



Market Profile




Prepared by Mason SharpeSharpe Properties

Lat: 2981707.932557, Lon: -8...

Latitude: 25.859647

Longitude: -80.274794

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	29,375	208,012	477,037
2000 Group Quarters	454	3,538	11,364
2010 Total Population	28,663	206,698	479,932
2015 Total Population	28,322	205,559	479,113
2010 - 2015 Annual Rate	-0.24%	-0.11%	-0.03%
 2000 Households	8,906	65,483	149,192
2000 Average Household Size	3.25	3.12	3.12
2010 Households	8,739	65,431	149,998
2010 Average Household Size	3.23	3.1	3.12
2015 Households	8,632	65,073	149,596
2015 Average Household Size	3.23	3.1	3.12
2010 - 2015 Annual Rate	-0.25%	-0.11%	-0.05%
2000 Families	7,316	51,275	114,614
2000 Average Family Size	3.4	3.42	3.49
2010 Families	7,114	50,620	114,038
2010 Average Family Size	3.4	3.43	3.52
2015 Families	6,986	49,964	112,924
2015 Average Family Size	3.41	3.44	3.54
2010 - 2015 Annual Rate	-0.36%	-0.26%	-0.2%
 2000 Housing Units	9,113	67,471	157,718
Owner Occupied Housing Units	59.7%	48.5%	48.9%
Renter Occupied Housing Units	38.0%	48.6%	45.7%
Vacant Housing Units	2.2%	2.9%	5.4%
2010 Housing Units	9,196	69,295	163,867
Owner Occupied Housing Units	57.0%	46.5%	46.9%
Renter Occupied Housing Units	38.1%	47.9%	44.6%
Vacant Housing Units	5.0%	5.6%	8.5%
2015 Housing Units	9,188	69,675	165,698
Owner Occupied Housing Units	56.0%	46.0%	46.3%
Renter Occupied Housing Units	38.0%	47.4%	44.0%
Vacant Housing Units	6.1%	6.6%	9.7%
Median Household Income			
2000	\$31,012	\$27,395	\$28,008
2010	\$39,603	\$32,999	\$34,494
2015	\$47,652	\$40,723	\$42,828
Median Home Value			
2000	\$120,068	\$102,957	\$89,386
2010	\$161,207	\$140,285	\$121,048
2015	\$185,543	\$160,978	\$140,215
Per Capita Income			
2000	\$12,214	\$12,470	\$12,461
2010	\$15,026	\$14,441	\$14,672
2015	\$16,595	\$16,167	\$16,377
Median Age			
2000	41.7	38.3	35.2
2010	43.5	40.2	36.5
2015	44.3	40.8	36.7

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	8,890	65,695	149,122
< \$15,000	21.8%	27.9%	27.4%
\$15,000 - \$24,999	18.2%	18.2%	17.7%
\$25,000 - \$34,999	16.1%	14.4%	14.4%
\$35,000 - \$49,999	15.1%	15.1%	15.6%
\$50,000 - \$74,999	16.7%	14.1%	14.5%
\$75,000 - \$99,999	6.9%	5.8%	5.9%
\$100,000 - \$149,999	4.4%	3.1%	3.0%
\$150,000 - \$199,999	0.7%	0.6%	0.7%
\$200,000+	0.3%	0.8%	0.8%
Average Household Income	\$39,627	\$38,529	\$38,602
2010 Households by Income			
Household Income Base	8,739	65,433	149,999
< \$15,000	16.7%	23.8%	23.1%
\$15,000 - \$24,999	13.2%	14.4%	13.7%
\$25,000 - \$34,999	16.8%	14.2%	13.8%
\$35,000 - \$49,999	13.3%	13.9%	14.5%
\$50,000 - \$74,999	21.6%	17.8%	18.2%
\$75,000 - \$99,999	10.1%	8.9%	9.5%
\$100,000 - \$149,999	6.2%	5.0%	5.2%
\$150,000 - \$199,999	1.5%	0.9%	0.9%
\$200,000+	0.6%	1.1%	1.1%
Average Household Income	\$48,655	\$44,723	\$45,721
2015 Households by Income			
Household Income Base	8,633	65,074	149,597
< \$15,000	14.3%	21.1%	20.4%
\$15,000 - \$24,999	10.9%	12.4%	11.7%
\$25,000 - \$34,999	13.9%	12.0%	11.6%
\$35,000 - \$49,999	13.2%	12.8%	13.2%
\$50,000 - \$74,999	26.5%	23.3%	23.7%
\$75,000 - \$99,999	10.2%	9.2%	9.7%
\$100,000 - \$149,999	8.2%	6.6%	7.0%
\$150,000 - \$199,999	2.0%	1.2%	1.2%
\$200,000+	0.7%	1.4%	1.4%
Average Household Income	\$53,717	\$50,043	\$51,054
2000 Owner Occupied HUs by Value			
Total	5,461	32,859	77,028
<\$50,000	2.7%	9.2%	10.8%
\$50,000 - 99,999	25.1%	38.8%	49.8%
\$100,000 - 149,999	57.0%	36.4%	28.0%
\$150,000 - 199,999	13.3%	12.4%	8.4%
\$200,000 - \$299,999	1.4%	2.7%	2.3%
\$300,000 - 499,999	0.5%	0.4%	0.5%
\$500,000 - 999,999	0.0%	0.0%	0.1%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$120,811	\$109,457	\$100,314
2000 Specified Renter Occupied HUs by Contract Rent			
Total	3,452	32,680	71,845
With Cash Rent	97.5%	98.0%	97.8%
No Cash Rent	2.5%	2.0%	2.2%
Median Rent	\$517	\$504	\$504
Average Rent	\$507	\$480	\$481

