



Community Profile

Casselberry Exchange
 5811 US-17-92, Casselberry, Florida, 32707
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 28.66099
 Longitude: -81.34054

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	8,609	82,723	222,125
2010 Total Population	8,491	82,675	224,494
2019 Total Population	10,400	91,288	248,863
2019 Group Quarters	120	821	3,180
2024 Total Population	11,283	97,646	266,716
2019-2024 Annual Rate	1.64%	1.36%	1.40%
2019 Total Daytime Population	12,569	101,147	283,391
Workers	6,973	55,127	161,395
Residents	5,596	46,020	121,996
Household Summary			
2000 Households	3,674	34,620	90,015
2000 Average Household Size	2.30	2.36	2.43
2010 Households	3,619	35,419	93,954
2010 Average Household Size	2.31	2.31	2.36
2019 Households	4,317	38,530	103,044
2019 Average Household Size	2.38	2.35	2.38
2024 Households	4,655	41,059	110,234
2024 Average Household Size	2.40	2.36	2.39
2019-2024 Annual Rate	1.52%	1.28%	1.36%
2010 Families	2,111	20,948	56,907
2010 Average Family Size	2.94	2.92	2.96
2019 Families	2,505	22,531	61,511
2019 Average Family Size	3.02	2.98	3.01
2024 Families	2,695	23,970	65,541
2024 Average Family Size	3.04	2.99	3.02
2019-2024 Annual Rate	1.47%	1.25%	1.28%
Housing Unit Summary			
2000 Housing Units	3,844	36,625	94,796
Owner Occupied Housing Units	57.1%	60.6%	59.9%
Renter Occupied Housing Units	38.5%	33.9%	35.1%
Vacant Housing Units	4.4%	5.5%	5.0%
2010 Housing Units	4,077	39,442	104,652
Owner Occupied Housing Units	46.5%	55.3%	55.3%
Renter Occupied Housing Units	42.3%	34.5%	34.5%
Vacant Housing Units	11.2%	10.2%	10.2%
2019 Housing Units	4,727	42,021	112,790
Owner Occupied Housing Units	37.2%	50.5%	50.6%
Renter Occupied Housing Units	54.1%	41.2%	40.8%
Vacant Housing Units	8.7%	8.3%	8.6%
2024 Housing Units	5,059	44,498	120,044
Owner Occupied Housing Units	38.0%	51.0%	51.2%
Renter Occupied Housing Units	54.0%	41.3%	40.6%
Vacant Housing Units	8.0%	7.7%	8.2%
Median Household Income			
2019	\$45,050	\$55,944	\$59,037
2024	\$51,486	\$63,343	\$66,909
Median Home Value			
2019	\$178,146	\$210,730	\$232,734
2024	\$200,060	\$241,444	\$261,047
Per Capita Income			
2019	\$24,265	\$32,747	\$35,163
2024	\$28,077	\$37,453	\$39,754
Median Age			
2010	38.2	40.3	39.3
2019	38.7	41.7	40.6
2024	39.0	42.3	41.3

