

Demographic Summary Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
Population			
2014 Projection	23,540	56,332	248,869
2009 Estimate	20,642	48,994	231,193
2000 Census	13,288	32,873	197,031
Growth 2009 - 2014	14.00%	15.00%	7.60%
Growth 2000 - 2009	55.30%	49.00%	17.30%
2009 Population by Hispanic Origin	544	1,200	6,286
2009 Population By Race	20,642	48,994	231,193
White	13,574 65.76%	29,409 60.03%	93,076 40.26%
Black or African American	6,431 31.15%	18,170 37.09%	130,512 56.45%
American Indian and Alaska Native	113 0.55%	211 0.43%	729 0.32%
Asian	110 0.53%	270 0.55%	2,007 0.87%
Native Hawaiian and Pacific Islander	7 0.03%	12 0.02%	85 0.04%
Other Race	118 0.57%	303 0.62%	1,738 0.75%
Two or More Races	288 1.40%	618 1.26%	3,047 1.32%
Households			
2014 Projection	8,719	21,309	96,104
2009 Estimate	7,586	18,419	88,833
2000 Census	4,689	12,089	74,008
Growth 2009 - 2014	14.90%	15.70%	8.20%
Growth 2000 - 2009	61.80%	52.40%	20.00%
Owner Occupied	5,679 74.86%	13,400 72.75%	59,280 66.73%
Renter Occupied	1,908 25.15%	5,019 27.25%	29,553 33.27%
2009 Households by HH Income	7,586	18,419	88,834
Income Less Than \$15,000	852 11.23%	2,034 11.04%	15,540 17.49%
Income: \$15,000 - \$24,999	680 8.96%	1,505 8.17%	9,950 11.20%
Income: \$25,000 - \$34,999	841 11.09%	2,064 11.21%	10,681 12.02%
Income: \$35,000 - \$49,999	1,492 19.67%	3,355 18.21%	14,764 16.62%
Income: \$50,000 - \$74,999	1,862 24.55%	4,354 23.64%	18,396 20.71%
Income: \$75,000 - \$99,999	1,038 13.68%	2,611 14.18%	10,053 11.32%
Income: \$100,000 - \$149,999	562 7.41%	1,877 10.19%	6,882 7.75%
Income: \$150,000 - \$249,999	220 2.90%	499 2.71%	2,039 2.30%
Income: \$250,000 - \$499,999	34 0.45%	100 0.54%	439 0.49%
Income: \$500,000 or more	5 0.07%	20 0.11%	90 0.10%
2009 Avg Household Income	\$58,397	\$60,986	\$53,389
2009 Med Household Income	\$49,188	\$51,141	\$43,337
2009 Per Capita Income	\$22,110	\$23,045	\$20,765

Demographic Detail Report

River City Marketplace

Radius	3 Mile		5 Mile		10 Mile	
Population						
2014 Projection	23,540		56,332		248,869	
2009 Estimate	20,642		48,994		231,193	
2000 Census	13,288		32,873		197,031	
Growth 2009 - 2014	14.00%		15.00%		7.60%	
Growth 2000 - 2009	55.30%		49.00%		17.30%	
2009 Population by Age	20,642		48,994		231,193	
Age 0 - 4	1,457	7.06%	3,479	7.10%	16,612	7.19%
Age 5 - 9	1,453	7.04%	3,478	7.10%	16,359	7.08%
Age 10 - 14	1,444	7.00%	3,480	7.10%	16,329	7.06%
Age 15 - 17	909	4.40%	2,184	4.46%	10,518	4.55%
Age 18 - 20	795	3.85%	1,958	4.00%	10,362	4.48%
Age 21 - 24	1,000	4.84%	2,429	4.96%	12,719	5.50%
Age 25 - 34	2,888	13.99%	6,793	13.86%	29,366	12.70%
Age 35 - 44	2,869	13.90%	6,813	13.91%	29,884	12.93%
Age 45 - 49	1,595	7.73%	3,900	7.96%	17,492	7.57%
Age 50 - 54	1,552	7.52%	3,685	7.52%	16,720	7.23%
Age 55 - 59	1,319	6.39%	3,138	6.40%	14,674	6.35%
Age 60 - 64	1,061	5.14%	2,482	5.07%	11,977	5.18%
Age 65 - 74	1,348	6.53%	3,031	6.19%	15,559	6.73%
Age 75 - 84	697	3.38%	1,605	3.28%	9,207	3.98%
Age 85 and over	255	1.24%	540	1.10%	3,415	1.48%
Age 16 and over	15,977	77.40%	37,834	77.22%	178,375	77.15%
Age 18 and over	15,379	74.50%	36,373	74.24%	171,375	74.13%
Age 21 and over	14,584	70.65%	34,415	70.24%	161,013	69.64%
Age 65 and over	2,300	11.14%	5,176	10.56%	28,181	12.19%
Median Age	36.30		36.10		36.20	
Average Age	36.70		36.40		36.90	

