



Market Profile

Susquehanna Valley Mall

Total Trade Area



2000 Total Population	247,387
2000 Group Quarters	15,790
2009 Total Population	250,492
2014 Total Population	249,706
2009 - 2014 Annual Rate	-0.06%



2000 Households	95,128
2000 Average Household Size	2.43
2009 Households	98,105
2009 Average Household Size	2.38
2014 Households	98,442
2014 Average Household Size	2.36
2009 - 2014 Annual Rate	0.07%
2000 Families	64,878
2000 Average Family Size	2.94
2009 Families	65,066
2009 Average Family Size	2.89
2014 Families	64,406
2014 Average Family Size	2.87
2009 - 2014 Annual Rate	-0.20%



2000 Housing Units	105,034
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	9.4%
2009 Housing Units	110,677
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	11.4%
2014 Housing Units	112,202
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	12.3%

Median Household Income

2000	\$34,813
2009	\$44,387
2014	\$47,135

Median Home Value

2000	\$84,244
2009	\$135,412
2014	\$153,247

Per Capita Income

2000	\$17,282
2009	\$21,748
2014	\$22,593

Median Age

2000	38.4
2009	40.9
2014	41.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing



2000 Households by Income

Household Income Base	95,276
< \$15,000	19.0%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	15.3%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	18.8%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	3.5%
\$150,000 - \$199,999	0.7%
\$200,000 +	1.1%
Average Household Income	\$43,714

2009 Households by Income

Household Income Base	98,105
< \$15,000	13.0%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.3%
Average Household Income	\$53,253

2014 Households by Income

Household Income Base	98,442
< \$15,000	13.5%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	27.2%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.4%
Average Household Income	\$54,742

2000 Owner Occupied Housing Units by Value

Total	70,244
< \$50,000	22.5%
\$50,000 - \$99,999	43.4%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	7.4%
\$200,000 - \$299,999	4.1%
\$300,000 - \$499,999	1.5%
\$500,000 - \$999,999	0.4%
\$1,000,000+	0.2%
Average Home Value	\$98,618

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	23,860
With Cash Rent	90.0%
No Cash Rent	10.0%
Median Rent	\$336
Average Rent	\$340

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

[Source: ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



Susquehanna Valley Mall Total Trade Area



2000 Population by Age

Total	247,375
Age 0 - 4	5.3%
Age 5 - 9	6.0%
Age 10 - 14	6.8%
Age 15 - 19	7.8%
Age 20 - 24	7.0%
Age 25 - 34	12.1%
Age 35 - 44	15.1%
Age 45 - 54	13.6%
Age 55 - 64	9.8%
Age 65 - 74	8.3%
Age 75 - 84	6.1%
Age 85+	2.2%
Age 18+	77.8%

2009 Population by Age

Total	250,492
Age 0 - 4	5.3%
Age 5 - 9	5.4%
Age 10 - 14	5.7%
Age 15 - 19	7.5%
Age 20 - 24	7.5%
Age 25 - 34	11.2%
Age 35 - 44	13.0%
Age 45 - 54	15.0%
Age 55 - 64	12.7%
Age 65 - 74	8.1%
Age 75 - 84	5.9%
Age 85+	2.8%
Age 18+	79.9%

2014 Population by Age

Total	249,706
Age 0 - 4	5.1%
Age 5 - 9	5.3%
Age 10 - 14	5.7%
Age 15 - 19	7.1%
Age 20 - 24	7.4%
Age 25 - 34	11.3%
Age 35 - 44	12.0%
Age 45 - 54	13.8%
Age 55 - 64	14.0%
Age 65 - 74	9.6%
Age 75 - 84	5.7%
Age 85+	2.9%
Age 18+	80.3%

2000 Population by Sex

Males	49.0%
Females	51.0%

2009 Population by Sex

Males	49.4%
Females	50.6%

2014 Population by Sex

Males	49.6%
Females	50.4%



2000 Population by Race/Ethnicity

Total	247,379
White Alone	97.0%
Black Alone	1.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.4%
Two or More Races	0.6%
Hispanic Origin	1.1%
Diversity Index	8.1

