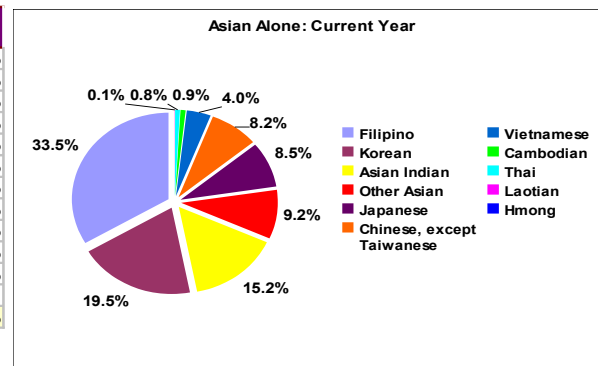
Pop Age 5+: Language Spoken at Home	2008	
Speak Only English at Home	21,230	85.2%
Speak Spanish at Home	1,616	6.5%
Speak Asian or Pacific Island Language at Home	1,036	4.2%
Speak IndoEuropean Language at Home	932	3.7%
Speak Other Language at Home	115	0.5%
Totals:	24,929	100.0%



CA	2008	Comp Index
21,179,499	61.2%	139
8,831,636	25.5%	25
2,892,536	8.4%	50
1,453,973	4.2%	89
277,521	0.8%	58
34,635,165	100.0%	100

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	490	33.5%
Korean	286	19.5%
Asian Indian	223	15.2%
Other Asian	134	9.2%
Japanese	125	8.5%
Chinese, except Taiwanese	120	8.2%
Vietnamese	59	4.0%
Cambodian	13	0.9%
Thai	12	0.8%
Laotian	1	0.1%
Hmong	0	0.0%
Totals:	1,463	100.0%

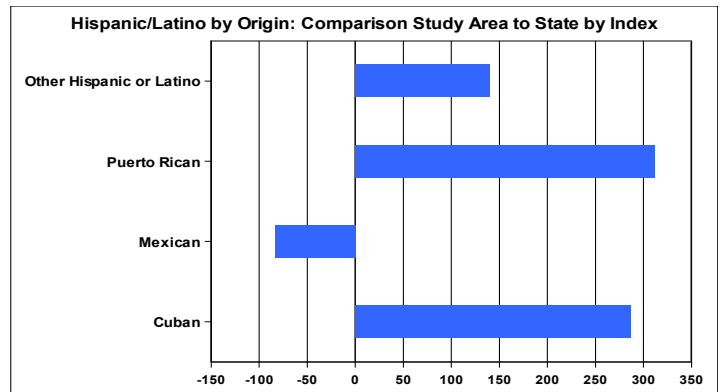
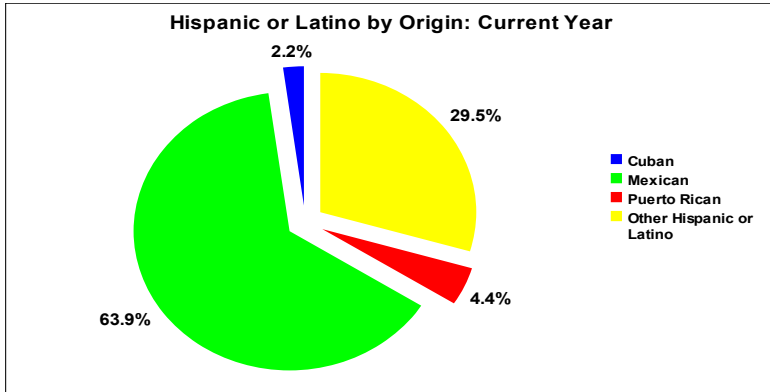


CA	2008	Comp Index
1,153,317	25.3%	132
420,390	9.2%	212
412,797	9.0%	168
295,533	6.5%	141
372,936	8.2%	105
1,078,127	23.6%	35
548,631	12.0%	34
87,127	1.9%	47
46,386	1.0%	81
69,058	1.5%	5
78,169	1.7%	0
4,562,471	100.0%	100

Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
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Population: Hispanic or Latino by Origin	2008	
Cuban	106	2.2%
Mexican	3,135	63.9%
Puerto Rican	218	4.4%
Other Hispanic or Latino	1,450	29.5%
Totals:	4,909	100.0%

CA	2008	Comp Index
101,925	0.7%	291
10,559,101	76.8%	83
196,830	1.4%	310
2,882,310	21.0%	141
13,740,166	100%	100

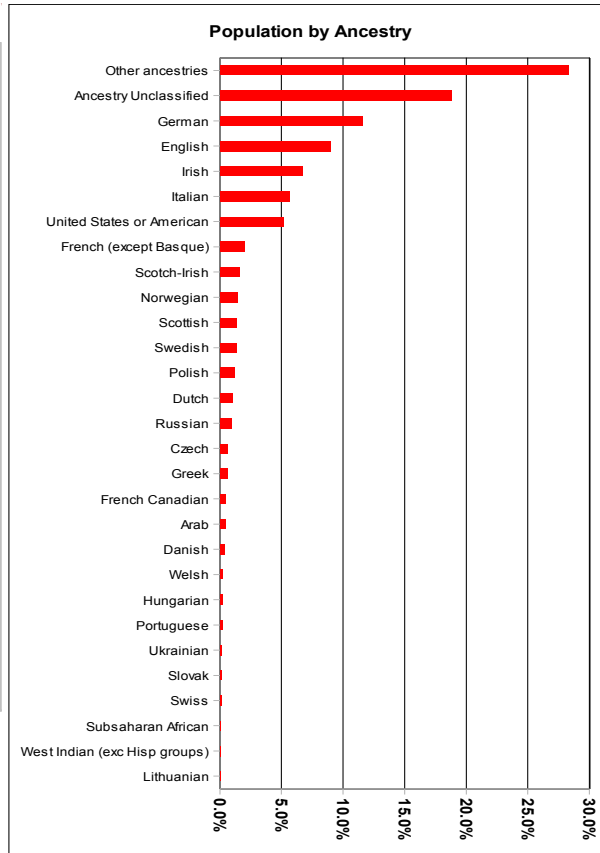


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Population by Ancestry	2008	
Other ancestries	7,489	28.3%
Ancestry Unclassified	4,980	18.8%
German	3,058	11.6%
English	2,368	9.0%
Irish	1,774	6.7%
Italian	1,498	5.7%
United States or American	1,369	5.2%
French (except Basque)	537	2.0%
Scotch-Irish	429	1.6%
Norwegian	381	1.4%
Scottish	360	1.4%
Swedish	358	1.4%
Polish	305	1.2%
Dutch	278	1.1%
Russian	243	0.9%
Czech	170	0.6%
Greek	158	0.6%
French Canadian	123	0.5%
Arab	118	0.4%
Danish	98	0.4%
Welsh	66	0.2%
Hungarian	57	0.2%
Portuguese	55	0.2%
Ukrainian	41	0.2%
Slovak	38	0.1%
Swiss	38	0.1%
Subsaharan African	22	0.1%
West Indian (exc Hisp groups)	22	0.1%
Lithuanian	20	0.1%
Totals:	26,453	100.0%

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.



