

# Demographic Detail Report

## Skypark Plaza Shopping Center

2483-2485 Notre Dame Blvd, Chico, CA 95928

Building Type: **General Retail**      Total Available: **2,600 SF**  
 Secondary: -      % Leased: **98.68%**  
 GLA: **196,632 SF**      Rent/SF/Yr: **\$27.00**  
 Year Built: **1985**



Radius	1 Mile	5 Mile	10 Mile
<b>Population</b>			
2019 Projection	3,339	90,826	120,640
2014 Estimate	3,275	89,810	119,124
2010 Census	3,173	89,076	117,666
Growth 2014 - 2019	1.95%	1.13%	1.27%
Growth 2010 - 2014	3.21%	0.82%	1.24%
<b>2014 Population by Age</b>			
	<b>3,275</b>	<b>89,810</b>	<b>119,124</b>
Age 0 - 4	225 6.87%	6,472 7.21%	8,086 6.79%
Age 5 - 9	201 6.14%	5,015 5.58%	6,613 5.55%
Age 10 - 14	207 6.32%	4,529 5.04%	6,230 5.23%
Age 15 - 19	236 7.21%	6,160 6.86%	8,032 6.74%
Age 20 - 24	299 9.13%	11,194 12.46%	13,261 11.13%
Age 25 - 29	297 9.07%	10,384 11.56%	12,176 10.22%
Age 30 - 34	265 8.09%	7,200 8.02%	8,793 7.38%
Age 35 - 39	218 6.66%	5,231 5.82%	6,789 5.70%
Age 40 - 44	194 5.92%	4,564 5.08%	6,188 5.19%
Age 45 - 49	198 6.05%	4,404 4.90%	6,242 5.24%
Age 50 - 54	201 6.14%	4,493 5.00%	6,622 5.56%
Age 55 - 59	190 5.80%	4,641 5.17%	6,995 5.87%
Age 60 - 64	172 5.25%	4,443 4.95%	6,737 5.66%
Age 65 - 69	130 3.97%	3,479 3.87%	5,286 4.44%
Age 70 - 74	88 2.69%	2,430 2.71%	3,670 3.08%
Age 75 - 79	61 1.86%	1,734 1.93%	2,584 2.17%
Age 80 - 84	45 1.37%	1,362 1.52%	1,977 1.66%
Age 85+	49 1.50%	2,075 2.31%	2,841 2.38%
Age 65+	373 11.39%	11,080 12.34%	16,358 13.73%
<b>Median Age</b>	<b>33.30</b>	<b>30.80</b>	<b>32.90</b>
<b>Average Age</b>	<b>35.70</b>	<b>35.30</b>	<b>36.70</b>

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Radius	1 Mile		5 Mile		10 Mile	
<b>2014 Population By Race</b>	<b>3,275</b>		<b>89,810</b>		<b>119,124</b>	
White	2,719	83.02%	78,108	86.97%	105,068	88.20%
Black	77	2.35%	1,979	2.20%	2,276	1.91%
Am. Indian & Alaskan	109	3.33%	1,580	1.76%	1,999	1.68%
Asian	192	5.86%	4,073	4.54%	4,705	3.95%
Hawaiian & Pacific Island	20	0.61%	251	0.28%	335	0.28%
Other	158	4.82%	3,820	4.25%	4,742	3.98%
<b>Population by Hispanic Origin</b>	<b>3,275</b>		<b>89,810</b>		<b>119,124</b>	
Non-Hispanic Origin	2,563	78.26%	75,739	84.33%	101,611	85.30%
Hispanic Origin	713	21.77%	14,071	15.67%	17,513	14.70%
<b>2014 Median Age, Male</b>	<b>31.90</b>		<b>29.90</b>		<b>31.80</b>	
<b>2014 Average Age, Male</b>	<b>34.40</b>		<b>34.00</b>		<b>35.50</b>	
<b>2014 Median Age, Female</b>	<b>34.80</b>		<b>31.90</b>		<b>34.20</b>	
<b>2014 Average Age, Female</b>	<b>36.90</b>		<b>36.60</b>		<b>37.90</b>	
<b>2014 Population by Occupation Classification</b>	<b>2,594</b>		<b>72,560</b>		<b>96,585</b>	
Civilian Employed	1,535	59.18%	40,923	56.40%	53,815	55.72%
Civilian Unemployed	142	5.47%	4,734	6.52%	5,801	6.01%
Civilian Non-Labor Force	917	35.35%	26,767	36.89%	36,813	38.11%
Armed Forces	0	0.00%	136	0.19%	156	0.16%
<b>Households by Marital Status</b>						
Married	578		12,726		18,803	
Married No Children	314		7,371		11,279	
Married w/Children	264		5,355		7,525	
<b>2014 Population by Education</b>	<b>2,259</b>		<b>61,797</b>		<b>83,413</b>	
Some High School, No Diploma	198	8.76%	5,801	9.39%	7,501	8.99%
High School Grad (Incl Equivalency)	399	17.66%	9,673	15.65%	13,427	16.10%
Some College, No Degree	883	39.09%	21,623	34.99%	30,478	36.54%
Associate Degree	153	6.77%	5,358	8.67%	6,513	7.81%
Bachelor Degree	463	20.50%	12,786	20.69%	16,716	20.04%
Advanced Degree	163	7.22%	6,556	10.61%	8,778	10.52%

