

Demographic Summary Report

New Towne Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|---|----------|--------|----------|--------|----------|--------|
| Population | | | | | | |
| 2016 Projection | 86,084 | | 168,049 | | 570,700 | |
| 2011 Estimate | 87,861 | | 172,008 | | 584,806 | |
| 2010 Census | 87,558 | | 171,788 | | 585,960 | |
| Growth 2011 - 2016 | -2.00% | | -2.30% | | -2.40% | |
| Growth 2010 - 2011 | 0.30% | | 0.10% | | -0.20% | |
| 2011 Population by Hispanic Origin | 2,505 | | 5,215 | | 18,142 | |
| 2011 Population By Race | 87,861 | | 172,008 | | 584,806 | |
| White | 65,559 | 74.62% | 131,187 | 76.27% | 437,099 | 74.74% |
| Black or African American | 8,292 | 9.44% | 19,401 | 11.28% | 96,236 | 16.46% |
| American Indian and Alaska Native | 215 | 0.24% | 506 | 0.29% | 1,917 | 0.33% |
| Asian | 11,194 | 12.74% | 15,838 | 9.21% | 30,551 | 5.22% |
| Native Hawaiian and Pacific Islander | 24 | 0.03% | 39 | 0.02% | 134 | 0.02% |
| Other Race | 492 | 0.56% | 1,195 | 0.69% | 4,456 | 0.76% |
| Two or More Races | 2,085 | 2.37% | 3,839 | 2.23% | 14,411 | 2.46% |
| Households | | | | | | |
| 2016 Projection | 31,813 | | 66,742 | | 228,463 | |
| 2011 Estimate | 32,266 | | 67,981 | | 232,890 | |
| 2010 Census | 32,239 | | 68,015 | | 233,703 | |
| Growth 2011 - 2016 | -1.40% | | -1.80% | | -1.90% | |
| Growth 2010 - 2011 | 0.10% | | 0.00% | | -0.30% | |
| Owner Occupied | 24,441 | 75.75% | 48,170 | 70.86% | 164,745 | 70.74% |
| Renter Occupied | 7,825 | 24.25% | 19,812 | 29.14% | 68,144 | 29.26% |
| 2011 Households by HH Income | 32,266 | | 67,980 | | 232,886 | |
| Income Less Than \$15,000 | 1,927 | 5.97% | 5,726 | 8.42% | 26,200 | 11.25% |
| Income: \$15,000 - \$24,999 | 2,421 | 7.50% | 6,658 | 9.79% | 23,666 | 10.16% |
| Income: \$25,000 - \$34,999 | 2,746 | 8.51% | 6,323 | 9.30% | 23,490 | 10.09% |
| Income: \$35,000 - \$49,999 | 3,557 | 11.02% | 8,841 | 13.01% | 32,745 | 14.06% |
| Income: \$50,000 - \$74,999 | 4,955 | 15.36% | 11,150 | 16.40% | 42,592 | 18.29% |
| Income: \$75,000 - \$99,999 | 4,957 | 15.36% | 9,611 | 14.14% | 30,363 | 13.04% |
| Income: \$100,000 - \$149,999 | 7,118 | 22.06% | 12,049 | 17.72% | 32,722 | 14.05% |
| Income: \$150,000 - \$199,999 | 2,718 | 8.42% | 4,305 | 6.33% | 11,185 | 4.80% |
| Income: \$200,000+ | 1,867 | 5.79% | 3,317 | 4.88% | 9,923 | 4.26% |
| 2011 Avg Household Income | \$90,043 | | \$79,837 | | \$72,097 | |
| 2011 Med Household Income | \$76,990 | | \$62,186 | | \$54,397 | |
| 2011 Per Capita Income | \$33,187 | | \$31,661 | | \$29,070 | |

