

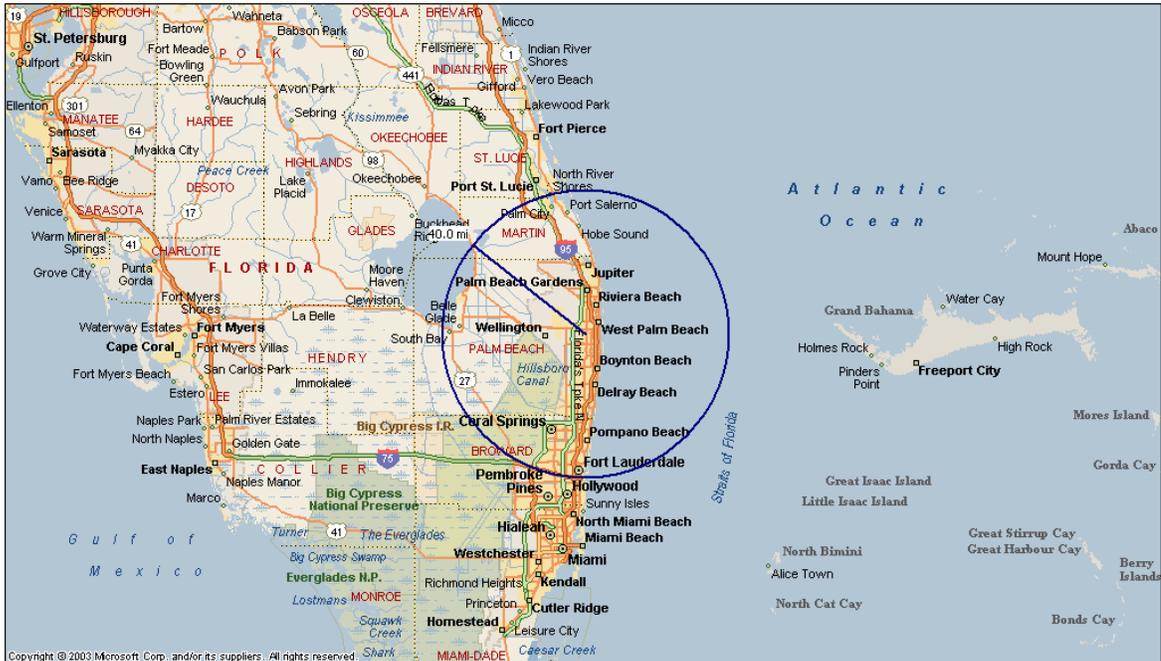
RETAIL MARKET STUDY
PALM BEACH URBAN REDEVELOPMENT AREA

Prepared For:
TREASURE COAST REGIONAL PLANNING COUNCIL
301 East Ocean Boulevard, Suite 300
Stuart, Florida 34994

Prepared By:
GIBBS PLANNING GROUP, Inc.
330 E. Maple Street No. 310
Birmingham, Michigan 48009

February 8, 2007
(Revised)

INTRODUCTION



Executive Summary

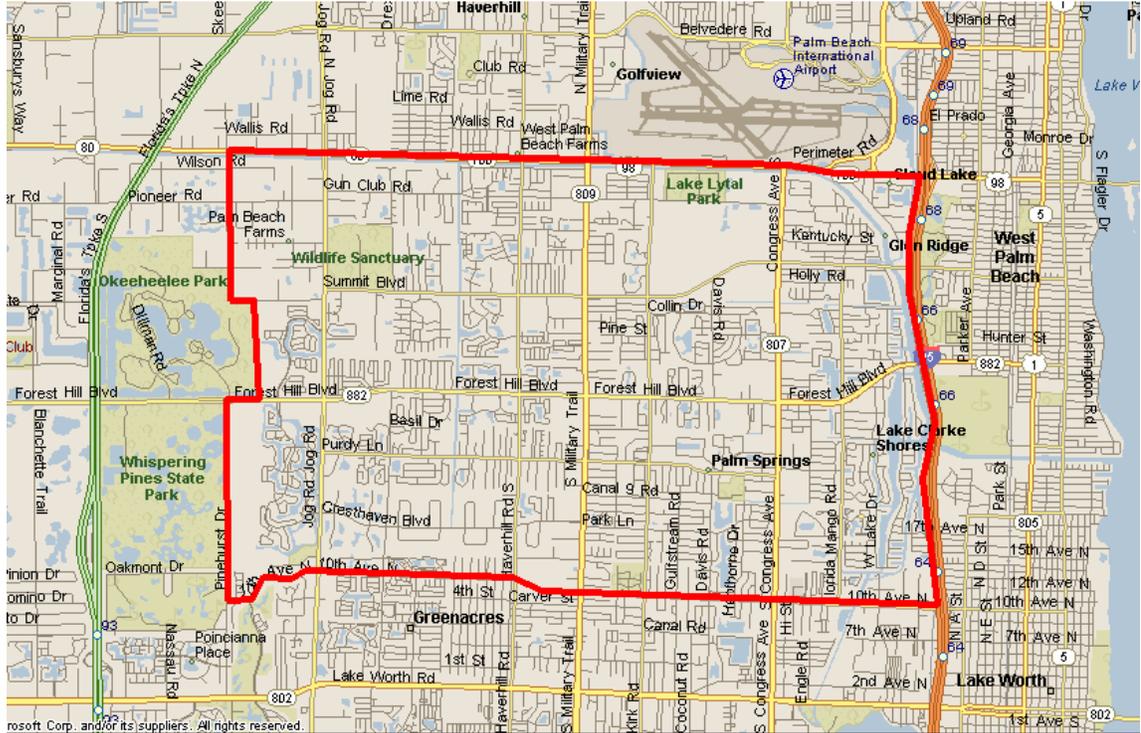
Surrounded by the most desirable communities in southeastern Florida, the Palm Beach Urban Redevelopment Area (URA) has the potential to redevelop a significant amount of its existing older shopping centers. The 16 square mile area has excellent vehicular access and numerous older shopping centers that are underserving the market. As a result, many of the URA's residents travel a considerable distance for many of their retail goods and services.

The URA is also bookended by the region's major highways I-95 and the Florida Turnpike. Almost 89,000 persons earning a median household income of \$42,750 presently live within the area's primary trade area. Over 10% of the trade area households earn over \$100,000. The site also enjoys a strong employment base of 41,000 workers, including a regional airport.

As a result, Gibbs Planning Group, Inc. (GPG) finds that approximately 500,000-800,000 square feet of moderately priced community retail space will be supportable within the URA by 2008, potentially yielding \$120 million to \$200 million in annual sales.

Background

GPG has been retained by Treasure Coast Regional Planning Council to conduct a retail analysis for the area southwest of West Palm Beach, Florida. The URA is located south of Route 98 and north of 10th Avenue, between Interstate 95 to the east and Pinehurst Drive to the west.



The scope of the project is as follows:

- What is the existing and planned retail market in the greater West Palm Beach area?
- What is the potential trade area that is served by retail in the Study Area?
- What are the current and projected trade area population and demographic characteristics?
- What is the current and projected growth for retail expenditures for 2008 to 2011?
- What type of retail is supportable and should be attracted to the Study Area to best serve the growing population base? What are their anticipated sales volumes in 2008 and 2011?

Methodology

To address the above issues, GPG participated in a five day planning charrette in West Palm County and conducted an evaluation of most major existing and planned shopping centers and retail concentrations in and surrounding the defined trade area. This evaluation was conducted during the week of September 18, 2006. During this evaluation, GPG thoroughly drove the market and visited and conducted a review of most major existing retail concentrations in the area.

The URA was visited during the daytime and the evening, to gain a qualitative understanding of the retail gravitational patterns and traffic patterns throughout the study area. We then defined a trade area that serves the existing retail in the market based on the field evaluation and the retail gravitation in the market, as well as our experience defining trade areas for similar developments throughout the United States. Population and demographic characteristics of trade area residents were collected by census tracts from national sources and updated based on information gathered from various local sources, including the Palm Beach County Planning Department.

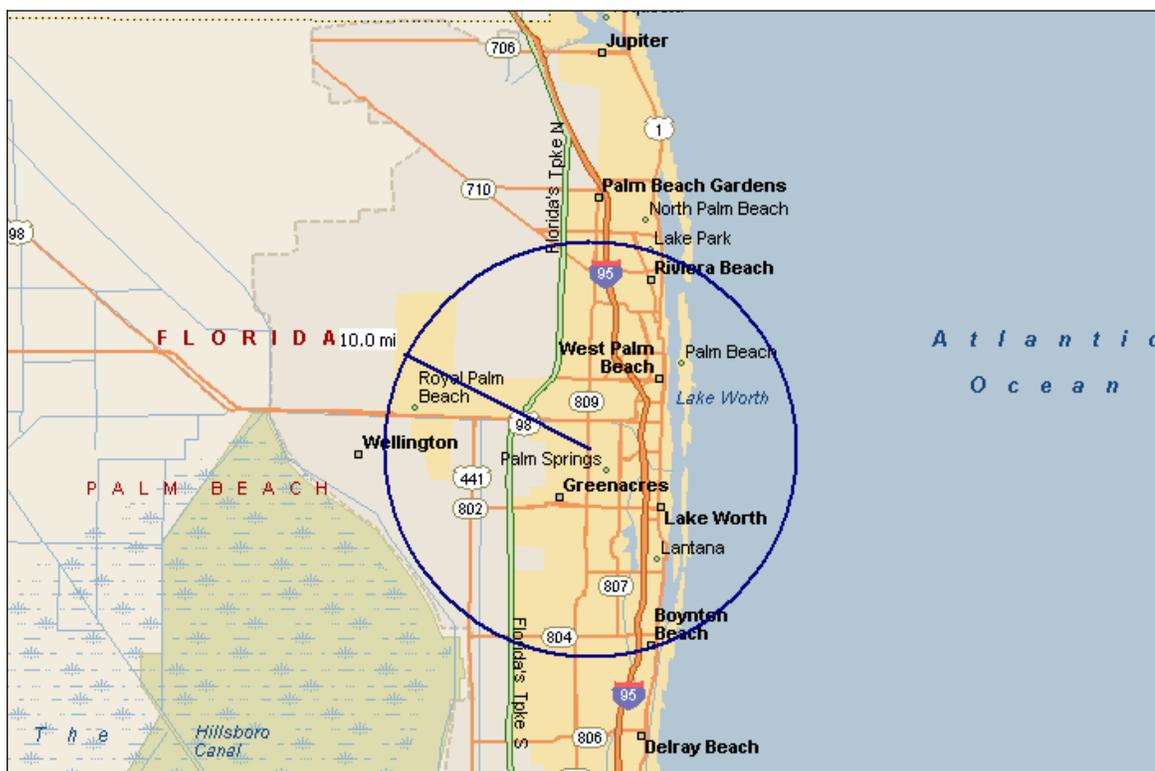
Finally, based on the population and demographic characteristics of the URA trade area, existing and known planned retail competition, and traffic and retail gravitational patterns, GPG developed our qualitative assessment for the URA metropolitan market.

For the purposes of this study GPG has assumed the following:

- No other major retail centers are planned or proposed within the URA study area at this time and, as such, no other retail is assumed in our sales forecasts.
- No other major retail will be developed within five miles of the URA.
- Each development site is properly zoned and can support commercial development and will have curb-cuts as shown in the proposed master plan.
- The region's economy will continue at normal or above normal ranges of employment, inflation, retail demand and growth.
- Any new development will be planned, designed, built and managed as a walkable town center, to the best practices of The American Planning Association, The Congress for the New

Urbanism, The International Council of Shopping Centers and The Urban Land Institute.

- Parking for any new development will be assumed adequate for the proposed uses, with easy access to the retailers in the development. An overall parking ratio of 4.5 cars per 1000 square feet gross, or higher, is anticipated for this town center.
- Visibility of any new retail is also assumed to be very good, with signage as required to assure good visibility of the retailers.
- Any new development will open with a sustainable amount of retail and anchor tenants, at planned intervals and per industry standards.



Limits of Study

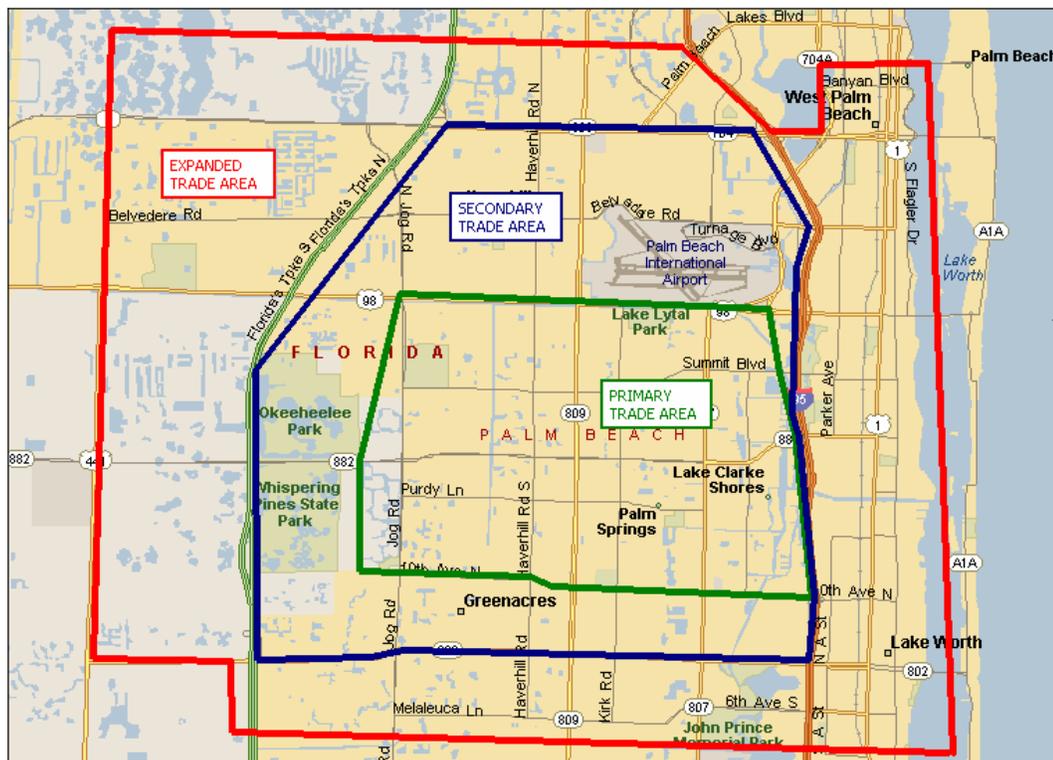
The findings of this study represent GPG's best estimates for the amounts and types of retail tenants that should be supportable at the subject site by 2008-2011. Every reasonable effort has been made to ensure that the data contained in this study reflect the most accurate and timely information possible and are believed to be reliable. This study is based on estimates, assumptions, and other information developed by GPG independent research efforts, general knowledge of the industry, and consultations with the client and its representatives. No

responsibility is assumed for inaccuracies in reporting by the client, its agent and representatives or in any other data source used in preparing or presenting this study. This report is based on information that was current as of June 2006, and GPG has not undertaken any update of its research effort since such date.

This report may contain estimated prospective financial information, estimates, or opinions that represent GPG's view of reasonable expectations at a particular time, but such information, estimates, or opinions are not offered as predictions or assurances that a particular level of income or profit will be achieved, that particular events will occur, or that a particular price will be offered or accepted. Actual results achieved during the period covered by our prospective financial analysis may vary from those described in our report, and the variations may be material. Therefore, no warranty or representation is made by GPG that any of the projected values or results contained in this study will be achieved.

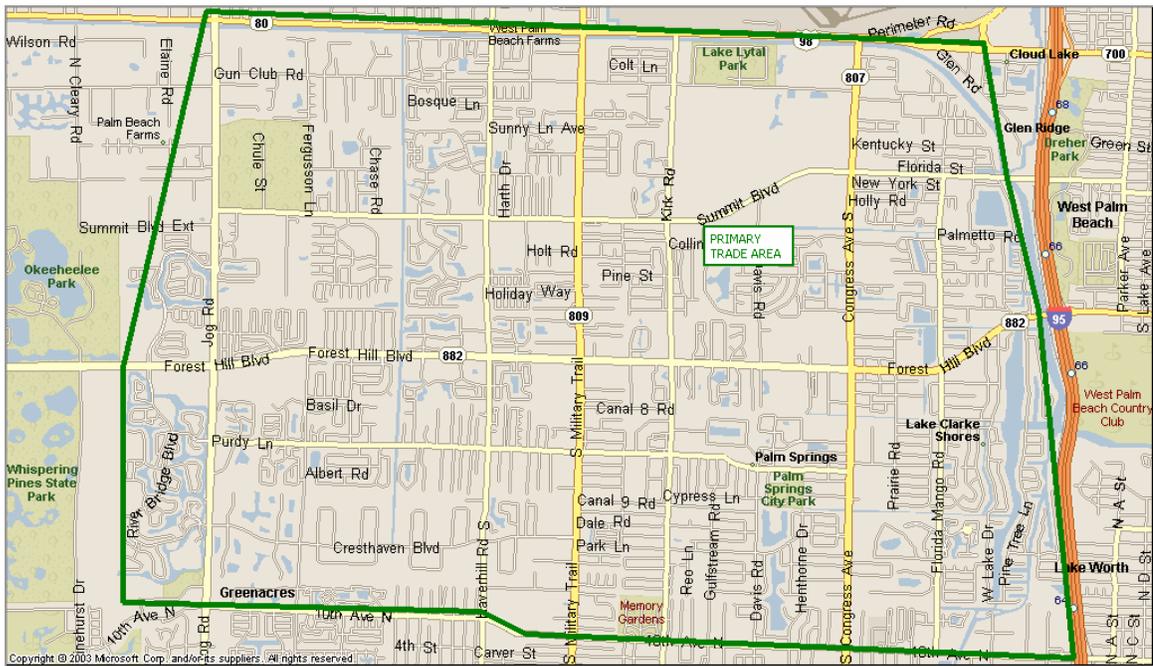
This study **should not** be the sole basis for programming, planning, designing, financing or development of a commercial center. This study is intended for general master planning purposes only and is void for other site locations or developers.

