

Complete Demographic Comparison Report

WASHINGTON PRIME GROUP

Date: December 10, 2018

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
2018A Demographics:			
Q2 2018 Employees	46,587	51,717	53,568
Q2 2018 Establishments*	4,452	5,043	5,319
Total Population	82,597	101,737	109,779
Total Households	35,815	43,119	46,127
Female Population	41,360	50,846	54,791
% Female	50.1%	50.0%	49.9%
Male Population	41,237	50,891	54,988
% Male	49.9%	50.0%	50.1%
Population Density (per Sq. Mi.)	1,048.41	322.84	154.83
Employed Civilian Population 16+			
Total	44,317	54,241	58,325
White Collar	60.4%	61.2%	61.0%
Blue Collar	39.6%	38.8%	39.0%
Seasonal Population by Quarter:			
Q4 2015	601	941	1,131
Q1 2016	621	940	1,131
Q2 2016	672	1,029	1,241
Q3 2016	638	967	1,158
Q4 2016	610	916	1,094
Q1 2017	595	871	1,045
Q2 2017	636	945	1,135
Q3 2017	644	955	1,144
Q4 2017	610	898	1,066
Age:			
Age 0 - 4	5.5%	5.6%	5.5%
Age 5 - 14	9.7%	10.5%	10.7%
Age 15 - 19	6.5%	6.4%	6.5%
Age 20 - 24	13.3%	12.0%	11.6%
Age 25 - 34	17.8%	16.7%	16.1%
Age 35 - 44	12.1%	12.4%	12.4%
Age 45 - 54	10.3%	10.7%	11.1%
Age 55 - 64	11.3%	11.8%	12.1%
Age 65 - 74	7.8%	8.4%	8.7%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Age 75 - 84	3.7%	3.7%	3.7%
Age 85 +	2.0%	1.8%	1.8%
Median Age	33.2	34.2	34.8
Housing Units			
Total Housing Units	37,162	44,808	47,975
Occupied Housing Units	96.4%	96.2%	96.2%
Vacant Housing Units	3.6%	3.8%	3.9%
Housing Units by Tenure			
Total Households in Tenure	35,815	43,119	46,127
Owner Occupied Housing Units	18,098	24,041	26,531
Owner Occupied free and clear	34.9%	33.7%	33.6%
Owner Occupied with a mortgage or loan	65.1%	66.3%	66.4%
Renter Occupied Housing Units	17,716	19,078	19,596
Race and Ethnicity			
American Indian, Eskimo, Aleut	2.7%	2.6%	2.5%
Asian	1.7%	1.7%	1.6%
Black	0.7%	0.6%	0.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	90.9%	91.2%	91.4%
Other	0.6%	0.5%	0.5%
Multi-Race	3.3%	3.3%	3.3%
Hispanic Ethnicity	3.5%	3.4%	3.3%
Not of Hispanic Ethnicity	96.5%	96.6%	96.7%
Race of Hispanics			
Hispanics	2,887	3,455	3,656
American Indian	7.3%	6.8%	6.9%
Asian	1.3%	1.2%	1.2%
Black	2.2%	2.0%	2.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	61.9%	63.0%	63.0%
Other	13.4%	13.2%	13.2%
Multi-Race	14.0%	13.7%	13.7%
Race of Non Hispanics			
Non Hispanics	79,709	98,282	106,124
American Indian	2.6%	2.4%	2.4%
Asian	1.7%	1.7%	1.6%
Black	0.6%	0.6%	0.5%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
White	91.9%	92.2%	92.3%
Other	0.1%	0.1%	0.1%
Multi-Race	2.9%	2.9%	2.9%
Marital Status:			
Age 15 + Population	70,023	85,388	91,991
Divorced	13.0%	13.0%	12.8%
Never Married	41.8%	38.9%	37.8%
Now Married	40.3%	43.5%	44.9%
Now Married - Separated	1.1%	1.2%	1.2%
Widowed	4.9%	4.6%	4.5%
Educational Attainment:			
Total Population Age 25+	53,676	66,597	72,204
Grade K - 8	1.1%	1.0%	1.0%
Grade 9 - 12	4.5%	4.5%	4.5%
High School Graduate	21.6%	22.2%	22.8%
Associates Degree	8.0%	8.1%	8.2%
Bachelor's Degree	25.4%	25.2%	24.8%
Graduate Degree	16.8%	16.2%	15.9%
Some College, No Degree	22.3%	22.5%	22.5%
No Schooling Completed	0.4%	0.3%	0.3%
Household Income:			
Income \$ 0 - \$9,999	10.2%	9.2%	8.8%
Income \$ 10,000 - \$14,999	7.1%	6.5%	6.3%
Income \$ 15,000 - \$24,999	12.9%	12.1%	11.9%
Income \$ 25,000 - \$34,999	11.8%	11.2%	11.0%
Income \$ 35,000 - \$49,999	12.7%	12.8%	12.7%
Income \$ 50,000 - \$74,999	18.6%	19.5%	19.5%
Income \$ 75,000 - \$99,999	10.8%	11.3%	11.7%
Income \$100,000 - \$124,999	6.5%	7.1%	7.4%
Income \$125,000 - \$149,999	3.7%	4.3%	4.4%
Income \$150,000 +	5.6%	6.1%	6.3%
Average Household Income	\$61,965	\$65,866	\$67,145
Median Household Income	\$42,980	\$47,031	\$48,938
Per Capita Income	\$27,376	\$28,331	\$28,598
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	17,968	23,202	25,463
Husband-Wife Family, Own Children, Below Poverty	300	384	411
Husband-Wife Family, No Own Children, Below Poverty	239	352	393
Male Householder, Own Children, Below Poverty	162	171	176

