

COMPLETE PROFILE

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



Lat/Lon: 40.3349/-76.80418

Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	145,292		293,255		438,547	
Census Population (1990)	134,943		247,441		382,384	
Census Population (2000)	142,137		271,640		413,776	
Projected Population (2015)	152,015		300,539		452,554	
Forecasted Population (2020)	157,456		316,508		473,964	
Historical Annual Change (1990-2000)	7,194	0.5%	24,199	1.0%	31,393	0.8%
Historical Annual Change (2000-2010)	3,155	0.2%	21,615	0.8%	24,770	0.6%
Projected Annual Change (2010-2015)	6,723	0.9%	7,284	0.5%	14,007	0.6%
Est. Population Density (2010)	1,306.33 <i>psm</i>		528.09 <i>psm</i>		678.49 <i>psm</i>	
Trade Area Size	111.22 <i>sq mi</i>		555.31 <i>sq mi</i>		646.36 <i>sq mi</i>	
Households						
Estimated Households (2010)	60,505		118,327		178,832	
Census Households (1990)	54,827		95,806		150,634	
Census Households (2000)	58,897		107,852		166,749	
Projected Households (2015)	62,558		121,651		184,209	
Forecasted Households (2020)	64,543		129,233		193,776	
Historical Annual Change (1990-2000)	4,070	0.7%	12,046	1.3%	16,115	1.1%
Projected Annual Change (2000-2015)	3,661	0.4%	13,800	0.9%	17,460	0.7%
Average Household Income						
Est. Average Household Income (2010)	\$66,121		\$76,296		\$72,854	
Census Average Hhld Income (1990)	\$36,441		\$41,145		\$39,433	
Census Average Hhld Income (2000)	\$51,793		\$59,519		\$56,790	
Proj. Average Household Income (2015)	\$72,715		\$83,587		\$79,895	
Historical Annual Change (1990-2000)	\$15,352	4.2%	\$18,375	4.5%	\$17,358	4.4%
Projected Annual Change (2000-2015)	\$20,922	2.7%	\$24,068	2.7%	\$23,105	2.7%
Median Household Income						
Est. Median Household Income (2010)	\$53,224		\$62,573		\$59,410	
Census Median Hhld Income (1990)	\$31,516		\$35,723		\$34,192	
Census Median Hhld Income (2000)	\$42,784		\$49,794		\$47,318	
Proj. Median Household Income (2015)	\$55,228		\$67,070		\$63,049	
Historical Annual Change (1990-2000)	\$11,268	3.6%	\$14,071	3.9%	\$13,126	3.8%
Projected Annual Change (2000-2015)	\$12,444	1.9%	\$17,276	2.3%	\$15,731	2.2%
Per Capita Income						
Est. Per Capita Income (2010)	\$28,092		\$31,729		\$30,524	
Census Per Capita Income (1990)	\$14,806		\$15,931		\$15,534	
Census Per Capita Income (2000)	\$21,402		\$23,585		\$22,835	
Proj. Per Capita Income (2015)	\$30,505		\$34,793		\$33,353	
Historical Annual Change (1990-2000)	\$6,596	4.5%	\$7,654	4.8%	\$7,301	4.7%
Projected Annual Change (2000-2015)	\$9,103	2.8%	\$11,208	3.2%	\$10,518	3.1%
Other Income						
Est. Median Disposable Income (2010)	\$44,318		\$51,416		\$49,015	
Proj. Median Disposable Income (2015)	\$45,605		\$54,610		\$51,552	
Est. Average Household Net Worth (2010)	\$440,689		\$514,837		\$489,750	

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Lat/Lon: 40.3349/-76.80418

Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	1,144	1.9%	3,427	2.9%	4,570	2.6%
HH Income \$150,000 to 199,999	2,113	3.5%	4,871	4.1%	6,985	3.9%
