

Detailed Trade Area Demographics

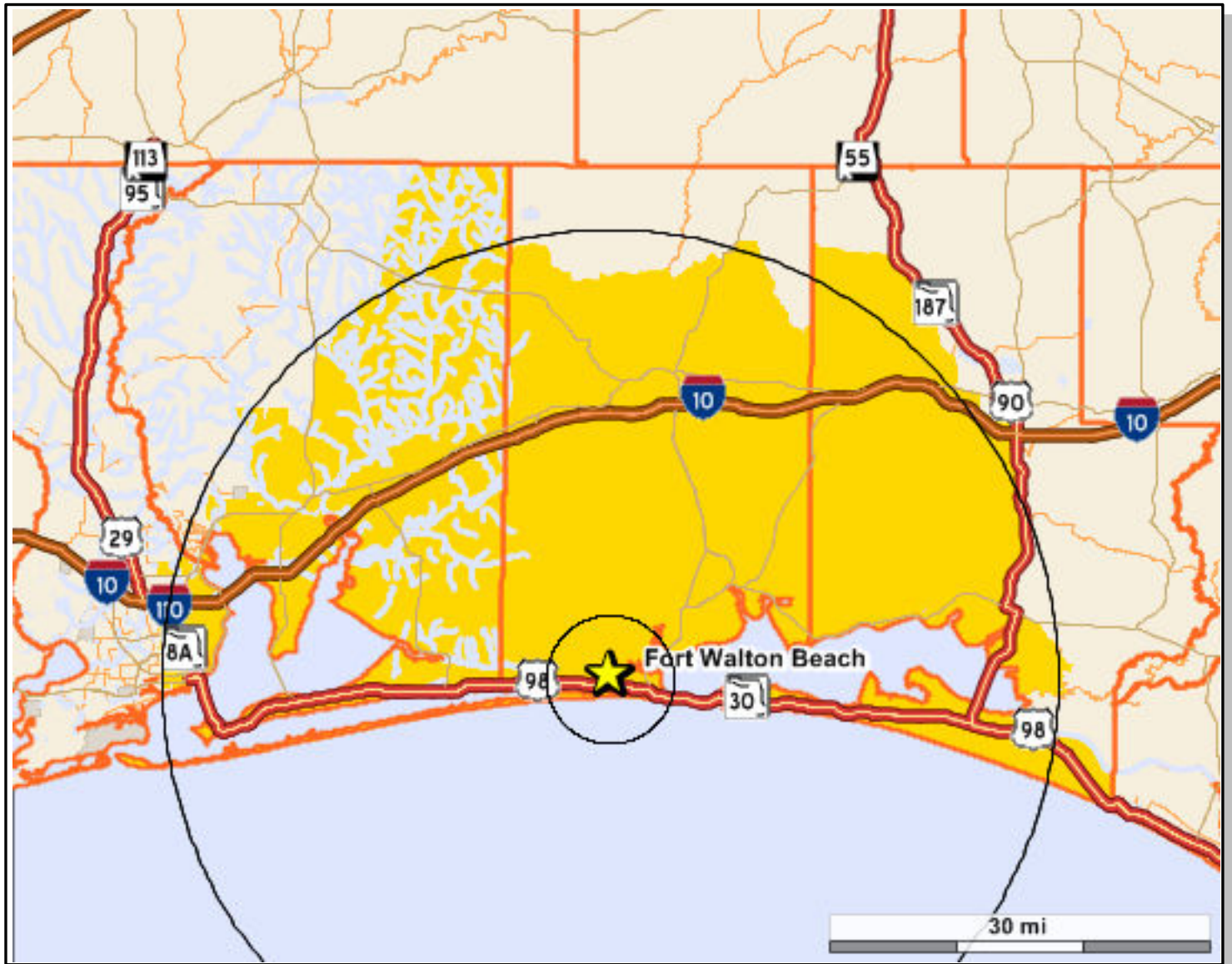
For Location:
300 MARY ESTHER BLVD STE 112
MARY ESTHER, FL 32569-1677