Trade Area



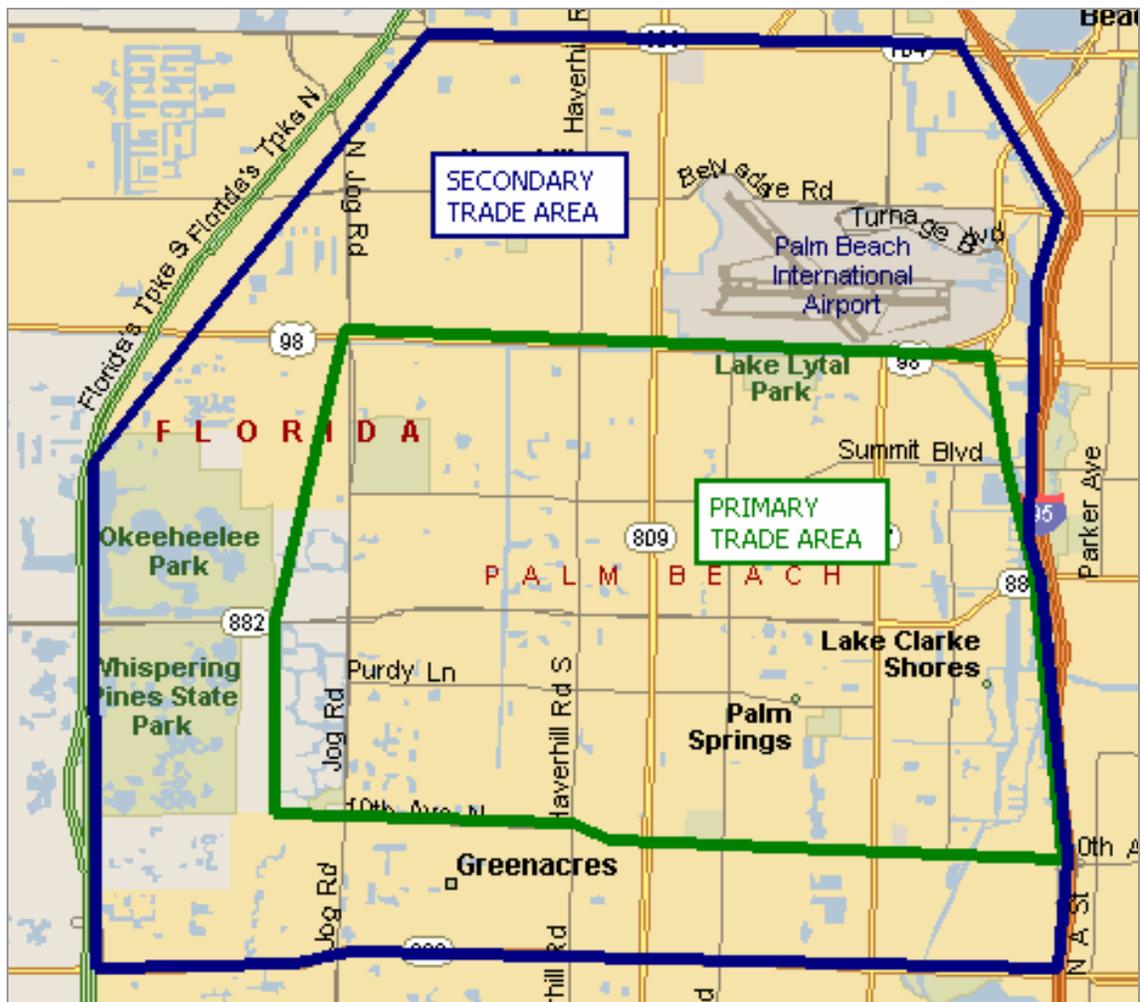
Based on GPG's field evaluation, the retail gravitation in the market, and our experience defining trade areas for similar developments throughout the United States, it was determined that retail in the Study Area currently has, and should continue to primarily have, GPG defined a regional-oriented trade area (primary) as well as a slightly larger secondary trade area that would serve the households located near the site.

The primary trade area will account for 60% of the total sales of the retailers in the project. Consumers from the larger secondary trade area shop in the area on a less frequent basis and will account for 25% of the retail sales.



The primary trade area (shown in green above) is approximately delineated by the following boundaries:

- North to State Highway 98.
- East to Interstate 95.
- South to 10th Avenue North.
- West to Whispering Pines State Park up to North Jog Road.



The secondary trade area (outlined in blue above) extends further north to State Highway 704, east to Interstate 95, south to State Highway 802 and west to Florida Turnpike.

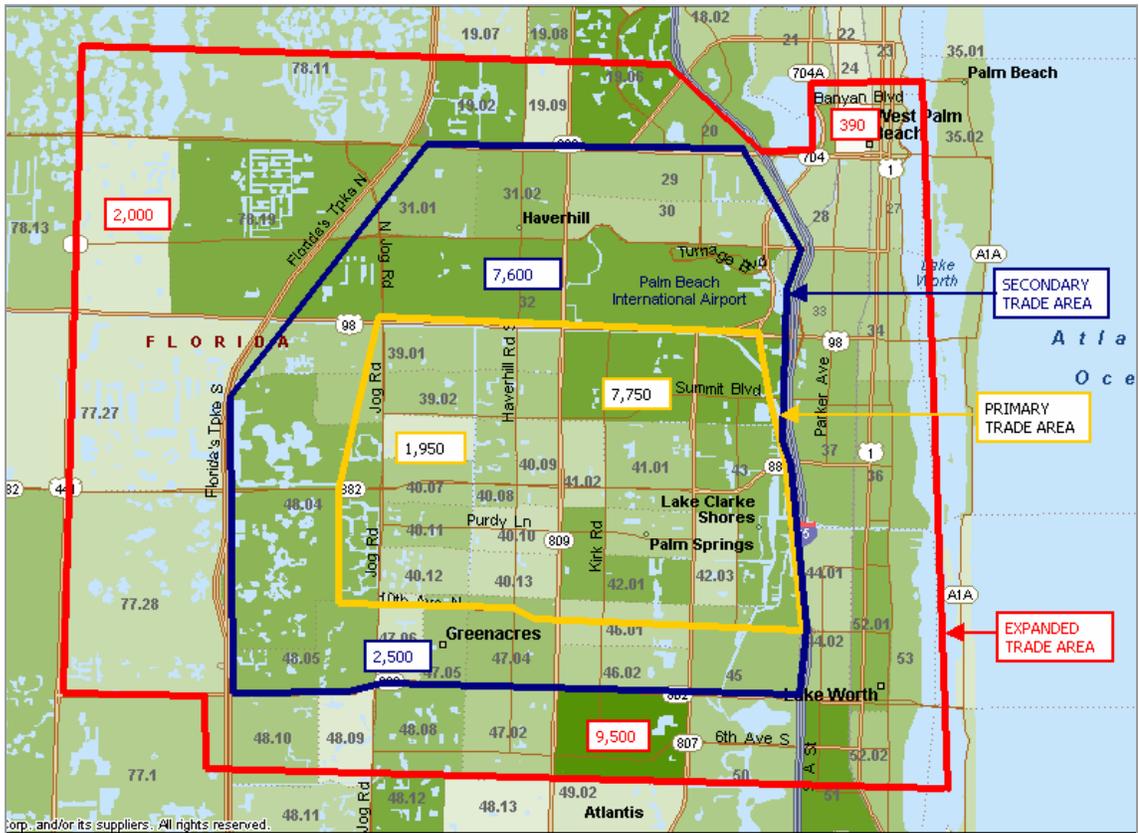
Demographic Characteristics

Using data from ESRI (Environmental Systems Research Institute), GPG obtained the population and demographic characteristics for the defined trade area.

The primary trade area has an estimated 2006 population of 88,900 persons, which is projected to grow to 98,000 persons by 2011, a 9 % projected increase over the five-year period.

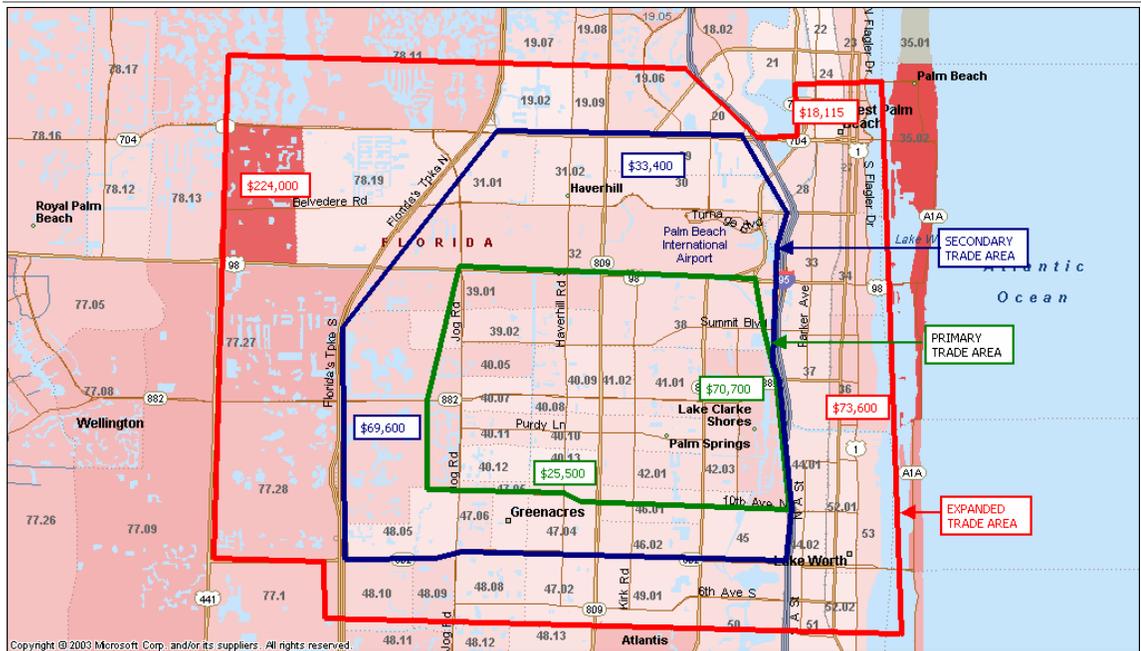
The secondary trade area adds an additional 58,615 persons to the population base, for a total trade area population of 147,515 persons,

which is projected to grow to 162,000 persons by 2011 (296,900 expanded trade area), a 9.5 % increase over the five-year period.



The number of households in the primary trade area, currently estimated at 35,600, is projected to increase to 39,070 households by 2011, a 9.5 % increase. The secondary trade area's household base is currently estimated at 57,450, which is projected to grow to 62,860 households by 2011, a 9 % increase over the five-year period.

Household incomes in the market are very strong. As shown on the map below, the median household incomes currently in the primary trade area (\$42,735) are only slightly higher than those found in the secondary trade area (\$41,000), while the average household income is \$55,150 in the primary trade area, compared to \$52,800 in the secondary trade area. Over 10 % of the households in the primary trade area report income levels above \$100,000.



The median age within the market is older. The primary trade area is slightly older (38.7) than found in the secondary trade area (37.6 years) but younger than the expanded trade area (39.2 years). The primary trade area workforce consists of 53.4 % white-collar, which is higher in comparison to the secondary trade area (50.1 %) and total trade area (51.4%).

Persons per household in the area are average, with the primary trade area reporting 2.45 persons. The secondary and total trade areas report higher persons per household of 2.53 and 2.45 persons.

The following table presents and compares the demographic characteristics found in the defined trade areas:

Characteristics	Primary Trade Area	Secondary Trade Area	Expanded Trade Area
2006 Population	88,900	147,500	271,010
2011 Population	98,000	162,000	296,900
2006-2011 Projected Annual Growth	1.9 %	1.89 %	1.84 %
2006 Median Household Income	\$42,750	\$41,000	\$40,825
2006 Per Capita Income	\$22,365	\$20,900	\$22,770
% Households with incomes \$100,000 or higher	10.8%	9.7%	11.9%
% White	76%	72%	72%
% Hispanic Ethnicity	34.5%	34%	32.7%
Persons Per Household	2.45	2.53	2.45
Median Age	38.7	37.6	39.2
% White-Collar Employed	53.4%	50.1%	51.4%

STUDY AREA CHARACTERISTICS

Location

The Study Area is located in the desirable north-eastern portion of Palm Beach County.

Access

Regional access to the study area is above average with Interstate 95 on the east and the Florida Turnpike on the west, and State Highways 98 and 882 bisecting the site.

SUMMARY OF FINDINGS

As a result of GPG's qualitative analysis, this summary finds that the retail component within the URA study area has an opportunity to support the limited redevelopment of most of the existing older shopping centers within the study area.

It is GPG's opinion that approximately 500,000 – 800,000 square feet of existing retail space will be redeveloped within the URA by 2008, with retailers such as JC Penney, Target, Sports Authority, Bealls, Kohl's, Old Navy, Men's Warehouse, Syms, Avenue, Ross, Mervyn's, Dress Barn, Payless Shoes, Dollar Store, PetSmart, Marshall's, TJ Maxx, Burlington, Lowe's Home Improvement and Home Depot. Existing and local businesses should be encouraged to remain.

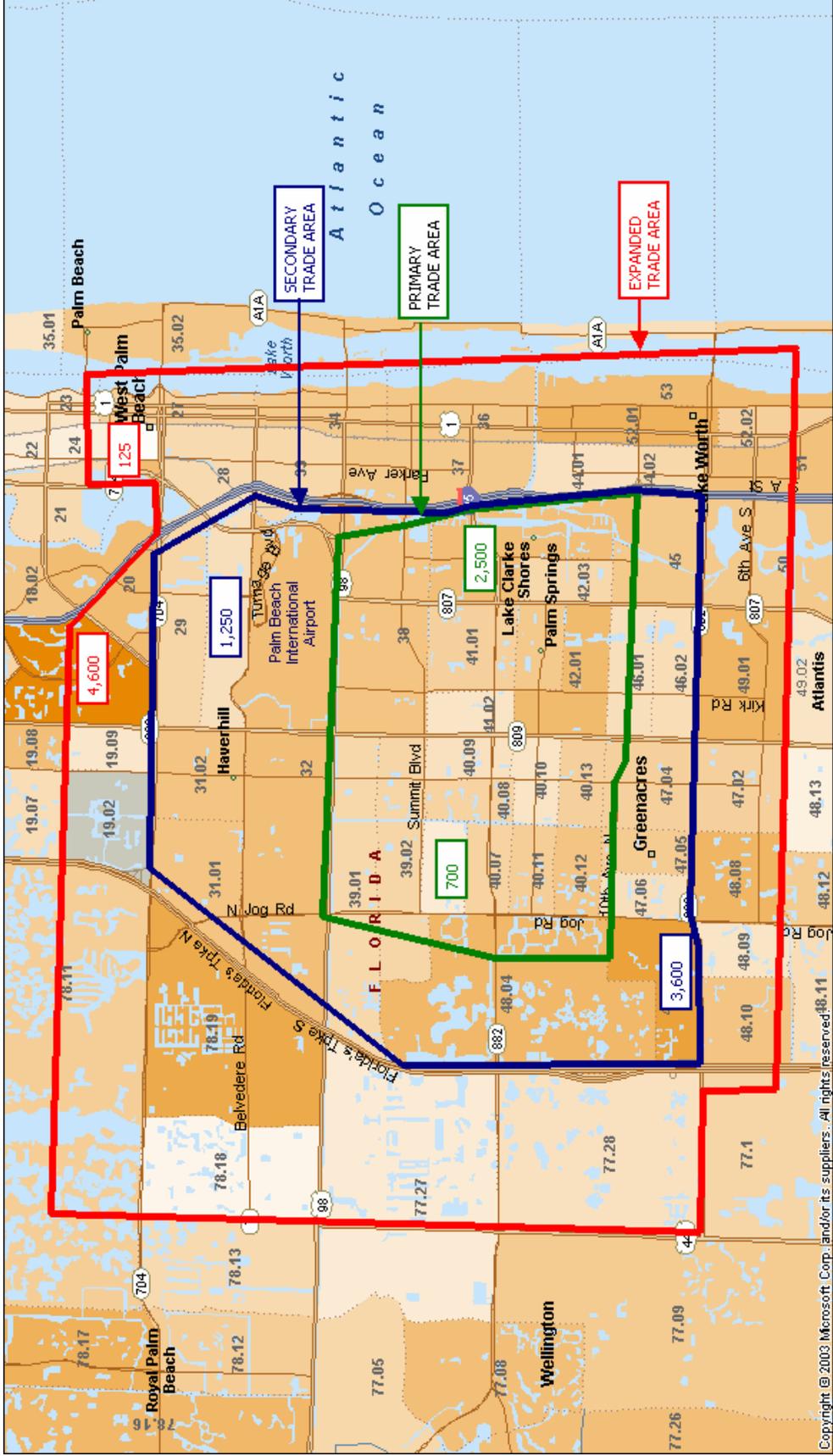
In addition, the URA can support up to 60,000 square feet of restaurants including local, ethnic and moderate national chains.

