

Demographic Summary Report

Pelican Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2014 Projection	43,369	94,914	253,646
2009 Estimate	39,743	88,445	242,332
2000 Census	32,764	75,229	220,960
Growth 2009 - 2014	9.10%	7.30%	4.70%
Growth 2000 - 2009	21.30%	17.60%	9.70%
2009 Population by Hispanic Origin	1,835	4,774	20,373
2009 Population By Race	39,743	88,445	242,332
White	37,943 95.47%	83,982 94.95%	214,793 88.64%
Black or African American	507 1.28%	1,052 1.19%	14,907 6.15%
American Indian and Alaska Native	74 0.19%	205 0.23%	651 0.27%
Asian	637 1.60%	1,387 1.57%	3,187 1.32%
Native Hawaiian and Pacific Islander	14 0.04%	41 0.05%	102 0.04%
Other Race	259 0.65%	978 1.11%	5,517 2.28%
Two or More Races	310 0.78%	799 0.90%	3,174 1.31%
Households			
2014 Projection	21,603	46,319	119,740
2009 Estimate	19,782	43,015	113,615
2000 Census	16,174	36,060	101,310
Growth 2009 - 2014	9.20%	7.70%	5.40%
Growth 2000 - 2009	22.30%	19.30%	12.10%
Owner Occupied	14,871 75.17%	33,377 77.59%	85,120 74.92%
Renter Occupied	4,911 24.83%	9,638 22.41%	28,496 25.08%
2009 Households by HH Income	19,783	43,016	113,617
Income Less Than \$15,000	1,533 7.75%	3,056 7.10%	9,854 8.67%
Income: \$15,000 - \$24,999	1,434 7.25%	3,215 7.47%	9,888 8.70%
Income: \$25,000 - \$34,999	2,052 10.37%	4,719 10.97%	12,887 11.34%
Income: \$35,000 - \$49,999	2,872 14.52%	6,261 14.56%	17,508 15.41%
Income: \$50,000 - \$74,999	4,165 21.05%	9,239 21.48%	24,960 21.97%
Income: \$75,000 - \$99,999	2,542 12.85%	5,671 13.18%	14,326 12.61%
Income: \$100,000 - \$149,999	2,441 12.34%	5,330 12.39%	12,352 10.87%
Income: \$150,000 - \$249,999	1,792 9.06%	3,684 8.56%	7,954 7.00%
Income: \$250,000 - \$499,999	722 3.65%	1,353 3.15%	2,861 2.52%
Income: \$500,000 or more	230 1.16%	488 1.13%	1,027 0.90%
2009 Avg Household Income	\$90,900	\$88,554	\$80,150
2009 Med Household Income	\$61,758	\$61,439	\$55,952
2009 Per Capita Income	\$45,809	\$43,121	\$37,949

