

Demographic Summary Report

Liberty Square

Radius	3 Mile	5 Mile	10 Mile
Population			
2016 Projection	28,297	70,282	429,693
2011 Estimate	27,008	66,964	414,851
2010 Census	26,911	66,554	413,512
Growth 2011 - 2016	4.80%	5.00%	3.60%
Growth 2010 - 2011	0.40%	0.60%	0.30%
2011 Population by Hispanic Origin	3,668	6,880	66,565
2011 Population By Race	27,008	66,964	414,851
White	23,824 88.21%	59,712 89.17%	346,624 83.55%
Black or African American	279 1.03%	672 1.00%	7,517 1.81%
American Indian and Alaska Native	46 0.17%	103 0.15%	1,588 0.38%
Asian	885 3.28%	2,647 3.95%	23,152 5.58%
Native Hawaiian and Pacific Islander	10 0.04%	18 0.03%	122 0.03%
Other Race	1,487 5.51%	2,683 4.01%	27,216 6.56%
Two or More Races	477 1.77%	1,128 1.68%	8,634 2.08%
Households			
2016 Projection	10,778	25,194	152,903
2011 Estimate	10,228	23,851	146,669
2010 Census	10,179	23,691	146,250
Growth 2011 - 2016	5.40%	5.60%	4.30%
Growth 2010 - 2011	0.50%	0.70%	0.30%
Owner Occupied	8,523 83.33%	20,839 87.37%	119,226 81.29%
Renter Occupied	1,705 16.67%	3,012 12.63%	27,443 18.71%
2011 Households by HH Income	10,227	23,851	146,669
Income Less Than \$15,000	751 7.34%	1,435 6.02%	8,659 5.90%
Income: \$15,000 - \$24,999	745 7.28%	1,432 6.00%	9,113 6.21%
Income: \$25,000 - \$34,999	642 6.28%	1,193 5.00%	8,659 5.90%
Income: \$35,000 - \$49,999	1,025 10.02%	2,111 8.85%	14,887 10.15%
Income: \$50,000 - \$74,999	1,902 18.60%	4,094 17.16%	26,118 17.81%
Income: \$75,000 - \$99,999	1,635 15.99%	3,755 15.74%	23,577 16.07%
Income: \$100,000 - \$149,999	1,765 17.26%	4,742 19.88%	29,465 20.09%
Income: \$150,000 - \$199,999	729 7.13%	2,004 8.40%	11,813 8.05%
Income: \$200,000+	1,033 10.10%	3,085 12.93%	14,378 9.80%
2011 Avg Household Income	\$97,506	\$108,993	\$100,986
2011 Med Household Income	\$75,537	\$84,219	\$79,878
2011 Per Capita Income	\$37,024	\$39,334	\$35,882

Demographic Detail Report

Liberty Square

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	28,297		70,282		429,693	
2011 Estimate	27,008		66,964		414,851	
2010 Census	26,911		66,554		413,512	
Growth 2011 - 2016	4.80%		5.00%		3.60%	
Growth 2010 - 2011	0.40%		0.60%		0.30%	
2011 Population by Age						
	27,008		66,964		414,851	
Age 0 - 4	1,679	6.22%	4,127	6.16%	27,145	6.54%
Age 5 - 9	1,783	6.60%	4,743	7.08%	30,892	7.45%
Age 10 - 14	1,882	6.97%	5,391	8.05%	33,215	8.01%
Age 15 - 19	1,775	6.57%	4,951	7.39%	30,732	7.41%
Age 20 - 24	1,216	4.50%	2,935	4.38%	20,753	5.00%
Age 25 - 34	3,073	11.38%	6,745	10.07%	49,686	11.98%
Age 35 - 44	3,864	14.31%	9,809	14.65%	61,136	14.74%
Age 45 - 49	2,371	8.78%	6,412	9.58%	36,551	8.81%
Age 50 - 54	2,312	8.56%	6,080	9.08%	34,715	8.37%
Age 55 - 59	1,952	7.23%	4,797	7.16%	27,529	6.64%
Age 60 - 64	1,597	5.91%	3,715	5.55%	20,946	5.05%
Age 65 - 74	2,062	7.63%	4,432	6.62%	24,349	5.87%
Age 75 - 84	1,037	3.84%	2,080	3.11%	12,094	2.92%
Age 85 and over	403	1.49%	747	1.12%	5,109	1.23%
Age 65 and over	3,502	12.97%	7,259	10.84%	41,552	10.02%
Median Age	40.70		40.20		37.60	
Average Age	39.00		37.80		36.70	

