

# Consumer Spending Patterns 2008

Seminole Realty

Radius 1: , 0.00 - 3.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Apparel:</b>								
<b>Total Apparel</b>	99,234	136,858	2,051	2,330	5,168	5,810	111	111
Women's Apparel	27,836	36,475	575	621	1,450	1,548	112	112
Men's Apparel	19,305	26,104	399	444	1,005	1,108	108	108
Girl's Apparel	6,183	8,072	128	137	322	343	106	105
Boy's Apparel	4,848	6,522	100	111	252	277	105	105
Infant's Apparel	2,293	2,841	47	48	119	121	108	105
Footwear (excl. Infants)	10,249	13,719	212	234	534	582	108	107
Other Apparel Prods/Services	28,520	43,126	590	734	1,485	1,831	115	115
<b>Entertainment:</b>								
Sports and Recreation	36,262	51,971	750	885	1,888	2,206	125	124
TV, Radio and Sound Equipment	41,822	62,901	865	1,071	2,178	2,670	108	108
Reading Materials	9,635	12,826	199	218	502	544	96	97
Travel	35,455	50,597	733	861	1,846	2,148	114	114
Photographic Equipment	2,265	2,722	47	46	118	116	111	111
<b>Food at Home:</b>								
<b>Total Food at Home</b>	119,310	157,395	2,466	2,680	6,213	6,681	98	98
Cereal Products	5,160	6,204	107	106	269	263	93	93
Bakery Products	11,828	14,835	244	253	616	630	96	97
Fish and Seafood	2,481	3,825	51	65	129	162	92	93
Meats (All)	23,275	29,187	481	497	1,212	1,239	103	103
Dairy Products	12,438	16,334	257	278	648	693	96	95
Fresh Milk and Cream	3,031	3,956	63	67	158	168	93	93
Eggs	1,156	1,634	24	28	60	69	93	93
Other Dairy Products	8,250	10,744	171	183	430	456	97	97
Fruits and Vegetables	14,033	18,906	290	322	731	803	97	97
Juices	3,364	4,390	70	75	175	186	89	90
Sugar and Other Sweets	6,769	8,599	140	146	353	365	93	93
Fats and Oils	1,042	1,444	22	25	54	61	91	91
Nonalcoholic Beverages	13,444	16,853	278	287	700	715	97	97
Prepared Foods	25,474	36,817	527	627	1,327	1,563	103	103



# Consumer Spending Patterns 2008

Seminole Realty

Radius 1: , 0.00 - 3.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Health Care:</b>								
<b>Total Health Care</b>	92,292	160,046	1,908	2,725	4,806	6,794	112	114
Medical Services	39,575	58,991	818	1,004	2,061	2,504	108	109
Prescription Drugs	49,628	96,418	1,026	1,642	2,584	4,093	116	117
Medical Supplies	3,089	4,637	64	79	161	197	102	103
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	13,726	19,102	284	325	715	811	120	121
Domestic Textiles	6,029	8,379	125	143	314	356	115	115
Window and Furniture Covers	7,698	10,723	159	183	401	455	124	125
<b>Total Furniture</b>	17,874	25,817	369	440	931	1,096	116	116
Bedroom Furniture	4,803	6,705	99	114	250	285	113	113
Living/Dining Room Furniture	7,953	11,050	164	188	414	469	117	117
Other Furniture	5,118	8,061	106	137	267	342	117	117
Major Appliances	6,939	9,372	143	160	361	398	111	112
Small Appliance/Houseware	14,179	19,783	293	337	738	840	110	111
Misc Household Equipment	10,736	15,188	222	259	559	645	111	111
<b>Misc Personal Items:</b>								
Personal Care Products and Services	21,798	30,083	451	512	1,135	1,277	107	107
Personal Expenses and Services	37,392	53,421	773	910	1,947	2,268	116	117
Smoking Prods/Supplies	15,991	19,750	331	336	833	838	98	96
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	33,053	52,584	683	895	1,721	2,232	103	105
Room and Board	2,818	3,650	58	62	147	155	126	128
Tuition/School Supplies	30,235	48,934	625	833	1,575	2,077	101	104
Pet Expenses	10,824	16,384	224	279	564	695	107	108
Day Care	7,006	9,906	145	169	365	421	117	116
Contributions (All)	45,213	59,634	935	1,015	2,354	2,531	126	125



