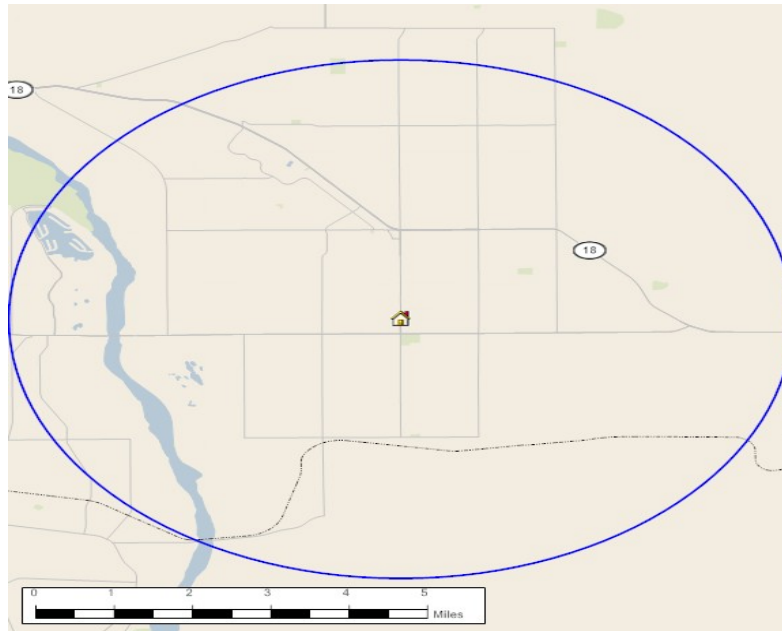


Prepared for: New Hope Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013
5/29/2009

Study Area



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Prepared for: New Hope Community Church
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PEOPLE

Population Trends	1990	2000	2008	2013
Study Area Population	49,239	57,663	80,038	92,320
Population Change		8,424	22,375	12,282
Percent Change		17.1%	38.8%	15.3%
Average Annual Change		1.7%	4.9%	3.1%
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	0.17%	0.17%	0.21%	0.23%

Analysis:

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

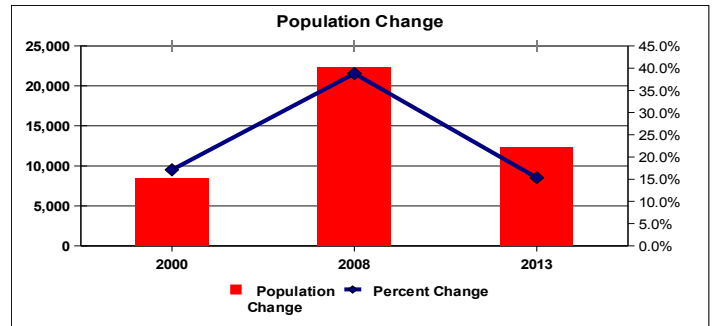
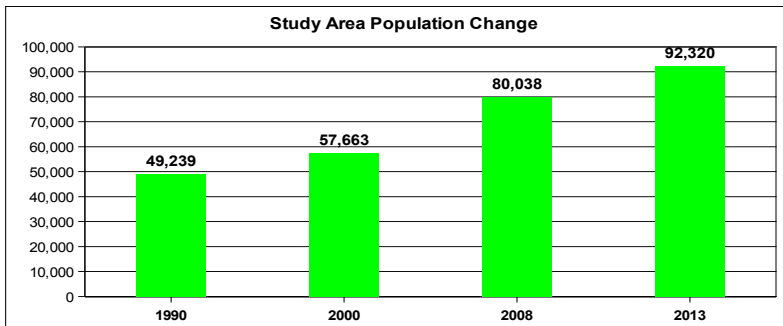
Definition Aids:

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	29,694	51.5%	41,081	51.3%	47,309	51.2%	-0.3%
Male	27,968	48.5%	38,957	48.7%	45,011	48.8%	0.3%
Totals:	57,662	100.0%	80,038	100.0%	92,320	100.0%	

CA	2008	Comp Index
18,622,776	50.0%	103
18,651,537	50.0%	97
37,274,313	100.0%	100

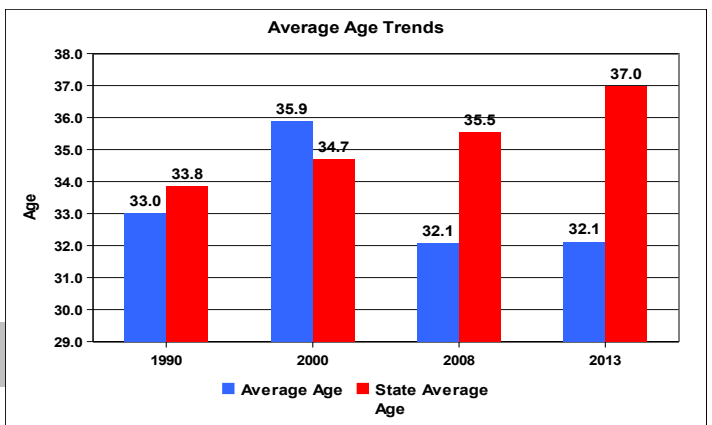
Definition Aids:

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	33.0	35.9	32.1	32.1
Average Age Change		2.9	-3.8	0.0
Percent Change		8.7%	-10.6%	0.1%
Median Age		35	36	37
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	98	103	90	87



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.

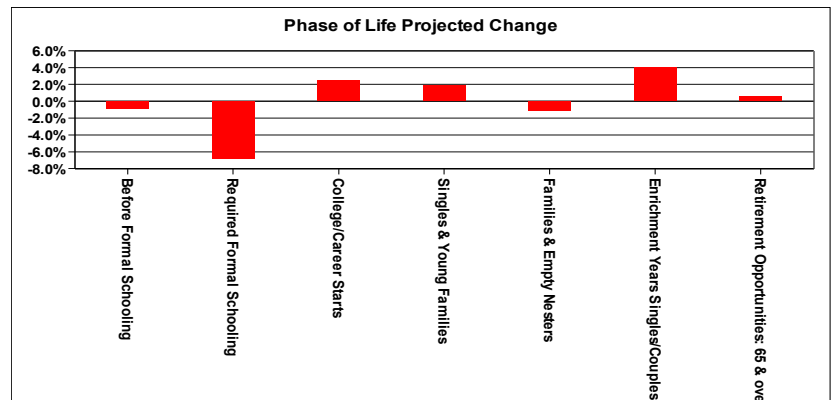
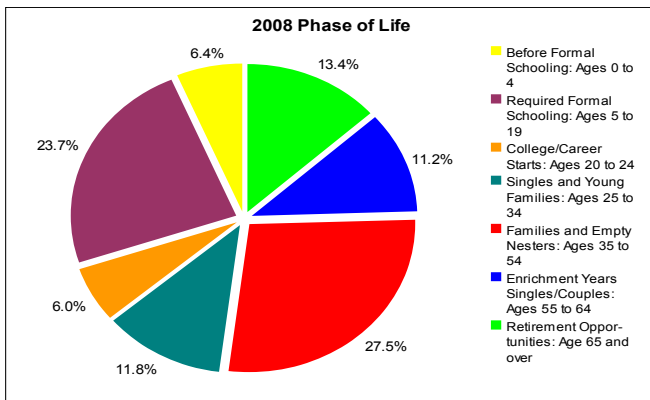
Prepared for: New Hope Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

Phase of Life Trends	2000		2008		2013		Proj. Change
Before Formal Schooling: Ages 0 to 4	4,049	7.0%	5,136	6.4%	5,658	6.1%	-0.9%
Required Formal Schooling: Ages 5 to 19	16,279	28.2%	18,982	23.7%	19,743	21.4%	-6.8%
College/Career Starts: Ages 20 to 24	2,132	3.7%	4,815	6.0%	5,685	6.2%	2.5%
Singles and Young Families: Ages 25 to 34	5,823	10.1%	9,476	11.8%	11,081	12.0%	1.9%
Families and Empty Nesters: Ages 35 to 54	16,289	28.2%	22,011	27.5%	24,988	27.1%	-1.2%
Enrichment Years Singles/Couples: Ages 55 to 64	5,129	8.9%	8,928	11.2%	11,895	12.9%	4.0%
Retirement Opportunities: Age 65 and over	7,963	13.8%	10,690	13.4%	13,269	14.4%	0.6%
Totals:	57,664	100%	80,038	100%	92,319	100%	

CA	2008	Comp Index
2,639,141	7.1%	91
7,992,372	21.4%	111
2,734,305	7.3%	82
5,307,349	14.2%	83
10,685,966	28.7%	96
3,764,398	10.1%	110
4,150,782	11.1%	120
37,274,313	100.0%	100

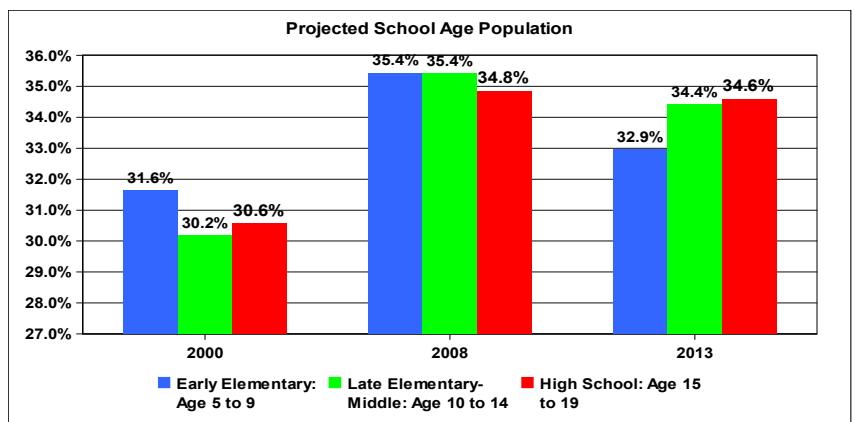
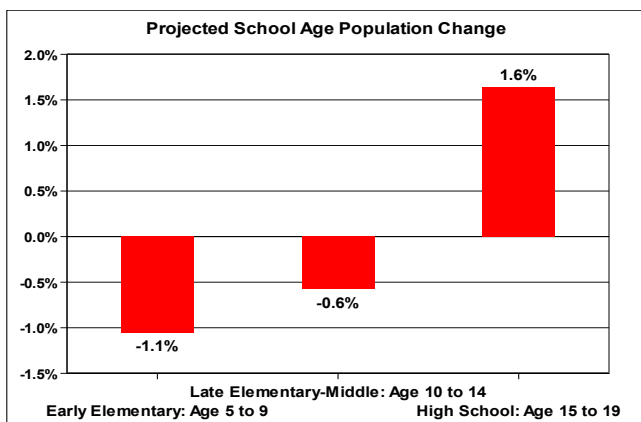
Analysis:

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	5,148	31.6%	5,729	30.2%	6,035	30.6%	-1.1%
Late Elementary-Middle: Age 10 to 14	5,767	35.4%	6,723	35.4%	6,880	34.8%	-0.6%
High School: Age 15 to 19	5,363	32.9%	6,530	34.4%	6,827	34.6%	1.6%
Totals:	16,278	100.0%	18,982	100.0%	19,742	100.0%	

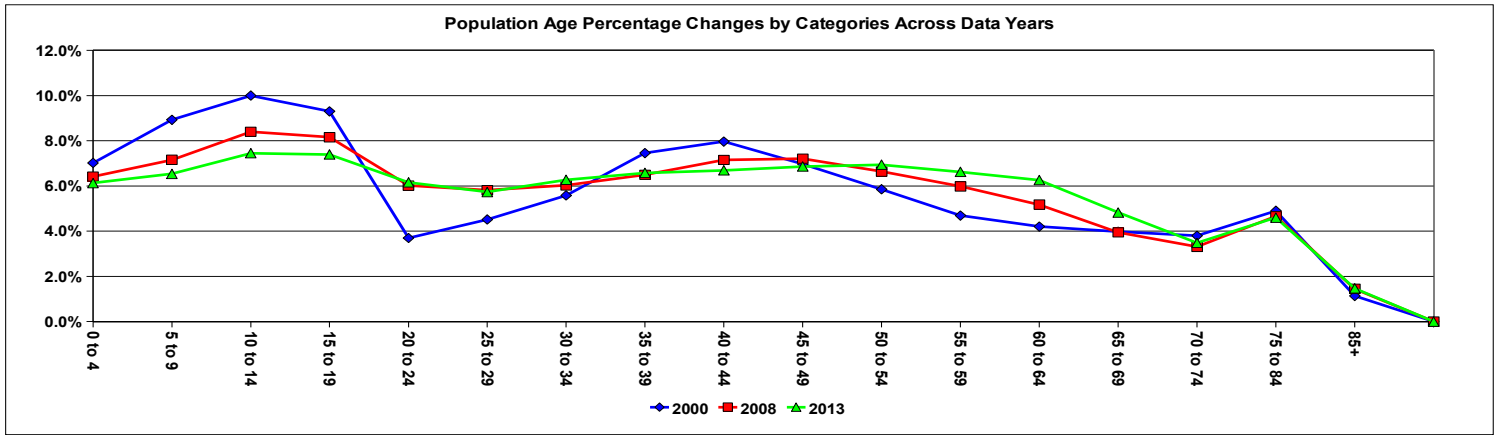
CA	2008	Comp Index
2,597,525	32.5%	93
2,649,169	33.1%	107
2,745,678	34.4%	100
7,992,372	100.0%	100



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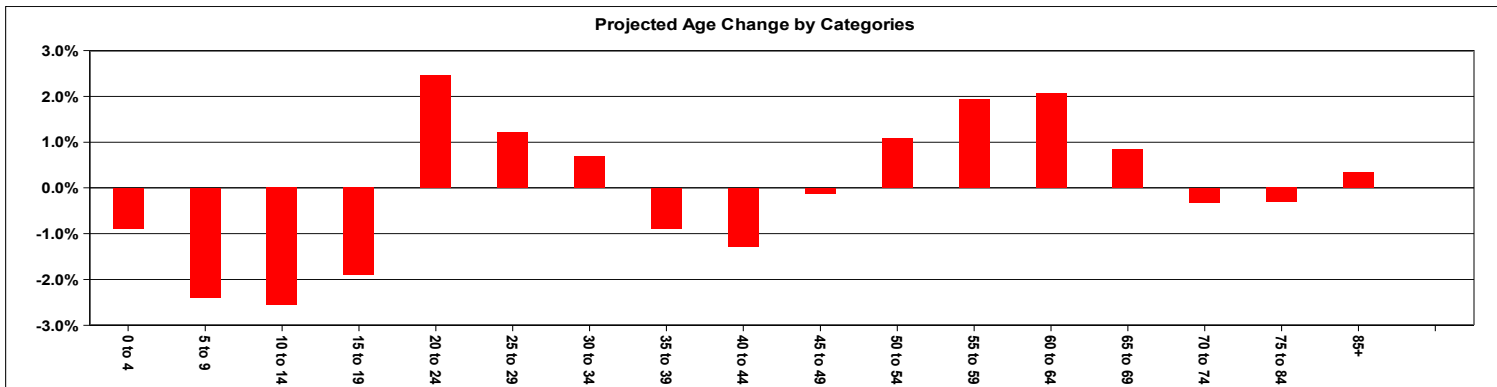
Population Trends: By Age	2000		2008		2013		Proj. Change
0 to 4	4,049	7.0%	5,136	6.4%	5,658	6.1%	-0.9%
5 to 9	5,148	8.9%	5,729	7.2%	6,035	6.5%	-2.4%
10 to 14	5,767	10.0%	6,723	8.4%	6,880	7.5%	-2.5%
15 to 19	5,363	9.3%	6,530	8.2%	6,827	7.4%	-1.9%
20 to 24	2,132	3.7%	4815	6.0%	5,685	6.2%	2.5%
25 to 29	2,605	4.5%	4,652	5.8%	5,292	5.7%	1.2%
30 to 34	3,218	5.6%	4,824	6.0%	5,790	6.3%	0.7%
35 to 39	4,300	7.5%	5,198	6.5%	6,074	6.6%	-0.9%
40 to 44	4,592	8.0%	5,725	7.2%	6,177	6.7%	-1.3%
45 to 49	4,020	7.0%	5,771	7.2%	6,332	6.9%	-0.1%
50 to 54	3,376	5.9%	5,316	6.6%	6,406	6.9%	1.1%
55 to 59	2,705	4.7%	4,787	6.0%	6,117	6.6%	1.9%
60 to 64	2,423	4.2%	4,141	5.2%	5,778	6.3%	2.1%
65 to 69	2,292	4.0%	3,158	3.9%	4,455	4.8%	0.9%
70 to 74	2,190	3.8%	2,648	3.3%	3,214	3.5%	-0.3%
75 to 84	2,826	4.9%	3,726	4.7%	4,245	4.6%	-0.3%
85+	655	1.1%	1,158	1.4%	1,355	1.5%	0.3%
Totals:	57,661	100.0%	80,037	100.0%	92,320	100.0%	

CA	2008	Comp Index
2,639,141	7.1%	91
2,597,525	7.0%	103
2,649,169	7.1%	118
2,745,678	7.4%	111
2,734,305	7.3%	82
2,675,649	7.2%	81
2,631,700	7.1%	85
2,713,550	7.3%	89
2,777,249	7.5%	96
2,719,566	7.3%	99
2,475,601	6.6%	100
2,119,671	5.7%	105
1,644,727	4.4%	117
1,213,953	3.3%	121
946,332	2.5%	130
1,390,255	3.7%	125
600,242	1.6%	90
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.

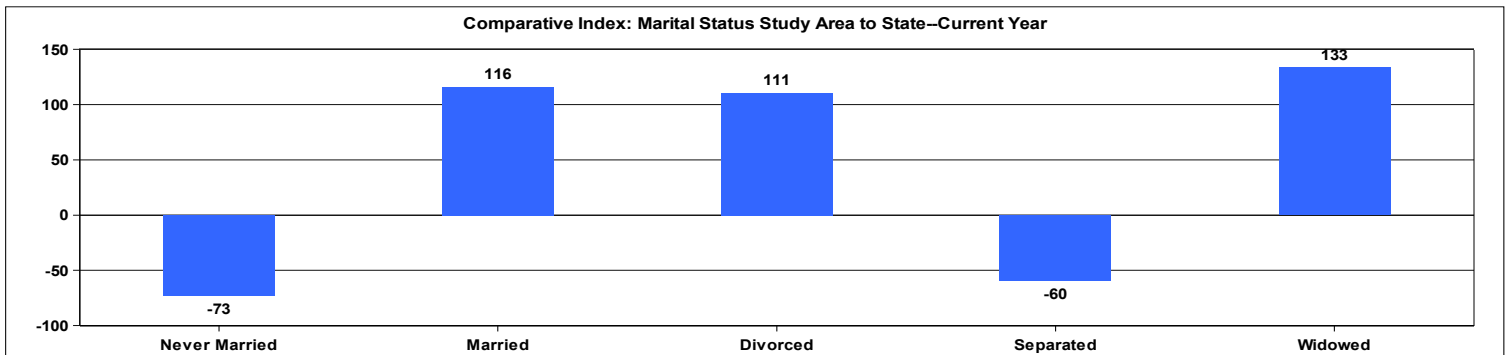
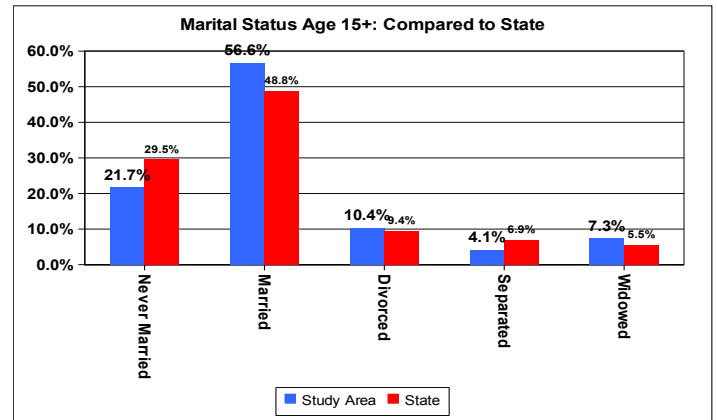
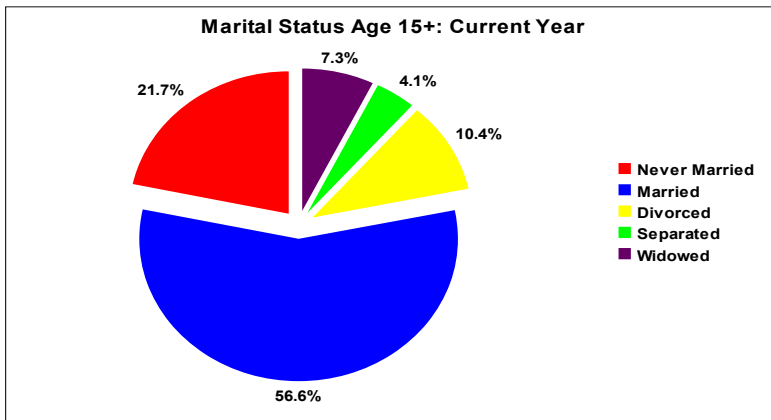
Prepared for: New Hope Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