Demographic Detail Report

New Towne Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|-------------------------------|---------------|--------|----------------|--------|----------------|--------|
| Population | | | | | | |
| 2016 Projection | 86,084 | | 168,049 | | 570,700 | |
| 2011 Estimate | 87,861 | | 172,008 | | 584,806 | |
| 2010 Census | 87,558 | | 171,788 | | 585,960 | |
| Growth 2011 - 2016 | -2.00% | | -2.30% | | -2.40% | |
| Growth 2010 - 2011 | 0.30% | | 0.10% | | -0.20% | |
| 2011 Population by Age | | | | | | |
| | 87,861 | | 172,008 | | 584,806 | |
| Age 0 - 4 | 5,364 | 6.11% | 10,503 | 6.11% | 34,241 | 5.86% |
| Age 5 - 9 | 6,633 | 7.55% | 11,836 | 6.88% | 37,485 | 6.41% |
| Age 10 - 14 | 7,060 | 8.04% | 12,324 | 7.16% | 40,085 | 6.85% |
| Age 15 - 19 | 6,233 | 7.09% | 11,423 | 6.64% | 41,648 | 7.12% |
| Age 20 - 24 | 4,637 | 5.28% | 9,712 | 5.65% | 37,449 | 6.40% |
| Age 25 - 34 | 10,298 | 11.72% | 21,054 | 12.24% | 71,050 | 12.15% |
| Age 35 - 44 | 13,729 | 15.63% | 25,923 | 15.07% | 80,513 | 13.77% |
| Age 45 - 49 | 7,246 | 8.25% | 13,795 | 8.02% | 45,214 | 7.73% |
| Age 50 - 54 | 6,686 | 7.61% | 13,173 | 7.66% | 46,282 | 7.91% |
| Age 55 - 59 | 5,788 | 6.59% | 11,617 | 6.75% | 40,280 | 6.89% |
| Age 60 - 64 | 5,254 | 5.98% | 10,350 | 6.02% | 33,332 | 5.70% |
| Age 65 - 74 | 5,424 | 6.17% | 11,328 | 6.59% | 40,420 | 6.91% |
| Age 75 - 84 | 2,441 | 2.78% | 6,114 | 3.55% | 25,743 | 4.40% |
| Age 85 and over | 1,068 | 1.22% | 2,855 | 1.66% | 11,064 | 1.89% |
| Age 65 and over | 8,933 | 10.17% | 20,297 | 11.80% | 77,227 | 13.21% |
| Median Age | 37.80 | | 38.60 | | 38.90 | |
| Average Age | 36.90 | | 38.00 | | 38.60 | |

Demographic Detail Report

New Towne Plaza

| Radius | 3 Mile | 5 Mile | 10 Mile |
|---|---------------|----------------|----------------|
| 2011 Population By Race | 87,861 | 172,008 | 584,806 |
| White | 65,559 74.62% | 131,187 76.27% | 437,099 74.74% |
| Black or African American | 8,292 9.44% | 19,401 11.28% | 96,236 16.46% |
| American Indian and Alaska Native | 215 0.24% | 506 0.29% | 1,917 0.33% |
| Asian | 11,194 12.74% | 15,838 9.21% | 30,551 5.22% |
| Native Hawaiian and Pacific Islander | 24 0.03% | 39 0.02% | 134 0.02% |
| Other Race | 492 0.56% | 1,195 0.69% | 4,456 0.76% |
| Two or More Races | 2,085 2.37% | 3,839 2.23% | 14,411 2.46% |
| 2011 Population by Hispanic Origin | 87,861 | 172,005 | 584,804 |
| Not Hispanic or Latino | 85,356 97.15% | 166,790 96.97% | 566,662 96.90% |
| Hispanic or Latino | 2,505 2.85% | 5,215 3.03% | 18,142 3.10% |
| 2011 Age 5+ Language at Home | 74,856 | 148,123 | 532,631 |
| Speak Only English | 61,238 81.81% | 126,261 85.24% | 469,163 88.08% |
| Speak Asian or Pacific Island | 3,634 4.85% | 5,782 3.90% | 14,145 2.66% |
| Speak IndoEuropean | 7,185 9.60% | 11,053 7.46% | 27,051 5.08% |
| Speak Spanish | 1,322 1.77% | 2,866 1.93% | 10,424 1.96% |
| Speak Other Language | 1,477 1.97% | 2,161 1.46% | 11,848 2.22% |
| 2011 Median Age, Male | 37.10 | 37.60 | 37.60 |
| 2011 Average Age, Male | 36.10 | 36.90 | 37.40 |
| Median Age, Female | 38.50 | 39.60 | 40.10 |
| Average Age, Female | 37.70 | 39.00 | 39.80 |
| 2011 Population by Occupation Classification (Age 16+) | 39,570 | 78,949 | 271,907 |
| Blue Collar | 5,726 14.47% | 13,567 17.18% | 54,041 19.87% |
| White Collar | 29,067 73.46% | 54,769 69.37% | 173,986 63.99% |
| Service | 4,777 12.07% | 10,613 13.44% | 43,880 16.14% |
| 2011 Population by Marital Status (Age 15+) | 61,690 | 125,154 | 456,493 |
| Total, Never Married | 15,318 24.83% | 33,693 26.92% | 142,365 31.19% |
| Married | 38,608 62.58% | 72,846 58.21% | 236,779 51.87% |
| Widowed | 2,725 4.42% | 6,735 5.38% | 28,159 6.17% |
| Divorced | 5,039 8.17% | 11,880 9.49% | 49,190 10.78% |

