

Complete Demographic Comparison Report

WASHINGTON PRIME GROUP

Date: December 10, 2018

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
2018A Demographics:			
Q2 2018 Employees	45,119	104,349	153,830
Q2 2018 Establishments*	4,071	8,465	11,949
Total Population	110,378	240,936	354,755
Total Households	46,484	98,702	145,461
Female Population	57,490	123,741	181,732
% Female	52.1%	51.4%	51.2%
Male Population	52,888	117,195	173,022
% Male	47.9%	48.6%	48.8%
Population Density (per Sq. Mi.)	1,402.96	765.60	501.01
Employed Civilian Population 16+			
Total	50,088	105,476	157,809
White Collar	62.2%	58.3%	56.1%
Blue Collar	37.8%	41.7%	43.9%
Seasonal Population by Quarter:			
Q4 2015	520	1,180	2,172
Q1 2016	457	1,067	2,034
Q2 2016	472	1,131	2,245
Q3 2016	573	1,265	2,340
Q4 2016	569	1,233	2,214
Q1 2017	699	1,381	2,175
Q2 2017	777	1,533	2,422
Q3 2017	807	1,579	2,447
Q4 2017	781	1,524	2,339
Age:			
Age 0 - 4	5.3%	5.2%	5.1%
Age 5 - 14	11.3%	11.2%	11.2%
Age 15 - 19	6.0%	6.0%	5.9%
Age 20 - 24	5.9%	6.4%	6.1%
Age 25 - 34	11.4%	11.6%	11.4%
Age 35 - 44	11.0%	11.2%	11.1%
Age 45 - 54	13.0%	12.9%	13.1%
Age 55 - 64	15.9%	15.5%	15.7%
Age 65 - 74	10.7%	10.7%	11.1%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Age 75 - 84	6.1%	6.0%	6.0%
Age 85 +	3.5%	3.3%	3.2%
Median Age	44.2	43.6	44.3
Housing Units			
Total Housing Units	53,872	114,641	167,157
Occupied Housing Units	86.3%	86.1%	87.0%
Vacant Housing Units	13.7%	13.9%	13.0%
Housing Units by Tenure			
Total Households in Tenure	46,484	98,702	145,461
Owner Occupied Housing Units	32,566	67,700	101,891
Owner Occupied free and clear	41.2%	42.4%	43.0%
Owner Occupied with a mortgage or loan	58.8%	57.6%	57.0%
Renter Occupied Housing Units	13,918	31,002	43,570
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	1.1%	0.9%	0.8%
Black	14.8%	16.0%	11.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	80.2%	78.6%	83.9%
Other	1.4%	1.7%	1.3%
Multi-Race	2.4%	2.6%	2.3%
Hispanic Ethnicity	4.8%	5.6%	4.4%
Not of Hispanic Ethnicity	95.2%	94.4%	95.6%
Race of Hispanics			
Hispanics	5,246	13,579	15,490
American Indian	1.1%	1.1%	1.1%
Asian	0.3%	0.3%	0.3%
Black	8.8%	9.0%	8.3%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	53.1%	50.7%	51.5%
Other	26.4%	27.8%	27.8%
Multi-Race	10.3%	10.9%	10.9%
Race of Non Hispanics			
Non Hispanics	105,132	227,357	339,265
American Indian	0.1%	0.2%	0.2%
Asian	1.1%	0.9%	0.8%
Black	15.1%	16.4%	11.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
White	81.5%	80.3%	85.4%
Other	0.1%	0.1%	0.1%
Multi-Race	2.0%	2.1%	1.9%
Marital Status:			
Age 15 + Population	92,055	201,276	296,822
Divorced	12.5%	12.5%	12.7%
Never Married	32.0%	33.3%	31.4%
Now Married	46.4%	45.7%	47.6%
Now Married - Separated	1.5%	1.9%	1.8%
Widowed	9.1%	8.5%	8.3%
Educational Attainment:			
Total Population Age 25+	78,952	171,374	254,169
Grade K - 8	1.4%	1.7%	1.7%
Grade 9 - 12	6.7%	7.6%	7.8%
High School Graduate	35.1%	38.4%	40.5%
Associates Degree	6.3%	6.7%	7.1%
Bachelor's Degree	18.2%	15.1%	14.3%
Graduate Degree	8.9%	7.8%	7.1%
Some College, No Degree	22.9%	22.0%	21.0%
No Schooling Completed	0.6%	0.7%	0.7%
Household Income:			
Income \$ 0 - \$9,999	7.7%	9.0%	8.4%
Income \$ 10,000 - \$14,999	5.8%	6.2%	6.0%
Income \$ 15,000 - \$24,999	13.9%	14.0%	13.5%
Income \$ 25,000 - \$34,999	11.1%	11.3%	11.3%
Income \$ 35,000 - \$49,999	15.0%	14.7%	15.1%
Income \$ 50,000 - \$74,999	18.5%	18.6%	19.3%
Income \$ 75,000 - \$99,999	11.6%	11.3%	11.6%
Income \$100,000 - \$124,999	7.2%	6.8%	6.8%
Income \$125,000 - \$149,999	3.4%	3.2%	3.2%
Income \$150,000 +	5.8%	5.0%	4.8%
Average Household Income	\$65,096	\$61,208	\$61,130
Median Household Income	\$46,428	\$44,647	\$45,388
Per Capita Income	\$27,583	\$25,486	\$25,391
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	29,007	61,939	93,075
Husband-Wife Family, Own Children, Below Poverty	510	1,159	1,703

