

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,918	94,739	243,057
2010 Total Population	7,749	94,519	251,737
2013 Total Population	7,986	95,986	256,068
2013 Group Quarters	7	308	2,377
2018 Total Population	8,551	101,041	269,556
2013-2018 Annual Rate	1.38%	1.03%	1.03%
Household Summary			
2000 Households	2,691	33,751	85,661
2000 Average Household Size	2.93	2.79	2.81
2010 Households	2,654	34,485	89,435
2010 Average Household Size	2.92	2.73	2.79
2013 Households	2,733	34,940	90,885
2013 Average Household Size	2.92	2.74	2.79
2018 Households	2,922	36,737	95,732
2018 Average Household Size	2.92	2.74	2.79
2013-2018 Annual Rate	1.35%	1.01%	1.04%
2010 Families	2,052	25,341	65,255
2010 Average Family Size	3.33	3.19	3.24
2013 Families	2,107	25,625	66,127
2013 Average Family Size	3.34	3.20	3.25
2018 Families	2,243	26,851	69,364
2018 Average Family Size	3.35	3.21	3.25
2013-2018 Annual Rate	1.25%	0.94%	0.96%
Housing Unit Summary			
2000 Housing Units	2,765	34,879	88,990
Owner Occupied Housing Units	80.3%	70.8%	70.1%
Renter Occupied Housing Units	17.0%	26.0%	26.2%
Vacant Housing Units	2.7%	3.2%	3.7%
2010 Housing Units	2,826	37,469	96,661
Owner Occupied Housing Units	77.9%	67.1%	66.0%
Renter Occupied Housing Units	16.0%	24.9%	26.6%
Vacant Housing Units	6.1%	8.0%	7.5%
2013 Housing Units	2,906	38,344	98,741
Owner Occupied Housing Units	75.7%	64.2%	63.0%
Renter Occupied Housing Units	18.3%	26.9%	29.0%
Vacant Housing Units	6.0%	8.9%	8.0%
2018 Housing Units	3,039	39,933	103,170
Owner Occupied Housing Units	78.6%	66.0%	64.6%
Renter Occupied Housing Units	17.5%	26.0%	28.1%
Vacant Housing Units	3.8%	8.0%	7.2%
Median Household Income			
2013	\$95,434	\$69,116	\$60,070
2018	\$111,016	\$85,479	\$75,513
Median Home Value			
2013	\$392,657	\$360,902	\$241,309
2018	\$409,441	\$377,017	\$266,577
Per Capita Income			
2013	\$44,516	\$39,364	\$32,420
2018	\$54,666	\$47,797	\$38,698
Median Age			
2010	42.3	41.3	40.0
2013	43.3	42.1	40.7
2018	44.5	42.9	41.2

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Market Profile

Pinecrest Village Plaza
 12475 S Dixie Hwy, Pinecrest, FL, 33156,
 Rings: 1, 3, 5 mile radii

