



Executive Summary

Prepared By: M. Kevin Bethea

Site Type: Radius

431 Mary Esther Blvd
Mary Esther, FL 32569
Radius: 1.0 mile

431 Mary Esther Blvd
Mary Esther, FL 32569
Radius: 3.0 mile

431 Mary Esther Blvd
Mary Esther, FL 32569
Radius: 5.0 mile

2008 Population

	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 1.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 3.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 5.0 mile
Total Population	8,579	42,425	67,121
Male Population	50.1%	49.5%	49.5%
Female Population	49.9%	50.5%	50.5%
Median Age	38.1	36.9	37.9

2008 Income

	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 1.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 3.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 5.0 mile
Median HH Income	\$51,814	\$49,309	\$50,793
Per Capita Income	\$26,251	\$25,520	\$27,005
Average HH Income	\$61,477	\$59,779	\$62,610

2008 Households

	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 1.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 3.0 mile	431 Mary Esther Blvd Mary Esther, FL 32569 Radius: 5.0 mile
Total Households	3,536	17,763	28,721
Average Household Size	2.43	2.35	2.30
1990-2000 Annual Rate	0.71%	0.91%	1.03%

2008 Housing

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Owner Occupied Housing Units	60.4%	52.6%	52.6%
Renter Occupied Housing Units	32.1%	35.9%	33.2%
Vacant Housing Units	7.5%	11.6%	14.2%

Population

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1990 Population	7,890	39,089	60,423
2000 Population	7,879	39,194	62,291
2008 Population	8,579	42,425	67,121
2013 Population	9,251	45,520	71,851
1990-2000 Annual Rate	-0.01%	0.03%	0.3%
2000-2008 Annual Rate	1.04%	0.96%	0.91%
2008-2013 Annual Rate	1.52%	1.42%	1.37%

In the identified market area, the current year population is 67,121. In 2000, the Census count in the market area was 62,291. The rate of change since 2000 was 0.91 percent annually. The five-year projection for the population in the market area is 71,851, representing a change of 1.37 percent annually from 2008 to 2013. Currently, the population is 49.5 percent male and 50.5 percent female.

Households

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1990 Households	2,972	14,699	23,640
2000 Households	3,191	16,089	26,183
2008 Households	3,536	17,763	28,721
2013 Households	3,837	19,176	30,935
1990-2000 Annual Rate	0.71%	0.91%	1.03%
2000-2008 Annual Rate	1.25%	1.21%	1.13%
2008-2013 Annual Rate	1.65%	1.54%	1.5%

The household count in this market area has changed from 26,183 in 2000 to 28,721 in the current year, a change of 1.13 percent annually. The five-year projection of households is 30,935, a change of 1.5 percent annually from the current year total. Average household size is currently 2.30, compared to 2.33 in the year 2000. The number of families in the current year is 17,634 in the market area.

Housing

Currently, 52.6 percent of the 33,492 housing units in the market area are owner occupied; 33.2 percent, renter occupied; and 14.2 percent are vacant. In 2000, there were 29,942 housing units— 52.7 percent owner occupied, 34.8 percent renter occupied and 12.5 percent vacant. The rate of change in housing units since 2000 is 1.37 percent. Median home value in the market area is \$176,477, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by -0.12 percent annually to \$175,394. From 2000 to the current year, median home value changed by 8.21 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	\$28,799	\$26,659	\$27,860
2000 Median HH Income	\$40,694	\$38,085	\$39,680
2008 Median HH Income	\$51,814	\$49,309	\$50,793
2013 Median HH Income	\$62,248	\$60,279	\$61,260
1990-2000 Annual Rate	3.52%	3.63%	3.6%
2000-2008 Annual Rate	2.97%	3.18%	3.04%
2008-2013 Annual Rate	3.74%	4.1%	3.82%
Per Capita Income			
1990 Per Capita Income	\$13,697	\$12,886	\$13,799
2000 Per Capita Income	\$20,061	\$19,798	\$20,959
2008 Per Capita Income	\$26,251	\$25,520	\$27,005
2013 Per Capita Income	\$30,880	\$30,051	\$31,901
1990-2000 Annual Rate	3.89%	4.39%	4.27%
2000-2008 Annual Rate	3.31%	3.13%	3.12%
2008-2013 Annual Rate	3.3%	3.32%	3.39%
Average Household Income			
1990 Average Household Income	\$35,019	\$32,380	\$34,091
2000 Average Household Income	\$47,354	\$46,910	\$49,197
2008 Average HH Income	\$61,477	\$59,779	\$62,610
2013 Average HH Income	\$71,878	\$70,017	\$73,558
1990-2000 Annual Rate	3.06%	3.78%	3.74%
2000-2008 Annual Rate	3.21%	2.98%	2.97%
2008-2013 Annual Rate	3.18%	3.21%	3.28%

Households by Income

Current median household income is \$50,793 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$61,260 in five years. In 2000, median household income was \$39,680, compared to \$27,860 in 1990.

Current average household income is \$62,610 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$73,558 in five years. In 2000, average household income was \$49,197, compared to \$34,091 in 1990.

Current per capita income is \$27,005 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$31,901 in five years. In 2000, the per capita income was \$20,959, compared to \$13,799 in 1990.

Population by Employment

Total Businesses	766	3,595	5,246
Total Employees	7,305	26,943	37,119

Currently, 95.5 percent of the civilian labor force in the identified market area is employed and 4.5 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 96.1 percent of the civilian labor force, and unemployment will be 3.9 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, 68.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 8.3 percent were in the Armed Forces.

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

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

In 2000, 84.0 percent of the market area population drove alone to work, and 1.9 percent worked at home. The average travel time to work in 2000 was 19.1 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:

- 7.8 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 29.7 percent were high school graduates only (29.6 percent in the U.S.)
- 10.4 percent had completed an Associate degree (7.2 percent in the U.S.)
- 16.2 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 9.6 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)