

COMPLETE PROFILE

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



Lat/Lon: 39.6442/-82.6467

River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	130,166		254,840		385,006	
Census Population (1990)	114,724		178,747		293,471	
Census Population (2000)	122,133		220,374		342,507	
Projected Population (2015)	135,206		266,308		401,514	
Forecasted Population (2020)	142,429		291,763		434,192	
Historical Annual Change (1990-2000)	7,410	0.6%	41,627	2.3%	49,037	1.7%
Historical Annual Change (2000-2010)	8,033	0.7%	34,466	1.6%	42,499	1.2%
Projected Annual Change (2010-2015)	5,040	0.8%	11,468	0.9%	16,508	0.9%
Est. Population Density (2010)	168.96 <i>psm</i>		140.60 <i>psm</i>		160.97 <i>psm</i>	
Trade Area Size	770.41 <i>sq mi</i>		1,812.50 <i>sq mi</i>		2,391.78 <i>sq mi</i>	
Households						
Estimated Households (2010)	49,267		93,002		142,268	
Census Households (1990)	42,153		63,912		106,065	
Census Households (2000)	46,741		82,798		129,540	
Projected Households (2015)	50,121		95,182		145,303	
Forecasted Households (2020)	51,955		101,996		153,951	
Historical Annual Change (1990-2000)	4,588	1.1%	18,886	3.0%	23,474	2.2%
Projected Annual Change (2000-2015)	3,380	0.5%	12,383	1.0%	15,763	0.8%
Average Household Income						
Est. Average Household Income (2010)	\$59,207		\$64,539		\$62,693	
Census Average Hhld Income (1990)	\$32,220		\$35,483		\$34,186	
Census Average Hhld Income (2000)	\$48,688		\$53,025		\$51,460	
Proj. Average Household Income (2015)	\$63,634		\$68,942		\$67,111	
Historical Annual Change (1990-2000)	\$16,468	5.1%	\$17,542	4.9%	\$17,274	5.1%
Projected Annual Change (2000-2015)	\$14,945	2.0%	\$15,917	2.0%	\$15,651	2.0%
Median Household Income						
Est. Median Household Income (2010)	\$48,083		\$55,555		\$52,968	
Census Median Hhld Income (1990)	\$27,637		\$31,233		\$29,804	
Census Median Hhld Income (2000)	\$41,105		\$46,719		\$44,693	
Proj. Median Household Income (2015)	\$51,019		\$58,655		\$56,021	
Historical Annual Change (1990-2000)	\$13,468	4.9%	\$15,486	5.0%	\$14,889	5.0%
Projected Annual Change (2000-2015)	\$9,914	1.6%	\$11,936	1.7%	\$11,328	1.7%
Per Capita Income						
Est. Per Capita Income (2010)	\$23,137		\$24,216		\$23,851	
Census Per Capita Income (1990)	\$11,839		\$12,687		\$12,356	
Census Per Capita Income (2000)	\$18,509		\$19,878		\$19,390	
Proj. Per Capita Income (2015)	\$24,403		\$25,366		\$25,042	
Historical Annual Change (1990-2000)	\$6,670	5.6%	\$7,191	5.7%	\$7,035	5.7%
Projected Annual Change (2000-2015)	\$5,894	2.1%	\$5,488	1.8%	\$5,652	1.9%
Other Income						
Est. Median Disposable Income (2010)	\$40,807		\$46,240		\$44,359	
Proj. Median Disposable Income (2015)	\$42,926		\$48,494		\$46,574	
Est. Average Household Net Worth (2010)	\$405,047		\$436,916		\$425,880	

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	579	1.2%	1,218	1.3%	1,797	1.3%
HH Income \$150,000 to 199,999	1,003	2.0%	2,702	2.9%	3,704	2.6%
HH Income \$125,000 to 149,999	1,669	3.4%	3,359	3.6%	5,027	3.5%
