

Demographic Summary Report

Nora Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	57,283		184,384		686,144	
2009 Estimate	55,720		177,253		650,895	
2000 Census	53,903		168,683		601,484	
Growth 2009 - 2014	2.80%		4.00%		5.40%	
Growth 2000 - 2009	3.40%		5.10%		8.20%	
2009 Population by Hispanic Origin	2,474		7,969		30,476	
2009 Population By Race	55,720		177,253		650,895	
White	47,323	84.93%	136,283	76.89%	411,242	63.18%
Black or African American	4,485	8.05%	27,688	15.62%	192,166	29.52%
American Indian and Alaska Native	83	0.15%	293	0.17%	1,414	0.22%
Asian	1,806	3.24%	6,429	3.63%	19,776	3.04%
Native Hawaiian and Pacific Islander	41	0.07%	94	0.05%	320	0.05%
Other Race	1,094	1.96%	3,593	2.03%	14,998	2.30%
Two or More Races	887	1.59%	2,877	1.62%	10,981	1.69%
Households						
2014 Projection	26,859		82,930		279,338	
2009 Estimate	26,020		79,655		265,195	
2000 Census	24,682		74,942		243,661	
Growth 2009 - 2014	3.20%		4.10%		5.30%	
Growth 2000 - 2009	5.40%		6.30%		8.80%	
Owner Occupied	15,393	59.16%	47,508	59.64%	164,919	62.19%
Renter Occupied	10,627	40.84%	32,147	40.36%	100,276	37.81%
2009 Households by HH Income	26,020		79,648		265,179	
Income Less Than \$15,000	1,457	5.60%	4,651	5.84%	24,655	9.30%
Income: \$15,000 - \$24,999	1,575	6.05%	4,935	6.20%	20,961	7.90%
Income: \$25,000 - \$34,999	2,370	9.11%	6,851	8.60%	25,394	9.58%
Income: \$35,000 - \$49,999	3,670	14.10%	11,233	14.10%	35,965	13.56%
Income: \$50,000 - \$74,999	5,241	20.14%	16,626	20.87%	51,915	19.58%
Income: \$75,000 - \$99,999	4,152	15.96%	12,759	16.02%	37,522	14.15%
Income: \$100,000 - \$149,999	4,045	15.55%	11,974	15.03%	38,484	14.51%
Income: \$150,000 - \$249,999	2,539	9.76%	7,647	9.60%	22,211	8.38%
Income: \$250,000 - \$499,999	791	3.04%	2,367	2.97%	6,444	2.43%
Income: \$500,000 or more	180	0.69%	605	0.76%	1,628	0.61%
2009 Avg Household Income	\$91,735		\$91,413		\$83,371	
2009 Med Household Income	\$67,978		\$67,461		\$62,071	
2009 Per Capita Income	\$42,947		\$41,115		\$34,171	

