



Lifestyle (Tapestry) Report

Ranked by Households

Dunedin Mixed-Use

Latitude: 28.05116

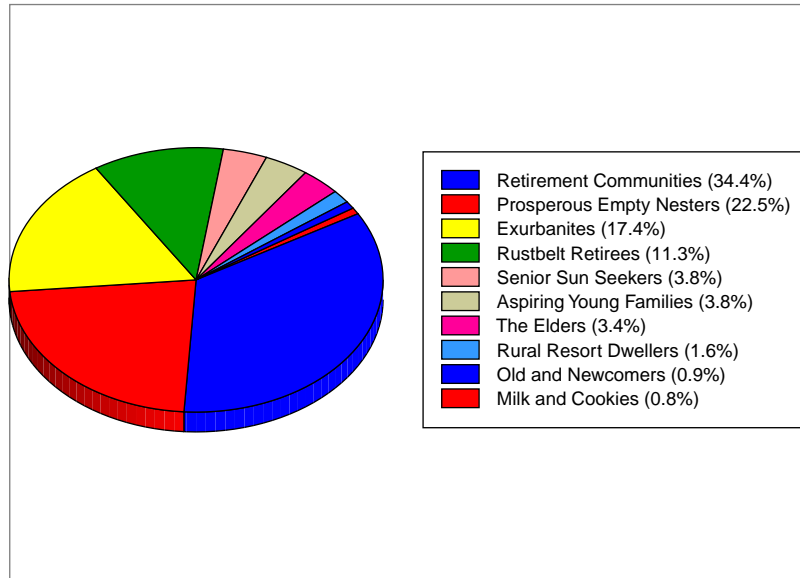
Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 5 minutes

Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Retirement Communities

Retirement Communities neighborhoods are found mostly in cities scattered across the United States. The majority of households are multiunit dwellings. Congregate housing, which commonly includes meals and other services in the rent, is a trait of this segment dominated by singles who live alone. This educated, older market has a median age of 51.4 years. One-third of residents are aged 65 years or older. Although the median household income is a modest \$48,045, the median net worth is \$170,490. Good health is a priority; residents visit their doctors regularly, diet and exercise, purchase low-sodium food, and take vitamins. They spend their leisure time working crossword puzzles, playing bingo, gardening indoors, canoeing, gambling, and taking adult education classes. They like to spend time with their grandchildren and spoil them with toys. Home remodeling projects are usually in the works.

Prosperous Empty Nesters

Prosperous Empty Nesters neighborhoods are well established, located throughout the United States; approximately one-third are on the eastern seaboard. The median age is 48.5 years. More than half of householders are aged 55 or older. Forty percent of household types are married couples with no children living at home. Educated and experienced, residents are enjoying the life stage transition from child rearing to retirement. The median household income is \$69,834. Residents place a high value on their physical and financial well-being and take an active interest in their homes and communities. They travel extensively, both at home and abroad. Leisure activities include refinishing furniture, playing golf, attending sports events, and reading mysteries. Civic participation includes joining civic clubs, engaging in fund-raising, working as volunteers, and writing to radio station or newspaper editors.



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Source: ESRI

Exurbanites

Open areas with affluence define these neighborhoods. Empty nesters comprise 40 percent of these households; married couples with children occupy 32 percent. Half of householders are between the ages of 45 and 64 years. The median age is 44.6 years. Approximately half of those who work hold professional or managerial positions. The median home value is approximately \$302,435; the median household income is \$88,195. Financial health is a priority for the Exurbanites market; they consult with financial planners and track their investments online. They own a diverse investment portfolio and hold long-term care and substantial life insurance policies. Residents work on their homes, lawns, and gardens. Leisure activities include boating, hiking, kayaking, playing Frisbee, photography, and bird-watching. Many are members of fraternal orders and participate in civic activities.

Rustbelt Retirees

Most Rustbelt Retirees neighborhoods can be found in older, industrial cities in the Northeast and Midwest, especially in Pennsylvania and other states surrounding the Great Lakes. Households are mainly occupied by married couples with no children and singles who live alone. The median age is 44.6 years. Although many residents are still working, labor force participation is below average. More than 40 percent of households receive Social Security benefits. Most residents live in owned, single-family homes, with a median value of \$134,314. Unlike many retirees, these residents are not inclined to move. They are proud of their homes and gardens and participate in community activities. Some are members of veterans' clubs. Leisure activities include playing bingo, gambling in Atlantic City, going to horse races, working crossword puzzles, and playing golf.

Senior Sun Seekers

The Senior Sun Seekers market is one of the faster-growing markets, located mainly in the South and West, especially in Florida. Escaping from cold winter climates, many residents have permanently relocated to warmer areas; others are 'snowbirds' who move south for the winter. Most residents are retired or are anticipating retirement. The median age is 51.9 years; approximately 62 percent of householders are aged 55 years or older. Most households are single-family dwellings or mobile homes with a median value of \$144,913. There is a high proportion of seasonal housing. Many residents are members of veterans' clubs or fraternal orders. They own high-paying insurance policies and consult with financial advisors. Leisure activities include dining out, reading (especially boating magazines), watching TV, fishing, playing backgammon and bingo, working crossword puzzles, and gambling at casinos.

