



in partnership with



Know Your Community Report

You are reading one of the most important reports for your church.

If you don't know your community, then it is difficult to reach your community.

What makes the *Know Your Community* report so important?

Your church's address is not an accident. God sovereignly placed your church there to reach the people around you. Do you know them? This report will help you understand your neighbors. Jesus' Great Commandment (Matthew 22:34-40) gives clear instructions: Love your neighbor. Knowing your neighbor is the first step to loving your neighbor.

What is in this report?

The next several pages will reveal what makes your community unique. This report includes two key attributes often used to describe a particular group of people: 1) Demographics and 2) Psychographics.

Demographics are *who* people are. Common demographics include age, gender, and ethnicity. These attributes are often external features not related to what a person believes or how a person behaves.

Psychographics are *what* people prefer. Common psychographics include motivations, beliefs, and priorities. These attributes are often internal features that are impossible to know without asking.

How should you read this report?

Undoubtedly, there is a lot of information here! You may need to read the report several times to process everything. Start with the first section, which includes several infographs. They make digesting the data easier. Then move to the more detailed section. Look for surprises and confirmations. Surprises are those pieces of data you did not expect. Confirmations will corroborate what you already believe about your community.

What should you do with surprises and confirmations?

Surprises reveal areas of needed ministry. For example, if your community is younger than anticipated, then you should examine your ministries to see if they are aligned with reaching this demographic.

Confirmations reveal areas of focus. If you know your community is ethnically diverse, and this report corroborates your perception, then your church should stay focused on ethnic diversity.

How is the community defined?

In most cases, we use drive time to determine the boundaries of the community. Common drive times are ten minutes (for more dense communities) and twenty minutes (for less dense communities). We use drive time for a few reasons:

- Other reports use a radius around the location to determine the community. But a radius definition often draws in features that distort data. A large lake or a major highway can alter the results when included in a radius. Drive time works around these distortions for a clearer picture of the true community.
- Drive time is an easy way to grasp your community. Other reports use zip codes to determine the community, but most people do not quickly recall where one zip code ends and another begins.

In select cases, we will use either a radius or zip codes to determine the boundaries of the community. Some locations require a different approach than drive time.

How accurate is the data?

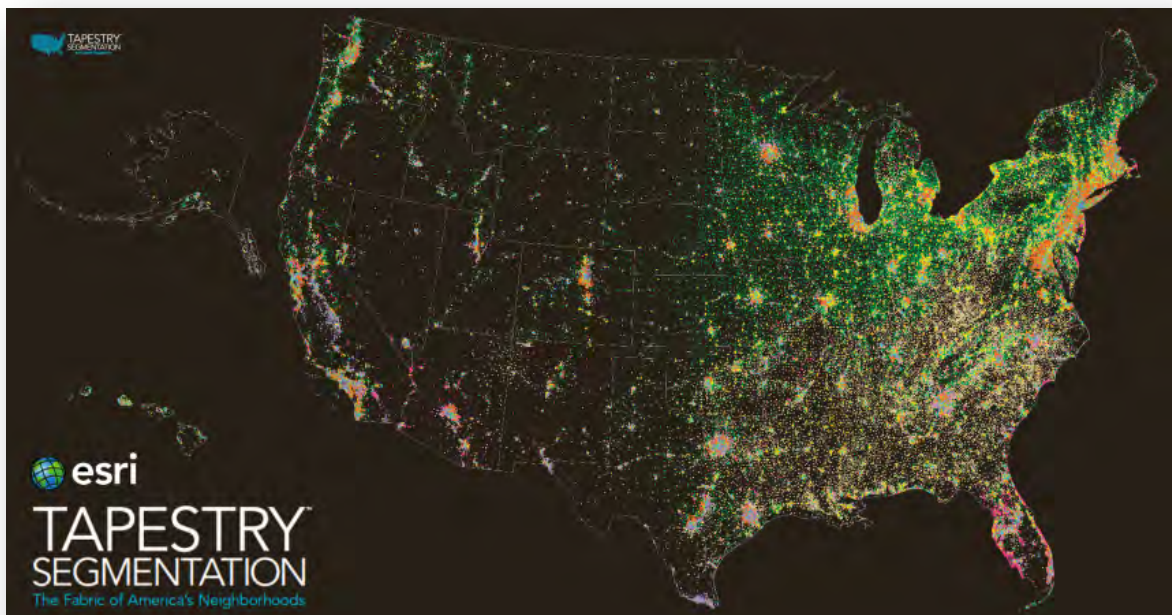
We partner with ESRI to produce these reports. ESRI's software is the most powerful mapping and spatial data analytics technology available.

How was the *Know Your Community* report created?

Our team spent months developing a proprietary process that assembles the most relevant data for your church. Billions of data points exist within ESRI's systems. We've streamlined an approach that brings you the most pertinent features of your community in a way that is understandable.

What is tapestry segmentation?

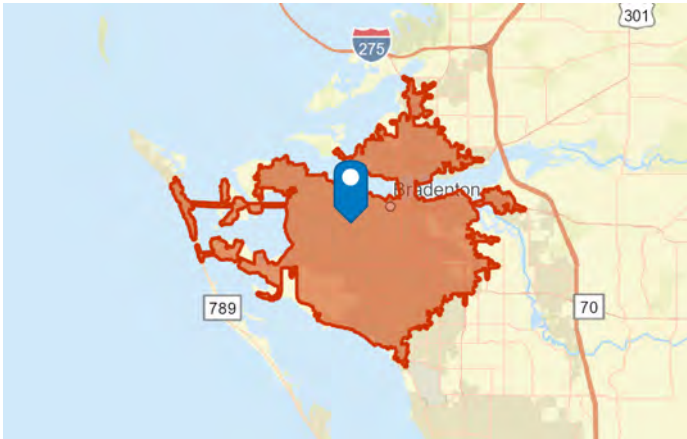
There is a special report called "Tapestry Segmentation" in the detailed section following the infographs. It's one of the unique features of the *Know Your Community* report. Tapestry segmentation classifies neighborhoods into sixty-seven unique segments based on both demographics and psychographics. Several easy-to-understand terms are used to describe communities. You will read terms like "Rooted Rural" and "Rustbelt Traditions" and "Up and Coming Families." The below picture demonstrates the uniqueness of communities in the United States. Tapestry segmentation is a way to understand the nuances of your neighborhood.



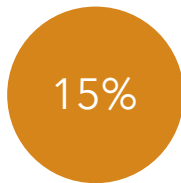
Look at your top ten tapestry segmentations. Likely, the top ten segments make up the vast majority of your community. Then [click here](#) to find many more details about each segment. Read about your top ten segments and take notes about what surprises you and what confirms your perceptions about your community. This exercise may take a couple of hours, but you will learn a lot about the people in your community.

1305 43rd St W, Bradenton, Florida, 34209

1305 43rd St W, Bradenton, Florida, 34209



EDUCATION



No High School Diploma



35%
High School Graduate



28%
Some College



23%
Bachelor's/Grad/Prof Degree

KEY FACTS

182,228

Population



Median Age



2.3
Average Household Size

\$49,630

Median Household Income

BUSINESS



6,999

Total Businesses

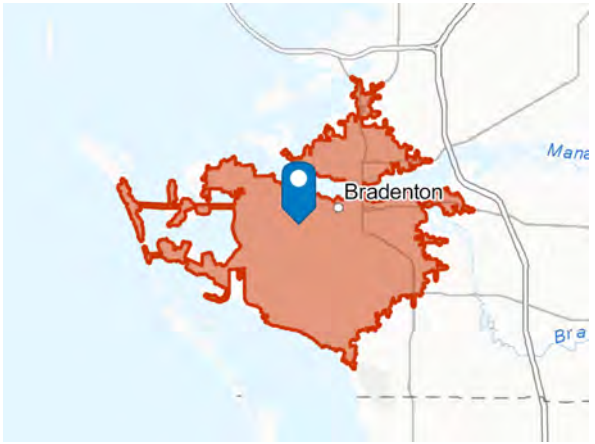


70,186

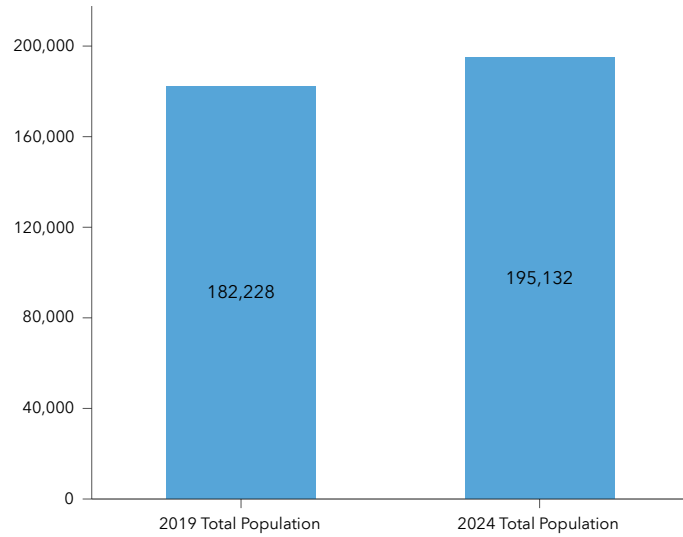
Total Employees

1305 43rd St W, Bradenton,

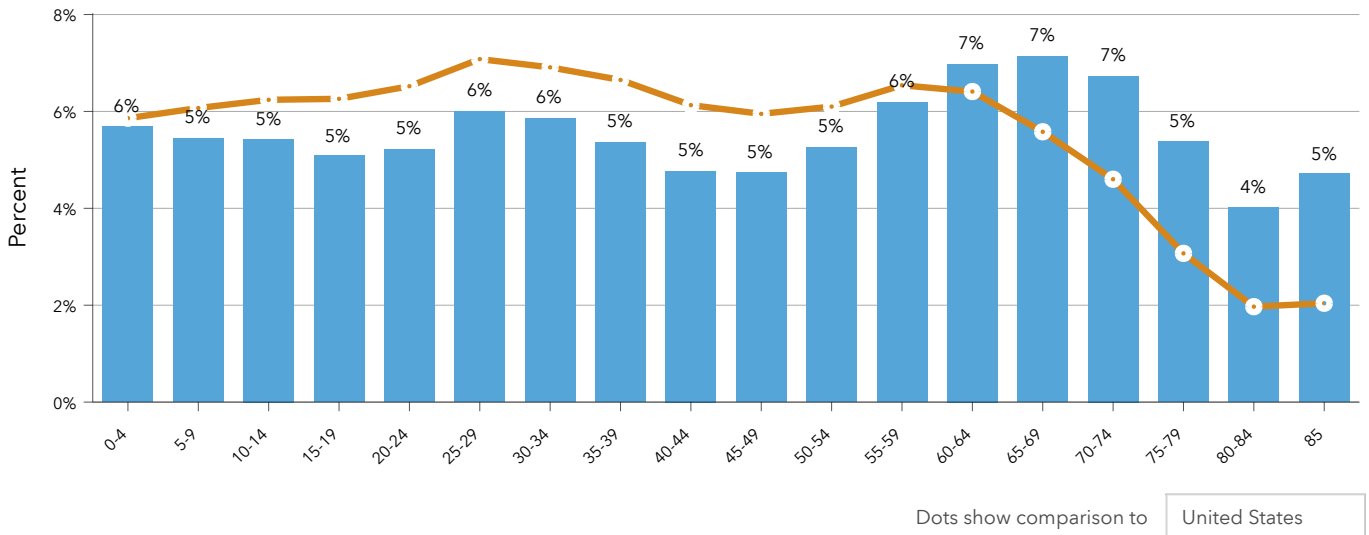
1305 43rd St W, Bradenton, Florida, 34209



