

COMPLETE PROFILE

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



Lat/Lon: 39.88224/-82.84386

Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	322,535		464,421		786,956	
Census Population (1990)	262,293		417,986		680,278	
Census Population (2000)	293,686		434,892		728,578	
Projected Population (2015)	336,397		484,271		820,668	
Forecasted Population (2020)	360,181		511,535		871,716	
Historical Annual Change (1990-2000)	31,393	1.2%	16,907	0.4%	48,300	0.7%
Historical Annual Change (2000-2010)	28,849	1.0%	29,528	0.7%	58,378	0.8%
Projected Annual Change (2010-2015)	13,862	0.9%	19,851	0.9%	33,713	0.9%
Est. Population Density (2010)	1,435.48 <i>psm</i>		1,149.94 <i>psm</i>		1,418.58 <i>psm</i>	
Trade Area Size	224.69 <i>sq mi</i>		403.87 <i>sq mi</i>		554.75 <i>sq mi</i>	
Households						
Estimated Households (2010)	127,123		181,246		308,369	
Census Households (1990)	101,980		157,864		259,844	
Census Households (2000)	118,314		173,275		291,589	
Projected Households (2015)	130,441		186,025		316,465	
Forecasted Households (2020)	137,151		192,926		330,077	
Historical Annual Change (1990-2000)	16,334	1.6%	15,411	1.0%	31,746	1.2%
Projected Annual Change (2000-2015)	12,126	0.7%	12,750	0.5%	24,876	0.6%
Average Household Income						
Est. Average Household Income (2010)	\$63,103		\$56,826		\$59,414	
Census Average Hhld Income (1990)	\$37,048		\$28,673		\$31,959	
Census Average Hhld Income (2000)	\$52,697		\$45,758		\$48,573	
Proj. Average Household Income (2015)	\$66,803		\$61,223		\$63,523	
Historical Annual Change (1990-2000)	\$15,649	4.2%	\$17,085	6.0%	\$16,614	5.2%
Projected Annual Change (2000-2015)	\$14,106	1.8%	\$15,465	2.3%	\$14,950	2.1%
Median Household Income						
Est. Median Household Income (2010)	\$52,500		\$44,699		\$47,915	
Census Median Hhld Income (1990)	\$32,318		\$24,736		\$27,711	
Census Median Hhld Income (2000)	\$45,104		\$38,072		\$40,925	
Proj. Median Household Income (2015)	\$54,726		\$47,296		\$50,358	
Historical Annual Change (1990-2000)	\$12,787	4.0%	\$13,336	5.4%	\$13,214	4.8%
Projected Annual Change (2000-2015)	\$9,622	1.4%	\$9,224	1.6%	\$9,433	1.5%
Per Capita Income						
Est. Per Capita Income (2010)	\$25,164		\$23,188		\$23,998	
Census Per Capita Income (1990)	\$14,404		\$10,829		\$12,207	
Census Per Capita Income (2000)	\$21,118		\$18,156		\$19,350	
Proj. Per Capita Income (2015)	\$26,197		\$24,548		\$25,224	
Historical Annual Change (1990-2000)	\$6,714	4.7%	\$7,327	6.8%	\$7,142	5.9%
Projected Annual Change (2000-2015)	\$5,079	1.6%	\$6,392	2.3%	\$5,874	2.0%
Other Income						
Est. Median Disposable Income (2010)	\$43,839		\$37,715		\$40,240	
Proj. Median Disposable Income (2015)	\$45,466		\$39,626		\$42,033	
Est. Average Household Net Worth (2010)	\$420,592		\$386,081		\$400,308	

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Lat/Lon: 39.88224/-82.84386

Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	2,481	2.0%	3,525	1.9%	6,006	1.9%
HH Income \$150,000 to 199,999	3,662	2.9%	4,492	2.5%	8,154	2.6%
