



# Community Profile

Rings: 3, 5, 10 mile radii

15344-15402 Max Leggett Pkwy,

Latitude: 30.48

Longitude: -81.64

	3 mile	5 mile	10 mile
<b>Population Summary</b>			
2000 Total Population	11,417	32,108	181,092
2010 Total Population	17,999	49,344	200,991
2017 Total Population	20,599	57,226	217,604
2017 Group Quarters	234	807	3,244
2022 Total Population	22,611	62,097	230,596
2017-2022 Annual Rate	1.88%	1.65%	1.17%
2017 Total Daytime Population	24,869	54,605	194,882
Workers	13,656	23,533	69,098
Residents	11,213	31,072	125,784
<b>Household Summary</b>			
2000 Households	4,069	11,747	67,745
2000 Average Household Size	2.75	2.68	2.63
2010 Households	6,413	18,040	76,087
2010 Average Household Size	2.77	2.70	2.60
2017 Households	7,209	20,705	81,488
2017 Average Household Size	2.82	2.72	2.63
2022 Households	7,881	22,409	85,985
2022 Average Household Size	2.84	2.74	2.64
2017-2022 Annual Rate	1.80%	1.59%	1.08%
2010 Families	4,652	13,152	52,150
2010 Average Family Size	3.22	3.15	3.13
2017 Families	5,160	15,011	55,640
2017 Average Family Size	3.30	3.18	3.17
2022 Families	5,615	16,200	58,613
2022 Average Family Size	3.32	3.20	3.18
2017-2022 Annual Rate	1.70%	1.54%	1.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,364	12,521	74,801
Owner Occupied Housing Units	73.2%	68.1%	61.2%
Renter Occupied Housing Units	20.1%	25.7%	29.4%
Vacant Housing Units	6.8%	6.2%	9.4%
2010 Housing Units	7,174	19,916	88,184
Owner Occupied Housing Units	65.6%	65.1%	56.9%
Renter Occupied Housing Units	23.8%	25.5%	29.3%
Vacant Housing Units	10.6%	9.4%	13.7%
2017 Housing Units	7,718	22,103	93,891
Owner Occupied Housing Units	63.3%	63.2%	53.3%
Renter Occupied Housing Units	30.2%	30.5%	33.5%
Vacant Housing Units	6.6%	6.3%	13.2%
2022 Housing Units	8,358	23,752	98,981
Owner Occupied Housing Units	63.9%	63.8%	53.3%
Renter Occupied Housing Units	30.4%	30.6%	33.6%
Vacant Housing Units	5.7%	5.7%	13.1%
<b>Median Household Income</b>			
2017	\$57,477	\$57,717	\$43,069
2022	\$65,626	\$65,405	\$48,861
<b>Median Home Value</b>			
2017	\$169,391	\$178,693	\$147,450
2022	\$218,272	\$233,537	\$191,763
<b>Per Capita Income</b>			
2017	\$27,097	\$26,830	\$22,360
2022	\$31,342	\$30,748	\$25,455
<b>Median Age</b>			
2010	35.8	35.2	36.5
2017	37.4	36.6	37.7
2022	37.7	37.2	38.3