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Male Householder, No Own Children, Below Poverty	74	96	111
Female Householder, Own Children, Below Poverty	936	1,020	1,056
Female Householder, No Own Children, Below Poverty	190	210	215
Husband-Wife Family, Own Children, At/Above Poverty	4,611	6,271	6,960
Husband-Wife Family, No Own Children, At/Above Poverty	7,919	10,279	11,430
Male Householder, Own Children, At/Above Poverty	597	776	845
Male Householder, No Own Children, At/Above Poverty	678	823	878
Female Householder, Own Children, At/Above Poverty	1,071	1,344	1,425
Female Householder, No Own Children, At/Above Poverty	1,191	1,475	1,563

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	82,597	101,737	109,779
Less Than .50	7,252	8,082	8,352
.50 - .99	8,356	9,271	9,609
1.00 - 1.24	5,309	5,991	6,412
1.25 - 1.49	4,097	4,817	5,092
1.50 - 1.84	5,482	6,683	7,203
1.85 - 1.99	2,607	3,380	3,528
2.00+	49,494	63,514	69,582

Poverty: Popn by Race

By Race

White, Below Poverty Level	13,929	15,597	16,157
White, Above Poverty Level	61,128	77,211	84,131
Black, Below Poverty Level	191	207	210
Black, Above Poverty Level	362	411	423
AI/Alaskan Native, Below Poverty Level	671	712	734
AI/Alaskan Native, Above Poverty Level	1,573	1,885	2,043
Asian, Below Poverty Level	388	390	394
Asian, Above Poverty Level	1,013	1,291	1,390
NH/PI, Below Poverty Level	18	18	18
NH/PI, Above Poverty Level	98	117	129
Some Other Race, Below Poverty Level	98	104	109
Some Other Race, Above Poverty Level	376	450	475
2+ Races, Below Poverty Level	314	325	340
2+ Races, Above Poverty Level	2,439	3,020	3,228

Poverty: Popn by Ethnicity

Hispanic/Latino

Hispanic/Latino, Below Poverty Level	485	535	572
Hispanic/Latino, Above Poverty Level	2,402	2,920	3,083
Non-Hispanic/Latino, Below Poverty Level	15,123	16,818	17,389

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Non-Hispanic/Latino, Above Poverty Level	64,587	81,464	88,735
Non-Hispanic/Latino by Race			
White, Below Poverty Level	13,625	15,258	15,801
White, Above Poverty Level	59,644	75,373	82,183
Other than White, Below Poverty Level	1,983	2,095	2,160
Other than White, Above Poverty Level	7,344	9,011	9,635
Vehicles Available			
0 Vehicles Available	7.4%	6.4%	6.0%
1 Vehicle Available	34.6%	32.5%	31.5%
2+ Vehicles Available	58.0%	61.1%	62.5%
Average Vehicles Per Household	1.92	1.97	2.01
Total Vehicles Available	68,727	85,031	92,640

2023 Demographics:

Total Population	87,156	108,056	116,666
Total Households	38,311	46,383	49,645
Female Population	43,481	53,763	57,963
% Female	49.9%	49.8%	49.7%
Male Population	43,675	54,293	58,703
% Male	50.1%	50.3%	50.3%
Population Density (per Sq. Mi.)	1,106.29	342.89	164.54

