

# Complete Profile

2000-2010 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Konover South  
 Lat/Lon: 26.4112/-81.8117

Marketplace at Coconut Point US41 & Sweetwater Ranch Blvd.	5 min drive time		10 min drive time		15 min drive time	
<b>Population</b>						
Estimated Population (2021)	13,656		61,532		116,171	
Projected Population (2026)	14,703		68,154		129,380	
Census Population (2010)	11,880		49,395		93,912	
Census Population (2000)	5,931		31,085		66,393	
Projected Annual Growth (2021-2026)	1,046	1.5%	6,622	2.2%	13,209	2.3%
Historical Annual Growth (2010-2021)	1,776	1.4%	12,137	2.2%	22,259	2.2%
Historical Annual Growth (2000-2010)	5,949	10.0%	18,310	5.9%	27,519	4.1%
Estimated Population Density (2021)	1,169	psm	1,641	psm	1,709	psm
Trade Area Size	11.7	sq mi	37.5	sq mi	68.0	sq mi
<b>Households</b>						
Estimated Households (2021)	6,905		28,720		51,678	
Projected Households (2026)	7,100		30,395		55,033	
Census Households (2010)	5,985		22,964		41,260	
Census Households (2000)	2,947		13,790		28,634	
Projected Annual Growth (2021-2026)	195	0.6%	1,675	1.2%	3,354	1.3%
Historical Annual Change (2000-2021)	3,958	6.4%	14,930	5.2%	23,045	3.8%
<b>Average Household Income</b>						
Estimated Average Household Income (2021)	\$117,460		\$117,897		\$105,034	
Projected Average Household Income (2026)	\$137,032		\$132,894		\$116,917	
Census Average Household Income (2010)	\$98,020		\$90,636		\$81,858	
Census Average Household Income (2000)	\$82,993		\$86,027		\$71,756	
Projected Annual Change (2021-2026)	\$19,572	3.3%	\$14,997	2.5%	\$11,883	2.3%
Historical Annual Change (2000-2021)	\$34,468	2.0%	\$31,870	1.8%	\$33,278	2.2%
<b>Median Household Income</b>						
Estimated Median Household Income (2021)	\$85,031		\$85,973		\$80,815	
Projected Median Household Income (2026)	\$97,156		\$97,785		\$92,408	
Census Median Household Income (2010)	\$61,268		\$58,821		\$54,977	
Census Median Household Income (2000)	\$54,024		\$56,483		\$51,100	
Projected Annual Change (2021-2026)	\$12,125	2.9%	\$11,812	2.7%	\$11,593	2.9%
Historical Annual Change (2000-2021)	\$31,007	2.7%	\$29,490	2.5%	\$29,716	2.8%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2021)	\$59,391		\$55,029		\$46,779	
Projected Per Capita Income (2026)	\$66,170		\$59,267		\$49,781	
Census Per Capita Income (2010)	\$49,384		\$42,137		\$35,964	
Census Per Capita Income (2000)	\$41,377		\$38,007		\$30,886	
Projected Annual Change (2021-2026)	\$6,779	2.3%	\$4,239	1.5%	\$3,002	1.3%
Historical Annual Change (2000-2021)	\$18,015	2.1%	\$17,021	2.1%	\$15,893	2.5%
Estimated Average Household Net Worth (2021)	\$922,111		\$856,333		\$759,431	

