

Demographic Summary Report

River Crossing Centre

Radius	3 Mile	5 Mile	10 Mile
Population			
2014 Projection	60,031	150,470	340,086
2009 Estimate	55,722	138,444	312,820
2000 Census	48,237	117,663	258,526
Growth 2009 - 2014	7.70%	8.70%	8.70%
Growth 2000 - 2009	15.50%	17.70%	21.00%
2009 Population by Hispanic Origin	3,636	9,326	20,544
2009 Population By Race	55,722	138,444	312,820
White	52,416 94.07%	129,990 93.89%	291,943 93.33%
Black or African American	706 1.27%	1,779 1.28%	6,065 1.94%
American Indian and Alaska Native	186 0.33%	493 0.36%	1,139 0.36%
Asian	707 1.27%	1,768 1.28%	4,554 1.46%
Native Hawaiian and Pacific Islander	25 0.04%	58 0.04%	156 0.05%
Other Race	808 1.45%	2,084 1.51%	3,892 1.24%
Two or More Races	875 1.57%	2,273 1.64%	5,069 1.62%
Households			
2014 Projection	26,062	65,569	146,426
2009 Estimate	24,134	60,314	134,896
2000 Census	21,152	52,148	114,198
Growth 2009 - 2014	8.00%	8.70%	8.50%
Growth 2000 - 2009	14.10%	15.70%	18.10%
Owner Occupied	18,808 77.93%	47,125 78.13%	108,432 80.38%
Renter Occupied	5,327 22.07%	13,189 21.87%	26,464 19.62%
2009 Households by HH Income	24,135	60,314	134,897
Income Less Than \$15,000	2,658 11.01%	7,848 13.01%	16,803 12.46%
Income: \$15,000 - \$24,999	3,292 13.64%	8,807 14.60%	17,737 13.15%
Income: \$25,000 - \$34,999	3,412 14.14%	8,960 14.86%	19,381 14.37%
Income: \$35,000 - \$49,999	5,125 21.23%	11,726 19.44%	24,517 18.17%
Income: \$50,000 - \$74,999	5,806 24.06%	13,165 21.83%	28,651 21.24%
Income: \$75,000 - \$99,999	2,140 8.87%	4,821 7.99%	11,480 8.51%
Income: \$100,000 - \$149,999	1,092 4.52%	3,067 5.09%	9,148 6.78%
Income: \$150,000 - \$249,999	489 2.03%	1,447 2.40%	5,112 3.79%
Income: \$250,000 - \$499,999	102 0.42%	406 0.67%	1,698 1.26%
Income: \$500,000 or more	19 0.08%	67 0.11%	370 0.27%
2009 Avg Household Income	\$51,177	\$51,333	\$58,480
2009 Med Household Income	\$42,128	\$39,259	\$42,450
2009 Per Capita Income	\$22,560	\$22,562	\$25,430

