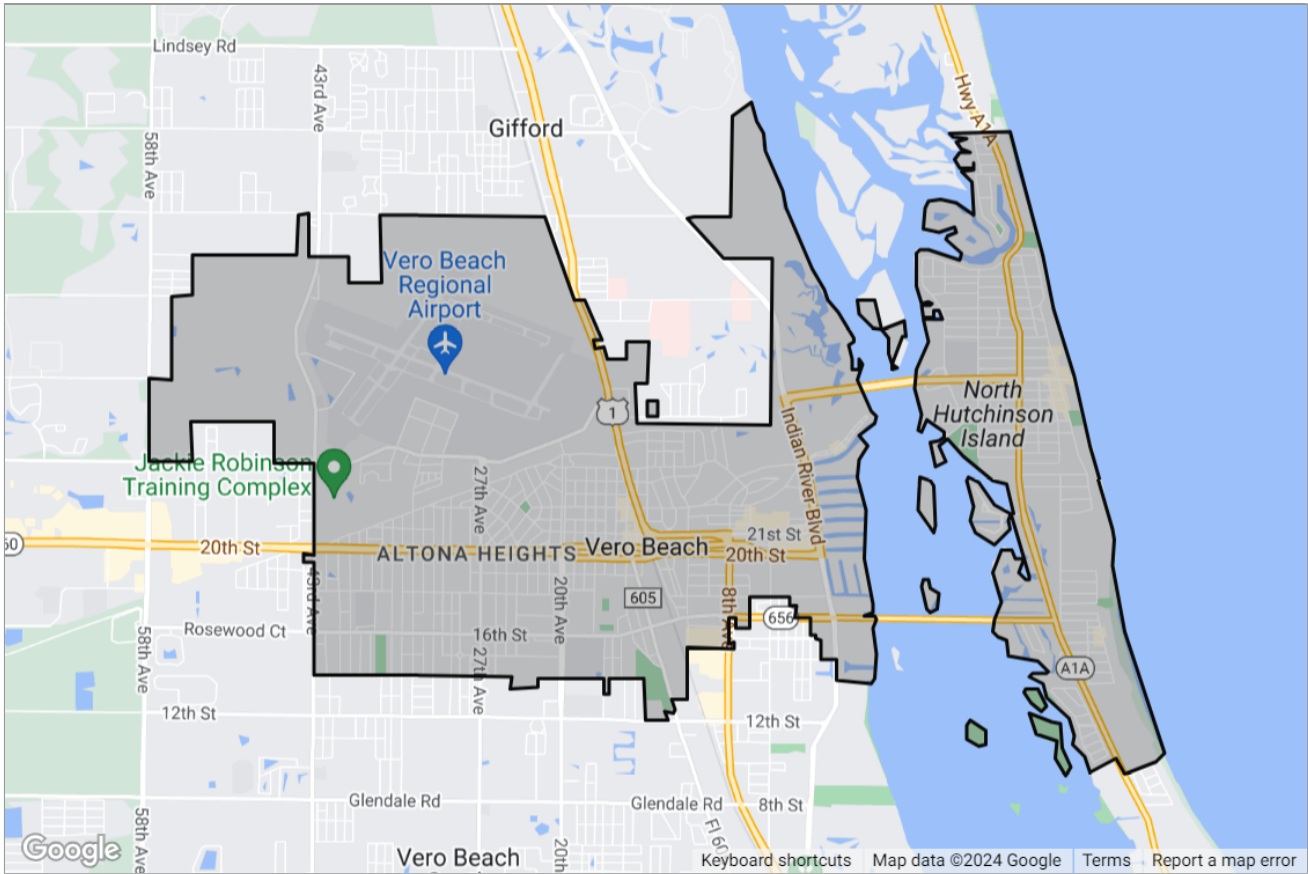


TRADE AREA REPORT

Vero Beach, Florida



Criteria Used for Analysis

Median Household Income
\$58,555

Median Age
55.9

Total Population
16,354

1st Dominant Segment
Silver and Gold

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Senior Styles

Senior lifestyles reveal the effects of saving for retirement

Urbanization

Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments

	Silver and Gold	Old and Newcomers	Social Security Set	Traditional Living	Small Town Sincerity
% of Households	2,323 (28.5%)	1,322 (16.2%)	763 (9.3%)	728 (8.9%)	676 (8.3%)
% of Indian River County	6,257 (8.5%)	1,497 (2.0%)	1,120 (1.5%)	1,500 (2.0%)	676 (0.9%)
Lifestyle Group	Senior Styles	Middle Ground	Senior Styles	Hometown	Hometown
Urbanization Group	Suburban Periphery	Metro Cities	Metro Cities	Metro Cities	Semirural
Residence Type	Single Family or Seasonal	Single Family; Multi-Units	Multi-Unit Rentals	Single Family	Single Family
Household Type	Married Couples Without Kids	Singles	Singles	Married Couples	Singles
Average Household Size	2.03	2.11	1.8	2.44	2.25
Median Age	64.6	40.2	46.4	36.3	41.5
Diversity Index	33.4	61.5	79.4	65	58
Median Household Income	\$89,600	\$55,600	\$24,000	\$49,500	\$40,400
Median Net Worth	\$551,300	\$62,400	\$10,900	\$66,300	\$30,000
Median Home Value	\$440,400	\$226,200	\$203,300	\$99,000	\$118,100
Homeownership	87.3 %	48.8 %	16.1 %	59.8 %	52.5 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Services	Services or Professional	Services or Professional
Education	Bachelor's Degree	Some College No Degree	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Pursue the luxuries that well-funded retirement affords . Maintain a regular exercise regimen.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Prefer to cook, eat at home . Activities are limited, but bingo is a favorite.	Enjoy outdoor activities and taking trips to the zoo . Fast-food devotees.	Community-oriented residents . Enjoy outdoor activities like hunting and fishing.
Financial	Draw retirement income	Price aware and coupon clippers, but open to impulse buys	Fixed incomes so remain price sensitive	Carry credit card balances, have personal loans	Price-conscious consumers that shop accordingly
Media	Avid readers of newspapers, magazines and books	Features the Internet, listening to country music and read the paper	TV is an important part of their lives.	TV is seen as the most trusted media	Rely on television or newspapers to stay informed
