

COMPLETE PROFILE

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



Lat/Lon: 40.4403/-81.49361

New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	95,107		178,376		273,483	
Census Population (1990)	89,169		171,248		260,418	
Census Population (2000)	95,072		178,008		273,080	
Projected Population (2015)	94,821		178,110		272,931	
Forecasted Population (2020)	94,649		178,106		272,754	
Historical Annual Change (1990-2000)	5,902	0.7%	6,760	0.4%	12,662	0.5%
Historical Annual Change (2000-2010)	36	-	368	-	403	-
Projected Annual Change (2010-2015)	-286	-0.1%	-266	-	-552	-
Est. Population Density (2010)	196.63 <i>psm</i>		122.64 <i>psm</i>		134.55 <i>psm</i>	
Trade Area Size	483.68 <i>sq mi</i>		1,454.43 <i>sq mi</i>		2,032.64 <i>sq mi</i>	
Households						
Estimated Households (2010)	36,612		68,282		104,893	
Census Households (1990)	33,416		62,696		96,112	
Census Households (2000)	36,901		67,386		104,286	
Projected Households (2015)	36,273		68,716		104,989	
Forecasted Households (2020)	35,889		69,390		105,279	
Historical Annual Change (1990-2000)	3,485	1.0%	4,690	0.7%	8,174	0.9%
Projected Annual Change (2000-2015)	-628	-0.1%	1,331	0.1%	703	-
Average Household Income						
Est. Average Household Income (2010)	\$51,743		\$53,553		\$52,921	
Census Average Hhld Income (1990)	\$29,337		\$29,612		\$29,516	
Census Average Hhld Income (2000)	\$43,594		\$44,346		\$44,080	
Proj. Average Household Income (2015)	\$54,949		\$57,211		\$56,429	
Historical Annual Change (1990-2000)	\$14,258	4.9%	\$14,734	5.0%	\$14,564	4.9%
Projected Annual Change (2000-2015)	\$11,355	1.7%	\$12,864	1.9%	\$12,349	1.9%
Median Household Income						
Est. Median Household Income (2010)	\$42,807		\$43,697		\$43,386	
Census Median Hhld Income (1990)	\$25,140		\$25,504		\$25,377	
Census Median Hhld Income (2000)	\$36,293		\$36,750		\$36,588	
Proj. Median Household Income (2015)	\$45,669		\$46,450		\$46,180	
Historical Annual Change (1990-2000)	\$11,153	4.4%	\$11,246	4.4%	\$11,211	4.4%
Projected Annual Change (2000-2015)	\$9,376	1.7%	\$9,701	1.8%	\$9,592	1.7%
Per Capita Income						
Est. Per Capita Income (2010)	\$20,271		\$20,972		\$20,728	
Census Per Capita Income (1990)	\$10,994		\$10,841		\$10,893	
Census Per Capita Income (2000)	\$16,911		\$16,715		\$16,783	
Proj. Per Capita Income (2015)	\$21,396		\$22,592		\$22,176	
Historical Annual Change (1990-2000)	\$5,917	5.4%	\$5,874	5.4%	\$5,890	5.4%
Projected Annual Change (2000-2015)	\$4,485	1.8%	\$5,877	2.3%	\$5,393	2.1%
Other Income						
Est. Median Disposable Income (2010)	\$36,823		\$37,473		\$37,246	
Proj. Median Disposable Income (2015)	\$39,050		\$39,564		\$39,386	
Est. Average Household Net Worth (2010)	\$378,241		\$386,425		\$383,569	

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New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	280	0.8%	604	0.9%	884	0.8%
HH Income \$150,000 to 199,999	551	1.5%	1,257	1.8%	1,808	1.7%
HH Income \$125,000 to 149,999	747	2.0%	1,483	2.2%	2,229	2.1%
