

Quick View Demographics Report

Site: 40975 Winchester Road, Temecula, CA 92591

The following information is drawn from the most recent updated releases of the U.S. Census from 2005 by ESRI Data, Inc. and EASI Data, Inc. The Report was prepared by **Scott McDonald & Associates, Inc.** (*DentalDemographics.com*) exclusively for use of members of the Arizona Dental Association..

The BIG Picture

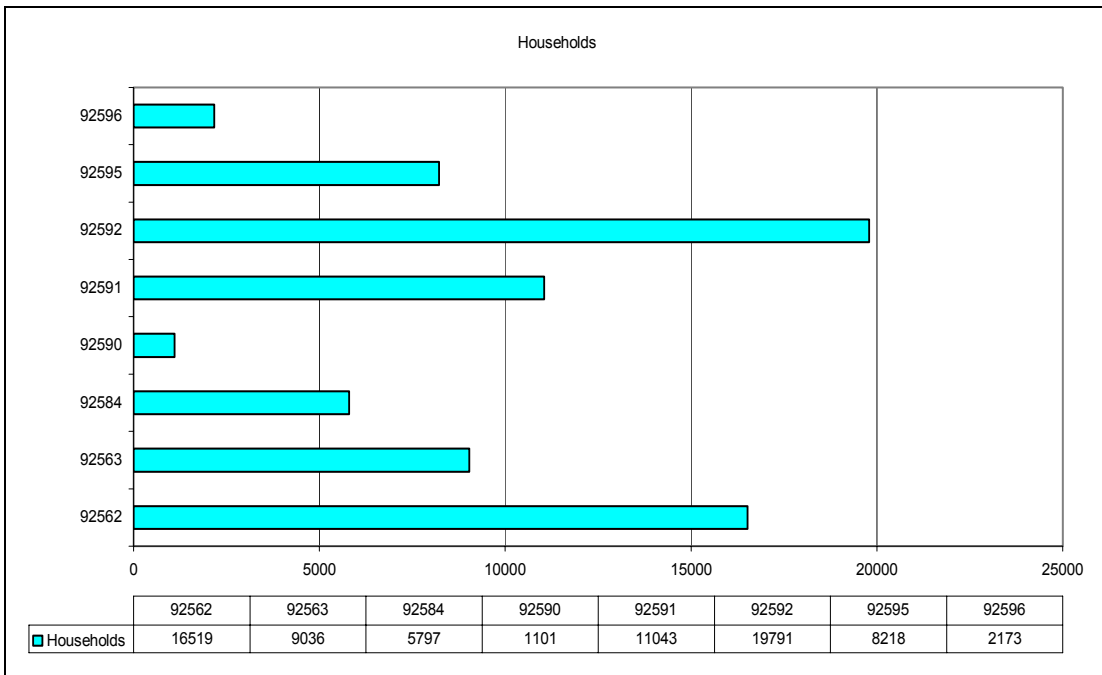
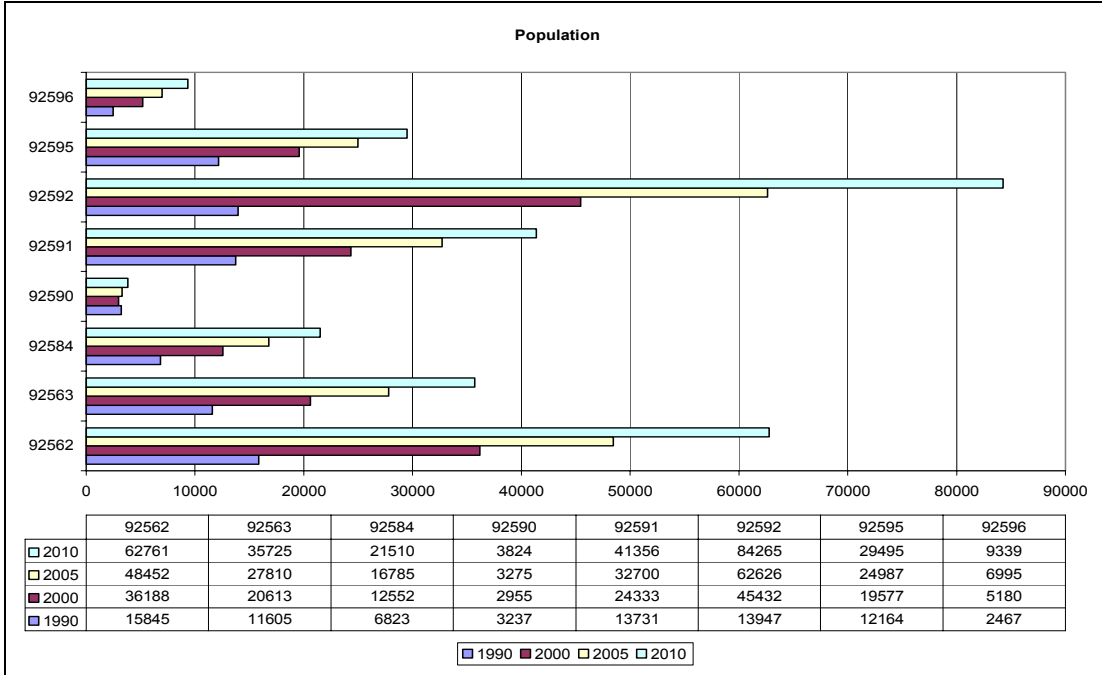
The site is surrounded by several dental practices, including oral surgeons and endodontists. In fact, the site is connected to the largest commute/retail/employment street in the region (Joliet Street) via Norman Lane. A significant majority of the region's practices are found along Joliet. The area is growing at a fast clip and that is very positive.

