Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$57,885	**36.4**	**39,580**	**American Dreamers**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Ethnic Enclaves
Established diversity--young, Hispanic homeowners with families

Urbanization

Where do people like this usually live?

Urban Periphery
City life for starting families with single-family homes

Top Tapestry Segments

	American Dreamers	Soccer Moms	Boomburbs	Home Improvement	Professional Pride
% of Households	3,849 (29.3%)	2,484 (18.9%)	1,717 (13.1%)	1,291 (9.8%)	1,124 (8.5%)
% of Orange County	62,118 (14.0%)	11,242 (2.5%)	12,940 (2.9%)	19,095 (4.3%)	8,373 (1.9%)
Lifestyle Group	Ethnic Enclaves	Family Landscapes	Affluent Estates	Family Landscapes	Affluent Estates
Urbanization Group	Urban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.16	2.96	3.22	2.86	3.11
Median Age	31.8	36.6	33.6	37	40.5
Diversity Index	83.3	48.3	60.9	63.4	41.2
Median Household Income	$48,000	$84,000	$105,000	$67,000	$127,000
Median Net Worth	$53,000	$252,000	$304,000	$162,000	$540,000
Median Home Value	$130,000	$226,000	$293,000	$174,000	$387,000
Homeownership	65 %	85.5 %	84.5 %	80.3 %	92 %
Employment	Services or Administration	Professional or Management	Professional or Management	Professional or Services	Professional or Management
Education	High School Graduate	College Degree	College Degree	College Degree	College Degree
Preferred Activities	Own feature-rich cell phones. Pay bills, socialize online.	Go jogging, biking, target shooting. Visit theme parks, zoos.	Hold gym membership; own home equipment. Prioritize physical fitness.	Eat at Chili's, Chick-fil-A, Panera Bread. Shop warehouse/club, home improvement stores.	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.
Financial	Spend money carefully; buy necessities	Carry high level of debt	Have home mortgage	Invest conservatively	Hold 401(k) and IRA plans/securities
Media	Listen to urban or Hispanic radio	Shop, bank online	Own, use latest devices	Watch DIY Network	Read epicurean, sports, home service magazines
Vehicle	One or two vehicles	Own 2+ vehicles (minivans, SUVs)	Prefer SUVs, luxury cars, minivans	Own minivan, SUV	Own 2-3 vehicles

About this segment
American Dreamers

This is the
#1
dominant segment
for this area

In this area
29.3%
of households fall
into this segment

In the United States
1.5%
of households fall
into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing--farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers--more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Socioeconomic Traits

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

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 2014. Update Frequency: Annually.

About this segment
Soccer Moms

This is the	In this area	In the United States
#2	**18.9%**	**2.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is $226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets--anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

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 2014. Update Frequency: Annually.

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About this segment
Boomburbs

This is the	In this area	In the United States
#3	**13.1%**	**1.5%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Young professionals with families who have opted to trade up to the newest housing in the suburbs make up this growth market. Original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with the highest rate of mortgages, 78%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000.
- Median home value is $293,000.
- Lower housing vacancy rate at 5.3%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines.

Socioeconomic Traits

- Well-educated young professionals, 52% are college graduates.
- Unemployment is low at 5.2%; high labor force participation at 72%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints--too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are 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 2014. Update Frequency: Annually.

About this segment
Home Improvement

This is the	In this area	In the United States
#4	**9.8%**	**1.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

Our Neighborhood

- These are low-density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

Socioeconomic Traits

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4-7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and second mortgages on homes.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

Market Profile

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A and Panera Bread.
- Frequently buy children's clothes and toys.

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 2014. Update Frequency: Annually.

About this segment
Professional Pride

This is the	In this area	In the United States
#5	**8.5%**	**1.6%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

Professional Pride consumers are well-educated career professionals who have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of $1.5 million in net worth, and their annual household income runs at more than twice the U.S. average. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the U.S. median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, reflects the presence of children.

Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets and e-readers but also read hard copies of epicurean, home service and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones and laptops but actually use the features each has to offer.

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 2014. Update Frequency: Annually.

