

## Complete Demographic Comparison Report

# WASHINGTON PRIME GROUP

Date: December 10, 2018

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
<b>2018A Demographics:</b>			
Q2 2018 Employees	25,405	76,862	177,472
Q2 2018 Establishments*	2,585	8,069	17,485
Total Population	83,691	223,903	463,370
Total Households	29,614	80,499	165,092
Female Population	42,500	112,539	233,184
% Female	50.8%	50.3%	50.3%
Male Population	41,191	111,364	230,185
% Male	49.2%	49.7%	49.7%
Population Density (per Sq. Mi.)	1,063.68	711.43	654.36
<b>Employed Civilian Population 16+</b>			
Total	42,583	108,396	227,635
White Collar	71.6%	69.6%	69.0%
Blue Collar	28.4%	30.4%	31.0%
<b>Seasonal Population by Quarter:</b>			
Q4 2015	1,146	3,473	6,985
Q1 2016	1,014	3,098	6,351
Q2 2016	1,144	3,471	7,073
Q3 2016	1,018	3,240	6,606
Q4 2016	969	3,101	6,374
Q1 2017	1,038	3,378	6,904
Q2 2017	1,189	3,742	7,501
Q3 2017	1,101	3,494	7,091
Q4 2017	1,036	3,324	6,765
<b>Age:</b>			
Age 0 - 4	4.6%	4.9%	4.9%
Age 5 - 14	13.1%	12.7%	12.8%
Age 15 - 19	7.6%	7.4%	7.4%
Age 20 - 24	5.6%	6.7%	6.4%
Age 25 - 34	8.4%	9.2%	9.7%
Age 35 - 44	11.5%	11.7%	11.7%
Age 45 - 54	16.8%	16.2%	16.1%
Age 55 - 64	15.3%	14.7%	14.8%
Age 65 - 74	9.7%	9.2%	9.1%

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Age 75 - 84	5.0%	4.9%	4.6%
Age 85 +	2.3%	2.5%	2.3%
Median Age	44.4	43.1	42.7
<b>Housing Units</b>			
Total Housing Units	30,657	83,917	171,964
Occupied Housing Units	96.6%	95.9%	96.0%
Vacant Housing Units	3.4%	4.1%	4.0%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	29,614	80,499	165,092
Owner Occupied Housing Units	24,969	60,683	122,689
Owner Occupied free and clear	28.8%	30.1%	29.5%
Owner Occupied with a mortgage or loan	71.2%	69.9%	70.5%
Renter Occupied Housing Units	4,646	19,816	42,403
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.3%	0.3%
Asian	4.0%	3.8%	4.4%
Black	4.5%	6.5%	6.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	85.7%	81.1%	78.7%
Other	3.2%	5.3%	6.4%
Multi-Race	2.4%	3.1%	3.2%
Hispanic Ethnicity	12.8%	16.4%	18.9%
Not of Hispanic Ethnicity	87.2%	83.6%	81.1%
<b>Race of Hispanics</b>			
Hispanics	10,713	36,655	87,410
American Indian	0.5%	0.8%	0.9%
Asian	0.6%	0.5%	0.4%
Black	5.3%	4.7%	4.8%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	62.8%	54.7%	52.9%
Other	23.1%	30.9%	33.0%
Multi-Race	7.7%	8.3%	7.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	72,978	187,248	375,960
American Indian	0.1%	0.1%	0.1%
Asian	4.5%	4.4%	5.4%
Black	4.4%	6.8%	7.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
White	89.1%	86.2%	84.7%
Other	0.2%	0.3%	0.3%
Multi-Race	1.6%	2.1%	2.1%
<b>Marital Status:</b>			
Age 15 + Population	68,849	184,630	381,170
Divorced	7.3%	8.1%	8.0%
Never Married	28.0%	30.6%	31.3%
Now Married	58.9%	55.7%	55.3%
Now Married - Separated	1.3%	1.5%	1.8%
Widowed	5.8%	5.6%	5.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	57,746	153,018	317,021
Grade K - 8	3.1%	4.7%	4.6%
Grade 9 - 12	3.7%	4.1%	4.6%
High School Graduate	23.9%	22.0%	21.6%
Associates Degree	8.8%	7.4%	7.6%
Bachelor's Degree	23.3%	23.7%	23.9%
Graduate Degree	18.8%	20.7%	20.8%
Some College, No Degree	17.9%	16.7%	16.2%
No Schooling Completed	0.4%	0.6%	0.8%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	2.2%	2.6%	2.7%
Income \$ 10,000 - \$14,999	2.1%	2.5%	2.4%
Income \$ 15,000 - \$24,999	4.9%	5.4%	5.5%
Income \$ 25,000 - \$34,999	5.9%	6.4%	6.1%
Income \$ 35,000 - \$49,999	7.2%	8.5%	8.1%
Income \$ 50,000 - \$74,999	11.2%	12.0%	12.5%
Income \$ 75,000 - \$99,999	12.1%	11.2%	11.4%
Income \$100,000 - \$124,999	13.1%	11.7%	11.5%
Income \$125,000 - \$149,999	10.8%	9.2%	8.9%
Income \$150,000 +	30.5%	30.5%	30.9%
Average Household Income	\$139,407	\$142,753	\$147,510
Median Household Income	\$108,238	\$102,959	\$102,729
Per Capita Income	\$49,495	\$51,736	\$52,948
<b>Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under</b>			
Total Families (Family Households)	22,450	57,608	119,361
Husband-Wife Family, Own Children, Below Poverty	98	345	986