HH Income \$125,000 to 149,999	3,904	3.1%	5,531	3.1%	9,435	3.1%
HH Income \$100,000 to 124,999	9,501	7.5%	9,957	5.5%	19,458	6.3%
HH Income \$75,000 to 99,999	15,811	12.4%	18,690	10.3%	34,501	11.2%
HH Income \$50,000 to 74,999	26,159	20.6%	32,336	17.8%	58,495	19.0%
HH Income \$35,000 to 49,999	20,879	16.4%	27,057	14.9%	47,936	15.5%
HH Income \$25,000 to 34,999	15,365	12.1%	21,485	11.9%	36,850	12.0%
HH Income \$15,000 to 24,999	13,249	10.4%	22,090	12.2%	35,339	11.5%
HH Income \$10,000 to 14,999	6,342	5.0%	12,108	6.7%	18,450	6.0%
HH Income \$0 to 9,999	9,771	7.7%	23,973	13.2%	33,744	10.9%
HH Income \$35,000+	82,397	64.8%	101,589	56.1%	183,986	59.7%
HH Income \$50,000+	61,517	48.4%	74,532	41.1%	136,050	44.1%
HH Income \$75,000+	35,359	27.8%	42,196	23.3%	77,555	25.1%
Race & Ethnicity (2010)						
Total Population	322,535		464,421		786,956	
White	225,428	69.9%	329,428	70.9%	554,856	70.5%
Black or African American	82,016	25.4%	109,173	23.5%	191,189	24.3%
American Indian & Alaska Native	1,235	0.4%	1,683	0.4%	2,919	0.4%
Asian	7,526	2.3%	15,015	3.2%	22,541	2.9%
Hawaiian & Pacific Islander	212	0.1%	439	0.1%	651	0.1%
Other Race	1,711	0.5%	2,052	0.4%	3,763	0.5%
Two or More Races	4,406	1.4%	6,631	1.4%	11,037	1.4%
Not Hispanic or Latino Population	310,513	96.3%	449,152	96.7%	759,665	96.5%
Non Hispanic: White	217,905	70.2%	319,282	71.1%	537,187	70.7%
Non Hispanic: Black or African American	77,975	25.1%	105,047	23.4%	183,022	24.1%
Non Hispanic: Amer Indian & AK Native	1,219	0.4%	1,681	0.4%	2,900	0.4%
Non Hispanic: Asian	7,240	2.3%	14,285	3.2%	21,526	2.8%
Non Hispanic: Hawaiian & Pacific Islander	212	0.1%	439	0.1%	651	0.1%
Non Hispanic: Other Race	1,709	0.6%	2,044	0.5%	3,753	0.5%
Non Hispanic: Two or More Races	4,253	1.4%	6,372	1.4%	10,626	1.4%
Hispanic or Latino Population	12,022	3.7%	15,269	3.3%	27,291	3.5%
Hispanic: White	7,523	62.6%	10,145	66.4%	17,668	64.7%
Hispanic: Black or African American	4,041	33.6%	4,125	27.0%	8,167	29.9%
Hispanic: American Indian & Alaska Native	17	0.1%	2	-	19	0.1%
Hispanic: Asian	286	2.4%	730	4.8%	1,015	3.7%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	2	-	8	0.1%	10	-
Hispanic: Two or More Races	153	1.3%	259	1.7%	411	1.5%
Not of Hispanic Origin Population (1990)	259,983	99.1%	414,169	99.1%	674,152	99.1%
Hispanic Origin Population (1990)	2,309	0.9%	3,817	0.9%	6,126	0.9%
Not Hispanic or Latino Population (2000)	287,822	98.0%	427,423	98.3%	715,245	98.2%
Hispanic or Latino Population (2000)	5,863	2.0%	7,470	1.7%	13,333	1.8%
Not Hispanic or Latino Population 5yr (2015)	321,024	95.4%	464,545	95.9%	785,569	95.7%
Hispanic or Latino Population 5yr (2015)	15,373	4.6%	19,727	4.1%	35,100	4.3%
Historical Annual Change (1990-2000)	3,554	15.4%	3,653	9.6%	7,207	11.8%
Projected Annual Change (2000-2015)	9,510	10.8%	12,257	10.9%	21,767	10.9%

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	322,535		464,421		786,956	
Age 0 to 4 yrs	24,635	7.6%	33,623	7.2%	58,259	7.4%
Age 5 to 9 yrs	24,343	7.5%	32,647	7.0%	56,989	7.2%
