

COMPLETE PROFILE

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



Lat/Lon: 39.61305/-79.94651

Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	88,286		117,807		206,093	
Census Population (1990)	75,117		114,085		189,202	
Census Population (2000)	80,951		117,916		198,867	
Projected Population (2015)	92,738		117,387		210,125	
Forecasted Population (2020)	99,257		117,044		216,302	
Historical Annual Change (1990-2000)	5,834	0.8%	3,831	0.3%	9,664	0.5%
Historical Annual Change (2000-2010)	7,335	0.9%	-109	-	7,226	0.4%
Projected Annual Change (2010-2015)	4,452	1.0%	-420	-0.1%	4,033	0.4%
Est. Population Density (2010)	290.93 <i>psm</i>		118.09 <i>psm</i>		137.19 <i>psm</i>	
Trade Area Size	303.46 <i>sq mi</i>		997.60 <i>sq mi</i>		1,502.27 <i>sq mi</i>	
Households						
Estimated Households (2010)	31,358		45,385		76,743	
Census Households (1990)	28,947		43,898		72,845	
Census Households (2000)	33,386		46,739		80,125	
Projected Households (2015)	32,260		45,495		77,755	
Forecasted Households (2020)	31,601		44,753		76,353	
Historical Annual Change (1990-2000)	4,439	1.5%	2,841	0.6%	7,280	1.0%
Projected Annual Change (2000-2015)	-1,127	-0.2%	-1,244	-0.2%	-2,370	-0.2%
Average Household Income						
Est. Average Household Income (2010)	\$56,467		\$51,375		\$53,456	
Census Average Hhld Income (1990)	\$29,182		\$27,620		\$28,241	
Census Average Hhld Income (2000)	\$40,559		\$39,621		\$40,012	
Proj. Average Household Income (2015)	\$64,065		\$55,890		\$59,282	
Historical Annual Change (1990-2000)	\$11,377	3.9%	\$12,001	4.3%	\$11,771	4.2%
Projected Annual Change (2000-2015)	\$23,505	3.9%	\$16,269	2.7%	\$19,269	3.2%
Median Household Income						
Est. Median Household Income (2010)	\$42,412		\$40,971		\$41,560	
Census Median Hhld Income (1990)	\$22,502		\$21,909		\$22,145	
Census Median Hhld Income (2000)	\$29,766		\$31,566		\$30,816	
Proj. Median Household Income (2015)	\$47,335		\$44,812		\$45,859	
Historical Annual Change (1990-2000)	\$7,264	3.2%	\$9,657	4.4%	\$8,671	3.9%
Projected Annual Change (2000-2015)	\$17,570	3.9%	\$13,246	2.8%	\$15,043	3.3%
Per Capita Income						
Est. Per Capita Income (2010)	\$21,292		\$20,858		\$21,044	
Census Per Capita Income (1990)	\$11,246		\$10,628		\$10,873	
Census Per Capita Income (2000)	\$16,577		\$15,635		\$16,018	
Proj. Per Capita Income (2015)	\$23,605		\$22,832		\$23,173	
Historical Annual Change (1990-2000)	\$5,332	4.7%	\$5,007	4.7%	\$5,145	4.7%
Projected Annual Change (2000-2015)	\$7,028	2.8%	\$7,198	3.1%	\$7,155	3.0%
Other Income						
Est. Median Disposable Income (2010)	\$36,253		\$35,518		\$35,818	
Proj. Median Disposable Income (2015)	\$39,937		\$38,405		\$39,041	
Est. Average Household Net Worth (2010)	\$373,894		\$371,734		\$372,617	

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Lat/Lon: 39.61305/-79.94651

Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	572	1.8%	298	0.7%	871	1.1%
