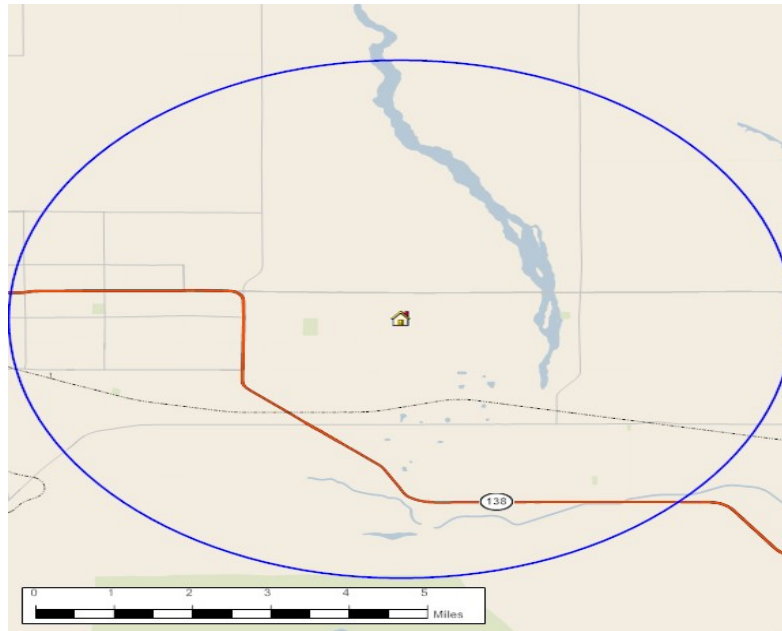


Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013
5/29/2009

Study Area



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PEOPLE

Population Trends	1990	2000	2008	2013
Study Area Population	48,265	68,930	83,935	92,256
Population Change		20,665	15,005	8,321
Percent Change		42.8%	21.8%	9.9%
Average Annual Change		4.3%	2.7%	2.0%
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	0.16%	0.20%	0.23%	0.23%

Analysis:

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

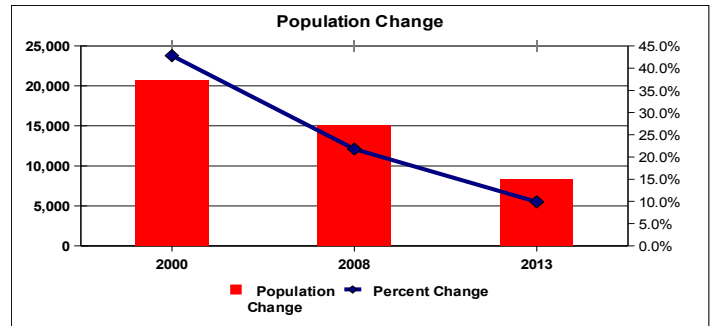
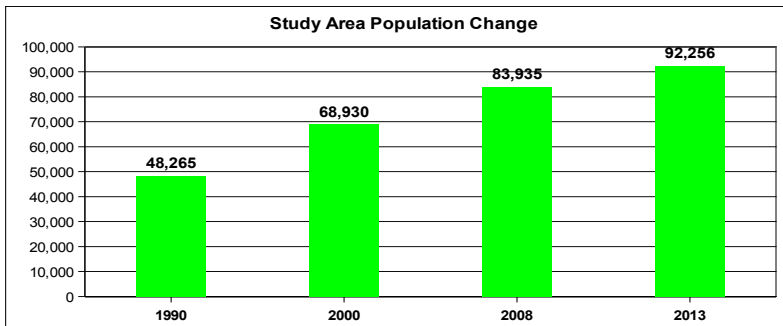
Definition Aids:

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	34,899 50.6%	42,457 50.6%	46,629 50.5%	-0.1%
Male	34,031 49.4%	41,478 49.4%	45,627 49.5%	0.1%
Totals:	68,930 100.0%	83,935 100.0%	92,256 100.0%	

CA	2008	Comp Index
18,622,776	50.0%	101
18,651,537	50.0%	99
37,274,313	100.0%	100

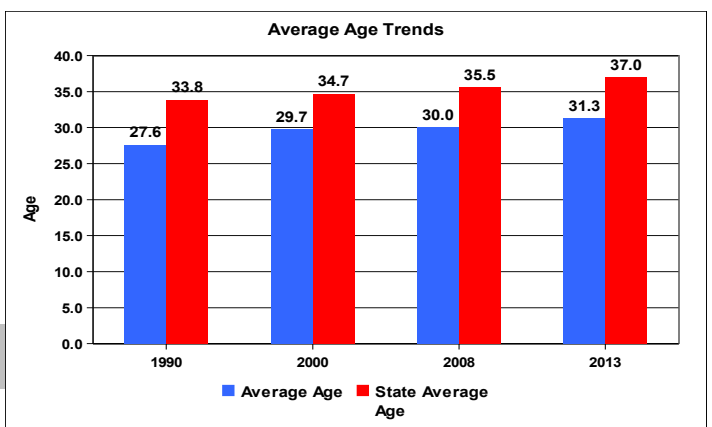
Definition Aids:

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	27.6	29.7	30.0	31.3
Average Age Change		2.1	0.3	1.2
Percent Change		7.8%	1.1%	4.0%
Median Age		28	31	33
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	82	86	85	85



Analysis:

The average age of the study area is projected to get somewhat older.
The average age of the study area is significantly below the state average.

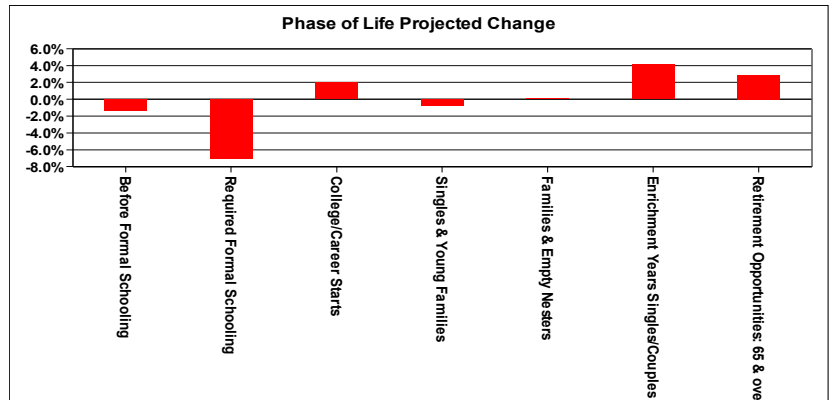
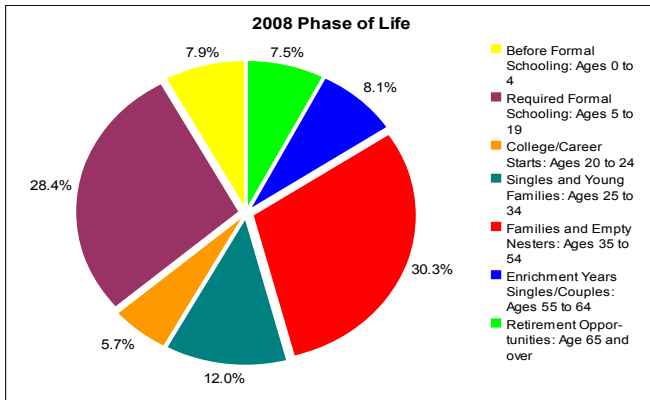
Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

Phase of Life Trends	2000		2008		2013		Proj. Change
Before Formal Schooling: Ages 0 to 4	6,177	9.0%	6,638	7.9%	7,073	7.7%	-1.3%
Required Formal Schooling: Ages 5 to 19	22,899	33.2%	23,871	28.4%	24,172	26.2%	-7.0%
College/Career Starts: Ages 20 to 24	2,708	3.9%	4,785	5.7%	5,472	5.9%	2.0%
Singles and Young Families: Ages 25 to 34	8,878	12.9%	10,091	12.0%	11,156	12.1%	-0.8%
Families and Empty Nesters: Ages 35 to 54	20,351	29.5%	25,442	30.3%	27,311	29.6%	0.1%
Enrichment Years Singles/Couples: Ages 55 to 64	3,827	5.6%	6,787	8.1%	8,923	9.7%	4.1%
Retirement Opportunities: Age 65 and over	4,091	5.9%	6,320	7.5%	8,150	8.8%	2.9%
Totals:	68,931	100%	83,934	100%	92,257	100%	

CA	2008	Comp Index
2,639,141	7.1%	112
7,992,372	21.4%	133
2,734,305	7.3%	78
5,307,349	14.2%	84
10,685,966	28.7%	106
3,764,398	10.1%	80
4,150,782	11.1%	68
37,274,313	100.0%	100

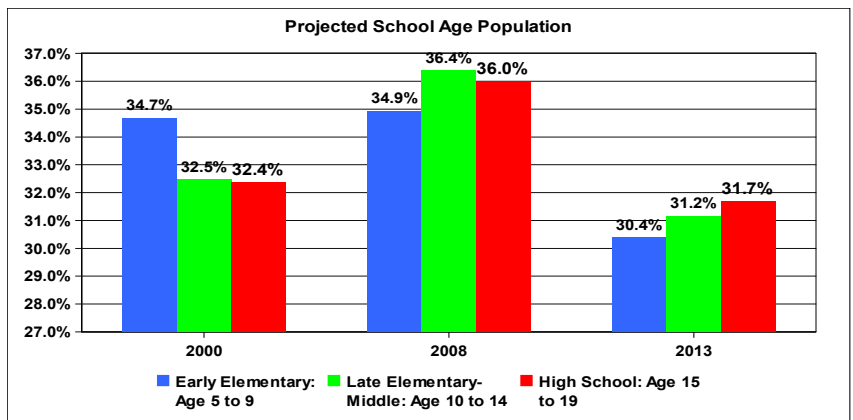
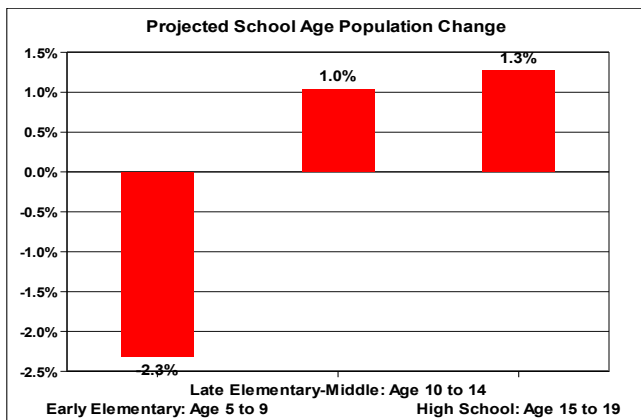
Analysis:

