



Market Profile

S US Hwy 441, Belleview, FL 34420
 12709-12799 US-441 N, Belleview, Florida, 34420
 Drive Time: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 29.03767
 Longitude: -82.02707

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	27,770	136,014	255,770
2010 Total Population	39,873	190,850	354,650
2021 Total Population	44,922	214,258	441,331
2021 Group Quarters	60	1,191	4,555
2026 Total Population	47,357	230,353	487,839
2021-2026 Annual Rate	1.06%	1.46%	2.02%
2021 Total Daytime Population	39,963	213,111	449,878
Workers	11,524	74,939	157,395
Residents	28,439	138,172	292,483
Household Summary			
2000 Households	11,427	57,584	108,289
2000 Average Household Size	2.42	2.33	2.30
2010 Households	16,963	84,020	156,708
2010 Average Household Size	2.35	2.26	2.24
2021 Households	18,836	93,738	193,343
2021 Average Household Size	2.38	2.27	2.26
2026 Households	19,808	100,978	214,119
2026 Average Household Size	2.39	2.27	2.26
2021-2026 Annual Rate	1.01%	1.50%	2.06%
2010 Families	11,851	57,758	105,550
2010 Average Family Size	2.72	2.66	2.66
2021 Families	13,002	63,679	129,078
2021 Average Family Size	2.77	2.70	2.70
2026 Families	13,626	68,285	142,292
2026 Average Family Size	2.78	2.70	2.70
2021-2026 Annual Rate	0.94%	1.41%	1.97%
Housing Unit Summary			
2000 Housing Units	12,986	64,976	123,358
Owner Occupied Housing Units	74.1%	73.9%	70.1%
Renter Occupied Housing Units	13.9%	14.7%	17.7%
Vacant Housing Units	12.0%	11.4%	12.2%
2010 Housing Units	19,992	100,366	188,450
Owner Occupied Housing Units	68.0%	67.9%	65.2%
Renter Occupied Housing Units	16.9%	15.8%	17.9%
Vacant Housing Units	15.2%	16.3%	16.8%
2021 Housing Units	22,104	112,259	234,919
Owner Occupied Housing Units	65.4%	65.5%	64.5%
Renter Occupied Housing Units	19.8%	18.0%	17.8%
Vacant Housing Units	14.8%	16.5%	17.7%
2026 Housing Units	23,262	121,041	260,497
Owner Occupied Housing Units	66.2%	66.1%	65.5%
Renter Occupied Housing Units	19.0%	17.3%	16.7%
Vacant Housing Units	14.8%	16.6%	17.8%
Median Household Income			
2021	\$51,204	\$53,018	\$52,817
2026	\$55,351	\$57,411	\$57,517
Median Home Value			
2021	\$197,360	\$229,961	\$229,828
2026	\$244,944	\$265,105	\$267,352
Per Capita Income			
2021	\$27,142	\$30,899	\$31,023
2026	\$30,639	\$34,961	\$35,350
Median Age			
2010	50.3	54.1	53.1
2021	54.9	57.7	55.7
2026	56.6	59.6	56.8

