

Account: W03155  
 Site: 110058

# MARKET PROFILE REPORT

3/5/2003

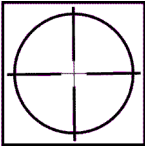
PREPARED FOR:

Carlen Realty, LLC

Hillsboro Plaza  
 Tampa, FL  
 Coords: 27.9959865714286 -82.4883664285714

Area 1: 1 Mile Radius  
 Area 2: 3 Mile Radius  
 Area 3: 5 Mile Radius

Description	Area 1	Area 2	Area 3
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**MARKET PROFILE** The Market Profile Report contains a comprehensive list of demographic information based on 1990 & 2000 Census data updated to reflect 2001 estimates and 2006 projections.



**POPULATION** Population information allows you to quantify the market size and measure future growth. Population is defined as all living persons in a geographic area. Group quarters include non household living arrangements such as military barracks, college dormitories, long-term health care facilities, group homes, boarding houses, prisons, and ships.

2006 Population Projection	18,652	123,474	301,695
2001 Population Estimate	17,181	116,500	283,660
2000 Census Population	16,886	115,126	279,973
2001 Population Per Square Mile	5,640	4,033	3,716
2001 Group Quarters Population	368	1,597	4,283



**HOUSEHOLDS** Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to each other. Households include all occupied housing units.

2006 Household Projection	7,650	49,276	121,451
2001 Household Estimate	7,184	46,921	114,767
2000 Households	7,099	46,479	113,416
% Annual Household Growth: 2000-2001	1.2	1.0	1.2
2000 % Households			
With 1 Person	33.8	31.6	31.9
With 2 Persons	31.6	30.9	31.1
With 3 Persons	16.1	16.3	15.8
With 4 Persons	11.1	11.3	11.5
With 5 Persons	4.6	5.6	5.7
With 6 Persons	1.6	2.4	2.4
With 7+ Persons	1.0	1.8	1.6
2001 Average Household Size	2.32	2.45	2.43

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 <b>2001 INCOME</b> Income is a good indicator of the spending power of your market. Per Capita Income includes the income of all persons 15 years old and over. Median Income divides the income distribution into two equal parts, one-half falling above the median and one-half below.			
% Under \$10,000	8.2	15.5	15.0
% \$10,000-\$14,999	8.1	9.9	8.9
% \$15,000-\$24,999	15.5	16.4	14.8
% \$25,000-\$34,999	19.0	18.1	16.9
% \$35,000-\$49,999	18.8	16.5	15.9
% \$50,000-\$74,999	17.3	14.1	15.5
% \$75,000-\$99,999	7.3	5.6	6.9
% \$100,000-\$149,000	3.8	2.8	4.3
% \$150,000+	1.8	1.1	2.0
2001 Per Capita Income	\$18,709	\$15,194	\$17,245
2001 Average Household Income	\$44,539	\$37,551	\$42,440
2001 Median Household Income	\$35,441	\$29,934	\$33,645
 <b>2001 POPULATION BY RACE</b> The race variables represent the self-classification by people according to the race with which they most closely identify. Ancestry can be viewed as the nationality, lineage or country of birth of a person. Persons of Hispanic ancestry may be of any race. The Diversity Index summarizes ethnic and racial diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The lower the index is, the more similar the population; the higher the index is, the more diverse the population.			
% White	72.5	65.9	63.5
% Black	11.7	20.7	25.2
% Asian or Pacific Islander	2.4	2.1	2.0
% Other	9.7	7.7	6.1
% Two or More Races	3.7	3.6	3.2
% Hispanic Ancestry	47.5	37.9	27.5
Diversity Index	72.1	65.2	57.0
 <b>2001 POPULATION BY AGE</b> Population by age provides valuable information as to the relative maturity or youth of a particular market. Median age divides the age distribution into two equal parts, one-half falling below the median and one-half above.			
% Under Age 5	6.7	6.7	6.6
% Age 5-14	11.3	13.7	14.2
% Age 15-19	5.5	6.3	6.6
% Age 20-24	8.6	7.1	6.8
% Age 25-34	17.4	15.4	15.3
% Age 35-44	15.6	15.7	15.8
% Age 45-54	11.9	12.9	13.3
% Age 55-64	8.4	8.5	8.6
% Age 65-74	7.1	6.9	6.7
% Age 75-84	5.1	5.0	4.6
% Age 85 +	2.3	1.8	1.5
Average Age of Total Population	37.6	37.0	36.6
Median Age of Total Population	35.9	35.8	35.6

