

Demographic Summary Report

Village Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2014 Projection	54,472	126,668	261,652
2009 Estimate	49,253	114,736	240,932
2000 Census	40,162	94,760	205,299
Growth 2009 - 2014	10.60%	10.40%	8.60%
Growth 2000 - 2009	22.60%	21.10%	17.40%
2009 Population by Hispanic Origin	4,049	11,043	24,503
2009 Population By Race	49,253	114,736	240,932
White	33,034 67.07%	82,384 71.80%	188,255 78.14%
Black or African American	13,091 26.58%	24,247 21.13%	34,412 14.28%
American Indian and Alaska Native	157 0.32%	440 0.38%	935 0.39%
Asian	646 1.31%	1,302 1.13%	3,501 1.45%
Native Hawaiian and Pacific Islander	40 0.08%	67 0.06%	154 0.06%
Other Race	1,242 2.52%	3,858 3.36%	8,846 3.67%
Two or More Races	1,045 2.12%	2,438 2.12%	4,829 2.00%
Households			
2014 Projection	22,922	51,370	105,211
2009 Estimate	20,486	46,351	96,495
2000 Census	16,130	37,770	81,059
Growth 2009 - 2014	11.90%	10.80%	9.00%
Growth 2000 - 2009	27.00%	22.70%	19.00%
Owner Occupied	13,408 65.45%	30,558 65.93%	68,072 70.54%
Renter Occupied	7,078 34.55%	15,794 34.07%	28,423 29.46%
2009 Households by HH Income	20,486	46,352	96,493
Income Less Than \$15,000	3,037 14.82%	6,803 14.68%	11,593 12.01%
Income: \$15,000 - \$24,999	2,363 11.53%	5,773 12.45%	11,030 11.43%
Income: \$25,000 - \$34,999	3,004 14.66%	6,362 13.73%	12,211 12.65%
Income: \$35,000 - \$49,999	3,674 17.93%	7,974 17.20%	16,491 17.09%
Income: \$50,000 - \$74,999	5,064 24.72%	11,301 24.38%	24,358 25.24%
Income: \$75,000 - \$99,999	1,561 7.62%	3,616 7.80%	8,702 9.02%
Income: \$100,000 - \$149,999	1,154 5.63%	3,123 6.74%	7,756 8.04%
Income: \$150,000 - \$249,999	468 2.28%	1,065 2.30%	3,218 3.33%
Income: \$250,000 - \$499,999	112 0.55%	244 0.53%	853 0.88%
Income: \$500,000 or more	49 0.24%	91 0.20%	281 0.29%
2009 Avg Household Income	\$52,348	\$52,888	\$59,287
2009 Med Household Income	\$41,768	\$42,189	\$46,581
2009 Per Capita Income	\$21,988	\$21,748	\$24,049

Demographic Detail Report

Village Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	54,472		126,668		261,652	
2009 Estimate	49,253		114,736		240,932	
2000 Census	40,162		94,760		205,299	
Growth 2009 - 2014	10.60%		10.40%		8.60%	
Growth 2000 - 2009	22.60%		21.10%		17.40%	
2009 Population by Age	49,253		114,736		240,932	
Age 0 - 4	3,227	6.55%	7,963	6.94%	15,887	6.59%
Age 5 - 9	3,029	6.15%	7,675	6.69%	15,543	6.45%
Age 10 - 14	2,954	6.00%	7,493	6.53%	15,560	6.46%
Age 15 - 17	1,851	3.76%	4,491	3.91%	9,482	3.94%
Age 18 - 20	1,732	3.52%	4,220	3.68%	9,712	4.03%
Age 21 - 24	2,214	4.50%	5,210	4.54%	11,065	4.59%
Age 25 - 34	5,508	11.18%	13,377	11.66%	27,669	11.48%
Age 35 - 44	5,652	11.48%	14,360	12.52%	30,485	12.65%
Age 45 - 49	3,031	6.15%	7,754	6.76%	17,071	7.09%
Age 50 - 54	2,983	6.06%	7,513	6.55%	16,571	6.88%
Age 55 - 59	2,945	5.98%	7,033	6.13%	15,421	6.40%
Age 60 - 64	2,851	5.79%	6,376	5.56%	14,066	5.84%
Age 65 - 74	5,264	10.69%	10,313	8.99%	21,628	8.98%
Age 75 - 84	4,190	8.51%	7,643	6.66%	14,921	6.19%
Age 85 and over	1,823	3.70%	3,315	2.89%	5,852	2.43%
Age 16 and over	39,420	80.04%	90,088	78.52%	190,771	79.18%
Age 18 and over	38,192	77.54%	87,114	75.93%	184,460	76.56%
Age 21 and over	36,461	74.03%	82,894	72.25%	174,749	72.53%
Age 65 and over	11,277	22.90%	21,271	18.54%	42,401	17.60%
Median Age	42.30		39.90		40.20	
Average Age	42.20		40.10		40.00	

