



# Site Map

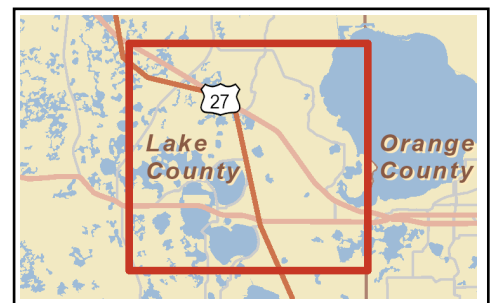
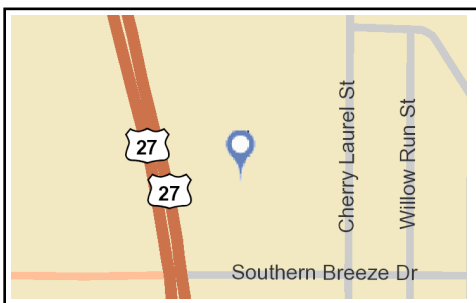
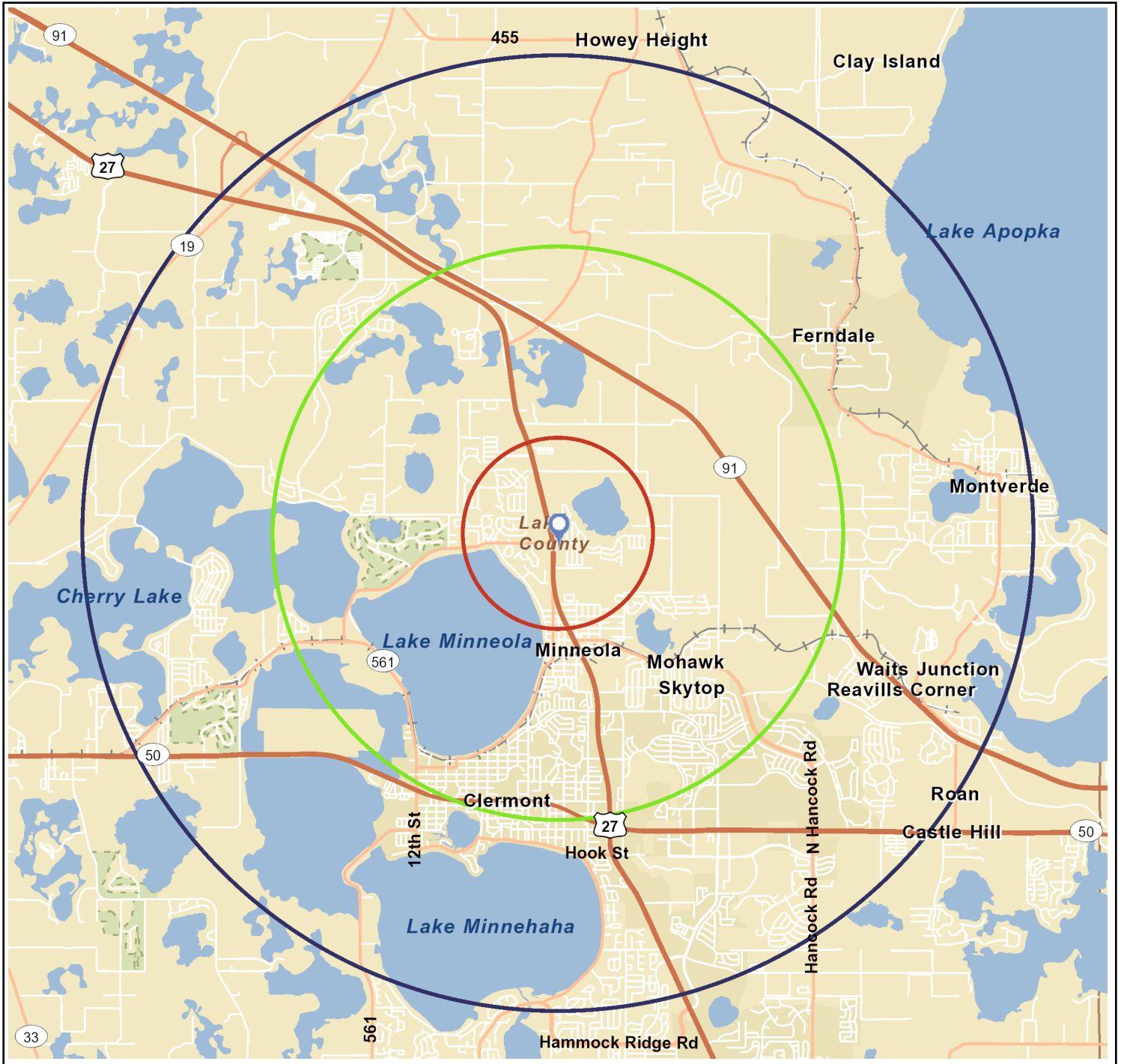
Martin Forster

Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles





# Executive Summary

Martin Forster

Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	6,093	23,511	47,418
Male Population	49.1%	49.8%	49.9%
Female Population	50.9%	50.2%	50.1%
Median Age	33.9	35.4	36.8
<b>2010 Income</b>			
Median HH Income	\$64,584	\$58,886	\$60,508
Per Capita Income	\$25,837	\$24,346	\$25,331
Average HH Income	\$73,985	\$67,381	\$70,013
<b>2010 Households</b>			
Total Households	2,188	8,119	16,839
Average Household Size	2.78	2.84	2.75
<b>2010 Housing</b>			
Owner Occupied Housing Units	79.3%	68.8%	69.2%
Renter Occupied Housing Units	11.8%	21.0%	16.3%
Vacant Housing Units	8.9%	10.2%	14.6%
<b>Population</b>			
1990 Population	842	7,378	14,031
2000 Population	2,185	12,662	24,419
2010 Population	6,093	23,511	47,418
2015 Population	7,383	27,578	55,674
1990-2000 Annual Rate	10.01%	5.55%	5.7%
2000-2010 Annual Rate	10.52%	6.22%	6.69%
2010-2015 Annual Rate	3.92%	3.24%	3.26%

In the identified market area, the current year population is 47,418. In 2000, the Census count in the market area was 24,419. The rate of change since 2000 was 6.69 percent annually. The five-year projection for the population in the market area is 55,674, representing a change of 3.26 percent annually from 2010 to 2015. Currently, the population is 49.9 percent male and 50.1 percent female.

<b>Households</b>			
1990 Households	332	2,641	5,108
2000 Households	814	4,403	8,781
2010 Households	2,188	8,119	16,839
2015 Households	2,651	9,520	19,780
1990-2000 Annual Rate	9.38%	5.24%	5.57%
2000-2010 Annual Rate	10.13%	6.15%	6.56%
2010-2015 Annual Rate	3.91%	3.23%	3.27%

The household count in this market area has changed from 8,781 in 2000 to 16,839 in the current year, a change of 6.56 percent annually. The five-year projection of households is 19,780, a change of 3.27 percent annually from the current year total. Average household size is currently 2.75, compared to 2.67 in the year 2000. The number of families in the current year is 12,535 in the market area.