Demographic Detail Report

New Towne Plaza

| Radius | 3 Mile | 5 Mile | 10 Mile |
|--|---------------|----------------|----------------|
| 2011 Population by Education | 52,415 | 106,677 | 377,835 |
| Less Than 9th Grade | 989 1.89% | 1,897 1.78% | 8,835 2.34% |
| Some High School, No Diploma | 1,830 3.49% | 5,474 5.13% | 28,104 7.44% |
| High School Grad (Incl Equivalency) | 10,730 20.47% | 25,990 24.36% | 104,281 27.60% |
| Some College, No Degree | 10,358 19.76% | 22,241 20.85% | 86,462 22.88% |
| Associate Degree | 4,108 7.84% | 7,963 7.46% | 28,251 7.48% |
| Bachelor Degree | 14,584 27.82% | 26,186 24.55% | 74,347 19.68% |
| Advanced Degrees | 9,816 18.73% | 16,926 15.87% | 47,555 12.59% |
| 2011 Population by Occupation (Age 16+) | 44,348 | 89,564 | 315,786 |
| Management, Business, & Financial | 14,453 32.59% | 27,913 31.17% | 88,577 28.05% |
| Professional & Related Occupations | 4,084 9.21% | 6,865 7.66% | 18,202 5.76% |
| Services | 16,396 36.97% | 34,411 38.42% | 133,619 42.31% |
| Sales & Office | 4,644 10.47% | 8,980 10.03% | 30,537 9.67% |
| Farming, Fishing, and Forestry | 0 0.00% | 67 0.07% | 313 0.10% |
| Construction and Extraction, Maint | 762 1.72% | 2,036 2.27% | 9,439 2.99% |
| Production & Transportation | 4,009 9.04% | 9,292 10.37% | 35,099 11.11% |
| 2011 Workers by Travel Time to Work (Age 16+) | 40,404 | 80,798 | 276,321 |
| Less Than 15 Minutes | 7,840 19.40% | 17,185 21.27% | 62,364 22.57% |
| 15 to 29 Minutes | 13,611 33.69% | 28,081 34.75% | 102,701 37.17% |
| 30 to 44 Minutes | 10,792 26.71% | 19,831 24.54% | 62,052 22.46% |
| 45 to 59 Minutes | 3,220 7.97% | 6,162 7.63% | 19,319 6.99% |
| 60+ Minutes | 4,941 12.23% | 9,539 11.81% | 29,885 10.82% |
| 2000 Households by HH Size | 32,238 | 68,015 | 233,703 |
| 1-Person Households | 7,139 22.14% | 18,749 27.57% | 67,261 28.78% |
| 2-Person Households | 10,028 31.11% | 21,531 31.66% | 74,677 31.95% |
| 3-Person Households | 5,582 17.31% | 11,002 16.18% | 38,027 16.27% |
| 4-Person Households | 5,891 18.27% | 10,439 15.35% | 32,342 13.84% |
| 5-Person Households | 2,430 7.54% | 4,242 6.24% | 13,932 5.96% |
| 6-Person Households | 830 2.57% | 1,438 2.11% | 4,965 2.12% |
| 7 or more Person Households | 338 1.05% | 614 0.90% | 2,499 1.07% |
| 2011 Average Household Size | 2.72 | 2.52 | 2.48 |

