

Demographic Summary Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	170,611		454,013		992,486	
2009 Estimate	169,371		451,031		982,741	
2000 Census	171,915		455,391		981,593	
Growth 2009 - 2014	0.70%		0.70%		1.00%	
Growth 2000 - 2009	-1.50%		-1.00%		0.10%	
2009 Population by Hispanic Origin	27,096		79,151		104,702	
2009 Population By Race	169,371		451,031		982,741	
White	127,958	75.55%	275,884	61.17%	617,977	62.88%
Black or African American	14,045	8.29%	100,211	22.22%	250,988	25.54%
American Indian and Alaska Native	1,977	1.17%	4,115	0.91%	6,633	0.67%
Asian	5,995	3.54%	16,473	3.65%	33,754	3.43%
Native Hawaiian and Pacific Islander	68	0.04%	272	0.06%	490	0.05%
Other Race	14,369	8.48%	41,648	9.23%	50,820	5.17%
Two or More Races	4,960	2.93%	12,430	2.76%	22,079	2.25%
Households						
2014 Projection	74,464		183,520		407,805	
2009 Estimate	73,571		181,108		401,103	
2000 Census	73,257		178,847		391,064	
Growth 2009 - 2014	1.20%		1.30%		1.70%	
Growth 2000 - 2009	0.40%		1.30%		2.60%	
Owner Occupied	40,400	54.91%	92,880	51.28%	221,509	55.22%
Renter Occupied	33,171	45.09%	88,228	48.72%	179,594	44.78%
2009 Households by HH Income	73,568		181,099		401,094	
Income Less Than \$15,000	7,473	10.16%	24,537	13.55%	46,339	11.55%
Income: \$15,000 - \$24,999	8,005	10.88%	21,317	11.77%	42,319	10.55%
Income: \$25,000 - \$34,999	8,127	11.05%	19,778	10.92%	40,833	10.18%
Income: \$35,000 - \$49,999	12,587	17.11%	29,477	16.28%	62,793	15.66%
Income: \$50,000 - \$74,999	17,307	23.53%	38,029	21.00%	82,355	20.53%
Income: \$75,000 - \$99,999	12,660	17.21%	28,478	15.73%	64,853	16.17%
Income: \$100,000 - \$149,999	5,291	7.19%	13,371	7.38%	39,038	9.73%
Income: \$150,000 - \$249,999	1,743	2.37%	4,920	2.72%	17,515	4.37%
Income: \$250,000 - \$499,999	324	0.44%	1,017	0.56%	4,266	1.06%
Income: \$500,000 or more	51	0.07%	175	0.10%	783	0.20%
2009 Avg Household Income	\$58,416		\$57,207		\$65,162	
2009 Med Household Income	\$50,626		\$47,242		\$51,974	
2009 Per Capita Income	\$25,591		\$23,353		\$26,917	

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	170,611		454,013		992,486	
2009 Estimate	169,371		451,031		982,741	
2000 Census	171,915		455,391		981,593	
Growth 2009 - 2014	0.70%		0.70%		1.00%	
Growth 2000 - 2009	-1.50%		-1.00%		0.10%	
2009 Population by Age	169,371		451,031		982,741	
Age 0 - 4	11,702	6.91%	34,408	7.63%	69,524	7.07%
Age 5 - 9	10,907	6.44%	32,449	7.19%	67,404	6.86%
Age 10 - 14	10,252	6.05%	30,337	6.73%	65,048	6.62%
Age 15 - 17	6,401	3.78%	18,928	4.20%	41,048	4.18%
Age 18 - 20	6,502	3.84%	22,678	5.03%	45,978	4.68%
Age 21 - 24	9,995	5.90%	29,261	6.49%	60,352	6.14%
Age 25 - 34	23,799	14.05%	62,886	13.94%	133,722	13.61%
Age 35 - 44	23,967	14.15%	59,942	13.29%	128,465	13.07%
Age 45 - 49	12,852	7.59%	31,267	6.93%	70,798	7.20%
Age 50 - 54	12,056	7.12%	29,354	6.51%	68,009	6.92%
Age 55 - 59	10,410	6.15%	25,168	5.58%	59,310	6.04%
Age 60 - 64	7,748	4.57%	19,300	4.28%	46,168	4.70%
Age 65 - 74	9,732	5.75%	24,464	5.42%	59,644	6.07%
Age 75 - 84	8,397	4.96%	19,995	4.43%	45,284	4.61%
Age 85 and over	4,651	2.75%	10,594	2.35%	21,986	2.24%
Age 16 and over	134,363	79.33%	347,549	77.06%	767,151	78.06%
Age 18 and over	130,110	76.82%	334,909	74.25%	739,716	75.27%
Age 21 and over	123,608	72.98%	312,231	69.23%	693,738	70.59%
Age 65 and over	22,780	13.45%	55,053	12.21%	126,914	12.91%
Median Age	37.20		34.00		35.70	
Average Age	38.10		36.10		37.10	