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



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2019 Households by Income			
Household Income Base	4,317	38,530	103,044
<\$15,000	14.1%	11.6%	10.6%
\$15,000 - \$24,999	12.6%	8.8%	8.4%
\$25,000 - \$34,999	9.7%	9.3%	9.0%
\$35,000 - \$49,999	18.4%	13.9%	13.1%
\$50,000 - \$74,999	17.6%	19.8%	19.3%
\$75,000 - \$99,999	12.3%	12.0%	12.3%
\$100,000 - \$149,999	9.6%	14.0%	14.8%
\$150,000 - \$199,999	4.5%	5.8%	5.7%
\$200,000+	1.3%	4.8%	6.9%
Average Household Income	\$59,735	\$77,547	\$84,877
2024 Households by Income			
Household Income Base	4,655	41,059	110,234
<\$15,000	11.3%	9.2%	8.5%
\$15,000 - \$24,999	10.7%	7.2%	7.0%
\$25,000 - \$34,999	8.5%	8.1%	7.8%
\$35,000 - \$49,999	17.9%	13.0%	12.2%
\$50,000 - \$74,999	17.9%	19.9%	19.3%
\$75,000 - \$99,999	13.6%	13.0%	13.1%
\$100,000 - \$149,999	11.9%	16.4%	17.0%
\$150,000 - \$199,999	6.6%	7.8%	7.5%
\$200,000+	1.5%	5.5%	7.6%
Average Household Income	\$69,499	\$89,022	\$96,140
2019 Owner Occupied Housing Units by Value			
Total	1,758	21,229	57,049
<\$50,000	5.7%	5.4%	3.6%
\$50,000 - \$99,999	10.0%	8.5%	6.7%
\$100,000 - \$149,999	19.8%	13.6%	11.7%
\$150,000 - \$199,999	25.8%	19.1%	17.6%
\$200,000 - \$249,999	18.8%	15.9%	15.9%
\$250,000 - \$299,999	8.9%	12.8%	13.7%
\$300,000 - \$399,999	9.9%	12.3%	14.8%
\$400,000 - \$499,999	0.8%	5.2%	6.6%
\$500,000 - \$749,999	0.2%	5.1%	5.2%
\$750,000 - \$999,999	0.0%	0.9%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.7%	1.2%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.4%
\$2,000,000 +	0.1%	0.4%	0.9%
Average Home Value	\$188,126	\$255,636	\$295,139
2024 Owner Occupied Housing Units by Value			
Total	1,923	22,699	61,511
<\$50,000	3.2%	2.9%	2.1%
\$50,000 - \$99,999	6.0%	6.3%	4.4%
\$100,000 - \$149,999	14.5%	9.5%	7.7%
\$150,000 - \$199,999	26.3%	17.6%	15.4%
\$200,000 - \$249,999	21.6%	16.5%	16.8%
\$250,000 - \$299,999	12.2%	15.2%	16.1%
\$300,000 - \$399,999	14.6%	15.6%	18.1%
\$400,000 - \$499,999	1.1%	6.5%	8.0%
\$500,000 - \$749,999	0.2%	7.4%	6.7%
\$750,000 - \$999,999	0.0%	0.9%	1.9%
\$1,000,000 - \$1,499,999	0.0%	0.8%	1.3%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.5%
\$2,000,000 +	0.1%	0.5%	1.0%
Average Home Value	\$214,145	\$290,900	\$326,834

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	8,492	82,677	224,495
0 - 4	6.0%	5.2%	5.2%
5 - 9	5.7%	5.4%	5.4%
10 - 14	5.5%	5.6%	5.9%
15 - 24	14.0%	13.1%	14.1%
25 - 34	14.5%	14.1%	14.0%
35 - 44	13.5%	13.2%	13.2%
45 - 54	14.6%	15.2%	15.4%
55 - 64	11.5%	12.5%	12.5%
65 - 74	7.7%	7.9%	7.3%
75 - 84	5.0%	5.3%	4.7%
85 +	1.8%	2.6%	2.3%
18 +	79.3%	80.0%	79.4%
2019 Population by Age			
Total	10,401	91,287	248,860
0 - 4	5.7%	4.9%	4.8%
5 - 9	5.5%	4.9%	4.9%
10 - 14	5.5%	5.2%	5.3%
15 - 24	12.0%	11.1%	12.2%
25 - 34	16.0%	15.1%	15.3%
35 - 44	13.0%	12.6%	12.6%
45 - 54	12.8%	12.9%	12.9%
55 - 64	12.7%	13.7%	13.7%
65 - 74	9.3%	10.6%	10.3%
75 - 84	5.2%	5.9%	5.3%
85 +	2.2%	3.1%	2.7%
18 +	80.0%	81.9%	81.8%
2024 Population by Age			
Total	11,282	97,644	266,715
0 - 4	5.9%	4.9%	4.9%
5 - 9	5.5%	4.9%	4.9%
10 - 14	5.5%	5.2%	5.2%
15 - 24	12.0%	10.9%	11.5%
25 - 34	15.0%	14.2%	14.7%
35 - 44	14.3%	13.4%	13.6%
45 - 54	11.7%	11.9%	11.9%
55 - 64	12.3%	13.1%	12.9%
65 - 74	9.7%	11.3%	11.1%
75 - 84	5.8%	7.0%	6.6%
85 +	2.2%	3.2%	2.7%
18 +	80.0%	81.9%	81.9%
2010 Population by Sex			
Males	4,126	39,888	108,313
Females	4,365	42,787	116,181
2019 Population by Sex			
Males	5,071	44,332	120,535
Females	5,329	46,956	128,328
2024 Population by Sex			
Males	5,513	47,430	129,113
Females	5,770	50,216	137,603