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2483-2485 Notre Dame Blvd, Chico, CA 95928

Radius	1 Mile		5 Mile		10 Mile	
<b>2014 Population by Occupation</b>	<b>5,989</b>		<b>158,334</b>		<b>208,746</b>	
Real Estate & Finance	105	1.75%	2,261	1.43%	2,935	1.41%
Professional & Management	693	11.57%	19,146	12.09%	25,740	12.33%
Services	289	4.83%	9,417	5.95%	12,014	5.76%
Information	22	0.37%	856	0.54%	1,067	0.51%
Sales	431	7.20%	10,287	6.50%	12,908	6.18%
Transportation	22	0.37%	757	0.48%	808	0.39%
Education & Health	430	7.18%	12,761	8.06%	16,620	7.96%
Retail	218	3.64%	5,445	3.44%	6,697	3.21%
Wholesale	49	0.82%	851	0.54%	1,173	0.56%
Construction	190	3.17%	4,143	2.62%	6,012	2.88%
Agriculture & Mining	36	0.60%	953	0.60%	1,475	0.71%
Farming, Fishing, Forestry	24	0.40%	607	0.38%	705	0.34%
<b>2014 Worker Travel Time to Job</b>	<b>1,491</b>		<b>39,055</b>		<b>51,383</b>	
<30 Minutes	1,236	82.90%	32,182	82.40%	42,044	81.82%
30-60 Minutes	175	11.74%	4,991	12.78%	6,831	13.29%
60+ Minutes	80	5.37%	1,882	4.82%	2,508	4.88%
<b>2010 Households by HH Size</b>	<b>1,230</b>		<b>36,025</b>		<b>47,784</b>	
1-Person Households	314	25.53%	10,692	29.68%	13,857	29.00%
2-Person Households	399	32.44%	12,190	33.84%	16,644	34.83%
3-Person Households	230	18.70%	6,005	16.67%	7,831	16.39%
4-Person Households	161	13.09%	4,544	12.61%	5,958	12.47%
5-Person Households	79	6.42%	1,600	4.44%	2,177	4.56%
6-Person Households	29	2.36%	574	1.59%	773	1.62%
7 or more Person Households	18	1.46%	420	1.17%	544	1.14%
<b>2014 Average Household Size</b>	<b>2.60</b>		<b>2.40</b>		<b>2.40</b>	
<b>Households</b>						
2019 Projection	1,292		36,646		48,904	
2014 Estimate	1,267		36,232		48,280	
2010 Census	1,230		36,025		47,783	
Growth 2014 - 2019	1.97%		1.14%		1.29%	
Growth 2010 - 2014	2.72%		0.50%		0.90%	

