2010 Retail MarketPlace Profile
Prepared by Robin KeslerCCIM

3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 1 mile radius

Summary Demographics

2010 Population	3,004
2010 Households	1,500
2010 Median Disposable Income	$28,315
2010 Per Capita Income	$21,859

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$24,725,780	$47,853,421	$-23,127,641	-31.9	33
Total Retail Trade (NAICS 44-45)	$21,162,576	$41,697,858	$-20,535,282	-32.7	21
Total Food & Drink (NAICS 722)	$3,563,204	$6,155,563	$-2,592,359	-26.7	12

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	$5,101,727	$2,267,759	$2,833,968	38.5	3
Automobile Dealers (NAICS 4411)	$4,168,221	$128,019	$4,040,202	94.0	1
Other Motor Vehicle Dealers (NAICS 4412)	$488,372	$1,380,693	$-892,321	-47.7	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$445,134	$759,047	$-313,913	-26.1	2
Furniture & Home Furnishings Stores (NAICS 442)	$448,264	$258,244	$190,020	26.9	1
Furniture Stores (NAICS 4421)	$306,847	$0	$306,847	100.0	0
Home Furnishings Stores (NAICS 4422)	$141,417	$258,244	$-116,827	-29.2	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$504,607	$213,957	$290,650	40.4	1
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$924,024	$127,159	$796,865	75.8	1
Building Material and Supplies Dealers (NAICS 4441)	$869,147	$127,159	$741,988	74.5	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$54,877	$0	$54,877	100.0	0
Food & Beverage Stores (NAICS 445)	$4,385,023	$28,278,521	$-23,893,498	-73.2	5
Grocery Stores (NAICS 4451)	$4,208,315	$27,859,391	$-23,651,076	-73.8	3
Specialty Food Stores (NAICS 4452)	$69,554	$371,623	$-302,069	-68.5	2
Beer, Wine, and Liquor Stores (NAICS 4453)	$107,154	$47,507	$59,647	38.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$809,911	$1,627,301	$-817,390	-33.5	3
Gasoline Stations (NAICS 447/4471)	$3,354,444	$5,437,677	$-2,083,233	-23.7	1
Clothing and Clothing Accessories Stores (NAICS 448)	$719,972	$859,356	$-139,384	-8.8	3
Clothing Stores (NAICS 4481)	$498,499	$772,622	$-274,123	-21.6	3
Shoe Stores (NAICS 4482)	$146,136	$0	$146,136	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$75,337	$86,734	$-11,397	-7.0	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$195,302	$19,272	$176,030	82.0	1
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$108,065	$11,720	$96,345	80.4	1
Book, Periodical, and Music Stores (NAICS 4512)	$87,237	$7,552	$79,685	84.1	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Sources: Esri and Infogroup
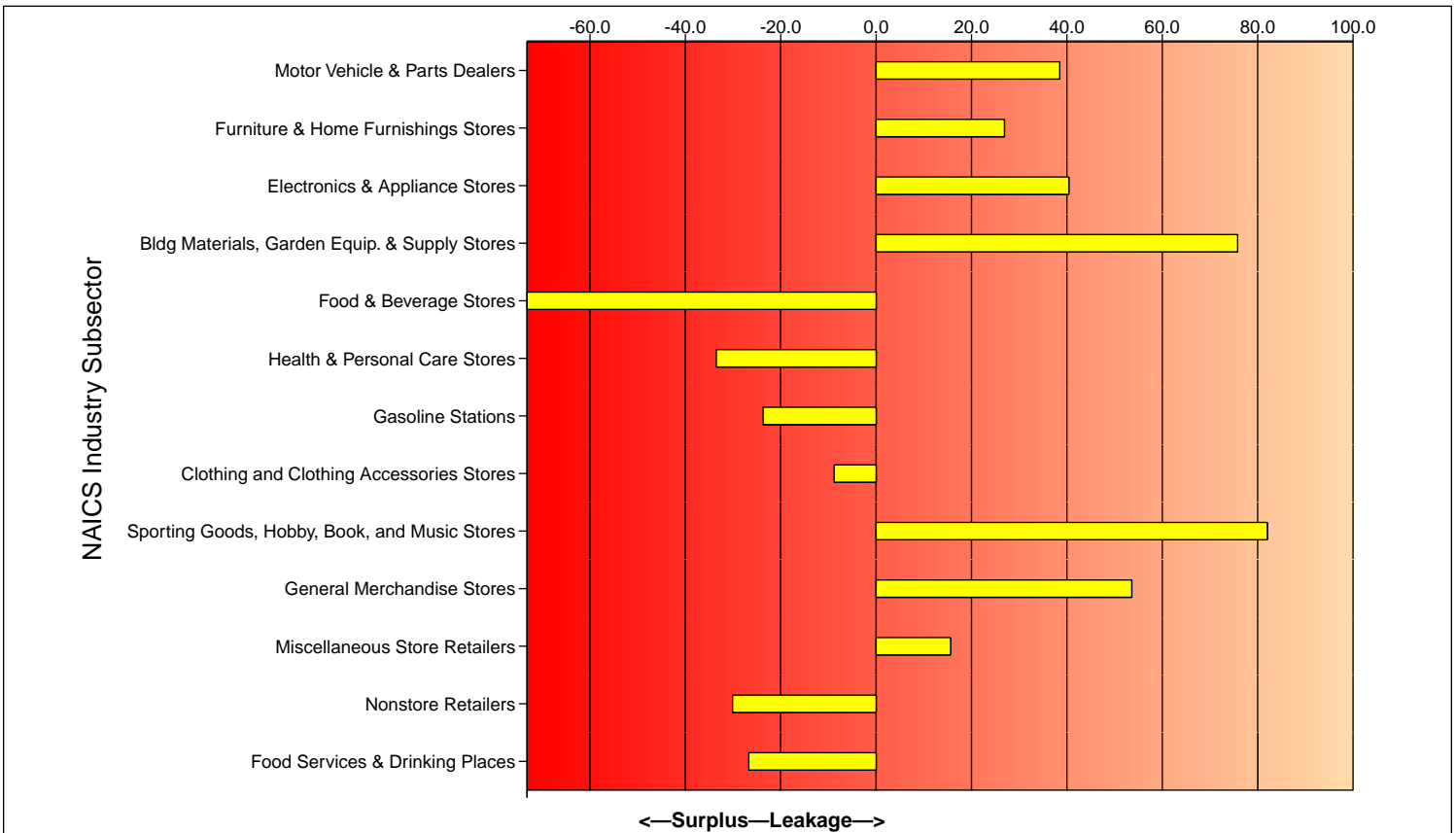
3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 1 mile radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$3,637,766	$1,098,053	$2,539,713	53.6	1
Department Stores Excluding Leased Depts.(NAICS 4521)	$1,903,043	$54,237	$1,848,806	94.5	1
Other General Merchandise Stores (NAICS 4529)	$1,734,723	$1,043,816	$690,907	24.9	1
Miscellaneous Store Retailers (NAICS 453)	$445,252	$325,195	$120,057	15.6	3
Florists (NAICS 4531)	$42,888	$6,607	$36,281	73.3	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$252,032	$80,497	$171,535	51.6	1
Used Merchandise Stores (NAICS 4533)	$31,905	$1,667	$30,238	90.1	1
Other Miscellaneous Store Retailers (NAICS 4539)	$118,427	$236,424	$-117,997	-33.3	2
Nonstore Retailers (NAICS 454)	$636,284	$1,185,364	$-549,080	-30.1	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$447,120	$928,848	$-481,728	-35.0	1
Vending Machine Operators (NAICS 4542)	$20,005	$0	$20,005	100.0	0
Direct Selling Establishments (NAICS 4543)	$169,159	$256,516	$-87,357	-20.5	1
Food Services & Drinking Places (NAICS 722)	$3,563,204	$6,155,563	$-2,592,359	-26.7	12
Full-Service Restaurants (NAICS 7221)	$1,480,284	$3,901,251	$-2,420,967	-45.0	8
Limited-Service Eating Places (NAICS 7222)	$1,931,733	$2,144,034	$-212,301	-5.2	3
Special Food Services (NAICS 7223)	$115,791	$26,373	$89,418	62.9	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	$35,396	$83,905	$-48,509	-40.7	1

Leakage/Surplus Factor by Industry Subsector

3800-4000 S OBT

Ring: 1 mile radius

Leakage/Surplus Factor by Industry Group
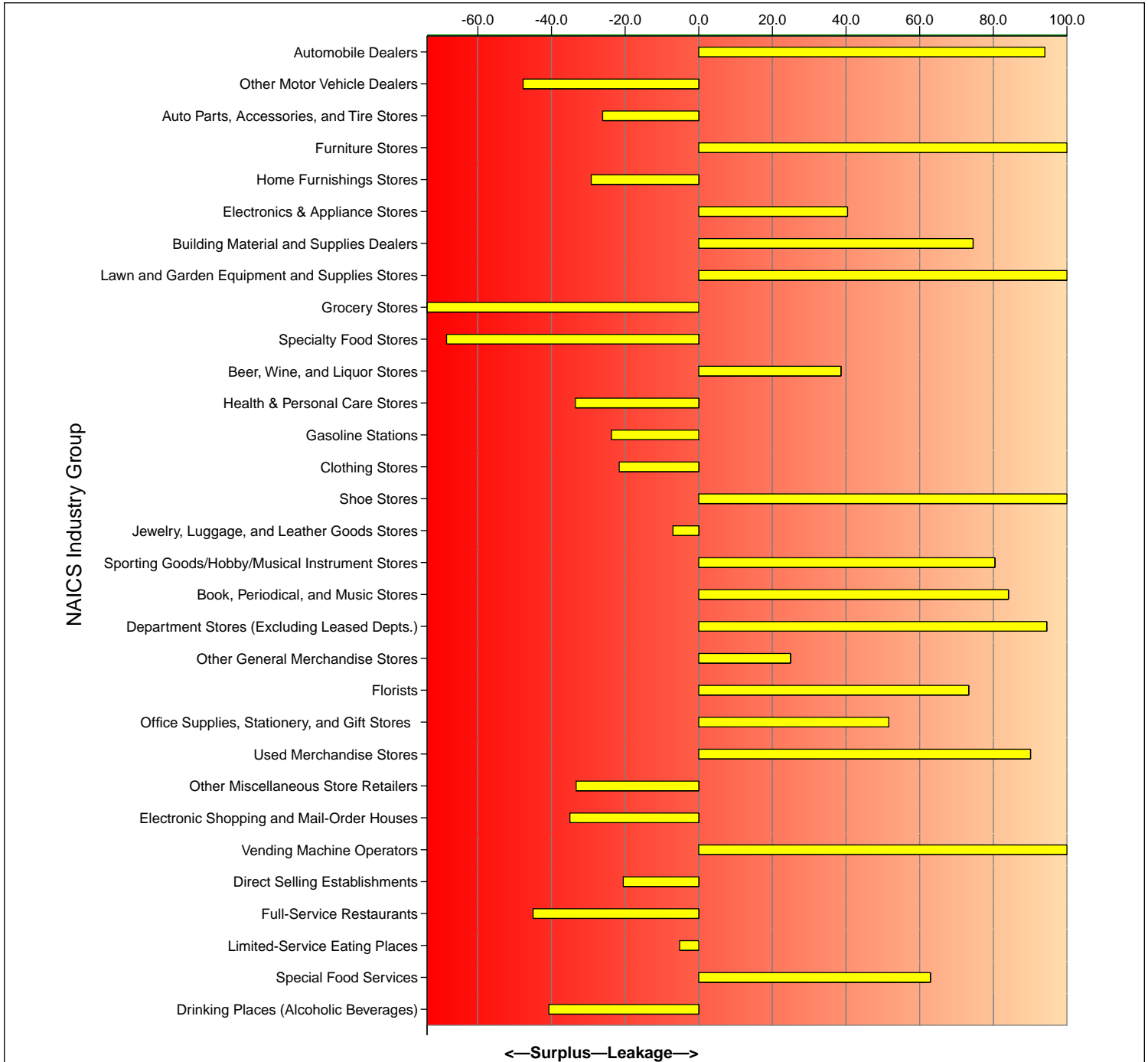
<—Surplus—Leakage—>

Sources: Esri and Infogroup

4/05/2013

2010 Retail MarketPlace Profile
Prepared by Robin KeslerCCIM

3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 3 miles radius

Summary Demographics

2010 Population	25,459
2010 Households	9,672
2010 Median Disposable Income	$34,730
2010 Per Capita Income	$18,637

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$182,457,742	$179,586,036	$2,871,706	0.8	156
Total Retail Trade (NAICS 44-45)	$155,840,832	$143,654,652	$12,186,180	4.1	114
Total Food & Drink (NAICS 722)	$26,616,910	$35,931,384	$-9,314,474	-14.9	42

