

THE SQUARE

10401 U.S. Highway 441, Leesburg, FL 34788



PROPERTY HIGHLIGHTS

- AVAILABLE NOW: RETAIL SPACES FROM 200 SF - UP TO 77,373 SF
- GLA: 558,785 SF
- Multimillion-dollars in renovations and improvements, many new retailers opened and more opening soon
- Located along the bustling 441 corridor, 100% growth in Lake County over the past 7 years

POPULATION



10 Min 31,757
20 Min 103,786
30 Min 210,645

CARS PER DAY



U.S. Hwy 441: 36,000
Radio Road: 9,000

AV. HH INCOME



10 Min \$55,157
20 Min \$58,443
30 Min \$68,952

EMPLOYEES



10 Min 15,047
20 Min 50,812
30 Min 70,697



last updated: 02/16/21



P.1 OF 21

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LOCATION HIGHLIGHTS

- 100% population growth over the past 7 years
- The city of Leesburg is going through massive transformation to make it even more appealing
- The Villages is the fastest-growing city in the U.S.
- The Villages are expanding in Leesburg - 2,800 villas added in the next year

AN OUTDOOR HEAVEN

- 38 Golf Courses in Lake County and 43 in The Villages
- 2 Zones for hunting - longer hunting seasons
- Over 1,000 fresh water lakes
- Multiple national fishing tournaments every year.

last updated: 02/16/21



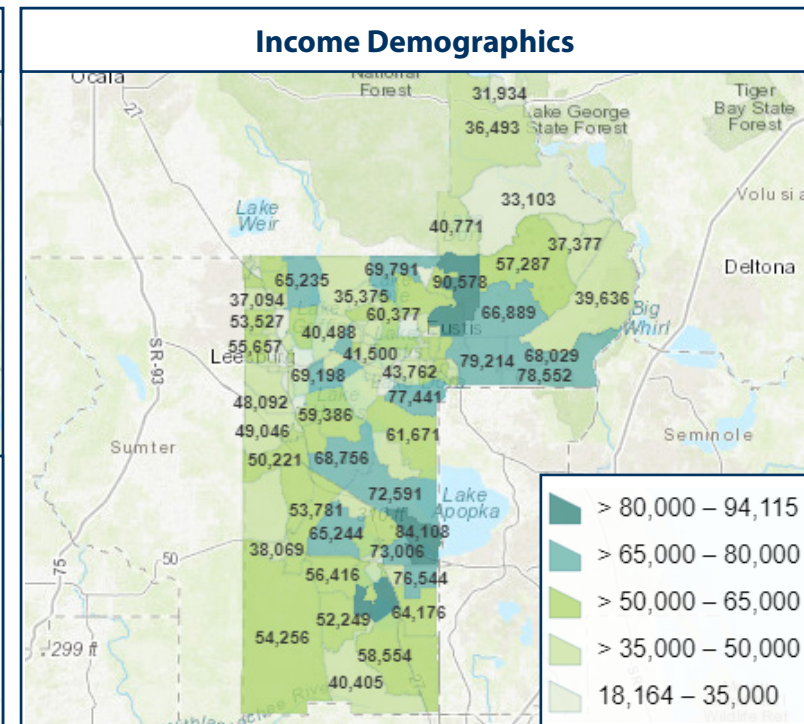
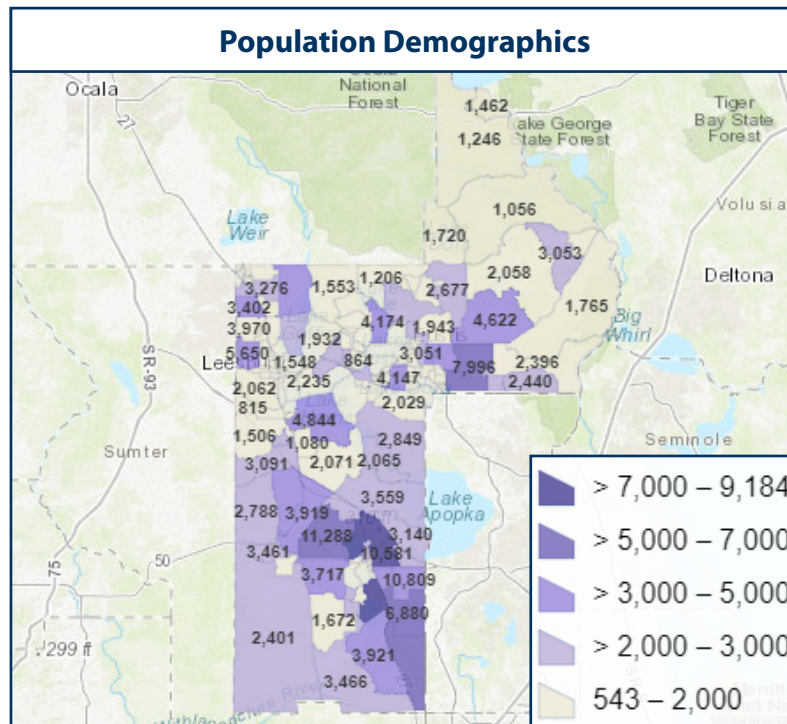
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LAKE COUNTY DEMOGRAPHICS

General Demographics Trends	2000	2010	2018	2000-2010	2010-2018
Population	210,528	297,052	342,917	41.1%	15.44%
Households	88,413	121,289	140,084	37.2%	15.49%
Average Household Size	2.34	2.42	2.42	3.4%	0%
Housing Units	102,830	144,996	151,295	41.0%	4.34%



