



Richland Site Type: Radius	Radius: 3.0 mile	Radius: 5.0 mile	Radius: 7.0 mile
<b>2007 Population</b>			
Total Population	13,007	39,576	102,173
Male Population	48.9%	49.1%	49.1%
Female Population	51.1%	50.9%	50.9%
Median Age	33.0	34.1	33.5
<b>2007 Income</b>			
Median HH Income	\$43,307	\$40,487	\$37,873
Per Capita Income	\$19,566	\$18,765	\$18,388
Average HH Income	\$51,163	\$49,324	\$48,539
<b>2007 Households</b>			
Total Households	4,882	14,677	37,125
Average Household Size	2.66	2.56	2.53
1990-2000 Annual Rate	3.13%	1.64%	0.27%
<b>2007 Housing</b>			
Owner Occupied Housing Units	65.0%	62.3%	57.0%
Renter Occupied Housing Units	27.0%	29.4%	31.2%
Vacant Housing Units	8.0%	8.3%	11.8%
<b>Population</b>			
1990 Population	8,537	30,861	94,626
2000 Population	11,186	35,761	97,757
2007 Population	13,007	39,576	102,173
2012 Population	14,569	42,890	106,605
1990-2000 Annual Rate	2.74%	1.48%	0.33%
2000-2007 Annual Rate	2.1%	1.41%	0.61%
2007-2012 Annual Rate	2.29%	1.62%	0.85%

In the identified market area, the current year population is 102,173. In 2000, the Census count in the market area was 97,757. The rate of change since 2000 was 0.61 percent annually. The five-year projection for the population in the market area is 106,605, representing a change of 0.85 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

Households	Radius: 3.0 mile	Radius: 5.0 mile	Radius: 7.0 mile
1990 Households	3,022	11,037	33,948
2000 Households	4,114	12,989	34,889
2007 Households	4,882	14,677	37,125
2012 Households	5,527	16,111	39,078
1990-2000 Annual Rate	3.13%	1.64%	0.27%
2000-2007 Annual Rate	2.39%	1.7%	0.86%
2007-2012 Annual Rate	2.51%	1.88%	1.03%

The household count in this market area has changed from 34,889 in 2000 to 37,125 in the current year, a change of 0.86 percent annually. The five-year projection of households is 39,078, a change of 1.03 percent annually from the current year total. Average household size is currently 2.53, compared to 2.57 in the year 2000. The number of families in the current year is 24,537 in the market area.

### Housing

Currently, 57.0 percent of the 42,083 housing units in the market area are owner occupied; 31.2 percent, renter occupied; and 11.8 percent are vacant. In 2000, there were 38,951 housing units— 57.2 percent owner occupied, 32.5 percent renter occupied and 10.3 percent vacant. The rate of change in housing units since 2000 is 1.07 percent. Median home value in the market area is \$86,513, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 3.4 percent annually to \$102,232. From 2000 to the current year, median home value changed by 4.16 percent annually.



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<b>Median Household Income</b>			
1990 Median HH Income	\$27,205	\$27,234	\$24,441
2000 Median HH Income	\$37,022	\$34,716	\$32,481
2007 Median HH Income	\$43,307	\$40,487	\$37,873
2012 Median HH Income	\$47,842	\$44,869	\$41,697
1990-2000 Annual Rate	3.13%	2.46%	2.88%
2000-2007 Annual Rate	2.19%	2.14%	2.14%
2007-2012 Annual Rate	2.01%	2.08%	1.94%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$10,697	\$10,993	\$10,923
2000 Per Capita Income	\$16,675	\$15,643	\$15,362
2007 Per Capita Income	\$19,566	\$18,765	\$18,388
2012 Per Capita Income	\$22,255	\$21,336	\$20,762
1990-2000 Annual Rate	4.54%	3.59%	3.47%
2000-2007 Annual Rate	2.23%	2.54%	2.51%
2007-2012 Annual Rate	2.61%	2.6%	2.46%
<b>Average Household Income</b>			
1990 Average Household Income	\$29,385	\$30,031	\$29,706
2000 Average Household Income	\$44,596	\$42,481	\$41,747
2007 Average HH Income	\$51,163	\$49,324	\$48,539
2012 Average HH Income	\$57,613	\$55,476	\$54,411
1990-2000 Annual Rate	4.26%	3.53%	3.46%
2000-2007 Annual Rate	1.91%	2.08%	2.1%
2007-2012 Annual Rate	2.4%	2.38%	2.31%

### Households by Income

Current median household income is \$37,873 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$41,697 in five years. In 2000, median household income was \$32,481, compared to \$24,441 in 1990.

Current average household income is \$48,539 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$54,411 in five years. In 2000, average household income was \$41,747, compared to \$29,706 in 1990.

Current per capita income is \$18,388 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$20,762 in five years. In 2000, the per capita income was \$15,362, compared to \$10,923 in 1990.

### Population by Employment

Total Businesses	614	1,930	6,816
Total Employees	7,232	19,774	67,068

Currently, 91.6 percent of the civilian labor force in the identified market area is employed and 8.4 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 92.0 percent of the civilian labor force, and unemployment will be 8.0 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, 61.4 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

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

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

In 2000, 79.5 percent of the market area population drove alone to work, and 1.6 percent worked at home. The average travel time to work in 2000 was 21.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 23.7 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 29.2 percent were high school graduates only (28.6 percent in the U.S.)
- 6.0 percent had completed an Associate degree (6.3 percent in the U.S.)
- 11.0 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 5.6 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)