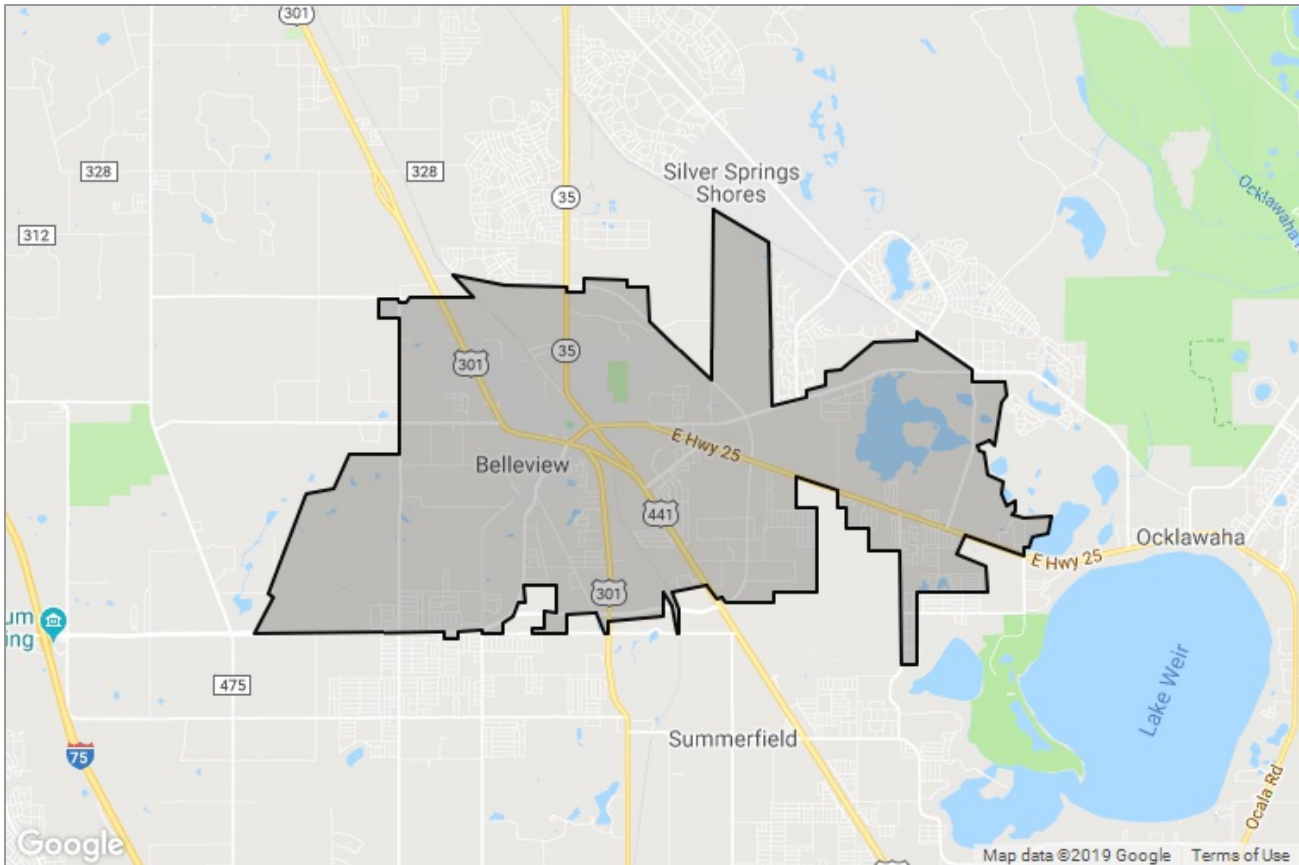


COMMERCIAL TRADE AREA REPORT

Bellevue, FL 34420



Presented by

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Criteria Used for Analysis

Income:
Median Household Income
\$43,019

Age:
Median Age
46.6

Population Stats:
Total Population
17,230

Segmentation:
1st Dominant Segment
Senior Escapes

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Senior Styles</p> <p>Senior lifestyles reveal the effects of saving for retirement</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Semirural</p> <p>Small town living, families with affordable homes</p>
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Top Tapestry Segments

