

Socio Economic Benchmark Report (%)

MapInfo Corporation

River Valley Mall

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	121,728	224,088	345,816
2007 Total Population	132,855	247,484	380,339
2012 Total Population	138,692	261,582	400,274
% Population Change 2000-2007	9.14%	10.44%	9.98%
% Population Change 2007-2012	4.39%	5.70%	5.24%
HOUSEHOLDS			
2000 Total Households	46,587	84,009	130,596
2007 Total Households	50,551	94,976	145,528
2012 Total Households	52,788	101,661	154,449
% Households Change 2000-2007	8.51%	13.05%	11.43%
% Households Change 2007-2012	4.43%	7.04%	6.13%
2000 Average Household Size	2.5	2.6	2.6
2007 Average Household Size	2.6	2.5	2.5
2012 Average Household Size	2.6	2.5	2.5
INCOME			
2000 Per Capita Income	\$18,466	\$19,909	\$19,401
2007 Per Capita Income	\$20,703	\$23,294	\$22,389
2012 Per Capita Income	\$22,863	\$26,611	\$25,312
2000 Average Household Income	\$48,354	\$52,962	\$51,323
2007 Average Household Income	\$54,411	\$60,697	\$58,513
2012 Average Household Income	\$60,068	\$68,473	\$65,600
2000 Median Household Income	\$39,854	\$44,595	\$42,910
2007 Median Household Income	\$39,871	\$45,975	\$43,763
2012 Median Household Income	\$41,279	\$50,705	\$47,255

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