

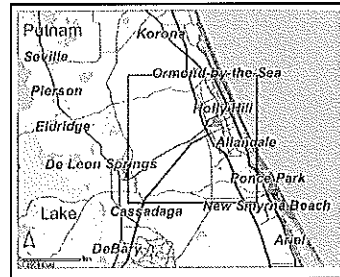
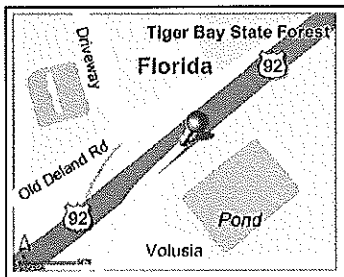
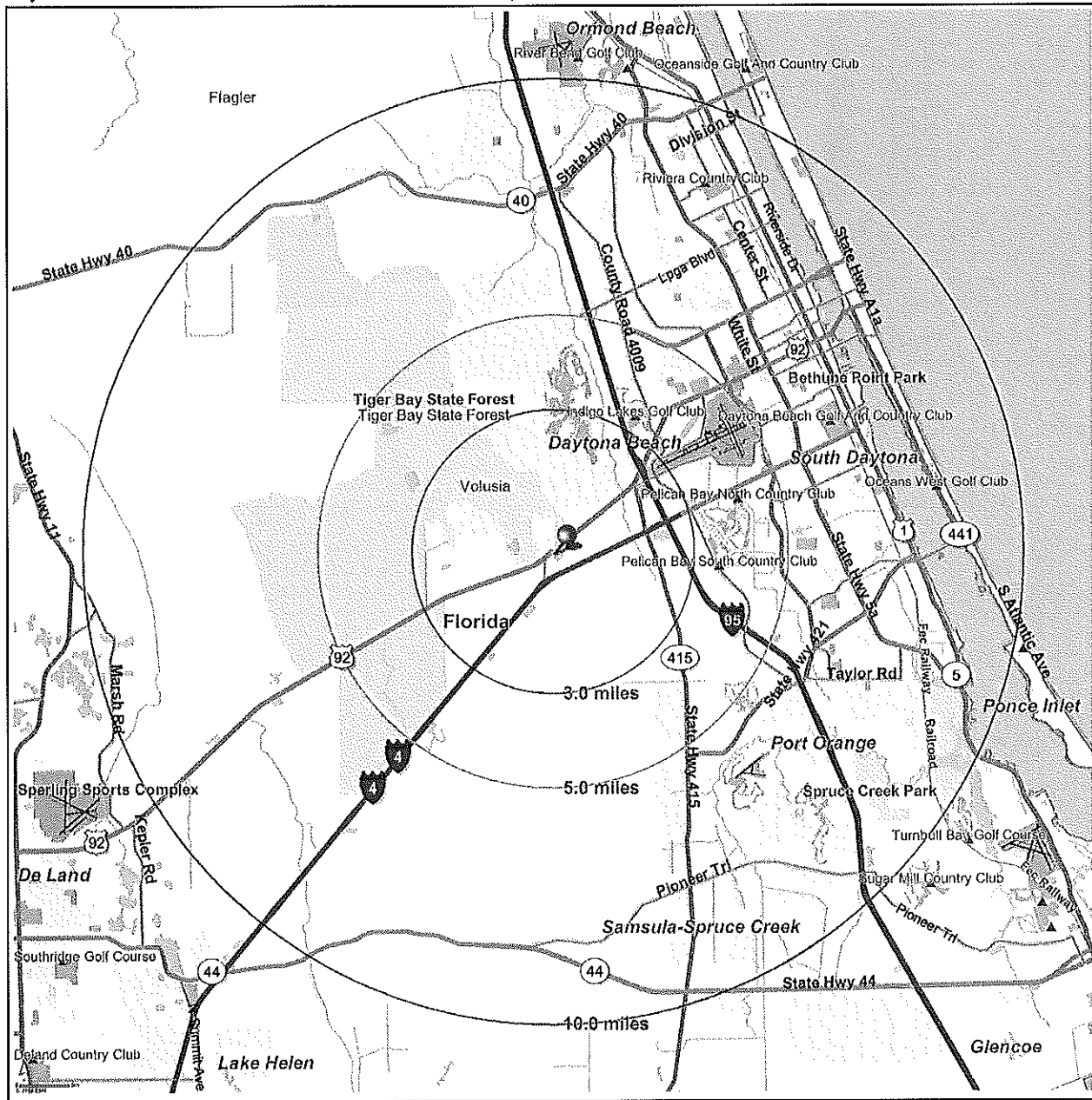
Site Map

3425 W International Speedway Blvd
Daytona Beach, FL 32124

Prepared By: STDBOnline.com

April 22, 2008

Latitude 29.1463
Longitude -81.1155





Executive Summary

Prepared By: STDBOnline.com

3425 W International Speedway
Blvd
Daytona Beach, FL 32124
Radius: 3 mile

3425 W International Speedway
Blvd
Daytona Beach, FL 32124
Radius: 5 mile

3425 W International Speedway
Blvd
Daytona Beach, FL 32124
Radius: 10 mile

Site Type: Radius

2007 Population

Total Population	3,915	23,366	209,286
Male Population	73.9%	54.8%	49.3%
Female Population	26.1%	45.2%	50.7%
Median Age	35.6	41.3	45.0

2007 Income

Median HH Income	\$63,273	\$44,334	\$40,928
Per Capita Income	\$21,491	\$28,348	\$25,550
Average HH Income	\$77,656	\$62,841	\$57,325

2007 Households

Total Households	302	9,605	90,340
Average Household Size	5.22	2.05	2.21
1990-2000 Annual Rate	4.01%	3.06%	1.23%

2007 Housing

Owner Occupied Housing Units	83.2%	56.7%	61.2%
Renter Occupied Housing Units	10.6%	34.3%	26.5%
Vacant Housing Units	6.2%	9.0%	12.3%

Population

1990 Population	3,099	14,894	167,461
2000 Population	3,777	20,033	187,259
2007 Population	3,915	23,366	209,286
2012 Population	4,042	25,930	228,992
1990-2000 Annual Rate	2%	3.01%	1.12%
2000-2007 Annual Rate	0.5%	2.15%	1.55%
2007-2012 Annual Rate	0.64%	2.1%	1.82%

In the identified market area, the current year population is 209,286. In 2000, the Census count in the market area was 187,259. The rate of change since 2000 was 1.55 percent annually. The five-year projection for the population in the market area is 228,992, representing a change of 1.82 percent annually from 2007 to 2012. Currently, the population is 49.3 percent male and 50.7 percent female.

Households

1990 Households	185	5,983	71,396
2000 Households	274	8,089	80,665
2007 Households	302	9,605	90,340
2012 Households	331	10,819	99,344
1990-2000 Annual Rate	4.01%	3.06%	1.23%
2000-2007 Annual Rate	1.35%	2.4%	1.57%
2007-2012 Annual Rate	1.85%	2.41%	1.92%

The household count in this market area has changed from 80,665 in 2000 to 90,340 in the current year, a change of 1.57 percent annually. The five-year projection of households is 99,344, a change of 1.92 percent annually from the current year total. Average household size is currently 2.21, compared to 2.20 in the year 2000. The number of families in the current year is 52,326 in the market area.

