

Demographic Summary Report

Olentangy Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	98,235		321,603		928,702	
2011 Estimate	94,625		312,086		891,160	
2010 Census	93,850		310,717		883,846	
Growth 2011 - 2016	3.80%		3.00%		4.20%	
Growth 2010 - 2011	0.80%		0.40%		0.80%	
2011 Population by Hispanic Origin	3,297		15,369		43,751	
2011 Population By Race	94,625		312,086		891,160	
White	79,503	84.02%	237,657	76.15%	637,753	71.56%
Black or African American	5,142	5.43%	40,921	13.11%	160,340	17.99%
American Indian and Alaska Native	133	0.14%	603	0.19%	2,065	0.23%
Asian	6,104	6.45%	17,787	5.70%	44,452	4.99%
Native Hawaiian and Pacific Islander	24	0.03%	114	0.04%	499	0.06%
Other Race	1,413	1.49%	6,591	2.11%	20,710	2.32%
Two or More Races	2,306	2.44%	8,413	2.70%	25,341	2.84%
Households						
2016 Projection	46,361		137,679		380,096	
2011 Estimate	44,700		133,614		364,856	
2010 Census	44,350		133,026		361,889	
Growth 2011 - 2016	3.70%		3.00%		4.20%	
Growth 2010 - 2011	0.80%		0.40%		0.80%	
Owner Occupied	26,606	59.52%	68,897	51.56%	200,143	54.86%
Renter Occupied	18,095	40.48%	64,716	48.44%	164,714	45.14%
2011 Households by HH Income	44,700		133,607		364,849	
Income Less Than \$15,000	5,102	11.41%	16,800	12.57%	51,810	14.20%
Income: \$15,000 - \$24,999	4,662	10.43%	14,610	10.94%	38,254	10.48%
Income: \$25,000 - \$34,999	4,596	10.28%	15,251	11.41%	39,240	10.76%
Income: \$35,000 - \$49,999	6,697	14.98%	21,376	16.00%	54,470	14.93%
Income: \$50,000 - \$74,999	8,426	18.85%	25,197	18.86%	65,064	17.83%
Income: \$75,000 - \$99,999	5,576	12.47%	15,598	11.67%	42,406	11.62%
Income: \$100,000 - \$149,999	5,567	12.45%	14,776	11.06%	43,165	11.83%
Income: \$150,000 - \$199,999	2,203	4.93%	5,347	4.00%	16,432	4.50%
Income: \$200,000+	1,871	4.19%	4,652	3.48%	14,008	3.84%
2011 Avg Household Income	\$71,656		\$66,477		\$68,069	
2011 Med Household Income	\$52,656		\$48,836		\$49,499	
2011 Per Capita Income	\$34,181		\$29,392		\$28,440	

Demographic Detail Report

Olentangy Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	98,235		321,603		928,702	
2011 Estimate	94,625		312,086		891,160	
2010 Census	93,850		310,717		883,846	
Growth 2011 - 2016	3.80%		3.00%		4.20%	
Growth 2010 - 2011	0.80%		0.40%		0.80%	
2011 Population by Age						
	94,625		312,086		891,160	
Age 0 - 4	5,123	5.41%	18,033	5.78%	61,956	6.95%
Age 5 - 9	4,395	4.64%	16,234	5.20%	59,227	6.65%
Age 10 - 14	4,305	4.55%	15,520	4.97%	55,785	6.26%
Age 15 - 19	4,197	4.44%	23,834	7.64%	62,385	7.00%
Age 20 - 24	8,230	8.70%	42,427	13.59%	83,302	9.35%
Age 25 - 34	16,321	17.25%	52,863	16.94%	146,662	16.46%
Age 35 - 44	11,770	12.44%	37,632	12.06%	121,745	13.66%
Age 45 - 49	5,889	6.22%	19,056	6.11%	60,852	6.83%
Age 50 - 54	6,768	7.15%	20,086	6.44%	60,422	6.78%
Age 55 - 59	6,704	7.08%	18,287	5.86%	51,743	5.81%
Age 60 - 64	5,997	6.34%	14,747	4.73%	41,571	4.66%
Age 65 - 74	7,002	7.40%	16,749	5.37%	46,303	5.20%
Age 75 - 84	5,181	5.48%	11,147	3.57%	27,140	3.05%
Age 85 and over	2,743	2.90%	5,471	1.75%	12,067	1.35%
Age 65 and over	14,926	15.77%	33,367	10.69%	85,510	9.60%
Median Age	38.90		32.20		33.30	
Average Age	40.60		36.10		35.40	