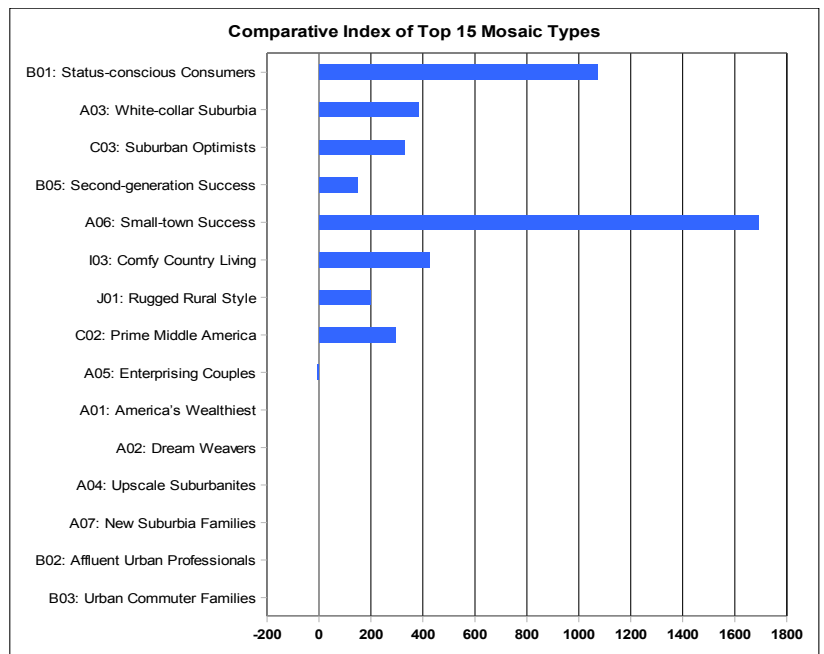
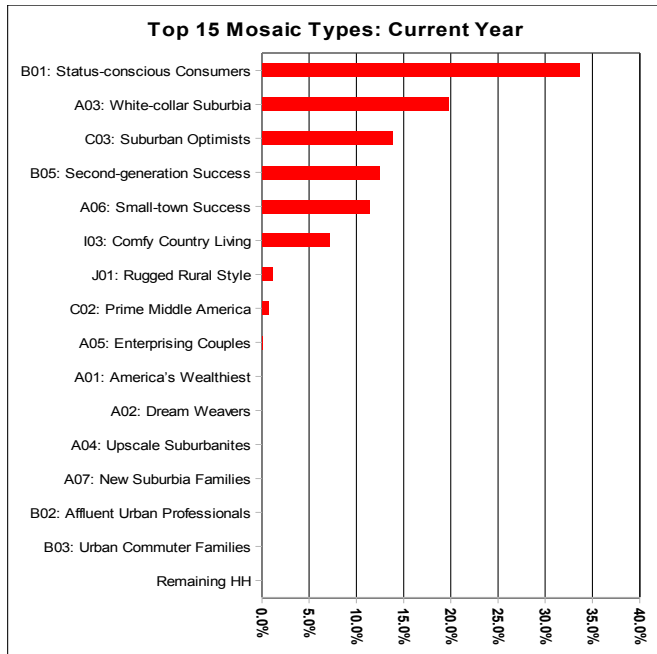
CA	2008	Comp Index
18,853,773	50.6%	56
5,371,669	14.4%	131
2,445,039	6.6%	176
1,852,871	5.0%	180
1,776,397	4.8%	141
1,281,253	3.4%	165
1,289,054	3.5%	150
471,008	1.3%	161
327,283	0.9%	185
348,323	0.9%	154
376,979	1.0%	135
321,709	0.9%	157
355,112	1.0%	121
276,085	0.7%	142
327,844	0.9%	104
83,556	0.2%	287
109,817	0.3%	203
125,137	0.3%	139
183,460	0.5%	91
145,132	0.4%	95
102,226	0.3%	91
98,987	0.3%	81
291,601	0.8%	27
74,017	0.2%	78
18,898	0.1%	283
80,071	0.2%	67
188,252	0.5%	16
60,795	0.2%	51
37,965	0.1%	74
37,274,313	100.0%	100