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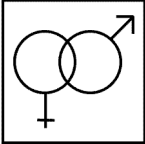
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Description	Area 1	Area 2	Area 3
<b>2001 POPULATION BY SEX</b>			
			
% Female	51.0	51.1	51.4
% Females Age 0-4	6.5	6.5	6.3
% Females Age 5-14	10.8	13.0	13.5
% Females Age 15-19	5.5	5.9	6.3
% Females Age 20-24	8.6	7.1	6.8
% Females Age 25-34	15.9	14.7	14.8
% Females Age 35-44	14.5	15.0	15.4
% Females Age 45-54	12.0	12.8	13.2
% Females Age 55-64	9.0	8.9	8.9
% Females Age 65-74	7.8	7.5	7.2
% Females Age 75-84	6.0	6.1	5.5
% Females Age 85+	3.5	2.5	2.1
Median Age Female	37.7	37.5	37.1
% Male	49.0	48.9	48.6
% Males Age 0-4	7.0	6.9	6.9
% Males Age 5-14	11.9	14.5	14.9
% Males Age 15-19	5.6	6.6	6.8
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% Males Age 55-64	7.7	8.0	8.4
% Males Age 65-74	6.3	6.2	6.1
% Males Age 75-84	4.1	4.0	3.6
% Males 85+	1.0	1.0	0.9
Median Age Male	34.2	34.2	34.2



**EDUCATION** The education variables are another way to determine the relative socio-economic status of an area. Population enrolled in school provides information on the population ages 3 & over. Educational attainment classifies persons age 25 & over according to their highest level of school or degree completed.

1990 Educational Attainment	10,520	73,575	176,540
% Elementary School (0-8 Years)	10.7	13.8	12.0
% Some High School (9-12 Years)	15.0	20.8	18.7
% High School Graduate only (12 Years)	28.4	29.2	27.5
% Some College (13-15 Years)	27.7	22.5	24.0
% Bachelor Degree	13.5	9.4	11.8
% Graduate Degree	4.7	4.3	6.0
Average Years of School Completed	12.3	11.7	12.1

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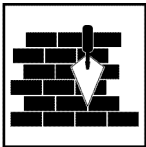
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**FAMILIES/HOUSEHOLDERS**

2000 Family Households	4,039	27,548	67,211
2000 Non Family Households	3,117	18,906	46,360
2000 Family Households With Children	2,084	14,733	36,293
% Married Couple Family	59.1	52.8	53.5
% Male Householder	10.3	9.9	8.9
% Female Householder	30.6	37.3	37.6
2000 % Households			
% W/children < 18	29.7	32.2	32.4
% W/person 65+	21.2	23.8	22.4
% W/householder 65+	19.3	21.7	20.5



**OCCUPATION/INDUSTRY** These variables help you evaluate the composition of the labor force in a particular market. Occupation describes the kind of work a person does on the job. Industry employment describes the type of industry in which a person works. Both are based on persons age 16 and over.