# Consumer Spending Patterns 2008

Seminole Realty

Radius 1: , 0.00 - 3.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	7,104	9,420	147	160	370	400	102	102
<b>Total Food away from Home</b>	100,752	150,381	2,083	2,560	5,247	6,384	105	105
Breakfast and Brunch	8,572	14,461	177	246	446	614	104	104
Dinner	28,528	38,500	590	656	1,486	1,634	104	104
Lunch	28,643	46,223	592	787	1,492	1,962	105	105
Snacks and Non Alcoholic Beverage	12,801	22,139	265	377	667	940	101	101
Catered Affairs	1,742	2,220	36	38	91	94	116	117
Food and Nonalcoholic Bevgs on Trips	20,466	26,838	423	457	1,066	1,139	108	108
<b>Total Alcoholic Beverages</b>	30,569	44,871	632	764	1,592	1,905	113	113
Alcoholic Beverages at Home	20,203	30,701	418	523	1,052	1,303	112	112
Alcoholic Beverages away from Home	10,367	14,170	214	241	540	602	115	115
<b>Shelter and Related Expenses:</b>								
Household Services	13,009	19,793	269	337	677	840	116	118
Household Repairs	26,848	37,465	555	638	1,398	1,590	120	121
<b>Total Housing Expenses</b>	26,605	38,308	550	652	1,385	1,626	107	109
Fuels and Utilities	2,749	3,348	57	57	143	142	70	73
Telephone Service	23,855	34,960	493	595	1,242	1,484	114	115
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	151,771	232,394	3,137	3,957	7,904	9,865	105	105
New Autos/Trucks/Vans	59,811	88,183	1,236	1,501	3,115	3,743	105	105
Used Vehicles	36,584	59,251	756	1,009	1,905	2,515	103	102
Boats and Outboard Motor, Etc	7,338	10,293	152	175	382	437	132	131
Towing Charges	184	305	4	5	10	13	117	116
Gasoline	41,651	65,688	861	1,118	2,169	2,788	100	100
Diesel Fuel	328	461	7	8	17	20	107	108
Rented Vehicles	5,876	8,213	121	140	306	349	144	142
Automotive Maintenance/Repair/Other	39,603	58,748	819	1,000	2,062	2,494	109	109
<b>Total Specified Consumer Expenditures</b>	1,067,269	1,557,719	22,061	26,522	55,578	66,126	109	109



# Consumer Spending Patterns 2008

Seminole Realty

Radius 2: , 0.00 - 5.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Apparel:</b>								
<b>Total Apparel</b>	223,530	291,294	1,923	2,179	5,032	5,634	108	107
Women's Apparel	63,332	78,532	545	588	1,426	1,519	110	110
Men's Apparel	44,231	56,490	380	423	996	1,093	107	107
Girl's Apparel	13,992	17,075	120	128	315	330	103	101
Boy's Apparel	11,055	13,901	95	104	249	269	104	102
Infant's Apparel	4,893	5,819	42	44	110	113	99	98
Footwear (excl. Infants)	23,615	29,790	203	223	532	576	107	106
Other Apparel Prods/Services	62,412	89,687	537	671	1,405	1,735	108	109
<b>Entertainment:</b>								
Sports and Recreation	79,492	107,890	684	807	1,789	2,087	118	118
TV, Radio and Sound Equipment	94,134	134,393	810	1,005	2,119	2,599	105	105
Reading Materials	21,364	26,973	184	202	481	522	92	93
Travel	76,945	104,394	662	781	1,732	2,019	107	107
Photographic Equipment	4,960	5,667	43	42	112	110	105	105
<b>Food at Home:</b>								
<b>Total Food at Home</b>	276,372	344,931	2,377	2,581	6,221	6,671	99	98
Cereal Products	12,030	13,689	103	102	271	265	93	93
Bakery Products	27,319	32,397	235	242	615	627	96	96
Fish and Seafood	5,706	8,323	49	62	128	161	92	92
Meats (All)	54,499	64,847	469	485	1,227	1,254	104	104
Dairy Products	28,726	35,687	247	267	647	690	95	95
Fresh Milk and Cream	7,091	8,741	61	65	160	169	94	94
Eggs	2,732	3,660	24	27	62	71	95	95
Other Dairy Products	18,904	23,286	163	174	426	450	96	95
Fruits and Vegetables	32,430	41,370	279	310	730	800	97	97
Juices	7,782	9,626	67	72	175	186	89	90
Sugar and Other Sweets	15,568	18,678	134	140	350	361	93	92
Fats and Oils	2,427	3,189	21	24	55	62	91	91
Nonalcoholic Beverages	31,275	37,067	269	277	704	717	98	97
Prepared Foods	58,610	80,059	504	599	1,319	1,548	102	102



