

FOR

DEMOGRAPHICS

0 US HIGHWAY 17-92 N HAINES CITY

Prepared by
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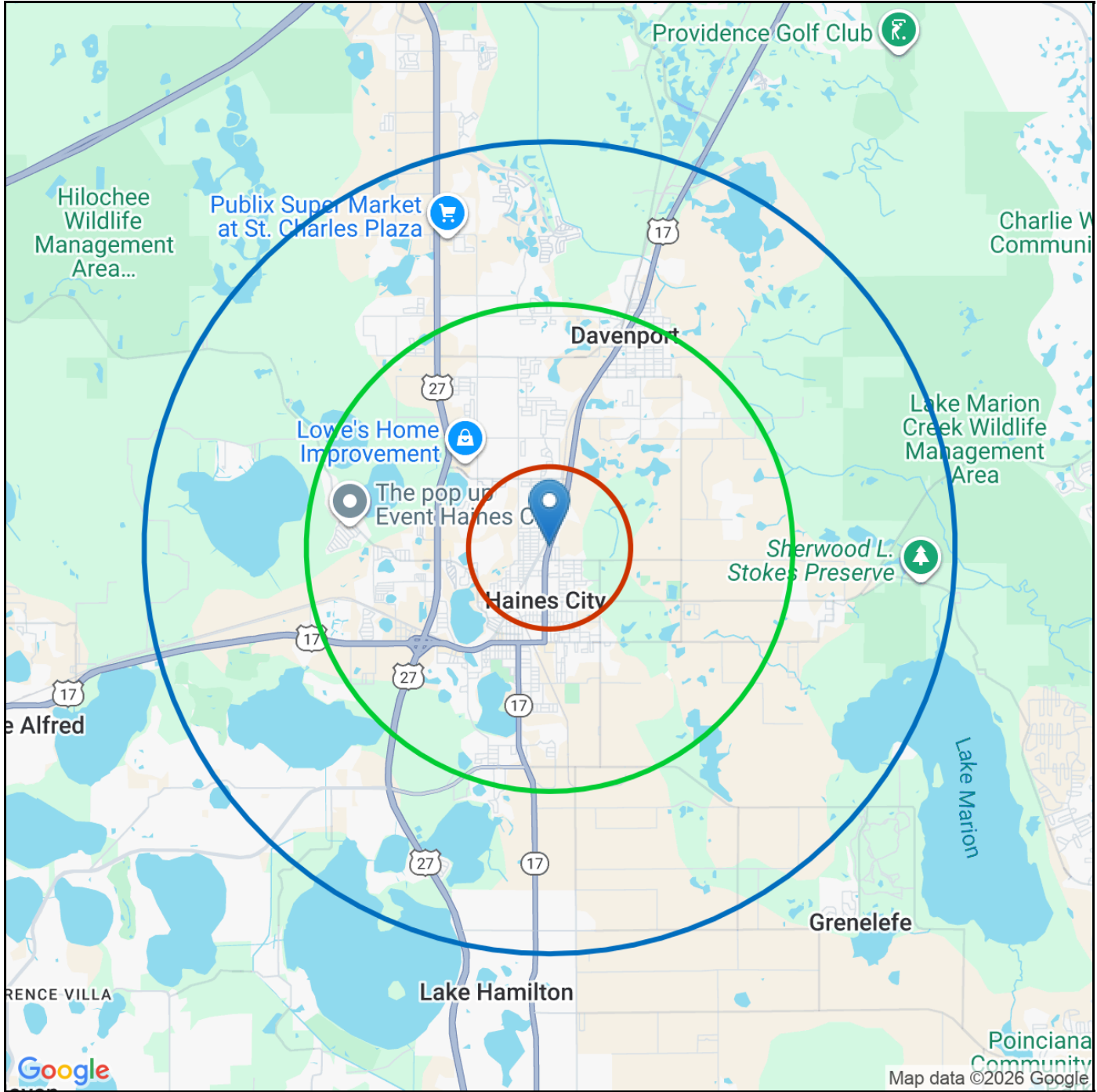
TABLE OF CONTENTS

LOCATION/STUDY AREA MAP	3
INFOGRAPHIC: KEY FACTS	4
INFOGRAPHIC: POPULATION TRENDS	7
INFOGRAPHIC: LIFESTYLE AND TAPESTRY SEGMENTATION	10



Demographic Analysis

Location/Study Area Map (Rings: 1, 3, 5 mile radius)

