

Demographic Summary Report

River City Marketplace

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	24,808		55,566		220,241	
2011 Estimate	23,553		52,715		214,623	
2010 Census	23,292		52,188		214,847	
Growth 2011 - 2016	5.30%		5.40%		2.60%	
Growth 2010 - 2011	1.10%		1.00%		-0.10%	
2011 Population by Hispanic Origin	1,350		3,003		9,776	
2011 Population By Race	23,553		52,715		214,623	
White	13,726	58.28%	28,819	54.67%	86,361	40.24%
Black or African American	8,217	34.89%	20,251	38.42%	116,973	54.50%
American Indian and Alaska Native	86	0.37%	221	0.42%	859	0.40%
Asian	606	2.57%	1,319	2.50%	3,240	1.51%
Native Hawaiian and Pacific Islander	12	0.05%	32	0.06%	127	0.06%
Other Race	337	1.43%	822	1.56%	2,656	1.24%
Two or More Races	566	2.40%	1,251	2.37%	4,408	2.05%
Households						
2016 Projection	9,047		20,326		83,972	
2011 Estimate	8,582		19,291		81,655	
2010 Census	8,484		19,096		81,805	
Growth 2011 - 2016	5.40%		5.40%		2.80%	
Growth 2010 - 2011	1.20%		1.00%		-0.20%	
Owner Occupied	5,959	69.44%	13,381	69.36%	51,698	63.31%
Renter Occupied	2,623	30.56%	5,911	30.64%	29,956	36.69%
2011 Households by HH Income	8,581		19,292		81,656	
Income Less Than \$15,000	1,188	13.84%	2,665	13.81%	15,141	18.54%
Income: \$15,000 - \$24,999	986	11.49%	2,195	11.38%	10,934	13.39%
Income: \$25,000 - \$34,999	983	11.46%	2,127	11.03%	10,180	12.47%
Income: \$35,000 - \$49,999	1,651	19.24%	3,479	18.03%	13,637	16.70%
Income: \$50,000 - \$74,999	1,932	22.51%	4,107	21.29%	15,113	18.51%
Income: \$75,000 - \$99,999	1,008	11.75%	2,309	11.97%	8,094	9.91%
Income: \$100,000 - \$149,999	627	7.31%	1,868	9.68%	6,216	7.61%
Income: \$150,000 - \$199,999	113	1.32%	323	1.67%	1,411	1.73%
Income: \$200,000+	93	1.08%	219	1.14%	930	1.14%
2011 Avg Household Income	\$54,057		\$56,550		\$51,158	
2011 Med Household Income	\$44,067		\$45,452		\$38,914	
2011 Per Capita Income	\$20,211		\$21,121		\$20,019	

Demographic Detail Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	24,808	55,566	220,241
2011 Estimate	23,553	52,715	214,623
2010 Census	23,292	52,188	214,847
Growth 2011 - 2016	5.30%	5.40%	2.60%
Growth 2010 - 2011	1.10%	1.00%	-0.10%
2011 Population by Age	23,553	52,715	214,623
Age 0 - 4	1,709 7.26%	4,048 7.68%	15,169 7.07%
Age 5 - 9	1,697 7.21%	3,939 7.47%	15,117 7.04%
Age 10 - 14	1,683 7.15%	3,864 7.33%	15,277 7.12%
Age 15 - 19	1,715 7.28%	3,809 7.23%	16,025 7.47%
Age 20 - 24	1,409 5.98%	3,151 5.98%	14,025 6.53%
Age 25 - 34	3,248 13.79%	7,399 14.04%	27,002 12.58%
Age 35 - 44	3,588 15.23%	7,867 14.92%	28,051 13.07%
Age 45 - 49	1,909 8.11%	4,136 7.85%	16,320 7.60%
Age 50 - 54	1,666 7.07%	3,755 7.12%	16,172 7.54%
Age 55 - 59	1,457 6.19%	3,239 6.14%	14,243 6.64%
Age 60 - 64	1,198 5.09%	2,603 4.94%	11,439 5.33%
Age 65 - 74	1,355 5.75%	2,936 5.57%	14,982 6.98%
Age 75 - 84	696 2.96%	1,491 2.83%	8,087 3.77%
Age 85 and over	223 0.95%	479 0.91%	2,713 1.26%
Age 65 and over	2,274 9.65%	4,906 9.31%	25,782 12.01%
Median Age	35.80	35.20	36.70
Average Age	35.90	35.40	37.00

