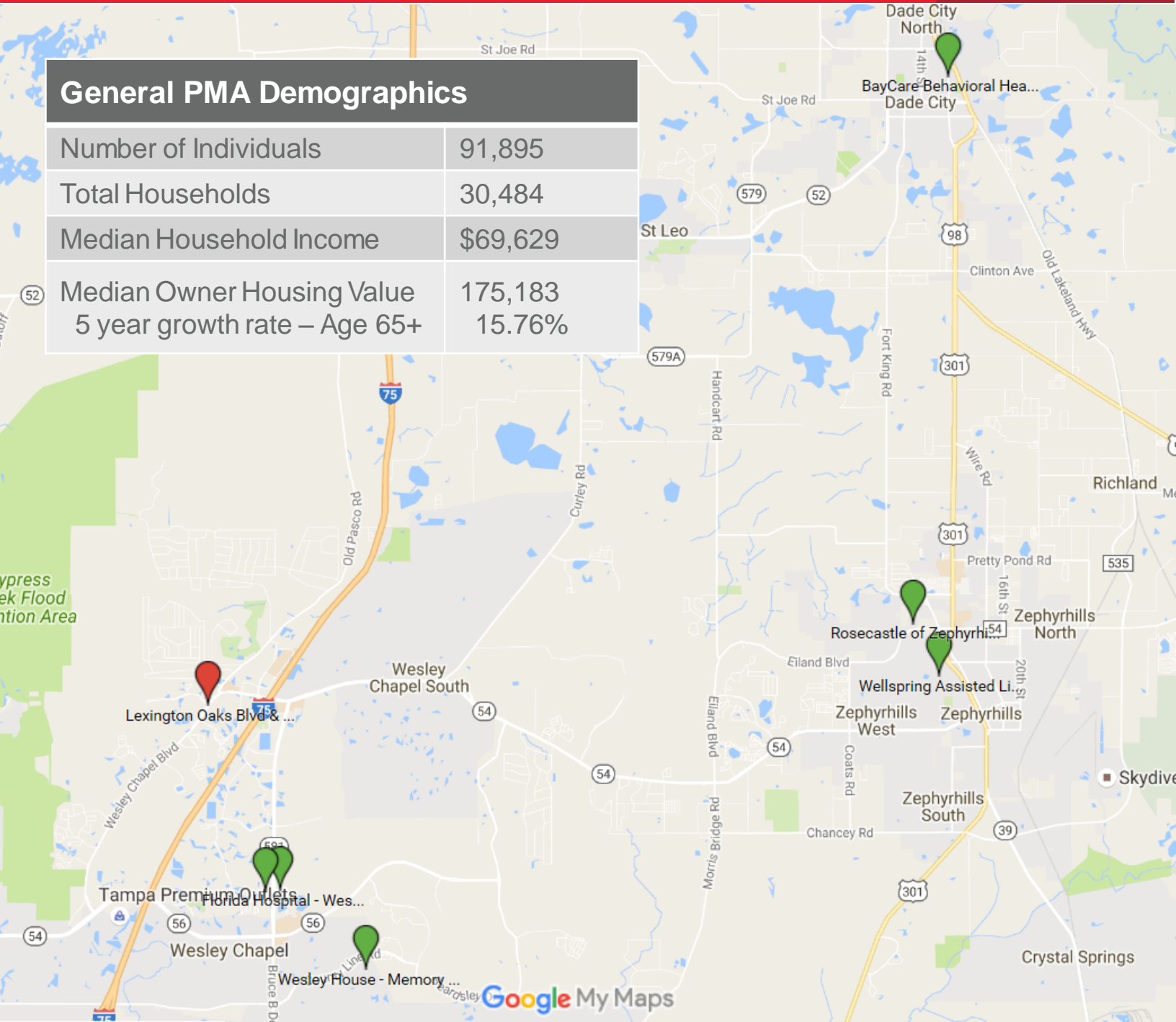


## General PMA Demographics

Number of Individuals	91,895
Total Households	30,484
Median Household Income	\$69,629
Median Owner Housing Value	175,183
5 year growth rate – Age 65+	15.76%



For more information, please contact:

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Age Targeted Household Demographics	
Caregiver Age Households - 45-64	13,365
Age 45-64 5 year Household Growth Rate	12.40%
Age 45-64 with incomes exceeding \$75,000	1,630
Age 65 - 74 Households	3,923
Age 65 - 74 Households 5 year Household Growth rate	9.23%
Age 65 - 74 Households with income exceeding \$50,000	419
Age 75+ Households	712
Age 75+ Households 5 year Household Growth rate	4.50%
Age 75+ with incomes exceeding \$35,000	241

### **Assisted Living Competitors**

Number of Competitors: Three

Reported Units: 103

Rates Quoted Range: Median cost for a 1-bedroom unit is \$3,150

Quoted Range: Additional fees beyond a base rate may apply.

### **Memory Care Competitors**

Number of Competitors: Two

Reported Units: 6

Quoted Range Monthly Average: \$3,817 (Min \$2,000 / Max \$5,795)

Newest Facility: N/A

Quoted Range: Additional fees beyond a base rate may apply.

### **Independent Living Competitors**

Number of Competitors: One

Reported Units: 65

Quoted Range Monthly Average: \$2,545

Newest Facility: N/A

Quoted Range: Additional fees beyond a base rate may apply.

### **Proposed Competitors**

Number of Competitors: None

Most Comparable: None

### **Other Market Area Facts**

Hospitals in Market Area: One, Wesley Chapel, 83 beds (currently under construction for an additional 49 beds)

Skilled Nursing Facilities in Market Area: 2

Practicing Physicians in Market Area: 299 Practicing Physicians in Pasco County, FL