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	7,941	34.7%	7,748	32.5%	7,823	32.4%	-2.3%
Late Elementary-Middle: Age 10 to 14	7,999	34.9%	8,684	36.4%	8,695	36.0%	1.0%
High School: Age 15 to 19	6,959	30.4%	7,439	31.2%	7,654	31.7%	1.3%
Totals:	22,899	100.0%	23,871	100.0%	24,172	100.0%	

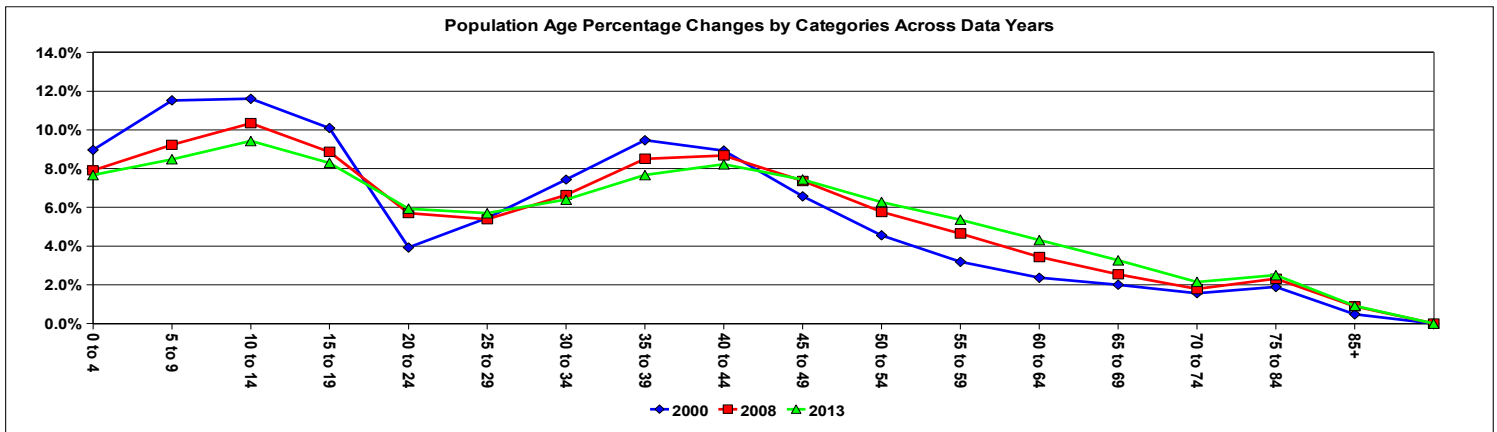
CA	2008	Comp Index
2,597,525	32.5%	100
2,649,169	33.1%	110
2,745,678	34.4%	91
7,992,372	100.0%	100



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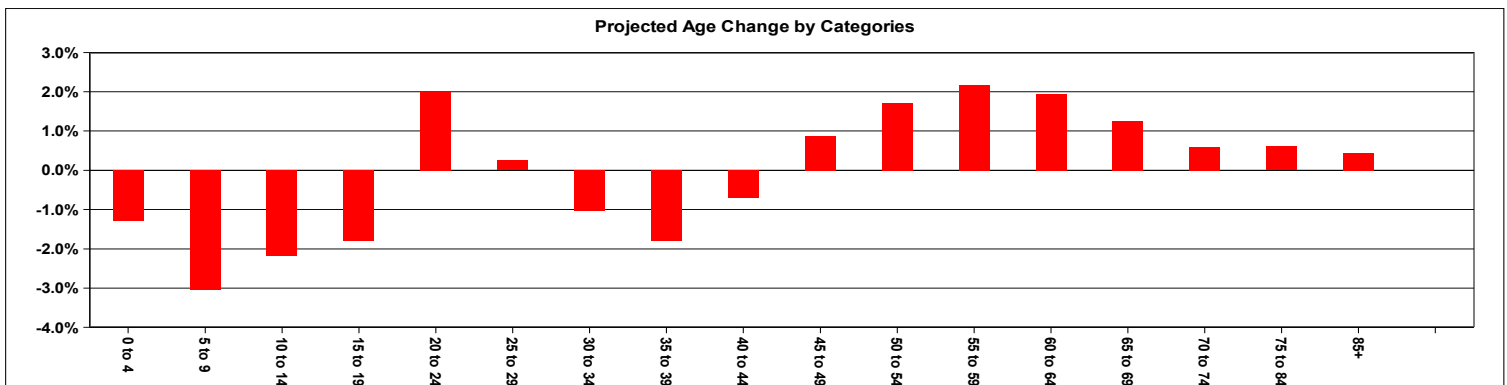
Population Trends: By Age	2000		2008		2013		Proj. Change
0 to 4	6,177	9.0%	6,638	7.9%	7,073	7.7%	-1.3%
5 to 9	7,941	11.5%	7,748	9.2%	7,823	8.5%	-3.0%
10 to 14	7,999	11.6%	8,684	10.3%	8,695	9.4%	-2.2%
15 to 19	6,959	10.1%	7,439	8.9%	7,654	8.3%	-1.8%
20 to 24	2,708	3.9%	4,785	5.7%	5,472	5.9%	2.0%
25 to 29	3,755	5.4%	4,519	5.4%	5,255	5.7%	0.2%
30 to 34	5,123	7.4%	5,572	6.6%	5,902	6.4%	-1.0%
35 to 39	6,525	9.5%	7,139	8.5%	7,075	7.7%	-1.8%
40 to 44	6,156	8.9%	7,285	8.7%	7,587	8.2%	-0.7%
45 to 49	4,528	6.6%	6,181	7.4%	6,861	7.4%	0.9%
50 to 54	3,141	4.6%	4,837	5.8%	5,787	6.3%	1.7%
55 to 59	2,197	3.2%	3,903	4.7%	4,947	5.4%	2.2%
60 to 64	1,630	2.4%	2,884	3.4%	3,977	4.3%	1.9%
65 to 69	1,382	2.0%	2,133	2.5%	3,014	3.3%	1.3%
70 to 74	1,077	1.6%	1,498	1.8%	1,984	2.2%	0.6%
75 to 84	1,303	1.9%	1,943	2.3%	2,305	2.5%	0.6%
85+	329	0.5%	747	0.9%	847	0.9%	0.4%
Totals:	68,930	100.0%	83,935	100.0%	92,258	100.0%	

CA	2008	Comp Index
2,639,141	7.1%	112
2,597,525	7.0%	132
2,649,169	7.1%	146
2,745,678	7.4%	120
2,734,305	7.3%	78
2,675,649	7.2%	75
2,631,700	7.1%	94
2,713,550	7.3%	117
2,777,249	7.5%	116
2,719,566	7.3%	101
2,475,601	6.6%	87
2,119,671	5.7%	82
1,644,727	4.4%	78
1,213,953	3.3%	78
946,332	2.5%	70
1,390,255	3.7%	62
600,242	1.6%	55
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.

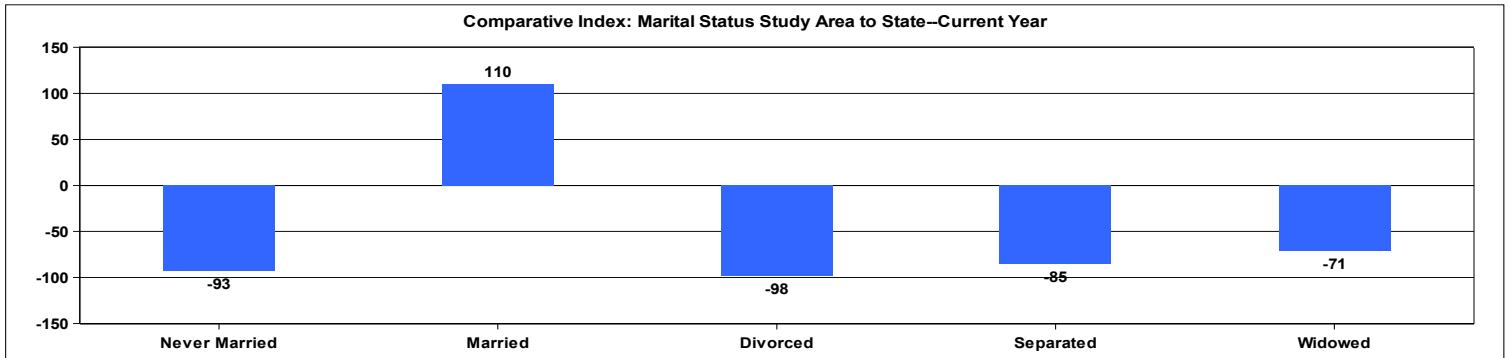
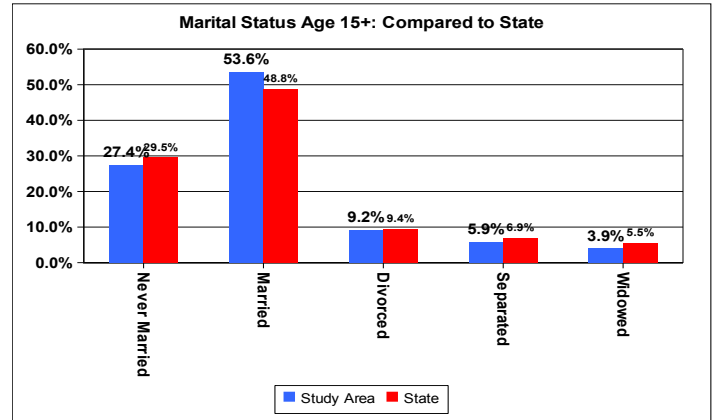
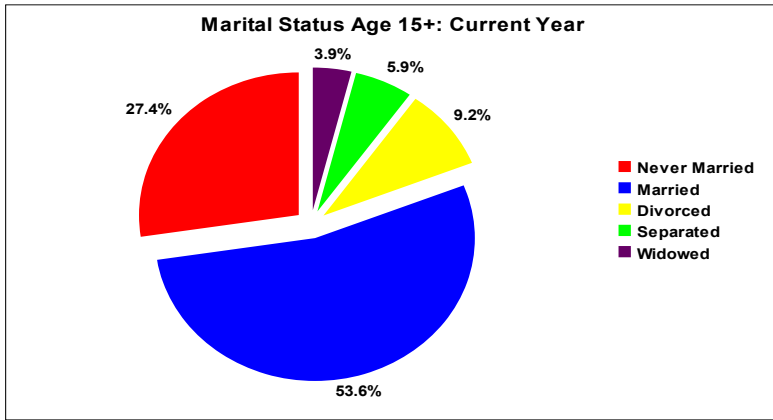
Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