2009 Population by Race/Ethnicity

Total	250,492
White Alone	96.0%
Black Alone	1.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	0.5%
Two or More Races	0.7%
Hispanic Origin	1.6%
Diversity Index	10.7

2014 Population by Race/Ethnicity

Total	249,706
White Alone	95.4%
Black Alone	2.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.6%
Two or More Races	0.8%
Hispanic Origin	1.9%
Diversity Index	12.3



2000 Population 3+ by School Enrollment

Total	239,631
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	11.0%
Enrolled in Grade 9-12	5.6%
Enrolled in College	5.9%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	74.7%

2009 Population 25+ by Educational Attainment

Total	171,907
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	11.1%
High School Graduate	48.4%
Some College, No Degree	12.0%
Associate Degree	5.6%
Bachelor's Degree	10.4%
Graduate/Professional Degree	6.8%

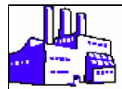
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: [ESRI forecasts for 2009 and 2014](#); [U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



2009 Population 15+ by Marital Status

Total	209,572
Never Married	25.6%
Married	58.2%
Widowed	7.6%
Divorced	8.6%



2000 Population 16+ by Employment Status

Total	199,337
In Labor Force	59.2%
Civilian Employed	56.3%
Civilian Unemployed	2.9%
In Armed Forces	0.1%
Not in Labor Force	40.8%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed	8.3%

2014 Civilian Population 16+ in Labor Force

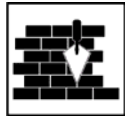
Civilian Employed	94.3%
Civilian Unemployed	5.7%

2000 Females 16+ by Employment Status and Age of Children

Total	103,005
Own Children < 6 Only	5.8%
Employed/in Armed Forces	3.7%
Unemployed	0.2%
Not in Labor Force	1.9%
Own Children <6 and 6-17	4.8%
Employed/in Armed Forces	2.7%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children 6-17 Only	15.6%
Employed/in Armed Forces	11.6%
Unemployed	0.3%
Not in Labor Force	3.6%
No Own Children <18	73.8%
Employed/in Armed Forces	32.2%
Unemployed	2.0%
Not in Labor Force	39.5%



Susquehanna Valley Mall Total Trade Area



2009 Employed Population 16+ by Industry

Total	114,724
Agriculture/Mining	2.7%
Construction	6.1%
Manufacturing	14.7%
Wholesale Trade	2.6%
Retail Trade	11.8%
Transportation/Utilities	5.4%
Information	1.1%
Finance/Insurance/Real Estate	3.8%
Services	45.3%
Public Administration	6.5%

2009 Employed Population 16+ by Occupation

Total	114,724
White Collar	52.2%
Management/Business/Financial	9.5%
Professional	20.4%
Sales	8.6%
Administrative Support	13.6%
Services	17.9%
Blue Collar	29.9%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	3.9%
Production	8.6%
Transportation/Material Moving	10.7%



2000 Workers 16+ by Means of Transportation to Work

Total	110,261
Drove Alone - Car, Truck, or Van	77.8%
Carpooled - Car, Truck, or Van	11.8%
Public Transportation	0.4%
Walked	5.6%
Other Means	1.1%
Worked at Home	3.2%

2000 Workers 16+ by Travel Time to Work

Total	110,252
Did not Work at Home	96.8%
Less than 5 minutes	5.7%
5 to 9 minutes	15.6%
10 to 19 minutes	31.5%
20 to 24 minutes	12.9%
25 to 34 minutes	14.4%
35 to 44 minutes	4.3%
45 to 59 minutes	5.4%
60 to 89 minutes	4.2%
90 or more minutes	2.7%
Worked at Home	3.2%
Average Travel Time to Work (in min)	22.9

