



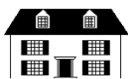
NIT Total Trade Area



2000 Total Population	147,712
2000 Group Quarters	14,770
2009 Total Population	159,052
2014 Total Population	161,781
2009 - 2014 Annual Rate	0.34%



2000 Households	54,242
2000 Average Household Size	2.45
2009 Households	58,412
2009 Average Household Size	2.41
2014 Households	59,913
2014 Average Household Size	2.39
2009 - 2014 Annual Rate	0.51%
2000 Families	32,004
2000 Average Family Size	2.95
2009 Families	33,142
2009 Average Family Size	2.88
2014 Families	33,343
2014 Average Family Size	2.86
2009 - 2014 Annual Rate	0.12%



2000 Housing Units	58,331
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	35.6%
Vacant Housing Units	7.2%
2009 Housing Units	64,308
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	9.2%
2014 Housing Units	66,010
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	34.9%
Vacant Housing Units	9.2%

Median Household Income

2000	\$36,149
2009	\$47,429
2014	\$50,733

Median Home Value

2000	\$103,561
2009	\$177,236
2014	\$208,949

Per Capita Income

2000	\$17,869
2009	\$23,053
2014	\$24,099

Median Age

2000	29.6
2009	30.6
2014	31.0

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](#)



NIT Total Trade Area



2000 Households by Income

Household Income Base	54,211
< \$15,000	19.3%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.2%
Average Household Income	\$47,174

2009 Households by Income

Household Income Base	58,412
< \$15,000	13.6%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	2.3%
\$200,000 +	1.8%
Average Household Income	\$58,561

2014 Households by Income

Household Income Base	59,913
< \$15,000	13.9%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	2.4%
\$200,000 +	1.9%
Average Household Income	\$60,427

2000 Owner Occupied Housing Units by Value

Total	33,490
< \$50,000	13.8%
\$50,000 - \$99,999	34.2%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	13.7%
\$200,000 - \$299,999	8.2%
\$300,000 - \$499,999	3.2%
\$500,000 - \$999,999	0.6%
\$1,000,000+	0.3%
Average Home Value	\$126,131

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	20,472
With Cash Rent	95.7%
No Cash Rent	4.3%
Median Rent	\$507
Average Rent	\$549

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](#)



NIT Total Trade Area



2000 Population by Age

Total	147,709
Age 0 - 4	4.7%
Age 5 - 9	5.2%
Age 10 - 14	5.4%
Age 15 - 19	9.7%
Age 20 - 24	18.6%
Age 25 - 34	13.4%
Age 35 - 44	13.2%
Age 45 - 54	11.4%
Age 55 - 64	7.6%
Age 65 - 74	5.8%
Age 75 - 84	3.7%
Age 85+	1.2%
Age 18+	81.5%

2009 Population by Age

Total	159,052
Age 0 - 4	4.6%
Age 5 - 9	4.5%
Age 10 - 14	4.7%
Age 15 - 19	10.2%
Age 20 - 24	19.0%
Age 25 - 34	12.0%
Age 35 - 44	11.8%
Age 45 - 54	12.3%
Age 55 - 64	9.7%
Age 65 - 74	5.8%
Age 75 - 84	3.9%
Age 85+	1.6%
Age 18+	83.2%

2014 Population by Age

Total	161,781
Age 0 - 4	4.5%
Age 5 - 9	4.5%
Age 10 - 14	4.7%
Age 15 - 19	9.7%
Age 20 - 24	19.2%
Age 25 - 34	11.8%
Age 35 - 44	10.9%
Age 45 - 54	11.7%
Age 55 - 64	10.6%
Age 65 - 74	6.9%
Age 75 - 84	3.8%
Age 85+	1.7%
Age 18+	83.5%

2000 Population by Sex

Males	50.9%
Females	49.1%

2009 Population by Sex

Males	51.3%
Females	48.7%

2014 Population by Sex

Males	51.3%
Females	48.7%

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



NIT Total Trade Area



2000 Population by Race/Ethnicity

Total	147,712
White Alone	92.0%
Black Alone	2.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	3.7%
Some Other Race Alone	0.7%
Two or More Races	1.0%
Hispanic Origin	1.5%
Diversity Index	17.7

2009 Population by Race/Ethnicity

Total	159,052
White Alone	89.2%
Black Alone	2.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	5.7%
Some Other Race Alone	0.9%
Two or More Races	1.2%
Hispanic Origin	2.1%
Diversity Index	23.3

2014 Population by Race/Ethnicity

Total	161,781
White Alone	87.3%
Black Alone	3.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	7.1%
Some Other Race Alone	1.1%
Two or More Races	1.2%
Hispanic Origin	2.4%
Diversity Index	26.8



