

The NEW FullInsite Report

Prepared for: California Southern Baptist Convention
Study area: 35 mile radius - 9498 N. Hillside Dr Delhi CA 95315

Base State: CA
Current Year Estimate: 2012
5 Year Projection: 2017
10 Year Forecast: 2022
Date: 5/4/2013
Semi-Annual Projection: Fall

About the NEW FullInsite Report

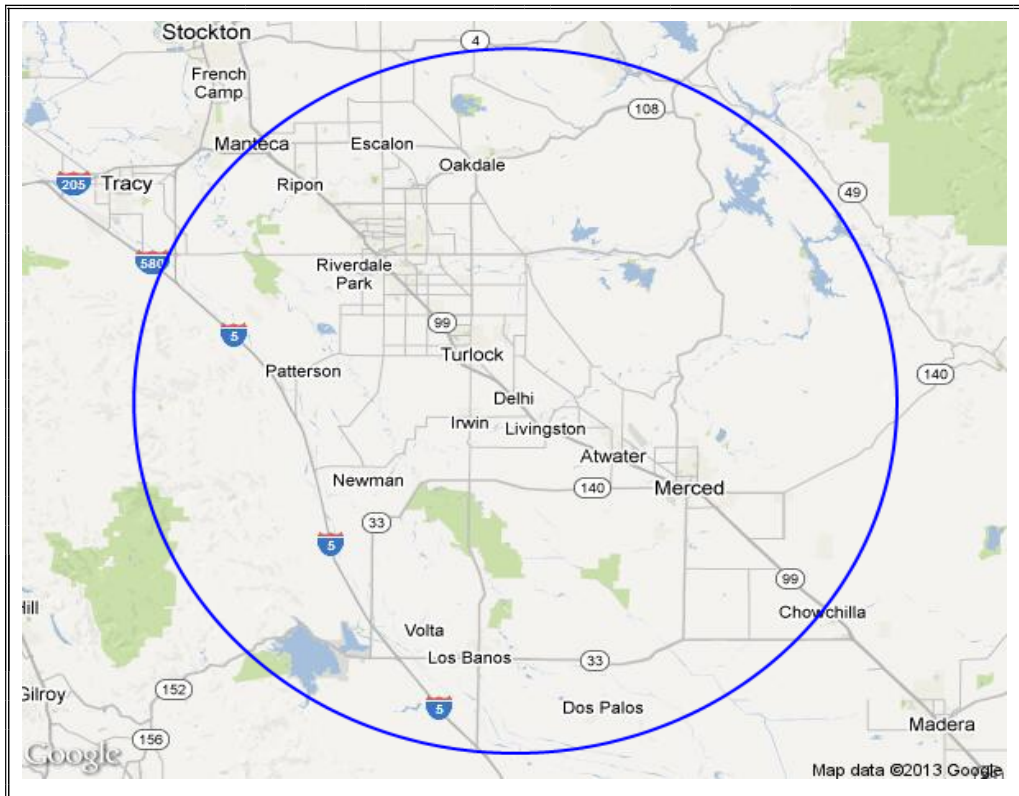
The NEW FullInsite report is designed to provide an extensive demographic portrait of a user defined geographic area. The New FullInsite integrates the full array of 2010 Census Data, the latest American Community Survey data and the new Experian Mosaic cluster system!

The NEW FullInsite report is divided into three sections, each providing a different approach to the data. The report has been redesigned from the "ground up." Careful consideration has been given to readability and graphic treatment. The hope is that the information it presents will be more accessible to the reader.

Three Sections

- The **Story View** Report presents 10 demographic indicators of your study area.
- The **TrendView** provides four graphs that reflect the more significant demographic trends that will shape the study area in the 5 to 10 year future.
- The **ThemeView** Report provides a wealth of demographic detail across six themes: People, Households, Families, Diversity, Housing and Work.

THE STUDY AREA



More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

StoryView

Significant Demographic Indicators of the Study Area's Story

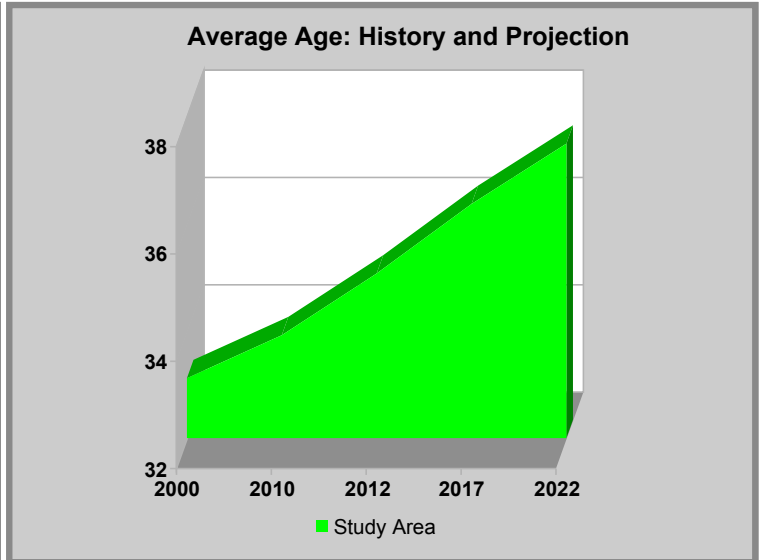
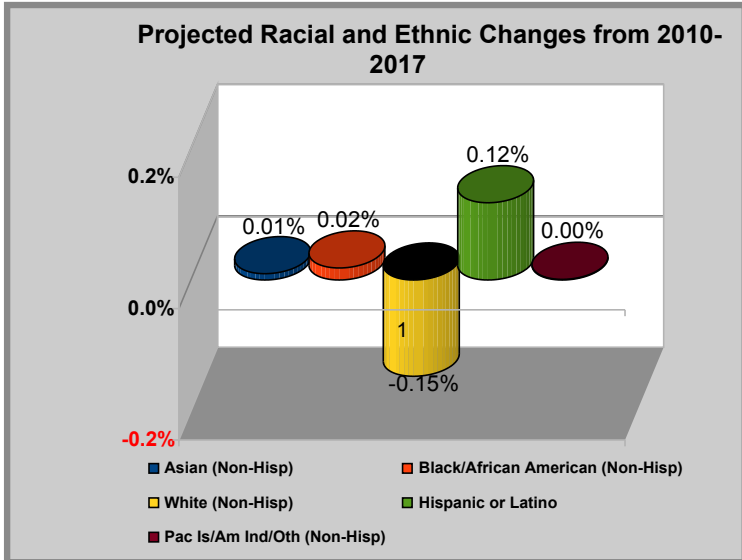
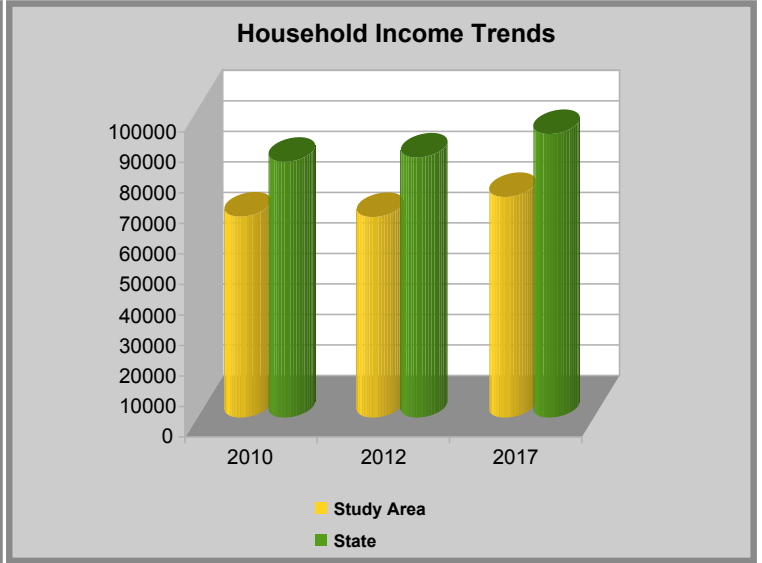
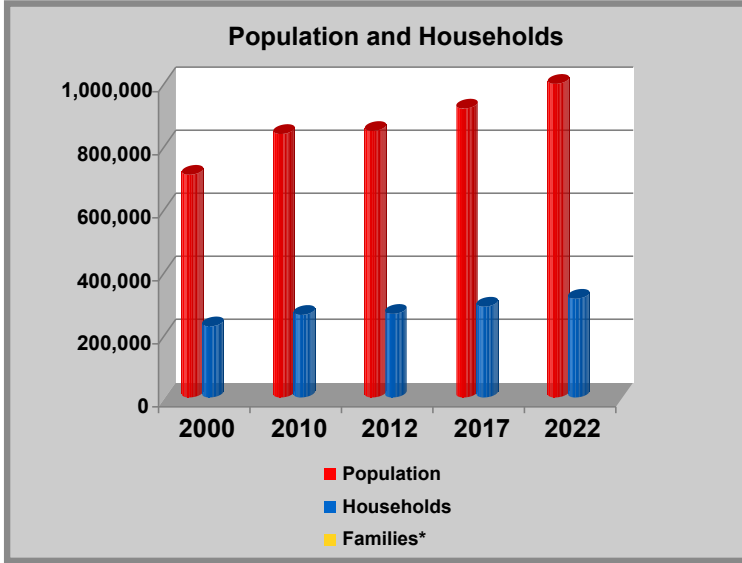
| | | |
|----|---|--|
| 1 | Population Change In the 10 year future, how is the population in this area expected to change? <small>(See the Population Theme)</small> | Significant Decline Moderate Decline Little Change Moderate Growth Significant Growth |
| 2 | Household Change In the 10 year future, how are the households in this area expected to change? <small>(See Households Theme)</small> | Significant Decline Moderate Decline Little Change Moderate Increase Significant Increase |
| 3 | Families with Children Compared to the state, are families with children more or less likely to live in two parent households? <small>(See Families Theme)</small> | Significantly Less Somewhat Less About the Same Somewhat More Significantly More |
| 4 | Adult Educational Attainment For this area, what is the general level of education of the adults 25 and older? <small>(See the People Theme)</small> | Very Low Low Mixed High Very High |
| 5 | Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See the Diversity Theme)</small> | Very Homogeneous Homogeneous Moderately Diverse Very Diverse Extremely Diverse |
| 6 | Median Family Income How does the median family income compare to the state for this area? <small>(See the Income Theme)</small> | Significantly Less Somewhat Less About the Same Somewhat Greater Significantly Greater |
| 7 | Poverty Compared to the state, are the number of families in poverty above or below the state average? <small>(See the Families Theme)</small> | Significantly Below Somewhat Below About the Same Somewhat Above Significantly Above |
| 8 | Blue to White Collar Occupations On a continuum between blue collar and white collar occupations, where does this area fall? <small>(See the Work Theme)</small> | Very Blue Collar Somewhat Blue Closely Split Somewhat White Very White Collar |
| 9 | Largest Racial/Ethnic Group In this area, which racial/ethnic group is the largest percentage of the population? <small>(See the Diversity Theme)</small> | Asian (NH) Black/Afri American (NH) White (NH) Hispanic or Latino Pac Is/Amer Ind/Other |
| 10 | Religiosity What is the level of religiosity in this study area? <small>(See the Religiosity Theme)</small> | Very Low Somewhat Low Mixed Somewhat High Very High |

TrendView

Significant Demographic Estimates and Projections

Prepared for: California Southern Baptist Convention
 Study Area: 35 mile radius - 9498 N. Hillside Dr Delhi CA 95315

Base State: CA
 Date of Report: 5/4/2013



NOTE: Family Household data is not projected out 10 years.

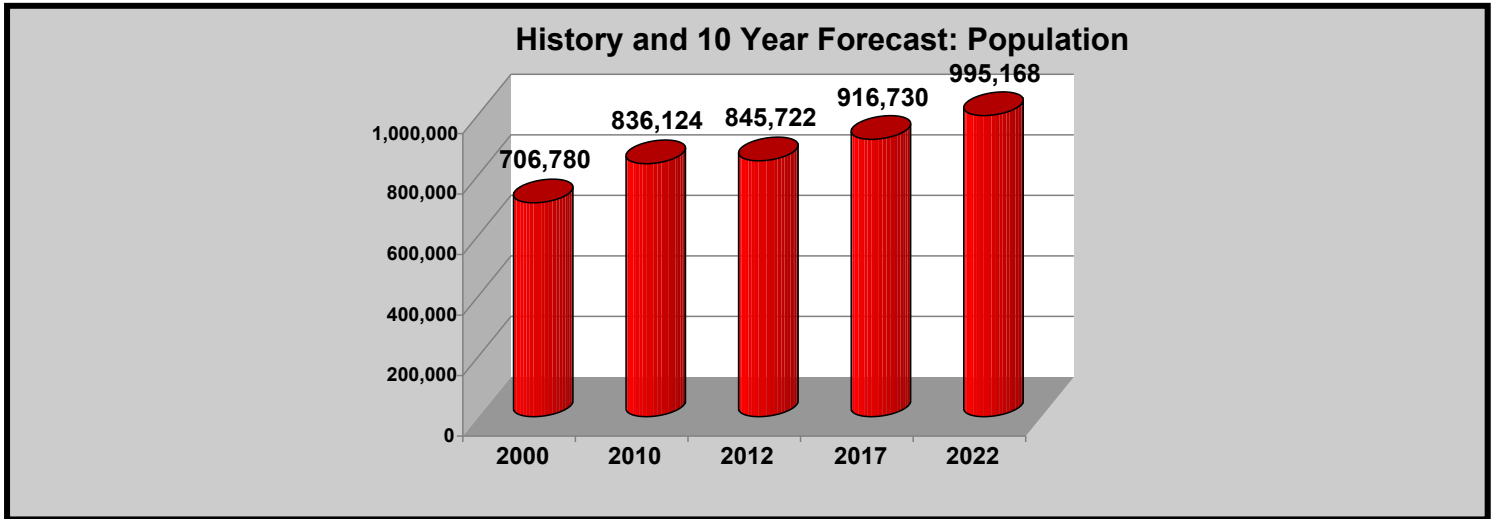
Demographic Descriptions of the Study Area

Prepared for: California Southern Baptist Convention
 Study Area: 35 mile radius - 9498 N. Hillside Dr Delhi CA 95315
 Base State: CA
 Date of Report: 5/4/2013

People and Change

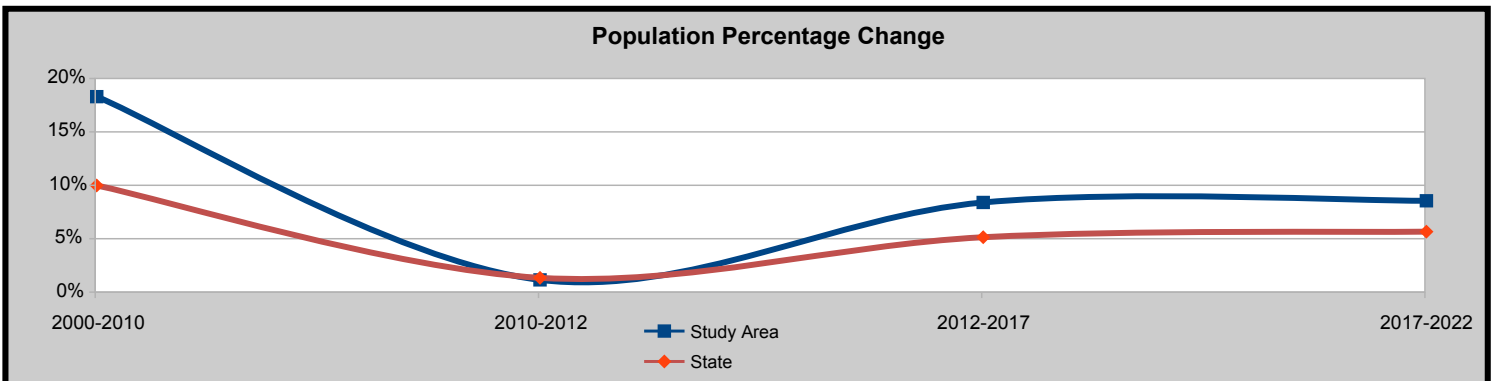
Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time, including a current estimate and, 5 and 10 year forecast.

Population History with 5 and 10 Year Projected Change



| Population Trends | 2000 | 2010 | 2012 | 2017 | 2022 |
|-----------------------|------------|------------|------------|------------|------------|
| Study Area Population | 706,780 | 836,124 | 845,722 | 916,730 | 995,168 |
| Population Change | | 129,344 | 9,598 | 71,008 | 78,438 |
| Percent Change | | 18.30% | 1.15% | 8.40% | 8.56% |
| State Population | 33,871,644 | 37,253,956 | 37,753,656 | 39,694,919 | 41,943,401 |
| Population Change | | 3,382,312 | 499,700 | 1,941,263 | 2,248,482 |
| Percent Change | | 9.99% | 1.34% | 5.14% | 5.66% |

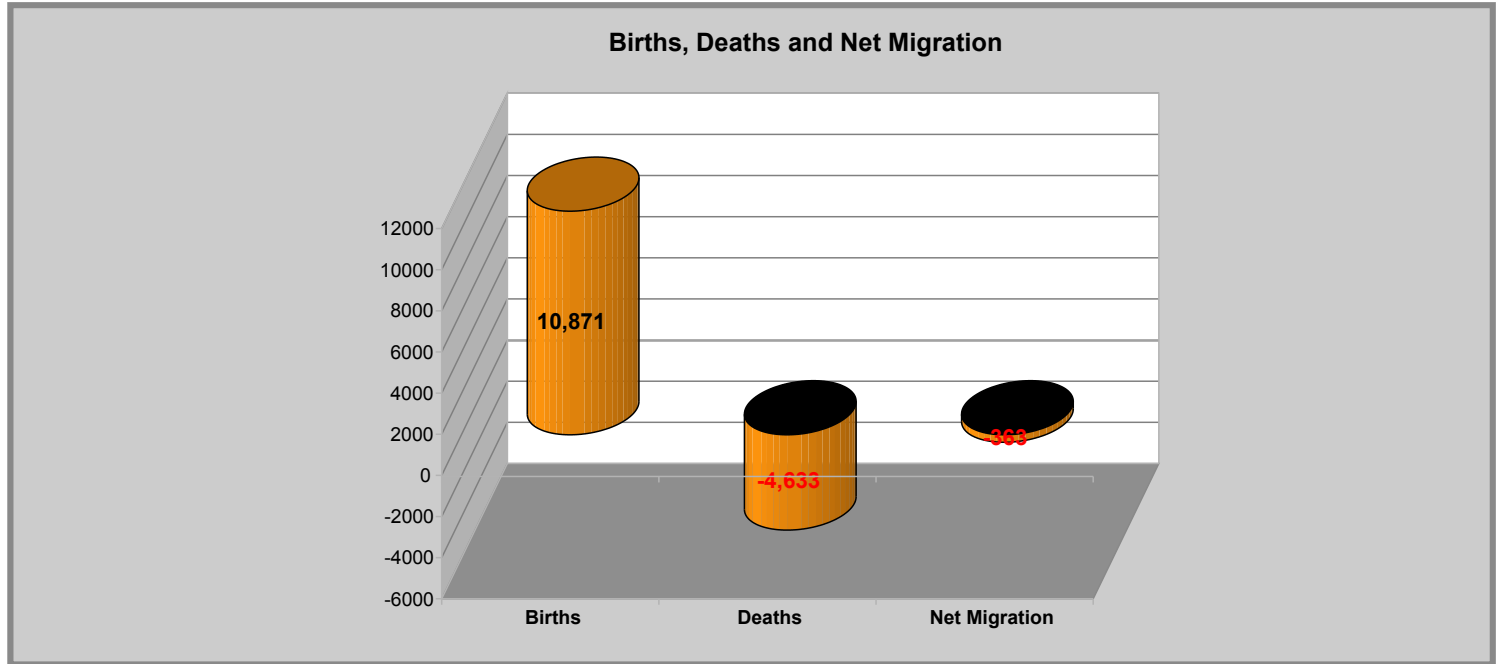
Projected Percentage Population Change: Comparison of Study Area to State