	Senior Escapes	Southern Satellites	Down the Road	Small Town Simplicity	Heartland Communities
% of Households	2,021 (29.2%)	1,684 (24.4%)	1,148 (16.6%)	834 (12.1%)	739 (10.7%)
% of Marion County	27,594 (18.9%)	3,625 (2.5%)	11,542 (7.9%)	3,346 (2.3%)	3,545 (2.4%)
Lifestyle Group	Senior Styles	Rustic Outposts	Rustic Outposts	Hometown	Cozy Country Living
Urbanization Group	Semirural	Rural	Semirural	Semirural	Semirural
Residence Type	Single Family, Mobile Homes or Seasonal	Single Family or Mobile Homes	Mobile Homes	Single Family	Single Family
Household Type	Married Couples Without Kids	Married Couples	Married Couples	Singles	Married Couples
Average Household Size	2.19	2.65	2.74	2.25	2.38
Median Age	52.6	39.7	34.3	40	41.5
Diversity Index	42.5	38.6	70.5	49.1	29.6
Median Household Income	\$35,000	\$44,000	\$36,000	\$27,000	\$39,000
Median Net Worth	\$84,000	\$70,000	\$30,000	\$14,000	\$55,000
Median Home Value	\$110,000	\$119,000	\$104,000	\$88,000	\$89,000
Homeownership	76.1 %	78.6 %	66.4 %	50.9 %	79.3 %
Employment	Retired, Services, Professional or Administration	Services, Professional or Administration	Services or Administration	Services or Professional	Services or Professional
Education	High School Graduate	High School Graduate	High School Graduate	High School Graduate	High School Graduate
Preferred Activities	Take guided tours in the U.S. Belong to veterans' clubs; member of AARP/AAA.	Go hunting, fishing. Own a pet dog.	Visit chat rooms; play games online. Go hunting, fishing.	Visit the doctor regularly. Go hunting, fishing, target shooting.	Go hunting, fishing; ride motorcycles. Participate in local activities.
Financial	Bank in person	Shop at Walmart	Prefer convenience of frozen meals, fast food	Shop with coupons at discount stores	Buy insurance from agent
Media	Watch news, sports, CMT, Golf Channel, AMC on TV	Listen to country music; watch CMT	Watch Animal Planet on satellite TV	Read newspapers; watch TV	Listen to country music; watch CMT
Vehicle	Maintain older vehicle	Own, maintain truck	Bought used vehicle last year	Own, maintain domestic trucks, ATVs	Own domestic truck, SUV

About this segment

Senior Escapes

This is the
#1
dominant segment
for this area

In this area
29.2%
of households fall
into this segment

In the United States
0.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Forty percent are mobile homes; half are single-family dwellings. About half are in unincorporated and more rural areas. Over a quarter of the population are 65-74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing Bingo, golfing, boating and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

Our Neighborhood

- Neighborhoods include primary and second homes in rural or semi-rural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- One-third of the households are married couples without children; a third are single-person households.
- Half the homes are single family; another 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

Socioeconomic Traits

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

Market Profile

- Stock up on good deals, especially high-fiber, low-calorie, low-fat and sugar-free foods.
- Own 3+ TVs and watch news, sports, CMT, Golf Channel and AMC.
- Belong to veterans' clubs, maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; struggle with computers and the Internet.
- Travel in the U.S. via guided tours but weary of security issues.
- Frequently dine out at Denny's, Golden Corral and Cracker Barrel.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Southern Satellites

This is the

#2

dominant segment for this area

In this area

24.4%

of households fall into this segment

In the United States

3.1%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck, likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Down the Road

This is the
#3
dominant segment
for this area

In this area
16.6%
of households fall
into this segment

In the United States
1.1%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Small Town Simplicity

This is the

#4

dominant segment for this area

In this area

12.1%

of households fall into this segment

In the United States

1.9%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semi-rural, with television for entertainment and news, and emphasis on convenience for young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

Our Neighborhood

- They reside in small towns or semi-rural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses, apartments and mobile homes.
- A majority, 51%, of homes are owner occupied.
- Median home value of \$88,000 is about half the U.S. median.
- Average rent is \$600.
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households.

