

FullInsite™

DECISIONINSITE 

Prepared for: Newport Mesa Unified School District
Study Area: Newport Mesa Unified School District
Base State: CA
Current Year: 2010
5 Year Projection: 2015
Date: 2/24/2011
Semi-Annual Projections: Spring
Study Area



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PEOPLE

| Population Trends | 1990 | 2000 | 2010 | 2015 |
|---|------------|------------|------------|------------|
| Study Area Population | 167,380 | 189,066 | 199,897 | 208,721 |
| Population Change | | 21,686 | 10,831 | 8,824 |
| Percent Change | | 13.0% | 5.7% | 4.4% |
| Average Annual Change | | 1.3% | 0.6% | 0.9% |
| State Population | 29,760,027 | 33,871,648 | 36,976,496 | 39,318,049 |
| Population Change | | 4,111,621 | 3,104,848 | 2,341,553 |
| Percent Change | | 13.8% | 9.2% | 6.3% |
| Average Annual Change | | 1.4% | 0.9% | 1.3% |
| Study Area as a % of Total State Pop | 0.56% | 0.56% | 0.54% | 0.53% |

Analysis:

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

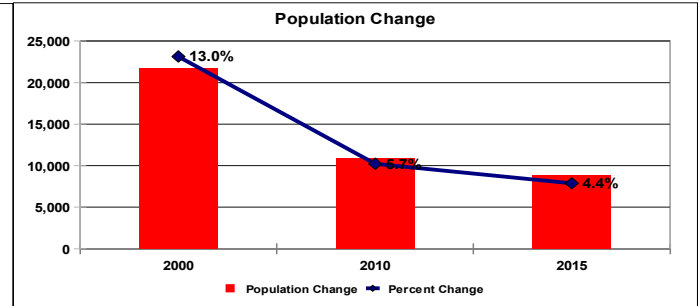
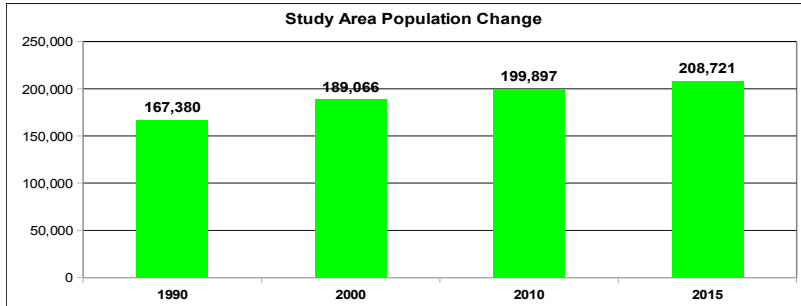
Definition Aids:

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 | 2010 | 2015 | Proj. Change |
|------------------------------|----------------|----------------|----------------|--------------|
| Female | 93,930 49.7% | 99,205 49.6% | 103,803 49.7% | 0.1% |
| Male | 95,136 50.3% | 100,692 50.4% | 104,918 50.3% | -0.1% |
| Totals: | 189,066 100.0% | 199,897 100.0% | 208,721 100.0% | |

| CA | 2010 | Comp Index |
|------------|--------|------------|
| 18,547,306 | 50.2% | 99 |
| 18,429,190 | 49.8% | 101 |
| 36,976,496 | 100.0% | |

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.

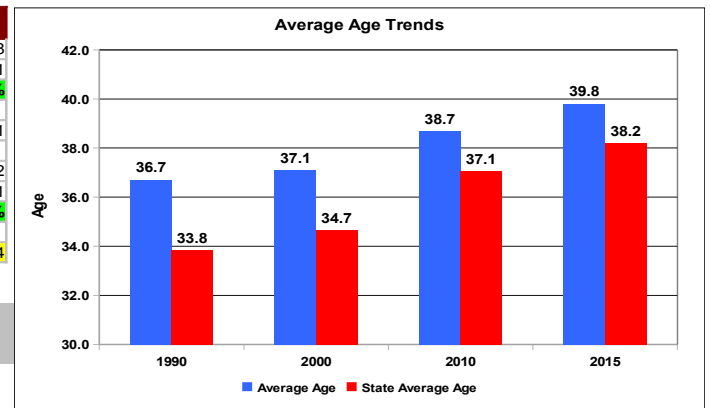
2. Comparative Index: What is a Comparative Index? This index allows the user to compare the study area to a base area. The base area used is the primary state in which the study has been done. Interpretation is simple. Assume the base area is the "average." If the index is less than 100, then the particular 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 | 2010 | 2015 |
|--------------------------------------|------|------|------|------|
| Average Age | 36.7 | 37.1 | 38.7 | 39.8 |
| Average Age Change | | 0.4 | 1.6 | 1.1 |
| Percent Change | | 1.0% | 4.3% | 2.9% |
| Median Age | | | 39 | 41 |
| State Average Age | 33.8 | 34.7 | 37.1 | 38.2 |
| Average Age Change | | 0.8 | 2.4 | 1.1 |
| Percent Change | | 2.4% | 7.0% | 3.1% |
| Average Age Comparative Index | 108 | 107 | 104 | 104 |

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.



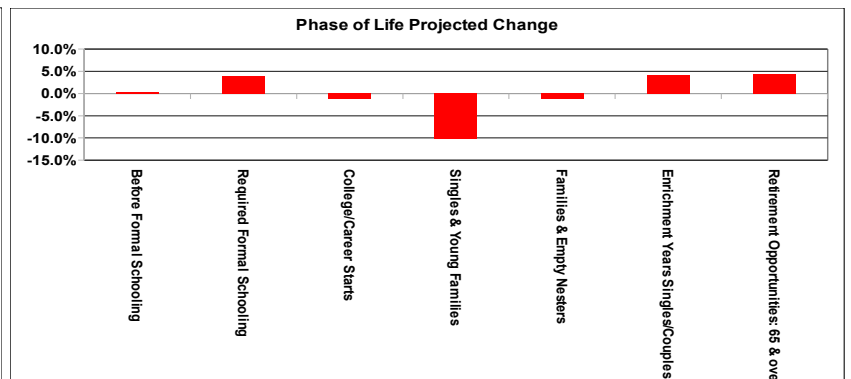
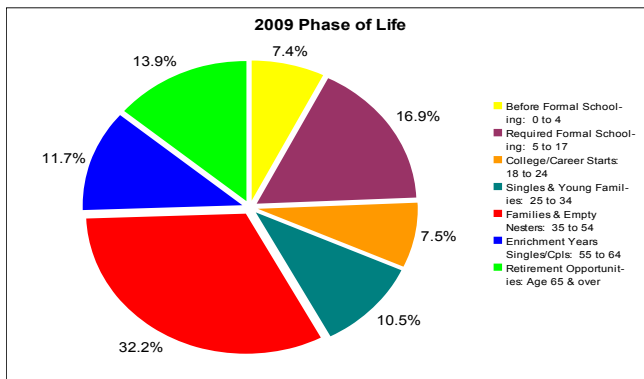
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| Phase of Life Trends | 2000 | | 2010 | | 2015 | | Proj. Change |
|---|----------------|-------------|----------------|-------------|----------------|-------------|--------------|
| Before Formal Schooling: 0 to 4 | 11,181 | 5.9% | 14,725 | 7.4% | 12,953 | 6.2% | 0.3% |
| Required Formal Schooling: 5 to 17 | 27,209 | 14.4% | 33,862 | 16.9% | 38,158 | 18.3% | 3.9% |
| College/Career Starts: 18 to 24 | 16,885 | 8.9% | 14,929 | 7.5% | 16,193 | 7.8% | -1.2% |
| Singles & Young Families: 25 to 34 | 37,250 | 19.7% | 20,947 | 10.5% | 19,740 | 9.5% | -10.2% |
| Families & Empty Nesters: 35 to 54 | 57,748 | 30.5% | 64,362 | 32.2% | 61,265 | 29.4% | -1.2% |
| Enrichment Years Singles/Cpls: 55 to 64 | 16,469 | 8.7% | 23,326 | 11.7% | 26,824 | 12.9% | 4.1% |
| Retirement Opportunities: Age 65 & over | 22,324 | 11.8% | 27,746 | 13.9% | 33,588 | 16.1% | 4.3% |
| Totals: | 189,066 | 100% | 199,897 | 100% | 208,721 | 100% | |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 2,532,860 | 6.8% | 108 |
| 6,724,333 | 18.2% | 93 |
| 3,886,592 | 10.5% | 71 |
| 4,691,160 | 12.7% | 83 |
| 10,399,910 | 28.1% | 114 |
| 4,178,320 | 11.3% | 103 |
| 4,563,321 | 12.3% | 112 |
| 36,976,496 | 100.0% | |

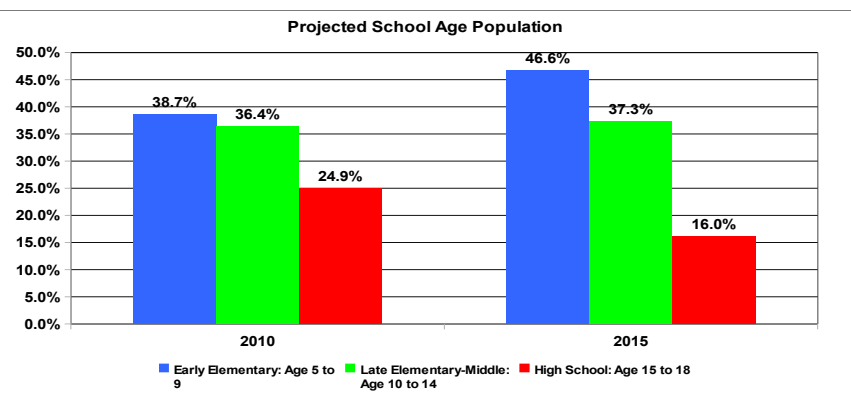
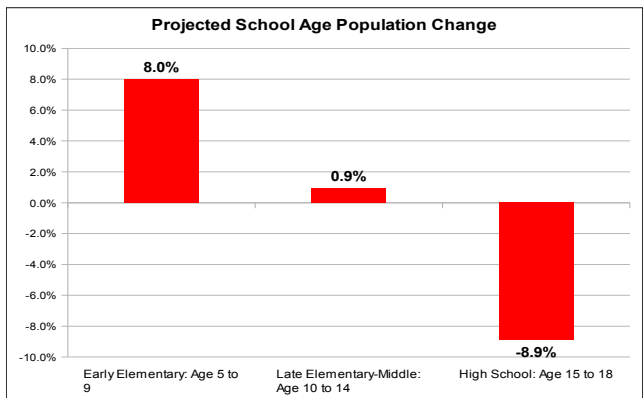
Analysis:

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 increase 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 | 2010 | | 2015 | | Proj. Change |
|--------------------------------------|---------------|---------------|---------------|---------------|--------------|
| Early Elementary: Age 5 to 9 | 14,038 | 38.7% | 15,706 | 46.6% | 8.0% |
| Late Elementary-Middle: Age 10 to 14 | 13,229 | 36.4% | 12,570 | 37.3% | 0.9% |
| High School: Age 15 to 18 | 9,049 | 24.9% | 5,393 | 16.0% | -8.9% |
| Totals: | 36,316 | 100.0% | 33,669 | 100.0% | |