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Households by Income</b>			
Household Income Base	7,209	20,705	81,488
<\$15,000	9.3%	9.4%	16.5%
\$15,000 - \$24,999	8.2%	8.3%	12.4%
\$25,000 - \$34,999	10.6%	11.2%	12.2%
\$35,000 - \$49,999	13.9%	12.8%	14.5%
\$50,000 - \$74,999	20.5%	20.6%	18.1%
\$75,000 - \$99,999	15.4%	14.9%	11.2%
\$100,000 - \$149,999	14.6%	15.5%	10.4%
\$150,000 - \$199,999	4.3%	4.7%	3.1%
\$200,000+	3.2%	2.6%	1.7%
Average Household Income	\$73,870	\$72,888	\$58,330
<b>2022 Households by Income</b>			
Household Income Base	7,881	22,409	85,985
<\$15,000	8.6%	8.8%	15.9%
\$15,000 - \$24,999	7.3%	7.4%	11.4%
\$25,000 - \$34,999	8.9%	9.5%	10.7%
\$35,000 - \$49,999	11.7%	10.9%	12.7%
\$50,000 - \$74,999	19.0%	19.2%	17.5%
\$75,000 - \$99,999	17.5%	16.8%	13.1%
\$100,000 - \$149,999	17.2%	18.1%	12.7%
\$150,000 - \$199,999	5.3%	5.8%	3.8%
\$200,000+	4.5%	3.5%	2.1%
Average Household Income	\$86,012	\$84,152	\$66,930
<b>2017 Owner Occupied Housing Units by Value</b>			
Total	4,882	13,973	50,077
<\$50,000	11.1%	6.5%	8.0%
\$50,000 - \$99,999	11.1%	13.0%	24.0%
\$100,000 - \$149,999	18.0%	16.8%	18.9%
\$150,000 - \$199,999	25.4%	23.7%	19.5%
\$200,000 - \$249,999	16.8%	15.6%	11.2%
\$250,000 - \$299,999	9.4%	9.9%	6.6%
\$300,000 - \$399,999	6.8%	9.2%	6.7%
\$400,000 - \$499,999	0.8%	2.3%	2.1%
\$500,000 - \$749,999	0.3%	1.7%	1.6%
\$750,000 - \$999,999	0.2%	0.8%	0.8%
\$1,000,000 +	0.2%	0.4%	0.5%
Average Home Value	\$175,036	\$201,294	\$177,272
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	5,341	15,146	52,714
<\$50,000	4.7%	2.8%	4.7%
\$50,000 - \$99,999	6.1%	7.2%	16.9%
\$100,000 - \$149,999	10.6%	10.4%	14.4%
\$150,000 - \$199,999	21.2%	18.3%	16.8%
\$200,000 - \$249,999	20.3%	16.7%	12.9%
\$250,000 - \$299,999	16.5%	15.1%	10.1%
\$300,000 - \$399,999	16.7%	17.2%	12.8%
\$400,000 - \$499,999	1.9%	5.2%	4.7%
\$500,000 - \$749,999	0.9%	4.3%	4.0%
\$750,000 - \$999,999	0.7%	1.9%	1.9%
\$1,000,000 +	0.5%	0.8%	0.9%
Average Home Value	\$231,427	\$267,661	\$236,632

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	18,001	49,342	200,989
0 - 4	7.4%	7.7%	7.2%
5 - 9	7.2%	7.5%	7.1%
10 - 14	7.1%	7.3%	7.2%
15 - 24	13.0%	13.1%	14.0%
25 - 34	13.9%	14.0%	12.5%
35 - 44	15.8%	15.1%	13.2%
45 - 54	15.2%	15.1%	15.2%
55 - 64	11.0%	11.0%	11.8%
65 - 74	5.6%	5.4%	6.8%
75 - 84	2.8%	2.8%	3.7%
85 +	0.8%	0.9%	1.2%
18 +	73.8%	73.0%	74.1%
<b>2017 Population by Age</b>			
Total	20,600	57,227	217,604
0 - 4	6.8%	7.0%	6.7%
5 - 9	6.9%	7.2%	6.8%
10 - 14	6.8%	7.1%	6.8%
15 - 24	12.0%	12.2%	13.1%
25 - 34	14.0%	14.2%	13.4%
35 - 44	14.4%	14.1%	12.2%
45 - 54	14.3%	13.8%	13.3%
55 - 64	12.6%	12.5%	13.2%
65 - 74	7.9%	7.7%	9.0%
75 - 84	3.2%	3.1%	4.1%
85 +	1.0%	1.1%	1.4%
18 +	75.8%	75.0%	76.0%
<b>2022 Population by Age</b>			
Total	22,609	62,097	230,594
0 - 4	6.6%	6.8%	6.6%
5 - 9	6.8%	7.0%	6.5%
10 - 14	7.1%	7.3%	6.8%
15 - 24	11.4%	11.7%	12.5%
25 - 34	14.0%	14.0%	13.4%
35 - 44	14.3%	14.3%	12.6%
45 - 54	13.2%	12.8%	12.1%
55 - 64	12.5%	12.2%	13.0%
65 - 74	9.0%	8.9%	10.1%
75 - 84	3.9%	3.9%	5.0%
85 +	1.1%	1.1%	1.5%
18 +	75.5%	74.9%	76.3%
<b>2010 Population by Sex</b>			
Males	8,776	23,714	95,106
Females	9,223	25,630	105,885
<b>2017 Population by Sex</b>			
Males	10,087	27,699	103,291
Females	10,512	29,527	114,313
<b>2022 Population by Sex</b>			
Males	11,101	30,186	109,921
Females	11,510	31,911	120,675