Demographic Detail Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
2009 Population By Race	20,642	48,994	231,193
White	13,574 65.76%	29,409 60.03%	93,076 40.26%
Black or African American	6,431 31.15%	18,170 37.09%	130,512 56.45%
American Indian and Alaska Native	113 0.55%	211 0.43%	729 0.32%
Asian	110 0.53%	270 0.55%	2,007 0.87%
Native Hawaiian and Pacific Islander	7 0.03%	12 0.02%	85 0.04%
Other Race	118 0.57%	303 0.62%	1,738 0.75%
Two or More Races	288 1.40%	618 1.26%	3,047 1.32%
2009 Population by Hispanic Origin	20,642	48,992	231,193
Not Hispanic or Latino	20,097 97.36%	47,793 97.55%	224,908 97.28%
Hispanic or Latino:	544 2.64%	1,200 2.45%	6,286 2.72%
Mexican	137 0.66%	291 0.59%	1,383 0.60%
Puerto Rican	166 0.80%	411 0.84%	2,296 0.99%
Cuban	63 0.31%	116 0.24%	648 0.28%
Other Hispanic or Latino	179 0.87%	381 0.78%	1,958 0.85%
2009 Age 5+ Language at Home	19,185	45,514	214,582
Speak Only English	18,596 96.93%	43,937 96.54%	203,715 94.94%
Speak Asian or Pacific Island	44 0.23%	146 0.32%	1,519 0.71%
Speak IndoEuropean	142 0.74%	409 0.90%	3,055 1.42%
Speak Spanish	368 1.92%	915 2.01%	5,239 2.44%
Speak Other Language	35 0.18%	107 0.24%	1,054 0.49%
2009 Median Age, Male	35.30	34.90	34.40
2009 Average Age, Male	35.80	35.50	35.50
Median Age, Female	37.30	37.10	37.70
Average Age, Female	37.60	37.30	38.10
2009 Population by Employment Status (Age 16+)	15,977	37,835	178,374
In Armed Forces	59 0.37%	167 0.44%	1,041 0.58%
Civilian, Employed	8,720 54.58%	21,007 55.52%	88,305 49.51%
Civilian, Unemployed	1,135 7.10%	2,746 7.26%	14,665 8.22%
Not In Labor Force	6,063 37.95%	13,915 36.78%	74,363 41.69%
2009 Population by Occupation Classification (Age 16+)	8,721	21,007	88,305
Blue Collar	2,579 29.57%	5,582 26.57%	21,727 24.60%
White Collar	4,704 53.94%	12,009 57.17%	49,815 56.41%
Service	1,438 16.49%	3,416 16.26%	16,763 18.98%