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	$38,024,613	$14,786,972	$23,237,641	44.0	19
Automobile Dealers (NAICS 4411)	$31,550,933	$2,354,492	$29,196,441	86.1	2
Other Motor Vehicle Dealers (NAICS 4412)	$3,321,302	$7,738,872	$-4,417,570	-39.9	5
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$3,152,378	$4,693,608	$-1,541,230	-19.6	12
Furniture & Home Furnishings Stores (NAICS 442)	$3,215,008	$703,643	$2,511,365	64.1	3
Furniture Stores (NAICS 4421)	$2,249,797	$0	$2,249,797	100.0	0
Home Furnishings Stores (NAICS 4422)	$965,211	$703,643	$261,568	15.7	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$3,772,841	$2,809,262	$963,579	14.6	6
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$6,093,715	$14,583,863	$-8,490,148	-41.1	10
Building Material and Supplies Dealers (NAICS 4441)	$5,729,847	$14,518,700	$-8,788,853	-43.4	9
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$363,868	$65,163	$298,705	69.6	1
Food & Beverage Stores (NAICS 445)	$32,125,258	$39,349,793	$-7,224,535	-10.1	22
Grocery Stores (NAICS 4451)	$30,836,280	$37,865,667	$-7,029,387	-10.2	15
Specialty Food Stores (NAICS 4452)	$513,318	$1,107,272	$-593,954	-36.7	6
Beer, Wine, and Liquor Stores (NAICS 4453)	$775,660	$376,854	$398,806	34.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$5,355,434	$5,602,082	$-246,648	-2.3	7
Gasoline Stations (NAICS 447/4471)	$25,838,836	$36,269,192	$-10,430,356	-16.8	6
Clothing and Clothing Accessories Stores (NAICS 448)	$5,504,941	$3,997,688	$1,507,253	15.9	8
Clothing Stores (NAICS 4481)	$3,806,727	$3,620,687	$186,040	2.5	7
Shoe Stores (NAICS 4482)	$1,156,804	$138,483	$1,018,321	78.6	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$541,410	$238,518	$302,892	38.8	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$1,544,324	$1,160,147	$384,177	14.2	7
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$833,305	$571,992	$261,313	18.6	5
Book, Periodical, and Music Stores (NAICS 4512)	$711,019	$588,155	$122,864	9.5	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

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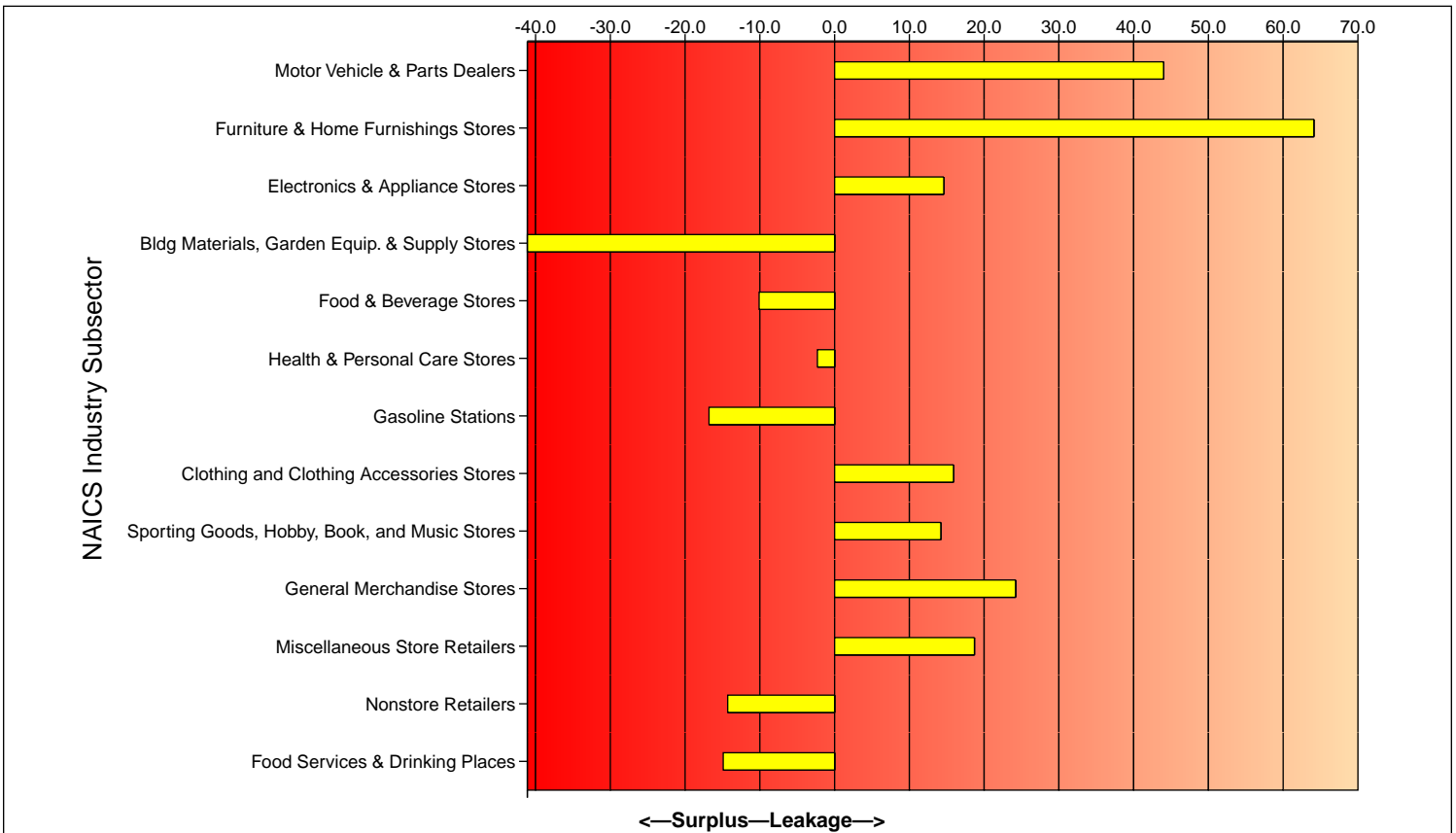
3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 3 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$26,758,858	$16,318,020	$10,440,838	24.2	4
Department Stores Excluding Leased Depts.(NAICS 4521)	$13,994,502	$9,982,685	$4,011,817	16.7	1
Other General Merchandise Stores (NAICS 4529)	$12,764,356	$6,335,335	$6,429,021	33.7	4
Miscellaneous Store Retailers (NAICS 453)	$3,189,167	$2,184,881	$1,004,286	18.7	20
Florists (NAICS 4531)	$282,248	$202,650	$79,598	16.4	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$1,787,282	$466,922	$1,320,360	58.6	4
Used Merchandise Stores (NAICS 4533)	$239,686	$104,509	$135,177	39.3	3
Other Miscellaneous Store Retailers (NAICS 4539)	$879,951	$1,410,800	$-530,849	-23.2	11
Nonstore Retailers (NAICS 454)	$4,417,837	$5,889,109	$-1,471,272	-14.3	2
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$3,223,174	$5,183,695	$-1,960,521	-23.3	1
Vending Machine Operators (NAICS 4542)	$149,573	$0	$149,573	100.0	0
Direct Selling Establishments (NAICS 4543)	$1,045,090	$705,414	$339,676	19.4	1
Food Services & Drinking Places (NAICS 722)	$26,616,910	$35,931,384	$-9,314,474	-14.9	42
Full-Service Restaurants (NAICS 7221)	$11,003,310	$20,317,043	$-9,313,733	-29.7	28
Limited-Service Eating Places (NAICS 7222)	$14,465,484	$12,584,423	$1,881,061	7.0	9
Special Food Services (NAICS 7223)	$871,675	$2,004,316	$-1,132,641	-39.4	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	$276,441	$1,025,602	$-749,161	-57.5	4

Leakage/Surplus Factor by Industry Subsector

Sources: Esri and Infogroup

3800-4000 S OBT

Ring: 3 miles radius

Leakage/Surplus Factor by Industry Group

NAICS Industry Group (vertical axis). Horizontal axis scale: -40.0, -20.0, 0.0, 20.0, 40.0, 60.0, 80.0, 100.0

Categories (top to bottom):
- Automobile Dealers
- Other Motor Vehicle Dealers
- Auto Parts, Accessories, and Tire Stores
- Furniture Stores
- Home Furnishings Stores
- Electronics & Appliance Stores
- Building Material and Supplies Dealers
- Lawn and Garden Equipment and Supplies Stores
- Grocery Stores
- Specialty Food Stores
- Beer, Wine, and Liquor Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing Stores
- Shoe Stores
- Jewelry, Luggage, and Leather Goods Stores
- Sporting Goods/Hobby/Musical Instrument Stores
- Book, Periodical, and Music Stores
- Department Stores (Excluding Leased Depts.)
- Other General Merchandise Stores
- Florists
- Office Supplies, Stationery, and Gift Stores
- Used Merchandise Stores
- Other Miscellaneous Store Retailers
- Electronic Shopping and Mail-Order Houses
- Vending Machine Operators
- Direct Selling Establishments
- Full-Service Restaurants
- Limited-Service Eating Places
- Special Food Services
- Drinking Places (Alcoholic Beverages)

<—Surplus—Leakage—>

Sources: Esri and Infogroup

3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 5 miles radius

Summary Demographics

2010 Population	85,186
2010 Households	31,345
2010 Median Disposable Income	$35,164
2010 Per Capita Income	$19,332

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	$616,033,497	$852,526,185	$-236,492,688	-16.1	749
Total Retail Trade (NAICS 44-45)	$524,389,413	$660,353,550	$-135,964,137	-11.5	542
Total Food & Drink (NAICS 722)	$91,644,084	$192,172,635	$-100,528,551	-35.4	207

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	$126,997,273	$114,150,214	$12,847,059	5.3	66
Automobile Dealers (NAICS 4411)	$105,539,783	$73,452,992	$32,086,791	17.9	21
Other Motor Vehicle Dealers (NAICS 4412)	$10,782,745	$19,627,928	$-8,845,183	-29.1	9
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	$10,674,745	$21,069,294	$-10,394,549	-32.7	36
Furniture & Home Furnishings Stores (NAICS 442)	$10,868,815	$8,536,085	$2,332,730	12.0	22
Furniture Stores (NAICS 4421)	$7,629,097	$4,842,192	$2,786,905	22.3	8
Home Furnishings Stores (NAICS 4422)	$3,239,718	$3,693,893	$-454,175	-6.6	14
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	$12,791,828	$13,812,738	$-1,020,910	-3.8	32
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	$19,839,961	$42,898,521	$-23,058,560	-36.8	47
Building Material and Supplies Dealers (NAICS 4441)	$18,671,328	$42,382,514	$-23,711,186	-38.8	41
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	$1,168,633	$516,007	$652,626	38.7	6
Food & Beverage Stores (NAICS 445)	$109,101,410	$150,122,058	$-41,020,648	-15.8	73
Grocery Stores (NAICS 4451)	$104,658,547	$144,174,140	$-39,515,593	-15.9	51
Specialty Food Stores (NAICS 4452)	$1,748,453	$2,710,100	$-961,647	-21.6	16
Beer, Wine, and Liquor Stores (NAICS 4453)	$2,694,410	$3,237,818	$-543,408	-9.2	6
Health & Personal Care Stores (NAICS 446/NAICS 4461)	$17,547,825	$30,435,649	$-12,887,824	-26.9	48
Gasoline Stations (NAICS 447/4471)	$86,669,101	$81,593,066	$5,076,035	3.0	15
Clothing and Clothing Accessories Stores (NAICS 448)	$19,021,836	$32,378,189	$-13,356,353	-26.0	73
Clothing Stores (NAICS 4481)	$13,157,096	$18,757,154	$-5,600,058	-17.5	49
Shoe Stores (NAICS 4482)	$4,011,095	$10,779,817	$-6,768,722	-45.8	11
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	$1,853,645	$2,841,218	$-987,573	-21.0	13
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	$5,374,472	$4,776,047	$598,425	5.9	30
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	$2,855,523	$2,933,761	$-78,238	-1.4	21
Book, Periodical, and Music Stores (NAICS 4512)	$2,518,949	$1,842,286	$676,663	15.5	9

