



# Market Profile

1315 State Road 44, Leesburg, Florida, 34748  
 Drive Time: 10, 20, 30 minute radii

Prepared by Esri  
 Latitude: 28.81432  
 Longitude: -81.93189

	10 minutes	20 minutes	30 minutes
<b>Population Summary</b>			
2000 Total Population	23,383	69,646	177,432
2010 Total Population	25,165	103,668	260,381
2021 Total Population	35,300	157,354	336,588
2021 Group Quarters	409	6,106	8,854
2026 Total Population	40,398	183,666	381,310
2021-2026 Annual Rate	2.73%	3.14%	2.53%
2021 Total Daytime Population	40,327	157,684	331,966
Workers	15,885	45,353	97,026
Residents	24,442	112,331	234,940
<b>Household Summary</b>			
2000 Households	10,169	29,419	76,905
2000 Average Household Size	2.25	2.19	2.21
2010 Households	10,979	46,130	116,711
2010 Average Household Size	2.26	2.09	2.14
2021 Households	15,859	71,202	152,213
2021 Average Household Size	2.20	2.12	2.15
2026 Households	18,253	83,433	172,675
2026 Average Household Size	2.19	2.13	2.16
2021-2026 Annual Rate	2.85%	3.22%	2.55%
2010 Families	6,724	30,818	78,994
2010 Average Family Size	2.81	2.48	2.54
2021 Families	9,682	47,379	101,744
2021 Average Family Size	2.73	2.53	2.57
2026 Families	11,158	55,192	114,797
2026 Average Family Size	2.71	2.55	2.58
2021-2026 Annual Rate	2.88%	3.10%	2.44%
<b>Housing Unit Summary</b>			
2000 Housing Units	11,921	34,501	91,161
Owner Occupied Housing Units	59.3%	69.1%	70.7%
Renter Occupied Housing Units	26.0%	16.2%	13.7%
Vacant Housing Units	14.7%	14.7%	15.6%
2010 Housing Units	13,652	58,011	143,595
Owner Occupied Housing Units	51.1%	64.2%	67.2%
Renter Occupied Housing Units	29.4%	15.4%	14.0%
Vacant Housing Units	19.6%	20.5%	18.7%
2021 Housing Units	19,774	90,373	189,527
Owner Occupied Housing Units	56.6%	67.1%	67.6%
Renter Occupied Housing Units	23.6%	11.7%	12.8%
Vacant Housing Units	19.8%	21.2%	19.7%
2026 Housing Units	22,704	106,098	215,334
Owner Occupied Housing Units	59.0%	68.0%	68.3%
Renter Occupied Housing Units	21.4%	10.7%	11.9%
Vacant Housing Units	19.6%	21.4%	19.8%
<b>Median Household Income</b>			
2021	\$46,563	\$56,363	\$54,173
2026	\$52,880	\$62,595	\$59,348
<b>Median Home Value</b>			
2021	\$200,345	\$263,539	\$243,883
2026	\$250,931	\$289,481	\$274,779
<b>Per Capita Income</b>			
2021	\$27,269	\$35,062	\$32,850
2026	\$31,623	\$40,033	\$37,333
<b>Median Age</b>			
2010	45.3	59.0	58.6
2021	44.5	58.5	60.1
2026	44.9	59.1	60.9