Demographic Detail Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	23,553	52,715	214,623
White	13,726 58.28%	28,819 54.67%	86,361 40.24%
Black or African American	8,217 34.89%	20,251 38.42%	116,973 54.50%
American Indian and Alaska Native	86 0.37%	221 0.42%	859 0.40%
Asian	606 2.57%	1,319 2.50%	3,240 1.51%
Native Hawaiian and Pacific Islander	12 0.05%	32 0.06%	127 0.06%
Other Race	337 1.43%	822 1.56%	2,656 1.24%
Two or More Races	566 2.40%	1,251 2.37%	4,408 2.05%
2011 Population by Hispanic Origin	23,550	52,715	214,624
Not Hispanic or Latino	22,200 94.27%	49,712 94.30%	204,848 95.45%
Hispanic or Latino	1,350 5.73%	3,003 5.70%	9,776 4.55%
2011 Age 5+ Language at Home	19,303	43,052	200,987
Speak Only English	18,302 94.81%	40,859 94.91%	189,446 94.26%
Speak Asian or Pacific Island	190 0.98%	453 1.05%	1,924 0.96%
Speak IndoEuropean	135 0.70%	349 0.81%	2,779 1.38%
Speak Spanish	625 3.24%	1,256 2.92%	5,961 2.97%
Speak Other Language	51 0.26%	135 0.31%	877 0.44%
2011 Median Age, Male	35.10	34.30	35.20
2011 Average Age, Male	34.90	34.50	35.70
Median Age, Female	36.50	35.90	37.90
Average Age, Female	36.90	36.30	38.20
2011 Population by Occupation Classification (Age 16+)	10,163	22,466	94,559
Blue Collar	2,823 27.78%	5,815 25.88%	24,614 26.03%
White Collar	5,873 57.79%	13,389 59.60%	52,332 55.34%
Service	1,467 14.43%	3,262 14.52%	17,613 18.63%
2011 Population by Marital Status (Age 15+)	16,155	36,104	169,515
Total, Never Married	3,938 24.38%	9,672 26.79%	55,655 32.83%
Married	9,276 57.42%	20,229 56.03%	79,137 46.68%
Widowed	935 5.79%	1,781 4.93%	12,272 7.24%
Divorced	2,006 12.42%	4,422 12.25%	22,451 13.24%

