

The NEW ExecutiveInsite Report

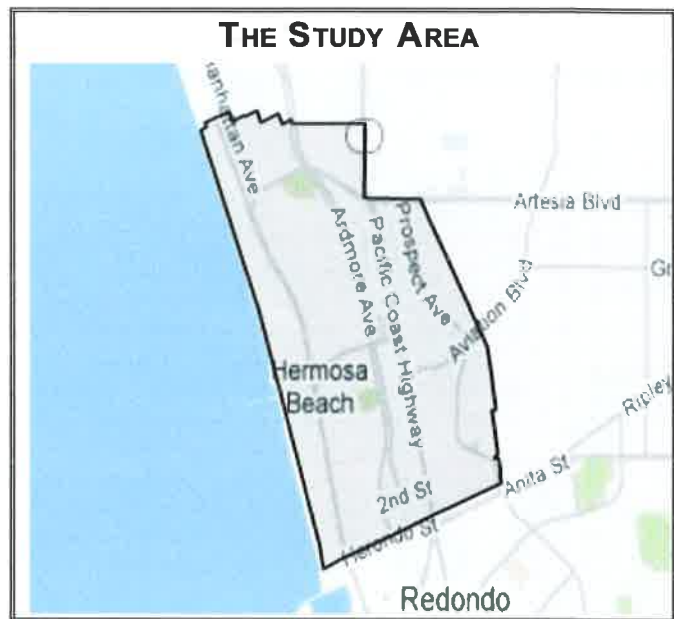
Prepared for: Hermosa Beach City School District
Study area: Hermosa Beach City School District

Base State: CALIFORNIA
Current Year Estimate: 2012
5 Year Projection: 2017
Date: 1/12/2013
Semi-Annual Projection: Fall

This ExecutiveInsite Report has been prepared for Hermosa Beach City School District. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "Insites" into the study area's story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.

THE 12 INSITES	
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More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Not all of the demographic variables available in the DI System are found in this report. The FullInsite Report will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2012 population within the study area is 19,605. The 2017 projection would see the area grow by 752 to a total population of 20,357. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 3.8% in the next five years, the state is projected to grow by 5.1%. The study area's estimated average change rate is 0.8%.

Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.

Households:

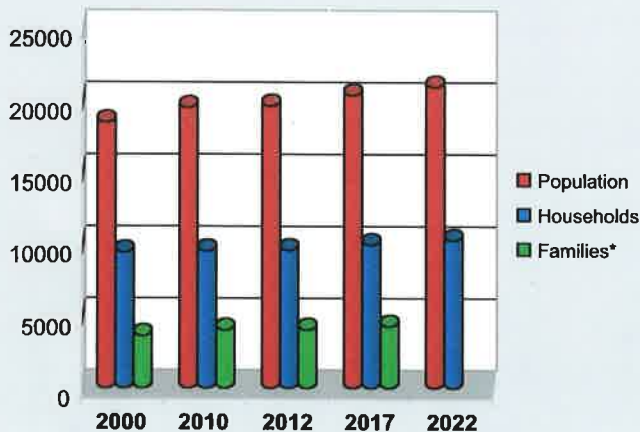
The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.04 but by 2017 it is projected to be 2.04. Compare this to the statewide average which for the current year is estimated at 2.96 persons per household.

Family Households:

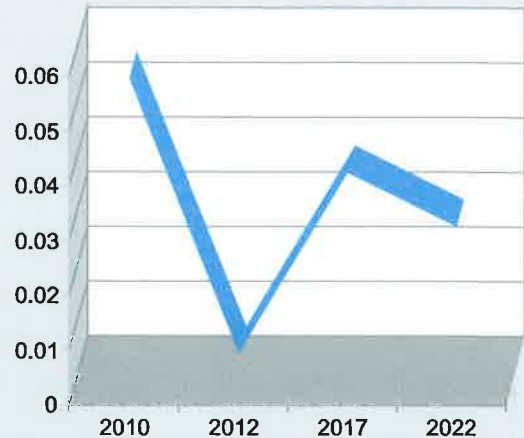
Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. This is the case within the the study area. Family households are growing as fast as the population suggesting that the increasing population per household is from additional children.

Population/Households & Family Trends	2000	2010	2012	2017	2022
Population	18,474	19,502	19,605	20,357	20,937
Population Change		1,028	103	752	580
Percent Change		5.6%	0.5%	3.8%	2.8%
Households	9,452	9,549	9,600	9,980	10,273
Households Change		97	51	380	10,273
Percent Change		1.0%	0.5%	4.0%	2.9%
Population / Households	1.95	2.04	2.04	2.04	2.04
Population / Households Change		0	0	0	0
Percent Change		4.5%	0.0%	-0.1%	-0.1%
Families	3,639	4,038	4,062	4,297	
Families Change		399	24	235	
Percent Change		11.0%	0.6%	5.8%	

