



Market Profile

Publix at Cape Haze
 8675 Placida Rd, Placida, Florida, 33946
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.85370
 Longitude: -82.29160

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	712	5,041	13,266
2010 Total Population	1,245	6,541	17,610
2017 Total Population	1,376	7,007	19,090
2017 Group Quarters	0	0	1
2022 Total Population	1,477	7,493	20,502
2017-2022 Annual Rate	1.43%	1.35%	1.44%
2017 Total Daytime Population	1,562	6,274	15,713
Workers	598	1,223	2,666
Residents	964	5,051	13,047
Household Summary			
2000 Households	361	2,555	6,312
2000 Average Household Size	1.97	1.97	2.09
2010 Households	646	3,446	8,668
2010 Average Household Size	1.93	1.90	2.03
2017 Households	713	3,671	9,328
2017 Average Household Size	1.93	1.91	2.05
2022 Households	764	3,918	9,988
2022 Average Household Size	1.93	1.91	2.05
2017-2022 Annual Rate	1.39%	1.31%	1.38%
2010 Families	480	2,146	5,790
2010 Average Family Size	2.21	2.33	2.41
2017 Families	522	2,262	6,191
2017 Average Family Size	2.22	2.35	2.43
2022 Families	558	2,402	6,609
2022 Average Family Size	2.23	2.36	2.44
2017-2022 Annual Rate	1.34%	1.21%	1.32%
Housing Unit Summary			
2000 Housing Units	917	4,206	9,062
Owner Occupied Housing Units	35.0%	48.5%	58.9%
Renter Occupied Housing Units	4.4%	12.3%	10.7%
Vacant Housing Units	60.6%	39.3%	30.3%
2010 Housing Units	1,396	6,414	13,940
Owner Occupied Housing Units	42.7%	40.8%	50.5%
Renter Occupied Housing Units	3.6%	13.0%	11.7%
Vacant Housing Units	53.7%	46.3%	37.8%
2017 Housing Units	1,531	6,748	14,946
Owner Occupied Housing Units	41.6%	39.1%	48.6%
Renter Occupied Housing Units	5.0%	15.3%	13.8%
Vacant Housing Units	53.4%	45.6%	37.6%
2022 Housing Units	1,623	7,147	15,879
Owner Occupied Housing Units	41.8%	39.2%	48.8%
Renter Occupied Housing Units	5.2%	15.6%	14.1%
Vacant Housing Units	52.9%	45.2%	37.1%
Median Household Income			
2017	\$68,801	\$51,505	\$52,621
2022	\$76,886	\$56,749	\$57,617
Median Home Value			
2017	\$439,062	\$225,316	\$232,304
2022	\$543,449	\$302,518	\$295,421
Per Capita Income			
2017	\$52,080	\$38,259	\$35,579
2022	\$56,947	\$42,920	\$39,845
Median Age			
2010	63.9	62.8	60.9
2017	66.0	65.4	63.4
2022	67.4	67.0	65.3