Demographic Detail Report

New Towne Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|-------------------------------------|---------------|--------|---------------|--------|----------------|--------|
| Households | | | | | | |
| 2016 Projection | 31,813 | | 66,742 | | 228,463 | |
| 2011 Estimate | 32,266 | | 67,981 | | 232,890 | |
| 2010 Census | 32,239 | | 68,015 | | 233,703 | |
| Growth 2011 - 2016 | -1.40% | | -1.80% | | -1.90% | |
| Growth 2010 - 2011 | 0.10% | | 0.00% | | -0.30% | |
| 2011 Households by HH Income | | | | | | |
| | 32,266 | | 67,980 | | 232,886 | |
| Income: Less than \$15,000 | 1,927 | 5.97% | 5,726 | 8.42% | 26,200 | 11.25% |
| Income: \$15,000 - \$24,999 | 2,421 | 7.50% | 6,658 | 9.79% | 23,666 | 10.16% |
| Income: \$25,000 - \$34,999 | 2,746 | 8.51% | 6,323 | 9.30% | 23,490 | 10.09% |
| Income: \$35,000 - \$49,999 | 3,557 | 11.02% | 8,841 | 13.01% | 32,745 | 14.06% |
| Income: \$50,000 - \$74,999 | 4,955 | 15.36% | 11,150 | 16.40% | 42,592 | 18.29% |
| Income: \$75,000 - \$99,999 | 4,957 | 15.36% | 9,611 | 14.14% | 30,363 | 13.04% |
| Income: \$100,000 - \$149,999 | 7,118 | 22.06% | 12,049 | 17.72% | 32,722 | 14.05% |
| Income: \$150,000 - \$199,999 | 2,718 | 8.42% | 4,305 | 6.33% | 11,185 | 4.80% |
| Income: \$200,000+ | 1,867 | 5.79% | 3,317 | 4.88% | 9,923 | 4.26% |
| 2011 Avg Household Income | | | | | | |
| | \$90,043 | | \$79,837 | | \$72,097 | |
| 2011 Med Household Income | | | | | | |
| | \$76,990 | | \$62,186 | | \$54,397 | |
| 2011 Per Capita Income | | | | | | |
| | \$33,187 | | \$31,661 | | \$29,070 | |
| 2011 Occupied Housing | | | | | | |
| | 32,266 | | 67,982 | | 232,889 | |
| Owner Occupied | 24,441 | 75.75% | 48,170 | 70.86% | 164,745 | 70.74% |
| Renter Occupied | 7,825 | 24.25% | 19,812 | 29.14% | 68,144 | 29.26% |
| 2000 Housing Units | | | | | | |
| | 29,810 | | 64,603 | | 234,870 | |
| 1 Unit Attached | 2,827 | 9.48% | 6,305 | 9.76% | 15,029 | 6.40% |
| 1 Unit Detached | 19,902 | 66.76% | 39,144 | 60.59% | 155,961 | 66.40% |
| 2 Units | 202 | 0.68% | 611 | 0.95% | 3,215 | 1.37% |
| 3 - 19 Units | 5,286 | 17.73% | 12,735 | 19.71% | 39,657 | 16.88% |
| 20 - 49 Units | 458 | 1.54% | 1,286 | 1.99% | 5,260 | 2.24% |
| 50 or more Units | 545 | 1.83% | 2,262 | 3.50% | 7,114 | 3.03% |
| Mobile Home or Trailer | 581 | 1.95% | 2,251 | 3.48% | 8,572 | 3.65% |
| Boat, RV, Van, Etc. | 9 | 0.03% | 9 | 0.01% | 62 | 0.03% |

Demographic Detail Report

New Towne Plaza

| Radius | 3 Mile | | 5 Mile | | 10 Mile | |
|--|------------------|--------|------------------|--------|------------------|--------|
| 2011 Housing Value - Owner Occupied | 22,326 | | 45,090 | | 160,896 | |
| Value Less than \$20,000 | 359 | 1.61% | 1,039 | 2.30% | 4,127 | 2.57% |
| Value \$20,000 - \$39,999 | 190 | 0.85% | 575 | 1.28% | 2,914 | 1.81% |
| Value \$40,000 - \$59,999 | 109 | 0.49% | 395 | 0.88% | 2,897 | 1.80% |
| Value \$60,000 - \$79,999 | 137 | 0.61% | 678 | 1.50% | 4,999 | 3.11% |
| Value \$80,000 - \$99,999 | 207 | 0.93% | 916 | 2.03% | 8,419 | 5.23% |
| Value \$100,000 - \$149,999 | 1,734 | 7.77% | 5,506 | 12.21% | 34,780 | 21.62% |
| Value \$150,000 - \$199,999 | 4,064 | 18.20% | 10,209 | 22.64% | 37,952 | 23.59% |
| Value \$200,000 - \$299,999 | 9,957 | 44.60% | 15,004 | 33.28% | 35,785 | 22.24% |
| Value \$300,000 - \$399,999 | 3,530 | 15.81% | 6,241 | 13.84% | 15,454 | 9.60% |
| Value \$400,000 - \$499,999 | 1,253 | 5.61% | 2,555 | 5.67% | 6,559 | 4.08% |
| Value \$500,000 - \$749,999 | 643 | 2.88% | 1,573 | 3.49% | 5,093 | 3.17% |
| Value \$750,000 - \$999,999 | 68 | 0.30% | 174 | 0.39% | 1,067 | 0.66% |
| Value \$1,000,000 or more | 75 | 0.34% | 225 | 0.50% | 850 | 0.53% |
| 2011 Med Housing Val-Owner Occupied | \$233,488 | | \$216,075 | | \$175,342 | |
| 2011 Housing Units by Yr Built | 29,809 | | 64,603 | | 234,872 | |
| Built 2005 to Present | 828 | 2.78% | 1,943 | 3.01% | 4,363 | 1.86% |
| Built 2000 to 2004 | 3,433 | 11.52% | 7,125 | 11.03% | 17,203 | 7.32% |
| Built 1990 to 1999 | 6,445 | 21.62% | 13,034 | 20.18% | 28,513 | 12.14% |
| Built 1980 to 1989 | 3,929 | 13.18% | 8,517 | 13.18% | 26,809 | 11.41% |
| Built 1970 to 1979 | 11,127 | 37.33% | 17,791 | 27.54% | 46,049 | 19.61% |
| Built 1960 to 1969 | 1,948 | 6.53% | 7,385 | 11.43% | 36,774 | 15.66% |
| Built 1950 to 1959 | 1,137 | 3.81% | 4,714 | 7.30% | 48,710 | 20.74% |
| Built 1940 to 1949 | 411 | 1.38% | 1,768 | 2.74% | 13,468 | 5.73% |
| Built 1939 or Earlier | 551 | 1.85% | 2,326 | 3.60% | 12,983 | 5.53% |
| 2011 Median Year Built | 1980 | | 1979 | | 1971 | |