Population, Household & Family Trends



Population Percent Change



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

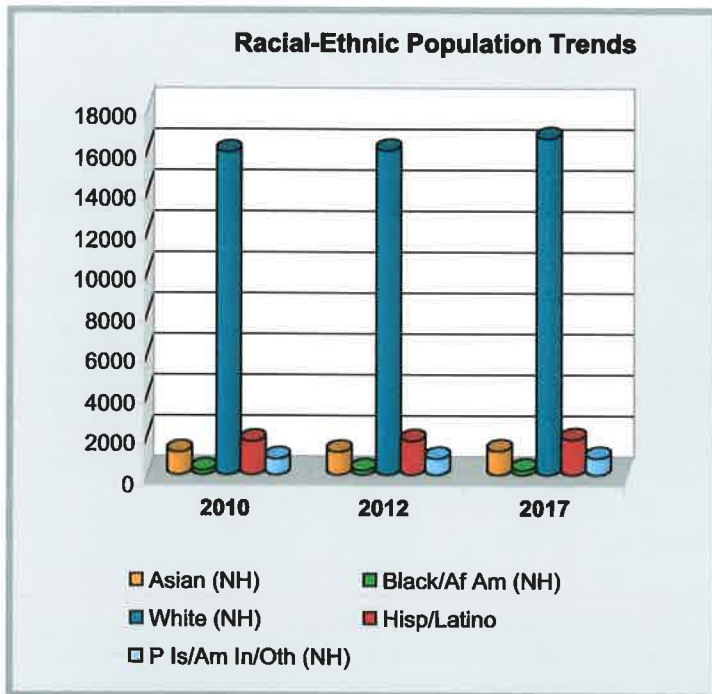
Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

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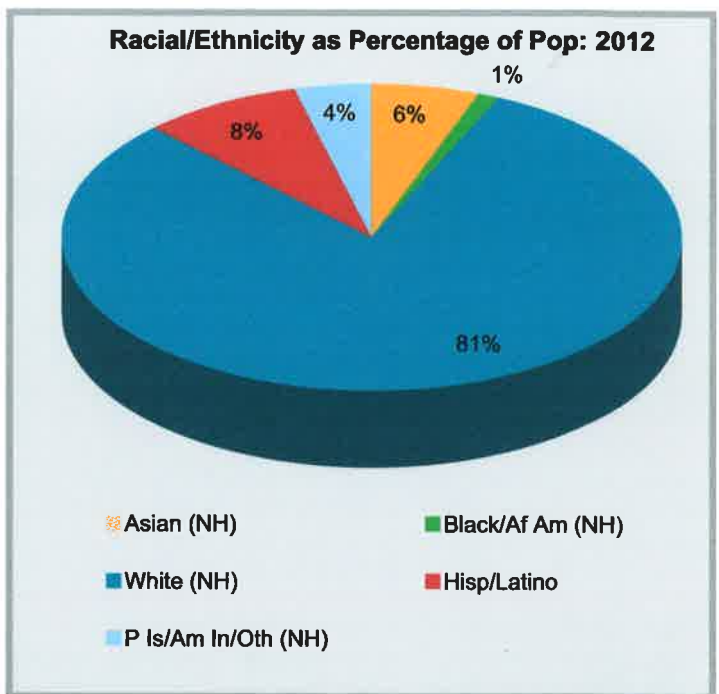
INSITE #2: RACIAL-ETHNIC TRENDS

The US population's racial-ethnic diversity is continually adding new and rich cultural mixes. This data considers the five groups for which trending information is available. Please note that several groups are aggregated into a single category due to their smaller size. Those persons who indicated Hispanic or Latino ethnicity along with a racial category have been separated into a Hispanic or Latino category.

The Population: Racial/Ethnic Trends table provides the actual numbers and percentage of the total population for each of the five racial/ethnic categories. Pay special attention to the final column on the right. This will quickly indicate the direction of change from the last census to the current five year projection.



The Racial Ethnic Trends graph displays history and projected change by each racial/ethnic group.



This chart shows the percentage of each group for the current year estimate.

The percentage of the population...

Asian (Non-Hisp) is projected to remain about the same over the next five years.

Black/African American (Non-Hisp) is projected to remain about the same over the next five years.

White (Non-Hisp) is projected to remain about the same over the next five years.

Hispanic or Latino is projected to remain about the same over the next five years.

