

Demographic Summary Report

Beacon Square

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	28,154		48,325		107,734	
2009 Estimate	27,526		46,577		105,122	
2000 Census	25,977		42,407		98,438	
Growth 2009 - 2014	2.30%		3.80%		2.50%	
Growth 2000 - 2009	6.00%		9.80%		6.80%	
2009 Population by Hispanic Origin	575		1,141		3,572	
2009 Population By Race	27,526		46,577		105,122	
White	26,373	95.81%	44,540	95.63%	92,503	88.00%
Black or African American	116	0.42%	264	0.57%	7,940	7.55%
American Indian and Alaska Native	142	0.52%	227	0.49%	591	0.56%
Asian	356	1.29%	502	1.08%	1,101	1.05%
Native Hawaiian and Pacific Islander	3	0.01%	3	0.01%	15	0.01%
Other Race	166	0.60%	330	0.71%	1,257	1.20%
Two or More Races	372	1.35%	709	1.52%	1,715	1.63%
Households						
2014 Projection	12,203		19,817		42,696	
2009 Estimate	11,834		18,971		41,414	
2000 Census	10,878		16,905		38,075	
Growth 2009 - 2014	3.10%		4.50%		3.10%	
Growth 2000 - 2009	8.80%		12.20%		8.80%	
Owner Occupied	8,913	75.32%	14,944	78.77%	33,400	80.65%
Renter Occupied	2,920	24.67%	4,026	21.22%	8,014	19.35%
2009 Households by HH Income	11,834		18,969		41,414	
Income Less Than \$15,000	816	6.90%	1,242	6.55%	3,424	8.27%
Income: \$15,000 - \$24,999	1,073	9.07%	1,513	7.98%	3,836	9.26%
Income: \$25,000 - \$34,999	1,448	12.24%	2,146	11.31%	4,499	10.86%
Income: \$35,000 - \$49,999	1,572	13.28%	2,493	13.14%	5,741	13.86%
Income: \$50,000 - \$74,999	3,023	25.55%	4,765	25.12%	11,526	27.83%
Income: \$75,000 - \$99,999	1,895	16.01%	3,202	16.88%	6,203	14.98%
Income: \$100,000 - \$149,999	1,281	10.82%	2,261	11.92%	4,024	9.72%
Income: \$150,000 - \$249,999	588	4.97%	1,073	5.66%	1,661	4.01%
Income: \$250,000 - \$499,999	114	0.96%	234	1.23%	423	1.02%
Income: \$500,000 or more	24	0.20%	40	0.21%	77	0.19%
2009 Avg Household Income	\$69,630		\$73,356		\$67,146	
2009 Med Household Income	\$60,468		\$62,500		\$59,043	
2009 Per Capita Income	\$30,067		\$30,156		\$26,644	

Demographic Detail Report

Beacon Square

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	28,154		48,325		107,734	
2009 Estimate	27,526		46,577		105,122	
2000 Census	25,977		42,407		98,438	
Growth 2009 - 2014	2.30%		3.80%		2.50%	
Growth 2000 - 2009	6.00%		9.80%		6.80%	
2009 Population by Age	27,526		46,577		105,122	
Age 0 - 4	1,596	5.80%	2,943	6.32%	6,828	6.50%
Age 5 - 9	1,572	5.71%	2,938	6.31%	7,020	6.68%
Age 10 - 14	1,604	5.83%	3,009	6.46%	7,223	6.87%
Age 15 - 17	1,023	3.72%	1,885	4.05%	4,591	4.37%
Age 18 - 20	942	3.42%	1,654	3.55%	3,869	3.68%
Age 21 - 24	1,288	4.68%	2,096	4.50%	4,549	4.33%
Age 25 - 34	3,442	12.50%	5,743	12.33%	12,417	11.81%
Age 35 - 44	3,493	12.69%	6,220	13.35%	13,962	13.28%
Age 45 - 49	2,078	7.55%	3,710	7.97%	8,471	8.06%
Age 50 - 54	2,074	7.53%	3,589	7.71%	8,268	7.87%
Age 55 - 59	2,045	7.43%	3,345	7.18%	7,410	7.05%
Age 60 - 64	1,674	6.08%	2,680	5.75%	5,843	5.56%
Age 65 - 74	2,139	7.77%	3,349	7.19%	7,452	7.09%
Age 75 - 84	1,679	6.10%	2,287	4.91%	4,974	4.73%
Age 85 and over	877	3.19%	1,129	2.42%	2,246	2.14%
Age 16 and over	22,426	81.47%	37,062	79.57%	82,507	78.49%
Age 18 and over	21,730	78.94%	35,802	76.87%	79,461	75.59%
Age 21 and over	20,788	75.52%	34,148	73.32%	75,592	71.91%
Age 65 and over	4,694	17.05%	6,765	14.52%	14,672	13.96%
Median Age	41.60		40.00		39.50	
Average Age	41.10		39.40		38.90	

