

# COMPLETE PROFILE

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



Lat/Lon: 40.02467/-82.36766

Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Population</b>						
Estimated Population (2010)	80,886		198,672		279,559	
Census Population (1990)	74,913		163,452		238,365	
Census Population (2000)	79,461		178,886		258,347	
Projected Population (2015)	79,001		210,860		289,861	
Forecasted Population (2020)	78,715		228,568		307,283	
Historical Annual Change (1990-2000)	4,548	0.6%	15,433	0.9%	19,982	0.8%
Historical Annual Change (2000-2010)	1,425	0.2%	19,787	1.1%	21,212	0.8%
Projected Annual Change (2010-2015)	-1,885	-0.5%	12,188	1.2%	10,302	0.7%
Est. Population Density (2010)	302.60 <i>psm</i>		110.58 <i>psm</i>		144.45 <i>psm</i>	
Trade Area Size	267.31 <i>sq mi</i>		1,796.71 <i>sq mi</i>		1,935.28 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2010)	32,244		73,839		106,083	
Census Households (1990)	28,914		58,722		87,637	
Census Households (2000)	31,938		66,451		98,389	
Projected Households (2015)	31,343		77,968		109,311	
Forecasted Households (2020)	30,984		84,305		115,288	
Historical Annual Change (1990-2000)	3,024	1.0%	7,729	1.3%	10,753	1.2%
Projected Annual Change (2000-2015)	-595	-0.1%	11,518	1.2%	10,922	0.7%
<b>Average Household Income</b>						
Est. Average Household Income (2010)	\$56,913		\$64,901		\$62,473	
Census Average Hhld Income (1990)	\$31,045		\$33,647		\$32,789	
Census Average Hhld Income (2000)	\$46,270		\$52,880		\$50,734	
Proj. Average Household Income (2015)	\$60,137		\$70,991		\$67,879	
Historical Annual Change (1990-2000)	\$15,224	4.9%	\$19,233	5.7%	\$17,946	5.5%
Projected Annual Change (2000-2015)	\$13,867	2.0%	\$18,111	2.3%	\$17,145	2.3%
<b>Median Household Income</b>						
Est. Median Household Income (2010)	\$45,628		\$53,843		\$51,346	
Census Median Hhld Income (1990)	\$26,805		\$29,176		\$28,394	
Census Median Hhld Income (2000)	\$39,341		\$44,442		\$42,786	
Proj. Median Household Income (2015)	\$48,668		\$60,173		\$56,874	
Historical Annual Change (1990-2000)	\$12,536	4.7%	\$15,267	5.2%	\$14,393	5.1%
Projected Annual Change (2000-2015)	\$9,327	1.6%	\$15,731	2.4%	\$14,088	2.2%
<b>Per Capita Income</b>						
Est. Per Capita Income (2010)	\$23,298		\$25,043		\$24,538	
Census Per Capita Income (1990)	\$11,983		\$12,088		\$12,055	
Census Per Capita Income (2000)	\$18,517		\$19,586		\$19,257	
Proj. Per Capita Income (2015)	\$24,497		\$27,196		\$26,461	
Historical Annual Change (1990-2000)	\$6,535	5.5%	\$7,497	6.2%	\$7,202	6.0%
Projected Annual Change (2000-2015)	\$5,980	2.2%	\$7,611	2.6%	\$7,204	2.5%
<b>Other Income</b>						
Est. Median Disposable Income (2010)	\$39,030		\$45,018		\$43,198	
Proj. Median Disposable Income (2015)	\$41,210		\$49,488		\$47,114	
Est. Average Household Net Worth (2010)	\$401,773		\$453,385		\$437,697	