HH Income \$125,000 to 149,999	2,220	3.7%	6,169	5.2%	8,389	4.7%
HH Income \$100,000 to 124,999	5,103	8.4%	12,169	10.3%	17,272	9.7%
HH Income \$75,000 to 99,999	8,686	14.4%	18,816	15.9%	27,502	15.4%
HH Income \$50,000 to 74,999	11,056	18.3%	24,574	20.8%	35,631	19.9%
HH Income \$35,000 to 49,999	8,844	14.6%	17,431	14.7%	26,275	14.7%
HH Income \$25,000 to 34,999	6,769	11.2%	11,837	10.0%	18,605	10.4%
HH Income \$15,000 to 24,999	6,822	11.3%	9,912	8.4%	16,734	9.4%
HH Income \$10,000 to 14,999	2,834	4.7%	4,269	3.6%	7,103	4.0%
HH Income \$0 to 9,999	4,915	8.1%	4,853	4.1%	9,768	5.5%
HH Income \$35,000+	39,166	64.7%	87,456	73.9%	126,622	70.8%
HH Income \$50,000+	30,322	50.1%	70,025	59.2%	100,347	56.1%
HH Income \$75,000+	19,266	31.8%	45,451	38.4%	64,717	36.2%
Race & Ethnicity (2010)						
Total Population	145,292		293,255		438,547	
White	97,514	67.1%	271,014	92.4%	368,527	84.0%
Black or African American	38,695	26.6%	11,515	3.9%	50,210	11.4%
American Indian & Alaska Native	404	0.3%	449	0.2%	854	0.2%
Asian	4,763	3.3%	7,294	2.5%	12,057	2.7%
Hawaiian & Pacific Islander	90	0.1%	116	-	205	-
Other Race	2,108	1.5%	960	0.3%	3,067	0.7%
Two or More Races	1,718	1.2%	1,908	0.7%	3,626	0.8%
Not Hispanic or Latino Population	132,837	91.4%	285,183	97.2%	418,020	95.3%
Non Hispanic: White	92,082	69.3%	264,257	92.7%	356,339	85.2%
Non Hispanic: Black or African American	32,478	24.4%	10,423	3.7%	42,901	10.3%
Non Hispanic: Amer Indian & AK Native	365	0.3%	445	0.2%	810	0.2%
Non Hispanic: Asian	4,182	3.1%	7,123	2.5%	11,305	2.7%
Non Hispanic: Hawaiian & Pacific Islander	90	0.1%	116	-	205	-
Non Hispanic: Other Race	2,106	1.6%	959	0.3%	3,064	0.7%
Non Hispanic: Two or More Races	1,534	1.2%	1,862	0.7%	3,396	0.8%
Hispanic or Latino Population	12,455	8.6%	8,071	2.8%	20,527	4.7%
Hispanic: White	5,432	43.6%	6,757	83.7%	12,188	59.4%
Hispanic: Black or African American	6,217	49.9%	1,092	13.5%	7,309	35.6%
Hispanic: American Indian & Alaska Native	39	0.3%	5	0.1%	44	0.2%
Hispanic: Asian	582	4.7%	171	2.1%	752	3.7%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	2	-	1	-	3	-
Hispanic: Two or More Races	184	1.5%	46	0.6%	230	1.1%
Not of Hispanic Origin Population (1990)	129,938	96.3%	245,313	99.1%	375,251	98.1%
Hispanic Origin Population (1990)	5,004	3.7%	2,128	0.9%	7,132	1.9%
Not Hispanic or Latino Population (2000)	134,076	94.3%	266,924	98.3%	401,000	96.9%
Hispanic or Latino Population (2000)	8,060	5.7%	4,716	1.7%	12,776	3.1%
Not Hispanic or Latino Population 5yr (2015)	135,534	89.2%	291,375	97.0%	426,909	94.3%
Hispanic or Latino Population 5yr (2015)	16,481	10.8%	9,164	3.0%	25,645	5.7%
Historical Annual Change (1990-2000)	3,056	6.1%	2,587	12.2%	5,644	7.9%
Projected Annual Change (2000-2015)	8,421	7.0%	4,448	6.3%	12,869	6.7%

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Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	145,292		293,255		438,547	
Age 0 to 4 yrs	10,468	7.2%	17,040	5.8%	27,508	6.3%
Age 5 to 9 yrs	9,172	6.3%	16,762	5.7%	25,934	5.9%
Age 10 to 14 yrs	9,028	6.2%	17,109	5.8%	26,137	6.0%