# Consumer Spending Patterns 2008

Seminole Realty

Radius 2: , 0.00 - 5.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Health Care:</b>								
<b>Total Health Care</b>	209,411	345,866	1,801	2,588	4,714	6,689	110	112
Medical Services	89,299	126,253	768	945	2,010	2,442	106	106
Prescription Drugs	113,191	209,751	974	1,569	2,548	4,057	114	116
Medical Supplies	6,921	9,862	60	74	156	191	99	100
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	30,103	39,738	259	297	678	769	114	114
Domestic Textiles	13,295	17,555	114	131	299	340	110	110
Window and Furniture Covers	16,808	22,184	145	166	378	429	118	118
<b>Total Furniture</b>	39,479	54,084	340	405	889	1,046	111	111
Bedroom Furniture	10,685	14,144	92	106	241	274	109	109
Living/Dining Room Furniture	17,519	23,075	151	173	394	446	111	112
Other Furniture	11,276	16,866	97	126	254	326	111	111
Major Appliances	15,278	19,577	131	146	344	379	106	106
Small Appliance/Houseware	30,648	40,678	264	304	690	787	103	104
Misc Household Equipment	23,593	31,675	203	237	531	613	106	106
<b>Misc Personal Items:</b>								
Personal Care Products and Services	49,219	64,447	423	482	1,108	1,246	104	105
Personal Expenses and Services	82,621	111,864	711	837	1,860	2,163	111	112
Smoking Prods/Supplies	37,576	43,833	323	328	846	848	100	97
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	74,235	109,758	639	821	1,671	2,123	100	100
Room and Board	6,304	7,592	54	57	142	147	122	121
Tuition/School Supplies	67,931	102,166	584	764	1,529	1,976	98	99
Pet Expenses	24,225	34,685	208	259	545	671	104	104
Day Care	15,118	20,258	130	152	340	392	109	108
Contributions (All)	99,568	124,436	856	931	2,241	2,407	120	118



# Consumer Spending Patterns 2008

Seminole Realty

Radius 2: , 0.00 - 5.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	16,234	20,369	140	152	365	394	101	101
<b>Total Food away from Home</b>	226,290	319,871	1,946	2,393	5,094	6,186	102	102
Breakfast and Brunch	19,392	30,971	167	232	437	599	102	102
Dinner	63,522	81,101	546	607	1,430	1,569	100	100
Lunch	64,716	98,793	557	739	1,457	1,911	102	102
Snacks and Non Alcoholic Beverage	29,168	47,658	251	357	657	922	100	99
Catered Affairs	3,827	4,613	33	35	86	89	110	111
Food and Nonalcoholic Bevgs on Trips	45,664	56,735	393	424	1,028	1,097	104	104
<b>Total Alcoholic Beverages</b>	68,367	95,183	588	712	1,539	1,841	109	109
Alcoholic Beverages at Home	45,337	65,410	390	489	1,021	1,265	109	109
Alcoholic Beverages away from Home	23,030	29,772	198	223	518	576	111	110
<b>Shelter and Related Expenses:</b>								
Household Services	28,979	41,716	249	312	652	807	112	113
Household Repairs	57,747	76,325	497	571	1,300	1,476	112	112
<b>Total Housing Expenses</b>	60,288	82,271	519	616	1,357	1,591	105	107
Fuels and Utilities	6,141	7,094	53	53	138	137	68	71
Telephone Service	54,148	75,178	466	562	1,219	1,454	112	113
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	345,038	501,239	2,968	3,750	7,767	9,694	103	103
New Autos/Trucks/Vans	133,247	186,463	1,146	1,395	3,000	3,606	101	101
Used Vehicles	86,021	131,908	740	987	1,936	2,551	105	104
Boats and Outboard Motor, Etc	16,875	22,306	145	167	380	431	131	130
Towing Charges	436	681	4	5	10	13	119	118
Gasoline	95,247	142,306	819	1,065	2,144	2,752	99	98
Diesel Fuel	735	977	6	7	17	19	104	104
Rented Vehicles	12,478	16,598	107	124	281	321	132	131
Automotive Maintenance/Repair/Other	89,347	125,583	769	940	2,011	2,429	106	107
<b>Total Specified Consumer Expenditures</b>	2,400,162	3,318,998	20,645	24,831	54,030	64,190	106	106