Demographic Detail Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	13,424	29,333	136,195
Less Than 9th Grade	768 5.72%	1,279 4.36%	5,993 4.40%
Some High School, No Diploma	1,491 11.11%	3,260 11.11%	19,002 13.95%
High School Grad (Incl Equivalency)	4,944 36.83%	10,021 34.16%	48,084 35.31%
Some College, No Degree	2,915 21.71%	6,853 23.36%	30,805 22.62%
Associate Degree	1,177 8.77%	2,520 8.59%	10,200 7.49%
Bachelor Degree	1,487 11.08%	3,787 12.91%	15,261 11.21%
Advanced Degrees	642 4.78%	1,613 5.50%	6,850 5.03%
2011 Population by Occupation (Age 16+)	11,630	25,730	112,173
Management, Business, & Financial	3,954 34.00%	8,423 32.74%	30,147 26.88%
Professional & Related Occupations	323 2.78%	854 3.32%	2,946 2.63%
Services	4,235 36.41%	9,860 38.32%	48,587 43.31%
Sales & Office	895 7.70%	2,025 7.87%	9,833 8.77%
Farming, Fishing, and Forestry	30 0.26%	53 0.21%	249 0.22%
Construction and Extraction, Maint	796 6.84%	1,474 5.73%	6,137 5.47%
Production & Transportation	1,397 12.01%	3,041 11.82%	14,274 12.72%
2011 Workers by Travel Time to Work (Age 16+)	10,704	23,854	98,025
Less Than 15 Minutes	2,008 18.76%	4,264 17.88%	17,720 18.08%
15 to 29 Minutes	4,278 39.97%	9,236 38.72%	40,509 41.33%
30 to 44 Minutes	2,565 23.96%	5,915 24.80%	22,347 22.80%
45 to 59 Minutes	714 6.67%	1,743 7.31%	6,521 6.65%
60+ Minutes	1,139 10.64%	2,696 11.30%	10,928 11.15%
2000 Households by HH Size	8,484	19,096	81,805
1-Person Households	1,936 22.82%	4,245 22.23%	21,902 26.77%
2-Person Households	2,601 30.66%	5,929 31.05%	25,181 30.78%
3-Person Households	1,671 19.70%	3,768 19.73%	14,924 18.24%
4-Person Households	1,315 15.50%	2,964 15.52%	10,826 13.23%
5-Person Households	622 7.33%	1,408 7.37%	5,313 6.49%
6-Person Households	208 2.45%	476 2.49%	2,171 2.65%
7 or more Person Households	131 1.54%	306 1.60%	1,488 1.82%
2011 Average Household Size	2.70	2.70	2.58

Demographic Detail Report

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Income: Less than \$15,000	1,188 13.84%	2,665 13.81%	15,141 18.54%
Income: \$15,000 - \$24,999	986 11.49%	2,195 11.38%	10,934 13.39%
Income: \$25,000 - \$34,999	983 11.46%	2,127 11.03%	10,180 12.47%
Income: \$35,000 - \$49,999	1,651 19.24%	3,479 18.03%	13,637 16.70%
Income: \$50,000 - \$74,999	1,932 22.51%	4,107 21.29%	15,113 18.51%
Income: \$75,000 - \$99,999	1,008 11.75%	2,309 11.97%	8,094 9.91%
Income: \$100,000 - \$149,999	627 7.31%	1,868 9.68%	6,216 7.61%
Income: \$150,000 - \$199,999	113 1.32%	323 1.67%	1,411 1.73%
Income: \$200,000+	93 1.08%	219 1.14%	930 1.14%
2011 Avg Household Income	\$54,057	\$56,550	\$51,158
2011 Med Household Income	\$44,067	\$45,452	\$38,914
2011 Per Capita Income	\$20,211	\$21,121	\$20,019
2011 Occupied Housing	8,582	19,292	81,654
Owner Occupied	5,959 69.44%	13,381 69.36%	51,698 63.31%
Renter Occupied	2,623 30.56%	5,911 30.64%	29,956 36.69%
2000 Housing Units	8,166	19,023	95,997
1 Unit Attached	113 1.38%	307 1.61%	2,369 2.47%
1 Unit Detached	5,682 69.58%	13,339 70.12%	66,361 69.13%
2 Units	7 0.09%	44 0.23%	2,275 2.37%
3 - 19 Units	805 9.86%	2,459 12.93%	12,528 13.05%
20 - 49 Units	120 1.47%	302 1.59%	1,871 1.95%
50 or more Units	24 0.29%	123 0.65%	2,151 2.24%
Mobile Home or Trailer	1,415 17.33%	2,449 12.87%	8,283 8.63%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	159 0.17%