Age 10 to 14 yrs	22,725	7.0%	30,676	6.6%	53,402	6.8%
Age 15 to 19 yrs	21,195	6.6%	35,555	7.7%	56,750	7.2%
Age 20 to 24 yrs	19,798	6.1%	40,835	8.8%	60,633	7.7%
Age 25 to 29 yrs	21,560	6.7%	32,825	7.1%	54,385	6.9%
Age 30 to 34 yrs	22,676	7.0%	31,765	6.8%	54,441	6.9%
Age 35 to 39 yrs	23,937	7.4%	33,042	7.1%	56,979	7.2%
Age 40 to 44 yrs	23,601	7.3%	32,345	7.0%	55,946	7.1%
Age 45 to 49 yrs	23,632	7.3%	31,630	6.8%	55,262	7.0%
Age 50 to 54 yrs	23,048	7.1%	30,034	6.5%	53,082	6.7%
Age 55 to 59 yrs	20,382	6.3%	27,141	5.8%	47,523	6.0%
Age 60 to 64 yrs	16,511	5.1%	22,015	4.7%	38,525	4.9%
Age 65 to 69 yrs	11,929	3.7%	16,457	3.5%	28,387	3.6%
Age 70 to 74 yrs	8,229	2.6%	11,904	2.6%	20,133	2.6%
Age 75 to 79 yrs	6,067	1.9%	9,033	1.9%	15,100	1.9%
Age 80 to 84 yrs	4,382	1.4%	6,491	1.4%	10,873	1.4%
Age 85 yrs plus	3,885	1.2%	6,402	1.4%	10,287	1.3%
Median Age	35.5 yrs		34.2 yrs		34.7 yrs	
Age 19 yrs or less	92,898	28.8%	132,501	28.5%	225,399	28.6%
Age 20 to 64 years	195,145	60.5%	281,632	60.6%	476,777	60.6%
Age 65 years Plus	34,492	10.7%	50,287	10.8%	84,779	10.8%
Female Age Distribution (2010)						
Female Population	165,608	51.3%	233,613	50.3%	399,220	50.7%
Age 0 to 4 yrs	12,107	7.3%	16,455	7.0%	28,562	7.2%
Age 5 to 9 yrs	11,814	7.1%	15,963	6.8%	27,778	7.0%
Age 10 to 14 yrs	11,187	6.8%	14,884	6.4%	26,071	6.5%
Age 15 to 19 yrs	10,334	6.2%	17,503	7.5%	27,837	7.0%
Age 20 to 24 yrs	9,834	5.9%	19,298	8.3%	29,132	7.3%
Age 25 to 29 yrs	10,834	6.5%	15,730	6.7%	26,564	6.7%
Age 30 to 34 yrs	11,514	7.0%	15,575	6.7%	27,089	6.8%
Age 35 to 39 yrs	12,189	7.4%	16,164	6.9%	28,353	7.1%
Age 40 to 44 yrs	11,771	7.1%	15,730	6.7%	27,501	6.9%
Age 45 to 49 yrs	12,085	7.3%	15,649	6.7%	27,734	6.9%
Age 50 to 54 yrs	12,106	7.3%	15,419	6.6%	27,524	6.9%
Age 55 to 59 yrs	10,866	6.6%	14,260	6.1%	25,126	6.3%
Age 60 to 64 yrs	8,898	5.4%	11,646	5.0%	20,545	5.1%
Age 65 to 69 yrs	6,513	3.9%	8,879	3.8%	15,392	3.9%
Age 70 to 74 yrs	4,649	2.8%	6,710	2.9%	11,359	2.8%
Age 75 to 79 yrs	3,540	2.1%	5,295	2.3%	8,835	2.2%
Age 80 to 84 yrs	2,690	1.6%	4,036	1.7%	6,725	1.7%
Age 85 yrs plus	2,676	1.6%	4,418	1.9%	7,094	1.8%
Female Median Age	36.8 yrs		35.6 yrs		36.1 yrs	
Age 19 yrs or less	45,442	27.4%	64,805	27.7%	110,248	27.6%
Age 20 to 64 years	100,098	60.4%	139,470	59.7%	239,568	60.0%
Age 65 years Plus	20,067	12.1%	29,338	12.6%	49,405	12.4%

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	156,927	48.7%	230,808	49.7%	387,735	49.3%
Age 0 to 4 yrs	12,528	8.0%	17,168	7.4%	29,697	7.7%
Age 5 to 9 yrs	12,528	8.0%	16,683	7.2%	29,212	7.5%
Age 10 to 14 yrs	11,538	7.4%	15,793	6.8%	27,331	7.0%
Age 15 to 19 yrs	10,860	6.9%	18,052	7.8%	28,912	7.5%
Age 20 to 24 yrs	9,963	6.3%	21,537	9.3%	31,501	8.1%
Age 25 to 29 yrs	10,726	6.8%	17,095	7.4%	27,821	7.2%
Age 30 to 34 yrs	11,162	7.1%	16,190	7.0%	27,352	7.1%
Age 35 to 39 yrs	11,748	7.5%	16,878	7.3%	28,626	7.4%
Age 40 to 44 yrs	11,830	7.5%	16,615	7.2%	28,445	7.3%
Age 45 to 49 yrs	11,547	7.4%	15,982	6.9%	27,529	7.1%
Age 50 to 54 yrs	10,942	7.0%	14,616	6.3%	25,558	6.6%
Age 55 to 59 yrs	9,516	6.1%	12,881	5.6%	22,397	5.8%