Demographic Detail Report

Village Plaza

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	49,253	114,736	240,932
White	33,034 67.07%	82,384 71.80%	188,255 78.14%
Black or African American	13,091 26.58%	24,247 21.13%	34,412 14.28%
American Indian and Alaska Native	157 0.32%	440 0.38%	935 0.39%
Asian	646 1.31%	1,302 1.13%	3,501 1.45%
Native Hawaiian and Pacific Islander	40 0.08%	67 0.06%	154 0.06%
Other Race	1,242 2.52%	3,858 3.36%	8,846 3.67%
Two or More Races	1,045 2.12%	2,438 2.12%	4,829 2.00%
2009 Population by Hispanic Origin	49,254	114,736	240,931
Not Hispanic or Latino	45,206 91.78%	103,693 90.38%	216,429 89.83%
Hispanic or Latino:	4,049 8.22%	11,043 9.62%	24,503 10.17%
Mexican	1,483 3.01%	4,537 3.95%	9,957 4.13%
Puerto Rican	1,540 3.13%	3,782 3.30%	7,476 3.10%
Cuban	187 0.38%	679 0.59%	2,180 0.90%
Other Hispanic or Latino	838 1.70%	2,045 1.78%	4,889 2.03%
2009 Age 5+ Language at Home	46,026	106,774	225,043
Speak Only English	41,756 90.72%	97,297 91.12%	204,317 90.79%
Speak Asian or Pacific Island	308 0.67%	694 0.65%	2,104 0.93%
Speak IndoEuropean	1,091 2.37%	1,981 1.86%	4,059 1.80%
Speak Spanish	2,751 5.98%	6,564 6.15%	14,044 6.24%
Speak Other Language	120 0.26%	238 0.22%	519 0.23%
2009 Median Age, Male	39.90	38.20	38.70
2009 Average Age, Male	40.40	38.70	38.80
Median Age, Female	44.50	41.40	41.50
Average Age, Female	43.90	41.50	41.20
2009 Population by Employment Status (Age 16+)	39,420	90,088	190,770
In Armed Forces	53 0.13%	65 0.07%	140 0.07%
Civilian, Employed	17,984 45.62%	44,177 49.04%	96,709 50.69%
Civilian, Unemployed	2,427 6.16%	5,897 6.55%	12,606 6.61%
Not In Labor Force	18,956 48.09%	39,949 44.34%	81,315 42.62%
2009 Population by Occupation Classification (Age 16+)	17,984	44,177	96,708
Blue Collar	4,769 26.52%	12,023 27.22%	24,693 25.53%
White Collar	9,720 54.05%	23,739 53.74%	54,625 56.48%
Service	3,495 19.43%	8,415 19.05%	17,390 17.98%

Demographic Detail Report

Village Plaza

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	40,044	91,605	193,942
Total, Never Married	10,117 25.26%	23,346 25.49%	46,819 24.14%
Married	20,862 52.10%	48,261 52.68%	107,824 55.60%
Widowed	3,968 9.91%	7,869 8.59%	15,272 7.87%
Divorced	5,097 12.73%	12,129 13.24%	24,027 12.39%
Males Divorced	1,552	4,081	8,256
Females Divorced	2,372	5,514	10,981
Males, Never Married	3,884	9,291	18,754
Females Never Married	3,553	8,168	16,414
2009 Population by Education	34,246	77,684	163,683
Less Than 9Th Grade	1,994 5.82%	4,390 5.65%	8,630 5.27%
Some High School, No Diploma	4,764 13.91%	10,724 13.80%	20,265 12.38%
High School Graduate (Includes Equivalency)	13,114 38.29%	29,431 37.89%	58,962 36.02%
Some College, No Degree	6,547 19.12%	15,005 19.32%	32,453 19.83%
Associate Degree	2,322 6.78%	5,805 7.47%	12,730 7.78%
Bachelor Degree	3,628 10.59%	8,417 10.83%	20,798 12.71%
Advanced Degrees	1,877 5.48%	3,912 5.04%	9,845 6.01%
2009 Population by Occupation (Age 16+)	21,480	52,591	114,099
Management, Business, & Financial	4,537 21.12%	11,087 21.08%	25,736 22.56%
Professional & Related Occupations	657 3.06%	1,606 3.05%	3,568 3.13%
Services	9,917 46.17%	24,492 46.57%	52,587 46.09%
Sales & Office	2,374 11.05%	5,583 10.62%	12,275 10.76%
Farming, Fishing, and Forestry	97 0.45%	297 0.56%	613 0.54%
Construction and Extraction, Maint	1,212 5.64%	3,259 6.20%	6,712 5.88%
Production & Transportation	2,686 12.50%	6,267 11.92%	12,608 11.05%
2009 Workers by Travel Time to Work (Age 16+)	18,038	44,243	96,850
Less Than 15 Minutes	4,802 26.62%	11,179 25.27%	25,021 25.83%
15 to 29 Minutes	7,118 39.46%	17,555 39.68%	39,176 40.45%
30 to 44 Minutes	2,976 16.50%	7,885 17.82%	17,101 17.66%
45 to 59 Minutes	1,464 8.12%	3,628 8.20%	7,013 7.24%
60+ Minutes	1,678 9.30%	3,996 9.03%	8,539 8.82%