HH Income \$100,000 to 124,999	2,879	5.8%	8,556	9.2%	11,435	8.0%
HH Income \$75,000 to 99,999	6,259	12.7%	13,541	14.6%	19,800	13.9%
HH Income \$50,000 to 74,999	10,034	20.4%	20,454	22.0%	30,488	21.4%
HH Income \$35,000 to 49,999	8,279	16.8%	14,010	15.1%	22,289	15.7%
HH Income \$25,000 to 34,999	6,108	12.4%	10,411	11.2%	16,520	11.6%
HH Income \$15,000 to 24,999	5,963	12.1%	9,045	9.7%	15,008	10.5%
HH Income \$10,000 to 14,999	3,091	6.3%	4,251	4.6%	7,342	5.2%
HH Income \$0 to 9,999	3,403	6.9%	5,455	5.9%	8,858	6.2%
HH Income \$35,000+	30,701	62.3%	63,839	68.6%	94,541	66.5%
HH Income \$50,000+	22,423	45.5%	49,829	53.6%	72,252	50.8%
HH Income \$75,000+	12,389	25.1%	29,375	31.6%	41,764	29.4%
Race & Ethnicity (2010)						
Total Population	130,166		254,840		385,006	
White	123,331	94.7%	223,026	87.5%	346,357	90.0%
Black or African American	4,255	3.3%	23,689	9.3%	27,944	7.3%
American Indian & Alaska Native	352	0.3%	840	0.3%	1,192	0.3%
Asian	684	0.5%	3,286	1.3%	3,971	1.0%
Hawaiian & Pacific Islander	23	-	89	-	111	-
Other Race	201	0.2%	788	0.3%	989	0.3%
Two or More Races	1,320	1.0%	3,123	1.2%	4,443	1.2%
Not Hispanic or Latino Population	128,769	98.9%	249,888	98.1%	378,657	98.4%
Non Hispanic: White	121,982	94.7%	218,936	87.6%	340,919	90.0%
Non Hispanic: Black or African American	4,211	3.3%	22,970	9.2%	27,181	7.2%
Non Hispanic: Amer Indian & AK Native	352	0.3%	834	0.3%	1,186	0.3%
Non Hispanic: Asian	683	0.5%	3,192	1.3%	3,874	1.0%
Non Hispanic: Hawaiian & Pacific Islander	23	-	89	-	111	-
Non Hispanic: Other Race	200	0.2%	787	0.3%	987	0.3%
Non Hispanic: Two or More Races	1,318	1.0%	3,081	1.2%	4,399	1.2%
Hispanic or Latino Population	1,397	1.1%	4,952	1.9%	6,349	1.6%
Hispanic: White	1,349	96.5%	4,089	82.6%	5,438	85.6%
Hispanic: Black or African American	44	3.2%	719	14.5%	763	12.0%
Hispanic: American Indian & Alaska Native	-	-	6	0.1%	6	0.1%
Hispanic: Asian	1	0.1%	95	1.9%	96	1.5%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	1	0.1%	1	-	2	-
Hispanic: Two or More Races	2	0.1%	42	0.8%	44	0.7%
Not of Hispanic Origin Population (1990)	114,246	99.6%	177,735	99.4%	291,980	99.5%
Hispanic Origin Population (1990)	478	0.4%	1,013	0.6%	1,490	0.5%
Not Hispanic or Latino Population (2000)	121,335	99.3%	218,082	99.0%	339,417	99.1%
Hispanic or Latino Population (2000)	798	0.7%	2,292	1.0%	3,090	0.9%
Not Hispanic or Latino Population 5yr (2015)	133,549	98.8%	259,998	97.6%	393,547	98.0%
Hispanic or Latino Population 5yr (2015)	1,656	1.2%	6,310	2.4%	7,966	2.0%
Historical Annual Change (1990-2000)	320	6.7%	1,280	12.6%	1,600	10.7%
Projected Annual Change (2000-2015)	858	7.2%	4,018	11.7%	4,876	10.5%

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	130,166		254,840		385,006	
Age 0 to 4 yrs	8,614	6.6%	19,096	7.5%	27,711	7.2%
Age 5 to 9 yrs	7,649	5.9%	17,585	6.9%	25,234	6.6%
Age 10 to 14 yrs	8,054	6.2%	17,268	6.8%	25,322	6.6%
Age 15 to 19 yrs	8,489	6.5%	16,357	6.4%	24,846	6.5%