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Husband-Wife Family, No Own Children, Below Poverty	503	1,039	1,519
Male Householder, Own Children, Below Poverty	244	545	837
Male Householder, No Own Children, Below Poverty	195	403	528
Female Householder, Own Children, Below Poverty	1,643	4,137	5,579
Female Householder, No Own Children, Below Poverty	355	890	1,148
Husband-Wife Family, Own Children, At/Above Poverty	6,131	12,482	19,094
Husband-Wife Family, No Own Children, At/Above Poverty	12,808	27,346	42,779
Male Householder, Own Children, At/Above Poverty	685	1,527	2,349
Male Householder, No Own Children, At/Above Poverty	1,118	2,507	3,694
Female Householder, Own Children, At/Above Poverty	1,798	3,600	4,998
Female Householder, No Own Children, At/Above Poverty	3,017	6,304	8,847

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	110,378	240,936	354,755
Less Than .50	5,848	19,369	26,728
.50 - .99	10,673	25,634	35,435
1.00 - 1.24	5,334	11,769	16,974
1.25 - 1.49	5,891	12,580	17,329
1.50 - 1.84	7,924	16,942	24,937
1.85 - 1.99	3,543	7,471	11,070
2.00+	71,165	147,171	222,282

Poverty: Popn by Race

By Race

White, Below Poverty Level	9,417	24,458	40,153
White, Above Poverty Level	79,098	165,009	257,598
Black, Below Poverty Level	5,911	16,390	17,091
Black, Above Poverty Level	10,388	22,057	23,757
AI/Alaskan Native, Below Poverty Level	45	166	211
AI/Alaskan Native, Above Poverty Level	162	358	523
Asian, Below Poverty Level	104	319	388
Asian, Above Poverty Level	1,084	1,843	2,311
NH/PI, Below Poverty Level	1	6	8
NH/PI, Above Poverty Level	31	78	95
Some Other Race, Below Poverty Level	435	1,603	1,771

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Some Other Race, Above Poverty Level	1,079	2,422	2,849
2+ Races, Below Poverty Level	608	2,062	2,541
2+ Races, Above Poverty Level	2,015	4,166	5,458

Poverty: Popn by Ethnicity

Hispanic/Latino

Hispanic/Latino, Below Poverty Level	1,420	4,598	5,086
Hispanic/Latino, Above Poverty Level	3,826	8,981	10,404
Non-Hispanic/Latino, Below Poverty Level	15,101	40,405	57,077
Non-Hispanic/Latino, Above Poverty Level	90,031	186,952	282,188

Non-Hispanic/Latino by Race

White, Below Poverty Level	8,779	22,619	38,054
White, Above Poverty Level	76,951	159,968	251,719
Other than White, Below Poverty Level	7,742	22,384	24,109
Other than White, Above Poverty Level	16,906	35,965	40,873

Vehicles Available

0 Vehicles Available	8.2%	8.7%	7.9%
1 Vehicle Available	37.0%	37.3%	36.3%
2+ Vehicles Available	54.8%	54.0%	55.8%
Average Vehicles Per Household	1.88	1.88	1.91
Total Vehicles Available	87,588	185,106	277,795

