



# Market Profile

4200-4498 Allen Rd, Fruitland Park, Florida, 34731  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 28.88172  
Longitude: -81.87839

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,924	31,145	102,402
2010 Total Population	14,002	38,024	156,160
2018 Total Population	16,097	44,282	203,171
2018 Group Quarters	29	282	918
2023 Total Population	17,612	49,268	236,773
2018-2023 Annual Rate	1.82%	2.16%	3.11%
2018 Total Daytime Population	12,066	46,103	207,458
Workers	2,930	18,780	59,119
Residents	9,136	27,323	148,339
<b>Household Summary</b>			
2000 Households	5,059	13,202	47,521
2000 Average Household Size	2.36	2.34	2.13
2010 Households	5,899	16,506	76,202
2010 Average Household Size	2.37	2.28	2.04
2018 Households	6,698	19,073	98,103
2018 Average Household Size	2.40	2.31	2.06
2023 Households	7,282	21,165	114,181
2023 Average Household Size	2.41	2.31	2.07
2018-2023 Annual Rate	1.69%	2.10%	3.08%
2010 Families	3,983	10,833	51,143
2010 Average Family Size	2.81	2.74	2.41
2018 Families	4,471	12,382	65,598
2018 Average Family Size	2.84	2.76	2.43
2023 Families	4,837	13,692	76,294
2023 Average Family Size	2.85	2.77	2.43
2018-2023 Annual Rate	1.59%	2.03%	3.07%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,006	15,453	55,779
Owner Occupied Housing Units	72.1%	66.4%	73.2%
Renter Occupied Housing Units	12.1%	19.1%	12.0%
Vacant Housing Units	15.8%	14.6%	14.8%
2010 Housing Units	7,034	20,386	94,026
Owner Occupied Housing Units	63.9%	58.5%	69.0%
Renter Occupied Housing Units	20.0%	22.5%	12.0%
Vacant Housing Units	16.1%	19.0%	19.0%
2018 Housing Units	7,961	23,533	122,044
Owner Occupied Housing Units	63.2%	58.1%	69.4%
Renter Occupied Housing Units	20.9%	22.9%	11.0%
Vacant Housing Units	15.9%	19.0%	19.6%
2023 Housing Units	8,636	26,035	141,192
Owner Occupied Housing Units	65.2%	60.2%	70.5%
Renter Occupied Housing Units	19.1%	21.1%	10.4%
Vacant Housing Units	15.7%	18.7%	19.1%
<b>Median Household Income</b>			
2018	\$45,156	\$44,913	\$49,014
2023	\$52,818	\$52,304	\$55,531
<b>Median Home Value</b>			
2018	\$149,674	\$164,922	\$212,563
2023	\$186,671	\$206,639	\$248,414
<b>Per Capita Income</b>			
2018	\$26,007	\$27,843	\$32,049
2023	\$31,356	\$33,400	\$38,151
<b>Median Age</b>			
2010	46.2	49.3	63.2
2018	48.4	52.7	63.5
2023	49.5	55.1	64.6

