

Demographic Summary Report

River Crossing Centre

Radius	3 Mile		5 Mile		10 Mile	
Population						
2016 Projection	49,183		134,046		299,383	
2011 Estimate	50,986		134,351		297,781	
2010 Census	51,958		135,415		298,905	
Growth 2011 - 2016	-3.50%		-0.20%		0.50%	
Growth 2010 - 2011	-1.90%		-0.80%		-0.40%	
2011 Population by Hispanic Origin	4,387		12,845		27,430	
2011 Population By Race	50,986		134,351		297,781	
White	47,126	92.43%	122,645	91.29%	270,780	90.93%
Black or African American	1,027	2.01%	3,069	2.28%	8,278	2.78%
American Indian and Alaska Native	131	0.26%	470	0.35%	1,049	0.35%
Asian	818	1.60%	2,387	1.78%	5,898	1.98%
Native Hawaiian and Pacific Islander	26	0.05%	70	0.05%	149	0.05%
Other Race	844	1.66%	2,868	2.13%	5,379	1.81%
Two or More Races	1,013	1.99%	2,844	2.12%	6,248	2.10%
Households						
2016 Projection	21,696		56,883		126,535	
2011 Estimate	22,645		57,716		127,109	
2010 Census	23,066		58,105		127,494	
Growth 2011 - 2016	-4.20%		-1.40%		-0.50%	
Growth 2010 - 2011	-1.80%		-0.70%		-0.30%	
Owner Occupied	16,255	71.78%	41,337	71.62%	93,866	73.85%
Renter Occupied	6,391	28.22%	16,379	28.38%	33,242	26.15%
2011 Households by HH Income	22,645		57,715		127,108	
Income Less Than \$15,000	3,021	13.34%	8,617	14.93%	18,537	14.58%
Income: \$15,000 - \$24,999	3,607	15.93%	9,168	15.88%	19,000	14.95%
Income: \$25,000 - \$34,999	3,181	14.05%	8,550	14.81%	18,363	14.45%
Income: \$35,000 - \$49,999	4,766	21.05%	10,968	19.00%	23,286	18.32%
Income: \$50,000 - \$74,999	4,266	18.84%	10,208	17.69%	22,470	17.68%
Income: \$75,000 - \$99,999	1,988	8.78%	4,799	8.31%	11,020	8.67%
Income: \$100,000 - \$149,999	1,254	5.54%	3,583	6.21%	9,101	7.16%
Income: \$150,000 - \$199,999	319	1.41%	1,025	1.78%	2,733	2.15%
Income: \$200,000+	243	1.07%	797	1.38%	2,598	2.04%
2011 Avg Household Income	\$49,461		\$50,231		\$53,785	
2011 Med Household Income	\$38,543		\$37,519		\$38,775	
2011 Per Capita Income	\$22,387		\$21,847		\$23,198	

Demographic Detail Report

River Crossing Centre

Radius	3 Mile		5 Mile		10 Mile	
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2016 Projection	49,183		134,046		299,383	
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Growth 2011 - 2016	-3.50%		-0.20%		0.50%	
Growth 2010 - 2011	-1.90%		-0.80%		-0.40%	
2011 Population by Age						
	50,986		134,351		297,781	
Age 0 - 4	2,339	4.59%	6,737	5.01%	14,711	4.94%
Age 5 - 9	2,627	5.15%	7,357	5.48%	16,236	5.45%
Age 10 - 14	2,771	5.43%	7,792	5.80%	17,375	5.83%
Age 15 - 19	2,808	5.51%	7,780	5.79%	17,261	5.80%
Age 20 - 24	2,417	4.74%	6,450	4.80%	13,494	4.53%
Age 25 - 34	5,153	10.11%	13,923	10.36%	29,379	9.87%
Age 35 - 44	5,966	11.70%	16,516	12.29%	36,700	12.32%
Age 45 - 49	3,667	7.19%	9,914	7.38%	22,456	7.54%
Age 50 - 54	3,566	6.99%	9,609	7.15%	22,095	7.42%
Age 55 - 59	3,333	6.54%	9,028	6.72%	20,517	6.89%
Age 60 - 64	3,456	6.78%	9,086	6.76%	20,686	6.95%
Age 65 - 74	5,899	11.57%	14,736	10.97%	33,532	11.26%
Age 75 - 84	4,730	9.28%	10,677	7.95%	23,451	7.88%
Age 85 and over	2,254	4.42%	4,746	3.53%	9,887	3.32%
Age 65 and over	12,883	25.27%	30,159	22.45%	66,870	22.46%
Median Age	46.90		45.30		45.80	
Average Age	45.30		43.80		44.00	

