

Demographic Summary Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	177,310		463,515		998,304	
2011 Estimate	174,926		457,028		991,335	
2010 Census	173,877		454,172		989,687	
Growth 2011 - 2016	1.40%		1.40%		0.70%	
Growth 2010 - 2011	0.60%		0.60%		0.20%	
2011 Population by Hispanic Origin	38,740		99,716		128,044	
2011 Population By Race	174,926		457,028		991,335	
White	130,180	74.42%	283,535	62.04%	628,058	63.35%
Black or African American	14,773	8.45%	96,285	21.07%	240,726	24.28%
American Indian and Alaska Native	2,019	1.15%	4,179	0.91%	6,642	0.67%
Asian	4,529	2.59%	13,926	3.05%	35,462	3.58%
Native Hawaiian and Pacific Islander	72	0.04%	187	0.04%	371	0.04%
Other Race	17,166	9.81%	43,834	9.59%	52,024	5.25%
Two or More Races	6,188	3.54%	15,082	3.30%	28,051	2.83%
Households						
2016 Projection	74,312		183,007		403,958	
2011 Estimate	73,294		180,274		399,906	
2010 Census	72,836		179,201		399,240	
Growth 2011 - 2016	1.40%		1.50%		1.00%	
Growth 2010 - 2011	0.60%		0.60%		0.20%	
Owner Occupied	38,356	52.33%	88,197	48.92%	213,766	53.45%
Renter Occupied	34,938	47.67%	92,077	51.08%	186,140	46.55%
2011 Households by HH Income	73,294		180,273		399,907	
Income Less Than \$15,000	11,217	15.30%	33,619	18.65%	65,051	16.27%
Income: \$15,000 - \$24,999	9,592	13.09%	24,822	13.77%	50,629	12.66%
Income: \$25,000 - \$34,999	9,390	12.81%	22,510	12.49%	46,475	11.62%
Income: \$35,000 - \$49,999	12,470	17.01%	28,698	15.92%	61,833	15.46%
Income: \$50,000 - \$74,999	14,700	20.06%	32,025	17.76%	71,073	17.77%
Income: \$75,000 - \$99,999	7,975	10.88%	18,176	10.08%	43,698	10.93%
Income: \$100,000 - \$149,999	5,805	7.92%	14,183	7.87%	39,417	9.86%
Income: \$150,000 - \$199,999	1,244	1.70%	3,408	1.89%	11,114	2.78%
Income: \$200,000+	901	1.23%	2,832	1.57%	10,617	2.65%
2011 Avg Household Income	\$52,985		\$51,847		\$58,616	
2011 Med Household Income	\$41,454		\$38,739		\$42,965	
2011 Per Capita Income	\$22,617		\$21,055		\$24,188	

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	177,310		463,515		998,304	
2011 Estimate	174,926		457,028		991,335	
2010 Census	173,877		454,172		989,687	
Growth 2011 - 2016	1.40%		1.40%		0.70%	
Growth 2010 - 2011	0.60%		0.60%		0.20%	
2011 Population by Age	174,926		457,028		991,335	
Age 0 - 4	12,960	7.41%	35,638	7.80%	69,331	6.99%
Age 5 - 9	11,465	6.55%	32,042	7.01%	66,391	6.70%
Age 10 - 14	10,564	6.04%	30,568	6.69%	66,116	6.67%
Age 15 - 19	10,478	5.99%	33,457	7.32%	72,165	7.28%
Age 20 - 24	11,849	6.77%	37,058	8.11%	79,002	7.97%
Age 25 - 34	30,418	17.39%	74,118	16.22%	148,528	14.98%
Age 35 - 44	22,554	12.89%	57,483	12.58%	123,200	12.43%
Age 45 - 49	11,916	6.81%	29,357	6.42%	66,165	6.67%
Age 50 - 54	12,411	7.10%	30,264	6.62%	69,545	7.02%
Age 55 - 59	10,969	6.27%	26,382	5.77%	61,753	6.23%
Age 60 - 64	8,233	4.71%	20,008	4.38%	48,331	4.88%
Age 65 - 74	9,287	5.31%	23,287	5.10%	58,370	5.89%
Age 75 - 84	7,404	4.23%	17,759	3.89%	42,391	4.28%
Age 85 and over	4,417	2.53%	9,607	2.10%	20,045	2.02%
Age 65 and over	21,108	12.07%	50,653	11.08%	120,806	12.19%
Median Age	34.90		32.90		34.60	
Average Age	37.10		35.60		36.80	

