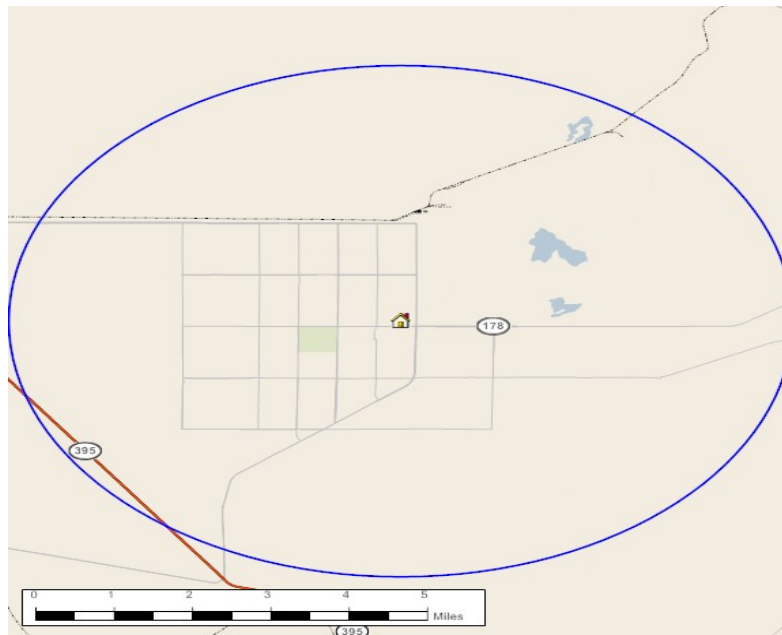


Prepared for: **Victory Missionary Baptist Church**  
Study Area: **5 mile Radius**  
Base State: **CA**  
Current Year: **2008**  
5 Year Projection: **2013**  
5/29/2009

**Study Area**



**Contents**

[People](#)

[Families](#)

[Housing](#)

[Households](#)

[Diversity](#)

[Work](#)

[Notes and Aids](#)

[MI User Guide](#)

[MI Demographic Reference Guide](#)

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

**PEOPLE**

Population Trends	1990	2000	2008	2013
<b>Study Area Population</b>	30,918	27,735	29,847	31,290
Population Change		-3,183	2,112	1,443
Percent Change		-10.3%	7.6%	4.8%
Average Annual Change		-1.0%	1.0%	1.0%
<b>State Population</b>	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%
<b>Study Area as a % of Total State Pop</b>	0.10%	0.08%	0.08%	0.08%

**Analysis:**

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

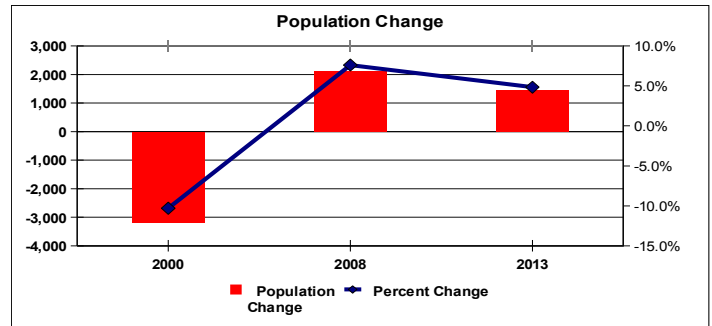
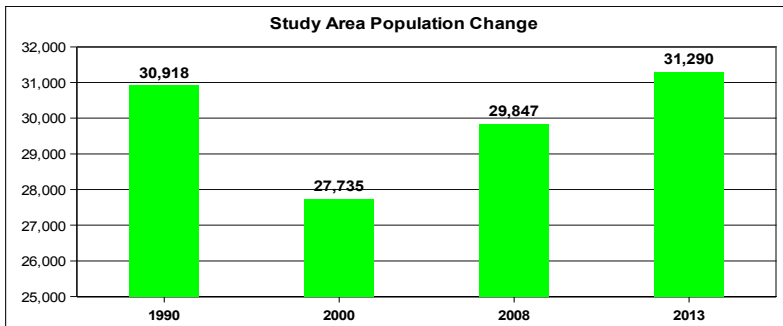
**Definition Aids:**

**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	13,918	50.2%	14,862	49.8%	15,527	49.6%	-0.6%
Male	13,817	49.8%	14,985	50.2%	15,764	50.4%	0.6%
Totals:	27,735	100.0%	29,847	100.0%	31,291	100.0%	

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

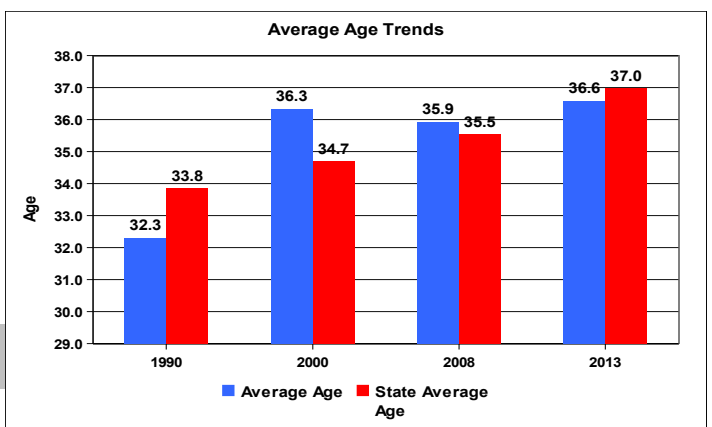
**Definition Aids:**

**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
<b>Average Age</b>	32.3	36.3	35.9	36.6
Average Age Change		4.0	-0.4	0.7
Percent Change		12.5%	-1.1%	1.9%
<b>Median Age</b>		36	35	36
<b>State Average Age</b>	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%
<b>Average Age Comparative Index</b>	95	105	101	99



**Analysis:**

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

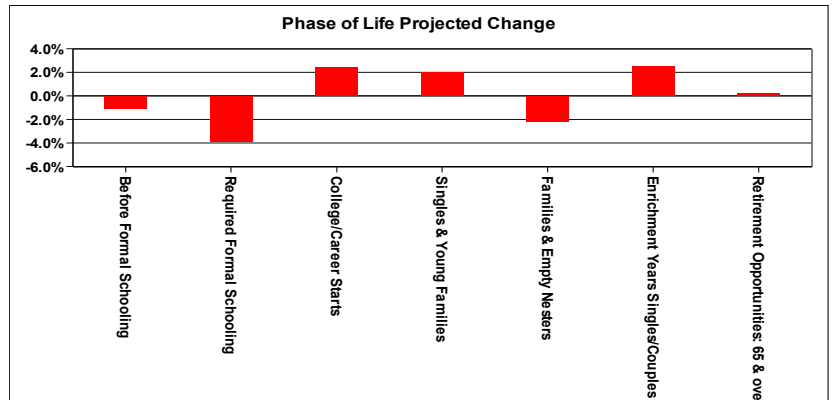
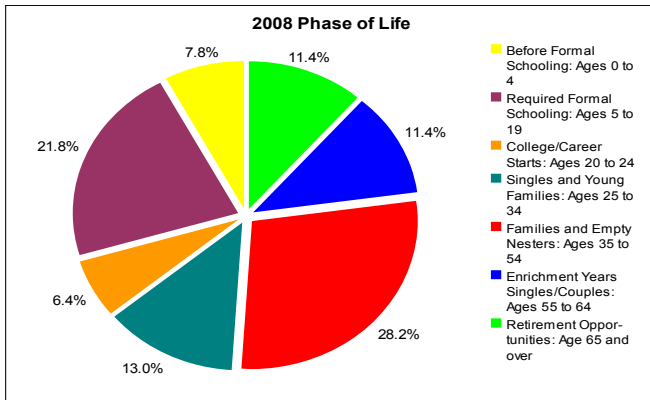
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

Phase of Life Trends	2000		2008		2013		Proj. Change
Before Formal Schooling: Ages 0 to 4	1,921	6.9%	2,332	7.8%	1,840	5.9%	-1.0%
Required Formal Schooling: Ages 5 to 19	7,054	25.4%	6,498	21.8%	6,749	21.6%	-3.9%
College/Career Starts: Ages 20 to 24	1,097	4.0%	1,906	6.4%	2,003	6.4%	2.4%
Singles and Young Families: Ages 25 to 34	3,065	11.1%	3,881	13.0%	4,068	13.0%	2.0%
Families and Empty Nesters: Ages 35 to 54	8,376	30.2%	8,422	28.2%	8,770	28.0%	-2.2%
Enrichment Years Singles/Couples: Ages 55 to 64	2,882	10.4%	3,407	11.4%	4,027	12.9%	2.5%
Retirement Opportunities: Age 65 and over	3,342	12.0%	3,401	11.4%	3,833	12.2%	0.2%
<b>Totals:</b>	<b>27,737</b>	<b>100%</b>	<b>29,847</b>	<b>100%</b>	<b>31,290</b>	<b>100%</b>	

CA	2008	Comp Index
2,639,141	7.1%	110
7,992,372	21.4%	102
2,734,305	7.3%	87
5,307,349	14.2%	91
10,685,966	28.7%	98
3,764,398	10.1%	113
4,150,782	11.1%	102
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

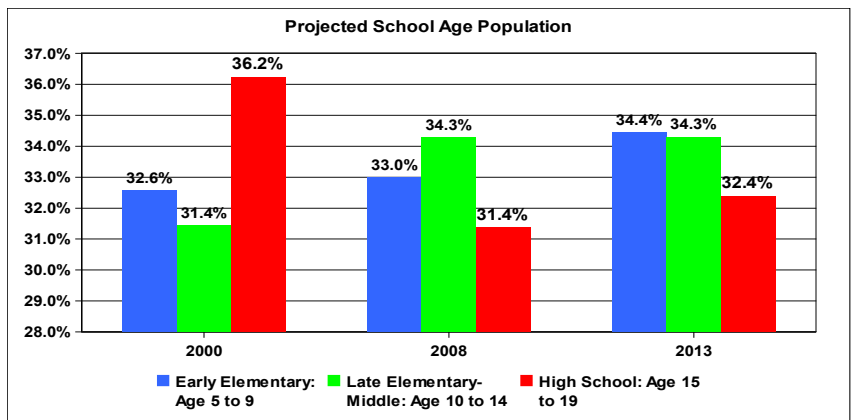
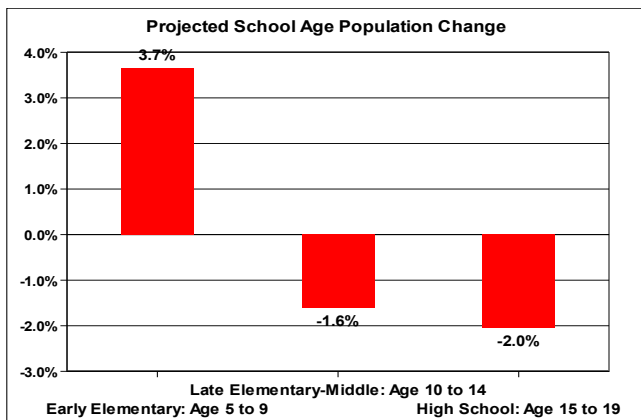
**Analysis:**