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

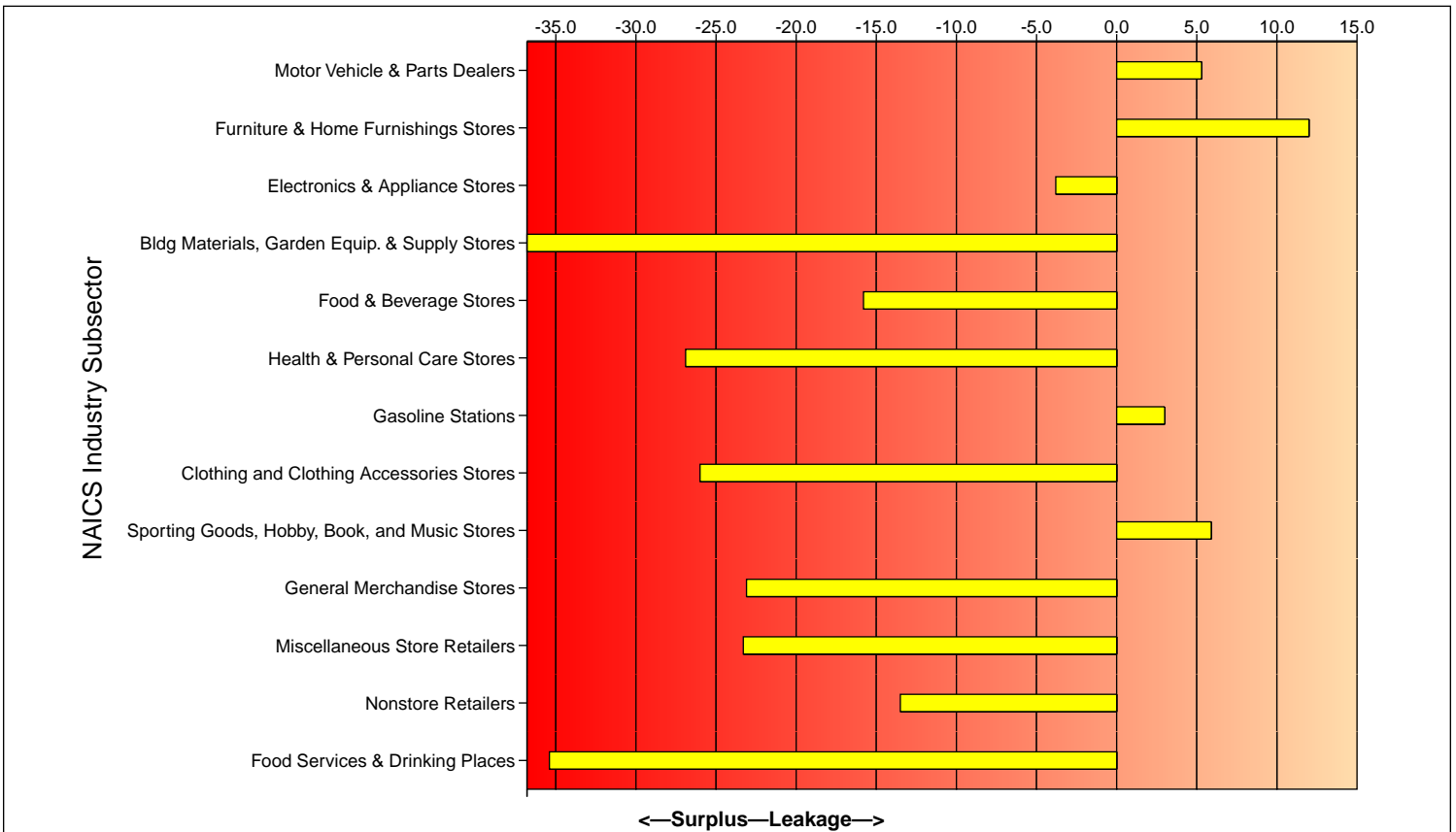**Sources:** Esri and Infogroup

3800-4000 S OBT

Latitude: 28.260026
Longitude: -81.440803

Ring: 5 miles radius

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	$90,664,267	$145,016,706	$-54,352,439	-23.1	36
Department Stores Excluding Leased Depts.(NAICS 4521)	$47,440,366	$71,078,237	$-23,637,871	-19.9	16
Other General Merchandise Stores (NAICS 4529)	$43,223,901	$73,938,469	$-30,714,568	-26.2	20
Miscellaneous Store Retailers (NAICS 453)	$10,647,278	$17,131,216	$-6,483,938	-23.3	93
Florists (NAICS 4531)	$903,648	$906,894	$-3,246	-0.2	7
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	$6,000,530	$10,220,574	$-4,220,044	-26.0	31
Used Merchandise Stores (NAICS 4533)	$821,853	$749,016	$72,837	4.6	13
Other Miscellaneous Store Retailers (NAICS 4539)	$2,921,247	$5,254,732	$-2,333,485	-28.5	42
Nonstore Retailers (NAICS 454)	$14,865,347	$19,503,061	$-4,637,714	-13.5	7
Electronic Shopping and Mail-Order Houses (NAICS 4541)	$10,923,201	$17,617,178	$-6,693,977	-23.5	3
Vending Machine Operators (NAICS 4542)	$510,830	$217,227	$293,603	40.3	1
Direct Selling Establishments (NAICS 4543)	$3,431,316	$1,668,656	$1,762,660	34.6	3
Food Services & Drinking Places (NAICS 722)	$91,644,084	$192,172,635	$-100,528,551	-35.4	207
Full-Service Restaurants (NAICS 7221)	$38,051,612	$86,580,551	$-48,528,939	-38.9	120
Limited-Service Eating Places (NAICS 7222)	$49,594,669	$96,260,051	$-46,665,382	-32.0	69
Special Food Services (NAICS 7223)	$2,992,879	$6,914,967	$-3,922,088	-39.6	6
Drinking Places - Alcoholic Beverages (NAICS 7224)	$1,004,924	$2,417,066	$-1,412,142	-41.3	12

Leakage/Surplus Factor by Industry Subsector

Sources: Esri and Infogroup

3800-4000 S OBT

Ring: 5 miles radius

Leakage/Surplus Factor by Industry Group

<—Surplus—Leakage—>
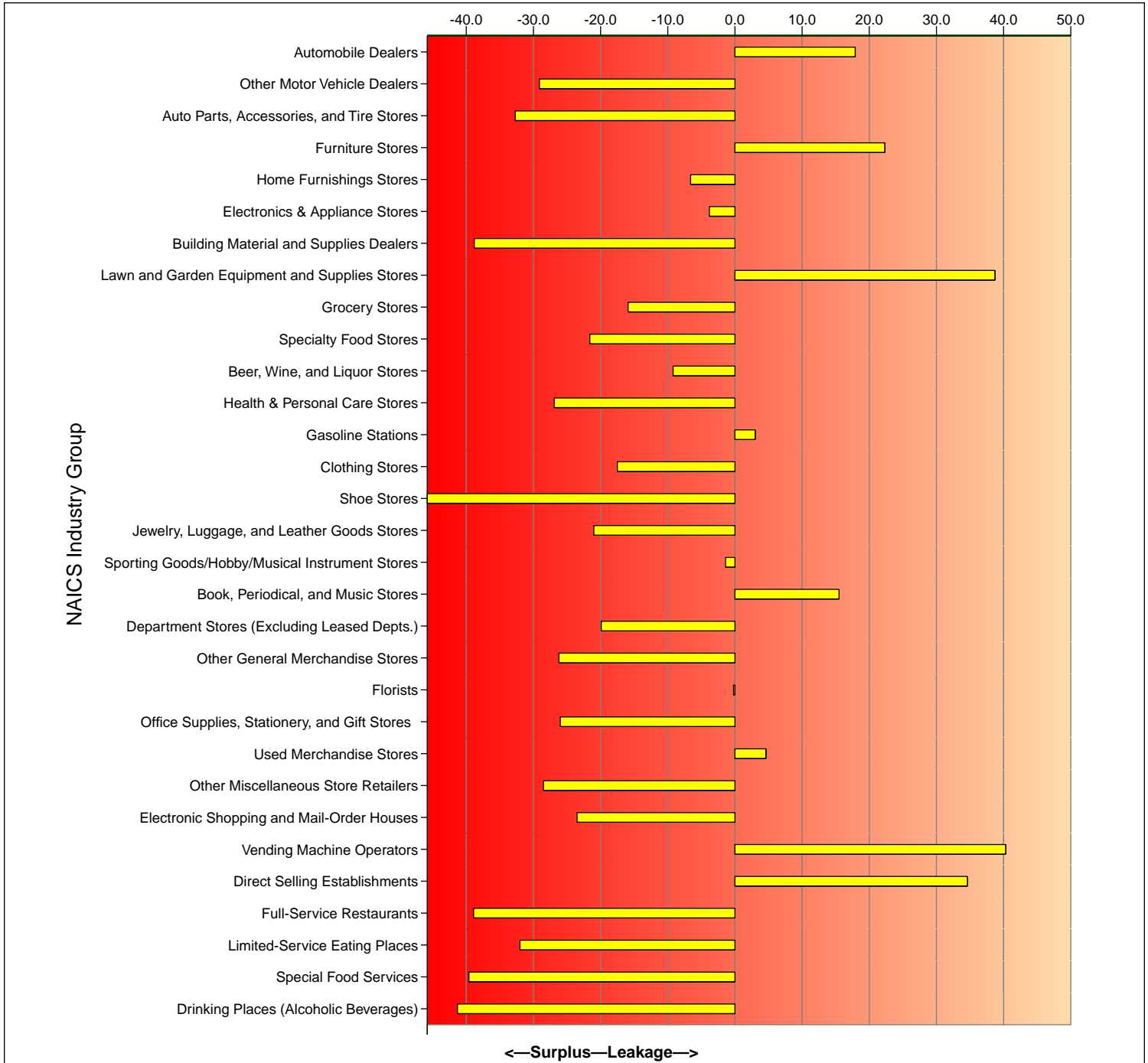
Sources: Esri and Infogroup

Traffic Count Map

3800-4000 S OBT
Ring: 1, 3, 5 Miles

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Average Daily Traffic Volume
- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day

April 05, 2013

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Retail Market Potential

3800-4000 S OBT
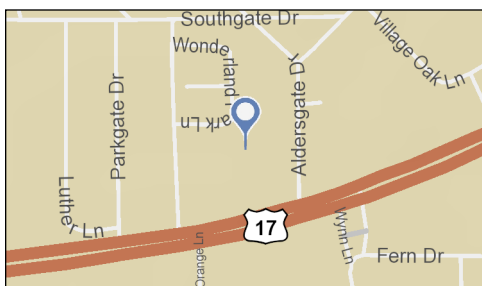Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Demographic Summary	2011	2016
Population	4,630	5,037
Population 18+	3,686	4,038
Households	1,943	2,097
Median Household Income	$40,219	$45,969

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,826	49.5%	99
Bought any women's apparel in last 12 months	1,684	45.7%	100
Bought apparel for child <13 in last 6 months	886	24.0%	85
Bought any shoes in last 12 months	1,765	47.9%	92
Bought costume jewelry in last 12 months	733	19.9%	95
Bought any fine jewelry in last 12 months	698	18.9%	86
Bought a watch in last 12 months	739	20.0%	104
Automobiles (Households)			
HH owns/leases any vehicle	1,722	88.6%	103
HH bought/leased new vehicle last 12 mo	226	11.6%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,311	89.8%	104
Bought/changed motor oil in last 12 months	1,913	51.9%	100
Had tune-up in last 12 months	1,026	27.8%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,047	55.5%	90
Drank regular cola in last 6 months	1,660	45.0%	88
Drank beer/ale in last 6 months	1,516	41.1%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	471	12.8%	100
Bought film in last 12 months	759	20.6%	108
Bought digital camera in last 12 months	261	7.1%	103
Bought memory card for camera in last 12 months	294	8.0%	105
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	1,337	36.3%	103
Avg monthly cell/mobile phone/PDA bill: $1-$49	858	23.3%	109
Avg monthly cell/mobile phone/PDA bill: $50-99	1,132	30.7%	95
Avg monthly cell/mobile phone/PDA bill: $100+	689	18.7%	88
Computers (Households)			
HH owns a personal computer	1,453	74.8%	101
Spent <$500 on most recent home PC purchase	166	8.5%	99
Spent $500-$999 on most recent home PC purchase	354	18.2%	102
Spent $1000-$1499 on most recent home PC purchase	276	14.2%	108
Spent $1500-$1999 on most recent home PC purchase	126	6.5%	91
Spent $2000+ on most recent home PC purchase	121	6.2%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 05, 2013

