

Socio Economic Benchmark Report (%)

MapInfo Corporation

WestShore Plaza

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	271,592	553,851	825,443
2007 Total Population	287,365	664,520	951,884
2012 Total Population	300,888	732,673	1,033,562
% Population Change 2000-2007	5.81%	19.98%	15.32%
% Population Change 2007-2012	4.71%	10.26%	8.58%
HOUSEHOLDS			
2000 Total Households	114,054	217,861	331,916
2007 Total Households	125,414	269,858	395,272
2012 Total Households	133,438	301,115	434,553
% Households Change 2000-2007	9.96%	23.87%	19.09%
% Households Change 2007-2012	6.40%	11.58%	9.94%
2000 Average Household Size	2.3	2.5	2.4
2007 Average Household Size	2.3	2.4	2.4
2012 Average Household Size	2.2	2.4	2.3
INCOME			
2000 Per Capita Income	\$22,990	\$21,390	\$21,916
2007 Per Capita Income	\$30,325	\$26,589	\$27,717
2012 Per Capita Income	\$34,924	\$30,709	\$31,936
2000 Average Household Income	\$54,777	\$54,424	\$54,545
2007 Average Household Income	\$69,485	\$65,475	\$66,747
2012 Average Household Income	\$78,749	\$74,720	\$75,957
2000 Median Household Income	\$37,484	\$41,758	\$40,207
2007 Median Household Income	\$40,389	\$45,247	\$43,794
2012 Median Household Income	\$44,255	\$50,248	\$48,437

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