last updated: 02/16/21



THE SQUARE

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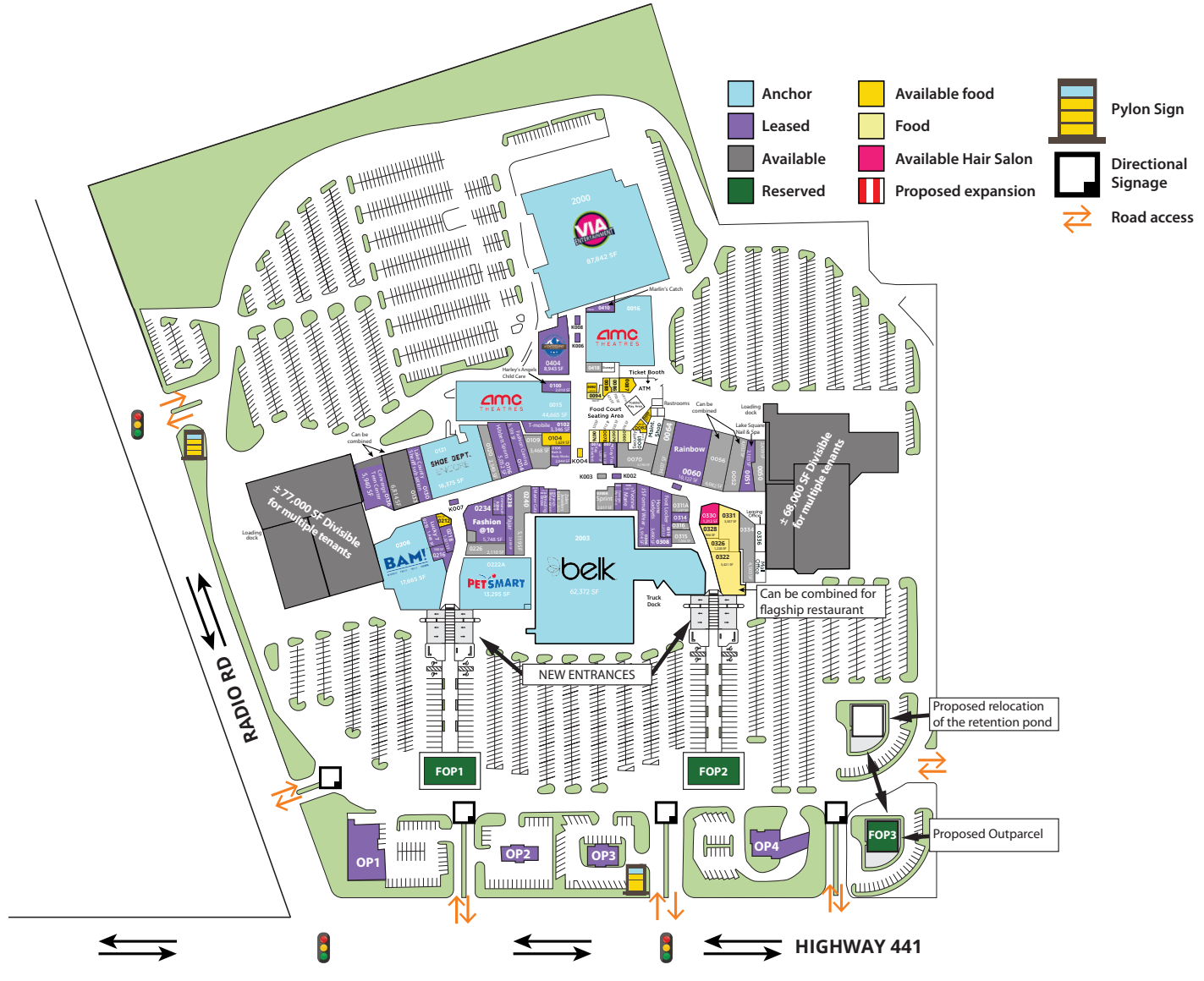
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NEW ENTRANCES



last updated: 02/16/21



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Tenant	Suite	SF	Category
Anchors			
Via Entertainment	2000	87,842	Entertainment center
Belk	2003	62,372	Department store
AMC 12 West	0015	44,665	Cinema
AMC 12 East	0016		Cinema
Available - Former Sears		68,450	former Dept. Store
Available - Former JC Penney		77,373	former Dept. Store
Tenants			
Available	0050	2,639	
Lake square Nail & Spa	0051	2,103	Nail salon
Available	0052	4,032	
Available	0056	6,082	
Rainbow	0060	10,122	Apparel
Available	0064	3,407	
Available	0070	4,194	
Gray Fox	0072	1,861	Jewelry
Kay Jewelers	0074	1,297	Jewelry
Harley's Angels Childcare	0100	2,010	Childcare
T-Mobile	0102	3,346	Wireless
Available	0104	1,629	Former restaurant
Bath & Body Works	0106	2,044	Beauty
Available	0109	3,468	
Fashion Craving	0114	3,139	Clothing
Hibbett Sports	0116	5,052	Sporting goods
Available	0120	2,549	Former clothing
Shoe Dept Encore	0121	16,375	Shoes
Lake County Sheriff	0130	3,409	Lake County Sheriff
Available	0133	6,814	
Converge Teen Center	0136	5,940	Office
Books-A-Million	0206	17,665	Bookstore
Lucky 7	0210	1,445	Apparel
Available	0212	604	
VRtualize	0216	300	Virtual reality
Razor Sharp Cut	0218	1,321	Barber
Petsmart	0222A	13,295	Pet store
Available	0226	2,110	
Fashion @10	0234	5,748	Clothing
Emmanuel	0236	1,084	Clothing

Tenant	Suite	SF	Category
Pajar	0238	2,600	Clothing
Available	0240	5,119	Former clothing
Mastercutz	0241	1004	Barber
Amazing Brow	0242	942	Beauty salon
Qiang Relaxation	0244	955	Massage spa
Available	0245	1,292	Former jewelry
Available	0300A	2,017	Former wireless
Georges Marciano	0303		Apparel
Yvonne Marie	0304	1,487	Apparel
JS Formal Wear	0306	3,914	Formal Wear
Home Gadgets	0308	3,409	Gadgets
Foot Locker	0310	2,272	Shoes
Available	0311A	1,274	
Perfume	0314	675	
Available	0316	300	
Available	0315	1,056	
Available	0322	5,421	
Available	0326	1,220	
Available	0328	946	
Available	0331	3,507	
Available	0330	1,212	Former hair salon
Available	0334	4,503	Former optical
Leasing Office	0336		Office
Winterland Adventure	0404	8,943	Entertainment
Marlin's Big Catch	0410	769	Entertainment
Available	0418	675	
Food Court			
Yo Belle's	0076	523	Frozen yogurt
Available	0078	612	
Mamma's Pizzeria	0079	535	Pizza
China Max	0080	676	Chinese Food
Security Office	0081	1,430	Office
Available	0082	420	
Tono's Tacos	0086	700	Tacos
Available	0087	1,015	
Available	0088	673	
Available	0092	420	
Hershey's Ice Cream	0094	764	Ice cream
Available	0600	200	