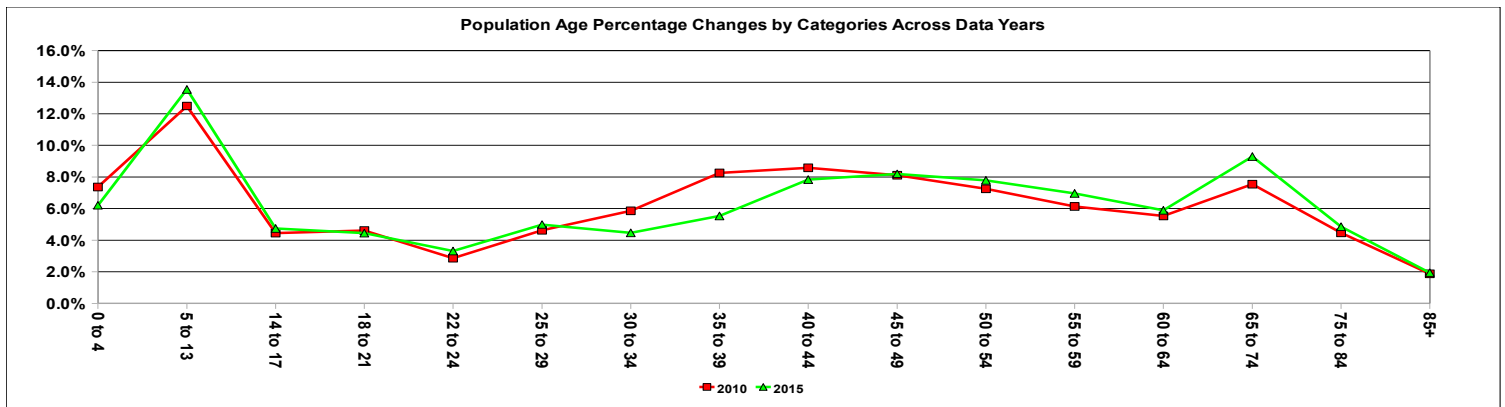
| CA | 2010 | Comp Index |
|------------------|---------------|------------|
| 2,483,198 | 33.8% | 114 |
| 2,630,630 | 35.9% | 102 |
| 2,223,939 | 30.3% | 82 |
| 7,337,767 | 100.0% | |



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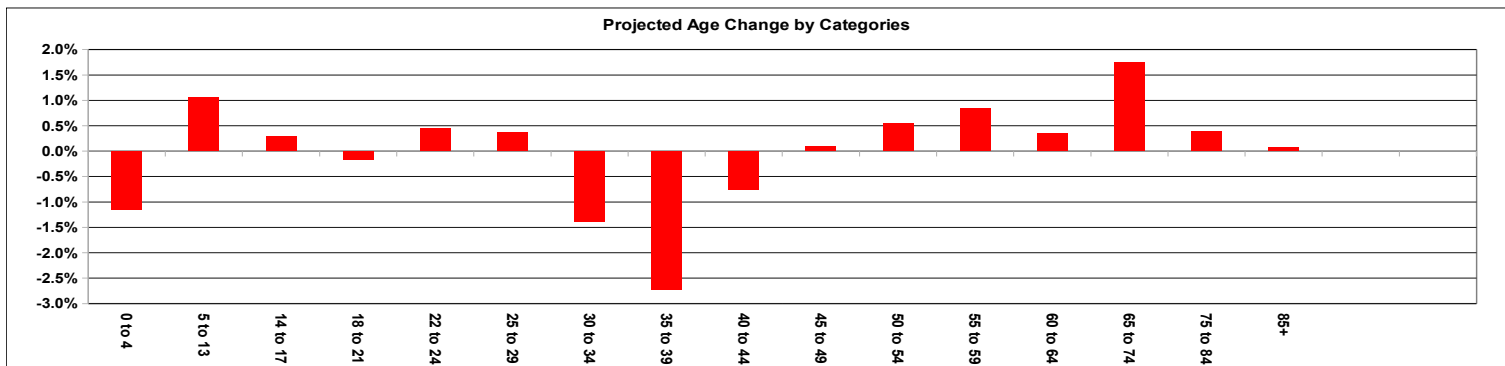
| Population Trends: By Age | 2010 | 2015 | Proj. Change |
|---------------------------|----------------|----------------|---------------|
| 0 to 4 | 14,725 | 12,953 | 6.2% |
| 5 to 13 | 24,977 | 28,277 | 13.5% |
| 14 to 17 | 8,885 | 9,881 | 4.7% |
| 18 to 21 | 9,210 | 9,282 | 4.4% |
| 22 to 24 | 5,720 | 6,910 | 3.3% |
| 25 to 29 | 9,244 | 10,416 | 5.0% |
| 30 to 34 | 11,703 | 9,324 | 4.5% |
| 35 to 39 | 16,491 | 11,544 | 5.5% |
| 40 to 44 | 17,167 | 16,346 | 7.8% |
| 45 to 49 | 16,208 | 17,113 | 8.2% |
| 50 to 54 | 14,497 | 16,262 | 7.8% |
| 55 to 59 | 12,255 | 14,535 | 7.0% |
| 60 to 64 | 11,071 | 12,289 | 5.9% |
| 65 to 74 | 15,092 | 19,399 | 9.3% |
| 75 to 84 | 8,919 | 10,130 | 4.9% |
| 85+ | 3,734 | 4,059 | 1.9% |
| Totals: | 199,898 | 208,720 | 100.0% |

| CA | 2010 | Comp Index |
|-------------------|-------------|------------|
| 2,532,860 | 6.8% | 108 |
| 4,584,820 | 12.4% | 101 |
| 2,139,513 | 5.8% | 77 |
| 2,352,438 | 6.4% | 72 |
| 1,534,154 | 4.1% | 69 |
| 2,439,452 | 6.6% | 70 |
| 2,251,708 | 6.1% | 96 |
| 2,442,748 | 6.6% | 125 |
| 2,605,974 | 7.0% | 122 |
| 2,744,178 | 7.4% | 109 |
| 2,607,010 | 7.1% | 103 |
| 2,263,087 | 6.1% | 100 |
| 1,915,233 | 5.2% | 107 |
| 2,460,015 | 6.7% | 113 |
| 1,488,530 | 4.0% | 111 |
| 614,776 | 1.7% | 112 |
| 36,976,496 | 100% | |



Definition Aids:

How do I read the graph above? This graph tells an interesting story about the study area. It shows the percentage of the total population falling in each of these census age categories by the 2000 census, the current year estimate and the five year projection. It will show how a particular age range changes as a percentage of the total population. Often one can see the aging of a study area. Younger age categories may be less with each data point beyond the 2000 census. Older categories may increase as a percentage over time.



Definition Aids:

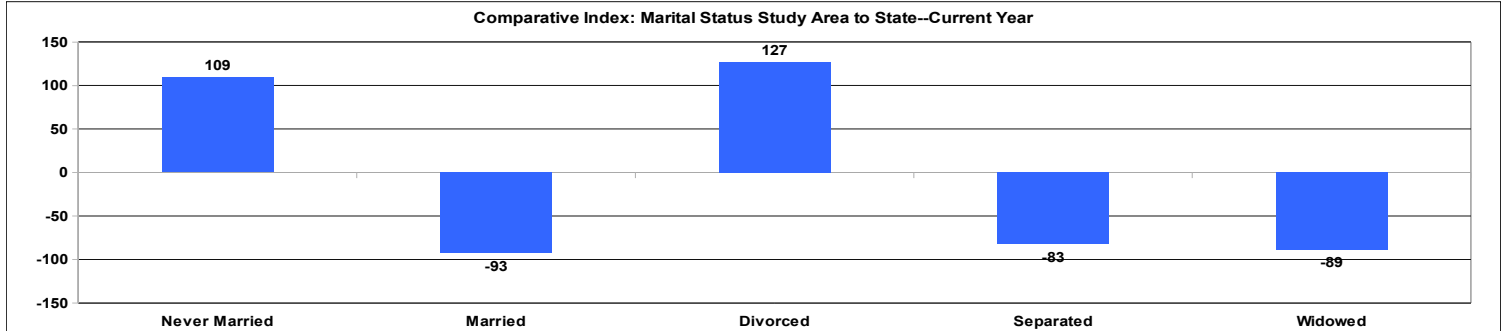
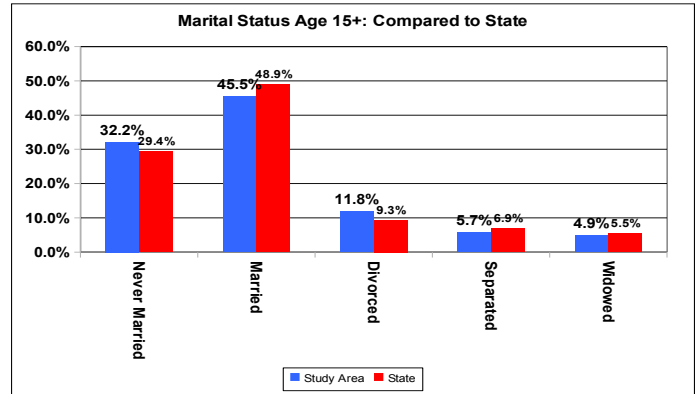
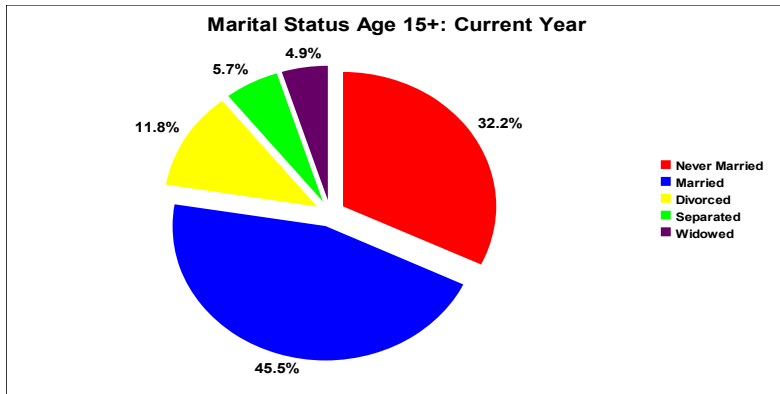
How do I read the graph above? This graph illustrates when a particular census age category is projected to increase or decrease between the 2000 census and the five year projection. Bars that rise above the mid-point are increasing as a percentage. Those dropping below are decreasing as a percentage. This graph works well with the one above it to tell the story of how the study area is aging.

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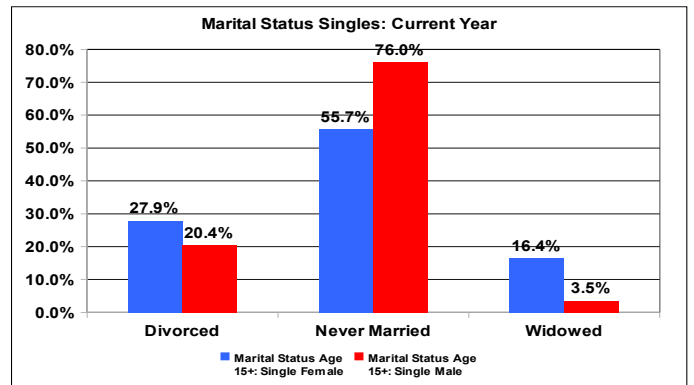
People by Marital Status

| Marital Status Age 15+ | 2000 | | 2010 | | CA | 2010 | Comp Index |
|------------------------|----------------|---------------|----------------|---------------|-------------------|---------------|------------|
| Never Married | 51,536 | 33.1% | 51,507 | 32.2% | 8,779,411 | 29.4% | 109 |
| Married | 69,059 | 44.3% | 72,830 | 45.5% | 14,599,444 | 48.9% | 93 |
| Divorced | 18,772 | 12.0% | 18,865 | 11.8% | 2,777,624 | 9.3% | 127 |
| Separated | 8,826 | 5.7% | 9,194 | 5.7% | 2,074,285 | 6.9% | 83 |
| Widowed | 7,723 | 5.0% | 7,799 | 4.9% | 1,628,052 | 5.5% | 89 |
| Totals: | 155,916 | 100.0% | 160,195 | 100.0% | 29,858,816 | 100.0% | |

