

Demographic Summary Report

Pelican Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	37,831	85,063	240,440
2011 Estimate	36,564	81,813	230,613
2010 Census	36,593	81,869	230,400
Growth 2011 - 2016	3.50%	4.00%	4.30%
Growth 2010 - 2011	-0.10%	-0.10%	0.10%
2011 Population by Hispanic Origin	2,110	5,170	22,114
2011 Population By Race	36,564	81,813	230,613
White	34,566 94.54%	76,901 94.00%	204,816 88.81%
Black or African American	415 1.13%	1,009 1.23%	12,182 5.28%
American Indian and Alaska Native	78 0.21%	195 0.24%	627 0.27%
Asian	577 1.58%	1,324 1.62%	3,290 1.43%
Native Hawaiian and Pacific Islander	7 0.02%	30 0.04%	78 0.03%
Other Race	461 1.26%	1,180 1.44%	5,819 2.52%
Two or More Races	460 1.26%	1,173 1.43%	3,801 1.65%
Households			
2016 Projection	19,581	42,094	112,768
2011 Estimate	18,873	40,408	108,073
2010 Census	18,890	40,400	107,957
Growth 2011 - 2016	3.80%	4.20%	4.30%
Growth 2010 - 2011	-0.10%	0.00%	0.10%
Owner Occupied	13,184 69.86%	29,253 72.39%	76,915 71.17%
Renter Occupied	5,689 30.14%	11,154 27.60%	31,159 28.83%
2011 Households by HH Income	18,873	40,408	108,073
Income Less Than \$15,000	2,011 10.66%	4,029 9.97%	12,524 11.59%
Income: \$15,000 - \$24,999	2,031 10.76%	4,723 11.69%	13,318 12.32%
Income: \$25,000 - \$34,999	2,087 11.06%	4,677 11.57%	12,351 11.43%
Income: \$35,000 - \$49,999	2,714 14.38%	6,132 15.18%	17,228 15.94%
Income: \$50,000 - \$74,999	3,525 18.68%	7,619 18.86%	20,464 18.94%
Income: \$75,000 - \$99,999	2,081 11.03%	4,318 10.69%	11,281 10.44%
Income: \$100,000 - \$149,999	2,230 11.82%	4,662 11.54%	11,381 10.53%
Income: \$150,000 - \$199,999	995 5.27%	1,928 4.77%	4,274 3.95%
Income: \$200,000+	1,199 6.35%	2,320 5.74%	5,252 4.86%
2011 Avg Household Income	\$77,067	\$74,421	\$69,412
2011 Med Household Income	\$52,939	\$51,416	\$48,391
2011 Per Capita Income	\$40,097	\$37,079	\$33,121

Demographic Detail Report

Pelican Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	37,831		85,063		240,440	
2011 Estimate	36,564		81,813		230,613	
2010 Census	36,593		81,869		230,400	
Growth 2011 - 2016	3.50%		4.00%		4.30%	
Growth 2010 - 2011	-0.10%		-0.10%		0.10%	
2011 Population by Age						
	36,564		81,813		230,613	
Age 0 - 4	920	2.52%	2,428	2.97%	8,553	3.71%
Age 5 - 9	1,160	3.17%	2,952	3.61%	9,318	4.04%
Age 10 - 14	1,388	3.80%	3,543	4.33%	10,644	4.62%
Age 15 - 19	1,395	3.82%	3,640	4.45%	11,166	4.84%
Age 20 - 24	1,123	3.07%	2,609	3.19%	9,537	4.14%
Age 25 - 34	2,503	6.85%	5,967	7.29%	19,463	8.44%
Age 35 - 44	3,174	8.68%	7,781	9.51%	23,278	10.09%
Age 45 - 49	2,231	6.10%	5,532	6.76%	15,691	6.80%
Age 50 - 54	2,429	6.64%	5,925	7.24%	17,077	7.41%
Age 55 - 59	2,673	7.31%	6,196	7.57%	17,311	7.51%
Age 60 - 64	3,204	8.76%	6,981	8.53%	18,316	7.94%
Age 65 - 74	6,665	18.23%	13,471	16.47%	34,161	14.81%
Age 75 - 84	5,297	14.49%	10,203	12.47%	24,731	10.72%
Age 85 and over	2,403	6.57%	4,584	5.60%	11,366	4.93%
Age 65 and over	14,365	39.29%	28,258	34.54%	70,258	30.47%
Median Age	58.70		55.40		52.20	
Average Age	53.70		51.40		48.90	