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	18,836	93,738	193,339
<\$15,000	8.2%	8.4%	9.2%
\$15,000 - \$24,999	12.1%	10.9%	11.2%
\$25,000 - \$34,999	9.8%	10.4%	10.3%
\$35,000 - \$49,999	18.2%	16.3%	15.6%
\$50,000 - \$74,999	22.9%	22.3%	22.1%
\$75,000 - \$99,999	15.4%	13.2%	13.1%
\$100,000 - \$149,999	8.4%	11.1%	10.6%
\$150,000 - \$199,999	2.5%	3.9%	4.1%
\$200,000+	2.5%	3.5%	3.7%
Average Household Income	\$64,176	\$70,273	\$70,509
2026 Households by Income			
Household Income Base	19,808	100,978	214,115
<\$15,000	7.0%	7.2%	7.8%
\$15,000 - \$24,999	9.9%	9.1%	9.3%
\$25,000 - \$34,999	8.5%	9.2%	9.1%
\$35,000 - \$49,999	17.3%	15.5%	14.8%
\$50,000 - \$74,999	24.0%	22.7%	22.7%
\$75,000 - \$99,999	16.8%	14.3%	14.2%
\$100,000 - \$149,999	10.1%	12.9%	12.4%
\$150,000 - \$199,999	3.3%	5.0%	5.4%
\$200,000+	3.1%	4.1%	4.5%
Average Household Income	\$72,644	\$79,362	\$80,194
2021 Owner Occupied Housing Units by Value			
Total	14,457	73,518	151,428
<\$50,000	7.9%	5.9%	7.2%
\$50,000 - \$99,999	14.2%	9.5%	10.1%
\$100,000 - \$149,999	15.0%	12.2%	11.9%
\$150,000 - \$199,999	13.6%	11.8%	11.4%
\$200,000 - \$249,999	15.8%	17.8%	15.8%
\$250,000 - \$299,999	15.6%	15.5%	15.1%
\$300,000 - \$399,999	12.5%	15.7%	15.3%
\$400,000 - \$499,999	2.2%	5.2%	6.2%
\$500,000 - \$749,999	2.0%	4.4%	5.2%
\$750,000 - \$999,999	0.7%	1.2%	1.0%
\$1,000,000 - \$1,499,999	0.1%	0.3%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.2%	0.2%
\$2,000,000 +	0.3%	0.3%	0.3%
Average Home Value	\$215,645	\$258,339	\$257,752
2026 Owner Occupied Housing Units by Value			
Total	15,393	80,031	170,719
<\$50,000	3.7%	3.2%	3.8%
\$50,000 - \$99,999	7.9%	5.2%	5.5%
\$100,000 - \$149,999	10.4%	7.9%	8.0%
\$150,000 - \$199,999	12.4%	9.7%	9.6%
\$200,000 - \$249,999	17.3%	18.3%	16.6%
\$250,000 - \$299,999	20.7%	19.2%	18.7%
\$300,000 - \$399,999	18.0%	20.6%	19.9%
\$400,000 - \$499,999	4.0%	7.1%	8.6%
\$500,000 - \$749,999	3.9%	6.2%	6.9%
\$750,000 - \$999,999	1.1%	1.5%	1.3%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.2%
\$2,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$263,460	\$301,483	\$301,394

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	39,873	190,849	354,653
0 - 4	4.8%	4.4%	4.7%
5 - 9	5.0%	4.6%	4.7%
10 - 14	5.2%	5.0%	4.8%
15 - 24	9.6%	8.8%	9.2%
25 - 34	8.9%	7.8%	8.3%
35 - 44	9.9%	9.0%	9.2%
45 - 54	12.4%	11.4%	11.4%
55 - 64	13.9%	14.6%	15.1%
65 - 74	18.1%	19.7%	18.8%
75 - 84	9.8%	11.5%	10.7%
85 +	2.5%	3.2%	3.1%
18 +	81.7%	82.8%	82.8%
2021 Population by Age			
Total	44,921	214,257	441,331
0 - 4	4.2%	4.0%	4.3%
5 - 9	4.4%	4.2%	4.5%
10 - 14	4.5%	4.4%	4.5%
15 - 24	8.4%	7.9%	8.3%
25 - 34	10.0%	9.0%	9.5%
35 - 44	9.1%	8.3%	8.8%
45 - 54	9.7%	9.1%	9.2%
55 - 64	13.4%	13.8%	14.3%
65 - 74	20.5%	21.7%	20.7%
75 - 84	12.7%	13.6%	11.9%
85 +	3.3%	4.1%	3.9%
18 +	84.3%	84.9%	84.1%
2026 Population by Age			
Total	47,356	230,353	487,839
0 - 4	4.1%	3.9%	4.3%
5 - 9	4.3%	4.1%	4.4%
10 - 14	4.5%	4.4%	4.6%
15 - 24	7.9%	7.4%	8.0%
25 - 34	9.1%	8.4%	8.9%
35 - 44	9.5%	8.8%	9.2%
45 - 54	9.0%	8.4%	8.7%
55 - 64	12.5%	12.6%	13.1%
65 - 74	18.5%	20.6%	20.4%
75 - 84	16.7%	16.8%	14.1%
85 +	4.1%	4.7%	4.3%
18 +	84.5%	85.1%	84.1%
2010 Population by Sex			
Males	19,277	90,643	168,863
Females	20,596	100,207	185,787
2021 Population by Sex			
Males	21,721	102,262	211,895
Females	23,201	111,996	229,436
2026 Population by Sex			
Males	22,808	109,967	235,083
Females	24,549	120,386	252,755

