

EXHIBIT 1
Selected Population Characteristics
for Resident Market Areas
(2004)

	Zone 1 (Study Area) [1]	Zone 2 (2-Mile Buffer)	Zone 3 (5-Mile Buffer)
Factors - Census			
<i>Population</i>			
Total	124,927	261,131	564,783
In Households	124,380	258,893	556,581
<i>Number of Occupied Households</i>	34,092	79,044	194,862
<i>Household Size</i>	3.65	3.28	2.86
<i>Median Household Income</i>	\$32,042	\$40,119	\$45,244
<i>Ethnicity</i>			
Hispanic	68.8%	56.0%	45.3%
White	13.0%	28.4%	40.0%
Asian	5.0%	3.8%	4.6%
Black	0.2%	0.3%	0.3%
Native American	10.7%	8.4%	6.8%
Pacific Islander	0.1%	0.1%	0.1%
Other - One Race	0.2%	0.2%	0.2%
Other - Two or More Races	2.0%	2.8%	2.7%
Total	100.0%	100.0%	100.0%
Factors - Drill Down			
<i>Population - In Households (+10%)</i>	136,818	N/A	N/A
<i>Household Size</i>	4.01	N/A	N/A
<i>Median Household Income (+25%)</i>	\$40,053	N/A	N/A

Notes:

1. sq means square.
2. Center point for distance computations is Van Nuys Blvd. and Parthenia Street.

[1] Boundaries are Lassen on the north, Sherman Way on the south, 405 Freeway on the west, and Woodman Avenue on the east.

Sources: U.S. Census, California State University Northridge, and Valley Economic Development Center