Demographic Detail Report

Pelican Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	43,369		94,914		253,646	
2009 Estimate	39,743		88,445		242,332	
2000 Census	32,764		75,229		220,960	
Growth 2009 - 2014	9.10%		7.30%		4.70%	
Growth 2000 - 2009	21.30%		17.60%		9.70%	
2009 Population by Age	39,743		88,445		242,332	
Age 0 - 4	1,076	2.71%	2,808	3.17%	9,359	3.86%
Age 5 - 9	1,112	2.80%	2,932	3.32%	9,539	3.94%
Age 10 - 14	1,247	3.14%	3,305	3.74%	10,288	4.25%
Age 15 - 17	844	2.12%	2,291	2.59%	6,851	2.83%
Age 18 - 20	714	1.80%	1,949	2.20%	6,358	2.62%
Age 21 - 24	980	2.47%	2,536	2.87%	8,168	3.37%
Age 25 - 34	2,547	6.41%	6,089	6.88%	19,840	8.19%
Age 35 - 44	3,333	8.39%	8,138	9.20%	24,309	10.03%
Age 45 - 49	2,423	6.10%	5,920	6.69%	16,369	6.75%
Age 50 - 54	2,945	7.41%	6,828	7.72%	17,912	7.39%
Age 55 - 59	3,409	8.58%	7,662	8.66%	19,499	8.05%
Age 60 - 64	3,862	9.72%	8,080	9.14%	19,834	8.18%
Age 65 - 74	7,121	17.92%	14,077	15.92%	34,016	14.04%
Age 75 - 84	5,486	13.80%	10,677	12.07%	26,755	11.04%
Age 85 and over	2,645	6.66%	5,153	5.83%	13,234	5.46%
Age 16 and over	36,049	90.71%	78,664	88.94%	210,898	87.03%
Age 18 and over	35,465	89.24%	77,110	87.18%	206,295	85.13%
Age 21 and over	34,751	87.44%	75,160	84.98%	199,937	82.51%
Age 65 and over	15,251	38.37%	29,907	33.81%	74,005	30.54%
Median Age	58.90		55.90		52.80	
Average Age	54.30		51.80		49.30	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	39,743	88,445	242,332
White	37,943 95.47%	83,982 94.95%	214,793 88.64%
Black or African American	507 1.28%	1,052 1.19%	14,907 6.15%
American Indian and Alaska Native	74 0.19%	205 0.23%	651 0.27%
Asian	637 1.60%	1,387 1.57%	3,187 1.32%
Native Hawaiian and Pacific Islander	14 0.04%	41 0.05%	102 0.04%
Other Race	259 0.65%	978 1.11%	5,517 2.28%
Two or More Races	310 0.78%	799 0.90%	3,174 1.31%
2009 Population by Hispanic Origin	39,743	88,444	242,332
Not Hispanic or Latino	37,909 95.39%	83,670 94.60%	221,957 91.59%
Hispanic or Latino:	1,835 4.62%	4,774 5.40%	20,373 8.41%
Mexican	478 1.20%	1,426 1.61%	8,433 3.48%
Puerto Rican	308 0.77%	774 0.88%	2,820 1.16%
Cuban	275 0.69%	613 0.69%	2,638 1.09%
Other Hispanic or Latino	773 1.94%	1,961 2.22%	6,484 2.68%
2009 Age 5+ Language at Home	38,667	85,637	232,973
Speak Only English	34,739 89.84%	77,170 90.11%	207,310 88.98%
Speak Asian or Pacific Island	190 0.49%	584 0.68%	1,582 0.68%
Speak IndoEuropean	2,411 6.24%	4,886 5.71%	11,294 4.85%
Speak Spanish	1,100 2.84%	2,592 3.03%	11,756 5.05%
Speak Other Language	227 0.59%	405 0.47%	1,031 0.44%
2009 Median Age, Male	57.70	54.30	50.70
2009 Average Age, Male	53.00	50.20	47.70
Median Age, Female	59.80	57.20	54.70
Average Age, Female	55.40	53.10	50.80
2009 Population by Employment Status (Age 16+)	36,048	78,665	210,897
In Armed Forces	5 0.01%	5 0.01%	23 0.01%
Civilian, Employed	15,246 42.29%	36,774 46.75%	101,411 48.09%
Civilian, Unemployed	1,271 3.53%	3,083 3.92%	9,383 4.45%
Not In Labor Force	19,526 54.17%	38,803 49.33%	100,080 47.45%
2009 Population by Occupation Classification (Age 16+)	15,246	36,773	101,412
Blue Collar	2,007 13.16%	5,311 14.44%	16,683 16.45%
White Collar	10,306 67.60%	24,252 65.95%	63,135 62.26%
Service	2,933 19.24%	7,210 19.61%	21,594 21.29%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	36,310	79,401	213,145
Total, Never Married	5,471 15.07%	13,403 16.88%	42,366 19.88%
Married	22,144 60.99%	47,342 59.62%	120,329 56.45%
Widowed	4,306 11.86%	8,524 10.74%	22,506 10.56%
Divorced	4,389 12.09%	10,132 12.76%	27,944 13.11%
Males Divorced	1,487	3,275	9,862
Females Divorced	1,933	4,795	13,726
Males, Never Married	2,176	5,473	18,987
Females Never Married	1,831	4,489	14,758
2009 Population by Education	33,771	72,624	191,769
Less Than 9Th Grade	509 1.51%	1,315 1.81%	5,662 2.95%
Some High School, No Diploma	1,795 5.32%	4,081 5.62%	14,151 7.38%
High School Graduate (Includes Equivalency)	8,377 24.81%	19,201 26.44%	54,394 28.36%
Some College, No Degree	7,292 21.59%	15,797 21.75%	41,858 21.83%
Associate Degree	2,369 7.01%	5,335 7.35%	13,700 7.14%
Bachelor Degree	7,814 23.14%	16,233 22.35%	38,496 20.07%
Advanced Degrees	5,615 16.63%	10,662 14.68%	23,508 12.26%
2009 Population by Occupation (Age 16+)	18,178	43,983	123,007
Management, Business, & Financial	4,496 24.73%	10,409 23.67%	27,713 22.53%
Professional & Related Occupations	478 2.63%	1,166 2.65%	3,323 2.70%
Services	8,710 47.92%	21,685 49.30%	62,415 50.74%
Sales & Office	2,815 15.49%	6,486 14.75%	16,073 13.07%
Farming, Fishing, and Forestry	6 0.03%	55 0.13%	278 0.23%
Construction and Extraction, Maint	776 4.27%	1,997 4.54%	6,729 5.47%
Production & Transportation	897 4.93%	2,185 4.97%	6,476 5.26%
2009 Workers by Travel Time to Work (Age 16+)	15,251	36,779	101,434
Less Than 15 Minutes	4,779 31.34%	12,202 33.18%	33,705 33.23%
15 to 29 Minutes	6,603 43.30%	15,940 43.34%	43,485 42.87%
30 to 44 Minutes	2,468 16.18%	5,475 14.89%	15,161 14.95%
45 to 59 Minutes	497 3.26%	1,045 2.84%	3,157 3.11%
60+ Minutes	904 5.93%	2,117 5.76%	5,926 5.84%

