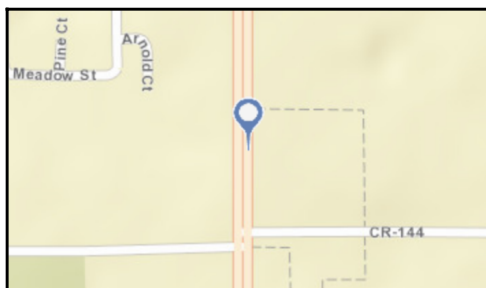
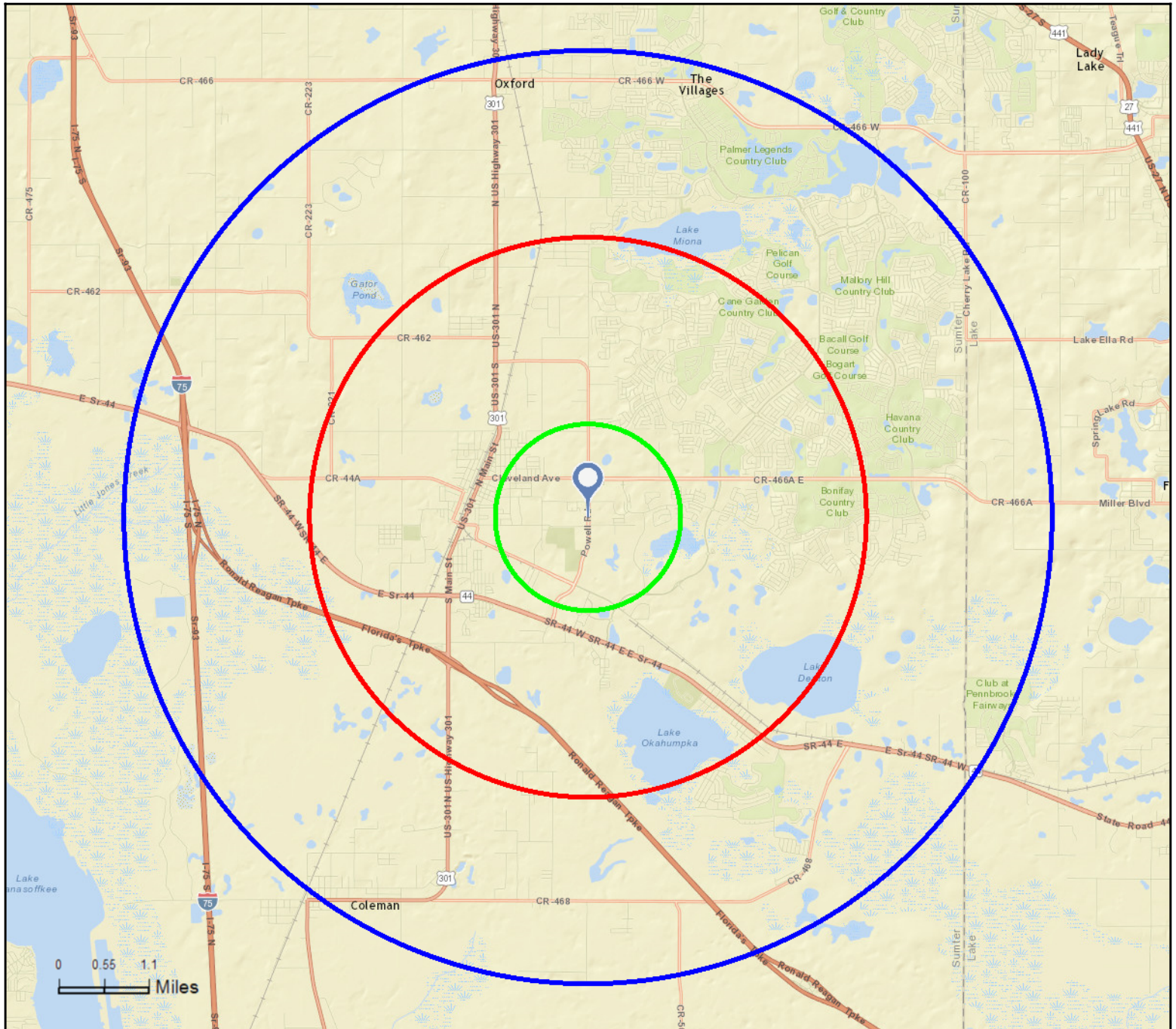




Site Map

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

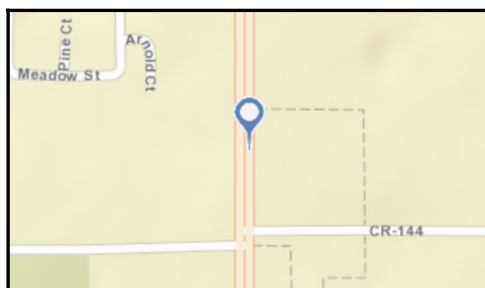
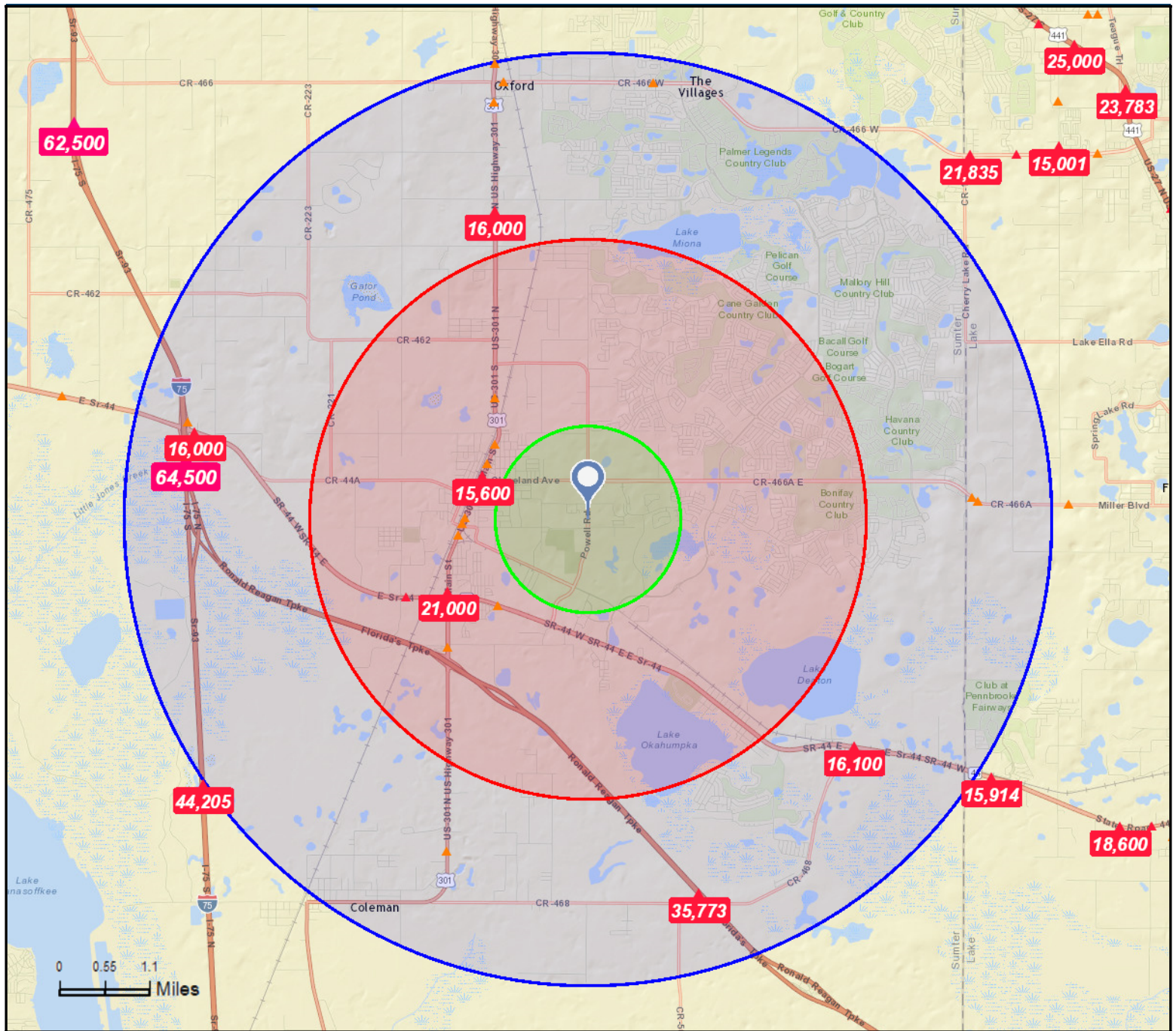
Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049



January 15, 2016

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049



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



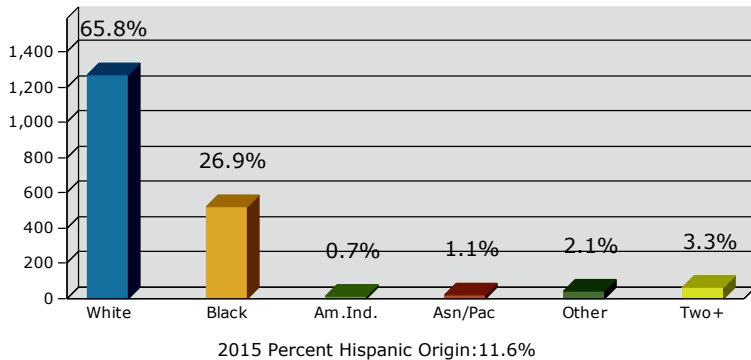
Source: ©2015 Market Planning Solutions, Inc.

January 15, 2016

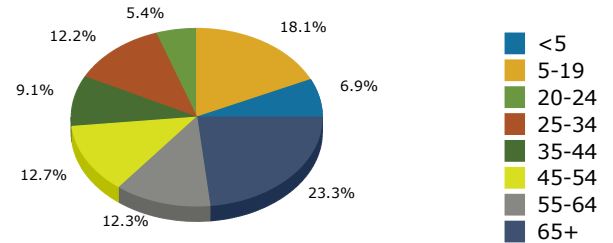
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

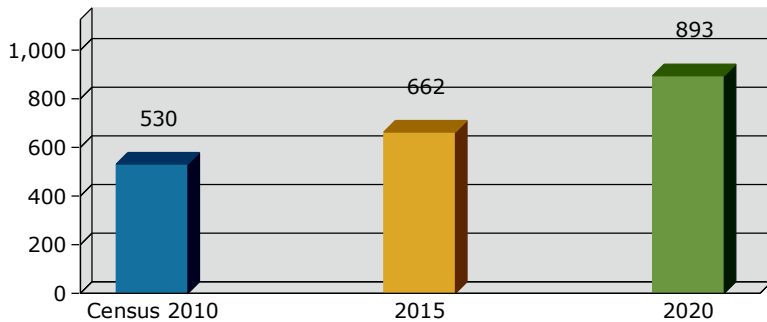
2015 Population by Race



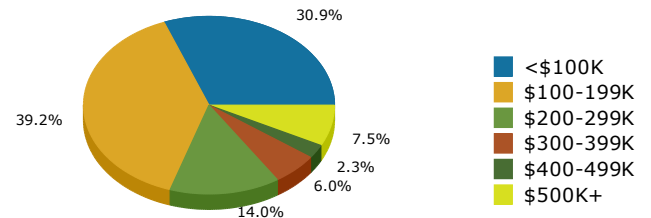
2015 Population by Age



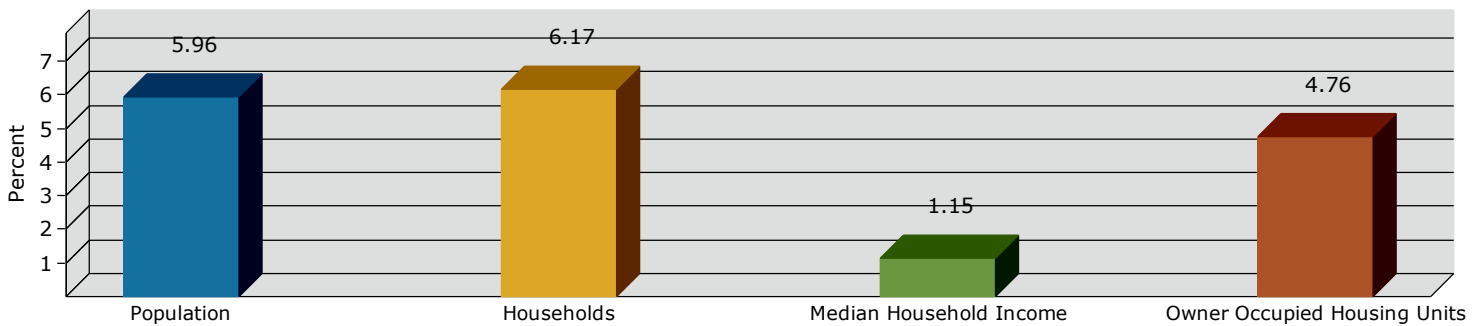
Households



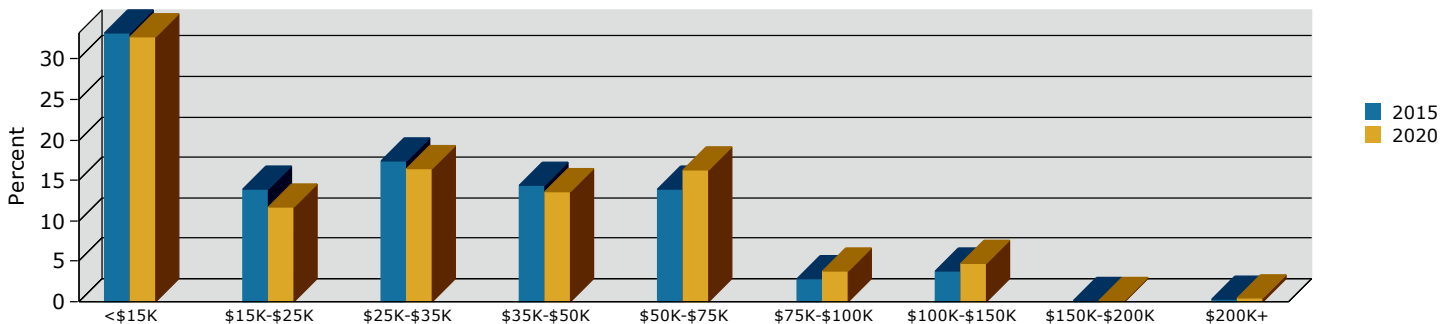
2015 Home Value



2015-2020 Annual Growth Rate



Household Income

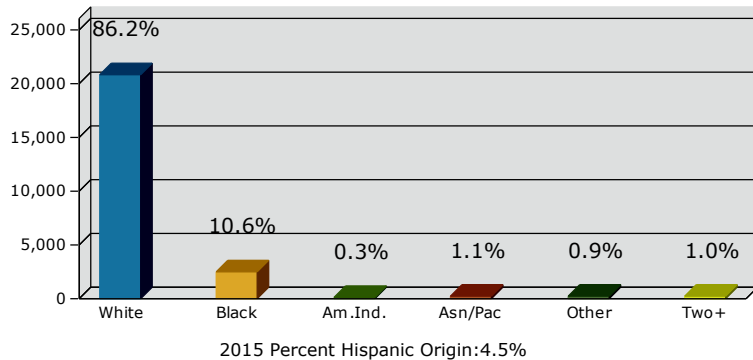


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

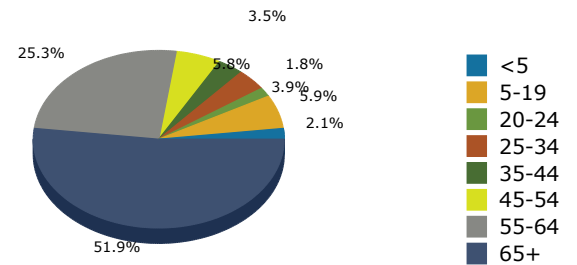
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

