

Demographic Summary Report

Village Lakes Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	36,697		89,381		391,133	
2009 Estimate	30,582		73,845		341,077	
2000 Census	20,778		42,112		235,842	
Growth 2009 - 2014	20.00%		21.00%		14.70%	
Growth 2000 - 2009	47.20%		75.40%		44.60%	
2009 Population by Hispanic Origin	4,026		10,043		62,544	
2009 Population By Race	30,582		73,845		341,077	
White	28,028	91.65%	66,941	90.65%	267,131	78.32%
Black or African American	781	2.55%	2,241	3.03%	35,692	10.46%
American Indian and Alaska Native	98	0.32%	277	0.38%	1,206	0.35%
Asian	515	1.68%	1,532	2.07%	14,693	4.31%
Native Hawaiian and Pacific Islander	5	0.02%	15	0.02%	220	0.06%
Other Race	570	1.86%	1,394	1.89%	12,536	3.68%
Two or More Races	587	1.92%	1,447	1.96%	9,600	2.81%
Households						
2014 Projection	13,554		32,257		150,960	
2009 Estimate	11,254		26,564		131,920	
2000 Census	7,658		15,194		92,764	
Growth 2009 - 2014	20.40%		21.40%		14.40%	
Growth 2000 - 2009	47.00%		74.80%		42.20%	
Owner Occupied	9,824	87.29%	23,193	87.31%	88,908	67.40%
Renter Occupied	1,430	12.71%	3,371	12.69%	43,012	32.60%
2009 Households by HH Income	11,253		26,564		131,919	
Income Less Than \$15,000	672	5.97%	1,472	5.54%	11,422	8.66%
Income: \$15,000 - \$24,999	680	6.04%	1,510	5.68%	10,239	7.76%
Income: \$25,000 - \$34,999	855	7.60%	2,173	8.18%	12,119	9.19%
Income: \$35,000 - \$49,999	1,425	12.66%	3,593	13.53%	18,440	13.98%
Income: \$50,000 - \$74,999	2,874	25.54%	6,715	25.28%	27,992	21.22%
Income: \$75,000 - \$99,999	1,911	16.98%	4,403	16.58%	19,276	14.61%
Income: \$100,000 - \$149,999	1,942	17.26%	4,302	16.19%	19,026	14.42%
Income: \$150,000 - \$249,999	789	7.01%	1,917	7.22%	10,140	7.69%
Income: \$250,000 - \$499,999	84	0.75%	394	1.48%	2,619	1.99%
Income: \$500,000 or more	21	0.19%	85	0.32%	646	0.49%
2009 Avg Household Income	\$78,486		\$81,152		\$80,511	
2009 Med Household Income	\$66,353		\$65,902		\$61,850	
2009 Per Capita Income	\$28,463		\$29,507		\$31,478	

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	36,697		89,381		391,133	
2009 Estimate	30,582		73,845		341,077	
2000 Census	20,778		42,112		235,842	
Growth 2009 - 2014	20.00%		21.00%		14.70%	
Growth 2000 - 2009	47.20%		75.40%		44.60%	
2009 Population by Age	30,582		73,845		341,077	
Age 0 - 4	1,961	6.41%	4,975	6.74%	24,180	7.09%
Age 5 - 9	2,043	6.68%	5,101	6.91%	23,122	6.78%
Age 10 - 14	2,192	7.17%	5,355	7.25%	22,814	6.69%
Age 15 - 17	1,365	4.46%	3,269	4.43%	13,225	3.88%
Age 18 - 20	1,160	3.79%	2,721	3.68%	16,048	4.71%
Age 21 - 24	1,218	3.98%	2,948	3.99%	19,720	5.78%
Age 25 - 34	3,533	11.55%	8,997	12.18%	49,628	14.55%
Age 35 - 44	4,448	14.54%	11,043	14.95%	50,615	14.84%
Age 45 - 49	2,831	9.26%	6,639	8.99%	27,264	7.99%
Age 50 - 54	2,635	8.62%	6,136	8.31%	24,688	7.24%
Age 55 - 59	2,260	7.39%	5,335	7.22%	20,990	6.15%
Age 60 - 64	1,712	5.60%	4,009	5.43%	16,153	4.74%
Age 65 - 74	1,916	6.27%	4,396	5.95%	18,170	5.33%
Age 75 - 84	1,010	3.30%	2,246	3.04%	10,171	2.98%
Age 85 and over	299	0.98%	674	0.91%	4,288	1.26%
Age 16 and over	23,927	78.24%	57,315	77.62%	266,502	78.14%
Age 18 and over	23,021	75.28%	55,145	74.68%	257,735	75.57%
Age 21 and over	21,862	71.49%	52,424	70.99%	241,688	70.86%
Age 65 and over	3,225	10.55%	7,316	9.91%	32,630	9.57%
Median Age	39.50		38.40		35.40	
Average Age	37.80		37.10		36.00	

