

Complete Demographic Comparison Report

WASHINGTON PRIME GROUP

Date: December 10, 2018

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
2018A Demographics:			
Q2 2018 Employees	241,085	455,193	931,153
Q2 2018 Establishments*	18,719	38,277	78,105
Total Population	209,616	620,992	1,415,706
Total Households	90,854	256,323	590,231
Female Population	106,542	319,074	728,081
% Female	50.8%	51.4%	51.4%
Male Population	103,074	301,918	687,625
% Male	49.2%	48.6%	48.6%
Population Density (per Sq. Mi.)	2,671.88	1,978.87	2,005.04
Employed Civilian Population 16+			
Total	113,050	323,383	725,702
White Collar	67.8%	64.2%	65.7%
Blue Collar	32.2%	35.8%	34.3%
Seasonal Population by Quarter:			
Q4 2015	2,501	6,053	34,705
Q1 2016	2,556	6,321	36,774
Q2 2016	2,560	6,331	36,940
Q3 2016	2,472	6,197	35,686
Q4 2016	2,475	6,212	35,787
Q1 2017	2,614	6,530	35,430
Q2 2017	2,555	6,427	35,441
Q3 2017	2,577	6,369	34,387
Q4 2017	2,656	6,461	34,554
Age:			
Age 0 - 4	5.5%	6.1%	5.8%
Age 5 - 14	10.2%	11.5%	11.0%
Age 15 - 19	5.6%	5.9%	5.7%
Age 20 - 24	6.5%	6.3%	6.6%
Age 25 - 34	17.8%	16.8%	15.7%
Age 35 - 44	14.3%	14.0%	13.1%
Age 45 - 54	13.9%	13.8%	13.7%
Age 55 - 64	11.6%	12.0%	12.9%
Age 65 - 74	7.5%	7.7%	8.9%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Age 75 - 84	4.6%	3.9%	4.5%
Age 85 +	2.4%	1.9%	2.2%
Median Age	37.8	37.3	38.8
Housing Units			
Total Housing Units	99,346	280,590	650,641
Occupied Housing Units	91.5%	91.4%	90.7%
Vacant Housing Units	8.6%	8.7%	9.3%
Housing Units by Tenure			
Total Households in Tenure	90,854	256,323	590,231
Owner Occupied Housing Units	45,791	129,750	326,902
Owner Occupied free and clear	35.0%	33.1%	35.9%
Owner Occupied with a mortgage or loan	65.0%	66.9%	64.1%
Renter Occupied Housing Units	45,064	126,573	263,330
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.4%
Asian	3.2%	3.5%	4.4%
Black	13.8%	21.1%	15.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	75.1%	66.5%	71.5%
Other	4.2%	4.8%	4.3%
Multi-Race	3.2%	3.6%	3.5%
Hispanic Ethnicity	34.9%	31.9%	23.5%
Not of Hispanic Ethnicity	65.1%	68.1%	76.5%
Race of Hispanics			
Hispanics	73,170	198,335	332,449
American Indian	0.6%	0.6%	0.7%
Asian	0.2%	0.2%	0.3%
Black	4.4%	5.4%	5.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	78.8%	74.1%	70.7%
Other	11.6%	14.4%	17.4%
Multi-Race	4.4%	5.2%	5.8%
Race of Non Hispanics			
Non Hispanics	136,447	422,657	1,083,257
American Indian	0.3%	0.3%	0.3%
Asian	4.8%	5.0%	5.6%
Black	18.9%	28.5%	19.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
White	73.2%	62.9%	71.8%
Other	0.3%	0.3%	0.3%
Multi-Race	2.5%	2.9%	2.8%
Marital Status:			
Age 15 + Population	176,607	511,318	1,177,599
Divorced	13.6%	14.4%	14.5%
Never Married	39.1%	38.0%	35.0%
Now Married	41.3%	41.8%	44.5%
Now Married - Separated	2.6%	3.0%	2.6%
Widowed	6.1%	5.8%	6.1%
Educational Attainment:			
Total Population Age 25+	151,158	435,699	1,003,362
Grade K - 8	3.9%	3.8%	3.1%
Grade 9 - 12	7.2%	8.3%	7.6%
High School Graduate	25.0%	28.5%	28.4%
Associates Degree	8.3%	8.7%	9.3%
Bachelor's Degree	23.7%	19.9%	19.6%
Graduate Degree	14.7%	11.0%	10.4%
Some College, No Degree	16.1%	18.4%	20.4%
No Schooling Completed	1.2%	1.4%	1.3%
Household Income:			
Income \$ 0 - \$9,999	8.1%	8.3%	7.5%
Income \$ 10,000 - \$14,999	5.3%	5.4%	5.1%
Income \$ 15,000 - \$24,999	10.5%	11.7%	11.4%
Income \$ 25,000 - \$34,999	9.7%	10.9%	10.6%
Income \$ 35,000 - \$49,999	12.7%	13.7%	14.1%
Income \$ 50,000 - \$74,999	17.4%	18.4%	19.3%
Income \$ 75,000 - \$99,999	11.1%	11.1%	11.7%
Income \$100,000 - \$124,999	8.4%	7.4%	7.6%
Income \$125,000 - \$149,999	4.0%	3.8%	4.1%
Income \$150,000 +	12.9%	9.2%	8.6%
Average Household Income	\$88,586	\$75,560	\$74,547
Median Household Income	\$54,887	\$49,993	\$51,560
Per Capita Income	\$38,775	\$31,415	\$31,377
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	47,059	145,355	340,935
Husband-Wife Family, Own Children, Below Poverty	1,002	3,560	7,133
Husband-Wife Family, No Own Children, Below Poverty	1,019	3,010	6,515