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	169,371	451,031	982,741
White	127,958 75.55%	275,884 61.17%	617,977 62.88%
Black or African American	14,045 8.29%	100,211 22.22%	250,988 25.54%
American Indian and Alaska Native	1,977 1.17%	4,115 0.91%	6,633 0.67%
Asian	5,995 3.54%	16,473 3.65%	33,754 3.43%
Native Hawaiian and Pacific Islander	68 0.04%	272 0.06%	490 0.05%
Other Race	14,369 8.48%	41,648 9.23%	50,820 5.17%
Two or More Races	4,960 2.93%	12,430 2.76%	22,079 2.25%
2009 Population by Hispanic Origin	169,371	451,031	982,740
Not Hispanic or Latino	142,276 84.00%	371,881 82.45%	878,038 89.35%
Hispanic or Latino:	27,096 16.00%	79,151 17.55%	104,702 10.65%
Mexican	16,843 9.94%	50,465 11.19%	62,267 6.34%
Puerto Rican	6,479 3.83%	18,982 4.21%	27,506 2.80%
Cuban	290 0.17%	688 0.15%	1,218 0.12%
Other Hispanic or Latino	3,483 2.06%	9,015 2.00%	13,711 1.40%
2009 Age 5+ Language at Home	157,668	416,623	913,216
Speak Only English	134,023 85.00%	344,472 82.68%	796,165 87.18%
Speak Asian or Pacific Island	3,302 2.09%	9,437 2.27%	16,909 1.85%
Speak IndoEuropean	5,373 3.41%	13,566 3.26%	32,994 3.61%
Speak Spanish	14,425 9.15%	47,600 11.43%	63,118 6.91%
Speak Other Language	545 0.35%	1,548 0.37%	4,030 0.44%
2009 Median Age, Male	35.70	32.60	34.10
2009 Average Age, Male	36.50	34.70	35.70
Median Age, Female	38.60	35.50	37.10
Average Age, Female	39.60	37.50	38.40
2009 Population by Employment Status (Age 16+)	134,364	347,549	767,151
In Armed Forces	60 0.04%	207 0.06%	393 0.05%
Civilian, Employed	76,712 57.09%	186,926 53.78%	430,380 56.10%
Civilian, Unemployed	9,551 7.11%	29,311 8.43%	59,579 7.77%
Not In Labor Force	48,041 35.75%	131,105 37.72%	276,799 36.08%
2009 Population by Occupation Classification (Age 16+)	76,712	186,926	430,380
Blue Collar	17,163 22.37%	41,162 22.02%	84,254 19.58%
White Collar	45,744 59.63%	110,723 59.23%	273,167 63.47%
Service	13,805 18.00%	35,041 18.75%	72,959 16.95%

