



**BUILDING & MANAGING**  
*the* **FUTURE**

2010 MARKET RESEARCH

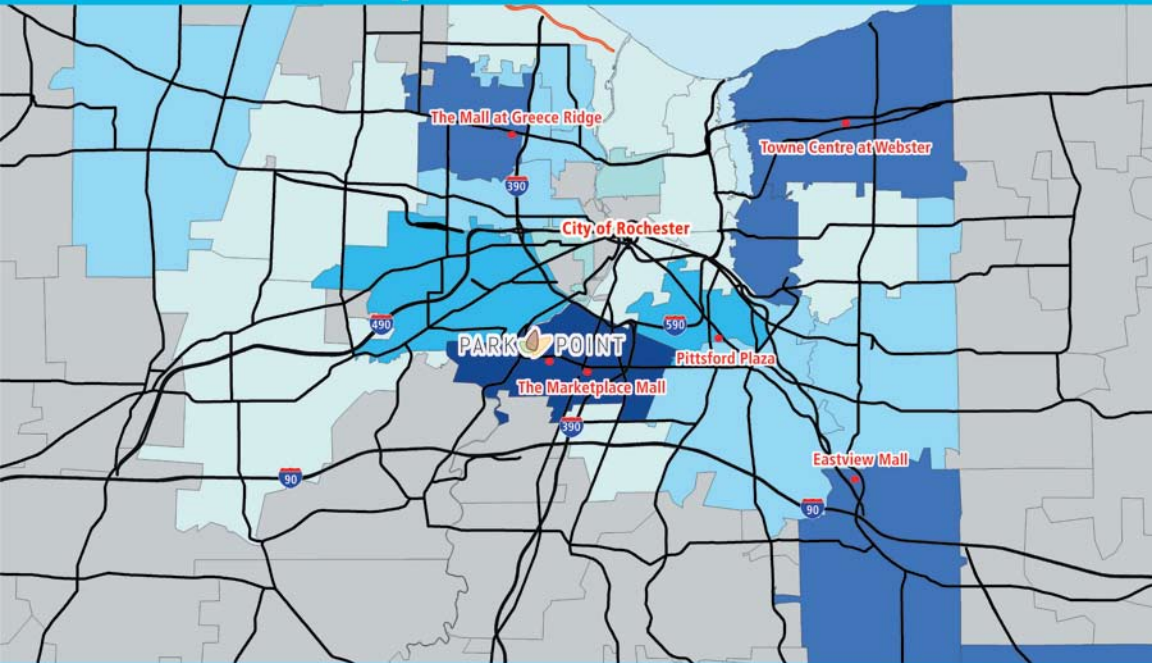
PARK  POINT

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



WILMORITE

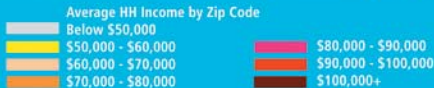
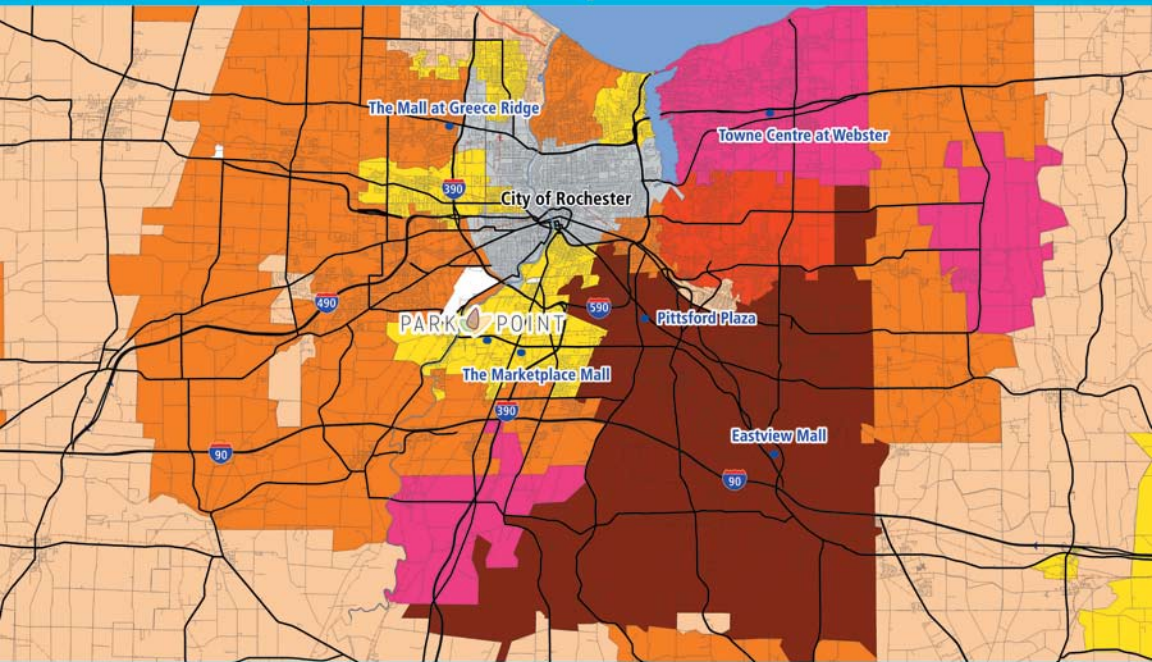
# Retail Sales Map



