

Demographic Summary Report

Village Lakes Shopping Center

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	37,398	82,071	364,217
2011 Estimate	35,510	77,163	345,536
2010 Census	34,748	75,409	341,454
Growth 2011 - 2016	5.30%	6.40%	5.40%
Growth 2010 - 2011	2.20%	2.30%	1.20%
2011 Population by Hispanic Origin	5,296	12,915	69,268
2011 Population By Race	35,510	77,163	345,536
White	30,978 87.24%	65,940 85.46%	262,917 76.09%
Black or African American	1,735 4.89%	4,287 5.56%	40,737 11.79%
American Indian and Alaska Native	84 0.24%	220 0.29%	1,079 0.31%
Asian	1,084 3.05%	2,790 3.62%	17,180 4.97%
Native Hawaiian and Pacific Islander	29 0.08%	56 0.07%	238 0.07%
Other Race	736 2.07%	1,796 2.33%	12,586 3.64%
Two or More Races	863 2.43%	2,075 2.69%	10,799 3.13%
Households			
2016 Projection	13,722	29,139	138,552
2011 Estimate	13,140	27,630	131,989
2010 Census	12,865	26,995	130,464
Growth 2011 - 2016	4.40%	5.50%	5.00%
Growth 2010 - 2011	2.10%	2.40%	1.20%
Owner Occupied	10,978 83.55%	23,254 84.16%	82,556 62.55%
Renter Occupied	2,162 16.45%	4,376 15.84%	49,433 37.45%
2011 Households by HH Income	13,140	27,629	131,984
Income Less Than \$15,000	1,137 8.65%	2,025 7.33%	14,223 10.78%
Income: \$15,000 - \$24,999	1,075 8.18%	2,013 7.29%	12,678 9.61%
Income: \$25,000 - \$34,999	1,154 8.78%	2,631 9.52%	13,099 9.92%
Income: \$35,000 - \$49,999	2,047 15.58%	3,936 14.25%	19,324 14.64%
Income: \$50,000 - \$74,999	2,464 18.75%	5,748 20.80%	24,016 18.20%
Income: \$75,000 - \$99,999	2,110 16.06%	4,472 16.19%	18,181 13.78%
Income: \$100,000 - \$149,999	2,193 16.69%	4,464 16.16%	18,836 14.27%
Income: \$150,000 - \$199,999	588 4.47%	1,391 5.03%	6,485 4.91%
Income: \$200,000+	372 2.83%	949 3.43%	5,142 3.90%
2011 Avg Household Income	\$74,641	\$77,571	\$73,674
2011 Med Household Income	\$59,340	\$61,414	\$55,108
2011 Per Capita Income	\$27,669	\$27,896	\$28,995

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	37,398	82,071	364,217
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2010 Census	34,748	75,409	341,454
Growth 2011 - 2016	5.30%	6.40%	5.40%
Growth 2010 - 2011	2.20%	2.30%	1.20%
2011 Population by Age	35,510	77,163	345,536
Age 0 - 4	1,980 5.58%	4,793 6.21%	20,780 6.01%
Age 5 - 9	2,506 7.06%	5,795 7.51%	22,493 6.51%
Age 10 - 14	2,646 7.45%	6,030 7.81%	23,561 6.82%
Age 15 - 19	2,472 6.96%	5,347 6.93%	26,197 7.58%
Age 20 - 24	1,556 4.38%	3,368 4.36%	29,366 8.50%
Age 25 - 34	3,454 9.73%	8,335 10.80%	45,613 13.20%
Age 35 - 44	5,614 15.81%	12,618 16.35%	50,167 14.52%
Age 45 - 49	3,194 8.99%	6,755 8.75%	26,825 7.76%
Age 50 - 54	2,977 8.38%	6,080 7.88%	24,833 7.19%
Age 55 - 59	2,580 7.27%	5,341 6.92%	21,236 6.15%
Age 60 - 64	2,355 6.63%	4,645 6.02%	18,466 5.34%
Age 65 - 74	2,700 7.60%	5,160 6.69%	21,223 6.14%
Age 75 - 84	1,143 3.22%	2,210 2.86%	10,299 2.98%
Age 85 and over	333 0.94%	687 0.89%	4,477 1.30%
Age 65 and over	4,176 11.76%	8,057 10.44%	35,999 10.42%
Median Age	40.80	39.00	36.00
Average Age	38.70	37.40	36.60

