



Market Profile

24701 Ward Way, Eustis, Florida, 32736
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.86706
Longitude: -81.54822

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	486	3,738	9,187
2010 Total Population	723	5,855	14,424
2021 Total Population	846	7,428	18,272
2021 Group Quarters	3	15	19
2026 Total Population	911	8,231	20,143
2021-2026 Annual Rate	1.49%	2.07%	1.97%
2021 Total Daytime Population	708	6,230	14,762
Workers	203	2,030	4,310
Residents	505	4,200	10,452
Household Summary			
2000 Households	157	1,285	3,381
2000 Average Household Size	3.10	2.91	2.71
2010 Households	228	2,003	5,339
2010 Average Household Size	3.16	2.92	2.70
2021 Households	267	2,564	6,844
2021 Average Household Size	3.16	2.89	2.67
2026 Households	288	2,840	7,541
2026 Average Household Size	3.15	2.89	2.67
2021-2026 Annual Rate	1.53%	2.07%	1.96%
2010 Families	184	1,587	4,086
2010 Average Family Size	3.46	3.22	3.03
2021 Families	214	1,995	5,141
2021 Average Family Size	3.45	3.21	3.02
2026 Families	229	2,198	5,637
2026 Average Family Size	3.47	3.22	3.03
2021-2026 Annual Rate	1.36%	1.96%	1.86%
Housing Unit Summary			
2000 Housing Units	171	1,376	3,637
Owner Occupied Housing Units	82.5%	83.9%	83.5%
Renter Occupied Housing Units	8.8%	9.5%	9.4%
Vacant Housing Units	8.8%	6.6%	7.1%
2010 Housing Units	266	2,296	5,991
Owner Occupied Housing Units	74.4%	74.0%	75.9%
Renter Occupied Housing Units	11.3%	13.3%	13.2%
Vacant Housing Units	14.3%	12.8%	10.9%
2021 Housing Units	313	2,889	7,561
Owner Occupied Housing Units	73.5%	76.8%	78.9%
Renter Occupied Housing Units	12.1%	11.9%	11.7%
Vacant Housing Units	14.7%	11.2%	9.5%
2026 Housing Units	338	3,210	8,360
Owner Occupied Housing Units	73.7%	77.1%	79.2%
Renter Occupied Housing Units	11.5%	11.4%	11.1%
Vacant Housing Units	14.8%	11.5%	9.8%
Median Household Income			
2021	\$82,287	\$88,120	\$81,433
2026	\$91,504	\$97,634	\$90,372
Median Home Value			
2021	\$345,833	\$303,351	\$286,406
2026	\$365,541	\$329,754	\$312,306
Per Capita Income			
2021	\$37,714	\$39,628	\$39,663
2026	\$42,789	\$44,226	\$44,242
Median Age			
2010	41.2	41.4	42.7
2021	44.1	43.8	46.3
2026	45.2	44.2	47.1