Please refer to the appendix for a complete recommended and supportable retail mix table for the study area.

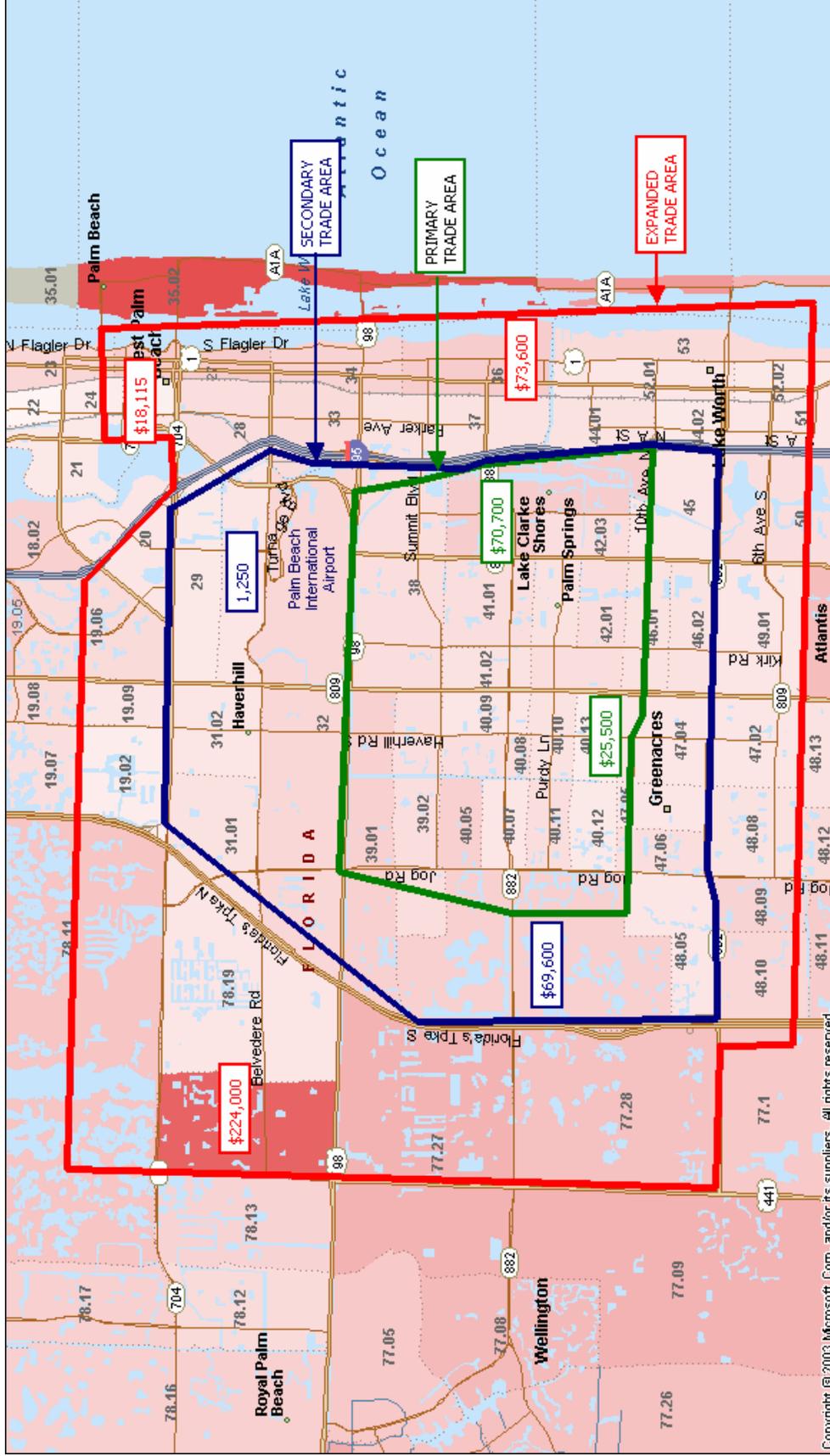
The retailers at the site should be unique in appeal and, as such, we have recommended both local and national retail tenants for apparel and restaurants. The local and ethnic retailers/restaurants can be existing retailers and restaurants in nearby communities that are currently operating space in the greater Palm Beach market.

-- END OF REPORT --

Palm Beach County Households Map



Palm Beach County Average Household Income Map



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Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Area: 1

Site Type: Hand-drawn Shape

Summary	2000	2006	2011
Population	239,938	271,010	296,888
Households	97,287	108,260	118,077
Families	58,729	62,803	66,846
Average Household Size	2.41	2.45	2.46
Owner Occupied HUs	63,303	72,822	80,143
Renter Occupied HUs	33,984	35,439	37,934
Median Age	37.3	39.2	40.4

Trends: 2006-2011 Annual Rate	Area	State	National
Population	1.84%	2.46%	1.30%
Households	1.75%	2.5%	1.33%
Families	1.26%	2.17%	1.08%
Owner HHs	1.93%	2.7%	1.41%
Median Household Income	2.76%	3%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	17,154	17.6%	15,498	14.3%	14,271	12.1%
\$15,000 - \$24,999	16,631	17.1%	14,651	13.5%	12,938	11.0%
\$25,000 - \$34,999	15,639	16.1%	15,023	13.9%	14,880	12.6%
\$35,000 - \$49,999	17,812	18.3%	19,951	18.4%	20,470	17.3%
\$50,000 - \$74,999	16,747	17.2%	20,810	19.2%	23,382	19.8%
\$75,000 - \$99,999	6,424	6.6%	9,325	8.6%	12,600	10.7%
\$100,000 - \$149,999	4,496	4.6%	8,811	8.1%	12,231	10.4%
\$150,000 - \$199,999	1,001	1.0%	1,773	1.6%	3,643	3.1%
\$200,000+	1,351	1.4%	2,419	2.2%	3,660	3.1%
Median Household Income	\$34,415		\$40,822		\$46,785	
Average Household Income	\$45,856		\$56,222		\$66,668	
Per Capita Income	\$18,925		\$22,770		\$26,821	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,442	6.4%	17,194	6.3%	19,039	6.4%
5 - 9	15,401	6.4%	16,193	6.0%	17,032	5.7%
10 - 14	14,689	6.1%	16,175	6.0%	17,338	5.8%
15 - 19	14,325	6.0%	16,822	6.2%	17,430	5.9%
20 - 24	15,628	6.5%	17,934	6.6%	20,911	7.0%
25 - 34	35,639	14.9%	35,848	13.2%	37,483	12.6%
35 - 44	36,935	15.4%	38,391	14.2%	37,454	12.6%
45 - 54	27,622	11.5%	35,440	13.1%	41,046	13.8%
55 - 64	19,299	8.0%	26,752	9.9%	33,983	11.4%
65 - 74	19,987	8.3%	20,049	7.4%	22,658	7.6%
75 - 84	18,044	7.5%	20,158	7.4%	20,213	6.8%
85+	6,926	2.9%	10,055	3.7%	12,299	4.1%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	184,197	76.8%	195,045	72.0%	203,704	68.6%
Black Alone	27,206	11.3%	37,043	13.7%	44,349	14.9%
American Indian Alone	1,005	0.4%	1,148	0.4%	1,266	0.4%
Asian Alone	3,043	1.3%	3,998	1.5%	4,864	1.6%
Pacific Islander Alone	198	0.1%	216	0.1%	236	0.1%
Some Other Race Alone	16,091	6.7%	22,966	8.5%	29,718	10.0%
Two or More Races	8,199	3.4%	10,594	3.9%	12,750	4.3%
Hispanic Origin (Any Race)	63,152	26.3%	88,619	32.7%	113,631	38.3%

Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

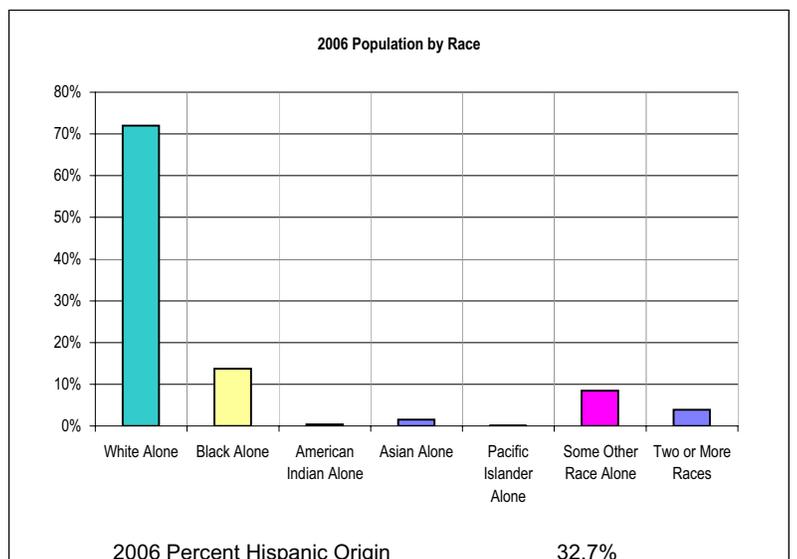
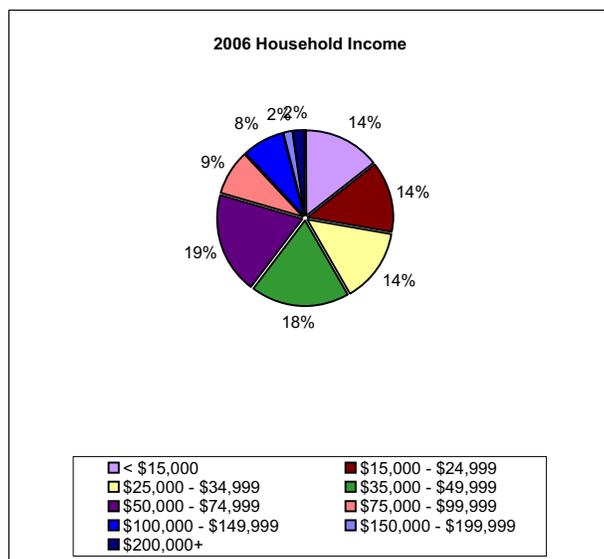
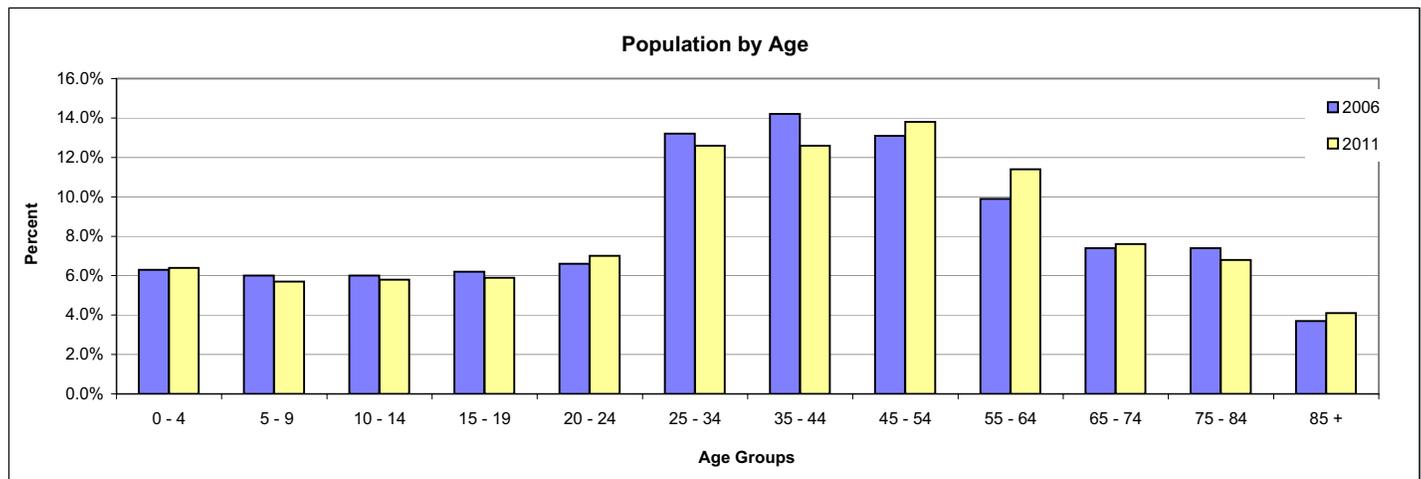
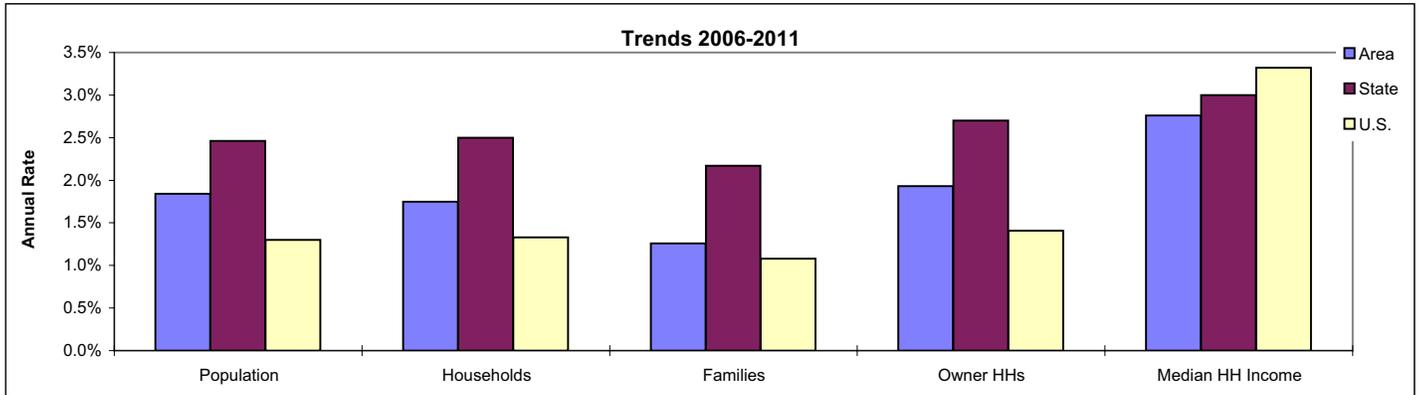
Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape

Area: 1



Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape

Area: 2

Summary	2000	2006	2011
Population	133,851	147,514	162,012
Households	52,662	57,449	62,861
Families	33,531	34,927	37,304
Average Household Size	2.50	2.53	2.54
Owner Occupied HUs	35,083	39,053	42,991
Renter Occupied HUs	17,579	18,395	19,870
Median Age	36.1	37.6	38.4

Trends: 2006-2011 Annual Rate	Area	State	National
Population	1.89%	2.46%	1.30%
Households	1.82%	2.5%	1.33%
Families	1.33%	2.17%	1.08%
Owner HHs	1.94%	2.7%	1.41%
Median Household Income	2.61%	3%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	8,208	15.6%	7,406	12.9%	6,878	10.9%
\$15,000 - \$24,999	9,128	17.4%	7,991	13.9%	6,895	11.0%
\$25,000 - \$34,999	8,670	16.5%	8,130	14.2%	8,263	13.1%
\$35,000 - \$49,999	10,090	19.2%	11,048	19.2%	11,455	18.2%
\$50,000 - \$74,999	10,021	19.1%	12,187	21.2%	13,377	21.3%
\$75,000 - \$99,999	3,424	6.5%	5,113	8.9%	7,145	11.4%
\$100,000 - \$149,999	2,190	4.2%	4,107	7.1%	6,049	9.6%
\$150,000 - \$199,999	421	0.8%	684	1.2%	1,570	2.5%
\$200,000+	439	0.8%	784	1.4%	1,230	2.0%
Median Household Income	\$35,341		\$41,007		\$46,642	
Average Household Income	\$44,564		\$52,796		\$61,878	
Per Capita Income	\$17,861		\$20,901		\$24,366	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,940	6.7%	9,789	6.6%	10,910	6.7%
5 - 9	9,151	6.8%	9,130	6.2%	9,730	6.0%
10 - 14	8,982	6.7%	9,262	6.3%	9,808	6.1%
15 - 19	8,266	6.2%	9,709	6.6%	9,754	6.0%
20 - 24	8,612	6.4%	10,216	6.9%	12,132	7.5%
25 - 34	20,532	15.3%	20,414	13.8%	21,909	13.5%
35 - 44	21,168	15.8%	21,203	14.4%	20,656	12.7%
45 - 54	15,698	11.7%	19,402	13.2%	22,417	13.8%
55 - 64	10,679	8.0%	14,428	9.8%	18,506	11.4%
65 - 74	10,332	7.7%	10,274	7.0%	11,507	7.1%
75 - 84	8,632	6.4%	9,383	6.4%	9,369	5.8%
85+	2,857	2.1%	4,302	2.9%	5,314	3.3%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	103,544	77.4%	106,240	72.0%	111,002	68.5%
Black Alone	15,150	11.3%	20,370	13.8%	24,439	15.1%
American Indian Alone	477	0.4%	545	0.4%	601	0.4%
Asian Alone	1,987	1.5%	2,445	1.7%	2,931	1.8%
Pacific Islander Alone	95	0.1%	99	0.1%	105	0.1%
Some Other Race Alone	8,309	6.2%	12,203	8.3%	16,088	9.9%
Two or More Races	4,289	3.2%	5,610	3.8%	6,846	4.2%
Hispanic Origin (Any Race)	35,063	26.2%	50,113	34.0%	65,142	40.2%

Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

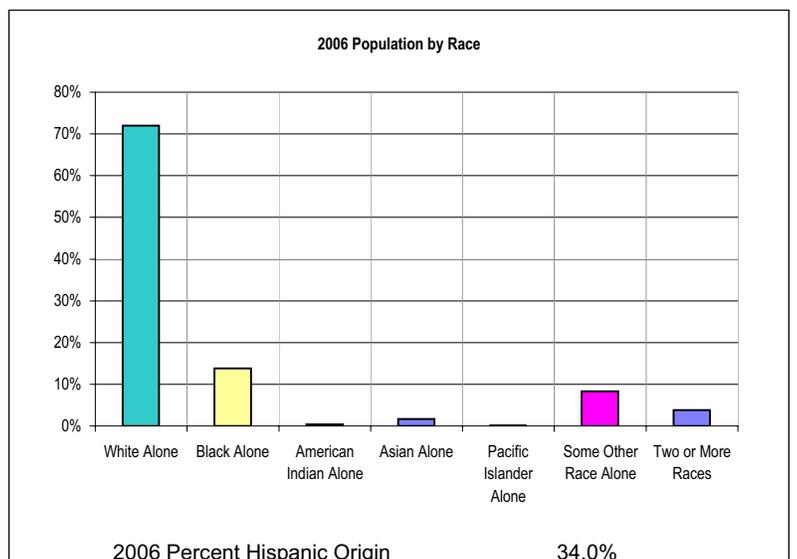
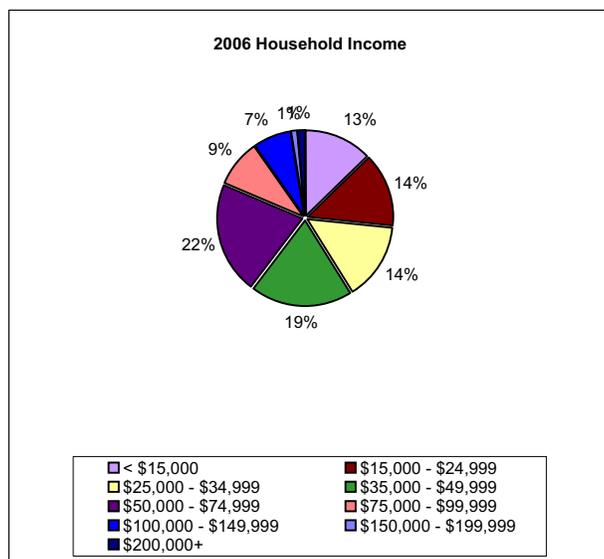
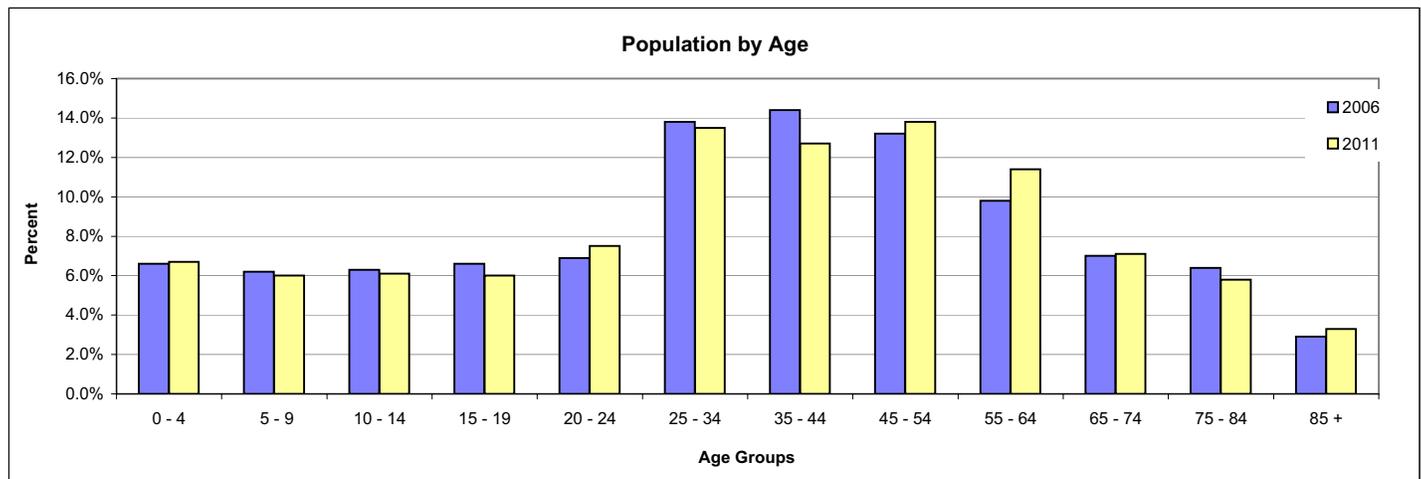
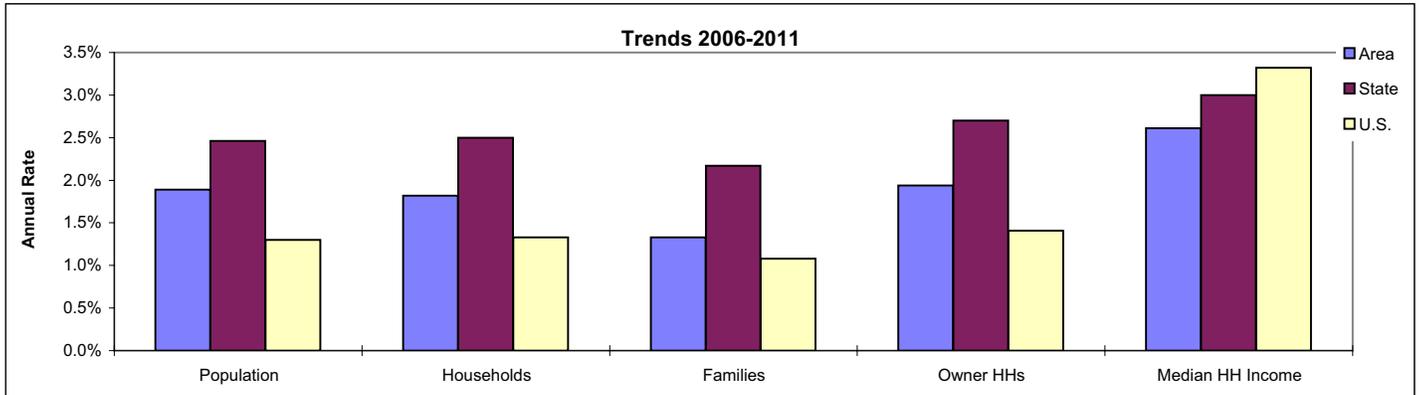
Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape

Area: 2



Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Area: 3

Site Type: Hand-drawn Shape

Summary	2000	2006	2011
Population	79,880	88,889	97,995
Households	32,310	35,566	39,070
Families	20,333	21,429	23,002
Average Household Size	2.42	2.45	2.46
Owner Occupied HUs	22,276	25,031	27,639
Renter Occupied HUs	10,034	10,535	11,432
Median Age	36.7	38.7	39.8

Trends: 2006-2011 Annual Rate	Area	State	National
Population	1.97%	2.46%	1.30%
Households	1.9%	2.5%	1.33%
Families	1.43%	2.17%	1.08%
Owner HHs	2%	2.7%	1.41%
Median Household Income	2.91%	3%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	4,783	14.8%	4,280	12.0%	3,942	10.1%
\$15,000 - \$24,999	5,371	16.6%	4,665	13.1%	4,030	10.3%
\$25,000 - \$34,999	5,247	16.3%	4,796	13.5%	4,873	12.5%
\$35,000 - \$49,999	6,051	18.8%	6,777	19.1%	6,926	17.7%
\$50,000 - \$74,999	6,493	20.1%	7,742	21.8%	8,418	21.5%
\$75,000 - \$99,999	2,281	7.1%	3,488	9.8%	4,732	12.1%
\$100,000 - \$149,999	1,494	4.6%	2,797	7.9%	4,184	10.7%
\$150,000 - \$199,999	275	0.9%	497	1.4%	1,106	2.8%
\$200,000+	276	0.9%	525	1.5%	859	2.2%
Median Household Income	\$36,546		\$42,734		\$49,327	
Average Household Income	\$45,960		\$55,154		\$65,058	
Per Capita Income	\$18,932		\$22,365		\$26,226	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,087	6.4%	5,536	6.2%	6,221	6.3%
5 - 9	5,101	6.4%	5,179	5.8%	5,488	5.6%
10 - 14	5,132	6.4%	5,282	5.9%	5,688	5.8%
15 - 19	4,678	5.9%	5,651	6.4%	5,575	5.7%
20 - 24	4,917	6.2%	5,807	6.5%	7,083	7.2%
25 - 34	12,639	15.8%	12,294	13.8%	13,057	13.3%
35 - 44	12,981	16.3%	13,303	15.0%	12,972	13.2%
45 - 54	9,783	12.2%	12,102	13.6%	14,108	14.4%
55 - 64	6,839	8.6%	9,322	10.5%	11,770	12.0%
65 - 74	6,417	8.0%	6,664	7.5%	7,570	7.7%
75 - 84	4,781	6.0%	5,426	6.1%	5,668	5.8%
85+	1,527	1.9%	2,326	2.6%	2,796	2.9%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	64,553	80.8%	67,517	76.0%	71,174	72.6%
Black Alone	6,654	8.3%	9,226	10.4%	11,226	11.5%
American Indian Alone	260	0.3%	301	0.3%	334	0.3%
Asian Alone	1,320	1.7%	1,684	1.9%	2,051	2.1%
Pacific Islander Alone	60	0.1%	64	0.1%	69	0.1%
Some Other Race Alone	4,646	5.8%	6,895	7.8%	9,169	9.4%
Two or More Races	2,387	3.0%	3,201	3.6%	3,972	4.1%
Hispanic Origin (Any Race)	21,129	26.5%	30,707	34.5%	40,345	41.2%

Demographic and Income Profile

Prepared by Gibbs Planning Group, Inc.

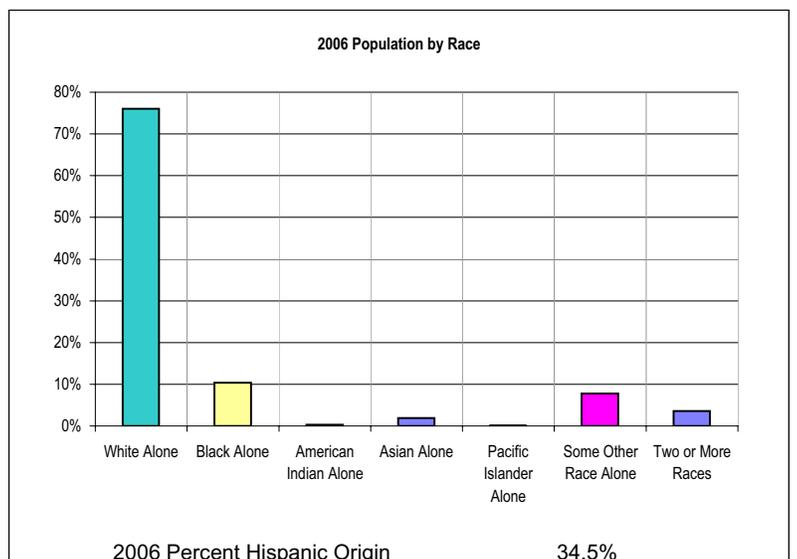
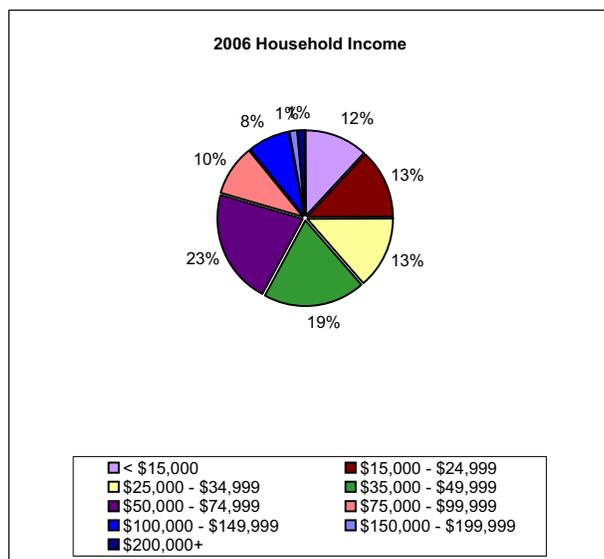
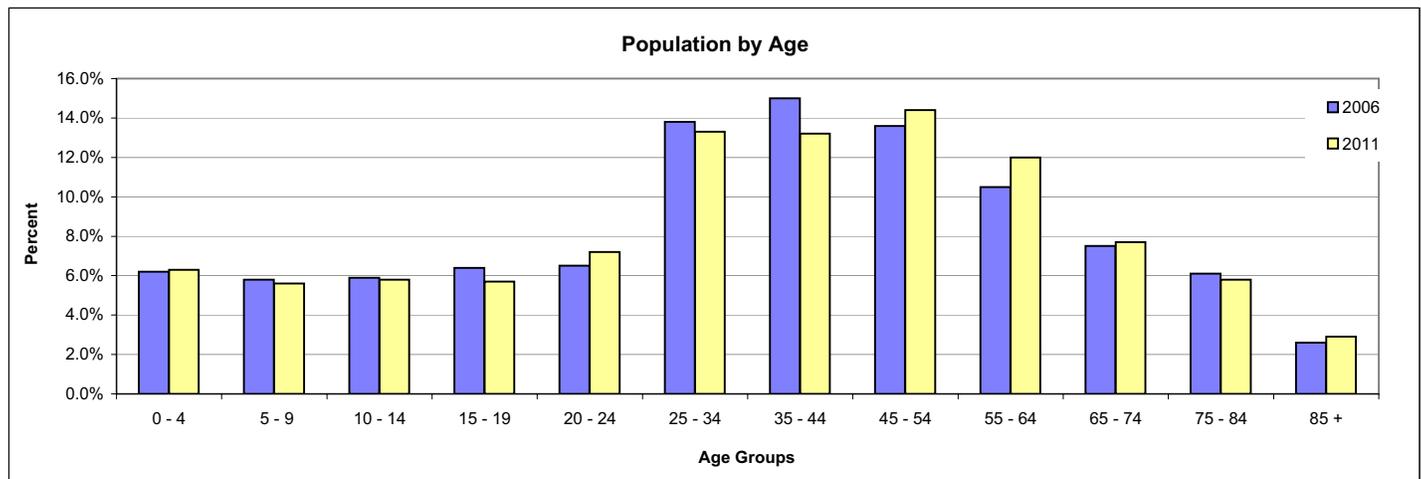
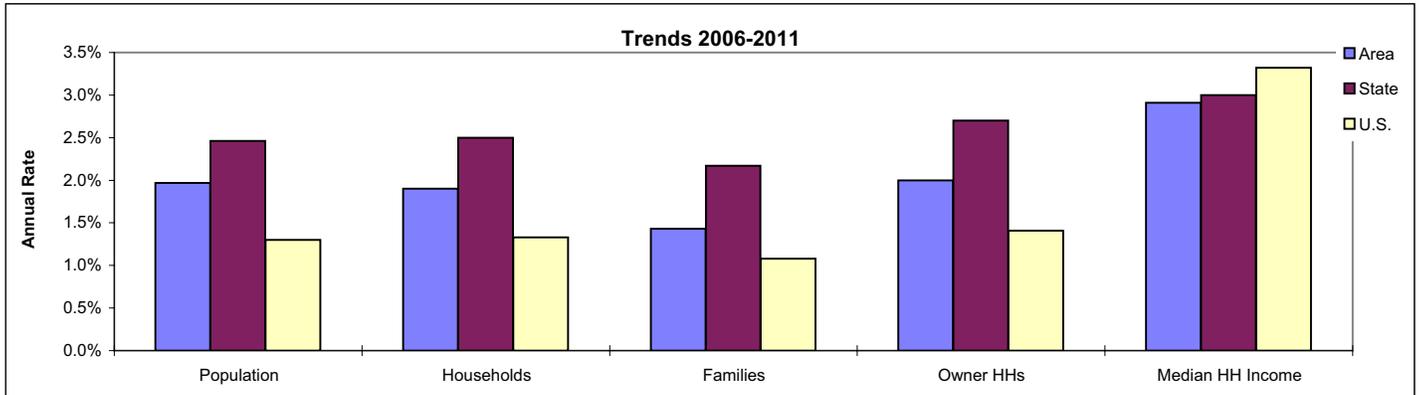
Palm Beach County