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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2000 Population by Age			
 Total	29,375	208,013	477,035
Age 0 - 4	4.8%	5.7%	6.5%
Age 5 - 9	5.0%	6.3%	7.4%
Age 10 - 14	5.9%	6.9%	7.8%
Age 15 - 19	5.4%	6.5%	7.6%
Age 20 - 24	5.4%	5.9%	6.5%
Age 25 - 34	13.6%	13.5%	13.9%
Age 35 - 44	13.8%	14.5%	15.0%
Age 45 - 54	11.9%	11.9%	12.0%
Age 55 - 64	13.6%	11.2%	9.7%
Age 65 - 74	12.2%	10.0%	7.9%
Age 75 - 84	6.3%	5.6%	4.3%
Age 85+	2.0%	1.9%	1.4%
Age 18+	80.9%	77.1%	73.6%
2010 Population by Age			
Total	28,662	206,696	479,933
Age 0 - 4	5.3%	6.0%	6.7%
Age 5 - 9	5.3%	6.0%	6.9%
Age 10 - 14	5.4%	5.9%	6.6%
Age 15 - 19	5.4%	6.3%	7.3%
Age 20 - 24	5.5%	6.4%	7.1%
Age 25 - 34	11.5%	12.6%	13.4%
Age 35 - 44	13.6%	12.9%	12.9%
Age 45 - 54	13.7%	13.5%	13.4%
Age 55 - 64	12.5%	12.0%	11.2%
Age 65 - 74	11.2%	9.4%	7.7%
Age 75 - 84	7.7%	6.4%	4.8%
Age 85+	2.8%	2.6%	1.9%
Age 18+	80.7%	78.2%	75.4%
2015 Population by Age			
Total	28,321	205,558	479,112
Age 0 - 4	5.1%	5.9%	6.7%
Age 5 - 9	5.5%	6.1%	6.9%
Age 10 - 14	5.6%	6.1%	6.9%
Age 15 - 19	5.4%	5.7%	6.6%
Age 20 - 24	5.1%	6.1%	6.9%
Age 25 - 34	11.5%	12.9%	13.9%
Age 35 - 44	12.7%	12.2%	12.2%
Age 45 - 54	13.8%	12.7%	12.4%
Age 55 - 64	13.1%	12.8%	12.0%
Age 65 - 74	11.3%	10.2%	8.6%
Age 75 - 84	7.8%	6.3%	4.8%
Age 85+	3.2%	2.9%	2.1%
Age 18+	80.5%	78.3%	75.5%
2000 Population by Sex			
Males	48.8%	48.3%	48.3%
Females	51.2%	51.7%	51.7%
2010 Population by Sex			
Males	49.2%	48.4%	48.5%
Females	50.8%	51.6%	51.5%
2015 Population by Sex			
Males	49.4%	48.5%	48.5%
Females	50.6%	51.5%	51.5%