HH Income \$100,000 to 124,999	1,796	4.9%	3,213	4.7%	5,009	4.8%
HH Income \$75,000 to 99,999	4,016	11.0%	7,392	10.8%	11,408	10.9%
HH Income \$50,000 to 74,999	7,658	20.9%	14,245	20.9%	21,903	20.9%
HH Income \$35,000 to 49,999	5,994	16.4%	11,381	16.7%	17,375	16.6%
HH Income \$25,000 to 34,999	5,032	13.7%	9,669	14.2%	14,700	14.0%
HH Income \$15,000 to 24,999	5,437	14.8%	8,851	13.0%	14,288	13.6%
HH Income \$10,000 to 14,999	2,340	6.4%	4,769	7.0%	7,109	6.8%
HH Income \$0 to 9,999	2,763	7.5%	5,419	7.9%	8,182	7.8%
HH Income \$35,000+	21,040	57.5%	39,574	58.0%	60,615	57.8%
HH Income \$50,000+	15,047	41.1%	28,193	41.3%	43,240	41.2%
HH Income \$75,000+	7,389	20.2%	13,949	20.4%	21,338	20.3%
Race & Ethnicity (2010)						
Total Population	95,107		178,376		273,483	
White	92,893	97.7%	169,239	94.9%	262,132	95.8%
Black or African American	863	0.9%	5,828	3.3%	6,690	2.4%
American Indian & Alaska Native	186	0.2%	400	0.2%	585	0.2%
Asian	290	0.3%	689	0.4%	979	0.4%
Hawaiian & Pacific Islander	44	-	37	-	81	-
Other Race	163	0.2%	411	0.2%	574	0.2%
Two or More Races	670	0.7%	1,772	1.0%	2,441	0.9%
Not Hispanic or Latino Population	93,999	98.8%	176,560	99.0%	270,559	98.9%
Non Hispanic: White	91,795	97.7%	167,499	94.9%	259,294	95.8%
Non Hispanic: Black or African American	859	0.9%	5,760	3.3%	6,618	2.4%
Non Hispanic: Amer Indian & AK Native	186	0.2%	400	0.2%	585	0.2%
Non Hispanic: Asian	289	0.3%	689	0.4%	978	0.4%
Non Hispanic: Hawaiian & Pacific Islander	44	-	37	-	81	-
Non Hispanic: Other Race	163	0.2%	410	0.2%	573	0.2%
Non Hispanic: Two or More Races	665	0.7%	1,765	1.0%	2,429	0.9%
Hispanic or Latino Population	1,108	1.2%	1,816	1.0%	2,924	1.1%
Hispanic: White	1,098	99.1%	1,740	95.8%	2,838	97.1%
Hispanic: Black or African American	4	0.4%	68	3.7%	72	2.5%
Hispanic: American Indian & Alaska Native	-	-	-	-	-	-
Hispanic: Asian	1	0.1%	-	-	1	-
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	-	-	1	0.1%	1	-
Hispanic: Two or More Races	5	0.5%	7	0.4%	12	0.4%
Not of Hispanic Origin Population (1990)	88,925	99.7%	170,409	99.5%	259,334	99.6%
Hispanic Origin Population (1990)	244	0.3%	840	0.5%	1,084	0.4%
Not Hispanic or Latino Population (2000)	94,422	99.3%	176,703	99.3%	271,125	99.3%
Hispanic or Latino Population (2000)	650	0.7%	1,305	0.7%	1,955	0.7%
Not Hispanic or Latino Population 5yr (2015)	93,493	98.6%	176,009	98.8%	269,502	98.7%
Hispanic or Latino Population 5yr (2015)	1,329	1.4%	2,101	1.2%	3,430	1.3%
Historical Annual Change (1990-2000)	406	16.6%	465	5.5%	871	8.0%
Projected Annual Change (2000-2015)	679	7.0%	796	4.1%	1,475	5.0%

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New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	95,107		178,376		273,483	
Age 0 to 4 yrs	5,965	6.3%	12,409	7.0%	18,374	6.7%
Age 5 to 9 yrs	5,978	6.3%	11,519	6.5%	17,497	6.4%
Age 10 to 14 yrs	6,087	6.4%	11,831	6.6%	17,918	6.6%
Age 15 to 19 yrs	5,984	6.3%	11,850	6.6%	17,834	6.5%
Age 20 to 24 yrs	5,295	5.6%	10,467	5.9%	15,762	5.8%
