

Market Profile Report 2024

1 mile, 3 miles, 5 miles

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Ring: 1 mile radius, Ring: 3 mile radius, Ring: 5 mile radius

Prepared by Esri

Latitude: 28.59951501647

Longitude: -81.213282039954

Market Profile

1 mile



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Population Summary	1 mile	3 miles	5 miles
2010 Total Population	11,755	83,911	199,095
2020 Total Population	18,338	100,604	233,720
2020 Group Quarters	10,441	20,267	21,358
2024 Total Population	19,324	103,755	240,094
2024 Group Quarters	11,478	22,174	23,296
2029 Total Population	19,243	103,376	241,538
2024-2029 Annual Rate	-0.08%	-0.07%	0.12%
2024 Total Daytime Population	50,150	124,491	234,730
Workers	35,536	69,134	120,455
Residents	14,614	55,357	114,275

Household Summary			
2010 Total Households	2,390	26,842	69,486
2010 Average Household Size	2.68	2.67	2.68
2020 Total Households	3,715	31,271	79,792
2020 Average Household Size	2.13	2.57	2.66
2024 Total Households	3,697	31,884	81,648
2024 Average Household Size	2.12	2.56	2.66
2029 Total Households	3,650	31,872	82,606
2029 Average Household Size	2.13	2.55	2.64
2024-2029 Annual Rate	-0.26%	-0.01%	0.23%
2024 Families	792	17,403	51,053
2024 Average Family Size	2.98	3.06	3.12

Housing Unit Summary			
2020 Housing Units	4,452	33,728	84,840
Vacant Housing Units	17.1%	7.3%	5.9%
2024 Housing Units	4,399	34,055	86,199
Owner Occupied Housing Units	7.9%	46.1%	54.5%
Renter Occupied Housing Units	92.1%	53.9%	45.5%
Vacant Housing Units	16.0%	6.4%	5.3%

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Median Household Income	1 mile	3 miles	5 miles
2024	\$22,902	\$67,799	\$75,291
2029	\$27,486	\$77,902	\$84,979

Per Capita Income			
2024	\$10,580	\$30,183	\$35,425
2029	\$11,854	\$35,081	\$41,363

2024 Households by Income			
Household Income Base	3,697	31,884	81,648
<\$15,000	41.0%	13.0%	10.0%
\$15,000 - \$24,999	10.6%	6.2%	5.1%
\$25,000 - \$34,999	6.8%	5.4%	5.0%
\$35,000 - \$49,999	16.7%	9.9%	9.0%
\$50,000 - \$74,999	13.4%	19.8%	20.7%
\$75,000 - \$99,999	4.3%	14.6%	15.3%
\$100,000 - \$149,999	2.4%	13.5%	15.7%
\$150,000 - \$199,999	1.5%	8.6%	8.9%
\$200,000+	3.2%	9.0%	10.3%
Average Household Income	\$43,385	\$95,451	\$103,077

Median Home Value			
2024	\$527,500	\$396,933	\$392,600
2029	\$561,567	\$455,068	\$446,714

2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	17	67	76
Percent of Income for Mortgage	100.0%	36.6%	32.6%
Wealth Index	25	78	85

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2024 Home Value	1 mile	3 miles	5 miles
Total Owner Occupied Housing Units	287	14,709	44,493
<\$50,000	0.3%	3.2%	4.4%
\$50,000 - \$99,999	0.0%	0.9%	1.2%
\$100,000 - \$149,999	0.0%	1.3%	1.3%
\$150,000 - \$199,999	0.7%	2.4%	2.4%
\$200,000 - \$249,999	1.4%	5.0%	5.0%
\$250,000 - \$299,999	3.8%	8.2%	6.7%
\$300,000 - \$399,999	16.0%	29.9%	31.3%
\$400,000 - \$499,999	21.9%	21.1%	21.7%
\$500,000 - \$749,999	52.3%	24.2%	20.2%
\$750,000 - \$999,999	2.4%	1.6%	3.4%
\$1,000,000 - \$1,499,999	0.0%	1.4%	1.6%
\$1,500,000 - \$1,999,999	1.1%	0.4%	0.4%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$536,150	\$438,523	\$436,631

