

Demographic Summary Report

Nora Plaza

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	57,036		183,523		681,274	
2011 Estimate	55,332		176,051		649,587	
2010 Census	55,270		174,852		644,013	
Growth 2011 - 2016	3.10%		4.20%		4.90%	
Growth 2010 - 2011	0.10%		0.70%		0.90%	
2011 Population by Hispanic Origin	3,851		12,590		52,189	
2011 Population By Race	55,332		176,051		649,587	
White	44,315	80.09%	129,042	73.30%	399,437	61.49%
Black or African American	5,833	10.54%	29,835	16.95%	183,468	28.24%
American Indian and Alaska Native	110	0.20%	377	0.21%	1,717	0.26%
Asian	2,039	3.69%	6,126	3.48%	19,627	3.02%
Native Hawaiian and Pacific Islander	15	0.03%	51	0.03%	238	0.04%
Other Race	1,793	3.24%	6,529	3.71%	28,449	4.38%
Two or More Races	1,228	2.22%	4,091	2.32%	16,652	2.56%
Households						
2016 Projection	26,486		82,647		276,568	
2011 Estimate	25,701		79,403		264,285	
2010 Census	25,665		78,862		262,133	
Growth 2011 - 2016	3.10%		4.10%		4.60%	
Growth 2010 - 2011	0.10%		0.70%		0.80%	
Owner Occupied	14,756	57.41%	45,371	57.14%	158,385	59.93%
Renter Occupied	10,945	42.59%	34,032	42.86%	105,899	40.07%
2011 Households by HH Income	25,702		79,404		264,286	
Income Less Than \$15,000	2,308	8.98%	7,267	9.15%	33,974	12.86%
Income: \$15,000 - \$24,999	2,348	9.14%	7,205	9.07%	27,587	10.44%
Income: \$25,000 - \$34,999	2,918	11.35%	8,674	10.92%	28,568	10.81%
Income: \$35,000 - \$49,999	3,879	15.09%	12,626	15.90%	38,808	14.68%
Income: \$50,000 - \$74,999	4,506	17.53%	14,656	18.46%	44,771	16.94%
Income: \$75,000 - \$99,999	3,153	12.27%	9,469	11.93%	29,490	11.16%
Income: \$100,000 - \$149,999	3,527	13.72%	10,577	13.32%	34,203	12.94%
Income: \$150,000 - \$199,999	1,448	5.63%	4,230	5.33%	13,650	5.16%
Income: \$200,000+	1,615	6.28%	4,700	5.92%	13,235	5.01%
2011 Avg Household Income	\$78,187		\$76,642		\$71,777	
2011 Med Household Income	\$55,822		\$54,901		\$51,225	
2011 Per Capita Income	\$36,741		\$34,898		\$29,469	

Demographic Detail Report

Nora Plaza

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	57,036	183,523	681,274
2011 Estimate	55,332	176,051	649,587
2010 Census	55,270	174,852	644,013
Growth 2011 - 2016	3.10%	4.20%	4.90%
Growth 2010 - 2011	0.10%	0.70%	0.90%
2011 Population by Age	55,332	176,051	649,587
Age 0 - 4	3,044 5.50%	10,816 6.14%	46,478 7.16%
Age 5 - 9	3,003 5.43%	10,310 5.86%	46,620 7.18%
Age 10 - 14	3,010 5.44%	10,231 5.81%	45,850 7.06%
Age 15 - 19	2,933 5.30%	9,807 5.57%	44,251 6.81%
Age 20 - 24	3,647 6.59%	11,911 6.77%	42,866 6.60%
Age 25 - 34	9,115 16.47%	30,766 17.48%	98,805 15.21%
Age 35 - 44	6,544 11.83%	22,471 12.76%	89,993 13.85%
Age 45 - 49	3,662 6.62%	12,044 6.84%	48,246 7.43%
Age 50 - 54	3,947 7.13%	12,509 7.11%	47,375 7.29%
Age 55 - 59	3,870 6.99%	11,665 6.63%	39,816 6.13%
Age 60 - 64	3,433 6.20%	9,665 5.49%	31,357 4.83%
Age 65 - 74	4,400 7.95%	11,744 6.67%	36,727 5.65%
Age 75 - 84	3,122 5.64%	7,790 4.42%	21,546 3.32%
Age 85 and over	1,604 2.90%	4,321 2.45%	9,658 1.49%
Age 65 and over	9,126 16.49%	23,855 13.55%	67,931 10.46%
Median Age	39.40	36.80	35.00
Average Age	40.60	38.60	36.10

