

1873 Porter Lake Dr, Sarasota FL  
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Demographic Analysis

Demographic Analysis Report

FOR  
1873 PORTER LAKE DR, SARASOTA  
FL  
1873 PORTER LAKE DR, SARASOTA FL

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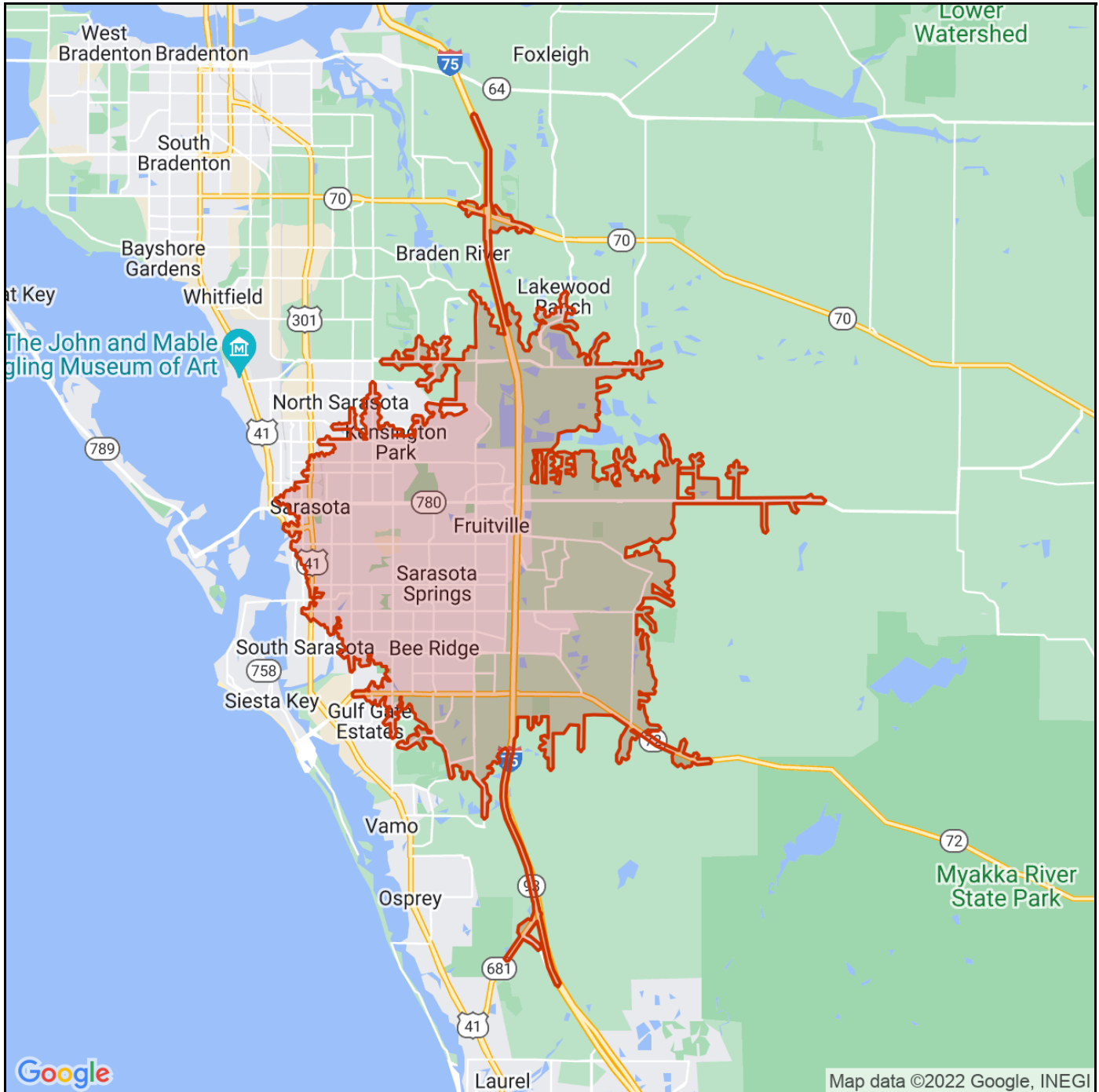
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1873 Porter Lake Dr, Sarasota FL  
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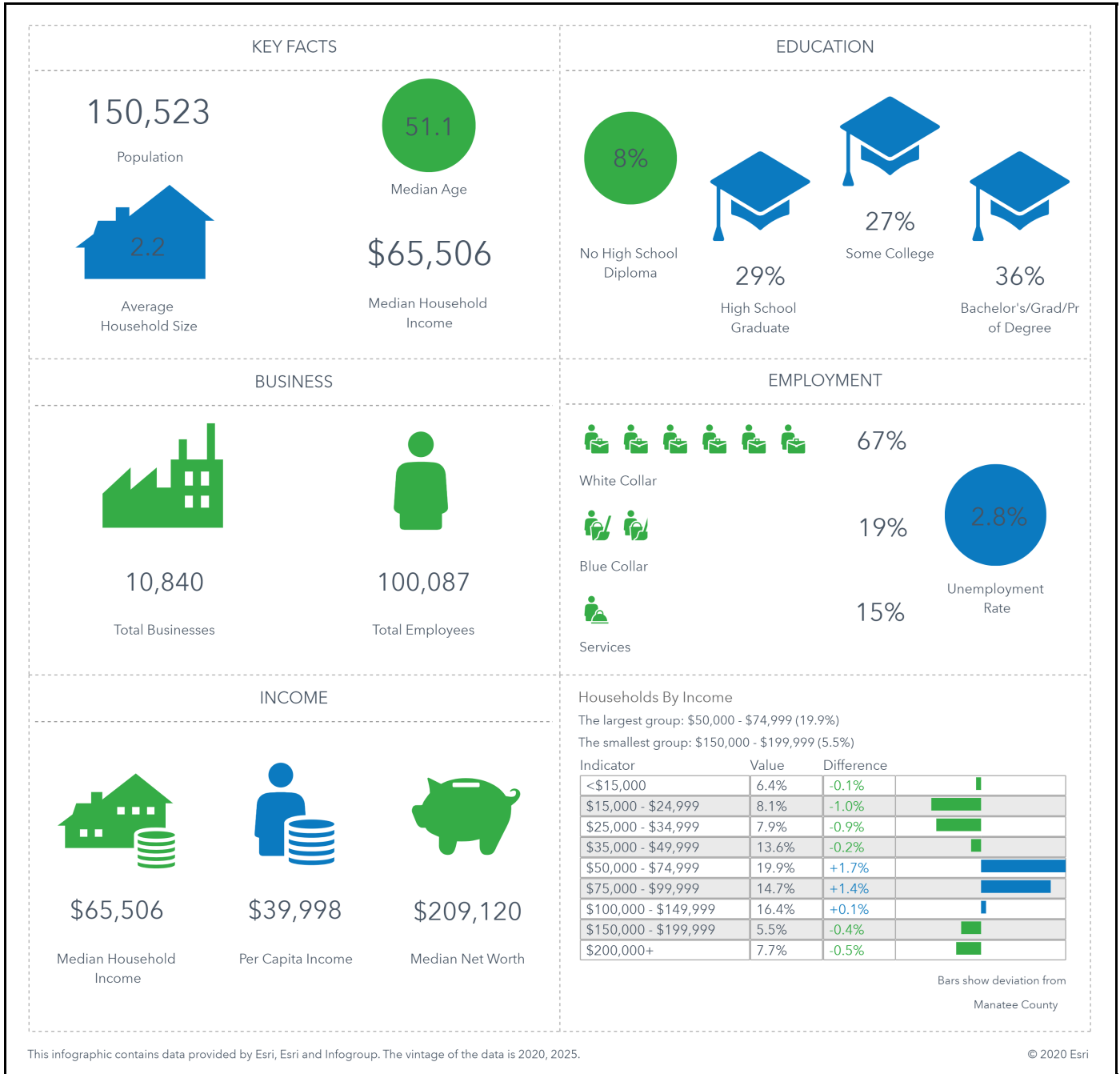
Demographic Analysis

