

COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 39.72032/-83.93079

| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|---|---------------------|------|----------------------|-------|---------------------|-------|
| Population | | | | | | |
| Estimated Population (2010) | 245,975 | | 489,751 | | 735,726 | |
| Census Population (1990) | 237,047 | | 519,393 | | 756,440 | |
| Census Population (2000) | 240,826 | | 512,506 | | 753,332 | |
| Projected Population (2015) | 245,551 | | 476,727 | | 722,278 | |
| Forecasted Population (2020) | 248,098 | | 456,835 | | 704,934 | |
| Historical Annual Change (1990-2000) | 3,778 | 0.2% | -6,887 | -0.1% | -3,109 | - |
| Historical Annual Change (2000-2010) | 5,149 | 0.2% | -22,755 | -0.4% | -17,606 | -0.2% |
| Projected Annual Change (2010-2015) | -423 | - | -13,024 | -0.5% | -13,448 | -0.4% |
| Est. Population Density (2010) | 539.65 <i>psm</i> | | 871.96 <i>psm</i> | | 748.69 <i>psm</i> | |
| Trade Area Size | 455.80 <i>sq mi</i> | | 561.67 <i>sq mi</i> | | 982.69 <i>sq mi</i> | |
| Households | | | | | | |
| Estimated Households (2010) | 97,640 | | 203,963 | | 301,602 | |
| Census Households (1990) | 86,796 | | 204,677 | | 291,473 | |
| Census Households (2000) | 92,779 | | 208,774 | | 301,554 | |
| Projected Households (2015) | 99,828 | | 204,405 | | 304,233 | |
| Forecasted Households (2020) | 103,735 | | 201,858 | | 305,593 | |
| Historical Annual Change (1990-2000) | 5,984 | 0.7% | 4,097 | 0.2% | 10,081 | 0.3% |
| Projected Annual Change (2000-2015) | 7,049 | 0.5% | -4,369 | -0.1% | 2,679 | 0.1% |
| Average Household Income | | | | | | |
| Est. Average Household Income (2010) | \$64,307 | | \$61,743 | | \$62,573 | |
| Census Average Hhld Income (1990) | \$36,964 | | \$36,863 | | \$36,893 | |
| Census Average Hhld Income (2000) | \$54,066 | | \$54,122 | | \$54,105 | |
| Proj. Average Household Income (2015) | \$68,330 | | \$64,890 | | \$66,019 | |
| Historical Annual Change (1990-2000) | \$17,102 | 4.6% | \$17,259 | 4.7% | \$17,212 | 4.7% |
| Projected Annual Change (2000-2015) | \$14,264 | 1.8% | \$10,768 | 1.3% | \$11,914 | 1.5% |
| Median Household Income | | | | | | |
| Est. Median Household Income (2010) | \$54,625 | | \$50,696 | | \$51,968 | |
| Census Median Hhld Income (1990) | \$33,660 | | \$31,338 | | \$32,030 | |
| Census Median Hhld Income (2000) | \$47,129 | | \$43,858 | | \$44,864 | |
| Proj. Median Household Income (2015) | \$57,490 | | \$52,970 | | \$54,454 | |
| Historical Annual Change (1990-2000) | \$13,469 | 4.0% | \$12,520 | 4.0% | \$12,835 | 4.0% |
| Projected Annual Change (2000-2015) | \$10,362 | 1.5% | \$9,113 | 1.4% | \$9,589 | 1.4% |
| Per Capita Income | | | | | | |
| Est. Per Capita Income (2010) | \$26,695 | | \$26,523 | | \$26,581 | |
| Census Per Capita Income (1990) | \$13,535 | | \$14,527 | | \$14,216 | |
| Census Per Capita Income (2000) | \$20,805 | | \$21,922 | | \$21,565 | |
| Proj. Per Capita Income (2015) | \$28,977 | | \$28,687 | | \$28,785 | |
| Historical Annual Change (1990-2000) | \$7,270 | 5.4% | \$7,395 | 5.1% | \$7,349 | 5.2% |
| Projected Annual Change (2000-2015) | \$8,172 | 2.6% | \$6,765 | 2.1% | \$7,221 | 2.2% |
| Other Income | | | | | | |
| Est. Median Disposable Income (2010) | \$45,380 | | \$42,439 | | \$43,392 | |
| Proj. Median Disposable Income (2015) | \$47,388 | | \$44,041 | | \$45,140 | |
| Est. Average Household Net Worth (2010) | \$454,700 | | \$440,499 | | \$445,097 | |

