

ABBREVIATED DEMOGRAPHIC ANALYSIS

PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC

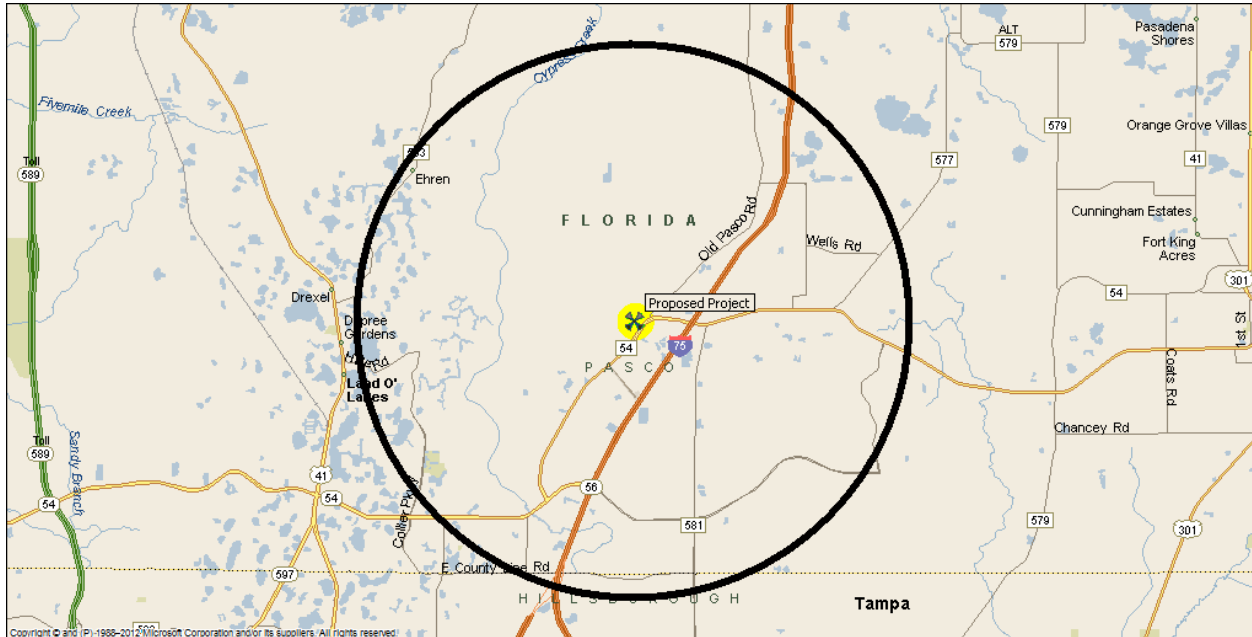


HTG CONTRACT 17-4104

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

I. INITIAL MAPPING

Based on the initial description provided by Imprimis Advisors, LLC, the following map presents a five-mile radius for the Wesley Chapel, Florida location.



Given the geographic coverage of this radius, it appears to be a reasonable initial approximation of the area from which the proposed project might draw residents.

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

II. DEMOGRAPHIC PRESENTATION

A. GENERAL OVERVIEW

Population Trends					
Area	Census 2010	Estimate 2017	Annual % Change 2010-2017	Projected 2022	Annual % Change 2017-2022
MA	67,142	80,802	2.7%	89,328	2.0%
Pasco County	464,697	511,281	1.4%	545,273	1.3%
Florida	18,801,310	20,748,693	1.4%	22,128,727	1.3%
U.S.	308,745,538	325,139,271	0.7%	337,393,057	0.7%

Income Trends						
Area	Median Household Income			Average Household Income		
	Estimate 2017	Projected 2022	Annual % Change 2017-2022	Estimate 2017	Projected 2022	Annual % Change 2017-2022
MA	\$73,226	\$77,595	1.2%	\$89,377	\$95,630	1.4%
Pasco County	\$46,872	\$49,864	1.2%	\$63,090	\$67,722	1.4%
Florida	\$49,601	\$52,975	1.3%	\$71,319	\$76,940	1.5%
U.S.	\$56,672	\$60,730	1.4%	\$80,853	\$87,464	1.6%

