

Consumer Spending Report

The Fountains Plaza

34718-35084 US Highway 19 N, Palm Harbor, FL 34684

Building Type: **General Retail**
 Secondary: **Storefront Retail/Office**
 GLA: **83,300 SF**
 Year Built: **1983**
 Total Available: **6,545 SF**
 % Leased: **92.14%**
 Rent/SF/Yr: **\$19.46**



2022 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$165,385	\$983,607	\$2,167,547
Total Apparel	\$7,840	\$47,171	\$104,486
Women's Apparel	3,314	19,591	43,376
Men's Apparel	1,623	9,931	21,897
Girl's Apparel	430	2,727	6,097
Boy's Apparel	317	1,982	4,410
Infant Apparel	313	1,936	4,288
Footwear	1,843	11,003	24,418
Total Entertainment & Hobbies	\$27,584	\$158,628	\$349,798
Entertainment	2,060	12,506	27,373
Audio & Visual Equipment/Service	6,354	35,537	78,810
Reading Materials	441	2,426	5,326
Pets, Toys, & Hobbies	4,691	27,218	59,958
Personal Items	14,038	80,940	178,331
Total Food and Alcohol	\$45,284	\$264,978	\$584,260
Food At Home	23,407	134,438	297,644
Food Away From Home	18,782	111,782	245,479
Alcoholic Beverages	3,095	18,758	41,136
Total Household	\$29,668	\$172,912	\$382,718
House Maintenance & Repair	7,960	42,271	95,599
Household Equip & Furnishings	10,858	63,458	140,640
Household Operations	7,988	48,190	105,206
Housing Costs	2,862	18,993	41,272

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2022 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$35,846	\$223,208	\$490,578
Vehicle Purchases	15,492	100,507	220,459
Gasoline	10,651	62,941	138,559
Vehicle Expenses	1,217	6,620	15,056
Transportation	3,644	24,064	52,650
Automotive Repair & Maintenance	4,842	29,075	63,854
Total Health Care	\$10,409	\$56,996	\$125,966
Medical Services	5,457	30,749	67,774
Prescription Drugs	3,805	20,036	44,457
Medical Supplies	1,147	6,210	13,735
Total Education/Day Care	\$8,755	\$59,715	\$129,742
Education	5,252	36,866	80,162
Fees & Admissions	3,503	22,849	49,580

Demographic Detail Report

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Radius	1 Mile	3 Mile	5 Mile
Population			
2027 Projection	12,013	70,459	157,348
2022 Estimate	11,904	70,380	156,318
2010 Census	11,679	72,158	155,575
Growth 2022 - 2027	0.92%	0.11%	0.66%
Growth 2010 - 2022	1.93%	-2.46%	0.48%
2022 Population by Age			
	11,904	70,380	156,318
Age 0 - 4	426 3.58%	2,924 4.15%	6,442 4.12%
Age 5 - 9	409 3.44%	2,716 3.86%	6,069 3.88%
Age 10 - 14	432 3.63%	2,848 4.05%	6,401 4.09%
Age 15 - 19	457 3.84%	3,086 4.38%	6,860 4.39%
Age 20 - 24	481 4.04%	3,371 4.79%	7,384 4.72%
Age 25 - 29	557 4.68%	3,984 5.66%	8,664 5.54%
Age 30 - 34	564 4.74%	3,996 5.68%	8,740 5.59%
Age 35 - 39	533 4.48%	3,621 5.14%	8,031 5.14%
Age 40 - 44	522 4.39%	3,404 4.84%	7,607 4.87%
Age 45 - 49	574 4.82%	3,726 5.29%	8,271 5.29%
Age 50 - 54	674 5.66%	4,487 6.38%	9,869 6.31%
Age 55 - 59	826 6.94%	5,547 7.88%	12,166 7.78%
Age 60 - 64	930 7.81%	6,033 8.57%	13,308 8.51%
Age 65 - 69	943 7.92%	5,637 8.01%	12,637 8.08%
Age 70 - 74	930 7.81%	4,990 7.09%	11,393 7.29%
Age 75 - 79	832 6.99%	3,904 5.55%	9,031 5.78%
Age 80 - 84	676 5.68%	2,723 3.87%	6,263 4.01%
Age 85+	1,138 9.56%	3,383 4.81%	7,182 4.59%
Age 65+	4,519 37.96%	20,637 29.32%	46,506 29.75%
Median Age	57.00	51.70	51.90
Average Age	51.90	47.70	47.80