Demographic Market Comparison Report

3 mile radius

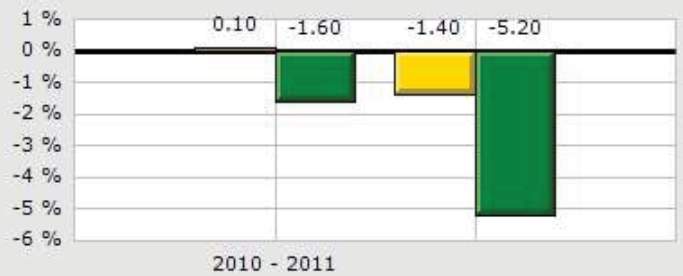
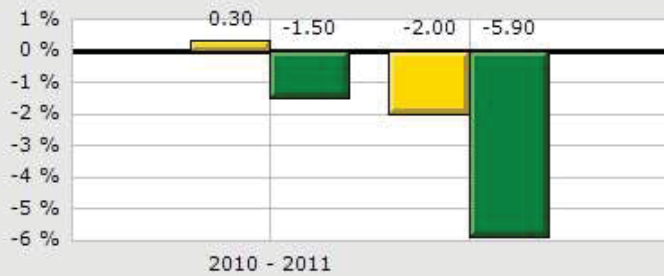
New Towne Plaza

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

3 Mile
County

Population Growth

Household Growth



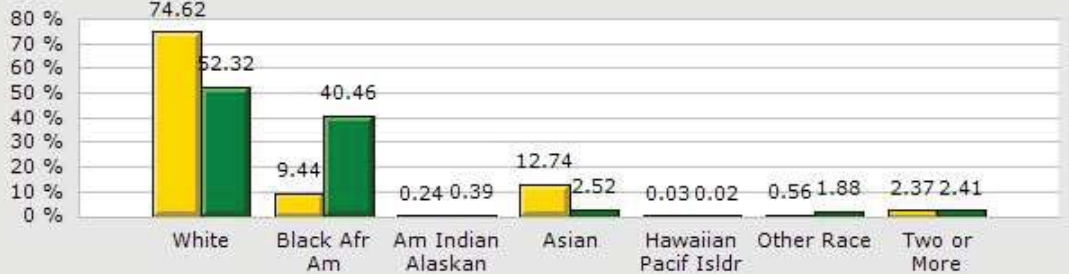
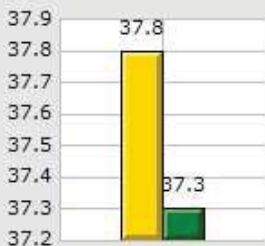
2011 Med Household Inc

