

Demographic Summary Report

Village Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	49,727	118,752	245,242
2011 Estimate	48,542	114,947	236,737
2010 Census	48,381	114,129	234,717
Growth 2011 - 2016	2.40%	3.30%	3.60%
Growth 2010 - 2011	0.30%	0.70%	0.90%
2011 Population by Hispanic Origin	6,982	17,421	33,758
2011 Population By Race	48,542	114,947	236,737
White	30,828 63.51%	80,880 70.36%	182,332 77.02%
Black or African American	13,100 26.99%	23,266 20.24%	33,402 14.11%
American Indian and Alaska Native	160 0.33%	517 0.45%	992 0.42%
Asian	996 2.05%	1,939 1.69%	3,800 1.61%
Native Hawaiian and Pacific Islander	40 0.08%	75 0.07%	145 0.06%
Other Race	2,151 4.43%	5,227 4.55%	10,173 4.30%
Two or More Races	1,267 2.61%	3,042 2.65%	5,893 2.49%
Households			
2016 Projection	19,837	45,405	94,844
2011 Estimate	19,475	44,262	92,102
2010 Census	19,411	43,978	91,347
Growth 2011 - 2016	1.90%	2.60%	3.00%
Growth 2010 - 2011	0.30%	0.60%	0.80%
Owner Occupied	10,773 55.32%	26,752 60.44%	61,109 66.35%
Renter Occupied	8,703 44.69%	17,510 39.56%	30,993 33.65%
2011 Households by HH Income	19,476	44,262	92,101
Income Less Than \$15,000	3,340 17.15%	7,603 17.18%	13,742 14.92%
Income: \$15,000 - \$24,999	2,618 13.44%	6,319 14.28%	12,493 13.56%
Income: \$25,000 - \$34,999	3,025 15.53%	6,261 14.15%	12,148 13.19%
Income: \$35,000 - \$49,999	3,732 19.16%	7,895 17.84%	16,194 17.58%
Income: \$50,000 - \$74,999	3,583 18.40%	7,867 17.77%	17,146 18.62%
Income: \$75,000 - \$99,999	1,604 8.24%	4,013 9.07%	9,233 10.02%
Income: \$100,000 - \$149,999	1,075 5.52%	3,077 6.95%	7,360 7.99%
Income: \$150,000 - \$199,999	287 1.47%	721 1.63%	2,137 2.32%
Income: \$200,000+	212 1.09%	506 1.14%	1,648 1.79%
2011 Avg Household Income	\$48,271	\$50,035	\$55,177
2011 Med Household Income	\$37,186	\$37,754	\$40,791
2011 Per Capita Income	\$19,787	\$20,130	\$22,096

Demographic Detail Report

Village Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	49,727	118,752	245,242
2011 Estimate	48,542	114,947	236,737
2010 Census	48,381	114,129	234,717
Growth 2011 - 2016	2.40%	3.30%	3.60%
Growth 2010 - 2011	0.30%	0.70%	0.90%
2011 Population by Age	48,542	114,947	236,737
Age 0 - 4	3,359 6.92%	7,744 6.74%	14,798 6.25%
Age 5 - 9	3,182 6.56%	7,434 6.47%	14,800 6.25%
Age 10 - 14	3,038 6.26%	7,424 6.46%	15,111 6.38%
Age 15 - 19	3,008 6.20%	7,973 6.94%	16,243 6.86%
Age 20 - 24	3,230 6.65%	7,924 6.89%	15,694 6.63%
Age 25 - 34	6,296 12.97%	14,270 12.41%	27,771 11.73%
Age 35 - 44	5,423 11.17%	13,842 12.04%	28,143 11.89%
Age 45 - 49	2,822 5.81%	7,454 6.48%	15,850 6.70%
Age 50 - 54	2,868 5.91%	7,486 6.51%	15,860 6.70%
Age 55 - 59	2,759 5.68%	6,950 6.05%	14,939 6.31%
Age 60 - 64	2,649 5.46%	6,379 5.55%	14,440 6.10%
Age 65 - 74	4,709 9.70%	10,439 9.08%	23,338 9.86%
Age 75 - 84	3,567 7.35%	6,797 5.91%	14,442 6.10%
Age 85 and over	1,632 3.36%	2,831 2.46%	5,308 2.24%
Age 65 and over	9,908 20.41%	20,067 17.46%	43,088 18.20%
Median Age	38.90	38.40	40.00
Average Age	40.40	39.40	40.20

