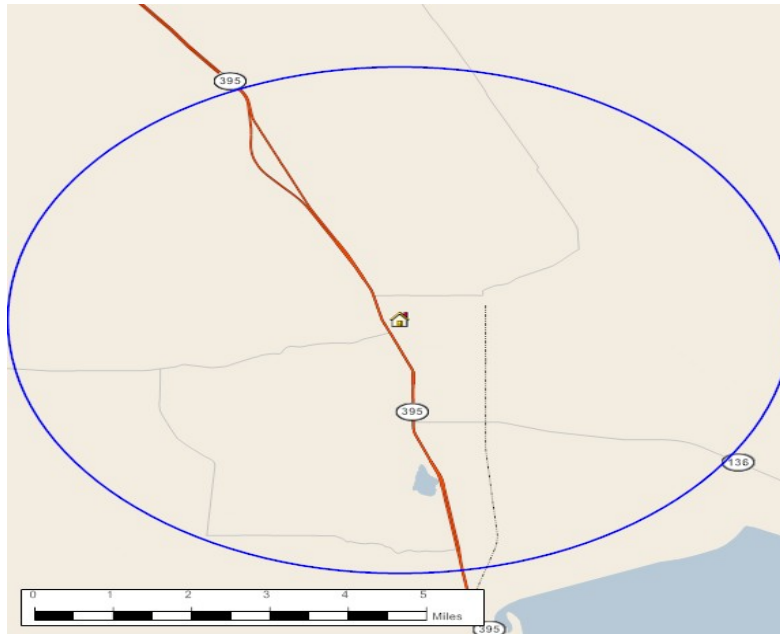


Prepared for: Lone Pine

Study Area: 5 mile Radius
Base State CA
Current Year 2008
5 Year Projection 2013
5/4/2009

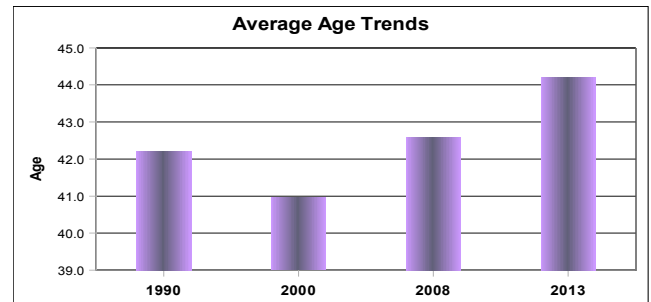
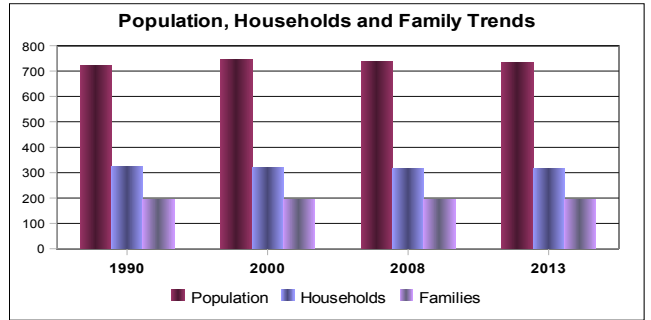
Study Area



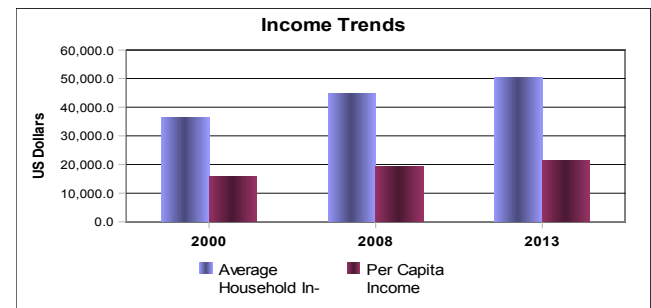
Prepared for: Lone Pine

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	723	748	739	734
Population Change		25	-9	-5
Percent Change		3.5%	-1.2%	-0.7%
Average Annual Change		0.3%	-0.2%	-0.1%
Households	325	321	317	315
Households Change		-4	-4	-2
Percent Change		-1.2%	-1.2%	-0.6%
Average Annual Change		-0.1%	-0.2%	-0.1%
Population / Households	2.2	2.3	2.3	2.3
Population / Households Change		0.11	0.00	0.00
Percent Change		4.75%	0.04%	-0.05%
Families	195	196	194	193
Families Change		1	-2	-1
Percent Change		0.5%	-1.0%	-0.5%
Average Annual Change		0.1%	-0.1%	-0.1%