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Top 15 Mosaic Types	2008	Brief Mosaic Descriptions	CA	2008	Comp Index
B01: Status-conscious Consumers	2,898	33.6% Middle-aged Baby Boomers suburban neighborhoods commuters.	387,468	3.1%	1072
A03: White-collar Suburbia	1,708	19.8% Upscale, college educated Baby Boomers, new suburbia	640,963	5.2%	382
C03: Suburban Optimists	1,190	13.8% Middle-class diversity, middle-aged families, older suburbs, coastal states.	518,576	4.2%	329
B05: Second-generation Success	1,073	12.4% Upper-middle-class, largely multi-ethnic working white/blue-collar jobs.	1,036,280	8.4%	148
A06: Small-town Success	979	11.4% White-collar, educated, middle-aged working couples, the nation's beltways	83,039	0.7%	1691
I03: Comfy Country Living	616	7.1% Older, empty-nester college-educated, retirees, quiet small-towns.	208,134	1.7%	424
J01: Rugged Rural Style	95	1.1% Rural working-class retirees, houses/mobile homes, West/Southwest states	69,220	0.6%	197
C02: Prime Middle America	58	0.7% Young, upper-middle-class, small/midsized cities good paying jobs.	28,188	0.2%	295
A05: Enterprising Couples	2	0.0% Married couples, upper-middle-class commuter communities.	45,577	0.4%	6
A01: America's Wealthiest	0	0.0% Wealthy households, secure luxurious of lifestyles	419,833	3.4%	0
A02: Dream Weavers	0	0.0% Well-off families, school age children, suburban	92,507	0.7%	0
A04: Upscale Suburbanites	0	0.0% Pleasant affluence, middle-aged empty nesters couples/ singles	453,123	3.7%	0
A07: New Suburbia Families	0	0.0% Young, affluent working couples, pre-school children, metro fringe	364,034	2.9%	0
B02: Affluent Urban Professionals	0	0.0% Affluent singles and couples, chic high-rise neighborhoods.	468,717	3.8%	0
B03: Urban Commuter Families	0	0.0% Upscale, educated Boomers in single detached homes, metro fringe.	75,556	0.6%	0
Remaining HH	0	0.0%	7,467,486	60.4%	0
Totals:	8,619	100%	12,358,701	100%	100

Definition Aids:

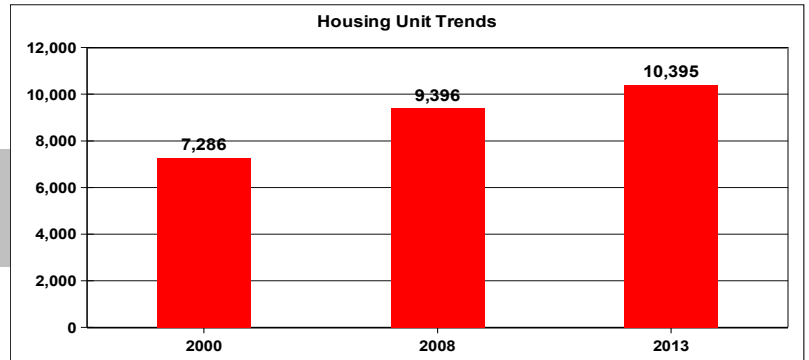
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



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Base State: CA
Current Year: 2008
5 Year Projection: 2013

HOUSING

Housing	2000	2008	2013
Housing Unit	7,286	9,396	10,395
Percent Change		29.0%	10.6%



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	102	1.1%
1 Unit Detached	7,482	79.6%
2 Units	5	0.1%
3 to 19 Units	55	0.6%
20 to 49 Units	737	7.8%
50 or More Units	57	0.6%
Mobile Home or Trailer	956	10.2%
Other	1	0.0%
Totals:	9,395	100%