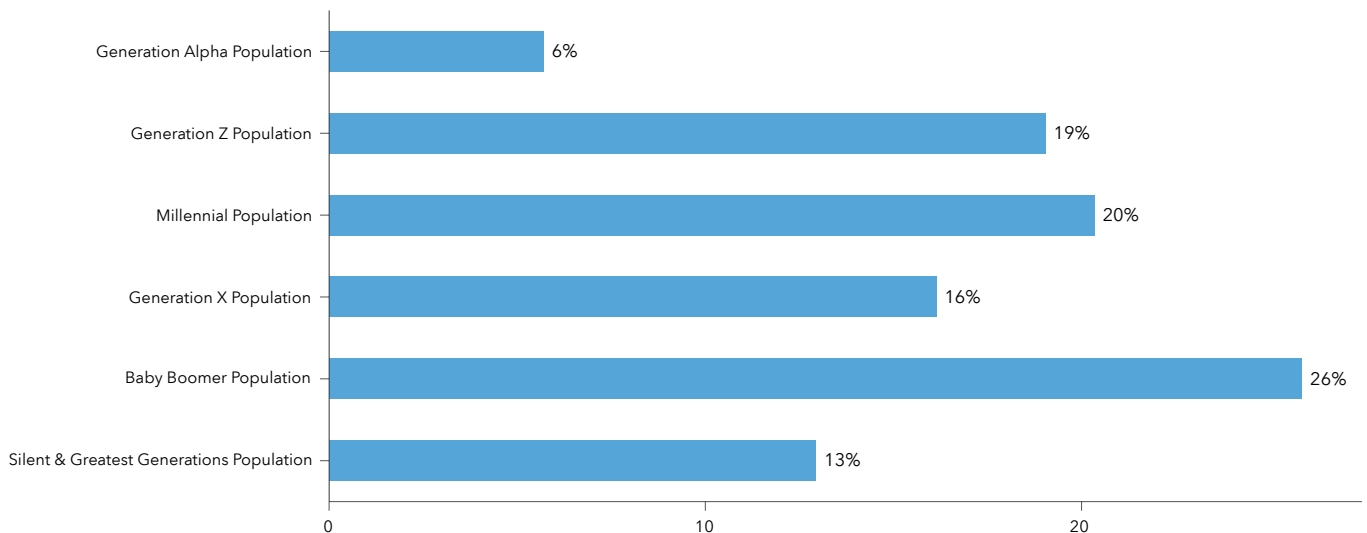
Population Growth



Age Profile

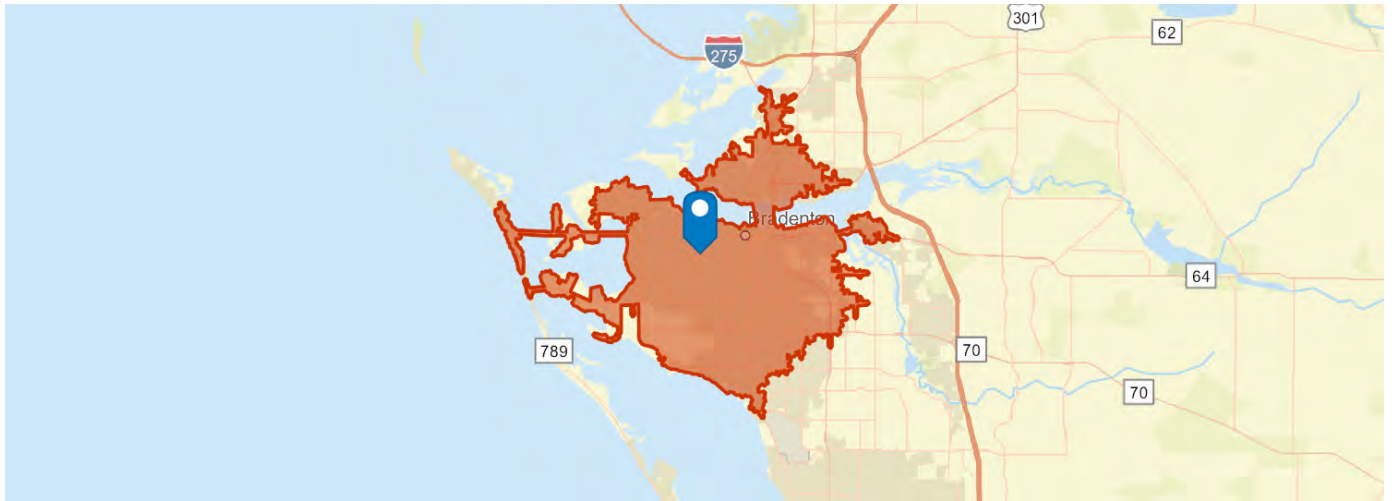


Generations

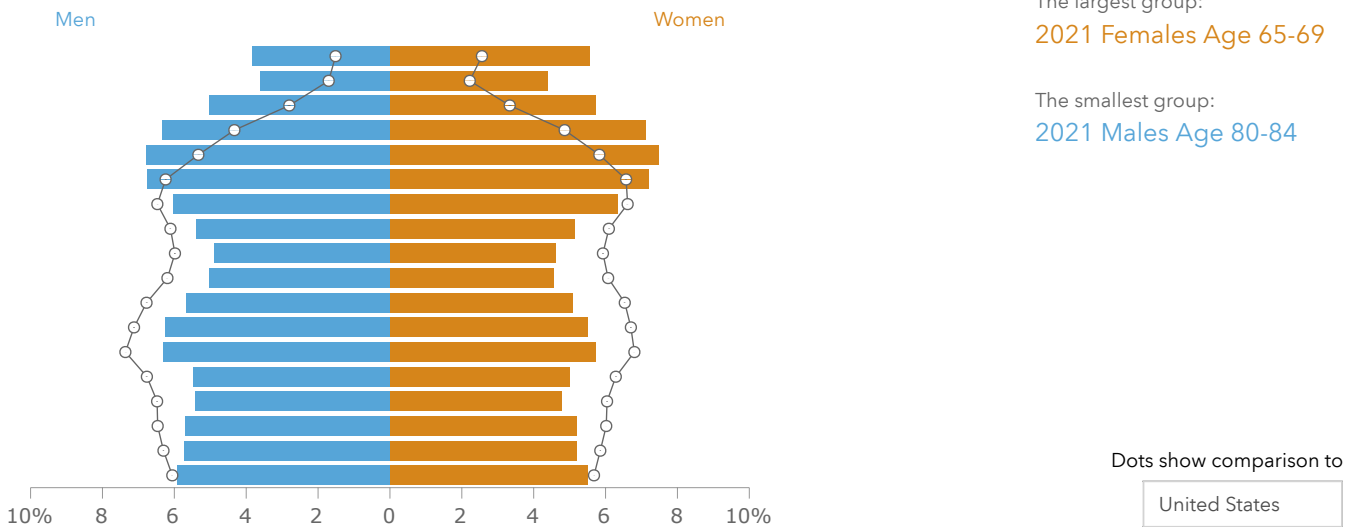


1305 43rd St W, Bradenton, Florida, 34209

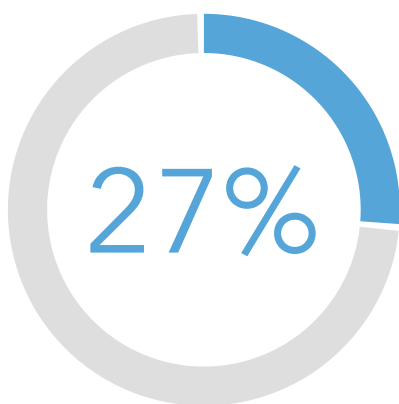
1305 43rd St W, Bradenton, Florida, 34209



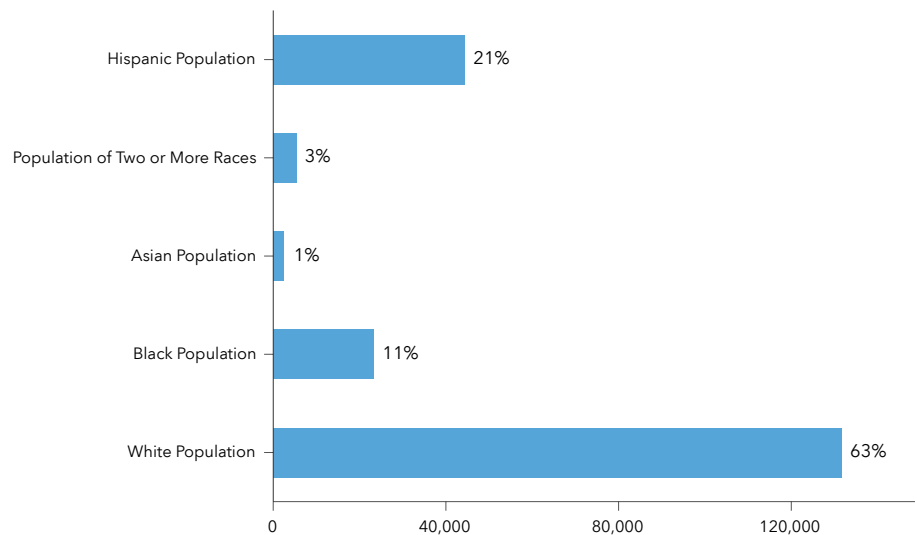
Age Pyramid



2026 Hispanic Population

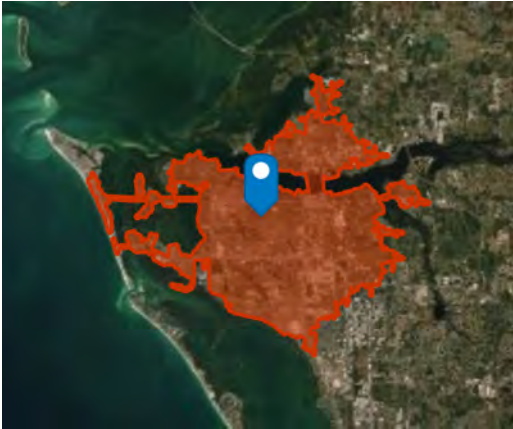


Current Population by Race



1305 43rd St W, Bradenton,

1305 43rd St W, Bradenton, Florida, 34209



Households By Income

The largest group: \$50,000 - \$74,999 (19.9%)

The smallest group: \$150,000 - \$199,999 (3.2%)

Indicator ▲	Value	Diff
<\$15,000	9.3%	-0.5%
\$15,000 - \$24,999	12.7%	+4.5%
\$25,000 - \$34,999	11.3%	+2.9%
\$35,000 - \$49,999	17.1%	+5.2%
\$50,000 - \$74,999	19.9%	+2.6%
\$75,000 - \$99,999	11.7%	-1.1%
\$100,000 - \$149,999	10.7%	-5.1%
\$150,000 - \$199,999	3.2%	-4%
\$200,000+	4.2%	-4.3%

Bars show deviation from United States

POPULATION BY GENERATION



12.9%

Greatest Gen:
Born 1945/Earlier



25.9%

Baby Boomer:
Born 1946 to 1964



16.1%

Generation X:
Born 1965 to 1980



20.3%

Millennial:
Born 1981 to
1998



19.1%

Generation Z:
Born 1999 to
2016



5.7%

Alpha: Born
2017 to Present

Race and Ethnicity

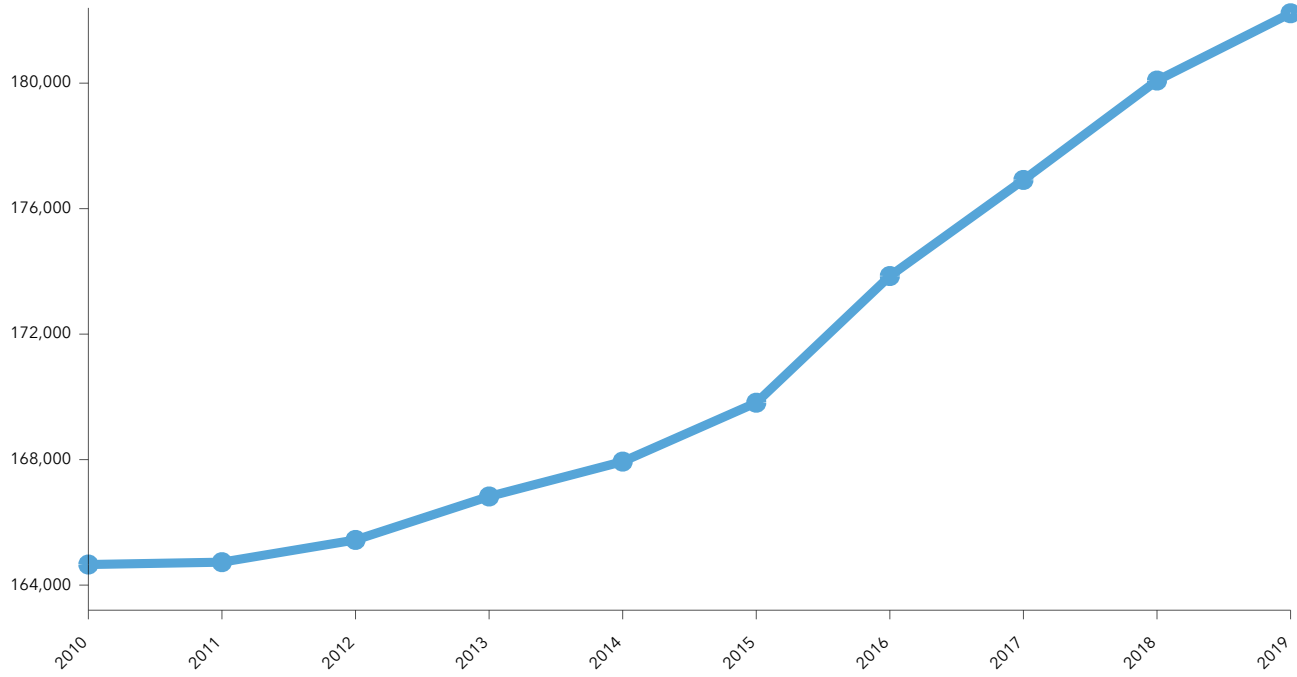
The largest group: White Alone (72.21)