Demographic Detail Report

Beacon Square

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	27,526	46,577	105,122
White	26,373 95.81%	44,540 95.63%	92,503 88.00%
Black or African American	116 0.42%	264 0.57%	7,940 7.55%
American Indian and Alaska Native	142 0.52%	227 0.49%	591 0.56%
Asian	356 1.29%	502 1.08%	1,101 1.05%
Native Hawaiian and Pacific Islander	3 0.01%	3 0.01%	15 0.01%
Other Race	166 0.60%	330 0.71%	1,257 1.20%
Two or More Races	372 1.35%	709 1.52%	1,715 1.63%
2009 Population by Hispanic Origin	27,526	46,576	105,122
Not Hispanic or Latino	26,952 97.91%	45,436 97.55%	101,550 96.60%
Hispanic or Latino:	575 2.09%	1,141 2.45%	3,572 3.40%
Mexican	364 1.32%	776 1.67%	2,570 2.44%
Puerto Rican	35 0.13%	62 0.13%	185 0.18%
Cuban	11 0.04%	15 0.03%	65 0.06%
Other Hispanic or Latino	164 0.60%	287 0.62%	752 0.72%
2009 Age 5+ Language at Home	25,929	43,635	98,294
Speak Only English	24,943 96.20%	41,983 96.21%	94,120 95.75%
Speak Asian or Pacific Island	144 0.56%	218 0.50%	462 0.47%
Speak IndoEuropean	399 1.54%	662 1.52%	1,562 1.59%
Speak Spanish	427 1.65%	748 1.71%	1,898 1.93%
Speak Other Language	16 0.06%	24 0.06%	252 0.26%
2009 Median Age, Male	39.60	38.50	38.20
2009 Average Age, Male	39.40	38.10	37.70
Median Age, Female	43.60	41.40	40.80
Average Age, Female	42.70	40.70	40.00
2009 Population by Employment Status (Age 16+)	22,427	37,062	82,507
In Armed Forces	71 0.32%	92 0.25%	109 0.13%
Civilian, Employed	11,613 51.78%	20,066 54.14%	44,856 54.37%
Civilian, Unemployed	1,942 8.66%	3,162 8.53%	8,514 10.32%
Not In Labor Force	8,801 39.24%	13,742 37.08%	29,028 35.18%
2009 Population by Occupation Classification (Age 16+)	11,612	20,066	44,856
Blue Collar	2,204 18.98%	3,955 19.71%	10,364 23.11%
White Collar	7,537 64.91%	12,898 64.28%	27,008 60.21%
Service	1,871 16.11%	3,213 16.01%	7,484 16.68%