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Husband-Wife Family, No Own Children, Below Poverty	98	338	735
Male Householder, Own Children, Below Poverty	25	128	234
Male Householder, No Own Children, Below Poverty	0	16	68
Female Householder, Own Children, Below Poverty	155	695	1,572
Female Householder, No Own Children, Below Poverty	32	168	387
Husband-Wife Family, Own Children, At/Above Poverty	8,112	20,142	41,217
Husband-Wife Family, No Own Children, At/Above Poverty	10,593	26,383	53,489
Male Householder, Own Children, At/Above Poverty	425	1,264	2,764
Male Householder, No Own Children, At/Above Poverty	568	1,508	3,322
Female Householder, Own Children, At/Above Poverty	1,004	2,945	6,652
Female Householder, No Own Children, At/Above Poverty	1,340	3,676	7,935

#### Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	83,691	223,903	463,370
Less Than .50	1,115	4,308	11,016
.50 - .99	2,000	8,471	18,209
1.00 - 1.24	1,620	5,926	13,708
1.25 - 1.49	1,825	5,987	12,171
1.50 - 1.84	2,332	8,161	16,220
1.85 - 1.99	1,079	3,573	7,613
2.00+	73,720	187,477	384,432

#### Poverty: Popn by Race

##### By Race

White, Below Poverty Level	1,930	7,309	17,035
White, Above Poverty Level	69,804	174,237	347,822
Black, Below Poverty Level	395	1,899	4,014
Black, Above Poverty Level	3,401	12,616	27,945
AI/Alaskan Native, Below Poverty Level	20	148	304
AI/Alaskan Native, Above Poverty Level	121	424	1,044
Asian, Below Poverty Level	201	342	825
Asian, Above Poverty Level	3,161	8,046	19,664
NH/PI, Below Poverty Level	1	14	27
NH/PI, Above Poverty Level	8	75	168