Vehicle	Prefer luxury cars, SUVs, convertibles	View car as transportation only	Take public transportation	Own 1-2 vehicles	Own, maintain domestic trucks, ATVs

About this segment

Silver and Gold

This is the
#1
dominant segment
for this area

In this area
28.5%
of households fall
into this segment

In the United States
0.8%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Almost the oldest senior market, Silver and Gold is the most affluent. The affluence of Silver and Gold has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to do what they enjoy. This market is smaller but growing.

Our Neighborhood

- Residents of Silver and Gold prefer a more bucolic setting, but close to metropolitan cities. Predominantly single-family, owner-occupied homes that have a median value of \$385,700. Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 43%. Mostly older married couples with no children, average household size is 2.03.

Socioeconomic Traits

- 47% have college degree(s). Primarily retired, but many still active in the labor force, participation rate of 41%. Self-employment is the highest across all Tapestry markets. More than half of the households receive income from wages/salaries, Social Security, or investments, many drawing retirement income. Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

Market Profile

- Partial to luxury cars or SUVs; highest demand market for convertibles. Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits. Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores. Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets). Generous supporters of charitable organizations.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Old and Newcomers

This is the

#2

dominant segment for this area

In this area

16.2%

of households fall into this segment

In the United States

2.3%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Our Neighborhood

- Metropolitan city dwellers. Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12. 55% renter occupied; average rent is lower than the US. 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980. Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers. 32% of households are currently receiving income from Social Security. 31% have a college degree, 33% have some college education, 9% are still enrolled in college. Consumers are price aware and coupon clippers, but open to impulse buys. They are attentive to environmental concerns. They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Social Security Set

