

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	382,291		489,501		871,792	
Census Population (1990)	373,608		463,833		837,441	
Census Population (2000)	381,440		477,368		858,808	
Projected Population (2015)	378,602		497,322		875,925	
Forecasted Population (2020)	376,971		508,451		885,422	
Historical Annual Change (1990-2000)	7,831	0.2%	13,536	0.3%	21,367	0.3%
Historical Annual Change (2000-2010)	851	-	12,132	0.3%	12,984	0.2%
Projected Annual Change (2010-2015)	-3,688	-0.2%	7,821	0.3%	4,133	0.1%
Est. Population Density (2010)	873.44 <i>psm</i>		608.97 <i>psm</i>		800.48 <i>psm</i>	
Trade Area Size	437.69 <i>sq mi</i>		803.82 <i>sq mi</i>		1,089.09 <i>sq mi</i>	
Households						
Estimated Households (2010)	155,619		195,126		350,744	
Census Households (1990)	144,887		175,881		320,768	
Census Households (2000)	153,021		188,236		341,257	
Projected Households (2015)	157,446		201,247		358,692	
Forecasted Households (2020)	159,810		208,474		368,284	
Historical Annual Change (1990-2000)	8,134	0.6%	12,355	0.7%	20,489	0.6%
Projected Annual Change (2000-2015)	4,424	0.2%	13,011	0.5%	17,435	0.3%
Average Household Income						
Est. Average Household Income (2010)	\$67,791		\$60,343		\$63,648	
Census Average Hhld Income (1990)	\$39,284		\$34,842		\$36,848	
Census Average Hhld Income (2000)	\$58,301		\$51,464		\$54,530	
Proj. Average Household Income (2015)	\$71,738		\$63,975		\$67,382	
Historical Annual Change (1990-2000)	\$19,017	4.8%	\$16,622	4.8%	\$17,681	4.8%
Projected Annual Change (2000-2015)	\$13,436	1.5%	\$12,511	1.6%	\$12,852	1.6%
Median Household Income						
Est. Median Household Income (2010)	\$55,623		\$50,242		\$52,629	
Census Median Hhld Income (1990)	\$33,278		\$31,026		\$32,043	
Census Median Hhld Income (2000)	\$47,082		\$43,777		\$45,259	
Proj. Median Household Income (2015)	\$58,750		\$52,743		\$55,380	
Historical Annual Change (1990-2000)	\$13,804	4.1%	\$12,751	4.1%	\$13,216	4.1%
Projected Annual Change (2000-2015)	\$11,668	1.7%	\$8,966	1.4%	\$10,121	1.5%
Per Capita Income						
Est. Per Capita Income (2010)	\$28,549		\$25,121		\$26,625	
Census Per Capita Income (1990)	\$15,235		\$13,212		\$14,114	
Census Per Capita Income (2000)	\$23,274		\$20,245		\$21,590	
Proj. Per Capita Income (2015)	\$30,841		\$27,022		\$28,673	
Historical Annual Change (1990-2000)	\$8,040	5.3%	\$7,033	5.3%	\$7,476	5.3%
Projected Annual Change (2000-2015)	\$7,567	2.2%	\$6,777	2.2%	\$7,082	2.2%
Other Income						
Est. Median Disposable Income (2010)	\$45,997		\$42,193		\$43,881	
Proj. Median Disposable Income (2015)	\$48,229		\$43,950		\$45,828	
Est. Average Household Net Worth (2010)	\$488,501		\$428,309		\$455,015	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	4,169	2.7%	2,931	1.5%	7,100	2.0%
HH Income \$150,000 to 199,999	7,215	4.6%	6,497	3.3%	13,711	3.9%
HH Income \$125,000 to 149,999	7,379	4.7%	6,754	3.5%	14,133	4.0%
HH Income \$100,000 to 124,999	12,651	8.1%	13,269	6.8%	25,920	7.4%
HH Income \$75,000 to 99,999	18,621	12.0%	22,982	11.8%	41,603	11.9%
