

Demographic Summary Report

East Town Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	41,407	112,419	315,153
2011 Estimate	39,551	106,837	298,859
2010 Census	39,403	105,977	296,523
Growth 2011 - 2016	4.70%	5.20%	5.50%
Growth 2010 - 2011	0.40%	0.80%	0.80%
2011 Population by Hispanic Origin	3,837	7,401	20,282
2011 Population By Race	39,551	106,837	298,859
White	30,047 75.97%	87,194 81.61%	247,300 82.75%
Black or African American	4,014 10.15%	8,481 7.94%	18,067 6.05%
American Indian and Alaska Native	181 0.46%	474 0.44%	1,213 0.41%
Asian	1,990 5.03%	4,046 3.79%	15,307 5.12%
Native Hawaiian and Pacific Islander	18 0.05%	43 0.04%	105 0.04%
Other Race	1,845 4.66%	3,132 2.93%	8,518 2.85%
Two or More Races	1,457 3.68%	3,466 3.24%	8,350 2.79%
Households			
2016 Projection	18,295	50,211	133,961
2011 Estimate	17,443	47,552	126,497
2010 Census	17,387	47,161	125,463
Growth 2011 - 2016	4.90%	5.60%	5.90%
Growth 2010 - 2011	0.30%	0.80%	0.80%
Owner Occupied	9,534 54.66%	27,506 57.84%	68,228 53.94%
Renter Occupied	7,909 45.34%	20,046 42.16%	58,270 46.06%
2011 Households by HH Income	17,444	47,552	126,498
Income Less Than \$15,000	1,467 8.41%	4,042 8.50%	15,074 11.92%
Income: \$15,000 - \$24,999	1,591 9.12%	4,609 9.69%	13,357 10.56%
Income: \$25,000 - \$34,999	1,939 11.12%	5,445 11.45%	14,478 11.45%
Income: \$35,000 - \$49,999	3,124 17.91%	8,283 17.42%	19,394 15.33%
Income: \$50,000 - \$74,999	4,081 23.39%	10,059 21.15%	24,097 19.05%
Income: \$75,000 - \$99,999	2,619 15.01%	7,035 14.79%	16,714 13.21%
Income: \$100,000 - \$149,999	2,069 11.86%	5,755 12.10%	15,489 12.24%
Income: \$150,000 - \$199,999	346 1.98%	1,358 2.86%	4,404 3.48%
Income: \$200,000+	208 1.19%	966 2.03%	3,491 2.76%
2011 Avg Household Income	\$62,586	\$65,030	\$65,049
2011 Med Household Income	\$52,402	\$52,321	\$50,644
2011 Per Capita Income	\$27,844	\$29,175	\$28,307

Demographic Detail Report

East Town Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	41,407		112,419		315,153	
2011 Estimate	39,551		106,837		298,859	
2010 Census	39,403		105,977		296,523	
Growth 2011 - 2016	4.70%		5.20%		5.50%	
Growth 2010 - 2011	0.40%		0.80%		0.80%	
2011 Population by Age						
	39,551		106,837		298,859	
Age 0 - 4	2,811	7.11%	7,044	6.59%	17,561	5.88%
Age 5 - 9	2,288	5.78%	6,060	5.67%	16,941	5.67%
Age 10 - 14	1,953	4.94%	5,391	5.05%	15,713	5.26%
Age 15 - 19	2,059	5.21%	5,339	5.00%	21,569	7.22%
Age 20 - 24	3,082	7.79%	7,557	7.07%	37,645	12.60%
Age 25 - 34	7,948	20.10%	20,905	19.57%	51,002	17.07%
Age 35 - 44	5,528	13.98%	14,917	13.96%	37,846	12.66%
Age 45 - 49	2,738	6.92%	7,460	6.98%	19,443	6.51%
Age 50 - 54	2,708	6.85%	7,681	7.19%	19,138	6.40%
Age 55 - 59	2,445	6.18%	7,380	6.91%	18,289	6.12%
Age 60 - 64	1,907	4.82%	5,734	5.37%	14,486	4.85%
Age 65 - 74	2,012	5.09%	5,980	5.60%	15,667	5.24%
Age 75 - 84	1,308	3.31%	3,668	3.43%	9,190	3.08%
Age 85 and over	766	1.94%	1,722	1.61%	4,369	1.46%
Age 65 and over	4,086	10.33%	11,370	10.64%	29,226	9.78%
Median Age	34.50		35.70		32.60	
Average Age	36.80		37.50		35.80	