HH Income \$150,000 to 199,999	633	2.0%	697	1.5%	1,330	1.7%
HH Income \$125,000 to 149,999	880	2.8%	1,390	3.1%	2,271	3.0%
HH Income \$100,000 to 124,999	1,817	5.8%	2,535	5.6%	4,352	5.7%
HH Income \$75,000 to 99,999	3,570	11.4%	5,051	11.1%	8,621	11.2%
HH Income \$50,000 to 74,999	5,154	16.4%	7,927	17.5%	13,081	17.0%
HH Income \$35,000 to 49,999	4,600	14.7%	6,990	15.4%	11,590	15.1%
HH Income \$25,000 to 34,999	3,415	10.9%	5,604	12.3%	9,019	11.8%
HH Income \$15,000 to 24,999	3,915	12.5%	7,003	15.4%	10,917	14.2%
HH Income \$10,000 to 14,999	2,352	7.5%	3,391	7.5%	5,743	7.5%
HH Income \$0 to 9,999	4,450	14.2%	4,499	9.9%	8,949	11.7%
HH Income \$35,000+	17,227	54.9%	24,888	54.8%	42,116	54.9%
HH Income \$50,000+	12,627	40.3%	17,898	39.4%	30,526	39.8%
HH Income \$75,000+	7,473	23.8%	9,972	22.0%	17,445	22.7%
Race & Ethnicity (2010)						
Total Population	88,286		117,807		206,093	
White	81,880	92.7%	111,842	94.9%	193,721	94.0%
Black or African American	3,056	3.5%	4,136	3.5%	7,193	3.5%
American Indian & Alaska Native	174	0.2%	198	0.2%	373	0.2%
Asian	1,969	2.2%	626	0.5%	2,595	1.3%
Hawaiian & Pacific Islander	45	0.1%	14	-	59	-
Other Race	228	0.3%	123	0.1%	352	0.2%
Two or More Races	933	1.1%	867	0.7%	1,800	0.9%
Not Hispanic or Latino Population	86,956	98.5%	116,628	99.0%	203,584	98.8%
Non Hispanic: White	80,639	92.7%	110,781	95.0%	191,420	94.0%
Non Hispanic: Black or African American	3,008	3.5%	4,023	3.4%	7,031	3.5%
Non Hispanic: Amer Indian & AK Native	174	0.2%	198	0.2%	373	0.2%
Non Hispanic: Asian	1,938	2.2%	623	0.5%	2,561	1.3%
Non Hispanic: Hawaiian & Pacific Islander	45	0.1%	14	-	59	-
Non Hispanic: Other Race	228	0.3%	123	0.1%	352	0.2%
Non Hispanic: Two or More Races	923	1.1%	865	0.7%	1,788	0.9%
Hispanic or Latino Population	1,330	1.5%	1,179	1.0%	2,509	1.2%
Hispanic: White	1,241	93.3%	1,061	90.0%	2,302	91.7%
Hispanic: Black or African American	48	3.6%	113	9.6%	161	6.4%
Hispanic: American Indian & Alaska Native	-	-	-	-	-	-
Hispanic: Asian	31	2.3%	3	0.3%	34	1.4%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	-	-	-	-	-	-
Hispanic: Two or More Races	10	0.8%	2	0.2%	12	0.5%
Not of Hispanic Origin Population (1990)	74,479	99.2%	113,370	99.4%	187,848	99.3%
Hispanic Origin Population (1990)	638	0.8%	715	0.6%	1,354	0.7%
Not Hispanic or Latino Population (2000)	80,106	99.0%	116,959	99.2%	197,065	99.1%
Hispanic or Latino Population (2000)	845	1.0%	957	0.8%	1,802	0.9%
Not Hispanic or Latino Population 5yr (2015)	91,132	98.3%	116,121	98.9%	207,253	98.6%
Hispanic or Latino Population 5yr (2015)	1,606	1.7%	1,266	1.1%	2,873	1.4%
Historical Annual Change (1990-2000)	206	3.2%	242	3.4%	448	3.3%
Projected Annual Change (2000-2015)	762	6.0%	309	2.2%	1,071	4.0%

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	88,286		117,807		206,093	
Age 0 to 4 yrs	4,438	5.0%	6,347	5.4%	10,784	5.2%
Age 5 to 9 yrs	4,503	5.1%	6,237	5.3%	10,740	5.2%
Age 10 to 14 yrs	4,297	4.9%	6,382	5.4%	10,679	5.2%
Age 15 to 19 yrs	7,384	8.4%	7,216	6.1%	14,600	7.1%
