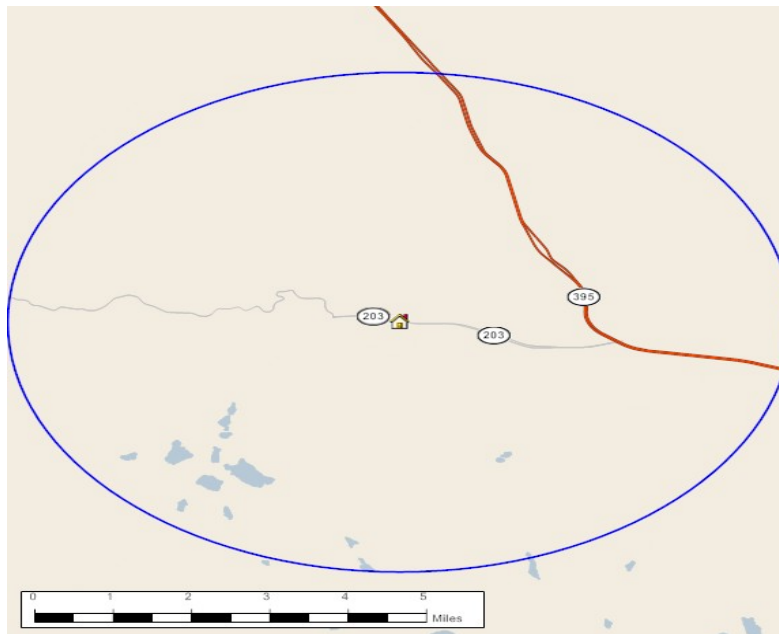


Prepared for: Mammoth Lakes

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

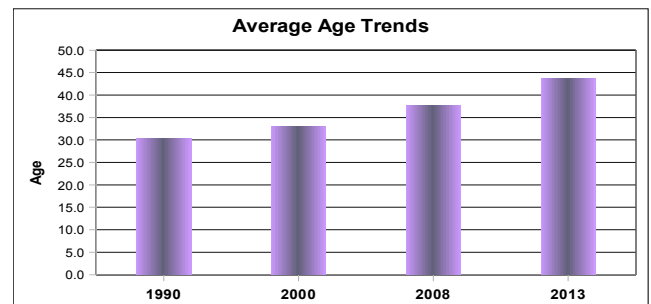
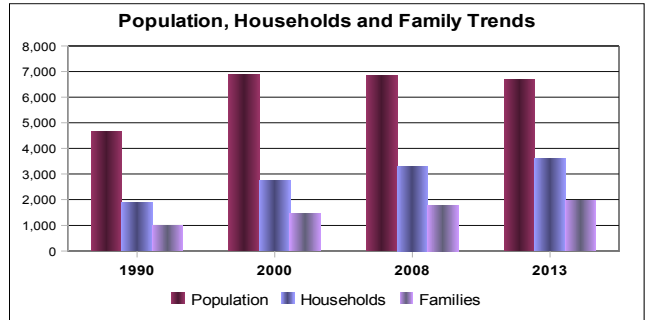
Study Area



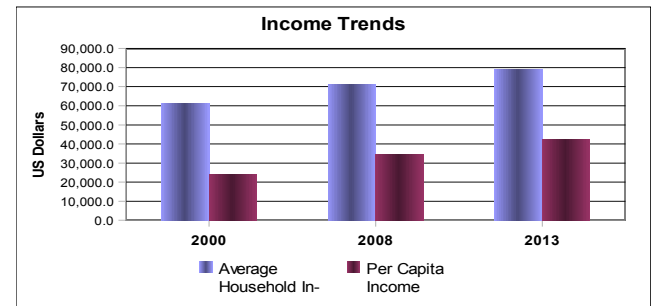
Prepared for: Mammoth Lakes

Study Area: 5 mile Radius

Population/Households/Families	1990	2000	2008	2013
Population	4,659	6,877	6,837	6,694
Population Change		2,218	-40	-143
Percent Change		47.6%	-0.6%	-2.1%
Average Annual Change		4.8%	-0.1%	-0.4%
Households	1,902	2,733	3,309	3,605
Households Change		831	576	296
Percent Change		43.7%	21.1%	8.9%
Average Annual Change		4.4%	2.6%	1.8%
Population / Households	2.4	2.5	2.1	1.9
Population / Households Change		0.07	-0.45	-0.21
Percent Change		2.73%	-17.89%	-10.13%
Families	1,007	1,469	1,791	1,953
Families Change		462	322	162
Percent Change		45.9%	21.9%	9.0%
Average Annual Change		4.6%	2.7%	1.8%