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2011 Population By Race	48,542	114,947	236,737
White	30,828 63.51%	80,880 70.36%	182,332 77.02%
Black or African American	13,100 26.99%	23,266 20.24%	33,402 14.11%
American Indian and Alaska Native	160 0.33%	517 0.45%	992 0.42%
Asian	996 2.05%	1,939 1.69%	3,800 1.61%
Native Hawaiian and Pacific Islander	40 0.08%	75 0.07%	145 0.06%
Other Race	2,151 4.43%	5,227 4.55%	10,173 4.30%
Two or More Races	1,267 2.61%	3,042 2.65%	5,893 2.49%
2011 Population by Hispanic Origin	48,542	114,946	236,737
Not Hispanic or Latino	41,560 85.62%	97,525 84.84%	202,979 85.74%
Hispanic or Latino	6,982 14.38%	17,421 15.16%	33,758 14.26%
2011 Age 5+ Language at Home	43,935	102,126	212,490
Speak Only English	38,427 87.46%	88,471 86.63%	184,880 87.01%
Speak Asian or Pacific Island	365 0.83%	1,169 1.14%	2,037 0.96%
Speak IndoEuropean	1,150 2.62%	2,052 2.01%	4,315 2.03%
Speak Spanish	3,554 8.09%	9,881 9.68%	20,447 9.62%
Speak Other Language	439 1.00%	553 0.54%	811 0.38%
2011 Median Age, Male	36.70	37.00	38.60
2011 Average Age, Male	38.80	38.20	39.10
Median Age, Female	41.00	39.70	41.40
Average Age, Female	41.90	40.50	41.20
2011 Population by Occupation Classification (Age 16+)	19,989	47,693	101,107
Blue Collar	5,414 27.08%	13,120 27.51%	26,361 26.07%
White Collar	10,899 54.52%	25,935 54.38%	58,102 57.47%
Service	3,676 18.39%	8,638 18.11%	16,644 16.46%
2011 Population by Marital Status (Age 15+)	38,104	87,562	181,717
Total, Never Married	9,427 24.74%	22,718 25.95%	42,856 23.58%
Married	20,607 54.08%	47,970 54.78%	105,385 57.99%
Widowed	3,534 9.27%	6,674 7.62%	13,145 7.23%
Divorced	4,536 11.90%	10,200 11.65%	20,331 11.19%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	31,755	71,519	151,308
Less Than 9th Grade	1,514 4.77%	3,325 4.65%	6,274 4.15%
Some High School, No Diploma	4,102 12.92%	9,443 13.20%	17,524 11.58%
High School Grad (Incl Equivalency)	12,139 38.23%	26,726 37.37%	55,192 36.48%
Some College, No Degree	6,469 20.37%	14,783 20.67%	30,771 20.34%
Associate Degree	2,566 8.08%	5,893 8.24%	12,477 8.25%
Bachelor Degree	3,251 10.24%	7,787 10.89%	19,507 12.89%
Advanced Degrees	1,714 5.40%	3,562 4.98%	9,563 6.32%
2011 Population by Occupation (Age 16+)	23,665	56,331	117,752
Management, Business, & Financial	5,644 23.85%	13,322 23.65%	30,129 25.59%
Professional & Related Occupations	642 2.71%	1,646 2.92%	3,377 2.87%
Services	10,512 44.42%	24,806 44.04%	50,373 42.78%
Sales & Office	2,144 9.06%	5,229 9.28%	11,374 9.66%
Farming, Fishing, and Forestry	142 0.60%	225 0.40%	698 0.59%
Construction and Extraction, Maint	1,364 5.76%	3,539 6.28%	7,676 6.52%
Production & Transportation	3,217 13.59%	7,564 13.43%	14,125 12.00%
2011 Workers by Travel Time to Work (Age 16+)	20,672	48,596	101,564
Less Than 15 Minutes	5,335 25.81%	12,386 25.49%	26,359 25.95%
15 to 29 Minutes	7,507 36.31%	17,907 36.85%	39,199 38.60%
30 to 44 Minutes	3,242 15.68%	7,980 16.42%	17,016 16.75%
45 to 59 Minutes	1,802 8.72%	3,778 7.77%	6,678 6.58%
60+ Minutes	2,786 13.48%	6,545 13.47%	12,312 12.12%
2000 Households by HH Size	19,411	43,979	91,346
1-Person Households	5,468 28.17%	11,843 26.93%	23,519 25.75%
2-Person Households	7,025 36.19%	15,475 35.19%	33,681 36.87%
3-Person Households	2,881 14.84%	6,776 15.41%	13,953 15.27%
4-Person Households	2,071 10.67%	5,128 11.66%	10,748 11.77%
5-Person Households	1,081 5.57%	2,694 6.13%	5,448 5.96%
6-Person Households	501 2.58%	1,179 2.68%	2,296 2.51%
7 or more Person Households	384 1.98%	884 2.01%	1,701 1.86%
2011 Average Household Size	2.44	2.53	2.52