This is the

#3

dominant segment for this area

In this area

9.3%

of households fall into this segment

In the United States

0.8%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

Our Neighborhood

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old. Multiunit rental properties with affordable rents are predominant; primarily built prior to 1979. Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

Socioeconomic Traits

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance. Wages and salary income are still earned by almost half of all households. With fixed incomes, consumers remain price sensitive. A trusted source of information, TV is an important part of their lives. An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations. Rather than eat out, Social Security Set residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

Market Profile

- With limited resources, spending on entertainment is restricted. Residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship. Risk-averse consumers in Social Security Set prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings. They steer away from cell phones, computers, and digital cameras. Many residents are dependent on Medicare and Medicaid for health care expenses. They don't eat out often, but KFC and McDonald's are their restaurants of choice.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Traditional Living

This is the

#4

dominant segment for this area

In this area

8.9%

of households fall into this segment

In the United States

1.9%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households. Average household size is slightly lower at 2.51. Homes are primarily single family or duplexes in older neighborhoods, built before 1940. Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South. Average commuting time to work is very Short. Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college. Labor force participation is a bit higher than the national rate at 63.4%. Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high. Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media. TV is seen as the most trusted media.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters. Convenience stores are commonly used for fuel or picking up incidentals. Tend to carry credit card balances, have personal loans, and pay bills in person. Half of households have abandoned landlines for cell phones only. Favorite TV channels include Freedom, CMT, and Game Show Network. Fast-food devotees. Enjoy outdoor activities such as fishing and taking trips to the zoo.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

About this segment

Small Town Sincerity

This is the

#5

dominant segment for this area

In this area

8.3%

of households fall into this segment

In the United States

1.8%

of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Our Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas. Homes are a mix of older single-family houses (61%), apartments, and mobile homes. Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median. Average rent is \$639. This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college. Labor force participation lower at 52%, which could result from lack of jobs or retirement. Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income. Price-conscious consumers that shop accordingly, with coupons at discount centers. Connected, but not to the latest or greatest gadgets; keep their landlines. Community-oriented residents; more conservative than middle-of-the-road. Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens. Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV. A large senior population visit doctors and health practitioners regularly. However, a largely single population favors convenience over cooking, frozen meals and fast food. Home improvement is not a priority, but vehicle maintenance is.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2022. Update Frequency: Annually.

Vero Beach, Florida: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Vero Beach



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Vero Beach



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Women 2022
■ Men 2022
■ Women 2027 (Projected)
■ Men 2027 (Projected)