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Male Householder, Own Children, Below Poverty	451	1,679	3,034
Male Householder, No Own Children, Below Poverty	280	771	1,454
Female Householder, Own Children, Below Poverty	2,366	8,575	15,815
Female Householder, No Own Children, Below Poverty	726	2,397	4,805
Husband-Wife Family, Own Children, At/Above Poverty	10,867	31,289	75,921
Husband-Wife Family, No Own Children, At/Above Poverty	18,440	53,616	139,934
Male Householder, Own Children, At/Above Poverty	1,630	4,899	11,023
Male Householder, No Own Children, At/Above Poverty	2,109	6,488	14,414
Female Householder, Own Children, At/Above Poverty	3,742	13,603	28,690
Female Householder, No Own Children, At/Above Poverty	4,427	15,467	32,199

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	209,616	620,992	1,415,706
Less Than .50	15,822	51,345	105,559
.50 - .99	18,608	63,303	125,947
1.00 - 1.24	11,232	35,521	73,433
1.25 - 1.49	11,061	37,809	79,348
1.50 - 1.84	14,001	49,064	105,744
1.85 - 1.99	4,563	17,545	38,214
2.00+	134,329	366,404	887,461

Poverty: Popn by Race

By Race

White, Below Poverty Level	19,143	54,691	129,746
White, Above Poverty Level	138,328	358,318	882,880
Black, Below Poverty Level	11,197	44,206	66,522
Black, Above Poverty Level	17,739	86,767	156,930
AI/Alaskan Native, Below Poverty Level	202	570	1,270
AI/Alaskan Native, Above Poverty Level	601	1,847	4,149
Asian, Below Poverty Level	451	2,733	7,953
Asian, Above Poverty Level	6,226	18,866	53,964
NH/PI, Below Poverty Level	20	72	226
NH/PI, Above Poverty Level	132	422	1,048
Some Other Race, Below Poverty Level	2,029	7,342	15,329
Some Other Race, Above Poverty Level	6,867	22,585	46,000
2+ Races, Below Poverty Level	1,389	5,034	10,460
2+ Races, Above Poverty Level	5,293	17,539	39,228

Poverty: Popn by Ethnicity

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Hispanic/Latino			
Hispanic/Latino, Below Poverty Level	14,840	41,765	68,928
Hispanic/Latino, Above Poverty Level	58,330	156,569	263,521
Non-Hispanic/Latino, Below Poverty Level	19,591	72,883	162,579
Non-Hispanic/Latino, Above Poverty Level	116,856	349,774	920,678
Non-Hispanic/Latino by Race			
White, Below Poverty Level	8,022	25,810	85,064
White, Above Poverty Level	91,819	240,181	692,569
Other than White, Below Poverty Level	26,408	88,838	146,443
Other than White, Above Poverty Level	83,367	266,162	491,630
Vehicles Available			
0 Vehicles Available	9.1%	9.2%	8.3%
1 Vehicle Available	46.3%	45.4%	44.3%
2+ Vehicles Available	44.6%	45.4%	47.4%
Average Vehicles Per Household	1.62	1.64	1.67
Total Vehicles Available	147,415	419,286	983,633

