



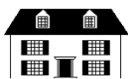
## PHM Total Trade Area



2000 Total Population	572,804
2000 Group Quarters	26,273
2009 Total Population	629,850
2014 Total Population	657,716
2009 - 2014 Annual Rate	0.87%



2000 Households	214,680
2000 Average Household Size	2.55
2009 Households	241,675
2009 Average Household Size	2.51
2014 Households	253,990
2014 Average Household Size	2.49
2009 - 2014 Annual Rate	1.00%
2000 Families	150,868
2000 Average Family Size	3.02
2009 Families	165,692
2009 Average Family Size	3.01
2014 Families	172,131
2014 Average Family Size	3.01
2009 - 2014 Annual Rate	0.77%



<b>2000 Housing Units</b>	229,948
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	33.8%
Vacant Housing Units	6.7%
<b>2009 Housing Units</b>	261,699
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	7.7%
<b>2014 Housing Units</b>	275,662
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	7.9%

### Median Household Income

2000	\$42,294
2009	\$56,328
2014	\$61,088

### Median Home Value

2000	\$104,871
2009	\$196,125
2014	\$248,033

### Per Capita Income

2000	\$20,508
2009	\$26,068
2014	\$27,200

### Median Age

2000	34.9
2009	36.7
2014	36.9

**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](#)



## PHM Total Trade Area



### 2000 Households by Income

Household Income Base	214,694
< \$15,000	14.4%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.4%
Average Household Income	\$52,595

### 2009 Households by Income

Household Income Base	241,673
< \$15,000	9.6%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	9.7%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	24.3%
\$75,000 - \$99,999	14.7%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	3.1%
\$200,000 +	2.0%
Average Household Income	\$66,229

### 2014 Households by Income

Household Income Base	253,988
< \$15,000	9.6%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	25.8%
\$75,000 - \$99,999	16.5%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	3.4%
\$200,000 +	2.2%
Average Household Income	\$68,596

### 2000 Owner Occupied Housing Units by Value

Total	136,985
< \$50,000	7.7%
\$50,000 - \$99,999	39.3%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	12.4%
\$200,000 - \$299,999	8.5%
\$300,000 - \$499,999	3.6%
\$500,000 - \$999,999	1.0%
\$1,000,000+	0.2%
Average Home Value	\$132,383

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

Total	77,150
With Cash Rent	93.4%
No Cash Rent	6.6%
Median Rent	\$482
Average Rent	\$500

**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](#)



## PHM Total Trade Area



### 2000 Population by Age

Total	572,788
Age 0 - 4	6.7%
Age 5 - 9	7.4%
Age 10 - 14	7.5%
Age 15 - 19	7.4%
Age 20 - 24	7.3%
Age 25 - 34	13.7%
Age 35 - 44	17.1%
Age 45 - 54	12.9%
Age 55 - 64	8.7%
Age 65 - 74	6.2%
Age 75 - 84	3.8%
Age 85+	1.1%
Age 18+	74.1%

### 2009 Population by Age

Total	629,850
Age 0 - 4	6.7%
Age 5 - 9	6.5%
Age 10 - 14	6.4%
Age 15 - 19	7.3%
Age 20 - 24	7.6%
Age 25 - 34	13.2%
Age 35 - 44	13.5%
Age 45 - 54	14.9%
Age 55 - 64	11.3%
Age 65 - 74	6.8%
Age 75 - 84	4.1%
Age 85+	1.6%
Age 18+	76.3%

### 2014 Population by Age

Total	657,716
Age 0 - 4	6.6%
Age 5 - 9	6.5%
Age 10 - 14	6.4%
Age 15 - 19	6.6%
Age 20 - 24	7.5%
Age 25 - 34	14.0%
Age 35 - 44	12.6%
Age 45 - 54	13.6%
Age 55 - 64	12.3%
Age 65 - 74	8.2%
Age 75 - 84	4.1%
Age 85+	1.6%
Age 18+	76.9%

### 2000 Population by Sex

Males	48.7%
Females	51.3%

### 2009 Population by Sex

Males	48.7%
Females	51.3%

### 2014 Population by Sex

Males	48.8%
Females	51.2%

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



## PHM Total Trade Area



### 2000 Population by Race/Ethnicity

Total	572,800
White Alone	61.6%
Black Alone	32.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	1.0%
Two or More Races	2.1%
Hispanic Origin	2.8%
Diversity Index	53.9

### 2009 Population by Race/Ethnicity

Total	629,850
White Alone	59.5%
Black Alone	33.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.5%
Some Other Race Alone	1.2%
Two or More Races	2.6%
Hispanic Origin	3.5%
Diversity Index	56.3

### 2014 Population by Race/Ethnicity

Total	657,716
White Alone	58.4%
Black Alone	34.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	1.4%
Two or More Races	2.9%
Hispanic Origin	4.0%
Diversity Index	57.8