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2014 Projection	22,922	51,370	105,211
2009 Estimate	20,486	46,351	96,495
2000 Census	16,130	37,770	81,059
Growth 2009 - 2014	11.90%	10.80%	9.00%
Growth 2000 - 2009	27.00%	22.70%	19.00%
2000 Households by HH Size	16,131	37,771	81,058
1-Person Households	4,270 26.47%	10,306 27.29%	20,252 24.98%
2-Person Households	6,253 38.76%	13,789 36.51%	30,621 37.78%
3-Person Households	2,448 15.18%	5,865 15.53%	12,846 15.85%
4-Person Households	1,795 11.13%	4,389 11.62%	10,120 12.48%
5-Person Households	798 4.95%	2,078 5.50%	4,529 5.59%
6-Person Households	338 2.10%	814 2.16%	1,720 2.12%
7 or more Person Households	229 1.42%	530 1.40%	970 1.20%
2009 Average Household Size	2.33	2.43	2.45
2009 Households by HH Income	20,486	46,352	96,493
Income Less than \$15,000	3,037 14.82%	6,803 14.68%	11,593 12.01%
Income: \$15,000 - \$24,999	2,363 11.53%	5,773 12.45%	11,030 11.43%
Income: \$25,000 - \$34,999	3,004 14.66%	6,362 13.73%	12,211 12.65%
Income: \$35,000 - \$49,999	3,674 17.93%	7,974 17.20%	16,491 17.09%
Income: \$50,000 - \$74,999	5,064 24.72%	11,301 24.38%	24,358 25.24%
Income: \$75,000 - \$99,999	1,561 7.62%	3,616 7.80%	8,702 9.02%
Income: \$100,000 - \$149,999	1,154 5.63%	3,123 6.74%	7,756 8.04%
Income: \$150,000 - \$249,999	468 2.28%	1,065 2.30%	3,218 3.33%
Income: \$250,000 - \$499,999	112 0.55%	244 0.53%	853 0.88%
Income: \$500,000 or more	49 0.24%	91 0.20%	281 0.29%
2009 Avg Household Income	\$52,348	\$52,888	\$59,287
2009 Med Household Income	\$41,768	\$42,189	\$46,581
2009 Per Capita Income	\$21,988	\$21,748	\$24,049
2009 Occupied Housing	20,486	46,352	96,495
Owner Occupied	13,408 65.45%	30,558 65.93%	68,072 70.54%
Renter Occupied	7,078 34.55%	15,794 34.07%	28,423 29.46%

