

Demographic Summary Report

Shoppes of Lakeland

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	51,230		121,494		249,297	
2011 Estimate	50,001		117,684		240,952	
2010 Census	49,840		116,887		238,995	
Growth 2011 - 2016	2.50%		3.20%		3.50%	
Growth 2010 - 2011	0.30%		0.70%		0.80%	
2011 Population by Hispanic Origin	7,175		17,842		33,871	
2011 Population By Race	50,001		117,684		240,952	
White	30,973	61.94%	83,127	70.64%	186,703	77.49%
Black or African American	14,268	28.54%	23,475	19.95%	32,982	13.69%
American Indian and Alaska Native	166	0.33%	533	0.45%	1,009	0.42%
Asian	986	1.97%	1,953	1.66%	4,041	1.68%
Native Hawaiian and Pacific Islander	40	0.08%	74	0.06%	144	0.06%
Other Race	2,248	4.50%	5,385	4.58%	10,075	4.18%
Two or More Races	1,319	2.64%	3,139	2.67%	5,998	2.49%
Households						
2016 Projection	20,356		46,776		96,329	
2011 Estimate	19,985		45,643		93,633	
2010 Census	19,925		45,364		92,897	
Growth 2011 - 2016	1.90%		2.50%		2.90%	
Growth 2010 - 2011	0.30%		0.60%		0.80%	
Owner Occupied	10,828	54.18%	27,443	60.13%	62,409	66.65%
Renter Occupied	9,156	45.81%	18,201	39.88%	31,224	33.35%
2011 Households by HH Income	19,985		45,642		93,633	
Income Less Than \$15,000	3,587	17.95%	7,874	17.25%	13,810	14.75%
Income: \$15,000 - \$24,999	2,757	13.80%	6,550	14.35%	12,671	13.53%
Income: \$25,000 - \$34,999	3,092	15.47%	6,476	14.19%	12,264	13.10%
Income: \$35,000 - \$49,999	3,797	19.00%	8,234	18.04%	16,315	17.42%
Income: \$50,000 - \$74,999	3,575	17.89%	8,077	17.70%	17,410	18.59%
Income: \$75,000 - \$99,999	1,593	7.97%	4,054	8.88%	9,558	10.21%
Income: \$100,000 - \$149,999	1,078	5.39%	3,114	6.82%	7,657	8.18%
Income: \$150,000 - \$199,999	286	1.43%	739	1.62%	2,245	2.40%
Income: \$200,000+	220	1.10%	524	1.15%	1,703	1.82%
2011 Avg Household Income	\$47,575		\$49,788		\$55,666	
2011 Med Household Income	\$36,550		\$37,584		\$41,107	
2011 Per Capita Income	\$19,712		\$20,134		\$22,270	

Demographic Detail Report

Shoppes of Lakeland

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	51,230		121,494		249,297	
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2010 Census	49,840		116,887		238,995	
Growth 2011 - 2016	2.50%		3.20%		3.50%	
Growth 2010 - 2011	0.30%		0.70%		0.80%	
2011 Population by Age						
	50,001		117,684		240,952	
Age 0 - 4	3,447	6.89%	7,912	6.72%	14,994	6.22%
Age 5 - 9	3,244	6.49%	7,569	6.43%	15,071	6.25%
Age 10 - 14	3,089	6.18%	7,559	6.42%	15,442	6.41%
Age 15 - 19	3,094	6.19%	8,179	6.95%	16,565	6.87%
Age 20 - 24	3,330	6.66%	8,181	6.95%	15,861	6.58%
Age 25 - 34	6,432	12.86%	14,594	12.40%	28,137	11.68%
Age 35 - 44	5,534	11.07%	14,109	11.99%	28,774	11.94%
Age 45 - 49	2,920	5.84%	7,615	6.47%	16,273	6.75%
Age 50 - 54	2,991	5.98%	7,652	6.50%	16,234	6.74%
Age 55 - 59	2,875	5.75%	7,091	6.03%	15,260	6.33%
Age 60 - 64	2,749	5.50%	6,523	5.54%	14,698	6.10%
Age 65 - 74	4,871	9.74%	10,748	9.13%	23,699	9.84%
Age 75 - 84	3,738	7.48%	7,022	5.97%	14,594	6.06%
Age 85 and over	1,685	3.37%	2,930	2.49%	5,349	2.22%
Age 65 and over	10,294	20.59%	20,700	17.59%	43,642	18.11%
Median Age	39.20		38.40		40.10	
Average Age	40.60		39.40		40.20	