Demographic Detail Report

River Crossing Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	60,031		150,470		340,086	
2009 Estimate	55,722		138,444		312,820	
2000 Census	48,237		117,663		258,526	
Growth 2009 - 2014	7.70%		8.70%		8.70%	
Growth 2000 - 2009	15.50%		17.70%		21.00%	
2009 Population by Age	55,722		138,444		312,820	
Age 0 - 4	2,713	4.87%	6,932	5.01%	15,509	4.96%
Age 5 - 9	2,618	4.70%	6,881	4.97%	15,717	5.02%
Age 10 - 14	2,689	4.83%	7,074	5.11%	16,292	5.21%
Age 15 - 17	1,766	3.17%	4,511	3.26%	10,273	3.28%
Age 18 - 20	1,544	2.77%	3,911	2.82%	8,946	2.86%
Age 21 - 24	1,984	3.56%	4,888	3.53%	10,514	3.36%
Age 25 - 34	4,771	8.56%	12,086	8.73%	26,692	8.53%
Age 35 - 44	5,853	10.50%	15,295	11.05%	34,990	11.19%
Age 45 - 49	3,922	7.04%	9,869	7.13%	22,625	7.23%
Age 50 - 54	3,848	6.91%	9,806	7.08%	22,742	7.27%
Age 55 - 59	3,867	6.94%	9,868	7.13%	22,985	7.35%
Age 60 - 64	3,889	6.98%	9,812	7.09%	22,922	7.33%
Age 65 - 74	6,610	11.86%	16,086	11.62%	37,046	11.84%
Age 75 - 84	6,496	11.66%	14,328	10.35%	31,208	9.98%
Age 85 and over	3,152	5.66%	7,096	5.13%	14,359	4.59%
Age 16 and over	47,094	84.52%	115,986	83.78%	261,811	83.69%
Age 18 and over	45,936	82.44%	113,046	81.65%	255,031	81.53%
Age 21 and over	44,392	79.67%	109,135	78.83%	246,084	78.67%
Age 65 and over	16,259	29.18%	37,510	27.09%	82,613	26.41%
Median Age	50.00		48.90		48.90	
Average Age	47.50		46.50		46.30	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	55,722	138,444	312,820
White	52,416 94.07%	129,990 93.89%	291,943 93.33%
Black or African American	706 1.27%	1,779 1.28%	6,065 1.94%
American Indian and Alaska Native	186 0.33%	493 0.36%	1,139 0.36%
Asian	707 1.27%	1,768 1.28%	4,554 1.46%
Native Hawaiian and Pacific Islander	25 0.04%	58 0.04%	156 0.05%
Other Race	808 1.45%	2,084 1.51%	3,892 1.24%
Two or More Races	875 1.57%	2,273 1.64%	5,069 1.62%
2009 Population by Hispanic Origin	55,722	138,444	312,820
Not Hispanic or Latino	52,087 93.48%	129,119 93.26%	292,275 93.43%
Hispanic or Latino:	3,636 6.53%	9,326 6.74%	20,544 6.57%
Mexican	647 1.16%	1,639 1.18%	3,424 1.09%
Puerto Rican	1,612 2.89%	4,111 2.97%	8,267 2.64%
Cuban	292 0.52%	774 0.56%	2,121 0.68%
Other Hispanic or Latino	1,084 1.95%	2,801 2.02%	6,733 2.15%
2009 Age 5+ Language at Home	53,010	131,512	297,311
Speak Only English	47,628 89.85%	117,753 89.54%	265,381 89.26%
Speak Asian or Pacific Island	376 0.71%	870 0.66%	1,892 0.64%
Speak IndoEuropean	3,037 5.73%	7,700 5.85%	18,643 6.27%
Speak Spanish	1,763 3.33%	4,541 3.45%	10,116 3.40%
Speak Other Language	206 0.39%	648 0.49%	1,279 0.43%
2009 Median Age, Male	47.80	46.90	47.20
2009 Average Age, Male	45.70	44.80	44.90
Median Age, Female	52.00	50.70	50.40
Average Age, Female	49.20	48.00	47.60
2009 Population by Employment Status (Age 16+)	47,095	115,985	261,810
In Armed Forces	21 0.04%	38 0.03%	129 0.05%
Civilian, Employed	17,853 37.91%	45,452 39.19%	107,635 41.11%
Civilian, Unemployed	2,170 4.61%	6,012 5.18%	13,445 5.14%
Not In Labor Force	27,051 57.44%	64,483 55.60%	140,601 53.70%
2009 Population by Occupation Classification (Age 16+)	17,854	45,453	107,635
Blue Collar	3,364 18.84%	8,990 19.78%	20,355 18.91%
White Collar	11,040 61.83%	26,912 59.21%	65,866 61.19%
Service	3,450 19.32%	9,551 21.01%	21,414 19.90%