Age 20 to 24 yrs	11,946	13.5%	7,963	6.8%	19,908	9.7%
Age 25 to 29 yrs	9,402	10.6%	8,157	6.9%	17,559	8.5%
Age 30 to 34 yrs	6,000	6.8%	7,650	6.5%	13,651	6.6%
Age 35 to 39 yrs	5,485	6.2%	7,639	6.5%	13,124	6.4%
Age 40 to 44 yrs	5,194	5.9%	7,933	6.7%	13,126	6.4%
Age 45 to 49 yrs	5,236	5.9%	8,304	7.0%	13,540	6.6%
Age 50 to 54 yrs	5,322	6.0%	8,637	7.3%	13,959	6.8%
Age 55 to 59 yrs	5,037	5.7%	8,368	7.1%	13,405	6.5%
Age 60 to 64 yrs	4,193	4.7%	7,253	6.2%	11,446	5.6%
Age 65 to 69 yrs	3,135	3.6%	5,653	4.8%	8,787	4.3%
Age 70 to 74 yrs	2,278	2.6%	4,337	3.7%	6,615	3.2%
Age 75 to 79 yrs	1,717	1.9%	3,492	3.0%	5,209	2.5%
Age 80 to 84 yrs	1,342	1.5%	2,865	2.4%	4,207	2.0%
Age 85 yrs plus	1,378	1.6%	3,374	2.9%	4,752	2.3%
Median Age	33.1 yrs		40.0 yrs		37.0 yrs	
Age 19 yrs or less	20,622	23.4%	26,182	22.2%	46,804	22.7%
Age 20 to 64 years	57,815	65.5%	71,904	61.0%	129,719	62.9%
Age 65 years Plus	9,849	11.2%	19,721	16.7%	29,571	14.3%
Female Age Distribution (2010)						
Female Population	43,488	49.3%	59,143	50.2%	102,631	49.8%
Age 0 to 4 yrs	2,105	4.8%	3,109	5.3%	5,214	5.1%
Age 5 to 9 yrs	2,180	5.0%	3,050	5.2%	5,230	5.1%
Age 10 to 14 yrs	2,136	4.9%	3,081	5.2%	5,218	5.1%
Age 15 to 19 yrs	3,524	8.1%	3,464	5.9%	6,988	6.8%
Age 20 to 24 yrs	5,638	13.0%	3,746	6.3%	9,383	9.1%
Age 25 to 29 yrs	4,391	10.1%	3,810	6.4%	8,201	8.0%
Age 30 to 34 yrs	2,779	6.4%	3,546	6.0%	6,325	6.2%
Age 35 to 39 yrs	2,647	6.1%	3,633	6.1%	6,280	6.1%
Age 40 to 44 yrs	2,582	5.9%	3,869	6.5%	6,451	6.3%
Age 45 to 49 yrs	2,612	6.0%	4,110	6.9%	6,723	6.6%
Age 50 to 54 yrs	2,685	6.2%	4,329	7.3%	7,014	6.8%
Age 55 to 59 yrs	2,554	5.9%	4,165	7.0%	6,718	6.5%
Age 60 to 64 yrs	2,112	4.9%	3,711	6.3%	5,823	5.7%
Age 65 to 69 yrs	1,613	3.7%	2,976	5.0%	4,589	4.5%
Age 70 to 74 yrs	1,220	2.8%	2,381	4.0%	3,600	3.5%
Age 75 to 79 yrs	964	2.2%	2,066	3.5%	3,031	3.0%
Age 80 to 84 yrs	813	1.9%	1,774	3.0%	2,587	2.5%
Age 85 yrs plus	935	2.1%	2,323	3.9%	3,257	3.2%
Female Median Age	34.1 yrs		41.8 yrs		38.5 yrs	
Age 19 yrs or less	9,945	22.9%	12,705	21.5%	22,650	22.1%
Age 20 to 64 years	27,999	64.4%	34,918	59.0%	62,917	61.3%
Age 65 years Plus	5,544	12.7%	11,520	19.5%	17,064	16.6%

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	44,798	50.7%	58,664	49.8%	103,462	50.2%
Age 0 to 4 yrs	2,333	5.2%	3,237	5.5%	5,570	5.4%
Age 5 to 9 yrs	2,323	5.2%	3,187	5.4%	5,510	5.3%
Age 10 to 14 yrs	2,161	4.8%	3,300	5.6%	5,461	5.3%
Age 15 to 19 yrs	3,859	8.6%	3,753	6.4%	7,612	7.4%
Age 20 to 24 yrs	6,308	14.1%	4,217	7.2%	10,525	10.2%
Age 25 to 29 yrs	5,011	11.2%	4,347	7.4%	9,358	9.0%
Age 30 to 34 yrs	3,221	7.2%	4,105	7.0%	7,326	7.1%
Age 35 to 39 yrs	2,838	6.3%	4,007	6.8%	6,845	6.6%
Age 40 to 44 yrs	2,612	5.8%	4,064	6.9%	6,676	6.5%
Age 45 to 49 yrs	2,624	5.9%	4,193	7.1%	6,817	6.6%
Age 50 to 54 yrs	2,637	5.9%	4,309	7.3%	6,945	6.7%
Age 55 to 59 yrs	2,483	5.5%	4,203	7.2%	6,687	6.5%
Age 60 to 64 yrs	2,082	4.6%	3,542	6.0%	5,623	5.4%