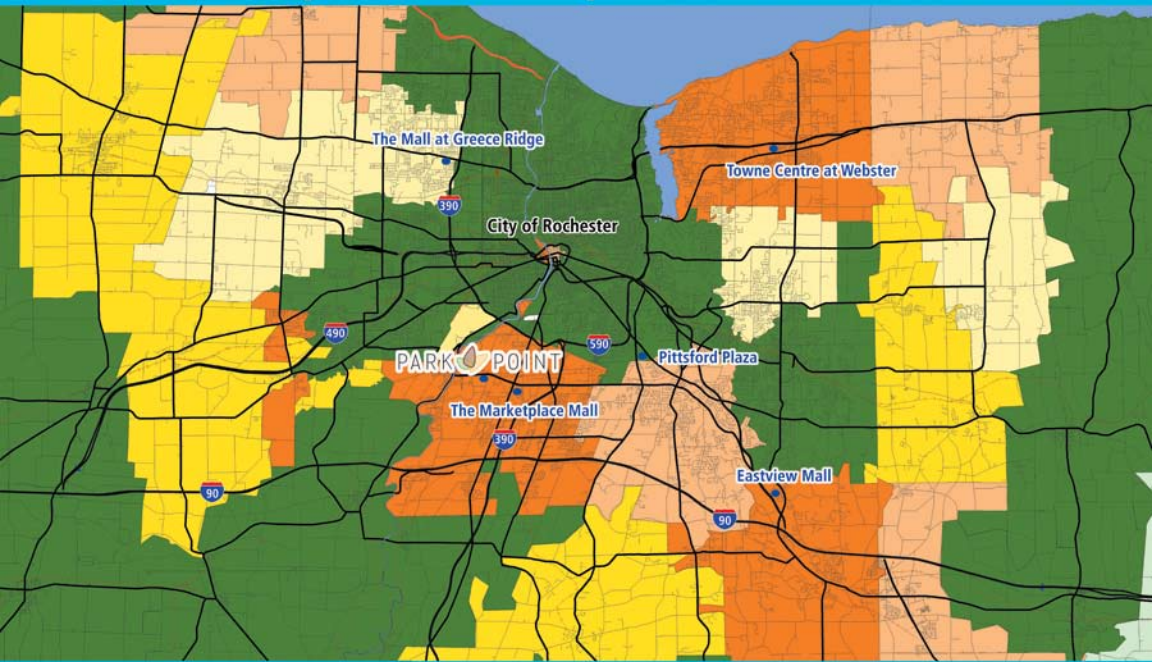
Retail Sales in Millions



# Retail Competition Map



# Retail Competition Map

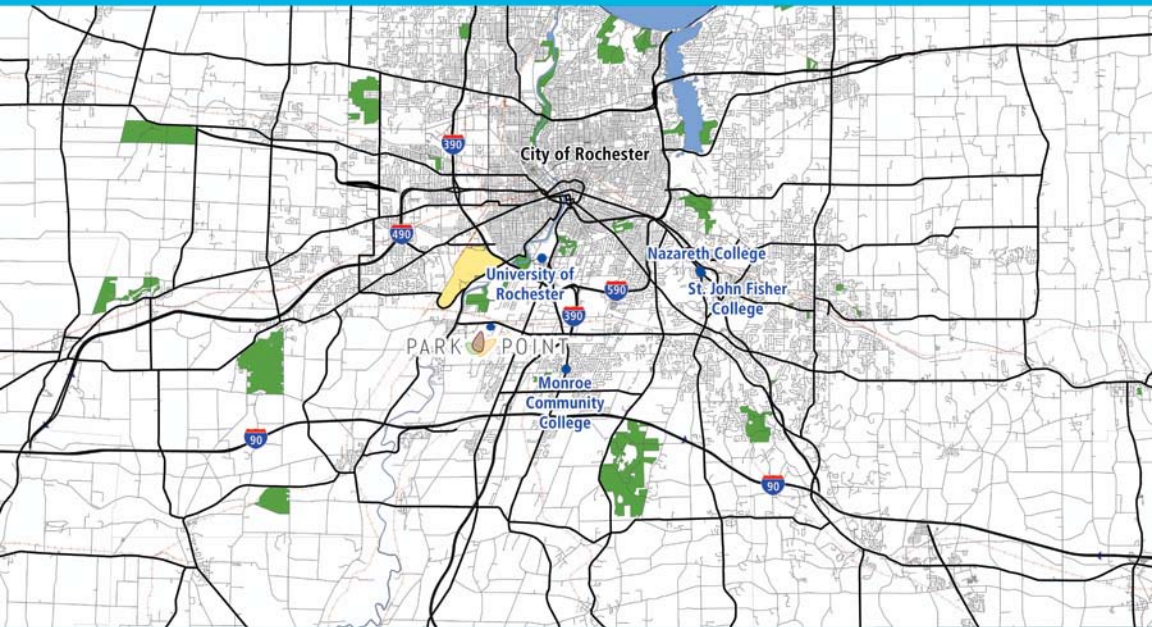


Population Growth by Zip Code 2000-2010

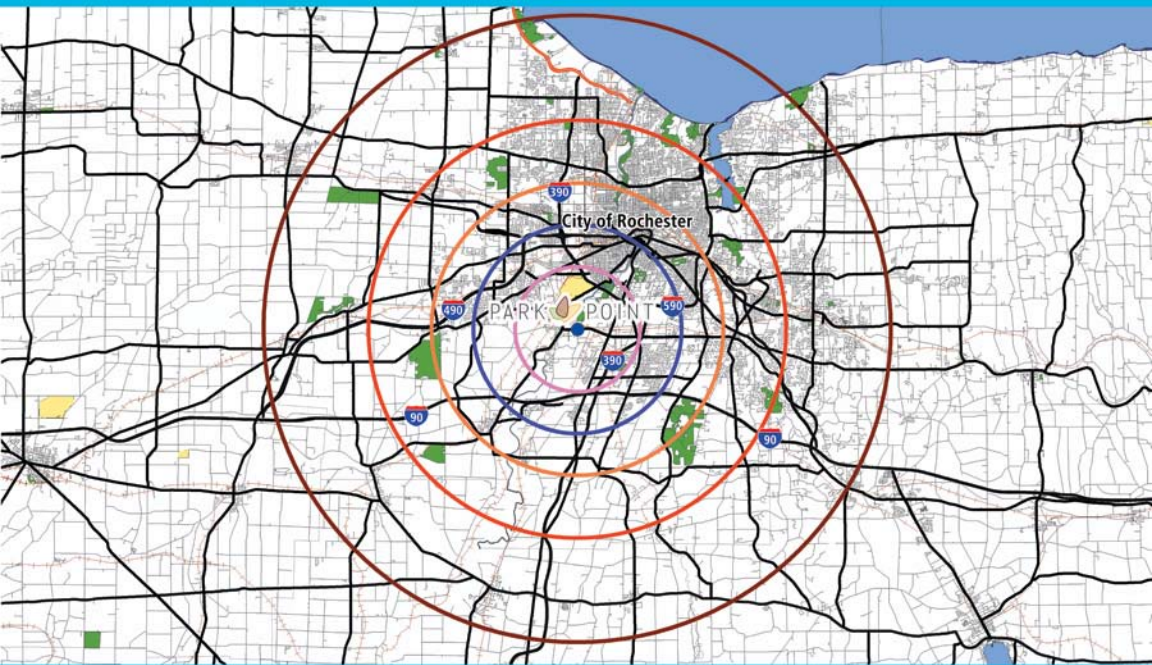


ROCHESTER, NY

# College & University Map



# Park Point



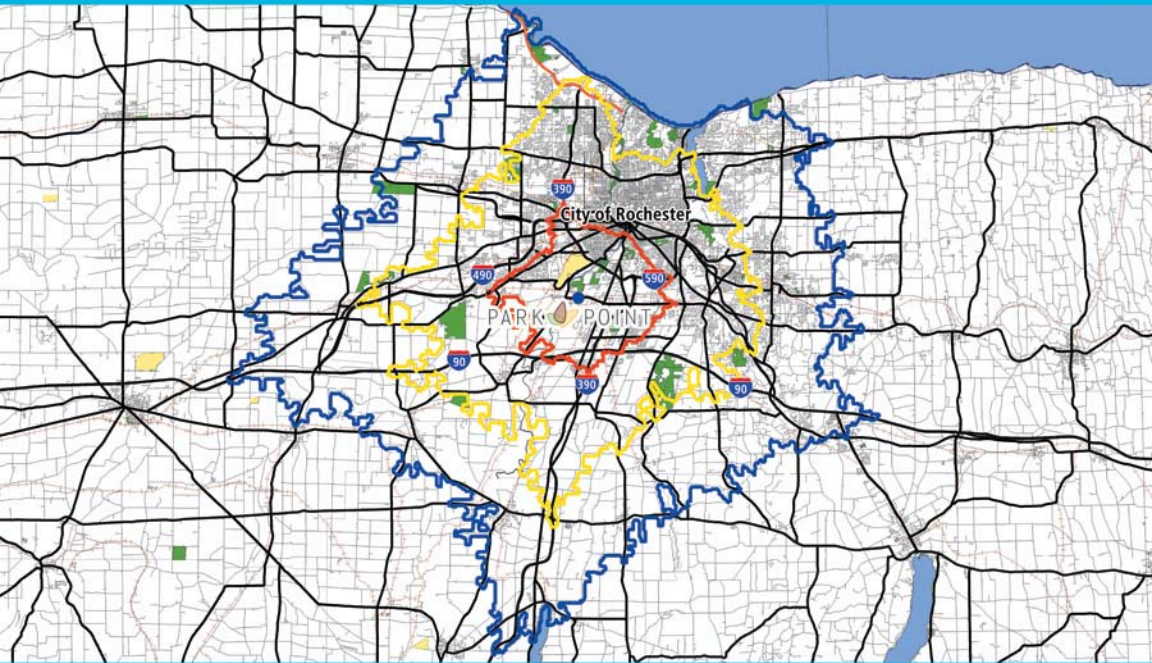
- 3 Mile Radii
- 5 Mile Radii
- 7 Mile Radii
- 10 Mile Radii
- 15 Mile Radii



**Park Point  
Radii Data Report  
2010 Market Research**

|   | 3 Miles  | 5 Miles  | 7 Miles  | 10 Miles | 15 Miles |
|---|----------|----------|----------|----------|----------|
| 2010 Population   | 39,908   | 150,870  | 291,451  | 501,141  | 712,231  |
| 2015 Population   | 40,610   | 150,883  | 287,821  | 494,065  | 705,293  |
| Growth 2010-2015  | 1.76%    | 0.01%    | -1.25%   | -1.41%   | -0.97%   |
| 2010 Households   | 12,645   | 55,821   | 113,698  | 198,222  | 280,320  |
| Percentage of Population With Bachelor's Degree or Higher | 34.40%   | 31.11%   | 32.24%   | 32.48%   | 34.67%   |