Demographic Detail Report

Nora Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	57,283		184,384		686,144	
2009 Estimate	55,720		177,253		650,895	
2000 Census	53,903		168,683		601,484	
Growth 2009 - 2014	2.80%		4.00%		5.40%	
Growth 2000 - 2009	3.40%		5.10%		8.20%	
2009 Population by Age	55,720		177,253		650,895	
Age 0 - 4	2,989	5.36%	10,847	6.12%	49,637	7.63%
Age 5 - 9	3,007	5.40%	10,219	5.77%	47,365	7.28%
Age 10 - 14	3,234	5.80%	10,450	5.90%	46,025	7.07%
Age 15 - 17	1,934	3.47%	6,330	3.57%	27,204	4.18%
Age 18 - 20	1,709	3.07%	5,810	3.28%	26,701	4.10%
Age 21 - 24	3,326	5.97%	11,178	6.31%	36,734	5.64%
Age 25 - 34	7,657	13.74%	26,303	14.84%	90,903	13.97%
Age 35 - 44	7,642	13.72%	24,663	13.91%	95,711	14.70%
Age 45 - 49	4,193	7.53%	13,529	7.63%	50,755	7.80%
Age 50 - 54	4,103	7.36%	12,819	7.23%	45,716	7.02%
Age 55 - 59	3,804	6.83%	11,342	6.40%	37,918	5.83%
Age 60 - 64	3,172	5.69%	8,980	5.07%	28,560	4.39%
Age 65 - 74	4,232	7.60%	11,396	6.43%	34,671	5.33%
Age 75 - 84	3,277	5.88%	8,684	4.90%	22,600	3.47%
Age 85 and over	1,438	2.58%	4,704	2.65%	10,398	1.60%
Age 16 and over	45,841	82.27%	143,618	81.02%	498,684	76.62%
Age 18 and over	44,554	79.96%	139,407	78.65%	480,665	73.85%
Age 21 and over	42,845	76.89%	133,597	75.37%	453,964	69.74%
Age 65 and over	8,947	16.06%	24,783	13.98%	67,668	10.40%
Median Age	40.30		38.10		35.10	
Average Age	40.50		38.90		35.80	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	55,720	177,253	650,895
White	47,323 84.93%	136,283 76.89%	411,242 63.18%
Black or African American	4,485 8.05%	27,688 15.62%	192,166 29.52%
American Indian and Alaska Native	83 0.15%	293 0.17%	1,414 0.22%
Asian	1,806 3.24%	6,429 3.63%	19,776 3.04%
Native Hawaiian and Pacific Islander	41 0.07%	94 0.05%	320 0.05%
Other Race	1,094 1.96%	3,593 2.03%	14,998 2.30%
Two or More Races	887 1.59%	2,877 1.62%	10,981 1.69%
2009 Population by Hispanic Origin	55,720	177,253	650,895
Not Hispanic or Latino	53,246 95.56%	169,286 95.51%	620,419 95.32%
Hispanic or Latino:	2,474 4.44%	7,969 4.50%	30,476 4.68%
Mexican	1,511 2.71%	5,086 2.87%	19,324 2.97%
Puerto Rican	156 0.28%	589 0.33%	2,276 0.35%
Cuban	77 0.14%	191 0.11%	662 0.10%
Other Hispanic or Latino	730 1.31%	2,101 1.19%	8,214 1.26%
2009 Age 5+ Language at Home	52,730	166,407	601,258
Speak Only English	47,821 90.69%	151,407 90.99%	554,411 92.21%
Speak Asian or Pacific Island	640 1.21%	2,422 1.46%	7,810 1.30%
Speak IndoEuropean	2,225 4.22%	5,862 3.52%	14,326 2.38%
Speak Spanish	1,669 3.17%	5,582 3.35%	21,499 3.58%
Speak Other Language	375 0.71%	1,134 0.68%	3,212 0.53%
2009 Median Age, Male	38.30	36.00	33.70
2009 Average Age, Male	38.90	37.20	34.60
Median Age, Female	42.30	40.20	36.30
Average Age, Female	42.00	40.50	36.90
2009 Population by Employment Status (Age 16+)	45,841	143,618	498,684
In Armed Forces	24 0.05%	138 0.10%	587 0.12%
Civilian, Employed	30,060 65.57%	94,921 66.09%	317,671 63.70%
Civilian, Unemployed	2,406 5.25%	8,017 5.58%	36,320 7.28%
Not In Labor Force	13,351 29.12%	40,542 28.23%	144,106 28.90%
2009 Population by Occupation Classification (Age 16+)	30,059	94,920	317,671
Blue Collar	2,732 9.09%	9,156 9.65%	45,265 14.25%
White Collar	23,741 78.98%	73,945 77.90%	224,472 70.66%
Service	3,586 11.93%	11,819 12.45%	47,934 15.09%