Aspiring Young Families

Aspiring Young Families neighborhoods are located in large, growing metropolitan areas in the South and West, with the highest concentrations in California, Florida, and Texas. Mainly composed of young, married-couple families or single parents with children, the median age for this segment is 30.5 years. Half of the households are owner-occupied, single-family dwellings or townhomes, and half are occupied by renters, many living in newer, multiunit buildings. Residents spend much of their discretionary income on baby and children's products and toys as well as home furnishings. Recent electronic purchases include cameras and video game systems. Leisure activities include dining out, dancing, going to the movies, attending professional football games, fishing, weight lifting, and playing basketball. Typically, vacations include visits to theme parks. They use the Internet to visit chat rooms, search for employment, play games, and make travel arrangements.



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The Elders

The Elders residents' median age of 73.6 years represents the oldest market in the Community Tapestry system. The highest concentration of retiree residents prefer communities designed for senior living, primarily in warm climates. Half of these households are located in Florida, and 30 percent are found in Arizona or California. Approximately 80 percent of households collect Social Security benefits; 48 percent receive retirement income. These residents are members of veterans' clubs and fraternal orders. Health conscious, they take vitamins, visit doctors regularly, watch their diets, and take prescription drugs for various health conditions. Leisure activities include traveling, working crossword puzzles, fishing, attending horse races, gambling at casinos, going to the theater, and dining out. They play golf, listen to golf programs on the radio, and watch tournaments on The Golf Channel. Their daily routine includes watching TV and reading newspapers.

Rural Resort Dwellers

Favoring milder climates and pastoral settings, Rural Resort Dwellers residents live in rural, nonfarm areas. These small, growing communities mainly consist of single-family and mobile homes, with a significant inventory of seasonal housing. This somewhat older market has a median age of 46.9 years. Most households consist of married couples with no children living at home or singles who live alone. A higher-than-average proportion of residents are self employed and work from home. The median household income is \$47,311. Modest living and simple consumer tastes describe this market. The rural setting calls for more riding lawn mowers and satellite dishes. Lawn maintenance and gardening are priorities, and households own a plethora of tools and equipment. Many households own multiple vehicles, including a truck. Residents enjoy boating, hunting, fishing, snorkeling, canoeing, and listening to country music on the radio.

Old and Newcomers

Old and Newcomers neighborhoods are in transition, populated by those who are starting their careers or retiring. The proportion of householders in their 20s or aged 75 years or older is higher than the national level. The median age is 37.0 years. Spread throughout metropolitan areas of the United States, these neighborhoods have more single-person and shared households than families. Many residents have moved in the last five years. Sixty percent of households are occupied by renters; approximately half live in mid-rise or high-rise buildings. Residents have substantial life insurance policies and renter's insurance as well as medical insurance, including long-term and disability care. Leisure activities include reading fiction, nonfiction, newspapers, and magazines; watching TV, going to the movies, and renting DVDs. They also play racquetball and golf.

Milk and Cookies

Milk and Cookies households are composed mainly of young, affluent married-couple families. Approximately half of households include children. The median age for this market is 34.2 years. Residents prefer single-family homes in suburban areas, chiefly in the South, particularly in Texas. Smaller concentrations of households are located in the West and Midwest. The median home value is \$155,183. Families with two or more workers, more than one child, and two or more vehicles is the norm for this market. Residents are well insured for the future. The presence of children drives their large purchases of baby and children's products and timesavers such as fast food. For fun, residents play video games, chess, backgammon, basketball and football, or fly kites. Favorite cable channels include Toon Disney, Discovery Health Channel, ESPNNews, and Lifetime Movie Network.

Source: ESRI



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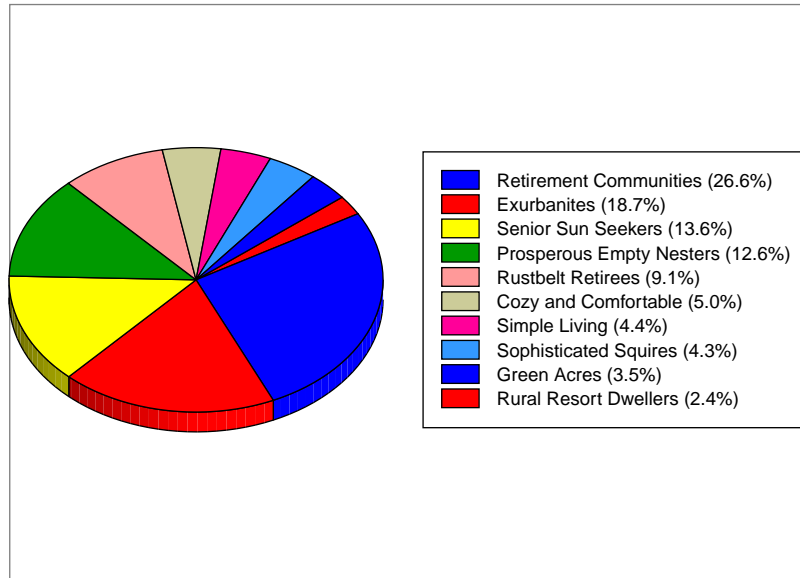
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Top Tapestry Segments



