

COMPLETE PROFILE

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



Lat/Lon: 28.00947/-82.52807

WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	365,302		576,884		942,185	
Census Population (1990)	312,555		368,733		681,289	
Census Population (2000)	347,783		470,634		818,417	
Projected Population (2015)	366,507		612,089		978,596	
Forecasted Population (2020)	377,369		691,185		1,068,554	
Historical Annual Change (1990-2000)	35,227	1.1%	101,900	2.8%	137,128	2.0%
Historical Annual Change (2000-2010)	17,519	0.5%	106,250	2.3%	123,768	1.5%
Projected Annual Change (2010-2015)	1,205	0.1%	35,205	1.2%	36,411	0.8%
Est. Population Density (2010)	3,454.17 <i>psm</i>		1,779.15 <i>psm</i>		2,258.28 <i>psm</i>	
Trade Area Size	105.76 <i>sq mi</i>		324.25 <i>sq mi</i>		417.21 <i>sq mi</i>	
Households						
Estimated Households (2010)	155,399		224,805		380,204	
Census Households (1990)	129,574		143,530		273,105	
Census Households (2000)	146,597		182,234		328,831	
Projected Households (2015)	160,535		246,069		406,604	
Forecasted Households (2020)	168,497		281,576		450,073	
Historical Annual Change (1990-2000)	17,022	1.3%	38,704	2.7%	55,726	2.0%
Projected Annual Change (2000-2015)	13,939	0.6%	63,835	2.3%	77,773	1.6%
Average Household Income						
Est. Average Household Income (2010)	\$74,017		\$72,086		\$72,875	
Census Average Hhld Income (1990)	\$39,985		\$33,795		\$36,732	
Census Average Hhld Income (2000)	\$58,662		\$55,188		\$56,737	
Proj. Average Household Income (2015)	\$80,046		\$78,327		\$79,006	
Historical Annual Change (1990-2000)	\$18,677	4.7%	\$21,393	6.3%	\$20,005	5.4%
Projected Annual Change (2000-2015)	\$21,384	2.4%	\$23,139	2.8%	\$22,269	2.6%
Median Household Income						
Est. Median Household Income (2010)	\$54,838		\$56,700		\$55,939	
Census Median Hhld Income (1990)	\$33,109		\$29,017		\$30,959	
Census Median Hhld Income (2000)	\$45,365		\$45,096		\$45,216	
Proj. Median Household Income (2015)	\$57,594		\$59,321		\$58,639	
Historical Annual Change (1990-2000)	\$12,256	3.7%	\$16,079	5.5%	\$14,257	4.6%
Projected Annual Change (2000-2015)	\$12,228	1.8%	\$14,225	2.1%	\$13,423	2.0%
Per Capita Income						
Est. Per Capita Income (2010)	\$32,003		\$28,778		\$30,028	
Census Per Capita Income (1990)	\$16,576		\$13,155		\$14,725	
Census Per Capita Income (2000)	\$24,619		\$21,265		\$22,690	
Proj. Per Capita Income (2015)	\$35,639		\$32,214		\$33,497	
Historical Annual Change (1990-2000)	\$8,042	4.9%	\$8,110	6.2%	\$7,966	5.4%
Projected Annual Change (2000-2015)	\$11,021	3.0%	\$10,949	3.4%	\$10,807	3.2%
Other Income						
Est. Median Disposable Income (2010)	\$45,651		\$46,871		\$46,372	
Proj. Median Disposable Income (2015)	\$47,664		\$48,795		\$48,348	
Est. Average Household Net Worth (2010)	\$488,444		\$482,493		\$484,926	

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	6,790	4.4%	7,869	3.5%	14,659	3.9%
HH Income \$150,000 to 199,999	5,947	3.8%	8,408	3.7%	14,355	3.8%
HH Income \$125,000 to 149,999	6,114	3.9%	11,323	5.0%	17,437	4.6%
