






310 Lexington Green Ln, Sanf...

Market Profile

Prepared by PJ Behr

Latitude: 28.812154
Longitude: -81.281517

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	6,626	32,924	69,122
2000 Group Quarters	252	431	1,222
2010 Total Population	6,865	41,762	90,069
2015 Total Population	7,029	44,691	96,992
2010 - 2015 Annual Rate	0.47%	1.36%	1.49%
 2000 Households	2,556	12,632	25,926
2000 Average Household Size	2.49	2.57	2.62
2010 Households	2,774	16,104	34,144
2010 Average Household Size	2.38	2.57	2.6
2015 Households	2,888	17,301	36,897
2015 Average Household Size	2.35	2.56	2.6
2010 - 2015 Annual Rate	0.81%	1.44%	1.56%
2000 Families	1,482	8,136	17,833
2000 Average Family Size	3.21	3.15	3.1
2010 Families	1,550	9,995	22,896
2010 Average Family Size	3.15	3.22	3.14
2015 Families	1,579	10,552	24,408
2015 Average Family Size	3.14	3.24	3.15
2010 - 2015 Annual Rate	0.37%	1.09%	1.29%
 2000 Housing Units	2,876	13,787	28,219
Owner Occupied Housing Units	26.1%	51.2%	62.6%
Renter Occupied Housing Units	62.8%	40.4%	29.6%
Vacant Housing Units	11.1%	8.4%	7.8%
2010 Housing Units	3,513	19,152	40,155
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%
2015 Housing Units	3,690	20,622	43,551
Owner Occupied Housing Units	23.2%	43.6%	55.8%
Renter Occupied Housing Units	55.1%	40.3%	28.9%
Vacant Housing Units	21.7%	16.1%	15.3%
Median Household Income			
2000	\$24,625	\$30,941	\$37,372
2010	\$35,550	\$44,551	\$51,612
2015	\$43,040	\$53,039	\$60,469
Median Home Value			
2000	\$76,706	\$74,613	\$81,606
2010	\$99,261	\$98,298	\$109,679
2015	\$113,166	\$115,179	\$124,447
Per Capita Income			
2000	\$12,106	\$15,386	\$18,996
2010	\$17,419	\$21,184	\$25,096
2015	\$20,135	\$24,035	\$28,132
Median Age			
2000	29.5	33.3	35.3
2010	29.0	34.5	37.3
2015	29.1	34.7	37.5

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.




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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	2,547	12,653	25,943
< \$15,000	31.2%	22.5%	16.6%
\$15,000 - \$24,999	19.4%	16.9%	14.7%
\$25,000 - \$34,999	17.4%	16.6%	15.7%
\$35,000 - \$49,999	14.2%	16.0%	17.3%
\$50,000 - \$74,999	11.2%	16.5%	18.5%
\$75,000 - \$99,999	3.8%	6.3%	8.5%
\$100,000 - \$149,999	2.7%	4.1%	6.0%
\$150,000 - \$199,999	0.1%	0.6%	1.6%
\$200,000+	0.1%	0.5%	1.2%
Average Household Income	\$30,878	\$39,521	\$48,925
2010 Households by Income			
Household Income Base	2,773	16,103	34,145
< \$15,000	23.8%	16.2%	11.8%
\$15,000 - \$24,999	11.6%	10.6%	9.1%
\$25,000 - \$34,999	13.9%	12.0%	11.0%
\$35,000 - \$49,999	15.7%	16.7%	16.6%
\$50,000 - \$74,999	17.3%	20.5%	20.8%
\$75,000 - \$99,999	8.9%	11.7%	13.4%
\$100,000 - \$149,999	7.6%	9.8%	12.2%
\$150,000 - \$199,999	0.8%	1.5%	2.7%
\$200,000+	0.3%	0.9%	2.4%
Average Household Income	\$44,628	\$54,142	\$65,415
2015 Households by Income			
Household Income Base	2,888	17,301	36,897
< \$15,000	20.5%	13.9%	9.9%
\$15,000 - \$24,999	9.8%	8.8%	7.3%
\$25,000 - \$34,999	11.9%	10.0%	8.8%
\$35,000 - \$49,999	13.8%	14.0%	13.5%
\$50,000 - \$74,999	19.8%	22.4%	22.7%
\$75,000 - \$99,999	10.7%	13.3%	14.6%
\$100,000 - \$149,999	12.1%	14.9%	17.8%
\$150,000 - \$199,999	0.9%	1.6%	2.7%
\$200,000+	0.4%	1.1%	2.7%
Average Household Income	\$51,461	\$61,176	\$73,262
2000 Owner Occupied HUs by Value			
Total	764	7,084	17,587
<\$50,000	24.6%	17.8%	13.6%
\$50,000 - 99,999	44.4%	54.9%	51.9%
\$100,000 - 149,999	16.1%	19.9%	17.9%
\$150,000 - 199,999	10.1%	5.4%	8.4%
\$200,000 - \$299,999	3.4%	1.4%	5.5%
\$300,000 - 499,999	0.3%	0.3%	2.3%
\$500,000 - 999,999	1.2%	0.3%	0.3%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$96,622	\$86,018	\$104,757
2000 Specified Renter Occupied HUs by Contract Rent			
Total	1,762	5,528	8,296
With Cash Rent	99.1%	97.5%	96.3%
No Cash Rent	0.9%	2.5%	3.7%
Median Rent	\$473	\$487	\$517
Average Rent	\$434	\$470	\$510