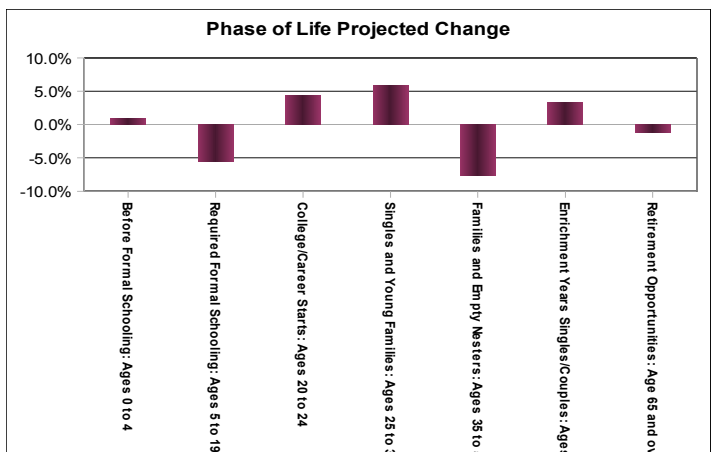
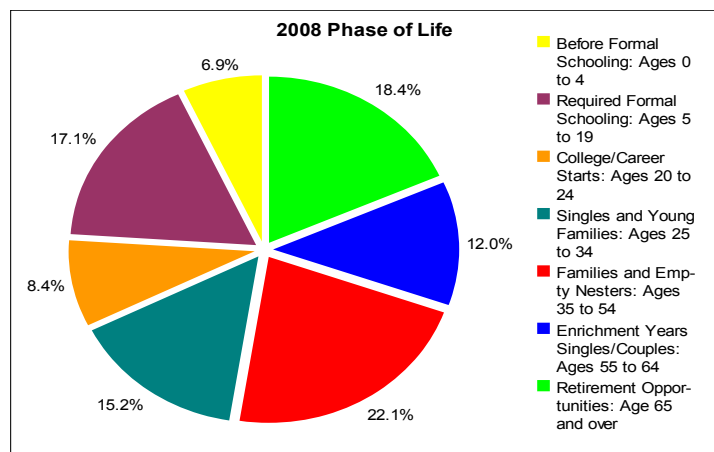


Age	1990	2000	2008	2013
Average Age	42.2	41.0	42.6	44.2
Average Age Change		-1.27	1.64	1.63
Percent Change		-3.0%	4.0%	3.8%



Income	2000	2008	2013
Average Household Income	36,549.1	44,798.6	50,272.9
Average Household Income Change		8,249.47	5,474.32
Percent Change		22.6%	12.2%
Per Capita Income	15,684.9	19,216.7	21,574.9
Per Capita Income Change		3,531.87	2,358.17
Percent Change		22.5%	12.3%

Phase of Life	2000	2008	2013	Projected Change	CA	2008			
Before Formal Schooling: Ages 0 to 4	49	6.6%	51	6.9%	55	7.5%	0.9%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	164	22.0%	126	17.1%	120	16.3%	-5.6%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	28	3.8%	62	8.4%	60	8.2%	4.4%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	74	9.9%	112	15.2%	116	15.8%	5.9%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	206	27.6%	163	22.1%	146	19.9%	-7.7%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	72	9.7%	89	12.0%	95	12.9%	3.3%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	153	20.5%	136	18.4%	142	19.3%	-1.2%	4,150,782	11.1%
Totals:	746	100%	739	100%	734	100%		37,274,313	100.0%

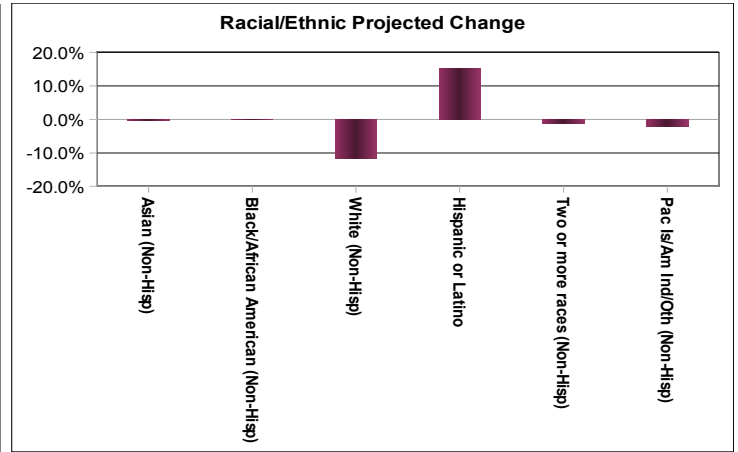
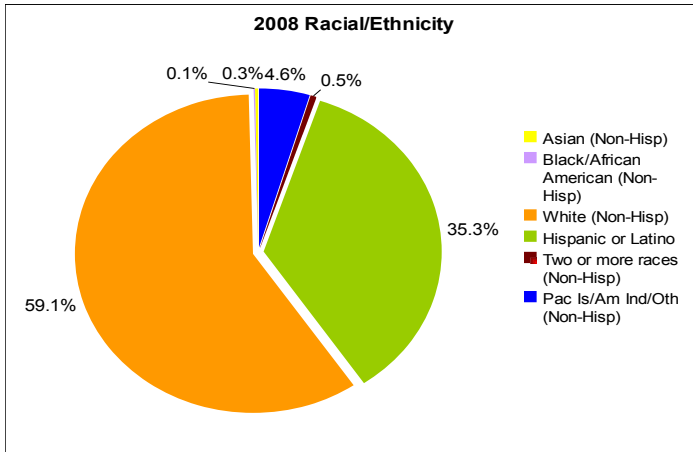


