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**M**

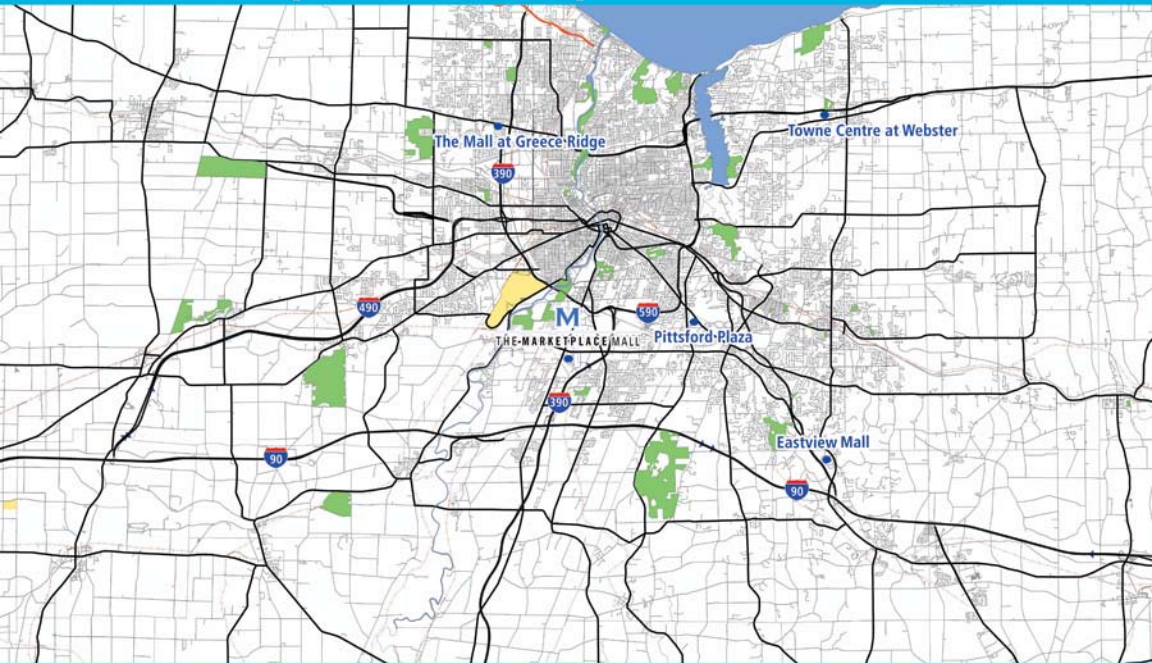
**THE MARKETPLACE MALL**



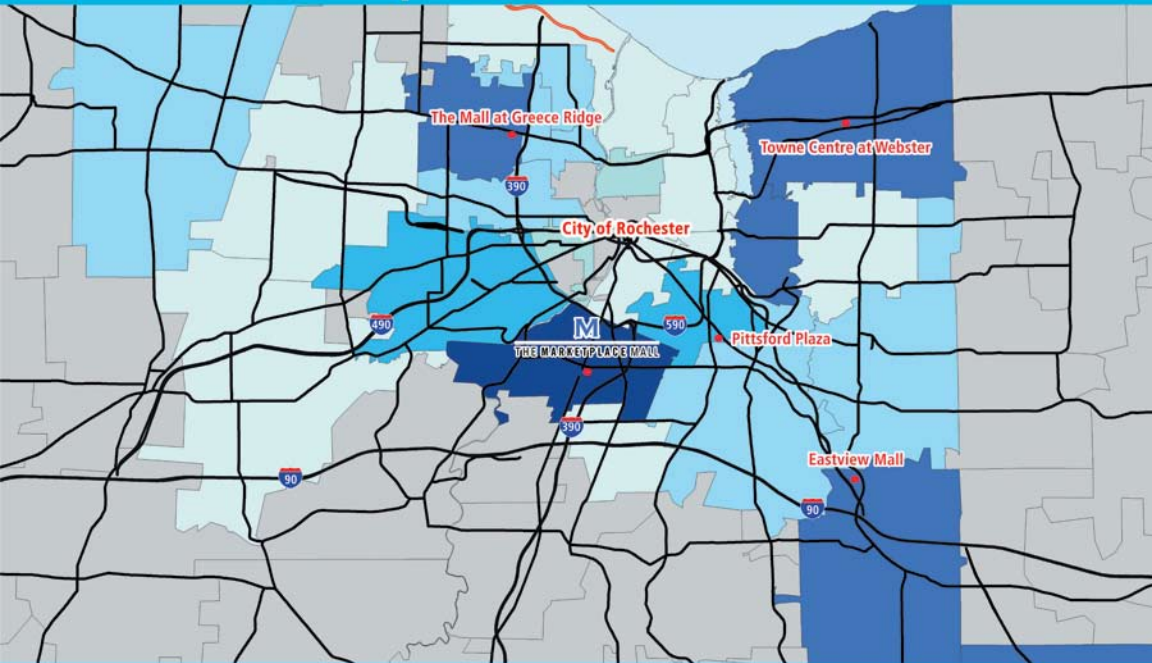
**WILMORITE**

Wilmorite Management Group, LLC  
1265 Scottsville Road  
Rochester, NY 14624  
585 . 464 . 9400  
[www.wilmorite.com](http://www.wilmorite.com)