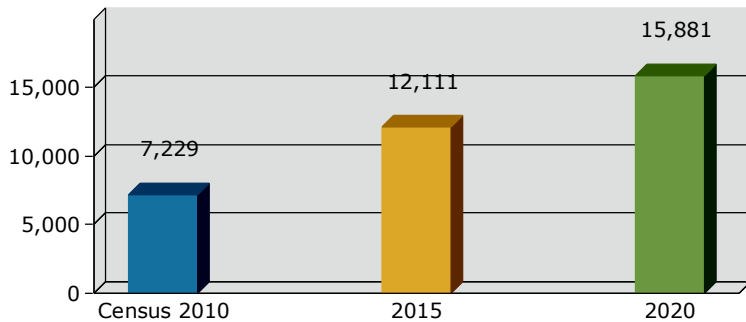
2015 Population by Race



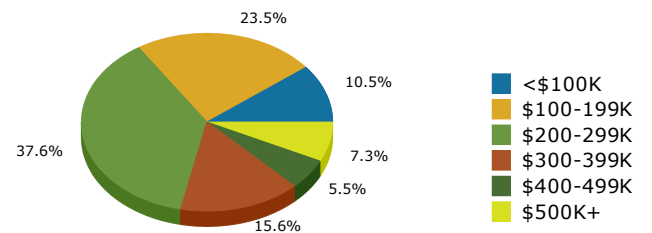
2015 Population by Age



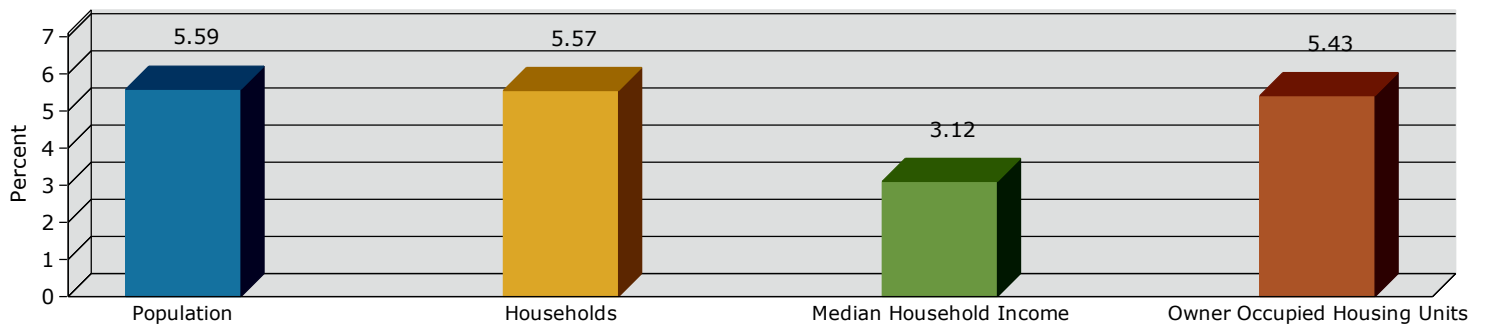
Households



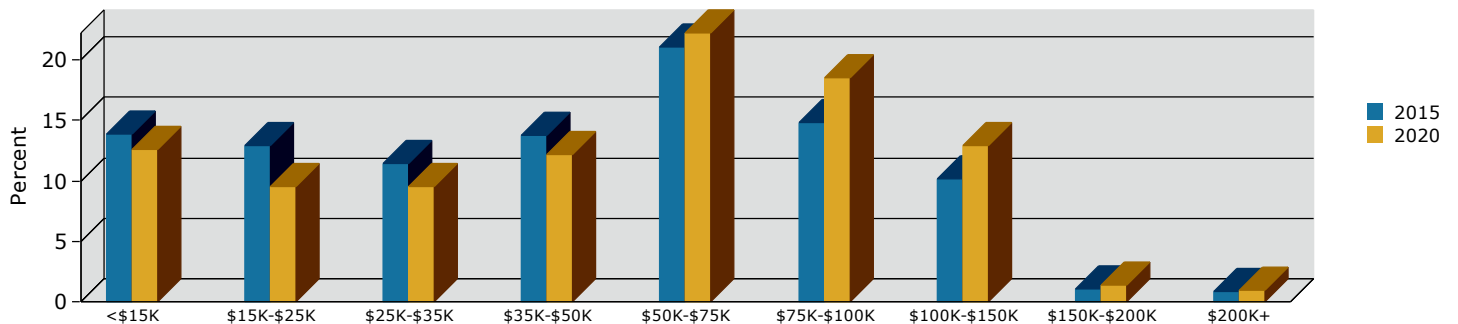
2015 Home Value



2015-2020 Annual Growth Rate



Household Income

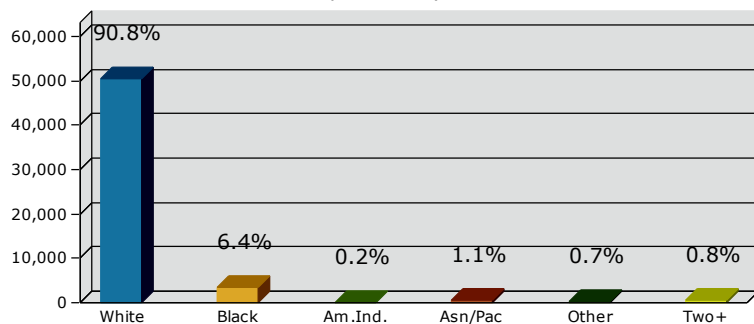


Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

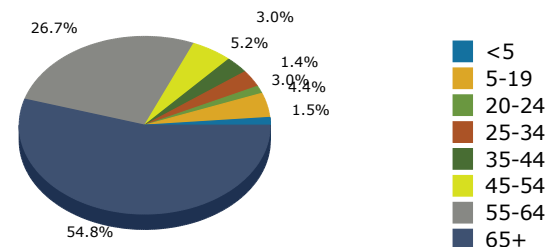
Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2015 Population by Race

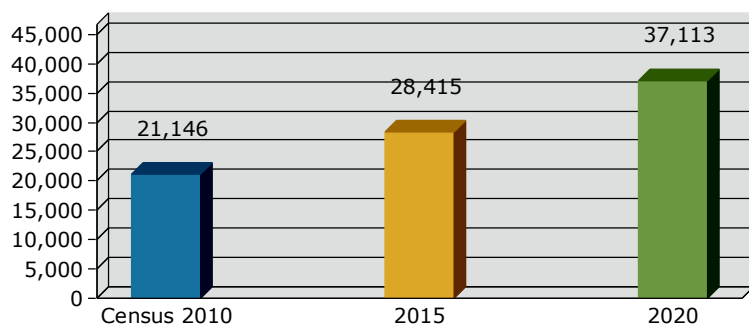


2015 Percent Hispanic Origin: 3.7%

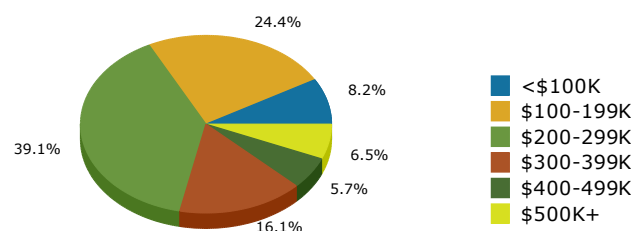
2015 Population by Age



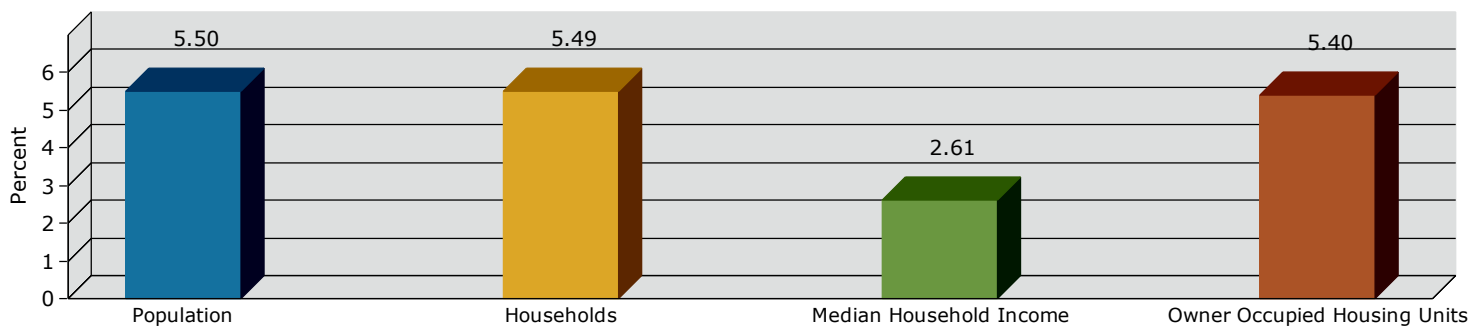
Households



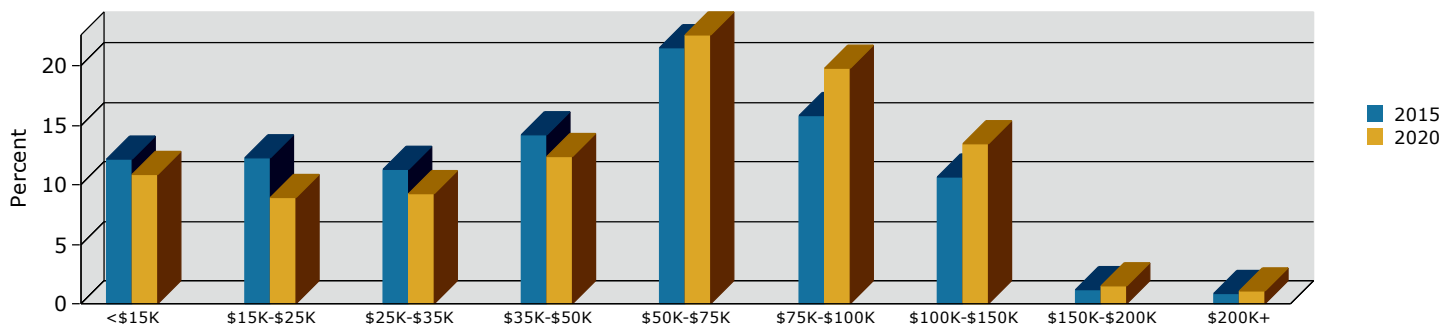
2015 Home Value



2015-2020 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Summary	Census 2010	2015	2020				
Population	1,613	1,929	2,576				
Households	530	662	893				
Families	352	438	586				
Average Household Size	2.84	2.76	2.77				
Owner Occupied Housing Units	328	386	487				
Renter Occupied Housing Units	202	277	406				
Median Age	40.6	43.2	44.1				
Trends: 2015 - 2020 Annual Rate	Area	State	National				
Population	5.96%	1.05%	0.75%				
Households	6.17%	1.05%	0.77%				
Families	5.99%	0.95%	0.69%				
Owner HHs	4.76%	0.91%	0.70%				
Median Household Income	1.15%	2.89%	2.66%				
Households by Income	2015		2020				
	Number	Percent	Number	Percent			
	<\$15,000	220	33.2%	292	32.7%		
	\$15,000 - \$24,999	92	13.9%	104	11.6%		
	\$25,000 - \$34,999	115	17.4%	147	16.5%		
	\$35,000 - \$49,999	95	14.4%	121	13.5%		
	\$50,000 - \$74,999	92	13.9%	146	16.3%		
	\$75,000 - \$99,999	19	2.9%	34	3.8%		
	\$100,000 - \$149,999	25	3.8%	43	4.8%		
	\$150,000 - \$199,999	1	0.2%	2	0.2%		
	\$200,000+	2	0.3%	4	0.4%		
Median Household Income	\$26,173		\$27,707				
Average Household Income	\$34,322		\$37,973				
Per Capita Income	\$13,370		\$14,754				
Population by Age	Census 2010		2015		2020		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	121	7.5%	134	6.9%	176	6.8%
	5 - 9	109	6.8%	122	6.3%	155	6.0%
	10 - 14	103	6.4%	115	6.0%	152	5.9%
	15 - 19	105	6.5%	112	5.8%	145	5.6%
	20 - 24	87	5.4%	104	5.4%	124	4.8%
	25 - 34	197	12.2%	236	12.2%	319	12.4%
	35 - 44	161	10.0%	176	9.1%	239	9.3%
	45 - 54	227	14.1%	246	12.7%	301	11.7%
	55 - 64	176	10.9%	237	12.3%	319	12.4%
	65 - 74	156	9.7%	249	12.9%	371	14.4%
	75 - 84	104	6.4%	125	6.5%	181	7.0%
	85+	68	4.2%	75	3.9%	93	3.6%
	Race and Ethnicity	Census 2010		2015		2020	
Number		Percent	Number	Percent	Number	Percent	
White Alone		1,143	70.9%	1,269	65.8%	1,602	62.2%
Black Alone		375	23.2%	519	26.9%	772	30.0%
American Indian Alone		11	0.7%	14	0.7%	19	0.7%
Asian Alone		13	0.8%	22	1.1%	32	1.2%
Pacific Islander Alone		0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone		29	1.8%	41	2.1%	60	2.3%
Two or More Races		42	2.6%	63	3.3%	91	3.5%
Hispanic Origin (Any Race)		155	9.6%	223	11.6%	330	12.8%

Data Note: Income is expressed in current dollars.