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2011 Med Household Income	\$37,186	\$37,754	\$40,791
2011 Per Capita Income	\$19,787	\$20,130	\$22,096
2011 Occupied Housing	19,476	44,262	92,102
Owner Occupied	10,773 55.31%	26,752 60.44%	61,109 66.35%
Renter Occupied	8,703 44.69%	17,510 39.56%	30,993 33.65%
2000 Housing Units	22,190	50,853	105,580
1 Unit Attached	564 2.54%	1,079 2.12%	2,548 2.41%
1 Unit Detached	11,437 51.54%	26,847 52.79%	57,378 54.35%
2 Units	723 3.26%	2,563 5.04%	4,830 4.57%
3 - 19 Units	3,990 17.98%	6,163 12.12%	9,880 9.36%
20 - 49 Units	718 3.24%	1,044 2.05%	1,339 1.27%
50 or more Units	682 3.07%	1,639 3.22%	2,176 2.06%
Mobile Home or Trailer	4,039 18.20%	11,421 22.46%	27,276 25.83%
Boat, RV, Van, Etc.	37 0.17%	97 0.19%	153 0.14%

Demographic Detail Report

Village Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	11,245		27,236		63,495	
Value Less than \$20,000	736	6.55%	2,356	8.65%	4,138	6.52%
Value \$20,000 - \$39,999	584	5.19%	1,515	5.56%	3,878	6.11%
Value \$40,000 - \$59,999	570	5.07%	1,539	5.65%	4,229	6.66%
Value \$60,000 - \$79,999	967	8.60%	1,964	7.21%	4,562	7.18%
Value \$80,000 - \$99,999	1,295	11.52%	2,763	10.14%	5,864	9.24%
Value \$100,000 - \$149,999	2,533	22.53%	5,374	19.73%	11,897	18.74%
Value \$150,000 - \$199,999	2,184	19.42%	4,734	17.38%	10,710	16.87%
Value \$200,000 - \$299,999	1,690	15.03%	5,094	18.70%	11,520	18.14%
Value \$300,000 - \$399,999	429	3.82%	1,035	3.80%	3,377	5.32%
Value \$400,000 - \$499,999	176	1.57%	468	1.72%	1,551	2.44%
Value \$500,000 - \$749,999	26	0.23%	247	0.91%	1,158	1.82%
Value \$750,000 - \$999,999	37	0.33%	90	0.33%	398	0.63%
Value \$1,000,000 or more	18	0.16%	57	0.21%	213	0.34%
2011 Med Housing Val-Owner Occupied	\$123,965		\$130,212		\$137,067	
2011 Housing Units by Yr Built	22,189		50,853		105,578	
Built 2005 to Present	1,070	4.82%	2,392	4.70%	4,269	4.04%
Built 2000 to 2004	3,281	14.79%	6,334	12.46%	11,364	10.76%
Built 1990 to 1999	4,335	19.54%	8,649	17.01%	19,091	18.08%
Built 1980 to 1989	5,048	22.75%	10,800	21.24%	23,766	22.51%
Built 1970 to 1979	3,637	16.39%	9,049	17.79%	20,874	19.77%
Built 1960 to 1969	2,226	10.03%	5,365	10.55%	11,452	10.85%
Built 1950 to 1959	1,379	6.21%	3,323	6.53%	7,378	6.99%
Built 1940 to 1949	596	2.69%	2,064	4.06%	3,145	2.98%
Built 1939 or Earlier	617	2.78%	2,877	5.66%	4,239	4.02%
2011 Median Year Built	1985		1983		1982	