People by Marital Status

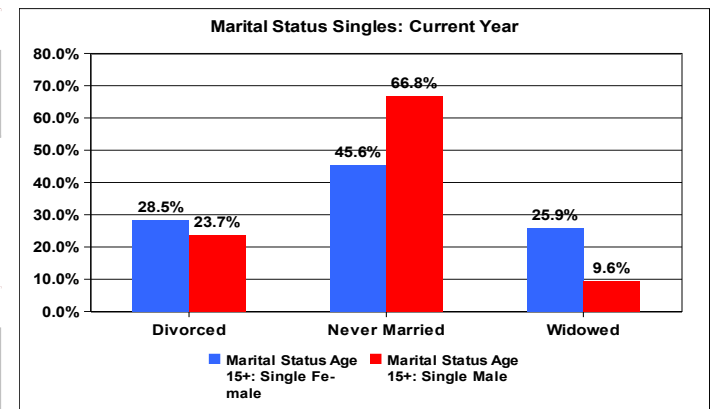
Marital Status Age 15+	2000		2008	
Never Married	9,563	22.4%	13,539	21.7%
Married	23,998	56.2%	35,350	56.6%
Divorced	4,429	10.4%	6,469	10.4%
Separated	1,813	4.2%	2,566	4.1%
Widowed	2,888	6.8%	4,555	7.3%
Totals:	42,691	100.0%	62,479	100.0%

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

CA	2008	Comp Index
8,677,018	29.5%	73
14,319,521	48.8%	116
2,748,669	9.4%	111
2,022,610	6.9%	60
1,605,121	5.5%	133
29,372,939	100.0%	100



Marital Status Age 15+: Single Female	2000		2008	
Divorced	2,609	28.3%	3,847	28.5%
Never Married	4,266	46.3%	6,148	45.6%
Widowed	2,337	25.4%	3,496	25.9%
Totals:	9,212	100.0%	13,491	100.0%



Marital Status Age 15+: Single Male	2000		2008	
Divorced	1,820	23.7%	2,622	23.7%
Never Married	5,297	69.1%	7,391	66.8%
Widowed	551	7.2%	1,058	9.6%
Totals:	7,668	100.0%	11,071	100.0%

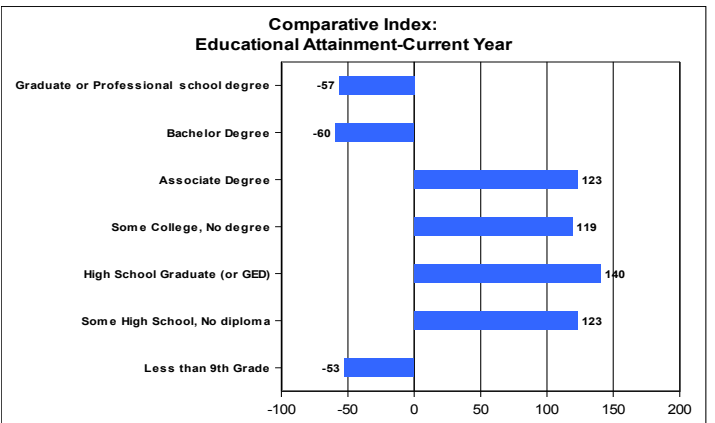
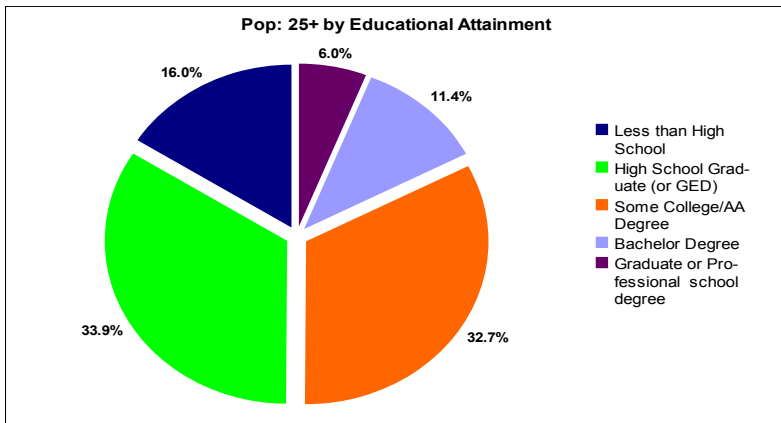
Prepared for: New Hope Community Church
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Current Year: 2008
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People by Education Level

Pop: 25+ by Educational Attainment	2000		2008	
Less than 9th Grade	1,576	3.9%	2,787	5.5%
Some High School, No diploma	10,225	25.2%	5,389	10.5%
High School Graduate (or GED)	10,085	24.8%	17,328	33.9%
Some College, No degree	10,230	25.2%	11,827	23.1%
Associate Degree	3,164	7.8%	4,897	9.6%
Bachelor Degree	3,313	8.2%	5,812	11.4%
Graduate or Professional school degree	2,053	5.1%	3,066	6.0%
Totals:	40,646	100.0%	51,106	100.0%

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

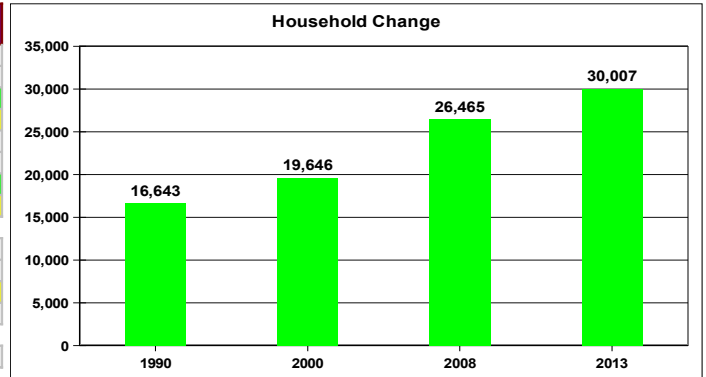
CA	2008	Comp Index
2,478,313	10.4%	53
2,050,552	8.6%	123
5,773,092	24.1%	140
4,645,100	19.4%	119
1,863,096	7.8%	123
4,565,703	19.1%	60
2,532,639	10.6%	57
23,908,495	100.0%	100



Prepared for: New Hope Community Church
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5 Year Projection: 2013

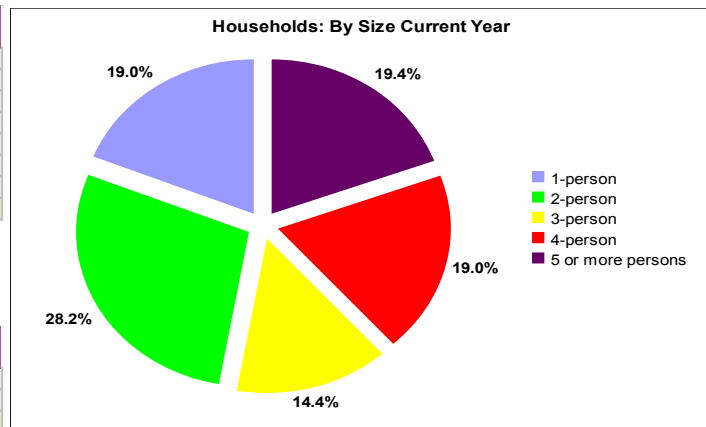
HOUSEHOLDS

Household Trends	1990	2000	2008	2013
Households	16,643	19,646	26,465	30,007
Households Change		3,003	6,819	3,542
Percent Change		18%	35%	13%
Average Annual Change		1.8%	4.3%	2.7%
Population / Households	2.96	2.94	3.02	3.08
Population / Households Change		-0.02	0.09	0.05
Percent Change		-0.8%	3.0%	1.7%
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	0.16%	0.17%	0.21%	0.23%



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.

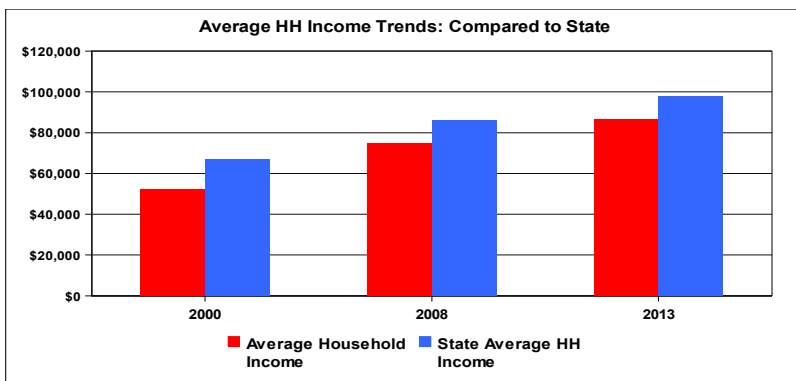
Households: By Size	2000		2008	
1-person	3,549	18.1%	5,017	19.0%
2-person	6,448	32.8%	7,476	28.2%
3-person	3,341	17.0%	3,813	14.4%
4-person	3,145	16.0%	5,018	19.0%
5-person	1,780	9.1%	2,823	10.7%
6-person	829	4.2%	1,356	5.1%
7-or-more persons	554	2.8%	962	3.6%
Totals:	19,646	100.0%	26,465	100.0%



Households: One Person by Gender	2000		2008	
Female Householder	2,146	60.5%	2,938	58.6%
Male Householder	1,402	39.5%	2,079	41.4%
Totals:	3,548	100.0%	5,017	100.0%