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Some Other Race, Below Poverty Level	338	2,116	5,150
Some Other Race, Above Poverty Level	2,297	9,708	24,695
2+ Races, Below Poverty Level	230	951	1,869
2+ Races, Above Poverty Level	1,784	6,018	12,807
<b>Poverty: Popn by Ethnicity</b>			
<b>Hispanic/Latino</b>			
Hispanic/Latino, Below Poverty Level	1,002	4,622	11,771
Hispanic/Latino, Above Poverty Level	9,712	32,033	75,639
Non-Hispanic/Latino, Below Poverty Level	2,113	8,158	17,455
Non-Hispanic/Latino, Above Poverty Level	70,865	179,091	358,505
<b>Non-Hispanic/Latino by Race</b>			
White, Below Poverty Level	1,482	5,719	12,351
White, Above Poverty Level	63,519	155,776	306,229
Other than White, Below Poverty Level	1,632	7,061	16,874
Other than White, Above Poverty Level	17,058	55,348	127,916
<b>Vehicles Available</b>			
0 Vehicles Available	5.4%	6.7%	6.8%
1 Vehicle Available	23.5%	28.6%	28.4%
2+ Vehicles Available	71.2%	64.7%	64.8%
Average Vehicles Per Household	2.18	2.05	2.06
Total Vehicles Available	64,527	165,244	339,426

### 2023 Demographics:

Total Population	86,637	229,747	474,268
Total Households	30,961	83,635	171,274
Female Population	43,970	115,618	238,736
% Female	50.8%	50.3%	50.3%
Male Population	42,668	114,128	235,532
% Male	49.3%	49.7%	49.7%

Population Density (per Sq. Mi.)	1,101.12	730.00	669.75
----------------------------------	----------	--------	--------

### Employed Civilian Population 16+

Total	43,984	111,081	232,777
% White Collar	71.5%	69.7%	69.0%
% Blue Collar	28.5%	30.3%	31.0%

### Age:

Age 0 - 4	4.4%	4.7%	4.7%
-----------	------	------	------

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Age 5 - 14	12.0%	11.8%	11.9%
Age 15 - 19	7.4%	7.2%	7.1%
Age 20 - 24	6.2%	7.0%	6.8%
Age 25 - 34	9.0%	9.6%	10.1%
Age 35 - 44	10.7%	11.1%	11.3%
Age 45 - 54	15.4%	14.9%	14.8%
Age 55 - 64	15.6%	15.1%	15.1%
Age 65 - 74	11.0%	10.5%	10.4%
Age 75 - 84	5.9%	5.7%	5.4%
Age 85 +	2.4%	2.6%	2.4%
Median Age	45.3	44.0	43.5
<b>Housing Units</b>			
Total Housing Units	32,038	87,149	178,462
Occupied Housing Units	96.6%	96.0%	96.0%
Vacant Housing Units	3.4%	4.0%	4.0%
<b>Housing Units by Tenure</b>			
Total Households in Tenure	30,961	83,635	171,274
Owner Occupied Housing Units	26,031	63,007	126,988
Owner Occupied free and clear	29.0%	30.5%	29.9%
Owner Occupied with a mortgage or loan	71.0%	69.5%	70.1%
Renter Occupied Housing Units	4,930	20,627	44,286
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.3%	0.3%
Asian	4.4%	4.0%	4.8%
Black	4.8%	6.5%	6.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	84.4%	79.9%	77.5%
Other	3.6%	5.8%	6.9%
Multi-Race	2.8%	3.5%	3.5%
Hispanic Ethnicity	14.4%	18.0%	20.4%
Not of Hispanic Ethnicity	85.6%	82.0%	79.6%
<b>Race of Hispanics</b>			
Hispanics	12,488	41,268	96,791
American Indian	0.5%	0.8%	0.9%
Asian	0.5%	0.4%	0.4%
Black	5.1%	4.6%	4.7%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	62.8%	54.9%	53.2%
Other	23.3%	30.8%	32.8%

