

Executive Summary

3041 S Pine Ave, Ocala, Florida, 34471

Drive time: 5, 8, 12 minute radii

Population	5 minutes	8 minutes	12 minutes
2010 Population	6,745	22,056	58,272
2020 Population	7,493	24,685	64,013
2025 Population	7,733	25,535	68,669
2030 Population	8,214	26,588	71,867
2010-2020 Annual Rate	1.06%	1.13%	0.94%
2020-2025 Annual Rate	0.60%	0.65%	1.35%
2025-2030 Annual Rate	1.21%	0.81%	0.91%
Age			
2025 Median Age	45.4	43.6	41.0
U.S. median age is 39.1			
Race and Ethnicity			
White Alone	71.6%	69.6%	62.7%
Black Alone	8.4%	10.9%	16.5%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	3.8%	3.7%	2.9%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	4.5%	4.4%	5.5%
Two or More Races	11.4%	11.1%	11.9%
Hispanic Origin	15.4%	15.3%	18.3%
Diversity Index	60.3	62.1	69.3
Households			
2010 Total Households	2,729	9,144	23,284
2020 Total Households	2,876	9,884	25,236
2025 Total Households	3,065	10,445	27,635
2030 Total Households	3,305	11,027	29,282
2010-2020 Annual Rate	0.53%	0.78%	0.81%
2020-2025 Annual Rate	1.22%	1.06%	1.74%
2025-2030 Annual Rate	1.52%	1.09%	1.16%
2025 Average Household Size	2.36	2.35	2.42
Wealth Index	89	99	78

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

Mortgage Income	5 minutes	8 minutes	12 minutes
2025 Percent of Income for Mortgage	37.7%	37.2%	35.2%
Median Household Income			
2025 Median Household Income	\$61,805	\$67,134	\$62,350
2030 Median Household Income	\$67,921	\$73,428	\$69,654
2025-2030 Annual Rate	1.91%	1.81%	2.24%
Average Household Income			
2025 Average Household Income	\$99,402	\$107,139	\$92,614
2030 Average Household Income	\$108,007	\$117,678	\$102,332
Per Capita Income			
2025 Per Capita Income	\$40,904	\$44,204	\$37,606
2030 Per Capita Income	\$44,992	\$49,153	\$42,048
2025-2030 Annual Rate	1.92%	2.15%	2.26%
Income Equality			
2025 Gini Index	49.9	49.6	48.0
Socioeconomic Status			
2025 Socioeconomic Status Index	51.3	52.4	48.3
Housing Unit Summary			
Housing Affordability Index	62	62	66
2010 Total Housing Units	3,101	10,538	26,846
2010 Owner Occupied Hus (%)	59.7%	60.5%	58.5%
2010 Renter Occupied Hus (%)	40.3%	39.5%	41.5%
2010 Vacant Housing Units (%)	12.0%	13.2%	13.3%
2020 Housing Units	3,171	11,023	27,947
2020 Owner Occupied HUs (%)	59.7%	59.4%	57.1%
2020 Renter Occupied HUs (%)	40.3%	40.6%	42.9%
Vacant Housing Units	10.7%	10.1%	9.6%
2025 Housing Units	3,367	11,608	30,490
Owner Occupied Housing Units	61.9%	61.7%	59.0%
Renter Occupied Housing Units	38.1%	38.3%	41.0%
Vacant Housing Units	9.0%	10.0%	9.4%
2030 Total Housing Units	3,597	12,192	31,966
2030 Owner Occupied Housing Units	2,081	7,014	18,007
2030 Renter Occupied Housing Units	1,224	4,013	11,275
2030 Vacant Housing Units	292	1,165	2,684



Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

Retail Demand by Industry

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	85	\$25,909.65	\$79,413,081
44-45	Retail Trade	85	\$22,003.02	\$67,439,245
722	Food Services & Drinking Places	83	\$3,906.63	\$11,973,836
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	87	\$2,813.93	\$8,624,707
4411	Automobile Dealers	87	\$2,413.42	\$7,397,124
4412	Other Motor Vehicle Dealers	92	\$202.09	\$619,391
4413	Auto Parts, Accessories & Tire Stores	84	\$198.43	\$608,192
442	Furniture and Home Furnishings Stores	87	\$861.48	\$2,640,425
4421	Furniture Stores	86	\$553.02	\$1,695,007
4422	Home Furnishings Stores	88	\$308.46	\$945,418
443, 4431	Electronics and Appliance Stores	85	\$243.25	\$745,557
444	Bldg Material & Garden Equipment & Supplies Dealers	90	\$1,248.12	\$3,825,473
4441	Building Material and Supplies Dealers	90	\$1,127.60	\$3,456,087
4442	Lawn and Garden Equipment and Supplies Stores	89	\$120.52	\$369,386
445	Food and Beverage Stores	84	\$4,794.98	\$14,696,624
4451	Grocery Stores	84	\$4,489.61	\$13,760,668
4452	Specialty Food Stores	84	\$149.88	\$459,395
4453	Beer, Wine, and Liquor Stores	86	\$155.49	\$476,562
446, 4461	Health and Personal Care Stores	88	\$734.47	\$2,251,144
447, 4471	Gasoline Stations	82	\$3,155.43	\$9,671,385
448	Clothing and Clothing Accessories Stores	83	\$1,057.45	\$3,241,084
4481	Clothing Stores	84	\$839.39	\$2,572,725
4482	Shoe Stores	81	\$200.53	\$614,620
4483	Jewelry, Luggage, and Leather Goods Stores	86	\$17.53	\$53,740
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	85	\$392.10	\$1,201,783
4511	Sporting Goods, Hobby, and Musical Inst Stores	84	\$311.18	\$953,778
4512	Book Stores and News Dealers	85	\$80.92	\$248,005
452	General Merchandise Stores	85	\$3,749.13	\$11,491,077
4522	Department Stores	84	\$332.07	\$1,017,804
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	85	\$3,417.05	\$10,473,273



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	87	\$543.38	\$1,665,468
4531	Florists	90	\$25.90	\$79,369
4532	Office Supplies, Stationery, and Gift Stores	86	\$85.93	\$263,364
4533	Used Merchandise Stores	87	\$76.48	\$234,408
4539	Other Miscellaneous Store Retailers	86	\$355.08	\$1,088,327
454	Nonstore Retailers	87	\$2,409.30	\$7,384,517
4541	Electronic Shopping and Mail-Order Houses	86	\$2,047.33	\$6,275,071
4542	Vending Machine Operators	84	\$38.74	\$118,740
4543	Direct Selling Establishments	90	\$323.23	\$990,706
722	Food Services & Drinking Places	83	\$3,906.63	\$11,973,836
7223	Special Food Services	84	\$14.26	\$43,719
7224	Drinking Places (Alcoholic Beverages)	86	\$104.96	\$321,711
7225	Restaurants and Other Eating Places	83	\$3,787.41	\$11,608,406

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau. © 2025 Esri

Retail Demand by Industry

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	92	\$28,000.00	\$292,460,017
44-45	Retail Trade	92	\$23,766.80	\$248,244,244
722	Food Services & Drinking Places	90	\$4,233.20	\$44,215,772
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	94	\$3,027.15	\$31,618,530
4411	Automobile Dealers	94	\$2,599.54	\$27,152,225
4412	Other Motor Vehicle Dealers	96	\$212.36	\$2,218,077
4413	Auto Parts, Accessories & Tire Stores	91	\$215.24	\$2,248,228
442	Furniture and Home Furnishings Stores	94	\$930.70	\$9,721,205
4421	Furniture Stores	93	\$599.11	\$6,257,687
4422	Home Furnishings Stores	95	\$331.60	\$3,463,518
443, 4431	Electronics and Appliance Stores	92	\$263.75	\$2,754,841
444	Bldg Material & Garden Equipment & Supplies Dealers	95	\$1,328.71	\$13,878,382
4441	Building Material and Supplies Dealers	95	\$1,199.70	\$12,530,867
4442	Lawn and Garden Equipment and Supplies Stores	95	\$129.01	\$1,347,515
445	Food and Beverage Stores	91	\$5,191.21	\$54,222,171
4451	Grocery Stores	91	\$4,860.68	\$50,769,767
4452	Specialty Food Stores	91	\$162.46	\$1,696,912
4453	Beer, Wine, and Liquor Stores	93	\$168.07	\$1,755,491
446, 4461	Health and Personal Care Stores	95	\$784.67	\$8,195,844
447, 4471	Gasoline Stations	90	\$3,433.06	\$35,858,344
448	Clothing and Clothing Accessories Stores	91	\$1,151.41	\$12,026,457
4481	Clothing Stores	91	\$913.27	\$9,539,057
4482	Shoe Stores	89	\$219.21	\$2,289,609
4483	Jewelry, Luggage, and Leather Goods Stores	93	\$18.94	\$197,791
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	91	\$423.49	\$4,423,326
4511	Sporting Goods, Hobby, and Musical Inst Stores	91	\$335.96	\$3,509,102
4512	Book Stores and News Dealers	92	\$87.53	\$914,224
452	General Merchandise Stores	92	\$4,056.22	\$42,367,231
4522	Department Stores	91	\$361.04	\$3,771,102
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	92	\$3,695.18	\$38,596,128



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	93	\$583.84	\$6,098,229
4531	Florists	96	\$27.71	\$289,447
4532	Office Supplies, Stationery, and Gift Stores	92	\$92.61	\$967,266
4533	Used Merchandise Stores	93	\$82.12	\$857,787
4539	Other Miscellaneous Store Retailers	93	\$381.40	\$3,983,729
454	Nonstore Retailers	93	\$2,592.60	\$27,079,684
4541	Electronic Shopping and Mail-Order Houses	93	\$2,206.68	\$23,048,751
4542	Vending Machine Operators	91	\$42.08	\$439,537
4543	Direct Selling Establishments	96	\$343.84	\$3,591,396
722	Food Services & Drinking Places	90	\$4,233.20	\$44,215,772
7223	Special Food Services	91	\$15.43	\$161,175
7224	Drinking Places (Alcoholic Beverages)	93	\$112.77	\$1,177,841
7225	Restaurants and Other Eating Places	90	\$4,105.00	\$42,876,756