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	267	2,564	6,844
<\$15,000	3.4%	2.5%	3.1%
\$15,000 - \$24,999	2.2%	3.5%	4.1%
\$25,000 - \$34,999	6.7%	7.1%	8.5%
\$35,000 - \$49,999	10.1%	7.6%	10.5%
\$50,000 - \$74,999	22.8%	21.4%	19.8%
\$75,000 - \$99,999	14.2%	13.1%	12.8%
\$100,000 - \$149,999	18.7%	21.6%	21.8%
\$150,000 - \$199,999	13.1%	13.3%	10.8%
\$200,000+	9.4%	9.7%	8.6%
Average Household Income	\$108,571	\$111,425	\$105,093
2026 Households by Income			
Household Income Base	288	2,840	7,541
<\$15,000	2.4%	1.8%	2.3%
\$15,000 - \$24,999	1.7%	2.5%	3.0%
\$25,000 - \$34,999	4.2%	4.7%	6.4%
\$35,000 - \$49,999	8.7%	6.4%	9.3%
\$50,000 - \$74,999	22.9%	21.6%	20.1%
\$75,000 - \$99,999	14.2%	14.0%	13.1%
\$100,000 - \$149,999	19.1%	22.5%	23.1%
\$150,000 - \$199,999	16.3%	15.6%	12.9%
\$200,000+	10.8%	10.9%	9.7%
Average Household Income	\$122,976	\$124,366	\$117,287
2021 Owner Occupied Housing Units by Value			
Total	230	2,219	5,962
<\$50,000	1.3%	1.2%	1.3%
\$50,000 - \$99,999	1.3%	1.2%	1.6%
\$100,000 - \$149,999	2.2%	2.3%	3.3%
\$150,000 - \$199,999	6.5%	10.3%	11.0%
\$200,000 - \$249,999	10.4%	16.9%	18.9%
\$250,000 - \$299,999	16.5%	17.3%	19.0%
\$300,000 - \$399,999	26.1%	24.9%	21.6%
\$400,000 - \$499,999	19.6%	14.0%	11.6%
\$500,000 - \$749,999	13.5%	7.9%	8.0%
\$750,000 - \$999,999	1.7%	1.8%	1.2%
\$1,000,000 - \$1,499,999	1.3%	1.4%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.9%	1.4%
Average Home Value	\$377,814	\$360,511	\$352,952
2026 Owner Occupied Housing Units by Value			
Total	249	2,475	6,617
<\$50,000	0.4%	0.3%	0.4%
\$50,000 - \$99,999	0.4%	0.4%	0.5%
\$100,000 - \$149,999	0.8%	0.9%	1.3%
\$150,000 - \$199,999	3.6%	6.3%	6.9%
\$200,000 - \$249,999	8.8%	15.2%	17.3%
\$250,000 - \$299,999	16.5%	18.1%	20.4%
\$300,000 - \$399,999	29.7%	29.5%	26.3%
\$400,000 - \$499,999	22.5%	16.3%	13.9%
\$500,000 - \$749,999	14.5%	8.4%	9.0%
\$750,000 - \$999,999	1.6%	1.9%	1.3%
\$1,000,000 - \$1,499,999	1.2%	1.5%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	1.1%	1.7%
Average Home Value	\$397,590	\$385,576	\$382,319

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	723	5,856	14,426
0 - 4	5.9%	5.7%	5.7%
5 - 9	7.2%	7.1%	6.6%
10 - 14	7.7%	7.6%	6.8%
15 - 24	12.0%	11.7%	10.7%
25 - 34	8.9%	9.1%	9.9%
35 - 44	14.2%	14.5%	13.6%
45 - 54	18.7%	17.9%	16.7%
55 - 64	14.0%	14.1%	14.4%
65 - 74	7.3%	7.9%	9.8%
75 - 84	3.2%	3.3%	4.5%
85 +	1.0%	1.1%	1.3%
18 +	74.4%	74.9%	76.7%
2021 Population by Age			
Total	848	7,428	18,271
0 - 4	5.3%	5.3%	5.0%
5 - 9	5.7%	5.6%	5.3%
10 - 14	6.0%	6.0%	5.7%
15 - 24	11.7%	11.5%	10.2%
25 - 34	12.4%	12.3%	11.2%
35 - 44	10.0%	10.6%	11.0%
45 - 54	13.7%	13.7%	12.8%
55 - 64	17.3%	16.6%	16.1%
65 - 74	12.4%	12.3%	13.9%
75 - 84	4.5%	4.8%	6.9%
85 +	1.1%	1.2%	1.9%
18 +	79.1%	79.3%	80.6%
2026 Population by Age			
Total	912	8,231	20,142
0 - 4	5.0%	5.2%	4.8%
5 - 9	5.6%	5.6%	5.3%
10 - 14	6.1%	6.1%	5.7%
15 - 24	11.0%	10.6%	9.6%
25 - 34	12.0%	12.4%	11.0%
35 - 44	10.1%	10.9%	11.0%
45 - 54	12.3%	12.4%	11.8%
55 - 64	15.9%	15.0%	14.7%
65 - 74	13.9%	13.5%	14.5%
75 - 84	6.8%	6.9%	9.1%
85 +	1.3%	1.5%	2.3%
18 +	79.4%	79.5%	80.8%
2010 Population by Sex			
Males	358	2,914	7,184
Females	365	2,941	7,240
2021 Population by Sex			
Males	424	3,704	9,102
Females	423	3,724	9,170
2026 Population by Sex			
Males	458	4,108	10,039
Females	453	4,123	10,104