35 Mile Radius
by Block Group

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Trade Area Map





	0 - 5 Miles	0 - 35 Miles	State	US
Significant Consumer Lifestyles	13.7% Middleburg Managers 11.2% Boomtown Singles 11.3% Sunset City Blues 8.3% Up-and-Comers 7.0% White Picket Fences 7.0% Family Thrifts	5.4% Second City Elite 5.8% Sunset City Blues 6.0% Middleburg Managers 5.0% New Homesteaders 3.5% Boomtown Singles 3.2% Hometown Retired	3.9% Sunset City Blues 3.2% City Roots 2.7% Close-In Couples 3.3% Middleburg Managers 2.2% American Classics 2.3% Hometown Retired	1.2% Second City Elite 1.7% Sunset City Blues 1.9% Middleburg Managers 2.0% New Homesteaders 1.3% Boomtown Singles 1.1% Hometown Retired
Current Year Population	56,908	424,940	17,938,643	298,021,266
5 Year Projected Population	59,826	466,525	19,685,664	312,383,955
Pop Growth Rate	5.1%	9.8%	9.7%	4.8%
Current Year Households	24,997	169,096	7,127,034	112,267,302
5 Year Projected HH	26,670	187,257	7,832,575	117,920,981
HH Growth Rate	6.7%	10.7%	9.9%	5.0%
Business Population	42,677	293,476	9,546,671	163,413,176
Average HH Size	2.3	2.5	2.5	2.7
Homeowners	52.3%	57.9%	61.7%	60.6%
POPULATION				
Median Age	38.5 years	38.3 years	39.4 years	36.3 years
Age: < 5 Years	6.1%	6.2%	6.2%	6.7%
Age: 5 to 14 Years	12.2%	12.6%	12.6%	13.7%
Age: 15 to 17 Years	3.8%	4.2%	4.0%	4.3%
Age: 18 to 24 Years	8.8%	10.3%	9.0%	10.0%
Age: 25 to 34 Years	13.9%	12.0%	12.0%	13.3%
Age: 35 to 44 Years	14.7%	14.1%	14.1%	14.6%
Age: 45 to 54 Years	14.4%	14.7%	13.9%	14.4%
Age: 55 to 64 Years	11.3%	11.6%	11.0%	10.4%
Age: 65+ Years	14.8%	14.2%	17.1%	12.6%
EMPLOYMENT & EDUCATION				
Blue Collar	22.1%	21.2%	20.9%	23.9%
White Collar	57.5%	60.5%	61.3%	60.0%
Service & Farm	20.4%	18.3%	17.8%	16.0%
4+ Years College	21.2%	24.1%	20.4%	22.6%
< 4 Years College	78.8%	75.9%	79.6%	77.4%
INCOME				
Average HH Income	\$55,898	\$61,656	\$62,050	\$65,849
Average Family HH Income	\$65,302	\$70,650	\$71,961	\$75,958
Median HH Income	\$45,038	\$47,164	\$45,096	\$48,775
Per Capita Income	\$24,747	\$24,947	\$24,945	\$25,129
HH Income < \$35,000	36.1%	35.5%	38.6%	35.6%
HH Income < \$50,000	56.9%	53.4%	55.5%	51.3%
HH Income > \$50,000	43.1%	46.6%	44.5%	48.7%
HH Income > \$75,000	21.3%	25.6%	25.3%	29.2%
HH Income > \$100,000	11.5%	14.3%	14.9%	17.5%
HH Income > \$150,000	2.9%	4.8%	5.7%	6.4%
RACE & ETHNICITY				
White	77.1%	82.2%	76.0%	73.3%
Black or African American	12.9%	11.2%	15.2%	12.4%
Asian Pac. Isl.	3.5%	2.2%	2.1%	4.3%
Hispanic or Latino	5.6%	4.0%	19.6%	14.5%