Housing Trends							
Area	Occupied Housing Units				Annual % Change 2017-2022	Median Housing Value 2017	Median Housing Value 2022
	Census 2010	Estimate 2017	Annual % Change 2010-2017	Projected 2022			
MA	23,458	27,149	2.1%	29,684	1.8%	\$190,233	\$212,341
Pasco County	189,612	204,501	1.1%	216,627	1.2%	\$135,211	\$149,908
Florida	7,420,802	8,173,428	1.4%	8,718,860	1.3%	\$177,786	\$198,967
U.S.	116,716,292	123,356,629	0.8%	128,246,828	0.8%	\$197,780	\$212,903

B. TOTAL & SENIOR DEMOGRAPHICS

Total and Age-Stratified Population - MA									
Age	MA		Annual % Change			MA	Annual % Change		
	Census 2010	Estimate 2017	MA 2010-2017	Florida 2010-2017	U.S. 2010-2017	Projected 2022	MA 2017-2022	Florida 2017-2022	U.S. 2017-2022
Total Pop.	67,142	80,802	2.7%	1.4%	0.7%	89,328	2.0%	1.3%	0.7%
65-74	3,702	6,357	8.0%	4.5%	4.5%	8,350	5.6%	4.1%	3.9%
75-84	1,459	2,282	6.6%	2.1%	1.5%	3,219	7.1%	2.5%	2.8%
85+	449	633	5.0%	3.5%	2.0%	811	5.1%	2.1%	1.1%
Total 65+	5,610	9,272	7.4%	3.6%	3.2%	12,380	6.0%	3.4%	3.3%
Total 75+	1,908	2,915	6.2%	2.5%	1.7%	4,030	6.7%	2.4%	2.3%

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

II. DEMOGRAPHIC PRESENTATION (CONTINUED)

C. ADULT CHILDREN DEMOGRAPHICS

Adult Children Population - MA									
Age	MA		Annual % Change			MA Projected 2022	Annual % Change		
	Census 2010	Estimate 2017	MA 2010-2017	Florida 2010-2017	U.S. 2010-2017		MA 2017-2022	Florida 2017-2022	U.S. 2017-2022
Total Pop.	67,142	80,802	2.7%	1.4%	0.7%	89,328	2.0%	1.3%	0.7%
45-54	10,194	12,832	3.3%	0.0%	-0.8%	13,847	1.5%	-0.4%	-0.6%
55-64	7,106	9,653	4.5%	2.4%	2.0%	11,755	4.0%	1.5%	0.8%
45-64	17,300	22,485	3.8%	1.1%	0.5%	25,602	2.6%	0.6%	0.1%

Ratio of Adult Children to Senior Population - MA									
Age	MA			Florida			U.S.		
	2010	2017	2022	2010	2017	2022	2010	2017	2022
45-54	5.34	4.40	3.44	1.79	1.50	1.31	2.43	2.04	1.77
55-64	3.72	3.31	2.92	1.53	1.51	1.44	1.97	2.01	1.87
Total	9.07	7.71	6.35	3.32	3.01	2.75	4.39	4.06	3.64

Percentage of Total Population - MA									
Population Groups	MA			Florida			U.S.		
	2010	2017	2022	2010	2017	2022	2010	2017	2022
Adult Children: 45 to 64	25.8%	27.8%	28.7%	27.0%	26.4%	25.5%	26.4%	26.0%	25.2%
Seniors: 65-74	5.5%	7.9%	9.3%	9.2%	11.3%	13.0%	7.0%	9.1%	10.6%
Seniors: 75-84	2.2%	2.8%	3.6%	5.8%	6.1%	6.5%	4.2%	4.5%	4.9%
Seniors: 85+	0.7%	0.8%	0.9%	2.3%	2.7%	2.8%	1.8%	1.9%	2.0%

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

II. DEMOGRAPHIC PRESENTATION (CONTINUED)

D. SENIOR INCOME DEMOGRAPHICS

Household Income for Aged 65+ Householders - MA								
Income Levels	2017				2022			
	MA		Florida	U.S.	MA		Florida	U.S.
	# of Hholds	% of Total	% of Total	% of Total	# of Hholds	% of Total	% of Total	% of Total
Under \$25,000	835	17.2%	30.9%	30.4%	971	15.5%	28.3%	27.9%
\$25,000 - \$34,999	534	11.0%	13.3%	12.9%	634	10.1%	12.7%	12.2%
\$35,000 - \$49,999	993	20.5%	15.7%	15.3%	1,146	18.3%	15.3%	14.9%
\$50,000 - \$74,999	1,095	22.6%	16.5%	16.3%	1,456	23.3%	16.7%	16.4%
\$75,000 - \$99,999	589	12.2%	8.8%	9.2%	793	12.7%	9.4%	9.7%
\$100,000 - \$124,999	295	6.1%	5.2%	5.4%	432	6.9%	5.8%	6.0%
> \$125,000	505	10.4%	9.5%	10.4%	820	13.1%	11.7%	12.9%
Total	4,846	100.0%	100.0%	100.0%	6,252	100.0%	100.0%	100.0%