Housing

Currently, 61.2 percent of the 103,061 housing units in the market area are owner occupied; 26.5 percent, renter occupied; and 12.3 percent are vacant. In 2000, there were 91,696 housing units— 59.1 percent owner occupied, 28.8 percent renter occupied and 12.1 percent vacant. The rate of change in housing units since 2000 is 1.62 percent. Median home value in the market area is \$212,240, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.42 percent annually to \$239,231. From 2000 to the current year, median home value changed by 14.11 percent annually.



Executive Summary

Prepared By: STDBOnline.com

Site Type: Radius	3425 W International Speedway Blvd Daytona Beach, FL 32124 Radius: 3 mile	3425 W International Speedway Blvd Daytona Beach, FL 32124 Radius: 5 mile	3425 W International Speedway Blvd Daytona Beach, FL 32124 Radius: 10 mile
Median Household Income			
1990 Median HH Income	\$27,159	\$27,704	\$22,977
2000 Median HH Income	\$52,604	\$35,737	\$32,224
2007 Median HH Income	\$63,273	\$44,334	\$40,928
2012 Median HH Income	\$72,043	\$51,208	\$47,945
1990-2000 Annual Rate	6.83%	2.58%	3.44%
2000-2007 Annual Rate	2.58%	3.02%	3.35%
2007-2012 Annual Rate	2.63%	2.92%	3.22%
Per Capita Income			
1990 Per Capita Income	\$12,407	\$15,306	\$13,208
2000 Per Capita Income	\$12,989	\$22,038	\$19,755
2007 Per Capita Income	\$21,491	\$28,348	\$25,550
2012 Per Capita Income	\$25,107	\$34,313	\$31,049
1990-2000 Annual Rate	0.46%	3.71%	4.11%
2000-2007 Annual Rate	7.19%	3.53%	3.61%
2007-2012 Annual Rate	3.16%	3.89%	3.98%
Average Household Income			
1990 Average Household Income	\$33,141	\$33,614	\$30,082
2000 Average Household Income	\$65,113	\$51,843	\$44,647
2007 Average HH Income	\$77,656	\$62,841	\$57,325
2012 Average HH Income	\$90,697	\$75,813	\$69,617
1990-2000 Annual Rate	6.99%	4.43%	4.03%
2000-2007 Annual Rate	2.46%	2.69%	3.51%
2007-2012 Annual Rate	3.15%	3.82%	3.96%

Households by Income

Current median household income is \$40,928 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$47,945 in five years. In 2000, median household income was \$32,224, compared to \$22,977 in 1990.

Current average household income is \$57,325 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$69,617 in five years. In 2000, average household income was \$44,647, compared to \$30,082 in 1990.

Current per capita income is \$25,550 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$31,049 in five years. In 2000, the per capita income was \$19,755, compared to \$13,208 in 1990.

Population by Employment

Total Businesses	177	1,289	13,012
Total Employees	2,630	14,254	84,594

Currently, 94.8 percent of the civilian labor force in the identified market area is employed and 5.2 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.7 percent of the civilian labor force, and unemployment will be 4.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 55.4 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 57.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 21.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 21.4 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 77.5 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 21.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education




In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 17.9 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 31.4 percent were high school graduates only (28.6 percent in the U.S.)
- 8.2 percent had completed an Associate degree (6.3 percent in the U.S.)
- 12.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 6.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)



Market Profile

Prepared By: STDBOnline.com

	3425 W International Sp Daytona Beach, FL 3212 Radius: 3 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 5 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 10 mile
Latitude	29.1463		
Longitude	-81.1155		
 2000 Total Population	3,777	20,033	187,259
2000 Group Quarters	2,319	3,643	9,679
2007 Total Population	3,915	23,366	209,286
2012 Total Population	4,042	25,930	228,992
2007 - 2012 Annual Rate	0.64%	2.1%	1.82%
 2000 Households	274	8,089	80,665
2000 Average Household Size	5.32	2.03	2.2
2007 Households	302	9,605	90,340
2007 Average Household Size	5.22	2.05	2.21
2012 Households	331	10,819	99,344
2012 Average Household Size	5.15	2.06	2.21
2007 - 2012 Annual Rate	1.85%	2.41%	1.92%
2000 Families	201	4,491	47,724
2000 Average Family Size	5.99	2.61	2.76
2007 Families	215	5,209	52,326
2007 Average Family Size	5.89	2.65	2.78
2012 Families	230	5,758	56,568
2012 Average Family Size	5.84	2.66	2.79
2007 - 2012 Annual Rate	1.36%	2.02%	1.57%
 2000 Housing Units	291	8,851	91,696
Owner Occupied Housing Units	82.5%	54.4%	59.1%
Renter Occupied Housing Units	11.3%	36.9%	28.8%
Vacant Housing Units	6.2%	8.7%	12.1%
2007 Housing Units	322	10,556	103,061
Owner Occupied Housing Units	83.2%	56.7%	61.2%
Renter Occupied Housing Units	10.6%	34.3%	26.5%
Vacant Housing Units	6.2%	9.0%	12.3%
2012 Housing Units	352	11,879	113,030
Owner Occupied Housing Units	83.2%	56.9%	61.6%
Renter Occupied Housing Units	10.8%	34.1%	26.3%
Vacant Housing Units	6.0%	8.9%	12.1%
Median Household Income			
2000	\$52,604	\$35,737	\$32,224
2007	\$63,273	\$44,334	\$40,928
2012	\$72,043	\$51,208	\$47,945
Median Home Value			
2000	\$111,328	\$97,969	\$81,530
2007	\$254,000	\$249,383	\$212,240
2012	\$300,000	\$288,124	\$239,231
Per Capita Income			
2000	\$12,989	\$22,038	\$19,755
2007	\$21,491	\$28,348	\$25,550
2012	\$25,107	\$34,313	\$31,049
Median Age			
2000	34.7	38.7	42.1
2007	35.6	41.3	45.0
2012	36.3	43.0	46.9

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

Prepared By: STDBOnline.com

Latitude	29.1463	3425 W International Sp Daytona Beach, FL 3212 Radius: 3 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 5 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 10 mile
Longitude	-81.1155			



2000 Households by Income

Household Income Base	3 mile	5 mile	10 mile
< \$15,000	273 7.3%	8,022 17.6%	80,694 20.3%
\$15,000 - \$24,999	8.8%	16.7%	17.9%
\$25,000 - \$34,999	13.6%	14.2%	15.6%
\$35,000 - \$49,999	17.9%	19.6%	17.2%
\$50,000 - \$74,999	18.3%	14.6%	15.6%
\$75,000 - \$99,999	23.8%	8.3%	6.5%
\$100,000 - \$149,999	8.1%	5.1%	4.1%
\$150,000 - \$199,999	0.0%	2.1%	1.3%
\$200,000+	2.2%	1.8%	1.5%
Average Household Income	\$65,113	\$51,843	\$44,647

2007 Households by Income

Household Income Base	3 mile	5 mile	10 mile
< \$15,000	302 6.3%	9,604 13.8%	90,341 15.0%
\$15,000 - \$24,999	7.9%	11.6%	14.3%
\$25,000 - \$34,999	7.0%	13.9%	13.6%
\$35,000 - \$49,999	19.2%	17.4%	16.7%
\$50,000 - \$74,999	17.2%	18.0%	19.0%
\$75,000 - \$99,999	14.6%	10.0%	8.9%
\$100,000 - \$149,999	24.5%	9.2%	7.6%
\$150,000 - \$199,999	1.3%	2.8%	2.3%
\$200,000+	2.0%	3.2%	2.6%
Average Household Income	\$77,656	\$62,841	\$57,325

