The NEW QuickInsite 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 Projection:	2022
Date:	5/4/2013
Semi-Annual Projection:	Fall

About the QuicklInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.
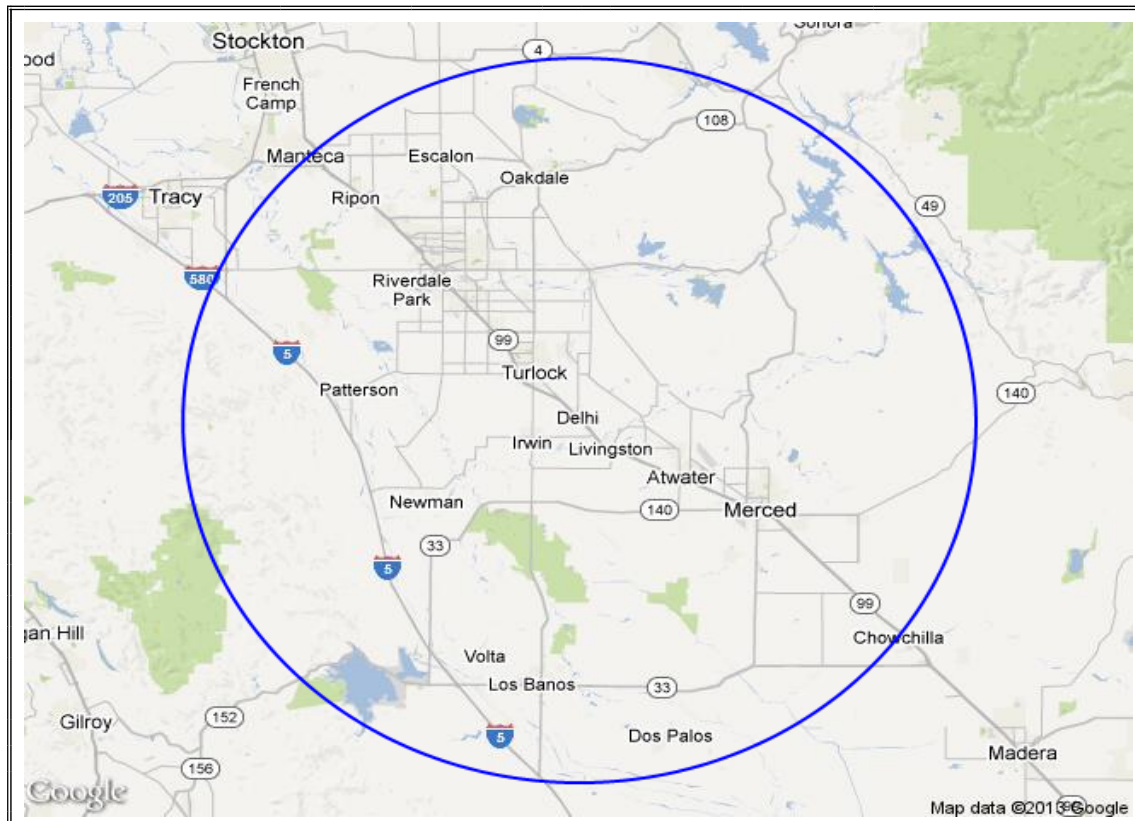
Two Sections

Two reports are provided on the following pages.
• The Story **View** Report presents 10 demographic indicators of your study area.

• The **ThemeView**   Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

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 this area expected to change?

(See Population and Families Theme)

Significant Decline	Significant Decline	Little Change	Moderate Growth	**Significant Growth**

2 School Age Change

In the 10 year future, how is the population of school age children in this area expected to change?

(See Age Theme)

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?

(See Population and Families Theme)

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?

(See Education and Career Status Theme)

Very Low	Low	**Mixed**	High	Very High

5 Community Diversity Index

How diverse is the racial/ethnic mix of this area?

(See Community Diversity Theme)

Very Homogeneous	Homgeneous	Moderately Diverse	**Very Diverse**	Extremely Diverse

6 Median Family Income

How does the median family income compare to the state for this area?

(See Financial Resources Theme)

Significantly Less	**Somewhat Less**	About the Same	Somewhat Greater	Significantly Greater

7 Poverty

Compared to the state, is the number of families in poverty above or below the state average?

(See Financial Resources Theme)

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?

(See Education and Career Status Theme)

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?

(See Community Diversity Theme)

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?

(See Religiosity Theme)