	2010	2012	2017	2010%	2012 %	2017 %	2010 to 2017 Change
Race and Ethnicity							
Asian (NH)	1,097	1,111	1,161	5.62%	5.67%	5.70%	0.08%
Black/Afr Amer (NH)	216	217	225	1.11%	1.11%	1.11%	0.00%
White (NH)	15,777	15,845	16,436	80.90%	80.82%	80.73%	-0.16%
Hispanic/Latino	1,632	1,647	1,723	8.37%	8.40%	8.46%	0.10%
P Is/Am In/Oth (NH)	781	786	813	4.00%	4.01%	3.99%	-0.01%
Totals:	19,503	19,606	20,358				

INSITE #3: AGE TRENDS

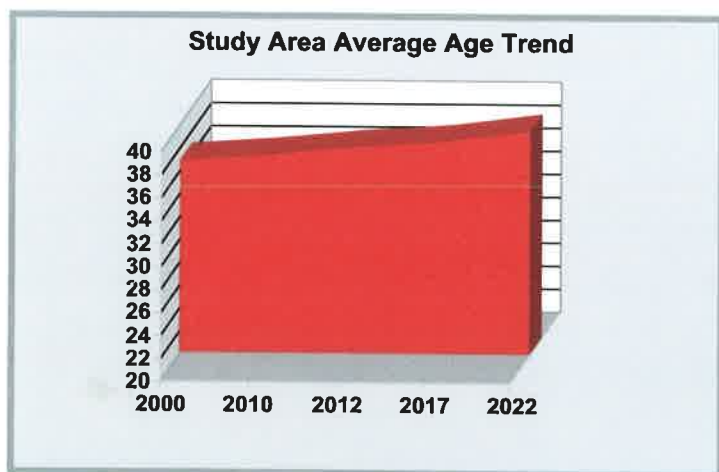
A community's age structure and how it is changing is an important part of its story. Overall, the American Population has been aging as the Baby Boomers progress through each phase of life. This has been abetted by episodes of declining live births. However this picture may particularize differently from community to community. There are communities in the US where the average age is lower than some others. In other cases, there is a clear shift toward senior years as the Boomers enter their retirement years.

The Age Trend Insite explores two variables: Average age and Phase of Life.

Average Age Trends provides five important snapshots of a community from five data points; the 2000 census, the last census, the current year estimate, the five year projection and the ten year forecast. These five numbers will indicate the aging direction of a community.

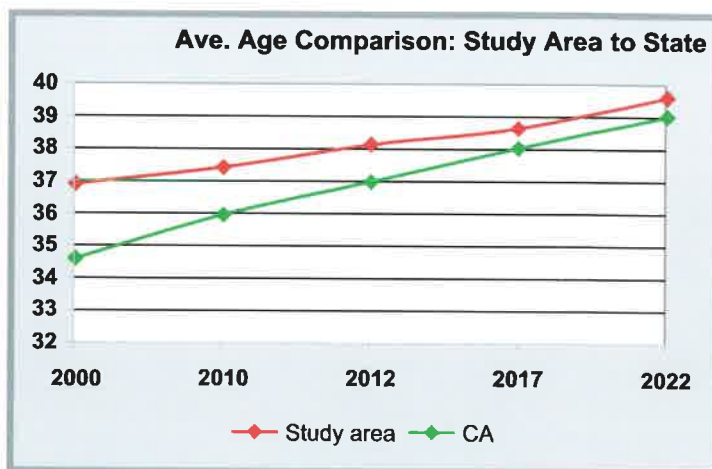
The Phase of Life Trends breaks the population into seven life phases that the population passes through in its life time.

AGE					
<i>Average Age Trends</i>					
	2000	2010	2012	2017	2022
Average Age: Study Area	36.90	37.43	38.14	38.65	39.61
Percent Change		1.4%	1.9%	1.3%	2.5%
Average Age: CA	34.60	35.96	36.99	38.03	39.02
Percent Change		3.9%	2.9%	2.8%	2.6%
Comparative Index	107	104	103	102	101
Median Age: Study Area	33	36	37	39	41



Summary of Average Age Findings:

The Average Age Trend chart shows both history and projection of the change in average age in the study area. The average age of the study area has been rising for several years. It is projected to rise over the next five years.



A comparison to the average age of the state helps to contextualize the significance of the average age of the study area and its history and projection. In the graph above, the study area and state are laid out side by side. The state's average age is estimated to be about the same as the study area.

INSITE #3: AGE TRENDS (continued)

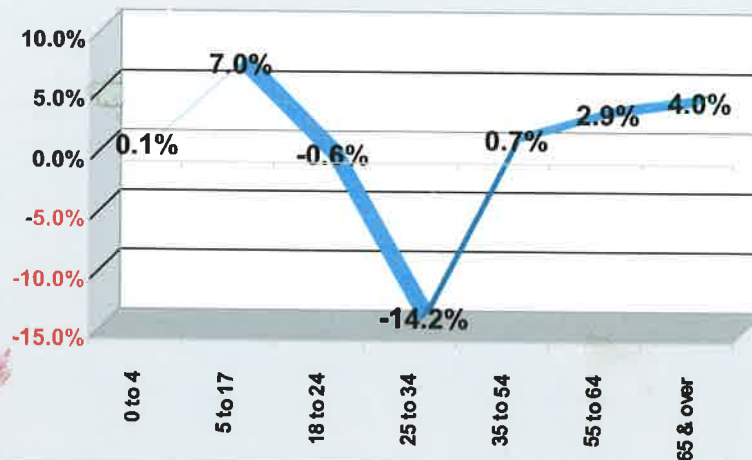
PHASE OF LIFE

The Phase of Life analysis provides insight into the age distribution of a population across the different stages of life experience. It can reveal a community in transition.