2024 Population by Sex			
Males	8,564	50,241	118,310
Females	10,760	53,514	121,784

Median Age			
2010	21.2	24.4	28.4
2024	19.9	24.6	30.5
2029	19.9	24.9	32.2

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2024 Population by Age	1 mile	3 miles	5 miles
Total	19,323	103,755	240,092
0 - 4	1.6%	3.6%	4.4%
5 - 9	1.0%	3.6%	4.6%
10 - 14	0.7%	3.5%	4.9%
15 - 24	80.7%	41.1%	26.1%
25 - 34	8.3%	15.1%	16.5%
35 - 44	2.1%	8.7%	11.6%
45 - 54	1.7%	7.4%	10.2%
55 - 64	1.5%	7.5%	9.7%
65 - 74	1.1%	5.6%	7.1%
75 - 84	0.8%	2.9%	3.6%
85 +	0.7%	0.9%	1.3%
18 +	95.5%	86.8%	83.0%

2024 Pop 25+ by Educational Attainment			
Total	3,091	50,007	144,113
Less than 9th Grade	2.0%	2.9%	2.7%
9th - 12th Grade, No Diploma	9.4%	3.6%	3.9%
High School Graduate	15.6%	18.2%	19.1%
GED/Alternative Credential	3.9%	3.6%	3.0%
Some College, No Degree	12.2%	16.3%	15.3%
Associate Degree	13.0%	13.9%	12.9%
Bachelor's Degree	26.4%	27.6%	27.9%
Graduate/Professional Degree	17.5%	14.0%	15.2%

2024 Population 15+ by Marital Status			
Total	18,687	92,694	206,848
Never Married	89.0%	60.4%	48.1%
Married	6.6%	30.1%	40.1%
Widowed	2.1%	2.8%	3.7%
Divorced	2.4%	6.8%	8.1%

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2020 Population by Race/Ethnicity	1 mile	3 miles	5 miles
Total	18,338	100,604	233,720
White Alone	62.8%	57.1%	53.8%
Black Alone	11.0%	10.0%	10.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	7.7%	7.1%	6.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.7%	9.0%	10.6%
Two or More Races	6.7%	9.0%	10.6%
Hispanic Origin	20.2%	29.1%	33.6%
Diversity Index	70.9	77.9	80.7

2024 Population by Race/Ethnicity			
Total	19,323	103,754	240,094
White Alone	60.9%	54.9%	51.7%
Black Alone	11.5%	10.5%	10.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	8.1%	7.5%	7.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.0%	9.4%	11.0%
Two or More Races	12.2%	17.2%	19.4%
Hispanic Origin	21.4%	30.6%	35.3%
Diversity Index	72.8	79.5	81.9

2024 Employed Pop 16+ by Occupation			
Total	5,151	51,222	132,735
White Collar	66.3%	67.6%	67.6%
Management/Business/Financial	12.6%	16.2%	17.9%
Professional	33.7%	30.5%	28.4%
Sales	11.1%	9.3%	9.5%
Administrative Support	8.9%	11.7%	11.7%
Services	18.8%	18.8%	17.5%

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2024 Employed Pop 16+ by Occupation	1 mile	3 miles	5 miles
Total	5,151	51,222	132,735
Blue Collar	15.0%	13.6%	14.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.0%	3.2%	3.6%
Installation/Maintenance/Repair	1.3%	1.9%	2.1%
Production	2.2%	2.6%	3.1%
Transportation/Material Moving	8.4%	5.9%	6.1%

