



Community Profile

Plaza Del Mar
 Thaiqyo Asian Cuisine
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.58329
 Longitude: -80.04036

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,549	56,931	146,704
2010 Total Population	5,301	59,916	162,401
2019 Total Population	5,879	65,130	177,657
2019 Group Quarters	19	948	1,968
2024 Total Population	6,247	68,477	187,146
2019-2024 Annual Rate	1.22%	1.01%	1.05%
2019 Total Daytime Population	5,691	53,295	154,316
Workers	2,412	17,979	62,121
Residents	3,279	35,316	92,195
Household Summary			
2000 Households	2,950	23,846	59,605
2000 Average Household Size	1.86	2.34	2.42
2010 Households	2,834	24,302	63,205
2010 Average Household Size	1.86	2.43	2.54
2019 Households	3,137	26,199	68,446
2019 Average Household Size	1.87	2.45	2.57
2024 Households	3,330	27,508	71,997
2024 Average Household Size	1.87	2.45	2.57
2019-2024 Annual Rate	1.20%	0.98%	1.02%
2010 Families	1,323	13,208	37,594
2010 Average Family Size	2.58	3.17	3.18
2019 Families	1,440	14,035	40,074
2019 Average Family Size	2.59	3.21	3.23
2024 Families	1,520	14,661	41,911
2024 Average Family Size	2.60	3.22	3.24
2019-2024 Annual Rate	1.09%	0.88%	0.90%
Housing Unit Summary			
2000 Housing Units	4,551	30,290	70,763
Owner Occupied Housing Units	49.9%	50.0%	55.7%
Renter Occupied Housing Units	14.9%	28.7%	28.6%
Vacant Housing Units	35.2%	21.3%	15.8%
2010 Housing Units	4,378	33,044	79,483
Owner Occupied Housing Units	39.9%	42.5%	47.9%
Renter Occupied Housing Units	24.8%	31.0%	31.6%
Vacant Housing Units	35.3%	26.5%	20.5%
2019 Housing Units	4,703	34,611	84,075
Owner Occupied Housing Units	37.1%	40.2%	45.3%
Renter Occupied Housing Units	29.6%	35.5%	36.1%
Vacant Housing Units	33.3%	24.3%	18.6%
2024 Housing Units	4,924	36,092	87,919
Owner Occupied Housing Units	37.9%	41.4%	46.4%
Renter Occupied Housing Units	29.7%	34.8%	35.5%
Vacant Housing Units	32.4%	23.8%	18.1%
Median Household Income			
2019	\$56,884	\$47,993	\$51,774
2024	\$65,077	\$55,300	\$58,596
Median Home Value			
2019	\$340,714	\$230,111	\$236,615
2024	\$362,607	\$261,784	\$260,961
Per Capita Income			
2019	\$50,991	\$29,514	\$27,979
2024	\$58,605	\$34,559	\$32,576
Median Age			
2010	52.5	40.2	37.5
2019	56.7	42.0	39.0
2024	58.5	42.7	39.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	3,137	26,199	68,446
<\$15,000	11.7%	13.0%	11.5%
\$15,000 - \$24,999	9.1%	12.9%	11.5%
\$25,000 - \$34,999	7.2%	10.9%	10.2%
\$35,000 - \$49,999	14.4%	14.7%	14.7%
\$50,000 - \$74,999	20.3%	18.6%	19.7%
\$75,000 - \$99,999	9.4%	10.8%	12.6%
\$100,000 - \$149,999	11.3%	9.7%	11.2%
\$150,000 - \$199,999	4.8%	3.3%	3.8%
\$200,000+	11.6%	6.1%	4.7%
Average Household Income	\$96,501	\$73,277	\$72,501
2024 Households by Income			
Household Income Base	3,330	27,508	71,997
<\$15,000	9.1%	10.1%	9.1%
\$15,000 - \$24,999	7.2%	10.5%	9.3%
\$25,000 - \$34,999	6.1%	9.5%	8.8%
\$35,000 - \$49,999	13.5%	14.2%	13.9%
\$50,000 - \$74,999	20.4%	19.4%	19.9%
\$75,000 - \$99,999	10.3%	12.2%	13.9%
\$100,000 - \$149,999	13.8%	12.0%	13.7%
\$150,000 - \$199,999	6.5%	4.7%	5.5%
\$200,000+	13.2%	7.3%	5.8%