Pay special attention to the color codes of the Change column (far right below). It will immediately indicate which phases are increasing or decreasing as a percentage of the population.

Phase of Life	2010	2012	2017	2022	2010%	2012%	2017%	2022%	Estimated 10 Year Change 2012 - 2022
Before Formal Schooling									
Ages 0 to 4	992	1,408	1,814	1,531	5.1%	7.2%	8.9%	7.3%	0.1%
Required Formal Schooling									
Ages 5 to 19	2,100	2,132	2,810	3,750	10.8%	10.9%	13.8%	17.9%	7.0%
College/Career Starts									
Ages 20 to 24	1,242	1,089	872	1,042	6.4%	5.6%	4.3%	5.0%	-0.6%
Singles & Young Families									
Ages 25 to 34	4,696	4,104	2,620	1,419	24.1%	20.9%	12.9%	6.8%	-14.2%
Families & Empty Nesters									
Ages 35 to 54	6,665	6,829	7,448	7,443	34.2%	34.8%	36.6%	35.5%	0.7%
Enrichment Years Sing/Couples									
Ages 55 to 64	2,050	2,077	2,349	2,827	10.5%	10.6%	11.5%	13.5%	2.9%
Retirement Opportunities									
Age 65 and over	1,757	1,965	2,443	2,926	9.0%	10.0%	12.0%	14.0%	4.0%

Phase of Life Changes



Summary of Phase of Life Findings:

Phase of Life changes reflect the age profile of a community. On average, it takes 2.1 children per woman to replace both mother and father. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population possibly due to a decline in birth rates.

In this study area children 17 years of age and younger are increasing as a percentage of the total population. Considering the other end of the phases of life, adults 55 years of age and older are increasing as a percentage of the total population.

In summary it may be that the community is experiencing some growth of children of school age.

INSITE #4: SCHOOL AGED CHILDREN TRENDS

Children are the future! Understanding their specific population dynamics is critical for all planners of social and/or educational services. The "School Aged Children" variable is a subset of the "Required Formal Schooling" segment in the Phase of Life profile. It allows one to zoom in more closely on the children who are of formal schooling age.

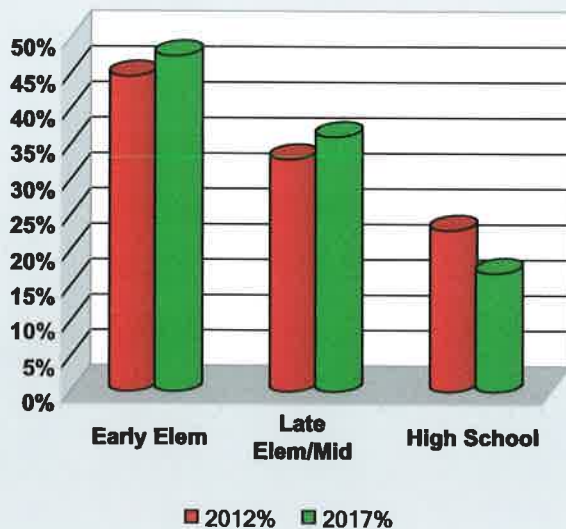
The school aged population includes all school aged children including those enrolled in public and private schools, those home schooled and children in institutions.

The School Aged Children variable provides a snapshot of three levels of the population that comprise school age children. The three levels roughly correspond to the following.

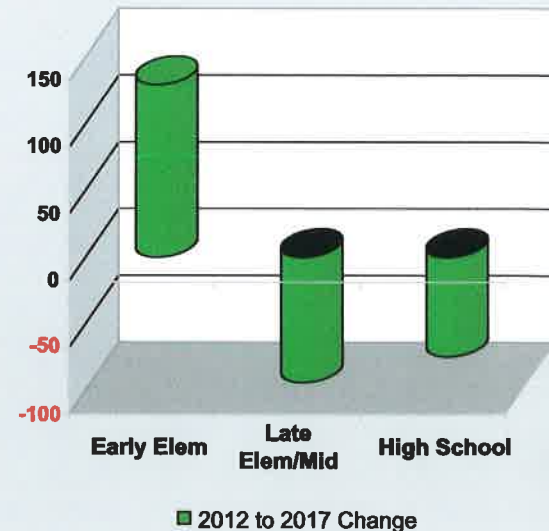
- Elementary grades
- Intermediate/Middle School grades
- High School Grades

<i>School Aged Children</i>	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Early Elementary							
Ages 5 to 9	968	1,015	1,331	44.1%	44.5%	47.3%	2.9%
Late Elementary-Middle School							
Ages 10 to 14	704	748	1,010	32.1%	32.8%	35.9%	3.2%
High School							
Ages 15 to 18	524	520	470	23.9%	22.8%	16.7%	-6.1%

School Aged Children Trends: By Levels



Comparative Index: Study Area to State by Level



Summary of School Aged Children Findings:

Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 18 by 2.9%.