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2014 Projection	21,603	46,319	119,740
2009 Estimate	19,782	43,015	113,615
2000 Census	16,174	36,060	101,310
Growth 2009 - 2014	9.20%	7.70%	5.40%
Growth 2000 - 2009	22.30%	19.30%	12.10%
2000 Households by HH Size	16,173	36,059	101,310
1-Person Households	5,519 34.12%	11,687 32.41%	32,375 31.96%
2-Person Households	7,732 47.81%	16,402 45.49%	43,985 43.42%
3-Person Households	1,497 9.26%	3,936 10.92%	11,737 11.59%
4-Person Households	988 6.11%	2,698 7.48%	8,307 8.20%
5-Person Households	327 2.02%	987 2.74%	3,268 3.23%
6-Person Households	86 0.53%	256 0.71%	1,079 1.07%
7 or more Person Households	24 0.15%	93 0.26%	559 0.55%
2009 Average Household Size	1.97	2.03	2.09
2009 Households by HH Income	19,783	43,016	113,617
Income Less than \$15,000	1,533 7.75%	3,056 7.10%	9,854 8.67%
Income: \$15,000 - \$24,999	1,434 7.25%	3,215 7.47%	9,888 8.70%
Income: \$25,000 - \$34,999	2,052 10.37%	4,719 10.97%	12,887 11.34%
Income: \$35,000 - \$49,999	2,872 14.52%	6,261 14.56%	17,508 15.41%
Income: \$50,000 - \$74,999	4,165 21.05%	9,239 21.48%	24,960 21.97%
Income: \$75,000 - \$99,999	2,542 12.85%	5,671 13.18%	14,326 12.61%
Income: \$100,000 - \$149,999	2,441 12.34%	5,330 12.39%	12,352 10.87%
Income: \$150,000 - \$249,999	1,792 9.06%	3,684 8.56%	7,954 7.00%
Income: \$250,000 - \$499,999	722 3.65%	1,353 3.15%	2,861 2.52%
Income: \$500,000 or more	230 1.16%	488 1.13%	1,027 0.90%
2009 Avg Household Income	\$90,900	\$88,554	\$80,150
2009 Med Household Income	\$61,758	\$61,439	\$55,952
2009 Per Capita Income	\$45,809	\$43,121	\$37,949
2009 Occupied Housing	19,782	43,015	113,616
Owner Occupied	14,871 75.17%	33,377 77.59%	85,120 74.92%
Renter Occupied	4,911 24.83%	9,638 22.41%	28,496 25.08%