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	55,332	176,051	649,587
White	44,315 80.09%	129,042 73.30%	399,437 61.49%
Black or African American	5,833 10.54%	29,835 16.95%	183,468 28.24%
American Indian and Alaska Native	110 0.20%	377 0.21%	1,717 0.26%
Asian	2,039 3.69%	6,126 3.48%	19,627 3.02%
Native Hawaiian and Pacific Islander	15 0.03%	51 0.03%	238 0.04%
Other Race	1,793 3.24%	6,529 3.71%	28,449 4.38%
Two or More Races	1,228 2.22%	4,091 2.32%	16,652 2.56%
2011 Population by Hispanic Origin	55,333	176,051	649,588
Not Hispanic or Latino	51,482 93.04%	163,461 92.85%	597,399 91.97%
Hispanic or Latino	3,851 6.96%	12,590 7.15%	52,189 8.03%
2011 Age 5+ Language at Home	55,279	171,851	603,061
Speak Only English	49,219 89.04%	154,429 89.86%	542,141 89.90%
Speak Asian or Pacific Island	962 1.74%	3,431 2.00%	10,804 1.79%
Speak IndoEuropean	2,174 3.93%	4,938 2.87%	14,294 2.37%
Speak Spanish	2,523 4.56%	7,991 4.65%	32,308 5.36%
Speak Other Language	401 0.73%	1,062 0.62%	3,514 0.58%
2011 Median Age, Male	37.00	34.90	33.80
2011 Average Age, Male	38.80	37.00	34.90
Median Age, Female	41.90	38.80	36.20
Average Age, Female	42.20	40.10	37.20
2011 Population by Occupation Classification (Age 16+)	32,237	101,809	329,422
Blue Collar	3,532 10.96%	11,011 10.82%	50,004 15.18%
White Collar	24,148 74.91%	76,569 75.21%	228,226 69.28%
Service	4,557 14.14%	14,229 13.98%	51,192 15.54%
2011 Population by Marital Status (Age 15+)	48,434	149,389	511,748
Total, Never Married	14,929 30.82%	50,164 33.58%	179,294 35.04%
Married	23,847 49.24%	72,488 48.52%	244,852 47.85%
Widowed	3,438 7.10%	9,538 6.38%	27,622 5.40%
Divorced	6,220 12.84%	17,199 11.51%	59,980 11.72%