# Retail Competition Map



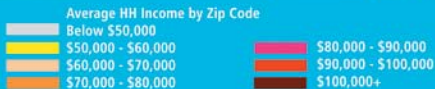
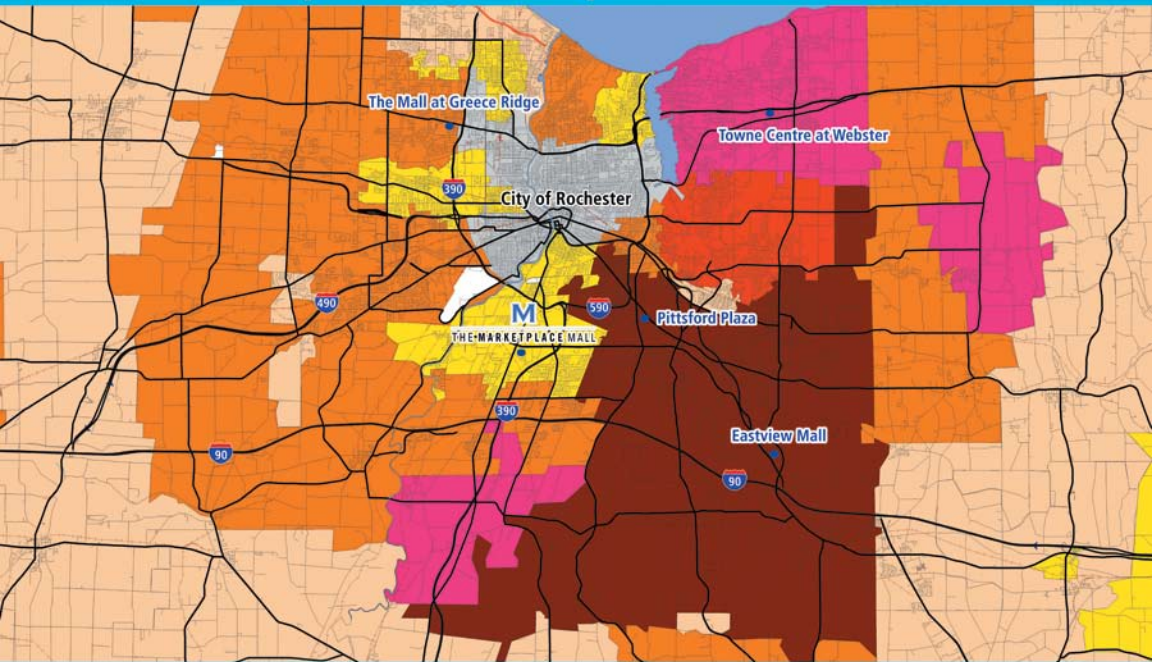
# Retail Sales Map