Ocoee, FL 34761: 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, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

34761	39,580
	43,927
Orange County	1,209,044
	1,323,596
Florida	19,383,475
	20,434,286

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, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

34761	2,152.1
	2,388.4
Orange County	1,338.3
	1,465.1
Florida	361.5
	381.1

Population Change Since 2000

This chart shows the percentage change in area's population from 2000 to 2014, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

34761	40.14%
	10.98%
Orange County	34.89%
	9.47%
Florida	21.28%
	5.42%

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, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

34761	3.00
	3.00
Orange County	2.64
	2.65
Florida	2.48
	2.49

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, 2014

Update Frequency: Annually

- 2014
- 2019 (Projected)

Area	2014	2019 (Projected)
34761	34,104	37,730
Orange County	915,647	1,000,375
Florida	14,917,976	15,683,086

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, 2014

Update Frequency: Annually

- Women 2014
- Men 2014
- Women 2019 (Projected)
- Men 2019 (Projected)

Area	Women	Men
34761 (2014)	50.6%	49.4%
34761 (2019)	50.7%	49.3%
Orange County (2014)	50.7%	49.3%
Orange County (2019)	50.6%	49.4%
Florida (2014)	51.1%	48.9%
Florida (2019)	51.0%	49.0%

8/15/2015

Ocoee, FL 34761: 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, 2014

Update Frequency: Annually

- 2014
- 2019 (Projected)

Geography	2014	2019 (Projected)
34761	36.4	36.6
Orange County	34.3	34.8
Florida	41.7	42.2

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, 2014

Update Frequency: Annually

- 2014
- 2019 (Projected)

Age Group	2014	2019 (Projected)
Children	13.6%	13.8%
Tweens	4.6%	4.5%
Teens	10.1%	9.7%
20s	13.3%	12.4%
30s	13.2%	14.7%
40s	15.1%	14.0%
50s	14.7%	13.7%
60s	8.9%	10.1%
70s	4.3%	5.0%
Over 80	2.1%	2.2%

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Ocoee, FL 34761: 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, 2014

Update Frequency: Annually

- ■ Married
- ■ Unmarried

	Married	Unmarried
34761	56.3%	43.7%
Orange County	47.1%	52.9%
Florida	50.3%	49.7%

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, 2014

Update Frequency: Annually

34761	56.3%
Orange County	47.1%
Florida	50.3%

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, 2014

Update Frequency: Annually

34761	29.9%
Orange County	37.4%
Florida	29.7%

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, 2014

Update Frequency: Annually

34761	4.0%
Orange County	4.6%
Florida	7.1%

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, 2014

Update Frequency: Annually

34761	9.8%
Orange County	11.0%
Florida	12.8%

Ocoee, FL 34761: 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, 2014

Update Frequency: Annually
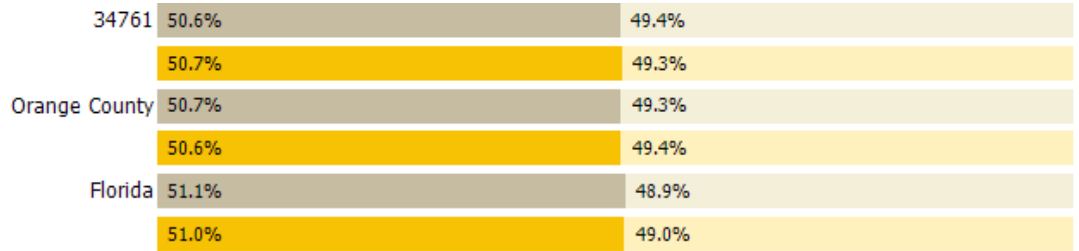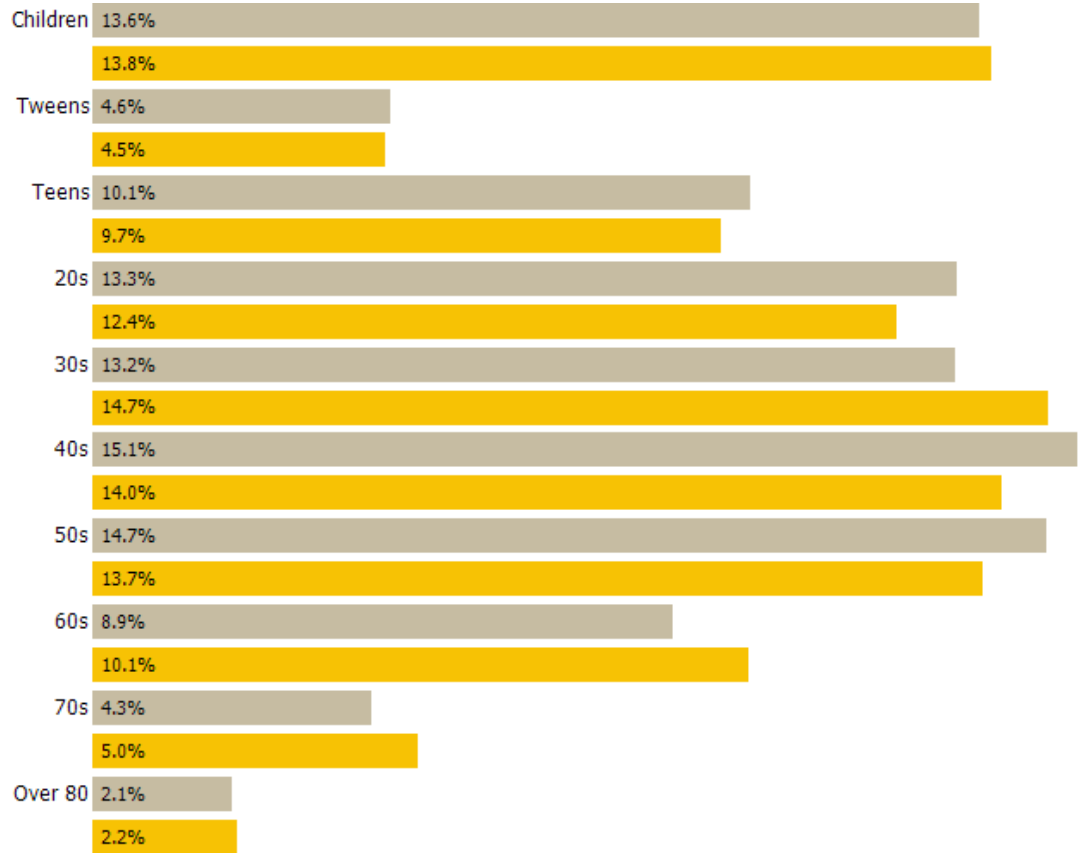
■ 2014
■ 2019 (Projected)