Demographic Detail Report

The Fountains Plaza

34718-35084 US Highway 19 N, Palm Harbor, FL 34684

Radius	1 Mile		3 Mile		5 Mile	
2022 Population By Race	11,904		70,380		156,318	
White	11,194	94.04%	65,418	92.95%	143,304	91.67%
Black	221	1.86%	1,657	2.35%	4,934	3.16%
Am. Indian & Alaskan	18	0.15%	168	0.24%	440	0.28%
Asian	239	2.01%	1,719	2.44%	4,416	2.83%
Hawaiian & Pacific Island	5	0.04%	33	0.05%	100	0.06%
Other	228	1.92%	1,384	1.97%	3,124	2.00%
Population by Hispanic Origin	11,904		70,380		156,318	
Non-Hispanic Origin	11,056	92.88%	64,939	92.27%	143,237	91.63%
Hispanic Origin	848	7.12%	5,441	7.73%	13,081	8.37%
2022 Median Age, Male	53.30		49.40		49.70	
2022 Average Age, Male	49.10		46.10		46.30	
2022 Median Age, Female	59.70		53.60		53.70	
2022 Average Age, Female	54.20		49.10		49.10	
2022 Population by Occupation Classification	10,547		61,275		136,034	
Civilian Employed	5,148	48.81%	32,809	53.54%	71,024	52.21%
Civilian Unemployed	229	2.17%	1,434	2.34%	3,470	2.55%
Civilian Non-Labor Force	5,158	48.90%	26,973	44.02%	61,414	45.15%
Armed Forces	12	0.11%	59	0.10%	126	0.09%
Households by Marital Status						
Married	2,720		15,497		33,992	
Married No Children	2,005		10,726		23,821	
Married w/Children	716		4,771		10,171	
2022 Population by Education	10,303		58,498		130,177	
Some High School, No Diploma	576	5.59%	2,998	5.12%	7,691	5.91%
High School Grad (Incl Equivalency)	2,916	28.30%	13,591	23.23%	31,718	24.37%
Some College, No Degree	3,278	31.82%	18,898	32.31%	40,485	31.10%
Associate Degree	603	5.85%	3,065	5.24%	7,017	5.39%
Bachelor Degree	1,985	19.27%	13,321	22.77%	28,079	21.57%
Advanced Degree	945	9.17%	6,625	11.33%	15,187	11.67%



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Radius	1 Mile		3 Mile		5 Mile	
2022 Population by Occupation	9,374		60,392		131,458	
Real Estate & Finance	569	6.07%	3,846	6.37%	8,437	6.42%
Professional & Management	2,784	29.70%	19,513	32.31%	42,384	32.24%
Public Administration	134	1.43%	802	1.33%	1,775	1.35%
Education & Health	991	10.57%	7,390	12.24%	16,011	12.18%
Services	1,102	11.76%	5,195	8.60%	10,720	8.15%
Information	75	0.80%	577	0.96%	1,254	0.95%
Sales	1,414	15.08%	8,692	14.39%	19,599	14.91%
Transportation	24	0.26%	84	0.14%	231	0.18%
Retail	853	9.10%	4,300	7.12%	9,470	7.20%
Wholesale	94	1.00%	885	1.47%	1,890	1.44%
Manufacturing	346	3.69%	2,210	3.66%	4,598	3.50%
Production	457	4.88%	2,562	4.24%	5,625	4.28%
Construction	145	1.55%	1,654	2.74%	3,606	2.74%
Utilities	114	1.22%	1,171	1.94%	2,527	1.92%
Agriculture & Mining	10	0.11%	102	0.17%	183	0.14%
Farming, Fishing, Forestry	0	0.00%	16	0.03%	98	0.07%
Other Services	262	2.79%	1,393	2.31%	3,050	2.32%
2022 Worker Travel Time to Job	4,716		29,768		64,427	
<30 Minutes	2,458	52.12%	16,963	56.98%	36,252	56.27%
30-60 Minutes	1,704	36.13%	10,422	35.01%	23,468	36.43%
60+ Minutes	554	11.75%	2,383	8.01%	4,707	7.31%
2010 Households by HH Size	5,562		32,481		70,736	
1-Person Households	1,987	35.72%	10,217	31.46%	22,819	32.26%
2-Person Households	2,143	38.53%	12,660	38.98%	27,769	39.26%
3-Person Households	715	12.86%	4,617	14.21%	9,652	13.65%
4-Person Households	496	8.92%	3,388	10.43%	6,923	9.79%
5-Person Households	156	2.80%	1,135	3.49%	2,497	3.53%
6-Person Households	47	0.85%	344	1.06%	766	1.08%
7 or more Person Households	18	0.32%	120	0.37%	310	0.44%
2022 Average Household Size	2.00		2.20		2.20	
Households						
2027 Projection	5,860		31,537		71,038	
2022 Estimate	5,787		31,544		70,677	
2010 Census	5,561		32,480		70,735	
Growth 2022 - 2027	1.26%		-0.02%		0.51%	
Growth 2010 - 2022	4.06%		-2.88%		-0.08%	



