

Demographic Summary Report

The Shops on Lane Avenue

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	125,358		308,642		938,179	
2011 Estimate	121,625		299,898		906,954	
2010 Census	121,204		298,862		901,271	
Growth 2011 - 2016	3.10%		2.90%		3.40%	
Growth 2010 - 2011	0.30%		0.30%		0.60%	
2011 Population by Hispanic Origin	4,215		13,058		48,964	
2011 Population By Race	121,625		299,898		906,954	
White	104,496	85.92%	229,804	76.63%	627,956	69.24%
Black or African American	4,692	3.86%	40,227	13.41%	185,372	20.44%
American Indian and Alaska Native	241	0.20%	742	0.25%	2,325	0.26%
Asian	8,030	6.60%	14,377	4.79%	39,300	4.33%
Native Hawaiian and Pacific Islander	35	0.03%	208	0.07%	616	0.07%
Other Race	1,695	1.39%	6,154	2.05%	24,365	2.69%
Two or More Races	2,436	2.00%	8,384	2.80%	27,021	2.98%
Households						
2016 Projection	52,973		133,356		386,637	
2011 Estimate	51,481		129,469		373,607	
2010 Census	51,346		128,999		371,236	
Growth 2011 - 2016	2.90%		3.00%		3.50%	
Growth 2010 - 2011	0.30%		0.40%		0.60%	
Owner Occupied	21,870	42.48%	60,331	46.60%	197,415	52.84%
Renter Occupied	29,611	57.52%	69,139	53.40%	176,193	47.16%
2011 Households by HH Income	51,474		129,463		373,600	
Income Less Than \$15,000	8,402	16.32%	23,923	18.48%	56,603	15.15%
Income: \$15,000 - \$24,999	6,401	12.44%	16,568	12.80%	41,353	11.07%
Income: \$25,000 - \$34,999	6,173	11.99%	16,035	12.39%	43,395	11.62%
Income: \$35,000 - \$49,999	7,992	15.53%	20,621	15.93%	59,313	15.88%
Income: \$50,000 - \$74,999	8,613	16.73%	21,800	16.84%	69,428	18.58%
Income: \$75,000 - \$99,999	5,139	9.98%	12,487	9.65%	42,472	11.37%
Income: \$100,000 - \$149,999	5,086	9.88%	10,980	8.48%	38,187	10.22%
Income: \$150,000 - \$199,999	1,967	3.82%	3,898	3.01%	12,723	3.41%
Income: \$200,000+	1,701	3.30%	3,151	2.43%	10,126	2.71%
2011 Avg Household Income	\$61,906		\$56,460		\$61,892	
2011 Med Household Income	\$42,716		\$39,784		\$45,547	
2011 Per Capita Income	\$28,406		\$25,500		\$26,075	

Demographic Detail Report

The Shops on Lane Avenue

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	125,358		308,642		938,179	
2011 Estimate	121,625		299,898		906,954	
2010 Census	121,204		298,862		901,271	
Growth 2011 - 2016	3.10%		2.90%		3.40%	
Growth 2010 - 2011	0.30%		0.30%		0.60%	
2011 Population by Age	121,625		299,898		906,954	
Age 0 - 4	4,864	4.00%	17,330	5.78%	63,606	7.01%
Age 5 - 9	4,347	3.57%	15,007	5.00%	58,495	6.45%
Age 10 - 14	3,992	3.28%	14,094	4.70%	55,330	6.10%
Age 15 - 19	12,672	10.42%	23,131	7.71%	63,341	6.98%
Age 20 - 24	30,283	24.90%	46,155	15.39%	87,193	9.61%
Age 25 - 34	22,518	18.51%	54,484	18.17%	152,823	16.85%
Age 35 - 44	11,696	9.62%	34,515	11.51%	120,669	13.30%
Age 45 - 49	5,611	4.61%	17,749	5.92%	60,886	6.71%
Age 50 - 54	5,897	4.85%	18,701	6.24%	61,117	6.74%
Age 55 - 59	5,422	4.46%	16,492	5.50%	52,358	5.77%
Age 60 - 64	4,516	3.71%	13,137	4.38%	41,994	4.63%
Age 65 - 74	4,939	4.06%	14,865	4.96%	48,054	5.30%
Age 75 - 84	3,262	2.68%	9,581	3.19%	28,724	3.17%
Age 85 and over	1,605	1.32%	4,658	1.55%	12,365	1.36%
Age 65 and over	9,806	8.06%	29,104	9.70%	89,143	9.83%
Median Age	26.60		30.50		33.10	
Average Age	33.20		35.20		35.50	