## Demographic Detail Report

### Skypark Plaza Shopping Center

2483-2485 Notre Dame Blvd, Chico, CA 95928

Radius	1 Mile	5 Mile	10 Mile
<b>2014 Households by HH Income</b>	<b>1,269</b>	<b>36,231</b>	<b>48,280</b>
<\$25,000	311 24.51%	11,185 30.87%	13,842 28.67%
\$25,000 - \$50,000	318 25.06%	9,811 27.08%	12,384 25.65%
\$50,000 - \$75,000	227 17.89%	5,722 15.79%	8,587 17.79%
\$75,000 - \$100,000	195 15.37%	3,881 10.71%	5,211 10.79%
\$100,000 - \$125,000	105 8.27%	2,392 6.60%	3,408 7.06%
\$125,000 - \$150,000	26 2.05%	989 2.73%	1,467 3.04%
\$150,000 - \$200,000	58 4.57%	1,269 3.50%	1,940 4.02%
\$200,000+	29 2.29%	982 2.71%	1,441 2.98%
<b>2014 Avg Household Income</b>	<b>\$63,871</b>	<b>\$58,740</b>	<b>\$61,959</b>
<b>2014 Med Household Income</b>	<b>\$50,455</b>	<b>\$40,022</b>	<b>\$43,881</b>
<b>2014 Occupied Housing</b>	<b>1,267</b>	<b>36,232</b>	<b>48,280</b>
Owner Occupied	681 53.75%	16,171 44.63%	24,191 50.11%
Renter Occupied	586 46.25%	20,061 55.37%	24,089 49.89%
<b>2010 Housing Units</b>	<b>1,313</b>	<b>36,678</b>	<b>47,944</b>
1 Unit	857 65.27%	23,620 64.40%	32,713 68.23%
2 - 4 Units	197 15.00%	5,617 15.31%	7,002 14.60%
5 - 19 Units	147 11.20%	4,173 11.38%	4,682 9.77%
20+ Units	112 8.53%	3,268 8.91%	3,547 7.40%
<b>2014 Housing Value</b>	<b>681</b>	<b>16,171</b>	<b>24,192</b>
<\$100,000	35 5.14%	1,719 10.63%	2,868 11.86%
\$100,000 - \$200,000	93 13.66%	2,078 12.85%	3,234 13.37%
\$200,000 - \$300,000	297 43.61%	5,041 31.17%	7,048 29.13%
\$300,000 - \$400,000	177 25.99%	4,165 25.76%	5,767 23.84%
\$400,000 - \$500,000	39 5.73%	1,489 9.21%	2,346 9.70%
\$500,000 - \$1,000,000	36 5.29%	1,483 9.17%	2,547 10.53%
\$1,000,000+	4 0.59%	196 1.21%	382 1.58%
<b>2014 Median Home Value</b>	<b>\$271,548</b>	<b>\$285,072</b>	<b>\$285,045</b>
<b>2014 Housing Units by Yr Built</b>	<b>1,323</b>	<b>38,510</b>	<b>51,427</b>
Built 2010+	36 2.72%	911 2.37%	1,437 2.79%
Built 2000 - 2010	166 12.55%	5,095 13.23%	6,723 13.07%
Built 1990 - 1999	557 42.10%	6,189 16.07%	8,255 16.05%
Built 1980 - 1989	277 20.94%	6,405 16.63%	8,503 16.53%
Built 1970 - 1979	211 15.95%	7,038 18.28%	9,869 19.19%
Built 1960 - 1969	30 2.27%	4,196 10.90%	5,632 10.95%
Built 1950 - 1959	23 1.74%	3,820 9.92%	4,985 9.69%
Built <1949	23 1.74%	4,856 12.61%	6,023 11.71%
<b>2014 Median Year Built</b>	<b>1991</b>	<b>1978</b>	<b>1978</b>