Demographic Detail Report

Shoppes of Lakeland

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2011 Population By Race	50,001	117,684	240,952
White	30,973 61.94%	83,127 70.64%	186,703 77.49%
Black or African American	14,268 28.54%	23,475 19.95%	32,982 13.69%
American Indian and Alaska Native	166 0.33%	533 0.45%	1,009 0.42%
Asian	986 1.97%	1,953 1.66%	4,041 1.68%
Native Hawaiian and Pacific Islander	40 0.08%	74 0.06%	144 0.06%
Other Race	2,248 4.50%	5,385 4.58%	10,075 4.18%
Two or More Races	1,319 2.64%	3,139 2.67%	5,998 2.49%
2011 Population by Hispanic Origin	50,000	117,686	240,952
Not Hispanic or Latino	42,825 85.65%	99,844 84.84%	207,081 85.94%
Hispanic or Latino	7,175 14.35%	17,842 15.16%	33,871 14.06%
2011 Age 5+ Language at Home	42,741	105,362	215,976
Speak Only English	37,245 87.14%	91,175 86.53%	188,173 87.13%
Speak Asian or Pacific Island	301 0.70%	1,168 1.11%	2,152 1.00%
Speak IndoEuropean	1,202 2.81%	2,120 2.01%	4,392 2.03%
Speak Spanish	3,545 8.29%	10,340 9.81%	20,449 9.47%
Speak Other Language	448 1.05%	559 0.53%	810 0.38%
2011 Median Age, Male	37.00	37.10	38.70
2011 Average Age, Male	39.00	38.20	39.10
Median Age, Female	41.30	39.70	41.40
Average Age, Female	42.10	40.50	41.20
2011 Population by Occupation Classification (Age 16+)	19,219	49,156	103,134
Blue Collar	5,119 26.64%	13,542 27.55%	26,703 25.89%
White Collar	10,411 54.17%	26,742 54.40%	59,560 57.75%
Service	3,689 19.19%	8,872 18.05%	16,871 16.36%
2011 Population by Marital Status (Age 15+)	37,201	90,426	184,628
Total, Never Married	9,659 25.96%	23,403 25.88%	43,263 23.43%
Married	19,571 52.61%	49,552 54.80%	107,567 58.26%
Widowed	3,560 9.57%	6,882 7.61%	13,213 7.16%
Divorced	4,411 11.86%	10,589 11.71%	20,585 11.15%