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



| Marital Status Age 15+: Single Female | 2000 | | 2010 | |
|---------------------------------------|---------------|---------------|---------------|---------------|
| Divorced | 11,058 | 27.4% | 10,891 | 27.9% |
| Never Married | 22,997 | 57.1% | 21,789 | 55.7% |
| Widowed | 6,247 | 15.5% | 6,412 | 16.4% |
| Totals: | 40,302 | 100.0% | 39,092 | 100.0% |



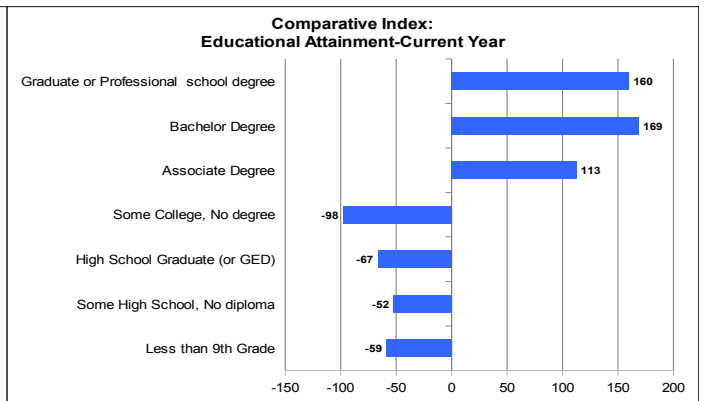
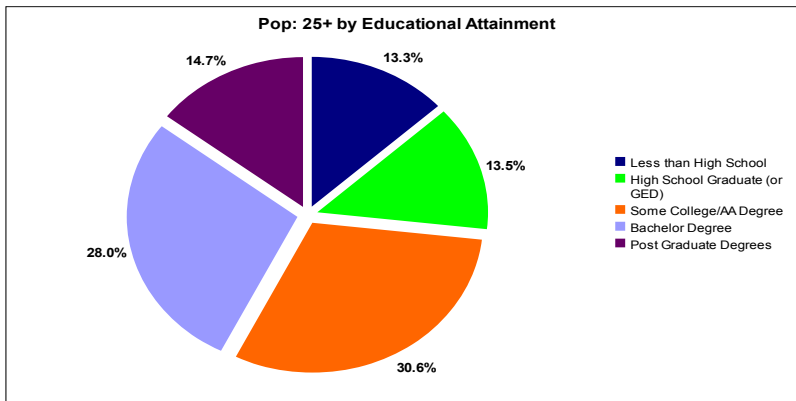
| Marital Status Age 15+: Single Male | 2000 | | 2010 | |
|-------------------------------------|---------------|---------------|---------------|---------------|
| Divorced | 7,714 | 20.4% | 7,975 | 20.4% |
| Never Married | 28,539 | 75.6% | 29,719 | 76.0% |
| Widowed | 1,476 | 3.9% | 1,386 | 3.5% |
| Totals: | 37,729 | 100.0% | 39,080 | 100.0% |

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People by Education Level

| Pop: 25+ by Educational Attainment | 2000 | | 2010 | |
|--|----------------|---------------|----------------|---------------|
| Less than 9th Grade | 8,844 | 6.6% | 9,534 | 7.0% |
| Some High School, No diploma | 8,213 | 6.1% | 8,553 | 6.3% |
| High School Graduate (or GED) | 18,148 | 13.6% | 18,466 | 13.5% |
| Some College, No degree | 30,468 | 22.8% | 30,755 | 22.6% |
| Associate Degree | 10,853 | 8.1% | 10,968 | 8.0% |
| Bachelor Degree | 37,811 | 28.3% | 38,123 | 28.0% |
| Graduate or Professional school degree | 19,453 | 14.5% | 19,982 | 14.7% |
| Totals: | 133,790 | 100.0% | 136,381 | 100.0% |

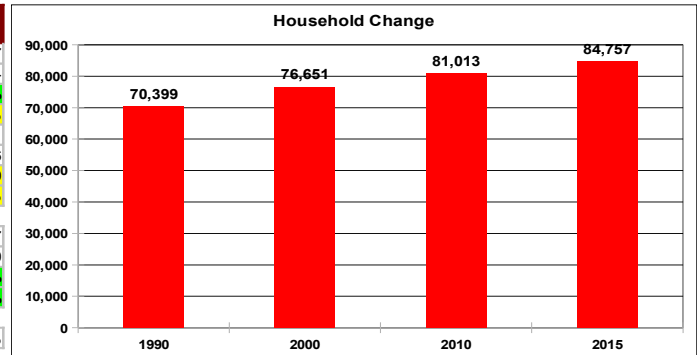
| | CA | 2010 | Comp Index |
|--|-------------------|---------------|------------|
| Analysis: | 2,842,842 | 11.9% | 59 |
| The level of education in the study area is higher than the state overall. | 2,853,514 | 12.0% | 52 |
| | 4,843,211 | 20.3% | 67 |
| | 5,473,275 | 23.0% | 98 |
| | 1,696,396 | 7.1% | 113 |
| | 3,943,523 | 16.5% | 169 |
| | 2,179,950 | 9.1% | 160 |
| Totals: | 23,832,711 | 100.0% | |



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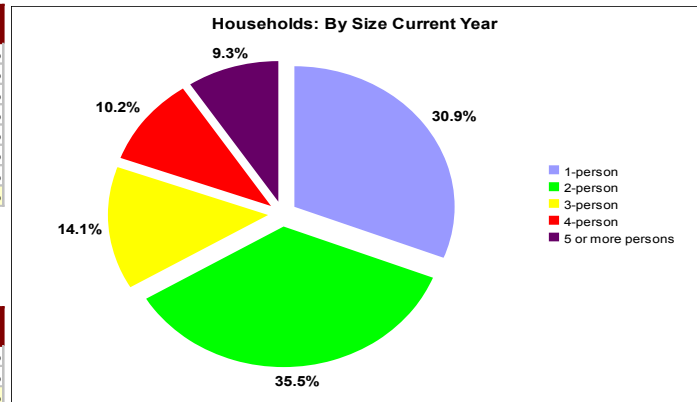
HOUSEHOLDS

| Household Trends | 1990 | 2000 | 2010 | 2015 |
|--|------------|------------|------------|------------|
| Households | 70,399 | 76,651 | 81,013 | 84,757 |
| Households Change | | 6,252 | 4,362 | 3,744 |
| Percent Change | | 9% | 6% | 5% |
| Average Annual Change | | 0.9% | 0.6% | 0.9% |
| Population / Households | 2.38 | 2.47 | 2.47 | 2.46 |
| Population / Households Change | | 0.09 | 0.00 | 0.00 |
| Percent Change | | 3.7% | 0.0% | -0.2% |
| State Households | 10,399,693 | 11,512,020 | 12,558,677 | 13,333,267 |
| Households Change | | 1,112,327 | 1,046,657 | 774,590 |
| Percent Change | | 11% | 9% | 6% |
| | | 1.1% | 0.9% | 1.2% |
| Study Area as a % of All State HH | 0.68% | 0.67% | 0.65% | 0.64% |



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 decline over five years.

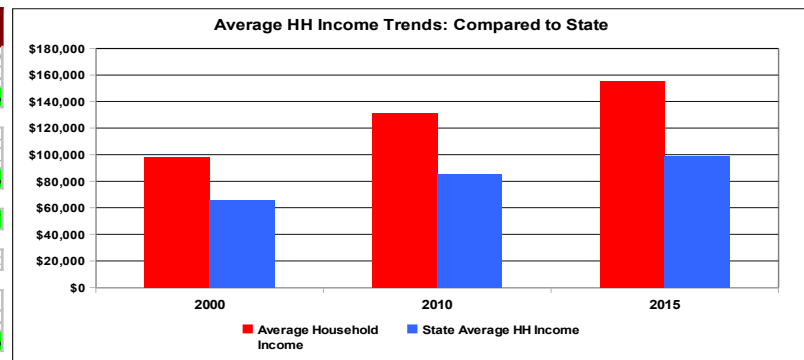
| Households: By Size | 2000 | | 2010 | |
|---------------------|---------------|---------------|---------------|---------------|
| 1-person | 23,933 | 31.2% | 25,051 | 30.9% |
| 2-person | 26,984 | 35.2% | 28,765 | 35.5% |
| 3-person | 10,781 | 14.1% | 11,444 | 14.1% |
| 4-person | 7,694 | 10.0% | 8,248 | 10.2% |
| 5-person | 3,778 | 4.9% | 3,870 | 4.8% |
| 6-person | 1,568 | 2.0% | 1,678 | 2.1% |
| 7-or-more persons | 1,913 | 2.5% | 1,956 | 2.4% |
| Totals: | 76,651 | 100.0% | 81,012 | 100.0% |



| Households: One Person by Gender | 2000 | | 2010 | |
|----------------------------------|--------------|---------------|--------------|---------------|
| Female Householder | 6,166 | 66.7% | 6,609 | 67.6% |
| Male Householder | 3,076 | 33.3% | 3,166 | 32.4% |
| Totals: | 9,242 | 100.0% | 9,775 | 100.0% |

Household Income

| Income Trends: Average | 2000 | 2010 | 2015 |
|---|------------|------------|------------|
| Average Household Income | \$97,924 | \$130,937 | \$155,330 |
| Average Household Income Change | | \$33,014 | \$24,393 |
| Percent Change | | 33.7% | 18.6% |
| State Average HH Income | \$65,628 | \$85,330 | \$98,984 |
| Average Household Income Change | | \$19,702 | \$13,654 |
| Percent Change | | 30.0% | 16.0% |
| Ave. HH Income Comparative Index | 149 | 153 | 157 |
| Median Income | | \$87,014 | \$103,792 |
| Per Capita Income | \$40,065 | \$53,717 | \$59,791 |
| Per Capita Income Change | | \$13,653 | \$6,073 |
| Percent Change | | 34.1% | 11.3% |

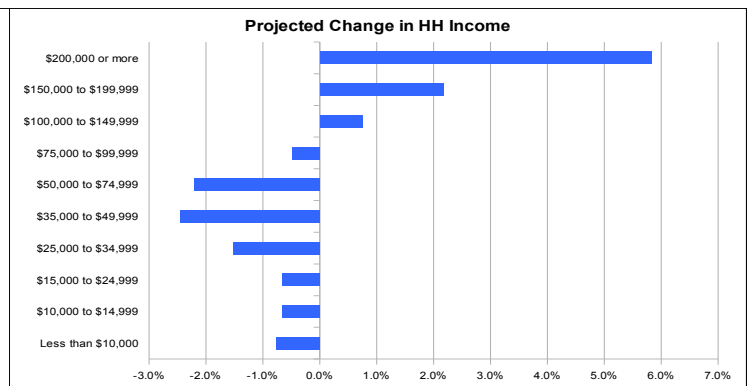
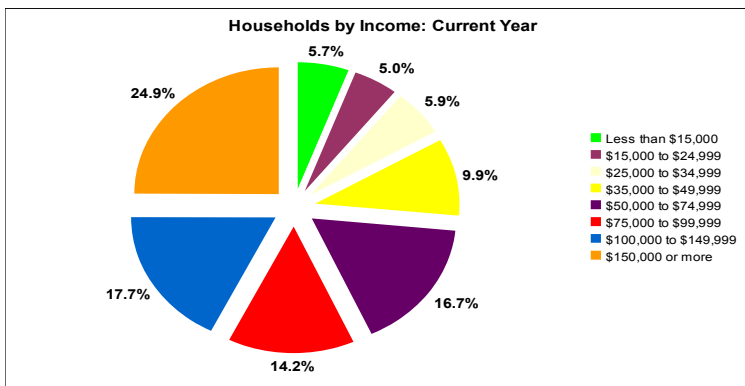


Analysis:
 The average household income is projected to grow significantly over the next five years.
 The average household income is significantly above the state average.
 The per capita income is projected to grow significantly over the next five years.