The smallest group: Pacific Islander Alone (0.1)

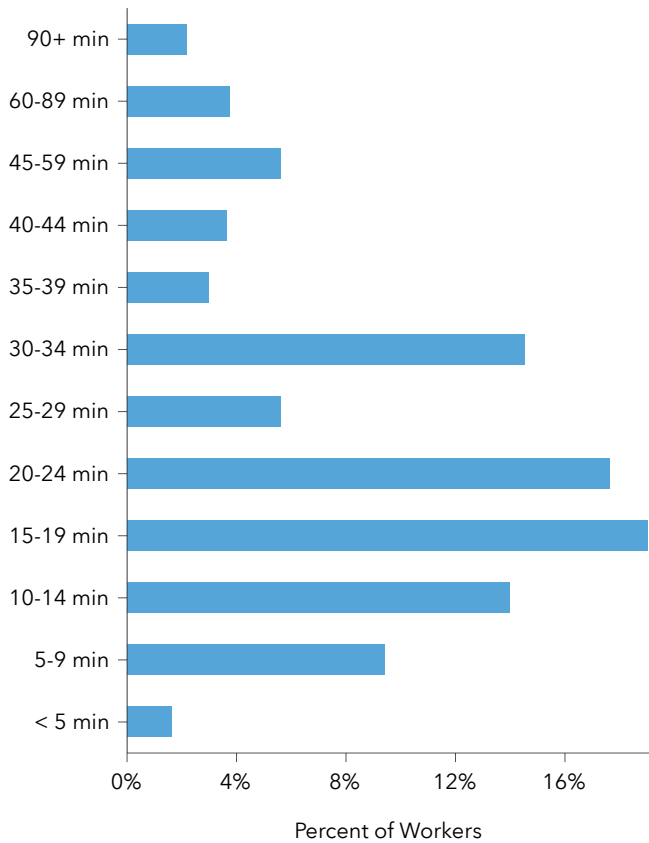
Indicator ▲	Value	Diff
White Alone	72.21	+3.04
Black Alone	12.77	-0.22
American Indian/Alaska Native Alone	0.42	-0.57
Asian Alone	1.39	-4.54
Pacific Islander Alone	0.1	-0.1
Other Race	10.11	+3
Two or More Races	3	-0.61
Hispanic Origin (Any Race)	24.35	+5.43

Bars show deviation from United States

Population Trend



TRAVEL TIME TO WORK



AT RISK



20,888

Households With Disability



370

Pop 65+ Speak Spanish & No English

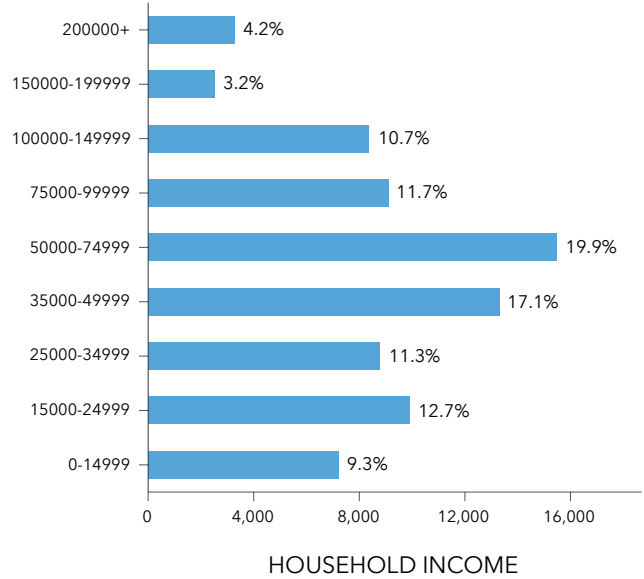
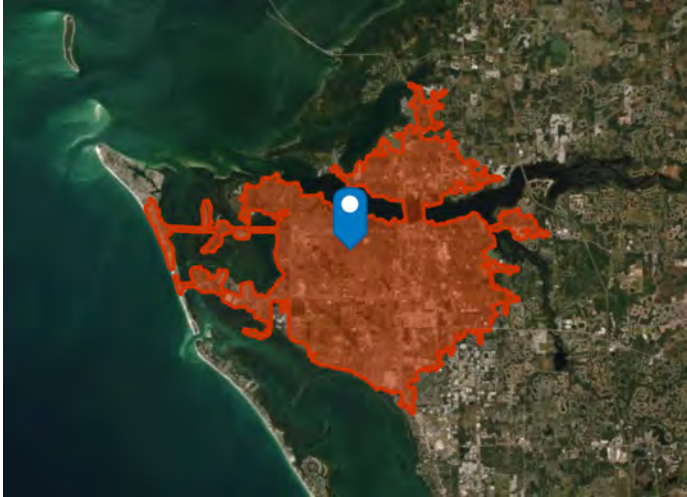


1,623

Households Without Vehicle

1305 43rd St W, Bradenton, Florida,

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HOUSING STATS

INCOME



\$230,612

Median Home Value



\$7,549

Average Spent on Mortgage & Basics



\$897

Median Contract Rent



\$49,630

Median Household Income



\$29,624

Per Capita Income



\$141,644

Median Net Worth

EMPLOYMENT



58%

White Collar



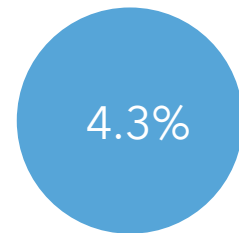
26%

Blue Collar



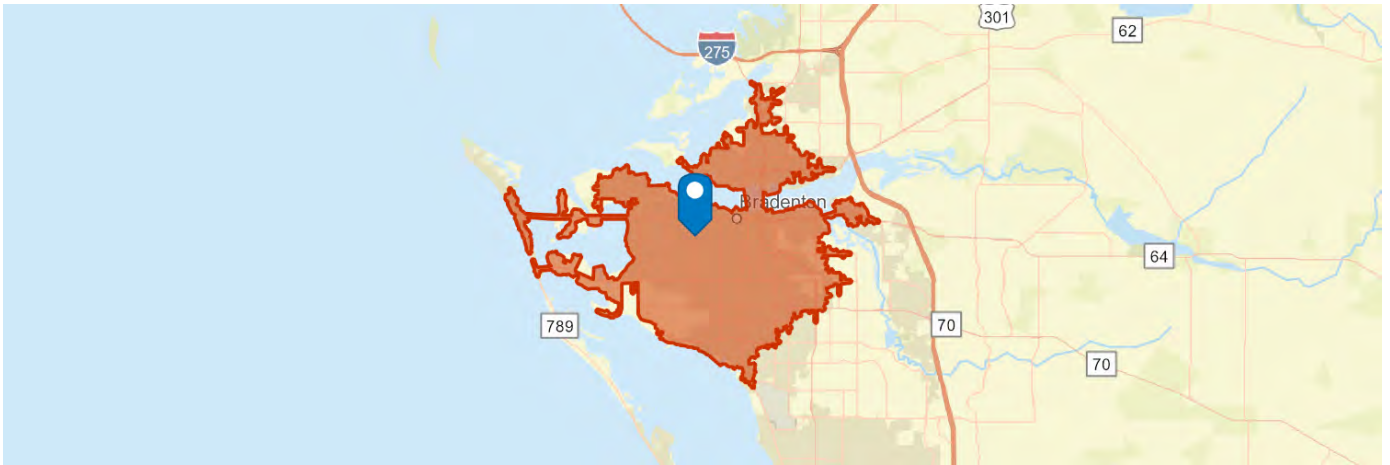
Services

16%

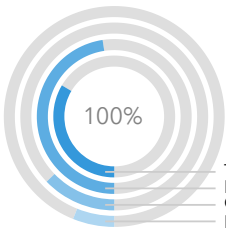


Unemployment Rate

1305 43rd St W, Bradenton, Florida, 34209

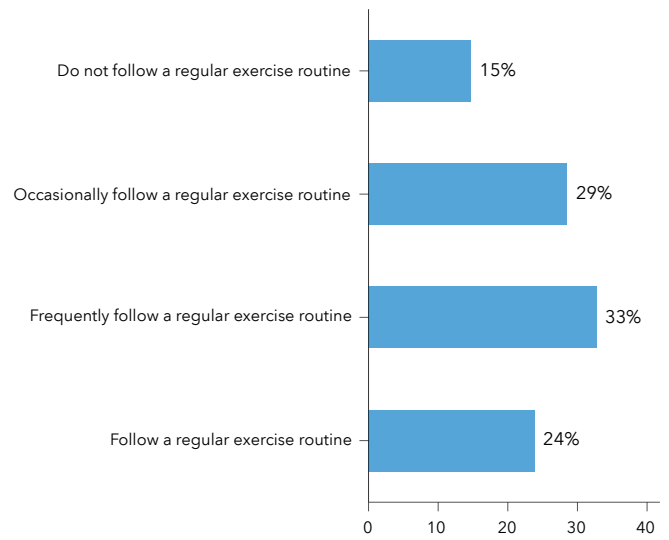


Eating Healthy

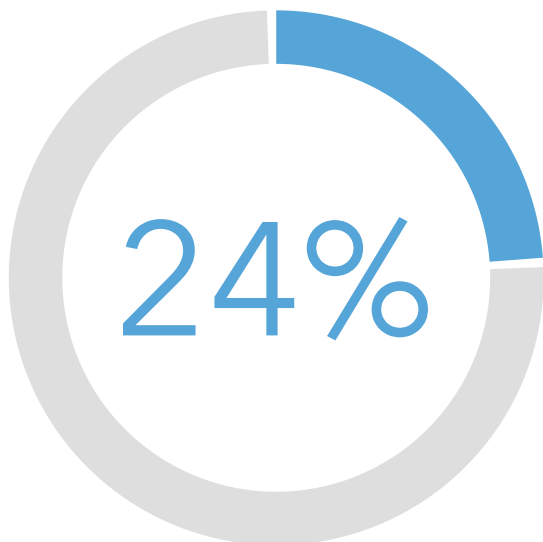


Try to eat healthy w/nutrition focus 34%
Frequently try to eat healthy w/nutrition focus 48%
Occasionally try to eat healthy w/nutrition focus 13%
Do not try to eat healthy 6%