Age 65 to 69 yrs	1,522	3.4%	2,677	4.6%	4,198	4.1%
Age 70 to 74 yrs	1,058	2.4%	1,956	3.3%	3,015	2.9%
Age 75 to 79 yrs	753	1.7%	1,426	2.4%	2,179	2.1%
Age 80 to 84 yrs	529	1.2%	1,091	1.9%	1,620	1.6%
Age 85 yrs plus	444	1.0%	1,051	1.8%	1,495	1.4%
Male Median Age	32.3 yrs		38.2 yrs		35.7 yrs	
Age 19 yrs or less	10,677	23.8%	13,477	23.0%	24,154	23.3%
Age 20 to 64 years	29,815	66.6%	36,986	63.0%	66,802	64.6%
Age 65 years Plus	4,306	9.6%	8,201	14.0%	12,507	12.1%
Males per 100 Females (2010)						
Overall Comparison	103		99		101	
Age 0 to 4 yrs	111	52.6%	104	51.0%	107	51.6%
Age 5 to 9 yrs	107	51.6%	104	51.1%	105	51.3%
Age 10 to 14 yrs	101	50.3%	107	51.7%	105	51.1%
Age 15 to 19 yrs	110	52.3%	108	52.0%	109	52.1%
Age 20 to 24 yrs	112	52.8%	113	53.0%	112	52.9%
Age 25 to 29 yrs	114	53.3%	114	53.3%	114	53.3%
Age 30 to 34 yrs	116	53.7%	116	53.7%	116	53.7%
Age 35 to 39 yrs	107	51.7%	110	52.4%	109	52.2%
Age 40 to 44 yrs	101	50.3%	105	51.2%	103	50.9%
Age 45 to 49 yrs	100	50.1%	102	50.5%	101	50.3%
Age 50 to 54 yrs	98	49.5%	100	49.9%	99	49.8%
Age 55 to 59 yrs	97	49.3%	101	50.2%	100	49.9%
Age 60 to 64 yrs	99	49.6%	95	48.8%	97	49.1%
Age 65 to 69 yrs	94	48.5%	90	47.3%	91	47.8%
Age 70 to 74 yrs	87	46.5%	82	45.1%	84	45.6%
Age 75 to 79 yrs	78	43.8%	69	40.8%	72	41.8%
Age 80 to 84 yrs	65	39.4%	61	38.1%	63	38.5%
Age 85 yrs plus	47	32.2%	45	31.2%	46	31.5%
Age 19 yrs or less	107	51.8%	106	51.5%	107	51.6%
Age 20 to 39 yrs	112	52.9%	113	53.1%	113	53.0%
Age 40 to 64 yrs	99	49.8%	101	50.2%	100	50.0%
Age 65 years Plus	78	43.7%	71	41.6%	73	42.3%

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	31,358		45,385		76,743	
Households with Children	7,757	24.7%	13,694	30.2%	21,451	28.0%
Average Household Size	2.61		2.46		2.52	
Est. Household Density	103.33 <i>psm</i>		45.49 <i>psm</i>		51.08 <i>psm</i>	
Population Family	60,482	68.5%	94,434	80.2%	154,916	75.2%
Population Non-Family	21,214	24.0%	17,148	14.6%	38,362	18.6%
Population Group Qtrs	6,590	7.5%	6,225	5.3%	12,815	6.2%
Family Households	16,906	53.9%	30,688	67.6%	47,594	62.0%
<i>Married Couple Hhlds</i>	13,440	79.5%	23,516	76.6%	36,956	77.6%
<i>Other Family Hhlds</i>	3,466	20.5%	7,172	23.4%	10,638	22.4%
Family Households With Children	7,688	45.5%	13,533	44.1%	21,221	44.6%
<i>Married Couple With Children</i>	5,525	71.9%	9,217	68.1%	14,743	69.5%
<i>Other Family Hhlds With Children</i>	2,163	28.1%	4,316	31.9%	6,479	30.5%
Family Households No Children	9,218	54.5%	17,155	55.9%	26,373	55.4%
<i>Married Couple No Children</i>	7,914	85.9%	14,299	83.4%	22,213	84.2%
<i>Other Family Households No Children</i>	1,303	14.1%	2,856	16.6%	4,160	15.8%
Average Family Household Size	3.58		3.08		3.25	
Average Family Income	\$77,738		\$61,084		\$67,000	
Median Family Income	\$62,499		\$51,760		\$55,574	
Non-Family Households	14,452	46.1%	14,697	32.4%	29,149	38.0%
Non-Family Hhlds With Children	69	0.5%	161	1.1%	230	0.8%
Non-Family Hhld No Children	14,384	99.5%	14,536	98.9%	28,919	99.2%