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2011 Population By Race	35,510	77,163	345,536
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American Indian and Alaska Native	84 0.24%	220 0.29%	1,079 0.31%
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Other Race	736 2.07%	1,796 2.33%	12,586 3.64%
Two or More Races	863 2.43%	2,075 2.69%	10,799 3.13%
2011 Population by Hispanic Origin	35,509	77,164	345,536
Not Hispanic or Latino	30,213 85.09%	64,249 83.26%	276,268 79.95%
Hispanic or Latino	5,296 14.91%	12,915 16.74%	69,268 20.05%
2011 Age 5+ Language at Home	28,159	67,486	306,418
Speak Only English	24,398 86.64%	56,932 84.36%	239,462 78.15%
Speak Asian or Pacific Island	439 1.56%	1,578 2.34%	7,532 2.46%
Speak IndoEuropean	869 3.09%	2,363 3.50%	13,451 4.39%
Speak Spanish	2,340 8.31%	6,316 9.36%	42,469 13.86%
Speak Other Language	113 0.40%	297 0.44%	3,504 1.14%
2011 Median Age, Male	40.00	38.50	35.10
2011 Average Age, Male	38.00	36.90	35.80
Median Age, Female	41.40	39.60	36.80
Average Age, Female	39.40	38.00	37.30
2011 Population by Occupation Classification (Age 16+)	15,650	36,815	164,830
Blue Collar	2,466 15.76%	5,384 14.62%	22,314 13.54%
White Collar	11,041 70.55%	26,711 72.55%	119,005 72.20%
Service	2,143 13.69%	4,720 12.82%	23,511 14.26%
2011 Population by Marital Status (Age 15+)	24,160	57,143	262,576
Total, Never Married	5,411 22.40%	13,372 23.40%	81,056 30.87%
Married	15,189 62.87%	35,635 62.36%	141,537 53.90%
Widowed	1,190 4.93%	2,647 4.63%	12,838 4.89%
Divorced	2,370 9.81%	5,489 9.61%	27,145 10.34%

Demographic Detail Report

Village Lakes Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	20,598		48,433		211,110	
Less Than 9th Grade	393	1.91%	985	2.03%	5,845	2.77%
Some High School, No Diploma	993	4.82%	2,222	4.59%	11,674	5.53%
High School Grad (Incl Equivalency)	5,630	27.33%	12,096	24.97%	49,431	23.41%
Some College, No Degree	4,158	20.19%	10,415	21.50%	42,661	20.21%
Associate Degree	2,223	10.79%	5,271	10.88%	21,196	10.04%
Bachelor Degree	5,139	24.95%	12,185	25.16%	52,350	24.80%
Advanced Degrees	2,062	10.01%	5,259	10.86%	27,953	13.24%
2011 Population by Occupation (Age 16+)	17,794		41,532		188,342	
Management, Business, & Financial	5,439	30.57%	13,282	31.98%	59,983	31.85%
Professional & Related Occupations	529	2.97%	1,320	3.18%	6,798	3.61%
Services	7,847	44.10%	17,430	41.97%	79,486	42.20%
Sales & Office	2,216	12.45%	5,486	13.21%	24,558	13.04%
Farming, Fishing, and Forestry	18	0.10%	67	0.16%	182	0.10%
Construction and Extraction, Maint	826	4.64%	1,732	4.17%	7,468	3.97%
Production & Transportation	919	5.16%	2,215	5.33%	9,867	5.24%
2011 Workers by Travel Time to Work (Age 16+)	16,466		38,546		169,300	
Less Than 15 Minutes	2,233	13.56%	4,968	12.89%	26,482	15.64%
15 to 29 Minutes	4,501	27.34%	10,487	27.21%	50,384	29.76%
30 to 44 Minutes	4,501	27.34%	10,387	26.95%	43,494	25.69%
45 to 59 Minutes	2,111	12.82%	4,983	12.93%	18,395	10.87%
60+ Minutes	3,120	18.95%	7,721	20.03%	30,545	18.04%
2000 Households by HH Size	12,865		26,995		130,465	
1-Person Households	2,327	18.09%	4,432	16.42%	32,672	25.04%
2-Person Households	4,615	35.87%	9,336	34.58%	43,121	33.05%
3-Person Households	2,407	18.71%	5,179	19.19%	23,040	17.66%
4-Person Households	2,242	17.43%	5,046	18.69%	19,691	15.09%
5-Person Households	893	6.94%	2,093	7.75%	8,016	6.14%
6-Person Households	266	2.07%	652	2.42%	2,671	2.05%
7 or more Person Households	115	0.89%	257	0.95%	1,254	0.96%
2011 Average Household Size	2.70		2.79		2.55	