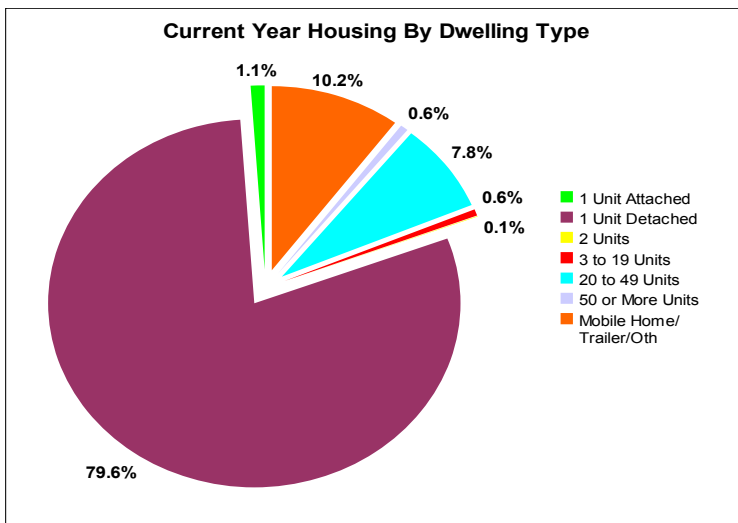
CA	2008	Comp Index
1,011,369	7.5%	14
7,794,683	57.8%	138
343,434	2.5%	2
643,480	4.8%	12
2,135,391	15.8%	50
892,003	6.6%	9
623,082	4.6%	220
38,807	0.3%	4
13,482,249	100.0%	100

Ratio Single Detached to Single Unit Attached	73.4
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7.7	952
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Definition Aids:

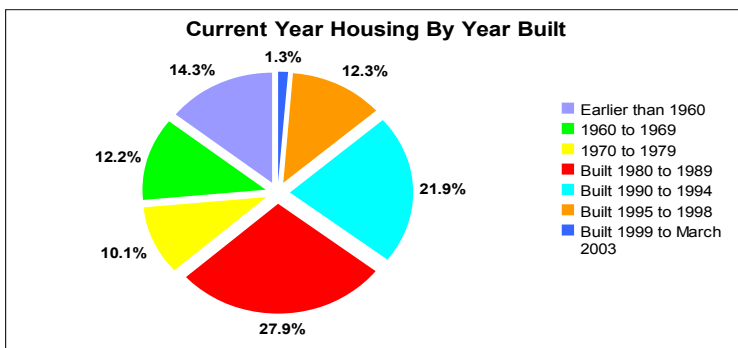
Ratio Single Detached to Single Unit Attached: This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.



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Housing Trends: Units by Year Built		2008	
1939 or Earlier		305	3.2%
1940 to 1949		459	4.9%
1950 to 1959		584	6.2%
1960 to 1969		1,142	12.2%
1970 to 1979		948	10.1%
Built 1980 to 1989		2,625	27.9%
Built 1990 to 1994		2,057	21.9%
Built 1995 to 1998		1,156	12.3%
Built 1999 to March 2003		121	1.3%
Totals:		9,397	100%

CA	2008	Comp Index
1,207,906	9.0%	36
986,498	7.3%	67
1,991,417	14.8%	42
2,162,900	16.0%	76
2,695,417	20.0%	50
2,359,921	17.5%	160
1,031,552	7.7%	286
728,838	5.4%	228
317,804	2.4%	55
13,482,253	100.0%	100

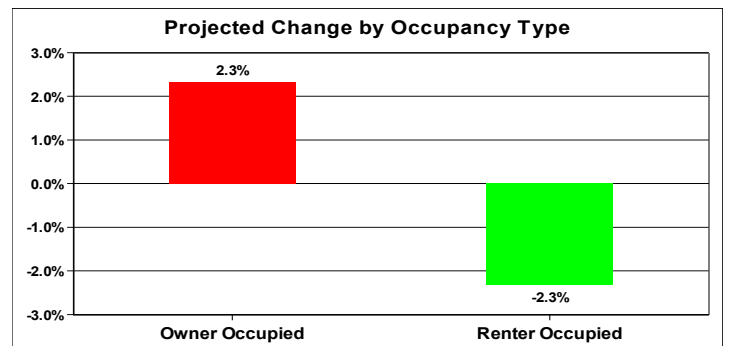
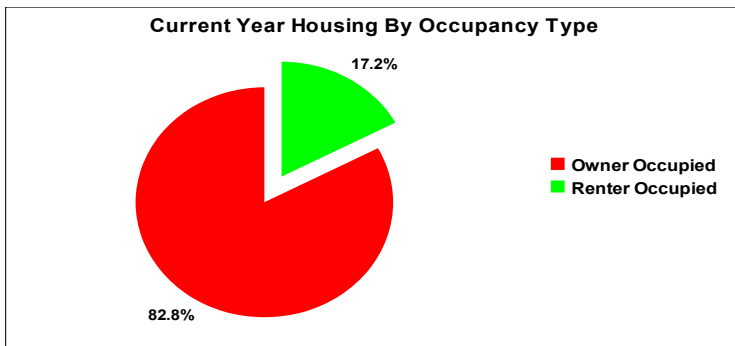


