

COMPLETE PROFILE

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



Lat/Lon: 40.20281/-82.97148

Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	522,506		515,775		1,038,281	
Census Population (1990)	348,886		427,660		776,546	
Census Population (2000)	434,405		476,713		911,118	
Projected Population (2015)	565,009		536,828		1,101,838	
Forecasted Population (2020)	637,433		570,208		1,207,641	
Historical Annual Change (1990-2000)	85,519	2.5%	49,053	1.1%	134,572	1.7%
Historical Annual Change (2000-2010)	88,101	2.0%	39,062	0.8%	127,163	1.4%
Projected Annual Change (2010-2015)	42,503	1.6%	21,054	0.8%	63,557	1.2%
Est. Population Density (2010)	1,077.78 <i>psm</i>		283.45 <i>psm</i>		809.24 <i>psm</i>	
Trade Area Size	484.80 <i>sq mi</i>		1,819.61 <i>sq mi</i>		1,283.03 <i>sq mi</i>	
Households						
Estimated Households (2010)	204,171		199,656		403,827	
Census Households (1990)	136,338		163,602		299,940	
Census Households (2000)	175,608		187,456		363,064	
Projected Households (2015)	214,501		205,699		420,200	
Forecasted Households (2020)	235,970		215,751		451,721	
Historical Annual Change (1990-2000)	39,270	2.9%	23,854	1.5%	63,124	2.1%
Projected Annual Change (2000-2015)	38,892	1.5%	18,243	0.6%	57,136	1.0%
Average Household Income						
Est. Average Household Income (2010)	\$91,026		\$67,388		\$79,339	
Census Average Hhld Income (1990)	\$46,687		\$37,003		\$41,405	
Census Average Hhld Income (2000)	\$72,367		\$55,679		\$63,751	
Proj. Average Household Income (2015)	\$98,516		\$71,352		\$85,219	
Historical Annual Change (1990-2000)	\$25,679	5.5%	\$18,676	5.0%	\$22,346	5.4%
Projected Annual Change (2000-2015)	\$26,150	2.4%	\$15,673	1.9%	\$21,468	2.2%
Median Household Income						
Est. Median Household Income (2010)	\$73,927		\$54,989		\$64,564	
Census Median Hhld Income (1990)	\$40,985		\$31,284		\$35,694	
Census Median Hhld Income (2000)	\$61,194		\$46,215		\$53,460	
Proj. Median Household Income (2015)	\$78,088		\$57,815		\$68,164	
Historical Annual Change (1990-2000)	\$20,209	4.9%	\$14,931	4.8%	\$17,766	5.0%
Projected Annual Change (2000-2015)	\$16,894	1.8%	\$11,600	1.7%	\$14,704	1.8%
Per Capita Income						
Est. Per Capita Income (2010)	\$36,023		\$27,090		\$31,586	
Census Per Capita Income (1990)	\$18,245		\$14,156		\$15,993	
Census Per Capita Income (2000)	\$29,199		\$21,805		\$25,330	
Proj. Per Capita Income (2015)	\$37,854		\$28,416		\$33,256	
Historical Annual Change (1990-2000)	\$10,954	6.0%	\$7,649	5.4%	\$9,337	5.8%
Projected Annual Change (2000-2015)	\$8,655	2.0%	\$6,611	2.0%	\$7,926	2.1%
Other Income						
Est. Median Disposable Income (2010)	\$59,464		\$45,528		\$52,574	
Proj. Median Disposable Income (2015)	\$62,425		\$47,593		\$55,165	
Est. Average Household Net Worth (2010)	\$612,157		\$458,782		\$536,327	

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	11,975	5.9%	6,225	3.1%	18,201	4.5%
HH Income \$150,000 to 199,999	14,172	6.9%	6,920	3.5%	21,092	5.2%
HH Income \$125,000 to 149,999	13,668	6.7%	8,265	4.1%	21,934	5.4%