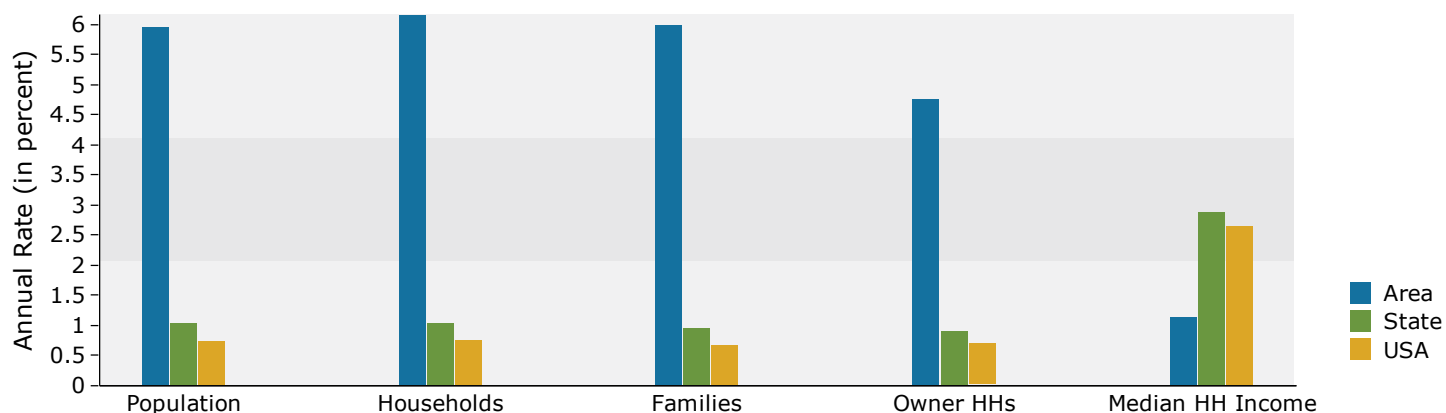
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

January 15, 2016

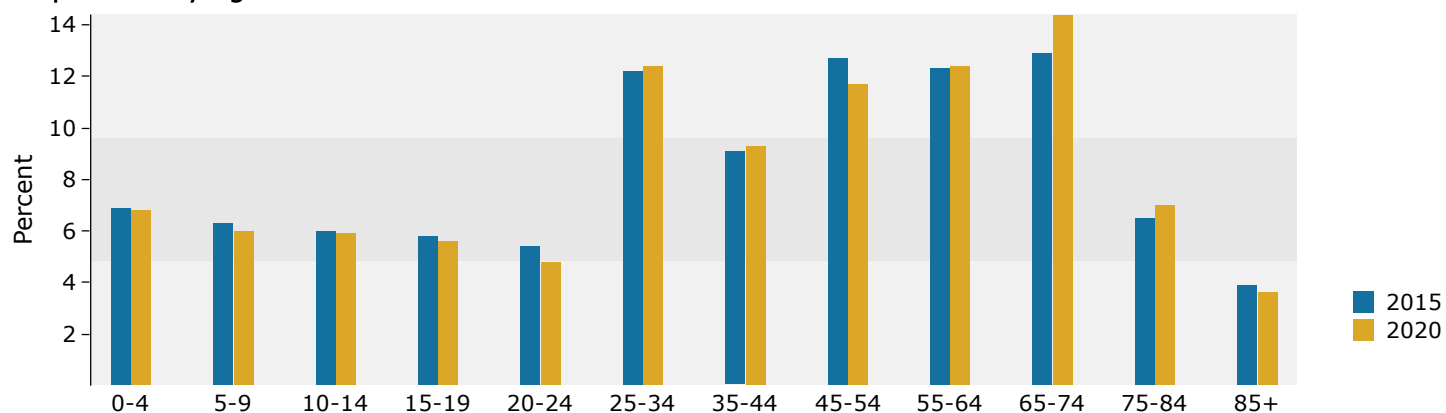
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

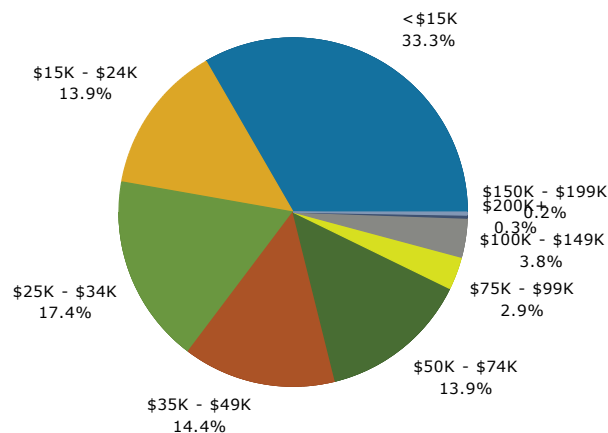
Trends 2015-2020



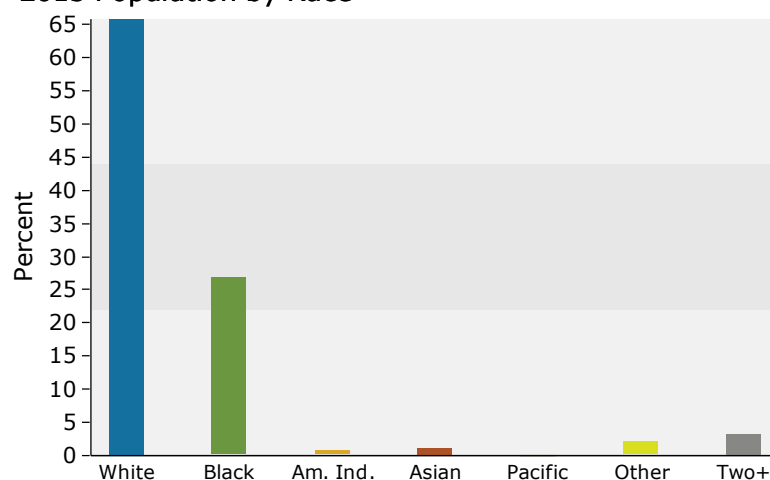
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 11.6%



Demographic and Income Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Summary	Census 2010	2015	2020
Population	14,924	24,202	31,772
Households	7,229	12,111	15,881
Families	5,052	8,519	11,128
Average Household Size	2.04	1.98	1.99
Owner Occupied Housing Units	6,363	10,709	13,950
Renter Occupied Housing Units	866	1,402	1,931
Median Age	63.8	65.4	66.1
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	5.59%	1.05%	0.75%
Households	5.57%	1.05%	0.77%
Families	5.49%	0.95%	0.69%
Owner HHs	5.43%	0.91%	0.70%
Median Household Income	3.12%	2.89%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,688	13.9%	2,005	12.6%
\$15,000 - \$24,999	1,567	12.9%	1,508	9.5%
\$25,000 - \$34,999	1,383	11.4%	1,510	9.5%
\$35,000 - \$49,999	1,674	13.8%	1,943	12.2%
\$50,000 - \$74,999	2,552	21.1%	3,535	22.3%
\$75,000 - \$99,999	1,791	14.8%	2,948	18.6%
\$100,000 - \$149,999	1,227	10.1%	2,056	12.9%
\$150,000 - \$199,999	132	1.1%	223	1.4%
\$200,000+	97	0.8%	154	1.0%

Median Household Income	\$47,047	\$54,872
Average Household Income	\$56,107	\$64,118
Per Capita Income	\$28,072	\$32,004

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	423	2.8%	498	2.1%	604	1.9%
5 - 9	423	2.8%	500	2.1%	580	1.8%
10 - 14	367	2.5%	494	2.0%	588	1.9%
15 - 19	393	2.6%	430	1.8%	566	1.8%
20 - 24	305	2.0%	429	1.8%	461	1.5%
25 - 34	714	4.8%	933	3.9%	1,172	3.7%
35 - 44	675	4.5%	838	3.5%	1,077	3.4%
45 - 54	1,126	7.5%	1,395	5.8%	1,572	4.9%
55 - 64	3,642	24.4%	6,130	25.3%	7,643	24.1%
65 - 74	4,768	31.9%	9,290	38.4%	12,892	40.6%
75 - 84	1,652	11.1%	2,566	10.6%	3,695	11.6%
85+	437	2.9%	698	2.9%	922	2.9%

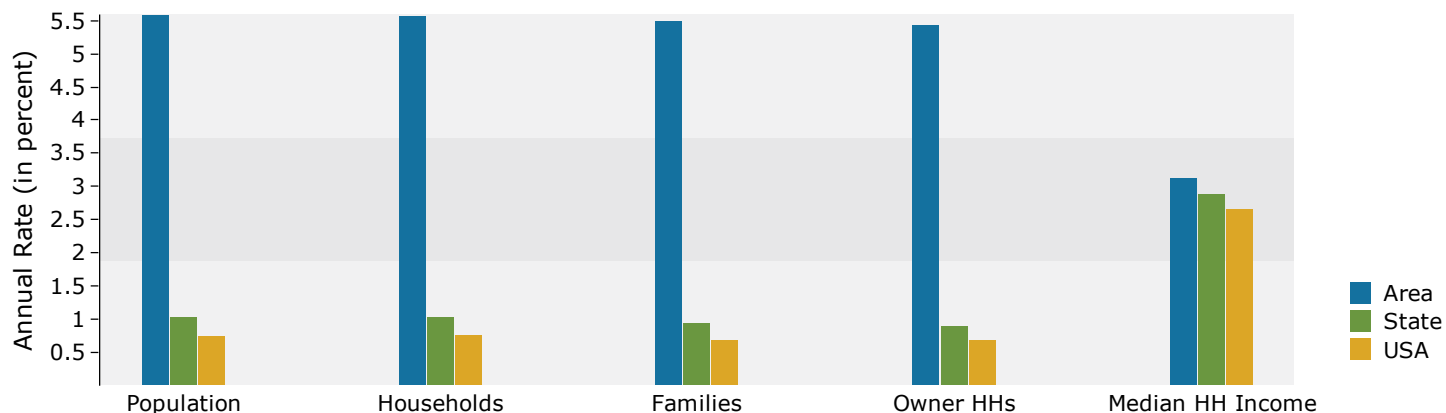
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	12,661	84.8%	20,864	86.2%	27,160	85.5%
Black Alone	1,867	12.5%	2,560	10.6%	3,479	11.0%
American Indian Alone	39	0.3%	63	0.3%	86	0.3%
Asian Alone	100	0.7%	256	1.1%	380	1.2%
Pacific Islander Alone	3	0.0%	7	0.0%	10	0.0%
Some Other Race Alone	119	0.8%	208	0.9%	302	1.0%
Two or More Races	134	0.9%	244	1.0%	354	1.1%
Hispanic Origin (Any Race)	587	3.9%	1,097	4.5%	1,641	5.2%

Data Note: Income is expressed in current dollars.

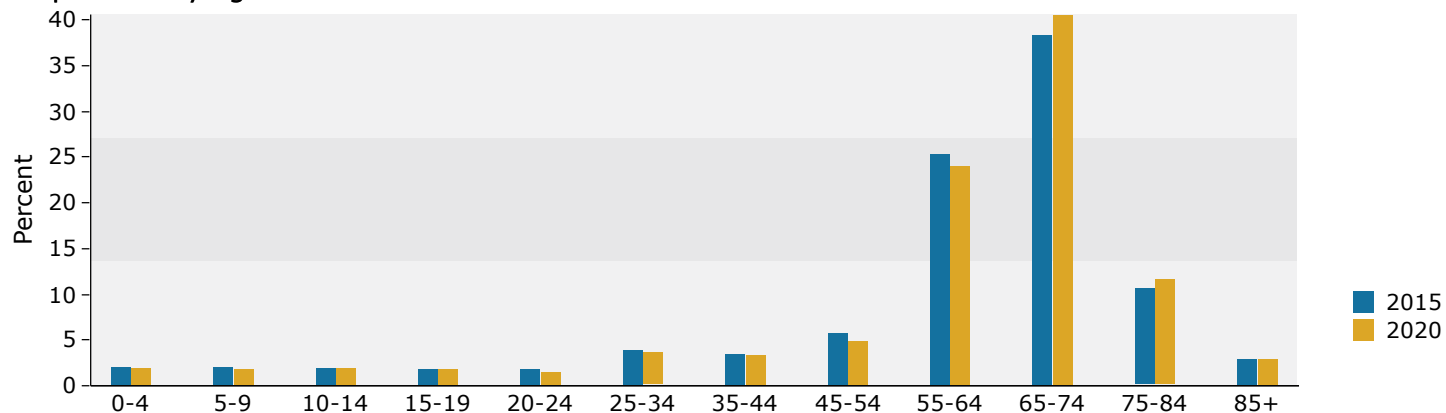
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

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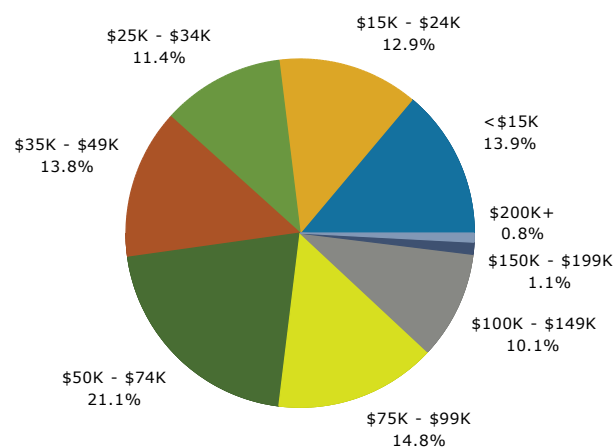
Trends 2015-2020