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Lat/Lon: 40.02467/-82.36766

Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Household Income Distribution (2010)</b>						
HH Income \$200,000 or More	441	1.4%	1,433	1.9%	1,874	1.8%
HH Income \$150,000 to 199,999	671	2.1%	2,183	3.0%	2,855	2.7%
HH Income \$125,000 to 149,999	1,123	3.5%	2,764	3.7%	3,888	3.7%
HH Income \$100,000 to 124,999	1,857	5.8%	5,584	7.6%	7,441	7.0%
HH Income \$75,000 to 99,999	3,589	11.1%	10,258	13.9%	13,847	13.1%
HH Income \$50,000 to 74,999	6,196	19.2%	15,119	20.5%	21,315	20.1%
HH Income \$35,000 to 49,999	5,624	17.4%	11,554	15.6%	17,178	16.2%
HH Income \$25,000 to 34,999	4,322	13.4%	8,394	11.4%	12,716	12.0%
HH Income \$15,000 to 24,999	3,790	11.8%	7,963	10.8%	11,753	11.1%
HH Income \$10,000 to 14,999	1,840	5.7%	3,875	5.2%	5,715	5.4%
HH Income \$0 to 9,999	2,791	8.7%	4,712	6.4%	7,503	7.1%
HH Income \$35,000+	19,501	60.5%	48,895	66.2%	68,397	64.5%
HH Income \$50,000+	13,878	43.0%	37,342	50.6%	51,219	48.3%
HH Income \$75,000+	7,682	23.8%	22,222	30.1%	29,904	28.2%
<b>Race &amp; Ethnicity (2010)</b>						
Total Population	80,886		198,672		279,559	
White	76,253	94.3%	189,320	95.3%	265,573	95.0%
Black or African American	2,695	3.3%	5,307	2.7%	8,003	2.9%
American Indian & Alaska Native	261	0.3%	588	0.3%	849	0.3%
Asian	489	0.6%	1,173	0.6%	1,661	0.6%
Hawaiian & Pacific Islander	22	-	33	-	56	-
Other Race	204	0.3%	421	0.2%	625	0.2%
Two or More Races	963	1.2%	1,830	0.9%	2,793	1.0%
Not Hispanic or Latino Population	79,956	98.8%	196,453	98.9%	276,408	98.9%
Non Hispanic: White	75,359	94.3%	187,155	95.3%	262,514	95.0%
Non Hispanic: Black or African American	2,660	3.3%	5,260	2.7%	7,920	2.9%
Non Hispanic: Amer Indian & AK Native	261	0.3%	588	0.3%	849	0.3%
Non Hispanic: Asian	488	0.6%	1,169	0.6%	1,657	0.6%
Non Hispanic: Hawaiian & Pacific Islander	22	-	33	-	56	-
Non Hispanic: Other Race	204	0.3%	421	0.2%	625	0.2%
Non Hispanic: Two or More Races	961	1.2%	1,827	0.9%	2,788	1.0%
Hispanic or Latino Population	931	1.2%	2,219	1.1%	3,150	1.1%
Hispanic: White	893	96.0%	2,165	97.6%	3,059	97.1%
Hispanic: Black or African American	35	3.8%	47	2.1%	83	2.6%
Hispanic: American Indian & Alaska Native	-	-	-	-	-	-
Hispanic: Asian	1	0.1%	3	0.2%	4	0.1%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	-	-	-	-	-	-
Hispanic: Two or More Races	2	0.2%	3	0.1%	5	0.2%
Not of Hispanic Origin Population (1990)	74,510	99.5%	162,765	99.6%	237,275	99.5%
Hispanic Origin Population (1990)	403	0.5%	687	0.4%	1,090	0.5%
Not Hispanic or Latino Population (2000)	78,892	99.3%	177,630	99.3%	256,522	99.3%
Hispanic or Latino Population (2000)	569	0.7%	1,256	0.7%	1,825	0.7%
Not Hispanic or Latino Population 5yr (2015)	77,879	98.6%	208,147	98.7%	286,026	98.7%
Hispanic or Latino Population 5yr (2015)	1,123	1.4%	2,712	1.3%	3,835	1.3%
Historical Annual Change (1990-2000)	166	4.1%	569	8.3%	735	6.7%
Projected Annual Change (2000-2015)	554	6.5%	1,457	7.7%	2,010	7.3%

