



Market Profile

Royal Oaks Plaza
Rings: 1, 3, 5 mile radii

Prepared by Edward Schmidt

Latitude: 25.913577

Longitude: -80.32818

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	10,494	177,369	330,548
2010 Total Population	13,957	201,391	376,886
2013 Total Population	14,160	204,117	382,083
2013 Group Quarters	8	619	2,506
2018 Total Population	14,856	213,897	401,233
2013-2018 Annual Rate	0.96%	0.94%	0.98%
Household Summary			
2000 Households	3,871	56,625	102,417
2000 Average Household Size	2.71	3.11	3.17
2010 Households	4,853	64,632	117,821
2010 Average Household Size	2.87	3.11	3.18
2013 Households	4,924	65,510	119,345
2013 Average Household Size	2.87	3.11	3.18
2018 Households	5,170	68,732	125,397
2018 Average Household Size	2.87	3.10	3.18
2013-2018 Annual Rate	0.98%	0.97%	0.99%
2010 Families	3,732	52,215	94,865
2010 Average Family Size	3.29	3.37	3.43
2013 Families	3,779	52,778	95,829
2013 Average Family Size	3.30	3.37	3.44
2018 Families	3,961	55,179	100,344
2018 Average Family Size	3.30	3.37	3.44
2013-2018 Annual Rate	0.94%	0.89%	0.93%
Housing Unit Summary			
2000 Housing Units	4,193	58,992	107,127
Owner Occupied Housing Units	76.7%	59.2%	60.3%
Renter Occupied Housing Units	15.5%	36.8%	35.4%
Vacant Housing Units	7.7%	4.0%	4.4%
2010 Housing Units	5,080	68,017	124,265
Owner Occupied Housing Units	75.8%	59.2%	59.6%
Renter Occupied Housing Units	19.7%	35.9%	35.2%
Vacant Housing Units	4.5%	5.0%	5.2%
2013 Housing Units	5,176	69,963	127,339
Owner Occupied Housing Units	73.1%	55.2%	55.8%
Renter Occupied Housing Units	22.0%	38.4%	37.9%
Vacant Housing Units	4.9%	6.4%	6.3%
2018 Housing Units	5,408	73,364	133,316
Owner Occupied Housing Units	74.6%	56.2%	57.0%
Renter Occupied Housing Units	21.0%	37.5%	37.1%
Vacant Housing Units	4.4%	6.3%	5.9%
Median Household Income			
2013	\$65,863	\$42,874	\$40,503
2018	\$81,079	\$50,870	\$47,612
Median Home Value			
2013	\$260,885	\$165,003	\$161,459
2018	\$280,072	\$188,750	\$187,234
Per Capita Income			
2013	\$33,095	\$18,570	\$17,290
2018	\$39,906	\$21,347	\$19,870
Median Age			
2010	40.1	37.7	38.2
2013	41.0	38.2	38.7
2018	40.8	38.3	38.8