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Konover South

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Marketplace at Coconut Point US41 & Sweetwater Ranch Blvd.	5 min drive time		10 min drive time		15 min drive time	
<b>Race and Ethnicity</b>						
Total Population (2021)	13,656		61,532		116,171	
White (2021)	12,591	92.2%	54,547	88.6%	101,312	87.2%
Black or African American (2021)	366	2.7%	2,086	3.4%	4,158	3.6%
American Indian or Alaska Native (2021)	29	0.2%	158	0.3%	401	0.3%
Asian (2021)	274	2.0%	1,138	1.8%	2,156	1.9%
Hawaiian or Pacific Islander (2021)	3	-	39	-	75	-
Other Race (2021)	229	1.7%	2,536	4.1%	5,975	5.1%
Two or More Races (2021)	164	1.2%	1,027	1.7%	2,095	1.8%
Population < 18 (2021)	1,225 9.0%		7,435 12.1%		15,649 13.5%	
White Not Hispanic	791	64.5%	3,870	52.1%	7,649	48.9%
Black or African American	78	6.4%	483	6.5%	949	6.1%
Asian	36	3.0%	163	2.2%	325	2.1%
Other Race Not Hispanic	41	3.4%	236	3.2%	438	2.8%
Hispanic	278	22.7%	2,682	36.1%	6,288	40.2%
Not Hispanic or Latino Population (2021)	12,396 90.8%		51,411 83.6%		92,890 80.0%	
Not Hispanic White	11,677	94.2%	47,735	92.9%	85,680	92.2%
Not Hispanic Black or African American	305	2.5%	1,731	3.4%	3,413	3.7%
Not Hispanic American Indian or Alaska Native	17	0.1%	97	0.2%	219	0.2%
Not Hispanic Asian	257	2.1%	1,065	2.1%	1,994	2.1%
Not Hispanic Hawaiian or Pacific Islander	2	-	13	-	27	-
Not Hispanic Other Race	29	0.2%	138	0.3%	413	0.4%
Not Hispanic Two or More Races	109	0.9%	631	1.2%	1,144	1.2%
Hispanic or Latino Population (2021)	1,260 9.2%		10,122 16.4%		23,281 20.0%	
Hispanic White	915	72.6%	6,811	67.3%	15,632	67.1%
Hispanic Black or African American	61	4.9%	356	3.5%	744	3.2%
Hispanic American Indian or Alaska Native	12	0.9%	61	0.6%	181	0.8%
Hispanic Asian	17	1.3%	73	0.7%	162	0.7%
Hispanic Hawaiian or Pacific Islander	-	-	27	0.3%	49	0.2%
Hispanic Other Race	200	15.9%	2,397	23.7%	5,562	23.9%
Hispanic Two or More Races	55	4.4%	396	3.9%	951	4.1%
Not Hispanic or Latino Population (2010)	11,140 93.8%		43,328 87.7%		77,926 83.0%	
Hispanic or Latino Population (2010)	740	6.2%	6,067	12.3%	15,986	17.0%
Not Hispanic or Latino Population (2000)	5,774 97.3%		28,639 92.1%		58,465 88.1%	
Hispanic or Latino Population (2000)	158	2.7%	2,446	7.9%	7,928	11.9%
Not Hispanic or Latino Population (2026)	12,987 88.3%		55,662 81.7%		101,202 78.2%	
Hispanic or Latino Population (2026)	1,715	11.7%	12,492	18.3%	28,178	21.8%
Projected Annual Growth (2021-2026)	455	-	2,370	-	4,897	-
Historical Annual Growth (2000-2010)	583	36.9%	3,621	14.8%	8,058	10.2%

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Konover South

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Marketplace at Coconut Point US41 & Sweetwater Ranch Blvd.	5 min drive time		10 min drive time		15 min drive time	
<b>Total Age Distribution (2021)</b>						
Total Population	13,656		61,532		116,171	
Age Under 5 Years	316	2.3%	2,022	3.3%	4,295	3.7%
Age 5 to 9 Years	347	2.5%	2,131	3.5%	4,473	3.9%
Age 10 to 14 Years	354	2.6%	2,144	3.5%	4,516	3.9%
Age 15 to 19 Years	341	2.5%	2,148	3.5%	5,343	4.6%
Age 20 to 24 Years	402	2.9%	2,544	4.1%	5,748	4.9%
Age 25 to 29 Years	452	3.3%	2,673	4.3%	5,571	4.8%
Age 30 to 34 Years	423	3.1%	2,517	4.1%	5,365	4.6%
Age 35 to 39 Years	432	3.2%	2,456	4.0%	5,201	4.5%
Age 40 to 44 Years	431	3.2%	2,422	3.9%	5,119	4.4%
Age 45 to 49 Years	486	3.6%	2,572	4.2%	5,250	4.5%
Age 50 to 54 Years	661	4.8%	3,128	5.1%	6,117	5.3%
Age 55 to 59 Years	975	7.1%	4,137	6.7%	7,521	6.5%
Age 60 to 64 Years	1,483	10.9%	5,646	9.2%	9,465	8.1%
Age 65 to 69 Years	1,912	14.0%	6,973	11.3%	11,187	9.6%
Age 70 to 74 Years	2,008	14.7%	7,389	12.0%	11,834	10.2%
Age 75 to 79 Years	1,365	10.0%	5,365	8.7%	9,003	7.7%
Age 80 to 84 Years	745	5.5%	2,949	4.8%	5,395	4.6%
Age 85 Years or Over	523	3.8%	2,318	3.8%	4,767	4.1%
Median Age	62.0		56.0		52.5	
Age 19 Years or Less	1,358	9.9%	8,444	13.7%	18,627	16.0%
Age 20 to 64 Years	5,745	42.1%	28,093	45.7%	55,358	47.7%
Age 65 Years or Over	6,553	48.0%	24,995	40.6%	42,186	36.3%
<b>Female Age Distribution (2021)</b>						
Female Population	7,147	52.3%	31,609	51.4%	59,059	50.8%
Age Under 5 Years	168	2.3%	1,008	3.2%	2,122	3.6%
Age 5 to 9 Years	168	2.3%	1,078	3.4%	2,216	3.8%
Age 10 to 14 Years	179	2.5%	1,032	3.3%	2,215	3.8%
Age 15 to 19 Years	183	2.6%	1,071	3.4%	2,680	4.5%
Age 20 to 24 Years	211	2.9%	1,283	4.1%	2,787	4.7%
Age 25 to 29 Years	226	3.2%	1,288	4.1%	2,632	4.5%
Age 30 to 34 Years	207	2.9%	1,219	3.9%	2,547	4.3%
Age 35 to 39 Years	218	3.0%	1,195	3.8%	2,480	4.2%
Age 40 to 44 Years	221	3.1%	1,205	3.8%	2,516	4.3%
Age 45 to 49 Years	273	3.8%	1,376	4.4%	2,703	4.6%
Age 50 to 54 Years	374	5.2%	1,729	5.5%	3,235	5.5%
Age 55 to 59 Years	575	8.0%	2,314	7.3%	4,133	7.0%
Age 60 to 64 Years	855	12.0%	3,223	10.2%	5,246	8.9%
Age 65 to 69 Years	1,017	14.2%	3,663	11.6%	5,816	9.8%
Age 70 to 74 Years	987	13.8%	3,598	11.4%	5,814	9.8%
Age 75 to 79 Years	638	8.9%	2,632	8.3%	4,496	7.6%
Age 80 to 84 Years	355	5.0%	1,407	4.5%	2,688	4.6%
Age 85 Years or Over	294	4.1%	1,288	4.1%	2,731	4.6%
Female Median Age	61.4		56.2		53.3	
Age 19 Years or Less	698	9.8%	4,189	13.3%	9,234	15.6%
Age 20 to 64 Years	3,159	44.2%	14,832	46.9%	28,280	47.9%
Age 65 Years or Over	3,290	46.0%	12,588	39.8%	21,545	36.5%