Employed Civilian Population 16+			
Total	46,403	57,346	61,748
% White Collar	60.4%	61.2%	61.1%
% Blue Collar	39.6%	38.8%	38.9%

Age:			
Age 0 - 4	5.4%	5.4%	5.3%
Age 5 - 14	10.0%	10.6%	10.7%
Age 15 - 19	6.0%	6.1%	6.1%
Age 20 - 24	10.7%	9.8%	9.5%
Age 25 - 34	19.7%	18.3%	17.6%
Age 35 - 44	13.0%	13.1%	13.1%
Age 45 - 54	9.9%	10.2%	10.5%
Age 55 - 64	10.6%	11.0%	11.3%
Age 65 - 74	8.7%	9.4%	9.7%
Age 75 - 84	4.2%	4.3%	4.4%
Age 85 +	1.9%	1.8%	1.7%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Median Age	33.9	34.9	35.5
Housing Units			
Total Housing Units	39,715	48,162	51,597
Occupied Housing Units	96.5%	96.3%	96.2%
Vacant Housing Units	3.5%	3.7%	3.8%
Housing Units by Tenure			
Total Households in Tenure	38,311	46,383	49,645
Owner Occupied Housing Units	19,370	25,968	28,671
Owner Occupied free and clear	35.3%	34.0%	33.8%
Owner Occupied with a mortgage or loan	64.7%	66.0%	66.2%
Renter Occupied Housing Units	18,942	20,415	20,975
Race and Ethnicity			
American Indian, Eskimo, Aleut	2.8%	2.6%	2.6%
Asian	1.9%	1.9%	1.8%
Black	0.7%	0.6%	0.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	89.9%	90.3%	90.4%
Other	0.7%	0.6%	0.6%
Multi-Race	3.9%	3.9%	3.8%
Hispanic Ethnicity	4.0%	3.9%	3.8%
Not of Hispanic Ethnicity	96.0%	96.1%	96.2%
Race of Hispanics			
Hispanics	3,458	4,177	4,422
American Indian	6.8%	6.4%	6.5%
Asian	1.1%	1.1%	1.1%
Black	2.1%	1.9%	1.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	62.1%	63.3%	63.2%
Other	13.6%	13.4%	13.4%
Multi-Race	14.2%	13.9%	13.9%
Race of Non Hispanics			
Non Hispanics	83,698	103,880	112,244
American Indian	2.6%	2.5%	2.4%
Asian	1.9%	1.9%	1.9%
Black	0.6%	0.6%	0.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	91.1%	91.3%	91.5%
Other	0.1%	0.1%	0.1%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Multi-Race	3.5%	3.5%	3.4%
Marital Status:			
Age 15 + Population	73,726	90,755	97,979
Divorced	13.2%	13.2%	13.1%
Never Married	41.9%	39.0%	37.9%
Now Married	40.1%	43.3%	44.6%
Now Married - Separated	1.2%	1.2%	1.2%
Widowed	4.9%	4.6%	4.5%
Educational Attainment:			
Total Population Age 25+	59,193	73,623	79,699
Grade K - 9	1.0%	1.0%	1.0%
Grade 9 - 12	4.5%	4.5%	4.5%
High School Graduate	21.6%	22.1%	22.7%
Associates Degree	8.1%	8.2%	8.3%
Bachelor's Degree	25.3%	25.1%	24.7%
Graduate Degree	16.7%	16.2%	15.9%
Some College, No Degree	22.5%	22.6%	22.6%
No Schooling Completed	0.4%	0.3%	0.3%
Household Income:			
Income \$ 0 - \$9,999	8.1%	7.2%	6.8%
Income \$ 10,000 - \$14,999	6.8%	6.1%	5.9%
Income \$ 15,000 - \$24,999	11.8%	11.0%	10.7%
Income \$ 25,000 - \$34,999	10.8%	10.1%	9.9%
Income \$ 35,000 - \$49,999	11.9%	11.8%	11.7%
Income \$ 50,000 - \$74,999	18.9%	19.6%	19.6%
Income \$ 75,000 - \$99,999	12.2%	12.6%	13.0%
Income \$100,000 - \$124,999	8.1%	8.7%	9.0%
Income \$125,000 - \$149,999	4.6%	5.3%	5.4%
Income \$150,000 +	7.0%	7.6%	7.8%
Average Household Income	\$69,781	\$74,130	\$75,529
Median Household Income	\$50,941	\$54,955	\$56,256
Per Capita Income	\$31,156	\$32,211	\$32,503
Vehicles Available			
0 Vehicles Available	7.4%	6.3%	6.0%
1 Vehicle Available	34.8%	32.7%	31.7%
2+ Vehicles Available	57.8%	61.0%	62.4%
Average Vehicles Per Household	1.91	1.97	2.01
Total Vehicles Available	73,350	91,352	99,620