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.




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Ring: 1, 3, 5 Miles

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2000 Population by Age			
 Total	6,627	32,922	69,121
Age 0 - 4	9.7%	7.8%	7.2%
Age 5 - 9	8.9%	7.8%	7.4%
Age 10 - 14	7.8%	7.5%	7.3%
Age 15 - 19	6.2%	6.8%	6.6%
Age 20 - 24	9.1%	7.2%	6.1%
Age 25 - 34	17.2%	15.5%	14.8%
Age 35 - 44	14.5%	15.3%	16.5%
Age 45 - 54	11.6%	12.2%	13.4%
Age 55 - 64	6.1%	7.7%	8.5%
Age 65 - 74	4.8%	6.3%	6.6%
Age 75 - 84	3.1%	4.5%	4.4%
Age 85+	1.0%	1.4%	1.2%
Age 18+	70.0%	72.8%	74.0%
2010 Population by Age			
Total	6,864	41,760	90,068
Age 0 - 4	9.8%	7.6%	7.0%
Age 5 - 9	7.7%	7.0%	6.8%
Age 10 - 14	6.3%	6.5%	6.7%
Age 15 - 19	7.2%	6.7%	6.6%
Age 20 - 24	11.6%	7.9%	6.6%
Age 25 - 34	16.4%	15.0%	13.4%
Age 35 - 44	12.2%	13.2%	13.7%
Age 45 - 54	11.8%	13.2%	14.8%
Age 55 - 64	8.5%	10.5%	11.8%
Age 65 - 74	4.5%	6.2%	6.7%
Age 75 - 84	2.8%	4.1%	4.2%
Age 85+	1.3%	2.0%	1.8%
Age 18+	72.1%	74.9%	75.6%
2015 Population by Age			
Total	7,029	44,691	96,990
Age 0 - 4	10.0%	7.6%	6.9%
Age 5 - 9	7.9%	7.0%	6.7%
Age 10 - 14	6.0%	6.6%	6.8%
Age 15 - 19	5.8%	6.1%	6.3%
Age 20 - 24	10.5%	7.7%	6.5%
Age 25 - 34	19.3%	15.5%	13.6%
Age 35 - 44	11.5%	12.7%	12.9%
Age 45 - 54	10.5%	12.2%	13.6%
Age 55 - 64	8.7%	11.3%	12.7%
Age 65 - 74	5.9%	7.5%	8.3%
Age 75 - 84	2.5%	3.9%	4.1%
Age 85+	1.3%	2.0%	1.8%
Age 18+	72.9%	75.4%	75.9%
2000 Population by Sex			
Males	49.4%	48.4%	48.9%
Females	50.6%	51.6%	51.1%
2010 Population by Sex			
Males	49.6%	48.5%	48.8%
Females	50.4%	51.5%	51.2%
2015 Population by Sex			
Males	49.8%	48.6%	48.8%
Females	50.2%	51.4%	51.2%