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Age Distribution (2010)</b>						
Total Population	80,886		198,672		279,559	
Age 0 to 4 yrs	5,603	6.9%	13,034	6.6%	18,637	6.7%
Age 5 to 9 yrs	5,061	6.3%	12,236	6.2%	17,297	6.2%
Age 10 to 14 yrs	5,163	6.4%	12,828	6.5%	17,991	6.4%
Age 15 to 19 yrs	5,148	6.4%	13,783	6.9%	18,931	6.8%
Age 20 to 24 yrs	5,095	6.3%	14,359	7.2%	19,454	7.0%
Age 25 to 29 yrs	5,777	7.1%	14,023	7.1%	19,800	7.1%
Age 30 to 34 yrs	5,016	6.2%	12,683	6.4%	17,699	6.3%
Age 35 to 39 yrs	4,701	5.8%	12,035	6.1%	16,736	6.0%
Age 40 to 44 yrs	5,147	6.4%	12,809	6.4%	17,956	6.4%
Age 45 to 49 yrs	5,679	7.0%	14,097	7.1%	19,776	7.1%
Age 50 to 54 yrs	5,613	6.9%	14,704	7.4%	20,318	7.3%
Age 55 to 59 yrs	5,172	6.4%	13,433	6.8%	18,604	6.7%
Age 60 to 64 yrs	4,544	5.6%	11,043	5.6%	15,587	5.6%
Age 65 to 69 yrs	3,966	4.9%	8,822	4.4%	12,788	4.6%
Age 70 to 74 yrs	3,159	3.9%	6,621	3.3%	9,780	3.5%
Age 75 to 79 yrs	2,457	3.0%	5,061	2.5%	7,518	2.7%
Age 80 to 84 yrs	1,821	2.3%	3,611	1.8%	5,432	1.9%
Age 85 yrs plus	1,763	2.2%	3,492	1.8%	5,256	1.9%
Median Age	38.1 yrs		37.1 yrs		37.4 yrs	
Age 19 yrs or less	20,975	25.9%	51,880	26.1%	72,855	26.1%
Age 20 to 64 years	46,745	57.8%	119,186	60.0%	165,930	59.4%
Age 65 years Plus	13,167	16.3%	27,607	13.9%	40,774	14.6%
<b>Female Age Distribution (2010)</b>						
Female Population	41,772	51.6%	100,863	50.8%	142,635	51.0%
Age 0 to 4 yrs	2,687	6.4%	6,342	6.3%	9,029	6.3%
Age 5 to 9 yrs	2,499	6.0%	5,954	5.9%	8,453	5.9%
Age 10 to 14 yrs	2,513	6.0%	6,177	6.1%	8,690	6.1%
Age 15 to 19 yrs	2,497	6.0%	6,837	6.8%	9,334	6.5%
Age 20 to 24 yrs	2,629	6.3%	7,147	7.1%	9,776	6.9%
Age 25 to 29 yrs	2,940	7.0%	6,820	6.8%	9,760	6.8%
Age 30 to 34 yrs	2,521	6.0%	6,238	6.2%	8,759	6.1%
Age 35 to 39 yrs	2,401	5.7%	6,002	6.0%	8,403	5.9%
Age 40 to 44 yrs	2,641	6.3%	6,520	6.5%	9,161	6.4%
Age 45 to 49 yrs	2,902	6.9%	7,056	7.0%	9,959	7.0%
Age 50 to 54 yrs	2,856	6.8%	7,525	7.5%	10,381	7.3%
Age 55 to 59 yrs	2,685	6.4%	6,923	6.9%	9,608	6.7%
Age 60 to 64 yrs	2,388	5.7%	5,649	5.6%	8,037	5.6%
Age 65 to 69 yrs	2,160	5.2%	4,615	4.6%	6,776	4.8%
Age 70 to 74 yrs	1,758	4.2%	3,601	3.6%	5,359	3.8%
Age 75 to 79 yrs	1,379	3.3%	2,862	2.8%	4,242	3.0%
Age 80 to 84 yrs	1,099	2.6%	2,205	2.2%	3,304	2.3%
Age 85 yrs plus	1,216	2.9%	2,389	2.4%	3,605	2.5%
Female Median Age	39.7 yrs		38.4 yrs		38.8 yrs	
Age 19 yrs or less	10,195	24.4%	25,310	25.1%	35,506	24.9%
Age 20 to 64 years	23,964	57.4%	59,880	59.4%	83,844	58.8%
Age 65 years Plus	7,613	18.2%	15,673	15.5%	23,285	16.3%