<i>N-F Hhld Lone Person No Children</i>	11,758	81.4%	12,648	86.1%	24,406	83.7%
Lone Male Householder	6,190	52.6%	5,177	40.9%	11,367	46.6%
Lone Female Householder	5,568	47.4%	7,471	59.1%	13,039	53.4%
<i>N-F Hhld 2+ Persons No Children</i>	2,626	18.2%	1,888	12.8%	4,514	15.5%
Average Non-Family Hhld Size	1.47		1.17		1.32	
Marital Status (2010)						
(15 Years or Older)	74,890		98,854		173,744	
Never Married	28,870	38.5%	22,604	22.9%	51,473	29.6%
Now Married	33,159	44.3%	53,137	53.8%	86,296	49.7%
Previously Married	12,861	17.2%	23,114	23.4%	35,975	20.7%
Separated	2,445	19.0%	5,011	21.7%	7,456	20.7%
Widowed	4,352	33.8%	8,756	37.9%	13,109	36.4%
Divorced	6,064	47.1%	9,346	40.4%	15,410	42.8%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	55,718		83,663		139,381	
Elementary (0 to 8)	2,903	5.2%	4,035	4.8%	6,938	5.0%
Some High School (9 to 11)	4,038	7.2%	7,591	9.1%	11,629	8.3%
High School Graduate (12)	18,489	33.2%	35,676	42.6%	54,165	38.9%
Some College (13 to 16)	7,827	14.0%	14,424	17.2%	22,251	16.0%
Associate Degree Only	2,637	4.7%	5,661	6.8%	8,298	6.0%
Bachelor Degree Only	10,195	18.3%	10,887	13.0%	21,082	15.1%
Graduate Degree	9,629	17.3%	5,390	6.4%	15,019	10.8%
Any College + (Some College or higher)	30,288	54.4%	36,361	43.5%	66,649	47.8%
College Degree + (Bachelor Degree or higher)	19,824	35.6%	16,277	19.5%	36,100	25.9%

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	38,422		53,754		92,176	
Housing Units, Occupied	31,358	81.6%	45,385	84.4%	76,743	83.3%
Housing Units, Owner-Occupied	19,644	62.6%	33,933	74.8%	53,578	69.8%
Housing Units, Renter-Occupied	11,714	37.4%	11,451	25.2%	23,165	30.2%
Housing Units, Vacant	7,064	15.5%	8,369	13.5%	15,433	14.3%
Total Housing Units (2000)	36,603		52,352		88,954	
Historical Annual Change (2000-2010)	1,819	0.5%	1,402	0.3%	3,222	0.4%
Household Size (2010)						
Total Households	31,358		45,385		76,743	
1 Person Household	11,758	37.5%	12,648	27.9%	24,406	31.8%
2 Person Households	5,876	18.7%	14,807	32.6%	20,683	27.0%
3 Person Households	2,852	9.1%	7,392	16.3%	10,244	13.3%
4 Person Households	7,291	23.3%	7,059	15.6%	14,349	18.7%
5 Person Households	2,572	8.2%	2,526	5.6%	5,098	6.6%
6 Person Households	719	2.3%	689	1.5%	1,408	1.8%
7+ Person Households	291	0.9%	265	0.6%	556	0.7%
Household Stability (2010)						
Total Households	31,358		45,385		76,743	
In current residence < 1 year	7,801	24.9%	7,791	17.2%	15,592	20.3%
In current residence 1-2 years	10,528	33.6%	11,881	26.2%	22,409	29.2%
In current residence 3-5 years	4,476	14.3%	6,899	15.2%	11,375	14.8%
In current residence 6-10 years	3,216	10.3%	5,670	12.5%	8,886	11.6%
In current residence > 10 years	5,337	17.0%	13,144	29.0%	18,481	24.1%
Turnover (% Annual Residential Turnover)		24.9%		17.2%		20.3%
Stability (% In Current Residence 5+ Years)		27.3%		41.5%		35.7%
Median Years in Residence	2.9 yrs		4.6 yrs		3.9 yrs	
Household Vehicles (2010)						
Total Vehicles Available	53,015		81,381		134,397	
