



# Market Profile

Oceanway Plaza  
 12309 Sago Ave W, Jacksonville, Florida, 32218  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 30.46105  
 Longitude: -81.63287

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,008	20,211	39,737
2010 Total Population	2,019	28,849	57,259
2015 Total Population	2,162	30,402	61,049
2015 Group Quarters	3	398	604
2020 Total Population	2,287	32,021	64,508
2015-2020 Annual Rate	1.13%	1.04%	1.11%
<b>Household Summary</b>			
2000 Households	435	7,396	14,730
2000 Average Household Size	2.32	2.69	2.66
2010 Households	853	10,740	21,194
2010 Average Household Size	2.36	2.65	2.67
2015 Households	911	11,297	22,595
2015 Average Household Size	2.37	2.66	2.68
2020 Households	963	11,912	23,897
2020 Average Household Size	2.37	2.65	2.67
2015-2020 Annual Rate	1.12%	1.07%	1.13%
2010 Families	603	7,635	15,238
2010 Average Family Size	2.76	3.13	3.14
2015 Families	635	7,968	16,149
2015 Average Family Size	2.79	3.15	3.16
2020 Families	667	8,357	17,016
2020 Average Family Size	2.80	3.16	3.16
2015-2020 Annual Rate	0.99%	0.96%	1.05%
<b>Housing Unit Summary</b>			
2000 Housing Units	502	7,924	15,900
Owner Occupied Housing Units	71.3%	66.8%	66.1%
Renter Occupied Housing Units	15.3%	26.5%	26.6%
Vacant Housing Units	13.3%	6.7%	7.4%
2010 Housing Units	1,063	11,989	23,642
Owner Occupied Housing Units	55.5%	61.5%	62.5%
Renter Occupied Housing Units	24.7%	28.0%	27.2%
Vacant Housing Units	19.8%	10.4%	10.4%
2015 Housing Units	1,090	12,418	24,689
Owner Occupied Housing Units	53.2%	58.6%	59.9%
Renter Occupied Housing Units	30.3%	32.4%	31.6%
Vacant Housing Units	16.4%	9.0%	8.5%
2020 Housing Units	1,105	12,886	25,750
Owner Occupied Housing Units	56.4%	59.8%	60.8%
Renter Occupied Housing Units	30.8%	32.6%	32.0%
Vacant Housing Units	12.9%	7.6%	7.2%
<b>Median Household Income</b>			
2015	\$47,340	\$48,514	\$48,851
2020	\$54,448	\$56,137	\$56,254
<b>Median Home Value</b>			
2015	\$152,941	\$159,318	\$160,051
2020	\$189,489	\$190,548	\$198,678
<b>Per Capita Income</b>			
2015	\$21,742	\$22,462	\$22,507
2020	\$24,705	\$25,756	\$25,663
<b>Median Age</b>			
2010	33.5	35.5	35.1
2015	35.1	36.6	36.1
2020	35.9	37.0	36.7