Demographic Detail Report

East Town Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	39,551	106,837	298,859
White	30,047 75.97%	87,194 81.61%	247,300 82.75%
Black or African American	4,014 10.15%	8,481 7.94%	18,067 6.05%
American Indian and Alaska Native	181 0.46%	474 0.44%	1,213 0.41%
Asian	1,990 5.03%	4,046 3.79%	15,307 5.12%
Native Hawaiian and Pacific Islander	18 0.05%	43 0.04%	105 0.04%
Other Race	1,845 4.66%	3,132 2.93%	8,518 2.85%
Two or More Races	1,457 3.68%	3,466 3.24%	8,350 2.79%
2011 Population by Hispanic Origin	39,552	106,836	298,860
Not Hispanic or Latino	35,715 90.30%	99,435 93.07%	278,578 93.21%
Hispanic or Latino	3,837 9.70%	7,401 6.93%	20,282 6.79%
2011 Age 5+ Language at Home	35,617	95,583	271,673
Speak Only English	30,847 86.61%	86,030 90.01%	241,027 88.72%
Speak Asian or Pacific Island	1,310 3.68%	2,361 2.47%	8,957 3.30%
Speak IndoEuropean	906 2.54%	1,974 2.07%	7,021 2.58%
Speak Spanish	2,286 6.42%	4,821 5.04%	13,331 4.91%
Speak Other Language	268 0.75%	397 0.42%	1,337 0.49%
2011 Median Age, Male	33.80	34.70	31.80
2011 Average Age, Male	35.60	36.50	34.90
Median Age, Female	35.40	36.80	33.50
Average Age, Female	37.90	38.60	36.70
2011 Population by Occupation Classification (Age 16+)	22,615	60,364	165,692
Blue Collar	4,116 18.20%	10,168 16.84%	23,628 14.26%
White Collar	14,887 65.83%	41,785 69.22%	116,075 70.05%
Service	3,612 15.97%	8,411 13.93%	25,989 15.69%
2011 Population by Marital Status (Age 15+)	31,983	85,375	242,470
Total, Never Married	12,796 40.01%	32,919 38.56%	107,296 44.25%
Married	13,877 43.39%	39,480 46.24%	104,797 43.22%
Widowed	1,575 4.92%	3,778 4.43%	8,771 3.62%
Divorced	3,735 11.68%	9,198 10.77%	21,606 8.91%