	0 - 5 Miles	0 - 35 Miles	State Index	US Index
Significant Consumer Lifestyles	13.7% Middleburg Managers 11.2% Boomtown Singles 11.3% Sunset City Blues 8.3% Up-and-Comers 7.0% White Picket Fences 7.0% Family Thrifts	5.4% Second City Elite 5.8% Sunset City Blues 6.0% Middleburg Managers 5.0% New Homesteaders 3.5% Boomtown Singles 3.2% Hometown Retired	3.9% Sunset City Blues 3.2% City Roots 2.7% Close-In Couples 3.3% Middleburg Managers 2.2% American Classics 2.3% Hometown Retired	1.2% Second City Elite 1.7% Sunset City Blues 1.9% Middleburg Managers 2.0% New Homesteaders 1.3% Boomtown Singles 1.1% Hometown Retired
Current Year Population	56,908	424,940	NA	NA
5 Year Projected Population	59,826	466,525	NA	NA
Pop Growth Rate	5.1%	9.8%	NA	NA
Current Year Households	24,997	169,096	NA	NA
5 Year Projected HH	26,670	187,257	NA	NA
HH Growth Rate	6.7%	10.7%	NA	NA
Business Population	42,677	293,476	NA	NA
Average HH Size	2.3	2.5	100	95
Homeowners	52.3%	57.9%	94	96
POPULATION				
Median Age	38.5 years	38.3 years	97	105
Age: < 5 Years	6.1%	6.2%	101	93
Age: 5 to 14 Years	12.2%	12.6%	100	92
Age: 15 to 17 Years	3.8%	4.2%	104	97
Age: 18 to 24 Years	8.8%	10.3%	114	102
Age: 25 to 34 Years	13.9%	12.0%	100	91
Age: 35 to 44 Years	14.7%	14.1%	100	96
Age: 45 to 54 Years	14.4%	14.7%	106	103
Age: 55 to 64 Years	11.3%	11.6%	105	112
Age: 65+ Years	14.8%	14.2%	83	112
EMPLOYMENT & EDUCATION				
Blue Collar	22.1%	21.2%	102	89
White Collar	57.5%	60.5%	99	101
Service & Farm	20.4%	18.3%	103	114
4+ Years College	21.2%	24.1%	118	107
< 4 Years College	78.8%	75.9%	95	98
INCOME				
Average HH Income	\$55,898	\$61,656	99	94
Average Family HH Income	\$65,302	\$70,650	98	93
Median HH Income	\$45,038	\$47,164	105	97
Per Capita Income	\$24,747	\$24,947	100	99
HH Income < \$35,000	36.1%	35.5%	92	100
HH Income < \$50,000	56.9%	53.4%	96	104
HH Income > \$50,000	43.1%	46.6%	105	96
HH Income > \$75,000	21.3%	25.6%	101	87
HH Income > \$100,000	11.5%	14.3%	96	82
HH Income > \$150,000	2.9%	4.8%	85	75
RACE & ETHNICITY				
White	77.1%	82.2%	108	112
Black or African American	12.9%	11.2%	74	90
Asian Pac. Isl.	3.5%	2.2%	106	51
Hispanic or Latino	5.6%	4.0%	20	27

First row shows significant lifestyles using percent, other rows show raw data values on the trade area and index values for state and US



Significant Consumer Lifestyle Profile (0 - 5 Miles)

Cluster Name	Middleburg Managers	Boomtown Singles	Sunset CityBlues
Income Class	Midscale	Lower Middle	Lower Middle
% of Total Households	13.7 %	11.2 %	11.3 %
Predominant Characteristics	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Middle income young singles Young professionals and techies Live in fast growing smaller cities Live in multi-unit rentals	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.
Ethnic Diversity	White	White, African-American, Asian	White
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Renters Multi-Unit 2-9 and 10+	Owners Single Unit
Predominant Ages	45 to 64	45 & Under	65+
Education	College	Some College	Some College
Employment	Professional / White-Collar	White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Midscale / \$34,365	Lower Middle / \$42,732	Lower Middle / \$37,851
Lifestyle Traits	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara	Buy alternative music Play soccer Read Muscle & Fitness Watch MTV Drive a Subaru Legacy	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra
Cluster Name	Up-and-Comers	White Picket Fences	Family Thrifts
Income Class	Midscale	Midscale	Downscale
% of Total Households	8.3 %	7.0 %	7.0 %
Predominant Characteristics	Mobile twentysomethings Young, midscale singles before they marry A disproportionate number of recent college graduates Into athletic activities, the latest technology and nightlife entertainment	Midscale families in midsize towns Just above the U.S. median household income Enjoy fast food, sports, outdoors and watching TV Live in family neighborhoods with many married couples	Young, ethnically diverse parents Lots of children Work entry-level service jobs Apartment-filled neighborhoods
Ethnic Diversity	White, Asian, Hispanic	White, African-American, Asian, Hispanic	White, African-American, Hispanic
Family Type	Singles / Couples	Couples / Families	Families
Key Housing Type	Renters Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes
Predominant Ages	25 to 44	25 to 44	45 & Under
Education	College	Some College	High School
Employment	Professional, White-Collar	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service, Farming
Median Income	Midscale / \$52,863	Midscale / \$49,545	Downscale / \$34,138
Lifestyle Traits	Use Internet for job search Shop at Ann Taylor Read Shape Magazine Watch MTV Drive a Mitsubishi Eclipse	Eat at fast food picked by kids Do home remodeling projects Read Baby magazines Watch ESPN Classic Drive a Ford Excursion	Buy children's toys Buy contemp. Christian music Read Parenting Magazine Watch soap operas Drive a Toyota Echo



