

# Demographic Summary Report

## Beacon Square

Radius	3 Mile		5 Mile		10 Mile	
<b>Population</b>						
2016 Projection	27,607		46,388		103,553	
2011 Estimate	26,868		45,146		102,214	
2010 Census	26,841		45,036		102,316	
Growth 2011 - 2016	2.80%		2.80%		1.30%	
Growth 2010 - 2011	0.10%		0.20%		-0.10%	
<b>2011 Population by Hispanic Origin</b>	626		1,113		3,411	
<b>2011 Population By Race</b>	26,868		45,146		102,214	
White	25,660	95.50%	43,025	95.30%	90,168	88.21%
Black or African American	165	0.61%	364	0.81%	7,518	7.36%
American Indian and Alaska Native	182	0.68%	283	0.63%	647	0.63%
Asian	239	0.89%	438	0.97%	923	0.90%
Native Hawaiian and Pacific Islander	12	0.04%	13	0.03%	23	0.02%
Other Race	135	0.50%	255	0.56%	931	0.91%
Two or More Races	474	1.76%	767	1.70%	2,005	1.96%
<b>Households</b>						
2016 Projection	11,952		19,009		41,537	
2011 Estimate	11,571		18,380		40,701	
2010 Census	11,569		18,341		40,723	
Growth 2011 - 2016	3.30%		3.40%		2.10%	
Growth 2010 - 2011	0.00%		0.20%		-0.10%	
Owner Occupied	8,375	72.38%	13,900	75.63%	31,611	77.67%
Renter Occupied	3,196	27.62%	4,481	24.38%	9,090	22.33%
<b>2011 Households by HH Income</b>	11,571		18,381		40,701	
Income Less Than \$15,000	1,214	10.49%	1,945	10.58%	5,101	12.53%
Income: \$15,000 - \$24,999	1,418	12.25%	2,077	11.30%	5,079	12.48%
Income: \$25,000 - \$34,999	1,786	15.44%	2,620	14.25%	5,381	13.22%
Income: \$35,000 - \$49,999	1,853	16.01%	2,909	15.83%	6,548	16.09%
Income: \$50,000 - \$74,999	2,410	20.83%	3,667	19.95%	8,367	20.56%
Income: \$75,000 - \$99,999	1,241	10.73%	2,206	12.00%	4,685	11.51%
Income: \$100,000 - \$149,999	1,115	9.64%	1,930	10.50%	3,710	9.12%
Income: \$150,000 - \$199,999	288	2.49%	535	2.91%	928	2.28%
Income: \$200,000+	246	2.13%	492	2.68%	902	2.22%
<b>2011 Avg Household Income</b>	\$59,159		\$62,406		\$58,479	
<b>2011 Med Household Income</b>	\$45,049		\$47,556		\$44,934	
<b>2011 Per Capita Income</b>	\$25,735		\$25,841		\$23,584	

# Demographic Detail Report

## Beacon Square

Radius	3 Mile	5 Mile	10 Mile
<b>Population</b>			
2016 Projection	27,607	46,388	103,553
2011 Estimate	26,868	45,146	102,214
2010 Census	26,841	45,036	102,316
Growth 2011 - 2016	2.80%	2.80%	1.30%
Growth 2010 - 2011	0.10%	0.20%	-0.10%
<b>2011 Population by Age</b>	<b>26,868</b>	<b>45,146</b>	<b>102,214</b>
Age 0 - 4	1,508 5.61%	2,586 5.73%	6,197 6.06%
Age 5 - 9	1,718 6.39%	3,072 6.80%	6,959 6.81%
Age 10 - 14	1,767 6.58%	3,197 7.08%	7,261 7.10%
Age 15 - 19	1,584 5.90%	2,879 6.38%	7,054 6.90%
Age 20 - 24	1,398 5.20%	2,287 5.07%	5,423 5.31%
Age 25 - 34	2,975 11.07%	4,758 10.54%	11,003 10.76%
Age 35 - 44	3,255 12.11%	5,820 12.89%	12,832 12.55%
Age 45 - 49	1,958 7.29%	3,515 7.79%	7,905 7.73%
Age 50 - 54	1,987 7.40%	3,418 7.57%	8,033 7.86%
Age 55 - 59	2,087 7.77%	3,423 7.58%	7,715 7.55%
Age 60 - 64	1,884 7.01%	3,005 6.66%	6,379 6.24%
Age 65 - 74	2,358 8.78%	3,840 8.51%	8,298 8.12%
Age 75 - 84	1,539 5.73%	2,250 4.98%	5,012 4.90%
Age 85 and over	850 3.16%	1,097 2.43%	2,144 2.10%
Age 65 and over	4,747 17.67%	7,187 15.92%	15,454 15.12%
<b>Median Age</b>	<b>42.80</b>	<b>41.70</b>	<b>40.90</b>
<b>Average Age</b>	<b>41.40</b>	<b>40.30</b>	<b>39.60</b>