Demographic Detail Report

River City Marketplace

Radius	3 Mile	5 Mile	10 Mile
2000 Population by Marital Status (Age 15+)	16,288	38,557	181,893
Total, Never Married	4,130 25.36%	10,115 26.23%	56,714 31.18%
Married	8,684 53.32%	20,473 53.10%	85,794 47.17%
Widowed	1,002 6.15%	2,227 5.78%	14,128 7.77%
Divorced	2,472 15.18%	5,742 14.89%	25,257 13.89%
Males Divorced	634	1,525	8,543
Females Divorced	822	2,058	11,648
Males, Never Married	1,162	3,201	21,944
Females Never Married	1,077	2,741	21,260
2009 Population by Education	13,585	31,987	148,294
Less Than 9Th Grade	805 5.93%	1,540 4.81%	8,015 5.40%
Some High School, No Diploma	1,771 13.04%	3,838 12.00%	21,093 14.22%
High School Graduate (Includes Equivalency)	5,733 42.20%	13,052 40.80%	55,771 37.61%
Some College, No Degree	2,578 18.98%	6,446 20.15%	30,230 20.39%
Associate Degree	893 6.57%	2,533 7.92%	10,469 7.06%
Bachelor Degree	1,139 8.38%	3,117 9.74%	15,288 10.31%
Advanced Degrees	666 4.90%	1,461 4.57%	7,428 5.01%
2009 Population by Occupation (Age 16+)	10,160	24,422	105,068
Management, Business, & Financial	2,641 25.99%	6,724 27.53%	27,315 26.00%
Professional & Related Occupations	283 2.79%	763 3.12%	2,912 2.77%
Services	4,413 43.44%	10,416 42.65%	47,819 45.51%
Sales & Office	740 7.28%	2,008 8.22%	9,122 8.68%
Farming, Fishing, and Forestry	12 0.12%	19 0.08%	196 0.19%
Construction and Extraction, Maint	824 8.11%	1,688 6.91%	6,096 5.80%
Production & Transportation	1,247 12.27%	2,804 11.48%	11,608 11.05%
2009 Workers by Travel Time to Work (Age 16+)	8,779	21,175	89,346
Less Than 15 Minutes	1,479 16.85%	3,521 16.63%	14,663 16.41%
15 to 29 Minutes	3,794 43.22%	9,217 43.53%	37,375 41.83%
30 to 44 Minutes	2,394 27.27%	5,740 27.11%	23,524 26.33%
45 to 59 Minutes	608 6.93%	1,622 7.66%	7,068 7.91%
60+ Minutes	504 5.74%	1,075 5.08%	6,716 7.52%

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2000 Census	4,689	12,089	74,008
Growth 2009 - 2014	14.90%	15.70%	8.20%
Growth 2000 - 2009	61.80%	52.40%	20.00%
2000 Households by HH Size	4,688	12,088	74,007
1-Person Households	917 19.56%	2,471 20.44%	18,979 25.64%
2-Person Households	1,568 33.45%	4,018 33.24%	22,685 30.65%
3-Person Households	959 20.46%	2,423 20.04%	13,790 18.63%
4-Person Households	774 16.51%	1,932 15.98%	10,451 14.12%
5-Person Households	311 6.63%	830 6.87%	5,013 6.77%
6-Person Households	103 2.20%	273 2.26%	1,917 2.59%
7 or more Person Households	56 1.19%	141 1.17%	1,172 1.58%
2009 Average Household Size	2.67	2.63	2.57
2009 Households by HH Income	7,586	18,419	88,834
Income Less than \$15,000	852 11.23%	2,034 11.04%	15,540 17.49%
Income: \$15,000 - \$24,999	680 8.96%	1,505 8.17%	9,950 11.20%
Income: \$25,000 - \$34,999	841 11.09%	2,064 11.21%	10,681 12.02%
Income: \$35,000 - \$49,999	1,492 19.67%	3,355 18.21%	14,764 16.62%
Income: \$50,000 - \$74,999	1,862 24.55%	4,354 23.64%	18,396 20.71%
Income: \$75,000 - \$99,999	1,038 13.68%	2,611 14.18%	10,053 11.32%
Income: \$100,000 - \$149,999	562 7.41%	1,877 10.19%	6,882 7.75%
Income: \$150,000 - \$249,999	220 2.90%	499 2.71%	2,039 2.30%
Income: \$250,000 - \$499,999	34 0.45%	100 0.54%	439 0.49%
Income: \$500,000 or more	5 0.07%	20 0.11%	90 0.10%
2009 Avg Household Income	\$58,397	\$60,986	\$53,389
2009 Med Household Income	\$49,188	\$51,141	\$43,337
2009 Per Capita Income	\$22,110	\$23,045	\$20,765
2009 Occupied Housing	7,587	18,419	88,833
Owner Occupied	5,679 74.85%	13,400 72.75%	59,280 66.73%
Renter Occupied	1,908 25.15%	5,019 27.25%	29,553 33.27%