Tenant	Suite	SF	Category
Kiosk			
Gold Center	K001		Jewelry
Piercing Pagoda	K002		Piercing/Jewelry
Available	K003		Former wireless
Available	K004		Former café
Animal of Oz	K006		
Sprint	K007		Wireless
Outparcel			
Dunkin Donuts	3201	2,650	Donuts / Coffee
Ichiban	3202	6,686	Restaurant
Wendy's	3203	3,085	Fastfood
Suntrust Bank	3204	3,827	Bank

Updated 02/16/21

can be combined for
flagship restaurant

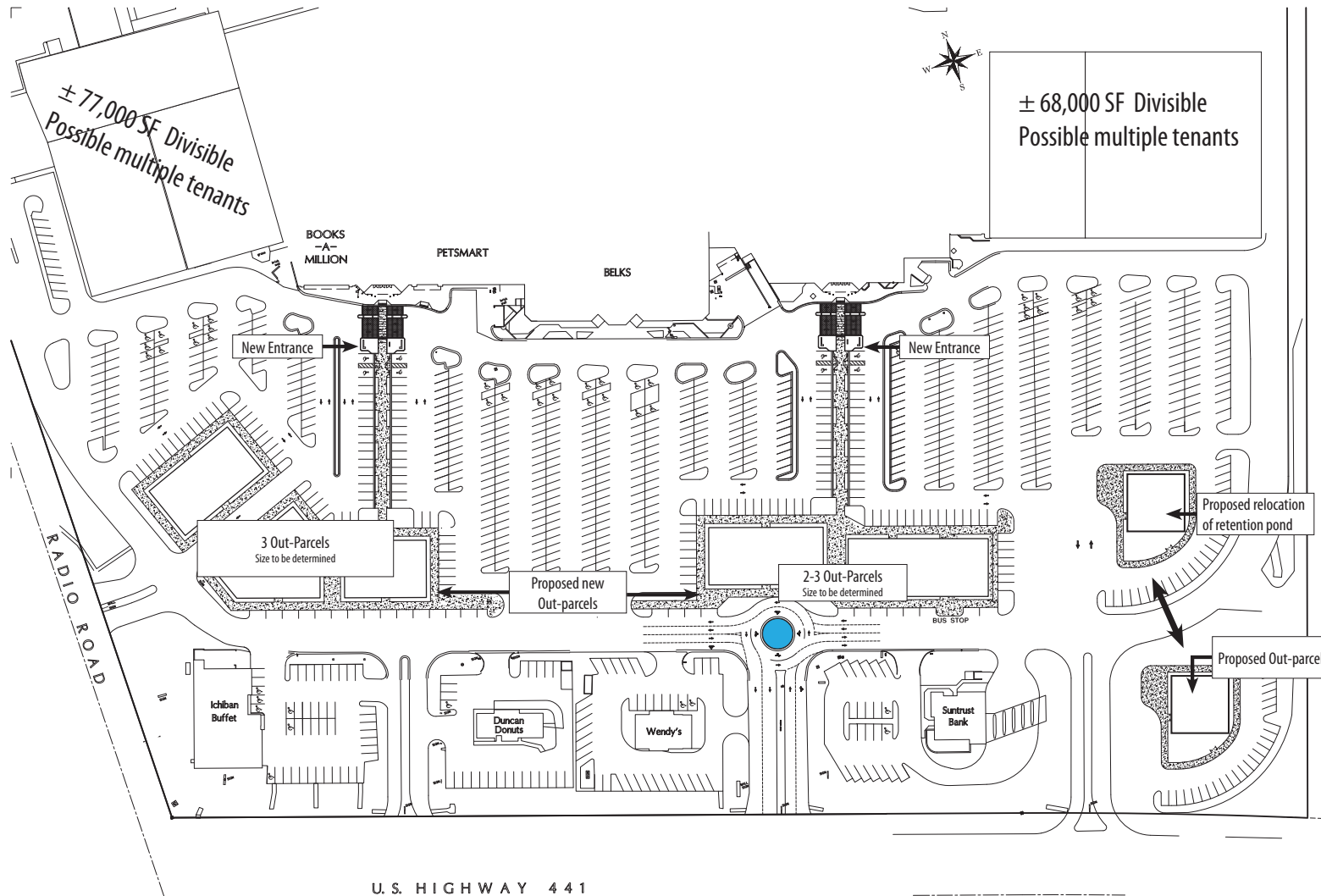
- Anchor
- Restaurant
- Restaurant Available
- Reserved
- Available
- Leased
- Available soon
- Outparcel

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THUR
RETAIL
Thur & Associates
Commercial Real Estate Brokerage



last updated: 02/16/21



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NEW ENTRANCES



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MALL VIDEOS

LAKE S  UARE



last updated: 02/16/21



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last updated: 02/16/21



COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 28.8244/-81.7839

The Square		10 min drivetime		20 min drivetime		30 min drivetime	
10401 US-441, Leesburg, FL 34788							
Population							
Estimated Population (2020)	31,757		103,786		210,645		
Projected Population (2025)	37,090		121,848		245,107		
Census Population (2010)	28,010		90,955		164,444		
Census Population (2000)	23,746		78,878		132,270		
Projected Annual Growth (2020-2025)	5,332	3.4%	18,062	3.5%	34,462	3.3%	
Historical Annual Growth (2010-2020)	3,747	1.3%	12,831	1.4%	46,201	2.8%	
Historical Annual Growth (2000-2010)	4,264	1.8%	12,077	1.5%	32,173	2.4%	
Estimated Population Density (2020)	1,114	psm	900	psm	593	psm	
Trade Area Size	28.5	sq mi	115.3	sq mi	354.9	sq mi	
Households							
Estimated Households (2020)	14,580		46,142		93,407		
Projected Households (2025)	15,627		49,741		100,909		
Census Households (2010)	12,624		39,527		71,827		
Census Households (2000)	11,143		35,037		57,997		
Projected Annual Growth (2020-2025)	1,047	1.4%	3,600	1.6%	7,502	1.6%	
Historical Annual Change (2000-2020)	3,437	1.5%	11,105	1.6%	35,410	3.1%	
Average Household Income							
Estimated Average Household Income (2020)	\$55,157		\$58,443		\$68,952		
Projected Average Household Income (2025)	\$60,619		\$64,039		\$76,548		
Census Average Household Income (2010)	\$52,366		\$50,848		\$53,541		
Census Average Household Income (2000)	\$41,273		\$43,025		\$45,096		
Projected Annual Change (2020-2025)	\$5,462	2.0%	\$5,596	1.9%	\$7,596	2.2%	
Historical Annual Change (2000-2020)	\$13,885	1.7%	\$15,418	1.8%	\$23,856	2.6%	
Median Household Income							
Estimated Median Household Income (2020)	\$45,090		\$48,214		\$55,399		
Projected Median Household Income (2025)	\$52,528		\$56,210		\$64,840		
Census Median Household Income (2010)	\$40,717		\$40,303		\$42,909		
Census Median Household Income (2000)	\$33,696		\$33,412		\$34,969		
Projected Annual Change (2020-2025)	\$7,438	3.3%	\$7,996	3.3%	\$9,441	3.4%	
Historical Annual Change (2000-2020)	\$11,394	1.7%	\$14,801	2.2%	\$20,430	2.9%	
Per Capita Income							
Estimated Per Capita Income (2020)	\$25,714		\$26,160		\$30,683		
Projected Per Capita Income (2025)	\$25,876		\$26,293		\$31,607		
Census Per Capita Income (2010)	\$23,601		\$22,097		\$23,386		
Census Per Capita Income (2000)	\$19,494		\$19,111		\$19,735		
Projected Annual Change (2020-2025)	\$161	0.1%	\$133	0.1%	\$924	0.6%	
Historical Annual Change (2000-2020)	\$6,220	1.6%	\$7,048	1.8%	\$10,948	2.8%	
Estimated Average Household Net Worth (2020)	\$286,018		\$304,909		\$386,721		