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Marketplace at Coconut Point US41 & Sweetwater Ranch Blvd.	5 min drive time		10 min drive time		15 min drive time	
<b>Male Age Distribution (2021)</b>						
Male Population	6,509	47.7%	29,923	48.6%	57,112	49.2%
Age Under 5 Years	148	2.3%	1,014	3.4%	2,174	3.8%
Age 5 to 9 Years	180	2.8%	1,053	3.5%	2,257	4.0%
Age 10 to 14 Years	174	2.7%	1,111	3.7%	2,301	4.0%
Age 15 to 19 Years	158	2.4%	1,077	3.6%	2,662	4.7%
Age 20 to 24 Years	191	2.9%	1,260	4.2%	2,961	5.2%
Age 25 to 29 Years	226	3.5%	1,385	4.6%	2,939	5.1%
Age 30 to 34 Years	216	3.3%	1,298	4.3%	2,819	4.9%
Age 35 to 39 Years	214	3.3%	1,260	4.2%	2,721	4.8%
Age 40 to 44 Years	209	3.2%	1,217	4.1%	2,603	4.6%
Age 45 to 49 Years	213	3.3%	1,196	4.0%	2,547	4.5%
Age 50 to 54 Years	288	4.4%	1,399	4.7%	2,881	5.0%
Age 55 to 59 Years	400	6.1%	1,823	6.1%	3,387	5.9%
Age 60 to 64 Years	628	9.6%	2,423	8.1%	4,219	7.4%
Age 65 to 69 Years	895	13.7%	3,310	11.1%	5,371	9.4%
Age 70 to 74 Years	1,021	15.7%	3,791	12.7%	6,020	10.5%
Age 75 to 79 Years	727	11.2%	2,733	9.1%	4,506	7.9%
Age 80 to 84 Years	390	6.0%	1,542	5.2%	2,707	4.7%
Age 85 Years or Over	230	3.5%	1,030	3.4%	2,036	3.6%
Male Median Age	62.6		55.7		51.8	
Age 19 Years or Less	660	10.1%	4,256	14.2%	9,394	16.4%
Age 20 to 64 Years	2,587	39.7%	13,261	44.3%	27,077	47.4%
Age 65 Years or Over	3,262	50.1%	12,407	41.5%	20,640	36.1%
<b>Males per 100 Females (2021)</b>						
Overall Comparison	91		95		97	
Age Under 5 Years	88	46.9%	101	50.2%	102	50.6%
Age 5 to 9 Years	107	51.7%	98	49.4%	102	50.5%
Age 10 to 14 Years	97	49.3%	108	51.9%	104	51.9%
Age 15 to 19 Years	86	46.3%	101	50.1%	99	49.8%
Age 20 to 24 Years	91	47.6%	98	49.5%	106	51.5%
Age 25 to 29 Years	100	50.0%	108	51.8%	112	52.8%
Age 30 to 34 Years	105	51.1%	106	51.6%	111	52.5%
Age 35 to 39 Years	98	49.6%	105	51.3%	110	52.3%
Age 40 to 44 Years	95	48.6%	101	50.3%	103	50.8%
Age 45 to 49 Years	78	43.9%	87	46.5%	94	48.5%
Age 50 to 54 Years	77	43.5%	81	44.7%	89	47.1%
Age 55 to 59 Years	70	41.0%	79	44.1%	82	45.0%
Age 60 to 64 Years	73	42.3%	75	42.9%	80	44.6%
Age 65 to 69 Years	88	46.8%	90	47.5%	92	48.0%
Age 70 to 74 Years	104	50.9%	105	51.3%	104	50.9%
Age 75 to 79 Years	114	53.2%	104	50.9%	100	50.1%
Age 80 to 84 Years	110	52.3%	110	52.3%	101	50.2%
Age 85 Years or Over	78	43.9%	80	44.4%	75	42.7%
Age 19 Years or Less	95	48.6%	102	50.4%	102	50.4%
Age 20 to 39 Years	98	49.6%	104	51.1%	110	52.3%
Age 40 to 64 Years	76	43.1%	82	45.0%	88	46.7%
Age 65 Years or Over	99	49.8%	99	49.6%	96	48.9%