## Demographic Detail Report

### Beacon Square

Radius	3 Mile	5 Mile	10 Mile
<b>2011 Population By Race</b>	<b>26,868</b>	<b>45,146</b>	<b>102,214</b>
White	25,660 95.50%	43,025 95.30%	90,168 88.21%
Black or African American	165 0.61%	364 0.81%	7,518 7.36%
American Indian and Alaska Native	182 0.68%	283 0.63%	647 0.63%
Asian	239 0.89%	438 0.97%	923 0.90%
Native Hawaiian and Pacific Islander	12 0.04%	13 0.03%	23 0.02%
Other Race	135 0.50%	255 0.56%	931 0.91%
Two or More Races	474 1.76%	767 1.70%	2,005 1.96%
<b>2011 Population by Hispanic Origin</b>	<b>26,867</b>	<b>45,145</b>	<b>102,215</b>
Not Hispanic or Latino	26,241 97.67%	44,032 97.53%	98,804 96.66%
Hispanic or Latino	626 2.33%	1,113 2.47%	3,411 3.34%
<b>2011 Age 5+ Language at Home</b>	<b>25,349</b>	<b>42,566</b>	<b>96,852</b>
Speak Only English	24,446 96.44%	41,005 96.33%	93,338 96.37%
Speak Asian or Pacific Island	108 0.43%	261 0.61%	425 0.44%
Speak IndoEuropean	427 1.68%	660 1.55%	1,410 1.46%
Speak Spanish	342 1.35%	602 1.41%	1,488 1.54%
Speak Other Language	26 0.10%	38 0.09%	191 0.20%
<b>2011 Median Age, Male</b>	<b>40.80</b>	<b>40.30</b>	<b>39.70</b>
<b>2011 Average Age, Male</b>	<b>39.80</b>	<b>39.10</b>	<b>38.60</b>
<b>Median Age, Female</b>	<b>44.60</b>	<b>43.00</b>	<b>42.00</b>
<b>Average Age, Female</b>	<b>42.90</b>	<b>41.50</b>	<b>40.60</b>
<b>2011 Population by Occupation Classification (Age 16+)</b>	<b>12,839</b>	<b>21,709</b>	<b>48,084</b>
Blue Collar	2,936 22.87%	4,900 22.57%	12,408 25.80%
White Collar	7,817 60.88%	13,581 62.56%	28,498 59.27%
Service	2,086 16.25%	3,228 14.87%	7,178 14.93%
<b>2011 Population by Marital Status (Age 15+)</b>	<b>22,087</b>	<b>36,556</b>	<b>82,739</b>
Total, Never Married	5,361 24.27%	8,279 22.65%	20,504 24.78%
Married	12,085 54.72%	21,532 58.90%	47,737 57.70%
Widowed	1,756 7.95%	2,353 6.44%	5,035 6.09%
Divorced	2,885 13.06%	4,392 12.01%	9,463 11.44%