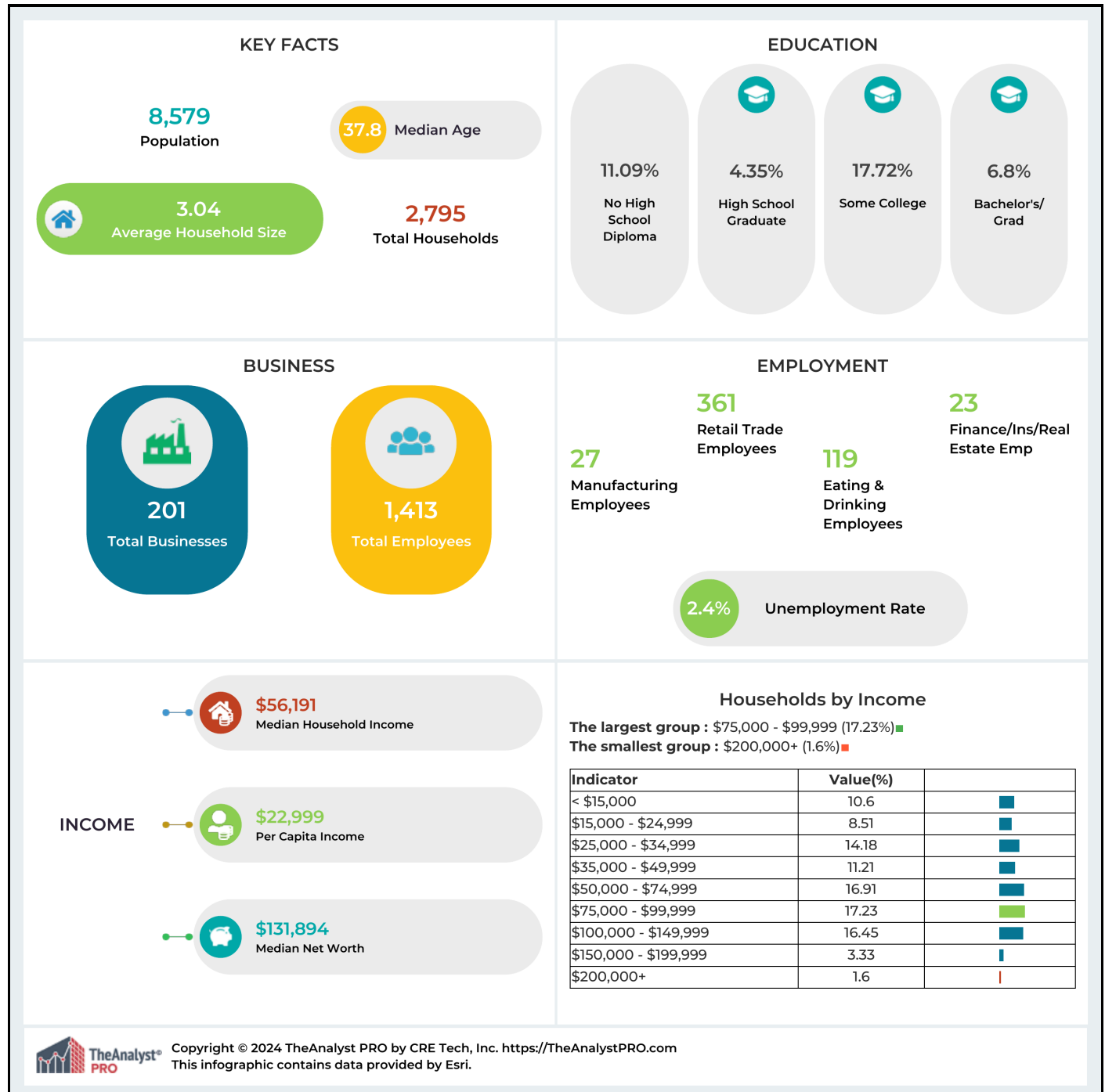


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