Vero Beach, Florida: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



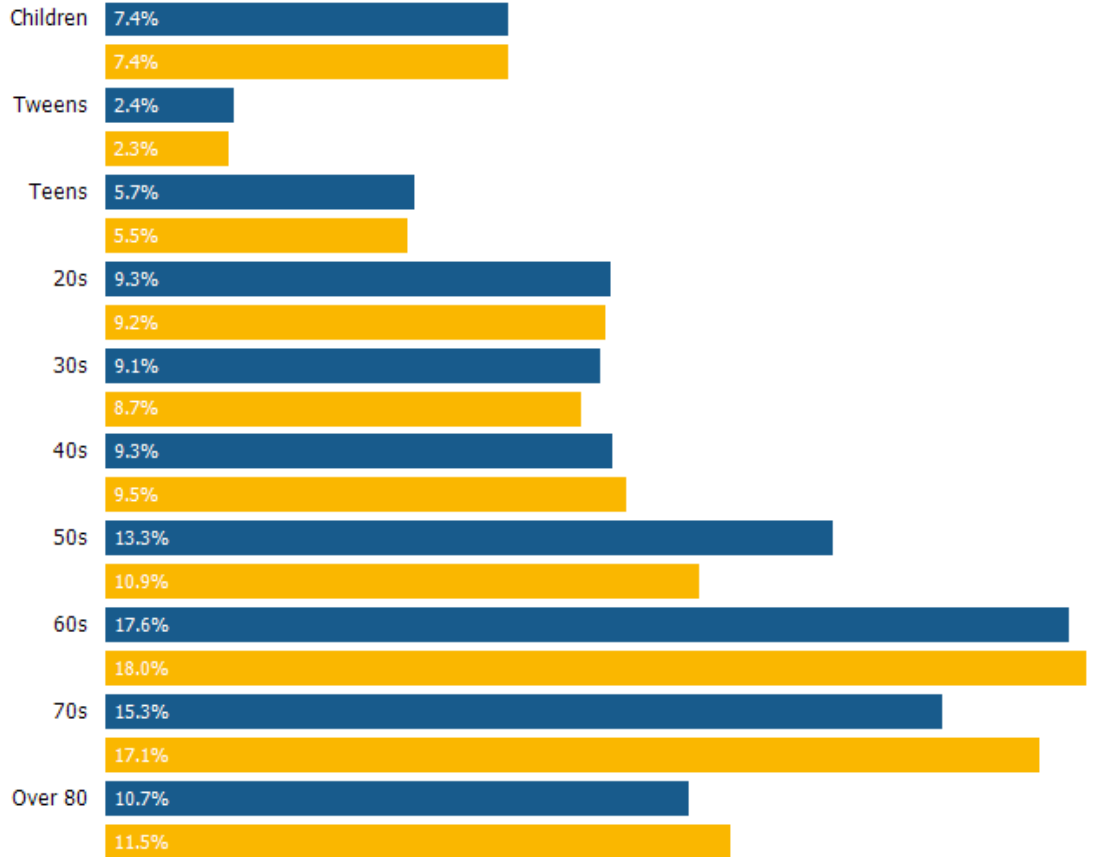
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ 2022
■ 2027 (Projected)



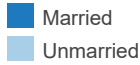
Vero Beach, Florida: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Vero Beach, Florida: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

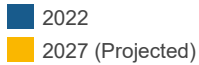


Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



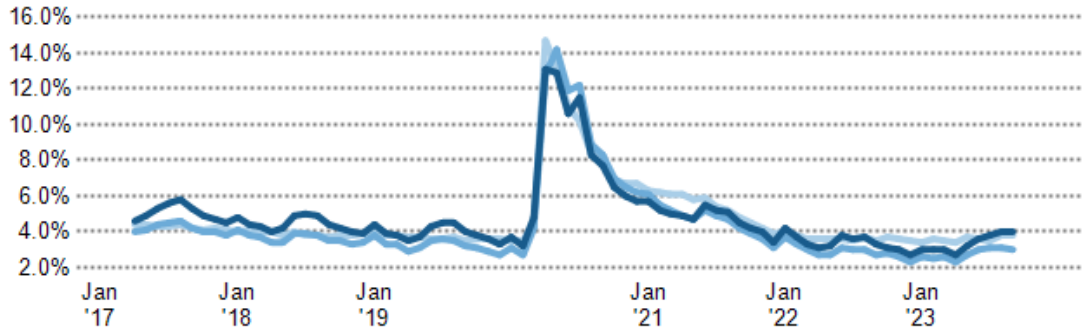
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Indian River County
- Florida
- USA