Demographic Detail Report

Liberty Square

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2011 Population By Race	27,008	66,964	414,851
White	23,824 88.21%	59,712 89.17%	346,624 83.55%
Black or African American	279 1.03%	672 1.00%	7,517 1.81%
American Indian and Alaska Native	46 0.17%	103 0.15%	1,588 0.38%
Asian	885 3.28%	2,647 3.95%	23,152 5.58%
Native Hawaiian and Pacific Islander	10 0.04%	18 0.03%	122 0.03%
Other Race	1,487 5.51%	2,683 4.01%	27,216 6.56%
Two or More Races	477 1.77%	1,128 1.68%	8,634 2.08%
2011 Population by Hispanic Origin	27,008	66,963	414,853
Not Hispanic or Latino	23,340 86.42%	60,083 89.73%	348,288 83.95%
Hispanic or Latino	3,668 13.58%	6,880 10.27%	66,565 16.05%
2011 Age 5+ Language at Home	24,030	59,200	381,181
Speak Only English	19,651 81.78%	50,145 84.70%	296,687 77.83%
Speak Asian or Pacific Island	359 1.49%	1,124 1.90%	11,239 2.95%
Speak IndoEuropean	1,163 4.84%	2,932 4.95%	23,991 6.29%
Speak Spanish	2,748 11.44%	4,637 7.83%	47,841 12.55%
Speak Other Language	109 0.45%	362 0.61%	1,423 0.37%
2011 Median Age, Male	39.30	39.10	36.50
2011 Average Age, Male	37.80	37.00	35.80
Median Age, Female	42.10	41.10	38.70
Average Age, Female	40.20	38.70	37.50
2011 Population by Occupation Classification (Age 16+)	12,975	31,852	211,582
Blue Collar	2,391 18.43%	5,557 17.45%	39,329 18.59%
White Collar	8,960 69.06%	22,742 71.40%	143,942 68.03%
Service	1,624 12.52%	3,553 11.15%	28,311 13.38%
2011 Population by Marital Status (Age 15+)	20,347	48,800	316,994
Total, Never Married	5,025 24.70%	12,512 25.64%	87,198 27.51%
Married	12,247 60.19%	30,345 62.18%	188,598 59.50%
Widowed	1,048 5.15%	2,032 4.16%	13,714 4.33%
Divorced	2,027 9.96%	3,911 8.01%	27,484 8.67%