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Households by Income			
Household Income Base	4,924	65,510	119,344
<\$15,000	8.4%	14.6%	17.0%
\$15,000 - \$24,999	6.3%	12.3%	12.9%
\$25,000 - \$34,999	8.7%	13.8%	13.1%
\$35,000 - \$49,999	12.5%	15.5%	15.8%
\$50,000 - \$74,999	19.6%	20.2%	19.4%
\$75,000 - \$99,999	12.6%	10.7%	9.7%
\$100,000 - \$149,999	14.8%	8.6%	8.1%
\$150,000 - \$199,999	8.9%	2.7%	2.6%
\$200,000+	8.2%	1.7%	1.5%
Average Household Income	\$96,394	\$57,871	\$55,210
2018 Households by Income			
Household Income Base	5,170	68,732	125,396
<\$15,000	7.0%	13.9%	16.4%
\$15,000 - \$24,999	4.0%	8.8%	9.3%
\$25,000 - \$34,999	6.6%	12.0%	11.6%
\$35,000 - \$49,999	9.9%	14.2%	14.6%
\$50,000 - \$74,999	17.5%	20.0%	19.3%
\$75,000 - \$99,999	15.9%	14.2%	12.9%
\$100,000 - \$149,999	18.0%	11.3%	10.7%
\$150,000 - \$199,999	11.2%	3.4%	3.4%
\$200,000+	9.7%	2.1%	1.9%
Average Household Income	\$116,159	\$66,467	\$63,458
2013 Owner Occupied Housing Units by Value			
Total	3,782	38,628	71,027
<\$50,000	0.4%	1.6%	1.7%
\$50,000 - \$99,999	5.8%	14.6%	15.5%
\$100,000 - \$149,999	10.9%	26.7%	27.3%
\$150,000 - \$199,999	16.3%	23.9%	23.8%
\$200,000 - \$249,999	14.2%	14.4%	14.8%
\$250,000 - \$299,999	11.3%	7.4%	7.4%
\$300,000 - \$399,999	17.5%	6.4%	5.7%
\$400,000 - \$499,999	13.1%	2.8%	2.0%
\$500,000 - \$749,999	9.2%	1.7%	1.2%
\$750,000 - \$999,999	1.0%	0.2%	0.1%
\$1,000,000 +	0.4%	0.3%	0.4%
Average Home Value	\$301,027	\$190,395	\$183,892
2018 Owner Occupied Housing Units by Value			
Total	4,034	41,218	75,998
<\$50,000	0.1%	1.0%	1.1%
\$50,000 - \$99,999	2.0%	8.3%	8.7%
\$100,000 - \$149,999	4.7%	18.1%	18.4%
\$150,000 - \$199,999	15.7%	29.2%	29.3%
\$200,000 - \$249,999	18.9%	20.3%	21.1%
\$250,000 - \$299,999	14.3%	10.2%	10.4%
\$300,000 - \$399,999	19.0%	7.3%	6.7%
\$400,000 - \$499,999	13.4%	3.0%	2.3%
\$500,000 - \$749,999	10.5%	2.0%	1.5%
\$750,000 - \$999,999	1.2%	0.2%	0.2%
\$1,000,000 +	0.3%	0.3%	0.5%
Average Home Value	\$322,782	\$211,833	\$207,214

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	13,956	201,392	376,887
0 - 4	5.0%	5.9%	5.9%
5 - 9	6.6%	6.1%	6.1%
10 - 14	7.5%	6.8%	6.6%
15 - 24	13.1%	14.0%	13.9%
25 - 34	10.1%	12.9%	12.5%
35 - 44	15.8%	16.0%	15.7%
45 - 54	17.1%	15.3%	14.8%
55 - 64	10.6%	10.3%	10.5%
65 - 74	8.0%	7.1%	7.7%
75 - 84	4.7%	4.2%	4.7%
85 +	1.5%	1.3%	1.5%
18 +	76.7%	77.0%	77.2%
2013 Population by Age			
Total	14,160	204,116	382,086
0 - 4	4.8%	5.7%	5.8%
5 - 9	5.8%	5.9%	6.0%
10 - 14	7.1%	6.4%	6.4%
15 - 24	12.6%	13.9%	13.6%
25 - 34	12.2%	13.6%	13.3%
35 - 44	14.0%	14.6%	14.4%
45 - 54	17.1%	15.5%	15.0%
55 - 64	11.7%	11.0%	11.1%
65 - 74	8.0%	7.5%	8.0%
75 - 84	5.0%	4.3%	4.9%
85 +	1.7%	1.5%	1.7%
18 +	78.2%	78.0%	78.0%
2018 Population by Age			
Total	14,856	213,898	401,233
0 - 4	4.9%	5.8%	5.8%
5 - 9	5.5%	5.8%	5.9%
10 - 14	6.5%	6.3%	6.3%
15 - 24	11.1%	12.7%	12.4%
25 - 34	14.3%	14.8%	14.3%
35 - 44	13.1%	13.5%	13.4%
45 - 54	16.0%	14.3%	14.0%
55 - 64	13.6%	12.0%	11.9%
65 - 74	8.0%	8.5%	9.0%
75 - 84	5.0%	4.7%	5.2%
85 +	1.9%	1.6%	1.8%
18 +	79.2%	78.4%	78.3%
2010 Population by Sex			
Males	6,543	95,447	179,645
Females	7,414	105,944	197,241
2013 Population by Sex			
Males	6,624	96,947	182,482
Females	7,536	107,170	199,602
2018 Population by Sex			
Males	6,953	102,158	192,410
Females	7,903	111,739	208,823

