



Market Profile

2104 Rock Springs Rd N, Apopka, Florida, 32712
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.71500
Longitude: -81.50915

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,199	26,819	72,336
2010 Total Population	4,819	39,481	88,167
2021 Total Population	5,598	45,679	104,953
2021 Group Quarters	4	146	414
2026 Total Population	5,986	49,162	112,882
2021-2026 Annual Rate	1.35%	1.48%	1.47%
2021 Total Daytime Population	5,076	39,147	90,282
Workers	1,573	12,715	29,692
Residents	3,503	26,432	60,590
Household Summary			
2000 Households	1,160	9,532	25,641
2000 Average Household Size	2.76	2.80	2.81
2010 Households	1,644	13,864	31,290
2010 Average Household Size	2.93	2.84	2.80
2021 Households	1,867	15,785	36,589
2021 Average Household Size	3.00	2.88	2.86
2026 Households	1,986	16,915	39,151
2026 Average Household Size	3.01	2.90	2.87
2021-2026 Annual Rate	1.24%	1.39%	1.36%
2010 Families	1,242	10,708	23,587
2010 Average Family Size	3.33	3.18	3.19
2021 Families	1,389	12,062	27,281
2021 Average Family Size	3.43	3.25	3.27
2026 Families	1,472	12,895	29,112
2026 Average Family Size	3.45	3.27	3.29
2021-2026 Annual Rate	1.17%	1.34%	1.31%
Housing Unit Summary			
2000 Housing Units	1,241	10,014	26,999
Owner Occupied Housing Units	84.4%	80.6%	77.4%
Renter Occupied Housing Units	9.1%	14.6%	17.6%
Vacant Housing Units	6.5%	4.8%	5.0%
2010 Housing Units	1,776	15,111	34,054
Owner Occupied Housing Units	79.0%	76.6%	72.7%
Renter Occupied Housing Units	13.6%	15.1%	19.2%
Vacant Housing Units	7.4%	8.3%	8.1%
2021 Housing Units	1,977	16,673	38,782
Owner Occupied Housing Units	78.8%	79.8%	74.6%
Renter Occupied Housing Units	15.7%	14.8%	19.7%
Vacant Housing Units	5.6%	5.3%	5.7%
2026 Housing Units	2,108	17,903	41,554
Owner Occupied Housing Units	79.3%	80.5%	75.4%
Renter Occupied Housing Units	14.9%	14.0%	18.9%
Vacant Housing Units	5.8%	5.5%	5.8%
Median Household Income			
2021	\$73,495	\$76,975	\$69,936
2026	\$79,988	\$84,856	\$77,989
Median Home Value			
2021	\$295,392	\$282,883	\$270,258
2026	\$317,362	\$310,647	\$296,057
Per Capita Income			
2021	\$26,788	\$32,003	\$31,989
2026	\$29,848	\$36,223	\$35,832
Median Age			
2010	35.5	37.5	38.3
2021	36.8	39.3	40.2
2026	36.3	39.2	40.3