Market Profile

- Small Town Simplicity features a semi-rural lifestyle, complete with trucks (domestic, of course), ATVs and vegetable gardens.
- Hunting, fishing and target shooting are favorite pastimes.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

Socioeconomic Traits

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9%.
- Labor force participation lower at 51%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Heartland Communities

This is the

#5

dominant segment for this area

In this area

10.7%

of households fall into this segment

In the United States

2.3%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country, they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Our Neighborhood

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the U.S., primarily (but not the majority) married couples,
- more with no children, and a slightly higher proportion of singles that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short.

Socioeconomic Traits

- Retirees in this market depress the average labor force participation rate to less than 60%, but the unemployment rate is comparable to the U.S.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Non-interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting and fishing are popular; walking is the main form of exercise.
- To get around these semi-rural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the U.S. and favor the convenience of packaged deals.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

Bellevue, FL 34420: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 34420



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Belleview, FL 34420: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



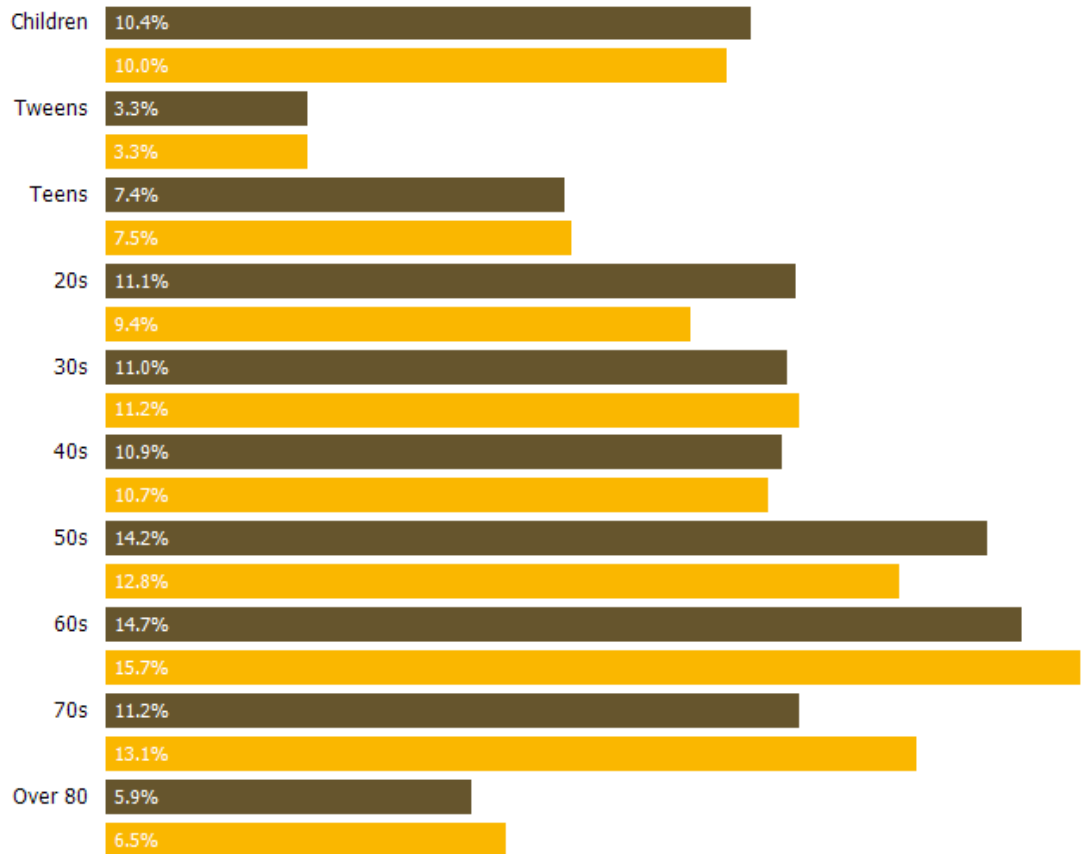
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Bellevue, FL 34420: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Belleview, FL 34420: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



