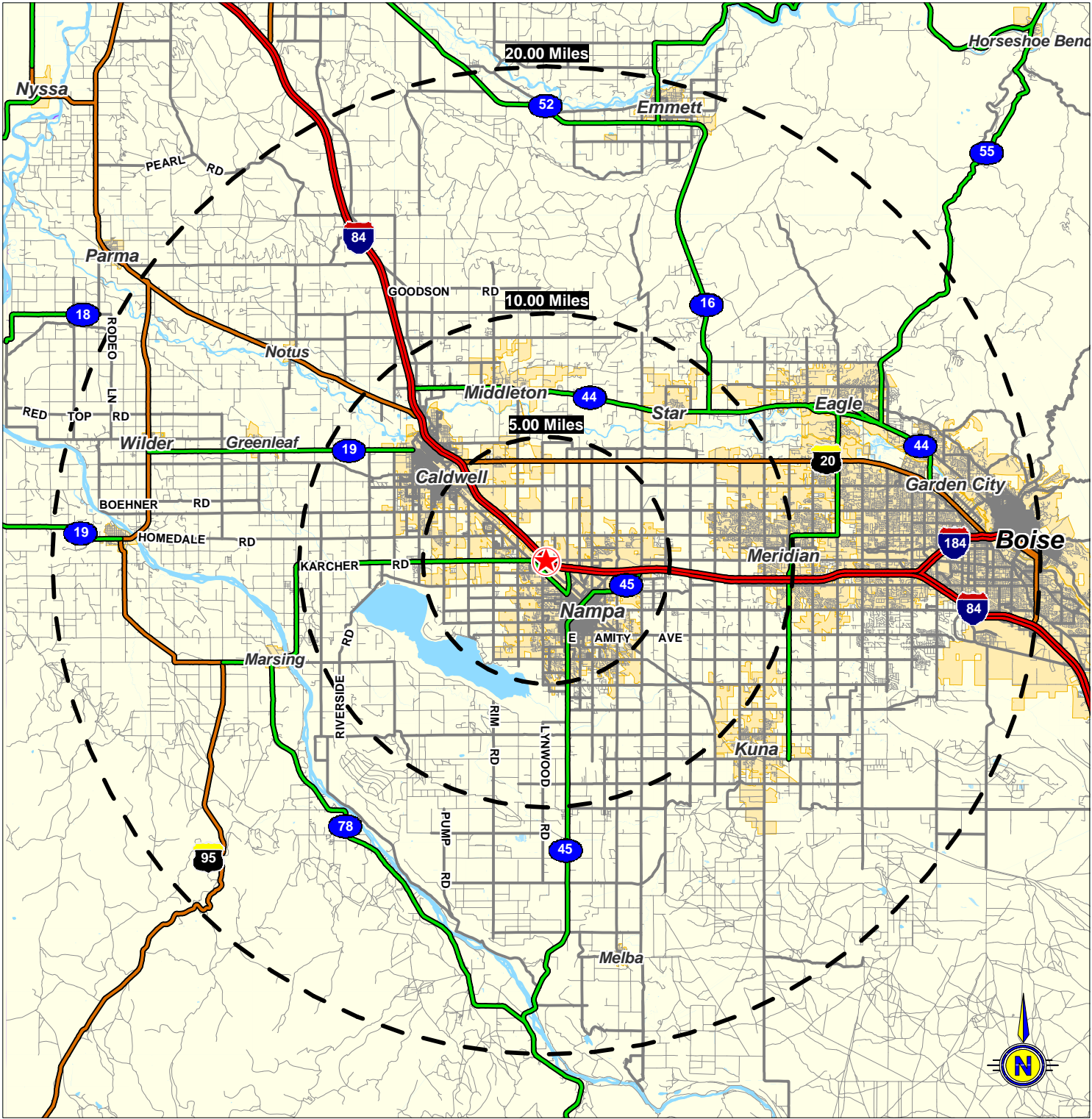


Lat: 43.6047 Lon: -116.59 Zoom: 44 mi. Logos are for identification purposes only and may be trademarks of their respective companies.



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Treasure Valley Mall Nampa, Idaho

August 2009



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DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 43.604731/-116.589995