2012 Households by Income

Household Income Base	3 mile	5 mile	10 mile
< \$15,000	331 5.4%	10,821 12.2%	99,345 12.8%
\$15,000 - \$24,999	5.1%	9.0%	11.0%
\$25,000 - \$34,999	6.9%	12.2%	12.6%
\$35,000 - \$49,999	15.4%	15.3%	15.7%
\$50,000 - \$74,999	18.7%	19.7%	18.7%
\$75,000 - \$99,999	13.0%	10.8%	11.1%
\$100,000 - \$149,999	27.5%	12.0%	10.7%
\$150,000 - \$199,999	5.1%	3.8%	3.2%
\$200,000+	2.7%	4.9%	4.1%
Average Household Income	\$90,697	\$75,813	\$69,617

2000 Owner Occupied HUs by Value

Total	3 mile	5 mile	10 mile
<\$50,000	241 3.7%	4,826 13.5%	54,260 20.9%
\$50,000 - 99,999	40.2%	38.9%	46.4%
\$100,000 - 149,999	25.3%	28.8%	17.8%
\$150,000 - 199,999	19.1%	11.0%	7.3%
\$200,000 - \$299,999	6.6%	5.5%	5.2%
\$300,000 - 499,999	4.6%	1.8%	1.6%
\$500,000 - 999,999	0.4%	0.4%	0.6%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$126,206	\$111,943	\$100,081

2000 Specified Renter Occupied HUs by Contract Rent

Total	3 mile	5 mile	10 mile
30	3,243	26,369	
With Cash Rent	100.0%	96.7%	96.1%
No Cash Rent	0.0%	3.3%	3.9%
Median Rent	\$564	\$592	\$489
Average Rent	\$613	\$602	\$508

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

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Latitude	29.1463	3425 W International Sp Daytona Beach, FL 3212 Radius: 3 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 5 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 10 mile
Longitude	-81.1155			



2000 Population by Age

Total	3,775	20,030	187,260
0 - 4	2.1%	3.6%	4.6%
5 - 9	2.2%	3.4%	5.2%
10 - 14	4.3%	3.7%	5.4%
15 - 19	10.8%	7.6%	6.3%
20 - 24	8.0%	10.9%	6.8%
25 - 34	23.3%	15.5%	11.6%
35 - 44	24.7%	14.1%	14.1%
45 - 54	13.2%	11.2%	13.2%
55 - 64	6.0%	9.5%	10.6%
65 - 74	2.6%	10.2%	11.0%
75 - 84	1.6%	8.1%	8.3%
85+	1.0%	2.2%	2.7%
18+	83.6%	85.8%	81.4%

2007 Population by Age

Total	3,914	23,365	209,288
0 - 4	2.2%	3.5%	4.6%
5 - 9	2.5%	3.1%	4.4%
10 - 14	3.1%	3.4%	4.9%
15 - 19	11.3%	6.8%	6.4%
20 - 24	8.0%	9.4%	6.6%
25 - 34	21.3%	15.7%	10.7%
35 - 44	23.9%	12.7%	12.4%
45 - 54	14.2%	12.0%	14.4%
55 - 64	7.7%	12.0%	13.3%
65 - 74	3.1%	9.7%	10.2%
75 - 84	1.9%	8.2%	8.4%
85+	0.8%	3.4%	3.6%
18+	84.3%	86.8%	82.7%

2012 Population by Age

Total	4,042	25,931	228,987
0 - 4	2.2%	3.5%	4.5%
5 - 9	2.3%	3.0%	4.3%
10 - 14	4.0%	3.3%	4.5%
15 - 19	10.0%	6.5%	5.9%
20 - 24	8.2%	9.4%	6.9%
25 - 34	20.3%	14.4%	10.4%
35 - 44	23.6%	12.3%	10.9%
45 - 54	14.5%	12.3%	14.5%
55 - 64	8.2%	13.7%	15.4%
65 - 74	4.0%	10.5%	10.8%
75 - 84	1.8%	7.3%	7.9%
85+	0.9%	3.7%	4.0%
18+	84.5%	87.2%	83.7%

2000 Population by Sex

Males	74.5%	55.6%	49.2%
Females	25.5%	44.4%	50.8%

2007 Population by Sex

Males	73.9%	54.8%	49.3%
Females	26.1%	45.2%	50.7%

2012 Population by Sex

Males	73.2%	54.3%	49.3%
Females	26.8%	45.7%	50.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

Prepared By: STDBOnline.com

Latitude 29.1463
Longitude -81.1155

3425 W International Sp
Daytona Beach, FL 3212
Radius: 3 mile

3425 W International Sp
Daytona Beach, FL 3212
Radius: 5 mile

3425 W International Sp
Daytona Beach, FL 3212
Radius: 10 mile



2000 Population by Race/Ethnicity

Total	3,777	20,034	187,259
White Alone	71.0%	82.6%	82.1%
Black Alone	24.6%	11.7%	14.1%
American Indian Alone	0.9%	0.3%	0.3%
Asian or Pacific Islander Alone	0.3%	2.4%	1.4%
Some Other Race Alone	0.9%	1.1%	0.7%
Two or More Races	2.3%	1.8%	1.4%
Hispanic Origin	4.9%	4.1%	3.0%
Diversity Index	48.8	35.8	34.5

2007 Population by Race/Ethnicity

Total	3,916	23,366	209,286
White Alone	61.3%	77.7%	79.5%
Black Alone	33.4%	15.3%	15.8%
American Indian Alone	1.0%	0.4%	0.3%
Asian or Pacific Islander Alone	0.4%	3.2%	1.9%
Some Other Race Alone	1.2%	1.4%	0.9%
Two or More Races	2.6%	2.1%	1.6%
Hispanic Origin	6.5%	5.7%	4.2%
Diversity Index	57.1	44.0	39.6

2012 Population by Race/Ethnicity

Total	4,042	25,929	228,993
White Alone	55.2%	74.3%	77.5%
Black Alone	39.0%	17.5%	16.9%
American Indian Alone	1.0%	0.4%	0.3%
Asian or Pacific Islander Alone	0.4%	3.8%	2.3%
Some Other Race Alone	1.5%	1.7%	1.2%
Two or More Races	2.9%	2.3%	1.7%
Hispanic Origin	7.9%	7.2%	5.4%
Diversity Index	61.0	49.4	43.5



2000 Population 3+ by School Enrollment

Total	3,725	19,609	181,913
Enrolled in Nursery/Preschool	0.4%	1.0%	1.5%
Enrolled in Kindergarten	0.4%	0.7%	1.2%
Enrolled in Grade 1-8	6.8%	5.9%	9.0%
Enrolled in Grade 9-12	6.0%	4.0%	4.4%
Enrolled in College	2.2%	11.9%	7.3%
Enrolled in Grad/Prof School	0.1%	1.1%	0.7%
Not Enrolled in School	84.1%	75.3%	76.0%

2000 Population 25+ by Educational Attainment

Total	2,717	14,230	133,784
Less than 9th Grade	5.2%	3.7%	4.4%
9th - 12th Grade, No Diploma	22.5%	11.8%	13.6%
High School Graduate	34.5%	28.9%	31.4%
Some College, No Degree	21.3%	24.1%	24.3%
Associate Degree	6.3%	8.6%	8.2%
Bachelor's Degree	6.3%	15.5%	12.1%
Master's/Prof/Doctorate Degree	3.9%	7.5%	6.0%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