Demographic Detail Report

River Crossing Centre

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	47,702	117,557	265,303
Total, Never Married	8,623 18.08%	22,034 18.74%	49,342 18.60%
Married	28,350 59.43%	67,309 57.26%	155,883 58.76%
Widowed	5,659 11.86%	14,437 12.28%	30,435 11.47%
Divorced	5,070 10.63%	13,777 11.72%	29,643 11.17%
Males Divorced	1,775	4,969	10,471
Females Divorced	2,287	6,174	12,626
Males, Never Married	3,501	9,321	20,123
Females Never Married	3,079	7,400	15,923
2009 Population by Education	42,406	104,246	235,570
Less Than 9Th Grade	1,371 3.23%	3,741 3.59%	8,516 3.62%
Some High School, No Diploma	4,032 9.51%	11,271 10.81%	25,201 10.70%
High School Graduate (Includes Equivalency)	16,554 39.04%	39,817 38.20%	84,172 35.73%
Some College, No Degree	9,524 22.46%	23,231 22.28%	52,315 22.21%
Associate Degree	3,270 7.71%	7,946 7.62%	18,072 7.67%
Bachelor Degree	5,511 13.00%	12,715 12.20%	32,521 13.81%
Advanced Degrees	2,144 5.06%	5,525 5.30%	14,773 6.27%
2009 Population by Occupation (Age 16+)	21,303	55,005	129,048
Management, Business, & Financial	5,195 24.39%	12,537 22.79%	31,130 24.12%
Professional & Related Occupations	556 2.61%	1,329 2.42%	2,952 2.29%
Services	10,337 48.52%	27,386 49.79%	62,811 48.67%
Sales & Office	2,707 12.71%	6,924 12.59%	16,335 12.66%
Farming, Fishing, and Forestry	42 0.20%	90 0.16%	252 0.20%
Construction and Extraction, Maint	935 4.39%	2,805 5.10%	7,068 5.48%
Production & Transportation	1,531 7.19%	3,934 7.15%	8,500 6.59%
2009 Workers by Travel Time to Work (Age 16+)	17,874	45,490	107,764
Less Than 15 Minutes	4,690 26.24%	11,847 26.04%	25,010 23.21%
15 to 29 Minutes	5,056 28.29%	12,854 28.26%	32,409 30.07%
30 to 44 Minutes	3,236 18.10%	8,105 17.82%	22,108 20.52%
45 to 59 Minutes	2,417 13.52%	5,854 12.87%	13,754 12.76%
60+ Minutes	2,475 13.85%	6,830 15.01%	14,483 13.44%

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2000 Census	21,152	52,148	114,198
Growth 2009 - 2014	8.00%	8.70%	8.50%
Growth 2000 - 2009	14.10%	15.70%	18.10%
2000 Households by HH Size	21,153	52,148	114,199
1-Person Households	5,970 28.22%	15,535 29.79%	32,921 28.83%
2-Person Households	9,262 43.79%	22,008 42.20%	48,707 42.65%
3-Person Households	2,738 12.94%	6,793 13.03%	14,959 13.10%
4-Person Households	1,999 9.45%	4,856 9.31%	11,125 9.74%
5-Person Households	837 3.96%	2,067 3.96%	4,550 3.98%
6-Person Households	241 1.14%	639 1.23%	1,364 1.19%
7 or more Person Households	106 0.50%	250 0.48%	573 0.50%
2009 Average Household Size	2.26	2.26	2.29
2009 Households by HH Income	24,135	60,314	134,897
Income Less than \$15,000	2,658 11.01%	7,848 13.01%	16,803 12.46%
Income: \$15,000 - \$24,999	3,292 13.64%	8,807 14.60%	17,737 13.15%
Income: \$25,000 - \$34,999	3,412 14.14%	8,960 14.86%	19,381 14.37%
Income: \$35,000 - \$49,999	5,125 21.23%	11,726 19.44%	24,517 18.17%
Income: \$50,000 - \$74,999	5,806 24.06%	13,165 21.83%	28,651 21.24%
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Income: \$100,000 - \$149,999	1,092 4.52%	3,067 5.09%	9,148 6.78%
Income: \$150,000 - \$249,999	489 2.03%	1,447 2.40%	5,112 3.79%
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2009 Avg Household Income	\$51,177	\$51,333	\$58,480
2009 Med Household Income	\$42,128	\$39,259	\$42,450
2009 Per Capita Income	\$22,560	\$22,562	\$25,430
2009 Occupied Housing	24,135	60,314	134,896
Owner Occupied	18,808 77.93%	47,125 78.13%	108,432 80.38%
Renter Occupied	5,327 22.07%	13,189 21.87%	26,464 19.62%