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Multi-Race	7.7%	8.4%	8.0%
<b>Race of Non Hispanics</b>			
Non Hispanics	74,149	188,479	377,477
American Indian	0.1%	0.1%	0.1%
Asian	5.0%	4.8%	5.9%
Black	4.7%	7.0%	7.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.0%	85.3%	83.8%
Other	0.2%	0.3%	0.3%
Multi-Race	1.9%	2.4%	2.4%
<b>Marital Status:</b>			
Age 15 + Population	72,411	191,965	395,521
Divorced	7.5%	8.2%	8.1%
Never Married	28.5%	30.9%	31.6%
Now Married	58.2%	55.2%	54.9%
Now Married - Separated	1.3%	1.5%	1.8%
Widowed	5.8%	5.6%	5.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	60,674	159,369	329,499
Grade K - 9	3.2%	4.7%	4.6%
Grade 9 - 12	3.7%	4.1%	4.6%
High School Graduate	23.7%	21.9%	21.4%
Associates Degree	8.8%	7.4%	7.6%
Bachelor's Degree	23.4%	23.7%	23.9%
Graduate Degree	19.0%	20.9%	21.0%
Some College, No Degree	17.7%	16.6%	16.1%
No Schooling Completed	0.4%	0.6%	0.8%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	1.6%	1.9%	2.0%
Income \$ 10,000 - \$14,999	1.9%	2.2%	2.2%
Income \$ 15,000 - \$24,999	4.3%	4.8%	4.9%
Income \$ 25,000 - \$34,999	5.1%	5.6%	5.3%
Income \$ 35,000 - \$49,999	6.4%	7.6%	7.3%
Income \$ 50,000 - \$74,999	9.2%	10.0%	10.5%
Income \$ 75,000 - \$99,999	9.9%	9.4%	9.7%
Income \$100,000 - \$124,999	13.1%	11.9%	11.8%
Income \$125,000 - \$149,999	12.4%	10.7%	10.3%
Income \$150,000 +	36.2%	35.9%	36.0%
Average Household Income	\$159,159	\$163,342	\$167,890

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Median Household Income	\$122,446	\$117,938	\$117,268
Per Capita Income	\$57,037	\$59,861	\$61,012

### Vehicles Available

0 Vehicles Available	5.4%	6.7%	6.9%
1 Vehicle Available	23.4%	28.5%	28.3%
2+ Vehicles Available	71.2%	64.8%	64.8%
Average Vehicles Per Household	2.18	2.06	2.06
Total Vehicles Available	67,483	171,959	352,309

### 2010 Demographics:

Total Population	83,343	222,361	458,560
Total Households	28,938	78,358	160,614
Female Population	42,544	112,409	231,684
% Female	51.1%	50.6%	50.5%
Male Population	40,798	109,952	226,877
% Male	49.0%	49.5%	49.5%
Population Density (per Sq. Mi.)	1,059.25	706.53	647.57

### Employed Civilian Population 16+

Total	41,014	104,635	218,118
% White Collar	72.7%	70.9%	70.1%
% Blue Collar	27.3%	29.1%	29.9%

### Age:

Age 0 - 4	5.2%	5.4%	5.5%
Age 5 - 14	14.8%	14.1%	14.2%
Age 15 - 19	7.3%	7.2%	7.3%
Age 20 - 24	4.5%	5.7%	5.5%
Age 25 - 34	8.0%	9.0%	9.5%
Age 35 - 44	14.2%	14.0%	13.9%
Age 45 - 54	18.3%	17.5%	17.6%
Age 55 - 64	13.2%	12.9%	13.0%
Age 65 - 74	7.6%	7.3%	7.2%
Age 75 - 84	4.8%	4.8%	4.5%
Age 85 +	2.0%	2.2%	1.9%
Median Age	42.6	41.7	41.3

### Housing Units

Total Housing Units	30,608	83,766	171,385
Occupied Housing Units	94.5%	93.5%	93.7%
Vacant Housing Units	5.5%	6.5%	6.3%



