

Demographic Summary Report

Southbay Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	16,366		42,675		193,425	
2011 Estimate	15,608		40,782		185,674	
2010 Census	15,653		40,755		185,592	
Growth 2011 - 2016	4.90%		4.60%		4.20%	
Growth 2010 - 2011	-0.30%		0.10%		0.00%	
2011 Population by Hispanic Origin	479		1,572		10,876	
2011 Population By Race	15,608		40,782		185,674	
White	15,036	96.34%	38,872	95.32%	175,445	94.49%
Black or African American	84	0.54%	478	1.17%	2,215	1.19%
American Indian and Alaska Native	28	0.18%	92	0.23%	405	0.22%
Asian	236	1.51%	595	1.46%	2,557	1.38%
Native Hawaiian and Pacific Islander	6	0.04%	11	0.03%	64	0.03%
Other Race	50	0.32%	269	0.66%	2,470	1.33%
Two or More Races	168	1.08%	463	1.14%	2,518	1.36%
Households						
2016 Projection	8,057		21,426		94,354	
2011 Estimate	7,667		20,417		90,353	
2010 Census	7,686		20,405		90,236	
Growth 2011 - 2016	5.10%		4.90%		4.40%	
Growth 2010 - 2011	-0.30%		0.10%		0.10%	
Owner Occupied	6,457	84.22%	15,721	77.00%	68,218	75.50%
Renter Occupied	1,210	15.78%	4,696	23.00%	22,135	24.50%
2011 Households by HH Income	7,666		20,417		90,354	
Income Less Than \$15,000	910	11.87%	2,440	11.95%	8,611	9.53%
Income: \$15,000 - \$24,999	609	7.94%	2,036	9.97%	10,765	11.91%
Income: \$25,000 - \$34,999	778	10.15%	2,062	10.10%	10,878	12.04%
Income: \$35,000 - \$49,999	1,003	13.08%	2,732	13.38%	14,952	16.55%
Income: \$50,000 - \$74,999	1,555	20.28%	3,832	18.77%	17,862	19.77%
Income: \$75,000 - \$99,999	874	11.40%	2,171	10.63%	9,650	10.68%
Income: \$100,000 - \$149,999	947	12.35%	2,423	11.87%	9,581	10.60%
Income: \$150,000 - \$199,999	412	5.37%	1,177	5.76%	3,661	4.05%
Income: \$200,000+	578	7.54%	1,544	7.56%	4,394	4.86%
2011 Avg Household Income	\$81,583		\$80,632		\$70,619	
2011 Med Household Income	\$56,369		\$54,417		\$49,960	
2011 Per Capita Income	\$40,103		\$40,790		\$34,542	

Demographic Detail Report

Southbay Shopping Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	16,366		42,675		193,425	
2011 Estimate	15,608		40,782		185,674	
2010 Census	15,653		40,755		185,592	
Growth 2011 - 2016	4.90%		4.60%		4.20%	
Growth 2010 - 2011	-0.30%		0.10%		0.00%	
2011 Population by Age						
	15,608		40,782		185,674	
Age 0 - 4	316	2.02%	898	2.20%	5,618	3.03%
Age 5 - 9	486	3.11%	1,212	2.97%	6,683	3.60%
Age 10 - 14	640	4.10%	1,596	3.91%	7,932	4.27%
Age 15 - 19	657	4.21%	1,566	3.84%	8,080	4.35%
Age 20 - 24	276	1.77%	966	2.37%	5,910	3.18%
Age 25 - 34	675	4.32%	2,059	5.05%	13,096	7.05%
Age 35 - 44	1,216	7.79%	3,247	7.96%	17,157	9.24%
Age 45 - 49	1,043	6.68%	2,561	6.28%	12,267	6.61%
Age 50 - 54	1,136	7.28%	2,870	7.04%	13,572	7.31%
Age 55 - 59	1,280	8.20%	3,110	7.63%	14,329	7.72%
Age 60 - 64	1,654	10.60%	4,036	9.90%	16,368	8.82%
Age 65 - 74	3,361	21.53%	8,307	20.37%	31,650	17.05%
Age 75 - 84	2,157	13.82%	5,903	14.47%	22,816	12.29%
Age 85 and over	713	4.57%	2,449	6.01%	10,195	5.49%
Age 65 and over	6,231	39.92%	16,659	40.85%	64,661	34.83%
Median Age	60.20		60.40		55.90	
Average Age	54.70		54.90		51.50	