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

August 19, 2014



Market Profile

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,958	201,392	376,885
White Alone	92.2%	87.8%	80.1%
Black Alone	3.1%	5.6%	13.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.4%	1.1%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	3.4%	3.3%
Two or More Races	1.5%	1.9%	2.1%
Hispanic Origin	80.9%	87.5%	80.7%
Diversity Index	41.1	39.4	54.7
2013 Population by Race/Ethnicity			
Total	14,160	204,118	382,083
White Alone	92.3%	87.9%	80.2%
Black Alone	2.9%	5.5%	12.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	1.5%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	3.4%	3.4%
Two or More Races	1.6%	1.9%	2.2%
Hispanic Origin	81.3%	87.8%	81.3%
Diversity Index	40.7	39.0	54.1
2018 Population by Race/Ethnicity			
Total	14,855	213,898	401,232
White Alone	92.4%	88.2%	80.7%
Black Alone	2.8%	5.3%	12.2%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.5%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.6%	3.3%	3.3%
Two or More Races	1.6%	1.9%	2.1%
Hispanic Origin	82.4%	88.6%	82.5%
Diversity Index	39.3	37.6	52.7
2010 Population by Relationship and Household Type			
Total	13,957	201,391	376,885
In Households	99.9%	99.7%	99.3%
In Family Households	90.2%	91.4%	91.1%
Householder	26.4%	25.9%	25.1%
Spouse	20.0%	17.0%	16.2%
Child	34.2%	34.3%	34.3%
Other relative	7.5%	10.2%	10.8%
Nonrelative	2.1%	4.0%	4.6%
In Nonfamily Households	9.7%	8.3%	8.3%
In Group Quarters	0.1%	0.3%	0.7%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.1%	0.2%	0.4%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

	1 mile	3 miles	5 miles
2013 Population 25+ by Educational Attainment			
Total	9,873	138,794	260,659
Less than 9th Grade	5.6%	11.1%	13.3%
9th - 12th Grade, No Diploma	2.8%	9.7%	10.3%
High School Graduate	20.9%	29.4%	30.8%
Some College, No Degree	22.3%	18.4%	16.8%
Associate Degree	11.9%	9.7%	8.7%
Bachelor's Degree	25.0%	15.7%	14.1%
Graduate/Professional Degree	11.4%	5.8%	6.0%
2013 Population 15+ by Marital Status			
Total	11,655	167,213	312,746
Never Married	28.0%	32.3%	32.7%
Married	57.1%	52.8%	51.2%
Widowed	6.1%	5.7%	6.2%
Divorced	8.8%	9.2%	9.9%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	93.9%	90.4%	89.3%
Civilian Unemployed	6.1%	9.6%	10.7%
2013 Employed Population 16+ by Industry			
Total	7,036	95,774	172,476
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	3.2%	6.6%	6.2%
Manufacturing	9.9%	10.4%	9.4%
Wholesale Trade	3.4%	4.7%	4.4%
Retail Trade	11.3%	12.7%	13.5%
Transportation/Utilities	7.7%	8.5%	8.1%
Information	2.3%	1.7%	1.6%
Finance/Insurance/Real Estate	10.5%	6.9%	6.4%
Services	47.7%	44.9%	46.7%
Public Administration	4.0%	3.3%	3.4%
2013 Employed Population 16+ by Occupation			
Total	7,036	95,773	172,475
White Collar	72.4%	56.9%	55.3%
Management/Business/Financial	16.7%	12.1%	11.2%
Professional	28.6%	14.6%	14.5%
Sales	11.7%	12.7%	12.8%
Administrative Support	15.4%	17.5%	16.9%
Services	13.0%	17.8%	19.6%
Blue Collar	14.6%	25.3%	25.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.7%	5.3%	5.1%
Installation/Maintenance/Repair	2.5%	4.4%	4.4%
Production	4.5%	5.9%	6.0%
Transportation/Material Moving	4.8%	9.6%	9.5%