Late Elementary to Middle School aged children ages 10 to 14 are increasing as a percentage of children between 5 and 18 by 3.2%.

High School aged children 15 to 18 are declining as a percentage of children between 5 and 18 by -6.1%.

Overall, children are aging through but there is some evidence of a resurgence of children in the younger years.

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

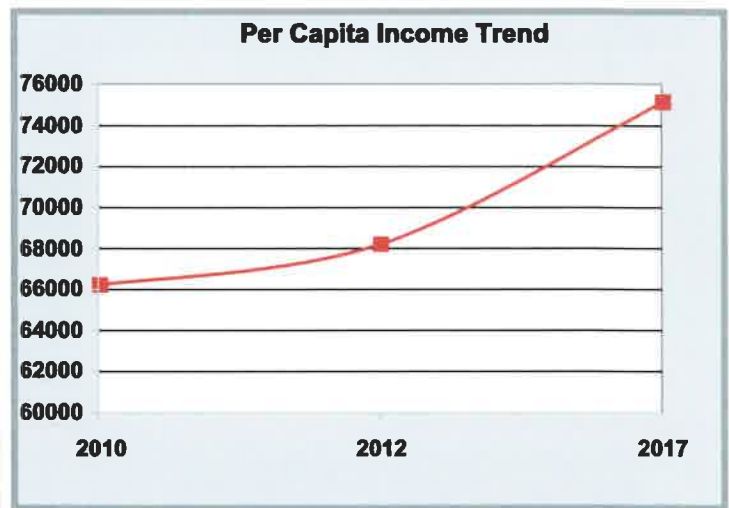
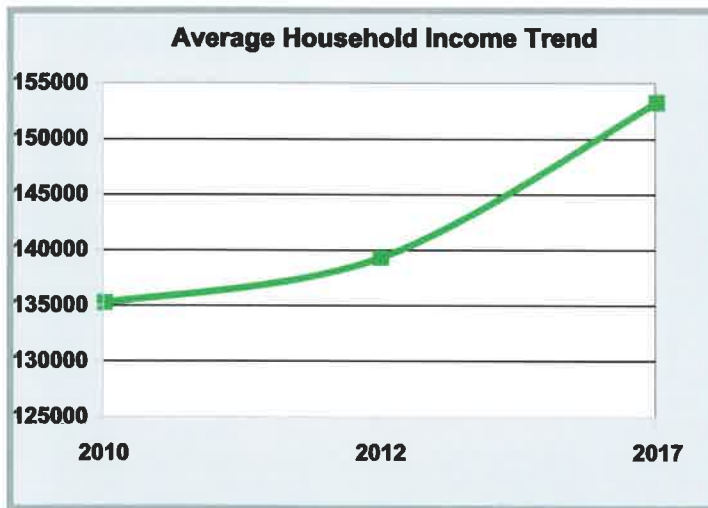
AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME

Average Household Income and Per Capita Income indicate the level of financial resources within a community. Average Household income reflects the average income for each household, whether family or non-family.

In this study area, the estimated current year average household income is \$139,299. The average household income is projected to grow by 10.0% to \$153,285.

Per Capita Income is a measure of the average income of all persons within a household. For family households, this would include all children. It does not mean that each person actually contributes to the average income from work. It is calculated by dividing the aggregate household income by the population.

The estimated per capita income for the current year is \$68,210. The Per Capita Income is projected to grow by 10.2% to \$75,148.



Income Trends	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households							
Less than \$10,000	270	253	224	2.8%	2.6%	2.2%	-0.4%
\$10,000 to \$14,999	184	187	172	1.9%	1.9%	1.7%	-0.2%
\$15,000 to \$24,999	498	425	367	5.2%	4.4%	3.7%	-0.7%
\$25,000 to \$34,999	380	402	377	4.0%	4.2%	3.8%	-0.4%
\$35,000 to \$49,999	876	846	849	9.2%	8.8%	8.5%	-0.3%
\$50,000 to \$74,999	1,218	1,212	1,074	12.8%	12.6%	10.8%	-1.9%
\$75,000 to \$99,999	1,266	1,250	1,232	13.3%	13.0%	12.4%	-0.7%
\$100,000 to \$149,999	1,994	2,043	2,186	20.9%	21.3%	21.9%	0.6%
\$150,000 to \$199,999	1,104	1,332	1,300	11.6%	13.9%	13.0%	-0.8%
\$200,000 or more	1,760	1,651	2,194	18.4%	17.2%	22.0%	4.8%
Totals	9,550	9,601	9,975				

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS (continued)

FAMILY INCOME

Family income is a sub-set of household income. It excludes non-family households. Family households include two or more persons who are related and living in the same dwelling unit. Children are more likely to live in family households. Non-family households are households in which two or more persons live in the same dwelling unit but are unrelated.

