





**DEERFIELD PLAZA SHOPPING CENTER**  
Orlando, Florida

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles	
	2000 Total Population	10,383	33,639	50,035
	2000 Group Quarters	64	171	204
	2009 Total Population	12,203	42,830	63,381
	2014 Total Population	12,945	47,013	71,102
	2009 - 2014 Annual Rate	1.19%	1.88%	2.33%
	2000 Households	3,155	11,144	16,706
	2000 Average Household Size	3.27	3.00	2.98
	2009 Households	3,700	14,356	21,226
	2009 Average Household Size	3.28	2.97	2.97
	2014 Households	3,926	15,855	23,845
	2014 Average Household Size	3.28	2.95	2.97
	2009 - 2014 Annual Rate	1.19%	2.01%	2.35%
	2000 Families	2,611	8,851	12,954
	2000 Average Family Size	3.54	3.32	3.33
	2009 Families	2,994	11,035	16,071
	2009 Average Family Size	3.60	3.34	3.37
	2014 Families	3,138	11,991	17,814
	2014 Average Family Size	3.62	3.36	3.39
	2009 - 2014 Annual Rate	0.94%	1.68%	2.08%
	<b>2000 Housing Units</b>	<b>3,521</b>	<b>11,593</b>	<b>18,211</b>
	Owner Occupied Housing Units	81.4%	70.0%	66.2%
	Renter Occupied Housing Units	14.5%	23.3%	24.9%
	Vacant Housing Units	4.1%	6.7%	8.9%
	<b>2009 Housing Units</b>	<b>4,312</b>	<b>14,263</b>	<b>22,737</b>
	Owner Occupied Housing Units	76.5%	64.7%	62.0%
	Renter Occupied Housing Units	18.2%	26.8%	26.9%
	Vacant Housing Units	5.3%	8.4%	11.1%
	<b>2014 Housing Units</b>	<b>5,033</b>	<b>16,612</b>	<b>26,705</b>
	Owner Occupied Housing Units	76.9%	64.8%	62.3%
	Renter Occupied Housing Units	17.9%	26.7%	26.6%
	Vacant Housing Units	5.2%	8.5%	11.2%
	<b>Median Household Income</b>			
	2000	\$58,632	\$55,192	\$52,942
	2009	\$76,717	\$71,199	\$67,493
	2014	\$77,969	\$71,927	\$67,894
	<b>Median Home Value</b>			
	2000	\$121,060	\$123,745	\$122,689
	2009	\$191,062	\$200,249	\$195,676
	2014	\$232,755	\$247,584	\$239,802
	<b>Per Capita Income</b>			
	2000	\$20,732	\$20,866	\$20,744
	2009	\$27,427	\$27,877	\$26,965
	2014	\$28,071	\$28,767	\$27,560
	<b>Median Age</b>			
	2000	34.6	33.5	33.7
	2009	33.7	33.5	33.9
	2014	33.8	33.5	33.8

**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:** ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing


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	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
			
<b>2000 Households by Income</b>			
Household Income Base	3,160	11,157	16,721
< \$15,000	5.4%	6.9%	7.1%
\$15,000 - \$24,999	5.8%	7.6%	8.4%
\$25,000 - \$34,999	10.3%	11.3%	12.2%
\$35,000 - \$49,999	16.1%	17.5%	18.4%
\$50,000 - \$74,999	31.2%	28.1%	27.2%
\$75,000 - \$99,999	15.5%	14.2%	13.3%
\$100,000 - \$149,999	11.7%	9.6%	9.0%
\$150,000 - \$199,999	2.5%	3.1%	2.8%
\$200,000 +	1.4%	1.7%	1.5%
Average Household Income	\$66,369	\$63,461	\$61,307
<b>2009 Households by Income</b>			
Household Income Base	3,700	14,358	21,226
< \$15,000	3.4%	4.3%	4.7%
\$15,000 - \$24,999	3.4%	4.6%	5.0%
\$25,000 - \$34,999	4.0%	6.8%	7.7%
\$35,000 - \$49,999	10.7%	12.5%	14.0%
\$50,000 - \$74,999	26.1%	25.0%	25.3%
\$75,000 - \$99,999	23.6%	21.7%	21.0%
\$100,000 - \$149,999	18.9%	16.1%	14.5%
\$150,000 - \$199,999	6.5%	4.9%	4.4%
\$200,000 +	3.4%	4.1%	3.5%
Average Household Income	\$88,920	\$83,809	\$79,681
<b>2014 Households by Income</b>			
Household Income Base	3,925	15,858	23,844
< \$15,000	3.2%	4.0%	4.4%
\$15,000 - \$24,999	3.1%	4.2%	4.7%
\$25,000 - \$34,999	3.4%	5.9%	6.7%
\$35,000 - \$49,999	9.3%	11.0%	12.5%
\$50,000 - \$74,999	26.6%	27.7%	28.8%
\$75,000 - \$99,999	24.9%	21.3%	20.0%
\$100,000 - \$149,999	19.1%	16.4%	14.8%
\$150,000 - \$199,999	6.8%	5.2%	4.6%
\$200,000 +	3.5%	4.3%	3.6%
Average Household Income	\$91,033	\$86,043	\$81,372
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,926	8,082	12,298
< \$50,000	1.0%	1.0%	1.1%
\$50,000 - \$99,999	21.2%	25.3%	27.2%
\$100,000 - \$149,999	59.0%	49.5%	46.8%
\$150,000 - \$199,999	14.7%	16.7%	17.3%
\$200,000 - \$299,999	3.9%	6.6%	6.6%
\$300,000 - \$499,999	0.0%	0.8%	0.9%
\$500,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000+	0.3%	0.1%	0.1%
Average Home Value	\$130,074	\$131,509	\$131,391
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	471	2,781	4,709
With Cash Rent	93.2%	97.8%	98.0%
No Cash Rent	6.8%	2.2%	2.0%
Median Rent	\$899	\$800	\$780
Average Rent	\$940	\$850	\$829