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2011 Med Household Income	\$59,340	\$61,414	\$55,108
2011 Per Capita Income	\$27,669	\$27,896	\$28,995
2011 Occupied Housing	13,140	27,630	131,989
Owner Occupied	10,978 83.55%	23,254 84.16%	82,556 62.55%
Renter Occupied	2,162 16.45%	4,376 15.84%	49,433 37.45%
2000 Housing Units	12,168	27,749	138,836
1 Unit Attached	615 5.05%	1,222 4.40%	9,893 7.13%
1 Unit Detached	9,944 81.72%	22,761 82.02%	80,117 57.71%
2 Units	65 0.53%	123 0.44%	2,059 1.48%
3 - 19 Units	675 5.55%	1,359 4.90%	28,928 20.84%
20 - 49 Units	115 0.95%	261 0.94%	6,645 4.79%
50 or more Units	29 0.24%	106 0.38%	4,652 3.35%
Mobile Home or Trailer	679 5.58%	1,855 6.68%	6,458 4.65%
Boat, RV, Van, Etc.	46 0.38%	62 0.22%	84 0.06%

Demographic Detail Report

Village Lakes Shopping Center

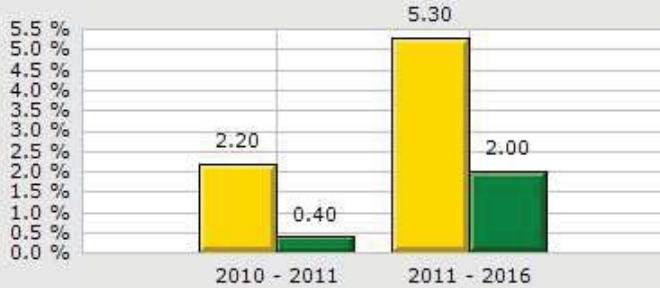
Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	9,534		21,578		81,000	
Value Less than \$20,000	107	1.12%	221	1.02%	1,172	1.45%
Value \$20,000 - \$39,999	96	1.01%	203	0.94%	831	1.03%
Value \$40,000 - \$59,999	120	1.26%	245	1.14%	619	0.76%
Value \$60,000 - \$79,999	33	0.35%	114	0.53%	872	1.08%
Value \$80,000 - \$99,999	138	1.45%	251	1.16%	1,456	1.80%
Value \$100,000 - \$149,999	878	9.21%	1,743	8.08%	7,843	9.68%
Value \$150,000 - \$199,999	1,625	17.04%	3,900	18.07%	13,447	16.60%
Value \$200,000 - \$299,999	3,576	37.51%	8,088	37.48%	27,077	33.43%
Value \$300,000 - \$399,999	1,811	19.00%	3,827	17.74%	14,103	17.41%
Value \$400,000 - \$499,999	418	4.38%	1,211	5.61%	6,040	7.46%
Value \$500,000 - \$749,999	576	6.04%	1,236	5.73%	5,145	6.35%
Value \$750,000 - \$999,999	73	0.77%	245	1.14%	1,148	1.42%
Value \$1,000,000 or more	83	0.87%	294	1.36%	1,247	1.54%
2011 Med Housing Val-Owner Occupied	\$245,687		\$244,796		\$246,201	
2011 Housing Units by Yr Built	12,170		27,748		138,837	
Built 2005 to Present	1,047	8.60%	3,091	11.14%	9,942	7.16%
Built 2000 to 2004	3,767	30.95%	8,702	31.36%	31,119	22.41%
Built 1990 to 1999	2,752	22.61%	5,621	20.26%	27,920	20.11%
Built 1980 to 1989	2,368	19.46%	5,258	18.95%	36,285	26.13%
Built 1970 to 1979	1,580	12.98%	3,451	12.44%	21,181	15.26%
Built 1960 to 1969	384	3.16%	834	3.01%	7,443	5.36%
Built 1950 to 1959	168	1.38%	498	1.79%	3,545	2.55%
Built 1940 to 1949	33	0.27%	106	0.38%	754	0.54%
Built 1939 or Earlier	71	0.58%	187	0.67%	648	0.47%
2011 Median Year Built	1995		1996		1990	