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,112	57.3%	95
Bought cigarettes at convenience store in last 30 days	616	16.7%	108
Bought gas at convenience store in last 30 days	1,326	36.0%	108
Spent at convenience store in last 30 days: <$20	355	9.6%	100
Spent at convenience store in last 30 days: $20-39	329	8.9%	88
Spent at convenience store in last 30 days: $40+	1,289	35.0%	98
Entertainment (Adults)			
Attended movies in last 6 months	2,156	58.5%	99
Went to live theater in last 12 months	629	17.1%	129
Went to a bar/night club in last 12 months	593	16.1%	84
Dined out in last 12 months	1,995	54.1%	110
Gambled at a casino in last 12 months	630	17.1%	106
Visited a theme park in last 12 months	695	18.9%	88
DVDs rented in last 30 days: 1	94	2.6%	96
DVDs rented in last 30 days: 2	163	4.4%	96
DVDs rented in last 30 days: 3	112	3.0%	95
DVDs rented in last 30 days: 4	137	3.7%	97
DVDs rented in last 30 days: 5+	508	13.8%	104
DVDs purchased in last 30 days: 1	184	5.0%	100
DVDs purchased in last 30 days: 2	184	5.0%	106
DVDs purchased in last 30 days: 3-4	149	4.0%	88
DVDs purchased in last 30 days: 5+	188	5.1%	99
Spent on toys/games in last 12 months: <$50	227	6.2%	101
Spent on toys/games in last 12 months: $50-$99	88	2.4%	87
Spent on toys/games in last 12 months: $100-$199	246	6.7%	93
Spent on toys/games in last 12 months: $200-$499	448	12.2%	113
Spent on toys/games in last 12 months: $500+	231	6.3%	110
Financial (Adults)			
Have home mortgage (1st)	712	19.3%	101
Used ATM/cash machine in last 12 months	1,864	50.6%	100
Own any stock	415	11.3%	123
Own U.S. savings bond	289	7.8%	115
Own shares in mutual fund (stock)	374	10.1%	108
Own shares in mutual fund (bonds)	250	6.8%	115
Used full service brokerage firm in last 12 months	302	8.2%	132
Have savings account	1,361	36.9%	102
Have 401K retirement savings	592	16.1%	91
Did banking over the Internet in last 12 months	967	26.2%	96
Own any credit/debit card (in own name)	2,907	78.9%	107
Avg monthly credit card expenditures: <$111	470	12.8%	93
Avg monthly credit card expenditures: $111-225	349	9.5%	122
Avg monthly credit card expenditures: $226-450	321	8.7%	116
Avg monthly credit card expenditures: $451-700	240	6.5%	102
Avg monthly credit card expenditures: $701+	551	14.9%	111

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April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,706	73.4%	104
Used bread in last 6 months	3,565	96.7%	100
Used chicken/turkey (fresh or frozen) in last 6 months	2,839	77.0%	100
Used fish/seafood (fresh or frozen) in last 6 months	2,120	57.5%	109
Used fresh fruit/vegetables in last 6 months	3,312	89.9%	103
Used fresh milk in last 6 months	3,363	91.2%	101
Health (Adults)			
Exercise at home 2+ times per week	1,164	31.6%	105
Exercise at club 2+ times per week	406	11.0%	89
Visited a doctor in last 12 months	2,960	80.3%	104
Used vitamin/dietary supplement in last 6 months	2,133	57.9%	119
Home (Households)			
Any home improvement in last 12 months	665	34.2%	108
Used housekeeper/maid/prof HH cleaning service in the last 12 months	393	20.2%	129
Purchased any HH furnishing in last 12 months	601	30.9%	103
Purchased bedding/bath goods in last 12 months	1,060	54.6%	100
Purchased cooking/serving product in last 12 months	518	26.7%	97
Bought any kitchen appliance in last 12 months	336	17.3%	99
Insurance (Adults)			
Currently carry any life insurance	1,877	50.9%	107
Have medical/hospital/accident insurance	2,851	77.3%	108
Carry homeowner insurance	2,294	62.2%	119
Carry renter insurance	213	5.8%	94
Have auto/other vehicle insurance	3,204	86.9%	105
Pets (Households)			
HH owns any pet	946	48.7%	95
HH owns any cat	408	21.0%	88
HH owns any dog	688	35.4%	94
Reading Materials (Adults)			
Bought book in last 12 months	1,862	50.5%	101
Read any daily newspaper	1,630	44.2%	107
Heavy magazine reader	668	18.1%	91
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,892	78.5%	109
Went to family restaurant/steak house last mo: <2 times	934	25.3%	99
Went to family restaurant/steak house last mo: 2-4 times	1,150	31.2%	116
Went to family restaurant/steak house last mo: 5+ times	808	21.9%	113
Went to fast food/drive-in restaurant in last 6 mo	3,257	88.4%	100
Went to fast food/drive-in restaurant <6 times/mo	1,336	36.2%	104
Went to fast food/drive-in restaurant 6-13 times/mo	1,077	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	844	22.9%	92
Fast food/drive-in last 6 mo: eat in	1,503	40.8%	108
Fast food/drive-in last 6 mo: home delivery	435	11.8%	113
Fast food/drive-in last 6 mo: take-out/drive-thru	1,835	49.8%	95
Fast food/drive-in last 6 mo: take-out/walk-in	805	21.8%	89

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April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,340	69.0%	107
HH average monthly long distance phone bill: <$16	590	30.4%	110
HH average monthly long distance phone bill: $16-25	197	10.1%	89
HH average monthly long distance phone bill: $26-59	188	9.7%	105
HH average monthly long distance phone bill: $60+	87	4.5%	100
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	336	17.3%	87
HH owns 2 TVs	537	27.6%	105
HH owns 3 TVs	448	23.1%	103
HH owns 4+ TVs	415	21.4%	102
HH subscribes to cable TV	1,271	65.4%	113
HH Purchased audio equipment in last 12 months	192	9.9%	101
HH Purchased CD player in last 12 months	75	3.9%	100
HH Purchased DVD player in last 12 months	178	9.2%	94
HH Purchased MP3 player in last 12 months	401	10.9%	106
HH Purchased video game system in last 12 months	212	10.9%	101
Travel (Adults)			
Domestic travel in last 12 months	2,167	58.8%	113
Took 3+ domestic trips in last 12 months	613	16.6%	112
Spent on domestic vacations last 12 mo: <$1000	436	11.8%	94
Spent on domestic vacations last 12 mo: $1000-$1499	271	7.4%	109
Spent on domestic vacations last 12 mo: $1500-$1999	172	4.7%	114
Spent on domestic vacations last 12 mo: $2000-$2999	148	4.0%	97
Spent on domestic vacations last 12 mo: $3000+	177	4.8%	95
Foreign travel in last 3 years	1,043	28.3%	109
Took 3+ foreign trips by plane in last 3 years	171	4.6%	96
Spent on foreign vacations last 12 mo: <$1000	226	6.1%	102
Spent on foreign vacations last 12 mo: $1000-$2999	147	4.0%	97
Spent on foreign vacations last 12 mo: $3000+	166	4.5%	90
Stayed 1+ nights at hotel/motel in last 12 months	1,555	42.2%	104

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April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Demographic Summary	2011	2016
Population	30,331	33,146
Population 18+	22,592	24,777
Households	10,423	11,173
Median Household Income	$41,927	$50,773

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	11,268	49.9%	100
Bought any women's apparel in last 12 months	10,434	46.2%	102
Bought apparel for child <13 in last 6 months	7,224	32.0%	113
Bought any shoes in last 12 months	11,803	52.2%	101
Bought costume jewelry in last 12 months	4,783	21.2%	102
Bought any fine jewelry in last 12 months	5,034	22.3%	101
Bought a watch in last 12 months	4,530	20.1%	104
Automobiles (Households)			
HH owns/leases any vehicle	9,295	89.2%	104
HH bought/leased new vehicle last 12 mo	980	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	20,416	90.4%	104
Bought/changed motor oil in last 12 months	12,753	56.4%	109
Had tune-up in last 12 months	6,903	30.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	13,408	59.3%	96
Drank regular cola in last 6 months	12,131	53.7%	105
Drank beer/ale in last 6 months	9,309	41.2%	97
Cameras & Film (Adults)			
Bought any camera in last 12 months	2,884	12.8%	100
Bought film in last 12 months	4,470	19.8%	104
Bought digital camera in last 12 months	1,476	6.5%	95
Bought memory card for camera in last 12 months	1,584	7.0%	92
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	8,297	36.7%	104
Avg monthly cell/mobile phone/PDA bill: $1-$49	4,658	20.6%	97
Avg monthly cell/mobile phone/PDA bill: $50-99	7,597	33.6%	104
Avg monthly cell/mobile phone/PDA bill: $100+	4,969	22.0%	104
Computers (Households)			
HH owns a personal computer	7,722	74.1%	100
Spent <$500 on most recent home PC purchase	983	9.4%	109
Spent $500-$999 on most recent home PC purchase	2,024	19.4%	109
Spent $1000-$1499 on most recent home PC purchase	1,266	12.1%	93
Spent $1500-$1999 on most recent home PC purchase	660	6.3%	89
Spent $2000+ on most recent home PC purchase	589	5.7%	90

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April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	14,153	62.6%	104
Bought cigarettes at convenience store in last 30 days	4,439	19.6%	127
Bought gas at convenience store in last 30 days	9,006	39.9%	120
Spent at convenience store in last 30 days: <$20	2,049	9.1%	94
Spent at convenience store in last 30 days: $20-39	2,158	9.6%	94
Spent at convenience store in last 30 days: $40+	9,128	40.4%	113
Entertainment (Adults)			
Attended movies in last 6 months	12,817	56.7%	96
Went to live theater in last 12 months	2,572	11.4%	86
Went to a bar/night club in last 12 months	4,220	18.7%	98
Dined out in last 12 months	10,768	47.7%	97
Gambled at a casino in last 12 months	3,220	14.3%	89
Visited a theme park in last 12 months	4,570	20.2%	94
DVDs rented in last 30 days: 1	630	2.8%	105
DVDs rented in last 30 days: 2	1,050	4.6%	101
DVDs rented in last 30 days: 3	580	2.6%	80
DVDs rented in last 30 days: 4	812	3.6%	94
DVDs rented in last 30 days: 5+	3,248	14.4%	109
DVDs purchased in last 30 days: 1	1,183	5.2%	105
DVDs purchased in last 30 days: 2	1,155	5.1%	108
DVDs purchased in last 30 days: 3-4	1,164	5.2%	112
DVDs purchased in last 30 days: 5+	1,249	5.5%	107
Spent on toys/games in last 12 months: <$50	1,397	6.2%	102
Spent on toys/games in last 12 months: $50-$99	703	3.1%	113
Spent on toys/games in last 12 months: $100-$199	1,680	7.4%	104
Spent on toys/games in last 12 months: $200-$499	2,823	12.5%	116
Spent on toys/games in last 12 months: $500+	1,346	6.0%	104
Financial (Adults)			
Have home mortgage (1st)	4,284	19.0%	99
Used ATM/cash machine in last 12 months	11,647	51.6%	101
Own any stock	1,624	7.2%	78
Own U.S. savings bond	1,246	5.5%	81
Own shares in mutual fund (stock)	1,671	7.4%	79
Own shares in mutual fund (bonds)	1,076	4.8%	81
Used full service brokerage firm in last 12 months	1,087	4.8%	77
Have savings account	7,912	35.0%	97
Have 401K retirement savings	3,757	16.6%	94
Did banking over the Internet in last 12 months	6,287	27.8%	102
Own any credit/debit card (in own name)	16,353	72.4%	98
Avg monthly credit card expenditures: <$111	2,937	13.0%	95
Avg monthly credit card expenditures: $111-225	1,826	8.1%	104
Avg monthly credit card expenditures: $226-450	1,606	7.1%	95
Avg monthly credit card expenditures: $451-700	1,346	6.0%	93
Avg monthly credit card expenditures: $701+	2,541	11.2%	84