Demographic Detail Report

Liberty Square

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	17,316	40,579	259,845
Less Than 9th Grade	379 2.19%	750 1.85%	10,546 4.06%
Some High School, No Diploma	979 5.65%	1,812 4.47%	13,042 5.02%
High School Grad (Incl Equivalency)	4,587 26.49%	9,524 23.47%	60,509 23.29%
Some College, No Degree	3,796 21.92%	8,652 21.32%	53,891 20.74%
Associate Degree	1,068 6.17%	2,763 6.81%	16,600 6.39%
Bachelor Degree	4,176 24.12%	11,188 27.57%	66,659 25.65%
Advanced Degrees	2,331 13.46%	5,890 14.51%	38,598 14.85%
2011 Population by Occupation (Age 16+)	14,599	35,406	239,891
Management, Business, & Financial	4,918 33.69%	12,496 35.29%	77,271 32.21%
Professional & Related Occupations	465 3.19%	1,216 3.43%	9,113 3.80%
Services	5,211 35.69%	12,348 34.88%	90,494 37.72%
Sales & Office	2,126 14.56%	4,983 14.07%	30,170 12.58%
Farming, Fishing, and Forestry	0 0.00%	4 0.01%	217 0.09%
Construction and Extraction, Maint	707 4.84%	1,562 4.41%	10,339 4.31%
Production & Transportation	1,172 8.03%	2,797 7.90%	22,287 9.29%
2011 Workers by Travel Time to Work (Age 16+)	13,820	33,480	222,059
Less Than 15 Minutes	2,438 17.64%	5,597 16.72%	41,315 18.61%
15 to 29 Minutes	3,030 21.92%	7,046 21.05%	52,945 23.84%
30 to 44 Minutes	2,897 20.96%	7,219 21.56%	44,636 20.10%
45 to 59 Minutes	1,848 13.37%	4,389 13.11%	25,780 11.61%
60+ Minutes	3,607 26.10%	9,229 27.57%	57,383 25.84%
2000 Households by HH Size	10,180	23,691	146,250
1-Person Households	2,419 23.76%	4,650 19.63%	30,140 20.61%
2-Person Households	3,461 34.00%	7,755 32.73%	45,249 30.94%
3-Person Households	1,620 15.91%	4,082 17.23%	25,581 17.49%
4-Person Households	1,556 15.28%	4,312 18.20%	25,835 17.66%
5-Person Households	708 6.95%	1,915 8.08%	11,992 8.20%
6-Person Households	240 2.36%	636 2.68%	4,501 3.08%
7 or more Person Households	176 1.73%	341 1.44%	2,952 2.02%
2011 Average Household Size	2.62	2.79	2.81

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2011 Avg Household Income	\$97,506	\$108,993	\$100,986
2011 Med Household Income	\$75,537	\$84,219	\$79,878
2011 Per Capita Income	\$37,024	\$39,334	\$35,882
2011 Occupied Housing	10,228	23,851	146,669
Owner Occupied	8,523 83.33%	20,839 87.37%	119,226 81.29%
Renter Occupied	1,705 16.67%	3,012 12.63%	27,443 18.71%
2000 Housing Units	9,921	22,550	147,752
1 Unit Attached	1,615 16.28%	2,757 12.23%	17,070 11.55%
1 Unit Detached	6,993 70.49%	17,873 79.26%	108,329 73.32%
2 Units	154 1.55%	176 0.78%	1,449 0.98%
3 - 19 Units	779 7.85%	1,159 5.14%	13,334 9.02%
20 - 49 Units	38 0.38%	59 0.26%	2,993 2.03%
50 or more Units	116 1.17%	174 0.77%	2,228 1.51%
Mobile Home or Trailer	226 2.28%	352 1.56%	2,322 1.57%
Boat, RV, Van, Etc.	0 0.00%	0 0.00%	27 0.02%