August 2009

RF9

Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Population						
Estimated Population (2009)	104,275		219,863		559,887	
Census Population (1990)	42,676		86,493		277,145	
Census Population (2000)	65,830		138,609		402,379	
Projected Population (2014)	121,566		261,244		661,573	
Forecasted Population (2019)	152,516		329,342		805,477	
Historical Annual Change (1990-2000)	23,153	5.4%	52,116	6.0%	125,234	4.5%
Historical Annual Change (2000-2009)	38,445	6.5%	81,254	6.5%	157,508	4.3%
Projected Annual Change (2009-2014)	17,291	3.3%	41,381	3.8%	101,686	3.6%
Est. Population Density (2009)	1,351.60 <i>psm</i>		725.97 <i>psm</i>		453.37 <i>psm</i>	
Trade Area Size	77.15 <i>sq mi</i>		302.85 <i>sq mi</i>		1,234.94 <i>sq mi</i>	
Households						
Estimated Households (2009)	38,466		78,342		202,238	
Census Households (1990)	15,100		30,234		101,557	
Census Households (2000)	22,979		47,559		146,485	
Projected Households (2014)	46,883		94,371		228,206	
Forecasted Households (2019)	72,913		146,769		354,896	
Historical Annual Change (1990-2000)	7,879	5.2%	17,325	5.7%	44,928	4.4%
Projected Annual Change (2000-2014)	23,904	7.4%	46,812	7.0%	81,721	4.0%
Average Household Income						
Est. Average Household Income (2009)	\$52,202		\$59,465		\$64,939	
Census Average Hhld Income (1990)	\$26,368		\$28,903		\$32,874	
Census Average Hhld Income (2000)	\$41,209		\$47,139		\$51,573	
Proj. Average Household Income (2014)	\$57,335		\$63,675		\$67,717	
Historical Annual Change (1990-2000)	\$14,841	5.6%	\$18,237	6.3%	\$18,699	5.7%
Projected Annual Change (2000-2014)	\$16,126	2.8%	\$16,536	2.5%	\$16,144	2.2%
Median Household Income						
Est. Median Household Income (2009)	\$46,561		\$52,097		\$55,926	
Census Median Hhld Income (1990)	\$22,418		\$24,363		\$27,751	
Census Median Hhld Income (2000)	\$35,590		\$40,167		\$43,384	
Proj. Median Household Income (2014)	\$50,432		\$55,972		\$60,222	
Historical Annual Change (1990-2000)	\$13,172	5.9%	\$15,803	6.5%	\$15,633	5.6%
Projected Annual Change (2000-2014)	\$14,842	3.0%	\$15,805	2.8%	\$16,837	2.8%
Per Capita Income						
Est. Per Capita Income (2009)	\$19,574		\$21,483		\$23,821	
Census Per Capita Income (1990)	\$9,329		\$10,103		\$12,046	
Census Per Capita Income (2000)	\$14,390		\$16,150		\$18,772	
Proj. Per Capita Income (2014)	\$22,386		\$23,252		\$23,670	
Historical Annual Change (1990-2000)	\$5,060	5.4%	\$6,047	6.0%	\$6,726	5.6%
Projected Annual Change (2000-2014)	\$7,997	4.0%	\$7,102	3.1%	\$4,897	1.9%
Other Income						
Est. Median Disposable Income (2009)	\$39,713		\$43,815		\$46,546	
Proj. Median Disposable Income (2014)	\$42,640		\$46,685		\$49,619	
Est. Average Household Net Worth (2009)	\$383,639		\$432,362		\$468,317	

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DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

Calculated using Proportional Block Groups



Lat/Lon: 43.604731/-116.589995

August 2009

RF9

Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Household Income Distribution (2009)						
HH Income \$200,000 or More	558	1.5%	1,682	2.1%	5,793	2.9%
HH Income \$150,000 to 199,999	564	1.5%	1,622	2.1%	5,774	2.9%
HH Income \$125,000 to 149,999	685	1.8%	2,305	2.9%	7,774	3.8%
HH Income \$100,000 to 124,999	2,072	5.4%	5,591	7.1%	16,489	8.2%
HH Income \$75,000 to 99,999	4,441	11.5%	10,416	13.3%	28,340	14.0%
HH Income \$50,000 to 74,999	9,148	23.8%	18,423	23.5%	44,467	22.0%
HH Income \$35,000 to 49,999	7,368	19.2%	13,800	17.6%	32,872	16.3%
HH Income \$25,000 to 34,999	5,090	13.2%	9,398	12.0%	22,771	11.3%
HH Income \$15,000 to 24,999	4,490	11.7%	7,972	10.2%	20,204	10.0%
HH Income \$10,000 to 14,999	1,692	4.4%	3,042	3.9%	7,611	3.8%
HH Income \$0 to 9,999	2,358	6.1%	4,091	5.2%	10,145	5.0%
HH Income \$35,000+	24,836	64.6%	53,839	68.7%	141,508	70.0%
HH Income \$50,000+	17,468	45.4%	40,039	51.1%	108,636	53.7%
HH Income \$75,000+	8,321	21.6%	21,616	27.6%	64,170	31.7%
Race & Ethnicity (2009)						
Total Population	104,275		219,863		559,887	
White	91,508	87.8%	196,776	89.5%	510,178	91.1%
Black or African American	1,629	1.6%	2,896	1.3%	6,645	1.2%
American Indian & Alaska Native	1,282	1.2%	2,269	1.0%	5,297	0.9%
Asian	111	0.1%	1,169	0.5%	10,703	1.9%
Hawaiian & Pacific Islander	200	0.2%	380	0.2%	958	0.2%
Other Race	7,533	7.2%	12,689	5.8%	18,256	3.3%
Two or More Races	2,013	1.9%	3,683	1.7%	7,850	1.4%
Not Hispanic or Latino Population	81,958	78.6%	180,989	82.3%	489,260	87.4%
<i>Non Hispanic: White</i>	78,438	95.7%	173,582	95.9%	463,578	94.8%
<i>Non Hispanic: Black or African American</i>	1,208	1.5%	2,205	1.2%	5,514	1.1%
<i>Non Hispanic: Amer Indian & AK Native</i>	915	1.1%	1,624	0.9%	4,105	0.8%
<i>Non Hispanic: Asian</i>	100	0.1%	1,095	0.6%	10,093	2.1%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>	178	0.2%	329	0.2%	849	0.2%
<i>Non Hispanic: Other Race</i>	1	0.0%	2	0.0%	13	0.0%
<i>Non Hispanic: Two or More Races</i>	1,118	1.4%	2,153	1.2%	5,108	1.0%
Hispanic or Latino Population	22,317	21.4%	38,873	17.7%	70,626	12.6%
<i>Hispanic: White</i>	13,070	58.6%	23,195	59.7%	46,600	66.0%
<i>Hispanic: Black or African American</i>	421	1.9%	691	1.8%	1,130	1.6%
<i>Hispanic: American Indian & Alaska Native</i>	367	1.6%	646	1.7%	1,192	1.7%
<i>Hispanic: Asian</i>	11	0.0%	74	0.2%	611	0.9%
<i>Hispanic: Hawaiian & Pacific Islander</i>	21	0.1%	51	0.1%	109	0.2%
<i>Hispanic: Other Race</i>	7,532	33.7%	12,688	32.6%	18,243	25.8%
<i>Hispanic: Two or More Races</i>	895	4.0%	1,529	3.9%	2,742	3.9%
Not of Hispanic Origin Population (1990)	38,033	89.1%	77,205	89.3%	259,532	93.6%
Hispanic Origin Population (1990)	4,643	10.9%	9,288	10.7%	17,613	6.4%
Not Hispanic or Latino Population (2000)	54,162	82.3%	117,969	85.1%	363,996	90.5%
Hispanic or Latino Population (2000)	11,668	17.7%	20,639	14.9%	38,383	9.5%
Not Hispanic or Latino Population 5yr (2014)	91,709	75.4%	208,841	79.9%	567,777	85.8%
Hispanic or Latino Population 5yr (2014)	29,857	24.6%	52,402	20.1%	93,796	14.2%
Historical Annual Change (1990-2000)	7,025	15.1%	11,351	12.2%	20,769	11.8%
Projected Annual Change (2000-2014)	18,189	11.1%	31,763	11.0%	55,413	10.3%