Demographic Detail Report

Beacon Square

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	22,753	37,686	84,052
Total, Never Married	5,476 24.07%	8,453 22.43%	19,809 23.57%
Married	13,103 57.59%	22,922 60.82%	49,952 59.43%
Widowed	1,651 7.26%	2,227 5.91%	5,002 5.95%
Divorced	2,523 11.09%	4,084 10.84%	9,289 11.05%
Males Divorced	778	1,320	3,407
Females Divorced	1,347	1,984	4,408
Males, Never Married	2,593	3,863	9,125
Females Never Married	2,170	3,213	7,899
2009 Population by Education	19,500	32,052	71,043
Less Than 9Th Grade	608 3.12%	863 2.69%	2,005 2.82%
Some High School, No Diploma	1,149 5.89%	1,781 5.56%	5,186 7.30%
High School Graduate (Includes Equivalency)	5,031 25.80%	8,371 26.12%	20,951 29.49%
Some College, No Degree	4,321 22.16%	7,198 22.46%	16,513 23.24%
Associate Degree	1,694 8.69%	3,004 9.37%	6,940 9.77%
Bachelor Degree	4,585 23.51%	7,277 22.70%	13,113 18.46%
Advanced Degrees	2,112 10.83%	3,558 11.10%	6,335 8.92%
2009 Population by Occupation (Age 16+)	13,483	23,281	52,339
Management, Business, & Financial	3,342 24.79%	5,763 24.75%	12,289 23.48%
Professional & Related Occupations	737 5.47%	1,128 4.85%	2,368 4.52%
Services	6,137 45.52%	10,587 45.47%	23,604 45.10%
Sales & Office	1,348 10.00%	2,376 10.21%	5,297 10.12%
Farming, Fishing, and Forestry	30 0.22%	32 0.14%	89 0.17%
Construction and Extraction, Maint	318 2.36%	595 2.56%	1,600 3.06%
Production & Transportation	1,571 11.65%	2,800 12.03%	7,092 13.55%
2009 Workers by Travel Time to Work (Age 16+)	11,683	20,158	44,964
Less Than 15 Minutes	5,366 45.93%	8,078 40.07%	17,101 38.03%
15 to 29 Minutes	3,561 30.48%	7,116 35.30%	17,494 38.91%
30 to 44 Minutes	1,555 13.31%	2,880 14.29%	5,905 13.13%
45 to 59 Minutes	673 5.76%	1,244 6.17%	2,696 6.00%
60+ Minutes	528 4.52%	840 4.17%	1,768 3.93%

Demographic Detail Report

Beacon Square

Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	12,203	19,817	42,696
2009 Estimate	11,834	18,971	41,414
2000 Census	10,878	16,905	38,075
Growth 2009 - 2014	3.10%	4.50%	3.10%
Growth 2000 - 2009	8.80%	12.20%	8.80%
2000 Households by HH Size	10,877	16,906	38,073
1-Person Households	3,174 29.18%	4,355 25.76%	9,222 24.22%
2-Person Households	3,936 36.19%	6,057 35.83%	13,456 35.34%
3-Person Households	1,618 14.88%	2,662 15.75%	6,018 15.81%
4-Person Households	1,385 12.73%	2,456 14.53%	5,719 15.02%
5-Person Households	539 4.96%	981 5.80%	2,487 6.53%
6-Person Households	163 1.50%	298 1.76%	813 2.14%
7 or more Person Households	62 0.57%	97 0.57%	358 0.94%
2009 Average Household Size	2.27	2.41	2.50
2009 Households by HH Income	11,834	18,969	41,414
Income Less than \$15,000	816 6.90%	1,242 6.55%	3,424 8.27%
Income: \$15,000 - \$24,999	1,073 9.07%	1,513 7.98%	3,836 9.26%
Income: \$25,000 - \$34,999	1,448 12.24%	2,146 11.31%	4,499 10.86%
Income: \$35,000 - \$49,999	1,572 13.28%	2,493 13.14%	5,741 13.86%
Income: \$50,000 - \$74,999	3,023 25.55%	4,765 25.12%	11,526 27.83%
Income: \$75,000 - \$99,999	1,895 16.01%	3,202 16.88%	6,203 14.98%
Income: \$100,000 - \$149,999	1,281 10.82%	2,261 11.92%	4,024 9.72%
Income: \$150,000 - \$249,999	588 4.97%	1,073 5.66%	1,661 4.01%
Income: \$250,000 - \$499,999	114 0.96%	234 1.23%	423 1.02%
Income: \$500,000 or more	24 0.20%	40 0.21%	77 0.19%
2009 Avg Household Income	\$69,630	\$73,356	\$67,146
2009 Med Household Income	\$60,468	\$62,500	\$59,043
2009 Per Capita Income	\$30,067	\$30,156	\$26,644
2009 Occupied Housing	11,833	18,970	41,414
Owner Occupied	8,913 75.32%	14,944 78.78%	33,400 80.65%
Renter Occupied	2,920 24.68%	4,026 21.22%	8,014 19.35%