Demographic Detail Report

Liberty Square

Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	8,083		19,166		117,704	
Value Less than \$20,000	57	0.71%	98	0.51%	987	0.84%
Value \$20,000 - \$39,999	76	0.94%	106	0.55%	618	0.53%
Value \$40,000 - \$59,999	44	0.54%	47	0.25%	226	0.19%
Value \$60,000 - \$79,999	32	0.40%	54	0.28%	540	0.46%
Value \$80,000 - \$99,999	9	0.11%	53	0.28%	935	0.79%
Value \$100,000 - \$149,999	363	4.49%	840	4.38%	8,274	7.03%
Value \$150,000 - \$199,999	1,261	15.60%	2,750	14.35%	19,928	16.93%
Value \$200,000 - \$299,999	2,327	28.79%	5,006	26.12%	34,275	29.12%
Value \$300,000 - \$399,999	1,602	19.82%	3,525	18.39%	20,700	17.59%
Value \$400,000 - \$499,999	842	10.42%	2,125	11.09%	11,675	9.92%
Value \$500,000 - \$749,999	907	11.22%	2,877	15.01%	12,438	10.57%
Value \$750,000 - \$999,999	315	3.90%	1,074	5.60%	4,273	3.63%
Value \$1,000,000 or more	248	3.07%	611	3.19%	2,835	2.41%
2011 Med Housing Val-Owner Occupied	\$292,727		\$317,844		\$273,469	
2011 Housing Units by Yr Built	9,920		22,550		147,753	
Built 2005 to Present	606	6.11%	1,307	5.80%	5,518	3.73%
Built 2000 to 2004	1,174	11.83%	2,971	13.18%	18,217	12.33%
Built 1990 to 1999	2,160	21.77%	5,038	22.34%	31,542	21.35%
Built 1980 to 1989	1,322	13.33%	3,695	16.39%	24,624	16.67%
Built 1970 to 1979	1,622	16.35%	3,551	15.75%	26,957	18.24%
Built 1960 to 1969	788	7.94%	1,498	6.64%	11,908	8.06%
Built 1950 to 1959	1,053	10.61%	2,201	9.76%	14,514	9.82%
Built 1940 to 1949	445	4.49%	860	3.81%	5,081	3.44%
Built 1939 or Earlier	750	7.56%	1,429	6.34%	9,392	6.36%
2011 Median Year Built	1982		1985		1982	

Demographic Market Comparison Report

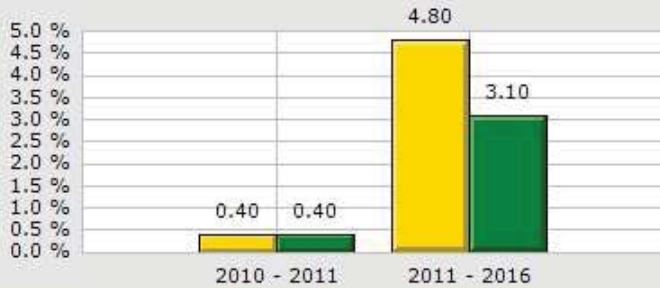
3 mile radius

Liberty Square

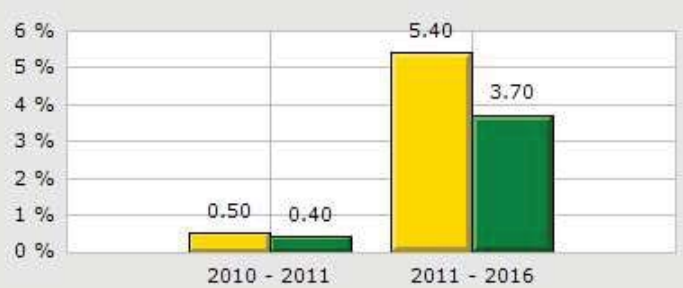
Type: Shopping Center/Neighborhood Center
 County: Lake