Demographic Detail Report

Olentangy Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Population By Race	94,625		312,086		891,160	
White	79,503	84.02%	237,657	76.15%	637,753	71.56%
Black or African American	5,142	5.43%	40,921	13.11%	160,340	17.99%
American Indian and Alaska Native	133	0.14%	603	0.19%	2,065	0.23%
Asian	6,104	6.45%	17,787	5.70%	44,452	4.99%
Native Hawaiian and Pacific Islander	24	0.03%	114	0.04%	499	0.06%
Other Race	1,413	1.49%	6,591	2.11%	20,710	2.32%
Two or More Races	2,306	2.44%	8,413	2.70%	25,341	2.84%
2011 Population by Hispanic Origin	94,625		312,086		891,160	
Not Hispanic or Latino	91,328	96.52%	296,717	95.08%	847,409	95.09%
Hispanic or Latino	3,297	3.48%	15,369	4.92%	43,751	4.91%
2011 Age 5+ Language at Home	87,517		281,465		783,847	
Speak Only English	77,204	88.22%	246,229	87.48%	693,384	88.46%
Speak Asian or Pacific Island	4,099	4.68%	10,121	3.60%	22,393	2.86%
Speak IndoEuropean	3,266	3.73%	10,597	3.76%	24,898	3.18%
Speak Spanish	1,907	2.18%	9,389	3.34%	27,317	3.48%
Speak Other Language	1,041	1.19%	5,129	1.82%	15,855	2.02%
2011 Median Age, Male	36.70		30.80		32.30	
2011 Average Age, Male	39.00		34.80		34.30	
Median Age, Female	41.40		33.70		34.20	
Average Age, Female	42.20		37.40		36.50	
2011 Population by Occupation Classification (Age 16+)	50,854		157,350		431,489	
Blue Collar	4,629	9.10%	17,176	10.92%	58,977	13.67%
White Collar	40,313	79.27%	116,389	73.97%	308,957	71.60%
Service	5,912	11.63%	23,785	15.12%	63,555	14.73%
2011 Population by Marital Status (Age 15+)	78,721		249,460		675,593	
Total, Never Married	26,516	33.68%	102,019	40.90%	249,841	36.98%
Married	39,092	49.66%	109,766	44.00%	318,119	47.09%
Widowed	5,161	6.56%	12,319	4.94%	33,341	4.94%
Divorced	7,952	10.10%	25,356	10.16%	74,292	11.00%

