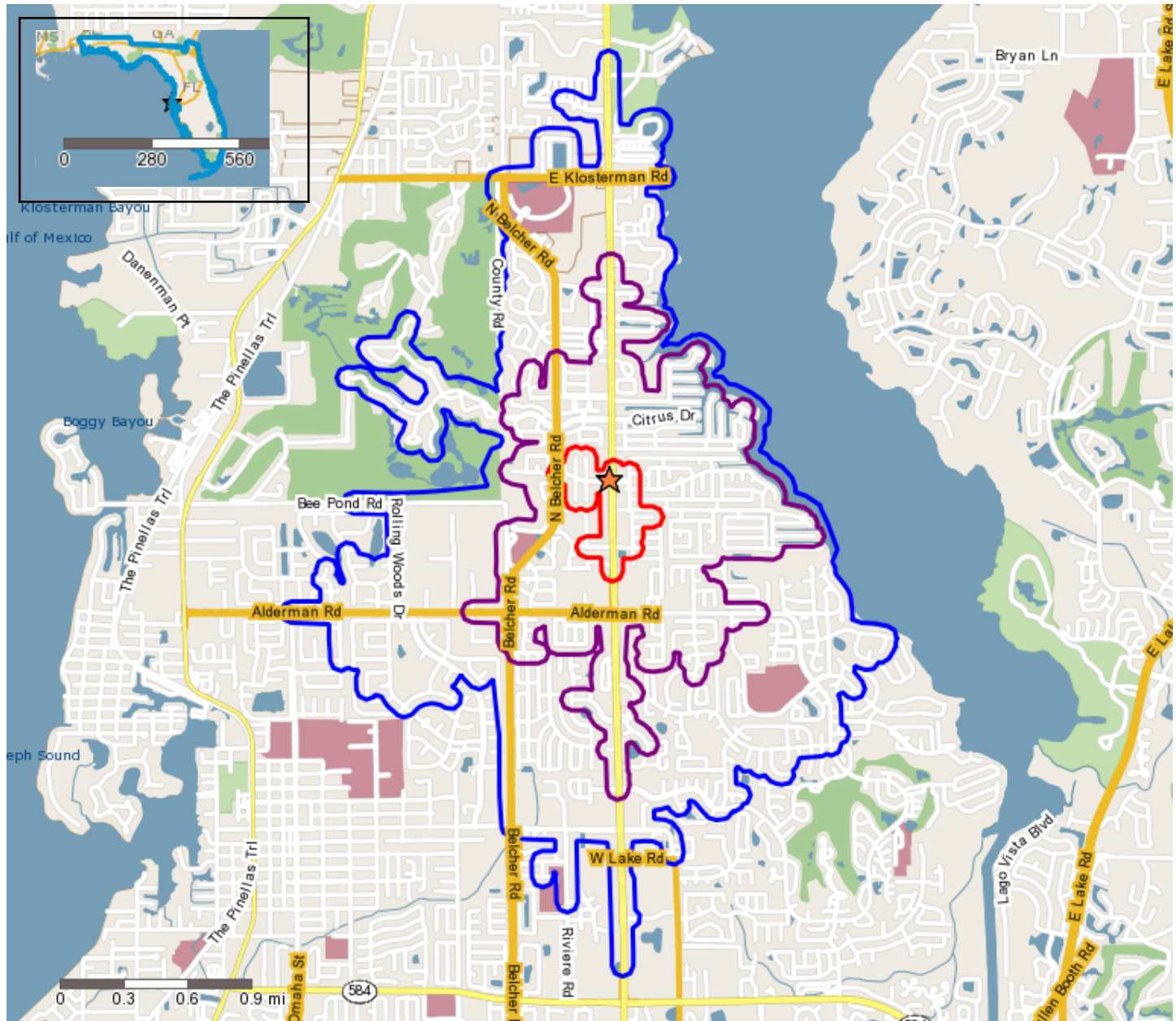


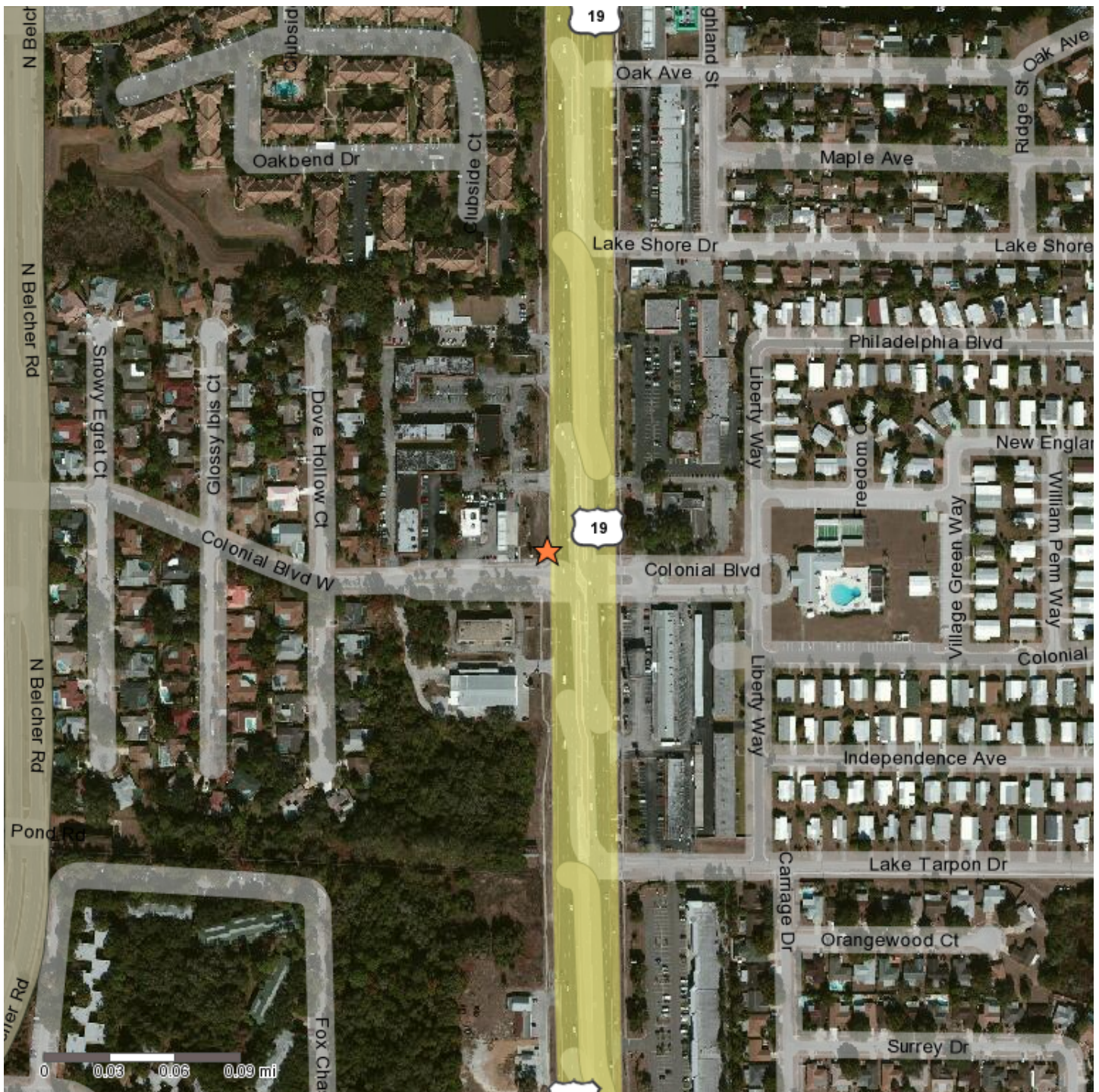
Overview map showing the requested trade area(s) around Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684:



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- N