Age 20 to 24 yrs	8,432	6.5%	15,110	5.9%	23,542	6.1%
Age 25 to 29 yrs	9,582	7.4%	18,540	7.3%	28,121	7.3%
Age 30 to 34 yrs	8,618	6.6%	18,952	7.4%	27,570	7.2%
Age 35 to 39 yrs	7,739	5.9%	18,497	7.3%	26,236	6.8%
Age 40 to 44 yrs	8,164	6.3%	18,445	7.2%	26,608	6.9%
Age 45 to 49 yrs	8,910	6.8%	18,969	7.4%	27,879	7.2%
Age 50 to 54 yrs	9,339	7.2%	18,774	7.4%	28,113	7.3%
Age 55 to 59 yrs	8,616	6.6%	16,133	6.3%	24,749	6.4%
Age 60 to 64 yrs	7,638	5.9%	12,659	5.0%	20,297	5.3%
Age 65 to 69 yrs	6,367	4.9%	9,535	3.7%	15,902	4.1%
Age 70 to 74 yrs	4,898	3.8%	7,008	2.8%	11,906	3.1%
Age 75 to 79 yrs	3,676	2.8%	5,123	2.0%	8,799	2.3%
Age 80 to 84 yrs	2,702	2.1%	3,488	1.4%	6,190	1.6%
Age 85 yrs plus	2,680	2.1%	3,301	1.3%	5,981	1.6%
Median Age	38.0 yrs		35.9 yrs		36.6 yrs	
Age 19 yrs or less	32,806	25.2%	70,306	27.6%	103,113	26.8%
Age 20 to 64 years	77,036	59.2%	156,079	61.2%	233,115	60.5%
Age 65 years Plus	20,323	15.6%	28,455	11.2%	48,778	12.7%
Female Age Distribution (2010)						
Female Population	65,793		126,662		192,455	
Age 0 to 4 yrs	4,118	6.3%	9,333	7.4%	13,451	7.0%
Age 5 to 9 yrs	3,735	5.7%	8,565	6.8%	12,300	6.4%
Age 10 to 14 yrs	3,879	5.9%	8,475	6.7%	12,354	6.4%
Age 15 to 19 yrs	4,003	6.1%	7,925	6.3%	11,928	6.2%
Age 20 to 24 yrs	4,086	6.2%	7,181	5.7%	11,267	5.9%
Age 25 to 29 yrs	4,620	7.0%	8,967	7.1%	13,588	7.1%
Age 30 to 34 yrs	4,175	6.3%	9,247	7.3%	13,422	7.0%
Age 35 to 39 yrs	3,781	5.7%	8,984	7.1%	12,766	6.6%
Age 40 to 44 yrs	4,066	6.2%	8,835	7.0%	12,901	6.7%
Age 45 to 49 yrs	4,463	6.8%	9,259	7.3%	13,722	7.1%
Age 50 to 54 yrs	4,798	7.3%	9,303	7.3%	14,101	7.3%
Age 55 to 59 yrs	4,531	6.9%	8,087	6.4%	12,619	6.6%
Age 60 to 64 yrs	4,003	6.1%	6,514	5.1%	10,517	5.5%
Age 65 to 69 yrs	3,377	5.1%	4,939	3.9%	8,316	4.3%
Age 70 to 74 yrs	2,641	4.0%	3,784	3.0%	6,424	3.3%
Age 75 to 79 yrs	2,056	3.1%	2,915	2.3%	4,971	2.6%
Age 80 to 84 yrs	1,641	2.5%	2,118	1.7%	3,759	2.0%
Age 85 yrs plus	1,818	2.8%	2,231	1.8%	4,049	2.1%
Female Median Age	39.8 yrs		36.8 yrs		37.8 yrs	
Age 19 yrs or less	15,736	23.9%	34,298	27.1%	50,034	26.0%
Age 20 to 64 years	38,524	58.6%	76,378	60.3%	114,902	59.7%
Age 65 years Plus	11,533	17.5%	15,986	12.6%	27,519	14.3%

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	64,373	49.5%	128,178	50.3%	192,551	50.0%
Age 0 to 4 yrs	4,497	7.0%	9,763	7.6%	14,260	7.4%
Age 5 to 9 yrs	3,914	6.1%	9,020	7.0%	12,934	6.7%
Age 10 to 14 yrs	4,174	6.5%	8,794	6.9%	12,968	6.7%
Age 15 to 19 yrs	4,486	7.0%	8,432	6.6%	12,918	6.7%
Age 20 to 24 yrs	4,346	6.8%	7,929	6.2%	12,275	6.4%
Age 25 to 29 yrs	4,961	7.7%	9,572	7.5%	14,534	7.5%
Age 30 to 34 yrs	4,443	6.9%	9,705	7.6%	14,148	7.3%
Age 35 to 39 yrs	3,957	6.1%	9,513	7.4%	13,470	7.0%
Age 40 to 44 yrs	4,098	6.4%	9,609	7.5%	13,707	7.1%
Age 45 to 49 yrs	4,447	6.9%	9,710	7.6%	14,158	7.4%
Age 50 to 54 yrs	4,540	7.1%	9,471	7.4%	14,012	7.3%
Age 55 to 59 yrs	4,085	6.3%	8,045	6.3%	12,130	6.3%
Age 60 to 64 yrs	3,635	5.6%	6,145	4.8%	9,779	5.1%
Age 65 to 69 yrs	2,990	4.6%	4,596	3.6%	7,586	3.9%