Demographic Detail Report

River City Marketplace

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	5,645		12,386		53,849	
Value Less than \$20,000	170	3.01%	243	1.96%	1,017	1.89%
Value \$20,000 - \$39,999	83	1.47%	165	1.33%	1,634	3.03%
Value \$40,000 - \$59,999	340	6.02%	607	4.90%	3,262	6.06%
Value \$60,000 - \$79,999	238	4.22%	529	4.27%	5,008	9.30%
Value \$80,000 - \$99,999	393	6.96%	1,049	8.47%	7,687	14.28%
Value \$100,000 - \$149,999	965	17.09%	2,049	16.54%	11,877	22.06%
Value \$150,000 - \$199,999	1,471	26.06%	2,792	22.54%	9,589	17.81%
Value \$200,000 - \$299,999	1,465	25.95%	3,281	26.49%	8,932	16.59%
Value \$300,000 - \$399,999	385	6.82%	1,105	8.92%	2,945	5.47%
Value \$400,000 - \$499,999	99	1.75%	270	2.18%	826	1.53%
Value \$500,000 - \$749,999	10	0.18%	122	0.98%	565	1.05%
Value \$750,000 - \$999,999	18	0.32%	133	1.07%	336	0.62%
Value \$1,000,000 or more	8	0.14%	41	0.33%	171	0.32%
2011 Med Housing Val-Owner Occupied	\$168,691		\$174,287		\$133,247	
2011 Housing Units by Yr Built	8,167		19,022		95,998	
Built 2005 to Present	813	9.95%	1,978	10.40%	3,696	3.85%
Built 2000 to 2004	1,882	23.04%	4,199	22.07%	10,311	10.74%
Built 1990 to 1999	1,183	14.49%	3,053	16.05%	10,224	10.65%
Built 1980 to 1989	1,223	14.97%	2,937	15.44%	11,421	11.90%
Built 1970 to 1979	1,072	13.13%	2,492	13.10%	14,434	15.04%
Built 1960 to 1969	813	9.95%	1,574	8.27%	15,517	16.16%
Built 1950 to 1959	936	11.46%	2,209	11.61%	16,073	16.74%
Built 1940 to 1949	142	1.74%	306	1.61%	6,489	6.76%
Built 1939 or Earlier	103	1.26%	274	1.44%	7,833	8.16%
2011 Median Year Built	1988		1989		1971	

Demographic Market Comparison Report

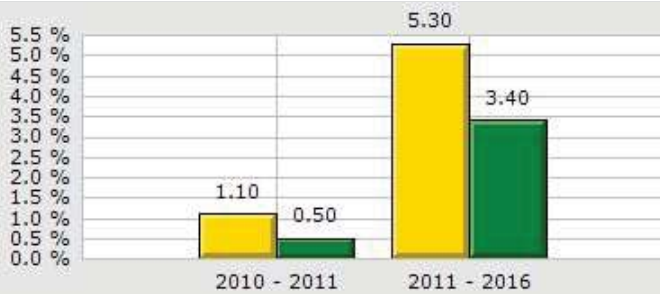
3 mile radius

River City Marketplace

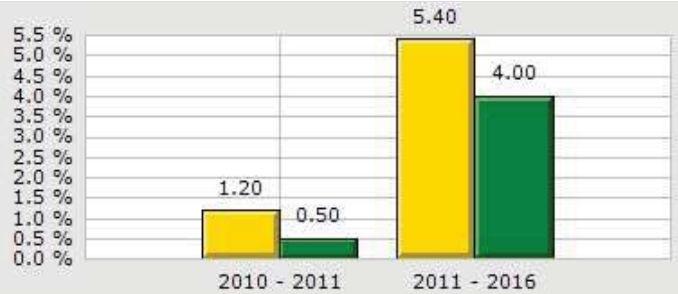
Type: Shopping Center/Super Regional Mall
 County: Duval