Age 25 to 29 yrs	6,111	6.4%	11,947	6.7%	18,058	6.6%
Age 30 to 34 yrs	6,081	6.4%	11,471	6.4%	17,552	6.4%
Age 35 to 39 yrs	5,649	5.9%	10,434	5.8%	16,083	5.9%
Age 40 to 44 yrs	5,948	6.3%	10,995	6.2%	16,943	6.2%
Age 45 to 49 yrs	6,640	7.0%	12,365	6.9%	19,005	6.9%
Age 50 to 54 yrs	7,073	7.4%	13,058	7.3%	20,131	7.4%
Age 55 to 59 yrs	6,647	7.0%	12,156	6.8%	18,803	6.9%
Age 60 to 64 yrs	5,540	5.8%	10,043	5.6%	15,583	5.7%
Age 65 to 69 yrs	4,476	4.7%	8,230	4.6%	12,706	4.6%
Age 70 to 74 yrs	3,609	3.8%	6,404	3.6%	10,013	3.7%
Age 75 to 79 yrs	2,981	3.1%	4,997	2.8%	7,979	2.9%
Age 80 to 84 yrs	2,359	2.5%	3,972	2.2%	6,331	2.3%
Age 85 yrs plus	2,682	2.8%	4,228	2.4%	6,910	2.5%
Median Age	39.4 yrs		37.8 yrs		38.4 yrs	
Age 19 yrs or less	24,016	25.3%	47,609	26.7%	71,624	26.2%
Age 20 to 64 years	54,985	57.8%	102,935	57.7%	157,920	57.7%
Age 65 years Plus	16,107	16.9%	27,832	15.6%	43,939	16.1%
Female Age Distribution (2010)						
Female Population	48,713	51.2%	91,072	51.1%	139,786	51.1%
Age 0 to 4 yrs	2,915	6.0%	6,016	6.6%	8,930	6.4%
Age 5 to 9 yrs	2,894	5.9%	5,587	6.1%	8,482	6.1%
Age 10 to 14 yrs	2,935	6.0%	5,675	6.2%	8,609	6.2%
Age 15 to 19 yrs	2,865	5.9%	5,645	6.2%	8,510	6.1%
Age 20 to 24 yrs	2,545	5.2%	5,134	5.6%	7,679	5.5%
Age 25 to 29 yrs	3,117	6.4%	6,054	6.6%	9,171	6.6%
Age 30 to 34 yrs	3,093	6.3%	5,801	6.4%	8,894	6.4%
Age 35 to 39 yrs	2,817	5.8%	5,200	5.7%	8,018	5.7%
Age 40 to 44 yrs	2,963	6.1%	5,601	6.1%	8,563	6.1%
Age 45 to 49 yrs	3,368	6.9%	6,334	7.0%	9,702	6.9%
Age 50 to 54 yrs	3,603	7.4%	6,693	7.3%	10,296	7.4%
Age 55 to 59 yrs	3,391	7.0%	6,198	6.8%	9,589	6.9%
Age 60 to 64 yrs	2,903	6.0%	5,184	5.7%	8,087	5.8%
Age 65 to 69 yrs	2,393	4.9%	4,326	4.8%	6,720	4.8%
Age 70 to 74 yrs	1,946	4.0%	3,494	3.8%	5,439	3.9%
Age 75 to 79 yrs	1,679	3.4%	2,867	3.1%	4,546	3.3%
Age 80 to 84 yrs	1,463	3.0%	2,435	2.7%	3,898	2.8%
Age 85 yrs plus	1,827	3.7%	2,825	3.1%	4,652	3.3%
Female Median Age	41.1 yrs		39.3 yrs		39.9 yrs	
Age 19 yrs or less	11,608	23.8%	22,923	25.2%	34,531	24.7%
Age 20 to 64 years	27,798	57.1%	52,201	57.3%	79,999	57.2%
Age 65 years Plus	9,307	19.1%	15,948	17.5%	25,255	18.1%

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New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	46,394	48.8%	87,304	48.9%	133,697	48.9%
Age 0 to 4 yrs	3,051	6.6%	6,393	7.3%	9,444	7.1%
Age 5 to 9 yrs	3,084	6.6%	5,932	6.8%	9,016	6.7%
Age 10 to 14 yrs	3,153	6.8%	6,156	7.1%	9,309	7.0%
Age 15 to 19 yrs	3,120	6.7%	6,205	7.1%	9,325	7.0%
Age 20 to 24 yrs	2,750	5.9%	5,333	6.1%	8,083	6.0%
Age 25 to 29 yrs	2,994	6.5%	5,893	6.7%	8,887	6.6%
Age 30 to 34 yrs	2,988	6.4%	5,670	6.5%	8,658	6.5%
Age 35 to 39 yrs	2,831	6.1%	5,234	6.0%	8,065	6.0%
Age 40 to 44 yrs	2,985	6.4%	5,394	6.2%	8,379	6.3%
Age 45 to 49 yrs	3,273	7.1%	6,030	6.9%	9,303	7.0%
Age 50 to 54 yrs	3,471	7.5%	6,364	7.3%	9,835	7.4%
Age 55 to 59 yrs	3,257	7.0%	5,958	6.8%	9,214	6.9%
Age 60 to 64 yrs	2,638	5.7%	4,859	5.6%	7,496	5.6%
Age 65 to 69 yrs	2,083	4.5%	3,904	4.5%	5,986	4.5%