Prepared By: STDBOnline.com

Latitude 29.1463	3425 W International Sp Daytona Beach, FL 3212 Radius: 3 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 5 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 10 mile
Longitude -81.1155			



2000 Population 15+ by Sex and Marital Status

	3 mile	5 mile	10 mile
Total	3,457	17,901	158,577
Females	22.7%	44.2%	51.1%
Never Married	3.2%	9.6%	10.3%
Married, not Separated	14.4%	23.8%	24.7%
Married, Separated	1.0%	0.9%	1.1%
Widowed	1.8%	5.0%	7.6%
Divorced	2.2%	5.0%	7.3%
Males	77.3%	55.8%	48.9%
Never Married	31.0%	19.7%	14.4%
Married, not Separated	27.8%	27.5%	25.4%
Married, Separated	4.3%	1.1%	0.9%
Widowed	1.2%	1.7%	2.0%
Divorced	13.0%	5.7%	6.2%



2000 Population 16+ by Employment Status

	3 mile	5 mile	10 mile
Total	3,357	17,719	156,397
In Labor Force	25.9%	50.0%	55.4%
Civilian Employed	23.7%	46.7%	51.8%
Civilian Unemployed	2.3%	3.1%	3.5%
In Armed Forces	0.0%	0.2%	0.1%
Not in Labor Force	74.1%	50.0%	44.6%

2007 Civilian Population 16+ in Labor Force

	3 mile	5 mile	10 mile
Civilian Employed	90.6%	94.9%	94.8%
Civilian Unemployed	9.4%	5.1%	5.2%

2012 Civilian Population 16+ in Labor Force

	3 mile	5 mile	10 mile
Civilian Employed	91.9%	95.8%	95.7%
Civilian Unemployed	8.1%	4.2%	4.3%

2000 Females 16+ by Employment Status and Age of Children

	3 mile	5 mile	10 mile
Total	758	7,844	80,041
Own Children < 6 Only	5.3%	4.9%	5.1%
Employed/in Armed Forces	4.0%	3.5%	3.4%
Unemployed	0.0%	0.0%	0.2%
Not in Labor Force	1.3%	1.3%	1.6%
Own Children < 6 and 6-17 Only	3.0%	2.9%	3.9%
Employed/in Armed Forces	2.1%	2.1%	2.3%
Unemployed	0.0%	0.0%	0.2%
Not in Labor Force	0.9%	0.7%	1.4%
Own Children 6-17 Only	12.4%	9.3%	12.4%
Employed/in Armed Forces	9.5%	7.4%	9.1%
Unemployed	0.0%	0.1%	0.3%
Not in Labor Force	2.9%	1.8%	3.1%
No Own Children < 18	79.3%	83.0%	78.6%
Employed/in Armed Forces	33.0%	37.2%	33.2%
Unemployed	0.9%	2.2%	2.4%
Not in Labor Force	45.4%	43.6%	43.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



Market Profile

Prepared By: STDBOnline.com

Latitude 29.1463	3425 W International Sp Daytona Beach, FL 3212	3425 W International Sp Daytona Beach, FL 3212	3425 W International Sp Daytona Beach, FL 3212
Longitude -81.1155	Radius: 3 mile	Radius: 5 mile	Radius: 10 mile



2007 Employed Population 16+ by Industry

	3 mile	5 mile	10 mile
Total	848	10,076	94,256
Agriculture/Mining	0.0%	0.2%	0.4%
Construction	13.6%	6.3%	10.0%
Manufacturing	8.6%	5.3%	5.5%
Wholesale Trade	3.1%	1.8%	2.2%
Retail Trade	10.0%	14.0%	13.6%
Transportation/Utilities	4.5%	4.0%	3.7%
Information	1.7%	1.9%	1.9%
Finance/Insurance/Real Estate	2.6%	6.8%	6.7%
Services	49.2%	54.7%	51.4%
Public Administration	6.8%	4.9%	4.6%

2007 Employed Population 16+ by Occupation

	3 mile	5 mile	10 mile
Total	849	10,078	94,256
White Collar	58.5%	66.5%	57.0%
Management/Business/Financial	11.9%	11.5%	10.8%
Professional	24.7%	25.3%	18.3%
Sales	11.9%	14.5%	14.0%
Administrative Support	10.0%	15.2%	13.9%
Services	14.3%	17.4%	21.5%
Blue Collar	27.2%	16.2%	21.4%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	9.5%	4.8%	7.7%
Installation/Maintenance/Repair	7.7%	4.0%	4.5%
Production	4.9%	2.9%	4.0%
Transportation/Material Moving	5.1%	4.3%	4.9%



2000 Workers 16+ by Means of Transportation to Work

	3 mile	5 mile	10 mile
Total	788	8,176	79,826
Drove Alone - Car, Truck, or Van	82.1%	81.8%	77.5%
Carpooled - Car, Truck, or Van	10.0%	10.1%	12.9%
Public Transportation	0.0%	0.8%	1.7%
Walked	0.0%	2.0%	2.8%
Other Means	3.9%	2.2%	2.4%
Worked at Home	3.9%	3.0%	2.6%

2000 Workers 16+ by Travel Time to Work

	3 mile	5 mile	10 mile
Total	791	8,175	79,826
Did Not Work at Home	96.1%	97.0%	97.4%
Less than 5 minutes	2.7%	3.8%	3.4%
5 to 9 minutes	12.6%	11.0%	12.0%
10 to 19 minutes	23.5%	39.9%	40.3%
20 to 24 minutes	22.0%	18.4%	17.0%
25 to 34 minutes	19.3%	13.9%	13.8%
35 to 44 minutes	5.4%	2.6%	2.6%
45 to 59 minutes	3.3%	2.6%	2.6%
60 to 89 minutes	3.7%	2.6%	3.3%
90 or more minutes	3.5%	2.2%	2.3%
Worked at Home	3.9%	3.0%	2.6%
Average Travel Time to Work (in min)	24.1	20.6	21.4

2000 Households by Vehicles Available

	3 mile	5 mile	10 mile
Total	273	8,070	80,638
None	3.3%	4.6%	9.4%
1	24.2%	44.9%	45.5%
2	50.9%	41.6%	34.8%
3	13.6%	6.9%	7.9%
4	5.5%	1.4%	1.7%
5+	2.6%	0.6%	0.6%
Average Number of Vehicles Available	2.0	1.6	1.5

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Market Profile

Prepared By: STDBOnline.com

	3425 W International Sp Daytona Beach, FL 3212 Radius: 3 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 5 mile	3425 W International Sp Daytona Beach, FL 3212 Radius: 10 mile
Latitude	29.1463		
Longitude	-81.1155		



2000 Households by Type

Total	272	8,090	80,666
Family Households	73.9%	55.5%	59.2%
Married-couple Family	60.7%	44.4%	43.8%
With Related Children	25.4%	11.3%	14.0%
Other Family (No Spouse)	13.2%	11.1%	15.4%
With Related Children	9.2%	6.6%	9.7%
Nonfamily Households	26.1%	44.5%	40.8%
Householder Living Alone	19.5%	32.1%	31.9%
Householder Not Living Alone	6.6%	12.4%	8.9%
Households with Related Children	34.3%	17.9%	23.8%
Households with Persons 65+	21.9%	31.2%	34.8%