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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Retail Demand by Industry

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
44-45, 722	Retail Trade, Food Services & Drinking Places	81	\$24,833.52	\$686,274,339
44-45	Retail Trade	82	\$21,141.88	\$584,255,894
722	Food Services & Drinking Places	79	\$3,691.64	\$102,018,445
NAICS Code	Industry Subsector & Group	Index	Average Spending	Total
441	Motor Vehicle & Parts Dealers	82	\$2,660.14	\$73,512,943
4411	Automobile Dealers	82	\$2,272.92	\$62,812,281
4412	Other Motor Vehicle Dealers	87	\$191.08	\$5,280,371
4413	Auto Parts, Accessories & Tire Stores	83	\$196.14	\$5,420,291
442	Furniture and Home Furnishings Stores	81	\$808.43	\$22,340,861
4421	Furniture Stores	81	\$524.12	\$14,484,016
4422	Home Furnishings Stores	81	\$284.31	\$7,856,844
443, 4431	Electronics and Appliance Stores	81	\$230.89	\$6,380,631
444	Bldg Material & Garden Equipment & Supplies Dealers	83	\$1,160.06	\$32,058,160
4441	Building Material and Supplies Dealers	83	\$1,045.96	\$28,905,043
4442	Lawn and Garden Equipment and Supplies Stores	84	\$114.10	\$3,153,117
445	Food and Beverage Stores	81	\$4,630.08	\$127,952,337
4451	Grocery Stores	81	\$4,339.62	\$119,925,452
4452	Specialty Food Stores	81	\$144.51	\$3,993,435
4453	Beer, Wine, and Liquor Stores	81	\$145.95	\$4,033,449
446, 4461	Health and Personal Care Stores	84	\$698.33	\$19,298,386
447, 4471	Gasoline Stations	82	\$3,152.43	\$87,117,287
448	Clothing and Clothing Accessories Stores	80	\$1,015.19	\$28,054,780
4481	Clothing Stores	80	\$803.68	\$22,209,642
4482	Shoe Stores	79	\$195.28	\$5,396,600
4483	Jewelry, Luggage, and Leather Goods Stores	80	\$16.23	\$448,538
451	Sporting Goods, Hobby, Musical Inst., and Book Stores	80	\$371.84	\$10,275,806
4511	Sporting Goods, Hobby, and Musical Inst Stores	80	\$295.72	\$8,172,255
4512	Book Stores and News Dealers	80	\$76.12	\$2,103,552
452	General Merchandise Stores	82	\$3,614.71	\$99,892,524
4522	Department Stores	80	\$317.77	\$8,781,518
4523	Merch. Stores, incl. Warehouse Clubs, Supercenters	82	\$3,296.94	\$91,111,006



Source: Esri 2025/2030 Consumer Spending databases are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics and industry estimates derived from 2017 Economic Census, U.S. Census Bureau.

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NAICS Code	Industry Summary	Spending Potential Index	Average Spent	Total
453	Miscellaneous Store Retailers	83	\$519.01	\$14,342,867
4531	Florists	85	\$24.44	\$675,427
4532	Office Supplies, Stationery, and Gift Stores	81	\$80.76	\$2,231,736
4533	Used Merchandise Stores	81	\$71.17	\$1,966,804
4539	Other Miscellaneous Store Retailers	83	\$342.64	\$9,468,900
454	Nonstore Retailers	82	\$2,280.78	\$63,029,313
4541	Electronic Shopping and Mail-Order Houses	82	\$1,945.42	\$53,761,655
4542	Vending Machine Operators	83	\$38.13	\$1,053,688
4543	Direct Selling Establishments	83	\$297.23	\$8,213,970
722	Food Services & Drinking Places	79	\$3,691.64	\$102,018,445
7223	Special Food Services	79	\$13.40	\$370,340
7224	Drinking Places (Alcoholic Beverages)	78	\$95.48	\$2,638,671
7225	Restaurants and Other Eating Places	79	\$3,582.75	\$99,009,434

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

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Retail Market Potential

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

Demographic Summary	2025	2030
Population	7,733	8,214
Population 18+	6,298	6,826
Households	3,065	3,305
Median Household Income	\$61,805	\$67,921

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	4,004	63.6%	100
Bought Women's Clothing Last 12 Mo	3,310	52.6%	101
Bought Shoes Last 12 Mo	4,741	75.3%	99
Bought Fine Jewelry Last 12 Mo	1,292	20.5%	93
Bought Watch Last 12 Mo	751	11.9%	93
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	2,824	92.1%	103
HH Bought or Leased New Vehicle Last 12 Mo	280	9.1%	108
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	5,775	91.7%	103
Bought or Changed Motor Oil Last 12 Mo	3,512	55.8%	103
Had Vehicle Tune-Up Last 12 Mo	1,450	23.0%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	2,267	36.0%	94
Drank Beer or Ale Last 6 Mo	2,419	38.4%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	607	9.6%	113
Own Digital SLR Camera or Camcorder	674	10.7%	110
Printed Digital Photos Last 12 Mo	1,690	26.8%	108
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	2,159	34.3%	99
Have a Smartphone	5,979	94.9%	101
Have Android Phone (Any Brand) Smartphone	2,505	39.8%	106
Have Apple iPhone Smartphone	3,584	56.9%	97
HH Owns 1 Cell Phone	946	30.9%	103
HH Owns 2 Cell Phones	1,233	40.2%	104
HH Owns 3+ Cell Phones	828	27.0%	94
HH Has Cell Phone Only (No Landline Telephone)	2,303	75.1%	100
Computers (Households)			
HH Owns Computer	2,554	83.3%	101
HH Owns Desktop Computer	1,153	37.6%	101
HH Owns Laptop or Notebook	2,117	69.1%	100
HH Owns Apple or Mac Brand Computer	709	23.1%	93
HH Owns PC or Non-Apple Brand Computer	2,163	70.6%	102
HH Purchased Most Recent Home Computer at Store	1,108	36.1%	103
HH Purchased Most Recent Home Computer Online	829	27.1%	100
HH Spent \$1-499 on Most Recent Home Computer	421	13.7%	106
HH Spent \$500-999 on Most Recent Home Computer	586	19.1%	108
HH Spent \$1K-1499 on Most Recent Home Computer	345	11.3%	101
HH Spent \$1500-1999 on Most Recent Home Computer	119	3.9%	95
HH Spent \$2000+ on Most Recent Home Computer	190	6.2%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	4,248	67.5%	102
Bought Brewed Coffee at Convenience Store Last 30 Days	814	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	383	6.1%	106
Bought Gas at Convenience Store Last 30 Days	2,765	43.9%	107
Spent \$1-19 at Convenience Store Last 30 Days	423	6.7%	106
Spent \$20-39 at Convenience Store Last 30 Days	504	8.0%	99
Spent \$40-50 at Convenience Store Last 30 Days	406	6.5%	102
Spent \$51-99 at Convenience Store Last 30 Days	358	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	1,613	25.6%	104
Entertainment (Adults)			
Attended Movie Last 6 Mo	3,339	53.0%	100
Went to Live Theater Last 12 Mo	793	12.6%	108
Went to Bar or Night Club Last 12 Mo	1,289	20.5%	106
Dined Out Last 12 Mo	3,690	58.6%	104
Gambled at Casino Last 12 Mo	818	13.0%	101
Visited Theme Park Last 12 Mo	1,035	16.4%	87
Viewed Movie (Video-on-Demand) Last 30 Days	546	8.7%	106
Viewed TV Show (Video-on-Demand) Last 30 Days	392	6.2%	113
Used Internet to Download Movie Last 30 Days	415	6.6%	97
Downloaded Individual Song Last 6 Mo	1,085	17.2%	95
Used Internet to Watch Movie Last 30 Days	2,099	33.3%	95
Used Internet to Watch TV Program Last 30 Days	1,446	23.0%	101
Played (Console) Video or Electronic Game Last 12 Mo	784	12.4%	97
Played (Portable) Video or Electronic Game Last 12 Mo	450	7.2%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	2,339	37.1%	105
Used ATM or Cash Machine Last 12 Mo	3,849	61.1%	101
Own Any Stock	912	14.5%	105
Own U.S. Savings Bonds	525	8.3%	111
Own Shares in Mutual Fund (Stocks)	797	12.7%	105
Own Shares in Mutual Fund (Bonds)	546	8.7%	113
Have Interest Checking Account	2,540	40.3%	107
Have Non-Interest Checking Account	2,403	38.1%	105
Have Savings Account	4,586	72.8%	102
Have 401(k) Retirement Savings Plan	1,604	25.5%	105
Own or Used Any Credit or Debit Card Last 12 Mo	5,849	92.9%	101
Avg \$1-110 Monthly Credit Card Expenditures	1,257	20.0%	102
Avg \$111-225 Monthly Credit Card Expenditures	794	12.6%	103
Avg \$226-450 Monthly Credit Card Expenditures	533	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	534	8.5%	97
Avg \$701-1000 Monthly Credit Card Expenditures	480	7.6%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	751	11.9%	103
Avg \$2001+ Monthly Credit Card Expenditures	880	14.0%	104
Did Online Banking Last 12 Mo	3,656	58.0%	104
Did Mobile Device Banking Last 12 Mo	3,081	48.9%	100
Grocery (Adults)			
HH Used Bread Last 6 Mo	2,909	94.9%	101
HH Used Chicken (Fresh or Frozen) Last 6 Mo	2,345	76.5%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	646	21.1%	105
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	1,734	56.6%	99
HH Used Fresh Fruit or Vegetables Last 6 Mo	2,771	90.4%	100
HH Used Fresh Milk Last 6 Mo	2,541	82.9%	101
HH Used Organic Food Last 6 Mo	734	23.9%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	2,959	47.0%	102
Exercise at Club 2+ Times Per Week	832	13.2%	99
Visited Doctor Last 12 Mo	5,189	82.4%	103
Used Vitamins or Dietary Supplements Last 6 Mo	4,145	65.8%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	1,122	36.6%	108
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	1,137	37.1%	109
HH Purchased Low Ticket HH Furnishing Last 12 Mo	674	22.0%	105
HH Purchased Big Ticket HH Furnishing Last 12 Mo	730	23.8%	100
HH Bought Small Kitchen Appliance Last 12 Mo	702	22.9%	100
HH Purchased Large Appliance/12 Mo	565	18.4%	103
Insurance (Adults/Households)			
Currently Carry Life Insurance	3,395	53.9%	107
Personally Carry Any Medical or Hospital or Accident Insurance	5,496	87.3%	103
Homeowner Carries Insurance on Home/Personal Property	4,004	63.6%	108
Renter Carries Insurance on Home/Personal Property	827	13.1%	99
HH Has 1 Vehicle Covered with Auto Insurance	1,006	32.8%	102
HH Has 2 Vehicles Covered with Auto Insurance	1,005	32.8%	107
HH Has 3+ Vehicles Covered with Auto Insurance	771	25.1%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	1,693	55.2%	107
HH Owns 1+ Cats	804	26.2%	109
HH Owns 1+ Dogs	1,248	40.7%	107
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	966	15.3%	96
Buying American Is Important: 4-Agr Cmpl	1,844	29.3%	107
Buy Based on Quality Not Price: 4-Agr Cmpl	845	13.4%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	755	12.0%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	651	10.3%	104
Will Pay More for Environ Safe Products: 4-Agr Cmpl	700	11.1%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	1,764	28.0%	103
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	211	3.4%	85
Reading (Adults)			
Bought Digital Book Last 12 Mo	1,151	18.3%	103
Bought Hardcover Book Last 12 Mo	1,733	27.5%	106
Bought Paperback Book Last 12 Mo	2,174	34.5%	102
Read Daily Newspaper (Paper Version)	537	8.5%	122
Read Digital Newspaper Last 30 Days	3,285	52.2%	96
Read Magazine (Paper or Electronic Version) Last 6 Mo	5,454	86.6%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	4,637	73.6%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	1,537	24.4%	100
Went to Fast Food or Drive-In Restaurant Last 6 Mo	5,783	91.8%	101
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	2,424	38.5%	97
Ordered Eat-In Fast Food Last 6 Mo	2,063	32.8%	98
Ordered Home Delivery Fast Food Last 6 Mo	684	10.9%	88
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	3,239	51.4%	105
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	1,418	22.5%	98
Television & Electronics (Adults/Households)			
Own Tablet	3,546	56.3%	100
Own E-Reader	1,077	17.1%	104
Own E-Reader or Tablet: Apple iPad	2,211	35.1%	97
HH Owns Internet Connectable TV	1,310	42.7%	103
Own Portable MP3 Player	524	8.3%	108
HH Owns 1 TV	572	18.7%	95
HH Owns 2 TVs	832	27.1%	98
HH Owns 3 TVs	700	22.8%	104
HH Owns 4+ TVs	734	23.9%	109
HH Subscribes to Cable TV	968	31.6%	112
HH Subscribes to Fiber Optic TV	109	3.6%	110
HH Owns Portable GPS Device	566	18.5%	111
HH Purchased Video Game System Last 12 Mo	178	5.8%	82
HH Owns Internet Video Device for TV	1,680	54.8%	104