HH Income \$50,000 to 74,999	27,706	17.8%	39,012	20.0%	66,718	19.0%
HH Income \$35,000 to 49,999	22,894	14.7%	31,052	15.9%	53,946	15.4%
HH Income \$25,000 to 34,999	17,518	11.3%	23,135	11.9%	40,652	11.6%
HH Income \$15,000 to 24,999	16,056	10.3%	21,384	11.0%	37,440	10.7%
HH Income \$10,000 to 14,999	8,547	5.5%	11,682	6.0%	20,229	5.8%
HH Income \$0 to 9,999	12,864	8.3%	16,427	8.4%	29,291	8.4%
HH Income \$35,000+	100,635	64.7%	122,497	62.8%	223,132	63.6%
HH Income \$50,000+	77,741	50.0%	91,445	46.9%	169,186	48.2%
HH Income \$75,000+	50,034	32.2%	52,433	26.9%	102,467	29.2%
Race & Ethnicity (2010)						
Total Population	382,291		489,501		871,792	
White	288,894	75.6%	420,922	86.0%	709,816	81.4%
Black or African American	80,653	21.1%	50,739	10.4%	131,392	15.1%
American Indian & Alaska Native	773	0.2%	1,402	0.3%	2,175	0.2%
Asian	6,565	1.7%	8,033	1.6%	14,598	1.7%
Hawaiian & Pacific Islander	132	-	253	0.1%	386	-
Other Race	1,208	0.3%	1,900	0.4%	3,108	0.4%
Two or More Races	4,065	1.1%	6,252	1.3%	10,317	1.2%
Not Hispanic or Latino Population	375,453	98.2%	478,925	97.8%	854,378	98.0%
Non Hispanic: White	283,694	75.6%	411,843	86.0%	695,537	81.4%
Non Hispanic: Black or African American	79,173	21.1%	49,503	10.3%	128,676	15.1%
Non Hispanic: Amer Indian & AK Native	772	0.2%	1,397	0.3%	2,169	0.3%
Non Hispanic: Asian	6,452	1.7%	7,870	1.6%	14,322	1.7%
Non Hispanic: Hawaiian & Pacific Islander	132	-	253	0.1%	386	-
Non Hispanic: Other Race	1,206	0.3%	1,898	0.4%	3,104	0.4%
Non Hispanic: Two or More Races	4,024	1.1%	6,161	1.3%	10,185	1.2%
Hispanic or Latino Population	6,838	1.8%	10,576	2.2%	17,413	2.0%
Hispanic: White	5,200	76.1%	9,079	85.8%	14,279	82.0%
Hispanic: Black or African American	1,480	21.6%	1,236	11.7%	2,716	15.6%
Hispanic: American Indian & Alaska Native	1	-	5	-	6	-
Hispanic: Asian	113	1.7%	163	1.5%	276	1.6%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	2	-	2	-	4	-
Hispanic: Two or More Races	41	0.6%	91	0.9%	132	0.8%
Not of Hispanic Origin Population (1990)	371,170	99.3%	459,848	99.1%	831,018	99.2%
Hispanic Origin Population (1990)	2,438	0.7%	3,985	0.9%	6,423	0.8%
Not Hispanic or Latino Population (2000)	377,334	98.9%	471,233	98.7%	848,567	98.8%
Hispanic or Latino Population (2000)	4,106	1.1%	6,136	1.3%	10,241	1.2%
Not Hispanic or Latino Population 5yr (2015)	370,468	97.9%	484,408	97.4%	854,876	97.6%
Hispanic or Latino Population 5yr (2015)	8,135	2.1%	12,914	2.6%	21,049	2.4%
Historical Annual Change (1990-2000)	1,668	6.8%	2,151	5.4%	3,819	5.9%
Projected Annual Change (2000-2015)	4,029	6.5%	6,779	7.4%	10,808	7.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	382,291		489,501		871,792	
Age 0 to 4 yrs	24,113	6.3%	31,901	6.5%	56,014	6.4%
Age 5 to 9 yrs	24,988	6.5%	31,122	6.4%	56,110	6.4%
Age 10 to 14 yrs	25,018	6.5%	30,859	6.3%	55,878	6.4%
Age 15 to 19 yrs	26,021	6.8%	32,275	6.6%	58,296	6.7%
Age 20 to 24 yrs	26,299	6.9%	34,227	7.0%	60,527	6.9%
Age 25 to 29 yrs	23,858	6.2%	35,989	7.4%	59,847	6.9%