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
2010 Demographics:			
Total Population	77,203	94,258	101,719
Total Households	33,307	39,825	42,618
Female Population	38,634	47,091	50,748
% Female	50.0%	50.0%	49.9%
Male Population	38,570	47,167	50,971
% Male	50.0%	50.0%	50.1%
Population Density (per Sq. Mi.)	979.95	299.11	143.46
Employed Civilian Population 16+			
Total	41,730	50,694	54,493
% White Collar	60.4%	60.9%	60.8%
% Blue Collar	39.6%	39.1%	39.2%
Age:			
Age 0 - 4	5.7%	5.9%	5.9%
Age 5 - 14	9.6%	10.5%	10.8%
Age 15 - 19	7.5%	7.3%	7.2%
Age 20 - 24	13.8%	12.3%	11.7%
Age 25 - 34	17.8%	17.0%	16.5%
Age 35 - 44	10.9%	11.4%	11.5%
Age 45 - 54	12.2%	12.8%	13.1%
Age 55 - 64	11.4%	11.9%	12.2%
Age 65 - 74	5.7%	6.0%	6.1%
Age 75 - 84	3.5%	3.4%	3.4%
Age 85 +	1.9%	1.7%	1.6%
Median Age	32.0	32.9	33.5
Housing Units			
Total Housing Units	35,069	42,003	45,011
Occupied Housing Units	95.0%	94.8%	94.7%
Vacant Housing Units	5.0%	5.2%	5.3%
Housing Units by Tenure			
Total Households in Tenure	33,307	39,825	42,618
Owner Occupied Housing Units	17,023	22,278	24,584
Owner Occupied free and clear	30.7%	29.8%	29.6%
Owner Occupied with a mortgage or loan	69.3%	70.2%	70.4%
Renter Occupied Housing Units	16,284	17,548	18,035
Race and Ethnicity			
American Indian, Eskimo, Aleut	2.7%	2.5%	2.5%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Asian	1.2%	1.2%	1.2%
Black	0.5%	0.5%	0.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	92.3%	92.7%	92.8%
Other	0.5%	0.5%	0.5%
Multi-Race	2.7%	2.6%	2.6%
Hispanic Ethnicity	2.8%	2.7%	2.7%
Not of Hispanic Ethnicity	97.2%	97.3%	97.3%
Race of Hispanics			
Hispanics	2,152	2,555	2,712
American Indian	8.1%	7.7%	7.7%
Asian	0.6%	0.6%	0.6%
Black	1.3%	1.2%	1.2%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	63.3%	64.4%	64.3%
Other	13.6%	13.3%	13.4%
Multi-Race	13.1%	12.8%	12.8%
Race of Non Hispanics			
Non Hispanics	75,051	91,702	99,007
American Indian	2.5%	2.4%	2.3%
Asian	1.3%	1.2%	1.2%
Black	0.5%	0.4%	0.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	93.2%	93.5%	93.6%
Other	0.1%	0.1%	0.1%
Multi-Race	2.4%	2.3%	2.3%
Marital Status:			
Age 15 + Population	65,408	78,847	84,780
Divorced	12.5%	12.3%	12.0%
Never Married	38.0%	35.0%	33.9%
Now Married	44.4%	47.9%	49.4%
Now Married - Separated	0.8%	0.8%	0.8%
Widowed	5.1%	4.8%	4.7%
Educational Attainment:			
Total Population Age 25+	48,965	60,409	65,534
Grade K - 8	1.4%	1.3%	1.3%
Grade 9 - 12	4.8%	4.9%	4.9%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
High School Graduate	22.5%	23.2%	23.7%
Associates Degree	7.7%	7.7%	7.8%
Bachelor's Degree	25.5%	25.4%	24.9%
Graduate Degree	16.1%	15.6%	15.3%
Some College, No Degree	21.8%	21.8%	21.9%
No Schooling Completed	0.2%	0.2%	0.2%
Household Income:			
Income \$ 0 - \$9,999	11.9%	10.8%	10.3%
Income \$ 10,000 - \$14,999	8.6%	7.9%	7.7%
Income \$ 15,000 - \$24,999	14.9%	14.3%	14.0%
Income \$ 25,000 - \$34,999	14.1%	13.7%	13.5%
Income \$ 35,000 - \$49,999	13.2%	13.5%	13.5%
Income \$ 50,000 - \$74,999	16.5%	17.4%	17.6%
Income \$ 75,000 - \$99,999	9.4%	9.8%	10.2%
Income \$100,000 - \$124,999	5.5%	6.0%	6.3%
Income \$125,000 - \$149,999	2.5%	2.9%	2.9%
Income \$150,000 +	3.4%	3.7%	3.9%
Average Household Income	\$52,049	\$55,144	\$56,291
Median Household Income	\$35,479	\$38,345	\$39,473
Per Capita Income	\$22,995	\$23,744	\$23,998