## Demographic Detail Report

### Beacon Square

Radius	3 Mile	5 Mile	10 Mile
<b>2011 Population by Education</b>	<b>18,710</b>	<b>31,073</b>	<b>69,350</b>
Less Than 9th Grade	416 2.22%	688 2.21%	1,555 2.24%
Some High School, No Diploma	1,023 5.47%	1,561 5.02%	4,567 6.59%
High School Grad (Incl Equivalency)	5,505 29.42%	9,113 29.33%	21,543 31.06%
Some College, No Degree	4,303 23.00%	7,110 22.88%	16,222 23.39%
Associate Degree	1,575 8.42%	2,634 8.48%	6,784 9.78%
Bachelor Degree	3,883 20.75%	6,702 21.57%	12,646 18.24%
Advanced Degrees	2,005 10.72%	3,265 10.51%	6,033 8.70%
<b>2011 Population by Occupation (Age 16+)</b>	<b>14,924</b>	<b>24,937</b>	<b>55,263</b>
Management, Business, & Financial	3,784 25.36%	6,439 25.82%	13,534 24.49%
Professional & Related Occupations	801 5.37%	1,424 5.71%	2,928 5.30%
Services	6,254 41.91%	10,119 40.58%	22,429 40.59%
Sales & Office	1,389 9.31%	2,560 10.27%	5,444 9.85%
Farming, Fishing, and Forestry	8 0.05%	31 0.12%	135 0.24%
Construction and Extraction, Maint	626 4.19%	978 3.92%	2,154 3.90%
Production & Transportation	2,062 13.82%	3,386 13.58%	8,639 15.63%
<b>2011 Workers by Travel Time to Work (Age 16+)</b>	<b>12,800</b>	<b>21,537</b>	<b>47,602</b>
Less Than 15 Minutes	5,501 42.98%	8,254 38.32%	18,359 38.57%
15 to 29 Minutes	3,529 27.57%	6,931 32.18%	16,855 35.41%
30 to 44 Minutes	2,046 15.98%	3,319 15.41%	6,124 12.87%
45 to 59 Minutes	682 5.33%	1,247 5.79%	2,537 5.33%
60+ Minutes	1,042 8.14%	1,786 8.29%	3,727 7.83%
<b>2000 Households by HH Size</b>	<b>11,570</b>	<b>18,341</b>	<b>40,723</b>
1-Person Households	3,606 31.17%	5,022 27.38%	10,498 25.78%
2-Person Households	4,221 36.48%	6,736 36.73%	14,845 36.45%
3-Person Households	1,614 13.95%	2,682 14.62%	6,191 15.20%
4-Person Households	1,303 11.26%	2,381 12.98%	5,448 13.38%
5-Person Households	556 4.81%	1,042 5.68%	2,445 6.00%
6-Person Households	197 1.70%	350 1.91%	901 2.21%
7 or more Person Households	73 0.63%	128 0.70%	395 0.97%
<b>2011 Average Household Size</b>	<b>2.29</b>	<b>2.43</b>	<b>2.49</b>

## Demographic Detail Report

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<b>Households</b>			
2016 Projection	11,952	19,009	41,537
2011 Estimate	11,571	18,380	40,701
2010 Census	11,569	18,341	40,723
Growth 2011 - 2016	3.30%	3.40%	2.10%
Growth 2010 - 2011	0.00%	0.20%	-0.10%
<b>2011 Households by HH Income</b>	<b>11,571</b>	<b>18,381</b>	<b>40,701</b>
Income: Less than \$15,000	1,214 10.49%	1,945 10.58%	5,101 12.53%
Income: \$15,000 - \$24,999	1,418 12.25%	2,077 11.30%	5,079 12.48%
Income: \$25,000 - \$34,999	1,786 15.44%	2,620 14.25%	5,381 13.22%
Income: \$35,000 - \$49,999	1,853 16.01%	2,909 15.83%	6,548 16.09%
Income: \$50,000 - \$74,999	2,410 20.83%	3,667 19.95%	8,367 20.56%
Income: \$75,000 - \$99,999	1,241 10.73%	2,206 12.00%	4,685 11.51%
Income: \$100,000 - \$149,999	1,115 9.64%	1,930 10.50%	3,710 9.12%
Income: \$150,000 - \$199,999	288 2.49%	535 2.91%	928 2.28%
Income: \$200,000+	246 2.13%	492 2.68%	902 2.22%
2011 Avg Household Income	\$59,159	\$62,406	\$58,479
2011 Med Household Income	\$45,049	\$47,556	\$44,934
2011 Per Capita Income	\$25,735	\$25,841	\$23,584
<b>2011 Occupied Housing</b>	<b>11,571</b>	<b>18,381</b>	<b>40,701</b>
Owner Occupied	8,375 72.38%	13,900 75.62%	31,611 77.67%
Renter Occupied	3,196 27.62%	4,481 24.38%	9,090 22.33%
<b>2000 Housing Units</b>	<b>13,248</b>	<b>20,973</b>	<b>45,853</b>
1 Unit Attached	824 6.22%	1,252 5.97%	1,942 4.24%
1 Unit Detached	8,825 66.61%	13,989 66.70%	33,627 73.34%
2 Units	704 5.31%	999 4.76%	1,560 3.40%
3 - 19 Units	1,567 11.83%	2,103 10.03%	4,091 8.92%
20 - 49 Units	235 1.77%	408 1.95%	620 1.35%
50 or more Units	346 2.61%	453 2.16%	723 1.58%
Mobile Home or Trailer	747 5.64%	1,769 8.43%	3,290 7.18%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	0 0.00%