Demographic Detail Report

River Crossing Centre

Radius	3 Mile	5 Mile	10 Mile
2011 Population By Race	50,986	134,351	297,781
White	47,126 92.43%	122,645 91.29%	270,780 90.93%
Black or African American	1,027 2.01%	3,069 2.28%	8,278 2.78%
American Indian and Alaska Native	131 0.26%	470 0.35%	1,049 0.35%
Asian	818 1.60%	2,387 1.78%	5,898 1.98%
Native Hawaiian and Pacific Islander	26 0.05%	70 0.05%	149 0.05%
Other Race	844 1.66%	2,868 2.13%	5,379 1.81%
Two or More Races	1,013 1.99%	2,844 2.12%	6,248 2.10%
2011 Population by Hispanic Origin	50,985	134,353	297,781
Not Hispanic or Latino	46,598 91.40%	121,508 90.44%	270,351 90.79%
Hispanic or Latino	4,387 8.60%	12,845 9.56%	27,430 9.21%
2011 Age 5+ Language at Home	52,812	131,460	290,890
Speak Only English	47,405 89.76%	117,766 89.58%	257,930 88.67%
Speak Asian or Pacific Island	493 0.93%	1,280 0.97%	3,348 1.15%
Speak IndoEuropean	2,170 4.11%	5,120 3.89%	13,588 4.67%
Speak Spanish	2,675 5.07%	6,639 5.05%	14,565 5.01%
Speak Other Language	69 0.13%	655 0.50%	1,459 0.50%
2011 Median Age, Male	44.90	43.60	44.50
2011 Average Age, Male	43.60	42.30	42.80
Median Age, Female	48.80	46.80	47.00
Average Age, Female	46.80	45.10	45.10
2011 Population by Occupation Classification (Age 16+)	22,517	57,320	125,564
Blue Collar	4,506 20.01%	12,033 20.99%	23,935 19.06%
White Collar	13,729 60.97%	34,178 59.63%	79,773 63.53%
Service	4,282 19.02%	11,109 19.38%	21,856 17.41%
2011 Population by Marital Status (Age 15+)	46,559	114,201	254,402
Total, Never Married	10,260 22.04%	27,575 24.15%	55,990 22.01%
Married	25,013 53.72%	59,635 52.22%	141,147 55.48%
Widowed	5,075 10.90%	11,813 10.34%	25,609 10.07%
Divorced	6,211 13.34%	15,178 13.29%	31,656 12.44%