Demographic Detail Report

Village Plaza

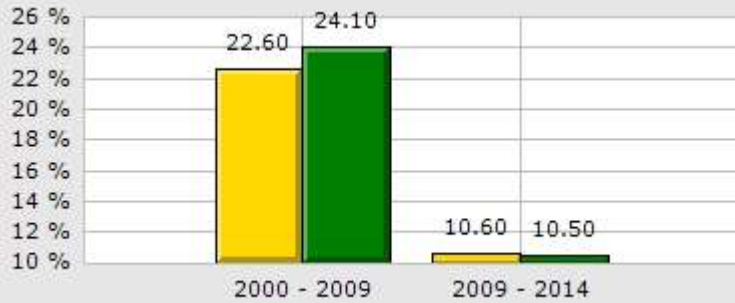
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	13,408		30,556		68,069	
Value Less than \$20,000	461	3.44%	1,517	4.96%	2,661	3.91%
Value \$20,000 - \$39,999	647	4.83%	2,063	6.75%	4,310	6.33%
Value \$40,000 - \$59,999	1,221	9.11%	2,535	8.30%	5,441	7.99%
Value \$60,000 - \$79,999	1,544	11.52%	3,016	9.87%	6,185	9.09%
Value \$80,000 - \$99,999	1,983	14.79%	4,130	13.52%	8,794	12.92%
Value \$100,000 - \$149,999	3,840	28.64%	8,161	26.71%	18,331	26.93%
Value \$150,000 - \$199,999	1,943	14.49%	4,194	13.73%	9,120	13.40%
Value \$200,000 - \$299,999	1,142	8.52%	3,408	11.15%	8,541	12.55%
Value \$300,000 - \$399,999	251	1.87%	738	2.42%	2,004	2.94%
Value \$400,000 - \$499,999	172	1.28%	411	1.35%	1,280	1.88%
Value \$500,000 - \$749,999	144	1.07%	254	0.83%	880	1.29%
Value \$750,000 - \$999,999	44	0.33%	76	0.25%	372	0.55%
Value \$1,000,000 or more	16	0.12%	53	0.17%	150	0.22%
2009 Med Housing Val-Owner Occupied	\$109,577		\$110,779		\$115,700	
2000 Housing Units by Units in Structure	18,565		44,031		93,277	
1 Unit Attached	542	2.92%	1,149	2.61%	2,681	2.87%
1 Unit Detached	9,802	52.80%	22,107	50.21%	49,219	52.77%
2 Units	625	3.37%	2,179	4.95%	3,803	4.08%
3 - 19 Units	1,762	9.49%	3,956	8.98%	6,740	7.23%
20 - 49 Units	390	2.10%	634	1.44%	881	0.94%
50 or more Units	1,123	6.05%	1,893	4.30%	2,741	2.94%
Mobile Home or Trailer	4,293	23.12%	12,054	27.38%	26,954	28.90%
Boat, RV, Van, Etc.	28	0.15%	59	0.13%	258	0.28%
2009 Housing Units by Yr Built	24,089		55,287		113,710	
Built 1999 to Present	6,189	25.69%	12,787	23.13%	23,232	20.43%
Built 1995 to 1998	1,653	6.86%	3,267	5.91%	7,726	6.79%
Built 1990 to 1994	2,160	8.97%	4,541	8.21%	9,745	8.57%
Built 1980 to 1989	5,434	22.56%	11,567	20.92%	24,886	21.89%
Built 1970 to 1979	3,739	15.52%	8,575	15.51%	20,436	17.97%
Built 1960 to 1969	2,248	9.33%	5,948	10.76%	11,860	10.43%
Built 1950 to 1959	1,665	6.91%	4,031	7.29%	8,458	7.44%
Built 1940 to 1949	621	2.58%	1,983	3.59%	3,343	2.94%
Built 1939 or Earlier	380	1.58%	2,588	4.68%	4,024	3.54%
2009 Median Year Built	1986		1984		1984	

Village Plaza

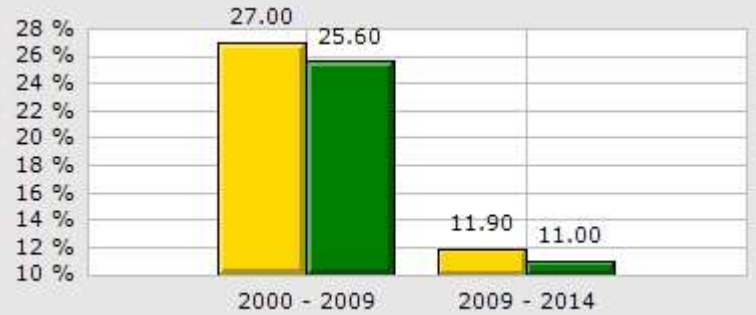
Type: **Shopping Center/Neighborhood Center**
 County: **Polk**