## Demographic Detail Report

### Beacon Square

Radius	3 Mile		5 Mile		10 Mile	
<b>2011 Housing Value - Owner Occupied</b>	<b>8,886</b>		<b>14,676</b>		<b>33,015</b>	
Value Less than \$20,000	332	3.74%	882	6.01%	1,846	5.59%
Value \$20,000 - \$39,999	238	2.68%	447	3.05%	1,158	3.51%
Value \$40,000 - \$59,999	86	0.97%	203	1.38%	1,104	3.34%
Value \$60,000 - \$79,999	123	1.38%	221	1.51%	1,067	3.23%
Value \$80,000 - \$99,999	703	7.91%	978	6.66%	2,703	8.19%
Value \$100,000 - \$149,999	3,101	34.90%	4,123	28.09%	9,528	28.86%
Value \$150,000 - \$199,999	1,814	20.41%	2,846	19.39%	6,591	19.96%
Value \$200,000 - \$299,999	1,254	14.11%	2,555	17.41%	4,950	14.99%
Value \$300,000 - \$399,999	566	6.37%	1,287	8.77%	2,178	6.60%
Value \$400,000 - \$499,999	181	2.04%	335	2.28%	665	2.01%
Value \$500,000 - \$749,999	324	3.65%	472	3.22%	710	2.15%
Value \$750,000 - \$999,999	83	0.93%	137	0.93%	167	0.51%
Value \$1,000,000 or more	81	0.91%	190	1.29%	348	1.05%
<b>2011 Med Housing Val-Owner Occupied</b>	<b>\$147,923</b>		<b>\$156,699</b>		<b>\$145,306</b>	
<b>2011 Housing Units by Yr Built</b>	<b>13,247</b>		<b>20,974</b>		<b>45,853</b>	
Built 2005 to Present	444	3.35%	692	3.30%	1,180	2.57%
Built 2000 to 2004	919	6.94%	2,288	10.91%	4,403	9.60%
Built 1990 to 1999	1,473	11.12%	3,454	16.47%	7,218	15.74%
Built 1980 to 1989	2,127	16.06%	3,479	16.59%	6,003	13.09%
Built 1970 to 1979	1,575	11.89%	2,574	12.27%	5,898	12.86%
Built 1960 to 1969	1,362	10.28%	1,926	9.18%	5,364	11.70%
Built 1950 to 1959	1,747	13.19%	2,190	10.44%	6,383	13.92%
Built 1940 to 1949	888	6.70%	1,103	5.26%	3,306	7.21%
Built 1939 or Earlier	2,712	20.47%	3,268	15.58%	6,098	13.30%
<b>2011 Median Year Built</b>	<b>1969</b>		<b>1978</b>		<b>1973</b>	

Demographic Market Comparison Report

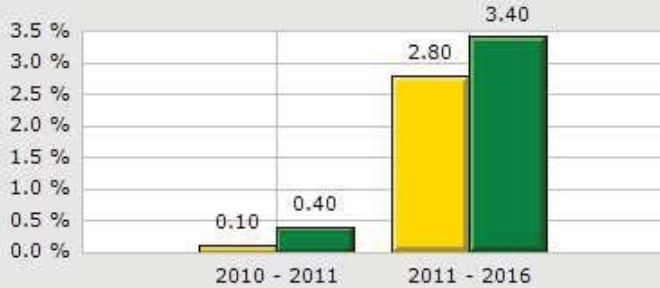
3 mile radius

Beacon Square

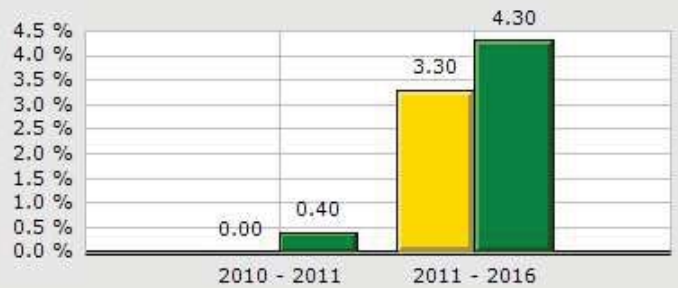
Type: **Shopping Center/Community Center**  
 County: **Ottawa**