Average Household Income	\$111,125	\$85,922	\$84,563
2019 Owner Occupied Housing Units by Value			
Total	1,744	13,913	38,116
<\$50,000	0.7%	6.1%	6.9%
\$50,000 - \$99,999	1.9%	8.7%	6.3%
\$100,000 - \$149,999	8.9%	13.2%	10.7%
\$150,000 - \$199,999	10.4%	14.6%	15.6%
\$200,000 - \$249,999	11.1%	12.3%	14.3%
\$250,000 - \$299,999	10.4%	10.2%	13.5%
\$300,000 - \$399,999	16.1%	10.0%	13.4%
\$400,000 - \$499,999	7.9%	7.0%	7.4%
\$500,000 - \$749,999	8.6%	8.3%	5.9%
\$750,000 - \$999,999	6.9%	3.8%	2.5%
\$1,000,000 - \$1,499,999	6.0%	2.6%	1.7%
\$1,500,000 - \$1,999,999	4.8%	1.3%	0.7%
\$2,000,000 +	6.4%	1.9%	1.1%
Average Home Value	\$591,800	\$355,478	\$313,969
2024 Owner Occupied Housing Units by Value			
Total	1,866	14,949	40,755
<\$50,000	0.3%	4.2%	5.6%
\$50,000 - \$99,999	1.0%	6.7%	4.9%
\$100,000 - \$149,999	5.7%	10.8%	8.3%
\$150,000 - \$199,999	8.3%	12.5%	13.4%
\$200,000 - \$249,999	10.8%	12.8%	14.6%
\$250,000 - \$299,999	12.3%	12.1%	15.0%
\$300,000 - \$399,999	18.7%	11.7%	15.3%
\$400,000 - \$499,999	8.7%	8.5%	9.0%
\$500,000 - \$749,999	9.8%	10.4%	7.4%
\$750,000 - \$999,999	7.4%	4.1%	2.9%
\$1,000,000 - \$1,499,999	6.1%	2.9%	1.8%
\$1,500,000 - \$1,999,999	4.7%	1.2%	0.7%
\$2,000,000 +	6.3%	1.9%	1.1%
Average Home Value	\$611,609	\$383,913	\$338,633

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	5,300	59,917	162,400
0 - 4	3.6%	6.3%	6.9%
5 - 9	3.4%	5.4%	6.1%
10 - 14	3.4%	5.3%	5.8%
15 - 24	7.7%	12.7%	13.1%
25 - 34	9.9%	13.7%	14.7%
35 - 44	10.9%	12.7%	13.7%
45 - 54	15.3%	13.8%	14.1%
55 - 64	14.4%	11.6%	10.8%
65 - 74	12.1%	7.9%	7.0%
75 - 84	11.0%	6.4%	5.1%
85 +	8.4%	4.1%	2.8%
18 +	87.3%	79.6%	77.7%
2019 Population by Age			
Total	5,876	65,130	177,657
0 - 4	3.2%	5.7%	6.2%
5 - 9	3.4%	5.3%	5.9%
10 - 14	3.4%	5.1%	5.7%
15 - 24	7.0%	11.4%	11.7%
25 - 34	8.9%	14.1%	15.2%
35 - 44	9.9%	11.7%	12.4%
45 - 54	11.5%	11.7%	12.2%
55 - 64	16.7%	12.7%	12.6%
65 - 74	15.9%	10.7%	9.6%
75 - 84	11.1%	6.8%	5.4%
85 +	9.0%	4.6%	3.1%
18 +	88.1%	80.9%	79.0%
2024 Population by Age			
Total	6,247	68,476	187,146
0 - 4	3.2%	5.8%	6.2%
5 - 9	3.3%	5.2%	5.8%
10 - 14	3.4%	5.1%	5.7%
15 - 24	7.3%	11.2%	11.7%
25 - 34	8.4%	13.5%	14.5%
35 - 44	9.5%	12.0%	12.9%
45 - 54	10.6%	11.0%	11.2%
55 - 64	14.7%	11.9%	11.9%
65 - 74	17.9%	11.7%	10.6%
75 - 84	13.1%	8.2%	6.5%
85 +	8.5%	4.5%	3.0%
18 +	88.0%	81.0%	79.0%
2010 Population by Sex			
Males	2,623	30,512	81,261
Females	2,678	29,404	81,140
2019 Population by Sex			
Males	2,896	33,092	88,744
Females	2,982	32,037	88,914
2024 Population by Sex			
Males	3,060	34,617	93,196
Females	3,186	33,860	93,950

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	5,301	59,916	162,401
White Alone	84.6%	62.3%	63.9%
Black Alone	10.1%	24.3%	23.1%
American Indian Alone	0.2%	3.0%	1.6%
Asian Alone	1.4%	1.3%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.0%	5.8%	6.2%
Two or More Races	1.8%	3.4%	3.3%
Hispanic Origin	12.1%	26.0%	27.6%
Diversity Index	42.9	72.5	72.2
2019 Population by Race/Ethnicity			
Total	5,878	65,130	177,657
White Alone	81.4%	57.7%	59.2%
Black Alone	11.9%	27.1%	25.9%
American Indian Alone	0.2%	2.6%	1.4%