Demographic Detail Report

River Crossing Centre

Radius	3 Mile	5 Mile	10 Mile
2011 Population by Education	41,035	99,383	222,502
Less Than 9th Grade	1,079 2.63%	3,050 3.07%	6,505 2.92%
Some High School, No Diploma	4,190 10.21%	10,409 10.47%	21,699 9.75%
High School Grad (Incl Equivalency)	15,780 38.45%	38,809 39.05%	81,277 36.53%
Some College, No Degree	9,811 23.91%	22,743 22.88%	50,149 22.54%
Associate Degree	3,629 8.84%	8,342 8.39%	17,812 8.01%
Bachelor Degree	4,533 11.05%	11,411 11.48%	31,816 14.30%
Advanced Degrees	2,013 4.91%	4,619 4.65%	13,244 5.95%
2011 Population by Occupation (Age 16+)	26,796	68,431	147,420
Management, Business, & Financial	6,729 25.11%	17,234 25.18%	40,434 27.43%
Professional & Related Occupations	589 2.20%	1,384 2.02%	3,684 2.50%
Services	12,688 47.35%	32,323 47.23%	66,049 44.80%
Sales & Office	3,249 12.12%	8,181 11.96%	18,713 12.69%
Farming, Fishing, and Forestry	33 0.12%	82 0.12%	259 0.18%
Construction and Extraction, Maint	1,385 5.17%	3,974 5.81%	8,198 5.56%
Production & Transportation	2,123 7.92%	5,253 7.68%	10,083 6.84%
2011 Workers by Travel Time to Work (Age 16+)	23,626	59,440	129,661
Less Than 15 Minutes	5,539 23.44%	15,138 25.47%	29,538 22.78%
15 to 29 Minutes	6,672 28.24%	16,669 28.04%	36,661 28.27%
30 to 44 Minutes	4,258 18.02%	10,223 17.20%	24,042 18.54%
45 to 59 Minutes	2,320 9.82%	5,639 9.49%	13,171 10.16%
60+ Minutes	4,837 20.47%	11,771 19.80%	26,249 20.24%
2000 Households by HH Size	23,066	58,104	127,493
1-Person Households	7,407 32.11%	17,289 29.76%	36,848 28.90%
2-Person Households	8,788 38.10%	21,984 37.84%	49,193 38.58%
3-Person Households	3,185 13.81%	8,496 14.62%	18,399 14.43%
4-Person Households	2,320 10.06%	6,276 10.80%	13,775 10.80%
5-Person Households	920 3.99%	2,673 4.60%	6,103 4.79%
6-Person Households	275 1.19%	885 1.52%	2,091 1.64%
7 or more Person Households	171 0.74%	501 0.86%	1,084 0.85%
2011 Average Household Size	2.22	2.31	2.33

Demographic Detail Report

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2011 Households by HH Income	22,645	57,715	127,108
Income: Less than \$15,000	3,021 13.34%	8,617 14.93%	18,537 14.58%
Income: \$15,000 - \$24,999	3,607 15.93%	9,168 15.88%	19,000 14.95%
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Income: \$150,000 - \$199,999	319 1.41%	1,025 1.78%	2,733 2.15%
Income: \$200,000+	243 1.07%	797 1.38%	2,598 2.04%
2011 Avg Household Income	\$49,461	\$50,231	\$53,785
2011 Med Household Income	\$38,543	\$37,519	\$38,775
2011 Per Capita Income	\$22,387	\$21,847	\$23,198
2011 Occupied Housing	22,646	57,716	127,108
Owner Occupied	16,255 71.78%	41,337 71.62%	93,866 73.85%
Renter Occupied	6,391 28.22%	16,379 28.38%	33,242 26.15%
2000 Housing Units	27,691	67,964	153,170
1 Unit Attached	2,524 9.11%	3,933 5.79%	8,662 5.66%
1 Unit Detached	16,748 60.48%	45,781 67.36%	99,699 65.09%
2 Units	371 1.34%	1,179 1.73%	2,402 1.57%
3 - 19 Units	4,544 16.41%	8,181 12.04%	16,010 10.45%
20 - 49 Units	540 1.95%	1,655 2.44%	3,184 2.08%
50 or more Units	190 0.69%	999 1.47%	2,773 1.81%
Mobile Home or Trailer	2,761 9.97%	6,198 9.12%	20,248 13.22%
Boat, RV, Van, Etc.	13 0.05%	38 0.06%	192 0.13%

