

RIVERTOWNS SQUARE

		10 MINUTE DRIVE	15 MINUTE DRIVE	20 MINUTE DRIVE
POPULATION	2013	152,982	628,923	1,538,665
	2018	155,834	637,906	1,566,984
MEDIAN AGE	2013	41.6	39.1	37.1
AVERAGE AGE	2013	40.9	39.4	38.1
HOUSEHOLDS	2013	61,015	250,391	586,265
2013 INCOME	Per Capita	\$44,904	\$37,791	\$31,189
	Median HH	\$80,389	\$64,751	\$53,158
	Average HH	\$113,831	\$95,886	\$82,970

LIFESTYLE SEGMENTS

A - Creme de la Crème	63,125 42%	175,601 29%	286,305 19%
B - Urban Cliff Climbers	5,064 3%	12,704 2%	26,306 2%
C - Urban Cliff Dwellers	18,509 12%	40,214 7%	55,218 4%
D - Seasoned Urban Dwellers	1,814 1%	2,893 0%	2,893 0%
E - Thriving Alone	20,081 13%	77,350 13%	120,237 8%
F - Going it Alone	21,222 14%	67,260 11%	103,579 7%
G - Struggling Alone	925 1%	10,387 2%	17,633 1%

WEEKLY PER CAPITA CONSUMER EXPENDITURES

Market Basket	\$63.27	\$61.33	\$60.09
Apparel and services	\$18.79	\$17.61	\$16.76
Transportation	\$83.67	\$79.68	\$76.76
Health Care	\$40.35	\$38.20	\$36.65
Entertainment	\$25.85	\$24.16	\$22.86

GREENSTONE
THE RETAIL LEASING COMPANY

Robert C. Greenstone
212.362.5414 | rob@greenstonerealty.com