



Market Profile

Darwin Square
 600 SW Darwin Blvd, Port St Lucie, Florida, 34953
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 27.24760
 Longitude: -80.37270

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4,701	30,027	63,325
2010 Total Population	8,899	64,877	116,137
2017 Total Population	9,690	70,780	127,261
2017 Group Quarters	3	85	280
2022 Total Population	10,409	75,792	136,415
2017-2022 Annual Rate	1.44%	1.38%	1.40%
2017 Total Daytime Population	6,403	46,917	96,663
Workers	1,394	8,373	25,272
Residents	5,009	38,544	71,391
Household Summary			
2000 Households	1,627	10,568	23,481
2000 Average Household Size	2.89	2.84	2.69
2010 Households	3,006	21,892	41,518
2010 Average Household Size	2.96	2.96	2.79
2017 Households	3,238	23,625	44,961
2017 Average Household Size	2.99	2.99	2.82
2022 Households	3,459	25,156	47,945
2022 Average Household Size	3.01	3.01	2.84
2017-2022 Annual Rate	1.33%	1.26%	1.29%
2010 Families	2,338	17,319	31,716
2010 Average Family Size	3.29	3.26	3.13
2017 Families	2,504	18,594	34,139
2017 Average Family Size	3.33	3.30	3.17
2022 Families	2,667	19,753	36,300
2022 Average Family Size	3.35	3.32	3.19
2017-2022 Annual Rate	1.27%	1.22%	1.24%
Housing Unit Summary			
2000 Housing Units	1,732	11,225	25,368
Owner Occupied Housing Units	74.1%	83.0%	81.1%
Renter Occupied Housing Units	19.8%	11.2%	11.4%
Vacant Housing Units	6.1%	5.9%	7.4%
2010 Housing Units	3,432	25,136	48,251
Owner Occupied Housing Units	66.8%	70.6%	69.6%
Renter Occupied Housing Units	20.8%	16.5%	16.4%
Vacant Housing Units	12.4%	12.9%	14.0%
2017 Housing Units	3,594	26,482	51,381
Owner Occupied Housing Units	64.8%	68.8%	67.3%
Renter Occupied Housing Units	25.3%	20.4%	20.2%
Vacant Housing Units	9.9%	10.8%	12.5%
2022 Housing Units	3,828	28,136	54,651
Owner Occupied Housing Units	64.6%	68.6%	67.1%
Renter Occupied Housing Units	25.7%	20.8%	20.7%
Vacant Housing Units	9.6%	10.6%	12.3%
Median Household Income			
2017	\$49,010	\$52,265	\$53,044
2022	\$52,450	\$57,474	\$58,726
Median Home Value			
2017	\$147,748	\$160,116	\$166,022
2022	\$227,417	\$224,840	\$228,889
Per Capita Income			
2017	\$20,743	\$23,012	\$25,658
2022	\$23,498	\$26,210	\$29,246
Median Age			
2010	35.5	36.3	39.1
2017	36.2	37.2	40.6
2022	35.4	35.9	39.8

