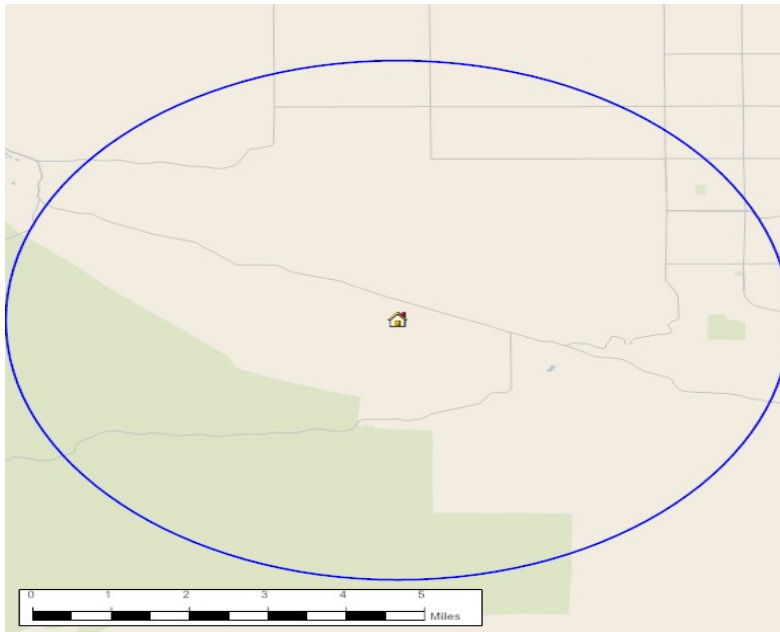


Prepared for: Leona Valley Community Church

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

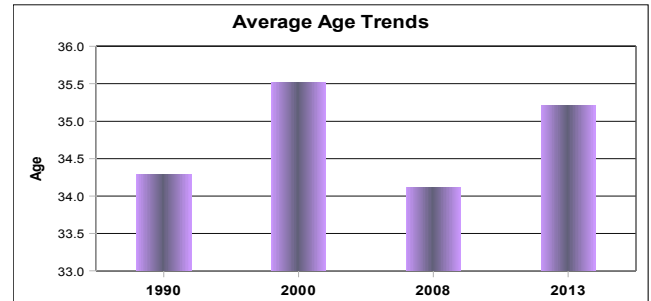
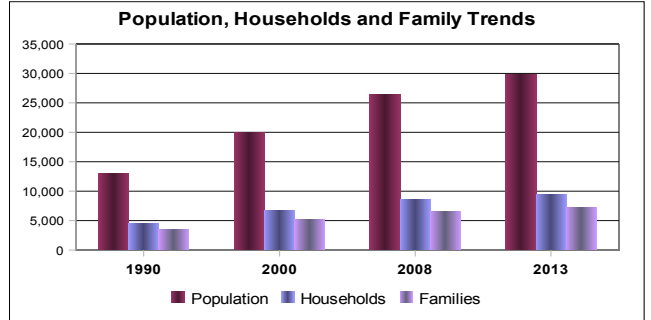
Study Area



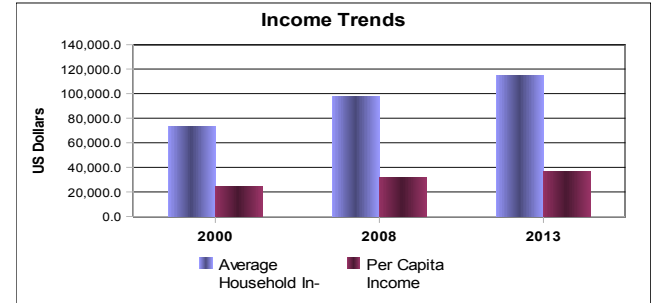
Prepared for: Leona Valley Community Church

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
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%
Households	4,539	6,761	8,619	9,458
Households Change		2,222	1,858	839
Percent Change		49.0%	27.5%	9.7%
Average Annual Change		4.9%	3.4%	1.9%
Population / Households	2.9	2.9	3.1	3.1
Population / Households Change		0.07	0.13	0.08
Percent Change		2.47%	4.32%	2.46%
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%