HH Income \$100,000 to 124,999	21,793	10.7%	15,632	7.8%	37,425	9.3%
HH Income \$75,000 to 99,999	30,852	15.1%	25,010	12.5%	55,862	13.8%
HH Income \$50,000 to 74,999	39,397	19.3%	38,683	19.4%	78,080	19.3%
HH Income \$35,000 to 49,999	26,273	12.9%	27,841	13.9%	54,114	13.4%
HH Income \$25,000 to 34,999	17,246	8.4%	21,911	11.0%	39,157	9.7%
HH Income \$15,000 to 24,999	13,691	6.7%	20,220	10.1%	33,911	8.4%
HH Income \$10,000 to 14,999	5,936	2.9%	10,702	5.4%	16,638	4.1%
HH Income \$0 to 9,999	9,167	4.5%	18,247	9.1%	27,414	6.8%
HH Income \$35,000+	158,131	77.5%	128,576	64.4%	286,707	71.0%
HH Income \$50,000+	131,858	64.6%	100,735	50.5%	232,593	57.6%
HH Income \$75,000+	92,461	45.3%	62,053	31.1%	154,513	38.3%
Race & Ethnicity (2010)						
Total Population	522,506		515,775		1,038,281	
White	437,423	83.7%	398,721	77.3%	836,144	80.5%
Black or African American	45,651	8.7%	90,901	17.6%	136,552	13.2%
American Indian & Alaska Native	1,107	0.2%	1,472	0.3%	2,579	0.2%
Asian	29,781	5.7%	15,707	3.0%	45,488	4.4%
Hawaiian & Pacific Islander	238	-	387	0.1%	626	0.1%
Other Race	2,369	0.5%	2,460	0.5%	4,829	0.5%
Two or More Races	5,937	1.1%	6,126	1.2%	12,063	1.2%
Not Hispanic or Latino Population	504,754	96.6%	499,787	96.9%	1,004,542	96.8%
Non Hispanic: White	423,580	83.9%	387,458	77.5%	811,039	80.7%
Non Hispanic: Black or African American	43,251	8.6%	87,071	17.4%	130,322	13.0%
Non Hispanic: Amer Indian & AK Native	1,099	0.2%	1,464	0.3%	2,563	0.3%
Non Hispanic: Asian	28,533	5.7%	15,046	3.0%	43,579	4.3%
Non Hispanic: Hawaiian & Pacific Islander	234	-	387	0.1%	622	0.1%
Non Hispanic: Other Race	2,365	0.5%	2,455	0.5%	4,820	0.5%
Non Hispanic: Two or More Races	5,692	1.1%	5,906	1.2%	11,598	1.2%
Hispanic or Latino Population	17,752	3.4%	15,987	3.1%	33,739	3.2%
Hispanic: White	13,843	78.0%	11,262	70.4%	25,105	74.4%
Hispanic: Black or African American	2,400	13.5%	3,830	24.0%	6,230	18.5%
Hispanic: American Indian & Alaska Native	8	-	8	0.1%	16	-
Hispanic: Asian	1,248	7.0%	662	4.1%	1,910	5.7%
Hispanic: Hawaiian & Pacific Islander	4	-	-	-	4	-
Hispanic: Other Race	4	-	5	-	9	-
Hispanic: Two or More Races	245	1.4%	220	1.4%	465	1.4%
Not of Hispanic Origin Population (1990)	345,709	99.1%	423,837	99.1%	769,546	99.1%
Hispanic Origin Population (1990)	3,177	0.9%	3,822	0.9%	7,000	0.9%
Not Hispanic or Latino Population (2000)	426,360	98.1%	468,778	98.3%	895,138	98.2%
Hispanic or Latino Population (2000)	8,046	1.9%	7,935	1.7%	15,980	1.8%
Not Hispanic or Latino Population 5yr (2015)	542,206	96.0%	516,276	96.2%	1,058,482	96.1%
Hispanic or Latino Population 5yr (2015)	22,803	4.0%	20,552	3.8%	43,356	3.9%
Historical Annual Change (1990-2000)	4,868	15.3%	4,113	10.8%	8,981	12.8%
Projected Annual Change (2000-2015)	14,758	12.2%	12,618	10.6%	27,375	11.4%

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	522,506		515,775		1,038,281	
Age 0 to 4 yrs	39,126	7.5%	36,806	7.1%	75,932	7.3%
Age 5 to 9 yrs	37,551	7.2%	35,891	7.0%	73,441	7.1%
Age 10 to 14 yrs	35,807	6.9%	34,199	6.6%	70,006	6.7%
