

Demographic Summary Report

Collins Pointe Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	28,842	48,242	92,662
2011 Estimate	27,629	46,209	89,036
2010 Census	27,319	45,673	88,379
Growth 2011 - 2016	4.40%	4.40%	4.10%
Growth 2010 - 2011	1.10%	1.20%	0.70%
2011 Population by Hispanic Origin	3,693	5,309	7,610
2011 Population By Race	27,629	46,209	89,036
White	19,284 69.80%	34,449 74.55%	72,673 81.62%
Black or African American	5,070 18.35%	7,084 15.33%	9,470 10.64%
American Indian and Alaska Native	119 0.43%	202 0.44%	350 0.39%
Asian	309 1.12%	439 0.95%	729 0.82%
Native Hawaiian and Pacific Islander	43 0.16%	50 0.11%	61 0.07%
Other Race	1,974 7.14%	2,785 6.03%	3,756 4.22%
Two or More Races	829 3.00%	1,201 2.60%	1,996 2.24%
Households			
2016 Projection	10,856	17,682	32,918
2011 Estimate	10,381	16,909	31,635
2010 Census	10,261	16,705	31,392
Growth 2011 - 2016	4.60%	4.60%	4.10%
Growth 2010 - 2011	1.20%	1.20%	0.80%
Owner Occupied	5,027 48.43%	9,886 58.47%	21,823 68.98%
Renter Occupied	5,355 51.58%	7,024 41.54%	9,812 31.02%
2011 Households by HH Income	10,380	16,909	31,634
Income Less Than \$15,000	1,614 15.55%	2,259 13.36%	4,051 12.81%
Income: \$15,000 - \$24,999	1,446 13.93%	2,100 12.42%	3,541 11.19%
Income: \$25,000 - \$34,999	1,458 14.05%	2,117 12.52%	3,967 12.54%
Income: \$35,000 - \$49,999	1,778 17.13%	2,721 16.09%	4,882 15.43%
Income: \$50,000 - \$74,999	2,053 19.78%	3,483 20.60%	6,730 21.27%
Income: \$75,000 - \$99,999	1,058 10.19%	2,000 11.83%	4,185 13.23%
Income: \$100,000 - \$149,999	669 6.45%	1,432 8.47%	2,824 8.93%
Income: \$150,000 - \$199,999	197 1.90%	500 2.96%	900 2.85%
Income: \$200,000+	107 1.03%	297 1.76%	554 1.75%
2011 Avg Household Income	\$50,744	\$57,531	\$58,986
2011 Med Household Income	\$39,469	\$44,859	\$47,489
2011 Per Capita Income	\$20,188	\$21,823	\$21,357

