

Demographic Summary Report

Winchester Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	66,630		167,056		641,427	
2009 Estimate	65,695		163,067		630,018	
2000 Census	62,466		150,570		593,707	
Growth 2009 - 2014	1.40%		2.40%		1.80%	
Growth 2000 - 2009	5.20%		8.30%		6.10%	
2009 Population by Hispanic Origin	1,801		4,484		22,908	
2009 Population By Race	65,695		163,067		630,018	
White	56,175	85.51%	136,828	83.91%	509,977	80.95%
Black or African American	1,808	2.75%	5,373	3.29%	47,627	7.56%
American Indian and Alaska Native	159	0.24%	367	0.23%	1,557	0.25%
Asian	6,006	9.14%	16,132	9.89%	48,523	7.70%
Native Hawaiian and Pacific Islander	28	0.04%	56	0.03%	245	0.04%
Other Race	372	0.57%	1,020	0.63%	8,169	1.30%
Two or More Races	1,146	1.74%	3,292	2.02%	13,919	2.21%
Households						
2014 Projection	27,455		64,610		250,072	
2009 Estimate	26,971		62,763		244,327	
2000 Census	25,295		57,049		226,964	
Growth 2009 - 2014	1.80%		2.90%		2.40%	
Growth 2000 - 2009	6.60%		10.00%		7.70%	
Owner Occupied	19,929	73.89%	47,075	75.00%	182,509	74.70%
Renter Occupied	7,041	26.11%	15,687	24.99%	61,818	25.30%
2009 Households by HH Income	26,972		62,764		244,329	
Income Less Than \$15,000	1,402	5.20%	2,834	4.52%	16,674	6.82%
Income: \$15,000 - \$24,999	1,507	5.59%	2,985	4.76%	14,961	6.12%
Income: \$25,000 - \$34,999	1,594	5.91%	3,485	5.55%	16,314	6.68%
Income: \$35,000 - \$49,999	2,662	9.87%	5,702	9.08%	25,009	10.24%
Income: \$50,000 - \$74,999	4,421	16.39%	10,146	16.17%	44,110	18.05%
Income: \$75,000 - \$99,999	4,874	18.07%	10,587	16.87%	40,220	16.46%
Income: \$100,000 - \$149,999	6,093	22.59%	14,149	22.54%	49,349	20.20%
Income: \$150,000 - \$249,999	3,181	11.79%	9,012	14.36%	26,419	10.81%
Income: \$250,000 - \$499,999	930	3.45%	2,857	4.55%	8,266	3.38%
Income: \$500,000 or more	308	1.14%	1,007	1.60%	3,007	1.23%
2009 Avg Household Income	\$104,082		\$115,757		\$101,204	
2009 Med Household Income	\$82,847		\$87,803		\$77,358	
2009 Per Capita Income	\$42,979		\$44,476		\$39,427	

Demographic Detail Report

Winchester Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	66,630		167,056		641,427	
2009 Estimate	65,695		163,067		630,018	
2000 Census	62,466		150,570		593,707	
Growth 2009 - 2014	1.40%		2.40%		1.80%	
Growth 2000 - 2009	5.20%		8.30%		6.10%	
2009 Population by Age	65,695		163,067		630,018	
Age 0 - 4	4,365	6.64%	10,548	6.47%	41,583	6.60%
Age 5 - 9	4,239	6.45%	10,802	6.62%	42,233	6.70%
Age 10 - 14	4,251	6.47%	11,367	6.97%	43,457	6.90%
Age 15 - 17	2,478	3.77%	6,829	4.19%	25,855	4.10%
Age 18 - 20	2,287	3.48%	6,520	4.00%	23,101	3.67%
Age 21 - 24	2,896	4.41%	7,214	4.42%	27,314	4.34%
Age 25 - 34	7,923	12.06%	19,388	11.89%	78,980	12.54%
Age 35 - 44	10,217	15.55%	24,590	15.08%	94,452	14.99%
Age 45 - 49	5,418	8.25%	13,897	8.52%	51,332	8.15%
Age 50 - 54	5,137	7.82%	13,007	7.98%	48,201	7.65%
Age 55 - 59	4,620	7.03%	11,402	6.99%	42,210	6.70%
Age 60 - 64	3,683	5.61%	9,034	5.54%	34,377	5.46%
Age 65 - 74	4,395	6.69%	10,479	6.43%	41,807	6.64%
Age 75 - 84	2,573	3.92%	5,599	3.43%	24,583	3.90%
Age 85 and over	1,212	1.84%	2,390	1.47%	10,534	1.67%
Age 16 and over	51,973	79.11%	128,012	78.50%	493,969	78.41%
Age 18 and over	50,361	76.66%	123,522	75.75%	476,890	75.69%
Age 21 and over	48,074	73.18%	117,001	71.75%	453,789	72.03%
Age 65 and over	8,181	12.45%	18,468	11.33%	76,924	12.21%
Median Age	39.40		38.70		38.50	
Average Age	38.60		37.80		38.00	