Very Low	**Somewhat Low**	Mixed	Somewhat High	Very High

ThemeView

Demographic Descriptions of the Study Area
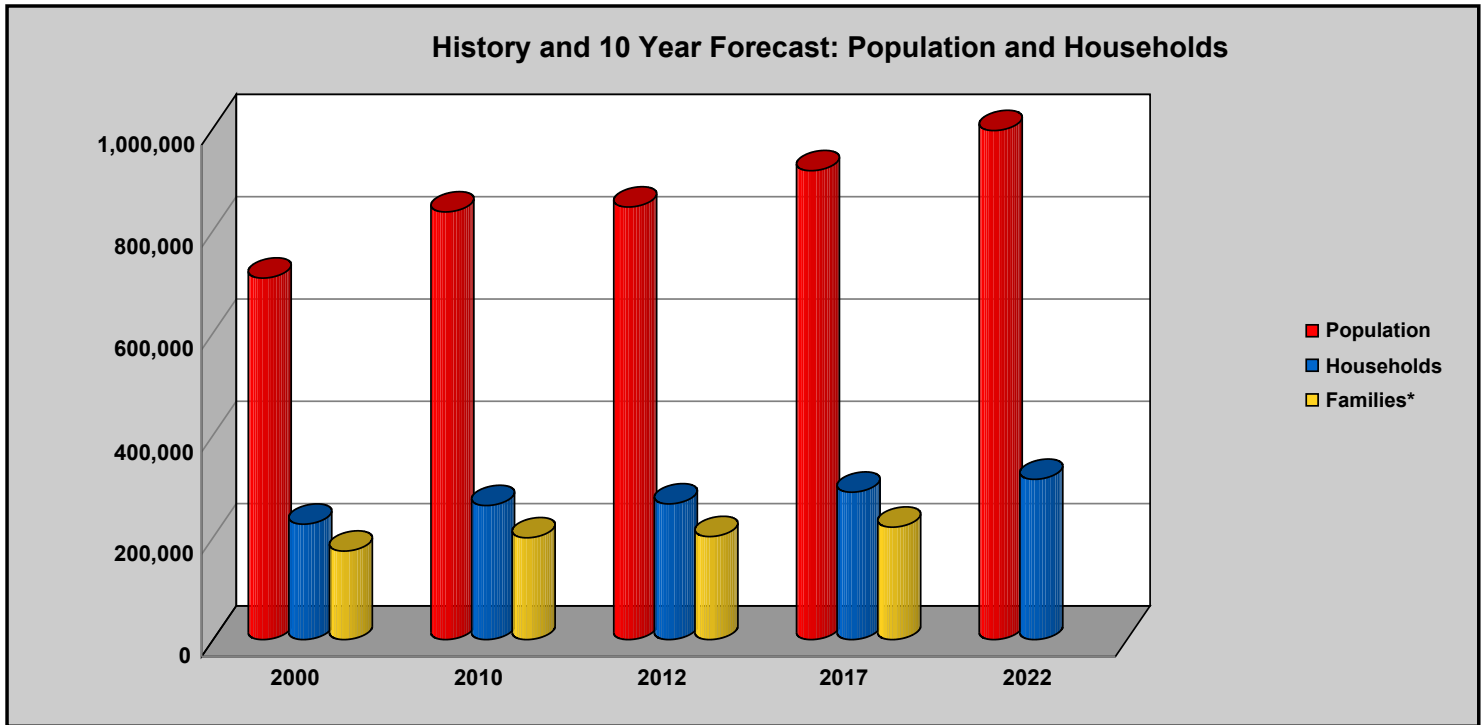
Study area: 35 mile radius - 9498 N. Hillside Dr Delhi   CA 95315   Date: 5/4/2013

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

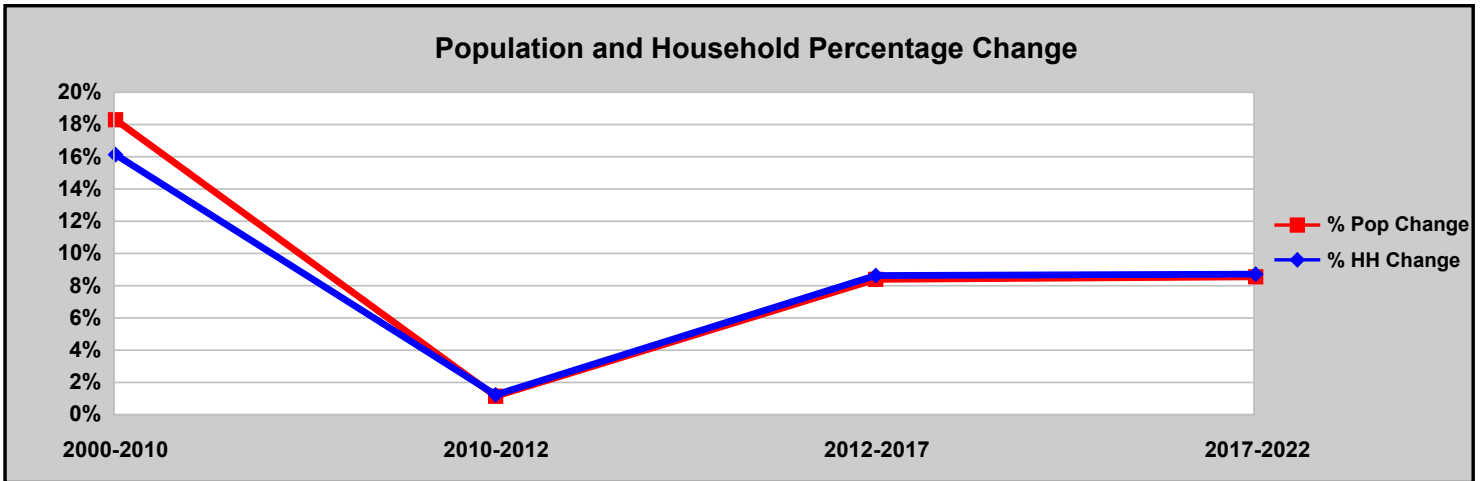*Population and Household History with 5 and 10 Year Projected Change*