HH Income \$100,000 to 124,999	10,543	6.8%	17,462	7.8%	28,004	7.4%
HH Income \$75,000 to 99,999	17,427	11.2%	28,521	12.7%	45,948	12.1%
HH Income \$50,000 to 74,999	30,149	19.4%	43,281	19.3%	73,430	19.3%
HH Income \$35,000 to 49,999	24,289	15.6%	33,376	14.8%	57,665	15.2%
HH Income \$25,000 to 34,999	19,755	12.7%	24,790	11.0%	44,545	11.7%
HH Income \$15,000 to 24,999	16,570	10.7%	23,139	10.3%	39,709	10.4%
HH Income \$10,000 to 14,999	7,615	4.9%	11,346	5.0%	18,960	5.0%
HH Income \$0 to 9,999	10,199	6.6%	15,292	6.8%	25,491	6.7%
HH Income \$35,000+	101,260	65.2%	150,239	66.8%	251,498	66.1%
HH Income \$50,000+	76,971	49.5%	116,863	52.0%	193,834	51.0%
HH Income \$75,000+	46,822	30.1%	73,582	32.7%	120,404	31.7%
Race & Ethnicity (2010)						
Total Population	365,302		576,884		942,185	
White	291,177	79.7%	430,947	74.7%	722,123	76.6%
Black or African American	49,494	13.5%	113,652	19.7%	163,146	17.3%
American Indian & Alaska Native	1,922	0.5%	3,191	0.6%	5,113	0.5%
Asian	15,250	4.2%	19,585	3.4%	34,835	3.7%
Hawaiian & Pacific Islander	610	0.2%	805	0.1%	1,415	0.2%
Other Race	4,170	1.1%	4,615	0.8%	8,785	0.9%
Two or More Races	2,679	0.7%	4,089	0.7%	6,768	0.7%
Not Hispanic or Latino Population	258,981	70.9%	468,231	81.2%	727,211	77.2%
Non Hispanic: White	210,965	81.5%	354,530	75.7%	565,495	77.8%
Non Hispanic: Black or African American	30,922	11.9%	87,042	18.6%	117,964	16.2%
Non Hispanic: Amer Indian & AK Native	1,370	0.5%	2,636	0.6%	4,007	0.6%
Non Hispanic: Asian	9,256	3.6%	15,542	3.3%	24,798	3.4%
Non Hispanic: Hawaiian & Pacific Islander	471	0.2%	701	0.1%	1,172	0.2%
Non Hispanic: Other Race	3,922	1.5%	4,582	1.0%	8,504	1.2%
Non Hispanic: Two or More Races	2,074	0.8%	3,198	0.7%	5,272	0.7%
Hispanic or Latino Population	106,321	29.1%	108,653	18.8%	214,974	22.8%
Hispanic: White	80,211	75.4%	76,417	70.3%	156,628	72.9%
Hispanic: Black or African American	18,572	17.5%	26,610	24.5%	45,182	21.0%
Hispanic: American Indian & Alaska Native	552	0.5%	555	0.5%	1,106	0.5%
Hispanic: Asian	5,993	5.6%	4,043	3.7%	10,036	4.7%
Hispanic: Hawaiian & Pacific Islander	139	0.1%	104	0.1%	243	0.1%
Hispanic: Other Race	249	0.2%	33	-	281	0.1%
Hispanic: Two or More Races	605	0.6%	891	0.8%	1,496	0.7%
Not of Hispanic Origin Population (1990)	260,904	83.5%	335,398	91.0%	596,301	87.5%
Hispanic Origin Population (1990)	51,652	16.5%	33,336	9.0%	84,988	12.5%
Not Hispanic or Latino Population (2000)	265,513	76.3%	409,210	86.9%	674,723	82.4%
Hispanic or Latino Population (2000)	82,269	23.7%	61,424	13.1%	143,694	17.6%
Not Hispanic or Latino Population 5yr (2015)	251,645	68.7%	481,059	78.6%	732,704	74.9%
Hispanic or Latino Population 5yr (2015)	114,862	31.3%	131,030	21.4%	245,892	25.1%
Historical Annual Change (1990-2000)	30,618	5.9%	28,088	8.4%	58,706	6.9%
Projected Annual Change (2000-2015)	32,592	2.6%	69,606	7.6%	102,198	4.7%

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	365,302		576,884		942,185	
Age 0 to 4 yrs	22,290	6.1%	39,093	6.8%	61,383	6.5%
Age 5 to 9 yrs	22,612	6.2%	40,297	7.0%	62,908	6.7%