Demographic Detail Report

River City Marketplace

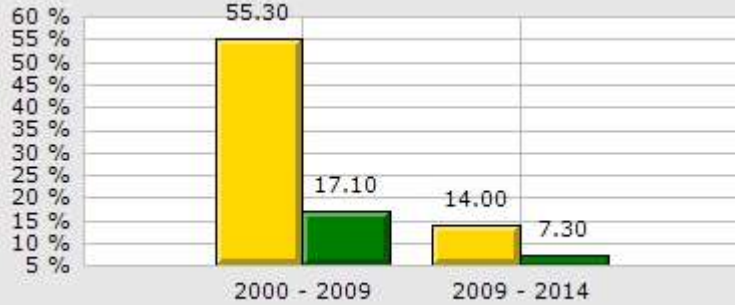
Radius	3 Mile		5 Mile		10 Mile	
2009 Housing Value - Owner Occupied	5,677		13,400		59,277	
Value Less than \$20,000	162	2.85%	243	1.81%	776	1.31%
Value \$20,000 - \$39,999	337	5.94%	512	3.82%	2,473	4.17%
Value \$40,000 - \$59,999	435	7.66%	788	5.88%	5,160	8.70%
Value \$60,000 - \$79,999	455	8.01%	923	6.89%	6,288	10.61%
Value \$80,000 - \$99,999	683	12.03%	1,756	13.10%	9,462	15.96%
Value \$100,000 - \$149,999	1,929	33.98%	4,319	32.23%	18,151	30.62%
Value \$150,000 - \$199,999	874	15.40%	2,095	15.63%	6,818	11.50%
Value \$200,000 - \$299,999	650	11.45%	2,076	15.49%	6,994	11.80%
Value \$300,000 - \$399,999	94	1.66%	324	2.42%	1,491	2.52%
Value \$400,000 - \$499,999	47	0.83%	223	1.66%	822	1.39%
Value \$500,000 - \$749,999	7	0.12%	102	0.76%	539	0.91%
Value \$750,000 - \$999,999	2	0.04%	19	0.14%	188	0.32%
Value \$1,000,000 or more	2	0.04%	20	0.15%	115	0.19%
2009 Med Housing Val-Owner Occupied	\$118,604		\$124,875		\$112,034	
2000 Housing Units by Units in Structure	4,947		12,951		82,123	
1 Unit Attached	62	1.25%	136	1.05%	2,140	2.61%
1 Unit Detached	3,276	66.22%	8,317	64.22%	54,810	66.74%
2 Units	11	0.22%	47	0.36%	2,782	3.39%
3 - 19 Units	326	6.59%	1,305	10.08%	9,584	11.67%
20 - 49 Units	34	0.69%	283	2.19%	1,466	1.79%
50 or more Units	96	1.94%	558	4.31%	3,746	4.56%
Mobile Home or Trailer	1,132	22.88%	2,287	17.66%	7,491	9.12%
Boat, RV, Van, Etc.	10	0.20%	18	0.14%	104	0.13%
2009 Housing Units by Yr Built	8,193		19,987		100,599	
Built 1999 to Present	2,834	34.59%	7,240	36.22%	20,018	19.90%
Built 1995 to 1998	452	5.52%	1,186	5.93%	3,986	3.96%
Built 1990 to 1994	735	8.97%	1,656	8.29%	4,917	4.89%
Built 1980 to 1989	1,171	14.29%	2,842	14.22%	10,462	10.40%
Built 1970 to 1979	929	11.34%	2,214	11.08%	13,188	13.11%
Built 1960 to 1969	946	11.55%	2,110	10.56%	18,186	18.08%
Built 1950 to 1959	737	9.00%	1,975	9.88%	16,459	16.36%
Built 1940 to 1949	303	3.70%	585	2.93%	7,511	7.47%
Built 1939 or Earlier	86	1.05%	179	0.90%	5,872	5.84%
2009 Median Year Built	1989		1990		1972	

River City Marketplace

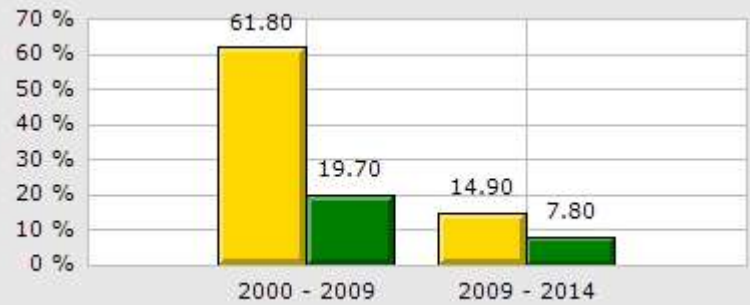
Type: Shopping Center/Theme/Festival Center
 County: Duval