Demographic Detail Report

Pelican Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	36,564	81,813	230,613
White	34,566 94.54%	76,901 94.00%	204,816 88.81%
Black or African American	415 1.13%	1,009 1.23%	12,182 5.28%
American Indian and Alaska Native	78 0.21%	195 0.24%	627 0.27%
Asian	577 1.58%	1,324 1.62%	3,290 1.43%
Native Hawaiian and Pacific Islander	7 0.02%	30 0.04%	78 0.03%
Other Race	461 1.26%	1,180 1.44%	5,819 2.52%
Two or More Races	460 1.26%	1,173 1.43%	3,801 1.65%
2011 Population by Hispanic Origin	36,564	81,812	230,613
Not Hispanic or Latino	34,454 94.23%	76,642 93.68%	208,499 90.41%
Hispanic or Latino	2,110 5.77%	5,170 6.32%	22,114 9.59%
2011 Age 5+ Language at Home	32,782	76,317	219,150
Speak Only English	29,376 89.61%	67,089 87.91%	189,320 86.39%
Speak Asian or Pacific Island	293 0.89%	885 1.16%	2,458 1.12%
Speak IndoEuropean	1,822 5.56%	4,307 5.64%	10,761 4.91%
Speak Spanish	1,056 3.22%	3,464 4.54%	15,700 7.16%
Speak Other Language	235 0.72%	572 0.75%	911 0.42%
2011 Median Age, Male	57.30	53.70	50.50
2011 Average Age, Male	52.50	50.00	47.40
Median Age, Female	59.70	56.80	53.80
Average Age, Female	54.80	52.60	50.20
2011 Population by Occupation Classification (Age 16+)	12,822	34,062	99,053
Blue Collar	1,944 15.16%	5,620 16.50%	18,405 18.58%
White Collar	8,711 67.94%	22,072 64.80%	61,212 61.80%
Service	2,167 16.90%	6,370 18.70%	19,436 19.62%
2011 Population by Marital Status (Age 15+)	30,369	70,036	198,741
Total, Never Married	4,875 16.05%	13,239 18.90%	43,048 21.66%
Married	17,642 58.09%	39,212 55.99%	107,862 54.27%
Widowed	3,718 12.24%	7,451 10.64%	20,745 10.44%
Divorced	4,134 13.61%	10,134 14.47%	27,086 13.63%

Demographic Detail Report

Pelican Plaza

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	28,021	63,289	175,824
Less Than 9th Grade	604 2.16%	1,574 2.49%	4,989 2.84%
Some High School, No Diploma	1,219 4.35%	3,295 5.21%	12,486 7.10%
High School Grad (Incl Equivalency)	7,122 25.42%	16,531 26.12%	50,374 28.65%
Some College, No Degree	6,614 23.60%	14,879 23.51%	39,256 22.33%
Associate Degree	1,975 7.05%	4,795 7.58%	12,979 7.38%
Bachelor Degree	6,359 22.69%	13,862 21.90%	34,427 19.58%
Advanced Degrees	4,128 14.73%	8,353 13.20%	21,313 12.12%
2011 Population by Occupation (Age 16+)	14,988	40,431	118,490
Management, Business, & Financial	4,034 26.91%	10,291 25.45%	28,834 24.33%
Professional & Related Occupations	295 1.97%	935 2.31%	3,104 2.62%
Services	6,817 45.48%	19,249 47.61%	56,814 47.95%
Sales & Office	2,297 15.33%	5,414 13.39%	14,372 12.13%
Farming, Fishing, and Forestry	0 0.00%	105 0.26%	218 0.18%
Construction and Extraction, Maint	818 5.46%	2,204 5.45%	7,670 6.47%
Production & Transportation	727 4.85%	2,233 5.52%	7,478 6.31%
2011 Workers by Travel Time to Work (Age 16+)	11,860	31,536	92,812
Less Than 15 Minutes	4,623 38.98%	11,234 35.62%	32,017 34.50%
15 to 29 Minutes	4,565 38.49%	13,099 41.54%	38,410 41.38%
30 to 44 Minutes	1,929 16.26%	4,616 14.64%	13,635 14.69%
45 to 59 Minutes	193 1.63%	714 2.26%	2,600 2.80%
60+ Minutes	550 4.64%	1,873 5.94%	6,150 6.63%
2000 Households by HH Size	18,890	40,400	107,957
1-Person Households	7,100 37.59%	14,378 35.59%	36,942 34.22%
2-Person Households	8,522 45.11%	17,653 43.70%	45,507 42.15%
3-Person Households	1,712 9.06%	4,159 10.29%	12,049 11.16%
4-Person Households	1,023 5.42%	2,770 6.86%	8,185 7.58%
5-Person Households	397 2.10%	1,012 2.50%	3,366 3.12%
6-Person Households	92 0.49%	295 0.73%	1,223 1.13%
7 or more Person Households	44 0.23%	133 0.33%	685 0.63%
2011 Average Household Size	1.92	2.01	2.09