Vehicles Available			
0 Vehicles Available	7.1%	6.2%	5.8%
1 Vehicle Available	31.7%	29.8%	28.8%
2+ Vehicles Available	61.2%	64.0%	65.4%
Average Vehicles Per Household	1.95	1.99	2.03
Total Vehicles Available	64,782	79,352	86,444
2000 Census Demographics:			
Total Population	67,874	82,065	87,866
Total Households	28,100	33,243	35,319
Female Population	34,368	41,349	44,195
% Female	50.6%	50.4%	50.3%
Male Population	33,506	40,716	43,671
% Male	49.4%	49.6%	49.7%
Employed Civilian Population 16+			
Total	36,022	43,505	46,474
% White Collar	63.9%	63.2%	62.9%
% Blue Collar	36.1%	36.8%	37.1%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Age:			
Age 0 - 4	5.2%	5.5%	5.6%
Age 5 - 14	11.6%	12.4%	12.7%
Age 15 - 19	8.6%	8.4%	8.3%
Age 20 - 24	13.8%	12.4%	11.9%
Age 25 - 34	14.7%	14.4%	14.2%
Age 35 - 44	14.4%	14.9%	15.1%
Age 45 - 54	13.5%	14.1%	14.3%
Age 55 - 64	7.2%	7.5%	7.6%
Age 65 - 74	5.1%	5.0%	5.0%
Age 75 - 84	4.2%	4.0%	3.9%
Age 85 +	1.6%	1.4%	1.4%
Median Age	31.8	32.5	32.9
Housing Units			
Total Housing Units	29,326	34,687	36,876
Owner Occupied Housing Units	52.1%	56.1%	57.5%
Renter Occupied Housing Units	43.7%	39.7%	38.3%
Vacant Housing Units	4.2%	4.2%	4.2%
Race and Ethnicity			
American Indian, Eskimo, Aleut	2.4%	2.2%	2.2%
Asian	1.0%	1.0%	1.0%
Hawaiian or other Pacific Islander	0.1%	0.1%	0.1%
Black	0.2%	0.2%	0.2%
White	93.7%	94.0%	94.2%
Other	0.6%	0.6%	0.6%
Two or More Races	2.0%	1.9%	1.9%
Hispanic Ethnicity	2.0%	1.9%	1.8%
Not of Hispanic Ethnicity	98.0%	98.1%	98.2%
Marital Status:			
Age 15 + Population	56,442	67,334	71,766
Divorced	11.1%	11.1%	11.0%
Never Married	37.1%	34.5%	33.5%
Now Married	41.7%	45.1%	46.4%
Separated	4.7%	4.2%	4.1%
Widowed	5.4%	5.0%	4.9%
Educational Attainment:			
Total Population Age 25+	41,189	50,232	53,970
Grade K - 8	2.4%	2.3%	2.2%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Grade 9 - 11, No diploma	6.4%	6.3%	6.4%
High School Graduate	24.1%	25.2%	25.6%
Associates Degree	4.8%	4.7%	4.8%
Bachelor's Degree	23.4%	22.9%	22.6%
Graduate Degree	11.8%	11.4%	11.1%
Some College, No Degree	26.8%	27.0%	27.1%
No Schooling Completed	0.3%	0.2%	0.2%
Public School Enrollment	92.0%	91.5%	91.3%
Private School Enrollment	8.0%	8.5%	8.7%
Household Income:			
Income \$ 0 - \$9,999	13.5%	12.4%	12.0%
Income \$ 10,000 - \$14,999	9.2%	8.4%	8.2%
Income \$ 15,000 - \$24,999	18.0%	17.3%	17.0%
Income \$ 25,000 - \$34,999	14.6%	14.5%	14.5%
Income \$ 35,000 - \$49,999	15.4%	16.2%	16.5%
Income \$ 50,000 - \$74,999	17.0%	18.0%	18.4%
Income \$ 75,000 - \$99,999	6.6%	7.1%	7.3%
Income \$100,000 - \$124,999	3.0%	3.1%	3.1%
Income \$125,000 - \$149,999	1.1%	1.3%	1.3%
Income \$150,000 - \$199,999	0.7%	0.9%	0.9%
Income \$200,000 or More	0.9%	1.0%	1.0%
Average Household Income	\$40,613	\$42,777	\$43,347
Median Household Income	\$31,333	\$33,228	\$33,844
Per Capita Income	\$16,814	\$17,328	\$17,424
Vehicles Available			
0 Vehicles Available	7.6%	6.8%	6.5%
1 Vehicle Available	35.7%	33.4%	32.4%
2 Vehicles Available	38.3%	39.7%	40.0%
3+ Vehicles Available	18.5%	20.1%	21.1%
Average Vehicles Per Household	1.70	1.70	1.80
Total Vehicles Available	49,272	60,357	65,166
Population Trend			
2000	67,874	82,065	87,866
2010	77,203	94,258	101,719
Change 2000 to 2010	13.7%	14.9%	15.8%
2018A	82,597	101,737	109,779
2023	87,156	108,056	116,666