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	42,350	125,926	422,497
Less Than 9th Grade	579 1.37%	1,990 1.58%	11,470 2.71%
Some High School, No Diploma	1,314 3.10%	4,332 3.44%	31,578 7.47%
High School Grad (Incl Equivalency)	7,261 17.15%	21,201 16.84%	94,751 22.43%
Some College, No Degree	8,113 19.16%	23,387 18.57%	82,114 19.44%
Associate Degree	2,421 5.72%	7,436 5.91%	25,851 6.12%
Bachelor Degree	13,999 33.06%	41,821 33.21%	112,567 26.64%
Advanced Degrees	8,663 20.46%	25,759 20.46%	64,166 15.19%
2011 Population by Occupation (Age 16+)	36,793	116,036	380,613
Management, Business, & Financial	11,576 31.46%	35,927 30.96%	113,752 29.89%
Professional & Related Occupations	1,870 5.08%	6,422 5.53%	18,891 4.96%
Services	15,559 42.29%	49,555 42.71%	162,434 42.68%
Sales & Office	4,714 12.81%	14,593 12.58%	41,978 11.03%
Farming, Fishing, and Forestry	59 0.16%	105 0.09%	359 0.09%
Construction and Extraction, Maint	1,328 3.61%	3,229 2.78%	11,939 3.14%
Production & Transportation	1,687 4.59%	6,205 5.35%	31,260 8.21%
2011 Workers by Travel Time to Work (Age 16+)	29,879	98,121	322,834
Less Than 15 Minutes	8,982 30.06%	25,983 26.48%	80,045 24.79%
15 to 29 Minutes	12,618 42.23%	43,471 44.30%	139,249 43.13%
30 to 44 Minutes	5,498 18.40%	18,131 18.48%	62,348 19.31%
45 to 59 Minutes	988 3.31%	4,058 4.14%	15,285 4.73%
60+ Minutes	1,793 6.00%	6,478 6.60%	25,907 8.02%
2000 Households by HH Size	25,665	78,862	262,133
1-Person Households	9,874 38.47%	28,703 36.40%	82,580 31.50%
2-Person Households	8,904 34.69%	26,834 34.03%	82,386 31.43%
3-Person Households	3,221 12.55%	10,701 13.57%	40,042 15.28%
4-Person Households	2,194 8.55%	7,650 9.70%	32,618 12.44%
5-Person Households	954 3.72%	3,280 4.16%	15,554 5.93%
6-Person Households	355 1.38%	1,131 1.43%	5,681 2.17%
7 or more Person Households	163 0.64%	563 0.71%	3,272 1.25%
2011 Average Household Size	2.12	2.19	2.42

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2011 Avg Household Income						
	\$78,187		\$76,642		\$71,777	
2011 Med Household Income						
	\$55,822		\$54,901		\$51,225	
2011 Per Capita Income						
	\$36,741		\$34,898		\$29,469	
2011 Occupied Housing						
	25,701		79,403		264,284	
Owner Occupied	14,756	57.41%	45,371	57.14%	158,385	59.93%
Renter Occupied	10,945	42.59%	34,032	42.86%	105,899	40.07%
2000 Housing Units						
	29,409		87,799		302,631	
1 Unit Attached	2,633	8.95%	7,084	8.07%	22,769	7.52%
1 Unit Detached	15,353	52.21%	48,019	54.69%	185,191	61.19%
2 Units	535	1.82%	1,313	1.50%	6,494	2.15%
3 - 19 Units	8,192	27.86%	25,011	28.49%	63,205	20.89%
20 - 49 Units	1,271	4.32%	2,882	3.28%	11,132	3.68%
50 or more Units	1,320	4.49%	3,329	3.79%	10,475	3.46%
Mobile Home or Trailer	105	0.36%	150	0.17%	3,348	1.11%
Boat, RV, Van, Etc.	0	0.00%	11	0.01%	17	0.01%

