

RIVER VALLEY MALL

	Primary Trade Area	Secondary Trade Area	Total Trade Area
<b>POPULATION</b>			
2000 Total Population	121,949	223,851	345,800
2009 Total Population	130,850	260,443	391,293
2014 Total Population	132,840	273,708	406,548
% Population Change 2000-2009	7.30%	16.35%	13.16%
% Population Change 2009-2014	1.52%	5.09%	3.90%
<b>HOUSEHOLDS</b>			
2000 Total Households	46,693	83,899	130,592
2009 Total Households	51,223	102,067	153,289
2014 Total Households	53,238	109,304	162,543
% Households Change 2000-2009	9.70%	21.65%	17.38%
% Households Change 2009-2014	3.93%	7.09%	6.04%
2000 Average Household Size	2.5	2.6	2.6
2009 Average Household Size	2.5	2.5	2.5
2014 Average Household Size	2.4	2.4	2.4
<b>INCOME</b>			
2000 Per Capita Income	\$18,475	\$19,894	\$19,393
2009 Per Capita Income	\$23,536	\$24,260	\$24,018
2014 Per Capita Income	\$29,827	\$27,527	\$28,278
2000 Average Household Income	\$48,354	\$52,936	\$51,303
2009 Average Household Income	\$60,124	\$61,905	\$61,310
2014 Average Household Income	\$74,424	\$68,930	\$70,729
2000 Median Household Income	\$39,873	\$44,560	\$42,890
2009 Median Household Income	\$45,112	\$46,789	\$46,246
2014 Median Household Income	\$53,667	\$49,334	\$50,686