Age 70 to 74 yrs	1,663	3.6%	2,911	3.3%	4,574	3.4%
Age 75 to 79 yrs	1,303	2.8%	2,130	2.4%	3,433	2.6%
Age 80 to 84 yrs	896	1.9%	1,537	1.8%	2,432	1.8%
Age 85 yrs plus	855	1.8%	1,402	1.6%	2,258	1.7%
Male Median Age	37.8 yrs		36.3 yrs		36.9 yrs	
Age 19 yrs or less	12,408	26.7%	24,686	28.3%	37,093	27.7%
Age 20 to 64 years	27,186	58.6%	50,734	58.1%	77,921	58.3%
Age 65 years Plus	6,800	14.7%	11,884	13.6%	18,683	14.0%
Males per 100 Females (2010)						
Overall Comparison	95		96		96	
Age 0 to 4 yrs	105	51.1%	106	51.5%	106	51.4%
Age 5 to 9 yrs	107	51.6%	106	51.5%	106	51.5%
Age 10 to 14 yrs	107	51.8%	108	52.0%	108	52.0%
Age 15 to 19 yrs	109	52.1%	110	52.4%	110	52.3%
Age 20 to 24 yrs	108	51.9%	104	50.9%	105	51.3%
Age 25 to 29 yrs	96	49.0%	97	49.3%	97	49.2%
Age 30 to 34 yrs	97	49.1%	98	49.4%	97	49.3%
Age 35 to 39 yrs	100	50.1%	101	50.2%	101	50.1%
Age 40 to 44 yrs	101	50.2%	96	49.1%	98	49.5%
Age 45 to 49 yrs	97	49.3%	95	48.8%	96	48.9%
Age 50 to 54 yrs	96	49.1%	95	48.7%	96	48.9%
Age 55 to 59 yrs	96	49.0%	96	49.0%	96	49.0%
Age 60 to 64 yrs	91	47.6%	94	48.4%	93	48.1%
Age 65 to 69 yrs	87	46.5%	90	47.4%	89	47.1%
Age 70 to 74 yrs	85	46.1%	83	45.4%	84	45.7%
Age 75 to 79 yrs	78	43.7%	74	42.6%	76	43.0%
Age 80 to 84 yrs	61	38.0%	63	38.7%	62	38.4%
Age 85 yrs plus	47	31.9%	50	33.2%	49	32.7%
Age 19 yrs or less	107	51.7%	108	51.9%	107	51.8%
Age 20 to 39 yrs	100	50.0%	100	49.9%	100	49.9%
Age 40 to 64 yrs	96	49.1%	95	48.8%	96	48.9%
Age 65 years Plus	73	42.2%	75	42.7%	74	42.5%

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New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	36,612		68,282		104,893	
Households with Children	11,657	31.8%	22,793	33.4%	34,451	32.8%
Average Household Size	2.56		2.56		2.56	
Est. Household Density	75.69 <i>psm</i>		46.95 <i>psm</i>		51.60 <i>psm</i>	
Population Family	79,914	84.0%	150,540	84.4%	230,454	84.3%
Population Non-Family	13,824	14.5%	24,461	13.7%	38,285	14.0%
Population Group Qtrs	1,369	1.4%	3,375	1.9%	4,744	1.7%
Family Households	24,921	68.1%	47,148	69.0%	72,068	68.7%
<i>Married Couple Hhlds</i>	20,145	80.8%	36,658	77.8%	56,804	78.8%
<i>Other Family Hhlds</i>	4,775	19.2%	10,489	22.2%	15,265	21.2%
Family Households With Children	11,569	46.4%	22,570	47.9%	34,140	47.4%
<i>Married Couple With Children</i>	8,558	74.0%	15,370	68.1%	23,928	70.1%
<i>Other Family Hhlds With Children</i>	3,011	26.0%	7,200	31.9%	10,211	29.9%
Family Households No Children	13,351	53.6%	24,577	52.1%	37,929	52.6%
<i>Married Couple No Children</i>	11,587	86.8%	21,288	86.6%	32,875	86.7%
<i>Other Family Households No Children</i>	1,764	13.2%	3,289	13.4%	5,053	13.3%
Average Family Household Size	3.21		3.19		3.20	
Average Family Income	\$60,513		\$62,192		\$61,611	
Median Family Income	\$52,135		\$52,799		\$52,569	
Non-Family Households	11,691	31.9%	21,134	31.0%	32,825	31.3%
Non-Family Hhlds With Children	88	0.8%	223	1.1%	311	0.9%
Non-Family Hhld No Children	11,603	99.2%	20,911	98.9%	32,514	99.1%
<i>N-F Hhld Lone Person No Children</i>	10,025	85.8%	18,451	87.3%	28,477	86.8%