People and Change

| <i>Recent 8 Quarter History</i> | 2010 1st Qtr | 2010 2nd Qtr | 2010 3rd Qtr | 2010 4th Qtr | 2010 1st Qtr | 2011 2nd Qtr | 2011 3rd Qtr | 2011 4th Qtr |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Population | 836,599 | 838,370 | 838,843 | 839,266 | 839,846 | 842,345 | 844,136 | 845,359 |
| Change | | 1,771 | 473 | 423 | 580 | 2,499 | 1,791 | 1,223 |
| Percent Change | | 0.21% | 0.06% | 0.05% | 0.07% | 0.30% | 0.21% | 0.14% |
| Seasonal Population | 4,902 | 4,472 | 425 | 1,263 | 4,686 | 4,188 | 247 | 1,150 |
| Change | | -430 | -4,047 | 838 | 3,423 | -498 | -3,941 | 903 |
| Percent Change | | -8.77% | -90.50% | 197.18% | 271.02% | -10.63% | -94.10% | 365.59% |
| Transient Population | 7,315 | 4,092 | 2,988 | 3,875 | 7,290 | 4,129 | 3,148 | 3,937 |
| Change | | -3,223 | -1,104 | 887 | 3,415 | -3,161 | -981 | 789 |
| Percent Change | | -44.06% | -26.98% | 29.69% | 88.13% | -43.36% | -23.76% | 25.06% |

Factors Effecting Population Change: Prior 12 Months

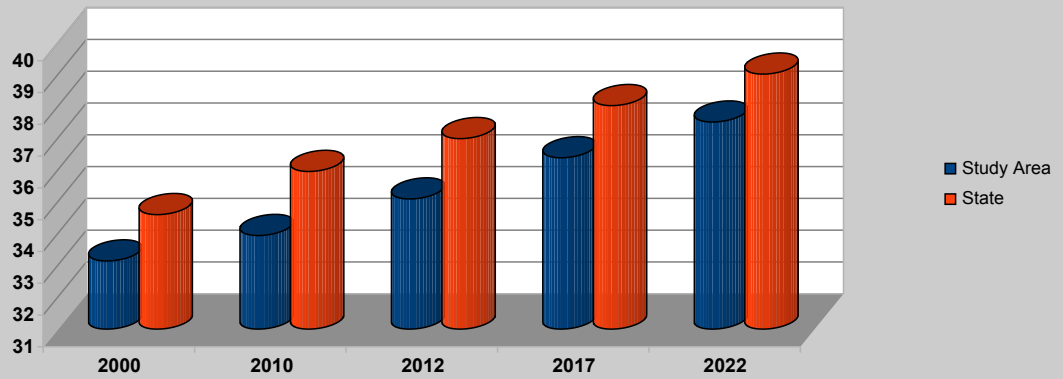


| 2012 | |
|--|--------|
| Factors Effecting Population Change | |
| Births | 10,871 |
| Deaths | 4,633 |
| Net Migration | -363 |
| Net 12-Month Change | 0 |
| (Births minus deaths plus net migration = Net 12 month Change) | |

| | 2010 | | 2012 | | 2017 | | 2022 | | 10 Yr Change |
|-----------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|
| Population by Gender | | | | | | | | | |
| Female | 418,087 | 50.00% | 422,866 | 50.00% | 458,476 | 50.01% | 497,991 | 50.04% | 0.04% |
| Male | 418,037 | 50.00% | 422,856 | 50.00% | 458,254 | 49.99% | 497,177 | 49.96% | -0.04% |
| Totals: | 836,124 | 100.00% | 845,722 | 100.00% | 916,730 | 100.00% | 995,168 | 100.00% | |

Average Age with State Comparison

Average Age: 10 Year Forecast



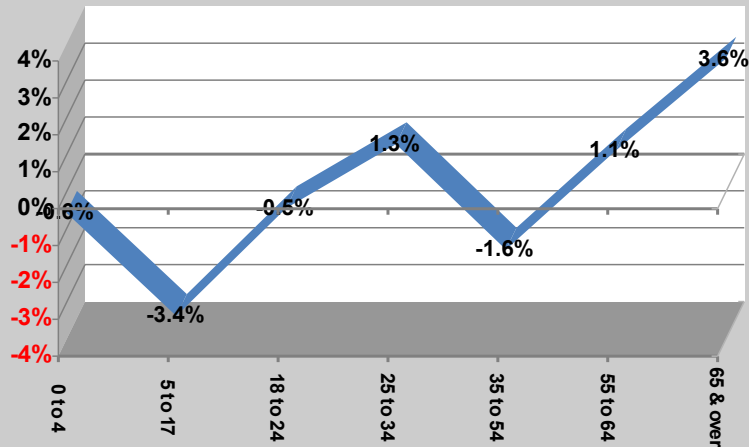
| Age Trends | 2000 | 2010 | 2012 | 2017 | 2022 |
|-------------------------|-------|-------|-------|-------|-------|
| Average Age: Study Area | 33.14 | 33.94 | 35.09 | 36.39 | 37.51 |
| Average Age Change | | 0.80 | 1.15 | 1.30 | 1.12 |
| Percent Change | | 2.41% | 3.39% | 3.69% | 3.09% |
| Median Age | 30 | 31 | 32 | 33 | 34 |

| Age: State | 2000 | 2010 | 2012 | 2017 | 2022 |
|--------------------|-------|-------|-------|-------|-------|
| Average Age: State | 34.60 | 35.96 | 36.99 | 38.03 | 39.02 |
| Average Age Change | | 1.36 | 1.03 | 1.04 | 0.99 |
| Percent Change | | 3.92% | 2.87% | 2.81% | 2.61% |
| Median Age | 32 | 34 | 35 | 36 | 37 |

Phase of Life Projected Change

As people Age, they pass through various life phases. Based upon the number of persons born each year, the result can produce increases and decreases in various life phases.

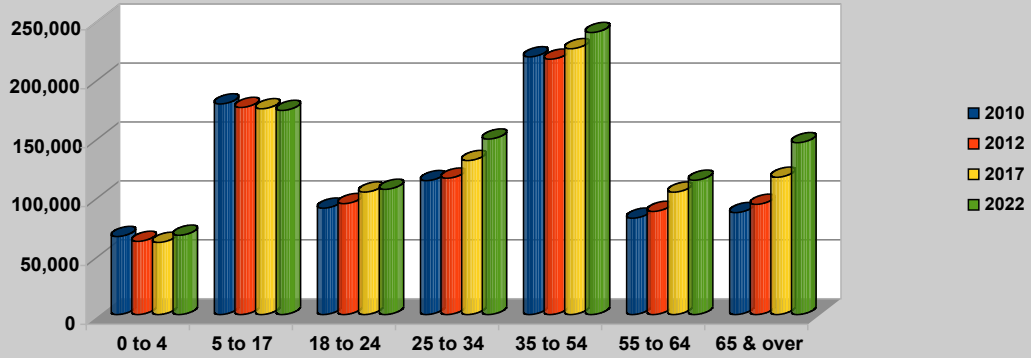
Phase of Life: 10 Year Change 2012 - 2022



People by Age

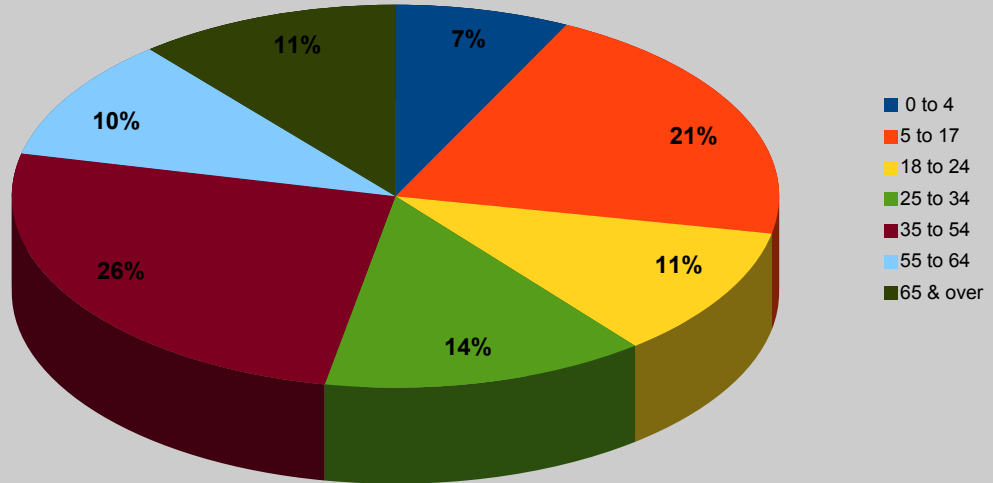
Phase of Life

Phase of Life Trends



Current Year Population by Phase of Life

Study Area Phase of Life by Percent Current Year

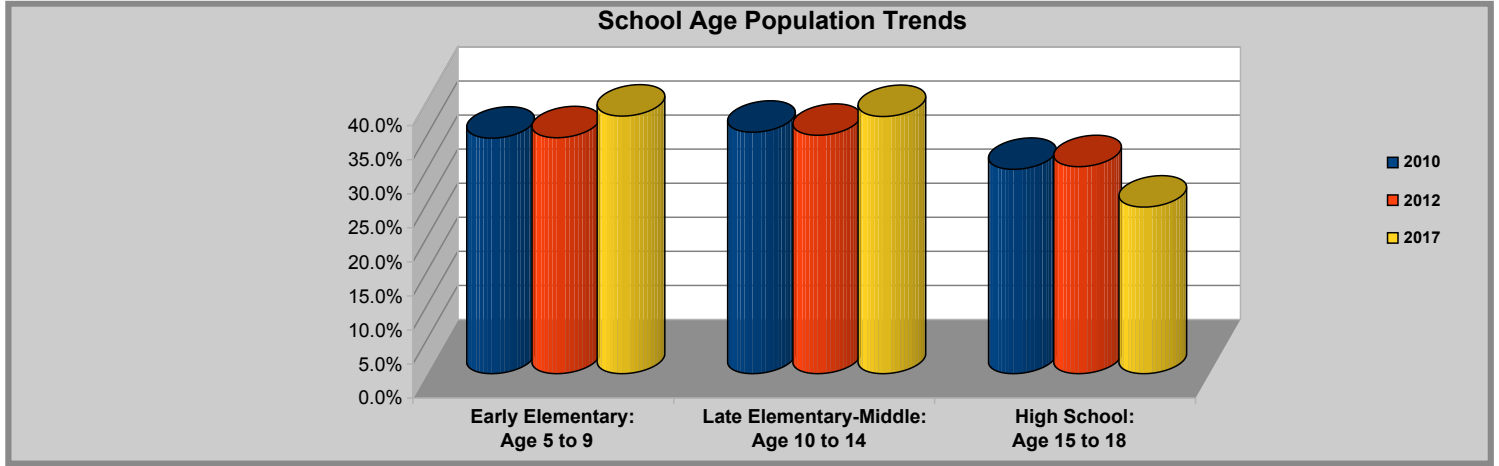


| | 2010 | | 2012 | | 2017 | | 2022 | | 10 Yr Change |
|---|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|
| Phase of life Forecast | | | | | | | | | |
| Before Formal Schooling: Ages 0 to 4 | 66,242 | 7.92% | 62,124 | 7.35% | 61,246 | 6.68% | 67,326 | 6.77% | -0.58% |
| Required Formal Schooling: Ages 5 to 17 | 178,780 | 21.38% | 175,794 | 20.79% | 174,690 | 19.06% | 173,271 | 17.41% | -3.38% |
| College/Career Starts: Ages 18 to 24 | 90,314 | 10.80% | 94,167 | 11.13% | 103,976 | 11.34% | 106,300 | 10.68% | -0.45% |
| Singles and Young Families: Ages 25 to 34 | 113,688 | 13.60% | 115,755 | 13.69% | 130,722 | 14.26% | 148,968 | 14.97% | 1.28% |
| Families/Empty Nesters: Ages 35 to 54 | 218,753 | 26.16% | 216,774 | 25.63% | 225,655 | 24.62% | 239,393 | 24.06% | -1.58% |
| Enrich Years Singles/Couples: Ages 55 to 64 | 81,812 | 9.78% | 87,538 | 10.35% | 103,899 | 11.33% | 114,029 | 11.46% | 1.11% |
| Retirement Opportunities: Age 65 and over | 86,535 | 10.35% | 93,571 | 11.06% | 116,542 | 12.71% | 145,881 | 14.66% | 3.59% |
| Totals: | 836,124 | 100.00% | 845,723 | 100.00% | 916,730 | 100.00% | 995,168 | 100.00% | |

Phase of Life presents how a community changes and people age through their various life phases.

People by Age

School Age Population Trends



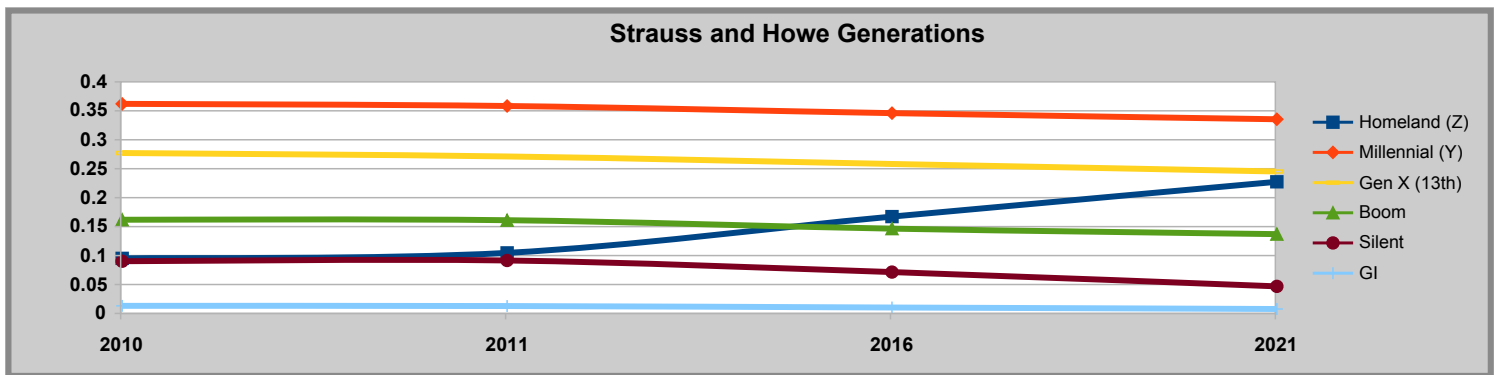
| | Study Area | | | | CA | | Comp Index CY | | | | |
|-------------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|----------------|-----|
| | 2010 | 2012 | 2017 | 5 Yr Chg | 2010 | 2012 | | 2017 | | | |
| School Age Population Trends | | | | | | | | | | | |
| Early Elem: 5 to 9 | 66,817 | 34.57% | 66,092 | 34.63% | 66,045 | 37.81% | 3.18% | 34.14% | 34.39% | 38.76% | 101 |
| Late Elem-Mid: 10 to 14 | 68,516 | 35.44% | 66,780 | 34.99% | 65,935 | 37.74% | 2.75% | 35.30% | 34.93% | 38.22% | 100 |
| High School: 15 to 18 | 57,974 | 29.99% | 57,986 | 30.38% | 42,711 | 24.45% | -5.93% | 30.56% | 30.69% | 23.02% | 99 |
| Totals: | 193,307 | 100.00% | 190,858 | 100.00% | 174,691 | 100.00% | | 100.00% | 100.00% | 100.00% | |

Age by Generations

| Generations | S & H Type | Initial Birth Yr | Final Birth Yr | 2010 | | 2011 | | 2016 | | 2021 | |
|----------------|------------|------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| Homeland (Z) | Artist | 2005 | 2025 | 79,688 | 9.53% | 88,590 | 10.48% | 153,424 | 16.74% | 226,360 | 22.75% |
| Millennial (Y) | Hero | 1982 | 2004 | 302,763 | 36.21% | 303,108 | 35.84% | 317,211 | 34.60% | 333,821 | 33.54% |
| Gen X (13th) | Nomad | 1961 | 1981 | 231,689 | 27.71% | 229,441 | 27.13% | 236,742 | 25.82% | 244,146 | 24.53% |
| Boom | Prophet | 1946 | 1960 | 135,449 | 16.20% | 136,289 | 16.12% | 134,353 | 14.66% | 136,365 | 13.70% |
| Silent | Artist | 1925 | 1945 | 75,480 | 9.03% | 77,426 | 9.16% | 65,555 | 7.15% | 46,675 | 4.69% |
| GI | Hero | 1901 | 1924 | 11,054 | 1.32% | 10,869 | 1.29% | 9,447 | 1.03% | 7,800 | 0.78% |
| Totals: | | | | 836,123 | 100.00% | 845,723 | 100.00% | 916,732 | 100.00% | 995,167 | 100.00% |

For more information on Generational types, go to <http://www.fourthturning.com/>

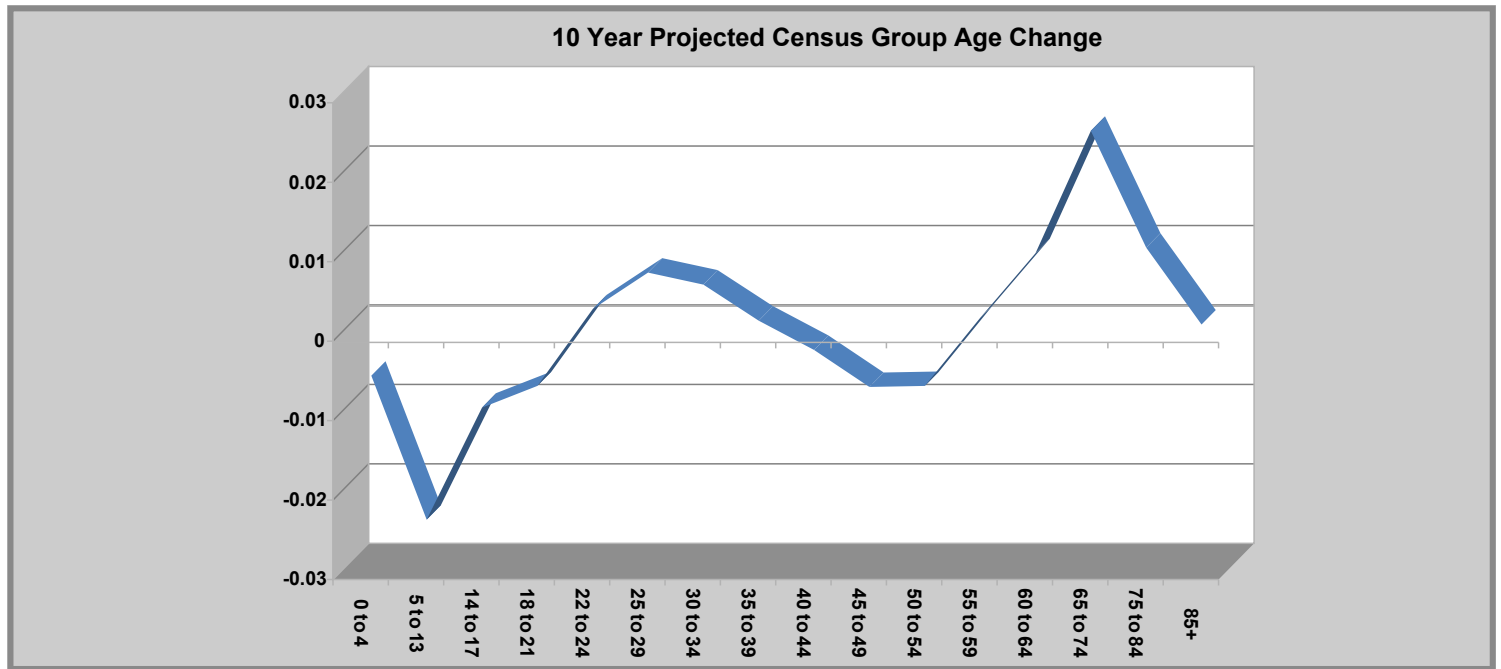
Generations as Percentage of the Population Trends