Demographic Detail Report

Olentangy Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	68,413		194,257		549,576	
Less Than 9th Grade	481	0.70%	2,848	1.47%	11,981	2.18%
Some High School, No Diploma	1,976	2.89%	9,645	4.97%	40,500	7.37%
High School Grad (Incl Equivalency)	10,450	15.27%	40,012	20.60%	127,388	23.18%
Some College, No Degree	12,232	17.88%	36,952	19.02%	104,947	19.10%
Associate Degree	3,448	5.04%	11,198	5.76%	32,472	5.91%
Bachelor Degree	23,280	34.03%	57,369	29.53%	149,570	27.22%
Advanced Degrees	16,546	24.19%	36,233	18.65%	82,718	15.05%
2011 Population by Occupation (Age 16+)	56,766		181,134		495,044	
Management, Business, & Financial	19,333	34.06%	58,453	32.27%	162,819	32.89%
Professional & Related Occupations	3,435	6.05%	8,849	4.89%	21,572	4.36%
Services	24,977	44.00%	81,916	45.22%	210,198	42.46%
Sales & Office	5,337	9.40%	17,708	9.78%	50,968	10.30%
Farming, Fishing, and Forestry	63	0.11%	189	0.10%	456	0.09%
Construction and Extraction, Maint	974	1.72%	3,604	1.99%	12,692	2.56%
Production & Transportation	2,647	4.66%	10,415	5.75%	36,339	7.34%
2011 Workers by Travel Time to Work (Age 16+)	48,850		151,004		414,562	
Less Than 15 Minutes	13,560	27.76%	44,028	29.16%	113,733	27.43%
15 to 29 Minutes	27,213	55.71%	79,788	52.84%	205,914	49.67%
30 to 44 Minutes	5,215	10.68%	17,998	11.92%	63,224	15.25%
45 to 59 Minutes	974	1.99%	3,168	2.10%	10,774	2.60%
60+ Minutes	1,888	3.86%	6,022	3.99%	20,917	5.05%
2000 Households by HH Size	44,349		133,025		361,888	
1-Person Households	16,244	36.63%	46,379	34.86%	115,856	32.01%
2-Person Households	16,390	36.96%	45,102	33.90%	116,532	32.20%
3-Person Households	5,912	13.33%	18,940	14.24%	54,989	15.20%
4-Person Households	3,862	8.71%	13,740	10.33%	43,930	12.14%
5-Person Households	1,375	3.10%	5,670	4.26%	19,250	5.32%
6-Person Households	403	0.91%	2,043	1.54%	7,027	1.94%
7 or more Person Households	163	0.37%	1,151	0.87%	4,304	1.19%
2011 Average Household Size	2.10		2.24		2.38	

Demographic Detail Report

Olentangy Plaza

Radius	3 Mile	5 Mile	10 Mile
Households			
2016 Projection	46,361	137,679	380,096
2011 Estimate	44,700	133,614	364,856
2010 Census	44,350	133,026	361,889
Growth 2011 - 2016	3.70%	3.00%	4.20%
Growth 2010 - 2011	0.80%	0.40%	0.80%
2011 Households by HH Income	44,700	133,607	364,849
Income: Less than \$15,000	5,102 11.41%	16,800 12.57%	51,810 14.20%
Income: \$15,000 - \$24,999	4,662 10.43%	14,610 10.94%	38,254 10.48%
Income: \$25,000 - \$34,999	4,596 10.28%	15,251 11.41%	39,240 10.76%
Income: \$35,000 - \$49,999	6,697 14.98%	21,376 16.00%	54,470 14.93%
Income: \$50,000 - \$74,999	8,426 18.85%	25,197 18.86%	65,064 17.83%
Income: \$75,000 - \$99,999	5,576 12.47%	15,598 11.67%	42,406 11.62%
Income: \$100,000 - \$149,999	5,567 12.45%	14,776 11.06%	43,165 11.83%
Income: \$150,000 - \$199,999	2,203 4.93%	5,347 4.00%	16,432 4.50%
Income: \$200,000+	1,871 4.19%	4,652 3.48%	14,008 3.84%
2011 Avg Household Income	\$71,656	\$66,477	\$68,069
2011 Med Household Income	\$52,656	\$48,836	\$49,499
2011 Per Capita Income	\$34,181	\$29,392	\$28,440
2011 Occupied Housing	44,701	133,613	364,857
Owner Occupied	26,606 59.52%	68,897 51.56%	200,143 54.86%
Renter Occupied	18,095 40.48%	64,716 48.44%	164,714 45.14%
2000 Housing Units	47,820	143,364	394,088
1 Unit Attached	6,246 13.06%	17,868 12.46%	44,719 11.35%
1 Unit Detached	25,286 52.88%	72,205 50.36%	212,390 53.89%
2 Units	1,352 2.83%	4,057 2.83%	13,053 3.31%
3 - 19 Units	9,772 20.43%	35,096 24.48%	91,023 23.10%
20 - 49 Units	2,723 5.69%	7,730 5.39%	15,509 3.94%
50 or more Units	2,321 4.85%	6,094 4.25%	14,948 3.79%
Mobile Home or Trailer	120 0.25%	314 0.22%	2,432 0.62%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	14 0.00%