Demographic Detail Report

River Crossing Centre

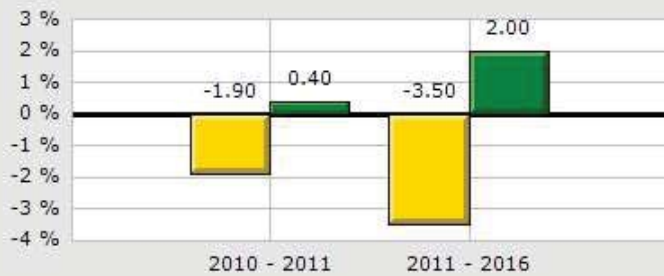
Radius	3 Mile		5 Mile		10 Mile	
2011 Housing Value - Owner Occupied	18,086		43,009		99,114	
Value Less than \$20,000	720	3.98%	1,455	3.38%	3,288	3.32%
Value \$20,000 - \$39,999	727	4.02%	1,301	3.02%	3,507	3.54%
Value \$40,000 - \$59,999	489	2.70%	1,618	3.76%	4,012	4.05%
Value \$60,000 - \$79,999	591	3.27%	1,826	4.25%	5,179	5.23%
Value \$80,000 - \$99,999	1,653	9.14%	4,203	9.77%	7,807	7.88%
Value \$100,000 - \$149,999	4,236	23.42%	10,597	24.64%	20,318	20.50%
Value \$150,000 - \$199,999	3,757	20.77%	7,482	17.40%	15,445	15.58%
Value \$200,000 - \$299,999	4,312	23.84%	7,934	18.45%	18,679	18.85%
Value \$300,000 - \$399,999	1,185	6.55%	3,770	8.77%	10,130	10.22%
Value \$400,000 - \$499,999	271	1.50%	1,423	3.31%	4,486	4.53%
Value \$500,000 - \$749,999	86	0.48%	870	2.02%	3,649	3.68%
Value \$750,000 - \$999,999	26	0.14%	285	0.66%	1,402	1.41%
Value \$1,000,000 or more	33	0.18%	245	0.57%	1,212	1.22%
2011 Med Housing Val-Owner Occupied	\$157,828		\$152,816		\$164,851	
2011 Housing Units by Yr Built	27,692		67,965		153,171	
Built 2005 to Present	722	2.61%	1,861	2.74%	5,164	3.37%
Built 2000 to 2004	2,914	10.52%	7,062	10.39%	18,130	11.84%
Built 1990 to 1999	5,395	19.48%	9,869	14.52%	23,443	15.31%
Built 1980 to 1989	10,271	37.09%	20,143	29.64%	42,535	27.77%
Built 1970 to 1979	6,546	23.64%	21,524	31.67%	45,620	29.78%
Built 1960 to 1969	1,135	4.10%	4,957	7.29%	11,938	7.79%
Built 1950 to 1959	476	1.72%	1,701	2.50%	3,863	2.52%
Built 1940 to 1949	110	0.40%	293	0.43%	927	0.61%
Built 1939 or Earlier	123	0.44%	555	0.82%	1,551	1.01%
2011 Median Year Built	1985		1982		1983	

River Crossing Centre

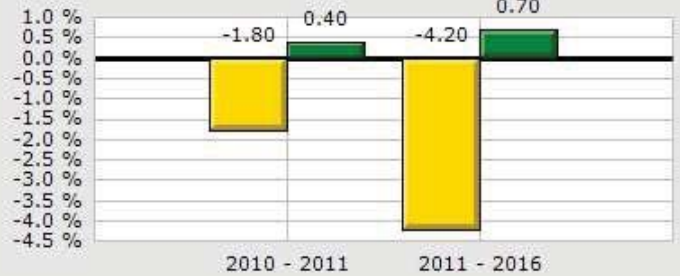
Type: **Shopping Center/Neighborhood Center**
 County: **Pasco**