Age 10 to 14 yrs	22,118	6.1%	39,193	6.8%	61,311	6.5%
Age 15 to 19 yrs	22,816	6.2%	38,999	6.8%	61,816	6.6%
Age 20 to 24 yrs	25,594	7.0%	38,071	6.6%	63,665	6.8%
Age 25 to 29 yrs	26,712	7.3%	38,094	6.6%	64,806	6.9%
Age 30 to 34 yrs	25,354	6.9%	38,919	6.7%	64,273	6.8%
Age 35 to 39 yrs	25,908	7.1%	41,483	7.2%	67,390	7.2%
Age 40 to 44 yrs	26,790	7.3%	43,677	7.6%	70,466	7.5%
Age 45 to 49 yrs	27,827	7.6%	44,684	7.7%	72,512	7.7%
Age 50 to 54 yrs	26,850	7.3%	42,149	7.3%	68,999	7.3%
Age 55 to 59 yrs	23,567	6.5%	36,349	6.3%	59,916	6.4%
Age 60 to 64 yrs	20,057	5.5%	29,869	5.2%	49,926	5.3%
Age 65 to 69 yrs	15,327	4.2%	22,586	3.9%	37,912	4.0%
Age 70 to 74 yrs	10,884	3.0%	15,289	2.7%	26,173	2.8%
Age 75 to 79 yrs	7,949	2.2%	11,126	1.9%	19,075	2.0%
Age 80 to 84 yrs	5,938	1.6%	8,235	1.4%	14,173	1.5%
Age 85 yrs plus	6,709	1.8%	8,770	1.5%	15,479	1.6%
Median Age	37.2 yrs		36.2 yrs		36.6 yrs	
Age 19 yrs or less	89,836	24.6%	157,582	27.3%	247,419	26.3%
Age 20 to 64 years	228,658	62.6%	353,295	61.2%	581,953	61.8%
Age 65 years Plus	46,807	12.8%	66,006	11.4%	112,813	12.0%
Female Age Distribution (2010)						
Female Population	186,089	50.9%	292,509	50.7%	478,597	50.8%
Age 0 to 4 yrs	10,836	5.8%	19,069	6.5%	29,905	6.2%
Age 5 to 9 yrs	10,962	5.9%	19,706	6.7%	30,668	6.4%
Age 10 to 14 yrs	10,684	5.7%	19,204	6.6%	29,889	6.2%
Age 15 to 19 yrs	11,340	6.1%	19,408	6.6%	30,748	6.4%
Age 20 to 24 yrs	12,747	6.9%	18,807	6.4%	31,555	6.6%
Age 25 to 29 yrs	12,895	6.9%	18,837	6.4%	31,733	6.6%
Age 30 to 34 yrs	12,311	6.6%	19,535	6.7%	31,845	6.7%
Age 35 to 39 yrs	12,823	6.9%	21,055	7.2%	33,879	7.1%
Age 40 to 44 yrs	13,432	7.2%	21,997	7.5%	35,430	7.4%
Age 45 to 49 yrs	14,108	7.6%	22,491	7.7%	36,599	7.6%
Age 50 to 54 yrs	14,084	7.6%	21,360	7.3%	35,444	7.4%
Age 55 to 59 yrs	12,379	6.7%	18,816	6.4%	31,194	6.5%
Age 60 to 64 yrs	10,667	5.7%	15,542	5.3%	26,209	5.5%
Age 65 to 69 yrs	8,185	4.4%	11,822	4.0%	20,007	4.2%
Age 70 to 74 yrs	5,943	3.2%	8,154	2.8%	14,097	2.9%
Age 75 to 79 yrs	4,542	2.4%	6,144	2.1%	10,686	2.2%
Age 80 to 84 yrs	3,598	1.9%	4,907	1.7%	8,505	1.8%
Age 85 yrs plus	4,552	2.4%	5,654	1.9%	10,207	2.1%
Female Median Age	38.6 yrs		37.1 yrs		37.7 yrs	
Age 19 yrs or less	43,822	23.5%	77,387	26.5%	121,209	25.3%
Age 20 to 64 years	115,446	62.0%	178,441	61.0%	293,887	61.4%
Age 65 years Plus	26,820	14.4%	36,681	12.5%	63,501	13.3%

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	179,213	49.1%	284,375	49.3%	463,588	49.2%
Age 0 to 4 yrs	11,454	6.4%	20,024	7.0%	31,479	6.8%
Age 5 to 9 yrs	11,650	6.5%	20,590	7.2%	32,240	7.0%
Age 10 to 14 yrs	11,434	6.4%	19,989	7.0%	31,423	6.8%
Age 15 to 19 yrs	11,476	6.4%	19,592	6.9%	31,068	6.7%
Age 20 to 24 yrs	12,847	7.2%	19,263	6.8%	32,110	6.9%
Age 25 to 29 yrs	13,817	7.7%	19,257	6.8%	33,074	7.1%
Age 30 to 34 yrs	13,043	7.3%	19,384	6.8%	32,428	7.0%
Age 35 to 39 yrs	13,084	7.3%	20,428	7.2%	33,512	7.2%
Age 40 to 44 yrs	13,357	7.5%	21,680	7.6%	35,037	7.6%
Age 45 to 49 yrs	13,719	7.7%	22,193	7.8%	35,913	7.7%
Age 50 to 54 yrs	12,766	7.1%	20,789	7.3%	33,555	7.2%