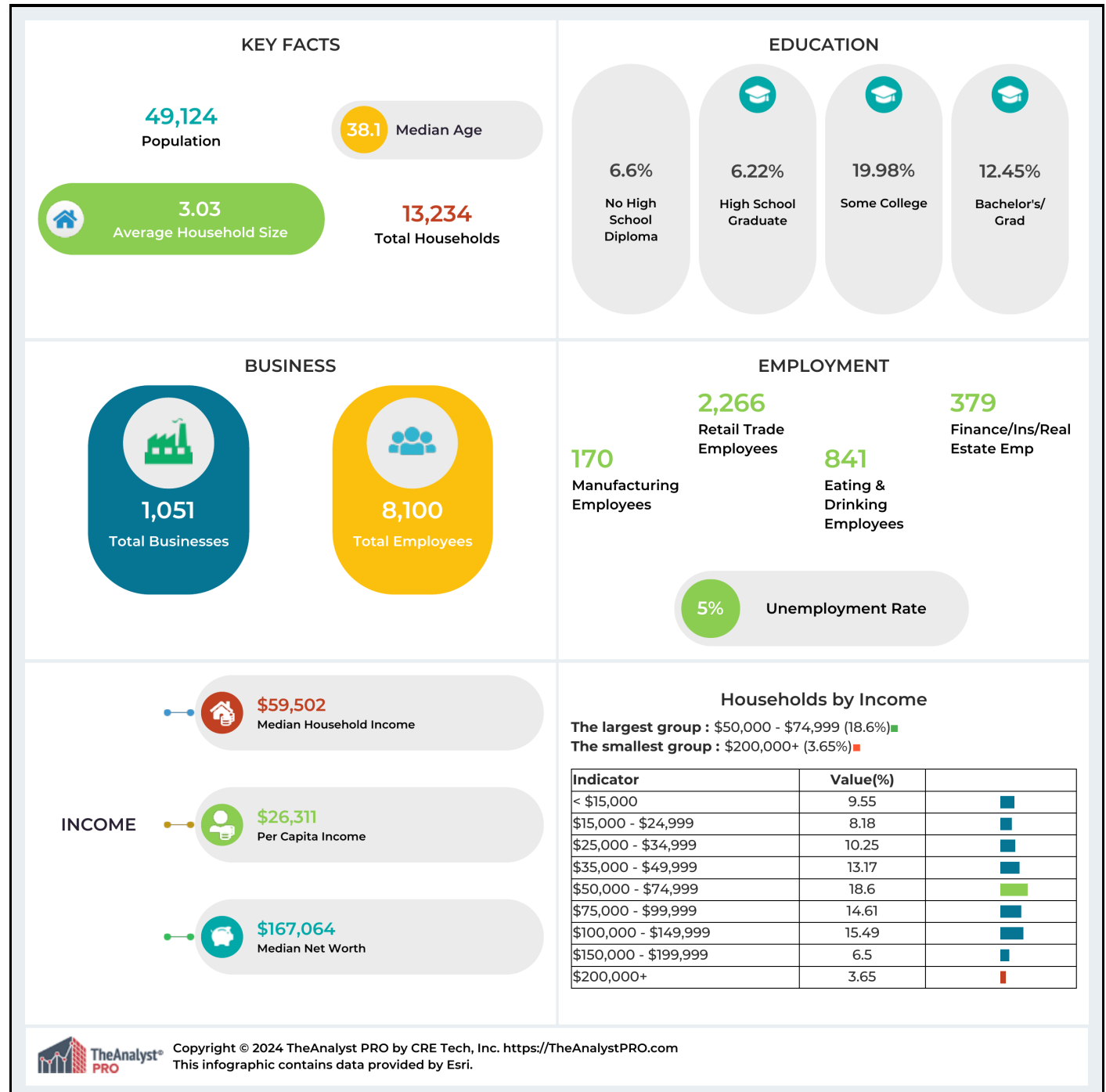
Infographic: Key Facts (Ring: 1 mile radius)