Demographic Detail Report

Southbay Shopping Center

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	15,608	40,782	185,674
White	15,036 96.34%	38,872 95.32%	175,445 94.49%
Black or African American	84 0.54%	478 1.17%	2,215 1.19%
American Indian and Alaska Native	28 0.18%	92 0.23%	405 0.22%
Asian	236 1.51%	595 1.46%	2,557 1.38%
Native Hawaiian and Pacific Islander	6 0.04%	11 0.03%	64 0.03%
Other Race	50 0.32%	269 0.66%	2,470 1.33%
Two or More Races	168 1.08%	463 1.14%	2,518 1.36%
2011 Population by Hispanic Origin	15,608	40,780	185,674
Not Hispanic or Latino	15,129 96.93%	39,208 96.15%	174,798 94.14%
Hispanic or Latino	479 3.07%	1,572 3.85%	10,876 5.86%
2011 Age 5+ Language at Home	15,446	37,331	176,422
Speak Only English	14,128 91.47%	33,960 90.97%	157,781 89.43%
Speak Asian or Pacific Island	170 1.10%	347 0.93%	1,910 1.08%
Speak IndoEuropean	742 4.80%	1,815 4.86%	8,801 4.99%
Speak Spanish	306 1.98%	1,080 2.89%	7,167 4.06%
Speak Other Language	100 0.65%	129 0.35%	763 0.43%
2011 Median Age, Male	60.30	60.00	54.30
2011 Average Age, Male	54.40	54.10	50.20
Median Age, Female	60.20	60.70	57.20
Average Age, Female	55.00	55.60	52.70
2011 Population by Occupation Classification (Age 16+)	5,938	14,483	76,422
Blue Collar	899 15.14%	2,297 15.86%	13,501 17.67%
White Collar	4,222 71.10%	9,793 67.62%	48,933 64.03%
Service	817 13.76%	2,393 16.52%	13,988 18.30%
2011 Population by Marital Status (Age 15+)	14,181	34,556	161,896
Total, Never Married	1,779 12.54%	5,287 15.30%	29,889 18.46%
Married	9,685 68.30%	21,563 62.40%	92,927 57.40%
Widowed	1,267 8.93%	3,776 10.93%	17,765 10.97%
Divorced	1,450 10.22%	3,930 11.37%	21,315 13.17%