Age 30 to 34 yrs	22,163	5.8%	30,985	6.3%	53,148	6.1%
Age 35 to 39 yrs	23,513	6.2%	30,705	6.3%	54,218	6.2%
Age 40 to 44 yrs	25,611	6.7%	32,072	6.6%	57,683	6.6%
Age 45 to 49 yrs	27,603	7.2%	34,572	7.1%	62,174	7.1%
Age 50 to 54 yrs	28,337	7.4%	35,092	7.2%	63,429	7.3%
Age 55 to 59 yrs	25,622	6.7%	32,442	6.6%	58,064	6.7%
Age 60 to 64 yrs	21,541	5.6%	27,303	5.6%	48,844	5.6%
Age 65 to 69 yrs	16,709	4.4%	21,221	4.3%	37,931	4.4%
Age 70 to 74 yrs	13,230	3.5%	16,389	3.3%	29,619	3.4%
Age 75 to 79 yrs	10,598	2.8%	13,111	2.7%	23,709	2.7%
Age 80 to 84 yrs	8,329	2.2%	9,649	2.0%	17,977	2.1%
Age 85 yrs plus	8,736	2.3%	9,587	2.0%	18,323	2.1%
Median Age	38.4 yrs		37.5 yrs		37.9 yrs	
Age 19 yrs or less	100,140	26.2%	126,157	25.8%	226,297	26.0%
Age 20 to 64 years	224,548	58.7%	293,387	59.9%	517,935	59.4%
Age 65 years Plus	57,602	15.1%	69,957	14.3%	127,560	14.6%
Female Age Distribution (2010)						
Female Population	198,100	51.8%	248,404	50.7%	446,504	51.2%
Age 0 to 4 yrs	11,756	5.9%	15,424	6.2%	27,180	6.1%
Age 5 to 9 yrs	12,219	6.2%	15,194	6.1%	27,413	6.1%
Age 10 to 14 yrs	12,372	6.2%	14,964	6.0%	27,336	6.1%
Age 15 to 19 yrs	12,814	6.5%	15,916	6.4%	28,729	6.4%
Age 20 to 24 yrs	13,221	6.7%	16,685	6.7%	29,906	6.7%
Age 25 to 29 yrs	11,995	6.1%	17,469	7.0%	29,465	6.6%
Age 30 to 34 yrs	11,349	5.7%	15,007	6.0%	26,357	5.9%
Age 35 to 39 yrs	12,096	6.1%	15,038	6.1%	27,134	6.1%
Age 40 to 44 yrs	13,081	6.6%	15,941	6.4%	29,022	6.5%
Age 45 to 49 yrs	14,202	7.2%	17,324	7.0%	31,526	7.1%
Age 50 to 54 yrs	14,616	7.4%	17,960	7.2%	32,576	7.3%
Age 55 to 59 yrs	13,440	6.8%	16,713	6.7%	30,153	6.8%
Age 60 to 64 yrs	11,447	5.8%	14,179	5.7%	25,626	5.7%
Age 65 to 69 yrs	8,902	4.5%	11,382	4.6%	20,284	4.5%
Age 70 to 74 yrs	7,394	3.7%	9,089	3.7%	16,483	3.7%
Age 75 to 79 yrs	6,190	3.1%	7,590	3.1%	13,781	3.1%
Age 80 to 84 yrs	5,065	2.6%	5,991	2.4%	11,056	2.5%
Age 85 yrs plus	5,939	3.0%	6,538	2.6%	12,476	2.8%
Female Median Age	39.9 yrs		39.0 yrs		39.4 yrs	
Age 19 yrs or less	49,161	24.8%	61,497	24.8%	110,658	24.8%
Age 20 to 64 years	115,448	58.3%	146,317	58.9%	261,765	58.6%
Age 65 years Plus	33,490	16.9%	40,590	16.3%	74,080	16.6%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	184,191	48.2%	241,097	49.3%	425,288	48.8%
Age 0 to 4 yrs	12,356	6.7%	16,478	6.8%	28,834	6.8%
Age 5 to 9 yrs	12,769	6.9%	15,928	6.6%	28,697	6.7%
Age 10 to 14 yrs	12,647	6.9%	15,895	6.6%	28,542	6.7%
Age 15 to 19 yrs	13,208	7.2%	16,359	6.8%	29,567	7.0%
Age 20 to 24 yrs	13,079	7.1%	17,543	7.3%	30,621	7.2%
Age 25 to 29 yrs	11,863	6.4%	18,520	7.7%	30,382	7.1%
Age 30 to 34 yrs	10,814	5.9%	15,978	6.6%	26,792	6.3%
Age 35 to 39 yrs	11,417	6.2%	15,667	6.5%	27,084	6.4%
Age 40 to 44 yrs	12,530	6.8%	16,131	6.7%	28,660	6.7%
Age 45 to 49 yrs	13,401	7.3%	17,247	7.2%	30,648	7.2%
Age 50 to 54 yrs	13,721	7.4%	17,132	7.1%	30,853	7.3%
Age 55 to 59 yrs	12,182	6.6%	15,729	6.5%	27,911	6.6%
Age 60 to 64 yrs	10,094	5.5%	13,124	5.4%	23,218	5.5%
Age 65 to 69 yrs	7,807	4.2%	9,839	4.1%	17,646	4.1%
Age 70 to 74 yrs	5,836	3.2%	7,301	3.0%	13,137	3.1%