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



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Ring: 1, 3, 5 Miles

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2000 Population by Race/Ethnicity			
 Total	6,626	32,923	69,122
White Alone	39.6%	56.0%	69.6%
Black Alone	54.4%	37.2%	23.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	0.4%	0.9%	1.3%
Some Other Race Alone	3.5%	3.5%	3.3%
Two or More Races	1.7%	2.0%	2.0%
Hispanic Origin	7.4%	8.2%	9.1%
Diversity Index	60.9	61.7	55.1
2010 Population by Race/Ethnicity			
Total	6,865	41,761	90,069
White Alone	37.7%	54.0%	66.3%
Black Alone	54.2%	36.7%	23.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	0.6%	1.2%	2.0%
Some Other Race Alone	4.9%	4.8%	4.7%
Two or More Races	2.2%	2.8%	2.8%
Hispanic Origin	10.9%	12.1%	13.6%
Diversity Index	64.9	66.4	62.1
2015 Population by Race/Ethnicity			
Total	7,029	44,690	96,992
White Alone	38.5%	53.6%	65.5%
Black Alone	52.7%	36.3%	23.6%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	0.7%	1.4%	2.2%
Some Other Race Alone	5.2%	5.1%	5.0%
Two or More Races	2.4%	3.1%	3.1%
Hispanic Origin	12.2%	13.6%	15.3%
Diversity Index	66.6	67.9	64.1
2000 Population 3+ by School Enrollment			
 Total	6,310	31,390	66,198
Enrolled in Nursery/Preschool	1.8%	1.9%	1.9%
Enrolled in Kindergarten	2.0%	2.2%	1.9%
Enrolled in Grade 1-8	14.9%	13.6%	12.9%
Enrolled in Grade 9-12	5.7%	5.3%	5.4%
Enrolled in College	3.5%	4.3%	4.4%
Enrolled in Grad/Prof School	1.0%	0.8%	0.7%
Not Enrolled in School	71.2%	71.9%	72.8%
2010 Population 25+ by Educational Attainment			
Total	3,940	26,829	59,766
Less than 9th Grade	8.5%	6.7%	4.6%
9th - 12th Grade, No Diploma	15.7%	12.3%	10.4%
High School Graduate	35.7%	33.2%	32.6%
Some College, No Degree	18.6%	21.8%	22.1%
Associate Degree	7.7%	9.1%	9.2%
Bachelor's Degree	9.5%	11.7%	14.9%
Graduate/Professional Degree	4.4%	5.2%	6.1%

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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2010 Population 15+ by Marital Status			
 Total	5,233	32,924	71,649
Never Married	45.4%	34.0%	29.2%
Married	32.2%	44.0%	50.1%
Widowed	5.9%	6.6%	6.4%
Divorced	16.5%	15.3%	14.3%
2000 Population 16+ by Employment Status			
 Total	4,852	24,749	52,849
In Labor Force	61.7%	63.4%	64.8%
Civilian Employed	55.8%	59.2%	61.6%
Civilian Unemployed	5.9%	4.1%	3.1%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	38.3%	36.6%	35.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	81.6%	86.0%	88.2%
Civilian Unemployed	18.4%	14.0%	11.8%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	85.6%	89.1%	90.8%
Civilian Unemployed	14.4%	10.9%	9.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	2,459	12,966	27,342
Own Children < 6 Only	8.1%	7.4%	7.5%
Employed/in Armed Forces	4.1%	4.3%	4.6%
Unemployed	0.3%	0.4%	0.3%
Not in Labor Force	3.7%	2.7%	2.7%
Own Children < 6 and 6-17 Only	9.1%	6.5%	6.4%
Employed/in Armed Forces	3.7%	3.6%	3.6%
Unemployed	2.0%	0.4%	0.2%
Not in Labor Force	3.4%	2.5%	2.6%
Own Children 6-17 Only	15.7%	15.9%	16.6%
Employed/in Armed Forces	9.1%	11.4%	12.4%
Unemployed	1.3%	0.6%	0.6%
Not in Labor Force	5.3%	3.9%	3.7%
No Own Children < 18	67.1%	70.2%	69.4%
Employed/in Armed Forces	32.9%	34.2%	35.4%
Unemployed	2.6%	2.4%	1.9%
Not in Labor Force	31.6%	33.5%	32.2%
2010 Employed Population 16+ by Industry			
 Total	2,589	17,568	39,837
Agriculture/Mining	0.4%	0.6%	0.5%
Construction	8.4%	9.5%	9.8%
Manufacturing	6.8%	6.4%	6.2%
Wholesale Trade	3.2%	3.0%	3.6%
Retail Trade	13.8%	12.7%	12.7%
Transportation/Utilities	6.3%	5.0%	4.6%
Information	2.4%	2.4%	2.7%
Finance/Insurance/Real Estate	9.5%	8.7%	9.1%
Services	44.5%	46.4%	45.8%
Public Administration	4.7%	5.2%	5.1%