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	174,926	457,028	991,335
White	130,180 74.42%	283,535 62.04%	628,058 63.35%
Black or African American	14,773 8.45%	96,285 21.07%	240,726 24.28%
American Indian and Alaska Native	2,019 1.15%	4,179 0.91%	6,642 0.67%
Asian	4,529 2.59%	13,926 3.05%	35,462 3.58%
Native Hawaiian and Pacific Islander	72 0.04%	187 0.04%	371 0.04%
Other Race	17,166 9.81%	43,834 9.59%	52,024 5.25%
Two or More Races	6,188 3.54%	15,082 3.30%	28,051 2.83%
2011 Population by Hispanic Origin	174,927	457,028	991,334
Not Hispanic or Latino	136,187 77.85%	357,312 78.18%	863,290 87.08%
Hispanic or Latino	38,740 22.15%	99,716 21.82%	128,044 12.92%
2011 Age 5+ Language at Home	161,795	419,956	921,784
Speak Only English	130,218 80.48%	334,164 79.57%	785,292 85.19%
Speak Asian or Pacific Island	2,750 1.70%	7,262 1.73%	18,759 2.04%
Speak IndoEuropean	4,610 2.85%	10,778 2.57%	29,198 3.17%
Speak Spanish	23,900 14.77%	65,801 15.67%	82,779 8.98%
Speak Other Language	317 0.20%	1,951 0.46%	5,756 0.62%
2011 Median Age, Male	34.00	32.00	33.40
2011 Average Age, Male	35.70	34.30	35.50
Median Age, Female	36.10	33.90	35.90
Average Age, Female	38.40	36.80	38.00
2011 Population by Occupation Classification (Age 16+)	87,233	209,936	470,727
Blue Collar	24,684 28.30%	54,947 26.17%	104,176 22.13%
White Collar	48,335 55.41%	116,943 55.70%	287,426 61.06%
Service	14,214 16.29%	38,046 18.12%	79,125 16.81%
2011 Population by Marital Status (Age 15+)	139,487	357,575	787,704
Total, Never Married	53,410 38.29%	149,947 41.93%	316,478 40.18%
Married	60,507 43.38%	145,347 40.65%	339,019 43.04%
Widowed	9,514 6.82%	23,755 6.64%	51,349 6.52%
Divorced	16,056 11.51%	38,526 10.77%	80,858 10.27%

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
2011 Population by Education	117,257		288,629		640,619	
Less Than 9th Grade	5,642	4.81%	17,626	6.11%	25,421	3.97%
Some High School, No Diploma	11,514	9.82%	32,521	11.27%	61,004	9.52%
High School Grad (Incl Equivalency)	39,120	33.36%	92,386	32.01%	193,516	30.21%
Some College, No Degree	24,279	20.71%	57,525	19.93%	131,292	20.49%
Associate Degree	8,668	7.39%	19,586	6.79%	44,330	6.92%
Bachelor Degree	19,032	16.23%	45,919	15.91%	121,180	18.92%
Advanced Degrees	9,002	7.68%	23,066	7.99%	63,876	9.97%
2011 Population by Occupation (Age 16+)	101,448		247,983		549,853	
Management, Business, & Financial	24,012	23.67%	59,169	23.86%	145,167	26.40%
Professional & Related Occupations	3,770	3.72%	9,032	3.64%	21,507	3.91%
Services	43,298	42.68%	110,725	44.65%	241,753	43.97%
Sales & Office	8,658	8.53%	20,243	8.16%	49,577	9.02%
Farming, Fishing, and Forestry	425	0.42%	1,006	0.41%	1,513	0.28%
Construction and Extraction, Maint	4,787	4.72%	9,766	3.94%	18,252	3.32%
Production & Transportation	16,498	16.26%	38,042	15.34%	72,084	13.11%
2011 Workers by Travel Time to Work (Age 16+)	86,616		207,961		464,774	
Less Than 15 Minutes	23,725	27.39%	57,544	27.67%	126,886	27.30%
15 to 29 Minutes	39,870	46.03%	94,569	45.47%	207,200	44.58%
30 to 44 Minutes	15,088	17.42%	35,513	17.08%	83,398	17.94%
45 to 59 Minutes	2,635	3.04%	6,800	3.27%	16,361	3.52%
60+ Minutes	5,298	6.12%	13,535	6.51%	30,929	6.65%
2000 Households by HH Size	72,836		179,201		399,241	
1-Person Households	26,338	36.16%	60,861	33.96%	130,771	32.75%
2-Person Households	21,858	30.01%	52,256	29.16%	124,537	31.19%
3-Person Households	10,125	13.90%	26,021	14.52%	59,767	14.97%
4-Person Households	7,807	10.72%	20,255	11.30%	45,642	11.43%
5-Person Households	3,842	5.27%	10,734	5.99%	22,042	5.52%
6-Person Households	1,628	2.24%	4,910	2.74%	9,262	2.32%
7 or more Person Households	1,238	1.70%	4,164	2.32%	7,220	1.81%
2011 Average Household Size	2.35		2.46		2.42	