Demographic Source: Applied Geographic Solutions 4/2020, TIGER Geography

Information herein has been obtained from sources believed to be reliable. While we do not doubt its accuracy, we have not verified it and make no guarantee, warranty or representation about it. Independent confirmation of its accuracy and completeness is your responsibility.

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COMPLETE PROFILE

2000-2010 Census, 2020 Estimates with 2025 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 28.8244/-81.7839

The Square

10401 US-441, Leesburg, FL 34788

10 min drivetime 20 min drivetime 30 min drivetime

Race and Ethnicity

Total Population (2020)	31,757		103,786		210,645	
White (2020)	26,111	82.2%	79,788	76.9%	170,369	80.9%
Black or African American (2020)	3,583	11.3%	15,771	15.2%	24,972	11.9%
American Indian or Alaska Native (2020)	108	0.3%	432	0.4%	913	0.4%
Asian (2020)	751	2.4%	1,990	1.9%	3,914	1.9%
Hawaiian or Pacific Islander (2020)	27	-	79	-	131	-
Other Race (2020)	577	1.8%	3,228	3.1%	5,824	2.8%
Two or More Races (2020)	600	1.9%	2,498	2.4%	4,521	2.1%
Population < 18 (2020)	4,769	15.0%	18,600	17.9%	34,476	16.4%
White Not Hispanic	2,805	58.8%	9,555	51.4%	19,198	55.7%
Black or African American	918	19.2%	4,361	23.4%	6,536	19.0%
Asian	148	3.1%	382	2.1%	714	2.1%
Other Race Not Hispanic	163	3.4%	802	4.3%	1,475	4.3%
Hispanic	736	15.4%	3,499	18.8%	6,552	19.0%
Not Hispanic or Latino Population (2020)	29,052	91.5%	91,415	88.1%	187,236	88.9%
Not Hispanic White	24,389	84.0%	72,481	79.3%	155,807	83.2%
Not Hispanic Black or African American	3,435	11.8%	14,945	16.3%	23,688	12.7%
Not Hispanic American Indian or Alaska Native	92	0.3%	336	0.4%	639	0.3%
Not Hispanic Asian	725	2.5%	1,886	2.1%	3,731	2.0%
Not Hispanic Hawaiian or Pacific Islander	27	-	76	-	124	-
Not Hispanic Other Race	3	-	9	-	91	-
Not Hispanic Two or More Races	380	1.3%	1,683	1.8%	3,156	1.7%
Hispanic or Latino Population (2020)	2,705	8.5%	12,371	11.9%	23,408	11.1%
Hispanic White	1,721	63.6%	7,308	59.1%	14,562	62.2%
Hispanic Black or African American	148	5.5%	826	6.7%	1,284	5.5%
Hispanic American Indian or Alaska Native	15	0.6%	95	0.8%	274	1.2%
Hispanic Asian	27	1.0%	104	0.8%	183	0.8%
Hispanic Hawaiian or Pacific Islander	-	-	3	-	7	-
Hispanic Other Race	574	21.2%	3,220	26.0%	5,733	24.5%
Hispanic Two or More Races	220	8.1%	815	6.6%	1,365	5.8%
Not Hispanic or Latino Population (2010)	26,411	94.3%	83,406	91.7%	151,068	91.9%
Hispanic or Latino Population (2010)	1,599	5.7%	7,549	8.3%	13,375	8.1%
Not Hispanic or Latino Population (2000)	23,165	97.6%	75,707	96.0%	126,616	95.7%
Hispanic or Latino Population (2000)	581	2.4%	3,171	4.0%	5,654	4.3%
Not Hispanic or Latino Population (2025)	33,808	91.2%	106,923	87.8%	217,048	88.6%
Hispanic or Latino Population (2025)	3,282	8.8%	14,925	12.2%	28,059	11.4%
Projected Annual Growth (2020-2025)	576	-	2,555	-	4,650	-
Historical Annual Growth (2000-2010)	1,018	17.5%	4,378	13.8%	7,721	13.7%

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The Square

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Total Age Distribution (2020)

Total Population	31,757		103,786		210,645	
Age Under 5 Years	1,287	4.1%	5,128	4.9%	9,260	4.4%
Age 5 to 9 Years	1,306	4.1%	5,093	4.9%	9,403	4.5%
Age 10 to 14 Years	1,365	4.3%	5,226	5.0%	9,925	4.7%
Age 15 to 19 Years	1,421	4.5%	5,198	5.0%	9,580	4.5%
Age 20 to 24 Years	1,478	4.7%	5,413	5.2%	9,480	4.5%
Age 25 to 29 Years	1,627	5.1%	6,174	5.9%	10,721	5.1%
Age 30 to 34 Years	1,526	4.8%	5,557	5.4%	10,017	4.8%
Age 35 to 39 Years	1,441	4.5%	5,147	5.0%	9,555	4.5%
Age 40 to 44 Years	1,363	4.3%	4,795	4.6%	9,217	4.4%
Age 45 to 49 Years	1,484	4.7%	5,351	5.2%	10,428	5.0%
Age 50 to 54 Years	1,692	5.3%	5,818	5.6%	11,652	5.5%
Age 55 to 59 Years	2,004	6.3%	6,851	6.6%	13,849	6.6%
Age 60 to 64 Years	2,331	7.3%	7,025	6.8%	15,350	7.3%
Age 65 to 69 Years	2,595	8.2%	7,232	7.0%	17,380	8.3%
Age 70 to 74 Years	2,920	9.2%	7,707	7.4%	19,142	9.1%
Age 75 to 79 Years	2,574	8.1%	6,424	6.2%	15,708	7.5%
Age 80 to 84 Years	1,833	5.8%	4,761	4.6%	10,536	5.0%
Age 85 Years or Over	1,510	4.8%	4,886	4.7%	9,442	4.5%
Median Age	51.8		47.3		50.8	
Age 19 Years or Less	5,379	16.9%	20,645	19.9%	38,168	18.1%
Age 20 to 64 Years	14,947	47.1%	52,131	50.2%	100,269	47.6%
Age 65 Years or Over	11,431	36.0%	31,010	29.9%	72,208	34.3%