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	136,510	353,838	780,764
Total, Never Married	46,515 34.07%	132,194 37.36%	278,890 35.72%
Married	62,283 45.63%	156,023 44.09%	364,253 46.65%
Widowed	10,584 7.75%	25,304 7.15%	51,952 6.65%
Divorced	17,128 12.55%	40,317 11.39%	85,669 10.97%
Males Divorced	7,049	15,390	32,158
Females Divorced	8,734	21,330	45,007
Males, Never Married	23,687	64,620	133,639
Females Never Married	21,025	61,369	129,657
2009 Population by Education	113,613	282,970	633,385
Less Than 9Th Grade	5,633 4.96%	17,619 6.23%	27,229 4.30%
Some High School, No Diploma	12,370 10.89%	37,401 13.22%	70,249 11.09%
High School Graduate (Includes Equivalency)	37,075 32.63%	85,900 30.36%	183,573 28.98%
Some College, No Degree	23,762 20.91%	57,874 20.45%	131,269 20.72%
Associate Degree	8,131 7.16%	18,852 6.66%	44,410 7.01%
Bachelor Degree	18,041 15.88%	43,514 15.38%	116,306 18.36%
Advanced Degrees	8,601 7.57%	21,810 7.71%	60,349 9.53%
2009 Population by Occupation (Age 16+)	90,516	221,967	503,339
Management, Business, & Financial Professional & Related Occupations	22,323 24.66%	53,480 24.09%	132,499 26.32%
Services	3,747 4.14%	9,215 4.15%	22,330 4.44%
Sales & Office	41,535 45.89%	103,232 46.51%	227,971 45.29%
Farming, Fishing, and Forestry	8,300 9.17%	20,182 9.09%	48,301 9.60%
Construction and Extraction, Maint Production & Transportation	110 0.12%	430 0.19%	716 0.14%
	2,891 3.19%	6,146 2.77%	12,599 2.50%
	11,610 12.83%	29,282 13.19%	58,923 11.71%
2009 Workers by Travel Time to Work (Age 16+)	76,772	187,134	430,773
Less Than 15 Minutes	21,129 27.52%	50,157 26.80%	113,819 26.42%
15 to 29 Minutes	37,851 49.30%	89,466 47.81%	203,502 47.24%
30 to 44 Minutes	11,951 15.57%	31,131 16.64%	74,849 17.38%
45 to 59 Minutes	2,448 3.19%	7,050 3.77%	17,284 4.01%
60+ Minutes	3,393 4.42%	9,330 4.99%	21,319 4.95%

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Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	74,464	183,520	407,805
2009 Estimate	73,571	181,108	401,103
2000 Census	73,257	178,847	391,064
Growth 2009 - 2014	1.20%	1.30%	1.70%
Growth 2000 - 2009	0.40%	1.30%	2.60%
2000 Households by HH Size	73,257	178,846	391,064
1-Person Households	26,403 36.04%	59,613 33.33%	124,131 31.74%
2-Person Households	22,634 30.90%	53,099 29.69%	122,225 31.25%
3-Person Households	10,186 13.90%	25,921 14.49%	58,877 15.06%
4-Person Households	8,021 10.95%	20,785 11.62%	47,303 12.10%
5-Person Households	3,601 4.92%	10,591 5.92%	22,619 5.78%
6-Person Households	1,377 1.88%	4,588 2.57%	8,919 2.28%
7 or more Person Households	1,035 1.41%	4,249 2.38%	6,990 1.79%
2009 Average Household Size	2.26	2.42	2.39
2009 Households by HH Income	73,568	181,099	401,094
Income Less than \$15,000	7,473 10.16%	24,537 13.55%	46,339 11.55%
Income: \$15,000 - \$24,999	8,005 10.88%	21,317 11.77%	42,319 10.55%
Income: \$25,000 - \$34,999	8,127 11.05%	19,778 10.92%	40,833 10.18%
Income: \$35,000 - \$49,999	12,587 17.11%	29,477 16.28%	62,793 15.66%
Income: \$50,000 - \$74,999	17,307 23.53%	38,029 21.00%	82,355 20.53%
Income: \$75,000 - \$99,999	12,660 17.21%	28,478 15.73%	64,853 16.17%
Income: \$100,000 - \$149,999	5,291 7.19%	13,371 7.38%	39,038 9.73%
Income: \$150,000 - \$249,999	1,743 2.37%	4,920 2.72%	17,515 4.37%
Income: \$250,000 - \$499,999	324 0.44%	1,017 0.56%	4,266 1.06%
Income: \$500,000 or more	51 0.07%	175 0.10%	783 0.20%
2009 Avg Household Income	\$58,416	\$57,207	\$65,162
2009 Med Household Income	\$50,626	\$47,242	\$51,974
2009 Per Capita Income	\$25,591	\$23,353	\$26,917
2009 Occupied Housing	73,571	181,108	401,103
Owner Occupied	40,400 54.91%	92,880 51.28%	221,509 55.22%
Renter Occupied	33,171 45.09%	88,228 48.72%	179,594 44.78%