Household Income

Income Trends: Average	2000	2008	2013
Average Household Income	\$52,208	\$74,514	\$86,701
Average Household Income Change		\$22,307	\$12,187
Percent Change		42.7%	16.4%
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	78	87	88
Median Income	\$40,817	\$50,307	\$56,538
Per Capita Income	\$17,787	\$24,639	\$28,181
Per Capita Income Change		\$6,851	\$3,542
Percent Change		38.5%	14.4%

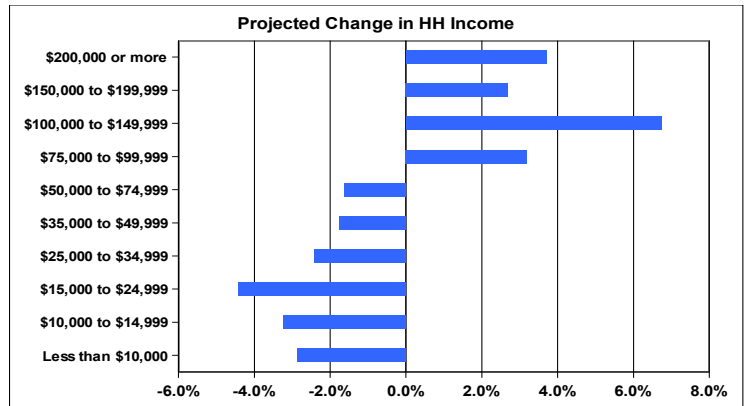
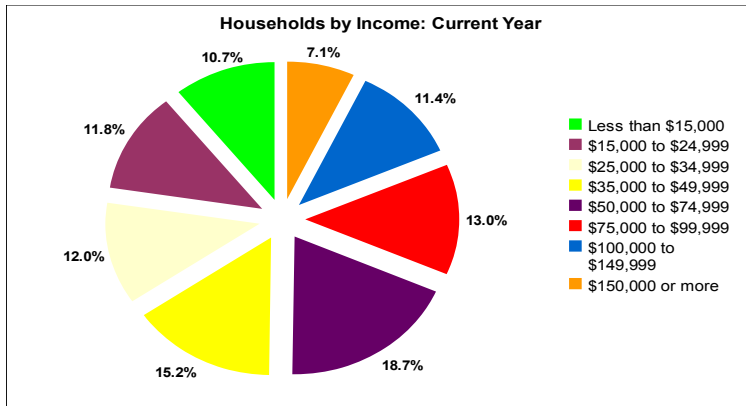


Analysis:
The average household income is projected to grow significantly over the next five years.
The average household income is about the same as the state average.
The per capita income is projected to grow significantly over the next five years.

Prepared for: New Hope Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
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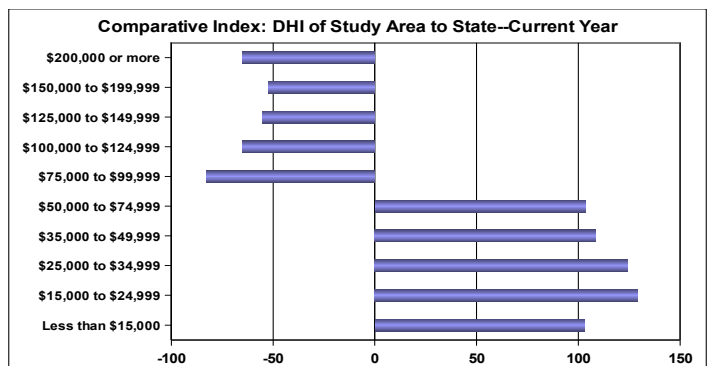
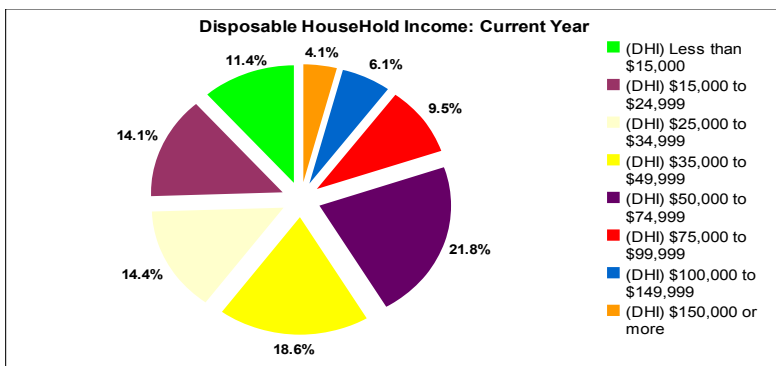
Households: Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	1,639	8.3%	1,657	6.3%	1,639	5.5%	-2.9%
\$10,000 to \$14,999	1,390	7.1%	1,177	4.4%	1,155	3.8%	-3.2%
\$15,000 to \$24,999	2,859	14.6%	3,130	11.8%	3,042	10.1%	-4.4%
\$25,000 to \$34,999	2,701	13.7%	3,175	12.0%	3,398	11.3%	-2.4%
\$35,000 to \$49,999	3,184	16.2%	4,032	15.2%	4,334	14.4%	-1.8%
\$50,000 to \$74,999	3,912	19.9%	4,949	18.7%	5,488	18.3%	-1.6%
\$75,000 to \$99,999	1,994	10.1%	3,442	13.0%	4,002	13.3%	3.2%
\$100,000 to \$149,999	1,341	6.8%	3,021	11.4%	4,069	13.6%	6.7%
\$150,000 to \$199,999	333	1.7%	827	3.1%	1,315	4.4%	2.7%
\$200,000 or more	295	1.5%	1,054	4.0%	1,565	5.2%	3.7%
Totals:	19,648	100.0%	26,464	100.0%	30,007	100.0%	

CA	2008	Comp Index
843,582	6.8%	92
458,242	3.7%	120
1,148,061	9.3%	127
1,150,671	9.3%	129
1,652,033	13.4%	114
2,218,884	18.0%	104
1,561,933	12.6%	103
1,815,167	14.7%	78
691,624	5.6%	56
818,504	6.6%	60
12,358,701	100.0%	100



Disposable HouseHold Income	2008		2013	
Less than \$15,000	3,027	11.4%	2,999	10.0%
\$15,000 to \$24,999	3,725	14.1%	3,637	12.1%
\$25,000 to \$34,999	3,814	14.4%	4,102	13.7%
\$35,000 to \$49,999	4,912	18.6%	5,500	18.3%
\$50,000 to \$74,999	5,769	21.8%	6,415	21.4%
\$75,000 to \$99,999	2,527	9.5%	3,249	10.8%
\$100,000 to \$124,999	1,104	4.2%	1,689	5.6%
\$125,000 to \$149,999	507	1.9%	809	2.7%
\$150,000 to \$199,999	379	1.4%	615	2.0%
\$200,000 or more	701	2.6%	992	3.3%
Totals:	26,465	100.0%	30,007	100.0%

CA	2008	Comp Index
1,374,154	11.1%	103
1,346,659	10.9%	129
1,433,321	11.6%	124
2,112,919	17.1%	109
2,603,805	21.1%	103
1,422,941	11.5%	83
791,426	6.4%	65
430,572	3.5%	55
338,849	2.7%	52
504,055	4.1%	65
12,358,701	100.0%	100



Prepared for: New Hope 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	5,658	66.4%	7,352	64.8%	3,205,415	67.7%	96
Other Family: Female no husband present	2,014	23.7%	2,721	24.0%	1,064,612	22.5%	107
Other Family: Male no wife present	741	8.7%	1,133	10.0%	430,351	9.1%	110
Nonfamily: Female Householder	19	0.2%	21	0.2%	8,823	0.2%	99
Nonfamily: Male Householder	83	1.0%	126	1.1%	26,145	0.6%	201
Totals:	8,515	100.0%	11,353	100.0%	4,735,346	100%	100

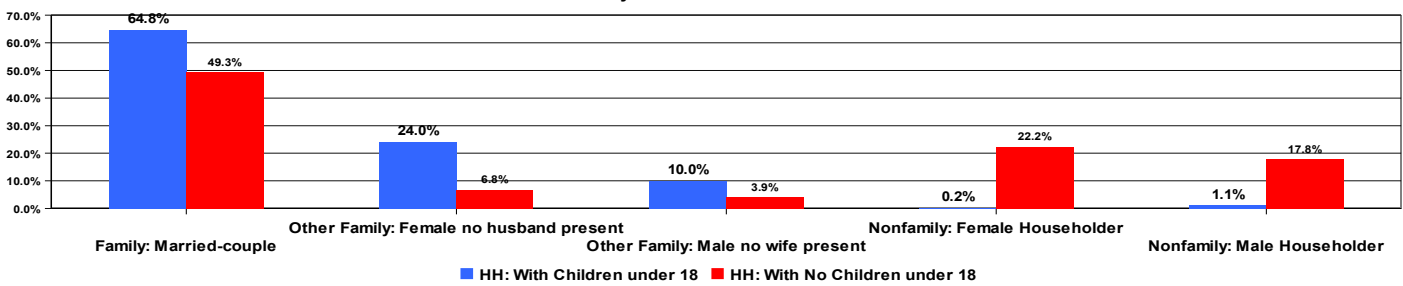
Analysis:
Children under 18 are as likely to be in two-parent households as in the state overall.

