



Market Profile

6401 All American Blvd, Orlando, Florida, 32810
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.61736
Longitude: -81.41878

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,465	81,127	236,096
2010 Total Population	11,369	82,280	237,082
2021 Total Population	12,636	93,164	265,720
2021 Group Quarters	172	989	3,953
2026 Total Population	13,708	100,025	282,572
2021-2026 Annual Rate	1.64%	1.43%	1.24%
2021 Total Daytime Population	13,702	105,031	309,198
Workers	6,488	54,771	163,642
Residents	7,214	50,260	145,556
Household Summary			
2000 Households	4,245	31,294	92,078
2000 Average Household Size	2.66	2.56	2.52
2010 Households	4,380	32,443	93,584
2010 Average Household Size	2.56	2.51	2.49
2021 Households	4,811	36,678	105,151
2021 Average Household Size	2.59	2.51	2.49
2026 Households	5,220	39,362	112,047
2026 Average Household Size	2.59	2.52	2.49
2021-2026 Annual Rate	1.65%	1.42%	1.28%
2010 Families	2,660	19,970	57,512
2010 Average Family Size	3.19	3.12	3.13
2021 Families	2,864	22,165	63,171
2021 Average Family Size	3.26	3.15	3.15
2026 Families	3,099	23,692	66,778
2026 Average Family Size	3.26	3.15	3.16
2021-2026 Annual Rate	1.59%	1.34%	1.12%
Housing Unit Summary			
2000 Housing Units	4,671	33,327	97,876
Owner Occupied Housing Units	46.1%	52.1%	56.1%
Renter Occupied Housing Units	44.8%	41.8%	38.0%
Vacant Housing Units	9.1%	6.1%	5.9%
2010 Housing Units	5,189	37,396	107,462
Owner Occupied Housing Units	41.5%	45.6%	49.6%
Renter Occupied Housing Units	42.9%	41.2%	37.5%
Vacant Housing Units	15.6%	13.2%	12.9%
2021 Housing Units	5,631	41,516	118,999
Owner Occupied Housing Units	39.3%	41.6%	45.4%
Renter Occupied Housing Units	46.1%	46.7%	43.0%
Vacant Housing Units	14.6%	11.7%	11.6%
2026 Housing Units	6,090	44,519	126,623
Owner Occupied Housing Units	39.4%	42.1%	45.7%
Renter Occupied Housing Units	46.3%	46.3%	42.8%
Vacant Housing Units	14.3%	11.6%	11.5%
Median Household Income			
2021	\$48,750	\$55,179	\$57,045
2026	\$53,035	\$60,216	\$62,873
Median Home Value			
2021	\$184,019	\$231,885	\$243,602
2026	\$218,426	\$267,474	\$279,164
Per Capita Income			
2021	\$22,873	\$29,231	\$32,344
2026	\$25,554	\$32,768	\$36,174
Median Age			
2010	33.6	34.7	36.1
2021	35.0	36.4	38.0
2026	35.1	36.6	38.5