Female Age Distribution (2020)

Female Population	16,476	51.9%	54,557	52.6%	110,152	52.3%
Age Under 5 Years	609	3.7%	2,531	4.6%	4,537	4.1%
Age 5 to 9 Years	650	3.9%	2,475	4.5%	4,602	4.2%
Age 10 to 14 Years	652	4.0%	2,481	4.5%	4,796	4.4%
Age 15 to 19 Years	690	4.2%	2,549	4.7%	4,660	4.2%
Age 20 to 24 Years	707	4.3%	2,673	4.9%	4,675	4.2%
Age 25 to 29 Years	798	4.8%	3,150	5.8%	5,457	5.0%
Age 30 to 34 Years	790	4.8%	2,890	5.3%	5,183	4.7%
Age 35 to 39 Years	719	4.4%	2,609	4.8%	4,900	4.4%
Age 40 to 44 Years	692	4.2%	2,443	4.5%	4,728	4.3%
Age 45 to 49 Years	717	4.3%	2,722	5.0%	5,364	4.9%
Age 50 to 54 Years	905	5.5%	3,153	5.8%	6,247	5.7%
Age 55 to 59 Years	1,061	6.4%	3,701	6.8%	7,515	6.8%
Age 60 to 64 Years	1,296	7.9%	3,869	7.1%	8,475	7.7%
Age 65 to 69 Years	1,406	8.5%	3,937	7.2%	9,441	8.6%
Age 70 to 74 Years	1,520	9.2%	4,073	7.5%	9,902	9.0%
Age 75 to 79 Years	1,366	8.3%	3,437	6.3%	8,076	7.3%
Age 80 to 84 Years	994	6.0%	2,745	5.0%	5,781	5.2%
Age 85 Years or Over	905	5.5%	3,119	5.7%	5,812	5.3%
Female Median Age	53.2		49.2		52.1	
Age 19 Years or Less	2,600	15.8%	10,035	18.4%	18,595	16.9%
Age 20 to 64 Years	7,684	46.6%	27,210	49.9%	52,545	47.7%
Age 65 Years or Over	6,192	37.6%	17,312	31.7%	39,012	35.4%

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Male Age Distribution (2020)

Male Population	15,281	48.1%	49,229	47.4%	100,492	47.7%
Age Under 5 Years	678	4.4%	2,597	5.3%	4,723	4.7%
Age 5 to 9 Years	656	4.3%	2,618	5.3%	4,802	4.8%
Age 10 to 14 Years	713	4.7%	2,746	5.6%	5,128	5.1%
Age 15 to 19 Years	731	4.8%	2,649	5.4%	4,920	4.9%
Age 20 to 24 Years	771	5.0%	2,739	5.6%	4,805	4.8%
Age 25 to 29 Years	830	5.4%	3,024	6.1%	5,264	5.2%
Age 30 to 34 Years	736	4.8%	2,666	5.4%	4,834	4.8%
Age 35 to 39 Years	722	4.7%	2,538	5.2%	4,655	4.6%
Age 40 to 44 Years	671	4.4%	2,352	4.8%	4,489	4.5%
Age 45 to 49 Years	767	5.0%	2,629	5.3%	5,064	5.0%
Age 50 to 54 Years	787	5.2%	2,665	5.4%	5,405	5.4%
Age 55 to 59 Years	943	6.2%	3,150	6.4%	6,334	6.3%
Age 60 to 64 Years	1,036	6.8%	3,157	6.4%	6,875	6.8%
Age 65 to 69 Years	1,188	7.8%	3,294	6.7%	7,939	7.9%
Age 70 to 74 Years	1,399	9.2%	3,633	7.4%	9,241	9.2%
Age 75 to 79 Years	1,209	7.9%	2,987	6.1%	7,632	7.6%
Age 80 to 84 Years	839	5.5%	2,017	4.1%	4,755	4.7%
Age 85 Years or Over	605	4.0%	1,767	3.6%	3,630	3.6%
Male Median Age	50.3		45.2		49.4	
Age 19 Years or Less	2,778	18.2%	10,610	21.6%	19,573	19.5%
Age 20 to 64 Years	7,263	47.5%	24,922	50.6%	47,724	47.5%
Age 65 Years or Over	5,240	34.3%	13,698	27.8%	33,196	33.0%

Males per 100 Females (2020)

Overall Comparison						
Age Under 5 Years	111	52.7%	103	50.6%	104	51.0%
Age 5 to 9 Years	101	50.2%	106	51.4%	104	51.1%
Age 10 to 14 Years	109	52.2%	111	52.5%	107	52.5%
Age 15 to 19 Years	106	51.4%	104	51.0%	106	51.4%
Age 20 to 24 Years	109	52.2%	102	50.6%	103	50.7%
Age 25 to 29 Years	104	51.0%	96	49.0%	96	49.1%
Age 30 to 34 Years	93	48.2%	92	48.0%	93	48.3%
Age 35 to 39 Years	100	50.1%	97	49.3%	95	48.7%
Age 40 to 44 Years	97	49.2%	96	49.1%	95	48.7%
Age 45 to 49 Years	107	51.7%	97	49.1%	94	48.6%
Age 50 to 54 Years	87	46.5%	85	45.8%	87	46.4%
Age 55 to 59 Years	89	47.1%	85	46.0%	84	45.7%
Age 60 to 64 Years	80	44.4%	82	44.9%	81	44.8%
Age 65 to 69 Years	84	45.8%	84	45.6%	84	45.7%
Age 70 to 74 Years	92	47.9%	89	47.1%	93	48.3%
Age 75 to 79 Years	89	47.0%	87	46.5%	94	48.6%
Age 80 to 84 Years	84	45.7%	73	42.4%	82	45.1%
Age 85 Years or Over	67	40.1%	57	36.2%	62	38.4%
Age 19 Years or Less	107	51.7%	106	51.4%	105	51.3%
Age 20 to 39 Years	101	50.4%	97	49.2%	97	49.2%
Age 40 to 64 Years	90	47.4%	88	46.8%	87	46.6%
Age 65 Years or Over	85	45.8%	79	44.2%	85	46.0%