Demographic Detail Report

Olentangy Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	27,301		69,416		198,730	
Value Less than \$20,000	175	0.64%	426	0.61%	1,789	0.90%
Value \$20,000 - \$39,999	134	0.49%	497	0.72%	1,914	0.96%
Value \$40,000 - \$59,999	116	0.42%	1,267	1.83%	4,735	2.38%
Value \$60,000 - \$79,999	500	1.83%	2,834	4.08%	9,920	4.99%
Value \$80,000 - \$99,999	945	3.46%	5,084	7.32%	16,402	8.25%
Value \$100,000 - \$149,999	5,080	18.61%	14,976	21.57%	42,615	21.44%
Value \$150,000 - \$199,999	6,508	23.84%	16,372	23.59%	44,044	22.16%
Value \$200,000 - \$299,999	8,308	30.43%	16,429	23.67%	43,009	21.64%
Value \$300,000 - \$399,999	3,180	11.65%	6,219	8.96%	17,951	9.03%
Value \$400,000 - \$499,999	1,207	4.42%	2,493	3.59%	7,365	3.71%
Value \$500,000 - \$749,999	782	2.86%	1,853	2.67%	6,074	3.06%
Value \$750,000 - \$999,999	202	0.74%	569	0.82%	1,650	0.83%
Value \$1,000,000 or more	164	0.60%	397	0.57%	1,262	0.64%
2011 Med Housing Val-Owner Occupied	\$201,716		\$177,924		\$171,944	
2011 Housing Units by Yr Built	47,821		143,364		394,086	
Built 2005 to Present	117	0.24%	1,231	0.86%	6,832	1.73%
Built 2000 to 2004	569	1.19%	3,701	2.58%	29,789	7.56%
Built 1990 to 1999	3,284	6.87%	10,541	7.35%	57,589	14.61%
Built 1980 to 1989	4,683	9.79%	21,331	14.88%	51,178	12.99%
Built 1970 to 1979	8,943	18.70%	24,680	17.21%	56,509	14.34%
Built 1960 to 1969	10,838	22.66%	27,867	19.44%	52,050	13.21%
Built 1950 to 1959	10,028	20.97%	27,698	19.32%	54,524	13.84%
Built 1940 to 1949	3,971	8.30%	11,581	8.08%	28,283	7.18%
Built 1939 or Earlier	5,388	11.27%	14,734	10.28%	57,332	14.55%
2011 Median Year Built	1964		1966		1971	

Demographic Market Comparison Report

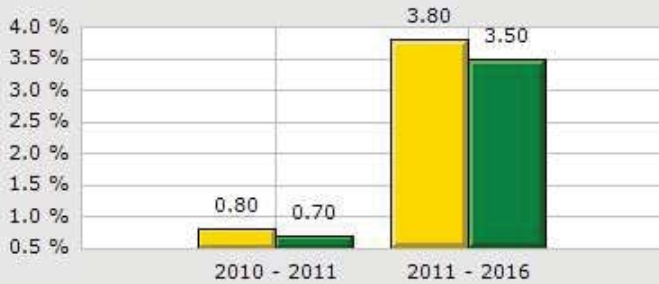
3 mile radius

Olentangy Plaza

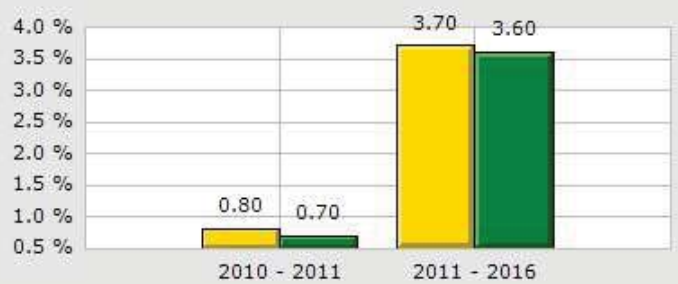
Type: Shopping Center/Power Center
 County: Franklin