2023 Demographics:			
Total Population	213,374	641,868	1,480,941
Total Households	94,286	269,149	625,157
Female Population	108,137	328,790	759,928
% Female	50.7%	51.2%	51.3%
Male Population	105,237	313,078	721,013
% Male	49.3%	48.8%	48.7%
Population Density (per Sq. Mi.)	2,719.78	2,045.40	2,097.43
Employed Civilian Population 16+			
Total	118,064	343,553	776,279
% White Collar	68.3%	64.5%	66.0%
% Blue Collar	31.7%	35.5%	34.0%
Age:			
Age 0 - 4	5.4%	6.0%	5.7%
Age 5 - 14	10.1%	11.3%	10.9%
Age 15 - 19	5.4%	5.6%	5.5%
Age 20 - 24	5.6%	5.7%	6.0%
Age 25 - 34	17.5%	16.5%	15.4%
Age 35 - 44	15.2%	14.8%	13.7%
Age 45 - 54	12.9%	12.8%	12.5%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Age 55 - 64	11.5%	11.8%	12.5%
Age 65 - 74	8.6%	8.9%	10.1%
Age 75 - 84	5.3%	4.7%	5.4%
Age 85 +	2.5%	1.9%	2.2%
Median Age	38.7	38.1	39.5
Housing Units			
Total Housing Units	103,994	295,744	689,778
Occupied Housing Units	90.7%	91.0%	90.6%
Vacant Housing Units	9.3%	9.0%	9.4%
Housing Units by Tenure			
Total Households in Tenure	94,286	269,149	625,157
Owner Occupied Housing Units	46,838	134,128	342,089
Owner Occupied free and clear	35.6%	33.6%	36.2%
Owner Occupied with a mortgage or loan	64.4%	66.4%	63.8%
Renter Occupied Housing Units	47,449	135,022	283,068
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.4%
Asian	3.4%	3.8%	4.7%
Black	13.4%	20.7%	15.7%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	74.7%	65.9%	70.3%
Other	4.5%	5.2%	4.7%
Multi-Race	3.5%	4.0%	4.0%
Hispanic Ethnicity	36.4%	33.8%	25.3%
Not of Hispanic Ethnicity	63.6%	66.2%	74.7%
Race of Hispanics			
Hispanics	77,705	216,945	374,662
American Indian	0.6%	0.6%	0.6%
Asian	0.2%	0.2%	0.3%
Black	4.3%	5.2%	4.9%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	78.7%	73.9%	70.4%
Other	11.7%	14.6%	17.7%
Multi-Race	4.5%	5.4%	5.9%
Race of Non Hispanics			
Non Hispanics	135,669	424,923	1,106,279
American Indian	0.3%	0.3%	0.3%
Asian	5.3%	5.6%	6.2%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Black	18.7%	28.6%	19.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	72.4%	61.8%	70.3%
Other	0.3%	0.3%	0.3%
Multi-Race	2.9%	3.3%	3.3%
Marital Status:			
Age 15 + Population	180,243	530,584	1,235,474
Divorced	13.4%	14.3%	14.4%
Never Married	39.5%	38.3%	35.3%
Now Married	41.2%	41.8%	44.4%
Now Married - Separated	2.6%	3.0%	2.6%
Widowed	5.9%	5.6%	6.0%
Educational Attainment:			
Total Population Age 25+	156,612	457,923	1,064,169
Grade K - 9	3.8%	3.7%	3.0%
Grade 9 - 12	7.0%	8.1%	7.4%
High School Graduate	24.6%	28.2%	28.0%
Associates Degree	8.3%	8.7%	9.4%
Bachelor's Degree	24.0%	20.2%	19.9%
Graduate Degree	15.1%	11.3%	10.7%
Some College, No Degree	16.0%	18.4%	20.4%
No Schooling Completed	1.2%	1.4%	1.3%
Household Income:			
Income \$ 0 - \$9,999	5.8%	6.0%	5.5%
Income \$ 10,000 - \$14,999	5.0%	5.2%	4.8%
Income \$ 15,000 - \$24,999	9.0%	10.1%	9.8%
Income \$ 25,000 - \$34,999	8.4%	9.7%	9.4%
Income \$ 35,000 - \$49,999	11.2%	12.4%	12.6%
Income \$ 50,000 - \$74,999	15.5%	16.8%	18.1%
Income \$ 75,000 - \$99,999	12.9%	13.1%	13.6%
Income \$100,000 - \$124,999	10.5%	9.6%	9.7%
Income \$125,000 - \$149,999	5.7%	5.3%	5.5%
Income \$150,000 +	16.0%	11.8%	11.0%
Average Household Income	\$104,439	\$88,932	\$86,632
Median Household Income	\$66,929	\$60,018	\$60,868
Per Capita Income	\$46,525	\$37,512	\$36,856
Vehicles Available			
0 Vehicles Available	9.1%	9.1%	8.1%
1 Vehicle Available	46.4%	45.4%	44.3%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
2+ Vehicles Available	44.6%	45.5%	47.6%
Average Vehicles Per Household	1.62	1.64	1.67
Total Vehicles Available	152,960	440,654	1,043,246