Demographic Detail Report

Nora Plaza

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	15,568		47,729		162,768	
Value Less than \$20,000	11	0.07%	143	0.30%	2,496	1.53%
Value \$20,000 - \$39,999	86	0.55%	168	0.35%	2,951	1.81%
Value \$40,000 - \$59,999	92	0.59%	350	0.73%	6,671	4.10%
Value \$60,000 - \$79,999	142	0.91%	666	1.40%	11,656	7.16%
Value \$80,000 - \$99,999	485	3.12%	2,455	5.14%	13,787	8.47%
Value \$100,000 - \$149,999	3,410	21.90%	11,724	24.56%	36,504	22.43%
Value \$150,000 - \$199,999	4,026	25.86%	11,605	24.31%	30,749	18.89%
Value \$200,000 - \$299,999	3,299	21.19%	10,055	21.07%	27,690	17.01%
Value \$300,000 - \$399,999	1,688	10.84%	4,389	9.20%	13,477	8.28%
Value \$400,000 - \$499,999	883	5.67%	2,290	4.80%	6,527	4.01%
Value \$500,000 - \$749,999	834	5.36%	2,429	5.09%	6,531	4.01%
Value \$750,000 - \$999,999	306	1.97%	683	1.43%	2,061	1.27%
Value \$1,000,000 or more	306	1.97%	772	1.62%	1,668	1.02%
2011 Med Housing Val-Owner Occupied	\$193,550		\$183,813		\$160,093	
2011 Housing Units by Yr Built	29,407		87,798		302,630	
Built 2005 to Present	388	1.32%	1,286	1.46%	7,187	2.37%
Built 2000 to 2004	1,729	5.88%	5,885	6.70%	24,233	8.01%
Built 1990 to 1999	4,094	13.92%	12,902	14.70%	52,112	17.22%
Built 1980 to 1989	4,832	16.43%	14,720	16.77%	40,856	13.50%
Built 1970 to 1979	6,127	20.84%	17,837	20.32%	40,794	13.48%
Built 1960 to 1969	4,776	16.24%	12,428	14.16%	36,829	12.17%
Built 1950 to 1959	5,141	17.48%	11,627	13.24%	38,641	12.77%
Built 1940 to 1949	1,249	4.25%	4,544	5.18%	17,453	5.77%
Built 1939 or Earlier	1,071	3.64%	6,569	7.48%	44,525	14.71%
2011 Median Year Built	1974		1975		1973	

Demographic Market Comparison Report

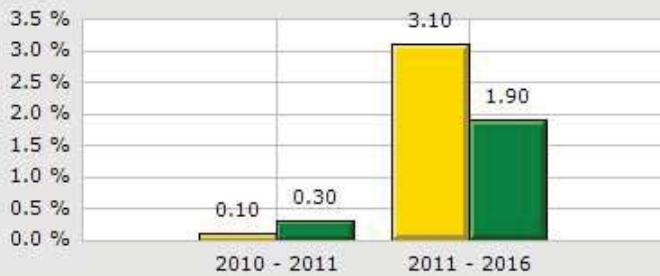
3 mile radius

Nora Plaza

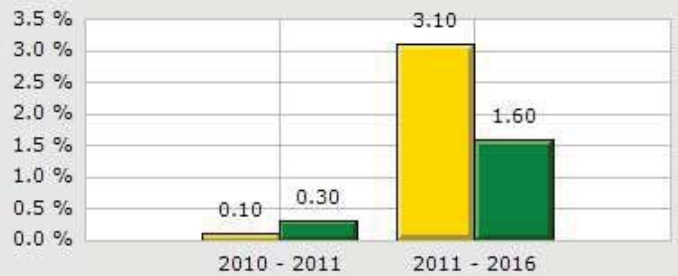
Type: Shopping Center/Community Center
 County: Marion