Demographic Detail Report

East Town Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	25,580	68,850	171,320
Less Than 9th Grade	589 2.30%	1,302 1.89%	3,329 1.94%
Some High School, No Diploma	1,728 6.76%	3,667 5.33%	7,248 4.23%
High School Grad (Incl Equivalency)	6,972 27.26%	16,277 23.64%	35,809 20.90%
Some College, No Degree	5,556 21.72%	14,409 20.93%	32,969 19.24%
Associate Degree	2,970 11.61%	6,958 10.11%	15,704 9.17%
Bachelor Degree	5,195 20.31%	16,517 23.99%	44,767 26.13%
Advanced Degrees	2,570 10.05%	9,720 14.12%	31,494 18.38%
2011 Population by Occupation (Age 16+)	26,228	68,775	191,681
Management, Business, & Financial	8,013 30.55%	21,619 31.43%	56,727 29.59%
Professional & Related Occupations	1,416 5.40%	3,900 5.67%	12,125 6.33%
Services	10,377 39.56%	27,861 40.51%	86,641 45.20%
Sales & Office	2,773 10.57%	6,542 9.51%	16,016 8.36%
Farming, Fishing, and Forestry	44 0.17%	133 0.19%	587 0.31%
Construction and Extraction, Maint	949 3.62%	2,344 3.41%	5,687 2.97%
Production & Transportation	2,656 10.13%	6,376 9.27%	13,898 7.25%
2011 Workers by Travel Time to Work (Age 16+)	22,344	59,366	161,582
Less Than 15 Minutes	7,424 33.23%	18,766 31.61%	53,620 33.18%
15 to 29 Minutes	9,292 41.59%	26,493 44.63%	73,397 45.42%
30 to 44 Minutes	3,553 15.90%	8,536 14.38%	21,299 13.18%
45 to 59 Minutes	706 3.16%	1,832 3.09%	4,409 2.73%
60+ Minutes	1,369 6.13%	3,739 6.30%	8,857 5.48%
2000 Households by HH Size	17,388	47,162	125,462
1-Person Households	5,823 33.49%	15,704 33.30%	41,105 32.76%
2-Person Households	6,191 35.61%	17,122 36.30%	43,662 34.80%
3-Person Households	2,598 14.94%	6,918 14.67%	18,127 14.45%
4-Person Households	1,668 9.59%	4,679 9.92%	14,397 11.48%
5-Person Households	665 3.82%	1,737 3.68%	5,443 4.34%
6-Person Households	256 1.47%	595 1.26%	1,710 1.36%
7 or more Person Households	187 1.08%	407 0.86%	1,018 0.81%
2011 Average Household Size	2.24	2.22	2.28

Demographic Detail Report

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Households						
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Growth 2011 - 2016	4.90%		5.60%		5.90%	
Growth 2010 - 2011	0.30%		0.80%		0.80%	
2011 Households by HH Income						
	17,444		47,552		126,498	
Income: Less than \$15,000	1,467	8.41%	4,042	8.50%	15,074	11.92%
Income: \$15,000 - \$24,999	1,591	9.12%	4,609	9.69%	13,357	10.56%
Income: \$25,000 - \$34,999	1,939	11.12%	5,445	11.45%	14,478	11.45%
Income: \$35,000 - \$49,999	3,124	17.91%	8,283	17.42%	19,394	15.33%
Income: \$50,000 - \$74,999	4,081	23.39%	10,059	21.15%	24,097	19.05%
Income: \$75,000 - \$99,999	2,619	15.01%	7,035	14.79%	16,714	13.21%
Income: \$100,000 - \$149,999	2,069	11.86%	5,755	12.10%	15,489	12.24%
Income: \$150,000 - \$199,999	346	1.98%	1,358	2.86%	4,404	3.48%
Income: \$200,000+	208	1.19%	966	2.03%	3,491	2.76%
2011 Avg Household Income						
	\$62,586		\$65,030		\$65,049	
2011 Med Household Income						
	\$52,402		\$52,321		\$50,644	
2011 Per Capita Income						
	\$27,844		\$29,175		\$28,307	
2011 Occupied Housing						
	17,443		47,552		126,498	
Owner Occupied	9,534	54.66%	27,506	57.84%	68,228	53.94%
Renter Occupied	7,909	45.34%	20,046	42.16%	58,270	46.06%
2000 Housing Units						
	18,053		47,731		129,962	
1 Unit Attached	1,295	7.17%	3,558	7.45%	8,946	6.88%
1 Unit Detached	8,836	48.94%	24,542	51.42%	62,232	47.88%
2 Units	970	5.37%	3,083	6.46%	6,694	5.15%
3 - 19 Units	4,414	24.45%	10,631	22.27%	27,987	21.53%
20 - 49 Units	1,526	8.45%	3,746	7.85%	12,908	9.93%
50 or more Units	646	3.58%	1,772	3.71%	10,185	7.84%
Mobile Home or Trailer	366	2.03%	399	0.84%	975	0.75%
Boat, RV, Van, Etc.	0	0.00%	0	0.00%	35	0.03%