People by Age

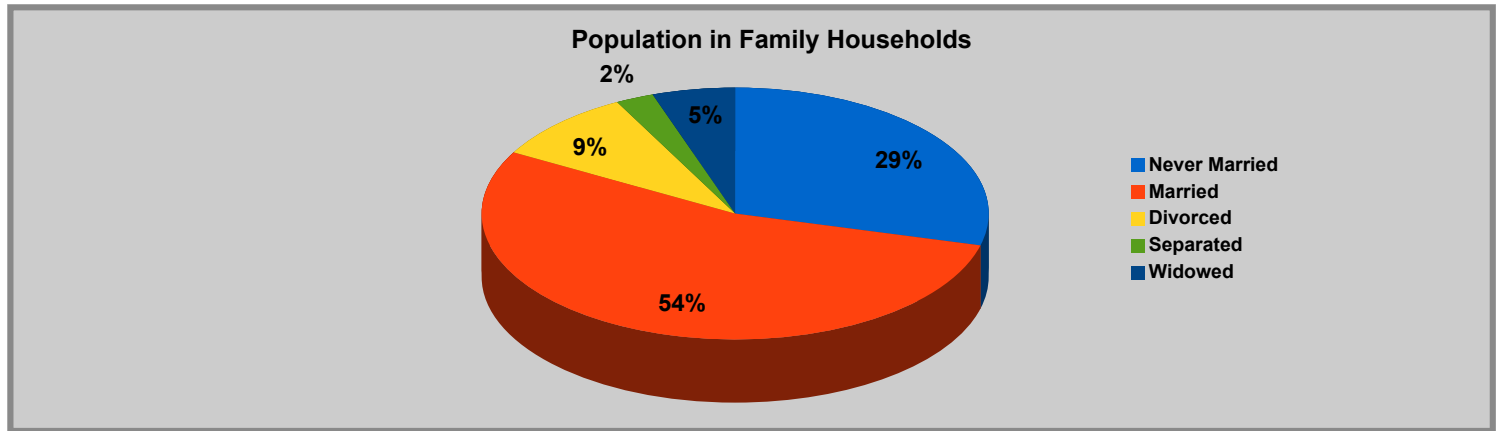
| | 2010 | | 2012 | | 2017 | | 2022 | | 10 Yr Change |
|-----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------|
| Population by Age Forecast | | | | | | | | | |
| 0 to 4 | 66,242 | 7.92% | 62,124 | 7.35% | 61,246 | 6.68% | 67,326 | 6.77% | -0.58% |
| 5 to 13 | 121,012 | 14.47% | 119,095 | 14.08% | 118,514 | 12.93% | 116,327 | 11.69% | -2.39% |
| 14 to 17 | 57,768 | 6.91% | 56,699 | 6.70% | 56,177 | 6.13% | 56,943 | 5.72% | -0.98% |
| 18 to 21 | 54,463 | 6.51% | 57,205 | 6.76% | 60,259 | 6.57% | 60,248 | 6.05% | -0.71% |
| 22 to 24 | 35,851 | 4.29% | 36,962 | 4.37% | 43,717 | 4.77% | 46,052 | 4.63% | 0.26% |
| 25 to 29 | 58,894 | 7.04% | 59,613 | 7.05% | 68,791 | 7.50% | 77,275 | 7.77% | 0.72% |
| 30 to 34 | 54,794 | 6.55% | 56,142 | 6.64% | 61,931 | 6.76% | 71,693 | 7.20% | 0.57% |
| 35 to 39 | 53,825 | 6.44% | 53,710 | 6.35% | 58,104 | 6.34% | 64,317 | 6.46% | 0.11% |
| 40 to 44 | 54,235 | 6.49% | 53,579 | 6.34% | 55,693 | 6.08% | 60,496 | 6.08% | -0.26% |
| 45 to 49 | 57,056 | 6.82% | 55,141 | 6.52% | 55,305 | 6.03% | 57,696 | 5.80% | -0.72% |
| 50 to 54 | 53,637 | 6.41% | 54,344 | 6.43% | 56,553 | 6.17% | 56,884 | 5.72% | -0.71% |
| 55 to 59 | 44,791 | 5.36% | 47,902 | 5.66% | 55,434 | 6.05% | 57,830 | 5.81% | 0.15% |
| 60 to 64 | 37,021 | 4.43% | 39,636 | 4.69% | 48,466 | 5.29% | 56,199 | 5.65% | 0.96% |
| 65 to 74 | 47,032 | 5.63% | 52,754 | 6.24% | 69,233 | 7.55% | 86,963 | 8.74% | 2.50% |
| 75 to 84 | 28,006 | 3.35% | 29,042 | 3.43% | 34,381 | 3.75% | 44,432 | 4.46% | 1.03% |
| 85+ | 11,496 | 1.37% | 11,775 | 1.39% | 12,928 | 1.41% | 14,486 | 1.46% | 0.06% |
| Totals: | 836,123 | 100.00% | 845,723 | 100.00% | 916,732 | 100.00% | 995,167 | 100.00% | |

Age Category Changes



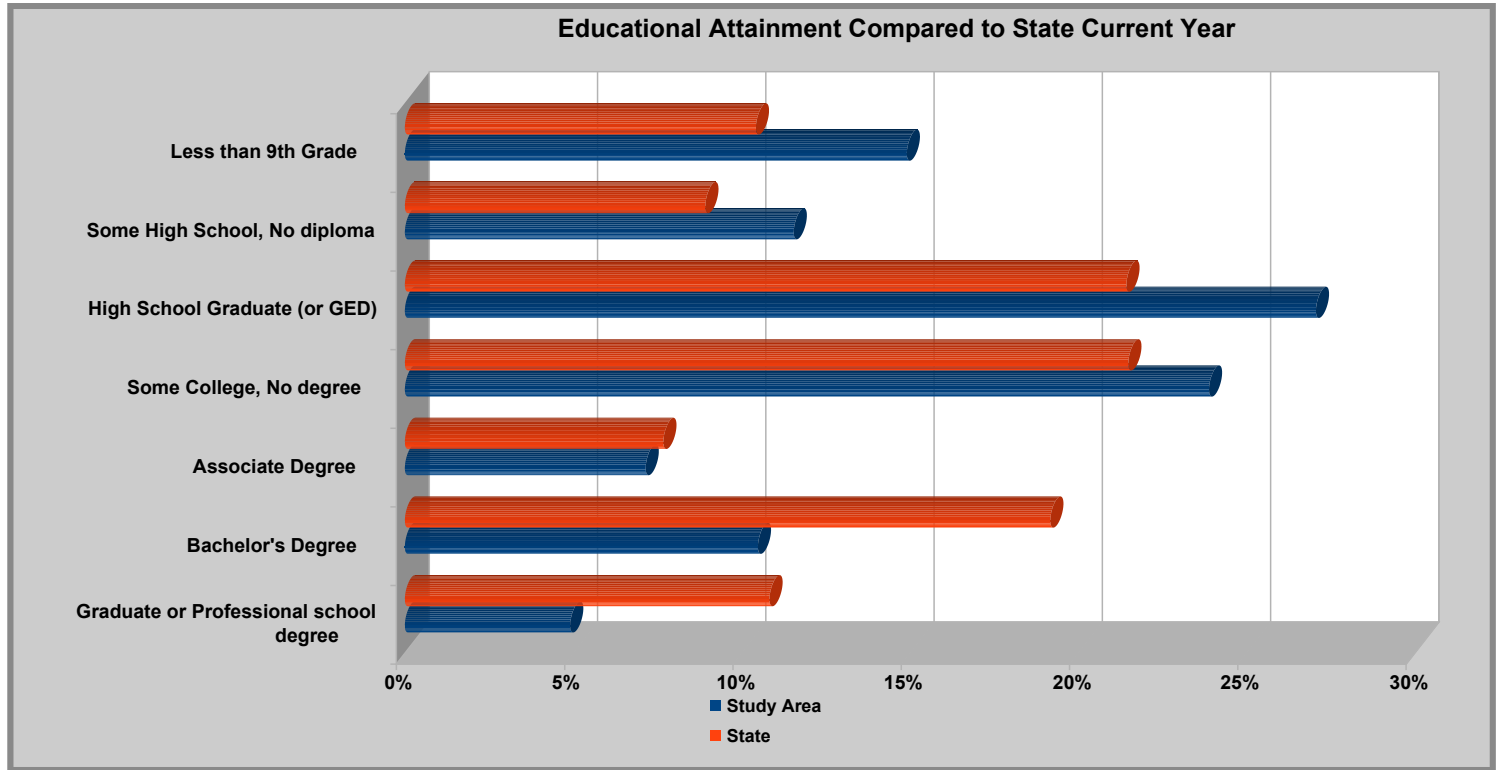
People by Household Type and Marital Status

Population by Household Type



| | Study Area | | | | | | | State of CA | | Comp Index CY |
|---|----------------|----------------|----------------|----------------|----------------|----------------|--------|-------------------|----------------|---------------|
| | 2010 | | 2012 | | 2017 | 5 Yr | 2012 | | | |
| Population by Household Type Trends | | | | | | | | | | |
| Population in Family Households | 738,036 | 88.27% | 746,457 | 88.26% | 809,307 | 88.28% | 0.02% | 31,476,311 | 83.37% | 106 |
| Population in Non-Family Households | 82,288 | 9.84% | 83,355 | 9.86% | 90,745 | 9.90% | 0.04% | 5,435,934 | 14.40% | 68 |
| Population in Group Quarters | 15,800 | 1.89% | 15,910 | 1.88% | 16,678 | 1.82% | -0.06% | 841,411 | 2.23% | 84 |
| Totals: | 836,124 | 100.00% | 845,722 | 100.00% | 916,730 | 100.00% | | 37,753,656 | 100.00% | |
| Population by Marital Status 15+ | | | | | | | | | | |
| Never Married | 188,377 | 29.03% | 193,193 | 29.07% | 214,892 | 29.16% | 0.09% | 9,779,547 | 31.89% | 91 |
| Married | 350,279 | 53.98% | 358,901 | 54.01% | 398,035 | 54.01% | -0.00% | 15,896,663 | 51.84% | 104 |
| Divorced | 59,892 | 9.23% | 61,173 | 9.21% | 67,657 | 9.18% | -0.03% | 2,751,580 | 8.97% | 103 |
| Separated | 15,892 | 2.45% | 16,138 | 2.43% | 17,659 | 2.40% | -0.03% | 709,728 | 2.31% | 105 |
| Widowed | 34,430 | 5.31% | 35,097 | 5.28% | 38,727 | 5.25% | -0.03% | 1,528,632 | 4.98% | 106 |
| Totals: | 648,870 | 100.00% | 664,502 | 100.00% | 736,970 | 100.00% | | 30,666,150 | 100.00% | |
| Population by Marital Status Single Female 15+ | | | | | | | | | | |
| Divorced | 34,636 | 23.70% | 32,748 | 22.29% | | | | 1,572,353 | 21.85% | 102 |
| Never Married | 84,384 | 57.74% | 86,509 | 58.88% | | | | 4,394,090 | 61.06% | 96 |
| Widowed | 27,124 | 18.56% | 27,666 | 18.83% | | | | 1,230,184 | 17.09% | 110 |
| Totals: | 146,144 | 100.00% | 146,923 | 100.00% | | | | 7,196,627 | 100.00% | |
| Population by Marital Status Single Male 15+ | | | | | | | | | | |
| Divorced | 25,255 | 18.49% | 28,425 | 19.94% | | | | 1,179,227 | 17.18% | 116 |
| Never Married | 103,994 | 76.16% | 106,685 | 74.85% | | | | 5,385,457 | 78.47% | 95 |
| Widowed | 7,306 | 5.35% | 7,431 | 5.21% | | | | 298,448 | 4.35% | 120 |
| Totals: | 136,555 | 100.00% | 142,541 | 100.00% | | | | 6,863,132 | 100.00% | |
| Population by Group Quarters | | | | | | | | | | |
| Institutionalized | 10,625 | 67.24% | 10,564 | 68.33% | | | | 394,842 | 48.31% | 141 |
| Non-institutionalized: College | 1,700 | 10.76% | 1,698 | 10.98% | | | | 172,720 | 21.13% | 52 |
| Non-institutionalized: Military | 0 | 0.00% | 0 | 0.00% | | | | 70,153 | 8.58% | 0 |
| Non-institutionalized: Other | 3,476 | 22.00% | 3,199 | 20.69% | | | | 179,583 | 21.97% | 94 |
| Totals: | 15,801 | 100.00% | 15,461 | 100.00% | | | | 817,298 | 100.00% | |

Population by Educational Attainment: 25+



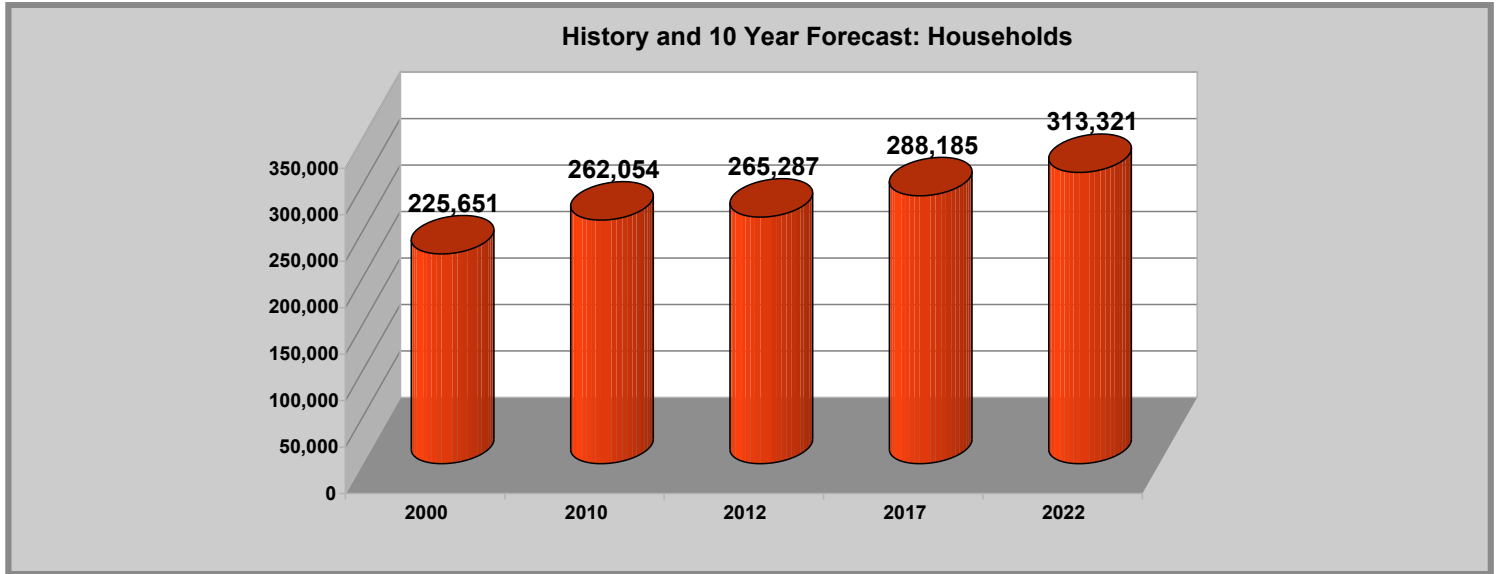
| | Study Area | | | | CA 2012 | Comp Index CY | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|--------|----------------|-----|
| | 2010 | 2012 | 2017 | 5 Yr | | | | | |
| Population by Educational Attainment: 25+ | | | | | | | | | |
| Less than 9th grade | 74,245 | 14.83% | 76,612 | 14.92% | 87,127 | 15.10% | 0.19% | 10.43% | 143 |
| Some High School, No diploma | 57,906 | 11.56% | 59,356 | 11.56% | 64,755 | 11.23% | -0.33% | 8.93% | 129 |
| High School Graduate (or GED) | 135,359 | 27.03% | 139,051 | 27.07% | 156,124 | 27.07% | -0.01% | 21.44% | 126 |
| Some College, No degree | 119,427 | 23.85% | 122,729 | 23.89% | 136,599 | 23.68% | -0.21% | 21.50% | 111 |
| Associate Degree | 36,045 | 7.20% | 36,761 | 7.16% | 41,814 | 7.25% | 0.09% | 7.68% | 93 |
| Bachelor's Degree | 52,799 | 10.54% | 53,888 | 10.49% | 61,410 | 10.65% | 0.15% | 19.18% | 55 |
| Graduate or Professional School | 24,999 | 4.99% | 25,240 | 4.91% | 28,990 | 5.03% | 0.11% | 10.84% | 45 |
| Totals: | 500,780 | 100.00% | 513,637 | 100.00% | 576,819 | 100.00% | | 100.00% | |

| Population: Currently Enrolled in Education | | | |
|--|----------------|----------------|--|
| High School | 65,311 | 31.11% | |
| Kindergarten/Elementary School | 131,311 | 62.55% | |
| Nursery School/Preschool | 13,312 | 6.34% | |
| Totals: | 209,934 | 100.00% | |

Households and Change

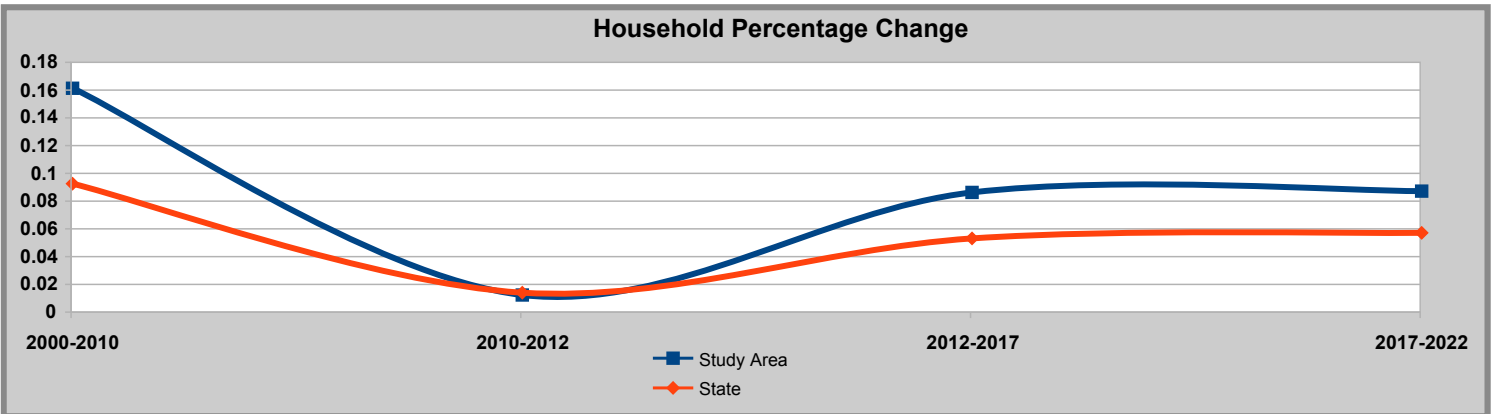
A household is defined as all people who occupy a housing unit. It includes two sub-categories: family households and non-family households. Group quarters are not included in this report.

