

# COMPLETE PROFILE

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



Lat/Lon: 37.95255/-121.3385

Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Population</b>						
Estimated Population (2010)	355,198		145,483		500,681	
Census Population (1990)	273,920		112,446		386,366	
Census Population (2000)	309,314		126,313		435,628	
Projected Population (2015)	362,328		148,639		510,968	
Forecasted Population (2020)	391,683		161,004		552,687	
Historical Annual Change (1990-2000)	35,394	1.3%	13,867	1.2%	49,261	1.3%
Historical Annual Change (2000-2010)	45,883	1.5%	19,170	1.5%	65,053	1.5%
Projected Annual Change (2010-2015)	7,131	0.4%	3,156	0.4%	10,287	0.4%
Est. Population Density (2010)	907.14 <i>psm</i>		395.37 <i>psm</i>		670.92 <i>psm</i>	
Trade Area Size	391.56 <i>sq mi</i>		367.96 <i>sq mi</i>		746.27 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2010)	111,373		47,397		158,771	
Census Households (1990)	90,040		37,816		127,857	
Census Households (2000)	99,465		42,020		141,485	
Projected Households (2015)	115,819		49,273		165,091	
Forecasted Households (2020)	124,799		53,261		178,060	
Historical Annual Change (1990-2000)	9,424	1.0%	4,204	1.1%	13,629	1.1%
Projected Annual Change (2000-2015)	16,354	1.1%	7,252	1.2%	23,606	1.1%
<b>Average Household Income</b>						
Est. Average Household Income (2010)	\$64,699		\$72,510		\$67,031	
Census Average Hhld Income (1990)	\$34,936		\$40,564		\$36,600	
Census Average Hhld Income (2000)	\$47,791		\$54,995		\$49,931	
Proj. Average Household Income (2015)	\$71,244		\$80,152		\$73,903	
Historical Annual Change (1990-2000)	\$12,856	3.7%	\$14,431	3.6%	\$13,330	3.6%
Projected Annual Change (2000-2015)	\$23,453	3.3%	\$25,157	3.0%	\$23,972	3.2%
<b>Median Household Income</b>						
Est. Median Household Income (2010)	\$51,066		\$58,274		\$53,218	
Census Median Hhld Income (1990)	\$29,488		\$34,217		\$30,887	
Census Median Hhld Income (2000)	\$38,368		\$45,114		\$40,371	
Proj. Median Household Income (2015)	\$54,675		\$63,434		\$57,289	
Historical Annual Change (1990-2000)	\$8,880	3.0%	\$10,897	3.2%	\$9,485	3.1%
Projected Annual Change (2000-2015)	\$16,308	2.8%	\$18,320	2.7%	\$16,918	2.8%
<b>Per Capita Income</b>						
Est. Per Capita Income (2010)	\$21,319		\$24,856		\$22,346	
Census Per Capita Income (1990)	\$11,484		\$13,642		\$12,112	
Census Per Capita Income (2000)	\$15,302		\$18,147		\$16,127	
Proj. Per Capita Income (2015)	\$23,778		\$27,767		\$24,939	
Historical Annual Change (1990-2000)	\$3,818	3.3%	\$4,506	3.3%	\$4,015	3.3%
Projected Annual Change (2000-2015)	\$8,476	3.7%	\$9,620	3.5%	\$8,812	3.6%
<b>Other Income</b>						
Est. Median Disposable Income (2010)	\$42,646		\$48,332		\$44,343	
Proj. Median Disposable Income (2015)	\$45,219		\$52,016		\$47,247	
Est. Average Household Net Worth (2010)	\$449,639		\$500,308		\$464,765	