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Lat/Lon: 28.8244/-81.7839

The Square

10401 US-441, Leesburg, FL 34788

10 min drivetime 20 min drivetime 30 min drivetime

Household Type (2020)

Total Households	14,580		46,142		93,407	
Households with Children	2,768	19.0%	10,559	22.9%	19,411	20.8%
Average Household Size	2.1		2.2		2.2	
Household Density per Square Mile	511		400		263	
Population Family	24,242	76.3%	80,684	77.7%	169,968	80.7%
Population Non-Family	6,579	20.7%	21,137	20.4%	38,242	18.2%
Population Group Quarters	937	2.9%	1,965	1.9%	2,435	1.2%
Family Households	8,978	61.6%	28,367	61.5%	61,044	65.4%
Married Couple Households	7,047	78.5%	21,084	74.3%	48,465	79.4%
Other Family Households with Children	1,931	21.5%	7,283	25.7%	12,579	20.6%
Family Households with Children	2,743	30.6%	10,419	36.7%	19,146	31.4%
Married Couple with Children	1,580	57.6%	5,776	55.4%	11,482	60.0%
Other Family Households with Children	1,164	42.4%	4,644	44.6%	7,664	40.0%
Family Households No Children	6,235	69.4%	17,947	63.3%	41,898	68.6%
Married Couple No Children	5,467	87.7%	15,308	85.3%	36,983	88.3%
Other Family Households No Children	768	12.3%	2,640	14.7%	4,915	11.7%
Non-Family Households	5,602	38.4%	17,775	38.5%	32,363	34.6%
Non-Family Households with Children	25	0.4%	139	0.8%	265	0.8%
Non-Family Households No Children	5,578	99.6%	17,636	99.2%	32,098	99.2%
Average Family Household Size	2.7		2.8		2.8	
Average Family Income	\$61,935		\$69,832		\$80,647	
Median Family Income	\$58,837		\$61,172		\$68,456	
Average Non-Family Household Size	1.2		1.2		1.2	

Marital Status (2020)

Population Age 15 Years or Over	27,799		88,339		182,056	
Never Married	6,127	22.0%	21,588	24.4%	36,852	20.2%
Currently Married	12,189	43.8%	39,390	44.6%	94,543	51.9%
Previously Married	9,483	34.1%	27,362	31.0%	50,661	27.8%
Separated	1,304	13.8%	4,422	16.2%	7,386	14.6%
Widowed	2,907	30.7%	8,372	30.6%	16,540	32.6%
Divorced	5,272	55.6%	14,569	53.2%	26,735	52.8%

Educational Attainment (2020)

Adult Population Age 25 Years or Over	24,900		77,729		162,997	
Elementary (Grade Level 0 to 8)	550	2.2%	2,171	2.8%	4,331	2.7%
Some High School (Grade Level 9 to 11)	2,044	8.2%	7,466	9.6%	13,641	8.4%
High School Graduate	9,369	37.6%	28,641	36.8%	54,985	33.7%
Some College	5,899	23.7%	17,135	22.0%	35,476	21.8%
Associate Degree Only	2,398	9.6%	6,922	8.9%	15,503	9.5%
Bachelor Degree Only	3,047	12.2%	10,032	12.9%	23,866	14.6%
Graduate Degree	1,593	6.4%	5,363	6.9%	15,194	9.3%
Any College (Some College or Higher)	12,938	52.0%	39,451	50.8%	90,039	55.2%
College Degree + (Bachelor Degree or Higher)	4,640	18.6%	15,395	19.8%	39,060	24.0%

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The Square

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10 min drivetime 20 min drivetime 30 min drivetime

Housing

Total Housing Units (2020)	16,427		50,993		102,249	
Total Housing Units (2010)	15,333		48,017		86,759	
Historical Annual Growth (2010-2020)	1,094	0.7%	2,976	0.6%	15,490	1.8%
Housing Units Occupied (2020)	14,580	88.8%	46,142	90.5%	93,407	91.4%
Housing Units Owner-Occupied	11,484	78.8%	32,719	70.9%	72,933	78.1%
Housing Units Renter-Occupied	3,096	21.2%	13,423	29.1%	20,474	21.9%
Housing Units Vacant (2020)	1,846	11.2%	4,851	9.5%	8,842	8.6%

Household Size (2020)

Total Households	14,580		46,142		93,407	
1 Person Households	4,748	32.6%	15,003	32.5%	27,137	29.1%
2 Person Households	6,485	44.5%	18,688	40.5%	41,511	44.4%
3 Person Households	1,583	10.9%	5,462	11.8%	10,858	11.6%
4 Person Households	965	6.6%	3,793	8.2%	7,752	8.3%
5 Person Households	497	3.4%	1,913	4.1%	3,743	4.0%
6 Person Households	186	1.3%	748	1.6%	1,411	1.5%
7 or More Person Households	117	0.8%	534	1.2%	995	1.1%

Household Income Distribution (2020)

HH Income \$200,000 or More	265	1.8%	926	2.0%	3,165	3.4%
HH Income \$150,000 to \$199,999	343	2.4%	1,250	2.7%	3,351	3.6%
HH Income \$125,000 to \$149,999	404	2.8%	1,442	3.1%	3,989	4.3%
HH Income \$100,000 to \$124,999	1,006	6.9%	3,321	7.2%	7,884	8.4%
HH Income \$75,000 to \$99,999	1,670	11.5%	5,696	12.3%	12,603	13.5%
HH Income \$50,000 to \$74,999	2,763	18.9%	9,165	19.9%	18,031	19.3%
HH Income \$35,000 to \$49,999	2,469	16.9%	6,952	15.1%	14,464	15.5%
HH Income \$25,000 to \$34,999	1,775	12.2%	5,439	11.8%	9,871	10.6%
HH Income \$15,000 to \$24,999	2,346	16.1%	6,654	14.4%	10,995	11.8%
HH Income \$10,000 to \$14,999	878	6.0%	2,491	5.4%	4,208	4.5%
HH Income Under \$10,000	663	4.5%	2,805	6.1%	4,846	5.2%