Demographic Detail Report

Southbay Shopping Center

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	13,134	31,870	146,197
Less Than 9th Grade	178 1.36%	570 1.79%	3,172 2.17%
Some High School, No Diploma	725 5.52%	1,810 5.68%	8,779 6.00%
High School Grad (Incl Equivalency)	3,156 24.03%	8,427 26.44%	42,488 29.06%
Some College, No Degree	3,340 25.43%	7,442 23.35%	33,310 22.78%
Associate Degree	973 7.41%	2,153 6.76%	11,205 7.66%
Bachelor Degree	2,726 20.76%	6,870 21.56%	29,124 19.92%
Advanced Degrees	2,036 15.50%	4,598 14.43%	18,119 12.39%
2011 Population by Occupation (Age 16+)	6,754	16,876	90,410
Management, Business, & Financial	1,956 28.96%	4,463 26.45%	22,718 25.13%
Professional & Related Occupations	81 1.20%	343 2.03%	2,188 2.42%
Services	2,935 43.46%	7,522 44.57%	43,064 47.63%
Sales & Office	1,043 15.44%	2,756 16.33%	11,802 13.05%
Farming, Fishing, and Forestry	0 0.00%	0 0.00%	168 0.19%
Construction and Extraction, Maint	486 7.20%	1,073 6.36%	5,195 5.75%
Production & Transportation	253 3.75%	719 4.26%	5,275 5.83%
2011 Workers by Travel Time to Work (Age 16+)	5,462	13,432	72,068
Less Than 15 Minutes	1,376 25.19%	4,727 35.19%	26,517 36.79%
15 to 29 Minutes	2,170 39.73%	4,920 36.63%	28,305 39.28%
30 to 44 Minutes	987 18.07%	2,311 17.21%	10,266 14.24%
45 to 59 Minutes	240 4.39%	333 2.48%	2,211 3.07%
60+ Minutes	689 12.61%	1,141 8.49%	4,769 6.62%
2000 Households by HH Size	7,686	20,404	90,235
1-Person Households	2,190 28.49%	6,654 32.61%	30,225 33.50%
2-Person Households	4,053 52.73%	10,188 49.93%	40,691 45.09%
3-Person Households	732 9.52%	1,815 8.90%	9,571 10.61%
4-Person Households	492 6.40%	1,179 5.78%	6,255 6.93%
5-Person Households	147 1.91%	408 2.00%	2,388 2.65%
6-Person Households	51 0.66%	111 0.54%	763 0.85%
7 or more Person Households	21 0.27%	49 0.24%	342 0.38%
2011 Average Household Size	2.03	1.99	2.04

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2011 Households by HH Income	7,666	20,417	90,354
Income: Less than \$15,000	910 11.87%	2,440 11.95%	8,611 9.53%
Income: \$15,000 - \$24,999	609 7.94%	2,036 9.97%	10,765 11.91%
Income: \$25,000 - \$34,999	778 10.15%	2,062 10.10%	10,878 12.04%
Income: \$35,000 - \$49,999	1,003 13.08%	2,732 13.38%	14,952 16.55%
Income: \$50,000 - \$74,999	1,555 20.28%	3,832 18.77%	17,862 19.77%
Income: \$75,000 - \$99,999	874 11.40%	2,171 10.63%	9,650 10.68%
Income: \$100,000 - \$149,999	947 12.35%	2,423 11.87%	9,581 10.60%
Income: \$150,000 - \$199,999	412 5.37%	1,177 5.76%	3,661 4.05%
Income: \$200,000+	578 7.54%	1,544 7.56%	4,394 4.86%
2011 Avg Household Income	\$81,583	\$80,632	\$70,619
2011 Med Household Income	\$56,369	\$54,417	\$49,960
2011 Per Capita Income	\$40,103	\$40,790	\$34,542
2011 Occupied Housing	7,667	20,417	90,353
Owner Occupied	6,457 84.22%	15,721 77.00%	68,218 75.50%
Renter Occupied	1,210 15.78%	4,696 23.00%	22,135 24.50%
2000 Housing Units	9,408	24,254	113,256
1 Unit Attached	625 6.64%	1,688 6.96%	8,833 7.80%
1 Unit Detached	6,446 68.52%	13,256 54.65%	64,949 57.35%
2 Units	253 2.69%	673 2.77%	2,453 2.17%
3 - 19 Units	655 6.96%	3,653 15.06%	14,505 12.81%
20 - 49 Units	276 2.93%	1,353 5.58%	6,890 6.08%
50 or more Units	70 0.74%	1,078 4.44%	5,634 4.97%
Mobile Home or Trailer	1,083 11.51%	2,553 10.53%	9,983 8.81%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	9 0.01%

