

Socio Economic Benchmark Report (%)
MapInfo Corporation

Dayton Mall

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	372,824	464,869	837,693
2007 Total Population	375,769	475,327	851,096
2012 Total Population	377,908	480,162	858,070
% Population Change 2000-2007	0.79%	2.25%	1.60%
% Population Change 2007-2012	0.57%	1.02%	0.82%
HOUSEHOLDS			
2000 Total Households	149,834	183,048	332,882
2007 Total Households	156,710	194,256	350,966
2012 Total Households	161,259	202,414	363,673
% Households Change 2000-2007	4.59%	6.12%	5.43%
% Households Change 2007-2012	2.90%	4.20%	3.62%
2000 Average Household Size	2.4	2.5	2.4
2007 Average Household Size	2.3	2.4	2.3
2012 Average Household Size	2.3	2.3	2.3
INCOME			
2000 Per Capita Income	\$23,585	\$20,230	\$21,723
2007 Per Capita Income	\$28,971	\$24,643	\$26,554
2012 Per Capita Income	\$33,827	\$29,027	\$31,141
2000 Average Household Income	\$58,708	\$51,361	\$54,666
2007 Average Household Income	\$69,469	\$60,298	\$64,393
2012 Average Household Income	\$79,272	\$68,858	\$73,476
2000 Median Household Income	\$44,015	\$41,507	\$42,538
2007 Median Household Income	\$45,682	\$42,796	\$43,985
2012 Median Household Income	\$51,737	\$47,704	\$49,417