Lone Male Householder	3,782	37.7%	8,043	43.6%	11,825	41.5%
Lone Female Householder	6,243	62.3%	10,408	56.4%	16,651	58.5%
<i>N-F Hhld 2+ Persons No Children</i>	1,578	13.5%	2,460	11.6%	4,038	12.3%
Average Non-Family Hhld Size	1.18		1.16		1.17	
Marital Status (2010)						
(15 Years or Older)	77,076		142,614		219,690	
Never Married	15,687	20.4%	32,042	22.5%	47,729	21.7%
Now Married	45,239	58.7%	81,657	57.3%	126,897	57.8%
Previously Married	16,149	21.0%	28,915	20.3%	45,065	20.5%
Separated	2,245	13.9%	4,295	14.9%	6,540	14.5%
Widowed	6,132	38.0%	10,371	35.9%	16,503	36.6%
Divorced	7,773	48.1%	14,249	49.3%	22,022	48.9%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	65,797		120,300		186,097	
Elementary (0 to 8)	3,826	5.8%	9,916	8.2%	13,742	7.4%
Some High School (9 to 11)	7,430	11.3%	12,323	10.2%	19,753	10.6%
High School Graduate (12)	32,117	48.8%	54,326	45.2%	86,444	46.5%
Some College (13 to 16)	9,811	14.9%	20,309	16.9%	30,120	16.2%
Associate Degree Only	4,035	6.1%	7,345	6.1%	11,380	6.1%
Bachelor Degree Only	5,820	8.8%	10,673	8.9%	16,493	8.9%
Graduate Degree	2,756	4.2%	5,408	4.5%	8,164	4.4%
Any College + (Some College or higher)	22,423	34.1%	43,734	36.4%	66,158	35.6%
College Degree + (Bachelor Degree or higher)	8,577	13.0%	16,081	13.4%	24,657	13.2%

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New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	40,134		76,292		116,426	
Housing Units, Occupied	36,612	91.2%	68,282	89.5%	104,893	90.1%
Housing Units, Owner-Occupied	27,484	75.1%	50,057	73.3%	77,542	73.9%
Housing Units, Renter-Occupied	9,127	24.9%	18,225	26.7%	27,352	26.1%
Housing Units, Vacant	3,523	8.1%	8,010	9.5%	11,533	9.0%
Total Housing Units (2000)	39,412		73,916		113,328	
Historical Annual Change (2000-2010)	722	0.2%	2,377	0.3%	3,099	0.3%
Household Size (2010)						
Total Households	36,612		68,282		104,893	
1 Person Household	10,025	27.4%	18,451	27.0%	28,477	27.1%
2 Person Households	11,566	31.6%	22,501	33.0%	34,068	32.5%
3 Person Households	5,489	15.0%	10,754	15.7%	16,242	15.5%
4 Person Households	5,804	15.9%	9,272	13.6%	15,076	14.4%
5 Person Households	2,451	6.7%	4,267	6.2%	6,718	6.4%
6 Person Households	795	2.2%	1,640	2.4%	2,434	2.3%
7+ Person Households	481	1.3%	1,397	2.0%	1,879	1.8%
Household Stability (2010)						
Total Households	36,612		68,282		104,893	
In current residence < 1 year	5,168	14.1%	10,808	15.8%	15,976	15.2%
In current residence 1-2 years	8,478	23.2%	16,590	24.3%	25,068	23.9%
In current residence 3-5 years	8,601	23.5%	13,166	19.3%	21,767	20.8%
In current residence 6-10 years	5,211	14.2%	8,907	13.0%	14,118	13.5%
In current residence > 10 years	9,153	25.0%	18,811	27.5%	27,964	26.7%
Turnover (% Annual Residential Turnover)		14.1%		15.8%		15.2%
Stability (% In Current Residence 5+ Years)		39.2%		40.6%		40.1%
Median Years in Residence	4.3 yrs		4.4 yrs		4.4 yrs	
Household Vehicles (2010)						
Total Vehicles Available	71,109		129,209		200,318	