3 Mile
 County

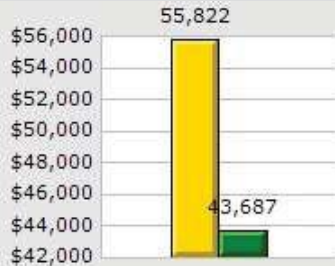
Population Growth



Household Growth



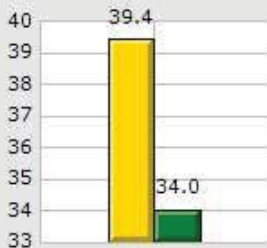
2011 Med Household Inc



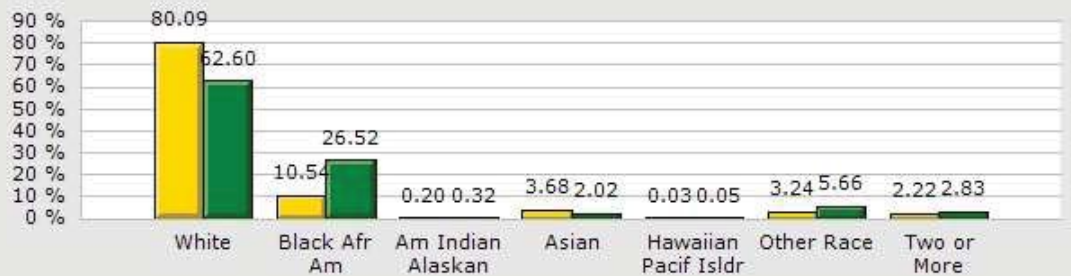
2011 Households by Household Income



2011 Median Age



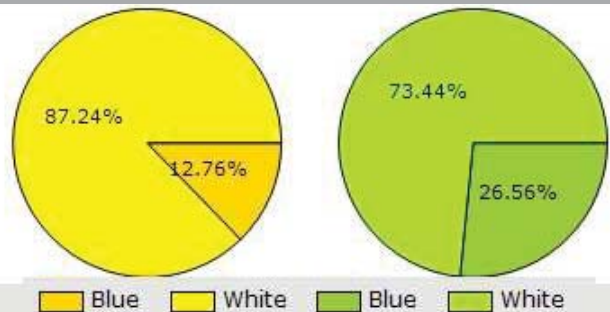
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Nora Plaza

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.10%		0.30%	
Growth 2011 - 2016	3.10%		1.90%	
2011 Blue Collar	3,532	12.76%	93,923	26.56%
2011 White Collar	24,148	87.24%	259,751	73.44%
2011 Population By Race				
	55,333		906,194	
White	44,315	80.09%	567,260	62.60%
Black Afr Am	5,833	10.54%	240,330	26.52%
Am Indian Alaskan	110	0.20%	2,929	0.32%
Asian	2,039	3.68%	18,265	2.02%
Hawaiian Pacif Islldr	15	0.03%	457	0.05%
Other Race	1,793	3.24%	51,264	5.66%
Two or More	1,228	2.22%	25,689	2.83%
Households				
Growth 2010 - 2011	0.10%		0.30%	
Growth 2011 - 2016	3.10%		1.60%	
Renter Occupied	10,945	42.59%	161,001	43.83%
Owner Occupied	14,756	57.41%	206,332	56.17%
2011 Households by HH Income				
	25,702		367,333	
Income < \$35,000	7,574	29.47%	141,781	38.60%
Income \$35,000 - \$74,999	8,385	32.62%	133,489	36.34%
Income \$75,000 - \$149,999	6,680	25.99%	74,463	20.27%
Income \$150,000 - \$199,999	1,448	5.63%	10,089	2.75%
Income \$200,000+	1,615	6.28%	7,511	2.04%
2011 Median Household Income	\$55,822		\$43,687	
2011 Median Age	39.40		34.00	

Consumer Spending Report

Nora Plaza

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$1,069,712	\$3,255,559	\$10,189,645
Total Apparel	\$43,679	\$133,514	\$416,191
Women's Apparel	15,317	46,316	143,378
Men's Apparel	8,931	27,232	84,374
Girl's Apparel	3,209	9,918	31,859
Boy's Apparel	2,545	7,906	25,481
Infant Apparel	2,751	8,616	27,226
Footwear (excl. Infants)	5,995	18,421	57,603
Other Apparel Prod/Services	4,932	15,105	46,270
Total Entertainment	\$101,061	\$304,258	\$942,209
Sports and Recreation	4,031	12,350	38,913
TV, Radio and Sound Equipment	35,916	109,424	342,416
Reading Materials	4,525	13,400	41,140
Travel	55,316	165,177	507,567
Photographic Equipment	1,273	3,906	12,174
Total Food At Home	\$88,426	\$268,128	\$836,305
Cereal Products	5,383	16,387	51,240
Bread & Bakery Products	11,633	35,145	109,972
Seafood	4,767	14,384	44,258
Meat/Poultry/Fish/Eggs	29,820	90,689	283,821
Dairy Products	14,129	42,877	134,063
Fruits and Vegetables	22,695	68,647	212,951
Total Food Away From Home	\$89,526	\$272,973	\$850,504
Breakfast and Brunch	8,642	26,187	80,713
Dinner	41,931	127,633	397,471
Lunch	29,269	89,664	280,930
Snacks and Non Alcoholic Bev	6,663	20,480	63,500
Catered Affairs	3,021	9,008	27,890