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Lat/Lon: 37.95255/-121.3385

Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Household Income Distribution (2010)</b>						
HH Income \$200,000 or More	3,071	2.8%	1,421	3.0%	4,492	2.8%
HH Income \$150,000 to 199,999	4,390	3.9%	2,239	4.7%	6,630	4.2%
HH Income \$125,000 to 149,999	4,466	4.0%	2,703	5.7%	7,169	4.5%
HH Income \$100,000 to 124,999	8,522	7.7%	4,175	8.8%	12,697	8.0%
HH Income \$75,000 to 99,999	12,023	10.8%	6,189	13.1%	18,212	11.5%
HH Income \$50,000 to 74,999	20,417	18.3%	9,823	20.7%	30,240	19.0%
HH Income \$35,000 to 49,999	16,435	14.8%	6,846	14.4%	23,281	14.7%
HH Income \$25,000 to 34,999	11,996	10.8%	4,793	10.1%	16,788	10.6%
HH Income \$15,000 to 24,999	13,720	12.3%	4,676	9.9%	18,396	11.6%
HH Income \$10,000 to 14,999	8,739	7.8%	2,618	5.5%	11,357	7.2%
HH Income \$0 to 9,999	7,593	6.8%	1,915	4.0%	9,508	6.0%
HH Income \$35,000+	69,325	62.2%	33,396	70.5%	102,721	64.7%
HH Income \$50,000+	52,890	47.5%	26,550	56.0%	79,440	50.0%
HH Income \$75,000+	32,473	29.2%	16,727	35.3%	49,200	31.0%
<b>Race &amp; Ethnicity (2010)</b>						
Total Population	355,198		145,483		500,681	
White	223,085	62.8%	121,505	83.5%	344,590	68.8%
Black or African American	40,310	11.3%	5,155	3.5%	45,466	9.1%
American Indian & Alaska Native	5,537	1.6%	1,996	1.4%	7,533	1.5%
Asian	69,394	19.5%	11,285	7.8%	80,679	16.1%
Hawaiian & Pacific Islander	2,193	0.6%	571	0.4%	2,763	0.6%
Other Race	10,685	3.0%	3,569	2.5%	14,254	2.8%
Two or More Races	3,994	1.1%	1,402	1.0%	5,396	1.1%
Not Hispanic or Latino Population	206,959	58.3%	94,053	64.6%	301,012	60.1%
Non Hispanic: White	137,108	66.2%	79,420	84.4%	216,528	71.9%
Non Hispanic: Black or African American	17,771	8.6%	2,683	2.9%	20,454	6.8%
Non Hispanic: Amer Indian & AK Native	3,365	1.6%	1,376	1.5%	4,742	1.6%
Non Hispanic: Asian	36,080	17.4%	5,975	6.4%	42,055	14.0%
Non Hispanic: Hawaiian & Pacific Islander	1,252	0.6%	360	0.4%	1,612	0.5%
Non Hispanic: Other Race	8,459	4.1%	3,188	3.4%	11,647	3.9%
Non Hispanic: Two or More Races	2,924	1.4%	1,050	1.1%	3,974	1.3%
Hispanic or Latino Population	148,239	41.7%	51,430	35.4%	199,669	39.9%
Hispanic: White	85,977	58.0%	42,085	81.8%	128,062	64.1%
Hispanic: Black or African American	22,539	15.2%	2,472	4.8%	25,012	12.5%
Hispanic: American Indian & Alaska Native	2,172	1.5%	619	1.2%	2,791	1.4%
Hispanic: Asian	33,314	22.5%	5,310	10.3%	38,624	19.3%
Hispanic: Hawaiian & Pacific Islander	940	0.6%	210	0.4%	1,151	0.6%
Hispanic: Other Race	2,226	1.5%	381	0.7%	2,607	1.3%
Hispanic: Two or More Races	1,070	0.7%	352	0.7%	1,422	0.7%
Not of Hispanic Origin Population (1990)	204,100	74.5%	90,041	80.1%	294,141	76.1%
Hispanic Origin Population (1990)	69,820	25.5%	22,405	19.9%	92,226	23.9%
Not Hispanic or Latino Population (2000)	204,634	66.2%	91,197	72.2%	295,831	67.9%
Hispanic or Latino Population (2000)	104,681	33.8%	35,116	27.8%	139,797	32.1%
Not Hispanic or Latino Population 5yr (2015)	200,794	55.4%	91,939	61.9%	292,733	57.3%
Hispanic or Latino Population 5yr (2015)	161,535	44.6%	56,700	38.1%	218,235	42.7%
Historical Annual Change (1990-2000)	34,860	5.0%	12,711	5.7%	47,571	5.2%
Projected Annual Change (2000-2015)	56,854	3.6%	21,584	4.1%	78,438	3.7%