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Change 2018A to 2023	5.5%	6.2%	6.3%
Household Trend			
2000	28,100	33,243	35,319
2010	33,307	39,825	42,618
Change 2000 to 2010	27.5%	29.7%	30.6%
2018A	35,815	43,119	46,127
2023	38,311	46,383	49,645
Change 2018A to 2023	7.0%	7.6%	7.6%
Average Household Size Trend			
2000	2.3	2.4	2.4
2010	2.2	2.3	2.3
Change 2000 to 2010	-3.4%	-3.6%	-3.6%
2018A	2.2	2.3	2.3
2023	2.2	2.3	2.3
Change 2018A to 2023	-0.9%	-0.8%	-0.8%
Median Age Trend			
2000	31.8	32.5	32.9
2010	32.0	32.9	33.5
2018A	33.2	34.2	34.8
2023	33.9	34.9	35.5
Housing Units Trend			
Total Housing Units			
Change 2000 to 2010	19.6%	21.1%	22.1%
Change 2018A to 2023	6.9%	7.5%	7.6%
Owner Occupied Housing Units			
Change 2000 to 2010	11.4%	14.5%	15.9%
Change 2018A to 2023	7.0%	8.0%	8.1%
Renter Occupied Housing Units			
Change 2000 to 2010	27.0%	27.3%	27.8%
Change 2018A to 2023	6.9%	7.0%	7.0%
Vacant Housing Units			
Change 2000 to 2010	43.7%	50.8%	53.7%
Change 2018A to 2023	4.2%	5.4%	5.7%
Race and Ethnicity Trend			
American Indian, Eskimo, Aleut			
Change 2000 to 2010	25.1%	30.7%	31.5%

	SOUTHGATE MALL 5miles	SOUTHGATE MALL 10miles	SOUTHGATE MALL 15miles
Change 2018A to 2023	8.5%	8.9%	8.8%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	41.9%	37.0%	41.3%
Change 2018A to 2023	17.1%	18.9%	19.1%
Black			
Change 2000 to 2010	161.0%	168.0%	172.5%
Change 2018A to 2023	11.4%	11.7%	11.7%
White			
Change 2000 to 2010	12.1%	13.2%	14.1%
Change 2018A to 2023	4.4%	5.1%	5.2%
Other			
Change 2000 to 2010	-7.4%	-13.2%	-11.4%
Change 2018A to 2023	19.7%	20.5%	20.3%
Two or More Races			
Change 2000 to 2010	55.0%	59.8%	60.3%
Change 2018A to 2023	23.7%	24.9%	25.0%
Hispanic Ethnicity			
Change 2000 to 2010	60.0%	66.1%	69.1%
Change 2018A to 2023	19.8%	20.9%	21.0%
Not of Hispanic Ethnicity			
Change 2000 to 2010	12.8%	13.9%	14.8%
Change 2018A to 2023	5.0%	5.7%	5.8%

*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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