Demographic Market Comparison Report

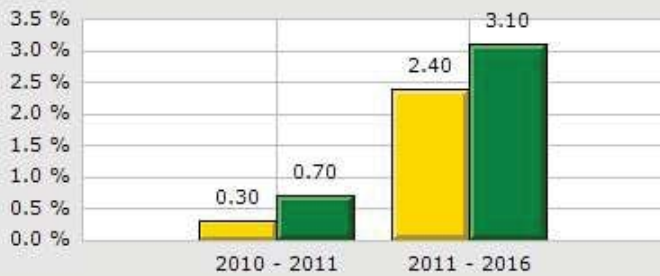
3 mile radius

Village Plaza

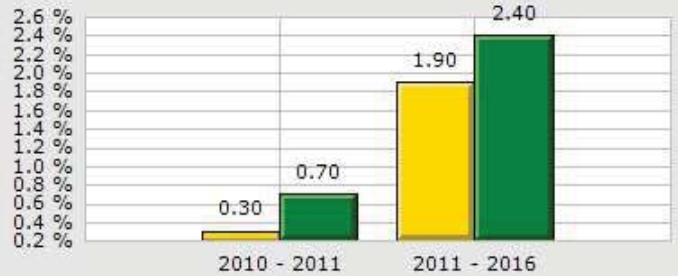
Type: Shopping Center/Neighborhood Center
 County: Polk

3 Mile
 County

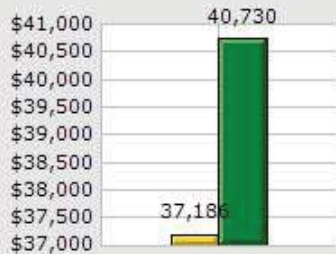
Population Growth



Household Growth



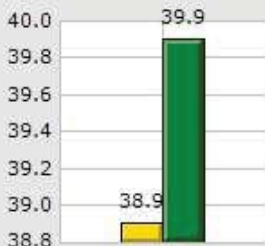
2011 Med Household Inc



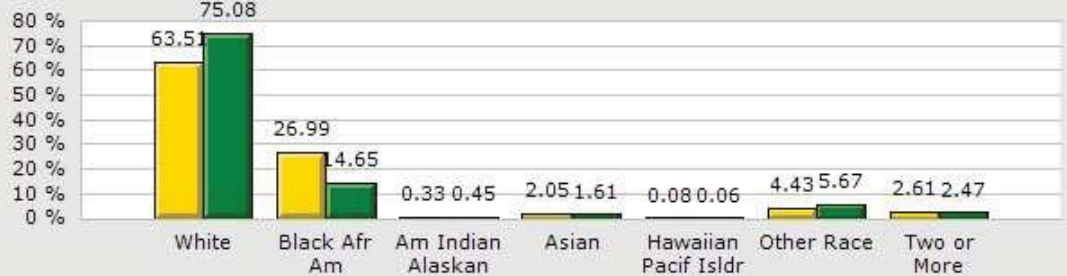
2011 Households by Household Income



2011 Median Age



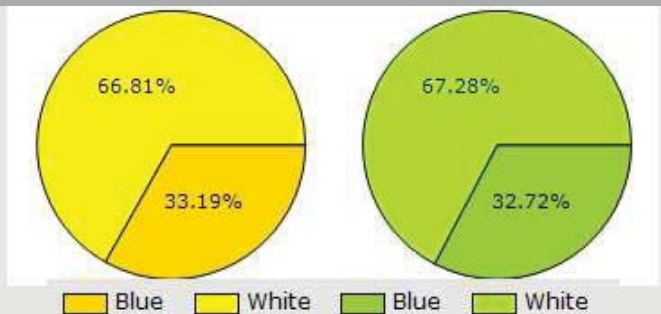
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Village Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.30%		0.70%	
Growth 2011 - 2016	2.40%		3.10%	
2011 Blue Collar	5,414	33.19%	64,872	32.72%
2011 White Collar	10,899	66.81%	133,389	67.28%
2011 Population By Race				
White	30,828	63.51%	455,029	75.08%
Black Afr Am	13,100	26.99%	88,772	14.65%
Am Indian Alaskan	160	0.33%	2,743	0.45%
Asian	996	2.05%	9,737	1.61%
Hawaiian Pacif Islldr	40	0.08%	361	0.06%
Other Race	2,151	4.43%	34,388	5.67%
Two or More	1,267	2.61%	14,989	2.47%
Households				
Growth 2010 - 2011	0.30%		0.70%	
Growth 2011 - 2016	1.90%		2.40%	
Renter Occupied	8,703	44.69%	70,630	30.84%
Owner Occupied	10,773	55.31%	158,368	69.16%
2011 Households by HH Income				
Income < \$35,000	8,983	46.12%	95,004	41.49%
Income \$35,000 - \$74,999	7,315	37.56%	84,853	37.05%
Income \$75,000 - \$149,999	2,679	13.76%	40,563	17.71%
Income \$150,000 - \$199,999	287	1.47%	4,682	2.04%
Income \$200,000+	212	1.09%	3,895	1.70%
2011 Median Household Income	\$37,186		\$40,730	
2011 Median Age	38.90		39.90	