Demographic Detail Report

West Allis Towne Centre

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Households			
2016 Projection	74,312	183,007	403,958
2011 Estimate	73,294	180,274	399,906
2010 Census	72,836	179,201	399,240
Growth 2011 - 2016	1.40%	1.50%	1.00%
Growth 2010 - 2011	0.60%	0.60%	0.20%
2011 Households by HH Income	73,294	180,273	399,907
Income: Less than \$15,000	11,217 15.30%	33,619 18.65%	65,051 16.27%
Income: \$15,000 - \$24,999	9,592 13.09%	24,822 13.77%	50,629 12.66%
Income: \$25,000 - \$34,999	9,390 12.81%	22,510 12.49%	46,475 11.62%
Income: \$35,000 - \$49,999	12,470 17.01%	28,698 15.92%	61,833 15.46%
Income: \$50,000 - \$74,999	14,700 20.06%	32,025 17.76%	71,073 17.77%
Income: \$75,000 - \$99,999	7,975 10.88%	18,176 10.08%	43,698 10.93%
Income: \$100,000 - \$149,999	5,805 7.92%	14,183 7.87%	39,417 9.86%
Income: \$150,000 - \$199,999	1,244 1.70%	3,408 1.89%	11,114 2.78%
Income: \$200,000+	901 1.23%	2,832 1.57%	10,617 2.65%
2011 Avg Household Income	\$52,985	\$51,847	\$58,616
2011 Med Household Income	\$41,454	\$38,739	\$42,965
2011 Per Capita Income	\$22,617	\$21,055	\$24,188
2011 Occupied Housing	73,294	180,274	399,906
Owner Occupied	38,356 52.33%	88,197 48.92%	213,766 53.45%
Renter Occupied	34,938 47.67%	92,077 51.08%	186,140 46.55%
2000 Housing Units	77,253	192,260	423,620
1 Unit Attached	2,914 3.77%	7,993 4.16%	21,895 5.17%
1 Unit Detached	37,233 48.20%	88,284 45.92%	209,437 49.44%
2 Units	15,354 19.87%	40,548 21.09%	69,345 16.37%
3 - 19 Units	11,814 15.29%	30,638 15.94%	66,819 15.77%
20 - 49 Units	4,484 5.80%	11,761 6.12%	27,095 6.40%
50 or more Units	4,795 6.21%	12,094 6.29%	26,626 6.29%
Mobile Home or Trailer	646 0.84%	929 0.48%	2,381 0.56%
Boat, RV, Van, Etc.	13 0.02%	13 0.01%	22 0.01%