Demographic Detail Report

Winchester Center

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	65,695	163,067	630,018
White	56,175 85.51%	136,828 83.91%	509,977 80.95%
Black or African American	1,808 2.75%	5,373 3.29%	47,627 7.56%
American Indian and Alaska Native	159 0.24%	367 0.23%	1,557 0.25%
Asian	6,006 9.14%	16,132 9.89%	48,523 7.70%
Native Hawaiian and Pacific Islander	28 0.04%	56 0.03%	245 0.04%
Other Race	372 0.57%	1,020 0.63%	8,169 1.30%
Two or More Races	1,146 1.74%	3,292 2.02%	13,919 2.21%
2009 Population by Hispanic Origin	65,696	163,068	630,017
Not Hispanic or Latino	63,893 97.26%	158,584 97.25%	607,110 96.36%
Hispanic or Latino:	1,801 2.74%	4,484 2.75%	22,908 3.64%
Mexican	1,027 1.56%	2,636 1.62%	13,649 2.17%
Puerto Rican	208 0.32%	477 0.29%	3,827 0.61%
Cuban	56 0.09%	146 0.09%	482 0.08%
Other Hispanic or Latino	512 0.78%	1,225 0.75%	4,949 0.79%
2009 Age 5+ Language at Home	61,330	152,518	588,434
Speak Only English	52,961 86.35%	128,528 84.27%	491,649 83.55%
Speak Asian or Pacific Island	2,171 3.54%	5,548 3.64%	17,543 2.98%
Speak IndoEuropean	4,233 6.90%	12,734 8.35%	48,538 8.25%
Speak Spanish	1,144 1.87%	2,857 1.87%	13,536 2.30%
Speak Other Language	821 1.34%	2,851 1.87%	17,168 2.92%
2009 Median Age, Male	38.40	38.10	37.50
2009 Average Age, Male	37.50	37.10	36.90
Median Age, Female	40.40	39.40	39.50
Average Age, Female	39.60	38.50	39.10
2009 Population by Employment Status (Age 16+)	51,973	128,012	493,968
In Armed Forces	0 0.00%	17 0.01%	176 0.04%
Civilian, Employed	29,676 57.10%	72,170 56.38%	267,424 54.14%
Civilian, Unemployed	3,155 6.07%	8,542 6.67%	39,461 7.99%
Not In Labor Force	19,142 36.83%	47,283 36.94%	186,907 37.84%
2009 Population by Occupation Classification (Age 16+)	29,676	72,170	267,425
Blue Collar	3,458 11.65%	8,924 12.37%	41,724 15.60%
White Collar	23,278 78.44%	55,413 76.78%	190,913 71.39%
Service	2,940 9.91%	7,833 10.85%	34,788 13.01%