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



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2017 Households by Income			
Household Income Base	713	3,671	9,328
<\$15,000	8.7%	10.4%	9.1%
\$15,000 - \$24,999	6.5%	10.5%	10.4%
\$25,000 - \$34,999	8.7%	9.3%	9.9%
\$35,000 - \$49,999	10.8%	17.8%	17.0%
\$50,000 - \$74,999	18.9%	21.1%	22.6%
\$75,000 - \$99,999	15.0%	13.2%	13.5%
\$100,000 - \$149,999	14.0%	9.6%	10.4%
\$150,000 - \$199,999	7.2%	3.5%	3.2%
\$200,000+	10.4%	4.6%	3.9%
Average Household Income	\$104,185	\$74,197	\$72,800
2022 Households by Income			
Household Income Base	764	3,918	9,988
<\$15,000	8.2%	10.0%	8.7%
\$15,000 - \$24,999	5.6%	9.3%	9.2%
\$25,000 - \$34,999	7.6%	8.2%	8.7%
\$35,000 - \$49,999	9.3%	15.2%	14.7%
\$50,000 - \$74,999	17.4%	20.4%	21.6%
\$75,000 - \$99,999	17.7%	16.2%	16.5%
\$100,000 - \$149,999	15.7%	11.7%	12.6%
\$150,000 - \$199,999	7.9%	4.1%	3.8%
\$200,000+	10.6%	4.9%	4.2%
Average Household Income	\$114,269	\$83,484	\$81,781
2017 Owner Occupied Housing Units by Value			
Total	637	2,641	7,267
<\$50,000	0.9%	2.8%	2.8%
\$50,000 - \$99,999	4.1%	14.1%	9.9%
\$100,000 - \$149,999	2.8%	11.0%	11.0%
\$150,000 - \$199,999	6.4%	16.1%	16.6%
\$200,000 - \$249,999	6.3%	12.0%	14.9%
\$250,000 - \$299,999	7.5%	8.9%	13.3%
\$300,000 - \$399,999	17.9%	11.8%	14.5%
\$400,000 - \$499,999	10.0%	5.7%	5.3%
\$500,000 - \$749,999	20.4%	9.2%	6.7%
\$750,000 - \$999,999	5.2%	2.7%	1.6%
\$1,000,000 +	18.2%	5.9%	3.3%
Average Home Value	\$562,186	\$325,681	\$292,869
2022 Owner Occupied Housing Units by Value			
Total	679	2,804	7,742
<\$50,000	0.3%	1.0%	0.9%
\$50,000 - \$99,999	0.9%	6.3%	4.1%
\$100,000 - \$149,999	1.0%	6.6%	5.8%
\$150,000 - \$199,999	2.7%	12.7%	11.3%
\$200,000 - \$249,999	3.8%	12.9%	14.5%
\$250,000 - \$299,999	6.5%	10.2%	14.9%
\$300,000 - \$399,999	17.2%	14.9%	20.9%
\$400,000 - \$499,999	12.8%	8.5%	8.9%
\$500,000 - \$749,999	27.5%	14.8%	11.8%
\$750,000 - \$999,999	6.8%	5.5%	3.1%
\$1,000,000 +	20.5%	6.7%	4.0%
Average Home Value	\$638,365	\$406,907	\$367,303

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	1,245	6,541	17,609
0 - 4	2.2%	2.4%	2.4%
5 - 9	2.3%	2.5%	2.9%
10 - 14	2.3%	3.0%	3.5%
15 - 24	3.9%	5.4%	5.9%
25 - 34	3.1%	4.2%	4.5%
35 - 44	4.9%	6.0%	7.2%
45 - 54	10.9%	11.3%	12.9%
55 - 64	23.5%	20.7%	20.4%
65 - 74	29.9%	24.7%	22.9%
75 - 84	14.5%	15.0%	13.3%
85 +	2.7%	4.8%	4.0%
18 +	91.6%	90.0%	88.7%
2017 Population by Age			
Total	1,376	7,006	19,090
0 - 4	1.8%	2.0%	2.0%
5 - 9	2.3%	2.3%	2.5%
10 - 14	2.4%	2.5%	3.1%
15 - 24	3.5%	4.8%	5.2%
25 - 34	2.5%	4.3%	4.6%
35 - 44	4.4%	4.8%	5.9%
45 - 54	8.3%	8.8%	10.2%
55 - 64	21.3%	19.5%	20.3%
65 - 74	33.3%	28.6%	26.7%
75 - 84	16.7%	16.6%	14.5%
85 +	3.5%	5.9%	5.1%
18 +	92.2%	91.7%	90.6%
2022 Population by Age			
Total	1,477	7,493	20,506
0 - 4	1.6%	1.8%	1.9%
5 - 9	2.0%	2.0%	2.2%
10 - 14	2.4%	2.3%	2.8%
15 - 24	3.4%	3.9%	4.5%
25 - 34	2.4%	4.2%	4.5%
35 - 44	3.9%	4.7%	5.9%
45 - 54	7.2%	6.8%	8.3%
55 - 64	19.0%	18.4%	19.1%
65 - 74	34.2%	29.8%	28.5%
75 - 84	20.0%	20.1%	17.1%
85 +	3.9%	6.0%	5.3%
18 +	92.5%	92.6%	91.4%
2010 Population by Sex			
Males	598	3,096	8,514
Females	647	3,445	9,096
2017 Population by Sex			
Males	661	3,328	9,274
Females	715	3,679	9,816
2022 Population by Sex			
Males	709	3,551	9,971
Females	768	3,942	10,531

