

**Prepared for: Newport Mesa Unified School District**

Study Area: Study District  
Base State CA  
Current Year 2008  
5 Year Projection 2013  
12/27/2008

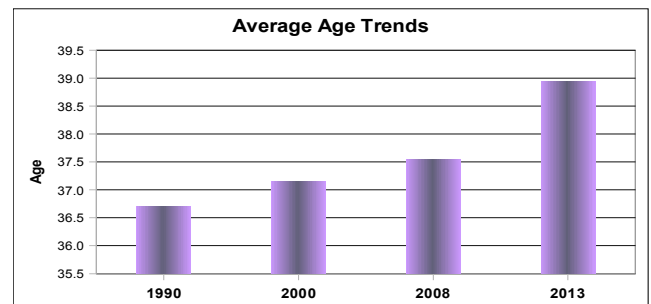
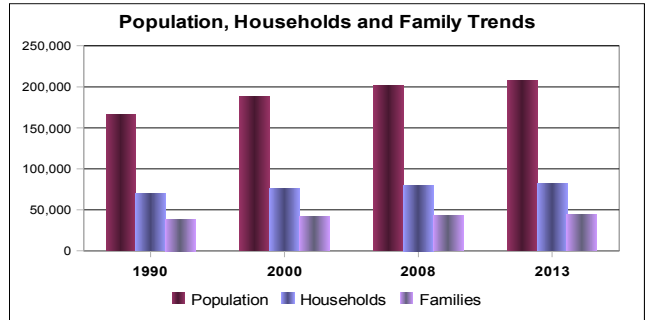
**Study Area**



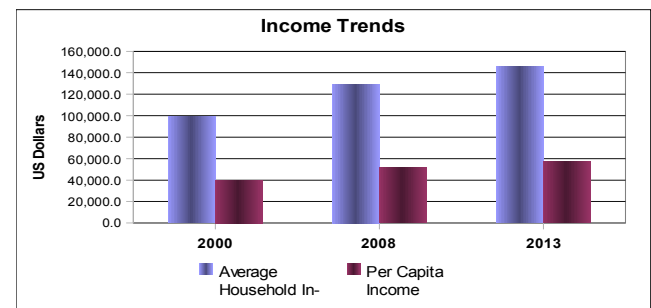
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Population/Households/Families	1990	2000	2008	2013
<b>Population</b>	166,598	187,757	201,465	207,451
Population Change		21,159	13,708	5,986
Percent Change		12.7%	7.3%	3.0%
Average Annual Change		1.3%	0.9%	0.6%
<b>Households</b>	69,832	76,041	80,226	81,763
Households Change		6,209	4,185	1,537
Percent Change		8.9%	5.5%	1.9%
Average Annual Change		0.9%	0.7%	0.4%
<b>Population / Households</b>	2.4	2.5	2.5	2.5
Population / Households Change		0.08	0.04	0.03
Percent Change		3.50%	1.70%	1.04%
<b>Families</b>	38,781	42,073	43,530	43,953
Families Change		3,292	1,457	423
Percent Change		8.5%	3.5%	1.0%
Average Annual Change		0.8%	0.4%	0.2%

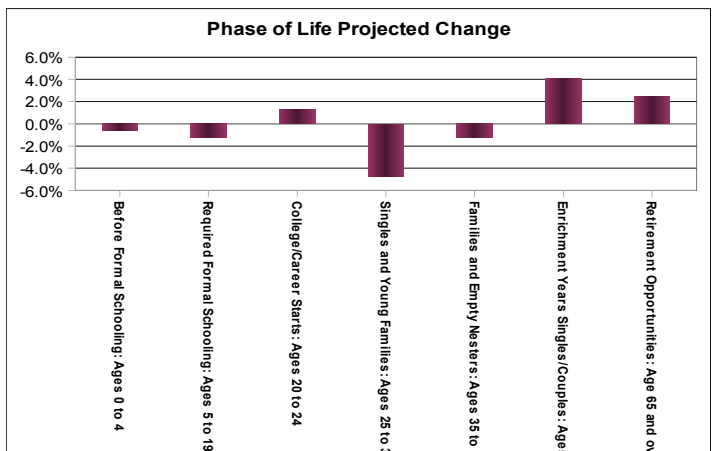
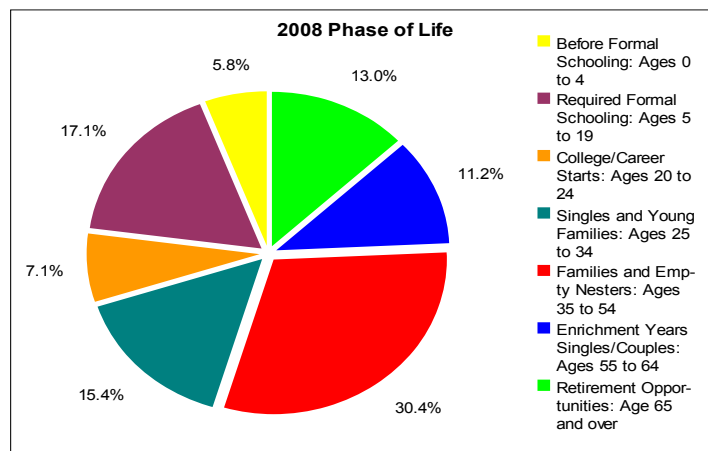