2023 Demographics:

Total Population	108,839	238,399	352,222
Total Households	46,372	98,631	145,826
Female Population	56,504	121,977	179,815
% Female	51.9%	51.2%	51.1%
Male Population	52,334	116,421	172,407
% Male	48.1%	48.8%	49.0%
Population Density (per Sq. Mi.)	1,383.39	757.54	497.44

Employed Civilian Population 16+

Total	50,069	105,704	158,051
% White Collar	62.4%	58.6%	56.3%
% Blue Collar	37.6%	41.4%	43.7%

Age:

Age 0 - 4	5.2%	5.1%	5.0%
Age 5 - 14	11.0%	10.9%	10.9%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Age 15 - 19	5.7%	5.7%	5.6%
Age 20 - 24	5.8%	6.3%	6.0%
Age 25 - 34	11.7%	11.9%	11.7%
Age 35 - 44	11.0%	11.1%	11.1%
Age 45 - 54	11.7%	11.6%	11.8%
Age 55 - 64	15.0%	14.6%	14.7%
Age 65 - 74	12.5%	12.5%	12.9%
Age 75 - 84	7.0%	7.0%	7.1%
Age 85 +	3.4%	3.3%	3.1%
Median Age	44.7	44.0	44.7
Housing Units			
Total Housing Units	54,012	115,103	168,405
Occupied Housing Units	85.9%	85.7%	86.6%
Vacant Housing Units	14.2%	14.3%	13.4%
Housing Units by Tenure			
Total Households in Tenure	46,372	98,631	145,826
Owner Occupied Housing Units	32,574	67,999	102,566
Owner Occupied free and clear	41.4%	42.6%	43.3%
Owner Occupied with a mortgage or loan	58.6%	57.4%	56.7%
Renter Occupied Housing Units	13,797	30,632	43,260
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	1.2%	1.0%	0.8%
Black	13.9%	15.2%	11.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	80.5%	78.8%	84.0%
Other	1.5%	1.8%	1.4%
Multi-Race	2.7%	2.9%	2.5%
Hispanic Ethnicity	5.2%	6.1%	4.7%
Not of Hispanic Ethnicity	94.8%	93.9%	95.3%
Race of Hispanics			
Hispanics	5,667	14,495	16,678
American Indian	1.1%	1.0%	1.1%
Asian	0.2%	0.3%	0.2%
Black	8.0%	8.4%	7.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	54.2%	51.6%	52.4%
Other	26.2%	27.5%	27.6%
Multi-Race	10.3%	11.1%	11.0%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Race of Non Hispanics			
Non Hispanics	103,172	223,903	335,544
American Indian	0.1%	0.2%	0.2%
Asian	1.3%	1.0%	0.9%
Black	14.2%	15.7%	11.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	82.0%	80.6%	85.5%
Other	0.1%	0.1%	0.1%
Multi-Race	2.2%	2.4%	2.1%
Marital Status:			
Age 15 + Population	91,274	200,164	296,252
Divorced	12.5%	12.5%	12.8%
Never Married	32.0%	33.3%	31.5%
Now Married	46.4%	45.7%	47.5%
Now Married - Separated	1.5%	1.9%	1.8%
Widowed	9.1%	8.5%	8.3%
Educational Attainment:			
Total Population Age 25+	78,732	171,504	255,158
Grade K - 9	1.3%	1.6%	1.6%
Grade 9 - 12	6.5%	7.4%	7.6%
High School Graduate	34.5%	37.9%	40.1%
Associates Degree	6.4%	6.8%	7.2%
Bachelor's Degree	18.7%	15.5%	14.6%
Graduate Degree	9.2%	8.0%	7.2%
Some College, No Degree	22.9%	22.0%	20.9%
No Schooling Completed	0.6%	0.7%	0.7%
Household Income:			
Income \$ 0 - \$9,999	5.5%	6.6%	6.2%
Income \$ 10,000 - \$14,999	5.2%	5.7%	5.5%
Income \$ 15,000 - \$24,999	11.8%	12.1%	11.7%
Income \$ 25,000 - \$34,999	9.8%	10.1%	10.1%
Income \$ 35,000 - \$49,999	13.3%	13.2%	13.5%
Income \$ 50,000 - \$74,999	19.5%	19.7%	20.4%
Income \$ 75,000 - \$99,999	13.2%	12.9%	13.2%
Income \$100,000 - \$124,999	9.2%	8.8%	8.7%
Income \$125,000 - \$149,999	4.7%	4.4%	4.4%
Income \$150,000 +	7.6%	6.7%	6.4%
Average Household Income	\$75,773	\$71,235	\$70,723
Median Household Income	\$55,088	\$52,826	\$53,494