Demographic Detail Report

West Allis Towne Centre

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	40,653		94,028		224,171	
Value Less than \$20,000	801	1.97%	1,150	1.22%	2,294	1.02%
Value \$20,000 - \$39,999	209	0.51%	1,069	1.14%	2,576	1.15%
Value \$40,000 - \$59,999	357	0.88%	1,812	1.93%	4,360	1.94%
Value \$60,000 - \$79,999	933	2.30%	3,374	3.59%	8,238	3.67%
Value \$80,000 - \$99,999	2,417	5.95%	6,339	6.74%	14,569	6.50%
Value \$100,000 - \$149,999	12,512	30.78%	25,334	26.94%	50,554	22.55%
Value \$150,000 - \$199,999	15,005	36.91%	30,344	32.27%	58,947	26.30%
Value \$200,000 - \$299,999	6,239	15.35%	17,843	18.98%	52,343	23.35%
Value \$300,000 - \$399,999	1,461	3.59%	4,324	4.60%	17,077	7.62%
Value \$400,000 - \$499,999	393	0.97%	1,204	1.28%	6,246	2.79%
Value \$500,000 - \$749,999	242	0.60%	957	1.02%	4,869	2.17%
Value \$750,000 - \$999,999	20	0.05%	175	0.19%	1,315	0.59%
Value \$1,000,000 or more	64	0.16%	103	0.11%	783	0.35%
2011 Med Housing Val-Owner Occupied	\$158,607		\$161,085		\$171,606	
2011 Housing Units by Yr Built	77,255		192,259		423,621	
Built 2005 to Present	368	0.48%	1,470	0.76%	4,306	1.02%
Built 2000 to 2004	916	1.19%	4,071	2.12%	13,143	3.10%
Built 1990 to 1999	2,171	2.81%	7,134	3.71%	26,433	6.24%
Built 1980 to 1989	2,872	3.72%	8,152	4.24%	24,468	5.78%
Built 1970 to 1979	5,157	6.68%	15,503	8.06%	43,636	10.30%
Built 1960 to 1969	7,133	9.23%	18,648	9.70%	51,848	12.24%
Built 1950 to 1959	17,631	22.82%	39,151	20.36%	86,732	20.47%
Built 1940 to 1949	8,976	11.62%	22,079	11.48%	39,178	9.25%
Built 1939 or Earlier	32,031	41.46%	76,051	39.56%	133,877	31.60%
2011 Median Year Built	1947		1949		1954	

Demographic Market Comparison Report

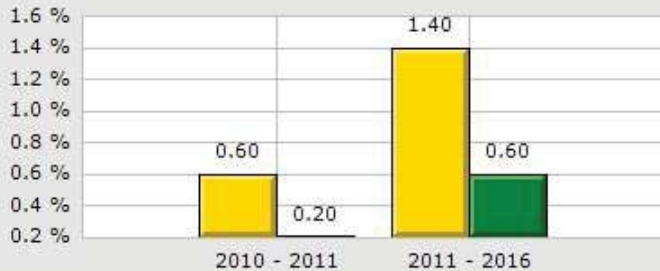
3 mile radius

West Allis Towne Centre

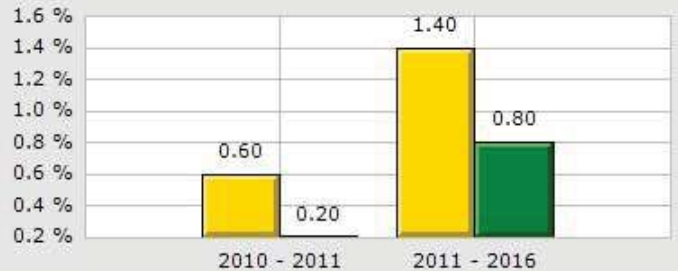
Type: **Shopping Center/Community Center**
 County: **Milwaukee**