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape

Area: 3



Retail MarketPlace Profile

Palm Beach County

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type:

Hand-drawn Shape

Area:

1

Summary Demographics

2006 Population	271,010
2006 Households	108,260
2006 Median Disposable Income	\$34,602
2006 Per Capita Income	\$22,770

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$4,131,011,452	\$2,354,347,083	-27.4	2,549
Total Retail Trade (NAICS 44-45)	\$3,602,392,047	\$1,990,492,613	-28.8	1,907
Total Food & Drink (NAICS 722)	\$528,619,405	\$363,854,470	-18.5	642

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$1,643,707,932	\$560,036,164	-49.2	244
NAICS 4411: Automobile Dealers	\$1,511,766,367	\$484,434,234	-51.5	104
NAICS 4412: Other Motor Vehicle Dealers	\$56,846,409	\$23,668,321	-41.2	48
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$75,095,156	\$51,933,609	-18.2	92
NAICS 442: Furniture & Home Furnishings Stores	\$101,864,355	\$56,510,150	-28.6	153
NAICS 4421: Furniture Stores	\$56,429,891	\$35,616,302	-22.6	64
NAICS 4422: Home Furnishings Stores	\$45,434,464	\$20,893,848	-37.0	89
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$45,099,961	\$60,706,799	14.8	98
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$128,821,197	\$98,661,827	-13.3	160
NAICS 4441: Building Material and Supplies Dealers	\$122,242,640	\$86,338,142	-17.2	132
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$6,578,557	\$12,323,685	30.4	28
NAICS 445: Food & Beverage Stores	\$500,617,758	\$341,503,232	-18.9	225
NAICS 4451: Grocery Stores	\$474,157,299	\$319,885,420	-19.4	154
NAICS 4452: Specialty Food Stores	\$7,184,719	\$11,620,412	23.6	41
NAICS 4453: Beer, Wine, and Liquor Stores	\$19,275,740	\$9,997,400	-31.7	30
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$209,695,621	\$103,690,574	-33.8	123
NAICS 447/NAICS 4471: Gasoline Stations	\$299,626,935	\$198,096,407	-20.4	67
NAICS 448: Clothing and Clothing Accessories Stores	\$207,862,981	\$91,715,590	-38.8	255
NAICS 4481: Clothing Stores	\$154,345,213	\$79,451,641	-32.0	158
NAICS 4482: Shoe Stores	\$18,141,993	\$4,693,504	-58.9	25
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$35,375,775	\$7,570,445	-64.7	72
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$59,784,269	\$30,965,187	-31.8	132
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$41,288,814	\$17,101,122	-41.4	97
NAICS 4512: Book, Periodical, and Music Stores	\$18,495,455	\$13,864,065	-14.3	35

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). The North American Industry Classification System (NAICS) is used to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Retail MarketPlace Profile

Palm Beach County

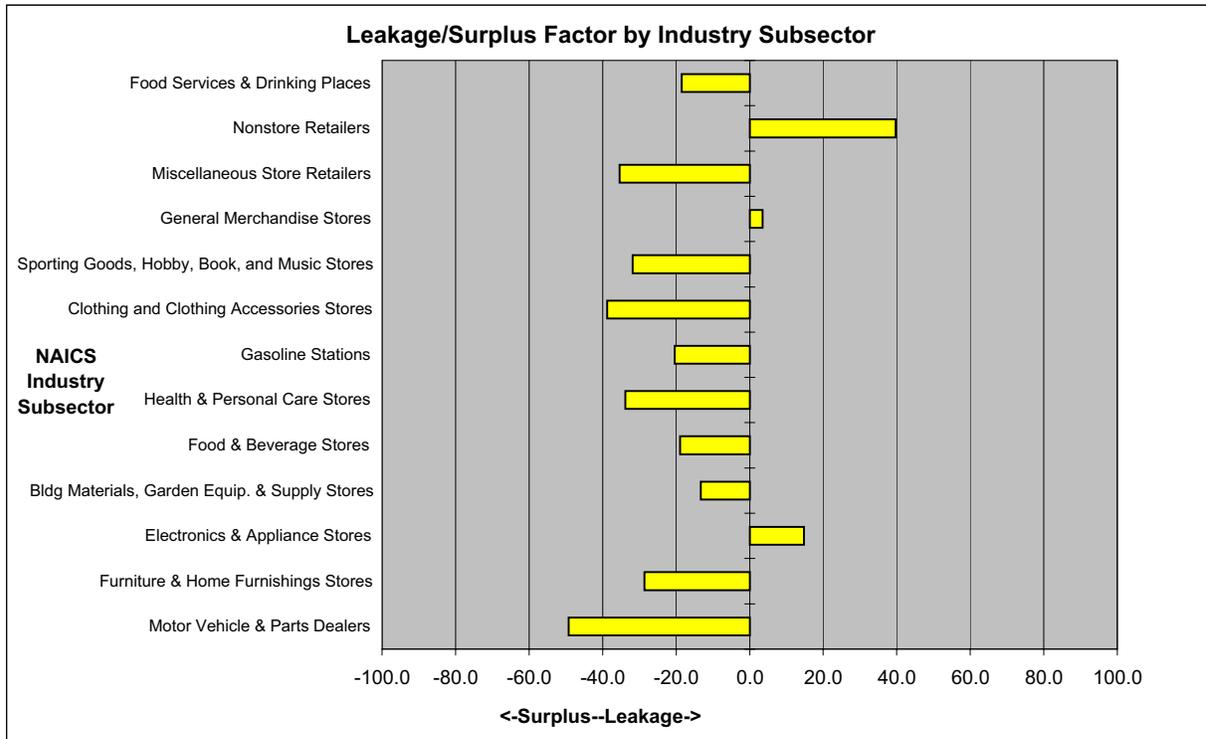
Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape Area: 1

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$268,523,737	\$288,225,322	3.5	66
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$112,116,278	\$60,385,344	-30.0	46
NAICS 4529: Other General Merchandise Stores	\$156,407,459	\$227,839,978	18.6	20
NAICS 453: Miscellaneous Store Retailers	\$85,146,014	\$40,624,903	-35.4	353
NAICS 4531: Florists	\$5,103,849	\$2,190,395	-39.9	39
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$26,792,576	\$10,442,707	-43.9	63
NAICS 4533: Used Merchandise Stores	\$12,288,538	\$5,521,724	-38.0	125
NAICS 4539: Other Miscellaneous Store Retailers	\$40,961,051	\$22,470,077	-29.2	126
NAICS 454: Nonstore Retailers	\$51,641,287	\$119,756,458	39.7	31
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$32,955,569	\$76,131,614	39.6	10
NAICS 4542: Vending Machine Operators	\$3,516,460	\$3,790,259	3.7	7
NAICS 4543: Direct Selling Establishments	\$15,169,258	\$39,834,585	44.8	14
NAICS 722: Food Services & Drinking Places	\$528,619,405	\$363,854,470	-18.5	642
NAICS 7221: Full-Service Restaurants	\$223,200,877	\$149,874,270	-19.7	16
NAICS 7222: Limited-Service Eating Places	\$229,291,138	\$179,248,557	-12.2	538
NAICS 7223: Special Food Services	\$31,249,460	\$25,637,601	-9.9	26
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$44,877,930	\$9,094,042	-66.3	62



Retail MarketPlace Profile

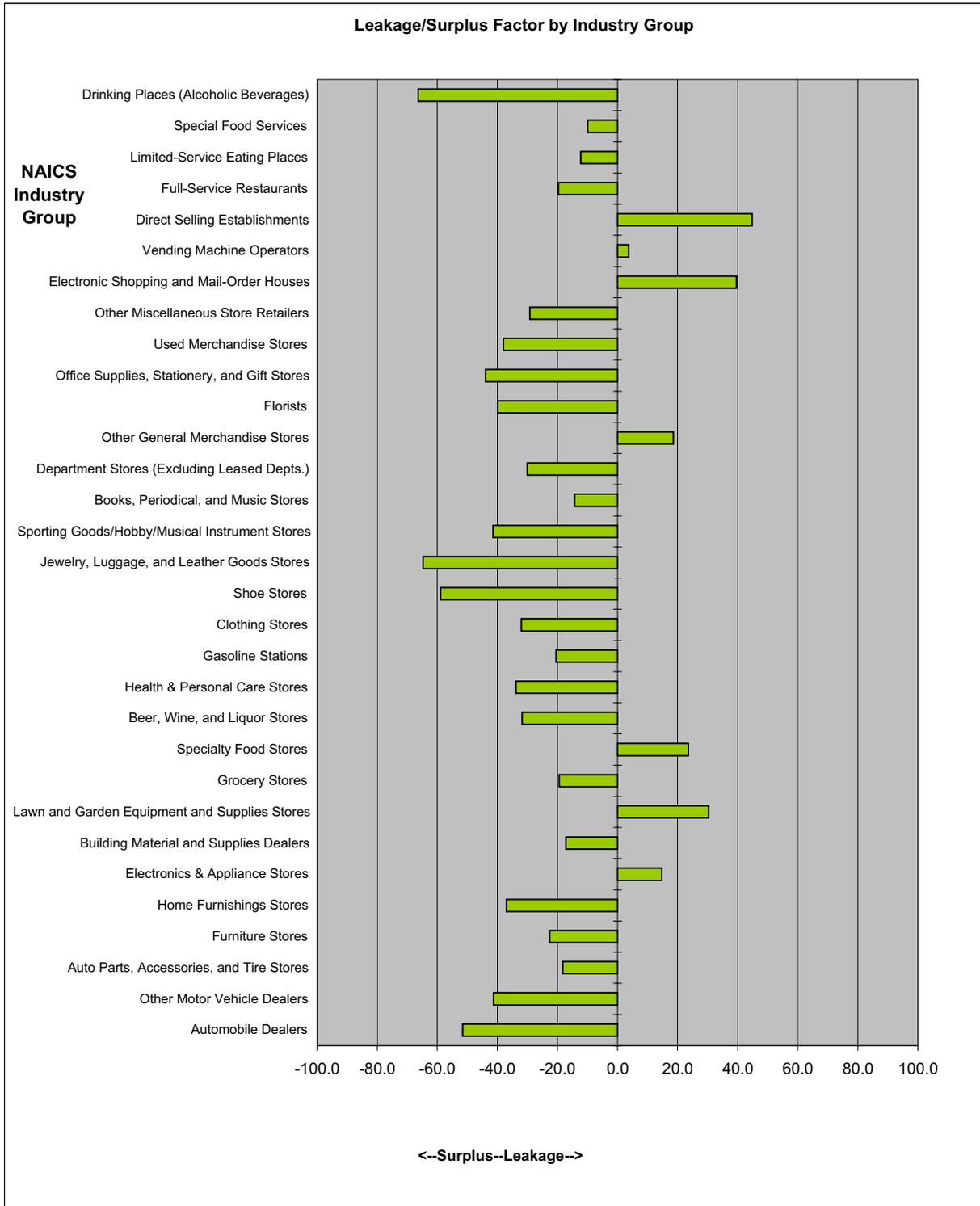
Palm Beach County

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape Area: 1



Retail MarketPlace Profile

Palm Beach County

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type:

Hand-drawn Shape

Area:

2

Summary Demographics

2006 Population	147,514
2006 Households	57,449
2006 Median Disposable Income	\$34,797
2006 Per Capita Income	\$20,901

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$1,972,308,161	\$1,232,651,294	-23.1	1,082
Total Retail Trade (NAICS 44-45)	\$1,747,958,249	\$1,042,552,153	-25.3	825
Total Food & Drink (NAICS 722)	\$224,349,912	\$190,099,141	-8.3	257

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$935,590,791	\$296,391,083	-51.9	130
NAICS 4411: Automobile Dealers	\$861,059,756	\$256,758,975	-54.1	58
NAICS 4412: Other Motor Vehicle Dealers	\$36,696,778	\$12,456,103	-49.3	26
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$37,834,257	\$27,176,005	-16.4	46
NAICS 442: Furniture & Home Furnishings Stores	\$31,763,705	\$29,551,232	-3.6	53
NAICS 4421: Furniture Stores	\$15,021,611	\$18,698,784	10.9	22
NAICS 4422: Home Furnishings Stores	\$16,742,094	\$10,852,448	-21.3	31
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$19,156,799	\$31,927,089	25.0	47
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$42,876,744	\$50,838,748	8.5	72
NAICS 4441: Building Material and Supplies Dealers	\$41,691,131	\$44,464,853	3.2	61
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$1,185,613	\$6,373,895	68.6	11
NAICS 445: Food & Beverage Stores	\$252,822,924	\$177,942,001	-17.4	110
NAICS 4451: Grocery Stores	\$240,421,890	\$166,667,516	-18.1	76
NAICS 4452: Specialty Food Stores	\$3,517,981	\$6,055,893	26.5	20
NAICS 4453: Beer, Wine, and Liquor Stores	\$8,883,053	\$5,218,592	-26.0	14
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$97,048,673	\$53,504,425	-28.9	57
NAICS 447/NAICS 4471: Gasoline Stations	\$110,495,864	\$104,426,707	-2.8	26
NAICS 448: Clothing and Clothing Accessories Stores	\$70,159,449	\$47,971,354	-18.8	105
NAICS 4481: Clothing Stores	\$44,021,737	\$41,560,160	-2.9	60
NAICS 4482: Shoe Stores	\$10,579,655	\$2,463,466	-62.2	14
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$15,558,057	\$3,947,728	-59.5	31
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$28,745,798	\$16,341,776	-27.5	74
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$21,414,019	\$8,998,335	-40.8	56
NAICS 4512: Book, Periodical, and Music Stores	\$7,331,779	\$7,343,441	0.1	18

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). The North American Industry Classification System (NAICS) is used to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Retail MarketPlace Profile

Palm Beach County

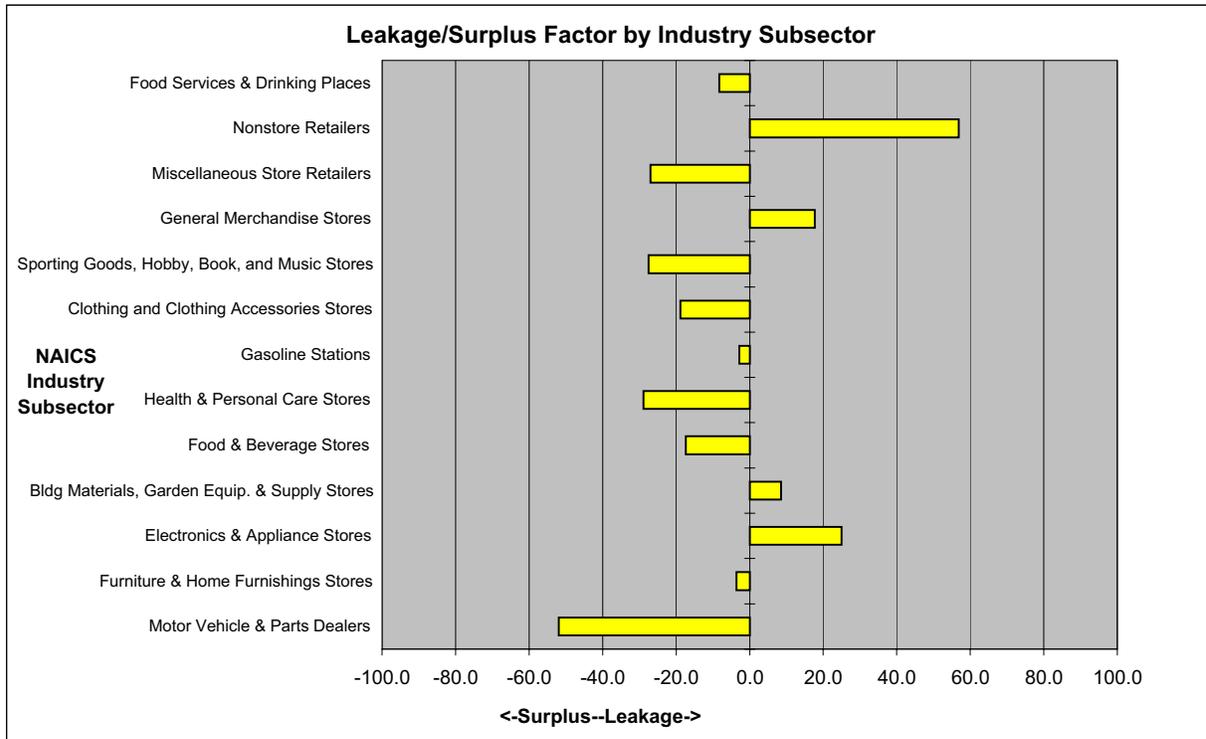
Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape Area: 2