Demographic Detail Report

Pelican Plaza

Radius	3 Mile	5 Mile	10 Mile
Households			
2016 Projection	19,581	42,094	112,768
2011 Estimate	18,873	40,408	108,073
2010 Census	18,890	40,400	107,957
Growth 2011 - 2016	3.80%	4.20%	4.30%
Growth 2010 - 2011	-0.10%	0.00%	0.10%
2011 Households by HH Income	18,873	40,408	108,073
Income: Less than \$15,000	2,011 10.66%	4,029 9.97%	12,524 11.59%
Income: \$15,000 - \$24,999	2,031 10.76%	4,723 11.69%	13,318 12.32%
Income: \$25,000 - \$34,999	2,087 11.06%	4,677 11.57%	12,351 11.43%
Income: \$35,000 - \$49,999	2,714 14.38%	6,132 15.18%	17,228 15.94%
Income: \$50,000 - \$74,999	3,525 18.68%	7,619 18.86%	20,464 18.94%
Income: \$75,000 - \$99,999	2,081 11.03%	4,318 10.69%	11,281 10.44%
Income: \$100,000 - \$149,999	2,230 11.82%	4,662 11.54%	11,381 10.53%
Income: \$150,000 - \$199,999	995 5.27%	1,928 4.77%	4,274 3.95%
Income: \$200,000+	1,199 6.35%	2,320 5.74%	5,252 4.86%
2011 Avg Household Income	\$77,067	\$74,421	\$69,412
2011 Med Household Income	\$52,939	\$51,416	\$48,391
2011 Per Capita Income	\$40,097	\$37,079	\$33,121
2011 Occupied Housing	18,873	40,407	108,074
Owner Occupied	13,184 69.86%	29,253 72.40%	76,915 71.17%
Renter Occupied	5,689 30.14%	11,154 27.60%	31,159 28.83%
2000 Housing Units	23,272	51,698	135,224
1 Unit Attached	2,544 10.93%	5,223 10.10%	11,130 8.23%
1 Unit Detached	10,452 44.91%	26,224 50.73%	72,540 53.64%
2 Units	650 2.79%	1,471 2.85%	3,402 2.52%
3 - 19 Units	4,401 18.91%	8,114 15.69%	18,970 14.03%
20 - 49 Units	2,180 9.37%	4,415 8.54%	9,106 6.73%
50 or more Units	1,662 7.14%	3,416 6.61%	9,925 7.34%
Mobile Home or Trailer	1,383 5.94%	2,835 5.48%	10,139 7.50%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	12 0.01%