Follow a Regular Exercise Routine

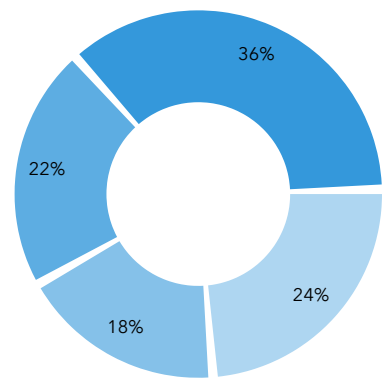


Contributed to a Religious Org Last 12 Months



24%

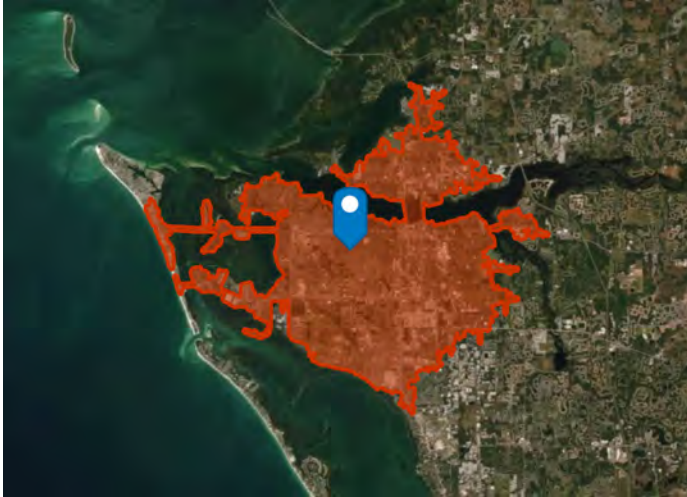
Attending Religious Services



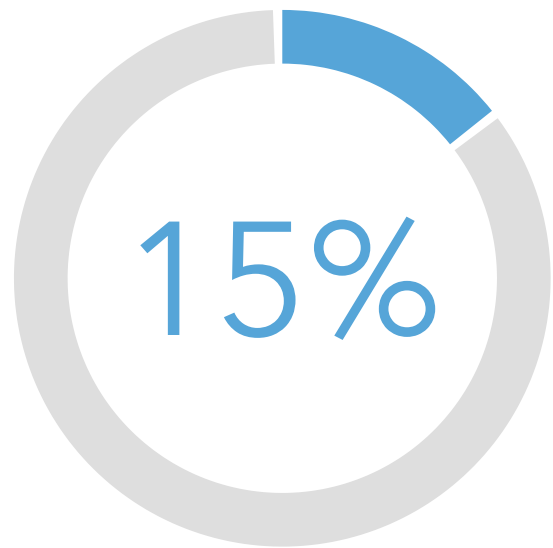
Attend religious services regularly 36%
Frequently attend religious services 24%
Occasionally attend religious services 18%
Rarely attend religious services 22%

1305 43rd St W, Bradenton, Florida,

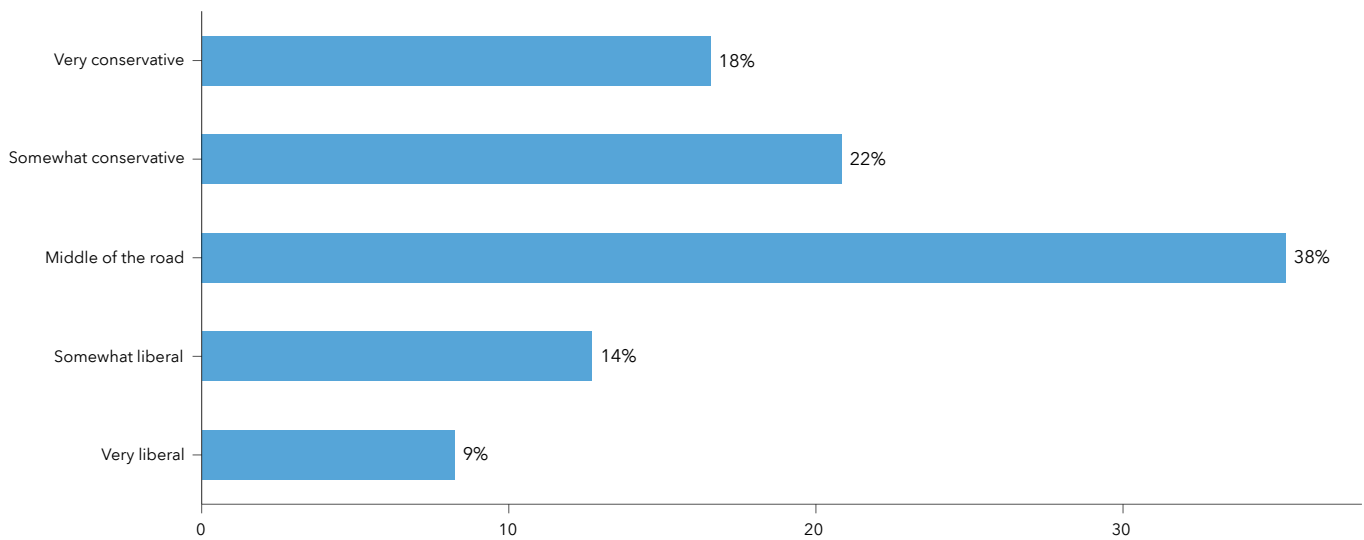
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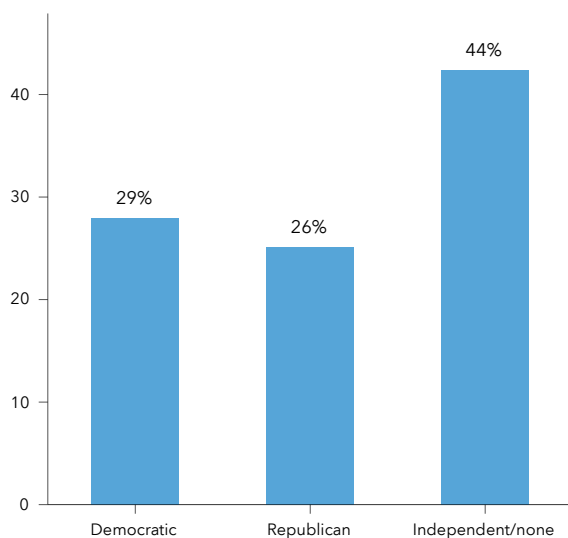
Volunteered for a Charitable Org Last 12 Months



Political Leaning



Political Affiliation



Know Your Community

Report Powered By:



ChurchAnswers.com



ACS Population Summary

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	187,155		4,818	High
Total Households	69,474		1,272	High
Total Housing Units	92,749		1,329	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	180,513	100.0%	4,534	High
Enrolled in school	36,346	20.1%	1,839	High
Enrolled in nursery school, preschool	2,228	1.2%	355	High
Public school	1,425	0.8%	278	High
Private school	804	0.4%	210	Medium
Enrolled in kindergarten	1,593	0.9%	379	Medium
Public school	1,452	0.8%	368	Medium
Private school	142	0.1%	93	Medium
Enrolled in grade 1 to grade 4	8,777	4.9%	947	High
Public school	8,178	4.5%	931	High
Private school	600	0.3%	179	Medium
Enrolled in grade 5 to grade 8	8,121	4.5%	796	High
Public school	7,256	4.0%	775	High
Private school	864	0.5%	200	Medium
Enrolled in grade 9 to grade 12	8,182	4.5%	697	High
Public school	7,259	4.0%	665	High
Private school	922	0.5%	212	Medium
Enrolled in college undergraduate years	6,369	3.5%	630	High
Public school	5,253	2.9%	584	High
Private school	1,115	0.6%	246	Medium
Enrolled in graduate or professional school	1,076	0.6%	201	High
Public school	543	0.3%	146	Medium
Private school	533	0.3%	143	Medium
Not enrolled in school	144,167	79.9%	2,846	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	47,297	100.0%	1,525	High
Living in Households	46,164	97.6%	1,502	High
Living in Family Households	29,707	62.8%	1,335	High
Householder	14,170	30.0%	647	High
Spouse	11,106	23.5%	576	High
Parent	2,443	5.2%	501	Medium
Parent-in-law	433	0.9%	219	Medium
Other Relative	1,085	2.3%	334	Medium
Nonrelative	470	1.0%	183	Medium
Living in Nonfamily Households	16,457	34.8%	876	High
Householder	14,581	30.8%	696	High
Nonrelative	1,877	4.0%	445	Medium
Living in Group Quarters	1,133	2.4%	243	Medium



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HOUSEHOLDS BY TYPE AND SIZE				
Family Households	41,418	59.6%	1,116	High
2-Person	22,997	33.1%	852	High
3-Person	7,771	11.2%	579	High
4-Person	5,623	8.1%	513	High
5-Person	2,780	4.0%	381	High
6-Person	1,338	1.9%	282	Medium
7+ Person	908	1.3%	202	Medium
Nonfamily Households	28,057	40.4%	948	High
1-Person	23,599	34.0%	889	High
2-Person	3,784	5.4%	376	High
3-Person	431	0.6%	127	Medium
4-Person	157	0.2%	79	Medium
5-Person	31	0.0%	33	Low
6-Person	56	0.1%	73	Low
7+ Person	0	0.0%	0	
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	15,810	22.8%	811	High
Family households	15,537	22.4%	809	High
Married-couple family	8,068	11.6%	600	High
Male householder, no wife present	1,953	2.8%	331	High
Female householder, no husband present	5,517	7.9%	545	High
Nonfamily households	273	0.4%	109	Medium
Households with no people under 18 years	53,664	77.2%	1,154	High
Married-couple family	20,894	30.1%	773	High
Other family	4,986	7.2%	452	High
Nonfamily households	27,784	40.0%	945	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	31,129	44.8%	909	High
1-Person	13,375	19.3%	674	High
2+ Person Family	16,193	23.3%	685	High
2+ Person Nonfamily	1,561	2.2%	240	High
Households with No Pop 65+	38,345	55.2%	1,074	High
1-Person	10,224	14.7%	617	High
2+ Person Family	25,224	36.3%	949	High
2+ Person Nonfamily	2,897	4.2%	333	High



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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	176,742	100.0%	4,425	
5 to 17 years				
Speak only English	17,344	9.8%	1,359	
Speak Spanish	8,735	4.9%	1,395	
Speak English "very well" or "well"	8,537	4.8%	1,361	
Speak English "not well"	174	0.1%	105	
Speak English "not at all"	24	0.0%	37	
Speak other Indo-European languages	395	0.2%	170	
Speak English "very well" or "well"	395	0.2%	170	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	139	0.1%	81	
Speak English "very well" or "well"	132	0.1%	80	
Speak English "not well"	7	0.0%	13	
Speak English "not at all"	0	0.0%	0	
Speak other languages	1	0.0%	6	
Speak English "very well" or "well"	1	0.0%	6	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	76,319	43.2%	2,501	
Speak Spanish	21,768	12.3%	1,865	
Speak English "very well" or "well"	15,377	8.7%	1,291	
Speak English "not well"	5,063	2.9%	810	
Speak English "not at all"	1,328	0.8%	319	
Speak other Indo-European languages	3,345	1.9%	601	
Speak English "very well" or "well"	2,912	1.6%	494	
Speak English "not well"	372	0.2%	160	
Speak English "not at all"	61	0.0%	95	
Speak Asian and Pacific Island languages	1,100	0.6%	451	
Speak English "very well" or "well"	827	0.5%	266	
Speak English "not well"	273	0.2%	240	
Speak English "not at all"	0	0.0%	0	
Speak other languages	299	0.2%	135	
Speak English "very well" or "well"	299	0.2%	129	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	43,305	24.5%	1,426	
Speak Spanish	1,963	1.1%	413	
Speak English "very well" or "well"	911	0.5%	236	
Speak English "not well"	681	0.4%	245	
Speak English "not at all"	370	0.2%	205	
Speak other Indo-European languages	1,504	0.9%	347	
Speak English "very well" or "well"	1,403	0.8%	306	
Speak English "not well"	86	0.0%	91	
Speak English "not at all"	15	0.0%	19	
Speak Asian and Pacific Island languages	237	0.1%	98	
Speak English "very well" or "well"	220	0.1%	83	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	17	0.0%	29	
Speak other languages	288	0.2%	156	
Speak English "very well" or "well"	282	0.2%	150	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	6	0.0%	10	

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Reliability: high medium low