Demographic Detail Report

Collins Pointe Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	28,842		48,242		92,662	
2011 Estimate	27,629		46,209		89,036	
2010 Census	27,319		45,673		88,379	
Growth 2011 - 2016	4.40%		4.40%		4.10%	
Growth 2010 - 2011	1.10%		1.20%		0.70%	
2011 Population by Age						
	27,629		46,209		89,036	
Age 0 - 4	2,208	7.99%	3,439	7.44%	6,175	6.94%
Age 5 - 9	1,945	7.04%	3,475	7.52%	6,908	7.76%
Age 10 - 14	1,783	6.45%	3,273	7.08%	6,878	7.72%
Age 15 - 19	1,820	6.59%	3,184	6.89%	6,262	7.03%
Age 20 - 24	2,095	7.58%	3,122	6.76%	5,244	5.89%
Age 25 - 34	4,122	14.92%	6,427	13.91%	11,273	12.66%
Age 35 - 44	3,811	13.79%	6,603	14.29%	13,662	15.34%
Age 45 - 49	1,860	6.73%	3,303	7.15%	6,855	7.70%
Age 50 - 54	1,721	6.23%	3,089	6.68%	6,364	7.15%
Age 55 - 59	1,527	5.53%	2,598	5.62%	5,288	5.94%
Age 60 - 64	1,332	4.82%	2,311	5.00%	4,672	5.25%
Age 65 - 74	1,777	6.43%	3,022	6.54%	5,766	6.48%
Age 75 - 84	1,115	4.04%	1,675	3.62%	2,734	3.07%
Age 85 and over	511	1.85%	688	1.49%	954	1.07%
Age 65 and over	3,403	12.32%	5,385	11.65%	9,454	10.62%
Median Age	34.60		35.30		36.30	
Average Age	36.30		36.20		36.20	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	27,629	46,209	89,036
White	19,284 69.80%	34,449 74.55%	72,673 81.62%
Black or African American	5,070 18.35%	7,084 15.33%	9,470 10.64%
American Indian and Alaska Native	119 0.43%	202 0.44%	350 0.39%
Asian	309 1.12%	439 0.95%	729 0.82%
Native Hawaiian and Pacific Islander	43 0.16%	50 0.11%	61 0.07%
Other Race	1,974 7.14%	2,785 6.03%	3,756 4.22%
Two or More Races	829 3.00%	1,201 2.60%	1,996 2.24%
2011 Population by Hispanic Origin	27,628	46,210	89,035
Not Hispanic or Latino	23,935 86.63%	40,901 88.51%	81,425 91.45%
Hispanic or Latino	3,693 13.37%	5,309 11.49%	7,610 8.55%
2011 Age 5+ Language at Home	22,120	38,484	73,683
Speak Only English	19,717 89.14%	34,884 90.65%	68,374 92.79%
Speak Asian or Pacific Island	232 1.05%	375 0.97%	491 0.67%
Speak IndoEuropean	56 0.25%	182 0.47%	436 0.59%
Speak Spanish	2,105 9.52%	3,026 7.86%	4,353 5.91%
Speak Other Language	10 0.05%	17 0.04%	29 0.04%
2011 Median Age, Male	33.20	33.90	35.40
2011 Average Age, Male	34.70	34.90	35.30
Median Age, Female	36.10	36.60	37.20
Average Age, Female	37.80	37.50	37.10
2011 Population by Occupation Classification (Age 16+)	10,803	19,348	36,662
Blue Collar	3,454 31.97%	5,651 29.21%	10,757 29.34%
White Collar	5,680 52.58%	10,898 56.33%	20,689 56.43%
Service	1,669 15.45%	2,799 14.47%	5,216 14.23%
2011 Population by Marital Status (Age 15+)	19,077	32,774	61,333
Total, Never Married	4,899 25.68%	7,855 23.97%	14,276 23.28%
Married	10,155 53.23%	19,172 58.50%	37,097 60.48%
Widowed	1,515 7.94%	2,064 6.30%	3,281 5.35%
Divorced	2,508 13.15%	3,683 11.24%	6,679 10.89%

Demographic Detail Report

Collins Pointe Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	15,645	27,083	50,774
Less Than 9th Grade	1,175 7.51%	1,679 6.20%	2,974 5.86%
Some High School, No Diploma	2,454 15.69%	3,718 13.73%	6,887 13.56%
High School Grad (Incl Equivalency)	6,059 38.73%	10,030 37.03%	18,924 37.27%
Some College, No Degree	2,935 18.76%	5,044 18.62%	9,855 19.41%
Associate Degree	615 3.93%	1,303 4.81%	2,659 5.24%
Bachelor Degree	1,497 9.57%	3,282 12.12%	6,049 11.91%
Advanced Degrees	910 5.82%	2,027 7.48%	3,426 6.75%
2011 Population by Occupation (Age 16+)	12,470	22,148	41,878
Management, Business, & Financial Professional & Related Occupations	2,815 22.57%	5,464 24.67%	10,609 25.33%
Services	377 3.02%	671 3.03%	1,504 3.59%
Sales & Office	5,095 40.86%	8,944 40.38%	16,470 39.33%
Farming, Fishing, and Forestry	1,239 9.94%	2,317 10.46%	4,385 10.47%
Construction and Extraction, Maint	36 0.29%	116 0.52%	143 0.34%
Production & Transportation	726 5.82%	1,247 5.63%	2,748 6.56%
	2,182 17.50%	3,389 15.30%	6,019 14.37%
2011 Workers by Travel Time to Work (Age 16+)	11,595	20,650	38,929
Less Than 15 Minutes	3,691 31.83%	6,173 29.89%	8,866 22.77%
15 to 29 Minutes	3,488 30.08%	6,343 30.72%	12,466 32.02%
30 to 44 Minutes	1,595 13.76%	2,943 14.25%	6,466 16.61%
45 to 59 Minutes	1,037 8.94%	1,843 8.92%	3,682 9.46%
60+ Minutes	1,784 15.39%	3,348 16.21%	7,449 19.13%
2000 Households by HH Size	10,261	16,706	31,392
1-Person Households	2,950 28.75%	4,167 24.94%	6,534 20.81%
2-Person Households	3,108 30.29%	5,158 30.88%	9,899 31.53%
3-Person Households	1,654 16.12%	2,854 17.08%	5,681 18.10%
4-Person Households	1,368 13.33%	2,516 15.06%	5,195 16.55%
5-Person Households	665 6.48%	1,172 7.02%	2,456 7.82%
6-Person Households	296 2.88%	498 2.98%	999 3.18%
7 or more Person Households	220 2.14%	341 2.04%	628 2.00%
2011 Average Household Size	2.57	2.67	2.78