We expect that the practice will draw most heavily from 46311 and 46373 due to the train tracks on the north and south that act as a physical and psychological barrier.

The dominant lifestyle of resident are called Green Acres. A little bit country, Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 39.9 years. Married couples, with and without children, comprise the majority of households, primarily single-family dwellings. This upscale market has a median household income of \$62,300 and a median home value of \$179,700. These do-it-yourselfers maintain and remodel their homes, whether painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish their tasks. They also take care of their lawn and gardens, again with the right tools. Vehicles of choice are motorcycles and full size pickup trucks. For exercise, residents ride their bikes and go water skiing, canoeing, and kayaking. Other activities include birdwatching, power boating, target shooting, hunting, and attending auto races.

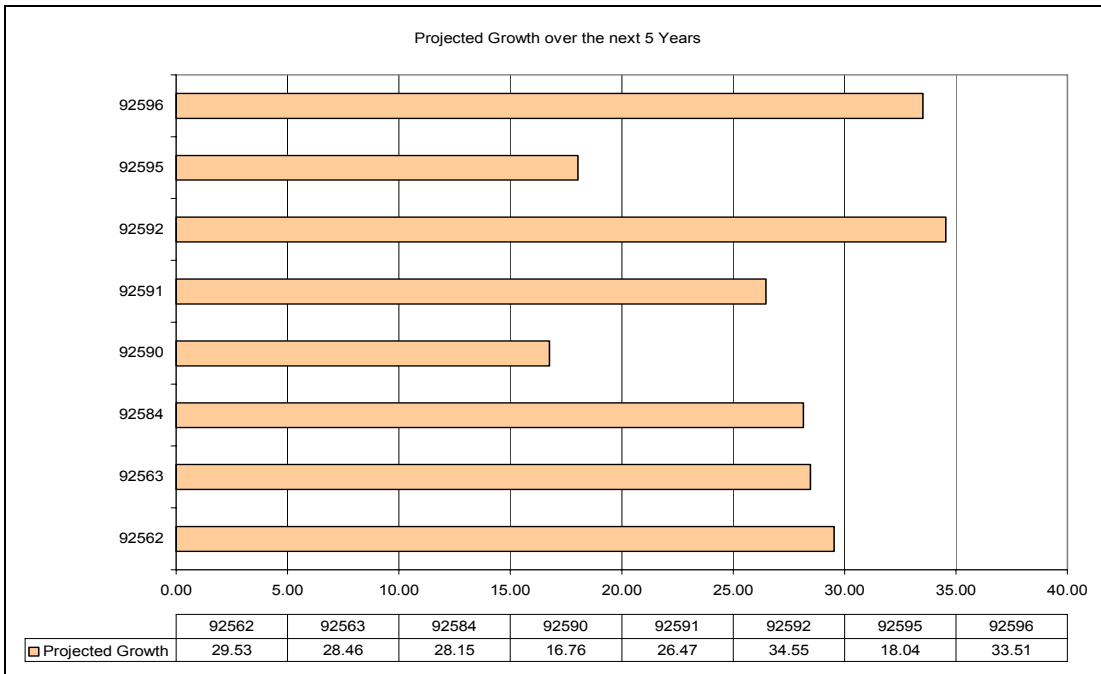
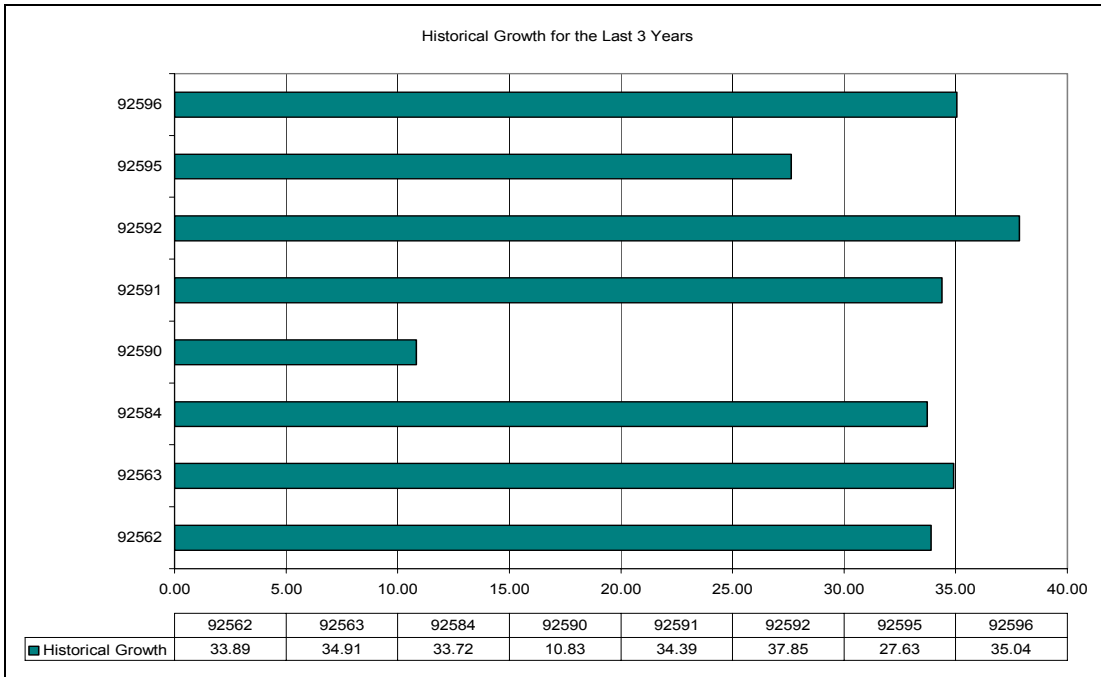
Population

The chart below shows the history, present situation, and projected growth of the population in each of the areas under consideration. The bottom bar (dark blue) represents the 1990 Census statistics for that Zip Code. The next bar (burgundy) shows the 2000 Census data. The next bar (yellow) is the 2005 adjusted figure. The top bar represents the 2010 U.S. Census projection. The amount of difference between the four bars shows the rate of growth in population of the area. The larger the difference, the greater the growth.