July 21, 2021



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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	76,058	100.0%	2,385	High
Worked in state and in county of residence	58,579	77.0%	2,079	High
Worked in state and outside county of residence	16,764	22.0%	1,013	High
Worked outside state of residence	715	0.9%	156	Medium
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	77,446	100.0%	2,420	High
Male:	40,332	52.1%	1,585	High
Employee of private company	30,902	39.9%	1,451	High
Self-employed in own incorporated business	2,716	3.5%	323	High
Private not-for-profit wage and salary workers	1,853	2.4%	400	Medium
Local government workers	1,537	2.0%	230	High
State government workers	497	0.6%	127	Medium
Federal government workers	418	0.5%	163	Medium
Self-employed in own not incorporated business workers	2,277	2.9%	301	High
Unpaid family workers	132	0.2%	97	Low
Female:	37,114	47.9%	1,443	High
Employee of private company	25,999	33.6%	1,273	High
Self-employed in own incorporated business	1,289	1.7%	219	High
Private not-for-profit wage and salary workers	3,780	4.9%	425	High
Local government workers	2,718	3.5%	358	High
State government workers	1,105	1.4%	230	Medium
Federal government workers	315	0.4%	142	Medium
Self-employed in own not incorporated business workers	1,807	2.3%	270	High
Unpaid family workers	101	0.1%	67	Low
POPULATION IN HOUSEHOLDS AND PRESENCE OF A COMPUTER				
Total	184,757	100.0%	4,800	High
Population <18 in Households	36,902	20.0%	2,369	High
Have a Computer	34,090	18.5%	2,199	High
Have NO Computer	2,813	1.5%	925	Medium
Population 18-64 in Households	101,691	55.0%	3,074	High
Have a Computer	95,365	51.6%	3,000	High
Have NO Computer	6,325	3.4%	969	High
Population 65+ in Households	46,164	25.0%	1,502	High
Have a Computer	39,943	21.6%	1,441	High
Have NO Computer	6,221	3.4%	584	High
HOUSEHOLDS AND INTERNET SUBSCRIPTIONS				
Total	69,474	100.0%	1,272	High
With an Internet Subscription	54,580	78.6%	1,166	High
Dial-Up Alone	177	0.3%	83	Medium
Broadband	47,069	67.8%	1,109	High
Satellite Service	2,224	3.2%	281	High
Other Service	560	0.8%	152	Medium
Internet Access with no Subscription	3,878	5.6%	434	High
With No Internet Access	11,017	15.9%	728	High



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 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	76,058	100.0%	2,385	High
Drove alone	57,904	76.1%	1,982	High
Carpooled	10,207	13.4%	1,023	High
Public transportation (excluding taxicab)	1,081	1.4%	300	Medium
Bus or trolley bus	1,056	1.4%	300	Medium
Light rail, streetcar or trolley	16	0.0%	19	Low
Subway or elevated	9	0.0%	21	Low
Long-distance/Commuter Train	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	187	0.2%	123	Medium
Motorcycle	211	0.3%	83	Medium
Bicycle	925	1.2%	343	Medium
Walked	1,303	1.7%	258	Medium
Other means	1,011	1.3%	208	Medium
Worked at home	3,229	4.2%	399	High
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	72,829	100.0%	2,334	High
Less than 5 minutes	1,197	1.6%	263	Medium
5 to 9 minutes	6,859	9.4%	669	High
10 to 14 minutes	10,191	14.0%	796	High
15 to 19 minutes	13,856	19.0%	930	High
20 to 24 minutes	12,833	17.6%	942	High
25 to 29 minutes	4,083	5.6%	493	High
30 to 34 minutes	10,582	14.5%	804	High
35 to 39 minutes	2,168	3.0%	386	High
40 to 44 minutes	2,643	3.6%	411	High
45 to 59 minutes	4,089	5.6%	476	High
60 to 89 minutes	2,730	3.7%	413	High
90 or more minutes	1,596	2.2%	342	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	Low
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	50,388	100.0%	1,704	High
Own children under 6 years only	3,744	7.4%	481	High
In labor force	2,632	5.2%	409	High
Not in labor force	1,112	2.2%	258	Medium
Own children under 6 years and 6 to 17 years	3,260	6.5%	478	High
In labor force	2,183	4.3%	387	High
Not in labor force	1,078	2.1%	281	Medium
Own children 6 to 17 years only	7,714	15.3%	618	High
In labor force	5,972	11.9%	527	High
Not in labor force	1,742	3.5%	340	High
No own children under 18 years	35,670	70.8%	1,448	High
In labor force	24,008	47.6%	1,156	High
Not in labor force	11,661	23.1%	889	High



ACS Population Summary

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	185,680	100.0%	4,805	High
Under 19 years:	39,148	21.1%	2,400	High
One Type of Health Insurance:	34,682	18.7%	2,296	High
Employer-Based Health Ins Only	10,119	5.4%	1,033	High
Direct-Purchase Health Ins Only	2,688	1.4%	509	High
Medicare Coverage Only	65	0.0%	51	Low
Medicaid Coverage Only	21,603	11.6%	2,118	High
TRICARE/Military Hlth Cov Only	207	0.1%	219	Low
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	1,269	0.7%	281	Medium
No Health Insurance Coverage	3,197	1.7%	530	High
19 to 34 years:	34,160	18.4%	1,825	High
One Type of Health Insurance:	21,518	11.6%	1,354	High
Employer-Based Health Ins Only	12,022	6.5%	999	High
Direct-Purchase Health Ins Only	3,844	2.1%	578	High
Medicare Coverage Only	281	0.2%	157	Medium
Medicaid Coverage Only	5,034	2.7%	644	High
TRICARE/Military Hlth Cov Only	207	0.1%	103	Medium
VA Health Care Only	130	0.1%	107	Low
2+ Types of Health Insurance	1,398	0.8%	333	Medium
No Health Insurance Coverage	11,243	6.1%	1,065	High
35 to 64 years:	66,170	35.6%	2,140	High
One Type of Health Insurance:	45,906	24.7%	1,763	High
Employer-Based Health Ins Only	29,869	16.1%	1,319	High
Direct-Purchase Health Ins Only	7,397	4.0%	708	High
Medicare Coverage Only	2,125	1.1%	382	High
Medicaid Coverage Only	5,851	3.2%	853	High
TRICARE/Military Hlth Cov Only	197	0.1%	89	Medium
VA Health Care Only	467	0.3%	135	Medium
2+ Types of Health Insurance	5,653	3.0%	506	High
No Health Insurance Coverage	14,610	7.9%	1,085	High
65+ years:	46,202	24.9%	1,502	High
One Type of Health Insurance:	17,540	9.4%	1,058	High
Employer-Based Health Ins Only	757	0.4%	242	Medium
Direct-Purchase Health Ins Only	532	0.3%	268	Medium
Medicare Coverage Only	16,242	8.7%	967	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	Low
VA Health Care Only	9	0.0%	15	Low
2+ Types of Health Insurance:	28,148	15.2%	1,160	High
Employer-Based & Direct-Purchase Health Insurance	30	0.0%	28	Low
Employer-Based Health & Medicare Insurance	7,441	4.0%	639	High
Direct-Purchase Health & Medicare Insurance	7,944	4.3%	614	High
Medicare & Medicaid Coverage	2,750	1.5%	459	High
Other Private Health Insurance Combos	0	0.0%	0	Low
Other Public Health Insurance Combos	1,410	0.8%	262	High
Other Health Insurance Combinations	8,572	4.6%	611	High
No Health Insurance Coverage	514	0.3%	201	Medium

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Reliability: High Medium Low

July 21, 2021



ACS Population Summary

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	184,618	100.0%	4,772	High
Under .50	12,612	6.8%	1,465	High
.50 to .99	19,509	10.6%	2,264	High
1.00 to 1.24	12,889	7.0%	1,936	High
1.25 to 1.49	12,363	6.7%	1,613	High
1.50 to 1.84	14,316	7.8%	1,519	High
1.85 to 1.99	6,521	3.5%	949	High
2.00 and over	106,408	57.6%	3,369	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	150,069	100.0%	3,512	High
Veteran	14,156	9.4%	776	High
Nonveteran	135,913	90.6%	3,373	High
Male	70,992	47.3%	2,079	High
Veteran	13,395	8.9%	753	High
Nonveteran	57,597	38.4%	1,948	High
Female	79,077	52.7%	2,079	High
Veteran	761	0.5%	167	Medium
Nonveteran	78,316	52.2%	2,076	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	14,157	100.0%	776	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	1,048	7.4%	261	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	378	2.7%	124	Medium
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	107	0.8%	90	Low
Gulf War (8/90 to 8/01), no Vietnam Era	883	6.2%	196	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	222	1.6%	101	Medium
Vietnam Era, no Korean War, no World War II	4,622	32.6%	399	High
Vietnam Era and Korean War, no World War II	90	0.6%	67	Low
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	1,982	14.0%	294	High
Korean War and World War II, no Vietnam Era	58	0.4%	27	Medium
World War II, no Korean War, no Vietnam Era	926	6.5%	219	Medium
Between Gulf War and Vietnam Era only	1,808	12.8%	276	High
Between Vietnam Era and Korean War only	1,968	13.9%	303	High
Between Korean War and World War II only	63	0.4%	32	Medium
Pre-World War II only	3	0.0%	7	Low
HOUSEHOLDS BY POVERTY STATUS				
Total	69,474	100.0%	1,272	High
Income in the past 12 months below poverty level	10,046	14.5%	677	High
Married-couple family	1,762	2.5%	275	High
Other family - male householder (no wife present)	578	0.8%	175	Medium
Other family - female householder (no husband present)	2,567	3.7%	402	High
Nonfamily household - male householder	1,886	2.7%	290	High
Nonfamily household - female householder	3,252	4.7%	363	High
Income in the past 12 months at or above poverty level	59,429	85.5%	1,218	High
Married-couple family	27,200	39.2%	923	High
Other family - male householder (no wife present)	2,822	4.1%	362	High
Other family - female householder (no husband present)	6,489	9.3%	537	High
Nonfamily household - male householder	9,605	13.8%	589	High
Nonfamily household - female householder	13,314	19.2%	690	High

Source: U.S. Census Bureau, 2015-2019 American Community Survey

Reliability: High Medium Low

July 21, 2021



ACS Population Summary

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	32,481	46.8%	935	High
No Social Security Income	36,993	53.2%	1,081	High
Retirement Income	19,631	28.3%	787	High
No Retirement Income	49,843	71.7%	1,177	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	669	2.6%	140	Medium
10-14.9% of Income	1,528	5.9%	250	High
15-19.9% of Income	2,635	10.2%	341	High
20-24.9% of Income	3,437	13.2%	458	High
25-29.9% of Income	2,819	10.9%	342	High
30-34.9% of Income	2,693	10.4%	350	High
35-39.9% of Income	1,761	6.8%	277	High
40-49.9% of Income	2,721	10.5%	373	High
50+% of Income	6,271	24.2%	546	High
Gross Rent % Inc Not Computed	1,413	5.4%	229	High
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	69,474	100.0%	1,272	High
With public assistance income	1,745	2.5%	257	High
No public assistance income	67,729	97.5%	1,269	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	69,474	100.0%	1,272	High
With Food Stamps/SNAP	10,556	15.2%	676	High
With No Food Stamps/SNAP	58,919	84.8%	1,220	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	69,474	100.0%	1,272	High
With 1+ Persons w/Disability	20,888	30.1%	870	High
With No Person w/Disability	48,586	69.9%	1,238	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2017, adjusted for inflation.