Asian Alone	1.7%	1.5%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	7.0%	7.5%
Two or More Races	2.4%	4.1%	3.9%
Hispanic Origin	16.4%	30.6%	32.7%
Diversity Index	50.9	76.5	76.6
2024 Population by Race/Ethnicity			
Total	6,246	68,478	187,145
White Alone	79.4%	55.5%	56.8%
Black Alone	12.9%	28.4%	27.4%
American Indian Alone	0.2%	2.3%	1.3%
Asian Alone	1.9%	1.6%	2.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.8%	7.7%	8.2%
Two or More Races	2.7%	4.3%	4.1%
Hispanic Origin	19.3%	33.3%	35.7%
Diversity Index	55.4	78.3	78.5
2010 Population by Relationship and Household Type			
Total	5,301	59,916	162,401
In Households	99.7%	98.5%	98.9%
In Family Households	66.4%	74.3%	77.9%
Householder	24.4%	22.0%	23.1%
Spouse	18.7%	14.4%	15.0%
Child	17.7%	26.1%	28.3%
Other relative	3.5%	7.4%	7.3%
Nonrelative	2.1%	4.4%	4.2%
In Nonfamily Households	33.3%	24.2%	20.9%
In Group Quarters	0.3%	1.5%	1.1%
Institutionalized Population	0.0%	1.0%	0.6%
Noninstitutionalized Population	0.3%	0.5%	0.5%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	4,878	47,186	125,199
Less than 9th Grade	3.4%	12.6%	10.2%
9th - 12th Grade, No Diploma	4.7%	8.7%	7.6%
High School Graduate	19.7%	24.6%	24.1%
GED/Alternative Credential	2.8%	3.8%	3.6%
Some College, No Degree	21.6%	18.7%	18.7%
Associate Degree	7.4%	7.8%	9.7%
Bachelor's Degree	20.7%	14.7%	17.6%
Graduate/Professional Degree	19.6%	9.0%	8.4%
2019 Population 15+ by Marital Status			
Total	5,292	54,633	145,996
Never Married	29.9%	37.5%	38.5%
Married	44.7%	42.0%	41.8%
Widowed	8.2%	6.4%	6.2%
Divorced	17.2%	14.0%	13.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	93.1%	93.7%
Civilian Unemployed (Unemployment Rate)	5.4%	6.9%	6.3%
2019 Employed Population 16+ by Industry			
Total	2,655	30,446	87,192
Agriculture/Mining	0.1%	1.5%	1.1%
Construction	9.7%	11.8%	11.4%
Manufacturing	2.3%	2.6%	3.3%
Wholesale Trade	3.4%	1.8%	2.4%
Retail Trade	10.0%	11.3%	13.0%
Transportation/Utilities	4.8%	3.1%	3.7%
Information	0.6%	1.5%	1.7%
Finance/Insurance/Real Estate	8.7%	6.3%	6.3%
Services	58.8%	58.4%	54.8%
Public Administration	1.7%	1.6%	2.4%
2019 Employed Population 16+ by Occupation			
Total	2,654	30,445	87,192
White Collar	59.2%	45.3%	49.6%
Management/Business/Financial	16.1%	9.4%	10.8%
Professional	18.1%	13.7%	14.4%
Sales	12.1%	9.7%	11.4%
Administrative Support	12.9%	12.5%	13.0%
Services	22.3%	30.8%	28.7%
Blue Collar	18.5%	23.9%	21.6%
Farming/Forestry/Fishing	0.2%	1.8%	1.1%
Construction/Extraction	6.8%	9.1%	8.5%
Installation/Maintenance/Repair	5.4%	4.2%	3.5%
Production	1.9%	2.8%	3.2%
Transportation/Material Moving	4.2%	6.0%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	5,301	59,916	162,401
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,834	24,303	63,204
Households with 1 Person	44.8%	36.1%	30.9%
Households with 2+ People	55.2%	63.9%	69.1%
Family Households	46.7%	54.3%	59.5%
Husband-wife Families	35.7%	35.5%	38.5%
With Related Children	8.3%	13.7%	16.7%
Other Family (No Spouse Present)	11.0%	18.9%	21.0%
Other Family with Male Householder	4.0%	6.8%	6.8%
With Related Children	2.2%	3.8%	3.8%