Prepared by Edward Schmidt
 Latitude: 25.654020937
 Longitude: -80.32930047

	1 mile	3 miles	5 miles
2013 Households by Income			
Household Income Base	2,733	34,940	90,885
<\$15,000	10.2%	11.3%	11.9%
\$15,000 - \$24,999	6.4%	8.3%	8.7%
\$25,000 - \$34,999	5.9%	8.7%	9.2%
\$35,000 - \$49,999	8.5%	11.2%	12.1%
\$50,000 - \$74,999	11.0%	12.9%	16.6%
\$75,000 - \$99,999	9.5%	10.4%	12.1%
\$100,000 - \$149,999	18.1%	15.3%	14.4%
\$150,000 - \$199,999	13.0%	9.0%	6.8%
\$200,000+	17.5%	13.0%	8.3%
Average Household Income	\$130,487	\$108,289	\$91,220
2018 Households by Income			
Household Income Base	2,922	36,737	95,732
<\$15,000	8.0%	9.8%	10.5%
\$15,000 - \$24,999	3.8%	5.5%	5.8%
\$25,000 - \$34,999	4.3%	7.0%	7.4%
\$35,000 - \$49,999	6.6%	9.6%	10.4%
\$50,000 - \$74,999	9.5%	11.9%	15.4%
\$75,000 - \$99,999	11.3%	12.7%	15.1%
\$100,000 - \$149,999	21.1%	17.9%	17.5%
\$150,000 - \$199,999	15.2%	10.6%	8.2%
\$200,000+	20.1%	14.9%	9.6%
Average Household Income	\$160,458	\$131,651	\$108,908
2013 Owner Occupied Housing Units by Value			
Total	2,201	24,626	62,232
<\$50,000	0.6%	0.9%	1.0%
\$50,000 - \$99,999	4.1%	7.6%	8.1%
\$100,000 - \$149,999	7.2%	12.0%	16.4%
\$150,000 - \$199,999	6.0%	8.0%	15.7%
\$200,000 - \$249,999	6.9%	5.4%	10.6%
\$250,000 - \$299,999	7.7%	6.4%	8.2%
\$300,000 - \$399,999	18.8%	16.0%	13.1%
\$400,000 - \$499,999	17.8%	14.6%	9.0%
\$500,000 - \$749,999	20.7%	16.9%	9.8%
\$750,000 - \$999,999	5.8%	6.1%	3.5%
\$1,000,000 +	4.3%	6.1%	4.6%
Average Home Value	\$439,198	\$421,597	\$335,961
2018 Owner Occupied Housing Units by Value			
Total	2,390	26,341	66,693
<\$50,000	0.2%	0.4%	0.5%
\$50,000 - \$99,999	1.2%	3.6%	3.9%
\$100,000 - \$149,999	2.7%	6.8%	9.5%
\$150,000 - \$199,999	5.6%	9.6%	17.9%
\$200,000 - \$249,999	8.7%	7.7%	14.5%
\$250,000 - \$299,999	9.6%	8.5%	11.0%
\$300,000 - \$399,999	20.3%	17.3%	14.3%
\$400,000 - \$499,999	18.3%	14.9%	9.2%
\$500,000 - \$749,999	23.6%	19.2%	11.2%
\$750,000 - \$999,999	6.7%	7.3%	4.2%
\$1,000,000 +	3.1%	4.6%	3.6%
Average Home Value	\$458,479	\$437,985	\$353,526

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



Market Profile

Pinecrest Village Plaza
 12475 S Dixie Hwy, Pinecrest, FL, 33156,
 Rings: 1, 3, 5 mile radii

Prepared by Edward Schmidt

Latitude: 25.654020937

Longitude: -80.32930047

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	7,748	94,517	251,738
0 - 4	4.4%	4.8%	5.3%
5 - 9	6.6%	6.2%	6.0%
10 - 14	8.4%	7.3%	6.8%
15 - 24	13.4%	13.3%	13.9%
25 - 34	8.6%	10.4%	11.6%
35 - 44	12.7%	13.5%	14.0%
45 - 54	19.1%	17.3%	16.2%
55 - 64	13.3%	13.3%	12.4%
65 - 74	7.3%	7.7%	7.5%
75 - 84	4.6%	4.5%	4.5%
85 +	1.7%	1.7%	1.8%
18 +	75.1%	76.8%	77.5%
2013 Population by Age			
Total	7,987	95,984	256,069
0 - 4	4.2%	4.6%	5.1%
5 - 9	5.6%	5.7%	5.7%
10 - 14	7.7%	7.0%	6.5%
15 - 24	13.6%	13.2%	13.4%
25 - 34	9.7%	11.2%	12.5%
35 - 44	11.3%	12.2%	12.8%
45 - 54	18.2%	16.6%	15.7%
55 - 64	14.7%	14.4%	13.4%
65 - 74	8.4%	8.6%	8.3%
75 - 84	4.5%	4.6%	4.6%
85 +	2.0%	1.9%	2.0%
18 +	77.4%	78.2%	78.7%
2018 Population by Age			
Total	8,551	101,041	269,556
0 - 4	4.3%	4.7%	5.1%
5 - 9	5.2%	5.6%	5.7%
10 - 14	6.7%	6.6%	6.3%
15 - 24	12.0%	11.7%	11.8%
25 - 34	10.9%	11.9%	13.2%
35 - 44	11.5%	11.9%	12.5%
45 - 54	15.4%	15.0%	14.5%
55 - 64	16.9%	15.3%	14.2%
65 - 74	10.3%	10.2%	9.6%
75 - 84	4.8%	4.9%	4.9%
85 +	2.0%	2.0%	2.1%
18 +	79.4%	79.0%	79.3%
2010 Population by Sex			
Males	3,717	45,093	119,605
Females	4,032	49,426	132,131
2013 Population by Sex			
Males	3,833	45,862	121,936
Females	4,152	50,124	134,132
2018 Population by Sex			
Males	4,109	48,400	128,846
Females	4,442	52,641	140,710

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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 Longitude: -80.32930047