2000 Households by Vehicles Available

Total	95,137
None	9.0%
1	32.4%
2	40.3%
3	13.6%
4	3.5%
5+	1.2%
Average Number of Vehicles Available	1.7



2000 Households by Type

Total	95,128
Family Households	68.2%
Married-couple Family	56.2%
With Related Children	23.2%
Other Family (No Spouse)	12.0%
With Related Children	7.4%
Nonfamily Households	31.8%
Householder Living Alone	26.9%
Householder Not Living Alone	4.9%
Households with Related Children	30.5%
Households with Persons 65+	29.1%

2000 Households by Size

Total	95,128
1 Person Household	26.9%
2 Person Household	35.9%
3 Person Household	16.2%
4 Person Household	13.4%
5 Person Household	5.0%
6 Person Household	1.6%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	95,144
Moved in 1999 to March 2000	12.8%
Moved in 1995 to 1998	22.0%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	19.0%
Moved in 1970 to 1979	13.3%
Moved in 1969 or Earlier	17.5%
Median Year Householder Moved In	1990



2000 Housing Units by Units in Structure

Total	105,050
1, Detached	63.4%
1, Attached	13.7%
2	4.4%
3 or 4	4.2%
5 to 9	2.5%
10 to 19	1.0%
20+	2.6%
Mobile Home	8.1%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	105,053
1999 to March 2000	1.1%
1995 to 1998	4.3%
1990 to 1994	5.7%
1980 to 1989	11.2%
1970 to 1979	15.3%
1969 or Earlier	62.3%
Median Year Structure Built	1955



Business Summary

Susquehanna Valley Mall Total Trade Area

Total Businesses:	9,657			
Total Employees:	95,484			
Total Residential Population:	250,492			
Employee/Residential Population Ratio:	0.38			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	291	3.0%	1,436	1.5%
Construction	823	8.5%	3,758	3.9%
Manufacturing	329	3.4%	13,440	14.1%
Transportation	260	2.7%	2,613	2.7%
Communication	53	0.5%	356	0.4%
Utility	57	0.6%	242	0.3%
Wholesale Trade	469	4.9%	6,162	6.5%
Retail Trade Summary	2,188	22.7%	21,986	23.0%
Home Improvement	178	1.8%	2,928	3.1%
General Merchandise Stores	68	0.7%	2,097	2.2%
Food Stores	219	2.3%	2,631	2.8%
Auto Dealers, Gas Stations, Auto Aftermarket	364	3.8%	2,416	2.5%
Apparel & Accessory Stores	84	0.9%	399	0.4%
Furniture & Home Furnishings	208	2.2%	1,178	1.2%
Eating & Drinking Places	494	5.1%	6,160	6.5%
Miscellaneous Retail	573	5.9%	4,177	4.4%
Finance, Insurance, Real Estate Summary	606	6.3%	3,265	3.4%
Banks, Savings & Lending Institutions	162	1.7%	1,385	1.5%
Securities Brokers	43	0.4%	103	0.1%
Insurance Carriers & Agents	175	1.8%	626	0.7%
Real Estate, Holding, Other Investment Offices	226	2.3%	1,151	1.2%
Services Summary	3,778	39.1%	33,949	35.6%
Hotels & Lodging	102	1.1%	1,012	1.1%
Automotive Services	406	4.2%	1,216	1.3%
Motion Pictures & Amusements	214	2.2%	2,625	2.7%
Health Services	428	4.4%	9,809	10.3%
Legal Services	87	0.9%	311	0.3%
Education Institutions & Libraries	218	2.3%	7,262	7.6%
Other Services	2,323	24.1%	11,714	12.3%
Government	717	7.4%	7,842	8.2%
Other	86	0.9%	435	0.5%
Totals	9,657	100.0%	95,484	100.0%

Source: [ESRI forecasts for 2009. Business data provided by InfoUSA, Omaha NE. Copyright 2009, all rights reserved.](#)