Demographic Detail Report

Pelican Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	12,197		28,758		76,931	
Value Less than \$20,000	181	1.48%	447	1.55%	1,632	2.12%
Value \$20,000 - \$39,999	194	1.59%	450	1.56%	2,079	2.70%
Value \$40,000 - \$59,999	181	1.48%	520	1.81%	1,528	1.99%
Value \$60,000 - \$79,999	266	2.18%	601	2.09%	1,476	1.92%
Value \$80,000 - \$99,999	127	1.04%	451	1.57%	1,904	2.47%
Value \$100,000 - \$149,999	685	5.62%	2,108	7.33%	6,784	8.82%
Value \$150,000 - \$199,999	1,106	9.07%	2,805	9.75%	9,125	11.86%
Value \$200,000 - \$299,999	2,685	22.01%	6,277	21.83%	17,562	22.83%
Value \$300,000 - \$399,999	2,378	19.50%	5,020	17.46%	11,987	15.58%
Value \$400,000 - \$499,999	1,411	11.57%	3,299	11.47%	6,861	8.92%
Value \$500,000 - \$749,999	1,766	14.48%	3,856	13.41%	8,526	11.08%
Value \$750,000 - \$999,999	600	4.92%	1,328	4.62%	3,099	4.03%
Value \$1,000,000 or more	617	5.06%	1,596	5.55%	4,368	5.68%
2011 Med Housing Val-Owner Occupied	\$328,301		\$314,333		\$275,323	
2011 Housing Units by Yr Built	23,272		51,700		135,221	
Built 2005 to Present	663	2.85%	1,397	2.70%	3,233	2.39%
Built 2000 to 2004	3,093	13.29%	6,171	11.94%	13,194	9.76%
Built 1990 to 1999	5,407	23.23%	9,074	17.55%	18,614	13.77%
Built 1980 to 1989	4,597	19.75%	11,085	21.44%	29,651	21.93%
Built 1970 to 1979	5,622	24.16%	13,776	26.65%	36,306	26.85%
Built 1960 to 1969	2,237	9.61%	5,470	10.58%	16,992	12.57%
Built 1950 to 1959	1,362	5.85%	3,662	7.08%	12,357	9.14%
Built 1940 to 1949	116	0.50%	386	0.75%	2,286	1.69%
Built 1939 or Earlier	175	0.75%	679	1.31%	2,588	1.91%
2011 Median Year Built	1985		1982		1979	

Demographic Market Comparison Report

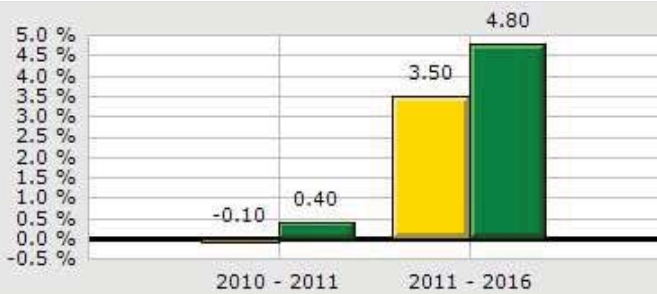
3 mile radius

Pelican Plaza

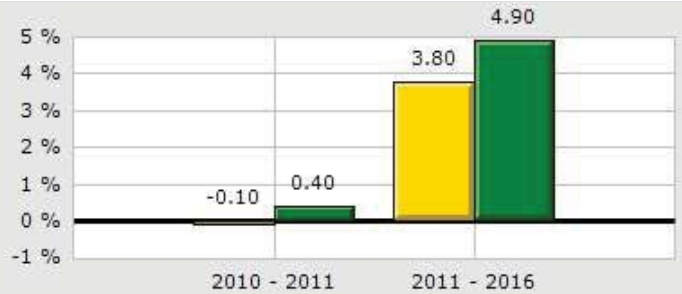
Type: Shopping Center/Community Center
 County: Sarasota