**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 2006 and 2011.

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	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
<b>2000 Population by Age</b>			
 Total	10,382	33,638	50,037
Age 0 - 4	7.1%	7.4%	7.2%
Age 5 - 9	8.3%	8.3%	8.0%
Age 10 - 14	8.7%	8.4%	8.2%
Age 15 - 19	8.0%	7.1%	6.9%
Age 20 - 24	4.8%	5.5%	5.9%
Age 25 - 34	13.7%	16.0%	16.2%
Age 35 - 44	20.3%	19.8%	19.3%
Age 45 - 54	14.2%	13.6%	13.4%
Age 55 - 64	7.1%	7.1%	7.3%
Age 65 - 74	4.6%	4.2%	4.7%
Age 75 - 84	2.1%	1.9%	2.2%
Age 85+	1.1%	0.7%	0.7%
Age 18+	70.7%	71.3%	72.2%
<b>2009 Population by Age</b>			
Total	12,202	42,831	63,379
Age 0 - 4	7.4%	7.7%	7.5%
Age 5 - 9	6.9%	7.2%	7.1%
Age 10 - 14	6.7%	6.9%	6.8%
Age 15 - 19	6.5%	6.4%	6.5%
Age 20 - 24	6.1%	6.6%	6.7%
Age 25 - 34	18.6%	17.6%	17.3%
Age 35 - 44	14.3%	15.6%	15.5%
Age 45 - 54	15.8%	15.2%	15.2%
Age 55 - 64	10.1%	9.7%	9.8%
Age 65 - 74	4.5%	4.2%	4.5%
Age 75 - 84	2.3%	2.1%	2.5%
Age 85+	0.9%	0.7%	0.8%
Age 18+	74.7%	74.2%	74.6%
<b>2014 Population by Age</b>			
Total	12,943	47,012	71,104
Age 0 - 4	7.6%	7.8%	7.6%
Age 5 - 9	7.0%	7.4%	7.3%
Age 10 - 14	6.5%	6.9%	6.9%
Age 15 - 19	5.4%	5.6%	5.7%
Age 20 - 24	5.3%	6.2%	6.4%
Age 25 - 34	21.2%	19.3%	18.5%
Age 35 - 44	14.5%	15.0%	14.9%
Age 45 - 54	13.3%	13.7%	13.7%
Age 55 - 64	10.6%	10.3%	10.5%
Age 65 - 74	5.5%	5.1%	5.4%
Age 75 - 84	2.2%	2.1%	2.4%
Age 85+	0.9%	0.7%	0.8%
Age 18+	75.4%	74.4%	74.7%
<b>2000 Population by Sex</b>			
Males	49.2%	49.0%	49.0%
Females	50.8%	51.0%	51.0%
<b>2009 Population by Sex</b>			
Males	49.0%	48.9%	48.8%
Females	51.0%	51.1%	51.2%
<b>2014 Population by Sex</b>			
Males	49.0%	48.9%	48.8%
Females	51.0%	51.1%	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.


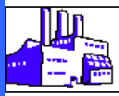
**DEERFIELD PLAZA SHOPPING CENTER**  
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	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles	
<b>2000 Population by Race/Ethnicity</b>				
	Total	10,382	33,639	50,036
	White Alone	66.1%	68.2%	69.4%
	Black Alone	9.1%	9.0%	8.9%
	American Indian Alone	0.3%	0.3%	0.3%
	Asian or Pacific Islander Alone	10.1%	8.4%	7.4%
	Some Other Race Alone	9.3%	9.6%	9.6%
	Two or More Races	5.0%	4.6%	4.4%
	Hispanic Origin	30.3%	30.7%	31.8%
	Diversity Index	73.7	72.4	72.0
<b>2009 Population by Race/Ethnicity</b>				
	Total	12,204	42,829	63,382
	White Alone	58.4%	61.6%	62.5%
	Black Alone	11.0%	10.5%	10.7%
	American Indian Alone	0.3%	0.3%	0.3%
	Asian or Pacific Islander Alone	12.1%	10.3%	8.9%
	Some Other Race Alone	12.4%	12.2%	12.6%
	Two or More Races	5.9%	5.2%	5.0%
	Hispanic Origin	40.3%	39.5%	42.0%
	Diversity Index	81.0	79.1	79.0
<b>2014 Population by Race/Ethnicity</b>				
	Total	12,945	47,014	71,101
	White Alone	55.1%	58.5%	59.5%
	Black Alone	11.4%	11.0%	11.2%
	American Indian Alone	0.3%	0.3%	0.3%
	Asian or Pacific Islander Alone	12.9%	11.1%	9.5%
	Some Other Race Alone	14.1%	13.7%	14.2%
	Two or More Races	6.2%	5.5%	5.3%
	Hispanic Origin	45.6%	44.6%	47.5%
	Diversity Index	83.2	81.5	81.2
<b>2000 Population 3+ by School Enrollment</b>				
	Total	10,002	32,449	48,270
	Enrolled in Nursery/Preschool	2.5%	2.3%	2.1%
	Enrolled in Kindergarten	1.9%	2.0%	1.9%
	Enrolled in Grade 1-8	14.2%	14.4%	13.8%
	Enrolled in Grade 9-12	7.1%	6.2%	6.0%
	Enrolled in College	5.9%	5.0%	5.1%
	Enrolled in Grad/Prof School	0.9%	1.1%	1.0%
	Not Enrolled in School	67.5%	69.0%	70.0%
<b>2009 Population 25+ by Educational Attainment</b>				
	Total	8,105	27,913	41,449
	Less than 9th Grade	4.7%	4.2%	4.2%
	9th - 12th Grade, No Diploma	7.8%	6.3%	6.6%
	High School Graduate	25.6%	24.6%	25.2%
	Some College, No Degree	20.5%	20.5%	21.4%
	Associate Degree	13.4%	12.0%	11.4%
	Bachelor's Degree	20.9%	23.3%	22.4%
	Graduate/Professional Degree	7.2%	9.1%	8.8%