2015-2019 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2015-2019 ACS estimates, five-year period data collected monthly from January 1, 2015 through December 31, 2019. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Demographic and Income Profile

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

Summary	Census 2010	2021	2026
Population	165,431	182,228	195,132
Households	70,470	77,872	83,579
Families	42,062	44,403	47,126
Average Household Size	2.31	2.31	2.31
Owner Occupied Housing Units	44,144	53,096	57,959
Renter Occupied Housing Units	26,326	24,776	25,620
Median Age	43.9	46.2	46.7
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.38%	1.31%	0.71%
Households	1.42%	1.27%	0.71%
Families	1.20%	1.22%	0.64%
Owner HHs	1.77%	1.45%	0.91%
Median Household Income	1.77%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	7,205	9.3%	6,580	7.9%
\$15,000 - \$24,999	9,903	12.7%	9,072	10.9%
\$25,000 - \$34,999	8,767	11.3%	8,512	10.2%
\$35,000 - \$49,999	13,300	17.1%	13,626	16.3%
\$50,000 - \$74,999	15,472	19.9%	16,895	20.2%
\$75,000 - \$99,999	9,091	11.7%	10,579	12.7%
\$100,000 - \$149,999	8,362	10.7%	10,840	13.0%
\$150,000 - \$199,999	2,507	3.2%	3,406	4.1%
\$200,000+	3,265	4.2%	4,069	4.9%
Median Household Income	\$49,630		\$54,191	
Average Household Income	\$69,277		\$78,488	
Per Capita Income	\$29,624		\$33,633	

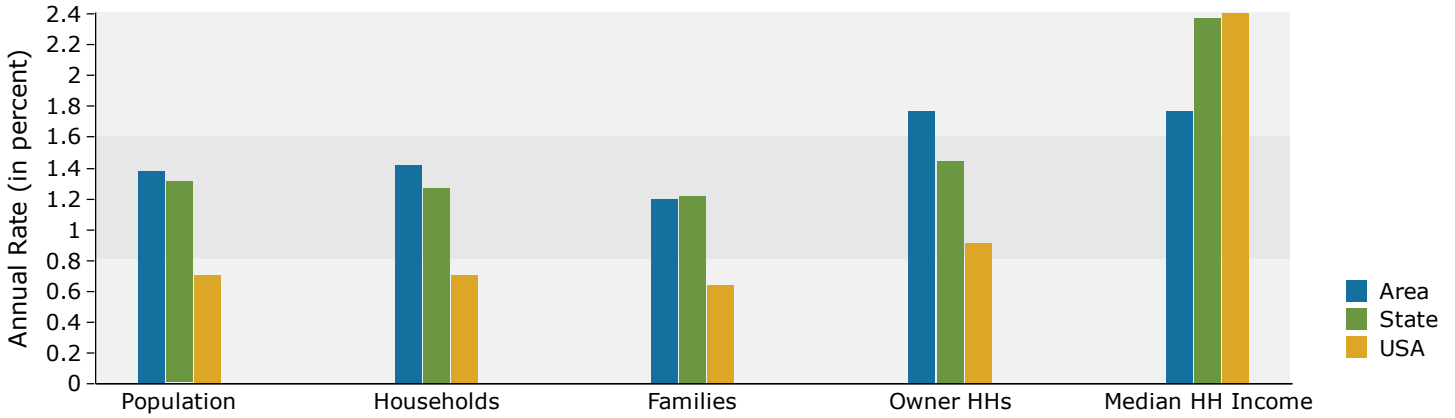
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,590	6.4%	10,365	5.7%	11,153	5.7%
5 - 9	9,461	5.7%	9,913	5.4%	10,332	5.3%
10 - 14	9,180	5.5%	9,900	5.4%	10,441	5.4%
15 - 19	9,783	5.9%	9,267	5.1%	9,998	5.1%
20 - 24	9,675	5.8%	9,515	5.2%	9,974	5.1%
25 - 34	18,426	11.1%	21,605	11.9%	21,613	11.1%
35 - 44	17,688	10.7%	18,449	10.1%	20,861	10.7%
45 - 54	21,456	13.0%	18,216	10.0%	18,502	9.5%
55 - 64	20,971	12.7%	24,014	13.2%	22,954	11.8%
65 - 74	17,907	10.8%	25,281	13.9%	28,094	14.4%
75 - 84	14,063	8.5%	17,103	9.4%	21,549	11.0%
85+	6,231	3.8%	8,602	4.7%	9,661	5.0%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	125,875	76.1%	131,590	72.2%	137,452	70.4%
Black Alone	20,026	12.1%	23,262	12.8%	24,800	12.7%
American Indian Alone	666	0.4%	771	0.4%	831	0.4%
Asian Alone	1,759	1.1%	2,540	1.4%	3,185	1.6%
Pacific Islander Alone	160	0.1%	177	0.1%	192	0.1%
Some Other Race Alone	13,017	7.9%	18,415	10.1%	22,216	11.4%
Two or More Races	3,929	2.4%	5,472	3.0%	6,455	3.3%
Hispanic Origin (Any Race)	32,753	19.8%	44,371	24.3%	52,148	26.7%

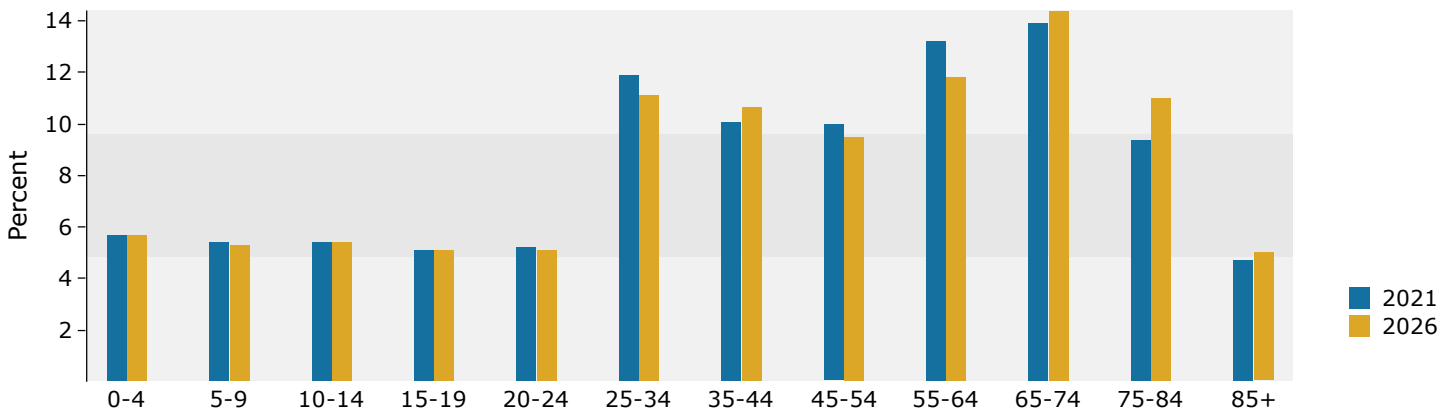
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

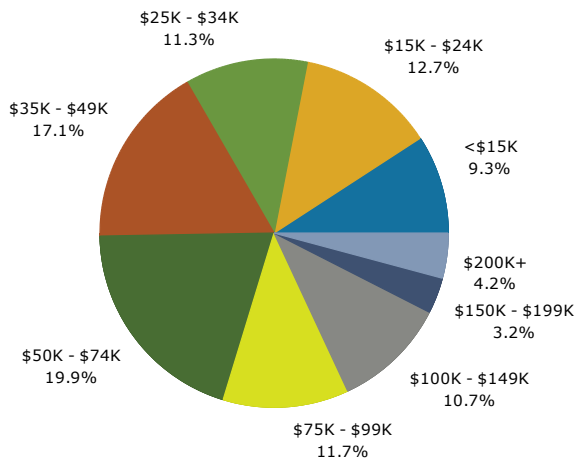
Trends 2021-2026



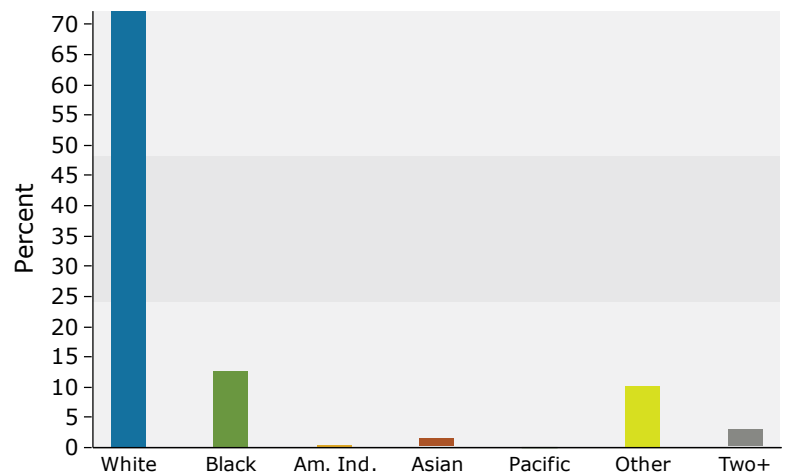
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 24.3%



Market Profile

1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 15 minute radii

Prepared by Esri
Latitude: 27.48734
Longitude: -82.60327

15 minutes

Population Summary	
2000 Total Population	163,959
2010 Total Population	165,431
2021 Total Population	182,228
2021 Group Quarters	2,446
2026 Total Population	195,132
2021-2026 Annual Rate	1.38%
2021 Total Daytime Population	178,435
Workers	68,176
Residents	110,259
Household Summary	
2000 Households	70,142
2000 Average Household Size	2.28
2010 Households	70,470
2010 Average Household Size	2.31
2021 Households	77,872
2021 Average Household Size	2.31
2026 Households	83,579
2026 Average Household Size	2.31
2021-2026 Annual Rate	1.42%
2010 Families	42,062
2010 Average Family Size	2.92
2021 Families	44,403
2021 Average Family Size	2.97
2026 Families	47,126
2026 Average Family Size	2.98
2021-2026 Annual Rate	1.20%
Housing Unit Summary	
2000 Housing Units	85,505
Owner Occupied Housing Units	55.4%
Renter Occupied Housing Units	26.7%
Vacant Housing Units	18.0%
2010 Housing Units	91,063
Owner Occupied Housing Units	48.5%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	22.6%
2021 Housing Units	100,215
Owner Occupied Housing Units	53.0%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	22.3%
2026 Housing Units	107,215
Owner Occupied Housing Units	54.1%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	22.0%
Median Household Income	
2021	\$49,630
2026	\$54,191
Median Home Value	
2021	\$230,612
2026	\$277,256
Per Capita Income	
2021	\$29,624
2026	\$33,633
Median Age	
2010	43.9
2021	46.2
2026	46.7

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

July 21, 2021



Market Profile

1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 15 minute radii

Prepared by Esri
Latitude: 27.48734
Longitude: -82.60327

15 minutes

2021 Households by Income

Household Income Base	77,872
<\$15,000	9.3%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	3.2%
\$200,000+	4.2%
Average Household Income	\$69,277

2026 Households by Income

Household Income Base	83,579
<\$15,000	7.9%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	4.1%
\$200,000+	4.9%
Average Household Income	\$78,488

2021 Owner Occupied Housing Units by Value

Total	53,091
<\$50,000	8.2%
\$50,000 - \$99,999	8.6%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	13.0%
\$300,000 - \$399,999	14.9%
\$400,000 - \$499,999	5.0%
\$500,000 - \$749,999	6.3%
\$750,000 - \$999,999	2.6%
\$1,000,000 - \$1,499,999	1.3%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.5%
Average Home Value	\$288,471

2026 Owner Occupied Housing Units by Value

Total	57,953
<\$50,000	4.0%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	12.9%
\$200,000 - \$249,999	16.0%
\$250,000 - \$299,999	17.2%
\$300,000 - \$399,999	19.7%
\$400,000 - \$499,999	7.6%
\$500,000 - \$749,999	8.6%
\$750,000 - \$999,999	3.5%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.5%
Average Home Value	\$344,406

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 15 minute radii

Prepared by Esri
Latitude: 27.48734
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15 minutes

2010 Population by Age

Total	165,432
0 - 4	6.4%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	11.8%
25 - 34	11.1%
35 - 44	10.7%
45 - 54	13.0%
55 - 64	12.7%
65 - 74	10.8%
75 - 84	8.5%
85 +	3.8%
18 +	78.7%

2021 Population by Age

Total	182,230
0 - 4	5.7%
5 - 9	5.4%
10 - 14	5.4%
15 - 24	10.3%
25 - 34	11.9%
35 - 44	10.1%
45 - 54	10.0%
55 - 64	13.2%
65 - 74	13.9%
75 - 84	9.4%
85 +	4.7%
18 +	80.4%

2026 Population by Age

Total	195,132
0 - 4	5.7%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	10.2%
25 - 34	11.1%
35 - 44	10.7%
45 - 54	9.5%
55 - 64	11.8%
65 - 74	14.4%
75 - 84	11.0%
85 +	5.0%
18 +	80.5%

2010 Population by Sex

Males	79,334
Females	86,097

2021 Population by Sex

Males	87,603
Females	94,625

2026 Population by Sex

Males	93,763
Females	101,369

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 15 minute radii

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Latitude: 27.48734
Longitude: -82.60327