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	2,297	32.6%	2,042	31.4%	2,445	36.2%	3.7%
Late Elementary-Middle: Age 10 to 14	2,327	33.0%	2,227	34.3%	2,118	31.4%	-1.6%
High School: Age 15 to 19	2,429	34.4%	2,228	34.3%	2,186	32.4%	-2.0%
<b>Totals:</b>	<b>7,053</b>	<b>100.0%</b>	<b>6,497</b>	<b>100.0%</b>	<b>6,749</b>	<b>100.0%</b>	

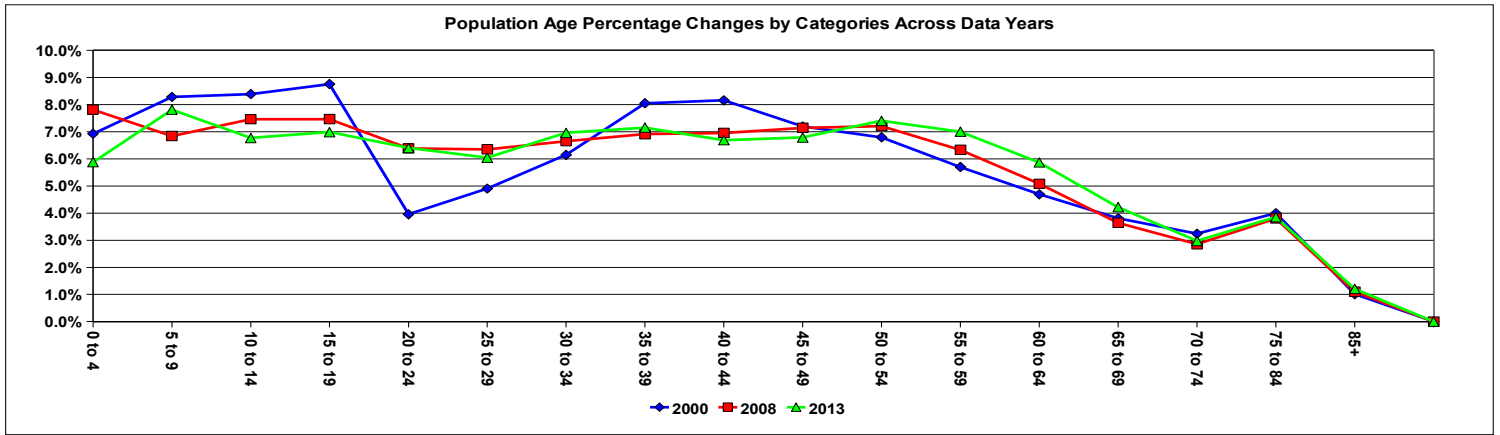
CA	2008	Comp Index
2,597,525	32.5%	97
2,649,169	33.1%	103
2,745,678	34.4%	100
<b>7,992,372</b>	<b>100.0%</b>	<b>100</b>



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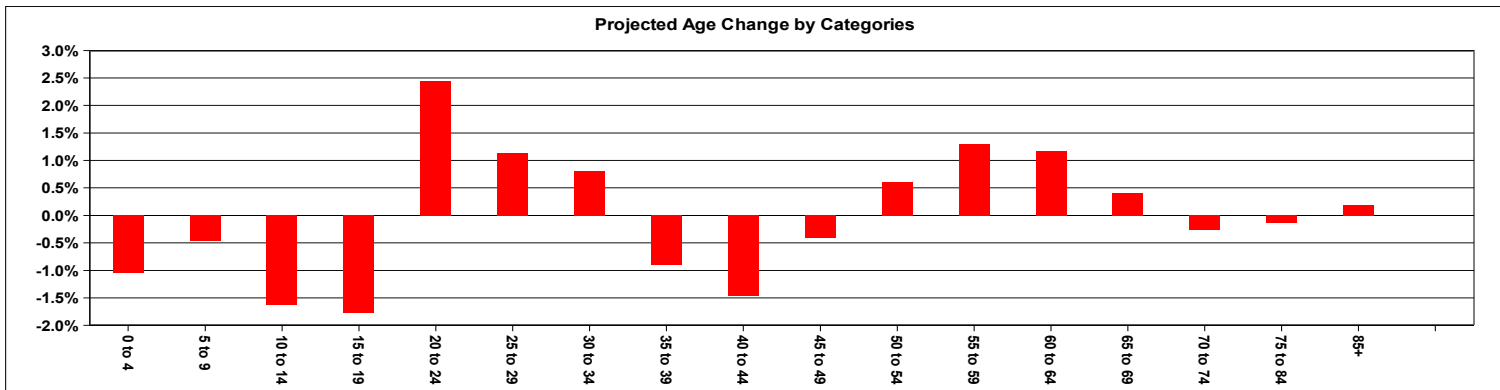
Population Trends: By Age	2000		2008		2013		Proj. Change
0 to 4	1,921	6.9%	2,332	7.8%	1,840	5.9%	-1.0%
5 to 9	2,297	8.3%	2,042	6.8%	2,445	7.8%	-0.5%
10 to 14	2,327	8.4%	2,227	7.5%	2,118	6.8%	-1.6%
15 to 19	2,429	8.8%	2,228	7.5%	2,186	7.0%	-1.8%
20 to 24	1,097	4.0%	1,906	6.4%	2,003	6.4%	2.4%
25 to 29	1,360	4.9%	1,895	6.3%	1,891	6.0%	1.1%
30 to 34	1,705	6.1%	1,986	6.7%	2,177	7.0%	0.8%
35 to 39	2,233	8.1%	2,063	6.9%	2,238	7.2%	-0.9%
40 to 44	2,263	8.2%	2,076	7.0%	2,093	6.7%	-1.5%
45 to 49	1,995	7.2%	2,132	7.1%	2,124	6.8%	-0.4%
50 to 54	1,884	6.8%	2,152	7.2%	2,316	7.4%	0.6%
55 to 59	1,581	5.7%	1,890	6.3%	2,191	7.0%	1.3%
60 to 64	1,301	4.7%	1,517	5.1%	1,836	5.9%	1.2%
65 to 69	1,056	3.8%	1,087	3.6%	1,320	4.2%	0.4%
70 to 74	898	3.2%	851	2.9%	931	3.0%	-0.3%
75 to 84	1,108	4.0%	1,135	3.8%	1,206	3.9%	-0.1%
85+	280	1.0%	329	1.1%	377	1.2%	0.2%
<b>Totals:</b>	<b>27,735</b>	<b>100.0%</b>	<b>29,848</b>	<b>100.0%</b>	<b>31,292</b>	<b>100.0%</b>	

CA	2008	Comp Index
2,639,141	7.1%	110
2,597,525	7.0%	98
2,649,169	7.1%	105
2,745,678	7.4%	101
2,734,305	7.3%	87
2,675,649	7.2%	88
2,631,700	7.1%	94
2,713,550	7.3%	95
2,777,249	7.5%	93
2,719,566	7.3%	98
2,475,601	6.6%	109
2,119,671	5.7%	111
1,644,727	4.4%	115
1,213,953	3.3%	112
946,332	2.5%	112
1,390,255	3.7%	102
600,242	1.6%	68
<b>37,274,313</b>	<b>100%</b>	<b>100</b>



**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.

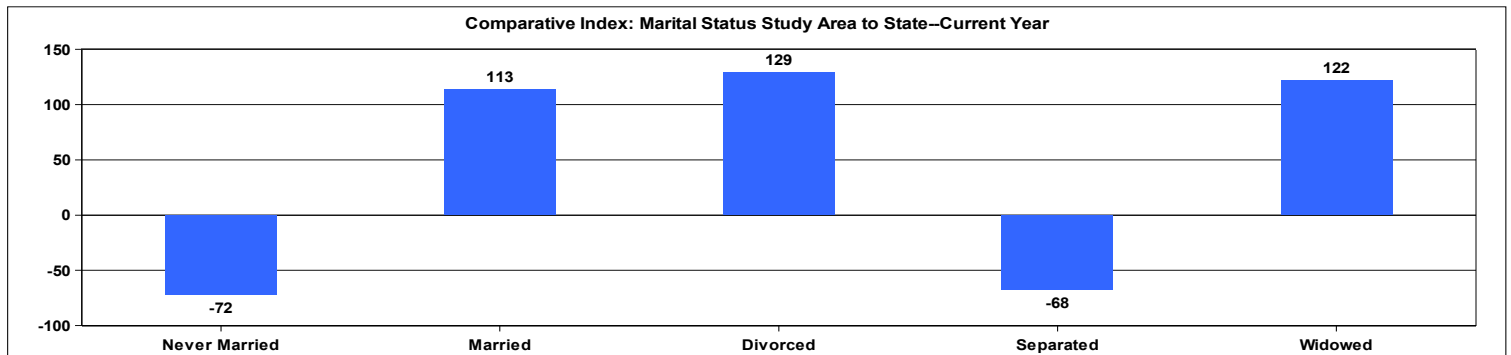
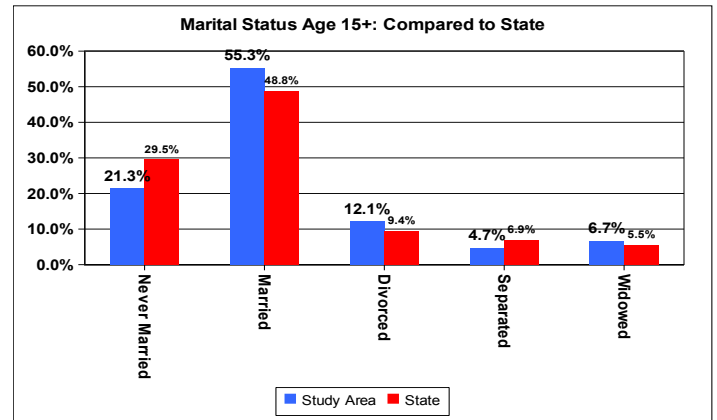
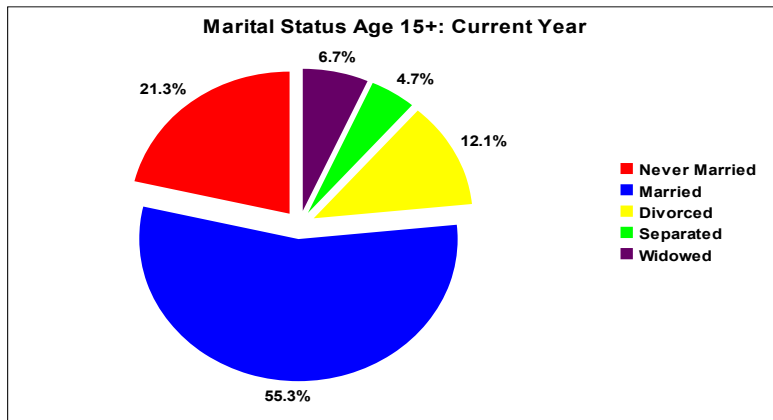
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**People by Marital Status**