2000 Households by Size

Total	274	8,089	80,665
1 Person Household	19.5%	32.1%	31.9%
2 Person Household	39.0%	45.4%	39.5%
3 Person Household	20.2%	12.7%	13.9%
4 Person Household	14.0%	6.5%	9.2%
5 Person Household	5.1%	2.2%	3.6%
6 Person Household	1.5%	0.8%	1.2%
7+ Person Household	0.7%	0.4%	0.6%

2000 Households by Year Householder Moved In

Total	275	8,068	80,637
Moved in 1999 to March 2000	18.5%	30.9%	22.3%
Moved in 1995 to 1998	25.8%	32.6%	30.6%
Moved in 1990 to 1994	21.1%	15.8%	16.9%
Moved in 1980 to 1989	26.2%	17.7%	17.6%
Moved in 1970 to 1979	5.5%	2.6%	8.3%
Moved in 1969 or Earlier	2.9%	0.5%	4.3%
Median Year Householder Moved In	1994	1997	1995



2000 Housing Units by Units in Structure

Total	293	8,828	91,738
1, Detached	90.8%	40.9%	50.9%
1, Attached	0.3%	10.9%	5.4%
2	0.0%	1.4%	2.7%
3 or 4	1.4%	6.6%	4.9%
5 to 9	0.0%	13.3%	5.8%
10 to 19	0.0%	10.9%	3.8%
20+	3.4%	8.2%	12.9%
Mobile Home	4.1%	7.9%	13.1%
Other	0.0%	0.0%	0.3%

2000 Housing Units by Year Structure Built

Total	292	8,821	91,636
1999 to March 2000	8.9%	2.3%	1.6%
1995 to 1998	12.3%	9.5%	5.3%
1990 to 1994	13.4%	19.6%	9.3%
1980 to 1989	38.4%	52.9%	27.2%
1970 to 1979	15.1%	12.2%	24.2%
1969 or Earlier	12.0%	3.5%	32.4%
Median Year Structure Built	1986	1986	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Market Profile

Prepared By: STDBonline.com

Latitude 29.1463	3425 W International Sp Daytona Beach, FL 3212	3425 W International Sp Daytona Beach, FL 3212	3425 W International Sp Daytona Beach, FL 3212
Longitude -81.1155	Radius: 3 mile	Radius: 5 mile	Radius: 10 mile

Top 3 Tapestry Segments

1.	Green Acres	Old and Newcomers	Senior Sun Seekers
2.	Silver and Gold	Silver and Gold	Silver and Gold
3.		College Towns	Midlife Junction



2007 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 \$	\$772,055	\$20,629,011	\$173,996,077
Average Spent	\$2,556.47	\$2,147.74	\$1,926.01
Spending Potential Index	93	78	70
Computers & Accessories: Total \$	\$77,252	\$2,154,147	\$17,589,195
Average Spent	\$255.80	\$224.27	\$194.70
Spending Potential Index	103	90	78
Education: Total \$	\$387,814	\$12,277,782	\$94,491,413
Average Spent	\$1,284.15	\$1,278.27	\$1,045.95
Spending Potential Index	100	100	81
Entertainment/Recreation: Total \$	\$1,128,236	\$28,310,600	\$243,111,880
Average Spent	\$3,735.88	\$2,947.49	\$2,691.08
Spending Potential Index	109	86	78
Food at Home: Total \$	\$1,556,914	\$42,112,311	\$361,960,180
Average Spent	\$5,155.34	\$4,384.42	\$4,006.64
Spending Potential Index	102	87	80
Food Away from Home: Total \$	\$1,057,594	\$28,508,890	\$240,355,229
Average Spent	\$3,501.97	\$2,968.13	\$2,660.56
Spending Potential Index	103	88	79
Health Care: Total \$	\$1,299,227	\$34,276,195	\$305,009,690
Average Spent	\$4,302.08	\$3,568.58	\$3,376.24
Spending Potential Index	110	91	86
HH Furnishings & Equipment: Total \$	\$727,552	\$17,680,970	\$152,243,010
Average Spent	\$2,409.11	\$1,840.81	\$1,685.22
Spending Potential Index	107	81	75
Investments: Total \$	\$539,981	\$12,920,996	\$114,718,004
Average Spent	\$1,788.02	\$1,345.24	\$1,269.85
Spending Potential Index	120	90	85
Retail Goods: Total \$	\$8,519,418	\$216,730,352	\$1,864,228,449
Average Spent	\$28,209.99	\$22,564.33	\$20,635.69
Spending Potential Index	106	85	78
Shelter: Total \$	\$4,640,362	\$123,595,106	\$1,046,551,078
Average Spent	\$15,365.44	\$12,867.79	\$11,584.58
Spending Potential Index	102	86	77
TV/Video/Sound Equipment: Total \$	\$361,977	\$9,862,138	\$84,261,048
Average Spent	\$1,198.60	\$1,026.77	\$932.71
Spending Potential Index	103	88	80
Travel: Total \$	\$610,786	\$15,609,923	\$133,362,566
Average Spent	\$2,022.47	\$1,625.19	\$1,476.23
Spending Potential Index	110	88	80
Vehicle Maintenance & Repairs: Total \$	\$339,577	\$9,081,733	\$76,898,798
Average Spent	\$1,124.43	\$945.52	\$851.22
Spending Potential Index	105	89	80

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

Prepared By: STDBOnline.com

3425 W International Speedway Blvd
Daytona Beach, FL 32124

Site Type: Radius

Latitude 29.1463
Longitude -81.1155
Radius: 3 mile

Summary	2000	2007	2012
Population	3,777	3,915	4,042
Households	274	302	331
Families	201	215	230
Average Household Size	5.32	5.22	5.15
Owner Occupied HUs	241	268	293
Renter Occupied HUs	33	34	38
Median Age	34.7	35.6	36.3

Trends: 2007-2012 Annual Rate	Area	State	National
Population	0.64%	2.44%	1.22%
Households	1.85%	2.51%	1.27%
Families	1.36%	2.24%	1.00%
Owner HHs	1.8%	2.6%	1.29%
Median Household Income	2.63%	3.21%	3.29%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	20	7.3%	19	6.3%	18	5.4%
\$15,000 - \$24,999	24	8.8%	24	7.9%	17	5.1%
\$25,000 - \$34,999	37	13.6%	21	7.0%	23	6.9%
\$35,000 - \$49,999	49	17.9%	58	19.2%	51	15.4%
\$50,000 - \$74,999	50	18.3%	52	17.2%	62	18.7%
\$75,000 - \$99,999	65	23.8%	44	14.6%	43	13.0%
\$100,000 - \$149,999	22	8.1%	74	24.5%	91	27.5%
\$150,000 - \$199,000	0	0.0%	4	1.3%	17	5.1%
\$200,000+	6	2.2%	6	2.0%	9	2.7%
Median Household Income	\$52,604		\$63,273		\$72,043	
Average Household Income	\$65,113		\$77,656		\$90,697	
Per Capita Income	\$12,989		\$21,491		\$25,107	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	81	2.1%	85	2.2%	87	2.2%
5 - 9	83	2.2%	97	2.5%	94	2.3%
10 - 14	164	4.3%	122	3.1%	161	4.0%
15 - 19	409	10.8%	442	11.3%	405	10.0%
20 - 24	303	8.0%	315	8.0%	331	8.2%
25 - 34	878	23.3%	835	21.3%	819	20.3%
35 - 44	934	24.7%	935	23.9%	954	23.6%
45 - 54	500	13.2%	555	14.2%	588	14.5%
55 - 64	228	6.0%	301	7.7%	332	8.2%
65 - 74	98	2.6%	121	3.1%	160	4.0%
75 - 84	59	1.6%	74	1.9%	74	1.8%
85+	38	1.0%	32	0.8%	37	0.9%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,683	71.0%	2,402	61.3%	2,232	55.2%
Black Alone	929	24.6%	1,308	33.4%	1,576	39.0%
American Indian Alone	35	0.9%	41	1.0%	42	1.0%
Asian Alone	10	0.3%	13	0.3%	15	0.4%
Pacific Islander Alone	1	0.0%	2	0.1%	2	0.0%
Some Other Race Alone	34	0.9%	48	1.2%	59	1.5%
Two or More Races	85	2.3%	102	2.6%	116	2.9%
Hispanic Origin (Any Race)	186	4.9%	256	6.5%	321	7.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