Location/Study Area Map (Drive Time: 15 minutes)



Demographic Analysis

Infographic: Key Facts (Drive Time: 15 minutes)



This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2020, 2025.

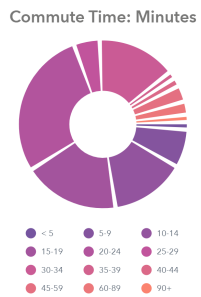
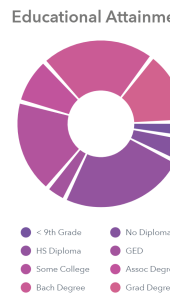
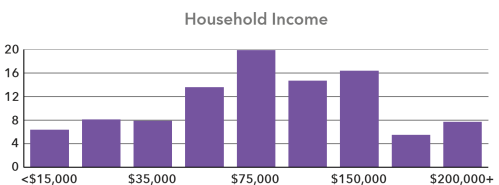
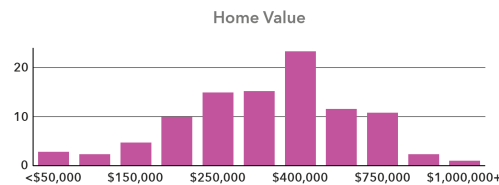
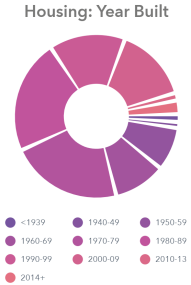
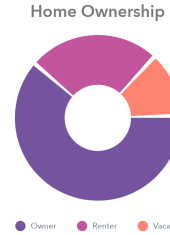
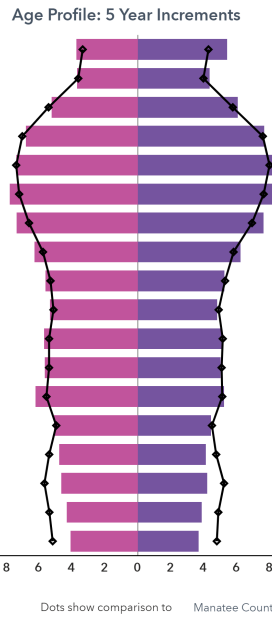
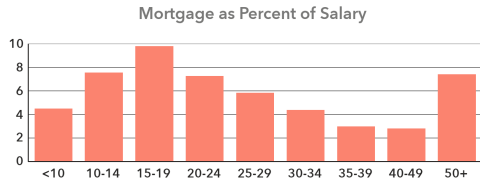


Demographic Analysis

Infographic: Community Profile (Drive Time: 15 minutes)

# COMMUNITY PROFILE

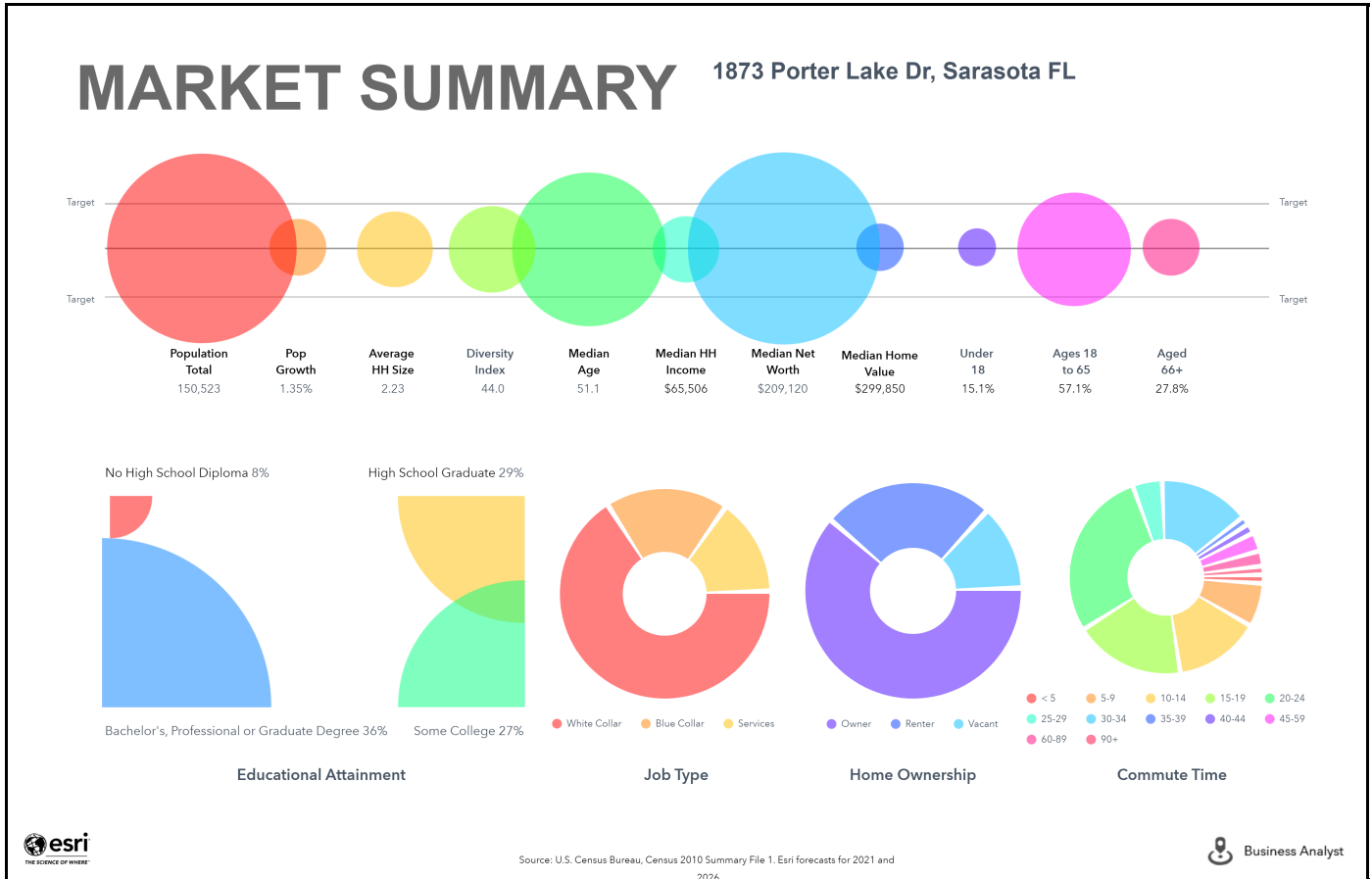
**150,523** Population Total  
**1.4%** Pop Growth  
**2.2** Average HH Size  
**44.0** Diversity Index  
**51.1** Median Age  
**\$65,506** Median HH Income  
**\$209,120** Median Net Worth  
**\$299,850** Median Home Value  
**15%** Under 18  
**57%** Ages 18 to 65  
**28%** Aged 66+