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	3,986	63.3%	102
Took 3+ Domestic Non-Business Trips Last 12 Mo	1,207	19.2%	105
Spent \$1-999 on Domestic Vacations Last 12 Mo	709	11.3%	102
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	439	7.0%	101
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	304	4.8%	101
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	356	5.7%	101
Spent \$3K+ on Domestic Vacations Last 12 Mo	822	13.1%	110
Used Internet Travel Site for Domestic Trip Last 12 Mo	355	5.6%	88
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	1,741	27.6%	91
Took 3+ Foreign Trips by Plane Last 3 Yrs	307	4.9%	88
Spent \$1-999 on Foreign Vacations Last 12 Mo	231	3.7%	86
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	240	3.8%	88
Spent \$3K+ on Foreign Vacations Last 12 Mo	590	9.4%	97
Used General Travel Site: Foreign Trip Last 3 Yrs	302	4.8%	90
Spent Night at Hotel or Motel Last 12 Mo	3,539	56.2%	103
Took Cruise of More Than One Day Last 3 Yrs	543	8.6%	98
Member of Frequent Flyer Program	1,728	27.4%	100
Member of Hotel Rewards Program	1,945	30.9%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

Demographic Summary	2025	2030
Population	25,535	26,588
Population 18+	20,526	21,733
Households	10,445	11,027
Median Household Income	\$67,134	\$73,428

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	13,018	63.4%	100
Bought Women's Clothing Last 12 Mo	10,815	52.7%	101
Bought Shoes Last 12 Mo	15,461	75.3%	99
Bought Fine Jewelry Last 12 Mo	4,323	21.1%	96
Bought Watch Last 12 Mo	2,513	12.2%	95
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	9,512	91.1%	102
HH Bought or Leased New Vehicle Last 12 Mo	943	9.0%	106
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	18,715	91.2%	102
Bought or Changed Motor Oil Last 12 Mo	11,263	54.9%	101
Had Vehicle Tune-Up Last 12 Mo	4,732	23.1%	100
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	7,300	35.6%	93
Drank Beer or Ale Last 6 Mo	7,860	38.3%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	1,910	9.3%	110
Own Digital SLR Camera or Camcorder	2,184	10.6%	110
Printed Digital Photos Last 12 Mo	5,453	26.6%	106
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	7,017	34.2%	99
Have a Smartphone	19,485	94.9%	101
Have Android Phone (Any Brand) Smartphone	7,942	38.7%	103
Have Apple iPhone Smartphone	11,920	58.1%	99
HH Owns 1 Cell Phone	3,175	30.4%	101
HH Owns 2 Cell Phones	4,206	40.3%	104
HH Owns 3+ Cell Phones	2,844	27.2%	95
HH Has Cell Phone Only (No Landline Telephone)	7,800	74.7%	99
Computers (Households)			
HH Owns Computer	8,676	83.1%	100
HH Owns Desktop Computer	3,897	37.3%	100
HH Owns Laptop or Notebook	7,209	69.0%	100
HH Owns Apple or Mac Brand Computer	2,456	23.5%	94
HH Owns PC or Non-Apple Brand Computer	7,329	70.2%	101
HH Purchased Most Recent Home Computer at Store	3,726	35.7%	102
HH Purchased Most Recent Home Computer Online	2,801	26.8%	99
HH Spent \$1-499 on Most Recent Home Computer	1,425	13.6%	105
HH Spent \$500-999 on Most Recent Home Computer	1,935	18.5%	105
HH Spent \$1K-1499 on Most Recent Home Computer	1,173	11.2%	101
HH Spent \$1500-1999 on Most Recent Home Computer	404	3.9%	95
HH Spent \$2000+ on Most Recent Home Computer	640	6.1%	97

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	13,712	66.8%	101
Bought Brewed Coffee at Convenience Store Last 30 Days	2,656	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	1,163	5.7%	99
Bought Gas at Convenience Store Last 30 Days	8,759	42.7%	104
Spent \$1-19 at Convenience Store Last 30 Days	1,379	6.7%	106
Spent \$20-39 at Convenience Store Last 30 Days	1,643	8.0%	99
Spent \$40-50 at Convenience Store Last 30 Days	1,341	6.5%	103
Spent \$51-99 at Convenience Store Last 30 Days	1,167	5.7%	107
Spent \$100+ at Convenience Store Last 30 Days	5,072	24.7%	100
Entertainment (Adults)			
Attended Movie Last 6 Mo	10,861	52.9%	99
Went to Live Theater Last 12 Mo	2,587	12.6%	108
Went to Bar or Night Club Last 12 Mo	4,204	20.5%	106
Dined Out Last 12 Mo	12,012	58.5%	104
Gambled at Casino Last 12 Mo	2,702	13.2%	103
Visited Theme Park Last 12 Mo	3,470	16.9%	90
Viewed Movie (Video-on-Demand) Last 30 Days	1,834	8.9%	109
Viewed TV Show (Video-on-Demand) Last 30 Days	1,298	6.3%	115
Used Internet to Download Movie Last 30 Days	1,383	6.7%	100
Downloaded Individual Song Last 6 Mo	3,563	17.4%	96
Used Internet to Watch Movie Last 30 Days	6,873	33.5%	95
Used Internet to Watch TV Program Last 30 Days	4,709	22.9%	101
Played (Console) Video or Electronic Game Last 12 Mo	2,504	12.2%	95
Played (Portable) Video or Electronic Game Last 12 Mo	1,466	7.1%	98