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	4,811	36,678	105,151
<\$15,000	11.0%	9.0%	8.7%
\$15,000 - \$24,999	10.7%	9.1%	8.9%
\$25,000 - \$34,999	13.4%	10.4%	10.1%
\$35,000 - \$49,999	15.9%	15.4%	14.8%
\$50,000 - \$74,999	21.1%	21.1%	20.1%
\$75,000 - \$99,999	13.5%	14.6%	14.0%
\$100,000 - \$149,999	12.2%	11.7%	12.2%
\$150,000 - \$199,999	1.4%	3.8%	4.8%
\$200,000+	0.8%	4.9%	6.4%
Average Household Income	\$57,876	\$74,066	\$81,698
2026 Households by Income			
Household Income Base	5,220	39,362	112,047
<\$15,000	9.2%	7.5%	7.4%
\$15,000 - \$24,999	8.6%	7.4%	7.4%
\$25,000 - \$34,999	12.2%	9.2%	8.9%
\$35,000 - \$49,999	16.2%	14.9%	13.9%
\$50,000 - \$74,999	21.7%	21.5%	20.2%
\$75,000 - \$99,999	14.9%	15.8%	15.0%
\$100,000 - \$149,999	14.5%	13.5%	14.1%
\$150,000 - \$199,999	1.8%	4.7%	6.0%
\$200,000+	0.9%	5.5%	7.1%
Average Household Income	\$64,823	\$83,075	\$91,202
2021 Owner Occupied Housing Units by Value			
Total	2,215	17,291	54,007
<\$50,000	2.7%	2.3%	2.7%
\$50,000 - \$99,999	11.8%	7.0%	5.8%
\$100,000 - \$149,999	19.1%	10.6%	8.8%
\$150,000 - \$199,999	24.2%	17.5%	17.7%
\$200,000 - \$249,999	25.8%	19.8%	17.3%
\$250,000 - \$299,999	9.6%	13.5%	13.0%
\$300,000 - \$399,999	6.4%	13.4%	13.7%
\$400,000 - \$499,999	0.1%	6.3%	6.8%
\$500,000 - \$749,999	0.0%	5.1%	7.6%
\$750,000 - \$999,999	0.0%	2.1%	3.3%
\$1,000,000 - \$1,499,999	0.0%	1.2%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.6%
\$2,000,000 +	0.3%	1.0%	1.2%
Average Home Value	\$190,377	\$298,676	\$334,277
2026 Owner Occupied Housing Units by Value			
Total	2,398	18,737	57,833
<\$50,000	1.0%	0.9%	1.1%
\$50,000 - \$99,999	4.3%	2.7%	2.4%
\$100,000 - \$149,999	11.0%	5.6%	4.7%
\$150,000 - \$199,999	21.3%	13.5%	14.0%
\$200,000 - \$249,999	33.8%	21.5%	18.5%
\$250,000 - \$299,999	15.3%	16.7%	16.0%
\$300,000 - \$399,999	12.3%	18.2%	17.6%
\$400,000 - \$499,999	0.2%	8.5%	8.7%
\$500,000 - \$749,999	0.4%	6.5%	9.2%
\$750,000 - \$999,999	0.0%	2.6%	3.8%
\$1,000,000 - \$1,499,999	0.0%	1.5%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.7%
\$2,000,000 +	0.5%	1.4%	1.4%
Average Home Value	\$230,184	\$349,396	\$378,236

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	11,370	82,281	237,079
0 - 4	8.3%	7.1%	6.6%
5 - 9	6.7%	6.5%	6.4%
10 - 14	6.4%	6.6%	6.6%
15 - 24	13.9%	14.1%	14.1%
25 - 34	16.8%	16.2%	14.8%
35 - 44	13.3%	14.3%	13.7%
45 - 54	13.9%	14.9%	14.8%
55 - 64	10.4%	10.5%	11.2%
65 - 74	5.7%	5.4%	6.3%
75 - 84	3.5%	3.2%	3.9%
85 +	1.2%	1.3%	1.6%
18 +	75.0%	75.6%	76.2%
2021 Population by Age			
Total	12,636	93,164	265,720
0 - 4	7.3%	6.3%	5.8%
5 - 9	7.0%	6.1%	5.9%
10 - 14	6.7%	6.1%	6.0%
15 - 24	13.1%	13.7%	12.8%
25 - 34	15.8%	15.8%	15.4%
35 - 44	13.8%	13.7%	13.1%
45 - 54	11.1%	12.2%	12.1%
55 - 64	11.0%	12.1%	12.7%
65 - 74	8.5%	8.4%	9.4%
75 - 84	4.2%	4.0%	4.8%
85 +	1.4%	1.6%	2.0%
18 +	75.3%	77.9%	78.8%
2026 Population by Age			
Total	13,706	100,027	282,573
0 - 4	7.4%	6.4%	5.9%
5 - 9	7.0%	6.0%	5.8%
10 - 14	6.8%	6.0%	5.9%
15 - 24	13.6%	13.4%	12.5%
25 - 34	14.9%	15.8%	14.9%
35 - 44	14.5%	14.1%	13.8%
45 - 54	11.3%	11.8%	11.7%
55 - 64	9.6%	10.9%	11.6%
65 - 74	8.6%	9.2%	10.1%
75 - 84	4.8%	4.8%	5.8%
85 +	1.4%	1.6%	2.1%
18 +	74.8%	77.9%	78.9%
2010 Population by Sex			
Males	5,435	39,645	113,530
Females	5,934	42,635	123,552
2021 Population by Sex			
Males	6,051	44,990	127,573
Females	6,586	48,174	138,147
2026 Population by Sex			
Males	6,572	48,238	135,813
Females	7,136	51,787	146,759