Prepared for: Lone Pine

Study Area: 5 mile Radius

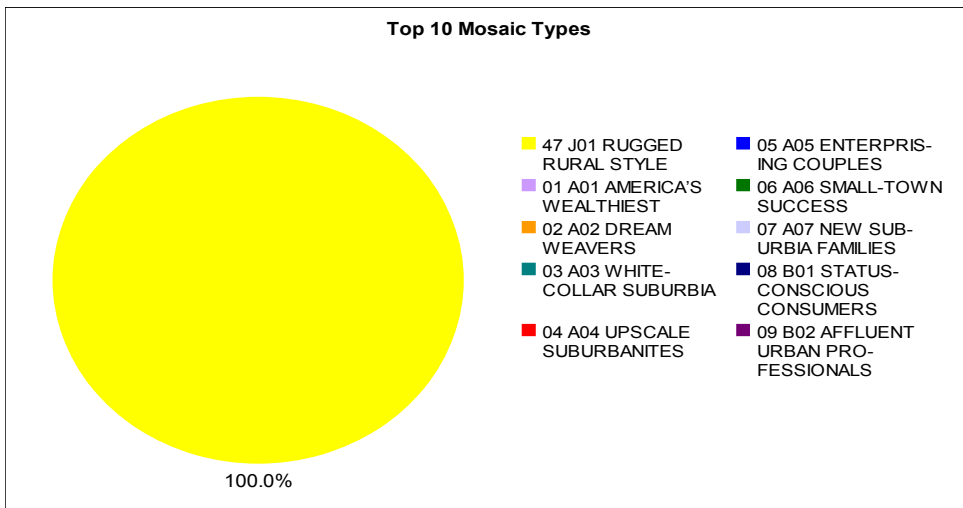
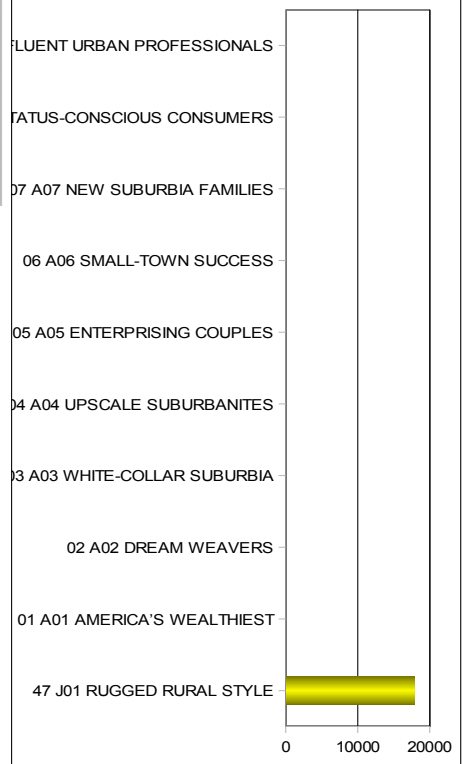
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	5	0.7%	2	0.3%	2	0.3%	-0.4%
Black/African American (Non-Hisp)	0	0.0%	1	0.1%	1	0.1%	0.1%
White (Non-Hisp)	493	66.0%	437	59.1%	399	54.4%	-11.6%
Hispanic or Latino	193	25.8%	261	35.3%	302	41.1%	15.3%
Two or more races (Non-Hisp)	12	1.6%	4	0.5%	3	0.4%	-1.2%
Pac Is/Am Ind/Oth (Non-Hisp)	44	5.9%	34	4.6%	27	3.7%	-2.2%
Totals:	747	100.0%	739	100.0%	734	100.0%	

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%
37,274,313	100.0%



Mosaic	2008 Study Area		2008 CA		Comparative Index
47 J01 RUGGED RURAL STYLE	317	100.0%	69,220	0.6%	17854
01 A01 AMERICA'S WEALTHIEST	0	0.0%	419,833	3.4%	0
02 A02 DREAM WEAVERS	0	0.0%	92,507	0.7%	0
03 A03 WHITE-COLLAR SUBURBIA	0	0.0%	640,963	5.2%	0
04 A04 UPSCALE SUBURBANITES	0	0.0%	453,123	3.7%	0
05 A05 ENTERPRISING COUPLES	0	0.0%	45,577	0.4%	0
06 A06 SMALL-TOWN SUCCESS	0	0.0%	83,039	0.7%	0
07 A07 NEW SUBURBIA FAMILIES	0	0.0%	364,034	2.9%	0
08 B01 STATUS-CONSCIOUS CONSUMER	0	0.0%	387,468	3.1%	0
09 B02 AFFLUENT URBAN PROFESSIONALS	0	0.0%	468,717	3.8%	0

Top 10 Mosaic Types Compared to Base Area



Prepared for: Lone Pine

Study Area: 5 mile Radius

NOTES

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

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

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