Demographic Detail Report

The Shops on Lane Avenue

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2011 Population By Race	121,625	299,898	906,954
White	104,496 85.92%	229,804 76.63%	627,956 69.24%
Black or African American	4,692 3.86%	40,227 13.41%	185,372 20.44%
American Indian and Alaska Native	241 0.20%	742 0.25%	2,325 0.26%
Asian	8,030 6.60%	14,377 4.79%	39,300 4.33%
Native Hawaiian and Pacific Islander	35 0.03%	208 0.07%	616 0.07%
Other Race	1,695 1.39%	6,154 2.05%	24,365 2.69%
Two or More Races	2,436 2.00%	8,384 2.80%	27,021 2.98%
2011 Population by Hispanic Origin	121,625	299,896	906,955
Not Hispanic or Latino	117,410 96.53%	286,838 95.65%	857,991 94.60%
Hispanic or Latino	4,215 3.47%	13,058 4.35%	48,964 5.40%
2011 Age 5+ Language at Home	108,875	269,447	808,827
Speak Only English	96,073 88.24%	241,932 89.79%	717,241 88.68%
Speak Asian or Pacific Island	4,662 4.28%	8,984 3.33%	20,783 2.57%
Speak IndoEuropean	4,413 4.05%	7,445 2.76%	23,160 2.86%
Speak Spanish	2,468 2.27%	8,001 2.97%	31,392 3.88%
Speak Other Language	1,259 1.16%	3,085 1.14%	16,251 2.01%
2011 Median Age, Male	26.10	29.80	32.00
2011 Average Age, Male	32.30	34.10	34.30
Median Age, Female	27.20	31.50	34.10
Average Age, Female	34.20	36.30	36.60
2011 Population by Occupation Classification (Age 16+)	62,227	144,209	438,433
Blue Collar	5,278 8.48%	19,064 13.22%	71,402 16.29%
White Collar	47,040 75.59%	101,621 70.47%	296,979 67.74%
Service	9,909 15.92%	23,524 16.31%	70,052 15.98%
2011 Population by Marital Status (Age 15+)	100,356	240,079	698,427
Total, Never Married	55,713 55.52%	111,686 46.52%	263,227 37.69%
Married	34,203 34.08%	90,592 37.73%	315,427 45.16%
Widowed	3,461 3.45%	12,566 5.23%	36,896 5.28%
Divorced	6,979 6.95%	25,235 10.51%	82,877 11.87%

Demographic Detail Report

The Shops on Lane Avenue

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	65,653		183,183		567,682	
Less Than 9th Grade	826	1.26%	4,401	2.40%	14,332	2.52%
Some High School, No Diploma	1,906	2.90%	15,916	8.69%	50,203	8.84%
High School Grad (Incl Equivalency)	8,454	12.88%	39,546	21.59%	152,033	26.78%
Some College, No Degree	10,808	16.46%	32,917	17.97%	111,245	19.60%
Associate Degree	2,959	4.51%	8,888	4.85%	33,568	5.91%
Bachelor Degree	23,306	35.50%	50,367	27.50%	133,630	23.54%
Advanced Degrees	17,394	26.49%	31,148	17.00%	72,671	12.80%
2011 Population by Occupation (Age 16+)	72,137		167,731		508,484	
Management, Business, & Financial	20,770	28.79%	49,508	29.52%	158,092	31.09%
Professional & Related Occupations	4,078	5.65%	8,258	4.92%	21,085	4.15%
Services	36,004	49.91%	78,663	46.90%	220,681	43.40%
Sales & Office	6,977	9.67%	15,491	9.24%	48,575	9.55%
Farming, Fishing, and Forestry	51	0.07%	160	0.10%	461	0.09%
Construction and Extraction, Maint	909	1.26%	3,774	2.25%	14,933	2.94%
Production & Transportation	3,348	4.64%	11,877	7.08%	44,657	8.78%
2011 Workers by Travel Time to Work (Age 16+)	58,739		138,059		423,513	
Less Than 15 Minutes	21,756	37.04%	43,931	31.82%	116,748	27.57%
15 to 29 Minutes	29,669	50.51%	70,811	51.29%	211,059	49.84%
30 to 44 Minutes	4,652	7.92%	14,986	10.85%	62,728	14.81%
45 to 59 Minutes	913	1.55%	2,713	1.97%	11,234	2.65%
60+ Minutes	1,749	2.98%	5,618	4.07%	21,744	5.13%
2000 Households by HH Size	51,346		128,999		371,236	
1-Person Households	19,309	37.61%	48,085	37.28%	121,631	32.76%
2-Person Households	17,887	34.84%	42,790	33.17%	118,738	31.98%
3-Person Households	6,592	12.84%	17,241	13.37%	56,486	15.22%
4-Person Households	4,753	9.26%	11,854	9.19%	42,781	11.52%
5-Person Households	1,867	3.64%	5,464	4.24%	19,374	5.22%
6-Person Households	578	1.13%	2,075	1.61%	7,417	2.00%
7 or more Person Households	360	0.70%	1,490	1.16%	4,809	1.30%
2011 Average Household Size	2.14		2.21		2.37	