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DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

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Lat/Lon: 43.604731/-116.589995

August 2009

RF9

Treasure Valley Mall Nampa, Idaho

5.00 mi radius 10.00 mi radius 20.00 mi radius

Age Distribution (2009)

Total Population	104,275		219,863		559,887	
Age 0 to 4 yrs	10,142	9.7%	20,636	9.4%	46,470	8.3%
Age 5 to 9 yrs	9,025	8.7%	18,860	8.6%	43,390	7.7%
Age 10 to 14 yrs	8,434	8.1%	18,307	8.3%	43,351	7.7%
Age 15 to 19 yrs	7,417	7.1%	15,790	7.2%	40,051	7.2%
Age 20 to 24 yrs	7,235	6.9%	13,149	6.0%	35,076	6.3%
Age 25 to 29 yrs	8,994	8.6%	17,029	7.7%	41,083	7.3%
Age 30 to 34 yrs	8,887	8.5%	18,166	8.3%	42,962	7.7%
Age 35 to 39 yrs	7,030	6.7%	15,733	7.2%	40,254	7.2%
Age 40 to 44 yrs	6,371	6.1%	14,368	6.5%	38,796	6.9%
Age 45 to 49 yrs	5,703	5.5%	13,075	5.9%	36,985	6.6%
Age 50 to 54 yrs	5,165	5.0%	12,116	5.5%	35,235	6.3%
Age 55 to 59 yrs	4,764	4.6%	11,032	5.0%	31,070	5.5%
Age 60 to 64 yrs	3,925	3.8%	9,116	4.1%	25,689	4.6%
Age 65 to 69 yrs	2,941	2.8%	6,568	3.0%	18,799	3.4%
Age 70 to 74 yrs	2,430	2.3%	5,018	2.3%	13,419	2.4%
Age 75 to 79 yrs	2,128	2.0%	4,078	1.9%	10,195	1.8%
Age 80 to 84 yrs	1,739	1.7%	3,215	1.5%	8,060	1.4%
Age 85 yrs plus	1,947	1.9%	3,608	1.6%	8,999	1.6%
Median Age	30.2 yrs		31.3 yrs		33.3 yrs	
Age 19 yrs or less	35,018	33.6%	73,593	33.5%	173,262	30.9%
Age 20 to 64 years	58,073	55.7%	123,782	56.3%	327,151	58.4%
Age 65 years Plus	11,185	10.7%	22,487	10.2%	59,473	10.6%

Female Age Distribution (2009)