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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<b>2018 Households by Income</b>			
Household Income Base	6,698	19,073	98,103
<\$15,000	11.2%	10.6%	9.4%
\$15,000 - \$24,999	14.3%	13.9%	12.1%
\$25,000 - \$34,999	10.6%	12.1%	12.4%
\$35,000 - \$49,999	18.7%	18.2%	16.9%
\$50,000 - \$74,999	19.3%	19.1%	21.9%
\$75,000 - \$99,999	12.0%	11.5%	11.5%
\$100,000 - \$149,999	8.7%	8.5%	9.6%
\$150,000 - \$199,999	2.6%	3.1%	3.1%
\$200,000+	2.8%	2.9%	3.1%
Average Household Income	\$62,184	\$63,221	\$66,085
<b>2023 Households by Income</b>			
Household Income Base	7,282	21,165	114,181
<\$15,000	8.5%	8.3%	7.4%
\$15,000 - \$24,999	11.6%	11.2%	9.7%
\$25,000 - \$34,999	9.2%	10.6%	10.4%
\$35,000 - \$49,999	17.4%	17.2%	15.4%
\$50,000 - \$74,999	19.8%	19.8%	22.9%
\$75,000 - \$99,999	14.4%	13.5%	13.8%
\$100,000 - \$149,999	11.8%	11.4%	12.2%
\$150,000 - \$199,999	3.3%	4.0%	4.0%
\$200,000+	4.0%	4.1%	4.3%
Average Household Income	\$75,459	\$76,088	\$78,900
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	5,032	13,673	84,667
<\$50,000	19.2%	18.9%	9.5%
\$50,000 - \$99,999	15.6%	15.6%	8.9%
\$100,000 - \$149,999	15.2%	11.6%	10.3%
\$150,000 - \$199,999	13.0%	13.2%	17.3%
\$200,000 - \$249,999	12.0%	12.4%	16.0%
\$250,000 - \$299,999	7.5%	9.6%	14.8%
\$300,000 - \$399,999	11.3%	9.7%	12.3%
\$400,000 - \$499,999	3.0%	3.5%	5.7%
\$500,000 - \$749,999	1.8%	3.5%	3.2%
\$750,000 - \$999,999	0.1%	0.5%	0.9%
\$1,000,000 - \$1,499,999	1.1%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.1%	0.4%	0.2%
Average Home Value	\$186,675	\$208,339	\$242,174
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	5,634	15,682	99,483
<\$50,000	13.0%	13.5%	6.2%
\$50,000 - \$99,999	12.6%	13.0%	6.1%
\$100,000 - \$149,999	14.6%	9.8%	7.9%
\$150,000 - \$199,999	13.4%	12.0%	14.2%
\$200,000 - \$249,999	12.5%	12.7%	16.1%
\$250,000 - \$299,999	9.4%	11.7%	16.9%
\$300,000 - \$399,999	15.6%	14.0%	16.2%
\$400,000 - \$499,999	4.2%	5.0%	8.3%
\$500,000 - \$749,999	2.4%	4.7%	4.9%
\$750,000 - \$999,999	0.2%	0.9%	1.5%
\$1,000,000 - \$1,499,999	1.8%	1.5%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.2%	1.1%	0.3%
Average Home Value	\$227,219	\$261,728	\$286,950

**Data Note:** 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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

March 07, 2019



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<b>2010 Population by Age</b>			
Total	14,005	38,023	156,158
0 - 4	5.9%	5.8%	3.3%
5 - 9	5.8%	5.2%	3.1%
10 - 14	5.6%	5.0%	3.1%
15 - 24	10.2%	10.0%	5.9%
25 - 34	10.0%	9.4%	5.7%
35 - 44	10.8%	9.6%	6.4%
45 - 54	13.4%	12.0%	8.7%
55 - 64	13.7%	14.3%	17.9%
65 - 74	13.5%	16.2%	27.1%
75 - 84	8.6%	9.7%	14.9%
85 +	2.4%	2.7%	4.0%
18 +	79.2%	80.9%	88.5%
<b>2018 Population by Age</b>			
Total	16,095	44,281	203,170
0 - 4	5.4%	5.1%	3.4%
5 - 9	5.5%	5.0%	3.3%
10 - 14	5.5%	4.9%	3.3%
15 - 24	9.2%	8.6%	6.1%
25 - 34	10.8%	9.9%	6.8%
35 - 44	10.0%	8.9%	6.4%
45 - 54	11.7%	10.2%	7.5%
55 - 64	14.9%	14.8%	16.3%
65 - 74	15.1%	18.7%	28.0%
75 - 84	9.0%	10.5%	14.3%
85 +	2.9%	3.5%	4.6%
18 +	80.7%	82.3%	88.1%
<b>2023 Population by Age</b>			
Total	17,611	49,269	236,773
0 - 4	5.2%	4.9%	3.3%
5 - 9	5.3%	4.8%	3.3%
10 - 14	5.6%	4.9%	3.4%
15 - 24	9.0%	8.0%	5.8%
25 - 34	9.9%	9.0%	6.6%
35 - 44	10.7%	9.3%	6.6%
45 - 54	10.6%	9.1%	6.7%
55 - 64	14.3%	14.3%	15.2%
65 - 74	16.5%	20.4%	28.2%
75 - 84	10.0%	11.8%	16.3%
85 +	3.0%	3.6%	4.6%
18 +	80.8%	82.8%	88.2%
<b>2010 Population by Sex</b>			
Males	6,753	18,014	73,538
Females	7,249	20,010	82,622
<b>2018 Population by Sex</b>			
Males	7,781	21,102	96,968
Females	8,316	23,181	106,203
<b>2023 Population by Sex</b>			
Males	8,568	23,647	113,825
Females	9,043	25,621	122,948