Demographic Detail Report

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2016 Projection	52,973	133,356	386,637
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Growth 2011 - 2016	2.90%	3.00%	3.50%
Growth 2010 - 2011	0.30%	0.40%	0.60%
2011 Households by HH Income	51,474	129,463	373,600
Income: Less than \$15,000	8,402 16.32%	23,923 18.48%	56,603 15.15%
Income: \$15,000 - \$24,999	6,401 12.44%	16,568 12.80%	41,353 11.07%
Income: \$25,000 - \$34,999	6,173 11.99%	16,035 12.39%	43,395 11.62%
Income: \$35,000 - \$49,999	7,992 15.53%	20,621 15.93%	59,313 15.88%
Income: \$50,000 - \$74,999	8,613 16.73%	21,800 16.84%	69,428 18.58%
Income: \$75,000 - \$99,999	5,139 9.98%	12,487 9.65%	42,472 11.37%
Income: \$100,000 - \$149,999	5,086 9.88%	10,980 8.48%	38,187 10.22%
Income: \$150,000 - \$199,999	1,967 3.82%	3,898 3.01%	12,723 3.41%
Income: \$200,000+	1,701 3.30%	3,151 2.43%	10,126 2.71%
2011 Avg Household Income	\$61,906	\$56,460	\$61,892
2011 Med Household Income	\$42,716	\$39,784	\$45,547
2011 Per Capita Income	\$28,406	\$25,500	\$26,075
2011 Occupied Housing	51,481	129,470	373,608
Owner Occupied	21,870 42.48%	60,331 46.60%	197,415 52.84%
Renter Occupied	29,611 57.52%	69,139 53.40%	176,193 47.16%
2000 Housing Units	53,146	141,470	411,114
1 Unit Attached	4,948 9.31%	16,217 11.46%	44,725 10.88%
1 Unit Detached	22,499 42.33%	70,156 49.59%	221,464 53.87%
2 Units	2,986 5.62%	6,738 4.76%	14,203 3.45%
3 - 19 Units	16,503 31.05%	32,905 23.26%	96,339 23.43%
20 - 49 Units	3,705 6.97%	7,502 5.30%	16,070 3.91%
50 or more Units	2,278 4.29%	7,375 5.21%	14,852 3.61%
Mobile Home or Trailer	227 0.43%	563 0.40%	3,425 0.83%
Boat, RV, Van, Etc.	0 0.00%	14 0.01%	36 0.01%