Household History with 5 and 10 Year Projected Change



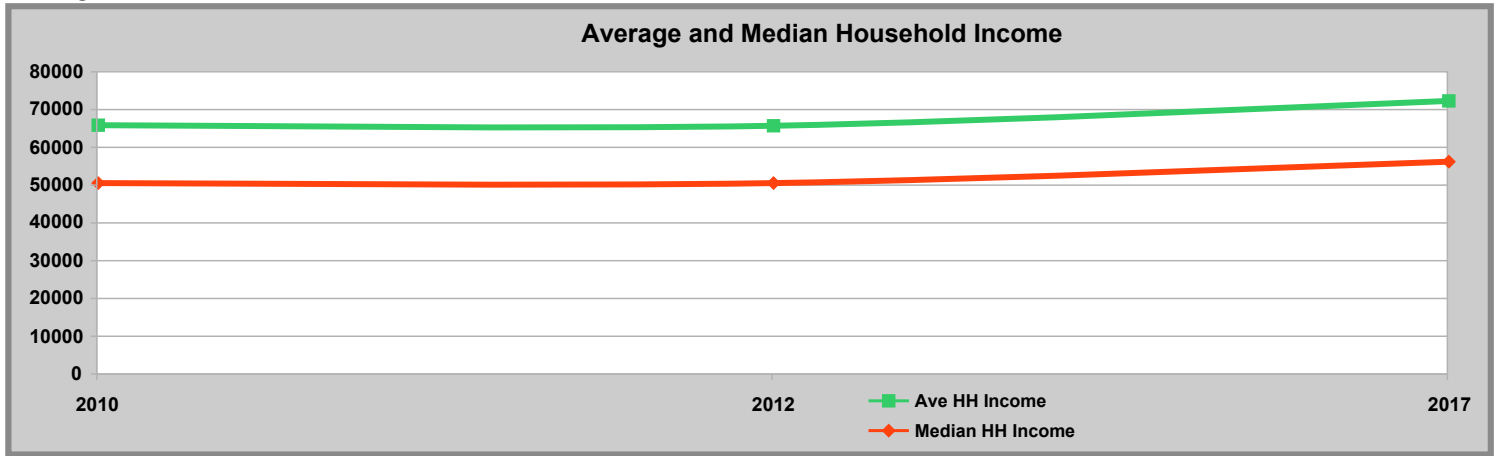
| Household Trends | 2000 | 2010 | 2012 | 2017 | 2022 |
|--------------------------------|------------|------------|------------|------------|------------|
| Study Area Households | 225,651 | 262,054 | 265,287 | 288,185 | 313,321 |
| Households Change | | 36,403 | 3,233 | 22,898 | 25,136 |
| Percent Change | | 16.13% | 1.23% | 8.63% | 8.72% |
| State Households | 11,511,991 | 12,577,498 | 12,754,312 | 13,431,726 | 14,199,681 |
| Households Change | | 1,065,507 | 176,814 | 677,414 | 767,955 |
| Percent Change | | 9.26% | 1.41% | 5.31% | 5.72% |
| Population / Households | 3.13 | 3.19 | 3.19 | 3.18 | 3.18 |
| Population / Households Change | | 0.06 | 0.00 | -0.01 | 0.00 |
| Percent Change | | 1.87% | -0.08% | -0.22% | -0.15% |

Projected Percentage Household Change: Comparison of Study Area to State



Households by Income

Average and Median Household Income Trends

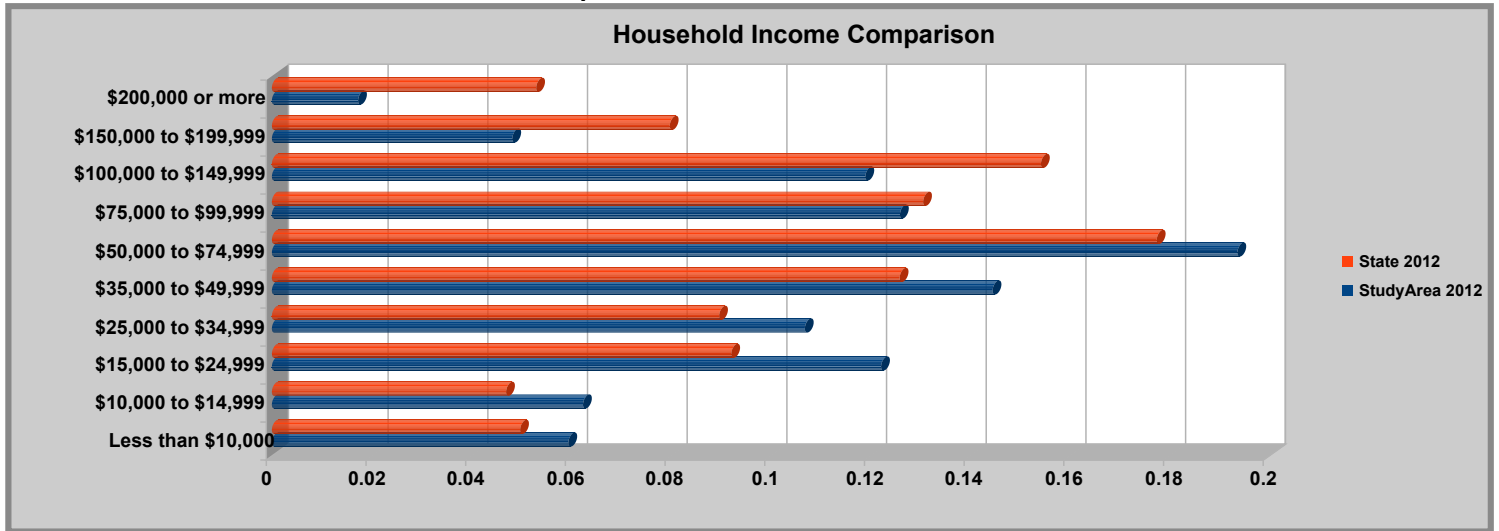


| Household Income Trends | 2010 | 2012 | 2017 |
|-------------------------------|--------|--------|--------|
| Study Area: Average HH Income | 65,885 | 65,731 | 72,298 |
| Households Change | | -154 | 6,567 |
| Percent Change | | -0.23% | 9.99% |
| Study Area: Median HH Income | 50,565 | 50,558 | 56,227 |
| Per Capita Income | 20,649 | 20,618 | 22,728 |
| Per Capita Income Change | | -31 | 2,109 |
| Percent Change | | -0.15% | 10.23% |

| | | | |
|-------------------------|--------|--------|--------|
| State Average HH Income | 83,826 | 85,227 | 92,927 |
| Households Change | | 1,401 | 7,700 |
| Percent Change | | 1.67% | 9.03% |

| | | | |
|-------------------------------------|----|----|----|
| Average HH Income Comparative Index | 79 | 77 | 78 |
|-------------------------------------|----|----|----|

Current Year Estimated Household Income Comparison to State



Households by Income

| | Study Area | | | | | | | CA 2012 | Comp Index CY |
|--|----------------|----------------|----------------|----------------|----------------|----------------|--------|----------------|------------------|
| | 2010 | | 2012 | | 2017 | | 5 Yr | | |
| Household Income Forecast by Category | | | | | | | | | |
| Less than \$10,000 | 15,654 | 5.97% | 15,780 | 5.95% | 15,049 | 5.22% | -0.73% | 4.98% | 119 |
| \$10,000 to \$14,999 | 16,482 | 6.29% | 16,561 | 6.24% | 15,796 | 5.48% | -0.76% | 4.70% | 133 |
| \$15,000 to \$24,999 | 32,534 | 12.42% | 32,426 | 12.22% | 31,937 | 11.08% | -1.14% | 9.22% | 133 |
| \$25,000 to \$34,999 | 27,639 | 10.55% | 28,368 | 10.69% | 29,115 | 10.10% | -0.59% | 8.97% | 119 |
| \$35,000 to \$49,999 | 37,571 | 14.34% | 38,360 | 14.46% | 38,317 | 13.29% | -1.17% | 12.60% | 115 |
| \$50,000 to \$74,999 | 50,638 | 19.32% | 51,389 | 19.37% | 55,787 | 19.36% | -0.02% | 17.75% | 109 |
| \$75,000 to \$99,999 | 32,641 | 12.46% | 33,430 | 12.60% | 37,838 | 13.13% | 0.53% | 13.07% | 96 |
| \$100,000 to \$149,999 | 31,554 | 12.04% | 31,589 | 11.91% | 39,564 | 13.73% | 1.82% | 15.43% | 77 |
| \$150,000 to \$199,999 | 9,738 | 3.72% | 12,797 | 4.82% | 14,431 | 5.01% | 0.18% | 7.98% | 60 |
| \$200,000 or more | 7,602 | 2.90% | 4,589 | 1.73% | 10,390 | 3.60% | 1.88% | 5.30% | 33 |
| Totals: | 262,053 | 100.00% | 265,289 | 100.00% | 288,224 | 100.00% | | 100.00% | |

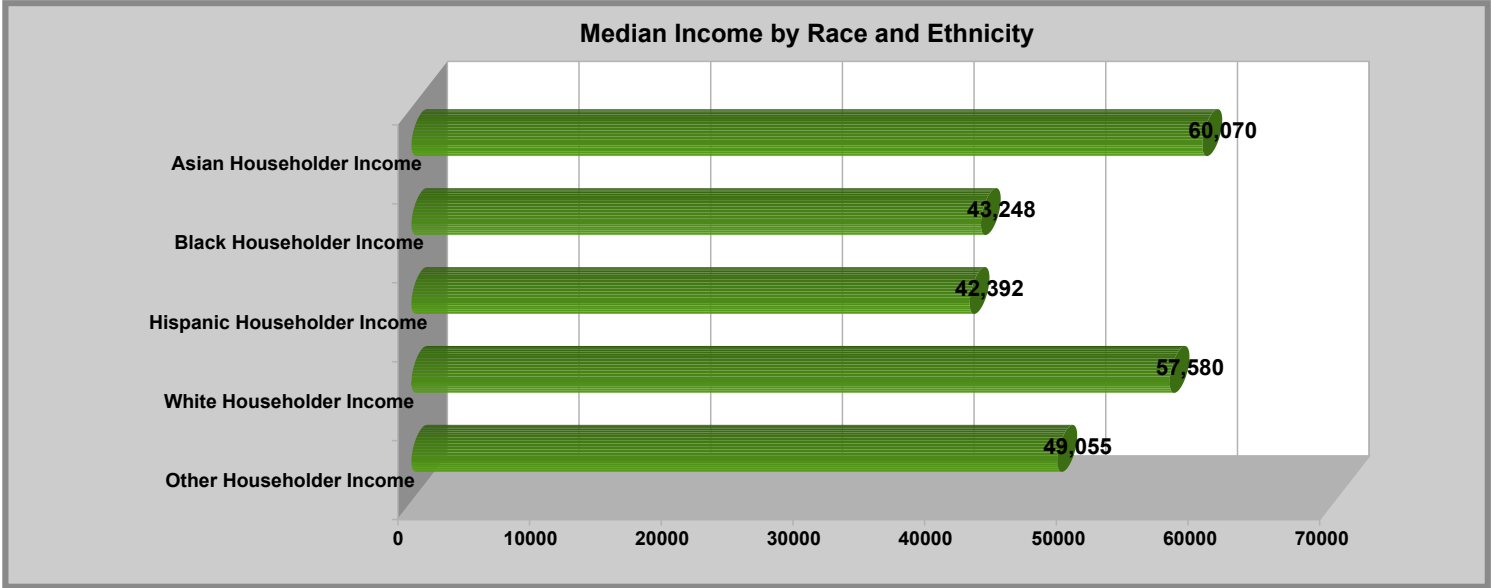
| | | | | | | | | | |
|---|--|--|----------------|----------------|----------------|----------------|--------|----------------|-----|
| Family Income Forecast by Category | | | | | | | | | |
| Less than \$10,000 | | | 10,511 | 5.22% | 11,513 | 5.24% | 0.02% | 3.84% | 136 |
| \$10,000 to \$14,999 | | | 7,963 | 3.95% | 8,691 | 3.95% | 0.00% | 3.02% | 131 |
| \$15,000 to \$24,999 | | | 22,013 | 10.93% | 24,188 | 11.00% | 0.07% | 8.14% | 134 |
| \$25,000 to \$34,999 | | | 20,090 | 9.98% | 21,790 | 9.91% | -0.06% | 8.41% | 119 |
| \$35,000 to \$49,999 | | | 29,195 | 14.50% | 32,002 | 14.56% | 0.06% | 12.45% | 116 |
| \$50,000 to \$74,999 | | | 40,248 | 19.98% | 43,782 | 19.92% | -0.07% | 17.69% | 113 |
| \$75,000 to \$99,999 | | | 27,780 | 13.79% | 30,264 | 13.77% | -0.03% | 13.71% | 101 |
| \$100,000 to \$149,999 | | | 27,779 | 13.79% | 30,368 | 13.82% | 0.02% | 17.21% | 80 |
| \$150,000 to \$199,999 | | | 9,106 | 4.52% | 9,925 | 4.52% | -0.01% | 7.63% | 59 |
| \$200,000 or more | | | 6,718 | 3.34% | 7,291 | 3.32% | -0.02% | 7.90% | 42 |
| Totals: | | | 201,403 | 100.00% | 219,814 | 100.00% | | 100.00% | |

| | | | | | | | | | |
|---|--|--|---------------|----------------|---------------|----------------|--------|----------------|-----|
| Non-family Income Forecast by Category | | | | | | | | | |
| Less than \$10,000 | | | 7,850 | 12.31% | 8,403 | 12.29% | -0.02% | 9.99% | 123 |
| \$10,000 to \$14,999 | | | 9,039 | 14.17% | 9,652 | 14.12% | -0.05% | 10.01% | 142 |
| \$15,000 to \$24,999 | | | 11,163 | 17.50% | 11,792 | 17.25% | -0.25% | 12.80% | 137 |
| \$25,000 to \$34,999 | | | 9,388 | 14.72% | 10,638 | 15.56% | 0.84% | 12.67% | 116 |
| \$35,000 to \$49,999 | | | 8,814 | 13.82% | 9,282 | 13.58% | -0.24% | 13.22% | 105 |
| \$50,000 to \$74,999 | | | 9,155 | 14.35% | 9,637 | 14.10% | -0.26% | 16.35% | 88 |
| \$75,000 to \$99,999 | | | 4,124 | 6.46% | 4,361 | 6.38% | -0.09% | 9.83% | 66 |
| \$100,000 to \$149,999 | | | 2,959 | 4.64% | 3,143 | 4.60% | -0.04% | 8.96% | 52 |
| \$150,000 to \$199,999 | | | 649 | 1.02% | 675 | 0.99% | -0.03% | 3.14% | 32 |
| \$200,000 or more | | | 649 | 1.02% | 788 | 1.15% | 0.14% | 3.03% | 34 |
| Totals: | | | 63,790 | 100.00% | 68,371 | 100.00% | | 100.00% | |

| | Study Area | | | 5 Yr | CA 2012 | Comp Index CY |
|-------------------------|------------|--|--------|------|------------|------------------|
| | 2012 | | 2017 | | | |
| Household Income | | | | | | |
| Median | 50,558 | | 56,227 | 5669 | 63,427 | 80 |
| Family Median | 56,788 | | 56,693 | -95 | 69,979 | 81 |

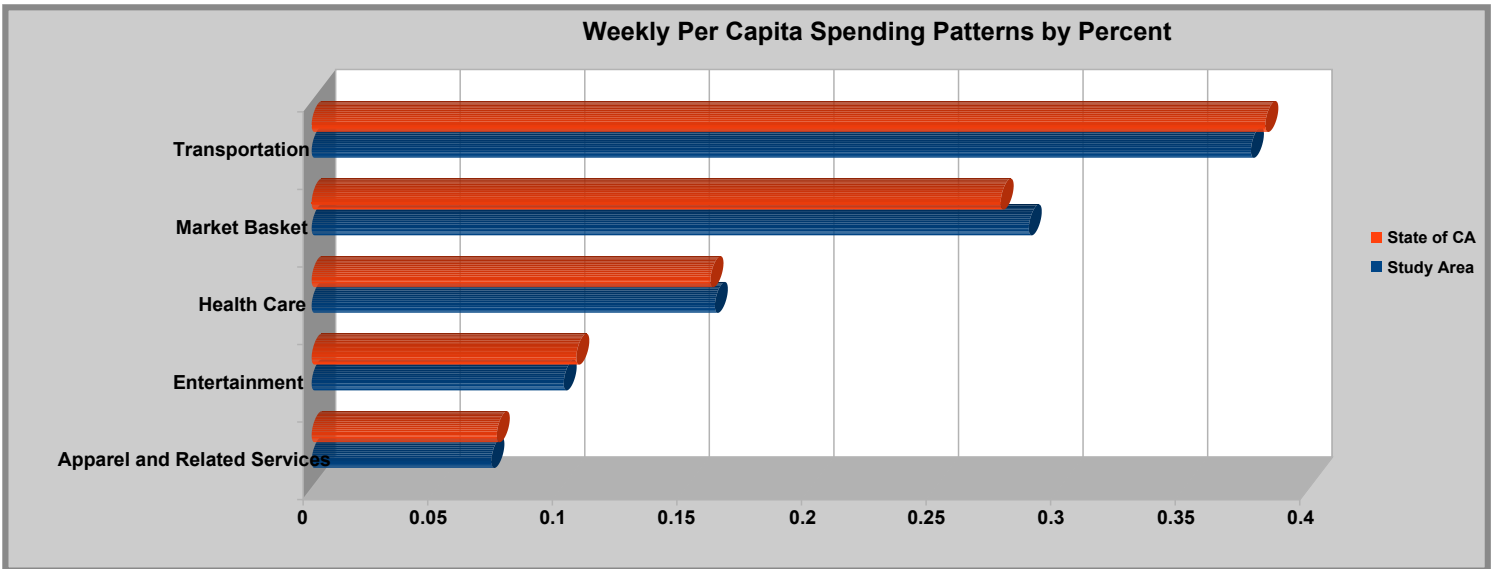
Households by Income

Median Income by Race and Ethnicity: 2012



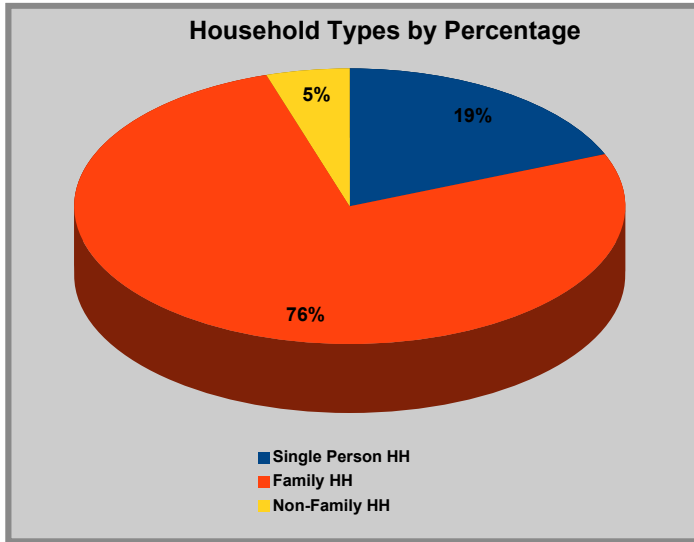
| | Study Area | State of CA | Comp Index CY |
|---|------------|-------------|---------------|
| 2012 Median Income by Race and Ethnicity: Compared to State | | | |
| Asian Householder Income | 60,070 | 77,254 | 78 |
| Black Householder Income | 43,248 | 48,508 | 89 |
| Hispanic Householder Income | 42,392 | 49,386 | 86 |
| White Householder Income | 57,580 | 72,724 | 79 |
| Other Householder Income | 49,055 | 58,336 | 84 |