Age	1990	2000	2008	2013
<b>Average Age</b>	36.7	37.1	37.5	38.9
Average Age Change		0.45	0.39	1.39
Percent Change		1.2%	1.1%	3.7%



Income	2000	2008	2013
<b>Average Household Income</b>	98,922.1	129,280.0	146,005.8
Average Household Income Change		30,357.90	16,725.81
Percent Change		30.7%	12.9%
<b>Per Capita Income</b>	40,063.2	51,481.0	57,545.5
Per Capita Income Change		11,417.84	6,064.52
Percent Change		28.5%	11.8%

Phase of Life	2000	2008	2013	Projected Change	CA	2008			
Before Formal Schooling: Ages 0 to 4	11,280	6.0%	11,677	5.8%	11,204	5.4%	-0.6%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	33,417	17.8%	34,380	17.1%	34,330	16.5%	-1.2%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	10,887	5.8%	14,345	7.1%	14,723	7.1%	1.3%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	36,768	19.6%	30,985	15.4%	30,747	14.8%	-4.8%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	56,910	30.3%	61,224	30.4%	60,259	29.0%	-1.3%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	16,327	8.7%	22,605	11.2%	26,502	12.8%	4.1%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	22,169	11.8%	26,250	13.0%	29,686	14.3%	2.5%	4,150,782	11.1%
<b>Totals:</b>	<b>187,758</b>	<b>100%</b>	<b>201,466</b>	<b>100%</b>	<b>207,451</b>	<b>100%</b>		<b>37,274,313</b>	<b>100.0%</b>

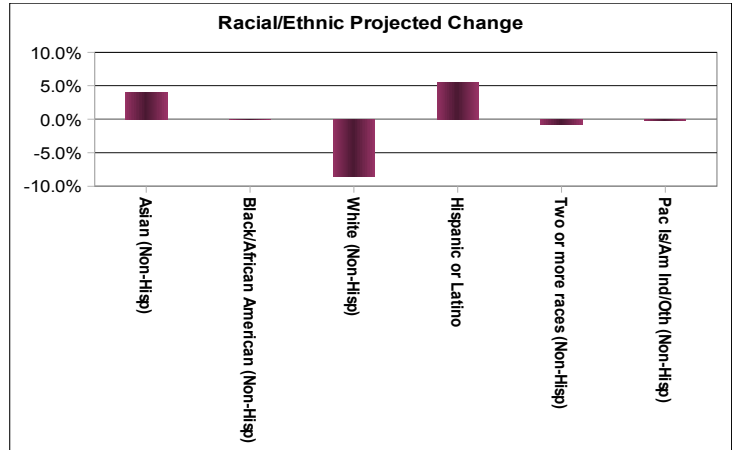
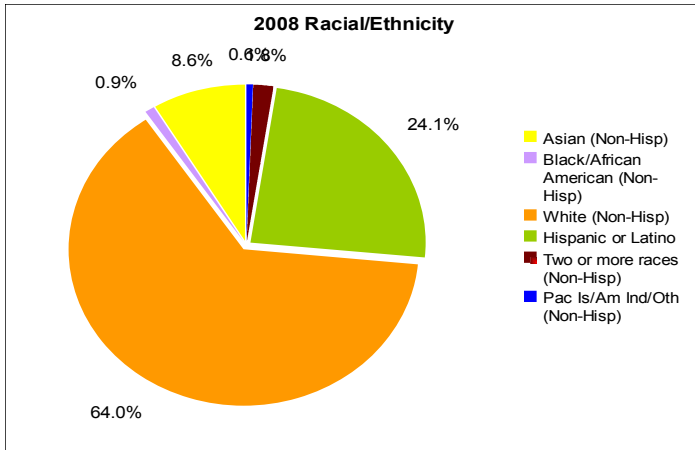