2010 Demographics:

Total Population	193,193	570,739	1,298,742
Total Households	82,718	234,141	541,985
Female Population	98,191	293,037	667,424
% Female	50.8%	51.3%	51.4%
Male Population	95,003	277,702	631,318
% Male	49.2%	48.7%	48.6%
Population Density (per Sq. Mi.)	2,462.54	1,818.74	1,839.39

Employed Civilian Population 16+

Total	95,719	270,018	613,822
% White Collar	68.2%	64.9%	66.4%
% Blue Collar	31.8%	35.1%	33.6%

Age:

Age 0 - 4	5.9%	6.4%	5.9%
Age 5 - 14	10.7%	12.1%	11.5%
Age 15 - 19	6.3%	6.7%	6.5%
Age 20 - 24	7.8%	7.4%	7.4%
Age 25 - 34	16.2%	15.4%	14.4%
Age 35 - 44	14.4%	14.4%	13.8%
Age 45 - 54	14.6%	14.7%	15.0%
Age 55 - 64	10.8%	11.1%	11.9%
Age 65 - 74	6.6%	6.4%	7.1%
Age 75 - 84	4.7%	3.9%	4.5%
Age 85 +	1.9%	1.6%	1.9%
Median Age	37.1	36.4	38.1

Housing Units

Total Housing Units	94,227	267,282	621,078
Occupied Housing Units	87.8%	87.6%	87.3%
Vacant Housing Units	12.2%	12.4%	12.7%

Housing Units by Tenure

Total Households in Tenure	82,718	234,141	541,985
Owner Occupied Housing Units	43,424	125,789	317,085
Owner Occupied free and clear	28.7%	26.4%	29.8%
Owner Occupied with a mortgage or loan	71.3%	73.6%	70.2%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Renter Occupied Housing Units	39,293	108,352	224,900
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.4%	0.4%	0.4%
Asian	2.7%	3.0%	3.7%
Black	13.5%	20.9%	15.3%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	76.4%	68.1%	73.7%
Other	4.0%	4.5%	3.9%
Multi-Race	3.0%	3.2%	3.0%
Hispanic Ethnicity	32.5%	28.9%	20.7%
Not of Hispanic Ethnicity	67.5%	71.1%	79.3%
Race of Hispanics			
Hispanics	62,786	165,221	268,540
American Indian	0.5%	0.6%	0.6%
Asian	0.2%	0.2%	0.3%
Black	4.3%	5.2%	4.9%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	78.9%	74.4%	71.1%
Other	11.7%	14.6%	17.5%
Multi-Race	4.4%	5.0%	5.4%
Race of Non Hispanics			
Non Hispanics	130,407	405,518	1,030,202
American Indian	0.3%	0.3%	0.3%
Asian	4.0%	4.1%	4.6%
Black	17.9%	27.2%	18.0%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	75.2%	65.5%	74.4%
Other	0.3%	0.3%	0.3%
Multi-Race	2.3%	2.5%	2.4%
Marital Status:			
Age 15 + Population	161,131	465,050	1,072,200
Divorced	14.6%	15.0%	14.9%
Never Married	37.6%	37.0%	34.6%
Now Married	41.8%	42.2%	44.2%
Now Married - Separated	3.5%	3.7%	3.0%
Widowed	6.0%	5.7%	6.3%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Educational Attainment:			
Total Population Age 25+	133,768	384,876	891,028
Grade K - 8	4.1%	4.2%	3.5%
Grade 9 - 12	8.2%	9.3%	8.7%
High School Graduate	25.8%	29.0%	28.9%
Associates Degree	8.2%	8.6%	8.9%
Bachelor's Degree	23.7%	19.5%	19.2%
Graduate Degree	12.7%	9.5%	9.1%
Some College, No Degree	16.1%	18.6%	20.5%
No Schooling Completed	1.3%	1.2%	1.3%
Household Income:			
Income \$ 0 - \$9,999	8.7%	8.7%	7.7%
Income \$ 10,000 - \$14,999	6.0%	6.0%	5.7%
Income \$ 15,000 - \$24,999	12.9%	13.1%	12.8%
Income \$ 25,000 - \$34,999	11.6%	12.9%	12.4%
Income \$ 35,000 - \$49,999	15.2%	15.9%	16.1%
Income \$ 50,000 - \$74,999	16.8%	17.4%	18.4%
Income \$ 75,000 - \$99,999	9.5%	9.9%	10.8%
Income \$100,000 - \$124,999	6.6%	6.1%	6.6%
Income \$125,000 - \$149,999	3.5%	3.2%	3.4%
Income \$150,000 +	9.2%	6.6%	6.3%
Average Household Income	\$74,627	\$65,872	\$66,137
Median Household Income	\$44,985	\$43,065	\$45,018
Per Capita Income	\$32,344	\$27,259	\$27,913
Vehicles Available			
0 Vehicles Available	9.0%	8.9%	8.3%
1 Vehicle Available	46.9%	46.5%	44.6%
2+ Vehicles Available	44.0%	44.6%	47.1%
Average Vehicles Per Household	1.60	1.61	1.65
Total Vehicles Available	132,521	376,813	894,812
2000 Census Demographics:			
Total Population	186,670	538,124	1,182,518
Total Households	80,692	221,914	495,474
Female Population	95,600	275,992	609,161
% Female	51.2%	51.3%	51.5%
Male Population	91,070	262,133	573,357
% Male	48.8%	48.7%	48.5%