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$105,499,178	\$150,736,806	17.7	32
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$31,442,113	\$31,625,917	0.3	24
NAICS 4529: Other General Merchandise Stores	\$74,057,065	\$119,110,889	23.3	8
NAICS 453: Miscellaneous Store Retailers	\$36,811,346	\$21,141,121	-27.0	107
NAICS 4531: Florists	\$1,444,827	\$1,132,509	-12.1	12
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$12,422,740	\$5,434,175	-39.1	23
NAICS 4533: Used Merchandise Stores	\$3,081,031	\$2,888,965	-3.2	23
NAICS 4539: Other Miscellaneous Store Retailers	\$19,862,748	\$11,685,472	-25.9	49
NAICS 454: Nonstore Retailers	\$16,986,978	\$61,779,811	56.9	12
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$13,079,420	\$39,469,227	50.2	4
NAICS 4542: Vending Machine Operators	\$1,057,341	\$1,977,287	30.3	3
NAICS 4543: Direct Selling Establishments	\$2,850,217	\$20,333,297	75.4	5
NAICS 722: Food Services & Drinking Places	\$224,349,912	\$190,099,141	-8.3	257
NAICS 7221: Full-Service Restaurants	\$121,735,752	\$78,020,196	-21.9	7
NAICS 7222: Limited-Service Eating Places	\$78,522,077	\$93,909,222	8.9	220
NAICS 7223: Special Food Services	\$7,207,714	\$13,429,724	30.1	9
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$16,884,369	\$4,739,999	-56.2	21



Retail MarketPlace Profile

Palm Beach County

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Latitude: 26.6381

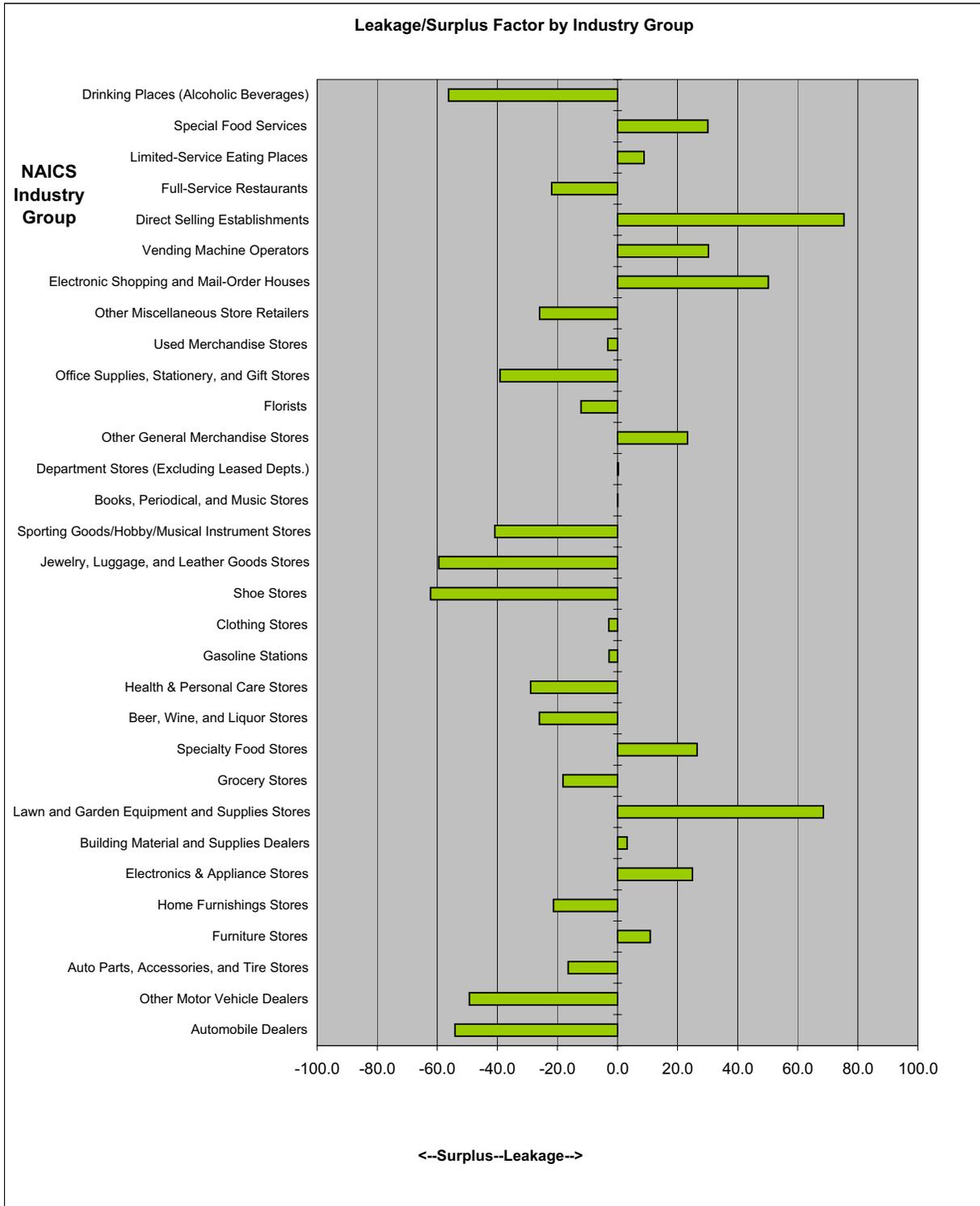
Longitude: -80.0852

Site Type:

Hand-drawn Shape

Area:

2



Retail MarketPlace Profile

Palm Beach County

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type:

Hand-drawn Shape

Area:

3

Summary Demographics

2006 Population	88,889
2006 Households	35,566
2006 Median Disposable Income	\$36,097
2006 Per Capita Income	\$22,365

Industry Summary

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$879,975,115	\$788,430,036	-5.5	487
Total Retail Trade (NAICS 44-45)	\$829,336,148	\$665,975,735	-10.9	361
Total Food & Drink (NAICS 722)	\$50,638,967	\$122,454,301	41.5	126

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 441: Motor Vehicle & Parts Dealers	\$461,151,120	\$188,777,188	-41.9	53
NAICS 4411: Automobile Dealers	\$442,952,172	\$163,476,566	-46.1	25
NAICS 4412: Other Motor Vehicle Dealers	\$7,419,839	\$7,996,677	3.7	9
NAICS 4413: Auto Parts, Accessories, and Tire Stores	\$10,779,109	\$17,303,945	23.2	19
NAICS 442: Furniture & Home Furnishings Stores	\$7,224,468	\$19,027,680	45.0	15
NAICS 4421: Furniture Stores	\$4,404,632	\$12,038,958	46.4	7
NAICS 4422: Home Furnishings Stores	\$2,819,836	\$6,988,722	42.5	8
NAICS 443/NAICS 4431: Electronics & Appliance Stores	\$8,759,380	\$20,513,635	40.2	27
NAICS 444: Bldg Materials, Garden Equip. & Supply Stores	\$6,699,303	\$32,696,052	66.0	32
NAICS 4441: Building Material and Supplies Dealers	\$6,025,527	\$28,604,371	65.2	25
NAICS 4442: Lawn and Garden Equipment and Supplies Stores	\$673,776	\$4,091,681	71.7	7
NAICS 445: Food & Beverage Stores	\$135,616,748	\$113,447,473	-8.9	51
NAICS 4451: Grocery Stores	\$130,200,729	\$106,235,322	-10.1	38
NAICS 4452: Specialty Food Stores	\$753,025	\$3,858,905	67.3	6
NAICS 4453: Beer, Wine, and Liquor Stores	\$4,662,994	\$3,353,246	-16.3	7
NAICS 446/NAICS 4461: Health & Personal Care Stores	\$43,967,852	\$33,959,065	-12.8	23
NAICS 447/NAICS 4471: Gasoline Stations	\$39,370,865	\$66,463,548	25.6	11
NAICS 448: Clothing and Clothing Accessories Stores	\$30,738,838	\$30,914,106	0.3	46
NAICS 4481: Clothing Stores	\$20,352,209	\$26,778,625	13.6	24
NAICS 4482: Shoe Stores	\$3,168,097	\$1,582,951	-33.4	4
NAICS 4483: Jewelry, Luggage, and Leather Goods Stores	\$7,218,532	\$2,552,530	-47.8	18
NAICS 451: Sporting Goods, Hobby, Book, and Music Stores	\$13,348,373	\$10,530,418	-11.8	34
NAICS 4511: Sporting Goods/Hobby/Musical Instrument Stores	\$9,345,096	\$5,801,625	-23.4	24
NAICS 4512: Book, Periodical, and Music Stores	\$4,003,277	\$4,728,793	8.3	10

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) represents the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor is a measure of consumer demand relative to supply, ranging from 100 (total leakage) to -100 (total surplus). The North American Industry Classification System (NAICS) is used to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

Retail MarketPlace Profile

Palm Beach County

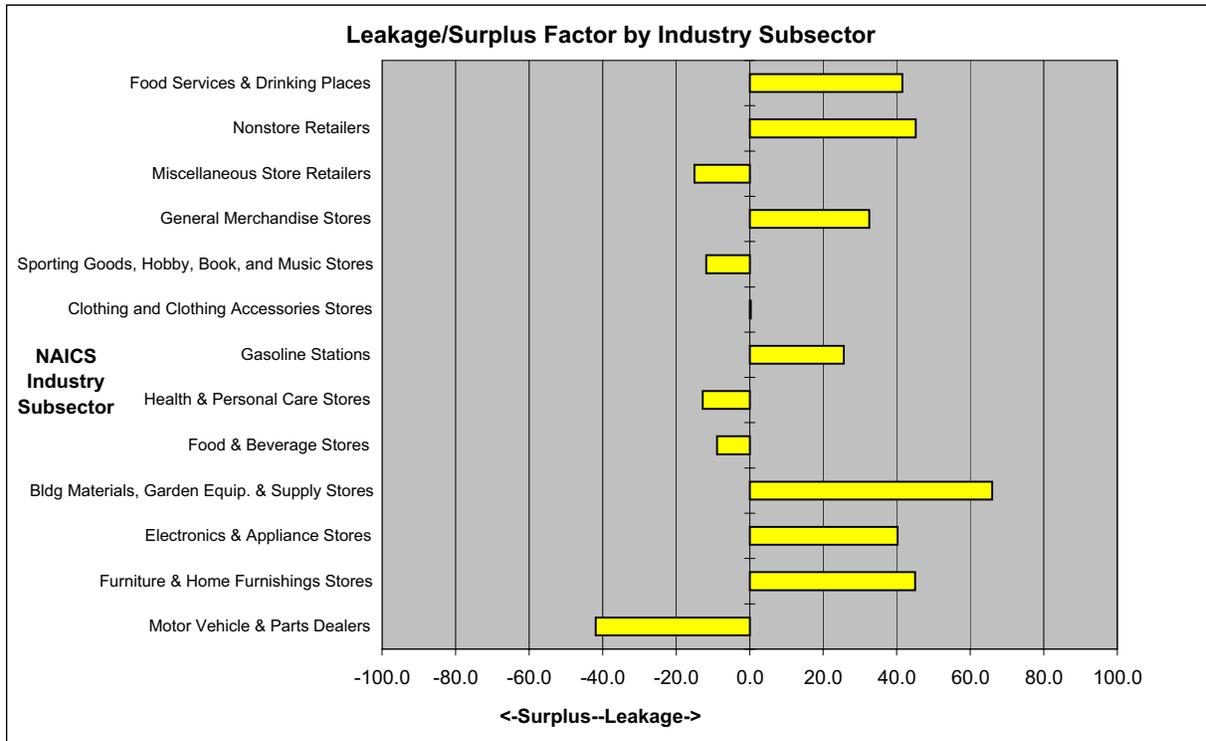
Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape Area: 3

	Supply (Retail Sales)	Demand (Retail Potential)	Leakage/ Surplus	Number of Businesses
NAICS 452: General Merchandise Stores	\$49,144,966	\$96,469,881	32.5	17
NAICS 4521: Department Stores (Excluding Leased Depts.)	\$19,331,413	\$20,291,631	2.4	12
NAICS 4529: Other General Merchandise Stores	\$29,813,553	\$76,178,250	43.7	5
NAICS 453: Miscellaneous Store Retailers	\$18,356,413	\$13,564,590	-15.0	44
NAICS 4531: Florists	\$878,583	\$727,138	-9.4	7
NAICS 4532: Office Supplies, Stationery, and Gift Stores	\$9,097,432	\$3,497,160	-44.5	12
NAICS 4533: Used Merchandise Stores	\$1,119,919	\$1,858,823	24.8	7
NAICS 4539: Other Miscellaneous Store Retailers	\$7,260,479	\$7,481,469	1.5	18
NAICS 454: Nonstore Retailers	\$14,957,822	\$39,612,099	45.2	8
NAICS 4541: Electronic Shopping and Mail-Order Houses	\$12,622,497	\$25,349,651	33.5	4
NAICS 4542: Vending Machine Operators	\$160,203	\$1,260,513	77.4	1
NAICS 4543: Direct Selling Establishments	\$2,175,122	\$13,001,935	71.3	3
NAICS 722: Food Services & Drinking Places	\$50,638,967	\$122,454,301	41.5	126
NAICS 7221: Full-Service Restaurants	\$7,167,514	\$50,361,539	75.1	1
NAICS 7222: Limited-Service Eating Places	\$35,442,479	\$60,377,046	26.0	110
NAICS 7223: Special Food Services	\$3,075,276	\$8,635,486	47.5	4
NAICS 7224: Drinking Places (Alcoholic Beverages)	\$4,953,698	\$3,080,230	-23.3	11



Retail MarketPlace Profile

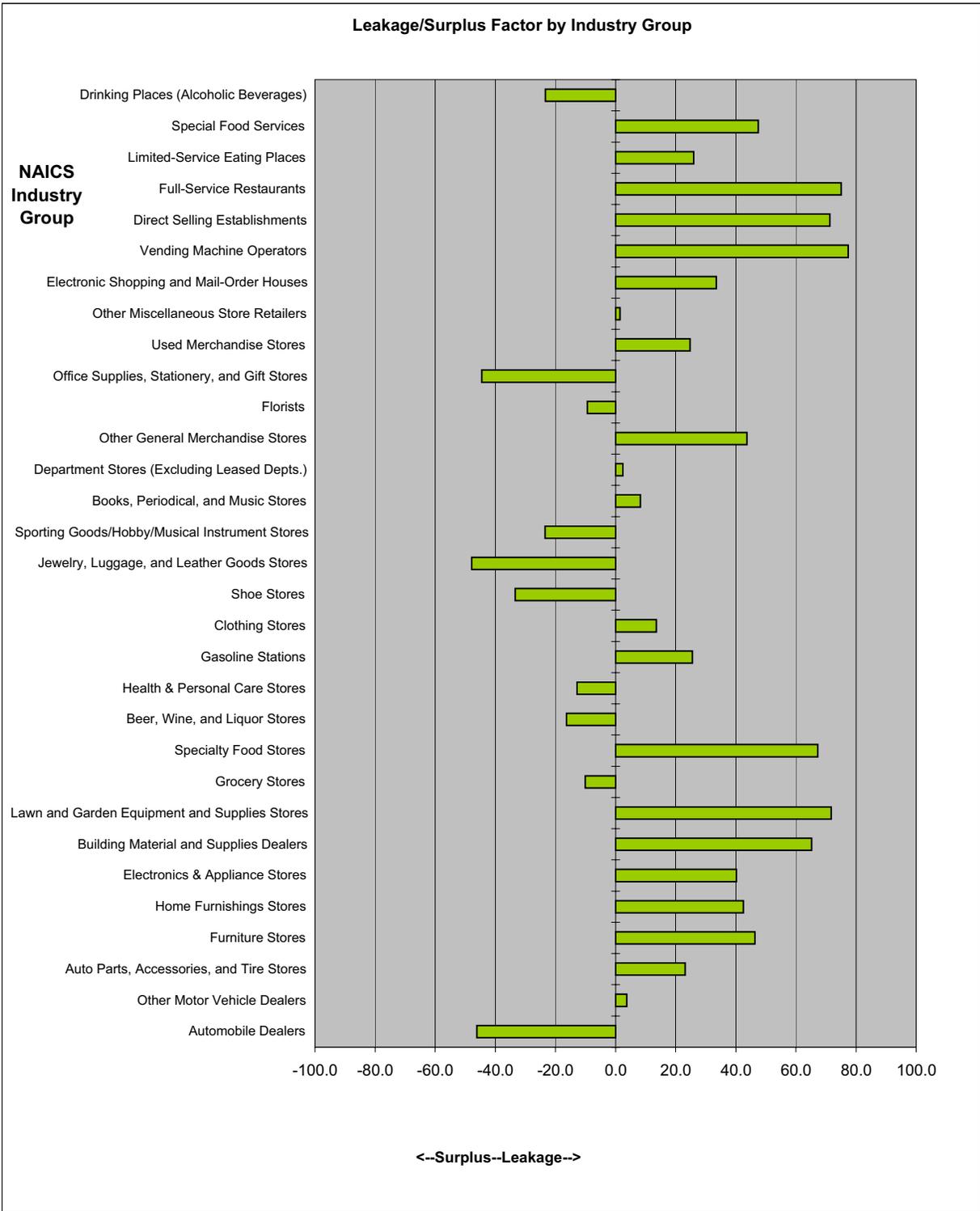
Palm Beach County

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Site Type: Hand-drawn Shape Area: 3