## Housing

Currently, 69.2 percent of the 19,709 housing units in the market area are owner occupied; 16.3 percent, renter occupied; and 14.6 percent are vacant. In 2000, there were 10,197 housing units - 68.2 percent owner occupied, 19.1 percent renter occupied and 12.7 percent vacant. The rate of change in housing units since 2000 is 6.64 percent. Median home value in the market area is \$154,068, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.97 percent annually to \$178,312. From 2000 to the current year, median home value changed by 3.45 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Executive Summary

Martin Forster

Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Median Household Income</b>			
1990 Median HH Income	\$28,173	\$25,264	\$25,987
2000 Median HH Income	\$50,423	\$44,949	\$47,747
2010 Median HH Income	\$64,584	\$58,886	\$60,508
2015 Median HH Income	\$68,589	\$63,675	\$64,945
1990-2000 Annual Rate	5.99%	5.93%	6.27%
2000-2010 Annual Rate	2.44%	2.67%	2.34%
2010-2015 Annual Rate	1.21%	1.58%	1.43%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$13,408	\$11,338	\$12,121
2000 Per Capita Income	\$20,704	\$19,396	\$20,533
2010 Per Capita Income	\$25,837	\$24,346	\$25,331
2015 Per Capita Income	\$27,713	\$26,391	\$27,349
1990-2000 Annual Rate	4.44%	5.52%	5.41%
2000-2010 Annual Rate	2.18%	2.24%	2.07%
2010-2015 Annual Rate	1.41%	1.63%	1.54%
<b>Average Household Income</b>			
1990 Average Household Income	\$33,580	\$30,194	\$32,255
2000 Average Household Income	\$56,999	\$51,726	\$55,521
2010 Average HH Income	\$73,985	\$67,381	\$70,013
2015 Average HH Income	\$79,450	\$73,148	\$75,671
1990-2000 Annual Rate	5.43%	5.53%	5.58%
2000-2010 Annual Rate	2.58%	2.61%	2.29%
2010-2015 Annual Rate	1.44%	1.66%	1.57%

## Households by Income

Current median household income is \$60,508 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$64,945 in five years. In 2000, median household income was \$47,747, compared to \$25,987 in 1990.

Current average household income is \$70,013 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$75,671 in five years. In 2000, average household income was \$55,521, compared to \$32,255 in 1990.

Current per capita income is \$25,331 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$27,349 in five years. In 2000, the per capita income was \$20,533, compared to \$12,121 in 1990.

## Population by Employment

Currently, 90.4 percent of the civilian labor force in the identified market area is employed and 9.6 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 92.5 percent of the civilian labor force, and unemployment will be 7.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 63.3 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 58.2 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 21.4 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 20.4 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 81.9 percent of the market area population drove alone to work, and 2.6 percent worked at home. The average travel time to work in 2000 was 30.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

## Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 10.9 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 27.9 percent were high school graduates only (29.6 percent in the U.S.)
- 11.8 percent had completed an Associate degree (7.7 percent in the U.S.)
- 20.3 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 6.7 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015. ESRI converted 1990 Census data into 2000 geography.



# Demographic and Income Profile

Lat: 3323807.028044, Lon: -9100493.151183

Ring: 1 mile radius

Martin Forster

Latitude: 28.591909

Longitude: -81.751121

Summary	2000		2010		2015	
Population	2,185		6,093		7,383	
Households	814		2,188		2,651	
Families	640		1,690		2,027	
Average Household Size	2.68		2.78		2.78	
Owner Occupied Housing Units	677		1,904		2,317	
Renter Occupied Housing Units	137		284		334	
Median Age	35.0		33.9		33.2	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	3.92%		0.84%		0.76%	
Households	3.91%		0.83%		0.78%	
Families	3.70%		0.64%		0.64%	
Owner HHs	4.00%		0.89%		0.82%	
Median Household Income	1.21%		2.34%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
	<\$15,000	56 6.9%	100 4.6%	96 3.6%		
	\$15,000 - \$24,999	76 9.3%	117 5.3%	108 4.1%		
	\$25,000 - \$34,999	111 13.6%	193 8.8%	172 6.5%		
	\$35,000 - \$49,999	159 19.5%	315 14.4%	275 10.4%		
	\$50,000 - \$74,999	214 26.3%	571 26.1%	835 31.5%		
	\$75,000 - \$99,999	124 15.2%	443 20.2%	514 19.4%		
	\$100,000 - \$149,999	55 6.7%	363 16.6%	530 20.0%		
	\$150,000 - \$199,999	10 1.2%	43 2.0%	63 2.4%		
\$200,000+	10 1.2%	45 2.1%	60 2.3%			
Median Household Income	\$50,423		\$64,584		\$68,589	
Average Household Income	\$56,999		\$73,985		\$79,450	
Per Capita Income	\$20,706		\$25,837		\$27,713	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
	0 - 4	174 8.0%	532 8.7%	652 8.8%		
	5 - 9	183 8.4%	497 8.2%	611 8.3%		
	10 - 14	172 7.9%	462 7.6%	578 7.8%		
	15 - 19	131 6.0%	398 6.5%	463 6.3%		
	20 - 24	84 3.8%	321 5.3%	386 5.2%		
	25 - 34	348 15.9%	938 15.4%	1,255 17.0%		
	35 - 44	414 18.9%	994 16.3%	1,095 14.8%		
	45 - 54	281 12.9%	900 14.8%	994 13.5%		
	55 - 64	172 7.9%	553 9.1%	721 9.8%		
	65 - 74	128 5.9%	288 4.7%	394 5.3%		
	75 - 84	75 3.4%	154 2.5%	170 2.3%		
85+	22 1.0%	55 0.9%	64 0.9%			
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
	White Alone	1,958 89.7%	5,105 83.8%	6,104 82.7%		
	Black Alone	96 4.4%	370 6.1%	489 6.6%		
	American Indian Alone	8 0.4%	21 0.3%	25 0.3%		
	Asian Alone	31 1.4%	173 2.8%	227 3.1%		
	Pacific Islander Alone	1 0.0%	3 0.0%	3 0.0%		
	Some Other Race Alone	51 2.3%	247 4.1%	312 4.2%		
	Two or More Races	39 1.8%	174 2.9%	223 3.0%		
	Hispanic Origin (Any Race)	210 9.6%	1,067 17.5%	1,465 19.8%		

