

2009 Centro Properties Group Full Demographics



Gateway Plaza_4029
114 Plaza Dr Vallejo, CA 94591

3 February 2010

Coordinates Longitude: -122.216000
Latitude: 38.132200

	1 MILE RING 3.14 SQ/MI	3 MILE RING 28.27 SQ/MI	5 MILE RING 78.53 SQ/MI	7 MILE RING 153.91 SQ/MI	10 MILE RING 314.11 SQ/MI
POPULATION					
2000 Total Population	8,196	93,293	141,793	168,690	214,812
2009 Total Population	10,381	95,821	146,085	174,487	228,191
2014 Total Population	11,161	97,589	149,275	178,579	235,926
2009 Female Population	5,391	49,396	75,031	89,574	117,088
% 2009 Female Population	51.93%	51.55%	51.36%	51.34%	51.31%
2009 Male Population	4,990	46,426	71,054	84,913	111,103
% 2009 Male Population	48.07%	48.45%	48.64%	48.66%	48.69%
% Population Change 2000-2009	26.66%	2.71%	3.03%	3.44%	6.23%
% Population Change 2009-2014	7.51%	1.85%	2.18%	2.35%	3.39%
DAYTIME POPULATION					
2009 Total Establishments	399	3,570	5,399	7,496	9,992
2009 Total Daytime Population	10,727	73,918	110,299	143,675	193,755
2009 Total Daytime Work Population	5,589	31,202	46,265	66,995	91,365
HOUSEHOLDS					
2000 Total Households	2,653	31,678	47,835	58,403	74,716
2009 Total Households	3,588	35,930	54,279	66,223	86,632
2014 Total Households	3,874	37,101	56,199	68,655	90,932
% Households Change 2000-2009	35.24%	13.42%	13.47%	13.39%	15.95%
% Households Change 2009-2014	7.97%	3.26%	3.54%	3.67%	4.96%
AVERAGE HOUSEHOLD INCOME					
2000 Average Household Income	\$72,365	\$57,689	\$61,885	\$63,366	\$65,779
2009 Average Household Income	\$100,741	\$82,324	\$84,913	\$87,161	\$87,590
2014 Average Household Income	\$130,196	\$100,095	\$102,095	\$105,319	\$102,994
MEDIAN HOUSEHOLD INCOME					
2000 Median Household Income	\$63,648	\$48,499	\$52,474	\$53,596	\$56,079
2009 Median Household Income	\$87,129	\$64,663	\$67,721	\$69,624	\$68,458
2014 Median Household Income	\$112,688	\$74,384	\$76,169	\$79,048	\$74,206
PER CAPITA INCOME					
2000 Per Capita Income	\$23,164	\$19,619	\$20,885	\$21,935	\$22,870
2009 Per Capita Income	\$34,819	\$30,869	\$31,550	\$33,080	\$33,253
2014 Per Capita Income	\$45,191	\$38,054	\$38,437	\$40,490	\$39,696
RACE					
2009 White Population	2,066	34,448	55,973	76,082	100,660
% 2009 White Population	19.90%	35.95%	38.32%	43.60%	44.11%
2009 Black Population	2,171	21,058	29,745	32,010	39,423
% 2009 Black Population	20.91%	21.98%	20.36%	18.35%	17.28%
2009 American Indian/Alaska Native	34	754	1,085	1,384	1,776
% 2009 American Indian/Alaska Native	0.33%	0.79%	0.74%	0.79%	0.78%
2009 Asian/Hawaiian/Pacific Islander	5,094	25,262	38,211	40,827	56,226
% 2009 Asian/Hawaiian/Pacific Islander	49.07%	26.36%	26.16%	23.40%	24.64%
2009 Other Population (Incl 2+ Races)	1,016	14,299	21,070	24,184	30,105
% 2009 Other Population (Incl 2+ Races)	9.79%	14.92%	14.42%	13.86%	13.19%