Trade Area (in drivetime minutes) - 1
- N Trade Area (in drivetime minutes) - 3
- N Trade Area (in drivetime minutes) - 5

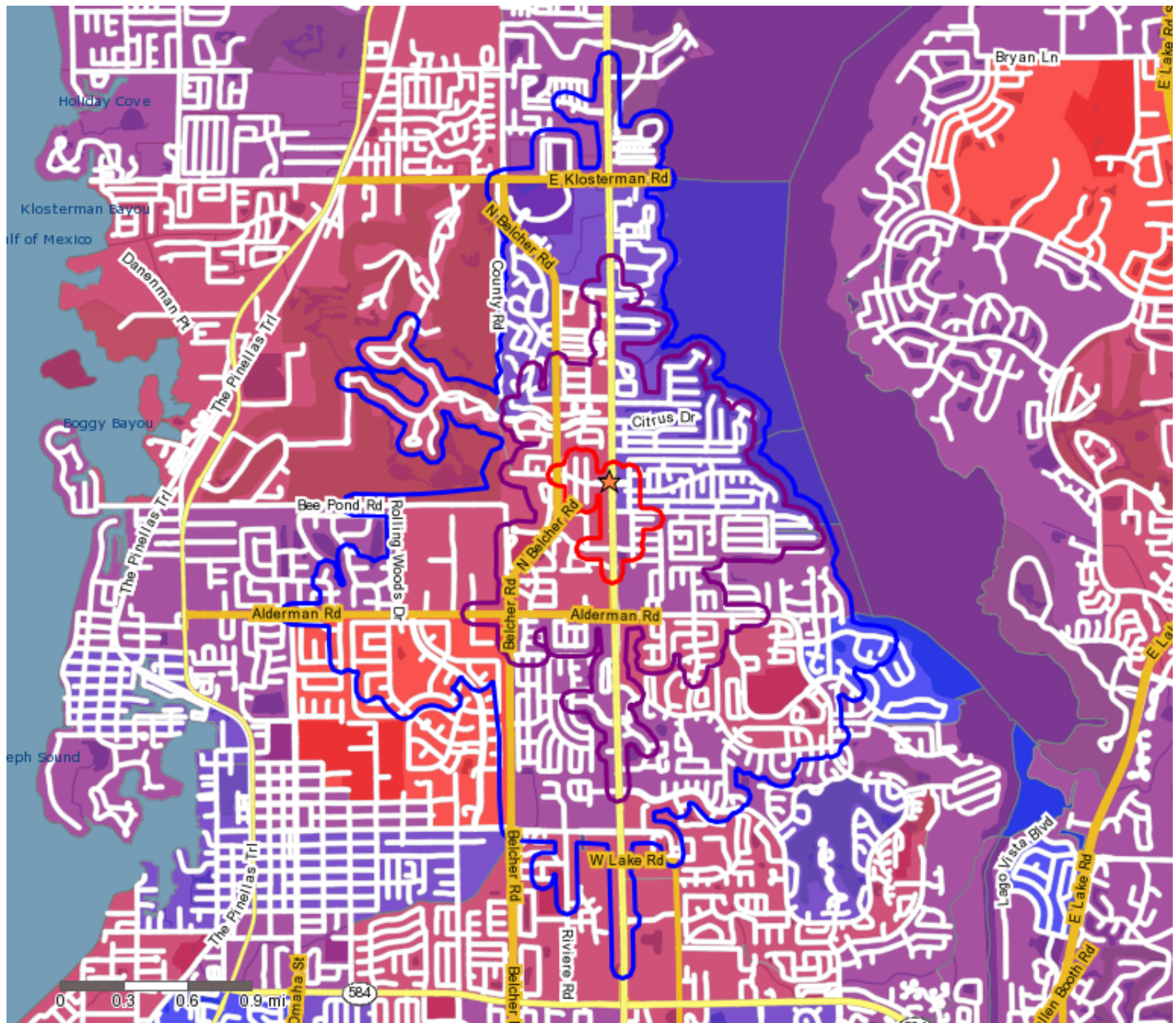
Aerial map around Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684:



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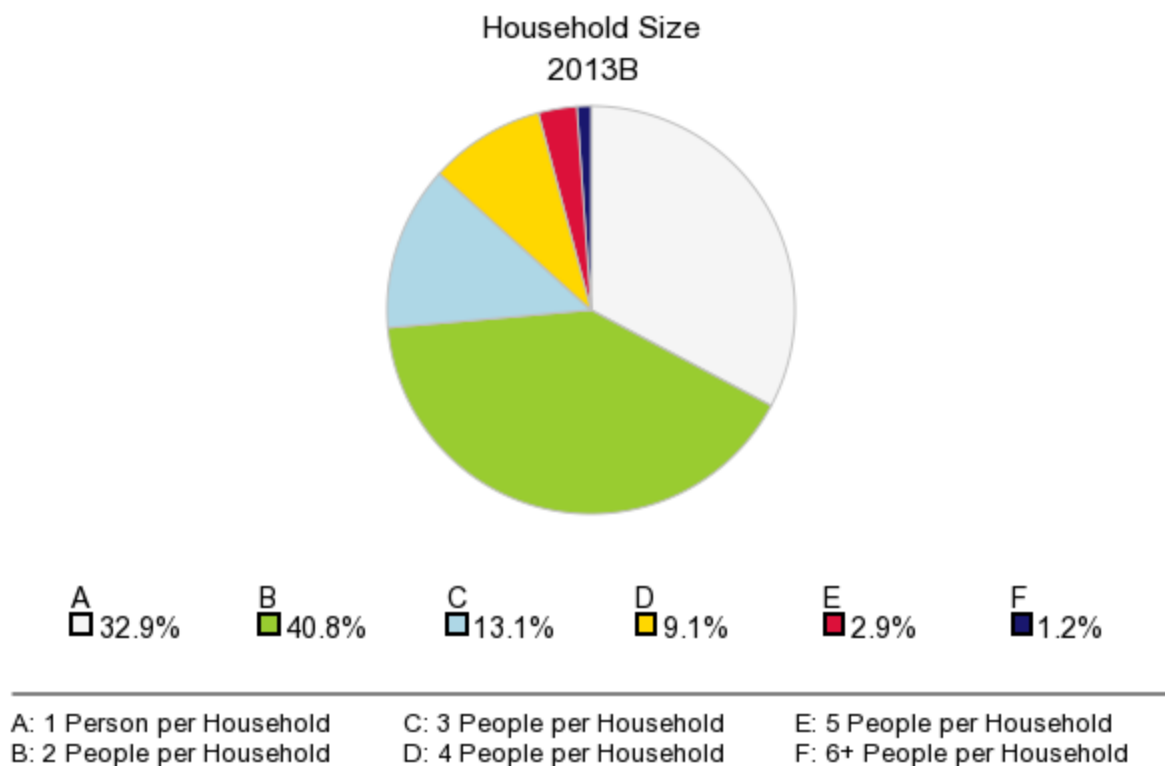
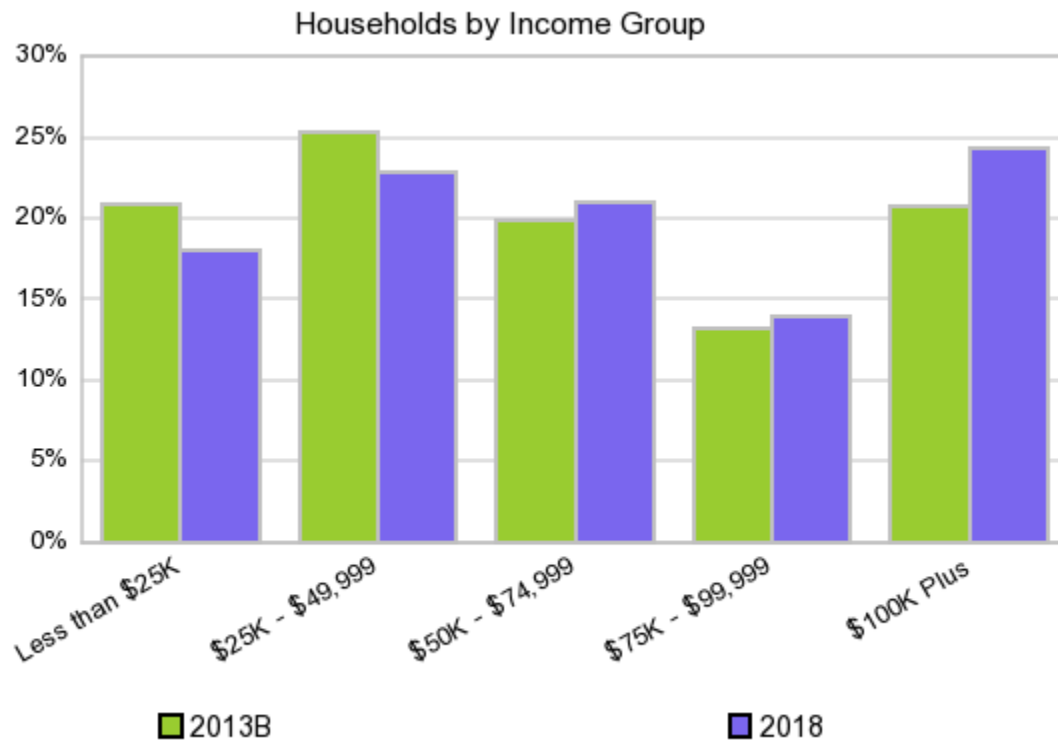
Thematic map showing Block Groups themed on Total Daytime Population, with the requested trade area(s) around Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684:

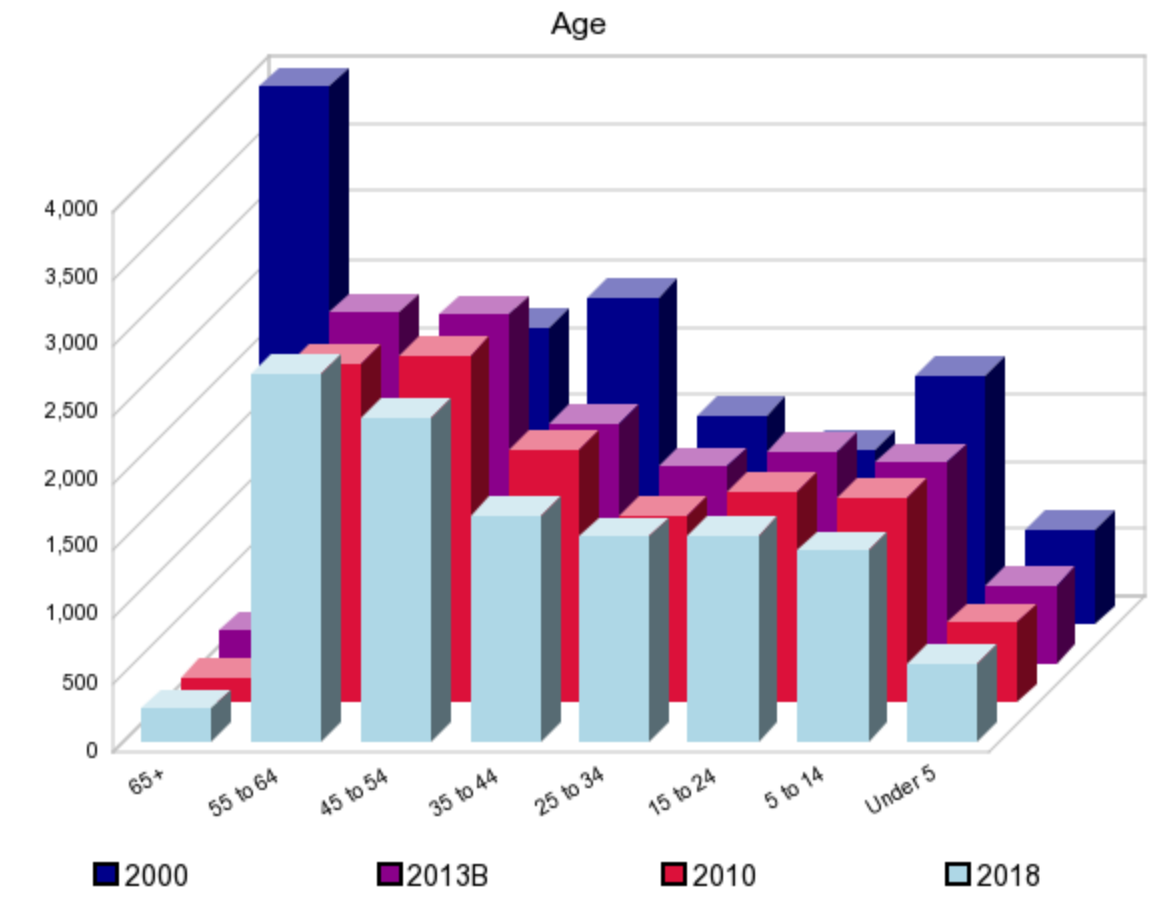


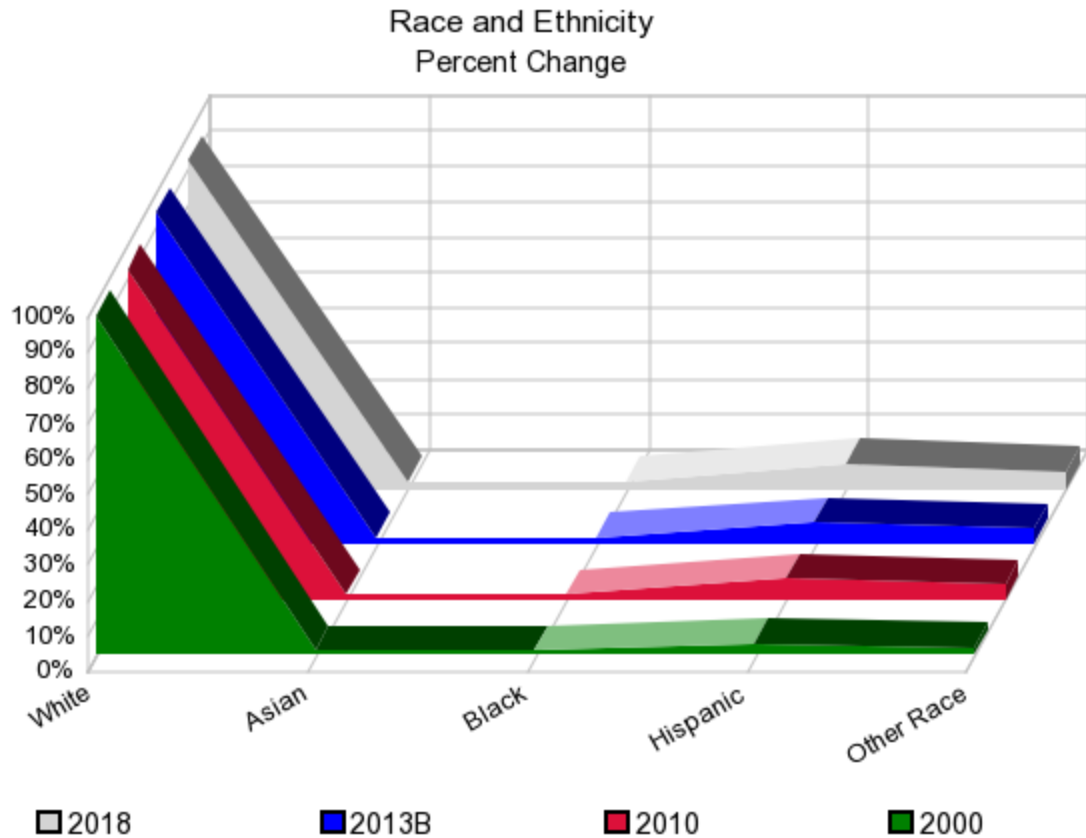
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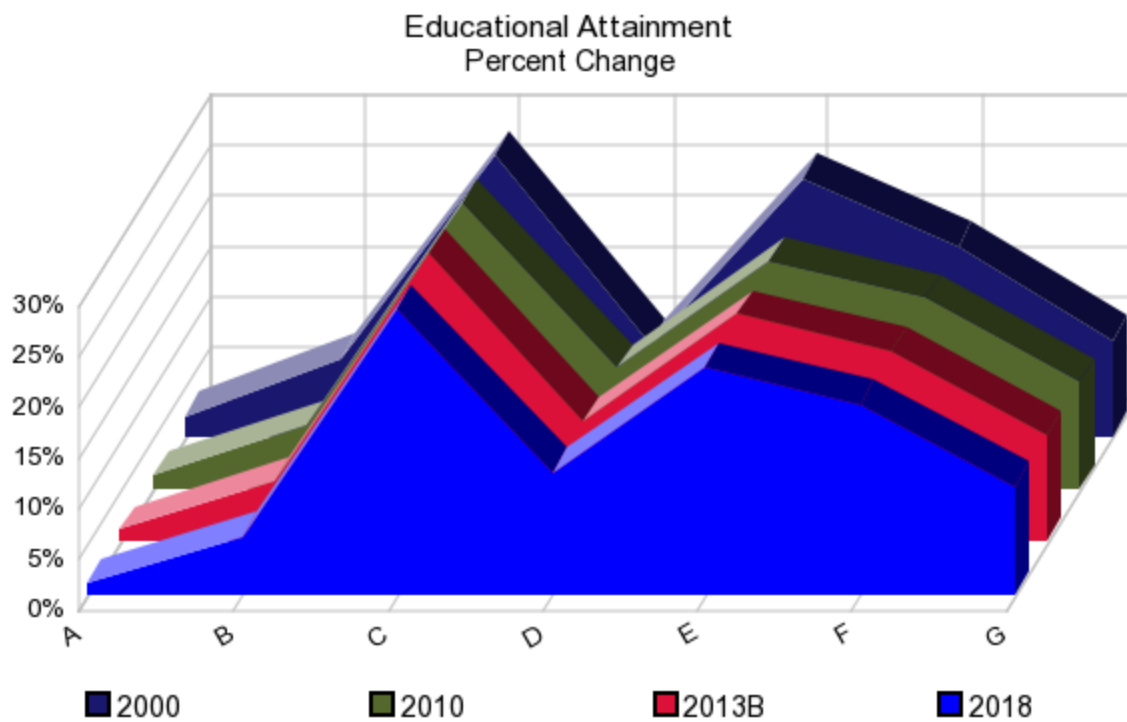
- Block Groups - High (Above 2,950)
- Block Groups - Above Average (1,550 to 2,950)
- Block Groups - Average (820 to 1,550)
- Block Groups - Below Average (435 to 820)
- Block Groups - Low (Below 435)

Basic Demographic Summary Chart for Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684, trade area of 5 drivetime minute(s):