**3 Mile**  
**County**

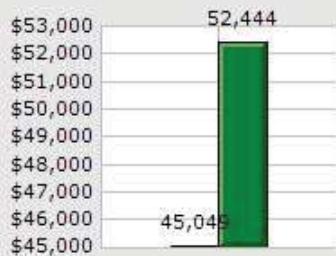
Population Growth



Household Growth



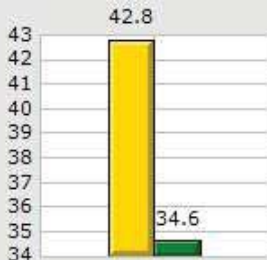
2011 Med Household Inc



2011 Households by Household Income



2011 Median Age



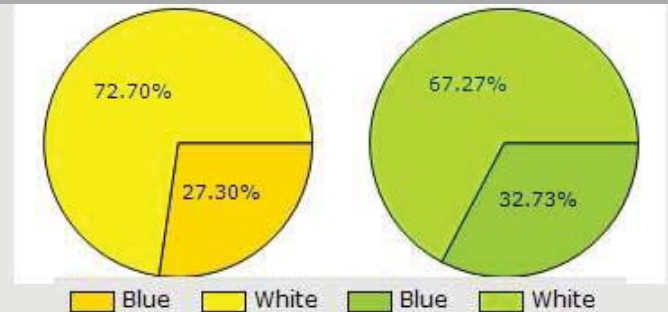
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

**Beacon Square**

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

	3 Mile		County	
<b>Population</b>				
Growth 2010 - 2011	0.10%		0.40%	
Growth 2011 - 2016	2.80%		3.40%	
2011 Blue Collar	2,936	27.30%	36,216	32.73%
2011 White Collar	7,817	72.70%	74,449	67.27%
<b>2011 Population By Race</b>				
	<b>26,867</b>		<b>264,799</b>	
White	25,660	95.51%	238,441	90.05%
Black Afr Am	165	0.61%	3,885	1.47%
Am Indian Alaskan	182	0.68%	1,139	0.43%
Asian	239	0.89%	6,756	2.55%
Hawaiian Pacif Islldr	12	0.04%	74	0.03%
Other Race	135	0.50%	9,142	3.45%
Two or More	474	1.76%	5,362	2.02%
<b>Households</b>				
Growth 2010 - 2011	0.00%		0.40%	
Growth 2011 - 2016	3.30%		4.30%	
Renter Occupied	3,196	27.62%	20,936	22.24%
Owner Occupied	8,375	72.38%	73,205	77.76%
<b>2011 Households by HH Income</b>				
	<b>11,571</b>		<b>94,141</b>	
Income < \$35,000	4,418	38.18%	28,651	30.43%
Income \$35,000 - \$74,999	4,263	36.84%	37,286	39.61%
Income \$75,000 - \$149,999	2,356	20.36%	23,867	25.35%
Income \$150,000 - \$199,999	288	2.49%	2,373	2.52%
Income \$200,000+	246	2.13%	1,964	2.09%
2011 Median Household Income	\$45,049		\$52,444	
2011 Median Age	42.80		34.60	