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Male Age Distribution (2010)</b>						
Male Population	39,115	48.4%	97,809	49.2%	136,924	49.0%
Age 0 to 4 yrs	2,916	7.5%	6,691	6.8%	9,608	7.0%
Age 5 to 9 yrs	2,562	6.6%	6,282	6.4%	8,844	6.5%
Age 10 to 14 yrs	2,650	6.8%	6,650	6.8%	9,300	6.8%
Age 15 to 19 yrs	2,651	6.8%	6,946	7.1%	9,597	7.0%
Age 20 to 24 yrs	2,466	6.3%	7,212	7.4%	9,678	7.1%
Age 25 to 29 yrs	2,837	7.3%	7,203	7.4%	10,040	7.3%
Age 30 to 34 yrs	2,495	6.4%	6,445	6.6%	8,939	6.5%
Age 35 to 39 yrs	2,300	5.9%	6,033	6.2%	8,333	6.1%
Age 40 to 44 yrs	2,506	6.4%	6,289	6.4%	8,795	6.4%
Age 45 to 49 yrs	2,777	7.1%	7,041	7.2%	9,817	7.2%
Age 50 to 54 yrs	2,757	7.0%	7,179	7.3%	9,937	7.3%
Age 55 to 59 yrs	2,487	6.4%	6,509	6.7%	8,996	6.6%
Age 60 to 64 yrs	2,156	5.5%	5,394	5.5%	7,549	5.5%
Age 65 to 69 yrs	1,806	4.6%	4,207	4.3%	6,013	4.4%
Age 70 to 74 yrs	1,401	3.6%	3,019	3.1%	4,421	3.2%
Age 75 to 79 yrs	1,078	2.8%	2,199	2.2%	3,276	2.4%
Age 80 to 84 yrs	722	1.8%	1,406	1.4%	2,128	1.6%
Age 85 yrs plus	547	1.4%	1,104	1.1%	1,651	1.2%
Male Median Age	36.5 yrs		35.9 yrs		36.1 yrs	
Age 19 yrs or less	10,779	27.6%	26,570	27.2%	37,349	27.3%
Age 20 to 64 years	22,781	58.2%	59,305	60.6%	82,086	60.0%
Age 65 years Plus	5,555	14.2%	11,934	12.2%	17,489	12.8%
<b>Males per 100 Females (2010)</b>						
Overall Comparison	94		97		96	
Age 0 to 4 yrs	109	52.0%	106	51.3%	106	51.6%
Age 5 to 9 yrs	103	50.6%	106	51.3%	105	51.1%
Age 10 to 14 yrs	105	51.3%	108	51.8%	107	51.7%
Age 15 to 19 yrs	106	51.5%	102	50.4%	103	50.7%
Age 20 to 24 yrs	94	48.4%	101	50.2%	99	49.7%
Age 25 to 29 yrs	97	49.1%	106	51.4%	103	50.7%
Age 30 to 34 yrs	99	49.7%	103	50.8%	102	50.5%
Age 35 to 39 yrs	96	48.9%	101	50.1%	99	49.8%
Age 40 to 44 yrs	95	48.7%	96	49.1%	96	49.0%
Age 45 to 49 yrs	96	48.9%	100	49.9%	99	49.6%
Age 50 to 54 yrs	97	49.1%	95	48.8%	96	48.9%
Age 55 to 59 yrs	93	48.1%	94	48.5%	94	48.4%
Age 60 to 64 yrs	90	47.4%	95	48.8%	94	48.4%
Age 65 to 69 yrs	84	45.5%	91	47.7%	89	47.0%
Age 70 to 74 yrs	80	44.4%	84	45.6%	82	45.2%
Age 75 to 79 yrs	78	43.9%	77	43.4%	77	43.6%
Age 80 to 84 yrs	66	39.7%	64	38.9%	64	39.2%
Age 85 yrs plus	45	31.0%	46	31.6%	46	31.4%
Age 19 yrs or less	106	51.4%	105	51.2%	105	51.3%
Age 20 to 39 yrs	96	49.0%	103	50.6%	101	50.2%
Age 40 to 64 yrs	94	48.5%	96	49.0%	96	48.9%
Age 65 years Plus	73	42.2%	76	43.2%	75	42.9%