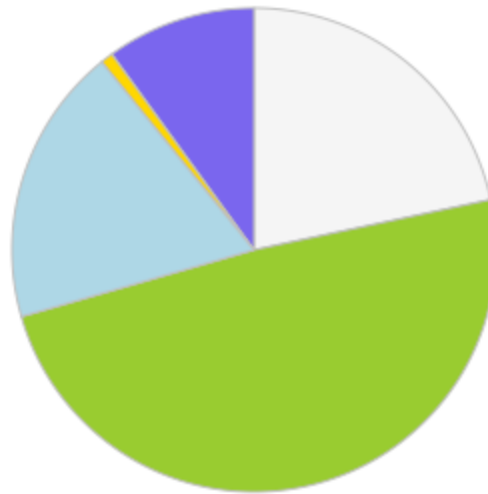


A: Grade K - 8
B: Grade 9 - 12
C: High School Grad

D: Associates Degree
E: Some College
F: Bachelors Degree

G: Graduate Degree

Marital Status
2013B



Divorced
21.7%

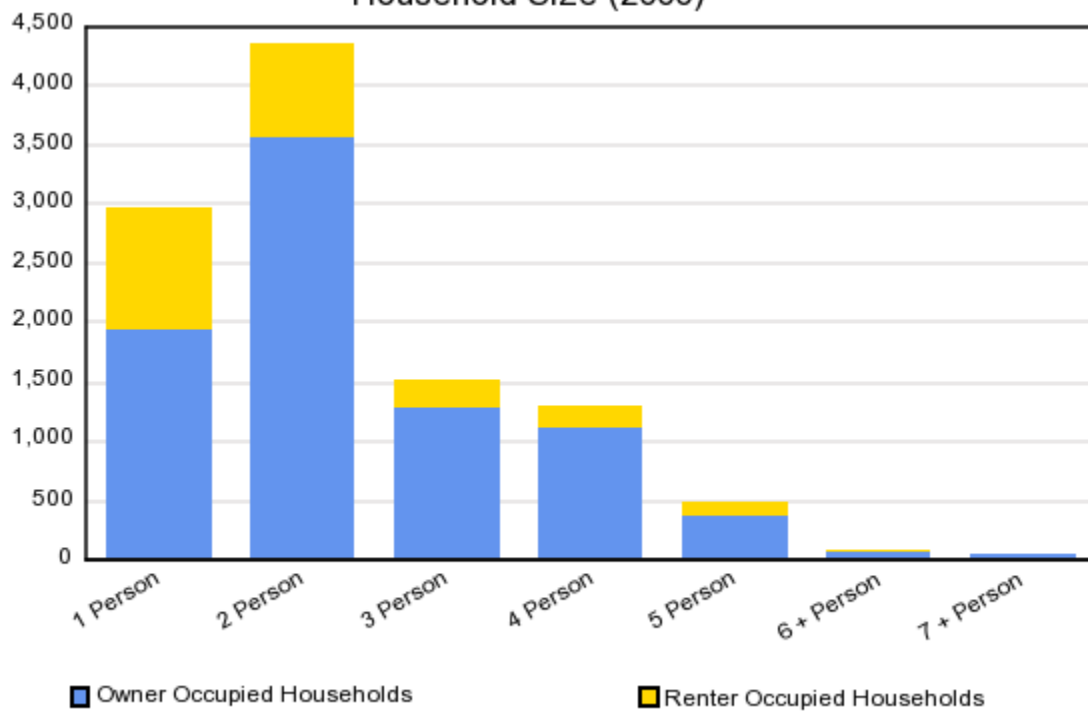
Never Married
18.5%

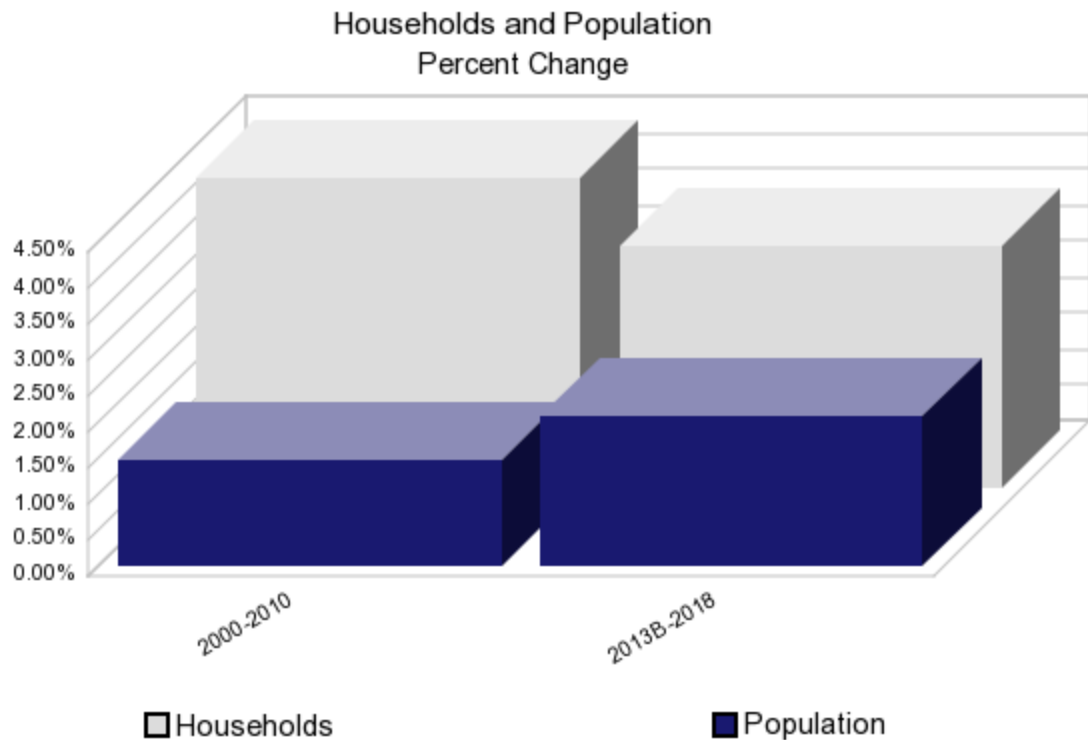
Widowed
10.0%

Married
48.9%

Separated
0.9%

Household Size (2000)





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Complete Demographic Summary Report for Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684, trade area of 5 drivetime minute(s):

Population Demographics

	2000		2010		2013B		2018		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2013 to 2018
Total Population	15,676		15,906		16,063		16,395		1.4%	2.0%
Population Density (Pop/Sq Mi)	3,035.80		3,033.42		3,063.38		3,126.73		0.0%	2.0%
Total Households	7,092		7,397		7,482		7,734		4.3%	3.3%
Population by Gender:										
Male	7,402	47.2%	7,583	47.6%	7,662	47.7%	7,816	47.6%	2.4%	2.0%
Female	8,274	52.7%	8,323	52.3%	8,401	52.2%	8,579	52.3%	0.5%	2.1%