Significant Consumer Lifestyle Profile (0 - 35 Miles)

Cluster Name	Second CityElite	Sunset CityBlues	Middleburg Managers
Income Class	Upscale	Lower Middle	Midscale
% of Total Households	5.4 %	5.8 %	6.0 %
Predominant Characteristics	Prosperous executives Movers & Shakers More than half hold college degrees Decorate their \$200,000 homes with many computers, large-screen tvs and wine collections	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes
Ethnic Diversity	White	White	White
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Owners Single Unit
Predominant Ages	45 to 64	65+	45 to 64
Education	College+	Some College	College
Employment	Professional, White-Collar	Blue-Collar, White-Collar, Service	Professional / White-Collar
Median Income	Upscale / \$69,380	Lower Middle / \$37,851	Midscale / \$34,365
Lifestyle Traits	Own home exercise equipment Travel domestically by plane Read Travel & Leisure Watch Wall Street Week Drive a Chrysler 300M	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara
Cluster Name	New Homesteaders	Boomtown Singles	Hometown Retired
Income Class	Midscale	Lower Middle	Downscale
% of Total Households	5.0 %	3.5 %	3.2 %
Predominant Characteristics	Young middle-class families Most educated of the clusters in Exurban Blues Professional and executives work in local service fields Dual-income couples with comfortable, child-centered lifestyles	Middle income young singles Young professionals and techies Live in fast growing smaller cities Live in multi-unit rentals	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958
Ethnic Diversity	White	White, African-American, Asian	White, African-American, Hispanic
Family Type	Families	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Renters Multi-Unit 2-9 and 10+	Renters Multi-Unit 2-9 and 10+, Mobile Homes
Predominant Ages	25 to 44	45 & Under	65+
Education	Some College	Some College	High School
Employment	White-Collar, Blue-Collar	White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Midscale / \$57,042	Lower Middle / \$42,732	Downscale / \$27,581
Lifestyle Traits	Buy toys by mail and phone Play volleyball Read Woman's World Watch Wonderful World Disney Drive a Ford Windstar	Buy alternative music Play soccer Read Muscle & Fitness Watch MTV Drive a Subaru Legacy	Buy cookbooks Belong to a fraternal order Use Yellow Pages Watch CBS Evening News Sun Drive a Chevrolet S10 Pickup



Significant Consumer Lifestyle Profile (State Index)

Cluster Name	Sunset CityBlues	CityRoots	Close-In Couples
Income Class	Lower Middle	Downscale	Lower Middle
% of Total Households	3.9%	3.2%	2.7%
Predominant Characteristics	Empty nests in aging industrial cities Ending their careers in blue-collar occupations, ready to retire Have a lower cost of living Tend to own their homes but have modest educations and incomes.	Lower-income retirees More than a third are African-American and Hispanic Often widows and widowers living on fixed incomes Older homes and duplexes they own	Older couples living in older homes in mid-sized metros 55-year-old-plus empty nesters Enjoying secure and comfortable retirements Older city neighborhoods
Ethnic Diversity	White	African-American, Hispanic	White, African-American, Asian, Hispanic
Family Type	Singles / Couples	Singles / Couples	Couples
Key Housing Type	Owners Single Unit	Owners	Owners Single Unit
Predominant Ages	65+	65+	55+
Education	Some College	Elementary / Some High School	High School
Employment	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service	White-Collar, Service
Median Income	Lower Middle / \$37,851	Downscale / \$23,301	Lower Middle / \$39,220
Lifestyle Traits	Collect coins Eat at Olive Garden Read Mature market mags Watch Wheel of Fortune Drive a Nissan Sentra	Use flea/tick products Eat at IHOP Read Jet Magazine Watch NBC Sun Night Movie Drive a Hyundai Accent	Go dancing monthly Take a cruise Read Prevention Magazine Watch Court TV Drive a Toyota Camry
Cluster Name	Middleburg Managers	American Classics	Hometown Retired
Income Class	Midscale	Lower Middle	Downscale
% of Total Households	3.3%	2.2%	2.3%
Predominant Characteristics	Mid-level white-collar couples Above average incomes Half post-child, half pre-child Comfortable retirements and older homes	Older, lower-middle class and retirees Predominantly white singles and couples Comfortable lifestyle High percentage of home owners	Low-income, older singles and couples Get by on social security and modest pensions Ranks third in singles Half of their homes were built before 1958
Ethnic Diversity	White	White	White, African-American, Hispanic
Family Type	Singles / Couples	Singles / Couples	Singles / Couples
Key Housing Type	Owners Single Unit	Owners Single Unit	Renters Multi-Unit 2-9 and 10+, Mobile Homes
Predominant Ages	45 to 64	65+	65+
Education	College	High School	High School
Employment	Professional / White-Collar	Blue-Collar, White-Collar, Service	Blue-Collar, White-Collar, Service
Median Income	Midscale / \$34,365	Lower Middle / \$28,460	Downscale / \$27,581
Lifestyle Traits	Play musical instruments Go bird watching Read Mature market mags Watch U.S. Senior Open (golf) Drive a Toyota Solara	Do woodworking Belong to a fraternal order Listen to adults standards radio Watch Game Show Network Drive a Toyota Camry	Buy cookbooks Belong to a fraternal order Use Yellow Pages Watch CBS Evening News Sun Drive a Chevrolet S10 Pickup