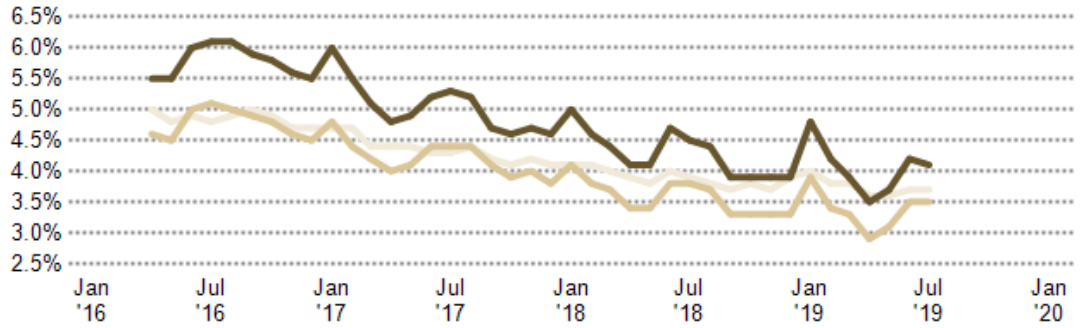
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Marion County
- Florida
- USA

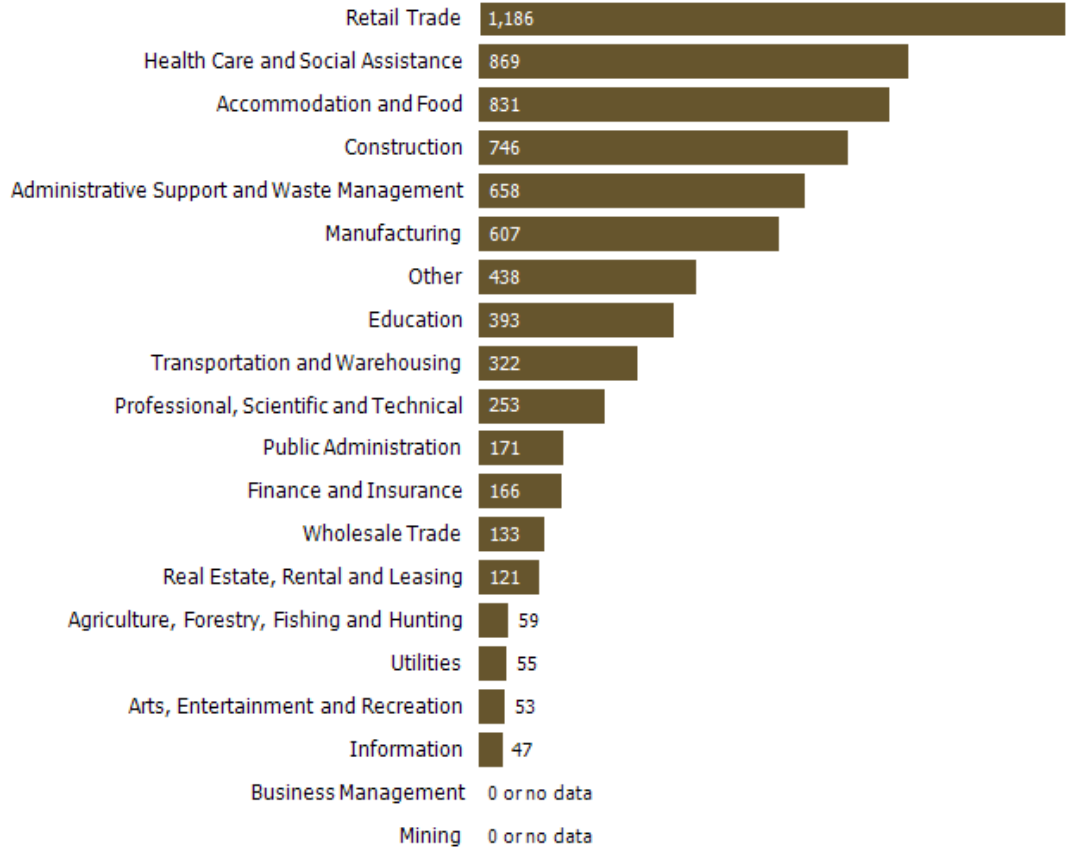


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually



Bellevue, FL 34420: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Associate Degree

34420 6.0%

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Bachelor's Degree