Demographic Detail Report

Pelican Plaza

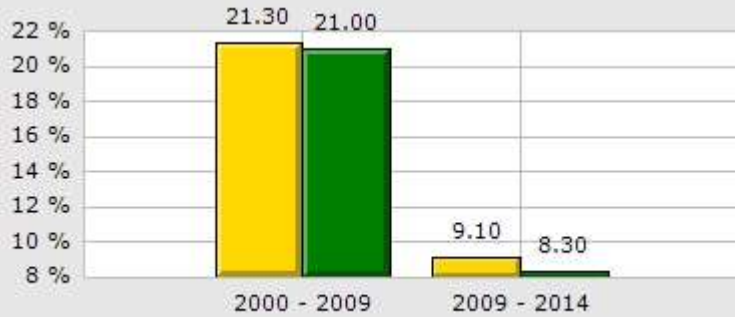
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	14,871		33,378		85,119	
Value Less than \$20,000	385	2.59%	694	2.08%	1,563	1.84%
Value \$20,000 - \$39,999	387	2.60%	837	2.51%	2,786	3.27%
Value \$40,000 - \$59,999	304	2.04%	778	2.33%	2,963	3.48%
Value \$60,000 - \$79,999	370	2.49%	1,077	3.23%	3,785	4.45%
Value \$80,000 - \$99,999	661	4.44%	2,153	6.45%	6,801	7.99%
Value \$100,000 - \$149,999	2,453	16.50%	6,637	19.88%	20,535	24.13%
Value \$150,000 - \$199,999	2,193	14.75%	4,998	14.97%	13,841	16.26%
Value \$200,000 - \$299,999	3,123	21.00%	6,492	19.45%	13,429	15.78%
Value \$300,000 - \$399,999	1,886	12.68%	3,394	10.17%	6,492	7.63%
Value \$400,000 - \$499,999	1,025	6.89%	1,920	5.75%	3,646	4.28%
Value \$500,000 - \$749,999	1,082	7.28%	2,234	6.69%	4,489	5.27%
Value \$750,000 - \$999,999	627	4.22%	1,433	4.29%	3,080	3.62%
Value \$1,000,000 or more	375	2.52%	731	2.19%	1,709	2.01%
2009 Med Housing Val-Owner Occupied	\$219,953		\$195,774		\$166,877	
2000 Housing Units by Units in Structure	20,618		45,376		122,602	
1 Unit Attached	1,644	7.97%	4,020	8.86%	9,717	7.93%
1 Unit Detached	9,394	45.56%	22,857	50.37%	65,592	53.50%
2 Units	687	3.33%	1,509	3.33%	4,013	3.27%
3 - 19 Units	3,799	18.43%	6,589	14.52%	15,959	13.02%
20 - 49 Units	1,779	8.63%	3,617	7.97%	7,539	6.15%
50 or more Units	1,519	7.37%	3,312	7.30%	8,926	7.28%
Mobile Home or Trailer	1,784	8.65%	3,436	7.57%	10,761	8.78%
Boat, RV, Van, Etc.	12	0.06%	36	0.08%	95	0.08%
2009 Housing Units by Yr Built	25,958		55,725		142,058	
Built 1999 to Present	6,750	26.00%	12,038	21.60%	22,469	15.82%
Built 1995 to 1998	2,319	8.93%	3,702	6.64%	7,735	5.44%
Built 1990 to 1994	2,096	8.07%	3,858	6.92%	9,548	6.72%
Built 1980 to 1989	4,770	18.38%	11,974	21.49%	30,687	21.60%
Built 1970 to 1979	5,853	22.55%	13,384	24.02%	35,475	24.97%
Built 1960 to 1969	2,694	10.38%	6,251	11.22%	18,013	12.68%
Built 1950 to 1959	1,182	4.55%	3,384	6.07%	12,111	8.53%
Built 1940 to 1949	193	0.74%	629	1.13%	3,082	2.17%
Built 1939 or Earlier	101	0.39%	505	0.91%	2,938	2.07%
2009 Median Year Built	1986		1983		1980	

Pelican Plaza

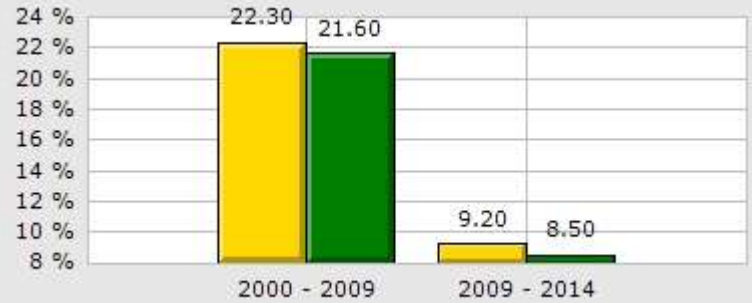
Type: **Shopping Center/Community Center**
 County: **Sarasota**

