

Socio Economic Benchmark Report (%)

MapInfo Corporation

New Towne Mall

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	96,015	184,630	280,645
2007 Total Population	97,536	187,339	284,875
2012 Total Population	97,109	187,777	284,886
% Population Change 2000-2007	1.58%	1.47%	1.51%
% Population Change 2007-2012	-0.44%	0.23%	0.00%
HOUSEHOLDS			
2000 Total Households	37,158	70,045	107,203
2007 Total Households	38,217	72,501	110,718
2012 Total Households	38,451	72,932	111,384
% Households Change 2000-2007	2.85%	3.51%	3.28%
% Households Change 2007-2012	0.61%	0.59%	0.60%
2000 Average Household Size	2.5	2.6	2.6
2007 Average Household Size	2.5	2.5	2.5
2012 Average Household Size	2.5	2.5	2.5
INCOME			
2000 Per Capita Income	\$16,913	\$16,925	\$16,921
2007 Per Capita Income	\$20,538	\$20,300	\$20,382
2012 Per Capita Income	\$23,670	\$23,533	\$23,580
2000 Average Household Income	\$43,583	\$44,621	\$44,261
2007 Average Household Income	\$52,417	\$52,455	\$52,442
2012 Average Household Income	\$59,779	\$60,589	\$60,309
2000 Median Household Income	\$35,521	\$36,042	\$35,847
2007 Median Household Income	\$37,194	\$35,995	\$36,427
2012 Median Household Income	\$40,197	\$39,655	\$39,850

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