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	30,582	73,845	341,077
White	28,028 91.65%	66,941 90.65%	267,131 78.32%
Black or African American	781 2.55%	2,241 3.03%	35,692 10.46%
American Indian and Alaska Native	98 0.32%	277 0.38%	1,206 0.35%
Asian	515 1.68%	1,532 2.07%	14,693 4.31%
Native Hawaiian and Pacific Islander	5 0.02%	15 0.02%	220 0.06%
Other Race	570 1.86%	1,394 1.89%	12,536 3.68%
Two or More Races	587 1.92%	1,447 1.96%	9,600 2.81%
2009 Population by Hispanic Origin	30,583	73,845	341,078
Not Hispanic or Latino	26,558 86.84%	63,803 86.40%	278,534 81.66%
Hispanic or Latino:	4,026 13.16%	10,043 13.60%	62,544 18.34%
Mexican	399 1.30%	1,318 1.78%	8,420 2.47%
Puerto Rican	1,722 5.63%	3,802 5.15%	21,901 6.42%
Cuban	575 1.88%	1,440 1.95%	9,415 2.76%
Other Hispanic or Latino	1,329 4.35%	3,482 4.72%	22,808 6.69%
2009 Age 5+ Language at Home	28,621	68,869	316,896
Speak Only English	25,860 90.35%	61,714 89.61%	265,382 83.74%
Speak Asian or Pacific Island	123 0.43%	480 0.70%	6,141 1.94%
Speak IndoEuropean	539 1.88%	1,471 2.14%	10,634 3.36%
Speak Spanish	1,975 6.90%	4,980 7.23%	32,194 10.16%
Speak Other Language	124 0.43%	224 0.33%	2,545 0.80%
2009 Median Age, Male	39.20	38.10	34.60
2009 Average Age, Male	37.50	36.80	35.20
Median Age, Female	39.80	38.70	36.10
Average Age, Female	38.00	37.50	36.70
2009 Population by Employment Status (Age 16+)	23,928	57,316	266,503
In Armed Forces	70 0.29%	141 0.25%	618 0.23%
Civilian, Employed	14,096 58.91%	33,587 58.60%	156,900 58.87%
Civilian, Unemployed	1,455 6.08%	3,755 6.55%	18,181 6.82%
Not In Labor Force	8,307 34.72%	19,833 34.60%	90,804 34.07%
2009 Population by Occupation Classification (Age 16+)	14,096	33,587	156,900
Blue Collar	2,608 18.50%	5,988 17.83%	23,062 14.70%
White Collar	9,484 67.28%	22,704 67.60%	109,548 69.82%
Service	2,004 14.22%	4,895 14.57%	24,290 15.48%