The number of families with annual incomes above \$100,000 is projected to decline over the next five years. For the current year, it is estimated that 67.0% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 66.8%.

<i>Income Trends</i>	2012	2017	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Families					
Less than \$10,000	52	53	1.3%	1.2%	-0.05%
\$10,000 to \$14,999	33	33	0.8%	0.8%	-0.04%
\$15,000 to \$24,999	108	130	2.7%	3.0%	0.37%
\$25,000 to \$34,999	130	129	3.2%	3.0%	-0.20%
\$35,000 to \$49,999	266	280	6.5%	6.5%	-0.03%
\$50,000 to \$74,999	303	324	7.5%	7.5%	0.08%
\$75,000 to \$99,999	450	478	11.1%	11.1%	0.05%
\$100,000 to \$149,999	803	842	19.8%	19.6%	-0.17%
\$150,000-\$199,999	612	624	15.1%	14.5%	-0.54%
\$200,000 or more	1,306	1,405	32.1%	32.7%	0.55%
Totals	4,063	4,298			

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

Diversity of child rearing environments is increasing along with the many other types of growing diversity in the US. To understand this, we begin with the types of households that exist in a community. There are...

- family households with children under 18
- family households without children under 18

The concern of this analysis is family households with children under 18. Of the types of family households with children there are...

- Married couple families
- Single parent families (father or mother)

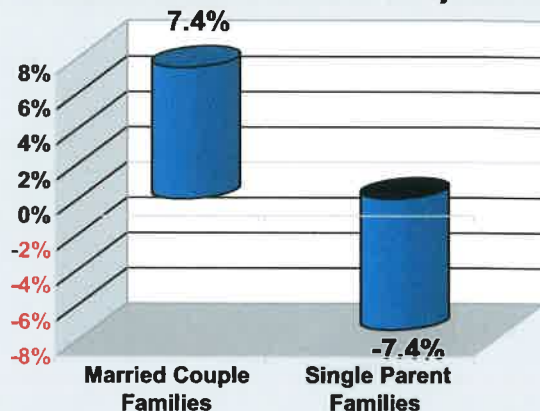
These two are reported for the study area in the table below.

Households	2010	2012	2017	2010%	2012%	2017%	Estimated 5 Year Change 2012 - 2017
Households with Children under 18							
Married Couple	1,410	1,428	1,480	75.8%	76.8%	83.3%	7.4%
Single Parent	449	251	297	24.2%	13.5%	16.7%	-7.4%

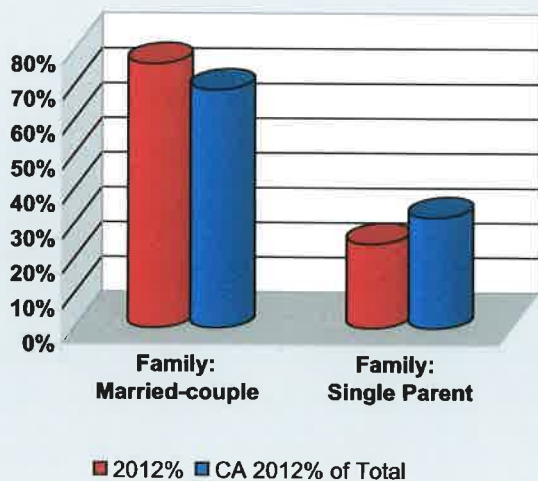
Of the households with children under 18, married couple households are increasing as a percentage while single parent households are decreasing. The graph to the right illustrates this. Bars above the 0% point indicate a family type that is increasing while bars below 0% is decreasing. This provides "insite" into how family households and structures with children are changing in the study area.

A comparison to the state reveals to what extent this community is similar or dissimilar to the state as a whole. The study area's married couple households with children are dissimilar to the state's profile. The percentage of single parent households with children is less than the state.

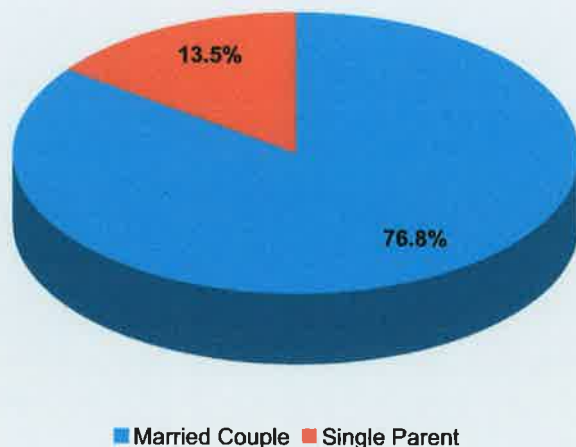
Households with Children: Projected Change



Households with Children Under 18 Compared to State



Percentage of Households with Children by Type



INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE

Population by Marital Status considers the number and percentage of persons 15 years of age and greater by their current marital status. Both trend information as well as a comparison to the study area's state marital status types provides two different views of this social reality.

