

Demographic Summary Report

Cypress Point Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	98,110		218,742		542,994	
2011 Estimate	98,784		221,593		541,533	
2010 Census	98,924		222,770		542,373	
Growth 2011 - 2016	-0.70%		-1.30%		0.30%	
Growth 2010 - 2011	-0.10%		-0.50%		-0.20%	
2011 Population by Hispanic Origin	10,081		23,686		71,106	
2011 Population By Race	98,784		221,593		541,533	
White	86,686	87.75%	190,165	85.82%	459,583	84.87%
Black or African American	4,635	4.69%	14,354	6.48%	35,075	6.48%
American Indian and Alaska Native	312	0.32%	733	0.33%	1,755	0.32%
Asian	2,424	2.45%	5,112	2.31%	16,534	3.05%
Native Hawaiian and Pacific Islander	76	0.08%	215	0.10%	548	0.10%
Other Race	2,702	2.74%	6,273	2.83%	15,187	2.80%
Two or More Races	1,950	1.97%	4,740	2.14%	12,852	2.37%
Households						
2016 Projection	46,113		99,366		240,203	
2011 Estimate	46,365		100,405		239,818	
2010 Census	46,444		100,892		240,312	
Growth 2011 - 2016	-0.50%		-1.00%		0.20%	
Growth 2010 - 2011	-0.20%		-0.50%		-0.20%	
Owner Occupied	32,821	70.79%	66,826	66.56%	158,756	66.20%
Renter Occupied	13,544	29.21%	33,578	33.44%	81,062	33.80%
2011 Households by HH Income	46,364		100,403		239,814	
Income Less Than \$15,000	6,493	14.00%	13,536	13.48%	30,299	12.63%
Income: \$15,000 - \$24,999	6,249	13.48%	13,302	13.25%	30,901	12.89%
Income: \$25,000 - \$34,999	5,914	12.76%	13,153	13.10%	29,962	12.49%
Income: \$35,000 - \$49,999	7,837	16.90%	16,823	16.76%	39,292	16.38%
Income: \$50,000 - \$74,999	8,584	18.51%	19,032	18.96%	44,601	18.60%
Income: \$75,000 - \$99,999	4,770	10.29%	10,340	10.30%	25,305	10.55%
Income: \$100,000 - \$149,999	4,106	8.86%	9,060	9.02%	23,511	9.80%
Income: \$150,000 - \$199,999	1,225	2.64%	2,735	2.72%	7,890	3.29%
Income: \$200,000+	1,186	2.56%	2,422	2.41%	8,053	3.36%
2011 Avg Household Income	\$58,823		\$58,974		\$63,347	
2011 Med Household Income	\$42,380		\$42,849		\$44,927	
2011 Per Capita Income	\$27,900		\$27,428		\$28,719	

Demographic Detail Report

Cypress Point Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	98,110		218,742		542,994	
2011 Estimate	98,784		221,593		541,533	
2010 Census	98,924		222,770		542,373	
Growth 2011 - 2016	-0.70%		-1.30%		0.30%	
Growth 2010 - 2011	-0.10%		-0.50%		-0.20%	
2011 Population by Age						
	98,784		221,593		541,533	
Age 0 - 4	4,276	4.33%	10,056	4.54%	25,607	4.73%
Age 5 - 9	4,342	4.40%	10,273	4.64%	26,964	4.98%
Age 10 - 14	4,772	4.83%	11,487	5.18%	29,061	5.37%
Age 15 - 19	4,941	5.00%	11,886	5.36%	29,611	5.47%
Age 20 - 24	4,648	4.71%	11,316	5.11%	27,643	5.10%
Age 25 - 34	10,129	10.25%	23,955	10.81%	60,897	11.25%
Age 35 - 44	10,979	11.11%	25,998	11.73%	68,553	12.66%
Age 45 - 49	7,091	7.18%	16,818	7.59%	42,279	7.81%
Age 50 - 54	7,538	7.63%	17,520	7.91%	42,296	7.81%
Age 55 - 59	7,248	7.34%	16,390	7.40%	38,936	7.19%
Age 60 - 64	7,594	7.69%	15,821	7.14%	37,479	6.92%
Age 65 - 74	11,886	12.03%	23,597	10.65%	55,734	10.29%
Age 75 - 84	8,869	8.98%	17,409	7.86%	38,261	7.07%
Age 85 and over	4,470	4.53%	9,068	4.09%	18,212	3.36%
Age 65 and over	25,225	25.54%	50,074	22.60%	112,207	20.72%
Median Age	48.70		46.70		45.30	
Average Age	46.40		44.80		43.70	