Age 70 to 74 yrs	2,257	3.5%	3,224	2.5%	5,482	2.8%
Age 75 to 79 yrs	1,621	2.5%	2,208	1.7%	3,828	2.0%
Age 80 to 84 yrs	1,061	1.6%	1,370	1.1%	2,431	1.3%
Age 85 yrs plus	861	1.3%	1,071	0.8%	1,932	1.0%
Male Median Age	36.3 yrs		35.1 yrs		35.5 yrs	
Age 19 yrs or less	17,071	26.5%	36,008	28.1%	53,079	27.6%
Age 20 to 64 years	38,512	59.8%	79,700	62.2%	118,213	61.4%
Age 65 years Plus	8,790	13.7%	12,469	9.7%	21,259	11.0%
Males per 100 Females (2010)						
Overall Comparison	98		101		100	
Age 0 to 4 yrs	109	52.2%	105	51.1%	106	51.5%
Age 5 to 9 yrs	105	51.2%	105	51.3%	105	51.3%
Age 10 to 14 yrs	108	51.8%	104	50.9%	105	51.2%
Age 15 to 19 yrs	112	52.8%	106	51.5%	108	52.0%
Age 20 to 24 yrs	106	51.5%	110	52.5%	109	52.1%
Age 25 to 29 yrs	107	51.8%	107	51.6%	107	51.7%
Age 30 to 34 yrs	106	51.6%	105	51.2%	105	51.3%
Age 35 to 39 yrs	105	51.1%	106	51.4%	106	51.3%
Age 40 to 44 yrs	101	50.2%	109	52.1%	106	51.5%
Age 45 to 49 yrs	100	49.9%	105	51.2%	103	50.8%
Age 50 to 54 yrs	95	48.6%	102	50.4%	99	49.8%
Age 55 to 59 yrs	90	47.4%	99	49.9%	96	49.0%
Age 60 to 64 yrs	91	47.6%	94	48.5%	93	48.2%
Age 65 to 69 yrs	89	47.0%	93	48.2%	91	47.7%
Age 70 to 74 yrs	85	46.1%	85	46.0%	85	46.0%
Age 75 to 79 yrs	79	44.1%	76	43.1%	77	43.5%
Age 80 to 84 yrs	65	39.3%	65	39.3%	65	39.3%
Age 85 yrs plus	47	32.1%	48	32.4%	48	32.3%
Age 19 yrs or less	108	52.0%	105	51.2%	106	51.5%
Age 20 to 39 yrs	106	51.5%	107	51.6%	107	51.6%
Age 40 to 64 yrs	95	48.8%	102	50.6%	100	50.0%
Age 65 years Plus	76	43.3%	78	43.8%	77	43.6%

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	49,267		93,002		142,268	
Households with Children	16,935	34.4%	34,547	37.1%	51,482	36.2%
Average Household Size	2.57		2.65		2.62	
Est. Household Density	63.95	<i>psm</i>	51.31	<i>psm</i>	59.48	<i>psm</i>
Population Family	109,537	84.2%	212,724	83.5%	322,262	83.7%
Population Non-Family	17,258	13.3%	33,887	13.3%	51,146	13.3%
Population Group Qtrs	3,371	2.6%	8,228	3.2%	11,599	3.0%
Family Households	34,928	70.9%	65,324	70.2%	100,253	70.5%
<i>Married Couple Hhlds</i>	27,102	77.6%	50,309	77.0%	77,411	77.2%
<i>Other Family Hhlds</i>	7,826	22.4%	15,016	23.0%	22,842	22.8%
Family Households With Children	16,788	48.1%	34,309	52.5%	51,097	51.0%
<i>Married Couple With Children</i>	11,333	67.5%	23,501	68.5%	34,834	68.2%
<i>Other Family Hhlds With Children</i>	5,455	32.5%	10,807	31.5%	16,263	31.8%
Family Households No Children	18,141	51.9%	31,015	47.5%	49,156	49.0%
<i>Married Couple No Children</i>	15,770	86.9%	26,807	86.4%	42,577	86.6%
<i>Other Family Households No Children</i>	2,371	13.1%	4,208	13.6%	6,579	13.4%
Average Family Household Size	3.14		3.26		3.21	
Average Family Income	\$69,429		\$73,824		\$72,293	
Median Family Income	\$58,130		\$64,784		\$62,466	
Non-Family Households	14,338	29.1%	27,678	29.8%	42,016	29.5%
Non-Family Hhlds With Children	147	1.0%	238	0.9%	385	0.9%
Non-Family Hhld No Children	14,191	99.0%	27,440	99.1%	41,631	99.1%
<i>N-F Hhld Lone Person No Children</i>	12,057	84.1%	22,351	80.8%	34,407	81.9%