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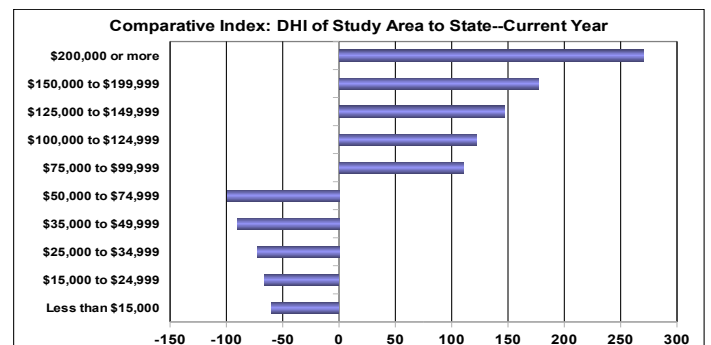
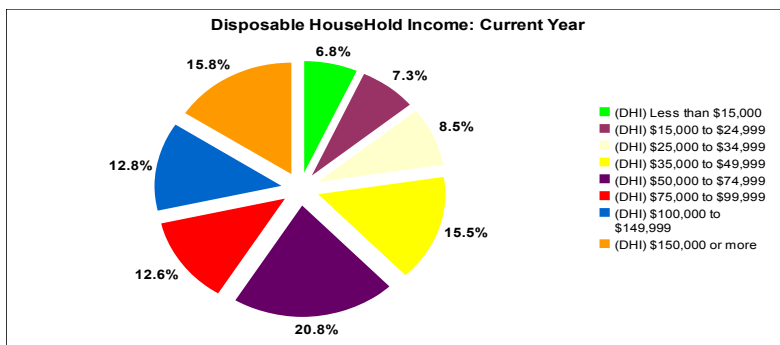
| Households: Trends by Income | 2010 | | 2015 | | Proj. Change |
|------------------------------|---------------|---------------|---------------|---------------|--------------|
| Less than \$10,000 | 2,698 | 3.3% | 2,187 | 2.6% | -0.8% |
| \$10,000 to \$14,999 | 1,932 | 2.4% | 1,466 | 1.7% | -0.7% |
| \$15,000 to \$24,999 | 4,050 | 5.0% | 3,692 | 4.3% | -0.7% |
| \$25,000 to \$34,999 | 4,798 | 5.9% | 3,750 | 4.4% | -1.5% |
| \$35,000 to \$49,999 | 8,010 | 9.9% | 6,334 | 7.4% | -2.5% |
| \$50,000 to \$74,999 | 13,499 | 16.7% | 12,315 | 14.5% | -2.2% |
| \$75,000 to \$99,999 | 11,485 | 14.2% | 11,665 | 13.7% | -0.5% |
| \$100,000 to \$149,999 | 14,334 | 17.7% | 15,715 | 18.4% | 0.8% |
| \$150,000 to \$199,999 | 7,286 | 9.0% | 9,518 | 11.2% | 2.2% |
| \$200,000 or more | 12,921 | 15.9% | 18,560 | 21.8% | 5.8% |
| Totals: | 81,013 | 100.0% | 85,202 | 100.0% | |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 718,425 | 5.7% | 58 |
| 496,019 | 3.9% | 60 |
| 1,031,596 | 8.2% | 61 |
| 1,114,881 | 8.9% | 67 |
| 1,646,419 | 13.1% | 75 |
| 2,317,679 | 18.5% | 90 |
| 1,755,310 | 14.0% | 101 |
| 1,932,608 | 15.4% | 115 |
| 755,574 | 6.0% | 149 |
| 790,166 | 6.3% | 253 |
| 12,558,677 | 100.0% | |



| Disposable Household Income | 2010 | | 2015 | |
|-----------------------------|---------------|---------------|---------------|---------------|
| Less than \$15,000 | 5,472 | 6.8% | 5,128 | 6.1% |
| \$15,000 to \$24,999 | 5,880 | 7.3% | 5,124 | 6.0% |
| \$25,000 to \$34,999 | 6,889 | 8.5% | 6,384 | 7.5% |
| \$35,000 to \$49,999 | 12,523 | 15.5% | 12,343 | 14.6% |
| \$50,000 to \$74,999 | 16,887 | 20.8% | 16,244 | 19.2% |
| \$75,000 to \$99,999 | 10,199 | 12.6% | 10,585 | 12.5% |
| \$100,000 to \$124,999 | 6,284 | 7.8% | 7,641 | 9.0% |
| \$125,000 to \$149,999 | 4,115 | 5.1% | 5,122 | 6.0% |
| \$150,000 to \$199,999 | 3,920 | 4.8% | 5,261 | 6.2% |
| \$200,000 or more | 8,844 | 10.9% | 10,924 | 12.9% |
| Totals: | 81,013 | 100.0% | 84,756 | 100.0% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 1,412,940 | 11.3% | 60 |
| 1,375,714 | 11.0% | 66 |
| 1,461,667 | 11.6% | 73 |
| 2,147,827 | 17.1% | 90 |
| 2,635,884 | 21.0% | 99 |
| 1,438,727 | 11.5% | 110 |
| 799,573 | 6.4% | 122 |
| 435,384 | 3.5% | 147 |
| 342,722 | 2.7% | 177 |
| 508,239 | 4.0% | 270 |
| 12,558,677 | 100.0% | |



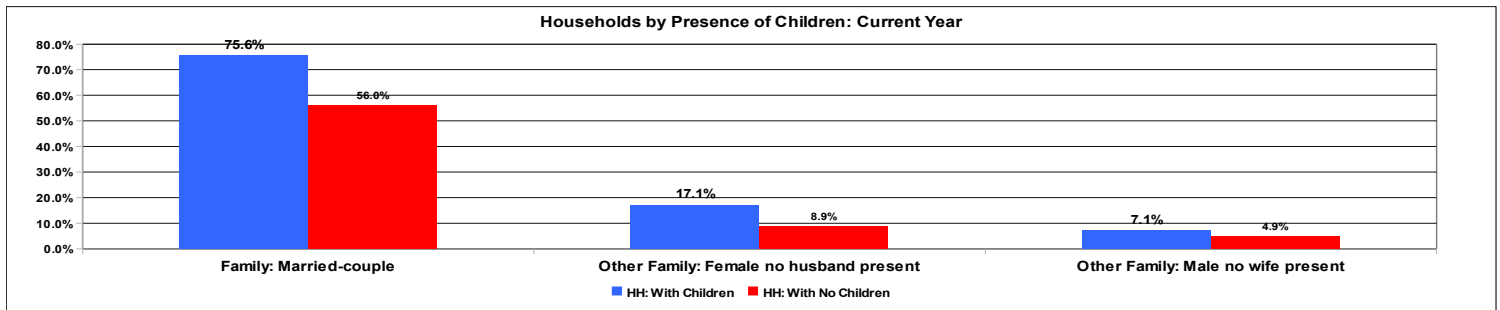
Prepared for: Newport Mesa Unified School District
 Study Area: Newport Mesa Unified School District
 Base State: CA
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 Semi-Annual Projections: Spring

Household Structures

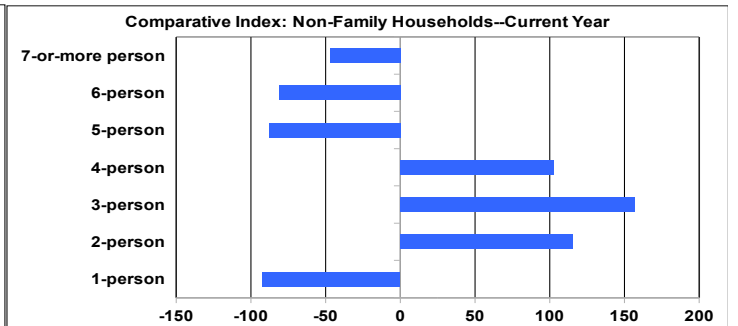
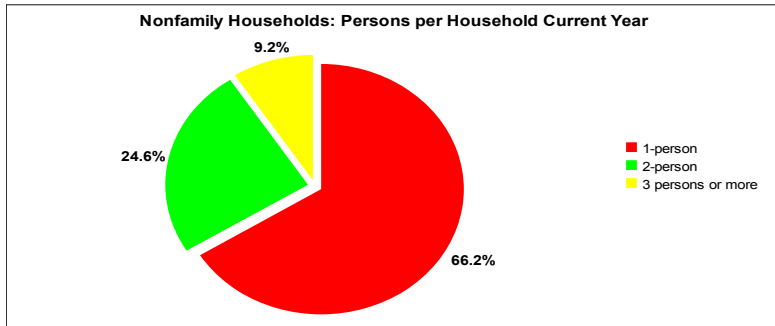
| HH: With Children | 2000 | | 2010 | | CA | 2010 | Comp Index |
|---|---------------|---------------|---------------|---------------|------------------|-------------|------------|
| Family: Married-couple | 14,890 | 73.8% | 15,110 | 75.6% | 3,330,913 | 73.0% | 103 |
| Other Family: Female no husband present | 3,610 | 17.9% | 3,422 | 17.1% | 902,932 | 19.8% | 86 |
| Other Family: Male no wife present | 1,643 | 8.1% | 1,412 | 7.1% | 319,007 | 7.0% | 101 |
| Nonfamily: Female Householder | 25 | 0.1% | 42 | 0.2% | 5,533 | 0.1% | 173 |
| Nonfamily: Male Householder | 8 | 0.0% | 2 | 0.0% | 1,555 | 0.0% | 29 |
| Totals: | 20,176 | 100.0% | 19,988 | 100.0% | 4,559,940 | 100% | |

Analysis:
 Children under 18 are as likely to be in two-parent households as in the state overall.
 Compared to the state, children under 18 are less likely to live in single-parent households.

| HH: With No Children | 2000 | | 2010 | | CA | 2010 | Comp Index |
|---|---------------|---------------|---------------|---------------|------------------|-------------|------------|
| Family: Married-couple | 18,797 | 57.8% | 20,156 | 56.0% | 3,181,249 | 62.5% | 90 |
| Other Family: Female no husband present | 2,556 | 7.9% | 3,187 | 8.9% | 657,322 | 12.9% | 69 |
| Other Family: Male no wife present | 1,433 | 4.4% | 1,754 | 4.9% | 324,704 | 6.4% | 76 |
| Nonfamily: Female Householder | 4,738 | 14.6% | 5,194 | 14.4% | 471,161 | 9.3% | 156 |
| Nonfamily: Male Householder | 5,019 | 15.4% | 5,682 | 15.8% | 456,739 | 9.0% | 176 |
| Totals: | 32,543 | 100.0% | 35,973 | 100.0% | 5,091,175 | 100% | |



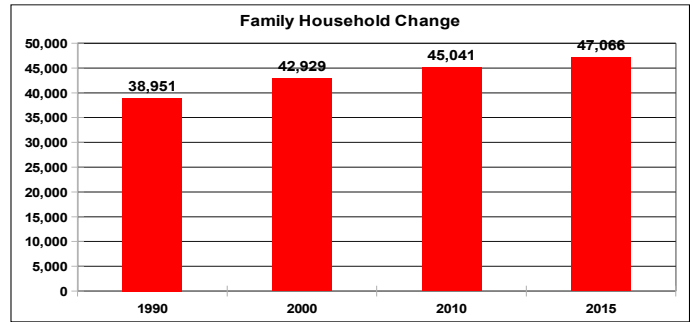
| Nonfamily Households: Persons per Household Trends | 2010 | | CA | 2010 | Comp Index |
|--|---------------|---------------|----------------|---------------|------------|
| 1-person | 7,226 | 66.2% | 670,902 | 71.8% | 92 |
| 2-person | 2,689 | 24.6% | 199,265 | 21.3% | 116 |
| 3-person | 735 | 6.7% | 40,141 | 4.3% | 157 |
| 4-person | 193 | 1.8% | 16,072 | 1.7% | 103 |
| 5-person | 49 | 0.4% | 4,770 | 0.5% | 88 |
| 6-person | 19 | 0.2% | 2,009 | 0.2% | 81 |
| 7-or-more person | 10 | 0.1% | 1,829 | 0.2% | 47 |
| Totals: | 10,921 | 100.0% | 934,988 | 100.0% | |