**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.

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<b>2015 Households by Income</b>			
Household Income Base	911	11,297	22,595
<\$15,000	13.8%	13.7%	14.6%
\$15,000 - \$24,999	10.4%	11.4%	10.7%
\$25,000 - \$34,999	9.1%	10.0%	10.1%
\$35,000 - \$49,999	19.1%	16.1%	15.5%
\$50,000 - \$74,999	19.5%	18.8%	19.1%
\$75,000 - \$99,999	15.0%	14.4%	13.8%
\$100,000 - \$149,999	9.1%	11.5%	12.0%
\$150,000 - \$199,999	1.9%	2.6%	2.7%
\$200,000+	1.9%	1.5%	1.5%
Average Household Income	\$59,032	\$60,211	\$60,442
<b>2020 Households by Income</b>			
Household Income Base	963	11,912	23,897
<\$15,000	12.7%	12.3%	13.1%
\$15,000 - \$24,999	7.5%	8.0%	7.5%
\$25,000 - \$34,999	7.0%	7.9%	7.8%
\$35,000 - \$49,999	17.5%	15.1%	14.4%
\$50,000 - \$74,999	21.4%	20.2%	21.1%
\$75,000 - \$99,999	18.3%	17.3%	16.7%
\$100,000 - \$149,999	11.1%	13.4%	13.7%
\$150,000 - \$199,999	2.5%	3.9%	3.9%
\$200,000+	2.2%	1.8%	1.8%
Average Household Income	\$66,996	\$68,969	\$68,918
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	580	7,277	14,792
<\$50,000	8.3%	4.5%	3.7%
\$50,000 - \$99,999	17.4%	13.8%	17.0%
\$100,000 - \$149,999	22.8%	26.5%	24.4%
\$150,000 - \$199,999	26.4%	28.0%	24.4%
\$200,000 - \$249,999	14.1%	14.3%	15.2%
\$250,000 - \$299,999	7.1%	6.1%	6.9%
\$300,000 - \$399,999	2.8%	3.3%	4.6%
\$400,000 - \$499,999	0.3%	0.8%	1.3%
\$500,000 - \$749,999	0.3%	0.8%	1.0%
\$750,000 - \$999,999	0.0%	0.2%	0.2%
\$1,000,000 +	0.5%	1.7%	1.3%
Average Home Value	\$160,819	\$185,982	\$186,576
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	623	7,707	15,653
<\$50,000	4.2%	2.3%	1.8%
\$50,000 - \$99,999	9.1%	7.4%	9.4%
\$100,000 - \$149,999	14.4%	15.8%	14.3%
\$150,000 - \$199,999	28.3%	30.2%	25.1%
\$200,000 - \$249,999	23.6%	21.9%	22.7%
\$250,000 - \$299,999	13.8%	10.5%	11.6%
\$300,000 - \$399,999	4.7%	5.4%	7.7%
\$400,000 - \$499,999	0.8%	2.3%	3.4%
\$500,000 - \$749,999	0.6%	1.8%	2.1%
\$750,000 - \$999,999	0.2%	0.4%	0.5%
\$1,000,000 +	0.5%	2.0%	1.4%
Average Home Value	\$197,476	\$225,749	\$229,543

**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.

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<b>2010 Population by Age</b>			
Total	2,020	28,851	57,259
0 - 4	8.1%	7.5%	7.8%
5 - 9	7.4%	7.3%	7.6%
10 - 14	7.2%	7.2%	7.4%
15 - 24	13.1%	13.5%	13.2%
25 - 34	16.7%	13.8%	13.9%
35 - 44	16.0%	15.0%	14.7%
45 - 54	13.8%	15.3%	15.0%
55 - 64	9.8%	11.1%	11.1%
65 - 74	5.0%	5.5%	5.6%
75 - 84	2.3%	2.9%	2.9%
85 +	0.6%	0.9%	0.9%
18 +	73.1%	73.4%	72.8%
<b>2015 Population by Age</b>			
Total	2,163	30,403	61,050
0 - 4	7.6%	7.0%	7.3%
5 - 9	7.7%	7.2%	7.5%
10 - 14	6.9%	7.0%	7.2%
15 - 24	11.7%	12.6%	12.6%
25 - 34	15.9%	14.0%	13.8%
35 - 44	16.3%	14.1%	14.0%
45 - 54	13.8%	14.4%	14.1%
55 - 64	10.6%	12.3%	12.3%
65 - 74	6.4%	7.2%	7.1%
75 - 84	2.4%	3.1%	3.0%
85 +	0.7%	1.1%	1.0%
18 +	74.1%	75.0%	74.1%
<b>2020 Population by Age</b>			
Total	2,288	32,020	64,508
0 - 4	7.4%	6.9%	7.1%
5 - 9	7.7%	7.0%	7.2%
10 - 14	7.9%	7.4%	7.6%
15 - 24	10.9%	11.4%	11.7%
25 - 34	14.5%	14.4%	13.9%
35 - 44	16.3%	13.8%	14.0%
45 - 54	13.2%	13.1%	12.9%
55 - 64	11.0%	12.8%	12.6%
65 - 74	7.3%	8.3%	8.4%
75 - 84	3.0%	3.7%	3.5%
85 +	0.7%	1.2%	1.1%
18 +	73.1%	74.8%	74.1%
<b>2010 Population by Sex</b>			
Males	990	13,775	27,226
Females	1,029	15,074	30,033
<b>2015 Population by Sex</b>			
Males	1,060	14,605	29,135
Females	1,102	15,797	31,914
<b>2020 Population by Sex</b>			
Males	1,120	15,456	30,914
Females	1,167	16,565	33,594