Lone Male Householder	4,827	40.0%	9,555	42.8%	14,382	41.8%
Lone Female Householder	7,230	60.0%	12,796	57.2%	20,025	58.2%
<i>N-F Hhld 2+ Persons No Children</i>	2,135	14.9%	5,089	18.4%	7,223	17.2%
Average Non-Family Hhld Size	1.20		1.22		1.22	
Marital Status (2010)						
(15 Years or Older)	105,832		200,945		306,777	
Never Married	22,113	20.9%	46,387	23.1%	68,500	22.3%
Now Married	62,300	58.9%	114,587	57.0%	176,887	57.7%
Previously Married	21,419	20.2%	39,971	19.9%	61,390	20.0%
Separated	3,564	16.6%	6,087	15.2%	9,650	15.7%
Widowed	7,069	33.0%	11,284	28.2%	18,353	29.9%
Divorced	10,786	50.4%	22,600	56.5%	33,386	54.4%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	88,928		169,424		258,351	
Elementary (0 to 8)	2,528	2.8%	4,582	2.7%	7,110	2.8%
Some High School (9 to 11)	8,128	9.1%	15,491	9.1%	23,619	9.1%
High School Graduate (12)	40,036	45.0%	64,259	37.9%	104,295	40.4%
Some College (13 to 16)	17,880	20.1%	34,577	20.4%	52,457	20.3%
Associate Degree Only	6,700	7.5%	13,239	7.8%	19,939	7.7%
Bachelor Degree Only	8,973	10.1%	25,381	15.0%	34,354	13.3%
Graduate Degree	4,683	5.3%	11,894	7.0%	16,578	6.4%
Any College + (Some College or higher)	38,236	43.0%	85,091	50.2%	123,327	47.7%
College Degree + (Bachelor Degree or higher)	13,656	15.4%	37,276	22.0%	50,932	19.7%

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	53,413		104,419		157,832	
Housing Units, Occupied	49,267	92.2%	93,002	89.1%	142,268	90.1%
Housing Units, Owner-Occupied	35,681	72.4%	67,348	72.4%	103,029	72.4%
Housing Units, Renter-Occupied	13,586	27.6%	25,653	27.6%	39,239	27.6%
Housing Units, Vacant	4,146	7.2%	11,417	9.9%	15,563	9.0%
Total Housing Units (2000)	49,712		89,131		138,843	
Historical Annual Change (2000-2010)	3,700	0.7%	15,288	1.7%	18,989	1.4%
Household Size (2010)						
Total Households	49,267		93,002		142,268	
1 Person Household	12,057	24.5%	22,351	24.0%	34,407	24.2%
2 Person Households	16,585	33.7%	28,825	31.0%	45,410	31.9%
3 Person Households	8,157	16.6%	15,342	16.5%	23,498	16.5%
4 Person Households	7,657	15.5%	16,520	17.8%	24,177	17.0%
5 Person Households	3,296	6.7%	6,935	7.5%	10,231	7.2%
6 Person Households	1,027	2.1%	2,128	2.3%	3,155	2.2%
7+ Person Households	489	1.0%	902	1.0%	1,391	1.0%
Household Stability (2010)						
Total Households	49,267		93,002		142,268	
In current residence < 1 year	8,148	16.5%	17,689	19.0%	25,837	18.2%
In current residence 1-2 years	11,449	23.2%	23,759	25.5%	35,208	24.7%
In current residence 3-5 years	8,571	17.4%	19,334	20.8%	27,905	19.6%
In current residence 6-10 years	6,948	14.1%	13,497	14.5%	20,445	14.4%
In current residence > 10 years	14,151	28.7%	18,723	20.1%	32,874	23.1%
Turnover (% Annual Residential Turnover)		16.5%		19.0%		18.2%
Stability (% In Current Residence 5+ Years)		42.8%		34.6%		37.5%
Median Years in Residence	4.5 yrs		3.7 yrs		4.0 yrs	
Household Vehicles (2010)						
Total Vehicles Available	99,075		187,519		286,594	
