



Market Profile

Marion
 Marion County, FL (12083)
 Geography: County

Marion County...

Population Summary	
2000 Total Population	258,916
2010 Total Population	331,298
2018 Total Population	357,133
2018 Group Quarters	8,967
2023 Total Population	379,298
2018-2023 Annual Rate	1.21%
2018 Total Daytime Population	343,346
Workers	115,645
Residents	227,701
Household Summary	
2000 Households	106,755
2000 Average Household Size	2.36
2010 Households	137,726
2010 Average Household Size	2.35
2018 Households	145,941
2018 Average Household Size	2.39
2023 Households	154,581
2023 Average Household Size	2.40
2018-2023 Annual Rate	1.16%
2010 Families	92,554
2010 Average Family Size	2.80
2018 Families	97,286
2018 Average Family Size	2.84
2023 Families	102,705
2023 Average Family Size	2.85
2018-2023 Annual Rate	1.09%
Housing Unit Summary	
2000 Housing Units	122,663
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	13.0%
2010 Housing Units	164,050
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	16.0%
2018 Housing Units	173,932
Owner Occupied Housing Units	58.4%
Renter Occupied Housing Units	25.5%
Vacant Housing Units	16.1%
2023 Housing Units	183,649
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	15.8%
Median Household Income	
2018	\$43,425
2023	\$50,667
Median Home Value	
2018	\$165,654
2023	\$197,359
Per Capita Income	
2018	\$25,594
2023	\$30,301
Median Age	
2010	47.3
2018	50.2
2023	51.7

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	145,941
<\$15,000	12.8%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	2.4%
\$200,000+	2.8%
Average Household Income	\$60,497

2023 Households by Income

Household Income Base	154,581
<\$15,000	10.2%
\$15,000 - \$24,999	10.5%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	3.2%
\$200,000+	3.8%
Average Household Income	\$72,334

2018 Owner Occupied Housing Units by Value

Total	101,570
<\$50,000	11.3%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	15.2%
\$150,000 - \$199,999	17.2%
\$200,000 - \$249,999	12.6%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	8.8%
\$400,000 - \$499,999	3.5%
\$500,000 - \$749,999	2.3%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	1.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.3%
Average Home Value	\$208,035

2023 Owner Occupied Housing Units by Value

Total	110,638
<\$50,000	7.7%
\$50,000 - \$99,999	13.2%
\$100,000 - \$149,999	12.9%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	13.7%
\$250,000 - \$299,999	10.9%
\$300,000 - \$399,999	12.5%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.4%
Average Home Value	\$250,837

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age	
Total	331,298
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	10.7%
25 - 34	9.6%
35 - 44	10.8%
45 - 54	13.4%
55 - 64	13.9%
65 - 74	14.2%
75 - 84	8.7%
85 +	2.8%
18 +	80.6%
2018 Population by Age	
Total	357,133
0 - 4	4.7%
5 - 9	4.9%
10 - 14	5.0%
15 - 24	9.6%
25 - 34	10.4%
35 - 44	9.7%
45 - 54	11.4%
55 - 64	14.4%
65 - 74	16.7%
75 - 84	9.6%
85 +	3.6%
18 +	82.6%
2023 Population by Age	
Total	379,298
0 - 4	4.5%
5 - 9	4.7%
10 - 14	5.0%
15 - 24	9.0%
25 - 34	9.9%
35 - 44	10.2%
45 - 54	10.4%
55 - 64	13.7%
65 - 74	17.3%
75 - 84	11.6%
85 +	3.8%
18 +	82.9%
2010 Population by Sex	
Males	158,993
Females	172,305
2018 Population by Sex	
Males	171,657
Females	185,476
2023 Population by Sex	
Males	182,824
Females	196,474

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	331,298
White Alone	81.0%
Black Alone	12.3%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.1%
Hispanic Origin	10.9%
Diversity Index	45.9

2018 Population by Race/Ethnicity

Total	357,133
White Alone	78.6%
Black Alone	13.1%
American Indian Alone	0.5%
Asian Alone	1.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.6%
Hispanic Origin	13.3%
Diversity Index	51.1

