

MORGANTOWN MALL

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	85,991	113,915	199,906
2009 Total Population	93,230	117,119	210,350
2014 Total Population	97,448	120,829	218,277
% Population Change 2000-2009	8.42%	2.81%	5.22%
% Population Change 2009-2014	4.52%	3.17%	3.77%
HOUSEHOLDS			
2000 Total Households	35,152	45,497	80,649
2009 Total Households	39,650	48,680	88,331
2014 Total Households	41,989	51,166	93,156
% Households Change 2000-2009	12.80%	7.00%	9.53%
% Households Change 2009-2014	5.90%	5.11%	5.46%
2000 Average Household Size	2.3	2.4	2.3
2009 Average Household Size	2.2	2.3	2.2
2014 Average Household Size	2.1	2.3	2.2
INCOME			
2000 Per Capita Income	\$16,473	\$15,642	\$15,999
2009 Per Capita Income	\$25,185	\$20,768	\$22,726
2014 Per Capita Income	\$28,188	\$24,391	\$26,086
2000 Average Household Income	\$40,267	\$39,169	\$39,648
2009 Average Household Income	\$59,217	\$49,967	\$54,119
2014 Average Household Income	\$65,418	\$57,599	\$61,123
2000 Median Household Income	\$28,641	\$30,333	\$29,605
2009 Median Household Income	\$39,412	\$33,560	\$36,068
2014 Median Household Income	\$43,000	\$37,247	\$39,923