



Executive Summary

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	Lat: 26.906543 Lon: -82.278288	Lat: 26.906543 Lon: -82.278288	Lat: 26.906543 Lon: -82.278288
Site Type: Drive Time	Drive Time: 5 minutes	Drive Time: 10 minutes	Drive Time: 15 minutes

2008 Population

Total Population	3,000	20,375	38,424
Male Population	47.8%	48.1%	47.9%
Female Population	52.2%	51.9%	52.1%
Median Age	59.7	57.4	60.2

2008 Income

Median HH Income	\$51,672	\$47,718	\$44,224
Per Capita Income	\$27,442	\$26,679	\$27,311
Average HH Income	\$60,815	\$58,595	\$57,277

2008 Households

Total Households	1,344	9,208	18,084
Average Household Size	2.22	2.21	2.12
1990-2000 Annual Rate	8.96%	5.05%	3.63%

2008 Housing

Owner Occupied Housing Units	78.3%	71.7%	66.1%
Renter Occupied Housing Units	8.8%	10.9%	10.2%
Vacant Housing Units	12.8%	17.4%	23.7%

Population

1990 Population	981	9,592	21,315
2000 Population	2,113	14,957	29,594
2008 Population	3,000	20,375	38,424
2013 Population	3,478	23,353	43,598
1990-2000 Annual Rate	7.97%	4.54%	3.34%
2000-2008 Annual Rate	4.34%	3.82%	3.22%
2008-2013 Annual Rate	3%	2.77%	2.56%

In the identified market area, the current year population is 38,424. In 2000, the Census count in the market area was 29,594. The rate of change since 2000 was 3.22 percent annually. The five-year projection for the population in the market area is 43,598, representing a change of 2.56 percent annually from 2008 to 2013. Currently, the population is 47.9 percent male and 52.1 percent female.

Households

1990 Households	390	4,067	9,655
2000 Households	920	6,659	13,797
2008 Households	1,344	9,208	18,084
2013 Households	1,568	10,591	20,593
1990-2000 Annual Rate	8.96%	5.05%	3.63%
2000-2008 Annual Rate	4.7%	4.01%	3.33%
2008-2013 Annual Rate	3.13%	2.84%	2.63%

The household count in this market area has changed from 13,797 in 2000 to 18,084 in the current year, a change of 3.33 percent annually. The five-year projection of households is 20,593, a change of 2.63 percent annually from the current year total. Average household size is currently 2.12, compared to 2.13 in the year 2000. The number of families in the current year is 12,333 in the market area.

Housing

Currently, 66.1 percent of the 23,710 housing units in the market area are owner occupied; 10.2 percent, renter occupied; and 23.7 percent are vacant. In 2000, there were 17,474 housing units— 65.9 percent owner occupied, 11.7 percent renter occupied and 22.4 percent vacant. The rate of change in housing units since 2000 is 3.77 percent. Median home value in the market area is \$168,691, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.06 percent annually to \$169,221. From 2000 to the current year, median home value changed by 8.32 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



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Median Household Income

1990 Median HH Income	\$25,948	\$26,450	\$25,580
2000 Median HH Income	\$39,883	\$36,896	\$34,666
2008 Median HH Income	\$51,672	\$47,718	\$44,224
2013 Median HH Income	\$62,379	\$55,291	\$52,580
1990-2000 Annual Rate	4.39%	3.38%	3.09%
2000-2008 Annual Rate	3.19%	3.17%	3%
2008-2013 Annual Rate	3.84%	2.99%	3.52%

Per Capita Income

1990 Per Capita Income	\$14,483	\$14,189	\$14,566
2000 Per Capita Income	\$20,070	\$20,232	\$21,272
2008 Per Capita Income	\$27,442	\$26,679	\$27,311
2013 Per Capita Income	\$33,144	\$31,178	\$31,555
1990-2000 Annual Rate	3.32%	3.61%	3.86%
2000-2008 Annual Rate	3.86%	3.41%	3.08%
2008-2013 Annual Rate	3.85%	3.17%	2.93%

Average Household Income

1990 Average Household Income	\$33,010	\$32,497	\$31,854
2000 Average Household Income	\$45,644	\$45,160	\$45,080
2008 Average HH Income	\$60,815	\$58,595	\$57,277
2013 Average HH Income	\$73,096	\$68,232	\$65,947
1990-2000 Annual Rate	3.29%	3.35%	3.53%
2000-2008 Annual Rate	3.54%	3.21%	2.95%
2008-2013 Annual Rate	3.75%	3.09%	2.86%

Households by Income

Current median household income is \$44,224 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$52,580 in five years. In 2000, median household income was \$34,666, compared to \$25,580 in 1990.

Current average household income is \$57,277 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$65,947 in five years. In 2000, average household income was \$45,080, compared to \$31,854 in 1990.

Current per capita income is \$27,311 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$31,555 in five years. In 2000, the per capita income was \$21,272, compared to \$14,566 in 1990.

Population by Employment

Total Businesses	50	847	1,875
Total Employees	286	4,292	10,398

Currently, 95.0 percent of the civilian labor force in the identified market area is employed and 5.0 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.5 percent of the civilian labor force, and unemployment will be 4.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 40.3 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:

- 52.7 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 25.8 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 21.5 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 80.8 percent of the market area population drove alone to work, and 3.2 percent worked at home. The average travel time to work in 2000 was 25.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 12.8 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 40.8 percent were high school graduates only (29.6 percent in the U.S.)
- 6.5 percent had completed an Associate degree (7.2 percent in the U.S.)
- 11.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 6.4 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)