Demographic Detail Report

The Fountains Plaza						
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Radius	1 Mile		3 Mile		5 Mile	
2022 Households by HH Income	5,787		31,543		70,678	
<\$25,000	911	15.74%	4,585	14.54%	11,805	16.70%
\$25,000 - \$50,000	1,387	23.97%	6,852	21.72%	16,155	22.86%
\$50,000 - \$75,000	1,294	22.36%	6,113	19.38%	12,170	17.22%
\$75,000 - \$100,000	762	13.17%	4,512	14.30%	9,504	13.45%
\$100,000 - \$125,000	491	8.48%	2,871	9.10%	6,553	9.27%
\$125,000 - \$150,000	276	4.77%	1,739	5.51%	3,941	5.58%
\$150,000 - \$200,000	459	7.93%	2,489	7.89%	5,047	7.14%
\$200,000+	207	3.58%	2,382	7.55%	5,503	7.79%
2022 Avg Household Income	\$77,510		\$89,951		\$88,112	
2022 Med Household Income	\$58,795		\$66,605		\$63,082	
2022 Occupied Housing	5,787		31,544		70,677	
Owner Occupied	4,551	78.64%	23,456	74.36%	53,364	75.50%
Renter Occupied	1,236	21.36%	8,088	25.64%	17,313	24.50%
2010 Housing Units	6,432		33,599		72,976	
1 Unit	4,119	64.04%	22,954	68.32%	47,849	65.57%
2 - 4 Units	641	9.97%	2,646	7.88%	6,444	8.83%
5 - 19 Units	660	10.26%	4,727	14.07%	11,244	15.41%
20+ Units	1,012	15.73%	3,272	9.74%	7,439	10.19%
2022 Housing Value	4,550		23,456		53,363	
<\$100,000	451	9.91%	2,104	8.97%	6,275	11.76%
\$100,000 - \$200,000	1,237	27.19%	4,668	19.90%	10,852	20.34%
\$200,000 - \$300,000	1,634	35.91%	6,026	25.69%	14,503	27.18%
\$300,000 - \$400,000	709	15.58%	5,030	21.44%	10,250	19.21%
\$400,000 - \$500,000	195	4.29%	2,492	10.62%	5,112	9.58%
\$500,000 - \$1,000,000	174	3.82%	2,361	10.07%	5,029	9.42%
\$1,000,000+	150	3.30%	775	3.30%	1,342	2.51%
2022 Median Home Value	\$235,924		\$282,243		\$265,879	
2022 Housing Units by Yr Built	6,572		36,498		81,565	
Built 2010+	264	4.02%	651	1.78%	2,048	2.51%
Built 2000 - 2010	637	9.69%	3,333	9.13%	7,451	9.14%
Built 1990 - 1999	866	13.18%	7,526	20.62%	15,193	18.63%
Built 1980 - 1989	2,905	44.20%	15,297	41.91%	29,303	35.93%
Built 1970 - 1979	1,604	24.41%	6,863	18.80%	18,596	22.80%
Built 1960 - 1969	143	2.18%	1,465	4.01%	4,748	5.82%
Built 1950 - 1959	112	1.70%	964	2.64%	2,743	3.36%
Built <1949	41	0.62%	399	1.09%	1,483	1.82%
2022 Median Year Built	1984		1985		1984	