Age 75 to 79 yrs	4,408	2.4%	5,520	2.3%	9,929	2.3%
Age 80 to 84 yrs	3,264	1.8%	3,657	1.5%	6,921	1.6%
Age 85 yrs plus	2,797	1.5%	3,050	1.3%	5,847	1.4%
Male Median Age	36.9 yrs		36.0 yrs		36.4 yrs	
Age 19 yrs or less	50,979	27.7%	64,660	26.8%	115,639	27.2%
Age 20 to 64 years	109,100	59.2%	147,069	61.0%	256,169	60.2%
Age 65 years Plus	24,112	13.1%	29,367	12.2%	53,479	12.6%
Males per 100 Females (2010)						
Overall Comparison	93		97		95	
Age 0 to 4 yrs	105	51.2%	107	51.7%	106	51.5%
Age 5 to 9 yrs	104	51.1%	105	51.2%	105	51.1%
Age 10 to 14 yrs	102	50.5%	106	51.5%	104	51.1%
Age 15 to 19 yrs	103	50.8%	103	50.7%	103	50.7%
Age 20 to 24 yrs	99	49.7%	105	51.3%	102	50.6%
Age 25 to 29 yrs	99	49.7%	106	51.5%	103	50.8%
Age 30 to 34 yrs	95	48.8%	106	51.6%	102	50.4%
Age 35 to 39 yrs	94	48.6%	104	51.0%	100	50.0%
Age 40 to 44 yrs	96	48.9%	101	50.3%	99	49.7%
Age 45 to 49 yrs	94	48.5%	100	49.9%	97	49.3%
Age 50 to 54 yrs	94	48.4%	95	48.8%	95	48.6%
Age 55 to 59 yrs	91	47.5%	94	48.5%	93	48.1%
Age 60 to 64 yrs	88	46.9%	93	48.1%	91	47.5%
Age 65 to 69 yrs	88	46.7%	86	46.4%	87	46.5%
Age 70 to 74 yrs	79	44.1%	80	44.5%	80	44.4%
Age 75 to 79 yrs	71	41.6%	73	42.1%	72	41.9%
Age 80 to 84 yrs	64	39.2%	61	37.9%	63	38.5%
Age 85 yrs plus	47	32.0%	47	31.8%	47	31.9%
Age 19 yrs or less	104	50.9%	105	51.3%	105	51.1%
Age 20 to 39 yrs	97	49.2%	105	51.3%	102	50.4%
Age 40 to 64 yrs	93	48.1%	97	49.1%	95	48.7%
Age 65 years Plus	72	41.9%	72	42.0%	72	41.9%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	155,619		195,126		350,744	
Households with Children	49,532	31.8%	63,192	32.4%	112,724	32.1%
Average Household Size	2.37		2.43		2.40	
Est. Household Density	355.55 <i>psm</i>		242.75 <i>psm</i>		322.05 <i>psm</i>	
Population Family	302,137	79.0%	390,538	79.8%	692,674	79.5%
Population Non-Family	67,029	17.5%	83,347	17.0%	150,376	17.2%
Population Group Qtrs	13,125	3.4%	15,616	3.2%	28,741	3.3%
Family Households	99,079	63.7%	126,906	65.0%	225,985	64.4%
<i>Married Couple Hhlds</i>	70,343	71.0%	93,174	73.4%	163,517	72.4%
<i>Other Family Hhlds</i>	28,737	29.0%	33,731	26.6%	62,468	27.6%
Family Households With Children	48,641	49.1%	61,869	48.8%	110,509	48.9%
<i>Married Couple With Children</i>	28,515	58.6%	38,729	62.6%	67,244	60.8%
<i>Other Family Hhlds With Children</i>	20,126	41.4%	23,140	37.4%	43,266	39.2%
Family Households No Children	50,439	50.9%	65,037	51.2%	115,476	51.1%
<i>Married Couple No Children</i>	41,828	82.9%	54,446	83.7%	96,273	83.4%
<i>Other Family Households No Children</i>	8,611	17.1%	10,591	16.3%	19,202	16.6%
Average Family Household Size	3.05		3.08		3.07	
Average Family Income	\$81,644		\$72,247		\$76,367	
Median Family Income	\$69,138		\$61,798		\$65,016	
Non-Family Households	56,539	36.3%	68,220	35.0%	124,759	35.6%
Non-Family Hhlds With Children	892	1.6%	1,323	1.9%	2,215	1.8%
Non-Family Hhld No Children	55,648	98.4%	66,897	98.1%	122,544	98.2%
<i>N-F Hhld Lone Person No Children</i>	47,937	84.8%	56,991	83.5%	104,928	84.1%