Demographic Detail Report

Shoppes of Lakeland

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	30,849	73,807	153,924
Less Than 9th Grade	1,502 4.87%	3,537 4.79%	6,307 4.10%
Some High School, No Diploma	4,136 13.41%	9,753 13.21%	17,589 11.43%
High School Grad (Incl Equivalency)	11,718 37.99%	27,523 37.29%	55,975 36.37%
Some College, No Degree	6,305 20.44%	15,175 20.56%	31,355 20.37%
Associate Degree	2,473 8.02%	6,063 8.21%	12,729 8.27%
Bachelor Degree	3,078 9.98%	8,079 10.95%	20,084 13.05%
Advanced Degrees	1,637 5.31%	3,677 4.98%	9,885 6.42%
2011 Population by Occupation (Age 16+)	22,909	58,028	120,007
Management, Business, & Financial	5,427 23.69%	13,707 23.62%	30,859 25.71%
Professional & Related Occupations	637 2.78%	1,684 2.90%	3,470 2.89%
Services	10,306 44.99%	25,523 43.98%	51,240 42.70%
Sales & Office	2,028 8.85%	5,395 9.30%	11,695 9.75%
Farming, Fishing, and Forestry	120 0.52%	267 0.46%	626 0.52%
Construction and Extraction, Maint	1,248 5.45%	3,686 6.35%	7,824 6.52%
Production & Transportation	3,143 13.72%	7,766 13.38%	14,293 11.91%
2011 Workers by Travel Time to Work (Age 16+)	19,850	50,037	103,600
Less Than 15 Minutes	5,252 26.46%	13,027 26.03%	26,517 25.60%
15 to 29 Minutes	7,142 35.98%	18,377 36.73%	40,380 38.98%
30 to 44 Minutes	3,141 15.82%	8,198 16.38%	17,387 16.78%
45 to 59 Minutes	1,714 8.63%	3,817 7.63%	6,786 6.55%
60+ Minutes	2,601 13.10%	6,618 13.23%	12,530 12.09%
2000 Households by HH Size	19,924	45,364	92,898
1-Person Households	5,733 28.77%	12,414 27.37%	23,776 25.59%
2-Person Households	7,199 36.13%	15,960 35.18%	34,253 36.87%
3-Person Households	2,919 14.65%	6,909 15.23%	14,249 15.34%
4-Person Households	2,084 10.46%	5,229 11.53%	11,034 11.88%
5-Person Households	1,086 5.45%	2,751 6.06%	5,553 5.98%
6-Person Households	510 2.56%	1,202 2.65%	2,325 2.50%
7 or more Person Households	393 1.97%	899 1.98%	1,708 1.84%
2011 Average Household Size	2.44	2.51	2.53

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Growth 2010 - 2011	0.30%	0.60%	0.80%
2011 Households by HH Income	19,985	45,642	93,633
Income: Less than \$15,000	3,587 17.95%	7,874 17.25%	13,810 14.75%
Income: \$15,000 - \$24,999	2,757 13.80%	6,550 14.35%	12,671 13.53%
Income: \$25,000 - \$34,999	3,092 15.47%	6,476 14.19%	12,264 13.10%
Income: \$35,000 - \$49,999	3,797 19.00%	8,234 18.04%	16,315 17.42%
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Income: \$150,000 - \$199,999	286 1.43%	739 1.62%	2,245 2.40%
Income: \$200,000+	220 1.10%	524 1.15%	1,703 1.82%
2011 Avg Household Income	\$47,575	\$49,788	\$55,666
2011 Med Household Income	\$36,550	\$37,584	\$41,107
2011 Per Capita Income	\$19,712	\$20,134	\$22,270
2011 Occupied Housing	19,984	45,644	93,633
Owner Occupied	10,828 54.18%	27,443 60.12%	62,409 66.65%
Renter Occupied	9,156 45.82%	18,201 39.88%	31,224 33.35%
2000 Housing Units	21,929	52,823	106,979
1 Unit Attached	574 2.62%	1,099 2.08%	2,610 2.44%
1 Unit Detached	11,076 50.51%	28,075 53.15%	58,605 54.78%
2 Units	790 3.60%	2,718 5.15%	4,863 4.55%
3 - 19 Units	4,169 19.01%	6,372 12.06%	9,926 9.28%
20 - 49 Units	757 3.45%	1,047 1.98%	1,335 1.25%
50 or more Units	777 3.54%	1,671 3.16%	2,172 2.03%
Mobile Home or Trailer	3,745 17.08%	11,744 22.23%	27,310 25.53%
Boat, RV, Van, Etc.	41 0.19%	97 0.18%	158 0.15%