Housing Trends: Occupied Units by Own or Rent		2000		2008		2013		Proj. Change
Owner Occupied		5,484	81.1%	7,136	82.8%	7,892	83.4%	2.3%
Renter Occupied		1,277	18.9%	1,482	17.2%	1,567	16.6%	-2.3%
Totals:		6,761	100%	8,618	100%	9,459	100%	

CA	2008	Comp Index
7,280,073	58.9%	141
5,078,628	41.1%	42
12,358,701	100.0%	100

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		184	2.6%
\$20,000 to \$39,999		215	3.0%
\$40,000 to \$59,999		113	1.6%
\$60,000 to \$79,999		112	1.6%
\$80,000 to \$99,999		245	3.4%
\$100,000 to \$149,999		9	0.1%
\$150,000 to \$199,999		1,662	23.3%
\$200,000 to \$299,999		2,225	31.2%
\$300,000 to \$399,999		481	6.7%
\$400,000 to \$499,999		109	1.5%
\$500,000 to \$749,999		262	3.7%
\$750,000 to \$999,999		1	0.0%
\$1,000,000 or more		1,516	21.3%
Totals:		7,134	100%

CA	2008	Comp Index
147,333	2.0%	127
152,358	2.1%	144
152,136	2.1%	76
274,833	3.8%	42
448,799	6.2%	56
166,749	2.3%	6
1,292,058	17.7%	131
1,535,187	21.1%	148
812,143	11.2%	60
463,594	6.4%	24
449,662	6.2%	59
167,918	2.3%	1
1,217,301	16.7%	127
7,280,071	100.0%	100

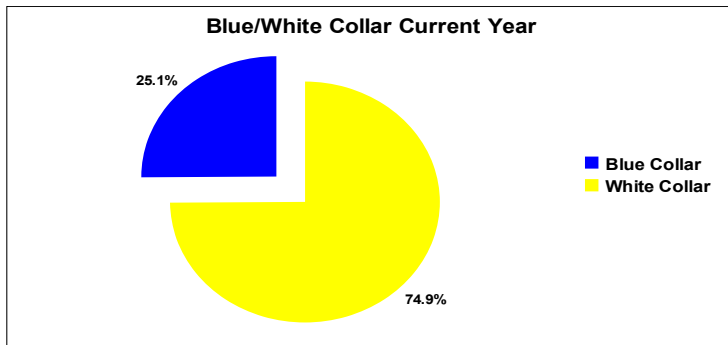
Prepared for: Leona Valley Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

WORK

Employed Pop 16+ Blue/White Collar	2008
Blue Collar	3,160 25.1%
White Collar	9,431 74.9%
Totals:	12,591 100.0%