Consumer Spending Report

Nora Plaza

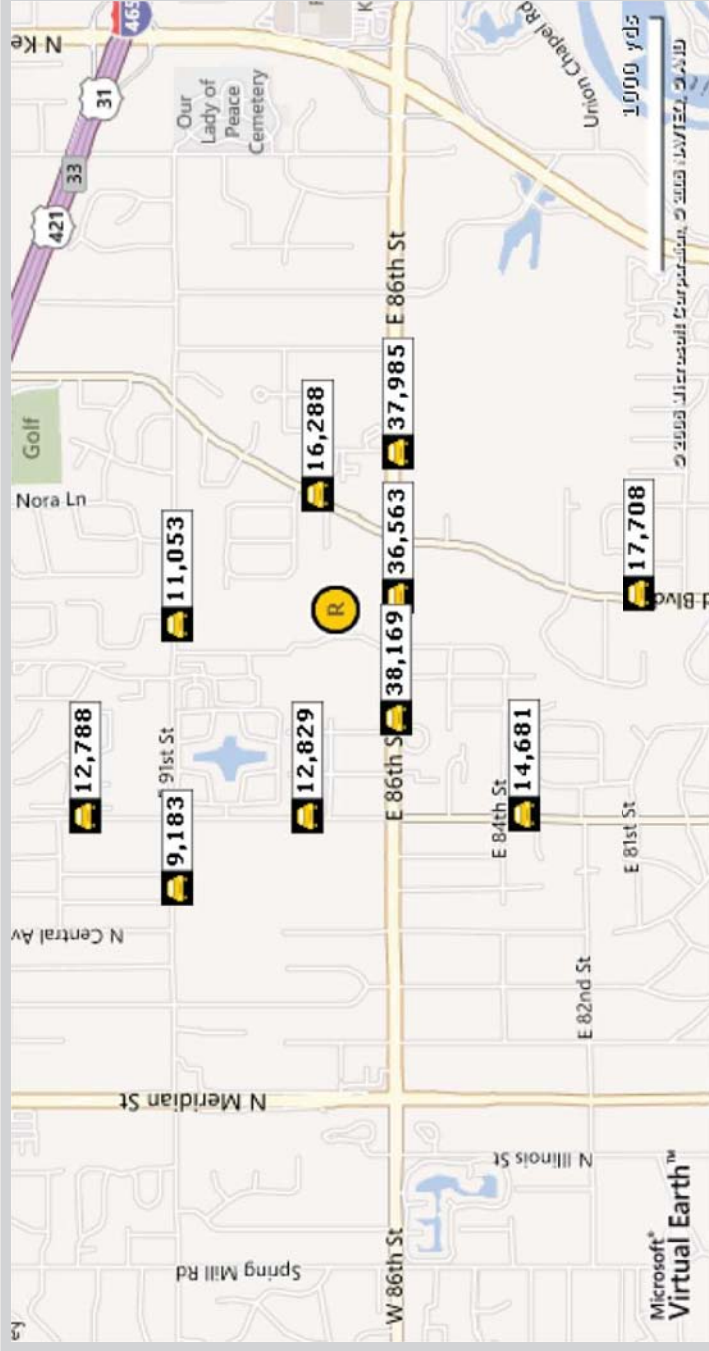
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$17,594	\$53,671	\$164,514
Alcoholic Bev. at Home	9,996	30,456	93,785
Alcoholic Bev. away from Home	7,598	23,216	70,729
Total Furniture/Appliances	\$98,011	\$297,176	\$928,464
Bedroom Furniture	5,412	16,692	52,492
Living Room Furniture	8,675	26,188	81,254
Other Living & Family Room Furniture	2,292	6,980	22,040
Other Furniture	1,100	3,280	10,259
Major Appliances	8,315	24,950	78,625
Small Appliances & Housewares	20,196	61,492	191,607
Misc Household Equipment	52,022	157,594	492,187
Total Transportation/Maint.	\$236,401	\$723,356	\$2,278,090
New Autos/Trucks/Vans	63,454	192,458	604,192
Used Vehicles	58,194	180,639	571,258
Purchase of RVs or Boats	6,954	20,826	64,806
Gasoline	79,359	243,192	768,956
Diesel Fuel	1,209	3,705	12,078
Automotive Maintenance/Repair	27,232	82,536	256,801
Total Health Care	\$44,475	\$132,247	\$413,195
Medical Services	26,236	78,542	245,020
Prescription Drugs	13,789	40,546	127,416
Medical Supplies	4,449	13,158	40,760
Total Education/Day Care	\$83,408	\$254,304	\$795,320
Education	36,875	112,080	349,161
Room and Board	3,620	10,806	34,247
Tuition/School Supplies	32,465	98,509	306,283
Day Care, Nursery & Preschool	10,449	32,909	105,629