3 Mile
 County

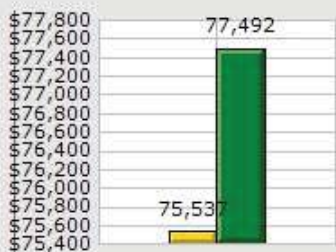
Population Growth



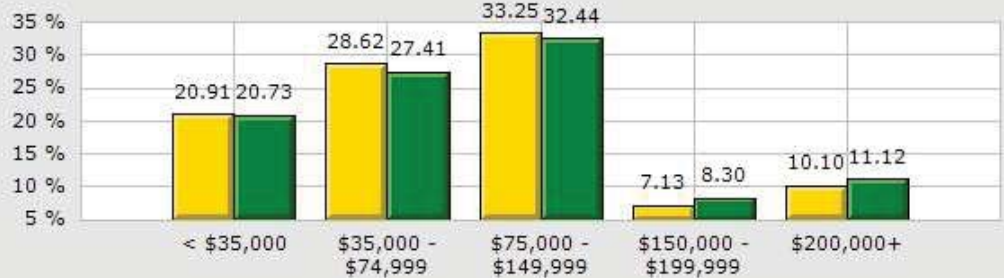
Household Growth



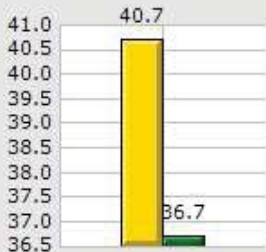
2011 Med Household Inc



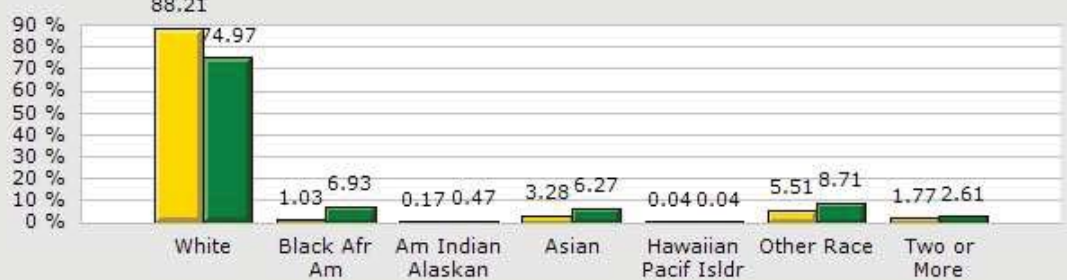
2011 Households by Household Income



2011 Median Age



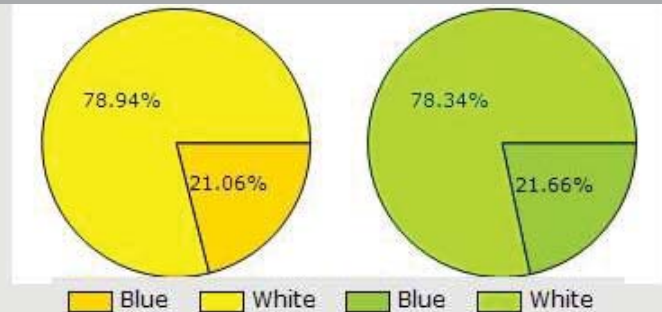
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

Liberty Square

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

	3 Mile		County	
Population				
Growth 2010 - 2011	0.40%		0.40%	
Growth 2011 - 2016	4.80%		3.10%	
2011 Blue Collar	2,391	21.06%	63,775	21.66%
2011 White Collar	8,960	78.94%	230,597	78.34%
2011 Population By Race				
	27,008		706,260	
White	23,824	88.21%	529,497	74.97%
Black Afr Am	279	1.03%	48,942	6.93%
Am Indian Alaskan	46	0.17%	3,313	0.47%
Asian	885	3.28%	44,303	6.27%
Hawaiian Pacif Islldr	10	0.04%	293	0.04%
Other Race	1,487	5.51%	61,500	8.71%
Two or More	477	1.77%	18,412	2.61%
Households				
Growth 2010 - 2011	0.50%		0.40%	
Growth 2011 - 2016	5.40%		3.70%	
Renter Occupied	1,705	16.67%	58,375	24.05%
Owner Occupied	8,523	83.33%	184,328	75.95%
2011 Households by HH Income				
	10,227		242,702	
Income < \$35,000	2,138	20.91%	50,312	20.73%
Income \$35,000 - \$74,999	2,927	28.62%	66,528	27.41%
Income \$75,000 - \$149,999	3,400	33.25%	78,740	32.44%
Income \$150,000 - \$199,999	729	7.13%	20,134	8.30%
Income \$200,000+	1,033	10.10%	26,988	11.12%
2011 Median Household Income	\$75,537		\$77,492	
2011 Median Age	40.70		36.70	