Prepared for: Newport Mesa Unified School District
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 Base State: CA
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 5 Year Projection: 2015
 Semi-Annual Projections: Spring

FAMILIES

| Families | 1990 | 2000 | 2010 | 2015 |
|--|-----------|-----------|-----------|-----------|
| Families | 38,951 | 42,929 | 45,041 | 47,066 |
| Families Change | | 3,978 | 2,112 | 2,025 |
| Percent Change | | 10.2% | 4.9% | 4.5% |
| Average Annual Change | | 1.0% | 0.5% | 0.9% |
| State Families | 7,139,187 | 7,985,489 | 8,716,127 | 9,266,026 |
| Families Change | | 846,302 | 730,638 | 549,899 |
| Percent Change | | 11.9% | 9.1% | 6.3% |
| Average Annual Change | | 1.2% | 0.9% | 1.3% |
| Study Area as a % of State Families | 0.55% | 0.54% | 0.52% | 0.51% |



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 | 2010 | 2015 | Proj. Change |
|------------------------------------|----------------------|----------------------|--------------|
| 2-person | 19,864 44.1% | 20,893 44.2% | 0.1% |
| 3-person | 9,679 21.5% | 10,169 21.5% | 0.0% |
| 4-person | 7,652 17.0% | 8,040 17.0% | 0.0% |
| 5-person | 3,918 8.7% | 4,110 8.7% | 0.0% |
| 6-person | 1,800 4.0% | 1,881 4.0% | 0.0% |
| 7-or-more person | 2,128 4.7% | 2,184 4.6% | -0.1% |
| Totals: | 45,041 100.0% | 47,277 100.0% | |

| CA | 2010 | Comp Index |
|------------------|-------------|------------|
| 2,944,434 | 33.8% | 131 |
| 1,899,870 | 21.8% | 99 |
| 1,811,181 | 20.8% | 82 |
| 1,024,755 | 11.8% | 74 |
| 514,554 | 5.9% | 68 |
| 521,333 | 6.0% | 79 |
| 8,716,127 | 100% | |

| Families: Household Trends by Income | 2010 | 2015 | Proj. Change |
|--------------------------------------|----------------------|----------------------|--------------|
| Less than \$10,000 | 867 1.9% | 846 1.8% | -0.1% |
| \$10,000 to \$14,999 | 449 1.0% | 318 0.7% | -0.3% |
| \$15,000 to \$24,999 | 1,990 4.4% | 1,688 3.6% | -0.8% |
| \$25,000 to \$34,999 | 2,409 5.3% | 2,142 4.5% | -0.8% |
| \$35,000 to \$49,999 | 4,460 9.9% | 3,832 8.1% | -1.8% |
| \$50,000 to \$74,999 | 6,847 15.2% | 6,575 13.9% | -1.3% |
| \$75,000 to \$99,999 | 6,007 13.3% | 5,812 12.3% | -1.0% |
| \$100,000 to \$149,999 | 8,168 18.1% | 8,876 18.8% | 0.6% |
| \$150,000 to \$199,999 | 4,246 9.4% | 5,012 10.6% | 1.2% |
| \$200,000 or more | 9,596 21.3% | 12,176 25.8% | 4.4% |
| Totals: | 45,039 100.0% | 47,277 100.0% | |

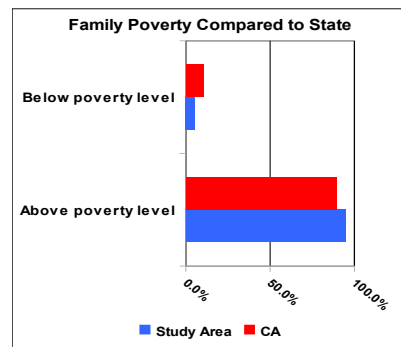
| CA | 2010 | Comp Index |
|------------------|---------------|------------|
| 392,452 | 4.5% | 43 |
| 203,524 | 2.3% | 43 |
| 691,390 | 7.9% | 56 |
| 759,615 | 8.7% | 61 |
| 1,112,541 | 12.8% | 78 |
| 1,572,894 | 18.0% | 84 |
| 1,204,883 | 13.8% | 96 |
| 1,481,410 | 17.0% | 107 |
| 589,259 | 6.8% | 139 |
| 708,159 | 8.1% | 262 |
| 8,716,127 | 100.0% | |

| Families: Poverty Summary | 2010 |
|---------------------------|----------------------|
| Above poverty level | 42,693 94.8% |
| Below poverty level | 2,348 5.2% |
| Totals: | 45,041 100.0% |

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

| CA | 2010 | Comp Index |
|------------------|---------------|------------|
| 7,806,886 | 89.6% | 106 |
| 909,241 | 10.4% | 50 |
| 8,716,127 | 100.0% | |

| Families: Poverty Detail | 2010 |
|---|----------------------|
| Above Poverty Level | |
| Married-couple: Children | 14,744 32.7% |
| Married-couple: No children | 19,430 43.1% |
| Male: No wife present: Children | 1,441 3.2% |
| Male: No wife present: No children | 1,501 3.3% |
| Female: No husband present: Children | 3,023 6.7% |
| Female: No husband present: No children | 2,554 5.7% |
| Below Poverty Level | |
| Married-couple: Children | 1,033 2.3% |
| Married-couple: No children | 292 0.6% |
| Male: No wife present: Children | 156 0.3% |
| Male: No wife present: No children | 66 0.1% |
| Female: No husband present: Children | 632 1.4% |
| Female: No husband present: No children | 170 0.4% |
| Totals: | 45,042 100.0% |



| CA | 2010 | Comp Index |
|----------------------------|---------------|------------|
| Above Poverty Level | | |
| 3,271,263 | 37.5% | 87 |
| 2,876,783 | 33.0% | 131 |
| 309,431 | 3.6% | 90 |
| 227,723 | 2.6% | 128 |
| 689,889 | 7.9% | 85 |
| 431,797 | 5.0% | 114 |
| Below Poverty Level | | |
| 342,312 | 3.9% | 58 |
| 96,249 | 1.1% | 59 |
| 75,673 | 0.9% | 40 |
| 21,171 | 0.2% | 60 |
| 330,653 | 3.8% | 37 |
| 43,183 | 0.5% | 76 |
| 8,716,127 | 100.0% | |

NOTE: Children are under 18

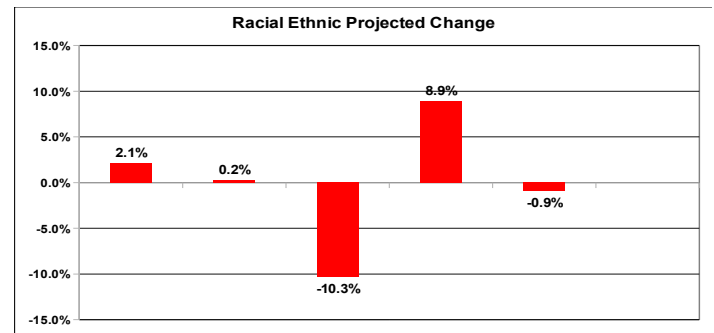
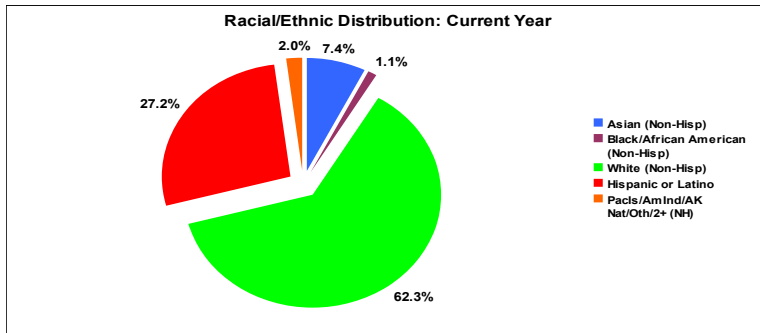
Prepared for: Newport Mesa Unified School District
 Study Area: Newport Mesa Unified School District
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 Semi-Annual Projections: Spring

DIVERSITY

| Population: Racial/Ethnic Trends | 2000 | | 2010 | | 2015 | | Proj. Change |
|-----------------------------------|----------------|---------------|----------------|---------------|----------------|---------------|--------------|
| Asian (Non-Hisp) | 11,541 | 6.1% | 14,858 | 7.4% | 17,118 | 8.2% | 2.1% |
| Black/African American (Non-Hisp) | 1,599 | 0.8% | 2,215 | 1.1% | 2,273 | 1.1% | 0.2% |
| White (Non-Hisp) | 131,562 | 69.6% | 124,514 | 62.3% | 123,683 | 59.3% | -10.3% |
| Hispanic or Latino | 38,606 | 20.4% | 54,295 | 27.2% | 61,251 | 29.3% | 8.9% |
| Pac Is/Am Ind/Oth (Non-Hisp) | 5,758 | 3.0% | 4,015 | 2.0% | 4,396 | 2.1% | -0.9% |
| Totals: | 189,066 | 100.0% | 199,897 | 100.0% | 208,721 | 100.0% | |

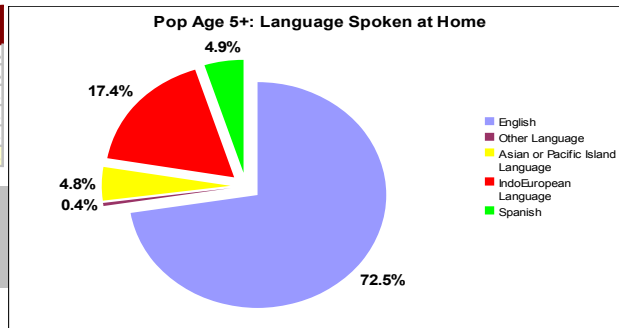
| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 4,549,578 | 12.3% | 60 |
| 2,326,721 | 6.3% | 18 |
| 14,900,594 | 40.3% | 155 |
| 14,109,518 | 38.2% | 71 |
| 1,090,085 | 2.9% | 68 |
| 36,976,496 | 100.0% | |

NOTE: (NH) means Non-Hispanic



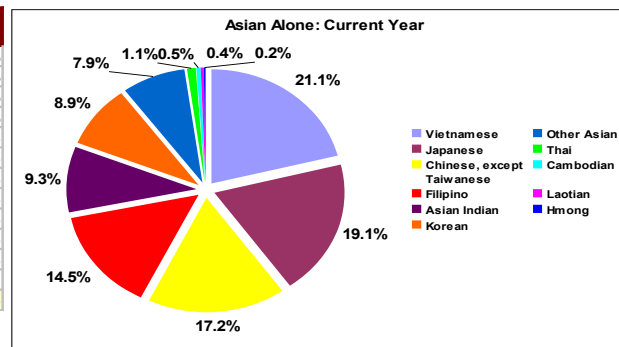
| Pop Age 5+: Language Spoken at Home | 2010 | |
|--|----------------|---------------|
| Speak Only English at Home | 134,163 | 72.5% |
| Speak Spanish at Home | 32,217 | 17.4% |
| Speak Asian or Pacific Island Language at Home | 9,072 | 4.9% |
| Speak European/Indo-European Language at Home | 8,900 | 4.8% |
| Speak Other Language at Home | 820 | 0.4% |
| Totals: | 185,172 | 100.0% |

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.



| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 20,992,762 | 60.9% | 119 |
| 8,871,830 | 25.8% | 68 |
| 2,880,813 | 8.4% | 59 |
| 1,485,174 | 4.3% | 111 |
| 213,057 | 0.6% | 72 |
| 34,443,636 | 100.0% | |

| Population: Asian Alone Current Year | 2010 | |
|--------------------------------------|---------------|---------------|
| Vietnamese | 3,130 | 21.1% |
| Japanese | 2,832 | 19.1% |
| Chinese, except Taiwanese | 2,551 | 17.2% |
| Filipino | 2,148 | 14.5% |
| Asian Indian | 1,378 | 9.3% |
| Korean | 1,316 | 8.9% |
| Other Asian | 1,178 | 7.9% |
| Thai | 161 | 1.1% |
| Cambodian | 79 | 0.5% |
| Laotian | 53 | 0.4% |
| Hmong | 33 | 0.2% |
| Totals: | 14,861 | 100.0% |

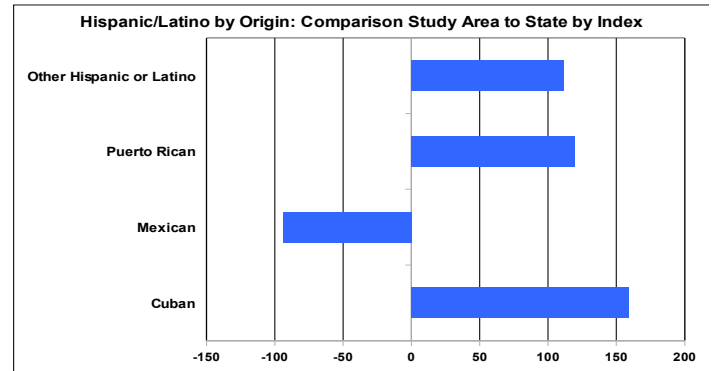
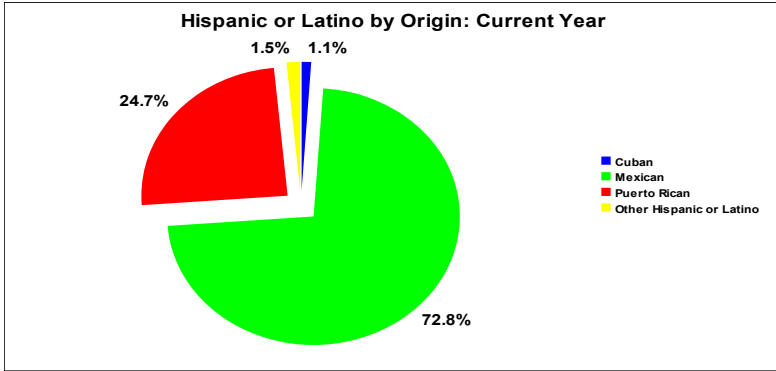


| CA | 2010 | Comp Index |
|------------------|---------------|------------|
| 552,045 | 12.1% | 174 |
| 360,127 | 7.9% | 241 |
| 1,101,411 | 24.2% | 71 |
| 1,136,470 | 25.0% | 58 |
| 410,562 | 9.0% | 103 |
| 417,166 | 9.2% | 97 |
| 294,289 | 6.5% | 123 |
| 44,129 | 1.0% | 112 |
| 84,886 | 1.9% | 28 |
| 67,876 | 1.5% | 24 |
| 80,617 | 1.8% | 13 |
| 4,549,578 | 100.0% | |

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| Population: Hispanic or Latino by Origin | 2010 | |
|--|---------------|---------------|
| Cuban | 573 | 1.1% |
| Mexican | 39,515 | 72.8% |
| Puerto Rican | 13,397 | 24.7% |
| Other Hispanic or Latino | 810 | 1.5% |
| Totals: | 54,295 | 100.0% |

| CA | 2010 | Comp Index |
|------------|-------|------------|
| 106,385 | 0.8% | 140 |
| 10,837,669 | 76.8% | 95 |
| 2,961,470 | 21.0% | 118 |
| 203,994 | 1.4% | 103 |
| 14,109,518 | 100% | |

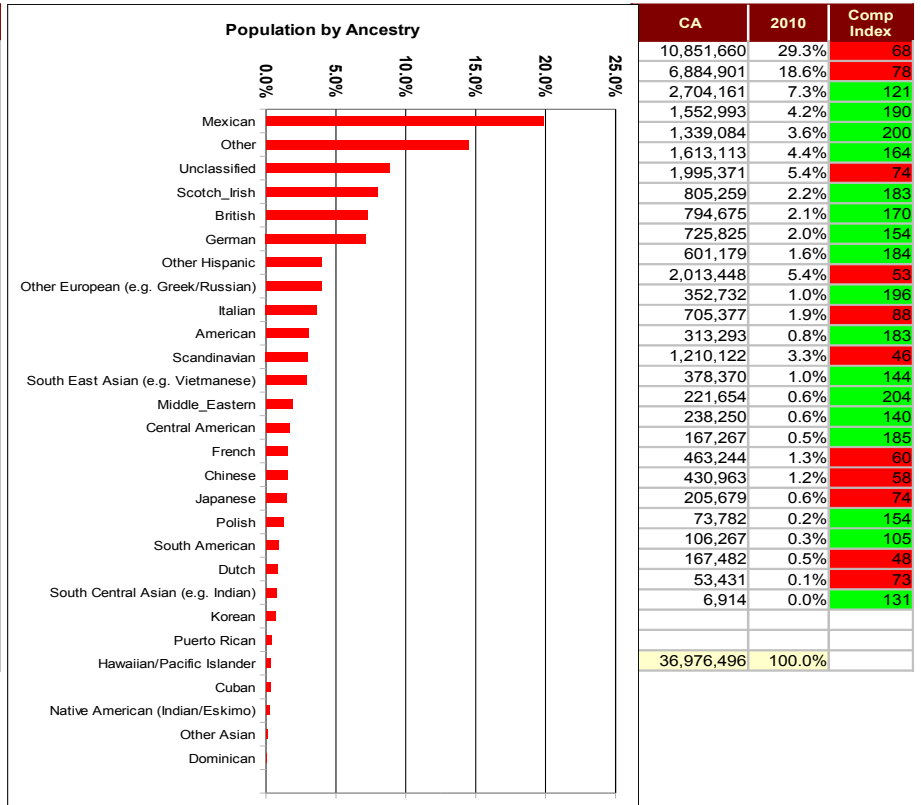


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| Population by Ancestry | 2010 | |
|-------------------------------------|---------|--------|
| Mexican | 39,688 | 19.9% |
| Other | 29,001 | 14.5% |
| Unclassified | 17,686 | 8.8% |
| Scotch_Irish | 15,972 | 8.0% |
| British | 14,501 | 7.3% |
| German | 14,298 | 7.2% |
| Other Hispanic | 7,968 | 4.0% |
| Other European (e.g. Greek/Russian) | 7,960 | 4.0% |
| Italian | 7,292 | 3.6% |
| American | 6,047 | 3.0% |
| Scandinavian | 5,983 | 3.0% |
| South East Asian (e.g. Vietmanese) | 5,819 | 2.9% |
| Middle_Eastern | 3,741 | 1.9% |
| Central American | 3,369 | 1.7% |
| French | 3,100 | 1.6% |
| Chinese | 3,026 | 1.5% |
| Japanese | 2,955 | 1.5% |
| Polish | 2,440 | 1.2% |
| South American | 1,799 | 0.9% |
| Dutch | 1,673 | 0.8% |
| South Central Asian (e.g. Indian) | 1,497 | 0.7% |
| Korean | 1,348 | 0.7% |
| Puerto Rican | 820 | 0.4% |
| Hawaiian/Pacific Islander | 615 | 0.3% |
| Cuban | 602 | 0.3% |
| Native American (Indian/Eskimo) | 433 | 0.2% |
| Other Asian | 212 | 0.1% |
| Dominican | 49 | 0.0% |
| Totals: | 199,894 | 100.0% |

Definition Aids:

All ancestry designations are self-selected by respondents to the census question. Not everyone completes this piece. This report reflects those persons who did and what selection was made.

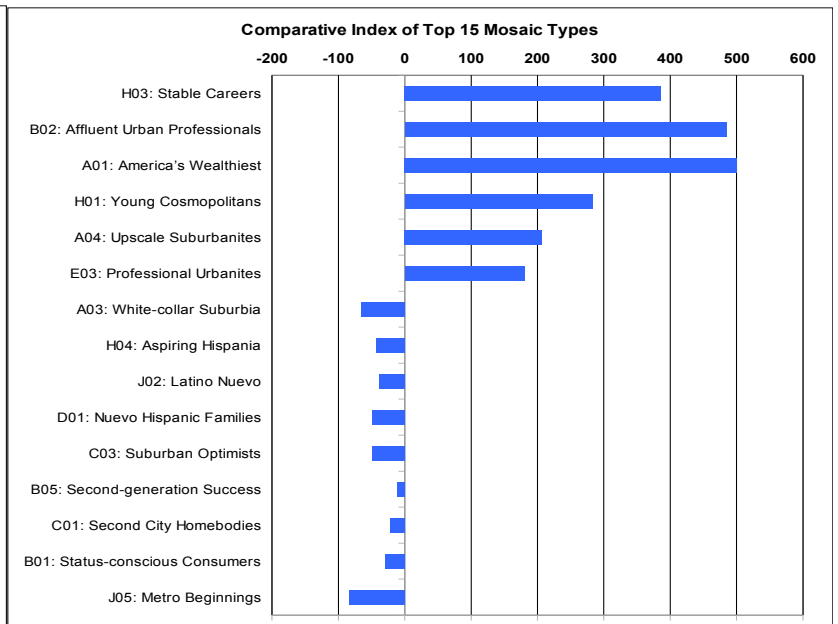
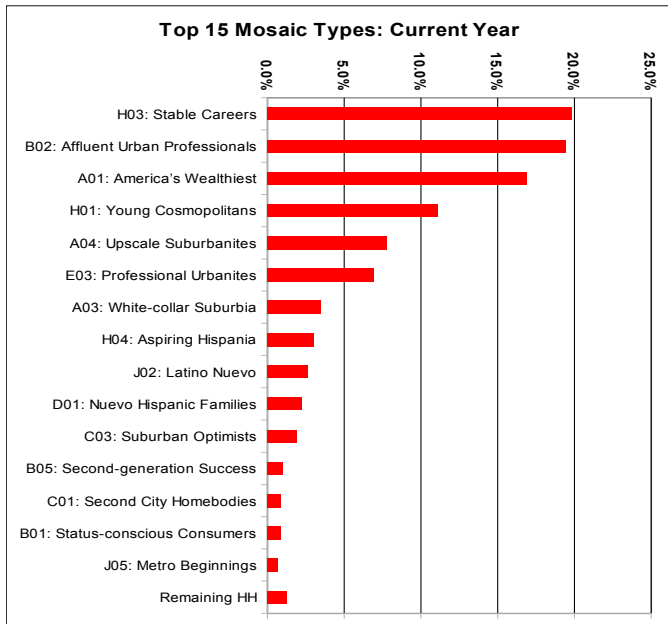