	2014	2019 (Projected)
34761	$79,724	$88,789
Orange County	$65,356	$74,109
Florida	$65,254	$74,287

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, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

	2014	2019 (Projected)
34761	$57,885	$65,304
Orange County	$46,507	$53,973
Florida	$45,645	$53,323

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, 2014

Update Frequency: Annually

■ 2014
■ 2019 (Projected)

	2014	2019 (Projected)
34761	$25,941	$28,823
Orange County	$24,298	$27,424
Florida	$25,916	$29,431

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, 2014

Update Frequency: Annually

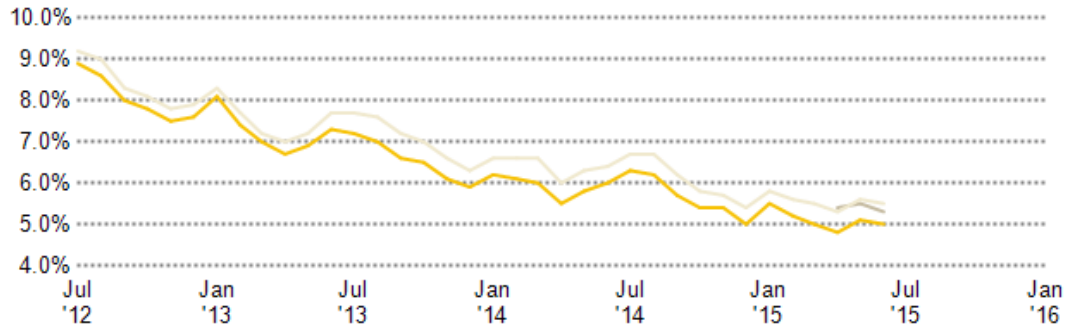|	
34761	$63,367
Orange County	$53,479
Florida	$53,339