Population Growth

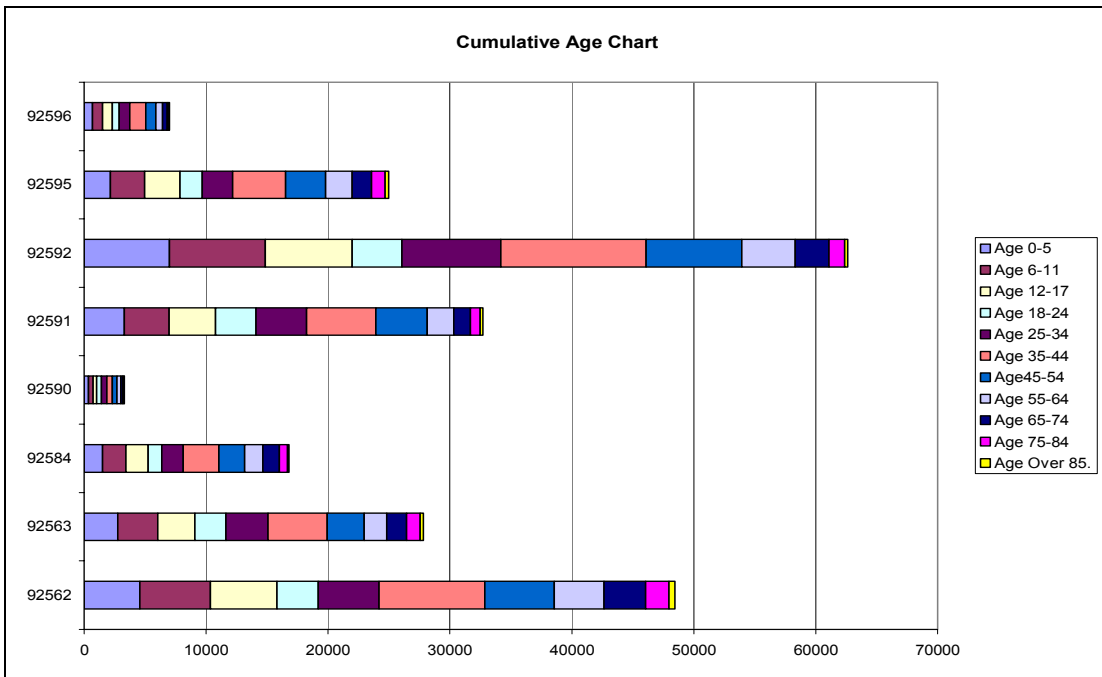
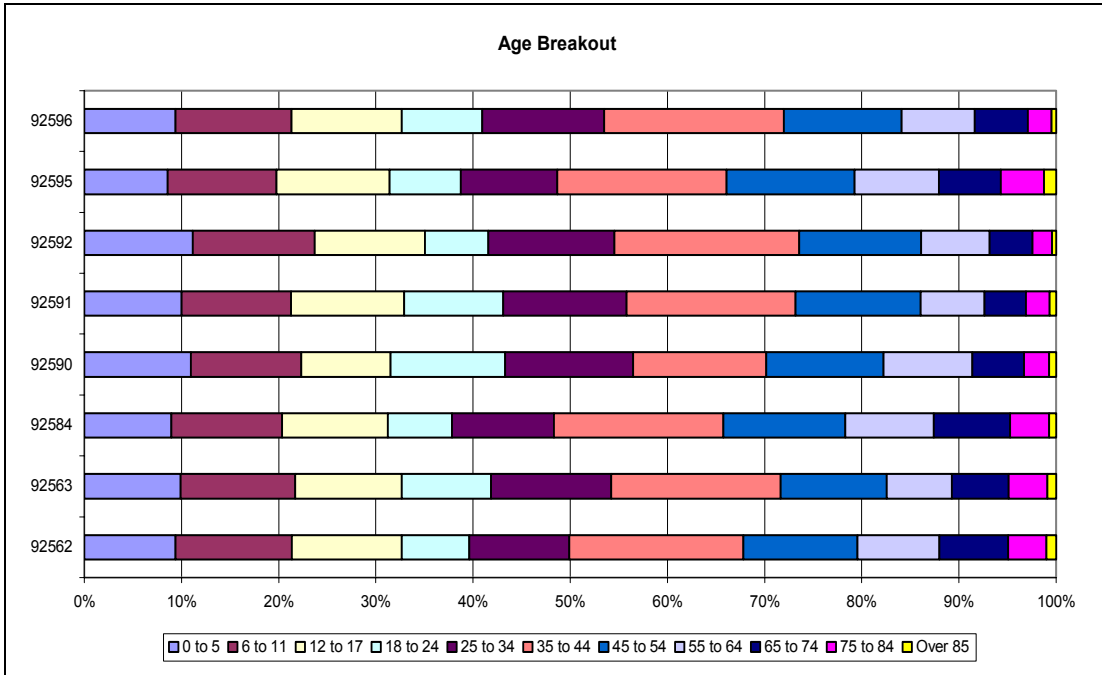
Whenever we look at a site, we want to ensure that there are positive growth rates. In this particular area, growth is **great**. Growth is important to dentists because it ensures that there will be a continuous supply of potential new patients.