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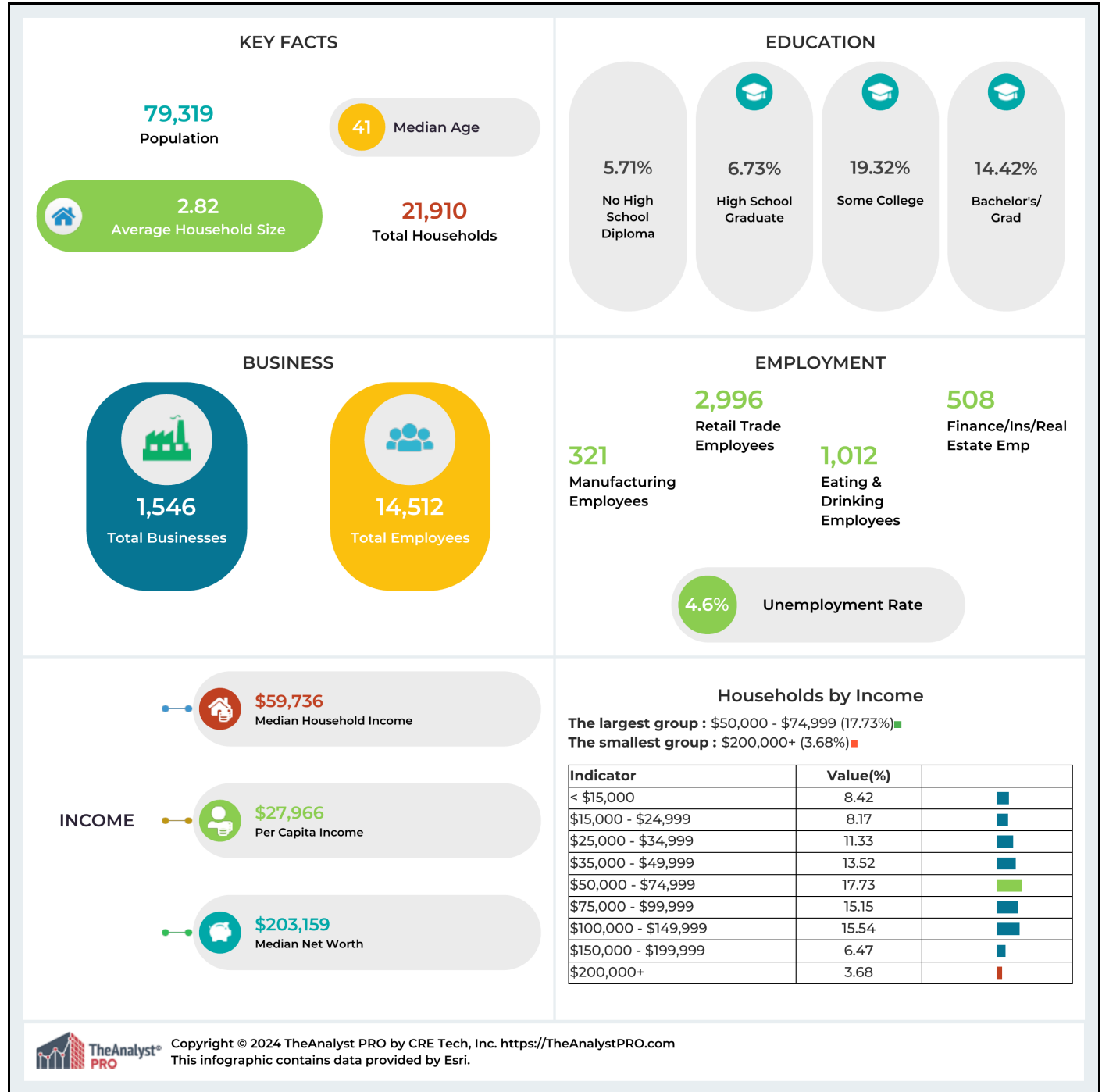
Infographic: Key Facts (Ring: 3 mile radius)