Demographic Detail Report

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Radius	3 Mile		5 Mile		10 Mile	
2000 Population by Marital Status (Age 15+)	46,489		145,738		507,868	
Total, Never Married	14,105	30.34%	45,842	31.46%	165,048	32.50%
Married	23,654	50.88%	73,723	50.59%	253,467	49.91%
Widowed	3,042	6.54%	8,927	6.13%	26,902	5.30%
Divorced	5,688	12.24%	17,246	11.83%	62,451	12.30%
Males Divorced	1,876		5,665		21,675	
Females Divorced	3,107		9,322		32,564	
Males, Never Married	6,582		20,664		71,514	
Females Never Married	5,716		19,071		71,335	
2009 Population by Education	39,518		122,418		417,231	
Less Than 9Th Grade	522	1.32%	1,825	1.49%	12,150	2.91%
Some High School, No Diploma	1,323	3.35%	4,401	3.60%	34,244	8.21%
High School Graduate (Includes Equivalency)	6,080	15.39%	19,393	15.84%	90,665	21.73%
Some College, No Degree	7,812	19.77%	23,447	19.15%	80,561	19.31%
Associate Degree	2,139	5.41%	7,423	6.06%	27,589	6.61%
Bachelor Degree	13,677	34.61%	42,256	34.52%	112,805	27.04%
Advanced Degrees	7,965	20.16%	23,673	19.34%	59,217	14.19%
2009 Population by Occupation (Age 16+)	33,646		106,737		365,605	
Management, Business, & Financial	10,290	30.58%	33,202	31.11%	106,481	29.12%
Professional & Related Occupations	1,751	5.20%	5,352	5.01%	17,032	4.66%
Services	14,610	43.42%	46,921	43.96%	163,111	44.61%
Sales & Office	4,731	14.06%	13,600	12.74%	40,662	11.12%
Farming, Fishing, and Forestry	22	0.07%	64	0.06%	441	0.12%
Construction and Extraction, Maint	883	2.62%	2,375	2.23%	10,899	2.98%
Production & Transportation	1,359	4.04%	5,223	4.89%	26,979	7.38%
2009 Workers by Travel Time to Work (Age 16+)	30,084		95,059		318,259	
Less Than 15 Minutes	8,835	29.37%	25,876	27.22%	77,798	24.44%
15 to 29 Minutes	13,185	43.83%	43,473	45.73%	141,291	44.39%
30 to 44 Minutes	5,826	19.37%	18,277	19.23%	67,176	21.11%
45 to 59 Minutes	1,129	3.75%	3,549	3.73%	15,933	5.01%
60+ Minutes	1,109	3.69%	3,884	4.09%	16,061	5.05%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	26,859	82,930	279,338
2009 Estimate	26,020	79,655	265,195
2000 Census	24,682	74,942	243,661
Growth 2009 - 2014	3.20%	4.10%	5.30%
Growth 2000 - 2009	5.40%	6.30%	8.80%
2000 Households by HH Size	24,683	74,942	243,660
1-Person Households	9,010 36.50%	26,025 34.73%	75,400 30.94%
2-Person Households	8,733 35.38%	25,931 34.60%	77,158 31.67%
3-Person Households	3,060 12.40%	10,092 13.47%	37,755 15.49%
4-Person Households	2,463 9.98%	8,117 10.83%	31,694 13.01%
5-Person Households	1,026 4.16%	3,348 4.47%	14,142 5.80%
6-Person Households	283 1.15%	1,025 1.37%	4,885 2.00%
7 or more Person Households	108 0.44%	404 0.54%	2,626 1.08%
2009 Average Household Size	2.11	2.19	2.41
2009 Households by HH Income	26,020	79,648	265,179
Income Less than \$15,000	1,457 5.60%	4,651 5.84%	24,655 9.30%
Income: \$15,000 - \$24,999	1,575 6.05%	4,935 6.20%	20,961 7.90%
Income: \$25,000 - \$34,999	2,370 9.11%	6,851 8.60%	25,394 9.58%
Income: \$35,000 - \$49,999	3,670 14.10%	11,233 14.10%	35,965 13.56%
Income: \$50,000 - \$74,999	5,241 20.14%	16,626 20.87%	51,915 19.58%
Income: \$75,000 - \$99,999	4,152 15.96%	12,759 16.02%	37,522 14.15%
Income: \$100,000 - \$149,999	4,045 15.55%	11,974 15.03%	38,484 14.51%
Income: \$150,000 - \$249,999	2,539 9.76%	7,647 9.60%	22,211 8.38%
Income: \$250,000 - \$499,999	791 3.04%	2,367 2.97%	6,444 2.43%
Income: \$500,000 or more	180 0.69%	605 0.76%	1,628 0.61%
2009 Avg Household Income	\$91,735	\$91,413	\$83,371
2009 Med Household Income	\$67,978	\$67,461	\$62,071
2009 Per Capita Income	\$42,947	\$41,115	\$34,171
2009 Occupied Housing	26,020	79,655	265,195
Owner Occupied	15,393 59.16%	47,508 59.64%	164,919 62.19%
Renter Occupied	10,627 40.84%	32,147 40.36%	100,276 37.81%