Population by Race/Ethnicity

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
White	14,989	95.6%	14,869	93.4%	14,997	93.3%	15,209	92.7%	0.7%	1.4%
Black	188	1.1%	301	1.8%	308	1.9%	340	2.0%	60.3%	10.4%
American Indian or Alaska Native	30	0.1%	19	0.1%	19	0.1%	20	0.1%	-37.2%	5.0%
Asian/Native Hawaiian/Other Pacific Islander	203	1.2%	292	1.8%	296	1.8%	335	2.0%	43.5%	12.8%
Some Other Race	110	0.7%	132	0.8%	137	0.8%	145	0.8%	20.5%	6.1%
Two or More Races	159	1.0%	293	1.8%	305	1.8%	346	2.1%	83.9%	13.2%
Hispanic Ethnicity	551	3.5%	919	5.7%	1,001	6.2%	1,146	6.9%	66.8%	14.4%
Not Hispanic or Latino	15,125	96.4%	14,987	94.2%	15,062	93.7%	15,250	93.0%	0.9%	1.2%

Population by Age

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
0 to 4	714	4.5%	589	3.7%	580	3.6%	588	3.5%	-17.5%	1.3%
5 to 14	1,842	11.7%	1,519	9.5%	1,494	9.3%	1,416	8.6%	-17.5%	-5.1%
15 to 19	795	5.0%	852	5.3%	887	5.5%	836	5.1%	7.2%	-5.7%
20 to 24	498	3.1%	701	4.4%	681	4.2%	695	4.2%	40.8%	2.1%
25 to 34	1,543	9.8%	1,390	8.7%	1,455	9.0%	1,512	9.2%	-9.8%	3.8%
35 to 44	2,424	15.4%	1,882	11.8%	1,780	11.0%	1,681	10.2%	-22.3%	-5.5%
45 to 54	2,198	14.0%	2,571	16.1%	2,581	16.0%	2,394	14.6%	16.9%	-7.2%
55 to 64	1,684	10.7%	2,505	15.7%	2,601	16.1%	2,730	16.6%	48.7%	4.9%
65 to 74	1,988	12.6%	1,880	11.8%	1,953	12.1%	2,384	14.5%	-5.4%	22.0%

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
75 to 84	1,598	10.1%	1,458	9.1%	1,450	9.0%	1,493	9.1%	-8.7%	3.0%
85+	400	2.5%	553	3.4%	597	3.7%	662	4.0%	38.2%	10.7%
Median Age:										
Total Population	45.1		48.9		49.6		51.3			

Households by Income

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
\$0 - \$15,000	1,171	16.5%	644	8.7%	708	9.4%	623	8.0%	-44.9%	-12.0%
\$15,000 - \$24,999	1,305	18.4%	836	11.3%	854	11.4%	768	9.9%	-35.9%	-10.0%
\$25,000 - \$34,999	1,521	21.4%	885	11.9%	893	11.9%	820	10.6%	-41.7%	-8.1%
\$35,000 - \$49,999	1,902	26.8%	1,000	13.5%	1,000	13.3%	941	12.1%	-47.4%	-5.9%
\$50,000 - \$74,999	2,138	30.1%	1,471	19.8%	1,490	19.9%	1,619	20.9%	-31.2%	8.6%
\$75,000 - \$99,999	1,208	17.0%	1,002	13.5%	984	13.1%	1,074	13.8%	-17.0%	9.1%
\$100,000 - \$149,999	848	11.9%	895	12.1%	879	11.7%	1,080	13.9%	5.6%	22.8%
\$150,000 +	574	8.0%	660	8.9%	670	8.9%	807	10.4%	15.0%	20.3%
Average Hhld Income	\$90,056		\$77,802		\$76,333		\$84,251		-13.6%	10.3%
Median Hhld Income	\$45,143		\$54,360		\$53,713		\$58,597		20.4%	9.0%
Per Capita Income	\$40,743		\$36,196		\$35,566		\$39,757		-11.1%	11.7%

Employment

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2013	2013 to 2018
Total Population 16+	12,956		13,609		13,815		14,222		5.0%	2.9%
Popn 16+:Civilian, Employed	11,694	96.4%	6,829	50.1%	6,732	48.7%	7,158	50.3%	-41.6%	6.3%
Popn 16+:Civilian, Unemployed	405	3.3%	837	6.1%	513	3.7%	370	2.6%	106.6%	-27.8%
Popn 16+:In Armed Forces	30	0.2%	0	0.0%	0	0.0%	0	0.0%	-100.0%	N/A%
Popn 16+:Not In Labor Force	8,531	65.8%	5,943	43.6%	6,571	47.5%	6,694	47.0%	-30.3%	1.8%

Housing Units

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
Total Housing Units	8,010		8,887		8,903		9,333		10.9%	4.8%
Total Occupied Housing Units	n/a	n/a	7,397	83.2%	7,482	84.0%	7,734	82.8%	n/a	3.3%