3 Mile
 County

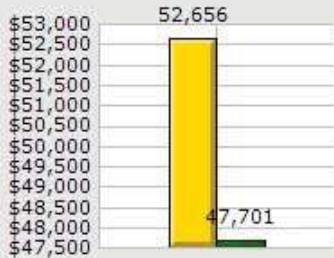
Population Growth



Household Growth



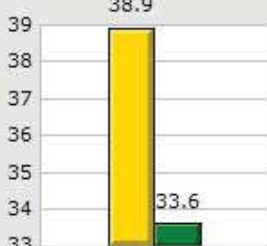
2011 Med Household Inc



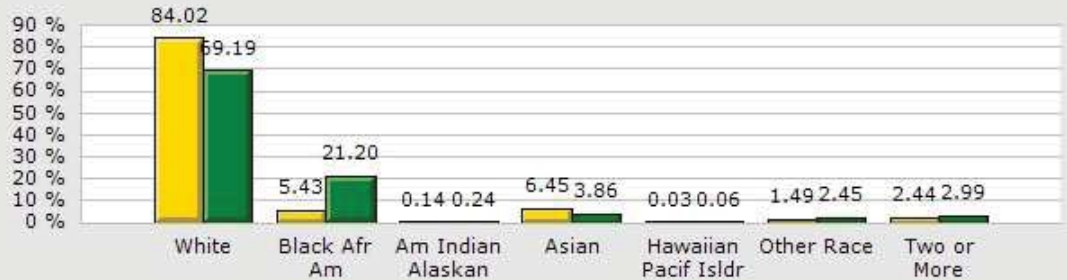
2011 Households by Household Income



2011 Median Age



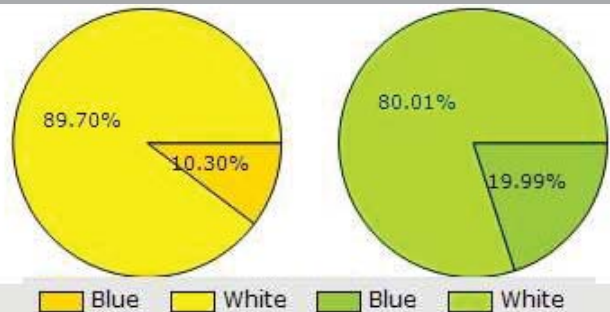
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Olentangy Plaza

Type: **Shopping Center/Power Center**
 County: **Franklin**

	3 Mile		County	
Population				
Growth 2010 - 2011	0.80%		0.70%	
Growth 2011 - 2016	3.80%		3.50%	
2011 Blue Collar	4,629	10.30%	96,169	19.99%
2011 White Collar	40,313	89.70%	385,015	80.01%
2011 Population By Race				
	94,625		1,171,653	
White	79,503	84.02%	810,685	69.19%
Black Afr Am	5,142	5.43%	248,443	21.20%
Am Indian Alaskan	133	0.14%	2,857	0.24%
Asian	6,104	6.45%	45,193	3.86%
Hawaiian Pacif Islr	24	0.03%	739	0.06%
Other Race	1,413	1.49%	28,735	2.45%
Two or More	2,306	2.44%	35,001	2.99%
Households				
Growth 2010 - 2011	0.80%		0.70%	
Growth 2011 - 2016	3.70%		3.60%	
Renter Occupied	18,095	40.48%	216,663	45.07%
Owner Occupied	26,606	59.52%	264,027	54.93%
2011 Households by HH Income				
	44,700		480,678	
Income < \$35,000	14,360	32.13%	173,203	36.03%
Income \$35,000 - \$74,999	15,123	33.83%	166,838	34.71%
Income \$75,000 - \$149,999	11,143	24.93%	109,609	22.80%
Income \$150,000 - \$199,999	2,203	4.93%	17,257	3.59%
Income \$200,000+	1,871	4.19%	13,771	2.86%
2011 Median Household Income	\$52,656		\$47,701	
2011 Median Age	38.90		33.60	