15 minutes

2010 Population by Race/Ethnicity	
Total	165,432
White Alone	76.1%
Black Alone	12.1%
American Indian Alone	0.4%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.9%
Two or More Races	2.4%
Hispanic Origin	19.8%
Diversity Index	59.5
2021 Population by Race/Ethnicity	
Total	182,227
White Alone	72.2%
Black Alone	12.8%
American Indian Alone	0.4%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	10.1%
Two or More Races	3.0%
Hispanic Origin	24.3%
Diversity Index	66.0
2026 Population by Race/Ethnicity	
Total	195,131
White Alone	70.4%
Black Alone	12.7%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	11.4%
Two or More Races	3.3%
Hispanic Origin	26.7%
Diversity Index	68.8
2010 Population by Relationship and Household Type	
Total	165,431
In Households	98.5%
In Family Households	77.6%
Householder	25.4%
Spouse	17.5%
Child	26.6%
Other relative	4.8%
Nonrelative	3.3%
In Nonfamily Households	21.0%
In Group Quarters	1.5%
Institutionalized Population	0.9%
Noninstitutionalized Population	0.6%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

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2021 Population 25+ by Educational Attainment

Total	133,269
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	9.0%
High School Graduate	29.7%
GED/Alternative Credential	5.0%
Some College, No Degree	20.1%
Associate Degree	7.6%
Bachelor's Degree	14.0%
Graduate/Professional Degree	8.6%

2021 Population 15+ by Marital Status

Total	152,049
Never Married	31.7%
Married	42.9%
Widowed	8.7%
Divorced	16.7%

2021 Civilian Population 16+ in Labor Force

Civilian Population 16+	75,826
Population 16+ Employed	95.7%
Population 16+ Unemployment rate	4.3%
Population 16-24 Employed	13.3%
Population 16-24 Unemployment rate	10.8%
Population 25-54 Employed	59.4%
Population 25-54 Unemployment rate	3.3%
Population 55-64 Employed	17.4%
Population 55-64 Unemployment rate	2.6%
Population 65+ Employed	9.9%
Population 65+ Unemployment rate	3.2%

2021 Employed Population 16+ by Industry

Total	72,592
Agriculture/Mining	0.8%
Construction	11.4%
Manufacturing	6.4%
Wholesale Trade	2.8%
Retail Trade	12.1%
Transportation/Utilities	4.3%
Information	1.1%
Finance/Insurance/Real Estate	6.5%
Services	50.7%
Public Administration	3.8%

2021 Employed Population 16+ by Occupation

Total	72,592
White Collar	52.0%
Management/Business/Financial	13.0%
Professional	16.6%
Sales	9.9%
Administrative Support	12.5%
Services	22.4%
Blue Collar	25.6%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	8.4%
Installation/Maintenance/Repair	3.5%
Production	5.4%
Transportation/Material Moving	7.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

July 21, 2021



Market Profile

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15 minutes

2010 Households by Type	
Total	70,469
Households with 1 Person	33.2%
Households with 2+ People	66.8%
Family Households	59.7%
Husband-wife Families	41.0%
With Related Children	13.0%
Other Family (No Spouse Present)	18.7%
Other Family with Male Householder	5.1%
With Related Children	3.0%
Other Family with Female Householder	13.6%
With Related Children	9.0%
Nonfamily Households	7.1%
All Households with Children	25.5%
Multigenerational Households	3.8%
Unmarried Partner Households	7.9%
Male-female	7.2%
Same-sex	0.7%
2010 Households by Size	
Total	70,469
1 Person Household	33.2%
2 Person Household	36.6%
3 Person Household	12.5%
4 Person Household	9.0%
5 Person Household	4.7%
6 Person Household	2.2%
7 + Person Household	1.9%
2010 Households by Tenure and Mortgage Status	
Total	70,470
Owner Occupied	62.6%
Owned with a Mortgage/Loan	34.1%
Owned Free and Clear	28.6%
Renter Occupied	37.4%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	119
Percent of Income for Mortgage	19.5%
Wealth Index	79
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	91,063
Housing Units Inside Urbanized Area	99.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.3%
2010 Population By Urban/ Rural Status	
Total Population	165,431
Population Inside Urbanized Area	99.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.3%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Market Profile

1305 43rd St W, Bradenton, Florida, 34209
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15 minutes

Top 3 Tapestry Segments

1. Retirement Communities (9E)
2. Senior Escapes (9D)
3. The Elders (9C)

2021 Consumer Spending

Apparel & Services: Total \$	\$124,725,211
Average Spent	\$1,601.67
Spending Potential Index	76
Education: Total \$	\$95,113,462
Average Spent	\$1,221.41
Spending Potential Index	71
Entertainment/Recreation: Total \$	\$189,910,796
Average Spent	\$2,438.76
Spending Potential Index	75
Food at Home: Total \$	\$329,451,122
Average Spent	\$4,230.67
Spending Potential Index	78
Food Away from Home: Total \$	\$224,455,446
Average Spent	\$2,882.36
Spending Potential Index	76
Health Care: Total \$	\$385,391,813
Average Spent	\$4,949.04
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$133,009,962
Average Spent	\$1,708.06
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$54,876,532
Average Spent	\$704.70
Spending Potential Index	79
Shelter: Total \$	\$1,195,442,865
Average Spent	\$15,351.38
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$149,163,555
Average Spent	\$1,915.50
Spending Potential Index	80
Travel: Total \$	\$148,033,203
Average Spent	\$1,900.98
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$67,419,756
Average Spent	\$865.78
Spending Potential Index	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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

July 21, 2021



Tapestry Segmentation Area Profile

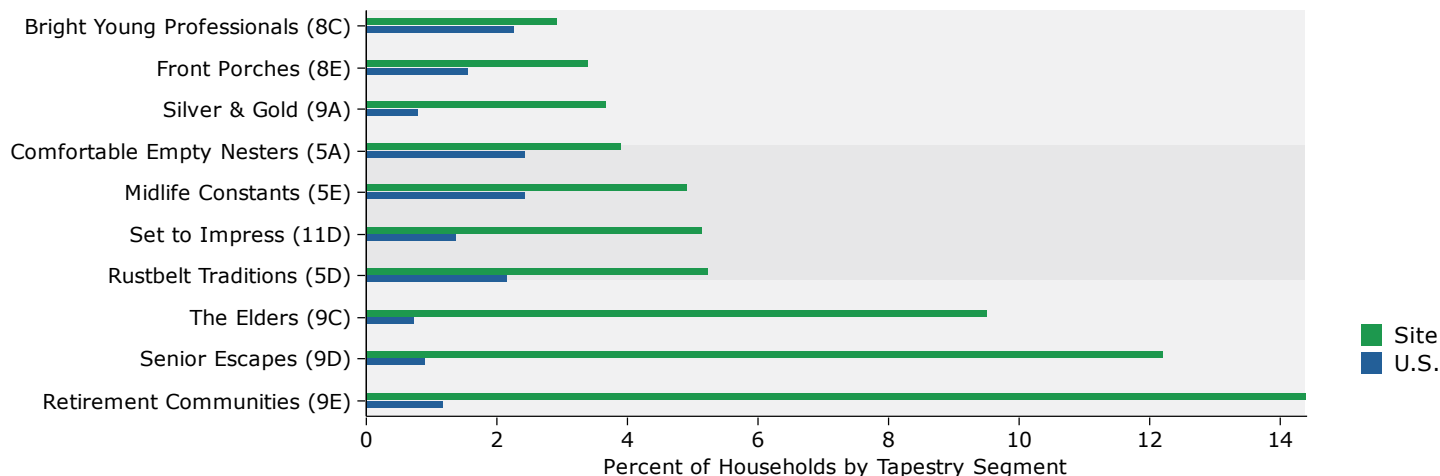
1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Retirement Communities (9E)	14.4%	14.4%	1.2%	1.2%	1201
2	Senior Escapes (9D)	12.2%	26.6%	0.9%	2.1%	1,322
3	The Elders (9C)	9.5%	36.1%	0.7%	2.8%	1,279
4	Rustbelt Traditions (5D)	5.3%	41.4%	2.2%	5.0%	242
5	Set to Impress (11D)	5.1%	46.5%	1.4%	6.4%	372
Subtotal		46.5%		6.4%		
6	Midlife Constants (5E)	4.9%	51.4%	2.5%	8.9%	200
7	Comfortable Empty Nesters (5A)	3.9%	55.3%	2.4%	11.3%	161
8	Silver & Gold (9A)	3.7%	59.0%	0.8%	12.1%	463
9	Front Porches (8E)	3.4%	62.4%	1.6%	13.7%	217
10	Bright Young Professionals (8C)	2.9%	65.3%	2.3%	16.0%	130
Subtotal		18.8%		9.6%		
11	Exurbanites (1E)	2.8%	68.1%	1.9%	17.9%	144
12	Old and Newcomers (8F)	2.6%	70.7%	2.3%	20.2%	114
13	NeWest Residents (13C)	2.5%	73.2%	0.8%	21.0%	327
14	Fresh Ambitions (13D)	2.5%	75.7%	0.6%	21.6%	394
15	Parks and Rec (5C)	2.5%	78.2%	2.0%	23.6%	126
Subtotal		12.9%		7.6%		
16	Metro Fusion (11C)	2.4%	80.6%	1.4%	25.0%	172
17	Hometown Heritage (8G)	2.4%	83.0%	1.2%	26.2%	198
18	Forging Opportunity (7D)	2.2%	85.2%	1.0%	27.2%	210
19	Urban Edge Families (7C)	1.9%	87.1%	1.5%	28.7%	132
20	Down the Road (10D)	1.7%	88.8%	1.2%	29.9%	145
Subtotal		10.6%		6.3%		
Total		88.8%		29.8%		298