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	11,368	82,280	237,081
White Alone	52.0%	54.2%	57.1%
Black Alone	34.3%	33.9%	31.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.1%	3.4%	3.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.9%	4.7%	4.6%
Two or More Races	4.2%	3.4%	3.1%
Hispanic Origin	21.3%	17.2%	16.6%
Diversity Index	74.1	70.7	69.1
2021 Population by Race/Ethnicity			
Total	12,637	93,164	265,721
White Alone	45.4%	49.0%	52.9%
Black Alone	38.1%	36.5%	33.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	3.2%	3.7%	3.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.7%	6.1%	5.9%
Two or More Races	5.0%	4.1%	3.8%
Hispanic Origin	27.5%	22.6%	21.7%
Diversity Index	78.8	75.6	74.1
2026 Population by Race/Ethnicity			
Total	13,709	100,024	282,572
White Alone	45.1%	48.6%	52.3%
Black Alone	38.5%	36.7%	33.6%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	3.2%	3.8%	3.5%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.7%	6.3%	6.1%
Two or More Races	5.0%	4.2%	4.0%
Hispanic Origin	27.4%	23.3%	22.8%
Diversity Index	78.8	76.1	74.9
2010 Population by Relationship and Household Type			
Total	11,369	82,280	237,082
In Households	98.5%	98.8%	98.4%
In Family Households	78.1%	78.9%	78.9%
Householder	23.8%	24.3%	24.2%
Spouse	13.1%	14.3%	15.1%
Child	32.4%	31.9%	31.4%
Other relative	5.3%	5.2%	5.2%
Nonrelative	3.4%	3.3%	3.0%
In Nonfamily Households	20.4%	19.9%	19.5%
In Group Quarters	1.5%	1.2%	1.6%
Institutionalized Population	0.5%	0.6%	0.6%
Noninstitutionalized Population	1.0%	0.6%	1.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	8,318	63,205	184,685
Less than 9th Grade	4.8%	3.1%	3.8%
9th - 12th Grade, No Diploma	11.8%	7.6%	7.2%
High School Graduate	25.8%	22.8%	20.7%
GED/Alternative Credential	5.1%	5.3%	4.3%
Some College, No Degree	20.6%	19.5%	18.4%
Associate Degree	12.8%	12.6%	11.8%
Bachelor's Degree	13.5%	19.0%	22.1%
Graduate/Professional Degree	5.6%	10.1%	11.7%
2021 Population 15+ by Marital Status			
Total	9,973	75,935	218,604
Never Married	45.1%	42.7%	40.5%
Married	34.4%	39.0%	40.7%
Widowed	4.5%	4.8%	5.3%
Divorced	16.1%	13.5%	13.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,975	46,499	129,262
Population 16+ Employed	92.0%	93.3%	93.9%
Population 16+ Unemployment rate	8.0%	6.7%	6.1%
Population 16-24 Employed	12.3%	11.0%	10.3%
Population 16-24 Unemployment rate	19.3%	12.2%	12.9%
Population 25-54 Employed	69.1%	68.4%	67.6%
Population 25-54 Unemployment rate	6.1%	6.2%	5.5%
Population 55-64 Employed	14.4%	15.1%	16.1%
Population 55-64 Unemployment rate	7.1%	5.6%	4.6%
Population 65+ Employed	4.3%	5.6%	6.1%
Population 65+ Unemployment rate	4.1%	4.1%	4.6%
2021 Employed Population 16+ by Industry			
Total	5,497	43,384	121,370
Agriculture/Mining	0.3%	0.3%	0.2%
Construction	11.4%	7.9%	7.3%
Manufacturing	7.9%	5.0%	4.4%
Wholesale Trade	1.3%	2.3%	2.6%
Retail Trade	13.0%	11.8%	11.7%
Transportation/Utilities	4.9%	5.8%	5.5%
Information	1.4%	2.2%	2.2%
Finance/Insurance/Real Estate	10.3%	10.0%	9.1%
Services	47.8%	51.5%	53.9%
Public Administration	1.7%	3.4%	3.2%
2021 Employed Population 16+ by Occupation			
Total	5,498	43,383	121,370
White Collar	54.6%	63.7%	65.4%
Management/Business/Financial	12.0%	17.3%	17.8%
Professional	18.3%	21.0%	23.3%
Sales	10.5%	11.0%	11.1%
Administrative Support	13.8%	14.5%	13.2%
Services	19.8%	16.7%	16.6%
Blue Collar	25.7%	19.6%	18.0%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	8.9%	5.0%	4.4%
Installation/Maintenance/Repair	2.1%	2.3%	2.2%
Production	5.9%	3.3%	2.8%
Transportation/Material Moving	8.7%	8.8%	8.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	4,380	32,443	93,584
Households with 1 Person	30.1%	28.9%	29.8%
Households with 2+ People	69.9%	71.1%	70.2%
Family Households	60.7%	61.6%	61.5%
Husband-wife Families	33.5%	36.3%	38.4%
With Related Children	15.1%	16.3%	17.0%
Other Family (No Spouse Present)	27.2%	25.3%	23.1%
Other Family with Male Householder	6.4%	6.0%	5.4%
With Related Children	3.7%	3.4%	3.1%
Other Family with Female Householder	20.8%	19.3%	17.7%
With Related Children	14.8%	13.5%	12.0%
Nonfamily Households	9.2%	9.5%	8.8%
All Households with Children	34.2%	33.8%	32.5%
Multigenerational Households	5.1%	5.2%	5.1%
Unmarried Partner Households	9.9%	9.5%	8.2%
Male-female	8.4%	8.3%	7.1%
Same-sex	1.4%	1.2%	1.1%
2010 Households by Size			
Total	4,381	32,443	93,585
1 Person Household	30.1%	28.9%	29.8%
2 Person Household	30.4%	31.7%	31.6%
3 Person Household	16.5%	16.5%	16.0%
4 Person Household	12.3%	12.7%	12.2%
5 Person Household	6.5%	6.0%	6.0%
6 Person Household	2.4%	2.5%	2.5%
7 + Person Household	1.6%	1.7%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	4,380	32,443	93,584
Owner Occupied	49.2%	52.6%	57.0%
Owned with a Mortgage/Loan	38.0%	41.3%	43.7%
Owned Free and Clear	11.1%	11.3%	13.2%
Renter Occupied	50.8%	47.4%	43.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	146	133	131
Percent of Income for Mortgage	15.8%	17.6%	17.9%
Wealth Index	40	64	80
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,189	37,396	107,462
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	11,369	82,280	237,082
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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.