Demographic Detail Report

The Shops on Lane Avenue

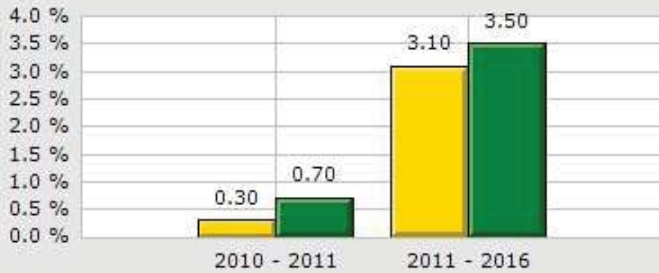
Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	21,063		61,213		200,022	
Value Less than \$20,000	106	0.50%	569	0.93%	2,160	1.08%
Value \$20,000 - \$39,999	66	0.31%	853	1.39%	2,274	1.14%
Value \$40,000 - \$59,999	107	0.51%	2,281	3.73%	5,605	2.80%
Value \$60,000 - \$79,999	195	0.93%	4,664	7.62%	12,320	6.16%
Value \$80,000 - \$99,999	547	2.60%	5,996	9.80%	22,268	11.13%
Value \$100,000 - \$149,999	2,566	12.18%	11,488	18.77%	52,168	26.08%
Value \$150,000 - \$199,999	5,401	25.64%	13,171	21.52%	44,962	22.48%
Value \$200,000 - \$299,999	5,779	27.44%	12,419	20.29%	34,620	17.31%
Value \$300,000 - \$399,999	2,935	13.93%	4,781	7.81%	12,578	6.29%
Value \$400,000 - \$499,999	1,539	7.31%	2,206	3.60%	5,151	2.58%
Value \$500,000 - \$749,999	1,176	5.58%	1,801	2.94%	3,847	1.92%
Value \$750,000 - \$999,999	360	1.71%	608	0.99%	1,183	0.59%
Value \$1,000,000 or more	286	1.36%	376	0.61%	886	0.44%
2011 Med Housing Val-Owner Occupied	\$220,021		\$166,573		\$153,041	
2011 Housing Units by Yr Built	53,148		141,471		411,115	
Built 2005 to Present	348	0.65%	1,033	0.73%	5,850	1.42%
Built 2000 to 2004	1,962	3.69%	4,479	3.17%	26,315	6.40%
Built 1990 to 1999	2,996	5.64%	11,003	7.78%	55,032	13.39%
Built 1980 to 1989	3,808	7.16%	11,447	8.09%	49,244	11.98%
Built 1970 to 1979	6,306	11.86%	17,409	12.31%	59,754	14.53%
Built 1960 to 1969	8,928	16.80%	19,412	13.72%	60,387	14.69%
Built 1950 to 1959	10,488	19.73%	26,569	18.78%	65,560	15.95%
Built 1940 to 1949	5,308	9.99%	17,296	12.23%	30,084	7.32%
Built 1939 or Earlier	13,004	24.47%	32,823	23.20%	58,889	14.32%
2011 Median Year Built	1958		1958		1968	

The Shops on Lane Avenue

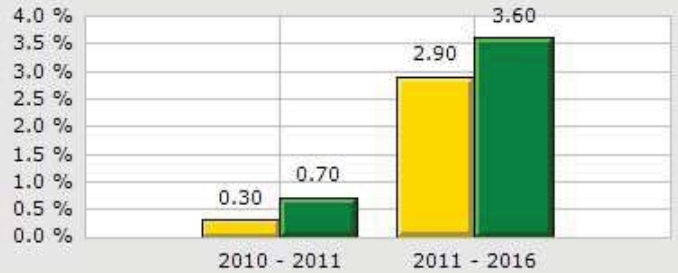
Type: **Shopping Center/Lifestyle Center**
 County: **Franklin**