3 Mile
County

Population Growth



Household Growth



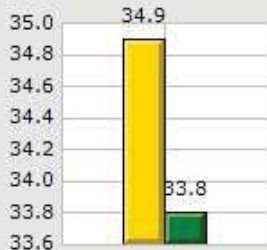
2011 Med Household Inc



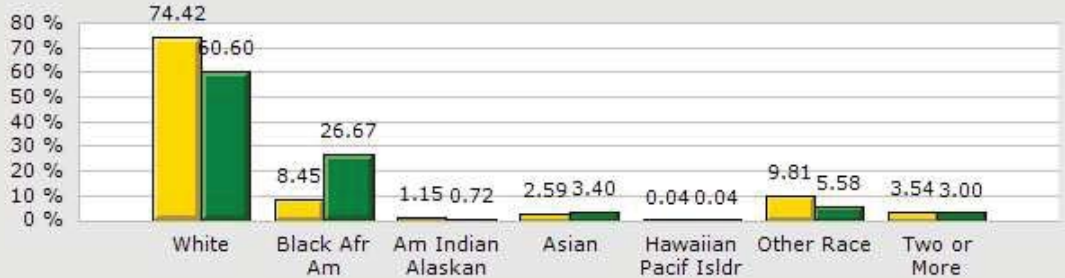
2011 Households by Household Income



2011 Median Age



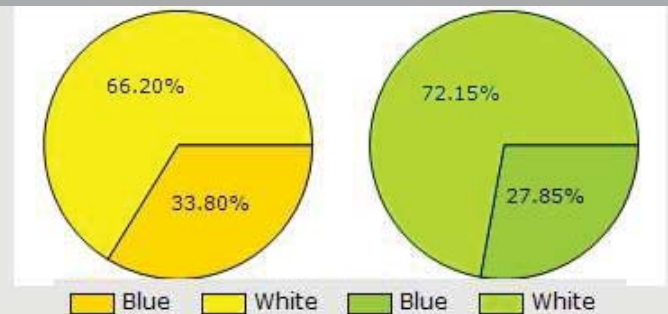
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

West Allis Towne Centre

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.60%		0.20%	
Growth 2011 - 2016	1.40%		0.60%	
2011 Blue Collar	24,684	33.80%	102,823	27.85%
2011 White Collar	48,335	66.20%	266,441	72.15%
2011 Population By Race				
	174,927		949,486	
White	130,180	74.42%	575,362	60.60%
Black Afr Am	14,773	8.45%	253,204	26.67%
Am Indian Alaskan	2,019	1.15%	6,793	0.72%
Asian	4,529	2.59%	32,328	3.40%
Hawaiian Pacif Islr	72	0.04%	359	0.04%
Other Race	17,166	9.81%	52,982	5.58%
Two or More	6,188	3.54%	28,458	3.00%
Households				
Growth 2010 - 2011	0.60%		0.20%	
Growth 2011 - 2016	1.40%		0.80%	
Renter Occupied	34,938	47.67%	188,796	49.12%
Owner Occupied	38,356	52.33%	195,523	50.88%
2011 Households by HH Income				
	73,294		384,319	
Income < \$35,000	30,199	41.20%	163,251	42.48%
Income \$35,000 - \$74,999	27,170	37.07%	130,106	33.85%
Income \$75,000 - \$149,999	13,780	18.80%	74,423	19.36%
Income \$150,000 - \$199,999	1,244	1.70%	8,700	2.26%
Income \$200,000+	901	1.23%	7,839	2.04%
2011 Median Household Income	\$41,454		\$40,812	
2011 Median Age	34.90		33.80	

Consumer Spending Report

West Allis Towne Centre

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$2,083,375	\$5,026,100	\$12,574,739
Total Apparel	\$85,146	\$208,347	\$517,576
Women's Apparel	29,492	71,531	179,351
Men's Apparel	17,187	41,823	104,396
Girl's Apparel	6,338	15,445	38,609
Boy's Apparel	5,147	12,621	31,298
Infant Apparel	5,506	13,663	33,349
Footwear (excl. Infants)	11,795	28,949	71,528
Other Apparel Prod/Services	9,681	24,315	59,046
Total Entertainment	\$192,537	\$460,487	\$1,161,990
Sports and Recreation	7,719	18,354	46,532
TV, Radio and Sound Equipment	70,864	172,122	428,479
Reading Materials	8,838	20,924	52,636
Travel	102,684	243,213	619,591
Photographic Equipment	2,432	5,873	14,751
Total Food At Home	\$177,064	\$430,797	\$1,061,321
Cereal Products	10,855	26,488	65,126
Bread & Bakery Products	23,405	56,462	139,984
Seafood	9,299	22,733	56,043
Meat/Poultry/Fish/Eggs	59,894	146,442	360,261
Dairy Products	28,461	68,903	169,994
Fruits and Vegetables	45,149	109,768	269,912
Total Food Away From Home	\$174,359	\$424,604	\$1,057,508
Breakfast and Brunch	17,249	42,064	103,305
Dinner	81,045	197,157	493,125
Lunch	57,361	139,946	347,476
Snacks and Non Alcoholic Bev	13,211	32,254	79,384
Catered Affairs	5,492	13,183	34,218