Spending Patterns: Weekly Per Capita Consumer Expenditures

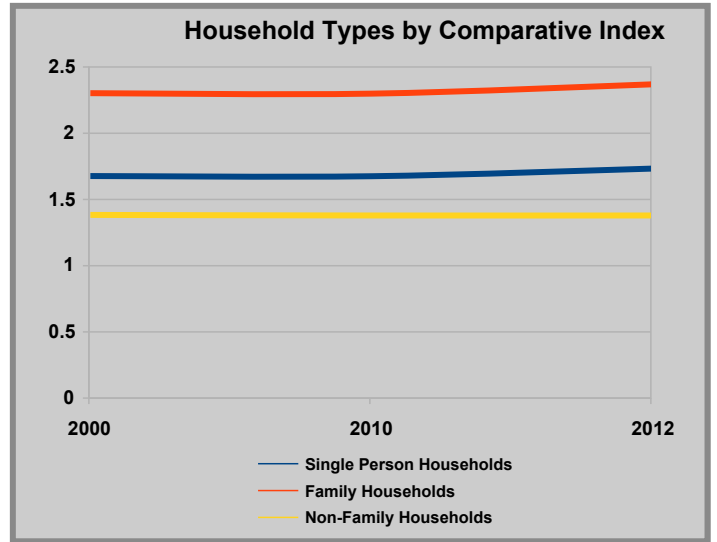


Households by Structure

Single, Family and Non-Family Households: 2012



Household Type Trends Compared to State



| Household Type Trends | Study Area | | | State of CA | | |
|--------------------------|------------|---------|---------|-------------|-----------|-----------|
| | 2000 | 2010 | 2012 | 2000 | 2010 | 2012 |
| Single Person Households | 49,124 | 49,795 | 54,261 | 2,929,442 | 2,972,079 | 3,131,100 |
| Change | | 671 | 4,466 | | 42,637 | 159,021 |
| Percent Change | | 1.37% | 8.97% | | 1.46% | 5.35% |
| Family Households | 199,019 | 201,402 | 219,814 | 8,642,473 | 8,760,876 | 9,277,596 |
| Change | | 2,383 | 18,412 | | 118,403 | 516,720 |
| Percent Change | | 1.20% | 9.14% | | 1.37% | 5.90% |
| Non-Family Households | 13,911 | 14,089 | 14,109 | 1,005,583 | 1,021,357 | 1,023,030 |
| Change | | 178 | 20 | | 15,774 | 1,673 |
| Percent Change | | 1.28% | 0.14% | | 1.57% | 0.16% |

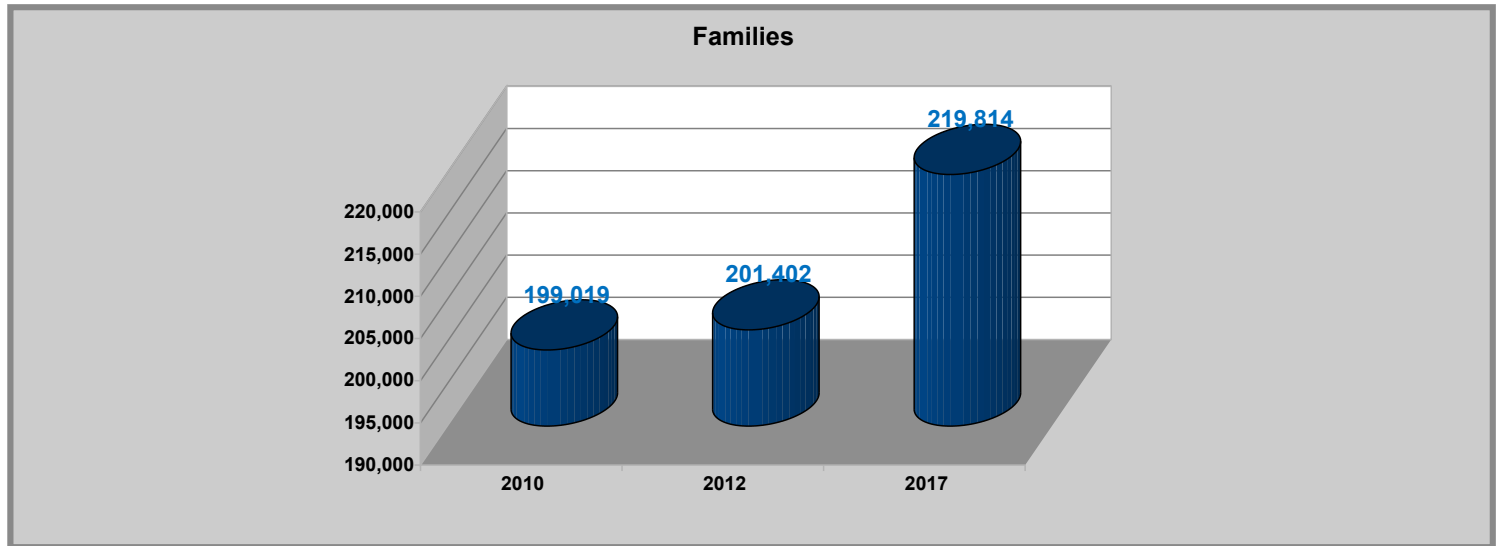
Households by Structure

| | Study Area | | | | | | | CA 2012 | Comp Index CY |
|--|----------------|----------------|----------------|----------------|----------------|----------------|--------|----------------|------------------|
| | 2010 | | 2012 | | 2017 | | 5 Yr | | |
| Households by Size | | | | | | | | | |
| 1-person household | 49,124 | 18.75% | 49,795 | 18.77% | 54,261 | 18.83% | 0.06% | 23.30% | 81 |
| 2-person household | 71,113 | 27.14% | 71,999 | 27.14% | 78,183 | 27.13% | -0.01% | 29.05% | 93 |
| 3-person household | 43,692 | 16.67% | 44,219 | 16.67% | 48,035 | 16.67% | -0.00% | 16.25% | 103 |
| 4-person household | 43,521 | 16.61% | 44,021 | 16.59% | 47,739 | 16.57% | -0.03% | 14.98% | 111 |
| 5-person household | 27,828 | 10.62% | 28,149 | 10.61% | 30,524 | 10.59% | -0.02% | 8.27% | 128 |
| 6-person household | 14,375 | 5.49% | 14,559 | 5.49% | 15,842 | 5.50% | 0.01% | 4.03% | 136 |
| 7-or-more person household | 12,401 | 4.73% | 12,543 | 4.73% | 13,601 | 4.72% | -0.01% | 4.12% | 115 |
| Totals: | 262,054 | 100.00% | 265,285 | 100.00% | 288,185 | 100.00% | | 100.00% | |
| Non-Family Households by Size | | | | | | | | | |
| 1-person household | 49,124 | 77.93% | 49,795 | 77.95% | | | | 74.42% | 105 |
| 2-person household | 10,735 | 17.03% | 10,881 | 17.03% | | | | 19.49% | 87 |
| 3-person household | 1,825 | 2.90% | 1,848 | 2.89% | | | | 3.54% | 82 |
| 4-person household | 801 | 1.27% | 811 | 1.27% | | | | 1.53% | 83 |
| 5-person household | 325 | 0.52% | 325 | 0.51% | | | | 0.56% | 91 |
| 6-person household | 127 | 0.20% | 127 | 0.20% | | | | 0.24% | 81 |
| 7-or-more person household | 97 | 0.15% | 97 | 0.15% | | | | 0.21% | 71 |
| Totals: | 63,034 | 100.00% | 63,884 | 100.00% | | | | 100.00% | |
| Single by Gender or Family Households | | | | | | | | | |
| Female Householder | 38,210 | 19.20% | 37,398 | 18.57% | | | | 18.90% | 98 |
| Male Householder | 19,093 | 9.59% | 17,923 | 8.90% | | | | 8.33% | 107 |
| Married Couple | 141,716 | 71.21% | 146,081 | 72.53% | | | | 72.77% | 100 |
| Totals: | 199,019 | 100.00% | 201,402 | 100.00% | | | | 100.00% | |
| Non-Family Households by Gender | | | | | | | | | |
| Female Not living alone | 5,741 | 9.11% | 5,808 | 9.09% | | | | 11.03% | 82 |
| Male Not living alone | 8,170 | 12.96% | 8,282 | 12.96% | | | | 14.55% | 89 |
| Female Living alone | 27,300 | 43.31% | 27,664 | 43.30% | | | | 41.08% | 105 |
| Male Living alone | 21,824 | 34.62% | 22,132 | 34.64% | | | | 33.35% | 104 |
| Totals: | 63,035 | 100.00% | 63,886 | 100.00% | | | | 100.00% | |
| 2012: Owner Households by Number of Vehicles | | | | | | | | | |
| No vehicle available | | | 4,529 | 2.89% | | | | 2.72% | 106 |
| 1 vehicle available | | | 31,917 | 20.36% | | | | 22.72% | 90 |
| 2 vehicles available | | | 66,524 | 42.43% | | | | 41.61% | 102 |
| 3 vehicles available | | | 35,936 | 22.92% | | | | 21.56% | 106 |
| 4 vehicles available | | | 12,612 | 8.04% | | | | 7.95% | 101 |
| 5+ vehicles available | | | 5,270 | 3.36% | | | | 3.44% | 98 |
| Totals: | | | 156,788 | 100.00% | | | | 100.00% | |
| 2012: Renter Households by Number of Vehicles | | | | | | | | | |
| No vehicle available | | | 13,327 | 12.28% | | | | 13.70% | 90 |
| 1 vehicle available | | | 44,232 | 40.77% | | | | 43.11% | 95 |
| 2 vehicles available | | | 37,674 | 34.72% | | | | 32.57% | 107 |
| 3 vehicles available | | | 9,520 | 8.77% | | | | 7.72% | 114 |
| 4 vehicles available | | | 2,674 | 2.46% | | | | 2.08% | 118 |
| 5+ vehicles available | | | 1,072 | 0.99% | | | | 0.82% | 120 |
| Totals: | | | 108,499 | 100.00% | | | | 100.00% | |

Family Households

Family households with or without children are changing. The traditional married couple structure is evolving into many different family expressions. These data provide an insight into the family structures within the study area and then compares those structures to the state.

Family Trends

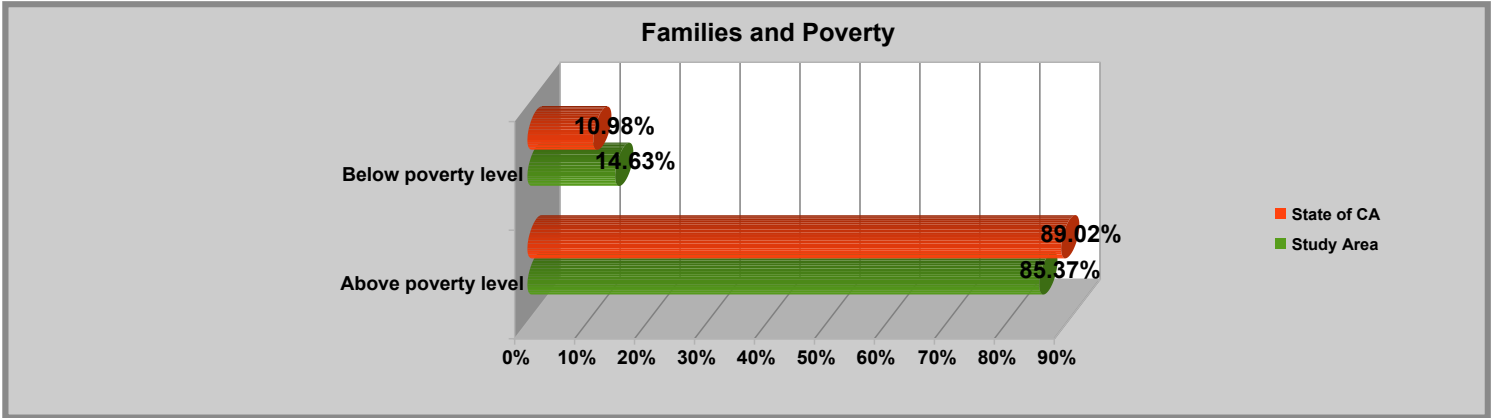


| | 2010 | 2012 | 2017 |
|------------------------------|-----------|-----------|-----------|
| Study Area Family Households | 199,019 | 201,402 | 219,814 |
| Family Households Change | | 2,383 | 18,412 |
| Percent Change | | 1.20% | 9.14% |
| State Family Households | 8,642,473 | 8,760,876 | 9,277,596 |
| Family Households Change | | 118,403 | 516,720 |
| Percent Change | | 1.37% | 5.90% |

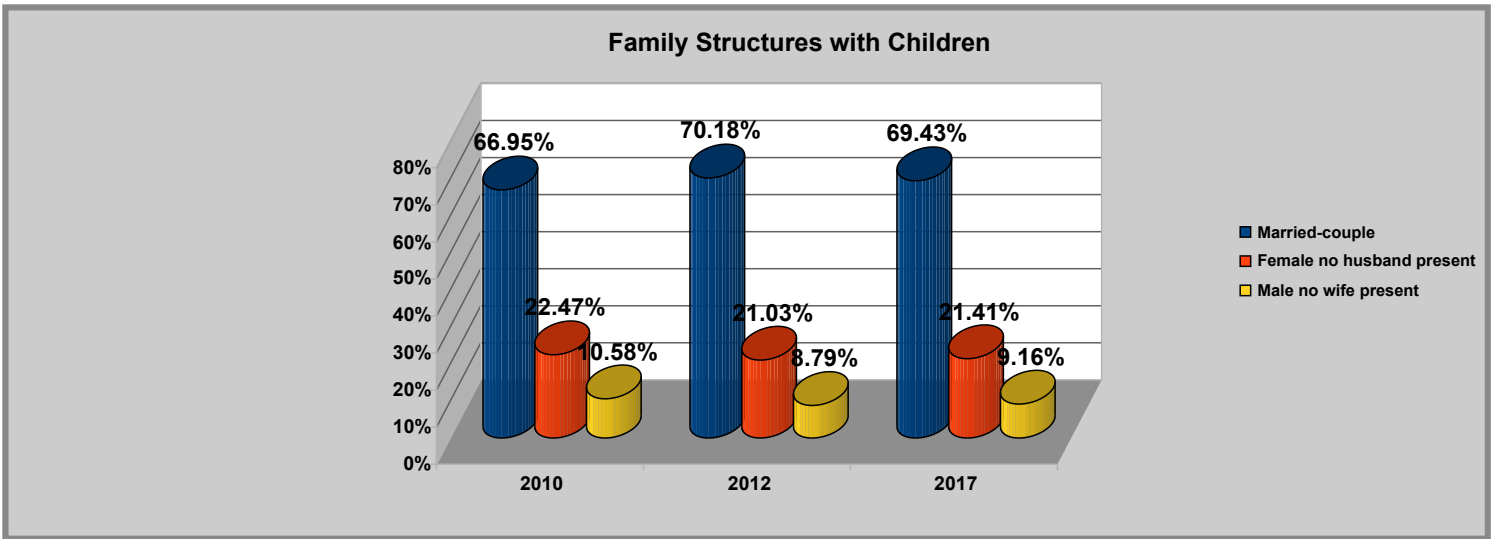
| | Study Area | | | | 5 Yr | CA 2012 | Comp Index CY | | |
|----------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|----------------|-----|
| | 2010 | 2012 | 2017 | | | | | | |
| Family Households by Size | | | | | | | | | |
| 2-person household | 60,378 | 30.34% | 61,122 | 30.35% | 66,755 | 30.37% | 0.02% | 33.42% | 91 |
| 3-person household | 41,867 | 21.04% | 42,352 | 21.03% | 46,223 | 21.03% | -0.00% | 22.04% | 95 |
| 4-person household | 42,720 | 21.47% | 43,247 | 21.47% | 47,258 | 21.50% | 0.03% | 21.10% | 102 |
| 5-person household | 27,503 | 13.82% | 27,814 | 13.81% | 30,300 | 13.78% | -0.03% | 11.78% | 117 |
| 6-person household | 14,248 | 7.16% | 14,429 | 7.16% | 15,753 | 7.17% | 0.00% | 5.76% | 124 |
| 7-or-more person household | 12,303 | 6.18% | 12,439 | 6.18% | 13,525 | 6.15% | -0.02% | 5.90% | 105 |
| Totals: | 199,019 | 100.00% | 201,403 | 100.00% | 219,814 | 100.00% | | 100.00% | |

Family Households

Families in Poverty Compared to State



Families with Children by Type



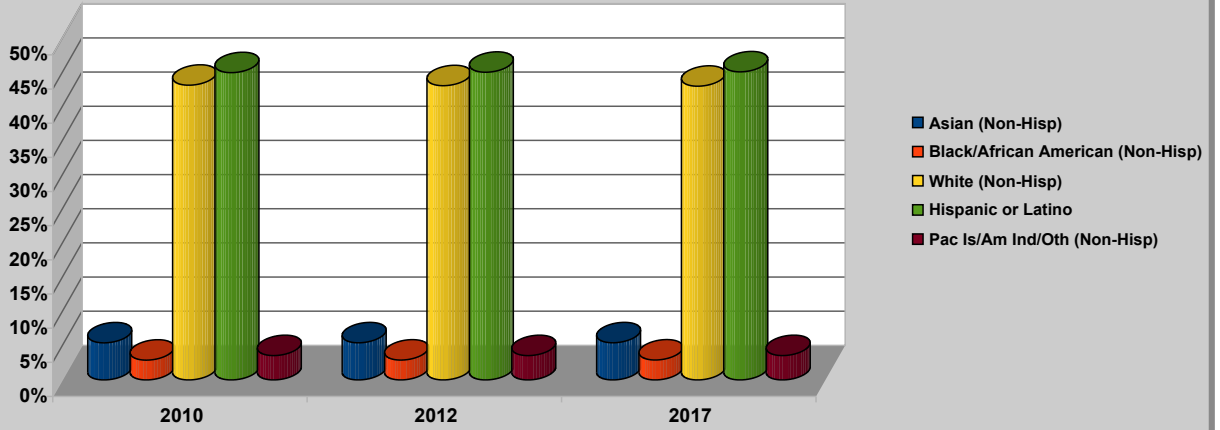
| | Study Area | | | | CA 2012 | Comp Index CY | | | |
|--|----------------|----------------|----------------|----------------|----------------|----------------|--------|----------------|-----|
| | 2010 | 2012 | 2017 | 5 Yr | | | | | |
| Families with Children by Type | | | | | | | | | |
| Married-couple | 77,392 | 66.95% | 74,692 | 70.18% | 79,161 | 69.43% | -0.75% | 71.00% | 99 |
| Female no husband present | 25,974 | 22.47% | 22,381 | 21.03% | 24,412 | 21.41% | 0.38% | 21.17% | 99 |
| Male no wife present | 12,229 | 10.58% | 9,351 | 8.79% | 10,439 | 9.16% | 0.37% | 7.83% | 112 |
| Totals: | 115,595 | 100.00% | 106,424 | 100.00% | 114,012 | 100.00% | | 100.00% | |
| Families with No Children by Type | | | | | | | | | |
| Married-couple | 64,324 | 77.10% | 71,389 | 75.16% | 78,553 | 74.24% | -0.92% | 74.50% | 101 |
| Female no husband present | 12,236 | 14.67% | 15,018 | 15.81% | 17,238 | 16.29% | 0.48% | 16.68% | 95 |
| Male no wife present | 6,865 | 8.23% | 8,572 | 9.03% | 10,012 | 9.46% | 0.44% | 8.82% | 102 |
| Totals: | 83,425 | 100.00% | 94,979 | 100.00% | 105,803 | 100.00% | | 100.00% | |

Diversity: Race and Ethnicity

The diversity of a community is shaped by the racial/ethnicity of the people who reside in it but also people's age, income and education, career choices and geographic location.