Demographic Detail Report

Beacon Square

Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	8,913		14,944		33,400	
Value Less than \$20,000	369	4.14%	774	5.18%	1,661	4.97%
Value \$20,000 - \$39,999	222	2.49%	659	4.41%	1,704	5.10%
Value \$40,000 - \$59,999	291	3.26%	560	3.75%	2,096	6.28%
Value \$60,000 - \$79,999	550	6.17%	829	5.55%	2,393	7.16%
Value \$80,000 - \$99,999	925	10.38%	1,224	8.19%	3,643	10.91%
Value \$100,000 - \$149,999	2,796	31.37%	3,928	26.28%	9,330	27.93%
Value \$150,000 - \$199,999	1,612	18.09%	2,669	17.86%	5,244	15.70%
Value \$200,000 - \$299,999	1,425	15.99%	2,656	17.77%	4,596	13.76%
Value \$300,000 - \$399,999	398	4.47%	920	6.16%	1,476	4.42%
Value \$400,000 - \$499,999	146	1.64%	307	2.05%	503	1.51%
Value \$500,000 - \$749,999	95	1.07%	235	1.57%	460	1.38%
Value \$750,000 - \$999,999	55	0.62%	106	0.71%	170	0.51%
Value \$1,000,000 or more	29	0.33%	77	0.52%	124	0.37%
2009 Med Housing Val-Owner Occupied	\$137,891		\$143,954		\$127,781	
2000 Housing Units by Units in Structure	12,079		18,604		41,339	
1 Unit Attached	519	4.30%	711	3.82%	1,107	2.68%
1 Unit Detached	8,319	68.87%	12,849	69.07%	31,039	75.08%
2 Units	811	6.71%	1,072	5.76%	1,542	3.73%
3 - 19 Units	1,349	11.17%	1,702	9.15%	3,163	7.65%
20 - 49 Units	182	1.51%	275	1.48%	414	1.00%
50 or more Units	298	2.47%	375	2.02%	694	1.68%
Mobile Home or Trailer	601	4.98%	1,620	8.71%	3,380	8.18%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	0	0.00%
2009 Housing Units by Yr Built	13,476		21,454		46,488	
Built 1999 to Present	1,664	12.35%	3,519	16.40%	6,385	13.73%
Built 1995 to 1998	855	6.34%	1,845	8.60%	3,488	7.50%
Built 1990 to 1994	808	6.00%	1,739	8.11%	3,249	6.99%
Built 1980 to 1989	1,661	12.33%	2,798	13.04%	5,205	11.20%
Built 1970 to 1979	1,741	12.92%	2,691	12.54%	6,436	13.84%
Built 1960 to 1969	1,482	11.00%	2,130	9.93%	5,708	12.28%
Built 1950 to 1959	1,724	12.79%	2,459	11.46%	6,353	13.67%
Built 1940 to 1949	1,058	7.85%	1,340	6.25%	3,954	8.51%
Built 1939 or Earlier	2,483	18.43%	2,933	13.67%	5,710	12.28%
2009 Median Year Built	1970		1977		1972	

Beacon Square

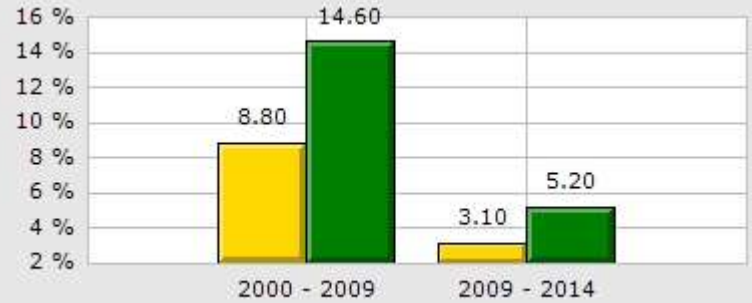
Type: **Shopping Center/Community Center**
 County: **Ottawa**