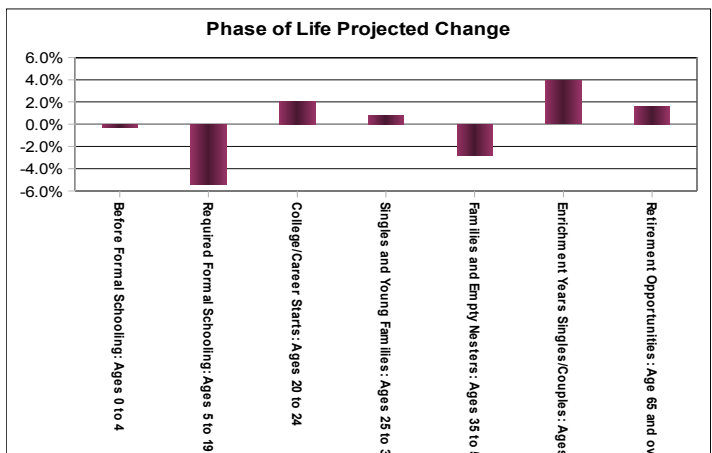
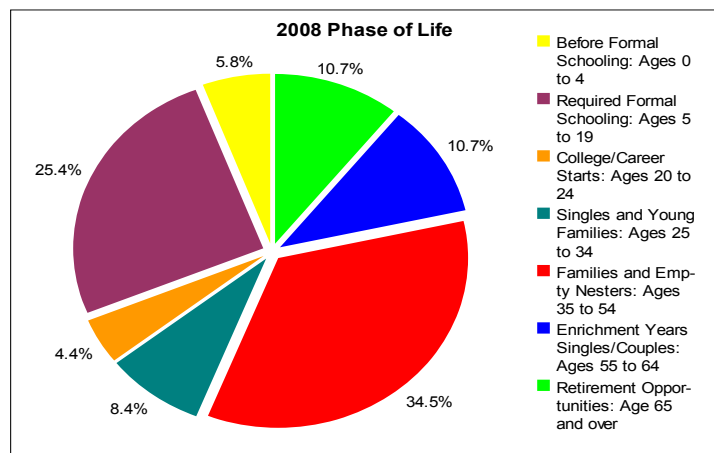


Age	1990	2000	2008	2013
Average Age	34.3	35.5	34.1	35.2
Average Age Change		1.23	-1.41	1.10
Percent Change		3.6%	-4.0%	3.2%



Income	2000	2008	2013
Average Household Income	73,966.3	98,287.7	114,938.4
Average Household Income Change		24,321.49	16,650.62
Percent Change		32.9%	16.9%
Per Capita Income	25,137.5	32,019.6	36,544.4
Per Capita Income Change		6,882.06	4,524.85
Percent Change		27.4%	14.1%

Phase of Life	2000	2008	2013	Projected Change	CA	2008		
Before Formal Schooling: Ages 0 to 4	1,202	6.0%	1,528	5.8%	1,714	5.8%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	5,772	29.0%	6,731	25.4%	7,016	23.6%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	510	2.6%	1,152	4.4%	1,388	4.7%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	1,588	8.0%	2,229	8.4%	2,621	8.8%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	7,137	35.9%	9,132	34.5%	9,850	33.1%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	1,661	8.3%	2,842	10.7%	3,647	12.3%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	2,024	10.2%	2,843	10.7%	3,510	11.8%	4,150,782	11.1%
Totals:	19,894	100%	26,457	100%	29,746	100%	37,274,313	100.0%

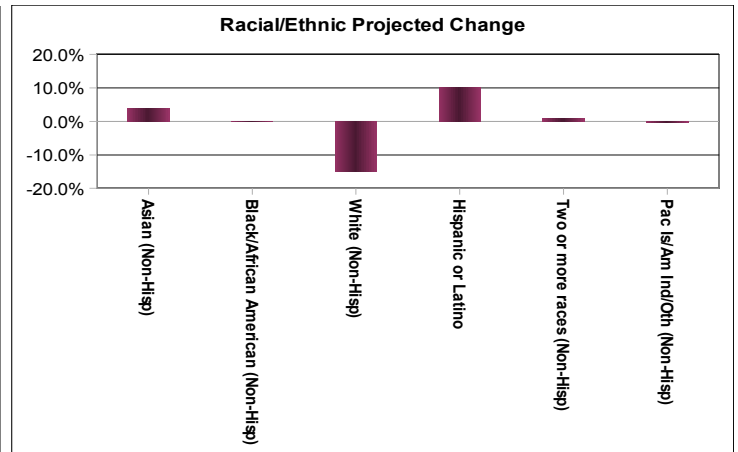
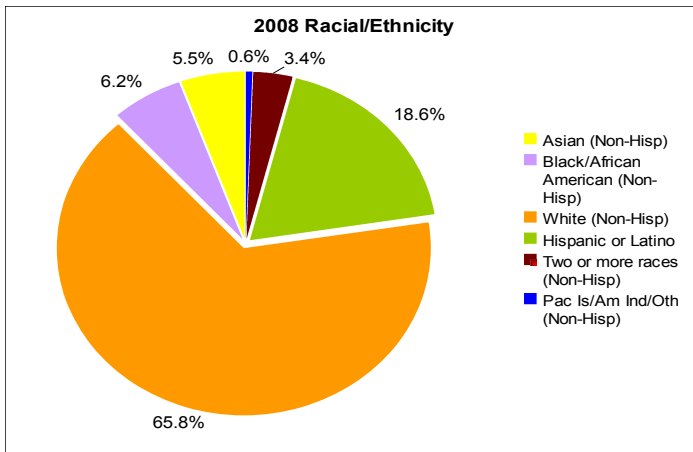