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2011 Avg Household Income	\$50,744	\$57,531	\$58,986
2011 Med Household Income	\$39,469	\$44,859	\$47,489
2011 Per Capita Income	\$20,188	\$21,823	\$21,357
2011 Occupied Housing	10,382	16,910	31,635
Owner Occupied	5,027 48.42%	9,886 58.46%	21,823 68.98%
Renter Occupied	5,355 51.58%	7,024 41.54%	9,812 31.02%
2000 Housing Units	10,696	17,541	31,946
1 Unit Attached	668 6.25%	973 5.55%	1,104 3.46%
1 Unit Detached	6,540 61.14%	11,803 67.29%	23,342 73.07%
2 Units	492 4.60%	630 3.59%	703 2.20%
3 - 19 Units	2,315 21.64%	2,857 16.29%	3,082 9.65%
20 - 49 Units	120 1.12%	144 0.82%	146 0.46%
50 or more Units	79 0.74%	92 0.52%	129 0.40%
Mobile Home or Trailer	482 4.51%	1,042 5.94%	3,432 10.74%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	8 0.03%

Demographic Detail Report

Collins Pointe Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	5,315		10,062		20,489	
Value Less than \$20,000	97	1.83%	257	2.55%	604	2.95%
Value \$20,000 - \$39,999	70	1.32%	128	1.27%	472	2.30%
Value \$40,000 - \$59,999	224	4.21%	325	3.23%	646	3.15%
Value \$60,000 - \$79,999	334	6.28%	403	4.01%	927	4.52%
Value \$80,000 - \$99,999	554	10.42%	832	8.27%	1,484	7.24%
Value \$100,000 - \$149,999	1,881	35.39%	3,263	32.43%	5,945	29.02%
Value \$150,000 - \$199,999	1,205	22.67%	2,222	22.08%	4,603	22.47%
Value \$200,000 - \$299,999	625	11.76%	1,418	14.09%	3,107	15.16%
Value \$300,000 - \$399,999	92	1.73%	521	5.18%	1,236	6.03%
Value \$400,000 - \$499,999	70	1.32%	295	2.93%	643	3.14%
Value \$500,000 - \$749,999	55	1.03%	180	1.79%	436	2.13%
Value \$750,000 - \$999,999	46	0.87%	87	0.86%	178	0.87%
Value \$1,000,000 or more	62	1.17%	131	1.30%	208	1.02%
2011 Med Housing Val-Owner Occupied	\$136,926		\$147,594		\$151,444	
2011 Housing Units by Yr Built	10,696		17,541		31,946	
Built 2005 to Present	332	3.10%	646	3.68%	1,331	4.17%
Built 2000 to 2004	1,918	17.93%	2,949	16.81%	5,294	16.57%
Built 1990 to 1999	1,748	16.34%	3,898	22.22%	7,904	24.74%
Built 1980 to 1989	1,516	14.17%	2,803	15.98%	5,792	18.13%
Built 1970 to 1979	2,062	19.28%	3,268	18.63%	5,433	17.01%
Built 1960 to 1969	1,332	12.45%	1,778	10.14%	2,922	9.15%
Built 1950 to 1959	695	6.50%	886	5.05%	1,368	4.28%
Built 1940 to 1949	479	4.48%	606	3.45%	801	2.51%
Built 1939 or Earlier	614	5.74%	707	4.03%	1,101	3.45%
2011 Median Year Built	1981		1985		1988	