People by Marital Status

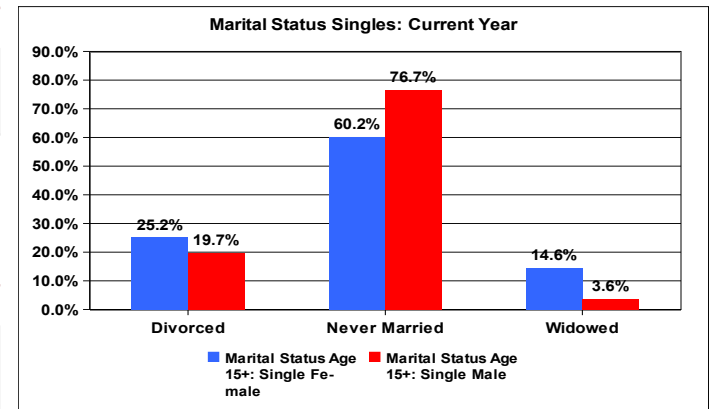
Marital Status Age 15+	2000		2008	
Never Married	12,848	27.4%	16,673	27.4%
Married	25,026	53.5%	32,593	53.6%
Divorced	4,434	9.5%	5,589	9.2%
Separated	2,664	5.7%	3,573	5.9%
Widowed	1,847	3.9%	2,367	3.9%
Totals:	46,819	100.0%	60,795	100.0%

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

CA	2008	Comp Index
8,677,018	29.5%	93
14,319,521	48.8%	110
2,748,669	9.4%	98
2,022,610	6.9%	85
1,605,121	5.5%	71
29,372,939	100.0%	100



Marital Status Age 15+: Single Female	2000		2008	
Divorced	2,610	26.5%	3,378	25.2%
Never Married	5,734	58.3%	8,077	60.2%
Widowed	1,494	15.2%	1,961	14.6%
Totals:	9,838	100.0%	13,416	100.0%



Marital Status Age 15+: Single Male	2000		2008	
Divorced	1,823	19.6%	2,211	19.7%
Never Married	7,114	76.6%	8,596	76.7%
Widowed	353	3.8%	406	3.6%
Totals:	9,290	100.0%	11,213	100.0%

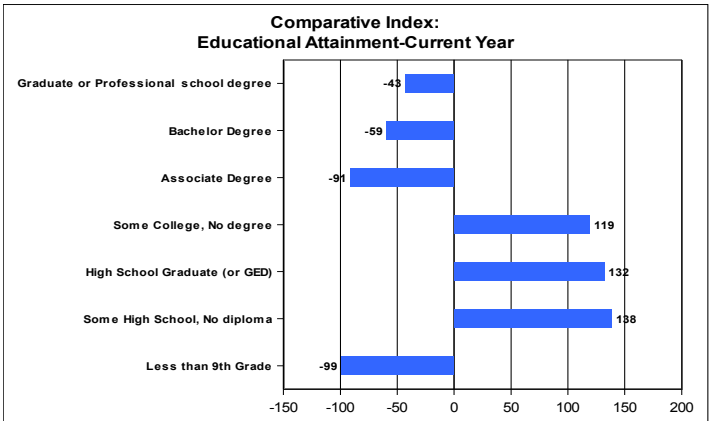
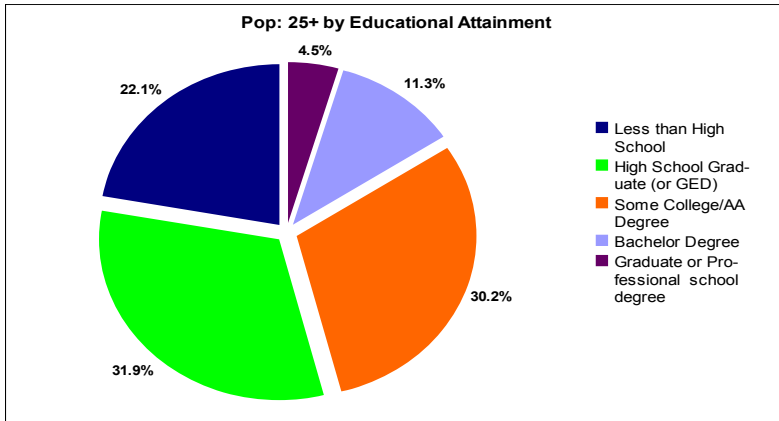
Prepared for: Sonrise Baptist Church
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People by Education Level

Pop: 25+ by Educational Attainment	2000		2008	
Less than 9th Grade	4,032	9.7%	4,988	10.3%
Some High School, No diploma	10,796	26.1%	5,777	11.9%
High School Graduate (or GED)	9,716	23.5%	15,505	31.9%
Some College, No degree	10,771	26.0%	11,255	23.1%
Associate Degree	2,366	5.7%	3,442	7.1%
Bachelor Degree	2,722	6.6%	5,477	11.3%
Graduate or Professional school degree	952	2.3%	2,196	4.5%
Totals:	41,355	100.0%	48,640	100.0%

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

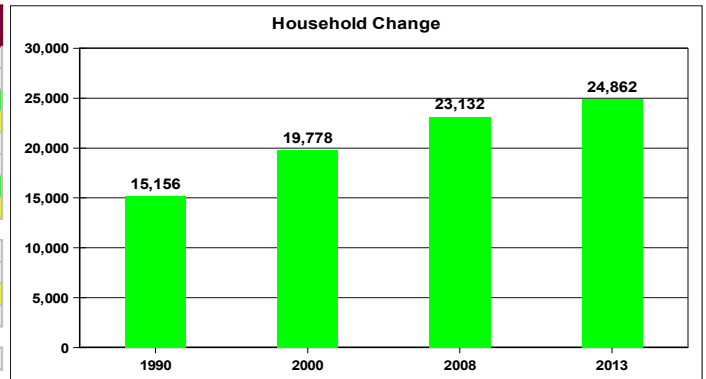
CA	2008	Comp Index
2,478,313	10.4%	99
2,050,552	8.6%	138
5,773,092	24.1%	132
4,645,100	19.4%	119
1,863,096	7.8%	91
4,565,703	19.1%	59
2,532,639	10.6%	43
23,908,495	100.0%	100



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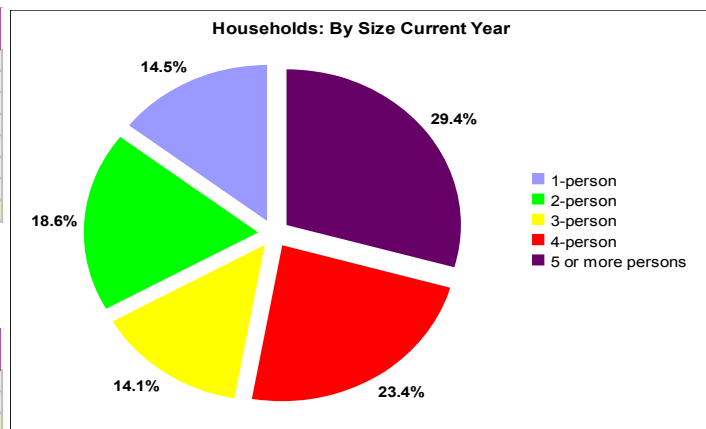
HOUSEHOLDS

Household Trends	1990	2000	2008	2013
Households	15,156	19,778	23,132	24,862
Households Change		4,622	3,354	1,730
Percent Change		30%	17%	7%
Average Annual Change		3.0%	2.1%	1.5%
Population / Households	3.18	3.49	3.63	3.71
Population / Households Change		0.30	0.14	0.08
Percent Change		9.4%	4.1%	2.3%
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	0.15%	0.17%	0.19%	0.19%



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.

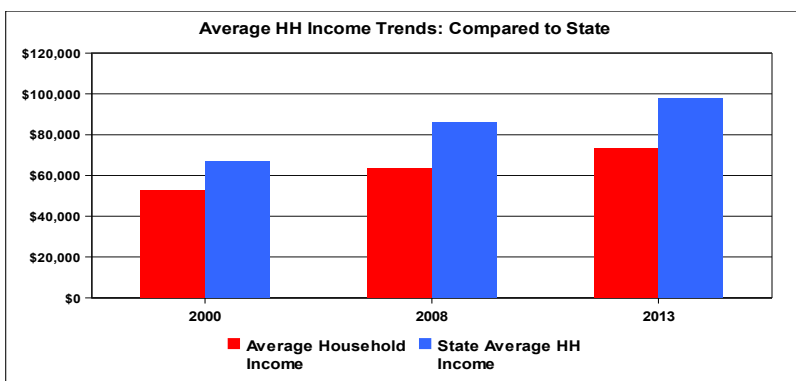
Households: By Size	2000		2008	
1-person	2,586	13.1%	3,356	14.5%
2-person	4,442	22.5%	4,313	18.6%
3-person	3,429	17.3%	3,251	14.1%
4-person	4,100	20.7%	5,417	23.4%
5-person	2,752	13.9%	3,570	15.4%
6-person	1,348	6.8%	1,750	7.6%
7-or-more persons	1,120	5.7%	1,474	6.4%
Totals:	19,777	100.0%	23,131	100.0%



Households: One Person by Gender	2000		2008	
Female Householder	1,263	48.8%	1,659	49.4%
Male Householder	1,324	51.2%	1,698	50.6%
Totals:	2,587	100.0%	3,357	100.0%

Household Income

Income Trends: Average	2000	2008	2013
Average Household Income	\$52,466	\$63,218	\$73,403
Average Household Income Change		\$10,752	\$10,185
Percent Change		20.5%	16.1%
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	74	75
Median Income	\$46,633	\$58,105	\$64,900
Per Capita Income	\$15,054	\$17,423	\$19,781
Per Capita Income Change		\$2,368	\$2,359
Percent Change		15.7%	13.5%