3 Mile
 County

Population Growth



Household Growth



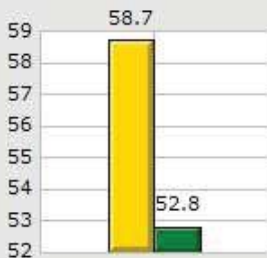
2011 Med Household Inc



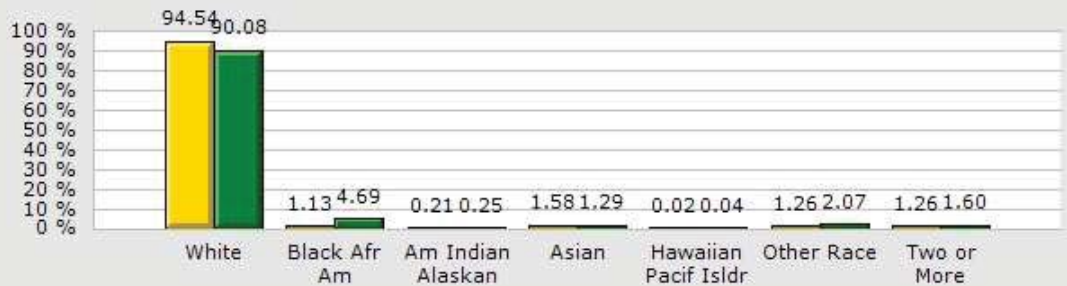
2011 Households by Household Income



2011 Median Age



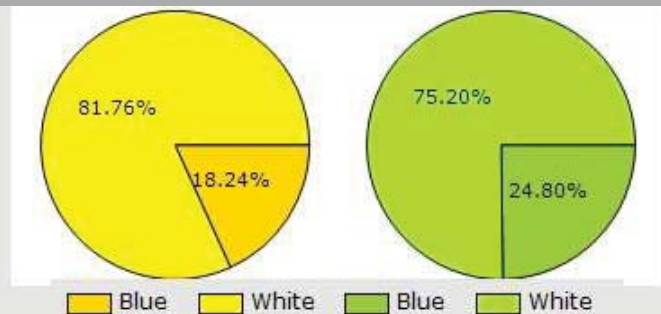
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Pelican Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	-0.10%		0.40%	
Growth 2011 - 2016	3.50%		4.80%	
2011 Blue Collar	1,944	18.24%	30,526	24.80%
2011 White Collar	8,711	81.76%	92,567	75.20%
2011 Population By Race				
	36,564		380,968	
White	34,566	94.54%	343,163	90.08%
Black Afr Am	415	1.13%	17,864	4.69%
Am Indian Alaskan	78	0.21%	948	0.25%
Asian	577	1.58%	4,906	1.29%
Hawaiian Pacif Islldr	7	0.02%	134	0.04%
Other Race	461	1.26%	7,872	2.07%
Two or More	460	1.26%	6,081	1.60%
Households				
Growth 2010 - 2011	-0.10%		0.40%	
Growth 2011 - 2016	3.80%		4.90%	
Renter Occupied	5,689	30.14%	46,308	26.24%
Owner Occupied	13,184	69.86%	130,153	73.76%
2011 Households by HH Income				
	18,873		176,461	
Income < \$35,000	6,129	32.47%	62,418	35.37%
Income \$35,000 - \$74,999	6,239	33.06%	65,445	37.09%
Income \$75,000 - \$149,999	4,311	22.84%	35,130	19.91%
Income \$150,000 - \$199,999	995	5.27%	6,272	3.55%
Income \$200,000+	1,199	6.35%	7,196	4.08%
2011 Median Household Income	\$52,939		\$47,169	
2011 Median Age	58.70		52.80	

Consumer Spending Report

Pelican Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$777,818	\$1,607,104	\$4,001,934
Total Apparel	\$28,951	\$60,501	\$152,647
Women's Apparel	10,731	22,235	55,678
Men's Apparel	5,971	12,461	31,316
Girl's Apparel	1,967	4,225	10,760
Boy's Apparel	1,499	3,237	8,336
Infant Apparel	1,645	3,490	8,949
Footwear (excl. Infants)	4,009	8,359	21,083
Other Apparel Prod/Services	3,129	6,494	16,525
Total Entertainment	\$74,292	\$153,125	\$381,664
Sports and Recreation	2,839	5,934	14,760
TV, Radio and Sound Equipment	25,646	53,079	132,745
Reading Materials	3,471	7,148	17,758
Travel	41,536	85,276	212,100
Photographic Equipment	801	1,689	4,301
Total Food At Home	\$64,033	\$132,329	\$331,193
Cereal Products	3,784	7,861	19,769
Bread & Bakery Products	8,584	17,777	44,330
Seafood	3,369	6,940	17,480
Meat/Poultry/Fish/Eggs	21,362	44,202	110,717
Dairy Products	10,285	21,300	53,211
Fruits and Vegetables	16,650	34,249	85,685
Total Food Away From Home	\$62,069	\$128,740	\$323,018
Breakfast and Brunch	5,863	12,228	30,800
Dinner	29,222	60,547	151,716
Lunch	20,707	42,780	107,144
Snacks and Non Alcoholic Bev	4,257	8,952	22,757
Catered Affairs	2,021	4,233	10,601