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Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Age Distribution (2010)</b>						
Total Population	355,198		145,483		500,681	
Age 0 to 4 yrs	31,076	8.7%	11,264	7.7%	42,340	8.5%
Age 5 to 9 yrs	27,891	7.9%	10,381	7.1%	38,272	7.6%
Age 10 to 14 yrs	26,734	7.5%	10,469	7.2%	37,203	7.4%
Age 15 to 19 yrs	28,990	8.2%	11,396	7.8%	40,387	8.1%
Age 20 to 24 yrs	28,422	8.0%	10,633	7.3%	39,056	7.8%
Age 25 to 29 yrs	27,953	7.9%	10,506	7.2%	38,459	7.7%
Age 30 to 34 yrs	25,417	7.2%	10,107	6.9%	35,524	7.1%
Age 35 to 39 yrs	21,686	6.1%	9,635	6.6%	31,321	6.3%
Age 40 to 44 yrs	20,803	5.9%	9,713	6.7%	30,516	6.1%
Age 45 to 49 yrs	22,351	6.3%	9,727	6.7%	32,078	6.4%
Age 50 to 54 yrs	22,030	6.2%	9,160	6.3%	31,191	6.2%
Age 55 to 59 yrs	18,648	5.3%	8,124	5.6%	26,771	5.3%
Age 60 to 64 yrs	15,020	4.2%	6,764	4.6%	21,784	4.4%
Age 65 to 69 yrs	11,570	3.3%	5,293	3.6%	16,863	3.4%
Age 70 to 74 yrs	8,719	2.5%	3,838	2.6%	12,558	2.5%
Age 75 to 79 yrs	6,754	1.9%	3,073	2.1%	9,827	2.0%
Age 80 to 84 yrs	5,248	1.5%	2,529	1.7%	7,777	1.6%
Age 85 yrs plus	5,886	1.7%	2,870	2.0%	8,756	1.7%
Median Age	31.3 yrs		34.0 yrs		32.1 yrs	
Age 19 yrs or less	114,691	32.3%	43,510	29.9%	158,201	31.6%
Age 20 to 64 years	202,330	57.0%	84,370	58.0%	286,700	57.3%
Age 65 years Plus	38,177	10.7%	17,603	12.1%	55,780	11.1%
<b>Female Age Distribution (2010)</b>						
Female Population	179,912	50.7%	72,520	49.8%	252,432	50.4%
Age 0 to 4 yrs	15,147	8.4%	5,415	7.5%	20,562	8.1%
Age 5 to 9 yrs	13,684	7.6%	5,093	7.0%	18,777	7.4%
Age 10 to 14 yrs	13,098	7.3%	5,105	7.0%	18,203	7.2%
Age 15 to 19 yrs	14,114	7.8%	5,335	7.4%	19,449	7.7%
Age 20 to 24 yrs	14,017	7.8%	4,864	6.7%	18,880	7.5%
Age 25 to 29 yrs	13,728	7.6%	4,908	6.8%	18,636	7.4%
Age 30 to 34 yrs	12,464	6.9%	4,935	6.8%	17,399	6.9%
Age 35 to 39 yrs	10,892	6.1%	4,786	6.6%	15,678	6.2%
Age 40 to 44 yrs	10,517	5.8%	4,902	6.8%	15,418	6.1%
Age 45 to 49 yrs	11,543	6.4%	4,749	6.5%	16,292	6.5%
Age 50 to 54 yrs	11,426	6.4%	4,627	6.4%	16,052	6.4%
Age 55 to 59 yrs	9,709	5.4%	4,186	5.8%	13,895	5.5%
Age 60 to 64 yrs	7,803	4.3%	3,562	4.9%	11,365	4.5%
Age 65 to 69 yrs	6,139	3.4%	2,821	3.9%	8,960	3.5%
Age 70 to 74 yrs	4,860	2.7%	2,078	2.9%	6,937	2.7%
Age 75 to 79 yrs	3,839	2.1%	1,730	2.4%	5,569	2.2%
Age 80 to 84 yrs	3,175	1.8%	1,524	2.1%	4,699	1.9%
Age 85 yrs plus	3,759	2.1%	1,900	2.6%	5,660	2.2%
Female Median Age	32.5 yrs		35.4 yrs		33.3 yrs	
Age 19 yrs or less	56,043	31.2%	20,949	28.9%	76,991	30.5%
Age 20 to 64 years	102,097	56.7%	41,518	57.3%	143,615	56.9%
Age 65 years Plus	21,772	12.1%	10,053	13.9%	31,825	12.6%