Business Summary by SIC Codes

	Area: 1				Area: 2				Area: 3			
	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
26.6381,-80.0652												
Site Type: Hand-drawn Shape												
Total Businesses:	12,339		5,431		2,628		21,414		88,889		0.24	
Total Employees:	104,416		45,843		21,414		88,889		0.24			
Total Residential Population:	271,010		147,514		0.31							
Daytime/Nighttime Population Ratio:	0.39											
Agriculture & Mining	284	2.3%	1,061	1.0%	140	2.6%	437	1.0%	76	2.9%	196	0.9%
Construction	1,141	9.2%	7,714	7.4%	555	10.2%	3,150	6.9%	256	9.7%	664	3.1%
Manufacturing	318	2.6%	3,441	3.3%	120	2.2%	1,103	2.4%	43	1.6%	282	1.3%
Transportation	331	2.7%	2,227	2.1%	178	3.3%	1,575	3.4%	89	3.4%	371	1.7%
Communication	93	0.8%	681	0.7%	49	0.9%	357	0.8%	22	0.8%	131	0.6%
Electric, Gas, Water, Sanitary Services	17	0.1%	158	0.2%	10	0.2%	99	0.2%	5	0.2%	14	0.1%
Wholesale Trade	524	4.2%	4,797	4.6%	232	4.3%	1,490	3.3%	92	3.5%	399	1.9%
Retail Trade Summary	2,684	21.8%	25,244	24.2%	1,148	21.1%	10,134	22.1%	509	19.4%	4,486	20.9%
Home Improvement	186	1.5%	2,247	2.2%	90	1.7%	944	2.1%	41	1.6%	72	0.3%
General Merchandise Stores	78	0.6%	1,982	1.9%	45	0.8%	613	1.3%	22	0.8%	441	2.1%
Food Stores	258	2.1%	3,976	3.8%	123	2.3%	1,992	4.3%	60	2.3%	1,152	5.4%
Auto Dealers, Gas Stations, Auto Aftermarket	317	2.6%	3,726	3.6%	156	2.9%	1,692	3.7%	60	2.3%	650	3.0%
Apparel & Accessory Stores	186	1.5%	742	0.7%	71	1.3%	270	0.6%	23	0.9%	115	0.5%
Furniture & Home Furnishings	287	2.3%	1,140	1.1%	119	2.2%	420	0.9%	46	1.8%	130	0.6%
Eating & Drinking Places	644	5.2%	8,406	8.1%	263	4.8%	2,882	6.3%	128	4.9%	1,285	6.0%
Miscellaneous Retail	728	5.9%	3,025	2.9%	281	5.2%	1,321	2.9%	129	4.9%	641	3.0%
Finance, Insurance, Real Estate Summary	1,383	11.2%	6,929	6.6%	595	11.0%	2,950	6.4%	319	12.1%	1,248	5.8%
Banks, Savings & Lending Institutions	330	2.7%	1,569	1.5%	146	2.7%	733	1.6%	75	2.9%	398	1.9%
Securities Brokers	110	0.9%	773	0.7%	26	0.5%	35	0.1%	14	0.5%	9	0.0%
Insurance Carriers & Agents	278	2.3%	1,252	1.2%	164	3.0%	779	1.7%	78	3.0%	212	1.0%
Real Estate, Holding, Other Investment Offices	665	5.4%	3,335	3.2%	259	4.8%	1,403	3.1%	152	5.8%	629	2.9%
Services Summary	5,043	40.9%	39,170	37.5%	2,218	40.8%	17,316	37.9%	1,148	43.7%	8,916	41.6%
Hotels & Lodging	56	0.5%	703	0.7%	14	0.3%	467	1.0%	1	0.0%	0	0.0%
Automotive Services	464	3.8%	2,457	2.4%	223	4.1%	1,595	3.5%	67	2.5%	452	2.1%
Motion Pictures & Amusements	247	2.0%	2,592	2.5%	97	1.8%	639	1.4%	55	2.1%	159	0.7%
Health Services	715	5.8%	6,131	5.9%	340	6.3%	2,621	5.7%	213	8.1%	1,524	7.1%
Legal Services	504	4.1%	3,285	3.1%	132	2.4%	655	1.4%	58	2.2%	202	0.9%
Education Institutions & Libraries	153	1.2%	5,783	5.5%	73	1.3%	2,733	6.0%	33	1.3%	1,680	7.8%
Other Services	2,904	23.5%	18,219	17.4%	1,339	24.7%	8,606	18.6%	721	27.4%	4,899	22.9%
Government	316	2.6%	12,880	12.3%	118	2.2%	7,186	15.7%	47	1.8%	4,677	21.8%
Other	205	1.7%	111	0.1%	67	1.2%	45	0.1%	22	0.8%	30	0.1%
Totals	12,339	100.0%	104,413	100.0%	5,430		45,842		2,628		21,414	

Business Summary by NAICS Codes

	BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES		BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
26.6381, -80.0852												
Site Type: Hand-drawn Shape												
Total Businesses:	12,339		5,431		2,628		5,431		2,628		5,431	
Total Employees:	104,416		45,843		21,414		45,843		21,414		45,843	
Total Residential Population:	271,010		147,514		88,889		147,514		88,889		147,514	
Daytime/Nighttime Population Ratio:	0.39		0.31		0.24		0.31		0.24		0.31	
Agriculture, Forestry, Fishing and Hunting	21	0.2%	147	0.1%	6	0.1%	48	0.1%	4	0.2%	22	0.1%
Mining	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	4	0.0%	15	0.0%	3	0.1%	12	0.0%	1	0.0%	7	0.0%
Construction	1,235	10.0%	7,988	7.7%	602	11.1%	3,281	7.2%	284	10.8%	736	3.4%
Manufacturing	377	3.1%	3,381	3.2%	161	3.0%	1,241	2.7%	59	2.2%	316	1.5%
Wholesale Trade	509	4.1%	4,698	4.5%	225	4.1%	1,460	3.2%	89	3.4%	388	1.8%
Retail Trade	1,946	15.8%	16,415	15.7%	838	15.4%	7,038	15.4%	363	13.8%	3,127	14.6%
Motor Vehicle and Parts Dealers	250	2.0%	3,423	3.3%	130	2.4%	1,579	3.4%	48	1.8%	607	2.8%
Furniture and Home Furnishings Stores	148	1.2%	618	0.6%	51	0.9%	201	0.4%	12	0.5%	21	0.1%
Electronics and Appliance Stores	95	0.8%	393	0.4%	45	0.8%	181	0.4%	24	0.9%	90	0.4%
Building Material and Garden Equipment and Supplies Dealers	173	1.4%	2,189	2.1%	83	1.5%	908	2.0%	39	1.5%	64	0.3%
Food and Beverage Stores	224	1.8%	3,704	3.5%	107	2.0%	1,857	4.1%	53	2.0%	1,123	5.2%
Health and Personal Care Stores	134	1.1%	958	0.9%	60	1.1%	458	1.0%	27	1.0%	202	0.9%
Gasoline Stations	67	0.5%	303	0.3%	26	0.5%	113	0.2%	12	0.5%	43	0.2%
Clothing and Clothing Accessories Stores	264	2.1%	910	0.9%	104	1.9%	345	0.8%	41	1.6%	147	0.7%
Sporting Goods, Hobby, Book, and Music Stores	130	1.1%	540	0.5%	70	1.3%	216	0.5%	30	1.1%	95	0.4%
General Merchandise Stores	78	0.6%	1,982	1.9%	45	0.8%	613	1.3%	22	0.8%	441	2.1%
Miscellaneous Store Retailers	351	2.8%	1,298	1.2%	104	1.9%	543	1.2%	43	1.6%	273	1.3%
Nonstore Retailers	32	0.3%	97	0.1%	13	0.2%	24	0.1%	11	0.4%	22	0.1%
Transportation and Warehousing	270	2.2%	2,005	1.9%	153	2.8%	1,425	3.1%	76	2.9%	280	1.2%
Information	217	1.8%	1,721	1.6%	85	1.6%	707	1.5%	40	1.5%	423	2.0%
Finance and Insurance	748	6.1%	3,681	3.5%	351	6.5%	1,604	3.5%	174	6.6%	650	3.0%
Central Bank, Credit Intermediation and Related Activities	345	2.8%	1,639	1.6%	156	2.9%	783	1.7%	80	3.0%	428	2.0%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	124	1.0%	790	0.8%	31	0.6%	42	0.1%	16	0.6%	12	0.1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	278	2.3%	1,252	1.2%	164	3.0%	779	1.7%	78	3.0%	212	1.0%
Real Estate and Rental and Leasing	745	6.0%	3,765	3.6%	330	6.1%	1,939	4.2%	174	6.6%	842	3.9%
Professional, Scientific, and Technical Services	1,427	11.6%	8,292	7.9%	504	9.3%	2,247	4.9%	247	9.4%	942	4.4%
Legal Services	554	4.5%	3,453	3.3%	157	2.9%	725	1.6%	75	2.9%	260	1.2%
Management of Companies and Enterprises	9	0.1%	629	0.6%	2	0.0%	350	0.8%	1	0.0%	0	0.0%
Administrative and Support and Waste Management and Remediation Services	724	5.9%	4,962	4.8%	353	6.5%	2,226	4.9%	178	6.8%	740	3.5%
Educational Services	192	1.6%	5,506	5.3%	88	1.6%	2,477	5.4%	42	1.6%	1,441	6.7%
Health Care and Social Assistance	917	7.4%	8,754	8.4%	460	8.5%	4,129	9.0%	293	11.1%	2,550	11.9%
Arts, Entertainment, and Recreation	189	1.5%	2,642	2.5%	75	1.4%	619	1.4%	44	1.7%	154	0.7%
Accommodation and Food Services	707	5.7%	9,254	8.9%	282	5.2%	3,439	7.5%	129	4.9%	1,299	6.1%
Accommodation	56	0.5%	703	0.7%	14	0.3%	467	1.0%	1	0.0%	0	0.0%
Food Services and Drinking Places	650	5.3%	8,551	8.2%	268	4.9%	2,972	6.5%	128	4.9%	1,299	6.1%
Other Services (except Public Administration)	1,529	12.4%	7,322	7.0%	714	13.1%	4,282	9.4%	354	13.5%	2,782	13.0%
Automotive Repair and Maintenance	370	3.0%	1,721	1.6%	169	3.1%	1,049	2.3%	51	1.9%	425	2.0%
Public Administration	320	2.6%	12,950	12.4%	119	2.2%	7,211	15.7%	47	1.8%	4,684	21.9%
Unclassified Establishments	252	2.0%	287	0.3%	80	1.5%	98	0.2%	30	1.1%	51	0.2%
Totals	12,339	100.0%	104,416	100.0%	5,431	100.0%	45,843	100.0%	2,628	100.0%	21,414	100.0%

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381
Longitude: -80.0852

	Area: 1	Area: 2	Area: 3
 2000 Total Population	239,938	133,851	79,880
2000 Group Quarters	5,602	2,261	1,686
2006 Total Population	271,010	147,514	88,889
2011 Total Population	296,888	162,012	97,995
2006 - 2011 Annual Rate	1.84%	1.89%	1.97%
 2000 Households	97,287	52,662	32,310
2000 Average Household Size	2.41	2.5	2.42
2006 Households	108,260	57,449	35,566
2006 Average Household Size	2.45	2.53	2.45
2011 Households	118,077	62,861	39,070
2011 Average Household Size	2.46	2.54	2.46
2006 - 2011 Annual Rate	1.75%	1.82%	1.9%
2000 Families	58,729	33,531	20,333
2000 Average Family Size	3.01	3.05	2.98
2006 Families	62,803	34,927	21,429
2006 Average Family Size	3.12	3.15	3.08
2011 Families	66,846	37,304	23,002
2011 Average Family Size	3.17	3.2	3.12
2006 - 2011 Annual Rate	1.26%	1.33%	1.43%
 2000 Housing Units	111,170	58,796	36,373
Owner Occupied Housing Units	56.9%	59.6%	61.3%
Renter Occupied Housing Units	30.5%	29.9%	27.6%
Vacant Housing Units	12.6%	10.5%	11.1%
2006 Housing Units	123,394	64,209	40,055
Owner Occupied Housing Units	59.0%	60.8%	62.5%
Renter Occupied Housing Units	28.7%	28.6%	26.3%
Vacant Housing Units	12.3%	10.5%	11.2%
2011 Housing Units	134,458	70,093	43,906
Owner Occupied Housing Units	59.6%	61.3%	62.9%
Renter Occupied Housing Units	28.2%	28.3%	26.0%
Vacant Housing Units	12.2%	10.3%	11.0%
Median Household Income			
2000	\$34,415	\$35,341	\$36,546
2006	\$40,822	\$41,007	\$42,734
2011	\$46,785	\$46,642	\$49,327
Median Home Value			
2000	\$74,310	\$72,328	\$74,149
2006	\$165,742	\$157,678	\$163,462
2011	\$212,628	\$201,999	\$210,594
Per Capita Income			
2000	\$18,925	\$17,861	\$18,932
2006	\$22,770	\$20,901	\$22,365
2011	\$26,821	\$24,366	\$26,226
Median Age			
2000	37.3	36.1	36.7
2006	39.2	37.6	38.7
2011	40.4	38.4	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381
Longitude: -80.0852

Area: 1

Area: 2

Area: 3



2000 Households by Income

	Area: 1	Area: 2	Area: 3
Household Income Base	97,255	52,591	32,271
< \$15,000	17.6%	15.6%	14.8%
\$15,000 - \$24,999	17.1%	17.4%	16.6%
\$25,000 - \$34,999	16.1%	16.5%	16.3%
\$35,000 - \$49,999	18.3%	19.2%	18.8%
\$50,000 - \$74,999	17.2%	19.1%	20.1%
\$75,000 - \$99,999	6.6%	6.5%	7.1%
\$100,000 - \$149,999	4.6%	4.2%	4.6%
\$150,000 - \$199,999	1.0%	0.8%	0.9%
\$200,000 +	1.4%	0.8%	0.9%
Average Household Income	\$45,856	\$44,564	\$45,960

2006 Households by Income

	Area: 1	Area: 2	Area: 3
Household Income Base	108,261	57,450	35,567
< \$15,000	14.3%	12.9%	12.0%
\$15,000 - \$24,999	13.5%	13.9%	13.1%
\$25,000 - \$34,999	13.9%	14.2%	13.5%
\$35,000 - \$49,999	18.4%	19.2%	19.1%
\$50,000 - \$74,999	19.2%	21.2%	21.8%
\$75,000 - \$99,999	8.6%	8.9%	9.8%
\$100,000 - \$149,999	8.1%	7.1%	7.9%
\$150,000 - \$199,999	1.6%	1.2%	1.4%
\$200,000 +	2.2%	1.4%	1.5%
Average Household Income	\$56,222	\$52,796	\$55,154

2011 Households by Income

	Area: 1	Area: 2	Area: 3
Household Income Base	118,075	62,862	39,070
< \$15,000	12.1%	10.9%	10.1%
\$15,000 - \$24,999	11.0%	11.0%	10.3%
\$25,000 - \$34,999	12.6%	13.1%	12.5%
\$35,000 - \$49,999	17.3%	18.2%	17.7%
\$50,000 - \$74,999	19.8%	21.3%	21.5%
\$75,000 - \$99,999	10.7%	11.4%	12.1%
\$100,000 - \$149,999	10.4%	9.6%	10.7%
\$150,000 - \$199,999	3.1%	2.5%	2.8%
\$200,000 +	3.1%	2.0%	2.2%
Average Household Income	\$66,668	\$61,878	\$65,058

2000 Owner Occupied HUs by Value

	Area: 1	Area: 2	Area: 3
Total	63,316	35,074	22,309
< \$50,000	26.5%	25.9%	25.4%
\$50,000 - \$99,999	47.3%	52.6%	50.2%
\$100,000 - \$149,999	14.4%	15.0%	16.7%
\$150,000 - \$199,999	6.0%	4.5%	5.4%
\$200,000 - \$299,999	3.2%	1.2%	1.5%
\$300,000 - \$499,999	1.6%	0.6%	0.6%
\$500,000 - \$999,999	0.8%	0.2%	0.2%
\$1,000,000+	0.2%	0.0%	0.0%
Average Home Value	\$92,798	\$79,360	\$82,315

2000 Specified Renter Occupied HUs by Contract Rent

	Area: 1	Area: 2	Area: 3
Total	33,998	17,586	10,010
With Cash Rent	96.1%	96.3%	96.5%
No Cash Rent	3.9%	3.7%	3.5%
Median Rent	\$574	\$599	\$622
Average Rent	\$586	\$609	\$625