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	8,490	82,675	224,494
White Alone	71.1%	81.0%	79.5%
Black Alone	17.9%	9.2%	10.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	2.3%	2.6%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	3.8%	3.9%
Two or More Races	3.1%	2.9%	3.0%
Hispanic Origin	21.0%	17.8%	17.8%
Diversity Index	64.1	52.9	54.5
2019 Population by Race/Ethnicity			
Total	10,400	91,287	248,863
White Alone	66.8%	76.8%	74.9%
Black Alone	19.6%	10.7%	12.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	2.9%	3.2%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	5.1%	5.2%
Two or More Races	3.9%	3.7%	3.7%
Hispanic Origin	27.2%	23.8%	23.8%
Diversity Index	70.7	61.6	63.2
2024 Population by Race/Ethnicity			
Total	11,282	97,647	266,717
White Alone	64.6%	74.9%	73.1%
Black Alone	20.4%	11.3%	12.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	3.2%	3.5%	4.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	6.9%	5.7%	5.7%
Two or More Races	4.4%	4.1%	4.1%
Hispanic Origin	31.1%	27.2%	26.8%
Diversity Index	73.7	65.3	66.4
2010 Population by Relationship and Household Type			
Total	8,491	82,675	224,494
In Households	98.6%	99.0%	98.6%
In Family Households	76.1%	76.7%	77.4%
Householder	24.5%	25.3%	25.4%
Spouse	14.9%	17.5%	17.7%
Child	28.5%	27.4%	28.1%
Other relative	5.2%	3.9%	3.9%
Nonrelative	3.2%	2.6%	2.4%
In Nonfamily Households	22.5%	22.3%	21.2%
In Group Quarters	1.4%	1.0%	1.4%
Institutionalized Population	0.5%	0.8%	0.7%
Noninstitutionalized Population	0.9%	0.2%	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.

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2019 Population 25+ by Educational Attainment			
Total	7,411	67,461	181,076
Less than 9th Grade	2.1%	1.7%	1.8%
9th - 12th Grade, No Diploma	3.3%	3.3%	3.5%
High School Graduate	26.4%	20.1%	18.3%
GED/Alternative Credential	3.8%	3.5%	3.2%
Some College, No Degree	20.6%	19.8%	19.7%
Associate Degree	17.1%	15.9%	14.4%
Bachelor's Degree	20.3%	24.9%	26.1%
Graduate/Professional Degree	6.4%	10.7%	12.9%
2019 Population 15+ by Marital Status			
Total	8,654	77,559	211,464
Never Married	34.8%	31.9%	33.8%
Married	43.2%	47.5%	46.7%
Widowed	7.3%	7.2%	6.1%
Divorced	14.6%	13.4%	13.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	92.5%	95.5%	95.7%
Civilian Unemployed (Unemployment Rate)	7.5%	4.5%	4.3%
2019 Employed Population 16+ by Industry			
Total	4,879	45,984	128,834
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	7.0%	6.8%	6.7%
Manufacturing	4.2%	4.0%	4.5%
Wholesale Trade	1.8%	2.6%	2.6%
Retail Trade	14.6%	11.7%	11.3%
Transportation/Utilities	4.8%	4.5%	4.5%
Information	4.4%	3.0%	2.7%
Finance/Insurance/Real Estate	9.2%	9.1%	9.2%
Services	50.6%	54.7%	54.8%
Public Administration	3.1%	3.4%	3.3%
2019 Employed Population 16+ by Occupation			
Total	4,878	45,983	128,832
White Collar	62.1%	68.2%	69.7%
Management/Business/Financial	12.3%	16.1%	17.2%
Professional	19.2%	24.1%	25.2%
Sales	13.0%	13.1%	13.1%
Administrative Support	17.6%	14.9%	14.3%
Services	20.5%	17.4%	16.3%
Blue Collar	17.4%	14.4%	14.0%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.9%	3.7%	3.7%
Installation/Maintenance/Repair	6.0%	3.1%	3.0%
Production	2.5%	3.0%	2.8%
Transportation/Material Moving	4.8%	4.5%	4.4%
2010 Population By Urban/ Rural Status			
Total Population	8,491	82,675	224,494
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	3,620	35,420	93,954
Households with 1 Person	32.0%	31.6%	30.4%
Households with 2+ People	68.0%	68.4%	69.6%
Family Households	58.3%	59.1%	60.6%
Husband-wife Families	35.5%	40.8%	42.4%
With Related Children	14.6%	16.3%	17.5%
Other Family (No Spouse Present)	22.8%	18.4%	18.2%
Other Family with Male Householder	6.0%	5.0%	4.9%
With Related Children	3.2%	2.6%	2.6%
Other Family with Female Householder	16.8%	13.4%	13.3%
With Related Children	10.2%	7.8%	8.0%
Nonfamily Households	9.6%	9.2%	9.1%
All Households with Children	28.5%	27.1%	28.6%
Multigenerational Households	4.7%	3.6%	3.6%
Unmarried Partner Households	8.9%	7.8%	7.6%
Male-female	8.0%	6.9%	6.6%
Same-sex	0.9%	0.9%	1.0%
2010 Households by Size			
Total	3,620	35,420	93,954
1 Person Household	32.0%	31.6%	30.4%
2 Person Household	32.9%	34.4%	34.1%
3 Person Household	16.9%	15.9%	16.4%
4 Person Household	9.9%	10.9%	11.7%
5 Person Household	5.2%	4.7%	4.9%
6 Person Household	1.9%	1.5%	1.6%
7 + Person Household	1.1%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	3,619	35,419	93,954
Owner Occupied	52.4%	61.6%	61.6%
Owned with a Mortgage/Loan	37.4%	45.0%	46.2%
Owned Free and Clear	14.9%	16.6%	15.4%
Renter Occupied	47.6%	38.4%	38.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,077	39,442	104,652
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.