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
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April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	16,734	74.1%	105
Used bread in last 6 months	21,874	96.8%	101
Used chicken/turkey (fresh or frozen) in last 6 months	17,609	77.9%	101
Used fish/seafood (fresh or frozen) in last 6 months	11,871	52.5%	100
Used fresh fruit/vegetables in last 6 months	19,735	87.4%	100
Used fresh milk in last 6 months	20,676	91.5%	101
Health (Adults)			
Exercise at home 2+ times per week	6,845	30.3%	101
Exercise at club 2+ times per week	2,307	10.2%	82
Visited a doctor in last 12 months	17,033	75.4%	97
Used vitamin/dietary supplement in last 6 months	10,728	47.5%	98
Home (Households)			
Any home improvement in last 12 months	3,269	31.4%	99
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,432	13.7%	87
Purchased any HH furnishing in last 12 months	3,166	30.4%	101
Purchased bedding/bath goods in last 12 months	5,737	55.0%	101
Purchased cooking/serving product in last 12 months	3,044	29.2%	106
Bought any kitchen appliance in last 12 months	1,814	17.4%	100
Insurance (Adults)			
Currently carry any life insurance	10,845	48.0%	101
Have medical/hospital/accident insurance	15,620	69.1%	97
Carry homeowner insurance	11,903	52.7%	101
Carry renter insurance	1,239	5.5%	89
Have auto/other vehicle insurance	19,259	85.2%	103
Pets (Households)			
HH owns any pet	5,953	57.1%	111
HH owns any cat	2,621	25.1%	105
HH owns any dog	4,458	42.8%	114
Reading Materials (Adults)			
Bought book in last 12 months	11,011	48.7%	97
Read any daily newspaper	8,296	36.7%	89
Heavy magazine reader	4,388	19.4%	98
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	16,483	73.0%	102
Went to family restaurant/steak house last mo: <2 times	5,590	24.7%	96
Went to family restaurant/steak house last mo: 2-4 times	6,151	27.2%	101
Went to family restaurant/steak house last mo: 5+ times	4,741	21.0%	108
Went to fast food/drive-in restaurant in last 6 mo	20,187	89.4%	101
Went to fast food/drive-in restaurant <6 times/mo	7,125	31.5%	90
Went to fast food/drive-in restaurant 6-13 times/mo	6,718	29.7%	103
Went to fast food/drive-in restaurant 14+ times/mo	6,345	28.1%	113
Fast food/drive-in last 6 mo: eat in	8,212	36.3%	97
Fast food/drive-in last 6 mo: home delivery	2,905	12.9%	123
Fast food/drive-in last 6 mo: take-out/drive-thru	12,814	56.7%	109
Fast food/drive-in last 6 mo: take-out/walk-in	5,233	23.2%	94

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	6,653	63.8%	99
HH average monthly long distance phone bill: <$16	2,760	26.5%	96
HH average monthly long distance phone bill: $16-25	1,030	9.9%	86
HH average monthly long distance phone bill: $26-59	797	7.6%	83
HH average monthly long distance phone bill: $60+	516	5.0%	111
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,881	18.0%	91
HH owns 2 TVs	2,747	26.4%	100
HH owns 3 TVs	2,463	23.6%	106
HH owns 4+ TVs	2,183	20.9%	100
HH subscribes to cable TV	5,707	54.8%	94
HH Purchased audio equipment in last 12 months	1,099	10.5%	108
HH Purchased CD player in last 12 months	431	4.1%	107
HH Purchased DVD player in last 12 months	1,110	10.7%	110
HH Purchased MP3 player in last 12 months	2,432	10.8%	105
HH Purchased video game system in last 12 months	1,211	11.6%	108
Travel (Adults)			
Domestic travel in last 12 months	11,339	50.2%	96
Took 3+ domestic trips in last 12 months	3,089	13.7%	92
Spent on domestic vacations last 12 mo: <$1000	2,663	11.8%	94
Spent on domestic vacations last 12 mo: $1000-$1499	1,376	6.1%	91
Spent on domestic vacations last 12 mo: $1500-$1999	876	3.9%	95
Spent on domestic vacations last 12 mo: $2000-$2999	831	3.7%	89
Spent on domestic vacations last 12 mo: $3000+	925	4.1%	81
Foreign travel in last 3 years	5,175	22.9%	88
Took 3+ foreign trips by plane in last 3 years	704	3.1%	65
Spent on foreign vacations last 12 mo: <$1000	1,142	5.1%	84
Spent on foreign vacations last 12 mo: $1000-$2999	680	3.0%	73
Spent on foreign vacations last 12 mo: $3000+	846	3.7%	75
Stayed 1+ nights at hotel/motel in last 12 months	8,756	38.8%	96

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Retail Market Potential

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Demographic Summary	2011	2016
Population	81,416	88,927
Population 18+	60,811	66,637
Households	28,035	30,154
Median Household Income	$39,441	$48,170

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	29,851	49.1%	99
Bought any women's apparel in last 12 months	28,007	46.1%	101
Bought apparel for child <13 in last 6 months	19,678	32.4%	114
Bought any shoes in last 12 months	31,845	52.4%	101
Bought costume jewelry in last 12 months	12,563	20.7%	99
Bought any fine jewelry in last 12 months	14,311	23.5%	107
Bought a watch in last 12 months	12,136	20.0%	103
Automobiles (Households)			
HH owns/leases any vehicle	23,574	84.1%	98
HH bought/leased new vehicle last 12 mo	2,471	8.8%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,954	85.4%	99
Bought/changed motor oil in last 12 months	32,748	53.9%	104
Had tune-up in last 12 months	18,313	30.1%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	37,554	61.8%	100
Drank regular cola in last 6 months	33,771	55.5%	109
Drank beer/ale in last 6 months	24,934	41.0%	96
Cameras & Film (Adults)			
Bought any camera in last 12 months	7,829	12.9%	101
Bought film in last 12 months	12,060	19.8%	104
Bought digital camera in last 12 months	3,834	6.3%	92
Bought memory card for camera in last 12 months	4,371	7.2%	94
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	22,522	37.0%	105
Avg monthly cell/mobile phone/PDA bill: $1-$49	12,267	20.2%	95
Avg monthly cell/mobile phone/PDA bill: $50-99	20,320	33.4%	103
Avg monthly cell/mobile phone/PDA bill: $100+	12,951	21.3%	101
Computers (Households)			
HH owns a personal computer	19,720	70.3%	95
Spent <$500 on most recent home PC purchase	2,632	9.4%	108
Spent $500-$999 on most recent home PC purchase	4,947	17.6%	99
Spent $1000-$1499 on most recent home PC purchase	3,159	11.3%	86
Spent $1500-$1999 on most recent home PC purchase	1,524	5.4%	76
Spent $2000+ on most recent home PC purchase	1,490	5.3%	85

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 05, 2013

Retail Market Potential

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	38,743	63.7%	106
Bought cigarettes at convenience store in last 30 days	11,840	19.5%	126
Bought gas at convenience store in last 30 days	22,647	37.2%	112
Spent at convenience store in last 30 days: <$20	5,492	9.0%	94
Spent at convenience store in last 30 days: $20-39	5,810	9.6%	94
Spent at convenience store in last 30 days: $40+	24,722	40.7%	114
Entertainment (Adults)			
Attended movies in last 6 months	34,859	57.3%	97
Went to live theater in last 12 months	6,185	10.2%	77
Went to a bar/night club in last 12 months	11,297	18.6%	97
Dined out in last 12 months	26,327	43.3%	88
Gambled at a casino in last 12 months	9,385	15.4%	96
Visited a theme park in last 12 months	12,099	19.9%	92
DVDs rented in last 30 days: 1	1,528	2.5%	95
DVDs rented in last 30 days: 2	2,511	4.1%	89
DVDs rented in last 30 days: 3	1,523	2.5%	78
DVDs rented in last 30 days: 4	1,978	3.3%	85
DVDs rented in last 30 days: 5+	8,394	13.8%	104
DVDs purchased in last 30 days: 1	3,214	5.3%	106
DVDs purchased in last 30 days: 2	2,652	4.4%	92
DVDs purchased in last 30 days: 3-4	2,873	4.7%	102
DVDs purchased in last 30 days: 5+	4,099	6.7%	130
Spent on toys/games in last 12 months: <$50	3,543	5.8%	96
Spent on toys/games in last 12 months: $50-$99	1,822	3.0%	109
Spent on toys/games in last 12 months: $100-$199	4,458	7.3%	102
Spent on toys/games in last 12 months: $200-$499	7,587	12.5%	116
Spent on toys/games in last 12 months: $500+	3,155	5.2%	91
Financial (Adults)			
Have home mortgage (1st)	9,342	15.4%	80
Used ATM/cash machine in last 12 months	30,322	49.9%	98
Own any stock	3,583	5.9%	64
Own U.S. savings bond	2,781	4.6%	67
Own shares in mutual fund (stock)	3,730	6.1%	65
Own shares in mutual fund (bonds)	2,371	3.9%	66
Used full service brokerage firm in last 12 months	2,383	3.9%	63
Have savings account	19,951	32.8%	91
Have 401K retirement savings	8,940	14.7%	83
Did banking over the Internet in last 12 months	15,271	25.1%	92
Own any credit/debit card (in own name)	41,826	68.8%	93
Avg monthly credit card expenditures: <$111	7,410	12.2%	89
Avg monthly credit card expenditures: $111-225	4,092	6.7%	87
Avg monthly credit card expenditures: $226-450	3,756	6.2%	82
Avg monthly credit card expenditures: $451-700	3,156	5.2%	81
Avg monthly credit card expenditures: $701+	6,046	9.9%	74

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Retail Market Potential

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM

Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	43,652	71.8%	102
Used bread in last 6 months	58,654	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	46,611	76.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	30,616	50.3%	96
Used fresh fruit/vegetables in last 6 months	51,884	85.3%	98
Used fresh milk in last 6 months	54,792	90.1%	99
Health (Adults)			
Exercise at home 2+ times per week	17,558	28.9%	96
Exercise at club 2+ times per week	6,081	10.0%	80
Visited a doctor in last 12 months	44,141	72.6%	94
Used vitamin/dietary supplement in last 6 months	27,426	45.1%	93
Home (Households)			
Any home improvement in last 12 months	7,338	26.2%	83
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,751	13.4%	85
Purchased any HH furnishing in last 12 months	7,953	28.4%	94
Purchased bedding/bath goods in last 12 months	15,403	54.9%	100
Purchased cooking/serving product in last 12 months	7,904	28.2%	103
Bought any kitchen appliance in last 12 months	4,539	16.2%	93
Insurance (Adults)			
Currently carry any life insurance	25,751	42.3%	89
Have medical/hospital/accident insurance	39,630	65.2%	91
Carry homeowner insurance	26,609	43.8%	84
Carry renter insurance	3,535	5.8%	94
Have auto/other vehicle insurance	49,312	81.1%	98
Pets (Households)			
HH owns any pet	14,223	50.7%	99
HH owns any cat	6,365	22.7%	95
HH owns any dog	10,373	37.0%	98
Reading Materials (Adults)			
Bought book in last 12 months	28,667	47.1%	94
Read any daily newspaper	21,269	35.0%	85
Heavy magazine reader	13,093	21.5%	108
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	42,849	70.5%	98
Went to family restaurant/steak house last mo: <2 times	14,451	23.8%	93
Went to family restaurant/steak house last mo: 2-4 times	15,941	26.2%	97
Went to family restaurant/steak house last mo: 5+ times	12,453	20.5%	106
Went to fast food/drive-in restaurant in last 6 mo	53,988	88.8%	100
Went to fast food/drive-in restaurant <6 times/mo	18,574	30.5%	87
Went to fast food/drive-in restaurant 6-13 times/mo	17,602	28.9%	100
Went to fast food/drive-in restaurant 14+ times/mo	17,810	29.3%	118
Fast food/drive-in last 6 mo: eat in	21,448	35.3%	94
Fast food/drive-in last 6 mo: home delivery	7,530	12.4%	119
Fast food/drive-in last 6 mo: take-out/drive-thru	32,989	54.2%	104
Fast food/drive-in last 6 mo: take-out/walk-in	14,915	24.5%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

Retail Market Potential

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM

Latitude: 28.260026
Longitude: -81.440803

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	16,348	58.3%	90
HH average monthly long distance phone bill: <$16	6,971	24.9%	90
HH average monthly long distance phone bill: $16-25	2,864	10.2%	89
HH average monthly long distance phone bill: $26-59	2,133	7.6%	83
HH average monthly long distance phone bill: $60+	1,266	4.5%	101
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	6,169	22.0%	111
HH owns 2 TVs	7,332	26.2%	99
HH owns 3 TVs	6,256	22.3%	100
HH owns 4+ TVs	4,910	17.5%	84
HH subscribes to cable TV	15,085	53.8%	93
HH Purchased audio equipment in last 12 months	2,932	10.5%	107
HH Purchased CD player in last 12 months	1,158	4.1%	107
HH Purchased DVD player in last 12 months	2,801	10.0%	103
HH Purchased MP3 player in last 12 months	5,837	9.6%	94
HH Purchased video game system in last 12 months	3,199	11.4%	106
Travel (Adults)			
Domestic travel in last 12 months	28,284	46.5%	89
Took 3+ domestic trips in last 12 months	7,656	12.6%	85
Spent on domestic vacations last 12 mo: <$1000	6,570	10.8%	86
Spent on domestic vacations last 12 mo: $1000-$1499	3,328	5.5%	81
Spent on domestic vacations last 12 mo: $1500-$1999	2,044	3.4%	82
Spent on domestic vacations last 12 mo: $2000-$2999	2,100	3.5%	83
Spent on domestic vacations last 12 mo: $3000+	2,306	3.8%	75
Foreign travel in last 3 years	13,458	22.1%	85
Took 3+ foreign trips by plane in last 3 years	1,876	3.1%	64
Spent on foreign vacations last 12 mo: <$1000	3,160	5.2%	87
Spent on foreign vacations last 12 mo: $1000-$2999	1,863	3.1%	74
Spent on foreign vacations last 12 mo: $3000+	2,082	3.4%	69
Stayed 1+ nights at hotel/motel in last 12 months	21,738	35.7%	88

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2011 and 2016.