Consumer Spending Report

West Allis Towne Centre

Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$34,039	\$83,084	\$207,364
Alcoholic Bev. at Home	19,156	46,669	116,578
Alcoholic Bev. away from Home	14,883	36,415	90,786
Total Furniture/Appliances	\$187,378	\$448,421	\$1,130,626
Bedroom Furniture	10,231	24,876	62,277
Living Room Furniture	16,438	39,479	99,728
Other Living & Family Room Furniture	4,190	9,976	25,696
Other Furniture	2,055	4,820	12,474
Major Appliances	16,175	38,069	96,389
Small Appliances & Housewares	38,831	93,289	234,012
Misc Household Equipment	99,458	237,912	600,049
Total Transportation/Maint.	\$461,350	\$1,111,856	\$2,781,802
New Autos/Trucks/Vans	118,445	281,781	717,982
Used Vehicles	116,613	283,952	700,442
Purchase of RVs or Boats	12,658	28,918	74,725
Gasoline	158,407	384,349	956,216
Diesel Fuel	2,391	5,490	13,907
Automotive Maintenance/Repair	52,836	127,365	318,529
Total Health Care	\$88,147	\$208,969	\$524,888
Medical Services	51,363	121,803	306,070
Prescription Drugs	28,001	66,361	166,543
Medical Supplies	8,783	20,804	52,275
Total Education/Day Care	\$161,434	\$391,952	\$991,741
Education	71,953	174,877	441,544
Room and Board	6,456	15,307	40,287
Tuition/School Supplies	63,523	154,312	389,411
Day Care, Nursery & Preschool	19,502	47,456	120,498

West Allis Towne Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	5,943	88,153	15
Total Retail	1,201	11,321	9
Home Improvement Stores	66	661	10
General Merchandise Stores	20	706	35
Food Stores	114	1,624	14
Auto Dealers and Gas Stations	145	891	6
Apparel and Accessory Stores	53	110	2
Furniture and Home Furnishings	108	919	9
Eating and Drinking Places	385	4,727	12
Miscellaneous Retail Stores	310	1,683	5
Finance-Insurance-Real Estate	530	3,717	7
Banks, Saving and Lending Inst.	138	1,462	11
Security Brokers and Investments	51	215	4
Insurance Carriers and Agencies	110	1,033	9
Real Estate-Trust-Holding Co.	231	1,007	4
Services	2,845	49,689	17
Hotels and Lodging	15	95	6
Motion Picture and Amusement	160	1,740	11
Health Services	364	20,169	55
Legal Services	88	487	6
Educational Services	155	8,028	52
Auto Services	195	1,105	6
Other Services	1,868	18,065	10
Agriculture/Mining	80	292	4
Construction	398	2,997	8
Manufacturing	270	8,716	32
Transportation, Comm./Pub Util.	196	2,848	15
Wholesale Trade	275	5,316	19
Government	148	3,257	22
Daytime Population	88,153		
Daytime Population/Business	15		

West Allis Towne Centre



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 W Greenfield Ave	S 72nd St	0.02 E	2010	15,879	MPSI	.20
2 S 70th St	W Orchard St	0.06 N	2010	9,792	MPSI	.25
3 W National Ave	S 70th St	0.02 E	2010	11,536	MPSI	.33
4 W Greenfield Ave	S 64th St	0.00 E	2010	13,526	MPSI	.36
5 W Greenfield Ave	S 64th St	0.00	2005	14,900	AADT	.36
6 S 70th St	W Mitchell St	0.01 S	2010	5,261	MPSI	.37
7 S 64th St	W National Ave	0.00 N	2005	9,600	AADT	.37
8 W National Ave	S 64th St	0.01 NE	2010	10,013	MPSI	.37
9 S 70th St	W Walker St	0.01 N	2010	14,135	MPSI	.38
10 S 76th St	W Orchard St	0.02 S	2010	13,260	MPSI	.44