3 Mile
 County

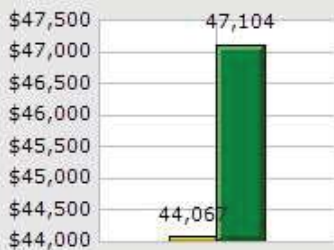
Population Growth



Household Growth



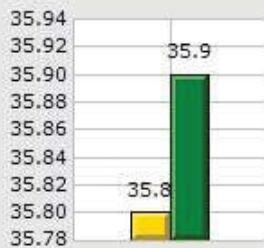
2011 Med Household Inc



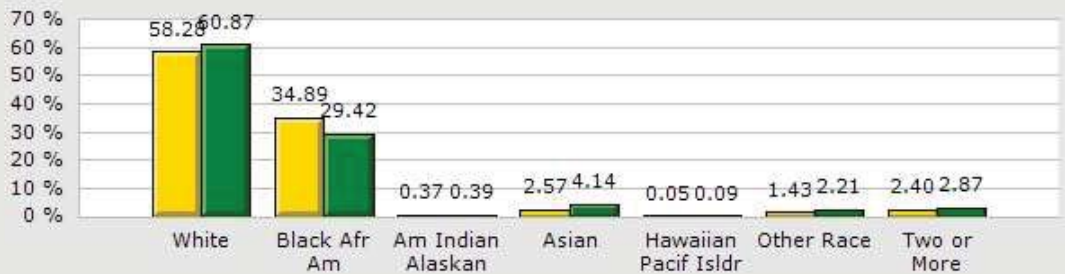
2011 Households by Household Income



2011 Median Age



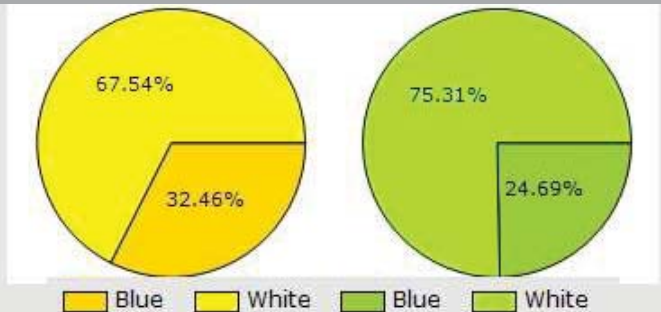
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

River City Marketplace

Type: **Shopping Center/Super Regional Mall**
 County: **Duval**

	3 Mile		County	
Population				
Growth 2010 - 2011	1.10%		0.50%	
Growth 2011 - 2016	5.30%		3.40%	
2011 Blue Collar	2,823	32.46%	84,371	24.69%
2011 White Collar	5,873	67.54%	257,375	75.31%
2011 Population By Race				
	23,550		868,177	
White	13,726	58.28%	528,432	60.87%
Black Afr Am	8,217	34.89%	255,448	29.42%
Am Indian Alaskan	86	0.37%	3,425	0.39%
Asian	606	2.57%	35,943	4.14%
Hawaiian Pacif Islldr	12	0.05%	792	0.09%
Other Race	337	1.43%	19,208	2.21%
Two or More	566	2.40%	24,929	2.87%
Households				
Growth 2010 - 2011	1.20%		0.50%	
Growth 2011 - 2016	5.40%		4.00%	
Renter Occupied	2,623	30.56%	138,260	40.19%
Owner Occupied	5,959	69.44%	205,778	59.81%
2011 Households by HH Income				
	8,581		344,037	
Income < \$35,000	3,157	36.79%	122,455	35.59%
Income \$35,000 - \$74,999	3,583	41.76%	126,881	36.88%
Income \$75,000 - \$149,999	1,635	19.05%	75,829	22.04%
Income \$150,000 - \$199,999	113	1.32%	10,283	2.99%
Income \$200,000+	93	1.08%	8,589	2.50%
2011 Median Household Income	\$44,067		\$47,104	
2011 Median Age	35.80		35.90	