Demographic Market Comparison Report

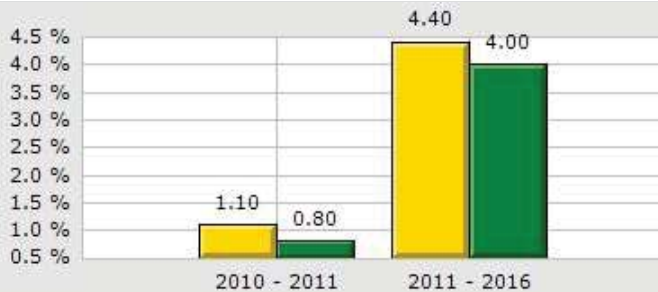
3 mile radius

Collins Pointe Plaza

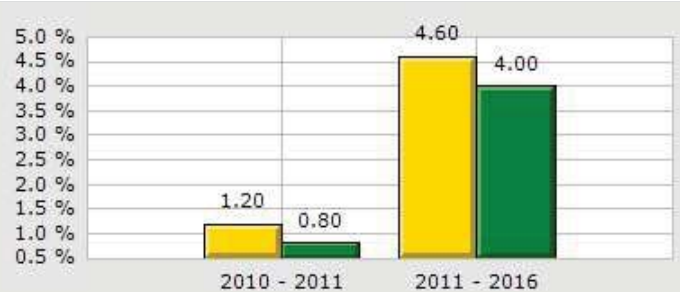
Type: Shopping Center/Neighborhood Center
 County: Bartow

3 Mile
 County

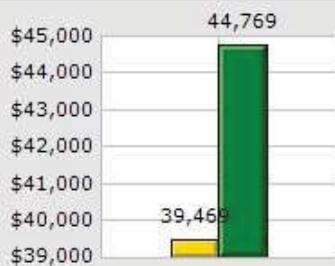
Population Growth



Household Growth



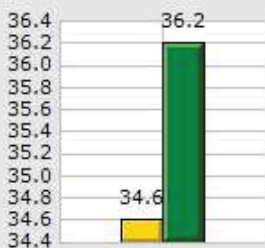
2011 Med Household Inc



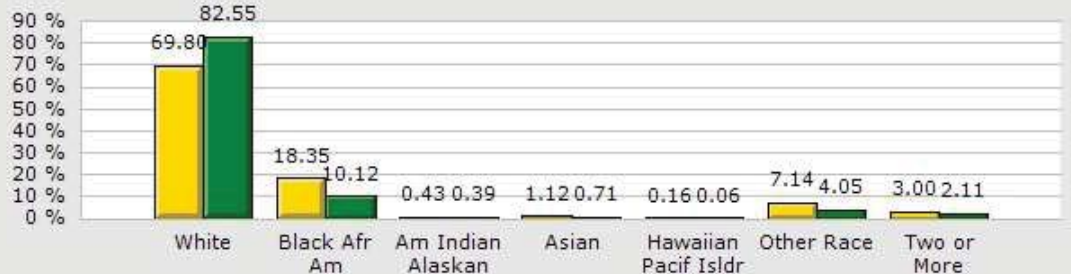
2011 Households by Household Income



2011 Median Age



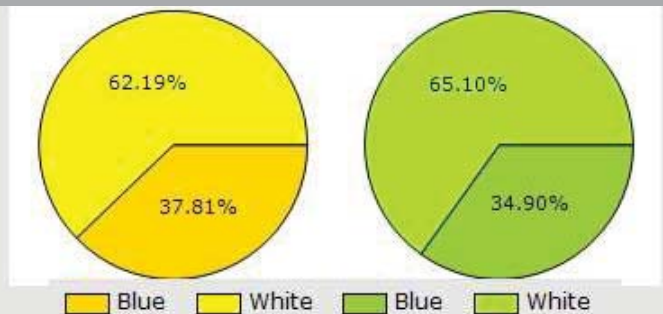
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Collins Pointe Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	1.10%		0.80%	
Growth 2011 - 2016	4.40%		4.00%	
2011 Blue Collar	3,454	37.81%	12,577	34.90%
2011 White Collar	5,680	62.19%	23,462	65.10%
2011 Population By Race				
	27,628		100,968	
White	19,284	69.80%	83,352	82.55%
Black Afr Am	5,070	18.35%	10,216	10.12%
Am Indian Alaskan	119	0.43%	398	0.39%
Asian	309	1.12%	719	0.71%
Hawaiian Pacif Islldr	43	0.16%	60	0.06%
Other Race	1,974	7.14%	4,088	4.05%
Two or More	829	3.00%	2,135	2.11%
Households				
Growth 2010 - 2011	1.20%		0.80%	
Growth 2011 - 2016	4.60%		4.00%	
Renter Occupied	5,355	51.58%	11,256	31.20%
Owner Occupied	5,027	48.42%	24,819	68.80%
2011 Households by HH Income				
	10,380		36,075	
Income < \$35,000	4,518	43.53%	13,796	38.24%
Income \$35,000 - \$74,999	3,831	36.91%	13,479	37.36%
Income \$75,000 - \$149,999	1,727	16.64%	7,329	20.32%
Income \$150,000 - \$199,999	197	1.90%	862	2.39%
Income \$200,000+	107	1.03%	609	1.69%
2011 Median Household Income	\$39,469		\$44,769	
2011 Median Age	34.60		36.20	