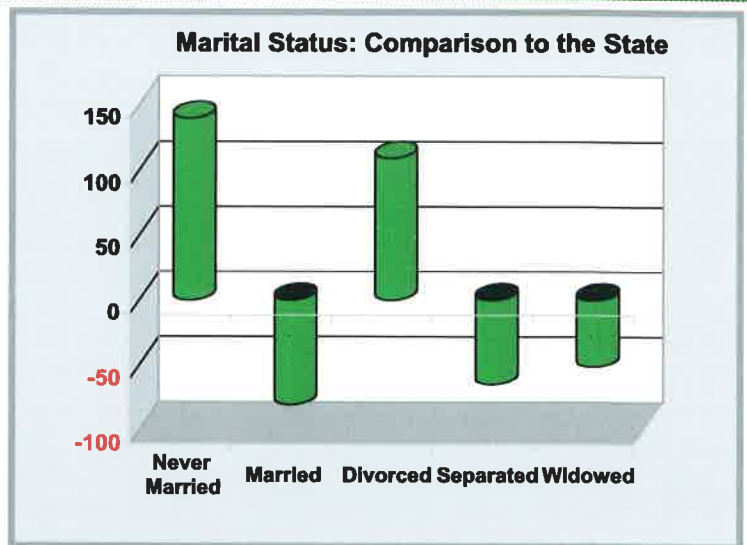
Marital types reported include..

- Never Married (Singles)
- Currently Married
- Divorced
- Separated
- Widowed

	2010	2012	2017	2010%	2012%	2017%	2010 to 2017 Change
Population by Marital Status: Age 15+							
Never Married	7,570	7,391	7,294	44.7%	44.6%	44.5%	-0.2%
Married	7,029	6,887	6,809	41.5%	41.6%	41.5%	0.1%
Divorced	1,686	1,624	1,611	9.9%	9.8%	9.8%	-0.1%
Separated	248	247	244	1.5%	1.5%	1.5%	0.0%
Widowed	418	421	438	2.5%	2.5%	2.7%	0.2%

In this community, the current year estimate of marital status reveals a community of adults less likely to be married than the state average for adults. The percentage single, never married in the study area is higher than the state average for adults 15 years and older. Divorce is more prevalent than the state wide average.

The graph to the right illustrates the marital status comparison of the study area to the state. Bars above the 0% point line indicate a marital status type that is more prevalent than the state average while bars below the 0% are below the state average. The length of the bars represent the strength of the difference. They are not percentages.



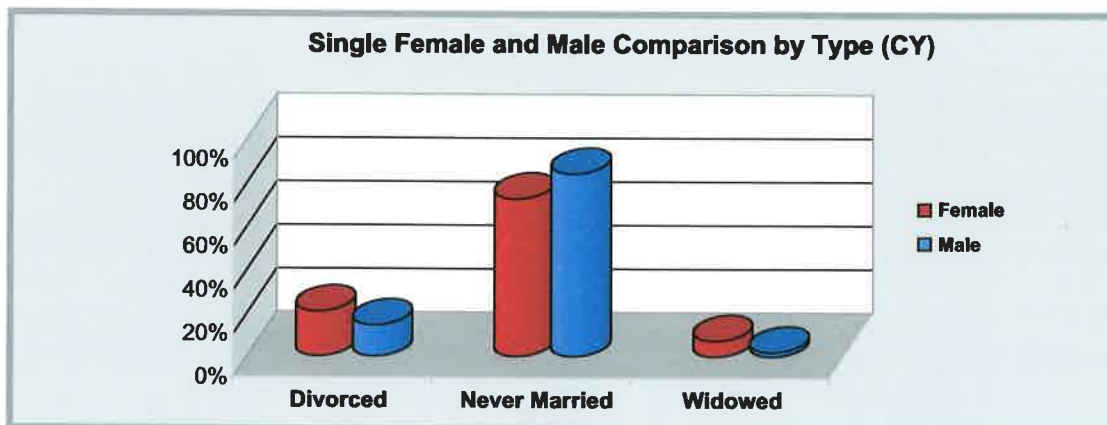
MARITAL STATUS BY FEMALE AND MALE

Who is more likely to be unmarried, women or men in this community? Consider these findings about this study area:

Women 15 years and older are less likely to be single, never married than men.

Women 15 years and older are more likely to be divorced than men.

Women 15 years and older are more likely to be widowed than men.



INSITE #10: MOSAIC Segments

Mosaic is a geo-demographic segmentation system developed by and for marketers. Instead of looking at individual demographic variables, a segmentation system clusters households into groups with multiple common characteristics. Demographic variables that generally cluster together would include income, educational levels, presence of children and occupations among others.

This database is developed by Experian. Some find the information helpful because it presents a multi-dimensional view of a community.

In the report below, the top 15 Mosaic Segments of the study area are provided. (If less than 15, rows will be blank.)