History and 10 Year Forecast: Population and Households

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

Population, Households & Families

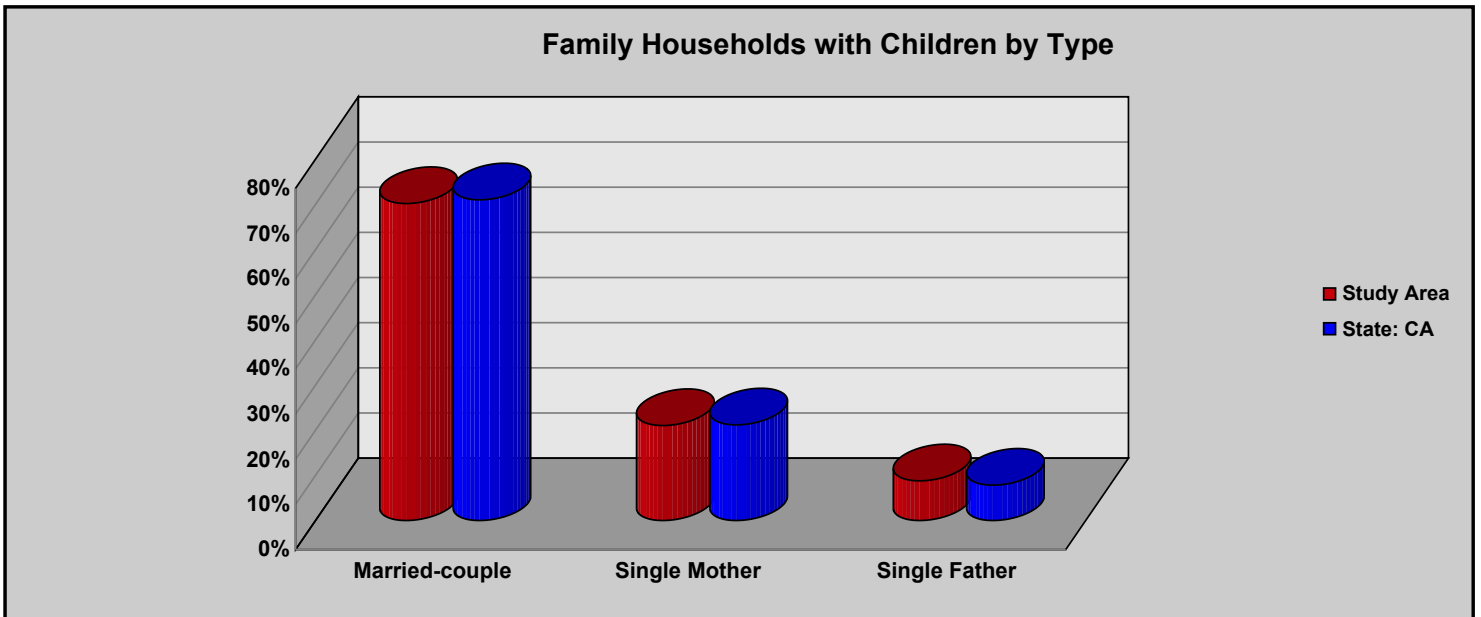|	2000	2010	2012	2017	2022
Population	706,780	836,124	845,722	916,730	995,168
Population Change		129,344	9,598	71,008	78,438
Percent Change		18.3%	1.1%	8.4%	8.6%
Households	225,651	262,054	265,287	288,185	313,321
Households Change		36,403	3,233	22,898	25,136
Percent Change		16.1%	1.2%	8.6%	0.0%
Population / Households	3.13	3.19	3.19	3.18	3.18
Population / Households Change		0.06	-0.00	-0.01	-0.00
Percent Change		1.9%	-0.1%	-0.2%	-0.2%
Family Households	173,008	199,019	201,402	219,814	
Family Households Change		26,011	2,383	18,412	
Percent Change		15.0%	1.2%	9.1%	

Population and Household History with 5 and 10 Year Projected Percentage Change

Family Households

Family households with children are changing. The traditional married couple structure is evolving into many different family expressions in which children are being raised. These data provide an insight into the family structures within the study area and then compares them to the state.
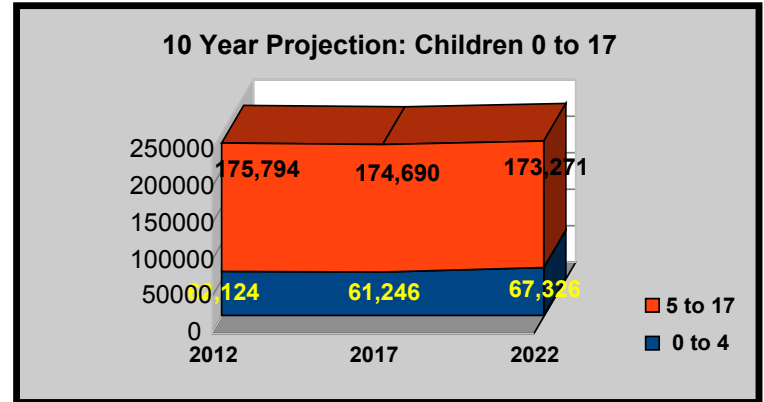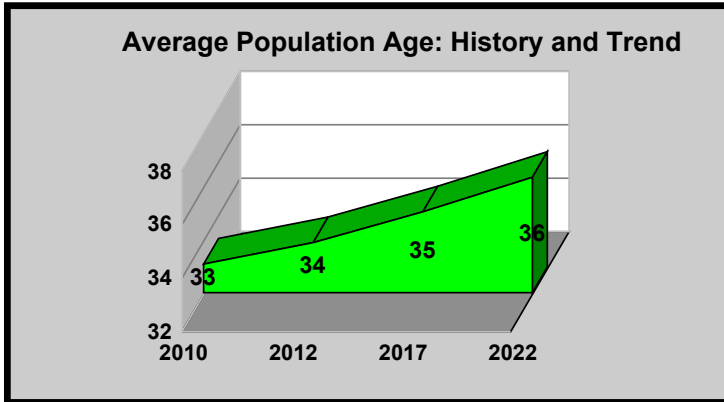