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,019	28,849	57,260
White Alone	71.1%	53.3%	50.9%
Black Alone	19.1%	40.1%	42.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	4.2%	2.4%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.0%	1.4%	1.4%
Two or More Races	3.1%	2.3%	2.2%
Hispanic Origin	7.8%	5.4%	5.1%
Diversity Index	53.4	60.0	60.1
<b>2015 Population by Race/Ethnicity</b>			
Total	2,163	30,403	61,049
White Alone	68.9%	53.6%	50.2%
Black Alone	20.2%	39.1%	42.6%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	4.5%	2.6%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	1.6%	1.6%
Two or More Races	3.6%	2.7%	2.6%
Hispanic Origin	9.3%	6.4%	6.1%
Diversity Index	56.9	61.3	61.5
<b>2020 Population by Race/Ethnicity</b>			
Total	2,287	32,020	64,508
White Alone	66.8%	53.0%	49.2%
Black Alone	21.1%	38.6%	42.6%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	4.9%	3.0%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	1.9%	1.9%
Two or More Races	4.1%	3.2%	3.0%
Hispanic Origin	11.1%	7.7%	7.3%
Diversity Index	60.5	63.1	63.3
<b>2010 Population by Relationship and Household Type</b>			
Total	2,019	28,849	57,259
In Households	99.9%	98.6%	99.0%
In Family Households	85.4%	85.5%	86.2%
Householder	26.1%	26.3%	26.6%
Spouse	18.4%	17.5%	17.5%
Child	33.7%	34.9%	35.2%
Other relative	4.1%	4.2%	4.3%
Nonrelative	3.1%	2.6%	2.6%
In Nonfamily Households	14.4%	13.1%	12.7%
In Group Quarters	0.1%	1.4%	1.0%
Institutionalized Population	0.0%	1.3%	1.0%
Noninstitutionalized Population	0.1%	0.1%	0.1%

**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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<b>2015 Population 25+ by Educational Attainment</b>			
Total	1,426	20,117	39,871
Less than 9th Grade	5.0%	3.4%	3.4%
9th - 12th Grade, No Diploma	10.4%	9.0%	8.8%
High School Graduate	27.1%	27.2%	26.8%
GED/Alternative Credential	6.2%	5.1%	5.3%
Some College, No Degree	25.9%	25.6%	25.6%
Associate Degree	8.4%	9.4%	9.8%
Bachelor's Degree	13.0%	14.3%	13.9%
Graduate/Professional Degree	4.1%	6.1%	6.3%
<b>2015 Population 15+ by Marital Status</b>			
Total	1,681	23,946	47,588
Never Married	29.1%	33.3%	33.3%
Married	51.9%	49.9%	49.9%
Widowed	6.0%	5.2%	4.8%
Divorced	13.0%	11.6%	12.0%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.2%	91.9%	91.3%
Civilian Unemployed	8.8%	8.1%	8.7%
<b>2015 Employed Population 16+ by Industry</b>			
Total	967	14,774	29,122
Agriculture/Mining	0.9%	0.3%	0.2%
Construction	12.5%	10.0%	8.3%
Manufacturing	8.6%	8.1%	7.4%
Wholesale Trade	2.9%	3.4%	3.1%
Retail Trade	8.9%	9.5%	10.2%
Transportation/Utilities	7.0%	11.2%	10.9%
Information	2.2%	1.3%	1.5%
Finance/Insurance/Real Estate	10.4%	10.6%	10.7%
Services	41.2%	39.4%	40.8%
Public Administration	5.4%	6.1%	7.0%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	966	14,772	29,122
White Collar	55.8%	57.7%	57.5%
Management/Business/Financial	15.3%	14.5%	14.2%
Professional	13.4%	12.9%	14.6%
Sales	8.0%	9.3%	8.4%
Administrative Support	19.1%	21.0%	20.4%
Services	16.6%	16.3%	18.0%
Blue Collar	27.4%	25.9%	24.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.0%	5.9%	5.1%
Installation/Maintenance/Repair	5.8%	6.3%	5.8%
Production	8.4%	6.0%	5.5%
Transportation/Material Moving	7.2%	7.7%	8.0%