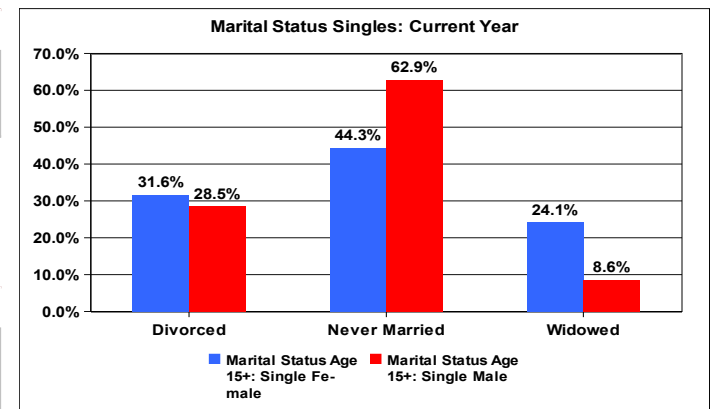
Marital Status Age 15+	2000		2008	
Never Married	4,495	21.2%	4,957	21.3%
Married	11,711	55.3%	12,846	55.3%
Divorced	2,563	12.1%	2,803	12.1%
Separated	974	4.6%	1,084	4.7%
Widowed	1,440	6.8%	1,550	6.7%
<b>Totals:</b>	<b>21,183</b>	<b>100.0%</b>	<b>23,240</b>	<b>100.0%</b>

**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%	72
14,319,521	48.8%	113
2,748,669	9.4%	129
2,022,610	6.9%	68
1,605,121	5.5%	122
<b>29,372,939</b>	<b>100.0%</b>	<b>100</b>



Marital Status Age 15+: Single Female	2000		2008	
Divorced	1,509	32.3%	1,525	31.6%
Never Married	2,005	42.9%	2,136	44.3%
Widowed	1,164	24.9%	1,165	24.1%
<b>Totals:</b>	<b>4,678</b>	<b>100.0%</b>	<b>4,826</b>	<b>100.0%</b>



Marital Status Age 15+: Single Male	2000		2008	
Divorced	1,054	27.6%	1,278	28.5%
Never Married	2,490	65.2%	2,821	62.9%
Widowed	276	7.2%	385	8.6%
<b>Totals:</b>	<b>3,820</b>	<b>100.0%</b>	<b>4,484</b>	<b>100.0%</b>

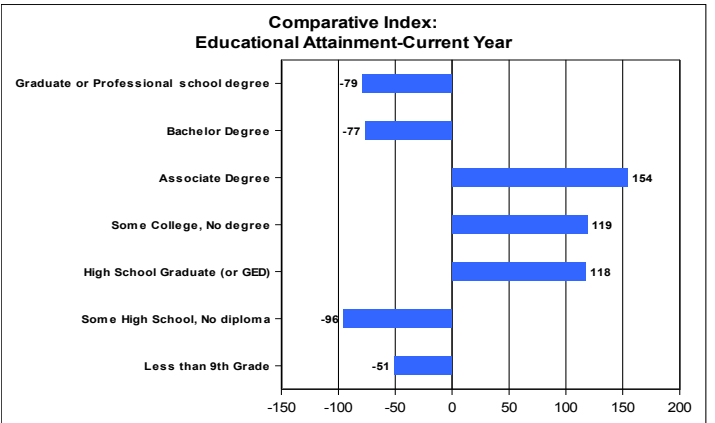
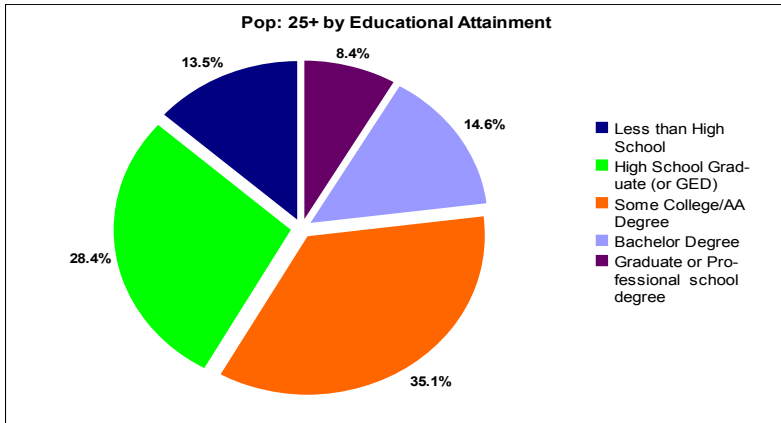
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
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Current Year: 2008  
5 Year Projection: 2013

**People by Education Level**

Pop: 25+ by Educational Attainment	2000		2008	
Less than 9th Grade	667	3.2%	1,007	5.3%
Some High School, No diploma	4,938	23.6%	1,569	8.2%
High School Graduate (or GED)	4,172	20.0%	5,424	28.4%
Some College, No degree	4,912	23.5%	4,416	23.1%
Associate Degree	1,951	9.3%	2,300	12.0%
Bachelor Degree	2,689	12.9%	2,794	14.6%
Graduate or Professional school degree	1,582	7.6%	1,602	8.4%
<b>Totals:</b>	<b>20,911</b>	<b>100.0%</b>	<b>19,112</b>	<b>100.0%</b>

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

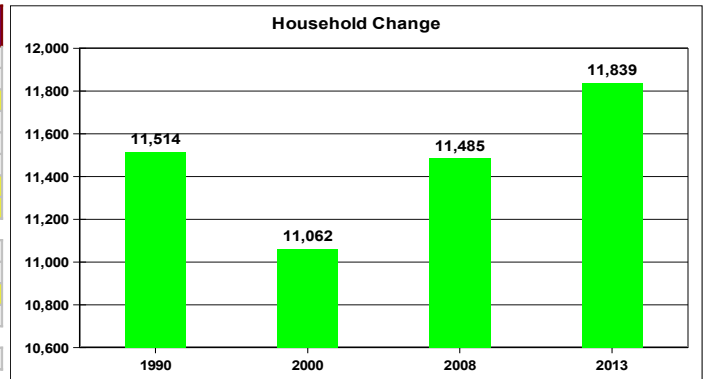
CA	2008	Comp Index
2,478,313	10.4%	51
2,050,552	8.6%	96
5,773,092	24.1%	118
4,645,100	19.4%	119
1,863,096	7.8%	154
4,565,703	19.1%	77
2,532,639	10.6%	79
<b>23,908,495</b>	<b>100.0%</b>	<b>100</b>



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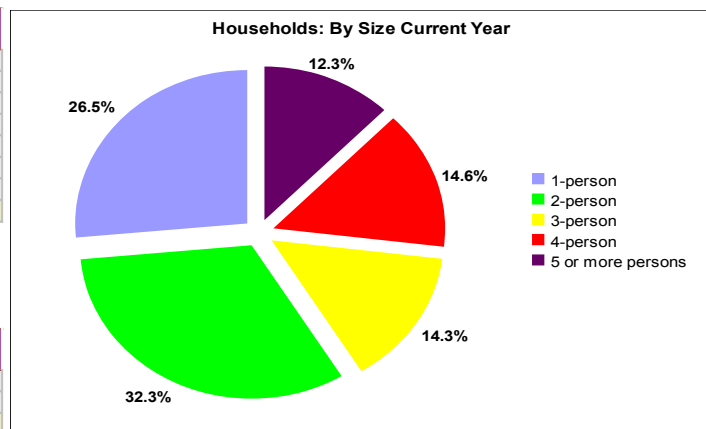
**HOUSEHOLDS**

Household Trends	1990	2000	2008	2013
<b>Households</b>	11,514	11,062	11,485	11,839
Households Change		-452	423	354
Percent Change		-4%	4%	3%
Average Annual Change		-0.4%	0.5%	0.6%
<b>Population / Households</b>	2.69	2.51	2.60	2.64
Population / Households Change		-0.18	0.09	0.04
Percent Change		-6.6%	3.7%	1.7%
<b>State Households</b>	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%
<b>Study Area as a % of All State HH</b>	0.11%	0.10%	0.09%	0.09%



**Analysis:**  
The number of households within the study area is projected to grow over the next five years.  
The number of households is changing at a slower rate than the state.  
The population per household is projected to remain flat over five years.

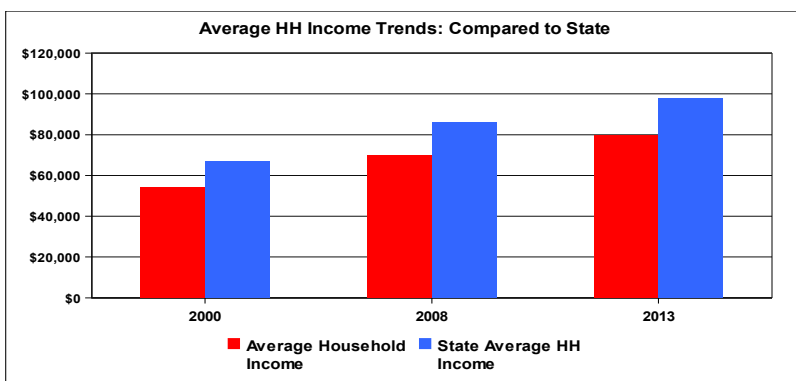
Households: By Size	2000		2008	
1-person	3,004	27.2%	3,039	26.5%
2-person	3,880	35.1%	3,708	32.3%
3-person	1,669	15.1%	1,644	14.3%
4-person	1,411	12.8%	1,681	14.6%
5-person	699	6.3%	859	7.5%
6-person	251	2.3%	331	2.9%
7-or-more persons	148	1.3%	222	1.9%
<b>Totals:</b>	<b>11,062</b>	<b>100.0%</b>	<b>11,484</b>	<b>100.0%</b>



Households: One Person by Gender	2000		2008	
Female Householder	1,409	46.9%	1,562	51.4%
Male Householder	1,595	53.1%	1,477	48.6%
<b>Totals:</b>	<b>3,004</b>	<b>100.0%</b>	<b>3,039</b>	<b>100.0%</b>

**Household Income**

Income Trends: Average	2000	2008	2013
<b>Average Household Income</b>	\$54,115	\$69,965	\$79,748
Average Household Income Change		\$15,850	\$9,782
Percent Change		29.3%	14.0%
<b>State Average HH Income</b>	\$66,877	\$85,793	\$98,089
Average Household Income Change		\$18,916	\$12,297
Percent Change		28.3%	14.3%
<b>Ave. HH Income Comparative Index</b>	81	82	81
<b>Median Income</b>	\$45,560	\$55,582	\$61,692
<b>Per Capita Income</b>	\$21,584	\$26,922	\$30,174
Per Capita Income Change		\$5,339	\$3,251
Percent Change		24.7%	12.1%