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Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Male Age Distribution (2010)</b>						
Male Population	175,286	49.3%	72,963	50.2%	248,249	49.6%
Age 0 to 4 yrs	15,929	9.1%	5,849	8.0%	21,777	8.8%
Age 5 to 9 yrs	14,207	8.1%	5,288	7.2%	19,495	7.9%
Age 10 to 14 yrs	13,636	7.8%	5,364	7.4%	19,000	7.7%
Age 15 to 19 yrs	14,876	8.5%	6,061	8.3%	20,937	8.4%
Age 20 to 24 yrs	14,406	8.2%	5,770	7.9%	20,176	8.1%
Age 25 to 29 yrs	14,225	8.1%	5,598	7.7%	19,823	8.0%
Age 30 to 34 yrs	12,953	7.4%	5,172	7.1%	18,125	7.3%
Age 35 to 39 yrs	10,795	6.2%	4,849	6.6%	15,643	6.3%
Age 40 to 44 yrs	10,286	5.9%	4,811	6.6%	15,098	6.1%
Age 45 to 49 yrs	10,808	6.2%	4,978	6.8%	15,786	6.4%
Age 50 to 54 yrs	10,605	6.0%	4,534	6.2%	15,139	6.1%
Age 55 to 59 yrs	8,939	5.1%	3,938	5.4%	12,877	5.2%
Age 60 to 64 yrs	7,217	4.1%	3,203	4.4%	10,420	4.2%
Age 65 to 69 yrs	5,431	3.1%	2,472	3.4%	7,903	3.2%
Age 70 to 74 yrs	3,859	2.2%	1,761	2.4%	5,620	2.3%
Age 75 to 79 yrs	2,915	1.7%	1,343	1.8%	4,258	1.7%
Age 80 to 84 yrs	2,073	1.2%	1,005	1.4%	3,078	1.2%
Age 85 yrs plus	2,127	1.2%	970	1.3%	3,097	1.2%
Male Median Age	30.2 yrs		32.7 yrs		30.9 yrs	
Age 19 yrs or less	58,648	33.5%	22,562	30.9%	81,210	32.7%
Age 20 to 64 years	100,233	57.2%	42,852	58.7%	143,085	57.6%
Age 65 years Plus	16,405	9.4%	7,550	10.3%	23,955	9.6%
<b>Males per 100 Females (2010)</b>						
Overall Comparison	97		101		98	
Age 0 to 4 yrs	105	51.3%	108	51.9%	106	51.4%
Age 5 to 9 yrs	104	50.9%	104	50.9%	104	50.9%
Age 10 to 14 yrs	104	51.0%	105	51.2%	104	51.1%
Age 15 to 19 yrs	105	51.3%	114	53.2%	108	51.8%
Age 20 to 24 yrs	103	50.7%	119	54.3%	107	51.7%
Age 25 to 29 yrs	104	50.9%	114	53.3%	106	51.5%
Age 30 to 34 yrs	104	51.0%	105	51.2%	104	51.0%
Age 35 to 39 yrs	99	49.8%	101	50.3%	100	49.9%
Age 40 to 44 yrs	98	49.4%	98	49.5%	98	49.5%
Age 45 to 49 yrs	94	48.4%	105	51.2%	97	49.2%
Age 50 to 54 yrs	93	48.1%	98	49.5%	94	48.5%
Age 55 to 59 yrs	92	47.9%	94	48.5%	93	48.1%
Age 60 to 64 yrs	92	48.1%	90	47.3%	92	47.8%
Age 65 to 69 yrs	88	46.9%	88	46.7%	88	46.9%
Age 70 to 74 yrs	79	44.3%	85	45.9%	81	44.8%
Age 75 to 79 yrs	76	43.2%	78	43.7%	76	43.3%
Age 80 to 84 yrs	65	39.5%	66	39.7%	65	39.6%
Age 85 yrs plus	57	36.1%	51	33.8%	55	35.4%
Age 19 yrs or less	105	51.1%	108	51.9%	105	51.3%
Age 20 to 39 yrs	103	50.6%	110	52.3%	104	51.1%
Age 40 to 64 yrs	94	48.4%	97	49.4%	95	48.7%
Age 65 years Plus	75	43.0%	75	42.9%	75	42.9%