Age 15 to 19 yrs	9,083	6.3%	17,982	6.1%	27,065	6.2%
Age 20 to 24 yrs	8,515	5.9%	17,290	5.9%	25,805	5.9%
Age 25 to 29 yrs	8,784	6.0%	18,592	6.3%	27,376	6.2%
Age 30 to 34 yrs	9,029	6.2%	18,385	6.3%	27,414	6.3%
Age 35 to 39 yrs	9,556	6.6%	19,194	6.5%	28,749	6.6%
Age 40 to 44 yrs	10,155	7.0%	20,551	7.0%	30,706	7.0%
Age 45 to 49 yrs	11,210	7.7%	22,132	7.5%	33,342	7.6%
Age 50 to 54 yrs	11,845	8.2%	22,769	7.8%	34,614	7.9%
Age 55 to 59 yrs	10,416	7.2%	21,018	7.2%	31,434	7.2%
Age 60 to 64 yrs	8,282	5.7%	17,203	5.9%	25,485	5.8%
Age 65 to 69 yrs	5,994	4.1%	13,059	4.5%	19,053	4.3%
Age 70 to 74 yrs	4,318	3.0%	10,321	3.5%	14,638	3.3%
Age 75 to 79 yrs	3,529	2.4%	8,710	3.0%	12,239	2.8%
Age 80 to 84 yrs	2,778	1.9%	7,212	2.5%	9,989	2.3%
Age 85 yrs plus	3,130	2.2%	7,928	2.7%	11,058	2.5%
Median Age	38.4 yrs		40.4 yrs		39.7 yrs	
Age 19 yrs or less	37,751	26.0%	68,893	23.5%	106,644	24.3%
Age 20 to 64 years	87,792	60.4%	177,133	60.4%	264,925	60.4%
Age 65 years Plus	19,749	13.6%	47,229	16.1%	66,978	15.3%
Female Age Distribution (2010)						
Female Population	75,673	52.1%	150,153	51.2%	225,826	51.5%
Age 0 to 4 yrs	5,132	6.8%	8,238	5.5%	13,370	5.9%
Age 5 to 9 yrs	4,617	6.1%	8,212	5.5%	12,830	5.7%
Age 10 to 14 yrs	4,441	5.9%	8,504	5.7%	12,945	5.7%
Age 15 to 19 yrs	4,520	6.0%	8,843	5.9%	13,363	5.9%
Age 20 to 24 yrs	4,190	5.5%	8,366	5.6%	12,556	5.6%
Age 25 to 29 yrs	4,482	5.9%	9,110	6.1%	13,592	6.0%
Age 30 to 34 yrs	4,761	6.3%	9,111	6.1%	13,872	6.1%
Age 35 to 39 yrs	4,931	6.5%	9,587	6.4%	14,518	6.4%
Age 40 to 44 yrs	5,228	6.9%	10,265	6.8%	15,493	6.9%
Age 45 to 49 yrs	5,771	7.6%	11,210	7.5%	16,981	7.5%
Age 50 to 54 yrs	6,115	8.1%	11,624	7.7%	17,739	7.9%
Age 55 to 59 yrs	5,415	7.2%	10,730	7.1%	16,145	7.1%
Age 60 to 64 yrs	4,341	5.7%	8,903	5.9%	13,245	5.9%
Age 65 to 69 yrs	3,260	4.3%	6,880	4.6%	10,141	4.5%
Age 70 to 74 yrs	2,464	3.3%	5,730	3.8%	8,194	3.6%
Age 75 to 79 yrs	2,089	2.8%	4,998	3.3%	7,087	3.1%
Age 80 to 84 yrs	1,745	2.3%	4,477	3.0%	6,221	2.8%
Age 85 yrs plus	2,172	2.9%	5,363	3.6%	7,535	3.3%
Female Median Age	39.8 yrs		42.0 yrs		41.3 yrs	
Age 19 yrs or less	18,709	24.7%	33,798	22.5%	52,507	23.3%
Age 20 to 64 years	45,235	59.8%	88,906	59.2%	134,141	59.4%
Age 65 years Plus	11,729	15.5%	27,448	18.3%	39,178	17.3%

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Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	69,619	47.9%	143,102	48.8%	212,720	48.5%
Age 0 to 4 yrs	5,337	7.7%	8,801	6.2%	14,138	6.6%
Age 5 to 9 yrs	4,555	6.5%	8,550	6.0%	13,105	6.2%
Age 10 to 14 yrs	4,587	6.6%	8,605	6.0%	13,192	6.2%
Age 15 to 19 yrs	4,563	6.6%	9,139	6.4%	13,702	6.4%
Age 20 to 24 yrs	4,325	6.2%	8,924	6.2%	13,249	6.2%
Age 25 to 29 yrs	4,303	6.2%	9,482	6.6%	13,784	6.5%
Age 30 to 34 yrs	4,268	6.1%	9,274	6.5%	13,542	6.4%
Age 35 to 39 yrs	4,625	6.6%	9,606	6.7%	14,231	6.7%
Age 40 to 44 yrs	4,927	7.1%	10,286	7.2%	15,213	7.2%
Age 45 to 49 yrs	5,439	7.8%	10,922	7.6%	16,361	7.7%
Age 50 to 54 yrs	5,730	8.2%	11,145	7.8%	16,875	7.9%
Age 55 to 59 yrs	5,001	7.2%	10,288	7.2%	15,289	7.2%