Consumer Spending Report

Liberty Square

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$527,809	\$1,366,865	\$7,798,505
Total Apparel	\$20,781	\$54,198	\$312,561
Women's Apparel	7,353	19,198	109,855
Men's Apparel	4,283	11,219	64,408
Girl's Apparel	1,646	4,356	24,955
Boy's Apparel	1,251	3,290	19,072
Infant Apparel	1,274	3,263	19,194
Footwear (excl. Infants)	2,834	7,333	42,440
Other Apparel Prod/Services	2,140	5,539	32,637
Total Entertainment	\$50,994	\$133,578	\$757,659
Sports and Recreation	2,148	5,642	31,800
TV, Radio and Sound Equipment	17,095	43,926	252,014
Reading Materials	2,244	5,772	32,527
Travel	28,880	76,576	431,745
Photographic Equipment	628	1,662	9,572
Total Food At Home	\$42,205	\$107,541	\$618,307
Cereal Products	2,555	6,496	37,457
Bread & Bakery Products	5,641	14,331	81,714
Seafood	2,250	5,817	33,657
Meat/Poultry/Fish/Eggs	14,098	35,903	207,004
Dairy Products	6,817	17,291	99,021
Fruits and Vegetables	10,843	27,703	159,453
Total Food Away From Home	\$42,625	\$110,452	\$636,043
Breakfast and Brunch	4,008	10,180	58,990
Dinner	20,021	52,106	299,457
Lunch	13,931	35,954	207,437
Snacks and Non Alcoholic Bev	3,139	8,052	46,786
Catered Affairs	1,526	4,160	23,373

Consumer Spending Report

Liberty Square

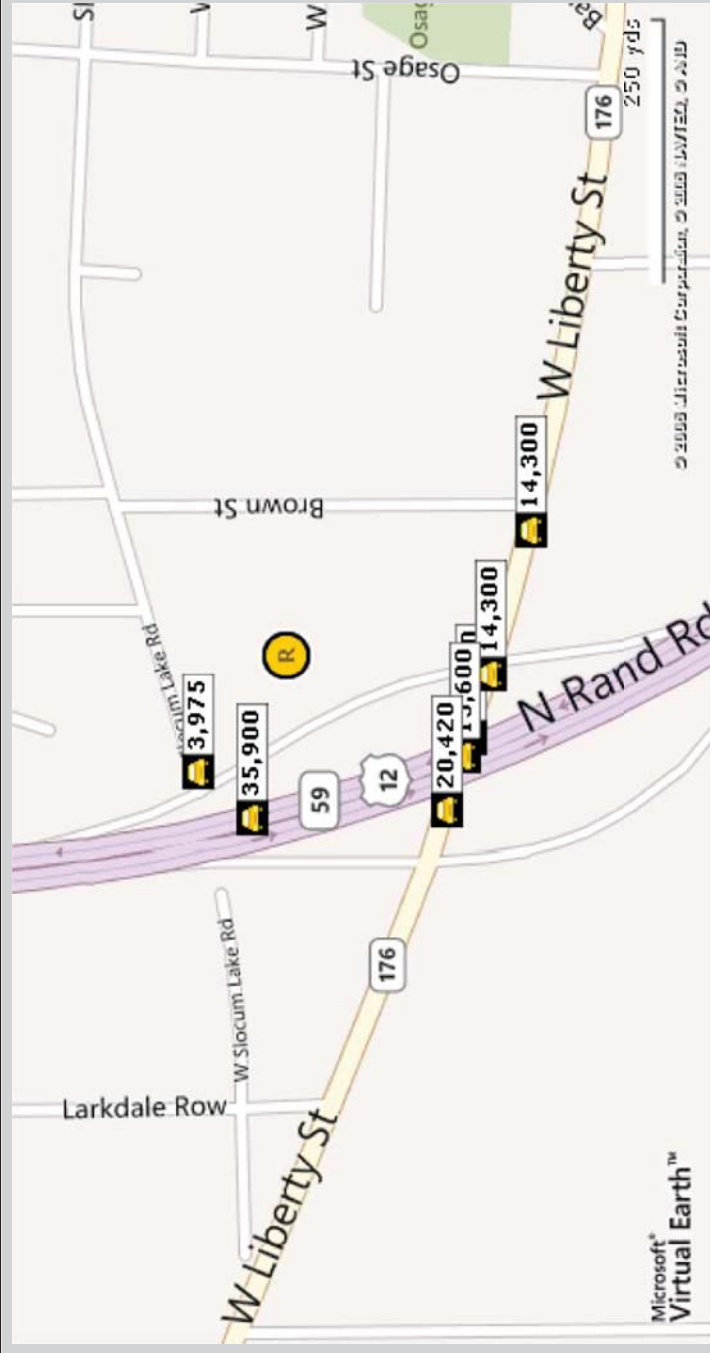
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$7,979	\$20,702	\$119,883
Alcoholic Bev. at Home	4,675	12,181	70,202
Alcoholic Bev. away from Home	3,304	8,521	49,681
Total Furniture/Appliances	\$50,191	\$131,748	\$747,814
Bedroom Furniture	2,723	7,183	41,252
Living Room Furniture	4,389	11,607	65,997
Other Living & Family Room Furniture	1,232	3,321	18,670
Other Furniture	592	1,599	8,936
Major Appliances	4,445	11,495	64,315
Small Appliances & Housewares	10,171	26,619	151,901
Misc Household Equipment	26,638	69,924	396,742
Total Transportation/Maint.	\$117,629	\$302,791	\$1,724,993
New Autos/Trucks/Vans	32,959	87,063	492,603
Used Vehicles	28,026	70,969	408,707
Purchase of RVs or Boats	4,295	10,964	59,446
Gasoline	38,240	97,469	557,664
Diesel Fuel	751	1,871	10,167
Automotive Maintenance/Repair	13,357	34,456	196,406
Total Health Care	\$22,295	\$56,378	\$315,995
Medical Services	13,306	34,132	192,593
Prescription Drugs	6,764	16,600	91,776
Medical Supplies	2,225	5,645	31,626
Total Education/Day Care	\$40,885	\$109,845	\$625,610
Education	17,850	47,802	272,086
Room and Board	2,001	5,436	29,922
Tuition/School Supplies	15,673	41,980	238,731
Day Care, Nursery & Preschool	5,360	14,626	84,871