	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
<b>Housing Units by Tenure</b>			
Total Households in Tenure	28,938	78,358	160,614
Owner Occupied Housing Units	24,700	60,344	122,241
Owner Occupied free and clear	24.7%	26.2%	25.7%
Owner Occupied with a mortgage or loan	75.3%	73.8%	74.3%
Renter Occupied Housing Units	4,238	18,014	38,373
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.3%
Asian	3.5%	3.3%	3.9%
Black	3.9%	5.9%	6.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	87.8%	83.5%	81.4%
Other	2.7%	4.5%	5.6%
Multi-Race	2.1%	2.6%	2.7%
Hispanic Ethnicity	10.7%	13.8%	16.1%
Not of Hispanic Ethnicity	89.3%	86.2%	83.9%
<b>Race of Hispanics</b>			
Hispanics	8,889	30,710	73,869
American Indian	0.5%	0.8%	0.9%
Asian	0.5%	0.4%	0.4%
Black	4.9%	4.4%	4.3%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	62.7%	55.1%	53.6%
Other	23.5%	31.0%	33.1%
Multi-Race	7.7%	8.1%	7.7%
<b>Race of Non Hispanics</b>			
Non Hispanics	74,454	191,651	384,691
American Indian	0.1%	0.1%	0.1%
Asian	3.8%	3.7%	4.6%
Black	3.7%	6.1%	6.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	90.7%	88.1%	86.7%
Other	0.2%	0.3%	0.3%
Multi-Race	1.4%	1.7%	1.7%
<b>Marital Status:</b>			
Age 15 + Population	66,637	178,908	368,186

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Divorced	6.4%	7.0%	7.3%
Never Married	25.7%	29.0%	29.1%
Now Married	62.3%	58.4%	58.2%
Now Married - Separated	1.6%	1.8%	1.8%
Widowed	5.7%	5.6%	5.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	56,747	150,189	309,809
Grade K - 8	2.5%	4.6%	4.6%
Grade 9 - 12	3.8%	4.4%	4.8%
High School Graduate	25.1%	22.6%	22.3%
Associates Degree	9.0%	7.4%	7.4%
Bachelor's Degree	22.8%	23.4%	23.4%
Graduate Degree	16.9%	18.9%	19.3%
Some College, No Degree	19.4%	18.1%	17.4%
No Schooling Completed	0.5%	0.8%	0.9%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	2.4%	3.0%	3.2%
Income \$ 10,000 - \$14,999	2.3%	2.7%	2.5%
Income \$ 15,000 - \$24,999	5.1%	5.6%	5.8%
Income \$ 25,000 - \$34,999	6.3%	6.6%	6.4%
Income \$ 35,000 - \$49,999	8.5%	9.5%	9.1%
Income \$ 50,000 - \$74,999	13.4%	14.4%	15.0%
Income \$ 75,000 - \$99,999	15.0%	13.8%	13.7%
Income \$100,000 - \$124,999	14.3%	12.7%	12.2%
Income \$125,000 - \$149,999	9.9%	8.4%	8.1%
Income \$150,000 +	22.8%	23.4%	24.1%
Average Household Income	\$123,907	\$127,197	\$131,496
Median Household Income	\$94,993	\$89,808	\$89,395
Per Capita Income	\$43,194	\$45,257	\$46,468
<b>Vehicles Available</b>			
0 Vehicles Available	5.4%	6.5%	6.4%
1 Vehicle Available	24.2%	29.3%	28.8%
2+ Vehicles Available	70.5%	64.2%	64.8%
Average Vehicles Per Household	2.17	2.04	2.05
Total Vehicles Available	62,667	159,540	328,800