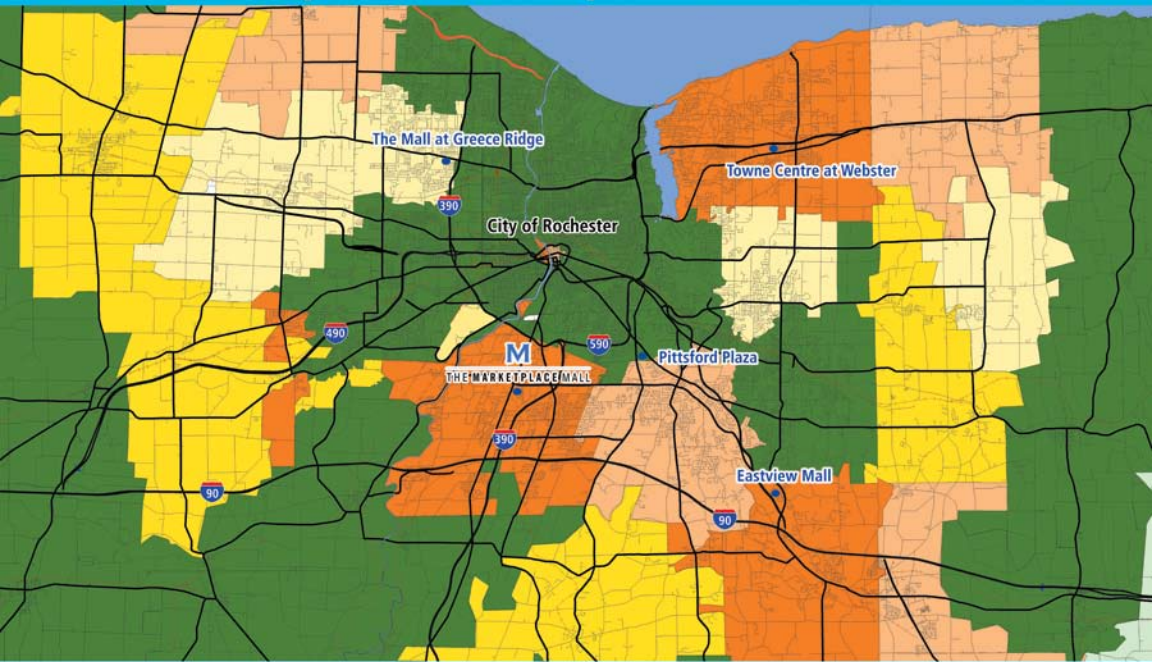
Retail Sales in Millions



# Retail Competition Map



# Retail Competition Map



Population Growth by Zip Code 2000-2010



ROCHESTER, NY

# The Marketplace Mall

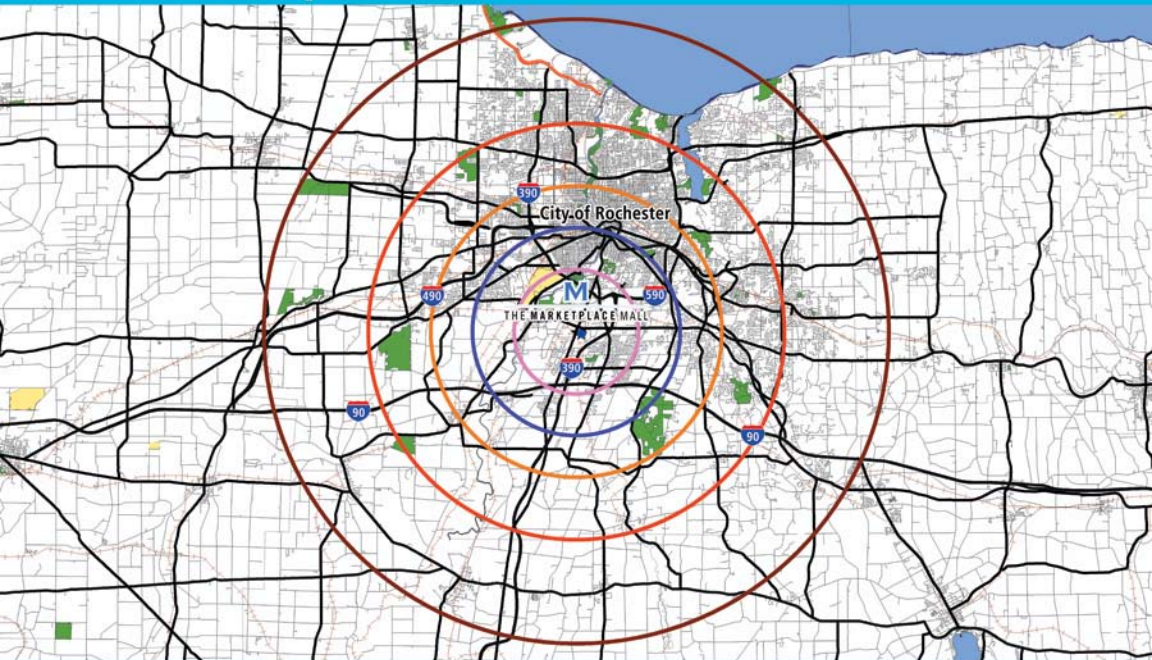
Primary Trade Area



**The Marketplace Mall  
Primary Trade Area Data Report  
2010 Market Research**

	Primary Trade Area	Rochester MSA
2010 Population	815,072	1,033,458
2015 Estimated Population	809,046	1,024,577
Growth 2010-2015	-0.74%	-0.86%
2010 Households	317,300	399,870
Percentage of Population With Bachelor's Degree or Higher	34.07%	31.37%
Population Race: White	79.27%	81.87%
Population Race: Non-White	20.73%	18.13%
Average HH Income	\$68,568	\$67,128
Median HH Income	\$53,403	\$52,765
Per Capita Income	\$27,113	\$26,405
HH over \$75,000	32.90%	31.97%
HH over \$100,000	19.73%	18.73%
Percentage Owner Occupied Housing	69.22%	70.09%