Age 55 to 59 yrs	11,188	6.2%	17,533	6.2%	28,722	6.2%
Age 60 to 64 yrs	9,390	5.2%	14,327	5.0%	23,718	5.1%
Age 65 to 69 yrs	7,141	4.0%	10,764	3.8%	17,905	3.9%
Age 70 to 74 yrs	4,941	2.8%	7,135	2.5%	12,076	2.6%
Age 75 to 79 yrs	3,407	1.9%	4,982	1.8%	8,390	1.8%
Age 80 to 84 yrs	2,340	1.3%	3,328	1.2%	5,668	1.2%
Age 85 yrs plus	2,157	1.2%	3,116	1.1%	5,273	1.1%
Male Median Age	35.8 yrs		35.3 yrs		35.5 yrs	
Age 19 yrs or less	46,014	25.7%	80,195	28.2%	126,209	27.2%
Age 20 to 64 years	113,212	63.2%	174,854	61.5%	288,067	62.1%
Age 65 years Plus	19,987	11.2%	29,325	10.3%	49,312	10.6%
Males per 100 Females (2010)						
Overall Comparison	96		97		97	
Age 0 to 4 yrs	106	51.4%	105	51.2%	105	51.3%
Age 5 to 9 yrs	106	51.5%	104	51.1%	105	51.2%
Age 10 to 14 yrs	107	51.7%	104	51.0%	105	51.3%
Age 15 to 19 yrs	101	50.3%	101	50.2%	101	50.3%
Age 20 to 24 yrs	101	50.2%	102	50.6%	102	50.4%
Age 25 to 29 yrs	107	51.7%	102	50.6%	104	51.0%
Age 30 to 34 yrs	106	51.4%	99	49.8%	102	50.5%
Age 35 to 39 yrs	102	50.5%	97	49.2%	99	49.7%
Age 40 to 44 yrs	99	49.9%	99	49.6%	99	49.7%
Age 45 to 49 yrs	97	49.3%	99	49.7%	98	49.5%
Age 50 to 54 yrs	91	47.5%	97	49.3%	95	48.6%
Age 55 to 59 yrs	90	47.5%	93	48.2%	92	47.9%
Age 60 to 64 yrs	88	46.8%	92	48.0%	90	47.5%
Age 65 to 69 yrs	87	46.6%	91	47.7%	89	47.2%
Age 70 to 74 yrs	83	45.4%	88	46.7%	86	46.1%
Age 75 to 79 yrs	75	42.9%	81	44.8%	79	44.0%
Age 80 to 84 yrs	65	39.4%	68	40.4%	67	40.0%
Age 85 yrs plus	47	32.1%	55	35.5%	52	34.1%
Age 19 yrs or less	105	51.2%	104	50.9%	104	51.0%
Age 20 to 39 yrs	104	51.0%	100	50.0%	102	50.4%
Age 40 to 64 yrs	93	48.3%	96	49.1%	95	48.8%
Age 65 years Plus	75	42.7%	80	44.4%	78	43.7%

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Household Type (2010)						
Total Households	155,399		224,805		380,204	
Households with Children	44,238	28.5%	75,877	33.8%	120,115	31.6%
Average Household Size	2.32		2.52		2.44	
Est. Household Density	1,469.40	<i>psm</i>	693.32	<i>psm</i>	911.29	<i>psm</i>
Population Family	278,638	76.3%	467,584	81.1%	746,222	79.2%
Population Non-Family	81,951	22.4%	98,622	17.1%	180,573	19.2%
Population Group Qtrs	4,712	1.3%	10,678	1.9%	15,390	1.6%
Family Households	88,929	57.2%	145,392	64.7%	234,321	61.6%
<i>Married Couple Hhlds</i>	61,279	68.9%	102,499	70.5%	163,778	69.9%
<i>Other Family Hhlds</i>	27,650	31.1%	42,893	29.5%	70,543	30.1%
Family Households With Children	43,774	49.2%	75,140	51.7%	118,914	50.7%
<i>Married Couple With Children</i>	25,988	59.4%	46,010	61.2%	71,998	60.5%
<i>Other Family Hhlds With Children</i>	17,786	40.6%	29,130	38.8%	46,917	39.5%
Family Households No Children	45,155	50.8%	70,251	48.3%	115,406	49.3%
<i>Married Couple No Children</i>	35,291	78.2%	56,489	80.4%	91,780	79.5%
<i>Other Family Households No Children</i>	9,864	21.8%	13,762	19.6%	23,626	20.5%
Average Family Household Size	3.13		3.22		3.18	
Average Family Income	\$90,707		\$85,398		\$87,413	
Median Family Income	\$68,968		\$68,151		\$68,461	
Non-Family Households	66,470	42.8%	79,414	35.3%	145,883	38.4%
Non-Family Hhlds With Children	464	0.7%	736	0.9%	1,200	0.8%