Consumer Spending Report

Collins Pointe Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$286,767	\$529,471	\$1,021,307
Total Apparel	\$11,524	\$20,960	\$39,612
Women's Apparel	3,960	7,239	13,642
Men's Apparel	2,324	4,240	8,007
Girl's Apparel	886	1,639	3,196
Boy's Apparel	723	1,318	2,533
Infant Apparel	764	1,384	2,653
Footwear (excl. Infants)	1,611	2,931	5,569
Other Apparel Prod/Services	1,255	2,211	4,013
Total Entertainment	\$25,876	\$47,959	\$91,654
Sports and Recreation	1,086	2,033	3,986
TV, Radio and Sound Equipment	9,777	17,820	33,972
Reading Materials	1,197	2,177	4,059
Travel	13,489	25,329	48,504
Photographic Equipment	326	600	1,133
Total Food At Home	\$24,171	\$43,845	\$83,028
Cereal Products	1,493	2,693	5,086
Bread & Bakery Products	3,257	5,915	11,234
Seafood	1,209	2,196	4,115
Meat/Poultry/Fish/Eggs	8,189	14,844	28,148
Dairy Products	3,951	7,169	13,615
Fruits and Vegetables	6,072	11,028	20,830
Total Food Away From Home	\$23,620	\$43,298	\$82,702
Breakfast and Brunch	2,329	4,181	7,795
Dinner	10,926	20,095	38,456
Lunch	7,839	14,416	27,787
Snacks and Non Alcoholic Bev	1,805	3,257	6,118
Catered Affairs	721	1,350	2,545

Consumer Spending Report

Collins Pointe Plaza

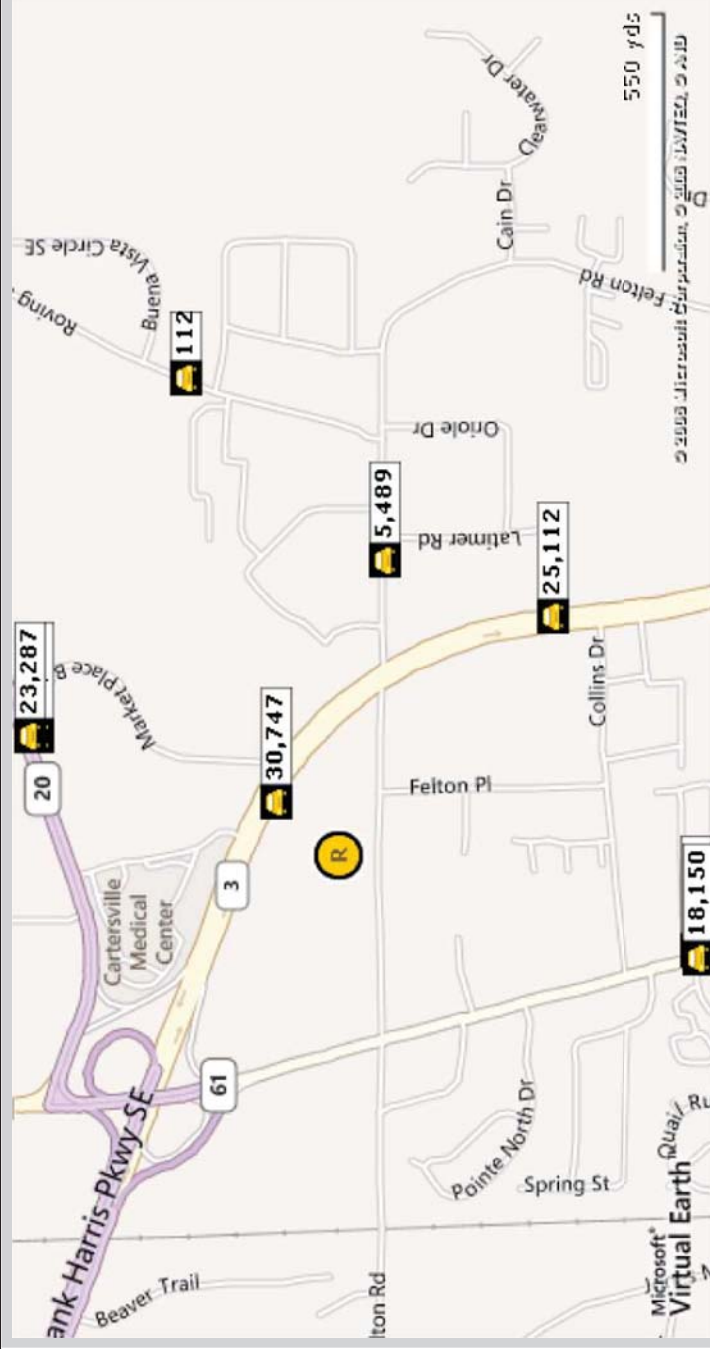
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$4,576	\$8,197	\$15,036
Alcoholic Bev. at Home	2,550	4,654	8,755
Alcoholic Bev. away from Home	2,026	3,542	6,282
Total Furniture/Appliances	\$25,451	\$47,392	\$91,625
Bedroom Furniture	1,373	2,574	5,041
Living Room Furniture	2,198	4,061	7,733
Other Living & Family Room Furniture	564	1,084	2,165
Other Furniture	278	522	1,006
Major Appliances	2,275	4,280	8,456
Small Appliances & Housewares	5,258	9,730	18,660
Misc Household Equipment	13,506	25,141	48,564
Total Transportation/Maint.	\$64,566	\$120,175	\$235,616
New Autos/Trucks/Vans	16,054	30,677	61,182
Used Vehicles	16,584	30,404	59,131
Purchase of RVs or Boats	1,842	3,637	7,573
Gasoline	22,488	41,358	80,391
Diesel Fuel	379	747	1,603
Automotive Maintenance/Repair	7,219	13,352	25,737
Total Health Care	\$12,306	\$22,798	\$44,075
Medical Services	7,078	13,181	25,500
Prescription Drugs	4,016	7,390	14,348
Medical Supplies	1,212	2,227	4,228
Total Education/Day Care	\$22,163	\$39,989	\$73,915
Education	9,917	17,733	32,337
Room and Board	871	1,725	3,531
Tuition/School Supplies	8,774	15,621	28,317
Day Care, Nursery & Preschool	2,601	4,910	9,730