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	7,749	94,520	251,736
White Alone	87.2%	82.8%	80.3%
Black Alone	4.3%	9.0%	11.9%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	4.4%	3.9%	3.1%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.4%	1.9%	2.2%
Two or More Races	2.5%	2.2%	2.2%
Hispanic Origin	45.4%	50.0%	55.8%
Diversity Index	61.4	65.2	66.5
2013 Population by Race/Ethnicity			
Total	7,985	95,986	256,069
White Alone	87.1%	82.9%	80.4%
Black Alone	4.2%	8.7%	11.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	4.5%	3.9%	3.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.4%	1.9%	2.2%
Two or More Races	2.7%	2.4%	2.4%
Hispanic Origin	45.9%	50.5%	56.3%
Diversity Index	61.6	65.2	66.4
2018 Population by Race/Ethnicity			
Total	8,551	101,040	269,557
White Alone	87.0%	83.1%	80.8%
Black Alone	3.9%	8.2%	11.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	4.7%	4.1%	3.3%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.3%	1.9%	2.2%
Two or More Races	2.8%	2.5%	2.4%
Hispanic Origin	47.5%	52.2%	58.0%
Diversity Index	61.8	65.0	65.9
2010 Population by Relationship and Household Type			
Total	7,749	94,519	251,737
In Households	99.9%	99.7%	99.1%
In Family Households	90.1%	87.6%	86.7%
Householder	26.5%	26.8%	25.9%
Spouse	20.8%	20.4%	18.5%
Child	35.6%	33.3%	33.1%
Other relative	5.3%	5.1%	6.5%
Nonrelative	1.9%	2.1%	2.7%
In Nonfamily Households	9.9%	12.0%	12.4%
In Group Quarters	0.1%	0.3%	0.9%
Institutionalized Population	0.0%	0.2%	0.5%
Noninstitutionalized Population	0.0%	0.1%	0.4%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 miles	5 miles
2013 Population 25+ by Educational Attainment			
Total	5,497	66,679	177,557
Less than 9th Grade	5.6%	4.1%	5.6%
9th - 12th Grade, No Diploma	4.5%	4.3%	6.1%
High School Graduate	15.5%	17.6%	20.7%
Some College, No Degree	13.5%	15.6%	16.7%
Associate Degree	9.2%	8.8%	9.4%
Bachelor's Degree	33.0%	27.9%	24.4%
Graduate/Professional Degree	18.7%	21.7%	17.1%
2013 Population 15+ by Marital Status			
Total	6,585	79,306	211,775
Never Married	26.0%	28.4%	30.9%
Married	58.6%	55.2%	51.6%
Widowed	7.1%	6.1%	6.2%
Divorced	8.3%	10.3%	11.3%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	92.4%	91.5%
Civilian Unemployed	5.7%	7.6%	8.5%
2013 Employed Population 16+ by Industry			
Total	3,650	46,248	123,373
Agriculture/Mining	0.6%	0.4%	0.3%
Construction	2.5%	4.2%	4.2%
Manufacturing	2.9%	3.2%	3.3%
Wholesale Trade	3.0%	4.0%	4.1%
Retail Trade	13.6%	11.3%	11.7%
Transportation/Utilities	5.5%	5.5%	6.4%
Information	0.7%	1.8%	1.8%
Finance/Insurance/Real Estate	9.2%	8.8%	8.3%
Services	55.6%	57.3%	56.0%
Public Administration	6.4%	3.6%	4.1%
2013 Employed Population 16+ by Occupation			
Total	3,649	46,248	123,372
White Collar	73.3%	77.3%	72.6%
Management/Business/Financial	17.2%	20.0%	17.4%
Professional	31.9%	28.8%	25.5%
Sales	13.4%	14.2%	14.3%
Administrative Support	10.8%	14.3%	15.4%
Services	15.8%	13.6%	16.3%
Blue Collar	10.9%	9.0%	11.1%
Farming/Forestry/Fishing	0.2%	0.2%	0.2%
Construction/Extraction	1.3%	2.2%	2.7%
Installation/Maintenance/Repair	3.0%	2.0%	2.4%
Production	2.4%	1.8%	2.0%
Transportation/Material Moving	4.1%	2.9%	3.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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 Longitude: -80.32930047