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Household Type (2010)</b>						
Total Households	32,244		73,839		106,083	
Households with Children	10,330	32.0%	25,036	33.9%	35,366	33.3%
Average Household Size	2.47		2.58		2.55	
Est. Household Density	120.63	<i>psm</i>	41.10	<i>psm</i>	54.82	<i>psm</i>
Population Family	66,895	82.7%	165,510	83.3%	232,404	83.1%
Population Non-Family	12,851	15.9%	24,988	12.6%	37,840	13.5%
Population Group Qtrs	1,141	1.4%	8,174	4.1%	9,315	3.3%
Family Households	21,644	67.1%	52,904	71.6%	74,548	70.3%
<i>Married Couple Hhlds</i>	15,995	73.9%	41,747	78.9%	57,742	77.5%
<i>Other Family Hhlds</i>	5,650	26.1%	11,156	21.1%	16,806	22.5%
Family Households With Children	10,243	47.3%	24,811	46.9%	35,053	47.0%
<i>Married Couple With Children</i>	6,339	61.9%	17,398	70.1%	23,736	67.7%
<i>Other Family Hhlds With Children</i>	3,904	38.1%	7,413	29.9%	11,317	32.3%
Family Households No Children	11,402	52.7%	28,093	53.1%	39,494	53.0%
<i>Married Couple No Children</i>	9,656	84.7%	24,350	86.7%	34,006	86.1%
<i>Other Family Households No Children</i>	1,746	15.3%	3,743	13.3%	5,489	13.9%
Average Family Household Size	3.09		3.13		3.12	
Average Family Income	\$67,075		\$75,643		\$73,156	
Median Family Income	\$55,227		\$63,788		\$61,303	
Non-Family Households	10,600	32.9%	20,935	28.4%	31,535	29.7%
Non-Family Hhlds With Children	88	0.8%	225	1.1%	313	1.0%
Non-Family Hhld No Children	10,512	99.2%	20,710	98.9%	31,222	99.0%
<i>N-F Hhld Lone Person No Children</i>	8,781	82.8%	17,366	83.0%	26,147	82.9%
Lone Male Householder	3,940	44.9%	7,420	42.7%	11,361	43.4%
Lone Female Householder	4,841	55.1%	9,946	57.3%	14,787	56.6%
<i>N-F Hhld 2+ Persons No Children</i>	1,731	16.3%	3,344	16.0%	5,075	16.1%
Average Non-Family Hhld Size	1.21		1.19		1.20	
<b>Marital Status (2010)</b>						
(15 Years or Older)	65,051		160,492		225,542	
Never Married	13,741	21.1%	36,147	22.5%	49,888	22.1%
Now Married	36,093	55.5%	93,859	58.5%	129,952	57.6%
Previously Married	15,216	23.4%	30,486	19.0%	45,702	20.3%
Separated	2,371	15.6%	4,652	15.3%	7,023	15.4%
Widowed	4,591	30.2%	10,282	33.7%	14,873	32.5%
Divorced	8,254	54.2%	15,552	51.0%	23,806	52.1%
<b>Educational Attainment (2010)</b>						
Adult Population (25 Years or Older)	54,816		132,433		187,250	
Elementary (0 to 8)	1,703	3.1%	3,416	2.6%	5,118	2.7%
Some High School (9 to 11)	5,607	10.2%	10,571	8.0%	16,179	8.6%
High School Graduate (12)	23,404	42.7%	55,863	42.2%	79,268	42.3%
Some College (13 to 16)	11,339	20.7%	26,948	20.3%	38,287	20.4%
Associate Degree Only	3,725	6.8%	8,480	6.4%	12,205	6.5%
Bachelor Degree Only	6,404	11.7%	17,656	13.3%	24,060	12.8%
Graduate Degree	2,635	4.8%	9,498	7.2%	12,133	6.5%
Any College + (Some College or higher)	24,103	44.0%	62,583	47.3%	86,685	46.3%
College Degree + (Bachelor Degree or higher)	9,039	16.5%	27,154	20.5%	36,193	19.3%

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Housing (2010)</b>						
Total Housing Units	36,025		80,289		116,315	
Housing Units, Occupied	32,244	89.5%	73,839	92.0%	106,083	91.2%
Housing Units, Owner-Occupied	22,232	68.9%	55,916	75.7%	78,148	73.7%
Housing Units, Renter-Occupied	10,012	31.1%	17,923	24.3%	27,935	26.3%
Housing Units, Vacant	3,781	9.5%	6,451	7.4%	10,232	8.1%
Total Housing Units (2000)	34,066		70,567		104,632	
Historical Annual Change (2000-2010)	1,960	0.6%	9,722	1.4%	11,682	1.1%
<b>Household Size (2010)</b>						
Total Households	32,244		73,839		106,083	
1 Person Households	8,781	27.2%	17,366	23.5%	26,147	24.6%
2 Person Households	10,861	33.7%	25,443	34.5%	36,304	34.2%
3 Person Households	5,207	16.1%	12,445	16.9%	17,653	16.6%
4 Person Households	4,664	14.5%	11,529	15.6%	16,193	15.3%
5 Person Households	1,904	5.9%	4,823	6.5%	6,727	6.3%
6 Person Households	561	1.7%	1,539	2.1%	2,100	2.0%
7+ Person Households	266	0.8%	692	0.9%	959	0.9%
<b>Household Stability (2010)</b>						
Total Households	32,244		73,839		106,083	
In current residence < 1 year	5,418	16.8%	12,293	16.6%	17,711	16.7%
In current residence 1-2 years	8,009	24.8%	17,410	23.6%	25,418	24.0%
In current residence 3-5 years	6,590	20.4%	14,170	19.2%	20,761	19.6%
In current residence 6-10 years	4,346	13.5%	10,505	14.2%	14,851	14.0%
In current residence > 10 years	7,881	24.4%	19,461	26.4%	27,341	25.8%
Turnover (% Annual Residential Turnover)		16.8%		16.6%		16.7%
Stability (% In Current Residence 5+ Years)		37.9%		40.6%		39.8%
Median Years in Residence	3.9 yrs		4.3 yrs		4.2 yrs	
<b>Household Vehicles (2010)</b>						
Total Vehicles Available	62,141		155,102		217,243	
Household: 0 Vehicles Available	1,968	6.1%	3,187	4.3%	5,155	4.9%
Household: 1 Vehicles Available	9,824	30.5%	19,301	26.1%	29,126	27.5%
Household: 2 Vehicles Available	12,848	39.8%	30,099	40.8%	42,947	40.5%
Household: 3+ Vehicles Available	7,604	23.6%	21,251	28.8%	28,854	27.2%
Average Per Household	1.9 Vehicles		2.1 Vehicles		2.0 Vehicles	
Owner Occupied Hhlds Vehicles	48,521	78.1%	128,827	83.1%	177,348	81.6%
Average Per Owner Household	2.2 Vehicles		2.3 Vehicles		2.3 Vehicles	
Renter Occupied Hhlds Vehicles	13,620	21.9%	26,276	16.9%	39,896	18.4%
Average Per Renter Household	1.4 Vehicles		1.5 Vehicles		1.4 Vehicles	
<b>Travel Time (2000)</b>						
Worker Base (16 Years or Older)	38,164		87,363		125,527	
Travel to Work in 14 Minutes or Less	13,359	35.0%	26,301	30.1%	39,660	31.6%
Travel to Work in 15 to 29 Minutes	12,679	33.2%	24,672	28.2%	37,351	29.8%
Travel to Work in 30 to 59 Minutes	8,673	22.7%	26,200	30.0%	34,873	27.8%
Travel to Work in 60 Minutes or More	2,526	6.6%	6,988	8.0%	9,514	7.6%
Work at Home	927	2.4%	3,201	3.7%	4,129	3.3%
Average Travel Time to Work	22.4 mins		25.0 mins		24.2 mins	