**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 2009 and 2014.

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	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles	
<b>2009 Population 15+ by Sex and Marital Status</b>				
	Total	9,641	33,472	49,806
	Never Married	27.7%	28.7%	29.6%
	Married	60.3%	59.0%	57.6%
	Widowed	4.3%	3.8%	3.8%
	Divorced	7.8%	8.5%	9.1%
<b>2000 Population 16+ by Employment Status</b>				
	Total	7,650	24,934	37,550
	In Labor Force	71.7%	73.0%	72.1%
	Civilian Employed	69.1%	70.3%	69.1%
	Civilian Unemployed	2.5%	2.6%	2.9%
	In Armed Forces	0.1%	0.1%	0.1%
	Not in Labor Force	28.3%	27.0%	27.9%
<b>2009 Civilian Population 16+ in Labor Force</b>				
	Civilian Employed	91.0%	90.7%	90.3%
	Civilian Unemployed	9.0%	9.3%	9.7%
<b>2014 Civilian Population 16+ in Labor Force</b>				
	Civilian Employed	94.9%	94.5%	93.8%
	Civilian Unemployed	5.1%	5.5%	6.2%
<b>2000 Females 16+ by Employment Status and Age of Children</b>				
	Total	3,998	12,954	19,542
	Own Children < 6 Only	7.9%	8.9%	8.8%
	Employed/in Armed Forces	5.0%	5.7%	5.5%
	Unemployed	0.3%	0.3%	0.3%
	Not in Labor Force	2.6%	3.0%	3.0%
	Own Children <6 and 6-17	7.9%	8.1%	7.4%
	Employed/in Armed Forces	5.1%	5.7%	5.1%
	Unemployed	0.0%	0.1%	0.2%
	Not in Labor Force	2.8%	2.3%	2.1%
	Own Children 6-17 Only	23.4%	21.8%	20.6%
	Employed/in Armed Forces	18.0%	16.1%	15.1%
	Unemployed	0.4%	0.5%	0.5%
	Not in Labor Force	5.1%	5.2%	5.0%
	No Own Children <18	60.8%	61.2%	63.2%
	Employed/in Armed Forces	34.4%	37.2%	37.9%
	Unemployed	1.6%	1.4%	1.5%
	Not in Labor Force	24.7%	22.6%	23.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.

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	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
<b>2009 Employed Population 16+ by Industry</b>			
 Total	6,102	21,452	31,297
Agriculture/Mining	0.4%	0.3%	0.3%
Construction	3.4%	3.8%	4.3%
Manufacturing	4.0%	3.9%	3.8%
Wholesale Trade	3.3%	3.0%	2.9%
Retail Trade	12.9%	12.1%	11.9%
Transportation/Utilities	4.7%	5.2%	5.1%
Information	2.8%	3.0%	3.0%
Finance/Insurance/Real Estate	8.2%	7.9%	7.7%
Services	58.3%	58.3%	58.4%
Public Administration	2.1%	2.3%	2.5%
<b>2009 Employed Population 16+ by Occupation</b>			
Total	6,102	21,451	31,297
White Collar	68.3%	68.1%	66.8%
Management/Business/Financial	16.3%	18.4%	17.6%
Professional	20.0%	19.8%	19.3%
Sales	15.7%	15.1%	15.1%
Administrative Support	16.3%	14.8%	14.8%
Services	19.1%	20.2%	21.0%
Blue Collar	12.6%	11.8%	12.1%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	1.7%	2.4%	2.8%
Installation/Maintenance/Repair	2.9%	2.7%	2.7%
Production	2.2%	2.1%	2.1%
Transportation/Material Moving	5.8%	4.5%	4.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,212	17,161	25,367
Drove Alone - Car, Truck, or Van	86.5%	85.4%	85.3%
Carpooled - Car, Truck, or Van	8.5%	10.1%	10.3%
Public Transportation	0.4%	0.9%	1.0%
Walked	0.4%	0.4%	0.4%
Other Means	1.0%	0.8%	0.8%
Worked at Home	3.2%	2.4%	2.3%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,213	17,162	25,367
Did not Work at Home	96.8%	97.6%	97.7%
Less than 5 minutes	1.2%	0.9%	1.0%
5 to 9 minutes	4.4%	4.9%	5.1%
10 to 19 minutes	32.6%	32.1%	31.7%
20 to 24 minutes	22.8%	23.0%	22.8%
25 to 34 minutes	20.9%	22.6%	22.9%
35 to 44 minutes	4.5%	5.0%	5.3%
45 to 59 minutes	5.3%	4.6%	4.7%
60 to 89 minutes	3.3%	3.0%	2.8%
90 or more minutes	1.7%	1.5%	1.4%
Worked at Home	3.2%	2.4%	2.3%
Average Travel Time to Work (in min)	24.8	24.2	24.1
<b>2000 Households by Vehicles Available</b>			
Total	3,157	11,137	16,708
None	4.3%	3.4%	3.2%
1	21.2%	26.5%	28.8%
2	52.0%	52.4%	50.6%
3	17.6%	13.8%	13.5%
4	4.5%	3.4%	3.3%
5+	0.3%	0.5%	0.6%
Average Number of Vehicles Available	2.0	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006.