Household Income for Aged 75+ Householders - MA								
Income Levels	2017				2022			
	MA		Florida	U.S.	MA		Florida	U.S.
	# of Hholds	% of Total	% of Total	% of Total	# of Hholds	% of Total	% of Total	% of Total
Under \$25,000	372	25.8%	40.7%	40.9%	455	23.7%	38.4%	38.4%
\$25,000 - \$34,999	193	13.4%	15.5%	15.0%	242	12.6%	15.1%	14.6%
\$35,000 - \$49,999	313	21.7%	15.5%	15.2%	384	20.0%	15.5%	15.2%
\$50,000 - \$74,999	268	18.6%	13.1%	12.9%	384	20.0%	13.4%	13.2%
\$75,000 - \$99,999	128	8.9%	6.2%	6.4%	182	9.5%	6.7%	6.9%
\$100,000 - \$124,999	63	4.4%	3.3%	3.4%	99	5.2%	3.7%	3.8%
> \$125,000	103	7.2%	5.8%	6.2%	176	9.2%	7.2%	7.9%
Total	1,440	100.0%	100.0%	100.0%	1,922	100%	100.0%	100.0%

**ABBREVIATED DEMOGRAPHIC ANALYSIS
 PROPOSED SITE – WESLEY CHAPEL, FLORIDA
 IMPRIMIS ADVISORS, LLC**

II. DEMOGRAPHIC PRESENTATION (CONTINUED)

Median Household Income - MA					
Age	Census 2000	Estimate 2017	Annual % change 2000-2017	Projected 2022	Annual % change 2017-2022
Total Population	\$59,762	\$73,226	1.2%	\$77,595	1.2%
45-54	66,509	78,162	1.0%	84,595	1.6%
55-64	60,167	73,665	1.2%	79,647	1.6%
65-74	41,163	55,628	1.8%	60,552	1.7%
75-84	32,758	43,306	1.7%	45,832	1.1%
85+	26,962	36,265	1.8%	40,863	2.4%

Median Household Income - State					
Age	Census 2000	Estimate 2017	Annual % change 2000-2017	Projected 2022	Annual % change 2017-2022
Total Population	\$38,912	\$49,601	1.4%	\$52,975	1.3%
45-54	50,428	63,629	1.4%	68,947	1.6%
55-64	43,243	56,050	1.5%	60,842	1.7%
65-74	32,504	50,034	2.6%	53,792	1.5%
75-84	26,214	33,387	1.4%	35,416	1.2%
85+	21,498	25,594	1.0%	26,896	1.0%

Median Household Income - U.S.					
Age	Census 2000	Estimate 2017	Annual % change 2000-2017	Projected 2022	Annual % change 2017-2022
Total Population	\$42,339	\$56,672	1.7%	\$60,730	1.4%
45-54	56,734	74,784	1.6%	81,990	1.9%
55-64	47,656	65,618	1.9%	72,290	2.0%
65-74	31,385	50,882	2.9%	54,912	1.5%
75-84	23,499	33,401	2.1%	35,588	1.3%
85+	18,843	25,543	1.8%	26,752	0.9%

**ABBREVIATED DEMOGRAPHIC ANALYSIS
 PROPOSED SITE – WESLEY CHAPEL, FLORIDA
 IMPRIMIS ADVISORS, LLC**

II. DEMOGRAPHIC PRESENTATION (CONTINUED)

E. HOUSING DEMOGRAPHICS

Median Housing Value - MA					
Area	Census 2000	Estimate 2017	Annual % Change 2000-2017	Projected 2022	Annual % Change 2017-2022
MA	\$121,080	\$190,233	2.7%	\$212,341	2.2%
Florida	93,265	177,786	3.9%	198,967	2.3%
U.S.	110,043	197,780	3.5%	212,903	1.5%

Housing Unit Tenancy (Current Year)						
Area	Owner-Occupied Units		Renter-Occupied Units		Total Units	
	Units	% of Total	Units	% of Total	Units	% of Total
MA	21,279	78.4%	5,870	21.6%	27,149	100.0%
Florida	5,485,735	67.1%	2,687,693	32.9%	8,173,428	100.0%
U.S.	80,105,481	64.9%	43,251,148	35.1%	123,356,629	100.0%