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	24,387	58,415	270,960
Total, Never Married	5,028 20.62%	12,486 21.37%	77,489 28.60%
Married	15,384 63.08%	36,556 62.58%	148,018 54.63%
Widowed	1,332 5.46%	3,065 5.25%	14,303 5.28%
Divorced	2,643 10.84%	6,308 10.80%	31,150 11.50%
Males Divorced	813	1,608	8,533
Females Divorced	817	1,638	11,950
Males, Never Married	1,462	3,210	26,888
Females Never Married	1,439	3,019	24,023
2009 Population by Education	20,643	49,475	221,968
Less Than 9Th Grade	243 1.18%	687 1.39%	5,145 2.32%
Some High School, No Diploma	1,209 5.86%	3,163 6.39%	14,278 6.43%
High School Graduate (Includes Equivalency)	5,268 25.52%	13,288 26.86%	54,189 24.41%
Some College, No Degree	4,728 22.90%	10,537 21.30%	44,158 19.89%
Associate Degree	2,343 11.35%	5,326 10.77%	22,610 10.19%
Bachelor Degree	4,769 23.10%	11,475 23.19%	55,124 24.83%
Advanced Degrees	2,083 10.09%	4,999 10.10%	26,464 11.92%
2009 Population by Occupation (Age 16+)	16,098	38,483	181,188
Management, Business, & Financial	4,485 27.86%	10,860 28.22%	53,370 29.46%
Professional & Related Occupations	536 3.33%	1,271 3.30%	6,297 3.48%
Services	7,123 44.25%	16,894 43.90%	80,651 44.51%
Sales & Office	2,075 12.89%	5,042 13.10%	23,248 12.83%
Farming, Fishing, and Forestry	25 0.16%	101 0.26%	423 0.23%
Construction and Extraction, Maint	973 6.04%	2,165 5.63%	7,739 4.27%
Production & Transportation	881 5.47%	2,150 5.59%	9,460 5.22%
2009 Workers by Travel Time to Work (Age 16+)	14,165	33,726	157,517
Less Than 15 Minutes	2,089 14.75%	5,278 15.65%	27,767 17.63%
15 to 29 Minutes	3,274 23.11%	9,341 27.70%	50,616 32.13%
30 to 44 Minutes	4,626 32.66%	10,122 30.01%	44,775 28.43%
45 to 59 Minutes	2,484 17.54%	5,371 15.93%	19,730 12.53%
60+ Minutes	1,692 11.94%	3,614 10.72%	14,629 9.29%

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile	5 Mile	10 Mile
Households			
2014 Projection	13,554	32,257	150,960
2009 Estimate	11,254	26,564	131,920
2000 Census	7,658	15,194	92,764
Growth 2009 - 2014	20.40%	21.40%	14.40%
Growth 2000 - 2009	47.00%	74.80%	42.20%
2000 Households by HH Size	7,658	15,193	92,765
1-Person Households	1,234 16.11%	2,460 16.19%	23,807 25.66%
2-Person Households	2,750 35.91%	5,501 36.21%	31,942 34.43%
3-Person Households	1,519 19.84%	2,979 19.61%	16,110 17.37%
4-Person Households	1,415 18.48%	2,780 18.30%	13,656 14.72%
5-Person Households	530 6.92%	1,065 7.01%	5,098 5.50%
6-Person Households	147 1.92%	283 1.86%	1,481 1.60%
7 or more Person Households	63 0.82%	125 0.82%	671 0.72%
2009 Average Household Size	2.71	2.77	2.54
2009 Households by HH Income	11,253	26,564	131,919
Income Less than \$15,000	672 5.97%	1,472 5.54%	11,422 8.66%
Income: \$15,000 - \$24,999	680 6.04%	1,510 5.68%	10,239 7.76%
Income: \$25,000 - \$34,999	855 7.60%	2,173 8.18%	12,119 9.19%
Income: \$35,000 - \$49,999	1,425 12.66%	3,593 13.53%	18,440 13.98%
Income: \$50,000 - \$74,999	2,874 25.54%	6,715 25.28%	27,992 21.22%
Income: \$75,000 - \$99,999	1,911 16.98%	4,403 16.58%	19,276 14.61%
Income: \$100,000 - \$149,999	1,942 17.26%	4,302 16.19%	19,026 14.42%
Income: \$150,000 - \$249,999	789 7.01%	1,917 7.22%	10,140 7.69%
Income: \$250,000 - \$499,999	84 0.75%	394 1.48%	2,619 1.99%
Income: \$500,000 or more	21 0.19%	85 0.32%	646 0.49%
2009 Avg Household Income	\$78,486	\$81,152	\$80,511
2009 Med Household Income	\$66,353	\$65,902	\$61,850
2009 Per Capita Income	\$28,463	\$29,507	\$31,478
2009 Occupied Housing	11,254	26,564	131,920
Owner Occupied	9,824 87.29%	23,193 87.31%	88,908 67.40%
Renter Occupied	1,430 12.71%	3,371 12.69%	43,012 32.60%