Female Population	51,708	49.6%	109,404	49.8%	279,359	49.9%
Age 0 to 4 yrs	4,778	9.2%	9,899	9.0%	22,470	8.0%
Age 5 to 9 yrs	4,422	8.6%	9,317	8.5%	21,772	7.8%
Age 10 to 14 yrs	4,015	7.8%	8,829	8.1%	20,848	7.5%
Age 15 to 19 yrs	3,478	6.7%	7,551	6.9%	19,234	6.9%
Age 20 to 24 yrs	3,571	6.9%	6,513	6.0%	17,373	6.2%
Age 25 to 29 yrs	4,419	8.5%	8,484	7.8%	20,009	7.2%
Age 30 to 34 yrs	4,221	8.2%	8,793	8.0%	20,694	7.4%
Age 35 to 39 yrs	3,423	6.6%	7,824	7.2%	20,158	7.2%
Age 40 to 44 yrs	3,162	6.1%	7,101	6.5%	19,111	6.8%
Age 45 to 49 yrs	2,791	5.4%	6,344	5.8%	17,904	6.4%
Age 50 to 54 yrs	2,653	5.1%	6,074	5.6%	17,704	6.3%
Age 55 to 59 yrs	2,486	4.8%	5,703	5.2%	16,031	5.7%
Age 60 to 64 yrs	2,007	3.9%	4,641	4.2%	12,943	4.6%
Age 65 to 69 yrs	1,569	3.0%	3,372	3.1%	9,561	3.4%
Age 70 to 74 yrs	1,310	2.5%	2,596	2.4%	7,130	2.6%
Age 75 to 79 yrs	1,099	2.1%	2,119	1.9%	5,733	2.1%
Age 80 to 84 yrs	1,055	2.0%	1,884	1.7%	4,718	1.7%
Age 85 yrs plus	1,248	2.4%	2,361	2.2%	5,965	2.1%
Female Median Age	31.2 yrs		32.0 yrs		34.0 yrs	
Age 19 yrs or less	16,693	32.3%	35,595	32.5%	84,325	30.2%
Age 20 to 64 years	28,734	55.6%	61,477	56.2%	161,927	58.0%
Age 65 years Plus	6,281	12.1%	12,332	11.3%	33,108	11.9%

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DEMOGRAPHIC PROFILE COMPLETE

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August 2009

RF9

Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Male Age Distribution (2009)						
Male Population	52,567	50.4%	110,459	50.2%	280,527	50.1%
Age 0 to 4 yrs	5,363	10.2%	10,737	9.7%	24,000	8.6%
Age 5 to 9 yrs	4,603	8.8%	9,543	8.6%	21,618	7.7%
Age 10 to 14 yrs	4,418	8.4%	9,478	8.6%	22,503	8.0%
Age 15 to 19 yrs	3,940	7.5%	8,240	7.5%	20,817	7.4%
Age 20 to 24 yrs	3,665	7.0%	6,636	6.0%	17,702	6.3%
Age 25 to 29 yrs	4,575	8.7%	8,545	7.7%	21,074	7.5%
Age 30 to 34 yrs	4,665	8.9%	9,373	8.5%	22,268	7.9%
Age 35 to 39 yrs	3,608	6.9%	7,908	7.2%	20,096	7.2%
Age 40 to 44 yrs	3,208	6.1%	7,267	6.6%	19,686	7.0%
Age 45 to 49 yrs	2,912	5.5%	6,731	6.1%	19,081	6.8%
Age 50 to 54 yrs	2,511	4.8%	6,042	5.5%	17,531	6.2%
Age 55 to 59 yrs	2,278	4.3%	5,330	4.8%	15,039	5.4%
Age 60 to 64 yrs	1,917	3.6%	4,474	4.1%	12,746	4.5%
Age 65 to 69 yrs	1,372	2.6%	3,196	2.9%	9,238	3.3%
Age 70 to 74 yrs	1,120	2.1%	2,422	2.2%	6,289	2.2%
Age 75 to 79 yrs	1,029	2.0%	1,959	1.8%	4,462	1.6%
Age 80 to 84 yrs	684	1.3%	1,331	1.2%	3,342	1.2%
Age 85 yrs plus	698	1.3%	1,248	1.1%	3,034	1.1%
Male Median Age	29.2 yrs		30.7 yrs		32.6 yrs	
Age 19 yrs or less	18,325	34.9%	37,998	34.4%	88,938	31.7%
Age 20 to 64 years	29,339	55.8%	62,305	56.4%	165,224	58.9%
Age 65 years Plus	4,904	9.3%	10,156	9.2%	26,366	9.4%
Males per 100 Females, Male % Pop (2009)						
Overall Comparison	102		101		100	
Age 0 to 4 yrs	112	52.9%	108	52.0%	107	51.6%
Age 5 to 9 yrs	104	51.0%	102	50.6%	99	49.8%
Age 10 to 14 yrs	110	52.4%	107	51.8%	108	51.9%
Age 15 to 19 yrs	113	53.1%	109	52.2%	108	52.0%
Age 20 to 24 yrs	103	50.6%	102	50.5%	102	50.5%
Age 25 to 29 yrs	104	50.9%	101	50.2%	105	51.3%
Age 30 to 34 yrs	111	52.5%	107	51.6%	108	51.8%
Age 35 to 39 yrs	105	51.3%	101	50.3%	100	49.9%
Age 40 to 44 yrs	101	50.4%	102	50.6%	103	50.7%
Age 45 to 49 yrs	104	51.1%	106	51.5%	107	51.6%
Age 50 to 54 yrs	95	48.6%	99	49.9%	99	49.8%
Age 55 to 59 yrs	92	47.8%	93	48.3%	94	48.4%
Age 60 to 64 yrs	96	48.9%	96	49.1%	98	49.6%
Age 65 to 69 yrs	87	46.7%	95	48.7%	97	49.1%
Age 70 to 74 yrs	86	46.1%	93	48.3%	88	46.9%
Age 75 to 79 yrs	94	48.4%	92	48.0%	78	43.8%
Age 80 to 84 yrs	65	39.3%	71	41.4%	71	41.5%
Age 85 yrs plus	56	35.9%	53	34.6%	51	33.7%
Age 19 yrs or less	110	52.3%	107	51.6%	105	51.3%
Age 20 to 39 yrs	106	51.4%	103	50.7%	104	50.9%
Age 40 to 64 yrs	98	49.5%	100	50.0%	100	50.1%
Age 65 years Plus	78	43.8%	82	45.2%	80	44.3%