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<b>2010 Population by Race/Ethnicity</b>			
Total	14,002	38,025	156,159
White Alone	86.6%	80.3%	89.2%
Black Alone	7.5%	14.0%	7.0%
American Indian Alone	0.5%	0.4%	0.2%
Asian Alone	1.6%	1.4%	1.1%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	1.8%	2.0%	1.2%
Two or More Races	1.9%	1.8%	1.2%
Hispanic Origin	5.7%	5.8%	4.3%
Diversity Index	32.6	40.7	26.5
<b>2018 Population by Race/Ethnicity</b>			
Total	16,097	44,282	203,172
White Alone	84.0%	78.6%	86.2%
Black Alone	8.7%	14.5%	8.7%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	1.9%	1.6%	1.5%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	2.3%	2.5%	1.6%
Two or More Races	2.3%	2.2%	1.6%
Hispanic Origin	7.5%	7.4%	6.2%
Diversity Index	38.6	44.9	33.6
<b>2023 Population by Race/Ethnicity</b>			
Total	17,613	49,268	236,773
White Alone	81.6%	76.7%	84.9%
Black Alone	9.6%	15.2%	9.2%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	2.2%	1.9%	1.7%
Pacific Islander Alone	0.3%	0.2%	0.1%
Some Other Race Alone	2.9%	3.0%	1.9%
Two or More Races	2.8%	2.6%	1.9%
Hispanic Origin	9.2%	9.0%	7.4%
Diversity Index	43.7	48.8	37.0
<b>2010 Population by Relationship and Household Type</b>			
Total	14,002	38,023	156,160
In Households	99.8%	99.2%	99.4%
In Family Households	82.8%	80.8%	80.5%
Householder	28.6%	28.8%	32.7%
Spouse	21.7%	21.6%	28.2%
Child	26.0%	24.3%	15.5%
Other relative	3.6%	3.4%	2.5%
Nonrelative	3.0%	2.7%	1.6%
In Nonfamily Households	17.0%	18.4%	18.9%
In Group Quarters	0.2%	0.8%	0.6%
Institutionalized Population	0.0%	0.3%	0.5%
Noninstitutionalized Population	0.2%	0.5%	0.2%

**Data Note:** 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.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	11,978	33,831	170,433
Less than 9th Grade	2.7%	2.3%	2.1%
9th - 12th Grade, No Diploma	12.1%	10.0%	6.1%
High School Graduate	32.5%	32.7%	27.8%
GED/Alternative Credential	5.4%	5.0%	4.5%
Some College, No Degree	20.1%	20.0%	21.9%
Associate Degree	9.5%	9.2%	8.7%
Bachelor's Degree	11.0%	13.1%	16.9%
Graduate/Professional Degree	6.6%	7.6%	12.0%
<b>2018 Population 15+ by Marital Status</b>			
Total	13,460	37,619	182,748
Never Married	22.8%	22.7%	14.6%
Married	53.2%	54.9%	63.4%
Widowed	10.2%	9.4%	10.7%
Divorced	13.8%	13.1%	11.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.1%	94.7%	95.0%
Civilian Unemployed (Unemployment Rate)	3.9%	5.3%	5.0%
<b>2018 Employed Population 16+ by Industry</b>			
Total	7,081	17,256	55,830
Agriculture/Mining	0.4%	0.9%	0.8%
Construction	10.3%	9.6%	8.6%
Manufacturing	4.6%	5.1%	4.6%
Wholesale Trade	2.1%	1.8%	1.8%
Retail Trade	13.3%	14.3%	14.8%
Transportation/Utilities	5.6%	4.7%	3.9%
Information	1.6%	1.5%	1.8%
Finance/Insurance/Real Estate	4.0%	4.8%	6.8%
Services	54.3%	51.8%	52.2%
Public Administration	3.7%	5.4%	4.7%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	7,079	17,255	55,829
White Collar	51.2%	52.2%	55.2%
Management/Business/Financial	10.9%	10.9%	12.2%
Professional	15.4%	14.9%	15.1%
Sales	11.6%	12.2%	13.1%
Administrative Support	13.3%	14.3%	14.7%
Services	28.2%	27.2%	26.0%
Blue Collar	20.6%	20.6%	18.8%
Farming/Forestry/Fishing	0.6%	0.7%	0.4%
Construction/Extraction	6.3%	7.1%	5.9%
Installation/Maintenance/Repair	6.3%	4.9%	3.8%
Production	1.9%	2.0%	2.6%
Transportation/Material Moving	5.5%	6.0%	6.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,002	38,024	156,160
Population Inside Urbanized Area	80.2%	83.7%	89.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	19.8%	16.3%	10.6%