Demographic Detail Report

Cypress Point Shopping Center

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	98,784	221,593	541,533
White	86,686 87.75%	190,165 85.82%	459,583 84.87%
Black or African American	4,635 4.69%	14,354 6.48%	35,075 6.48%
American Indian and Alaska Native	312 0.32%	733 0.33%	1,755 0.32%
Asian	2,424 2.45%	5,112 2.31%	16,534 3.05%
Native Hawaiian and Pacific Islander	76 0.08%	215 0.10%	548 0.10%
Other Race	2,702 2.74%	6,273 2.83%	15,187 2.80%
Two or More Races	1,950 1.97%	4,740 2.14%	12,852 2.37%
2011 Population by Hispanic Origin	98,785	221,592	541,534
Not Hispanic or Latino	88,704 89.80%	197,906 89.31%	470,428 86.87%
Hispanic or Latino	10,081 10.20%	23,686 10.69%	71,106 13.13%
2011 Age 5+ Language at Home	93,136	212,591	502,896
Speak Only English	79,929 85.82%	182,310 85.76%	422,530 84.02%
Speak Asian or Pacific Island	1,316 1.41%	2,471 1.16%	8,638 1.72%
Speak IndoEuropean	4,437 4.76%	9,651 4.54%	24,177 4.81%
Speak Spanish	6,891 7.40%	17,052 8.02%	44,967 8.94%
Speak Other Language	563 0.60%	1,107 0.52%	2,584 0.51%
2011 Median Age, Male	46.40	45.00	43.60
2011 Average Age, Male	44.40	43.10	42.30
Median Age, Female	50.70	48.40	46.70
Average Age, Female	48.10	46.30	45.00
2011 Population by Occupation Classification (Age 16+)	45,354	104,797	250,828
Blue Collar	6,512 14.36%	16,719 15.95%	39,359 15.69%
White Collar	31,478 69.41%	70,542 67.31%	171,970 68.56%
Service	7,364 16.24%	17,536 16.73%	39,499 15.75%
2011 Population by Marital Status (Age 15+)	83,688	189,792	446,732
Total, Never Married	18,860 22.54%	47,442 25.00%	113,892 25.49%
Married	44,494 53.17%	96,766 50.99%	232,029 51.94%
Widowed	9,344 11.17%	18,173 9.58%	39,263 8.79%
Divorced	10,990 13.13%	27,411 14.44%	61,548 13.78%

