EXPANDED PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 30.4183/-86.6525

RF5

421 Mary Esther Blvd **Mary Esther, FL 32569**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Population						
Estimated Population (2019)	9,423		46,599		71,074	
Projected Population (2024)	9,969		49,575		75,778	
Census Population (2010)	8,568		40,918		62,775	
Census Population (2000)	8,131		39,953		62,502	
Projected Annual Growth (2019 to 2024)	546	1.2%	2,976	1.3%	4,704	1.3%
Historical Annual Growth (2010 to 2019)	855	1.0%	5,681	1.4%	8,299	1.3%
Historical Annual Growth (2000 to 2010)	437	0.5%	965	0.2%	274	-
Estimated Population Density (2019)	3,001	psm	1,649	psm	905	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2019)	4,072		20,573		31,442	
Projected Households (2024)	4,170		21,218		32,506	
Census Households (2010)	3,601		17,347		26,706	
Census Households (2000)	3,402		16,706		26,259	
Estimated Households with Children (2019)	1,091	26.8%	5,388	26.2%	8,181	26.0%
Estimated Average Household Size (2019)	2.29		2.23		2.23	
Average Household Income						
Estimated Average Household Income (2019)	$69,583		$64,820		$68,830	
Projected Average Household Income (2024)	$81,384		$74,529		$79,132	
Estimated Average Family Income (2019)	$86,357		$77,341		$82,754	
Median Household Income						
Estimated Median Household Income (2019)	$57,977		$55,221		$58,866	
Projected Median Household Income (2024)	$66,960		$64,096		$68,190	
Estimated Median Family Income (2019)	$73,172		$68,125		$72,550	
Per Capita Income						
Estimated Per Capita Income (2019)	$30,343		$28,900		$30,703	
Projected Per Capita Income (2024)	$34,295		$32,163		$34,182	
Estimated Per Capita Income 5 Year Growth	$3,952	13.0%	$3,263	11.3%	$3,479	11.3%
Estimated Average Household Net Worth (2019)	$339,607		$351,047		$391,757	
Daytime Demos (2019)						
Total Businesses	746		3,120		4,414	
Total Employees	6,927		25,895		36,408	
Company Headquarter Businesses	2	0.2%	5	0.2%	13	0.3%
Company Headquarter Employees	164	2.4%	1,155	4.5%	1,421	3.9%
Employee Population per Business	9.3		8.3		8.2	
Residential Population per Business	12.6		14.9		16.1	

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Race & Ethnicity						
White (2019)	6,304	66.9%	32,275	69.3%	51,314	72.2%
Black or African American (2019)	1,849	19.6%	7,341	15.8%	9,576	13.5%
American Indian or Alaska Native (2019)	56	0.6%	330	0.7%	494	0.7%
Asian (2019)	467	5.0%	2,024	4.3%	2,966	4.2%
Hawaiian or Pacific Islander (2019)	31	0.3%	126	0.3%	184	0.3%
Other Race (2019)	233	2.5%	1,958	4.2%	2,639	3.7%
Two or More Races (2019)	482	5.1%	2,545	5.5%	3,901	5.5%
Not Hispanic or Latino Population (2019)	8,297	88.1%	40,284	86.4%	62,066	87.3%
Hispanic or Latino Population (2019)	1,126	11.9%	6,315	13.6%	9,008	12.7%
Not Hispanic or Latino Population (2024)	8,717	87.4%	42,542	85.8%	65,715	86.7%
Hispanic or Latino Population (2024)	1,253	12.6%	7,033	14.2%	10,063	13.3%
Not Hispanic or Latino Population (2010)	7,816	91.2%	36,767	89.9%	56,827	90.5%
Hispanic or Latino Population (2010)	752	8.8%	4,151	10.1%	5,948	9.5%
Not Hispanic or Latino Population (2000)	7,757	95.4%	38,042	95.2%	59,614	95.4%
Hispanic or Latino Population (2000)	374	4.6%	1,911	4.8%	2,888	4.6%
Projected Hispanic Annual Growth (2019 to 2024)	127	2.3%	718	2.3%	1,055	2.3%
Historic Hispanic Annual Growth (2000 to 2019)	751	10.6%	4,405	12.1%	6,120	11.2%
Age Distribution (2019)						
Age Under 5	570	6.0%	3,194	6.9%	4,792	6.7%
Age 5 to 9 Years	571	6.1%	2,740	5.9%	4,148	5.8%
Age 10 to 14 Years	497	5.3%	2,439	5.2%	3,766	5.3%
Age 15 to 19 Years	488	5.2%	2,371	5.1%	3,610	5.1%
Age 20 to 24 Years	689	7.3%	3,573	7.7%	5,344	7.5%
Age 25 to 29 Years	839	8.9%	4,484	9.6%	6,766	9.5%
Age 30 to 34 Years	730	7.7%	3,732	8.0%	5,618	7.9%
Age 35 to 39 Years	659	7.0%	3,167	6.8%	4,692	6.6%
Age 40 to 44 Years	489	5.2%	2,402	5.2%	3,675	5.2%
Age 45 to 49 Years	498	5.3%	2,391	5.1%	3,689	5.2%
Age 50 to 54 Years	587	6.2%	2,683	5.8%	4,098	5.8%
Age 55 to 59 Years	639	6.8%	3,060	6.6%	4,802	6.8%
Age 60 to 64 Years	604	6.4%	2,655	5.7%	4,185	5.9%
Age 65 to 74 Years	957	10.2%	4,250	9.1%	6,505	9.2%
Age 75 to 84 Years	482	5.1%	2,499	5.4%	3,922	5.5%
Age 85 Years or Over	124	1.3%	958	2.1%	1,463	2.1%
Median Age	36.8		36.2		36.9	
Gender Age Distribution (2019)						
Female Population	4,666	49.5%	23,010	49.4%	34,905	49.1%
Age 0 to 19 Years	1,039	22.3%	5,154	22.4%	7,774	22.3%
Age 20 to 64 Years	2,770	59.4%	13,500	58.7%	20,489	58.7%
Age 65 Years or Over	857	18.4%	4,356	18.9%	6,642	19.0%
Female Median Age	38.3		38.2		38.9	
Male Population	4,757	50.5%	23,589	50.6%	36,169	50.9%
Age 0 to 19 Years	1,087	22.9%	5,589	23.7%	8,542	23.6%
Age 20 to 64 Years	2,964	62.3%	14,648	62.1%	22,379	61.9%
Age 65 Years or Over	706	14.8%	3,351	14.2%	5,247	14.5%
Male Median Age	35.6		34.6		35.3	