Racial Ethnic Trend Projections

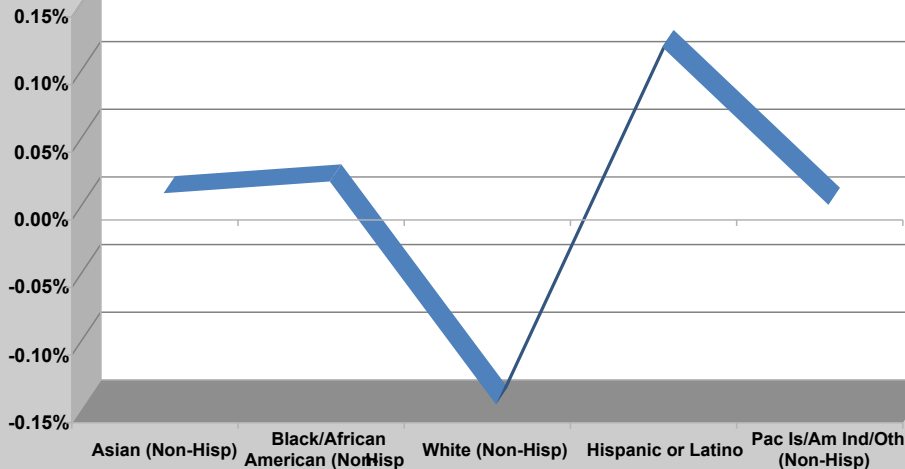
Racial and Ethnic Trends



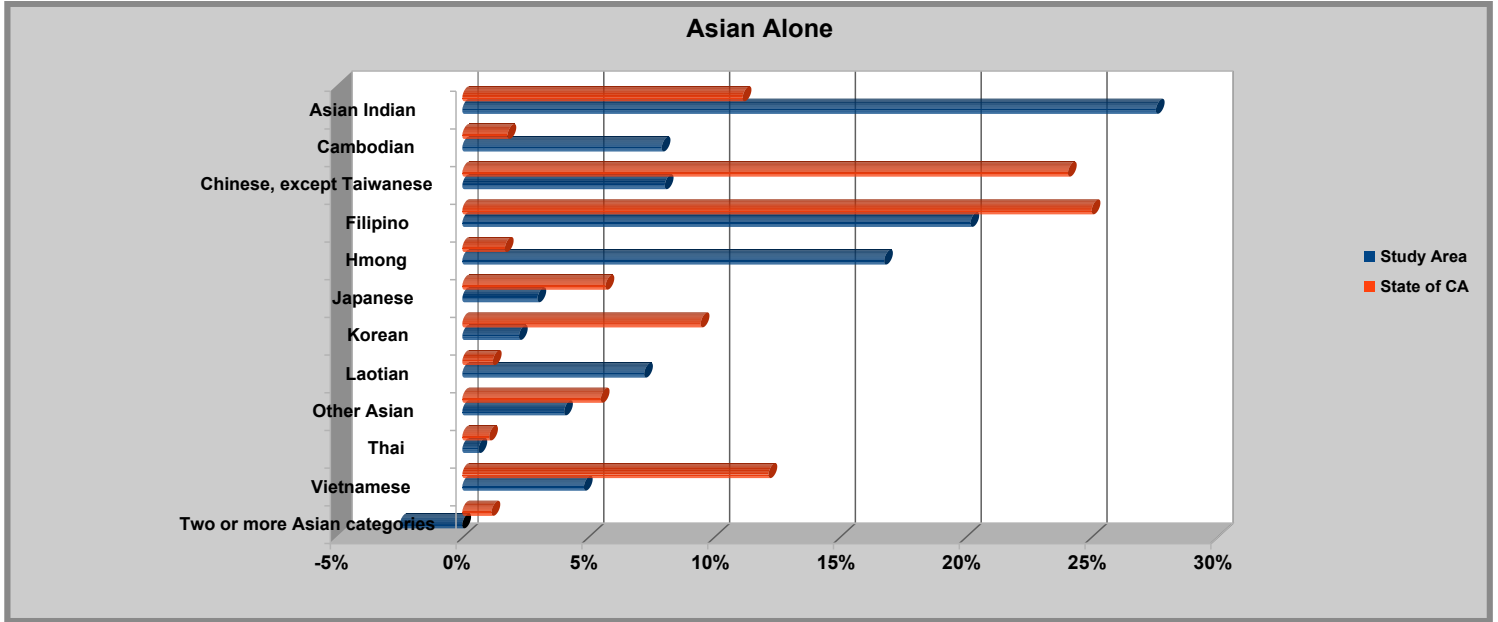
| | 2010 | | Study Area 2012 | | 2017 | | 5 Yr | CA 2012 | Comp Index CY |
|-----------------------------------|----------------|----------------|--------------------|----------------|----------------|----------------|--------|----------------|------------------|
| Racial/Ethnic Trends | | | | | | | | | |
| Asian (Non-Hisp) | 45,379 | 5.43% | 45,941 | 5.43% | 49,842 | 5.44% | 0.00% | 12.85% | 42 |
| Black/African American (Non-Hisp) | 24,222 | 2.90% | 24,575 | 2.91% | 26,725 | 2.92% | 0.01% | 5.80% | 50 |
| White (Non-Hisp) | 360,691 | 43.14% | 364,220 | 43.07% | 394,121 | 42.99% | -0.07% | 40.16% | 107 |
| Hispanic or Latino | 376,042 | 44.97% | 380,876 | 45.04% | 413,373 | 45.09% | 0.06% | 37.56% | 120 |
| Pac Is/Am Ind/Oth (Non-Hisp) | 29,789 | 3.56% | 30,110 | 3.56% | 32,670 | 3.56% | 0.00% | 3.61% | 99 |
| Totals: | 836,123 | 100.00% | 845,722 | 100.00% | 916,731 | 100.00% | | 100.00% | |

NOTE: Race and ethnicity breakouts are based upon Census Bureau categories. Only those groups for which the Bureau provides extended detail can be reported.

Racial/Ethnic Change Projection



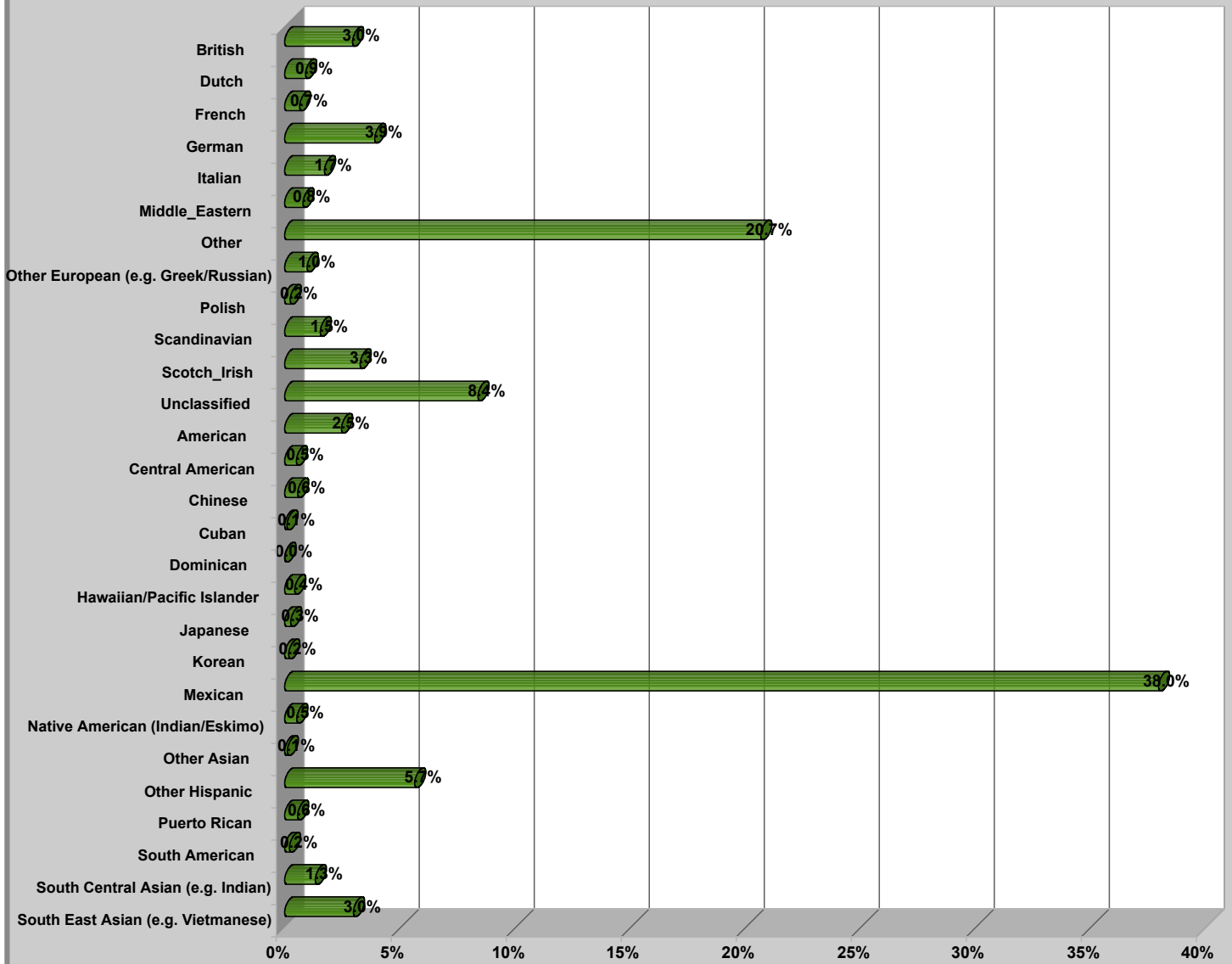
Estimated Current Year Asian Alone Population



| Population: Asian Alone | Study Area | | State of CA | | Comp Index CY |
|------------------------------|---------------|----------------|------------------|----------------|---------------|
| | 2012 | 2012 | 2012 | 2012 | |
| Asian Indian | 12,665 | 27.57% | 540,759 | 11.14% | 247 |
| Cambodian | 3,641 | 7.93% | 87,133 | 1.80% | 441 |
| Chinese, except Taiwanese | 3,697 | 8.05% | 1,168,182 | 24.07% | 33 |
| Filipino | 9,279 | 20.20% | 1,213,915 | 25.02% | 81 |
| Hmong | 7,703 | 16.77% | 82,050 | 1.69% | 992 |
| Japanese | 1,372 | 2.99% | 276,239 | 5.69% | 52 |
| Korean | 1,034 | 2.25% | 459,773 | 9.47% | 24 |
| Laotian | 3,320 | 7.23% | 58,910 | 1.21% | 595 |
| Other Asian | 1,859 | 4.05% | 267,082 | 5.50% | 74 |
| Thai | 295 | 0.64% | 51,821 | 1.07% | 60 |
| Vietnamese | 2,220 | 4.83% | 590,584 | 12.17% | 40 |
| Two or more Asian categories | -1,142 | -2.49% | 56,298 | 1.16% | 0 |
| Totals: | 45,943 | 100.00% | 4,852,746 | 100.00% | |

| Population: Hispanic or Latino by Origin | Study Area | | | | State of CA | | | | Comp Index CY |
|--|----------------|----------------|----------------|----------------|-------------------|----------------|-------------------|----------------|---------------|
| | 2010 | 2012 | 2010 | 2012 | 2010 | 2012 | 2010 | 2012 | |
| Cuban | 611 | 0.16% | 614 | 0.16% | 88,607 | 0.63% | 89,568 | 0.63% | 25 |
| Mexican | 340,757 | 90.62% | 345,206 | 90.63% | 11,423,146 | 81.51% | 11,559,665 | 81.51% | 111 |
| Other Hispanic or Latino | 30,148 | 8.02% | 30,485 | 8.00% | 2,312,021 | 16.50% | 2,339,767 | 16.50% | 49 |
| Puerto Rican | 4,526 | 1.20% | 4,570 | 1.20% | 189,945 | 1.36% | 192,921 | 1.36% | 89 |
| Totals: | 376,042 | 100.00% | 380,875 | 100.00% | 14,013,719 | 100.00% | 14,181,921 | 100.00% | |

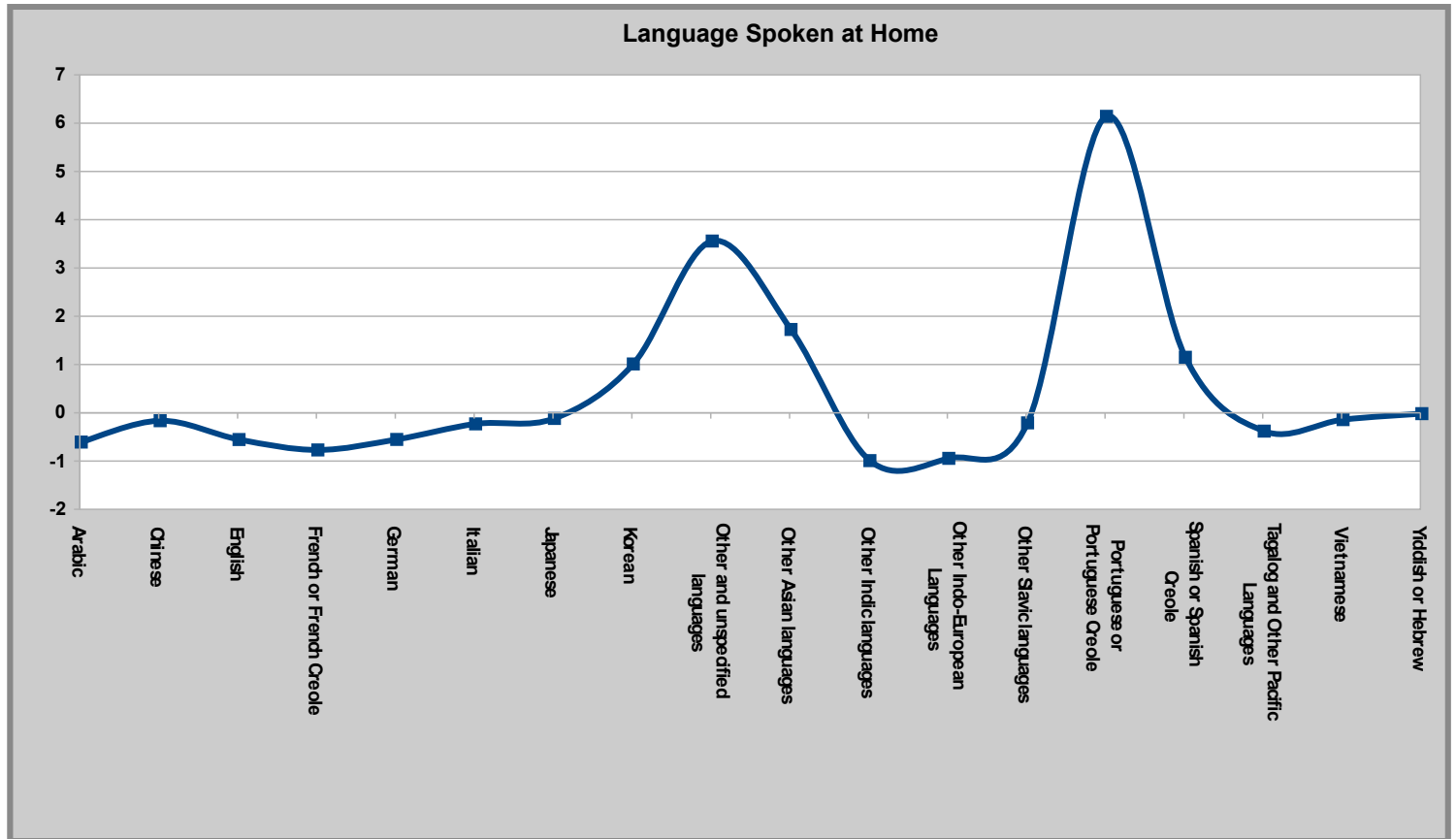
Ancestry



Diversity: Languages

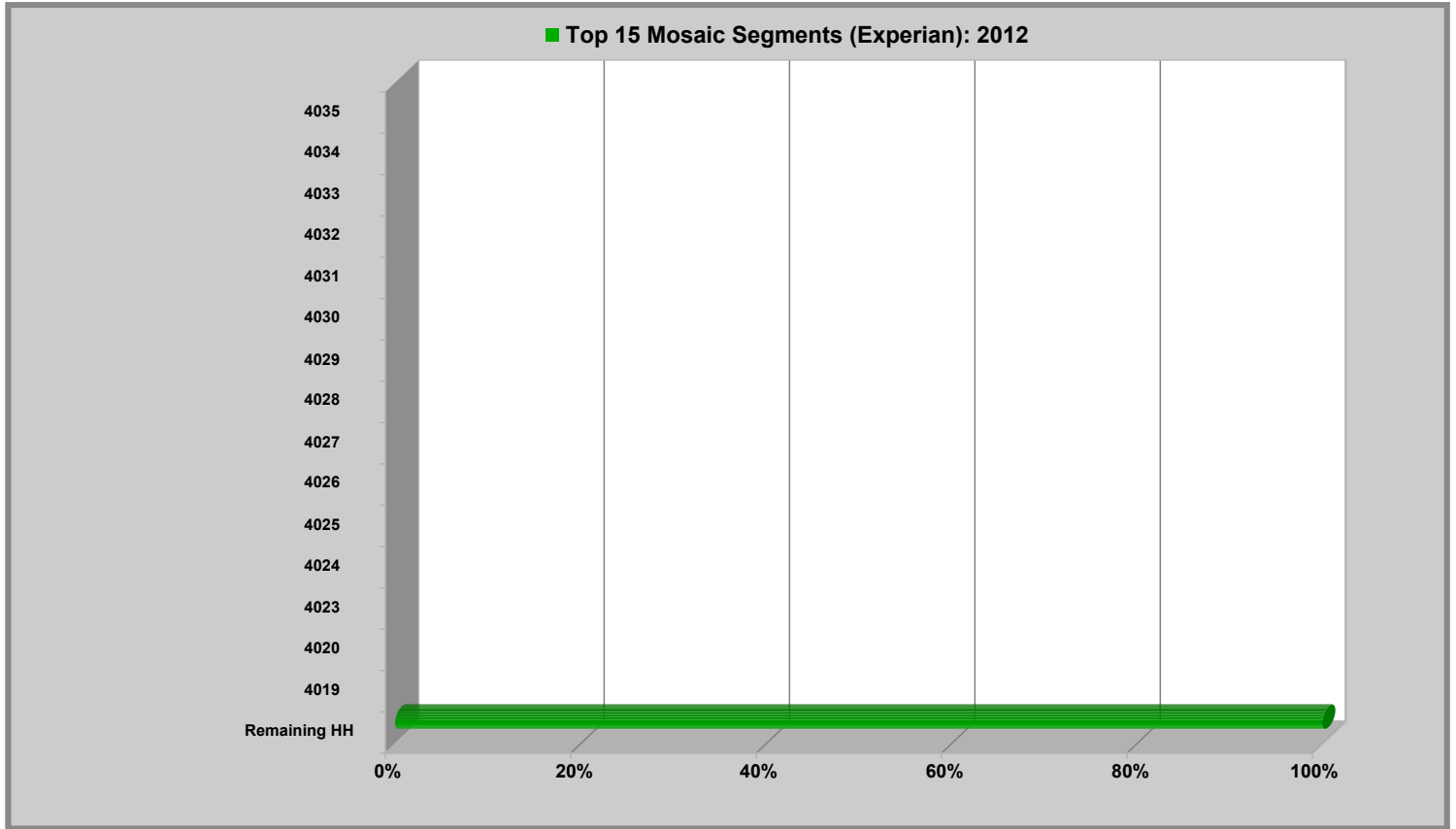
| Population 5+ by Language Spoken at Home (Detail) | Study Area | | State of CA | | Comp Index CY |
|---|----------------|----------------|-------------------|----------------|---------------|
| | 2012 | | 2012 | | |
| Speak Arabic | 1,829 | 0.23% | 135,488 | 0.39% | 61 |
| Speak Chinese | 3,680 | 0.47% | 1,012,949 | 2.88% | 16 |
| Speak French or French Creole | 1,666 | 0.21% | 134,874 | 0.38% | 55 |
| Speak German | 2,016 | 0.26% | 117,500 | 0.33% | 77 |
| Speak Italian | 819 | 0.10% | 66,595 | 0.19% | 55 |
| Speak Japanese | 773 | 0.10% | 151,405 | 0.43% | 23 |
| Speak Korean | 980 | 0.13% | 376,204 | 1.07% | 12 |
| Speak only English | 451,514 | 57.62% | 20,023,767 | 56.95% | 101 |
| Speak Other and unspecified languages | 8,681 | 1.11% | 109,462 | 0.31% | 356 |
| Speak Other Asian languages | 14,299 | 1.82% | 371,792 | 1.06% | 173 |
| Speak Other Indic languages | 16,568 | 2.11% | 750,427 | 2.13% | 99 |
| Speak Other Indo-European Languages | 2,314 | 0.30% | 110,127 | 0.31% | 94 |
| Speak Other Slavic languages | 1,151 | 0.15% | 247,211 | 0.70% | 21 |
| Speak Portuguese or Portuguese Creole | 10,822 | 1.38% | 79,053 | 0.22% | 614 |
| Speak Spanish or Spanish Creole | 257,385 | 32.85% | 10,037,740 | 28.55% | 115 |
| Speak Tagalog and Other Pacific Languages | 7,512 | 0.96% | 890,685 | 2.53% | 38 |
| Speak Vietnamese | 1,569 | 0.20% | 499,481 | 1.42% | 14 |
| Speak Yiddish or Hebrew | 18 | 0.00% | 44,431 | 0.13% | 2 |
| Totals: | 783,596 | 100.00% | 35,159,191 | 100.00% | |