Age 15 to 19 yrs	32,890	6.3%	38,158	7.4%	71,048	6.8%
Age 20 to 24 yrs	33,551	6.4%	40,940	7.9%	74,490	7.2%
Age 25 to 29 yrs	38,758	7.4%	36,471	7.1%	75,229	7.2%
Age 30 to 34 yrs	39,866	7.6%	36,560	7.1%	76,426	7.4%
Age 35 to 39 yrs	40,913	7.8%	37,270	7.2%	78,183	7.5%
Age 40 to 44 yrs	40,613	7.8%	36,746	7.1%	77,359	7.5%
Age 45 to 49 yrs	40,835	7.8%	36,737	7.1%	77,572	7.5%
Age 50 to 54 yrs	38,288	7.3%	34,816	6.8%	73,103	7.0%
Age 55 to 59 yrs	31,325	6.0%	29,996	5.8%	61,322	5.9%
Age 60 to 64 yrs	22,692	4.3%	24,258	4.7%	46,950	4.5%
Age 65 to 69 yrs	15,798	3.0%	17,958	3.5%	33,756	3.3%
Age 70 to 74 yrs	11,389	2.2%	13,509	2.6%	24,898	2.4%
Age 75 to 79 yrs	8,879	1.7%	10,350	2.0%	19,229	1.9%
Age 80 to 84 yrs	6,936	1.3%	7,530	1.5%	14,466	1.4%
Age 85 yrs plus	7,292	1.4%	7,578	1.5%	14,871	1.4%
Median Age	35.4 yrs		35.0 yrs		35.2 yrs	
Age 19 yrs or less	145,373	27.8%	145,054	28.1%	290,427	28.0%
Age 20 to 64 years	326,839	62.6%	313,795	60.8%	640,634	61.7%
Age 65 years Plus	50,294	9.6%	56,925	11.0%	107,219	10.3%
Female Age Distribution (2010)						
Female Population	265,168	50.7%	260,823	50.6%	525,991	50.7%
Age 0 to 4 yrs	19,075	7.2%	18,050	6.9%	37,126	7.1%
Age 5 to 9 yrs	18,436	7.0%	17,507	6.7%	35,942	6.8%
Age 10 to 14 yrs	17,542	6.6%	16,770	6.4%	34,312	6.5%
Age 15 to 19 yrs	15,978	6.0%	18,637	7.1%	34,615	6.6%
Age 20 to 24 yrs	16,629	6.3%	19,492	7.5%	36,120	6.9%
Age 25 to 29 yrs	19,238	7.3%	17,722	6.8%	36,960	7.0%
Age 30 to 34 yrs	20,082	7.6%	18,187	7.0%	38,269	7.3%
Age 35 to 39 yrs	20,616	7.8%	18,595	7.1%	39,211	7.5%
Age 40 to 44 yrs	20,454	7.7%	18,171	7.0%	38,625	7.3%
Age 45 to 49 yrs	20,609	7.8%	18,297	7.0%	38,907	7.4%
Age 50 to 54 yrs	19,503	7.4%	17,863	6.8%	37,365	7.1%
Age 55 to 59 yrs	16,017	6.0%	15,611	6.0%	31,628	6.0%
Age 60 to 64 yrs	11,708	4.4%	12,827	4.9%	24,536	4.7%
Age 65 to 69 yrs	8,435	3.2%	9,779	3.7%	18,214	3.5%
Age 70 to 74 yrs	6,293	2.4%	7,547	2.9%	13,840	2.6%
Age 75 to 79 yrs	5,101	1.9%	5,978	2.3%	11,078	2.1%
Age 80 to 84 yrs	4,337	1.6%	4,584	1.8%	8,921	1.7%
Age 85 yrs plus	5,116	1.9%	5,206	2.0%	10,323	2.0%
Female Median Age	36.4 yrs		36.3 yrs		36.3 yrs	
Age 19 yrs or less	71,031	26.8%	70,964	27.2%	141,995	27.0%
Age 20 to 64 years	164,855	62.2%	156,766	60.1%	321,621	61.1%
Age 65 years Plus	29,282	11.0%	33,093	12.7%	62,375	11.9%

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	257,339	49.3%	254,951	49.4%	512,290	49.3%
Age 0 to 4 yrs	20,051	7.8%	18,755	7.4%	38,806	7.6%
Age 5 to 9 yrs	19,115	7.4%	18,384	7.2%	37,499	7.3%
Age 10 to 14 yrs	18,265	7.1%	17,429	6.8%	35,695	7.0%
Age 15 to 19 yrs	16,912	6.6%	19,522	7.7%	36,433	7.1%
Age 20 to 24 yrs	16,922	6.6%	21,448	8.4%	38,370	7.5%
Age 25 to 29 yrs	19,519	7.6%	18,749	7.4%	38,268	7.5%
Age 30 to 34 yrs	19,784	7.7%	18,373	7.2%	38,157	7.4%
Age 35 to 39 yrs	20,297	7.9%	18,675	7.3%	38,972	7.6%
Age 40 to 44 yrs	20,160	7.8%	18,575	7.3%	38,734	7.6%
Age 45 to 49 yrs	20,226	7.9%	18,440	7.2%	38,665	7.5%
Age 50 to 54 yrs	18,785	7.3%	16,953	6.6%	35,738	7.0%
Age 55 to 59 yrs	15,309	5.9%	14,385	5.6%	29,694	5.8%
Age 60 to 64 yrs	10,983	4.3%	11,431	4.5%	22,414	4.4%