Demographic Detail Report

Shoppes of Lakeland

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	10,658		28,166		64,803	
Value Less than \$20,000	680	6.38%	2,445	8.68%	4,157	6.41%
Value \$20,000 - \$39,999	600	5.63%	1,631	5.79%	3,911	6.04%
Value \$40,000 - \$59,999	583	5.47%	1,639	5.82%	4,299	6.63%
Value \$60,000 - \$79,999	990	9.29%	2,040	7.24%	4,567	7.05%
Value \$80,000 - \$99,999	1,316	12.35%	2,922	10.37%	5,956	9.19%
Value \$100,000 - \$149,999	2,384	22.37%	5,515	19.58%	12,045	18.59%
Value \$150,000 - \$199,999	2,012	18.88%	4,856	17.24%	10,963	16.92%
Value \$200,000 - \$299,999	1,503	14.10%	5,157	18.31%	11,874	18.32%
Value \$300,000 - \$399,999	364	3.42%	1,054	3.74%	3,547	5.47%
Value \$400,000 - \$499,999	142	1.33%	485	1.72%	1,617	2.50%
Value \$500,000 - \$749,999	29	0.27%	264	0.94%	1,234	1.90%
Value \$750,000 - \$999,999	37	0.35%	101	0.36%	408	0.63%
Value \$1,000,000 or more	18	0.17%	57	0.20%	225	0.35%
2011 Med Housing Val-Owner Occupied	\$120,150		\$128,262		\$138,570	
2011 Housing Units by Yr Built	21,928		52,824		106,981	
Built 2005 to Present	1,028	4.69%	2,403	4.55%	4,380	4.09%
Built 2000 to 2004	3,125	14.25%	6,288	11.90%	11,716	10.95%
Built 1990 to 1999	4,079	18.60%	8,684	16.44%	19,468	18.20%
Built 1980 to 1989	4,842	22.08%	11,246	21.29%	23,992	22.43%
Built 1970 to 1979	3,644	16.62%	9,253	17.52%	21,204	19.82%
Built 1960 to 1969	2,367	10.79%	5,865	11.10%	11,436	10.69%
Built 1950 to 1959	1,419	6.47%	3,782	7.16%	7,434	6.95%
Built 1940 to 1949	769	3.51%	2,235	4.23%	3,116	2.91%
Built 1939 or Earlier	655	2.99%	3,068	5.81%	4,235	3.96%
2011 Median Year Built	1984		1982		1983	

Demographic Market Comparison Report

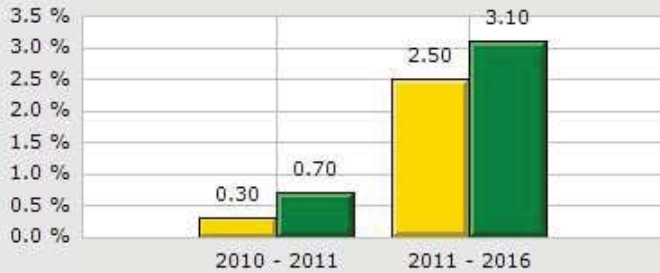
3 mile radius

Shoppes of Lakeland

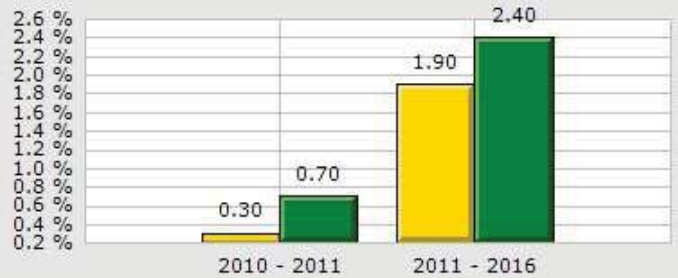
Type: Shopping Center/Power Center
 County: Polk