Percent of Households by Tapestry Segment

Top Tapestry Segments:

Retirement Communities

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Exurbanites

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Cozy and Comfortable

Cozy and Comfortable residents are settled, married, and still working. Many couples are still living in the pre-1970s, single-family homes in which they raised their children. Households are located primarily in suburban areas of the Midwest, Northeast, and South. The median age is 41.9 years, and the median home value is \$186,456. Home improvement and remodeling are important to Cozy and Comfortable residents. Although some work is contracted, homeowners take an active part in many projects, especially painting and lawn care. They play softball and golf, attend ice hockey games, watch science fiction films on DVD, and gamble at casinos. Television is significant; many households have four or more sets. Preferred cable stations include QVC, Home & Garden Television, and The History Channel.



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Simple Living

Simple Living neighborhoods are found in urban outskirts or suburban areas throughout the United States. Half of the households are comprised of singles who live alone or share housing, and 32 percent consist of married-couple families. The median age is 40.5 years. Approximately one-fifth of householders are aged 65 years or older; 12 percent are aged 75 years or older. Housing is a mix of single-family dwellings and multiunit buildings of varying stories. Some seniors live in congregate housing (assisted living). Fifty-five percent of households are occupied by renters. Approximately 40 percent of households receive Social Security benefits. Younger residents go dancing; the seniors play chess, participate in bingo nights, and pursue hobbies such as painting and refinishing furniture. Most households do not own a personal computer, cell phone, or DVD player. Cable TV is a must; residents watch hours of TV a day, especially family programs, news programs, and game shows.

Sophisticated Squires

Sophisticated Squires residents enjoy cultured country living in newer home developments with low density and a median home value of \$286,622. These urban escapees are primarily married-couple families, educated, and well employed. They prefer to commute to maintain their semi-rural lifestyle. The median age is 38.3 years. They do their own lawn and landscaping work as well as home improvement and remodeling projects such as installing carpet or hardwood floors and interior painting. They like to barbeque on their gas grills and make bread with their bread-making machines. This is the top market for owning three or more vehicles. Vehicles of choice are minivans and full-sized SUVs. Family activities include playing volleyball, bicycling, playing board games and cards, going to the zoo, and attending soccer and baseball games.

Green Acres

A 'little bit country,' Green Acres residents live in pastoral settings of developing suburban fringe areas, mainly in the Midwest and South. The median age is 40.6 years. Married couples with and without children comprise most of the households, which are primarily single-family dwellings. This upscale market has a median household income of \$63,922 and a median home value of \$205,460. These do-it-yourselfers maintain and remodel their homes, painting, installing carpet, or adding a deck, and own all the necessary tools to accomplish these tasks. They also take care of their lawn and gardens, again, with the right tools. Vehicles of choice are motorcycles and full-sized pickup trucks. For exercise, residents ride their mountain bikes and go water skiing, canoeing, and kayaking. Other activities include bird-watching, power boating, target shooting, hunting, and attending auto races.