Demographic Summary Report

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Growth 2010 - 2022	1.93%	-2.46%	0.48%
2022 Population by Hispanic Origin	848	5,442	13,081
2022 Population	11,904	70,380	156,318
White	11,194 94.04%	65,418 92.95%	143,304 91.67%
Black	221 1.86%	1,657 2.35%	4,934 3.16%
Am. Indian & Alaskan	18 0.15%	168 0.24%	440 0.28%
Asian	239 2.01%	1,719 2.44%	4,416 2.83%
Hawaiian & Pacific Island	5 0.04%	33 0.05%	100 0.06%
Other	228 1.92%	1,384 1.97%	3,124 2.00%
U.S. Armed Forces	12	59	127
Households			
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2022 Estimate	5,787	31,544	70,677
2010 Census	5,561	32,480	70,735
Growth 2022 - 2027	1.26%	-0.02%	0.51%
Growth 2010 - 2022	4.06%	-2.88%	-0.08%
Owner Occupied	4,551 78.64%	23,456 74.36%	53,364 75.50%
Renter Occupied	1,236 21.36%	8,088 25.64%	17,313 24.50%
2022 Households by HH Income	5,787	31,543	70,678
Income: <\$25,000	911 15.74%	4,585 14.54%	11,805 16.70%
Income: \$25,000 - \$50,000	1,387 23.97%	6,852 21.72%	16,155 22.86%
Income: \$50,000 - \$75,000	1,294 22.36%	6,113 19.38%	12,170 17.22%
Income: \$75,000 - \$100,000	762 13.17%	4,512 14.30%	9,504 13.45%
Income: \$100,000 - \$125,000	491 8.48%	2,871 9.10%	6,553 9.27%
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Description	2010		2022		2027	
Population	11,679		11,904		12,013	
Age 0 - 4	404	3.46%	426	3.58%	479	3.99%
Age 5 - 9	481	4.12%	409	3.44%	457	3.80%
Age 10 - 14	601	5.15%	432	3.63%	446	3.71%
Age 15 - 19	580	4.97%	457	3.84%	455	3.79%
Age 20 - 24	398	3.41%	481	4.04%	475	3.95%
Age 25 - 29	446	3.82%	557	4.68%	518	4.31%
Age 30 - 34	457	3.91%	564	4.74%	558	4.64%
Age 35 - 39	570	4.88%	533	4.48%	571	4.75%
Age 40 - 44	703	6.02%	522	4.39%	561	4.67%
Age 45 - 49	847	7.25%	574	4.82%	569	4.74%
Age 50 - 54	861	7.37%	674	5.66%	616	5.13%
Age 55 - 59	850	7.28%	826	6.94%	715	5.95%
Age 60 - 64	853	7.30%	930	7.81%	833	6.93%
Age 65 - 69	722	6.18%	943	7.92%	920	7.66%
Age 70 - 74	641	5.49%	930	7.81%	945	7.87%
Age 75 - 79	708	6.06%	832	6.99%	893	7.43%
Age 80 - 84	700	5.99%	676	5.68%	753	6.27%
Age 85+	857	7.34%	1,138	9.56%	1,250	10.41%
Age 15+	10,193	87.28%	10,637	89.36%	10,632	88.50%
Age 20+	9,613	82.31%	10,180	85.52%	10,177	84.72%
Age 65+	3,628	31.06%	4,519	37.96%	4,761	39.63%
Median Age	52		57		57	
Average Age	49.20		51.90		52.00	
Population By Race	11,679		11,904		12,013	
White	11,075	94.83%	11,194	94.04%	11,269	93.81%
Black	208	1.78%	221	1.86%	222	1.85%
Am. Indian & Alaskan	17	0.15%	18	0.15%	18	0.15%
Asian	195	1.67%	239	2.01%	252	2.10%
Hawaiian & Pacific Islander	4	0.03%	5	0.04%	6	0.05%
Other	174	1.49%	228	1.92%	246	2.05%

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Description	2010	2022	2027
Population by Race (Hispanic)	652	848	912
White	602 92.33%	771 90.92%	824 90.35%
Black	21 3.22%	30 3.54%	34 3.73%
Am. Indian & Alaskan	3 0.46%	4 0.47%	4 0.44%
Asian	5 0.77%	8 0.94%	10 1.10%
Hawaiian & Pacific Islander	1 0.15%	1 0.12%	1 0.11%
Other	20 3.07%	34 4.01%	39 4.28%
Household by Household Income	5,562	5,787	5,859
<\$25,000	1,479 26.59%	911 15.74%	894 15.26%
\$25,000 - \$50,000	1,506 27.08%	1,387 23.97%	1,393 23.78%
\$50,000 - \$75,000	997 17.93%	1,294 22.36%	1,330 22.70%
\$75,000 - \$100,000	632 11.36%	762 13.17%	776 13.24%
\$100,000 - \$125,000	393 7.07%	491 8.48%	497 8.48%
\$125,000 - \$150,000	220 3.96%	276 4.77%	278 4.74%
\$150,000 - \$200,000	160 2.88%	459 7.93%	481 8.21%
\$200,000+	175 3.15%	207 3.58%	210 3.58%
Average Household Income	\$62,724	\$77,510	\$78,141
Median Household Income	\$46,250	\$58,795	\$59,138