Please keep in mind that the top graph shows the last three years growth and is very accurate while the bottom graph shows the U.S. Census' projection for the next 5 years and is only an estimate.

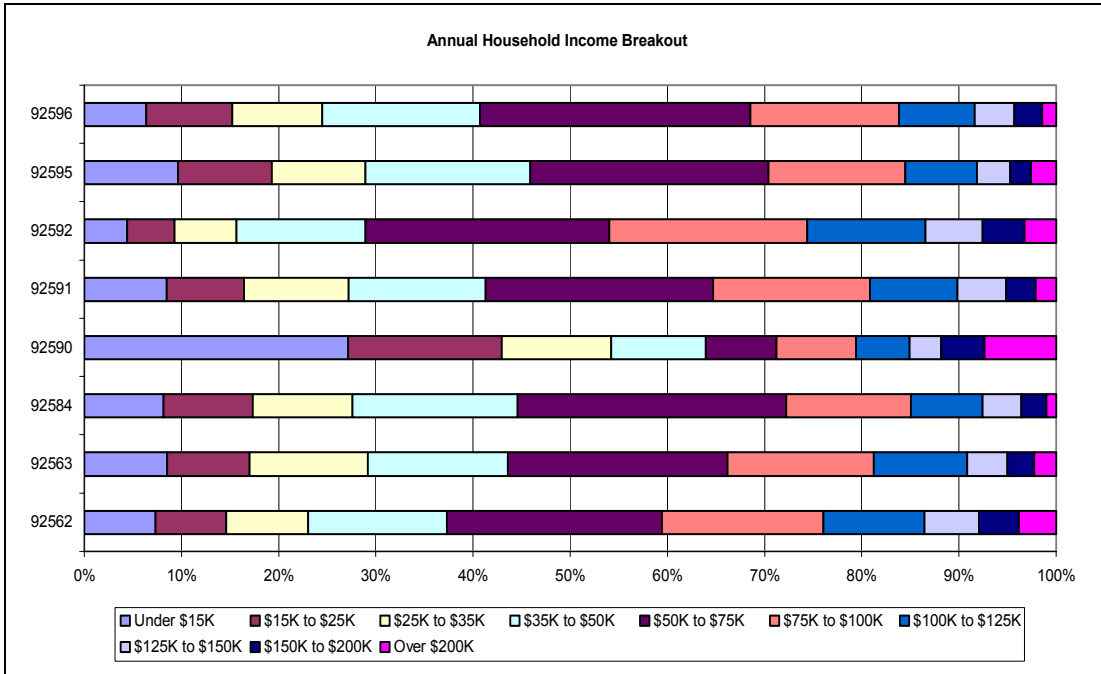
Age

Of all the statistics dentists need to know, Age is one of the most important. The Chart above shows the distribution of the population broken out by Age Group. The age groups go from left (youngest) to right (oldest). It should be kept in mind that the divisions of the ages are not proportional. Please be aware that just because an area has a higher percentage of one age group, it is no indication that there are MORE people of that age than in a more populated Zip Code. The bottom chart is how the ages break out when applied to Age by Population:



Income

Like the Age Breakout Chart, the Income Breakout shows the distribution of the population in each Zip Code by income category. The following chart indicates the Median and Average Household Chart.



