



# Market Profile

## Mall at Prince Georges

### Total Trade Area



2000 Total Population	1,985,288
2000 Group Quarters	61,892
2009 Total Population	2,091,539
2014 Total Population	2,125,607
2009 - 2014 Annual Rate	0.32%



2000 Households	769,117
2000 Average Household Size	2.50
2009 Households	812,478
2009 Average Household Size	2.50
2014 Households	828,159
2014 Average Household Size	2.49
2009 - 2014 Annual Rate	0.38%
2000 Families	469,031
2000 Average Family Size	3.16
2009 Families	475,875
2009 Average Family Size	3.23
2014 Families	475,043
2014 Average Family Size	3.26
2009 - 2014 Annual Rate	-0.03%



<b>2000 Housing Units</b>	818,625
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	6.0%
<b>2009 Housing Units</b>	876,312
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	40.5%
Vacant Housing Units	7.3%
<b>2014 Housing Units</b>	897,707
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	7.7%

#### Median Household Income

2000	\$54,518
2009	\$68,991
2014	\$71,665

#### Median Home Value

2000	\$163,608
2009	\$339,534
2014	\$442,329

#### Per Capita Income

2000	\$29,293
2009	\$36,283
2014	\$37,695

#### Median Age

2000	34.9
2009	36.5
2014	36.7

**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	769,657
< \$15,000	11.7%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.5%
\$200,000 +	4.6%
Average Household Income	\$74,433

#### 2009 Households by Income

Household Income Base	812,478
< \$15,000	9.3%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	18.2%
\$75,000 - \$99,999	16.4%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	7.0%
\$200,000 +	7.2%
Average Household Income	\$92,153

#### 2014 Households by Income

Household Income Base	828,159
< \$15,000	8.5%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	7.1%
\$200,000 +	7.6%
Average Household Income	\$95,364

#### 2000 Owner Occupied Housing Units by Value

Total	431,350
< \$50,000	1.7%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	28.9%
\$150,000 - \$199,999	22.9%
\$200,000 - \$299,999	16.5%
\$300,000 - \$499,999	11.8%
\$500,000 - \$999,999	5.4%
\$1,000,000+	1.1%
Average Home Value	\$223,488

#### 2000 Specified Renter Occ. Housing Units by Contract Rent

Total	337,154
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$694
Average Rent	\$731

**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](#)



#### 2000 Population by Age

Total	1,985,291
Age 0 - 4	6.6%
Age 5 - 9	7.1%
Age 10 - 14	6.6%
Age 15 - 19	6.5%
Age 20 - 24	7.2%
Age 25 - 34	16.1%
Age 35 - 44	16.6%
Age 45 - 54	13.9%
Age 55 - 64	8.7%
Age 65 - 74	5.7%
Age 75 - 84	3.7%
Age 85+	1.3%
Age 18+	76.0%

#### 2009 Population by Age

Total	2,091,539
Age 0 - 4	6.5%
Age 5 - 9	6.4%
Age 10 - 14	6.3%
Age 15 - 19	7.1%
Age 20 - 24	7.4%
Age 25 - 34	14.2%
Age 35 - 44	14.3%
Age 45 - 54	14.8%
Age 55 - 64	11.4%
Age 65 - 74	6.1%
Age 75 - 84	3.8%
Age 85+	1.7%
Age 18+	76.9%

#### 2014 Population by Age

Total	2,125,607
Age 0 - 4	6.4%
Age 5 - 9	6.3%
Age 10 - 14	6.1%
Age 15 - 19	6.5%
Age 20 - 24	7.7%
Age 25 - 34	14.8%
Age 35 - 44	12.9%
Age 45 - 54	13.9%
Age 55 - 64	12.1%
Age 65 - 74	7.6%
Age 75 - 84	3.8%
Age 85+	1.8%
Age 18+	77.6%

#### 2000 Population by Sex

Males	47.6%
Females	52.4%

#### 2009 Population by Sex

Males	47.7%
Females	52.3%

#### 2014 Population by Sex

Males	47.7%
Females	52.3%



#### 2000 Population by Race/Ethnicity

Total	1,985,285
White Alone	40.7%
Black Alone	46.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	5.7%
Some Other Race Alone	4.1%
Two or More Races	2.8%
Hispanic Origin	8.8%
Diversity Index	67.8