3 Mile
 County

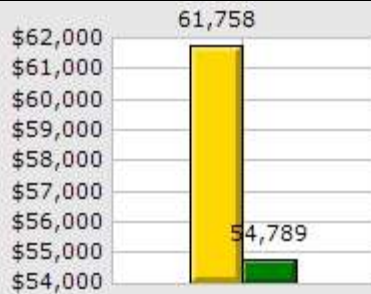
Population Growth



Household Growth



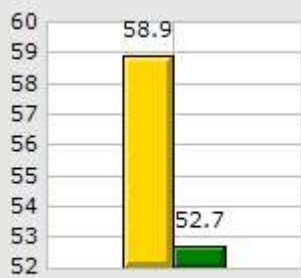
2009 Med Household Inc



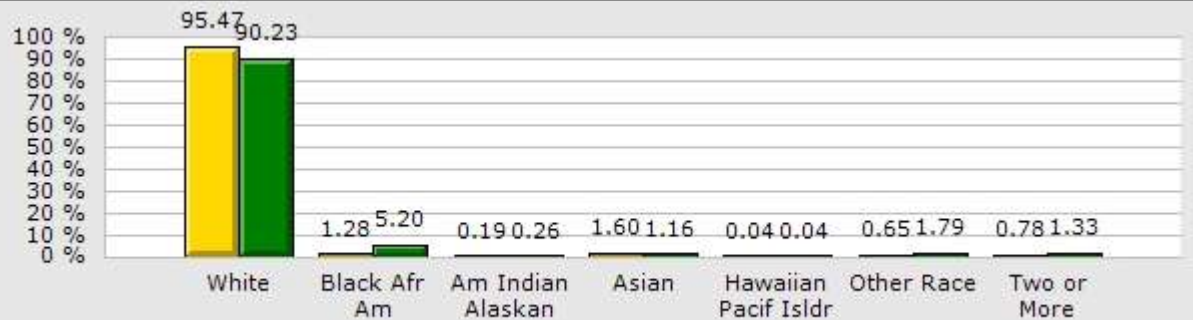
2009 Households by Household Income



2009 Median Age



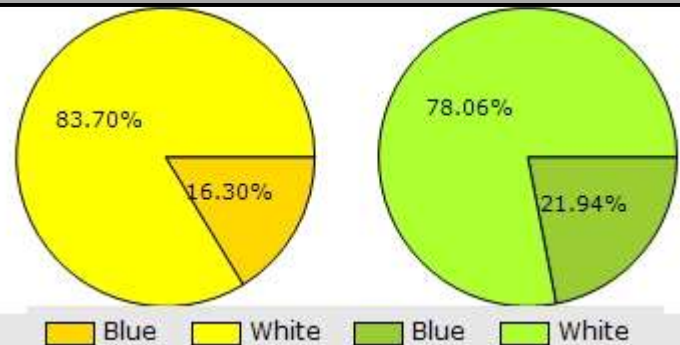
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Pelican Plaza

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

	3 Mile		County	
Population				
Growth 2000 - 2009	21.30%		21.00%	
Growth 2009 - 2014	9.10%		8.30%	
2009 Blue Collar	2,007	16.30%	27,319	21.94%
2009 White Collar	10,306	83.70%	97,189	78.06%
2009 Population By Race				
	39,744		394,369	
White	37,943	95.47%	355,851	90.23%
Black Afr Am	507	1.28%	20,489	5.20%
Am Indian Alaskan	74	0.19%	1,016	0.26%
Asian	637	1.60%	4,567	1.16%
Hawaiian Pacif Islldr	14	0.04%	151	0.04%
Other Race	259	0.65%	7,051	1.79%
Two or More	310	0.78%	5,244	1.33%
Households				
Growth 2000 - 2009	22.30%		21.60%	
Growth 2009 - 2014	9.20%		8.50%	
Renter Occupied	4,911	24.83%	38,819	21.29%
Owner Occupied	14,871	75.17%	143,478	78.71%
2009 Households by HH Income				
	19,783		182,297	
Income < \$35,000	5,019	25.37%	52,064	28.56%
Income \$35,000 - \$74,999	7,037	35.57%	71,745	39.36%
Income \$75,000 - \$149,999	4,983	25.19%	41,959	23.02%
Income \$150,000 - \$249,999	1,792	9.06%	11,370	6.24%
Income \$250,000+	952	4.81%	5,159	2.83%
2009 Median Household Income	\$61,758		\$54,789	
2009 Median Age	58.90		52.70	