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026

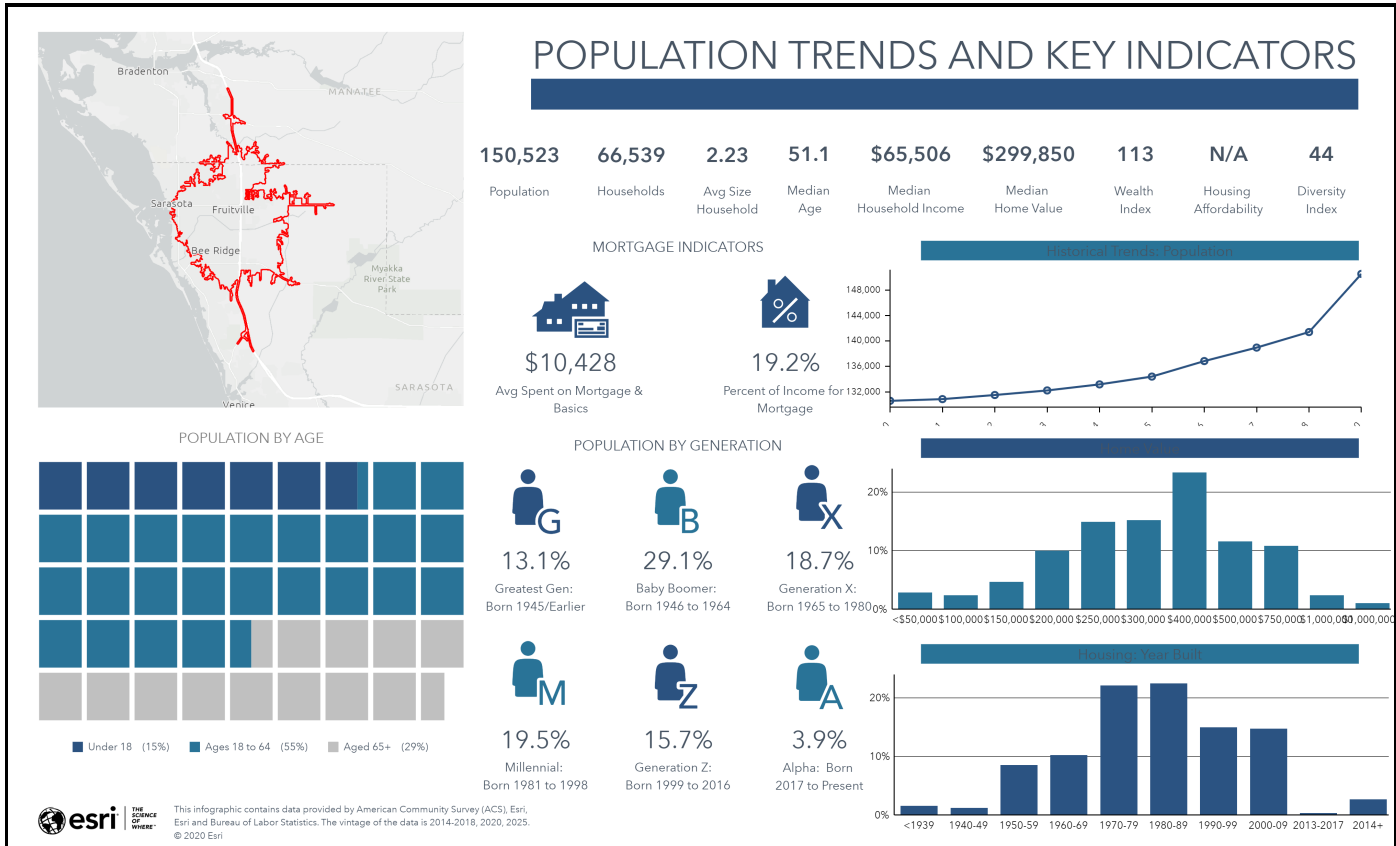
Demographic Analysis

Infographic: Proportional Circles (Drive Time: 15 minutes)



Demographic Analysis

Infographic: Population Trends (Drive Time: 15 minutes)



Demographic Analysis

Executive Summary (Drive Time: 15 minutes)

0 - 15 drive time minute

Population	
2000 Population	122,062
2010 Population	130,755
2021 Population	150,523
2026 Population	160,944
2000-2010 Annual Rate	0.69%
2010-2021 Annual Rate	1.26%
2021-2026 Annual Rate	1.35%
2021 Male Population	48.1%
2021 Female Population	51.9%
2021 Median Age	51.1

In the identified area, the current year population is 150,523. In 2010, the Census count in the area was 130,755. The rate of change since 2010 was 1.26% annually. The five-year projection for the population in the area is 160,944 representing a change of 1.35% annually from 2021 to 2026. Currently, the population is 48.1% male and 51.9% female.

Median Age	
The median age in this area is 51.1, compared to U.S. median age of 38.5.	

Race and Ethnicity	
2021 White Alone	86.9%
2021 Black Alone	3.7%
2021 American Indian/Alaska Native Alone	0.3%
2021 Asian Alone	2.4%
2021 Pacific Islander Alone	0.0%
2021 Other Race	4.2%
2021 Two or More Races	2.4%
2021 Hispanic Origin (Any Race)	15.4%

Persons of Hispanic origin represent 15.4% of the population in the identified area compared to 18.9% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 44.0 in the identified area, compared to 65.4 for the U.S. as a whole.