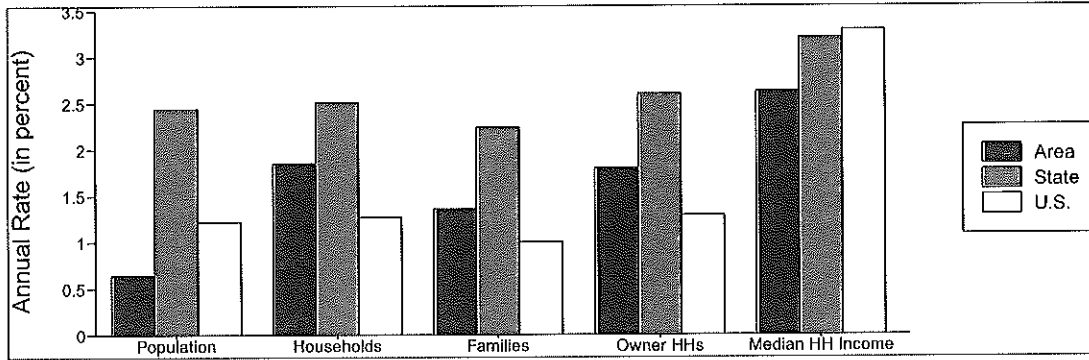
Prepared By: STDBonline.com

3425 W International Speedway Blvd
Daytona Beach, FL 32124

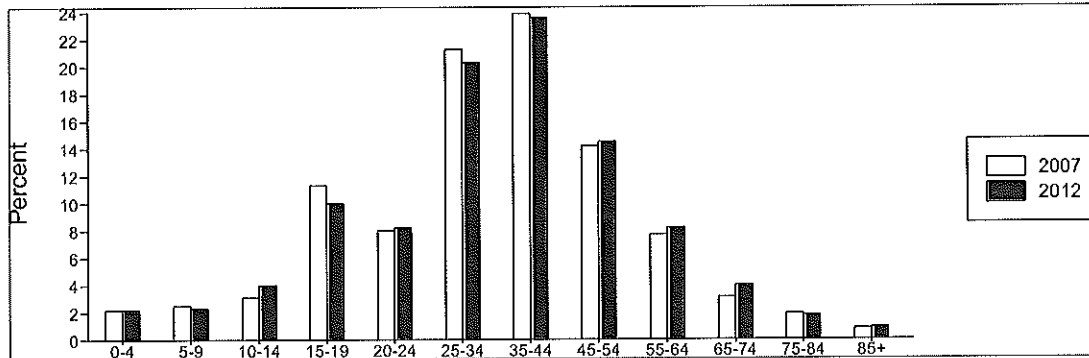
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Longitude -81.1155
Radius: 3 mile

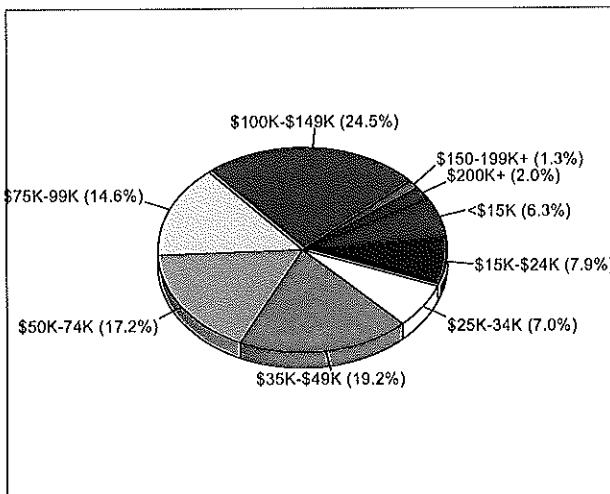
Trends 2007-2012



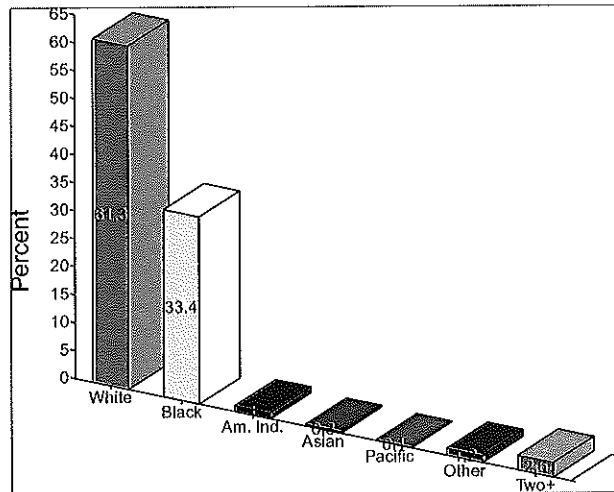
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 6.5%



Demographic and Income Profile

Prepared By: STDBOnline.com

3425 W International Speedway Blvd
 Daytona Beach, FL 32124

Latitude 29.1463
 Longitude -81.1155
 Site Type: Radius
 Radius: 5 mile

Summary	2000	2007	2012
Population	20,033	23,366	25,930
Households	8,089	9,605	10,819
Families	4,491	5,209	5,758
Average Household Size	2.03	2.05	2.06
Owner Occupied HUs	4,816	5,989	6,765
Renter Occupied HUs	3,273	3,616	4,055
Median Age	38.7	41.3	43.0