#### 2009 Population by Race/Ethnicity

Total	2,091,539
White Alone	37.2%
Black Alone	46.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	7.3%
Some Other Race Alone	5.5%
Two or More Races	3.5%
Hispanic Origin	12.0%
Diversity Index	71.8

#### 2014 Population by Race/Ethnicity

Total	2,125,607
White Alone	35.6%
Black Alone	45.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	8.1%
Some Other Race Alone	6.4%
Two or More Races	3.9%
Hispanic Origin	14.0%
Diversity Index	74.0



#### 2000 Population 3+ by School Enrollment

Total	1,907,456
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.6%
Enrolled in College	6.6%
Enrolled in Grad/Prof School	2.5%
Not Enrolled in School	70.1%

#### 2009 Population 25+ by Educational Attainment

Total	1,387,082
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	7.3%
High School Graduate	20.8%
Some College, No Degree	17.3%
Associate Degree	5.1%
Bachelor's Degree	22.1%
Graduate/Professional Degree	22.8%

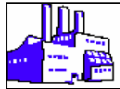
**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**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	1,690,816
Never Married	38.3%
Married	46.5%
Widowed	5.7%
Divorced	9.4%



### 2000 Population 16+ by Employment Status

Total	1,557,124
In Labor Force	68.2%
Civilian Employed	62.8%
Civilian Unemployed	4.3%
In Armed Forces	1.0%
Not in Labor Force	31.8%

### 2009 Civilian Population 16+ in Labor Force

Civilian Employed	90.0%
Civilian Unemployed	10.0%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.2%
Civilian Unemployed	6.8%

### 2000 Females 16+ by Employment Status and Age of Children

Total	832,553
Own Children < 6 Only	7.2%
Employed/in Armed Forces	4.7%
Unemployed	0.4%
Not in Labor Force	2.1%
Own Children <6 and 6-17	5.8%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	1.9%
Own Children 6-17 Only	15.4%
Employed/in Armed Forces	11.5%
Unemployed	0.6%
Not in Labor Force	3.3%
No Own Children <18	71.5%
Employed/in Armed Forces	40.2%
Unemployed	2.9%
Not in Labor Force	28.5%



#### 2009 Employed Population 16+ by Industry

Total	1,006,111
Agriculture/Mining	0.1%
Construction	4.7%
Manufacturing	2.0%
Wholesale Trade	1.4%
Retail Trade	7.5%
Transportation/Utilities	3.9%
Information	3.9%
Finance/Insurance/Real Estate	7.0%
Services	55.6%
Public Administration	13.8%

#### 2009 Employed Population 16+ by Occupation

Total	1,006,111
White Collar	75.3%
Management/Business/Financial	19.0%
Professional	33.4%
Sales	8.3%
Administrative Support	14.6%
Services	14.1%
Blue Collar	10.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.1%
Production	1.6%
Transportation/Material Moving	3.3%



#### 2000 Workers 16+ by Means of Transportation to Work

Total	975,416
Drove Alone - Car, Truck, or Van	59.2%
Carpooled - Car, Truck, or Van	12.9%
Public Transportation	18.4%
Walked	4.8%
Other Means	1.1%
Worked at Home	3.5%

#### 2000 Workers 16+ by Travel Time to Work

Total	975,419
Did not Work at Home	96.5%
Less than 5 minutes	1.2%
5 to 9 minutes	4.5%
10 to 19 minutes	19.1%
20 to 24 minutes	12.9%
25 to 34 minutes	23.5%
35 to 44 minutes	9.6%
45 to 59 minutes	13.3%
60 to 89 minutes	9.3%
90 or more minutes	3.2%
Worked at Home	3.5%
Average Travel Time to Work (in min)	32.8

#### 2000 Households by Vehicles Available

Total	769,151
None	18.3%
1	39.5%
2	30.0%
3	8.9%
4	2.2%
5+	0.9%
Average Number of Vehicles Available	1.4