Households	
2021 Wealth Index	113
2000 Households	52,927
2010 Households	58,324
2021 Total Households	66,539
2026 Total Households	71,126
2000-2010 Annual Rate	0.98%
2010-2021 Annual Rate	1.18%
2021-2026 Annual Rate	1.34%
2021 Average Household Size	2.23

The household count in this area has changed from 58,324 in 2010 to 66,539 in the current year, a change of 1.18% annually. The five-year projection of households is 71,126, a change of 1.34% annually from the current year total. Average household size is currently 2.23, compared to 2.21 in the year 2010. The number of families in the current year is 38,995 in the specified area.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Demographic Analysis

Executive Summary (Drive Time: 15 minutes)

0 - 15 drive time minute

<b>Mortgage Income</b>	
2021 Percent of Income for Mortgage	19.2%
<b>Median Household Income</b>	
2021 Median Household Income	\$65,506
2026 Median Household Income	\$72,881
2021-2026 Annual Rate	2.16%
<b>Average Household Income</b>	
2021 Average Household Income	\$91,103
2026 Average Household Income	\$101,892
2021-2026 Annual Rate	2.26%
<b>Per Capita Income</b>	
2021 Per Capita Income	\$39,998
2026 Per Capita Income	\$44,714
2021-2026 Annual Rate	2.25%

**Households by Income**

Current median household income is \$65,506 in the area, compared to \$64,730 for all U.S. households. Median household income is projected to be \$72,881 in five years, compared to \$72,932 for all U.S. households

Current average household income is \$91,103 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$101,892 in five years, compared to \$103,679 for all U.S. households

Current per capita income is \$39,998 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$44,714 in five years, compared to \$39,378 for all U.S. households

<b>Housing</b>	
2021 Housing Affordability Index	123
2000 Total Housing Units	58,609
2000 Owner Occupied Housing Units	39,904
2000 Renter Occupied Housing Units	13,023
2000 Vacant Housing Units	5,682
2010 Total Housing Units	69,487
2010 Owner Occupied Housing Units	41,235
2010 Renter Occupied Housing Units	17,089
2010 Vacant Housing Units	11,163
2021 Total Housing Units	77,883
2021 Owner Occupied Housing Units	47,053
2021 Renter Occupied Housing Units	19,486
2021 Vacant Housing Units	11,344
2026 Total Housing Units	82,805
2026 Owner Occupied Housing Units	50,268
2026 Renter Occupied Housing Units	20,858
2026 Vacant Housing Units	11,679

Currently, 60.4% of the 77,883 housing units in the area are owner occupied; 25.0%, renter occupied; and 14.6% are vacant. Currently, in the U.S., 57.3% of the housing units in the area are owner occupied; 31.2% are renter occupied; and 11.5% are vacant. In 2010, there were 69,487 housing units in the area - 59.3% owner occupied, 24.6% renter occupied, and 16.1% vacant. The annual rate of change in housing units since 2010 is 5.20%. Median home value in the area is \$299,850, compared to a median home value of \$264,021 for the U.S. In five years, median value is projected to change by 2.12% annually to \$333,038.

**Data Note:** Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026. Esri converted Census 2000 data into 2010 geography.

Demographic Analysis

Demographic and Income (Drive Time: 15 minutes)

Summary	Census 2010	2021	2026			
Population	130,755	150,523	160,944			
Households	58,324	66,539	71,126			
Families	34,864	38,995	41,471			
Average Household Size	2.21	2.23	2.23			
Owner Occupied Housing Units	41,235	47,053	50,268			
Renter Occupied Housing Units	17,089	19,486	20,858			
Median Age	47.1	51.1	51.9			
Trends: 2021-2026 Annual Rate	Area	State	National			
Population	1.35%	1.31%	0.71%			
Households	1.34%	1.27%	0.71%			
Families	1.24%	1.22%	0.64%			
Owner HHs	1.33%	1.45%	0.91%			
Median Household Income	2.16%	2.38%	2.41%			
Households by Income	2021		2026			
	Number	Percent	Number	Percent		
<\$15,000	4,227	6.4%	3,719	5.2%		
\$15,000 - \$24,999	5,376	8.1%	4,861	6.8%		
\$25,000 - \$34,999	5,261	7.9%	4,899	6.9%		
\$35,000 - \$49,999	9,045	13.6%	8,900	12.5%		
\$50,000 - \$74,999	13,247	19.9%	14,027	19.7%		
\$75,000 - \$99,999	9,758	14.7%	10,876	15.3%		
\$100,000 - \$149,999	10,882	16.4%	12,959	18.2%		
\$150,000 - \$199,999	3,635	5.5%	4,691	6.6%		
\$200,000+	5,108	7.7%	6,194	8.7%		
Median Household Income	\$65,506		\$72,881			
Average Household Income	\$91,103		\$101,892			
Per Capita Income	\$39,998		\$44,714			
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,830	4.5%	5,871	3.9%	6,382	4.0%
5 - 9	6,187	4.7%	6,169	4.1%	6,555	4.1%
10 - 14	6,971	5.3%	6,676	4.4%	6,927	4.3%
15 - 19	7,032	5.4%	6,691	4.4%	6,875	4.3%
20 - 24	6,191	4.7%	7,183	4.8%	6,917	4.3%
25 - 34	13,546	10.4%	16,664	11.1%	17,672	11.0%
35 - 44	15,522	11.9%	15,796	10.5%	17,467	10.9%
45 - 54	19,838	15.2%	17,636	11.7%	17,087	10.6%
55 - 64	18,687	14.3%	23,539	15.6%	22,814	14.2%
65 - 74	14,977	11.5%	22,702	15.1%	25,879	16.1%
75 - 84	10,880	8.3%	14,643	9.7%	18,580	11.5%
85+	5,094	3.9%	6,953	4.6%	7,788	4.8%
Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	116,369	89.0%	130,848	86.9%	137,897	85.7%
Black Alone	4,919	3.8%	5,535	3.7%	5,879	3.7%
American Indian Alone	388	0.3%	453	0.3%	478	0.3%
Asian Alone	2,197	1.7%	3,639	2.4%	4,595	2.9%
Pacific Islander Alone	51	0.0%	73	0.0%	81	0.1%
Some Other Race Alone	4,385	3.4%	6,335	4.2%	7,632	4.7%
Two or More Races	2,446	1.9%	3,639	2.4%	4,382	2.7%
Hispanic Origin (Any Race)	16,050	12.3%	23,250	15.4%	28,059	17.4%

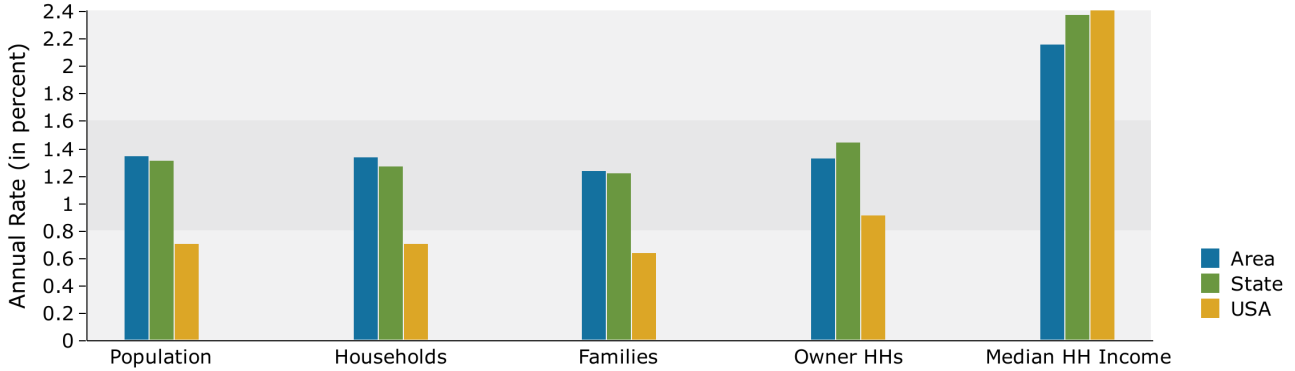
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