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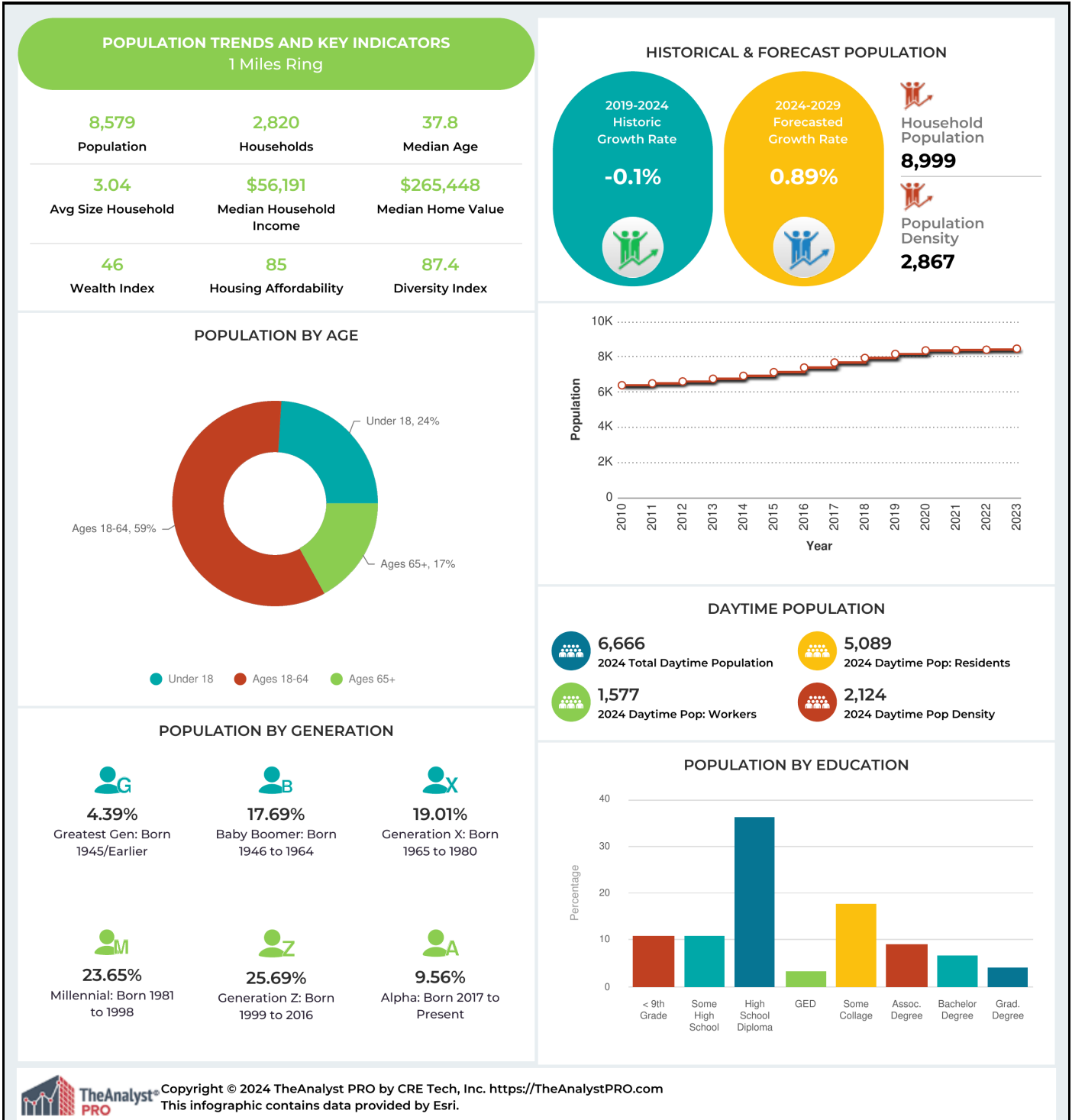
Infographic: Key Facts (Ring: 5 mile radius)



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Demographic Analysis

Infographic: Population Trends (Ring: 1 mile radius)



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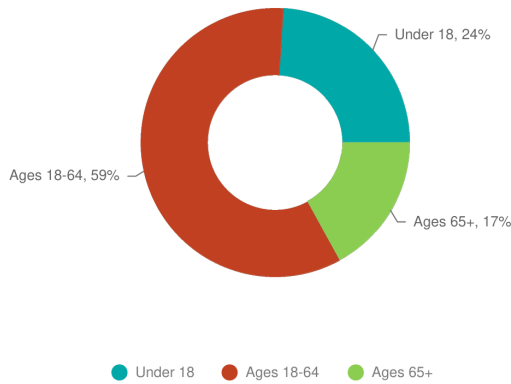
Demographic Analysis

Infographic: Population Trends (Ring: 3 mile radius)

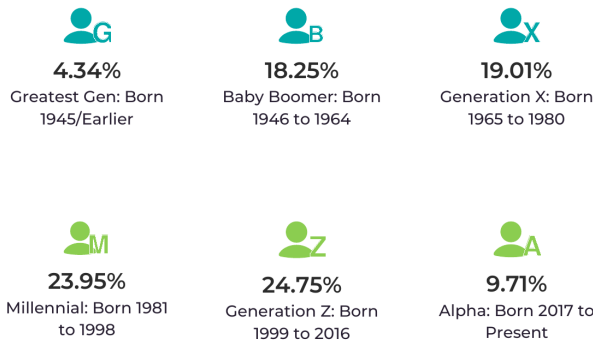
POPULATION TRENDS AND KEY INDICATORS
3 Miles Ring

49,124 Population	16,170 Households	38.1 Median Age
3.03 Avg Size Household	\$59,502 Median Household Income	\$310,713 Median Home Value
57 Wealth Index	77 Housing Affordability	86.7 Diversity Index