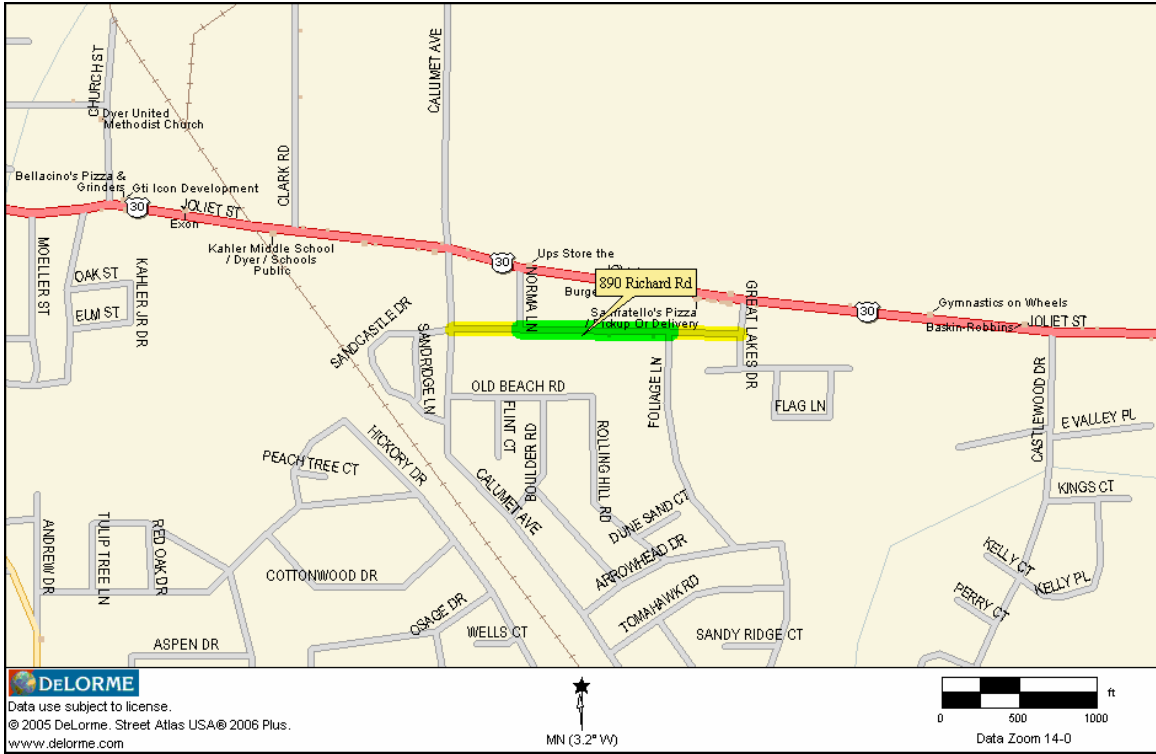
Competition

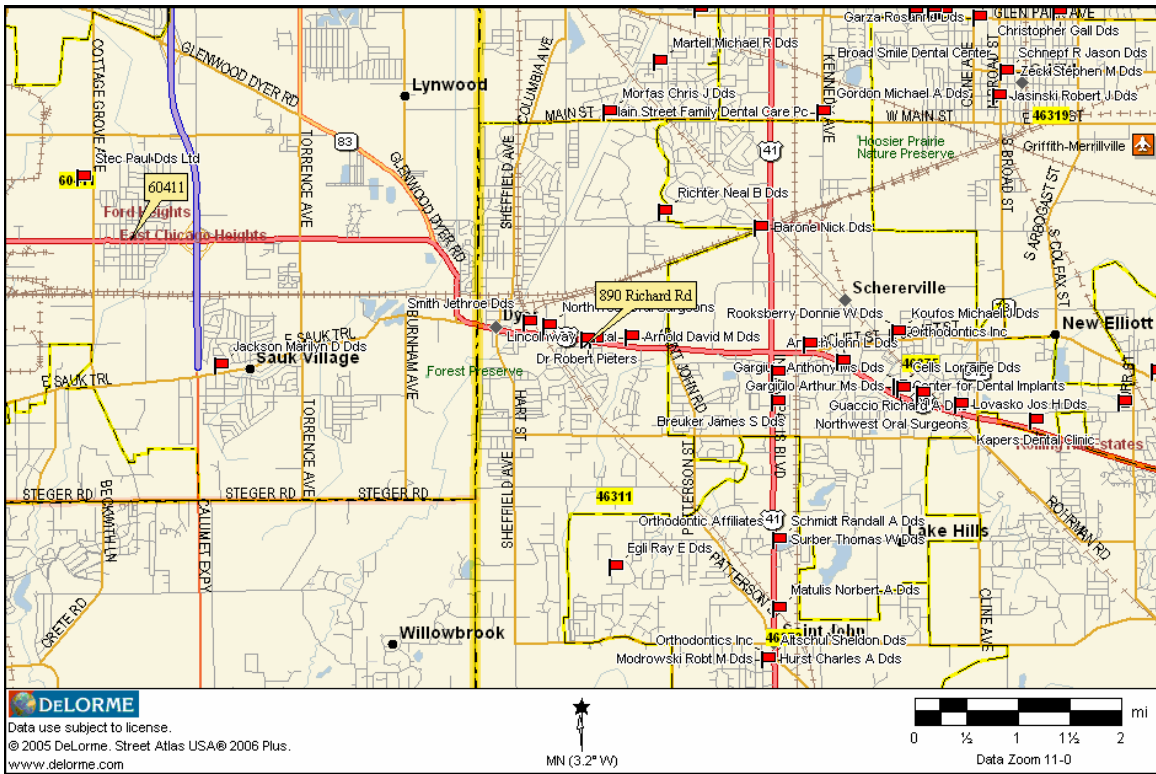
Obviously having a favorable population-to-dentist ratio will be helpful. As referred to earlier, this is not a simple statistic. We usually look for a ratio of 1 dentist: 1,200 – 1,500 population in suburban areas. Statistics show that this is how many people it will take to support a practice if they go to the dentist like the national average. Of course, when we see an area that the population is more affluent or educated, the number can go down to as low as 1-to-1,000. When they are poor and un-motivated, the number may to be as high as 1:2,000. In this case, we see a **2,570:1 population-to-dentist ratio** in the region and a 1211:1 ratio in the local Zip Code.

Zip Code	Population	Dentists	Population per Dentist
92562	48,452	21	2,307
92563	27,810	8	3,476
92584	16,785	5	3,357
92590	3,275	10	328
92591	32,700	27	1,211
92592	62,626	10	6,263
92595	24,987	5	4,997
92596	6,995	1	6,995
TOTAL	223,630	87	2,570

The Maps included with this Report are as follows:

1. Site Location: This shows the orientation of the site to the local streets.
2. Overview Location: This shows the orientation of the site to the regional transportation arteries.
3. Competition Map: The red flags show the site of other dental practices in the area of study. There are two of these at varying levels of magnification.





Technical Notes

About Zip Codes and Census Geography