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

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2021 Households by Income			
Household Income Base	1,867	15,785	36,589
<\$15,000	6.5%	4.7%	5.8%
\$15,000 - \$24,999	5.4%	4.5%	6.1%
\$25,000 - \$34,999	6.7%	6.6%	7.8%
\$35,000 - \$49,999	12.0%	13.7%	14.6%
\$50,000 - \$74,999	20.3%	18.6%	18.5%
\$75,000 - \$99,999	16.0%	17.5%	15.8%
\$100,000 - \$149,999	27.1%	20.2%	17.3%
\$150,000 - \$199,999	3.2%	7.6%	6.7%
\$200,000+	2.8%	6.5%	7.4%
Average Household Income	\$81,139	\$93,644	\$91,696
2026 Households by Income			
Household Income Base	1,986	16,915	39,151
<\$15,000	5.0%	3.6%	4.8%
\$15,000 - \$24,999	4.1%	3.6%	4.8%
\$25,000 - \$34,999	4.8%	5.0%	6.3%
\$35,000 - \$49,999	10.8%	11.2%	13.1%
\$50,000 - \$74,999	21.0%	17.9%	18.4%
\$75,000 - \$99,999	16.4%	18.2%	16.2%
\$100,000 - \$149,999	30.2%	22.9%	19.4%
\$150,000 - \$199,999	4.3%	10.0%	8.6%
\$200,000+	3.3%	7.6%	8.4%
Average Household Income	\$90,867	\$106,496	\$103,253
2021 Owner Occupied Housing Units by Value			
Total	1,557	13,312	28,945
<\$50,000	1.5%	0.8%	1.4%
\$50,000 - \$99,999	1.6%	2.0%	3.8%
\$100,000 - \$149,999	3.3%	4.6%	5.7%
\$150,000 - \$199,999	6.7%	8.3%	9.6%
\$200,000 - \$249,999	11.5%	20.7%	21.7%
\$250,000 - \$299,999	27.9%	20.6%	19.3%
\$300,000 - \$399,999	34.0%	27.7%	23.5%
\$400,000 - \$499,999	8.6%	9.8%	7.8%
\$500,000 - \$749,999	1.5%	3.7%	4.6%
\$750,000 - \$999,999	0.8%	0.5%	1.7%
\$1,000,000 - \$1,499,999	0.8%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	1.3%	0.5%	0.4%
Average Home Value	\$339,187	\$315,210	\$306,839
2026 Owner Occupied Housing Units by Value			
Total	1,672	14,407	31,314
<\$50,000	0.4%	0.2%	0.5%
\$50,000 - \$99,999	0.4%	0.7%	1.4%
\$100,000 - \$149,999	1.1%	2.5%	2.8%
\$150,000 - \$199,999	3.6%	4.7%	6.1%
\$200,000 - \$249,999	9.4%	17.1%	20.1%
\$250,000 - \$299,999	28.3%	21.2%	20.7%
\$300,000 - \$399,999	40.1%	33.6%	28.4%
\$400,000 - \$499,999	11.2%	13.0%	10.0%
\$500,000 - \$749,999	1.9%	4.9%	6.2%
\$750,000 - \$999,999	1.0%	0.7%	2.7%
\$1,000,000 - \$1,499,999	0.8%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.3%
\$2,000,000 +	1.5%	0.5%	0.4%
Average Home Value	\$369,516	\$345,780	\$342,864

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	4,819	39,480	88,166
0 - 4	8.2%	7.4%	6.8%
5 - 9	8.4%	7.3%	6.9%
10 - 14	7.7%	7.1%	7.3%
15 - 24	11.8%	11.7%	12.4%
25 - 34	13.2%	12.8%	12.0%
35 - 44	16.4%	15.4%	14.2%
45 - 54	13.9%	15.2%	15.4%
55 - 64	10.8%	11.9%	12.1%
65 - 74	6.1%	6.5%	7.2%
75 - 84	2.8%	3.4%	4.1%
85 +	0.9%	1.2%	1.6%
18 +	71.5%	74.0%	74.5%
2021 Population by Age			
Total	5,601	45,678	104,953
0 - 4	7.4%	6.5%	6.0%
5 - 9	7.7%	6.9%	6.3%
10 - 14	7.6%	7.1%	6.7%
15 - 24	11.9%	10.9%	11.4%
25 - 34	13.2%	13.0%	13.2%
35 - 44	13.1%	13.3%	12.4%
45 - 54	13.9%	13.6%	12.9%
55 - 64	11.6%	13.2%	13.7%
65 - 74	8.8%	9.8%	10.5%
75 - 84	3.8%	4.2%	5.1%
85 +	1.0%	1.4%	1.8%
18 +	73.3%	75.7%	77.2%
2026 Population by Age			
Total	5,988	49,160	112,881
0 - 4	7.4%	6.5%	6.1%
5 - 9	7.6%	6.8%	6.2%
10 - 14	8.0%	7.3%	6.7%
15 - 24	12.0%	11.0%	11.0%
25 - 34	13.3%	12.5%	12.7%
35 - 44	12.8%	13.4%	13.0%
45 - 54	12.4%	12.7%	12.0%
55 - 64	11.6%	12.4%	12.8%
65 - 74	8.9%	10.3%	11.1%
75 - 84	4.8%	5.6%	6.4%
85 +	1.2%	1.5%	1.9%
18 +	72.8%	75.4%	77.1%
2010 Population by Sex			
Males	2,295	19,330	42,966
Females	2,524	20,151	45,201
2021 Population by Sex			
Males	2,670	22,423	51,124
Females	2,928	23,256	53,829
2026 Population by Sex			
Males	2,849	24,169	55,067
Females	3,137	24,993	57,815