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Household Income Distribution (2019)						
HH Income $200,000 or More	65	1.6%	501	2.4%	938	3.0%
HH Income $150,000 to $199,999	166	4.1%	721	3.5%	1,329	4.2%
HH Income $100,000 to $149,999	573	14.1%	2,403	11.7%	4,017	12.8%
HH Income $75,000 to $99,999	567	13.9%	2,896	14.1%	4,771	15.2%
HH Income $50,000 to $74,999	937	23.0%	4,586	22.3%	6,847	21.8%
HH Income $35,000 to $49,999	517	12.7%	2,943	14.3%	4,425	14.1%
HH Income $25,000 to $34,999	335	8.2%	2,020	9.8%	2,929	9.3%
HH Income $15,000 to $24,999	460	11.3%	2,345	11.4%	3,297	10.5%
HH Income Under $15,000	451	11.1%	2,158	10.5%	2,888	9.2%
HH Income $35,000 or More	2,826	69.4%	14,050	68.3%	22,328	71.0%
HH Income $75,000 or More	1,371	33.7%	6,521	31.7%	11,056	35.2%
Housing (2019)						
Total Housing Units	4,283		22,492		34,617	
Housing Units Occupied	4,072	95.1%	20,573	91.5%	31,442	90.8%
Housing Units Owner-Occupied	2,458	60.4%	10,864	52.8%	17,128	54.5%
Housing Units, Renter-Occupied	1,614	39.6%	9,709	47.2%	14,314	45.5%
Housing Units, Vacant	210	5.2%	1,919	9.3%	3,174	10.1%
Marital Status (2019)						
Never Married	2,224	28.6%	11,426	29.9%	17,109	29.3%
Currently Married	3,680	47.3%	15,642	40.9%	24,532	42.0%
Separated	348	4.5%	1,917	5.0%	2,912	5.0%
Widowed	468	6.0%	2,649	6.9%	3,923	6.7%
Divorced	1,065	13.7%	6,592	17.2%	9,892	16.9%
Household Type (2019)						
Population Family	7,343	77.9%	34,742	74.6%	53,405	75.1%
Population Non-Family	1,962	20.8%	11,052	23.7%	16,561	23.3%
Population Group Quarters	117	1.2%	805	1.7%	1,108	1.6%
Family Households	2,523	61.9%	11,810	57.4%	18,239	58.0%
Non-Family Households	1,550	38.1%	8,763	42.6%	13,203	42.0%
Married Couple with Children	580	15.8%	2,888	18.5%	4,549	18.5%
Average Family Household Size	2.9		2.9		2.9	
Household Size (2019)						
1 Person Households	1,236	30.4%	7,002	34.0%	10,580	33.6%
2 Person Households	1,503	36.9%	7,210	35.0%	11,179	35.6%
3 Person Households	678	16.7%	3,112	15.1%	4,727	15.0%
4 Person Households	389	9.6%	1,926	9.4%	2,952	9.4%
5 Person Households	169	4.1%	852	4.1%	1,309	4.2%
6 or More Person Households	97	2.4%	471	2.3%	695	2.2%
Household Vehicles (2019)						
Households with 0 Vehicles Available	221	5.4%	1,389	6.8%	1,842	5.9%
Households with 1 Vehicles Available	1,397	34.3%	8,057	39.2%	12,431	39.5%
Households with 2 or More Vehicles Available	2,454	60.3%	11,127	54.1%	17,170	54.6%
Total Vehicles Available	7,137		34,202		53,230	
Average Vehicles Per Household	1.8		1.7		1.7	