Rural Resort Dwellers

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Source: ESRI



Tapestry Segmentation Area Profile

Ranked by Households

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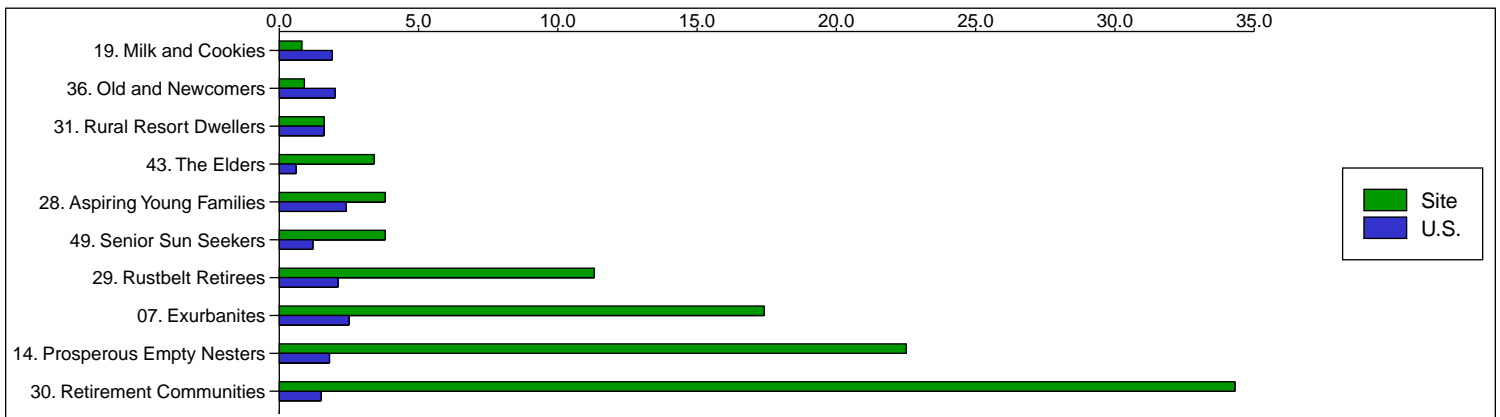
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	30. Retirement Communities	34.3%	34.3%	1.5%	1.5%	2320
2	14. Prosperous Empty Nesters	22.5%	56.8%	1.8%	3.3%	1220
3	07. Exurbanites	17.4%	74.2%	2.5%	5.8%	704
4	29. Rustbelt Retirees	11.3%	85.5%	2.1%	7.9%	535
5	49. Senior Sun Seekers	3.8%	89.3%	1.2%	9.1%	320
	Subtotal	89.3%		9.1%		
6	28. Aspiring Young Families	3.8%	93.1%	2.4%	11.5%	161
7	43. The Elders	3.4%	96.5%	0.6%	12.1%	554
8	31. Rural Resort Dwellers	1.6%	98.1%	1.6%	13.7%	102
9	36. Old and Newcomers	0.9%	99.0%	2.0%	15.7%	44
10	19. Milk and Cookies	0.8%	99.8%	1.9%	17.6%	41
	Subtotal	10.5%		8.5%		
11	17. Green Acres	0.2%	100.0%	3.1%	20.7%	6
12	18. Cozy and Comfortable	0.0%	100.0%	2.8%	23.5%	0
	Total	100.0%		23.5%		425

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

Dunedin Mixed-Use

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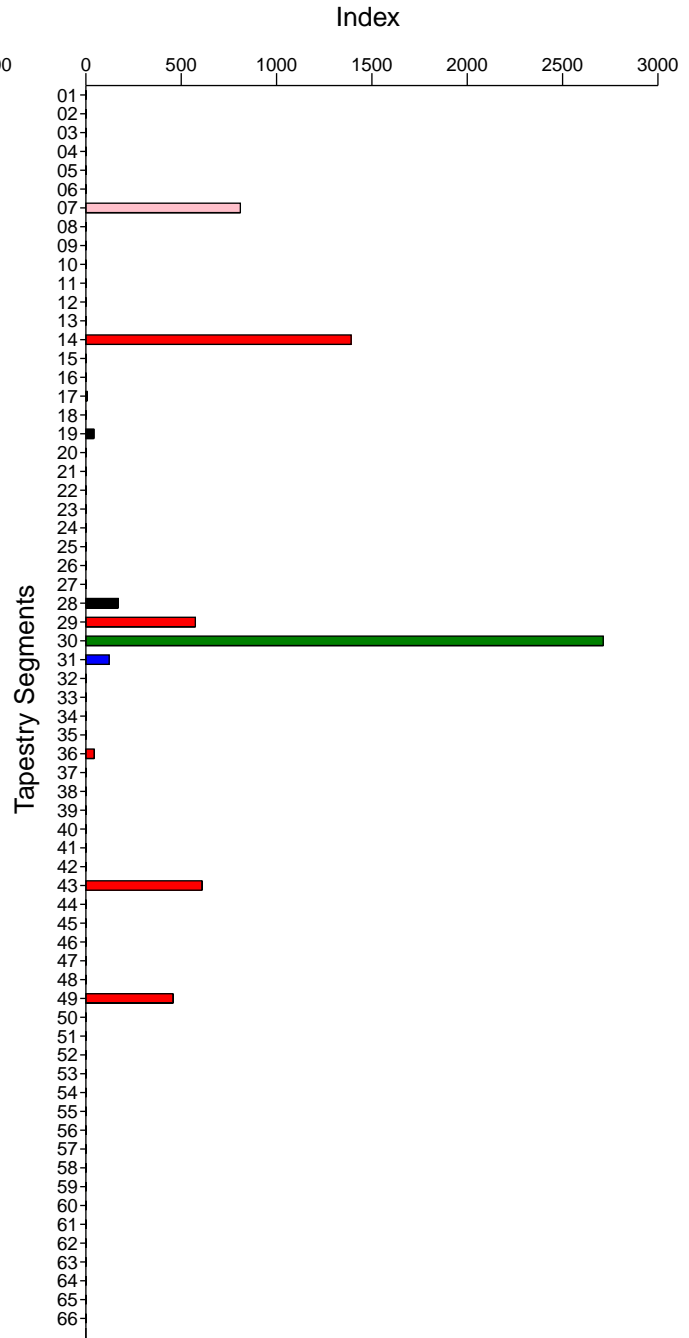
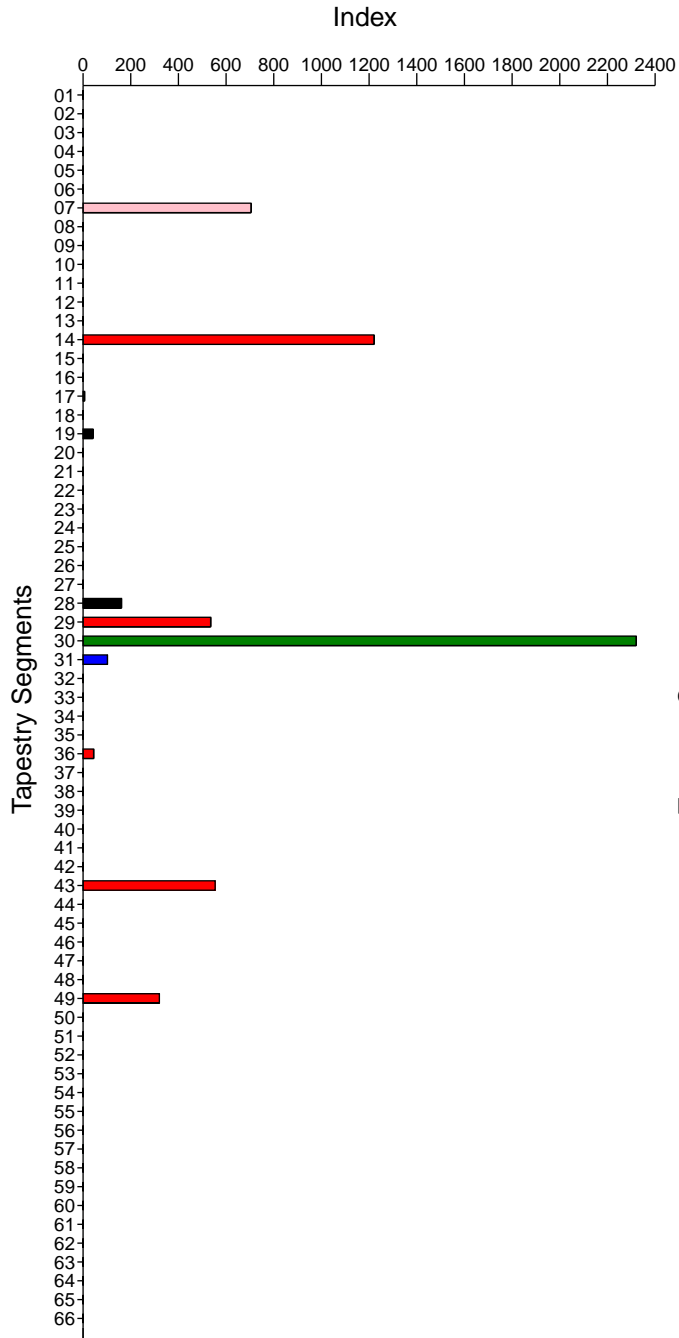
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Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Dunedin Mixed-Use