Consumer Spending Report

Olentangy Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,718,165	\$4,806,691	\$13,389,291
Total Apparel	\$70,400	\$199,091	\$551,719
Women's Apparel	24,764	69,192	190,265
Men's Apparel	14,441	40,675	112,080
Girl's Apparel	5,049	14,308	41,289
Boy's Apparel	4,023	11,529	33,194
Infant Apparel	4,515	13,228	36,473
Footwear (excl. Infants)	9,693	27,605	76,419
Other Apparel Prod/Services	7,916	22,554	61,999
Total Entertainment	\$160,952	\$442,207	\$1,233,091
Sports and Recreation	6,503	18,207	51,000
TV, Radio and Sound Equipment	57,829	162,568	451,771
Reading Materials	7,183	19,446	53,842
Travel	87,387	236,197	660,390
Photographic Equipment	2,050	5,788	16,088
Total Food At Home	\$140,963	\$394,533	\$1,099,202
Cereal Products	8,623	24,307	67,632
Bread & Bakery Products	18,568	51,718	144,307
Seafood	7,516	20,841	58,061
Meat/Poultry/Fish/Eggs	47,585	133,785	373,101
Dairy Products	22,612	63,405	176,436
Fruits and Vegetables	36,060	100,477	279,665
Total Food Away From Home	\$143,884	\$404,942	\$1,123,544
Breakfast and Brunch	13,798	38,736	106,993
Dinner	67,333	188,885	524,454
Lunch	47,133	133,353	370,795
Snacks and Non Alcoholic Bev	10,820	30,949	84,898
Catered Affairs	4,800	13,021	36,404