Household: 0 Vehicles Available	1,791	5.7%	3,464	7.6%	5,255	6.8%
Household: 1 Vehicles Available	13,374	42.6%	14,948	32.9%	28,323	36.9%
Household: 2 Vehicles Available	11,402	36.4%	18,487	40.7%	29,888	38.9%
Household: 3+ Vehicles Available	4,791	15.3%	8,486	18.7%	13,278	17.3%
Average Per Household	1.7 Vehicles		1.8 Vehicles		1.8 Vehicles	
Owner Occupied Hhlds Vehicles	38,142	71.9%	67,081	82.4%	105,223	78.3%
Average Per Owner Household	1.9 Vehicles		2.0 Vehicles		2.0 Vehicles	
Renter Occupied Hhlds Vehicles	14,873	28.1%	14,301	17.6%	29,174	21.7%
Average Per Renter Household	1.3 Vehicles		1.2 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	37,417		48,405		85,822	
Travel to Work in 14 Minutes or Less	14,192	37.9%	15,817	32.7%	30,009	35.0%
Travel to Work in 15 to 29 Minutes	14,624	39.1%	16,218	33.5%	30,842	35.9%
Travel to Work in 30 to 59 Minutes	5,877	15.7%	12,173	25.1%	18,051	21.0%
Travel to Work in 60 Minutes or More	1,559	4.2%	3,046	6.3%	4,605	5.4%
Work at Home	1,165	3.1%	1,151	2.4%	2,316	2.7%
Average Travel Time to Work	19.4 mins		23.4 mins		21.6 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 39.61305/-79.94651

Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	37,417		48,405		85,822	
Drive to Work Alone	28,412	75.9%	39,945	82.5%	68,357	79.6%
Drive to Work in Carpool	4,308	11.5%	5,205	10.8%	9,513	11.1%
Travel to Work - Public Transportation	335	0.9%	186	0.4%	521	0.6%
Drive to Work on Motorcycle	46	0.1%	17	-	63	0.1%
Bicycle to Work	178	0.5%	22	-	200	0.2%
Walk to Work	2,506	6.7%	1,460	3.0%	3,966	4.6%
Other Means	468	1.3%	420	0.9%	887	1.0%
Work at Home	1,165	3.1%	1,151	2.4%	2,316	2.7%
Daytime Demos (2010)						
Total Number of Businesses	3,246		4,016		7,261	
Total Number of Employees	42,100		45,855		87,955	
Company Headqtrs: Businesses	5	0.2%	3	0.1%	9	0.1%
Company Headqtrs: Employees	322	0.8%	601	1.3%	923	1.0%
Employee Population per Business	13.0 to 1		11.4 to 1		12.1 to 1	
Residential Population per Business	27.2 to 1		29.3 to 1		28.4 to 1	
Est. Adj. Daytime Demographics (Age16+)	74,878		92,944		167,821	
Labor Force (2010)						
Labor: Population Age 16+	73,435		97,416		170,851	
Unemployment Rate		4.4%		3.8%		4.1%
Labor Force Total: Males	37,141	50.6%	48,216	49.5%	85,357	50.0%
<i>Male civilian employed</i>	21,255	57.2%	27,164	56.3%	48,419	56.7%
<i>Male civilian unemployed</i>	1,678	4.5%	1,990	4.1%	3,668	4.3%
<i>Males in Armed Forces</i>	59	0.2%	21	-	80	0.1%
<i>Males not in labor force</i>	14,149	38.1%	19,041	39.5%	33,190	38.9%
Labor Force Total: Females	36,294	49.4%	49,199	50.5%	85,494	50.0%
<i>Female civilian employed</i>	19,344	53.3%	23,125	47.0%	42,469	49.7%
<i>Female civilian unemployed</i>	1,557	4.3%	1,736	3.5%	3,293	3.9%
<i>Females in Armed Forces</i>	-	-	16	-	16	-
<i>Females not in labor force</i>	15,394	42.4%	24,322	49.4%	39,715	46.5%
Employment Force Change (2000-2010)	3,254	8.7%	1,938	4.0%	5,192	6.1%
Male Change (2000-2010)	1,384	7.0%	1,124	4.3%	2,508	5.5%