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Dunedin, FL 34698

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Drivetime: 5 minutes

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	8,745	100.0%		19,028	100.0%	
L1. High Society	1,518	17.4%	138	3,905	20.5%	148
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,518	17.4%	704	3,905	20.5%	810
L2. Upscale Avenues	18	0.2%	1	40	0.2%	2
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	17	0.2%	6	38	0.2%	6
18 Cozy and Comfortable	1	0.0%	0	2	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	75	0.9%	13	126	0.7%	13
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	75	0.9%	44	126	0.7%	43
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	6,590	75.4%	605	13,724	72.1%	687
14 Prosperous Empty Nesters	1,969	22.5%	1220	4,476	23.5%	1391
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	985	11.3%	535	2,079	10.9%	574
30 Retirement Communities	3,002	34.3%	2320	5,838	30.7%	2713
43 The Elders	301	3.4%	554	464	2.4%	608
49 Senior Sun Seekers	333	3.8%	320	867	4.6%	456
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Area Profile

LifeMode Groups

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Tapestry LifeMode Groups	2007 Households			2007 Population		
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Total	8,745	100.0%		19,028	100.0%	
L7. High Hopes	331	3.8%	92	727	3.8%	99
28 Aspiring Young Families	331	3.8%	161	727	3.8%	169
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	69	0.8%	10	169	0.9%	10
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	69	0.8%	41	169	0.9%	41
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	144	1.6%	18	337	1.8%	19
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	144	1.6%	102	337	1.8%	122
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

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Urbanization Groups

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U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	69	0.8%	7	169	0.9%	8
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	69	0.8%	41	169	0.9%	41
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	3,408	39.0%	356	6,691	35.2%	353
28 Aspiring Young Families	331	3.8%	161	727	3.8%	169
30 Retirement Communities	3,002	34.3%	2320	5,838	30.7%	2713
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	75	0.9%	44	126	0.7%	43
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 5 minutes