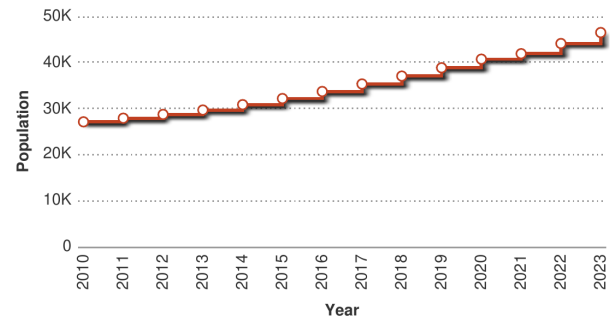
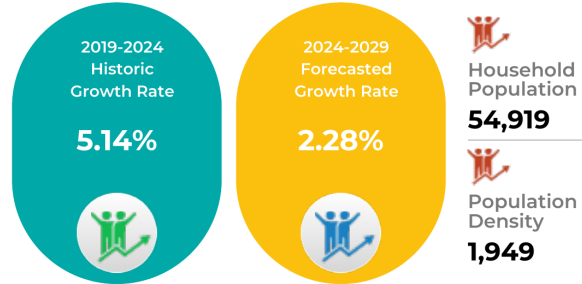
POPULATION BY AGE



POPULATION BY GENERATION



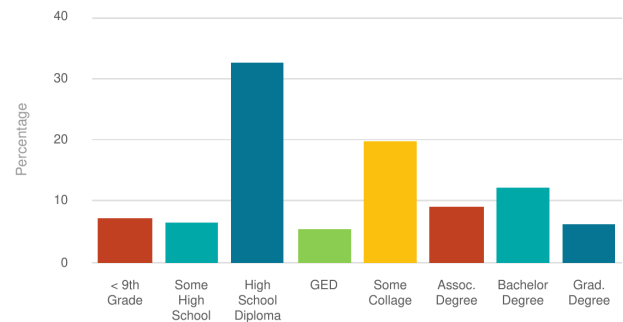
HISTORICAL & FORECAST POPULATION



DAYTIME POPULATION



POPULATION BY EDUCATION



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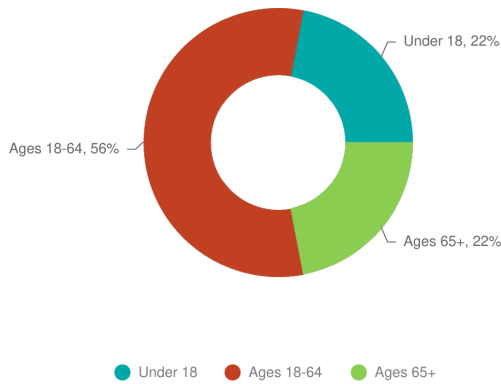
Demographic Analysis

Infographic: Population Trends (Ring: 5 mile radius)

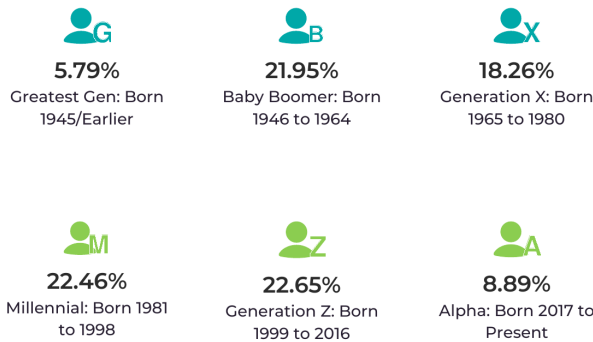
POPULATION TRENDS AND KEY INDICATORS
5 Miles Ring

79,319 Population	28,016 Households	41 Median Age
2.82 Avg Size Household	\$59,736 Median Household Income	\$300,434 Median Home Value
64 Wealth Index	79 Housing Affordability	85.6 Diversity Index

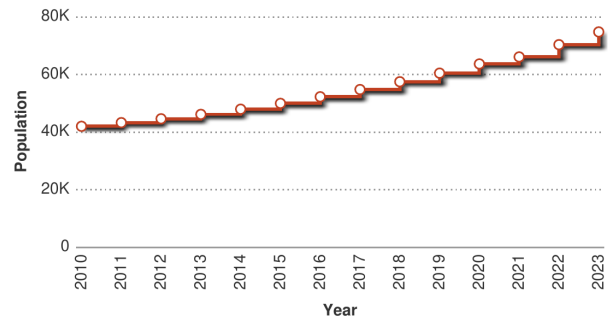
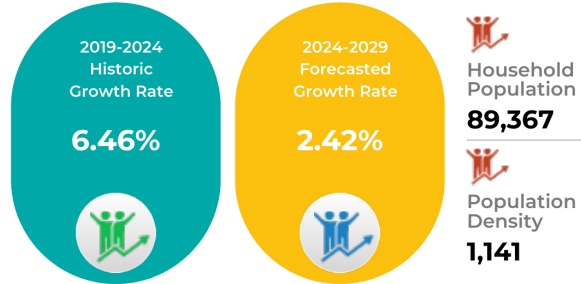
POPULATION BY AGE