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<b>Marketplace at Coconut Point US41 &amp; Sweetwater Ranch Blvd.</b>	<b>5 min drive time</b>		<b>10 min drive time</b>		<b>15 min drive time</b>	
<b>Household Type (2021)</b>						
Total Households	6,905		28,720		51,678	
Households with Children	618	8.9%	3,873	13.5%	8,402	16.3%
Average Household Size	2.0		2.1		2.2	
Household Density per Square Mile	591		766		760	
Population Family	10,649	78.0%	48,737	79.2%	90,390	77.8%
Population Non-Family	3,008	22.0%	12,793	20.8%	23,944	20.6%
Population Group Quarters	-	-	2	-	1,837	1.6%
Family Households	4,433	64.2%	18,714	65.2%	33,191	64.2%
Married Couple Households	4,036	91.0%	16,310	87.2%	27,997	84.4%
Other Family Households with Children	397	9.0%	2,405	12.8%	5,194	15.6%
Family Households with Children	604	13.6%	3,809	20.4%	8,267	24.9%
Married Couple with Children	439	72.6%	2,611	68.5%	5,507	66.6%
Other Family Households with Children	166	27.4%	1,198	31.5%	2,761	33.4%
Family Households No Children	3,829	86.4%	14,905	79.6%	24,924	75.1%
Married Couple No Children	3,598	94.0%	13,699	91.9%	22,491	90.2%
Other Family Households No Children	232	6.0%	1,206	8.1%	2,433	9.8%
Non-Family Households	2,472	35.8%	10,006	34.8%	18,487	35.8%
Non-Family Households with Children	13	0.5%	64	0.6%	135	0.7%
Non-Family Households No Children	2,458	99.5%	9,941	99.4%	18,352	99.3%
Average Family Household Size	2.4		2.6		2.7	
Average Family Income	\$141,544		\$143,727		\$126,630	
Median Family Income	\$104,101		\$105,928		\$99,283	
Average Non-Family Household Size	1.2		1.3		1.3	
<b>Marital Status (2021)</b>						
Population Age 15 Years or Over	12,639		55,235		102,886	
Never Married	1,370	10.8%	9,316	16.9%	22,712	22.1%
Currently Married	8,407	66.5%	33,406	60.5%	55,825	54.3%
Previously Married	2,863	22.6%	12,513	22.7%	24,349	23.7%
Separated	256	8.9%	2,408	19.2%	5,148	21.1%
Widowed	1,262	44.1%	4,837	38.7%	8,059	33.1%
Divorced	1,345	47.0%	5,268	42.1%	11,143	45.8%
<b>Educational Attainment (2021)</b>						
Adult Population Age 25 Years or Over	11,896		50,544		91,795	
Elementary (Grade Level 0 to 8)	171	1.4%	2,142	4.2%	5,361	5.8%
Some High School (Grade Level 9 to 11)	560	4.7%	1,968	3.9%	4,063	4.4%
High School Graduate	2,077	17.5%	10,799	21.4%	21,396	23.3%
Some College	2,358	19.8%	10,274	20.3%	18,249	19.9%
Associate Degree Only	1,246	10.5%	4,748	9.4%	8,895	9.7%
Bachelor Degree Only	3,231	27.2%	12,041	23.8%	20,258	22.1%
Graduate Degree	2,253	18.9%	8,573	17.0%	13,573	14.8%
Any College (Some College or Higher)	9,088	76.4%	35,635	70.5%	60,975	66.4%
College Degree + (Bachelor Degree or Higher)	5,484	46.1%	20,614	40.8%	33,831	36.9%