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	1,246	6,541	17,609
White Alone	98.7%	97.6%	97.3%
Black Alone	0.3%	0.8%	0.8%
American Indian Alone	0.1%	0.2%	0.1%
Asian Alone	0.3%	0.4%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.4%	0.4%
Two or More Races	0.3%	0.6%	0.7%
Hispanic Origin	1.5%	2.1%	2.2%
Diversity Index	5.3	8.8	9.4
2017 Population by Race/Ethnicity			
Total	1,376	7,008	19,091
White Alone	98.5%	97.0%	96.6%
Black Alone	0.4%	0.9%	0.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.4%	0.5%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.2%	0.6%	0.6%
Two or More Races	0.4%	0.8%	0.9%
Hispanic Origin	2.1%	2.8%	2.9%
Diversity Index	7.0	11.0	11.9
2022 Population by Race/Ethnicity			
Total	1,478	7,493	20,503
White Alone	98.2%	96.5%	96.1%
Black Alone	0.4%	1.0%	1.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.5%	0.6%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.3%	0.7%	0.7%
Two or More Races	0.5%	1.0%	1.1%
Hispanic Origin	2.6%	3.5%	3.6%
Diversity Index	8.4	13.1	14.1
2010 Population by Relationship and Household Type			
Total	1,245	6,541	17,610
In Households	100.0%	100.0%	100.0%
In Family Households	85.6%	77.4%	80.6%
Householder	37.0%	32.2%	32.9%
Spouse	34.9%	28.7%	28.9%
Child	11.5%	13.7%	15.4%
Other relative	1.8%	1.8%	2.1%
Nonrelative	0.5%	1.1%	1.2%
In Nonfamily Households	14.4%	22.5%	19.4%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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	1,239	6,202	16,660
Less than 9th Grade	0.6%	2.4%	1.9%
9th - 12th Grade, No Diploma	3.1%	3.4%	5.1%
High School Graduate	20.4%	34.4%	32.9%
GED/Alternative Credential	2.3%	4.1%	4.2%
Some College, No Degree	27.7%	22.3%	22.2%
Associate Degree	10.3%	10.0%	10.6%
Bachelor's Degree	23.1%	16.5%	16.5%
Graduate/Professional Degree	12.5%	7.0%	6.6%
2017 Population 15+ by Marital Status			
Total	1,288	6,533	17,644
Never Married	13.4%	15.7%	15.4%
Married	72.2%	59.9%	62.5%
Widowed	7.3%	12.0%	11.5%
Divorced	7.1%	12.3%	10.5%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	97.2%	93.8%	94.3%
Civilian Unemployed (Unemployment Rate)	2.8%	6.2%	5.7%
2017 Employed Population 16+ by Industry			
Total	419	2,000	6,144
Agriculture/Mining	2.1%	1.1%	1.1%
Construction	6.4%	3.2%	9.0%
Manufacturing	1.0%	2.6%	3.6%
Wholesale Trade	1.0%	1.6%	0.9%
Retail Trade	25.8%	15.3%	13.2%
Transportation/Utilities	4.3%	4.7%	4.4%
Information	1.0%	0.3%	0.6%
Finance/Insurance/Real Estate	30.1%	13.2%	10.4%
Services	22.4%	53.6%	53.0%
Public Administration	5.3%	4.4%	3.7%
2017 Employed Population 16+ by Occupation			
Total	418	1,999	6,146
White Collar	80.7%	62.4%	57.9%
Management/Business/Financial	6.0%	12.9%	9.8%
Professional	21.0%	16.8%	15.9%
Sales	43.2%	20.1%	18.1%
Administrative Support	10.5%	12.7%	14.1%
Services	6.4%	23.2%	22.6%
Blue Collar	12.6%	14.3%	19.5%
Farming/Forestry/Fishing	2.1%	1.1%	1.4%
Construction/Extraction	6.0%	3.0%	7.8%
Installation/Maintenance/Repair	1.4%	4.8%	3.2%
Production	0.7%	1.9%	3.0%
Transportation/Material Moving	2.4%	3.5%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	1,245	6,541	17,610
Population Inside Urbanized Area	46.4%	81.7%	89.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	53.6%	18.3%	11.0%