Age 60 to 64 yrs	3,941	5.7%	8,300	5.8%	12,241	5.8%
Age 65 to 69 yrs	2,734	3.9%	6,178	4.3%	8,912	4.2%
Age 70 to 74 yrs	1,854	2.7%	4,591	3.2%	6,445	3.0%
Age 75 to 79 yrs	1,440	2.1%	3,712	2.6%	5,152	2.4%
Age 80 to 84 yrs	1,033	1.5%	2,735	1.9%	3,768	1.8%
Age 85 yrs plus	958	1.4%	2,564	1.8%	3,523	1.7%
Male Median Age	36.9 yrs		38.9 yrs		38.3 yrs	
Age 19 yrs or less	19,042	27.4%	35,095	24.5%	54,137	25.4%
Age 20 to 64 years	42,557	61.1%	88,226	61.7%	130,784	61.5%
Age 65 years Plus	8,020	11.5%	19,781	13.8%	27,800	13.1%
Males per 100 Females (2010)						
Overall Comparison	92		95		94	
Age 0 to 4 yrs	104	51.0%	107	51.7%	106	51.4%
Age 5 to 9 yrs	99	49.7%	104	51.0%	102	50.5%
Age 10 to 14 yrs	103	50.8%	101	50.3%	102	50.5%
Age 15 to 19 yrs	101	50.2%	103	50.8%	103	50.6%
Age 20 to 24 yrs	103	50.8%	107	51.6%	106	51.3%
Age 25 to 29 yrs	96	49.0%	104	51.0%	101	50.4%
Age 30 to 34 yrs	90	47.3%	102	50.4%	98	49.4%
Age 35 to 39 yrs	94	48.4%	100	50.1%	98	49.5%
Age 40 to 44 yrs	94	48.5%	100	50.1%	98	49.5%
Age 45 to 49 yrs	94	48.5%	97	49.3%	96	49.1%
Age 50 to 54 yrs	94	48.4%	96	48.9%	95	48.8%
Age 55 to 59 yrs	92	48.0%	96	49.0%	95	48.6%
Age 60 to 64 yrs	91	47.6%	93	48.2%	92	48.0%
Age 65 to 69 yrs	84	45.6%	90	47.3%	88	46.8%
Age 70 to 74 yrs	75	42.9%	80	44.5%	79	44.0%
Age 75 to 79 yrs	69	40.8%	74	42.6%	73	42.1%
Age 80 to 84 yrs	59	37.2%	61	37.9%	61	37.7%
Age 85 yrs plus	44	30.6%	48	32.3%	47	31.9%
Age 19 yrs or less	102	50.4%	104	50.9%	103	50.8%
Age 20 to 39 yrs	95	48.8%	103	50.8%	100	50.1%
Age 40 to 64 yrs	93	48.2%	97	49.1%	95	48.8%
Age 65 years Plus	68	40.6%	72	41.9%	71	41.5%

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Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	60,505		118,327		178,832	
Households with Children	18,103	29.9%	34,734	29.4%	52,837	29.5%
Average Household Size	2.34		2.37		2.36	
Est. Household Density	544.01	<i>psm</i>	213.08	<i>psm</i>	276.68	<i>psm</i>
Population Family	111,089	76.5%	231,792	79.0%	342,882	78.2%
Population Non-Family	30,524	21.0%	49,115	16.7%	79,639	18.2%
Population Group Qtrs	3,679	2.5%	12,347	4.2%	16,026	3.7%
Family Households	35,276	58.3%	76,795	64.9%	112,071	62.7%
<i>Married Couple Hhlds</i>	23,922	67.8%	62,585	81.5%	86,507	77.2%
<i>Other Family Hhlds</i>	11,354	32.2%	14,210	18.5%	25,564	22.8%
Family Households With Children	17,873	50.7%	34,286	44.6%	52,159	46.5%
<i>Married Couple With Children</i>	9,805	54.9%	25,357	74.0%	35,162	67.4%
<i>Other Family Hhlds With Children</i>	8,068	45.1%	8,929	26.0%	16,997	32.6%
Family Households No Children	17,403	49.3%	42,509	55.4%	59,912	53.5%
<i>Married Couple No Children</i>	14,117	81.1%	37,228	87.6%	51,345	85.7%
<i>Other Family Households No Children</i>	3,286	18.9%	5,281	12.4%	8,567	14.3%
Average Family Household Size	3.15		3.02		3.06	
Average Family Income	\$80,775		\$92,008		\$88,472	
Median Family Income	\$66,752		\$77,183		\$73,900	
Non-Family Households	25,229	41.7%	41,532	35.1%	66,761	37.3%
Non-Family Hhlds With Children	230	0.9%	448	1.1%	678	1.0%
Non-Family Hhld No Children	24,999	99.1%	41,084	98.9%	66,083	99.0%