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	3,238	23,625	44,961
<\$15,000	7.2%	8.0%	8.5%
\$15,000 - \$24,999	11.8%	11.1%	10.0%
\$25,000 - \$34,999	11.0%	9.8%	10.2%
\$35,000 - \$49,999	21.0%	18.1%	17.6%
\$50,000 - \$74,999	24.6%	21.4%	21.1%
\$75,000 - \$99,999	13.4%	14.9%	14.4%
\$100,000 - \$149,999	6.7%	10.5%	10.9%
\$150,000 - \$199,999	1.7%	2.9%	3.5%
\$200,000+	2.7%	3.2%	3.9%
Average Household Income	\$61,678	\$68,305	\$71,617
2022 Households by Income			
Household Income Base	3,459	25,156	47,945
<\$15,000	7.4%	7.8%	8.3%
\$15,000 - \$24,999	11.0%	10.2%	9.0%
\$25,000 - \$34,999	9.5%	8.4%	8.7%
\$35,000 - \$49,999	18.5%	15.6%	15.1%
\$50,000 - \$74,999	23.9%	20.4%	19.9%
\$75,000 - \$99,999	15.9%	17.4%	16.8%
\$100,000 - \$149,999	8.0%	12.6%	13.2%
\$150,000 - \$199,999	2.3%	3.6%	4.3%
\$200,000+	3.5%	4.0%	4.7%
Average Household Income	\$70,199	\$78,291	\$82,061
2017 Owner Occupied Housing Units by Value			
Total	2,328	18,218	34,570
<\$50,000	5.1%	3.3%	3.4%
\$50,000 - \$99,999	22.6%	21.1%	19.7%
\$100,000 - \$149,999	23.4%	21.3%	20.8%
\$150,000 - \$199,999	16.4%	21.1%	19.1%
\$200,000 - \$249,999	12.7%	12.6%	13.3%
\$250,000 - \$299,999	8.7%	8.6%	8.1%
\$300,000 - \$399,999	8.6%	7.2%	8.0%
\$400,000 - \$499,999	0.6%	1.5%	2.6%
\$500,000 - \$749,999	2.0%	1.6%	2.9%
\$750,000 - \$999,999	0.0%	1.1%	1.2%
\$1,000,000 +	0.0%	0.6%	1.0%
Average Home Value	\$173,711	\$191,478	\$207,354
2022 Owner Occupied Housing Units by Value			
Total	2,474	19,293	36,649
<\$50,000	3.1%	1.6%	1.7%
\$50,000 - \$99,999	13.7%	10.2%	10.5%
\$100,000 - \$149,999	12.9%	12.1%	12.8%
\$150,000 - \$199,999	12.3%	16.9%	15.3%
\$200,000 - \$249,999	14.6%	18.6%	16.8%
\$250,000 - \$299,999	13.3%	13.7%	12.1%
\$300,000 - \$399,999	22.6%	14.9%	15.3%
\$400,000 - \$499,999	1.6%	3.4%	4.9%
\$500,000 - \$749,999	5.9%	4.1%	5.9%
\$750,000 - \$999,999	0.0%	3.2%	2.8%
\$1,000,000 +	0.0%	1.4%	1.8%
Average Home Value	\$241,263	\$270,283	\$282,523

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	8,900	64,879	116,141
0 - 4	6.9%	7.0%	6.3%
5 - 9	8.0%	7.4%	6.8%
10 - 14	8.7%	8.3%	7.5%
15 - 24	13.0%	13.0%	12.1%
25 - 34	12.6%	12.4%	11.6%
35 - 44	16.0%	15.7%	14.4%
45 - 54	14.5%	15.5%	15.5%
55 - 64	10.0%	10.1%	11.8%
65 - 74	6.0%	6.5%	8.2%
75 - 84	3.3%	3.2%	4.5%
85 +	0.9%	0.9%	1.4%
18 +	71.4%	72.4%	74.9%
2017 Population by Age			
Total	9,692	70,780	127,263
0 - 4	6.6%	6.5%	5.8%
5 - 9	6.7%	6.7%	6.1%
10 - 14	7.2%	6.8%	6.4%
15 - 24	14.7%	13.5%	12.3%
25 - 34	13.3%	13.7%	12.6%
35 - 44	12.8%	12.9%	12.2%
45 - 54	14.6%	14.6%	14.2%
55 - 64	12.0%	12.5%	13.5%
65 - 74	7.5%	7.9%	9.9%
75 - 84	3.5%	3.7%	5.1%
85 +	1.1%	1.1%	1.8%
18 +	75.1%	75.8%	77.8%
2022 Population by Age			
Total	10,408	75,793	136,413
0 - 4	6.7%	6.7%	5.9%
5 - 9	6.8%	6.8%	6.1%
10 - 14	7.1%	7.1%	6.5%
15 - 24	13.4%	12.1%	11.2%
25 - 34	15.5%	16.1%	14.2%
35 - 44	12.3%	12.8%	12.2%
45 - 54	12.9%	12.3%	12.3%
55 - 64	12.2%	12.5%	13.3%
65 - 74	8.1%	8.4%	10.5%
75 - 84	3.9%	4.2%	5.9%
85 +	1.1%	1.1%	1.9%
18 +	75.2%	75.5%	77.8%
2010 Population by Sex			
Males	4,336	31,953	57,042
Females	4,563	32,924	59,095
2017 Population by Sex			
Males	4,708	34,759	62,297
Females	4,982	36,020	64,964
2022 Population by Sex			
Males	5,061	37,165	66,710
Females	5,348	38,627	69,705