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	39,873	190,849	354,651
White Alone	89.2%	85.7%	82.9%
Black Alone	5.2%	8.6%	11.2%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.0%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.3%	2.3%	2.3%
Two or More Races	1.8%	1.8%	1.8%
Hispanic Origin	9.1%	9.5%	9.2%
Diversity Index	33.3	38.6	41.7
2021 Population by Race/Ethnicity			
Total	44,922	214,257	441,330
White Alone	86.1%	82.6%	79.8%
Black Alone	6.1%	9.5%	12.2%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.3%	1.7%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	3.2%	3.1%
Two or More Races	2.6%	2.5%	2.5%
Hispanic Origin	13.2%	13.4%	12.7%
Diversity Index	42.5	46.9	49.2
2026 Population by Race/Ethnicity			
Total	47,357	230,354	487,839
White Alone	84.5%	81.2%	78.6%
Black Alone	6.5%	9.9%	12.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.5%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.9%	3.7%	3.5%
Two or More Races	3.0%	2.8%	2.8%
Hispanic Origin	15.7%	15.4%	14.5%
Diversity Index	47.1	50.5	52.3
2010 Population by Relationship and Household Type			
Total	39,873	190,850	354,650
In Households	99.9%	99.4%	98.8%
In Family Households	83.7%	82.7%	81.4%
Householder	30.0%	30.3%	29.8%
Spouse	23.6%	24.5%	23.5%
Child	23.9%	22.6%	22.5%
Other relative	3.4%	3.1%	3.3%
Nonrelative	2.8%	2.2%	2.3%
In Nonfamily Households	16.2%	16.6%	17.4%
In Group Quarters	0.1%	0.6%	1.2%
Institutionalized Population	0.0%	0.5%	1.0%
Noninstitutionalized Population	0.1%	0.2%	0.2%

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	35,315	170,484	345,826
Less than 9th Grade	2.3%	2.6%	2.5%
9th - 12th Grade, No Diploma	9.2%	6.7%	7.1%
High School Graduate	31.0%	29.6%	28.8%
GED/Alternative Credential	8.0%	5.0%	4.7%
Some College, No Degree	23.3%	21.5%	21.3%
Associate Degree	8.0%	9.4%	9.2%
Bachelor's Degree	11.3%	14.9%	16.0%
Graduate/Professional Degree	6.8%	10.4%	10.4%
2021 Population 15+ by Marital Status			
Total	39,069	187,422	382,510
Never Married	21.7%	20.7%	21.9%
Married	55.2%	56.4%	55.0%
Widowed	9.2%	10.4%	10.4%
Divorced	13.9%	12.4%	12.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	17,366	79,598	155,008
Population 16+ Employed	95.6%	96.2%	95.7%
Population 16+ Unemployment rate	4.4%	3.8%	4.3%
Population 16-24 Employed	10.5%	10.4%	11.1%
Population 16-24 Unemployment rate	14.5%	8.9%	9.2%
Population 25-54 Employed	59.5%	55.7%	56.8%
Population 25-54 Unemployment rate	2.9%	3.3%	3.9%
Population 55-64 Employed	19.9%	21.1%	20.7%
Population 55-64 Unemployment rate	3.5%	3.3%	3.7%
Population 65+ Employed	10.0%	12.8%	11.4%
Population 65+ Unemployment rate	3.4%	2.2%	2.7%
2021 Employed Population 16+ by Industry			
Total	16,598	76,581	148,270
Agriculture/Mining	0.8%	1.0%	1.2%
Construction	10.0%	9.2%	8.9%
Manufacturing	6.0%	5.2%	5.5%
Wholesale Trade	0.9%	2.0%	2.0%
Retail Trade	20.1%	16.7%	15.9%
Transportation/Utilities	4.6%	4.8%	5.3%
Information	0.8%	1.4%	1.4%
Finance/Insurance/Real Estate	5.0%	6.2%	5.9%
Services	46.8%	48.6%	48.8%
Public Administration	4.9%	4.9%	5.3%
2021 Employed Population 16+ by Occupation			
Total	16,598	76,580	148,270
White Collar	55.9%	60.7%	59.3%
Management/Business/Financial	10.9%	13.1%	13.7%
Professional	16.1%	20.4%	19.5%
Sales	15.2%	14.2%	13.0%
Administrative Support	13.8%	13.0%	13.0%
Services	22.4%	20.0%	20.5%
Blue Collar	21.7%	19.3%	20.2%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	8.0%	5.7%	5.6%
Installation/Maintenance/Repair	3.8%	3.2%	3.3%
Production	4.0%	3.4%	3.4%
Transportation/Material Moving	5.6%	6.8%	7.4%