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 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	7,645	37.3%	106
Used ATM or Cash Machine Last 12 Mo	12,596	61.4%	101
Own Any Stock	3,054	14.9%	108
Own U.S. Savings Bonds	1,749	8.5%	114
Own Shares in Mutual Fund (Stocks)	2,655	12.9%	108
Own Shares in Mutual Fund (Bonds)	1,812	8.8%	115
Have Interest Checking Account	8,309	40.5%	108
Have Non-Interest Checking Account	7,657	37.3%	103
Have Savings Account	14,975	73.0%	102
Have 401(k) Retirement Savings Plan	5,213	25.4%	105
Own or Used Any Credit or Debit Card Last 12 Mo	19,041	92.8%	101
Avg \$1-110 Monthly Credit Card Expenditures	4,039	19.7%	101
Avg \$111-225 Monthly Credit Card Expenditures	2,611	12.7%	104
Avg \$226-450 Monthly Credit Card Expenditures	1,740	8.5%	101
Avg \$451-700 Monthly Credit Card Expenditures	1,780	8.7%	99
Avg \$701-1000 Monthly Credit Card Expenditures	1,573	7.7%	98
Avg \$1001-2000 Monthly Credit Card Expenditures	2,474	12.1%	105
Avg \$2001+ Monthly Credit Card Expenditures	2,996	14.6%	109
Did Online Banking Last 12 Mo	11,889	57.9%	104
Did Mobile Device Banking Last 12 Mo	10,034	48.9%	100
Grocery (Adults)			
HH Used Bread Last 6 Mo	9,904	94.8%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	8,061	77.2%	101
HH Used Turkey (Fresh or Frozen) Last 6 Mo	2,222	21.3%	106
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	6,001	57.5%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	9,473	90.7%	100
HH Used Fresh Milk Last 6 Mo	8,668	83.0%	101
HH Used Organic Food Last 6 Mo	2,523	24.2%	97

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	9,694	47.2%	103
Exercise at Club 2+ Times Per Week	2,762	13.5%	101
Visited Doctor Last 12 Mo	16,925	82.5%	103
Used Vitamins or Dietary Supplements Last 6 Mo	13,525	65.9%	101
Home (Households)			
HH Did Home Improvement Last 12 Mo	3,743	35.8%	106
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	3,828	36.6%	108
HH Purchased Low Ticket HH Furnishing Last 12 Mo	2,236	21.4%	102
HH Purchased Big Ticket HH Furnishing Last 12 Mo	2,474	23.7%	99
HH Bought Small Kitchen Appliance Last 12 Mo	2,374	22.7%	99
HH Purchased Large Appliance/12 Mo	1,910	18.3%	102
Insurance (Adults/Households)			
Currently Carry Life Insurance	11,015	53.7%	106
Personally Carry Any Medical or Hospital or Accident Insurance	17,874	87.1%	103
Homeowner Carries Insurance on Home/Personal Property	13,045	63.5%	108
Renter Carries Insurance on Home/Personal Property	2,606	12.7%	95
HH Has 1 Vehicle Covered with Auto Insurance	3,365	32.2%	100
HH Has 2 Vehicles Covered with Auto Insurance	3,424	32.8%	107
HH Has 3+ Vehicles Covered with Auto Insurance	2,596	24.9%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	5,583	53.5%	104
HH Owns 1+ Cats	2,583	24.7%	103
HH Owns 1+ Dogs	4,134	39.6%	104
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	3,181	15.5%	97
Buying American Is Important: 4-Agr Cmpl	5,950	29.0%	106
Buy Based on Quality Not Price: 4-Agr Cmpl	2,829	13.8%	97
Buy on Credit Rather Than Wait: 4-Agr Cmpl	2,523	12.3%	100
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	2,113	10.3%	103
Will Pay More for Environ Safe Products: 4-Agr Cmpl	2,286	11.1%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	5,659	27.6%	101
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	719	3.5%	89
Reading (Adults)			
Bought Digital Book Last 12 Mo	3,779	18.4%	104
Bought Hardcover Book Last 12 Mo	5,581	27.2%	105
Bought Paperback Book Last 12 Mo	7,049	34.3%	102
Read Daily Newspaper (Paper Version)	1,705	8.3%	119
Read Digital Newspaper Last 30 Days	10,912	53.2%	98
Read Magazine (Paper or Electronic Version) Last 6 Mo	17,869	87.1%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	15,174	73.9%	102
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	5,059	24.6%	101
Went to Fast Food or Drive-In Restaurant Last 6 Mo	18,780	91.5%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	7,909	38.5%	97
Ordered Eat-In Fast Food Last 6 Mo	6,714	32.7%	98
Ordered Home Delivery Fast Food Last 6 Mo	2,259	11.0%	89
Ordered Take-Out/Drive-Thru/Curbside Fast Food Last 6 Mo	10,351	50.4%	103
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	4,689	22.8%	100
Television & Electronics (Adults/Households)			
Own Tablet	11,704	57.0%	101
Own E-Reader	3,555	17.3%	106
Own E-Reader or Tablet: Apple iPad	7,417	36.1%	100
HH Owns Internet Connectable TV	4,423	42.4%	102
Own Portable MP3 Player	1,666	8.1%	106
HH Owns 1 TV	1,909	18.3%	93
HH Owns 2 TVs	2,849	27.3%	98
HH Owns 3 TVs	2,392	22.9%	104
HH Owns 4+ TVs	2,477	23.7%	108
HH Subscribes to Cable TV	3,308	31.7%	112
HH Subscribes to Fiber Optic TV	376	3.6%	111
HH Owns Portable GPS Device	1,863	17.8%	107
HH Purchased Video Game System Last 12 Mo	644	6.2%	87
HH Owns Internet Video Device for TV	5,638	54.0%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	13,153	64.1%	104
Took 3+ Domestic Non-Business Trips Last 12 Mo	3,988	19.4%	106
Spent \$1-999 on Domestic Vacations Last 12 Mo	2,271	11.1%	101
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	1,428	7.0%	100
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	1,017	5.0%	104
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	1,196	5.8%	104
Spent \$3K+ on Domestic Vacations Last 12 Mo	2,728	13.3%	112
Used Internet Travel Site for Domestic Trip Last 12 Mo	1,172	5.7%	89
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	5,918	28.8%	95
Took 3+ Foreign Trips by Plane Last 3 Yrs	1,057	5.2%	93
Spent \$1-999 on Foreign Vacations Last 12 Mo	782	3.8%	90
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	826	4.0%	93
Spent \$3K+ on Foreign Vacations Last 12 Mo	1,998	9.7%	101
Used General Travel Site: Foreign Trip Last 3 Yrs	1,020	5.0%	93
Spent Night at Hotel or Motel Last 12 Mo	11,639	56.7%	104
Took Cruise of More Than One Day Last 3 Yrs	1,840	9.0%	102
Member of Frequent Flyer Program	5,867	28.6%	104
Member of Hotel Rewards Program	6,464	31.5%	107

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Retail Market Potential

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

Demographic Summary	2025	2030
Population	68,669	71,867
Population 18+	54,171	57,574
Households	27,635	29,282
Median Household Income	\$62,350	\$69,654

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Apparel (Adults)			
Bought Men's Clothing Last 12 Mo	34,060	62.9%	99
Bought Women's Clothing Last 12 Mo	28,481	52.6%	101
Bought Shoes Last 12 Mo	40,681	75.1%	99
Bought Fine Jewelry Last 12 Mo	11,736	21.7%	99
Bought Watch Last 12 Mo	6,955	12.8%	100
Automobiles (Households)			
HH Owns or Leases 1+ Vehicles	24,654	89.2%	100
HH Bought or Leased New Vehicle Last 12 Mo	2,223	8.0%	95
Automotive Aftermarket (Adults)			
Bought Gasoline Last 6 Mo	48,786	90.1%	101
Bought or Changed Motor Oil Last 12 Mo	30,018	55.4%	102
Had Vehicle Tune-Up Last 12 Mo	12,274	22.7%	99
Beverages (Adults)			
Drank Non-Diet (Regular) Cola Last 6 Mo	20,681	38.2%	100
Drank Beer or Ale Last 6 Mo	19,575	36.1%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Cameras (Adults)			
Own Digital Point and Shoot Camera Last Camcorder	4,562	8.4%	99
Own Digital SLR Camera or Camcorder	5,018	9.3%	96
Printed Digital Photos Last 12 Mo	13,524	25.0%	100
Cell Phones (Adults/Households)			
Bought Cell Phone Last 12 Mo	18,884	34.9%	101
Have a Smartphone	51,138	94.4%	100
Have Android Phone (Any Brand) Smartphone	22,359	41.3%	110
Have Apple iPhone Smartphone	29,851	55.1%	94
HH Owns 1 Cell Phone	8,749	31.7%	105
HH Owns 2 Cell Phones	10,842	39.2%	101
HH Owns 3+ Cell Phones	7,360	26.6%	92
HH Has Cell Phone Only (No Landline Telephone)	21,029	76.1%	101
Computers (Households)			
HH Owns Computer	22,067	79.8%	96
HH Owns Desktop Computer	9,855	35.7%	96
HH Owns Laptop or Notebook	18,343	66.4%	96
HH Owns Apple or Mac Brand Computer	5,937	21.5%	86
HH Owns PC or Non-Apple Brand Computer	18,859	68.2%	99
HH Purchased Most Recent Home Computer at Store	9,452	34.2%	98
HH Purchased Most Recent Home Computer Online	6,946	25.1%	93
HH Spent \$1-499 on Most Recent Home Computer	3,873	14.0%	108
HH Spent \$500-999 on Most Recent Home Computer	4,714	17.1%	96
HH Spent \$1K-1499 on Most Recent Home Computer	2,816	10.2%	92
HH Spent \$1500-1999 on Most Recent Home Computer	959	3.5%	85
HH Spent \$2000+ on Most Recent Home Computer	1,500	5.4%	86