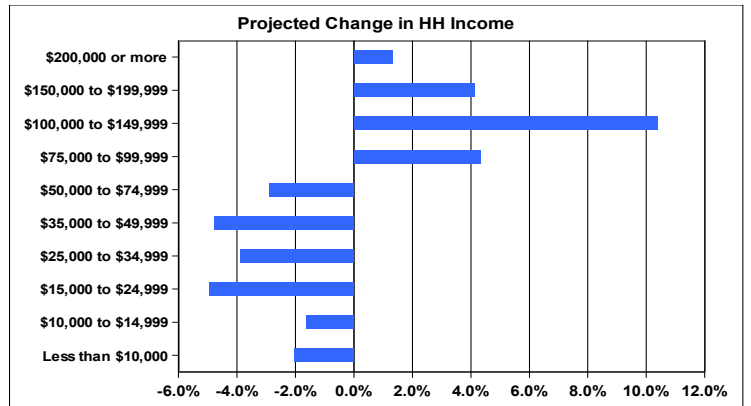
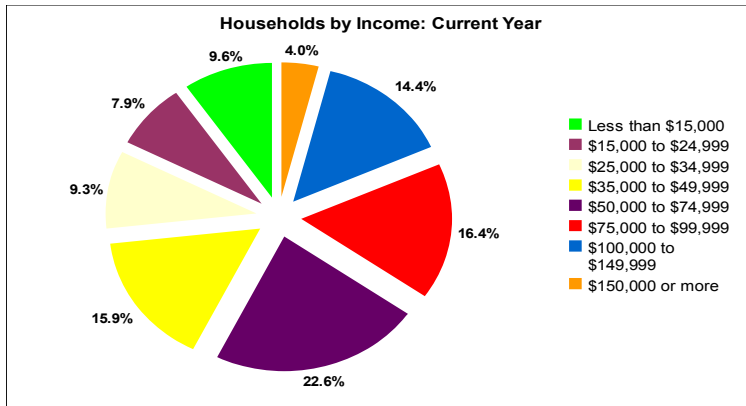


Analysis:
The average household income is projected to grow significantly over the next five years.
The average household income is significantly below the state average.
The per capita income is projected to grow significantly over the next five years.

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Study Area: 5 mile Radius
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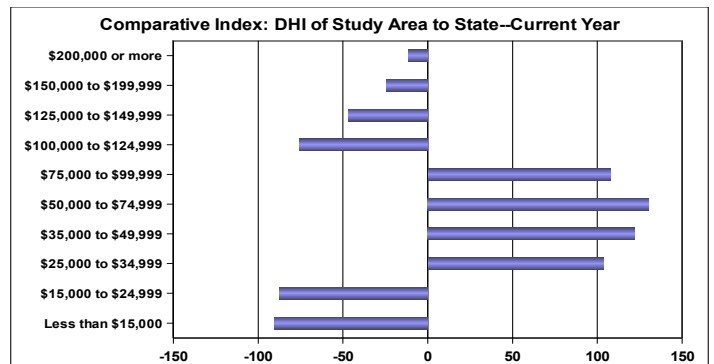
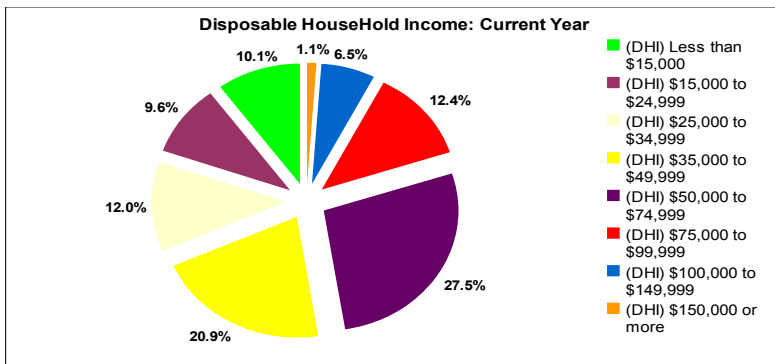
Households: Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	1,590	8.0%	1,529	6.6%	1,493	6.0%	-2.0%
\$10,000 to \$14,999	848	4.3%	691	3.0%	665	2.7%	-1.6%
\$15,000 to \$24,999	2,219	11.2%	1,820	7.9%	1,560	6.3%	-4.9%
\$25,000 to \$34,999	2,417	12.2%	2,158	9.3%	2,070	8.3%	-3.9%
\$35,000 to \$49,999	3,630	18.4%	3,673	15.9%	3,376	13.6%	-4.8%
\$50,000 to \$74,999	4,929	24.9%	5,226	22.6%	5,483	22.1%	-2.9%
\$75,000 to \$99,999	2,472	12.5%	3,787	16.4%	4,185	16.8%	4.3%
\$100,000 to \$149,999	1,440	7.3%	3,326	14.4%	4,388	17.6%	10.4%
\$150,000 to \$199,999	137	0.7%	681	2.9%	1,196	4.8%	4.1%
\$200,000 or more	97	0.5%	240	1.0%	448	1.8%	1.3%
Totals:	19,779	100.0%	23,131	100.0%	24,864	100.0%	

CA	2008	Comp Index
843,582	6.8%	97
458,242	3.7%	81
1,148,061	9.3%	85
1,150,671	9.3%	100
1,652,033	13.4%	119
2,218,884	18.0%	126
1,561,933	12.6%	130
1,815,167	14.7%	98
691,624	5.6%	53
818,504	6.6%	16
12,358,701	100.0%	100



Disposable HouseHold Income	2008		2013	
Less than \$15,000	2,330	10.1%	2,267	9.1%
\$15,000 to \$24,999	2,211	9.6%	1,937	7.8%
\$25,000 to \$34,999	2,781	12.0%	2,656	10.7%
\$35,000 to \$49,999	4,834	20.9%	5,082	20.4%
\$50,000 to \$74,999	6,350	27.5%	6,494	26.1%
\$75,000 to \$99,999	2,867	12.4%	3,526	14.2%
\$100,000 to \$124,999	1,123	4.9%	1,761	7.1%
\$125,000 to \$149,999	377	1.6%	669	2.7%
\$150,000 to \$199,999	153	0.7%	334	1.3%
\$200,000 or more	106	0.5%	137	0.6%
Totals:	23,132	100.0%	24,863	100.0%

CA	2008	Comp Index
1,374,154	11.1%	91
1,346,659	10.9%	88
1,433,321	11.6%	104
2,112,919	17.1%	122
2,603,805	21.1%	130
1,422,941	11.5%	108
791,426	6.4%	76
430,572	3.5%	47
338,849	2.7%	24
504,055	4.1%	11
12,358,701	100.0%	100



Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

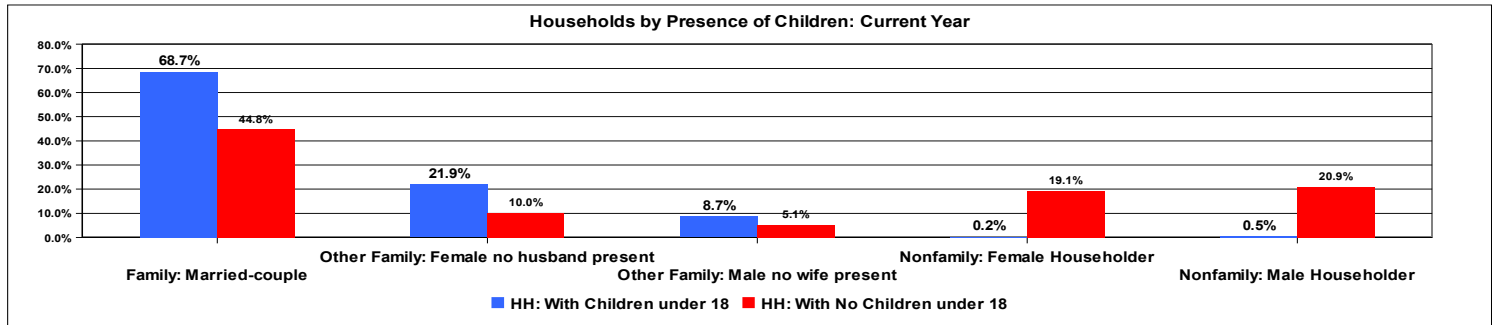
Household Structures

HH: With Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	8,378	71.1%	8,728	68.7%	3,205,415	67.7%	101
Other Family: Female no husband present	2,406	20.4%	2,782	21.9%	1,064,612	22.5%	97
Other Family: Male no wife present	880	7.5%	1,100	8.7%	430,351	9.1%	95
Nonfamily: Female Householder	46	0.4%	29	0.2%	8,823	0.2%	123
Nonfamily: Male Householder	78	0.7%	66	0.5%	26,145	0.6%	94
Totals:	11,788	100.0%	12,705	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 less likely to live in single-parent households.