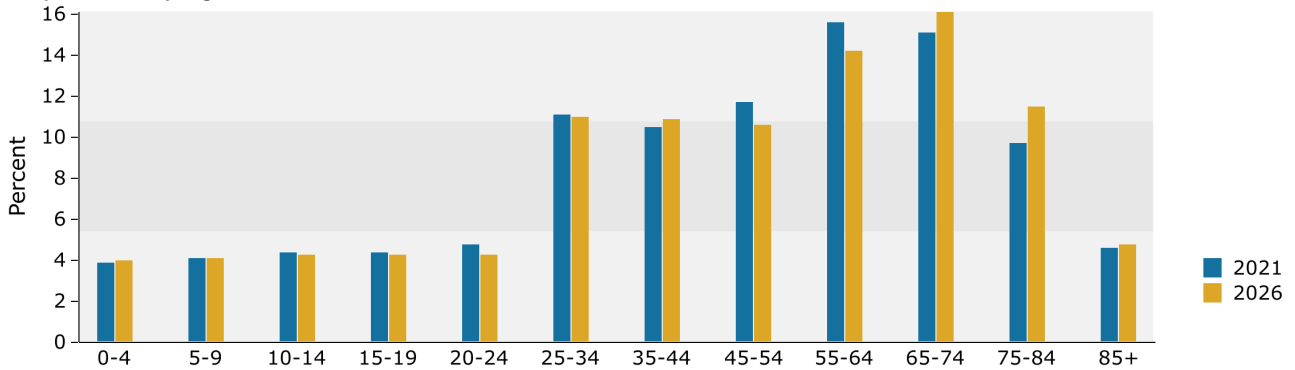
Demographic Analysis

Demographic and Income (Drive Time: 15 minutes)

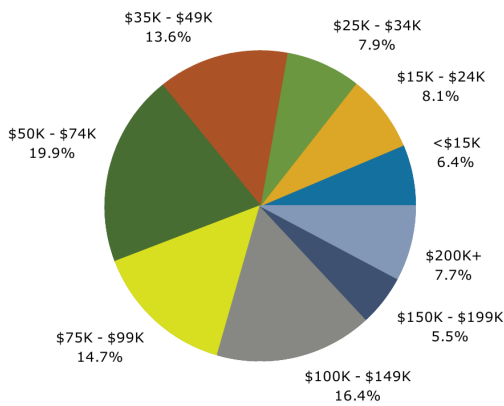
Trends 2021-2026



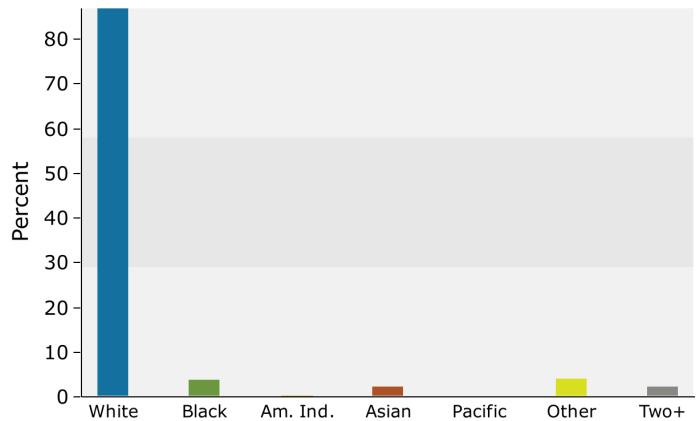
Population by Age



2021 Household Income



2021 Population by Race



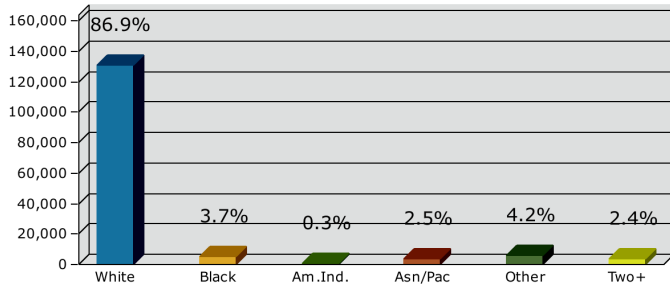
2021 Percent Hispanic Origin: 15.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

Demographic Analysis

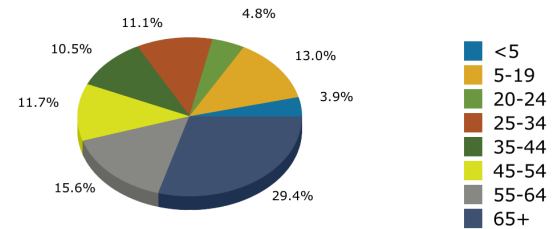
Graphic Profile (Drive Time: 15 minutes)