Demographic Detail Report

Winchester Center

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	52,839	130,351	502,744
Total, Never Married	13,363 25.29%	34,300 26.31%	140,865 28.02%
Married	31,592 59.79%	78,877 60.51%	286,906 57.07%
Widowed	2,648 5.01%	5,930 4.55%	26,945 5.36%
Divorced	5,236 9.91%	11,244 8.63%	48,028 9.55%
Males Divorced	1,766	4,028	17,282
Females Divorced	2,790	5,455	24,499
Males, Never Married	6,456	15,938	66,137
Females Never Married	5,239	13,083	56,055
2009 Population by Education	45,177	109,787	426,475
Less Than 9Th Grade	723 1.60%	2,094 1.91%	13,641 3.20%
Some High School, No Diploma	1,886 4.17%	4,575 4.17%	28,036 6.57%
High School Graduate (Includes Equivalency)	8,310 18.39%	21,810 19.87%	102,606 24.06%
Some College, No Degree	8,869 19.63%	21,169 19.28%	88,928 20.85%
Associate Degree	3,427 7.59%	8,805 8.02%	34,220 8.02%
Bachelor Degree	12,937 28.64%	30,581 27.85%	96,281 22.58%
Advanced Degrees	9,025 19.98%	20,753 18.90%	62,763 14.72%
2009 Population by Occupation (Age 16+)	32,616	80,002	302,211
Management, Business, & Financial	10,981 33.67%	26,591 33.24%	91,818 30.38%
Professional & Related Occupations	2,900 8.89%	6,960 8.70%	21,299 7.05%
Services	11,934 36.59%	30,023 37.53%	120,075 39.73%
Sales & Office	3,972 12.18%	9,226 11.53%	34,819 11.52%
Farming, Fishing, and Forestry	8 0.02%	24 0.03%	184 0.06%
Construction and Extraction, Maint	879 2.69%	2,068 2.58%	8,988 2.97%
Production & Transportation	1,942 5.95%	5,110 6.39%	25,028 8.28%
2009 Workers by Travel Time to Work (Age 16+)	29,676	72,187	267,600
Less Than 15 Minutes	5,741 19.35%	14,258 19.75%	58,539 21.88%
15 to 29 Minutes	11,138 37.53%	27,733 38.42%	103,796 38.79%
30 to 44 Minutes	7,083 23.87%	17,012 23.57%	62,002 23.17%
45 to 59 Minutes	3,186 10.74%	7,570 10.49%	24,059 8.99%
60+ Minutes	2,528 8.52%	5,614 7.78%	19,204 7.18%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	27,455	64,610	250,072
2009 Estimate	26,971	62,763	244,327
2000 Census	25,295	57,049	226,964
Growth 2009 - 2014	1.80%	2.90%	2.40%
Growth 2000 - 2009	6.60%	10.00%	7.70%
2000 Households by HH Size	25,295	57,048	226,964
1-Person Households	7,107 28.10%	13,334 23.37%	58,414 25.74%
2-Person Households	8,496 33.59%	19,046 33.39%	72,324 31.87%
3-Person Households	3,874 15.32%	9,353 16.39%	36,896 16.26%
4-Person Households	3,822 15.11%	9,752 17.09%	36,157 15.93%
5-Person Households	1,455 5.75%	4,005 7.02%	15,780 6.95%
6-Person Households	398 1.57%	1,153 2.02%	4,997 2.20%
7 or more Person Households	143 0.57%	405 0.71%	2,396 1.06%
2009 Average Household Size	2.41	2.56	2.55
2009 Households by HH Income	26,972	62,764	244,329
Income Less than \$15,000	1,402 5.20%	2,834 4.52%	16,674 6.82%
Income: \$15,000 - \$24,999	1,507 5.59%	2,985 4.76%	14,961 6.12%
Income: \$25,000 - \$34,999	1,594 5.91%	3,485 5.55%	16,314 6.68%
Income: \$35,000 - \$49,999	2,662 9.87%	5,702 9.08%	25,009 10.24%
Income: \$50,000 - \$74,999	4,421 16.39%	10,146 16.17%	44,110 18.05%
Income: \$75,000 - \$99,999	4,874 18.07%	10,587 16.87%	40,220 16.46%
Income: \$100,000 - \$149,999	6,093 22.59%	14,149 22.54%	49,349 20.20%
Income: \$150,000 - \$249,999	3,181 11.79%	9,012 14.36%	26,419 10.81%
Income: \$250,000 - \$499,999	930 3.45%	2,857 4.55%	8,266 3.38%
Income: \$500,000 or more	308 1.14%	1,007 1.60%	3,007 1.23%
2009 Avg Household Income	\$104,082	\$115,757	\$101,204
2009 Med Household Income	\$82,847	\$87,803	\$77,358
2009 Per Capita Income	\$42,979	\$44,476	\$39,427
2009 Occupied Housing	26,970	62,762	244,327
Owner Occupied	19,929 73.89%	47,075 75.01%	182,509 74.70%
Renter Occupied	7,041 26.11%	15,687 24.99%	61,818 25.30%