Demographic Detail Report

Southbay Shopping Center

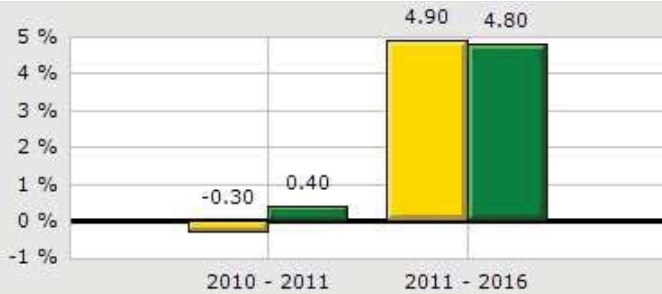
Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	6,523		14,545		67,529	
Value Less than \$20,000	141	2.16%	353	2.43%	1,537	2.28%
Value \$20,000 - \$39,999	209	3.20%	422	2.90%	1,787	2.65%
Value \$40,000 - \$59,999	202	3.10%	306	2.10%	1,301	1.93%
Value \$60,000 - \$79,999	151	2.31%	347	2.39%	1,400	2.07%
Value \$80,000 - \$99,999	86	1.32%	314	2.16%	1,612	2.39%
Value \$100,000 - \$149,999	209	3.20%	776	5.34%	5,499	8.14%
Value \$150,000 - \$199,999	355	5.44%	1,008	6.93%	8,433	12.49%
Value \$200,000 - \$299,999	1,040	15.94%	2,328	16.01%	15,741	23.31%
Value \$300,000 - \$399,999	1,275	19.55%	2,589	17.80%	11,105	16.44%
Value \$400,000 - \$499,999	1,029	15.77%	1,869	12.85%	6,301	9.33%
Value \$500,000 - \$749,999	1,106	16.96%	2,576	17.71%	7,415	10.98%
Value \$750,000 - \$999,999	274	4.20%	697	4.79%	2,462	3.65%
Value \$1,000,000 or more	446	6.84%	960	6.60%	2,936	4.35%
2011 Med Housing Val-Owner Occupied	\$368,118		\$354,789		\$272,756	
2011 Housing Units by Yr Built	9,407		24,255		113,255	
Built 2005 to Present	373	3.97%	701	2.89%	3,397	3.00%
Built 2000 to 2004	1,914	20.35%	3,343	13.78%	13,006	11.48%
Built 1990 to 1999	2,642	28.09%	6,188	25.51%	16,456	14.53%
Built 1980 to 1989	1,525	16.21%	4,788	19.74%	24,095	21.27%
Built 1970 to 1979	1,691	17.98%	5,436	22.41%	31,712	28.00%
Built 1960 to 1969	588	6.25%	1,744	7.19%	12,902	11.39%
Built 1950 to 1959	490	5.21%	1,612	6.65%	9,011	7.96%
Built 1940 to 1949	84	0.89%	204	0.84%	1,272	1.12%
Built 1939 or Earlier	100	1.06%	239	0.99%	1,404	1.24%
2011 Median Year Built	1991		1986		1980	

Southbay Shopping Center

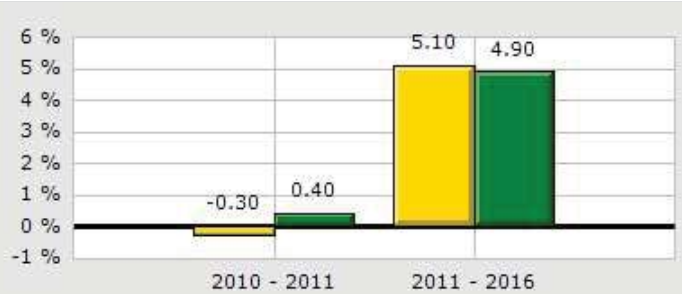
Type: **Shopping Center/Neighborhood Center**
 County: **Sarasota**