Consumer Spending Report

Village Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$513,836	\$1,213,929	\$2,770,154
Total Apparel	\$19,962	\$46,909	\$106,602
Women's Apparel	6,959	16,295	37,387
Men's Apparel	4,015	9,446	21,583
Girl's Apparel	1,511	3,630	8,184
Boy's Apparel	1,212	2,890	6,469
Infant Apparel	1,309	3,103	6,903
Footwear (excl. Infants)	2,819	6,631	14,988
Other Apparel Prod/Services	2,137	4,914	11,088
Total Entertainment	\$46,271	\$108,788	\$251,802
Sports and Recreation	1,901	4,581	10,511
TV, Radio and Sound Equipment	17,374	40,809	92,568
Reading Materials	2,106	4,918	11,456
Travel	24,336	57,172	134,266
Photographic Equipment	554	1,308	3,001
Total Food At Home	\$42,849	\$100,448	\$228,400
Cereal Products	2,610	6,125	13,878
Bread & Bakery Products	5,745	13,525	30,803
Seafood	2,160	5,008	11,481
Meat/Poultry/Fish/Eggs	14,557	34,134	77,283
Dairy Products	6,950	16,368	37,201
Fruits and Vegetables	10,829	25,289	57,754
Total Food Away From Home	\$41,882	\$98,458	\$223,905
Breakfast and Brunch	3,998	9,362	21,298
Dinner	19,475	45,751	104,234
Lunch	14,096	33,189	75,148
Snacks and Non Alcoholic Bev	3,055	7,201	16,315
Catered Affairs	1,257	2,955	6,910