Consumer Spending Report

Pelican Plaza			
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$11,300	\$23,591	\$60,006
Alcoholic Bev. at Home	6,970	14,343	36,109
Alcoholic Bev. away from Home	4,330	9,247	23,897
Total Furniture/Appliances	\$71,309	\$147,468	\$367,296
Bedroom Furniture	3,921	8,030	20,077
Living Room Furniture	5,987	12,478	31,254
Other Living & Family Room Furniture	1,729	3,551	8,763
Other Furniture	760	1,605	3,993
Major Appliances	6,700	13,774	33,808
Small Appliances & Housewares	14,287	29,613	74,110
Misc Household Equipment	37,925	78,417	195,291
Total Transportation/Maint.	\$177,463	\$364,963	\$902,891
New Autos/Trucks/Vans	50,030	101,811	250,115
Used Vehicles	40,854	84,865	211,814
Purchase of RVs or Boats	7,213	14,223	33,824
Gasoline	57,647	119,551	296,988
Diesel Fuel	1,202	2,432	5,712
Automotive Maintenance/Repair	20,516	42,081	104,438
Total Health Care	\$38,332	\$77,572	\$190,087
Medical Services	21,317	43,416	107,279
Prescription Drugs	13,210	26,465	63,850
Medical Supplies	3,805	7,691	18,958
Total Education/Day Care	\$49,965	\$107,418	\$273,608
Education	21,947	47,315	120,573
Room and Board	3,199	6,440	15,456
Tuition/School Supplies	19,225	41,532	105,777
Day Care, Nursery & Preschool	5,594	12,130	31,803

Pelican Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	2,093	14,570	7
Total Retail	557	6,042	11
Home Improvement Stores	26	76	3
General Merchandise Stores	9	748	83
Food Stores	52	1,173	23
Auto Dealers and Gas Stations	52	792	15
Apparel and Accessory Stores	64	423	7
Furniture and Home Furnishings	61	283	5
Eating and Drinking Places	144	1,868	13
Miscellaneous Retail Stores	149	679	5
Finance-Insurance-Real Estate	308	1,518	5
Banks, Saving and Lending Inst.	39	186	5
Security Brokers and Investments	33	118	4
Insurance Carriers and Agencies	37	149	4
Real Estate-Trust-Holding Co.	199	1,065	5
Services	799	5,162	6
Hotels and Lodging	19	90	5
Motion Picture and Amusement	63	524	8
Health Services	125	1,509	12
Legal Services	13	42	3
Educational Services	16	339	21
Auto Services	51	204	4
Other Services	512	2,454	5
Agriculture/Mining	60	135	2
Construction	187	689	4
Manufacturing	54	269	5
Transportation, Comm./Pub Util.	54	146	3
Wholesale Trade	66	464	7
Government	8	145	18
Daytime Population	14,570		
Daytime Population/Business	7		

Traffic Count Report

Pelican Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 S Tamiami Trl	Tamiami Trl	0.11 NW	2010	42,918	MPSI	.14
2 Beneva Rd	Timberwood Cir	0.17 N	2010	16,366	MPSI	.24
3 Beneva Rd	Timberwood Cir	0.10 N	2010	16,291	MPSI	.32
4 Beneva Rd	Timberwood Cir	0.04 N	2010	21,872	MPSI	.51
5 Sarasota Square Blvd	Beneva Rd	0.03 W	2010	9,828	MPSI	.58
6 Central Sarasota Pky	Potter Park Dr	0.06 W	2010	5,266	MPSI	.63
7 Tamiami Trl	Springfield Dr	0.13 SE	2010	36,215	MPSI	.66
8 Beneva Rd	Valentine St	0.06 N	2010	21,772	MPSI	.70
9 McIntosh Rd	Players Pl	0.05 NW	2010	9,615	MPSI	.86

This copyrighted report contains research licensed to Ramco-Geishenson Properties Trust - 386324.