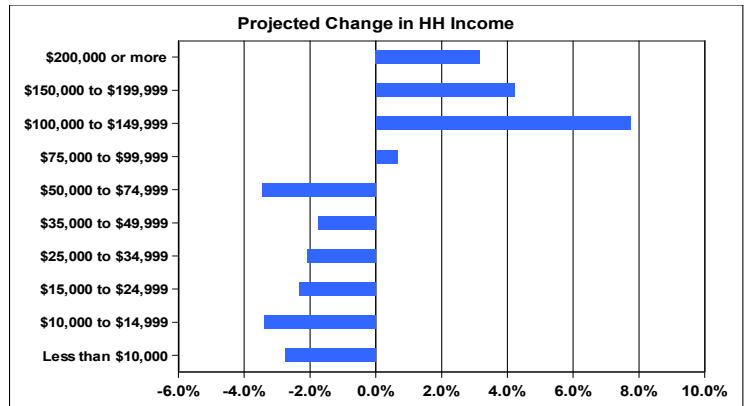
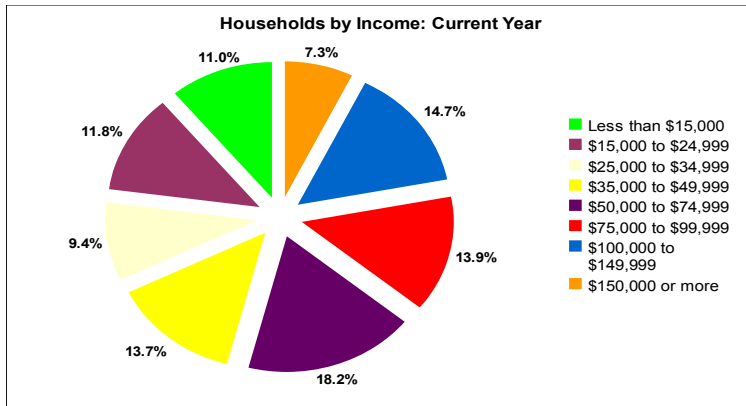


**Analysis:**  
The average household income is projected to grow significantly over the next five years.  
The average household income is about the same as the state average.  
The per capita income is projected to grow significantly over the next five years.

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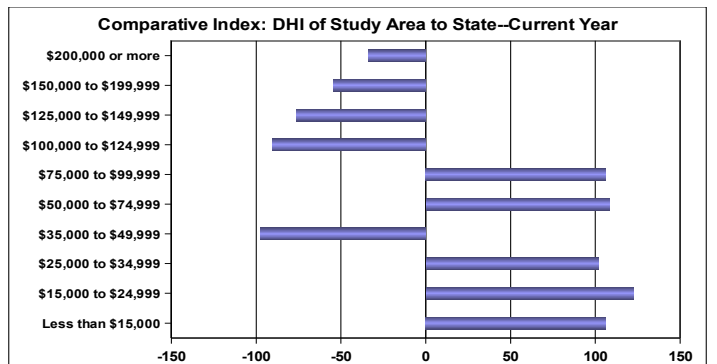
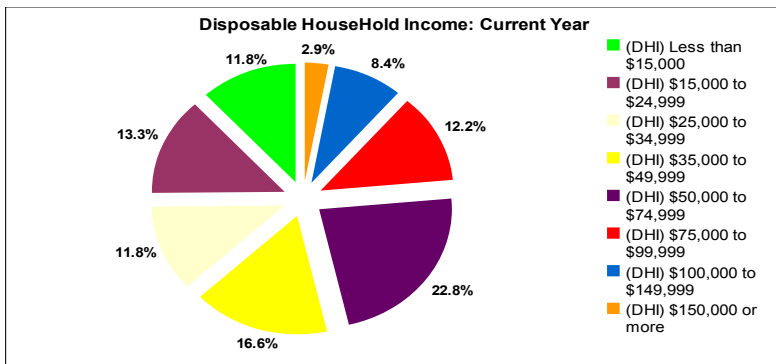
Households: Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	864	7.8%	669	5.8%	600	5.1%	-2.7%
\$10,000 to \$14,999	879	7.9%	599	5.2%	538	4.5%	-3.4%
\$15,000 to \$24,999	1,409	12.7%	1,359	11.8%	1,231	10.4%	-2.3%
\$25,000 to \$34,999	1,264	11.4%	1,076	9.4%	1,106	9.3%	-2.1%
\$35,000 to \$49,999	1,583	14.3%	1,573	13.7%	1,488	12.6%	-1.7%
\$50,000 to \$74,999	2,292	20.7%	2,091	18.2%	2,045	17.3%	-3.4%
\$75,000 to \$99,999	1,420	12.8%	1,591	13.9%	1,597	13.5%	0.7%
\$100,000 to \$149,999	1,019	9.2%	1,690	14.7%	2,007	17.0%	7.7%
\$150,000 to \$199,999	228	2.1%	520	4.5%	742	6.3%	4.2%
\$200,000 or more	103	0.9%	318	2.8%	485	4.1%	3.2%
<b>Totals:</b>	<b>11,061</b>	<b>100.0%</b>	<b>11,486</b>	<b>100.0%</b>	<b>11,839</b>	<b>100.0%</b>	

CA	2008	Comp Index
843,582	6.8%	85
458,242	3.7%	141
1,148,061	9.3%	127
1,150,671	9.3%	101
1,652,033	13.4%	102
2,218,884	18.0%	101
1,561,933	12.6%	110
1,815,167	14.7%	100
691,624	5.6%	81
818,504	6.6%	42
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>



Disposable Household Income	2008		2013	
Less than \$15,000	1,356	11.8%	1,228	10.4%
\$15,000 to \$24,999	1,533	13.3%	1,403	11.8%
\$25,000 to \$34,999	1,357	11.8%	1,312	11.1%
\$35,000 to \$49,999	1,912	16.6%	1,993	16.8%
\$50,000 to \$74,999	2,621	22.8%	2,496	21.1%
\$75,000 to \$99,999	1,406	12.2%	1,562	13.2%
\$100,000 to \$124,999	665	5.8%	882	7.4%
\$125,000 to \$149,999	304	2.6%	455	3.8%
\$150,000 to \$199,999	171	1.5%	294	2.5%
\$200,000 or more	159	1.4%	215	1.8%
<b>Totals:</b>	<b>11,484</b>	<b>100.0%</b>	<b>11,840</b>	<b>100.0%</b>

CA	2008	Comp Index
1,374,154	11.1%	106
1,346,659	10.9%	123
1,433,321	11.6%	102
2,112,919	17.1%	97
2,603,805	21.1%	108
1,422,941	11.5%	106
791,426	6.4%	90
430,572	3.5%	76
338,849	2.7%	54
504,055	4.1%	34
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>



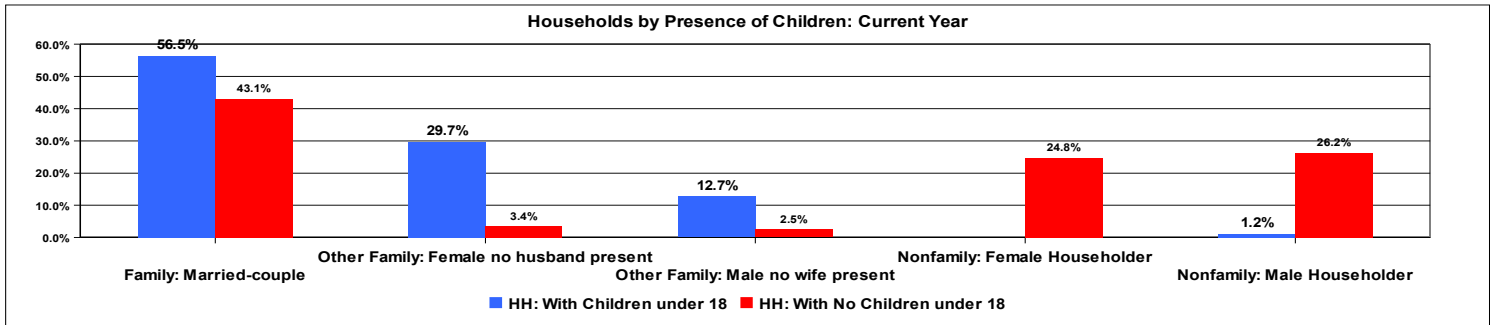
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**Household Structures**

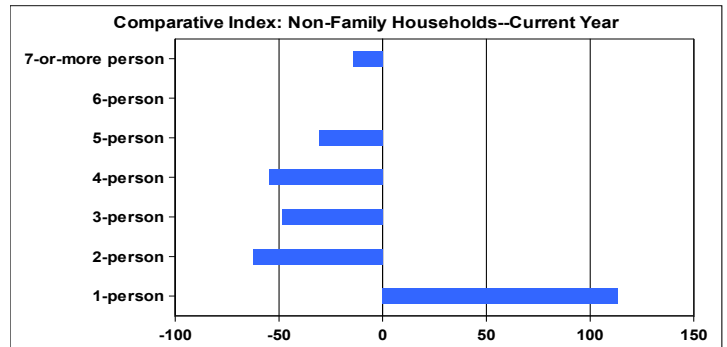
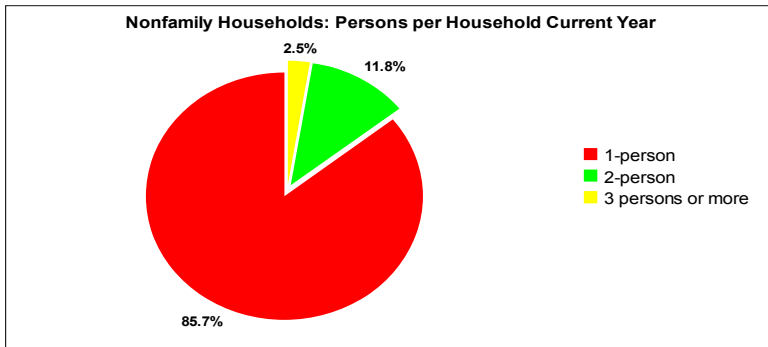
HH: With Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	2,647	65.4%	2,475	56.5%	3,205,415	67.7%	83
Other Family: Female no husband present	990	24.5%	1,300	29.7%	1,064,612	22.5%	132
Other Family: Male no wife present	364	9.0%	557	12.7%	430,351	9.1%	140
Nonfamily: Female Householder	12	0.3%	0	0.0%	8,823	0.2%	0
Nonfamily: Male Householder	35	0.9%	52	1.2%	26,145	0.6%	215
Totals:	4,048	100.0%	4,384	100.0%	4,735,346	100%	100