April 05, 2013

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

| | | Households | | U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	43. The Elders	33.0%	33.0%	0.6%	0.6%	5500
2	12. Up and Coming Families	31.6%	64.6%	4.1%	4.7%	771
3	26. Midland Crowd	24.5%	89.1%	3.2%	7.9%	766
4	30. Retirement Communities	8.9%	98.0%	1.6%	9.5%	556
5	19. Milk and Cookies	1.9%	99.9%	2.2%	11.7%	86
	Subtotal	**99.9%**		**11.7%**		
	Total	**99.9%**		**11.7%**		**854**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

Legend: Site, U.S.

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Indexes by Households

Tapestry Indexes by Population

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
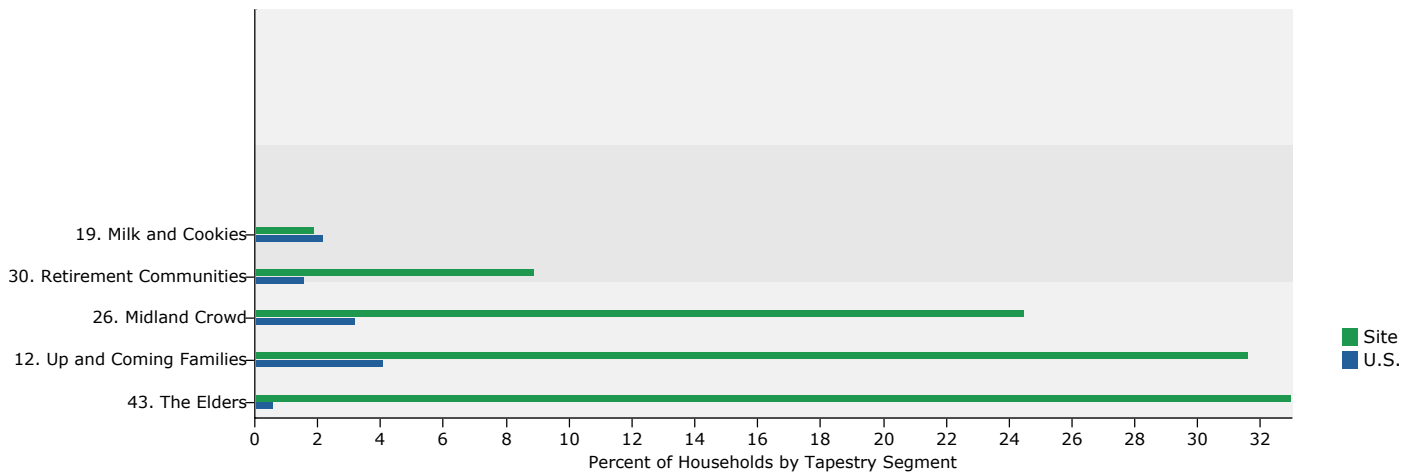**Source:** Esri

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,943	100.0%		4,630	100.0%	
L1. High Society	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	**815**	**41.9%**	**332**	**1,407**	**30.4%**	**285**
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	173	8.9%	559	311	6.7%	549
43 The Elders	642	33.0%	5181	1,096	23.7%	5829
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
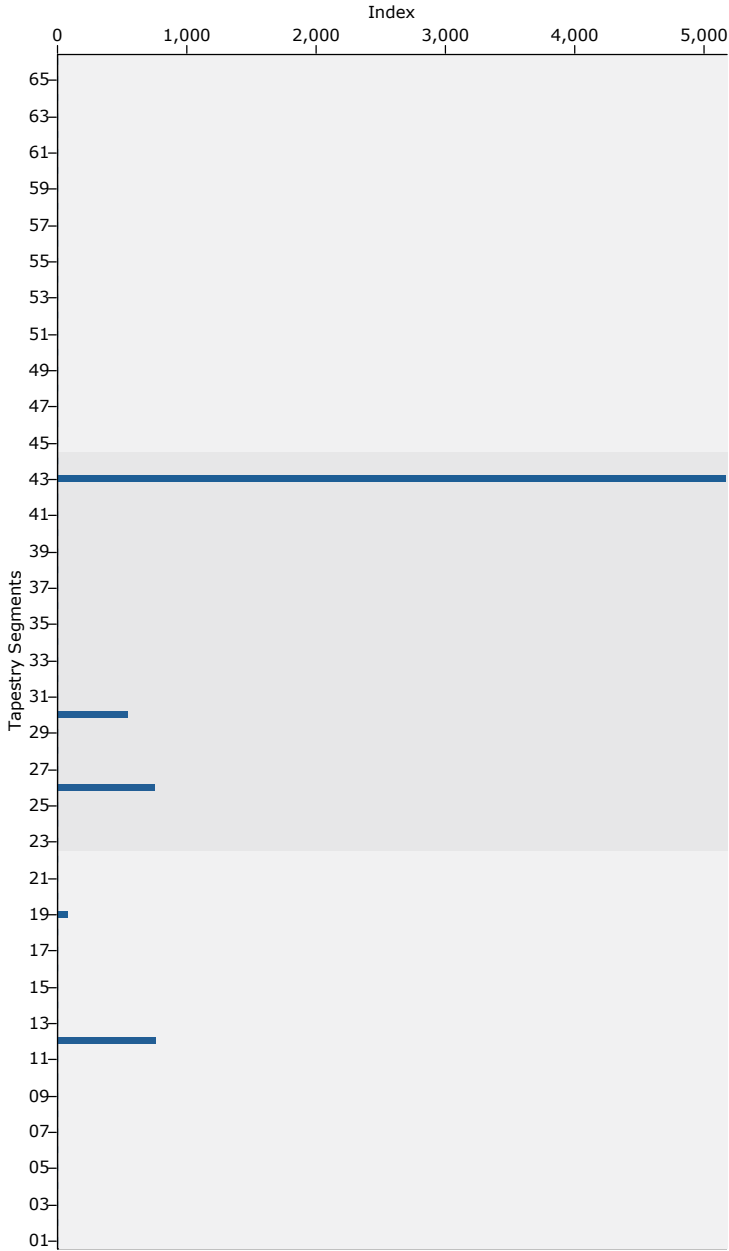**Source:** Esri

April 05, 2013

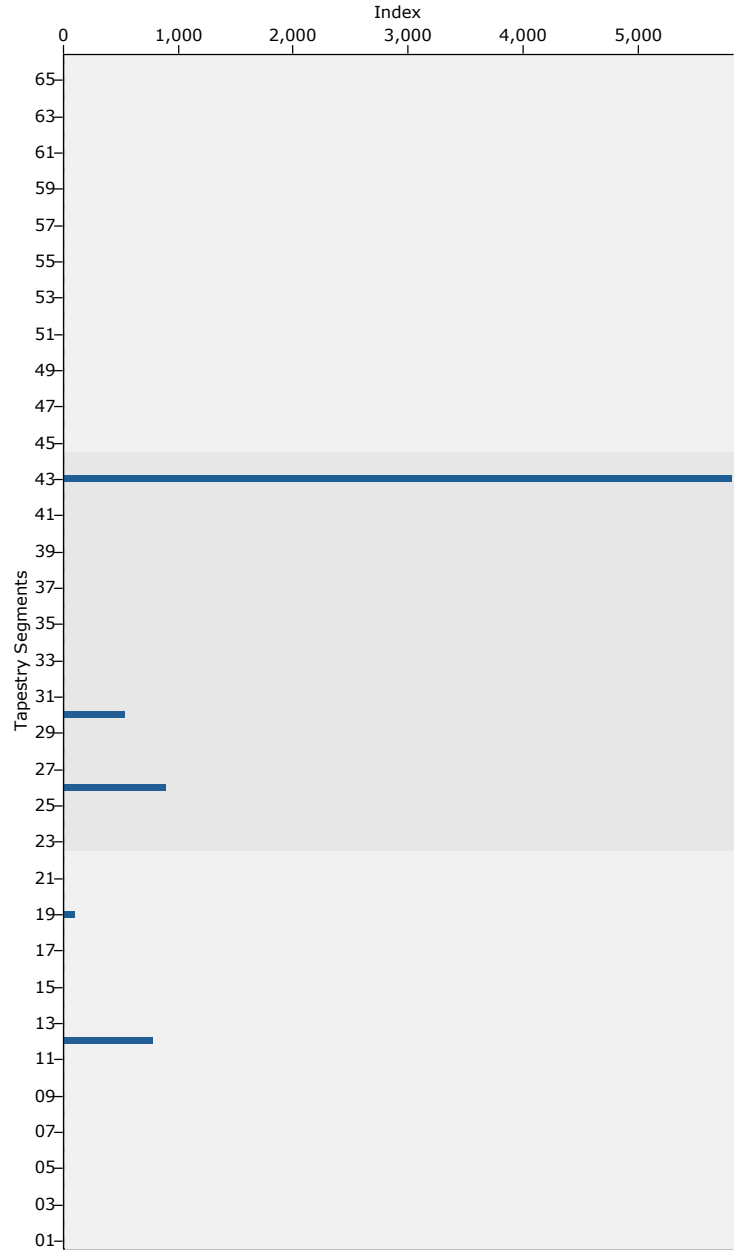# Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,943	100.0%		4,630	100.0%	
L7. High Hopes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**651**	**33.5%**	**379**	**1,843**	**39.8%**	**382**
12 Up and Coming Families	613	31.6%	776	1,717	37.1%	794
19 Milk and Cookies	38	1.9%	88	126	2.7%	111
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**477**	**24.5%**	**284**	**1,380**	**29.8%**	**348**
26 Midland Crowd	477	24.5%	766	1,380	29.8%	899
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,943	100.0%		4,630	100.0%	
U1. Principal Urban Centers I	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	**38**	**2.0%**	**16**	**126**	**2.7%**	**22**
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	38	1.9%	88	126	2.7%	111
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	**173**	**8.9%**	**81**	**311**	**6.7%**	**67**
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	173	8.9%	559	311	6.7%	549
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

3800-4000 S OBT
Ring: 1 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,943	100.0%		4,630	100.0%	
U6. Urban Outskirts II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	**613**	**31.5%**	**195**	**1,717**	**37.1%**	**224**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	613	31.6%	776	1,717	37.1%	794
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**642**	**33.0%**	**368**	**1,096**	**23.7%**	**284**
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	642	33.0%	5181	1,096	23.7%	5829
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	**477**	**24.5%**	**230**	**1,380**	**29.8%**	**281**
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	477	24.5%	766	1,380	29.8%	899
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

Tapestry Segmentation Area Profile

3800-4000 S OBT

Ring: 3 mile radius

Prepared by Robin KeslerCCIM

Latitude: 28.260026

Longitude: -81.440803

		Households		U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	26. Midland Crowd	26.2%	26.2%	3.2%	3.2%	819
2	12. Up and Coming Families	22.5%	48.7%	4.1%	7.3%	549
3	41. Crossroads	15.9%	64.6%	1.4%	8.7%	1,136
4	48. Great Expectations	11.7%	76.3%	1.7%	10.4%	688
5	60. City Dimensions	7.0%	83.3%	0.9%	11.3%	778
	Subtotal	**83.3%**		**11.3%**		
6	43. The Elders	6.2%	89.5%	0.6%	11.9%	1,033
7	19. Milk and Cookies	4.5%	94.0%	2.2%	14.1%	205
8	38. Industrious Urban Fringe	3.5%	97.5%	1.7%	15.8%	206
9	30. Retirement Communities	1.7%	99.2%	1.6%	17.4%	106
10	33. Midlife Junction	0.9%	100.1%	2.6%	20.0%	35
	Subtotal	**16.8%**		**8.7%**		
	Total	**100.1%**		**20.0%**		**501**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 05, 2013