#### 2000 Households by Type

Total	769,126
Family Households	61.0%
Married-couple Family	40.1%
With Related Children	19.8%
Other Family (No Spouse)	20.9%
With Related Children	13.4%
Nonfamily Households	39.0%
Householder Living Alone	31.1%
Householder Not Living Alone	7.9%
Households with Related Children	33.2%
Households with Persons 65+	20.2%

#### 2000 Households by Size

Total	769,117
1 Person Household	31.1%
2 Person Household	29.6%
3 Person Household	16.1%
4 Person Household	12.6%
5 Person Household	6.1%
6 Person Household	2.5%
7+ Person Household	1.9%

#### 2000 Households by Year Householder Moved In

Total	769,122
Moved in 1999 to March 2000	20.8%
Moved in 1995 to 1998	29.7%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	9.3%
Moved in 1969 or Earlier	9.2%
Median Year Householder Moved In	1995



#### 2000 Housing Units by Units in Structure

Total	818,637
1, Detached	37.9%
1, Attached	18.8%
2	1.4%
3 or 4	4.1%
5 to 9	7.7%
10 to 19	11.3%
20+	18.6%
Mobile Home	0.3%
Other	0.0%

#### 2000 Housing Units by Year Structure Built

Total	818,637
1999 to March 2000	1.2%
1995 to 1998	3.9%
1990 to 1994	5.2%
1980 to 1989	11.7%
1970 to 1979	15.0%
1969 or Earlier	63.0%
Median Year Structure Built	1964



# Business Summary

## Mall at Prince Georges Total Trade Area

Total Businesses:	89,118			
Total Employees:	1,113,038			
Total Residential Population:	2,091,539			
Employee/Residential Population Ratio:	0.53			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	840	0.9%	6,163	0.6%
Construction	4,865	5.5%	51,147	4.6%
Manufacturing	1,856	2.1%	44,139	4.0%
Transportation	2,029	2.3%	16,336	1.5%
Communication	921	1.0%	12,965	1.2%
Utility	209	0.2%	2,070	0.2%
Wholesale Trade	2,597	2.9%	32,162	2.9%
<b>Retail Trade Summary</b>	<b>15,463</b>	<b>17.4%</b>	<b>179,581</b>	<b>16.1%</b>
Home Improvement	638	0.7%	8,251	0.7%
General Merchandise Stores	395	0.4%	9,745	0.9%
Food Stores	1,523	1.7%	28,578	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	1,276	1.4%	17,268	1.6%
Apparel & Accessory Stores	1,351	1.5%	8,849	0.8%
Furniture & Home Furnishings	1,765	2.0%	14,867	1.3%
Eating & Drinking Places	4,709	5.3%	67,882	6.1%
Miscellaneous Retail	3,806	4.3%	24,141	2.2%
<b>Finance, Insurance, Real Estate Summary</b>	<b>9,709</b>	<b>10.9%</b>	<b>88,669</b>	<b>8.0%</b>
Banks, Savings & Lending Institutions	2,077	2.3%	21,892	2.0%
Securities Brokers	1,157	1.3%	10,056	0.9%
Insurance Carriers & Agents	1,300	1.5%	14,637	1.3%
Real Estate, Holding, Other Investment Offices	5,175	5.8%	42,084	3.8%
<b>Services Summary</b>	<b>43,771</b>	<b>49.1%</b>	<b>578,050</b>	<b>51.9%</b>
Hotels & Lodging	397	0.4%	28,053	2.5%
Automotive Services	2,084	2.3%	10,219	0.9%
Motion Pictures & Amusements	1,985	2.2%	21,285	1.9%
Health Services	4,788	5.4%	93,575	8.4%
Legal Services	3,369	3.8%	60,131	5.4%
Education Institutions & Libraries	2,085	2.3%	99,021	8.9%
Other Services	29,063	32.6%	265,766	23.9%
Government	2,208	2.5%	93,390	8.4%
Other	4,650	5.2%	8,366	0.8%
<b>Totals</b>	<b>89,118</b>	<b>100.0%</b>	<b>1,113,038</b>	<b>100.0%</b>

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