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River Crossing Centre

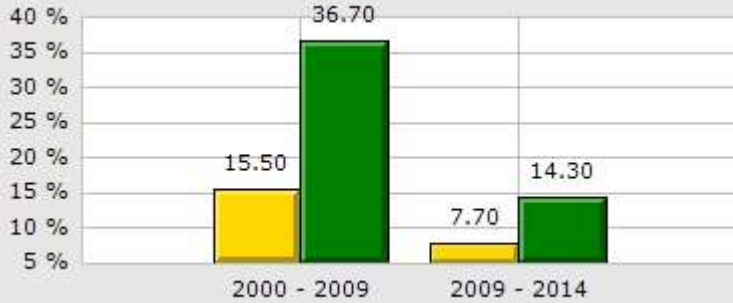
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	18,807		47,125		108,433	
Value Less than \$20,000	367	1.95%	842	1.79%	2,115	1.95%
Value \$20,000 - \$39,999	902	4.80%	1,850	3.93%	4,865	4.49%
Value \$40,000 - \$59,999	1,018	5.41%	2,962	6.29%	6,817	6.29%
Value \$60,000 - \$79,999	2,241	11.92%	7,392	15.69%	15,127	13.95%
Value \$80,000 - \$99,999	2,607	13.86%	7,810	16.57%	16,316	15.05%
Value \$100,000 - \$149,999	5,867	31.20%	12,989	27.56%	27,634	25.48%
Value \$150,000 - \$199,999	3,153	16.77%	5,326	11.30%	11,494	10.60%
Value \$200,000 - \$299,999	2,101	11.17%	5,077	10.77%	13,511	12.46%
Value \$300,000 - \$399,999	307	1.63%	1,743	3.70%	4,748	4.38%
Value \$400,000 - \$499,999	120	0.64%	669	1.42%	2,661	2.45%
Value \$500,000 - \$749,999	90	0.48%	386	0.82%	2,111	1.95%
Value \$750,000 - \$999,999	27	0.14%	65	0.14%	738	0.68%
Value \$1,000,000 or more	7	0.04%	14	0.03%	296	0.27%
2009 Med Housing Val-Owner Occupied	\$117,317		\$108,190		\$112,920	
2000 Housing Units by Units in Structure	23,701		59,106		132,717	
1 Unit Attached	1,968	8.30%	3,160	5.35%	7,142	5.38%
1 Unit Detached	14,481	61.10%	39,858	67.43%	85,494	64.42%
2 Units	453	1.91%	1,231	2.08%	2,249	1.69%
3 - 19 Units	3,462	14.61%	6,492	10.98%	12,400	9.34%
20 - 49 Units	254	1.07%	910	1.54%	1,992	1.50%
50 or more Units	296	1.25%	1,131	1.91%	2,667	2.01%
Mobile Home or Trailer	2,731	11.52%	6,140	10.39%	20,018	15.08%
Boat, RV, Van, Etc.	56	0.24%	184	0.31%	755	0.57%
2009 Housing Units by Yr Built	27,298		69,360		158,763	
Built 1999 to Present	4,029	14.76%	11,495	16.57%	29,100	18.33%
Built 1995 to 1998	2,325	8.52%	4,112	5.93%	10,197	6.42%
Built 1990 to 1994	2,779	10.18%	4,452	6.42%	11,179	7.04%
Built 1980 to 1989	10,098	36.99%	18,721	26.99%	40,204	25.32%
Built 1970 to 1979	6,147	22.52%	21,579	31.11%	47,086	29.66%
Built 1960 to 1969	1,173	4.30%	6,066	8.75%	14,131	8.90%
Built 1950 to 1959	450	1.65%	1,945	2.80%	4,088	2.57%
Built 1940 to 1949	137	0.50%	458	0.66%	1,216	0.77%
Built 1939 or Earlier	160	0.59%	532	0.77%	1,562	0.98%
2009 Median Year Built	1986		1982		1983	

River Crossing Centre

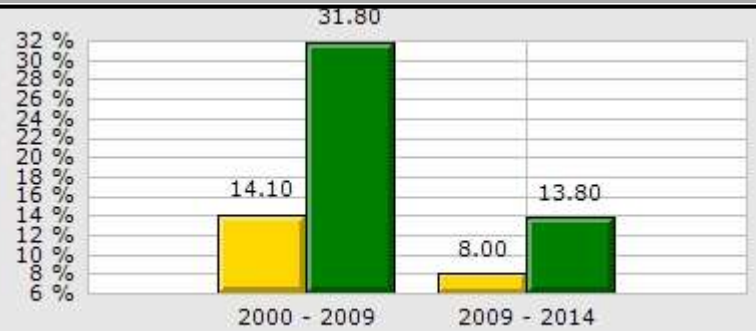
Type: **Shopping Center/Neighborhood Center**
 County: **Pasco**