Demographic Detail Report

Nora Plaza

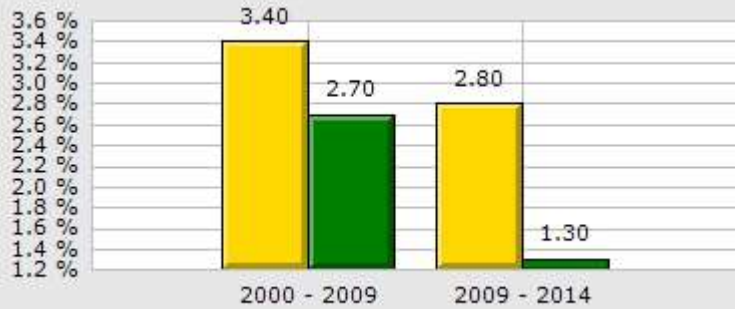
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	15,388		47,493		164,890	
Value Less than \$20,000	20	0.13%	109	0.23%	3,051	1.85%
Value \$20,000 - \$39,999	97	0.63%	207	0.44%	5,390	3.27%
Value \$40,000 - \$59,999	225	1.46%	623	1.31%	10,657	6.46%
Value \$60,000 - \$79,999	429	2.79%	1,776	3.74%	17,373	10.54%
Value \$80,000 - \$99,999	1,100	7.15%	4,347	9.15%	17,044	10.34%
Value \$100,000 - \$149,999	3,943	25.62%	12,980	27.33%	33,684	20.43%
Value \$150,000 - \$199,999	4,035	26.22%	11,248	23.68%	29,165	17.69%
Value \$200,000 - \$299,999	3,215	20.89%	8,807	18.54%	26,154	15.86%
Value \$300,000 - \$399,999	1,033	6.71%	2,880	6.06%	10,046	6.09%
Value \$400,000 - \$499,999	528	3.43%	1,608	3.39%	4,855	2.94%
Value \$500,000 - \$749,999	380	2.47%	1,476	3.11%	4,066	2.47%
Value \$750,000 - \$999,999	210	1.36%	641	1.35%	1,801	1.09%
Value \$1,000,000 or more	173	1.12%	791	1.67%	1,604	0.97%
2009 Med Housing Val-Owner Occupied	\$170,494		\$164,202		\$143,362	
2000 Housing Units by Units in Structure	26,348		80,042		267,461	
1 Unit Attached	2,263	8.59%	5,888	7.36%	20,610	7.71%
1 Unit Detached	13,930	52.87%	44,271	55.31%	159,228	59.53%
2 Units	423	1.61%	1,204	1.50%	6,157	2.30%
3 - 19 Units	7,430	28.20%	22,262	27.81%	57,224	21.40%
20 - 49 Units	924	3.51%	2,434	3.04%	8,644	3.23%
50 or more Units	1,360	5.16%	3,876	4.84%	12,093	4.52%
Mobile Home or Trailer	8	0.03%	77	0.10%	3,390	1.27%
Boat, RV, Van, Etc.	10	0.04%	30	0.04%	115	0.04%
2009 Housing Units by Yr Built	28,678		87,223		302,562	
Built 1999 to Present	2,567	8.95%	8,871	10.17%	43,876	14.50%
Built 1995 to 1998	1,419	4.95%	4,972	5.70%	21,423	7.08%
Built 1990 to 1994	2,076	7.24%	6,384	7.32%	23,747	7.85%
Built 1980 to 1989	5,338	18.61%	16,236	18.61%	40,943	13.53%
Built 1970 to 1979	5,853	20.41%	16,730	19.18%	40,860	13.50%
Built 1960 to 1969	5,159	17.99%	12,969	14.87%	40,721	13.46%
Built 1950 to 1959	4,216	14.70%	10,524	12.07%	36,536	12.08%
Built 1940 to 1949	1,250	4.36%	4,731	5.42%	20,415	6.75%
Built 1939 or Earlier	800	2.79%	5,806	6.66%	34,041	11.25%
2009 Median Year Built	1975		1976		1975	