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 Year Built: **1985**



<b>Business Employment by Type</b>	<b># of Businesses</b>	<b># Employees</b>	<b>#Emp/Bus</b>
<b>Total Businesses</b>	<b>633</b>	<b>7,981</b>	<b>13</b>
Retail & Wholesale Trade	116	2,259	19
Hospitality & Food Service	45	1,155	26
Real Estate, Renting, Leasing	31	151	5
Finance & Insurance	45	1,124	25
Information	12	442	37
Scientific & Technology Services	85	831	10
Management of Companies	0	0	0
Health Care & Social Assistance	139	690	5
Educational Services	7	110	16
Public Administration & Sales	8	97	12
Arts, Entertainment, Recreation	4	74	19
Utilities & Waste Management	17	271	16
Construction	31	246	8
Manufacturing	16	166	10
Agriculture, Mining, Fishing	3	18	6
Other Services	74	347	5

## Consumer Spending Report

### Skypark Plaza Shopping Center

2483-2485 Notre Dame Blvd, Chico, CA 95928

Building Type: **General Retail**

Secondary: -

GLA: **196,632 SF**

Year Built: **1985**

Total Available: **2,600 SF**

% Leased: **98.68%**

Rent/SF/Yr: **\$27.00**



2014 Annual Spending (\$000s)	1 Mile	5 Mile	10 Mile
<b>Total Specified Consumer Spending</b>	<b>\$33,919</b>	<b>\$923,220</b>	<b>\$1,279,571</b>
<b>Total Apparel</b>	<b>\$1,874</b>	<b>\$50,467</b>	<b>\$68,016</b>
Women's Apparel	736	20,027	27,174
Men's Apparel	405	10,866	14,714
Girl's Apparel	143	3,617	4,868
Boy's Apparel	97	2,492	3,345
Infant Apparel	89	2,499	3,223
Footwear	404	10,967	14,693
<b>Total Entertainment &amp; Hobbies</b>	<b>\$2,721</b>	<b>\$73,998</b>	<b>\$103,280</b>
Entertainment	615	16,118	23,179
Audio & Visual Equipment/Service	1,147	31,353	43,015
Reading Materials	144	4,134	5,784
Pets, Toys, & Hobbies	814	22,393	31,302
<b>Total Food and Alcohol</b>	<b>\$9,096</b>	<b>\$245,183</b>	<b>\$334,099</b>
Food At Home	5,066	136,177	185,322
Food Away From Home	3,440	92,252	126,109
Alcoholic Beverages	590	16,753	22,667
<b>Total Household</b>	<b>\$4,304</b>	<b>\$114,815</b>	<b>\$163,166</b>
House Maintenance & Repair	740	17,988	26,941
Household Equip & Furnishings	1,842	49,190	68,935
Household Operations	1,312	36,288	50,883
Housing Costs	410	11,350	16,406