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Radius: 1.0 miles

Radius: 2.0 miles

Radius: 3.0 miles



**2000 Households by Type**

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
Total	3,155	11,142	16,706
Family Households	82.7%	79.4%	77.5%
Married-couple Family	68.8%	64.4%	62.1%
With Related Children	41.2%	37.1%	34.6%
Other Family (No Spouse)	13.9%	15.1%	15.4%
With Related Children	9.4%	10.2%	10.2%
Nonfamily Households	17.3%	20.6%	22.5%
Householder Living Alone	11.1%	13.5%	14.7%
Householder Not Living Alone	6.2%	7.1%	7.7%
Households with Related Children	50.6%	47.2%	44.8%
Households with Persons 65+	17.8%	14.8%	15.9%

**2000 Households by Size**

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
Total	3,155	11,144	16,706
1 Person Household	11.1%	13.5%	14.7%
2 Person Household	26.1%	29.7%	31.0%
3 Person Household	21.1%	20.6%	20.0%
4 Person Household	24.1%	21.4%	20.1%
5 Person Household	11.6%	9.6%	9.1%
6 Person Household	3.9%	3.4%	3.3%
7+ Person Household	2.2%	1.8%	1.8%

**2000 Households by Year Householder Moved In**

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
Total	3,154	11,137	16,707
Moved in 1999 to March 2000	17.5%	27.7%	29.3%
Moved in 1995 to 1998	33.1%	36.9%	36.9%
Moved in 1990 to 1994	36.9%	23.8%	21.3%
Moved in 1980 to 1989	12.1%	9.8%	11.0%
Moved in 1970 to 1979	0.4%	1.5%	1.4%
Moved in 1969 or Earlier	0.0%	0.2%	0.2%
Median Year Householder Moved In	1995	1997	1997



**2000 Housing Units by Units in Structure**

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
Total	3,292	11,986	18,405
1, Detached	96.9%	79.5%	76.2%
1, Attached	0.3%	4.5%	6.1%
2	0.0%	0.3%	0.4%
3 or 4	0.0%	2.0%	2.2%
5 to 9	0.1%	3.4%	4.1%
10 to 19	0.2%	5.9%	6.0%
20+	2.5%	3.8%	4.3%
Mobile Home	0.0%	0.7%	0.6%
Other	0.0%	0.0%	0.0%

**2000 Housing Units by Year Structure Built**

	Radius: 1.0 miles	Radius: 2.0 miles	Radius: 3.0 miles
Total	3,298	11,902	18,375
1999 to March 2000	3.0%	9.0%	9.0%
1995 to 1998	11.4%	25.8%	26.5%
1990 to 1994	47.2%	31.4%	28.6%
1980 to 1989	32.4%	26.5%	29.3%
1970 to 1979	4.2%	5.4%	4.8%
1969 or Earlier	1.9%	2.0%	1.8%
Median Year Structure Built	1991	1993	1992

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Radius: 1.0 miles      Radius: 2.0 miles      Radius: 3.0 miles

**Top 3 Tapestry Segments**

1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Aspiring Young Families	Enterprising Professionals	Enterprising Professionals
		Aspiring Young Families	Aspiring Young Families



**2009 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 \$	\$8,088,893	\$30,354,897	\$42,631,845
Average Spent	\$2,186.19	\$2,114.44	\$2,008.47
Spending Potential Index	87	84	80
Computers & Accessories: Total \$	\$1,101,506	\$4,065,402	\$5,687,016
Average Spent	\$297.70	\$283.18	\$267.93
Spending Potential Index	130	124	117
Education: Total \$	\$5,622,678	\$21,100,450	\$29,706,646
Average Spent	\$1,519.64	\$1,469.80	\$1,399.54
Spending Potential Index	121	117	112
Entertainment/Recreation: Total \$	\$15,115,431	\$54,811,291	\$76,959,769
Average Spent	\$4,085.25	\$3,818.01	\$3,625.73
Spending Potential Index	126	118	112
Food at Home: Total \$	\$19,791,894	\$74,496,542	\$105,298,241
Average Spent	\$5,349.16	\$5,189.23	\$4,960.81
Spending Potential Index	117	114	109
Food Away from Home: Total \$	\$15,313,821	\$57,319,352	\$80,666,888
Average Spent	\$4,138.87	\$3,992.71	\$3,800.38
Spending Potential Index	124	120	114
Health Care: Total \$	\$15,682,633	\$57,240,138	\$81,681,603
Average Spent	\$4,238.55	\$3,987.19	\$3,848.19
Spending Potential Index	112	106	102
Household Furnishings & Equip: Total \$	\$9,615,801	\$34,237,671	\$47,864,291
Average Spent	\$2,598.87	\$2,384.90	\$2,254.98
Spending Potential Index	120	110	104
Investments: Total \$	\$6,302,401	\$21,585,716	\$30,385,710
Average Spent	\$1,703.35	\$1,503.60	\$1,431.53
Spending Potential Index	118	105	100
Retail Goods: Total \$	\$114,234,137	\$416,399,850	\$585,587,260
Average Spent	\$30,874.09	\$29,005.28	\$27,588.21
Spending Potential Index	120	113	107
Shelter: Total \$	\$74,676,012	\$273,452,073	\$383,034,713
Average Spent	\$20,182.71	\$19,047.93	\$18,045.54
Spending Potential Index	129	122	115
TV/Video/Sound Equipment: Total \$	\$5,488,115	\$20,597,933	\$29,027,982
Average Spent	\$1,483.27	\$1,434.80	\$1,367.57
Spending Potential Index	122	118	113
Travel: Total \$	\$8,724,527	\$30,996,222	\$43,442,071
Average Spent	\$2,357.98	\$2,159.11	\$2,046.64
Spending Potential Index	128	117	111
Vehicle Maintenance & Repairs: Total \$	\$4,230,662	\$15,645,475	\$22,053,257
Average Spent	\$1,143.42	\$1,089.82	\$1,038.97
Spending Potential Index	122	116	111