This table presents both the history and projections for family structures in the study area. Take note of the change column to discern how these family structures have changed and are projected to change in the future.

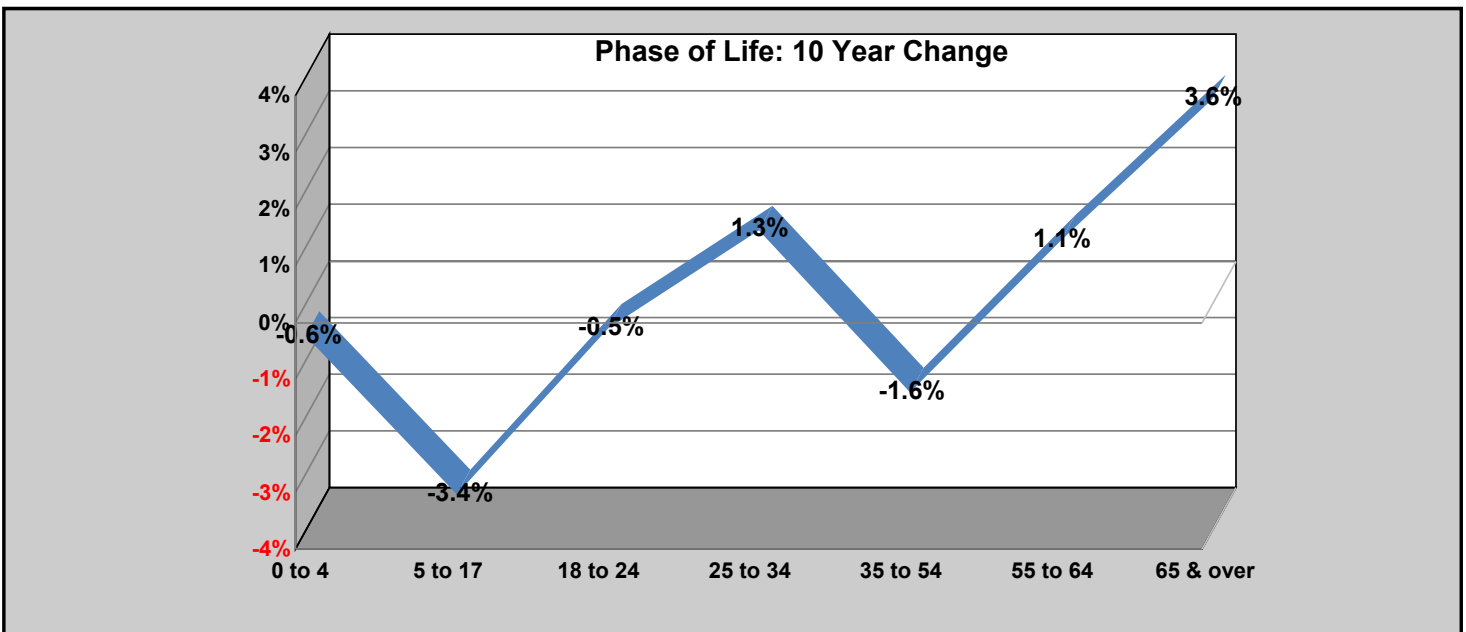| Households with Children	Actual Hhlds by Year			2010 to 2017 Change	Percent of all Hhlds by Year			2010 to 2017 % Change
	2010	2012	2017		2010%	2012%	2017%	
Family: Married-couple	77,392	74,692	79,161	1769	67.0%	70.2%	69.4%	2.5%
Family: Single Mother	25,974	22,381	24,412	-1562	22.5%	21.0%	21.4%	-1.1%
Family: Single Father	12,229	9,351	10,439	-1790	10.6%	8.8%	9.2%	-1.4%
Total:	115,595	106,424	114,012	-1,583	100.0%	100.0%	100.0%	

Age Theme

10 Year Average Age and Children 0 to 17 Trends

The age history and forecast reflects change in a community. Many are aging as a consequence of the aging Baby Boom generation and the decline in live births for many years in the late 20th and early 21st centuries.

Average Population Age: History and Trend

10 Year Projection: Children 0 to 17

Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.