Village Lakes Shopping Center

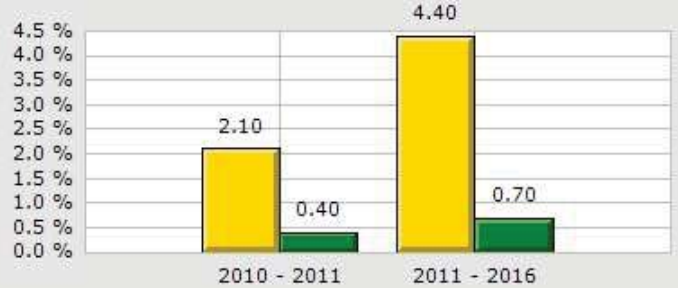
Type: Shopping Center/Community Center
 County: Pasco

3 Mile
 County

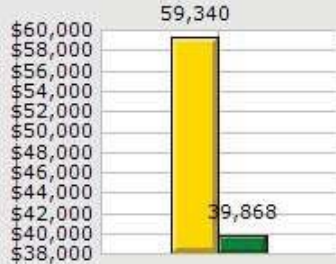
Population Growth



Household Growth



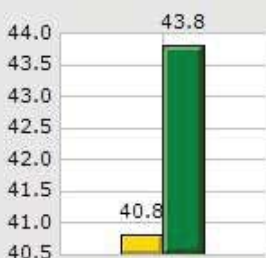
2011 Med Household Inc



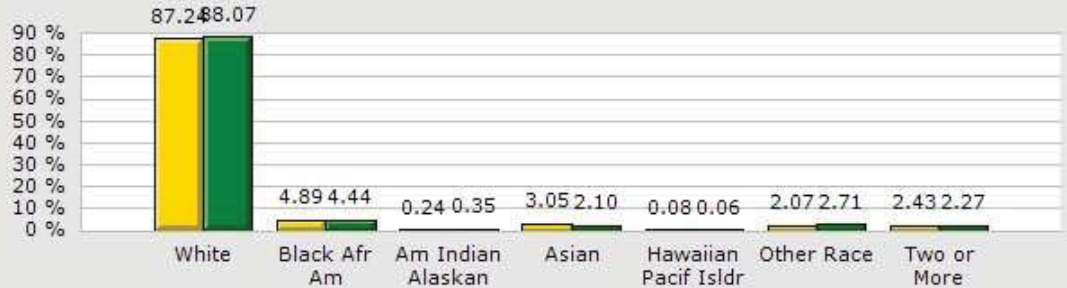
2011 Households by Household Income



2011 Median Age



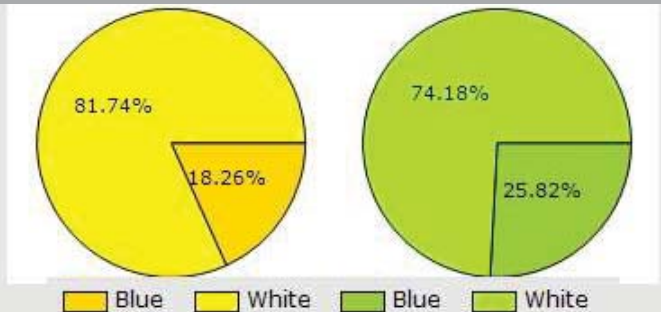
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Village Lakes Shopping Center

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

	3 Mile		County	
Population				
Growth 2010 - 2011	2.20%		0.40%	
Growth 2011 - 2016	5.30%		2.00%	
2011 Blue Collar	2,466	18.26%	39,667	25.82%
2011 White Collar	11,041	81.74%	113,939	74.18%
2011 Population By Race				
	35,509		466,639	
White	30,978	87.24%	410,952	88.07%
Black Afr Am	1,735	4.89%	20,734	4.44%
Am Indian Alaskan	84	0.24%	1,651	0.35%
Asian	1,084	3.05%	9,777	2.10%
Hawaiian Pacif Islldr	29	0.08%	269	0.06%
Other Race	736	2.07%	12,669	2.71%
Two or More	863	2.43%	10,587	2.27%
Households				
Growth 2010 - 2011	2.10%		0.40%	
Growth 2011 - 2016	4.40%		0.70%	
Renter Occupied	2,162	16.45%	46,123	24.22%
Owner Occupied	10,978	83.55%	144,291	75.78%
2011 Households by HH Income				
	13,140		190,414	
Income < \$35,000	3,366	25.62%	81,380	42.74%
Income \$35,000 - \$74,999	4,511	34.33%	69,314	36.40%
Income \$75,000 - \$149,999	4,303	32.75%	33,355	17.52%
Income \$150,000 - \$199,999	588	4.47%	3,756	1.97%
Income \$200,000+	372	2.83%	2,609	1.37%
2011 Median Household Income	\$59,340		\$39,868	
2011 Median Age	40.80		43.80	