Employed Civilian Population 16+

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Total	90,301	260,091	572,495
% White Collar	68.8%	67.5%	68.0%
% Blue Collar	31.2%	32.5%	32.0%
Age:			
Age 0 - 4	6.2%	6.6%	6.1%
Age 5 - 14	12.2%	13.9%	13.1%
Age 15 - 19	5.4%	6.1%	5.9%
Age 20 - 24	6.6%	6.6%	6.4%
Age 25 - 34	16.8%	16.4%	15.0%
Age 35 - 44	16.9%	17.1%	16.9%
Age 45 - 54	12.8%	13.0%	13.4%
Age 55 - 64	8.7%	8.4%	8.7%
Age 65 - 74	7.5%	6.5%	7.3%
Age 75 - 84	5.2%	4.1%	5.4%
Age 85 +	1.7%	1.4%	1.9%
Median Age	36.6	35.3	37.1
Housing Units			
Total Housing Units	86,198	239,835	544,904
Owner Occupied Housing Units	51.9%	53.4%	57.0%
Renter Occupied Housing Units	41.7%	39.1%	34.0%
Vacant Housing Units	6.4%	7.5%	9.1%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.4%	0.5%	0.4%
Asian	2.3%	2.3%	2.6%
Hawaiian or other Pacific Islander	0.1%	0.1%	0.0%
Black	14.1%	19.7%	13.0%
White	75.1%	69.7%	78.1%
Other	5.1%	4.7%	3.2%
Two or More Races	2.9%	3.1%	2.7%
Hispanic Ethnicity	26.9%	21.3%	14.1%
Not of Hispanic Ethnicity	73.1%	78.7%	85.9%
Marital Status:			
Age 15 + Population	152,369	428,034	955,631
Divorced	14.0%	14.1%	13.6%
Never Married	29.3%	29.6%	26.5%
Now Married	42.6%	43.4%	46.5%
Separated	6.5%	6.2%	5.7%
Widowed	7.6%	6.7%	7.7%