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	29,375	208,011	477,037
White Alone	91.7%	78.1%	60.2%
Black Alone	1.4%	13.4%	30.4%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	0.4%	0.5%
Some Other Race Alone	3.7%	4.5%	4.8%
Two or More Races	2.8%	3.4%	3.9%
Hispanic Origin	90.4%	79.0%	61.5%
Diversity Index	30.5	58.0	76.0
2010 Population by Race/Ethnicity			
Total	28,662	206,698	479,932
White Alone	91.9%	79.2%	62.3%
Black Alone	1.1%	12.0%	27.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian or Pacific Islander Alone	0.3%	0.3%	0.5%
Some Other Race Alone	3.7%	4.7%	5.1%
Two or More Races	2.9%	3.5%	4.1%
Hispanic Origin	93.6%	82.9%	66.5%
Diversity Index	25.7	54.0	74.3
2015 Population by Race/Ethnicity			
Total	28,322	205,560	479,112
White Alone	91.9%	79.8%	63.3%
Black Alone	1.0%	11.3%	26.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	0.3%	0.3%	0.5%
Some Other Race Alone	3.7%	4.7%	5.3%
Two or More Races	2.9%	3.6%	4.3%
Hispanic Origin	94.8%	84.5%	68.6%
Diversity Index	23.8	52.1	73.3
2000 Population 3+ by School Enrollment			
 Total	28,624	201,192	458,370
Enrolled in Nursery/Preschool	1.0%	1.4%	1.7%
Enrolled in Kindergarten	1.3%	1.2%	1.5%
Enrolled in Grade 1-8	9.0%	11.3%	13.0%
Enrolled in Grade 9-12	5.3%	6.8%	8.0%
Enrolled in College	4.7%	4.6%	5.1%
Enrolled in Grad/Prof School	0.8%	0.6%	0.7%
Not Enrolled in School	78.0%	74.2%	69.9%
2010 Population 25+ by Educational Attainment			
Total	20,952	143,577	313,577
Less than 9th Grade	25.8%	22.8%	18.8%
9th - 12th Grade, No Diploma	17.1%	15.7%	15.6%
High School Graduate	27.9%	31.0%	32.3%
Some College, No Degree	10.1%	11.1%	12.4%
Associate Degree	6.0%	5.9%	6.3%
Bachelor's Degree	8.5%	8.7%	9.6%
Graduate/Professional Degree	4.6%	4.8%	5.0%

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.






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 2010 Population 15+ by Marital Status			
Total	24,087	169,756	382,950
Never Married	24.2%	29.3%	34.4%
Married	56.2%	50.7%	46.7%
Widowed	7.0%	7.3%	6.5%
Divorced	12.7%	12.7%	12.4%
 2000 Population 16+ by Employment Status			
Total	24,573	166,167	366,529
In Labor Force	49.5%	49.6%	52.1%
Civilian Employed	45.4%	44.3%	45.9%
Civilian Unemployed	4.0%	5.3%	6.2%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	50.5%	50.4%	47.9%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	84.6%	81.6%	80.3%
Civilian Unemployed	15.4%	18.4%	19.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	87.8%	85.3%	84.2%
Civilian Unemployed	12.2%	14.7%	15.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	12,739	87,293	192,818
Own Children < 6 Only	6.2%	6.2%	6.7%
Employed/in Armed Forces	3.1%	2.7%	3.2%
Unemployed	0.6%	0.7%	0.7%
Not in Labor Force	2.5%	2.8%	2.8%
Own Children < 6 and 6-17 Only	3.2%	5.0%	5.9%
Employed/in Armed Forces	1.0%	2.3%	2.8%
Unemployed	0.3%	0.4%	0.5%
Not in Labor Force	1.9%	2.3%	2.6%
Own Children 6-17 Only	14.4%	16.8%	18.2%
Employed/in Armed Forces	7.7%	8.6%	10.2%
Unemployed	1.0%	1.4%	1.5%
Not in Labor Force	5.6%	6.7%	6.5%
No Own Children < 18	76.2%	72.0%	69.2%
Employed/in Armed Forces	26.0%	24.1%	24.6%
Unemployed	2.9%	3.5%	4.0%
Not in Labor Force	47.3%	44.5%	40.6%
 2010 Employed Population 16+ by Industry			
Total	10,717	73,523	172,053
Agriculture/Mining	0.2%	0.3%	0.4%
Construction	11.7%	9.7%	8.7%
Manufacturing	11.9%	10.9%	8.8%
Wholesale Trade	5.7%	6.4%	5.6%
Retail Trade	11.7%	12.4%	11.9%
Transportation/Utilities	9.6%	8.5%	8.4%
Information	1.0%	1.4%	1.6%
Finance/Insurance/Real Estate	6.3%	6.1%	5.9%
Services	39.3%	41.2%	44.9%
Public Administration	2.6%	3.2%	3.8%