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August 2009

RF9

Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Household Type (2009)						
Total Households	38,466		78,342		202,238	
Households with Children	16,528	43.0%	34,371	43.9%	81,408	40.3%
Average Household Size	2.66		2.77		2.73	
Est. Household Density	498.59	psm	258.68	psm	163.76	psm
Population Family	90,320	86.6%	194,436	88.4%	480,489	85.8%
Population Non-Family	12,009	11.5%	22,190	10.1%	70,902	12.7%
Population Group Qtrs	1,946	1.9%	3,236	1.5%	8,496	1.5%
Family Households	29,046	75.5%	60,839	77.7%	148,322	73.3%
<i>Married Couple Hhlds</i>	21,445	73.8%	47,022	77.3%	116,400	78.5%
<i>Other Family Hhlds</i>	7,602	26.2%	13,817	22.7%	31,922	21.5%
Family Households With Children	16,243	55.9%	33,832	55.6%	80,472	54.3%
<i>Married Couple With Children</i>	10,633	65.5%	23,616	69.8%	57,232	71.1%
<i>Other Family Hhlds With Children</i>	5,611	34.5%	10,216	30.2%	23,240	28.9%
Family Households No Children	12,803	44.1%	27,007	44.4%	67,850	45.7%
<i>Married Couple No Children</i>	10,812	84.5%	23,406	86.7%	59,168	87.2%
<i>Other Family Households No Children</i>	1,991	15.5%	3,601	13.3%	8,682	12.8%
Average Family Household Size	3.11		3.20		3.24	
Average Family Income	\$57,194		\$65,624		\$73,907	
Median Family Income	\$52,584		\$58,832		\$64,846	
Non-Family Households	9,420	24.5%	17,503	22.3%	53,916	26.7%
Non-Family Hhlds With Children	285	3.0%	540	3.1%	936	1.7%
Non-Family Hhld No Children	9,135	97.0%	16,963	96.9%	52,980	98.3%
<i>N-F Hhld Lone Person No Children</i>	7,512	79.7%	13,803	78.9%	41,695	77.3%
Lone Male Householder	2,945	39.2%	5,645	40.9%	17,782	42.6%
Lone Female Householder	4,567	60.8%	8,158	59.1%	23,913	57.4%
<i>N-F Hhld 2+ Persons No Children</i>	1,623	17.2%	3,160	18.1%	11,285	20.9%
Average Non-Family Hhld Size	1.27		1.27		1.32	
Marital Status (2009)						
(15 Years or Older)	76,675		162,037		426,650	
Never Married	16,018	20.9%	32,887	20.3%	95,048	22.3%
Now Married	45,120	58.8%	99,741	61.6%	251,573	59.0%
Previously Married	15,538	20.3%	29,410	18.2%	80,029	18.8%
<i>Separated</i>	3,054	19.7%	5,253	17.9%	13,196	16.5%
<i>Widowed</i>	4,007	25.8%	7,322	24.9%	19,363	24.2%
<i>Divorced</i>	8,477	54.6%	16,834	57.2%	47,471	59.3%
Educational Attainment (2009)						
Adult Population (25 Years or Older)	62,022		133,121		351,549	
Elementary (0 to 8)	3,106	5.0%	5,723	4.3%	10,469	3.0%
Some High School (9 to 11)	5,439	8.8%	9,913	7.4%	21,502	6.1%
High School Graduate (12)	21,889	35.3%	45,298	34.0%	103,196	29.4%
Some College (13 to 16)	14,432	23.3%	30,738	23.1%	82,911	23.6%
Associate Degree Only	5,333	8.6%	11,239	8.4%	29,774	8.5%
Bachelor Degree Only	8,682	14.0%	22,052	16.6%	72,229	20.5%
Graduate Degree	3,140	5.1%	8,158	6.1%	31,468	9.0%
Any College + (Some College or higher)	31,588	50.9%	72,187	54.2%	216,381	61.6%
College Degree + (Bachelor Degree or higher)	11,822	19.1%	30,210	22.7%	103,697	29.5%

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DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2009 Estimates & 2014 Projections

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Lat/Lon: 43.604731/-116.589995