2021 Population by Race

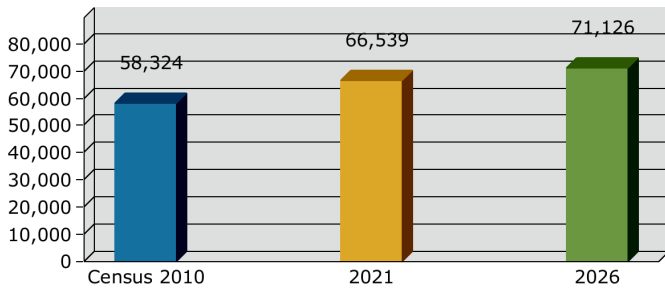


2021 Percent Hispanic Origin: 15.4%

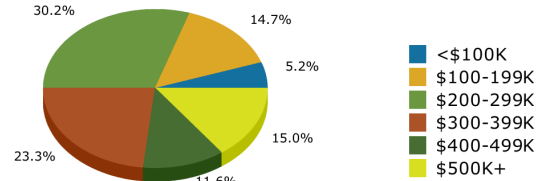
2021 Population by Age



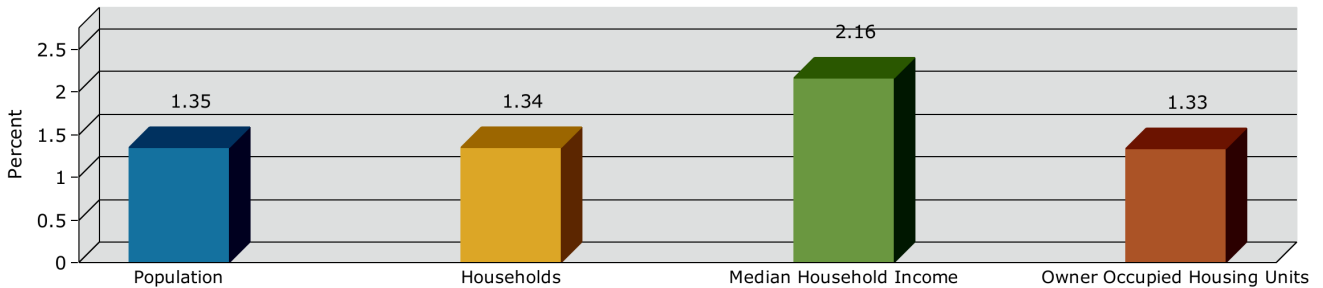
Households



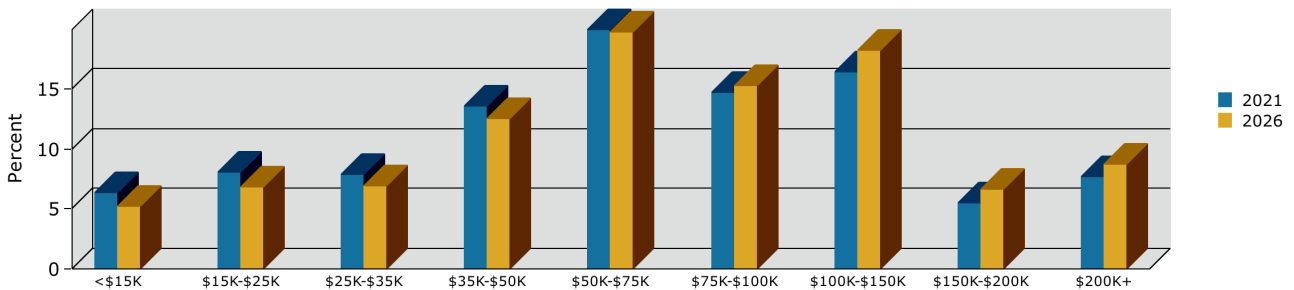
2021 Home Value



2021-2026 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



Demographic Analysis

Housing Profile (Drive Time: 15 minutes)

Population		Households	
2010 Total Population	130,755	2021 Median Household Income	\$65,506
2021 Total Population	150,523	2026 Median Household Income	\$72,881
2026 Total Population	160,944	2021-2026 Annual Rate	2.16%
2021-2026 Annual Rate	1.35%		

Housing Units by Occupancy Status and Tenure	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	69,487	100.0%	77,883	100.0%	82,805	100.0%
Occupied	58,324	83.9%	66,539	85.4%	71,126	85.9%
Owner	41,235	59.3%	47,053	60.4%	50,268	60.7%
Renter	17,089	24.6%	19,486	25.0%	20,858	25.2%
Vacant	11,163	16.1%	11,344	14.6%	11,679	14.1%

Owner Occupied Housing Units by Value	2021		2026	
	Number	Percent	Number	Percent
Total	47,053	100.0%	50,268	100.0%
<\$50,000	1,332	2.8%	727	1.4%
\$50,000-\$99,999	1,118	2.4%	561	1.1%
\$100,000-\$149,999	2,208	4.7%	1,217	2.4%
\$150,000-\$199,999	4,695	10.0%	3,360	6.7%
\$200,000-\$249,999	7,035	15.0%	6,739	13.4%
\$250,000-\$299,999	7,160	15.2%	8,023	16.0%
\$300,000-\$399,999	10,981	23.3%	13,642	27.1%
\$400,000-\$499,999	5,449	11.6%	6,892	13.7%
\$500,000-\$749,999	5,097	10.8%	6,659	13.2%
\$750,000-\$999,999	1,118	2.4%	1,367	2.7%
\$1,000,000-\$1,499,999	477	1.0%	552	1.1%
\$1,500,000-\$1,999,999	151	0.3%	241	0.5%
\$2,000,000+	232	0.5%	288	0.6%
Median Value		\$299,850		\$333,038
Average Value		\$352,973		\$388,255

Census 2010 Housing Units	Number	Percent
Total	69,487	100.0%
In Urbanized Areas	68,606	98.7%
In Urban Clusters	0	0.0%
Rural Housing Units	881	1.3%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

Demographic Analysis

Housing Profile (Drive Time: 15 minutes)

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	41,235	100.0%
Owned with a Mortgage/Loan	26,694	64.7%
Owned Free and Clear	14,541	35.3%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	11,091	100.0%
For Rent	1,940	17.5%
Rented- Not Occupied	100	0.9%
For Sale Only	1,271	11.5%
Sold - Not Occupied	225	2.0%
Seasonal/Recreational/Occasional Use	5,565	50.2%
For Migrant Workers	4	0.0%
Other Vacant	1,986	17.9%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	58,323	41,235	70.7%
15-24	1,549	281	18.1%
25-34	5,944	2,180	36.7%
35-44	8,295	4,864	58.6%
45-54	11,323	8,067	71.2%
55-64	11,100	8,965	80.8%
65-74	9,323	8,169	87.6%
75-84	7,292	6,338	86.9%
85+	3,497	2,371	67.8%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	58,327	41,236	70.7%
White Alone	53,929	39,262	72.8%
Black/African American Alone	1,724	729	42.3%
American Indian/Alaska Native	133	72	54.1%
Asian Alone	715	463	64.8%
Pacific Islander Alone	15	5	33.3%
Other Race Alone	1,185	382	32.2%
Two or More Races	626	323	51.6%
Hispanic Origin	4,753	2,190	46.1%