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	8,899	64,876	116,137
White Alone	67.2%	70.2%	74.2%
Black Alone	22.4%	19.5%	16.2%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	1.7%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	4.5%	4.0%
Two or More Races	3.5%	3.4%	3.1%
Hispanic Origin	21.9%	20.8%	18.8%
Diversity Index	67.0	64.4	59.9
2017 Population by Race/Ethnicity			
Total	9,690	70,780	127,261
White Alone	64.3%	67.3%	71.6%
Black Alone	23.8%	20.9%	17.3%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	2.1%	2.2%	2.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	5.0%	4.5%
Two or More Races	4.1%	4.1%	3.7%
Hispanic Origin	24.4%	23.3%	21.2%
Diversity Index	70.3	68.1	63.8
2022 Population by Race/Ethnicity			
Total	10,409	75,792	136,414
White Alone	61.8%	64.8%	69.3%
Black Alone	25.2%	22.3%	18.6%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.4%	2.6%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.4%	5.3%	4.8%
Two or More Races	4.5%	4.5%	4.1%
Hispanic Origin	25.8%	24.7%	22.5%
Diversity Index	72.4	70.5	66.5
2010 Population by Relationship and Household Type			
Total	8,899	64,877	116,137
In Households	100.0%	99.9%	99.8%
In Family Households	89.8%	90.1%	88.4%
Householder	26.4%	26.8%	27.5%
Spouse	18.7%	20.1%	20.9%
Child	36.0%	34.9%	32.3%
Other relative	5.4%	5.4%	4.9%
Nonrelative	3.3%	3.0%	2.9%
In Nonfamily Households	10.2%	9.7%	11.4%
In Group Quarters	0.0%	0.1%	0.2%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.1%	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.

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2017 Population 25+ by Educational Attainment			
Total	6,281	47,039	88,264
Less than 9th Grade	6.5%	5.3%	4.7%
9th - 12th Grade, No Diploma	8.5%	7.6%	6.7%
High School Graduate	35.7%	27.4%	26.5%
GED/Alternative Credential	5.0%	5.3%	5.3%
Some College, No Degree	17.4%	20.6%	22.2%
Associate Degree	10.3%	11.7%	11.3%
Bachelor's Degree	12.2%	14.6%	15.1%
Graduate/Professional Degree	4.5%	7.5%	8.2%
2017 Population 15+ by Marital Status			
Total	7,708	56,569	103,965
Never Married	31.2%	33.8%	29.6%
Married	57.0%	50.8%	52.4%
Widowed	3.4%	4.3%	5.7%
Divorced	8.4%	11.1%	12.2%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	91.0%	92.2%
Civilian Unemployed (Unemployment Rate)	5.6%	9.0%	7.8%
2017 Employed Population 16+ by Industry			
Total	4,779	32,824	56,853
Agriculture/Mining	0.8%	0.3%	0.5%
Construction	5.4%	6.4%	7.1%
Manufacturing	3.9%	5.6%	5.3%
Wholesale Trade	1.0%	1.6%	2.2%
Retail Trade	16.4%	16.4%	15.3%
Transportation/Utilities	2.1%	6.1%	6.1%
Information	0.9%	1.1%	1.3%
Finance/Insurance/Real Estate	6.9%	6.5%	6.3%
Services	59.3%	52.6%	52.1%
Public Administration	3.3%	3.5%	3.9%
2017 Employed Population 16+ by Occupation			
Total	4,781	32,824	56,854
White Collar	53.1%	56.9%	58.5%
Management/Business/Financial	10.4%	11.3%	12.2%
Professional	16.3%	16.5%	18.1%
Sales	9.7%	12.0%	12.3%
Administrative Support	16.7%	17.1%	15.9%
Services	31.2%	22.1%	21.6%
Blue Collar	15.8%	21.1%	19.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.2%
Construction/Extraction	3.7%	4.8%	4.9%
Installation/Maintenance/Repair	3.9%	5.4%	4.9%
Production	2.2%	4.4%	4.0%
Transportation/Material Moving	6.1%	6.3%	5.9%
2010 Population By Urban/ Rural Status			
Total Population	8,899	64,877	116,137
Population Inside Urbanized Area	100.0%	100.0%	99.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	3,006	21,892	41,518
Households with 1 Person	16.2%	14.8%	17.2%
Households with 2+ People	83.8%	85.2%	82.8%
Family Households	77.8%	79.1%	76.4%
Husband-wife Families	55.2%	59.4%	58.1%
With Related Children	28.8%	30.1%	25.6%
Other Family (No Spouse Present)	22.6%	19.8%	18.3%
Other Family with Male Householder	7.1%	6.2%	5.6%
With Related Children	4.3%	3.9%	3.5%
Other Family with Female Householder	15.5%	13.6%	12.6%
With Related Children	10.4%	9.0%	8.1%
Nonfamily Households	6.0%	6.1%	6.4%
All Households with Children	44.0%	43.5%	37.7%
Multigenerational Households	6.5%	6.6%	5.8%
Unmarried Partner Households	9.4%	8.6%	8.2%
Male-female	8.3%	7.6%	7.2%
Same-sex	1.1%	1.0%	0.9%
2010 Households by Size			
Total	3,006	21,892	41,519
1 Person Household	16.2%	14.8%	17.2%
2 Person Household	31.0%	32.6%	36.4%
3 Person Household	19.6%	19.6%	18.3%
4 Person Household	18.1%	18.1%	15.4%
5 Person Household	9.0%	9.0%	7.6%
6 Person Household	3.7%	3.6%	3.1%
7 + Person Household	2.4%	2.2%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	3,006	21,892	41,518
Owner Occupied	76.3%	81.1%	80.9%
Owned with a Mortgage/Loan	64.4%	68.7%	64.1%
Owned Free and Clear	11.9%	12.3%	16.8%
Renter Occupied	23.7%	18.9%	19.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,432	25,136	48,251
Housing Units Inside Urbanized Area	100.0%	100.0%	99.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.8%