3 Mile
 County

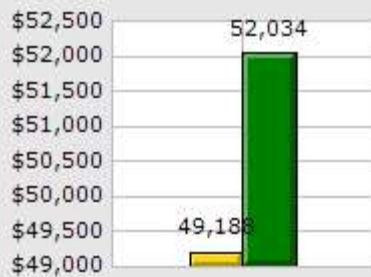
Population Growth



Household Growth



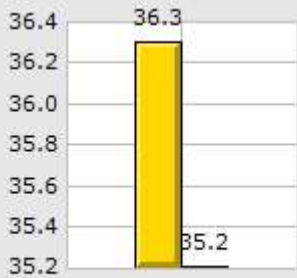
2009 Med Household Inc



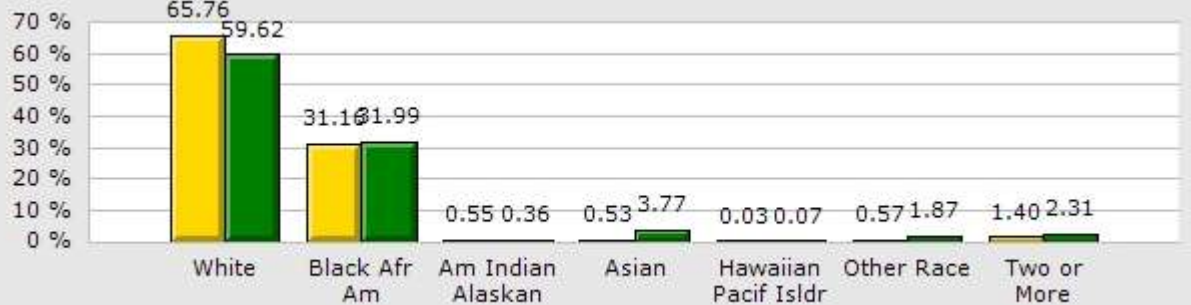
2009 Households by Household Income



2009 Median Age



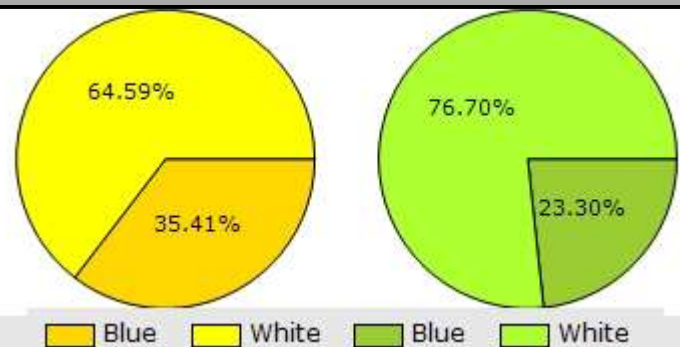
2009 Population by Race



2009 Renter vs. Owner



2009 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

River City Marketplace

Type: **Shopping Center/Theme/Festival Center**
 County: **Duval**

	3 Mile		County	
Population				
Growth 2000 - 2009	55.30%		17.10%	
Growth 2009 - 2014	14.00%		7.30%	
2009 Blue Collar	2,579	35.41%	74,302	23.30%
2009 White Collar	4,704	64.59%	244,618	76.70%
2009 Population By Race				
	20,641		911,944	
White	13,574	65.76%	543,677	59.62%
Black Afr Am	6,431	31.16%	291,763	31.99%
Am Indian Alaskan	113	0.55%	3,282	0.36%
Asian	110	0.53%	34,421	3.77%
Hawaiian Pacif Islldr	7	0.03%	676	0.07%
Other Race	118	0.57%	17,036	1.87%
Two or More	288	1.40%	21,089	2.31%
Households				
Growth 2000 - 2009	61.80%		19.70%	
Growth 2009 - 2014	14.90%		7.80%	
Renter Occupied	1,908	25.15%	135,736	37.33%
Owner Occupied	5,679	74.85%	227,839	62.67%
2009 Households by HH Income				
	7,586		363,574	
Income < \$35,000	2,373	31.28%	113,964	31.35%
Income \$35,000 - \$74,999	3,354	44.21%	140,520	38.65%
Income \$75,000 - \$149,999	1,600	21.09%	86,547	23.80%
Income \$150,000 - \$249,999	220	2.90%	17,472	4.81%
Income \$250,000+	39	0.51%	5,071	1.39%
2009 Median Household Income	\$49,188		\$52,034	
2009 Median Age	36.30		35.20	