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

HH: With No Children under 18	2000		2008	
Family: Married-couple	5,812	39.6%	7,450	49.3%
Other Family: Female no husband present	664	4.5%	1,022	6.8%
Other Family: Male no wife present	314	2.1%	595	3.9%
Nonfamily: Female Householder	4,616	31.4%	3,357	22.2%
Nonfamily: Male Householder	3,274	22.3%	2,688	17.8%
Totals:	14,680	100.0%	15,112	100.0%

CA	2008	Comp Index
2,899,328	38.0%	130
522,903	6.9%	99
302,602	4.0%	99
2,060,186	27.0%	82
1,838,336	24.1%	74
7,623,355	100%	100

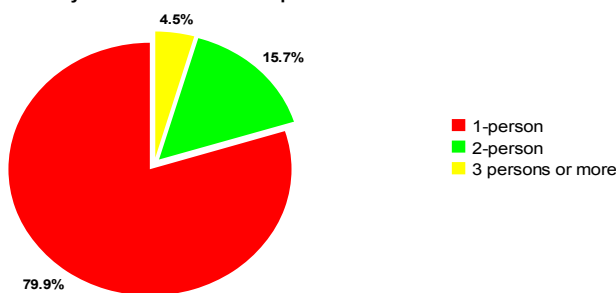
Households by Presence of Children: Current Year



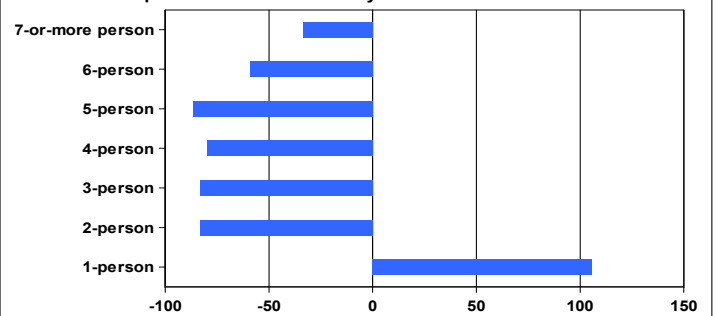
Nonfamily Households: Persons per Household Trends	2008	
1-person	3,549	79.9%
2-person	696	15.7%
3-person	126	2.8%
4-person	46	1.0%
5-person	18	0.4%
6-person	6	0.1%
7-or-more person	3	0.1%
Totals:	4,444	100.0%

CA	2008	Comp Index
2,971,563	75.5%	106
741,850	18.9%	83
133,641	3.4%	83
51,116	1.3%	80
18,414	0.5%	87
8,977	0.2%	59
7,928	0.2%	33
3,933,489	100.0%	100

Nonfamily Households: Persons per Household Current Year



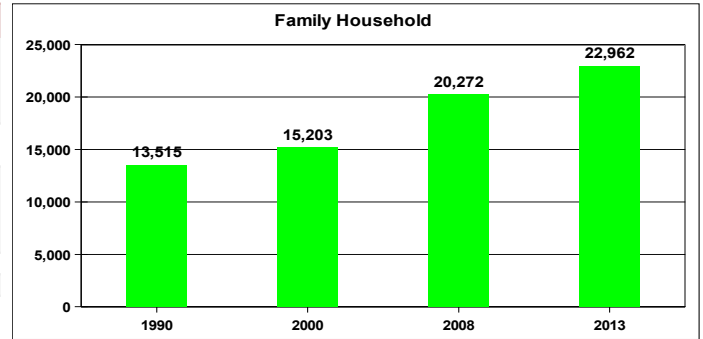
Comparative Index: Non-Family Households--Current Year



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

FAMILIES

Families	1990	2000	2008	2013
Families	13,515	15,203	20,272	22,962
Families Change		1,688	5,069	2,690
Percent Change		12.5%	33.3%	13.3%
Average Annual Change		1.2%	4.2%	2.7%
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	0.19%	0.19%	0.24%	0.26%



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	5,753	37.8%	7,902	39.0%	9,084	39.6%	1.7%
3-person	3,215	21.1%	4,264	21.0%	4,824	21.0%	-0.1%
4-person	3,100	20.4%	3,970	19.6%	4,424	19.3%	-1.1%
5-person	1,762	11.6%	2,267	11.2%	2,516	11.0%	-0.6%
6-person	823	5.4%	1,111	5.5%	1,266	5.5%	0.1%
7-or-more person	551	3.6%	759	3.7%	849	3.7%	0.1%
Totals:	15,204	100.0%	20,273	100.0%	22,963	100.0%	

CA	2008	Comp Index
2,850,194	33.8%	115
1,834,378	21.8%	97
1,752,142	20.8%	94
990,165	11.8%	95
496,586	5.9%	93
501,744	6.0%	63
8,425,209	100%	100

Families: Household Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	934	6.1%	1,012	5.0%	1,086	4.7%	-1.4%
\$10,000 to \$14,999	849	5.6%	643	3.2%	555	2.4%	-3.2%
\$15,000 to \$24,999	1,986	13.1%	2,121	10.5%	2,151	9.4%	-3.7%
\$25,000 to \$34,999	2,062	13.6%	2,284	11.3%	2,402	10.5%	-3.1%
\$35,000 to \$49,999	2,386	15.7%	2,900	14.3%	2,955	12.9%	-2.8%
\$50,000 to \$74,999	3,343	22.0%	3,827	18.9%	4,136	18.0%	-4.0%
\$75,000 to \$99,999	1,806	11.9%	3,025	14.9%	3,395	14.8%	2.9%
\$100,000 to \$149,999	1,245	8.2%	2,687	13.3%	3,605	15.7%	7.5%
\$150,000 to \$199,999	322	2.1%	781	3.9%	1,230	5.4%	3.2%
\$200,000 or more	271	1.8%	992	4.9%	1,447	6.3%	4.5%
Totals:	15,204	100.0%	20,272	100.0%	22,962	100.0%	

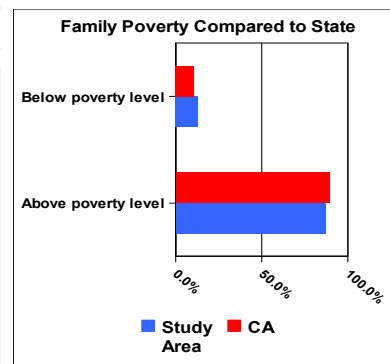
CA	2008	Comp Index
375,736	4.5%	112
194,212	2.3%	138
662,820	7.9%	133
728,486	8.6%	130
1,072,112	12.7%	112
1,521,141	18.1%	105
1,168,578	13.9%	108
1,439,183	17.1%	78
572,563	6.8%	57
690,380	8.2%	60
8,425,211	100.0%	100

Families: Poverty Summary	2008	
Above poverty level	13,238	87.1%
Below poverty level	1,965	12.9%
Totals:	15,203	100.0%

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

CA	2008	Comp Index
7,080,042	89.4%	97
840,005	10.6%	122
7,920,047	100.0%	100

Families: Poverty Detail	2008	
Above Poverty Level		
Married-couple: Children	538	3.5%
Married-couple: No children	1,042	6.9%
Male: No wife present: Children	273	1.8%
Male: No wife present: No children	476	3.1%
Female: No husband present: Children	5,506	36.2%
Female: No husband present: No children	5,403	35.5%
Below Poverty Level		
Married-couple: Children	78	0.5%
Married-couple: No children	962	6.3%
Male: No wife present: Children	30	0.2%
Male: No wife present: No children	208	1.4%
Female: No husband present: Children	177	1.2%
Female: No husband present: No children	510	3.4%
Totals:	15,203	100.0%



CA	2008	Comp Index
Above Poverty Level		
402,558	5.1%	70
638,645	8.1%	85
211,798	2.7%	67
284,308	3.6%	87
2,611,068	33.0%	110
2,931,665	37.0%	96
Below Poverty Level		
39,877	0.5%	102
307,813	3.9%	163
18,355	0.2%	85
69,722	0.9%	155
88,138	1.1%	105
316,100	4.0%	84
7,920,047	100.0%	100

NOTE: Children are under 18

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

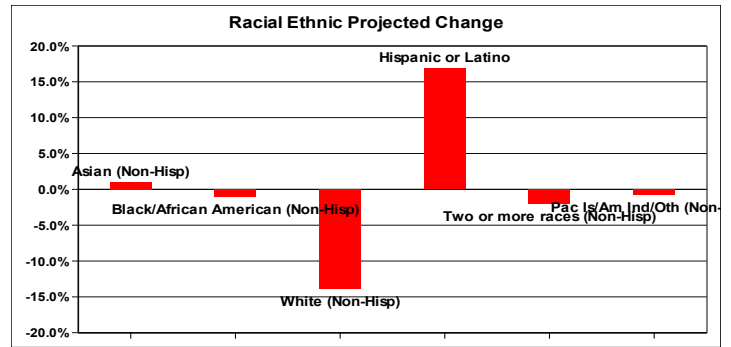
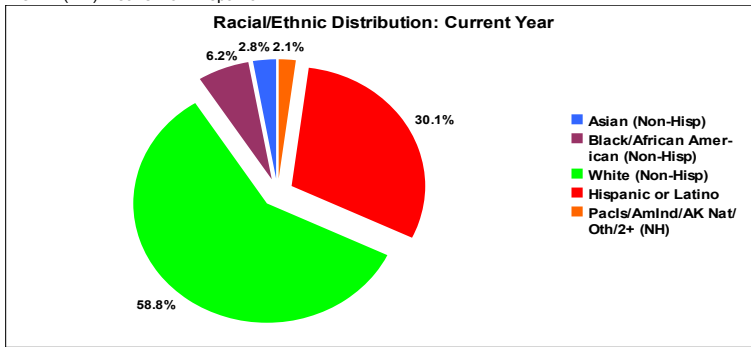
Prepared for: New Hope Community Church
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Base State: CA
Current Year: 2008
5 Year Projection: 2013

DIVERSITY

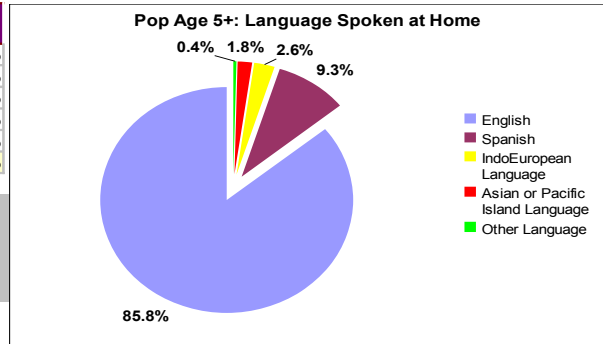
Population: Racial/Ethnic Trends	2000		2008		2013		Proj. Change
Asian (Non-Hisp)	1,223	2.1%	2,243	2.8%	2,868	3.1%	1.0%
Black/African American (Non-Hisp)	4,043	7.0%	4,987	6.2%	5,479	5.9%	-1.1%
White (Non-Hisp)	39,226	68.0%	47,090	58.8%	49,967	54.1%	-13.9%
Hispanic or Latino	10,834	18.8%	24,072	30.1%	32,898	35.6%	16.8%
Two or more races (Non-Hisp)	1,686	2.9%	1,310	1.6%	822	0.9%	-2.0%
Pac Is/Am Ind/Oth (Non-Hisp)	650	1.1%	336	0.4%	286	0.3%	-0.8%
Totals:	57,662	100.0%	80,038	100.0%	92,320	100.0%	

CA	2008	Comp Index
4,562,471	12.2%	23
2,071,913	5.6%	112
15,780,187	42.3%	139
13,740,168	36.9%	82
838,759	2.3%	73
280,815	0.8%	56
37,274,313	100.0%	100