Demographic Detail Report

Village Lakes Shopping Center

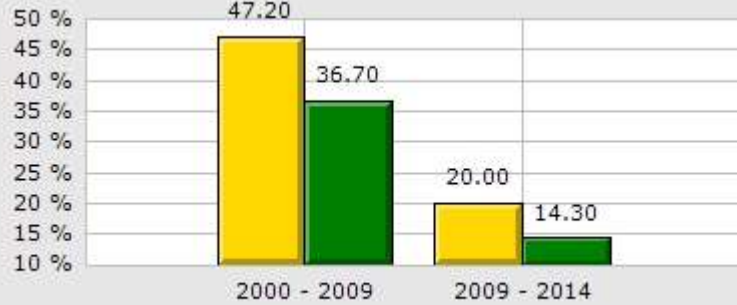
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	9,824		23,193		88,901	
Value Less than \$20,000	113	1.15%	248	1.07%	1,080	1.21%
Value \$20,000 - \$39,999	251	2.55%	434	1.87%	1,293	1.45%
Value \$40,000 - \$59,999	153	1.56%	462	1.99%	1,768	1.99%
Value \$60,000 - \$79,999	103	1.05%	504	2.17%	2,244	2.52%
Value \$80,000 - \$99,999	552	5.62%	1,446	6.23%	5,600	6.30%
Value \$100,000 - \$149,999	2,302	23.43%	5,439	23.45%	18,622	20.95%
Value \$150,000 - \$199,999	2,644	26.91%	5,727	24.69%	19,057	21.44%
Value \$200,000 - \$299,999	2,570	26.16%	5,675	24.47%	23,857	26.84%
Value \$300,000 - \$399,999	706	7.19%	1,768	7.62%	7,161	8.06%
Value \$400,000 - \$499,999	271	2.76%	735	3.17%	3,542	3.98%
Value \$500,000 - \$749,999	138	1.40%	484	2.09%	2,871	3.23%
Value \$750,000 - \$999,999	19	0.19%	186	0.80%	1,126	1.27%
Value \$1,000,000 or more	2	0.02%	85	0.37%	680	0.76%
2009 Med Housing Val-Owner Occupied	\$174,128		\$173,598		\$185,788	
2000 Housing Units by Units in Structure	8,217		16,141		100,495	
1 Unit Attached	318	3.87%	382	2.37%	4,963	4.94%
1 Unit Detached	6,384	77.69%	12,563	77.83%	53,146	52.88%
2 Units	130	1.58%	168	1.04%	2,334	2.32%
3 - 19 Units	326	3.97%	731	4.53%	22,465	22.35%
20 - 49 Units	22	0.27%	145	0.90%	4,121	4.10%
50 or more Units	32	0.39%	79	0.49%	6,598	6.57%
Mobile Home or Trailer	974	11.85%	2,031	12.58%	6,781	6.75%
Boat, RV, Van, Etc.	31	0.38%	42	0.26%	87	0.09%
2009 Housing Units by Yr Built	12,182		28,622		145,484	
Built 1999 to Present	4,798	39.39%	13,182	46.06%	51,450	35.36%
Built 1995 to 1998	1,269	10.42%	2,569	8.98%	13,527	9.30%
Built 1990 to 1994	1,236	10.15%	2,515	8.79%	11,886	8.17%
Built 1980 to 1989	2,446	20.08%	5,156	18.01%	34,290	23.57%
Built 1970 to 1979	1,622	13.31%	3,265	11.41%	21,709	14.92%
Built 1960 to 1969	476	3.91%	1,164	4.07%	7,465	5.13%
Built 1950 to 1959	206	1.69%	465	1.62%	3,568	2.45%
Built 1940 to 1949	86	0.71%	174	0.61%	956	0.66%
Built 1939 or Earlier	43	0.35%	132	0.46%	633	0.44%
2009 Median Year Built	1995		1997		1992	

Village Lakes Shopping Center

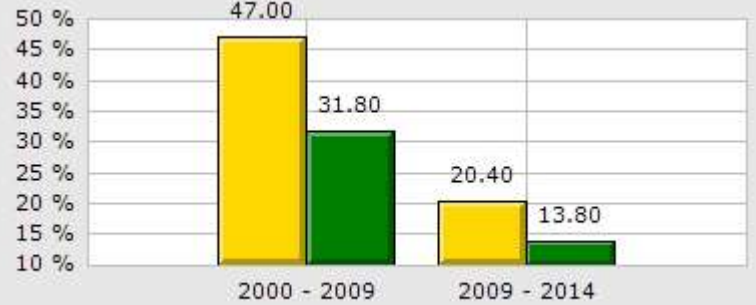
Type: **Shopping Center/Community Center**
 County: **Pasco**