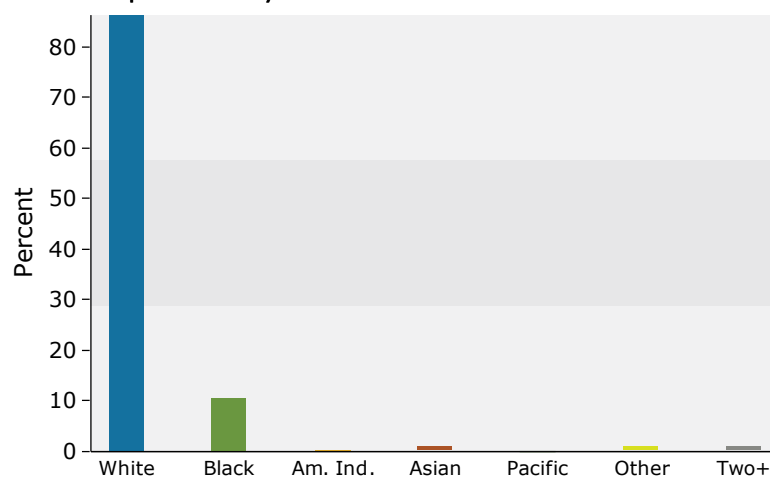
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 4.5%



Demographic and Income Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Summary	Census 2010	2015	2020
Population	41,448	55,556	72,618
Households	21,146	28,415	37,113
Families	15,142	20,216	26,279
Average Household Size	1.95	1.95	1.95
Owner Occupied Housing Units	19,487	25,875	33,654
Renter Occupied Housing Units	1,659	2,540	3,459
Median Age	65.2	66.0	66.7
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	5.50%	1.05%	0.75%
Households	5.49%	1.05%	0.77%
Families	5.39%	0.95%	0.69%
Owner HHs	5.40%	0.91%	0.70%
Median Household Income	2.61%	2.89%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	3,471	12.2%	4,037	10.9%
\$15,000 - \$24,999	3,495	12.3%	3,328	9.0%
\$25,000 - \$34,999	3,202	11.3%	3,442	9.3%
\$35,000 - \$49,999	4,024	14.2%	4,607	12.4%
\$50,000 - \$74,999	6,128	21.6%	8,392	22.6%
\$75,000 - \$99,999	4,485	15.8%	7,341	19.8%
\$100,000 - \$149,999	3,016	10.6%	5,002	13.5%
\$150,000 - \$199,999	339	1.2%	567	1.5%
\$200,000+	250	0.9%	391	1.1%

Median Household Income	\$50,033	\$56,918
Average Household Income	\$58,173	\$66,423
Per Capita Income	\$29,777	\$33,960

Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	732	1.8%	822	1.5%	955	1.3%
5 - 9	735	1.8%	843	1.5%	943	1.3%
10 - 14	707	1.7%	850	1.5%	998	1.4%
15 - 19	752	1.8%	756	1.4%	934	1.3%
20 - 24	586	1.4%	777	1.4%	779	1.1%
25 - 34	1,371	3.3%	1,657	3.0%	2,021	2.8%
35 - 44	1,491	3.6%	1,654	3.0%	1,999	2.8%
45 - 54	2,627	6.3%	2,910	5.2%	3,145	4.3%
55 - 64	11,378	27.5%	14,858	26.7%	18,436	25.4%
65 - 74	15,286	36.9%	22,840	41.1%	31,562	43.5%
75 - 84	4,703	11.3%	6,077	10.9%	8,848	12.2%
85+	1,081	2.6%	1,512	2.7%	1,996	2.7%

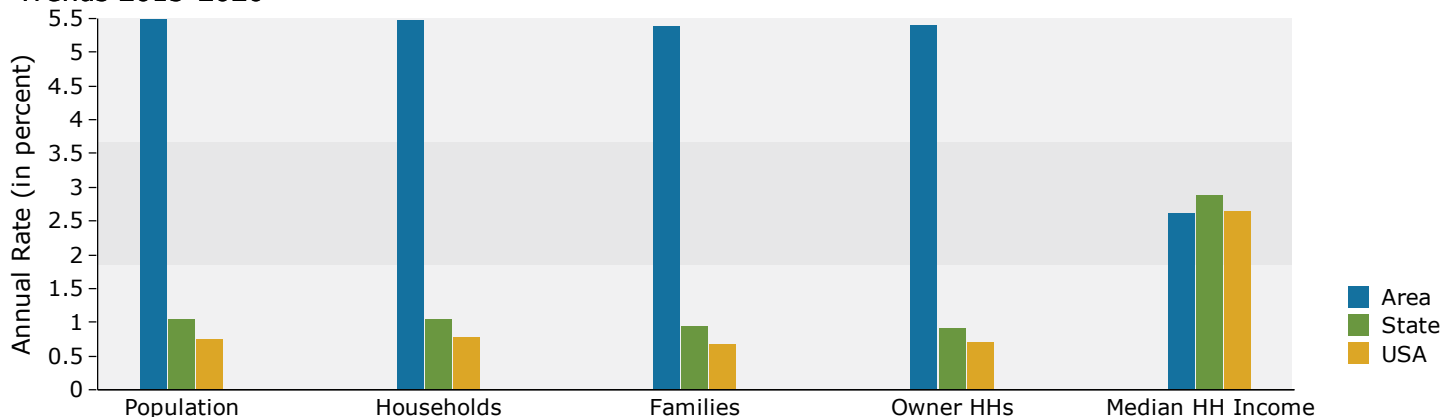
Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	38,046	91.8%	50,448	90.8%	65,430	90.1%
Black Alone	2,530	6.1%	3,541	6.4%	4,901	6.7%
American Indian Alone	81	0.2%	121	0.2%	166	0.2%
Asian Alone	294	0.7%	605	1.1%	898	1.2%
Pacific Islander Alone	13	0.0%	21	0.0%	29	0.0%
Some Other Race Alone	223	0.5%	370	0.7%	537	0.7%
Two or More Races	261	0.6%	449	0.8%	657	0.9%
Hispanic Origin (Any Race)	1,178	2.8%	2,035	3.7%	3,048	4.2%

Data Note: Income is expressed in current dollars.

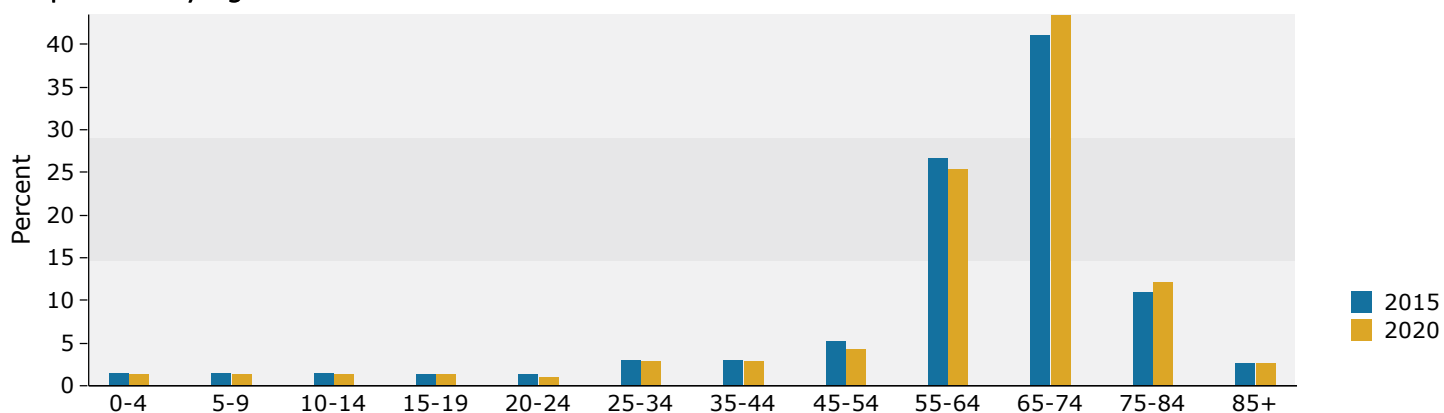
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

January 15, 2016

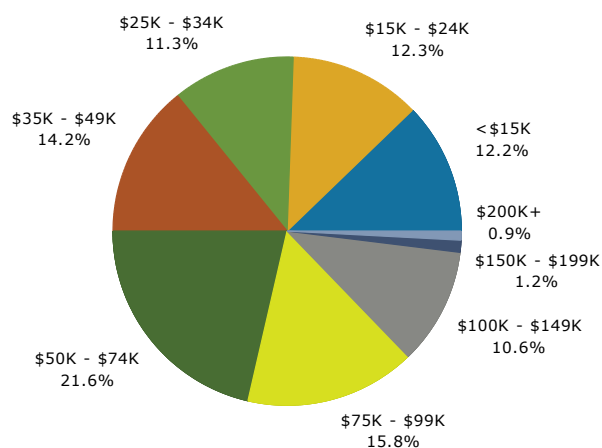
Trends 2015-2020



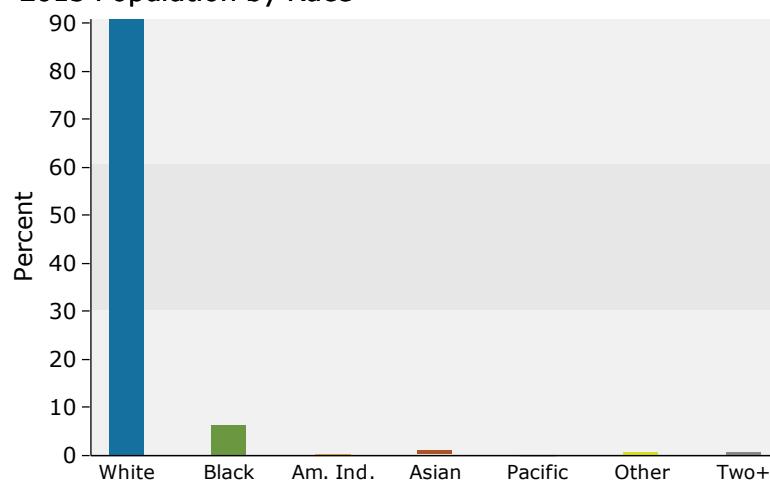
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 3.7%



Demographic and Income Comparison Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

	1 mile	3 miles	5 miles
Census 2010 Summary			
Population	1,613	14,924	41,448
Households	530	7,229	21,146
Families	352	5,052	15,142
Average Household Size	2.84	2.04	1.95
Owner Occupied Housing Units	328	6,363	19,487
Renter Occupied Housing Units	202	866	1,659
Median Age	40.6	63.8	65.2
2015 Summary			
Population	1,929	24,202	55,556
Households	662	12,111	28,415
Families	438	8,519	20,216
Average Household Size	2.76	1.98	1.95
Owner Occupied Housing Units	386	10,709	25,875
Renter Occupied Housing Units	277	1,402	2,540
Median Age	43.2	65.4	66.0
Median Household Income	\$26,173	\$47,047	\$50,033
Average Household Income	\$34,322	\$56,107	\$58,173
2020 Summary			
Population	2,576	31,772	72,618
Households	893	15,881	37,113
Families	586	11,128	26,279
Average Household Size	2.77	1.99	1.95
Owner Occupied Housing Units	487	13,950	33,654
Renter Occupied Housing Units	406	1,931	3,459
Median Age	44.1	66.1	66.7
Median Household Income	\$27,707	\$54,872	\$56,918
Average Household Income	\$37,973	\$64,118	\$66,423
Trends: 2015-2020 Annual Rate			
Population	5.96%	5.59%	5.50%
Households	6.17%	5.57%	5.49%
Families	5.99%	5.49%	5.39%
Owner Households	4.76%	5.43%	5.40%
Median Household Income	1.15%	3.12%	2.61%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

January 15, 2016



Demographic and Income Comparison Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2015 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	220	33.2%	1,688	13.9%	3,471	12.2%
\$15,000 - \$24,999	92	13.9%	1,567	12.9%	3,495	12.3%
\$25,000 - \$34,999	115	17.4%	1,383	11.4%	3,202	11.3%
\$35,000 - \$49,999	95	14.4%	1,674	13.8%	4,024	14.2%
\$50,000 - \$74,999	92	13.9%	2,552	21.1%	6,128	21.6%
\$75,000 - \$99,999	19	2.9%	1,791	14.8%	4,485	15.8%
\$100,000 - \$149,999	25	3.8%	1,227	10.1%	3,016	10.6%
\$150,000 - \$199,999	1	0.2%	132	1.1%	339	1.2%
\$200,000+	2	0.3%	97	0.8%	250	0.9%
Median Household Income	\$26,173		\$47,047		\$50,033	
Average Household Income	\$34,322		\$56,107		\$58,173	
Per Capita Income	\$13,370		\$28,072		\$29,777	

2020 Households by Income	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	292	32.7%	2,005	12.6%	4,037	10.9%
\$15,000 - \$24,999	104	11.6%	1,508	9.5%	3,328	9.0%
\$25,000 - \$34,999	147	16.5%	1,510	9.5%	3,442	9.3%
\$35,000 - \$49,999	121	13.5%	1,943	12.2%	4,607	12.4%
\$50,000 - \$74,999	146	16.3%	3,535	22.3%	8,392	22.6%
\$75,000 - \$99,999	34	3.8%	2,948	18.6%	7,341	19.8%
\$100,000 - \$149,999	43	4.8%	2,056	12.9%	5,002	13.5%
\$150,000 - \$199,999	2	0.2%	223	1.4%	567	1.5%
\$200,000+	4	0.4%	154	1.0%	391	1.1%
Median Household Income	\$27,707		\$54,872		\$56,918	
Average Household Income	\$37,973		\$64,118		\$66,423	
Per Capita Income	\$14,754		\$32,004		\$33,960	