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	4,818	39,481	88,167
White Alone	70.8%	72.2%	70.6%
Black Alone	13.2%	14.5%	16.7%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	3.3%	3.1%	2.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	8.2%	6.7%	6.9%
Two or More Races	4.0%	3.0%	2.8%
Hispanic Origin	23.7%	22.0%	21.7%
Diversity Index	66.8	64.3	65.2
2021 Population by Race/Ethnicity			
Total	5,598	45,680	104,953
White Alone	63.4%	65.4%	62.9%
Black Alone	15.8%	17.5%	20.9%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	3.6%	3.5%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.5%	9.3%	9.3%
Two or More Races	5.2%	3.9%	3.5%
Hispanic Origin	32.5%	29.8%	28.6%
Diversity Index	76.0	73.2	74.0
2026 Population by Race/Ethnicity			
Total	5,987	49,162	112,881
White Alone	63.0%	65.0%	61.8%
Black Alone	16.1%	17.9%	21.7%
American Indian Alone	0.6%	0.4%	0.4%
Asian Alone	3.5%	3.4%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	11.6%	9.3%	9.4%
Two or More Races	5.2%	3.8%	3.6%
Hispanic Origin	32.6%	29.7%	29.1%
Diversity Index	76.2	73.5	74.7
2010 Population by Relationship and Household Type			
Total	4,819	39,481	88,167
In Households	99.9%	99.7%	99.5%
In Family Households	89.3%	89.2%	88.3%
Householder	25.5%	26.9%	26.8%
Spouse	18.9%	21.1%	19.9%
Child	35.9%	33.2%	33.5%
Other relative	5.4%	5.1%	5.2%
Nonrelative	3.5%	2.8%	2.9%
In Nonfamily Households	10.7%	10.5%	11.3%
In Group Quarters	0.1%	0.3%	0.5%
Institutionalized Population	0.0%	0.3%	0.3%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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	3,661	31,318	73,052
Less than 9th Grade	3.2%	5.5%	4.8%
9th - 12th Grade, No Diploma	11.2%	9.0%	8.4%
High School Graduate	26.4%	22.4%	22.9%
GED/Alternative Credential	4.1%	4.1%	4.5%
Some College, No Degree	22.5%	20.7%	19.6%
Associate Degree	8.6%	10.9%	10.5%
Bachelor's Degree	20.2%	17.6%	19.9%
Graduate/Professional Degree	3.8%	9.8%	9.2%
2021 Population 15+ by Marital Status			
Total	4,326	36,290	84,993
Never Married	30.4%	29.7%	31.4%
Married	51.8%	53.7%	51.1%
Widowed	4.8%	5.6%	6.0%
Divorced	13.0%	11.0%	11.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,310	20,543	47,309
Population 16+ Employed	91.5%	94.6%	94.6%
Population 16+ Unemployment rate	8.5%	5.4%	5.4%
Population 16-24 Employed	7.0%	9.0%	9.6%
Population 16-24 Unemployment rate	27.1%	12.9%	10.1%
Population 25-54 Employed	72.4%	68.4%	65.9%
Population 25-54 Unemployment rate	7.3%	4.8%	4.9%
Population 55-64 Employed	16.4%	17.8%	18.7%
Population 55-64 Unemployment rate	3.6%	3.3%	4.8%
Population 65+ Employed	4.3%	4.9%	5.8%
Population 65+ Unemployment rate	9.1%	6.8%	4.5%
2021 Employed Population 16+ by Industry			
Total	2,113	19,424	44,773
Agriculture/Mining	2.9%	2.0%	1.4%
Construction	12.6%	12.3%	10.6%
Manufacturing	5.5%	4.7%	4.7%
Wholesale Trade	3.1%	3.9%	4.0%
Retail Trade	11.3%	9.2%	11.1%
Transportation/Utilities	5.3%	5.2%	5.3%
Information	1.8%	2.2%	2.5%
Finance/Insurance/Real Estate	5.9%	6.7%	7.4%
Services	44.7%	49.6%	48.9%
Public Administration	6.9%	4.3%	4.0%
2021 Employed Population 16+ by Occupation			
Total	2,114	19,424	44,774
White Collar	59.7%	64.3%	64.2%
Management/Business/Financial	16.8%	18.5%	18.7%
Professional	21.2%	26.0%	23.1%
Sales	9.0%	8.8%	11.1%
Administrative Support	12.6%	11.1%	11.3%
Services	12.1%	12.4%	13.3%
Blue Collar	28.2%	23.3%	22.5%
Farming/Forestry/Fishing	2.5%	1.1%	0.7%
Construction/Extraction	9.7%	8.6%	7.1%
Installation/Maintenance/Repair	2.0%	2.7%	3.0%
Production	5.3%	3.6%	4.0%
Transportation/Material Moving	8.8%	7.3%	7.7%