Liberty Square

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,065	9,244	9
Total Retail	195	1,434	7
Home Improvement Stores	15	129	9
General Merchandise Stores	4	11	3
Food Stores	16	314	20
Auto Dealers and Gas Stations	34	267	8
Apparel and Accessory Stores	4	13	3
Furniture and Home Furnishings	30	92	3
Eating and Drinking Places	53	483	9
Miscellaneous Retail Stores	39	125	3
Finance-Insurance-Real Estate	74	242	3
Banks, Saving and Lending Inst.	15	100	7
Security Brokers and Investments	12	22	2
Insurance Carriers and Agencies	19	32	2
Real Estate-Trust-Holding Co.	28	88	3
Services	389	4,003	10
Hotels and Lodging	2	2	1
Motion Picture and Amusement	34	164	5
Health Services	32	339	11
Legal Services	13	32	2
Educational Services	16	464	29
Auto Services	41	168	4
Other Services	251	2,834	11
Agriculture/Mining	52	678	13
Construction	160	1,032	6
Manufacturing	66	631	10
Transportation, Comm./Pub Util.	33	140	4
Wholesale Trade	76	846	11
Government	20	238	12
Daytime Population	9,244		
Daytime Population/Business	9		

Traffic Count Report

Liberty Square



Street	Cross Strt Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Slocum Lake Rd	0.08 W	2007	3,950	AAAT	.08
2 Slocum Lake Rd	0.08 W	2010	3,975	MPSI	.08
3 S Rand Rd	0.12 S	2005	35,900	AAAT	.09
4 W Liberty St	0.01 W	2010	14,600	MPSI	.11
5 W Liberty St	0.04 W	2010	14,600	MPSI	.11
6 W Liberty St	0.04 W	2007	14,300	AAAT	.11
7 W Liberty St	0.00 E	2005	15,600	AAAT	.11
8 W Liberty St	0.02 E	2010	20,420	MPSI	.12
9 W Liberty St	0.02 E	2010	14,600	MPSI	.15
10 W Liberty St	0.02 E	2007	14,300	AAAT	.15