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Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Household Type (2010)</b>						
Total Households	111,373		47,397		158,771	
Households with Children	50,990	45.8%	20,505	43.3%	71,495	45.0%
Average Household Size	3.12		2.97		3.08	
Est. Household Density	284.44	<i>psm</i>	128.81	<i>psm</i>	212.75	<i>psm</i>
Population Family	307,757	86.6%	124,856	85.8%	432,613	86.4%
Population Non-Family	40,127	11.3%	15,830	10.9%	55,957	11.2%
Population Group Qtrs	7,313	2.1%	4,798	3.3%	12,111	2.4%
Family Households	80,774	72.5%	34,895	73.6%	115,669	72.9%
<i>Married Couple Hhlds</i>	52,995	65.6%	24,993	71.6%	77,988	67.4%
<i>Other Family Hhlds</i>	27,778	34.4%	9,903	28.4%	37,681	32.6%
Family Households With Children	50,404	62.4%	20,281	58.1%	70,686	61.1%
<i>Married Couple With Children</i>	30,170	59.9%	13,319	65.7%	43,488	61.5%
<i>Other Family Hhlds With Children</i>	20,235	40.1%	6,963	34.3%	27,198	38.5%
Family Households No Children	30,369	37.6%	14,614	41.9%	44,984	38.9%
<i>Married Couple No Children</i>	22,826	75.2%	11,674	79.9%	34,500	76.7%
<i>Other Family Households No Children</i>	7,544	24.8%	2,940	20.1%	10,484	23.3%
Average Family Household Size	3.81		3.58		3.74	
Average Family Income	\$73,216		\$82,181		\$75,921	
Median Family Income	\$59,252		\$67,675		\$61,793	
Non-Family Households	30,599	27.5%	12,502	26.4%	43,101	27.1%
Non-Family Hhlds With Children	586	1.9%	223	1.8%	809	1.9%
Non-Family Hhld No Children	30,013	98.1%	12,279	98.2%	42,292	98.1%
<i>N-F Hhld Lone Person No Children</i>	24,494	80.0%	10,100	80.8%	34,594	80.3%
Lone Male Householder	10,966	44.8%	4,378	43.3%	15,344	44.4%
Lone Female Householder	13,528	55.2%	5,722	56.7%	19,250	55.6%
<i>N-F Hhld 2+ Persons No Children</i>	5,519	18.0%	2,179	17.4%	7,698	17.9%
Average Non-Family Hhld Size	1.31		1.27		1.30	
<b>Marital Status (2010)</b>						
(15 Years or Older)	269,480		113,351		382,831	
Never Married	76,146	28.3%	26,479	23.4%	102,625	26.8%
Now Married	130,402	48.4%	59,177	52.2%	189,579	49.5%
Previously Married	62,932	23.4%	27,694	24.4%	90,626	23.7%
Separated	20,037	31.8%	9,525	34.4%	29,562	32.6%
Widowed	17,249	27.4%	6,984	25.2%	24,233	26.7%
Divorced	25,646	40.8%	11,185	40.4%	36,831	40.6%
<b>Educational Attainment (2010)</b>						
Adult Population (25 Years or Older)	212,085		91,340		303,424	
Elementary (0 to 8)	29,308	13.8%	8,707	9.5%	38,015	12.5%
Some High School (9 to 11)	26,073	12.3%	10,570	11.6%	36,643	12.1%
High School Graduate (12)	57,609	27.2%	29,488	32.3%	87,096	28.7%
Some College (13 to 16)	45,843	21.6%	20,992	23.0%	66,836	22.0%
Associate Degree Only	17,991	8.5%	7,630	8.4%	25,622	8.4%
Bachelor Degree Only	24,744	11.7%	10,024	11.0%	34,768	11.5%
Graduate Degree	10,516	5.0%	3,928	4.3%	14,444	4.8%
Any College + (Some College or higher)	99,095	46.7%	42,575	46.6%	141,670	46.7%
College Degree + (Bachelor Degree or higher)	35,260	16.6%	13,952	15.3%	49,212	16.2%

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Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Housing (2010)</b>						
Total Housing Units	121,951		51,345		173,296	
Housing Units, Occupied	111,373	91.3%	47,397	92.3%	158,771	91.6%
Housing Units, Owner-Occupied	64,011	57.5%	28,579	60.3%	92,590	58.3%
Housing Units, Renter-Occupied	47,362	42.5%	18,819	39.7%	66,181	41.7%
Housing Units, Vacant	10,577	8.0%	3,947	7.1%	14,525	7.7%
Total Housing Units (2000)	104,048		43,505		147,553	
Historical Annual Change (2000-2010)	17,903	1.7%	7,840	1.8%	25,742	1.7%
<b>Household Size (2010)</b>						
Total Households	111,373		47,397		158,771	
1 Person Household	24,494	22.0%	10,100	21.3%	34,594	21.8%
2 Person Households	28,218	25.3%	13,494	28.5%	41,712	26.3%
3 Person Households	16,468	14.8%	7,123	15.0%	23,591	14.9%
4 Person Households	18,627	16.7%	8,387	17.7%	27,014	17.0%
5 Person Households	11,318	10.2%	4,535	9.6%	15,853	10.0%
6 Person Households	6,037	5.4%	2,040	4.3%	8,076	5.1%
7+ Person Households	6,211	5.6%	1,720	3.6%	7,931	5.0%
<b>Household Stability (2010)</b>						
Total Households	111,373		47,397		158,771	
In current residence < 1 year	19,002	17.1%	7,787	16.4%	26,789	16.9%
In current residence 1-2 years	30,744	27.6%	12,970	27.4%	43,713	27.5%
In current residence 3-5 years	20,205	18.1%	8,510	18.0%	28,716	18.1%
In current residence 6-10 years	18,694	16.8%	7,770	16.4%	26,463	16.7%
In current residence > 10 years	22,728	20.4%	10,361	21.9%	33,089	20.8%
Turnover (% Annual Residential Turnover)		17.1%		16.4%		16.9%
Stability (% In Current Residence 5+ Years)		37.2%		38.3%		37.5%
Median Years in Residence	3.9 yrs		4.0 yrs		3.9 yrs	
<b>Household Vehicles (2010)</b>						
Total Vehicles Available	216,060		96,707		312,767	
Household: 0 Vehicles Available	8,454	7.6%	2,579	5.4%	11,033	6.9%
Household: 1 Vehicles Available	35,796	32.1%	14,205	30.0%	50,001	31.5%
Household: 2 Vehicles Available	39,886	35.8%	17,755	37.5%	57,641	36.3%
Household: 3+ Vehicles Available	27,237	24.5%	12,859	27.1%	40,096	25.3%
Average Per Household	1.9 Vehicles		2.0 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	146,127	67.6%	67,420	69.7%	213,547	68.3%
Average Per Owner Household	2.3 Vehicles		2.4 Vehicles		2.3 Vehicles	
Renter Occupied Hhlds Vehicles	69,933	32.4%	29,287	30.3%	99,220	31.7%
Average Per Renter Household	1.5 Vehicles		1.6 Vehicles		1.5 Vehicles	
<b>Travel Time (2000)</b>						
Worker Base (16 Years or Older)	112,766		51,928		164,694	
Travel to Work in 14 Minutes or Less	34,779	30.8%	18,154	35.0%	52,934	32.1%
Travel to Work in 15 to 29 Minutes	43,496	38.6%	15,921	30.7%	59,417	36.1%
Travel to Work in 30 to 59 Minutes	19,675	17.4%	9,707	18.7%	29,382	17.8%
Travel to Work in 60 Minutes or More	12,109	10.7%	6,630	12.8%	18,739	11.4%
Work at Home	2,707	2.4%	1,516	2.9%	4,223	2.6%
Average Travel Time to Work	25.1 mins		26.4 mins		25.5 mins	