3 Mile
 County

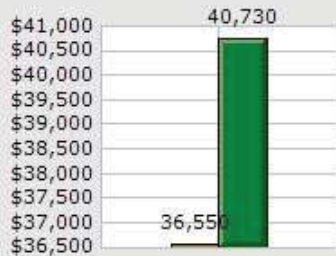
Population Growth



Household Growth



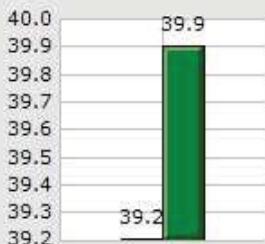
2011 Med Household Inc



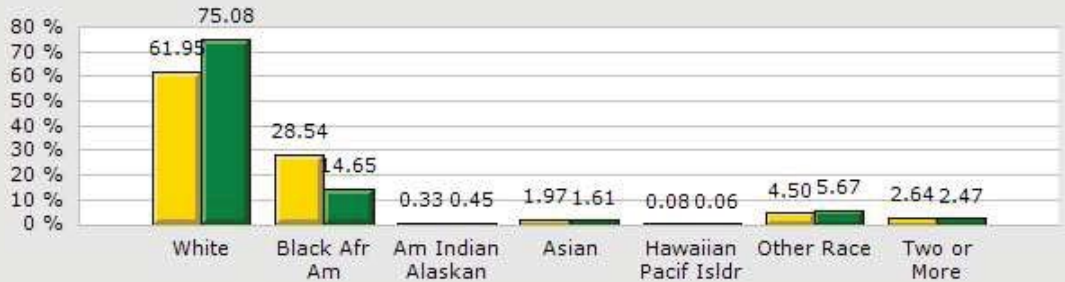
2011 Households by Household Income



2011 Median Age



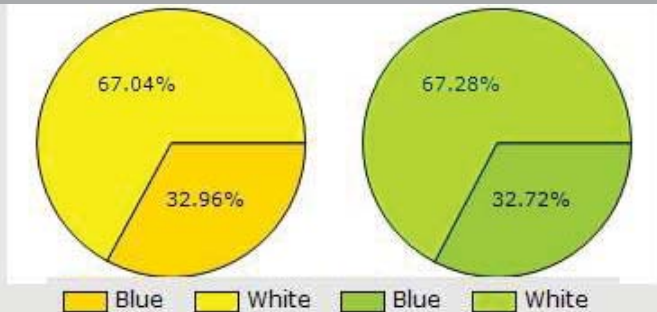
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Shoppes of Lakeland

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.30%		0.70%	
Growth 2011 - 2016	2.50%		3.10%	
2011 Blue Collar	5,119	32.96%	64,872	32.72%
2011 White Collar	10,411	67.04%	133,389	67.28%
2011 Population By Race				
	50,000		606,019	
White	30,973	61.95%	455,029	75.08%
Black Afr Am	14,268	28.54%	88,772	14.65%
Am Indian Alaskan	166	0.33%	2,743	0.45%
Asian	986	1.97%	9,737	1.61%
Hawaiian Pacif Islldr	40	0.08%	361	0.06%
Other Race	2,248	4.50%	34,388	5.67%
Two or More	1,319	2.64%	14,989	2.47%
Households				
Growth 2010 - 2011	0.30%		0.70%	
Growth 2011 - 2016	1.90%		2.40%	
Renter Occupied	9,156	45.82%	70,630	30.84%
Owner Occupied	10,828	54.18%	158,368	69.16%
2011 Households by HH Income				
	19,985		228,997	
Income < \$35,000	9,436	47.22%	95,004	41.49%
Income \$35,000 - \$74,999	7,372	36.89%	84,853	37.05%
Income \$75,000 - \$149,999	2,671	13.37%	40,563	17.71%
Income \$150,000 - \$199,999	286	1.43%	4,682	2.04%
Income \$200,000+	220	1.10%	3,895	1.70%
2011 Median Household Income	\$36,550		\$40,730	
2011 Median Age	39.20		39.90	