# Consumer Spending Report

## Beacon Square

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
<b>Total Specified Consumer Spending</b>	<b>\$366,209</b>	<b>\$614,840</b>	<b>\$1,279,359</b>
<b>Total Apparel</b>	<b>\$14,261</b>	<b>\$23,852</b>	<b>\$49,799</b>
Women's Apparel	5,093	8,497	17,665
Men's Apparel	2,923	4,891	10,177
Girl's Apparel	1,097	1,862	3,891
Boy's Apparel	862	1,460	3,076
Infant Apparel	872	1,467	3,095
Footwear (excl. Infants)	1,958	3,279	6,861
Other Apparel Prod/Services	1,458	2,396	5,033
<b>Total Entertainment</b>	<b>\$34,495</b>	<b>\$57,783</b>	<b>\$119,258</b>
Sports and Recreation	1,412	2,401	4,957
TV, Radio and Sound Equipment	12,119	20,258	42,410
Reading Materials	1,591	2,646	5,495
Travel	18,956	31,774	64,937
Photographic Equipment	418	704	1,460
<b>Total Food At Home</b>	<b>\$29,883</b>	<b>\$49,819</b>	<b>\$104,371</b>
Cereal Products	1,807	3,014	6,330
Bread & Bakery Products	4,053	6,772	14,207
Seafood	1,544	2,561	5,320
Meat/Poultry/Fish/Eggs	10,034	16,732	35,129
Dairy Products	4,855	8,116	17,034
Fruits and Vegetables	7,589	12,624	26,350
<b>Total Food Away From Home</b>	<b>\$29,744</b>	<b>\$49,773</b>	<b>\$103,824</b>
Breakfast and Brunch	2,833	4,707	9,880
Dinner	13,954	23,347	48,628
Lunch	9,769	16,374	34,177
Snacks and Non Alcoholic Bev	2,160	3,623	7,583
Catered Affairs	1,028	1,722	3,556

## Consumer Spending Report

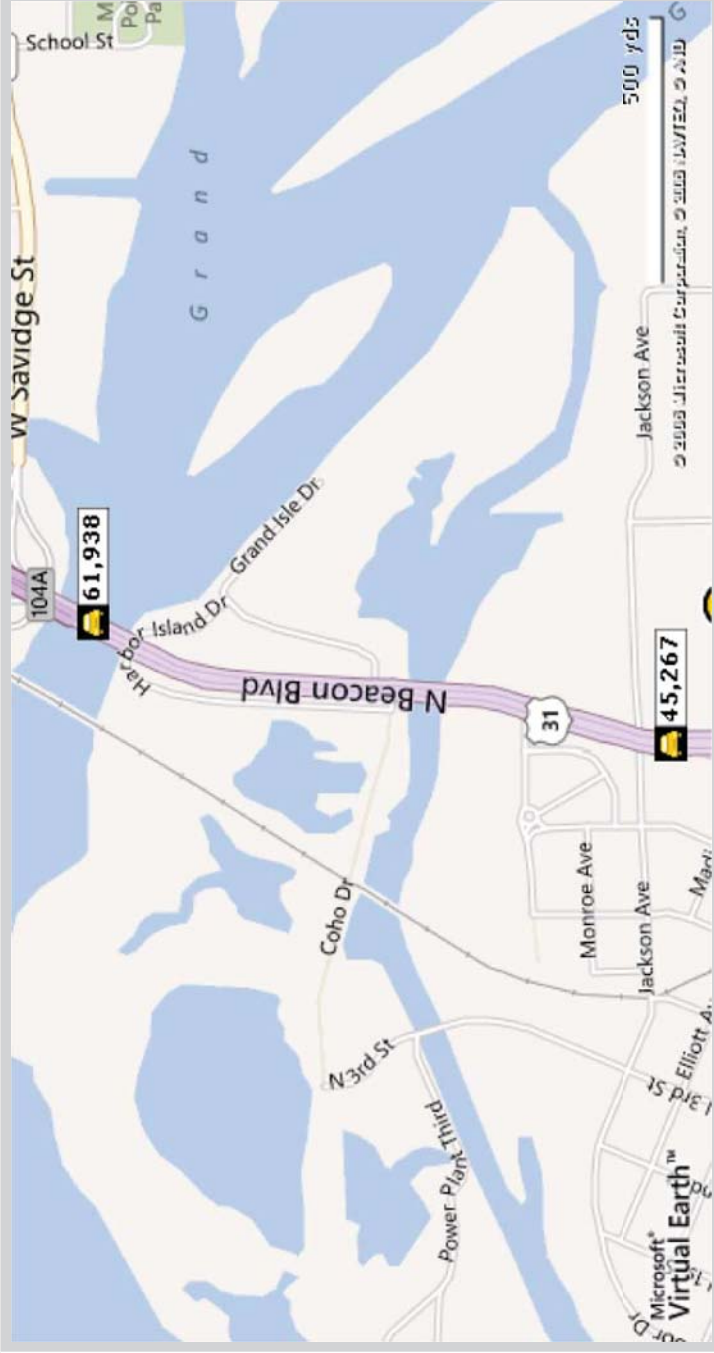
<b>Beacon Square</b>			
<b>Annual Spending (in Thousands)</b>	<b>3 Mile</b>	<b>5 Mile</b>	<b>10 Mile</b>
<b>Total Alcoholic Beverages</b>	<b>\$5,601</b>	<b>\$9,305</b>	<b>\$19,520</b>
Alcoholic Bev. at Home	3,238	5,392	11,218
Alcoholic Bev. away from Home	2,363	3,913	8,302
<b>Total Furniture/Appliances</b>	<b>\$33,599</b>	<b>\$56,490</b>	<b>\$116,560</b>
Bedroom Furniture	1,765	2,968	6,107
Living Room Furniture	2,902	4,857	10,023
Other Living & Family Room Furniture	793	1,343	2,741
Other Furniture	397	671	1,382
Major Appliances	3,064	5,171	10,689
Small Appliances & Housewares	6,822	11,467	23,684
Misc Household Equipment	17,856	30,015	61,934
<b>Total Transportation/Maint.</b>	<b>\$82,116</b>	<b>\$138,427</b>	<b>\$288,314</b>
New Autos/Trucks/Vans	22,215	37,507	76,895
Used Vehicles	19,718	33,249	70,007
Purchase of RVs or Boats	2,682	4,581	9,265
Gasoline	27,672	46,591	97,888
Diesel Fuel	504	873	1,793
Automotive Maintenance/Repair	9,326	15,625	32,465
<b>Total Health Care</b>	<b>\$16,360</b>	<b>\$27,311</b>	<b>\$56,962</b>
Medical Services	9,447	15,841	32,875
Prescription Drugs	5,294	8,776	18,478
Medical Supplies	1,619	2,694	5,609
<b>Total Education/Day Care</b>	<b>\$27,817</b>	<b>\$46,674</b>	<b>\$96,946</b>
Education	12,313	20,618	42,916
Room and Board	1,338	2,269	4,603
Tuition/School Supplies	10,832	18,110	37,700
Day Care, Nursery & Preschool	3,334	5,677	11,727