**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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<b>2021 Households by Income</b>			
Household Income Base	15,859	71,192	152,203
<\$15,000	12.5%	8.4%	8.7%
\$15,000 - \$24,999	11.4%	8.4%	9.2%
\$25,000 - \$34,999	14.6%	12.1%	12.3%
\$35,000 - \$49,999	14.1%	13.8%	14.6%
\$50,000 - \$74,999	21.5%	21.2%	21.8%
\$75,000 - \$99,999	10.9%	14.1%	13.7%
\$100,000 - \$149,999	7.7%	11.4%	11.0%
\$150,000 - \$199,999	4.1%	6.1%	5.1%
\$200,000+	3.2%	4.5%	3.6%
Average Household Income	\$63,662	\$77,171	\$72,256
<b>2026 Households by Income</b>			
Household Income Base	18,253	83,423	172,665
<\$15,000	10.3%	6.9%	7.3%
\$15,000 - \$24,999	9.5%	6.8%	7.6%
\$25,000 - \$34,999	13.0%	10.2%	10.8%
\$35,000 - \$49,999	13.2%	12.7%	13.7%
\$50,000 - \$74,999	22.9%	22.0%	22.2%
\$75,000 - \$99,999	12.3%	15.1%	14.8%
\$100,000 - \$149,999	9.5%	13.1%	12.8%
\$150,000 - \$199,999	5.3%	7.8%	6.6%
\$200,000+	3.9%	5.3%	4.2%
Average Household Income	\$73,522	\$87,894	\$82,099
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	11,195	60,594	128,032
<\$50,000	12.1%	7.2%	7.3%
\$50,000 - \$99,999	12.4%	5.3%	5.9%
\$100,000 - \$149,999	11.1%	5.9%	7.5%
\$150,000 - \$199,999	14.4%	10.9%	13.6%
\$200,000 - \$249,999	13.6%	16.1%	17.9%
\$250,000 - \$299,999	11.9%	17.2%	16.3%
\$300,000 - \$399,999	10.5%	18.2%	16.4%
\$400,000 - \$499,999	6.3%	8.8%	7.1%
\$500,000 - \$749,999	6.8%	8.9%	6.4%
\$750,000 - \$999,999	0.6%	1.0%	1.0%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$234,234	\$292,604	\$274,524
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	13,397	72,104	146,975
<\$50,000	6.4%	3.5%	3.7%
\$50,000 - \$99,999	6.5%	2.6%	2.9%
\$100,000 - \$149,999	7.6%	4.1%	4.7%
\$150,000 - \$199,999	13.8%	8.7%	11.1%
\$200,000 - \$249,999	15.4%	15.6%	18.1%
\$250,000 - \$299,999	16.4%	19.7%	19.2%
\$300,000 - \$399,999	13.8%	21.5%	20.3%
\$400,000 - \$499,999	8.6%	11.4%	9.4%
\$500,000 - \$749,999	10.1%	11.3%	8.5%
\$750,000 - \$999,999	0.9%	1.0%	1.3%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.3%
Average Home Value	\$286,804	\$329,176	\$314,032

**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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<b>2010 Population by Age</b>			
Total	25,165	103,667	260,382
0 - 4	6.7%	3.8%	3.8%
5 - 9	5.8%	3.5%	3.8%
10 - 14	5.3%	3.4%	3.8%
15 - 24	11.2%	6.9%	7.3%
25 - 34	10.8%	8.3%	7.8%
35 - 44	9.9%	8.8%	8.6%
45 - 54	11.2%	10.0%	10.3%
55 - 64	12.4%	17.8%	16.3%
65 - 74	12.9%	22.7%	22.6%
75 - 84	9.3%	11.4%	12.4%
85 +	4.5%	3.5%	3.4%
18 +	78.7%	87.3%	86.1%
<b>2021 Population by Age</b>			
Total	35,300	157,354	336,589
0 - 4	6.2%	4.1%	3.7%
5 - 9	6.1%	4.0%	3.8%
10 - 14	5.7%	4.0%	3.9%
15 - 24	10.1%	7.3%	7.2%
25 - 34	11.9%	9.3%	8.6%
35 - 44	10.5%	8.8%	8.2%
45 - 54	9.8%	8.4%	8.5%
55 - 64	12.0%	15.6%	14.7%
65 - 74	13.3%	23.3%	23.6%
75 - 84	9.6%	11.3%	13.6%
85 +	4.8%	3.9%	4.2%
18 +	79.1%	85.8%	86.4%
<b>2026 Population by Age</b>			
Total	40,397	183,667	381,310
0 - 4	6.0%	4.1%	3.8%
5 - 9	6.0%	4.1%	3.8%
10 - 14	5.9%	4.1%	3.9%
15 - 24	10.2%	7.3%	7.0%
25 - 34	11.0%	8.9%	8.2%
35 - 44	10.9%	9.0%	8.5%
45 - 54	9.7%	8.1%	8.1%
55 - 64	11.6%	14.3%	13.5%
65 - 74	13.1%	23.5%	22.9%
75 - 84	10.7%	12.6%	15.8%
85 +	4.8%	4.0%	4.5%
18 +	78.9%	85.5%	86.3%
<b>2010 Population by Sex</b>			
Males	11,659	51,747	127,608
Females	13,506	51,921	132,773
<b>2021 Population by Sex</b>			
Males	16,665	78,012	165,096
Females	18,635	79,342	171,492
<b>2026 Population by Sex</b>			
Males	19,217	91,453	187,423
Females	21,181	92,213	193,888