Consumer Spending Report

Pelican Plaza

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$969,963	\$2,062,958	\$4,923,058
Total Apparel	\$32,100	\$68,470	\$165,168
Women's Apparel	13,887	29,352	70,251
Men's Apparel	7,848	16,722	40,160
Girl's Apparel	2,519	5,548	13,587
Boy's Apparel	1,965	4,319	10,583
Infant Apparel	1,923	4,216	10,415
Footwear (excl. Infants)	4,999	10,704	25,767
Other Apparel Prod/Services	3,958	8,314	20,172
Total Entertainment	\$88,407	\$186,920	\$447,621
Sports and Recreation	3,449	7,514	18,165
TV, Radio and Sound Equipment	30,444	64,731	154,797
Reading Materials	4,429	9,288	22,164
Travel	48,987	103,031	246,793
Photographic Equipment	1,098	2,355	5,703
Total Food At Home	\$78,736	\$167,171	\$400,883
Cereal Products	4,748	10,138	24,408
Bread & Bakery Products	10,534	22,379	53,584
Seafood	4,180	8,769	21,043
Meat/Poultry/Fish/Eggs	26,556	56,548	135,484
Dairy Products	12,703	27,073	64,948
Fruits and Vegetables	20,015	42,263	101,416
Total Food Away From Home	\$77,708	\$165,349	\$396,640
Breakfast and Brunch	7,420	15,741	37,931
Dinner	36,187	76,882	184,399
Lunch	26,091	55,605	132,862
Snacks and Non Alcoholic Bev	5,367	11,637	28,344
Catered Affairs	2,642	5,485	13,103