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

HH: With No Children under 18	2000		2008		CA	2008	Comp Index
Family: Married-couple	3,164	31.6%	3,062	43.1%	2,899,328	38.0%	113
Other Family: Female no husband present	256	2.6%	241	3.4%	522,903	6.9%	49
Other Family: Male no wife present	133	1.3%	175	2.5%	302,602	4.0%	62
Nonfamily: Female Householder	2,999	29.9%	1,759	24.8%	2,060,186	27.0%	92
Nonfamily: Male Householder	3,465	34.6%	1,862	26.2%	1,838,336	24.1%	109
Totals:	10,017	100.0%	7,099	100.0%	7,623,355	100%	100



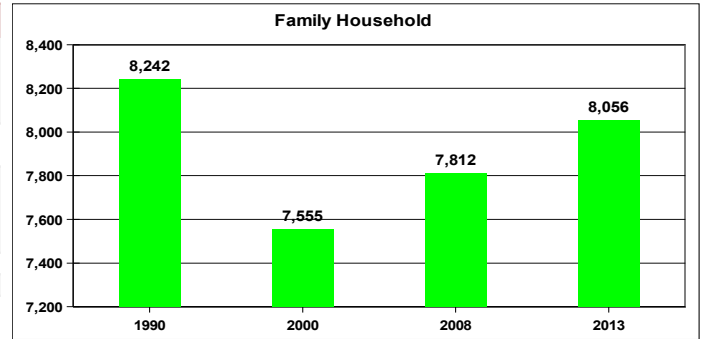
Nonfamily Households: Persons per Household Trends	2008		CA	2008	Comp Index
1-person	3,004	85.7%	2,971,563	75.5%	113
2-person	414	11.8%	741,850	18.9%	63
3-person	58	1.7%	133,641	3.4%	49
4-person	25	0.7%	51,116	1.3%	55
5-person	5	0.1%	18,414	0.5%	30
6-person	0	0.0%	8,977	0.2%	0
7-or-more person	1	0.0%	7,928	0.2%	14
Totals:	3,507	100.0%	3,933,489	100.0%	100



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

**FAMILIES**

Families	1990	2000	2008	2013
<b>Families</b>	8,242	7,555	7,812	8,056
Families Change		-687	257	244
Percent Change		-8.3%	3.4%	3.1%
Average Annual Change		-0.8%	0.4%	0.6%
<b>State Families</b>	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%
<b>Study Area as a % of State Families</b>	0.12%	0.10%	0.09%	0.09%



**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 at a slower rate than the state.

Families: Household Trends by Size	2000		2008		2013		Proj. Change
2-person	3,467	45.9%	3,603	46.1%	3,769	46.8%	0.9%
3-person	1,611	21.3%	1,723	22.1%	1,811	22.5%	1.2%
4-person	1,385	18.3%	1,409	18.0%	1,423	17.7%	-0.7%
5-person	694	9.2%	682	8.7%	671	8.3%	-0.9%
6-person	251	3.3%	263	3.4%	258	3.2%	-0.1%
7-or-more person	147	1.9%	132	1.7%	123	1.5%	-0.4%
<b>Totals:</b>	<b>7,555</b>	<b>100.0%</b>	<b>7,812</b>	<b>100.0%</b>	<b>8,055</b>	<b>100.0%</b>	

CA	2008	Comp Index
2,850,194	33.8%	136
1,834,378	21.8%	101
1,752,142	20.8%	87
990,165	11.8%	74
496,586	5.9%	57
501,744	6.0%	28
<b>8,425,209</b>	<b>100%</b>	<b>100</b>

Families: Household Trends by Income	2000		2008		2013		Proj. Change
Less than \$10,000	392	5.2%	313	4.0%	332	4.1%	-1.1%
\$10,000 to \$14,999	464	6.1%	265	3.4%	209	2.6%	-3.5%
\$15,000 to \$24,999	782	10.3%	712	9.1%	622	7.7%	-2.6%
\$25,000 to \$34,999	769	10.2%	750	9.6%	837	10.4%	0.2%
\$35,000 to \$49,999	1,096	14.5%	969	12.4%	910	11.3%	-3.2%
\$50,000 to \$74,999	1,680	22.2%	1,428	18.3%	1,309	16.2%	-6.0%
\$75,000 to \$99,999	1,209	16.0%	1,291	16.5%	1,240	15.4%	-0.6%
\$100,000 to \$149,999	913	12.1%	1,429	18.3%	1,652	20.5%	8.4%
\$150,000 to \$199,999	188	2.5%	411	5.3%	570	7.1%	4.6%
\$200,000 or more	64	0.8%	243	3.1%	376	4.7%	3.8%
<b>Totals:</b>	<b>7,557</b>	<b>100.0%</b>	<b>7,811</b>	<b>100.0%</b>	<b>8,057</b>	<b>100.0%</b>	

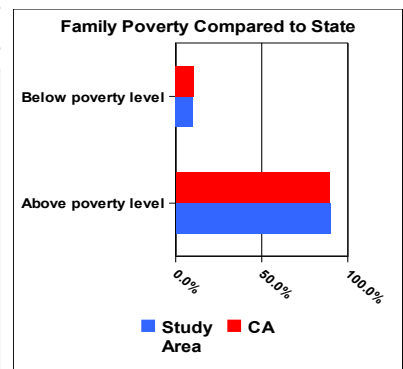
CA	2008	Comp Index
375,736	4.5%	90
194,212	2.3%	147
662,820	7.9%	116
728,486	8.6%	111
1,072,112	12.7%	97
1,521,141	18.1%	101
1,168,578	13.9%	119
1,439,183	17.1%	107
572,563	6.8%	77
690,380	8.2%	38
<b>8,425,211</b>	<b>100.0%</b>	<b>100</b>

Families: Poverty Summary	2008	
Above poverty level	6,797	90.0%
Below poverty level	758	10.0%
<b>Totals:</b>	<b>7,555</b>	<b>100.0%</b>

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

CA	2008	Comp Index
7,080,042	89.4%	101
840,005	10.6%	95
<b>7,920,047</b>	<b>100.0%</b>	<b>100</b>

Families: Poverty Detail	2008	
<b>Above Poverty Level</b>		
Married-couple: Children	251	3.3%
Married-couple: No children	585	7.7%
Male: No wife present: Children	150	2.0%
Male: No wife present: No children	297	3.9%
Female: No husband present: Children	3,000	39.7%
Female: No husband present: No children	2,515	33.3%
<b>Below Poverty Level</b>		
Married-couple: Children	32	0.4%
Married-couple: No children	335	4.4%
Male: No wife present: Children	6	0.1%
Male: No wife present: No children	100	1.3%
Female: No husband present: Children	77	1.0%
Female: No husband present: No children	208	2.8%
<b>Totals:</b>	<b>7,556</b>	<b>100.0%</b>



CA	2008	Comp Index
<b>Above Poverty Level</b>		
402,558	5.1%	65
638,645	8.1%	96
211,798	2.7%	74
284,308	3.6%	109
2,611,068	33.0%	120
2,931,665	37.0%	90
<b>Below Poverty Level</b>		
39,877	0.5%	84
307,813	3.9%	114
18,355	0.2%	34
69,722	0.9%	150
88,138	1.1%	92
316,100	4.0%	69
<b>7,920,047</b>	<b>100.0%</b>	<b>100</b>

NOTE: Children are under 18

Sources: US Census Bureau, AGS/Experian, DecisionInsight/MissionInsight

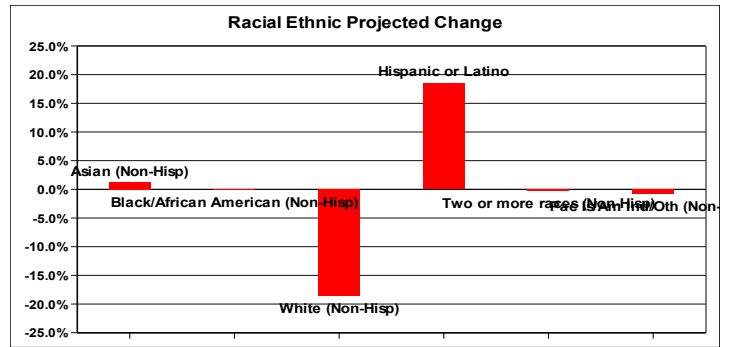
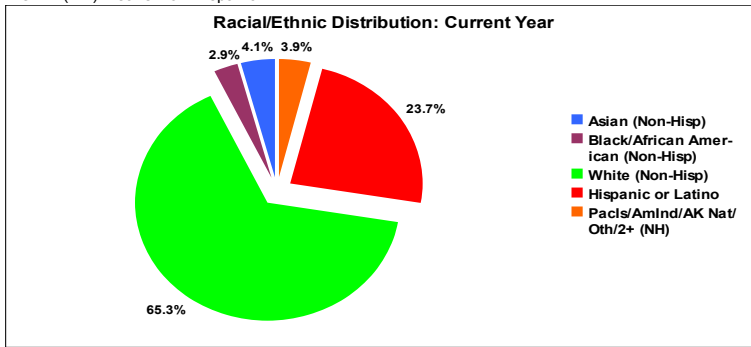
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**DIVERSITY**

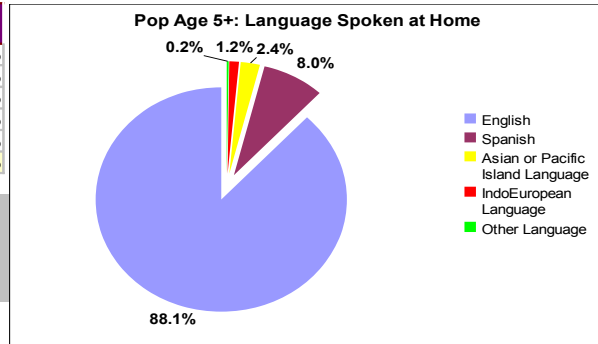
Population: Racial/Ethnic Trends	2000		2008		2013		Proj. Change
Asian (Non-Hisp)	943	3.4%	1,237	4.1%	1,455	4.6%	1.2%
Black/African American (Non-Hisp)	859	3.1%	877	2.9%	932	3.0%	-0.1%
White (Non-Hisp)	21,536	77.6%	19,483	65.3%	18,477	59.0%	-18.6%
Hispanic or Latino	3,219	11.6%	7,088	23.7%	9,418	30.1%	18.5%
Two or more races (Non-Hisp)	777	2.8%	916	3.1%	810	2.6%	-0.2%
Pac Is/Am Ind/Oth (Non-Hisp)	401	1.4%	245	0.8%	199	0.6%	-0.8%
<b>Totals:</b>	<b>27,735</b>	<b>100.0%</b>	<b>29,846</b>	<b>100.0%</b>	<b>31,291</b>	<b>100.0%</b>	