2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,151	51,222	132,735
Population 16+ Employed	95.8%	96.8%	96.7%
Population 16+ Unemployment rate	4.2%	3.2%	3.3%
Population 16-24 Employed	56.9%	27.2%	19.1%
Population 16-24 Unemployment rate	5.6%	4.8%	6.0%
Population 25-54 Employed	33.9%	54.3%	59.8%
Population 25-54 Unemployment rate	2.2%	2.9%	2.7%
Population 55-64 Employed	4%	11%	13%
Population 55-64 Unemployment rate	0.5%	1.1%	2.6%
Population 65+ Employed	1%	4%	5%
Population 65+ Unemployment rate	2.9%	1.3%	1.5%

2024 Employed Population 16+ by Industry			
Total	4,934	49,599	128,366
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	2.6%	4.3%	5.2%
Manufacturing	2.5%	5.3%	5.4%
Wholesale Trade	2.3%	1.5%	1.6%
Retail Trade	16.1%	12.3%	11.7%
Transportation/Utilities	7.3%	6.4%	5.7%
Information	1%	2%	2%
Finance/Insurance/Real Estate	4.7%	5.8%	7.0%
Services	61.4%	59.4%	57.2%
Public Administration	2.1%	3.4%	4.2%

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2024 Consumer Spending	1 mile	3 miles	5 miles
Apparel & Services: Total \$	\$3,931,258	\$68,216,824	\$185,895,776
Average Spent	\$1,063.36	\$2,139.53	\$2,276.80
Spending Potential Index	45	90	96
Education: Total \$	\$3,622,956	\$51,807,713	\$132,421,305
Average Spent	\$979.97	\$1,624.88	\$1,621.86
Spending Potential Index	57	94	94
Entertainment/Recreation: Total \$	\$5,646,490	\$108,942,846	\$302,197,476
Average Spent	\$1,527.32	\$3,416.85	\$3,701.22
Spending Potential Index	37	84	90
Food at Home: Total \$	\$11,111,129	\$200,059,513	\$549,800,054
Average Spent	\$3,005.44	\$6,274.61	\$6,733.78
Spending Potential Index	41	86	92
Food Away from Home: Total \$	\$6,476,987	\$112,380,165	\$306,755,622
Average Spent	\$1,751.96	\$3,524.66	\$3,757.05
Spending Potential Index	45	91	97
Health Care: Total \$	\$9,479,853	\$196,344,145	\$551,903,748
Average Spent	\$2,564.20	\$6,158.08	\$6,759.55
Spending Potential Index	33	80	88
HH Furnishings & Equipment: Total \$	\$4,665,954	\$86,497,195	\$238,604,587
Average Spent	\$1,262.09	\$2,712.87	\$2,922.36
Spending Potential Index	40	86	92
Personal Care Products & Services: Total \$	\$1,586,772	\$28,076,255	\$76,721,065
Average Spent	\$429.21	\$880.58	\$939.66
Spending Potential Index	43	88	94
Shelter: Total \$	\$41,557,712	\$739,488,034	\$2,022,844,326
Average Spent	\$11,240.93	\$23,193.08	\$24,775.19
Spending Potential Index	42	87	93
Support Payments/Gifts in Kind: Total \$	\$3,785,353	\$88,094,185	\$252,033,529
Average Spent	\$1,023.90	\$2,762.96	\$3,086.83
Spending Potential Index	29	79	88

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2024 Consumer Spending	1 mile	3 miles	5 miles
Travel: Total \$	\$4,061,492	\$79,867,352	\$222,285,127
Average Spent	\$1,098.59	\$2,504.94	\$2,722.48
Spending Potential Index	36	83	90
Vehicle Maintenance & Repairs: Total \$	\$2,332,183	\$41,550,543	\$113,810,479
Average Spent	\$630.83	\$1,303.18	\$1,393.92
Spending Potential Index	43	88	94

Top Tapestry Segment		
1 mile	3 miles	5 miles
College Towns: About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules but make time between studying and part-time jobs for socializing and sports...	College Towns: About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules but make time between studying and part-time jobs for socializing and sports...	Up and Coming Families: Up and Coming Families is a market in transition-residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals...
Learn more about this segment...	Learn more about this segment...	Learn more about this segment...

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 the total population.

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.

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.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.