Consumer Spending Report

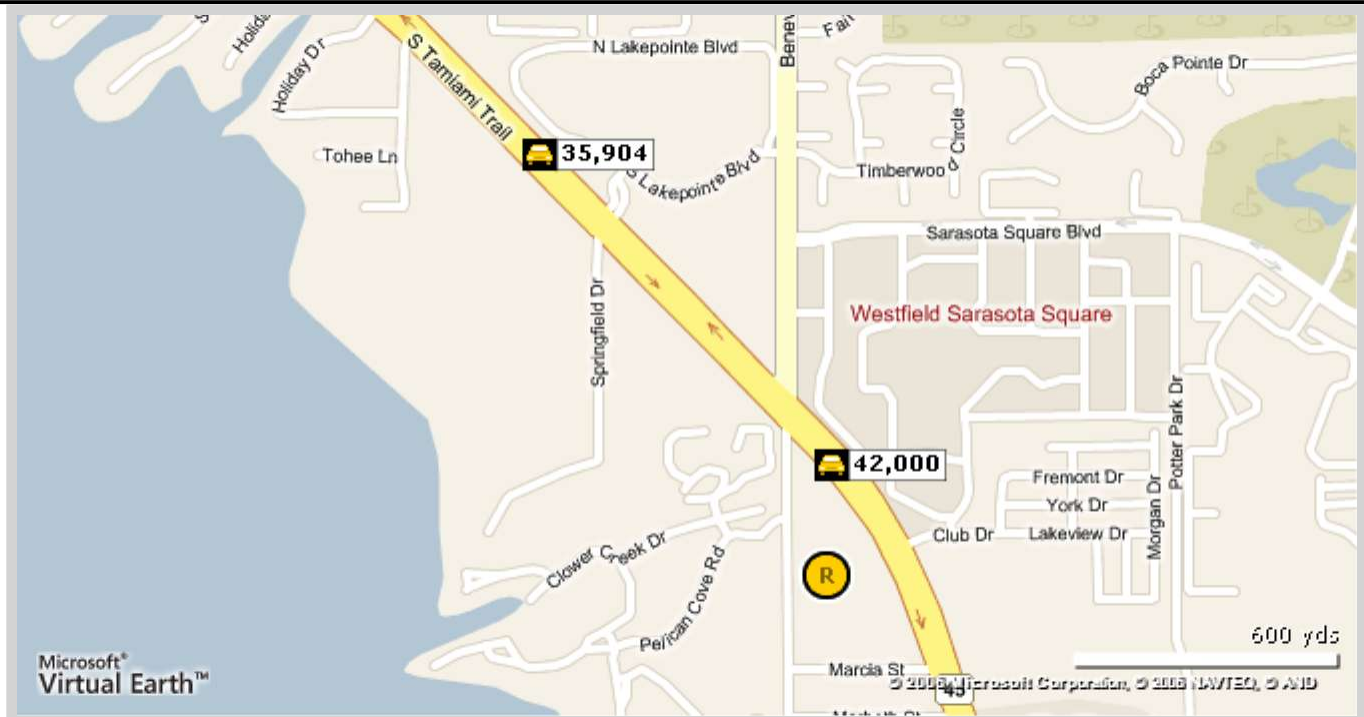
Pelican Plaza			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$13,725	\$29,305	\$71,570
Alcoholic Bev. at Home	8,241	17,500	42,396
Alcoholic Bev. away from Home	5,484	11,805	29,174
Total Furniture/Appliances	\$93,210	\$197,471	\$472,637
Bedroom Furniture	5,209	11,022	26,688
Living Room Furniture	8,105	17,067	40,935
Other Living & Family Room Furniture	2,275	4,791	11,348
Other Furniture	854	1,822	4,348
Major Appliances	8,077	17,119	40,421
Small Appliances	19,061	40,543	97,395
Misc Household Equipment	49,631	105,108	251,501
Total Transportation/Maint.	\$480,519	\$1,024,704	\$2,434,595
New Autos/Trucks/Vans	69,497	145,904	343,903
Used Vehicles	50,380	109,101	260,371
Purchase of RVs or Boats	8,027	17,203	39,602
Gasoline	65,657	141,031	335,651
Diesel Fuel	1,323	2,851	6,491
Automotive Maintenance/Repair	24,364	51,636	122,873
Transportation	261,271	556,976	1,325,704
Total Health Care	\$48,523	\$101,218	\$237,391
Medical Services	26,143	54,962	130,030
Prescription Drugs	17,853	36,820	85,095
Medical Supplies	4,527	9,436	22,266
Total Education/Day Care	\$63,817	\$137,890	\$335,923
Education	28,223	60,945	148,459
Room and Board	3,821	7,941	18,183
Tuition/School Supplies	25,236	54,512	132,881
Day Care, Nursery & Preschool	6,537	14,493	36,400

Pelican Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,141	15,736	7
Total Retail	552	6,408	12
Home Improvement Stores	32	212	7
General Merchandise Stores	14	924	66
Food Stores	39	1,089	28
Auto Dealers and Gas Stations	45	792	18
Apparel and Accessory Stores	66	484	7
Furniture and Home Furnishings	67	450	7
Eating and Drinking Places	132	1,764	13
Miscellaneous Retail Stores	157	693	4
Finance-Insurance-Real Estate	288	1,310	5
Banks, Saving and Lending Inst.	44	226	5
Security Brokers and Investments	37	101	3
Insurance Carriers and Agencies	38	142	4
Real Estate-Trust-Holding Co.	169	841	5
Services	832	5,562	7
Hotels and Lodging	18	133	7
Motion Picture and Amusement	65	636	10
Health Services	134	1,887	14
Legal Services	7	11	2
Educational Services	15	500	33
Auto Services	43	198	5
Other Services	550	2,197	4
Agriculture/Mining	66	172	3
Construction	209	847	4
Manufacturing	53	296	6
Transportation, Comm./Pub Util.	65	116	2
Wholesale Trade	67	878	13
Government	9	147	16
Daytime Population	15,736		
Daytime Population/Business	7		
Residential Population	39,743		
Residential Population/Business	19		

Traffic Count Report

Pelican Plaza



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	S Tamiami Trl	Tamiami Trl	0.11 NW	2005	42,000	AADT	.14
2	Tamiami Trl	Springfield Dr	0.13 SE	2005	35,904	AADT	.67