3 Mile
County

Population Growth



Household Growth



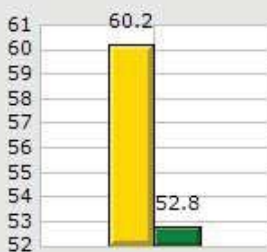
2011 Med Household Inc



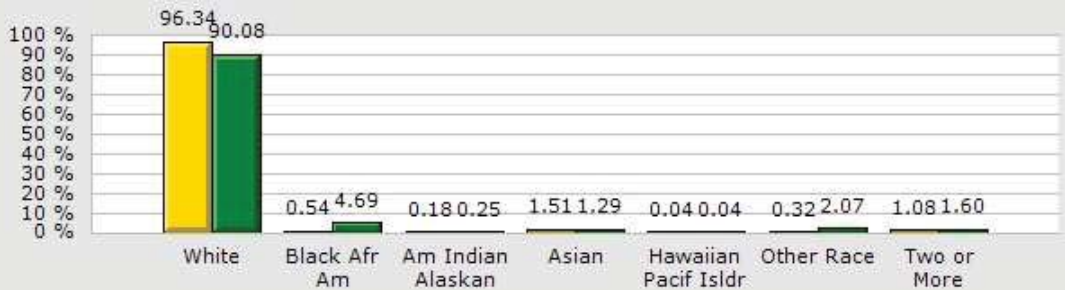
2011 Households by Household Income



2011 Median Age



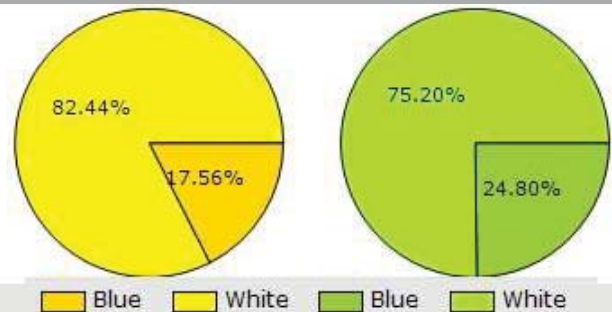
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Southbay Shopping Center

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

	3 Mile		County	
Population				
Growth 2010 - 2011	-0.30%		0.40%	
Growth 2011 - 2016	4.90%		4.80%	
2011 Blue Collar	899	17.56%	30,526	24.80%
2011 White Collar	4,222	82.44%	92,567	75.20%
2011 Population By Race				
	15,608		380,968	
White	15,036	96.34%	343,163	90.08%
Black Afr Am	84	0.54%	17,864	4.69%
Am Indian Alaskan	28	0.18%	948	0.25%
Asian	236	1.51%	4,906	1.29%
Hawaiian Pacif Islldr	6	0.04%	134	0.04%
Other Race	50	0.32%	7,872	2.07%
Two or More	168	1.08%	6,081	1.60%
Households				
Growth 2010 - 2011	-0.30%		0.40%	
Growth 2011 - 2016	5.10%		4.90%	
Renter Occupied	1,210	15.78%	46,308	26.24%
Owner Occupied	6,457	84.22%	130,153	73.76%
2011 Households by HH Income				
	7,666		176,461	
Income < \$35,000	2,297	29.96%	62,418	35.37%
Income \$35,000 - \$74,999	2,558	33.37%	65,445	37.09%
Income \$75,000 - \$149,999	1,821	23.75%	35,130	19.91%
Income \$150,000 - \$199,999	412	5.37%	6,272	3.55%
Income \$200,000+	578	7.54%	7,196	4.08%
2011 Median Household Income	\$56,369		\$47,169	
2011 Median Age	60.20		52.80	