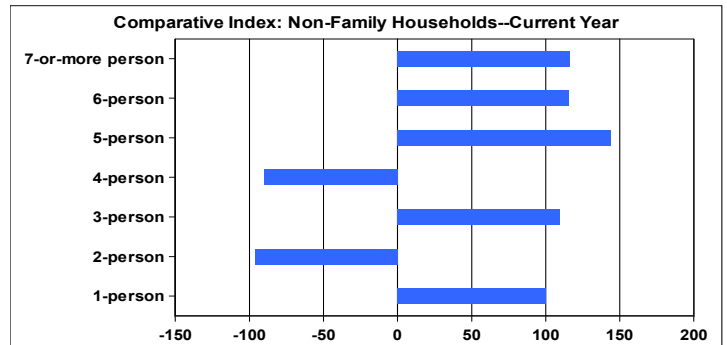
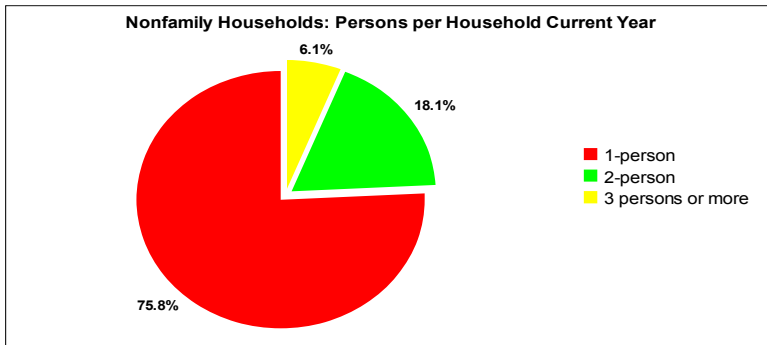
HH: With No Children under 18	2000		2008	
Family: Married-couple	3,671	34.7%	4,675	44.8%
Other Family: Female no husband present	689	6.5%	1,044	10.0%
Other Family: Male no wife present	341	3.2%	535	5.1%
Nonfamily: Female Householder	2,817	26.6%	1,993	19.1%
Nonfamily: Male Householder	3,058	28.9%	2,181	20.9%
Totals:	10,576	100.0%	10,428	100.0%

CA	2008	Comp Index
2,899,328	38.0%	118
522,903	6.9%	146
302,602	4.0%	129
2,060,186	27.0%	71
1,838,336	24.1%	87
7,623,355	100%	100



Nonfamily Households: Persons per Household Trends	2008	
1-person	2,586	75.8%
2-person	619	18.1%
3-person	127	3.7%
4-person	40	1.2%
5-person	23	0.7%
6-person	9	0.3%
7-or-more person	8	0.2%
Totals:	3,412	100.0%

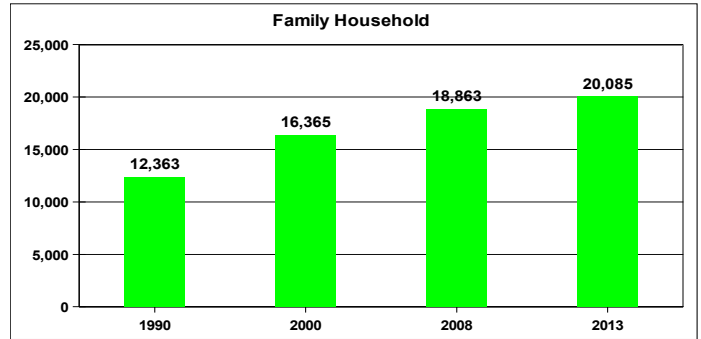
CA	2008	Comp Index
2,971,563	75.5%	100
741,850	18.9%	96
133,641	3.4%	110
51,116	1.3%	90
18,414	0.5%	144
8,977	0.2%	116
7,928	0.2%	116
3,933,489	100.0%	100



Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

FAMILIES

Families	1990	2000	2008	2013
Families	12,363	16,365	18,863	20,085
Families Change		4,002	2,498	1,222
Percent Change		32.4%	15.3%	6.5%
Average Annual Change		3.2%	1.9%	1.3%
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	0.17%	0.21%	0.22%	0.23%



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	3,823	23.4%	4,174	22.1%	4,321	21.5%	-1.8%
3-person	3,302	20.2%	3,736	19.8%	3,928	19.6%	-0.6%
4-person	4,060	24.8%	4,585	24.3%	4,808	23.9%	-0.9%
5-person	2,729	16.7%	3,238	17.2%	3,495	17.4%	0.7%
6-person	1,339	8.2%	1,692	9.0%	1,887	9.4%	1.2%
7-or-more person	1,112	6.8%	1,440	7.6%	1,646	8.2%	1.4%
Totals:	16,365	100.0%	18,865	100.0%	20,085	100.0%	

CA	2008	Comp Index
2,850,194	33.8%	65
1,834,378	21.8%	91
1,752,142	20.8%	117
990,165	11.8%	146
496,586	5.9%	152
501,744	6.0%	128
8,425,209	100%	100

Families: Household Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	1,016	6.2%	883	4.7%	856	4.3%	-1.9%
\$10,000 to \$14,999	623	3.8%	454	2.4%	394	2.0%	-1.8%
\$15,000 to \$24,999	1,716	10.5%	1,393	7.4%	1,197	6.0%	-4.5%
\$25,000 to \$34,999	1,981	12.1%	1,702	9.0%	1,604	8.0%	-4.1%
\$35,000 to \$49,999	3,023	18.5%	3,044	16.1%	2,741	13.6%	-4.8%
\$50,000 to \$74,999	4,305	26.3%	4,352	23.1%	4,429	22.1%	-4.3%
\$75,000 to \$99,999	2,187	13.4%	3,287	17.4%	3,563	17.7%	4.4%
\$100,000 to \$149,999	1,306	8.0%	2,931	15.5%	3,842	19.1%	11.2%
\$150,000 to \$199,999	119	0.7%	594	3.1%	1,047	5.2%	4.5%
\$200,000 or more	89	0.5%	224	1.2%	410	2.0%	1.5%
Totals:	16,365	100.0%	18,864	100.0%	20,083	100.0%	

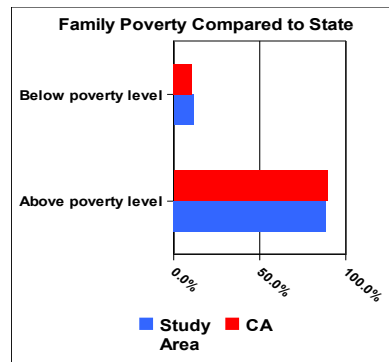
CA	2008	Comp Index
375,736	4.5%	105
194,212	2.3%	104
662,820	7.9%	94
728,486	8.6%	104
1,072,112	12.7%	127
1,521,141	18.1%	128
1,168,578	13.9%	126
1,439,183	17.1%	91
572,563	6.8%	46
690,380	8.2%	14
8,425,211	100.0%	100

Families: Poverty Summary	2008	
Above poverty level	14,478	88.5%
Below poverty level	1,887	11.5%
Totals:	16,365	100.0%

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

CA	2008	Comp Index
7,080,042	89.4%	99
840,005	10.6%	109
7,920,047	100.0%	100

Families: Poverty Detail	2008	
Above Poverty Level		
Married-couple: Children	663	4.1%
Married-couple: No children	1,519	9.3%
Male: No wife present: Children	225	1.4%
Male: No wife present: No children	749	4.6%
Female: No husband present: Children	3,650	22.3%
Female: No husband present: No children	7,673	46.9%
Below Poverty Level		
Married-couple: Children	70	0.4%
Married-couple: No children	827	5.1%
Male: No wife present: Children	37	0.2%
Male: No wife present: No children	159	1.0%
Female: No husband present: Children	145	0.9%
Female: No husband present: No children	649	4.0%
Totals:	16,366	100.0%



CA	2008	Comp Index
Above Poverty Level		
402,558	5.1%	80
638,645	8.1%	115
211,798	2.7%	51
284,308	3.6%	127
2,611,068	33.0%	68
2,931,665	37.0%	127
Below Poverty Level		
39,877	0.5%	85
307,813	3.9%	130
18,355	0.2%	98
69,722	0.9%	110
88,138	1.1%	80
316,100	4.0%	99
7,920,047	100.0%	100

NOTE: Children are under 18

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

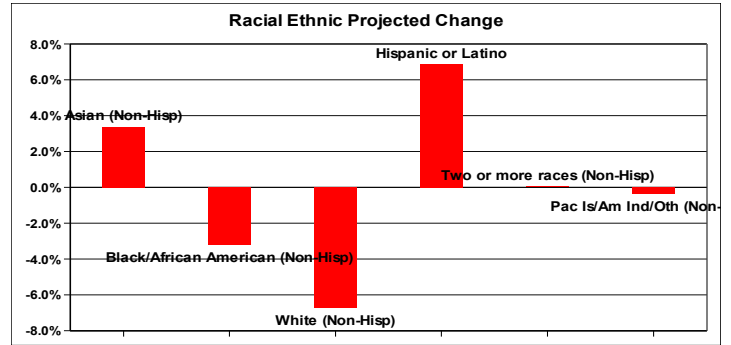
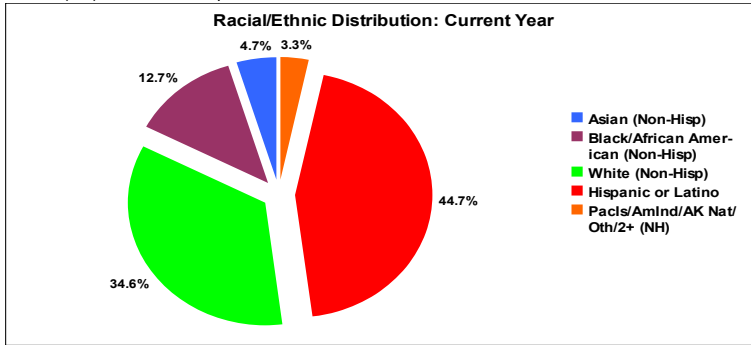
Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

DIVERSITY

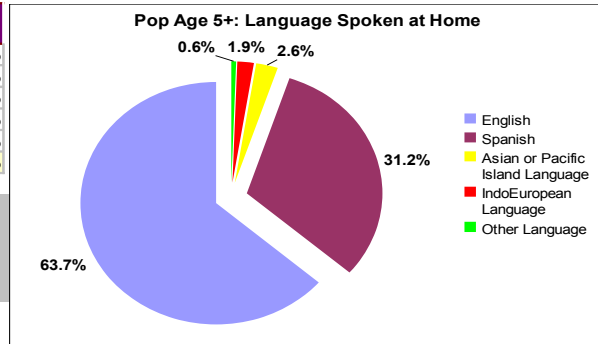
Population: Racial/Ethnic Trends	2000		2008		2013		Proj. Change
Asian (Non-Hisp)	2,085	3.0%	3,940	4.7%	5,890	6.4%	3.4%
Black/African American (Non-Hisp)	9,980	14.5%	10,674	12.7%	10,419	11.3%	-3.2%
White (Non-Hisp)	26,802	38.9%	29,045	34.6%	29,644	32.1%	-6.8%
Hispanic or Latino	27,738	40.2%	37,479	44.7%	43,460	47.1%	6.9%
Two or more races (Non-Hisp)	1,661	2.4%	2,136	2.5%	2,265	2.5%	0.0%
Pac Is/Am Ind/Oth (Non-Hisp)	664	1.0%	661	0.8%	577	0.6%	-0.3%
Totals:	68,930	100.0%	83,935	100.0%	92,255	100.0%	

CA	2008	Comp Index
4,562,471	12.2%	38
2,071,913	5.6%	229
15,780,187	42.3%	82
13,740,168	36.9%	121
838,759	2.3%	113
280,815	0.8%	105
37,274,313	100.0%	100