Consumer Spending Report

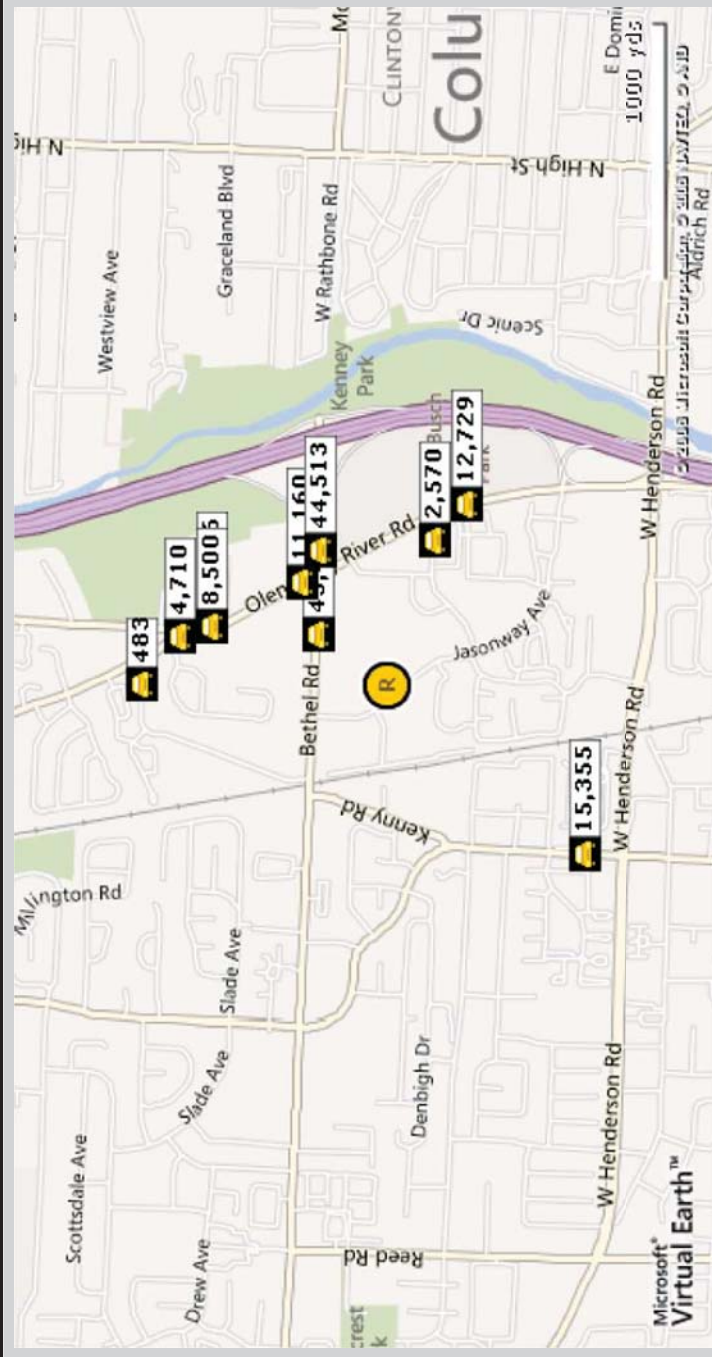
Olentangy Plaza

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$28,762	\$81,588	\$221,297
Alcoholic Bev. at Home	16,229	45,661	124,825
Alcoholic Bev. away from Home	12,533	35,926	96,472
Total Furniture/Appliances	\$156,673	\$433,934	\$1,214,334
Bedroom Furniture	8,718	24,572	68,806
Living Room Furniture	13,795	38,103	106,547
Other Living & Family Room Furniture	3,633	9,964	28,433
Other Furniture	1,727	4,643	13,218
Major Appliances	13,200	35,953	101,632
Small Appliances & Housewares	32,485	90,744	252,147
Misc Household Equipment	83,114	229,955	643,550
Total Transportation/Maint.	\$380,219	\$1,068,031	\$2,984,718
New Autos/Trucks/Vans	100,723	276,824	782,023
Used Vehicles	94,612	271,951	755,454
Purchase of RVs or Boats	11,000	29,009	82,453
Gasoline	128,348	363,722	1,012,510
Diesel Fuel	1,943	5,350	15,398
Automotive Maintenance/Repair	43,593	121,175	336,879
Total Health Care	\$70,420	\$190,822	\$534,712
Medical Services	41,520	113,212	317,656
Prescription Drugs	21,856	58,624	164,154
Medical Supplies	7,043	18,985	52,902
Total Education/Day Care	\$140,368	\$401,667	\$1,082,242
Education	62,664	179,708	479,021
Room and Board	5,668	15,026	43,411
Tuition/School Supplies	55,507	159,364	422,392
Day Care, Nursery & Preschool	16,529	47,569	137,418

Olentangy Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,778	57,163	15
Total Retail	781	8,844	11
Home Improvement Stores	38	352	9
General Merchandise Stores	20	660	33
Food Stores	80	1,099	14
Auto Dealers and Gas Stations	55	644	12
Apparel and Accessory Stores	35	142	4
Furniture and Home Furnishings	80	580	7
Eating and Drinking Places	260	3,748	14
Miscellaneous Retail Stores	213	1,619	8
Finance-Insurance-Real Estate	502	2,857	6
Banks, Saving and Lending Inst.	82	477	6
Security Brokers and Investments	69	288	4
Insurance Carriers and Agencies	116	893	8
Real Estate-Trust-Holding Co.	235	1,199	5
Services	1,935	23,593	12
Hotels and Lodging	16	454	28
Motion Picture and Amusement	105	1,022	10
Health Services	387	12,134	31
Legal Services	63	212	3
Educational Services	89	2,468	28
Auto Services	78	288	4
Other Services	1,197	7,015	6
Agriculture/Mining	56	267	5
Construction	170	801	5
Manufacturing	96	1,975	21
Transportation, Comm./Pub Util.	84	803	10
Wholesale Trade	111	982	9
Government	43	17,041	396
Daytime Population	57,163		
Daytime Population/Business	15		

Olentangy Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Bethel Rd	Olentangy River Rd	0.14 E	2010	45,455	MPSI	.19
2 Olentangy River Rd	Olentangy Woods Dr	0.03 NW	2006	11,160	AAAT	.30
3 Bethel Rd	Olentangy River Rd	0.05 W	2010	44,513	MPSI	.34
4 Knightsbridge Blvd	Olentangy River Rd	0.05 E	2005	2,570	AAAT	.35
5 Olentangy River Rd	Linworth Rd	0.04 N	2010	11,966	MPSI	.42
6 Olentangy River Rd	Linworth Rd	0.04 N	2009	8,500	AAAT	.42
7 Olentangy River Rd	Knightsbridge Blvd	0.09 N	2010	12,729	MPSI	.45
8 Linworth Rd	Olentangy River Rd	0.04 SE	2009	4,710	AAAT	.48
9 Postlewaite Rd	Linworth Rd	0.06 E	2010	483	MPSI	.55
10 Kenny Rd	Merrimar Cir N	0.02 N	2010	15,355	MPSI	.59