Demographic Detail Report

East Town Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	9,536		26,847		66,729	
Value Less than \$20,000	250	2.62%	310	1.15%	701	1.05%
Value \$20,000 - \$39,999	131	1.37%	174	0.65%	333	0.50%
Value \$40,000 - \$59,999	55	0.58%	74	0.28%	169	0.25%
Value \$60,000 - \$79,999	61	0.64%	144	0.54%	467	0.70%
Value \$80,000 - \$99,999	186	1.95%	449	1.67%	911	1.37%
Value \$100,000 - \$149,999	1,673	17.54%	3,852	14.35%	6,885	10.32%
Value \$150,000 - \$199,999	3,672	38.51%	9,782	36.44%	17,837	26.73%
Value \$200,000 - \$299,999	3,017	31.64%	8,736	32.54%	24,010	35.98%
Value \$300,000 - \$399,999	318	3.33%	1,880	7.00%	8,047	12.06%
Value \$400,000 - \$499,999	65	0.68%	601	2.24%	3,298	4.94%
Value \$500,000 - \$749,999	50	0.52%	428	1.59%	2,513	3.77%
Value \$750,000 - \$999,999	12	0.13%	205	0.76%	868	1.30%
Value \$1,000,000 or more	46	0.48%	212	0.79%	690	1.03%
2011 Med Housing Val-Owner Occupied	\$181,626		\$193,089		\$218,896	
2011 Housing Units by Yr Built	18,054		47,731		129,963	
Built 2005 to Present	479	2.65%	1,421	2.98%	4,266	3.28%
Built 2000 to 2004	2,434	13.48%	5,209	10.91%	13,343	10.27%
Built 1990 to 1999	2,584	14.31%	5,513	11.55%	15,920	12.25%
Built 1980 to 1989	2,286	12.66%	4,823	10.10%	13,205	10.16%
Built 1970 to 1979	2,969	16.45%	7,185	15.05%	22,487	17.30%
Built 1960 to 1969	2,043	11.32%	6,350	13.30%	17,897	13.77%
Built 1950 to 1959	2,551	14.13%	6,504	13.63%	15,159	11.66%
Built 1940 to 1949	1,087	6.02%	3,096	6.49%	7,151	5.50%
Built 1939 or Earlier	1,621	8.98%	7,630	15.99%	20,535	15.80%
2011 Median Year Built	1976		1970		1972	

Demographic Market Comparison Report

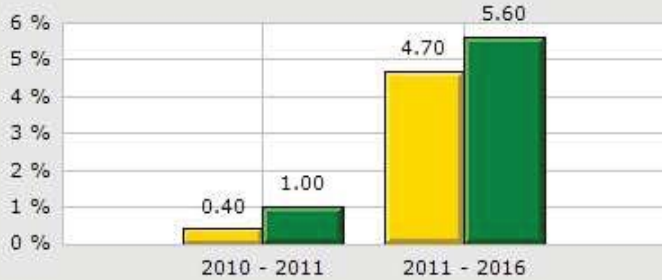
3 mile radius

East Town Plaza

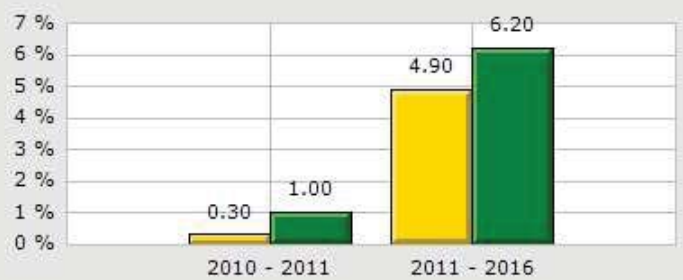
Type: Shopping Center/Community Center
 County: Dane