Demographic Detail Report

Winchester Center

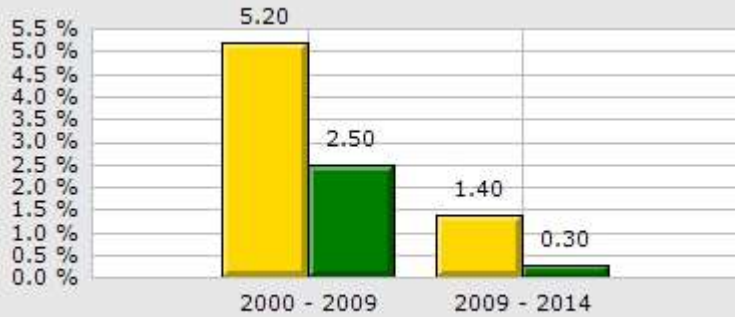
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	19,931		47,076		182,494	
Value Less than \$20,000	682	3.42%	1,133	2.41%	4,554	2.50%
Value \$20,000 - \$39,999	921	4.62%	1,256	2.67%	4,885	2.68%
Value \$40,000 - \$59,999	463	2.32%	1,003	2.13%	6,899	3.78%
Value \$60,000 - \$79,999	699	3.51%	1,414	3.00%	7,987	4.38%
Value \$80,000 - \$99,999	1,462	7.34%	2,778	5.90%	12,509	6.85%
Value \$100,000 - \$149,999	3,616	18.14%	7,806	16.58%	38,250	20.96%
Value \$150,000 - \$199,999	4,115	20.65%	9,087	19.30%	41,796	22.90%
Value \$200,000 - \$299,999	5,181	25.99%	13,504	28.69%	38,655	21.18%
Value \$300,000 - \$399,999	1,698	8.52%	5,326	11.31%	12,110	6.64%
Value \$400,000 - \$499,999	658	3.30%	2,284	4.85%	6,491	3.56%
Value \$500,000 - \$749,999	308	1.55%	1,013	2.15%	4,488	2.46%
Value \$750,000 - \$999,999	62	0.31%	248	0.53%	1,982	1.09%
Value \$1,000,000 or more	66	0.33%	224	0.48%	1,888	1.03%
2009 Med Housing Val-Owner Occupied	\$175,618		\$195,187		\$168,235	
2000 Housing Units by Units in Structure	26,410		59,529		236,863	
1 Unit Attached	2,829	10.71%	4,552	7.65%	16,847	7.11%
1 Unit Detached	15,559	58.91%	38,756	65.10%	157,028	66.29%
2 Units	262	0.99%	433	0.73%	2,549	1.08%
3 - 19 Units	5,641	21.36%	11,116	18.67%	38,722	16.35%
20 - 49 Units	242	0.92%	967	1.62%	4,276	1.81%
50 or more Units	633	2.40%	1,565	2.63%	8,612	3.64%
Mobile Home or Trailer	1,229	4.65%	2,117	3.56%	8,770	3.70%
Boat, RV, Van, Etc.	15	0.06%	23	0.04%	59	0.02%
2009 Housing Units by Yr Built	28,958		67,355		262,412	
Built 1999 to Present	3,416	11.80%	9,911	14.71%	33,072	12.60%
Built 1995 to 1998	2,167	7.48%	5,991	8.89%	19,932	7.60%
Built 1990 to 1994	2,375	8.20%	6,235	9.26%	20,158	7.68%
Built 1980 to 1989	6,675	23.05%	13,775	20.45%	38,709	14.75%
Built 1970 to 1979	6,334	21.87%	14,446	21.45%	55,593	21.19%
Built 1960 to 1969	3,257	11.25%	7,669	11.39%	38,814	14.79%
Built 1950 to 1959	2,537	8.76%	5,413	8.04%	30,667	11.69%
Built 1940 to 1949	848	2.93%	1,812	2.69%	11,502	4.38%
Built 1939 or Earlier	1,349	4.66%	2,103	3.12%	13,965	5.32%
2009 Median Year Built	1980		1982		1977	

