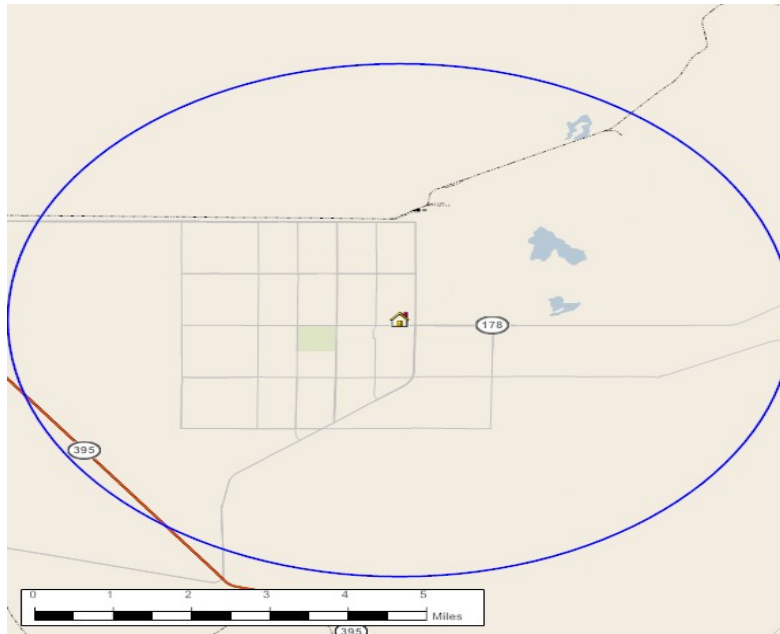


**Prepared for: Victory Missionary Baptist Church**

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

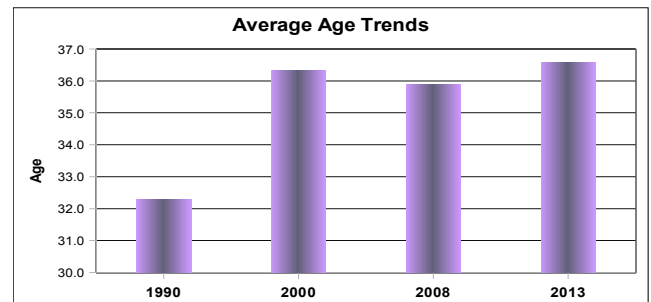
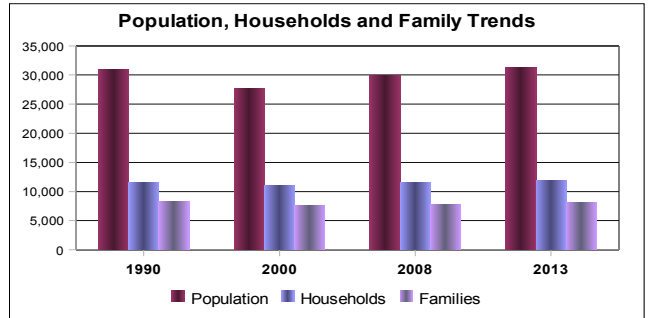
**Study Area**



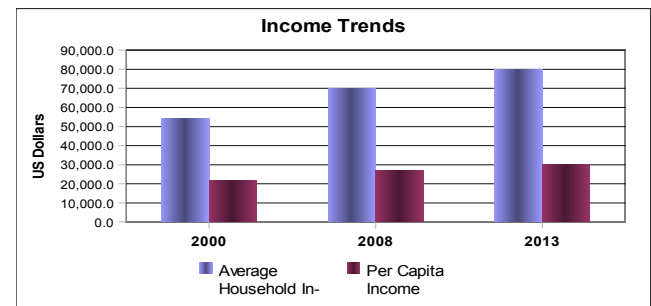
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Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
<b>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>Households</b>	11,514	11,062	11,485	11,839
Households Change		-452	423	354
Percent Change		-3.9%	3.8%	3.1%
Average Annual Change		-0.4%	0.5%	0.6%
<b>Population / Households</b>	2.7	2.5	2.6	2.6
Population / Households Change		-0.18	0.09	0.04
Percent Change		-6.63%	3.65%	1.70%
<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%