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

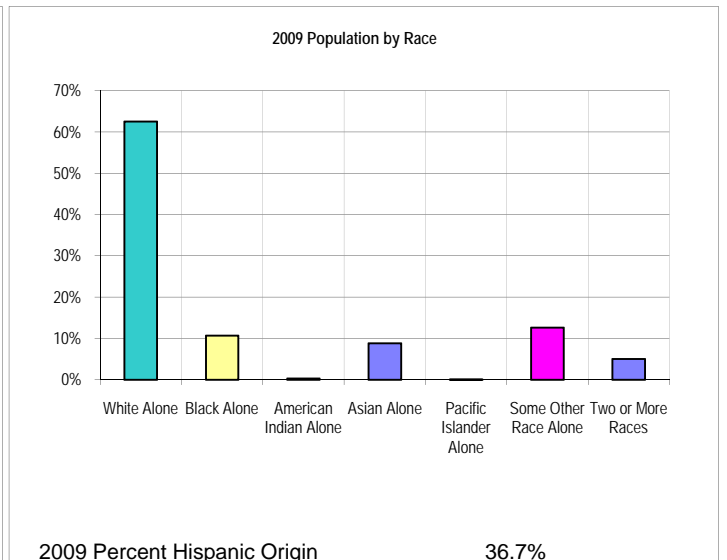
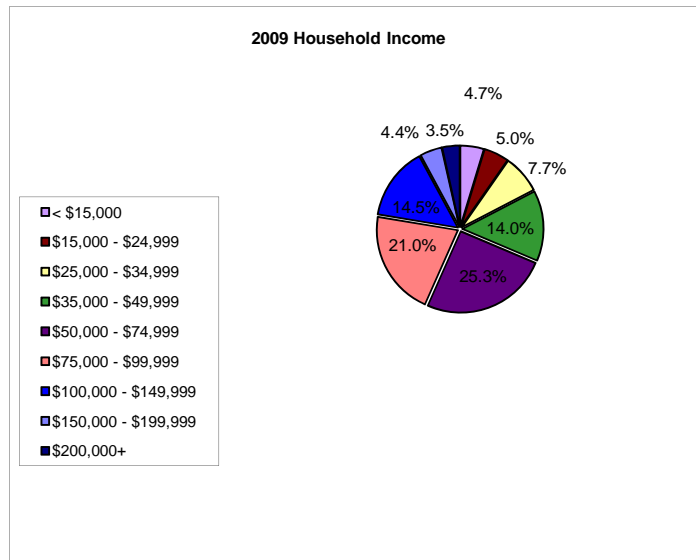
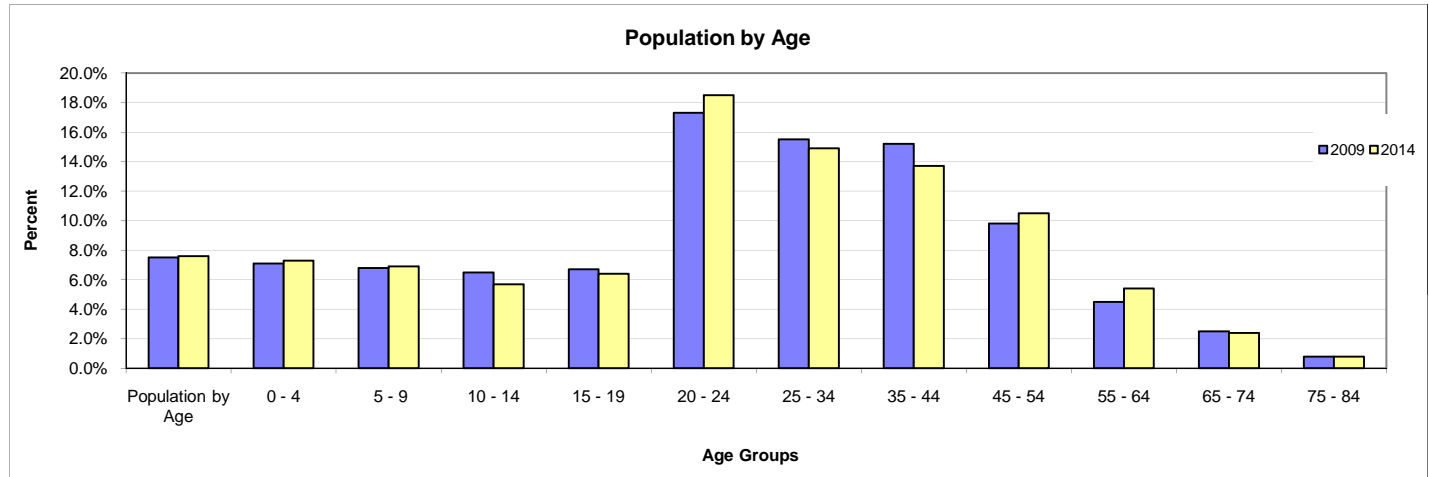
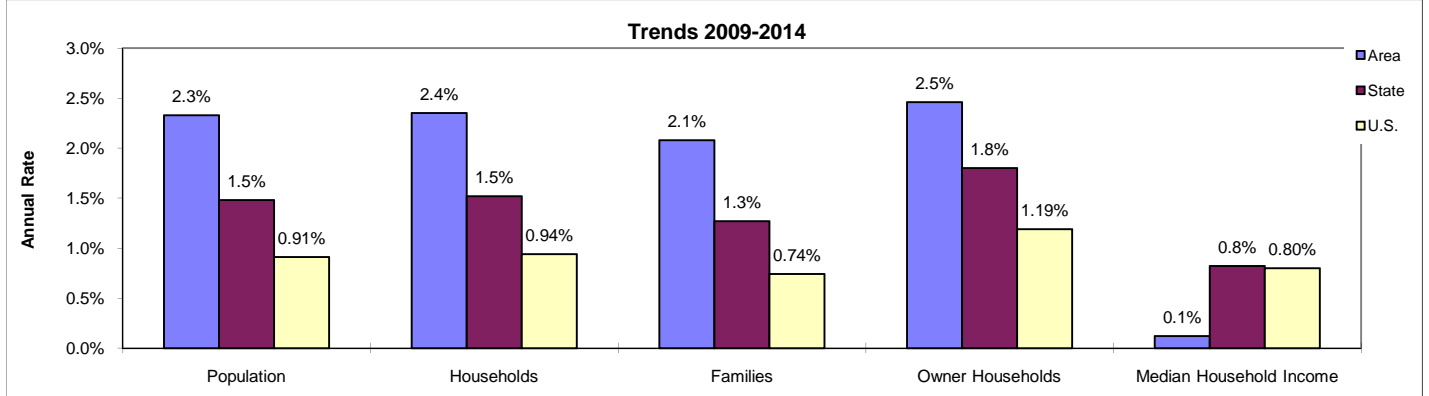
**Source:** Expenditure data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics.