Non-Family Hhld No Children	66,006	99.3%	78,677	99.1%	144,683	99.2%
<i>N-F Hhld Lone Person No Children</i>	53,430	80.4%	63,361	79.8%	116,791	80.1%
Lone Male Householder	24,955	46.7%	30,054	47.4%	55,010	47.1%
Lone Female Householder	28,474	53.3%	33,307	52.6%	61,781	52.9%
<i>N-F Hhld 2+ Persons No Children</i>	12,576	18.9%	15,316	19.3%	27,892	19.1%
Average Non-Family Hhld Size	1.23		1.24		1.24	
Marital Status (2010)						
(15 Years or Older)	298,226		456,140		754,366	
Never Married	84,541	28.3%	118,520	26.0%	203,060	26.9%
Now Married	138,591	46.5%	232,736	51.0%	371,327	49.2%
Previously Married	75,094	25.2%	104,884	23.0%	179,978	23.9%
Separated	16,040	21.4%	24,799	23.6%	40,838	22.7%
Widowed	18,494	24.6%	26,110	24.9%	44,603	24.8%
Divorced	40,561	54.0%	53,975	51.5%	94,536	52.5%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	249,871		381,230		631,102	
Elementary (0 to 8)	11,104	4.4%	15,590	4.1%	26,694	4.2%
Some High School (9 to 11)	18,722	7.5%	30,292	7.9%	49,014	7.8%
High School Graduate (12)	65,469	26.2%	106,167	27.8%	171,636	27.2%
Some College (13 to 16)	45,264	18.1%	69,269	18.2%	114,533	18.1%
Associate Degree Only	25,768	10.3%	40,582	10.6%	66,349	10.5%
Bachelor Degree Only	55,303	22.1%	80,383	21.1%	135,686	21.5%
Graduate Degree	28,241	11.3%	38,947	10.2%	67,188	10.6%
Any College + (Some College or higher)	154,576	61.9%	229,180	60.1%	383,757	60.8%
College Degree + (Bachelor Degree or higher)	83,544	33.4%	119,330	31.3%	202,874	32.1%

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	171,006		255,677		426,683	
Housing Units, Occupied	155,399	90.9%	224,805	87.9%	380,204	89.1%
Housing Units, Owner-Occupied	90,460	58.2%	144,952	64.5%	235,412	61.9%
Housing Units, Renter-Occupied	64,939	41.8%	79,853	35.5%	144,792	38.1%
Housing Units, Vacant	15,607	8.4%	30,872	10.8%	46,479	9.8%
Total Housing Units (2000)	156,897		198,361		355,258	
Historical Annual Change (2000-2010)	14,108	0.9%	57,316	2.9%	71,425	2.0%
Household Size (2010)						
Total Households	155,399		224,805		380,204	
1 Person Household	53,430	34.4%	63,361	28.2%	116,791	30.7%
2 Person Households	48,304	31.1%	70,656	31.4%	118,960	31.3%
3 Person Households	22,996	14.8%	36,464	16.2%	59,460	15.6%
4 Person Households	18,752	12.1%	32,926	14.6%	51,678	13.6%
5 Person Households	7,728	5.0%	13,901	6.2%	21,629	5.7%
6 Person Households	2,726	1.8%	4,871	2.2%	7,598	2.0%
7+ Person Households	1,462	0.9%	2,625	1.2%	4,088	1.1%
Household Stability (2010)						
Total Households	155,399		224,805		380,204	
In current residence < 1 year	34,258	22.0%	53,353	23.7%	87,611	23.0%
In current residence 1-2 years	47,711	30.7%	69,188	30.8%	116,899	30.7%
In current residence 3-5 years	24,190	15.6%	37,653	16.7%	61,842	16.3%
In current residence 6-10 years	21,419	13.8%	30,532	13.6%	51,951	13.7%
In current residence > 10 years	27,821	17.9%	34,080	15.2%	61,901	16.3%
Turnover (% Annual Residential Turnover)		22.0%		23.7%		23.0%
Stability (% In Current Residence 5+ Years)		31.7%		28.7%		29.9%
Median Years in Residence	3.2 yrs		3.1 yrs		3.1 yrs	