<i>N-F Hhld Lone Person No Children</i>	21,304	84.4%	34,382	82.8%	55,686	83.4%
Lone Male Householder	9,261	43.5%	14,309	41.6%	23,569	42.3%
Lone Female Householder	12,043	56.5%	20,073	58.4%	32,116	57.7%
<i>N-F Hhld 2+ Persons No Children</i>	3,696	14.6%	6,701	16.1%	10,397	15.6%
Average Non-Family Hhld Size	1.21		1.18		1.19	
Marital Status (2010)						
(15 Years or Older)	116,690		242,441		359,131	
Never Married	35,599	30.5%	54,817	22.6%	90,416	25.2%
Now Married	54,624	46.8%	137,480	56.7%	192,105	53.5%
Previously Married	26,467	22.7%	50,144	20.7%	76,610	21.3%
Separated	6,368	24.1%	11,849	23.6%	18,218	23.8%
Widowed	8,329	31.5%	17,460	34.8%	25,789	33.7%
Divorced	11,770	44.5%	20,834	41.5%	32,604	42.6%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	99,026		207,072		306,098	
Elementary (0 to 8)	2,937	3.0%	5,275	2.5%	8,211	2.7%
Some High School (9 to 11)	7,871	7.9%	13,171	6.4%	21,041	6.9%
High School Graduate (12)	35,708	36.1%	75,782	36.6%	111,490	36.4%
Some College (13 to 16)	16,634	16.8%	32,404	15.6%	49,038	16.0%
Associate Degree Only	8,196	8.3%	16,642	8.0%	24,838	8.1%
Bachelor Degree Only	18,094	18.3%	40,994	19.8%	59,088	19.3%
Graduate Degree	9,587	9.7%	22,805	11.0%	32,392	10.6%
Any College + (Some College or higher)	52,511	53.0%	112,845	54.5%	165,355	54.0%
College Degree + (Bachelor Degree or higher)	27,681	28.0%	63,799	30.8%	91,480	29.9%

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Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	67,868		125,076		192,945	
Housing Units, Occupied	60,505	89.2%	118,327	94.6%	178,832	92.7%
Housing Units, Owner-Occupied	37,768	62.4%	86,206	72.9%	123,974	69.3%
Housing Units, Renter-Occupied	22,738	37.6%	32,120	27.1%	54,858	30.7%
Housing Units, Vacant	7,363	9.8%	6,750	5.1%	14,112	6.8%
Total Housing Units (2000)	64,465		113,150		177,615	
Historical Annual Change (2000-2010)	3,403	0.5%	11,926	1.1%	15,329	0.9%
Household Size (2010)						
Total Households	60,505		118,327		178,832	
1 Person Households	21,304	35.2%	34,382	29.1%	55,686	31.1%
2 Person Households	17,969	29.7%	41,403	35.0%	59,372	33.2%
3 Person Households	8,552	14.1%	18,362	15.5%	26,914	15.0%
4 Person Households	7,738	12.8%	15,809	13.4%	23,546	13.2%
5 Person Households	3,197	5.3%	5,927	5.0%	9,124	5.1%
6 Person Households	1,118	1.8%	1,765	1.5%	2,884	1.6%
7+ Person Households	628	1.0%	679	0.6%	1,306	0.7%
Household Stability (2010)						
Total Households	60,505		118,327		178,832	
In current residence < 1 year	9,762	16.1%	16,695	14.1%	26,457	14.8%
In current residence 1-2 years	15,827	26.2%	27,224	23.0%	43,052	24.1%
In current residence 3-5 years	10,992	18.2%	20,652	17.5%	31,644	17.7%
In current residence 6-10 years	9,010	14.9%	18,939	16.0%	27,950	15.6%
In current residence > 10 years	14,914	24.6%	34,816	29.4%	49,730	27.8%
Turnover (% Annual Residential Turnover)		16.1%		14.1%		14.8%
Stability (% In Current Residence 5+ Years)		39.5%		45.4%		43.4%
Median Years in Residence	4.3 yrs		4.9 yrs		4.7 yrs	
Household Vehicles (2010)						