3 Mile
 County

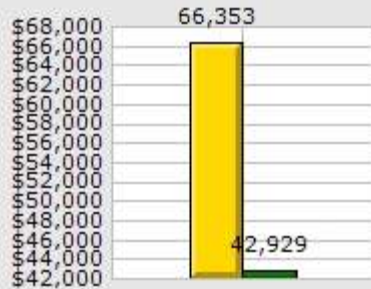
Population Growth



Household Growth



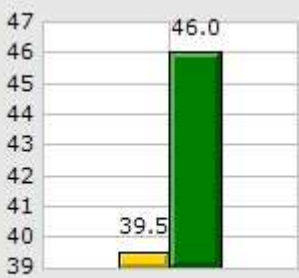
2009 Med Household Inc



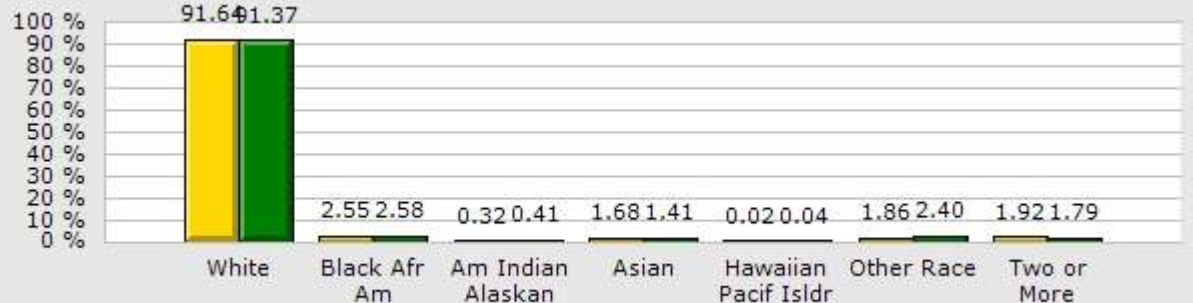
2009 Households by Household Income



2009 Median Age



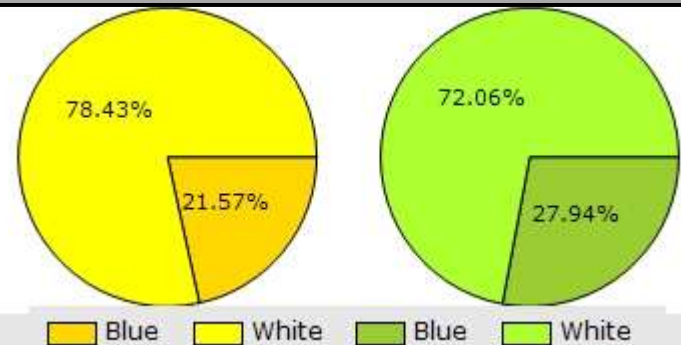
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Village Lakes Shopping Center

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

	3 Mile		County	
Population				
Growth 2000 - 2009	47.20%		36.70%	
Growth 2009 - 2014	20.00%		14.30%	
2009 Blue Collar	2,608	21.57%	36,365	27.94%
2009 White Collar	9,484	78.43%	93,785	72.06%
2009 Population By Race				
	30,584		471,208	
White	28,028	91.64%	430,553	91.37%
Black Afr Am	781	2.55%	12,140	2.58%
Am Indian Alaskan	98	0.32%	1,934	0.41%
Asian	515	1.68%	6,630	1.41%
Hawaiian Pacif Islldr	5	0.02%	205	0.04%
Other Race	570	1.86%	11,325	2.40%
Two or More	587	1.92%	8,421	1.79%
Households				
Growth 2000 - 2009	47.00%		31.80%	
Growth 2009 - 2014	20.40%		13.80%	
Renter Occupied	1,430	12.71%	35,284	18.15%
Owner Occupied	9,824	87.29%	159,152	81.85%
2009 Households by HH Income				
	11,253		194,436	
Income < \$35,000	2,207	19.61%	76,781	39.49%
Income \$35,000 - \$74,999	4,299	38.20%	79,956	41.12%
Income \$75,000 - \$149,999	3,853	34.24%	31,041	15.96%
Income \$150,000 - \$249,999	789	7.01%	5,257	2.70%
Income \$250,000+	105	0.93%	1,401	0.72%
2009 Median Household Income	\$66,353		\$42,929	
2009 Median Age	39.50		46.00	