2011 Households by Household Income



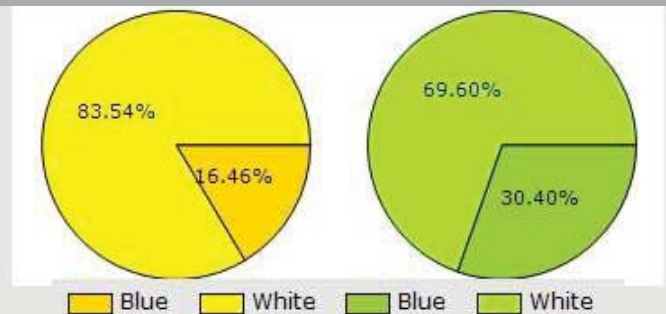
2011 Median Age

2011 Population by Race



2011 Renter vs. Owner

2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

New Towne Plaza

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

| | 3 Mile | | County | |
|-------------------------------------|---------------|--------|------------------|--------|
| Population | | | | |
| Growth 2010 - 2011 | 0.30% | | -1.50% | |
| Growth 2011 - 2016 | -2.00% | | -5.90% | |
| 2011 Blue Collar | 5,726 | 16.46% | 186,357 | 30.40% |
| 2011 White Collar | 29,067 | 83.54% | 426,560 | 69.60% |
| 2011 Population By Race | | | | |
| | 87,861 | | 1,792,617 | |
| White | 65,559 | 74.62% | 937,823 | 52.32% |
| Black Afr Am | 8,292 | 9.44% | 725,329 | 40.46% |
| Am Indian Alaskan | 215 | 0.24% | 6,923 | 0.39% |
| Asian | 11,194 | 12.74% | 45,214 | 2.52% |
| Hawaiian Pacif Islr | 24 | 0.03% | 393 | 0.02% |
| Other Race | 492 | 0.56% | 33,710 | 1.88% |
| Two or More | 2,085 | 2.37% | 43,225 | 2.41% |
| Households | | | | |
| Growth 2010 - 2011 | 0.10% | | -1.60% | |
| Growth 2011 - 2016 | -1.40% | | -5.20% | |
| Renter Occupied | 7,825 | 24.25% | 247,480 | 35.77% |
| Owner Occupied | 24,441 | 75.75% | 444,330 | 64.23% |
| 2011 Households by HH Income | | | | |
| | 32,266 | | 691,797 | |
| Income < \$35,000 | 7,094 | 21.99% | 302,777 | 43.77% |
| Income \$35,000 - \$74,999 | 8,512 | 26.38% | 220,330 | 31.85% |
| Income \$75,000 - \$149,999 | 12,075 | 37.42% | 134,483 | 19.44% |
| Income \$150,000 - \$199,999 | 2,718 | 8.42% | 19,131 | 2.77% |
| Income \$200,000+ | 1,867 | 5.79% | 15,076 | 2.18% |
| 2011 Median Household Income | \$76,990 | | \$40,165 | |
| 2011 Median Age | 37.80 | | 37.30 | |

Consumer Spending Report

New Towne Plaza

| 2011 Annual Spending (in Thousands) | 3 Mile | 5 Mile | 10 Mile |
|--|--------------------|--------------------|--------------------|
| Total Specified Consumer Spending | \$1,539,976 | \$2,883,870 | \$8,960,761 |
| Total Apparel | \$61,831 | \$116,385 | \$360,217 |
| Women's Apparel | 21,603 | 40,698 | 126,811 |
| Men's Apparel | 12,665 | 23,780 | 73,495 |
| Girl's Apparel | 4,910 | 9,025 | 27,531 |
| Boy's Apparel | 3,817 | 7,094 | 21,877 |
| Infant Apparel | 3,891 | 7,346 | 22,575 |
| Footwear (excl. Infants) | 8,444 | 15,928 | 49,343 |
| Other Apparel Prod/Services | 6,502 | 12,514 | 38,584 |
| Total Entertainment | \$147,007 | \$273,408 | \$842,142 |
| Sports and Recreation | 6,153 | 11,246 | 34,191 |
| TV, Radio and Sound Equipment | 50,340 | 95,422 | 299,308 |
| Reading Materials | 6,352 | 12,036 | 38,070 |
| Travel | 82,281 | 151,223 | 459,990 |
| Photographic Equipment | 1,880 | 3,481 | 10,582 |
| Total Food At Home | \$123,046 | \$233,990 | \$734,701 |
| Cereal Products | 7,479 | 14,243 | 44,720 |
| Bread & Bakery Products | 16,280 | 30,982 | 98,189 |
| Seafood | 6,618 | 12,530 | 38,683 |
| Meat/Poultry/Fish/Eggs | 41,356 | 78,774 | 247,745 |
| Dairy Products | 19,745 | 37,546 | 118,401 |
| Fruits and Vegetables | 31,568 | 59,915 | 186,963 |
| Total Food Away From Home | \$126,444 | \$238,437 | \$740,983 |
| Breakfast and Brunch | 11,752 | 22,524 | 70,677 |
| Dinner | 59,441 | 111,892 | 347,479 |
| Lunch | 41,455 | 78,111 | 242,582 |
| Snacks and Non Alcoholic Bev | 9,307 | 17,627 | 54,536 |
| Catered Affairs | 4,489 | 8,283 | 25,708 |