Total Vehicles Available	99,713		225,491		325,204	
Household: 0 Vehicles Available	7,496	12.4%	6,508	5.5%	14,003	7.8%
Household: 1 Vehicles Available	22,692	37.5%	37,544	31.7%	60,235	33.7%
Household: 2 Vehicles Available	20,402	33.7%	49,075	41.5%	69,477	38.9%
Household: 3+ Vehicles Available	9,916	16.4%	25,201	21.3%	35,117	19.6%
Average Per Household	1.6 Vehicles		1.9 Vehicles		1.8 Vehicles	
Owner Occupied Hhlds Vehicles	75,828	76.0%	182,709	81.0%	258,537	79.5%
Average Per Owner Household	2.0 Vehicles		2.1 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	23,885	24.0%	42,781	19.0%	66,667	20.5%
Average Per Renter Household	1.1 Vehicles		1.3 Vehicles		1.2 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	69,603		137,099		206,702	
Travel to Work in 14 Minutes or Less	22,278	32.0%	43,735	31.9%	66,012	31.9%
Travel to Work in 15 to 29 Minutes	34,291	49.3%	58,665	42.8%	92,956	45.0%
Travel to Work in 30 to 59 Minutes	9,302	13.4%	26,273	19.2%	35,575	17.2%
Travel to Work in 60 Minutes or More	2,135	3.1%	4,574	3.3%	6,709	3.2%
Work at Home	1,598	2.3%	3,852	2.8%	5,450	2.6%
Average Travel Time to Work	18.9 mins		20.1 mins		19.7 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 40.3349/-76.80418

Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	69,603		137,099		206,702	
Drive to Work Alone	53,650	77.1%	114,499	83.5%	168,149	81.3%
Drive to Work in Carpool	8,721	12.5%	13,079	9.5%	21,800	10.5%
Travel to Work - Public Transportation	2,447	3.5%	903	0.7%	3,350	1.6%
Drive to Work on Motorcycle	17	-	120	0.1%	137	0.1%
Bicycle to Work	127	0.2%	234	0.2%	361	0.2%
Walk to Work	2,592	3.7%	3,844	2.8%	6,436	3.1%
Other Means	452	0.6%	567	0.4%	1,019	0.5%
Work at Home	1,598	2.3%	3,852	2.8%	5,450	2.6%
Daytime Demos (2010)						
Total Number of Businesses	7,027		10,629		17,656	
Total Number of Employees	141,815		175,493		317,308	
Company Headqtrs: Businesses	26	0.4%	18	0.2%	44	0.3%
Company Headqtrs: Employees	6,467	4.6%	5,225	3.0%	11,691	3.7%
Employee Population per Business	20.2 to 1		16.5 to 1		18.0 to 1	
Residential Population per Business	20.7 to 1		27.6 to 1		24.8 to 1	
Est. Adj. Daytime Demographics (Age16+)	183,890		265,223		449,113	
Labor Force (2010)						
Labor: Population Age 16+	114,909		238,686		353,595	
Unemployment Rate		5.9%		4.6%		5.0%
Labor Force Total: Males	54,278	47.2%	115,223	48.3%	169,501	47.9%
<i>Male civilian employed</i>	37,037	68.2%	77,394	67.2%	114,431	67.5%
<i>Male civilian unemployed</i>	3,502	6.5%	5,716	5.0%	9,218	5.4%
<i>Males in Armed Forces</i>	213	0.4%	527	0.5%	740	0.4%
<i>Males not in labor force</i>	13,526	24.9%	31,586	27.4%	45,112	26.6%
Labor Force Total: Females	60,631	52.8%	123,463	51.7%	184,095	52.1%
<i>Female civilian employed</i>	35,580	58.7%	71,009	57.5%	106,589	57.9%
<i>Female civilian unemployed</i>	3,246	5.4%	5,304	4.3%	8,551	4.6%
<i>Females in Armed Forces</i>	4	-	27	-	30	-
<i>Females not in labor force</i>	21,800	36.0%	47,124	38.2%	68,924	37.4%
Employment Force Change (2000-2010)	3,218	4.6%	11,920	8.7%	15,138	7.4%