#### 2000 Census Demographics:

Total Population	79,537	211,597	440,111
Total Households	26,609	73,684	151,281

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Female Population	40,779	108,209	223,444
% Female	51.3%	51.1%	50.8%
Male Population	38,758	103,388	216,667
% Male	48.7%	48.9%	49.2%
<b>Employed Civilian Population 16+</b>			
Total	39,959	102,814	212,558
% White Collar	72.9%	73.2%	72.6%
% Blue Collar	27.1%	26.8%	27.4%
<b>Age:</b>			
Age 0 - 4	7.2%	7.2%	7.0%
Age 5 - 14	15.8%	14.9%	15.2%
Age 15 - 19	6.5%	6.2%	6.2%
Age 20 - 24	4.0%	4.8%	4.8%
Age 25 - 34	10.8%	11.5%	11.9%
Age 35 - 44	19.5%	19.1%	18.8%
Age 45 - 54	15.6%	15.0%	15.3%
Age 55 - 64	9.6%	9.3%	9.4%
Age 65 - 74	5.9%	6.4%	6.3%
Age 75 - 84	3.7%	4.1%	3.7%
Age 85 +	1.3%	1.5%	1.4%
Median Age	38.1	37.9	37.7
<b>Housing Units</b>			
Total Housing Units	27,761	77,151	157,882
Owner Occupied Housing Units	83.1%	73.2%	72.8%
Renter Occupied Housing Units	12.8%	22.3%	23.1%
Vacant Housing Units	4.2%	4.5%	4.2%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	2.2%	2.3%	2.9%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	2.5%	5.6%	5.5%
White	91.7%	87.0%	85.4%
Other	1.6%	2.6%	3.8%
Two or More Races	1.8%	2.2%	2.3%
Hispanic Ethnicity	6.7%	8.3%	10.4%
Not of Hispanic Ethnicity	93.3%	91.7%	89.6%
<b>Marital Status:</b>			

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Age 15 + Population	61,254	164,991	342,347
Divorced	5.1%	6.6%	6.4%
Never Married	21.5%	24.3%	25.0%
Now Married	63.7%	58.2%	57.9%
Separated	3.4%	4.6%	4.8%
Widowed	6.3%	6.5%	6.0%
<b>Educational Attainment:</b>			
Total Population Age 25+	52,867	141,997	294,136
Grade K - 8	2.3%	3.3%	4.0%
Grade 9 - 11, No diploma	6.3%	7.3%	7.9%
High School Graduate	26.8%	24.0%	23.1%
Associates Degree	7.1%	6.6%	6.7%
Bachelor's Degree	21.9%	21.7%	21.6%
Graduate Degree	16.6%	18.6%	18.8%
Some College, No Degree	18.6%	17.7%	17.0%
No Schooling Completed	0.4%	0.8%	0.9%
Public School Enrollment	80.2%	77.4%	77.1%
Private School Enrollment	19.8%	22.6%	22.9%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	3.0%	4.1%	4.4%
Income \$ 10,000 - \$14,999	2.6%	3.1%	3.2%
Income \$ 15,000 - \$24,999	6.1%	6.5%	6.4%
Income \$ 25,000 - \$34,999	6.2%	7.2%	7.3%
Income \$ 35,000 - \$49,999	9.9%	11.1%	11.1%
Income \$ 50,000 - \$74,999	18.7%	18.4%	18.3%
Income \$ 75,000 - \$99,999	16.7%	15.2%	14.7%
Income \$100,000 - \$124,999	13.8%	11.6%	11.2%
Income \$125,000 - \$149,999	8.4%	7.0%	6.6%
Income \$150,000 - \$199,999	8.4%	7.9%	7.7%
Income \$200,000 or More	6.2%	8.1%	9.5%
Average Household Income	\$93,130	\$96,479	\$101,243
Median Household Income	\$80,030	\$74,492	\$74,189
Per Capita Income	\$31,156	\$33,597	\$34,801
<b>Vehicles Available</b>			
0 Vehicles Available	4.2%	6.6%	6.6%
1 Vehicle Available	21.7%	28.0%	27.6%
2 Vehicles Available	48.0%	44.1%	44.5%
3+ Vehicles Available	26.0%	21.3%	21.3%

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Average Vehicles Per Household	2.00	1.80	1.80
Total Vehicles Available	54,791	138,435	284,749