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	2,655	34,485	89,435
Households with 1 Person	18.2%	21.3%	20.9%
Households with 2+ People	81.8%	78.7%	79.1%
Family Households	77.3%	73.5%	73.0%
Husband-wife Families	60.8%	56.0%	52.1%
With Related Children	31.2%	26.5%	25.0%
Other Family (No Spouse Present)	16.5%	17.5%	20.8%
Other Family with Male Householder	4.7%	4.4%	5.2%
With Related Children	2.4%	2.0%	2.4%
Other Family with Female Householder	11.8%	13.0%	15.7%
With Related Children	5.7%	7.0%	8.5%
Nonfamily Households	4.5%	5.3%	6.1%
All Households with Children	39.8%	35.9%	36.3%
Multigenerational Households	5.9%	5.5%	7.0%
Unmarried Partner Households	5.0%	5.1%	6.0%
Male-female	4.0%	4.4%	5.2%
Same-sex	0.9%	0.8%	0.8%
2010 Households by Size			
Total	2,655	34,483	89,434
1 Person Household	18.2%	21.3%	20.9%
2 Person Household	29.6%	31.1%	29.8%
3 Person Household	17.7%	18.6%	19.2%
4 Person Household	19.6%	17.2%	17.1%
5 Person Household	9.9%	7.9%	8.1%
6 Person Household	3.3%	2.5%	2.9%
7 + Person Household	1.7%	1.4%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2,654	34,485	89,435
Owner Occupied	83.0%	72.9%	71.3%
Owned with a Mortgage/Loan	57.8%	53.3%	53.1%
Owned Free and Clear	25.2%	19.7%	18.2%
Renter Occupied	17.0%	27.1%	28.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
	1. Wealthy Seaboard Suburbs	Top Rung	Milk and Cookies
	2. Exurbanites	Suburban Splendor	In Style
	3. Suburban Splendor	In Style	Top Rung
2013 Consumer Spending			
Apparel & Services: Total \$	\$7,445,417	\$81,257,755	\$177,678,342
Average Spent	\$2,724.27	\$2,325.64	\$1,954.98
Spending Potential Index	120	103	86
Computers & Accessories: Total \$	\$1,261,221	\$13,581,463	\$29,471,911
Average Spent	\$461.48	\$388.71	\$324.28
Spending Potential Index	186	157	131
Education: Total \$	\$8,211,433	\$87,975,261	\$182,134,943
Average Spent	\$3,004.55	\$2,517.90	\$2,004.02
Spending Potential Index	206	173	137
Entertainment/Recreation: Total \$	\$16,789,887	\$176,417,627	\$387,266,503
Average Spent	\$6,143.39	\$5,049.16	\$4,261.06
Spending Potential Index	189	155	131
Food at Home: Total \$	\$23,317,136	\$253,920,280	\$566,029,393
Average Spent	\$8,531.70	\$7,267.32	\$6,227.97
Spending Potential Index	170	144	124
Food Away from Home: Total \$	\$15,382,603	\$167,901,905	\$370,795,538
Average Spent	\$5,628.47	\$4,805.44	\$4,079.83
Spending Potential Index	176	150	128
Health Care: Total \$	\$22,109,732	\$227,304,154	\$504,723,358
Average Spent	\$8,089.91	\$6,505.56	\$5,553.43
Spending Potential Index	182	146	125
HH Furnishings & Equipment: Total \$	\$7,921,437	\$83,887,293	\$184,877,520
Average Spent	\$2,898.44	\$2,400.90	\$2,034.19
Spending Potential Index	161	133	113
Investments: Total \$	\$14,675,903	\$152,365,957	\$299,239,137
Average Spent	\$5,369.89	\$4,360.79	\$3,292.50
Spending Potential Index	259	210	159
Retail Goods: Total \$	\$111,582,258	\$1,182,849,979	\$2,625,710,556
Average Spent	\$40,827.76	\$33,853.75	\$28,890.47
Spending Potential Index	169	140	120
Shelter: Total \$	\$84,342,276	\$904,093,498	\$1,958,756,120
Average Spent	\$30,860.69	\$25,875.60	\$21,552.03
Spending Potential Index	190	159	133
TV/Video/Audio: Total \$	\$5,930,905	\$64,462,203	\$144,782,204
Average Spent	\$2,170.11	\$1,844.94	\$1,593.03
Spending Potential Index	168	143	124
Travel: Total \$	\$10,218,836	\$105,026,607	\$224,494,308
Average Spent	\$3,739.05	\$3,005.91	\$2,470.09
Spending Potential Index	204	164	135
Vehicle Maintenance & Repairs: Total \$	\$5,409,680	\$57,154,860	\$126,468,105
Average Spent	\$1,979.39	\$1,635.80	\$1,391.52
Spending Potential Index	181	150	127

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.