# Consumer Spending Patterns 2008

Seminole Realty

Radius 3: , 0.00 - 7.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Apparel:</b>								
<b>Total Apparel</b>	304,430	388,414	1,886	2,135	4,946	5,543	106	106
Women's Apparel	86,595	105,136	537	578	1,407	1,500	108	108
Men's Apparel	60,501	75,691	375	416	983	1,080	106	106
Girl's Apparel	19,012	22,725	118	125	309	324	101	100
Boy's Apparel	15,067	18,518	93	102	245	264	102	100
Infant's Apparel	6,664	7,775	41	43	108	111	98	97
Footwear (excl. Infants)	32,367	39,983	201	220	526	571	106	105
Other Apparel Prods/Services	84,224	118,585	522	652	1,368	1,692	106	106
<b>Entertainment:</b>								
Sports and Recreation	108,081	143,513	670	789	1,756	2,048	116	116
TV, Radio and Sound Equipment	129,365	180,784	802	994	2,102	2,580	104	104
Reading Materials	29,446	36,326	182	200	478	518	92	93
Travel	104,570	138,728	648	763	1,699	1,980	104	105
Photographic Equipment	6,800	7,608	42	42	110	109	104	104
<b>Food at Home:</b>								
<b>Total Food at Home</b>	385,396	470,401	2,388	2,586	6,262	6,713	99	99
Cereal Products	16,686	18,571	103	102	271	265	94	93
Bakery Products	38,210	44,304	237	244	621	632	97	97
Fish and Seafood	7,914	11,282	49	62	129	161	92	92
Meats (All)	75,790	88,221	470	485	1,231	1,259	105	105
Dairy Products	40,225	48,872	249	269	654	697	97	96
Fresh Milk and Cream	9,947	11,998	62	66	162	171	96	95
Eggs	3,794	4,972	24	27	62	71	95	95
Other Dairy Products	26,484	31,902	164	175	430	455	97	96
Fruits and Vegetables	45,226	56,385	280	310	735	805	98	98
Juices	10,778	13,038	67	72	175	186	89	90
Sugar and Other Sweets	21,753	25,512	135	140	353	364	94	93
Fats and Oils	3,396	4,365	21	24	55	62	92	92
Nonalcoholic Beverages	43,640	50,577	270	278	709	722	99	98
Prepared Foods	81,777	109,273	507	601	1,329	1,559	103	102



# Consumer Spending Patterns 2008

Seminole Realty

Radius 3: , 0.00 - 7.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Health Care:</b>								
<b>Total Health Care</b>	293,176	473,027	1,817	2,600	4,763	6,751	111	113
Medical Services	123,916	171,011	768	940	2,013	2,441	106	106
Prescription Drugs	159,631	288,622	989	1,587	2,594	4,119	116	118
Medical Supplies	9,629	13,394	60	74	156	191	99	100
<b>Household Equipment:</b>								
<b>Total Household Textiles</b>	41,097	53,026	255	291	668	757	112	112
Domestic Textiles	18,235	23,537	113	129	296	336	109	109
Window and Furniture Covers	22,862	29,489	142	162	371	421	115	115
<b>Total Furniture</b>	54,032	72,354	335	398	878	1,033	109	109
Bedroom Furniture	14,674	18,994	91	104	238	271	108	108
Living/Dining Room Furniture	23,961	30,841	148	170	389	440	110	110
Other Furniture	15,398	22,520	95	124	250	321	110	110
Major Appliances	21,375	26,767	132	147	347	382	107	107
Small Appliance/Houseware	42,011	54,484	260	299	683	778	102	102
Misc Household Equipment	32,877	43,143	204	237	534	616	106	106
<b>Misc Personal Items:</b>								
Personal Care Products and Services	67,854	86,873	420	478	1,102	1,240	104	104
Personal Expenses and Services	113,424	149,723	703	823	1,843	2,137	110	110
Smoking Prods/Supplies	53,784	61,519	333	338	874	878	103	100
<b>Miscellaneous Items:</b>								
<b>Total Education</b>	99,045	143,330	614	788	1,609	2,046	96	96
Room and Board	8,577	10,083	53	55	139	144	120	119
Tuition/School Supplies	90,469	133,247	561	732	1,470	1,902	94	95
Pet Expenses	33,821	47,244	210	260	550	674	105	104
Day Care	20,476	26,951	127	148	333	385	106	106
Contributions (All)	131,467	161,584	815	888	2,136	2,306	114	113