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	40,400		92,861		221,483	
Value Less than \$20,000	246	0.61%	585	0.63%	1,190	0.54%
Value \$20,000 - \$39,999	427	1.06%	2,260	2.43%	4,631	2.09%
Value \$40,000 - \$59,999	1,303	3.23%	5,145	5.54%	12,012	5.42%
Value \$60,000 - \$79,999	2,319	5.74%	6,845	7.37%	16,498	7.45%
Value \$80,000 - \$99,999	5,492	13.59%	12,225	13.16%	24,109	10.89%
Value \$100,000 - \$149,999	16,533	40.92%	30,241	32.57%	56,105	25.33%
Value \$150,000 - \$199,999	9,662	23.92%	19,925	21.46%	45,545	20.56%
Value \$200,000 - \$299,999	3,568	8.83%	11,973	12.89%	41,732	18.84%
Value \$300,000 - \$399,999	572	1.42%	2,442	2.63%	11,056	4.99%
Value \$400,000 - \$499,999	151	0.37%	633	0.68%	3,839	1.73%
Value \$500,000 - \$749,999	82	0.20%	427	0.46%	3,527	1.59%
Value \$750,000 - \$999,999	9	0.02%	47	0.05%	637	0.29%
Value \$1,000,000 or more	36	0.09%	113	0.12%	602	0.27%
2009 Med Housing Val-Owner Occupied	\$132,445		\$132,765		\$146,727	
2000 Housing Units by Units in Structure	76,964		190,420		413,074	
1 Unit Attached	2,787	3.62%	8,452	4.44%	21,006	5.09%
1 Unit Detached	36,448	47.36%	85,373	44.83%	200,240	48.48%
2 Units	16,663	21.65%	42,262	22.19%	72,386	17.52%
3 - 19 Units	11,932	15.50%	31,029	16.30%	67,308	16.29%
20 - 49 Units	3,963	5.15%	10,691	5.61%	24,556	5.94%
50 or more Units	4,526	5.88%	11,756	6.17%	25,409	6.15%
Mobile Home or Trailer	631	0.82%	843	0.44%	2,084	0.50%
Boat, RV, Van, Etc.	14	0.02%	14	0.01%	85	0.02%
2009 Housing Units by Yr Built	79,122		198,342		434,041	
Built 1999 to Present	2,416	3.05%	8,894	4.48%	24,429	5.63%
Built 1995 to 1998	1,061	1.34%	3,283	1.66%	11,691	2.69%
Built 1990 to 1994	1,244	1.57%	3,874	1.95%	13,850	3.19%
Built 1980 to 1989	2,716	3.43%	8,425	4.25%	23,910	5.51%
Built 1970 to 1979	5,046	6.38%	16,384	8.26%	46,246	10.65%
Built 1960 to 1969	8,208	10.37%	23,010	11.60%	59,562	13.72%
Built 1950 to 1959	17,700	22.37%	42,305	21.33%	90,948	20.95%
Built 1940 to 1949	11,154	14.10%	26,708	13.47%	48,151	11.09%
Built 1939 or Earlier	29,577	37.38%	65,459	33.00%	115,254	26.55%
2009 Median Year Built	1949		1952		1956	