Household: 0 Vehicles Available	2,753	5.6%	3,655	3.9%	6,408	4.5%
Household: 1 Vehicles Available	13,959	28.3%	27,240	29.3%	41,199	29.0%
Household: 2 Vehicles Available	19,459	39.5%	39,070	42.0%	58,529	41.1%
Household: 3+ Vehicles Available	13,096	26.6%	23,037	24.8%	36,133	25.4%
Average Per Household	2.0 Vehicles		2.0 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	79,677	80.4%	149,197	79.6%	228,874	79.9%
Average Per Owner Household	2.2 Vehicles		2.2 Vehicles		2.2 Vehicles	
Renter Occupied Hhlds Vehicles	19,398	19.6%	38,322	20.4%	57,720	20.1%
Average Per Renter Household	1.4 Vehicles		1.5 Vehicles		1.5 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	57,143		106,544		163,687	
Travel to Work in 14 Minutes or Less	17,862	31.3%	25,824	24.2%	43,686	26.7%
Travel to Work in 15 to 29 Minutes	15,130	26.5%	39,783	37.3%	54,913	33.5%
Travel to Work in 30 to 59 Minutes	16,500	28.9%	30,250	28.4%	46,750	28.6%
Travel to Work in 60 Minutes or More	5,997	10.5%	7,986	7.5%	13,983	8.5%
Work at Home	1,655	2.9%	2,700	2.5%	4,355	2.7%
Average Travel Time to Work	26.7 mins		25.3 mins		25.8 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Lat/Lon: 39.6442/-82.6467

River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	57,143		106,544		163,687	
Drive to Work Alone	47,560	83.2%	90,174	84.6%	137,734	84.1%
Drive to Work in Carpool	6,270	11.0%	10,809	10.1%	17,079	10.4%
Travel to Work - Public Transportation	210	0.4%	720	0.7%	930	0.6%
Drive to Work on Motorcycle	48	0.1%	79	0.1%	127	0.1%
Bicycle to Work	43	0.1%	127	0.1%	171	0.1%
Walk to Work	1,153	2.0%	1,473	1.4%	2,625	1.6%
Other Means	204	0.4%	460	0.4%	665	0.4%
Work at Home	1,655	2.9%	2,700	2.5%	4,355	2.7%
Daytime Demos (2010)						
Total Number of Businesses	4,904		6,981		11,886	
Total Number of Employees	56,509		91,794		148,303	
Company Headqtrs: Businesses	7	0.1%	13	0.2%	21	0.2%
Company Headqtrs: Employees	1,041	1.8%	1,476	1.6%	2,517	1.7%
Employee Population per Business	11.5 to 1		13.1 to 1		12.5 to 1	
Residential Population per Business	26.5 to 1		36.5 to 1		32.4 to 1	
Est. Adj. Daytime Demographics (Age16+)	102,791		170,638		273,429	
Labor Force (2010)						
Labor: Population Age 16+	104,203		197,510		301,713	
Unemployment Rate		7.0%		6.2%		6.5%
Labor Force Total: Males	50,926	48.9%	98,834	50.0%	149,760	49.6%
<i>Male civilian employed</i>	30,434	59.8%	62,170	62.9%	92,604	61.8%
<i>Male civilian unemployed</i>	3,845	7.5%	6,476	6.6%	10,321	6.9%
<i>Males in Armed Forces</i>	195	0.4%	238	0.2%	433	0.3%
<i>Males not in labor force</i>	16,452	32.3%	29,950	30.3%	46,402	31.0%
Labor Force Total: Females	53,277	51.1%	98,676	50.0%	151,953	50.4%
<i>Female civilian employed</i>	27,267	51.2%	56,182	56.9%	83,449	54.9%
<i>Female civilian unemployed</i>	3,479	6.5%	5,710	5.8%	9,189	6.0%
<i>Females in Armed Forces</i>	26	-	76	0.1%	101	0.1%
<i>Females not in labor force</i>	22,506	42.2%	36,708	37.2%	59,214	39.0%
Employment Force Change (2000-2010)	647	1.1%	11,994	11.3%	12,642	7.7%