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<b>2010 Population by Race/Ethnicity</b>			
Total	25,164	103,668	260,382
White Alone	71.5%	81.9%	85.5%
Black Alone	22.0%	13.5%	9.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	1.1%	1.1%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.7%	1.7%	2.4%
Two or More Races	2.2%	1.5%	1.5%
Hispanic Origin	7.5%	6.3%	8.0%
Diversity Index	51.7	39.3	37.0
<b>2021 Population by Race/Ethnicity</b>			
Total	35,300	157,356	336,589
White Alone	70.2%	80.4%	82.6%
Black Alone	21.5%	13.2%	10.1%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.2%	1.5%	1.5%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	3.6%	2.4%	3.3%
Two or More Races	2.8%	2.1%	2.1%
Hispanic Origin	10.5%	8.9%	11.3%
Diversity Index	56.2	44.4	44.6
<b>2026 Population by Race/Ethnicity</b>			
Total	40,398	183,665	381,309
White Alone	69.4%	79.5%	81.4%
Black Alone	21.8%	13.6%	10.6%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.3%	1.6%	1.6%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	3.8%	2.5%	3.6%
Two or More Races	3.0%	2.2%	2.3%
Hispanic Origin	11.7%	9.9%	12.7%
Diversity Index	58.0	46.6	47.6
<b>2010 Population by Relationship and Household Type</b>			
Total	25,165	103,668	260,381
In Households	98.4%	93.0%	96.1%
In Family Households	78.1%	75.4%	78.9%
Householder	26.4%	29.6%	30.4%
Spouse	18.0%	24.6%	25.4%
Child	26.9%	16.8%	18.3%
Other relative	3.8%	2.7%	2.9%
Nonrelative	3.1%	1.8%	1.8%
In Nonfamily Households	20.3%	17.5%	17.3%
In Group Quarters	1.6%	7.0%	3.9%
Institutionalized Population	1.0%	6.8%	3.7%
Noninstitutionalized Population	0.6%	0.2%	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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	25,415	126,899	274,058
Less than 9th Grade	3.3%	1.9%	2.5%
9th - 12th Grade, No Diploma	8.7%	6.4%	7.0%
High School Graduate	31.2%	26.3%	27.8%
GED/Alternative Credential	6.3%	5.3%	5.2%
Some College, No Degree	20.5%	20.9%	21.5%
Associate Degree	8.8%	9.1%	9.3%
Bachelor's Degree	13.3%	17.5%	15.9%
Graduate/Professional Degree	7.8%	12.5%	10.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	28,974	138,410	298,147
Never Married	27.2%	17.3%	18.2%
Married	47.8%	58.9%	58.2%
Widowed	11.1%	11.3%	10.8%
Divorced	13.8%	12.6%	12.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	11,683	42,322	99,939
Population 16+ Employed	93.7%	95.0%	95.7%
Population 16+ Unemployment rate	6.3%	5.0%	4.3%
Population 16-24 Employed	12.6%	11.4%	10.5%
Population 16-24 Unemployment rate	13.0%	10.5%	10.6%
Population 25-54 Employed	63.8%	53.6%	54.9%
Population 25-54 Unemployment rate	5.8%	4.7%	3.7%
Population 55-64 Employed	14.9%	22.7%	22.2%
Population 55-64 Unemployment rate	2.2%	2.4%	2.1%
Population 65+ Employed	8.6%	12.3%	12.4%
Population 65+ Unemployment rate	5.9%	5.5%	5.4%
<b>2021 Employed Population 16+ by Industry</b>			
Total	10,951	40,212	95,597
Agriculture/Mining	0.3%	1.0%	1.1%
Construction	10.6%	9.9%	10.3%
Manufacturing	6.0%	4.9%	4.9%
Wholesale Trade	2.6%	2.3%	1.9%
Retail Trade	14.0%	14.3%	15.6%
Transportation/Utilities	4.8%	4.8%	4.7%
Information	1.8%	1.7%	1.6%
Finance/Insurance/Real Estate	5.3%	6.3%	6.3%
Services	48.5%	50.0%	48.2%
Public Administration	5.9%	4.9%	5.3%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	10,949	40,212	95,596
White Collar	51.8%	56.1%	56.5%
Management/Business/Financial	11.7%	14.6%	14.1%
Professional	14.8%	16.6%	17.0%
Sales	10.8%	11.2%	12.1%
Administrative Support	14.5%	13.6%	13.1%
Services	22.9%	22.2%	21.3%
Blue Collar	25.3%	21.7%	22.2%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	6.9%	6.3%	6.4%
Installation/Maintenance/Repair	2.6%	3.4%	3.6%
Production	5.8%	3.4%	3.5%
Transportation/Material Moving	9.9%	8.4%	8.4%