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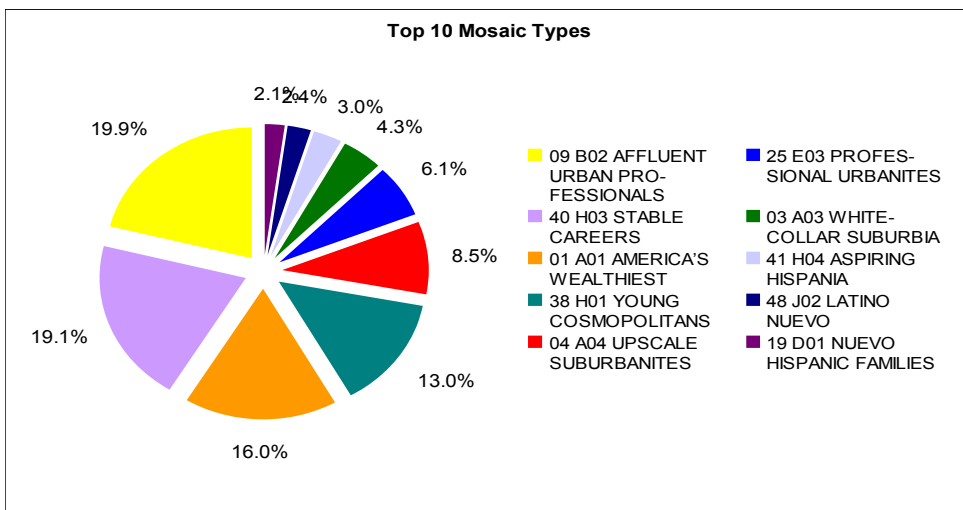
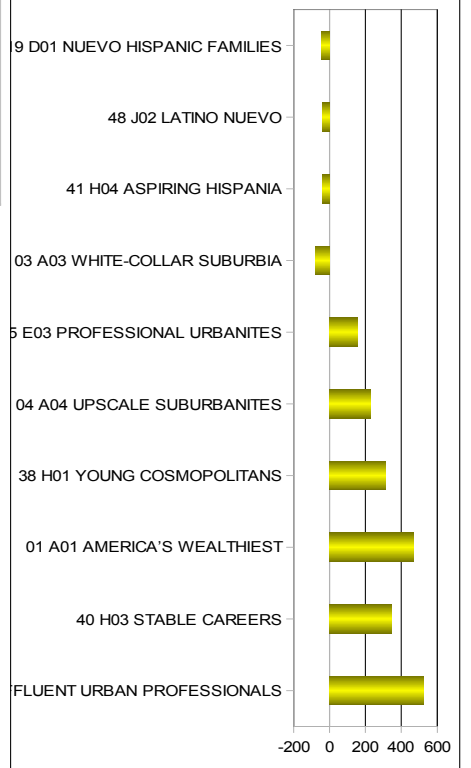
Racial/Ethnic Trends	2000	2008	2008	2008	2013	Projected Change	
Asian (Non-Hisp)	11,038	5.9%	17,239	8.6%	20,742	10.0%	4.1%
Black/African American (Non-Hisp)	1,729	0.9%	1,781	0.9%	1,795	0.9%	-0.1%
White (Non-Hisp)	131,287	69.9%	128,982	64.0%	127,228	61.3%	-8.6%
Hispanic or Latino	38,473	20.5%	48,604	24.1%	53,980	26.0%	5.5%
Two or more races (Non-Hisp)	3,708	2.0%	3,675	1.8%	2,574	1.2%	-0.7%
Pac Is/Am Ind/Oth (Non-Hisp)	1,523	0.8%	1,183	0.6%	1,133	0.5%	-0.3%
<b>Totals:</b>	<b>187,758</b>	<b>100.0%</b>	<b>201,464</b>	<b>100.0%</b>	<b>207,452</b>	<b>100.0%</b>	

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



Mosaic	2008 Study Area	2008 CA	Comparative Index		
09 B02 AFFLUENT URBAN PROFESSIONALS	15,933	19.9%	468,717	3.8%	524
40 H03 STABLE CAREERS	15,300	19.1%	683,982	5.5%	345
01 A01 AMERICA'S WEALTHIEST	12,803	16.0%	419,833	3.4%	470
38 H01 YOUNG COSMOPOLITANS	10,466	13.0%	517,345	4.2%	312
04 A04 UPSCALE SUBURBANITES	6,815	8.5%	453,123	3.7%	232
25 E03 PROFESSIONAL URBANITES	4,921	6.1%	481,921	3.9%	157
03 A03 WHITE-COLLAR SUBURBIA	3,414	4.3%	640,963	5.2%	82
41 H04 ASPIRING HISPANIA	2,419	3.0%	888,219	7.2%	42
48 J02 LATINO NUEVO	1,951	2.4%	749,544	6.1%	40
19 D01 NUEVO HISPANIC FAMILIES	1,666	2.1%	563,681	4.6%	46

Top 10 Mosaic Types Compared to Base Area



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**NOTES**

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

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

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