Household: 0 Vehicles Available	2,669	7.3%	6,737	9.9%	9,406	9.0%
Household: 1 Vehicles Available	10,928	29.8%	19,466	28.5%	30,394	29.0%
Household: 2 Vehicles Available	13,669	37.3%	26,048	38.1%	39,716	37.9%
Household: 3+ Vehicles Available	9,346	25.5%	16,032	23.5%	25,378	24.2%
Average Per Household	1.9 Vehicles		1.9 Vehicles		1.9 Vehicles	
Owner Occupied Hhlds Vehicles	58,457	82.2%	105,417	81.6%	163,874	81.8%
Average Per Owner Household	2.1 Vehicles		2.1 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	12,651	17.8%	23,793	18.4%	36,444	18.2%
Average Per Renter Household	1.4 Vehicles		1.3 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	44,355		80,910		125,265	
Travel to Work in 14 Minutes or Less	17,501	39.5%	29,376	36.3%	46,877	37.4%
Travel to Work in 15 to 29 Minutes	15,036	33.9%	28,730	35.5%	43,766	34.9%
Travel to Work in 30 to 59 Minutes	8,467	19.1%	15,134	18.7%	23,601	18.8%
Travel to Work in 60 Minutes or More	2,074	4.7%	4,460	5.5%	6,534	5.2%
Work at Home	1,276	2.9%	3,210	4.0%	4,486	3.6%
Average Travel Time to Work	20.2 mins		20.8 mins		20.5 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 40.4403/-81.49361

New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	44,355		80,910		125,265	
Drive to Work Alone	37,205	83.9%	64,241	79.4%	101,446	81.0%
Drive to Work in Carpool	4,390	9.9%	9,278	11.5%	13,668	10.9%
Travel to Work - Public Transportation	86	0.2%	799	1.0%	885	0.7%
Drive to Work on Motorcycle	-	-	33	-	33	-
Bicycle to Work	222	0.5%	470	0.6%	692	0.6%
Walk to Work	862	1.9%	2,405	3.0%	3,268	2.6%
Other Means	313	0.7%	474	0.6%	787	0.6%
Work at Home	1,276	2.9%	3,210	4.0%	4,486	3.6%
Daytime Demos (2010)						
Total Number of Businesses	3,530		6,141		9,671	
Total Number of Employees	41,904		80,651		122,554	
Company Headqtrs: Businesses	2	0.1%	10	0.2%	12	0.1%
Company Headqtrs: Employees	41	0.1%	7,219	9.0%	7,260	5.9%
Employee Population per Business	11.9 to 1		13.1 to 1		12.7 to 1	
Residential Population per Business	26.9 to 1		29.0 to 1		28.3 to 1	
Est. Adj. Daytime Demographics (Age16+)	74,677		142,163		216,840	
Labor Force (2010)						
Labor: Population Age 16+	75,851		140,212		216,063	
Unemployment Rate		6.0%		7.1%		6.7%
Labor Force Total: Males	36,467	48.1%	67,583	48.2%	104,050	48.2%
<i>Male civilian employed</i>	23,532	64.5%	42,423	62.8%	65,955	63.4%
<i>Male civilian unemployed</i>	2,520	6.9%	5,288	7.8%	7,808	7.5%
<i>Males in Armed Forces</i>	17	-	28	-	45	-
<i>Males not in labor force</i>	10,398	28.5%	19,844	29.4%	30,242	29.1%
Labor Force Total: Females	39,384	51.9%	72,629	51.8%	112,014	51.8%
<i>Female civilian employed</i>	19,522	49.6%	36,239	49.9%	55,761	49.8%
<i>Female civilian unemployed</i>	2,009	5.1%	4,689	6.5%	6,698	6.0%
<i>Females in Armed Forces</i>	7	-	9	-	16	-
<i>Females not in labor force</i>	17,847	45.3%	31,691	43.6%	49,538	44.2%
Employment Force Change (2000-2010)	-1,285	-2.9%	-2,219	-2.7%	-3,505	-2.8%
Male Change (2000-2010)	-887	-3.6%	-1,818	-4.1%	-2,704	-3.9%