Lifestyle Groups

	Trade Area	US	US Index
Second City Elite	5.4%	1.2%	460
Sunset City Blues	5.8%	1.7%	347
Middleburg Managers	6.0%	1.9%	327
New Homesteaders	5.0%	2.0%	249
Boomtown Singles	3.5%	1.3%	273
Hometown Retired	3.2%	1.1%	291
Upward Bound	3.6%	1.6%	223
White Picket Fences	3.1%	1.3%	246
Kid Country, USA	3.1%	1.3%	233
Big Fish, Small Pond	4.2%	2.3%	186
Red, White & Blues	3.1%	1.3%	233
Family Thrifts	3.5%	1.7%	204
Up-and-Comers	2.4%	1.2%	199
Park Bench Seniors	2.0%	1.1%	190
Traditional Times	3.9%	2.8%	138
Heartlanders	3.0%	2.0%	151
Brite Lites, Li'l City	2.4%	1.5%	161
Mayberry-ville	3.4%	2.5%	139
Old Milltowns	2.4%	1.6%	149
Greenbelt Sports	2.2%	1.4%	151
City Startups	1.8%	1.1%	161
Crossroads Villagers	2.8%	2.1%	134
Country Casuals	2.2%	1.6%	137
Fast-Track Families	2.3%	1.7%	134
Upper Crust	0.4%	1.5%	28