Lone Male Householder	21,061	43.9%	25,690	45.1%	46,751	44.6%
Lone Female Householder	26,876	56.1%	31,301	54.9%	58,178	55.4%
<i>N-F Hhld 2+ Persons No Children</i>	7,710	13.6%	9,906	14.5%	17,616	14.1%
Average Non-Family Hhld Size	1.19		1.22		1.21	
Marital Status (2010)						
(15 Years or Older)	308,255		395,751		704,006	
Never Married	81,452	26.4%	95,514	24.1%	176,966	25.1%
Now Married	160,710	52.1%	213,315	53.9%	374,025	53.1%
Previously Married	66,093	21.4%	86,922	22.0%	153,015	21.7%
Separated	12,574	19.0%	15,432	17.8%	28,005	18.3%
Widowed	19,960	30.2%	25,841	29.7%	45,801	29.9%
Divorced	33,559	50.8%	45,649	52.5%	79,208	51.8%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	255,851		329,116		584,968	
Elementary (0 to 8)	6,900	2.7%	11,610	3.5%	18,510	3.2%
Some High School (9 to 11)	20,586	8.0%	29,444	8.9%	50,030	8.6%
High School Graduate (12)	74,497	29.1%	112,387	34.1%	186,884	31.9%
Some College (13 to 16)	57,956	22.7%	72,682	22.1%	130,638	22.3%
Associate Degree Only	20,561	8.0%	27,587	8.4%	48,148	8.2%
Bachelor Degree Only	46,200	18.1%	46,164	14.0%	92,364	15.8%
Graduate Degree	29,151	11.4%	29,241	8.9%	58,393	10.0%
Any College + (Some College or higher)	153,868	60.1%	175,674	53.4%	329,543	56.3%
College Degree + (Bachelor Degree or higher)	75,351	29.5%	75,406	22.9%	150,757	25.8%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	176,462		217,734		394,195	
Housing Units, Occupied	155,619	88.2%	195,126	89.6%	350,744	89.0%
Housing Units, Owner-Occupied	105,230	67.6%	130,337	66.8%	235,567	67.2%
Housing Units, Renter-Occupied	50,389	32.4%	64,789	33.2%	115,177	32.8%
Housing Units, Vacant	20,843	10.6%	22,608	9.4%	43,451	9.9%
Total Housing Units (2000)	166,032		201,483		367,516	
Historical Annual Change (2000-2010)	10,429	0.6%	16,251	0.8%	26,680	0.7%
Household Size (2010)						
Total Households	155,619		195,126		350,744	
1 Person Household	47,937	30.8%	56,991	29.2%	104,928	29.9%
2 Person Households	51,707	33.2%	63,801	32.7%	115,508	32.9%
3 Person Households	24,194	15.5%	31,779	16.3%	55,973	16.0%
4 Person Households	19,626	12.6%	26,441	13.6%	46,067	13.1%
5 Person Households	8,329	5.4%	11,104	5.7%	19,433	5.5%
6 Person Households	2,600	1.7%	3,485	1.8%	6,085	1.7%
7+ Person Households	1,225	0.8%	1,525	0.8%	2,749	0.8%
Household Stability (2010)						
Total Households	155,619		195,126		350,744	
In current residence < 1 year	27,319	17.6%	33,928	17.4%	61,247	17.5%
In current residence 1-2 years	35,547	22.8%	43,527	22.3%	79,074	22.5%
In current residence 3-5 years	30,862	19.8%	38,525	19.7%	69,387	19.8%
In current residence 6-10 years	24,392	15.7%	30,190	15.5%	54,582	15.6%
In current residence > 10 years	37,498	24.1%	48,956	25.1%	86,454	24.6%
Turnover (% Annual Residential Turnover)		17.6%		17.4%		17.5%
Stability (% In Current Residence 5+ Years)		39.8%		40.6%		40.2%
Median Years in Residence	4.2 yrs		4.3 yrs		4.3 yrs	
Household Vehicles (2010)						
Total Vehicles Available	276,802		364,299		641,101	
Household: 0 Vehicles Available	12,417	8.0%	13,948	7.1%	26,365	7.5%