Collins Pointe Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,791	17,546	10
Total Retail	458	4,561	10
Home Improvement Stores	22	345	16
General Merchandise Stores	17	778	46
Food Stores	49	330	7
Auto Dealers and Gas Stations	83	590	7
Apparel and Accessory Stores	23	49	2
Furniture and Home Furnishings	36	187	5
Eating and Drinking Places	114	1,811	16
Miscellaneous Retail Stores	114	471	4
Finance-Insurance-Real Estate	191	1,079	6
Banks, Saving and Lending Inst.	54	430	8
Security Brokers and Investments	12	11	1
Insurance Carriers and Agencies	60	298	5
Real Estate-Trust-Holding Co.	65	340	5
Services	691	4,778	7
Hotels and Lodging	19	176	9
Motion Picture and Amusement	32	118	4
Health Services	104	1,541	15
Legal Services	33	153	5
Educational Services	21	860	41
Auto Services	69	203	3
Other Services	413	1,727	4
Agriculture/Mining	28	139	5
Construction	120	872	7
Manufacturing	57	2,698	47
Transportation, Comm./Pub Util.	53	380	7
Wholesale Trade	87	1,473	17
Government	106	1,566	15
Daytime Population	17,546		
Daytime Population/Business	10		

Traffic Count Report

Collins Pointe Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Joe Frank Harris Pkwy SE	Market Place Blvd	0.04 SE	2010	30,747	MPSI	.10
2 E Felton Rd	Latimer Rd	0.03 E	2010	5,489	MPSI	.37
3 Joe Frank Harris Pkwy	US Hwy 41	0.06 S	2010	25,112	MPSI	.40
4 Hwy 20 NE	Market Place Blvd	0.07 NE	2007	23,000	AAAT	.40
5 Hwy 20 NE	Market Place Blvd	0.07 E	2010	23,287	MPSI	.41
6 Ga 61	Quail Run	0.01 W	2005	18,150	AAAT	.45
7 Ga 61	Quail Run	0.00 N	2010	18,876	MPSI	.46
8 N Tennessee St	Quail Run	0.00 N	2005	18,150	AAAT	.46
9 Roving Rd	Roving Hills Cir SE	0.05 SW	2005	110	AAAT	.62
10 Roving Rd	Roving Hills Cir SE	0.05 SW	2010	112	MPSI	.62

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