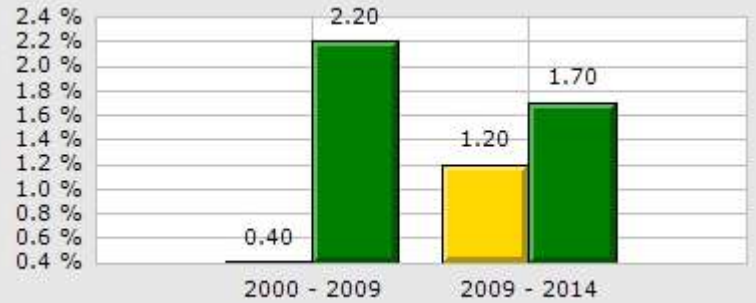
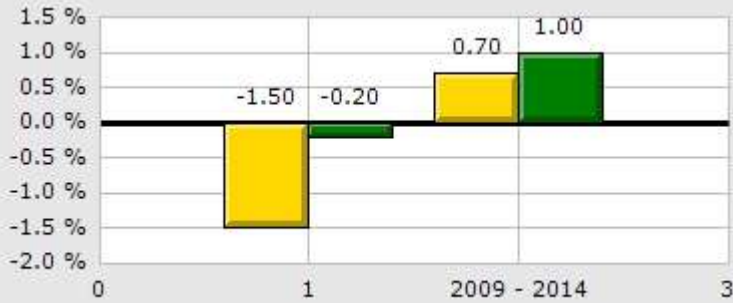
West Allis Towne Centre

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

3 Mile
County

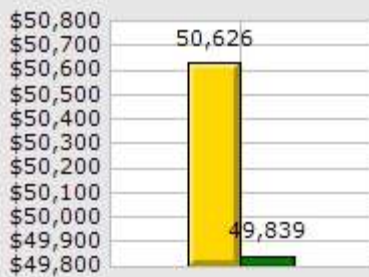
Population Growth

Household Growth



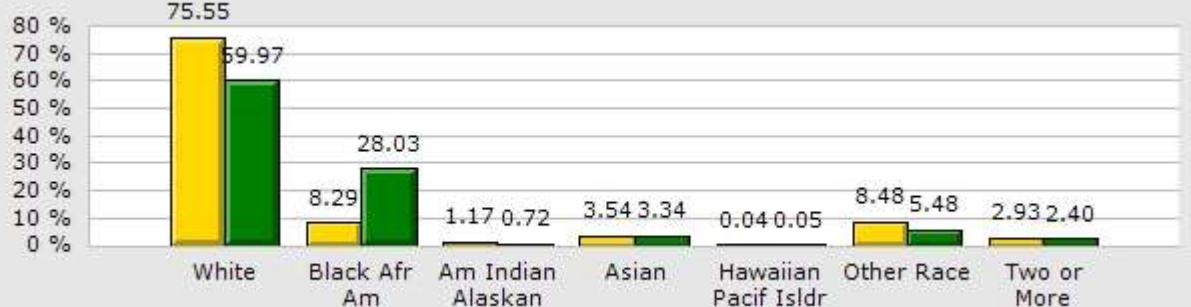
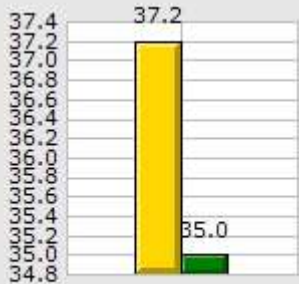
2009 Med Household Inc