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



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2010 Employed Population 16+ by Occupation			
Total	2,589	17,564	39,836
White Collar	52.2%	57.2%	61.5%
Management/Business/Financial	9.2%	10.6%	13.4%
Professional	14.8%	18.9%	19.6%
Sales	14.9%	13.9%	14.8%
Administrative Support	13.3%	13.7%	13.7%
Services	22.9%	20.9%	18.3%
Blue Collar	24.9%	21.9%	20.2%
Farming/Forestry/Fishing	0.5%	0.2%	0.2%
Construction/Extraction	6.5%	7.3%	7.2%
Installation/Maintenance/Repair	4.2%	3.7%	3.9%
Production	5.8%	4.7%	3.8%
Transportation/Material Moving	7.9%	6.0%	5.1%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,624	14,366	31,975
Drove Alone - Car, Truck, or Van	71.4%	75.8%	79.1%
Carpooled - Car, Truck, or Van	16.2%	16.1%	14.7%
Public Transportation	2.8%	1.4%	0.9%
Walked	4.0%	1.9%	1.2%
Other Means	4.1%	2.3%	1.6%
Worked at Home	1.5%	2.5%	2.5%
2000 Workers 16+ by Travel Time to Work			
Total	2,626	14,365	31,976
Did Not Work at Home	98.5%	97.5%	97.5%
Less than 5 minutes	3.8%	2.4%	2.1%
5 to 9 minutes	11.4%	9.9%	8.3%
10 to 19 minutes	31.9%	31.5%	30.6%
20 to 24 minutes	11.7%	12.6%	12.4%
25 to 34 minutes	20.4%	19.4%	19.5%
35 to 44 minutes	4.0%	5.6%	6.7%
45 to 59 minutes	8.3%	8.1%	9.3%
60 to 89 minutes	5.2%	5.8%	6.0%
90 or more minutes	1.6%	2.4%	2.5%
Worked at Home	1.5%	2.5%	2.5%
Average Travel Time to Work (in min)	24.2	25.9	27.3
2000 Households by Vehicles Available			
Total	2,525	12,612	25,909
None	19.9%	12.1%	7.2%
1	46.8%	41.8%	37.9%
2	25.3%	33.9%	40.3%
3	6.7%	9.1%	11.1%
4	0.8%	2.0%	2.4%
5+	0.6%	1.1%	1.0%
Average Number of Vehicles Available	1.2	1.5	1.7



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



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2000 Households by Type			
 Total	2,557	12,632	25,925
Family Households	58.0%	64.4%	68.8%
Married-couple Family	26.6%	39.6%	48.1%
With Related Children	12.7%	18.3%	21.9%
Other Family (No Spouse)	31.3%	24.8%	20.7%
With Related Children	22.7%	17.0%	14.0%
Nonfamily Households	42.0%	35.6%	31.2%
Householder Living Alone	31.4%	27.5%	23.9%
Householder Not Living Alone	10.6%	8.0%	7.4%
Households with Related Children	35.4%	35.3%	35.8%
Households with Persons 65+	18.4%	24.4%	23.9%
2000 Households by Size			
Total	2,556	12,632	25,926
1 Person Household	31.4%	27.5%	23.9%
2 Person Household	29.4%	31.4%	34.2%
3 Person Household	16.7%	16.9%	17.8%
4 Person Household	11.6%	12.9%	14.0%
5 Person Household	5.8%	6.3%	6.2%
6 Person Household	3.1%	2.9%	2.4%
7+ Person Household	2.1%	1.9%	1.6%
2000 Households by Year Householder Moved In			
Total	2,525	12,612	25,910
Moved in 1999 to March 2000	34.7%	26.7%	24.2%
Moved in 1995 to 1998	32.7%	30.6%	31.2%
Moved in 1990 to 1994	10.7%	13.7%	16.0%
Moved in 1980 to 1989	7.5%	11.0%	14.8%
Moved in 1970 to 1979	7.6%	9.1%	7.7%
Moved in 1969 or Earlier	6.7%	8.9%	6.2%
Median Year Householder Moved In	1997	1996	1996
2000 Housing Units by Units in Structure			
 Total	2,873	13,740	28,111
1, Detached	38.9%	63.6%	69.1%
1, Attached	8.7%	3.7%	3.5%
2	10.0%	5.5%	3.7%
3 or 4	8.7%	4.4%	4.8%
5 to 9	10.2%	6.0%	4.5%
10 to 19	6.9%	6.6%	4.6%
20+	16.4%	8.6%	4.9%
Mobile Home	0.1%	1.6%	4.8%
Other	0.0%	0.1%	0.2%
2000 Housing Units by Year Structure Built			
Total	2,872	13,733	28,208
1999 to March 2000	1.0%	2.7%	3.8%
1995 to 1998	8.6%	8.9%	10.9%
1990 to 1994	5.6%	7.5%	10.0%
1980 to 1989	21.3%	16.9%	25.0%
1970 to 1979	8.5%	16.5%	16.9%
1969 or Earlier	55.0%	47.4%	33.5%
Median Year Structure Built	1967	1972	1980