NOTE: (NH) means Non-Hispanic



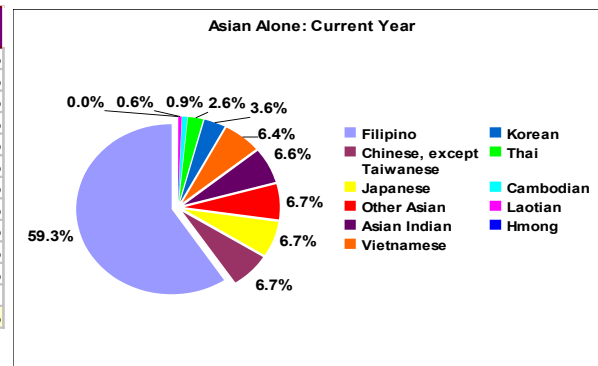
Pop Age 5+: Language Spoken at Home	2008	
Speak Only English at Home	49,205	63.7%
Speak Spanish at Home	24,139	31.2%
Speak Asian or Pacific Island Language at Home	2,008	2.6%
Speak IndoEuropean Language at Home	1,500	1.9%
Speak Other Language at Home	445	0.6%
Totals:	77,297	100.0%



CA	2008	Comp Index
21,179,499	61.2%	104
8,831,636	25.5%	122
2,892,536	8.4%	31
1,453,973	4.2%	46
277,521	0.8%	72
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	2,337	59.3%
Chinese, except Taiwanese	263	6.7%
Japanese	263	6.7%
Other Asian	262	6.7%
Asian Indian	259	6.6%
Vietnamese	252	6.4%
Korean	142	3.6%
Thai	102	2.6%
Cambodian	36	0.9%
Laotian	22	0.6%
Hmong	1	0.0%
Totals:	3,939	100.0%

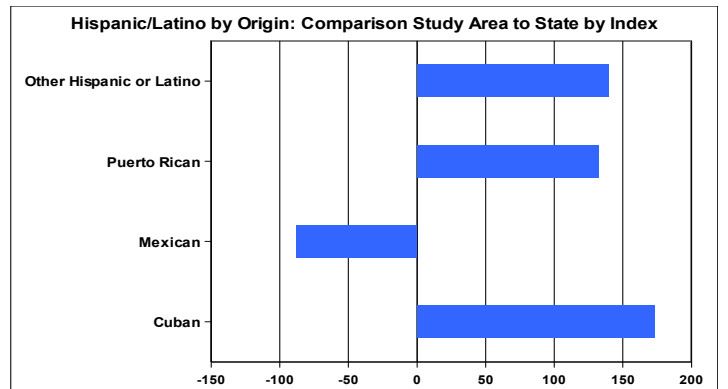
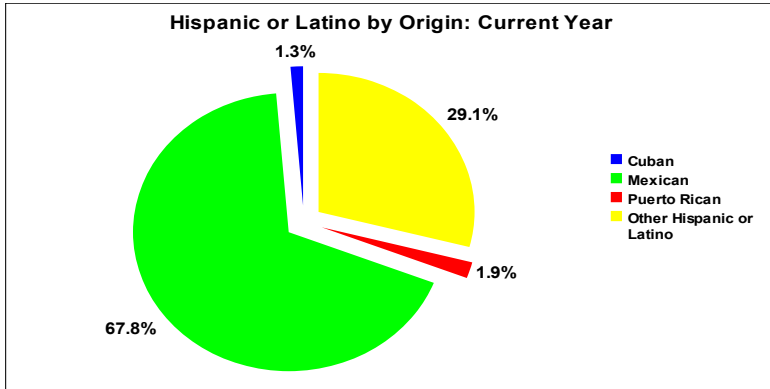


CA	2008	Comp Index
1,153,317	25.3%	235
1,078,127	23.6%	28
372,936	8.2%	82
295,533	6.5%	103
412,797	9.0%	73
548,631	12.0%	53
420,390	9.2%	39
46,386	1.0%	255
87,127	1.9%	48
69,058	1.5%	37
78,169	1.7%	1
4,562,471	100.0%	100

Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
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Population: Hispanic or Latino by Origin	2008	
Cuban	483	1.3%
Mexican	25,399	67.8%
Puerto Rican	702	1.9%
Other Hispanic or Latino	10,896	29.1%
Totals:	37,480	100.0%

CA	2008	Comp Index
101,925	0.7%	174
10,559,101	76.8%	88
196,830	1.4%	131
2,882,310	21.0%	139
13,740,166	100%	100

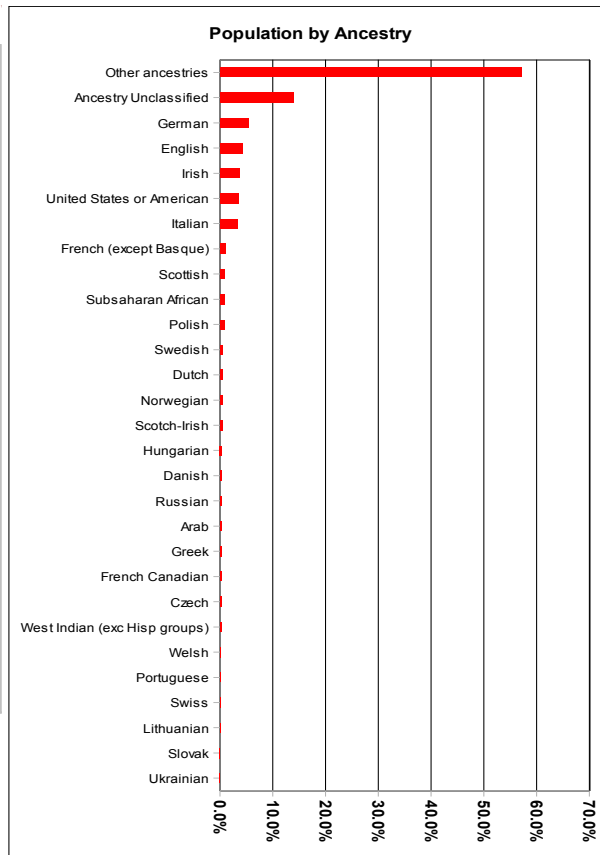


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Population by Ancestry	2008	
Other ancestries	48,009	57.2%
Ancestry Unclassified	11,729	14.0%
German	4,500	5.4%
English	3,508	4.2%
Irish	3,121	3.7%
United States or American	3,026	3.6%
Italian	2,825	3.4%
French (except Basque)	831	1.0%
Scottish	796	0.9%
Subsaharan African	719	0.9%
Polish	692	0.8%
Swedish	455	0.5%
Dutch	448	0.5%
Norwegian	435	0.5%
Scotch-Irish	434	0.5%
Hungarian	318	0.4%
Danish	300	0.4%
Russian	294	0.4%
Arab	284	0.3%
Greek	251	0.3%
French Canadian	222	0.3%
Czech	191	0.2%
West Indian (exc Hisp groups)	188	0.2%
Welsh	150	0.2%
Portuguese	80	0.1%
Swiss	58	0.1%
Lithuanian	41	0.0%
Slovak	25	0.0%
Ukrainian	4	0.0%
Totals:	83,934	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.



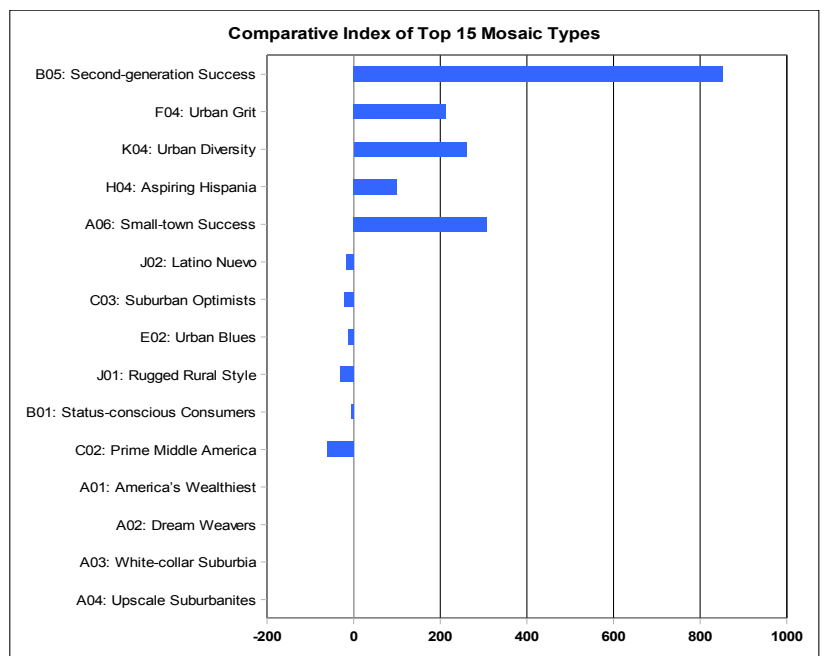
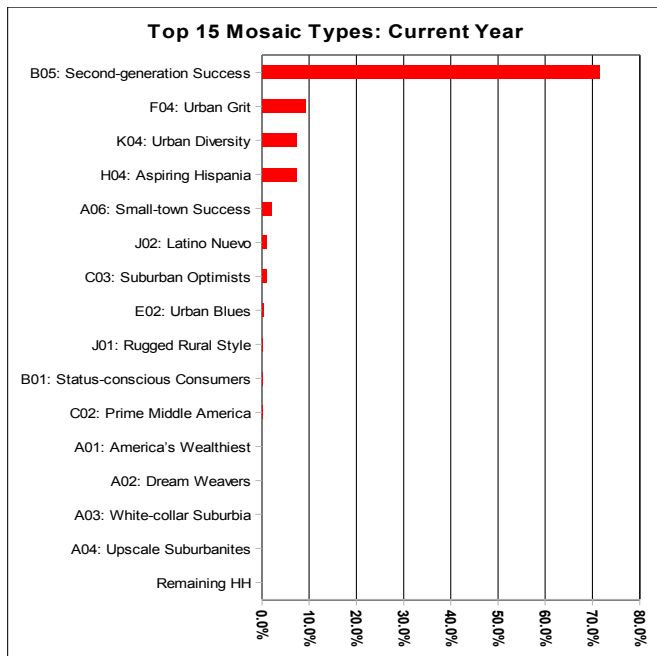
CA	2008	Comp Index
18,853,773	50.6%	113
5,371,669	14.4%	97
2,445,039	6.6%	82
1,852,871	5.0%	84
1,776,397	4.8%	78
1,289,054	3.5%	104
1,281,253	3.4%	98
471,008	1.3%	78
376,979	1.0%	94
188,252	0.5%	170
355,112	1.0%	87
321,709	0.9%	63
276,085	0.7%	72
348,323	0.9%	55
327,283	0.9%	59
98,987	0.3%	143
145,132	0.4%	92
327,844	0.9%	40
183,460	0.5%	69
109,817	0.3%	102
125,137	0.3%	79
83,556	0.2%	102
60,795	0.2%	137
102,226	0.3%	65
291,601	0.8%	12
80,071	0.2%	32
37,965	0.1%	48
18,898	0.1%	59
74,017	0.2%	2
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	16,545	71.5% Upper-middle-class, largely multi-ethnic working white/blue-collar jobs.	1,036,280	8.4%	853
F04: Urban Grit	2,108	9.1% Young, ethnic mix, working-class blue-collar, second-tier cities.	527,085	4.3%	214
K04: Urban Diversity	1,712	7.4% Young and mobile multi-ethnic singles and single-parent families, inter-city	350,585	2.8%	261
H04: Aspiring Hispania	1,671	7.2% Young married/single Hispanics, lower-middle-class urban gateways.	888,219	7.2%	101
A06: Small-town Success	478	2.1% White-collar, educated, middle-aged working couples, the nation's beltways	83,039	0.7%	308
J02: Latino Nuevo	230	1.0% Mostly young, un-educated, Hispanics, the barrios of border states.	749,544	6.1%	16
C03: Suburban Optimists	212	0.9% Middle-class diversity, middle-aged families, older suburbs, coastal states.	518,576	4.2%	22
E02: Urban Blues	66	0.3% Young Hispanic families, singles, urban, blue-collar, service jobs.	304,970	2.5%	12
J01: Rugged Rural Style	40	0.2% Rural working-class retirees, houses/mobile homes, West/Southwest states	69,220	0.6%	31
B01: Status-conscious Consumers	37	0.2% Middle-aged Baby Boomers suburban neighborhoods commuters.	387,468	3.1%	5
C02: Prime Middle America	33	0.1% Young, upper-middle-class, small/mid-sized cities good paying jobs.	28,188	0.2%	63
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
A03: White-collar Suburbia	0	0.0% Upscale, college educated Baby Boomers, new suburbia	640,963	5.2%	0
A04: Upscale Suburbanites	0	0.0% Pleasant affluence, middle-aged empty nesters couples/ singles	453,123	3.7%	0
Remaining HH	0	0.0%	5,809,101	47.0%	0
Totals:	23,132	100%	12,358,701	100%	100