Age 60 to 64 yrs	7,612	4.9%	10,368	4.5%	17,980	4.6%
Age 65 to 69 yrs	5,417	3.5%	7,578	3.3%	12,995	3.4%
Age 70 to 74 yrs	3,580	2.3%	5,194	2.3%	8,775	2.3%
Age 75 to 79 yrs	2,527	1.6%	3,738	1.6%	6,265	1.6%
Age 80 to 84 yrs	1,692	1.1%	2,455	1.1%	4,147	1.1%
Age 85 yrs plus	1,209	0.8%	1,984	0.9%	3,193	0.8%
Male Median Age	34.3 yrs		32.9 yrs		33.4 yrs	
Age 19 yrs or less	47,456	30.2%	67,696	29.3%	115,152	29.7%
Age 20 to 64 years	95,047	60.6%	142,162	61.6%	237,209	61.2%
Age 65 years Plus	14,425	9.2%	20,950	9.1%	35,374	9.1%
Males per 100 Females (2010)						
Overall Comparison	95		99		97	
Age 0 to 4 yrs	103	50.9%	104	51.1%	104	51.0%
Age 5 to 9 yrs	106	51.5%	105	51.1%	105	51.3%
Age 10 to 14 yrs	103	50.8%	106	51.5%	105	51.2%
Age 15 to 19 yrs	105	51.2%	103	50.8%	104	50.9%
Age 20 to 24 yrs	101	50.3%	112	52.7%	108	52.0%
Age 25 to 29 yrs	99	49.8%	109	52.1%	105	51.2%
Age 30 to 34 yrs	97	49.2%	104	51.0%	101	50.2%
Age 35 to 39 yrs	96	49.1%	104	51.1%	101	50.2%
Age 40 to 44 yrs	100	50.1%	106	51.4%	103	50.8%
Age 45 to 49 yrs	96	48.9%	102	50.5%	99	49.8%
Age 50 to 54 yrs	90	47.5%	95	48.7%	93	48.1%
Age 55 to 59 yrs	88	46.7%	90	47.5%	89	47.1%
Age 60 to 64 yrs	86	46.1%	89	47.1%	88	46.7%
Age 65 to 69 yrs	83	45.4%	85	46.0%	84	45.8%
Age 70 to 74 yrs	77	43.5%	77	43.6%	77	43.6%
Age 75 to 79 yrs	71	41.6%	71	41.4%	71	41.5%
Age 80 to 84 yrs	63	38.6%	61	37.8%	62	38.1%
Age 85 yrs plus	45	31.1%	45	31.0%	45	31.0%
Age 19 yrs or less	104	51.1%	104	51.1%	104	51.1%
Age 20 to 39 yrs	98	49.6%	107	51.8%	104	50.9%
Age 40 to 64 yrs	92	48.0%	97	49.2%	95	48.7%
Age 65 years Plus	72	41.8%	71	41.7%	72	41.7%

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	127,123		181,246		308,369	
Households with Children	45,075	35.5%	58,205	32.1%	103,280	33.5%
Average Household Size	2.51		2.46		2.48	
Est. Household Density	565.78 <i>psm</i>		448.78 <i>psm</i>		555.87 <i>psm</i>	
Population Family	261,623	81.1%	342,424	73.7%	604,047	76.8%
Population Non-Family	58,052	18.0%	104,095	22.4%	162,147	20.6%
Population Group Qtrs	2,861	0.9%	17,901	3.9%	20,762	2.6%
Family Households	80,771	63.5%	105,613	58.3%	186,384	60.4%
<i>Married Couple Hhlds</i>	55,165	68.3%	69,307	65.6%	124,472	66.8%
<i>Other Family Hhlds</i>	25,607	31.7%	36,305	34.4%	61,912	33.2%
Family Households With Children	44,580	55.2%	57,583	54.5%	102,162	54.8%
<i>Married Couple With Children</i>	26,255	58.9%	31,829	55.3%	58,083	56.9%
<i>Other Family Hhlds With Children</i>	18,325	41.1%	25,754	44.7%	44,079	43.1%
Family Households No Children	36,192	44.8%	48,030	45.5%	84,222	45.2%
<i>Married Couple No Children</i>	28,910	79.9%	37,479	78.0%	66,389	78.8%
<i>Other Family Households No Children</i>	7,281	20.1%	10,551	22.0%	17,833	21.2%
Average Family Household Size	3.24		3.24		3.24	
Average Family Income	\$74,824		\$70,197		\$72,202	
Median Family Income	\$63,062		\$56,647		\$59,427	
Non-Family Households	46,352	36.5%	75,633	41.7%	121,985	39.6%
Non-Family Hhlds With Children	495	1.1%	622	0.8%	1,118	0.9%