Male Change (2000-2010)	-107	-0.3%	5,460	9.6%	5,353	6.1%
Female Change (2000-2010)	754	2.8%	6,535	13.2%	7,289	9.6%
Occupation (2000)						
Occupation: Population Age 16+	57,054		106,357		163,411	
Occupation Total: Males	30,541	53.5%	56,710	53.3%	87,251	53.4%
Occupation Total: Females	26,513	46.5%	49,647	46.7%	76,160	46.6%
Mgmt, Business, & Financial Operations	6,217	10.9%	14,596	13.7%	20,813	12.7%
Professional and Related	8,674	15.2%	18,532	17.4%	27,206	16.6%
Service	8,587	15.1%	14,596	13.7%	23,183	14.2%
Sales and Office	15,055	26.4%	29,395	27.6%	44,450	27.2%
Farming, Fishing, & Forestry	197	0.3%	405	0.4%	602	0.4%
Construction, Extraction, & Maintenance	7,042	12.3%	10,379	9.8%	17,421	10.7%
Production, Transport, & Material Moving	11,281	19.8%	18,454	17.4%	29,736	18.2%
White Collar		52.5%		58.8%		56.6%
Blue Collar		47.5%		41.2%		43.4%

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	49,712		89,131		138,843	
1 Detached Unit	37,982	76.4%	60,974	68.4%	98,956	71.3%
1 Attached Unit	713	1.4%	2,903	3.3%	3,616	2.6%
2 Units	2,177	4.4%	2,258	2.5%	4,435	3.2%
3 to 4 Units	2,068	4.2%	3,736	4.2%	5,804	4.2%
5 to 9 Units	2,013	4.0%	4,686	5.3%	6,699	4.8%
10 to 19 Units	512	1.0%	2,747	3.1%	3,259	2.3%
20 to 49 Units	522	1.0%	1,445	1.6%	1,967	1.4%
50 or more Units	373	0.7%	1,193	1.3%	1,566	1.1%
Mobile Home or Trailer	3,328	6.7%	9,090	10.2%	12,418	8.9%
Other Structure	26	0.1%	97	0.1%	123	0.1%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	688	1.4%	3,123	3.5%	3,810	2.7%
Homes Built 1995 to 1998	3,573	7.2%	11,697	13.1%	15,270	11.0%
Homes Built 1990 to 1994	3,690	7.4%	10,232	11.5%	13,922	10.0%
Homes Built 1980 to 1989	4,652	9.4%	12,810	14.4%	17,462	12.6%
Homes Built 1970 to 1979	9,013	18.1%	16,025	18.0%	25,038	18.0%
Homes Built 1960 to 1969	6,258	12.6%	9,235	10.4%	15,492	11.2%
Homes Built 1950 to 1959	6,005	12.1%	8,276	9.3%	14,281	10.3%
Homes Built 1940 to 1949	3,310	6.7%	4,060	4.6%	7,370	5.3%
Homes Built Before 1939	12,524	25.2%	13,674	15.3%	26,197	18.9%
Median Age of Homes	36.9 yrs		26.8 yrs		30.4 yrs	
Home Values (2000)						
Owner Specified Housing Units	27,741		47,400		75,141	
Home Values \$1,000,000 or More	27	0.1%	28	0.1%	55	0.1%
Home Values \$750,000 to \$999,999	-	-	8	-	8	-
Home Values \$500,000 to \$749,999	59	0.2%	17	0.1%	86	0.1%
Home Values \$400,000 to \$499,999	49	0.2%	140	0.3%	189	0.3%
Home Values \$300,000 to \$399,999	353	1.3%	517	1.1%	869	1.2%
Home Values \$250,000 to \$299,999	583	2.1%	1,018	2.1%	1,601	2.1%
Home Values \$200,000 to \$249,999	1,085	3.9%	2,701	5.7%	3,786	5.0%
Home Values \$175,000 to \$199,999	1,335	4.8%	2,904	6.1%	4,239	5.6%
Home Values \$150,000 to \$174,999	2,472	8.9%	5,288	11.2%	7,760	10.3%
Home Values \$125,000 to \$149,999	4,130	14.9%	8,494	17.9%	12,625	16.8%
Home Values \$100,000 to \$124,999	4,350	15.7%	8,212	17.3%	12,562	16.7%
Home Values \$90,000 to \$99,999	3,155	11.4%	4,169	8.8%	7,324	9.7%
Home Values \$80,000 to \$89,999	3,226	11.6%	4,092	8.6%	7,318	9.7%