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<b>Housing</b>						
Total Housing Units (2021)	10,597		41,054		70,493	
Total Housing Units (2010)	9,946		36,129		60,317	
Historical Annual Growth (2010-2021)	651	0.6%	4,925	1.2%	10,176	1.5%
Housing Units Occupied (2021)	6,905	65.2%	28,720	70.0%	51,678	73.3%
Housing Units Owner-Occupied	5,108	74.0%	21,184	73.8%	36,764	71.1%
Housing Units Renter-Occupied	1,797	26.0%	7,536	26.2%	14,914	28.9%
Housing Units Vacant (2021)	3,692	34.8%	12,334	30.0%	18,815	26.7%
<b>Household Size (2021)</b>						
Total Households	6,905		28,720		51,678	
1 Person Households	2,056	29.8%	7,951	27.7%	14,434	27.9%
2 Person Households	3,877	56.1%	14,816	51.6%	24,737	47.9%
3 Person Households	479	6.9%	2,666	9.3%	5,386	10.4%
4 Person Households	314	4.5%	1,898	6.6%	3,994	7.7%
5 Person Households	109	1.6%	810	2.8%	1,809	3.5%
6 Person Households	50	0.7%	348	1.2%	783	1.5%
7 or More Person Households	20	0.3%	232	0.8%	535	1.0%
<b>Household Income Distribution (2021)</b>						
HH Income \$200,000 or More	996	14.4%	3,826	13.3%	5,789	11.2%
HH Income \$150,000 to \$199,999	572	8.3%	2,011	7.0%	3,217	6.2%
HH Income \$125,000 to \$149,999	483	7.0%	2,068	7.2%	3,308	6.4%
HH Income \$100,000 to \$124,999	661	9.6%	2,838	9.9%	5,318	10.3%
HH Income \$75,000 to \$99,999	1,113	16.1%	4,261	14.8%	8,284	16.0%
HH Income \$50,000 to \$74,999	1,301	18.8%	5,791	20.2%	10,238	19.8%
HH Income \$35,000 to \$49,999	733	10.6%	3,006	10.5%	5,803	11.2%
HH Income \$25,000 to \$34,999	367	5.3%	2,028	7.1%	4,156	8.0%
HH Income \$15,000 to \$24,999	229	3.3%	1,339	4.7%	2,802	5.4%
HH Income \$10,000 to \$14,999	185	2.7%	560	1.9%	1,006	1.9%
HH Income Under \$10,000	265	3.8%	992	3.5%	1,758	3.4%
<b>Household Vehicles (2021)</b>						
Households 0 Vehicles Available	232	3.4%	869	3.0%	1,799	3.5%
Households 1 Vehicle Available	3,038	44.0%	11,776	41.0%	20,841	40.3%
Households 2 Vehicles Available	3,247	47.0%	13,330	46.4%	22,872	44.3%
Households 3 or More Vehicles Available	388	5.6%	2,745	9.6%	6,166	11.9%
Total Vehicles Available	10,782		47,360		87,299	
Average Vehicles per Household	1.6		1.6		1.7	
Owner-Occupied Household Vehicles	8,228	76.3%	35,930	75.9%	64,666	74.1%
Average Vehicles per Owner-Occupied Household	1.6		1.7		1.8	
Renter-Occupied Household Vehicles	2,554	23.7%	11,430	24.1%	22,633	25.9%
Average Vehicles per Renter-Occupied Household	1.4		1.5		1.5	
<b>Travel Time (2021)</b>						
Worker Base Age 16 years or Over	5,698		25,587		48,324	
Travel to Work in 14 Minutes or Less	791	13.9%	4,076	15.9%	9,921	20.5%
Travel to Work in 15 to 29 Minutes	1,398	24.5%	7,741	30.3%	17,761	36.8%
Travel to Work in 30 to 59 Minutes	1,115	19.6%	6,490	25.4%	13,548	28.0%
Travel to Work in 60 Minutes or More	168	2.9%	763	3.0%	1,542	3.2%
Work at Home	905	15.9%	3,408	13.3%	4,941	10.2%
Average Minutes Travel to Work	24.1		24.0		22.9	

# Complete Profile

2000-2010 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Konover South  
 Lat/Lon: 26.4112/-81.8117

<b>Marketplace at Coconut Point US41 &amp; Sweetwater Ranch Blvd.</b>	<b>5 min drive time</b>		<b>10 min drive time</b>		<b>15 min drive time</b>	
<b>Transportation To Work (2021)</b>						
Worker Base Age 16 years or Over	5,698		25,587		48,324	
Drive to Work Alone	4,250	74.6%	19,507	76.2%	36,734	76.0%
Drive to Work in Carpool	381	6.7%	1,857	7.3%	4,553	9.4%
Travel to Work by Public Transportation	45	0.8%	146	0.6%	302	0.6%
Drive to Work on Motorcycle	10	0.2%	122	0.5%	241	0.5%
Bicycle to Work	57	1.0%	179	0.7%	506	1.0%
Walk to Work	10	0.2%	69	0.3%	365	0.8%
Other Means	41	0.7%	300	1.2%	683	1.4%
Work at Home	905	15.9%	3,408	13.3%	4,941	10.2%
<b>Daytime Demographics (2021)</b>						
Total Businesses	1,466		4,250		8,083	
Total Employees	10,624		27,782		52,251	
Company Headquarter Businesses	43	2.9%	129	3.0%	253	3.1%
Company Headquarter Employees	689	6.5%	2,886	10.4%	5,254	10.1%
Employee Population per Business	7.2 to 1		6.5 to 1		6.5 to 1	
Residential Population per Business	9.3 to 1		14.5 to 1		14.4 to 1	
Adj. Daytime Demographics Age 16 Years or Over	19,109		61,141		107,299	
<b>Labor Force</b>						
Labor Population Age 16 Years or Over (2021)	12,581		54,879		102,130	
Labor Force Total Males (2021)	5,976	47.5%	26,556	48.4%	49,982	48.9%
Male Civilian Employed	2,160	36.1%	11,640	43.8%	26,203	52.4%
Male Civilian Unemployed	101	1.7%	505	1.9%	955	1.9%
Males in Armed Forces	-	-	-	-	2	-
Males Not in Labor Force	3,715	62.2%	14,410	54.3%	22,822	45.7%
Labor Force Total Females (2021)	6,605	52.5%	28,323	51.6%	52,149	51.1%
Female Civilian Employed	1,937	29.3%	9,879	34.9%	20,877	40.0%
Female Civilian Unemployed	59	0.9%	476	1.7%	1,256	2.4%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	4,609	69.8%	17,968	63.4%	30,015	57.6%
Unemployment Rate	160	1.3%	981	1.8%	2,211	2.2%
<b>Occupation (2021)</b>						
Occupation Population Age 16 Years or Over	4,097		21,519		47,080	
Occupation Total Males	2,160	52.7%	11,640	54.1%	26,203	55.7%
Occupation Total Females	1,937	47.3%	9,879	45.9%	20,877	44.3%
Management, Business, Financial Operations	865	21.1%	4,116	19.1%	7,880	16.7%
Professional, Related	954	23.3%	4,049	18.8%	8,240	17.5%
Service	439	10.7%	3,820	17.8%	10,091	21.4%
Sales, Office	1,321	32.3%	5,696	26.5%	11,649	24.7%
Farming, Fishing, Forestry	8	0.2%	15	-	133	0.3%
Construction, Extraction, Maintenance	196	4.8%	2,131	9.9%	5,033	10.7%
Production, Transport, Material Moving	313	7.6%	1,693	7.9%	4,054	8.6%
White Collar Workers	3,140	76.7%	13,860	64.4%	27,769	59.0%
Blue Collar Workers	956	23.3%	7,659	35.6%	19,311	41.0%