Male Change (2000-2010)	1,839	5.2%	5,939	8.3%	7,777	7.3%
Female Change (2000-2010)	1,379	4.0%	5,982	9.2%	7,361	7.4%
Occupation (2000)						
Occupation: Population Age 16+	69,399		136,482		205,882	
Occupation Total: Males	35,198	50.7%	71,455	52.4%	106,653	51.8%
Occupation Total: Females	34,201	49.3%	65,027	47.6%	99,228	48.2%
Mgmt, Business, & Financial Operations	10,133	14.6%	19,890	14.6%	30,023	14.6%
Professional and Related	14,796	21.3%	29,388	21.5%	44,184	21.5%
Service	10,007	14.4%	17,896	13.1%	27,903	13.6%
Sales and Office	21,252	30.6%	39,837	29.2%	61,089	29.7%
Farming, Fishing, & Forestry	208	0.3%	499	0.4%	707	0.3%
Construction, Extraction, & Maintenance	4,241	6.1%	10,868	8.0%	15,109	7.3%
Production, Transport, & Material Moving	8,763	12.6%	18,104	13.3%	26,867	13.0%
White Collar		66.5%		65.3%		65.7%
Blue Collar		33.5%		34.7%		34.3%

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Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	64,465		113,150		177,615	
1 Detached Unit	27,651	42.9%	68,090	60.2%	95,741	53.9%
1 Attached Unit	15,909	24.7%	15,853	14.0%	31,762	17.9%
2 Units	2,799	4.3%	4,146	3.7%	6,945	3.9%
3 to 4 Units	4,220	6.5%	5,625	5.0%	9,844	5.5%
5 to 9 Units	4,786	7.4%	4,896	4.3%	9,682	5.5%
10 to 19 Units	4,247	6.6%	3,347	3.0%	7,594	4.3%
20 to 49 Units	1,136	1.8%	2,105	1.9%	3,241	1.8%
50 or more Units	3,087	4.8%	2,971	2.6%	6,058	3.4%
Mobile Home or Trailer	611	0.9%	6,078	5.4%	6,689	3.8%
Other Structure	19	-	40	-	59	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	750	1.2%	2,073	1.8%	2,823	1.6%
Homes Built 1995 to 1998	2,807	4.4%	6,920	6.1%	9,728	5.5%
Homes Built 1990 to 1994	3,688	5.7%	8,734	7.7%	12,422	7.0%
Homes Built 1980 to 1989	6,961	10.8%	16,071	14.2%	23,032	13.0%
Homes Built 1970 to 1979	10,091	15.7%	19,533	17.3%	29,624	16.7%
Homes Built 1960 to 1969	8,130	12.6%	15,413	13.6%	23,543	13.3%
Homes Built 1950 to 1959	11,628	18.0%	16,232	14.3%	27,860	15.7%
Homes Built 1940 to 1949	7,495	11.6%	7,960	7.0%	15,454	8.7%
Homes Built Before 1939	12,916	20.0%	20,214	17.9%	33,130	18.7%
Median Age of Homes	39.1 yrs		33.6 yrs		35.6 yrs	
Home Values (2000)						
Owner Specified Housing Units	33,301		67,915		101,217	
Home Values \$1,000,000 or More	16	-	61	0.1%	77	0.1%
Home Values \$750,000 to \$999,999	16	-	126	0.2%	142	0.1%
Home Values \$500,000 to \$749,999	26	0.1%	270	0.4%	297	0.3%
Home Values \$400,000 to \$499,999	104	0.3%	398	0.6%	502	0.5%
Home Values \$300,000 to \$399,999	547	1.6%	1,329	2.0%	1,877	1.9%
Home Values \$250,000 to \$299,999	632	1.9%	1,813	2.7%	2,445	2.4%
Home Values \$200,000 to \$249,999	1,000	3.0%	4,188	6.2%	5,188	5.1%
Home Values \$175,000 to \$199,999	1,204	3.6%	4,371	6.4%	5,575	5.5%
Home Values \$150,000 to \$174,999	2,377	7.1%	6,808	10.0%	9,184	9.1%
Home Values \$125,000 to \$149,999	3,983	12.0%	10,670	15.7%	14,653	14.5%
Home Values \$100,000 to \$124,999	6,767	20.3%	14,139	20.8%	20,906	20.7%
Home Values \$90,000 to \$99,999	3,762	11.3%	7,142	10.5%	10,904	10.8%
Home Values \$80,000 to \$89,999	3,192	9.6%	6,459	9.5%	9,651	9.5%