Consumer Spending Report

Village Lakes Shopping Center

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$481,613	\$1,173,514	\$5,794,295
Total Apparel	\$16,236	\$39,781	\$203,396
Women's Apparel	6,648	16,229	81,584
Men's Apparel	3,958	9,663	49,047
Girl's Apparel	1,530	3,761	18,569
Boy's Apparel	1,192	2,942	14,765
Infant Apparel	1,114	2,744	14,699
Footwear (excl. Infants)	2,539	6,202	31,685
Other Apparel Prod/Services	1,795	4,442	24,732
Total Entertainment	\$43,123	\$104,951	\$512,857
Sports and Recreation	2,003	4,861	23,414
TV, Radio and Sound Equipment	14,866	36,190	182,069
Reading Materials	2,006	4,814	23,390
Travel	23,646	57,611	276,721
Photographic Equipment	602	1,475	7,262
Total Food At Home	\$37,954	\$91,641	\$457,496
Cereal Products	2,354	5,683	28,635
Bread & Bakery Products	5,090	12,233	60,199
Seafood	1,921	4,693	23,660
Meat/Poultry/Fish/Eggs	12,941	31,256	156,362
Dairy Products	6,242	15,012	74,376
Fruits and Vegetables	9,405	22,764	114,264
Total Food Away From Home	\$38,729	\$94,517	\$476,804
Breakfast and Brunch	3,546	8,593	44,256
Dinner	18,024	44,040	221,657
Lunch	13,054	31,896	160,393
Snacks and Non Alcoholic Bev	2,918	7,070	36,410
Catered Affairs	1,187	2,917	14,087

Consumer Spending Report

Village Lakes Shopping Center

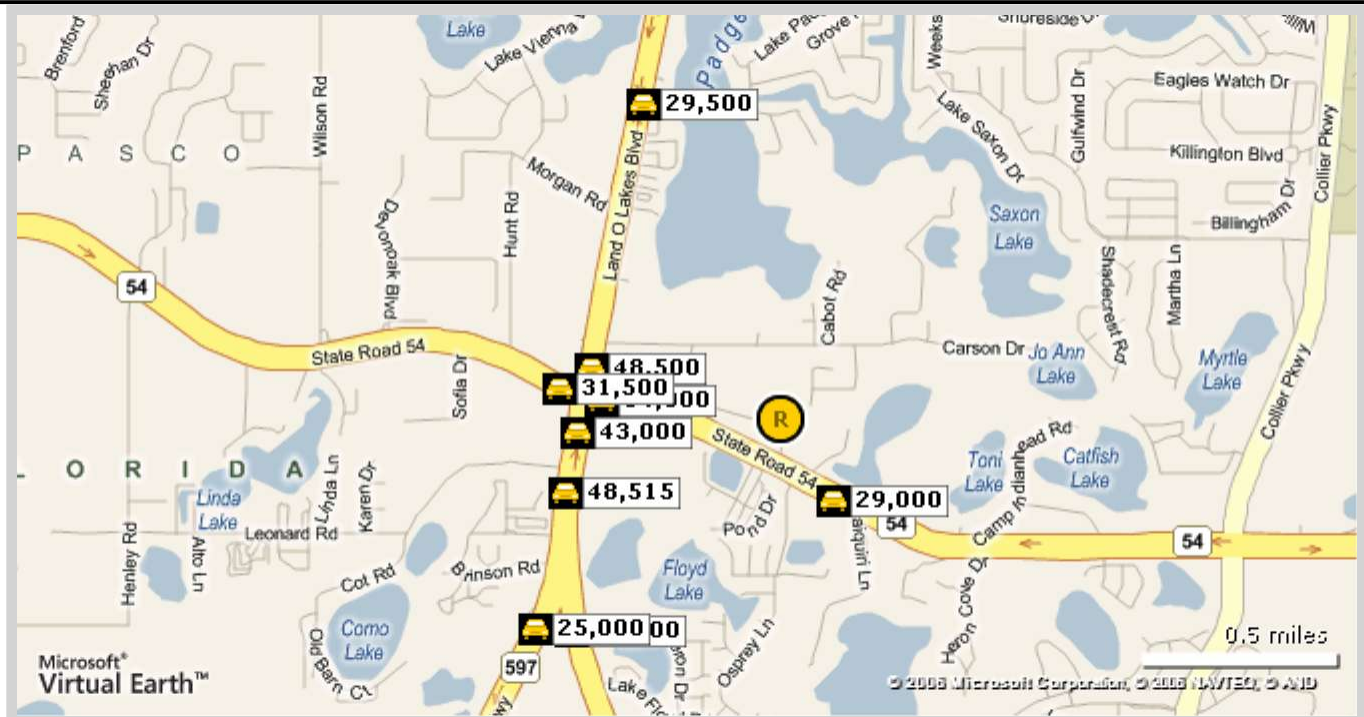
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$6,969	\$16,956	\$89,056
Alcoholic Bev. at Home	4,058	9,893	50,866
Alcoholic Bev. away from Home	2,911	7,063	38,190
Total Furniture/Appliances	\$46,668	\$114,735	\$560,344
Bedroom Furniture	2,630	6,562	33,457
Living Room Furniture	4,002	9,940	49,345
Other Living & Family Room Furniture	1,133	2,814	13,561
Other Furniture	457	1,122	5,261
Major Appliances	3,954	9,587	44,589
Small Appliances	9,703	23,794	116,920
Misc Household Equipment	24,789	60,916	297,211
Total Transportation/Maint.	\$240,432	\$585,402	\$2,875,988
New Autos/Trucks/Vans	33,366	82,474	395,974
Used Vehicles	26,483	64,244	325,344
Purchase of RVs or Boats	4,158	9,607	39,646
Gasoline	33,509	81,086	400,120
Diesel Fuel	668	1,595	6,980
Automotive Maintenance/Repair	11,697	28,336	139,348
Transportation	130,552	318,060	1,568,575
Total Health Care	\$20,821	\$49,681	\$233,398
Medical Services	12,049	28,910	136,377
Prescription Drugs	6,838	16,164	75,187
Medical Supplies	1,935	4,606	21,834
Total Education/Day Care	\$35,252	\$86,871	\$446,547
Education	15,333	37,660	194,899
Room and Board	1,725	4,252	19,372
Tuition/School Supplies	13,687	33,602	174,784
Day Care, Nursery & Preschool	4,507	11,357	57,491