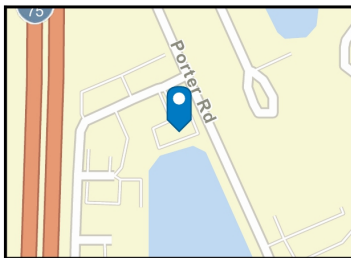
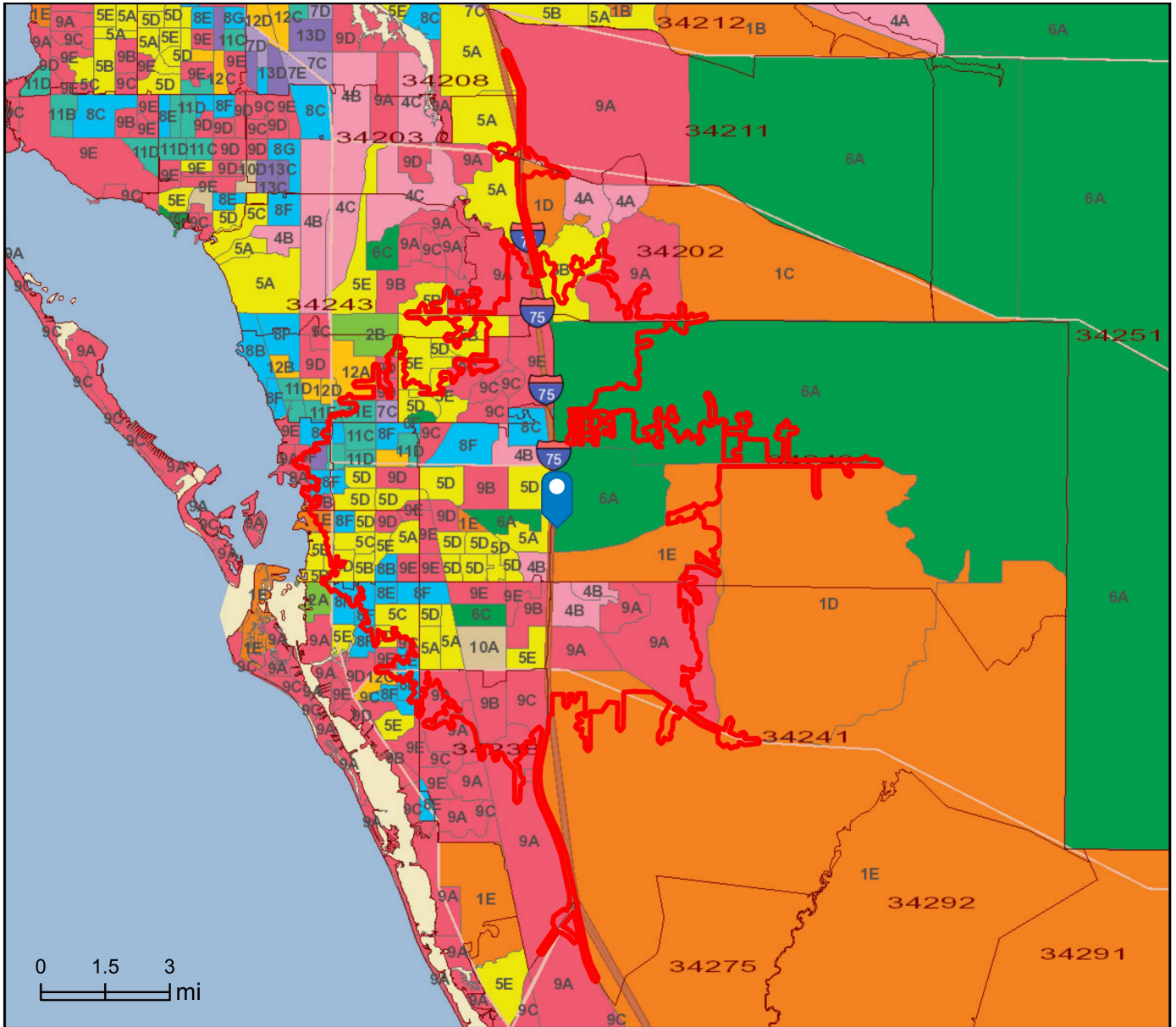
Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	58,325	41,235	70.7%
1-Person	18,755	12,296	65.6%
2-Person	22,906	17,957	78.4%
3-Person	7,671	5,158	67.2%
4-Person	5,380	3,663	68.1%
5-Person	2,290	1,420	62.0%
6-Person	857	500	58.3%
7+ Person	466	241	51.7%

2021 Housing Affordability		
Housing Affordability Index		123
Percent of Income for Mortgage		19.2%

**Data Note:** Persons of Hispanic Origin may be of any race.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

Demographic Analysis

Dominant Tapestry Map (Drive Time: 15 minutes)



Source: Esri

Tapestry LifeMode

- |   |  |
|---|--|
| <span style="color: orange;">■</span> L1: Affluent Estates      | <span style="color: blue;">■</span> L8: Middle Ground                |
| <span style="color: green;">■</span> L2: Upscale Avenues        | <span style="color: pink;">■</span> L9: Senior Styles                |
| <span style="color: lightblue;">■</span> L3: Uptown Individuals | <span style="color: tan;">■</span> L10: Rustic Outposts              |
| <span style="color: lightpink;">■</span> L4: Family Landscapes  | <span style="color: teal;">■</span> L11: Midtown Singles             |
| <span style="color: yellow;">■</span> L5: GenXurban             | <span style="color: orangeyellow;">■</span> L12: Hometown            |
| <span style="color: darkgreen;">■</span> L6: Cozy Country       | <span style="color: purple;">■</span> L13: Next Wave                 |
| <span style="color: grey;">■</span> L7: Sprouting Explorers     | <span style="color: olivegreen;">■</span> L14: Scholars and Patriots |



Demographic Analysis

Dominant Tapestry Map (Drive Time: 15 minutes)

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 map to the list below. Click each segment below for a detailed description.