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Top 3 Tapestry Segments			
1.	Urban Edge Families (7C)	Metro Fusion (11C)	Urban Edge Families (7C)
2.	Metro Fusion (11C)	Urban Edge Families (7C)	Metro Fusion (11C)
3.	Bright Young Professionals (8C)	Young and Restless (11B)	Home Improvement (4B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,638,902	\$65,069,846	\$202,060,694
Average Spent	\$1,379.94	\$1,774.08	\$1,921.62
Spending Potential Index	65	84	91
Education: Total \$	\$5,174,006	\$51,242,996	\$160,196,860
Average Spent	\$1,075.45	\$1,397.10	\$1,523.49
Spending Potential Index	62	81	88
Entertainment/Recreation: Total \$	\$9,478,196	\$92,937,792	\$295,309,183
Average Spent	\$1,970.11	\$2,533.88	\$2,808.43
Spending Potential Index	61	78	87
Food at Home: Total \$	\$16,976,198	\$165,051,079	\$513,840,588
Average Spent	\$3,528.62	\$4,500.00	\$4,886.69
Spending Potential Index	65	83	90
Food Away from Home: Total \$	\$12,073,133	\$117,303,752	\$363,198,129
Average Spent	\$2,509.49	\$3,198.20	\$3,454.06
Spending Potential Index	66	84	91
Health Care: Total \$	\$18,153,798	\$177,809,548	\$570,736,634
Average Spent	\$3,773.39	\$4,847.85	\$5,427.78
Spending Potential Index	61	78	87
HH Furnishings & Equipment: Total \$	\$6,784,436	\$66,343,398	\$210,095,742
Average Spent	\$1,410.19	\$1,808.81	\$1,998.04
Spending Potential Index	63	80	89
Personal Care Products & Services: Total \$	\$2,773,835	\$27,111,047	\$85,271,757
Average Spent	\$576.56	\$739.16	\$810.95
Spending Potential Index	64	82	90
Shelter: Total \$	\$63,379,566	\$613,190,560	\$1,916,548,650
Average Spent	\$13,173.89	\$16,718.21	\$18,226.63
Spending Potential Index	65	83	90
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,947,396	\$67,651,852	\$218,239,467
Average Spent	\$1,444.06	\$1,844.48	\$2,075.49
Spending Potential Index	60	77	87
Travel: Total \$	\$7,436,647	\$72,381,096	\$232,149,265
Average Spent	\$1,545.76	\$1,973.42	\$2,207.77
Spending Potential Index	61	78	87
Vehicle Maintenance & Repairs: Total \$	\$3,447,016	\$33,672,961	\$105,149,336
Average Spent	\$716.49	\$918.07	\$999.98
Spending Potential Index	65	83	90

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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