In developing this software, our data vendors have used the results from the 2005 Census Update and it is important for the data user to understand the limitations of this product, since different applications require different levels of boundary and data accuracy. Census geography and United States Postal Service (USPS) geography cannot be linked easily. In practice, Zone Improvement Plan (ZIP) Codes are more accurately represented as an open network of lines interspersed with points. Any attempt to create ZIP codes areas requires interpretation and adjustment.

Tabulating ZIP Code statistics to geographic areas replaces the 1980 census methodology of tabulating ZIP Code statistics based on the mailing address associated with each census questionnaire. The ZIP Code delineations in Summary Tape File (STF) 3B ZIP Code/Block Equivalency (Equivalency) file are the product of Geographic Data Technology of Lyme, New Hampshire and represent this commercial vendors interpretation of the relationship of ZIP Codes to 1990 Census block numbers. The particular model and methodology used to create this file are one of many possible approaches. There are no "Post Office Box Only" ZIP Codes included in this file.

These ZIP Code areas are for statistical purposes only. ZIP Code boundaries typically follow property lines rather than the center lines of streets. For this reason, they do not coincide with census block boundaries. Data users should be aware of this inherent limitation in the ZIP Code tabulations caused by including whole census blocks in a ZIP Code when only some of the housing units are served by that ZIP code. Therefore, some housing units will not be allocated to their true USPS ZIP Code. Unlike census geographic areas, which change only once in every ten years, the USPS can (and does) change ZIP Codes at any time.