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# COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections  
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Lat/Lon: 40.02467/-82.36766

Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Transportation To Work (2000)</b>						
Work Base	38,164		87,363		125,527	
Drive to Work Alone	32,132	84.2%	71,629	82.0%	103,761	82.7%
Drive to Work in Carpool	4,107	10.8%	8,647	9.9%	12,754	10.2%
Travel to Work - Public Transportation	283	0.7%	385	0.4%	668	0.5%
Drive to Work on Motorcycle	1	-	45	0.1%	46	-
Bicycle to Work	50	0.1%	131	0.2%	182	0.1%
Walk to Work	496	1.3%	2,916	3.3%	3,412	2.7%
Other Means	168	0.4%	408	0.5%	576	0.5%
Work at Home	927	2.4%	3,201	3.7%	4,129	3.3%
<b>Daytime Demos (2010)</b>						
Total Number of Businesses	3,114		6,733		9,847	
Total Number of Employees	37,795		80,855		118,650	
Company Headqtrs: Businesses	3	0.1%	12	0.2%	16	0.2%
Company Headqtrs: Employees	220	0.6%	1,833	2.3%	2,053	1.7%
Employee Population per Business	12.1 to 1		12.0 to 1		12.0 to 1	
Residential Population per Business	26.0 to 1		29.5 to 1		28.4 to 1	
Est. Adj. Daytime Demographics (Age16+)	64,618		145,267		209,885	
<b>Labor Force (2010)</b>						
Labor: Population Age 16+	64,024		157,904		221,928	
Unemployment Rate		7.3%		6.7%		6.9%
Labor Force Total: Males	30,453	47.6%	76,889	48.7%	107,342	48.4%
<i>Male civilian employed</i>	19,540	64.2%	49,138	63.9%	68,678	64.0%
<i>Male civilian unemployed</i>	2,602	8.5%	5,398	7.0%	8,000	7.5%
<i>Males in Armed Forces</i>	27	0.1%	156	0.2%	184	0.2%
<i>Males not in labor force</i>	8,284	27.2%	22,196	28.9%	30,480	28.4%
Labor Force Total: Females	33,571	52.4%	81,015	51.3%	114,586	51.6%
<i>Female civilian employed</i>	17,600	52.4%	44,149	54.5%	61,749	53.9%
<i>Female civilian unemployed</i>	2,095	6.2%	5,137	6.3%	7,231	6.3%
<i>Females in Armed Forces</i>	33	0.1%	48	0.1%	82	0.1%
<i>Females not in labor force</i>	13,842	41.2%	31,682	39.1%	45,524	39.7%
Employment Force Change (2000-2010)	-963	-2.5%	6,062	6.9%	5,098	4.1%
Male Change (2000-2010)	-298	-1.5%	2,412	5.2%	2,114	3.2%
Female Change (2000-2010)	-665	-3.6%	3,650	9.0%	2,984	5.1%
<b>Occupation (2000)</b>						
Occupation: Population Age 16+	38,104		87,225		125,329	
Occupation Total: Males	19,838	52.1%	46,727	53.6%	66,564	53.1%
Occupation Total: Females	18,266	47.9%	40,499	46.4%	58,765	46.9%
Mgmt, Business, & Financial Operations	3,968	10.4%	10,756	12.3%	14,724	11.7%
Professional and Related	5,254	13.8%	14,691	16.8%	19,945	15.9%
Service	6,265	16.4%	12,670	14.5%	18,934	15.1%
Sales and Office	10,638	27.9%	22,774	26.1%	33,412	26.7%
Farming, Fishing, & Forestry	106	0.3%	427	0.5%	533	0.4%
Construction, Extraction, & Maintenance	4,092	10.7%	9,885	11.3%	13,977	11.2%
Production, Transport, & Material Moving	7,781	20.4%	16,024	18.4%	23,805	19.0%
White Collar		52.1%		55.3%		54.3%
Blue Collar		47.9%		44.7%		45.7%

