

Socio Economic Benchmark Report (%)

MapInfo Corporation

Great Mall of the Great Plains

	Primary Trade Area	Secondary Trade Area	Total Trade Area
POPULATION			
2000 Total Population	230,134	606,800	836,934
2007 Total Population	289,489	646,162	935,651
2012 Total Population	322,577	662,516	985,093
% Population Change 2000-2007	25.79%	6.49%	11.80%
% Population Change 2007-2012	11.43%	2.53%	5.28%
HOUSEHOLDS			
2000 Total Households	82,098	241,349	323,447
2007 Total Households	103,498	261,292	364,790
2012 Total Households	115,905	273,244	389,149
% Households Change 2000-2007	26.07%	8.26%	12.78%
% Households Change 2007-2012	11.99%	4.57%	6.68%
2000 Average Household Size	2.8	2.5	2.5
2007 Average Household Size	2.8	2.4	2.5
2012 Average Household Size	2.8	2.4	2.5
INCOME			
2000 Per Capita Income	\$27,093	\$24,747	\$25,393
2007 Per Capita Income	\$31,642	\$29,400	\$30,094
2012 Per Capita Income	\$36,255	\$33,896	\$34,669
2000 Average Household Income	\$75,941	\$62,196	\$65,686
2007 Average Household Income	\$88,505	\$72,705	\$77,188
2012 Average Household Income	\$100,903	\$82,186	\$87,761
2000 Median Household Income	\$62,866	\$47,735	\$51,395
2007 Median Household Income	\$64,699	\$49,323	\$53,468
2012 Median Household Income	\$72,819	\$54,177	\$59,153

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