Nora Plaza

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	3,487	56,657	16
Total Retail	659	11,824	18
Home Improvement Stores	22	360	16
General Merchandise Stores	20	978	49
Food Stores	38	840	22
Auto Dealers and Gas Stations	47	1,958	42
Apparel and Accessory Stores	88	807	9
Furniture and Home Furnishings	100	1,745	17
Eating and Drinking Places	190	3,860	20
Miscellaneous Retail Stores	154	1,276	8
Finance-Insurance-Real Estate	744	11,062	15
Banks, Saving and Lending Inst.	130	969	7
Security Brokers and Investments	148	1,376	9
Insurance Carriers and Agencies	189	4,566	24
Real Estate-Trust-Holding Co.	277	4,151	15
Services	1,644	25,560	16
Hotels and Lodging	16	668	42
Motion Picture and Amusement	78	749	10
Health Services	299	11,090	37
Legal Services	116	768	7
Educational Services	59	1,736	29
Auto Services	36	131	4
Other Services	1,040	10,418	10
Agriculture/Mining	33	119	4
Construction	127	714	6
Manufacturing	83	4,192	51
Transportation, Comm./Pub Util.	74	627	8
Wholesale Trade	100	2,297	23
Government	23	262	11
Daytime Population	56,657		
Daytime Population/Business	16		

Traffic Count Report

Nora Plaza



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 E 86th St	Evergreen Ave	0.11 W	2010	36,563	MPSI	.14
2 Westfield Rd	E 87th St	0.03 SW	2010	16,288	MPSI	.27
3 E 86th St	Guilford Ave	0.02 W	2010	38,169	MPSI	.28
4 E 91st St	Garrison Dr	0.02 E	2010	11,053	MPSI	.36
5 E 86th St	Cholla Rd	0.01 E	2010	37,985	MPSI	.38
6 N College Ave	E 88th St	0.05 N	2010	12,829	MPSI	.47
7 N College Ave	College Ln	0.04 S	2010	14,681	MPSI	.63
8 Westfield Rd	E 82nd St	0.07 N	2010	17,708	MPSI	.69
9 E 91st St	Warwick Rd	0.03 W	2010	9,183	MPSI	.73
10 N College Ave	E 93rd St	0.02 N	2010	12,788	MPSI	.74