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| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|--|--------------------|-------|----------------------|-------|------------------|-------|
| Household Income Distribution (2010) | | | | | | |
| HH Income \$200,000 or More | 1,711 | 1.8% | 3,866 | 1.9% | 5,577 | 1.8% |
| HH Income \$150,000 to 199,999 | 4,031 | 4.1% | 7,102 | 3.5% | 11,132 | 3.7% |
| HH Income \$125,000 to 149,999 | 4,137 | 4.2% | 7,285 | 3.6% | 11,421 | 3.8% |
| HH Income \$100,000 to 124,999 | 7,328 | 7.5% | 14,653 | 7.2% | 21,981 | 7.3% |
| HH Income \$75,000 to 99,999 | 12,407 | 12.7% | 23,146 | 11.3% | 35,552 | 11.8% |
| HH Income \$50,000 to 74,999 | 19,451 | 19.9% | 38,539 | 18.9% | 57,991 | 19.2% |
| HH Income \$35,000 to 49,999 | 15,733 | 16.1% | 31,377 | 15.4% | 47,110 | 15.6% |
| HH Income \$25,000 to 34,999 | 10,779 | 11.0% | 24,408 | 12.0% | 35,186 | 11.7% |
| HH Income \$15,000 to 24,999 | 9,904 | 10.1% | 23,310 | 11.4% | 33,214 | 11.0% |
| HH Income \$10,000 to 14,999 | 4,871 | 5.0% | 12,736 | 6.2% | 17,607 | 5.8% |
| HH Income \$0 to 9,999 | 7,288 | 7.5% | 17,542 | 8.6% | 24,830 | 8.2% |
| HH Income \$35,000+ | 64,798 | 66.4% | 125,967 | 61.8% | 190,765 | 63.3% |
| HH Income \$50,000+ | 49,065 | 50.3% | 94,590 | 46.4% | 143,655 | 47.6% |
| HH Income \$75,000+ | 29,613 | 30.3% | 56,051 | 27.5% | 85,664 | 28.4% |
| Race & Ethnicity (2010) | | | | | | |
| Total Population | 245,975 | | 489,751 | | 735,726 | |
| White | 214,095 | 87.0% | 385,675 | 78.7% | 599,770 | 81.5% |
| Black or African American | 20,634 | 8.4% | 88,150 | 18.0% | 108,784 | 14.8% |
| American Indian & Alaska Native | 744 | 0.3% | 1,321 | 0.3% | 2,065 | 0.3% |
| Asian | 5,434 | 2.2% | 6,376 | 1.3% | 11,810 | 1.6% |
| Hawaiian & Pacific Islander | 148 | 0.1% | 191 | - | 339 | - |
| Other Race | 1,098 | 0.4% | 2,040 | 0.4% | 3,138 | 0.4% |
| Two or More Races | 3,822 | 1.6% | 5,999 | 1.2% | 9,821 | 1.3% |
| Not Hispanic or Latino Population | 239,957 | 97.6% | 480,391 | 98.1% | 720,348 | 97.9% |
| Non Hispanic: White | 208,885 | 87.1% | 378,192 | 78.7% | 587,077 | 81.5% |
| Non Hispanic: Black or African American | 20,035 | 8.3% | 86,440 | 18.0% | 106,475 | 14.8% |
| Non Hispanic: Amer Indian & AK Native | 740 | 0.3% | 1,320 | 0.3% | 2,060 | 0.3% |
| Non Hispanic: Asian | 5,301 | 2.2% | 6,277 | 1.3% | 11,578 | 1.6% |
| Non Hispanic: Hawaiian & Pacific Islander | 148 | 0.1% | 191 | - | 339 | - |
| Non Hispanic: Other Race | 1,096 | 0.5% | 2,036 | 0.4% | 3,132 | 0.4% |
| Non Hispanic: Two or More Races | 3,753 | 1.6% | 5,936 | 1.2% | 9,689 | 1.3% |
| Hispanic or Latino Population | 6,018 | 2.4% | 9,360 | 1.9% | 15,378 | 2.1% |
| Hispanic: White | 5,210 | 86.6% | 7,483 | 79.9% | 12,693 | 82.5% |
| Hispanic: Black or African American | 599 | 9.9% | 1,711 | 18.3% | 2,309 | 15.0% |
| Hispanic: American Indian & Alaska Native | 4 | 0.1% | 1 | - | 5 | - |
| Hispanic: Asian | 133 | 2.2% | 99 | 1.1% | 233 | 1.5% |
| Hispanic: Hawaiian & Pacific Islander | - | - | - | - | - | - |
| Hispanic: Other Race | 3 | - | 3 | - | 6 | - |
| Hispanic: Two or More Races | 69 | 1.2% | 63 | 0.7% | 132 | 0.9% |
| Not of Hispanic Origin Population (1990) | 234,282 | 98.8% | 515,819 | 99.3% | 750,101 | 99.2% |
| Hispanic Origin Population (1990) | 2,766 | 1.2% | 3,574 | 0.7% | 6,339 | 0.8% |
| Not Hispanic or Latino Population (2000) | 237,191 | 98.5% | 506,429 | 98.8% | 743,619 | 98.7% |
| Hispanic or Latino Population (2000) | 3,635 | 1.5% | 6,077 | 1.2% | 9,712 | 1.3% |
| Not Hispanic or Latino Population 5yr (2015) | 238,438 | 97.1% | 465,877 | 97.7% | 704,315 | 97.5% |
| Hispanic or Latino Population 5yr (2015) | 7,114 | 2.9% | 10,850 | 2.3% | 17,963 | 2.5% |
| Historical Annual Change (1990-2000) | 869 | 3.1% | 2,504 | 7.0% | 3,373 | 5.3% |
| Projected Annual Change (2000-2015) | 3,479 | 6.4% | 4,772 | 5.2% | 8,251 | 5.7% |