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<b>2010 Households by Type</b>			
Total	5,899	16,507	76,201
Households with 1 Person	26.5%	28.2%	27.9%
Households with 2+ People	73.5%	71.8%	72.1%
Family Households	67.5%	65.6%	67.1%
Husband-wife Families	51.3%	49.2%	57.7%
With Related Children	15.5%	12.2%	7.2%
Other Family (No Spouse Present)	16.2%	16.4%	9.4%
Other Family with Male Householder	4.6%	3.9%	2.4%
With Related Children	3.0%	2.5%	1.3%
Other Family with Female Householder	11.6%	12.5%	7.0%
With Related Children	7.5%	8.3%	4.0%
Nonfamily Households	6.0%	6.1%	5.0%
All Households with Children	26.5%	23.5%	12.8%
Multigenerational Households	3.2%	3.2%	1.8%
Unmarried Partner Households	7.6%	7.2%	5.2%
Male-female	7.0%	6.5%	4.5%
Same-sex	0.6%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	5,901	16,505	76,201
1 Person Household	26.5%	28.2%	27.9%
2 Person Household	42.0%	43.9%	55.4%
3 Person Household	13.5%	12.2%	8.0%
4 Person Household	10.2%	8.6%	4.8%
5 Person Household	5.1%	4.4%	2.4%
6 Person Household	1.6%	1.6%	0.9%
7 + Person Household	1.2%	1.0%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,899	16,506	76,202
Owner Occupied	76.2%	72.2%	85.2%
Owned with a Mortgage/Loan	41.8%	37.2%	40.5%
Owned Free and Clear	34.4%	35.0%	44.7%
Renter Occupied	23.8%	27.8%	14.8%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,034	20,386	94,026
Housing Units Inside Urbanized Area	80.3%	84.9%	90.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	19.7%	15.1%	9.5%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Senior Escapes (9D)	Senior Escapes (9D)	The Elders (9C)
<b>2.</b>	Traditional Living (12B)	The Elders (9C)	Senior Escapes (9D)
<b>3.</b>	Rural Resort Dwellers (6E)	Small Town Simplicity	Traditional Living (12B)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,486,709	\$30,315,977	\$158,835,842
Average Spent	\$1,565.65	\$1,589.47	\$1,619.07
Spending Potential Index	72	73	74
Education: Total \$	\$6,124,022	\$17,884,532	\$92,430,606
Average Spent	\$914.31	\$937.69	\$942.18
Spending Potential Index	63	65	65
Entertainment/Recreation: Total \$	\$16,936,757	\$48,512,028	\$258,908,069
Average Spent	\$2,528.63	\$2,543.49	\$2,639.15
Spending Potential Index	79	79	82
Food at Home: Total \$	\$26,530,903	\$76,032,056	\$400,059,079
Average Spent	\$3,961.02	\$3,986.37	\$4,077.95
Spending Potential Index	79	79	81
Food Away from Home: Total \$	\$17,423,092	\$50,472,731	\$269,457,093
Average Spent	\$2,601.24	\$2,646.29	\$2,746.68
Spending Potential Index	74	75	78
Health Care: Total \$	\$32,335,680	\$93,171,894	\$513,117,361
Average Spent	\$4,827.66	\$4,885.02	\$5,230.39
Spending Potential Index	84	85	91
HH Furnishings & Equipment: Total \$	\$10,736,294	\$30,969,683	\$168,013,541
Average Spent	\$1,602.91	\$1,623.74	\$1,712.62
Spending Potential Index	77	78	82
Personal Care Products & Services: Total \$	\$4,188,935	\$12,273,773	\$67,759,418
Average Spent	\$625.40	\$643.52	\$690.70
Spending Potential Index	76	78	83
Shelter: Total \$	\$80,582,061	\$238,934,698	\$1,300,367,704
Average Spent	\$12,030.76	\$12,527.38	\$13,255.13
Spending Potential Index	72	75	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,832,046	\$38,162,610	\$216,954,569
Average Spent	\$1,915.80	\$2,000.87	\$2,211.50
Spending Potential Index	77	80	89
Travel: Total \$	\$10,531,116	\$30,799,763	\$172,225,205
Average Spent	\$1,572.28	\$1,614.84	\$1,755.55
Spending Potential Index	73	75	82
Vehicle Maintenance & Repairs: Total \$	\$5,718,200	\$16,444,583	\$88,249,092
Average Spent	\$853.72	\$862.19	\$899.56
Spending Potential Index	79	80	84

**Data Note:** 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.

**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.