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	646	3,446	8,668
Households with 1 Person	22.6%	32.6%	27.7%
Households with 2+ People	77.4%	67.4%	72.3%
Family Households	74.3%	62.3%	66.8%
Husband-wife Families	69.8%	55.4%	58.8%
With Related Children	7.1%	7.2%	8.8%
Other Family (No Spouse Present)	4.5%	6.9%	8.0%
Other Family with Male Householder	1.2%	1.9%	2.2%
With Related Children	0.6%	0.9%	1.1%
Other Family with Female Householder	3.3%	5.0%	5.8%
With Related Children	1.7%	2.8%	3.3%
Nonfamily Households	3.1%	5.2%	5.5%
All Households with Children	9.4%	11.1%	13.5%
Multigenerational Households	0.9%	1.3%	1.6%
Unmarried Partner Households	3.6%	5.3%	5.5%
Male-female	2.9%	4.8%	4.9%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	647	3,446	8,669
1 Person Household	22.6%	32.6%	27.7%
2 Person Household	64.5%	53.2%	54.7%
3 Person Household	6.3%	7.2%	8.9%
4 Person Household	4.3%	4.3%	5.7%
5 Person Household	1.4%	1.8%	2.1%
6 Person Household	0.6%	0.5%	0.6%
7 + Person Household	0.3%	0.4%	0.3%
2010 Households by Tenure and Mortgage Status			
Total	646	3,446	8,668
Owner Occupied	92.3%	75.9%	81.2%
Owned with a Mortgage/Loan	46.9%	39.0%	44.2%
Owned Free and Clear	45.4%	36.9%	37.1%
Renter Occupied	7.7%	24.1%	18.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,396	6,414	13,940
Housing Units Inside Urbanized Area	36.2%	73.4%	81.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	63.8%	26.6%	18.9%

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.	Silver & Gold (9A)	Silver & Gold (9A)	Silver & Gold (9A)
2.	The Elders (9C)	The Elders (9C)	Senior Escapes (9D)
3.	Top Tier (1A)	Senior Escapes (9D)	The Elders (9C)
2017 Consumer Spending			
Apparel & Services: Total \$	\$1,846,276	\$6,803,701	\$17,043,961
Average Spent	\$2,589.45	\$1,853.36	\$1,827.18
Spending Potential Index	120	86	85
Education: Total \$	\$1,101,901	\$3,856,532	\$9,659,324
Average Spent	\$1,545.44	\$1,050.54	\$1,035.52
Spending Potential Index	106	72	71
Entertainment/Recreation: Total \$	\$2,917,219	\$10,812,951	\$26,999,655
Average Spent	\$4,091.47	\$2,945.51	\$2,894.47
Spending Potential Index	131	94	93
Food at Home: Total \$	\$4,415,747	\$16,789,201	\$41,898,941
Average Spent	\$6,193.19	\$4,573.47	\$4,491.74
Spending Potential Index	123	91	89
Food Away from Home: Total \$	\$2,970,456	\$11,021,581	\$27,502,841
Average Spent	\$4,166.14	\$3,002.34	\$2,948.42
Spending Potential Index	125	90	88
Health Care: Total \$	\$5,796,149	\$21,838,133	\$53,975,830
Average Spent	\$8,129.24	\$5,948.82	\$5,786.43
Spending Potential Index	145	106	103
HH Furnishings & Equipment: Total \$	\$1,860,724	\$6,844,002	\$17,073,370
Average Spent	\$2,609.71	\$1,864.34	\$1,830.34
Spending Potential Index	134	96	94
Personal Care Products & Services: Total \$	\$759,579	\$2,834,872	\$7,014,463
Average Spent	\$1,065.33	\$772.23	\$751.98
Spending Potential Index	134	97	94
Shelter: Total \$	\$14,311,173	\$53,662,103	\$132,197,003
Average Spent	\$20,071.77	\$14,617.84	\$14,172.06
Spending Potential Index	124	90	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,591,434	\$9,542,621	\$23,448,799
Average Spent	\$3,634.55	\$2,599.46	\$2,513.81
Spending Potential Index	155	111	107
Travel: Total \$	\$2,036,093	\$7,390,803	\$18,304,241
Average Spent	\$2,855.67	\$2,013.29	\$1,962.29
Spending Potential Index	138	97	95
Vehicle Maintenance & Repairs: Total \$	\$1,009,978	\$3,775,630	\$9,428,430
Average Spent	\$1,416.52	\$1,028.50	\$1,010.77
Spending Potential Index	132	96	94

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.