**DEERFIELD PLAZA SHOPPING CENTER**  
Orlando, Florida

Site Type: Radius

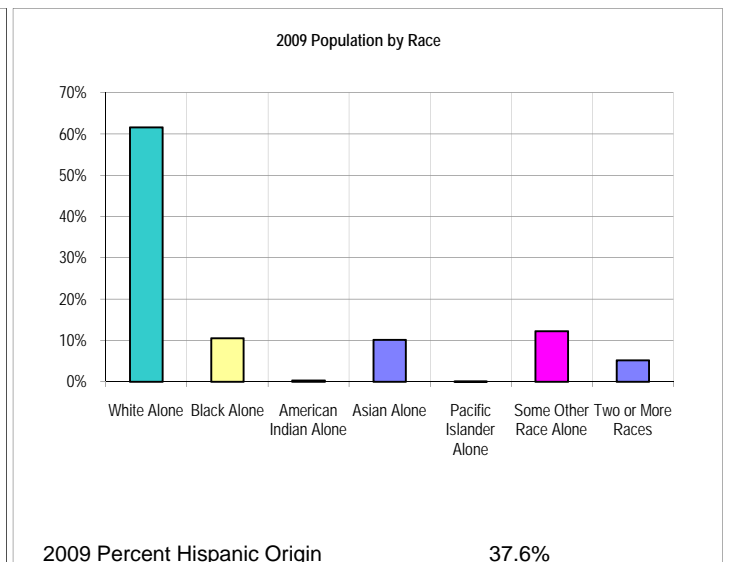
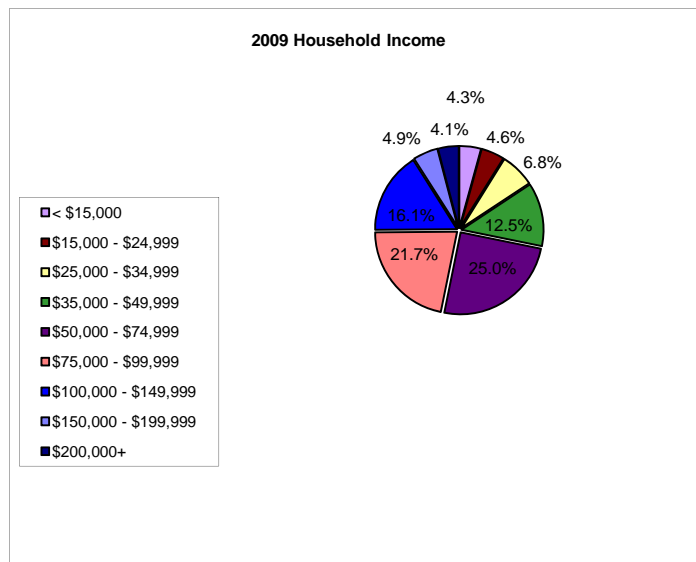