<b>Population Trend</b>			
2000	79,537	211,597	440,111
2010	83,343	222,361	458,560
Change 2000 to 2010	4.8%	5.1%	4.2%
2018A	83,691	223,903	463,370
2023	86,637	229,747	474,268
Change 2018A to 2023	3.5%	2.6%	2.4%

<b>Household Trend</b>			
2000	26,609	73,684	151,281
2010	28,938	78,358	160,614
Change 2000 to 2010	11.3%	9.2%	9.1%
2018A	29,614	80,499	165,092
2023	30,961	83,635	171,274
Change 2018A to 2023	4.5%	3.9%	3.7%

<b>Average Household Size Trend</b>			
2000	2.9	2.8	2.8
2010	2.8	2.7	2.8
Change 2000 to 2010	-3.8%	-1.8%	-1.4%
2018A	2.8	2.7	2.7
2023	2.8	2.7	2.7
Change 2018A to 2023	-0.5%	-0.6%	-0.5%

<b>Median Age Trend</b>			
2000	38.1	37.9	37.7
2010	42.6	41.7	41.3
2018A	44.4	43.1	42.7
2023	45.3	44.0	43.5

<b>Housing Units Trend</b>			
<b>Total Housing Units</b>			
Change 2000 to 2010	10.3%	8.6%	8.6%
Change 2018A to 2023	4.5%	3.9%	3.8%
<b>Owner Occupied Housing Units</b>			
Change 2000 to 2010	7.1%	6.9%	6.4%
Change 2018A to 2023	4.3%	3.8%	3.5%
<b>Renter Occupied Housing Units</b>			
Change 2000 to 2010	19.6%	4.6%	5.5%

	JEFFERSON VALLEY MALL 5miles	JEFFERSON VALLEY MALL 10miles	JEFFERSON VALLEY MALL 15miles
Change 2018A to 2023	6.1%	4.1%	4.4%
<b>Vacant Housing Units</b>			
Change 2000 to 2010	44.9%	56.0%	63.2%
Change 2018A to 2023	3.4%	2.8%	4.6%
<b>Race and Ethnicity Trend</b>			
<b>American Indian, Eskimo, Aleut</b>			
Change 2000 to 2010	-33.0%	51.9%	42.1%
Change 2018A to 2023	4.0%	3.5%	3.5%
<b>Asian and Native Hawaiian/Other Pacific Islander</b>			
Change 2000 to 2010	68.0%	48.5%	42.1%
Change 2018A to 2023	12.5%	10.1%	10.0%
<b>Black</b>			
Change 2000 to 2010	60.5%	9.0%	17.0%
Change 2018A to 2023	8.5%	3.5%	2.8%
<b>White</b>			
Change 2000 to 2010	0.3%	0.8%	-0.7%
Change 2018A to 2023	1.9%	1.1%	0.8%
<b>Other</b>			
Change 2000 to 2010	80.4%	81.1%	54.0%
Change 2018A to 2023	17.0%	12.1%	10.0%
<b>Two or More Races</b>			
Change 2000 to 2010	17.0%	24.2%	24.0%
Change 2018A to 2023	19.2%	15.1%	14.0%
<b>Hispanic Ethnicity</b>			
Change 2000 to 2010	66.1%	75.1%	61.7%
Change 2018A to 2023	16.6%	12.6%	10.7%
<b>Not of Hispanic Ethnicity</b>			
Change 2000 to 2010	0.4%	-1.2%	-2.5%
Change 2018A to 2023	1.6%	0.7%	0.4%

\*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

Copyright 2018 Dun and Bradstreet, Inc. All rights reserved  
 © 2017 Easy Analytic Software, Inc. (EASI®) All Rights Reserved, Alteryx, Inc.  
 © 2018 Alteryx, Inc. All Rights Reserved  
 © 2018 Experian Information Solutions, Inc. □ All rights reserved  
 © 2018 Experian Marketing Solutions, Inc. □ All rights reserved