34420 9.7%

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

Grad/Professional Degree

34420 4.1%

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



Data Source: U.S. Census American Community Survey via Esri, 2018
Update Frequency: Annually

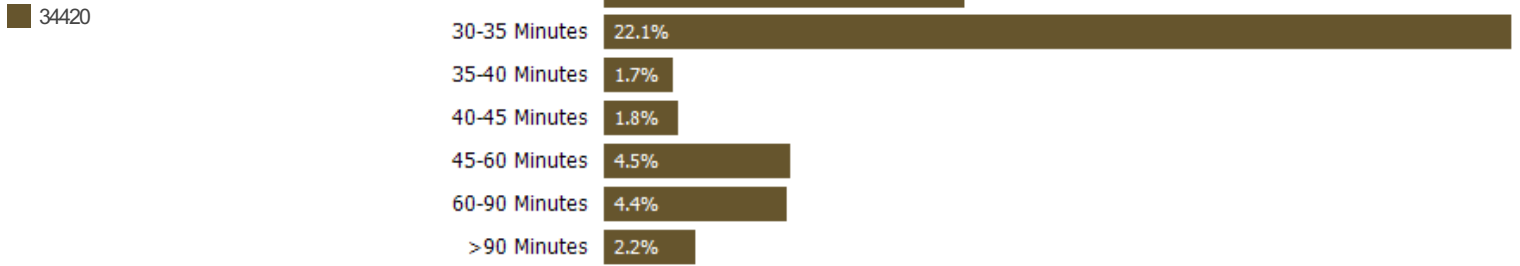
Belleview, FL 34420: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Belleview, FL 34420: Home Value Comparison

Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

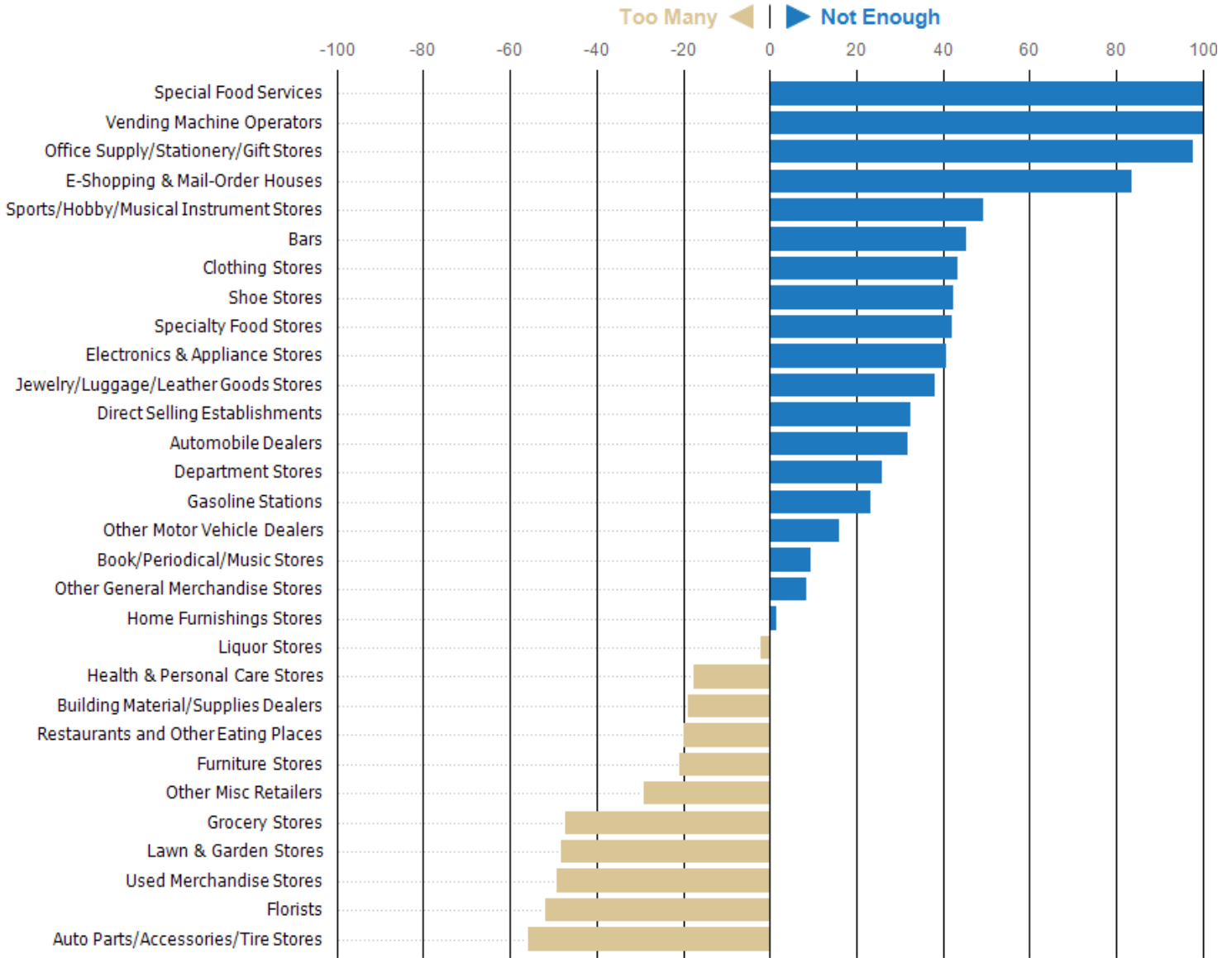


Best Retail Businesses: Bellevue, FL 34420

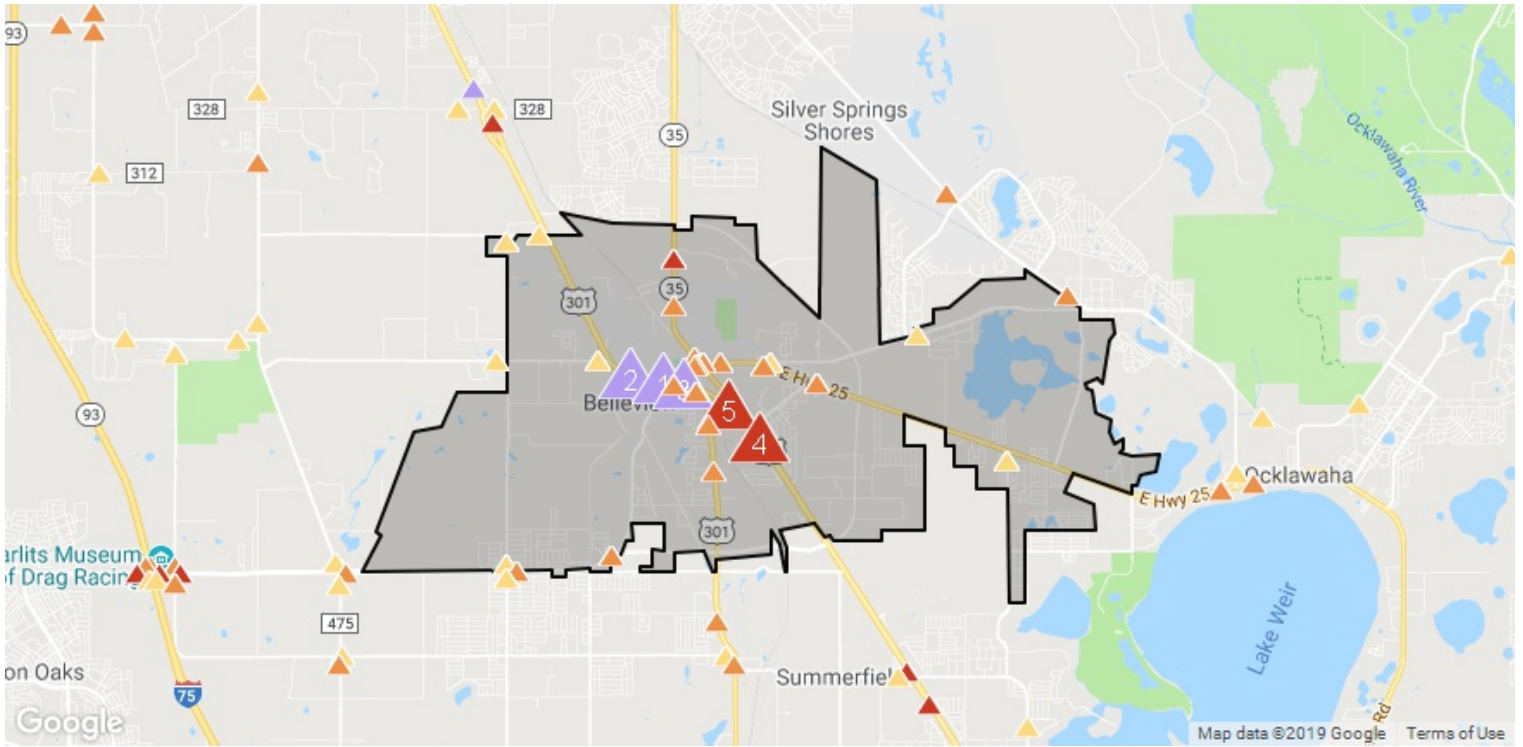
This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually



Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

31,976

2018 Est. daily traffic counts

Street: SE Abshier Blvd
 Cross: SE 56th Ave
 Cross Dir: W
 Dist: 0.03 miles

2

30,311

2018 Est. daily traffic counts

Street: SE Abshier Blvd
 Cross: SE 53rd Ct
 Cross Dir: E
 Dist: 0.12 miles

3

30,263

2018 Est. daily traffic counts

Street: SE Abshier Blvd
 Cross: 6th St
 Cross Dir: W
 Dist: -

4

25,500

1997 Est. daily traffic counts

Street: SE US Hwy 441
 Cross: SE 119th Pl
 Cross Dir: NW
 Dist: 0.04 miles

5

20,501

2018 Est. daily traffic counts

Street: SE US Hwy 441
 Cross: S US Hwy 441
 Cross Dir: NW
 Dist: 0.1 miles

Historical counts

Year	Count	Type
2007	33,000	ADT
2006	33,500	ADT
2005	34,000	AADT
2004	33,500	AADT
2003	32,000	AADT

Historical counts

Year	Count	Type
2008	31,500	ADT
2007	31,000	ADT
2005	32,500	AADT
2004	32,500	AADT
2003	34,000	AADT

Historical counts

Year	Count	Type
2005	32,000	AADT
2004	32,000	AADT
1998	29,500	ADT
1997	27,000	ADT
1996	28,000	ADT

Historical counts

Year	Count	Type
2007	25,000	ADT
2006	22,500	ADT
2005	26,000	AADT
2004	25,000	AADT

Historical counts

Year	Count	Type
2007	25,000	ADT
2006	22,500	ADT
2005	26,000	AADT
2004	25,000	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)