

2008 Population

Total Population	40,575
Male Population	48.9%
Female Population	51.1%
Median Age	41.1

2008 Income

Median HH Income	\$79,924
Per Capita Income	\$42,527
Average HH Income	\$103,455

2008 Households

Total Households	16,679
Average Household Size	2.43
1990-2000 Annual Rate	46.04%

2008 Housing

Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	12.7%

Population

1990 Population	801
2000 Population	14,739
2008 Population	40,575
2013 Population	54,142
1990-2000 Annual Rate	33.81%
2000-2008 Annual Rate	13.06%
2008-2013 Annual Rate	5.94%

In the identified market area, the current year population is 40,575. In 2000, the Census count in the market area was 14,739. The rate of change since 2000 was 13.06 percent annually. The five-year projection for the population in the market area is 54,142, representing a change of 5.94 percent annually from 2008 to 2013. Currently, the population is 48.9 percent male and 51.1 percent female.

Households

1990 Households	136
2000 Households	6,001
2008 Households	16,679
2013 Households	22,174
1990-2000 Annual Rate	46.04%
2000-2008 Annual Rate	13.19%
2008-2013 Annual Rate	5.86%

The household count in this market area has changed from 6,001 in 2000 to 16,679 in the current year, a change of 13.19 percent annually. The five-year projection of households is 22,174, a change of 5.86 percent annually from the current year total. Average household size is currently 2.43, compared to 2.46 in the year 2000. The number of families in the current year is 11,529 in the market area.

Housing

Currently, 64.2 percent of the 19,113 housing units in the market area are owner occupied; 23.1 percent, renter occupied; and 12.7 percent are vacant. In 2000, there were 6,735 housing units— 64.4 percent owner occupied, 23.2 percent renter occupied and 12.4 percent vacant. The rate of change in housing units since 2000 is 13.48 percent. Median home value in the market area is \$305,177, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.54 percent annually to \$313,514. From 2000 to the current year, median home value changed by 5.41 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.

Zip: 89052

Median Household Income

1990 Median HH Income	\$22,045
2000 Median HH Income	\$66,833
2008 Median HH Income	\$79,924
2013 Median HH Income	\$89,100
1990-2000 Annual Rate	11.73%
2000-2008 Annual Rate	2.19%
2008-2013 Annual Rate	2.2%

Per Capita Income

1990 Per Capita Income	\$10,020
2000 Per Capita Income	\$35,253
2008 Per Capita Income	\$42,527
2013 Per Capita Income	\$49,919
1990-2000 Annual Rate	13.4%
2000-2008 Annual Rate	2.3%
2008-2013 Annual Rate	3.26%

Average Household Income

1990 Average Household Income	\$30,384
2000 Average Household Income	\$84,229
2008 Average HH Income	\$103,455
2013 Average HH Income	\$121,887
1990-2000 Annual Rate	10.73%
2000-2008 Annual Rate	2.52%
2008-2013 Annual Rate	3.33%

Households by Income

Current median household income is \$79,924 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$89,100 in five years. In 2000, median household income was \$66,833, compared to \$22,045 in 1990.

Current average household income is \$103,455 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$121,887 in five years. In 2000, average household income was \$84,229, compared to \$30,384 in 1990.

Current per capita income is \$42,527 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$49,919 in five years. In 2000, the per capita income was \$35,253, compared to \$10,020 in 1990.

Population by Employment

Total Businesses	1,902
Total Employees	10,183

Currently, 94.7 percent of the civilian labor force in the identified market area is employed and 5.3 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 94.5 percent of the civilian labor force, and unemployment will be 5.5 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, 68.1 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.4 percent were in the Armed Forces.

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

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

In 2000, 85.2 percent of the market area population drove alone to work, and 4.4 percent worked at home. The average travel time to work in 2000 was 23.3 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:

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