Phase of Life: 10 Year Change

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

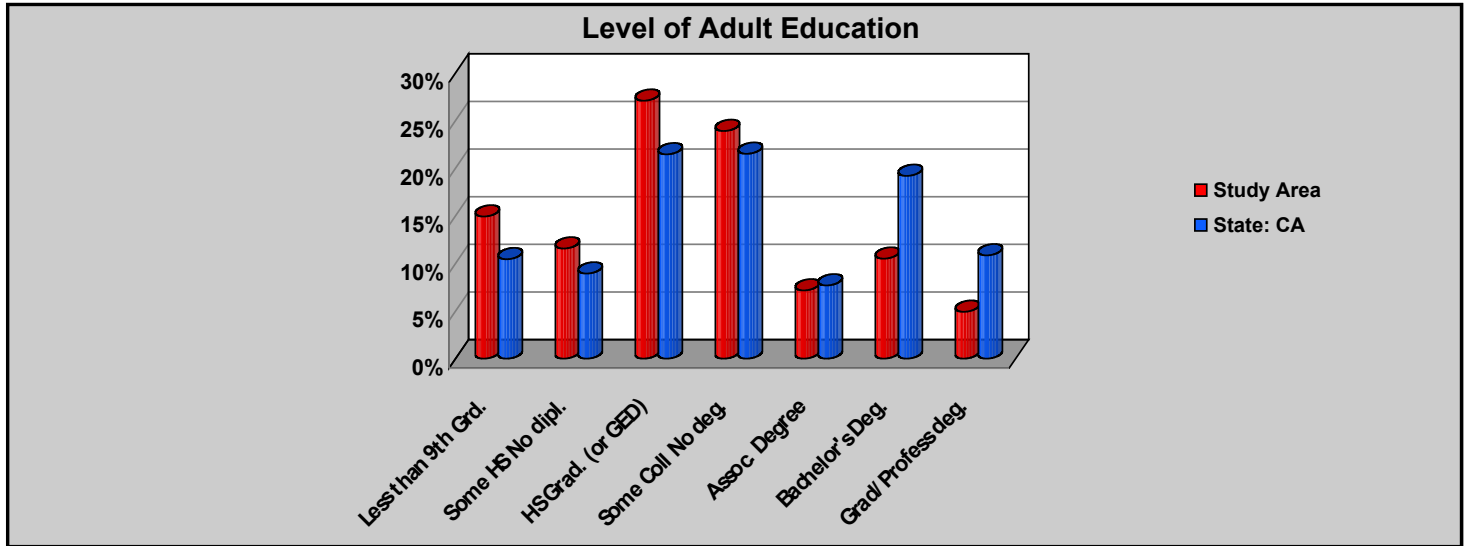| Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2012	2017	2022	2010%	2012%	2017%	2022%
Before Formal Schooling: 0 to 4	66,242	62,124	61,246	67,326	7.9%	7.3%	6.7%	6.8%
Required Formal Schooling: 5 to 17	178,780	175,794	174,690	173,271	21.4%	20.8%	19.1%	17.4%
College/Career Starts: 18 to 24	90,314	94,167	103,976	106,300	10.8%	11.1%	11.3%	10.7%
Singles & Young Families: 25 to 34	113,688	115,755	130,722	148,968	13.6%	13.7%	14.3%	15.0%
Families & Empty Nesters: 35 to 54	218,753	216,774	225,655	239,393	26.2%	25.6%	24.6%	24.1%
Enrichment Yrs Singles/Cpls: 55 to 64	81,812	87,538	103,899	114,029	9.8%	10.4%	11.3%	11.5%
Retirement Opportunities: 65 & over	86,535	93,571	116,542	145,881	10.3%	11.1%	12.7%	14.7%
Total:	**836,124**	**845,723**	**916,730**	**995,168**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

Education and Career Status Theme

The Education/Career Status theme portrays the level of education and the career types by the categories of Blue Collar and White Collar in the study area.
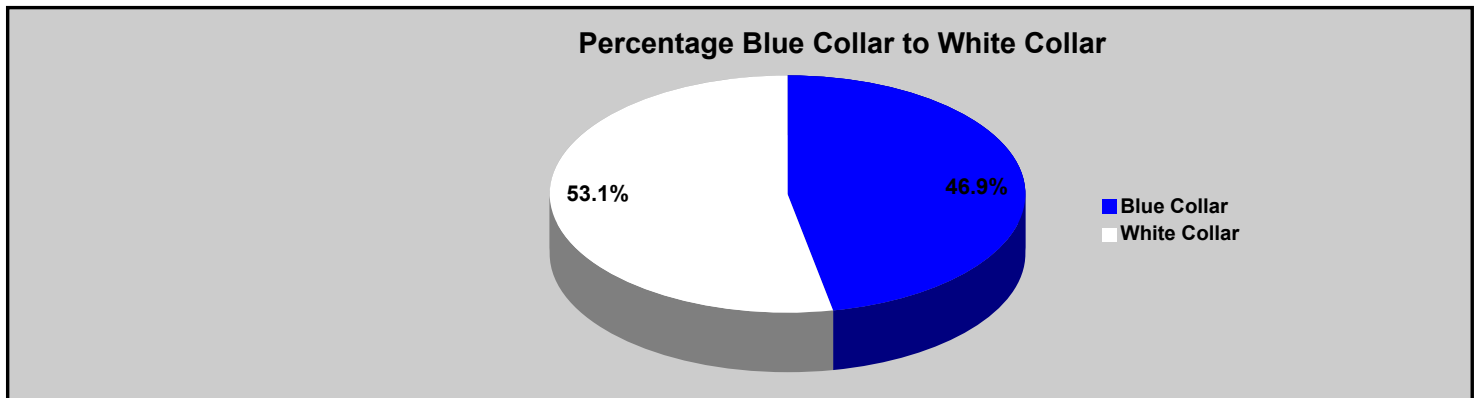
Adult Educational Attainment
The following graphs present the adult population within the study area 25 years of age and older by the level of education completed.