Trends: 2007-2012 Annual Rate	Area	State	National
Population	2.1%	2.44%	1.22%
Households	2.41%	2.51%	1.27%
Families	2.02%	2.24%	1.00%
Owner HHs	2.47%	2.6%	1.29%
Median Household Income	2.92%	3.21%	3.29%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,415	17.6%	1,327	13.8%	1,315	12.2%
\$15,000 - \$24,999	1,337	16.7%	1,118	11.6%	977	9.0%
\$25,000 - \$34,999	1,143	14.2%	1,338	13.9%	1,324	12.2%
\$35,000 - \$49,999	1,572	19.6%	1,667	17.4%	1,654	15.3%
\$50,000 - \$74,999	1,174	14.6%	1,729	18.0%	2,134	19.7%
\$75,000 - \$99,999	662	8.3%	965	10.0%	1,172	10.8%
\$100,000 - \$149,999	407	5.1%	884	9.2%	1,301	12.0%
\$150,000 - \$199,000	166	2.1%	265	2.8%	414	3.8%
\$200,000+	146	1.8%	311	3.2%	530	4.9%
Median Household Income	\$35,737		\$44,334		\$51,208	
Average Household Income	\$51,843		\$62,841		\$75,813	
Per Capita Income	\$22,038		\$28,348		\$34,313	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	713	3.6%	823	3.5%	919	3.5%
5 - 9	680	3.4%	730	3.1%	769	3.0%
10 - 14	748	3.7%	802	3.4%	866	3.3%
15 - 19	1,523	7.6%	1,600	6.8%	1,687	6.5%
20 - 24	2,184	10.9%	2,191	9.4%	2,429	9.4%
25 - 34	3,100	15.5%	3,672	15.7%	3,742	14.4%
35 - 44	2,815	14.1%	2,973	12.7%	3,196	12.3%
45 - 54	2,245	11.2%	2,814	12.0%	3,197	12.3%
55 - 64	1,910	9.5%	2,794	12.0%	3,558	13.7%
65 - 74	2,048	10.2%	2,261	9.7%	2,716	10.5%
75 - 84	1,614	8.1%	1,912	8.2%	1,880	7.3%
85+	450	2.2%	793	3.4%	972	3.7%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,549	82.6%	18,145	77.7%	19,264	74.3%
Black Alone	2,350	11.7%	3,566	15.3%	4,535	17.5%
American Indian Alone	68	0.3%	84	0.4%	93	0.4%
Asian Alone	469	2.3%	725	3.1%	961	3.7%
Pacific Islander Alone	13	0.1%	24	0.1%	30	0.1%
Some Other Race Alone	216	1.1%	330	1.4%	448	1.7%
Two or More Races	369	1.8%	492	2.1%	598	2.3%
Hispanic Origin (Any Race)	821	4.1%	1,327	5.7%	1,856	7.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

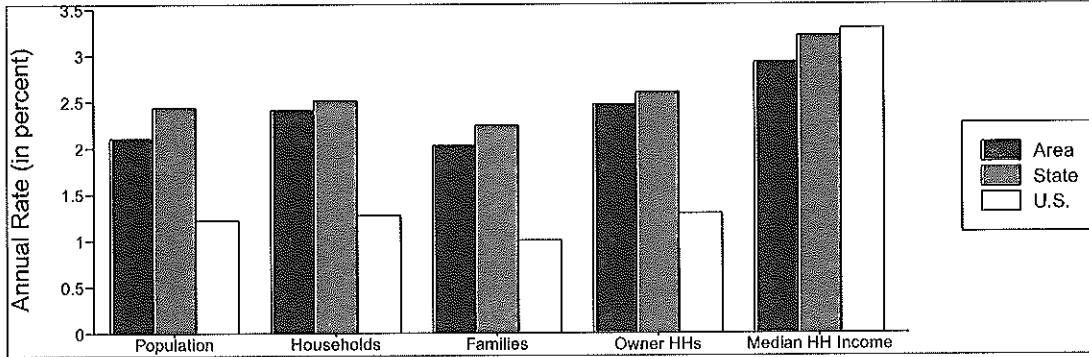
Prepared By: STDBonline.com

3425 W International Speedway Blvd
Daytona Beach, FL 32124

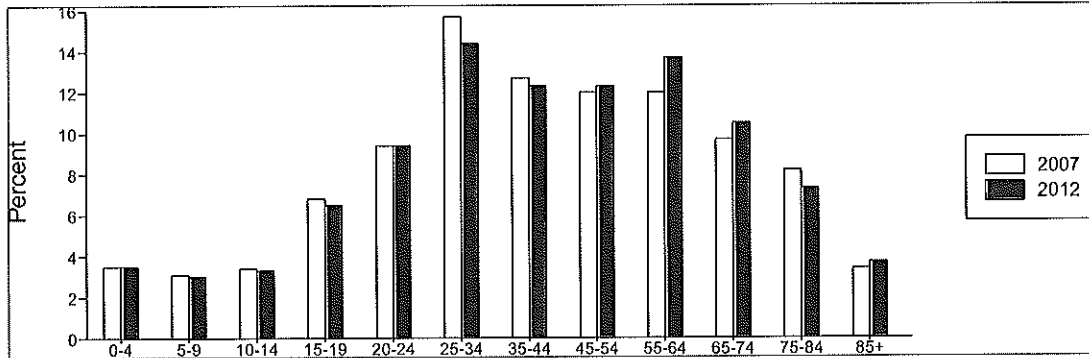
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Latitude 29.1463
Longitude -81.1155
Radius: 5 mile

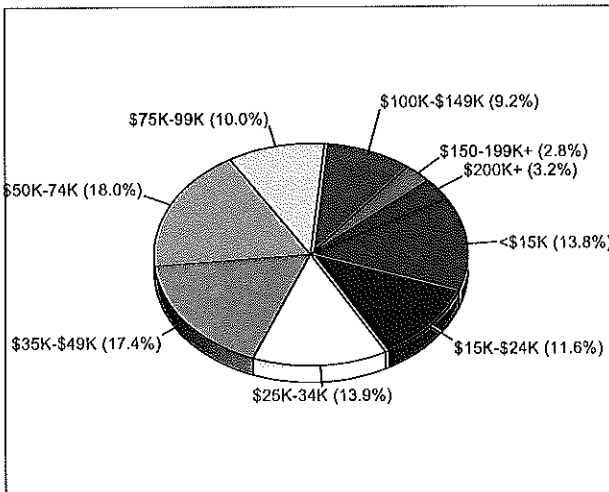
Trends 2007-2012



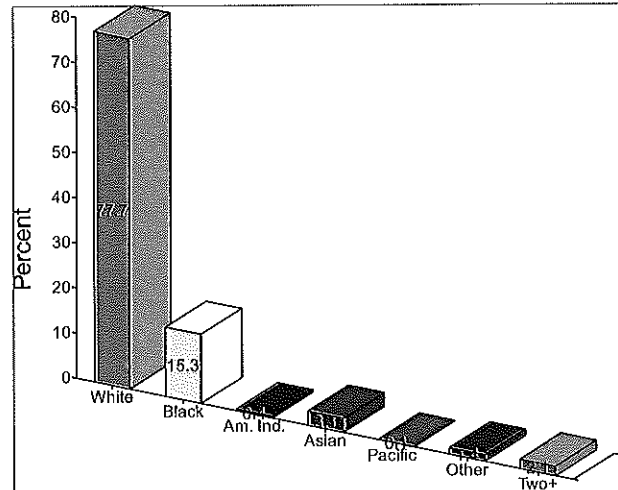
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 5.7%



Demographic and Income Profile

Prepared By: STDBOnline.com

3425 W International Speedway Blvd

Latitude 29.1463

Longitude -81.1155

Daytona Beach, FL 32124

Site Type: Radius

Radius: 10 mile

Summary	2000	2007	2012
Population	187,259	209,286	228,992
Households	80,665	90,340	99,344
Families	47,724	52,326	56,568
Average Household Size	2.20	2.21	2.21
Owner Occupied HUs	54,269	63,060	69,610
Renter Occupied HUs	26,396	27,280	29,734
Median Age	42.1	45.0	46.9

Trends: 2007-2012 Annual Rate	Area	State	National
Population	1.82%	2.44%	1.22%
Households	1.92%	2.51%	1.27%
Families	1.57%	2.24%	1.00%
Owner HHs	2%	2.6%	1.29%
Median Household Income	3.22%	3.21%	3.29%