| Population Race: White                                    | 69.44%   | 62.06%   | 61.99%   | 69.95%   | 77.00%   |
| Population Race: Non-White                                | 30.56%   | 37.94%   | 38.01%   | 30.05%   | 23.00%   |
| Average HH Income   | \$59,469 | \$56,793 | \$57,495 | \$61,593 | \$68,128 |
| Median HH Income  | \$49,607 | \$45,404 | \$42,749 | \$46,201 | \$51,998 |
| Per Capita Income   | \$20,151 | \$21,669 | \$22,968 | \$24,836 | \$27,223 |
| HH over \$75,000  | 26.76%   | 25.35%   | 24.89%   | 27.36%   | 32.23%   |
| HH over \$100,000   | 13.57%   | 13.53%   | 14.36%   | 15.95%   | 19.50%   |
| Percentage Owner Occupied Housing                         | 60.01%   | 59.86%   | 54.60%   | 62.60%   | 67.93%   |

# Park Point



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



**Park Point  
Drive Time Report  
2010 Market Research**

|   | 10 Minutes | 20 Minutes | 30 Minutes |
|---|------------|------------|------------|
| 2010 Population   | 107,668    | 507,234    | 718,688    |
| 2015 Population   | 107,723    | 499,869    | 712,054    |
| Growth 2010-2015  | 0.05%      | -1.45%     | -0.92%     |
| 2010 Households   | 38,401     | 200,767    | 283,251    |
| Percentage of Population With Bachelor's Degree or Higher | 32.53%     | 31.88%     | 34.74%     |
| Population Race: White                                    | 61.41%     | 70.08%     | 77.18%     |
| Population Race: Non-White                                | 38.59%     | 29.92%     | 22.82%     |
| Average HH Income   | \$57,739   | \$60,886   | \$68,313   |
| Median HH Income  | \$46,591   | \$45,949   | \$52,221   |
| Per Capita Income   | \$21,388   | \$24,581   | \$27,330   |
| HH over \$75,000  | 25.38%     | 26.98%     | 32.34%     |
| HH over \$100,000   | 13.44%     | 15.55%     | 19.57%     |
| Percentage Owner Occupied Housing                         | 61.04%     | 62.73%     | 68.11%     |











