



# Executive Summary

Prepared by PJ Behr

310 Lexington Green Ln, Sanf...

Latitude: 28.812154

Longitude: -81.281517

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	6,865	41,762	90,069
Male Population	49.6%	48.5%	48.8%
Female Population	50.4%	51.5%	51.2%
Median Age	29.0	34.5	37.3
<b>2010 Income</b>			
Median HH Income	\$35,550	\$44,551	\$51,612
Per Capita Income	\$17,419	\$21,184	\$25,096
Average HH Income	\$44,628	\$54,142	\$65,415
<b>2010 Households</b>			
Total Households	2,774	16,104	34,144
Average Household Size	2.38	2.57	2.60
<b>2010 Housing</b>			
Owner Occupied Housing Units	22.9%	44.0%	56.0%
Renter Occupied Housing Units	56.0%	40.1%	29.0%
Vacant Housing Units	21.0%	15.9%	15.0%
<b>Population</b>			
1990 Population	6,647	28,728	54,738
2000 Population	6,626	32,924	69,122
2010 Population	6,865	41,762	90,069
2015 Population	7,029	44,691	96,992
1990-2000 Annual Rate	-0.03%	1.37%	2.36%
2000-2010 Annual Rate	0.35%	2.35%	2.62%
2010-2015 Annual Rate	0.47%	1.36%	1.49%

In the identified market area, the current year population is 90,069. In 2000, the Census count in the market area was 69,122. The rate of change since 2000 was 2.62 percent annually. The five-year projection for the population in the market area is 96,992, representing a change of 1.49 percent annually from 2010 to 2015. Currently, the population is 48.8 percent male and 51.2 percent female.

	1 mile radius	3 miles radius	5 miles radius
<b>Households</b>			
1990 Households	2,575	10,944	20,307
2000 Households	2,556	12,632	25,926
2010 Households	2,774	16,104	34,144
2015 Households	2,888	17,301	36,897
1990-2000 Annual Rate	-0.07%	1.44%	2.47%
2000-2010 Annual Rate	0.8%	2.4%	2.72%
2010-2015 Annual Rate	0.81%	1.44%	1.56%

The household count in this market area has changed from 25,926 in 2000 to 34,144 in the current year, a change of 2.72 percent annually. The five-year projection of households is 36,897, a change of 1.56 percent annually from the current year total. Average household size is currently 2.60, compared to 2.62 in the year 2000. The number of families in the current year is 22,896 in the market area.

## Housing

Currently, 56.0 percent of the 40,156 housing units in the market area are owner occupied; 29.0 percent, renter occupied; and 15.0 percent are vacant. In 2000, there were 28,219 housing units - 62.6 percent owner occupied, 29.6 percent renter occupied and 7.8 percent vacant. The rate of change in housing units since 2000 is 3.5 percent. Median home value in the market area is \$109,679, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.56 percent annually to \$124,447. From 2000 to the current year, median home value changed by 2.93 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.



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<b>Median Household Income</b>			
1990 Median HH Income	\$15,536	\$22,168	\$26,178
2000 Median HH Income	\$24,625	\$30,941	\$37,372
2010 Median HH Income	\$35,550	\$44,551	\$51,612
2015 Median HH Income	\$43,040	\$53,039	\$60,469
1990-2000 Annual Rate	4.71%	3.39%	3.62%
2000-2010 Annual Rate	3.65%	3.62%	3.2%
2010-2015 Annual Rate	3.9%	3.55%	3.22%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$8,235	\$10,794	\$12,294
2000 Per Capita Income	\$12,106	\$15,386	\$18,996
2010 Per Capita Income	\$17,419	\$21,184	\$25,096
2015 Per Capita Income	\$20,135	\$24,035	\$28,132
1990-2000 Annual Rate	3.93%	3.61%	4.45%
2000-2010 Annual Rate	3.61%	3.17%	2.75%
2010-2015 Annual Rate	2.94%	2.56%	2.31%
<b>Average Household Income</b>			
1990 Average Household Income	\$20,977	\$27,892	\$31,941
2000 Average Household Income	\$30,878	\$39,521	\$48,925
2010 Average HH Income	\$44,628	\$54,142	\$65,415
2015 Average HH Income	\$51,461	\$61,176	\$73,262
1990-2000 Annual Rate	3.94%	3.55%	4.36%
2000-2010 Annual Rate	3.66%	3.12%	2.87%
2010-2015 Annual Rate	2.89%	2.47%	2.29%

### Households by Income

Current median household income is \$51,612 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$60,469 in five years. In 2000, median household income was \$37,372, compared to \$26,178 in 1990.

Current average household income is \$65,415 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$73,262 in five years. In 2000, average household income was \$48,925, compared to \$31,941 in 1990.

Current per capita income is \$25,096 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$28,132 in five years. In 2000, the per capita income was \$18,996, compared to \$12,294 in 1990.

### Population by Employment

Total Businesses	588	2,096	4,478
Total Employees	6,177	21,256	48,137

Currently, 88.2 percent of the civilian labor force in the identified market area is employed and 11.8 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 90.8 percent of the civilian labor force, and unemployment will be 9.2 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, 64.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 61.5 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 18.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 20.2 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 79.1 percent of the market area population drove alone to work, and 2.5 percent worked at home. The average travel time to work in 2000 was 27.3 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:

- 15.1 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 32.6 percent were high school graduates only (29.6 percent in the U.S.)
- 9.2 percent had completed an Associate degree (7.7 percent in the U.S.)
- 14.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 6.1 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.