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| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|---------------------------------------|--------------------|-------|----------------------|-------|------------------|-------|
| Age Distribution (2010) | | | | | | |
| Total Population | 245,975 | | 489,751 | | 735,726 | |
| Age 0 to 4 yrs | 14,778 | 6.0% | 30,676 | 6.3% | 45,455 | 6.2% |
| Age 5 to 9 yrs | 14,934 | 6.1% | 30,707 | 6.3% | 45,641 | 6.2% |
| Age 10 to 14 yrs | 15,094 | 6.1% | 30,798 | 6.3% | 45,891 | 6.2% |
| Age 15 to 19 yrs | 17,868 | 7.3% | 32,690 | 6.7% | 50,558 | 6.9% |
| Age 20 to 24 yrs | 20,914 | 8.5% | 32,751 | 6.7% | 53,666 | 7.3% |
| Age 25 to 29 yrs | 18,585 | 7.6% | 30,141 | 6.2% | 48,727 | 6.6% |
| Age 30 to 34 yrs | 15,012 | 6.1% | 27,916 | 5.7% | 42,927 | 5.8% |
| Age 35 to 39 yrs | 14,377 | 5.8% | 29,263 | 6.0% | 43,641 | 5.9% |
| Age 40 to 44 yrs | 15,237 | 6.2% | 32,112 | 6.6% | 47,350 | 6.4% |
| Age 45 to 49 yrs | 16,973 | 6.9% | 34,750 | 7.1% | 51,723 | 7.0% |
| Age 50 to 54 yrs | 17,591 | 7.2% | 36,372 | 7.4% | 53,963 | 7.3% |
| Age 55 to 59 yrs | 16,613 | 6.8% | 33,691 | 6.9% | 50,304 | 6.8% |
| Age 60 to 64 yrs | 14,210 | 5.8% | 28,344 | 5.8% | 42,554 | 5.8% |
| Age 65 to 69 yrs | 11,024 | 4.5% | 22,871 | 4.7% | 33,895 | 4.6% |
| Age 70 to 74 yrs | 8,210 | 3.3% | 18,107 | 3.7% | 26,318 | 3.6% |
| Age 75 to 79 yrs | 6,267 | 2.5% | 14,446 | 2.9% | 20,713 | 2.8% |
| Age 80 to 84 yrs | 4,284 | 1.7% | 11,557 | 2.4% | 15,841 | 2.2% |
| Age 85 yrs plus | 4,003 | 1.6% | 12,557 | 2.6% | 16,560 | 2.3% |
| Median Age | 37.2 yrs | | 39.3 yrs | | 38.6 yrs | |
| Age 19 yrs or less | 62,675 | 25.5% | 124,870 | 25.5% | 187,545 | 25.5% |
| Age 20 to 64 years | 149,512 | 60.8% | 285,342 | 58.3% | 434,854 | 59.1% |
| Age 65 years Plus | 33,788 | 13.7% | 79,539 | 16.2% | 113,327 | 15.4% |
| Female Age Distribution (2010) | | | | | | |
| Female Population | 125,423 | 51.0% | 254,748 | 52.0% | 380,171 | 51.7% |
| Age 0 to 4 yrs | 7,180 | 5.7% | 14,962 | 5.9% | 22,142 | 5.8% |
| Age 5 to 9 yrs | 7,287 | 5.8% | 15,094 | 5.9% | 22,381 | 5.9% |
| Age 10 to 14 yrs | 7,301 | 5.8% | 15,119 | 5.9% | 22,420 | 5.9% |
| Age 15 to 19 yrs | 9,036 | 7.2% | 16,115 | 6.3% | 25,152 | 6.6% |
| Age 20 to 24 yrs | 10,494 | 8.4% | 16,413 | 6.4% | 26,908 | 7.1% |
| Age 25 to 29 yrs | 9,065 | 7.2% | 15,273 | 6.0% | 24,338 | 6.4% |
| Age 30 to 34 yrs | 7,383 | 5.9% | 14,259 | 5.6% | 21,642 | 5.7% |
| Age 35 to 39 yrs | 7,135 | 5.7% | 15,113 | 5.9% | 22,248 | 5.9% |
| Age 40 to 44 yrs | 7,727 | 6.2% | 16,480 | 6.5% | 24,207 | 6.4% |
| Age 45 to 49 yrs | 8,669 | 6.9% | 17,829 | 7.0% | 26,498 | 7.0% |
| Age 50 to 54 yrs | 9,064 | 7.2% | 18,922 | 7.4% | 27,986 | 7.4% |
| Age 55 to 59 yrs | 8,616 | 6.9% | 17,671 | 6.9% | 26,288 | 6.9% |
| Age 60 to 64 yrs | 7,285 | 5.8% | 14,883 | 5.8% | 22,168 | 5.8% |
| Age 65 to 69 yrs | 5,823 | 4.6% | 12,280 | 4.8% | 18,103 | 4.8% |
| Age 70 to 74 yrs | 4,503 | 3.6% | 10,121 | 4.0% | 14,623 | 3.8% |
| Age 75 to 79 yrs | 3,569 | 2.8% | 8,479 | 3.3% | 12,048 | 3.2% |
| Age 80 to 84 yrs | 2,594 | 2.1% | 7,227 | 2.8% | 9,821 | 2.6% |
| Age 85 yrs plus | 2,692 | 2.1% | 8,507 | 3.3% | 11,199 | 2.9% |
| Female Median Age | 38.4 yrs | | 40.9 yrs | | 40.1 yrs | |
| Age 19 yrs or less | 30,804 | 24.6% | 61,291 | 24.1% | 92,095 | 24.2% |
| Age 20 to 64 years | 75,438 | 60.1% | 146,843 | 57.6% | 222,282 | 58.5% |
| Age 65 years Plus | 19,180 | 15.3% | 46,614 | 18.3% | 65,794 | 17.3% |