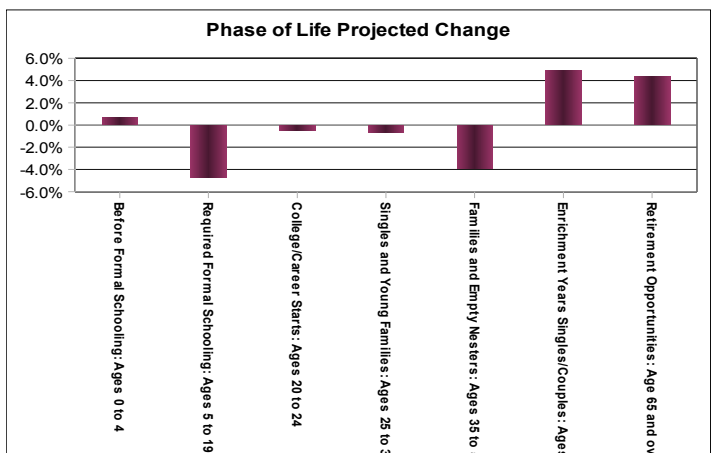
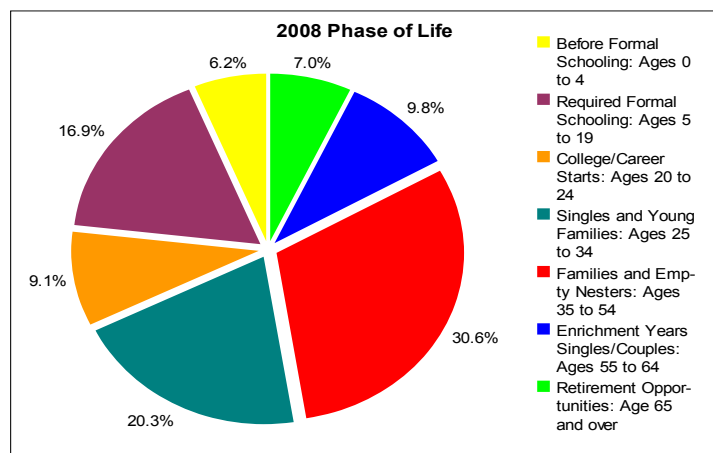


Age	1990	2000	2008	2013
Average Age	30.4	33.0	37.8	43.6
Average Age Change		2.56	4.79	5.81
Percent Change		8.4%	14.5%	15.4%



Income	2000	2008	2013
Average Household Income	61,456.6	71,210.6	79,255.2
Average Household Income Change		9,754.07	8,044.59
Percent Change		15.9%	11.3%
Per Capita Income	24,423.6	34,464.8	42,682.3
Per Capita Income Change		10,041.27	8,217.45
Percent Change		41.1%	23.8%

Phase of Life	2000	2008	2013	Projected Change	CA	2008			
Before Formal Schooling: Ages 0 to 4	389	5.7%	426	6.2%	421	6.3%	0.6%	2,639,141	7.1%
Required Formal Schooling: Ages 5 to 19	1,467	21.3%	1,158	16.9%	1,111	16.6%	-4.7%	7,992,372	21.4%
College/Career Starts: Ages 20 to 24	601	8.7%	622	9.1%	552	8.2%	-0.5%	2,734,305	7.3%
Singles and Young Families: Ages 25 to 34	1,295	18.8%	1,387	20.3%	1,213	18.1%	-0.7%	5,307,349	14.2%
Families and Empty Nesters: Ages 35 to 54	2,328	33.9%	2,093	30.6%	2,002	29.9%	-3.9%	10,685,966	28.7%
Enrichment Years Singles/Couples: Ages 55	496	7.2%	671	9.8%	810	12.1%	4.9%	3,764,398	10.1%
Retirement Opportunities: Age 65 and over	301	4.4%	480	7.0%	583	8.7%	4.3%	4,150,782	11.1%
Totals:	6,877	100%	6,837	100%	6,692	100%		37,274,313	100.0%

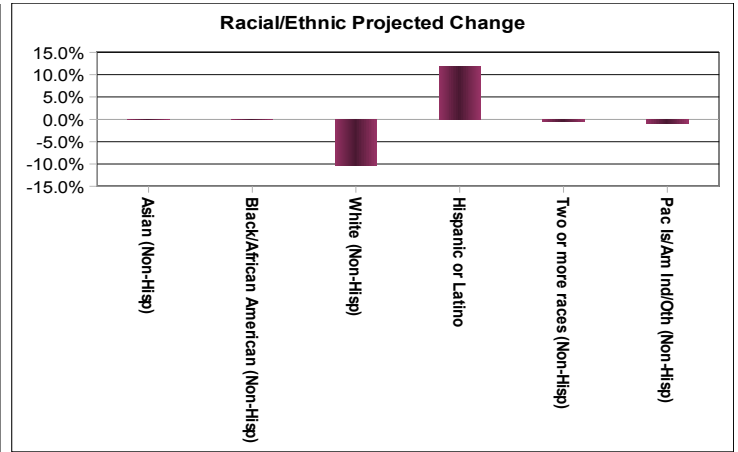
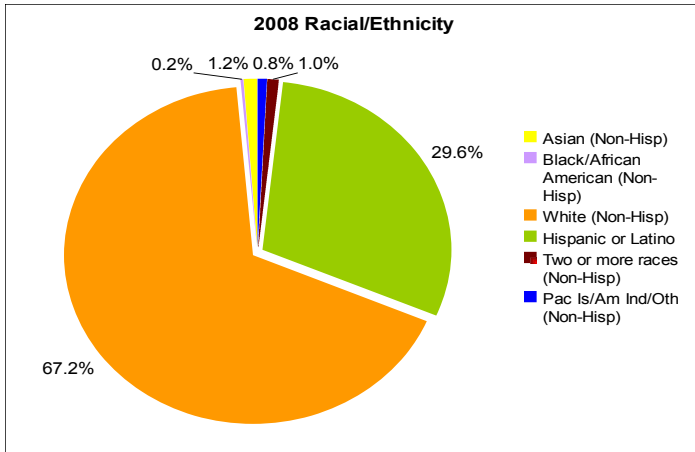