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<b>2010 Households by Type</b>			
Total	852	10,740	21,194
Households with 1 Person	22.4%	23.6%	23.1%
Households with 2+ People	77.6%	76.4%	76.9%
Family Households	70.8%	71.1%	71.9%
Husband-wife Families	49.8%	47.0%	47.1%
With Related Children	26.5%	23.2%	22.8%
Other Family (No Spouse Present)	21.0%	24.0%	24.8%
Other Family with Male Householder	6.0%	5.1%	5.1%
With Related Children	3.8%	3.1%	3.1%
Other Family with Female Householder	15.0%	18.9%	19.7%
With Related Children	10.7%	13.1%	13.9%
Nonfamily Households	6.8%	5.3%	5.0%
All Households with Children	41.6%	40.0%	40.3%
Multigenerational Households	5.7%	5.9%	5.9%
Unmarried Partner Households	8.3%	6.8%	6.5%
Male-female	7.6%	6.2%	5.9%
Same-sex	0.7%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	853	10,740	21,194
1 Person Household	22.4%	23.6%	23.1%
2 Person Household	30.4%	30.4%	30.9%
3 Person Household	19.6%	19.6%	19.5%
4 Person Household	16.3%	15.1%	15.1%
5 Person Household	7.6%	7.3%	7.3%
6 Person Household	2.5%	2.4%	2.5%
7 + Person Household	1.3%	1.5%	1.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	853	10,740	21,194
Owner Occupied	69.2%	68.7%	69.7%
Owned with a Mortgage/Loan	53.3%	54.8%	55.8%
Owned Free and Clear	15.8%	13.9%	13.9%
Renter Occupied	30.8%	31.3%	30.3%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
<b>2.</b>	Down the Road (10D)	Home Improvement (4B)	Home Improvement (4B)
<b>3.</b>	Rustbelt Traditions (5D)	Metro Fusion (11C)	Soccer Moms (4A)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,677,733	\$21,210,353	\$42,654,842
Average Spent	\$1,841.64	\$1,877.52	\$1,887.80
Spending Potential Index	80	81	82
Computers & Accessories: Total \$	\$186,478	\$2,378,480	\$4,776,325
Average Spent	\$204.70	\$210.54	\$211.39
Spending Potential Index	78	81	81
Education: Total \$	\$983,747	\$12,955,912	\$26,140,912
Average Spent	\$1,079.85	\$1,146.85	\$1,156.93
Spending Potential Index	71	75	76
Entertainment/Recreation: Total \$	\$2,390,018	\$30,087,725	\$60,283,321
Average Spent	\$2,623.51	\$2,663.34	\$2,667.99
Spending Potential Index	79	80	81
Food at Home: Total \$	\$3,754,702	\$47,518,634	\$95,346,801
Average Spent	\$4,121.52	\$4,206.31	\$4,219.82
Spending Potential Index	79	81	81
Food Away from Home: Total \$	\$2,404,817	\$30,289,667	\$60,706,499
Average Spent	\$2,639.76	\$2,681.21	\$2,686.72
Spending Potential Index	80	82	82
Health Care: Total \$	\$3,463,273	\$43,285,750	\$86,655,493
Average Spent	\$3,801.62	\$3,831.61	\$3,835.16
Spending Potential Index	80	81	81
HH Furnishings & Equipment: Total \$	\$1,377,966	\$17,190,847	\$34,455,611
Average Spent	\$1,512.59	\$1,521.72	\$1,524.92
Spending Potential Index	82	83	83
Investments: Total \$	\$1,459,579	\$19,816,507	\$38,424,102
Average Spent	\$1,602.17	\$1,754.14	\$1,700.56
Spending Potential Index	58	64	62
Retail Goods: Total \$	\$18,739,883	\$234,536,976	\$469,632,621
Average Spent	\$20,570.67	\$20,761.00	\$20,784.80
Spending Potential Index	81	81	82
Shelter: Total \$	\$11,468,211	\$147,717,822	\$297,532,301
Average Spent	\$12,588.60	\$13,075.85	\$13,168.06
Spending Potential Index	77	79	80
TV/Video/Audio: Total \$	\$960,821	\$12,061,816	\$24,298,962
Average Spent	\$1,054.69	\$1,067.70	\$1,075.41
Spending Potential Index	81	82	82
Travel: Total \$	\$1,378,731	\$17,511,876	\$35,072,036
Average Spent	\$1,513.43	\$1,550.14	\$1,552.20
Spending Potential Index	77	79	79
Vehicle Maintenance & Repairs: Total \$	\$813,017	\$10,273,150	\$20,589,100
Average Spent	\$892.44	\$909.37	\$911.22
Spending Potential Index	80	81	82

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.