NOTE: (NH) means Non-Hispanic



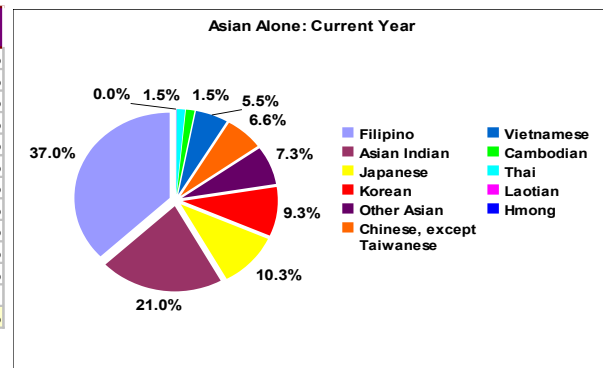
Pop Age 5+: Language Spoken at Home	2008	
Speak Only English at Home	64,283	85.8%
Speak Spanish at Home	6,970	9.3%
Speak IndoEuropean Language at Home	1,977	2.6%
Speak Asian or Pacific Island Language at Home	1,375	1.8%
Speak Other Language at Home	297	0.4%
Totals:	74,902	100.0%



CA	2008	Comp Index
21,179,499	61.2%	140
8,831,636	25.5%	36
1,453,973	4.2%	63
2,892,536	8.4%	22
277,521	0.8%	49
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	831	37.0%
Asian Indian	470	21.0%
Japanese	232	10.3%
Korean	209	9.3%
Other Asian	163	7.3%
Chinese, except Taiwanese	147	6.6%
Vietnamese	124	5.5%
Cambodian	33	1.5%
Thai	33	1.5%
Laotian	1	0.0%
Hmong	0	0.0%
Totals:	2,243	100.0%

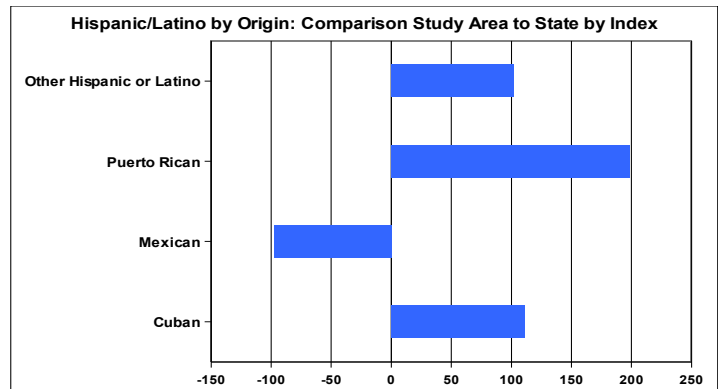
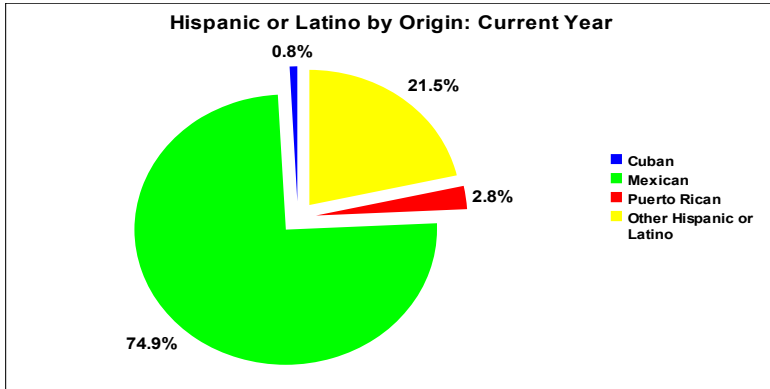


CA	2008	Comp Index
1,153,317	25.3%	147
412,797	9.0%	232
372,936	8.2%	127
420,390	9.2%	101
295,533	6.5%	112
1,078,127	23.6%	28
548,631	12.0%	46
87,127	1.9%	77
46,386	1.0%	145
69,058	1.5%	3
78,169	1.7%	0
4,562,471	100.0%	100

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Population: Hispanic or Latino by Origin	2008	
Cuban	198	0.8%
Mexican	18,038	74.9%
Puerto Rican	666	2.8%
Other Hispanic or Latino	5,170	21.5%
Totals:	24,072	100.0%

CA	2008	Comp Index
101,925	0.7%	111
10,559,101	76.8%	98
196,830	1.4%	193
2,882,310	21.0%	102
13,740,166	100%	100

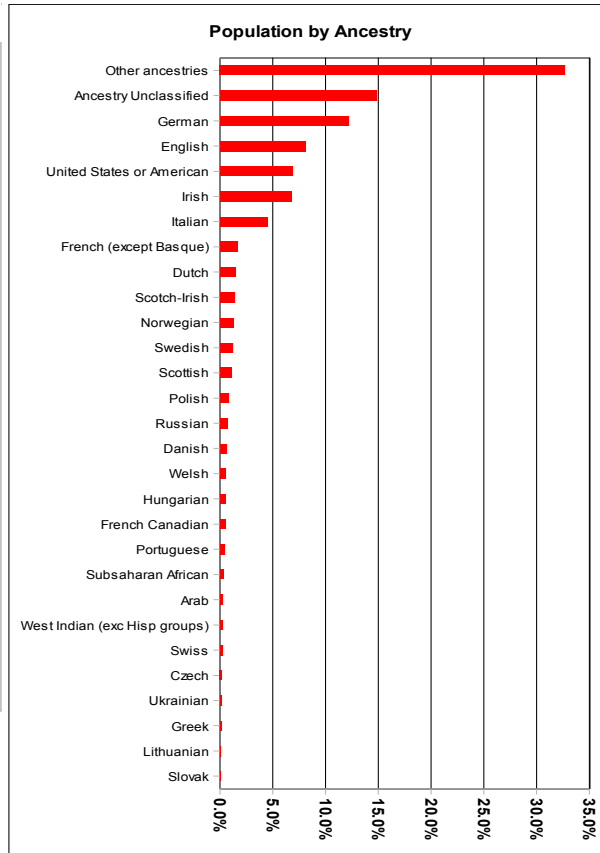


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Population by Ancestry	2008	
Other ancestries	26,163	32.7%
Ancestry Unclassified	11,882	14.8%
German	9,715	12.1%
English	6,516	8.1%
United States or American	5,502	6.9%
Irish	5,466	6.8%
Italian	3,631	4.5%
French (except Basque)	1,342	1.7%
Dutch	1,199	1.5%
Scotch-Irish	1,113	1.4%
Norwegian	1,038	1.3%
Swedish	924	1.2%
Scottish	895	1.1%
Polish	689	0.9%
Russian	555	0.7%
Danish	481	0.6%
Welsh	434	0.5%
Hungarian	422	0.5%
French Canadian	400	0.5%
Portuguese	358	0.4%
Subsaharan African	271	0.3%
Arab	208	0.3%
West Indian (exc Hisp groups)	173	0.2%
Swiss	171	0.2%
Czech	164	0.2%
Ukrainian	131	0.2%
Greek	98	0.1%
Lithuanian	50	0.1%
Slovak	45	0.1%
Totals:	80,036	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.



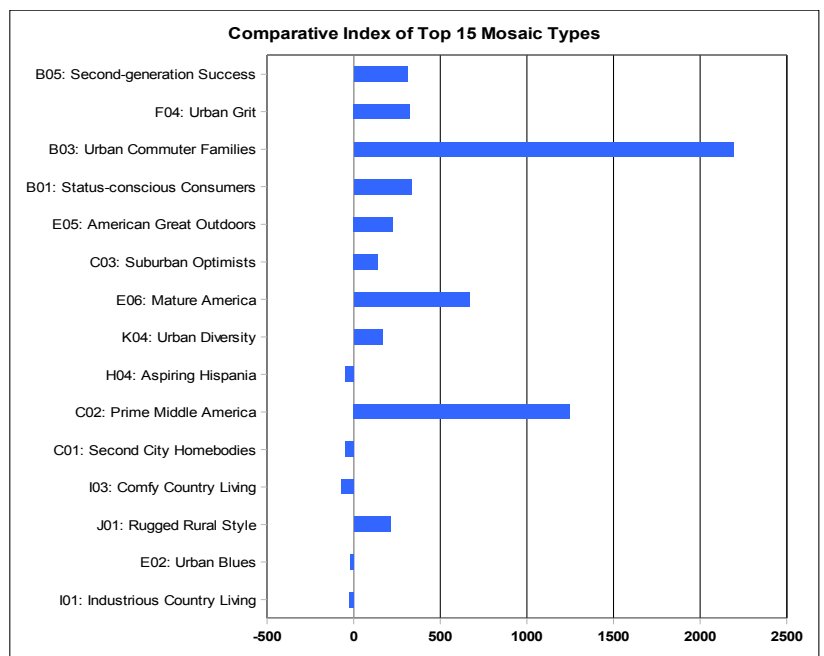
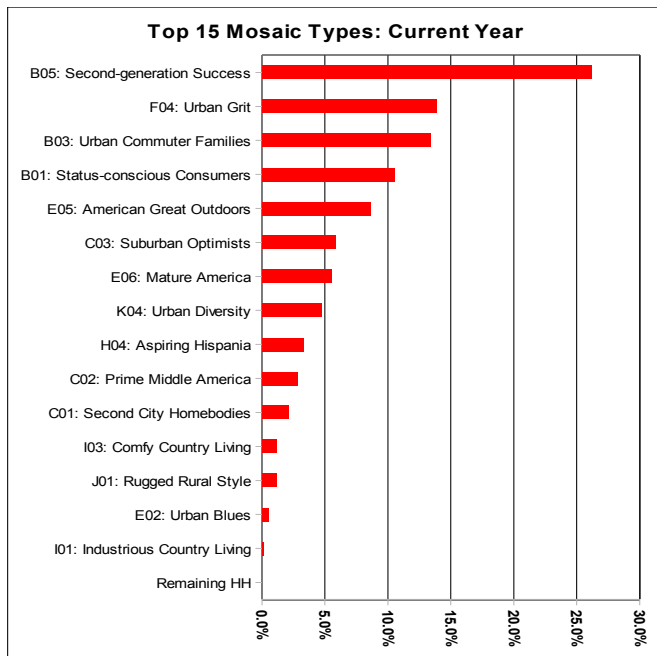
CA	2008	Comp Index
18,853,773	50.6%	65
5,371,669	14.4%	103
2,445,039	6.6%	185
1,852,871	5.0%	164
1,289,054	3.5%	199
1,776,397	4.8%	143
1,281,253	3.4%	132
471,008	1.3%	133
276,085	0.7%	202
327,283	0.9%	158
348,323	0.9%	139
321,709	0.9%	134
376,979	1.0%	111
355,112	1.0%	90
327,844	0.9%	79
145,132	0.4%	154
102,226	0.3%	198
98,987	0.3%	199
125,137	0.3%	149
291,601	0.8%	57
188,252	0.5%	67
183,460	0.5%	53
60,795	0.2%	133
80,071	0.2%	99
83,556	0.2%	91
74,017	0.2%	82
109,817	0.3%	42
37,965	0.1%	61
18,898	0.1%	111
37,274,313	100.0%	100