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	8,745	100.0%		19,028	100.0%	
U6. Urban Outskirts II	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	3,487	39.9%	258	8,381	44.0%	276
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	1,518	17.4%	704	3,905	20.5%	810
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	1,969	22.5%	1220	4,476	23.5%	1391
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	1,287	14.7%	151	2,545	13.4%	146
18 Cozy and Comfortable	1	0.0%	0	2	0.0%	0
29 Rustbelt Retirees	985	11.3%	535	2,079	10.9%	574
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	301	3.4%	554	464	2.4%	608
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	333	3.8%	78	867	4.6%	101
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	333	3.8%	320	867	4.6%	456
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	161	1.8%	16	375	2.0%	18
17 Green Acres	17	0.2%	6	38	0.2%	6
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	144	1.6%	102	337	1.8%	122
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI



Tapestry Segmentation Area Profile

Ranked by Households

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

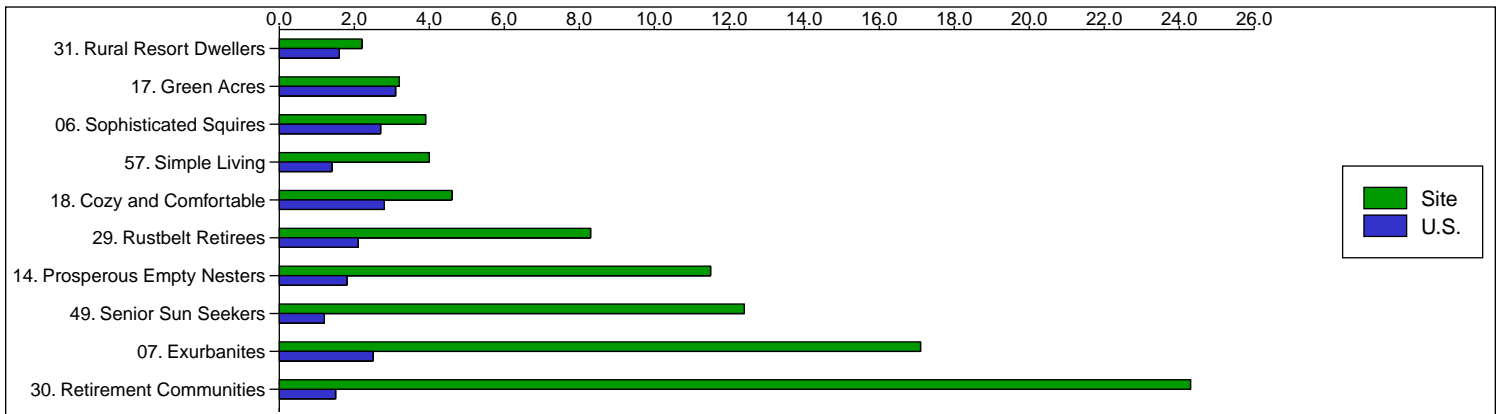
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	30. Retirement Communities	24.3%	24.3%	1.5%	1.5%	1644
2	07. Exurbanites	17.1%	41.4%	2.5%	4.0%	695
3	49. Senior Sun Seekers	12.4%	53.8%	1.2%	5.2%	1045
4	14. Prosperous Empty Nesters	11.5%	65.3%	1.8%	7.0%	623
5	29. Rustbelt Retirees	8.3%	73.6%	2.1%	9.1%	393
	Subtotal	73.6%		9.1%		
6	18. Cozy and Comfortable	4.6%	78.2%	2.8%	11.9%	163
7	57. Simple Living	4.0%	82.2%	1.4%	13.3%	278
8	06. Sophisticated Squires	3.9%	86.1%	2.7%	16.0%	143
9	17. Green Acres	3.2%	89.3%	3.1%	19.1%	102
10	31. Rural Resort Dwellers	2.2%	91.5%	1.6%	20.7%	138
	Subtotal	17.9%		11.6%		
11	36. Old and Newcomers	2.1%	93.6%	2.0%	22.7%	105
12	28. Aspiring Young Families	1.8%	95.4%	2.4%	25.1%	75
13	43. The Elders	1.5%	96.9%	0.6%	25.7%	238
14	33. Midlife Junction	1.1%	98.0%	2.5%	28.2%	44
15	65. Social Security Set	1.0%	99.0%	0.7%	28.9%	149
	Subtotal	7.5%		8.2%		
16	19. Milk and Cookies	1.0%	100.0%	1.9%	30.8%	50
17	22. Metropolitan	0.1%	100.1%	1.2%	32.0%	5
	Total	100.1%		32.0%		313

Top Ten Tapestry Segments

Site vs. U.S.