Consumer Spending Report

New Towne Plaza

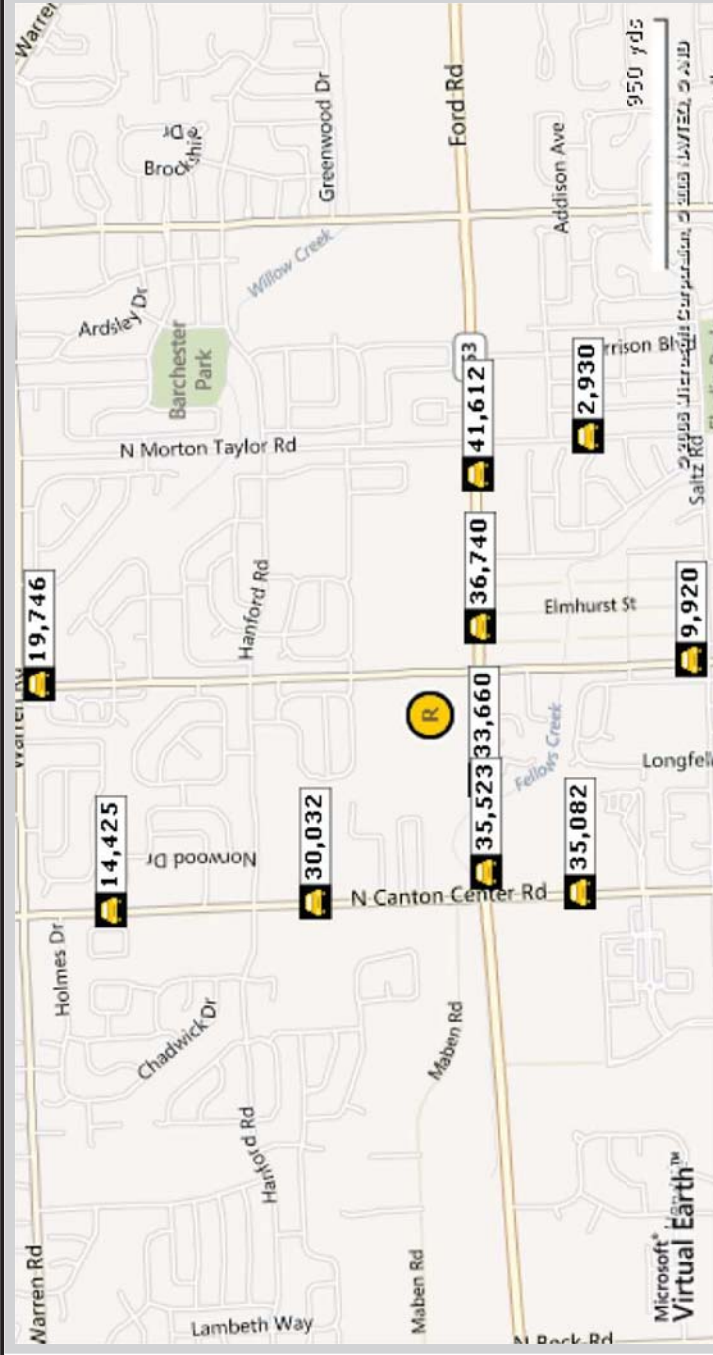
| Annual Spending (in Thousands) | 3 Mile | 5 Mile | 10 Mile |
|--------------------------------------|------------------|------------------|--------------------|
| Total Alcoholic Beverages | \$23,899 | \$45,715 | \$143,293 |
| Alcoholic Bev. at Home | 13,892 | 26,274 | 81,522 |
| Alcoholic Bev. away from Home | 10,006 | 19,440 | 61,771 |
| Total Furniture/Appliances | \$145,172 | \$268,255 | \$821,327 |
| Bedroom Furniture | 8,042 | 14,760 | 44,267 |
| Living Room Furniture | 12,708 | 23,566 | 72,119 |
| Other Living & Family Room Furniture | 3,585 | 6,467 | 19,359 |
| Other Furniture | 1,706 | 3,110 | 9,583 |
| Major Appliances | 12,498 | 23,067 | 71,711 |
| Small Appliances & Housewares | 29,632 | 54,947 | 168,117 |
| Misc Household Equipment | 77,000 | 142,337 | 436,170 |
| Total Transportation/Maint. | \$342,404 | \$639,899 | \$1,988,885 |
| New Autos/Trucks/Vans | 95,911 | 175,596 | 534,802 |
| Used Vehicles | 82,541 | 155,846 | 486,067 |
| Purchase of RVs or Boats | 10,970 | 19,552 | 58,410 |
| Gasoline | 112,268 | 212,601 | 672,229 |
| Diesel Fuel | 1,962 | 3,512 | 10,739 |
| Automotive Maintenance/Repair | 38,751 | 72,792 | 226,637 |
| Total Health Care | \$62,682 | \$118,906 | \$380,875 |
| Medical Services | 37,857 | 70,995 | 223,235 |
| Prescription Drugs | 18,592 | 36,075 | 119,784 |
| Medical Supplies | 6,234 | 11,837 | 37,856 |
| Total Education/Day Care | \$122,347 | \$227,588 | \$709,011 |
| Education | 53,242 | 99,694 | 313,594 |
| Room and Board | 5,682 | 10,208 | 31,144 |
| Tuition/School Supplies | 46,625 | 87,503 | 276,231 |
| Day Care, Nursery & Preschool | 16,798 | 30,183 | 88,042 |