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Top 15 Mosaic Types	2008	Brief Mosaic Descriptions	CA	2008	Comp Index
B05: Second-generation Success	6,920	26.1% Upper-middle-class, largely multi-ethnic working white/blue-collar jobs.	1,036,280	8.4%	312
F04: Urban Grit	3,674	13.9% Young, ethnic mix, working-class blue-collar, second-tier cities.	527,085	4.3%	326
B03: Urban Commuter Families	3,546	13.4% Upscale, educated Boomers in single detached homes, metro fringe.	75,556	0.6%	2192
B01: Status-conscious Consumers	2,782	10.5% Middle-aged Baby Boomers suburban neighborhoods commuters.	387,468	3.1%	335
E05: American Great Outdoors	2,273	8.6% Older rural retirees, remote areas, low wage/ Social Security	465,962	3.8%	228
C03: Suburban Optimists	1,544	5.8% Middle-class diversity, middle-aged families, older suburbs, coastal states.	518,576	4.2%	139
E06: Mature America	1,461	5.5% Seniors, modest and fixed incomes, primarily in city.	102,077	0.8%	668
K04: Urban Diversity	1,256	4.7% Young and mobile multi-ethnic singles and single-parent families, inter-city	350,585	2.8%	167
H04: Aspiring Hispania	870	3.3% Young married/single Hispanics, lower-middle-classurban gateways.	888,219	7.2%	46
C02: Prime Middle America	754	2.8% Young, upper-middle-class, small/midsized cities good paying jobs.	28,188	0.2%	1249
C01: Second City Homebodies	572	2.2% Dual working, middle-aged families, cities along the East and West coasts.	561,696	4.5%	48
I03: Comfy Country Living	315	1.2% Older, empty-nester college-educated, retirees, quiet small-towns.	208,134	1.7%	71
J01: Rugged Rural Style	314	1.2% Rural working-class retirees, houses/mobile homes, West/Southwest states	69,220	0.6%	212
E02: Urban Blues	146	0.6% Young Hispanic families, singles, urban, blue-collar, service jobs.	304,970	2.5%	22
I01: Industrious Country Living	36	0.1% High school, upper-middle-class hard-working, industrial remote towns.	73,511	0.6%	23
Remaining HH	0	0.0%	6,761,174	54.7%	0
Totals:	26,463	100%	12,358,701	100%	100

Definition Aids:

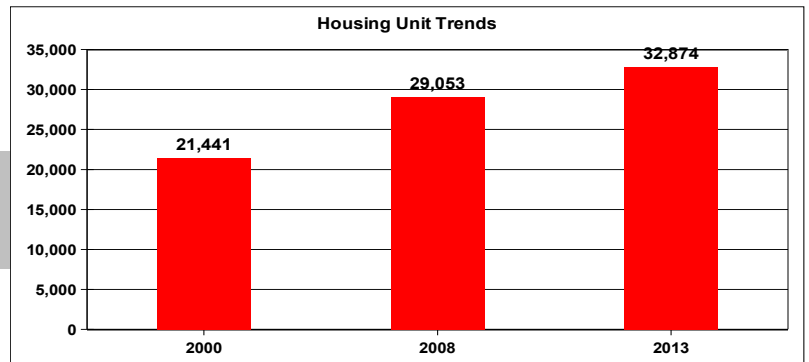
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



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HOUSING

Housing	2000	2008	2013
Housing Unit	21,441	29,053	32,874
Percent Change		35.5%	13.2%



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	1,158	4.0%
1 Unit Detached	23,454	80.7%
2 Units	408	1.4%
3 to 19 Units	220	0.8%
20 to 49 Units	2,611	9.0%
50 or More Units	104	0.4%
Mobile Home or Trailer	1,090	3.8%
Other	9	0.0%
Totals:	29,054	100%

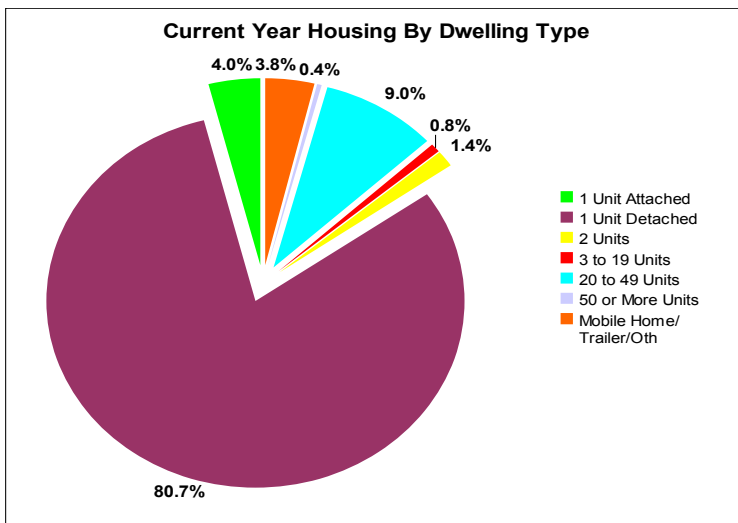
CA	2008	Comp Index
1,011,369	7.5%	53
7,794,683	57.8%	140
343,434	2.5%	55
643,480	4.8%	16
2,135,391	15.8%	57
892,003	6.6%	5
623,082	4.6%	81
38,807	0.3%	11
13,482,249	100.0%	100

Ratio Single Detached to Single Unit Attached	20.3
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7.7	263
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Definition Aids:

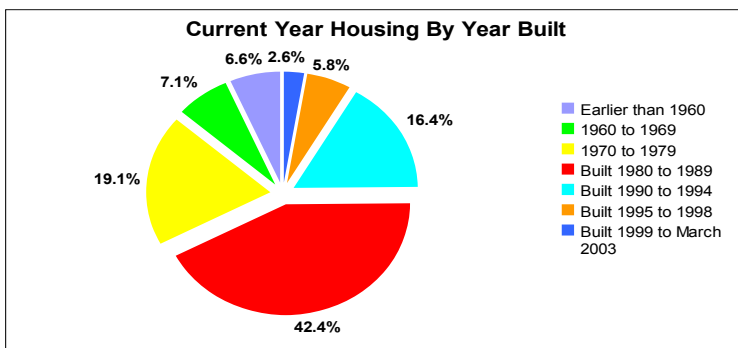
Ratio Single Detached to Single Unit Attached: This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.



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Housing Trends: Units by Year Built		2008	
1939 or Earlier		190	0.7%
1940 to 1949		240	0.8%
1950 to 1959		1,477	5.1%
1960 to 1969		2,049	7.1%
1970 to 1979		5,546	19.1%
Built 1980 to 1989		12,329	42.4%
Built 1990 to 1994		4,777	16.4%
Built 1995 to 1998		1,680	5.8%
Built 1999 to March 2003		765	2.6%
Totals:		29,053	100%

CA	2008	Comp Index
1,207,906	9.0%	7
986,498	7.3%	11
1,991,417	14.8%	34
2,162,900	16.0%	44
2,695,417	20.0%	95
2,359,921	17.5%	242
1,031,552	7.7%	215
728,838	5.4%	107
317,804	2.4%	112
13,482,253	100.0%	100

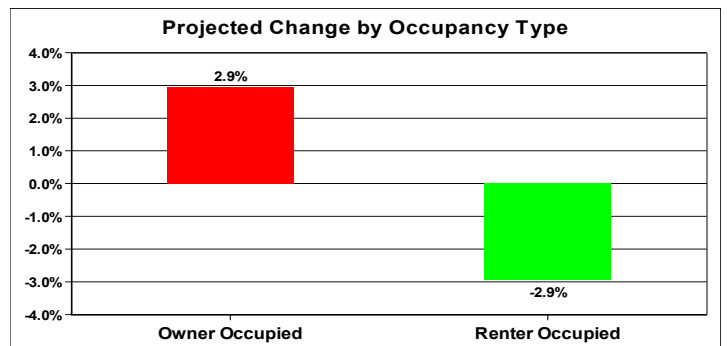
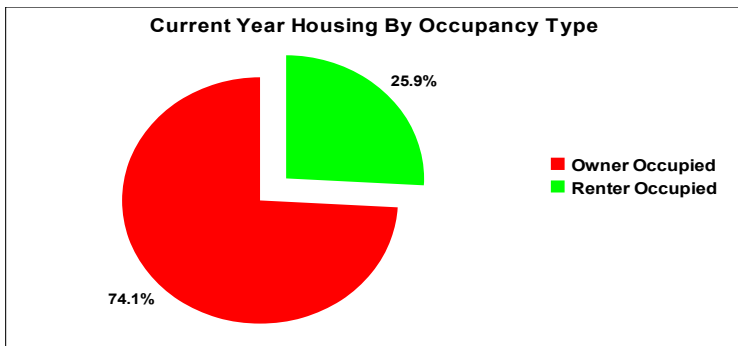


Housing Trends: Occupied Units by Own or Rent		2000		2008		2013		Proj. Change
Owner Occupied	14,180	72.2%	19,620	74.1%	22,541	75.1%	2.9%	
Renter Occupied	5,466	27.8%	6,845	25.9%	7,466	24.9%	-2.9%	
Totals:	19,646	100%	26,465	100%	30,007	100%		