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst

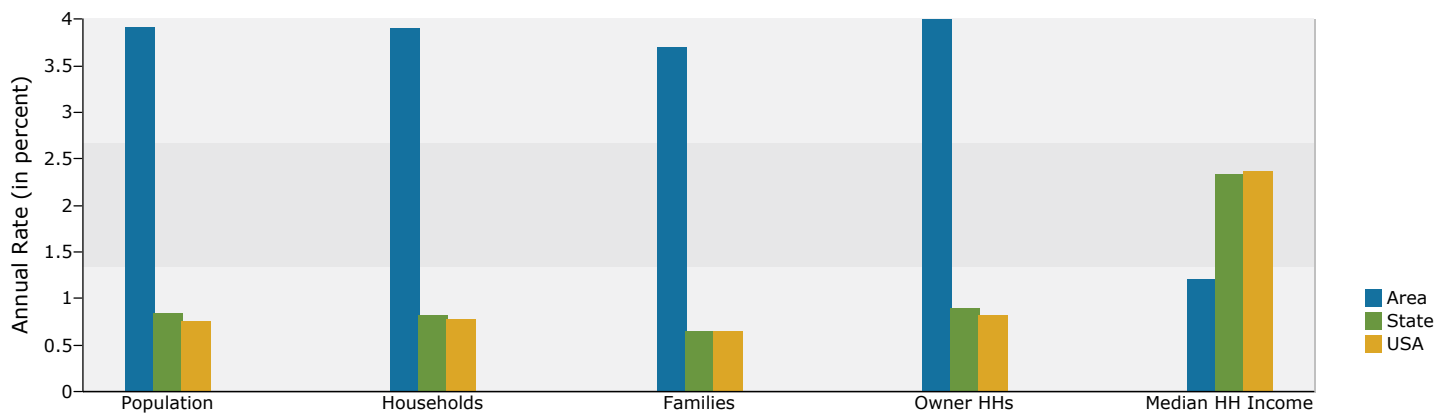


# Demographic and Income Profile

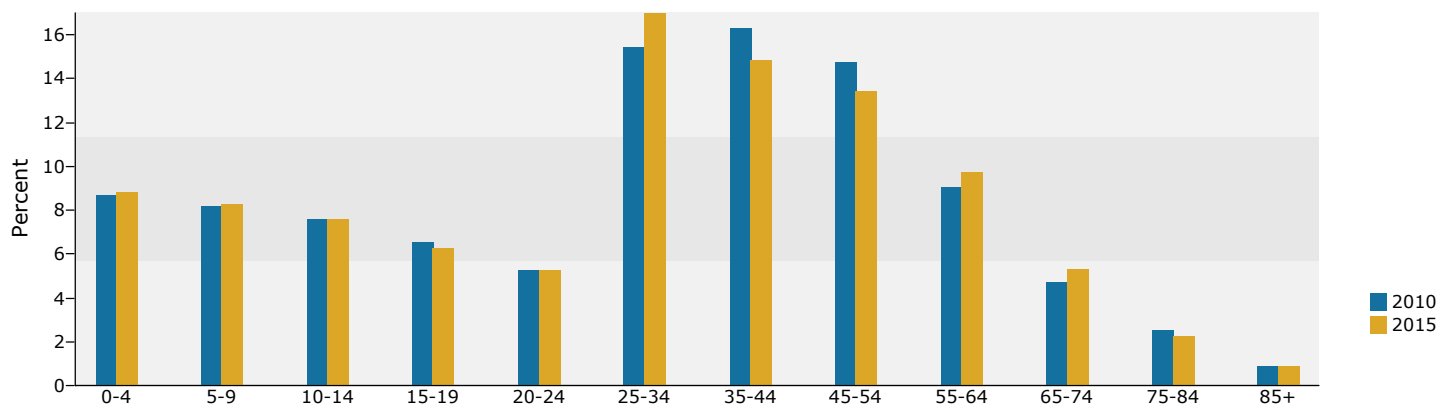
Lat: 3323807.028044, Lon: -9100493.151183  
Ring: 1 mile radius

Martin Forster  
Latitude: 28.591909  
Longitude: -81.751121

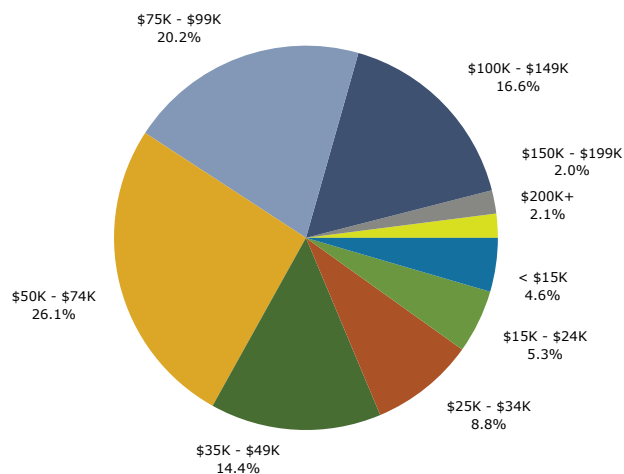
Trends 2010-2015



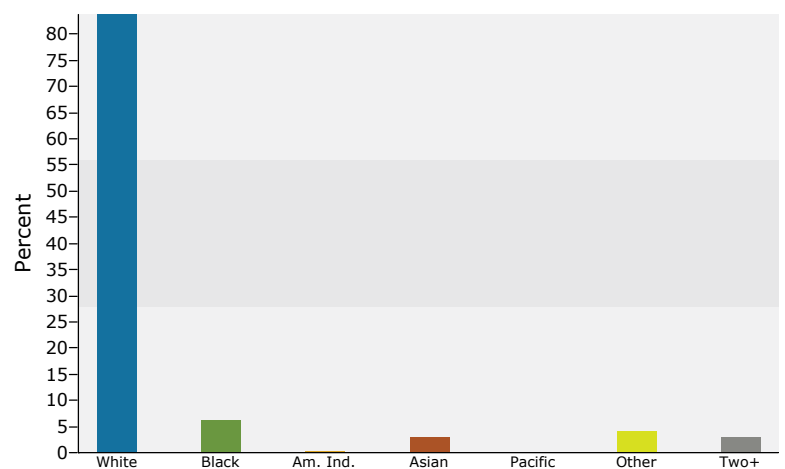
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 17.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst



# Demographic and Income Profile

Lat: 3323807.028044, Lon: -9100493.151183  
Ring: 3 miles radius

Martin Forster  
Latitude: 28.591909  
Longitude: -81.751121

Summary	2000		2010		2015	
Population	12,662		23,511		27,578	
Households	4,403		8,119		9,520	
Families	3,225		5,903		6,868	
Average Household Size	2.77		2.84		2.85	
Owner Occupied Housing Units	3,192		6,220		7,376	
Renter Occupied Housing Units	1,211		1,898		2,144	
Median Age	36.1		35.4		34.6	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	3.24%		0.84%		0.76%	
Households	3.23%		0.83%		0.78%	
Families	3.07%		0.64%		0.64%	
Owner HHs	3.47%		0.89%		0.82%	
Median Household Income	1.58%		2.34%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	518	11.8%	667	8.2%	646	6.8%
\$15,000 - \$24,999	537	12.2%	576	7.1%	532	5.6%
\$25,000 - \$34,999	637	14.5%	827	10.2%	734	7.7%
\$35,000 - \$49,999	768	17.4%	1,208	14.9%	1,053	11.1%
\$50,000 - \$74,999	1,071	24.3%	2,003	24.7%	2,892	30.4%
\$75,000 - \$99,999	532	12.1%	1,463	18.0%	1,687	17.7%
\$100,000 - \$149,999	240	5.4%	1,102	13.6%	1,603	16.8%
\$150,000 - \$199,999	44	1.0%	126	1.6%	183	1.9%
\$200,000+	59	1.3%	146	1.8%	190	2.0%
Median Household Income	\$44,949		\$58,886		\$63,675	
Average Household Income	\$51,726		\$67,381		\$73,148	
Per Capita Income	\$19,396		\$24,346		\$26,391	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	911	7.2%	1,872	8.0%	2,224	8.1%
5 - 9	959	7.6%	1,742	7.4%	2,089	7.6%
10 - 14	927	7.3%	1,620	6.9%	1,969	7.1%
15 - 19	777	6.1%	1,493	6.4%	1,645	6.0%
20 - 24	596	4.7%	1,389	5.9%	1,561	5.7%
25 - 34	1,905	15.0%	3,481	14.8%	4,496	16.3%
35 - 44	2,320	18.3%	3,564	15.2%	3,843	13.9%
45 - 54	1,625	12.8%	3,358	14.3%	3,541	12.8%
55 - 64	1,073	8.5%	2,402	10.2%	2,979	10.8%
65 - 74	854	6.7%	1,420	6.0%	1,922	7.0%
75 - 84	538	4.2%	825	3.5%	916	3.3%
85+	178	1.4%	342	1.5%	392	1.4%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	10,478	82.8%	18,315	77.9%	21,168	76.8%
Black Alone	1,459	11.5%	2,904	12.4%	3,568	12.9%
American Indian Alone	55	0.4%	101	0.4%	116	0.4%
Asian Alone	152	1.2%	589	2.5%	754	2.7%
Pacific Islander Alone	4	0.0%	8	0.0%	9	0.0%
Some Other Race Alone	300	2.4%	965	4.1%	1,176	4.3%
Two or More Races	214	1.7%	630	2.7%	786	2.9%
Hispanic Origin (Any Race)	1,113	8.8%	3,800	16.2%	5,046	18.3%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst

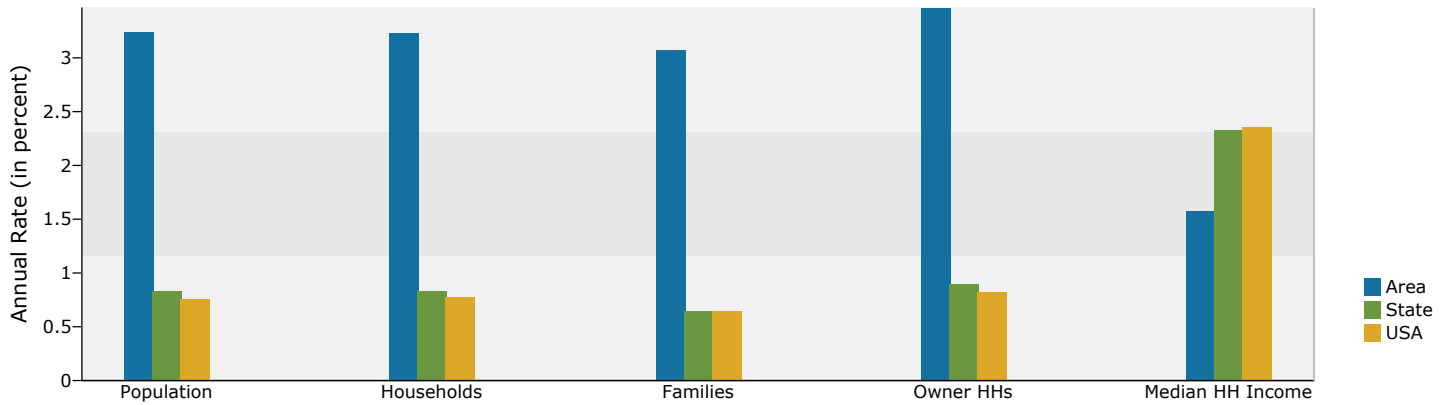


# Demographic and Income Profile

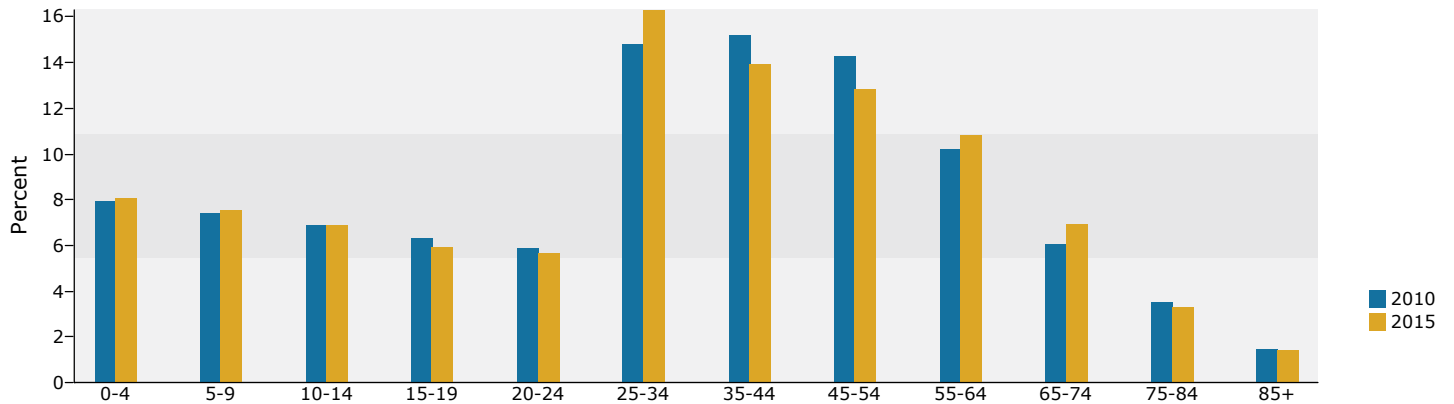
Lat: 3323807.028044, Lon: -9100493.151183  
Ring: 3 miles radius

Martin Forster  
Latitude: 28.591909  
Longitude: -81.751121

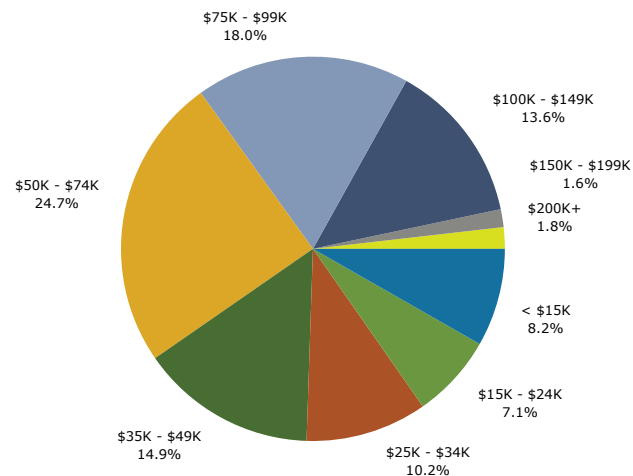
## Trends 2010-2015



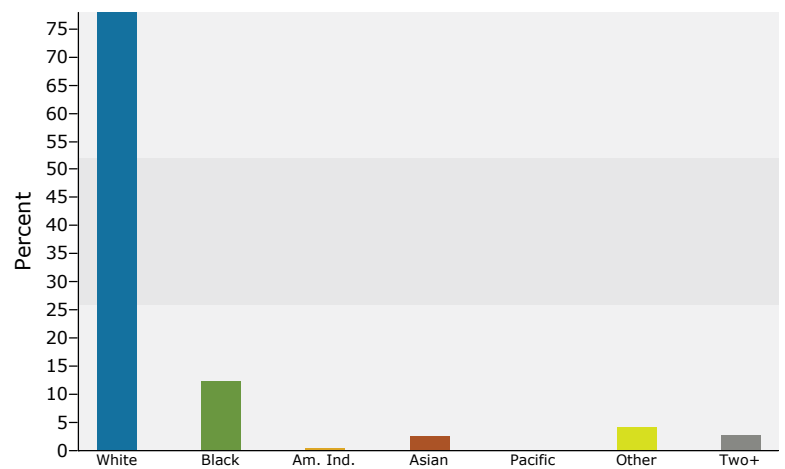
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 16.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst



# Demographic and Income Profile

Lat: 3323807.028044, Lon: -9100493.151183

Ring: 5 miles radius

Martin Forster

Latitude: 28.591909

Longitude: -81.751121

Summary	2000		2010		2015	
Population	24,419		47,418		55,674	
Households	8,781		16,839		19,780	
Families	6,613		12,535		14,593	
Average Household Size	2.67		2.75		2.76	
Owner Occupied Housing Units	6,858		13,634		16,121	
Renter Occupied Housing Units	1,923		3,204		3,659	
Median Age	37.1		36.8		36.0	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	3.26%		0.84%		0.76%	
Households	3.27%		0.83%		0.78%	
Families	3.09%		0.64%		0.64%	
Owner HHs	3.41%		0.89%		0.82%	
Median Household Income	1.43%		2.34%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	919	10.5%	1,236	7.3%	1,178	6.0%
\$15,000 - \$24,999	1,039	11.8%	1,158	6.9%	1,055	5.3%
\$25,000 - \$34,999	1,097	12.5%	1,556	9.2%	1,378	7.0%
\$35,000 - \$49,999	1,557	17.7%	2,438	14.5%	2,113	10.7%
\$50,000 - \$74,999	2,155	24.6%	4,218	25.1%	6,070	30.7%
\$75,000 - \$99,999	1,147	13.1%	3,128	18.6%	3,577	18.1%
\$100,000 - \$149,999	609	6.9%	2,413	14.3%	3,476	17.6%
\$150,000 - \$199,999	119	1.4%	354	2.1%	500	2.5%
\$200,000+	133	1.5%	337	2.0%	434	2.2%
Median Household Income	\$47,747		\$60,508		\$64,945	
Average Household Income	\$55,521		\$70,013		\$75,671	
Per Capita Income	\$20,532		\$25,331		\$27,349	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,650	6.8%	3,607	7.6%	4,272	7.7%
5 - 9	1,781	7.3%	3,426	7.2%	4,096	7.4%
10 - 14	1,793	7.3%	3,246	6.8%	3,940	7.1%
15 - 19	1,465	6.0%	2,948	6.2%	3,278	5.9%
20 - 24	1,051	4.3%	2,554	5.4%	2,898	5.2%
25 - 34	3,492	14.3%	6,682	14.1%	8,597	15.4%
35 - 44	4,550	18.6%	7,207	15.2%	7,745	13.9%
45 - 54	3,255	13.3%	7,161	15.1%	7,525	13.5%
55 - 64	2,209	9.0%	5,116	10.8%	6,443	11.6%
65 - 74	1,743	7.1%	3,042	6.4%	4,127	7.4%
75 - 84	1,070	4.4%	1,741	3.7%	1,969	3.5%
85+	360	1.5%	686	1.4%	787	1.4%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	20,911	85.6%	38,125	80.4%	44,097	79.2%
Black Alone	2,139	8.8%	4,652	9.8%	5,798	10.4%
American Indian Alone	98	0.4%	184	0.4%	213	0.4%
Asian Alone	270	1.1%	1,129	2.4%	1,452	2.6%
Pacific Islander Alone	11	0.0%	20	0.0%	23	0.0%
Some Other Race Alone	616	2.5%	2,115	4.5%	2,592	4.7%
Two or More Races	374	1.5%	1,194	2.5%	1,499	2.7%
Hispanic Origin (Any Race)	2,053	8.4%	7,581	16.0%	10,119	18.2%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst



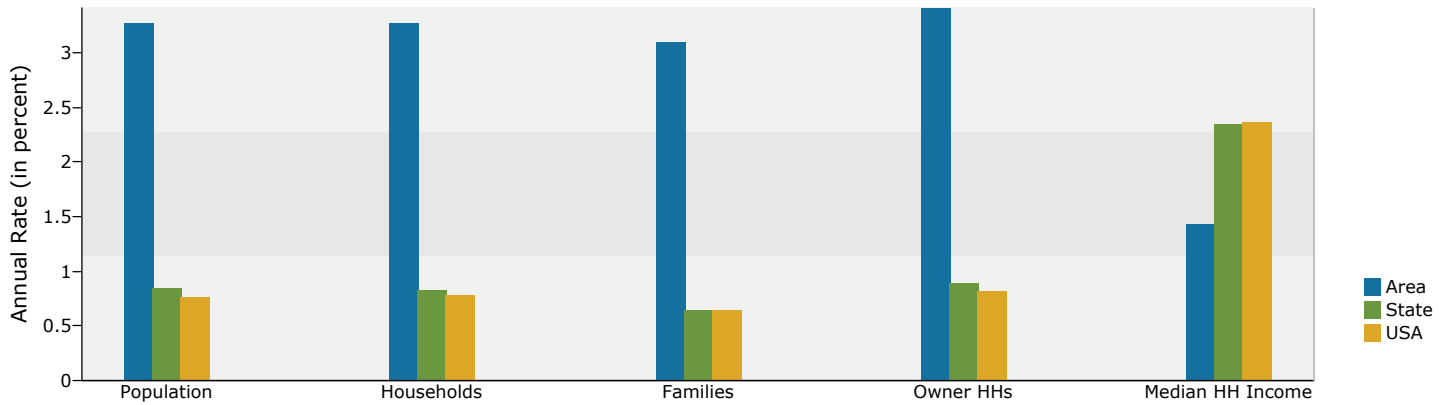


# Demographic and Income Profile

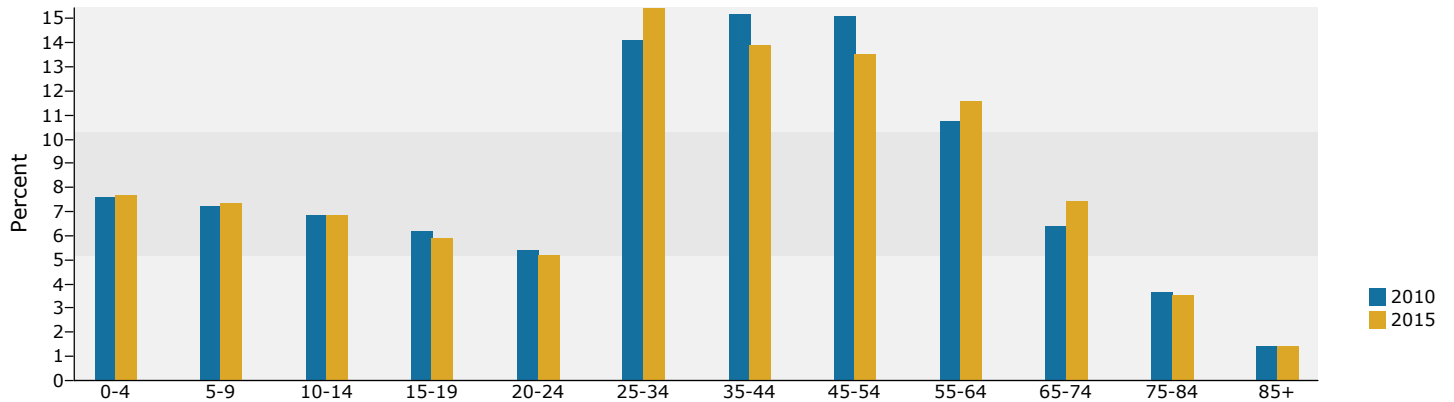
Lat: 3323807.028044, Lon: -9100493.151183  
Ring: 5 miles radius