Demographic Detail Report

Cypress Point Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	73,937		164,878		386,345	
Less Than 9th Grade	1,878	2.54%	4,494	2.73%	10,161	2.63%
Some High School, No Diploma	5,531	7.48%	13,063	7.92%	31,619	8.18%
High School Grad (Incl Equivalency)	21,819	29.51%	49,886	30.26%	113,510	29.38%
Some College, No Degree	17,116	23.15%	37,164	22.54%	84,627	21.90%
Associate Degree	6,371	8.62%	14,911	9.04%	36,283	9.39%
Bachelor Degree	14,143	19.13%	30,600	18.56%	74,657	19.32%
Advanced Degrees	7,079	9.57%	14,760	8.95%	35,488	9.19%
2011 Population by Occupation (Age 16+)	52,720		122,331		290,325	
Management, Business, & Financial	16,334	30.98%	35,655	29.15%	90,263	31.09%
Professional & Related Occupations	2,091	3.97%	4,993	4.08%	10,574	3.64%
Services	22,348	42.39%	52,833	43.19%	119,888	41.29%
Sales & Office	6,423	12.18%	14,915	12.19%	37,225	12.82%
Farming, Fishing, and Forestry	59	0.11%	186	0.15%	338	0.12%
Construction and Extraction, Maint	2,135	4.05%	5,905	4.83%	12,183	4.20%
Production & Transportation	3,330	6.32%	7,844	6.41%	19,854	6.84%
2011 Workers by Travel Time to Work (Age 16+)	45,325		104,748		251,589	
Less Than 15 Minutes	11,474	25.31%	27,545	26.30%	61,811	24.57%
15 to 29 Minutes	16,754	36.96%	37,215	35.53%	89,985	35.77%
30 to 44 Minutes	9,582	21.14%	21,504	20.53%	51,057	20.29%
45 to 59 Minutes	2,858	6.31%	6,710	6.41%	18,070	7.18%
60+ Minutes	4,657	10.27%	11,774	11.24%	30,666	12.19%
2000 Households by HH Size	46,443		100,892		240,312	
1-Person Households	16,924	36.44%	35,670	35.35%	80,857	33.65%
2-Person Households	17,374	37.41%	37,137	36.81%	88,536	36.84%
3-Person Households	5,820	12.53%	13,334	13.22%	32,912	13.70%
4-Person Households	3,951	8.51%	9,109	9.03%	23,601	9.82%
5-Person Households	1,548	3.33%	3,583	3.55%	9,294	3.87%
6-Person Households	532	1.15%	1,314	1.30%	3,337	1.39%
7 or more Person Households	294	0.63%	745	0.74%	1,775	0.74%
2011 Average Household Size	2.11		2.16		2.22	

Demographic Detail Report

Cypress Point Shopping Center

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Households			
2016 Projection	46,113	99,366	240,203
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2010 Census	46,444	100,892	240,312
Growth 2011 - 2016	-0.50%	-1.00%	0.20%
Growth 2010 - 2011	-0.20%	-0.50%	-0.20%
2011 Households by HH Income	46,364	100,403	239,814
Income: Less than \$15,000	6,493 14.00%	13,536 13.48%	30,299 12.63%
Income: \$15,000 - \$24,999	6,249 13.48%	13,302 13.25%	30,901 12.89%
Income: \$25,000 - \$34,999	5,914 12.76%	13,153 13.10%	29,962 12.49%
Income: \$35,000 - \$49,999	7,837 16.90%	16,823 16.76%	39,292 16.38%
Income: \$50,000 - \$74,999	8,584 18.51%	19,032 18.96%	44,601 18.60%
Income: \$75,000 - \$99,999	4,770 10.29%	10,340 10.30%	25,305 10.55%
Income: \$100,000 - \$149,999	4,106 8.86%	9,060 9.02%	23,511 9.80%
Income: \$150,000 - \$199,999	1,225 2.64%	2,735 2.72%	7,890 3.29%
Income: \$200,000+	1,186 2.56%	2,422 2.41%	8,053 3.36%
2011 Avg Household Income	\$58,823	\$58,974	\$63,347
2011 Med Household Income	\$42,380	\$42,849	\$44,927
2011 Per Capita Income	\$27,900	\$27,428	\$28,719
2011 Occupied Housing	46,365	100,404	239,818
Owner Occupied	32,821 70.79%	66,826 66.56%	158,756 66.20%
Renter Occupied	13,544 29.21%	33,578 33.44%	81,062 33.80%
2000 Housing Units	52,456	115,934	277,584
1 Unit Attached	4,385 8.36%	9,233 7.96%	19,519 7.03%
1 Unit Detached	22,821 43.51%	54,379 46.91%	125,444 45.19%
2 Units	903 1.72%	2,806 2.42%	7,054 2.54%
3 - 19 Units	10,810 20.61%	22,763 19.63%	54,791 19.74%
20 - 49 Units	3,621 6.90%	8,085 6.97%	17,333 6.24%
50 or more Units	5,126 9.77%	7,687 6.63%	18,997 6.84%
Mobile Home or Trailer	4,790 9.13%	10,950 9.45%	34,229 12.33%
Boat, RV, Van, Etc.	0 0.00%	31 0.03%	217 0.08%