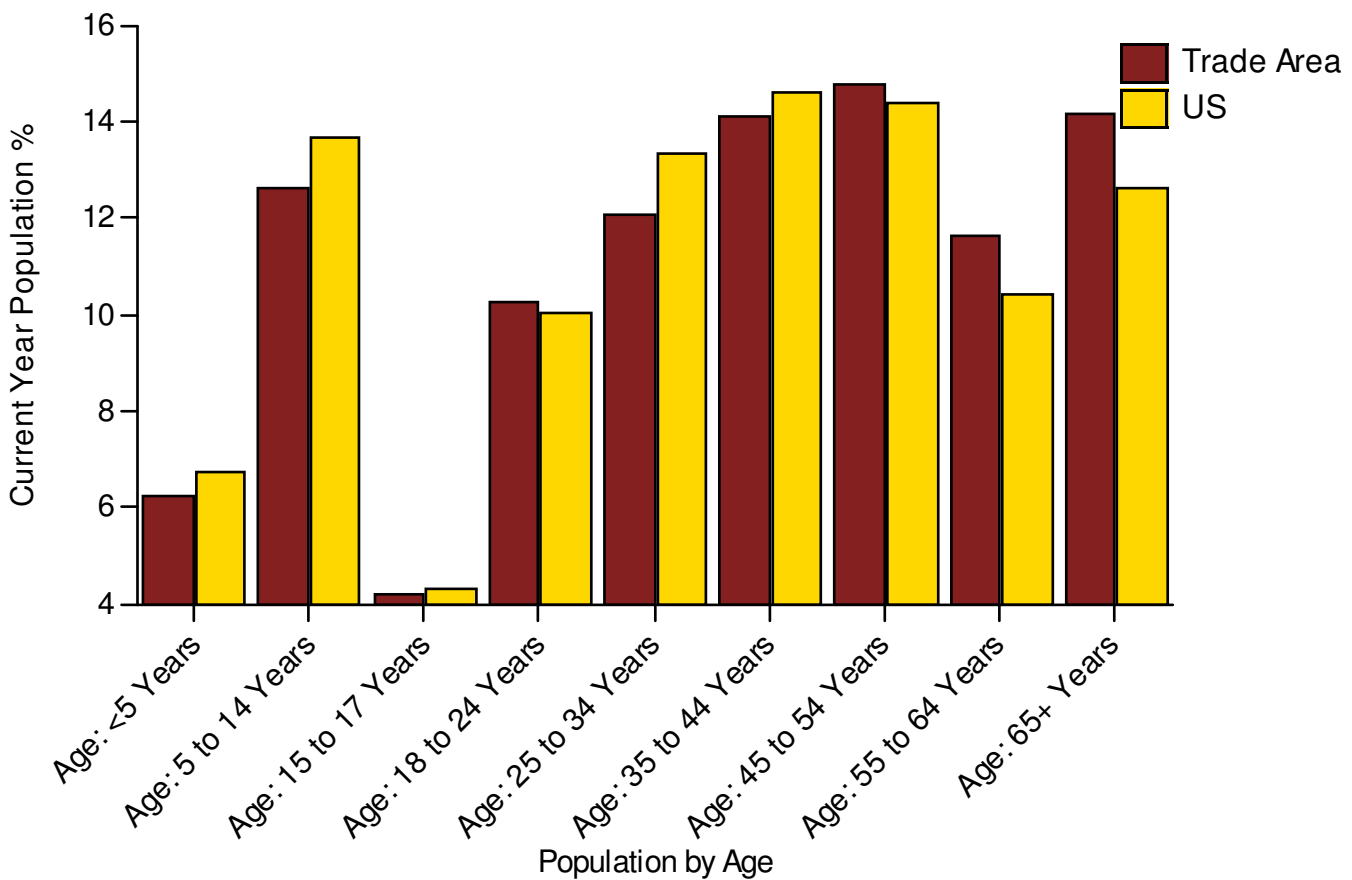
Characteristic Indicators

	Trade Area	US	US Index
White	82.2%	73.3%	112
Some Other Race	1.1%	6.3%	18
Older than 65	14.2%	12.6%	112
Asian	2.1%	4.2%	50
55 to 64 Years	11.6%	10.4%	112
25 to 34 Years	12.0%	13.3%	91
Black or African American	11.2%	12.4%	90
Male : Older than 65	6.3%	5.3%	120
5 to 14 Years	12.6%	13.7%	92
Female : 25 to 34 Years	5.7%	6.5%	88