2009 Households by Household Income



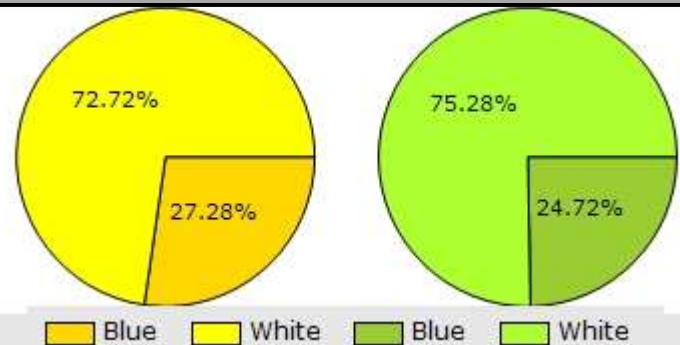
2009 Median Age

2009 Population by Race



2009 Renter vs. Owner

2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

West Allis Towne Centre

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

	3 Mile		County	
Population				
Growth 2000 - 2009	-1.50%		-0.20%	
Growth 2009 - 2014	0.70%		1.00%	
2009 Blue Collar	17,163	27.28%	83,247	24.72%
2009 White Collar	45,744	72.72%	253,518	75.28%
2009 Population By Race	169,372		937,945	
White	127,958	75.55%	562,445	59.97%
Black Afr Am	14,045	8.29%	262,872	28.03%
Am Indian Alaskan	1,977	1.17%	6,791	0.72%
Asian	5,995	3.54%	31,359	3.34%
Hawaiian Pacif Islldr	68	0.04%	485	0.05%
Other Race	14,369	8.48%	51,441	5.48%
Two or More	4,960	2.93%	22,552	2.40%
Households				
Growth 2000 - 2009	0.40%		2.20%	
Growth 2009 - 2014	1.20%		1.70%	
Renter Occupied	33,171	45.09%	183,279	47.47%
Owner Occupied	40,400	54.91%	202,800	52.53%
2009 Households by HH Income	73,568		386,070	
Income < \$35,000	23,605	32.09%	130,954	33.92%
Income \$35,000 - \$74,999	29,894	40.63%	143,810	37.25%
Income \$75,000 - \$149,999	17,951	24.40%	94,408	24.45%
Income \$150,000 - \$249,999	1,743	2.37%	13,465	3.49%
Income \$250,000+	375	0.51%	3,433	0.89%
2009 Median Household Income	\$50,626		\$49,839	
2009 Median Age	37.20		35.00	

Consumer Spending Report

West Allis Towne Centre

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$2,325,933	\$5,617,058	\$14,147,381
Total Apparel	\$83,937	\$204,819	\$511,801
Women's Apparel	34,000	82,527	207,328
Men's Apparel	19,951	48,449	121,605
Girl's Apparel	7,459	18,157	45,550
Boy's Apparel	5,903	14,445	36,054
Infant Apparel	5,897	14,532	35,821
Footwear (excl. Infants)	13,018	31,891	79,447
Other Apparel Prod/Services	10,726	26,709	65,444
Total Entertainment	\$207,035	\$495,985	\$1,256,012
Sports and Recreation	8,953	21,313	54,331
TV, Radio and Sound Equipment	75,942	184,713	461,405
Reading Materials	10,182	24,304	60,981
Travel	109,193	259,047	662,458
Photographic Equipment	2,764	6,609	16,836
Total Food At Home	\$197,348	\$479,754	\$1,189,059
Cereal Products	12,380	30,208	74,670
Bread & Bakery Products	26,158	63,326	157,343
Seafood	10,078	24,547	61,087
Meat/Poultry/Fish/Eggs	67,484	164,605	407,572
Dairy Products	32,066	77,665	192,607
Fruits and Vegetables	49,181	119,403	295,780
Total Food Away From Home	\$196,069	\$476,610	\$1,193,468
Breakfast and Brunch	19,357	47,248	116,709
Dinner	90,758	220,321	553,184
Lunch	64,809	157,756	395,276
Snacks and Non Alcoholic Bev	15,151	37,037	91,910
Catered Affairs	5,994	14,249	36,388