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Labor Force (2019)						
Estimated Labor Population Age 16 Years or Over	7,700		37,777		57,687	
Estimated Civilian Employed	4,449	57.8%	21,961	58.1%	33,847	58.7%
Estimated Civilian Unemployed	101	1.3%	546	1.4%	828	1.4%
Estimated in Armed Forces	343	4.5%	1,897	5.0%	2,963	5.1%
Estimated Not in Labor Force	2,806	36.4%	13,373	35.4%	20,050	34.8%
Unemployment Rate	1.3%		1.4%		1.4%	
Occupation (2019)						
Occupation: Population Age 16 Years or Over	4,449		21,961		33,847	
Management, Business, Financial Operations	630	14.2%	3,042	13.9%	4,519	13.3%
Professional, Related	869	19.5%	4,003	18.2%	6,628	19.6%
Service	1,126	25.3%	5,205	23.7%	7,885	23.3%
Sales, Office	963	21.6%	5,363	24.4%	8,277	24.5%
Farming, Fishing, Forestry	11	0.3%	73	0.3%	101	0.3%
Construct, Extraction, Maintenance	456	10.2%	2,505	11.4%	3,795	11.2%
Production, Transport Material Moving	394	8.9%	1,770	8.1%	2,643	7.8%
White Collar Workers	2,462	55.3%	12,408	56.5%	19,424	57.4%
Blue Collar Workers	1,987	44.7%	9,553	43.5%	14,423	42.6%
Consumer Expenditure (2019)						
Total Household Expenditure	$222.63 M		$1.07 B		$1.7 B	
Total Non-Retail Expenditure	$117.16 M	52.6%	$563.49 M	52.7%	$897.46 M	52.7%
Total Retail Expenditure	$105.48 M	47.4%	$505.12 M	47.3%	$804.94 M	47.3%
Apparel	$7.7 M	3.5%	$37.04 M	3.5%	$59.14 M	3.5%
Contributions	$6.92 M	3.1%	$33.31 M	3.1%	$53.48 M	3.1%
Education	$6.04 M	2.7%	$29.06 M	2.7%	$46.83 M	2.8%
Entertainment	$12.34 M	5.5%	$59.01 M	5.5%	$94.44 M	5.5%
Food and Beverages	$33.16 M	14.9%	$159.13 M	14.9%	$253.05 M	14.9%
Furnishings and Equipment	$7.7 M	3.5%	$36.8 M	3.4%	$58.88 M	3.5%
Gifts	$5.18 M	2.3%	$25.05 M	2.3%	$40.17 M	2.4%
Health Care	$19.31 M	8.7%	$92.48 M	8.7%	$146.94 M	8.6%
Household Operations	$8.59 M	3.9%	$41.26 M	3.9%	$65.9 M	3.9%
Miscellaneous Expenses	$4.19 M	1.9%	$20.09 M	1.9%	$32.06 M	1.9%
Personal Care	$2.99 M	1.3%	$14.33 M	1.3%	$22.84 M	1.3%
Personal Insurance	$1.49 M	0.7%	$7.07 M	0.7%	$11.38 M	0.7%
Reading	$482.11 K	0.2%	$2.32 M	0.2%	$3.7 M	0.2%
Shelter	$47.14 M	21.2%	$227.2 M	21.3%	$361.15 M	21.2%
Tobacco	$1.48 M	0.7%	$7.18 M	0.7%	$11.24 M	0.7%
Transportation	$40.85 M	18.3%	$195.24 M	18.3%	$311.37 M	18.3%
Utilities	$17.06 M	7.7%	$82.05 M	7.7%	$129.84 M	7.6%
Educational Attainment (2019)						
Adult Population Age 25 Years or Over	6,608		32,283		49,414	
Elementary (Grade Level 0 to 8)	202	3.1%	1,124	3.5%	1,701	3.4%
Some High School (Grade Level 9 to 11)	740	11.2%	2,553	7.9%	3,221	6.5%
High School Graduate	1,811	27.4%	8,899	27.6%	12,876	26.1%
Some College	1,684	25.5%	8,140	25.2%	12,739	25.8%
Associate Degree Only	455	6.9%	3,059	9.5%	4,954	10.0%
Bachelor Degree Only	1,085	16.4%	5,345	16.6%	8,469	17.1%
Graduate Degree	631	9.5%	3,162	9.8%	5,454	11.0%