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Top 3 Tapestry Segments			
1.	Front Porches (8E)	Home Improvement (4B)	Home Improvement (4B)
2.	Bright Young Professionals (8C)	Old and Newcomers (8F)	Young and Restless (11B)
3.	Parks and Rec (5C)	Young and Restless (11B)	Old and Newcomers (8F)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,418,643	\$74,602,033	\$218,080,386
Average Spent	\$1,486.83	\$1,936.21	\$2,116.38
Spending Potential Index	69	90	99
Education: Total \$	\$4,621,660	\$52,838,446	\$156,256,836
Average Spent	\$1,070.57	\$1,371.36	\$1,516.41
Spending Potential Index	67	86	95
Entertainment/Recreation: Total \$	\$9,608,217	\$111,139,137	\$324,424,876
Average Spent	\$2,225.67	\$2,884.48	\$3,148.41
Spending Potential Index	68	88	96
Food at Home: Total \$	\$15,636,061	\$180,490,870	\$524,921,960
Average Spent	\$3,621.97	\$4,684.42	\$5,094.15
Spending Potential Index	70	91	98
Food Away from Home: Total \$	\$10,980,408	\$128,089,908	\$374,482,681
Average Spent	\$2,543.53	\$3,324.42	\$3,634.20
Spending Potential Index	69	90	99
Health Care: Total \$	\$17,467,296	\$203,165,952	\$589,967,990
Average Spent	\$4,046.17	\$5,272.93	\$5,725.40
Spending Potential Index	68	89	96
HH Furnishings & Equipment: Total \$	\$6,330,288	\$73,946,971	\$216,202,585
Average Spent	\$1,466.36	\$1,919.21	\$2,098.16
Spending Potential Index	69	90	98
Personal Care Products & Services: Total \$	\$2,640,407	\$31,136,139	\$91,033,464
Average Spent	\$611.63	\$808.10	\$883.44
Spending Potential Index	69	91	100
Shelter: Total \$	\$56,307,308	\$647,016,714	\$1,892,148,245
Average Spent	\$13,043.16	\$16,792.54	\$18,362.53
Spending Potential Index	70	91	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,232,540	\$85,366,216	\$249,494,045
Average Spent	\$1,675.36	\$2,215.58	\$2,421.24
Spending Potential Index	68	89	98
Travel: Total \$	\$6,512,255	\$75,562,923	\$222,013,439
Average Spent	\$1,508.51	\$1,961.15	\$2,154.55
Spending Potential Index	67	87	96
Vehicle Maintenance & Repairs: Total \$	\$3,507,963	\$41,028,157	\$119,743,900
Average Spent	\$812.59	\$1,064.84	\$1,162.07
Spending Potential Index	71	93	102

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.