# The Marketplace Mall



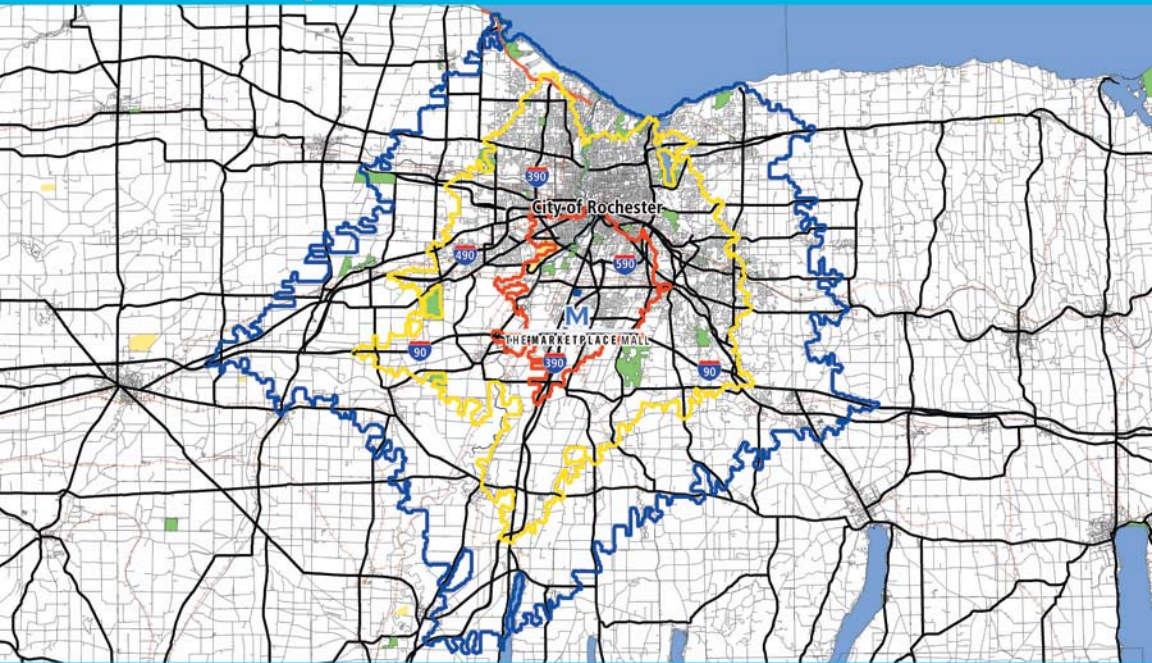
- 3 Mile Radii
- 5 Mile Radii
- 7 Mile Radii
- 10 Mile Radii
- 15 Mile Radii



The Marketplace Mall  
 Radii Data Report  
 2010 Market Research

	3 Miles	5 Miles	7 Miles	10 Miles	15 Miles
2010 Population	42,410	153,719	297,988	510,694	717,059
2015 Population	43,500	154,092	294,057	503,233	710,557
Growth 2010-2015	2.57%	0.24%	-1.32%	-1.46%	-0.91%
2010 Households	14,229	57,365	115,931	202,670	282,233
Percentage of Population With Bachelor's Degree or Higher	35.82%	37.30%	34.61%	34.07%	34.90%
Population Race: White	75.46%	63.59%	61.88%	70.44%	77.12%
Population Race: Non-White	24.54%	36.41%	38.12%	29.56%	22.88%
Average HH Income	\$60,140	\$61,728	\$59,674	\$63,575	\$68,483
Median HH Income	\$49,758	\$47,363	\$43,091	\$47,021	\$52,266
Per Capita Income	\$21,035	\$23,721	\$23,798	\$25,715	\$27,362
HH over \$75,000	27.07%	27.66%	25.73%	28.55%	32.49%
HH over \$100,000	14.39%	15.99%	15.36%	17.06%	19.73%
Percentage Owner Occupied Housing	59.06%	58.26%	55.33%	63.28%	68.11%

# The Marketplace Mall



- 10 Minute Drive Time Radius
- 20 Minute Drive Time Radius
- 30 Minute Drive Time Radius



**The Marketplace Mall  
Drive Time Report  
2010 Market Research**

	10 Minutes	20 Minutes	30 Minutes
2010 Population	139,361	549,924	743,906
2015 Population	140,103	542,185	737,824
Growth 2010-2015	0.53%	-1.41%	-0.82%
2010 Households	52,063	218,684	292,685
Percentage of Population With Bachelor's Degree or Higher	37.98%	33.74%	34.78%
Population Race: White	62.85%	72.01%	77.80%
Population Race: Non-White	37.15%	27.99%	22.20%
Average HH Income	\$61,820	\$64,129	\$68,571
Median HH Income	\$46,616	\$47,766	\$52,720
Per Capita Income	\$23,932	\$25,980	\$27,379
HH over \$75,000	27.59%	29.02%	32.63%
HH over \$100,000	16.08%	17.25%	19.75%
Percentage Owner Occupied Housing	57.27%	64.50%	68.47%





THE MARKETPLACE

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