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# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
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Lat/Lon: 37.95255/-121.3385

Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Transportation To Work (2000)</b>						
Work Base	112,766		51,928		164,694	
Drive to Work Alone	83,188	73.8%	39,676	76.4%	122,864	74.6%
Drive to Work in Carpool	20,302	18.0%	8,112	15.6%	28,414	17.3%
Travel to Work - Public Transportation	1,967	1.7%	412	0.8%	2,379	1.4%
Drive to Work on Motorcycle	117	0.1%	107	0.2%	224	0.1%
Bicycle to Work	881	0.8%	417	0.8%	1,299	0.8%
Walk to Work	2,400	2.1%	1,265	2.4%	3,665	2.2%
Other Means	1,204	1.1%	423	0.8%	1,627	1.0%
Work at Home	2,707	2.4%	1,516	2.9%	4,223	2.6%
<b>Daytime Demos (2010)</b>						
Total Number of Businesses	9,725		4,622		14,347	
Total Number of Employees	121,526		62,511		184,037	
Company Headqtrs: Businesses	7	0.1%	3	0.1%	10	0.1%
Company Headqtrs: Employees	604	0.5%	513	0.8%	1,118	0.6%
Employee Population per Business	12.5 to 1		13.5 to 1		12.8 to 1	
Residential Population per Business	36.5 to 1		31.5 to 1		34.9 to 1	
Est. Adj. Daytime Demographics (Age16+)	247,686		111,230		358,917	
<b>Labor Force (2010)</b>						
Labor: Population Age 16+	263,766		111,160		374,926	
Unemployment Rate		8.4%		6.0%		7.7%
Labor Force Total: Males	128,571	48.7%	55,319	49.8%	183,890	49.0%
<i>Male civilian employed</i>	74,391	57.9%	34,812	62.9%	109,203	59.4%
<i>Male civilian unemployed</i>	12,508	9.7%	3,754	6.8%	16,262	8.8%
<i>Males in Armed Forces</i>	161	0.1%	108	0.2%	268	0.1%
<i>Males not in labor force</i>	41,511	32.3%	16,645	30.1%	58,156	31.6%
Labor Force Total: Females	135,195	51.3%	55,842	50.2%	191,037	51.0%
<i>Female civilian employed</i>	63,054	46.6%	27,521	49.3%	90,575	47.4%
<i>Female civilian unemployed</i>	9,666	7.2%	2,941	5.3%	12,607	6.6%
<i>Females in Armed Forces</i>	-	-	-	-	-	-
<i>Females not in labor force</i>	62,474	46.2%	25,380	45.4%	87,854	46.0%
Employment Force Change (2000-2010)	24,772	22.0%	10,485	20.2%	35,257	21.4%
Male Change (2000-2010)	13,465	22.1%	5,860	20.2%	19,325	21.5%
Female Change (2000-2010)	11,307	21.9%	4,625	20.2%	15,932	21.3%
<b>Occupation (2000)</b>						
Occupation: Population Age 16+	112,673		51,848		164,521	
Occupation Total: Males	60,927	54.1%	28,952	55.8%	89,878	54.6%
Occupation Total: Females	51,747	45.9%	22,896	44.2%	74,643	45.4%
Mgmt, Business, & Financial Operations	10,778	9.6%	5,897	11.4%	16,675	10.1%
Professional and Related	18,535	16.5%	8,127	15.7%	26,662	16.2%
Service	17,755	15.8%	7,302	14.1%	25,056	15.2%
Sales and Office	30,603	27.2%	13,536	26.1%	44,139	26.8%
Farming, Fishing, & Forestry	5,171	4.6%	2,165	4.2%	7,336	4.5%
Construction, Extraction, & Maintenance	10,427	9.3%	5,858	11.3%	16,285	9.9%
Production, Transport, & Material Moving	19,404	17.2%	8,963	17.3%	28,367	17.2%
White Collar		53.2%		53.2%		53.2%
Blue Collar		46.8%		46.8%		46.8%