Population 5+ by Language Spoken at Home: Comparative Analysis Relative to the State of CA



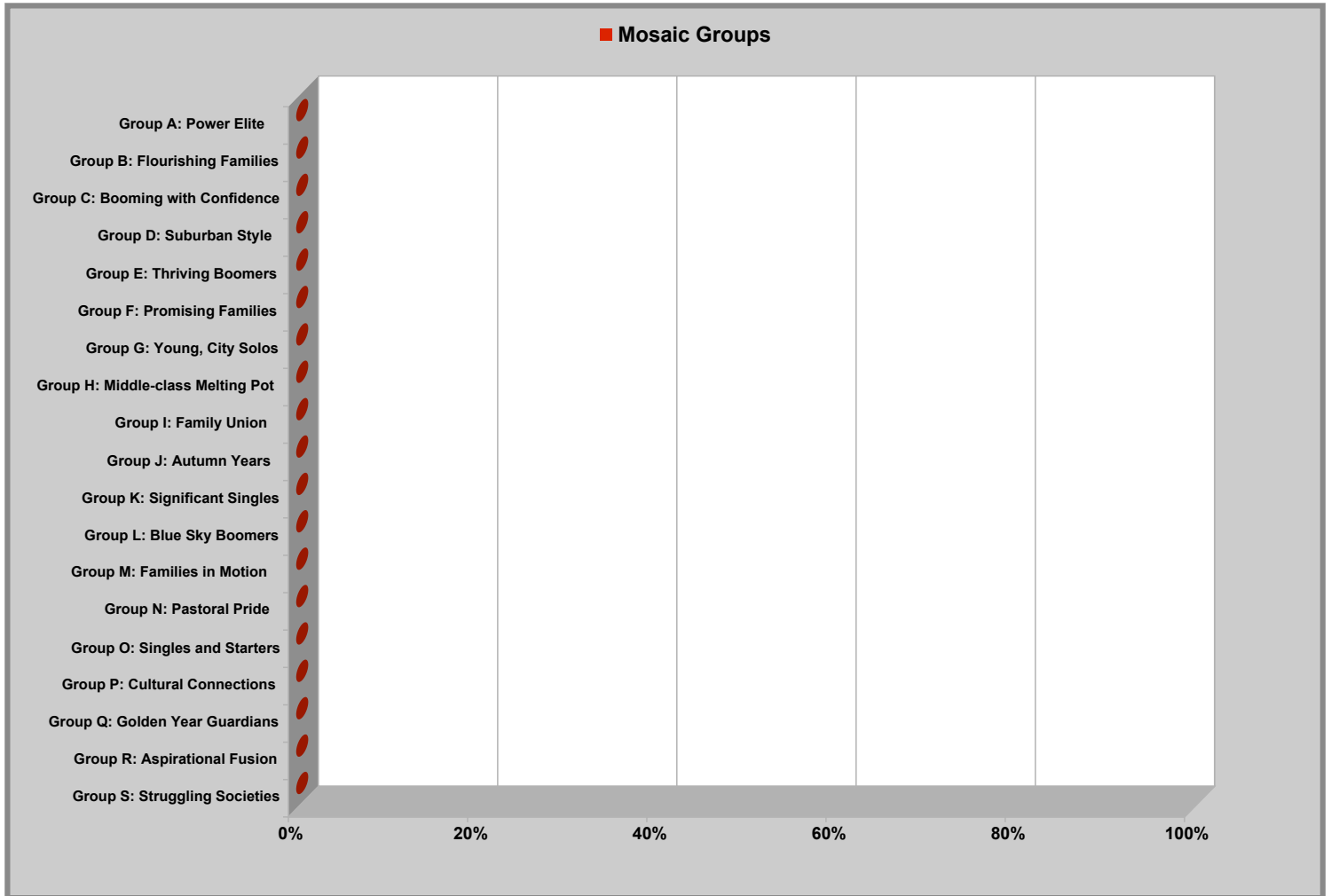
Mosaic Lifestyle Segmentation Types

Mosaic Lifestyle Types provides insight into the behaviors, attitudes and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



| | Study Area | | State of CA | | Comp Index CY |
|-------------------------|----------------|----------------|-------------------|----------------|---------------|
| Mosaic: Top 15 Segments | 2012 | | 2012 | | |
| 4035 | S71 Struggli | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4034 | S70 Struggli | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4033 | S69 Struggli | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4032 | S68 Struggli | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4031 | R67 Aspirati | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4030 | R66 Aspirati | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4029 | Q65 Golden | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4028 | Q64 Golden | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4027 | Q63 Golden | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4026 | Q62 Golden | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4025 | P61 Cultural | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4024 | P60 Cultural | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4023 | P59 Cultural | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4020 | P56 Cultural | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| 4019 | O55 Singles | #VALUE! | #VALUE! | #VALUE! | #VALUE! |
| Remaining HH | 265,287 | 100.00% | 12,754,312 | 100.00% | 100 |
| Totals: | 265,287 | #VALUE! | 12,754,312 | #VALUE! | |

Mosaic Groups

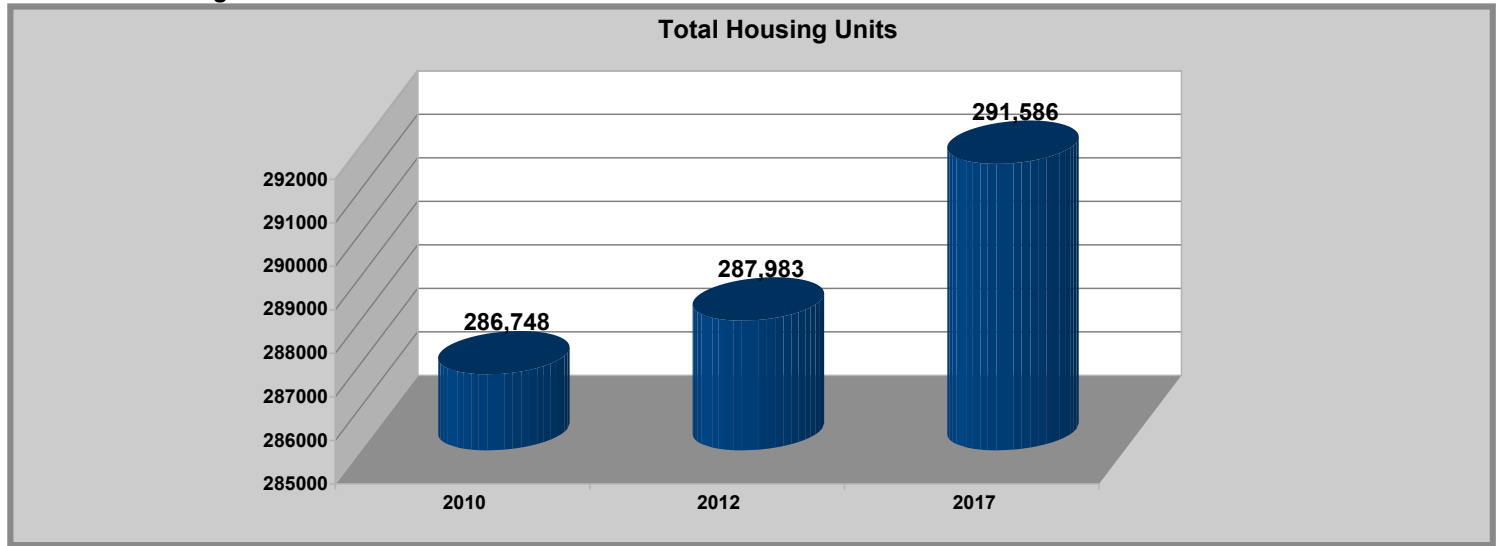


| | Study Area | | State of CA | | Comp Index CY |
|-----------------------------------|------------|--------------|-------------------|----------------|---------------|
| Mosaic Groups | 2012 | | 2012 | | |
| Group A: Power Elite | 0 | 0.00% | 762,961 | 5.98% | 0 |
| Group B: Flourishing Families | 0 | 0.00% | 951,776 | 7.46% | 0 |
| Group C: Booming with Confidence | 0 | 0.00% | 1,091,230 | 8.56% | 0 |
| Group D: Suburban Style | 0 | 0.00% | 555,649 | 4.36% | 0 |
| Group E: Thriving Boomers | 0 | 0.00% | 569,065 | 4.46% | 0 |
| Group F: Promising Families | 0 | 0.00% | 140,842 | 1.10% | 0 |
| Group G: Young, City Solos | 0 | 0.00% | 460,293 | 3.61% | 0 |
| Group H: Middle-class Melting Pot | 0 | 0.00% | 1,134,482 | 8.89% | 0 |
| Group I: Family Union | 0 | 0.00% | 1,388,200 | 10.88% | 0 |
| Group J: Autumn Years | 0 | 0.00% | 373,947 | 2.93% | 0 |
| Group K: Significant Singles | 0 | 0.00% | 906,518 | 7.11% | 0 |
| Group L: Blue Sky Boomers | 0 | 0.00% | 502,899 | 3.94% | 0 |
| Group M: Families in Motion | 0 | 0.00% | 71,883 | 0.56% | 0 |
| Group N: Pastoral Pride | 0 | 0.00% | 55,103 | 0.43% | 0 |
| Group O: Singles and Starters | 0 | 0.00% | 721,693 | 5.66% | 0 |
| Group P: Cultural Connections | 0 | 0.00% | 1,915,029 | 15.01% | 0 |
| Group Q: Golden Year Guardians | 0 | 0.00% | 661,862 | 5.19% | 0 |
| Group R: Aspirational Fusion | 0 | 0.00% | 220,047 | 1.73% | 0 |
| Group S: Struggling Societies | 0 | 0.00% | 270,821 | 2.12% | 0 |
| Totals: | 0 | 0.00% | 12,754,300 | 100.00% | |

Housing

Housing encompasses the number of housing units historically, presently and to some extent in the future within the study area.

Trends in Housing Since 2010



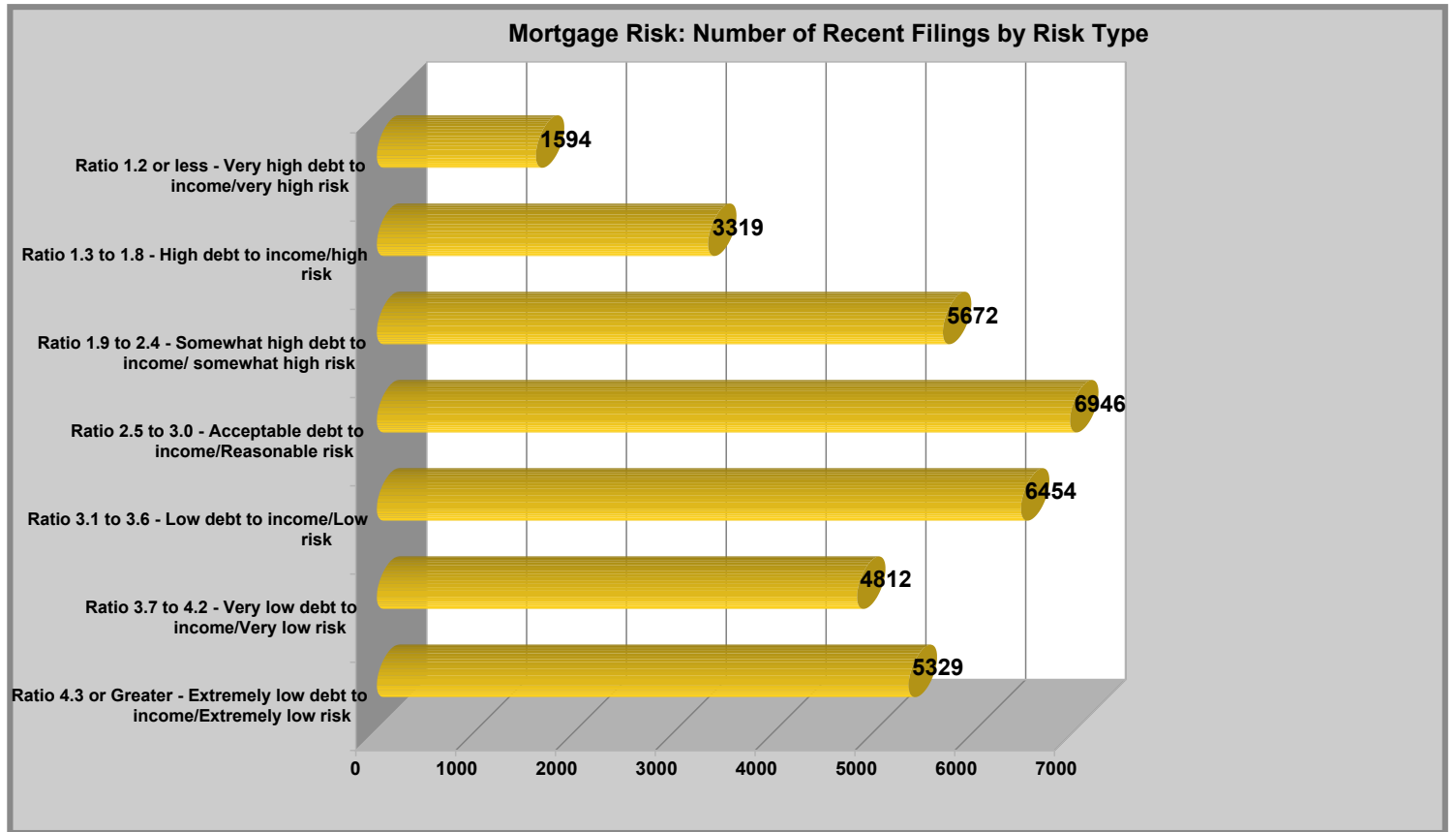
| | 2010 | 2012 | 2017 |
|--------------------------|---------|---------|---------|
| Housing Units | 286,748 | 287,983 | 291,586 |
| Family Households Change | | 1,235 | 3,603 |
| Percent Change | | 0.43% | 1.25% |

| | 2010 | | Study Area 2012 | | 2017 | 5 Yr | CA 2012 | Comp Index CY | |
|-------------------------------------|----------------|----------------|--------------------|----------------|----------------|----------------|------------|------------------|-----|
| Housing by Occupancy | | | | | | | | | |
| Occupied | 262,054 | 91.39% | 265,287 | 92.12% | 270,807 | 92.87% | 0.75% | 92.69% | 99 |
| Vacant | 24,694 | 8.61% | 22,695 | 7.88% | 20,779 | 7.13% | -0.75% | 7.31% | 108 |
| Totals: | 286,748 | 100.00% | 287,982 | 100.00% | 291,586 | 100.00% | | 100.00% | |
| Housing by Type of Occupancy | | | | | | | | | |
| Owner Occupied | 154,871 | 59.10% | 156,788 | 59.10% | 159,602 | 58.94% | -0.17% | 56.04% | 105 |
| Renter Occupied | 107,183 | 40.90% | 108,500 | 40.90% | 111,205 | 41.06% | 0.17% | 43.96% | 93 |
| Totals: | 262,054 | 100.00% | 265,288 | 100.00% | 270,807 | 100.00% | | 100.00% | |

Housing

| | Study Area 2012 | | State of CA 2012 | | Comp Index CY |
|---------------------------------------|--------------------|----------------|---------------------|----------------|------------------|
| Housing Units by Dwelling Type | | | | | |
| 1 Unit Attached | 11,838 | 4.11% | 1,156,663 | 8.41% | 49 |
| 1 Unit Detached | 229,584 | 79.72% | 8,692,930 | 63.18% | 126 |
| 2 Units | 10,344 | 3.59% | 481,268 | 3.50% | 103 |
| 3 to 19 Units | 6,797 | 2.36% | 955,470 | 6.94% | 34 |
| 20 to 49 Units | 4,462 | 1.55% | 830,148 | 6.03% | 26 |
| 50 or More Units | 8,190 | 2.84% | 1,041,428 | 7.57% | 38 |
| Mobile Home or Trailer | 16,493 | 5.73% | 582,972 | 4.24% | 135 |
| Other | 274 | 0.10% | 19,045 | 0.14% | 69 |
| Totals: | 287,982 | 100.00% | 13,759,924 | 100.00% | |
| Owner Occupied Housing Values | | | | | |
| Less than \$20,000 | 3,669 | 2.34% | 82,182 | 1.15% | 204 |
| \$20,000 to \$39,999 | 3,095 | 1.97% | 84,352 | 1.18% | 167 |
| \$40,000 to \$59,999 | 2,813 | 1.79% | 87,702 | 1.23% | 146 |
| \$60,000 to \$79,999 | 4,082 | 2.60% | 95,095 | 1.33% | 196 |
| \$80,000 to \$99,999 | 5,739 | 3.66% | 107,966 | 1.51% | 242 |
| \$100,000 to \$149,999 | 17,868 | 11.40% | 325,358 | 4.55% | 250 |
| \$150,000 to \$199,999 | 20,515 | 13.08% | 440,736 | 6.17% | 212 |
| \$200,000 to \$299,999 | 37,973 | 24.22% | 1,032,147 | 14.44% | 168 |
| \$300,000 to \$399,999 | 30,836 | 19.67% | 1,179,736 | 16.50% | 119 |
| \$400,000 to \$499,999 | 11,345 | 7.24% | 797,670 | 11.16% | 65 |
| \$500,000 to \$749,999 | 12,853 | 8.20% | 1,613,455 | 22.57% | 36 |
| \$750,000 to \$999,999 | 5,998 | 3.83% | 1,194,529 | 16.71% | 23 |
| \$1,000,000 or more | 3 | 0.00% | 106,866 | 1.50% | 0 |
| Totals: | 156,789 | 100.00% | 7,147,794 | 100.00% | |
| Housing by Year Built | | | | | |
| 1939 or Earlier | 16,384 | 5.69% | 1,319,256 | 9.59% | 59 |
| 1940 to 1949 | 16,758 | 5.82% | 904,621 | 6.57% | 89 |
| 1950 to 1959 | 29,668 | 10.30% | 2,000,240 | 14.54% | 71 |
| 1960 to 1969 | 29,038 | 10.08% | 1,899,484 | 13.80% | 73 |
| 1970 to 1979 | 52,162 | 18.11% | 2,521,079 | 18.32% | 99 |
| 1980 to 1989 | 51,608 | 17.92% | 2,129,713 | 15.48% | 116 |
| 1990 to 1999 | 40,524 | 14.07% | 1,463,213 | 10.63% | 132 |
| 2000 to 2004 | 35,638 | 12.37% | 1,014,400 | 7.37% | 168 |
| 2005 or Later | 16,204 | 5.63% | 507,918 | 3.69% | 152 |
| Totals: | 287,984 | 100.00% | 13,759,924 | 100.00% | |

Mortgage Risk Indicator

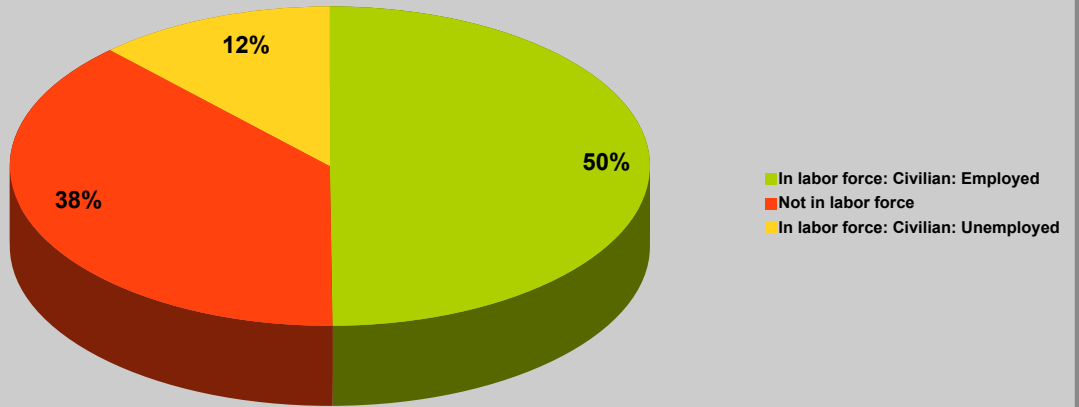


The Mortgage Risk Indicator indicates the assessed level of risk based upon debt to income. The higher the debt to income, the greater the risk. The values are used by mortgage lenders in the loan process.