Definition Aids:

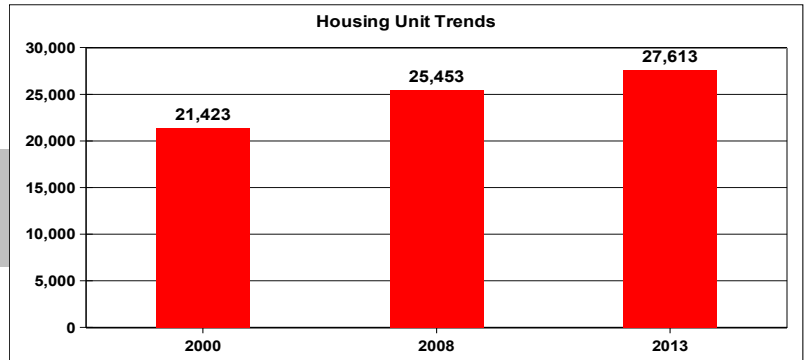
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
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HOUSING

Housing	2000	2008	2013
Housing Unit	21,423	25,453	27,613
Percent Change		18.8%	8.5%



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	552	2.2%
1 Unit Detached	21,687	85.2%
2 Units	65	0.3%
3 to 19 Units	128	0.5%
20 to 49 Units	666	2.6%
50 or More Units	720	2.8%
Mobile Home or Trailer	1,592	6.3%
Other	43	0.2%
Totals:	25,453	100%

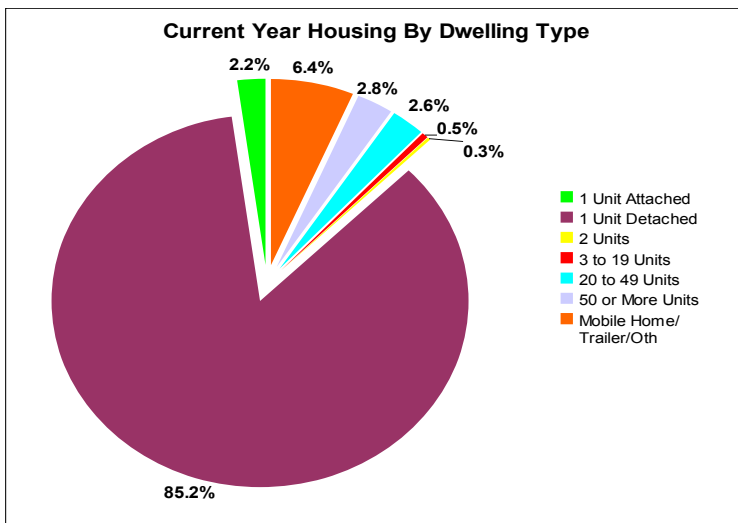
CA	2008	Comp Index
1,011,369	7.5%	29
7,794,683	57.8%	147
343,434	2.5%	10
643,480	4.8%	11
2,135,391	15.8%	17
892,003	6.6%	43
623,082	4.6%	135
38,807	0.3%	59
13,482,249	100.0%	100

Ratio Single Detached to Single Unit Attached	39.3
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7.7	510
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Definition Aids:

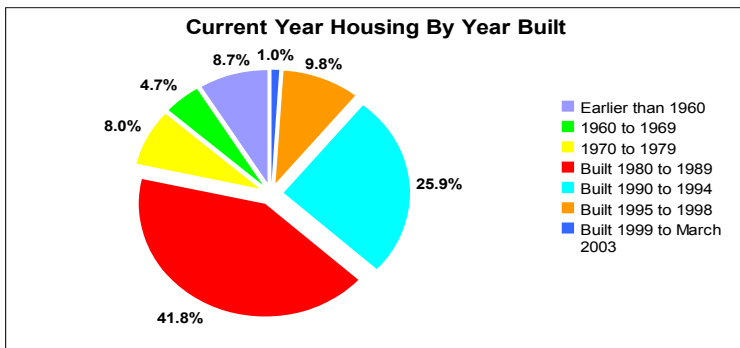
Ratio Single Detached to Single Unit Attached: This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.



Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
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Housing Trends: Units by Year Built		2008	
1939 or Earlier		282	1.1%
1940 to 1949		147	0.6%
1950 to 1959		1,795	7.1%
1960 to 1969		1,196	4.7%
1970 to 1979		2,041	8.0%
Built 1980 to 1989		10,629	41.8%
Built 1990 to 1994		6,605	25.9%
Built 1995 to 1998		2,503	9.8%
Built 1999 to March 2003		255	1.0%
Totals:		25,453	100%

CA	2008	Comp Index
1,207,906	9.0%	12
986,498	7.3%	8
1,991,417	14.8%	48
2,162,900	16.0%	29
2,695,417	20.0%	40
2,359,921	17.5%	239
1,031,552	7.7%	339
728,838	5.4%	182
317,804	2.4%	43
13,482,253	100.0%	100

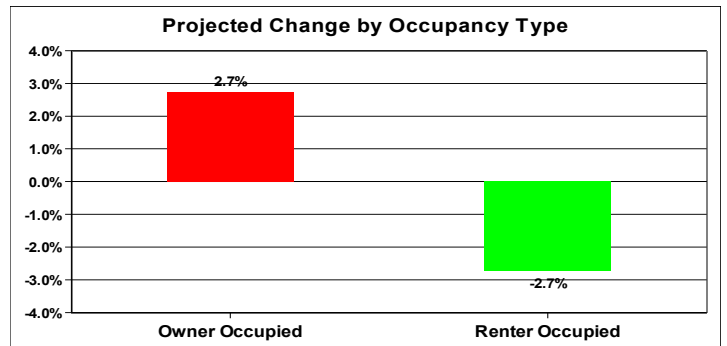
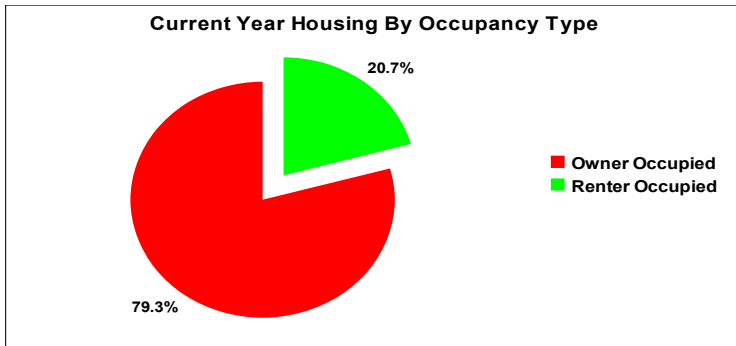


Housing Trends: Occupied Units by Own or Rent		2000		2008		2013		Proj. Change
Owner Occupied	15,302	77.4%	18,337	79.3%	19,914	80.1%	2.7%	
Renter Occupied	4,476	22.6%	4,795	20.7%	4,948	19.9%	-2.7%	
Totals:	19,778	100%	23,132	100%	24,862	100%		

CA	2008	Comp Index
7,280,073	58.9%	135
5,078,628	41.1%	50
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		642	3.5%
\$20,000 to \$39,999		281	1.5%
\$40,000 to \$59,999		475	2.6%
\$60,000 to \$79,999		2,378	13.0%
\$80,000 to \$99,999		5,050	27.5%
\$100,000 to \$149,999		29	0.2%
\$150,000 to \$199,999		1,658	9.0%
\$200,000 to \$299,999		280	1.5%
\$300,000 to \$399,999		90	0.5%
\$400,000 to \$499,999		21	0.1%
\$500,000 to \$749,999		13	0.1%
\$750,000 to \$999,999		0	0.0%
\$1,000,000 or more		7,420	40.5%
Totals:		18,337	100%