# Complete Profile

2000-2010 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Konover South  
 Lat/Lon: 26.4112/-81.8117

Marketplace at Coconut Point US41 & Sweetwater Ranch Blvd.	5 min drive time		10 min drive time		15 min drive time	
<b>Units In Structure (2021)</b>						
Total Units	5,985		22,964		41,260	
1 Detached Unit	3,225	53.9%	14,829	64.6%	27,145	65.8%
1 Attached Unit	704	11.8%	2,949	12.8%	4,999	12.1%
2 Units	151	2.5%	480	2.1%	1,045	2.5%
3 to 4 Units	661	11.0%	1,782	7.8%	3,217	7.8%
5 to 9 Units	550	9.2%	1,896	8.3%	3,080	7.5%
10 to 19 Units	442	7.4%	1,764	7.7%	3,299	8.0%
20 to 49 Units	212	3.5%	1,069	4.7%	1,689	4.1%
50 or More Units	292	4.9%	1,409	6.1%	2,027	4.9%
Mobile Home or Trailer	653	10.9%	2,487	10.8%	5,046	12.2%
Other Structure	16	0.3%	57	0.2%	129	0.3%
<b>Homes Built By Year (2021)</b>						
Homes Built 2014 or later	398	3.8%	2,307	5.6%	4,069	5.8%
Homes Built 2010 to 2013	136	1.3%	942	2.3%	1,513	2.1%
Homes Built 2000 to 2009	3,030	28.6%	9,855	24.0%	15,731	22.3%
Homes Built 1990 to 1999	1,682	15.9%	6,862	16.7%	11,600	16.5%
Homes Built 1980 to 1989	722	6.8%	4,514	11.0%	9,726	13.8%
Homes Built 1970 to 1979	595	5.6%	2,555	6.2%	5,464	7.8%
Homes Built 1960 to 1969	215	2.0%	1,078	2.6%	2,286	3.2%
Homes Built 1950 to 1959	79	0.7%	389	0.9%	920	1.3%
Homes Built 1940 to 1949	21	0.2%	80	0.2%	121	0.2%
Homes Built Before 1939	28	0.3%	139	0.3%	248	0.4%
Median Age of Homes	19.3 yrs		20.8 yrs		22.3 yrs	
<b>Home Values (2021)</b>						
Owner Specified Housing Units	5,108		21,184		36,764	
Home Values \$1,000,000 or More	391	7.7%	1,737	8.2%	2,324	6.3%
Home Values \$750,000 to \$999,999	343	6.7%	1,047	4.9%	1,488	4.0%
Home Values \$500,000 to \$749,999	844	16.5%	2,674	12.6%	4,135	11.2%
Home Values \$400,000 to \$499,999	587	11.5%	2,079	9.8%	3,216	8.7%
Home Values \$300,000 to \$399,999	1,173	23.0%	3,829	18.1%	6,353	17.3%
Home Values \$250,000 to \$299,999	691	13.5%	2,981	14.1%	5,041	13.7%
Home Values \$200,000 to \$249,999	366	7.2%	2,485	11.7%	5,177	14.1%
Home Values \$175,000 to \$199,999	153	3.0%	962	4.5%	1,767	4.8%
Home Values \$150,000 to \$174,999	117	2.3%	976	4.6%	2,124	5.8%
Home Values \$125,000 to \$149,999	72	1.4%	665	3.1%	1,183	3.2%
Home Values \$100,000 to \$124,999	52	1.0%	335	1.6%	806	2.2%
Home Values \$90,000 to \$99,999	41	0.8%	247	1.2%	425	1.2%
Home Values \$80,000 to \$89,999	21	0.4%	147	0.7%	441	1.2%
Home Values \$70,000 to \$79,999	61	1.2%	240	1.1%	443	1.2%
Home Values \$60,000 to \$69,999	27	0.5%	129	0.6%	270	0.7%
Home Values \$50,000 to \$59,999	23	0.5%	106	0.5%	355	1.0%
Home Values \$35,000 to \$49,999	43	0.9%	120	0.6%	273	0.7%
Home Values \$25,000 to \$34,999	13	0.3%	99	0.5%	241	0.7%
Home Values \$10,000 to \$24,999	68	1.3%	231	1.1%	514	1.4%
Home Values Under \$10,000	22	0.4%	94	0.4%	190	0.5%
Owner-Occupied Median Home Value	\$415,160		\$376,819		\$343,899	
Renter-Occupied Median Rent	\$1,231		\$1,219		\$1,234	