The Work theme expresses several different ways of looking at the work people do within the study area.

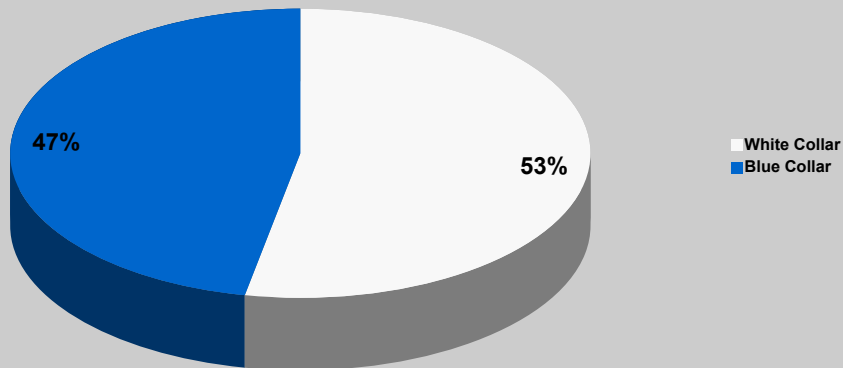
Employment Status of Population 16 and Older: 2012

Population 16+ by Current Year Employment Status

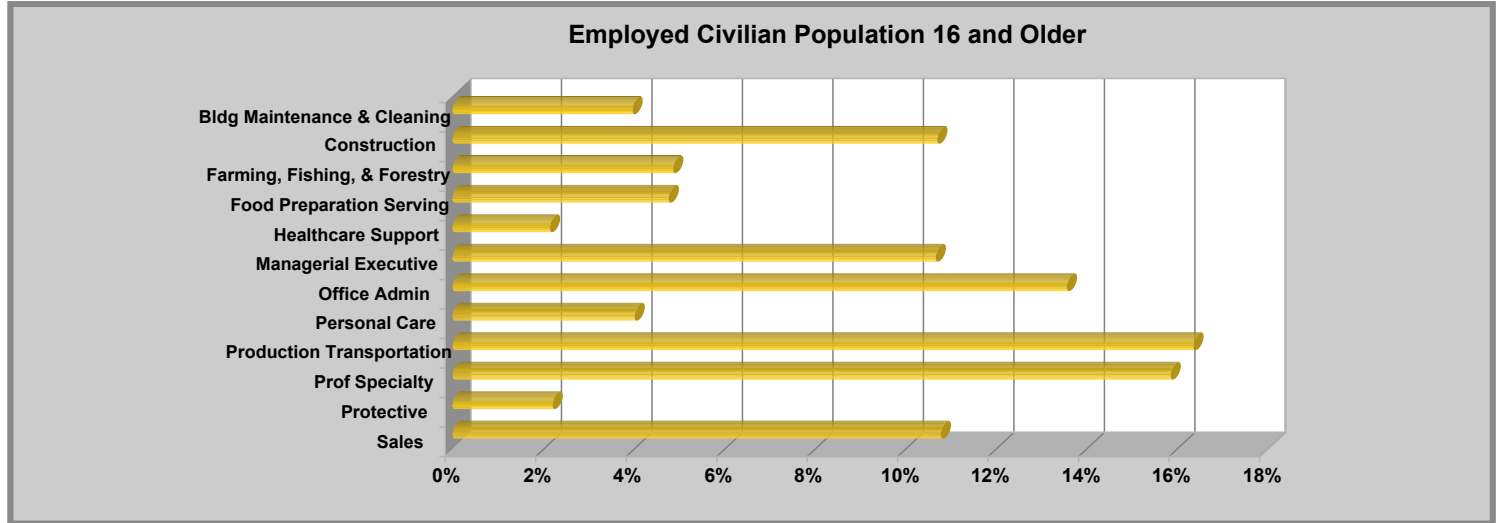


| Pop 16+ by Employment Status | Study Area | | State of CA | | Comp Index CY |
|---|----------------|----------------|-------------------|----------------|---------------|
| | 2012 | 2012 | 2012 | 2012 | |
| In labor force: Civilian: Employed | 317,135 | 49.83% | 16,602,958 | 56.06% | 89 |
| In labor force: In Armed Forces | 500 | 0.08% | 175,270 | 0.59% | |
| Not in labor force | 242,135 | 38.05% | 10,412,649 | 35.16% | 108 |
| In labor force: Civilian: Unemployed | 76,620 | 12.04% | 2,426,575 | 8.19% | 147 |
| Blue and White Collar Workers 2012 | 636,390 | 100.00% | 29,617,452 | 100.00% | |
| Employed Pop 16+ Blue/White Collar | | | | | |
| Blue Collar | 148,849 | 46.94% | 6,027,248 | 36.30% | 129 |
| White Collar | 168,286 | 53.06% | 10,575,710 | 63.70% | 83 |
| | 317,135 | 100.00% | 16,602,958 | 100.00% | |

Percentage Blue Collar to White Collar Workers

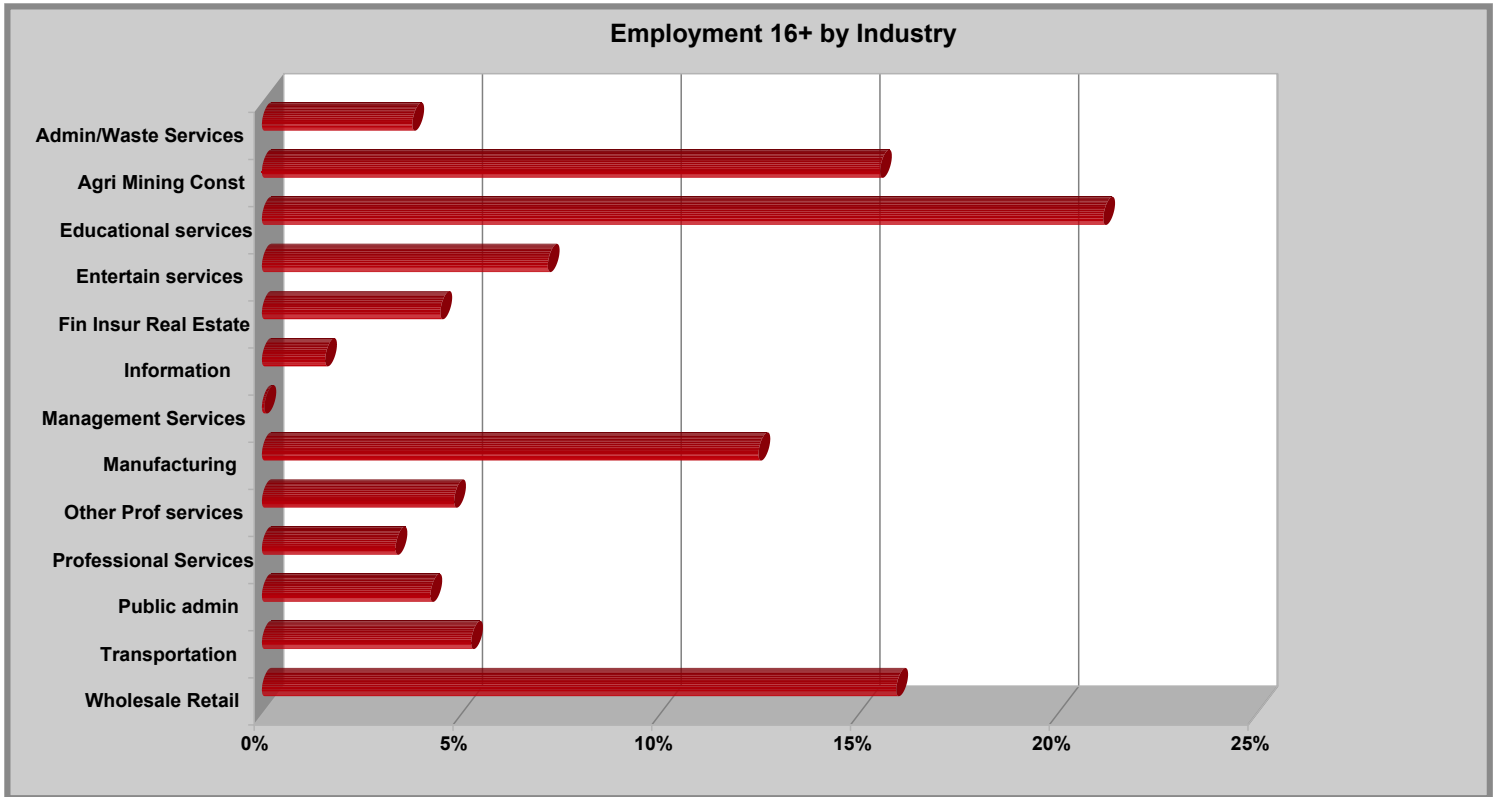


Employed Civilian Population by Occupation: 2012



| Employed Civilian Pop 16+ by Occupation | Study Area | | State of CA | | Comp Index CY |
|---|----------------|----------------|-------------------|----------------|---------------|
| | 2012 | | 2012 | | |
| Bldg Maintenance & Cleaning | 12,605 | 3.97% | 711,962 | 4.29% | 93 |
| Construction | 33,970 | 10.71% | 1,396,824 | 8.41% | 127 |
| Farming, Fishing, & Forestry | 15,453 | 4.87% | 237,461 | 1.43% | 341 |
| Food Preparation Serving | 15,144 | 4.78% | 833,753 | 5.02% | 95 |
| Healthcare Support | 6,817 | 2.15% | 304,434 | 1.83% | 117 |
| Managerial Executive | 33,864 | 10.68% | 2,510,905 | 15.12% | 71 |
| Office Admin | 43,055 | 13.58% | 2,292,716 | 13.81% | 98 |
| Personal Care | 12,753 | 4.02% | 664,311 | 4.00% | 101 |
| Production Transportation | 51,921 | 16.37% | 1,825,222 | 10.99% | 149 |
| Prof Specialty | 50,328 | 15.87% | 3,551,262 | 21.39% | 74 |
| Protective | 7,003 | 2.21% | 357,715 | 2.15% | 102 |
| Sales | 34,222 | 10.79% | 1,916,393 | 11.54% | 93 |
| Totals: | 317,135 | 100.00% | 16,602,958 | 100.00% | |
| Workers 16+: Home or Away | | | | | |
| Worked at Home | 12,692 | 4.00% | 729,556 | 4.39% | 91 |
| Worked away from Home | 304,443 | 96.00% | 15,873,402 | 95.61% | 100 |
| Totals: | 317,135 | 100.00% | 16,602,958 | 100.00% | |
| Workers 16+: Transport to Work | | | | | |
| Bicycle | 1,778 | 0.58% | 151,434 | 0.95% | 61 |
| Car, Truck, or Van: Carpooled | 37,628 | 12.36% | 1,965,402 | 12.38% | 100 |
| Car, Truck, or Van: Drove Alone | 250,131 | 82.16% | 12,256,665 | 77.22% | 106 |
| Motorcycle | 907 | 0.30% | 54,956 | 0.35% | 86 |
| Other Means | 4,761 | 1.56% | 157,248 | 0.99% | 158 |
| Walked | 6,912 | 2.27% | 442,487 | 2.79% | 81 |
| Public Trans Excluding Taxi Cab | 2,242 | 0.74% | 837,326 | 5.28% | 14 |
| Taxi Cab | 84 | 0.03% | 7,884 | 0.05% | 56 |
| Totals: | 304,443 | 100.00% | 15,873,402 | 100.00% | |

Employed Pop 16+ by Industry: 2012



| | Study Area 2012 | | State of CA 2012 | | Comp Index CY |
|--|--------------------|----------------|---------------------|----------------|---------------|
| Employed Civilian Pop 16+ by Industry | | | | | |
| Admin/Waste Services | 12,003 | 3.78% | 767,178 | 4.62% | 82 |
| Agri Mining Const | 49,319 | 15.55% | 1,502,010 | 9.05% | 172 |
| Educational services | 67,127 | 21.17% | 3,341,722 | 20.13% | 105 |
| Entertain services | 22,810 | 7.19% | 1,513,717 | 9.12% | 79 |
| Fin Insur Real Estate | 14,240 | 4.49% | 1,172,632 | 7.06% | 64 |
| Information | 5,049 | 1.59% | 498,216 | 3.00% | 53 |
| Management Services | 205 | 0.06% | 13,572 | 0.08% | 79 |
| Manufacturing | 39,619 | 12.49% | 1,726,506 | 10.40% | 120 |
| Other Prof services | 15,340 | 4.84% | 864,257 | 5.21% | 93 |
| Professional Services | 10,664 | 3.36% | 1,257,087 | 7.57% | 44 |
| Public admin | 13,446 | 4.24% | 772,668 | 4.65% | 91 |
| Transportation | 16,698 | 5.27% | 782,077 | 4.71% | 112 |
| Wholesale Retail | 50,614 | 15.96% | 2,391,316 | 14.40% | 111 |
| Totals: | 317,134 | 100.00% | 16,602,958 | 100.00% | |
| Work Place Population Estimates | | | | | |
| Workplace Employees (Full Time Employees) | 215,523 | 93.74% | 14,120,926 | 93.66% | 100 |
| Workplace Establishments | 14,384 | 6.26% | 955,638 | 6.34% | 99 |
| Totals: | 229,907 | 100.00% | 15,076,564 | 100.00% | |

Work

| | Study Area | | State of CA | | Comp Index CY |
|---|----------------|----------------|-------------------|----------------|---------------|
| Families: Workers | | | | | |
| 1 worker | 67,720 | 33.67% | 2,894,529 | 33.04% | 102 |
| 2 workers | 79,813 | 39.68% | 3,646,866 | 41.63% | 95 |
| 3 or more workers | 25,728 | 12.79% | 1,180,905 | 13.48% | 95 |
| No workers | 27,881 | 13.86% | 1,038,576 | 11.85% | 117 |
| Totals: | 201,142 | 100.00% | 8,760,876 | 100.00% | |
| Workers 16+: Travel Time to Work | | | | | |
| | 2012 | | 2012 | | |
| Less than 5 minutes | 14,591 | 4.79% | 366,503 | 2.31% | 208 |
| 5 to 9 minutes | 40,458 | 13.29% | 1,406,534 | 8.86% | 150 |
| 10 to 14 minutes | 50,319 | 16.53% | 2,169,492 | 13.67% | 121 |
| 15 to 19 minutes | 51,550 | 16.93% | 2,559,275 | 16.12% | 105 |
| 20 to 24 minutes | 38,835 | 12.76% | 2,314,444 | 14.58% | 87 |
| 25 to 29 minutes | 13,792 | 4.53% | 886,460 | 5.58% | 81 |
| 30 to 34 minutes | 30,135 | 9.90% | 2,312,558 | 14.57% | 68 |
| 35 to 39 minutes | 5,150 | 1.69% | 400,916 | 2.53% | 67 |
| 40 to 44 minutes | 7,208 | 2.37% | 620,670 | 3.91% | 61 |
| 45 to 59 minutes | 16,337 | 5.37% | 1,252,526 | 7.89% | 68 |
| 60 to 89 minutes | 15,666 | 5.15% | 1,097,691 | 6.92% | 74 |
| 90 or more minutes | 20,402 | 6.70% | 486,333 | 3.06% | 219 |
| Totals: | 304,443 | 100.00% | 15,873,402 | 100.00% | 100 |

Religiosity

| | Study Area | State of CA | Comp Index CY |
|--|------------|-------------|---------------|
| Religious Practices | | | |
| Conservative Evangelical Christian | 38.00% | 37.00% | 103 |
| My Faith Is Really Important To Me | 20.60% | 47.00% | 44 |
| Enjoy Watching Religious TV Programs | 16.80% | 18.00% | 93 |
| Consider Myself A Spiritual Person | 42.80% | 22.00% | 195 |
| Important to Attend Religious Services | 19.20% | 22.00% | 87 |

Supporting Information

Interpreting the Report

The FullInsite report is formatted to help you interpret data at a glance.

Change over time: Several trend tables have a column indicating a change over time. Generally these tables begin with the last census, include the current year estimate, a five year projection and if available, a 10 year forecast. The data in each cell represents a percentage change up or down.

Color Coding: Both the "Change over Time" and "Comparative Indexes" columns are color coded to easily spot any change and the direction of that change.

| | | | |
|---------|------------|--------|------------|
| Change: | Increasing | Stable | Declining |
| Index: | Above Ave | Ave | Below Ave. |

Variable Definitions

Full variable definitions can be found in the MI Demographic Reference Guide. Download it free from the Help/Documents menu located on the map screen of your study area on the MissionInsite website.

Indexes: Some variables will have a column called "Comparative Index." An index is an easy way to compare a study area with a larger area. For this report, all comparisons are with the state or states within which the study area falls. The indexes can be interpreted as follows.

- Indexes of 100 mean the study area variable is the same as its base area.
- Indexes greater than 100 mean the study area variable is above the base area. The higher the number, the greater it is above the base.
- Indexes less than 100 mean the study area variable is below the base area. The lower the number, the greater it is below the base.

Support

If you need support with this report, please email MissionInsite at misupport@missioninsite.com.