August 2009

RF9

Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Housing (2009)						
Total Housing Units	39,937		82,260		218,649	
Housing Units, Occupied	38,466	96.3%	78,342	95.2%	202,238	92.5%
<i>Housing Units, Owner-Occupied</i>	26,163	68.0%	56,588	72.2%	143,446	70.9%
<i>Housing Units, Renter-Occupied</i>	12,303	32.0%	21,754	27.8%	58,793	29.1%
Housing Units, Vacant	1,472	3.7%	3,918	4.8%	16,410	7.5%
Total Housing Units (2000)	24,518		50,410		154,045	
Historical Annual Change (2000-2009)	15,419	7.0%	31,850	7.0%	64,603	4.7%
Household Size (2009)						
Total Households	38,466		78,342		202,238	
1 Person Households	7,512	19.5%	13,803	17.6%	41,695	20.6%
2 Person Households	14,711	38.2%	29,012	37.0%	70,070	34.6%
3 Person Households	7,505	19.5%	14,881	19.0%	34,524	17.1%
4 Person Households	4,520	11.8%	10,944	14.0%	31,314	15.5%
5 Person Households	2,415	6.3%	5,637	7.2%	14,841	7.3%
6 Person Households	1,073	2.8%	2,415	3.1%	6,055	3.0%
7+ Person Households	732	1.9%	1,649	2.1%	3,738	1.8%
Household Stability (2009)						
Total Households	38,466		78,342		202,238	
In current residence < 1 year	9,946	25.9%	18,016	23.0%	45,468	22.5%
In current residence 1-2 years	10,504	27.3%	20,059	25.6%	50,532	25.0%
In current residence 3-5 years	5,538	14.4%	12,747	16.3%	32,732	16.2%
In current residence 6-10 years	6,282	16.3%	14,172	18.1%	35,882	17.7%
In current residence > 10 years	6,197	16.1%	13,347	17.0%	37,625	18.6%
Turnover (% Annual Residential Turnover)		25.9%		23.0%		22.5%
Stability (% In Current Residence 5+ Years)		32.4%		35.1%		36.3%
Median Years in Residence	2.9 yrs		3.3 yrs		3.6 yrs	
Household Vehicles (2009)						
Total Vehicles Available	77,423		164,455		419,788	
Household: 0 Vehicles Available	1,603	4.2%	2,890	3.7%	7,786	3.8%
Household: 1 Vehicles Available	11,413	29.7%	19,974	25.5%	54,084	26.7%
Household: 2 Vehicles Available	16,510	42.9%	34,378	43.9%	85,612	42.3%
Household: 3+ Vehicles Available	8,940	23.2%	21,099	26.9%	54,757	27.1%
Average Per Household	2.0 Vehicles		2.1 Vehicles		2.1 Vehicles	
Owner Occupied Hhlds Vehicles	57,520	74.3%	128,321	78.0%	324,150	77.2%
<i>Average Per Owner Household</i>	2.2 Vehicles		2.3 Vehicles		2.3 Vehicles	
Renter Occupied Hhlds Vehicles	19,903	25.7%	36,134	22.0%	95,639	22.8%
<i>Average Per Renter Household</i>	1.6 Vehicles		1.7 Vehicles		1.6 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	29,785		64,395		199,344	
Travel to Work in 14 Minutes or Less	10,451	35.1%	19,434	30.2%	61,779	31.0%
Travel to Work in 15 to 29 Minutes	10,081	33.8%	24,362	37.8%	86,128	43.2%
Travel to Work in 30 to 59 Minutes	7,477	25.1%	16,302	25.3%	37,979	19.1%
Travel to Work in 60 Minutes or More	757	2.5%	1,750	2.7%	5,334	2.7%
Work at Home	1,020	3.4%	2,546	4.0%	8,123	4.1%
Average Travel Time to Work	20.3 mins		20.8 mins		19.5 mins	