### 2000 Population 3+ by School Enrollment

Total	549,829
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	6.0%
Enrolled in College	6.1%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	70.4%

### 2009 Population 25+ by Educational Attainment

Total	412,024
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	28.4%
Some College, No Degree	23.1%
Associate Degree	8.5%
Bachelor's Degree	16.9%
Graduate/Professional Degree	11.0%

**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](#)

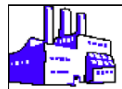


## PHM Total Trade Area



### 2009 Population 15+ by Marital Status

Total	506,228
Never Married	26.7%
Married	57.3%
Widowed	6.3%
Divorced	9.7%



### 2000 Population 16+ by Employment Status

Total	440,787
In Labor Force	65.4%
Civilian Employed	56.6%
Civilian Unemployed	3.7%
In Armed Forces	5.1%
Not in Labor Force	34.6%

### 2009 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed	5.6%

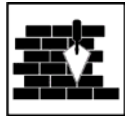
### 2000 Females 16+ by Employment Status and Age of Children

Total	229,769
Own Children < 6 Only	7.9%
Employed/in Armed Forces	5.0%
Unemployed	0.4%
Not in Labor Force	2.5%
Own Children <6 and 6-17	6.0%
Employed/in Armed Forces	3.8%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children 6-17 Only	18.5%
Employed/in Armed Forces	14.1%
Unemployed	0.5%
Not in Labor Force	3.9%
No Own Children <18	67.5%
Employed/in Armed Forces	33.1%
Unemployed	2.5%
Not in Labor Force	31.9%

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



## PHM Total Trade Area



### 2009 Employed Population 16+ by Industry

Total	285,867
Agriculture/Mining	0.6%
Construction	7.4%
Manufacturing	9.6%
Wholesale Trade	2.0%
Retail Trade	11.4%
Transportation/Utilities	3.5%
Information	1.6%
Finance/Insurance/Real Estate	5.0%
Services	49.8%
Public Administration	9.1%

### 2009 Employed Population 16+ by Occupation

Total	285,867
White Collar	61.8%
Management/Business/Financial	13.3%
Professional	24.9%
Sales	10.5%
Administrative Support	13.2%
Services	17.2%
Blue Collar	21.0%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.0%
Production	5.1%
Transportation/Material Moving	5.0%



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

Total	267,260
Drove Alone - Car, Truck, or Van	80.2%
Carpooled - Car, Truck, or Van	12.3%
Public Transportation	1.9%
Walked	2.1%
Other Means	1.2%
Worked at Home	2.2%

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

Total	267,263
Did not Work at Home	97.8%
Less than 5 minutes	2.5%
5 to 9 minutes	9.2%
10 to 19 minutes	33.8%
20 to 24 minutes	14.9%
25 to 34 minutes	18.9%
35 to 44 minutes	5.6%
45 to 59 minutes	6.9%
60 to 89 minutes	3.7%
90 or more minutes	2.1%
Worked at Home	2.2%
Average Travel Time to Work (in min)	24.5

### 2000 Households by Vehicles Available

Total	214,684
None	8.3%
1	32.6%
2	39.4%
3	14.8%
4	3.7%
5+	1.1%
Average Number of Vehicles Available	1.8

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



## PHM Total Trade Area



### 2000 Households by Type

Total	214,681
Family Households	70.3%
Married-couple Family	51.8%
With Related Children	24.7%
Other Family (No Spouse)	18.5%
With Related Children	13.1%
Nonfamily Households	29.7%
Householder Living Alone	24.0%
Householder Not Living Alone	5.7%
Households with Related Children	37.7%
Households with Persons 65+	21.2%

### 2000 Households by Size

Total	214,680
1 Person Household	24.0%
2 Person Household	33.9%
3 Person Household	18.6%
4 Person Household	14.7%
5 Person Household	5.9%
6 Person Household	1.9%
7+ Person Household	0.9%

### 2000 Households by Year Householder Moved In

Total	214,695
Moved in 1999 to March 2000	21.8%
Moved in 1995 to 1998	29.9%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	14.9%
Moved in 1970 to 1979	8.0%
Moved in 1969 or Earlier	9.6%
Median Year Householder Moved In	1995



### 2000 Housing Units by Units in Structure

Total	229,968
1, Detached	63.6%
1, Attached	7.7%
2	1.8%
3 or 4	4.9%
5 to 9	7.7%
10 to 19	5.3%
20+	4.6%
Mobile Home	4.3%
Other	0.0%

### 2000 Housing Units by Year Structure Built

Total	229,922
1999 to March 2000	2.3%
1995 to 1998	8.1%
1990 to 1994	10.4%
1980 to 1989	20.2%
1970 to 1979	18.5%
1969 or Earlier	40.5%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing



	Patrick Henry Mall Total Trade Area			
Total Businesses:	20,850			
Total Employees:	248,020			
Total Residential Population:	629,850			
Employee/Residential Population Ratio:	0.39			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	519	2.5%	2,082	0.8%
Construction	1,913	9.2%	12,769	5.1%
Manufacturing	482	2.3%	32,378	13.1%
Transportation	548	2.6%	4,356	1.8%
Communication	134	0.6%	2,330	0.9%
Utility	49	0.2%	1,264	0.5%
Wholesale Trade	723	3.5%	11,733	4.7%
Retail Trade Summary	4,610	22.1%	52,351	21.1%
Home Improvement	292	1.4%	3,274	1.3%
General Merchandise Stores	162	0.8%	6,424	2.6%
Food Stores	474	2.3%	5,985	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	529	2.5%	5,482	2.2%
Apparel & Accessory Stores	385	1.8%	2,108	0.8%
Furniture & Home Furnishings	382	1.8%	2,547	1.0%
Eating & Drinking Places	1,197	5.7%	20,017	8.1%
Miscellaneous Retail	1,189	5.7%	6,514	2.6%
Finance, Insurance, Real Estate Summary	2,088	10.0%	11,327	4.6%
Banks, Savings & Lending Institutions	560	2.7%	3,300	1.3%
Securities Brokers	163	0.8%	677	0.3%
Insurance Carriers & Agents	361	1.7%	1,146	0.5%
Real Estate, Holding, Other Investment Offices	1,004	4.8%	6,204	2.5%
Services Summary	8,455	40.6%	98,483	39.7%
Hotels & Lodging	261	1.3%	6,742	2.7%
Automotive Services	601	2.9%	2,704	1.1%
Motion Pictures & Amusements	502	2.4%	5,768	2.3%
Health Services	1,185	5.7%	21,943	8.8%
Legal Services	246	1.2%	1,394	0.6%
Education Institutions & Libraries	429	2.1%	25,366	10.2%
Other Services	5,231	25.1%	34,566	13.9%
Government	771	3.7%	17,873	7.2%
Other	558	2.7%	1,074	0.4%
Totals	20,850	100.0%	248,020	100.0%
Agriculture, Forestry, Fishing and Hunting	77	0.4%	140	0.1%
Mining	14	0.1%	74	0.0%
Utilities	13	0.1%	1,038	0.4%
Construction	2,055	9.9%	13,321	5.4%
Manufacturing	502	2.4%	31,541	12.7%
Wholesale Trade	705	3.4%	11,668	4.7%
Retail Trade	3,334	16.0%	31,884	12.9%
Motor Vehicle and Parts Dealers	391	1.9%	4,788	1.9%
Furniture and Home Furnishings Stores	191	0.9%	1,225	0.5%
Electronics and Appliance Stores	162	0.8%	1,055	0.4%
Building Material and Garden Equipment and Supplies Dealers	284	1.4%	3,239	1.3%
Food and Beverage Stores	426	2.0%	5,858	2.4%
Health and Personal Care Stores	234	1.1%	1,651	0.7%
Gasoline Stations	138	0.7%	694	0.3%
Clothing and Clothing Accessories Stores	457	2.2%	2,402	1.0%
Sporting Goods, Hobby, Book, and Music Stores	240	1.2%	1,289	0.5%
General Merchandise Stores	162	0.8%	6,424	2.6%
Miscellaneous Store Retailers	588	2.8%	3,068	1.2%
Nonstore Retailers	61	0.3%	191	0.1%
Transportation and Warehousing	425	2.0%	3,920	1.6%
Information	314	1.5%	6,206	2.5%
Finance and Insurance	1,106	5.3%	5,177	2.1%
Central Bank; Credit Intermediation and Related Activities	576	2.8%	3,346	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	167	0.8%	684	0.3%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	363	1.7%	1,147	0.5%
Real Estate and Rental and Leasing	1,174	5.6%	7,030	2.8%
Professional, Scientific, and Technical Services	1,544	7.4%	10,302	4.2%
Legal Services	330	1.6%	1,588	0.6%
Management of Companies and Enterprises	6	0.0%	22	0.0%
Administrative and Support and Waste Management and Remediation Services	1,116	5.4%	10,250	4.1%
Educational Services	468	2.2%	24,712	10.0%
Health Care and Social Assistance	1,645	7.9%	26,474	10.7%
Arts, Entertainment, and Recreation	444	2.1%	4,634	1.9%
Accommodation and Food Services	1,470	7.1%	26,870	10.8%
Accommodation	261	1.3%	6,742	2.7%
Food Services and Drinking Places	1,209	5.8%	20,128	8.1%
Other Services (except Public Administration)	3,081	14.8%	13,609	5.5%
Automotive Repair and Maintenance	417	2.0%	1,983	0.8%
Public Administration	778	3.7%	18,018	7.3%
Unclassified Establishments	579	2.8%	1,130	0.5%
Totals	20,850	100.0%	248,020	100.0%

Source: ESRI forecasts for 2009. Business data provided by InfoUSA, Omaha NE. Copyright 2009, all rights reserved.