Demographic Detail Report

Cypress Point Shopping Center

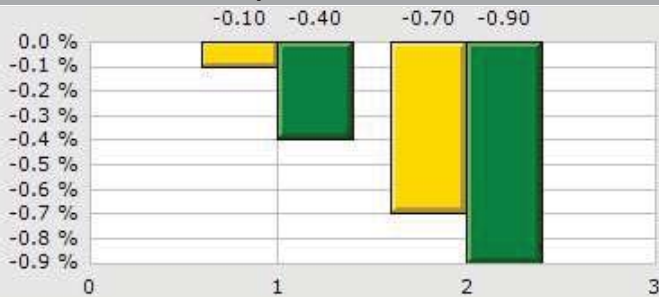
Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	33,663		69,587		161,511	
Value Less than \$20,000	1,381	4.10%	2,851	4.10%	7,541	4.67%
Value \$20,000 - \$39,999	813	2.42%	1,574	2.26%	5,729	3.55%
Value \$40,000 - \$59,999	854	2.54%	1,550	2.23%	4,140	2.56%
Value \$60,000 - \$79,999	1,708	5.07%	2,849	4.09%	6,212	3.85%
Value \$80,000 - \$99,999	2,623	7.79%	4,308	6.19%	8,759	5.42%
Value \$100,000 - \$149,999	5,511	16.37%	10,616	15.26%	22,777	14.10%
Value \$150,000 - \$199,999	6,058	18.00%	14,167	20.36%	29,878	18.50%
Value \$200,000 - \$299,999	7,726	22.95%	16,990	24.42%	36,710	22.73%
Value \$300,000 - \$399,999	3,687	10.95%	8,008	11.51%	18,333	11.35%
Value \$400,000 - \$499,999	1,519	4.51%	3,014	4.33%	8,386	5.19%
Value \$500,000 - \$749,999	1,110	3.30%	2,378	3.42%	8,006	4.96%
Value \$750,000 - \$999,999	347	1.03%	713	1.02%	2,548	1.58%
Value \$1,000,000 or more	326	0.97%	569	0.82%	2,492	1.54%
2011 Med Housing Val-Owner Occupied	\$179,089		\$187,786		\$192,189	
2011 Housing Units by Yr Built	52,456		115,933		277,582	
Built 2005 to Present	339	0.65%	780	0.67%	3,476	1.25%
Built 2000 to 2004	2,049	3.91%	4,425	3.82%	20,832	7.50%
Built 1990 to 1999	5,824	11.10%	14,198	12.25%	39,442	14.21%
Built 1980 to 1989	18,145	34.59%	35,800	30.88%	74,818	26.95%
Built 1970 to 1979	18,019	34.35%	32,738	28.24%	76,383	27.52%
Built 1960 to 1969	4,706	8.97%	14,583	12.58%	33,842	12.19%
Built 1950 to 1959	2,639	5.03%	10,147	8.75%	21,105	7.60%
Built 1940 to 1949	410	0.78%	1,836	1.58%	3,795	1.37%
Built 1939 or Earlier	325	0.62%	1,426	1.23%	3,889	1.40%
2011 Median Year Built	1980		1979		1980	

Cypress Point Shopping Center

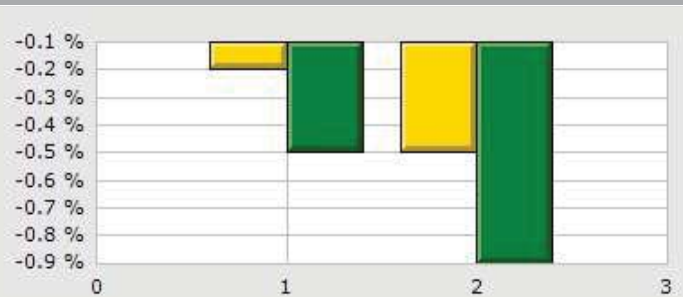
Type: Shopping Center/Neighborhood Center
 County: Pinellas