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

January 15, 2016



Demographic and Income Comparison Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2010 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	121	7.5%	423	2.8%	732	1.8%
Age 5 - 9	109	6.8%	423	2.8%	735	1.8%
Age 10 - 14	103	6.4%	367	2.5%	707	1.7%
Age 15 - 19	105	6.5%	393	2.6%	752	1.8%
Age 20 - 24	87	5.4%	305	2.0%	586	1.4%
Age 25 - 34	197	12.2%	714	4.8%	1,371	3.3%
Age 35 - 44	161	10.0%	675	4.5%	1,491	3.6%
Age 45 - 54	227	14.1%	1,126	7.5%	2,627	6.3%
Age 55 - 64	176	10.9%	3,642	24.4%	11,378	27.5%
Age 65 - 74	156	9.7%	4,768	31.9%	15,286	36.9%
Age 75 - 84	104	6.4%	1,652	11.1%	4,703	11.3%
Age 85+	68	4.2%	437	2.9%	1,081	2.6%

2015 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	134	6.9%	498	2.1%	822	1.5%
Age 5 - 9	122	6.3%	500	2.1%	843	1.5%
Age 10 - 14	115	6.0%	494	2.0%	850	1.5%
Age 15 - 19	112	5.8%	430	1.8%	756	1.4%
Age 20 - 24	104	5.4%	429	1.8%	777	1.4%
Age 25 - 34	236	12.2%	933	3.9%	1,657	3.0%
Age 35 - 44	176	9.1%	838	3.5%	1,654	3.0%
Age 45 - 54	246	12.7%	1,395	5.8%	2,910	5.2%
Age 55 - 64	237	12.3%	6,130	25.3%	14,858	26.7%
Age 65 - 74	249	12.9%	9,290	38.4%	22,840	41.1%
Age 75 - 84	125	6.5%	2,566	10.6%	6,077	10.9%
Age 85+	75	3.9%	698	2.9%	1,512	2.7%

2020 Population by Age	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
Age 0 - 4	176	6.8%	604	1.9%	955	1.3%
Age 5 - 9	155	6.0%	580	1.8%	943	1.3%
Age 10 - 14	152	5.9%	588	1.9%	998	1.4%
Age 15 - 19	145	5.6%	566	1.8%	934	1.3%
Age 20 - 24	124	4.8%	461	1.5%	779	1.1%
Age 25 - 34	319	12.4%	1,172	3.7%	2,021	2.8%
Age 35 - 44	239	9.3%	1,077	3.4%	1,999	2.8%
Age 45 - 54	301	11.7%	1,572	4.9%	3,145	4.3%
Age 55 - 64	319	12.4%	7,643	24.1%	18,436	25.4%
Age 65 - 74	371	14.4%	12,892	40.6%	31,562	43.5%
Age 75 - 84	181	7.0%	3,695	11.6%	8,848	12.2%
Age 85+	93	3.6%	922	2.9%	1,996	2.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

January 15, 2016



Demographic and Income Comparison Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2010 Race and Ethnicity	1 mile		3 miles		5 miles	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,143	70.9%	12,661	84.8%	38,046	91.8%
Black Alone	375	23.2%	1,867	12.5%	2,530	6.1%
American Indian Alone	11	0.7%	39	0.3%	81	0.2%
Asian Alone	13	0.8%	100	0.7%	294	0.7%
Pacific Islander Alone	0	0.0%	3	0.0%	13	0.0%
Some Other Race Alone	29	1.8%	119	0.8%	223	0.5%
Two or More Races	42	2.6%	134	0.9%	261	0.6%
Hispanic Origin (Any Race)	155	9.6%	587	3.9%	1,178	2.8%

2015 Race and Ethnicity	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,269	65.8%	20,864	86.2%	50,448	90.8%
Black Alone	519	26.9%	2,560	10.6%	3,541	6.4%
American Indian Alone	14	0.7%	63	0.3%	121	0.2%
Asian Alone	22	1.1%	256	1.1%	605	1.1%
Pacific Islander Alone	0	0.0%	7	0.0%	21	0.0%
Some Other Race Alone	41	2.1%	208	0.9%	370	0.7%
Two or More Races	63	3.3%	244	1.0%	449	0.8%
Hispanic Origin (Any Race)	224	11.6%	1,096	4.5%	2,035	3.7%

2020 Race and Ethnicity	Number		Percent		Number	
	Number	Percent	Number	Percent	Number	Percent
White Alone	1,602	62.2%	27,160	85.5%	65,430	90.1%
Black Alone	772	30.0%	3,479	11.0%	4,901	6.7%
American Indian Alone	19	0.7%	86	0.3%	166	0.2%
Asian Alone	32	1.2%	380	1.2%	898	1.2%
Pacific Islander Alone	0	0.0%	10	0.0%	29	0.0%
Some Other Race Alone	60	2.3%	302	1.0%	537	0.7%
Two or More Races	91	3.5%	354	1.1%	657	0.9%
Hispanic Origin (Any Race)	330	12.8%	1,641	5.2%	3,048	4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

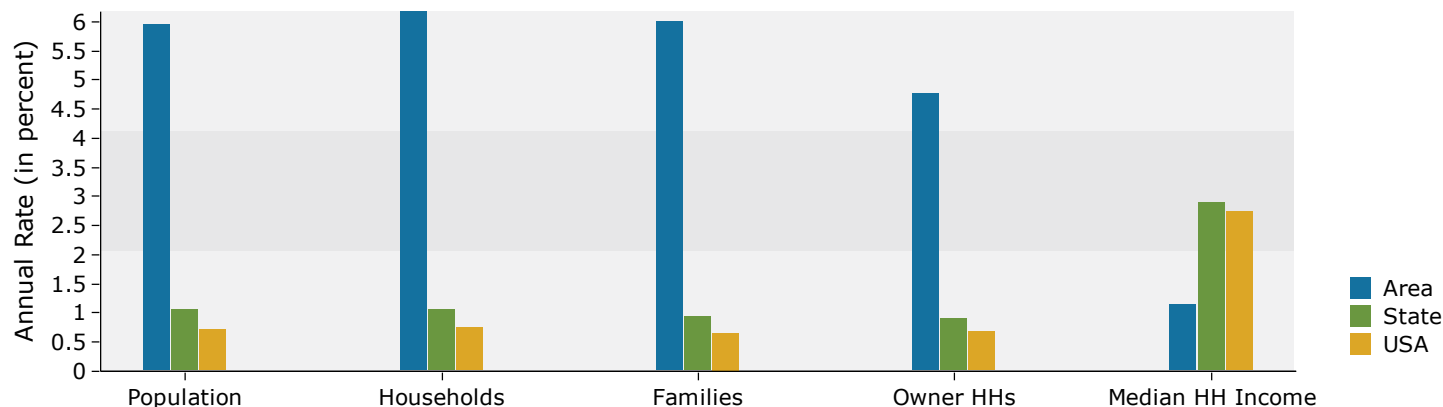
January 15, 2016

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

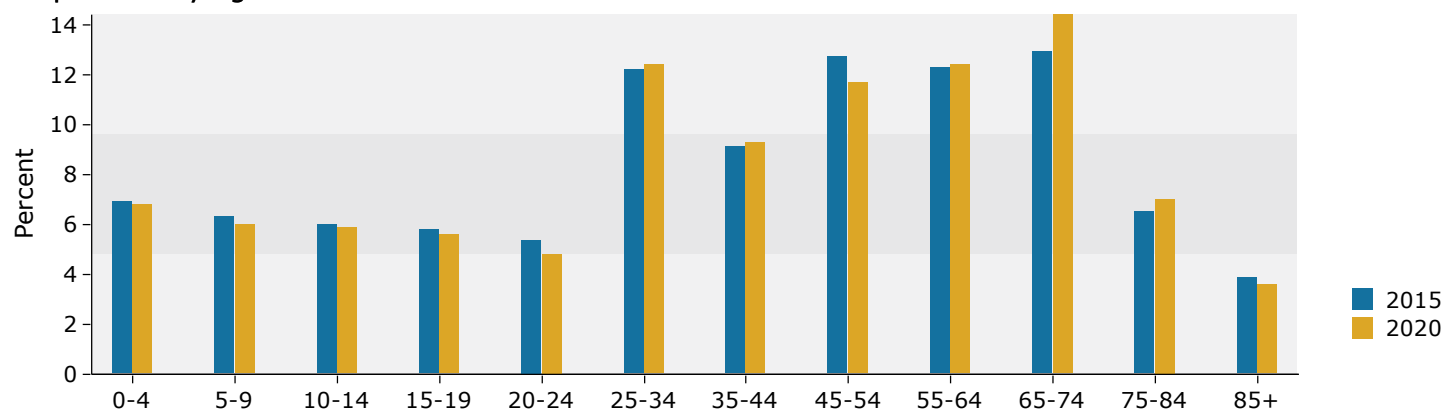
Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

1 mile

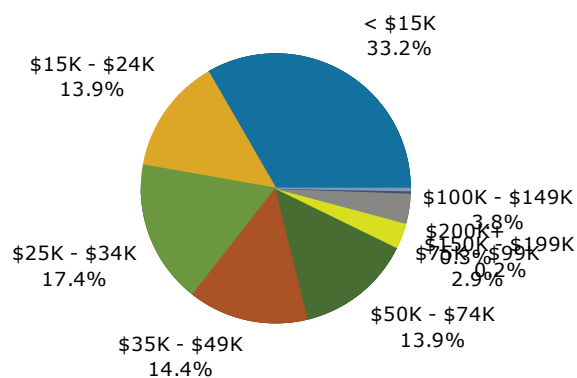
Trends 2015-2020



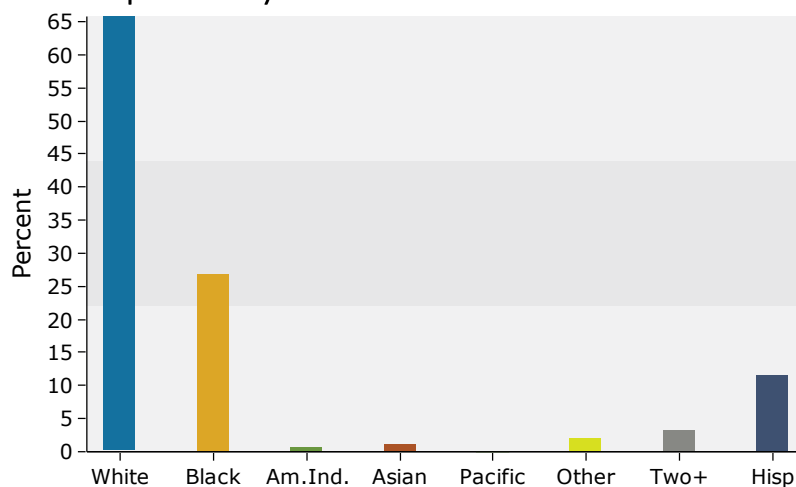
Population by Age



2015 Household Income



2015 Population by Race

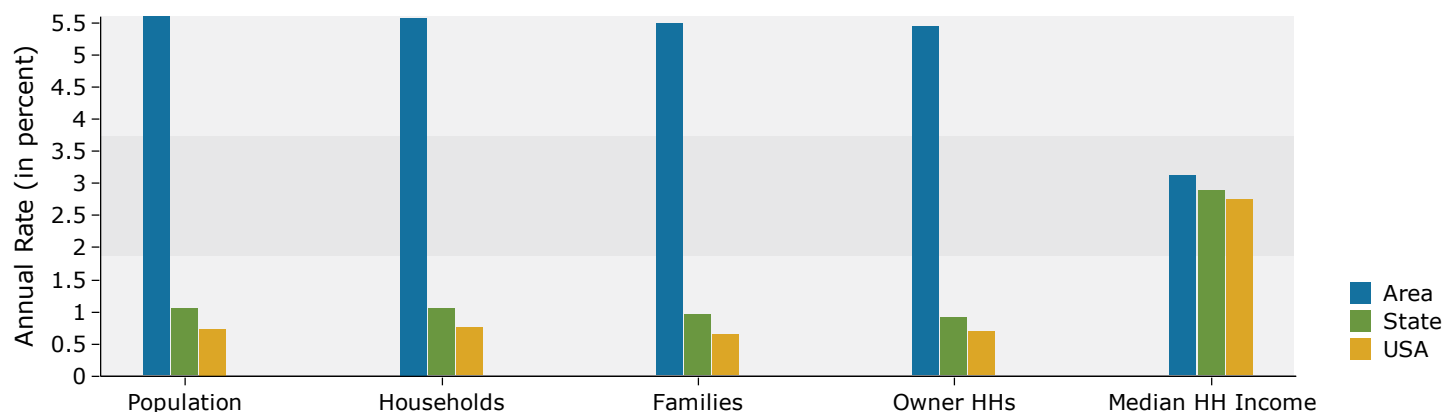


Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

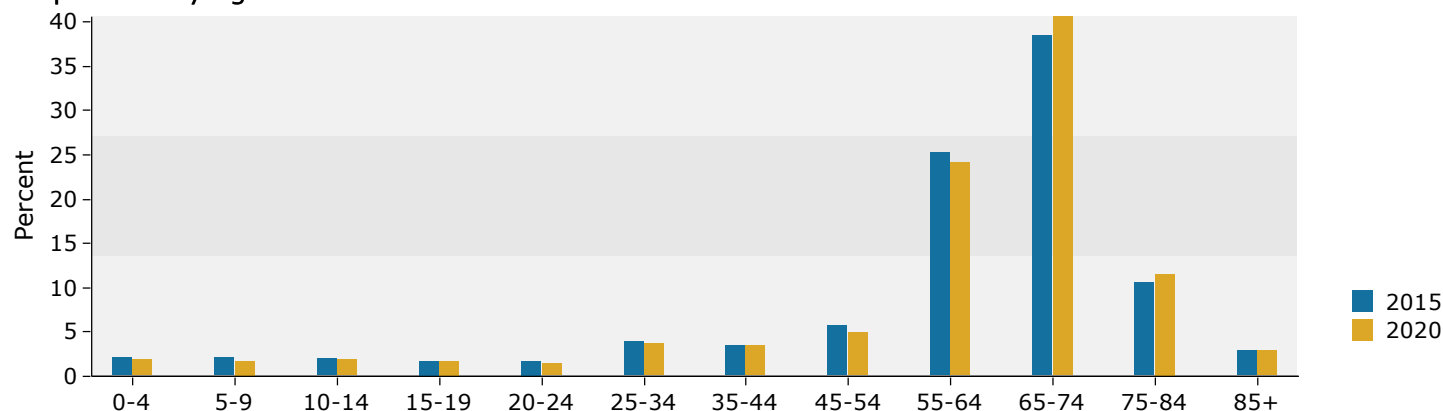
Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