## Consumer Spending Report

### Skypark Plaza Shopping Center

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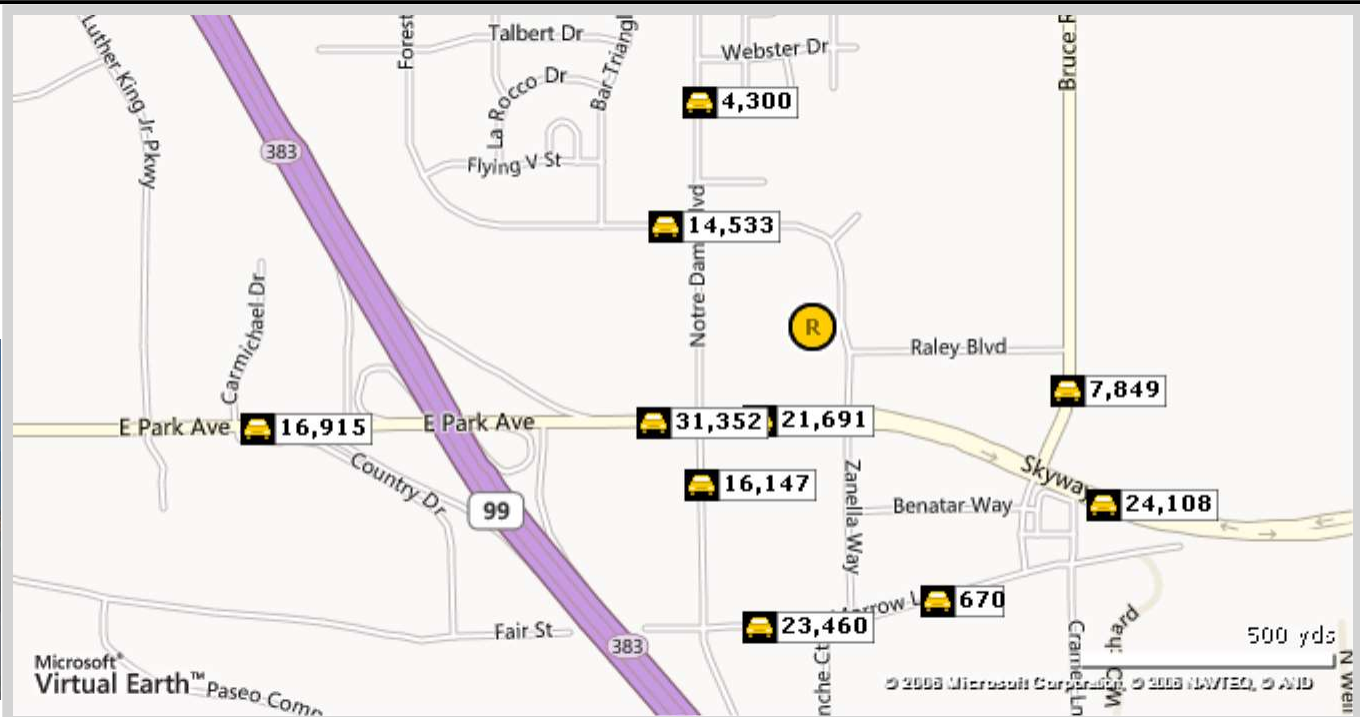
2014 Annual Spending (000s)	1 Mile	5 Mile	10 Mile
<b>Total Transportation/Maint.</b>	<b>\$10,021</b>	<b>\$275,450</b>	<b>\$382,310</b>
Vehicle Purchases	3,345	94,763	133,831
Gasoline	4,695	126,313	173,142
Vehicle Expenses	206	5,150	7,462
Transportation	686	18,714	25,926
Automotive Repair & Maintenance	1,089	30,511	41,949
<b>Total Health Care</b>	<b>\$1,691</b>	<b>\$45,493</b>	<b>\$64,754</b>
Medical Services	987	26,294	37,231
Prescription Drugs	549	15,085	21,674
Medical Supplies	155	4,114	5,849
<b>Total Education/Day Care</b>	<b>\$2,059</b>	<b>\$57,271</b>	<b>\$78,803</b>
Education	1,335	37,681	51,002
Fees & Admissions	724	19,590	27,801

# Traffic Count Report

## Skypark Plaza Shopping Center

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Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Skyway Rd	Notre Dame Blvd	0.07 W	2012	21,691	MPSI	.12
2 Forest Ave	Notre Dame Blvd	0.04 E	2010	14,533	ADT	.20
3 Skyway Rd	Notre Dame Blvd	0.06 E	2012	31,352	MPSI	.21
4 Notre Dame Blvd	Skyway Rd	0.07 N	2010	16,147	ADT	.22
5 Notre Dame Blvd	Webster Dr	0.05 N	2012	4,300	MPSI	.28
6 Bruce Rd	Bruce Ln	0.03 S	2012	7,849	MPSI	.30
7 Morrow Ln	Zanelia Way	0.10 W	2012	670	MPSI	.34
8 Morrow Ln	Notre Dame Blvd	0.06 W	2010	23,460	ADT	.35
9 Skyway Rd	Dominic Dr	0.08 NW	2010	24,108	ADT	.39
10 Skyway Rd	State Highway 99	0.22 E	2012	16,915	MPSI	.64