Consumer Spending Report

Village Plaza

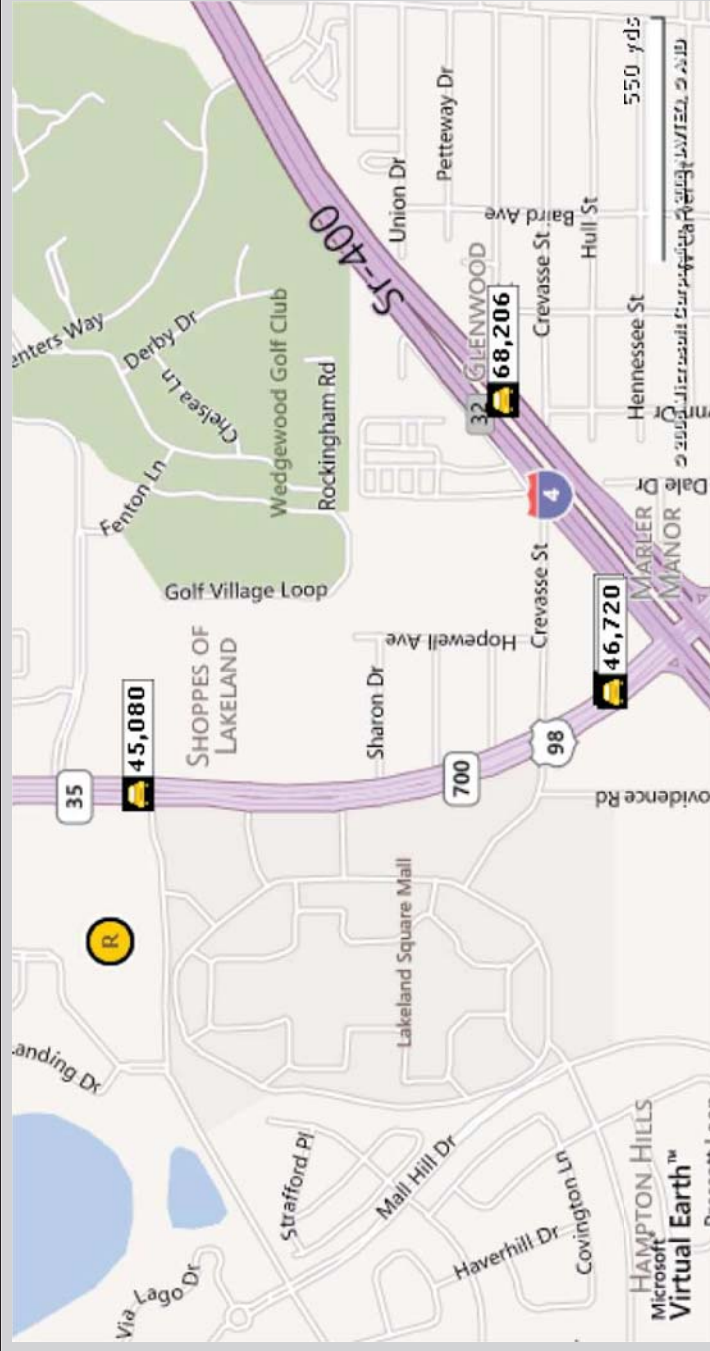
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$7,777	\$18,038	\$41,086
Alcoholic Bev. at Home	4,556	10,583	24,170
Alcoholic Bev. away from Home	3,222	7,455	16,916
Total Furniture/Appliances	\$45,552	\$107,780	\$248,362
Bedroom Furniture	2,559	6,019	13,712
Living Room Furniture	3,842	9,061	20,945
Other Living & Family Room Furniture	1,053	2,509	5,812
Other Furniture	474	1,132	2,659
Major Appliances	4,164	9,937	22,962
Small Appliances & Housewares	9,294	21,964	50,487
Misc Household Equipment	24,167	57,158	131,784
Total Transportation/Maint.	\$117,960	\$280,128	\$636,255
New Autos/Trucks/Vans	30,383	72,097	166,406
Used Vehicles	29,571	70,294	157,450
Purchase of RVs or Boats	3,766	9,103	21,424
Gasoline	40,368	95,892	216,075
Diesel Fuel	738	1,850	4,229
Automotive Maintenance/Repair	13,134	30,892	70,672
Total Health Care	\$23,138	\$54,298	\$125,104
Medical Services	13,078	30,779	71,048
Prescription Drugs	7,806	18,275	41,895
Medical Supplies	2,254	5,244	12,161
Total Education/Day Care	\$35,701	\$84,436	\$193,730
Education	15,720	37,099	85,201
Room and Board	1,754	4,197	9,781
Tuition/School Supplies	13,749	32,433	74,573
Day Care, Nursery & Preschool	4,478	10,706	24,176

Village Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,458	21,369	15
Total Retail	424	6,633	16
Home Improvement Stores	18	214	12
General Merchandise Stores	16	1,456	91
Food Stores	47	851	18
Auto Dealers and Gas Stations	54	616	11
Apparel and Accessory Stores	40	383	10
Furniture and Home Furnishings	33	320	10
Eating and Drinking Places	107	2,175	20
Miscellaneous Retail Stores	109	618	6
Finance-Insurance-Real Estate	120	513	4
Banks, Saving and Lending Inst.	30	109	4
Security Brokers and Investments	9	9	1
Insurance Carriers and Agencies	23	173	8
Real Estate-Trust-Holding Co.	58	222	4
Services	615	10,743	17
Hotels and Lodging	21	322	15
Motion Picture and Amusement	42	234	6
Health Services	102	6,407	63
Legal Services	5	53	11
Educational Services	26	1,041	40
Auto Services	44	207	5
Other Services	375	2,479	7
Agriculture/Mining	31	62	2
Construction	120	484	4
Manufacturing	18	298	17
Transportation, Comm./Pub Util.	47	1,035	22
Wholesale Trade	63	1,181	19
Government	20	420	21
Daytime Population	21,369		
Daytime Population/Business	15		

Traffic Count Report

Village Plaza



Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Bartow Rd	0.02 S	2010	45,080	MPSI	.20
2 N Florida	0.03 NW	2005	46,000	AADT	.73
3 Bartow Rd	0.05 NW	2010	46,720	MPSI	.73
4 I-4	0.38 SW	2010	68,206	MPSI	.88