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Units In Structure (2000)</b>						
Total Units	34,066		70,567		104,632	
1 Detached Unit	23,869	70.1%	55,087	78.1%	78,956	75.5%
1 Attached Unit	763	2.2%	1,143	1.6%	1,906	1.8%
2 Units	1,552	4.6%	2,330	3.3%	3,882	3.7%
3 to 4 Units	2,907	8.5%	3,118	4.4%	6,025	5.8%
5 to 9 Units	1,382	4.1%	2,306	3.3%	3,688	3.5%
10 to 19 Units	676	2.0%	631	0.9%	1,307	1.2%
20 to 49 Units	571	1.7%	762	1.1%	1,333	1.3%
50 or more Units	631	1.9%	459	0.7%	1,091	1.0%
Mobile Home or Trailer	1,700	5.0%	4,697	6.7%	6,397	6.1%
Other Structure	14	-	34	-	48	-
<b>Homes Built By Year (2000)</b>						
Homes Built 1999 to 2000	565	1.7%	1,686	2.4%	2,251	2.2%
Homes Built 1995 to 1998	2,457	7.2%	5,863	8.3%	8,320	8.0%
Homes Built 1990 to 1994	1,956	5.7%	5,281	7.5%	7,237	6.9%
Homes Built 1980 to 1989	3,306	9.7%	7,414	10.5%	10,719	10.2%
Homes Built 1970 to 1979	5,476	16.1%	12,874	18.2%	18,350	17.5%
Homes Built 1960 to 1969	5,265	15.5%	8,198	11.6%	13,463	12.9%
Homes Built 1950 to 1959	4,448	13.1%	8,094	11.5%	12,542	12.0%
Homes Built 1940 to 1949	2,615	7.7%	4,147	5.9%	6,762	6.5%
Homes Built Before 1939	7,978	23.4%	17,010	24.1%	24,988	23.9%
Median Age of Homes	38.1 yrs		34.7 yrs		35.8 yrs	
<b>Home Values (2000)</b>						
Owner Specified Housing Units	18,350		39,768		58,117	
Home Values \$1,000,000 or More	-	-	26	0.1%	26	-
Home Values \$750,000 to \$999,999	-	-	15	-	15	-
Home Values \$500,000 to \$749,999	11	0.1%	124	0.3%	135	0.2%
Home Values \$400,000 to \$499,999	75	0.4%	206	0.5%	281	0.5%
Home Values \$300,000 to \$399,999	203	1.1%	855	2.1%	1,057	1.8%
Home Values \$250,000 to \$299,999	225	1.2%	1,113	2.8%	1,338	2.3%
Home Values \$200,000 to \$249,999	431	2.3%	2,024	5.1%	2,455	4.2%
Home Values \$175,000 to \$199,999	435	2.4%	2,409	6.1%	2,844	4.9%
Home Values \$150,000 to \$174,999	1,102	6.0%	3,767	9.5%	4,869	8.4%
Home Values \$125,000 to \$149,999	2,212	12.1%	6,034	15.2%	8,245	14.2%
Home Values \$100,000 to \$124,999	3,287	17.9%	6,061	15.2%	9,348	16.1%
Home Values \$90,000 to \$99,999	1,908	10.4%	3,823	9.6%	5,730	9.9%
Home Values \$80,000 to \$89,999	2,406	13.1%	4,180	10.5%	6,586	11.3%
Home Values \$70,000 to \$79,999	2,217	12.1%	3,404	8.6%	5,621	9.7%
Home Values \$60,000 to \$69,999	1,536	8.4%	2,245	5.6%	3,781	6.5%
Home Values \$50,000 to \$59,999	1,045	5.7%	1,487	3.7%	2,531	4.4%
Home Values \$35,000 to \$49,999	869	4.7%	1,244	3.1%	2,113	3.6%
Home Values \$25,000 to \$34,999	303	1.7%	446	1.1%	749	1.3%
Home Values \$10,000 to \$24,999	84	0.5%	274	0.7%	358	0.6%
Home Values \$0 to \$9,999	2	-	31	0.1%	34	0.1%
Owner Occupied Median Home Value	\$99,857		\$117,075		\$111,639	
Renter Occupied Median Rent	\$291		\$280		\$284	
Average Property Value (2010)	\$116,672		\$133,686		\$128,515	