 3 Mile
 County

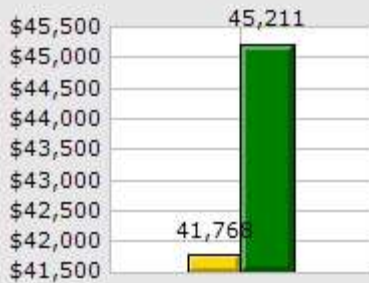
Population Growth



Household Growth



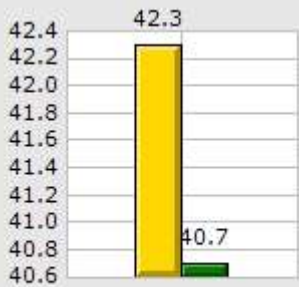
2009 Med Household Inc



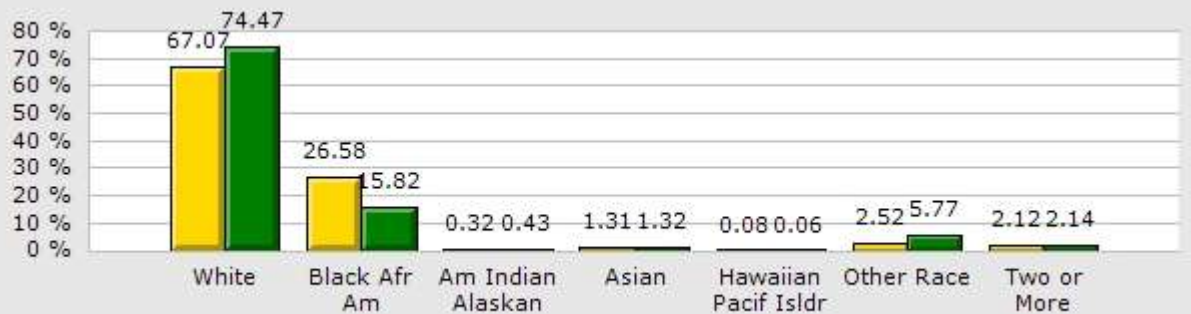
2009 Households by Household Income



2009 Median Age



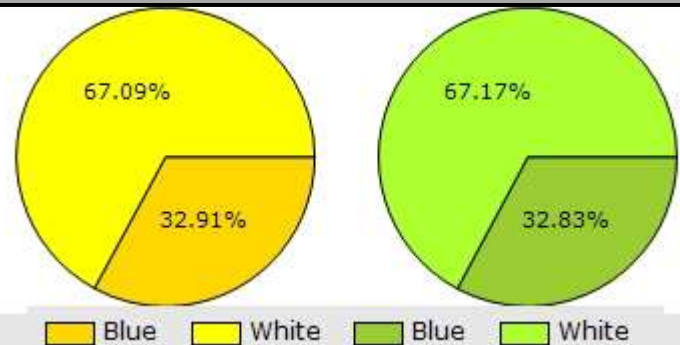
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Village Plaza

Type: **Shopping Center/Neighborhood Center**
 County: **Polk**

	3 Mile		County	
Population				
Growth 2000 - 2009	22.60%		24.10%	
Growth 2009 - 2014	10.60%		10.50%	
2009 Blue Collar	4,769	32.91%	61,676	32.83%
2009 White Collar	9,720	67.09%	126,211	67.17%
2009 Population By Race				
	49,255		600,417	
White	33,034	67.07%	447,123	74.47%
Black Afr Am	13,091	26.58%	94,961	15.82%
Am Indian Alaskan	157	0.32%	2,598	0.43%
Asian	646	1.31%	7,903	1.32%
Hawaiian Pacif Islldr	40	0.08%	334	0.06%
Other Race	1,242	2.52%	34,646	5.77%
Two or More	1,045	2.12%	12,852	2.14%
Households				
Growth 2000 - 2009	27.00%		25.60%	
Growth 2009 - 2014	11.90%		11.00%	
Renter Occupied	7,078	34.55%	63,136	26.84%
Owner Occupied	13,408	65.45%	172,062	73.16%
2009 Households by HH Income				
	20,486		235,198	
Income < \$35,000	8,404	41.02%	87,199	37.07%
Income \$35,000 - \$74,999	8,738	42.65%	100,742	42.83%
Income \$75,000 - \$149,999	2,715	13.25%	37,802	16.07%
Income \$150,000 - \$249,999	468	2.28%	6,807	2.89%
Income \$250,000+	161	0.79%	2,648	1.13%
2009 Median Household Income	\$41,768		\$45,211	
2009 Median Age	42.30		40.70	