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Convenience Stores (Adults)			
Shopped at Convenience Store Last 6 Mo	36,697	67.7%	103
Bought Brewed Coffee at Convenience Store Last 30 Days	7,002	12.9%	103
Bought Cigarettes at Convenience Store Last 30 Days	3,731	6.9%	121
Bought Gas at Convenience Store Last 30 Days	23,622	43.6%	107
Spent \$1-19 at Convenience Store Last 30 Days	3,346	6.2%	98
Spent \$20-39 at Convenience Store Last 30 Days	4,309	8.0%	99
Spent \$40-50 at Convenience Store Last 30 Days	3,544	6.5%	103
Spent \$51-99 at Convenience Store Last 30 Days	3,215	5.9%	111
Spent \$100+ at Convenience Store Last 30 Days	14,137	26.1%	106
Entertainment (Adults)			
Attended Movie Last 6 Mo	27,812	51.3%	96
Went to Live Theater Last 12 Mo	6,061	11.2%	96
Went to Bar or Night Club Last 12 Mo	10,470	19.3%	100
Dined Out Last 12 Mo	30,192	55.7%	99
Gambled at Casino Last 12 Mo	6,921	12.8%	99
Visited Theme Park Last 12 Mo	9,096	16.8%	89
Viewed Movie (Video-on-Demand) Last 30 Days	4,269	7.9%	96
Viewed TV Show (Video-on-Demand) Last 30 Days	2,960	5.5%	99
Used Internet to Download Movie Last 30 Days	3,638	6.7%	99
Downloaded Individual Song Last 6 Mo	9,570	17.7%	97
Used Internet to Watch Movie Last 30 Days	18,203	33.6%	95
Used Internet to Watch TV Program Last 30 Days	12,171	22.5%	99
Played (Console) Video or Electronic Game Last 12 Mo	6,880	12.7%	99
Played (Portable) Video or Electronic Game Last 12 Mo	3,997	7.4%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Financial (Adults)			
Have 1st Home Mortgage	18,992	35.1%	99
Used ATM or Cash Machine Last 12 Mo	32,834	60.6%	100
Own Any Stock	6,904	12.7%	93
Own U.S. Savings Bonds	4,092	7.5%	101
Own Shares in Mutual Fund (Stocks)	6,063	11.2%	93
Own Shares in Mutual Fund (Bonds)	4,032	7.4%	97
Have Interest Checking Account	20,305	37.5%	100
Have Non-Interest Checking Account	20,021	37.0%	102
Have Savings Account	38,362	70.8%	99
Have 401(k) Retirement Savings Plan	12,883	23.8%	98
Own or Used Any Credit or Debit Card Last 12 Mo	49,757	91.8%	100
Avg \$1-110 Monthly Credit Card Expenditures	10,868	20.1%	103
Avg \$111-225 Monthly Credit Card Expenditures	6,617	12.2%	100
Avg \$226-450 Monthly Credit Card Expenditures	4,671	8.6%	102
Avg \$451-700 Monthly Credit Card Expenditures	4,632	8.6%	98
Avg \$701-1000 Monthly Credit Card Expenditures	3,934	7.3%	93
Avg \$1001-2000 Monthly Credit Card Expenditures	5,697	10.5%	91
Avg \$2001+ Monthly Credit Card Expenditures	6,527	12.1%	90
Did Online Banking Last 12 Mo	29,963	55.3%	99
Did Mobile Device Banking Last 12 Mo	26,080	48.1%	99
Grocery (Adults)			
HH Used Bread Last 6 Mo	26,190	94.8%	100
HH Used Chicken (Fresh or Frozen) Last 6 Mo	21,207	76.7%	100
HH Used Turkey (Fresh or Frozen) Last 6 Mo	5,668	20.5%	102
HH Used Fish or Seafood (Fresh or Frozen) Last 6 Mo	15,749	57.0%	100
HH Used Fresh Fruit or Vegetables Last 6 Mo	24,905	90.1%	100
HH Used Fresh Milk Last 6 Mo	22,893	82.8%	101
HH Used Organic Food Last 6 Mo	6,338	22.9%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Health (Adults)			
Exercise at Home 2+ Times Per Week	24,208	44.7%	97
Exercise at Club 2+ Times Per Week	6,774	12.5%	94
Visited Doctor Last 12 Mo	43,633	80.5%	101
Used Vitamins or Dietary Supplements Last 6 Mo	34,925	64.5%	99
Home (Households)			
HH Did Home Improvement Last 12 Mo	9,223	33.4%	98
HH Used Maid/Prof Cleaning Srvc (Incl Furn/Carpet) Last 12 Mo	9,025	32.7%	96
HH Purchased Low Ticket HH Furnishing Last 12 Mo	5,810	21.0%	100
HH Purchased Big Ticket HH Furnishing Last 12 Mo	6,567	23.8%	99
HH Bought Small Kitchen Appliance Last 12 Mo	6,228	22.5%	99
HH Purchased Large Appliance/12 Mo	4,982	18.0%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	28,122	51.9%	103
Personally Carry Any Medical or Hospital or Accident Insurance	46,380	85.6%	101
Homeowner Carries Insurance on Home/Personal Property	32,478	60.0%	102
Renter Carries Insurance on Home/Personal Property	7,096	13.1%	98
HH Has 1 Vehicle Covered with Auto Insurance	9,145	33.1%	102
HH Has 2 Vehicles Covered with Auto Insurance	8,614	31.2%	101
HH Has 3+ Vehicles Covered with Auto Insurance	6,576	23.8%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Pets (Households)			
HH Owns Any Pet	14,504	52.5%	102
HH Owns 1+ Cats	6,946	25.1%	105
HH Owns 1+ Dogs	10,769	39.0%	102
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Environment: 4-Agr Cmpl	8,246	15.2%	95
Buying American Is Important: 4-Agr Cmpl	15,905	29.4%	107
Buy Based on Quality Not Price: 4-Agr Cmpl	7,549	13.9%	98
Buy on Credit Rather Than Wait: 4-Agr Cmpl	6,552	12.1%	98
Only Use Coupons for Brands Usually Buy: 4-Agr Cmpl	5,499	10.2%	102
Will Pay More for Environ Safe Products: 4-Agr Cmpl	5,883	10.9%	99
Buy Based on Price Not Brands: 4-Agr Cmpl	15,365	28.4%	104
Promptly Buy Latest Cell Phone Model: 4-Agr Cmpl	2,164	4.0%	102
Reading (Adults)			
Bought Digital Book Last 12 Mo	9,477	17.5%	99
Bought Hardcover Book Last 12 Mo	13,927	25.7%	99
Bought Paperback Book Last 12 Mo	17,897	33.0%	98
Read Daily Newspaper (Paper Version)	4,045	7.5%	107
Read Digital Newspaper Last 30 Days	28,599	52.8%	97
Read Magazine (Paper or Electronic Version) Last 6 Mo	46,747	86.3%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Restaurants (Adults)			
Went to Family Restaurant/Steak House Last 6 Mo	39,805	73.5%	101
Went to Family Restrnt/SteakHse 4+ Times Last 30 Days	13,388	24.7%	101
Went to Fast Food or Drive-In Restaurant Last 6 Mo	49,527	91.4%	100
Went to Fast Food or Drive-In Rest 9+ Times Last 30 Days	21,780	40.2%	101
Ordered Eat-In Fast Food Last 6 Mo	17,581	32.5%	98
Ordered Home Delivery Fast Food Last 6 Mo	6,398	11.8%	96
Ordered Take-Out/Drive-Thru/CurbSide Fast Food Last 6 Mo	27,342	50.5%	104
Ordered Take-Out/Walk-In Fast Food Last 6 Mo	12,171	22.5%	98
Television & Electronics (Adults/Households)			
Own Tablet	30,013	55.4%	98
Own E-Reader	8,645	16.0%	97
Own E-Reader or Tablet: Apple iPad	18,093	33.4%	92
HH Owns Internet Connectable TV	11,433	41.4%	100
Own Portable MP3 Player	4,148	7.7%	100
HH Owns 1 TV	5,182	18.8%	95
HH Owns 2 TVs	7,672	27.8%	100
HH Owns 3 TVs	6,268	22.7%	103
HH Owns 4+ TVs	6,152	22.3%	102
HH Subscribes to Cable TV	7,877	28.5%	101
HH Subscribes to Fiber Optic TV	765	2.8%	86
HH Owns Portable GPS Device	4,683	16.9%	102
HH Purchased Video Game System Last 12 Mo	1,691	6.1%	87
HH Owns Internet Video Device for TV	14,438	52.3%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent	MPI
Travel (Adults)			
Took Domestic Trip in Continental U.S. Last 12 Mo	33,046	61.0%	99
Took 3+ Domestic Non-Business Trips Last 12 Mo	9,768	18.0%	99
Spent \$1-999 on Domestic Vacations Last 12 Mo	5,981	11.0%	100
Spent \$1K-1499 on Domestic Vacations Last 12 Mo	3,595	6.6%	96
Spent \$1500-1999 on Domestic Vacations Last 12 Mo	2,486	4.6%	96
Spent \$2K-2999 on Domestic Vacations Last 12 Mo	2,978	5.5%	98
Spent \$3K+ on Domestic Vacations Last 12 Mo	6,163	11.4%	96
Used Internet Travel Site for Domestic Trip Last 12 Mo	2,990	5.5%	86
Took Foreign Trip (Incl Alaska & Hawaii) Last 3 Yrs	14,266	26.3%	86
Took 3+ Foreign Trips by Plane Last 3 Yrs	2,405	4.4%	80
Spent \$1-999 on Foreign Vacations Last 12 Mo	1,908	3.5%	83
Spent \$1K-2999 on Foreign Vacations Last 12 Mo	2,084	3.9%	89
Spent \$3K+ on Foreign Vacations Last 12 Mo	4,462	8.2%	85
Used General Travel Site: Foreign Trip Last 3 Yrs	2,383	4.4%	82
Spent Night at Hotel or Motel Last 12 Mo	29,120	53.8%	99
Took Cruise of More Than One Day Last 3 Yrs	4,489	8.3%	94
Member of Frequent Flyer Program	13,383	24.7%	90
Member of Hotel Rewards Program	15,571	28.7%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