Non-Family Hhld No Children	45,857	98.9%	75,011	99.2%	120,868	99.1%
<i>N-F Hhld Lone Person No Children</i>	38,162	82.3%	59,413	78.6%	97,574	80.0%
Lone Male Householder	16,321	42.8%	27,419	46.1%	43,740	44.8%
Lone Female Householder	21,841	57.2%	31,994	53.9%	53,835	55.2%
<i>N-F Hhld 2+ Persons No Children</i>	7,695	16.6%	15,598	20.6%	23,293	19.1%
Average Non-Family Hhld Size	1.25		1.38		1.33	
Marital Status (2010)						
(15 Years or Older)	250,790		366,883		617,672	
Never Married	70,965	28.3%	129,776	35.4%	200,741	32.5%
Now Married	124,904	49.8%	159,607	43.5%	284,512	46.1%
Previously Married	54,920	21.9%	77,500	21.1%	132,420	21.4%
Separated	9,200	16.8%	15,358	19.8%	24,558	18.5%
Widowed	14,132	25.7%	21,119	27.3%	35,251	26.6%
Divorced	31,588	57.5%	41,023	52.9%	72,611	54.8%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	209,839		291,084		500,923	
Elementary (0 to 8)	6,595	3.1%	11,998	4.1%	18,593	3.7%
Some High School (9 to 11)	18,261	8.7%	30,171	10.4%	48,432	9.7%
High School Graduate (12)	68,606	32.7%	96,050	33.0%	164,656	32.9%
Some College (13 to 16)	44,875	21.4%	57,570	19.8%	102,445	20.5%
Associate Degree Only	14,384	6.9%	17,967	6.2%	32,351	6.5%
Bachelor Degree Only	37,616	17.9%	49,646	17.1%	87,262	17.4%
Graduate Degree	19,502	9.3%	27,683	9.5%	47,185	9.4%
Any College + (Some College or higher)	116,377	55.5%	152,866	52.5%	269,243	53.7%
College Degree + (Bachelor Degree or higher)	57,118	27.2%	77,329	26.6%	134,447	26.8%

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	144,774		210,051		354,825	
Housing Units, Occupied	127,123	87.8%	181,246	86.3%	308,369	86.9%
Housing Units, Owner-Occupied	78,850	62.0%	103,974	57.4%	182,824	59.3%
Housing Units, Renter-Occupied	48,273	38.0%	77,272	42.6%	125,545	40.7%
Housing Units, Vacant	17,651	10.9%	28,805	12.1%	46,456	11.6%
Total Housing Units (2000)	126,933		188,731		315,664	
Historical Annual Change (2000-2010)	17,841	1.4%	21,320	1.1%	39,161	1.2%
Household Size (2010)						
Total Households	127,123		181,246		308,369	
1 Person Household	38,162	30.0%	59,413	32.8%	97,574	31.6%
2 Person Households	37,268	29.3%	52,104	28.7%	89,372	29.0%
3 Person Households	19,418	15.3%	26,085	14.4%	45,502	14.8%
4 Person Households	19,477	15.3%	25,560	14.1%	45,038	14.6%
5 Person Households	8,462	6.7%	11,458	6.3%	19,920	6.5%
6 Person Households	2,877	2.3%	4,214	2.3%	7,091	2.3%
7+ Person Households	1,459	1.1%	2,412	1.3%	3,872	1.3%
Household Stability (2010)						
Total Households	127,123		181,246		308,369	
In current residence < 1 year	25,755	20.3%	38,653	21.3%	64,408	20.9%
In current residence 1-2 years	32,415	25.5%	48,641	26.8%	81,056	26.3%
In current residence 3-5 years	26,279	20.7%	34,759	19.2%	61,038	19.8%
In current residence 6-10 years	18,124	14.3%	23,996	13.2%	42,119	13.7%
In current residence > 10 years	24,552	19.3%	35,197	19.4%	59,749	19.4%
Turnover (% Annual Residential Turnover)		20.3%		21.3%		20.9%
Stability (% In Current Residence 5+ Years)		33.6%		32.7%		33.0%
Median Years in Residence	3.6 yrs		3.5 yrs		3.6 yrs	
Household Vehicles (2010)						