Population By Age

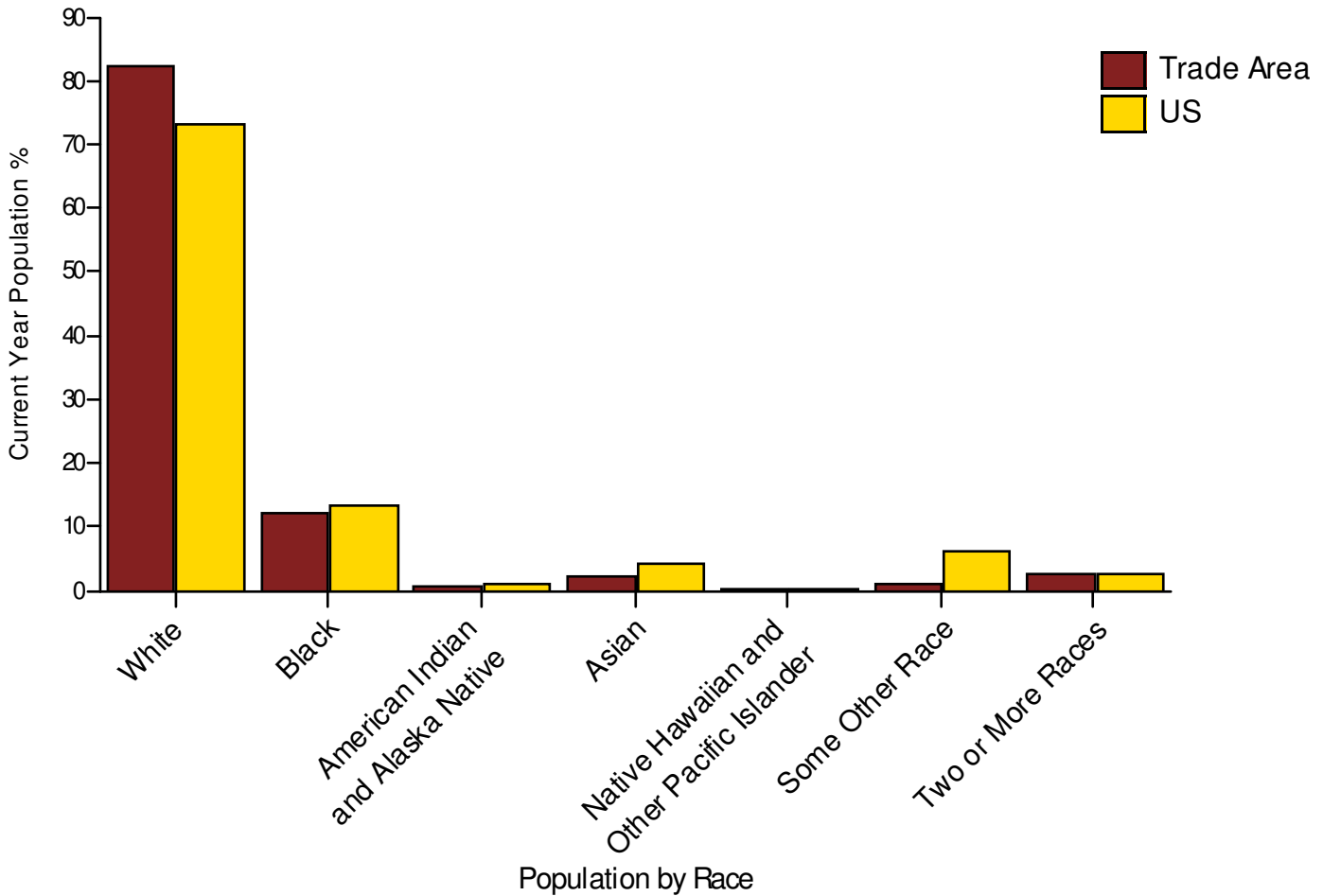
	0 - 5 Miles	0 - 35 Miles	State	State Index	US	US Index
Age: <5 Years	6.09%	6.25%	6.20%	101	6.73%	93
Age: 5 to 14 Years	12.24%	12.60%	12.59%	100	13.66%	92
Age: 15 to 17 Years	3.85%	4.22%	4.04%	104	4.33%	97
Age: 18 to 24 Years	8.77%	10.26%	9.03%	114	10.01%	102
Age: 25 to 34 Years	13.86%	12.05%	12.01%	100	13.31%	91
Age: 35 to 44 Years	14.66%	14.08%	14.06%	100	14.60%	96
Age: 45 to 54 Years	14.44%	14.74%	13.91%	106	14.35%	103
Age: 55 to 64 Years	11.26%	11.65%	11.05%	105	10.41%	112
Age: 65+ Years	14.82%	14.16%	17.12%	83	12.60%	112