Home Values \$70,000 to \$79,999	2,317	7.0%	4,280	6.3%	6,597	6.5%
Home Values \$60,000 to \$69,999	1,974	5.9%	2,579	3.8%	4,553	4.5%
Home Values \$50,000 to \$59,999	2,040	6.1%	1,382	2.0%	3,422	3.4%
Home Values \$35,000 to \$49,999	2,126	6.4%	1,278	1.9%	3,404	3.4%
Home Values \$25,000 to \$34,999	549	1.6%	302	0.4%	851	0.8%
Home Values \$10,000 to \$24,999	568	1.7%	279	0.4%	847	0.8%
Home Values \$0 to \$9,999	102	0.3%	42	0.1%	144	0.1%
Owner Occupied Median Home Value	\$104,311		\$123,765		\$117,364	
Renter Occupied Median Rent	\$403		\$492		\$455	
Average Property Value (2010)	\$151,978		\$146,010		\$148,029	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 40.3349/-76.80418

Colonial Park Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$3.18 B		\$6.89 B		\$10.1 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$1.83 B		\$3.97 B		\$5.80 B	
<i>Total Retail Expenditures (2010)</i>	\$1.35 B		\$2.92 B		\$4.27 B	
Apparel (2010)	\$152 M		\$328 M		\$479 M	
Contributions (2010)	\$116 M		\$257 M		\$373 M	
Education (2010)	\$75.6 M		\$165 M		\$241 M	
Entertainment (2010)	\$177 M		\$386 M		\$564 M	
Food And Beverages (2010)	\$489 M		\$1.05 B		\$1.54 B	
Furnishings And Equipment (2010)	\$140 M		\$308 M		\$448 M	
Gifts (2010)	\$83.3 M		\$184 M		\$267 M	
Health Care (2010)	\$197 M		\$419 M		\$617 M	
Household Operations (2010)	\$112 M		\$248 M		\$361 M	
Miscellaneous Expenses (2010)	\$53.8 M		\$115 M		\$169 M	
Personal Care (2010)	\$46.3 M		\$99.7 M		\$146 M	
Personal Insurance (2010)	\$32.0 M		\$70.9 M		\$103 M	
Reading (2010)	\$10.5 M		\$22.7 M		\$33.2 M	
Shelter (2010)	\$613 M		\$1.33 B		\$1.94 B	
Tobacco (2010)	\$21.1 M		\$43.8 M		\$64.9 M	
Transportation (2010)	\$638 M		\$1.39 B		\$2.03 B	
Utilities (2010)	\$225 M		\$476 M		\$700 M	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,382		\$4,851		\$4,692	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,518	57.5%	\$2,794	57.6%	\$2,701	57.6%
<i>Total Retail Expenditures (2010)</i>	\$1,864	42.5%	\$2,056	42.4%	\$1,991	42.4%
Apparel (2010)	\$209	4.8%	\$231	4.8%	\$223	4.8%
Contributions (2010)	\$159	3.6%	\$181	3.7%	\$174	3.7%
Education (2010)	\$104	2.4%	\$116	2.4%	\$112	2.4%
Entertainment (2010)	\$244	5.6%	\$272	5.6%	\$263	5.6%
Food And Beverages (2010)	\$674	15.4%	\$737	15.2%	\$716	15.3%
Furnishings And Equipment (2010)	\$193	4.4%	\$217	4.5%	\$209	4.4%
Gifts (2010)	\$115	2.6%	\$130	2.7%	\$125	2.7%
Health Care (2010)	\$272	6.2%	\$295	6.1%	\$287	6.1%
Household Operations (2010)	\$155	3.5%	\$175	3.6%	\$168	3.6%
Miscellaneous Expenses (2010)	\$74	1.7%	\$81	1.7%	\$79	1.7%
Personal Care (2010)	\$64	1.5%	\$70	1.4%	\$68	1.4%
Personal Insurance (2010)	\$44	1.0%	\$50	1.0%	\$48	1.0%
Reading (2010)	\$14	0.3%	\$16	0.3%	\$15	0.3%
Shelter (2010)	\$844	19.3%	\$936	19.3%	\$905	19.3%
Tobacco (2010)	\$29	0.7%	\$31	0.6%	\$30	0.6%
Transportation (2010)	\$879	20.1%	\$977	20.1%	\$944	20.1%
Utilities (2010)	\$310	7.1%	\$335	6.9%	\$326	7.0%

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