Home Values \$70,000 to \$79,999	2,439	8.8%	2,849	6.0%	5,288	7.0%
Home Values \$60,000 to \$69,999	1,797	6.5%	2,355	5.0%	4,152	5.5%
Home Values \$50,000 to \$59,999	1,086	3.9%	1,666	3.5%	2,752	3.7%
Home Values \$35,000 to \$49,999	986	3.6%	1,597	3.4%	2,584	3.4%
Home Values \$25,000 to \$34,999	338	1.2%	690	1.5%	1,028	1.4%
Home Values \$10,000 to \$24,999	219	0.8%	545	1.2%	764	1.0%
Home Values \$0 to \$9,999	54	0.2%	98	0.2%	152	0.2%
Owner Occupied Median Home Value	\$109,171		\$119,237		\$115,521	
Renter Occupied Median Rent	\$277		\$406		\$361	
Average Property Value (2010)	\$119,140		\$129,202		\$125,718	

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River Valley Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$2.41 B		\$4.82 B		\$7.23 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$1.38 B		\$2.78 B		\$4.16 B	
<i>Total Retail Expenditures (2010)</i>	\$1.03 B		\$2.05 B		\$3.07 B	
Apparel (2010)	\$114 M		\$230 M		\$344 M	
Contributions (2010)	\$84.0 M		\$171 M		\$255 M	
Education (2010)	\$53.3 M		\$111 M		\$164 M	
Entertainment (2010)	\$134 M		\$269 M		\$403 M	
Food And Beverages (2010)	\$374 M		\$743 M		\$1.12 B	
Furnishings And Equipment (2010)	\$104 M		\$212 M		\$316 M	
Gifts (2010)	\$60.6 M		\$124 M		\$184 M	
Health Care (2010)	\$152 M		\$298 M		\$449 M	
Household Operations (2010)	\$83.0 M		\$169 M		\$252 M	
Miscellaneous Expenses (2010)	\$40.7 M		\$81.0 M		\$122 M	
Personal Care (2010)	\$35.1 M		\$70.0 M		\$105 M	
Personal Insurance (2010)	\$23.6 M		\$48.1 M		\$71.7 M	
Reading (2010)	\$7.87 M		\$15.7 M		\$23.6 M	
Shelter (2010)	\$462 M		\$927 M		\$1.39 B	
Tobacco (2010)	\$16.8 M		\$32.2 M		\$49.1 M	
Transportation (2010)	\$489 M		\$981 M		\$1.47 B	
Utilities (2010)	\$173 M		\$341 M		\$513 M	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,071		\$4,320		\$4,234	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,337	57.4%	\$2,488	57.6%	\$2,436	57.5%
<i>Total Retail Expenditures (2010)</i>	\$1,734	42.6%	\$1,833	42.4%	\$1,798	42.5%
Apparel (2010)	\$194	4.8%	\$206	4.8%	\$202	4.8%
Contributions (2010)	\$142	3.5%	\$153	3.5%	\$149	3.5%
Education (2010)	\$90	2.2%	\$99	2.3%	\$96	2.3%
Entertainment (2010)	\$226	5.6%	\$241	5.6%	\$236	5.6%
Food And Beverages (2010)	\$633	15.5%	\$666	15.4%	\$655	15.5%
Furnishings And Equipment (2010)	\$176	4.3%	\$190	4.4%	\$185	4.4%
Gifts (2010)	\$103	2.5%	\$111	2.6%	\$108	2.5%
Health Care (2010)	\$257	6.3%	\$267	6.2%	\$263	6.2%
Household Operations (2010)	\$140	3.4%	\$152	3.5%	\$148	3.5%
Miscellaneous Expenses (2010)	\$69	1.7%	\$73	1.7%	\$71	1.7%
Personal Care (2010)	\$59	1.5%	\$63	1.5%	\$62	1.5%
Personal Insurance (2010)	\$40	1.0%	\$43	1.0%	\$42	1.0%
Reading (2010)	\$13	0.3%	\$14	0.3%	\$14	0.3%
Shelter (2010)	\$782	19.2%	\$830	19.2%	\$814	19.2%
Tobacco (2010)	\$28	0.7%	\$29	0.7%	\$29	0.7%
Transportation (2010)	\$827	20.3%	\$879	20.3%	\$861	20.3%
Utilities (2010)	\$292	7.2%	\$305	7.1%	\$301	7.1%

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