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	722	5,856	14,424
White Alone	89.6%	87.7%	88.3%
Black Alone	5.1%	5.8%	4.7%
American Indian Alone	0.7%	0.9%	1.1%
Asian Alone	0.8%	1.1%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.7%	2.4%	2.4%
Two or More Races	1.9%	2.0%	2.0%
Hispanic Origin	8.6%	10.4%	10.3%
Diversity Index	32.2	37.1	36.2
2021 Population by Race/Ethnicity			
Total	847	7,429	18,272
White Alone	86.7%	84.3%	85.1%
Black Alone	6.3%	7.0%	5.9%
American Indian Alone	0.7%	0.9%	1.0%
Asian Alone	1.1%	1.3%	1.6%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.6%	3.7%	3.7%
Two or More Races	2.5%	2.7%	2.7%
Hispanic Origin	13.0%	15.6%	14.9%
Diversity Index	41.4	47.3	45.7
2026 Population by Race/Ethnicity			
Total	911	8,231	20,142
White Alone	85.3%	82.6%	83.5%
Black Alone	7.0%	7.8%	6.5%
American Indian Alone	0.7%	0.9%	1.0%
Asian Alone	1.1%	1.4%	1.8%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.9%	4.2%	4.1%
Two or More Races	2.9%	3.0%	3.0%
Hispanic Origin	15.5%	18.4%	17.5%
Diversity Index	45.9	51.8	50.1
2010 Population by Relationship and Household Type			
Total	723	5,855	14,424
In Households	99.6%	99.7%	99.9%
In Family Households	91.0%	90.0%	88.5%
Householder	28.1%	28.1%	28.6%
Spouse	22.7%	22.7%	23.5%
Child	32.9%	32.1%	29.8%
Other relative	4.3%	4.3%	4.1%
Nonrelative	3.0%	2.9%	2.6%
In Nonfamily Households	8.6%	9.7%	11.3%
In Group Quarters	0.4%	0.3%	0.1%
Institutionalized Population	0.4%	0.3%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	603	5,319	13,482
Less than 9th Grade	3.6%	2.7%	2.7%
9th - 12th Grade, No Diploma	4.1%	4.7%	4.8%
High School Graduate	22.6%	22.8%	23.6%
GED/Alternative Credential	5.0%	4.2%	4.1%
Some College, No Degree	23.5%	19.9%	20.6%
Associate Degree	10.3%	15.0%	13.3%
Bachelor's Degree	22.4%	20.0%	18.4%
Graduate/Professional Degree	8.5%	10.6%	12.4%
2021 Population 15+ by Marital Status			
Total	704	6,171	15,345
Never Married	24.4%	26.0%	23.2%
Married	61.2%	56.9%	58.7%
Widowed	4.4%	5.9%	6.6%
Divorced	9.9%	11.2%	11.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	357	3,382	8,168
Population 16+ Employed	96.4%	96.5%	96.7%
Population 16+ Unemployment rate	3.6%	3.5%	3.3%
Population 16-24 Employed	11.9%	11.2%	10.1%
Population 16-24 Unemployment rate	0.0%	0.0%	2.4%
Population 25-54 Employed	65.4%	64.3%	64.5%
Population 25-54 Unemployment rate	2.6%	3.6%	3.5%
Population 55-64 Employed	18.6%	19.3%	19.8%
Population 55-64 Unemployment rate	3.0%	2.6%	2.4%
Population 65+ Employed	4.1%	5.2%	5.6%
Population 65+ Unemployment rate	26.3%	11.5%	6.2%
2021 Employed Population 16+ by Industry			
Total	344	3,265	7,896
Agriculture/Mining	2.3%	1.6%	2.3%
Construction	13.1%	8.9%	8.3%
Manufacturing	3.5%	6.2%	5.7%
Wholesale Trade	4.7%	3.2%	2.4%
Retail Trade	7.6%	10.7%	10.7%
Transportation/Utilities	6.7%	7.7%	7.2%
Information	1.7%	2.0%	2.6%
Finance/Insurance/Real Estate	6.7%	8.6%	7.9%
Services	47.4%	45.1%	46.9%
Public Administration	6.7%	6.2%	6.0%
2021 Employed Population 16+ by Occupation			
Total	342	3,263	7,898
White Collar	63.7%	66.4%	64.0%
Management/Business/Financial	21.2%	20.7%	19.6%
Professional	17.4%	19.9%	21.5%
Sales	12.2%	12.4%	10.2%
Administrative Support	12.8%	13.4%	12.7%
Services	16.0%	18.4%	19.9%
Blue Collar	19.8%	15.1%	16.1%
Farming/Forestry/Fishing	1.2%	1.3%	1.6%
Construction/Extraction	6.4%	3.8%	4.0%
Installation/Maintenance/Repair	2.3%	2.7%	2.3%
Production	4.4%	2.5%	2.1%
Transportation/Material Moving	5.5%	4.8%	6.0%