# Demographic Summary Report

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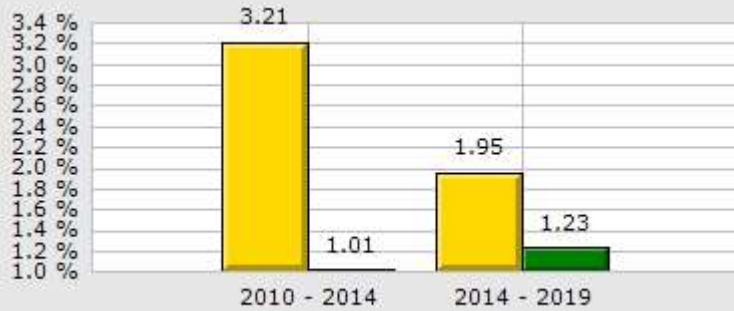
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2014 Estimate	3,275		89,810		119,124	
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Growth 2014 - 2019	1.95%		1.13%		1.27%	
Growth 2010 - 2014	3.21%		0.82%		1.24%	
<b>2014 Population by Hispanic Origin</b>	713		14,071		17,513	
<b>2014 Population By Race</b>	3,275		89,810		119,124	
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Am. Indian & Alaskan	109	3.33%	1,580	1.76%	1,999	1.68%
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Hawaiian & Pacific Island	20	0.61%	251	0.28%	335	0.28%
Other	158	4.82%	3,820	4.25%	4,742	3.98%
<b>Households</b>						
2019 Projection	1,292		36,646		48,904	
2014 Estimate	1,267		36,232		48,280	
2010 Census	1,230		36,025		47,783	
Growth 2014 - 2019	1.97%		1.14%		1.29%	
Growth 2010 - 2014	2.72%		0.50%		0.90%	
Owner Occupied	681	53.75%	16,171	44.63%	24,191	50.11%
Renter Occupied	586	46.25%	20,061	55.37%	24,089	49.89%
<b>2014 Households by HH Income</b>	1,269		36,231		48,280	
Income: <\$25,000	311	24.51%	11,185	30.87%	13,842	28.67%
Income: \$25,000 - \$50,000	318	25.06%	9,811	27.08%	12,384	25.65%
Income: \$50,000 - \$75,000	227	17.89%	5,722	15.79%	8,587	17.79%
Income: \$75,000 - \$100,000	195	15.37%	3,881	10.71%	5,211	10.79%
Income: \$100,000 - \$125,000	105	8.27%	2,392	6.60%	3,408	7.06%
Income: \$125,000 - \$150,000	26	2.05%	989	2.73%	1,467	3.04%
Income: \$150,000 - \$200,000	58	4.57%	1,269	3.50%	1,940	4.02%
Income: \$200,000+	29	2.29%	982	2.71%	1,441	2.98%
<b>2014 Avg Household Income</b>	\$63,871		\$58,740		\$61,959	
<b>2014 Med Household Income</b>	\$50,455		\$40,022		\$43,881	

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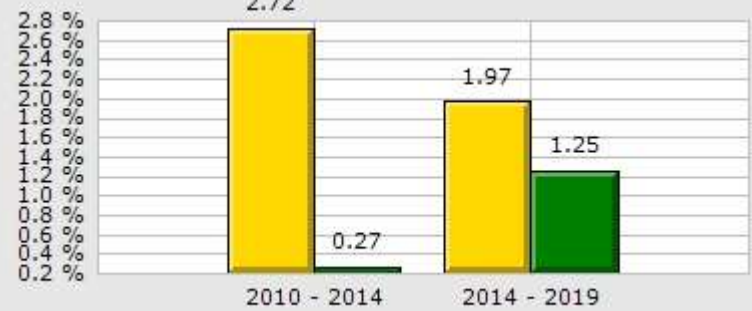
Type: **Retail/(Community Ctr)**  
County: **Butte**