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# COMPLETE PROFILE

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Lat/Lon: 37.95255/-121.3385

Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Units In Structure (2000)</b>						
Total Units	104,048		43,505		147,553	
1 Detached Unit	66,994	64.4%	29,950	68.8%	96,944	65.7%
1 Attached Unit	7,300	7.0%	2,278	5.2%	9,578	6.5%
2 Units	3,222	3.1%	997	2.3%	4,219	2.9%
3 to 4 Units	5,710	5.5%	1,634	3.8%	7,344	5.0%
5 to 9 Units	3,752	3.6%	1,543	3.5%	5,294	3.6%
10 to 19 Units	3,062	2.9%	1,305	3.0%	4,368	3.0%
20 to 49 Units	2,870	2.8%	1,138	2.6%	4,008	2.7%
50 or more Units	7,336	7.1%	1,929	4.4%	9,265	6.3%
Mobile Home or Trailer	3,603	3.5%	2,620	6.0%	6,223	4.2%
Other Structure	199	0.2%	111	0.3%	310	0.2%
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	1,696	1.6%	1,314	3.0%	3,010	2.0%
Homes Built 1995 to 1998	5,522	5.3%	2,234	5.1%	7,756	5.3%
Homes Built 1990 to 1994	7,464	7.2%	3,023	6.9%	10,487	7.1%
Homes Built 1980 to 1989	16,455	15.8%	9,968	22.9%	26,424	17.9%
Homes Built 1970 to 1979	23,725	22.8%	9,223	21.2%	32,947	22.3%
Homes Built 1960 to 1969	15,667	15.1%	6,177	14.2%	21,844	14.8%
Homes Built 1950 to 1959	15,112	14.5%	5,213	12.0%	20,326	13.8%
Homes Built 1940 to 1949	9,451	9.1%	2,818	6.5%	12,269	8.3%
Homes Built Before 1939	8,956	8.6%	3,534	8.1%	12,490	8.5%
Median Age of Homes	31.5 yrs		27.8 yrs		30.4 yrs	
<b>Home Values (2000)</b>						
Owner Specified Housing Units	49,542		22,241		71,783	
Home Values \$1,000,000 or More	87	0.2%	67	0.3%	154	0.2%
Home Values \$750,000 to \$999,999	63	0.1%	18	0.1%	81	0.1%
Home Values \$500,000 to \$749,999	305	0.6%	118	0.5%	423	0.6%
Home Values \$400,000 to \$499,999	464	0.9%	254	1.1%	718	1.0%
Home Values \$300,000 to \$399,999	1,004	2.0%	760	3.4%	1,765	2.5%
Home Values \$250,000 to \$299,999	1,376	2.8%	959	4.3%	2,335	3.3%
Home Values \$200,000 to \$249,999	2,561	5.2%	2,495	11.2%	5,056	7.0%
Home Values \$175,000 to \$199,999	3,174	6.4%	2,495	11.2%	5,670	7.9%
Home Values \$150,000 to \$174,999	4,965	10.0%	3,795	17.1%	8,760	12.2%
Home Values \$125,000 to \$149,999	8,102	16.4%	5,022	22.6%	13,124	18.3%
Home Values \$100,000 to \$124,999	9,377	18.9%	3,747	16.8%	13,124	18.3%
Home Values \$90,000 to \$99,999	5,099	10.3%	1,106	5.0%	6,205	8.6%
Home Values \$80,000 to \$89,999	4,886	9.9%	677	3.0%	5,563	7.8%
Home Values \$70,000 to \$79,999	3,281	6.6%	282	1.3%	3,564	5.0%
Home Values \$60,000 to \$69,999	2,266	4.6%	97	0.4%	2,363	3.3%
Home Values \$50,000 to \$59,999	1,104	2.2%	145	0.7%	1,250	1.7%
Home Values \$35,000 to \$49,999	740	1.5%	89	0.4%	828	1.2%
Home Values \$25,000 to \$34,999	248	0.5%	61	0.3%	309	0.4%
Home Values \$10,000 to \$24,999	361	0.7%	53	0.2%	414	0.6%
Home Values \$0 to \$9,999	78	0.2%	-	-	78	0.1%
Owner Occupied Median Home Value	\$127,152		\$156,714		\$136,311	
Renter Occupied Median Rent	\$468		\$555		\$493	
Average Property Value (2010)	\$165,117		\$216,519		\$180,462	