Household Vehicles (2020)

Households 0 Vehicles Available	871	6.0%	3,561	7.7%	5,129	5.5%
Households 1 Vehicle Available	7,670	52.6%	21,296	46.2%	42,763	45.8%
Households 2 Vehicles Available	4,737	32.5%	15,803	34.2%	32,974	35.3%
Households 3 or More Vehicles Available	1,302	8.9%	5,482	11.9%	12,541	13.4%
Total Vehicles Available	21,386		71,291		150,927	
Average Vehicles per Household	1.5		1.5		1.6	
Owner-Occupied Household Vehicles	17,233	80.6%	54,101	75.9%	123,434	81.8%
Average Vehicles per Owner-Occupied Household	1.5		1.7		1.7	
Renter-Occupied Household Vehicles	4,154	19.4%	17,190	24.1%	27,493	18.2%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	

Travel Time (2020)

Worker Base Age 16 years or Over	13,647		44,631		87,136	
Travel to Work in 14 Minutes or Less	3,656	26.8%	13,892	31.1%	23,547	27.0%
Travel to Work in 15 to 29 Minutes	3,897	28.6%	12,226	27.4%	24,095	27.7%
Travel to Work in 30 to 59 Minutes	2,545	18.7%	10,471	23.5%	22,501	25.8%
Travel to Work in 60 Minutes or More	1,175	8.6%	3,841	8.6%	7,092	8.1%
Work at Home	629	4.6%	1,877	4.2%	5,393	6.2%
Average Minutes Travel to Work	20.0		20.0		21.9	

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The Square

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Transportation To Work (2020)

Worker Base Age 16 years or Over	13,647		44,631		87,136	
Drive to Work Alone	11,140	81.6%	36,663	82.1%	70,131	80.5%
Drive to Work in Carpool	1,387	10.2%	4,677	10.5%	8,683	10.0%
Travel to Work by Public Transportation	80	0.6%	411	0.9%	619	0.7%
Drive to Work on Motorcycle	75	0.5%	124	0.3%	187	0.2%
Bicycle to Work	37	0.3%	144	0.3%	181	0.2%
Walk to Work	207	1.5%	473	1.1%	951	1.1%
Other Means	93	0.7%	262	0.6%	989	1.1%
Work at Home	629	4.6%	1,877	4.2%	5,393	6.2%

Daytime Demographics (2020)

Total Businesses	1,551		5,760		8,295	
Total Employees	15,047		50,812		70,697	
Company Headquarter Businesses	7	0.4%	20	0.3%	28	0.3%
Company Headquarter Employees	1,977	13.1%	3,778	7.4%	4,357	6.2%
Employee Population per Business	9.7	to 1	8.8	to 1	8.5	to 1
Residential Population per Business	20.5	to 1	18.0	to 1	25.4	to 1
Adj. Daytime Demographics Age 16 Years or Over	30,771		95,937		168,217	

Labor Force

Labor Population Age 16 Years or Over (2020)	27,539		87,335		180,095	
Labor Force Total Males (2020)	13,105	47.6%	40,753	46.7%	84,839	47.1%
Male Civilian Employed	5,512	42.1%	20,533	50.4%	41,580	49.0%
Male Civilian Unemployed	215	1.6%	609	1.5%	1,128	1.3%
Males in Armed Forces	-	-	70	0.2%	75	-
Males Not in Labor Force	7,377	56.3%	19,541	48.0%	42,055	49.6%
Labor Force Total Females (2020)	14,435	52.4%	46,582	53.3%	95,256	52.9%
Female Civilian Employed	6,303	43.7%	21,606	46.4%	40,914	43.0%
Female Civilian Unemployed	218	1.5%	647	1.4%	1,186	1.2%
Females in Armed Forces	-	-	2	-	6	-
Females Not in Labor Force	7,913	54.8%	24,328	52.2%	53,151	55.8%
Unemployment Rate	434	1.6%	1,256	1.4%	2,314	1.3%

Occupation (2020)

Occupation Population Age 16 Years or Over	11,816		42,138		82,494	
Occupation Total Males	5,512	46.7%	20,533	48.7%	41,580	50.4%
Occupation Total Females	6,303	53.3%	21,606	51.3%	40,914	49.6%
Management, Business, Financial Operations	1,469	12.4%	4,681	11.1%	10,391	12.6%
Professional, Related	2,173	18.4%	7,556	17.9%	15,754	19.1%
Service	2,688	22.7%	9,705	23.0%	17,411	21.1%
Sales, Office	3,069	26.0%	10,964	26.0%	20,759	25.2%
Farming, Fishing, Forestry	58	0.5%	291	0.7%	611	0.7%
Construction, Extraction, Maintenance	1,042	8.8%	3,846	9.1%	8,220	10.0%
Production, Transport, Material Moving	1,316	11.1%	5,096	12.1%	9,348	11.3%
White Collar Workers	6,711	56.8%	23,201	55.1%	46,904	56.9%
Blue Collar Workers	5,104	43.2%	18,937	44.9%	35,590	43.1%

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Units In Structure (2020)

Total Units	12,624		39,527		71,827	
1 Detached Unit	8,233	65.2%	28,143	71.2%	64,803	90.2%
1 Attached Unit	341	2.7%	1,338	3.4%	2,172	3.0%
2 Units	251	2.0%	1,004	2.5%	1,586	2.2%
3 to 4 Units	439	3.5%	1,858	4.7%	2,530	3.5%
5 to 9 Units	403	3.2%	1,744	4.4%	2,446	3.4%
10 to 19 Units	233	1.8%	1,283	3.2%	1,789	2.5%
20 to 49 Units	142	1.1%	644	1.6%	907	1.3%
50 or More Units	100	0.8%	940	2.4%	1,259	1.8%
Mobile Home or Trailer	4,433	35.1%	9,072	23.0%	15,721	21.9%
Other Structure	5	-	114	0.3%	195	0.3%

Homes Built By Year (2020)