Consumer Spending Report

Village Lakes Shopping Center

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$525,582	\$1,144,710	\$5,233,664
Total Apparel	\$20,419	\$44,721	\$211,285
Women's Apparel	7,156	15,631	72,978
Men's Apparel	4,180	9,159	43,037
Girl's Apparel	1,658	3,648	16,316
Boy's Apparel	1,280	2,814	12,891
Infant Apparel	1,299	2,856	13,972
Footwear (excl. Infants)	2,816	6,150	29,283
Other Apparel Prod/Services	2,030	4,465	22,809
Total Entertainment	\$49,444	\$108,252	\$485,460
Sports and Recreation	2,121	4,653	20,487
TV, Radio and Sound Equipment	17,070	37,062	173,376
Reading Materials	2,142	4,612	20,792
Travel	27,495	60,557	264,514
Photographic Equipment	617	1,369	6,291
Total Food At Home	\$41,682	\$89,949	\$421,585
Cereal Products	2,531	5,463	25,807
Bread & Bakery Products	5,596	12,009	55,450
Seafood	2,172	4,735	22,297
Meat/Poultry/Fish/Eggs	14,003	30,205	142,569
Dairy Products	6,767	14,553	67,802
Fruits and Vegetables	10,614	22,984	107,662
Total Food Away From Home	\$42,448	\$92,634	\$433,324
Breakfast and Brunch	3,920	8,449	40,435
Dinner	19,932	43,577	202,719
Lunch	14,044	30,655	143,612
Snacks and Non Alcoholic Bev	3,107	6,761	32,429
Catered Affairs	1,446	3,192	14,128

Consumer Spending Report

Village Lakes Shopping Center

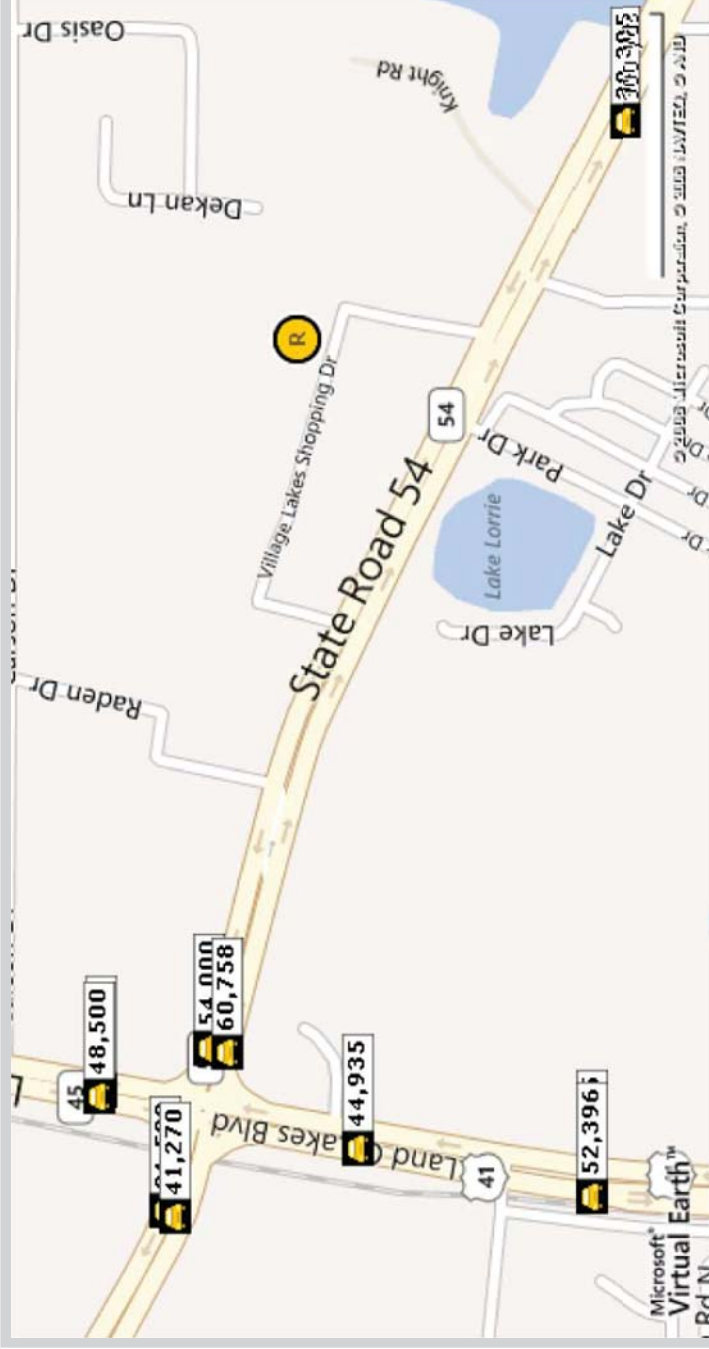
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$7,743	\$16,909	\$82,548
Alcoholic Bev. at Home	4,577	10,032	47,736
Alcoholic Bev. away from Home	3,166	6,877	34,812
Total Furniture/Appliances	\$49,141	\$107,965	\$482,136
Bedroom Furniture	2,688	5,997	27,408
Living Room Furniture	4,206	9,257	41,697
Other Living & Family Room Furniture	1,214	2,714	11,660
Other Furniture	571	1,256	5,307
Major Appliances	4,430	9,592	41,154
Small Appliances & Housewares	9,972	21,920	99,504
Misc Household Equipment	26,059	57,229	255,407
Total Transportation/Maint.	\$119,253	\$259,171	\$1,177,638
New Autos/Trucks/Vans	33,067	72,880	318,081
Used Vehicles	28,756	62,360	293,435
Purchase of RVs or Boats	4,151	8,969	35,885
Gasoline	39,215	84,460	391,770
Diesel Fuel	789	1,678	6,755
Automotive Maintenance/Repair	13,275	28,824	131,713
Total Health Care	\$22,132	\$47,260	\$209,706
Medical Services	13,185	28,468	125,890
Prescription Drugs	6,784	14,172	63,217
Medical Supplies	2,162	4,621	20,599
Total Education/Day Care	\$39,488	\$87,024	\$410,452
Education	17,120	37,521	179,423
Room and Board	1,977	4,361	18,001
Tuition/School Supplies	14,940	32,702	157,381
Day Care, Nursery & Preschool	5,451	12,441	55,648