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Indexes by Households

Tapestry Indexes by Population

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri
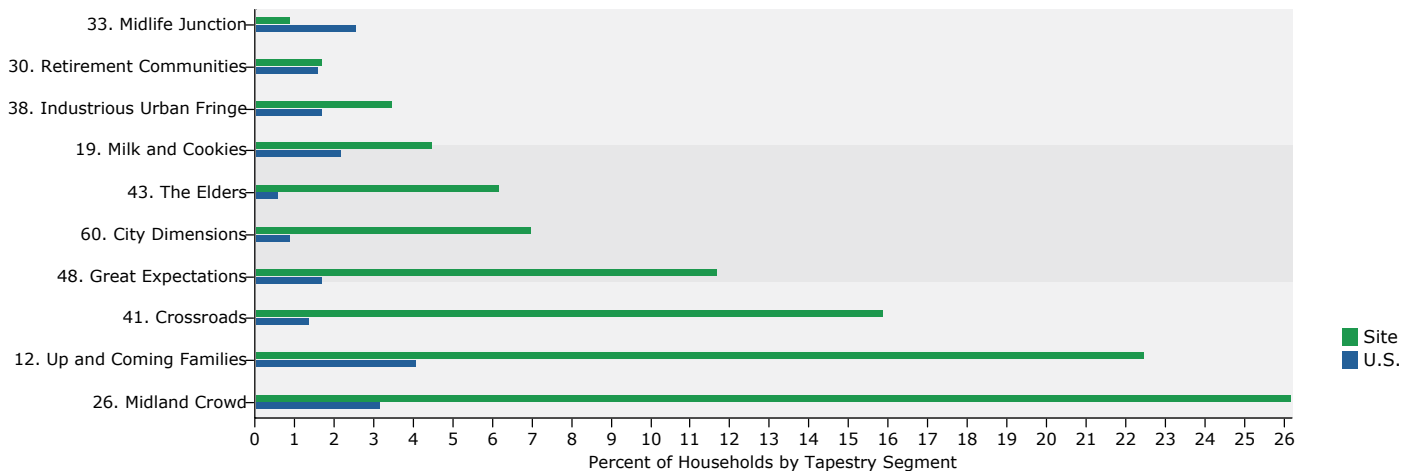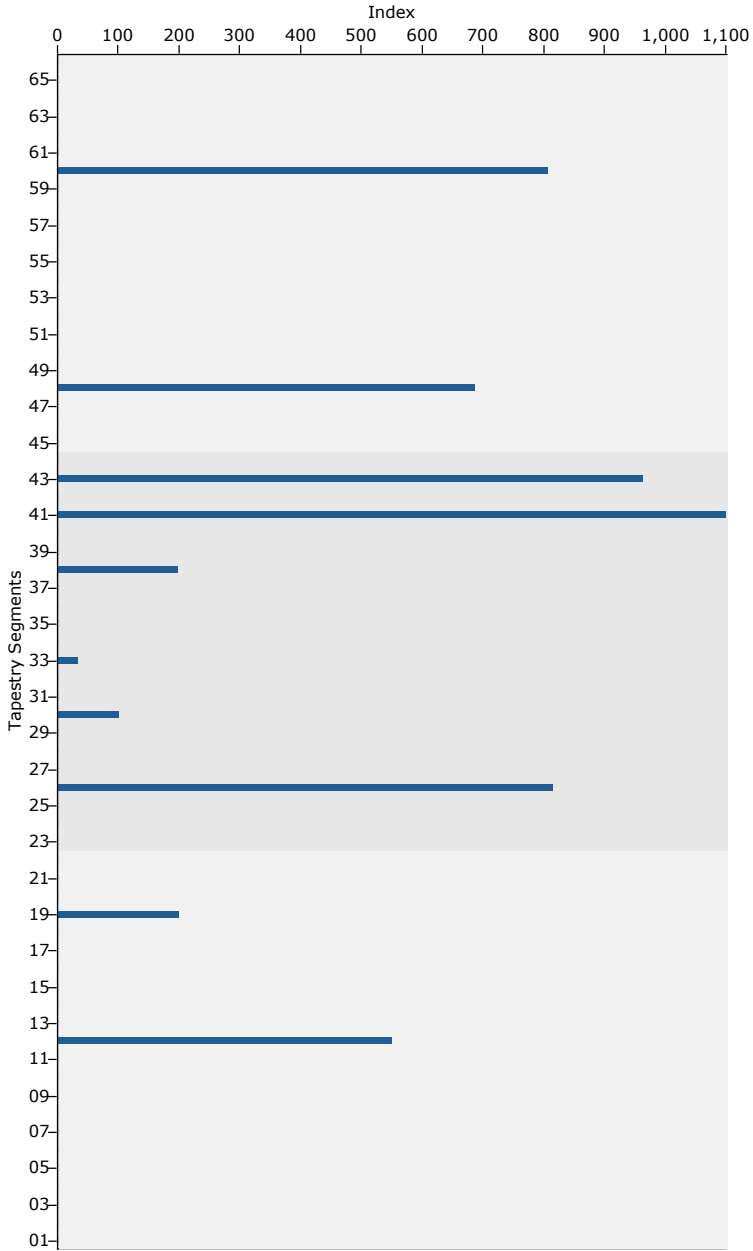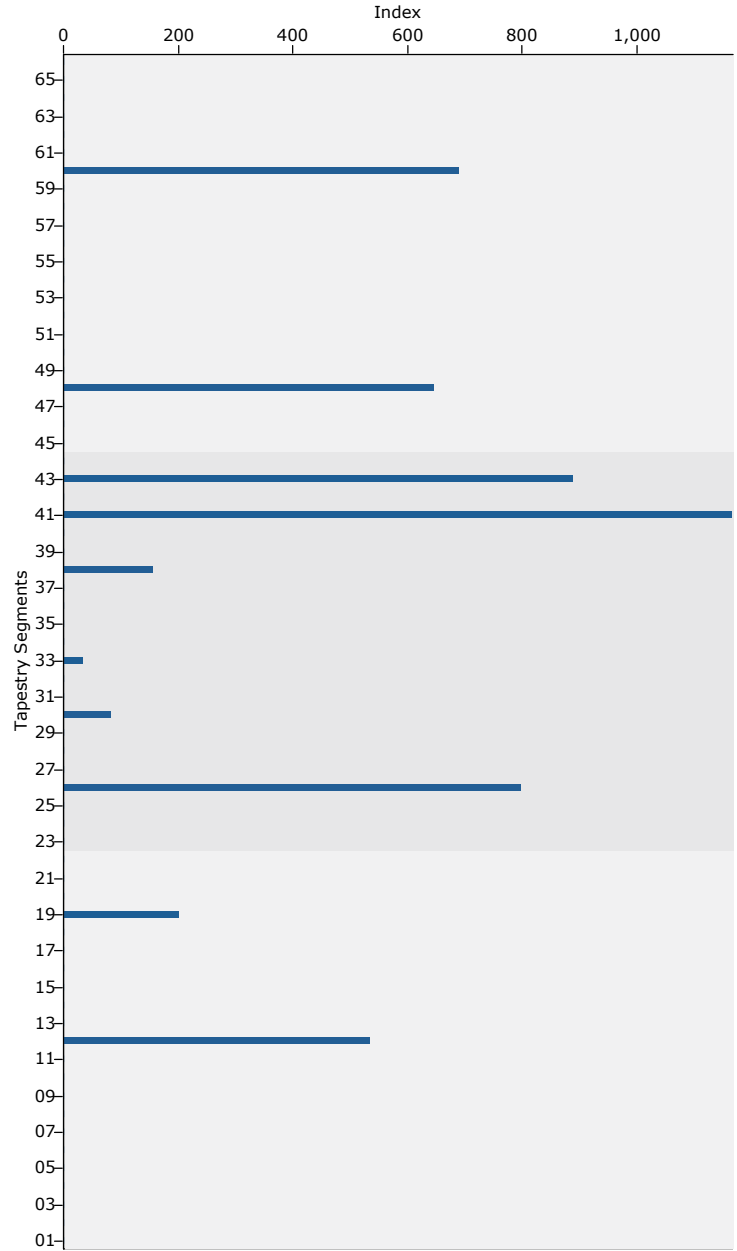
Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,424	100.0%		30,331	100.0%	
L1. High Society	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	**815**	**7.8%**	**62**	**1,407**	**4.6%**	**44**
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	
30 Retirement Communities	173	1.7%	104	311	1.0%	84
43 The Elders	642	6.2%	966	1,096	3.6%	890
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,424	100.0%		30,331	100.0%	
L7. High Hopes	**1,223**	**11.7%**	**290**	**3,036**	**10.0%**	**260**
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,223	11.7%	689	3,036	10.0%	647
L8. Global Roots	1,092	10.5%	126	3,049	10.1%	102
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	362	3.5%	201	1,105	3.6%	159
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	730	7.0%	810	1,944	6.4%	692
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**2,810**	**27.0%**	**305**	**9,098**	**30.0%**	**288**
12 Up and Coming Families	2,341	22.5%	552	7,591	25.0%	536
19 Milk and Cookies	469	4.5%	203	1,507	5.0%	203
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**96**	**0.9%**	**11**	**248**	**0.8%**	**11**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	96	0.9%	36	248	0.8%	36
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**4,388**	**42.1%**	**486**	**13,493**	**44.5%**	**519**
26 Midland Crowd	2,726	26.1%	817	8,048	26.5%	800
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,662	15.9%	1102	5,445	18.0%	1168
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

April 05, 2013

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,424	100.0%		30,331	100.0%	
U1. Principal Urban Centers I	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	**469**	**4.5%**	**37**	**1,507**	**5.0%**	**41**
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	469	4.5%	203	1,507	5.0%	203
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	**903**	**8.7%**	**79**	**2,255**	**7.4%**	**74**
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	173	1.7%	104	311	1.0%	84
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	730	7.0%	810	1,944	6.4%	692
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	**1,585**	**15.2%**	**145**	**4,141**	**13.7%**	**122**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	362	3.5%	201	1,105	3.6%	159
48 Great Expectations	1,223	11.7%	689	3,036	10.0%	647

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

3800-4000 S OBT
Ring: 3 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	10,424	100.0%		30,331	100.0%	
U6. Urban Outskirts II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	**2,341**	**22.5%**	**139**	**7,591**	**25.0%**	**151**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	2,341	22.5%	552	7,591	25.0%	536
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**738**	**7.1%**	**79**	**1,344**	**4.4%**	**53**
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	96	0.9%	36	248	0.8%	36
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	642	6.2%	966	1,096	3.6%	890
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	**1,662**	**15.9%**	**344**	**5,445**	**18.0%**	**410**
41 Crossroads	1,662	15.9%	1102	5,445	18.0%	1168
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	**2,726**	**26.2%**	**245**	**8,048**	**26.5%**	**250**
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	2,726	26.1%	817	8,048	26.5%	800
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

| | | Households | | U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	52. Inner City Tenants	22.2%	22.2%	1.4%	1.4%	1586
2	26. Midland Crowd	18.1%	40.3%	3.2%	4.6%	566
3	41. Crossroads	13.4%	53.7%	1.4%	6.0%	957
4	12. Up and Coming Families	10.4%	64.1%	4.1%	10.1%	254
5	35. International Marketplace	8.6%	72.7%	1.3%	11.4%	662
	Subtotal	**72.7%**		**11.4%**		
6	48. Great Expectations	5.7%	78.4%	1.7%	13.1%	335
7	60. City Dimensions	5.2%	83.6%	0.9%	14.0%	578
8	38. Industrious Urban Fringe	4.5%	88.1%	1.7%	15.7%	265
9	07. Exurbanites	3.8%	91.9%	2.5%	18.2%	152
10	19. Milk and Cookies	2.5%	94.4%	2.2%	20.4%	114
	Subtotal	**21.7%**		**9.0%**		
11	43. The Elders	2.3%	96.7%	0.6%	21.0%	383
12	28. Aspiring Young Families	1.5%	98.2%	2.3%	23.3%	65
13	33. Midlife Junction	0.7%	98.9%	2.6%	25.9%	27
14	30. Retirement Communities	0.6%	99.5%	1.6%	27.5%	38
15	49. Senior Sun Seekers	0.5%	100.0%	1.1%	28.6%	45
	Subtotal	**5.6%**		**8.2%**		
	Total	**100.0%**		**28.6%**		**350**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