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2010 Households by Type			
Total	227	2,003	5,339
Households with 1 Person	14.5%	15.5%	17.9%
Households with 2+ People	85.5%	84.5%	82.1%
Family Households	81.1%	79.2%	76.5%
Husband-wife Families	65.6%	64.2%	62.9%
With Related Children	28.2%	27.1%	24.4%
Other Family (No Spouse Present)	15.4%	15.1%	13.7%
Other Family with Male Householder	5.7%	5.3%	4.7%
With Related Children	3.5%	3.3%	2.8%
Other Family with Female Householder	9.7%	9.8%	9.0%
With Related Children	6.2%	6.0%	5.5%
Nonfamily Households	4.4%	5.3%	5.5%
All Households with Children	38.6%	36.9%	33.3%
Multigenerational Households	5.3%	5.2%	4.6%
Unmarried Partner Households	7.0%	7.4%	6.9%
Male-female	6.1%	6.6%	6.2%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	227	2,002	5,339
1 Person Household	14.5%	15.5%	17.9%
2 Person Household	37.0%	37.8%	40.3%
3 Person Household	18.1%	17.5%	16.2%
4 Person Household	17.2%	16.6%	14.8%
5 Person Household	7.9%	7.4%	6.5%
6 Person Household	3.1%	3.0%	2.6%
7 + Person Household	2.2%	2.1%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	228	2,003	5,339
Owner Occupied	86.8%	84.8%	85.2%
Owned with a Mortgage/Loan	64.9%	63.4%	60.7%
Owned Free and Clear	21.5%	21.4%	24.5%
Renter Occupied	13.2%	15.2%	14.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	133	161	156
Percent of Income for Mortgage	17.6%	14.4%	14.8%
Wealth Index	140	146	138
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	266	2,296	5,991
Housing Units Inside Urbanized Area	0.0%	12.8%	43.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	87.2%	56.9%
2010 Population By Urban/ Rural Status			
Total Population	723	5,855	14,424
Population Inside Urbanized Area	0.1%	12.6%	40.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	99.9%	87.4%	59.7%

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.	Southern Satellites (10A)	Southern Satellites (10A)	Middleburg (4C)
2.		Middleburg (4C)	Southern Satellites (10A)
3.		The Great Outdoors (6C)	Silver & Gold (9A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$657,888	\$6,454,851	\$16,130,155
Average Spent	\$2,464.00	\$2,517.49	\$2,356.83
Spending Potential Index	116	119	111
Education: Total \$	\$442,553	\$4,612,803	\$11,797,537
Average Spent	\$1,657.50	\$1,799.07	\$1,723.78
Spending Potential Index	96	104	100
Entertainment/Recreation: Total \$	\$1,056,793	\$10,316,771	\$25,738,976
Average Spent	\$3,958.03	\$4,023.70	\$3,760.81
Spending Potential Index	123	125	116
Food at Home: Total \$	\$1,784,772	\$17,230,381	\$42,742,444
Average Spent	\$6,684.54	\$6,720.12	\$6,245.24
Spending Potential Index	123	123	115
Food Away from Home: Total \$	\$1,206,095	\$11,782,086	\$29,256,308
Average Spent	\$4,517.21	\$4,595.20	\$4,274.74
Spending Potential Index	119	121	113
Health Care: Total \$	\$2,202,178	\$20,965,723	\$52,582,610
Average Spent	\$8,247.86	\$8,176.96	\$7,683.02
Spending Potential Index	132	131	123
HH Furnishings & Equipment: Total \$	\$733,704	\$7,194,151	\$18,117,400
Average Spent	\$2,747.96	\$2,805.83	\$2,647.19
Spending Potential Index	122	124	117
Personal Care Products & Services: Total \$	\$279,469	\$2,755,145	\$7,038,458
Average Spent	\$1,046.70	\$1,074.55	\$1,028.41
Spending Potential Index	117	120	115
Shelter: Total \$	\$5,631,627	\$58,323,869	\$148,305,770
Average Spent	\$21,092.24	\$22,747.22	\$21,669.46
Spending Potential Index	105	113	108
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$802,299	\$8,099,460	\$20,816,569
Average Spent	\$3,004.87	\$3,158.92	\$3,041.58
Spending Potential Index	126	132	127
Travel: Total \$	\$746,307	\$7,715,452	\$20,049,021
Average Spent	\$2,795.16	\$3,009.15	\$2,929.43
Spending Potential Index	111	119	116
Vehicle Maintenance & Repairs: Total \$	\$374,535	\$3,640,188	\$9,055,414
Average Spent	\$1,402.75	\$1,419.73	\$1,323.12
Spending Potential Index	127	128	119

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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