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2010 Households by Type			
Total	1,645	13,864	31,289
Households with 1 Person	19.0%	17.3%	19.2%
Households with 2+ People	81.0%	82.7%	80.8%
Family Households	75.5%	77.2%	75.4%
Husband-wife Families	56.1%	60.6%	56.2%
With Related Children	30.6%	28.7%	25.7%
Other Family (No Spouse Present)	19.3%	16.7%	19.2%
Other Family with Male Householder	5.3%	5.0%	5.4%
With Related Children	3.0%	2.9%	3.1%
Other Family with Female Householder	14.0%	11.7%	13.8%
With Related Children	9.1%	7.5%	8.9%
Nonfamily Households	5.5%	5.5%	5.4%
All Households with Children	43.2%	39.6%	38.1%
Multigenerational Households	6.5%	5.7%	6.0%
Unmarried Partner Households	7.3%	6.7%	6.8%
Male-female	6.4%	5.7%	5.9%
Same-sex	0.9%	1.0%	0.9%
2010 Households by Size			
Total	1,644	13,865	31,291
1 Person Household	19.0%	17.3%	19.2%
2 Person Household	29.5%	33.6%	33.6%
3 Person Household	16.8%	18.6%	18.1%
4 Person Household	19.0%	17.2%	16.1%
5 Person Household	8.5%	7.7%	7.5%
6 Person Household	4.1%	3.1%	3.1%
7 + Person Household	3.1%	2.6%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	1,644	13,864	31,290
Owner Occupied	85.3%	83.5%	79.1%
Owned with a Mortgage/Loan	61.7%	68.7%	61.8%
Owned Free and Clear	23.7%	14.9%	17.4%
Renter Occupied	14.7%	16.5%	20.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	137	151	144
Percent of Income for Mortgage	16.9%	15.4%	16.2%
Wealth Index	71	104	107
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,776	15,111	34,054
Housing Units Inside Urbanized Area	90.4%	95.9%	96.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	9.6%	4.1%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	4,819	39,481	88,167
Population Inside Urbanized Area	91.5%	96.1%	96.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	8.5%	3.9%	3.7%

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.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Home Improvement (4B)	Green Acres (6A)	Green Acres (6A)
3.	Green Acres (6A)	Workday Drive (4A)	Urban Edge Families (7C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,457,524	\$33,726,020	\$76,515,042
Average Spent	\$1,851.91	\$2,136.59	\$2,091.20
Spending Potential Index	87	101	99
Education: Total \$	\$2,524,378	\$25,235,913	\$58,937,656
Average Spent	\$1,352.10	\$1,598.73	\$1,610.80
Spending Potential Index	78	93	93
Entertainment/Recreation: Total \$	\$5,319,085	\$51,896,440	\$117,027,620
Average Spent	\$2,849.00	\$3,287.71	\$3,198.44
Spending Potential Index	88	102	99
Food at Home: Total \$	\$8,774,395	\$85,656,302	\$196,255,703
Average Spent	\$4,699.73	\$5,426.44	\$5,363.79
Spending Potential Index	86	100	98
Food Away from Home: Total \$	\$6,212,743	\$60,427,749	\$137,536,451
Average Spent	\$3,327.66	\$3,828.18	\$3,758.96
Spending Potential Index	88	101	99
Health Care: Total \$	\$10,494,443	\$102,059,598	\$231,258,134
Average Spent	\$5,621.02	\$6,465.61	\$6,320.43
Spending Potential Index	90	104	101
HH Furnishings & Equipment: Total \$	\$3,822,899	\$37,149,761	\$83,615,899
Average Spent	\$2,047.62	\$2,353.49	\$2,285.27
Spending Potential Index	91	104	101
Personal Care Products & Services: Total \$	\$1,480,671	\$14,399,159	\$32,869,975
Average Spent	\$793.07	\$912.21	\$898.36
Spending Potential Index	88	102	100
Shelter: Total \$	\$31,901,226	\$311,248,462	\$716,974,307
Average Spent	\$17,086.89	\$19,717.99	\$19,595.35
Spending Potential Index	85	98	97
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,173,701	\$40,117,046	\$89,802,618
Average Spent	\$2,235.51	\$2,541.47	\$2,454.36
Spending Potential Index	94	106	103
Travel: Total \$	\$4,239,153	\$41,303,043	\$93,217,088
Average Spent	\$2,270.57	\$2,616.60	\$2,547.68
Spending Potential Index	90	104	101
Vehicle Maintenance & Repairs: Total \$	\$1,868,717	\$18,109,922	\$40,968,900
Average Spent	\$1,000.92	\$1,147.29	\$1,119.71
Spending Potential Index	90	104	101

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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