Nora Plaza

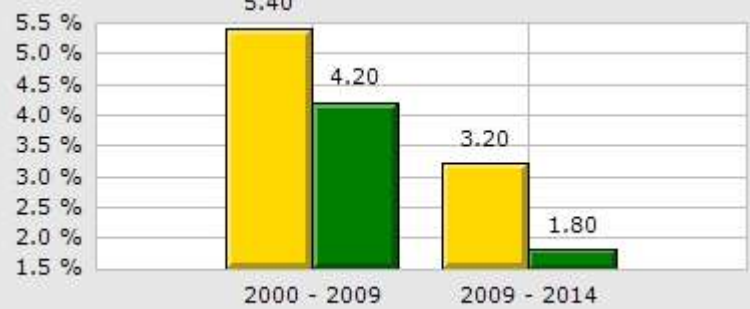
Type: **Shopping Center/Community Center**
 County: **Marion**

3 Mile
County

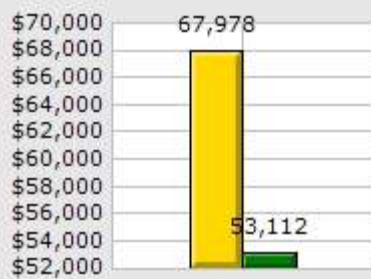
Population Growth



Household Growth



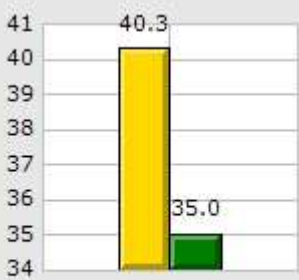
2009 Med Household Inc



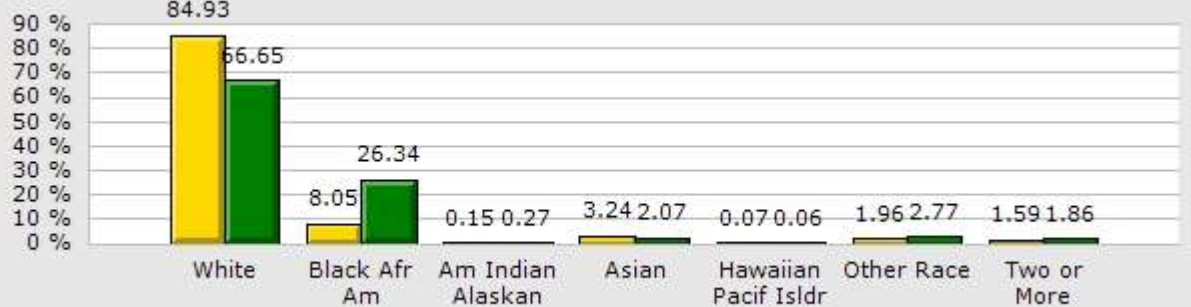
2009 Households by Household Income



2009 Median Age



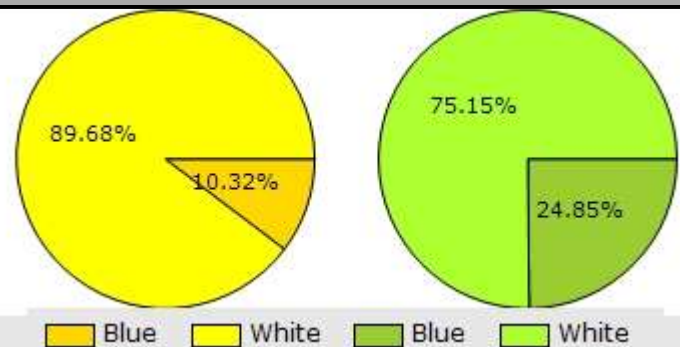
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Nora Plaza

Type: **Shopping Center/Community Center**
 County: **Marion**

	3 Mile		County	
Population				
Growth 2000 - 2009	3.40%		2.70%	
Growth 2009 - 2014	2.80%		1.30%	
2009 Blue Collar	2,732	10.32%	88,939	24.85%
2009 White Collar	23,741	89.68%	268,902	75.15%
2009 Population By Race	55,719		883,993	
White	47,323	84.93%	589,165	66.65%
Black Afr Am	4,485	8.05%	232,829	26.34%
Am Indian Alaskan	83	0.15%	2,379	0.27%
Asian	1,806	3.24%	18,277	2.07%
Hawaiian Pacif Islldr	41	0.07%	490	0.06%
Other Race	1,094	1.96%	24,447	2.77%
Two or More	887	1.59%	16,406	1.86%
Households				
Growth 2000 - 2009	5.40%		4.20%	
Growth 2009 - 2014	3.20%		1.80%	
Renter Occupied	10,627	40.84%	149,886	40.85%
Owner Occupied	15,393	59.16%	217,074	59.15%
2009 Households by HH Income	26,020		366,930	
Income < \$35,000	5,402	20.76%	113,899	31.04%
Income \$35,000 - \$74,999	8,911	34.25%	138,099	37.64%
Income \$75,000 - \$149,999	8,197	31.50%	94,132	25.65%