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	10,716	73,521	172,052
White Collar	44.8%	47.4%	49.2%
Management/Business/Financial	8.0%	8.1%	8.6%
Professional	10.5%	11.1%	12.3%
Sales	10.2%	11.8%	11.9%
Administrative Support	16.1%	16.3%	16.4%
Services	19.2%	19.7%	22.2%
Blue Collar	36.0%	32.9%	28.6%
Farming/Forestry/Fishing	0.3%	0.3%	0.3%
Construction/Extraction	10.5%	8.5%	7.6%
Installation/Maintenance/Repair	7.3%	5.9%	4.9%
Production	8.1%	8.6%	6.9%
Transportation/Material Moving	9.9%	9.7%	8.8%
2000 Workers 16+ by Means of Transportation to Work			
Total	10,684	71,422	163,230
Drove Alone - Car, Truck, or Van	80.4%	74.8%	72.8%
Carpooled - Car, Truck, or Van	13.9%	16.5%	16.7%
Public Transportation	2.1%	4.2%	6.1%
Walked	0.9%	1.6%	1.7%
Other Means	1.6%	1.6%	1.4%
Worked at Home	1.1%	1.3%	1.3%
2000 Workers 16+ by Travel Time to Work			
Total	10,684	71,423	163,230
Did Not Work at Home	98.9%	98.7%	98.7%
Less than 5 minutes	0.9%	1.3%	1.2%
5 to 9 minutes	3.7%	4.7%	5.1%
10 to 19 minutes	26.9%	28.4%	26.6%
20 to 24 minutes	17.7%	17.6%	16.0%
25 to 34 minutes	28.6%	26.6%	26.9%
35 to 44 minutes	7.5%	6.2%	6.4%
45 to 59 minutes	8.9%	7.7%	8.5%
60 to 89 minutes	3.3%	4.1%	5.0%
90 or more minutes	1.4%	2.1%	3.0%
Worked at Home	1.1%	1.3%	1.3%
Average Travel Time to Work (in min)	26.9	27.1	28.7
2000 Households by Vehicles Available			
Total	8,912	65,599	149,125
None	12.0%	16.1%	17.3%
1	34.1%	38.3%	39.1%
2	31.4%	29.6%	30.3%
3	14.8%	10.8%	9.3%
4	5.3%	3.7%	2.9%
5+	2.5%	1.4%	1.1%
Average Number of Vehicles Available	1.8	1.5	1.5

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	8,907	65,482	149,193
Family Households	82.1%	78.3%	76.8%
Married-couple Family	61.5%	52.7%	47.4%
With Related Children	26.8%	25.4%	24.9%
Other Family (No Spouse)	20.6%	25.6%	29.5%
With Related Children	9.9%	14.5%	18.7%
Nonfamily Households	17.9%	21.7%	23.2%
Householder Living Alone	14.3%	17.3%	18.5%
Householder Not Living Alone	3.6%	4.4%	4.7%
Households with Related Children	36.7%	39.9%	43.6%
Households with Persons 65+	44.8%	37.6%	30.9%
2000 Households by Size			
Total	8,906	65,483	149,192
1 Person Household	14.3%	17.3%	18.5%
2 Person Household	26.7%	26.2%	25.1%
3 Person Household	20.5%	20.8%	20.2%
4 Person Household	17.6%	17.0%	16.8%
5 Person Household	10.0%	9.5%	9.9%
6 Person Household	5.4%	4.8%	4.9%
7+ Person Household	5.5%	4.4%	4.5%
2000 Households by Year Householder Moved In			
Total	8,911	65,598	149,122
Moved in 1999 to March 2000	17.7%	20.2%	20.9%
Moved in 1995 to 1998	25.1%	28.2%	29.6%
Moved in 1990 to 1994	11.8%	13.8%	15.5%
Moved in 1980 to 1989	16.5%	17.5%	16.6%
Moved in 1970 to 1979	18.4%	12.9%	10.1%
Moved in 1969 or Earlier	10.5%	7.3%	7.4%
Median Year Householder Moved In	1992	1994	1995
2000 Housing Units by Units in Structure			
 Total	9,111	67,546	157,620
1, Detached	67.5%	47.2%	46.9%
1, Attached	9.8%	10.1%	9.8%
2	1.7%	2.6%	4.1%
3 or 4	3.3%	4.6%	5.1%
5 to 9	4.2%	4.5%	5.1%
10 to 19	4.4%	5.8%	5.8%
20+	8.0%	22.0%	20.5%
Mobile Home	0.9%	3.2%	2.6%
Other	0.2%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	9,115	67,563	157,606
1999 to March 2000	0.1%	0.5%	0.8%
1995 to 1998	1.2%	1.8%	3.0%
1990 to 1994	2.7%	2.9%	6.3%
1980 to 1989	5.8%	13.0%	14.7%
1970 to 1979	13.3%	22.6%	19.9%
1969 or Earlier	77.0%	59.2%	55.4%
Median Year Structure Built	1958	1966	1967