■ 3 Mile
■ County

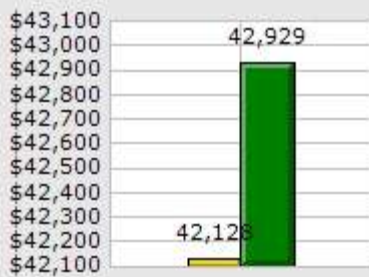
Population Growth



Household Growth



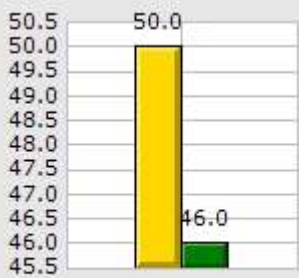
2009 Med Household Inc



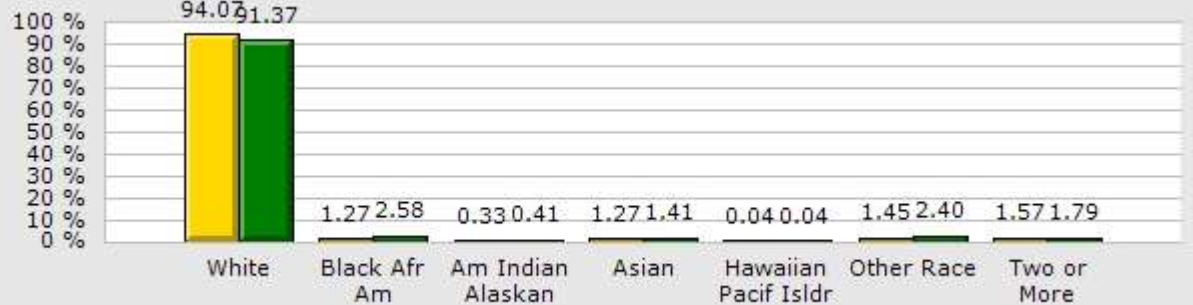
2009 Households by Household Income



2009 Median Age



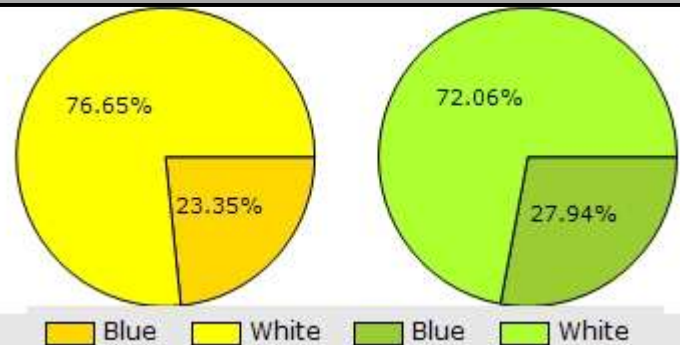
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

River Crossing Centre

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

	3 Mile		County	
Population				
Growth 2000 - 2009	15.50%		36.70%	
Growth 2009 - 2014	7.70%		14.30%	
2009 Blue Collar	3,364	23.35%	36,365	27.94%
2009 White Collar	11,040	76.65%	93,785	72.06%
2009 Population By Race				
	55,723		471,208	
White	52,416	94.07%	430,553	91.37%
Black Afr Am	706	1.27%	12,140	2.58%
Am Indian Alaskan	186	0.33%	1,934	0.41%
Asian	707	1.27%	6,630	1.41%
Hawaiian Pacif Islldr	25	0.04%	205	0.04%
Other Race	808	1.45%	11,325	2.40%
Two or More	875	1.57%	8,421	1.79%
Households				
Growth 2000 - 2009	14.10%		31.80%	
Growth 2009 - 2014	8.00%		13.80%	
Renter Occupied	5,327	22.07%	35,284	18.15%
Owner Occupied	18,808	77.93%	159,152	81.85%
2009 Households by HH Income				
	24,135		194,436	
Income < \$35,000	9,362	38.79%	76,781	39.49%
Income \$35,000 - \$74,999	10,931	45.29%	79,956	41.12%
Income \$75,000 - \$149,999	3,232	13.39%	31,041	15.96%
Income \$150,000 - \$249,999	489	2.03%	5,257	2.70%
Income \$250,000+	121	0.50%	1,401	0.72%
2009 Median Household Income	\$42,128		\$42,929	
2009 Median Age	50.00		46.00	