Adult Educational Attainment Compared to the State of CA

Level of Adult Education

Education Level of Adults 18 Years and Older	Actual Hhlds by Year		2012 to 2017	Percent of all Hhlds by Year		2012 to 2017
	2012	2017	Change	2012%	2017%	% Change
Less than 9th Grade	76,612	87,127	10515	14.9%	15.1%	0.2%
Some High School, No diploma	59,356	64,755	5399	11.6%	11.2%	-0.3%
High School Graduate (or GED)	139,051	156,124	17073	27.1%	27.1%	0.0%
Some College, No degree	122,729	136,599	13870	23.9%	23.7%	-0.2%
Associate Degree	36,761	41,814	5053	7.2%	7.2%	0.1%
Bachelor's Degree	53,888	61,410	7522	10.5%	10.6%	0.2%
Graduate or Professional school degree	25,240	28,990	3750	4.9%	5.0%	0.1%
Total:	**513,637**	**576,819**	**63,182**	**100.0%**	**100.0%**	

Career Types: Blue Collar and White Collar

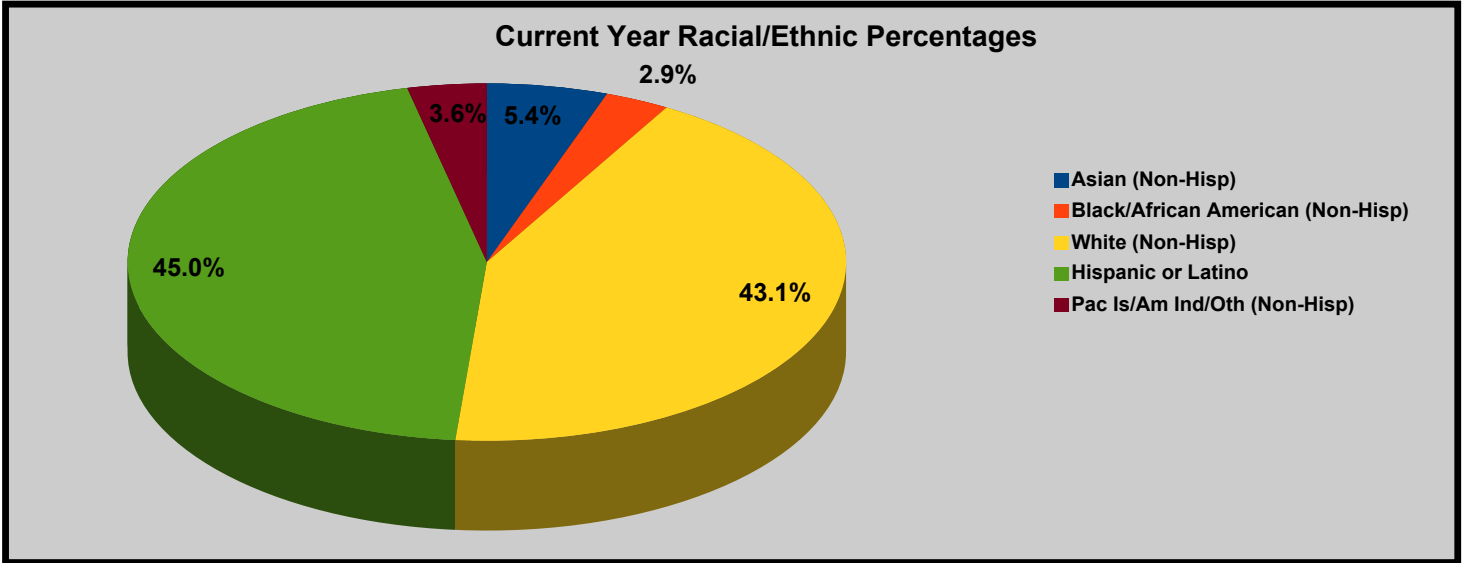**Percentage Blue Collar to White Collar**

Community Diversity Theme

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.