Winchester Center

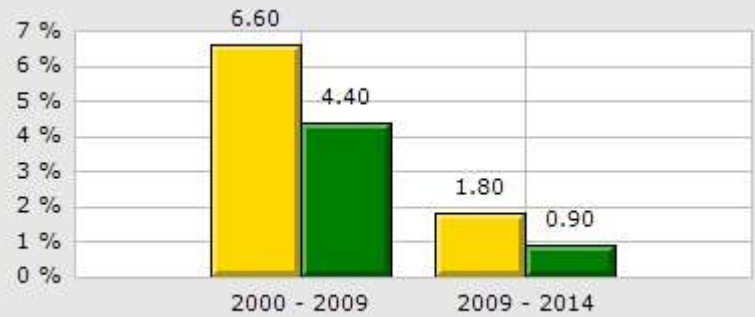
Type: **Shopping Center/Power Center**
 County: **Oakland**

3 Mile
County

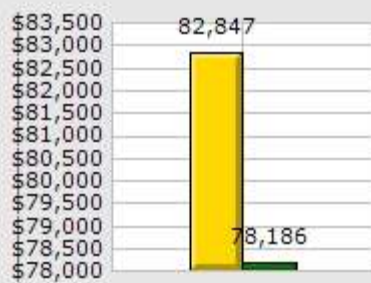
Population Growth



Household Growth



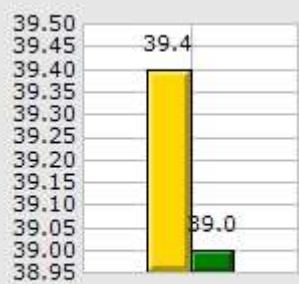
2009 Med Household Inc



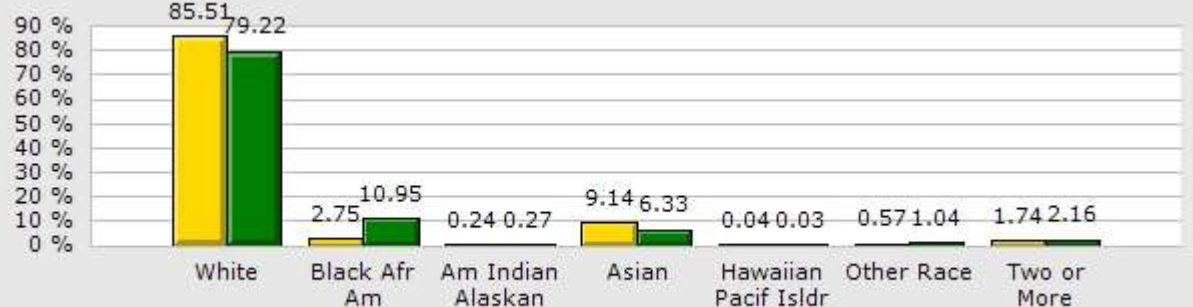
2009 Households by Household Income



2009 Median Age



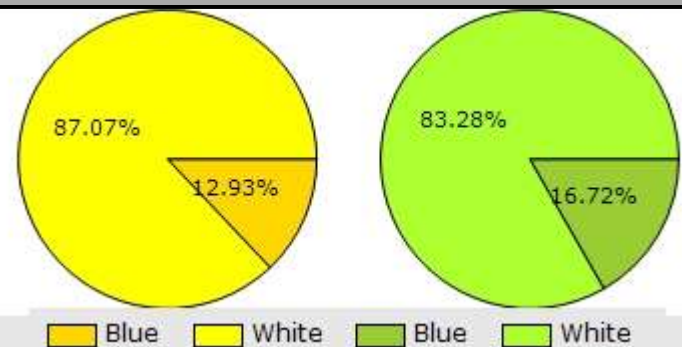
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Winchester Center

Type: **Shopping Center/Power Center**
 County: **Oakland**

	3 Mile		County	
Population				
Growth 2000 - 2009	5.20%		2.50%	
Growth 2009 - 2014	1.40%		0.30%	
2009 Blue Collar	3,458	12.93%	77,557	16.72%
2009 White Collar	23,278	87.07%	386,432	83.28%
2009 Population By Race				
	65,694		1,224,076	
White	56,175	85.51%	969,677	79.22%
Black Afr Am	1,808	2.75%	134,038	10.95%
Am Indian Alaskan	159	0.24%	3,319	0.27%
Asian	6,006	9.14%	77,430	6.33%
Hawaiian Pacif Islldr	28	0.04%	414	0.03%
Other Race	372	0.57%	12,708	1.04%
Two or More	1,146	1.74%	26,490	2.16%
Households				
Growth 2000 - 2009	6.60%		4.40%	
Growth 2009 - 2014	1.80%		0.90%	
Renter Occupied	7,041	26.11%	125,438	25.51%
Owner Occupied	19,929	73.89%	366,254	74.49%
2009 Households by HH Income				
	26,972		491,691	
Income < \$35,000	4,503	16.70%	94,998	19.32%
Income \$35,000 - \$74,999	7,083	26.26%	136,294	27.72%
Income \$75,000 - \$149,999	10,967	40.66%	187,866	38.21%