Household: 1 Vehicles Available	53,595	34.4%	64,972	33.3%	118,567	33.8%
Household: 2 Vehicles Available	60,100	38.6%	75,141	38.5%	135,241	38.6%
Household: 3+ Vehicles Available	29,507	19.0%	41,065	21.0%	70,572	20.1%
Average Per Household	1.8 Vehicles		1.9 Vehicles		1.8 Vehicles	
Owner Occupied Hhlds Vehicles	216,545	78.2%	275,245	75.6%	491,791	76.7%
Average Per Owner Household	2.1 Vehicles		2.1 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	60,257	21.8%	89,054	24.4%	149,310	23.3%
Average Per Renter Household	1.2 Vehicles		1.4 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	180,827		227,194		408,021	
Travel to Work in 14 Minutes or Less	54,246	30.0%	73,345	32.3%	127,591	31.3%
Travel to Work in 15 to 29 Minutes	82,278	45.5%	96,592	42.5%	178,870	43.8%
Travel to Work in 30 to 59 Minutes	32,793	18.1%	43,533	19.2%	76,326	18.7%
Travel to Work in 60 Minutes or More	6,891	3.8%	8,692	3.8%	15,583	3.8%
Work at Home	4,620	2.6%	5,031	2.2%	9,651	2.4%
Average Travel Time to Work	20.5 mins		20.4 mins		20.4 mins	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	180,827		227,194		408,021	
Drive to Work Alone	151,513	83.8%	192,582	84.8%	344,095	84.3%
Drive to Work in Carpool	14,800	8.2%	20,953	9.2%	35,752	8.8%
Travel to Work - Public Transportation	4,595	2.5%	3,103	1.4%	7,697	1.9%
Drive to Work on Motorcycle	59	-	120	0.1%	180	-
Bicycle to Work	207	0.1%	338	0.1%	545	0.1%
Walk to Work	4,316	2.4%	4,083	1.8%	8,400	2.1%
Other Means	717	0.4%	985	0.4%	1,701	0.4%
Work at Home	4,620	2.6%	5,031	2.2%	9,651	2.4%
Daytime Demos (2010)						
Total Number of Businesses	13,320		17,797		31,117	
Total Number of Employees	192,719		252,042		444,761	
Company Headqtrs: Businesses	17	0.1%	31	0.2%	48	0.2%
Company Headqtrs: Employees	7,432	3.9%	4,841	1.9%	12,273	2.8%
Employee Population per Business	14.5 to 1		14.2 to 1		14.3 to 1	
Residential Population per Business	28.7 to 1		27.5 to 1		28.0 to 1	
Est. Adj. Daytime Demographics (Age16+)	321,502		417,354		738,856	
Labor Force (2010)						
Labor: Population Age 16+	303,121		389,037		692,158	
Unemployment Rate		7.1%		6.8%		7.0%
Labor Force Total: Males	143,837	47.5%	189,455	48.7%	333,292	48.2%
<i>Male civilian employed</i>	89,306	62.1%	115,203	60.8%	204,509	61.4%
<i>Male civilian unemployed</i>	10,931	7.6%	14,265	7.5%	25,195	7.6%
<i>Males in Armed Forces</i>	737	0.5%	2,750	1.5%	3,487	1.0%
<i>Males not in labor force</i>	42,863	29.8%	57,238	30.2%	100,100	30.0%
Labor Force Total: Females	159,284	52.5%	199,583	51.3%	358,867	51.8%
<i>Female civilian employed</i>	84,173	52.8%	105,258	52.7%	189,431	52.8%
<i>Female civilian unemployed</i>	10,578	6.6%	12,351	6.2%	22,929	6.4%
<i>Females in Armed Forces</i>	121	0.1%	515	0.3%	636	0.2%
<i>Females not in labor force</i>	64,412	40.4%	81,458	40.8%	145,870	40.6%
Employment Force Change (2000-2010)	-6,307	-3.5%	-2,456	-1.1%	-8,763	-2.2%
Male Change (2000-2010)	-2,778	-3.0%	-1,539	-1.3%	-4,317	-2.1%
Female Change (2000-2010)	-3,529	-4.0%	-917	-0.9%	-4,446	-2.3%