Consumer Spending Report

River City Marketplace

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$252,815	\$593,308	\$2,270,935
Total Apparel	\$9,872	\$23,401	\$90,411
Women's Apparel	3,423	8,076	31,261
Men's Apparel	1,998	4,727	18,097
Girl's Apparel	785	1,861	7,080
Boy's Apparel	628	1,491	5,720
Infant Apparel	657	1,564	5,908
Footwear (excl. Infants)	1,380	3,268	12,631
Other Apparel Prod/Services	1,000	2,414	9,714
Total Entertainment	\$22,854	\$53,719	\$203,843
Sports and Recreation	970	2,274	8,352
TV, Radio and Sound Equipment	8,408	19,783	77,157
Reading Materials	1,011	2,341	9,065
Travel	12,177	28,637	106,734
Photographic Equipment	288	685	2,535
Total Food At Home	\$20,483	\$47,979	\$188,378
Cereal Products	1,250	2,934	11,507
Bread & Bakery Products	2,759	6,414	25,133
Seafood	1,031	2,445	9,632
Meat/Poultry/Fish/Eggs	6,948	16,300	64,499
Dairy Products	3,340	7,785	30,327
Fruits and Vegetables	5,155	12,101	47,280
Total Food Away From Home	\$20,630	\$48,750	\$188,342
Breakfast and Brunch	1,931	4,535	17,773
Dinner	9,626	22,782	88,065
Lunch	6,896	16,294	62,894
Snacks and Non Alcoholic Bev	1,514	3,582	13,606
Catered Affairs	663	1,557	6,004