■ 3 Mile
■ County

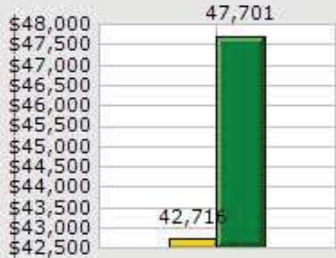
Population Growth



Household Growth



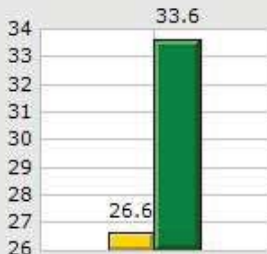
2011 Med Household Inc



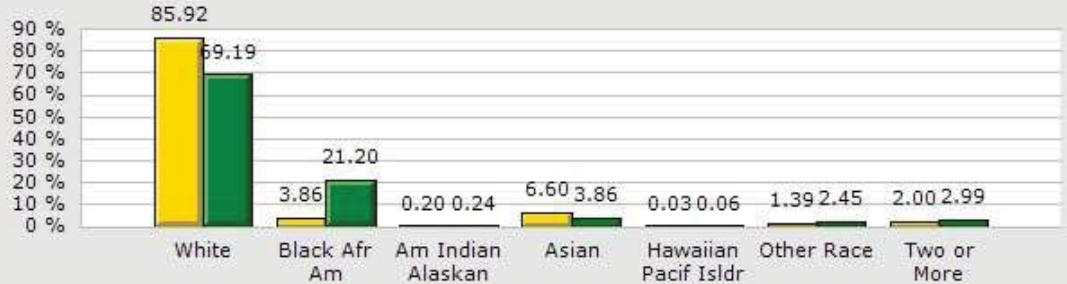
2011 Households by Household Income



2011 Median Age



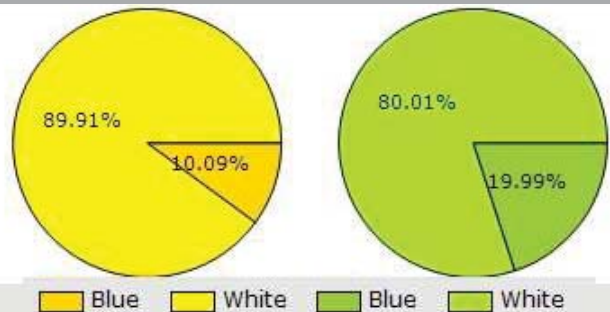
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

The Shops on Lane Avenue

Type: **Shopping Center/Lifestyle Center**
 County: **Franklin**

	3 Mile		County	
Population				
Growth 2010 - 2011	0.30%		0.70%	
Growth 2011 - 2016	3.10%		3.50%	
2011 Blue Collar	5,278	10.09%	96,169	19.99%
2011 White Collar	47,040	89.91%	385,015	80.01%
2011 Population By Race				
	121,625		1,171,653	
White	104,496	85.92%	810,685	69.19%
Black Afr Am	4,692	3.86%	248,443	21.20%
Am Indian Alaskan	241	0.20%	2,857	0.24%
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Households				
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Growth 2011 - 2016	2.90%		3.60%	
Renter Occupied	29,611	57.52%	216,663	45.07%
Owner Occupied	21,870	42.48%	264,027	54.93%
2011 Households by HH Income				
	51,474		480,678	
Income < \$35,000	20,976	40.75%	173,203	36.03%
Income \$35,000 - \$74,999	16,605	32.26%	166,838	34.71%
Income \$75,000 - \$149,999	10,225	19.86%	109,609	22.80%
Income \$150,000 - \$199,999	1,967	3.82%	17,257	3.59%
Income \$200,000+	1,701	3.30%	13,771	2.86%
2011 Median Household Income	\$42,716		\$47,701	
2011 Median Age	26.60		33.60	

Consumer Spending Report

The Shops on Lane Avenue

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,742,440	\$3,974,324	\$12,500,446
Total Apparel	\$73,991	\$166,147	\$514,407
Women's Apparel	25,929	57,580	177,255
Men's Apparel	15,232	33,785	104,234
Girl's Apparel	4,908	11,763	38,373
Boy's Apparel	3,979	9,590	31,043
Infant Apparel	5,046	11,160	34,196
Footwear (excl. Infants)	10,280	23,100	71,429
Other Apparel Prod/Services	8,618	19,168	57,878
Total Entertainment	\$159,293	\$361,810	\$1,143,447
Sports and Recreation	6,652	14,894	47,087
TV, Radio and Sound Equipment	59,366	136,048	423,604
Reading Materials	6,975	16,058	50,253
Travel	84,159	190,053	607,602
Photographic Equipment	2,141	4,757	14,902
Total Food At Home	\$142,296	\$329,672	\$1,032,108
Cereal Products	8,873	20,441	63,543
Bread & Bakery Products	18,510	43,246	135,681
Seafood	7,498	17,235	54,207
Meat/Poultry/Fish/Eggs	48,236	112,075	350,790
Dairy Products	22,937	53,066	165,822
Fruits and Vegetables	36,243	83,609	262,065
Total Food Away From Home	\$148,556	\$336,763	\$1,050,550
Breakfast and Brunch	14,249	32,508	100,473
Dinner	69,088	156,673	489,943
Lunch	48,820	111,092	347,265
Snacks and Non Alcoholic Bev	11,757	25,971	79,398
Catered Affairs	4,643	10,519	33,472