Consumer Spending Report

River Crossing Centre

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$678,663	\$1,707,303	\$4,347,868
Total Apparel	\$22,230	\$55,687	\$141,114
Women's Apparel	9,417	23,481	59,499
Men's Apparel	5,422	13,565	34,453
Girl's Apparel	1,881	4,794	12,191
Boy's Apparel	1,465	3,714	9,459
Infant Apparel	1,443	3,663	9,252
Footwear (excl. Infants)	3,548	8,956	22,705
Other Apparel Prod/Services	2,601	6,470	16,261
Total Entertainment	\$60,296	\$150,731	\$384,873
Sports and Recreation	2,542	6,463	16,559
TV, Radio and Sound Equipment	21,337	53,624	135,573
Reading Materials	2,988	7,464	18,848
Travel	32,662	81,258	208,951
Photographic Equipment	766	1,922	4,943
Total Food At Home	\$55,098	\$139,155	\$351,369
Cereal Products	3,379	8,571	21,596
Bread & Bakery Products	7,414	18,720	47,191
Seafood	2,781	6,961	17,657
Meat/Poultry/Fish/Eggs	18,729	47,351	119,471
Dairy Products	9,031	22,878	57,691
Fruits and Vegetables	13,764	34,674	87,762
Total Food Away From Home	\$54,004	\$135,482	\$343,511
Breakfast and Brunch	5,128	12,907	32,451
Dinner	24,945	62,347	158,234
Lunch	18,382	46,277	117,501
Snacks and Non Alcoholic Bev	3,932	9,967	25,164
Catered Affairs	1,617	3,984	10,161