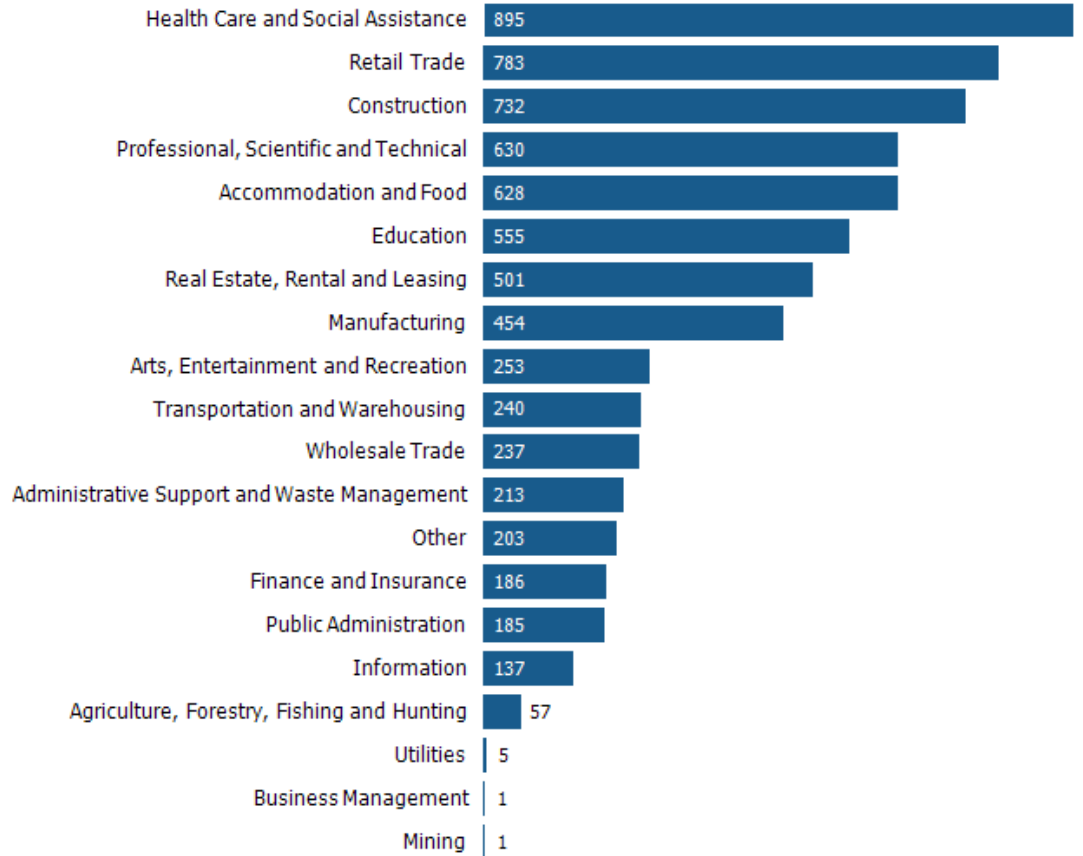


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2022

Update Frequency: Annually



Vero Beach, Florida: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually



Vero Beach, Florida: Commute Comparison

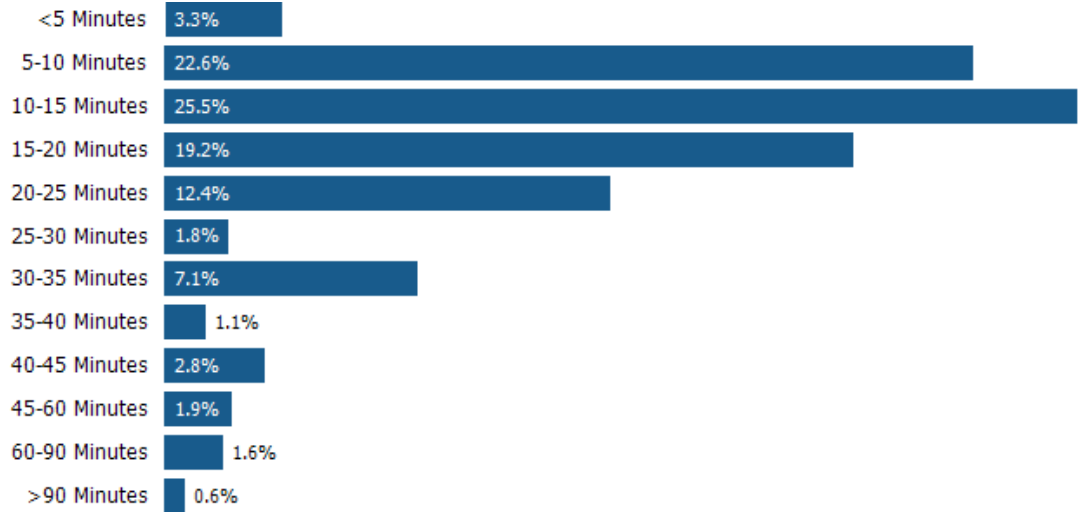
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Vero Beach