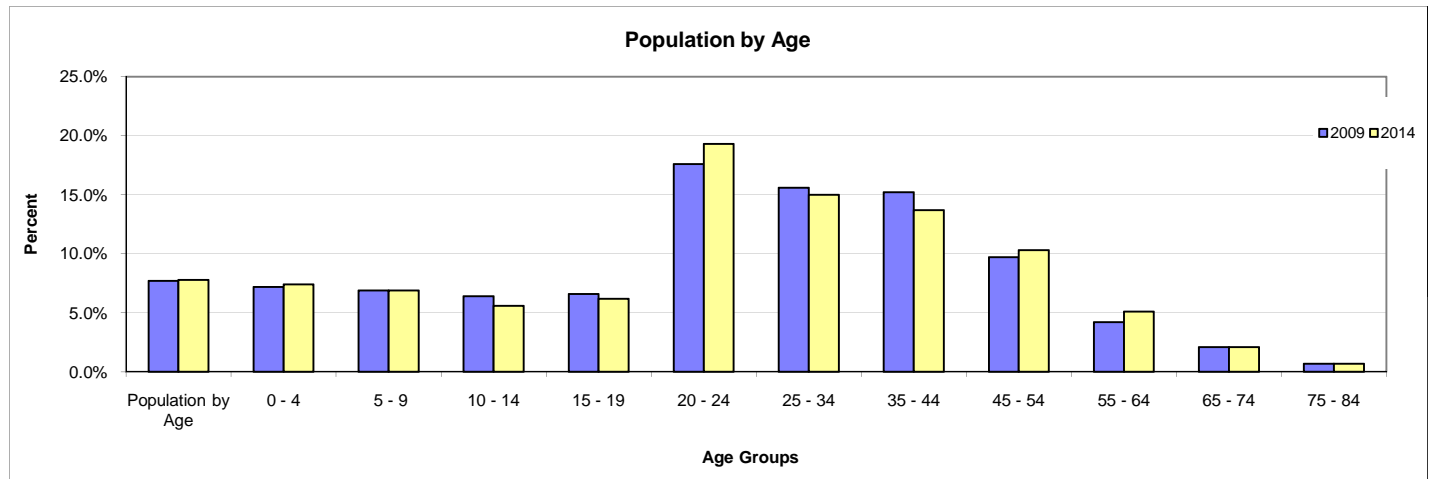
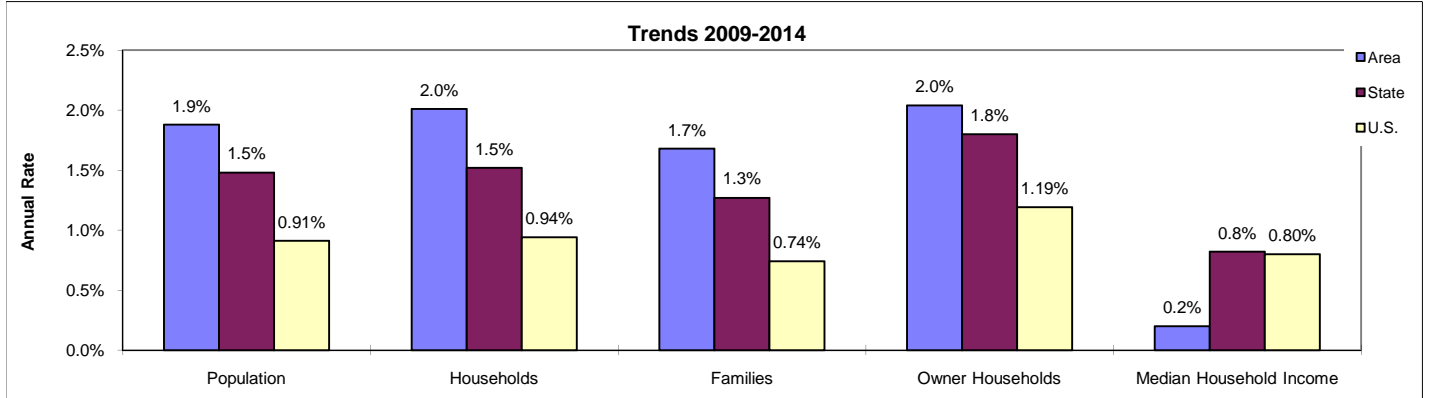
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**DEERFIELD PLAZA SHOPPING CENTER**  
Orlando, Florida