Income \$150,000 - \$249,999	2,539	9.76%	16,565	4.51%
Income \$250,000+	971	3.73%	4,235	1.15%
2009 Median Household Income	\$67,978		\$53,112	
2009 Median Age	40.30		35.00	

Consumer Spending Report

Nora Plaza

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,290,870	\$3,946,894	\$12,012,477
Total Apparel	\$45,759	\$140,506	\$426,742
Women's Apparel	18,684	56,866	171,651
Men's Apparel	11,042	33,861	102,191
Girl's Apparel	4,016	12,355	38,774
Boy's Apparel	3,148	9,743	30,875
Infant Apparel	3,169	9,894	30,322
Footwear (excl. Infants)	7,045	21,727	66,449
Other Apparel Prod/Services	5,700	17,787	52,929
Total Entertainment	\$115,970	\$352,570	\$1,061,061
Sports and Recreation	5,020	15,447	47,343
TV, Radio and Sound Equipment	41,079	125,827	384,295
Reading Materials	5,505	16,612	49,534
Travel	62,795	189,841	565,173
Photographic Equipment	1,571	4,842	14,716
Total Food At Home	\$104,255	\$318,727	\$970,750
Cereal Products	6,478	19,890	60,818
Bread & Bakery Products	13,784	41,971	128,078
Seafood	5,467	16,651	49,969
Meat/Poultry/Fish/Eggs	35,540	108,710	332,864
Dairy Products	16,861	51,588	157,502
Fruits and Vegetables	26,125	79,916	241,518
Total Food Away From Home	\$107,264	\$328,310	\$998,166
Breakfast and Brunch	10,232	31,370	94,341
Dinner	49,920	152,471	463,725
Lunch	35,566	109,192	334,530
Snacks and Non Alcoholic Bev	8,067	25,001	76,204
Catered Affairs	3,479	10,276	29,366