Occupation (2000)						
Occupation: Population Age 16+	179,786		222,917		402,703	
Occupation Total: Males	92,084	51.2%	116,742	52.4%	208,826	51.9%
Occupation Total: Females	87,702	48.8%	106,175	47.6%	193,877	48.1%
Mgmt, Business, & Financial Operations	25,493	14.2%	25,725	11.5%	51,218	12.7%
Professional and Related	40,752	22.7%	42,958	19.3%	83,711	20.8%
Service	25,248	14.0%	32,636	14.6%	57,885	14.4%
Sales and Office	47,541	26.4%	59,092	26.5%	106,634	26.5%
Farming, Fishing, & Forestry	165	0.1%	431	0.2%	597	0.1%
Construction, Extraction, & Maintenance	12,261	6.8%	20,584	9.2%	32,845	8.2%
Production, Transport, & Material Moving	28,325	15.8%	41,489	18.6%	69,814	17.3%
White Collar		63.3%		57.3%		60.0%
Blue Collar		36.7%		42.7%		40.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	166,032		201,483		367,516	
1 Detached Unit	110,533	66.6%	138,549	68.8%	249,082	67.8%
1 Attached Unit	8,353	5.0%	9,391	4.7%	17,744	4.8%
2 Units	4,608	2.8%	7,672	3.8%	12,281	3.3%
3 to 4 Units	12,668	7.6%	11,227	5.6%	23,895	6.5%
5 to 9 Units	11,853	7.1%	11,341	5.6%	23,194	6.3%
10 to 19 Units	7,973	4.8%	7,928	3.9%	15,900	4.3%
20 to 49 Units	4,016	2.4%	3,596	1.8%	7,612	2.1%
50 or more Units	3,940	2.4%	5,273	2.6%	9,213	2.5%
Mobile Home or Trailer	2,065	1.2%	6,394	3.2%	8,459	2.3%
Other Structure	23	-	114	0.1%	137	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	1,973	1.2%	3,411	1.7%	5,384	1.5%
Homes Built 1995 to 1998	8,935	5.4%	9,783	4.9%	18,718	5.1%
Homes Built 1990 to 1994	8,606	5.2%	10,206	5.1%	18,812	5.1%
Homes Built 1980 to 1989	16,782	10.1%	17,718	8.8%	34,500	9.4%
Homes Built 1970 to 1979	27,094	16.3%	38,195	19.0%	65,289	17.8%
Homes Built 1960 to 1969	32,364	19.5%	36,676	18.2%	69,040	18.8%
Homes Built 1950 to 1959	31,187	18.8%	36,799	18.3%	67,986	18.5%
Homes Built 1940 to 1949	16,010	9.6%	18,034	9.0%	34,044	9.3%
Homes Built Before 1939	23,080	13.9%	30,662	15.2%	53,742	14.6%
Median Age of Homes	36.3 yrs		37.0 yrs		36.7 yrs	
Home Values (2000)						
Owner Specified Housing Units	93,120		112,671		205,791	
Home Values \$1,000,000 or More	120	0.1%	110	0.1%	230	0.1%
Home Values \$750,000 to \$999,999	114	0.1%	46	-	160	0.1%
Home Values \$500,000 to \$749,999	556	0.6%	258	0.2%	814	0.4%
Home Values \$400,000 to \$499,999	937	1.0%	331	0.3%	1,268	0.6%
Home Values \$300,000 to \$399,999	2,470	2.7%	1,431	1.3%	3,901	1.9%
Home Values \$250,000 to \$299,999	2,896	3.1%	1,997	1.8%	4,893	2.4%
Home Values \$200,000 to \$249,999	5,411	5.8%	3,943	3.5%	9,354	4.5%
Home Values \$175,000 to \$199,999	5,181	5.6%	4,346	3.9%	9,527	4.6%
Home Values \$150,000 to \$174,999	8,186	8.8%	8,008	7.1%	16,194	7.9%
Home Values \$125,000 to \$149,999	12,538	13.5%	13,848	12.3%	26,386	12.8%
Home Values \$100,000 to \$124,999	14,967	16.1%	18,794	16.7%	33,762	16.4%
Home Values \$90,000 to \$99,999	7,549	8.1%	11,890	10.6%	19,440	9.4%
Home Values \$80,000 to \$89,999	7,540	8.1%	14,108	12.5%	21,649	10.5%
Home Values \$70,000 to \$79,999	6,493	7.0%	13,060	11.6%	19,553	9.5%