2023 Population by Race/Ethnicity

Total	379,298
White Alone	76.9%
Black Alone	13.5%
American Indian Alone	0.5%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.0%
Two or More Races	3.0%
Hispanic Origin	15.5%
Diversity Index	55.0

2010 Population by Relationship and Household Type

Total	331,298
In Households	97.5%
In Family Households	80.8%
Householder	27.9%
Spouse	21.1%
Child	25.4%
Other relative	3.7%
Nonrelative	2.6%
In Nonfamily Households	16.7%
In Group Quarters	2.5%
Institutionalized Population	2.3%
Noninstitutionalized Population	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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	270,922
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	30.5%
GED/Alternative Credential	6.2%
Some College, No Degree	21.3%
Associate Degree	9.3%
Bachelor's Degree	12.6%
Graduate/Professional Degree	6.7%
2018 Population 15+ by Marital Status	
Total	305,226
Never Married	26.0%
Married	50.9%
Widowed	9.0%
Divorced	14.1%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	94.0%
Civilian Unemployed (Unemployment Rate)	6.0%
2018 Employed Population 16+ by Industry	
Total	125,078
Agriculture/Mining	2.6%
Construction	8.7%
Manufacturing	6.3%
Wholesale Trade	2.3%
Retail Trade	14.7%
Transportation/Utilities	4.5%
Information	1.6%
Finance/Insurance/Real Estate	5.2%
Services	49.3%
Public Administration	4.6%
2018 Employed Population 16+ by Occupation	
Total	125,078
White Collar	54.6%
Management/Business/Financial	10.1%
Professional	17.1%
Sales	12.9%
Administrative Support	14.6%
Services	24.8%
Blue Collar	20.6%
Farming/Forestry/Fishing	1.4%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.8%
Production	4.6%
Transportation/Material Moving	5.2%
2010 Population By Urban/ Rural Status	
Total Population	331,298
Population Inside Urbanized Area	61.2%
Population Inside Urbanized Cluster	7.8%
Rural Population	31.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	137,726
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	67.2%
Husband-wife Families	50.9%
With Related Children	14.5%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.3%
With Related Children	2.5%
Other Family with Female Householder	12.0%
With Related Children	7.6%
Nonfamily Households	6.1%
All Households with Children	25.0%

2010 Households by Size

Multigenerational Households	3.8%
Unmarried Partner Households	7.0%
Male-female	6.3%
Same-sex	0.7%

2010 Households by Size

Total	137,726
1 Person Household	26.7%
2 Person Household	42.4%
3 Person Household	13.3%
4 Person Household	9.8%
5 Person Household	4.8%
6 Person Household	1.9%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	137,726
Owner Occupied	76.3%
Owned with a Mortgage/Loan	43.7%
Owned Free and Clear	32.6%
Renter Occupied	23.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	164,050
Housing Units Inside Urbanized Area	61.8%
Housing Units Inside Urbanized Cluster	7.7%
Rural Housing Units	30.5%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. The Elders (9C)
2. Senior Escapes (9D)
3. The Great Outdoors (6C)

2018 Consumer Spending

Apparel & Services: Total \$	\$223,927,798
Average Spent	\$1,534.37
Spending Potential Index	71
Education: Total \$	\$130,988,031
Average Spent	\$897.54
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$353,004,732
Average Spent	\$2,418.82
Spending Potential Index	75
Food at Home: Total \$	\$552,951,710
Average Spent	\$3,788.87
Spending Potential Index	75
Food Away from Home: Total \$	\$372,115,472
Average Spent	\$2,549.77
Spending Potential Index	73
Health Care: Total \$	\$673,514,726
Average Spent	\$4,614.98
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$227,320,824
Average Spent	\$1,557.62
Spending Potential Index	75
Personal Care Products & Services: Total \$	\$90,537,326
Average Spent	\$620.37
Spending Potential Index	75
Shelter: Total \$	\$1,747,020,853
Average Spent	\$11,970.73
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$279,496,992
Average Spent	\$1,915.14
Spending Potential Index	77
Travel: Total \$	\$226,240,873
Average Spent	\$1,550.22
Spending Potential Index	72
Vehicle Maintenance & Repairs: Total \$	\$120,146,219
Average Spent	\$823.25
Spending Potential Index	77

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

August 14, 2018