Village Lakes Shopping Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,055	7,428	7
Total Retail	208	2,267	11
Home Improvement Stores	24	80	3
General Merchandise Stores	7	314	45
Food Stores	18	552	31
Auto Dealers and Gas Stations	23	174	8
Apparel and Accessory Stores	6	13	2
Furniture and Home Furnishings	25	76	3
Eating and Drinking Places	54	898	17
Miscellaneous Retail Stores	51	160	3
Finance-Insurance-Real Estate	147	912	6
Banks, Saving and Lending Inst.	34	140	4
Security Brokers and Investments	13	118	9
Insurance Carriers and Agencies	30	152	5
Real Estate-Trust-Holding Co.	70	502	7
Services	407	2,551	6
Hotels and Lodging	6	109	18
Motion Picture and Amusement	27	215	8
Health Services	43	283	7
Legal Services	8	18	2
Educational Services	17	806	47
Auto Services	28	75	3
Other Services	278	1,045	4
Agriculture/Mining	38	99	3
Construction	130	813	6
Manufacturing	29	165	6
Transportation, Comm./Pub Util.	32	110	3
Wholesale Trade	51	208	4
Government	13	303	23
Daytime Population	7,428		
Daytime Population/Business	7		
Residential Population	30,582		
Residential Population/Business	29		

Traffic Count Report

Village Lakes Shopping Center



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	State Road 54	Knight Rd	0.02 NW	2003	29,000	AADT	.26
2	State Road 54	Land O Lakes Blvd	0.04 W	2005	54,000	AADT	.47
3	Land O Lakes Blvd	Carson Dr	0.06 N	2005	48,500	AADT	.51
4	Land O Lakes Blvd	Mariner Pl	0.01 N	2003	43,000	AADT	.53
5	State Road 54	Land O Lakes Blvd	0.07 E	2005	31,500	AADT	.58
6	Land O Lakes Blvd	Sunset Ct	0.03 N	2005	48,515	AADT	.59
7	Land O Lakes Blvd	Lake Floyd Dr	0.12 S	2005	27,000	AADT	.77
8	Dale Mabry Hwy	Land O Lakes Blvd	0.13 NE	2005	25,000	AADT	.84
9	Land O Lakes Blvd	Hobby Grove Way	0.10 S	2003	29,500	AADT	.90