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| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|-------------------------------------|--------------------|-------|----------------------|-------|------------------|-------|
| Male Age Distribution (2010) | | | | | | |
| Male Population | 120,552 | 49.0% | 235,004 | 48.0% | 355,555 | 48.3% |
| Age 0 to 4 yrs | 7,599 | 6.3% | 15,714 | 6.7% | 23,313 | 6.6% |
| Age 5 to 9 yrs | 7,647 | 6.3% | 15,613 | 6.6% | 23,260 | 6.5% |
| Age 10 to 14 yrs | 7,793 | 6.5% | 15,678 | 6.7% | 23,471 | 6.6% |
| Age 15 to 19 yrs | 8,832 | 7.3% | 16,575 | 7.1% | 25,407 | 7.1% |
| Age 20 to 24 yrs | 10,420 | 8.6% | 16,338 | 7.0% | 26,758 | 7.5% |
| Age 25 to 29 yrs | 9,520 | 7.9% | 14,868 | 6.3% | 24,388 | 6.9% |
| Age 30 to 34 yrs | 7,629 | 6.3% | 13,657 | 5.8% | 21,285 | 6.0% |
| Age 35 to 39 yrs | 7,242 | 6.0% | 14,150 | 6.0% | 21,393 | 6.0% |
| Age 40 to 44 yrs | 7,510 | 6.2% | 15,632 | 6.7% | 23,143 | 6.5% |
| Age 45 to 49 yrs | 8,304 | 6.9% | 16,921 | 7.2% | 25,225 | 7.1% |
| Age 50 to 54 yrs | 8,527 | 7.1% | 17,450 | 7.4% | 25,977 | 7.3% |
| Age 55 to 59 yrs | 7,996 | 6.6% | 16,020 | 6.8% | 24,016 | 6.8% |
| Age 60 to 64 yrs | 6,925 | 5.7% | 13,462 | 5.7% | 20,386 | 5.7% |
| Age 65 to 69 yrs | 5,201 | 4.3% | 10,591 | 4.5% | 15,792 | 4.4% |
| Age 70 to 74 yrs | 3,708 | 3.1% | 7,987 | 3.4% | 11,694 | 3.3% |
| Age 75 to 79 yrs | 2,698 | 2.2% | 5,967 | 2.5% | 8,664 | 2.4% |
| Age 80 to 84 yrs | 1,689 | 1.4% | 4,331 | 1.8% | 6,020 | 1.7% |
| Age 85 yrs plus | 1,311 | 1.1% | 4,050 | 1.7% | 5,361 | 1.5% |
| Male Median Age | 35.9 yrs | | 37.6 yrs | | 37.0 yrs | |
| Age 19 yrs or less | 31,870 | 26.4% | 63,580 | 27.1% | 95,450 | 26.8% |
| Age 20 to 64 years | 74,074 | 61.4% | 138,499 | 58.9% | 212,572 | 59.8% |
| Age 65 years Plus | 14,607 | 12.1% | 32,925 | 14.0% | 47,533 | 13.4% |
| Males per 100 Females (2010) | | | | | | |
| Overall Comparison | 96 | | 92 | | 94 | |
| Age 0 to 4 yrs | 106 | 51.4% | 105 | 51.2% | 105 | 51.3% |
| Age 5 to 9 yrs | 105 | 51.2% | 103 | 50.8% | 104 | 51.0% |
| Age 10 to 14 yrs | 107 | 51.6% | 104 | 50.9% | 105 | 51.1% |
| Age 15 to 19 yrs | 98 | 49.4% | 103 | 50.7% | 101 | 50.3% |
| Age 20 to 24 yrs | 99 | 49.8% | 100 | 49.9% | 99 | 49.9% |
| Age 25 to 29 yrs | 105 | 51.2% | 97 | 49.3% | 100 | 50.1% |
| Age 30 to 34 yrs | 103 | 50.8% | 96 | 48.9% | 98 | 49.6% |
| Age 35 to 39 yrs | 102 | 50.4% | 94 | 48.4% | 96 | 49.0% |
| Age 40 to 44 yrs | 97 | 49.3% | 95 | 48.7% | 96 | 48.9% |
| Age 45 to 49 yrs | 96 | 48.9% | 95 | 48.7% | 95 | 48.8% |
| Age 50 to 54 yrs | 94 | 48.5% | 92 | 48.0% | 93 | 48.1% |
| Age 55 to 59 yrs | 93 | 48.1% | 91 | 47.5% | 91 | 47.7% |
| Age 60 to 64 yrs | 95 | 48.7% | 90 | 47.5% | 92 | 47.9% |
| Age 65 to 69 yrs | 89 | 47.2% | 86 | 46.3% | 87 | 46.6% |
| Age 70 to 74 yrs | 82 | 45.2% | 79 | 44.1% | 80 | 44.4% |
| Age 75 to 79 yrs | 76 | 43.0% | 70 | 41.3% | 72 | 41.8% |
| Age 80 to 84 yrs | 65 | 39.4% | 60 | 37.5% | 61 | 38.0% |
| Age 85 yrs plus | 49 | 32.8% | 48 | 32.3% | 48 | 32.4% |
| Age 19 yrs or less | 103 | 50.9% | 104 | 50.9% | 104 | 50.9% |
| Age 20 to 39 yrs | 102 | 50.5% | 97 | 49.1% | 99 | 49.7% |
| Age 40 to 64 yrs | 95 | 48.7% | 93 | 48.1% | 93 | 48.3% |
| Age 65 years Plus | 76 | 43.2% | 71 | 41.4% | 72 | 41.9% |