Percent of Households by Tapestry Segment

Source: ESRI



Tapestry Segmentation Area Profile

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

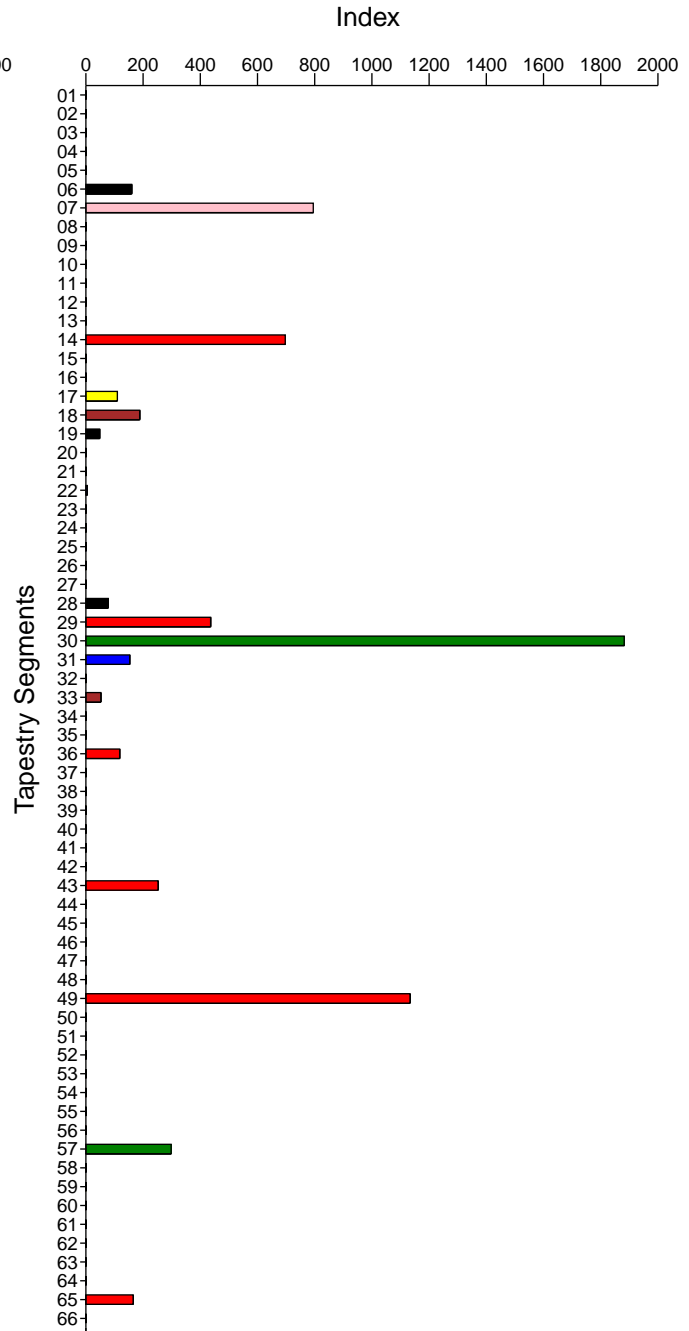
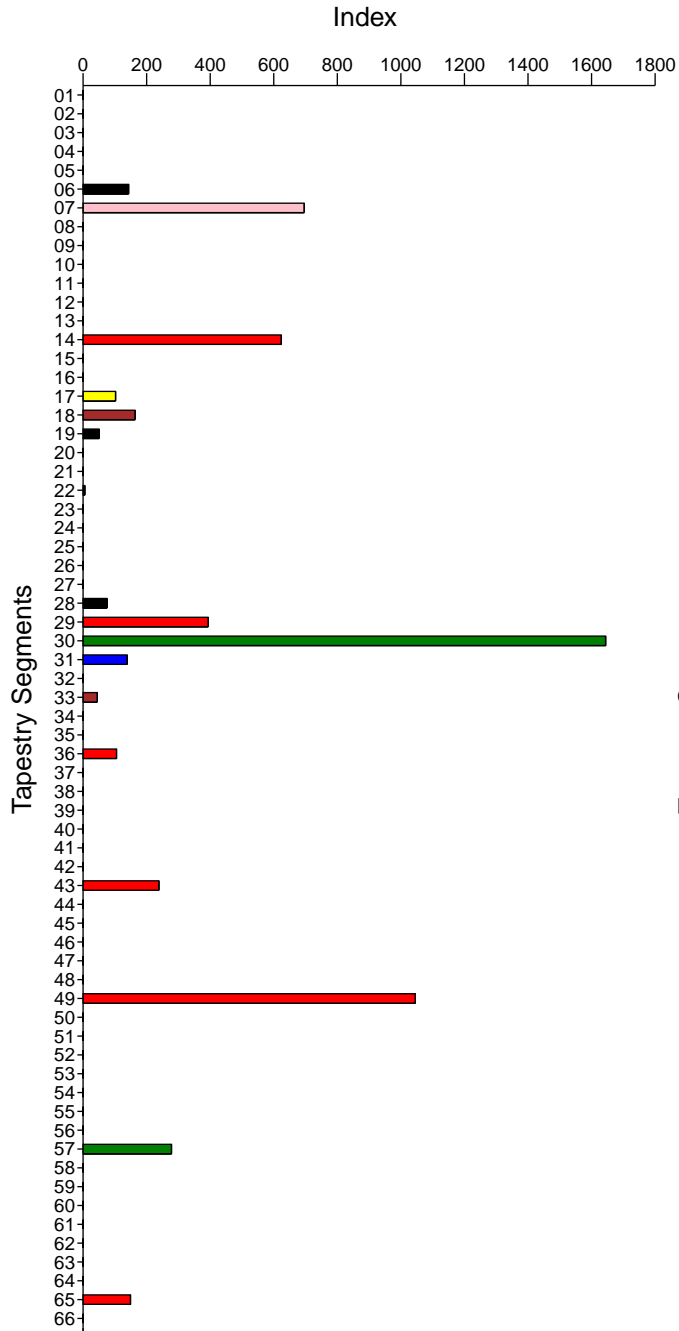
Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