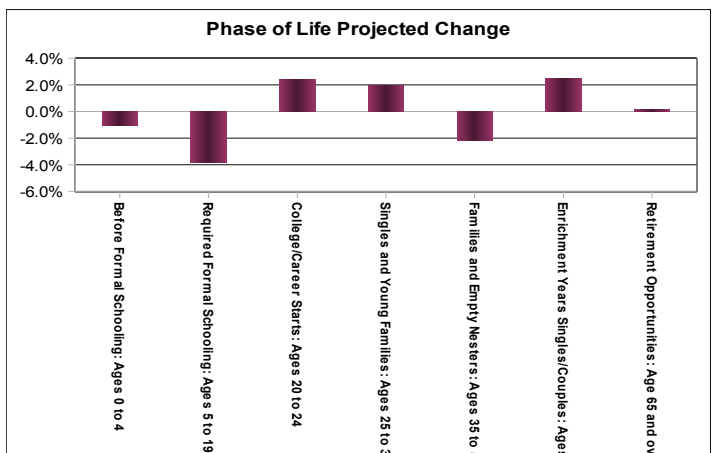
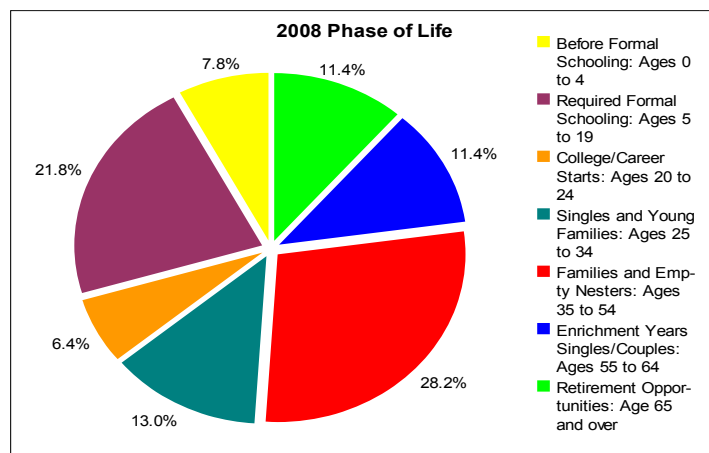


Age	1990	2000	2008	2013
<b>Average Age</b>	32.3	36.3	35.9	36.6
Average Age Change		4.03	-0.41	0.67
Percent Change		12.5%	-1.1%	1.9%



Income	2000	2008	2013
<b>Average Household Income</b>	54,115.3	69,965.3	79,747.6
Average Household Income Change		15,850.06	9,782.29
Percent Change		29.3%	14.0%
<b>Per Capita Income</b>	21,583.7	26,922.4	30,173.6
Per Capita Income Change		5,338.70	3,251.24
Percent Change		24.7%	12.1%

Phase of Life	2000	2008	2013	Projected Change	CA	2008			
Before Formal Schooling: Ages 0 to 4	1,921	6.9%	2,332	7.8%	1,840	5.9%	-1.0%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	7,054	25.4%	6,498	21.8%	6,749	21.6%	-3.9%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	1,097	4.0%	1,906	6.4%	2,003	6.4%	2.4%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	3,065	11.1%	3,881	13.0%	4,068	13.0%	2.0%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	8,376	30.2%	8,422	28.2%	8,770	28.0%	-2.2%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	2,882	10.4%	3,407	11.4%	4,027	12.9%	2.5%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	3,342	12.0%	3,401	11.4%	3,833	12.2%	0.2%	4,150,782	11.1%
<b>Totals:</b>	<b>27,737</b>	<b>100%</b>	<b>29,847</b>	<b>100%</b>	<b>31,290</b>	<b>100%</b>		<b>37,274,313</b>	<b>100.0%</b>

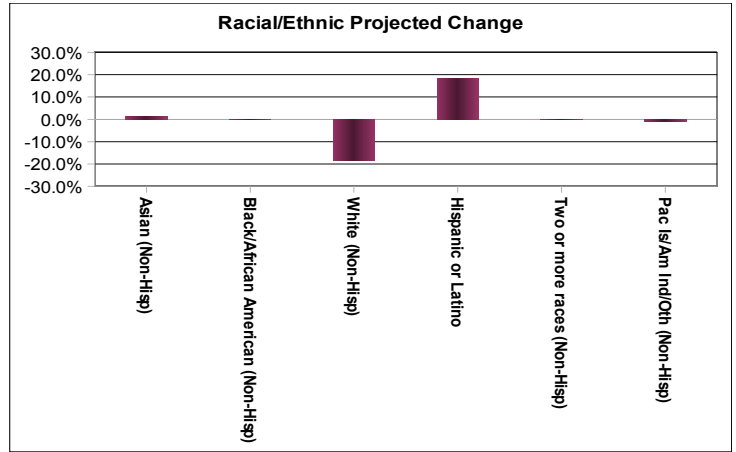
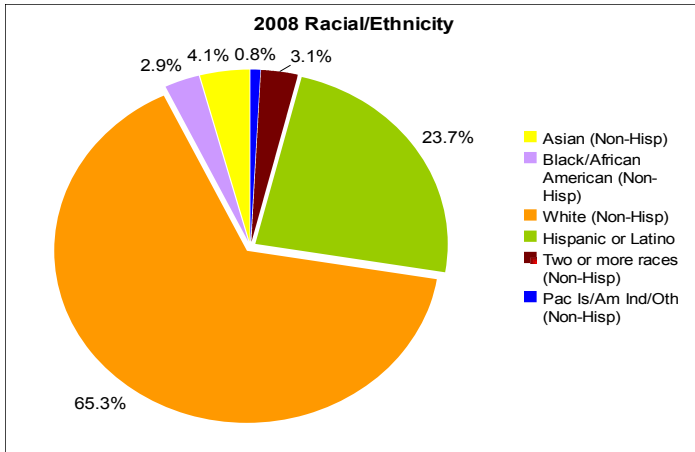