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Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly
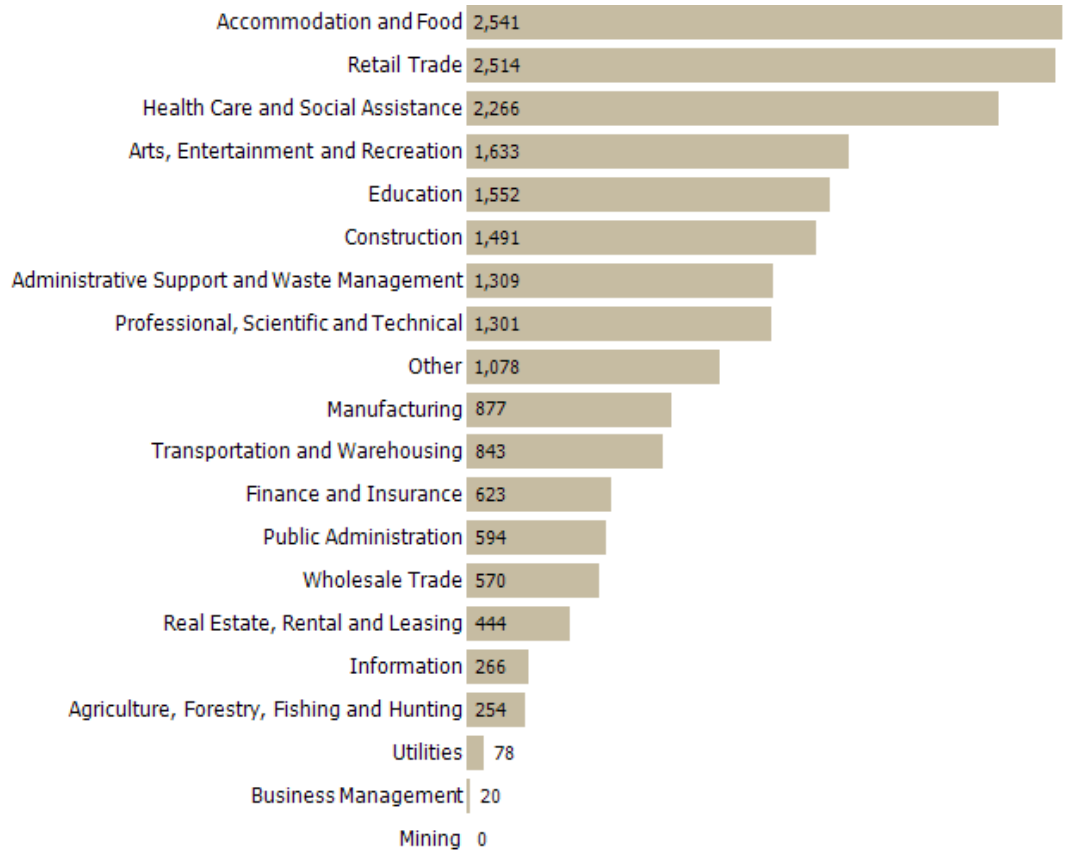
- Orange County
- Florida
- United States

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, 2014

Update Frequency: Annually

Industry	Count
Accommodation and Food	2,541
Retail Trade	2,514
Health Care and Social Assistance	2,266
Arts, Entertainment and Recreation	1,633
Education	1,552
Construction	1,491
Administrative Support and Waste Management	1,309
Professional, Scientific and Technical	1,301
Other	1,078
Manufacturing	877
Transportation and Warehousing	843
Finance and Insurance	623
Public Administration	594
Wholesale Trade	570
Real Estate, Rental and Leasing	444
Information	266
Agriculture, Forestry, Fishing and Hunting	254
Utilities	78
Business Management	20
Mining	0

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Ocoee, FL 34761: 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, 2014

Update Frequency: Annually

34761	7.5%
Orange County	5.0%
Florida	5.6%

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, 2014

Update Frequency: Annually

34761	4.1%
Orange County	3.7%
Florida	4.2%

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, 2014

Update Frequency: Annually

34761	23.9%
Orange County	23.2%
Florida	25.4%

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, 2014

Update Frequency: Annually

34761	21.6%
Orange County	20.1%
Florida	21.1%

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, 2014

Update Frequency: Annually

34761	8.5%
Orange County	10.1%
Florida	8.7%

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, 2014

Update Frequency: Annually

34761	17.3%
Orange County	20.2%
Florida	17.0%

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, 2014

Update Frequency: Annually

34761	9.1%
Orange County	10.0%
Florida	9.5%

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Ocoee, FL 34761: 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

34761	$183,810
Orange County	$175,910
Florida	$166,540

12-Month 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

34761	+4.8%
Orange County	+7.2%
Florida	+8.1%

Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

34761	$229,900
Orange County	$224,900
Florida	$199,000

12-Month 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: On- and off-market listings sources

Update Frequency: Monthly

34761	+23.1%
Orange County	+19.0%
Florida	+11.2%

Best Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2014
Update Frequency: Annually