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

III. DEMOGRAPHIC OBSERVATIONS

A. POSITIVE FACTORS

- *Total Population*: The average annual growth rate for total population in the MA has been significantly higher than the county, state and national figures since 2010. During the next five years, this trend is projected to continue, which is considered very positive.
- *Income Trends*: Among the total population, the median and average household income levels are significantly greater than those at the county, state and U.S. levels during 2017. This is projected to remain similar through 2022 and, although not senior specific, is still a good indicator of wealth within the MA.
- *Housing Trends & Values*: Within the MA, growth of housing units has outpaced growth in Pasco County, Florida and the U.S. since 2010, while median housing values in the MA are substantially above all three geographic areas in 2017 and 2022. Although not specific to the senior population, this reflects well on the potential resources available to seniors who own and sell their homes prior to relocating to a senior care community.
- *Adult Children Population & Ratio*: Within the defined MA, there is a moderate adult children population (22,485 individuals), whose average annual growth rate (3.8%) has significantly outpaced those of the state (1.1%) and national (0.5%) figures since 2010. These growth trends are projected to continue through 2022. Likewise, the ratio of adult children to seniors is notably higher in the MA than the state and U.S., another trend projected to continue through 2022.
- *Senior Incomes*: Among seniors in the MA, annual household income levels (especially those between \$50,000 and \$99,999) are above to significantly above those of the state and nation, for both 65-plus and 75-plus populations. Likewise, for income levels at or above \$100,000, all seniors in the MA outpace the proportions in Florida and the U.S., though by smaller margins; while there are significantly fewer seniors earning less than \$25,000 (both 65-plus and 75-plus seniors). These are very positive factors for potential future demand.
- *Adult Children Incomes*: Among adult children in the MA, median income levels are also higher to substantially higher than the state and U.S. medians. To the degree that adult children provide their senior parents with financial assistance for senior housing and services, this is a very positive factor.
- *Housing Tenancy*: Within the MA, the proportion of homeownership is notably higher than in Florida or the U.S. While not senior specific, this positive factor – coupled with high income levels and median housing values – is anticipated to be a positive factor in the likely demand for services.

B. NEUTRAL FACTORS

- *Senior Population*: The senior population in the defined MA is moderately sized (9,272 aged 65-plus; and 2,915 aged 75-plus), with positive growth factors that significantly outpace those of the state and nation into 2017. These growth rates are projected to remain very high, remaining well above those of Florida and the U.S. through 2022, and are positive factors towards potential demand for senior care services.

C. NEGATIVE FACTORS

- *None Identified*

**ABBREVIATED DEMOGRAPHIC ANALYSIS
PROPOSED SITE – WESLEY CHAPEL, FLORIDA
IMPRIMIS ADVISORS, LLC**

III. DEMOGRAPHIC OBSERVATIONS (CONTINUED)

D. PRELIMINARY CONCLUSION

In the defined MA, senior population has experienced very strong average annual growth rates since 2010, and is projected to have significant, positive growth through 2022 that will remain well above that of the state and national figures. Perhaps the only concern about the demographics in the defined MA is the aggregate size of the senior population, which is relatively small, especially among those aged 75-plus. However, this analysis does not account for existing or proposed supply, which would ultimately determine whether the senior population is deep enough. Additionally, the senior population is specific to the defined MA, which is a starting point for this *Phase I* analysis and would be refined in subsequent analysis (e.g. the *Modified Phase II – Preliminary Market Analysis* report). Therefore, the relative strength of the senior population would ultimately be determined by the competitive supply in the defined MA.

Regarding income levels, these are considered very positive factors, both for seniors and adult children alike. This includes historical and projected median household incomes during the next five years. Among adult children in the defined MA, which are the primary influencer in their senior parents' decision-making for senior housing and care, the population's size is considered positive. The demographics reflect a much-higher ratio of adult children to senior population, which is considered a very positive factor, with median income levels among adult children also considered a positive factor, increasing the likelihood that adult children will be able to assist their senior parents' with their monthly fees.

With regard to median housing values and the proportion of homeownership in the MA, these are neutral to positive factors and are generally favorable. While these statistics are not age-specific, the implication is that there is significant value in the area's homes (assuming they are able to be sold), with a higher potential that seniors will own a home.

Based on the initial MA definition and related demographics, the market surrounding the Wesley Chapel site is considered favorable, and should be given further consideration.