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| Top 15 Mosaic Types | 2010 | | Brief Mosaic Descriptions | CA | 2010 | Comp Index |
|-----------------------------------|---------------|-------------|---|-------------------|-------------|------------|
| H03: Stable Careers | 16,061 | 19.8% | Young, ethnically diverse singles, apartments, big-city metros. | 644,904 | 5.1% | 386 |
| B02: Affluent Urban Professionals | 15,758 | 19.5% | Affluent singles and couples, chic high-rise neighborhoods. | 504,217 | 4.0% | 484 |
| A01: America's Wealthiest | 13,677 | 16.9% | Wealthy households, secure luxurious of lifestyles | 423,267 | 3.4% | 501 |
| H01: Young Cosmopolitans | 9,006 | 11.1% | Young, single, college educated, upper-middle-class, professionals. | 494,214 | 3.9% | 282 |
| A04: Upscale Suburbanites | 6,296 | 7.8% | Pleasant affluence, middle-aged empty nesters couples/ singles | 472,868 | 3.8% | 206 |
| E03: Professional Urbanites | 5,642 | 7.0% | Upper-middle-class retirement, active empty nesters, older singles. | 485,485 | 3.9% | 180 |
| A03: White-collar Suburbia | 2,829 | 3.5% | Upscale, college educated Baby Boomers, new suburbia | 669,653 | 5.3% | 65 |
| H04: Aspiring Hispania | 2,471 | 3.1% | Young married/single Hispanics, lower-middle-classurban gateways. | 874,992 | 7.0% | 44 |
| J02: Latino Nuevo | 2,120 | 2.6% | Mostly young, un-educated, Hispanics, the barrios of border states. | 865,167 | 6.9% | 38 |
| D01: Nuevo Hispanic Families | 1,814 | 2.2% | Young, lower income Latino families, working-class, large cities. | 567,519 | 4.5% | 50 |
| C03: Suburban Optimists | 1,555 | 1.9% | Middle-class diversity, middle-aged families, older suburbs, coastal states. | 492,824 | 3.9% | 49 |
| B05: Second-generation Success | 800 | 1.0% | Upper-middle-class, largely multi-ethnic working white/blue-collar jobs. | 1,035,791 | 8.2% | 12 |
| C01: Second City Homebodies | 718 | 0.9% | Dual working, middle-aged families, cities along the East and West coasts. | 499,891 | 4.0% | 22 |
| B01: Status-conscious Consumers | 698 | 0.9% | Middle-aged Baby Boomers suburban neighborhoods commuters. | 365,176 | 2.9% | 30 |
| J05: Metro Beginnings | 556 | 0.7% | Very low income, less educated single-parent Hispanic high-rise inner-cities. | 103,398 | 0.8% | 83 |
| Remaining HH | 1,011 | 1.2% | | 4,059,314 | 32.3% | 4 |
| Totals: | 81,012 | 100% | | 12,558,680 | 100% | |

Definition Aids:

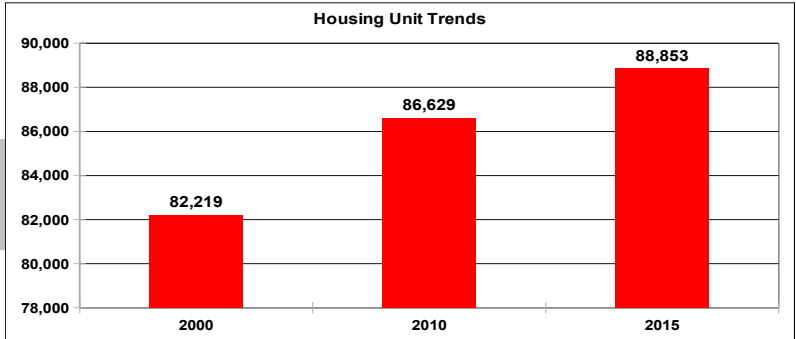
Brief Mosaic Descriptions: For the purpose of quick reference, a highly condensed description is provided. For full descriptions please see the MI Demographic Segment Guide (MOSAIC), found at <http://www.missioninsite.com/resources.shtml>.



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HOUSING

| Housing | 2000 | 2010 | 2015 |
|----------------|--------|--------|--------|
| Housing Unit | 82,219 | 86,629 | 88,853 |
| Percent Change | | 5.4% | 2.6% |



Analysis:
 Single unit attached housing is somewhat above the state average
 Single unit detached housing is somewhat below the state average
 The ratio of single detached to single attached is somewhat below the state average.

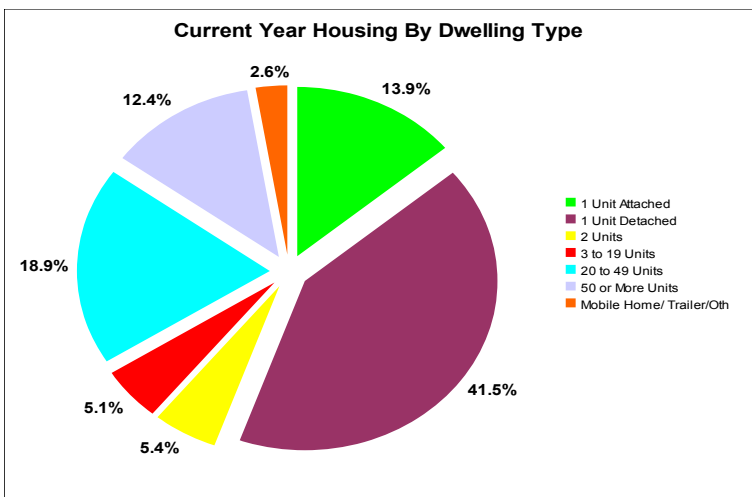
| Housing Trends: By Dwelling Type | 2010 | |
|----------------------------------|---------------|-------------|
| 1 Unit Attached | 12,079 | 13.9% |
| 1 Unit Detached | 35,976 | 41.5% |
| 2 Units | 4,707 | 5.4% |
| 3 to 19 Units | 4,434 | 5.1% |
| 20 to 49 Units | 16,397 | 18.9% |
| 50 or More Units | 10,753 | 12.4% |
| Mobile Home or Trailer | 2,143 | 2.5% |
| Other | 141 | 0.2% |
| Totals: | 86,630 | 100% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 992,095 | 7.5% | 187 |
| 7,605,325 | 57.3% | 73 |
| 340,334 | 2.6% | 212 |
| 644,364 | 4.9% | 105 |
| 2,134,619 | 16.1% | 118 |
| 909,065 | 6.8% | 181 |
| 615,911 | 4.6% | 53 |
| 39,421 | 0.3% | 55 |
| 13,281,134 | 100.0% | |

Ratio Single Detached to Single Unit Attached: 3.0

7.7 39

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.



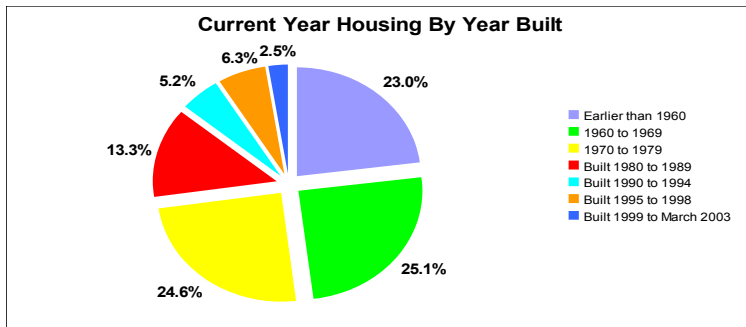
Prepared for: Newport Mesa Unified School District
Study Area: Newport Mesa Unified School District
Base State: CA

Current Year: 2010
5 Year Projection: 2015

Semi-Annual Projections: Spring

| Housing Trends: Units by Year Built | 2010 | |
|-------------------------------------|---------------|-------------|
| 1939 or Earlier | 2,361 | 2.7% |
| 1940 to 1949 | 4,234 | 4.9% |
| 1950 to 1959 | 13,312 | 15.4% |
| 1960 to 1969 | 21,735 | 25.1% |
| 1970 to 1979 | 21,343 | 24.6% |
| Built 1980 to 1989 | 11,547 | 13.3% |
| Built 1990 to 1994 | 4,507 | 5.2% |
| Built 1995 to 1998 | 5,430 | 6.3% |
| Built 1999 to March 2003 | 2,161 | 2.5% |
| Totals: | 86,630 | 100% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 1,200,287 | 9.0% | 30 |
| 973,888 | 7.3% | 67 |
| 1,964,031 | 14.8% | 104 |
| 2,138,035 | 16.1% | 156 |
| 2,663,784 | 20.1% | 123 |
| 2,341,842 | 17.6% | 76 |
| 1,012,220 | 7.6% | 68 |
| 691,962 | 5.2% | 120 |
| 295,085 | 2.2% | 112 |
| 13,281,134 | 100.0% | |

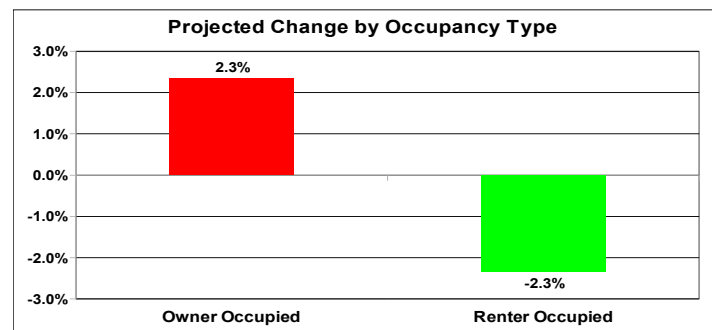
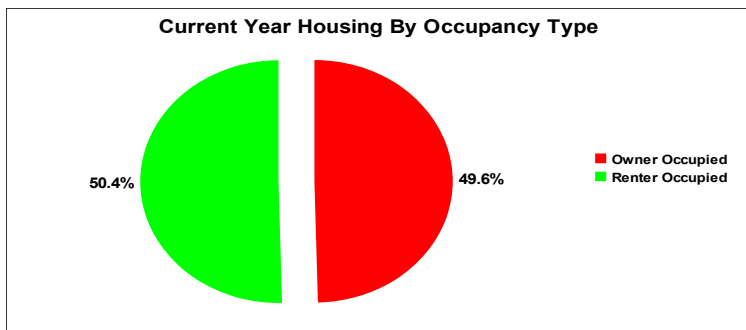


| Housing Trends: Occupied Units by Own or Rent | 2000 | | 2010 | | 2015 | | Proj. Change |
|---|---------------|-------------|---------------|-------------|---------------|-------------|--------------|
| Owner Occupied | 36,825 | 48.1% | 40,179 | 49.6% | 42,760 | 50.5% | 2.3% |
| Renter Occupied | 39,713 | 51.9% | 40,833 | 50.4% | 41,997 | 49.5% | -2.3% |
| Totals: | 76,538 | 100% | 81,012 | 100% | 84,757 | 100% | |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 7,214,122 | 57.4% | 86 |
| 5,344,555 | 42.6% | 118 |
| 12,558,677 | 100.0% | |

Analysis:

Compared to the state, housing units are less likely to be owner occupied.
Compared to the state, housing units are more likely to be Renter occupied.



| Housing Trends: Value Owner-Occupied | 2010 | |
|--------------------------------------|---------------|-------------|
| Less than \$20,000 | 292 | 0.7% |
| \$20,000 to \$39,999 | 335 | 0.8% |
| \$40,000 to \$59,999 | 341 | 0.8% |
| \$60,000 to \$79,999 | 147 | 0.4% |
| \$80,000 to \$99,999 | 122 | 0.3% |
| \$100,000 to \$149,999 | 228 | 0.6% |
| \$150,000 to \$199,999 | 205 | 0.5% |
| \$200,000 to \$299,999 | 1,419 | 3.5% |
| \$300,000 to \$399,999 | 4,224 | 10.5% |
| \$400,000 to \$499,999 | 4,797 | 11.9% |
| \$500,000 to \$749,999 | 8,095 | 20.1% |
| \$750,000 to \$999,999 | 4,693 | 11.7% |
| \$1,000,000 or more | 15,281 | 38.0% |
| Totals: | 40,179 | 100% |

| CA | 2010 | Comp Index |
|------------------|---------------|------------|
| 81,244 | 1.1% | 65 |
| 89,840 | 1.2% | 67 |
| 101,145 | 1.4% | 61 |
| 110,381 | 1.5% | 24 |
| 154,829 | 2.1% | 14 |
| 661,464 | 9.2% | 6 |
| 695,032 | 9.6% | 5 |
| 1,417,574 | 19.6% | 18 |
| 1,144,353 | 15.9% | 66 |
| 782,282 | 10.8% | 110 |
| 1,056,495 | 14.6% | 138 |
| 357,962 | 5.0% | 235 |
| 561,521 | 7.8% | 489 |
| 7,214,122 | 100.0% | |