Consumer Spending Report

West Allis Towne Centre

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$37,392	\$91,156	\$227,848
Alcoholic Bev. at Home	20,891	50,700	127,073
Alcoholic Bev. away from Home	16,501	40,456	100,775
Total Furniture/Appliances	\$214,672	\$514,453	\$1,311,105
Bedroom Furniture	12,436	30,270	77,070
Living Room Furniture	18,557	44,673	114,199
Other Living & Family Room Furniture	4,920	11,732	30,323
Other Furniture	1,952	4,588	11,843
Major Appliances	17,511	41,471	105,462
Small Appliances	45,135	108,173	275,078
Misc Household Equipment	114,162	273,546	697,130
Total Transportation/Maint.	\$1,136,425	\$2,744,408	\$6,919,472
New Autos/Trucks/Vans	146,386	348,786	898,054
Used Vehicles	128,291	313,424	782,094
Purchase of RVs or Boats	14,481	33,343	87,069
Gasoline	163,520	397,272	993,675
Diesel Fuel	2,440	5,713	14,711
Automotive Maintenance/Repair	56,950	137,169	344,604
Transportation	624,357	1,508,701	3,799,264
Total Health Care	\$100,978	\$241,225	\$605,797
Medical Services	56,941	135,640	342,125
Prescription Drugs	34,496	82,791	206,521
Medical Supplies	9,541	22,794	57,151
Total Education/Day Care	\$182,261	\$442,668	\$1,114,638
Education	81,066	197,174	494,699
Room and Board	7,061	16,831	44,220
Tuition/School Supplies	73,308	178,373	447,048
Day Care, Nursery & Preschool	20,826	50,290	128,671

West Allis Towne Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	6,325	94,429	15
Total Retail	1,261	13,719	11
Home Improvement Stores	73	1,302	18
General Merchandise Stores	18	712	40
Food Stores	114	1,686	15
Auto Dealers and Gas Stations	150	1,536	10
Apparel and Accessory Stores	56	137	2
Furniture and Home Furnishings	128	842	7
Eating and Drinking Places	404	4,734	12
Miscellaneous Retail Stores	318	2,770	9
Finance-Insurance-Real Estate	601	3,678	6
Banks, Saving and Lending Inst.	180	1,715	10
Security Brokers and Investments	51	214	4
Insurance Carriers and Agencies	126	785	6
Real Estate-Trust-Holding Co.	244	964	4
Services	3,097	53,085	17
Hotels and Lodging	14	88	6
Motion Picture and Amusement	163	2,913	18
Health Services	541	22,425	41
Legal Services	90	465	5
Educational Services	163	8,482	52
Auto Services	193	1,156	6
Other Services	1,933	17,556	9
Agriculture/Mining	78	335	4
Construction	394	3,279	8
Manufacturing	285	8,972	31
Transportation, Comm./Pub Util.	189	3,039	16
Wholesale Trade	271	4,980	18
Government	149	3,342	22
Daytime Population	94,429		
Daytime Population/Business	15		
Residential Population	169,371		
Residential Population/Business	27		

Traffic Count Report

West Allis Towne Centre



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	W Greenfield Ave	S 72nd St	0.03 E	2005	11,200	AADT	.20
2	S 70th St	W Orchard St	0.07 N	2005	9,600	AADT	.25
3	W National Ave	S 70th St	0.02 E	2005	15,100	AADT	.33
4	W Greenfield Ave	S 64th St	0.00	2005	14,900	AADT	.36
5	S 70th St	W Mitchell St	0.01 S	2005	2,800	AADT	.37
6	S 64th St	W National Ave	0.00 N	2005	9,600	AADT	.37
7	W Orchard St	S 76th St	0.00 W	2005	13,000	AADT	.44
8	S 71st St	W Mitchell St	0.05 N	2002	4,600	AADT	.44
9	S 76th St	W Washington St	0.01 S	2005	11,100	AADT	.45
10	W National Ave	S 74th St	0.03 E	2005	15,900	AADT	.49