Other Family with Female Householder	7.0%	12.0%	14.2%
With Related Children	4.0%	7.7%	9.3%
Nonfamily Households	8.5%	9.6%	9.6%
All Households with Children	14.6%	25.8%	30.5%
Multigenerational Households	2.0%	4.4%	4.8%
Unmarried Partner Households	6.4%	8.5%	9.3%
Male-female	5.5%	7.4%	8.1%
Same-sex	0.9%	1.1%	1.2%
2010 Households by Size			
Total	2,833	24,303	63,204
1 Person Household	44.9%	36.1%	30.9%
2 Person Household	37.1%	31.3%	31.6%
3 Person Household	8.6%	12.1%	14.3%
4 Person Household	5.0%	8.8%	11.1%
5 Person Household	2.6%	5.4%	6.1%
6 Person Household	1.0%	3.0%	2.9%
7 + Person Household	0.9%	3.4%	3.1%
2010 Households by Tenure and Mortgage Status			
Total	2,834	24,302	63,205
Owner Occupied	61.7%	57.8%	60.3%
Owned with a Mortgage/Loan	32.9%	35.9%	40.0%
Owned Free and Clear	28.8%	22.0%	20.3%
Renter Occupied	38.3%	42.2%	39.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,378	33,044	79,483
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%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	NeWest Residents (13C)	American Dreamers (7C)
2.	The Elders (9C)	Old and Newcomers (8F)	Home Improvement (4B)
3.	Silver & Gold (9A)	The Elders (9C)	NeWest Residents (13C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,335,700	\$49,159,480	\$126,746,001
Average Spent	\$2,338.44	\$1,876.39	\$1,851.77
Spending Potential Index	109	88	86
Education: Total \$	\$4,722,414	\$31,794,050	\$83,528,789
Average Spent	\$1,505.39	\$1,213.56	\$1,220.36
Spending Potential Index	94	76	77
Entertainment/Recreation: Total \$	\$11,424,336	\$71,752,753	\$184,551,797
Average Spent	\$3,641.80	\$2,738.76	\$2,696.31
Spending Potential Index	111	84	82
Food at Home: Total \$	\$18,402,587	\$120,191,377	\$306,492,090
Average Spent	\$5,866.30	\$4,587.63	\$4,477.87
Spending Potential Index	113	89	87
Food Away from Home: Total \$	\$12,782,773	\$84,459,681	\$217,534,251
Average Spent	\$4,074.84	\$3,223.77	\$3,178.19
Spending Potential Index	111	88	86
Health Care: Total \$	\$22,200,900	\$133,458,282	\$338,738,070
Average Spent	\$7,077.11	\$5,094.02	\$4,948.98
Spending Potential Index	119	86	83
HH Furnishings & Equipment: Total \$	\$7,546,337	\$48,046,587	\$124,086,227
Average Spent	\$2,405.59	\$1,833.91	\$1,812.91
Spending Potential Index	113	86	85
Personal Care Products & Services: Total \$	\$3,263,385	\$20,325,252	\$52,513,723
Average Spent	\$1,040.29	\$775.80	\$767.23
Spending Potential Index	117	88	87
Shelter: Total \$	\$65,110,055	\$419,884,946	\$1,081,705,970
Average Spent	\$20,755.52	\$16,026.75	\$15,803.79
Spending Potential Index	112	87	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,510,139	\$55,500,390	\$141,017,095
Average Spent	\$3,031.60	\$2,118.42	\$2,060.27
Spending Potential Index	122	85	83
Travel: Total \$	\$7,934,975	\$47,620,217	\$124,272,686
Average Spent	\$2,529.48	\$1,817.63	\$1,815.63
Spending Potential Index	113	81	81
Vehicle Maintenance & Repairs: Total \$	\$4,218,659	\$26,746,492	\$67,840,320
Average Spent	\$1,344.81	\$1,020.90	\$991.15
Spending Potential Index	118	89	87

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.