Female Change (2000-2010)	-399	-2.0%	-402	-1.1%	-800	-1.4%
Occupation (2000)						
Occupation: Population Age 16+	44,339		80,881		125,221	
Occupation Total: Males	24,418	55.1%	44,241	54.7%	68,659	54.8%
Occupation Total: Females	19,921	44.9%	36,641	45.3%	56,561	45.2%
Mgmt, Business, & Financial Operations	4,055	9.1%	7,675	9.5%	11,729	9.4%
Professional and Related	6,026	13.6%	10,981	13.6%	17,007	13.6%
Service	6,735	15.2%	12,152	15.0%	18,887	15.1%
Sales and Office	10,454	23.6%	18,489	22.9%	28,942	23.1%
Farming, Fishing, & Forestry	316	0.7%	583	0.7%	899	0.7%
Construction, Extraction, & Maintenance	4,170	9.4%	8,422	10.4%	12,591	10.1%
Production, Transport, & Material Moving	12,584	28.4%	22,580	27.9%	35,165	28.1%
White Collar		46.3%		45.9%		46.1%
Blue Collar		53.7%		54.1%		53.9%

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 40.4403/-81.49361

New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	39,412		73,916		113,328	
1 Detached Unit	29,463	74.8%	54,078	73.2%	83,541	73.7%
1 Attached Unit	533	1.4%	1,200	1.6%	1,733	1.5%
2 Units	2,085	5.3%	4,031	5.5%	6,116	5.4%
3 to 4 Units	1,685	4.3%	2,601	3.5%	4,286	3.8%
5 to 9 Units	774	2.0%	1,991	2.7%	2,765	2.4%
10 to 19 Units	340	0.9%	1,013	1.4%	1,353	1.2%
20 to 49 Units	325	0.8%	568	0.8%	893	0.8%
50 or more Units	119	0.3%	726	1.0%	845	0.7%
Mobile Home or Trailer	4,072	10.3%	7,551	10.2%	11,623	10.3%
Other Structure	16	-	156	0.2%	172	0.2%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	675	1.7%	1,351	1.8%	2,026	1.8%
Homes Built 1995 to 1998	2,513	6.4%	4,064	5.5%	6,577	5.8%
Homes Built 1990 to 1994	2,192	5.6%	3,666	5.0%	5,858	5.2%
Homes Built 1980 to 1989	4,039	10.2%	6,804	9.2%	10,844	9.6%
Homes Built 1970 to 1979	5,616	14.2%	13,510	18.3%	19,127	16.9%
Homes Built 1960 to 1969	4,005	10.2%	9,239	12.5%	13,245	11.7%
Homes Built 1950 to 1959	4,333	11.0%	8,953	12.1%	13,286	11.7%
Homes Built 1940 to 1949	2,518	6.4%	6,012	8.1%	8,530	7.5%
Homes Built Before 1939	13,520	34.3%	20,315	27.5%	33,835	29.9%
Median Age of Homes	42.5 yrs		39.6 yrs		40.6 yrs	
Home Values (2000)						
Owner Specified Housing Units	21,635		37,943		59,578	
Home Values \$1,000,000 or More	26	0.1%	25	0.1%	51	0.1%
Home Values \$750,000 to \$999,999	17	0.1%	21	0.1%	38	0.1%
Home Values \$500,000 to \$749,999	18	0.1%	91	0.2%	109	0.2%
Home Values \$400,000 to \$499,999	37	0.2%	71	0.2%	108	0.2%
Home Values \$300,000 to \$399,999	73	0.3%	273	0.7%	346	0.6%
Home Values \$250,000 to \$299,999	178	0.8%	449	1.2%	627	1.1%
Home Values \$200,000 to \$249,999	531	2.5%	1,127	3.0%	1,657	2.8%
Home Values \$175,000 to \$199,999	632	2.9%	1,036	2.7%	1,667	2.8%
Home Values \$150,000 to \$174,999	1,114	5.2%	1,955	5.2%	3,069	5.2%
Home Values \$125,000 to \$149,999	2,357	10.9%	4,064	10.7%	6,421	10.8%
Home Values \$100,000 to \$124,999	3,026	14.0%	5,701	15.0%	8,727	14.6%
Home Values \$90,000 to \$99,999	2,379	11.0%	3,473	9.2%	5,853	9.8%
Home Values \$80,000 to \$89,999	2,860	13.2%	4,115	10.8%	6,976	11.7%