Tapestry Segmentation Area Profile
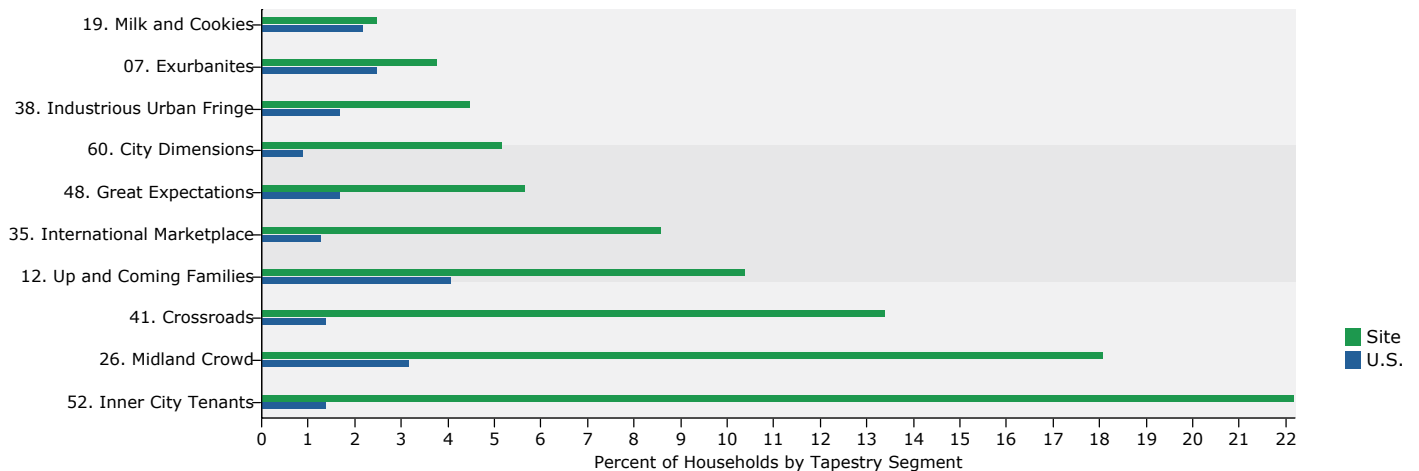
3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Indexes by Households

Tapestry Indexes by Population

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
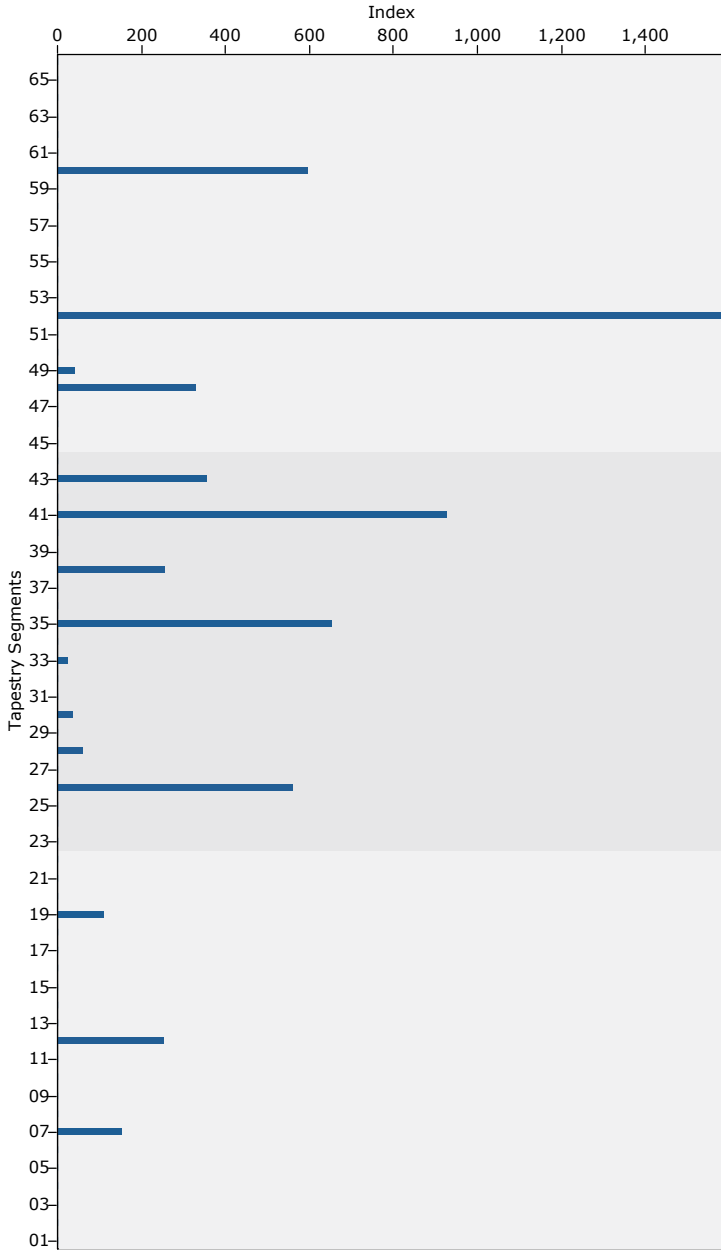
Source: Esri
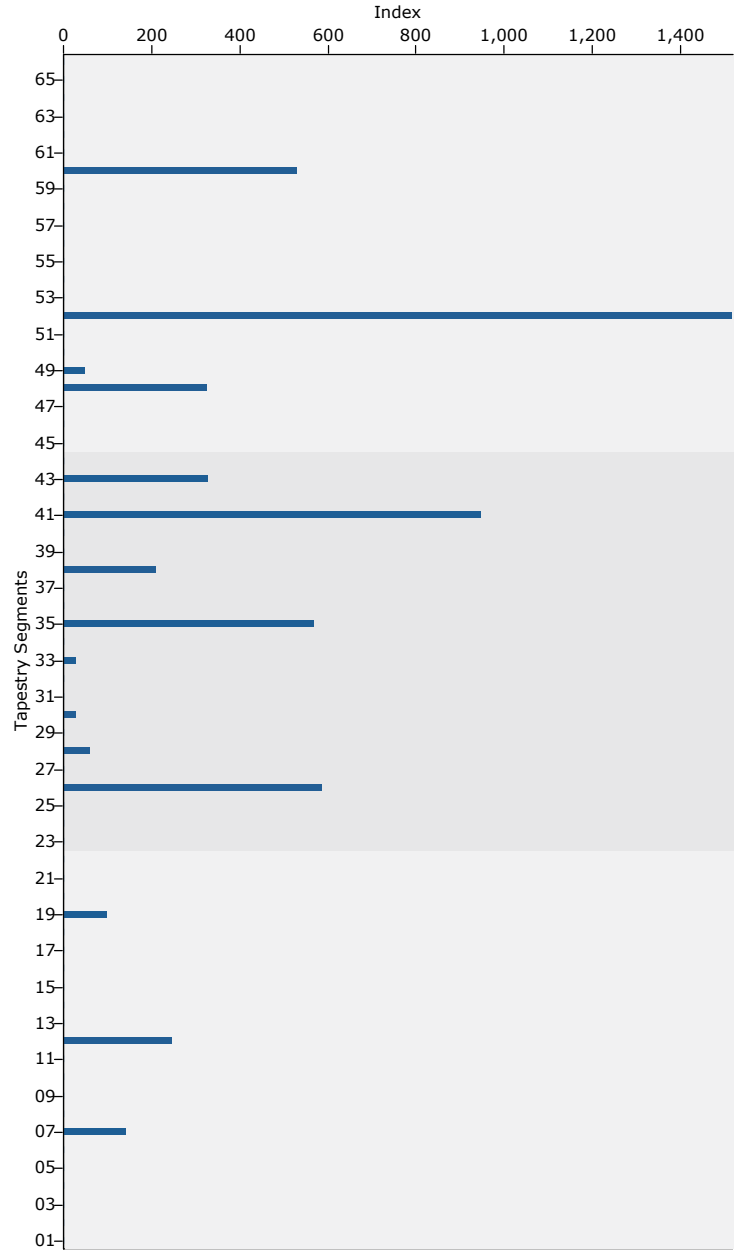
Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,035	100.0%		81,418	100.0%	
L1. High Society	**1,062**	**3.8%**	**30**	**2,881**	**3.5%**	**26**
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,062	3.8%	154	2,881	3.5%	145
L2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	**968**	**3.5%**	**27**	**1,818**	**2.2%**	**21**
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	173	0.6%	39	311	0.4%	31
43 The Elders	642	2.3%	359	1,096	1.3%	331
49 Senior Sun Seekers	153	0.5%	47	411	0.5%	52
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.
Source: Esri

April 05, 2013

Tapestry Segmentation Area Profile

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry LifeMode Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,035	100.0%		81,418	100.0%	
L7. High Hopes	**2,016**	**7.2%**	**178**	**5,319**	**6.5%**	**170**
28 Aspiring Young Families	425	1.5%	65	1,172	1.4%	63
48 Great Expectations	1,591	5.7%	333	4,147	5.1%	329
L8. Global Roots	**11,344**	**40.5%**	**487**	**31,387**	**38.6%**	**391**
35 International Marketplace	2,404	8.6%	656	7,050	8.7%	571
38 Industrious Urban Fringe	1,262	4.5%	260	3,961	4.9%	212
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	6,223	22.2%	1594	16,365	20.1%	1519
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,455	5.2%	600	4,011	4.9%	532
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	**3,623**	**12.9%**	**146**	**11,591**	**14.2%**	**136**
12 Up and Coming Families	2,916	10.4%	256	9,541	11.7%	251
19 Milk and Cookies	707	2.5%	114	2,050	2.5%	103
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	**191**	**0.7%**	**8**	**590**	**0.7%**	**9**
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	191	0.7%	27	590	0.7%	32
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	**8,831**	**31.5%**	**364**	**27,832**	**34.2%**	**399**
26 Midland Crowd	5,064	18.1%	564	15,959	19.6%	591
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	3,767	13.4%	929	11,873	14.6%	949
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Source: Esri

3800-4000 S OBT
Ring: 5 mile radius

Prepared by Robin KeslerCCIM
Latitude: 28.260026
Longitude: -81.440803

Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,035	100.0%		81,418	100.0%	
U1. Principal Urban Centers I	**2,404**	**8.6%**	**102**	**7,050**	**8.7%**	**105**
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	2,404	8.6%	656	7,050	8.7%	571
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	**707**	**2.5%**	**21**	**2,050**	**2.5%**	**21**
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	707	2.5%	114	2,050	2.5%	103
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	**8,276**	**29.5%**	**268**	**21,859**	**26.8%**	**267**
28 Aspiring Young Families	425	1.5%	65	1,172	1.4%	63
30 Retirement Communities	173	0.6%	39	311	0.4%	31
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	6,223	22.2%	1594	16,365	20.1%	1519
60 City Dimensions	1,455	5.2%	600	4,011	4.9%	532
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	**2,853**	**10.2%**	**97**	**8,108**	**10.0%**	**89**
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	1,262	4.5%	260	3,961	4.9%	212
48 Great Expectations	1,591	5.7%	333	4,147	5.1%	329

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Tapestry Urbanization Groups	2011 Households			2011 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,035	100.0%		81,418	100.0%	
U6. Urban Outskirts II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	**3,978**	**14.2%**	**88**	**12,422**	**15.3%**	**92**
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,062	3.8%	154	2,881	3.5%	145
12 Up and Coming Families	2,916	10.4%	256	9,541	11.7%	251
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	**833**	**3.0%**	**33**	**1,686**	**2.1%**	**25**
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	191	0.7%	27	590	0.7%	32
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	642	2.3%	359	1,096	1.3%	331
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	**3,920**	**14.0%**	**302**	**12,284**	**15.1%**	**345**
41 Crossroads	3,767	13.4%	929	11,873	14.6%	949
49 Senior Sun Seekers	153	0.5%	47	411	0.5%	52
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	**5,064**	**18.1%**	**169**	**15,959**	**19.6%**	**185**
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	5,064	18.1%	564	15,959	19.6%	591
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

April 05, 2013