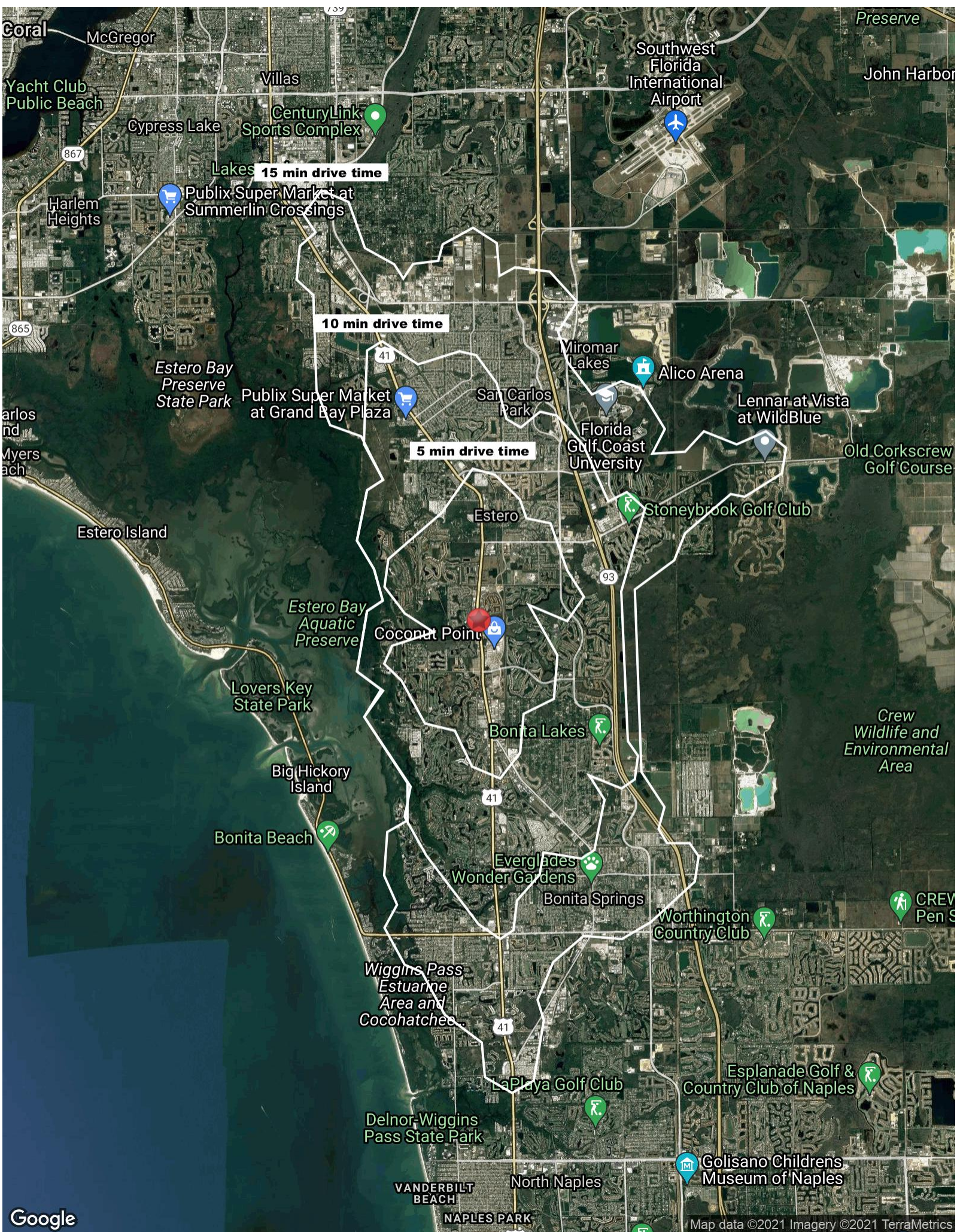
# Complete Profile

2000-2010 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Konover South

Lat/Lon: 26.4112/-81.8117

<b>Marketplace at Coconut Point US41 &amp; Sweetwater Ranch Blvd.</b>	<b>5 min drive time</b>	<b>10 min drive time</b>	<b>15 min drive time</b>
<b>Total Annual Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$541.2 M	\$2.26 B	\$3.74 B
Total Non-Retail Expenditure	\$287.04 M	\$1.2 B	\$1.98 B
Total Retail Expenditure	\$254.16 M	\$1.06 B	\$1.76 B
Apparel	\$18.91 M	\$79.26 M	\$130.74 M
Contributions	\$19.13 M	\$79.81 M	\$129.34 M
Education	\$16.98 M	\$71.15 M	\$114.31 M
Entertainment	\$31.18 M	\$130.29 M	\$213.97 M
Food and Beverages	\$78.29 M	\$327.83 M	\$544.35 M
Furnishings and Equipment	\$19.39 M	\$80.96 M	\$133 M
Gifts	\$14.45 M	\$60.57 M	\$97.64 M
Health Care	\$46.32 M	\$193.21 M	\$320.49 M
Household Operations	\$21.82 M	\$91.2 M	\$149.66 M
Miscellaneous Expenses	\$10.39 M	\$43.38 M	\$71.43 M
Personal Care	\$7.28 M	\$30.43 M	\$50.28 M
Personal Insurance	\$4.05 M	\$16.88 M	\$27.4 M
Reading	\$1.24 M	\$5.14 M	\$8.44 M
Shelter	\$112.66 M	\$471.7 M	\$780.82 M
Tobacco	\$2.96 M	\$12.43 M	\$21.25 M
Transportation	\$97.51 M	\$408.34 M	\$677.02 M
Utilities	\$38.66 M	\$161.92 M	\$270.88 M
<b>Monthly Household Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$6,531	\$6,571	\$6,032
Total Non-Retail Expenditure	\$3,464 53.0%	\$3,484 53.0%	\$3,194 52.9%
Total Retail Expenditures	\$3,067 47.0%	\$3,087 47.0%	\$2,839 47.1%
Apparel	\$228 3.5%	\$230 3.5%	\$211 3.5%
Contributions	\$231 3.5%	\$232 3.5%	\$209 3.5%
Education	\$205 3.1%	\$206 3.1%	\$184 3.1%
Entertainment	\$376 5.8%	\$378 5.8%	\$345 5.7%
Food and Beverages	\$945 14.5%	\$951 14.5%	\$878 14.6%
Furnishings and Equipment	\$234 3.6%	\$235 3.6%	\$214 3.6%
Gifts	\$174 2.7%	\$176 2.7%	\$157 2.6%
Health Care	\$559 8.6%	\$561 8.5%	\$517 8.6%
Household Operations	\$263 4.0%	\$265 4.0%	\$241 4.0%
Miscellaneous Expenses	\$125 1.9%	\$126 1.9%	\$115 1.9%
Personal Care	\$88 1.3%	\$88 1.3%	\$81 1.3%
Personal Insurance	\$49 0.7%	\$49 0.7%	\$44 0.7%