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Lat/Lon: 37.95255/-121.3385

Weberstown Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Consumer Expenditure (Annual Total)</b>						
Total Household Expenditure (2010)	\$5.75 B		\$2.66 B		\$8.41 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$3.31 B		\$1.53 B		\$4.84 B	
<i>Total Retail Expenditures (2010)</i>	\$2.44 B		\$1.13 B		\$3.57 B	
Apparel (2010)	\$277 M		\$128 M		\$405 M	
Contributions (2010)	\$210 M		\$98.5 M		\$309 M	
Education (2010)	\$139 M		\$64.3 M		\$203 M	
Entertainment (2010)	\$320 M		\$149 M		\$469 M	
Food And Beverages (2010)	\$889 M		\$407 M		\$1.30 B	
Furnishings And Equipment (2010)	\$250 M		\$117 M		\$367 M	
Gifts (2010)	\$150 M		\$70.3 M		\$221 M	
Health Care (2010)	\$352 M		\$161 M		\$513 M	
Household Operations (2010)	\$206 M		\$96.2 M		\$302 M	
Miscellaneous Expenses (2010)	\$95.9 M		\$44.1 M		\$140 M	
Personal Care (2010)	\$83.6 M		\$38.6 M		\$122 M	
Personal Insurance (2010)	\$58.6 M		\$27.4 M		\$86.0 M	
Reading (2010)	\$18.7 M		\$8.68 M		\$27.4 M	
Shelter (2010)	\$1.11 B		\$514 M		\$1.62 B	
Tobacco (2010)	\$38.2 M		\$17.1 M		\$55.3 M	
Transportation (2010)	\$1.15 B		\$534 M		\$1.68 B	
Utilities (2010)	\$407 M		\$185 M		\$592 M	
<b>Consumer Expenditure (per Household per Month)</b>						
Total Household Expenditure (2010)	\$4,306		\$4,677		\$4,417	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,478	57.5%	\$2,696	57.6%	\$2,543	57.6%
<i>Total Retail Expenditures (2010)</i>	\$1,828	42.5%	\$1,981	42.4%	\$1,874	42.4%
Apparel (2010)	\$208	4.8%	\$225	4.8%	\$213	4.8%
Contributions (2010)	\$157	3.7%	\$173	3.7%	\$162	3.7%
Education (2010)	\$104	2.4%	\$113	2.4%	\$106	2.4%
Entertainment (2010)	\$240	5.6%	\$261	5.6%	\$246	5.6%
Food And Beverages (2010)	\$665	15.4%	\$716	15.3%	\$680	15.4%
Furnishings And Equipment (2010)	\$187	4.3%	\$206	4.4%	\$193	4.4%
Gifts (2010)	\$112	2.6%	\$124	2.6%	\$116	2.6%
Health Care (2010)	\$264	6.1%	\$283	6.1%	\$269	6.1%
Household Operations (2010)	\$154	3.6%	\$169	3.6%	\$158	3.6%
Miscellaneous Expenses (2010)	\$72	1.7%	\$77	1.7%	\$73	1.7%
Personal Care (2010)	\$63	1.5%	\$68	1.5%	\$64	1.5%
Personal Insurance (2010)	\$44	1.0%	\$48	1.0%	\$45	1.0%
Reading (2010)	\$14	0.3%	\$15	0.3%	\$14	0.3%
Shelter (2010)	\$831	19.3%	\$903	19.3%	\$852	19.3%
Tobacco (2010)	\$29	0.7%	\$30	0.6%	\$29	0.7%
Transportation (2010)	\$860	20.0%	\$939	20.1%	\$884	20.0%
Utilities (2010)	\$304	7.1%	\$326	7.0%	\$311	7.0%

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