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|--|--------------------|-------|----------------------|-------|-------------------|-------|
| Household Type (2010) | | | | | | |
| Total Households | 97,640 | | 203,963 | | 301,602 | |
| Households with Children | 30,619 | 31.4% | 61,919 | 30.4% | 92,538 | 30.7% |
| Average Household Size | 2.41 | | 2.33 | | 2.35 | |
| Est. Household Density | 214.22 <i>psm</i> | | 363.14 <i>psm</i> | | 306.92 <i>psm</i> | |
| Population Family | 193,636 | 78.7% | 383,034 | 78.2% | 576,669 | 78.4% |
| Population Non-Family | 41,986 | 17.1% | 91,441 | 18.7% | 133,426 | 18.1% |
| Population Group Qtrs | 10,353 | 4.2% | 15,277 | 3.1% | 25,630 | 3.5% |
| Family Households | 63,887 | 65.4% | 126,563 | 62.1% | 190,449 | 63.1% |
| <i>Married Couple Hhlds</i> | 48,224 | 75.5% | 89,889 | 71.0% | 138,114 | 72.5% |
| <i>Other Family Hhlds</i> | 15,662 | 24.5% | 36,673 | 29.0% | 52,336 | 27.5% |
| Family Households With Children | 29,901 | 46.8% | 60,740 | 48.0% | 90,641 | 47.6% |
| <i>Married Couple With Children</i> | 19,373 | 64.8% | 35,315 | 58.1% | 54,688 | 60.3% |
| <i>Other Family Hhlds With Children</i> | 10,529 | 35.2% | 25,424 | 41.9% | 35,953 | 39.7% |
| Family Households No Children | 33,986 | 53.2% | 65,823 | 52.0% | 99,809 | 52.4% |
| <i>Married Couple No Children</i> | 28,852 | 84.9% | 54,574 | 82.9% | 83,426 | 83.6% |
| <i>Other Family Households No Children</i> | 5,134 | 15.1% | 11,249 | 17.1% | 16,383 | 16.4% |
| Average Family Household Size | 3.03 | | 3.03 | | 3.03 | |
| Average Family Income | \$75,916 | | \$75,255 | | \$75,477 | |
| Median Family Income | \$66,348 | | \$63,602 | | \$64,523 | |
| Non-Family Households | 33,753 | 34.6% | 77,400 | 37.9% | 111,153 | 36.9% |
| Non-Family Hhlds With Children | 718 | 2.1% | 1,180 | 1.5% | 1,897 | 1.7% |
| Non-Family Hhld No Children | 33,035 | 97.9% | 76,220 | 98.5% | 109,256 | 98.3% |
| <i>N-F Hhld Lone Person No Children</i> | 27,496 | 81.5% | 65,663 | 84.8% | 93,159 | 83.8% |
| Lone Male Householder | 12,900 | 46.9% | 27,991 | 42.6% | 40,891 | 43.9% |
| Lone Female Householder | 14,596 | 53.1% | 37,672 | 57.4% | 52,268 | 56.1% |
| <i>N-F Hhld 2+ Persons No Children</i> | 5,539 | 16.4% | 10,557 | 13.6% | 16,096 | 14.5% |
| Average Non-Family Hhld Size | 1.24 | | 1.18 | | 1.20 | |
| Marital Status (2010) | | | | | | |
| (15 Years or Older) | 201,070 | | 397,530 | | 598,600 | |
| Never Married | 51,477 | 25.6% | 104,203 | 26.2% | 155,681 | 26.0% |
| Now Married | 109,334 | 54.4% | 202,076 | 50.8% | 311,410 | 52.0% |
| Previously Married | 40,258 | 20.0% | 91,251 | 23.0% | 131,509 | 22.0% |
| Separated | 8,291 | 20.6% | 14,709 | 16.1% | 23,000 | 17.5% |
| Widowed | 11,262 | 28.0% | 29,603 | 32.4% | 40,864 | 31.1% |
| Divorced | 20,706 | 51.4% | 46,939 | 51.4% | 67,645 | 51.4% |
| Educational Attainment (2010) | | | | | | |
| Adult Population (25 Years or Older) | 162,386 | | 332,129 | | 494,515 | |
| Elementary (0 to 8) | 4,880 | 3.0% | 9,331 | 2.8% | 14,212 | 2.9% |
| Some High School (9 to 11) | 11,652 | 7.2% | 29,687 | 8.9% | 41,339 | 8.4% |
| High School Graduate (12) | 49,079 | 30.2% | 106,156 | 32.0% | 155,235 | 31.4% |
| Some College (13 to 16) | 36,048 | 22.2% | 74,570 | 22.5% | 110,619 | 22.4% |
| Associate Degree Only | 15,108 | 9.3% | 27,431 | 8.3% | 42,539 | 8.6% |
| Bachelor Degree Only | 26,655 | 16.4% | 52,544 | 15.8% | 79,199 | 16.0% |
| Graduate Degree | 18,962 | 11.7% | 32,410 | 9.8% | 51,372 | 10.4% |
| Any College + (Some College or higher) | 96,774 | 59.6% | 186,955 | 56.3% | 283,729 | 57.4% |
| College Degree + (Bachelor Degree or higher) | 45,617 | 28.1% | 84,954 | 25.6% | 130,571 | 26.4% |

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 39.72032/-83.93079

| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|---|--------------------|-------|----------------------|-------|------------------|-------|
| Housing (2010) | | | | | | |
| Total Housing Units | 108,243 | | 231,539 | | 339,782 | |
| Housing Units, Occupied | 97,640 | 90.2% | 203,963 | 88.1% | 301,602 | 88.8% |
| Housing Units, Owner-Occupied | 64,185 | 65.7% | 136,098 | 66.7% | 200,283 | 66.4% |
| Housing Units, Renter-Occupied | 33,455 | 34.3% | 67,865 | 33.3% | 101,319 | 33.6% |
| Housing Units, Vacant | 10,604 | 8.9% | 27,576 | 10.6% | 38,180 | 10.1% |
| Total Housing Units (2000) | 98,467 | | 226,513 | | 324,980 | |
| Historical Annual Change (2000-2010) | 9,777 | 1.0% | 5,026 | 0.2% | 14,803 | 0.5% |
| Household Size (2010) | | | | | | |
| Total Households | 97,640 | | 203,963 | | 301,602 | |
| 1 Person Household | 27,496 | 28.2% | 65,663 | 32.2% | 93,159 | 30.9% |
| 2 Person Households | 33,619 | 34.4% | 67,693 | 33.2% | 101,311 | 33.6% |
| 3 Person Households | 16,326 | 16.7% | 31,539 | 15.5% | 47,864 | 15.9% |
| 4 Person Households | 12,638 | 12.9% | 23,905 | 11.7% | 36,544 | 12.1% |
| 5 Person Households | 5,229 | 5.4% | 10,205 | 5.0% | 15,434 | 5.1% |
| 6 Person Households | 1,625 | 1.7% | 3,349 | 1.6% | 4,973 | 1.6% |
| 7+ Person Households | 707 | 0.7% | 1,609 | 0.8% | 2,317 | 0.8% |
| Household Stability (2010) | | | | | | |
| Total Households | 97,640 | | 203,963 | | 301,602 | |
| In current residence < 1 year | 17,311 | 17.7% | 33,963 | 16.7% | 51,273 | 17.0% |
| In current residence 1-2 years | 21,198 | 21.7% | 45,119 | 22.1% | 66,318 | 22.0% |
| In current residence 3-5 years | 18,173 | 18.6% | 41,384 | 20.3% | 59,557 | 19.7% |
| In current residence 6-10 years | 15,791 | 16.2% | 32,043 | 15.7% | 47,834 | 15.9% |
| In current residence > 10 years | 25,167 | 25.8% | 51,453 | 25.2% | 76,620 | 25.4% |
| Turnover (% Annual Residential Turnover) | | 17.7% | | 16.7% | | 17.0% |
| Stability (% In Current Residence 5+ Years) | | 41.9% | | 40.9% | | 41.3% |
| Median Years in Residence | 4.5 yrs | | 4.3 yrs | | 4.4 yrs | |
| Household Vehicles (2010) | | | | | | |
| Total Vehicles Available | 188,525 | | 363,604 | | 552,129 | |
| Household: 0 Vehicles Available | 5,940 | 6.1% | 17,420 | 8.5% | 23,359 | 7.7% |
| Household: 1 Vehicles Available | 31,256 | 32.0% | 71,742 | 35.2% | 102,997 | 34.2% |
| Household: 2 Vehicles Available | 38,812 | 39.8% | 74,811 | 36.7% | 113,623 | 37.7% |
| Household: 3+ Vehicles Available | 21,632 | 22.2% | 39,990 | 19.6% | 61,623 | 20.4% |
| Average Per Household | 1.9 Vehicles | | 1.8 Vehicles | | 1.8 Vehicles | |
| Owner Occupied Hhlds Vehicles | 137,303 | 72.8% | 280,789 | 77.2% | 418,092 | 75.7% |
| Average Per Owner Household | 2.1 Vehicles | | 2.1 Vehicles | | 2.1 Vehicles | |
| Renter Occupied Hhlds Vehicles | 51,222 | 27.2% | 82,815 | 22.8% | 134,037 | 24.3% |
| Average Per Renter Household | 1.5 Vehicles | | 1.2 Vehicles | | 1.3 Vehicles | |
| Travel Time (2000) | | | | | | |
| Worker Base (16 Years or Older) | 118,314 | | 243,871 | | 362,185 | |
| Travel to Work in 14 Minutes or Less | 39,071 | 33.0% | 80,759 | 33.1% | 119,830 | 33.1% |
| Travel to Work in 15 to 29 Minutes | 53,129 | 44.9% | 105,891 | 43.4% | 159,020 | 43.9% |
| Travel to Work in 30 to 59 Minutes | 19,306 | 16.3% | 42,000 | 17.2% | 61,306 | 16.9% |
| Travel to Work in 60 Minutes or More | 4,121 | 3.5% | 9,389 | 3.9% | 13,511 | 3.7% |
| Work at Home | 2,686 | 2.3% | 5,831 | 2.4% | 8,518 | 2.4% |
| Average Travel Time to Work | 19.6 mins | | 19.9 mins | | 19.8 mins | |