Tapestry Indexes by Households

Tapestry Indexes by Population



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	20,377	100.0%		45,891	100.0%	
L1. High Society	4,276	21.0%	167	11,497	25.1%	181
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	786	3.9%	143	2,257	4.9%	160
07 Exurbanites	3,490	17.1%	695	9,240	20.1%	795
L2. Upscale Avenues	1,592	7.8%	57	4,078	8.9%	65
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	652	3.2%	102	1,648	3.6%	110
18 Cozy and Comfortable	940	4.6%	163	2,430	5.3%	188
L3. Metropolis	12	0.1%	1	25	0.1%	1
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	12	0.1%	5	25	0.1%	5
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	423	2.1%	30	825	1.8%	35
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	423	2.1%	105	825	1.8%	118
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	12,838	63.0%	505	26,630	58.0%	553
14 Prosperous Empty Nesters	2,343	11.5%	623	5,414	11.8%	697
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,685	8.3%	393	3,802	8.3%	436
30 Retirement Communities	4,958	24.3%	1644	9,768	21.3%	1882
43 The Elders	301	1.5%	238	464	1.0%	252
49 Senior Sun Seekers	2,536	12.4%	1045	5,194	11.3%	1133
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	817	4.0%	278	1,628	3.5%	298
65 Social Security Set	198	1.0%	149	360	0.8%	165
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0



Tapestry Segmentation Area Profile

LifeMode Groups

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

Tapestry LifeMode Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	20,377	100.0%		45,891	100.0%	
L7. High Hopes	362	1.8%	43	811	1.8%	46
28 Aspiring Young Families	362	1.8%	75	811	1.8%	78
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	198	1.0%	13	472	1.0%	11
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	198	1.0%	50	472	1.0%	48
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	222	1.1%	12	531	1.2%	14
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
33 Midlife Junction	222	1.1%	44	531	1.2%	52
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	454	2.2%	24	1,022	2.2%	24
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	454	2.2%	138	1,022	2.2%	153
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	20,377	100.0%		45,891	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	198	1.0%	20	360	0.8%	14
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	198	1.0%	149	360	0.8%	165
U3. Metro Cities I	210	1.0%	9	497	1.1%	9
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	198	1.0%	50	472	1.0%	48
22 Metropolitans	12	0.1%	5	25	0.1%	5
U4. Metro Cities II	5,743	28.2%	257	11,404	24.9%	249
28 Aspiring Young Families	362	1.8%	75	811	1.8%	78
30 Retirement Communities	4,958	24.3%	1644	9,768	21.3%	1882
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	423	2.1%	105	825	1.8%	118
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Dunedin Mixed-Use

Latitude: 28.05116

Dunedin, FL 34698

Site Type: Drivetime

Longitude: -82.782887

Drivetime: 7 minutes

Tapestry Urbanization Groups	2007 Households			2007 Population		
	Number	Percent	Index	Number	Percent	Index
Total	20,377	100.0%		45,891	100.0%	
U6. Urban Outskirts II	817	4.0%	77	1,628	3.5%	66
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	817	4.0%	278	1,628	3.5%	298
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	6,619	32.5%	211	16,911	36.9%	231
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	786	3.9%	143	2,257	4.9%	160
07 Exurbanites	3,490	17.1%	695	9,240	20.1%	795
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	2,343	11.5%	623	5,414	11.8%	697
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	3,148	15.4%	158	7,227	15.7%	172
18 Cozy and Comfortable	940	4.6%	163	2,430	5.3%	188
29 Rustbelt Retirees	1,685	8.3%	393	3,802	8.3%	436
33 Midlife Junction	222	1.1%	44	531	1.2%	52
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	301	1.5%	238	464	1.0%	252
53 Home Town	0	0.0%	0	0	0.0%	0
U9. Small Towns	2,536	12.4%	256	5,194	11.3%	251
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	2,536	12.4%	1045	5,194	11.3%	1133
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	1,106	5.4%	49	2,670	5.8%	52
17 Green Acres	652	3.2%	102	1,648	3.6%	110
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	454	2.2%	138	1,022	2.2%	153
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the settlement density of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average.

Source: ESRI