Population By Race

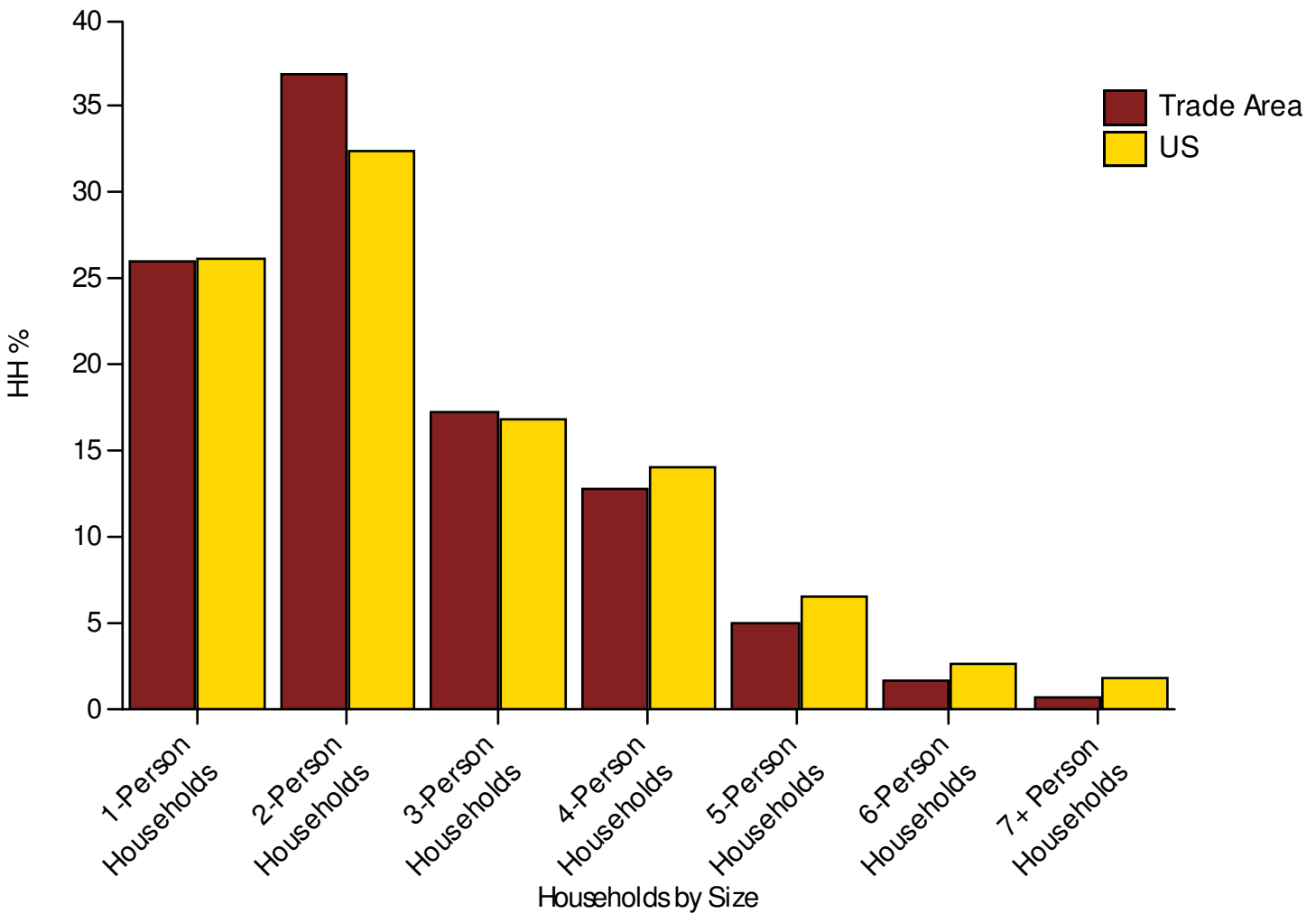
	0 - 5 Miles	0 - 35 Miles	State	State Index	US	US Index
White	77.07%	82.15%	75.96%	108	73.33%	112
Black or African American	12.92%	11.15%	15.17%	74	12.40%	90
American Indian and Alaska Native	0.44%	0.58%	0.36%	161	0.91%	64
Asian	3.42%	2.12%	2.01%	105	4.19%	50
Native Hawaiian and Other Pacific Islander	0.10%	0.09%	0.07%	131	0.16%	57
Some Other Race	1.60%	1.15%	3.68%	31	6.27%	18
Two or More Races	4.44%	2.76%	2.76%	100	2.74%	101





Households By Size

	0 - 5 Miles	0 - 35 Miles	State	State Index	US	US Index
1-Person Households	31.28%	26.04%	26.78%	97	26.19%	99
2-Person Households	36.95%	36.91%	36.59%	101	32.44%	114
3-Person Households	16.13%	17.21%	15.54%	111	16.74%	103
4-Person Households	10.10%	12.69%	12.11%	105	13.96%	91
5-Person Households	3.75%	4.99%	5.54%	90	6.46%	77
6-Person Households	1.30%	1.55%	2.14%	72	2.53%	61
7+ Person Households	0.48%	0.61%	1.30%	47	1.68%	36





Households By Income

	0 - 5 Miles	0 - 35 Miles	State	State	US	US Index
Current Year Households	24,997	169,096	7,127,034	NA	112,267,302	NA
Average HH Income	55,898.21	61,656.31	62,050.25	99	65,848.62	94
Household Income < \$35,000	36.10%	35.54%	38.63%	92	35.57%	100
Household Income < \$50,000	56.87%	53.37%	55.52%	96	51.28%	104
Household Income > \$50,000	43.13%	46.63%	44.48%	105	48.72%	96
Household Income > \$75,000	21.32%	25.55%	25.27%	101	29.23%	87
Household Income > \$100,000	11.50%	14.28%	14.86%	96	17.47%	82
Household Income > \$150,000	2.94%	4.82%	5.66%	85	6.44%	75