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 39.72032/-83.93079

| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|--|--------------------|-------|----------------------|-------|------------------|-------|
| Transportation To Work (2000) | | | | | | |
| Work Base | 118,314 | | 243,871 | | 362,185 | |
| Drive to Work Alone | 100,042 | 84.6% | 202,297 | 83.0% | 302,338 | 83.5% |
| Drive to Work in Carpool | 10,342 | 8.7% | 22,276 | 9.1% | 32,618 | 9.0% |
| Travel to Work - Public Transportation | 1,263 | 1.1% | 5,753 | 2.4% | 7,016 | 1.9% |
| Drive to Work on Motorcycle | 45 | - | 133 | 0.1% | 178 | - |
| Bicycle to Work | 248 | 0.2% | 368 | 0.2% | 616 | 0.2% |
| Walk to Work | 3,231 | 2.7% | 5,982 | 2.5% | 9,213 | 2.5% |
| Other Means | 457 | 0.4% | 1,231 | 0.5% | 1,687 | 0.5% |
| Work at Home | 2,686 | 2.3% | 5,831 | 2.4% | 8,518 | 2.4% |
| Daytime Demos (2010) | | | | | | |
| Total Number of Businesses | 8,945 | | 17,801 | | 26,745 | |
| Total Number of Employees | 133,410 | | 270,863 | | 404,272 | |
| Company Headqtrs: Businesses | 14 | 0.2% | 20 | 0.1% | 34 | 0.1% |
| Company Headqtrs: Employees | 3,316 | 2.5% | 4,887 | 1.8% | 8,203 | 2.0% |
| Employee Population per Business | 14.9 to 1 | | 15.2 to 1 | | 15.1 to 1 | |
| Residential Population per Business | 27.5 to 1 | | 27.5 to 1 | | 27.5 to 1 | |
| Est. Adj. Daytime Demographics (Age16+) | 215,000 | | 438,809 | | 653,809 | |
| Labor Force (2010) | | | | | | |
| Labor: Population Age 16+ | 197,531 | | 391,030 | | 588,561 | |
| Unemployment Rate | | 6.9% | | 6.7% | | 6.7% |
| Labor Force Total: Males | 95,716 | 48.5% | 184,699 | 47.2% | 280,415 | 47.6% |
| <i>Male civilian employed</i> | 58,763 | 61.4% | 114,223 | 61.8% | 172,986 | 61.7% |
| <i>Male civilian unemployed</i> | 7,333 | 7.7% | 13,230 | 7.2% | 20,563 | 7.3% |
| <i>Males in Armed Forces</i> | 2,619 | 2.7% | 749 | 0.4% | 3,368 | 1.2% |
| <i>Males not in labor force</i> | 27,001 | 28.2% | 56,496 | 30.6% | 83,498 | 29.8% |
| Labor Force Total: Females | 101,815 | 51.5% | 206,331 | 52.8% | 308,146 | 52.4% |
| <i>Female civilian employed</i> | 54,070 | 53.1% | 107,910 | 52.3% | 161,979 | 52.6% |
| <i>Female civilian unemployed</i> | 6,272 | 6.2% | 12,808 | 6.2% | 19,079 | 6.2% |
| <i>Females in Armed Forces</i> | 490 | 0.5% | 201 | 0.1% | 691 | 0.2% |
| <i>Females not in labor force</i> | 40,984 | 40.3% | 85,413 | 41.4% | 126,397 | 41.0% |
| Employment Force Change (2000-2010) | -1,337 | -1.2% | -20,602 | -8.5% | -21,938 | -6.1% |
| Male Change (2000-2010) | -812 | -1.4% | -10,339 | -8.3% | -11,151 | -6.1% |
| Female Change (2000-2010) | -525 | -1.0% | -10,263 | -8.7% | -10,788 | -6.2% |
| Occupation (2000) | | | | | | |
| Occupation: Population Age 16+ | 114,169 | | 242,735 | | 356,904 | |
| Occupation Total: Males | 59,575 | 52.2% | 124,562 | 51.3% | 184,137 | 51.6% |
| Occupation Total: Females | 54,594 | 47.8% | 118,173 | 48.7% | 172,767 | 48.4% |
| Mgmt, Business, & Financial Operations | 14,218 | 12.5% | 31,456 | 13.0% | 45,674 | 12.8% |
| Professional and Related | 25,197 | 22.1% | 50,462 | 20.8% | 75,659 | 21.2% |
| Service | 17,087 | 15.0% | 35,439 | 14.6% | 52,527 | 14.7% |
| Sales and Office | 30,196 | 26.4% | 63,533 | 26.2% | 93,729 | 26.3% |
| Farming, Fishing, & Forestry | 243 | 0.2% | 594 | 0.2% | 836 | 0.2% |
| Construction, Extraction, & Maintenance | 9,251 | 8.1% | 17,627 | 7.3% | 26,878 | 7.5% |
| Production, Transport, & Material Moving | 17,979 | 15.7% | 43,622 | 18.0% | 61,601 | 17.3% |
| White Collar | | 61.0% | | 59.9% | | 60.3% |
| Blue Collar | | 39.0% | | 40.1% | | 39.7% |