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ETHNICITY					
2009 Hispanic Population	1,128	18,656	27,506	32,032	40,614
% 2009 Hispanic Population	10.86%	19.47%	18.83%	18.36%	17.80%
2009 Non-Hispanic Population	9,254	77,165	118,579	142,455	187,576
% 2009 Non-Hispanic Population	89.14%	80.53%	81.17%	81.64%	82.20%
MEDIAN AGE					
2000 Median Age Total Population	32.7	34.2	34.2	34.5	34.9
2009 Median Age Total Population	32.6	34.0	33.9	34.1	34.6
2014 Median Age Total Population	32.7	33.4	33.4	33.6	34.1
AGE DISTRIBUTION					
2009 Age 0-5	937	8,149	12,425	14,773	18,711
2009 Age 6-13	1,283	11,472	18,236	21,599	27,496
2009 Age 14-17	599	5,584	8,838	10,606	13,747
2009 Age 18-24	1,038	9,189	13,880	16,118	21,053
2009 Age 25-34	1,552	13,541	19,878	23,851	30,981
2009 Age 35-44	1,619	14,199	22,395	27,193	36,187
2009 Age 45-54	1,609	13,762	21,887	26,552	35,498
2009 Age 55-64	858	8,571	12,906	15,591	20,936
2009 Age 65-74	499	5,673	8,012	9,393	12,355
2009 Age 75-84	296	4,180	5,698	6,564	8,410
2009 Age 85+	90	1,502	1,929	2,247	2,817
2009 INCOME DISTRIBUTION					
Household Income < \$15,000	156	2,962	4,264	4,860	5,964
Household Income \$15,000-\$19,999	49	1387	1920	2262	2754
Household Income \$20,000-\$24,999	56	1342	1863	2228	2787
Household Income \$25,000-\$29,999	58	1526	2160	2422	3152
Household Income \$30,000-\$34,999	56	1380	1959	2271	3091
Household Income \$35,000-\$39,999	68	1295	1833	2143	2981
Household Income \$40,000-\$44,999	42	1584	2084	2463	3508
Household Income \$45,000-\$49,999	93	1661	2267	2586	3568
Household Income \$50,000-\$59,999	165	3051	4450	5220	7601
Household Income \$60,000-\$74,999	444	5714	8430	10373	14027
Household Income \$75,000-\$99,999	1251	7772	12645	16312	20489
Household Income \$100,000-\$124,999	837	3698	5887	7246	9070
Household Income \$125,000-\$149,999	218	1582	2764	3532	4535
Household Income \$150,000+	141	1276	2422	3217	4299
HOUSEHOLD SIZE					
2009 Households 1 Person	627	8,764	12,989	16,409	21,277
2009 Households 2 Persons	1,033	11,107	16,595	20,676	27,450
2009 Households 3 Persons	807	6,728	10,033	12,185	15,847
2009 Households 4 Persons	643	5,703	8,829	10,429	13,747
2009 Households 5 Persons	319	2,323	3,682	4,164	5,346
2009 Households 6 Persons	130	918	1,498	1,663	2,090
2009 Households 7+ Persons	30	386	653	698	875

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EDUCATIONAL ATTAINMENT					
Less than 9th Grade	242	4,480	6,310	6,834	8,152
9th - 12th Grade No Diploma	344	6,497	9,161	10,383	13,096
2009 Some College < 1 Year	425	4,332	6,598	7,898	10,395
2009 Associate Degree	754	5,564	8,327	10,272	13,816
2009 Bachelor's Degree	1,690	10,089	16,925	21,086	29,384
2009 Doctorate Degree	11	166	394	491	680
2009 Master's Degree	270	1,701	3,378	4,671	6,866
2009 Professional School Degree	137	853	1,306	1,652	2,442
MARITAL STATUS					
2009 Never Married	2,376	21,658	32,041	37,807	49,383
2009 Now Married	4,567	39,548	61,636	74,049	98,793
2009 Separated	98	1,873	2,774	3,373	4,272
2009 Divorced	646	8,160	11,930	14,712	19,234
2009 Widowed	420	5,342	7,401	8,664	10,884
VEHICLES AVAILABLE					
Households with No Vehicles	199	3,133	4,427	5,040	6,136
Households with 1 Vehicle	963	11,523	16,336	20,226	26,058
Households with 2+ Vehicles	381	2,823	4,453	5,441	7,387
HOUSEHOLDS WITH CHILDREN					
2009 Households 1 Person	627	8,764	12,989	16,409	21,277
2009 Households 2 Persons	1,033	11,107	16,595	20,676	27,450
2009 Households 3 Persons	807	6,728	10,033	12,185	15,847
2009 Households 4 Persons	643	5,703	8,829	10,429	13,747
2009 Households 5 Persons	319	2,323	3,682	4,164	5,346
2009 Households 6 Persons	130	918	1,498	1,663	2,090
2009 Households 7+ Persons	30	386	653	698	875
MOSAIC Lifestyle Segmentation Groups					
HH Group A Affluent Suburbia	1,689	5,439	11,253	12,689	17,919
HH Group B Upscale America	244	6,269	10,167	15,196	18,083
HH Group C Small-town Contentment	1,024	5,427	8,498	10,768	18,944
HH Group D Blue-collar Backbone	0	0	0	0	0
HH Group E American Diversity	0	1,796	3,153	3,799	4,480
HH Group F Metro Fringe	412	10,486	12,541	13,387	13,773
HH Group G Remote America	0	0	0	0	0
HH Group H Aspiring Contemporaries	90	2,817	2,869	3,911	5,948
HH Group I Rural Villages and Farms	0	0	0	0	0
HH Group J Struggling Societies	0	0	34	34	34
HH Group K Urban Essence	0	1,294	2,432	2,432	2,432
HH Group L Varying Lifestyles	0	0	0	0	31