# Consumer Spending Patterns 2008

Seminole Realty

Radius 3: , 0.00 - 7.00 Miles, Total

Annual Expenditures	Aggregate (in 000's)		Per Capita		Average Household		Market Index to USA	
	2008	2013	2008	2013	2008	2013	2008	2013
<b>Other Misc. Expenses:</b>								
Housekeeping Supplies	22,662	27,782	140	153	368	396	101	101
<b>Total Food away from Home</b>	312,498	432,127	1,936	2,375	5,077	6,167	101	101
Breakfast and Brunch	26,922	42,048	167	231	437	600	102	102
Dinner	87,605	109,389	543	601	1,423	1,561	99	100
Lunch	89,238	133,280	553	733	1,450	1,902	102	102
Snacks and Non Alcoholic Beverage	40,375	64,568	250	355	656	921	100	99
Catered Affairs	5,193	6,126	32	34	84	87	108	109
Food and Nonalcoholic Bevgs on Trips	63,164	76,715	391	422	1,026	1,095	104	104
<b>Total Alcoholic Beverages</b>	94,359	128,610	585	707	1,533	1,835	109	109
Alcoholic Beverages at Home	62,611	88,475	388	486	1,017	1,263	108	109
Alcoholic Beverages away from Home	31,748	40,135	197	221	516	573	110	110
<b>Shelter and Related Expenses:</b>								
Household Services	39,317	55,318	244	304	639	789	110	111
Household Repairs	80,698	104,216	500	573	1,311	1,487	113	113
<b>Total Housing Expenses</b>	83,278	111,058	516	610	1,353	1,585	105	107
Fuels and Utilities	8,761	9,860	54	54	142	141	70	73
Telephone Service	74,517	101,198	462	556	1,211	1,444	111	112
<b>Transportation Expenses:</b>								
<b>Total Transportation Expenses</b>	478,199	680,193	2,963	3,739	7,770	9,707	103	103
New Autos/Trucks/Vans	183,484	251,258	1,137	1,381	2,981	3,586	100	101
Used Vehicles	120,621	181,220	747	996	1,960	2,586	106	105
Boats and Outboard Motor, Etc	23,104	29,860	143	164	375	426	129	128
Towing Charges	598	915	4	5	10	13	118	117
Gasoline	132,903	194,122	823	1,067	2,159	2,770	99	99
Diesel Fuel	1,034	1,342	6	7	17	19	105	106
Rented Vehicles	16,456	21,476	102	118	267	306	125	125
Automotive Maintenance/Repair/Other	124,304	170,702	770	938	2,020	2,436	107	107
<b>Total Specified Consumer Expenditures</b>	3,307,843	4,475,805	20,495	24,603	53,744	63,876	105	105



# Consumer Spending Patterns 2008

Seminole Realty

---

Claritas' Consumer Spending Patterns Report is derived from the Consumer Buying Power (CBP) database using information from the U.S. Bureau of Labor Statistics (BLS) Consumer Expenditure Survey (CE Survey).

---

The Annual Aggregate (in 000's) is used to obtain the Annual Per Capitas and the Average Household data by dividing the aggregate by the corresponding total household population and total households, respectively. The Market Index value is the ratio of the Annual Average Household Expenditure (AAHE) for the geography that this report is being produced, as compared to the "AAHE" for the U.S.A.

---

Current Year Estimates and Five Year Projections are produced by Claritas, Inc.



# Consumer Spending Patterns 2008

Seminole Realty

## Appendix: Area Listing

### Area Name:

Type: Radius 1

Reporting Detail: Aggregate

Reporting Level: Block Group

### Radius Definition:

Latitude/Longitude 28.798065 -81.331668

Radius 0.00 - 3.00

### Area Name:

Type: Radius 2

Reporting Detail: Aggregate

Reporting Level: Block Group

### Radius Definition:

Latitude/Longitude 28.798065 -81.331668

Radius 0.00 - 5.00

### Area Name:

Type: Radius 3

Reporting Detail: Aggregate

Reporting Level: Block Group

### Radius Definition:

Latitude/Longitude 28.798065 -81.331668

Radius 0.00 - 7.00

### Project Information:

Site: 1

Order Number: 966931626