CA	2008	Comp Index
4,562,471	12.2%	34
2,071,913	5.6%	53
15,780,187	42.3%	154
13,740,168	36.9%	64
838,759	2.3%	136
280,815	0.8%	109
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

NOTE: (NH) means Non-Hispanic



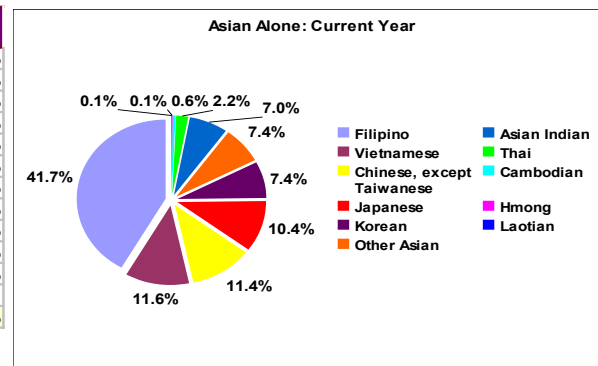
Pop Age 5+: Language Spoken at Home	2008	
Speak Only English at Home	24,230	88.1%
Speak Spanish at Home	2,209	8.0%
Speak Asian or Pacific Island Language at Home	673	2.4%
Speak IndoEuropean Language at Home	342	1.2%
Speak Other Language at Home	61	0.2%
<b>Totals:</b>	<b>27,515</b>	<b>100.0%</b>



CA	2008	Comp Index
21,179,499	61.2%	144
8,831,636	25.5%	31
2,892,536	8.4%	29
1,453,973	4.2%	30
277,521	0.8%	28
<b>34,635,165</b>	<b>100.0%</b>	<b>100</b>

**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	516	41.7%
Vietnamese	144	11.6%
Chinese, except Taiwanese	141	11.4%
Japanese	129	10.4%
Korean	92	7.4%
Other Asian	92	7.4%
Asian Indian	87	7.0%
Thai	27	2.2%
Cambodian	7	0.6%
Hmong	1	0.1%
Laotian	1	0.1%
<b>Totals:</b>	<b>1,237</b>	<b>100.0%</b>

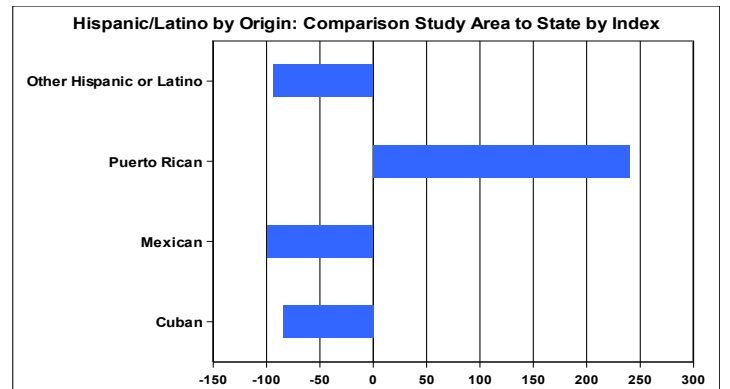
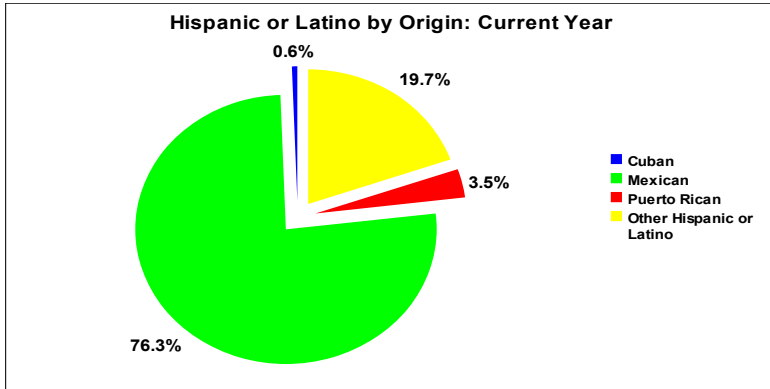


CA	2008	Comp Index
1,153,317	25.3%	165
548,631	12.0%	97
1,078,127	23.6%	48
372,936	8.2%	128
420,390	9.2%	81
295,533	6.5%	115
412,797	9.0%	78
46,386	1.0%	215
87,127	1.9%	30
78,169	1.7%	5
69,058	1.5%	5
<b>4,562,471</b>	<b>100.0%</b>	<b>100</b>

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Population: Hispanic or Latino by Origin	2008	
Cuban	42	0.6%
Mexican	5,408	76.3%
Puerto Rican	245	3.5%
Other Hispanic or Latino	1,393	19.7%
<b>Totals:</b>	<b>7,088</b>	<b>100.0%</b>

CA	2008	Comp Index
101,925	0.7%	80
10,559,101	76.8%	99
196,830	1.4%	241
2,882,310	21.0%	94
<b>13,740,166</b>	<b>100%</b>	<b>100</b>

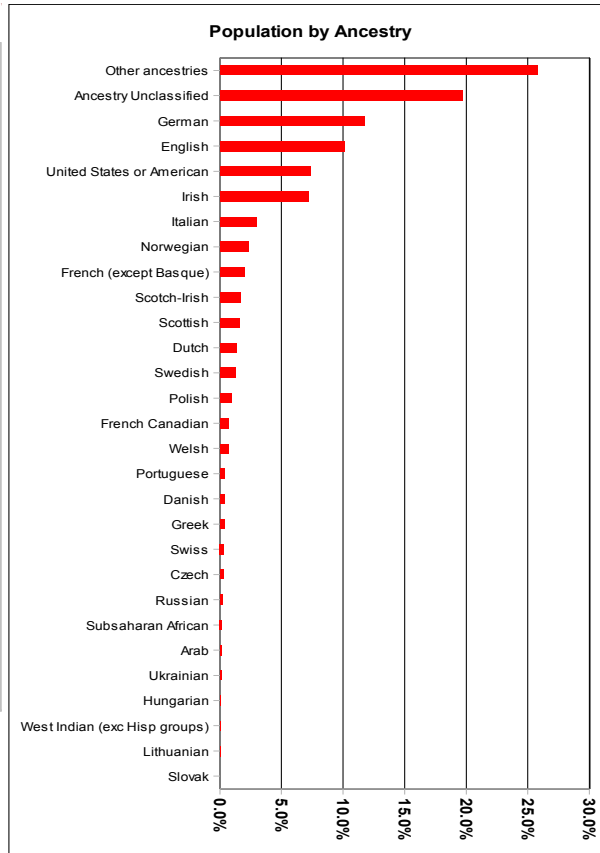


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Population by Ancestry	2008	
Other ancestries	7,691	25.8%
Ancestry Unclassified	5,887	19.7%
German	3,505	11.7%
English	3,020	10.1%
United States or American	2,197	7.4%
Irish	2,134	7.1%
Italian	894	3.0%
Norwegian	704	2.4%
French (except Basque)	600	2.0%
Scotch-Irish	495	1.7%
Scottish	481	1.6%
Dutch	404	1.4%
Swedish	377	1.3%
Polish	274	0.9%
French Canadian	212	0.7%
Welsh	211	0.7%
Portuguese	122	0.4%
Danish	116	0.4%
Greek	107	0.4%
Swiss	97	0.3%
Czech	79	0.3%
Russian	60	0.2%
Subsaharan African	48	0.2%
Arab	41	0.1%
Ukrainian	33	0.1%
Hungarian	24	0.1%
West Indian (exc Hisp groups)	18	0.1%
Lithuanian	17	0.1%
Slovak	0	0.0%
<b>Totals:</b>	<b>29,848</b>	<b>100.0%</b>

**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.



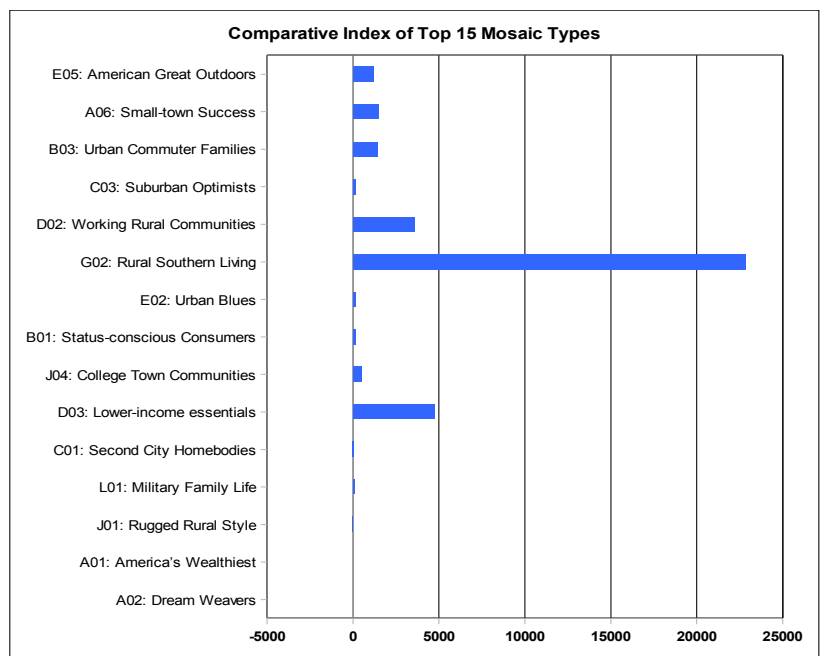
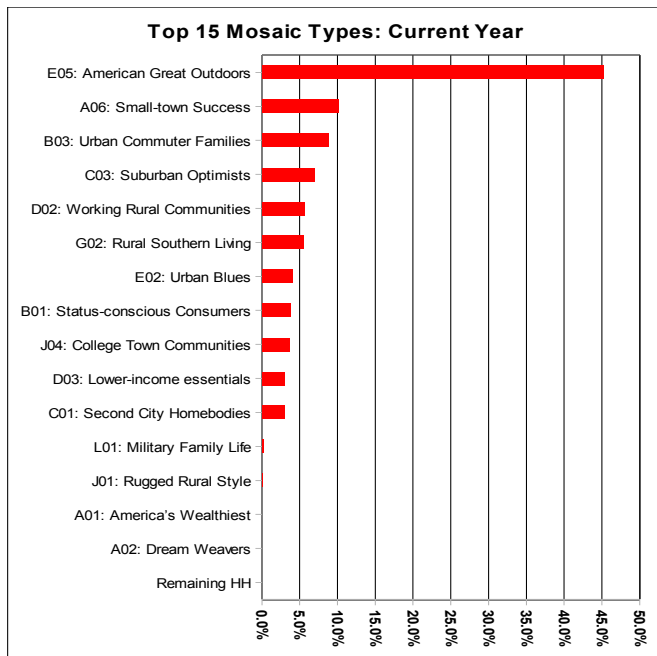
CA	2008	Comp Index
18,853,773	50.6%	51
5,371,669	14.4%	137
2,445,039	6.6%	179
1,852,871	5.0%	204
1,289,054	3.5%	213
1,776,397	4.8%	150
1,281,253	3.4%	87
348,323	0.9%	252
471,008	1.3%	159
327,283	0.9%	189
376,979	1.0%	159
276,085	0.7%	183
321,709	0.9%	146
355,112	1.0%	96
125,137	0.3%	212
102,226	0.3%	258
291,601	0.8%	52
145,132	0.4%	100
109,817	0.3%	122
80,071	0.2%	151
83,556	0.2%	118
327,844	0.9%	23
188,252	0.5%	32
183,460	0.5%	28
74,017	0.2%	56
98,987	0.3%	30
60,795	0.2%	37
37,965	0.1%	56
18,898	0.1%	0
<b>37,274,313</b>	<b>100.0%</b>	<b>100</b>