3 Mile
 County

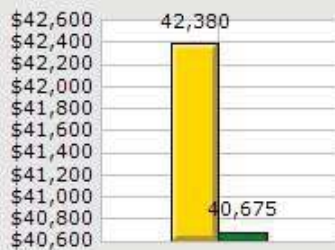
Population Growth



Household Growth



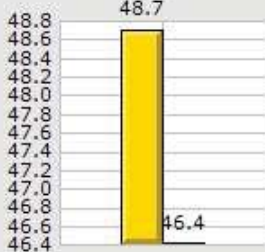
2011 Med Household Inc



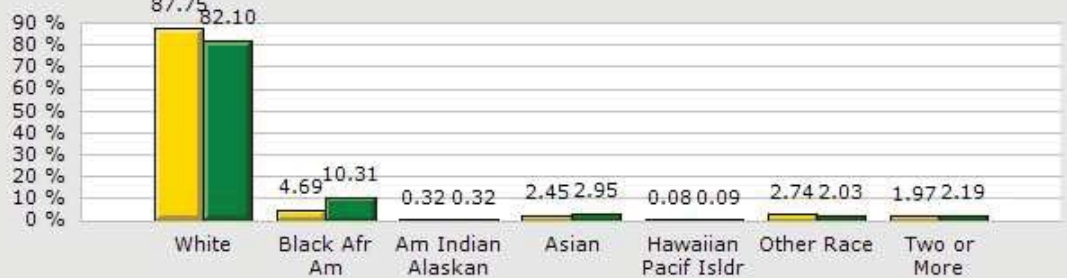
2011 Households by Household Income



2011 Median Age



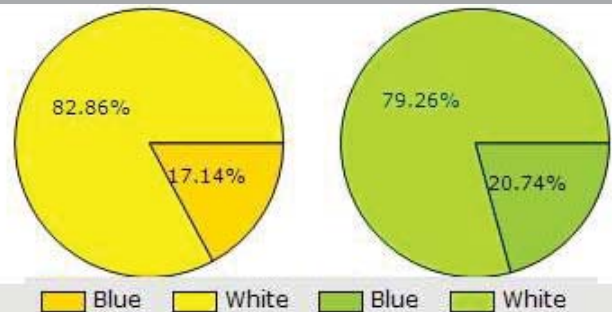
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Cypress Point Shopping Center

Type: **Shopping Center/Neighborhood Center**
 County: **Pinellas**

	3 Mile		County	
Population				
Growth 2010 - 2011	-0.10%		-0.40%	
Growth 2011 - 2016	-0.70%		-0.90%	
2011 Blue Collar	6,512	17.14%	73,723	20.74%
2011 White Collar	31,478	82.86%	281,684	79.26%
2011 Population By Race				
White	86,686	87.75%	749,119	82.10%
Black Afr Am	4,635	4.69%	94,089	10.31%
Am Indian Alaskan	312	0.32%	2,902	0.32%
Asian	2,424	2.45%	26,952	2.95%
Hawaiian Pacif Islldr	76	0.08%	809	0.09%
Other Race	2,702	2.74%	18,567	2.03%
Two or More	1,950	1.97%	20,026	2.19%
Households				
Growth 2010 - 2011	-0.20%		-0.50%	
Growth 2011 - 2016	-0.50%		-0.90%	
Renter Occupied	13,544	29.21%	140,800	34.01%
Owner Occupied	32,821	70.79%	273,185	65.99%
2011 Households by HH Income				
Income < \$35,000	18,656	40.24%	174,621	42.18%
Income \$35,000 - \$74,999	16,421	35.42%	143,868	34.75%
Income \$75,000 - \$149,999	8,876	19.14%	73,426	17.74%
Income \$150,000 - \$199,999	1,225	2.64%	10,808	2.61%
Income \$200,000+	1,186	2.56%	11,262	2.72%
2011 Median Household Income	\$42,380		\$40,675	
2011 Median Age	48.70		46.40	