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# COMPLETE PROFILE

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Indian Mound Mall	Primary Trade Area		Secondary Trade Area		Total Trade Area	
<b>Consumer Expenditure (Annual Total)</b>						
Total Household Expenditure (2010)	\$1.53 B		\$3.84 B		\$5.37 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$879 M		\$2.21 B		\$3.09 B	
<i>Total Retail Expenditures (2010)</i>	\$654 M		\$1.63 B		\$2.28 B	
Apparel (2010)	\$73.0 M		\$183 M		\$256 M	
Contributions (2010)	\$53.8 M		\$138 M		\$192 M	
Education (2010)	\$34.2 M		\$87.9 M		\$122 M	
Entertainment (2010)	\$85.1 M		\$214 M		\$299 M	
Food And Beverages (2010)	\$239 M		\$591 M		\$829 M	
Furnishings And Equipment (2010)	\$66.0 M		\$168 M		\$234 M	
Gifts (2010)	\$38.8 M		\$99.1 M		\$138 M	
Health Care (2010)	\$97.1 M		\$238 M		\$335 M	
Household Operations (2010)	\$52.6 M		\$135 M		\$188 M	
Miscellaneous Expenses (2010)	\$26.0 M		\$64.3 M		\$90.3 M	
Personal Care (2010)	\$22.3 M		\$55.7 M		\$78.0 M	
Personal Insurance (2010)	\$15.0 M		\$38.5 M		\$53.6 M	
Reading (2010)	\$5.02 M		\$12.5 M		\$17.6 M	
Shelter (2010)	\$295 M		\$739 M		\$1.03 B	
Tobacco (2010)	\$10.7 M		\$25.8 M		\$36.5 M	
Transportation (2010)	\$310 M		\$777 M		\$1.09 B	
Utilities (2010)	\$110 M		\$271 M		\$381 M	
<b>Consumer Expenditure (per Household per Month)</b>						
Total Household Expenditure (2010)	\$3,963		\$4,332		\$4,220	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,273	57.4%	\$2,491	57.5%	\$2,425	57.5%
<i>Total Retail Expenditures (2010)</i>	\$1,690	42.6%	\$1,840	42.5%	\$1,795	42.5%
Apparel (2010)	\$189	4.8%	\$206	4.8%	\$201	4.8%
Contributions (2010)	\$139	3.5%	\$156	3.6%	\$151	3.6%
Education (2010)	\$88	2.2%	\$99	2.3%	\$96	2.3%
Entertainment (2010)	\$220	5.6%	\$242	5.6%	\$235	5.6%
Food And Beverages (2010)	\$616	15.6%	\$667	15.4%	\$652	15.4%
Furnishings And Equipment (2010)	\$171	4.3%	\$190	4.4%	\$184	4.4%
Gifts (2010)	\$100	2.5%	\$112	2.6%	\$108	2.6%
Health Care (2010)	\$251	6.3%	\$269	6.2%	\$263	6.2%
Household Operations (2010)	\$136	3.4%	\$152	3.5%	\$147	3.5%
Miscellaneous Expenses (2010)	\$67	1.7%	\$73	1.7%	\$71	1.7%
Personal Care (2010)	\$58	1.5%	\$63	1.5%	\$61	1.5%
Personal Insurance (2010)	\$39	1.0%	\$44	1.0%	\$42	1.0%
Reading (2010)	\$13	0.3%	\$14	0.3%	\$14	0.3%
Shelter (2010)	\$762	19.2%	\$834	19.3%	\$812	19.2%
Tobacco (2010)	\$28	0.7%	\$29	0.7%	\$29	0.7%
Transportation (2010)	\$802	20.2%	\$877	20.2%	\$854	20.2%
Utilities (2010)	\$285	7.2%	\$306	7.1%	\$299	7.1%

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