Home Values \$70,000 to \$79,999	2,520	11.6%	3,695	9.7%	6,215	10.4%
Home Values \$60,000 to \$69,999	1,871	8.6%	3,481	9.2%	5,352	9.0%
Home Values \$50,000 to \$59,999	1,562	7.2%	2,875	7.6%	4,438	7.4%
Home Values \$35,000 to \$49,999	1,569	7.3%	3,244	8.5%	4,813	8.1%
Home Values \$25,000 to \$34,999	452	2.1%	1,182	3.1%	1,634	2.7%
Home Values \$10,000 to \$24,999	337	1.6%	913	2.4%	1,250	2.1%
Home Values \$0 to \$9,999	75	0.3%	152	0.4%	227	0.4%
Owner Occupied Median Home Value	\$92,193		\$91,666		\$91,857	
Renter Occupied Median Rent	\$210		\$220		\$217	
Average Property Value (2010)	\$88,615		\$89,272		\$89,043	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 40.4403/-81.49361

New Towne Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$1.64 B		\$3.12 B		\$4.75 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$937 M		\$1.79 B		\$2.72 B	
<i>Total Retail Expenditures (2010)</i>	\$699 M		\$1.33 B		\$2.03 B	
Apparel (2010)	\$77.7 M		\$148 M		\$226 M	
Contributions (2010)	\$56.2 M		\$108 M		\$164 M	
Education (2010)	\$35.2 M		\$67.8 M		\$103 M	
Entertainment (2010)	\$90.6 M		\$173 M		\$264 M	
Food And Beverages (2010)	\$256 M		\$488 M		\$744 M	
Furnishings And Equipment (2010)	\$69.7 M		\$133 M		\$203 M	
Gifts (2010)	\$40.5 M		\$77.8 M		\$118 M	
Health Care (2010)	\$105 M		\$200 M		\$305 M	
Household Operations (2010)	\$55.3 M		\$106 M		\$161 M	
Miscellaneous Expenses (2010)	\$27.9 M		\$53.2 M		\$81.1 M	
Personal Care (2010)	\$23.8 M		\$45.5 M		\$69.3 M	
Personal Insurance (2010)	\$15.8 M		\$30.2 M		\$46.0 M	
Reading (2010)	\$5.33 M		\$10.2 M		\$15.5 M	
Shelter (2010)	\$314 M		\$599 M		\$913 M	
Tobacco (2010)	\$11.8 M		\$22.4 M		\$34.2 M	
Transportation (2010)	\$332 M		\$631 M		\$963 M	
Utilities (2010)	\$119 M		\$226 M		\$345 M	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$3,723		\$3,807		\$3,777	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,132	57.3%	\$2,180	57.3%	\$2,163	57.3%
<i>Total Retail Expenditures (2010)</i>	\$1,591	42.7%	\$1,626	42.7%	\$1,614	42.7%
Apparel (2010)	\$177	4.8%	\$181	4.8%	\$180	4.8%
Contributions (2010)	\$128	3.4%	\$132	3.5%	\$130	3.5%
Education (2010)	\$80	2.1%	\$83	2.2%	\$82	2.2%
Entertainment (2010)	\$206	5.5%	\$211	5.5%	\$209	5.5%
Food And Beverages (2010)	\$583	15.7%	\$595	15.6%	\$591	15.6%
Furnishings And Equipment (2010)	\$159	4.3%	\$162	4.3%	\$161	4.3%
Gifts (2010)	\$92	2.5%	\$95	2.5%	\$94	2.5%
Health Care (2010)	\$239	6.4%	\$244	6.4%	\$242	6.4%
Household Operations (2010)	\$126	3.4%	\$129	3.4%	\$128	3.4%
Miscellaneous Expenses (2010)	\$64	1.7%	\$65	1.7%	\$64	1.7%
Personal Care (2010)	\$54	1.5%	\$55	1.5%	\$55	1.5%
Personal Insurance (2010)	\$36	1.0%	\$37	1.0%	\$37	1.0%
Reading (2010)	\$12	0.3%	\$12	0.3%	\$12	0.3%
Shelter (2010)	\$714	19.2%	\$731	19.2%	\$725	19.2%
Tobacco (2010)	\$27	0.7%	\$27	0.7%	\$27	0.7%
Transportation (2010)	\$755	20.3%	\$770	20.2%	\$765	20.3%
Utilities (2010)	\$271	7.3%	\$276	7.3%	\$274	7.3%

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