3 Mile
 County

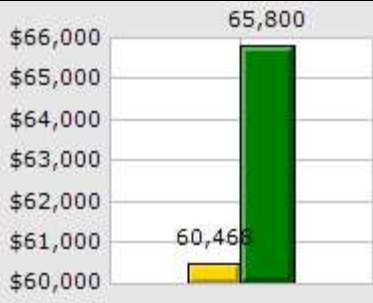
Population Growth



Household Growth



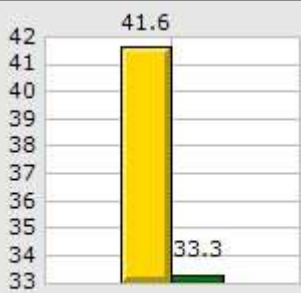
2009 Med Household Inc



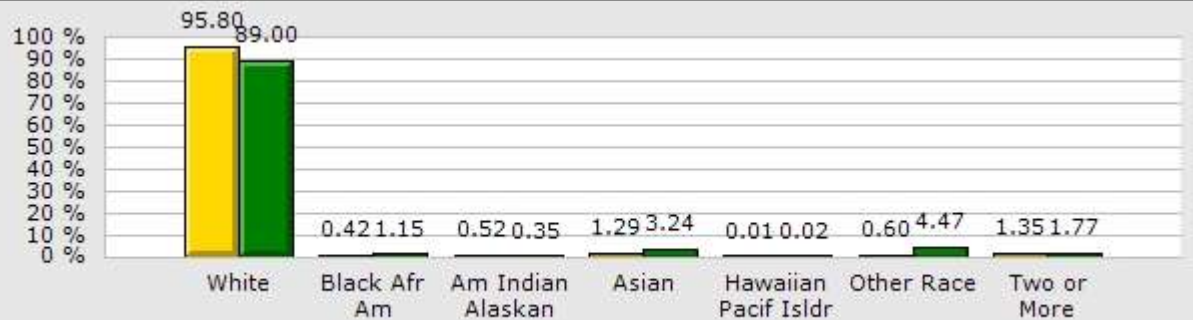
2009 Households by Household Income



2009 Median Age



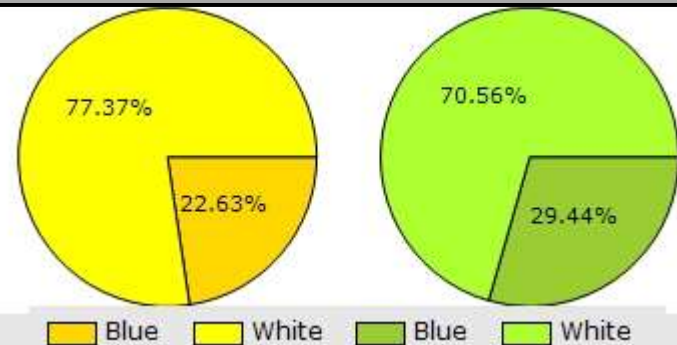
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Beacon Square

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

	3 Mile		County	
Population				
Growth 2000 - 2009	6.00%		12.60%	
Growth 2009 - 2014	2.30%		4.50%	
2009 Blue Collar	2,204	22.63%	28,808	29.44%
2009 White Collar	7,537	77.37%	69,042	70.56%
2009 Population By Race				
	27,528		268,282	
White	26,373	95.80%	238,769	89.00%
Black Afr Am	116	0.42%	3,074	1.15%
Am Indian Alaskan	142	0.52%	948	0.35%
Asian	356	1.29%	8,679	3.24%
Hawaiian Pacif Islldr	3	0.01%	53	0.02%
Other Race	166	0.60%	12,000	4.47%
Two or More	372	1.35%	4,759	1.77%
Households				
Growth 2000 - 2009	8.80%		14.60%	
Growth 2009 - 2014	3.10%		5.20%	
Renter Occupied	2,920	24.68%	18,437	19.70%
Owner Occupied	8,913	75.32%	75,151	80.30%
2009 Households by HH Income				
	11,834		93,588	
Income < \$35,000	3,337	28.20%	19,028	20.33%
Income \$35,000 - \$74,999	4,595	38.83%	37,979	40.58%
Income \$75,000 - \$149,999	3,176	26.84%	31,208	33.35%
Income \$150,000 - \$249,999	588	4.97%	4,299	4.59%
Income \$250,000+	138	1.17%	1,074	1.15%
2009 Median Household Income	\$60,468		\$65,800	
2009 Median Age	41.60		33.30	