Age 65 to 69 yrs	7,363	2.9%	8,180	3.2%	15,542	3.0%
Age 70 to 74 yrs	5,096	2.0%	5,962	2.3%	11,058	2.2%
Age 75 to 79 yrs	3,779	1.5%	4,372	1.7%	8,151	1.6%
Age 80 to 84 yrs	2,599	1.0%	2,946	1.2%	5,545	1.1%
Age 85 yrs plus	2,176	0.8%	2,372	0.9%	4,548	0.9%
Male Median Age	34.5 yrs		33.7 yrs		34.1 yrs	
Age 19 yrs or less	74,342	28.9%	74,091	29.1%	148,433	29.0%
Age 20 to 64 years	161,984	62.9%	157,029	61.6%	319,013	62.3%
Age 65 years Plus	21,012	8.2%	23,832	9.3%	44,844	8.8%
Males per 100 Females (2010)						
Overall Comparison	97		98		97	
Age 0 to 4 yrs	105	51.2%	104	51.0%	105	51.1%
Age 5 to 9 yrs	104	50.9%	105	51.2%	104	51.1%
Age 10 to 14 yrs	104	51.0%	104	51.0%	104	51.0%
Age 15 to 19 yrs	106	51.4%	105	51.2%	105	51.3%
Age 20 to 24 yrs	102	50.4%	110	52.4%	106	51.5%
Age 25 to 29 yrs	101	50.4%	106	51.4%	104	50.9%
Age 30 to 34 yrs	99	49.6%	101	50.3%	100	49.9%
Age 35 to 39 yrs	98	49.6%	100	50.1%	99	49.8%
Age 40 to 44 yrs	99	49.6%	102	50.5%	100	50.1%
Age 45 to 49 yrs	98	49.5%	101	50.2%	99	49.8%
Age 50 to 54 yrs	96	49.1%	95	48.7%	96	48.9%
Age 55 to 59 yrs	96	48.9%	92	48.0%	94	48.4%
Age 60 to 64 yrs	94	48.4%	89	47.1%	91	47.7%
Age 65 to 69 yrs	87	46.6%	84	45.5%	85	46.0%
Age 70 to 74 yrs	81	44.7%	79	44.1%	80	44.4%
Age 75 to 79 yrs	74	42.6%	73	42.2%	74	42.4%
Age 80 to 84 yrs	60	37.5%	64	39.1%	62	38.3%
Age 85 yrs plus	43	29.8%	46	31.3%	44	30.6%
Age 19 yrs or less	105	51.1%	104	51.1%	105	51.1%
Age 20 to 39 yrs	100	50.0%	104	51.1%	102	50.5%
Age 40 to 64 yrs	97	49.2%	96	49.1%	97	49.1%
Age 65 years Plus	72	41.8%	72	41.9%	72	41.8%

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	204,171		199,656		403,827	
Households with Children	71,246	34.9%	66,781	33.4%	138,026	34.2%
Average Household Size	2.53		2.47		2.50	
Est. Household Density	421.14 <i>psm</i>		109.72 <i>psm</i>		314.74 <i>psm</i>	
Population Family	423,967	81.1%	394,736	76.5%	818,703	78.9%
Population Non-Family	91,750	17.6%	99,198	19.2%	190,947	18.4%
Population Group Qtrs	6,790	1.3%	21,840	4.2%	28,630	2.8%
Family Households	130,807	64.1%	123,995	62.1%	254,802	63.1%
<i>Married Couple Hhlds</i>	105,156	80.4%	89,062	71.8%	194,218	76.2%
<i>Other Family Hhlds</i>	25,651	19.6%	34,933	28.2%	60,584	23.8%
Family Households With Children	70,816	54.1%	66,261	53.4%	137,078	53.8%
<i>Married Couple With Children</i>	53,024	74.9%	41,209	62.2%	94,232	68.7%
<i>Other Family Hhlds With Children</i>	17,792	25.1%	25,053	37.8%	42,845	31.3%
Family Households No Children	59,991	45.9%	57,733	46.6%	117,725	46.2%
<i>Married Couple No Children</i>	52,133	86.9%	47,853	82.9%	99,986	84.9%
<i>Other Family Households No Children</i>	7,858	13.1%	9,881	17.1%	17,739	15.1%
Average Family Household Size	3.24		3.18		3.21	
Average Family Income	\$112,082		\$82,711		\$97,789	
Median Family Income	\$91,955		\$68,953		\$80,761	
Non-Family Households	73,364	35.9%	75,661	37.9%	149,025	36.9%
Non-Family Hhlds With Children	430	0.6%	519	0.7%	949	0.6%
Non-Family Hhld No Children	72,934	99.4%	75,142	99.3%	148,076	99.4%