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
Owner Occupied:	n/a	n/a	3,685	49.8%	3,643	48.6%	3,753	48.5%	n/a	3.0%
Owned with a mortgage or loan										
Owner Occupied:	n/a	n/a	2,001	27.0%	2,070	27.6%	2,153	27.8%	n/a	4.0%
Owned free and clear										
Renter Occupied	n/a	n/a	1,711	23.1%	1,769	23.6%	1,829	23.6%	n/a	3.3%
Vacant	874	10.9%	1,490	16.7%	1,421	15.9%	1,599	17.1%	70.4%	12.5%
Vehicles Available										
	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
0 Vehicles Available	671	9.4%	473	6.3%	472	6.2%	493	6.3%	-29.5%	4.5%
1 Vehicle Available	4,474	63.0%	3,396	45.9%	3,469	46.3%	3,570	46.1%	-24.0%	2.9%
2+ Vehicles Available	5,548	78.2%	3,527	47.6%	3,540	47.3%	3,671	47.4%	-36.4%	3.6%
Average Vehicles Per Household	2.10		1.65		1.65		1.65		-21.7%	0.3%
Marital Status										
	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
Married, Spouse Present	12,240	93.2%	6,955	50.4%	7,154	51.1%	7,266	50.4%	-43.1%	1.5%
Married, Spouse Absent	649	4.9%	484	3.5%	440	3.1%	471	3.2%	-25.4%	6.8%
Divorced	2,071	15.7%	1,870	13.5%	1,967	14.0%	2,064	14.3%	-9.7%	4.9%
Widowed	2,163	16.4%	1,722	12.4%	1,557	11.1%	1,596	11.0%	-20.4%	2.5%
Never Married	3,830	29.1%	2,767	20.0%	2,870	20.5%	2,993	20.8%	-27.7%	4.2%
Age 15+ Population	13,131		13,797		13,988		14,390		5.0%	2.8%
Educational Attainment										
	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
Grade K - 8	361	1.9%	161	1.3%	143	1.1%	144	1.1%	-55.3%	0.8%
Grade 9 - 11	1,452	7.7%	771	6.3%	734	5.9%	751	5.8%	-46.8%	2.3%
High School Graduate	5,206	27.7%	3,457	28.2%	3,525	28.3%	3,633	28.2%	-33.6%	3.0%
Some College, No Degree	4,748	25.2%	2,762	22.5%	2,805	22.5%	2,884	22.4%	-41.8%	2.8%
Associates Degree	1,689	8.9%	1,463	11.9%	1,471	11.8%	1,549	12.0%	-13.3%	5.3%
Bachelor's Degree	3,507	18.6%	2,304	18.8%	2,346	18.8%	2,428	18.8%	-34.2%	3.4%

	2000		2010		2013B		2018		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2013 to 2018
Graduate Degree	1,765	9.4%	1,235	10.0%	1,310	10.5%	1,376	10.7%	-29.9%	4.9%
No Schooling Completed	50	0.2%	87	0.7%	83	0.6%	90	0.7%	75.1%	9.0%
Age 25+ Population	18,778		12,243		12,420		12,858		-34.8%	3.5%

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Daytime Population Summary Report for Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684, trade area of 5 drivetime minute(s):

Demographic Overview

	2000 Census	2010 Census	2013B Estimate	2018 Projection	2000 to 2010	2013 to 2018
Total Households	7,092	7,397	7,482	7,734	4.3%	3.3%
Total Population	15,676	15,906	16,063	16,395	1.4%	3.0%

Households by Size

1 Person	2,967	41.8%	2,430	32.8%	2,458	32.8%	2,669	34.5%	-18.1%	8.5%
2 Person	4,349	61.3%	3,013	40.7%	3,053	40.8%	3,093	39.9%	-30.7%	1.3%
3 Person	1,517	21.3%	968	13.0%	980	13.0%	984	12.7%	-36.2%	0.4%
4 Person	1,293	18.2%	675	9.1%	678	9.0%	676	8.7%	-47.7%	0.2%
5 Person	470	6.6%	218	2.9%	218	2.9%	218	2.8%	-53.6%	0.0%
6 Person	59	0.8%	69	0.9%	69	0.9%	68	0.8%	15.8%	0.8%
7 + Person	38	0.5%	25	0.3%	25	0.3%	25	0.3%	-34.4%	0.5%
Avg Hhld Size	2.25		2.12		2.12		2.10		-5.24	-1.51
Average Length of Residence (Years)	n/a		11		11		14		n/a	22.19

2013B Daytime Population

Total Daytime Population	14,638	Student popn: Pre-kindergarten to 8th	1,976
Population aged 16 and under (Children)	3,076	Student popn: 9th grade-12th grade	1,145
Daytime Population Age 16+	11,562	Student popn: Post-secondary students	549
Civilian 16+, at Workplace	4,596	Student popn: Post-secondary students	549
Civilian 16+, Unemployed	513	Homemakers Age 16+	2,182
Civilian 16+, Work at home	416		

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List of traffic counts within the selected trade area(s) for Doyle & McGrath Sample, 36310 US Highway 19 N, Palm Harbor, FL, 34684:

Street	Cross Street	Type of Count	Year	Traffic Count	DistanceMiles
US Hwy 19 N	Lake Tarpon Dr	AADT	1994	16,000	0.16
		AADT	2011	64,500	0.20
		AADT	2011	14,838	0.26
Alderman Rd	US Hwy 19 N	AADT	2011	12,800	0.63
Alderman Rd	Orchard Dr	AADT	2011	11,000	0.64
US Hwy 19 N	Meadowbrook Dr	AADT	2011	64,500	0.66
Alderman Rd	Westcott Cir	AADT	2011	7,840	1.01
Chestnut Ct E	Alderman Rd	AADT	2011	15,455	1.25
US Hwy 19 N	E Klosterman Rd	AADT	2011	69,500	1.35
US Hwy 19 N	Highlands Blvd	AADT	2006	82,034	1.41
E Klosterman Rd	US Hwy 19 N	AADT	2011	20,160	1.41
US Hwy 19 N	Highlands Blvd	AADT	2011	74,500	1.50
Nebraska Ave	Sun Ray Dr	AADT	2011	17,700	1.64
US Hwy 19 N	Coral Landings Blvd	MPSI Estimate	1995	78,000	2.04

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