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Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Transportation To Work (2000)						
Work Base	29,785		64,395		199,344	
Drive to Work Alone	22,971	77.1%	50,511	78.4%	158,449	79.5%
Drive to Work in Carpool	4,436	14.9%	8,796	13.7%	23,615	11.8%
Travel to Work - Public Transportation	90	0.3%	156	0.2%	1,250	0.6%
Drive to Work on Motorcycle	81	0.3%	100	0.2%	282	0.1%
Bicycle to Work	204	0.7%	305	0.5%	1,832	0.9%
Walk to Work	770	2.6%	1,500	2.3%	4,507	2.3%
Other Means	212	0.7%	480	0.7%	1,285	0.6%
Work at Home	1,020	3.4%	2,546	4.0%	8,123	4.1%
Daytime Demos (2009)						
Total Number of Businesses	3,223		5,870		21,882	
Total Number of Employees	41,714		69,712		271,820	
Company Headqtrs: Businesses	10	0.3%	13	0.2%	173	0.8%
Company Headqtrs: Employees	1,765	4.2%	2,059	3.0%	16,075	5.9%
Employee Population per Business	12.9 to 1		11.9 to 1		12.4 to 1	
Residential Population per Business	32.4 to 1		37.5 to 1		25.6 to 1	
Est. Adj. Daytime Demographics (Age16+)	71,035		129,290		422,777	
Labor Force (2009)						
Labor: Population Age 16+	75,214		158,779		418,581	
Unemployment Rate		5.7%		5.2%		5.5%
Labor Force Total: Males	37,398	49.7%	79,026	49.8%	208,217	49.7%
<i>Male civilian employed</i>	25,833	69.1%	55,984	70.8%	148,439	71.3%
<i>Male civilian unemployed</i>	2,528	6.8%	4,690	5.9%	12,818	6.2%
<i>Males in Armed Forces</i>	117	0.3%	217	0.3%	613	0.3%
<i>Males not in labor force</i>	8,920	23.9%	18,135	22.9%	46,347	22.3%
Labor Force Total: Females	37,816	50.3%	79,754	50.2%	210,364	50.3%
<i>Female civilian employed</i>	19,943	52.7%	43,002	53.9%	118,572	56.4%
<i>Female civilian unemployed</i>	1,724	4.6%	3,640	4.6%	10,409	4.9%
<i>Females in Armed Forces</i>	0	-	0	-	0	-
<i>Females not in labor force</i>	16,149	42.7%	33,112	41.5%	81,382	38.7%
Employment Force Change (2000-2009)	16,092	54.2%	34,801	54.2%	68,518	34.5%
Male Change (2000-2009)	9,711	60.2%	20,862	59.4%	40,382	37.4%
Female Change (2000-2009)	6,381	47.0%	13,939	48.0%	28,136	31.1%
Occupation (2000)						
Occupation: Population Age 16+	29,684		64,184		198,493	
<i>Occupation Total: Males</i>	16,121	54.3%	35,122	54.7%	108,057	54.4%
<i>Occupation Total: Females</i>	13,562	45.7%	29,063	45.3%	90,436	45.6%
Mgmt, Business, & Financial Operations	3,047	10.3%	7,628	11.9%	27,153	13.7%
Professional and Related	4,814	16.2%	10,753	16.8%	38,317	19.3%
Service	4,706	15.9%	9,563	14.9%	29,553	14.9%
Sales and Office	7,190	24.2%	16,420	25.6%	53,434	26.9%
Farming, Fishing, and Forestry	430	1.4%	1,003	1.6%	2,489	1.3%
Construction, Extraction, & Maintenance	3,965	13.4%	7,995	12.5%	20,912	10.5%
Production, Transport, & Material Moving	5,532	18.6%	10,823	16.9%	26,634	13.4%
<i>White Collar</i>		50.7%		54.2%		59.9%
<i>Blue Collar</i>		49.3%		45.8%		40.1%

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Treasure Valley Mall Nampa, Idaho	5.00 mi radius		10.00 mi radius		20.00 mi radius	
Units In Structure (2000)						
Total Units	24,518		50,410		154,045	
1 Detached Unit	17,319	70.6%	37,986	75.4%	110,377	71.7%
1 Attached Unit	664	2.7%	1,222	2.4%	5,273	3.4%
2 Units	906	3.7%	1,414	2.8%	4,542	2.9%
3 to 4 Units	1,119	4.6%	1,958	3.9%	6,651	4.3%
5 to 9 Units	608	2.5%	921	1.8%	3,875	2.5%
10 to 19 Units	467	1.9%	749	1.5%	3,343	2.2%
20 to 49 Units	305	1.2%	519	1.0%	2,983	1.9%
50 or more Units	261	1.1%	381	0.8%	3,013	2.0%
Mobile Home or Trailer	2,830	11.5%	5,098	10.1%	13,570	8.8%
Other Structure	40	0.2%	161	0.3%	419	0.3%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	1,842	7.5%	3,568	7.1%	7,884	5.1%
Homes Built 1995 to 1998	4,760	19.4%	9,838	19.5%	24,430	15.9%
Homes Built 1990 to 1994	2,573	10.5%	6,263	12.4%	18,486	12.0%
Homes Built 1980 to 1989	2,258	9.2%	4,921	9.8%	18,014	11.7%
Homes Built 1970 to 1979	5,037	20.5%	10,702	21.2%	37,879	24.6%
Homes Built 1960 to 1969	2,027	8.3%	3,932	7.8%	13,479	8.7%
Homes Built 1950 to 1959	2,216	9.0%	3,994	7.9%	13,049	8.5%
Homes Built 1940 to 1949	1,786	7.3%	3,140	6.2%	8,478	5.5%
Homes Built Before 1939	2,018	8.2%	4,051	8.0%	12,346	8.0%
Median Age of Homes	22.0 yrs		20.4 yrs		22.4 yrs	
Home Values (2000)						
Owner Specified Housing Units	13,292		29,398		86,746	
Home Values \$1,000,000 or More	0	-	18	0.1%	111	0.1%
Home Values \$750,000 or \$999,999	1	0.0%	26	0.1%	157	0.2%
Home Values \$500,000 or \$749,999	15	0.1%	50	0.2%	384	0.4%
Home Values \$400,000 to \$499,999	24	0.2%	66	0.2%	518	0.6%
Home Values \$300,000 to \$399,999	87	0.7%	374	1.3%	1,683	1.9%
Home Values \$250,000 to \$299,999	140	1.1%	519	1.8%	2,345	2.7%
Home Values \$200,000 to \$249,999	267	2.0%	929	3.2%	4,369	5.0%
Home Values \$175,000 to \$199,999	323	2.4%	1,078	3.7%	4,177	4.8%
Home Values \$150,000 to \$174,999	610	4.6%	2,067	7.0%	7,630	8.8%
Home Values \$125,000 to \$149,999	1,258	9.5%	3,703	12.6%	13,257	15.3%
Home Values \$100,000 to \$124,999	2,518	18.9%	6,344	21.6%	20,324	23.4%
Home Values \$90,000 to \$99,999	2,357	17.7%	4,282	14.6%	10,990	12.7%
Home Values \$80,000 to \$89,999	2,272	17.1%	3,875	13.2%	9,204	10.6%
Home Values \$70,000 to \$79,999	1,647	12.4%	2,747	9.3%	5,621	6.5%
Home Values \$60,000 to \$69,999	829	6.2%	1,614	5.5%	2,857	3.3%
Home Values \$50,000 to \$59,999	504	3.8%	896	3.0%	1,505	1.7%
Home Values \$35,000 to \$49,999	277	2.1%	541	1.8%	999	1.2%
Home Values \$25,000 to \$34,999	100	0.8%	163	0.6%	332	0.4%
Home Values \$10,000 to \$24,999	46	0.3%	67	0.2%	195	0.2%
Home Values \$0 to \$9,999	18	0.1%	38	0.1%	89	0.1%
Owner Occupied Median Home Value	\$96,908		\$107,022		\$119,127	
Renter Occupied Median Rent	\$438		\$446		\$486	