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

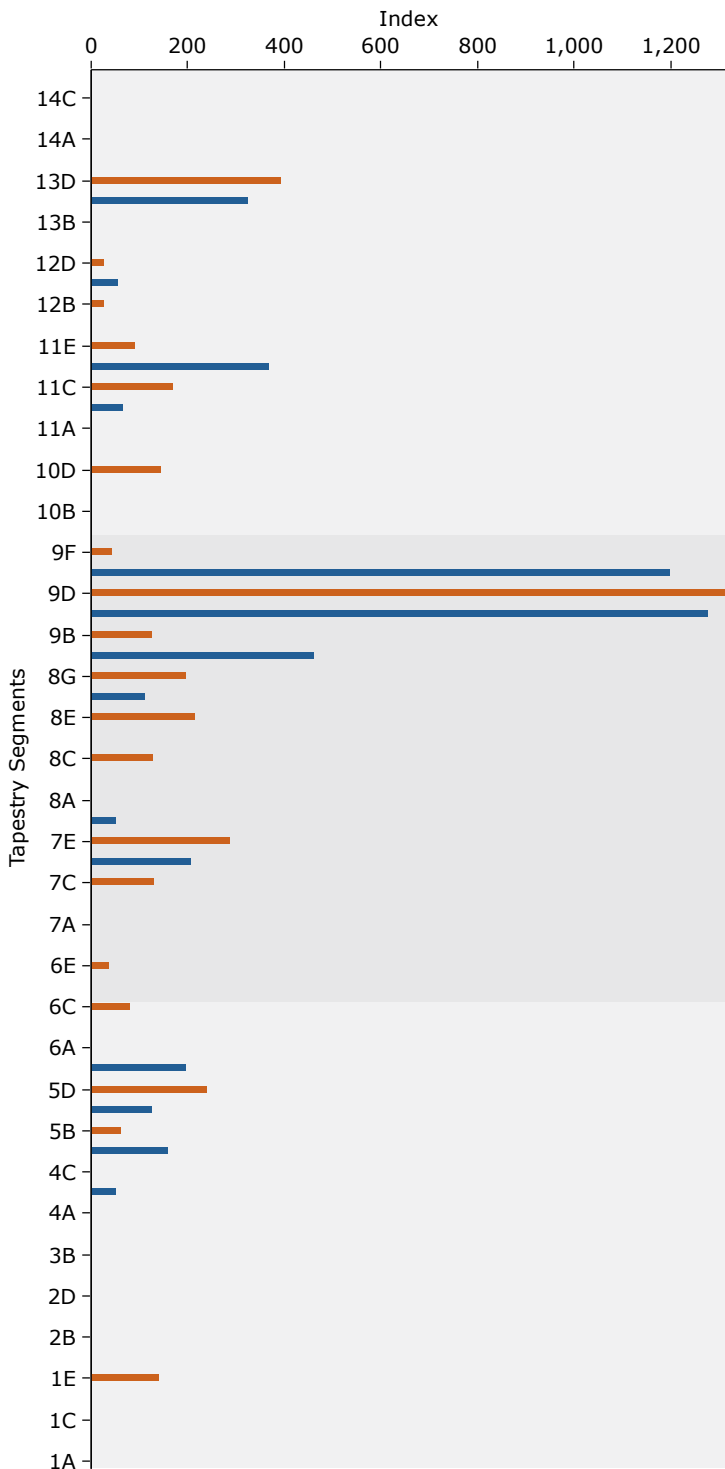


Tapestry Segmentation Area Profile

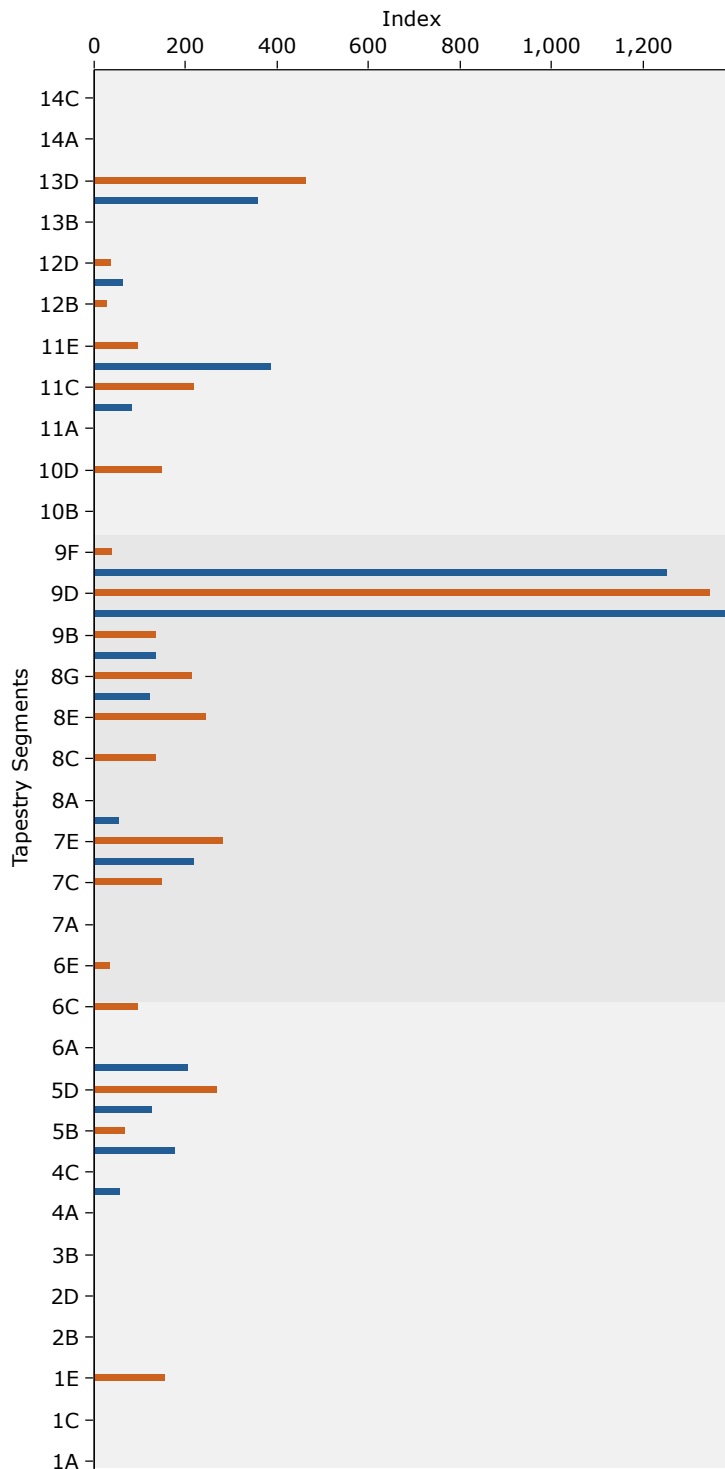
1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

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 Longitude: -82.60327

Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	77,871	100.0%		146,428	100.0%	
1. Affluent Estates	2,167	2.8%	28	4,460	3.0%	29
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,167	2.8%	144	4,460	3.0%	158
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	683	0.9%	11	1,556	1.1%	13
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	683	0.9%	52	1,556	1.1%	58
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	13,986	18.0%	160	27,278	18.6%	173
Comfortable Empty Nesters (5A)	3,057	3.9%	161	6,355	4.3%	178
In Style (5B)	1,089	1.4%	63	2,154	1.5%	71
Parks and Rec (5C)	1,919	2.5%	126	3,597	2.5%	129
Rustbelt Traditions (5D)	4,093	5.3%	242	8,106	5.5%	271
Midlife Constants (5E)	3,828	4.9%	200	7,066	4.8%	208
6. Cozy Country Living	1,325	1.7%	14	2,696	1.8%	15
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,007	1.3%	82	2,189	1.5%	97
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	318	0.4%	40	507	0.3%	37
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Sprouting Explorers	4,077	5.2%	73	9,785	6.7%	80
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,516	1.9%	132	3,701	2.5%	151
Forging Opportunity (7D)	1,689	2.2%	210	4,015	2.7%	220
Farm to Table (7E)	542	0.7%	288	1,296	0.9%	282
Southwestern Families (7F)	330	0.4%	52	773	0.5%	57

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	77,871	100.0%		146,428	100.0%	
8. Middle Ground	8,823	11.3%	105	16,702	11.4%	114
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,292	2.9%	130	4,120	2.8%	138
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,657	3.4%	217	5,398	3.7%	245
Old and Newcomers (8F)	2,041	2.6%	114	3,578	2.4%	124
Hometown Heritage (8G)	1,833	2.4%	198	3,606	2.5%	216
9. Senior Styles	32,605	41.9%	722	55,492	37.9%	757
Silver & Gold (9A)	2,871	3.7%	463	5,172	3.5%	491
Golden Years (9B)	1,310	1.7%	127	2,335	1.6%	137
The Elders (9C)	7,420	9.5%	1,279	12,202	8.3%	1,396
Senior Escapes (9D)	9,510	12.2%	1,322	16,992	11.6%	1,349
Retirement Communities (9E)	11,215	14.4%	1,201	18,386	12.6%	1,254
Social Security Set (9F)	279	0.4%	44	405	0.3%	42
10. Rustic Outposts	1,313	1.7%	20	2,580	1.8%	21
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,313	1.7%	145	2,580	1.8%	150
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,457	9.6%	156	13,733	9.4%	173
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	949	1.2%	69	1,698	1.2%	83
Metro Fusion (11C)	1,877	2.4%	172	4,210	2.9%	220
Set to Impress (11D)	4,010	5.1%	372	6,698	4.6%	388
City Commons (11E)	621	0.8%	92	1,127	0.8%	99
12. Hometown	1,562	2.0%	33	3,073	2.1%	37
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	417	0.5%	28	833	0.6%	32
Small Town Simplicity (12C)	844	1.1%	59	1,531	1.0%	63
Modest Income Homes (12D)	301	0.4%	30	709	0.5%	40
13. Next Wave	3,873	5.0%	131	9,073	6.2%	143
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,949	2.5%	327	4,492	3.1%	361
Fresh Ambitions (13D)	1,924	2.5%	394	4,581	3.1%	464
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



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Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	77,871	100.0%		146,428	100.0%	
1. Principal Urban Center	3,873	5.0%	70	9,073	6.2%	93
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	1,949	2.5%	327	4,492	3.1%	361
Fresh Ambitions (13D)	1,924	2.5%	394	4,581	3.1%	464
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	12,098	15.5%	94	25,634	17.5%	100
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,093	5.3%	242	8,106	5.5%	271
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	1,516	1.9%	132	3,701	2.5%	151
Forging Opportunity (7D)	1,689	2.2%	210	4,015	2.7%	220
Southwestern Families (7F)	330	0.4%	52	773	0.5%	57
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,292	2.9%	130	4,120	2.8%	138
Metro Fusion (11C)	1,877	2.4%	172	4,210	2.9%	220
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	301	0.4%	30	709	0.5%	40
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	25,111	32.2%	178	43,883	30.0%	179
In Style (5B)	1,089	1.4%	63	2,154	1.5%	71
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	2,657	3.4%	217	5,398	3.7%	245
Old and Newcomers (8F)	2,041	2.6%	114	3,578	2.4%	124
Hometown Heritage (8G)	1,833	2.4%	198	3,606	2.5%	216
Retirement Communities (9E)	11,215	14.4%	1,201	18,386	12.6%	1,254
Social Security Set (9F)	279	0.4%	44	405	0.3%	42
Young and Restless (11B)	949	1.2%	69	1,698	1.2%	83
Set to Impress (11D)	4,010	5.1%	372	6,698	4.6%	388
City Commons (11E)	621	0.8%	92	1,127	0.8%	99
Traditional Living (12B)	417	0.5%	28	833	0.6%	32
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

Tapestry Urbanization Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	77,871	100.0%		146,428	100.0%	
4. Suburban Periphery	23,255	29.9%	93	42,743	29.2%	89
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,167	2.8%	144	4,460	3.0%	158
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Workday Drive (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	683	0.9%	52	1,556	1.1%	58
Comfortable Empty Nesters (5A)	3,057	3.9%	161	6,355	4.3%	178
Parks and Rec (5C)	1,919	2.5%	126	3,597	2.5%	129
Midlife Constants (5E)	3,828	4.9%	200	7,066	4.8%	208
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	2,871	3.7%	463	5,172	3.5%	491
Golden Years (9B)	1,310	1.7%	127	2,335	1.6%	137
The Elders (9C)	7,420	9.5%	1,279	12,202	8.3%	1,396
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	12,209	15.7%	167	22,399	15.3%	168
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	542	0.7%	288	1,296	0.9%	282
Senior Escapes (9D)	9,510	12.2%	1,322	16,992	11.6%	1,349
Down the Road (10D)	1,313	1.7%	145	2,580	1.8%	150
Small Town Simplicity (12C)	844	1.1%	59	1,531	1.0%	63
6. Rural	1,325	1.7%	10	2,696	1.8%	11
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,007	1.3%	82	2,189	1.5%	97
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	318	0.4%	40	507	0.3%	37
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Time Series Profile

1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 27.48734
 Longitude: -82.60327

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
Population														
Total	164,656	164,731	165,440	166,825	167,937	169,814	173,852	176,915	180,083	181,144	182,472	182,228	173,008	171,833
Change	-	75	709	1,385	1,112	1,877	4,038	3,063	3,168	1,061	1,328	-244	1,597	1,328
Percent Change	-	0.0%	0.4%	0.8%	0.7%	1.1%	2.4%	1.8%	1.8%	0.6%	0.7%	-0.1%	0.9%	0.7%
Annual Rate	-	0.0%	0.2%	0.4%	0.5%	0.6%	0.9%	1.0%	1.1%	1.1%	1.0%	0.9%	0.7%	0.9%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
Households														
Total	70,155	70,119	70,375	70,963	71,434	72,241	73,988	75,380	76,833	77,350	77,953	77,872	73,722	73,115
Change	-	-36	256	588	471	807	1,747	1,392	1,453	517	603	-81	702	588
Percent Change	-	-0.1%	0.4%	0.8%	0.7%	1.1%	2.4%	1.9%	1.9%	0.7%	0.8%	-0.1%	1.0%	0.8%
Annual Rate	-	-0.1%	0.2%	0.4%	0.5%	0.6%	0.9%	1.0%	1.1%	1.1%	1.1%	1.0%	0.7%	0.9%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
Housing Units														
Total	90,717	90,538	90,752	91,431	91,974	92,941	95,135	96,950	98,916	99,648	100,413	100,215	94,969	94,038
Change	-	-179	214	679	543	967	2,194	1,815	1,966	732	765	-198	863	732
Percent Change	-	-0.2%	0.2%	0.7%	0.6%	1.1%	2.4%	1.9%	2.0%	0.7%	0.8%	-0.2%	0.9%	0.7%
Annual Rate	-	-0.2%	0.0%	0.3%	0.3%	0.5%	0.8%	1.0%	1.1%	1.0%	1.0%	0.9%	0.6%	0.8%

Data Note: The Esri Vintage 2021 Time Series (2010 thru 2021) represents July 1 annual estimates in 2021 geography. With each annual release, the entire Time Series is revised.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.