Prepared for: Newport Mesa Unified School District
 Study Area: Newport Mesa Unified School District
 Base State: CA
 Current Year: 2010
 5 Year Projection: 2015
 Semi-Annual Projections: Spring

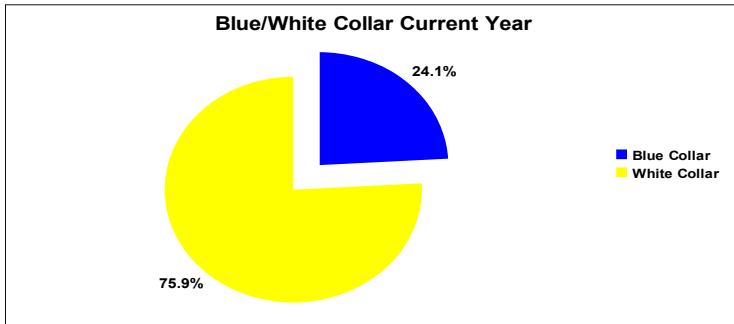
WORK

| Employed Pop 16+ Blue/White Collar | 2010 |
|------------------------------------|----------------------|
| Blue Collar | 23,656 24.1% |
| White Collar | 74,551 75.9% |
| Totals: | 98,207 100.0% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 5,219,917 | 35.2% | 69 |
| 9,626,086 | 64.8% | 117 |
| 14,846,003 | 100.0% | |

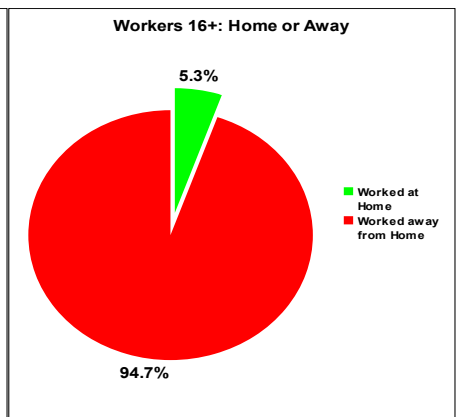
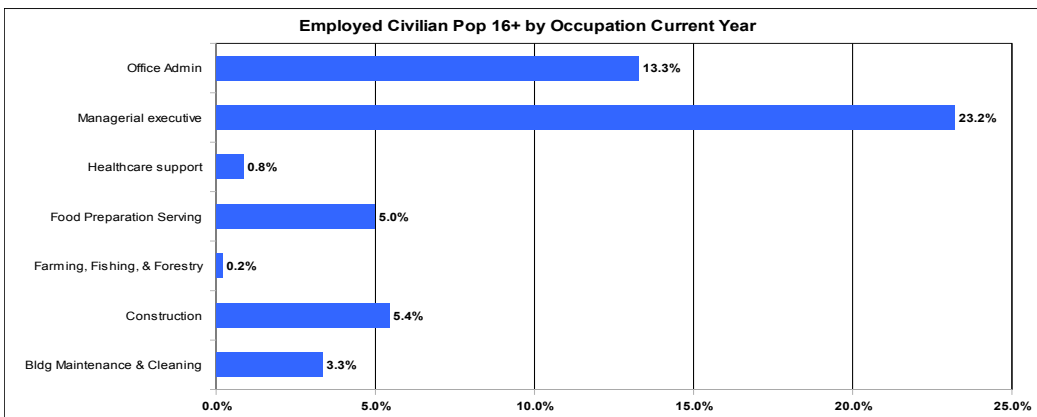
Analysis:

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



| Employed Civilian Pop 16+ by Occupation | 2010 |
|---|----------------------|
| Bldg Maintenance & Cleaning | 3,278 3.3% |
| Construction | 5,341 5.4% |
| Farming, Fishing, & Forestry | 187 0.2% |
| Food Preparation Serving | 4,882 5.0% |
| Healthcare support | 832 0.8% |
| Managerial executive | 22,788 23.2% |
| Office Admin | 13,036 13.3% |
| Personal Care | 2,516 2.6% |
| Production Transportation | 6,572 6.7% |
| Prof specialty | 21,979 22.4% |
| Protective | 878 0.9% |
| Sales | 15,916 16.2% |
| Totals: | 98,205 100.0% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 521,355 | 3.5% | 95 |
| 1,255,791 | 8.5% | 64 |
| 185,547 | 1.2% | 15 |
| 636,149 | 4.3% | 116 |
| 246,418 | 1.7% | 51 |
| 2,216,905 | 14.9% | 155 |
| 2,278,798 | 15.3% | 86 |
| 451,584 | 3.0% | 84 |
| 1,866,335 | 12.6% | 53 |
| 3,184,992 | 21.5% | 104 |
| 303,156 | 2.0% | 44 |
| 1,698,973 | 11.4% | 142 |
| 14,846,003 | 100.0% | |



| Workers 16+: Home or Away | 2010 |
|---------------------------|----------------------|
| Worked at Home | 5,253 5.3% |
| Worked away from Home | 92,954 94.7% |
| Totals: | 98,207 100.0% |

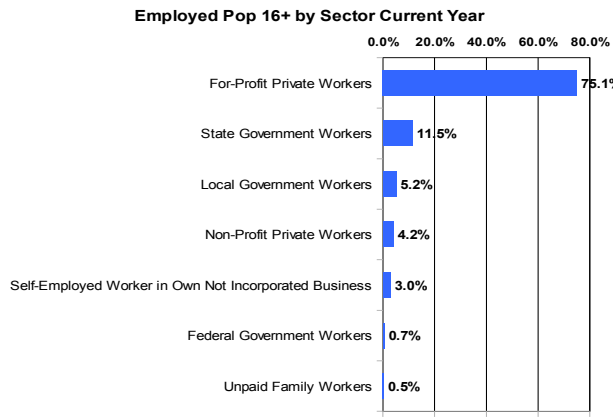
| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 583,157 | 3.9% | 136 |
| 14,262,846 | 96.1% | 99 |
| 14,846,003 | 100.0% | |

Analysis:

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

Prepared for: Newport Mesa Unified School District
 Study Area: Newport Mesa Unified School District
 Base State: CA
 Current Year: 2010
 5 Year Projection: 2015
 Semi-Annual Projections: Spring

| Employed Pop 16+ by Sector | 2010 | |
|--|---------------|---------------|
| For-Profit Private Workers | 73,715 | 75.1% |
| State Government Workers | 11,267 | 11.5% |
| Local Government Workers | 5,077 | 5.2% |
| Non-Profit Private Workers | 4,099 | 4.2% |
| Self-Employed Worker in Own Not Incorporated | 2,923 | 3.0% |
| Federal Government Workers | 647 | 0.7% |
| Unpaid Family Workers | 479 | 0.5% |
| Totals: | 98,207 | 100.0% |



| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 10,452,446 | 70.4% | 107 |
| 1,271,488 | 8.6% | 134 |
| 1,252,577 | 8.4% | 61 |
| 842,242 | 5.7% | 74 |
| 615,888 | 4.1% | 72 |
| 353,535 | 2.4% | 28 |
| 57,827 | 0.4% | 125 |
| 14,846,003 | 100.0% | |

| Population: 16+ by Employment Status | 2010 | |
|--------------------------------------|----------------|---------------|
| In labor force: Civilian: Employed | 98,207 | 63.1% |
| Not in labor force | 50,185 | 32.2% |
| In labor force: Civilian: Unemployed | 7,301 | 4.7% |
| In labor force: In Armed Forces | 39 | 0.0% |
| Totals: | 155,732 | 100.0% |

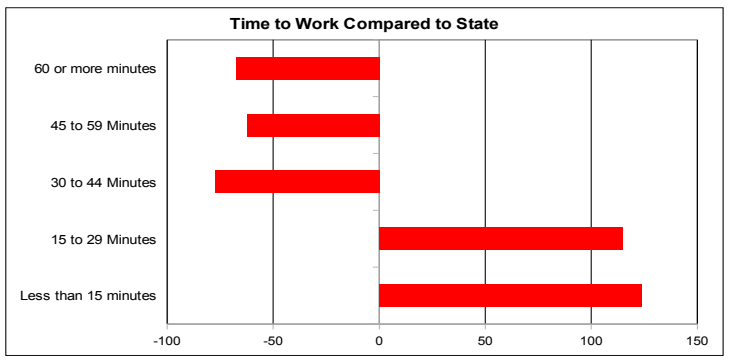
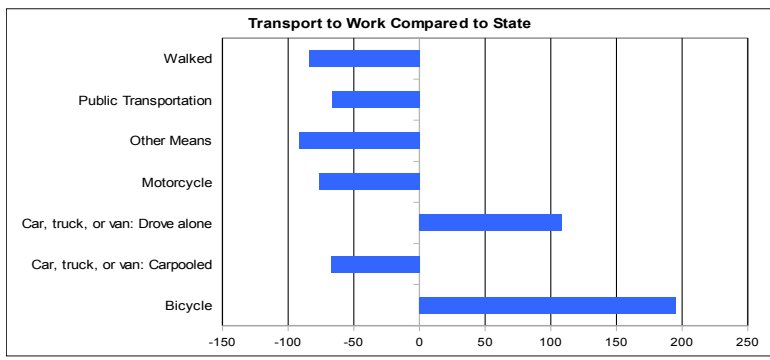
| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 14,846,003 | 51.6% | 122 |
| 10,860,470 | 37.7% | 85 |
| 2,976,886 | 10.3% | 45 |
| 110,448 | 0.4% | 7 |
| 28,793,807 | 100.0% | |

| Workers 16+: Travel Time to Work | 2010 | |
|----------------------------------|---------------|---------------|
| Less than 15 minutes | 28,658 | 30.8% |
| 15 to 29 Minutes | 37,789 | 40.7% |
| 30 to 44 Minutes | 15,051 | 16.2% |
| 45 to 59 Minutes | 4,846 | 5.2% |
| 60 or more minutes | 6,611 | 7.1% |
| Totals: | 92,955 | 100.0% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 3,548,328 | 24.9% | 124 |
| 5,034,169 | 35.3% | 115 |
| 2,982,966 | 20.9% | 77 |
| 1,195,076 | 8.4% | 62 |
| 1,502,307 | 10.5% | 68 |
| 14,262,846 | 100.0% | |

| Workers 16+: Transport to Work | 2010 | |
|---------------------------------|---------------|---------------|
| Bicycle | 1,448 | 1.6% |
| Car, truck, or van: Carpooled | 9,418 | 10.1% |
| Car, truck, or van: Drove alone | 76,156 | 81.9% |
| Motorcycle | 189 | 0.2% |
| Other Means | 679 | 0.7% |
| Public Transportation | 3,042 | 3.3% |
| Walked | 2,023 | 2.2% |
| Totals: | 92,955 | 100.0% |

| CA | 2010 | Comp Index |
|-------------------|---------------|------------|
| 113,555 | 0.8% | 196 |
| 2,141,920 | 15.0% | 67 |
| 10,788,216 | 75.6% | 108 |
| 37,727 | 0.3% | 77 |
| 113,861 | 0.8% | 92 |
| 697,358 | 4.9% | 67 |
| 370,209 | 2.6% | 84 |
| 14,262,846 | 100.0% | |



Prepared for: Newport Mesa Unified School District
Study Area: Newport Mesa Unified School District
Base State: CA
Current Year: 2010
5 Year Projection: 2015
Semi-Annual Projections: Spring

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 DecisionInsight page. Go to <http://www.decisioninsight.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.