Female Change (2000-2010)	1,870	10.7%	814	3.6%	2,684	6.7%
Occupation (2000)						
Occupation: Population Age 16+	37,345		48,351		85,697	
Occupation Total: Males	19,871	53.2%	26,040	53.9%	45,911	53.6%
Occupation Total: Females	17,474	46.8%	22,311	46.1%	39,785	46.4%
Mgmt, Business, & Financial Operations	3,861	10.3%	4,670	9.7%	8,530	10.0%
Professional and Related	10,606	28.4%	9,616	19.9%	20,222	23.6%
Service	6,191	16.6%	7,874	16.3%	14,066	16.4%
Sales and Office	9,573	25.6%	12,571	26.0%	22,144	25.8%
Farming, Fishing, & Forestry	156	0.4%	272	0.6%	428	0.5%
Construction, Extraction, & Maintenance	3,220	8.6%	6,455	13.3%	9,674	11.3%
Production, Transport, & Material Moving	3,738	10.0%	6,894	14.3%	10,632	12.4%
White Collar		64.4%		55.5%		59.4%
Blue Collar		35.6%		44.5%		40.6%

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	36,603		52,352		88,954	
1 Detached Unit	19,619	53.6%	37,374	71.4%	56,994	64.1%
1 Attached Unit	1,152	3.1%	893	1.7%	2,045	2.3%
2 Units	2,019	5.5%	1,925	3.7%	3,944	4.4%
3 to 4 Units	2,382	6.5%	1,799	3.4%	4,181	4.7%
5 to 9 Units	2,299	6.3%	1,444	2.8%	3,742	4.2%
10 to 19 Units	1,545	4.2%	574	1.1%	2,119	2.4%
20 to 49 Units	746	2.0%	500	1.0%	1,246	1.4%
50 or more Units	1,028	2.8%	634	1.2%	1,662	1.9%
Mobile Home or Trailer	5,808	15.9%	7,166	13.7%	12,973	14.6%
Other Structure	5	-	43	0.1%	48	0.1%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	839	2.3%	800	1.5%	1,639	1.8%
Homes Built 1995 to 1998	2,930	8.0%	3,140	6.0%	6,071	6.8%
Homes Built 1990 to 1994	3,266	8.9%	2,978	5.7%	6,244	7.0%
Homes Built 1980 to 1989	5,666	15.5%	6,139	11.7%	11,805	13.3%
Homes Built 1970 to 1979	6,914	18.9%	8,911	17.0%	15,825	17.8%
Homes Built 1960 to 1969	3,924	10.7%	4,917	9.4%	8,841	9.9%
Homes Built 1950 to 1959	3,845	10.5%	6,023	11.5%	9,869	11.1%
Homes Built 1940 to 1949	2,851	7.8%	5,136	9.8%	7,987	9.0%
Homes Built Before 1939	6,367	17.4%	14,306	27.3%	20,673	23.2%
Median Age of Homes	30.8 yrs		38.5 yrs		35.3 yrs	
Home Values (2000)						
Owner Specified Housing Units	14,893		26,206		41,099	
Home Values \$1,000,000 or More	38	0.3%	17	0.1%	55	0.1%
Home Values \$750,000 to \$999,999	16	0.1%	28	0.1%	43	0.1%
Home Values \$500,000 to \$749,999	89	0.6%	15	0.1%	104	0.3%
Home Values \$400,000 to \$499,999	83	0.6%	18	0.1%	101	0.2%
Home Values \$300,000 to \$399,999	293	2.0%	189	0.7%	482	1.2%
Home Values \$250,000 to \$299,999	343	2.3%	241	0.9%	584	1.4%
Home Values \$200,000 to \$249,999	717	4.8%	491	1.9%	1,208	2.9%
Home Values \$175,000 to \$199,999	701	4.7%	490	1.9%	1,191	2.9%
Home Values \$150,000 to \$174,999	1,013	6.8%	906	3.5%	1,920	4.7%
Home Values \$125,000 to \$149,999	1,393	9.4%	1,582	6.0%	2,975	7.2%
Home Values \$100,000 to \$124,999	1,945	13.1%	2,265	8.6%	4,210	10.2%
Home Values \$90,000 to \$99,999	1,387	9.3%	1,835	7.0%	3,222	7.8%
Home Values \$80,000 to \$89,999	1,340	9.0%	2,276	8.7%	3,616	8.8%
Home Values \$70,000 to \$79,999	1,298	8.7%	2,745	10.5%	4,043	9.8%