New Towne Plaza

| Business Employment by Type | # of Businesses | # Employees | #Emp/Bus |
|--|-----------------|---------------|-----------|
| Total Businesses | 2,216 | 21,271 | 10 |
| Total Retail | 477 | 5,768 | 12 |
| Home Improvement Stores | 31 | 510 | 16 |
| General Merchandise Stores | 14 | 1,003 | 72 |
| Food Stores | 48 | 691 | 14 |
| Auto Dealers and Gas Stations | 44 | 442 | 10 |
| Apparel and Accessory Stores | 21 | 42 | 2 |
| Furniture and Home Furnishings | 40 | 187 | 5 |
| Eating and Drinking Places | 151 | 2,064 | 14 |
| Miscellaneous Retail Stores | 128 | 829 | 6 |
| Finance-Insurance-Real Estate | 240 | 1,524 | 6 |
| Banks, Saving and Lending Inst. | 58 | 302 | 5 |
| Security Brokers and Investments | 35 | 65 | 2 |
| Insurance Carriers and Agencies | 48 | 204 | 4 |
| Real Estate-Trust-Holding Co. | 99 | 953 | 10 |
| Services | 1,003 | 7,462 | 7 |
| Hotels and Lodging | 12 | 127 | 11 |
| Motion Picture and Amusement | 70 | 407 | 6 |
| Health Services | 178 | 2,046 | 11 |
| Legal Services | 26 | 120 | 5 |
| Educational Services | 54 | 1,088 | 20 |
| Auto Services | 66 | 417 | 6 |
| Other Services | 597 | 3,257 | 5 |
| Agriculture/Mining | 49 | 282 | 6 |
| Construction | 136 | 402 | 3 |
| Manufacturing | 96 | 3,949 | 41 |
| Transportation, Comm./Pub Util. | 80 | 553 | 7 |
| Wholesale Trade | 110 | 853 | 8 |
| Government | 25 | 478 | 19 |
| Daytime Population | 21,271 | | |
| Daytime Population/Business | 10 | | |

Traffic Count Report

New Towne Plaza



| Street | Cross Street | Cross Str Dist | Count Year | Avg Daily Volume | Volume Type | Miles from Subject Prop |
|----------------------|--------------------|----------------|------------|------------------|-------------|-------------------------|
| 1 Ford Rd | N Sheldon Rd | 0.25 E | 2010 | 33,660 | MPSI | .18 |
| 2 Ford Rd | Brookline St | 0.03 W | 2010 | 36,740 | MPSI | .23 |
| 3 Ford Rd | N Canton Center Rd | 0.05 W | 2010 | 35,523 | MPSI | .36 |
| 4 N Canton Center Rd | Hanford Rd | 0.13 N | 2010 | 30,032 | MPSI | .48 |
| 5 N Canton Center Rd | Horseshoe Cir | 0.14 S | 2010 | 35,082 | MPSI | .50 |
| 6 Ford Rd | Aberdeen Blvd | 0.13 E | 2010 | 41,612 | MPSI | .54 |
| 7 N Sheldon Rd | Saltz Rd | 0.04 S | 2010 | 9,920 | MPSI | .59 |
| 8 Morton Taylor N Rd | Indian River | 0.00 | 2010 | 2,930 | MPSI | .71 |
| 9 N Canton Center Rd | Indian River | 0.03 S | 2010 | 14,425 | MPSI | .82 |
| 10 N Sheldon Rd | Newburyport Dr | 0.02 S | 2010 | 19,746 | MPSI | .86 |

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