Households by Income	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	16,366	20.3%	13,535	15.0%	12,716	12.8%
\$15,000 - \$24,999	14,437	17.9%	12,920	14.3%	10,966	11.0%
\$25,000 - \$34,999	12,627	15.6%	12,254	13.6%	12,477	12.6%
\$35,000 - \$49,999	13,848	17.2%	15,090	16.7%	15,607	15.7%
\$50,000 - \$74,999	12,598	15.6%	17,156	19.0%	18,623	18.7%
\$75,000 - \$99,999	5,277	6.5%	8,081	8.9%	11,073	11.1%
\$100,000 - \$149,999	3,279	4.1%	6,840	7.6%	10,609	10.7%
\$150,000 - \$199,000	1,077	1.3%	2,102	2.3%	3,184	3.2%
\$200,000+	1,185	1.5%	2,363	2.6%	4,090	4.1%
Median Household Income	\$32,224		\$40,928		\$47,945	
Average Household Income	\$44,647		\$57,325		\$69,617	
Per Capita Income	\$19,755		\$25,550		\$31,049	

Population by Age	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,702	4.6%	9,567	4.6%	10,324	4.5%
5 - 9	9,760	5.2%	9,287	4.4%	9,745	4.3%
10 - 14	10,160	5.4%	10,275	4.9%	10,201	4.5%
15 - 19	11,879	6.3%	13,363	6.4%	13,463	5.9%
20 - 24	12,661	6.8%	13,860	6.6%	15,873	6.9%
25 - 34	21,796	11.6%	22,469	10.7%	23,903	10.4%
35 - 44	26,451	14.1%	25,877	12.4%	24,906	10.9%
45 - 54	24,766	13.2%	30,210	14.4%	33,129	14.5%
55 - 64	19,881	10.6%	27,834	13.3%	35,337	15.4%
65 - 74	20,677	11.0%	21,375	10.2%	24,761	10.8%
75 - 84	15,453	8.3%	17,663	8.4%	18,179	7.9%
85+	5,074	2.7%	7,508	3.6%	9,166	4.0%

Race and Ethnicity	2000		2007		2012	
	Number	Percent	Number	Percent	Number	Percent
White Alone	153,789	82.1%	166,347	79.5%	177,552	77.5%
Black Alone	26,477	14.1%	33,089	15.8%	38,779	16.9%
American Indian Alone	559	0.3%	689	0.3%	799	0.3%
Asian Alone	2,485	1.3%	3,791	1.8%	5,061	2.2%
Pacific Islander Alone	79	0.0%	108	0.1%	135	0.1%
Some Other Race Alone	1,329	0.7%	1,984	0.9%	2,695	1.2%
Two or More Races	2,541	1.4%	3,278	1.6%	3,972	1.7%
Hispanic Origin (Any Race)	5,541	3.0%	8,874	4.2%	12,480	5.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing, ESRI forecasts for 2007 and 2012.



Demographic and Income Profile

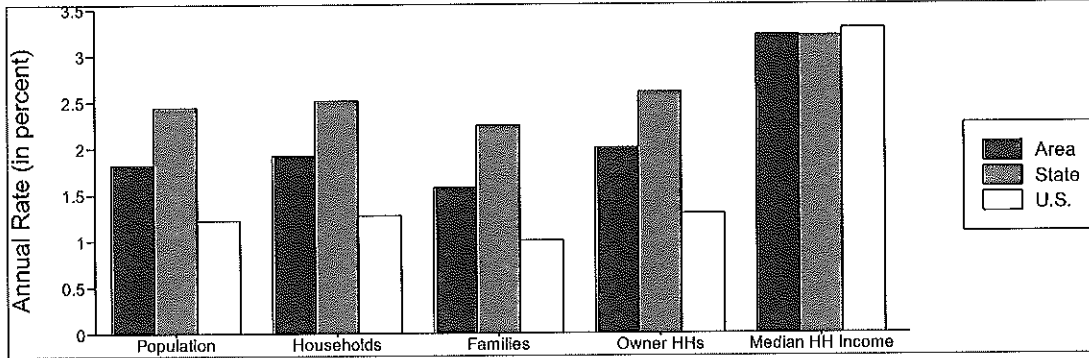
Prepared By: STDBOnline.com

3425 W International Speedway Blvd
Daytona Beach, FL 32124

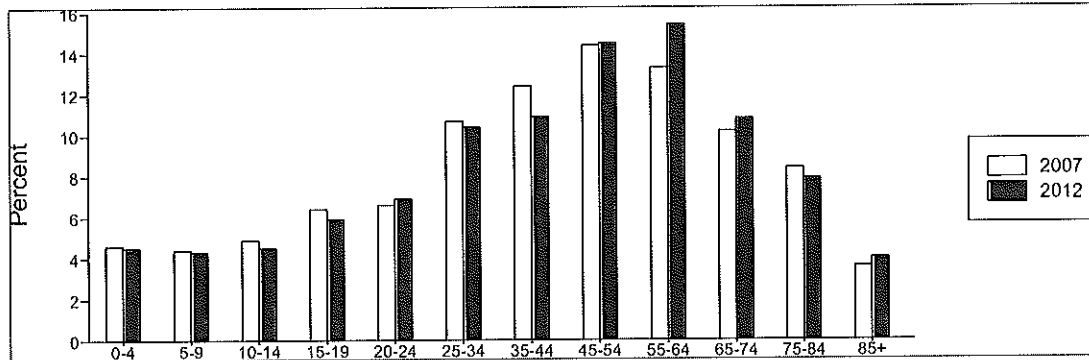
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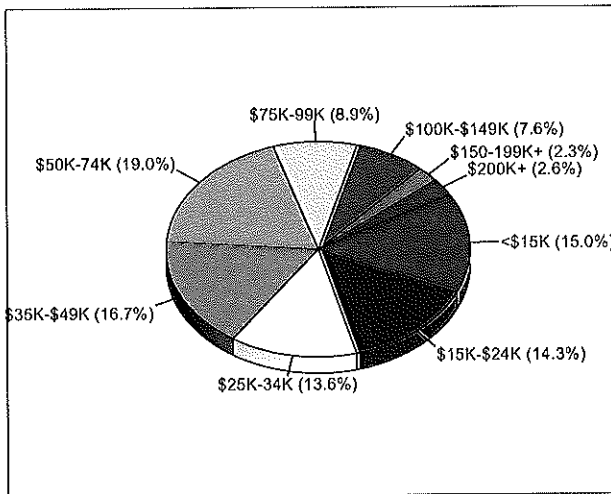
Trends 2007-2012



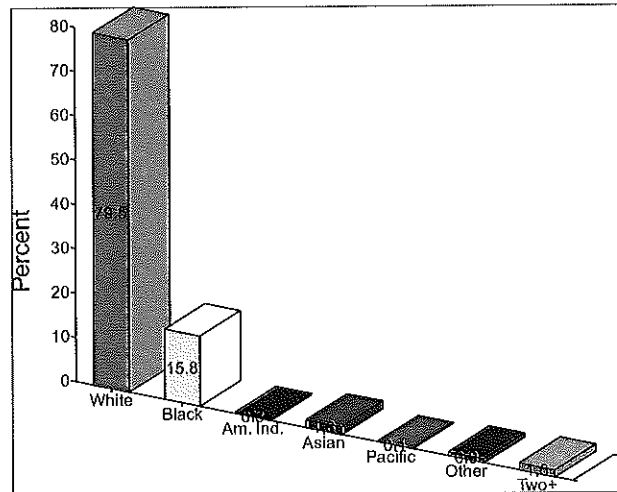
Population by Age



2007 Household Income



2007 Population by Race



2007 Percent Hispanic Origin: 4.2%