Martin Forster  
Latitude: 28.591909  
Longitude: -81.751121

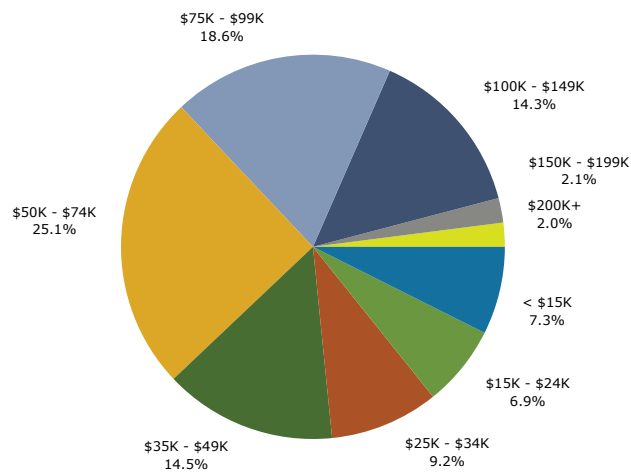
## Trends 2010-2015



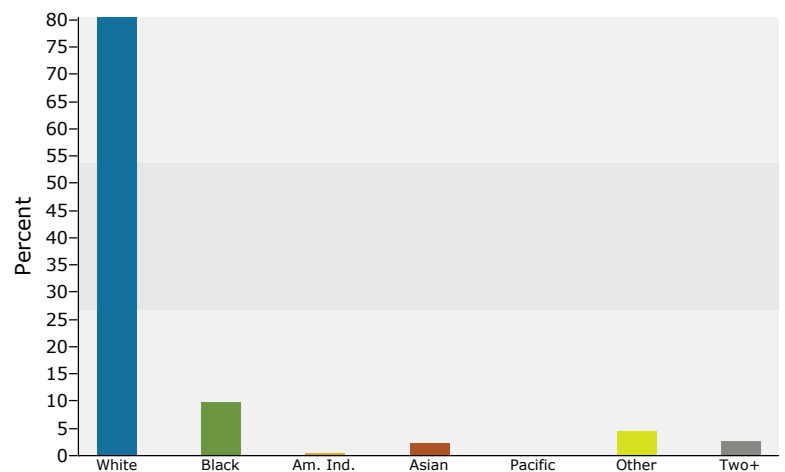
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 16.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.

September 23, 2010

Made with ESRI Business Analyst






Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	2,185	12,662	24,419
2000 Group Quarters	6	466	1,016
2010 Total Population	6,093	23,511	47,418
2015 Total Population	7,383	27,578	55,674
2010 - 2015 Annual Rate	3.92%	3.24%	3.26%
 2000 Households	814	4,403	8,781
2000 Average Household Size	2.68	2.77	2.67
2010 Households	2,188	8,119	16,839
2010 Average Household Size	2.78	2.84	2.75
2015 Households	2,651	9,520	19,780
2015 Average Household Size	2.78	2.85	2.76
2010 - 2015 Annual Rate	3.91%	3.23%	3.27%
2000 Families	640	3,225	6,613
2000 Average Family Size	3	3.21	3.05
2010 Families	1,690	5,903	12,535
2010 Average Family Size	3.16	3.32	3.18
2015 Families	2,027	6,868	14,593
2015 Average Family Size	3.18	3.35	3.21
2010 - 2015 Annual Rate	3.7%	3.07%	3.09%
 <b>2000 Housing Units</b>	876	4,695	10,197
Owner Occupied Housing Units	78.8%	66.6%	68.2%
Renter Occupied Housing Units	15.9%	25.3%	19.1%
Vacant Housing Units	5.2%	8.2%	12.7%
<b>2010 Housing Units</b>	2,402	9,041	19,710
Owner Occupied Housing Units	79.3%	68.8%	69.2%
Renter Occupied Housing Units	11.8%	21.0%	16.3%
Vacant Housing Units	8.9%	10.2%	14.6%
<b>2015 Housing Units</b>	2,945	10,791	23,600
Owner Occupied Housing Units	78.7%	68.4%	68.3%
Renter Occupied Housing Units	11.3%	19.9%	15.5%
Vacant Housing Units	10.0%	11.8%	16.2%
<b>Median Household Income</b>			
2000	\$50,423	\$44,949	\$47,747
2010	\$64,584	\$58,886	\$60,508
2015	\$68,589	\$63,675	\$64,945
<b>Median Home Value</b>			
2000	\$109,375	\$99,946	\$108,863
2010	\$157,251	\$147,328	\$154,068
2015	\$183,578	\$171,955	\$178,312
<b>Per Capita Income</b>			
2000	\$20,704	\$19,396	\$20,533
2010	\$25,837	\$24,346	\$25,331
2015	\$27,713	\$26,391	\$27,349
<b>Median Age</b>			
2000	35.0	36.1	37.1
2010	33.9	35.4	36.8
2015	33.2	34.6	36.0

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

**2000 Households by Income**

	1 mile radius	3 miles radius	5 miles radius
Household Income Base	815	4,406	8,775
< \$15,000	6.9%	11.8%	10.5%
\$15,000 - \$24,999	9.3%	12.2%	11.8%
\$25,000 - \$34,999	13.6%	14.5%	12.5%
\$35,000 - \$49,999	19.5%	17.4%	17.7%
\$50,000 - \$74,999	26.3%	24.3%	24.6%
\$75,000 - \$99,999	15.2%	12.1%	13.1%
\$100,000 - \$149,999	6.7%	5.4%	6.9%
\$150,000 - \$199,999	1.2%	1.0%	1.4%
\$200,000+	1.2%	1.3%	1.5%
Average Household Income	\$56,999	\$51,726	\$55,521

**2010 Households by Income**

Household Income Base	2,190	8,118	16,838
< \$15,000	4.6%	8.2%	7.3%
\$15,000 - \$24,999	5.3%	7.1%	6.9%
\$25,000 - \$34,999	8.8%	10.2%	9.2%
\$35,000 - \$49,999	14.4%	14.9%	14.5%
\$50,000 - \$74,999	26.1%	24.7%	25.1%
\$75,000 - \$99,999	20.2%	18.0%	18.6%
\$100,000 - \$149,999	16.6%	13.6%	14.3%
\$150,000 - \$199,999	2.0%	1.6%	2.1%
\$200,000+	2.1%	1.8%	2.0%
Average Household Income	\$73,985	\$67,381	\$70,013

**2015 Households by Income**

Household Income Base	2,653	9,520	19,781
< \$15,000	3.6%	6.8%	6.0%
\$15,000 - \$24,999	4.1%	5.6%	5.3%
\$25,000 - \$34,999	6.5%	7.7%	7.0%
\$35,000 - \$49,999	10.4%	11.1%	10.7%
\$50,000 - \$74,999	31.5%	30.4%	30.7%
\$75,000 - \$99,999	19.4%	17.7%	18.1%
\$100,000 - \$149,999	20.0%	16.8%	17.6%
\$150,000 - \$199,999	2.4%	1.9%	2.5%
\$200,000+	2.3%	2.0%	2.2%
Average Household Income	\$79,450	\$73,148	\$75,671

**2000 Owner Occupied HUs by Value**

Total	677	3,209	6,859
<\$50,000	3.1%	8.6%	10.1%
\$50,000 - 99,999	36.9%	41.5%	33.2%
\$100,000 - 149,999	40.6%	31.4%	30.3%
\$150,000 - 199,999	11.2%	10.4%	13.4%
\$200,000 - \$299,999	7.4%	6.8%	9.3%
\$300,000 - 499,999	0.7%	1.2%	3.0%
\$500,000 - 999,999	0.0%	0.2%	0.6%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$120,707	\$114,091	\$127,665

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	137	1,201	1,924
With Cash Rent	91.2%	93.3%	92.3%
No Cash Rent	8.8%	6.7%	7.7%
Median Rent	\$572	\$514	\$514
Average Rent	\$573	\$509	\$519

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.




Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	2,185	12,664	24,420
Age 0 - 4	8.0%	7.2%	6.8%
Age 5 - 9	8.4%	7.6%	7.3%
Age 10 - 14	7.9%	7.3%	7.3%
Age 15 - 19	6.0%	6.1%	6.0%
Age 20 - 24	3.8%	4.7%	4.3%
Age 25 - 34	15.9%	15.0%	14.3%
Age 35 - 44	18.9%	18.3%	18.6%
Age 45 - 54	12.9%	12.8%	13.3%
Age 55 - 64	7.9%	8.5%	9.0%
Age 65 - 74	5.9%	6.7%	7.1%
Age 75 - 84	3.4%	4.2%	4.4%
Age 85+	1.0%	1.4%	1.5%
Age 18+	71.6%	73.9%	74.7%
<b>2010 Population by Age</b>			
Total	6,092	23,509	47,417
Age 0 - 4	8.7%	8.0%	7.6%
Age 5 - 9	8.2%	7.4%	7.2%
Age 10 - 14	7.6%	6.9%	6.8%
Age 15 - 19	6.5%	6.4%	6.2%
Age 20 - 24	5.3%	5.9%	5.4%
Age 25 - 34	15.4%	14.8%	14.1%
Age 35 - 44	16.3%	15.2%	15.2%
Age 45 - 54	14.8%	14.3%	15.1%
Age 55 - 64	9.1%	10.2%	10.8%
Age 65 - 74	4.7%	6.0%	6.4%
Age 75 - 84	2.5%	3.5%	3.7%
Age 85+	0.9%	1.5%	1.4%
Age 18+	71.4%	73.8%	74.5%
<b>2015 Population by Age</b>			
Total	7,383	27,576	55,677
Age 0 - 4	8.8%	8.1%	7.7%
Age 5 - 9	8.3%	7.6%	7.4%
Age 10 - 14	7.8%	7.1%	7.1%
Age 15 - 19	6.3%	6.0%	5.9%
Age 20 - 24	5.2%	5.7%	5.2%
Age 25 - 34	17.0%	16.3%	15.4%
Age 35 - 44	14.8%	13.9%	13.9%
Age 45 - 54	13.5%	12.8%	13.5%
Age 55 - 64	9.8%	10.8%	11.6%
Age 65 - 74	5.3%	7.0%	7.4%
Age 75 - 84	2.3%	3.3%	3.5%
Age 85+	0.9%	1.4%	1.4%
Age 18+	71.1%	73.6%	74.3%
<b>2000 Population by Sex</b>			
Males	49.4%	50.5%	50.5%
Females	50.6%	49.5%	49.5%
<b>2010 Population by Sex</b>			
Males	49.1%	49.8%	49.9%
Females	50.9%	50.2%	50.1%
<b>2015 Population by Sex</b>			
Males	49.0%	49.6%	49.7%
Females	51.0%	50.4%	50.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	2,184	12,662	24,419
White Alone	89.7%	82.8%	85.6%
Black Alone	4.4%	11.5%	8.8%
American Indian Alone	0.4%	0.4%	0.4%
Asian or Pacific Islander Alone	1.5%	1.2%	1.2%
Some Other Race Alone	2.3%	2.4%	2.5%
Two or More Races	1.8%	1.7%	1.5%
Hispanic Origin	9.6%	8.8%	8.4%
Diversity Index	33.5	41.4	37.3
<b>2010 Population by Race/Ethnicity</b>			
Total	6,093	23,512	47,419
White Alone	83.8%	77.9%	80.4%
Black Alone	6.1%	12.4%	9.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	2.9%	2.5%	2.4%
Some Other Race Alone	4.1%	4.1%	4.5%
Two or More Races	2.9%	2.7%	2.5%
Hispanic Origin	17.5%	16.2%	16.0%
Diversity Index	49.8	54.6	52.0
<b>2015 Population by Race/Ethnicity</b>			
Total	7,383	27,577	55,674
White Alone	82.7%	76.8%	79.2%
Black Alone	6.6%	12.9%	10.4%
American Indian Alone	0.3%	0.4%	0.4%
Asian or Pacific Islander Alone	3.1%	2.8%	2.6%
Some Other Race Alone	4.2%	4.3%	4.7%
Two or More Races	3.0%	2.9%	2.7%
Hispanic Origin	19.8%	18.3%	18.2%
Diversity Index	53.0	57.5	55.1
<b>2000 Population 3+ by School Enrollment</b>			
 Total	2,081	12,053	23,441
Enrolled in Nursery/Preschool	2.3%	1.8%	1.6%
Enrolled in Kindergarten	1.8%	1.8%	1.4%
Enrolled in Grade 1-8	13.7%	12.4%	12.4%
Enrolled in Grade 9-12	5.5%	6.0%	6.0%
Enrolled in College	2.2%	2.4%	2.5%
Enrolled in Grad/Prof School	0.5%	0.4%	0.5%
Not Enrolled in School	74.0%	75.2%	75.6%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	3,882	15,395	31,636
Less than 9th Grade	1.5%	3.4%	3.1%
9th - 12th Grade, No Diploma	6.2%	7.5%	7.9%
High School Graduate	27.5%	28.1%	27.9%
Some College, No Degree	22.5%	22.6%	22.5%
Associate Degree	13.2%	11.6%	11.8%
Bachelor's Degree	22.5%	20.3%	20.3%
Graduate/Professional Degree	6.7%	6.5%	6.7%

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 3323807.028044, Lon: -9...




## Market Profile

Martin Forster

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 <b>2010 Population 15+ by Marital Status</b>			
Total	4,601	18,276	37,138
Never Married	21.1%	23.7%	23.3%
Married	66.1%	60.0%	61.6%
Widowed	3.7%	5.4%	5.3%
Divorced	9.1%	10.9%	9.9%
 <b>2000 Population 16+ by Employment Status</b>			
Total	1,629	9,681	18,916
In Labor Force	70.2%	63.4%	63.3%
Civilian Employed	68.3%	61.5%	61.1%
Civilian Unemployed	1.9%	1.9%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	29.8%	36.6%	36.7%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.8%	90.7%	90.4%
Civilian Unemployed	8.2%	9.3%	9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.5%	92.7%	92.5%
Civilian Unemployed	6.5%	7.3%	7.5%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	836	4,879	9,401
Own Children < 6 Only	10.9%	9.4%	8.6%
Employed/in Armed Forces	6.9%	6.1%	5.5%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	3.9%	3.3%	3.0%
Own Children < 6 and 6-17 Only	8.3%	6.5%	6.6%
Employed/in Armed Forces	6.1%	4.8%	4.6%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	2.2%	1.7%	2.0%
Own Children 6-17 Only	19.7%	18.4%	18.2%
Employed/in Armed Forces	14.2%	12.7%	13.0%
Unemployed	0.8%	0.7%	0.5%
Not in Labor Force	4.7%	5.0%	4.6%
No Own Children < 18	61.1%	65.6%	66.6%
Employed/in Armed Forces	33.6%	32.6%	32.6%
Unemployed	1.2%	1.2%	1.1%
Not in Labor Force	26.3%	31.9%	32.9%
 <b>2010 Employed Population 16+ by Industry</b>			
Total	2,857	10,506	21,185
Agriculture/Mining	2.0%	2.1%	2.3%
Construction	10.7%	10.8%	10.6%
Manufacturing	3.2%	2.9%	3.5%
Wholesale Trade	3.2%	3.2%	3.5%
Retail Trade	10.3%	10.1%	10.2%
Transportation/Utilities	4.3%	4.3%	4.2%
Information	2.0%	2.0%	1.8%
Finance/Insurance/Real Estate	6.7%	6.5%	6.7%
Services	52.8%	53.4%	52.2%
Public Administration	4.9%	4.7%	4.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	2,854	10,505	21,187
White Collar	58.9%	57.3%	58.2%
Management/Business/Financial	13.3%	13.3%	14.2%
Professional	19.6%	19.4%	19.3%
Sales	12.5%	11.9%	12.1%
Administrative Support	13.4%	12.8%	12.6%
Services	21.0%	22.4%	21.4%
Blue Collar	20.1%	20.2%	20.4%
Farming/Forestry/Fishing	0.9%	1.0%	1.2%
Construction/Extraction	7.6%	7.8%	7.3%
Installation/Maintenance/Repair	4.0%	3.8%	4.0%
Production	2.3%	2.3%	2.5%
Transportation/Material Moving	5.3%	5.3%	5.5%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
Total	1,096	5,848	11,365
Drove Alone - Car, Truck, or Van	86.9%	83.3%	81.9%
Carpooled - Car, Truck, or Van	10.1%	11.5%	12.1%
Public Transportation	0.0%	0.3%	0.2%
Walked	0.6%	1.9%	1.9%
Other Means	0.6%	1.4%	1.2%
Worked at Home	1.7%	1.8%	2.6%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	1,096	5,850	11,365
Did Not Work at Home	98.3%	98.2%	97.4%
Less than 5 minutes	3.2%	3.9%	3.4%
5 to 9 minutes	10.0%	11.1%	9.1%
10 to 19 minutes	15.9%	19.4%	17.9%
20 to 24 minutes	9.1%	8.3%	8.5%
25 to 34 minutes	22.3%	19.6%	20.4%
35 to 44 minutes	16.3%	14.4%	15.9%
45 to 59 minutes	16.0%	14.7%	15.5%
60 to 89 minutes	2.8%	3.6%	4.1%
90 or more minutes	2.6%	3.2%	2.6%
Worked at Home	1.7%	1.8%	2.6%
Average Travel Time to Work (in min)	30.5	29.9	30.6
<b>2000 Households by Vehicles Available</b>			
Total	815	4,410	8,784
None	2.5%	6.2%	4.6%
1	28.8%	32.4%	31.8%
2	50.2%	45.4%	46.7%
3	16.6%	13.4%	13.8%
4	1.8%	2.3%	2.8%
5+	0.1%	0.3%	0.4%
Average Number of Vehicles Available	1.9	1.7	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.





Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles



## 2000 Households by Type

	1 mile radius	3 miles radius	5 miles radius
Total	813	4,405	8,780
Family Households	78.7%	73.2%	75.3%
Married-couple Family	66.7%	58.0%	62.3%
With Related Children	33.7%	27.9%	28.3%
Other Family (No Spouse)	12.1%	15.2%	13.0%
With Related Children	8.5%	10.6%	8.8%
Nonfamily Households	21.3%	26.8%	24.7%
Householder Living Alone	16.7%	21.4%	19.6%
Householder Not Living Alone	4.6%	5.3%	5.0%
Households with Related Children	42.1%	38.6%	37.2%
Households with Persons 65+	19.8%	22.6%	24.2%

## 2000 Households by Size

Total	814	4,403	8,781
1 Person Household	16.7%	21.4%	19.6%
2 Person Household	36.0%	35.4%	37.8%
3 Person Household	18.3%	16.6%	16.4%
4 Person Household	17.9%	16.1%	16.0%
5 Person Household	7.9%	7.2%	6.7%
6 Person Household	2.2%	2.1%	2.2%
7+ Person Household	1.1%	1.3%	1.2%

## 2000 Households by Year Householder Moved In

Total	815	4,409	8,782
Moved in 1999 to March 2000	23.8%	23.9%	23.0%
Moved in 1995 to 1998	44.5%	40.5%	41.0%
Moved in 1990 to 1994	17.7%	16.7%	16.9%
Moved in 1980 to 1989	8.3%	10.2%	11.4%
Moved in 1970 to 1979	3.7%	4.5%	4.3%
Moved in 1969 or Earlier	2.0%	4.2%	3.3%
Median Year Householder Moved In	1997	1996	1996



## 2000 Housing Units by Units in Structure

Total	861	4,786	10,064
1, Detached	84.0%	69.8%	67.8%
1, Attached	3.5%	5.6%	3.9%
2	2.1%	5.4%	3.9%
3 or 4	3.3%	6.2%	4.1%
5 to 9	1.0%	2.3%	1.8%
10 to 19	0.8%	1.5%	0.8%
20+	1.3%	2.4%	1.8%
Mobile Home	4.1%	6.3%	14.6%
Other	0.0%	0.6%	1.2%

## 2000 Housing Units by Year Structure Built

Total	875	4,689	10,199
1999 to March 2000	10.6%	7.0%	7.4%
1995 to 1998	29.1%	20.5%	23.4%
1990 to 1994	22.1%	16.1%	17.9%
1980 to 1989	15.2%	15.8%	16.8%
1970 to 1979	9.8%	16.3%	14.0%
1969 or Earlier	13.1%	24.2%	20.5%
Median Year Structure Built	1993	1986	1989

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.





Lat: 3323807.028044, Lon: -9...

Latitude: 28.591909

Longitude: -81.751121

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Up and Coming Families	Up and Coming Families	Up and Coming Families
2.	Milk and Cookies	Milk and Cookies	Senior Sun Seekers
3.		Aspiring Young Familie	Green Acres
<b>2010 Consumer Spending</b> shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.			
Apparel & Services: Total \$	\$3,868,071	\$13,172,160	\$27,972,843
Average Spent	\$1,767.86	\$1,622.39	\$1,661.19
Spending Potential Index	74	68	69
Computers & Accessories: Total \$	\$530,203	\$1,787,565	\$3,804,045
Average Spent	\$242.32	\$220.17	\$225.91
Spending Potential Index	110	100	103
Education: Total \$	\$2,734,871	\$9,374,010	\$19,772,990
Average Spent	\$1,249.94	\$1,154.58	\$1,174.24
Spending Potential Index	102	95	96
Entertainment/Recreation: Total \$	\$7,669,684	\$25,859,233	\$56,241,788
Average Spent	\$3,505.34	\$3,185.03	\$3,339.97
Spending Potential Index	109	99	104
Food at Home: Total \$	\$9,846,040	\$34,284,857	\$73,842,405
Average Spent	\$4,500.02	\$4,222.79	\$4,385.20
Spending Potential Index	101	94	98
Food Away from Home: Total \$	\$7,491,043	\$25,530,833	\$54,443,942
Average Spent	\$3,423.69	\$3,144.58	\$3,233.21
Spending Potential Index	106	98	100
Health Care: Total \$	\$7,840,848	\$27,642,035	\$61,628,428
Average Spent	\$3,583.57	\$3,404.61	\$3,659.86
Spending Potential Index	96	91	98
HH Furnishings & Equipment: Total \$	\$4,335,773	\$14,473,103	\$31,308,017
Average Spent	\$1,981.61	\$1,782.62	\$1,859.26
Spending Potential Index	96	87	90
Investments: Total \$	\$3,382,592	\$11,800,165	\$27,268,042
Average Spent	\$1,545.97	\$1,453.40	\$1,619.34
Spending Potential Index	89	84	93
Retail Goods: Total \$	\$55,138,802	\$187,576,610	\$407,477,358
Average Spent	\$25,200.55	\$23,103.41	\$24,198.43
Spending Potential Index	101	93	97
Shelter: Total \$	\$37,895,930	\$126,687,056	\$268,772,539
Average Spent	\$17,319.89	\$15,603.78	\$15,961.31
Spending Potential Index	110	99	101
TV/Video/Audio: Total \$	\$2,818,065	\$9,705,205	\$20,790,007
Average Spent	\$1,287.96	\$1,195.37	\$1,234.63
Spending Potential Index	104	96	99
Travel: Total \$	\$4,484,782	\$14,851,821	\$32,313,254
Average Spent	\$2,049.72	\$1,829.27	\$1,918.95
Spending Potential Index	108	97	101
Vehicle Maintenance & Repairs: Total \$	\$2,169,091	\$7,414,897	\$16,038,516
Average Spent	\$991.36	\$913.28	\$952.46
Spending Potential Index	105	97	101

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.