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Per Capita Income	\$32,455	\$29,888	\$29,609
Vehicles Available			
0 Vehicles Available	7.9%	8.4%	7.7%
1 Vehicle Available	36.7%	36.9%	36.0%
2+ Vehicles Available	55.4%	54.6%	56.3%
Average Vehicles Per Household	1.89	1.88	1.92
Total Vehicles Available	87,687	185,835	279,619
2010 Demographics:			
Total Population	113,062	246,754	363,818
Total Households	48,239	102,490	151,078
Female Population	59,368	127,864	187,807
% Female	52.5%	51.8%	51.6%
Male Population	53,694	118,890	176,012
% Male	47.5%	48.2%	48.4%
Population Density (per Sq. Mi.)	1,437.08	784.09	513.81
Employed Civilian Population 16+			
Total	50,065	104,511	154,516
% White Collar	63.7%	59.7%	57.4%
% Blue Collar	36.3%	40.3%	42.6%
Age:			
Age 0 - 4	5.4%	5.4%	5.3%
Age 5 - 14	12.1%	11.9%	11.9%
Age 15 - 19	6.7%	6.8%	6.6%
Age 20 - 24	5.2%	5.9%	5.7%
Age 25 - 34	10.8%	10.9%	10.8%
Age 35 - 44	11.5%	11.8%	11.9%
Age 45 - 54	15.6%	15.2%	15.4%
Age 55 - 64	14.3%	14.1%	14.4%
Age 65 - 74	8.1%	8.3%	8.6%
Age 75 - 84	6.9%	6.6%	6.4%
Age 85 +	3.3%	3.1%	3.0%
Median Age	43.6	42.9	43.3
Housing Units			
Total Housing Units	54,252	115,593	168,761
Occupied Housing Units	88.9%	88.7%	89.5%
Vacant Housing Units	11.1%	11.3%	10.5%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Housing Units by Tenure			
Total Households in Tenure	48,239	102,490	151,078
Owner Occupied Housing Units	34,571	71,862	108,098
Owner Occupied free and clear	36.9%	37.8%	38.1%
Owner Occupied with a mortgage or loan	63.1%	62.2%	61.9%
Renter Occupied Housing Units	13,668	30,629	42,980
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	0.9%	0.7%	0.6%
Black	14.9%	16.1%	11.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	81.1%	79.5%	84.7%
Other	1.1%	1.4%	1.1%
Multi-Race	1.9%	2.1%	1.8%
Hispanic Ethnicity	3.9%	4.6%	3.5%
Not of Hispanic Ethnicity	96.1%	95.4%	96.5%
Race of Hispanics			
Hispanics	4,363	11,452	12,892
American Indian	0.9%	0.9%	0.9%
Asian	0.3%	0.3%	0.3%
Black	9.5%	9.4%	8.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	53.2%	50.6%	51.3%
Other	25.6%	28.0%	27.9%
Multi-Race	10.5%	10.6%	10.7%
Race of Non Hispanics			
Non Hispanics	108,700	235,302	350,926
American Indian	0.1%	0.2%	0.2%
Asian	0.9%	0.7%	0.6%
Black	15.1%	16.4%	11.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	82.2%	80.9%	85.9%
Other	0.1%	0.1%	0.1%
Multi-Race	1.6%	1.7%	1.5%
Marital Status:			
Age 15 + Population	93,253	204,048	301,229
Divorced	11.6%	12.1%	12.7%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Never Married	29.5%	31.5%	29.6%
Now Married	47.6%	46.2%	48.2%
Now Married - Separated	1.8%	2.0%	1.9%
Widowed	11.3%	10.2%	9.5%
Educational Attainment:			
Total Population Age 25+	79,821	172,896	256,468
Grade K - 8	1.7%	1.9%	2.0%
Grade 9 - 12	6.9%	7.9%	8.0%
High School Graduate	38.4%	41.0%	42.3%
Associates Degree	5.1%	5.7%	6.4%
Bachelor's Degree	16.5%	13.7%	13.2%
Graduate Degree	8.4%	7.3%	6.7%
Some College, No Degree	22.6%	22.0%	20.8%
No Schooling Completed	0.4%	0.5%	0.5%
Household Income:			
Income \$ 0 - \$9,999	8.4%	9.8%	9.1%
Income \$ 10,000 - \$14,999	7.1%	7.5%	7.2%
Income \$ 15,000 - \$24,999	14.4%	14.4%	14.1%
Income \$ 25,000 - \$34,999	12.7%	12.6%	12.6%
Income \$ 35,000 - \$49,999	15.5%	15.3%	15.7%
Income \$ 50,000 - \$74,999	18.6%	18.5%	19.1%
Income \$ 75,000 - \$99,999	10.1%	9.8%	10.4%
Income \$100,000 - \$124,999	5.9%	5.7%	5.7%
Income \$125,000 - \$149,999	3.1%	2.8%	2.7%
Income \$150,000 +	4.2%	3.6%	3.4%
Average Household Income	\$58,076	\$55,233	\$55,426
Median Household Income	\$41,686	\$40,255	\$41,293
Per Capita Income	\$24,942	\$23,340	\$23,331
Vehicles Available			
0 Vehicles Available	8.3%	8.8%	8.0%
1 Vehicle Available	37.2%	37.5%	36.3%
2+ Vehicles Available	54.5%	53.7%	55.7%
Average Vehicles Per Household	1.91	1.89	1.91
Total Vehicles Available	92,103	193,456	289,174