<i>N-F Hhld Lone Person No Children</i>	58,469	79.7%	60,323	79.7%	118,792	79.7%
Lone Male Householder	24,397	41.7%	26,772	44.4%	51,169	43.1%
Lone Female Householder	34,072	58.3%	33,551	55.6%	67,623	56.9%
<i>N-F Hhld 2+ Persons No Children</i>	14,465	19.7%	14,819	19.6%	29,284	19.7%
Average Non-Family Hhld Size	1.25		1.31		1.28	
Marital Status (2010)						
(15 Years or Older)	410,254		408,224		818,477	
Never Married	107,166	26.1%	128,481	31.5%	235,647	28.8%
Now Married	237,466	57.9%	200,914	49.2%	438,380	53.6%
Previously Married	65,621	16.0%	78,828	19.3%	144,450	17.6%
Separated	11,300	17.2%	13,925	17.7%	25,224	17.5%
Widowed	17,070	26.0%	22,171	28.1%	39,241	27.2%
Divorced	37,252	56.8%	42,732	54.2%	79,984	55.4%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	343,582		329,781		673,363	
Elementary (0 to 8)	4,803	1.4%	9,561	2.9%	14,364	2.1%
Some High School (9 to 11)	12,836	3.7%	27,005	8.2%	39,841	5.9%
High School Graduate (12)	69,083	20.1%	99,529	30.2%	168,612	25.0%
Some College (13 to 16)	64,309	18.7%	64,335	19.5%	128,644	19.1%
Associate Degree Only	23,654	6.9%	20,824	6.3%	44,479	6.6%
Bachelor Degree Only	108,542	31.6%	68,302	20.7%	176,845	26.3%
Graduate Degree	60,354	17.6%	40,224	12.2%	100,578	14.9%
Any College + (Some College or higher)	256,860	74.8%	193,686	58.7%	450,546	66.9%
College Degree + (Bachelor Degree or higher)	168,897	49.2%	108,526	32.9%	277,423	41.2%

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	227,119		225,921		453,039	
Housing Units, Occupied	204,171	89.9%	199,656	88.4%	403,827	89.1%
Housing Units, Owner-Occupied	136,889	67.0%	128,139	64.2%	265,028	65.6%
Housing Units, Renter-Occupied	67,282	33.0%	71,517	35.8%	138,799	34.4%
Housing Units, Vacant	22,948	9.2%	26,265	10.4%	49,212	9.8%
Total Housing Units (2000)	185,306		199,998		385,303	
Historical Annual Change (2000-2010)	41,813	2.3%	25,923	1.3%	67,736	1.8%
Household Size (2010)						
Total Households	204,171		199,656		403,827	
1 Person Household	58,469	28.6%	60,323	30.2%	118,792	29.4%
2 Person Households	61,710	30.2%	61,099	30.6%	122,809	30.4%
3 Person Households	29,828	14.6%	30,524	15.3%	60,353	14.9%
4 Person Households	35,119	17.2%	29,271	14.7%	64,390	15.9%
5 Person Households	13,777	6.7%	12,242	6.1%	26,019	6.4%
6 Person Households	3,883	1.9%	4,108	2.1%	7,991	2.0%
7+ Person Households	1,385	0.7%	2,089	1.0%	3,474	0.9%
Household Stability (2010)						
Total Households	204,171		199,656		403,827	
In current residence < 1 year	45,210	22.1%	38,686	19.4%	83,896	20.8%
In current residence 1-2 years	50,154	24.6%	50,007	25.0%	100,161	24.8%
In current residence 3-5 years	42,417	20.8%	39,054	19.6%	81,471	20.2%
In current residence 6-10 years	30,347	14.9%	29,218	14.6%	59,565	14.8%
In current residence > 10 years	36,042	17.7%	42,692	21.4%	78,734	19.5%
Turnover (% Annual Residential Turnover)		22.1%		19.4%		20.8%
Stability (% In Current Residence 5+ Years)		32.5%		36.0%		34.2%
Median Years in Residence	3.6 yrs		3.9 yrs		3.7 yrs	
Household Vehicles (2010)						
Total Vehicles Available	383,629		366,055		749,684	