Homes Built 2014 or later	646	3.9%	1,840	3.6%	8,083	7.9%
Homes Built 2010 to 2013	129	0.8%	540	1.1%	4,788	4.7%
Homes Built 2000 to 2009	2,269	13.8%	8,098	15.9%	20,041	19.6%
Homes Built 1990 to 1999	2,726	16.6%	7,128	14.0%	15,617	15.3%
Homes Built 1980 to 1989	3,830	23.3%	10,968	21.5%	17,874	17.5%
Homes Built 1970 to 1979	2,382	14.5%	7,461	14.6%	11,944	11.7%
Homes Built 1960 to 1969	1,331	8.1%	3,714	7.3%	5,570	5.4%
Homes Built 1950 to 1959	889	5.4%	3,825	7.5%	5,432	5.3%
Homes Built 1940 to 1949	131	0.8%	926	1.8%	1,437	1.4%
Homes Built Before 1939	248	1.5%	1,643	3.2%	2,622	2.6%
Median Age of Homes	30.4	yrs	32.3	yrs	28.0	yrs

Home Values (2020)

Owner Specified Housing Units	9,916		27,986		54,622	
Home Values \$1,000,000 or More	50	0.5%	208	0.7%	489	0.9%
Home Values \$750,000 to \$999,999	40	0.4%	239	0.9%	738	1.4%
Home Values \$500,000 to \$749,999	462	4.7%	1,419	5.1%	4,271	7.8%
Home Values \$400,000 to \$499,999	249	2.5%	937	3.3%	3,207	5.9%
Home Values \$300,000 to \$399,999	670	6.8%	2,358	8.4%	8,090	14.8%
Home Values \$250,000 to \$299,999	1,035	10.4%	2,708	9.7%	8,330	15.2%
Home Values \$200,000 to \$249,999	1,245	12.6%	4,097	14.6%	11,191	20.5%
Home Values \$175,000 to \$199,999	903	9.1%	2,625	9.4%	5,244	9.6%
Home Values \$150,000 to \$174,999	964	9.7%	2,928	10.5%	6,062	11.1%
Home Values \$125,000 to \$149,999	617	6.2%	2,023	7.2%	3,892	7.1%
Home Values \$100,000 to \$124,999	798	8.0%	2,193	7.8%	3,871	7.1%
Home Values \$90,000 to \$99,999	263	2.7%	766	2.7%	1,342	2.5%
Home Values \$80,000 to \$89,999	323	3.3%	996	3.6%	1,712	3.1%
Home Values \$70,000 to \$79,999	380	3.8%	1,120	4.0%	1,723	3.2%
Home Values \$60,000 to \$69,999	285	2.9%	702	2.5%	1,447	2.6%
Home Values \$50,000 to \$59,999	430	4.3%	1,316	4.7%	2,067	3.8%
Home Values \$35,000 to \$49,999	415	4.2%	987	3.5%	1,922	3.5%
Home Values \$25,000 to \$34,999	736	7.4%	1,442	5.2%	2,201	4.0%
Home Values \$10,000 to \$24,999	1,081	10.9%	2,323	8.3%	3,274	6.0%
Home Values Under \$10,000	380	3.8%	888	3.2%	1,288	2.4%
Owner-Occupied Median Home Value	\$137,214		\$152,955		\$178,082	
Renter-Occupied Median Rent	\$784		\$781		\$810	

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Total Annual Consumer Expenditure (2020)

Total Household Expenditure	\$680.03 M	\$2.23 B	\$5.05 B
Total Non-Retail Expenditure	\$358.54 M	\$1.18 B	\$2.66 B
Total Retail Expenditure	\$321.49 M	\$1.06 B	\$2.39 B
Apparel	\$23.08 M	\$76.41 M	\$173.18 M
Contributions	\$21.79 M	\$70.9 M	\$163.88 M
Education	\$17.5 M	\$58.8 M	\$136.22 M
Entertainment	\$37.5 M	\$123.32 M	\$281.97 M
Food and Beverages	\$101.02 M	\$332.12 M	\$747.02 M
Furnishings and Equipment	\$23.41 M	\$76.88 M	\$175.86 M
Gifts	\$15.71 M	\$51.69 M	\$119.58 M
Health Care	\$61.34 M	\$198.65 M	\$448.21 M
Household Operations	\$26.72 M	\$87.24 M	\$198.73 M
Miscellaneous Expenses	\$12.92 M	\$42.27 M	\$95.95 M
Personal Care	\$9.15 M	\$30.01 M	\$67.95 M
Personal Insurance	\$4.57 M	\$14.95 M	\$34.86 M
Reading	\$1.53 M	\$4.95 M	\$11.28 M
Shelter	\$142.28 M	\$469.73 M	\$1.05 B
Tobacco	\$4.63 M	\$15.12 M	\$32.63 M
Transportation	\$123.38 M	\$405.72 M	\$919.85 M
Utilities	\$53.49 M	\$174.2 M	\$387.71 M

Monthly Household Consumer Expenditure (2020)

Total Household Expenditure	\$3,887		\$4,033		\$4,504	
Total Non-Retail Expenditure	\$2,049	52.7%	\$2,126	52.7%	\$2,373	52.7%
Total Retail Expenditures	\$1,837	47.3%	\$1,906	47.3%	\$2,131	47.3%
Apparel	\$132	3.4%	\$138	3.4%	\$155	3.4%
Contributions	\$125	3.2%	\$128	3.2%	\$146	3.2%
Education	\$100	2.6%	\$106	2.6%	\$122	2.7%
Entertainment	\$214	5.5%	\$223	5.5%	\$252	5.6%
Food and Beverages	\$577	14.9%	\$600	14.9%	\$666	14.8%
Furnishings and Equipment	\$134	3.4%	\$139	3.4%	\$157	3.5%
Gifts	\$90	2.3%	\$93	2.3%	\$107	2.4%
Health Care	\$351	9.0%	\$359	8.9%	\$400	8.9%
Household Operations	\$153	3.9%	\$158	3.9%	\$177	3.9%
Miscellaneous Expenses	\$74	1.9%	\$76	1.9%	\$86	1.9%
Personal Care	\$52	1.3%	\$54	1.3%	\$61	1.3%
Personal Insurance	\$26	0.7%	\$27	0.7%	\$31	0.7%
Reading	\$9	0.2%	\$9	0.2%	\$10	0.2%
Shelter	\$813	20.9%	\$848	21.0%	\$940	20.9%
Tobacco	\$26	0.7%	\$27	0.7%	\$29	0.6%
Transportation	\$705	18.1%	\$733	18.2%	\$821	18.2%
Utilities	\$306	7.9%	\$315	7.8%	\$346	7.7%

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