3 Mile
 County

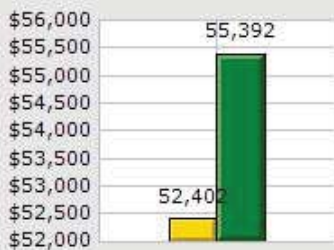
Population Growth



Household Growth



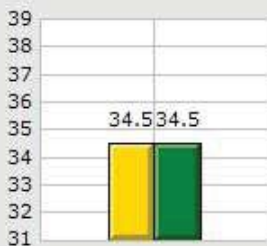
2011 Med Household Inc



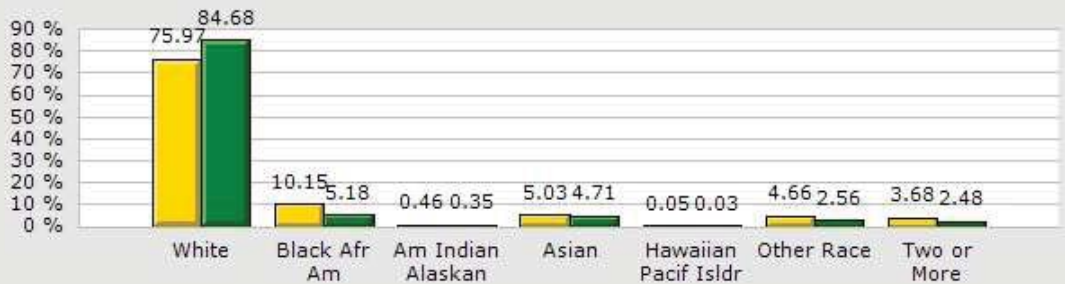
2011 Households by Household Income



2011 Median Age



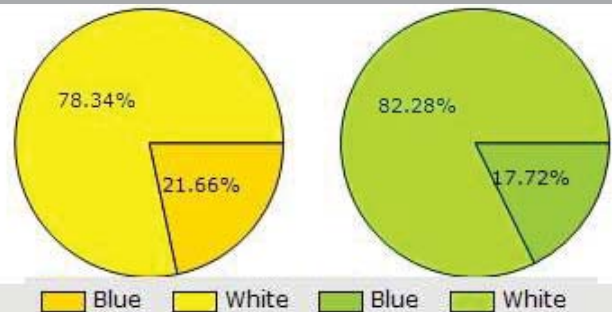
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

East Town Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.40%		1.00%	
Growth 2011 - 2016	4.70%		5.60%	
2011 Blue Collar	4,116	21.66%	41,544	17.72%
2011 White Collar	14,887	78.34%	192,862	82.28%
2011 Population By Race				
	39,552		492,806	
White	30,047	75.97%	417,317	84.68%
Black Afr Am	4,014	10.15%	25,531	5.18%
Am Indian Alaskan	181	0.46%	1,735	0.35%
Asian	1,990	5.03%	23,193	4.71%
Hawaiian Pacif Islldr	18	0.05%	165	0.03%
Other Race	1,845	4.66%	12,622	2.56%
Two or More	1,457	3.68%	12,243	2.48%
Households				
Growth 2010 - 2011	0.30%		1.00%	
Growth 2011 - 2016	4.90%		6.20%	
Renter Occupied	7,909	45.34%	84,028	40.83%
Owner Occupied	9,534	54.66%	121,751	59.17%
2011 Households by HH Income				
	17,444		205,779	
Income < \$35,000	4,997	28.65%	60,377	29.34%
Income \$35,000 - \$74,999	7,205	41.30%	71,221	34.61%
Income \$75,000 - \$149,999	4,688	26.87%	58,234	28.30%
Income \$150,000 - \$199,999	346	1.98%	8,696	4.23%
Income \$200,000+	208	1.19%	7,251	3.52%
2011 Median Household Income	\$52,402		\$55,392	
2011 Median Age	34.50		34.50	