3 Mile
County

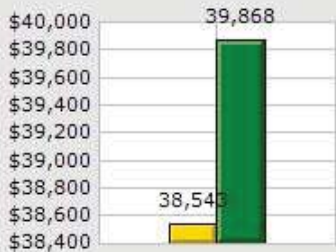
Population Growth



Household Growth



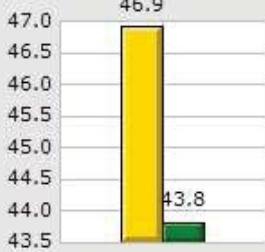
2011 Med Household Inc



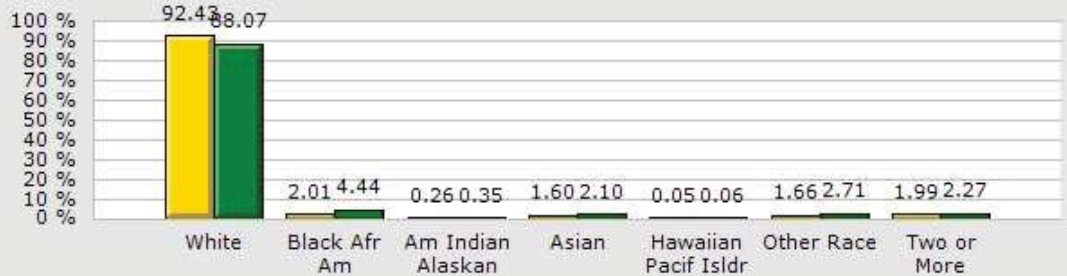
2011 Households by Household Income



2011 Median Age



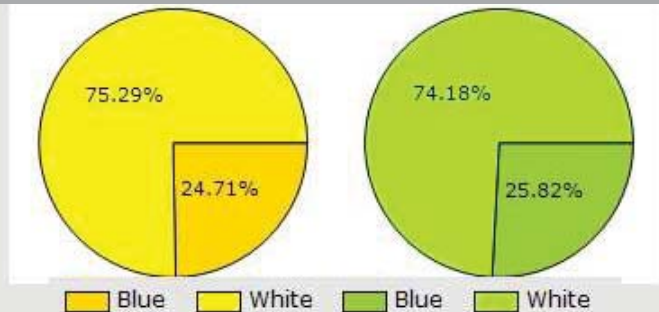
2011 Population by Race



2011 Renter vs. Owner



2011 Blue vs. White Collar



Demographic Market Comparison Report

3 mile radius

River Crossing Centre

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

	3 Mile		County	
Population				
Growth 2010 - 2011	-1.90%		0.40%	
Growth 2011 - 2016	-3.50%		2.00%	
2011 Blue Collar	4,506	24.71%	39,667	25.82%
2011 White Collar	13,729	75.29%	113,939	74.18%
2011 Population By Race				
	50,985		466,639	
White	47,126	92.43%	410,952	88.07%
Black Afr Am	1,027	2.01%	20,734	4.44%
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Hawaiian Pacif Islldr	26	0.05%	269	0.06%
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Households				
Growth 2010 - 2011	-1.80%		0.40%	
Growth 2011 - 2016	-4.20%		0.70%	
Renter Occupied	6,391	28.22%	46,123	24.22%
Owner Occupied	16,255	71.78%	144,291	75.78%
2011 Households by HH Income				
	22,645		190,414	
Income < \$35,000	9,809	43.32%	81,380	42.74%
Income \$35,000 - \$74,999	9,032	39.89%	69,314	36.40%
Income \$75,000 - \$149,999	3,242	14.32%	33,355	17.52%
Income \$150,000 - \$199,999	319	1.41%	3,756	1.97%
Income \$200,000+	243	1.07%	2,609	1.37%
2011 Median Household Income	\$38,543		\$39,868	
2011 Median Age	46.90		43.80	