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.	American Dreamers (7C)	American Dreamers (7C)	American Dreamers (7C)
2.	Middleburg (4C)	Up and Coming Families	Middleburg (4C)
3.	Traditional Living (12B)	Middleburg (4C)	Up and Coming Families
2017 Consumer Spending			
Apparel & Services: Total \$	\$5,458,429	\$44,147,684	\$86,316,849
Average Spent	\$1,685.74	\$1,868.69	\$1,919.82
Spending Potential Index	78	87	89
Education: Total \$	\$3,295,411	\$25,792,355	\$52,589,884
Average Spent	\$1,017.73	\$1,091.74	\$1,169.68
Spending Potential Index	70	75	80
Entertainment/Recreation: Total \$	\$7,756,353	\$62,709,381	\$125,429,219
Average Spent	\$2,395.41	\$2,654.37	\$2,789.73
Spending Potential Index	77	85	89
Food at Home: Total \$	\$12,692,209	\$101,077,051	\$201,243,539
Average Spent	\$3,919.77	\$4,278.39	\$4,475.96
Spending Potential Index	78	85	89
Food Away from Home: Total \$	\$8,495,650	\$68,776,360	\$134,769,368
Average Spent	\$2,623.73	\$2,911.17	\$2,997.47
Spending Potential Index	79	87	90
Health Care: Total \$	\$13,859,003	\$112,383,655	\$229,265,599
Average Spent	\$4,280.11	\$4,756.98	\$5,099.21
Spending Potential Index	77	85	91
HH Furnishings & Equipment: Total \$	\$4,955,980	\$40,054,019	\$79,575,025
Average Spent	\$1,530.57	\$1,695.41	\$1,769.87
Spending Potential Index	79	87	91
Personal Care Products & Services: Total \$	\$1,983,136	\$16,018,045	\$31,949,326
Average Spent	\$612.46	\$678.01	\$710.60
Spending Potential Index	77	85	89
Shelter: Total \$	\$40,388,139	\$322,342,535	\$637,372,702
Average Spent	\$12,473.17	\$13,644.13	\$14,176.12
Spending Potential Index	77	84	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,808,167	\$47,591,785	\$96,227,093
Average Spent	\$1,793.75	\$2,014.47	\$2,140.23
Spending Potential Index	77	86	91
Travel: Total \$	\$5,006,600	\$40,776,237	\$82,030,810
Average Spent	\$1,546.20	\$1,725.98	\$1,824.49
Spending Potential Index	75	83	88
Vehicle Maintenance & Repairs: Total \$	\$2,702,050	\$21,709,559	\$43,483,261
Average Spent	\$834.48	\$918.92	\$967.13
Spending Potential Index	78	86	90

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.