Consumer Spending Report

Shoppes of Lakeland

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$519,497	\$1,245,131	\$2,841,621
Total Apparel	\$20,197	\$48,173	\$109,326
Women's Apparel	7,045	16,742	38,326
Men's Apparel	4,059	9,703	22,137
Girl's Apparel	1,524	3,719	8,407
Boy's Apparel	1,223	2,965	6,641
Infant Apparel	1,321	3,182	7,087
Footwear (excl. Infants)	2,852	6,806	15,372
Other Apparel Prod/Services	2,172	5,056	11,356
Total Entertainment	\$46,793	\$111,653	\$258,246
Sports and Recreation	1,915	4,693	10,799
TV, Radio and Sound Equipment	17,596	41,899	94,907
Reading Materials	2,136	5,064	11,736
Travel	24,586	58,654	137,724
Photographic Equipment	559	1,343	3,080
Total Food At Home	\$43,433	\$103,164	\$234,125
Cereal Products	2,645	6,292	14,227
Bread & Bakery Products	5,822	13,898	31,578
Seafood	2,191	5,142	11,764
Meat/Poultry/Fish/Eggs	14,760	35,048	79,222
Dairy Products	7,039	16,814	38,142
Fruits and Vegetables	10,976	25,970	59,194
Total Food Away From Home	\$42,371	\$101,023	\$229,602
Breakfast and Brunch	4,052	9,625	21,829
Dinner	19,704	46,933	106,883
Lunch	14,256	34,028	77,069
Snacks and Non Alcoholic Bev	3,088	7,399	16,735
Catered Affairs	1,270	3,038	7,086