## Beacon Square

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
<b>Total Businesses</b>	<b>1,604</b>	<b>18,612</b>	<b>12</b>
<b>Total Retail</b>	<b>337</b>	<b>4,280</b>	<b>13</b>
Home Improvement Stores	22	284	13
General Merchandise Stores	4	246	62
Food Stores	28	886	32
Auto Dealers and Gas Stations	43	306	7
Apparel and Accessory Stores	17	51	3
Furniture and Home Furnishings	27	53	2
Eating and Drinking Places	97	1,944	20
Miscellaneous Retail Stores	99	510	5
<b>Finance-Insurance-Real Estate</b>	<b>151</b>	<b>883</b>	<b>6</b>
Banks, Saving and Lending Inst.	32	322	10
Security Brokers and Investments	12	28	2
Insurance Carriers and Agencies	38	116	3
Real Estate-Trust-Holding Co.	69	417	6
<b>Services</b>	<b>645</b>	<b>6,306</b>	<b>10</b>
Hotels and Lodging	14	203	15
Motion Picture and Amusement	42	173	4
Health Services	79	1,616	20
Legal Services	30	105	4
Educational Services	36	1,823	51
Auto Services	49	155	3
Other Services	395	2,231	6
<b>Agriculture/Mining</b>	<b>28</b>	<b>135</b>	<b>5</b>
<b>Construction</b>	<b>121</b>	<b>853</b>	<b>7</b>
<b>Manufacturing</b>	<b>126</b>	<b>4,531</b>	<b>36</b>
<b>Transportation, Comm./Pub Util.</b>	<b>53</b>	<b>283</b>	<b>5</b>
<b>Wholesale Trade</b>	<b>67</b>	<b>440</b>	<b>7</b>
<b>Government</b>	<b>76</b>	<b>901</b>	<b>12</b>
<b>Daytime Population</b>	<b>18,612</b>		
<b>Daytime Population/Business</b>	<b>12</b>		

Traffic Count Report

Beacon Square



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 N Beacon Blvd	Jackson St	0.03 N	2010	45,267	MPSI	.16
2 N Beacon Blvd	United States Highway 31	0.00 NE	2010	61,938	MPSI	.69
3 United States Highway 31	Savidge St	0.04 SE	2006	21,900	ADT	.79