Consumer Spending Report

East Town Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$585,345	\$1,654,684	\$4,440,640
Total Apparel	\$24,084	\$67,759	\$184,332
Women's Apparel	8,298	23,533	64,103
Men's Apparel	4,883	13,786	37,685
Girl's Apparel	1,800	5,059	13,286
Boy's Apparel	1,447	4,043	10,646
Infant Apparel	1,588	4,411	12,286
Footwear (excl. Infants)	3,332	9,340	25,494
Other Apparel Prod/Services	2,735	7,587	20,831
Total Entertainment	\$54,443	\$154,868	\$411,560
Sports and Recreation	2,223	6,314	17,069
TV, Radio and Sound Equipment	19,732	55,558	149,500
Reading Materials	2,385	6,816	17,903
Travel	29,392	84,176	221,649
Photographic Equipment	711	2,004	5,439
Total Food At Home	\$48,395	\$136,033	\$362,201
Cereal Products	2,971	8,337	22,361
Bread & Bakery Products	6,325	17,856	47,319
Seafood	2,597	7,295	19,302
Meat/Poultry/Fish/Eggs	16,376	45,948	122,523
Dairy Products	7,741	21,784	58,163
Fruits and Vegetables	12,383	34,813	92,534
Total Food Away From Home	\$49,348	\$138,903	\$374,654
Breakfast and Brunch	4,753	13,324	35,699
Dinner	23,030	64,953	174,886
Lunch	16,243	45,602	123,210
Snacks and Non Alcoholic Bev	3,748	10,481	28,808
Catered Affairs	1,573	4,543	12,052