Consumer Spending Report

Village Plaza

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$595,519	\$1,359,561	\$3,156,875
Total Apparel	\$19,922	\$45,687	\$106,041
Women's Apparel	8,167	18,677	43,637
Men's Apparel	4,778	10,963	25,541
Girl's Apparel	1,824	4,191	9,645
Boy's Apparel	1,448	3,320	7,597
Infant Apparel	1,386	3,199	7,301
Footwear (excl. Infants)	3,234	7,386	16,993
Other Apparel Prod/Services	2,318	5,337	12,322
Total Entertainment	\$51,019	\$116,819	\$274,748
Sports and Recreation	2,265	5,221	12,188
TV, Radio and Sound Equipment	19,055	43,399	100,188
Reading Materials	2,457	5,603	13,197
Travel	26,574	61,051	145,540
Photographic Equipment	669	1,546	3,635
Total Food At Home	\$48,772	\$111,196	\$256,840
Cereal Products	3,049	6,953	15,985
Bread & Bakery Products	6,533	14,877	34,390
Seafood	2,388	5,467	12,762
Meat/Poultry/Fish/Eggs	16,847	38,367	88,287
Dairy Products	8,008	18,252	42,103
Fruits and Vegetables	11,947	27,281	63,313
Total Food Away From Home	\$48,139	\$110,149	\$255,203
Breakfast and Brunch	4,547	10,403	24,040
Dinner	22,131	50,661	117,710
Lunch	16,568	37,830	87,170
Snacks and Non Alcoholic Bev	3,643	8,352	19,182
Catered Affairs	1,250	2,903	7,100

Consumer Spending Report

Village Plaza

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$8,492	\$19,426	\$45,240
Alcoholic Bev. at Home	4,945	11,305	26,401
Alcoholic Bev. away from Home	3,547	8,121	18,840
Total Furniture/Appliances	\$54,641	\$125,158	\$294,032
Bedroom Furniture	3,130	7,163	16,728
Living Room Furniture	4,634	10,622	25,019
Other Living & Family Room Furniture	1,276	2,929	6,928
Other Furniture	491	1,134	2,696
Major Appliances	4,746	10,824	25,358
Small Appliances	11,332	25,997	61,063
Misc Household Equipment	29,031	66,488	156,242
Total Transportation/Maint.	\$301,877	\$688,085	\$1,590,099
New Autos/Trucks/Vans	38,852	88,953	209,729
Used Vehicles	35,114	79,806	181,179
Purchase of RVs or Boats	5,060	11,434	26,424
Gasoline	43,708	99,373	227,609
Diesel Fuel	871	1,988	4,545
Automotive Maintenance/Repair	14,656	33,403	77,670
Transportation	163,615	373,129	862,942
Total Health Care	\$27,735	\$62,555	\$145,351
Medical Services	15,171	34,457	80,423
Prescription Drugs	10,009	22,333	51,498
Medical Supplies	2,555	5,764	13,429
Total Education/Day Care	\$39,409	\$91,169	\$215,379
Education	17,252	39,918	94,422
Room and Board	2,016	4,591	10,883
Tuition/School Supplies	15,348	35,550	84,222
Day Care, Nursery & Preschool	4,792	11,111	25,852

Village Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,544	23,017	15
Total Retail	430	6,916	16
Home Improvement Stores	24	330	14
General Merchandise Stores	17	1,300	76
Food Stores	46	862	19
Auto Dealers and Gas Stations	47	599	13
Apparel and Accessory Stores	42	418	10
Furniture and Home Furnishings	34	410	12
Eating and Drinking Places	102	2,259	22
Miscellaneous Retail Stores	118	738	6
Finance-Insurance-Real Estate	125	415	3
Banks, Saving and Lending Inst.	34	115	3
Security Brokers and Investments	6	11	2
Insurance Carriers and Agencies	28	77	3
Real Estate-Trust-Holding Co.	57	212	4
Services	662	12,099	18
Hotels and Lodging	19	305	16
Motion Picture and Amusement	34	198	6
Health Services	125	7,815	63
Legal Services	4	8	2
Educational Services	28	1,128	40
Auto Services	49	203	4
Other Services	403	2,442	6
Agriculture/Mining	40	74	2
Construction	141	487	3
Manufacturing	15	754	50
Transportation, Comm./Pub Util.	53	1,109	21
Wholesale Trade	60	840	14
Government	18	323	18
Daytime Population	23,017		
Daytime Population/Business	15		
Residential Population	49,253		
Residential Population/Business	32		

Traffic Count Report

Village Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 N Florida	Hanley Rd	0.03 NW	2005	46,000	AADT	.73
2 Bartow Rd	Hanley Rd	0.05 NW	2005	46,000	AADT	.73
3 I- 4	Bartow Rd	0.38 SW	2005	67,000	AADT	.88