NOTE: For a full description please see the DI Demographic Segment Guide (Mosaic) under the Help menu on the Documents gallery.

	2012	2012%	State %	Comp Index	Relative to the CA State Ave.
Mosaic Segments					
G25 Young, City Solos - Urban Edge	2,491	25.95%	1.84%	1412	Well above the state average
E19 Thriving Boomers - Full Pockets, Empty Nests	1,901	19.80%	3.01%	659	Well above the state average
C13 Booming with Confidence - Silver Sophisticates	1,456	15.17%	3.86%	393	Well above the state average
A05 Power Elite - Couples with Clout	1,141	11.89%	1.60%	742	Well above the state average
A02 Power Elite - Platinum Prosperity	771	8.03%	0.79%	1022	Well above the state average
A06 Power Elite - Jet Set Urbanites	573	5.97%	0.59%	1013	Well above the state average
G24 Young, City Solos - Status Seeking Singles	435	4.53%	1.45%	313	Well above the state average
K37 Significant Singles - Wired for Success	266	2.77%	1.63%	170	Well above the state average
A03 Power Elite - Kids and Cabernet	134	1.40%	0.78%	178	Well above the state average
C11 Booming with Confidence - Aging of Aquarius	115	1.20%	2.88%	42	Well below the state average
O54 Singles and Starters - Striving Single Scene	92	0.96%	1.08%	89	Somewhat below the state average
Q65 Golden Year Guardians - Senior Discounts	50	0.52%	1.72%	30	Well below the state average
Q62 Golden Year Guardians - Reaping Rewards	43	0.45%	0.94%	47	Well below the state average
A04 Power Elite - Picture Perfect Families	29	0.30%	0.38%	80	Somewhat below the state average
A01 Power Elite - American Royalty	25	0.26%	2.18%	12	Well below the state average

INSITE #12: SOCIAL VALUES

Adult Social Values provides an indication of the kinds of social beliefs and values persons within a study area are likely to be found. DecisionInsite does not endorse nor judge these. But there is great value in knowing what people are likely to find important, even if one personally disagrees. This is how these should be interpreted.

It is important to remember that these are projections based upon a similar demographic profile of survey respondents and the demographic profile of the study area. It is a composite picture designed to provide an impression not a precise projection.

How can one use this information? The challenge for social service and educational agencies is to serve a community's children and families. To best serve, providers need to understand their client population. This information is helpful in this regard. Use it to form an overall understanding and appreciation of the community to be served.

Summary of Religious Practices:

Though there are differences by each specific practice, taken together it is estimated that social values of people in this study area are about the same as those reflected in the state as a whole.

Adult Social Values	Pop	% of Pop	Index	Interpretation
On Whole People Get What They Deserve	2,759	17.2%	143	Well above the state ave.
Worried About Pollution Caused By Cars	4,712	29.3%	130	Well above the state ave.
Consider Myself More Pro-Life	5,650	35.2%	122	Somewhat above the state ave.
Make Conscious Effort To Recycle	7,456	46.4%	118	Somewhat above the state ave.
People Have Duty To Recycle	9,311	58.0%	116	Somewhat above the state ave.
Packaging For Products Should Be Recycled	4,420	27.5%	112	Somewhat above the state ave.
Important To Respect Customs And Beliefs	10,364	64.5%	109	About average for the state.
Don't Judge People/Way They Live Life	4,753	29.6%	107	About average for the state.
Money Is Best Measure Of Success	3,687	23.0%	92	Somewhat below the state ave.
People Have Responsibility To Use Recycled Products	4,140	25.8%	91	Somewhat below the state ave.
Pornographic Movies/Shops Should Close	3,193	19.9%	90	Somewhat below the state ave.
Important A Company Acts Ethically	5,109	31.8%	89	Somewhat below the state ave.
Marijuana Should Be Legalized	3,285	20.4%	88	Somewhat below the state ave.
We Should Strive For Equality For All	2,040	12.7%	83	Somewhat below the state ave.
Never Buy Cosmetics Tested On Animals	2,417	15.0%	81	Somewhat below the state ave.
Important To Have Lasting Relationship	3,978	24.8%	79	Somewhat below the state ave.
How Spend Time More Important Than Money	653	4.1%	78	Somewhat below the state ave.
If At First Do Not Succeed Keep Trying	610	3.8%	70	Somewhat below the state ave.
Woman's Place Is In The Home	3,676	22.9%	68	Somewhat below the state ave.
Children Should Be Allowed To Express Themselves	738	4.6%	60	Somewhat below the state ave.
Too Much Sponsorship In Arts/Sports	2,092	13.0%	51	Somewhat below the state ave.
More Important Do Duty Than Enjoy Life	534	3.3%	41	Somewhat below the state ave.

Summary findings:

The number of social values or practices much more likely than the state is 2.

The number of social values or practices somewhat more likely than the state is 4.

The number of social values or practices somewhat less likely than the state is 11.

The number of social values or practices much less likely than the state is 3.