Consumer Spending Report

Beacon Square

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$447,363	\$755,440	\$1,508,594
Total Apparel	\$15,460	\$26,029	\$51,955
Women's Apparel	6,397	10,724	21,471
Men's Apparel	3,724	6,279	12,513
Girl's Apparel	1,394	2,385	4,813
Boy's Apparel	1,089	1,865	3,748
Infant Apparel	1,045	1,771	3,497
Footwear (excl. Infants)	2,403	4,043	8,085
Other Apparel Prod/Services	1,812	3,005	5,913
Total Entertainment	\$39,986	\$67,547	\$134,752
Sports and Recreation	1,754	3,010	6,013
TV, Radio and Sound Equipment	14,289	23,926	47,939
Reading Materials	1,957	3,246	6,528
Travel	21,456	36,453	72,468
Photographic Equipment	530	912	1,804
Total Food At Home	\$36,715	\$61,158	\$123,086
Cereal Products	2,279	3,796	7,643
Bread & Bakery Products	4,938	8,215	16,604
Seafood	1,858	3,106	6,205
Meat/Poultry/Fish/Eggs	12,541	20,894	42,151
Dairy Products	6,010	10,013	20,176
Fruits and Vegetables	9,089	15,135	30,306
Total Food Away From Home	\$36,795	\$61,901	\$123,659
Breakfast and Brunch	3,501	5,811	11,632
Dinner	17,107	28,815	57,553
Lunch	12,298	20,734	41,393
Snacks and Non Alcoholic Bev	2,755	4,631	9,247
Catered Affairs	1,134	1,910	3,834

