

Socio Economic Benchmark Report (%)

MapInfo Corporation

SuperMall of the Great Northwest

| | Primary Trade Area | Secondary Trade Area | Total Trade Area |
|-------------------------------|--------------------------|----------------------------|------------------------|
| POPULATION | | | |
| 2000 Total Population | 261,550 | 500,981 | 762,531 |
| 2007 Total Population | 289,442 | 551,736 | 841,178 |
| 2012 Total Population | 308,793 | 584,725 | 893,519 |
| % Population Change 2000-2007 | 10.66% | 10.13% | 10.31% |
| % Population Change 2007-2012 | 6.69% | 5.98% | 6.22% |
| HOUSEHOLDS | | | |
| 2000 Total Households | 97,470 | 184,419 | 281,889 |
| 2007 Total Households | 110,486 | 207,998 | 318,484 |
| 2012 Total Households | 117,631 | 219,576 | 337,207 |
| % Households Change 2000-2007 | 13.35% | 12.79% | 12.98% |
| % Households Change 2007-2012 | 6.47% | 5.57% | 5.88% |
| 2000 Average Household Size | 2.7 | 2.7 | 2.7 |
| 2007 Average Household Size | 2.6 | 2.6 | 2.6 |
| 2012 Average Household Size | 2.6 | 2.6 | 2.6 |
| INCOME | | | |
| 2000 Per Capita Income | \$22,276 | \$22,481 | \$22,411 |
| 2007 Per Capita Income | \$26,895 | \$27,178 | \$27,081 |
| 2012 Per Capita Income | \$30,982 | \$31,052 | \$31,028 |
| 2000 Average Household Income | \$59,878 | \$61,047 | \$60,643 |
| 2007 Average Household Income | \$70,457 | \$72,093 | \$71,525 |
| 2012 Average Household Income | \$81,332 | \$82,690 | \$82,217 |
| 2000 Median Household Income | \$51,511 | \$52,299 | \$52,033 |
| 2007 Median Household Income | \$54,189 | \$55,212 | \$54,860 |
| 2012 Median Household Income | \$61,946 | \$62,779 | \$62,492 |

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