Total Vehicles Available	220,794		307,479		528,273	
Household: 0 Vehicles Available	9,282	7.3%	20,242	11.2%	29,524	9.6%
Household: 1 Vehicles Available	48,765	38.4%	69,137	38.1%	117,902	38.2%
Household: 2 Vehicles Available	47,691	37.5%	61,478	33.9%	109,169	35.4%
Household: 3+ Vehicles Available	21,385	16.8%	30,389	16.8%	51,774	16.8%
Average Per Household	1.7 Vehicles		1.7 Vehicles		1.7 Vehicles	
Owner Occupied Hhlds Vehicles	159,535	72.3%	207,898	67.6%	367,432	69.6%
Average Per Owner Household	2.0 Vehicles		2.0 Vehicles		2.0 Vehicles	
Renter Occupied Hhlds Vehicles	61,259	27.7%	99,581	32.4%	160,841	30.4%
Average Per Renter Household	1.3 Vehicles		1.3 Vehicles		1.3 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	149,542		212,429		361,971	
Travel to Work in 14 Minutes or Less	35,183	23.5%	58,150	27.4%	93,333	25.8%
Travel to Work in 15 to 29 Minutes	68,274	45.7%	94,412	44.4%	162,686	44.9%
Travel to Work in 30 to 59 Minutes	37,567	25.1%	45,251	21.3%	82,817	22.9%
Travel to Work in 60 Minutes or More	5,249	3.5%	9,282	4.4%	14,531	4.0%
Work at Home	3,269	2.2%	5,335	2.5%	8,604	2.4%
Average Travel Time to Work	22.1 mins		21.4 mins		21.7 mins	

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COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	149,542		212,429		361,971	
Drive to Work Alone	122,231	81.7%	162,161	76.3%	284,392	78.6%
Drive to Work in Carpool	16,593	11.1%	23,115	10.9%	39,708	11.0%
Travel to Work - Public Transportation	4,127	2.8%	9,871	4.6%	13,998	3.9%
Drive to Work on Motorcycle	39	-	110	0.1%	148	-
Bicycle to Work	179	0.1%	1,000	0.5%	1,179	0.3%
Walk to Work	2,522	1.7%	9,639	4.5%	12,162	3.4%
Other Means	582	0.4%	1,198	0.6%	1,780	0.5%
Work at Home	3,269	2.2%	5,335	2.5%	8,604	2.4%
Daytime Demos (2010)						
Total Number of Businesses	9,203		19,252		28,455	
Total Number of Employees	135,604		421,182		556,786	
Company Headqtrs: Businesses	14	0.1%	63	0.3%	77	0.3%
Company Headqtrs: Employees	1,482	1.1%	13,586	3.2%	15,068	2.7%
Employee Population per Business	14.7 to 1		21.9 to 1		19.6 to 1	
Residential Population per Business	35.0 to 1		24.1 to 1		27.7 to 1	
Est. Adj. Daytime Demographics (Age16+)	226,835		569,330		796,165	
Labor Force (2010)						
Labor: Population Age 16+	246,341		360,540		606,881	
Unemployment Rate		7.1%		8.3%		7.8%
Labor Force Total: Males	118,014	47.9%	177,688	49.3%	295,702	48.7%
<i>Male civilian employed</i>	79,947	67.7%	111,993	63.0%	191,940	64.9%
<i>Male civilian unemployed</i>	9,131	7.7%	15,543	8.7%	24,675	8.3%
<i>Males in Armed Forces</i>	366	0.3%	347	0.2%	714	0.2%
<i>Males not in labor force</i>	28,570	24.2%	49,804	28.0%	78,374	26.5%
Labor Force Total: Females	128,327	52.1%	182,852	50.7%	311,179	51.3%
<i>Female civilian employed</i>	74,728	58.2%	100,020	54.7%	174,748	56.2%
<i>Female civilian unemployed</i>	8,313	6.5%	14,217	7.8%	22,530	7.2%
<i>Females in Armed Forces</i>	70	0.1%	31	-	102	-
<i>Females not in labor force</i>	45,217	35.2%	68,583	37.5%	113,800	36.6%
Employment Force Change (2000-2010)	5,422	3.6%	-189	-0.1%	5,233	1.4%