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Treasure Valley Mall Nampa, Idaho	5.00 mi radius	10.00 mi radius	20.00 mi radius
Consumer Expenditure (Annual Total)			
Total Household Expenditure (2009)	\$1,728,585,220	\$3,838,967,960	\$10,519,881,435
Total Non-Retail Expenditures (2009)	\$992,651,591	\$2,209,248,751	\$6,059,635,073
Total Retail Expenditures (2009)	\$735,933,626	\$1,629,719,209	\$4,460,246,358
Apparel (2009)	\$82,135,646	\$182,707,357	\$501,621,255
Contributions (2009)	\$59,572,339	\$135,552,586	\$380,887,648
Education (2009)	\$37,083,197	\$85,487,995	\$243,340,661
Entertainment (2009)	\$96,079,768	\$214,333,797	\$588,752,897
Food And Beverages (2009)	\$269,789,644	\$593,932,326	\$1,616,558,353
Furnishings And Equipment (2009)	\$74,155,882	\$167,241,257	\$462,714,007
Gifts (2009)	\$43,120,334	\$97,743,700	\$273,063,141
Health Care (2009)	\$109,938,520	\$239,317,861	\$647,115,266
Household Operations (2009)	\$58,571,175	\$133,335,273	\$372,454,703
Miscellaneous Expenses (2009)	\$29,513,725	\$64,796,728	\$176,183,971
Personal Care (2009)	\$25,193,542	\$55,780,252	\$152,607,168
Personal Insurance (2009)	\$16,798,850	\$38,155,581	\$106,497,739
Reading (2009)	\$5,626,483	\$12,486,287	\$34,316,925
Shelter (2009)	\$329,925,248	\$735,587,303	\$2,022,010,290
Tobacco (2009)	\$12,320,752	\$26,260,118	\$69,766,412
Transportation (2009)	\$353,437,412	\$783,024,712	\$2,132,237,375
Utilities (2009)	\$125,322,700	\$273,224,823	\$739,753,643
Consumer Expenditure (per Household per Month)			
Total Household Expenditure (2009)	\$3,745	\$4,084	\$4,335
Total Non-Retail Expenditures (2009)	\$2,151 57.4%	\$2,350 57.5%	\$2,497 57.6%
Total Retail Expenditures (2009)	\$1,594 42.6%	\$1,734 42.5%	\$1,838 42.4%
Apparel (2009)	\$178 4.8%	\$194 4.8%	\$207 4.8%
Contributions (2009)	\$129 3.4%	\$144 3.5%	\$157 3.6%
Education (2009)	\$80 2.1%	\$91 2.2%	\$100 2.3%
Entertainment (2009)	\$208 5.6%	\$228 5.6%	\$243 5.6%
Food And Beverages (2009)	\$584 15.6%	\$632 15.5%	\$666 15.4%
Furnishings And Equipment (2009)	\$161 4.3%	\$178 4.4%	\$191 4.4%
Gifts (2009)	\$93 2.5%	\$104 2.5%	\$113 2.6%
Health Care (2009)	\$238 6.4%	\$255 6.2%	\$267 6.2%
Household Operations (2009)	\$127 3.4%	\$142 3.5%	\$153 3.5%
Miscellaneous Expenses (2009)	\$64 1.7%	\$69 1.7%	\$73 1.7%
Personal Care (2009)	\$55 1.5%	\$59 1.5%	\$63 1.5%
Personal Insurance (2009)	\$36 1.0%	\$41 1.0%	\$44 1.0%
Reading (2009)	\$12 0.3%	\$13 0.3%	\$14 0.3%
Shelter (2009)	\$715 19.1%	\$782 19.2%	\$833 19.2%
Tobacco (2009)	\$27 0.7%	\$28 0.7%	\$29 0.7%
Transportation (2009)	\$766 20.4%	\$833 20.4%	\$879 20.3%
Utilities (2009)	\$272 7.3%	\$291 7.1%	\$305 7.0%

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