Household Vehicles (2010)						
Total Vehicles Available	257,222		390,840		648,062	
Household: 0 Vehicles Available	10,605	6.8%	13,837	6.2%	24,442	6.4%
Household: 1 Vehicles Available	64,964	41.8%	84,156	37.4%	149,120	39.2%
Household: 2 Vehicles Available	59,438	38.2%	93,038	41.4%	152,476	40.1%
Household: 3+ Vehicles Available	20,391	13.1%	33,775	15.0%	54,166	14.2%
Average Per Household	1.7 Vehicles		1.7 Vehicles		1.7 Vehicles	
Owner Occupied Hhlds Vehicles	170,990	66.5%	282,092	72.2%	453,082	69.9%
Average Per Owner Household	1.9 Vehicles		1.9 Vehicles		1.9 Vehicles	
Renter Occupied Hhlds Vehicles	86,232	33.5%	108,749	27.8%	194,981	30.1%
Average Per Renter Household	1.3 Vehicles		1.4 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	181,099		226,921		408,020	
Travel to Work in 14 Minutes or Less	45,991	25.4%	49,915	22.0%	95,905	23.5%
Travel to Work in 15 to 29 Minutes	69,823	38.6%	85,400	37.6%	155,223	38.0%
Travel to Work in 30 to 59 Minutes	51,692	28.5%	71,028	31.3%	122,720	30.1%
Travel to Work in 60 Minutes or More	8,497	4.7%	13,563	6.0%	22,060	5.4%
Work at Home	5,097	2.8%	7,015	3.1%	12,112	3.0%
Average Travel Time to Work	23.2 mins		25.1 mins		24.2 mins	

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	181,099		226,921		408,020	
Drive to Work Alone	145,898	80.6%	180,520	79.6%	326,418	80.0%
Drive to Work in Carpool	21,959	12.1%	28,842	12.7%	50,801	12.5%
Travel to Work - Public Transportation	2,415	1.3%	3,587	1.6%	6,002	1.5%
Drive to Work on Motorcycle	292	0.2%	396	0.2%	688	0.2%
Bicycle to Work	1,241	0.7%	1,089	0.5%	2,330	0.6%
Walk to Work	3,013	1.7%	3,616	1.6%	6,628	1.6%
Other Means	1,184	0.7%	1,857	0.8%	3,042	0.7%
Work at Home	5,097	2.8%	7,015	3.1%	12,112	3.0%
Daytime Demos (2010)						
Total Number of Businesses	18,651		20,311		38,962	
Total Number of Employees	227,613		302,664		530,277	
Company Headqtrs: Businesses	28	0.1%	28	0.1%	56	0.1%
Company Headqtrs: Employees	2,542	1.1%	3,081	1.0%	5,623	1.1%
Employee Population per Business	12.2 to 1		14.9 to 1		13.6 to 1	
Residential Population per Business	19.6 to 1		28.4 to 1		24.2 to 1	
Est. Adj. Daytime Demographics (Age16+)	339,037		477,997		817,034	
Labor Force (2010)						
Labor: Population Age 16+	293,699		450,376		744,075	
Unemployment Rate	6.7%		6.9%		6.8%	
Labor Force Total: Males	142,320	48.5%	219,709	48.8%	362,029	48.7%
<i>Male civilian employed</i>	95,003	66.8%	145,084	66.0%	240,087	66.3%
<i>Male civilian unemployed</i>	10,476	7.4%	16,348	7.4%	26,824	7.4%
<i>Males in Armed Forces</i>	1,000	0.7%	1,633	0.7%	2,633	0.7%
<i>Males not in labor force</i>	35,842	25.2%	56,644	25.8%	92,486	25.5%
Labor Force Total: Females	151,379	51.5%	230,667	51.2%	382,046	51.3%
<i>Female civilian employed</i>	86,088	56.9%	128,091	55.5%	214,179	56.1%
<i>Female civilian unemployed</i>	9,189	6.1%	14,692	6.4%	23,880	6.3%
<i>Females in Armed Forces</i>	185	0.1%	235	0.1%	420	0.1%
<i>Females not in labor force</i>	55,917	36.9%	87,649	38.0%	143,567	37.6%
Employment Force Change (2000-2010)	1,528	0.9%	48,139	21.4%	49,667	12.3%