Consumer Spending Report

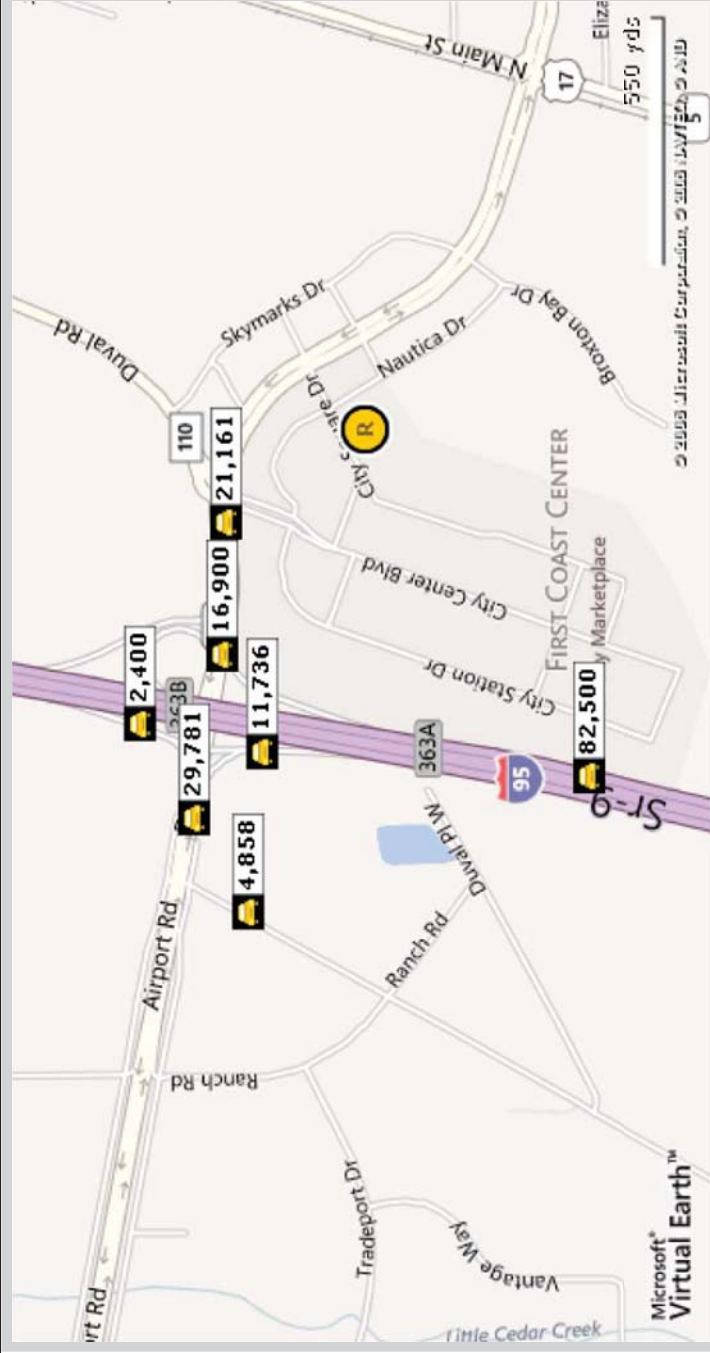
River City Marketplace

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$3,827	\$9,077	\$35,116
Alcoholic Bev. at Home	2,213	5,258	20,300
Alcoholic Bev. away from Home	1,614	3,819	14,816
Total Furniture/Appliances	\$22,726	\$53,488	\$201,305
Bedroom Furniture	1,252	2,992	11,257
Living Room Furniture	1,936	4,566	17,294
Other Living & Family Room Furniture	538	1,280	4,749
Other Furniture	253	591	2,209
Major Appliances	2,056	4,753	17,895
Small Appliances & Housewares	4,641	10,959	41,132
Misc Household Equipment	12,050	28,348	106,769
Total Transportation/Maint.	\$57,917	\$135,552	\$516,708
New Autos/Trucks/Vans	15,249	35,885	133,839
Used Vehicles	14,467	33,936	129,432
Purchase of RVs or Boats	1,747	3,963	14,024
Gasoline	19,726	46,017	178,904
Diesel Fuel	360	811	2,900
Automotive Maintenance/Repair	6,367	14,940	57,610
Total Health Care	\$10,854	\$24,885	\$97,626
Medical Services	6,322	14,615	55,919
Prescription Drugs	3,486	7,870	32,293
Medical Supplies	1,046	2,400	9,414
Total Education/Day Care	\$18,610	\$44,143	\$166,575
Education	8,142	19,247	73,103
Room and Board	870	2,040	7,937
Tuition/School Supplies	7,124	16,816	63,823
Day Care, Nursery & Preschool	2,474	6,040	21,712

River City Marketplace

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	722	8,963	12
Total Retail	202	2,002	10
Home Improvement Stores	21	90	4
General Merchandise Stores	3	27	9
Food Stores	22	109	5
Auto Dealers and Gas Stations	31	302	10
Apparel and Accessory Stores	14	47	3
Furniture and Home Furnishings	14	51	4
Eating and Drinking Places	58	734	13
Miscellaneous Retail Stores	39	642	16
Finance-Insurance-Real Estate	41	115	3
Banks, Saving and Lending Inst.	11	36	3
Security Brokers and Investments	1	0	0
Insurance Carriers and Agencies	4	5	1
Real Estate-Trust-Holding Co.	25	74	3
Services	262	3,208	12
Hotels and Lodging	17	337	20
Motion Picture and Amusement	18	314	17
Health Services	18	483	27
Legal Services	2	3	2
Educational Services	6	448	75
Auto Services	36	431	12
Other Services	165	1,192	7
Agriculture/Mining	18	83	5
Construction	79	401	5
Manufacturing	24	1,692	71
Transportation, Comm./Pub Util.	61	856	14
Wholesale Trade	25	354	14
Government	10	252	25
Daytime Population	8,963		
Daytime Population/Business	13		

River City Marketplace



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Duval Rd	E Duval PI	0.04 E	2007	21,161	AAAT	.21
2 Duval Rd	I-95	0.06 W	2007	16,800	AAAT	.34
3 Duval Rd	I-95	0.06 W	2009	16,900	AAAT	.34
4 Ranch Rd	Duval Rd	0.07 N	2010	11,736	MPSI	.43
5 I-95	Duval Rd	0.09 S	2007	2,400	AAAT	.47
6 I-95	Duval Rd	0.09 S	2007	2,400	AAAT	.47
7 I-95	State Highway 111	0.25 N	2010	97,673	MPSI	.53
8 I-95	Cole Rd	0.43 S	2010	82,500	AAAT	.53
9 Duval Rd	Airport Rd	0.08 W	2010	29,781	MPSI	.54
10 Duval Rd	Airport Rd	0.08 NE	2010	4,858	AAAT	.64