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2010 Households by Type			
Total	4,853	64,632	117,821
Households with 1 Person	18.8%	14.3%	14.7%
Households with 2+ People	81.2%	85.7%	85.3%
Family Households	76.9%	80.8%	80.5%
Husband-wife Families	58.1%	53.0%	51.9%
With Related Children	29.4%	27.7%	26.6%
Other Family (No Spouse Present)	18.8%	27.8%	28.7%
Other Family with Male Householder	4.5%	7.6%	7.8%
With Related Children	2.4%	4.0%	4.0%
Other Family with Female Householder	14.3%	20.2%	20.9%
With Related Children	7.8%	12.2%	12.4%
Nonfamily Households	4.3%	4.9%	4.8%
All Households with Children	40.0%	44.4%	43.7%
Multigenerational Households	8.4%	12.0%	12.7%
Unmarried Partner Households	5.7%	8.6%	8.2%
Male-female	5.2%	8.1%	7.6%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	4,852	64,634	117,822
1 Person Household	18.8%	14.3%	14.7%
2 Person Household	27.2%	25.5%	24.9%
3 Person Household	19.5%	22.7%	22.0%
4 Person Household	20.9%	20.9%	20.0%
5 Person Household	8.7%	9.8%	10.1%
6 Person Household	3.3%	4.0%	4.7%
7 + Person Household	1.6%	2.7%	3.7%
2010 Households by Tenure and Mortgage Status			
Total	4,853	64,632	117,821
Owner Occupied	79.4%	62.3%	62.9%
Owned with a Mortgage/Loan	60.6%	51.2%	49.6%
Owned Free and Clear	18.8%	11.0%	13.3%
Renter Occupied	20.6%	37.7%	37.1%

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 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	In Style	Industrious Urban Fringe	Industrious Urban Fringe
2.	Boomburbs	NeWest Residents	NeWest Residents
3.	Sophisticated Squires	Urban Villages	Urban Villages
2013 Consumer Spending			
Apparel & Services: Total \$	\$10,050,083	\$83,573,732	\$144,383,379
Average Spent	\$2,041.04	\$1,275.74	\$1,209.80
Spending Potential Index	90	56	53
Computers & Accessories: Total \$	\$1,665,111	\$13,749,040	\$23,577,907
Average Spent	\$338.19	\$209.88	\$197.56
Spending Potential Index	136	85	80
Education: Total \$	\$10,045,843	\$76,359,408	\$130,696,464
Average Spent	\$2,040.18	\$1,165.61	\$1,095.11
Spending Potential Index	140	80	75
Entertainment/Recreation: Total \$	\$22,414,711	\$173,310,488	\$301,981,451
Average Spent	\$4,552.13	\$2,645.56	\$2,530.32
Spending Potential Index	140	81	78
Food at Home: Total \$	\$31,849,603	\$274,580,335	\$476,898,893
Average Spent	\$6,468.24	\$4,191.43	\$3,995.97
Spending Potential Index	129	83	79
Food Away from Home: Total \$	\$21,004,042	\$179,904,599	\$310,819,255
Average Spent	\$4,265.65	\$2,746.22	\$2,604.38
Spending Potential Index	134	86	82
Health Care: Total \$	\$29,040,505	\$214,373,203	\$379,752,614
Average Spent	\$5,897.75	\$3,272.37	\$3,181.97
Spending Potential Index	132	73	71
HH Furnishings & Equipment: Total \$	\$10,704,332	\$84,697,408	\$147,297,139
Average Spent	\$2,173.91	\$1,292.89	\$1,234.21
Spending Potential Index	121	72	68
Investments: Total \$	\$15,464,852	\$139,241,299	\$231,543,882
Average Spent	\$3,140.71	\$2,125.50	\$1,940.12
Spending Potential Index	151	103	94
Retail Goods: Total \$	\$150,887,924	\$1,212,540,019	\$2,115,242,763
Average Spent	\$30,643.36	\$18,509.24	\$17,723.77
Spending Potential Index	127	77	73
Shelter: Total \$	\$109,917,013	\$919,545,076	\$1,582,962,978
Average Spent	\$22,322.71	\$14,036.71	\$13,263.76
Spending Potential Index	137	86	82
TV/Video/Audio: Total \$	\$8,237,919	\$67,650,491	\$118,210,500
Average Spent	\$1,673.01	\$1,032.67	\$990.49
Spending Potential Index	130	80	77
Travel: Total \$	\$13,029,107	\$96,435,390	\$167,297,155
Average Spent	\$2,646.04	\$1,472.07	\$1,401.79
Spending Potential Index	144	80	76
Vehicle Maintenance & Repairs: Total \$	\$7,264,179	\$58,753,594	\$102,069,270
Average Spent	\$1,475.26	\$896.86	\$855.25
Spending Potential Index	135	82	78

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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.