2000 Census Demographics:

Total Population	123,104	265,488	388,745
Total Households	50,382	106,404	155,192
Female Population	64,994	138,863	201,943

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
% Female	52.8%	52.3%	52.0%
Male Population	58,110	126,625	186,802
% Male	47.2%	47.7%	48.1%
Employed Civilian Population 16+			
Total	54,258	114,936	171,724
% White Collar	62.0%	57.9%	56.1%
% Blue Collar	38.1%	42.1%	43.9%
Age:			
Age 0 - 4	5.8%	5.9%	5.8%
Age 5 - 14	13.9%	13.6%	13.5%
Age 15 - 19	6.5%	6.5%	6.6%
Age 20 - 24	5.4%	5.9%	5.7%
Age 25 - 34	10.8%	11.3%	11.6%
Age 35 - 44	15.5%	15.2%	15.3%
Age 45 - 54	14.3%	14.2%	14.5%
Age 55 - 64	8.8%	9.3%	9.6%
Age 65 - 74	9.5%	9.2%	9.0%
Age 75 - 84	7.4%	6.9%	6.7%
Age 85 +	2.1%	2.0%	1.9%
Median Age	40.4	39.9	39.9
Housing Units			
Total Housing Units	54,357	115,560	167,362
Owner Occupied Housing Units	68.9%	66.7%	68.4%
Renter Occupied Housing Units	23.8%	25.4%	24.3%
Vacant Housing Units	7.3%	7.9%	7.3%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.2%	0.3%	0.2%
Asian	0.4%	0.4%	0.4%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	14.2%	15.7%	11.3%
White	82.8%	80.9%	85.8%
Other	0.9%	1.0%	0.8%
Two or More Races	1.4%	1.7%	1.5%
Hispanic Ethnicity	2.7%	2.9%	2.2%
Not of Hispanic Ethnicity	97.3%	97.1%	97.8%
Marital Status:			
Age 15 + Population	98,856	213,810	313,835

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Divorced	10.2%	10.4%	10.2%
Never Married	25.5%	26.1%	24.8%
Now Married	51.0%	49.6%	51.7%
Separated	3.3%	4.2%	4.0%
Widowed	10.1%	9.7%	9.2%
Educational Attainment:			
Total Population Age 25+	84,173	180,691	265,957
Grade K - 8	2.8%	3.2%	3.3%
Grade 9 - 11, No diploma	11.8%	13.4%	13.1%
High School Graduate	37.5%	40.0%	41.7%
Associates Degree	5.0%	4.8%	5.1%
Bachelor's Degree	14.2%	12.0%	11.4%
Graduate Degree	6.9%	5.8%	5.3%
Some College, No Degree	21.2%	20.1%	19.4%
No Schooling Completed	0.6%	0.7%	0.7%
Public School Enrollment	82.9%	84.8%	85.5%
Private School Enrollment	17.1%	15.2%	14.5%
Household Income:			
Income \$ 0 - \$9,999	9.7%	11.5%	10.4%
Income \$ 10,000 - \$14,999	8.7%	8.6%	8.3%
Income \$ 15,000 - \$24,999	15.8%	15.8%	15.9%
Income \$ 25,000 - \$34,999	14.5%	14.2%	14.2%
Income \$ 35,000 - \$49,999	16.6%	16.8%	17.4%
Income \$ 50,000 - \$74,999	18.7%	18.3%	18.7%
Income \$ 75,000 - \$99,999	8.2%	7.8%	8.1%
Income \$100,000 - \$124,999	3.7%	3.6%	3.4%
Income \$125,000 - \$149,999	1.5%	1.3%	1.3%
Income \$150,000 - \$199,999	1.3%	1.1%	1.0%
Income \$200,000 or More	1.4%	1.2%	1.1%
Average Household Income	\$48,332	\$46,113	\$46,311
Median Household Income	\$36,085	\$34,960	\$35,840
Per Capita Income	\$19,781	\$18,481	\$18,488
Vehicles Available			
0 Vehicles Available	8.6%	9.5%	8.4%
1 Vehicle Available	36.7%	36.4%	35.3%
2 Vehicles Available	38.6%	37.4%	38.2%
3+ Vehicles Available	16.1%	16.7%	18.1%
Average Vehicles Per Household	1.60	1.50	1.60