Study Area Racial and Ethnic Diversity

Current Year Racial/Ethnic Percentages

- Asian (Non-Hisp)
- Black/African American (Non-Hisp)
- White (Non-Hisp)
- Hispanic or Latino
- Pac Is/Am Ind/Oth (Non-Hisp)

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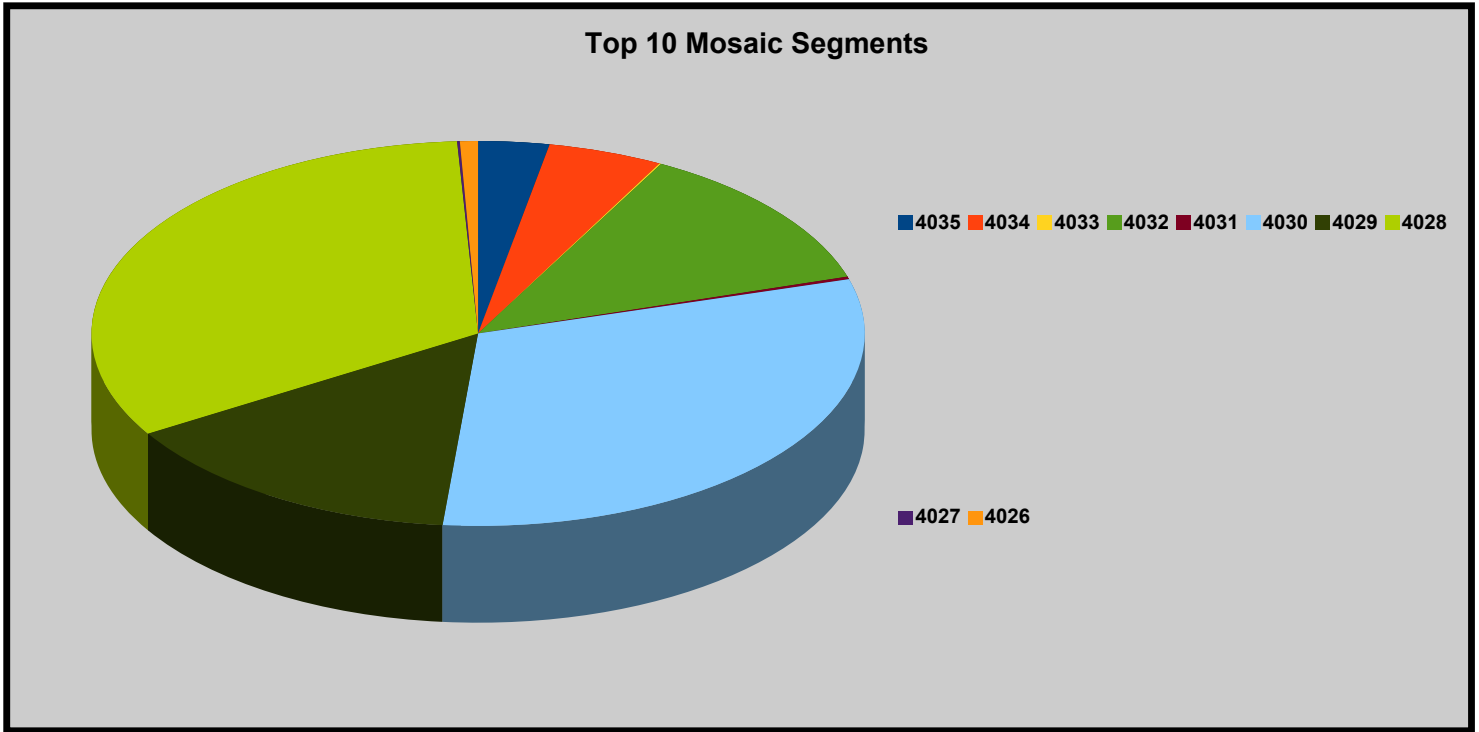
Race and Ethnic History and Trends

Racial/Ethnicity by Year	Actual Population by Year			2010 to 2017 Change	Percent of all Pop by Year			2010 to 2017 % Change
	2010	2012	2017		2010%	2012%	2017%	
Asian (Non-Hisp)	45,379	45,941	49,842	4,463	5.4%	5.4%	5.4%	0.0%
Black/African American (Non-Hisp)	24,222	24,575	26,725	2,503	2.9%	2.9%	2.9%	0.0%
White (Non-Hisp)	360,691	364,220	394,121	33,430	43.1%	43.1%	43.0%	-0.1%
Hispanic or Latino	376,042	380,876	413,373	37,331	45.0%	45.0%	45.1%	0.1%
Pac Is/Am Ind/Oth (Non-Hisp)	29,789	30,110	32,670	2,881	3.6%	3.6%	3.6%	0.0%
Total:	836,123	845,722	916,731	80,608	100.0%	100.0%	100.0%	