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2009 RETAIL SALES POTENTIAL					
Children/Infants Clothing Stores	\$2,178,219	\$17,158,791	\$26,309,019	\$32,899,281	\$42,381,093
Jewelry Stores	\$1,579,903	\$12,784,085	\$19,469,594	\$24,250,317	\$31,176,927
Men's Apparel	\$3,096,444	\$24,943,084	\$38,239,569	\$47,621,765	\$61,141,304
Shoe Stores	\$2,923,379	\$23,201,531	\$35,611,217	\$44,478,054	\$57,187,280
Women's Apparel	\$5,175,130	\$43,160,246	\$65,713,259	\$81,459,726	\$104,167,237
Automobile Dealers	\$34,594,436	\$299,955,655	\$446,769,694	\$552,806,532	\$705,936,706
Automotive Parts/Acc/Repair Stores	\$4,464,139	\$37,093,497	\$56,154,612	\$69,745,151	\$89,350,687
Other Motor Vehicle Dealers	\$1,420,957	\$11,338,988	\$17,404,186	\$21,713,402	\$27,899,957
Tire Dealers	\$1,202,252	\$10,060,023	\$15,170,470	\$18,826,594	\$24,124,895
Hardware Stores	\$947,729	\$5,810,940	\$9,605,554	\$12,463,389	\$16,361,648
Home Centers	\$3,579,652	\$29,978,652	\$45,445,756	\$56,471,654	\$72,057,059
Nursery/Garden Centers	\$1,272,324	\$10,640,086	\$16,023,352	\$19,892,845	\$25,502,620
Outdoor Power Equipment Stores	\$347,685	\$3,535,578	\$5,028,434	\$6,123,102	\$7,708,807
Paint/Wallpaper Stores	\$122,341	\$1,124,212	\$1,661,748	\$2,041,705	\$2,585,553
Appliance/TV/Other Electronics	\$3,600,760	\$28,811,407	\$44,132,663	\$55,027,223	\$70,749,191
Camera/Photographic Supplies	\$572,978	\$4,696,623	\$7,144,529	\$8,889,560	\$11,394,765
Computer/Software Stores	\$1,639,548	\$13,966,754	\$21,050,429	\$26,065,123	\$33,281,133
Beer/Wine/Liquor Stores	\$2,354,731	\$18,475,288	\$28,402,724	\$35,528,663	\$45,761,700
Convenience/Specialty Food Stores	\$4,404,614	\$36,610,067	\$57,928,310	\$72,979,945	\$97,761,970
Restaurant Expenditures	\$20,053,870	\$166,519,946	\$272,877,716	\$350,552,928	\$462,507,090
Supermarkets/Other Grocery excl Conv	\$24,706,350	\$203,934,912	\$309,541,458	\$384,866,737	\$493,004,784
Furniture Stores	\$3,538,367	\$29,297,440	\$44,396,370	\$55,165,728	\$70,691,814
Home Furnishings Stores	\$2,492,696	\$19,174,050	\$29,741,978	\$37,266,280	\$48,057,306
Gen Merch/Apparel/Furniture Stores	\$31,719,737	\$260,036,571	\$395,831,924	\$492,278,936	\$631,122,392
Gas Stations w/ Convenience Stores	\$20,656,597	\$165,577,338	\$257,810,659	\$322,070,227	\$417,439,615
Other Gas Stations	\$16,251,983	\$128,967,265	\$199,882,344	\$249,090,278	\$319,677,647
Department Stores excl Leased Depts	\$35,320,498	\$288,847,978	\$439,964,588	\$547,306,160	\$701,871,580
General Merchandise Stores	\$28,181,370	\$230,739,129	\$351,435,555	\$437,113,212	\$560,430,578
Other Health/Personal Care Stores	\$2,214,286	\$19,139,693	\$28,631,913	\$35,417,689	\$45,203,033
Pharmacies/Drug Stores	\$11,749,785	\$97,889,638	\$148,298,408	\$184,144,854	\$235,672,875
Pet/Pet Supplies Stores	\$1,665,452	\$13,907,739	\$21,084,980	\$26,174,726	\$33,466,674
Book/Periodical/Music Stores	\$516,594	\$4,318,051	\$6,828,813	\$8,379,435	\$10,644,129
Hobby/Toy/Game Stores	\$337,181	\$4,841,151	\$6,472,809	\$7,624,059	\$9,260,599
Musical Instrument/Supplies	\$316,550	\$2,673,547	\$4,018,503	\$4,984,540	\$6,379,309
Sewing/Needlework/Piece Goods	\$108,042	\$853,139	\$1,342,361	\$1,669,082	\$2,136,175
Sporting Goods Stores	\$2,678,339	\$17,566,204	\$28,599,590	\$36,527,046	\$47,861,599