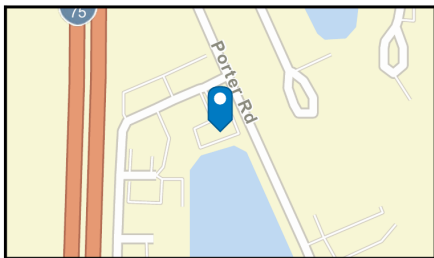
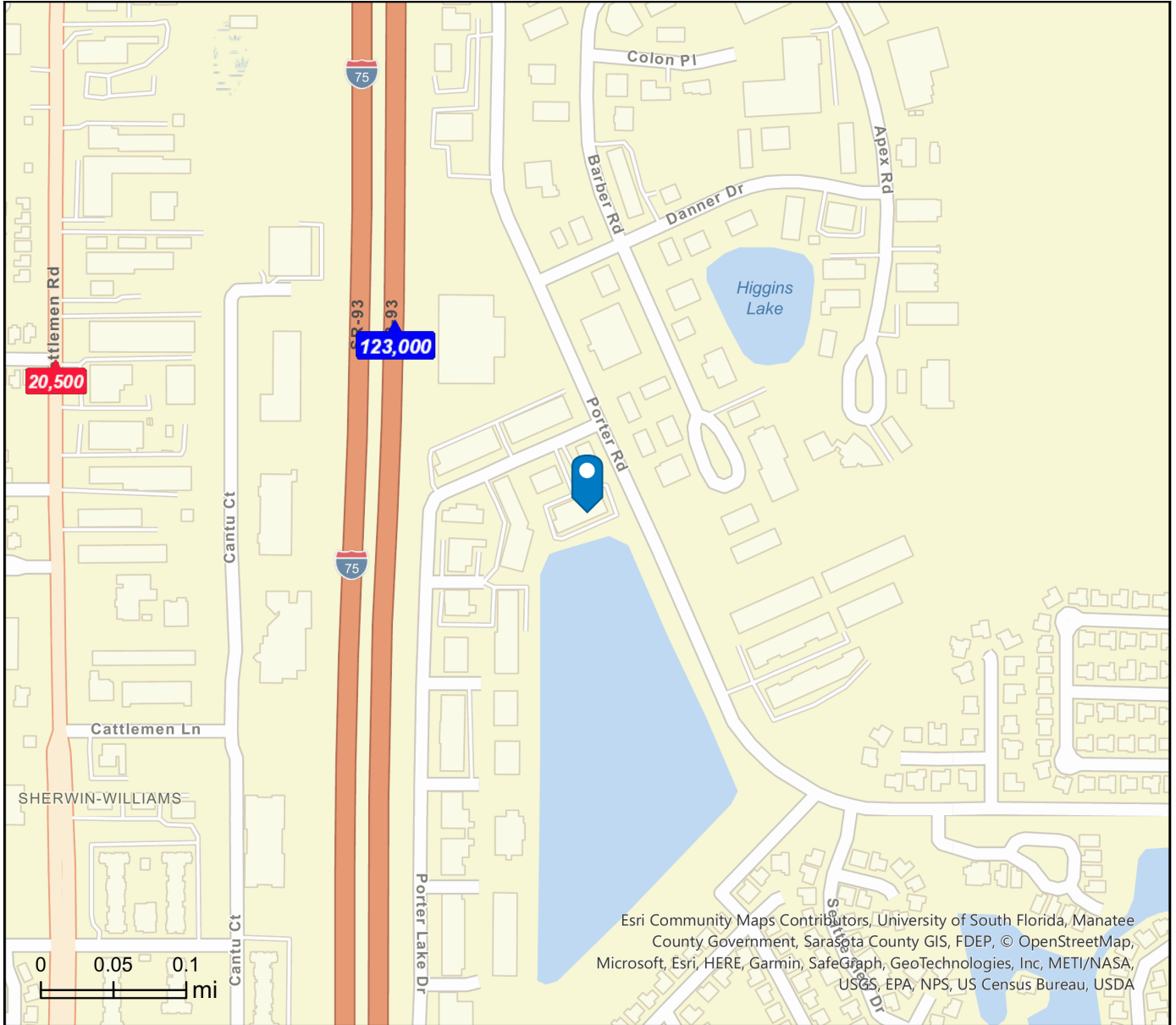
- |   |   |
|---|---|
| Segment 1A (Top Tier)                   | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride)         | Segment 8D (Downtown Melting Pot)       |
| Segment 1C (Boomburbs)                  | Segment 8E (Front Porches)              |
| Segment 1D (Savvy Suburbanites)         | 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)               |

1873 Porter Lake Dr, Sarasota FL  
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Demographic Analysis

Traffic Count Map - Close-up



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



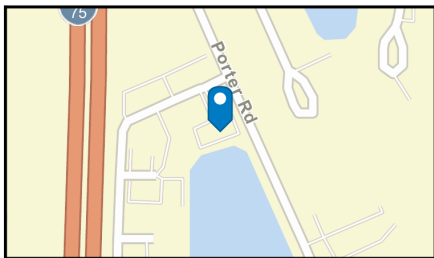
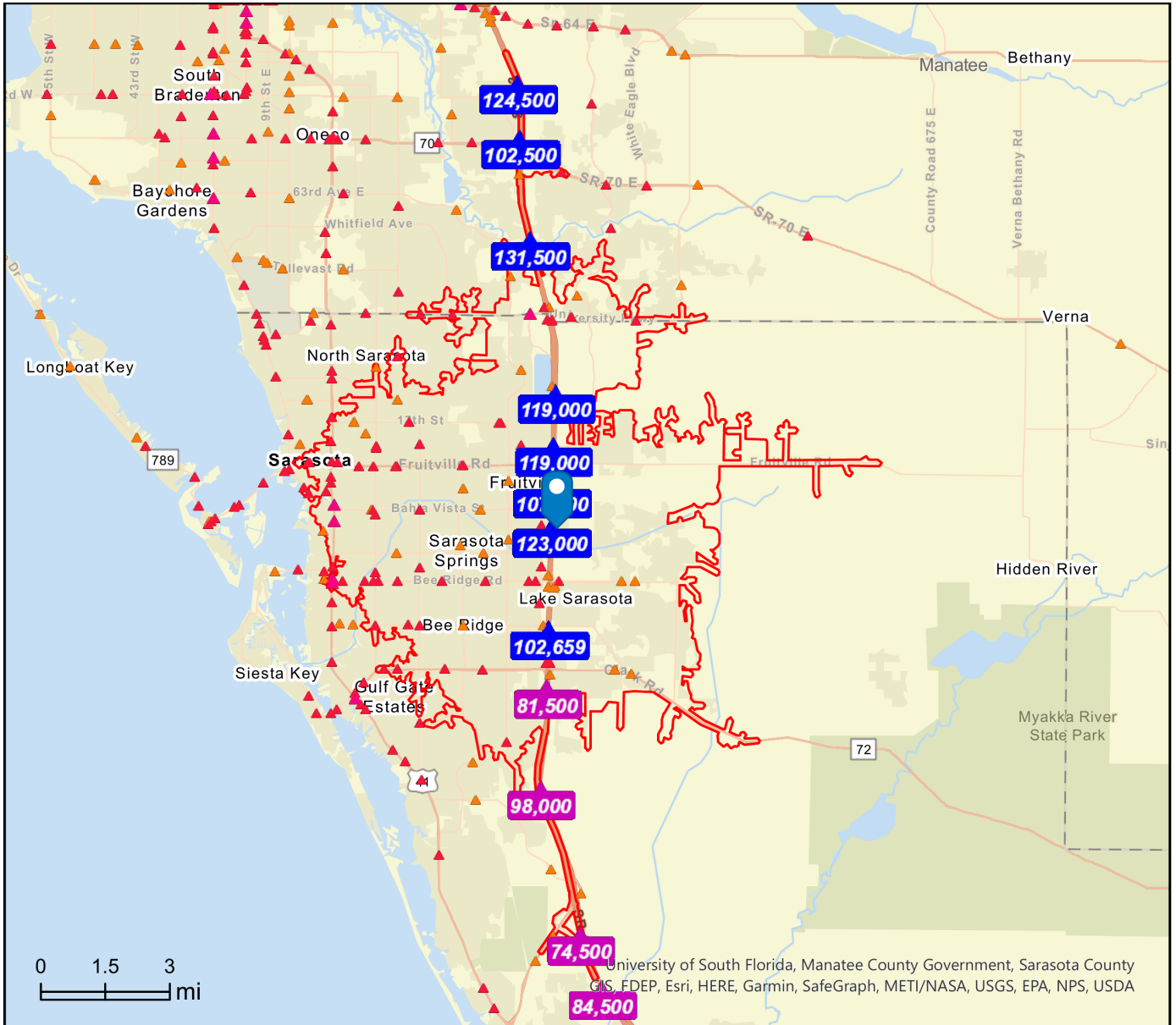
Source: ©2022 Kalibrate Technologies (Q1 2022).





Demographic Analysis

Traffic Count - Study Area (Drive Time: 15 minutes)



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



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