Household: 0 Vehicles Available	9,397	4.6%	14,673	7.3%	24,070	6.0%
Household: 1 Vehicles Available	66,440	32.5%	71,225	35.7%	137,665	34.1%
Household: 2 Vehicles Available	89,879	44.0%	75,359	37.7%	165,238	40.9%
Household: 3+ Vehicles Available	38,454	18.8%	38,400	19.2%	76,854	19.0%
Average Per Household	1.9 Vehicles		1.8 Vehicles		1.9 Vehicles	
Owner Occupied Hhlds Vehicles	287,662	75.0%	264,931	72.4%	552,593	73.7%
Average Per Owner Household	2.1 Vehicles		2.1 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	95,967	25.0%	101,124	27.6%	197,091	26.3%
Average Per Renter Household	1.4 Vehicles		1.4 Vehicles		1.4 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	244,378		242,956		487,334	
Travel to Work in 14 Minutes or Less	60,904	24.9%	68,902	28.4%	129,807	26.6%
Travel to Work in 15 to 29 Minutes	108,553	44.4%	103,334	42.5%	211,887	43.5%
Travel to Work in 30 to 59 Minutes	58,126	23.8%	54,296	22.3%	112,422	23.1%
Travel to Work in 60 Minutes or More	7,942	3.2%	9,286	3.8%	17,228	3.5%
Work at Home	8,853	3.6%	7,137	2.9%	15,990	3.3%
Average Travel Time to Work	21.6 mins		21.1 mins		21.4 mins	

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COMPLETE PROFILE

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	244,378		242,956		487,334	
Drive to Work Alone	208,291	85.2%	194,870	80.2%	403,161	82.7%
Drive to Work in Carpool	18,287	7.5%	22,986	9.5%	41,274	8.5%
Travel to Work - Public Transportation	3,650	1.5%	7,078	2.9%	10,729	2.2%
Drive to Work on Motorcycle	113	-	122	0.1%	235	-
Bicycle to Work	406	0.2%	985	0.4%	1,391	0.3%
Walk to Work	3,775	1.5%	8,804	3.6%	12,579	2.6%
Other Means	1,002	0.4%	973	0.4%	1,975	0.4%
Work at Home	8,853	3.6%	7,137	2.9%	15,990	3.3%
Daytime Demos (2010)						
Total Number of Businesses	20,032		17,155		37,188	
Total Number of Employees	328,641		264,247		592,888	
Company Headqtrs: Businesses	29	0.1%	26	0.2%	55	0.1%
Company Headqtrs: Employees	8,020	2.4%	6,110	2.3%	14,130	2.4%
Employee Population per Business	16.4 to 1		15.4 to 1		15.9 to 1	
Residential Population per Business	26.1 to 1		30.1 to 1		27.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	462,623		419,453		882,075	
Labor Force (2010)						
Labor: Population Age 16+	403,018		401,140		804,158	
Unemployment Rate		6.2%		6.7%		6.5%
Labor Force Total: Males	196,325	48.7%	196,442	49.0%	392,767	48.8%
<i>Male civilian employed</i>	141,941	72.3%	129,148	65.7%	271,089	69.0%
<i>Male civilian unemployed</i>	13,479	6.9%	14,219	7.2%	27,697	7.1%
<i>Males in Armed Forces</i>	372	0.2%	304	0.2%	676	0.2%
<i>Males not in labor force</i>	40,533	20.6%	52,772	26.9%	93,304	23.8%
Labor Force Total: Females	206,693	51.3%	204,698	51.0%	411,391	51.2%
<i>Female civilian employed</i>	126,707	61.3%	116,397	56.9%	243,104	59.1%
<i>Female civilian unemployed</i>	11,460	5.5%	12,828	6.3%	24,289	5.9%
<i>Females in Armed Forces</i>	15	-	86	-	101	-
<i>Females not in labor force</i>	68,510	33.1%	75,387	36.8%	143,897	35.0%
Employment Force Change (2000-2010)	24,524	10.0%	2,868	1.2%	27,393	5.6%