**1 Mile**  
**County**

**Population Growth**



**Household Growth**



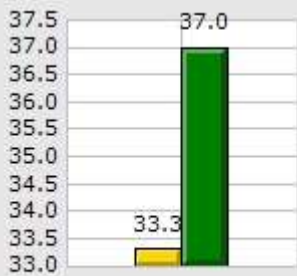
**2014 Med Household Inc**



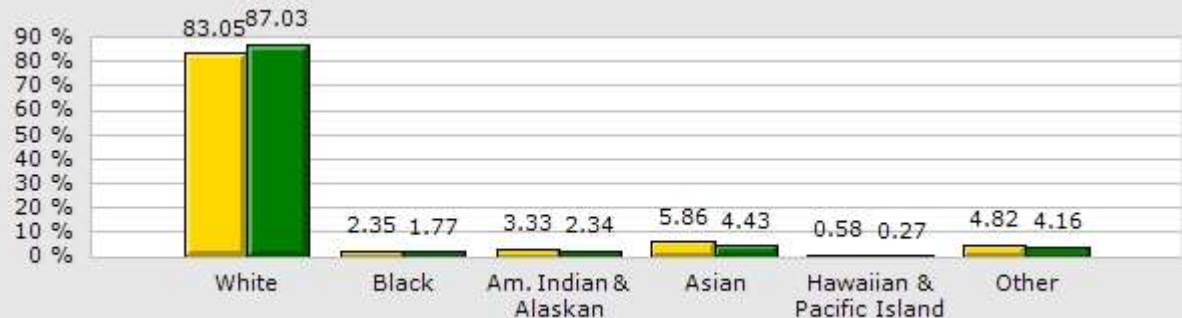
**2014 Households by Household Income**



**2014 Median Age**



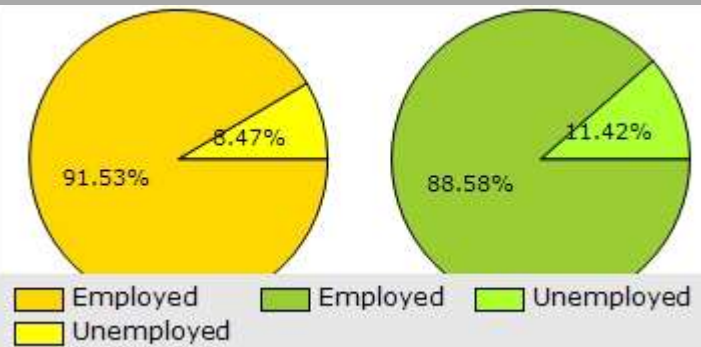
**2014 Population by Race**



**2014 Renter vs. Owner**



**2014 Employed vs. Unemployed**



Demographic Market Comparison Report

1 mile radius

**Skypark Plaza Shopping Center**  
2483-2485 Notre Dame Blvd, Chico, CA 95928

Type: **Retail/(Community Ctr)**  
County: **Butte**

	1 Mile		County	
<b>Population Growth</b>				
Growth 2010 - 2014	3.21%		1.01%	
Growth 2014 - 2019	1.95%		1.23%	
Employed	1,535	91.53%	90,475	88.58%
Unemployed	142	8.47%	11,668	11.42%
<b>2014 Population by Race</b>				
	<b>3,275</b>		<b>222,230</b>	
White	2,720	83.05%	193,399	87.03%
Black	77	2.35%	3,927	1.77%
Am. Indian & Alaskan	109	3.33%	5,207	2.34%
Asian	192	5.86%	9,843	4.43%
Hawaiian & Pacific Island	19	0.58%	599	0.27%
Other	158	4.82%	9,255	4.16%
<b>Household Growth</b>				
Growth 2010 - 2014	2.72%		0.27%	
Growth 2014 - 2019	1.97%		1.25%	
Renter Occupied	586	46.25%	36,786	41.62%
Owner Occupied	681	53.75%	51,590	58.38%
<b>2014 Households by Household Income</b>				
	<b>1,269</b>		<b>88,376</b>	
Income <\$25K	311	24.51%	29,808	33.73%
Income \$25K - \$50K	318	25.06%	21,085	23.86%
Income \$50K - \$75K	227	17.89%	13,644	15.44%
Income \$75K - \$100K	195	15.37%	10,537	11.92%
Income \$100K - \$125K	105	8.27%	6,442	7.29%
Income \$125K - \$150K	26	2.05%	2,920	3.30%
Income \$150K - \$200K	58	4.57%	2,219	2.51%
Income \$200K+	29	2.29%	1,721	1.95%
2014 Med Household Inc	\$50,455		\$39,825	
2014 Median Age	33.30		37.00	