3 miles

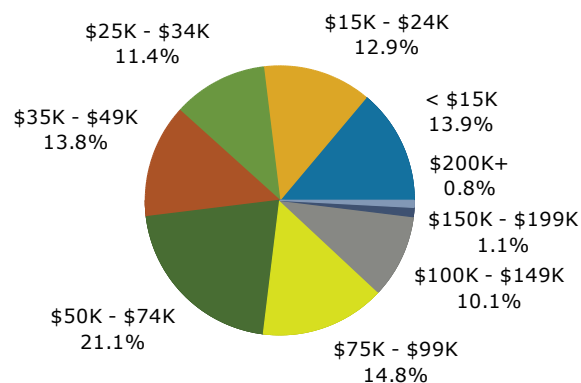
Trends 2015-2020



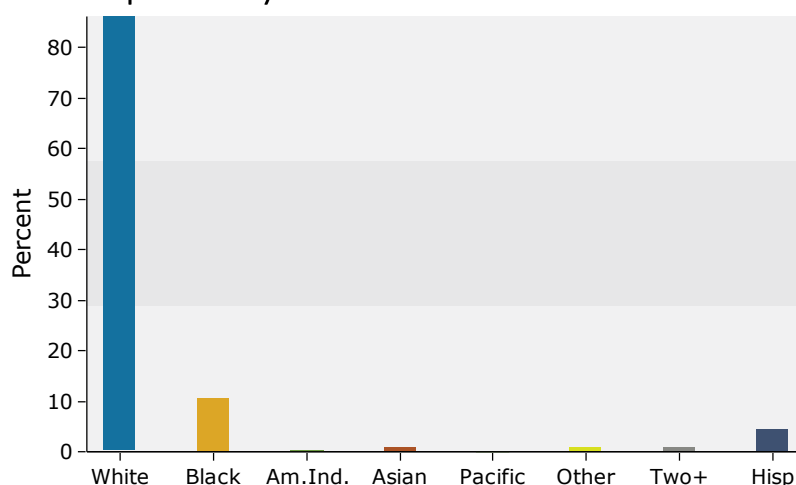
Population by Age



2015 Household Income



2015 Population by Race

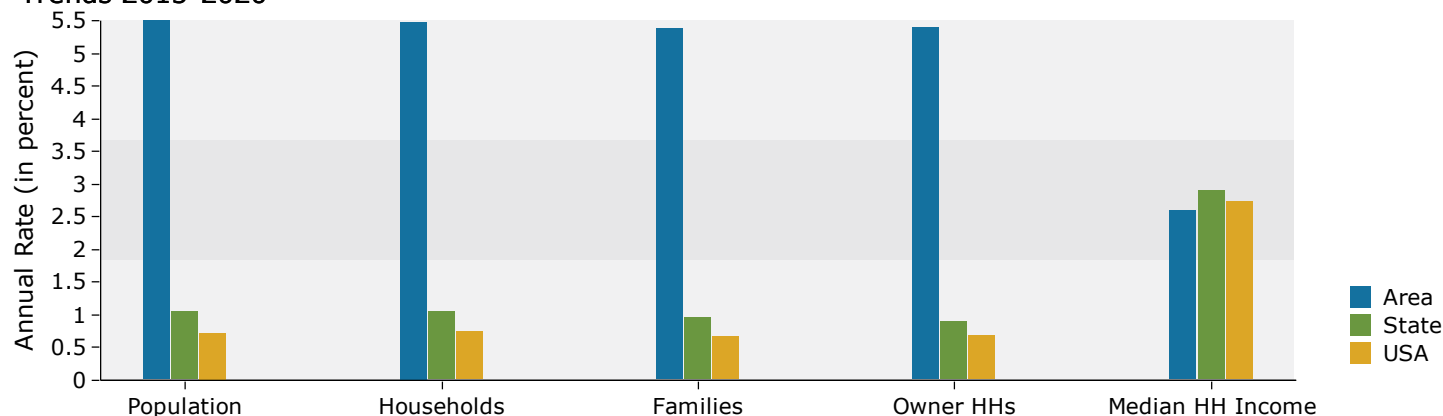


Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Rings: 1, 3, 5 mile radii

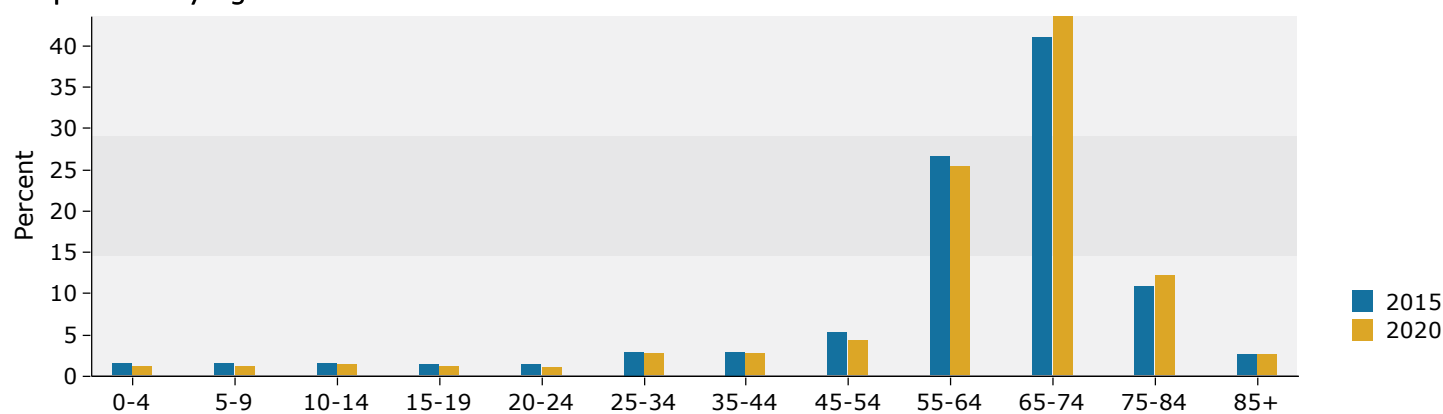
Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

5 miles

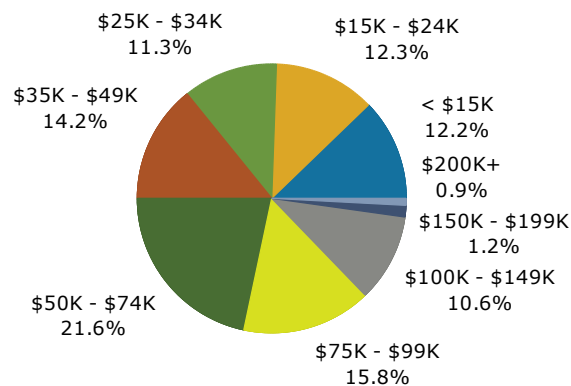
Trends 2015-2020



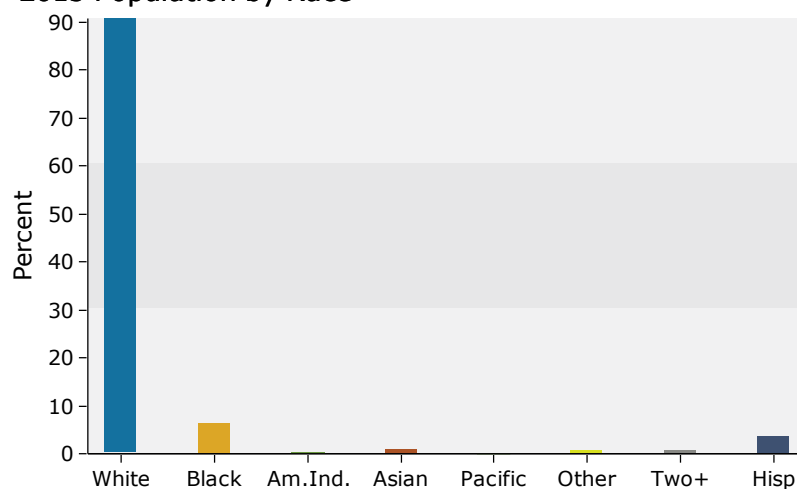
Population by Age



2015 Household Income



2015 Population by Race





Tapestry Segmentation Area Profile

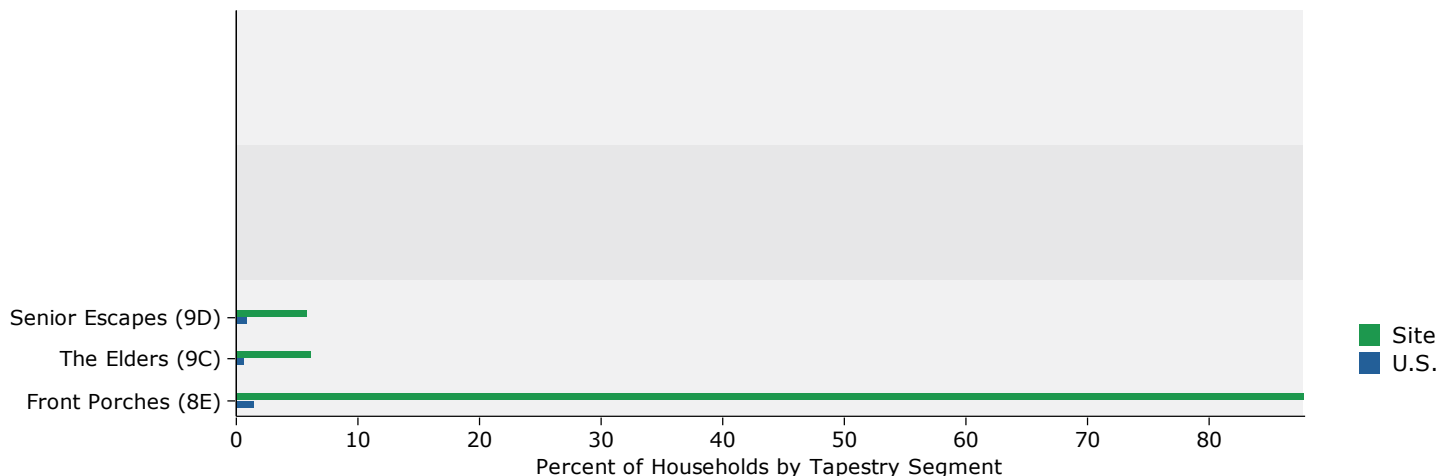
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Front Porches (8E)	87.9%	87.9%	1.6%	1.6%	5501
2	The Elders (9C)	6.2%	94.1%	0.7%	2.3%	847
3	Senior Escapes (9D)	5.9%	100.0%	0.9%	3.2%	648
Subtotal		100.0%		3.2%		
Total		100.0%		3.2%		3087

Top Ten Tapestry Segments Site vs. 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