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



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	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Inner City Tenants	Old and Newcomers	In Style
2.	Old and Newcomers	Inner City Tenants	Old and Newcomers
3.	Young and Restless	Family Foundations	Exurbanites



2010 Consumer Spending 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 \$	\$3,205,117	\$21,647,558	\$54,306,109
Average Spent	\$1,155.41	\$1,344.23	\$1,590.50
Spending Potential Index	48	56	66
Computers & Accessories: Total \$	\$415,457	\$2,833,495	\$7,165,499
Average Spent	\$149.77	\$175.95	\$209.86
Spending Potential Index	68	80	95
Education: Total \$	\$2,269,132	\$15,835,990	\$40,136,842
Average Spent	\$818.00	\$983.36	\$1,175.52
Spending Potential Index	67	81	96
Entertainment/Recreation: Total \$	\$5,667,288	\$40,442,602	\$104,841,188
Average Spent	\$2,043.00	\$2,511.34	\$3,070.56
Spending Potential Index	63	78	95
Food at Home: Total \$	\$8,534,165	\$57,908,132	\$144,799,537
Average Spent	\$3,076.48	\$3,595.88	\$4,240.85
Spending Potential Index	69	80	95
Food Away from Home: Total \$	\$6,152,881	\$41,867,010	\$105,147,448
Average Spent	\$2,218.05	\$2,599.79	\$3,079.53
Spending Potential Index	69	81	96
Health Care: Total \$	\$6,272,733	\$46,536,038	\$119,882,815
Average Spent	\$2,261.26	\$2,889.72	\$3,511.09
Spending Potential Index	61	78	94
HH Furnishings & Equipment: Total \$	\$3,101,375	\$22,220,550	\$57,800,098
Average Spent	\$1,118.02	\$1,379.82	\$1,692.83
Spending Potential Index	54	67	82
Investments: Total \$	\$2,360,118	\$18,676,601	\$51,481,495
Average Spent	\$850.80	\$1,159.75	\$1,507.78
Spending Potential Index	49	67	87
Retail Goods: Total \$	\$42,392,810	\$298,570,445	\$766,976,139
Average Spent	\$15,282.20	\$18,540.14	\$22,462.98
Spending Potential Index	61	75	90
Shelter: Total \$	\$28,841,946	\$200,173,197	\$508,772,433
Average Spent	\$10,397.24	\$12,430.03	\$14,900.79
Spending Potential Index	66	79	94
TV/Video/Audio: Total \$	\$2,369,853	\$16,105,591	\$40,337,705
Average Spent	\$854.31	\$1,000.10	\$1,181.40
Spending Potential Index	69	81	95
Travel: Total \$	\$2,996,412	\$22,468,638	\$59,720,914
Average Spent	\$1,080.18	\$1,395.22	\$1,749.09
Spending Potential Index	57	74	92
Vehicle Maintenance & Repairs: Total \$	\$1,716,991	\$11,967,594	\$30,544,970
Average Spent	\$618.96	\$743.14	\$894.59
Spending Potential Index	66	79	95

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.