Site Type: Radius

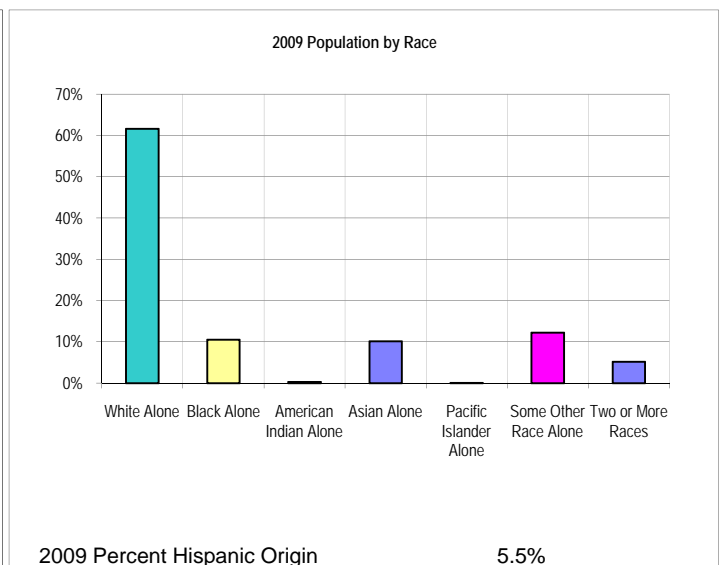
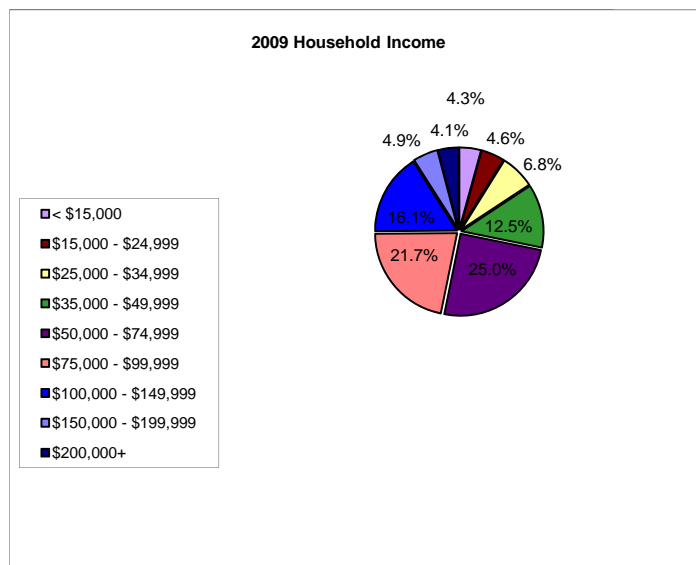
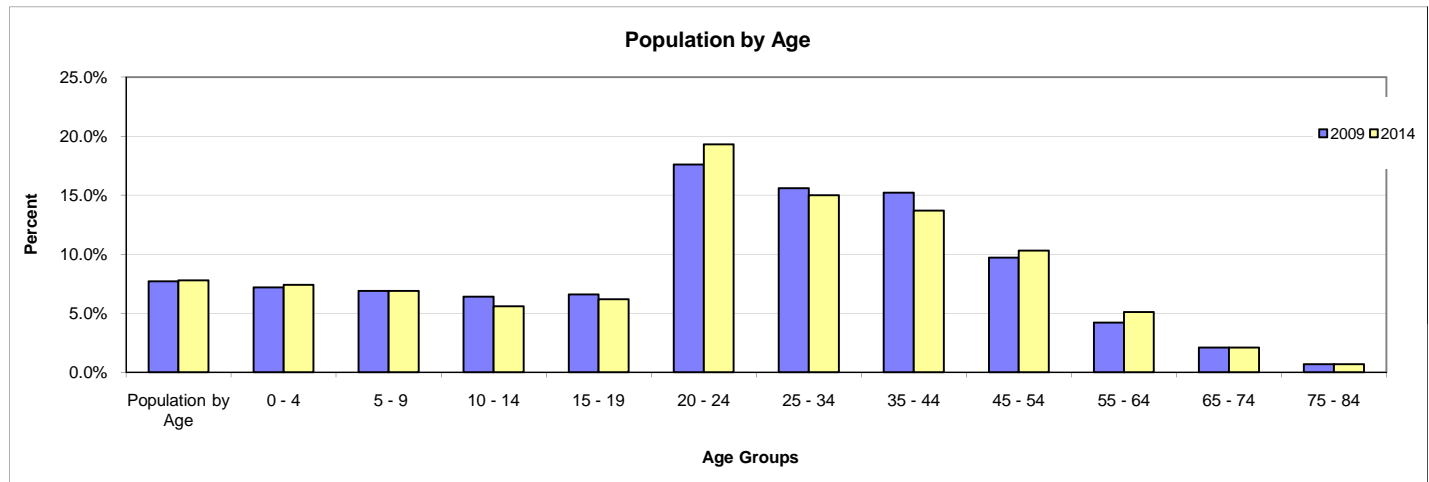
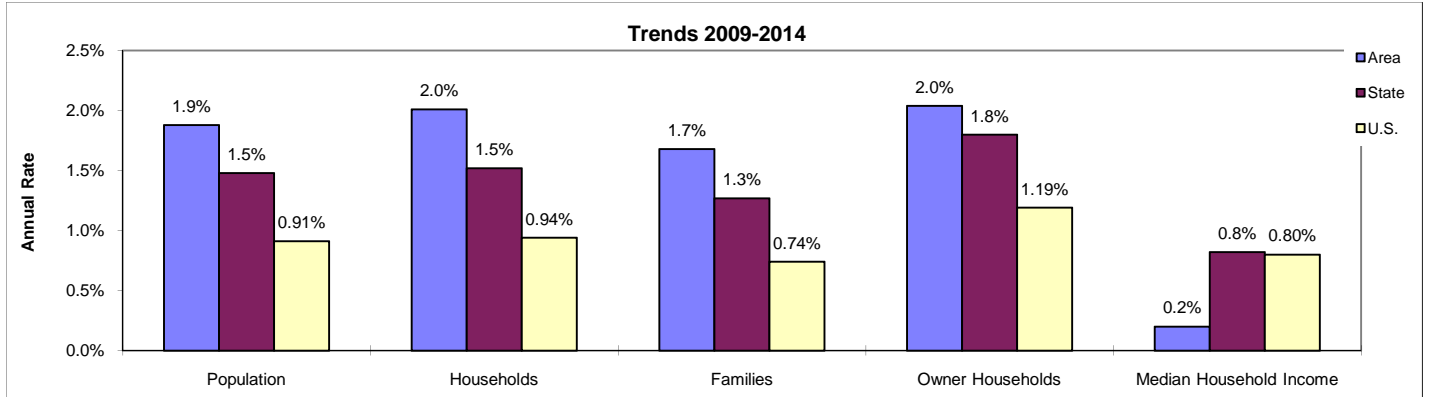
Radius: 2.0 miles



**DEERFIELD PLAZA SHOPPING CENTER**  
Orlando, Florida

Site Type: Radius

Radius: 1.0 miles



Source: ESRI forecasts for 2009 and 2014.