Male Change (2000-2010)	439	0.5%	26,333	22.2%	26,772	12.6%
Female Change (2000-2010)	1,089	1.3%	21,806	20.5%	22,895	12.0%
Occupation (2000)						
Occupation: Population Age 16+	179,563		225,035		404,598	
Occupation Total: Males	94,564	52.7%	118,750	52.8%	213,314	52.7%
Occupation Total: Females	84,999	47.3%	106,285	47.2%	191,284	47.3%
Mgmt, Business, & Financial Operations	28,307	15.8%	32,877	14.6%	61,185	15.1%
Professional and Related	37,956	21.1%	45,316	20.1%	83,272	20.6%
Service	24,385	13.6%	31,232	13.9%	55,617	13.7%
Sales and Office	59,305	33.0%	71,970	32.0%	131,275	32.4%
Farming, Fishing, & Forestry	308	0.2%	627	0.3%	934	0.2%
Construction, Extraction, & Maintenance	12,629	7.0%	18,900	8.4%	31,529	7.8%
Production, Transport, & Material Moving	16,673	9.3%	24,113	10.7%	40,786	10.1%
White Collar					68.1%	
Blue Collar					31.9%	

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	156,897		198,361		355,258	
1 Detached Unit	81,908	52.2%	118,324	59.7%	200,231	56.4%
1 Attached Unit	7,893	5.0%	6,476	3.3%	14,369	4.0%
2 Units	3,489	2.2%	6,149	3.1%	9,639	2.7%
3 to 4 Units	8,132	5.2%	8,917	4.5%	17,049	4.8%
5 to 9 Units	11,658	7.4%	11,883	6.0%	23,541	6.6%
10 to 19 Units	15,643	10.0%	14,152	7.1%	29,796	8.4%
20 to 49 Units	7,506	4.8%	7,283	3.7%	14,789	4.2%
50 or more Units	13,432	8.6%	10,661	5.4%	24,093	6.8%
Mobile Home or Trailer	7,150	4.6%	14,188	7.2%	21,339	6.0%
Other Structure	85	0.1%	327	0.2%	412	0.1%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	3,266	2.1%	9,529	4.8%	12,795	3.6%
Homes Built 1995 to 1998	11,184	7.1%	21,393	10.8%	32,577	9.2%
Homes Built 1990 to 1994	11,274	7.2%	19,234	9.7%	30,508	8.6%
Homes Built 1980 to 1989	45,198	28.8%	46,492	23.4%	91,689	25.8%
Homes Built 1970 to 1979	33,625	21.4%	41,590	21.0%	75,214	21.2%
Homes Built 1960 to 1969	21,363	13.6%	24,584	12.4%	45,947	12.9%
Homes Built 1950 to 1959	18,135	11.6%	20,219	10.2%	38,354	10.8%
Homes Built 1940 to 1949	6,209	4.0%	7,280	3.7%	13,488	3.8%
Homes Built Before 1939	6,644	4.2%	8,040	4.1%	14,684	4.1%
Median Age of Homes	25.1 yrs		22.7 yrs		23.8 yrs	
Home Values (2000)						
Owner Specified Housing Units	73,532		100,888		174,420	
Home Values \$1,000,000 or More	379	0.5%	158	0.2%	537	0.3%
Home Values \$750,000 to \$999,999	414	0.6%	165	0.2%	579	0.3%
Home Values \$500,000 to \$749,999	1,121	1.5%	777	0.8%	1,898	1.1%
Home Values \$400,000 to \$499,999	1,133	1.5%	919	0.9%	2,052	1.2%
Home Values \$300,000 to \$399,999	2,193	3.0%	2,490	2.5%	4,683	2.7%
Home Values \$250,000 to \$299,999	2,130	2.9%	3,041	3.0%	5,171	3.0%
Home Values \$200,000 to \$249,999	3,450	4.7%	5,494	5.4%	8,943	5.1%
Home Values \$175,000 to \$199,999	2,778	3.8%	4,778	4.7%	7,557	4.3%
Home Values \$150,000 to \$174,999	4,553	6.2%	7,595	7.5%	12,148	7.0%
Home Values \$125,000 to \$149,999	7,872	10.7%	10,022	9.9%	17,894	10.3%
Home Values \$100,000 to \$124,999	10,758	14.6%	12,075	12.0%	22,832	13.1%
Home Values \$90,000 to \$99,999	7,659	10.4%	8,958	8.9%	16,617	9.5%