Income \$150,000 - \$249,999	3,181	11.79%	48,006	9.76%
Income \$250,000+	1,238	4.59%	24,527	4.99%
2009 Median Household Income	\$82,847		\$78,186	
2009 Median Age	39.40		39.00	

Consumer Spending Report

Winchester Center

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,505,786	\$3,892,466	\$13,253,998
Total Apparel	\$53,043	\$137,543	\$470,130
Women's Apparel	21,740	56,348	192,602
Men's Apparel	12,842	33,355	113,400
Girl's Apparel	4,772	12,540	42,728
Boy's Apparel	3,685	9,595	32,841
Infant Apparel	3,562	9,179	31,538
Footwear (excl. Infants)	8,106	20,922	71,714
Other Apparel Prod/Services	6,443	16,525	57,021
Total Entertainment	\$137,723	\$356,940	\$1,211,240
Sports and Recreation	6,095	15,888	53,384
TV, Radio and Sound Equipment	47,123	121,124	416,032
Reading Materials	6,480	16,638	57,117
Travel	76,128	198,367	668,154
Photographic Equipment	1,897	4,924	16,552
Total Food At Home	\$120,029	\$307,594	\$1,064,487
Cereal Products	7,423	19,002	65,872
Bread & Bakery Products	15,908	40,747	141,056
Seafood	6,339	16,328	56,301
Meat/Poultry/Fish/Eggs	40,685	104,264	361,442
Dairy Products	19,446	49,796	172,259
Fruits and Vegetables	30,228	77,456	267,557
Total Food Away From Home	\$123,376	\$318,097	\$1,090,337
Breakfast and Brunch	11,605	29,719	103,106
Dinner	57,552	148,492	508,362
Lunch	40,786	104,895	359,177
Snacks and Non Alcoholic Bev	9,217	23,685	81,493
Catered Affairs	4,216	11,306	38,200