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



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Top 3 Tapestry Segments			
1.	Southwestern Families	Southwestern Families	Industrious Urban Frin
2.	Urban Villages	NeWest Residents	Southwestern Families
3.	Rustbelt Retirees	Las Casas	NeWest Residents
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 \$	\$10,492,394	\$73,298,771	\$171,846,520
Average Spent	\$1,200.64	\$1,120.25	\$1,145.66
Spending Potential Index	50	47	48
Computers & Accessories: Total \$	\$1,385,529	\$9,652,233	\$22,398,001
Average Spent	\$158.55	\$147.52	\$149.32
Spending Potential Index	72	67	68
Education: Total \$	\$6,585,213	\$46,783,542	\$113,022,454
Average Spent	\$753.54	\$715.01	\$753.49
Spending Potential Index	62	59	62
Entertainment/Recreation: Total \$	\$19,308,857	\$132,768,636	\$312,747,358
Average Spent	\$2,209.50	\$2,029.14	\$2,085.01
Spending Potential Index	69	63	65
Food at Home: Total \$	\$29,076,305	\$201,844,664	\$469,462,847
Average Spent	\$3,327.19	\$3,084.85	\$3,129.79
Spending Potential Index	74	69	70
Food Away from Home: Total \$	\$20,281,058	\$141,056,264	\$330,575,721
Average Spent	\$2,320.75	\$2,155.80	\$2,203.87
Spending Potential Index	72	67	68
Health Care: Total \$	\$21,608,335	\$147,214,657	\$348,636,857
Average Spent	\$2,472.63	\$2,249.92	\$2,324.28
Spending Potential Index	66	60	62
HH Furnishings & Equipment: Total \$	\$11,081,114	\$75,512,245	\$176,117,362
Average Spent	\$1,268.01	\$1,154.07	\$1,174.13
Spending Potential Index	62	56	57
Investments: Total \$	\$8,895,824	\$60,376,384	\$139,991,671
Average Spent	\$1,017.95	\$922.75	\$933.29
Spending Potential Index	59	53	54
Retail Goods: Total \$	\$148,205,226	\$1,011,835,325	\$2,361,625,687
Average Spent	\$16,959.06	\$15,464.16	\$15,744.38
Spending Potential Index	68	62	63
Shelter: Total \$	\$100,762,844	\$700,396,090	\$1,629,387,722
Average Spent	\$11,530.25	\$10,704.35	\$10,862.73
Spending Potential Index	73	68	69
TV/Video/Audio: Total \$	\$7,573,216	\$52,474,663	\$124,419,870
Average Spent	\$866.60	\$801.98	\$829.48
Spending Potential Index	70	65	67
Travel: Total \$	\$11,045,877	\$75,929,640	\$176,997,447
Average Spent	\$1,263.97	\$1,160.45	\$1,180.00
Spending Potential Index	67	61	62
Vehicle Maintenance & Repairs: Total \$	\$5,891,582	\$40,400,323	\$94,533,165
Average Spent	\$674.17	\$617.45	\$630.23
Spending Potential Index	72	66	67

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.