Male Change (2000-2010)	3,287	4.3%	555	0.5%	3,842	2.0%
Female Change (2000-2010)	2,135	2.9%	-744	-0.7%	1,391	0.8%
Occupation (2000)						
Occupation: Population Age 16+	149,252		212,202		361,455	
Occupation Total: Males	76,660	51.4%	111,438	52.5%	188,098	52.0%
Occupation Total: Females	72,593	48.6%	100,764	47.5%	173,357	48.0%
Mgmt, Business, & Financial Operations	19,988	13.4%	25,248	11.9%	45,236	12.5%
Professional and Related	26,340	17.6%	39,204	18.5%	65,544	18.1%
Service	21,514	14.4%	35,844	16.9%	57,358	15.9%
Sales and Office	47,393	31.8%	63,131	29.8%	110,524	30.6%
Farming, Fishing, & Forestry	214	0.1%	220	0.1%	434	0.1%
Construction, Extraction, & Maintenance	11,136	7.5%	17,524	8.3%	28,660	7.9%
Production, Transport, & Material Moving	22,668	15.2%	31,031	14.6%	53,699	14.9%
White Collar		62.8%		60.1%		61.2%
Blue Collar		37.2%		39.9%		38.8%

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	126,933		188,731		315,664	
1 Detached Unit	75,968	59.8%	105,884	56.1%	181,852	57.6%
1 Attached Unit	7,379	5.8%	11,061	5.9%	18,439	5.8%
2 Units	5,441	4.3%	11,938	6.3%	17,379	5.5%
3 to 4 Units	10,905	8.6%	15,325	8.1%	26,229	8.3%
5 to 9 Units	10,814	8.5%	15,797	8.4%	26,611	8.4%
10 to 19 Units	7,327	5.8%	11,013	5.8%	18,339	5.8%
20 to 49 Units	3,866	3.0%	6,661	3.5%	10,527	3.3%
50 or more Units	3,248	2.6%	7,397	3.9%	10,645	3.4%
Mobile Home or Trailer	1,948	1.5%	3,602	1.9%	5,550	1.8%
Other Structure	38	-	54	-	92	-
Homes Built By Year (2000)						
Homes Built 1999 to 2000	2,823	2.2%	3,710	2.0%	6,532	2.1%
Homes Built 1995 to 1998	10,303	8.1%	12,280	6.5%	22,583	7.2%
Homes Built 1990 to 1994	8,955	7.1%	11,499	6.1%	20,454	6.5%
Homes Built 1980 to 1989	13,746	10.8%	15,792	8.4%	29,538	9.4%
Homes Built 1970 to 1979	23,793	18.7%	28,049	14.9%	51,843	16.4%
Homes Built 1960 to 1969	23,690	18.7%	28,432	15.1%	52,123	16.5%
Homes Built 1950 to 1959	20,388	16.1%	29,996	15.9%	50,384	16.0%
Homes Built 1940 to 1949	8,832	7.0%	17,867	9.5%	26,699	8.5%
Homes Built Before 1939	14,403	11.3%	41,105	21.8%	55,508	17.6%
Median Age of Homes	32.2 yrs		38.9 yrs		36.2 yrs	
Home Values (2000)						
Owner Specified Housing Units	65,044		84,338		149,382	
Home Values \$1,000,000 or More	121	0.2%	168	0.2%	289	0.2%
Home Values \$750,000 to \$999,999	102	0.2%	43	0.1%	145	0.1%
Home Values \$500,000 to \$749,999	290	0.4%	271	0.3%	561	0.4%
Home Values \$400,000 to \$499,999	275	0.4%	267	0.3%	542	0.4%
Home Values \$300,000 to \$399,999	975	1.5%	1,292	1.5%	2,267	1.5%
Home Values \$250,000 to \$299,999	1,252	1.9%	1,470	1.7%	2,722	1.8%
Home Values \$200,000 to \$249,999	2,895	4.5%	3,125	3.7%	6,020	4.0%
Home Values \$175,000 to \$199,999	2,991	4.6%	3,380	4.0%	6,371	4.3%
Home Values \$150,000 to \$174,999	5,454	8.4%	6,005	7.1%	11,459	7.7%
Home Values \$125,000 to \$149,999	9,243	14.2%	10,372	12.3%	19,616	13.1%
Home Values \$100,000 to \$124,999	9,404	14.5%	12,604	14.9%	22,009	14.7%
Home Values \$90,000 to \$99,999	5,891	9.1%	7,474	8.9%	13,365	8.9%