Consumer Spending Report

River Crossing Centre

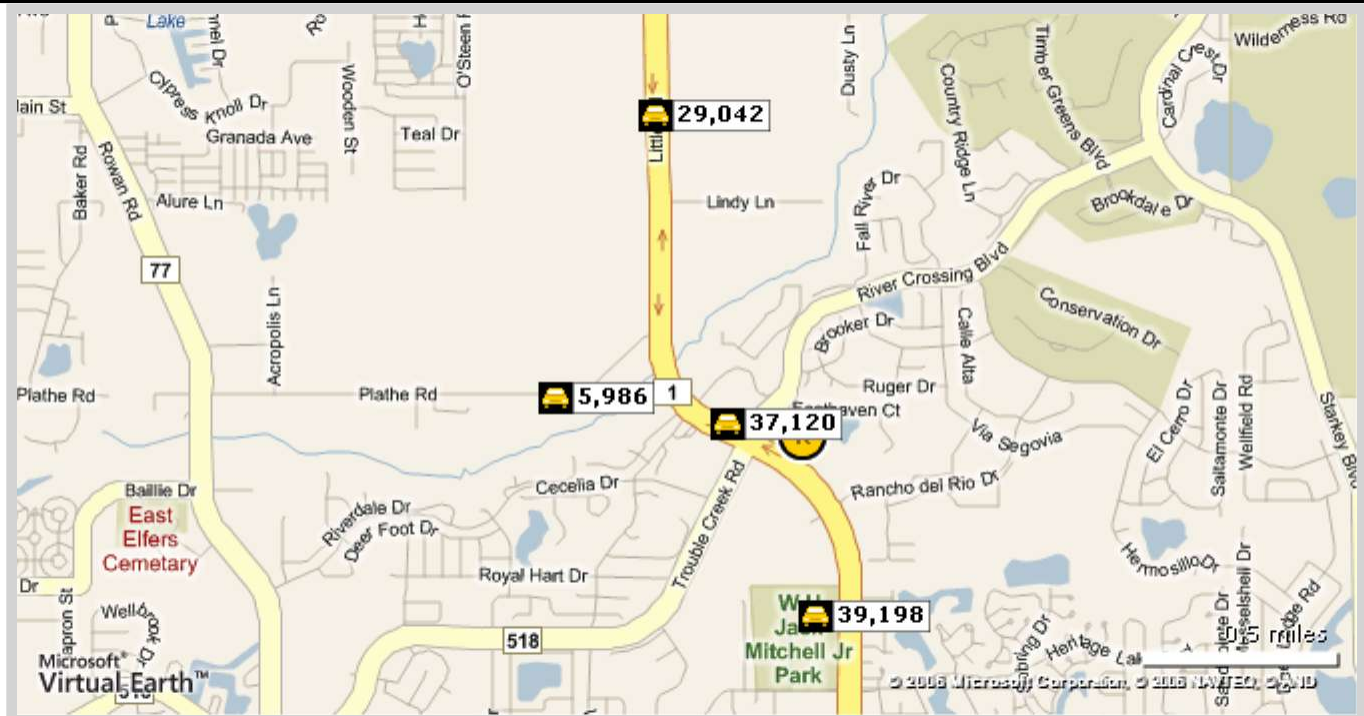
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$9,554	\$23,739	\$59,921
Alcoholic Bev. at Home	5,694	14,157	35,955
Alcoholic Bev. away from Home	3,860	9,582	23,966
Total Furniture/Appliances	\$63,890	\$159,811	\$411,102
Bedroom Furniture	3,539	8,816	22,831
Living Room Furniture	5,414	13,430	34,698
Other Living & Family Room Furniture	1,517	3,781	9,808
Other Furniture	587	1,461	3,775
Major Appliances	5,649	14,260	36,490
Small Appliances	13,202	33,097	85,002
Misc Household Equipment	33,982	84,966	218,497
Total Transportation/Maint.	\$341,024	\$861,539	\$2,195,810
New Autos/Trucks/Vans	46,365	115,353	298,581
Used Vehicles	37,922	96,950	245,004
Purchase of RVs or Boats	6,085	15,946	41,429
Gasoline	47,847	121,583	307,825
Diesel Fuel	1,007	2,621	6,778
Automotive Maintenance/Repair	16,978	42,691	108,590
Transportation	184,822	466,395	1,187,604
Total Health Care	\$33,259	\$83,742	\$212,006
Medical Services	18,050	45,408	115,494
Prescription Drugs	12,109	30,519	76,763
Medical Supplies	3,100	7,814	19,749
Total Education/Day Care	\$44,221	\$109,066	\$275,231
Education	19,519	48,095	120,887
Room and Board	2,443	6,022	15,591
Tuition/School Supplies	17,410	42,821	107,352
Day Care, Nursery & Preschool	4,850	12,128	31,400

River Crossing Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,456	13,844	10
Total Retail	265	3,082	12
Home Improvement Stores	20	176	9
General Merchandise Stores	9	763	85
Food Stores	28	629	22
Auto Dealers and Gas Stations	19	79	4
Apparel and Accessory Stores	8	11	1
Furniture and Home Furnishings	21	35	2
Eating and Drinking Places	83	1,000	12
Miscellaneous Retail Stores	77	389	5
Finance-Insurance-Real Estate	167	886	5
Banks, Saving and Lending Inst.	36	161	4
Security Brokers and Investments	21	77	4
Insurance Carriers and Agencies	32	105	3
Real Estate-Trust-Holding Co.	78	543	7
Services	645	7,019	11
Hotels and Lodging	2	7	4
Motion Picture and Amusement	38	390	10
Health Services	138	2,472	18
Legal Services	32	152	5
Educational Services	25	1,468	59
Auto Services	29	97	3
Other Services	381	2,433	6
Agriculture/Mining	54	195	4
Construction	136	699	5
Manufacturing	36	286	8
Transportation, Comm./Pub Util.	48	515	11
Wholesale Trade	45	258	6
Government	60	904	15
Daytime Population	13,844		
Daytime Population/Business	10		
Residential Population	55,722		
Residential Population/Business	38		

Traffic Count Report

River Crossing Centre



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Little Rd	Cecelia Dr	0.06 SE	2002	37,120	ADT	.20
2	Little Rd	Arrundle Pl	0.15 S	2004	39,198	ADT	.47
3	Plathe Rd	Leota Ln	0.32 W	2002	5,986	ADT	.65
4	Little Rd	Lindy Ln	0.24 S	2003	29,042	ADT	.92