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Top 15 Mosaic Types	2008	Brief Mosaic Descriptions	CA	2008	Comp Index
E05: American Great Outdoors	5,191	45.2% Older rural retirees, remote areas, low wage/ Social Security	465,962	3.8%	1199
A06: Small-town Success	1,162	10.1% White-collar, educated, middle-aged working couples, the nation's beltways	83,039	0.7%	1506
B03: Urban Commuter Families	1,016	8.8% Upscale, educated Boomers in single detached homes, metro fringe.	75,556	0.6%	1447
C03: Suburban Optimists	803	7.0% Middle-class diversity, middle-aged families, older suburbs, coastal states.	518,576	4.2%	167
D02: Working Rural Communities	642	5.6% Middle-class empty nesters/single seniors, older, industrial towns.	19,174	0.2%	3603
G02: Rural Southern Living	626	5.5% Low income, blue-collar families, mobile homes across the South.	2,952	0.0%	22819
E02: Urban Blues	462	4.0% Young Hispanic families, singles, urban, blue-collar, service jobs.	304,970	2.5%	163
B01: Status-conscious Consumers	441	3.8% Middle-aged Baby Boomers suburban neighborhoods commuters.	387,468	3.1%	122
J04: College Town Communities	426	3.7% Young, single, college educated and students, around college communities	90,181	0.7%	508
D03: Lower-income essentials	351	3.1% Lower-income empty-nester couples/aging seniors, remote, aging houses.	7,977	0.1%	4735
C01: Second City Homebodies	340	3.0% Dual working, middle-aged families, cities along the East and West coasts.	561,696	4.5%	65
L01: Military Family Life	23	0.2% Young ethnically-mixed families, near military bases serving in armed force	23,522	0.2%	105
J01: Rugged Rural Style	2	0.0% Rural working-class retirees, houses/mobile homes, West/Southwest states	69,220	0.6%	3
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
Remaining HH	0	0.0%	9,236,068	74.7%	0
<b>Totals:</b>	<b>11,485</b>	<b>100%</b>	<b>12,358,701</b>	<b>100%</b>	<b>100</b>

**Definition Aids:**

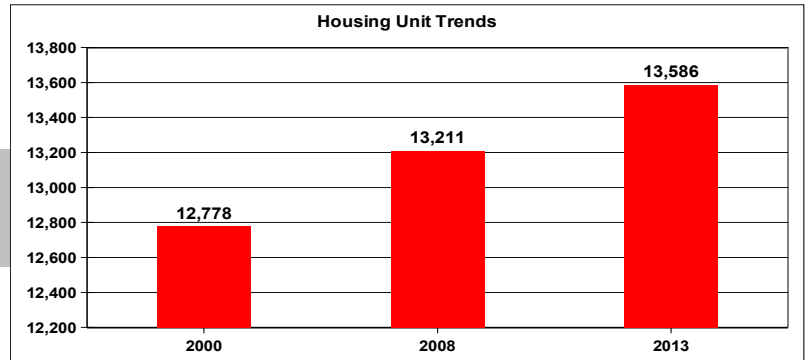
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



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**HOUSING**

Housing	2000	2008	2013
Housing Unit	12,778	13,211	13,586
Percent Change		3.4%	2.8%



**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	444	3.4%
1 Unit Detached	8,311	62.9%
2 Units	896	6.8%
3 to 19 Units	187	1.4%
20 to 49 Units	1,466	11.1%
50 or More Units	62	0.5%
Mobile Home or Trailer	1,818	13.8%
Other	27	0.2%
<b>Totals:</b>	<b>13,211</b>	<b>100%</b>

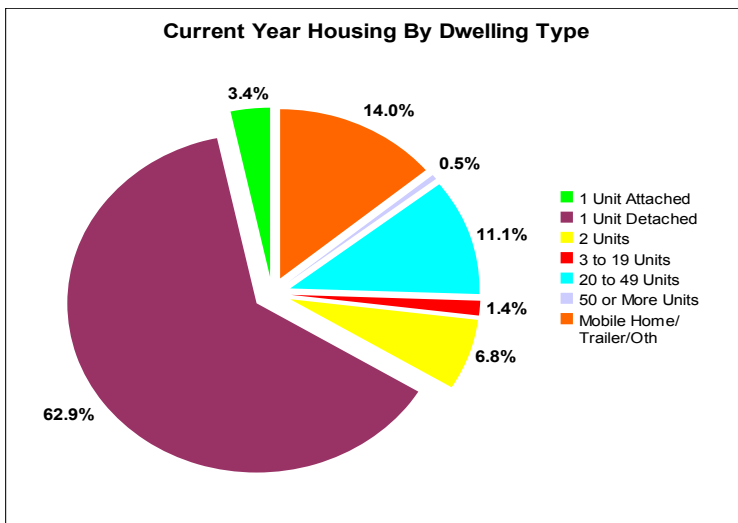
CA	2008	Comp Index
1,011,369	7.5%	45
7,794,683	57.8%	109
343,434	2.5%	266
643,480	4.8%	30
2,135,391	15.8%	70
892,003	6.6%	7
623,082	4.6%	298
38,807	0.3%	71
<b>13,482,249</b>	<b>100.0%</b>	<b>100</b>

Ratio Single Detached to Single Unit Attached	18.7
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7.7	243
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**Definition Aids:**

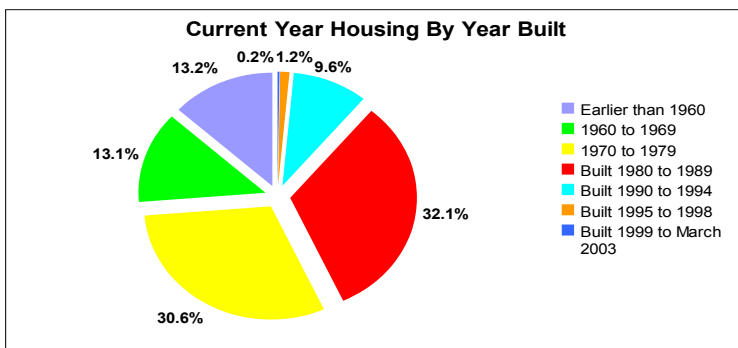
**Ratio Single Detached to Single Unit Attached:** This ratio provides insight into the kind of neighborhoods in the study area. Traditional neighborhoods will have a higher ratio.



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

Housing Trends: Units by Year Built		2008	
1939 or Earlier		132	1.0%
1940 to 1949		587	4.4%
1950 to 1959		1,030	7.8%
1960 to 1969		1,726	13.1%
1970 to 1979		4,037	30.6%
Built 1980 to 1989		4,240	32.1%
Built 1990 to 1994		1,267	9.6%
Built 1995 to 1998		159	1.2%
Built 1999 to March 2003		33	0.2%
<b>Totals:</b>		<b>13,211</b>	<b>100%</b>

CA	2008	Comp Index
1,207,906	9.0%	11
986,498	7.3%	64
1,991,417	14.8%	53
2,162,900	16.0%	81
2,695,417	20.0%	153
2,359,921	17.5%	183
1,031,552	7.7%	125
728,838	5.4%	22
317,804	2.4%	11
<b>13,482,253</b>	<b>100.0%</b>	<b>100</b>

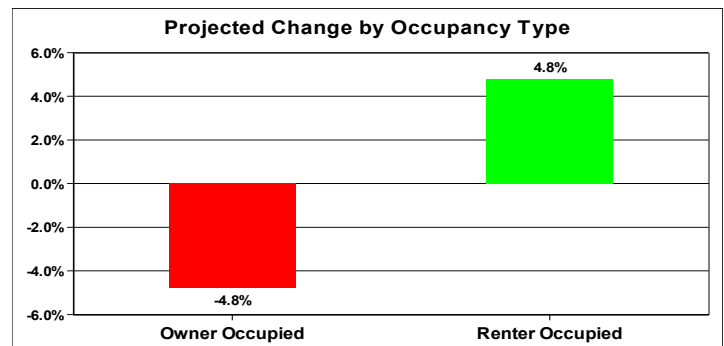
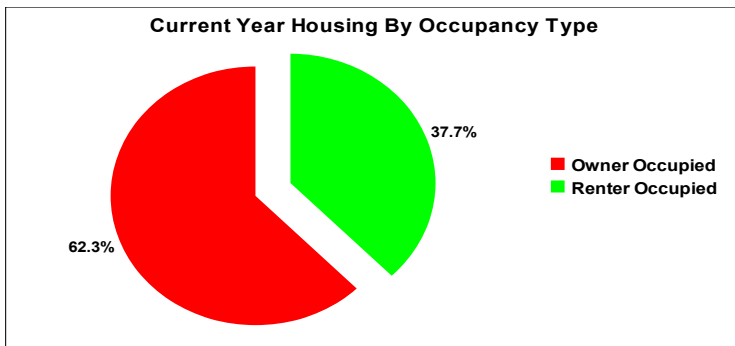


Housing Trends: Occupied Units by Own or Rent		2000		2008		2013		Proj. Change
Owner Occupied		7,285	65.9%	7,155	62.3%	7,230	61.1%	-4.8%
Renter Occupied		3,776	34.1%	4,330	37.7%	4,609	38.9%	4.8%
<b>Totals:</b>		<b>11,061</b>	<b>100%</b>	<b>11,485</b>	<b>100%</b>	<b>11,839</b>	<b>100%</b>	

CA	2008	Comp Index
7,280,073	58.9%	106
5,078,628	41.1%	92
<b>12,358,701</b>	<b>100.0%</b>	<b>100</b>

**Analysis:**

Owner occupied housing units are about the same as the state-wide average for owner occupied housing.  
Renter occupied housing units are about the same as the state-wide average for Renter occupied housing.