Home Values \$60,000 to \$69,999	1,308	8.8%	2,794	10.7%	4,102	10.0%
Home Values \$50,000 to \$59,999	1,046	7.0%	2,591	9.9%	3,637	8.8%
Home Values \$35,000 to \$49,999	982	6.6%	3,664	14.0%	4,646	11.3%
Home Values \$25,000 to \$34,999	445	3.0%	2,073	7.9%	2,519	6.1%
Home Values \$10,000 to \$24,999	316	2.1%	1,715	6.5%	2,031	4.9%
Home Values \$0 to \$9,999	138	0.9%	270	1.0%	408	1.0%
Owner Occupied Median Home Value	\$102,755		\$72,814		\$83,664	
Renter Occupied Median Rent	\$281		\$193		\$238	
Average Property Value (2010)	\$55,896		\$50,513		\$52,713	

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Morgantown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$1.48 B		\$2.02 B		\$3.50 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$850 M		\$1.15 B		\$2.00 B	
<i>Total Retail Expenditures (2010)</i>	\$631 M		\$862 M		\$1.49 B	
Apparel (2010)	\$71.2 M		\$95.7 M		\$167 M	
Contributions (2010)	\$51.8 M		\$69.2 M		\$121 M	
Education (2010)	\$35.1 M		\$44.4 M		\$79.5 M	
Entertainment (2010)	\$81.8 M		\$112 M		\$194 M	
Food And Beverages (2010)	\$231 M		\$315 M		\$547 M	
Furnishings And Equipment (2010)	\$63.3 M		\$86.1 M		\$149 M	
Gifts (2010)	\$37.1 M		\$50.3 M		\$87.4 M	
Health Care (2010)	\$92.7 M		\$129 M		\$222 M	
Household Operations (2010)	\$51.3 M		\$68.6 M		\$120 M	
Miscellaneous Expenses (2010)	\$25.0 M		\$34.4 M		\$59.4 M	
Personal Care (2010)	\$21.6 M		\$29.4 M		\$51.1 M	
Personal Insurance (2010)	\$14.5 M		\$19.5 M		\$34.0 M	
Reading (2010)	\$4.83 M		\$6.60 M		\$11.4 M	
Shelter (2010)	\$285 M		\$388 M		\$672 M	
Tobacco (2010)	\$10.4 M		\$14.5 M		\$24.8 M	
Transportation (2010)	\$297 M		\$408 M		\$704 M	
Utilities (2010)	\$108 M		\$147 M		\$254 M	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$3,935		\$3,703		\$3,798	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,258	57.4%	\$2,120	57.2%	\$2,177	57.3%
<i>Total Retail Expenditures (2010)</i>	\$1,677	42.6%	\$1,583	42.8%	\$1,622	42.7%
Apparel (2010)	\$189	4.8%	\$176	4.7%	\$181	4.8%
Contributions (2010)	\$138	3.5%	\$127	3.4%	\$131	3.5%
Education (2010)	\$93	2.4%	\$82	2.2%	\$86	2.3%
Entertainment (2010)	\$217	5.5%	\$205	5.5%	\$210	5.5%
Food And Beverages (2010)	\$615	15.6%	\$579	15.6%	\$594	15.6%
Furnishings And Equipment (2010)	\$168	4.3%	\$158	4.3%	\$162	4.3%
Gifts (2010)	\$99	2.5%	\$92	2.5%	\$95	2.5%
Health Care (2010)	\$246	6.3%	\$237	6.4%	\$241	6.3%
Household Operations (2010)	\$136	3.5%	\$126	3.4%	\$130	3.4%
Miscellaneous Expenses (2010)	\$66	1.7%	\$63	1.7%	\$64	1.7%
Personal Care (2010)	\$57	1.5%	\$54	1.5%	\$55	1.5%
Personal Insurance (2010)	\$39	1.0%	\$36	1.0%	\$37	1.0%
Reading (2010)	\$13	0.3%	\$12	0.3%	\$12	0.3%
Shelter (2010)	\$757	19.2%	\$712	19.2%	\$730	19.2%
Tobacco (2010)	\$28	0.7%	\$27	0.7%	\$27	0.7%
Transportation (2010)	\$788	20.0%	\$748	20.2%	\$765	20.1%
Utilities (2010)	\$286	7.3%	\$269	7.3%	\$276	7.3%

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