Male Change (2000-2010)	12,866	10.0%	2,247	1.8%	15,113	5.9%
Female Change (2000-2010)	11,659	10.1%	621	0.5%	12,280	5.3%
Occupation (2000)						
Occupation: Population Age 16+	244,124		242,677		486,801	
Occupation Total: Males	129,076	52.9%	126,901	52.3%	255,977	52.6%
Occupation Total: Females	115,048	47.1%	115,776	47.7%	230,824	47.4%
Mgmt, Business, & Financial Operations	50,457	20.7%	33,956	14.0%	84,413	17.3%
Professional and Related	65,566	26.9%	53,431	22.0%	118,997	24.4%
Service	26,924	11.0%	35,176	14.5%	62,100	12.8%
Sales and Office	70,502	28.9%	68,725	28.3%	139,227	28.6%
Farming, Fishing, & Forestry	267	0.1%	630	0.3%	898	0.2%
Construction, Extraction, & Maintenance	12,459	5.1%	16,733	6.9%	29,192	6.0%
Production, Transport, & Material Moving	17,950	7.4%	34,025	14.0%	51,975	10.7%
White Collar		76.4%		64.3%		70.4%
Blue Collar		23.6%		35.7%		29.6%

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	185,306		199,998		385,303	
1 Detached Unit	108,042	58.3%	123,406	61.7%	231,448	60.1%
1 Attached Unit	13,877	7.5%	9,943	5.0%	23,820	6.2%
2 Units	5,319	2.9%	8,698	4.3%	14,017	3.6%
3 to 4 Units	13,739	7.4%	15,812	7.9%	29,551	7.7%
5 to 9 Units	19,764	10.7%	15,031	7.5%	34,795	9.0%
10 to 19 Units	10,306	5.6%	10,858	5.4%	21,164	5.5%
20 to 49 Units	5,476	3.0%	6,183	3.1%	11,660	3.0%
50 or more Units	7,289	3.9%	4,863	2.4%	12,152	3.2%
Mobile Home or Trailer	1,475	0.8%	5,157	2.6%	6,631	1.7%
Other Structure	17	-	48	-	65	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	7,190	3.9%	4,605	2.3%	11,795	3.1%
Homes Built 1995 to 1998	22,091	11.9%	15,203	7.6%	37,294	9.7%
Homes Built 1990 to 1994	21,500	11.6%	14,193	7.1%	35,693	9.3%
Homes Built 1980 to 1989	41,282	22.3%	20,568	10.3%	61,850	16.1%
Homes Built 1970 to 1979	35,460	19.1%	33,118	16.6%	68,578	17.8%
Homes Built 1960 to 1969	24,759	13.4%	30,293	15.1%	55,051	14.3%
Homes Built 1950 to 1959	12,099	6.5%	33,223	16.6%	45,322	11.8%
Homes Built 1940 to 1949	6,252	3.4%	15,602	7.8%	21,854	5.7%
Homes Built Before 1939	14,672	7.9%	33,194	16.6%	47,866	12.4%
Median Age of Homes	23.5 yrs		34.5 yrs		29.2 yrs	
Home Values (2000)						
Owner Specified Housing Units	102,947		102,054		205,001	
Home Values \$1,000,000 or More	292	0.3%	296	0.3%	588	0.3%
Home Values \$750,000 to \$999,999	380	0.4%	245	0.2%	624	0.3%
Home Values \$500,000 to \$749,999	1,488	1.4%	1,007	1.0%	2,494	1.2%
Home Values \$400,000 to \$499,999	2,073	2.0%	1,157	1.1%	3,229	1.6%
Home Values \$300,000 to \$399,999	5,443	5.3%	2,954	2.9%	8,397	4.1%
Home Values \$250,000 to \$299,999	6,879	6.7%	3,485	3.4%	10,364	5.1%
Home Values \$200,000 to \$249,999	12,188	11.8%	6,829	6.7%	19,018	9.3%
Home Values \$175,000 to \$199,999	9,283	9.0%	6,200	6.1%	15,483	7.6%
Home Values \$150,000 to \$174,999	13,942	13.5%	10,169	10.0%	24,111	11.8%
Home Values \$125,000 to \$149,999	17,298	16.8%	15,052	14.7%	32,350	15.8%
Home Values \$100,000 to \$124,999	17,244	16.8%	13,967	13.7%	31,211	15.2%
Home Values \$90,000 to \$99,999	6,665	6.5%	6,741	6.6%	13,406	6.5%