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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<b>2010 Population by Race/Ethnicity</b>			
Total	18,000	49,344	200,991
White Alone	66.5%	55.9%	40.9%
Black Alone	26.0%	37.2%	54.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.0%	2.6%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.5%	1.2%
Two or More Races	2.7%	2.4%	2.0%
Hispanic Origin	5.8%	5.5%	4.2%
Diversity Index	54.6	59.6	57.8
<b>2017 Population by Race/Ethnicity</b>			
Total	20,599	57,224	217,604
White Alone	64.7%	55.3%	40.9%
Black Alone	26.3%	36.5%	53.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.5%	3.1%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.8%	1.8%	1.5%
Two or More Races	3.3%	2.9%	2.4%
Hispanic Origin	7.5%	7.0%	5.4%
Diversity Index	57.9	61.8	59.8
<b>2022 Population by Race/Ethnicity</b>			
Total	22,612	62,097	230,596
White Alone	63.2%	54.2%	40.5%
Black Alone	26.4%	36.3%	52.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	4.0%	3.5%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.1%	2.2%	1.7%
Two or More Races	3.8%	3.3%	2.8%
Hispanic Origin	9.1%	8.5%	6.6%
Diversity Index	60.7	63.9	61.4
<b>2010 Population by Relationship and Household Type</b>			
Total	17,999	49,344	200,991
In Households	98.8%	98.7%	98.4%
In Family Households	86.1%	86.5%	83.9%
Householder	26.4%	26.6%	26.0%
Spouse	18.8%	18.3%	15.0%
Child	34.0%	34.8%	35.1%
Other relative	4.0%	4.2%	5.2%
Nonrelative	2.8%	2.5%	2.7%
In Nonfamily Households	12.7%	12.2%	14.5%
In Group Quarters	1.2%	1.3%	1.6%
Institutionalized Population	1.0%	1.3%	0.9%
Noninstitutionalized Population	0.2%	0.1%	0.7%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2017 Population 25+ by Educational Attainment</b>			
Total	13,897	38,050	145,108
Less than 9th Grade	2.4%	2.5%	3.3%
9th - 12th Grade, No Diploma	7.5%	8.0%	9.9%
High School Graduate	28.2%	26.4%	30.0%
GED/Alternative Credential	5.7%	5.0%	5.2%
Some College, No Degree	24.0%	24.0%	22.6%
Associate Degree	10.2%	11.0%	9.3%
Bachelor's Degree	16.3%	16.5%	14.1%
Graduate/Professional Degree	5.6%	6.7%	5.7%
<b>2017 Population 15+ by Marital Status</b>			
Total	16,365	45,050	173,622
Never Married	27.5%	31.6%	36.0%
Married	55.1%	51.8%	42.7%
Widowed	5.3%	4.6%	6.6%
Divorced	12.2%	12.0%	14.7%
<b>2017 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.2%	93.8%	92.0%
Civilian Unemployed (Unemployment Rate)	6.8%	6.2%	8.0%
<b>2017 Employed Population 16+ by Industry</b>			
Total	9,297	26,178	91,736
Agriculture/Mining	0.6%	0.3%	0.2%
Construction	8.6%	7.4%	6.0%
Manufacturing	8.5%	7.3%	6.1%
Wholesale Trade	2.8%	2.4%	2.4%
Retail Trade	9.6%	9.5%	11.1%
Transportation/Utilities	8.7%	10.3%	9.5%
Information	1.2%	1.0%	1.3%
Finance/Insurance/Real Estate	11.3%	11.0%	9.7%
Services	41.6%	44.1%	47.9%
Public Administration	7.0%	6.6%	5.7%
<b>2017 Employed Population 16+ by Occupation</b>			
Total	9,297	26,180	91,737
White Collar	59.6%	59.0%	56.8%
Management/Business/Financial	18.6%	16.1%	12.4%
Professional	16.5%	16.1%	16.4%
Sales	9.6%	9.4%	9.4%
Administrative Support	15.0%	17.4%	18.5%
Services	14.1%	17.3%	20.8%
Blue Collar	26.2%	23.7%	22.4%
Farming/Forestry/Fishing	0.3%	0.2%	0.1%
Construction/Extraction	6.8%	5.6%	5.0%
Installation/Maintenance/Repair	4.3%	4.4%	3.5%
Production	5.4%	4.6%	4.3%
Transportation/Material Moving	9.4%	8.9%	9.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	17,999	49,344	200,991
Population Inside Urbanized Area	92.0%	91.1%	85.1%
Population Inside Urbanized Cluster	0.0%	0.0%	4.6%
Rural Population	8.0%	8.9%	10.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Households by Type</b>			
Total	6,413	18,040	76,087
Households with 1 Person	21.5%	22.0%	26.1%
Households with 2+ People	78.5%	78.0%	73.9%
Family Households	72.5%	72.9%	68.5%
Husband-wife Families	51.8%	50.1%	39.7%
With Related Children	25.9%	24.7%	17.4%
Other Family (No Spouse Present)	20.8%	22.8%	28.9%
Other Family with Male Householder	5.6%	5.1%	5.6%
With Related Children	3.5%	3.1%	3.0%
Other Family with Female Householder	15.2%	17.7%	23.3%
With Related Children	10.0%	12.4%	15.4%
Nonfamily Households	5.9%	5.0%	5.4%
All Households with Children	40.0%	40.8%	36.4%
Multigenerational Households	6.0%	5.8%	6.5%
Unmarried Partner Households	7.4%	6.5%	6.5%
Male-female	6.8%	5.9%	5.9%
Same-sex	0.5%	0.5%	0.6%
<b>2010 Households by Size</b>			
Total	6,414	18,039	76,087
1 Person Household	21.5%	22.0%	26.1%
2 Person Household	31.2%	31.1%	31.1%
3 Person Household	19.8%	19.8%	18.4%
4 Person Household	15.9%	15.6%	13.4%
5 Person Household	7.5%	7.4%	6.6%
6 Person Household	2.6%	2.5%	2.7%
7 + Person Household	1.5%	1.6%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,413	18,040	76,087
Owner Occupied	73.4%	71.9%	66.0%
Owned with a Mortgage/Loan	57.2%	57.9%	48.9%
Owned Free and Clear	16.2%	14.0%	17.1%
Renter Occupied	26.6%	28.1%	34.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,174	19,916	88,184
Housing Units Inside Urbanized Area	91.9%	91.1%	86.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	4.1%
Rural Housing Units	8.1%	8.9%	9.0%