Consumer Spending Report

River Crossing Centre

2011 Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$604,902	\$1,581,283	\$3,729,889
Total Apparel	\$22,870	\$59,404	\$139,244
Women's Apparel	8,265	21,163	49,574
Men's Apparel	4,671	12,116	28,441
Girl's Apparel	1,654	4,459	10,531
Boy's Apparel	1,307	3,489	8,143
Infant Apparel	1,401	3,776	8,857
Footwear (excl. Infants)	3,192	8,357	19,626
Other Apparel Prod/Services	2,379	6,046	14,072
Total Entertainment	\$56,319	\$144,536	\$341,746
Sports and Recreation	2,243	6,033	14,402
TV, Radio and Sound Equipment	20,230	52,604	123,160
Reading Materials	2,687	6,835	15,942
Travel	30,514	77,392	184,310
Photographic Equipment	645	1,673	3,932
Total Food At Home	\$50,333	\$130,956	\$307,052
Cereal Products	3,030	7,917	18,531
Bread & Bakery Products	6,850	17,908	41,871
Seafood	2,546	6,441	15,162
Meat/Poultry/Fish/Eggs	16,849	43,969	103,052
Dairy Products	8,212	21,569	50,521
Fruits and Vegetables	12,846	33,153	77,915
Total Food Away From Home	\$48,475	\$125,562	\$294,844
Breakfast and Brunch	4,670	12,115	28,277
Dinner	22,610	58,298	136,960
Lunch	16,180	42,144	99,167
Snacks and Non Alcoholic Bev	3,486	9,139	21,396
Catered Affairs	1,528	3,866	9,044

Consumer Spending Report

River Crossing Centre

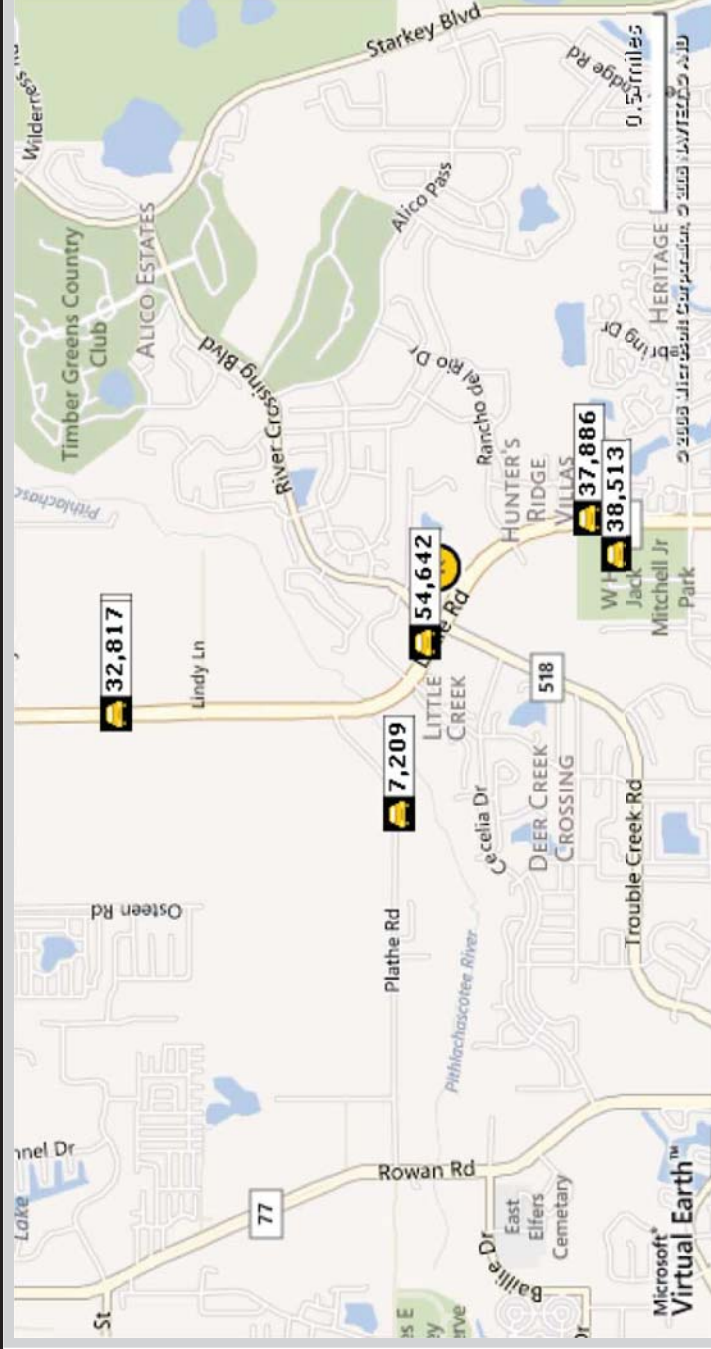
Annual Spending (in Thousands)	3 Mile	5 Mile	10 Mile
Total Alcoholic Beverages	\$9,062	\$23,078	\$53,406
Alcoholic Bev. at Home	5,342	13,569	31,801
Alcoholic Bev. away from Home	3,721	9,509	21,605
Total Furniture/Appliances	\$54,562	\$141,851	\$336,668
Bedroom Furniture	2,926	7,635	18,285
Living Room Furniture	4,591	11,823	27,969
Other Living & Family Room Furniture	1,259	3,277	7,892
Other Furniture	592	1,526	3,594
Major Appliances	5,139	13,546	32,234
Small Appliances & Housewares	11,043	28,698	67,946
Misc Household Equipment	29,012	75,346	178,746
Total Transportation/Maint.	\$137,581	\$364,287	\$863,200
New Autos/Trucks/Vans	36,572	94,490	226,298
Used Vehicles	33,246	90,031	212,150
Purchase of RVs or Boats	4,926	13,460	33,413
Gasoline	46,315	123,223	289,366
Diesel Fuel	900	2,601	6,397
Automotive Maintenance/Repair	15,622	40,480	95,577
Total Health Care	\$29,108	\$75,365	\$177,246
Medical Services	16,262	41,998	99,069
Prescription Drugs	9,960	25,993	60,897
Medical Supplies	2,886	7,374	17,280
Total Education/Day Care	\$41,735	\$107,854	\$248,790
Education	18,534	47,777	109,522
Room and Board	2,144	5,552	13,447
Tuition/School Supplies	16,295	41,950	95,862
Day Care, Nursery & Preschool	4,763	12,575	29,959