Consumer Spending Report

River City Marketplace

2009 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$247,176	\$620,277	\$2,599,001
Total Apparel	\$8,244	\$21,043	\$90,607
Women's Apparel	3,325	8,519	36,807
Men's Apparel	1,973	5,056	21,477
Girl's Apparel	811	2,017	8,393
Boy's Apparel	643	1,601	6,742
Infant Apparel	596	1,503	6,317
Footwear (excl. Infants)	1,340	3,357	14,394
Other Apparel Prod/Services	896	2,348	10,872
Total Entertainment	\$20,879	\$53,542	\$223,676
Sports and Recreation	991	2,491	9,804
TV, Radio and Sound Equipment	7,780	19,623	84,427
Reading Materials	960	2,501	10,641
Travel	10,861	28,187	115,799
Photographic Equipment	288	740	3,005
Total Food At Home	\$19,658	\$49,738	\$214,920
Cereal Products	1,236	3,119	13,467
Bread & Bakery Products	2,637	6,672	28,616
Seafood	952	2,442	10,793
Meat/Poultry/Fish/Eggs	6,836	17,186	74,565
Dairy Products	3,242	8,193	34,928
Fruits and Vegetables	4,754	12,126	52,551
Total Food Away From Home	\$19,954	\$50,501	\$216,185
Breakfast and Brunch	1,822	4,661	20,452
Dinner	9,184	23,356	100,181
Lunch	6,932	17,287	73,484
Snacks and Non Alcoholic Bev	1,505	3,836	16,291
Catered Affairs	513	1,361	5,777

Consumer Spending Report

River City Marketplace

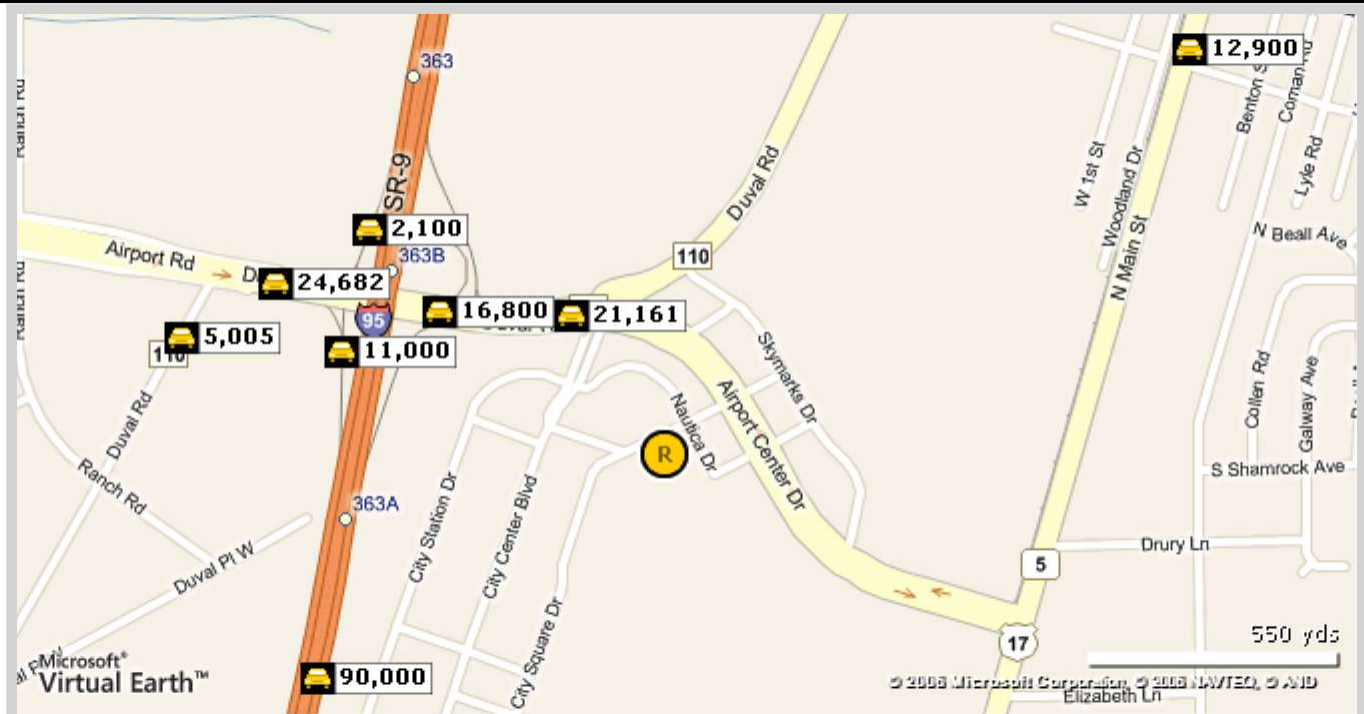
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$3,338	\$8,890	\$39,045
Alcoholic Bev. at Home	1,947	5,116	22,175
Alcoholic Bev. away from Home	1,391	3,774	16,870
Total Furniture/Appliances	\$22,878	\$57,932	\$238,847
Bedroom Furniture	1,311	3,318	14,097
Living Room Furniture	1,949	4,961	20,776
Other Living & Family Room Furniture	545	1,372	5,601
Other Furniture	214	545	2,128
Major Appliances	1,986	4,931	19,830
Small Appliances	4,730	12,036	49,442
Misc Household Equipment	12,143	30,770	126,974
Total Transportation/Maint.	\$126,479	\$312,883	\$1,297,871
New Autos/Trucks/Vans	16,543	41,180	168,235
Used Vehicles	14,655	35,797	148,553
Purchase of RVs or Boats	2,187	5,053	17,584
Gasoline	18,384	45,143	189,271
Diesel Fuel	392	877	3,146
Automotive Maintenance/Repair	5,950	14,992	63,018
Transportation	68,369	169,841	708,062
Total Health Care	\$10,985	\$27,268	\$115,442
Medical Services	6,164	15,443	63,947
Prescription Drugs	3,826	9,325	40,893
Medical Supplies	996	2,500	10,603
Total Education/Day Care	\$16,522	\$44,085	\$187,310
Education	7,120	19,158	81,898
Room and Board	873	2,130	8,851
Tuition/School Supplies	6,311	17,091	73,241
Day Care, Nursery & Preschool	2,217	5,706	23,321