Consumer Spending Report

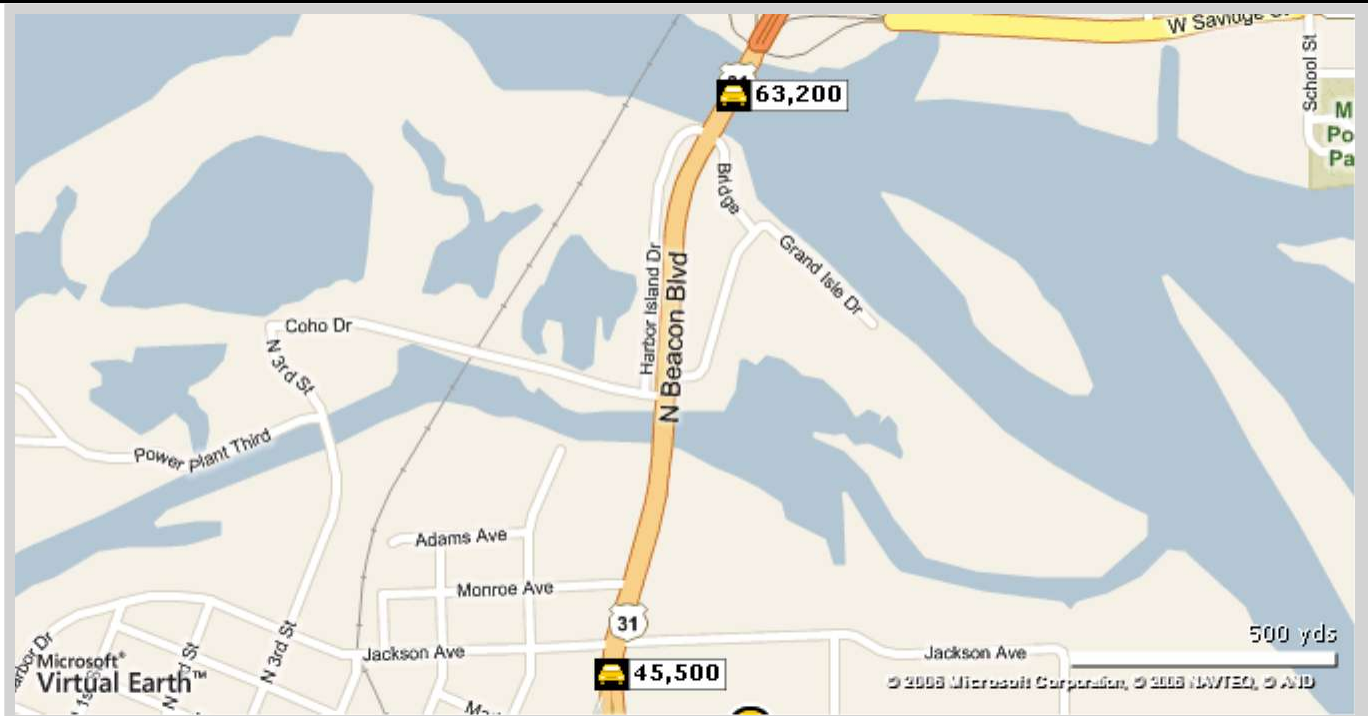
Beacon Square			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,782	\$11,329	\$22,503
Alcoholic Bev. at Home	3,874	6,496	12,869
Alcoholic Bev. away from Home	2,908	4,833	9,634
Total Furniture/Appliances	\$41,917	\$71,608	\$141,882
Bedroom Furniture	2,352	4,043	7,945
Living Room Furniture	3,589	6,158	12,144
Other Living & Family Room Furniture	985	1,702	3,354
Other Furniture	396	685	1,359
Major Appliances	3,557	6,043	12,093
Small Appliances	8,733	14,892	29,477
Misc Household Equipment	22,305	38,085	75,510
Total Transportation/Maint.	\$220,884	\$373,789	\$746,358
New Autos/Trucks/Vans	29,473	50,682	100,159
Used Vehicles	24,450	41,202	82,056
Purchase of RVs or Boats	3,311	5,679	11,654
Gasoline	31,489	52,934	106,646
Diesel Fuel	546	940	1,885
Automotive Maintenance/Repair	10,971	18,417	36,779
Transportation	120,644	203,936	407,179
Total Health Care	\$20,288	\$33,555	\$68,146
Medical Services	11,359	19,006	38,382
Prescription Drugs	7,033	11,421	23,421
Medical Supplies	1,896	3,128	6,342
Total Education/Day Care	\$33,664	\$56,834	\$112,989
Education	14,854	24,942	49,623
Room and Board	1,523	2,615	5,265
Tuition/School Supplies	13,374	22,409	44,595
Day Care, Nursery & Preschool	3,913	6,868	13,506

Beacon Square

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,642	19,482	12
Total Retail	347	4,314	12
Home Improvement Stores	21	262	12
General Merchandise Stores	5	243	49
Food Stores	24	857	36
Auto Dealers and Gas Stations	53	385	7
Apparel and Accessory Stores	21	65	3
Furniture and Home Furnishings	29	78	3
Eating and Drinking Places	95	1,913	20
Miscellaneous Retail Stores	99	511	5
Finance-Insurance-Real Estate	160	947	6
Banks, Saving and Lending Inst.	39	357	9
Security Brokers and Investments	14	24	2
Insurance Carriers and Agencies	36	118	3
Real Estate-Trust-Holding Co.	71	448	6
Services	655	7,191	11
Hotels and Lodging	11	174	16
Motion Picture and Amusement	41	192	5
Health Services	95	2,363	25
Legal Services	24	95	4
Educational Services	36	1,912	53
Auto Services	45	193	4
Other Services	403	2,262	6
Agriculture/Mining	29	136	5
Construction	119	547	5
Manufacturing	125	4,653	37
Transportation, Comm./Pub Util.	54	419	8
Wholesale Trade	79	466	6
Government	74	809	11
Daytime Population	19,482		
Daytime Population/Business	12		
Residential Population	27,526		
Residential Population/Business	17		

Traffic Count Report

Beacon Square



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	N Beacon Blvd	Jackson St	0.03 N	2004	45,500	AADT	.16
2	N Beacon Blvd	United States Highway 31	0.00 NE	2006	63,200	ADT	.69
3	United States Highway 31	Savidge St	0.04 SE	2006	21,900	ADT	.79