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
Educational Attainment:			
Total Population Age 25+	129,682	359,437	809,704
Grade K - 8	5.6%	5.2%	4.2%
Grade 9 - 11, No diploma	13.3%	13.9%	12.9%
High School Graduate	24.4%	25.6%	27.6%
Associates Degree	6.8%	7.5%	7.8%
Bachelor's Degree	18.4%	16.9%	16.3%
Graduate Degree	10.6%	8.5%	8.3%
Some College, No Degree	19.5%	21.1%	22.1%
No Schooling Completed	1.4%	1.3%	0.9%
Public School Enrollment	77.6%	81.2%	80.7%
Private School Enrollment	22.4%	18.8%	19.3%
Household Income:			
Income \$ 0 - \$9,999	10.8%	10.6%	9.5%
Income \$ 10,000 - \$14,999	6.5%	7.0%	6.8%
Income \$ 15,000 - \$24,999	13.8%	14.4%	14.7%
Income \$ 25,000 - \$34,999	14.7%	14.6%	14.7%
Income \$ 35,000 - \$49,999	17.1%	17.6%	17.7%
Income \$ 50,000 - \$74,999	17.1%	17.7%	18.2%
Income \$ 75,000 - \$99,999	7.6%	7.8%	8.4%
Income \$100,000 - \$124,999	4.2%	4.1%	4.2%
Income \$125,000 - \$149,999	2.0%	1.9%	1.9%
Income \$150,000 - \$199,999	2.6%	1.9%	1.8%
Income \$200,000 or More	3.6%	2.4%	2.1%
Average Household Income	\$57,849	\$52,449	\$52,172
Median Household Income	\$38,047	\$37,457	\$38,224
Per Capita Income	\$25,006	\$21,629	\$21,860
Vehicles Available			
0 Vehicles Available	11.1%	10.4%	9.1%
1 Vehicle Available	44.8%	43.5%	43.6%
2 Vehicles Available	35.1%	36.1%	37.0%
3+ Vehicles Available	9.1%	10.0%	10.3%
Average Vehicles Per Household	1.30	1.40	1.40
Total Vehicles Available	116,302	328,350	747,773

Population Trend			
2000	186,670	538,124	1,182,518

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
2010	193,193	570,739	1,298,742
Change 2000 to 2010	3.5%	6.1%	9.8%
2018A	209,616	620,992	1,415,706
2023	213,374	641,868	1,480,941
Change 2018A to 2023	1.8%	3.4%	4.6%
Household Trend			
2000	80,692	221,914	495,474
2010	82,718	234,141	541,985
Change 2000 to 2010	12.6%	15.5%	19.1%
2018A	90,854	256,323	590,231
2023	94,286	269,149	625,157
Change 2018A to 2023	3.8%	5.0%	5.9%
Average Household Size Trend			
2000	2.3	2.4	2.3
2010	2.3	2.4	2.4
Change 2000 to 2010	0.1%	0.4%	0.6%
2018A	2.2	2.4	2.3
2023	2.2	2.4	2.3
Change 2018A to 2023	-1.2%	-0.8%	-0.5%
Median Age Trend			
2000	36.6	35.3	37.1
2010	37.1	36.4	38.1
2018A	37.8	37.3	38.8
2023	38.7	38.1	39.5
Housing Units Trend			
Total Housing Units			
Change 2000 to 2010	9.3%	11.4%	14.0%
Change 2018A to 2023	4.7%	5.4%	6.0%
Owner Occupied Housing Units			
Change 2000 to 2010	-2.9%	-1.8%	2.1%
Change 2018A to 2023	2.3%	3.4%	4.6%
Renter Occupied Housing Units			
Change 2000 to 2010	9.2%	15.4%	21.6%
Change 2018A to 2023	5.3%	6.7%	7.5%
Vacant Housing Units			
Change 2000 to 2010	109.0%	84.9%	60.0%
Change 2018A to 2023	14.3%	9.6%	7.0%

Race and Ethnicity Trend

	WESTSHORE PLAZA 5miles	WESTSHORE PLAZA 10miles	WESTSHORE PLAZA 15miles
American Indian, Eskimo, Aleut			
Change 2000 to 2010	-16.0%	-13.5%	-7.1%
Change 2018A to 2023	3.4%	4.6%	5.6%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	21.8%	36.9%	59.4%
Change 2018A to 2023	9.9%	11.5%	13.2%
Black			
Change 2000 to 2010	-1.1%	12.0%	29.5%
Change 2018A to 2023	-1.0%	1.3%	4.3%
White			
Change 2000 to 2010	5.3%	3.6%	3.6%
Change 2018A to 2023	1.2%	2.4%	2.9%
Other			
Change 2000 to 2010	-18.3%	0.4%	33.2%
Change 2018A to 2023	6.8%	10.7%	14.1%
Two or More Races			
Change 2000 to 2010	5.3%	12.5%	22.1%
Change 2018A to 2023	11.8%	14.8%	18.2%
Hispanic Ethnicity			
Change 2000 to 2010	25.0%	44.2%	60.8%
Change 2018A to 2023	6.2%	9.4%	12.7%
Not of Hispanic Ethnicity			
Change 2000 to 2010	-4.4%	-4.3%	1.4%
Change 2018A to 2023	-0.6%	0.5%	2.1%

*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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