Prepared for: Mammoth Lakes

Study Area: 5 mile Radius

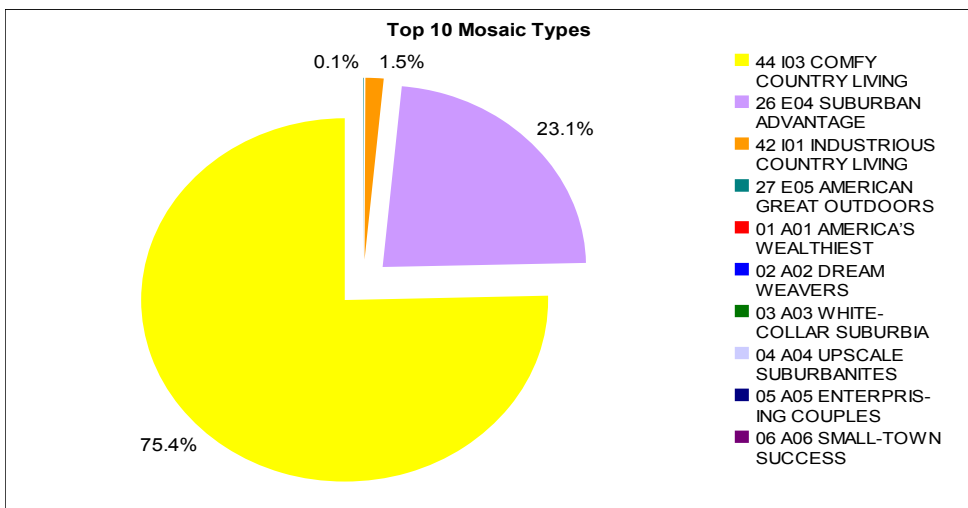
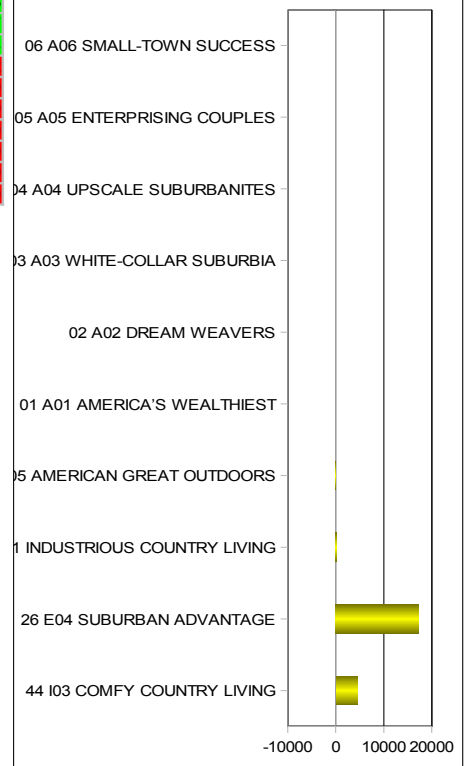
Racial/Ethnic Trends	2000		2008		2013		Projected Change
Asian (Non-Hisp)	87	1.3%	80	1.2%	80	1.2%	-0.1%
Black/African American (Non-Hisp)	22	0.3%	16	0.2%	15	0.2%	-0.1%
White (Non-Hisp)	5,042	73.3%	4,595	67.2%	4,214	63.0%	-10.4%
Hispanic or Latino	1,536	22.3%	2,027	29.6%	2,292	34.2%	11.9%
Two or more races (Non-Hisp)	92	1.3%	66	1.0%	53	0.8%	-0.5%
Pac Is/Am Ind/Oth (Non-Hisp)	98	1.4%	53	0.8%	39	0.6%	-0.8%
Totals:	6,877	100.0%	6,837	100.0%	6,693	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
44 I03 COMFY COUNTRY LIVING	2,494	75.4%	208,134	1.7%	4475
26 E04 SUBURBAN ADVANTAGE	765	23.1%	16,480	0.1%	17337
42 I01 INDUSTRIOUS COUNTRY LIVING	48	1.5%	73,511	0.6%	244
27 E05 AMERICAN GREAT OUTDOORS	2	0.1%	465,962	3.8%	2
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

Top 10 Mosaic Types Compared to Base Area



Prepared for: Mammoth Lakes

Study Area: 5 mile Radius

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.