CA	2008	Comp Index
147,333	2.0%	173
152,358	2.1%	73
152,136	2.1%	124
274,833	3.8%	344
448,799	6.2%	447
166,749	2.3%	7
1,292,058	17.7%	51
1,535,187	21.1%	7
812,143	11.2%	4
463,594	6.4%	2
449,662	6.2%	1
167,918	2.3%	0
1,217,301	16.7%	242
7,280,071	100.0%	100

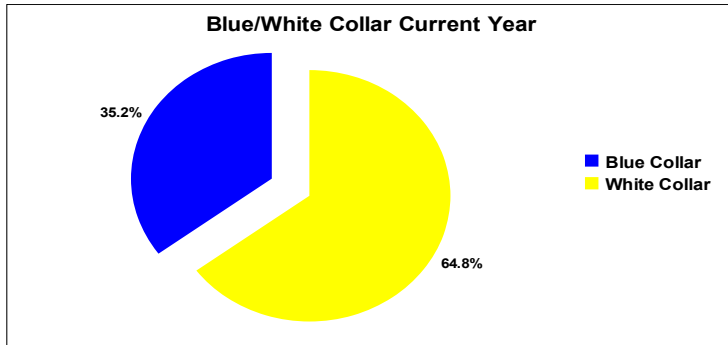
Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

WORK

Employed Pop 16+ Blue/White Collar	2008
Blue Collar	12,742 35.2%
White Collar	23,508 64.8%
Totals:	36,250 100.0%

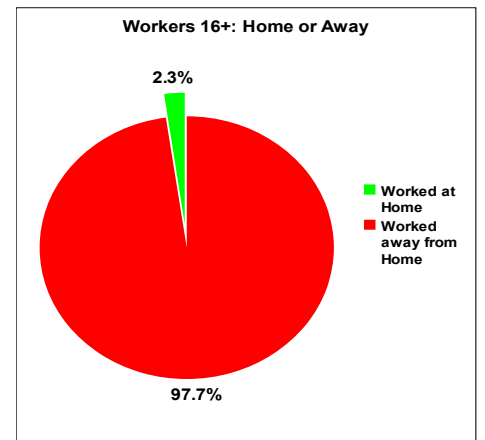
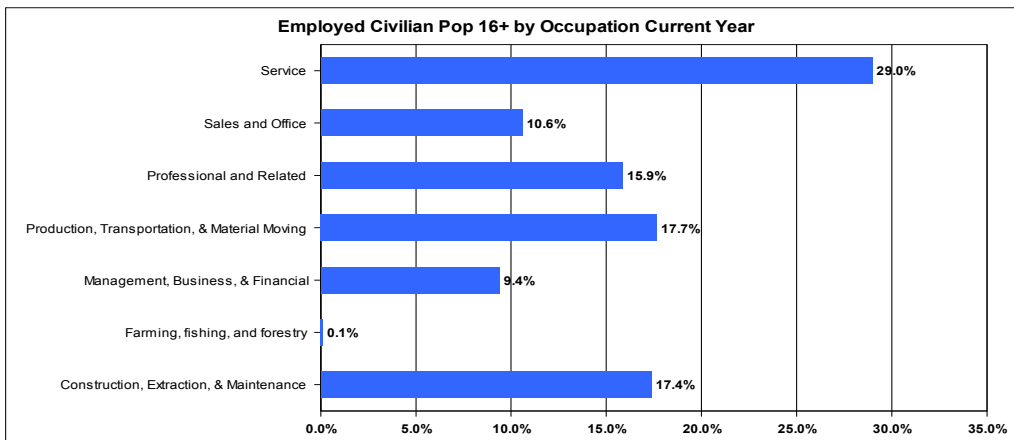
CA	2008	Comp Index
4,643,834	26.9%	130
12,591,436	73.1%	89
17,235,270	100.0%	100

Analysis:
Compared to the state, workers are more likely to be Blue Collar.
Compared to the state, workers are less likely to be White Collar.



Employed Civilian Pop 16+ by Occupation	2008
Construction, Extraction, & Maintenance	6,300 17.4%
Farming, fishing, and forestry	41 0.1%
Management, Business, & Financial	3,405 9.4%
Production, Transportation, & Material Moving	6,401 17.7%
Professional and Related	5,754 15.9%
Sales and Office	3,842 10.6%
Service	10,507 29.0%
Totals:	36,250 100.0%

CA	2008	Comp Index
2,101,123	12.2%	143
305,977	1.8%	6
2,441,238	14.2%	66
2,236,734	13.0%	136
3,669,244	21.3%	75
1,961,303	11.4%	93
4,519,651	26.2%	111
17,235,270	100.0%	100



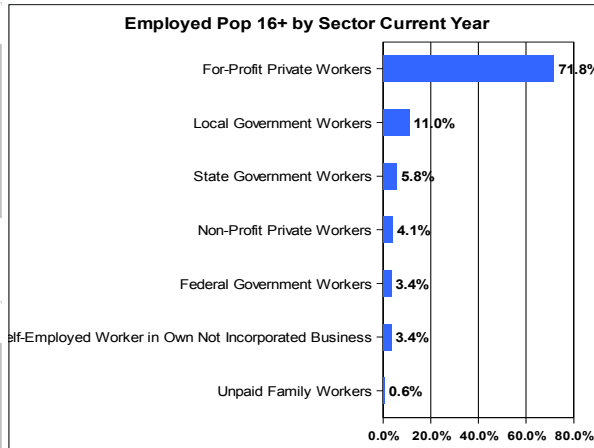
Workers 16+: Home or Away	2008
Worked at Home	818 2.3%
Worked away from Home	35,432 97.7%
Totals:	36,250 100.0%

CA	2008	Comp Index
668,376	3.9%	58
16,566,894	96.1%	102
17,235,270	100.0%	100

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

Prepared for: Sonrise Baptist Church
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Base State: CA
Current Year: 2008
5 Year Projection: 2013

Employed Pop 16+ by Sector	2008	
For-Profit Private Workers	26,021	71.8%
Local Government Workers	3,988	11.0%
State Government Workers	2,110	5.8%
Non-Profit Private Workers	1,481	4.1%
Federal Government Workers	1,221	3.4%
Self-Employed Worker in Own Not Incorporated Business	1,221	3.4%
Unpaid Family Workers	208	0.6%
Totals:	36,250	100.0%



CA	2008	Comp Index
12,157,036	70.5%	102
1,453,341	8.4%	130
1,458,104	8.5%	69
975,422	5.7%	72
411,649	2.4%	141
711,975	4.1%	82
67,743	0.4%	146
17,235,270	100.0%	100

Population: 16+ by Employment Status	2008	
In labor force: Civilian: Employed	36,250	###
Not in labor force	19,871	###
In labor force: Civilian: Unemployed	2,888	321400.0%
In labor force: In Armed Forces	69	7400.0%
Totals:	59,078	100.0%

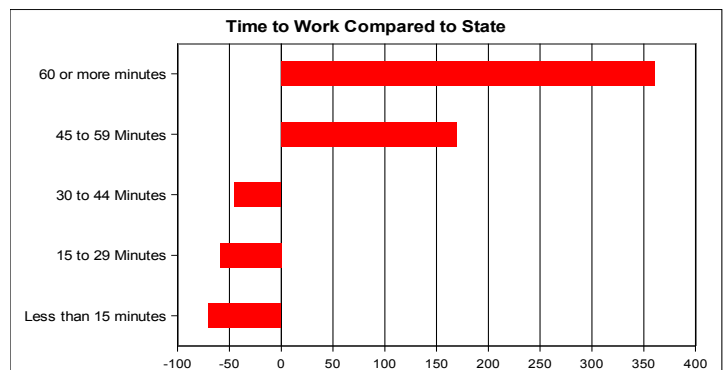
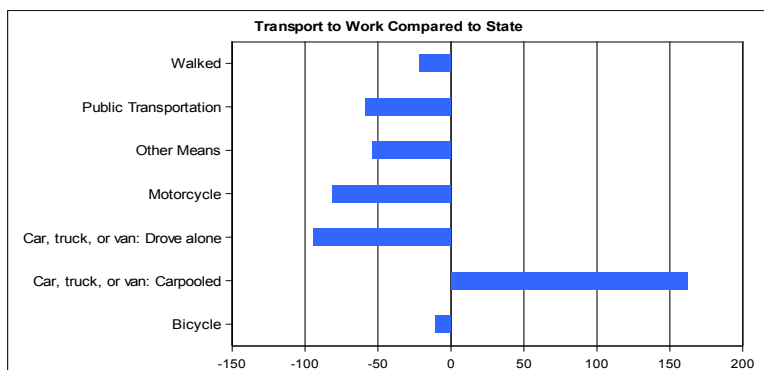
CA	2008	Comp Index
17,235,270	59.8%	6890737
10,240,862	35.5%	6284571
1,220,764	4.2%	7592599
141,846	0.5%	1504496
28,838,742	100.0%	100

Workers 16+: Travel Time to Work	2008	
Less than 15 minutes	6,249	17.6%
15 to 29 Minutes	7,382	20.8%
30 to 44 Minutes	3,314	9.4%
45 to 59 Minutes	5,001	14.1%
60 or more minutes	13,486	38.1%
Totals:	35,432	100.0%

CA	2008	Comp Index
4,158,350	25.1%	70
5,832,135	35.2%	59
3,450,482	20.8%	45
1,379,043	8.3%	170
1,746,884	10.5%	361
16,566,894	100.0%	100

Workers 16+: Transport to Work	2008	
Bicycle	30	0.1%
Car, truck, or van: Carpooled	8,799	24.8%
Car, truck, or van: Drove alone	25,126	70.9%
Motorcycle	75	0.2%
Other Means	158	0.4%
Public Transportation	1,032	2.9%
Walked	211	0.6%
Totals:	35,431	100.0%

CA	2008	Comp Index
136,005	0.8%	10
2,536,343	15.3%	162
12,425,265	75.0%	95
43,285	0.3%	81
136,806	0.8%	54
826,231	5.0%	58
462,959	2.8%	21
16,566,894	100.0%	100



Prepared for: Sonrise Baptist Church
Study Area: 5 mile Radius
Base State: CA
Current Year: 2008
5 Year Projection: 2013

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.