Home Values \$80,000 to \$89,999	7,890	12.1%	9,022	10.7%	16,911	11.3%
Home Values \$70,000 to \$79,999	6,930	10.7%	8,507	10.1%	15,438	10.3%
Home Values \$60,000 to \$69,999	5,270	8.1%	7,592	9.0%	12,861	8.6%
Home Values \$50,000 to \$59,999	3,162	4.9%	5,831	6.9%	8,993	6.0%
Home Values \$35,000 to \$49,999	2,241	3.4%	4,838	5.7%	7,079	4.7%
Home Values \$25,000 to \$34,999	403	0.6%	1,227	1.5%	1,630	1.1%
Home Values \$10,000 to \$24,999	221	0.3%	683	0.8%	904	0.6%
Home Values \$0 to \$9,999	35	0.1%	166	0.2%	201	0.1%
Owner Occupied Median Home Value	\$116,037		\$107,050		\$110,963	
Renter Occupied Median Rent	\$450		\$369		\$400	
Average Property Value (2010)	\$158,778		\$168,765		\$164,648	

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Eastland Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$6.45 B		\$8.56 B		\$15.0 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$3.71 B		\$4.91 B		\$8.62 B	
<i>Total Retail Expenditures (2010)</i>	\$2.74 B		\$3.65 B		\$6.39 B	
Apparel (2010)	\$308 M		\$410 M		\$718 M	
Contributions (2010)	\$232 M		\$304 M		\$536 M	
Education (2010)	\$151 M		\$202 M		\$353 M	
Entertainment (2010)	\$359 M		\$474 M		\$833 M	
Food And Beverages (2010)	\$996 M		\$1.33 B		\$2.33 B	
Furnishings And Equipment (2010)	\$282 M		\$368 M		\$650 M	
Gifts (2010)	\$167 M		\$219 M		\$386 M	
Health Care (2010)	\$400 M		\$536 M		\$936 M	
Household Operations (2010)	\$227 M		\$297 M		\$524 M	
Miscellaneous Expenses (2010)	\$109 M		\$145 M		\$254 M	
Personal Care (2010)	\$93.9 M		\$125 M		\$219 M	
Personal Insurance (2010)	\$64.6 M		\$84.7 M		\$149 M	
Reading (2010)	\$21.1 M		\$28.1 M		\$49.2 M	
Shelter (2010)	\$1.24 B		\$1.65 B		\$2.89 B	
Tobacco (2010)	\$43.5 M		\$59.2 M		\$103 M	
Transportation (2010)	\$1.30 B		\$1.71 B		\$3.01 B	
Utilities (2010)	\$459 M		\$616 M		\$1.07 B	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$4,230		\$3,934		\$4,056	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,432	57.5%	\$2,257	57.4%	\$2,329	57.4%
<i>Total Retail Expenditures (2010)</i>	\$1,797	42.5%	\$1,677	42.6%	\$1,727	42.6%
Apparel (2010)	\$202	4.8%	\$189	4.8%	\$194	4.8%
Contributions (2010)	\$152	3.6%	\$140	3.6%	\$145	3.6%
Education (2010)	\$99	2.3%	\$93	2.4%	\$95	2.4%
Entertainment (2010)	\$236	5.6%	\$218	5.5%	\$225	5.6%
Food And Beverages (2010)	\$653	15.4%	\$612	15.5%	\$629	15.5%
Furnishings And Equipment (2010)	\$185	4.4%	\$169	4.3%	\$176	4.3%
Gifts (2010)	\$109	2.6%	\$101	2.6%	\$104	2.6%
Health Care (2010)	\$262	6.2%	\$246	6.3%	\$253	6.2%
Household Operations (2010)	\$149	3.5%	\$137	3.5%	\$142	3.5%
Miscellaneous Expenses (2010)	\$71	1.7%	\$67	1.7%	\$69	1.7%
Personal Care (2010)	\$62	1.5%	\$57	1.5%	\$59	1.5%
Personal Insurance (2010)	\$42	1.0%	\$39	1.0%	\$40	1.0%
Reading (2010)	\$14	0.3%	\$13	0.3%	\$13	0.3%
Shelter (2010)	\$813	19.2%	\$757	19.2%	\$780	19.2%
Tobacco (2010)	\$28	0.7%	\$27	0.7%	\$28	0.7%
Transportation (2010)	\$852	20.1%	\$787	20.0%	\$814	20.1%
Utilities (2010)	\$301	7.1%	\$283	7.2%	\$290	7.2%

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