2001 Civilian Labor Force: Pop 16+	11,432	69,863	170,410
% Employed in Civilian Labor Force	95.6	94.3	94.7
% Unemployed	4.4	5.7	5.3

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2001 Civilian Employed Persons 16+	10,929	65,887	161,311
% White Collar	63.0	56.2	59.0
% Executive & Managerial	8.9	7.3	8.7
% Professional Specialty	9.7	9.5	11.3
% Technical Support	7.1	5.4	4.9
% Sales	12.1	10.9	12.1
% Administrative Support	25.2	23.1	22.0
% Blue Collar	19.8	23.0	20.7
% Precision, Production, Craft & Repair	7.2	7.8	7.0
% Machine Operator	4.3	5.1	4.6
% Transportation & Material Moving	3.9	4.1	3.7
% Laborers	4.4	5.9	5.4
% Service	16.5	20.0	19.5
% Private Household	0.3	0.6	0.6
% Protective	2.5	2.4	2.6
% Other	13.6	17.0	16.4
% Farming, Forestry, & Fishing	0.7	0.9	0.8
White/Blue Collar Ratio	3.2	2.4	2.9
2001 Industry Employment	10,929	65,887	161,311
% Agriculture, Forestry, Fishing	1.1	1.2	1.0
% Mining	0.0	0.0	0.0
% Construction	5.5	6.3	5.6
% Manufacturing: Nondurable Goods	3.6	3.8	3.5
% Manufacturing: Durable Goods	2.3	3.0	2.8
% Transportation	6.1	5.7	5.7
% Communications & Public Utilities	1.6	2.4	2.5
% Wholesale Trade	4.7	5.0	4.8
% Retail Trade	14.2	13.5	13.5
% Finance, Insurance, Real Estate	10.4	7.9	8.6
% Service: Business & Repair	12.7	13.9	14.3
% Service: Personal	7.2	6.7	6.3
% Service: Entertainment & Recreation	3.9	3.7	3.3
% Service: Health	11.2	9.6	9.5
% Service: Educational	6.5	7.5	7.8
% Service: Other Professional & Related	5.8	6.6	7.6
% Public Administration	3.2	3.1	3.2

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HOUSING Housing units are defined as a house, apartment, mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

2000 Total Housing Units	7,516	50,134	122,431
% Occupied	94.5	92.7	92.6
% Vacant	5.5	7.3	7.4
% Year-round	5.3	6.8	6.8
% Seasonal	0.2	0.5	0.5
1990 Total Housing Units in Structure	7,571	50,366	120,305
% Single, Detached	42.8	57.9	56.7
% Single, Attached	1.6	2.5	3.9
% 2 Units	1.2	4.2	5.3
% 3-9 Units	13.2	12.7	12.3
% 10-49 Units	31.6	15.5	14.5
% 50+ Units	6.0	4.9	4.1
% Mobile Home or Trailer	3.1	1.3	2.0
% Other Units	0.5	1.1	1.2
2000 Total Occupied Housing Units	7,099	46,479	113,416
% Owner-occupied Units	43.4	54.6	56.1
% Renter-occupied Units	56.6	45.4	43.9
Owner/Renter Ratio	0.8	1.2	1.3
1990 Housing Units By Year Built	7,571	50,366	120,305
% Built 1985 - 1990	14.3	8.6	9.7
% Built 1980 - 1984	21.6	10.8	10.8
% Built 1970 - 1979	25.7	18.8	20.7
% Built 1960 - 1969	15.0	17.8	19.4
% Built 1950 - 1959	18.2	19.5	18.6
% Built 1949 or earlier	5.0	24.4	20.7
2001 Total Specified Owner-occupied Units	2,727	22,856	56,146
% Under \$50,000	6.3	13.3	11.6
% \$50,000-\$99,999	65.1	67.0	56.2
% \$100,000-\$149,999	23.8	15.3	17.1
% \$150,000-\$199,999	3.1	2.6	5.3
% \$200,000-\$299,999	1.1	1.0	3.8
% \$300,000-\$399,999	0.5	0.5	3.0
% \$400,000-\$499,999	0.0	0.2	1.4
% \$500,000+	0.1	0.2	1.6
Average Home Value	\$93,157	\$84,934	\$115,330
Median Home Value	\$86,577	\$78,253	\$104,731
1990 Spec. Renter-Occ. Units - Cash Rent	3,790	20,082	45,998
1990 Average Contract Rent	\$395	\$332	\$340
1990 Median Contract Rent	\$380	\$322	\$329