Consumer Spending Report

Nora Plaza

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$20,455	\$62,831	\$188,585
Alcoholic Bev. at Home	11,548	35,419	106,355
Alcoholic Bev. away from Home	8,907	27,412	82,230
Total Furniture/Appliances	\$123,052	\$376,215	\$1,141,679
Bedroom Furniture	7,284	22,484	68,411
Living Room Furniture	10,827	33,132	100,618
Other Living & Family Room Furniture	2,926	8,948	27,292
Other Furniture	1,147	3,478	10,503
Major Appliances	9,837	29,768	90,692
Small Appliances	25,645	78,643	238,003
Misc Household Equipment	65,385	199,762	606,160
Total Transportation/Maint.	\$634,503	\$1,943,518	\$5,934,780
New Autos/Trucks/Vans	87,015	264,113	798,723
Used Vehicles	70,355	218,767	672,715
Purchase of RVs or Boats	8,334	25,324	77,437
Gasoline	88,609	271,485	838,045
Diesel Fuel	1,400	4,334	13,364
Automotive Maintenance/Repair	31,410	95,813	289,616
Transportation	347,381	1,063,682	3,244,880
Total Health Care	\$54,432	\$163,459	\$497,364
Medical Services	31,138	94,004	285,453
Prescription Drugs	18,156	54,022	165,346
Medical Supplies	5,137	15,433	46,565
Total Education/Day Care	\$100,107	\$305,711	\$925,140
Education	44,155	134,723	405,065
Room and Board	4,302	12,874	39,598
Tuition/School Supplies	39,817	121,374	363,878
Day Care, Nursery & Preschool	11,832	36,739	116,600

Nora Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,206	62,390	15
Total Retail	721	12,226	17
Home Improvement Stores	27	358	13
General Merchandise Stores	23	971	42
Food Stores	39	687	18
Auto Dealers and Gas Stations	51	1,686	33
Apparel and Accessory Stores	89	953	11
Furniture and Home Furnishings	118	1,543	13
Eating and Drinking Places	197	4,274	22
Miscellaneous Retail Stores	177	1,754	10
Finance-Insurance-Real Estate	944	12,776	14
Banks, Saving and Lending Inst.	198	1,364	7
Security Brokers and Investments	164	1,204	7
Insurance Carriers and Agencies	251	6,077	24
Real Estate-Trust-Holding Co.	331	4,131	12
Services	2,023	28,198	14
Hotels and Lodging	18	618	34
Motion Picture and Amusement	83	854	10
Health Services	354	11,550	33
Legal Services	140	747	5
Educational Services	66	1,812	27
Auto Services	35	162	5
Other Services	1,327	12,455	9
Agriculture/Mining	47	150	3
Construction	164	924	6
Manufacturing	88	4,020	46
Transportation, Comm./Pub Util.	84	765	9
Wholesale Trade	112	3,083	28
Government	23	248	11
Daytime Population	62,390		
Daytime Population/Business	15		
Residential Population	55,720		
Residential Population/Business	13		

Traffic Count Report

Nora Plaza



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	E 86th St	Evergreen Ave	0.11 W	2007	36,131	Vendor	.14
2	Westfield Rd	E 87th St	0.03 SW	2007	16,147	Vendor	.27
3	E 91st St	Garrison Dr	0.02 E	2007	10,968	Vendor	.36
4	N College Ave	E 88th St	0.05 N	2007	12,610	Vendor	.47
5	N College Ave	College Ln	0.04 S	2007	14,511	Vendor	.63
6	Westfield Rd	E 82nd St	0.07 N	2007	17,519	Vendor	.69
7	E 91st St	Warwick Rd	0.03 W	2007	8,296	Vendor	.73
8	N College Ave	E 93rd St	0.02 N	2007	12,610	Vendor	.74
9	Westfield Rd	Robin Ln	0.05 N	2007	17,823	Vendor	.75
10	E 86th St	Central Ave	0.03 E	2007	32,223	Vendor	.77