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<b>2010 Households by Type</b>			
Total	10,979	46,131	116,711
Households with 1 Person	32.5%	27.9%	27.1%
Households with 2+ People	67.5%	72.1%	72.9%
Family Households	61.2%	66.8%	67.7%
Husband-wife Families	41.8%	55.4%	56.5%
With Related Children	12.0%	8.1%	9.5%
Other Family (No Spouse Present)	19.5%	11.4%	11.1%
Other Family with Male Householder	4.6%	2.8%	3.0%
With Related Children	3.0%	1.6%	1.7%
Other Family with Female Householder	14.9%	8.6%	8.2%
With Related Children	10.1%	5.3%	4.9%
Nonfamily Households	6.3%	5.3%	5.2%
All Households with Children	25.5%	15.2%	16.4%
Multigenerational Households	3.8%	2.2%	2.4%
Unmarried Partner Households	7.5%	5.7%	5.7%
Male-female	6.7%	5.0%	5.0%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	10,980	46,130	116,711
1 Person Household	32.5%	27.9%	27.1%
2 Person Household	38.0%	52.9%	52.0%
3 Person Household	12.6%	8.9%	9.4%
4 Person Household	8.7%	5.6%	6.3%
5 Person Household	4.9%	2.9%	3.2%
6 Person Household	2.0%	1.1%	1.3%
7 + Person Household	1.3%	0.7%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	10,979	46,130	116,711
Owner Occupied	63.5%	80.7%	82.7%
Owned with a Mortgage/Loan	32.6%	38.8%	41.7%
Owned Free and Clear	30.9%	41.8%	41.1%
Renter Occupied	36.5%	19.3%	17.3%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	130	117	121
Percent of Income for Mortgage	18.1%	19.6%	18.9%
Wealth Index	68	100	91
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,652	58,011	143,595
Housing Units Inside Urbanized Area	94.8%	89.2%	82.4%
Housing Units Inside Urbanized Cluster	0.0%	0.2%	3.4%
Rural Housing Units	5.2%	10.7%	14.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	25,165	103,668	260,381
Population Inside Urbanized Area	94.5%	82.4%	78.4%
Population Inside Urbanized Cluster	0.0%	0.2%	3.4%
Rural Population	5.5%	17.4%	18.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Senior Escapes (9D)	The Elders (9C)	The Elders (9C)
2.	Traditional Living (12B)	Traditional Living (12B)	Senior Escapes (9D)
3.	The Elders (9C)	Senior Escapes (9D)	Traditional Living (12B)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$23,287,823	\$122,865,825	\$243,935,294
Average Spent	\$1,468.43	\$1,725.60	\$1,602.59
Spending Potential Index	69	81	76
Education: Total \$	\$16,090,314	\$85,990,688	\$171,522,462
Average Spent	\$1,014.59	\$1,207.70	\$1,126.86
Spending Potential Index	59	70	65
Entertainment/Recreation: Total \$	\$36,735,836	\$198,433,670	\$397,630,511
Average Spent	\$2,316.40	\$2,786.91	\$2,612.33
Spending Potential Index	72	86	81
Food at Home: Total \$	\$62,988,414	\$339,100,163	\$679,794,886
Average Spent	\$3,971.78	\$4,762.51	\$4,466.08
Spending Potential Index	73	87	82
Food Away from Home: Total \$	\$41,868,643	\$224,183,708	\$447,882,483
Average Spent	\$2,640.06	\$3,148.56	\$2,942.47
Spending Potential Index	70	83	78
Health Care: Total \$	\$76,423,917	\$426,613,859	\$857,292,988
Average Spent	\$4,818.96	\$5,991.60	\$5,632.19
Spending Potential Index	77	96	90
HH Furnishings & Equipment: Total \$	\$25,293,955	\$138,328,347	\$277,291,114
Average Spent	\$1,594.93	\$1,942.76	\$1,821.73
Spending Potential Index	71	86	81
Personal Care Products & Services: Total \$	\$10,373,987	\$57,741,731	\$115,227,825
Average Spent	\$654.14	\$810.96	\$757.02
Spending Potential Index	73	90	84
Shelter: Total \$	\$216,851,546	\$1,185,173,113	\$2,363,924,064
Average Spent	\$13,673.72	\$16,645.22	\$15,530.37
Spending Potential Index	68	83	77
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,000,633	\$167,545,441	\$341,203,673
Average Spent	\$1,828.65	\$2,353.10	\$2,241.62
Spending Potential Index	76	98	94
Travel: Total \$	\$27,540,555	\$155,930,360	\$313,322,613
Average Spent	\$1,736.59	\$2,189.97	\$2,058.45
Spending Potential Index	69	87	81
Vehicle Maintenance & Repairs: Total \$	\$13,205,363	\$70,975,955	\$142,164,984
Average Spent	\$832.67	\$996.83	\$933.99
Spending Potential Index	75	90	84

**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.