Consumer Spending Report

Cypress Point Shopping Center

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,453,939	\$3,161,273	\$8,140,583
Total Apparel	\$56,160	\$123,100	\$317,679
Women's Apparel	20,303	44,197	113,060
Men's Apparel	11,481	25,126	64,796
Girl's Apparel	4,005	8,899	23,335
Boy's Apparel	3,134	7,001	18,347
Infant Apparel	3,373	7,485	19,713
Footwear (excl. Infants)	7,761	17,005	44,027
Other Apparel Prod/Services	6,104	13,386	34,401
Total Entertainment	\$138,145	\$298,940	\$764,694
Sports and Recreation	5,363	11,722	30,563
TV, Radio and Sound Equipment	48,532	105,715	271,401
Reading Materials	6,474	13,921	35,032
Travel	76,181	164,071	418,581
Photographic Equipment	1,595	3,511	9,116
Total Food At Home	\$121,285	\$263,394	\$673,852
Cereal Products	7,283	15,873	40,711
Bread & Bakery Products	16,236	35,242	89,928
Seafood	6,395	13,856	35,316
Meat/Poultry/Fish/Eggs	40,557	88,268	226,286
Dairy Products	19,514	42,410	108,604
Fruits and Vegetables	31,301	67,745	173,007
Total Food Away From Home	\$118,267	\$258,090	\$664,150
Breakfast and Brunch	11,401	24,892	63,669
Dinner	55,397	120,832	310,604
Lunch	39,153	85,324	220,176
Snacks and Non Alcoholic Bev	8,474	18,643	48,260
Catered Affairs	3,842	8,399	21,441