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Total Vehicles Available	84,327	177,304	267,013

Population Trend

2000	123,104	265,488	388,745
2010	113,062	246,754	363,818
Change 2000 to 2010	-8.2%	-7.1%	-6.4%
2018A	110,378	240,936	354,755
2023	108,839	238,399	352,222
Change 2018A to 2023	-1.4%	-1.1%	-0.7%

Household Trend

2000	50,382	106,404	155,192
2010	48,239	102,490	151,078
Change 2000 to 2010	-7.7%	-7.2%	-6.3%
2018A	46,484	98,702	145,461
2023	46,372	98,631	145,826
Change 2018A to 2023	-0.2%	-0.1%	0.3%

Average Household Size Trend

2000	2.4	2.4	2.4
2010	2.3	2.3	2.4
Change 2000 to 2010	-3.7%	-3.8%	-3.8%
2018A	2.4	2.4	2.4
2023	2.3	2.3	2.4
Change 2018A to 2023	-0.9%	-0.8%	-0.7%

Median Age Trend

2000	40.4	39.9	39.9
2010	43.6	42.9	43.3
2018A	44.2	43.6	44.3
2023	44.7	44.0	44.7

Housing Units Trend

Total Housing Units

Change 2000 to 2010	-0.2%	0.0%	0.8%
Change 2018A to 2023	0.3%	0.4%	0.7%

Owner Occupied Housing Units

Change 2000 to 2010	-7.7%	-6.8%	-5.6%
Change 2018A to 2023	0.0%	0.4%	0.7%

Renter Occupied Housing Units

Change 2000 to 2010	5.7%	4.5%	5.7%
Change 2018A to 2023	-0.9%	-1.2%	-0.7%

	SOUTHERN PARK MALL 5miles	SOUTHERN PARK MALL 10miles	SOUTHERN PARK MALL 15miles
Vacant Housing Units			
Change 2000 to 2010	51.3%	43.1%	45.3%
Change 2018A to 2023	3.4%	3.3%	4.1%
Race and Ethnicity Trend			
American Indian, Eskimo, Aleut			
Change 2000 to 2010	-36.7%	-32.8%	-29.2%
Change 2018A to 2023	0.8%	0.0%	1.2%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	86.5%	60.6%	43.0%
Change 2018A to 2023	11.7%	10.1%	9.5%
Black			
Change 2000 to 2010	-4.0%	-4.4%	-3.9%
Change 2018A to 2023	-7.2%	-5.5%	-5.0%
White			
Change 2000 to 2010	-10.1%	-8.7%	-7.6%
Change 2018A to 2023	-1.0%	-0.8%	-0.7%
Other			
Change 2000 to 2010	10.0%	25.6%	24.1%
Change 2018A to 2023	6.4%	5.2%	6.2%
Two or More Races			
Change 2000 to 2010	30.3%	12.7%	17.5%
Change 2018A to 2023	10.6%	10.5%	12.1%
Hispanic Ethnicity			
Change 2000 to 2010	33.5%	48.3%	47.8%
Change 2018A to 2023	8.0%	6.7%	7.7%
Not of Hispanic Ethnicity			
Change 2000 to 2010	-9.3%	-8.7%	-7.7%
Change 2018A to 2023	-1.9%	-1.5%	-1.1%

*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).

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