

DAYTON MALL

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	372,087	465,176	837,263
2009 Total Population	373,081	478,237	851,318
2014 Total Population	374,659	484,143	858,802
% Population Change 2000-2009	0.27%	2.81%	1.68%
% Population Change 2009-2014	0.42%	1.23%	0.88%
HOUSEHOLDS			
2000 Total Households	149,582	183,224	332,806
2009 Total Households	159,014	197,940	356,954
2014 Total Households	163,375	205,071	368,446
% Households Change 2000-2009	6.31%	8.03%	7.26%
% Households Change 2009-2014	2.74%	3.60%	3.22%
2000 Average Household Size	2.4	2.5	2.4
2009 Average Household Size	2.3	2.3	2.3
2014 Average Household Size	2.2	2.3	2.3
INCOME			
2000 Per Capita Income	\$23,575	\$20,256	\$21,730
2009 Per Capita Income	\$30,265	\$25,844	\$27,782
2014 Per Capita Income	\$34,259	\$29,765	\$31,726
2000 Average Household Income	\$58,665	\$51,411	\$54,669
2009 Average Household Income	\$71,009	\$62,441	\$66,258
2014 Average Household Income	\$78,565	\$70,270	\$73,948
2000 Median Household Income	\$43,990	\$41,529	\$42,540
2009 Median Household Income	\$47,464	\$45,019	\$46,079
2014 Median Household Income	\$51,923	\$49,227	\$50,354