2000 Population 3+ by School Enrollment

Total	143,731
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	8.8%
Enrolled in Grade 9-12	4.5%
Enrolled in College	21.6%
Enrolled in Grad/Prof School	3.9%
Not Enrolled in School	58.8%

2009 Population 25+ by Educational Attainment

Total	90,707
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	35.4%
Some College, No Degree	12.1%
Associate Degree	5.7%
Bachelor's Degree	19.7%
Graduate/Professional Degree	18.2%

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](#)

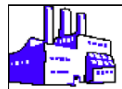


NIT Total Trade Area



2009 Population 15+ by Marital Status

Total	137,117
Never Married	42.5%
Married	46.6%
Widowed	4.3%
Divorced	6.6%



2000 Population 16+ by Employment Status

Total	123,556
In Labor Force	60.5%
Civilian Employed	57.1%
Civilian Unemployed	3.3%
In Armed Forces	0.1%
Not in Labor Force	39.5%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	92.4%
Civilian Unemployed	7.6%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.8%
Civilian Unemployed	5.2%

2000 Females 16+ by Employment Status and Age of Children

Total	60,901
Own Children < 6 Only	5.6%
Employed/in Armed Forces	3.5%
Unemployed	0.1%
Not in Labor Force	2.0%
Own Children <6 and 6-17	3.8%
Employed/in Armed Forces	2.2%
Unemployed	0.1%
Not in Labor Force	1.4%
Own Children 6-17 Only	13.3%
Employed/in Armed Forces	10.1%
Unemployed	0.3%
Not in Labor Force	2.9%
No Own Children <18	77.3%
Employed/in Armed Forces	36.9%
Unemployed	2.7%
Not in Labor Force	37.7%

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



NIT Total Trade Area



2009 Employed Population 16+ by Industry

Total	74,144
Agriculture/Mining	1.7%
Construction	4.3%
Manufacturing	7.5%
Wholesale Trade	1.3%
Retail Trade	9.9%
Transportation/Utilities	3.1%
Information	1.6%
Finance/Insurance/Real Estate	3.9%
Services	62.7%
Public Administration	4.0%

2009 Employed Population 16+ by Occupation

Total	74,144
White Collar	66.7%
Management/Business/Financial	11.5%
Professional	33.2%
Sales	9.2%
Administrative Support	12.9%
Services	16.9%
Blue Collar	16.4%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	2.7%
Production	4.4%
Transportation/Material Moving	5.1%



2000 Workers 16+ by Means of Transportation to Work

Total	68,838
Drove Alone - Car, Truck, or Van	67.8%
Carpooled - Car, Truck, or Van	11.7%
Public Transportation	3.6%
Walked	11.7%
Other Means	1.3%
Worked at Home	3.9%

2000 Workers 16+ by Travel Time to Work

Total	68,839
Did not Work at Home	96.1%
Less than 5 minutes	4.6%
5 to 9 minutes	14.9%
10 to 19 minutes	38.4%
20 to 24 minutes	13.6%
25 to 34 minutes	13.1%
35 to 44 minutes	4.2%
45 to 59 minutes	3.9%
60 to 89 minutes	1.8%
90 or more minutes	1.5%
Worked at Home	3.9%
Average Travel Time to Work (in min)	19.7

2000 Households by Vehicles Available

Total	54,256
None	8.6%
1	35.0%
2	39.8%
3	12.0%
4	3.3%
5+	1.2%
Average Number of Vehicles Available	1.7

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



NIT Total Trade Area



2000 Households by Type

Total	54,240
Family Households	59.0%
Married-couple Family	49.9%
With Related Children	21.7%
Other Family (No Spouse)	9.1%
With Related Children	5.5%
Nonfamily Households	41.0%
Householder Living Alone	26.4%
Householder Not Living Alone	14.6%
Households with Related Children	27.2%
Households with Persons 65+	19.9%

2000 Households by Size

Total	54,242
1 Person Household	26.4%
2 Person Household	35.1%
3 Person Household	16.7%
4 Person Household	14.4%
5 Person Household	5.3%
6 Person Household	1.4%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	54,261
Moved in 1999 to March 2000	25.3%
Moved in 1995 to 1998	25.8%
Moved in 1990 to 1994	13.7%
Moved in 1980 to 1989	14.3%
Moved in 1970 to 1979	9.0%
Moved in 1969 or Earlier	11.9%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	58,439
1, Detached	58.0%
1, Attached	5.4%
2	3.6%
3 or 4	3.8%
5 to 9	4.8%
10 to 19	5.1%
20+	11.3%
Mobile Home	7.7%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	58,345
1999 to March 2000	1.9%
1995 to 1998	7.1%
1990 to 1994	8.0%
1980 to 1989	14.8%
1970 to 1979	19.1%
1969 or Earlier	49.1%
Median Year Structure Built	1970