Home Values \$60,000 to \$69,999	5,628	6.0%	9,452	8.4%	15,079	7.3%
Home Values \$50,000 to \$59,999	4,687	5.0%	5,191	4.6%	9,877	4.8%
Home Values \$35,000 to \$49,999	4,814	5.2%	4,041	3.6%	8,855	4.3%
Home Values \$25,000 to \$34,999	1,835	2.0%	1,139	1.0%	2,973	1.4%
Home Values \$10,000 to \$24,999	1,097	1.2%	533	0.5%	1,631	0.8%
Home Values \$0 to \$9,999	103	0.1%	144	0.1%	247	0.1%
Owner Occupied Median Home Value	\$120,662		\$107,303		\$113,348	
Renter Occupied Median Rent	\$380		\$379		\$379	
Average Property Value (2010)	\$137,274		\$133,668		\$135,268	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

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



Lat/Lon: 39.62782/-84.23186

Dayton Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$8.29 B		\$9.63 B		\$17.9 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$4.77 B		\$5.53 B		\$10.3 B	
<i>Total Retail Expenditures (2010)</i>	\$3.53 B		\$4.10 B		\$7.62 B	
Apparel (2010)	\$396 M		\$459 M		\$855 M	
Contributions (2010)	\$312 M		\$347 M		\$658 M	
Education (2010)	\$202 M		\$223 M		\$425 M	
Entertainment (2010)	\$463 M		\$536 M		\$999 M	
Food And Beverages (2010)	\$1.27 B		\$1.49 B		\$2.75 B	
Furnishings And Equipment (2010)	\$366 M		\$419 M		\$785 M	
Gifts (2010)	\$222 M		\$249 M		\$471 M	
Health Care (2010)	\$509 M		\$601 M		\$1.11 B	
Household Operations (2010)	\$298 M		\$337 M		\$635 M	
Miscellaneous Expenses (2010)	\$139 M		\$162 M		\$301 M	
Personal Care (2010)	\$120 M		\$140 M		\$260 M	
Personal Insurance (2010)	\$85.4 M		\$96.2 M		\$182 M	
Reading (2010)	\$27.3 M		\$31.6 M		\$58.9 M	
Shelter (2010)	\$1.60 B		\$1.85 B		\$3.46 B	
Tobacco (2010)	\$53.7 M		\$65.3 M		\$119 M	
Transportation (2010)	\$1.65 B		\$1.94 B		\$3.59 B	
Utilities (2010)	\$578 M		\$684 M		\$1.26 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,441		\$4,113		\$4,258	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,553	57.5%	\$2,362	57.4%	\$2,447	57.5%
<i>Total Retail Expenditures (2010)</i>	\$1,888	42.5%	\$1,751	42.6%	\$1,811	42.5%
Apparel (2010)	\$212	4.8%	\$196	4.8%	\$203	4.8%
Contributions (2010)	\$167	3.8%	\$148	3.6%	\$156	3.7%
Education (2010)	\$108	2.4%	\$95	2.3%	\$101	2.4%
Entertainment (2010)	\$248	5.6%	\$229	5.6%	\$237	5.6%
Food And Beverages (2010)	\$678	15.3%	\$635	15.4%	\$654	15.4%
Furnishings And Equipment (2010)	\$196	4.4%	\$179	4.4%	\$186	4.4%
Gifts (2010)	\$119	2.7%	\$106	2.6%	\$112	2.6%
Health Care (2010)	\$272	6.1%	\$257	6.2%	\$264	6.2%
Household Operations (2010)	\$160	3.6%	\$144	3.5%	\$151	3.5%
Miscellaneous Expenses (2010)	\$74	1.7%	\$69	1.7%	\$72	1.7%
Personal Care (2010)	\$64	1.4%	\$60	1.5%	\$62	1.5%
Personal Insurance (2010)	\$46	1.0%	\$41	1.0%	\$43	1.0%
Reading (2010)	\$15	0.3%	\$13	0.3%	\$14	0.3%
Shelter (2010)	\$859	19.3%	\$792	19.2%	\$821	19.3%
Tobacco (2010)	\$29	0.6%	\$28	0.7%	\$28	0.7%
Transportation (2010)	\$885	19.9%	\$828	20.1%	\$853	20.0%
Utilities (2010)	\$310	7.0%	\$292	7.1%	\$300	7.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.