Consumer Spending Report

Southbay Shopping Center

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$333,762	\$878,668	\$3,393,565
Total Apparel	\$12,170	\$32,244	\$127,125
Women's Apparel	4,597	12,101	47,126
Men's Apparel	2,530	6,677	26,185
Girl's Apparel	809	2,160	8,797
Boy's Apparel	602	1,623	6,736
Infant Apparel	657	1,776	7,220
Footwear (excl. Infants)	1,677	4,455	17,506
Other Apparel Prod/Services	1,297	3,451	13,555
Total Entertainment	\$32,256	\$84,621	\$326,860
Sports and Recreation	1,215	3,198	12,429
TV, Radio and Sound Equipment	10,865	28,784	112,005
Reading Materials	1,494	3,956	15,397
Travel	18,347	47,795	183,464
Photographic Equipment	334	887	3,565
Total Food At Home	\$27,077	\$71,946	\$280,009
Cereal Products	1,581	4,223	16,593
Bread & Bakery Products	3,631	9,659	37,673
Seafood	1,437	3,800	14,803
Meat/Poultry/Fish/Eggs	9,015	23,948	93,182
Dairy Products	4,333	11,537	45,007
Fruits and Vegetables	7,082	18,779	72,750
Total Food Away From Home	\$26,340	\$69,585	\$271,652
Breakfast and Brunch	2,438	6,518	25,787
Dinner	12,476	32,855	127,938
Lunch	8,787	23,224	90,113
Snacks and Non Alcoholic Bev	1,744	4,677	18,754
Catered Affairs	894	2,311	9,060

Consumer Spending Report

Southbay Shopping Center

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$4,704	\$12,518	\$49,921
Alcoholic Bev. at Home	2,981	7,847	30,469
Alcoholic Bev. away from Home	1,723	4,671	19,453
Total Furniture/Appliances	\$30,868	\$80,987	\$312,880
Bedroom Furniture	1,697	4,445	16,941
Living Room Furniture	2,577	6,774	26,502
Other Living & Family Room Furniture	771	1,990	7,519
Other Furniture	333	867	3,429
Major Appliances	2,937	7,694	29,350
Small Appliances & Housewares	6,128	16,126	62,649
Misc Household Equipment	16,424	43,091	166,490
Total Transportation/Maint.	\$76,617	\$201,010	\$766,705
New Autos/Trucks/Vans	22,345	57,729	216,321
Used Vehicles	17,057	45,343	176,084
Purchase of RVs or Boats	3,352	8,584	30,248
Gasoline	24,438	64,639	249,898
Diesel Fuel	540	1,399	4,995
Automotive Maintenance/Repair	8,886	23,316	89,158
Total Health Care	\$16,813	\$44,200	\$166,712
Medical Services	9,306	24,463	93,277
Prescription Drugs	5,840	15,346	56,764
Medical Supplies	1,667	4,392	16,671
Total Education/Day Care	\$20,693	\$54,962	\$225,146
Education	9,044	24,080	99,048
Room and Board	1,497	3,782	13,583
Tuition/School Supplies	7,915	21,076	86,874
Day Care, Nursery & Preschool	2,238	6,023	25,641

Southbay Shopping Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	487	2,930	6
Total Retail	81	838	10
Home Improvement Stores	2	2	1
General Merchandise Stores	2	341	171
Food Stores	4	22	6
Auto Dealers and Gas Stations	9	51	6
Apparel and Accessory Stores	3	13	4
Furniture and Home Furnishings	11	22	2
Eating and Drinking Places	19	275	14
Miscellaneous Retail Stores	31	112	4
Finance-Insurance-Real Estate	79	275	3
Banks, Saving and Lending Inst.	13	33	3
Security Brokers and Investments	11	35	3
Insurance Carriers and Agencies	13	67	5
Real Estate-Trust-Holding Co.	42	140	3
Services	206	1,294	6
Hotels and Lodging	11	69	6
Motion Picture and Amusement	17	239	14
Health Services	26	229	9
Legal Services	2	4	2
Educational Services	3	203	68
Auto Services	9	99	11
Other Services	138	451	3
Agriculture/Mining	17	66	4
Construction	52	167	3
Manufacturing	15	150	10
Transportation, Comm./Pub Util.	20	49	2
Wholesale Trade	15	54	4
Government	2	37	19
Daytime Population	2,930		
Daytime Population/Business	6		

Traffic Count Report

Southbay Shopping Center



Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Blackburn Point Rd	0.16 E	2010	3,460	MPSI	.55
2 Old Venice Rd	0.04 N	2010	4,126	MPSI	.70
3 Casey Key Rd	0.11 NW	2010	1,323	MPSI	.84