January 15, 2016

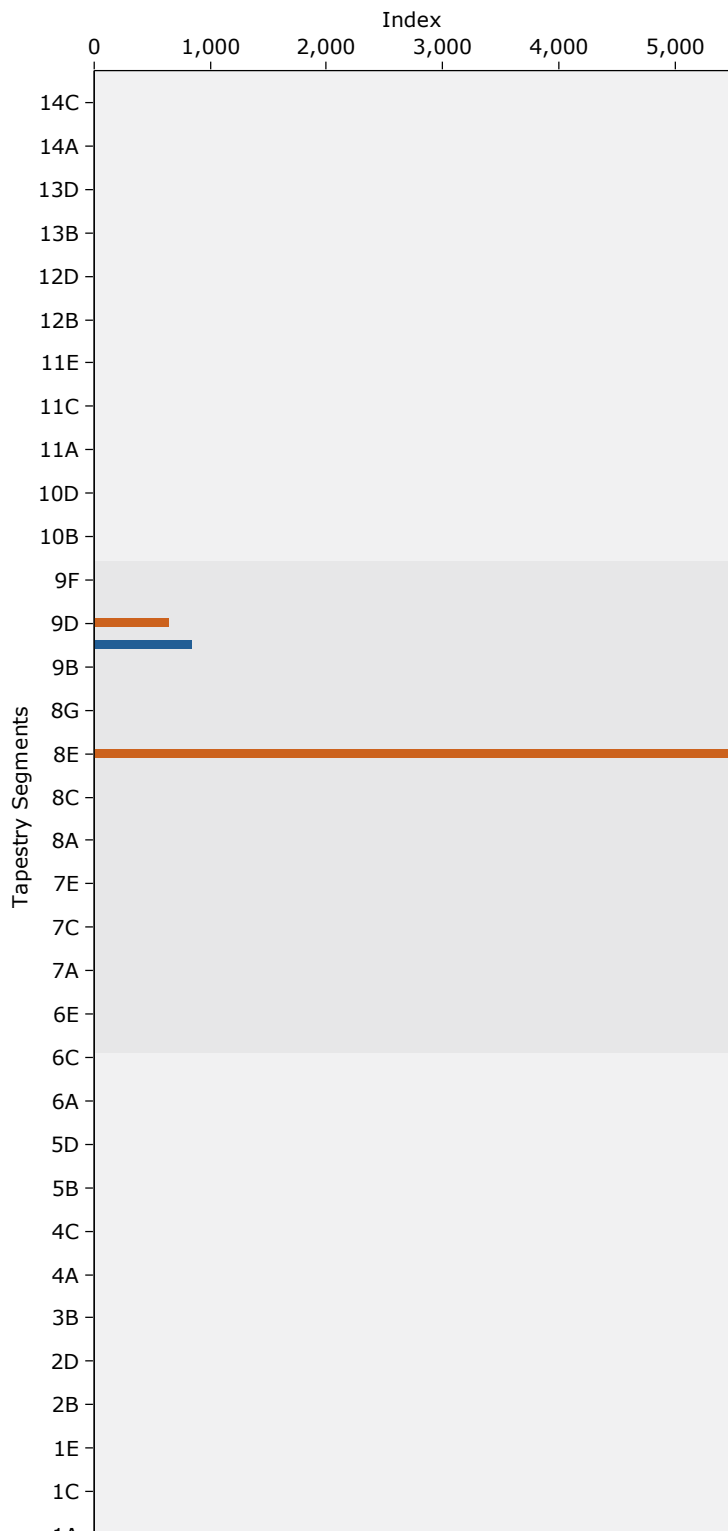


Tapestry Segmentation Area Profile

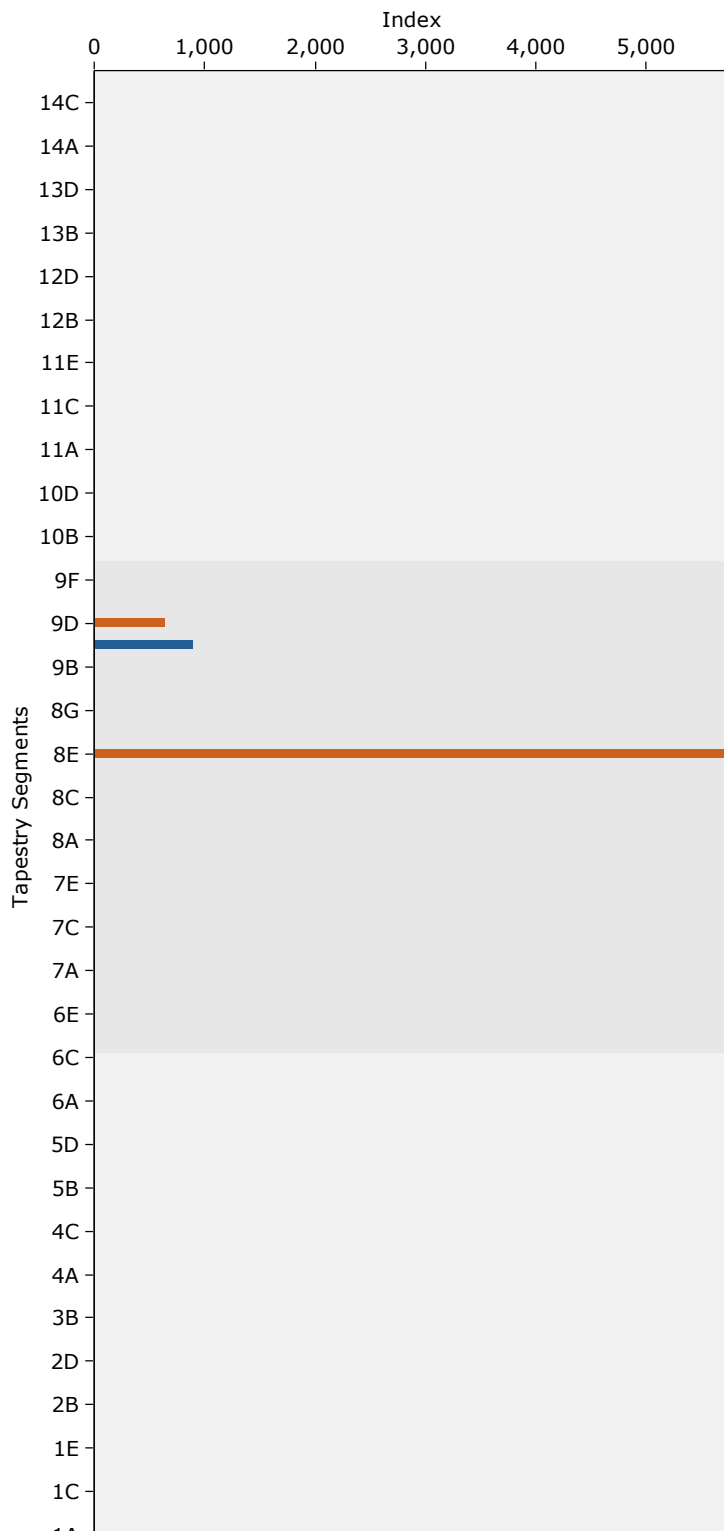
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2015 Tapestry Indexes by Households



2015 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

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	662	100.0%		1,929	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	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

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	662	100.0%		1,929	100.0%	
8. Middle Ground	582	87.9%	805	1,749	90.7%	899
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	582	87.9%	5,501	1,749	90.7%	5,784
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	80	12.1%	210	180	9.3%	211
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	41	6.2%	847	83	4.3%	909
Senior Escapes (9D)	39	5.9%	648	97	5.0%	650
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	662	100.0%		1,929	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	582	87.9%	481	1,749	90.7%	552
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	582	87.9%	5,501	1,749	90.7%	5,784
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	662	100.0%		1,929	100.0%	
4. Suburban Periphery	41	6.2%	20	83	4.3%	13
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	41	6.2%	847	83	4.3%	909
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	39	5.9%	63	97	5.0%	55
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	39	5.9%	648	97	5.0%	650
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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.

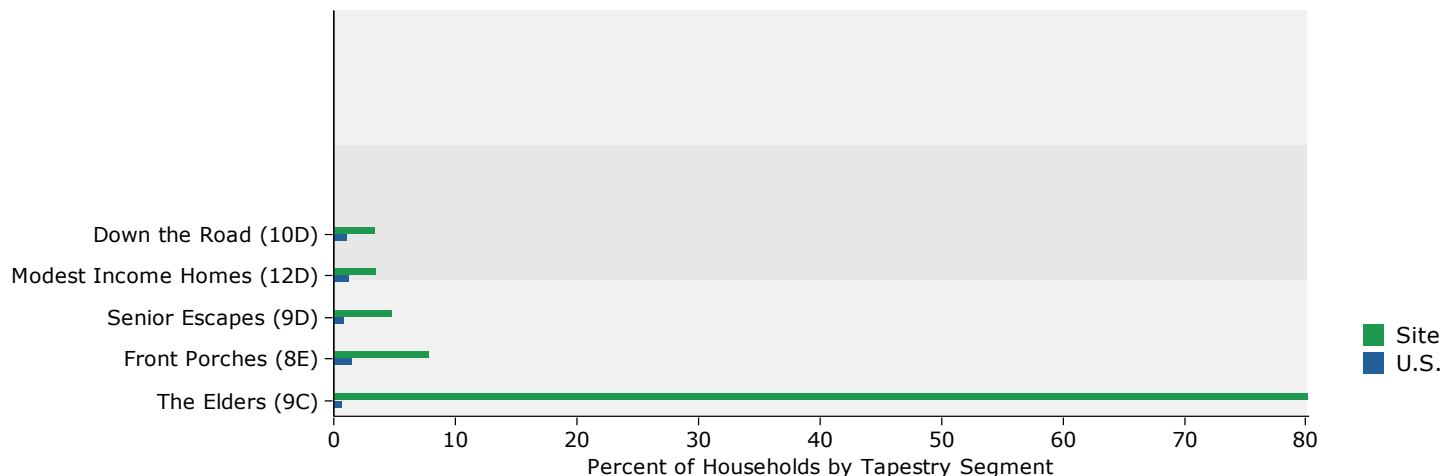
Source: Esri

January 15, 2016



Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

		2015 Households		2015 U.S. Households		
			Cumulative		Cumulative	
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	The Elders (9C)	80.3%	80.3%	0.7%	0.7%	10972
2	Front Porches (8E)	7.9%	88.2%	1.6%	2.3%	495
3	Senior Escapes (9D)	4.8%	93.0%	0.9%	3.2%	527
4	Modest Income Homes (12D)	3.6%	96.6%	1.3%	4.5%	264
5	Down the Road (10D)	3.5%	100.1%	1.1%	5.6%	303
	Subtotal	100.1%		5.6%		
	Total	100.0%		5.7%		1746



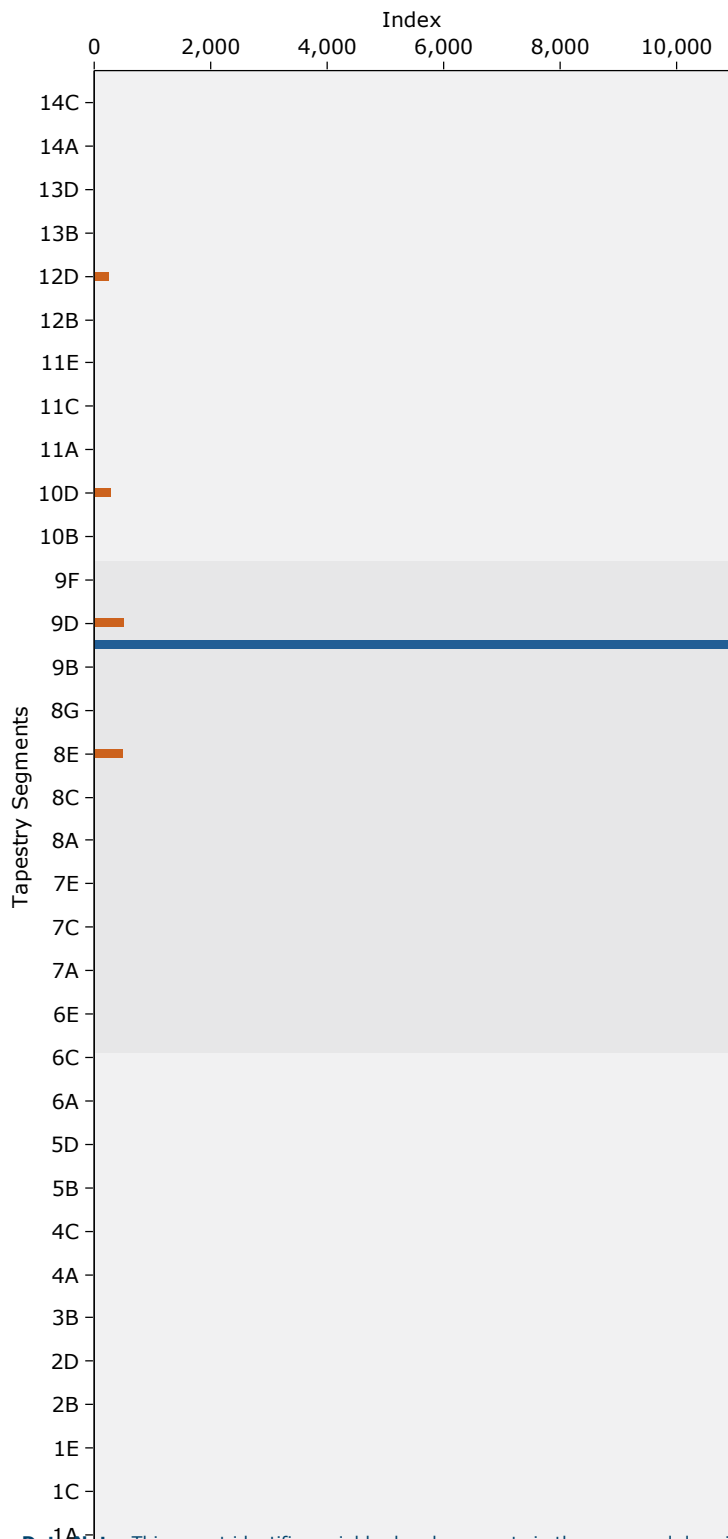


Tapestry Segmentation Area Profile

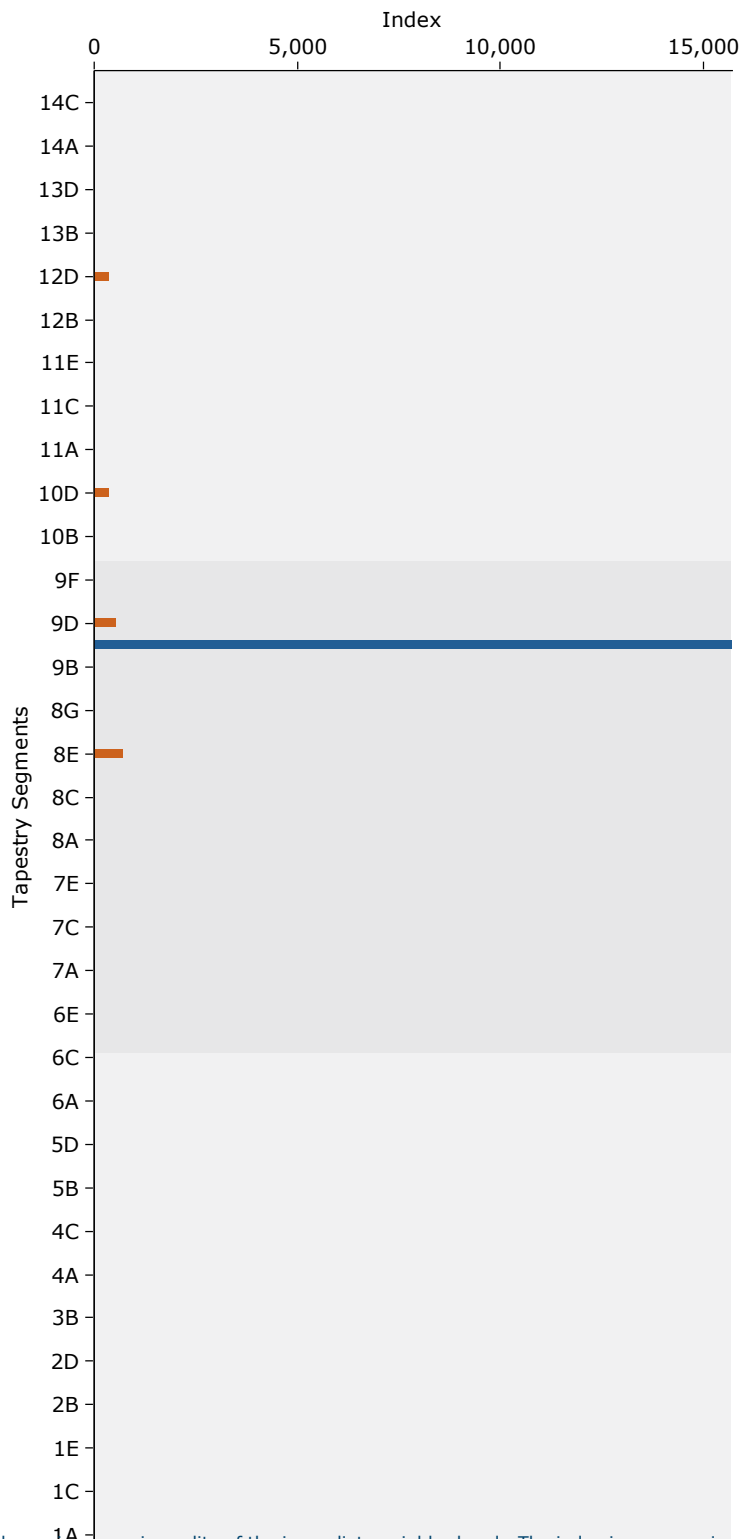
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2015 Tapestry Indexes by Households