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 39.72032/-83.93079

| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|------------------------------------|--------------------|-------|----------------------|-------|------------------|-------|
| Units In Structure (2000) | | | | | | |
| Total Units | 98,467 | | 226,513 | | 324,980 | |
| 1 Detached Unit | 69,536 | 70.6% | 151,642 | 66.9% | 221,179 | 68.1% |
| 1 Attached Unit | 4,923 | 5.0% | 11,325 | 5.0% | 16,248 | 5.0% |
| 2 Units | 3,005 | 3.1% | 10,210 | 4.5% | 13,215 | 4.1% |
| 3 to 4 Units | 5,126 | 5.2% | 16,439 | 7.3% | 21,566 | 6.6% |
| 5 to 9 Units | 5,881 | 6.0% | 13,222 | 5.8% | 19,103 | 5.9% |
| 10 to 19 Units | 4,092 | 4.2% | 8,171 | 3.6% | 12,263 | 3.8% |
| 20 to 49 Units | 1,822 | 1.9% | 4,619 | 2.0% | 6,441 | 2.0% |
| 50 or more Units | 2,736 | 2.8% | 6,420 | 2.8% | 9,156 | 2.8% |
| Mobile Home or Trailer | 1,294 | 1.3% | 4,436 | 2.0% | 5,730 | 1.8% |
| Other Structure | 51 | 0.1% | 28 | - | 79 | - |
| Homes Built By Year (2000) | | | | | | |
| Homes Built 1999 to 2000 | 1,460 | 1.5% | 1,988 | 0.9% | 3,448 | 1.1% |
| Homes Built 1995 to 1998 | 4,108 | 4.2% | 8,079 | 3.6% | 12,186 | 3.7% |
| Homes Built 1990 to 1994 | 5,335 | 5.4% | 9,005 | 4.0% | 14,340 | 4.4% |
| Homes Built 1980 to 1989 | 8,660 | 8.8% | 17,190 | 7.6% | 25,850 | 8.0% |
| Homes Built 1970 to 1979 | 21,070 | 21.4% | 34,033 | 15.0% | 55,103 | 17.0% |
| Homes Built 1960 to 1969 | 20,767 | 21.1% | 40,741 | 18.0% | 61,508 | 18.9% |
| Homes Built 1950 to 1959 | 18,407 | 18.7% | 44,189 | 19.5% | 62,597 | 19.3% |
| Homes Built 1940 to 1949 | 6,501 | 6.6% | 26,418 | 11.7% | 32,919 | 10.1% |
| Homes Built Before 1939 | 12,159 | 12.3% | 44,870 | 19.8% | 57,029 | 17.5% |
| Median Age of Homes | 35.6 yrs | | 41.3 yrs | | 39.6 yrs | |
| Home Values (2000) | | | | | | |
| Owner Specified Housing Units | 56,797 | | 126,263 | | 183,060 | |
| Home Values \$1,000,000 or More | 47 | 0.1% | 147 | 0.1% | 194 | 0.1% |
| Home Values \$750,000 to \$999,999 | 17 | - | 140 | 0.1% | 157 | 0.1% |
| Home Values \$500,000 to \$749,999 | 106 | 0.2% | 576 | 0.5% | 683 | 0.4% |
| Home Values \$400,000 to \$499,999 | 238 | 0.4% | 879 | 0.7% | 1,117 | 0.6% |
| Home Values \$300,000 to \$399,999 | 830 | 1.5% | 2,443 | 1.9% | 3,273 | 1.8% |
| Home Values \$250,000 to \$299,999 | 996 | 1.8% | 3,221 | 2.6% | 4,217 | 2.3% |
| Home Values \$200,000 to \$249,999 | 2,298 | 4.0% | 5,592 | 4.4% | 7,890 | 4.3% |
| Home Values \$175,000 to \$199,999 | 2,410 | 4.2% | 6,045 | 4.8% | 8,455 | 4.6% |
| Home Values \$150,000 to \$174,999 | 4,701 | 8.3% | 9,290 | 7.4% | 13,991 | 7.6% |
| Home Values \$125,000 to \$149,999 | 8,626 | 15.2% | 13,839 | 11.0% | 22,465 | 12.3% |
| Home Values \$100,000 to \$124,999 | 9,738 | 17.1% | 18,270 | 14.5% | 28,008 | 15.3% |
| Home Values \$90,000 to \$99,999 | 5,441 | 9.6% | 11,343 | 9.0% | 16,783 | 9.2% |
| Home Values \$80,000 to \$89,999 | 6,747 | 11.9% | 12,896 | 10.2% | 19,644 | 10.7% |
| Home Values \$70,000 to \$79,999 | 6,123 | 10.8% | 11,827 | 9.4% | 17,950 | 9.8% |
| Home Values \$60,000 to \$69,999 | 4,147 | 7.3% | 10,855 | 8.6% | 15,002 | 8.2% |
| Home Values \$50,000 to \$59,999 | 2,183 | 3.8% | 7,992 | 6.3% | 10,175 | 5.6% |
| Home Values \$35,000 to \$49,999 | 1,426 | 2.5% | 7,282 | 5.8% | 8,709 | 4.8% |
| Home Values \$25,000 to \$34,999 | 397 | 0.7% | 2,305 | 1.8% | 2,702 | 1.5% |
| Home Values \$10,000 to \$24,999 | 277 | 0.5% | 1,182 | 0.9% | 1,460 | 0.8% |
| Home Values \$0 to \$9,999 | 48 | 0.1% | 138 | 0.1% | 186 | 0.1% |
| Owner Occupied Median Home Value | \$113,914 | | \$110,287 | | \$111,413 | |
| Renter Occupied Median Rent | \$433 | | \$335 | | \$367 | |
| Average Property Value (2010) | \$141,820 | | \$127,592 | | \$132,198 | |