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2010 Households by Type			
Total	16,963	84,020	156,707
Households with 1 Person	23.9%	25.8%	27.0%
Households with 2+ People	76.1%	74.2%	73.0%
Family Households	69.9%	68.7%	67.4%
Husband-wife Families	54.8%	55.4%	53.2%
With Related Children	13.2%	12.3%	11.7%
Other Family (No Spouse Present)	15.0%	13.4%	14.2%
Other Family with Male Householder	4.3%	3.5%	3.6%
With Related Children	2.4%	2.1%	2.1%
Other Family with Female Householder	10.8%	9.8%	10.6%
With Related Children	7.0%	6.1%	6.6%
Nonfamily Households	6.2%	5.4%	5.7%
All Households with Children	23.1%	20.9%	20.8%
Multigenerational Households	3.5%	3.0%	3.0%
Unmarried Partner Households	7.5%	6.2%	6.3%
Male-female	6.8%	5.5%	5.6%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	16,961	84,021	156,706
1 Person Household	23.9%	25.8%	27.0%
2 Person Household	47.1%	48.1%	47.2%
3 Person Household	12.7%	11.2%	11.4%
4 Person Household	9.1%	8.4%	8.1%
5 Person Household	4.5%	4.0%	3.9%
6 Person Household	1.6%	1.5%	1.5%
7 + Person Household	1.1%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	16,963	84,020	156,708
Owner Occupied	80.1%	81.1%	78.4%
Owned with a Mortgage/Loan	45.4%	45.3%	42.8%
Owned Free and Clear	34.7%	35.9%	35.6%
Renter Occupied	19.9%	18.9%	21.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	140	126	126
Percent of Income for Mortgage	16.2%	18.2%	18.3%
Wealth Index	68	85	85
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	19,992	100,366	188,450
Housing Units Inside Urbanized Area	84.7%	83.3%	81.1%
Housing Units Inside Urbanized Cluster	0.0%	3.7%	4.2%
Rural Housing Units	15.3%	13.0%	14.7%
2010 Population By Urban/ Rural Status			
Total Population	39,873	190,850	354,650
Population Inside Urbanized Area	83.8%	81.3%	79.7%
Population Inside Urbanized Cluster	0.0%	4.4%	4.7%
Rural Population	16.2%	14.4%	15.6%

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.	The Elders (9C)	The Elders (9C)	The Elders (9C)
2.	Down the Road (10D)	Senior Escapes (9D)	Senior Escapes (9D)
3.	Senior Escapes (9D)	Down the Road (10D)	Traditional Living (12B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$27,023,514	\$146,109,195	\$305,872,026
Average Spent	\$1,434.67	\$1,558.70	\$1,582.02
Spending Potential Index	68	74	75
Education: Total \$	\$18,475,406	\$104,296,596	\$217,154,061
Average Spent	\$980.86	\$1,112.64	\$1,123.15
Spending Potential Index	57	64	65
Entertainment/Recreation: Total \$	\$44,254,623	\$237,258,513	\$491,824,059
Average Spent	\$2,349.47	\$2,531.08	\$2,543.79
Spending Potential Index	73	78	79
Food at Home: Total \$	\$75,599,716	\$404,125,416	\$839,210,768
Average Spent	\$4,013.58	\$4,311.22	\$4,340.53
Spending Potential Index	74	79	80
Food Away from Home: Total \$	\$49,731,186	\$268,324,844	\$557,485,578
Average Spent	\$2,640.22	\$2,862.50	\$2,883.40
Spending Potential Index	70	75	76
Health Care: Total \$	\$94,295,797	\$505,879,050	\$1,042,622,770
Average Spent	\$5,006.15	\$5,396.73	\$5,392.61
Spending Potential Index	80	87	86
HH Furnishings & Equipment: Total \$	\$30,585,750	\$165,946,429	\$342,555,161
Average Spent	\$1,623.79	\$1,770.32	\$1,771.75
Spending Potential Index	72	79	79
Personal Care Products & Services: Total \$	\$12,511,005	\$68,180,177	\$141,152,571
Average Spent	\$664.21	\$727.35	\$730.06
Spending Potential Index	74	81	81
Shelter: Total \$	\$255,916,177	\$1,411,694,510	\$2,930,688,523
Average Spent	\$13,586.55	\$15,060.00	\$15,157.98
Spending Potential Index	67	75	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,998,983	\$201,975,032	\$409,545,011
Average Spent	\$1,964.27	\$2,154.68	\$2,118.23
Spending Potential Index	82	90	89
Travel: Total \$	\$33,734,622	\$187,107,320	\$383,412,111
Average Spent	\$1,790.97	\$1,996.07	\$1,983.07
Spending Potential Index	71	79	78
Vehicle Maintenance & Repairs: Total \$	\$15,828,669	\$84,530,329	\$175,408,354
Average Spent	\$840.34	\$901.77	\$907.24
Spending Potential Index	76	81	82

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.