Prepared for: Leona Valley Community Church

Study Area: 5 mile Radius

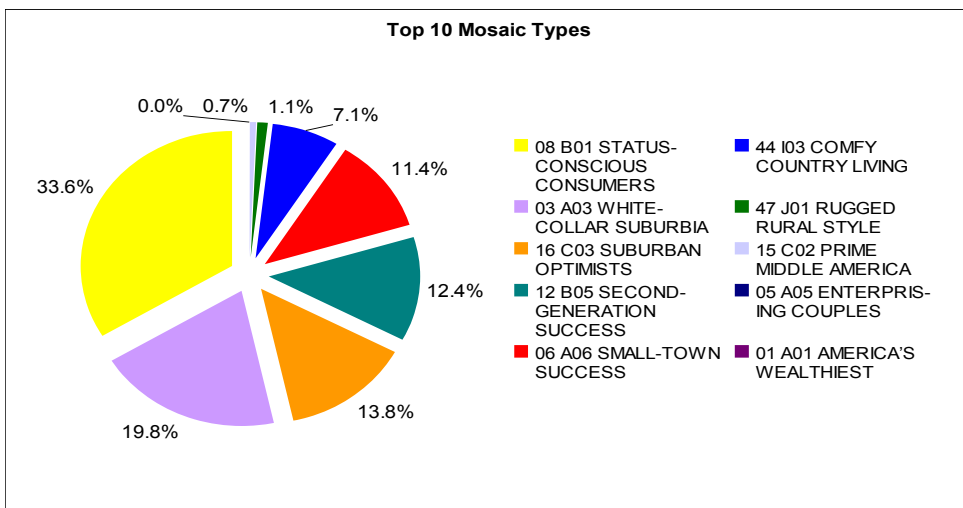
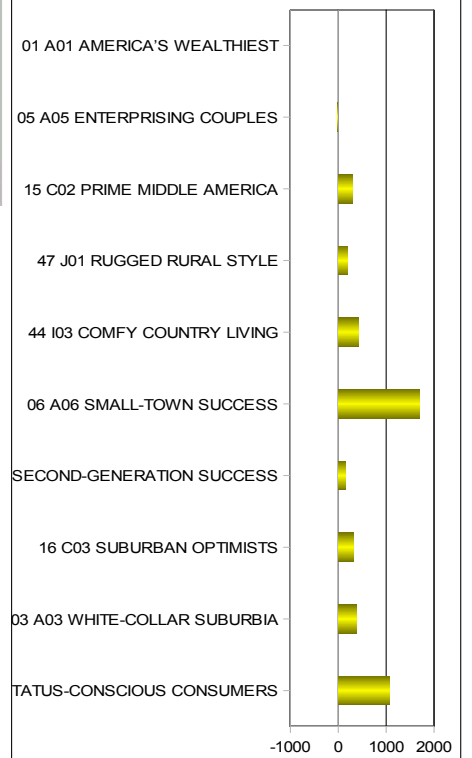
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	718	3.6%	1,461	5.5%	2,290	7.7%	4.1%
Black/African American (Non-Hisp)	1,256	6.3%	1,629	6.2%	1,883	6.3%	0.0%
White (Non-Hisp)	14,840	74.6%	17,408	65.8%	17,726	59.6%	-15.0%
Hispanic or Latino	2,376	11.9%	4,908	18.6%	6,624	22.3%	10.3%
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
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
08 B01 STATUS-CONSCIOUS CONSUMER	2,898	33.6%	387,468	3.1%	1072
03 A03 WHITE-COLLAR SUBURBIA	1,708	19.8%	640,963	5.2%	382
16 C03 SUBURBAN OPTIMISTS	1,190	13.8%	518,576	4.2%	329
12 B05 SECOND-GENERATION SUCCESS	1,073	12.4%	1,036,280	8.4%	148
06 A06 SMALL-TOWN SUCCESS	979	11.4%	83,039	0.7%	1691
44 I03 COMFY COUNTRY LIVING	616	7.1%	208,134	1.7%	424
47 J01 RUGGED RURAL STYLE	95	1.1%	69,220	0.6%	197
15 C02 PRIME MIDDLE AMERICA	58	0.7%	28,188	0.2%	295
05 A05 ENTERPRISING COUPLES	2	0.0%	45,577	0.4%	6
01 A01 AMERICA'S WEALTHIEST	0	0.0%	419,833	3.4%	0

Top 10 Mosaic Types Compared to Base Area



Prepared for: Leona Valley Community Church

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.