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Lat/Lon: 39.72032/-83.93079

| The Mall at Fairfield Commons | Primary Trade Area | | Secondary Trade Area | | Total Trade Area | |
|---|--------------------|-------|----------------------|-------|------------------|-------|
| Consumer Expenditure (Annual Total) | | | | | | |
| Total Household Expenditure (2010) | \$5.03 B | | \$10.2 B | | \$15.2 B | |
| <i>Total Non-Retail Expenditures (2010)</i> | \$2.89 B | | \$5.86 B | | \$8.75 B | |
| <i>Total Retail Expenditures (2010)</i> | \$2.14 B | | \$4.35 B | | \$6.49 B | |
| Apparel (2010) | \$240 M | | \$486 M | | \$726 M | |
| Contributions (2010) | \$184 M | | \$373 M | | \$557 M | |
| Education (2010) | \$119 M | | \$240 M | | \$359 M | |
| Entertainment (2010) | \$280 M | | \$568 M | | \$848 M | |
| Food And Beverages (2010) | \$772 M | | \$1.57 B | | \$2.34 B | |
| Furnishings And Equipment (2010) | \$221 M | | \$445 M | | \$666 M | |
| Gifts (2010) | \$132 M | | \$268 M | | \$400 M | |
| Health Care (2010) | \$311 M | | \$637 M | | \$947 M | |
| Household Operations (2010) | \$178 M | | \$359 M | | \$537 M | |
| Miscellaneous Expenses (2010) | \$84.4 M | | \$172 M | | \$257 M | |
| Personal Care (2010) | \$73.0 M | | \$148 M | | \$221 M | |
| Personal Insurance (2010) | \$51.0 M | | \$103 M | | \$154 M | |
| Reading (2010) | \$16.5 M | | \$33.6 M | | \$50.1 M | |
| Shelter (2010) | \$969 M | | \$1.97 B | | \$2.94 B | |
| Tobacco (2010) | \$33.3 M | | \$68.6 M | | \$102 M | |
| Transportation (2010) | \$1.01 B | | \$2.04 B | | \$3.06 B | |
| Utilities (2010) | \$354 M | | \$723 M | | \$1.08 B | |
| Consumer Expenditure (per Household per Month) | | | | | | |
| Total Household Expenditure (2010) | \$4,292 | | \$4,171 | | \$4,210 | |
| <i>Total Non-Retail Expenditures (2010)</i> | \$2,468 | 57.5% | \$2,394 | 57.4% | \$2,418 | 57.4% |
| <i>Total Retail Expenditures (2010)</i> | \$1,824 | 42.5% | \$1,777 | 42.6% | \$1,792 | 42.6% |
| Apparel (2010) | \$205 | 4.8% | \$199 | 4.8% | \$201 | 4.8% |
| Contributions (2010) | \$157 | 3.7% | \$152 | 3.7% | \$154 | 3.7% |
| Education (2010) | \$101 | 2.4% | \$98 | 2.4% | \$99 | 2.4% |
| Entertainment (2010) | \$239 | 5.6% | \$232 | 5.6% | \$234 | 5.6% |
| Food And Beverages (2010) | \$659 | 15.3% | \$642 | 15.4% | \$648 | 15.4% |
| Furnishings And Equipment (2010) | \$189 | 4.4% | \$182 | 4.4% | \$184 | 4.4% |
| Gifts (2010) | \$113 | 2.6% | \$109 | 2.6% | \$110 | 2.6% |
| Health Care (2010) | \$265 | 6.2% | \$260 | 6.2% | \$262 | 6.2% |
| Household Operations (2010) | \$152 | 3.5% | \$147 | 3.5% | \$148 | 3.5% |
| Miscellaneous Expenses (2010) | \$72 | 1.7% | \$70 | 1.7% | \$71 | 1.7% |
| Personal Care (2010) | \$62 | 1.5% | \$61 | 1.5% | \$61 | 1.5% |
| Personal Insurance (2010) | \$44 | 1.0% | \$42 | 1.0% | \$42 | 1.0% |
| Reading (2010) | \$14 | 0.3% | \$14 | 0.3% | \$14 | 0.3% |
| Shelter (2010) | \$827 | 19.3% | \$804 | 19.3% | \$812 | 19.3% |
| Tobacco (2010) | \$28 | 0.7% | \$28 | 0.7% | \$28 | 0.7% |
| Transportation (2010) | \$864 | 20.1% | \$835 | 20.0% | \$844 | 20.1% |
| Utilities (2010) | \$302 | 7.0% | \$295 | 7.1% | \$297 | 7.1% |

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