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.
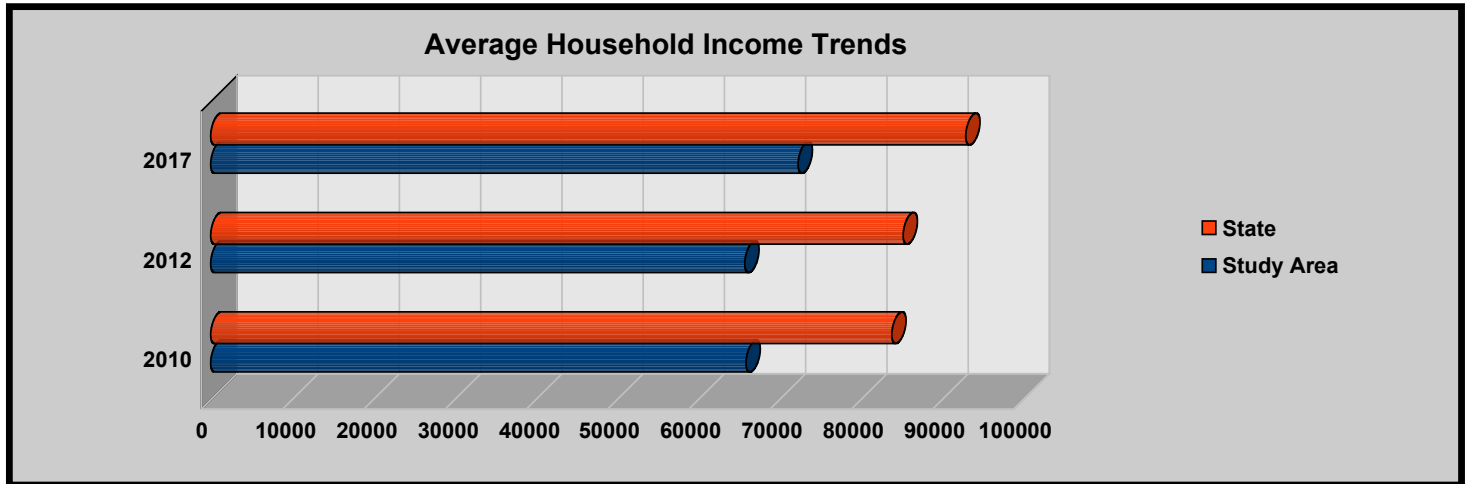
Top 10 Mosaic Segments

Legend: 4035 | 4034 | 4033 | 4032 | 4031 | 4030 | 4029 | 4028 | 4027 | 4026

Mosaic	Study Area	State	Comparative Index
4035- Hard Times	108400.0%		#VALUE!
4034 ıg Hardships	175500.0%		#VALUE!
4033 ɔul Survivors	2900.0%		#VALUE!
4032 llow Pockets	452700.0%		#VALUE!
4031 ɔr Tomorrow	8000.0%		#VALUE!
4030 are to Dream	1134100.0%		#VALUE!
4029 or Discounts	542000.0%		#VALUE!
4028 Town Elders	1200600.0%		#VALUE!
4027 l Family Free	4200.0%		#VALUE!
4026 ing Rewards	27500.0%		#VALUE!
	0	0	

Financial resources available is an indicator of community opportunity or distress. Three variables are presented in this category: 1) Household Income, 2) Family Income and 3) Poverty.
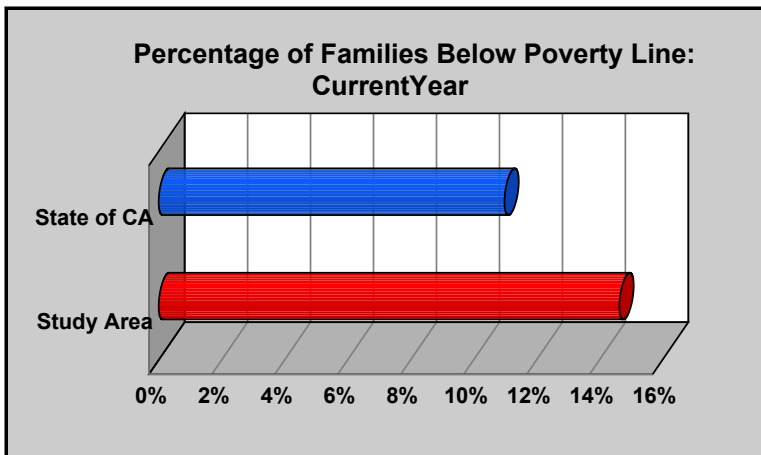
Household Income

Income Trends: Households and Families				2010 to 2017 Change
	2010	2012	2017	
Average Household Income	65,885	65,731	72,298	6,413
Median Household Income	50,565	50,558	56,227	5,662
Per Capita Income	20,649	20,618	22,728	2078
Median Family Income		56,788	56,693	56,693

Poverty

Poverty Level	Pop	Area % Pop	CA % Pop
Above poverty level	171,929	85.4%	89.0%
Below poverty level	29,473	14.6%	11.0%
	201,402	100.0%	100.0%

Religiosity Theme

The Religiosity provides insight into the level of religiosity of a study area. It is based upon the strength of each of the following five variables.

Religious Beliefs and Practices	Estimated Percent of the Study Area	Estimated Percent of the State of CA	Comparative Index*
Conservative Evangelical Christian	38	37	103
My Faith Is Really Important To Me	20.6	22	94
Enjoy Watching Religious TV Programs	16.8	18	93
Consider Myself A Spiritual Person	42.8	47	91
Important to Attend Religious Services	19.2	22	87

Supporting Information

Correlating the StoryView and DetailView Reports

The Detail View Report presents the important demographic detail behind the Demographic Indicators found on the QuickView page. It is organized around six themes.

DetailView Themes	StoryView Number	DetailView Themes	StoryView Number
1. Population, Households & Families	1 & 3	4. Community Diversity	5 & 9
2. Age	2	5. Financial Resources	6 & 7
3. Education/Career Status	4 & 8	6. Religiosity	10

Interpreting the Report

The QuickInsite 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.

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.

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.

Support

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