

Site Type: Ring	Nolana Town Center Ring: 1.0 mile	Nolana Town Center Ring: 3.0 mile	Nolana Town Center Ring: 5.0 mile
2008 Population			
Total Population	9,185	92,786	226,884
Male Population	48.3%	48.4%	48.2%
Female Population	51.7%	51.6%	51.8%
Median Age	35.0	30.9	30.2
2008 Income			
Median HH Income	\$48,478	\$41,508	\$39,055
Per Capita Income	\$24,132	\$18,910	\$16,798
Average HH Income	\$67,876	\$57,446	\$53,008
2008 Households			
Total Households	3,260	30,447	71,206
Average Household Size	2.82	3.02	3.15
1990-2000 Annual Rate	6%	2.51%	3%
2008 Housing			
Owner Occupied Housing Units	57.5%	56.5%	59.0%
Renter Occupied Housing Units	22.4%	28.6%	27.0%
Vacant Housing Units	20.2%	14.9%	14.0%
Population			
1990 Population	3,170	61,283	142,854
2000 Population	5,533	75,715	184,408
2008 Population	9,185	92,786	226,884
2013 Population	11,274	107,464	262,842
1990-2000 Annual Rate	5.73%	2.14%	2.59%
2000-2008 Annual Rate	6.34%	2.5%	2.54%
2008-2013 Annual Rate	4.18%	2.98%	2.99%

In the identified market area, the current year population is 226,884. In 2000, the Census count in the market area was 184,408. The rate of change since 2000 was 2.54 percent annually. The five-year projection for the population in the market area is 262,842, representing a change of 2.99 percent annually from 2008 to 2013. Currently, the population is 48.2 percent male and 51.8 percent female.

Households

1990 Households	1,074	18,642	41,354
2000 Households	1,923	23,896	55,564
2008 Households	3,260	30,447	71,206
2013 Households	4,030	35,524	83,233
1990-2000 Annual Rate	6%	2.51%	3%
2000-2008 Annual Rate	6.61%	2.98%	3.05%
2008-2013 Annual Rate	4.33%	3.13%	3.17%

The household count in this market area has changed from 55,564 in 2000 to 71,206 in the current year, a change of 3.05 percent annually. The five-year projection of households is 83,233, a change of 3.17 percent annually from the current year total. Average household size is currently 3.15, compared to 3.28 in the year 2000. The number of families in the current year is 57,117 in the market area.

Housing

Currently, 59.0 percent of the 82,803 housing units in the market area are owner occupied; 27.0 percent, renter occupied; and 14.0 percent are vacant. In 2000, there were 64,980 housing units— 55.9 percent owner occupied, 29.4 percent renter occupied and 14.7 percent vacant. The rate of change in housing units since 2000 is 2.98 percent. Median home value in the market area is \$92,247, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.3 percent annually to \$98,420. From 2000 to the current year, median home value changed by 5.01 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.

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Median Household Income			
1990 Median HH Income	\$33,179	\$23,586	\$20,456
2000 Median HH Income	\$40,236	\$33,102	\$31,048
2008 Median HH Income	\$48,478	\$41,508	\$39,055
2013 Median HH Income	\$55,508	\$47,886	\$44,927
1990-2000 Annual Rate	1.95%	3.45%	4.26%
2000-2008 Annual Rate	2.28%	2.78%	2.82%
2008-2013 Annual Rate	2.75%	2.9%	2.84%
Per Capita Income			
1990 Per Capita Income	\$13,335	\$9,955	\$8,712
2000 Per Capita Income	\$20,768	\$14,856	\$13,375
2008 Per Capita Income	\$24,132	\$18,910	\$16,798
2013 Per Capita Income	\$27,564	\$22,065	\$19,360
1990-2000 Annual Rate	4.53%	4.08%	4.38%
2000-2008 Annual Rate	1.84%	2.97%	2.8%
2008-2013 Annual Rate	2.7%	3.13%	2.88%
Average Household Income			
1990 Average Household Income	\$40,568	\$32,507	\$29,638
2000 Average Household Income	\$57,512	\$47,026	\$44,022
2008 Average HH Income	\$67,876	\$57,446	\$53,008
2013 Average HH Income	\$76,951	\$66,646	\$60,630
1990-2000 Annual Rate	3.55%	3.76%	4.04%
2000-2008 Annual Rate	2.03%	2.46%	2.28%
2008-2013 Annual Rate	2.54%	3.02%	2.72%

Households by Income

Current median household income is \$39,055 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$44,927 in five years. In 2000, median household income was \$31,048, compared to \$20,456 in 1990.

Current average household income is \$53,008 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$60,630 in five years. In 2000, average household income was \$44,022, compared to \$29,638 in 1990.

Current per capita income is \$16,798 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$19,360 in five years. In 2000, the per capita income was \$13,375, compared to \$8,712 in 1990.

Population by Employment

Total Businesses	811	6,489	11,917
Total Employees	4,553	43,794	82,651

Currently, 93.6 percent of the civilian labor force in the identified market area is employed and 6.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 93.8 percent of the civilian labor force, and unemployment will be 6.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 56.4 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 61.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 19.0 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 19.9 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 76.2 percent of the market area population drove alone to work, and 2.4 percent worked at home. The average travel time to work in 2000 was 18.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 29.6 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 23.9 percent were high school graduates only (29.6 percent in the U.S.)
- 4.7 percent had completed an Associate degree (7.2 percent in the U.S.)
- 16.7 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 7.0 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)