River Crossing Centre

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	1,493	13,336	9
Total Retail	258	2,991	12
Home Improvement Stores	17	179	11
General Merchandise Stores	11	758	69
Food Stores	32	703	22
Auto Dealers and Gas Stations	15	69	5
Apparel and Accessory Stores	7	5	1
Furniture and Home Furnishings	18	27	2
Eating and Drinking Places	78	951	12
Miscellaneous Retail Stores	80	299	4
Finance-Insurance-Real Estate	165	912	6
Banks, Saving and Lending Inst.	36	156	4
Security Brokers and Investments	19	110	6
Insurance Carriers and Agencies	31	116	4
Real Estate-Trust-Holding Co.	79	530	7
Services	695	6,607	10
Hotels and Lodging	2	7	4
Motion Picture and Amusement	43	264	6
Health Services	142	2,421	17
Legal Services	32	157	5
Educational Services	28	1,655	59
Auto Services	29	101	3
Other Services	419	2,002	5
Agriculture/Mining	53	208	4
Construction	147	533	4
Manufacturing	29	317	11
Transportation, Comm./Pub Util.	49	434	9
Wholesale Trade	37	188	5
Government	60	1,146	19
Daytime Population	13,336		
Daytime Population/Business	9		

Traffic Count Report

River Crossing Centre



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Little Rd	Trouble Creek Rd	0.17 SE	2010	54,642	MPSI	.20
2 Little Rd	Rancho del Rio Dr	0.20 N	2007	37,886	ADT	.42
3 Little Rd	Rancho del Rio Dr	0.15 N	2010	38,513	MPSI	.47
4 Plathe Rd	Leota Ln	0.32 W	2010	8,524	MPSI	.65
5 Plathe Rd	Leota la	0.21 W	2005	7,209	ADT	.65
6 Little Rd	Lindy Ln	0.24 S	2007	32,824	ADT	.91
7 Little Rd	Lindy Ln	0.24 S	2010	32,817	MPSI	.92