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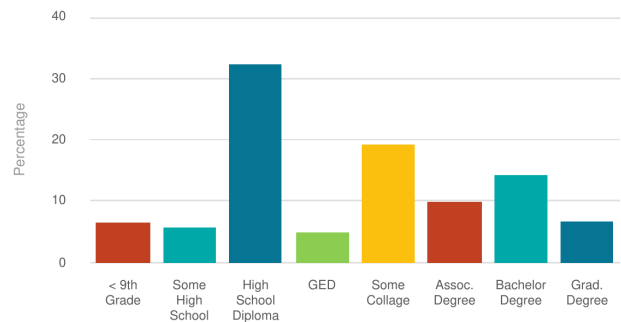
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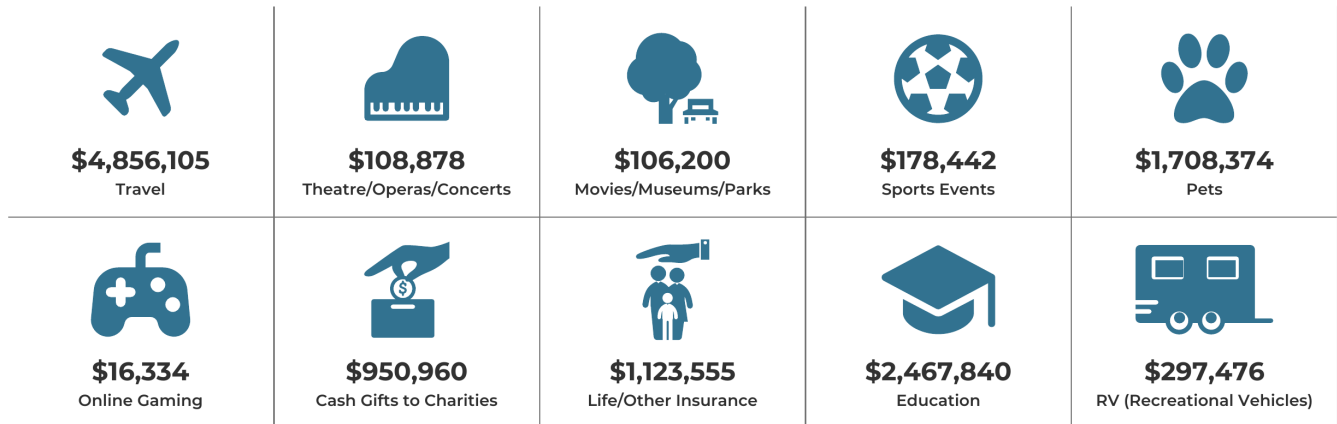
Infographic: Lifestyle / Tapestry (Ring: 1 mile radius)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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PAGE 10

Demographic Analysis

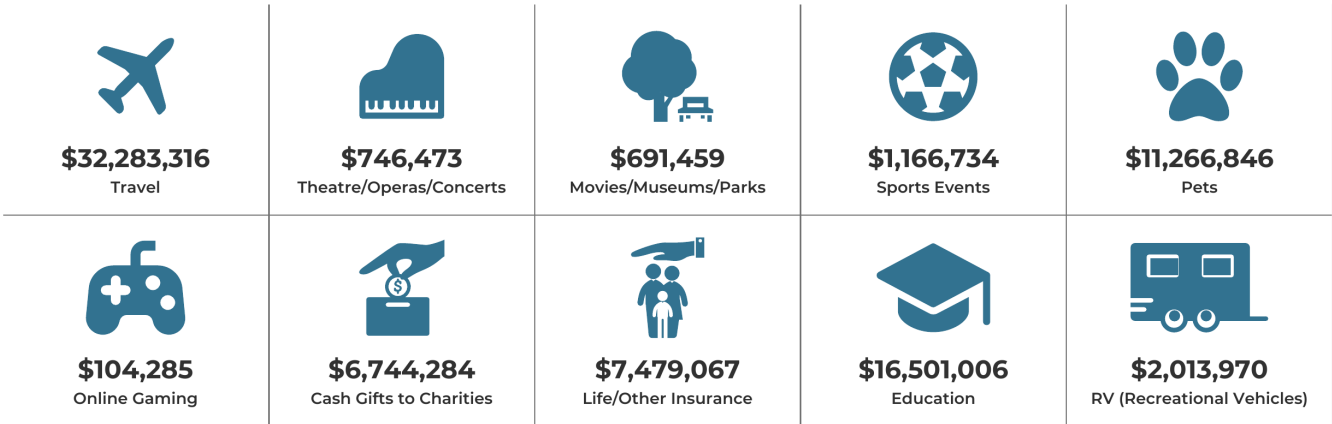
Infographic: Lifestyle / Tapestry (Ring: 3 mile radius)