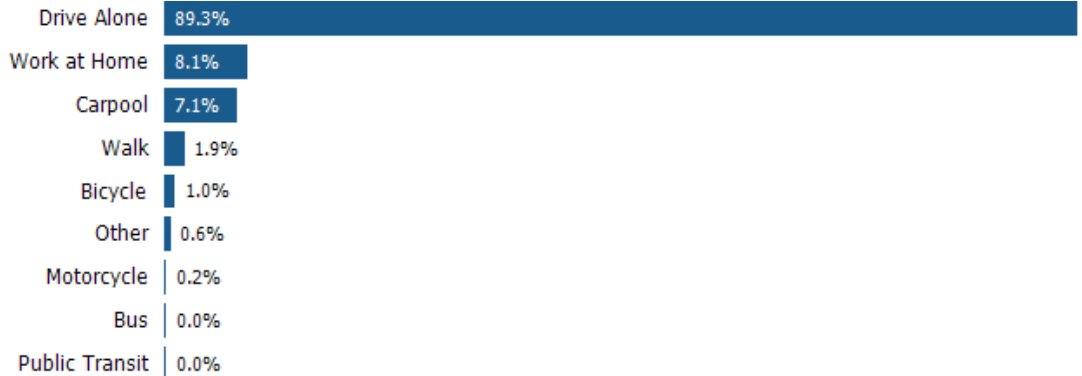
How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