River City Marketplace

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	714	10,502	15
Total Retail	196	2,578	13
Home Improvement Stores	16	70	4
General Merchandise Stores	3	25	8
Food Stores	25	126	5
Auto Dealers and Gas Stations	35	221	6
Apparel and Accessory Stores	12	64	5
Furniture and Home Furnishings	12	52	4
Eating and Drinking Places	51	960	19
Miscellaneous Retail Stores	42	1,060	25
Finance-Insurance-Real Estate	36	553	15
Banks, Saving and Lending Inst.	11	31	3
Security Brokers and Investments	1	0	0
Insurance Carriers and Agencies	7	17	2
Real Estate-Trust-Holding Co.	17	505	30
Services	258	3,407	13
Hotels and Lodging	18	367	20
Motion Picture and Amusement	12	176	15
Health Services	13	479	37
Legal Services	4	9	2
Educational Services	7	448	64
Auto Services	39	681	17
Other Services	165	1,247	8
Agriculture/Mining	16	61	4
Construction	73	553	8
Manufacturing	25	1,750	70
Transportation, Comm./Pub Util.	70	963	14
Wholesale Trade	32	425	13
Government	8	212	27
Daytime Population	10,502		
Daytime Population/Business	15		
Residential Population	20,642		
Residential Population/Business	29		

Traffic Count Report

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 Pl	0.04 E	2007	21,161	AADT	.21
2	Duval Rd	I-95	0.06 W	2007	16,800	AADT	.34
3	Ranch Rd	Duval Rd	0.07 N	2007	11,000	AADT	.43
4	I-95	Duval Rd	0.09 S	2005	2,100	AADT	.47
5	I-95	State Highway 111	0.25 N	2007	90,000	AADT	.53
6	Duval Rd	Airport Rd	0.08 W	2004	24,682	AADT	.54
7	Duval Rd	Airport Ac	0.08 NE	2007	5,005	AADT	.64
8	Main St N	Eubanks St E	0.02 S	2007	12,900	AADT	.85