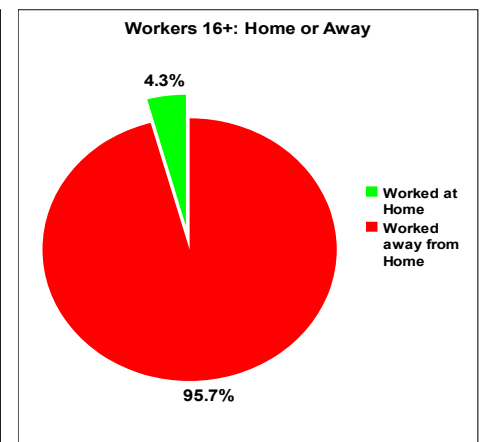
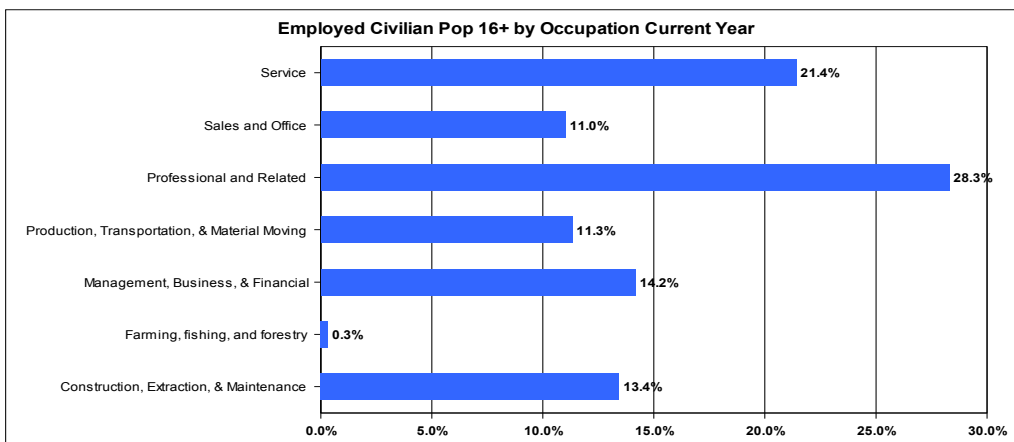
CA	2008	Comp Index
4,643,834	26.9%	93
12,591,436	73.1%	103
17,235,270	100.0%	100

Analysis:
Blue Collar workers in this study area are about as likely to be Blue Collar as for the state as a whole.
White Collar workers in this study area are about as likely to be White Collar as for the state as a whole.



Employed Civilian Pop 16+ by Occupation	2008
Construction, Extraction, & Maintenance	1,692 13.4%
Farming, fishing, and forestry	41 0.3%
Management, Business, & Financial	1,784 14.2%
Production, Transportation, & Material Moving	1,427 11.3%
Professional and Related	3,564 28.3%
Sales and Office	1,387 11.0%
Service	2,696 21.4%
Totals:	12,591 100.0%

CA	2008	Comp Index
2,101,123	12.2%	110
305,977	1.8%	18
2,441,238	14.2%	100
2,236,734	13.0%	87
3,669,244	21.3%	133
1,961,303	11.4%	97
4,519,651	26.2%	82
17,235,270	100.0%	100



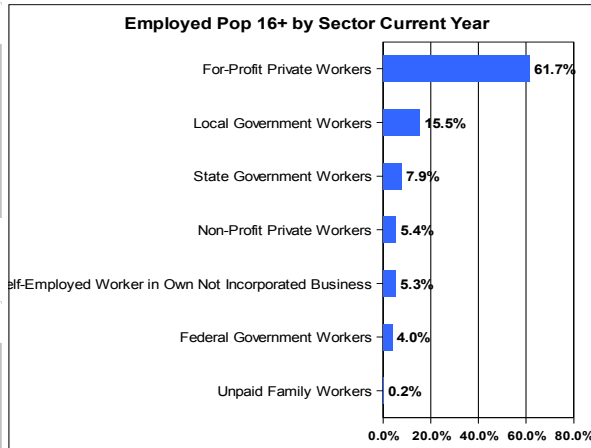
Workers 16+: Home or Away	2008
Worked at Home	536 4.3%
Worked away from Home	12,054 95.7%
Totals:	12,590 100.0%

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

CA	2008	Comp Index
668,376	3.9%	110
16,566,894	96.1%	100
17,235,270	100.0%	100

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Employed Pop 16+ by Sector	2008	
For-Profit Private Workers	7,768	61.7%
Local Government Workers	1,949	15.5%
State Government Workers	990	7.9%
Non-Profit Private Workers	680	5.4%
Self-Employed Worker in Own Not Incorporated Business	672	5.3%
Federal Government Workers	503	4.0%
Unpaid Family Workers	29	0.2%
Totals:	12,591	100.0%