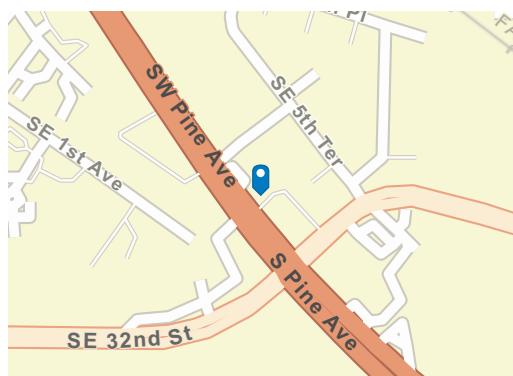
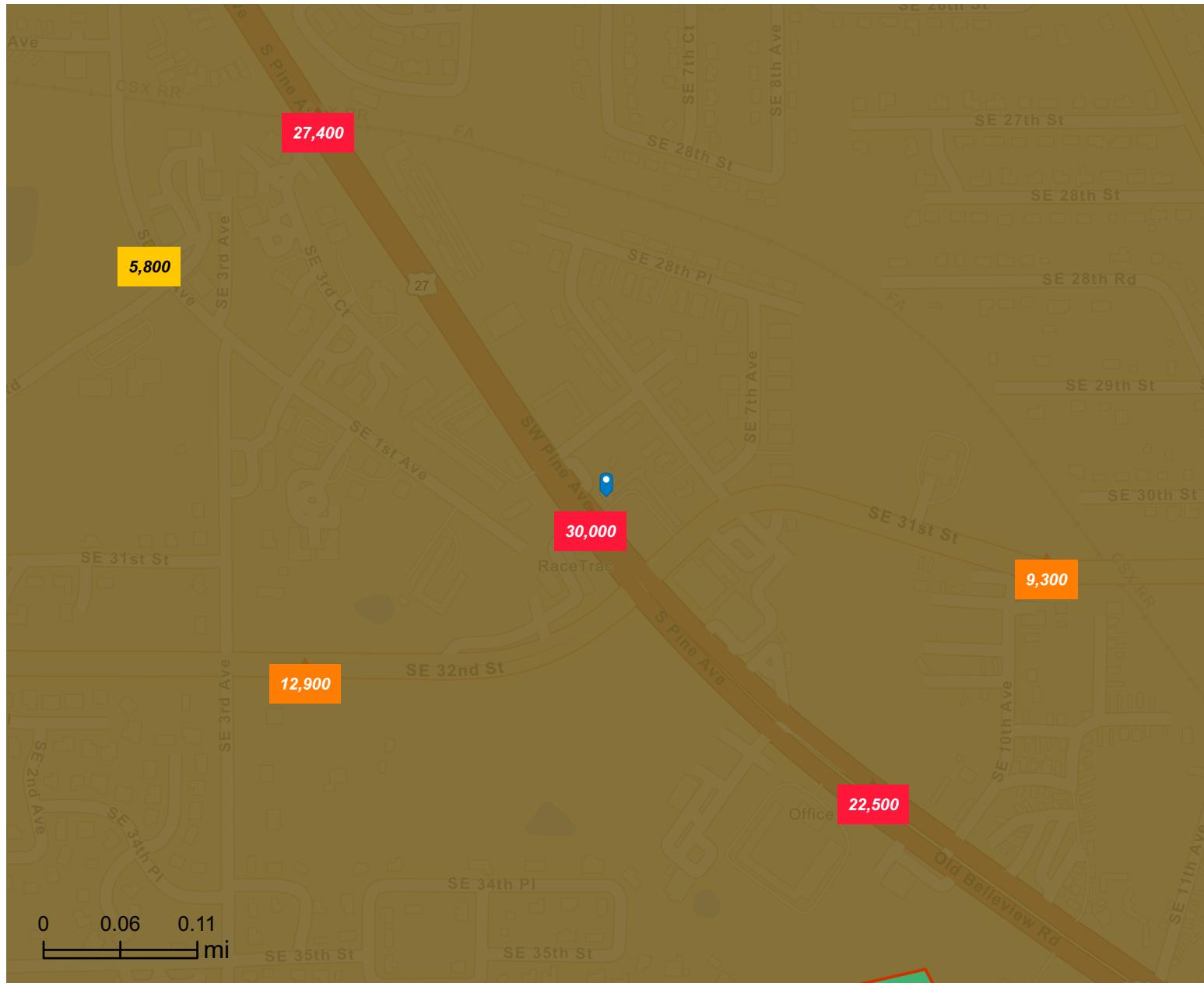
 **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2025 and 2030.

Traffic Count Map - Close Up

3041 S Pine Ave, Ocala, Florida, 34471

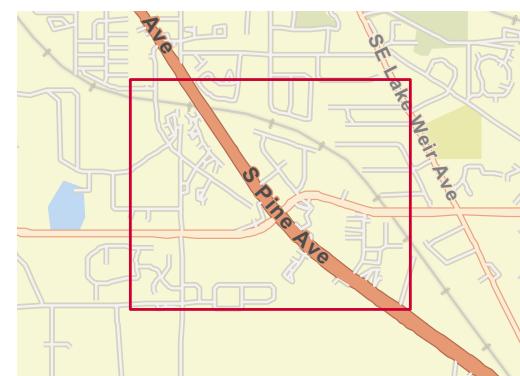


Drive time: 5, 8, 12 minute radii



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



[Source](#): Traffic Counts (2025)

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.02		SE 30th St (0.0 miles)	2022	30000
0.25	SW 32nd St	SE 3rd Ave (0.06 miles W)	2008	12900
0.28	US 31	Hwy 27 (0.05 miles NW)	2020	22500
0.32	SE 31st St	SE 5th Ter (0.23 miles W)	2008	9300
0.34	S Pine Ave	SE 3rd Ave (0.15 miles NW)	2008	27400
0.37	Southeast 1st Avenue	SW 29th StR (0.03 miles SE)	2022	5800
0.45	Southwest 32nd Street	SW 1st Ave (0.04 miles N)	2022	20500
0.57	SE 31st St	SE Lake Weir Rd (0.01 miles E)	2004	8200
0.58	Southeast Lake Weir Road	SE Lake Weir Ave (0.0 miles NW)	2022	6200
0.69	SE Lake Weir Rd	SE 21st St (0.03 miles SE)	2007	12900
0.74	SE 3rd Ave	SE 4th Ave (0.02 miles N)	2008	4700
0.85	Southeast 3rd Avenue	SE 18th Pl (0.02 miles S)	2022	3400
0.85	Pine Avenue	SW 19th St (0.05 miles NW)	2020	25500
0.89	Southeast 11th Avenue	SE 18th Pl (0.03 miles NE)	2019	3200
0.89	Southeast 11th Avenue	SE 18th Pl (0.03 miles NE)	2022	2100
0.92	SE Lake Weir Rd	SE 38th St (0.09 miles SE)	2007	7600
0.92	Southwest 7th Avenue	SW 29th StR (0.04 miles S)	2022	21000
0.92	Southwest 7th Avenue	SW 29th St (0.07 miles S)	2018	18100
0.99	Southwest 42nd Street	SW 42nd St (0.01 miles W)	2022	21000
0.99	Southeast 17th Street	SE 7th Ave (0.08 miles E)	2020	29000
0.99	Southeast 17th Street	SE 7th Ave (0.08 miles E)	2022	30000
1.02	SE 17th St	SW 18th St (0.02 miles E)	2004	34000
1.03	SE 11th Ave	SE 16th St (0.04 miles N)	2008	2900
1.04	SE 17th St	SE 12th Ave (0.08 miles W)	2008	37000
1.05	Southeast 18th Avenue	SE 25th St (0.0 miles N)	2022	7000
1.12	SE 3rd Ave	SE 15th Pl (0.05 miles S)	2008	6000
1.13	SE 18th Ave	SE 25th St (0.18 miles S)	2008	8900
1.15	SE 17th St	SE 14th Ave (0.06 miles W)	2005	38000
1.16		SE 40th Cir (0.02 miles NW)	2022	3100
1.16	SW 42nd St	SW 10th Ave (0.12 miles NE)	2007	12000

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2025 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2025 Kalibrate Technologies (Q3 2025).