Home Values \$80,000 to \$89,999	4,340	4.2%	8,228	8.1%	12,568	6.1%
Home Values \$70,000 to \$79,999	2,384	2.3%	7,564	7.4%	9,948	4.9%
Home Values \$60,000 to \$69,999	1,474	1.4%	6,721	6.6%	8,195	4.0%
Home Values \$50,000 to \$59,999	765	0.7%	5,006	4.9%	5,771	2.8%
Home Values \$35,000 to \$49,999	464	0.5%	4,358	4.3%	4,822	2.4%
Home Values \$25,000 to \$34,999	178	0.2%	1,238	1.2%	1,416	0.7%
Home Values \$10,000 to \$24,999	141	0.1%	709	0.7%	850	0.4%
Home Values \$0 to \$9,999	27	-	129	0.1%	156	0.1%
Owner Occupied Median Home Value	\$170,024		\$131,566		\$150,879	
Renter Occupied Median Rent	\$581		\$422		\$499	
Average Property Value (2010)	\$217,319		\$181,383		\$199,552	

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Polaris Fashion Place	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$13.3 B		\$10.6 B		\$23.9 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$7.71 B		\$6.08 B		\$13.8 B	
<i>Total Retail Expenditures (2010)</i>	\$5.63 B		\$4.48 B		\$10.1 B	
Apparel (2010)	\$642 M		\$506 M		\$1.15 B	
Contributions (2010)	\$536 M		\$393 M		\$929 M	
Education (2010)	\$350 M		\$257 M		\$607 M	
Entertainment (2010)	\$753 M		\$589 M		\$1.34 B	
Food And Beverages (2010)	\$2.00 B		\$1.62 B		\$3.61 B	
Furnishings And Equipment (2010)	\$605 M		\$465 M		\$1.07 B	
Gifts (2010)	\$374 M		\$280 M		\$654 M	
Health Care (2010)	\$780 M		\$646 M		\$1.43 B	
Household Operations (2010)	\$506 M		\$379 M		\$884 M	
Miscellaneous Expenses (2010)	\$218 M		\$176 M		\$394 M	
Personal Care (2010)	\$192 M		\$153 M		\$346 M	
Personal Insurance (2010)	\$145 M		\$108 M		\$253 M	
Reading (2010)	\$44.0 M		\$34.7 M		\$78.7 M	
Shelter (2010)	\$2.59 B		\$2.04 B		\$4.63 B	
Tobacco (2010)	\$78.4 M		\$68.8 M		\$147 M	
Transportation (2010)	\$2.64 B		\$2.11 B		\$4.75 B	
Utilities (2010)	\$896 M		\$740 M		\$1.64 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$5,448		\$4,408		\$4,934	
<i>Total Non-Retail Expenditures (2010)</i>	\$3,149	57.8%	\$2,537	57.5%	\$2,846	57.7%
<i>Total Retail Expenditures (2010)</i>	\$2,299	42.2%	\$1,871	42.5%	\$2,088	42.3%
Apparel (2010)	\$262	4.8%	\$211	4.8%	\$237	4.8%
Contributions (2010)	\$219	4.0%	\$164	3.7%	\$192	3.9%
Education (2010)	\$143	2.6%	\$107	2.4%	\$125	2.5%
Entertainment (2010)	\$307	5.6%	\$246	5.6%	\$277	5.6%
Food And Beverages (2010)	\$815	15.0%	\$675	15.3%	\$746	15.1%
Furnishings And Equipment (2010)	\$247	4.5%	\$194	4.4%	\$221	4.5%
Gifts (2010)	\$153	2.8%	\$117	2.7%	\$135	2.7%
Health Care (2010)	\$319	5.8%	\$269	6.1%	\$294	6.0%
Household Operations (2010)	\$206	3.8%	\$158	3.6%	\$182	3.7%
Miscellaneous Expenses (2010)	\$89	1.6%	\$74	1.7%	\$81	1.6%
Personal Care (2010)	\$78	1.4%	\$64	1.5%	\$71	1.4%
Personal Insurance (2010)	\$59	1.1%	\$45	1.0%	\$52	1.1%
Reading (2010)	\$18	0.3%	\$14	0.3%	\$16	0.3%
Shelter (2010)	\$1,058	19.4%	\$850	19.3%	\$955	19.4%
Tobacco (2010)	\$32	0.6%	\$29	0.7%	\$30	0.6%
Transportation (2010)	\$1,077	19.8%	\$881	20.0%	\$980	19.9%
Utilities (2010)	\$366	6.7%	\$309	7.0%	\$337	6.8%

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