Village Lakes Shopping Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,117	6,632	6
Total Retail	225	2,314	10
Home Improvement Stores	24	62	3
General Merchandise Stores	8	317	40
Food Stores	21	547	26
Auto Dealers and Gas Stations	22	178	8
Apparel and Accessory Stores	12	20	2
Furniture and Home Furnishings	22	48	2
Eating and Drinking Places	53	922	17
Miscellaneous Retail Stores	63	220	3
Finance-Insurance-Real Estate	126	507	4
Banks, Saving and Lending Inst.	25	125	5
Security Brokers and Investments	12	23	2
Insurance Carriers and Agencies	26	146	6
Real Estate-Trust-Holding Co.	63	213	3
Services	481	2,471	5
Hotels and Lodging	7	87	12
Motion Picture and Amusement	41	183	4
Health Services	53	266	5
Legal Services	10	18	2
Educational Services	20	751	38
Auto Services	34	109	3
Other Services	316	1,057	3
Agriculture/Mining	35	75	2
Construction	121	564	5
Manufacturing	31	116	4
Transportation, Comm./Pub Util.	30	119	4
Wholesale Trade	58	221	4
Government	10	245	25
Daytime Population	6,632		
Daytime Population/Business	6		

Traffic Count Report

Village Lakes Shopping Center



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 State Road 54	Knight Rd	0.02 NW	2010	30,305	MPSI	.26
2 State Hwy 54	Land O Lakes Blvd	0.04 W	2005	54,000	AAAT	.47
3 State Road 54	Land O Lakes Blvd	0.04 W	2010	60,758	MPSI	.47
4 Land O Lakes Blvd	Carson Dr	0.06 N	2010	63,533	MPSI	.51
5 Land O Lakes Blvd	Carson Dr	0.06 N	2005	48,500	AAAT	.51
6 Land O Lakes Blvd	Mariner Pl	0.01 N	2010	44,935	MPSI	.53
7 State Hwy 54	Land O Lakes Blvd	0.07 E	2005	31,500	AAAT	.58
8 State Road 54	Land O Lakes Blvd	0.07 E	2010	41,270	MPSI	.58
9 Land O Lakes Blvd	Sunset Ct	0.03 N	2005	48,515	AAAT	.58
10 Land O Lakes Blvd	Sunset Ct	0.03 N	2010	52,396	MPSI	.59