Home Values \$80,000 to \$89,999	8,409	11.4%	10,223	10.1%	18,632	10.7%
Home Values \$70,000 to \$79,999	7,836	10.7%	10,127	10.0%	17,963	10.3%
Home Values \$60,000 to \$69,999	5,988	8.1%	8,952	8.9%	14,940	8.6%
Home Values \$50,000 to \$59,999	3,464	4.7%	6,661	6.6%	10,125	5.8%
Home Values \$35,000 to \$49,999	2,524	3.4%	5,782	5.7%	8,306	4.8%
Home Values \$25,000 to \$34,999	637	0.9%	1,537	1.5%	2,174	1.2%
Home Values \$10,000 to \$24,999	225	0.3%	976	1.0%	1,201	0.7%
Home Values \$0 to \$9,999	10	-	158	0.2%	168	0.1%
Owner Occupied Median Home Value	\$125,262		\$115,036		\$119,347	
Renter Occupied Median Rent	\$557		\$531		\$542	
Average Property Value (2010)	\$245,976		\$227,313		\$234,941	

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WestShore Plaza	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$8.78 B		\$12.5 B		\$21.3 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$5.05 B		\$7.18 B		\$12.2 B	
<i>Total Retail Expenditures (2010)</i>	\$3.73 B		\$5.29 B		\$9.02 B	
Apparel (2010)	\$421 M		\$597 M		\$1.02 B	
Contributions (2010)	\$336 M		\$466 M		\$801 M	
Education (2010)	\$216 M		\$303 M		\$519 M	
Entertainment (2010)	\$490 M		\$698 M		\$1.19 B	
Food And Beverages (2010)	\$1.34 B		\$1.91 B		\$3.25 B	
Furnishings And Equipment (2010)	\$386 M		\$551 M		\$937 M	
Gifts (2010)	\$237 M		\$332 M		\$569 M	
Health Care (2010)	\$537 M		\$760 M		\$1.30 B	
Household Operations (2010)	\$317 M		\$450 M		\$767 M	
Miscellaneous Expenses (2010)	\$147 M		\$208 M		\$355 M	
Personal Care (2010)	\$127 M		\$181 M		\$308 M	
Personal Insurance (2010)	\$91.1 M		\$129 M		\$220 M	
Reading (2010)	\$29.0 M		\$41.0 M		\$70.0 M	
Shelter (2010)	\$1.69 B		\$2.41 B		\$4.10 B	
Tobacco (2010)	\$56.8 M		\$80.6 M		\$137 M	
Transportation (2010)	\$1.74 B		\$2.50 B		\$4.24 B	
Utilities (2010)	\$614 M		\$871 M		\$1.48 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,708		\$4,625		\$4,659	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,708	57.5%	\$2,663	57.6%	\$2,681	57.6%
<i>Total Retail Expenditures (2010)</i>	\$2,000	42.5%	\$1,962	42.4%	\$1,977	42.4%
Apparel (2010)	\$226	4.8%	\$221	4.8%	\$223	4.8%
Contributions (2010)	\$180	3.8%	\$173	3.7%	\$176	3.8%
Education (2010)	\$116	2.5%	\$112	2.4%	\$114	2.4%
Entertainment (2010)	\$263	5.6%	\$259	5.6%	\$260	5.6%
Food And Beverages (2010)	\$718	15.3%	\$707	15.3%	\$711	15.3%
Furnishings And Equipment (2010)	\$207	4.4%	\$204	4.4%	\$205	4.4%
Gifts (2010)	\$127	2.7%	\$123	2.7%	\$125	2.7%
Health Care (2010)	\$288	6.1%	\$282	6.1%	\$284	6.1%
Household Operations (2010)	\$170	3.6%	\$167	3.6%	\$168	3.6%
Miscellaneous Expenses (2010)	\$79	1.7%	\$77	1.7%	\$78	1.7%
Personal Care (2010)	\$68	1.5%	\$67	1.5%	\$68	1.5%
Personal Insurance (2010)	\$49	1.0%	\$48	1.0%	\$48	1.0%
Reading (2010)	\$16	0.3%	\$15	0.3%	\$15	0.3%
Shelter (2010)	\$908	19.3%	\$892	19.3%	\$899	19.3%
Tobacco (2010)	\$30	0.6%	\$30	0.6%	\$30	0.6%
Transportation (2010)	\$935	19.9%	\$925	20.0%	\$929	19.9%
Utilities (2010)	\$329	7.0%	\$323	7.0%	\$325	7.0%

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