



RooseveltCollection 150 W 1200 S

Roosevelt Collection Trade Area Summary

Primary Trade Area – 2007 Estimates
 Population: 387,125
 Average Family HH Income: \$63,985
 Households: 136,213

Secondary Trade Areas – 2007 Estimates
 Population: 444,332
 Average Family HH Income: \$106,976
 Households: 207,488

Total Trade Area – 2007 Estimates
 Population: 831,457
 Average Family HH Income: \$86,186
 Households: 343,701

Source: Claritas Inc., Demographics Now

Primary Trade Area

New Residential Development

- Active Developments – 19,990 units
- Future Developments – 18,701 units
- Built Out 1Q00–4Q07 – 9,555 units
- Total – 48,246 units**

Source: Applied Geographic Solutions, Inc., Mid-America Real Estate