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Units In Structure (2019)						
1 Detached Unit	2,796	77.7%	11,915	68.7%	18,631	69.8%
1 Attached Unit	198	5.5%	1,279	7.4%	2,083	7.8%
2 to 4 Units	339	9.4%	2,012	11.6%	3,106	11.6%
5 to 9 Units	305	8.5%	1,580	9.1%	2,273	8.5%
10 to 19 Units	55	1.5%	872	5.0%	1,197	4.5%
20 to 49 Units	111	3.1%	817	4.7%	1,194	4.5%
50 or More Units	133	3.7%	1,179	6.8%	1,646	6.2%
Mobile Home or Trailer	133	3.7%	881	5.1%	1,250	4.7%
Other Structure	1	-	38	0.2%	63	0.2%
Homes Built By Year (2019)						
Homes Built 2010 or later	82	2.3%	935	5.4%	1,557	5.8%
Homes Built 2000 to 2009	532	14.8%	2,442	14.1%	3,465	13.0%
Homes Built 1990 to 1999	400	11.1%	2,198	12.7%	3,766	14.1%
Homes Built 1980 to 1989	916	25.4%	5,035	29.0%	7,673	28.7%
Homes Built 1970 to 1979	984	27.3%	4,524	26.1%	6,680	25.0%
Homes Built 1960 to 1969	770	21.4%	3,550	20.5%	4,897	18.3%
Homes Built 1950 to 1959	301	8.4%	1,657	9.6%	2,972	11.1%
Homes Built Before 1949	86	2.4%	231	1.3%	432	1.6%
Home Values (2019)						
Home Values $1,000,000 or More	11	0.5%	33	0.3%	69	0.5%
Home Values $500,000 to $999,999	93	4.2%	598	6.4%	998	6.7%
Home Values $400,000 to $499,999	105	4.8%	521	5.5%	925	6.2%
Home Values $300,000 to $399,999	232	10.6%	1,059	11.2%	1,785	12.1%
Home Values $200,000 to $299,999	614	27.9%	2,794	29.7%	4,607	31.1%
Home Values $150,000 to $199,999	543	24.7%	2,259	24.0%	3,529	23.8%
Home Values $100,000 to $149,999	539	24.5%	2,176	23.1%	3,106	21.0%
Home Values $70,000 to $99,999	190	8.6%	791	8.4%	1,169	7.9%
Home Values $50,000 to $69,999	35	1.6%	168	1.8%	241	1.6%
Home Values $25,000 to $49,999	37	1.7%	211	2.2%	302	2.0%
Home Values Under $25,000	47	2.1%	217	2.3%	337	2.3%
Owner-Occupied Median Home Value	$188,676		$196,179		$203,945	
Renter-Occupied Median Rent	$858		$861		$870	
Transportation To Work (2019)						
Drive to Work Alone	3,475	82.2%	17,091	81.5%	26,130	81.8%
Drive to Work in Carpool	532	12.6%	2,384	11.4%	3,570	11.2%
Travel to Work by Public Transportation	5	0.1%	105	0.5%	189	0.6%
Drive to Work on Motorcycle	10	0.2%	67	0.3%	94	0.3%
Walk or Bicycle to Work	88	2.1%	707	3.4%	881	2.8%
Other Means	43	1.0%	305	1.5%	467	1.5%
Work at Home	74	1.8%	322	1.5%	610	1.9%
Travel Time (2019)						
Travel to Work in 14 Minutes or Less	1,867	44.2%	8,555	40.8%	12,579	39.4%
Travel to Work in 15 to 29 Minutes	1,411	33.4%	7,891	37.6%	12,264	38.4%
Travel to Work in 30 to 59 Minutes	790	18.7%	4,081	19.5%	6,515	20.4%
Travel to Work in 60 Minutes or More	303	7.2%	1,091	5.2%	1,839	5.8%
Average Minutes Travel to Work	16.8		16.7		17.5	

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