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



	Nittany Mall Total Trade Area			
Total Businesses:	5,415			
Total Employees:	62,163			
Total Residential Population:	159,052			
Employee/Residential Population Ratio:	0.39			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	163	3.0%	919	1.5%
Construction	383	7.1%	2,061	3.3%
Manufacturing	201	3.7%	7,291	11.7%
Transportation	137	2.5%	1,278	2.1%
Communication	53	1.0%	441	0.7%
Utility	26	0.5%	216	0.3%
Wholesale Trade	215	4.0%	2,426	3.9%
Retail Trade Summary	1,183	21.8%	14,004	22.5%
Home Improvement	81	1.5%	648	1.0%
General Merchandise Stores	35	0.6%	1,487	2.4%
Food Stores	114	2.1%	1,751	2.8%
Auto Dealers, Gas Stations, Auto Aftermarket	127	2.3%	963	1.5%
Apparel & Accessory Stores	84	1.6%	792	1.3%
Furniture & Home Furnishings	130	2.4%	892	1.4%
Eating & Drinking Places	303	5.6%	5,676	9.1%
Miscellaneous Retail	309	5.7%	1,795	2.9%
Finance, Insurance, Real Estate Summary	489	9.0%	3,631	5.8%
Banks, Savings & Lending Institutions	148	2.7%	1,421	2.3%
Securities Brokers	56	1.0%	260	0.4%
Insurance Carriers & Agents	97	1.8%	693	1.1%
Real Estate, Holding, Other Investment Offices	188	3.5%	1,257	2.0%
Services Summary	2,249	41.5%	24,198	38.9%
Hotels & Lodging	71	1.3%	4,071	6.5%
Automotive Services	177	3.3%	849	1.4%
Motion Pictures & Amusements	141	2.6%	1,476	2.4%
Health Services	304	5.6%	5,515	8.9%
Legal Services	68	1.3%	311	0.5%
Education Institutions & Libraries	126	2.3%	3,500	5.6%
Other Services	1,362	25.2%	8,476	13.6%
Government	260	4.8%	4,974	8.0%
Other	56	1.0%	724	1.2%
Totals	5,415	100.0%	62,163	100.0%
Agriculture, Forestry, Fishing and Hunting	55	1.0%	283	0.5%
Mining	9	0.2%	204	0.3%
Utilities	16	0.3%	137	0.2%
Construction	416	7.7%	2,260	3.6%
Manufacturing	208	3.8%	7,045	11.3%
Wholesale Trade	205	3.8%	2,383	3.8%
Retail Trade	849	15.7%	8,083	13.0%
Motor Vehicle and Parts Dealers	98	1.8%	812	1.3%
Furniture and Home Furnishings Stores	61	1.1%	363	0.6%
Electronics and Appliance Stores	51	0.9%	462	0.7%
Building Material and Garden Equipment and Supplies Dealers	77	1.4%	627	1.0%
Food and Beverage Stores	95	1.8%	1,612	2.6%
Health and Personal Care Stores	77	1.4%	640	1.0%
Gasoline Stations	29	0.5%	151	0.2%
Clothing and Clothing Accessories Stores	99	1.8%	865	1.4%
Sporting Goods, Hobby, Book, and Music Stores	72	1.3%	337	0.5%
General Merchandise Stores	35	0.6%	1,487	2.4%
Miscellaneous Store Retailers	148	2.7%	705	1.1%
Nonstore Retailers	7	0.1%	22	0.0%
Transportation and Warehousing	102	1.9%	1,074	1.7%
Information	123	2.3%	1,632	2.6%
Finance and Insurance	301	5.6%	2,374	3.8%
Central Bank; Credit Intermediation and Related Activities	148	2.7%	1,421	2.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	56	1.0%	260	0.4%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	97	1.8%	693	1.1%
Real Estate and Rental and Leasing	225	4.2%	1,555	2.5%
Professional, Scientific, and Technical Services	480	8.9%	3,219	5.2%
Legal Services	84	1.6%	391	0.6%
Management of Companies and Enterprises	1	0.0%	0	0.0%
Administrative and Support and Waste Management and Remediation Services	217	4.0%	1,960	3.2%
Educational Services	128	2.4%	2,914	4.7%
Health Care and Social Assistance	439	8.1%	7,090	11.4%
Arts, Entertainment, and Recreation	114	2.1%	1,278	2.1%
Accommodation and Food Services	380	7.0%	9,826	15.8%
Accommodation	71	1.3%	4,071	6.5%
Food Services and Drinking Places	309	5.7%	5,755	9.3%
Other Services (except Public Administration)	825	15.2%	3,099	5.0%
Automotive Repair and Maintenance	145	2.7%	641	1.0%
Public Administration	261	4.8%	4,998	8.0%
Unclassified Establishments	61	1.1%	749	1.2%
Totals	5,415	100.0%	62,163	100.0%

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