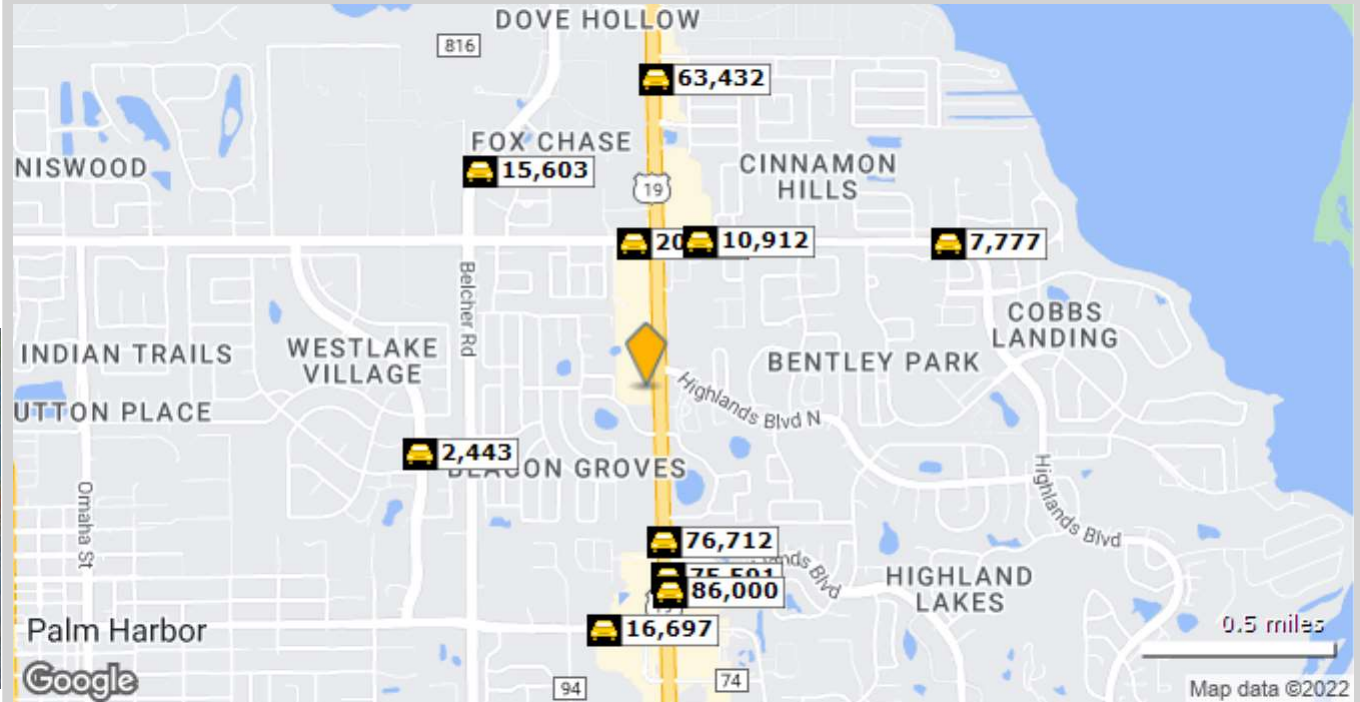


Traffic Count Report

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	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Alderman Rd	Hwy 19 N	0.06 E	2022	20,035	MPSI	.38
2	US Hwy 19 N	Highlands Blvd	0.05 S	2022	76,712	MPSI	.40
3	Alderman Rd	Orchard Dr	0.04 E	2022	10,912	MPSI	.42
4	US Hwy 19 N	Highlands Blvd	0.05 N	2022	75,591	MPSI	.49
5	US 31	Highlands Blvd	0.09 N	2020	86,000	AADT	.53
6	Westlake Blvd	Birch Ln	0.04 N	2022	2,443	MPSI	.61
7	Nebraska Ave	Sun Ray Dr	0.09 W	2022	16,697	MPSI	.64
8	Belcher Road	Belcher Rd	0.07 NE	2022	15,603	MPSI	.72
9	US Hwy 19 N	Lake Tarpon Dr	0.05 N	2022	63,432	MPSI	.82
10	Alderman Rd	Westcott Cir	0.12 E	2022	7,777	MPSI	.88