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381
Longitude: -80.0852

Area: 1

Area: 2

Area: 3



2000 Population by Age

	Area: 1	Area: 2	Area: 3
Total	239,937	133,849	79,882
0 - 4	6.4%	6.7%	6.4%
5 - 9	6.4%	6.8%	6.4%
10 - 14	6.1%	6.7%	6.4%
15 - 19	6.0%	6.2%	5.9%
20 - 24	6.5%	6.4%	6.2%
25 - 34	14.9%	15.3%	15.8%
35 - 44	15.4%	15.8%	16.3%
45 - 54	11.5%	11.7%	12.2%
55 - 64	8.0%	8.0%	8.6%
65 - 74	8.3%	7.7%	8.0%
75 - 84	7.5%	6.4%	6.0%
85+	2.9%	2.1%	1.9%
18+	77.6%	76.1%	77.3%

2006 Population by Age

	Area: 1	Area: 2	Area: 3
Total	271,011	147,512	88,892
0 - 4	6.3%	6.6%	6.2%
5 - 9	6.0%	6.2%	5.8%
10 - 14	6.0%	6.3%	5.9%
15 - 19	6.2%	6.6%	6.4%
20 - 24	6.6%	6.9%	6.5%
25 - 34	13.2%	13.8%	13.8%
35 - 44	14.2%	14.4%	15.0%
45 - 54	13.1%	13.2%	13.6%
55 - 64	9.9%	9.8%	10.5%
65 - 74	7.4%	7.0%	7.5%
75 - 84	7.4%	6.4%	6.1%
85+	3.7%	2.9%	2.6%
18+	78.2%	77.0%	78.2%

2011 Population by Age

	Area: 1	Area: 2	Area: 3
Total	296,886	162,012	97,996
0 - 4	6.4%	6.7%	6.3%
5 - 9	5.7%	6.0%	5.6%
10 - 14	5.8%	6.1%	5.8%
15 - 19	5.9%	6.0%	5.7%
20 - 24	7.0%	7.5%	7.2%
25 - 34	12.6%	13.5%	13.3%
35 - 44	12.6%	12.7%	13.2%
45 - 54	13.8%	13.8%	14.4%
55 - 64	11.4%	11.4%	12.0%
65 - 74	7.6%	7.1%	7.7%
75 - 84	6.8%	5.8%	5.8%
85+	4.1%	3.3%	2.9%
18+	78.7%	77.7%	78.9%

2000 Population by Sex

	Area: 1	Area: 2	Area: 3
Males	49.4%	49.1%	48.7%
Females	50.6%	50.9%	51.3%

2006 Population by Sex

	Area: 1	Area: 2	Area: 3
Males	49.4%	49.1%	48.7%
Females	50.6%	50.9%	51.3%

2011 Population by Sex

	Area: 1	Area: 2	Area: 3
Males	49.3%	49.1%	48.6%
Females	50.7%	50.9%	51.4%

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381
Longitude: -80.0852

Area: 1

Area: 2

Area: 3



2000 Population by Race/Ethnicity

	Area: 1	Area: 2	Area: 3
Total	239,939	133,851	79,880
White Alone	76.8%	77.4%	80.8%
Black Alone	11.3%	11.3%	8.3%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.4%	1.6%	1.7%
Some Other Race Alone	6.7%	6.2%	5.8%
Two or More Races	3.4%	3.2%	3.0%
Hispanic Origin	26.3%	26.2%	26.5%
Diversity Index	63.1	62.5	59.7

2006 Population by Race/Ethnicity

	Area: 1	Area: 2	Area: 3
Total	271,010	147,512	88,888
White Alone	72.0%	72.0%	76.0%
Black Alone	13.7%	13.8%	10.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.6%	1.7%	2.0%
Some Other Race Alone	8.5%	8.3%	7.8%
Two or More Races	3.9%	3.8%	3.6%
Hispanic Origin	32.7%	34.0%	34.5%
Diversity Index	69.9	70.3	67.8

2011 Population by Race/Ethnicity

	Area: 1	Area: 2	Area: 3
Total	296,887	162,012	97,995
White Alone	68.6%	68.5%	72.6%
Black Alone	14.9%	15.1%	11.5%
American Indian Alone	0.4%	0.4%	0.3%
Asian or Pacific Islander Alone	1.7%	1.9%	2.2%
Some Other Race Alone	10.0%	9.9%	9.4%
Two or More Races	4.3%	4.2%	4.1%
Hispanic Origin	38.3%	40.2%	41.2%
Diversity Index	74.0	74.4	72.1



2000 Population 3+ by School Enrollment

	Area: 1	Area: 2	Area: 3
Total	230,672	128,692	76,801
Enrolled in Nursery/Preschool	1.7%	1.9%	2.0%
Enrolled in Kindergarten	1.3%	1.3%	1.2%
Enrolled in Grade 1-8	10.7%	11.5%	10.7%
Enrolled in Grade 9-12	5.0%	5.4%	5.2%
Enrolled in College	4.0%	4.0%	4.1%
Enrolled in Grad/Prof School	0.6%	0.5%	0.5%
Not Enrolled in School	76.6%	75.4%	76.3%

2000 Population 25+ by Educational Attainment

	Area: 1	Area: 2	Area: 3
Total	164,262	89,840	54,873
Less than 9th Grade	9.7%	8.7%	7.8%
9th - 12th Grade, No Diploma	15.8%	16.1%	14.8%
High School Graduate	30.3%	33.0%	31.9%
Some College, No Degree	20.9%	20.9%	22.1%
Associate Degree	6.2%	6.3%	6.8%
Bachelor's Degree	10.7%	9.8%	11.0%
Master's/Prof/Doctorate Degree	6.4%	5.1%	5.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Area: 1

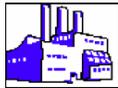
Area: 2

Area: 3



2000 Population 15+ by Sex and Marital Status

	Area: 1	Area: 2	Area: 3
Total	194,397	107,029	64,731
Females	51.1%	51.4%	51.7%
Never Married	10.8%	10.7%	10.5%
Married, not Separated	23.7%	23.9%	23.9%
Married, Separated	1.5%	1.7%	1.6%
Widowed	7.3%	6.8%	6.6%
Divorced	7.7%	8.2%	9.1%
Males	48.9%	48.6%	48.3%
Never Married	15.1%	15.2%	14.8%
Married, not Separated	24.8%	24.9%	25.1%
Married, Separated	1.4%	1.3%	1.4%
Widowed	2.0%	1.7%	1.5%
Divorced	5.6%	5.5%	5.5%



2000 Population 16+ by Employment Status

	Area: 1	Area: 2	Area: 3
Total	191,906	105,523	63,847
In Labor Force	58.0%	60.1%	61.2%
Civilian Employed	54.5%	56.6%	58.1%
Civilian Unemployed	3.4%	3.5%	3.1%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	42.0%	39.9%	38.8%

2006 Civilian Population 16+ in Labor Force

	Area: 1	Area: 2	Area: 3
Civilian Employed	93.8%	93.9%	94.4%
Civilian Unemployed	6.2%	6.1%	5.6%

2011 Civilian Population 16+ in Labor Force

	Area: 1	Area: 2	Area: 3
Civilian Employed	94.6%	94.8%	95.1%
Civilian Unemployed	5.4%	5.2%	4.9%

2000 Females 16+ by Employment Status and Age of Children

	Area: 1	Area: 2	Area: 3
Total	98,331	54,423	33,124
Own Children < 6 Only	6.8%	7.0%	6.9%
Employed/in Armed Forces	3.7%	4.0%	3.9%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	2.6%	2.4%	2.5%
Own Children <6 and 6-17	5.8%	6.0%	5.8%
Employed/in Armed Forces	3.2%	3.7%	3.6%
Unemployed	0.3%	0.3%	0.3%
Not in Labor Force	2.3%	2.1%	1.9%
Own Children 6-17 Only	13.1%	14.6%	14.1%
Employed/in Armed Forces	9.0%	10.2%	10.2%
Unemployed	0.6%	0.6%	0.4%
Not in Labor Force	3.4%	3.7%	3.5%
No Own Children <18	74.4%	72.4%	73.1%
Employed/in Armed Forces	31.6%	32.9%	35.3%
Unemployed	2.2%	2.3%	2.1%
Not in Labor Force	40.6%	37.2%	35.7%

Market Profile

Prepared by Gibbs Planning Group, Inc.

Latitude: 26.6381

Longitude: -80.0852

Area: 1

Area: 2

Area: 3



2006 Employed Population 16+ by Industry

	Area: 1	Area: 2	Area: 3
Total	118,079	64,880	40,780
Agriculture/Mining	0.9%	0.7%	0.4%
Construction	13.5%	13.4%	11.9%
Manufacturing	4.5%	4.7%	4.8%
Wholesale Trade	3.0%	3.1%	3.0%
Retail Trade	12.1%	12.7%	12.9%
Transportation/Utilities	4.8%	5.2%	5.5%
Information	2.0%	2.1%	2.4%
Finance/Insurance/Real Estate	7.1%	6.6%	6.8%
Services	47.4%	46.6%	46.9%
Public Administration	4.8%	4.9%	5.5%

2006 Employed Population 16+ by Occupation

	Area: 1	Area: 2	Area: 3
Total	118,079	64,882	40,779
White Collar	51.4%	50.1%	53.4%
Management/Business/Financial	10.2%	9.5%	10.7%
Professional	15.8%	14.4%	15.5%
Sales	11.1%	10.9%	11.3%
Administrative Support	14.2%	15.3%	16.0%
Services	23.3%	23.3%	22.2%
Blue Collar	25.3%	26.7%	24.3%
Farming/Forestry/Fishing	0.6%	0.4%	0.2%
Construction/Extraction	11.6%	11.8%	10.2%
Installation/Maintenance/Repair	4.4%	4.6%	4.5%
Production	4.1%	4.3%	4.2%
Transportation/Material Moving	4.7%	5.5%	5.3%



2000 Workers 16+ by Means of Transportation to Work

	Area: 1	Area: 2	Area: 3
Total	102,853	58,547	36,394
Drove Alone - Car, Truck, or Van	75.4%	76.9%	79.5%
Carpooled - Car, Truck, or Van	17.1%	16.7%	14.8%
Public Transportation	1.5%	1.2%	1.0%
Walked	1.6%	1.2%	1.2%
Other Means	2.1%	1.9%	1.4%
Worked at Home	2.3%	2.0%	2.1%

2000 Workers 16+ by Travel Time to Work

	Area: 1	Area: 2	Area: 3
Total	102,853	58,548	36,392
Did not Work at Home	97.7%	98.0%	97.9%
Less than 5 minutes	1.6%	1.5%	1.7%
5 to 9 minutes	6.8%	5.6%	5.9%
10 to 19 minutes	29.1%	29.6%	29.2%
20 to 24 minutes	17.9%	18.8%	19.0%
25 to 34 minutes	24.6%	24.8%	24.9%
35 to 44 minutes	5.7%	5.6%	5.3%
45 to 59 minutes	6.0%	6.1%	6.4%
60 to 89 minutes	3.7%	3.5%	3.3%
90 or more minutes	2.3%	2.5%	2.2%
Worked at Home	2.3%	2.0%	2.1%
Average Travel Time to Work (in min)	26.1	26.3	25.8

2000 Households by Vehicles Available

	Area: 1	Area: 2	Area: 3
Total	97,339	52,666	32,331
None	10.1%	7.9%	7.7%
1	48.2%	47.3%	46.0%
2	32.6%	34.7%	36.1%
3	7.2%	7.9%	8.0%
4	1.5%	1.7%	1.6%
5+	0.4%	0.5%	0.7%
Average Number of Vehicles Available	1.4	1.5	1.5

Latitude: 26.6381
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Area: 1

Area: 2

Area: 3



2000 Households by Type

	Area: 1	Area: 2	Area: 3
Total	97,286	52,663	32,310
Family Households	60.4%	63.7%	62.9%
Married-couple Family	42.9%	44.3%	44.6%
With Related Children	17.5%	19.3%	19.2%
Other Family (No Spouse)	17.5%	19.3%	18.3%
With Related Children	11.3%	12.9%	11.9%
Nonfamily Households	39.6%	36.3%	37.1%
Householder Living Alone	31.5%	28.4%	29.1%
Householder Not Living Alone	8.1%	7.9%	8.0%
Households with Related Children	28.9%	32.2%	31.1%
Households with Persons 65+	33.1%	29.9%	29.2%

2000 Households by Size

	Area: 1	Area: 2	Area: 3
Total	97,287	52,662	32,310
1 Person Household	31.5%	28.4%	29.1%
2 Person Household	33.8%	33.7%	34.4%
3 Person Household	14.1%	15.8%	16.0%
4 Person Household	10.8%	11.9%	11.6%
5 Person Household	5.5%	5.9%	5.4%
6 Person Household	2.5%	2.6%	2.3%
7+ Person Household	1.7%	1.6%	1.1%

2000 Households by Year Householder Moved In

	Area: 1	Area: 2	Area: 3
Total	97,341	52,667	32,328
Moved in 1999 to March 2000	23.7%	23.8%	24.0%
Moved in 1995 to 1998	31.4%	31.2%	31.5%
Moved in 1990 to 1994	15.7%	15.3%	15.4%
Moved in 1980 to 1989	17.5%	17.7%	17.2%
Moved in 1970 to 1979	8.1%	8.0%	8.2%
Moved in 1969 or Earlier	3.7%	3.9%	3.7%
Median Year Householder Moved In	1996	1996	1996



2000 Housing Units by Units in Structure

	Area: 1	Area: 2	Area: 3
Total	111,311	58,843	36,386
1, Detached	37.2%	35.4%	34.4%
1, Attached	11.5%	14.9%	16.8%
2	5.8%	5.3%	4.1%
3 or 4	8.1%	8.9%	8.6%
5 to 9	9.2%	9.1%	9.3%
10 to 19	7.2%	6.8%	8.5%
20+	15.1%	12.5%	13.1%
Mobile Home	5.9%	7.1%	5.1%
Other	0.1%	0.0%	0.0%

2000 Housing Units by Year Structure Built

	Area: 1	Area: 2	Area: 3
Total	111,171	58,783	36,404
1999 to March 2000	1.9%	2.1%	2.9%
1995 to 1998	4.0%	4.0%	4.4%
1990 to 1994	5.9%	5.7%	5.8%
1980 to 1989	26.2%	31.7%	31.3%
1970 to 1979	27.9%	29.4%	29.3%
1969 or Earlier	34.1%	27.2%	26.2%
Median Year Structure Built	1976	1978	1978

Latitude: 26.6381
 Longitude: -80.0852

Area: 1

Area: 2

Area: 3

Top 3 Tapestry Segments

1.	Industrious Urban Fringe	Industrious Urban Fringe	Aspiring Young Families
2.		The Elders	Aspiring Young Families
3.	Main Street, USA	The Elders	The Elders



2006 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$174,799,227	\$87,146,501	\$56,420,356
Average Spent	\$1,614.62	\$1,516.94	\$1,586.36
Spending Potential Index	59	56	58
Computers & Accessories: Total \$	\$22,518,499	\$11,299,567	\$7,335,032
Average Spent	\$208.00	\$196.69	\$206.24
Spending Potential Index	81	76	80
Education: Total \$	\$97,936,433	\$49,201,009	\$32,466,682
Average Spent	\$904.64	\$856.43	\$912.86
Spending Potential Index	80	76	81
Entertainment/Recreation: Total \$	\$279,817,597	\$139,634,046	\$90,570,282
Average Spent	\$2,584.68	\$2,430.57	\$2,546.54
Spending Potential Index	78	74	77
Food at Home: Total \$	\$432,430,382	\$214,890,207	\$137,724,688
Average Spent	\$3,994.37	\$3,740.54	\$3,872.37
Spending Potential Index	81	76	79
Food Away from Home: Total \$	\$291,770,148	\$145,779,135	\$94,158,829
Average Spent	\$2,695.09	\$2,537.54	\$2,647.44
Spending Potential Index	81	76	79
Health Care: Total \$	\$326,543,316	\$160,873,902	\$103,076,031
Average Spent	\$3,016.29	\$2,800.29	\$2,898.16
Spending Potential Index	82	76	79
HH Furnishings & Equipment: Total \$	\$166,606,115	\$83,283,941	\$53,902,810
Average Spent	\$1,538.94	\$1,449.70	\$1,515.57
Spending Potential Index	70	66	69
Investments: Total \$	\$492,907,216	\$234,947,380	\$151,699,200
Average Spent	\$4,552.99	\$4,089.67	\$4,265.29
Spending Potential Index	97	88	91
Retail Goods: Total \$	\$2,142,745,582	\$1,071,380,596	\$688,911,448
Average Spent	\$19,792.59	\$18,649.25	\$19,369.94
Spending Potential Index	76	72	74
Shelter: Total \$	\$1,264,041,408	\$626,780,515	\$406,173,975
Average Spent	\$11,675.98	\$10,910.21	\$11,420.29
Spending Potential Index	82	76	80
TV/Video/Sound Equipment: Total \$	\$95,070,148	\$47,533,848	\$30,689,484
Average Spent	\$878.17	\$827.41	\$862.89
Spending Potential Index	80	76	79
Travel: Total \$	\$155,736,173	\$76,999,428	\$50,155,949
Average Spent	\$1,438.54	\$1,340.31	\$1,410.22
Spending Potential Index	80	75	79
Vehicle Maintenance & Repairs: Total \$	\$95,158,769	\$47,542,643	\$30,463,157
Average Spent	\$878.98	\$827.56	\$856.52
Spending Potential Index	82	77	80