Housing Trends: Value Owner-Occupied		2008	
Less than \$20,000		559	7.8%
\$20,000 to \$39,999		961	13.4%
\$40,000 to \$59,999		1,488	20.8%
\$60,000 to \$79,999		1,511	21.1%
\$80,000 to \$99,999		1,146	16.0%
\$100,000 to \$149,999		5	0.1%
\$150,000 to \$199,999		407	5.7%
\$200,000 to \$299,999		104	1.5%
\$300,000 to \$399,999		28	0.4%
\$400,000 to \$499,999		0	0.0%
\$500,000 to \$749,999		0	0.0%
\$750,000 to \$999,999		0	0.0%
\$1,000,000 or more		947	13.2%
<b>Totals:</b>		<b>7,156</b>	<b>100%</b>

CA	2008	Comp Index
147,333	2.0%	386
152,358	2.1%	642
152,136	2.1%	995
274,833	3.8%	559
448,799	6.2%	260
166,749	2.3%	3
1,292,058	17.7%	32
1,535,187	21.1%	7
812,143	11.2%	4
463,594	6.4%	0
449,662	6.2%	0
167,918	2.3%	0
1,217,301	16.7%	79
<b>7,280,071</b>	<b>100.0%</b>	<b>100</b>

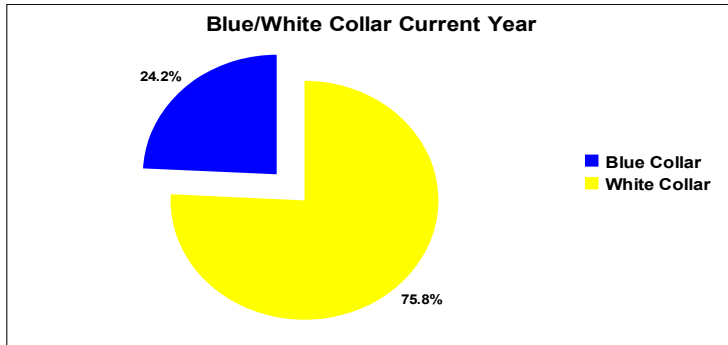
Prepared for: Victory Missionary Baptist Church  
Study Area: 5 mile Radius  
Base State: CA  
Current Year: 2008  
5 Year Projection: 2013

**WORK**

Employed Pop 16+ Blue/White Collar	2008	
Blue Collar	3,288	24.2%
White Collar	10,294	75.8%
<b>Totals:</b>	<b>13,582</b>	<b>100.0%</b>

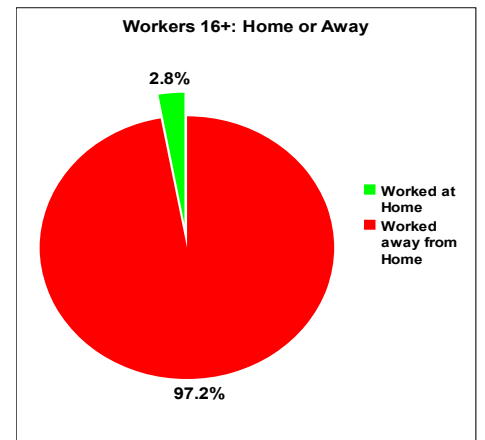
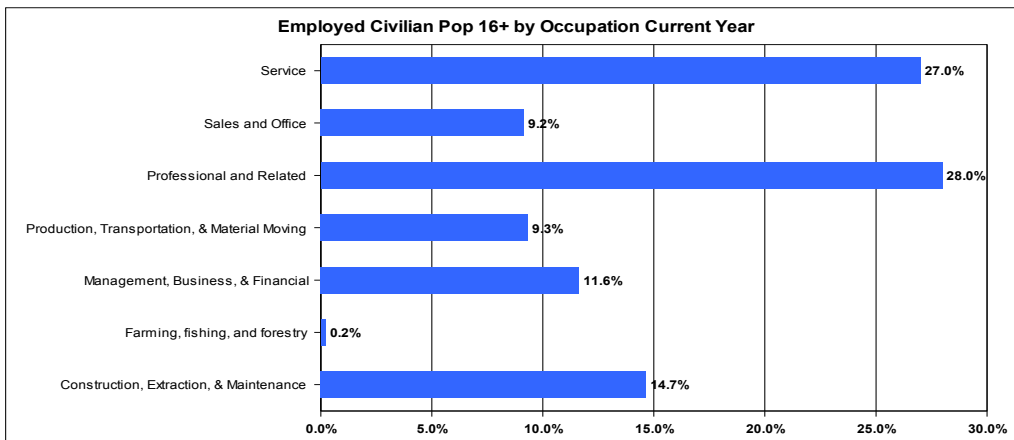
CA	2008	Comp Index
4,643,834	26.9%	90
12,591,436	73.1%	104
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

**Analysis:**  
Compared to the state, workers are less 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	1,990	14.7%
Farming, fishing, and forestry	31	0.2%
Management, Business, & Financial	1,580	11.6%
Production, Transportation, & Material Moving	1,267	9.3%
Professional and Related	3,802	28.0%
Sales and Office	1,243	9.2%
Service	3,669	27.0%
<b>Totals:</b>	<b>13,582</b>	<b>100.0%</b>

CA	2008	Comp Index
2,101,123	12.2%	120
305,977	1.8%	13
2,441,238	14.2%	82
2,236,734	13.0%	72
3,669,244	21.3%	131
1,961,303	11.4%	80
4,519,651	26.2%	103
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>



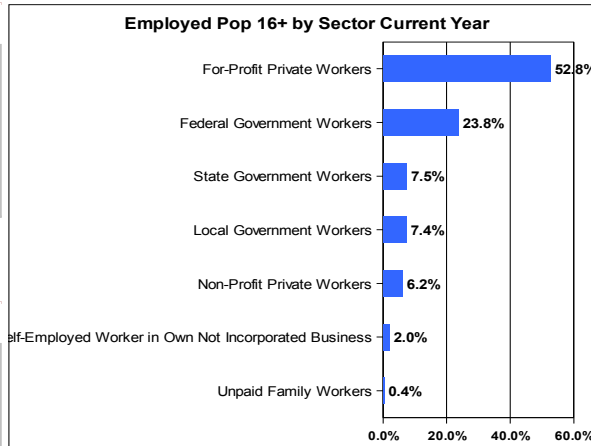
Workers 16+: Home or Away	2008	
Worked at Home	386	2.8%
Worked away from Home	13,195	97.2%
<b>Totals:</b>	<b>13,581</b>	<b>100.0%</b>

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

CA	2008	Comp Index
668,376	3.9%	73
16,566,894	96.1%	101
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

Prepared for: Victory Missionary Baptist Church  
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Employed Pop 16+ by Sector	2008	
For-Profit Private Workers	7,166	52.8%
Federal Government Workers	3,231	23.8%
State Government Workers	1,020	7.5%
Local Government Workers	1,008	7.4%
Non-Profit Private Workers	837	6.2%
Self-Employed Worker in Own Not Incorporated	267	2.0%
Unpaid Family Workers	53	0.4%
<b>Totals:</b>	<b>13,582</b>	<b>100.0%</b>



CA	2008	Comp Index
12,157,036	70.5%	75
411,649	2.4%	996
1,458,104	8.5%	89
1,453,341	8.4%	88
975,422	5.7%	109
711,975	4.1%	48
67,743	0.4%	99
<b>17,235,270</b>	<b>100.0%</b>	<b>100</b>

Population: 16+ by Employment Status	2008	
In labor force: Civilian: Employed	13,581	###
Not in labor force	7,765	838600.0%
In labor force: Civilian: Unemployed	895	97500.0%
In labor force: In Armed Forces	517	57500.0%
<b>Totals:</b>	<b>22,758</b>	<b>100.0%</b>

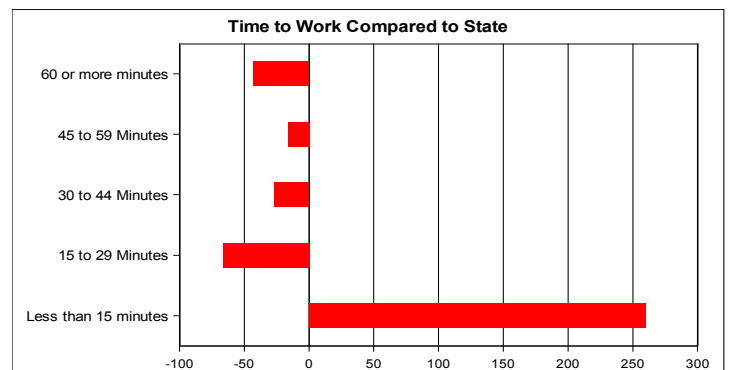
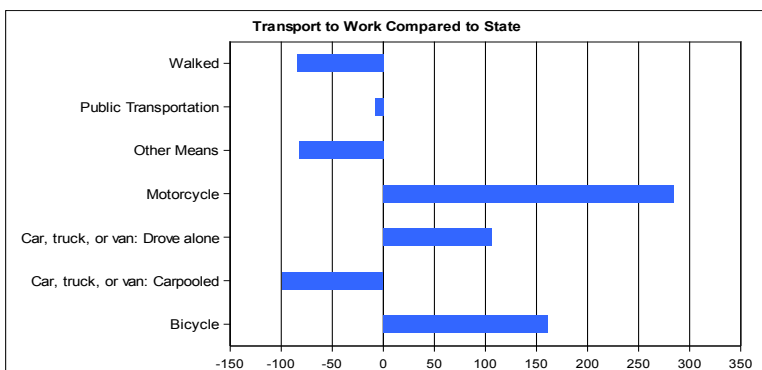
CA	2008	Comp Index
17,235,270	59.8%	2416158
10,240,862	35.5%	2361536
1,220,764	4.2%	2303293
141,846	0.5%	11690338
<b>28,838,742</b>	<b>100.0%</b>	<b>100</b>

Workers 16+: Travel Time to Work	2008	
Less than 15 minutes	8,602	65.2%
15 to 29 Minutes	3,084	23.4%
30 to 44 Minutes	728	5.5%
45 to 59 Minutes	180	1.4%
60 or more minutes	601	4.6%
<b>Totals:</b>	<b>13,195</b>	<b>100.0%</b>

CA	2008	Comp Index
4,158,350	25.1%	260
5,832,135	35.2%	66
3,450,482	20.8%	26
1,379,043	8.3%	16
1,746,884	10.5%	43
<b>16,566,894</b>	<b>100.0%</b>	<b>100</b>

Workers 16+: Transport to Work	2008	
Bicycle	175	1.3%
Car, truck, or van: Carpooled	1,997	15.1%
Car, truck, or van: Drove alone	10,471	79.4%
Motorcycle	98	0.7%
Other Means	90	0.7%
Public Transportation	53	0.4%
Walked	311	2.4%
<b>Totals:</b>	<b>13,195</b>	<b>100.0%</b>

CA	2008	Comp Index
136,005	0.8%	162
2,536,343	15.3%	99
12,425,265	75.0%	106
43,285	0.3%	284
136,806	0.8%	83
826,231	5.0%	8
462,959	2.8%	84
<b>16,566,894</b>	<b>100.0%</b>	<b>100</b>



Prepared for: Victory Missionary 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.