Lifestyle and Tapestry Segmentation Infographic

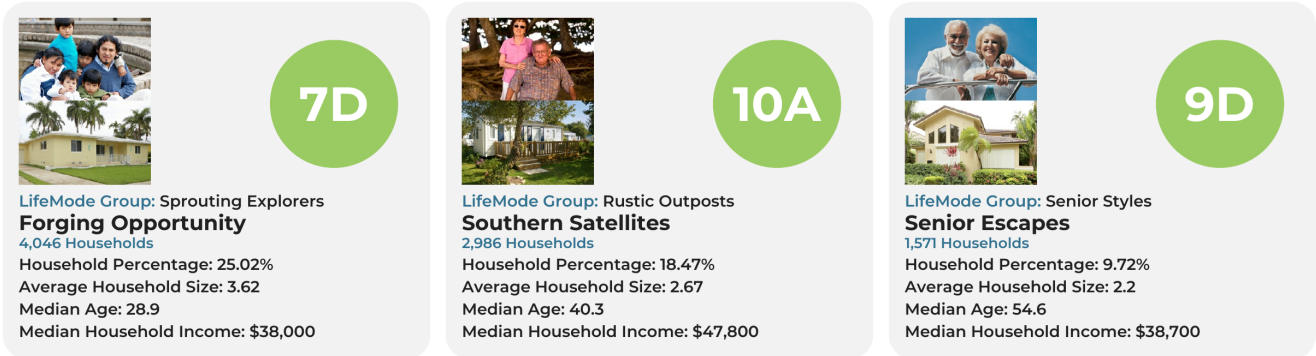
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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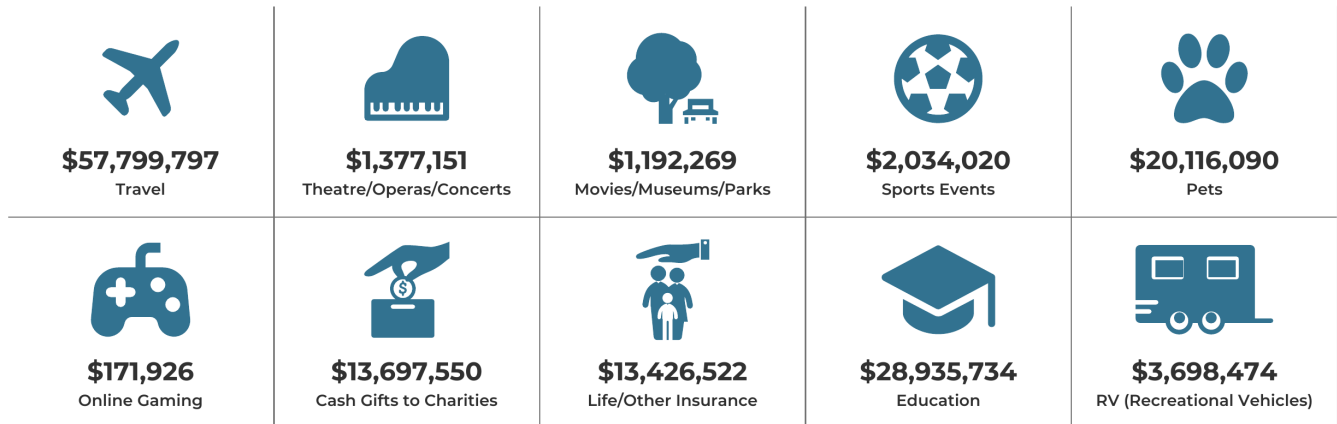
Infographic: Lifestyle / Tapestry (Ring: 5 mile radius)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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PAGE 12

Demographic Analysis

Infographic: Lifestyle / Tapestry

Esri Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)
Segment 8B (Emerald City)	Segment 15 (Unclassified)