Consumer Spending Report

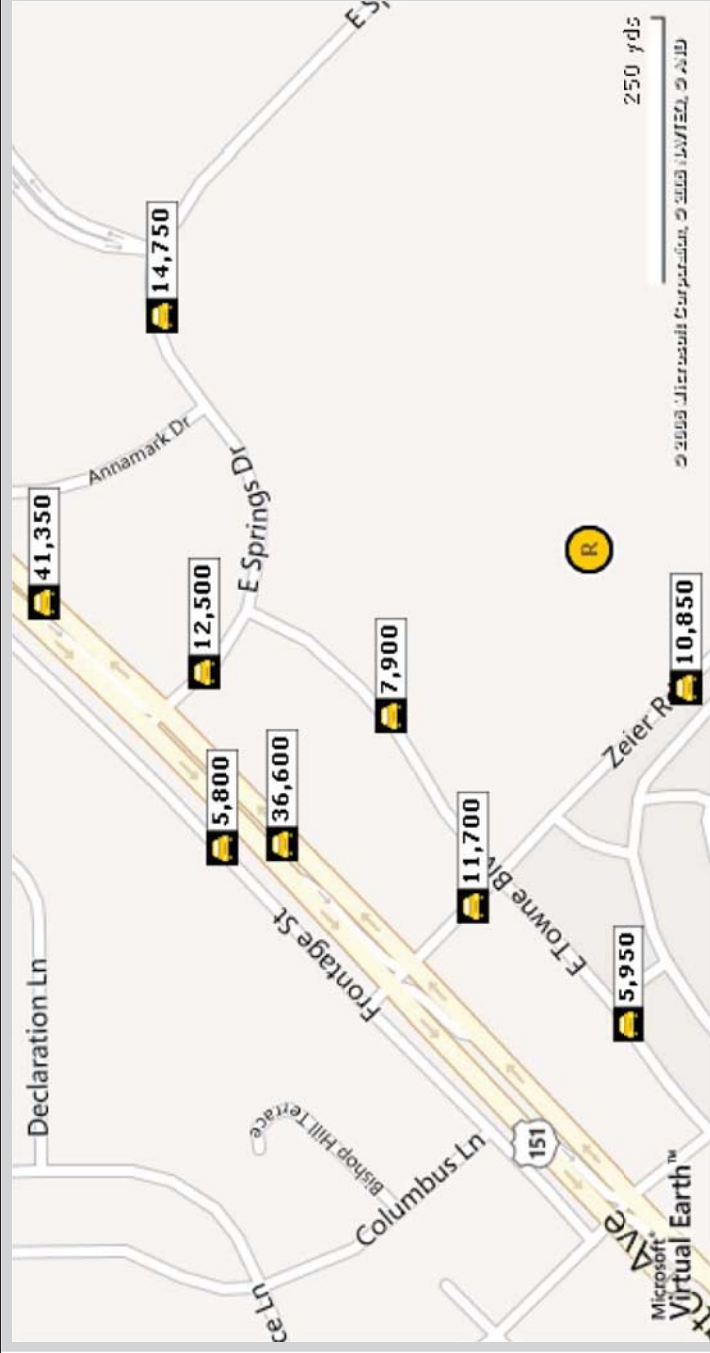
East Town Plaza

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$9,707	\$27,292	\$75,474
Alcoholic Bev. at Home	5,480	15,444	42,270
Alcoholic Bev. away from Home	4,228	11,848	33,204
Total Furniture/Appliances	\$53,295	\$151,489	\$404,654
Bedroom Furniture	3,009	8,469	22,982
Living Room Furniture	4,685	13,333	35,587
Other Living & Family Room Furniture	1,241	3,545	9,371
Other Furniture	576	1,668	4,328
Major Appliances	4,438	12,718	33,247
Small Appliances & Housewares	11,099	31,432	84,778
Misc Household Equipment	28,248	80,323	214,360
Total Transportation/Maint.	\$130,167	\$367,185	\$983,898
New Autos/Trucks/Vans	34,400	97,941	258,288
Used Vehicles	32,876	91,763	249,709
Purchase of RVs or Boats	3,658	10,538	27,252
Gasoline	43,773	123,208	331,968
Diesel Fuel	665	1,899	4,975
Automotive Maintenance/Repair	14,795	41,836	111,706
Total Health Care	\$23,442	\$66,883	\$173,259
Medical Services	14,023	39,928	104,000
Prescription Drugs	7,092	20,298	51,975
Medical Supplies	2,327	6,656	17,284
Total Education/Day Care	\$45,202	\$129,848	\$374,404
Education	19,843	57,164	167,007
Room and Board	1,852	5,377	13,843
Tuition/School Supplies	17,400	50,244	148,007
Day Care, Nursery & Preschool	6,107	17,062	45,547

East Town Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,281	42,543	19
Total Retail	530	8,207	15
Home Improvement Stores	19	457	24
General Merchandise Stores	16	1,365	85
Food Stores	35	626	18
Auto Dealers and Gas Stations	57	862	15
Apparel and Accessory Stores	56	353	6
Furniture and Home Furnishings	50	252	5
Eating and Drinking Places	136	3,103	23
Miscellaneous Retail Stores	161	1,189	7
Finance-Insurance-Real Estate	244	8,326	34
Banks, Saving and Lending Inst.	63	581	9
Security Brokers and Investments	32	218	7
Insurance Carriers and Agencies	52	6,466	124
Real Estate-Trust-Holding Co.	97	1,061	11
Services	930	15,614	17
Hotels and Lodging	27	869	32
Motion Picture and Amusement	50	461	9
Health Services	78	1,807	23
Legal Services	16	36	2
Educational Services	28	2,169	77
Auto Services	76	596	8
Other Services	655	9,676	15
Agriculture/Mining	45	249	6
Construction	162	1,115	7
Manufacturing	76	3,084	41
Transportation, Comm./Pub Util.	86	951	11
Wholesale Trade	108	1,688	16
Government	100	3,309	33
Daytime Population	42,543		
Daytime Population/Business	19		

East Town Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Zeier Rd	E Towne Mall	0.09 NW	2009	10,850	AAAT	.09
2 E Towne Blvd	Zeier Rd	0.11 SW	2009	7,900	AAAT	.14
3 Zeier Rd	E Towne Blvd	0.02 SE	2009	11,700	AAAT	.20
4 E Springs Dr	E Washington Ave	0.03 NW	2009	12,500	AAAT	.22
5 E Washington Ave	E Springs Dr	0.10 NE	2010	38,306	MPSI	.23
6 United States Highway 151	East Spring Dr	0.10 NE	2007	36,600	AAAT	.23
7 E Wash Av Frontage Rd	E Springs Dr	0.07 NE	2009	5,800	AAAT	.26
8 E Towne	E Towne Blvd	0.01 SW	2009	5,950	AAAT	.26
9 E Springs Dr	High Crossing Blvd	0.03 E	2009	14,750	AAAT	.26
10 E Washington Ave	Service Ln	0.07 NE	2009	41,350	AAAT	.30