**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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Middleburg (4C)	Middleburg (4C)	Modest Income Homes
<b>2.</b>	Home Improvement (4B)	Soccer Moms (4A)	Middleburg (4C)
<b>3.</b>	Down the Road (10D)	Home Improvement (4B)	Family Foundations (12A)
<b>2017 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,456,689	\$40,926,848	\$127,880,462
Average Spent	\$2,005.37	\$1,976.66	\$1,569.32
Spending Potential Index	93	92	73
Education: Total \$	\$8,756,935	\$25,477,451	\$81,452,533
Average Spent	\$1,214.72	\$1,230.50	\$999.56
Spending Potential Index	83	85	69
Entertainment/Recreation: Total \$	\$20,719,776	\$58,577,307	\$185,251,160
Average Spent	\$2,874.15	\$2,829.14	\$2,273.36
Spending Potential Index	92	91	73
Food at Home: Total \$	\$33,383,741	\$94,433,896	\$306,159,275
Average Spent	\$4,630.84	\$4,560.92	\$3,757.11
Spending Potential Index	92	91	75
Food Away from Home: Total \$	\$22,619,570	\$63,811,935	\$201,051,070
Average Spent	\$3,137.68	\$3,081.96	\$2,467.25
Spending Potential Index	94	92	74
Health Care: Total \$	\$37,558,974	\$105,399,766	\$336,809,919
Average Spent	\$5,210.01	\$5,090.55	\$4,133.25
Spending Potential Index	93	91	74
HH Furnishings & Equipment: Total \$	\$13,219,824	\$37,247,469	\$116,488,674
Average Spent	\$1,833.79	\$1,798.96	\$1,429.52
Spending Potential Index	94	93	74
Personal Care Products & Services: Total \$	\$5,313,438	\$15,005,530	\$47,088,115
Average Spent	\$737.06	\$724.73	\$577.85
Spending Potential Index	93	91	73
Shelter: Total \$	\$104,527,396	\$298,492,073	\$957,234,355
Average Spent	\$14,499.57	\$14,416.42	\$11,746.94
Spending Potential Index	89	89	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,748,582	\$44,245,187	\$139,915,570
Average Spent	\$2,184.57	\$2,136.93	\$1,717.01
Spending Potential Index	93	91	73
Travel: Total \$	\$13,414,587	\$38,117,424	\$116,046,047
Average Spent	\$1,860.81	\$1,840.98	\$1,424.09
Spending Potential Index	90	89	69
Vehicle Maintenance & Repairs: Total \$	\$7,173,115	\$20,235,065	\$64,700,727
Average Spent	\$995.02	\$977.30	\$793.99
Spending Potential Index	93	91	74

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.