CA	2008	Comp Index
7,280,073	58.9%	126
5,078,628	41.1%	63
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		435	2.2%
\$20,000 to \$39,999		306	1.6%
\$40,000 to \$59,999		516	2.6%
\$60,000 to \$79,999		2,409	12.3%
\$80,000 to \$99,999		4,323	22.0%
\$100,000 to \$149,999		12	0.1%
\$150,000 to \$199,999		3,184	16.2%
\$200,000 to \$299,999		1,622	8.3%
\$300,000 to \$399,999		823	4.2%
\$400,000 to \$499,999		270	1.4%
\$500,000 to \$749,999		29	0.1%
\$750,000 to \$999,999		0	0.0%
\$1,000,000 or more		5,689	29.0%
Totals:		19,618	100%

CA	2008	Comp Index
147,333	2.0%	110
152,358	2.1%	75
152,136	2.1%	126
274,833	3.8%	325
448,799	6.2%	357
166,749	2.3%	3
1,292,058	17.7%	91
1,535,187	21.1%	39
812,143	11.2%	38
463,594	6.4%	22
449,662	6.2%	2
167,918	2.3%	0
1,217,301	16.7%	173
7,280,071	100.0%	100

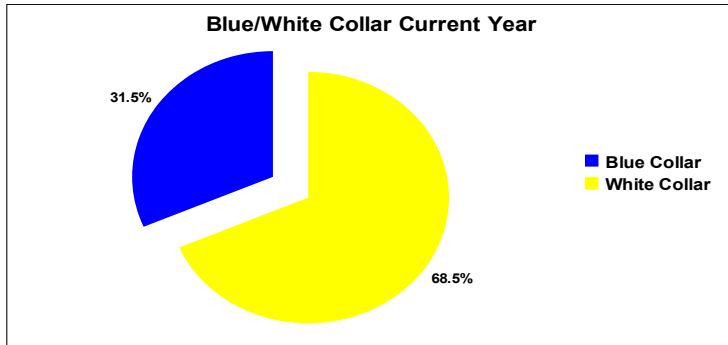
Prepared for: New Hope Community Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

WORK

Employed Pop 16+ Blue/White Collar		2008
Blue Collar		10,194 31.5%
White Collar		22,162 68.5%
Totals:		32,356 100.0%

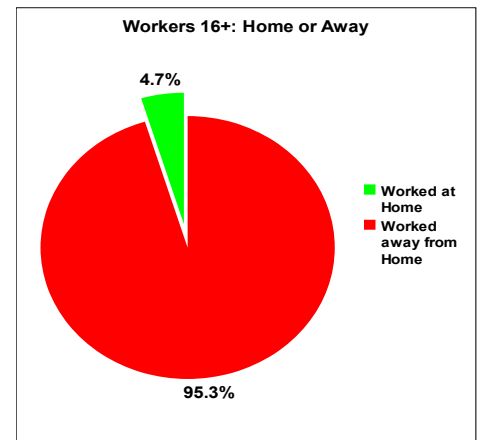
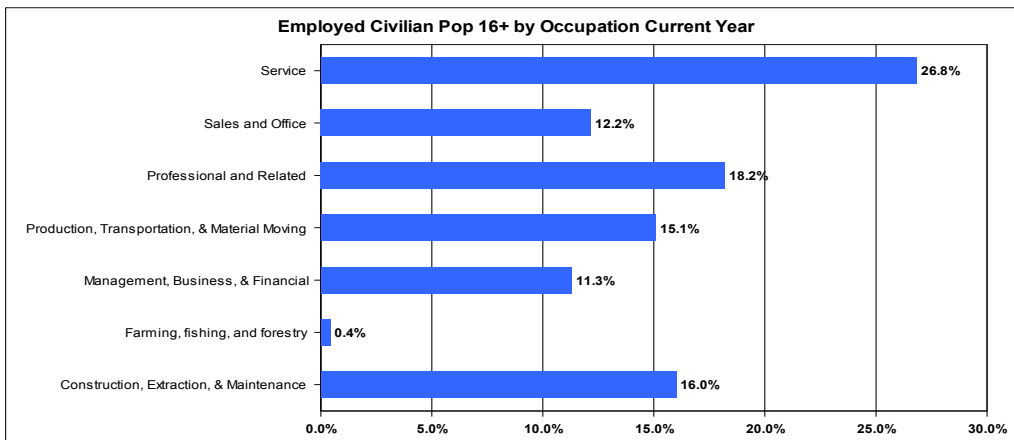
CA	2008	Comp Index
4,643,834	26.9%	117
12,591,436	73.1%	94
17,235,270	100.0%	100

Analysis:
Compared to the state, workers are more likely to be Blue Collar.
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		5,176 16.0%
Farming, fishing, and forestry		137 0.4%
Management, Business, & Financial		3,656 11.3%
Production, Transportation, & Material Moving		4,880 15.1%
Professional and Related		5,887 18.2%
Sales and Office		3,936 12.2%
Service		8,683 26.8%
Totals:		32,355 100.0%

CA	2008	Comp Index
2,101,123	12.2%	131
305,977	1.8%	24
2,441,238	14.2%	80
2,236,734	13.0%	116
3,669,244	21.3%	85
1,961,303	11.4%	107
4,519,651	26.2%	102
17,235,270	100.0%	100



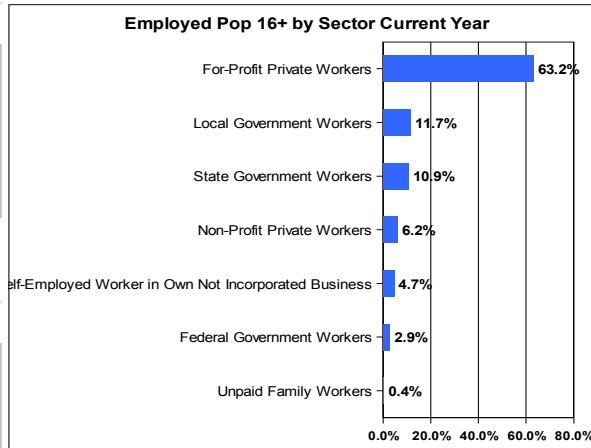
Workers 16+: Home or Away		2008
Worked at Home		1,517 4.7%
Worked away from Home		30,838 95.3%
Totals:		32,355 100.0%

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

CA	2008	Comp Index
668,376	3.9%	121
16,566,894	96.1%	99
17,235,270	100.0%	100

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Employed Pop 16+ by Sector	2008	
For-Profit Private Workers	20,443	63.2%
Local Government Workers	3,793	11.7%
State Government Workers	3,521	10.9%
Non-Profit Private Workers	1,996	6.2%
Self-Employed Worker in Own Not Incorporated Business	1,513	4.7%
Federal Government Workers	952	2.9%
Unpaid Family Workers	138	0.4%
Totals:	32,356	100.0%



CA	2008	Comp Index
12,157,036	70.5%	90
1,453,341	8.4%	139
1,458,104	8.5%	129
975,422	5.7%	109
711,975	4.1%	113
411,649	2.4%	123
67,743	0.4%	109
17,235,270	100.0%	100

Population: 16+ by Employment Status	2008	
In labor force: Civilian: Employed	32,356	###
Not in labor force	25,970	###
In labor force: Civilian: Unemployed	2,646	310700.0%
In labor force: In Armed Forces	79	9600.0%
Totals:	61,051	100.0%

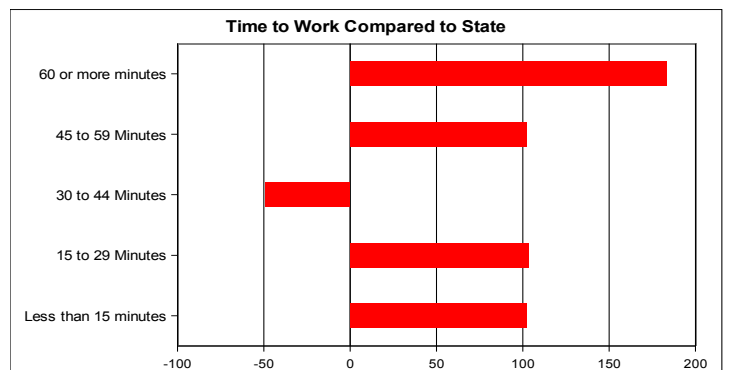
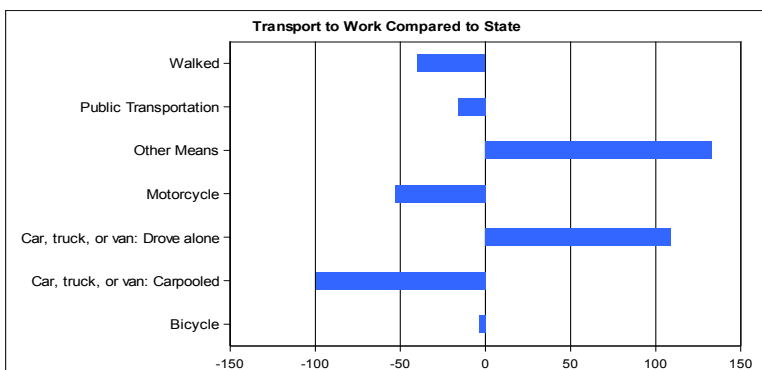
CA	2008	Comp Index
17,235,270	59.8%	6377721
10,240,862	35.5%	8720451
1,220,764	4.2%	7339827
141,846	0.5%	1951778
28,838,742	100.0%	100

Workers 16+: Travel Time to Work	2008	
Less than 15 minutes	7,894	25.6%
15 to 29 Minutes	11,205	36.3%
30 to 44 Minutes	3,160	10.2%
45 to 59 Minutes	2,624	8.5%
60 or more minutes	5,955	19.3%
Totals:	30,838	100.0%

CA	2008	Comp Index
4,158,350	25.1%	102
5,832,135	35.2%	103
3,450,482	20.8%	49
1,379,043	8.3%	102
1,746,884	10.5%	183
16,566,894	100.0%	100

Workers 16+: Transport to Work	2008	
Bicycle	9	0.0%
Car, truck, or van: Carpooled	4,693	15.2%
Car, truck, or van: Drove alone	25,164	81.6%
Motorcycle	43	0.1%
Other Means	339	1.1%
Public Transportation	246	0.8%
Walked	344	1.1%
Totals:	30,838	100.0%

CA	2008	Comp Index
136,005	0.8%	4
2,536,343	15.3%	99
12,425,265	75.0%	109
43,285	0.3%	53
136,806	0.8%	133
826,231	5.0%	16
462,959	2.8%	40
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.