Automotive Aftermarket Expenditures

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

Demographic Summary	2025	2030
Population	7,733	8,214
Households	3,065	3,305
Families	1,916	2,056
Median Age	45.4	46.5
Median Household Income	\$61,805	\$67,921
Spending Potential Index	Average Amount Spent	Total
Payments on Vehicles excluding Leases	87	\$2,602.92
Gasoline, Diesel Fuel, & Electric Vehicle Charging	84	\$2,932.25
Gasoline	84	\$2,830.00
Diesel Fuel	81	\$97.86
Electric Vehicle Charging	69	\$4.38
Other Vehicle Expenses	86	\$3,790.65
Vehicle Maintenance & Repairs	87	\$1,173.59
Vehicle Parts, Accessories, Fluids, Excluding Tires	87	\$75.12
Tire Purchase/Replacement	84	\$253.45
Vehicle Maintenance/Repair Excluding Tire Purchase	88	\$785.05
Auto Repair Service Policy	90	\$59.98
Vehicle Insurance	84	\$1,840.09
Rental of Vehicles excluding Trips	83	\$22.97
Leased Vehicles	96	\$349.66
Basic Lease Charge for Cars/Trucks	96	\$314.91
Car/Truck Lease Fees & Down Payments	98	\$34.75
Vehicle Pers Property Taxes/State & Local Registr Fees	87	\$224.73
Driver's License Fees	93	\$12.91
Vehicle Inspection Fees	82	\$14.66
Parking Fees & Tolls excluding Trips	84	\$109.40
Parking Fees excluding Residence (Not on Trips)	88	\$52.46
Tolls/Electronic Toll Passes excluding Trips	81	\$56.94
Towing Charges	81	\$8.20
Auto Service Clubs & GPS Services	87	\$34.44
		\$105,554

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Automotive Aftermarket Expenditures

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

Demographic Summary	2025	2030
Population	25,535	26,588
Households	10,445	11,027
Families	6,573	6,926
Median Age	43.6	44.6
Median Household Income	\$67,134	\$73,428
	Spending Potential Index	Average Amount Spent
		Total
Payments on Vehicles excluding Leases	93	\$2,785.00
Gasoline, Diesel Fuel, & Electric Vehicle Charging	90	\$3,160.12
Gasoline	90	\$3,050.70
Diesel Fuel	87	\$104.43
Electric Vehicle Charging	78	\$4.99
Other Vehicle Expenses	93	\$4,074.78
Vehicle Maintenance & Repairs	93	\$1,258.08
Vehicle Parts, Accessories, Fluids, Excluding Tires	92	\$79.18
Tire Purchase/Replacement	91	\$273.25
Vehicle Maintenance/Repair Excluding Tire Purchase	94	\$839.99
Auto Repair Service Policy	98	\$65.66
Vehicle Insurance	92	\$1,993.93
Rental of Vehicles excluding Trips	92	\$25.43
Leased Vehicles	100	\$362.08
Basic Lease Charge for Cars/Trucks	99	\$325.50
Car/Truck Lease Fees & Down Payments	103	\$36.58
Vehicle Pers Property Taxes/State & Local Registr Fees	92	\$239.85
Driver's License Fees	98	\$13.64
Vehicle Inspection Fees	91	\$16.28
Parking Fees & Tolls excluding Trips	92	\$119.21
Parking Fees excluding Residence (Not on Trips)	94	\$56.25
Tolls/Electronic Toll Passes excluding Trips	90	\$62.96
Towing Charges	89	\$9.01
Auto Service Clubs & GPS Services	94	\$37.27

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Automotive Aftermarket Expenditures

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

Demographic Summary	2025	2030
Population	68,669	71,867
Households	27,635	29,282
Families	17,324	18,317
Median Age	41.0	42.1
Median Household Income	\$62,350	\$69,654
	Spending Potential Index	Average Amount Spent
		Total
Payments on Vehicles excluding Leases	83	\$2,502.87
Gasoline, Diesel Fuel, & Electric Vehicle Charging	83	\$2,897.31
Gasoline	83	\$2,793.67
Diesel Fuel	83	\$99.59
Electric Vehicle Charging	63	\$4.04
Other Vehicle Expenses	83	\$3,626.46
Vehicle Maintenance & Repairs	83	\$1,117.23
Vehicle Parts, Accessories, Fluids, Excluding Tires	84	\$72.18
Tire Purchase/Replacement	83	\$249.75
Vehicle Maintenance/Repair Excluding Tire Purchase	83	\$739.03
Auto Repair Service Policy	84	\$56.27
Vehicle Insurance	83	\$1,815.90
Rental of Vehicles excluding Trips	86	\$23.86
Leased Vehicles	81	\$294.69
Basic Lease Charge for Cars/Trucks	81	\$264.80
Car/Truck Lease Fees & Down Payments	84	\$29.90
Vehicle Pers Property Taxes/State & Local Registr Fees	80	\$208.58
Driver's License Fees	86	\$11.96
Vehicle Inspection Fees	79	\$14.09
Parking Fees & Tolls excluding Trips	77	\$100.60
Parking Fees excluding Residence (Not on Trips)	78	\$46.78
Tolls/Electronic Toll Passes excluding Trips	77	\$53.82
Towing Charges	81	\$8.21
Auto Service Clubs & GPS Services	79	\$31.35
		\$866,413

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

 **Source:** Esri forecasts for 2025 and 2030; Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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Civilian Labor Force Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

Age Group	Population	2025 Labor Force			Unemployed Rate	Labor Force Participation Rate	Employment-Population Ratio
		Employed	Unemployed	Rate			
16+	6,497	3,428	174	4.8%		55.4%	52.8%
16-24	787	453	27	5.6%		61.0%	57.6%
25-54	2,709	2,004	119	5.6%		78.4%	74.0%
55-64	981	632	27	4.1%		67.2%	64.4%
65+	2,020	339	0	0.0%		16.8%	16.8%
Male Age 16+	3,085	1,949	83	4.1%		65.9%	63.2%
Female Age 16+	3,410	1,479	90	5.7%		46.0%	43.4%
White Age 16+	4,810	2,299	104	4.3%		50.0%	47.8%
Black Age 16+	507	298	61	17.0%		70.8%	58.8%
American Indian Age 16+	15	9	0	0.0%		60.0%	60.0%
Asian Age 16+	234	183	1	0.5%		78.6%	78.2%
Pacific Islander Age 16+	4	3	0	0.0%		75.0%	75.0%
Other Race Age 16+	285	218	4	1.8%		78.2%	76.5%
Multiple Races Age 16+	641	418	4	0.9%		65.7%	65.2%

Economic Dependency	Ratio
Total	125.6
Child (<16)	36.1
Working-Age (16-64)	40.4
Senior (65+)	49.0

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Industry	Employed	Percent	US Percent	Location Quotient
Total	3,428	100.0%	100.0%	-
Agriculture/Forestry/Fishing	7	0.2%	1.1%	0.19
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	284	8.3%	6.9%	1.19
Manufacturing	155	4.5%	9.6%	0.47
Wholesale Trade	103	3.0%	1.9%	1.54
Retail Trade	431	12.6%	10.4%	1.21
Transportation/Warehousing	18	0.5%	5.0%	0.11
Utilities	2	0.1%	0.9%	0.06
Information	26	0.8%	1.8%	0.42
Finance/Insurance	297	8.7%	4.9%	1.78
Real Estate/Rental/Leasing	46	1.3%	1.7%	0.80
Professional/Scientific/Tech	204	6.0%	8.4%	0.71
Management of Companies	1	0.0%	0.2%	0.19
Admin/Support/Waste Management	172	5.0%	4.5%	1.10
Educational Services	420	12.3%	9.4%	1.31
Health Care/Social Assistance	603	17.6%	14.5%	1.21
Arts/Entertainment/Recreation	25	0.7%	2.2%	0.33
Accommodation/Food Services	215	6.3%	6.6%	0.95
Other Services (Excluding Public)	230	6.7%	4.7%	1.43
Public Administration	190	5.5%	5.0%	1.10

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	3,428	100.0%	100.0%	-
White Collar	2,209	64.4%	62.5%	1.03
Management	290	8.5%	11.8%	0.71
Business/Financial	154	4.5%	6.4%	0.70
Computer/Mathematical	79	2.3%	4.0%	0.58
Architecture/Engineering	43	1.3%	2.3%	0.54
Life/Physical/Social Sciences	15	0.4%	1.3%	0.34
Community/Social Service	63	1.8%	1.8%	1.01
Legal	87	2.5%	1.2%	2.17
Education/Training/Library	266	7.8%	6.3%	1.22
Arts/Design/Entertainment	125	3.6%	2.1%	1.70
Healthcare Practitioner	328	9.6%	6.7%	1.43
Sales and Sales Related	397	11.6%	8.4%	1.38
Office/Administrative Support	362	10.6%	10.1%	1.05
Blue Collar	640	18.7%	21.0%	0.89
Farming/Fishing/Forestry	1	0.0%	0.5%	0.06
Construction/Extraction	229	6.7%	4.9%	1.36
Installation/Maintenance/Repair	115	3.4%	2.9%	1.15
Production	103	3.0%	5.0%	0.60
Transportation/Material Moving	192	5.6%	7.7%	0.73
Services	577	16.8%	16.5%	1.02
Healthcare Support	85	2.5%	3.5%	0.70
Protective Service	78	2.3%	2.1%	1.10
Food Preparation/Serving	161	4.7%	5.1%	0.92
Building Maintenance	178	5.2%	3.4%	1.54
Personal Care/Service	75	2.2%	2.4%	0.90

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Civilian Labor Force Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

Age Group	Population	2025 Labor Force			Unemployed Rate	Labor Force Participation Rate	Employment-Population Ratio
		Employed	Unemployed	Rate			
16+	21,180	11,748	497	4.1%		57.8%	55.5%
16-24	2,652	1,500	114	7.1%		60.9%	56.6%
25-54	9,165	7,111	302	4.1%		80.9%	77.6%
55-64	3,240	2,119	79	3.6%		67.8%	65.4%
65+	6,124	1,019	2	0.2%		16.7%	16.6%
Male Age 16+	10,058	6,401	296	4.4%		66.6%	63.6%
Female Age 16+	11,121	5,347	201	3.6%		49.9%	48.1%
White Age 16+	15,217	8,091	288	3.4%		55.1%	53.2%
Black Age 16+	2,150	1,087	130	10.7%		56.6%	50.6%
American Indian Age 16+	52	29	0	0.0%		55.8%	55.8%
Asian Age 16+	783	601	13	2.1%		78.4%	76.8%
Pacific Islander Age 16+	11	7	0	0.0%		63.6%	63.6%
Other Race Age 16+	899	638	27	4.1%		74.0%	71.0%
Multiple Races Age 16+	2,069	1,296	38	2.8%		64.5%	62.6%

Economic Dependency	Ratio
Total	117.3
Child (<16)	37.1
Working-Age (16-64)	36.8
Senior (65+)	43.4