■ Vero Beach



Vero Beach, Florida: Home Value Comparison

Median Estimated Home Value



This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value



This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price



This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

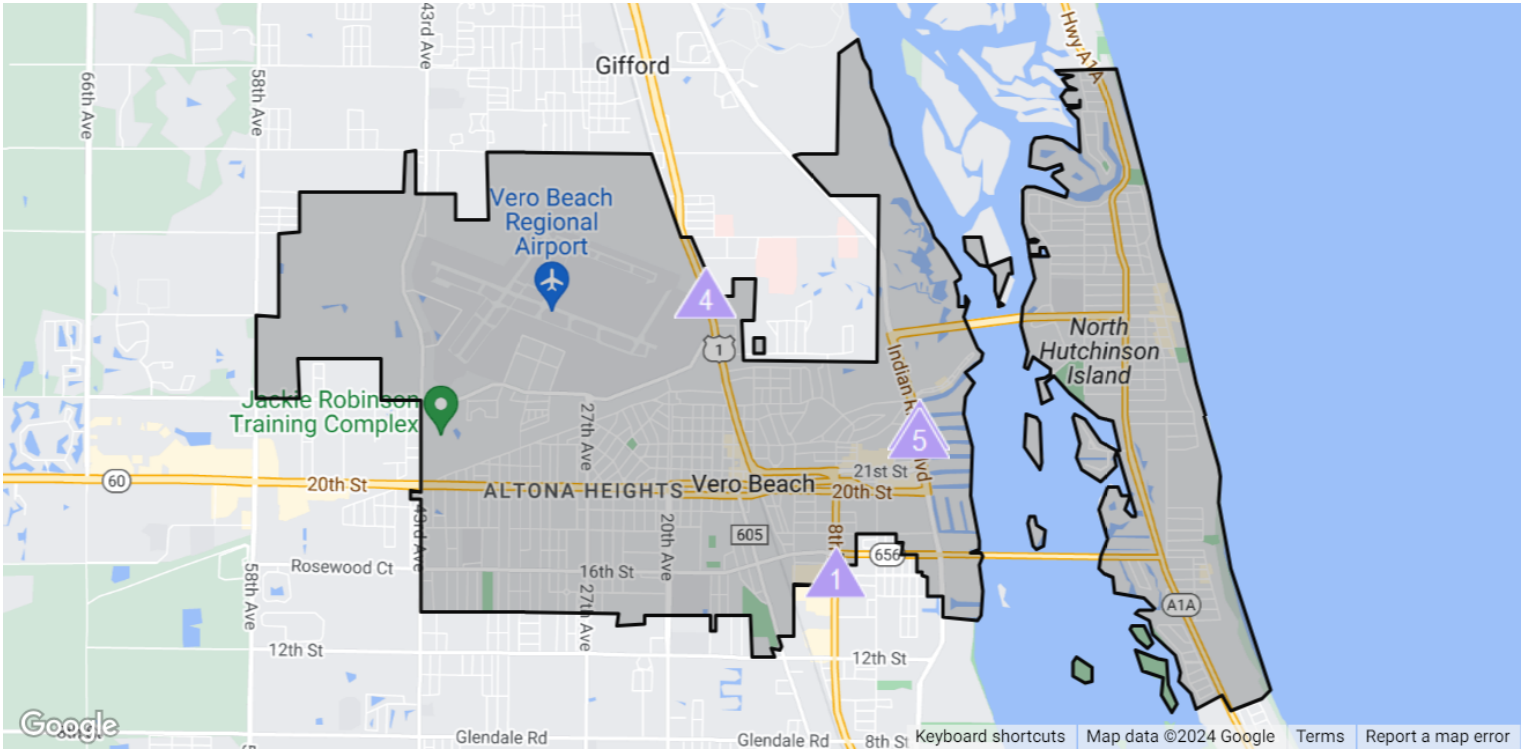


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts:
▲ Up 6,000 / day
▲ 6,001 – 15,000
▲ 15,001 – 30,000
▲ 30,001 – 50,000
▲ 50,001 – 100,000
▲ Over 100,000 / day

1
43,853

2023 Est. daily traffic counts

Street: **8th Ave**
 Cross: **16th St**
 Cross Dir: **S**
 Dist: **0.02 miles**

Historical counts

Year	Count	Type
2005	43,500	AADT

2
32,806

2023 Est. daily traffic counts

Street: **Indian River Blvd**
 Cross: **Royal Palm Blvd**
 Cross Dir: **S**
 Dist: **0.1 miles**

Historical counts

Year	Count	Type
2022	34,000	AADT
2021	32,000	AADT
2020	32,000	AADT
2019	33,000	AADT
2018	31,500	AADT

3
32,190

2023 Est. daily traffic counts

Street: –
 Cross: –
 Cross Dir: –
 Dist: –

Historical counts

Year	Count	Type
2022	32,500	AADT
2020	31,500	AADT
2000	29,101	AADT
1998	29,577	AADT
1997	28,700	AADT

4
32,190

2023 Est. daily traffic counts

Street: **Commerce Avenue**
 Cross: **Pickerill Ln**
 Cross Dir: **NW**
 Dist: **0.1 miles**

Historical counts

Year	Count	Type
2021	31,500	AADT
2019	32,500	AADT
2018	29,500	AADT

5
30,357

2023 Est. daily traffic counts

Street: **Indian River Blvd**
 Cross: **S R 60**
 Cross Dir: **S**
 Dist: **0.22 miles**

Historical counts

Year	Count	Type
2021	31,500	AADT
2020	29,000	AADT
2019	30,000	AADT
2000	30,813	AADT
1998	29,808	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