2015 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

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,111	100.0%		24,201	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	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

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,111	100.0%		24,201	100.0%	
8. Middle Ground	959	7.9%	72	2,726	11.3%	112
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	959	7.9%	495	2,726	11.3%	719
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	10,302	85.1%	1476	19,082	78.8%	1782
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	9,721	80.3%	10,972	18,015	74.4%	15,733
Senior Escapes (9D)	581	4.8%	527	1,067	4.4%	570
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	419	3.5%	41	1,125	4.6%	55
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	419	3.5%	303	1,125	4.6%	386
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	431	3.6%	57	1,268	5.2%	87
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	431	3.6%	264	1,268	5.2%	391
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,111	100.0%		24,201	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	431	3.6%	21	1,268	5.2%	28
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	431	3.6%	264	1,268	5.2%	391
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	959	7.9%	43	2,726	11.3%	69
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	959	7.9%	495	2,726	11.3%	719
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,111	100.0%		24,201	100.0%	
4. Suburban Periphery	9,721	80.3%	255	18,015	74.4%	230
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	9,721	80.3%	10,972	18,015	74.4%	15,733
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,000	8.3%	88	2,192	9.1%	99
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	581	4.8%	527	1,067	4.4%	570
Down the Road (10D)	419	3.5%	303	1,125	4.6%	386
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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

January 15, 2016



Tapestry Segmentation Area Profile

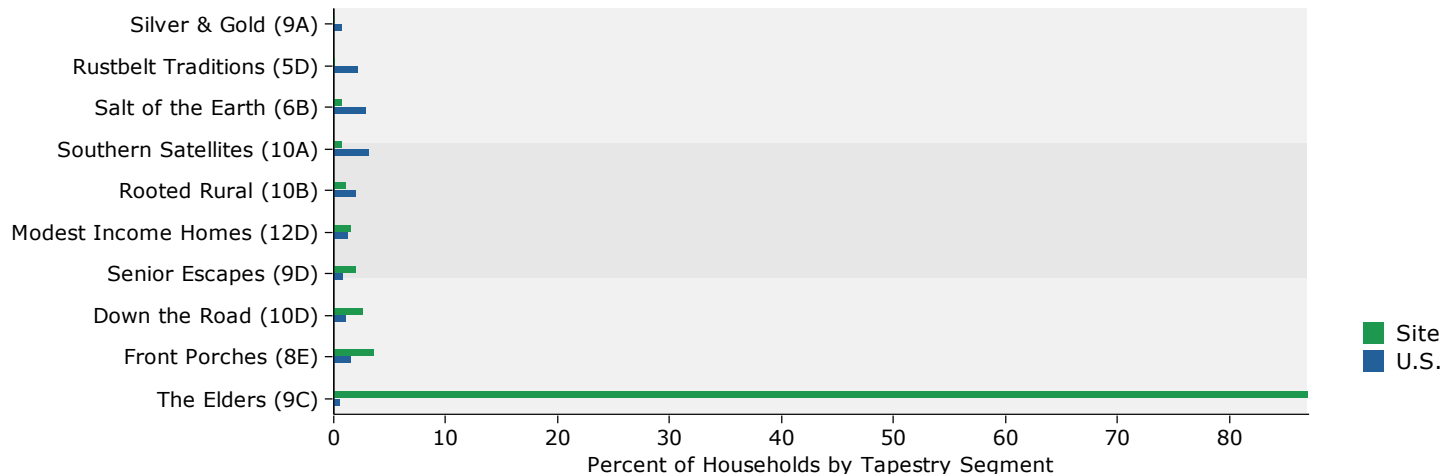
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2015 Households		2015 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	The Elders (9C)	87.1%	87.1%	0.7%	0.7%	11904
2	Front Porches (8E)	3.7%	90.8%	1.6%	2.3%	231
3	Down the Road (10D)	2.7%	93.5%	1.1%	3.4%	237
4	Senior Escapes (9D)	2.1%	95.6%	0.9%	4.3%	229
5	Modest Income Homes (12D)	1.5%	97.1%	1.3%	5.6%	115
Subtotal		97.1%		5.6%		
6	Rooted Rural (10B)	1.2%	98.3%	2.0%	7.6%	57
7	Southern Satellites (10A)	0.8%	99.1%	3.2%	10.8%	26
8	Salt of the Earth (6B)	0.8%	99.9%	2.9%	13.7%	26
9	Rustbelt Traditions (5D)	0.1%	100.0%	2.2%	15.9%	4
10	Silver & Gold (9A)	0.0%	100.0%	0.8%	16.7%	6
Subtotal		2.9%		11.1%		
11	Comfortable Empty Nesters (5A)	0.0%	100.0%	2.5%	19.2%	1
				2.5%		
Total		100.0%		19.3%		518

Top Ten Tapestry Segments Site vs. 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

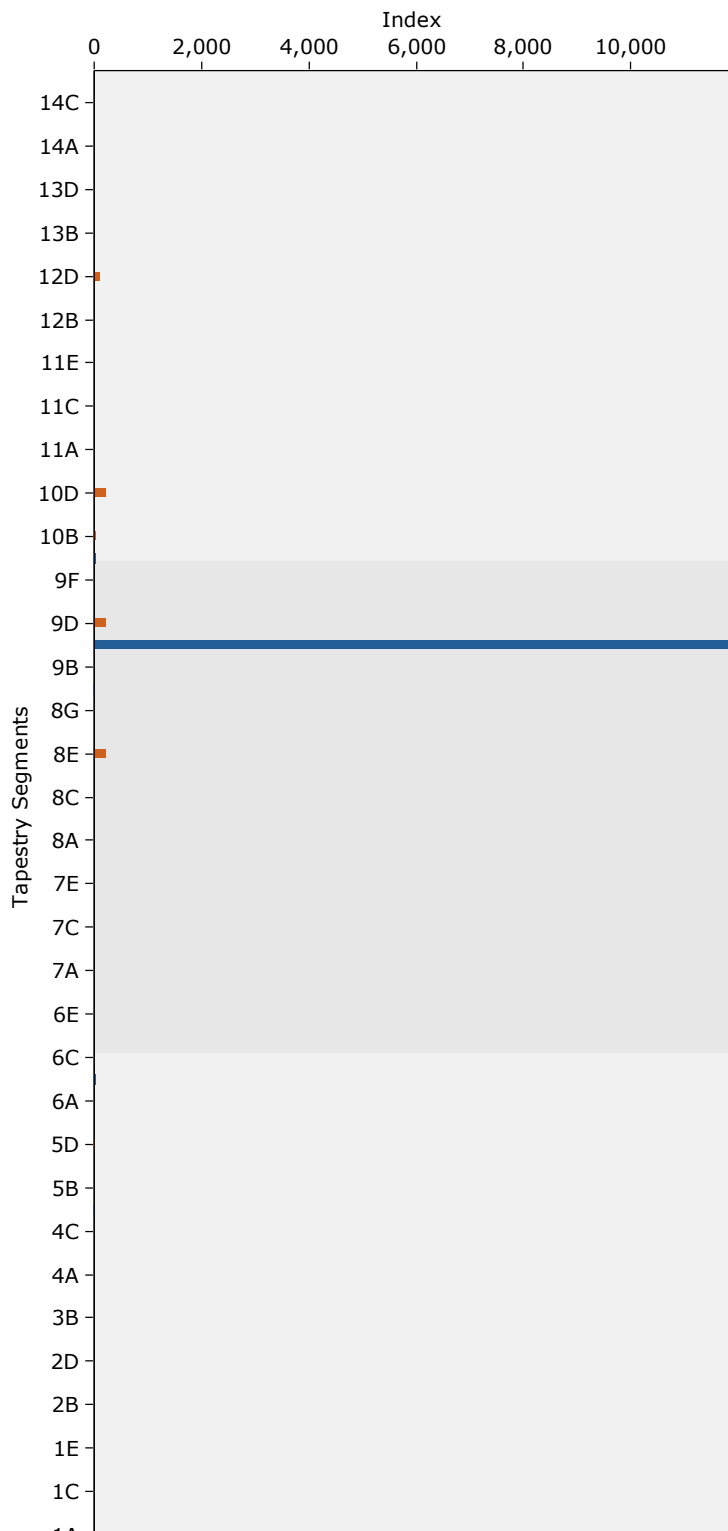


Tapestry Segmentation Area Profile

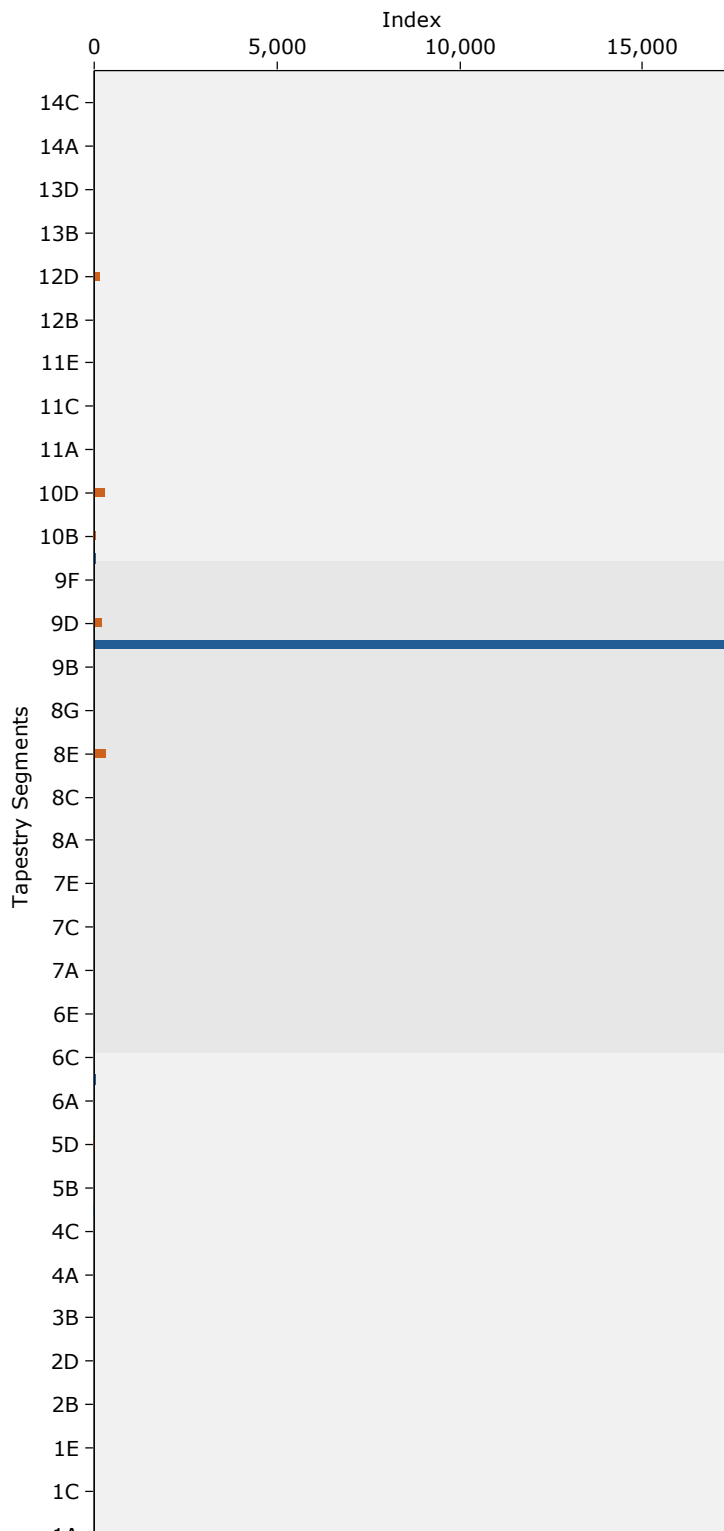
Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

2015 Tapestry Indexes by Households



2015 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

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,416	100.0%		55,556	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	30	0.1%	1	68	0.1%	1
Comfortable Empty Nesters (5A)	4	0.0%	1	14	0.0%	1
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	26	0.1%	4	54	0.1%	5
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	214	0.8%	6	576	1.0%	9
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	214	0.8%	26	576	1.0%	36
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry LifeMode Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,416	100.0%		55,556	100.0%	
8. Middle Ground	1,047	3.7%	34	2,935	5.3%	52
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,047	3.7%	231	2,935	5.3%	337
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	25,350	89.2%	1548	47,069	84.7%	1915
Silver & Gold (9A)	12	0.0%	6	38	0.1%	12
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	24,746	87.1%	11,904	45,941	82.7%	17,477
Senior Escapes (9D)	592	2.1%	229	1,090	2.0%	253
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	1,335	4.7%	56	3,623	6.5%	77
Southern Satellites (10A)	238	0.8%	26	671	1.2%	38
Rooted Rural (10B)	328	1.2%	57	777	1.4%	72
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	769	2.7%	237	2,175	3.9%	325
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	440	1.5%	25	1,285	2.3%	38
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	440	1.5%	115	1,285	2.3%	173
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

January 15, 2016



Tapestry Segmentation Area Profile

Hilborne-Jones
7085 Powell Rd, Wildwood, Florida, 34785
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.85931
Longitude: -82.02049

Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,416	100.0%		55,556	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	466	1.6%	10	1,339	2.4%	13
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	26	0.1%	4	54	0.1%	5
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	440	1.5%	115	1,285	2.3%	173
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	1,047	3.7%	20	2,935	5.3%	32
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,047	3.7%	231	2,935	5.3%	337
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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January 15, 2016



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Latitude: 28.85931
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Tapestry Urbanization Groups	2015 Households			2015 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	28,416	100.0%		55,556	100.0%	
4. Suburban Periphery	24,762	87.1%	277	45,993	82.8%	256
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	4	0.0%	1	14	0.0%	1
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	12	0.0%	6	38	0.1%	12
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	24,746	87.1%	11,904	45,941	82.7%	17,477
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,361	4.8%	51	3,265	5.9%	64
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	592	2.1%	229	1,090	2.0%	253
Down the Road (10D)	769	2.7%	237	2,175	3.9%	325
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	780	2.7%	16	2,024	3.6%	22
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	214	0.8%	26	576	1.0%	36
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	238	0.8%	26	671	1.2%	38
Rooted Rural (10B)	328	1.2%	57	777	1.4%	72
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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January 15, 2016