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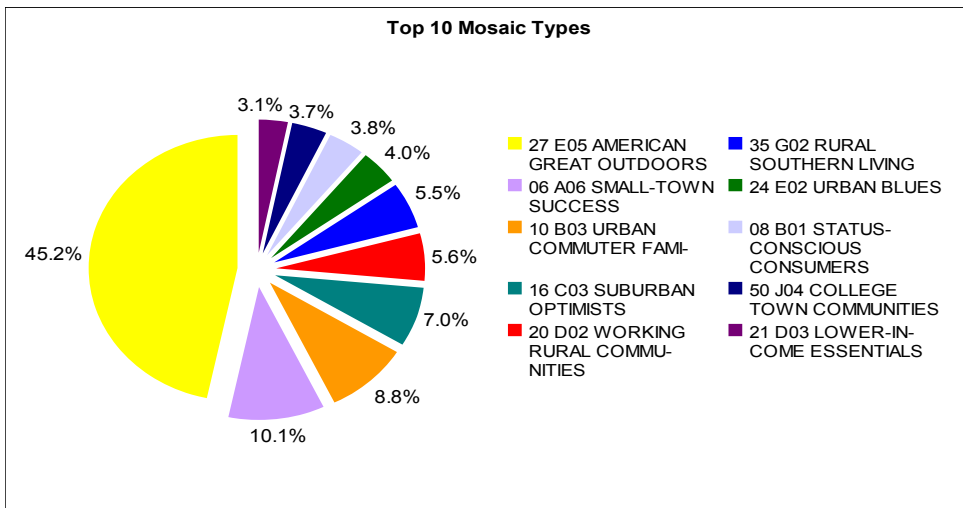
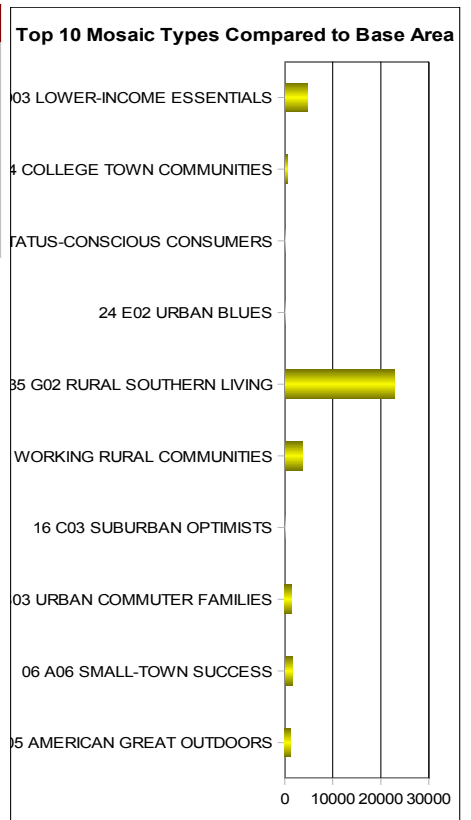
Study Area: 5 mile Radius

Racial/Ethnic Trends	2000		2008		2013		Projected 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
4,562,471	12.2%
2,071,913	5.6%
15,780,187	42.3%
13,740,168	36.9%
838,759	2.3%
280,815	0.8%
<b>37,274,313</b>	<b>100.0%</b>



Mosaic	2008 Study Area		2008 CA	Comparative Index
27 E05 AMERICAN GREAT OUTDOORS	5,191	45.2%	465,962	3.8%
06 A06 SMALL-TOWN SUCCESS	1,162	10.1%	83,039	0.7%
10 B03 URBAN COMMUTER FAMILIES	1,016	8.8%	75,556	0.6%
16 C03 SUBURBAN OPTIMISTS	803	7.0%	518,576	4.2%
20 D02 WORKING RURAL COMMUNITIES	642	5.6%	19,174	0.2%
35 G02 RURAL SOUTHERN LIVING	626	5.5%	2,952	0.0%
24 E02 URBAN BLUES	462	4.0%	304,970	2.5%
08 B01 STATUS-CONSCIOUS CONSUMER	441	3.8%	387,468	3.1%
50 J04 COLLEGE TOWN COMMUNITIES	426	3.7%	90,181	0.7%
21 D03 LOWER-INCOME ESSENTIALS	351	3.1%	7,977	0.1%



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Study Area: 5 mile Radius

**NOTES**

The QuickInsight report is designed to provide a quick look at a geography defined by a user. It is not intended to show all the detail available. Please continue to explore an area using the full array of demographic variables available. Please also explore the 'Thematic Maps' page to geographically display various demographic insights in a comparative manner only possible using a theme map.

**Color Coded Cells:** Throughout this report, the user will notice certain cells colored 'red', 'yellow' or 'green.' These colors provide a significance hint about the story of the study area. Generally, the colors either mean increase or decline or above or

- \* **Projected Change Color Codes:** Red means declining, yellow is moderate and green represents an increase.
- \* **Comparative Index Color Codes:** If the column is "Comp Index" then green means above average, red below average and yellow, average.