Consumer Spending Report

Winchester Center

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$23,224	\$59,851	\$204,967
Alcoholic Bev. at Home	13,288	34,255	116,929
Alcoholic Bev. away from Home	9,936	25,596	88,038
Total Furniture/Appliances	\$147,380	\$382,510	\$1,288,755
Bedroom Furniture	8,571	22,174	74,597
Living Room Furniture	12,925	33,615	113,004
Other Living & Family Room Furniture	3,589	9,399	31,261
Other Furniture	1,414	3,730	12,422
Major Appliances	11,863	30,757	104,072
Small Appliances	30,708	79,569	268,360
Misc Household Equipment	78,309	203,267	685,038
Total Transportation/Maint.	\$736,620	\$1,903,145	\$6,472,876
New Autos/Trucks/Vans	104,193	272,210	911,430
Used Vehicles	79,404	203,610	695,196
Purchase of RVs or Boats	10,622	27,621	91,753
Gasoline	101,243	260,375	893,924
Diesel Fuel	1,735	4,453	14,838
Automotive Maintenance/Repair	36,506	94,015	321,225
Transportation	402,916	1,040,861	3,544,511
Total Health Care	\$63,212	\$160,823	\$555,026
Medical Services	36,733	94,201	322,494
Prescription Drugs	20,509	51,432	180,111
Medical Supplies	5,969	15,190	52,421
Total Education/Day Care	\$118,743	\$314,188	\$1,059,763
Education	52,170	138,065	466,583
Room and Board	5,359	14,184	46,779
Tuition/School Supplies	46,970	124,502	420,830
Day Care, Nursery & Preschool	14,244	37,436	125,571

Winchester Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,913	36,568	13
Total Retail	625	9,371	15
Home Improvement Stores	50	669	13
General Merchandise Stores	22	952	43
Food Stores	31	1,212	39
Auto Dealers and Gas Stations	50	1,086	22
Apparel and Accessory Stores	60	525	9
Furniture and Home Furnishings	81	524	6
Eating and Drinking Places	153	3,308	22
Miscellaneous Retail Stores	178	1,095	6
Finance-Insurance-Real Estate	303	1,565	5
Banks, Saving and Lending Inst.	53	256	5
Security Brokers and Investments	57	141	2
Insurance Carriers and Agencies	55	197	4
Real Estate-Trust-Holding Co.	138	971	7
Services	1,292	13,764	11
Hotels and Lodging	11	333	30
Motion Picture and Amusement	66	800	12
Health Services	276	4,601	17
Legal Services	49	310	6
Educational Services	56	2,647	47
Auto Services	53	434	8
Other Services	781	4,639	6
Agriculture/Mining	77	504	7
Construction	202	1,699	8
Manufacturing	160	6,978	44
Transportation, Comm./Pub Util.	75	473	6
Wholesale Trade	145	1,447	10
Government	34	767	23
Daytime Population	36,568		
Daytime Population/Business	13		
Residential Population	65,695		
Residential Population/Business	23		

Traffic Count Report

Winchester Center



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Yorktowne		0.00	2002	789	ADT	.27
2 S Rochester Rd	Meadowfield Dr	0.07 N	2002	40,900	ADT	.29
3 Eddington		0.00	2002	1,900	ADT	.44
4 Hadley Rd		0.00	2002	1,201	ADT	.47
5 Arlington Dr	S Rochester Rd	0.05 W	2002	1,865	ADT	.48
6 S Rochester Rd	Arlington Dr	0.04 S	2003	40,900	AADT	.49
7 Thames Dr	E Avon Rd	0.10 N	2002	572	ADT	.58
8 Sandalwood Dr	Sandalwood Ct	0.02 W	2002	937	ADT	.59
9 Bolinger St	E Avon Rd	0.02 S	2002	474	ADT	.63
10 Grovecrest	E Avon Rd	0.02 S	2002	423	ADT	.71