Reading	\$15 0.2%	\$15 0.2%	\$14 0.2%
Shelter	\$1,360 20.8%	\$1,369 20.8%	\$1,259 20.9%
Tobacco	\$36 0.5%	\$36 0.5%	\$34 0.6%
Transportation	\$1,177 18.0%	\$1,185 18.0%	\$1,092 18.1%
Utilities	\$467 7.1%	\$470 7.2%	\$437 7.2%



Coral  
McGregor  
Yacht Club  
Public Beach

867  
865  
Harlem Heights

Estero Bay Preserve State Park

Estero Island

Estero Bay Aquatic Preserve

Lovers Key State Park

Big Hickory Island

Bonita Beach

Wiggins Pass Estuarine Area and Cocohatches

Delnor-Wiggins Pass State Park

Villas  
CenturyLink Sports Complex

15 min drive time  
Publix Super Market at Summerlin Crossings

10 min drive time  
Publix Super Market at Grand Bay Plaza

5 min drive time

Coconut Point

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

VANDERBILT BEACH  
NAPLES PARK

Southwest Florida International Airport

15 min drive time

10 min drive time

5 min drive time

Estero

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

North Naples

Southwest Florida International Airport

15 min drive time

10 min drive time

5 min drive time

Estero

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

North Naples

Southwest Florida International Airport

15 min drive time

10 min drive time

5 min drive time

Estero

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

North Naples

Southwest Florida International Airport

15 min drive time

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Estero

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

North Naples

Southwest Florida International Airport

15 min drive time

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Estero

Bonita Lakes

Everglades Wonder Gardens

Bonita Springs

La Playa Golf Club

North Naples

Southwest Florida International Airport

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Estero

Bonita Lakes

Everglades Wonder Gardens

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Southwest Florida International Airport

15 min drive time

10 min drive time

5 min drive time

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