CA	2008	Comp Index
12,157,036	70.5%	87
1,453,341	8.4%	184
1,458,104	8.5%	93
975,422	5.7%	95
711,975	4.1%	129
411,649	2.4%	167
67,743	0.4%	59
17,235,270	100.0%	100

Population: 16+ by Employment Status	2008	
In labor force: Civilian: Employed	12,591	###
Not in labor force	6,610	752700.0%
In labor force: Civilian: Unemployed	659	76400.0%
In labor force: In Armed Forces	96	11600.0%
Totals:	19,956	100.0%

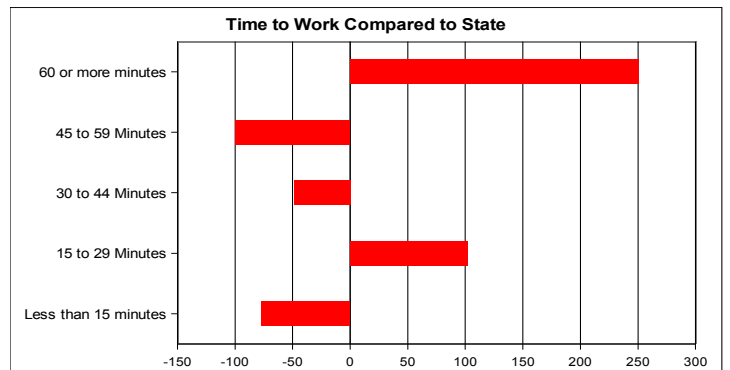
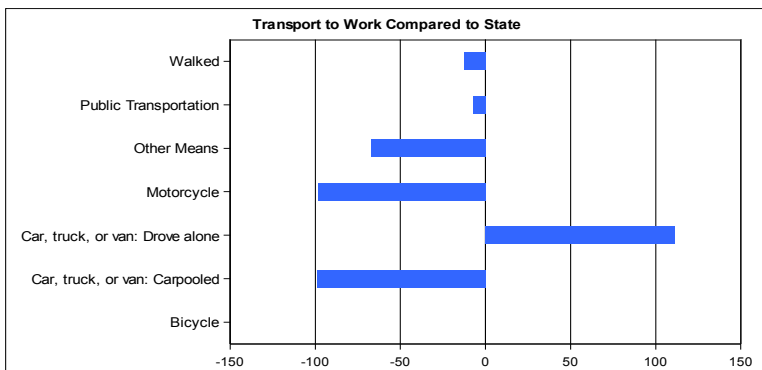
CA	2008	Comp Index
17,235,270	59.8%	2421847
10,240,862	35.5%	2119638
1,220,764	4.2%	1804837
141,846	0.5%	2358399
28,838,742	100.0%	100

Workers 16+: Travel Time to Work	2008	
Less than 15 minutes	2,335	19.4%
15 to 29 Minutes	4,310	35.8%
30 to 44 Minutes	1,229	10.2%
45 to 59 Minutes	997	8.3%
60 or more minutes	3,184	26.4%
Totals:	12,055	100.0%

CA	2008	Comp Index
4,158,350	25.1%	77
5,832,135	35.2%	102
3,450,482	20.8%	49
1,379,043	8.3%	99
1,746,884	10.5%	250
16,566,894	100.0%	100

Workers 16+: Transport to Work	2008	
Bicycle	0	0.0%
Car, truck, or van: Carpooled	1,823	15.1%
Car, truck, or van: Drove alone	10,046	83.3%
Motorcycle	31	0.3%
Other Means	67	0.6%
Public Transportation	43	0.4%
Walked	43	0.4%
Totals:	12,053	100.0%

CA	2008	Comp Index
136,005	0.8%	0
2,536,343	15.3%	99
12,425,265	75.0%	111
43,285	0.3%	98
136,806	0.8%	67
826,231	5.0%	7
462,959	2.8%	13
16,566,894	100.0%	100



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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.