Consumer Spending Report

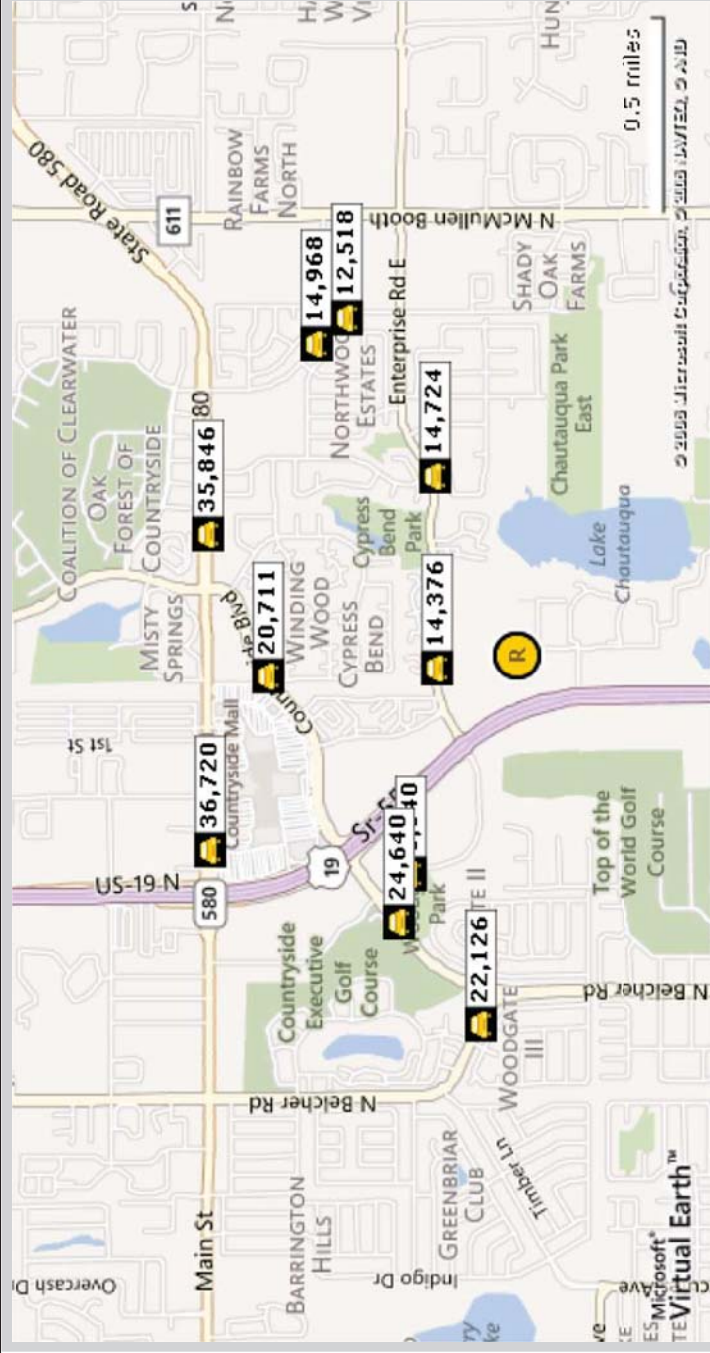
Cypress Point Shopping Center

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$22,238	\$48,799	\$125,039
Alcoholic Bev. at Home	13,167	28,634	73,392
Alcoholic Bev. away from Home	9,071	20,165	51,647
Total Furniture/Appliances	\$132,946	\$288,560	\$743,515
Bedroom Furniture	7,235	15,686	40,887
Living Room Furniture	11,381	24,798	63,769
Other Living & Family Room Furniture	3,114	6,744	17,516
Other Furniture	1,448	3,166	8,110
Major Appliances	12,129	26,115	66,931
Small Appliances & Housewares	26,960	58,687	151,436
Misc Household Equipment	70,680	153,363	394,866
Total Transportation/Maint.	\$325,966	\$708,174	\$1,832,834
New Autos/Trucks/Vans	88,779	191,546	494,865
Used Vehicles	77,705	170,256	444,315
Purchase of RVs or Boats	11,469	24,083	62,482
Gasoline	108,326	236,458	610,891
Diesel Fuel	1,976	4,221	11,140
Automotive Maintenance/Repair	37,710	81,611	209,141
Total Health Care	\$68,171	\$145,445	\$367,103
Medical Services	38,640	82,864	210,509
Prescription Drugs	22,710	48,060	120,157
Medical Supplies	6,821	14,521	36,437
Total Education/Day Care	\$101,987	\$226,132	\$582,933
Education	45,045	99,933	256,590
Room and Board	5,288	11,308	29,030
Tuition/School Supplies	39,535	87,767	225,037
Day Care, Nursery & Preschool	12,119	27,122	72,276

Cypress Point Shopping Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	4,477	33,234	7
Total Retail	922	9,619	10
Home Improvement Stores	64	1,172	18
General Merchandise Stores	30	828	28
Food Stores	79	673	9
Auto Dealers and Gas Stations	81	1,222	15
Apparel and Accessory Stores	81	629	8
Furniture and Home Furnishings	103	475	5
Eating and Drinking Places	220	3,149	14
Miscellaneous Retail Stores	264	1,471	6
Finance-Insurance-Real Estate	663	3,712	6
Banks, Saving and Lending Inst.	139	561	4
Security Brokers and Investments	83	285	3
Insurance Carriers and Agencies	126	1,111	9
Real Estate-Trust-Holding Co.	315	1,755	6
Services	1,963	13,000	7
Hotels and Lodging	13	118	9
Motion Picture and Amusement	130	577	4
Health Services	317	3,688	12
Legal Services	115	542	5
Educational Services	50	1,488	30
Auto Services	108	504	5
Other Services	1,230	6,083	5
Agriculture/Mining	88	226	3
Construction	309	1,499	5
Manufacturing	158	2,234	14
Transportation, Comm./Pub Util.	129	689	5
Wholesale Trade	189	1,151	6
Government	56	1,104	20
Daytime Population	33,234		
Daytime Population/Business	7		

Cypress Point Shopping Center



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Enterprise Rd E	Village Dr	0.11 W	2010	14,376	MPSI	.21
2 Enterprise Rd E	Frisco Dr	0.00	2010	14,724	MPSI	.52
3 Enterprise Rd	Countryside Blvd	0.10 NW	2010	8,540	MPSI	.63
4 Countryside Blvd	Winding Wood Dr	0.03 SW	2010	20,711	MPSI	.65
5 Countryside Blvd	Enterprise Rd	0.08 NE	2010	24,640	MPSI	.76
6 State Highway 580	Countryside Blvd	0.14 W	2010	35,846	MPSI	.87
7 State Highway 580	Herda St	0.04 W	2010	36,720	MPSI	.95
8 Belcher Rd	Oak Neck Dr	0.02 SE	2010	22,126	MPSI	.97
9 Landmark Dr	Redwood Way	0.06 NW	2010	14,968	MPSI	.97
10 Landmark Dr	Eastland Blvd	0.02 NW	2010	12,518	MPSI	.99

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