Consumer Spending Report

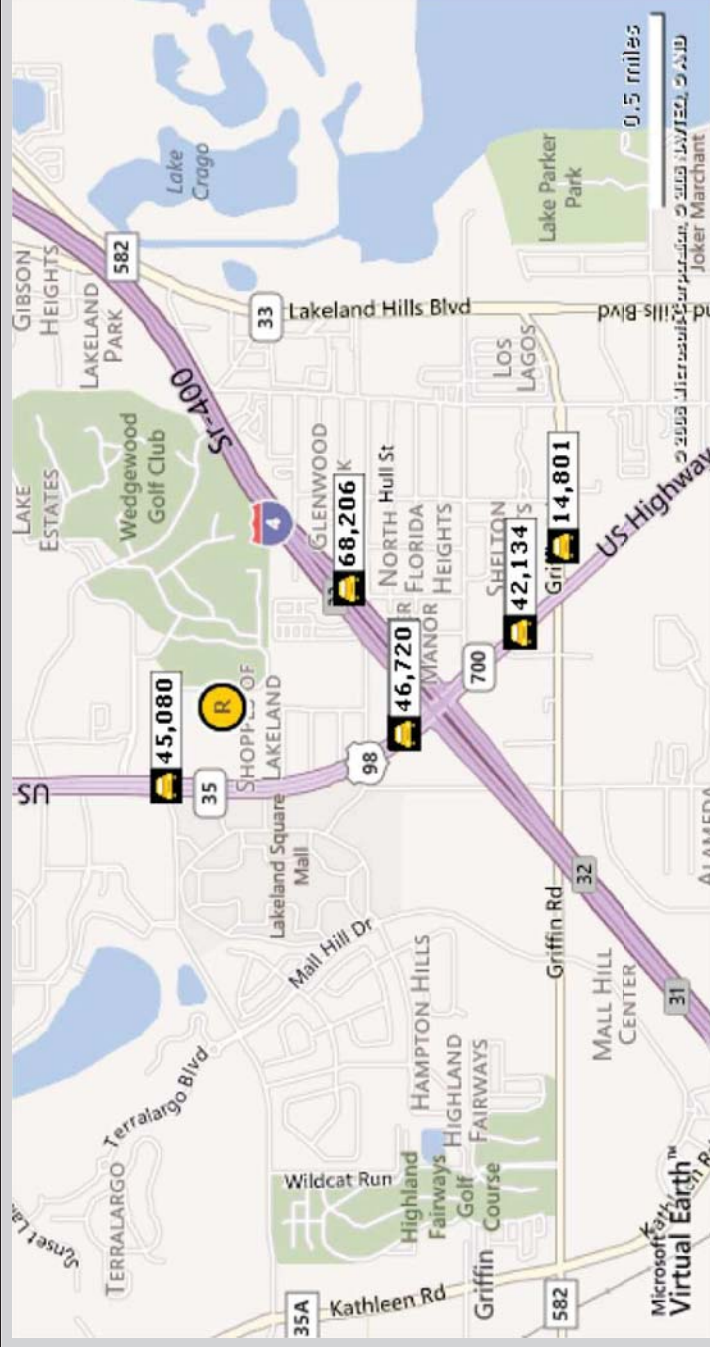
Shoppes of Lakeland

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$7,886	\$18,573	\$42,094
Alcoholic Bev. at Home	4,616	10,869	24,770
Alcoholic Bev. away from Home	3,270	7,704	17,324
Total Furniture/Appliances	\$46,004	\$110,523	\$254,862
Bedroom Furniture	2,585	6,159	14,074
Living Room Furniture	3,882	9,302	21,489
Other Living & Family Room Furniture	1,061	2,565	5,969
Other Furniture	477	1,163	2,730
Major Appliances	4,202	10,180	23,568
Small Appliances & Housewares	9,387	22,536	51,805
Misc Household Equipment	24,409	58,619	135,228
Total Transportation/Maint.	\$119,172	\$286,962	\$652,900
New Autos/Trucks/Vans	30,641	73,732	170,798
Used Vehicles	29,876	72,055	161,596
Purchase of RVs or Boats	3,802	9,278	22,019
Gasoline	40,821	98,331	221,663
Diesel Fuel	741	1,884	4,353
Automotive Maintenance/Repair	13,291	31,681	72,472
Total Health Care	\$23,470	\$55,739	\$128,193
Medical Services	13,235	31,580	72,836
Prescription Drugs	7,946	18,768	42,901
Medical Supplies	2,289	5,391	12,456
Total Education/Day Care	\$36,012	\$87,014	\$198,769
Education	15,868	38,288	87,389
Room and Board	1,771	4,283	10,040
Tuition/School Supplies	13,875	33,498	76,483
Day Care, Nursery & Preschool	4,498	10,944	24,857

Shoppes of Lakeland

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,529	25,440	17
Total Retail	446	6,669	15
Home Improvement Stores	20	218	11
General Merchandise Stores	16	1,353	85
Food Stores	49	887	18
Auto Dealers and Gas Stations	58	639	11
Apparel and Accessory Stores	43	391	9
Furniture and Home Furnishings	35	342	10
Eating and Drinking Places	112	2,194	20
Miscellaneous Retail Stores	113	645	6
Finance-Insurance-Real Estate	126	533	4
Banks, Saving and Lending Inst.	33	125	4
Security Brokers and Investments	9	8	1
Insurance Carriers and Agencies	25	179	7
Real Estate-Trust-Holding Co.	59	221	4
Services	655	14,644	22
Hotels and Lodging	23	330	14
Motion Picture and Amusement	42	232	6
Health Services	116	10,191	88
Legal Services	6	67	11
Educational Services	28	1,032	37
Auto Services	50	233	5
Other Services	390	2,559	7
Agriculture/Mining	28	57	2
Construction	120	510	4
Manufacturing	20	345	17
Transportation, Comm./Pub Util.	49	1,052	21
Wholesale Trade	64	1,195	19
Government	21	435	21
Daytime Population	25,440		
Daytime Population/Business	17		

Shoppes of Lakeland



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Bartow Rd	Pioneer Trl Lp	0.02 S	2010	45,080	MPSI	.25
2 I-4	Bartow Rd	0.38 SW	2010	68,206	MPSI	.46
3 N Florida	Hanley Rd	0.03 NW	2005	46,000	AADT	.48
4 Bartow Rd	Hanley Rd	0.05 NW	2010	46,720	MPSI	.48
5 N Florida	I-4	0.28 NW	2005	42,000	AADT	.80
6 Bartow Rd	Pyramid Park Way	0.05 NW	2010	42,134	MPSI	.81
7 Griffin Rd	Bartow Rd	0.11 W	2010	14,801	MPSI	.99