Consumer Spending Report

The Shops on Lane Avenue

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$31,408	\$68,627	\$206,869
Alcoholic Bev. at Home	17,201	37,946	116,464
Alcoholic Bev. away from Home	14,207	30,681	90,406
Total Furniture/Appliances	\$156,590	\$354,891	\$1,125,099
Bedroom Furniture	9,005	20,156	63,625
Living Room Furniture	13,831	31,239	98,459
Other Living & Family Room Furniture	3,481	7,981	26,076
Other Furniture	1,587	3,704	12,140
Major Appliances	12,453	29,211	94,563
Small Appliances & Housewares	33,336	74,555	233,953
Misc Household Equipment	82,897	188,046	596,284
Total Transportation/Maint.	\$383,347	\$881,300	\$2,792,206
New Autos/Trucks/Vans	96,611	222,754	724,098
Used Vehicles	99,794	227,511	710,413
Purchase of RVs or Boats	9,931	22,764	75,177
Gasoline	131,535	304,013	953,299
Diesel Fuel	1,824	4,318	14,304
Automotive Maintenance/Repair	43,653	99,940	314,916
Total Health Care	\$65,797	\$157,492	\$503,329
Medical Services	39,313	92,660	297,323
Prescription Drugs	19,866	49,158	156,331
Medical Supplies	6,618	15,674	49,674
Total Education/Day Care	\$161,953	\$338,156	\$1,000,996
Education	73,929	152,346	443,733
Room and Board	4,967	11,872	39,762
Tuition/School Supplies	66,391	135,546	391,192
Day Care, Nursery & Preschool	16,666	38,392	126,308

The Shops on Lane Avenue

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,310	93,261	22
Total Retail	894	10,514	12
Home Improvement Stores	37	413	11
General Merchandise Stores	7	179	26
Food Stores	80	1,180	15
Auto Dealers and Gas Stations	49	271	6
Apparel and Accessory Stores	47	309	7
Furniture and Home Furnishings	72	381	5
Eating and Drinking Places	351	5,324	15
Miscellaneous Retail Stores	251	2,457	10
Finance-Insurance-Real Estate	457	2,938	6
Banks, Saving and Lending Inst.	63	404	6
Security Brokers and Investments	68	287	4
Insurance Carriers and Agencies	84	926	11
Real Estate-Trust-Holding Co.	242	1,321	5
Services	2,057	63,111	31
Hotels and Lodging	17	322	19
Motion Picture and Amusement	121	865	7
Health Services	318	19,404	61
Legal Services	92	439	5
Educational Services	134	27,324	204
Auto Services	94	385	4
Other Services	1,281	14,372	11
Agriculture/Mining	75	322	4
Construction	270	2,332	9
Manufacturing	140	3,017	22
Transportation, Comm./Pub Util.	119	5,327	45
Wholesale Trade	218	4,015	18
Government	80	1,685	21
Daytime Population	93,261		
Daytime Population/Business	22		

Traffic Count Report

The Shops on Lane Avenue



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Brandon Rd	Lane Ave	0.09 N	2010	938	MPSI	.11
2 Harford Rd	Lane Ave	0.00	2010	392	MPSI	.12
3 Harford Rd	Lane Ave	0.00	2007	320	AADT	.12
4 Cardiff Rd	Lane Ave	0.00	2010	398	MPSI	.16
5 Cardiff Rd	Lane Ave	0.00	2007	370	AADT	.16
6 Berkshire Rd	Lane Ave	0.20 E	2010	464	MPSI	.19
7 Beaumont Rd	Lane Ave	0.27 S	2010	419	MPSI	.21
8 Doone Rd	Lane Ave	0.00	2010	388	MPSI	.21
9 Doone Rd	Lane Ave	0.00	2007	290	AADT	.21
10 Beaumont Rd	Lane Ave	0.23 S	2010	403	MPSI	.23

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