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Industry	Employed	Percent	US Percent	Location Quotient
Total	11,748	100.0%	100.0%	-
Agriculture/Forestry/Fishing	40	0.3%	1.1%	0.32
Mining/Quarrying/Oil & Gas	0	0.0%	0.3%	0.00
Construction	935	8.0%	6.9%	1.14
Manufacturing	432	3.7%	9.6%	0.38
Wholesale Trade	302	2.6%	1.9%	1.32
Retail Trade	1,254	10.7%	10.4%	1.03
Transportation/Warehousing	162	1.4%	5.0%	0.28
Utilities	33	0.3%	0.9%	0.31
Information	85	0.7%	1.8%	0.40
Finance/Insurance	1,003	8.5%	4.9%	1.76
Real Estate/Rental/Leasing	289	2.5%	1.7%	1.47
Professional/Scientific/Tech	667	5.7%	8.4%	0.68
Management of Companies	13	0.1%	0.2%	0.71
Admin/Support/Waste Management	604	5.1%	4.5%	1.13
Educational Services	1,355	11.5%	9.4%	1.23
Health Care/Social Assistance	2,071	17.6%	14.5%	1.22
Arts/Entertainment/Recreation	211	1.8%	2.2%	0.81
Accommodation/Food Services	771	6.6%	6.6%	0.99
Other Services (Excluding Public)	692	5.9%	4.7%	1.25
Public Administration	831	7.1%	5.0%	1.40

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	11,748	100.0%	100.0%	-
White Collar	7,793	66.3%	62.5%	1.06
Management	1,065	9.1%	11.8%	0.77
Business/Financial	590	5.0%	6.4%	0.78
Computer/Mathematical	257	2.2%	4.0%	0.55
Architecture/Engineering	234	2.0%	2.3%	0.85
Life/Physical/Social Sciences	150	1.3%	1.3%	1.00
Community/Social Service	199	1.7%	1.8%	0.93
Legal	235	2.0%	1.2%	1.71
Education/Training/Library	961	8.2%	6.3%	1.29
Arts/Design/Entertainment	433	3.7%	2.1%	1.72
Healthcare Practitioner	1,141	9.7%	6.7%	1.45
Sales and Sales Related	1,363	11.6%	8.4%	1.38
Office/Administrative Support	1,165	9.9%	10.1%	0.99
Blue Collar	1,968	16.8%	21.0%	0.80
Farming/Fishing/Forestry	14	0.1%	0.5%	0.25
Construction/Extraction	730	6.2%	4.9%	1.27
Installation/Maintenance/Repair	306	2.6%	2.9%	0.89
Production	209	1.8%	5.0%	0.36
Transportation/Material Moving	709	6.0%	7.7%	0.79
Services	1,990	16.9%	16.5%	1.02
Healthcare Support	216	1.8%	3.5%	0.52
Protective Service	285	2.4%	2.1%	1.17
Food Preparation/Serving	608	5.2%	5.1%	1.01
Building Maintenance	574	4.9%	3.4%	1.45
Personal Care/Service	307	2.6%	2.4%	1.08

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.



[Source](#): Esri forecasts for 2025 and 2030.

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Civilian Labor Force Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

Age Group	Population	2025 Labor Force			Unemployed Rate	Labor Force Participation Rate	Employment-Population Ratio
		Employed	Unemployed				
16+	55,915	29,721	1,579	5.0%	56.0%	53.2%	
16-24	7,516	3,749	394	9.5%	55.1%	49.9%	
25-54	25,240	18,958	967	4.9%	78.9%	75.1%	
55-64	8,557	4,823	213	4.2%	58.9%	56.4%	
65+	14,603	2,191	4	0.2%	15.0%	15.0%	
Male Age 16+	26,499	15,674	849	5.1%	62.4%	59.1%	
Female Age 16+	29,417	14,047	730	4.9%	50.2%	47.8%	
White Age 16+	36,560	19,043	856	4.3%	54.4%	52.1%	
Black Age 16+	8,519	3,932	305	7.2%	49.7%	46.2%	
American Indian Age 16+	212	115	4	3.4%	56.6%	54.2%	
Asian Age 16+	1,691	1,166	82	6.6%	73.8%	69.0%	
Pacific Islander Age 16+	36	20	0	0.0%	55.6%	55.6%	
Other Race Age 16+	3,003	1,871	126	6.3%	66.5%	62.3%	
Multiple Races Age 16+	5,895	3,574	205	5.4%	64.1%	60.6%	

Economic Dependency	Ratio
Total	130.5
Child (<16)	42.9
Working-Age (16-64)	45.8
Senior (65+)	41.7

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Industry	Employed	Percent	US Percent	Location Quotient
Total	29,721	100.0%	100.0%	-
Agriculture/Forestry/Fishing	212	0.7%	1.1%	0.66
Mining/Quarrying/Oil & Gas	8	0.0%	0.3%	0.08
Construction	2,512	8.4%	6.9%	1.21
Manufacturing	1,509	5.1%	9.6%	0.53
Wholesale Trade	692	2.3%	1.9%	1.20
Retail Trade	3,529	11.9%	10.4%	1.14
Transportation/Warehousing	970	3.3%	5.0%	0.66
Utilities	170	0.6%	0.9%	0.64
Information	295	1.0%	1.8%	0.54
Finance/Insurance	2,008	6.8%	4.9%	1.39
Real Estate/Rental/Leasing	628	2.1%	1.7%	1.27
Professional/Scientific/Tech	1,432	4.8%	8.4%	0.57
Management of Companies	13	0.0%	0.2%	0.28
Admin/Support/Waste Management	1,672	5.6%	4.5%	1.24
Educational Services	2,893	9.7%	9.4%	1.04
Health Care/Social Assistance	4,563	15.3%	14.5%	1.06
Arts/Entertainment/Recreation	445	1.5%	2.2%	0.68
Accommodation/Food Services	2,488	8.4%	6.6%	1.27
Other Services (Excluding Public)	1,588	5.3%	4.7%	1.14
Public Administration	2,092	7.0%	5.0%	1.40

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.

Occupation	Employed	Percent	US Percent	Location Quotient
Total	29,721	100.0%	100.0%	-
White Collar	18,448	62.1%	62.5%	0.99
Management	2,836	9.5%	11.8%	0.81
Business/Financial	1,289	4.3%	6.4%	0.67
Computer/Mathematical	524	1.8%	4.0%	0.44
Architecture/Engineering	474	1.6%	2.3%	0.68
Life/Physical/Social Sciences	314	1.1%	1.3%	0.82
Community/Social Service	570	1.9%	1.8%	1.06
Legal	415	1.4%	1.2%	1.20
Education/Training/Library	2,186	7.4%	6.3%	1.16
Arts/Design/Entertainment	752	2.5%	2.1%	1.18
Healthcare Practitioner	2,386	8.0%	6.7%	1.20
Sales and Sales Related	3,544	11.9%	8.4%	1.42
Office/Administrative Support	3,158	10.6%	10.1%	1.06
Blue Collar	5,839	19.6%	21.0%	0.94
Farming/Fishing/Forestry	104	0.3%	0.5%	0.73
Construction/Extraction	1,852	6.2%	4.9%	1.27
Installation/Maintenance/Repair	767	2.6%	2.9%	0.88
Production	818	2.8%	5.0%	0.55
Transportation/Material Moving	2,298	7.7%	7.7%	1.01
Services	5,437	18.3%	16.5%	1.11
Healthcare Support	725	2.4%	3.5%	0.69
Protective Service	789	2.6%	2.1%	1.28
Food Preparation/Serving	1,749	5.9%	5.1%	1.15
Building Maintenance	1,457	4.9%	3.4%	1.45
Personal Care/Service	717	2.4%	2.4%	0.99

Data Note: Location Quotients compare the industry/occupation share of a local area's employment relative to that same share nationally. A value lower/greater than 1 indicates that the local area is less/more specialized in that industry or occupation category than the US as a whole.



[Source](#): Esri forecasts for 2025 and 2030.

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Demographic and Income Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

Summary	Census 2020	2025	2030
Total Population	7,493	7,733	8,214
Total Households	2,876	3,065	3,305
Family Households	1,817	1,916	2,056
Average Household Size	2.41	2.36	2.33
Owner Occupied Housing Units	1,718	1,897	2,081
Renter Occupied Housing Units	1,158	1,168	1,224
Median Age	45.5	45.4	46.5

Trends 2025 - 2030	Area	State	National
Population	1.2%	1.1%	0.4%
Households	1.5%	1.3%	0.6%
Family Population	1.4%	1.3%	0.5%
Owner Occupied Housing Units	1.9%	1.8%	0.0%
Median Household Income	1.9%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	313	4.2%	330	4.3%	350	4.3%
5-9	427	5.7%	362	4.7%	367	4.5%
10-14	478	6.4%	451	5.8%	392	4.8%
15-19	437	5.8%	472	6.1%	450	5.5%
20-24	403	5.4%	409	5.3%	459	5.6%
25-29	411	5.5%	465	6.0%	483	5.9%
30-34	398	5.3%	455	5.9%	504	6.1%
35-39	433	5.8%	434	5.6%	498	6.1%
40-44	400	5.3%	455	5.9%	460	5.6%
45-49	440	5.9%	427	5.5%	491	6.0%
50-54	482	6.4%	473	6.1%	458	5.6%
55-59	534	7.1%	480	6.2%	480	5.8%
60-64	541	7.2%	501	6.5%	467	5.7%
65-69	424	5.7%	526	6.8%	511	6.2%
70-74	400	5.3%	415	5.4%	525	6.4%
75-79	278	3.7%	365	4.7%	399	4.9%
80-84	270	3.6%	286	3.7%	405	4.9%
Age 85+	425	5.7%	428	5.5%	514	6.3%

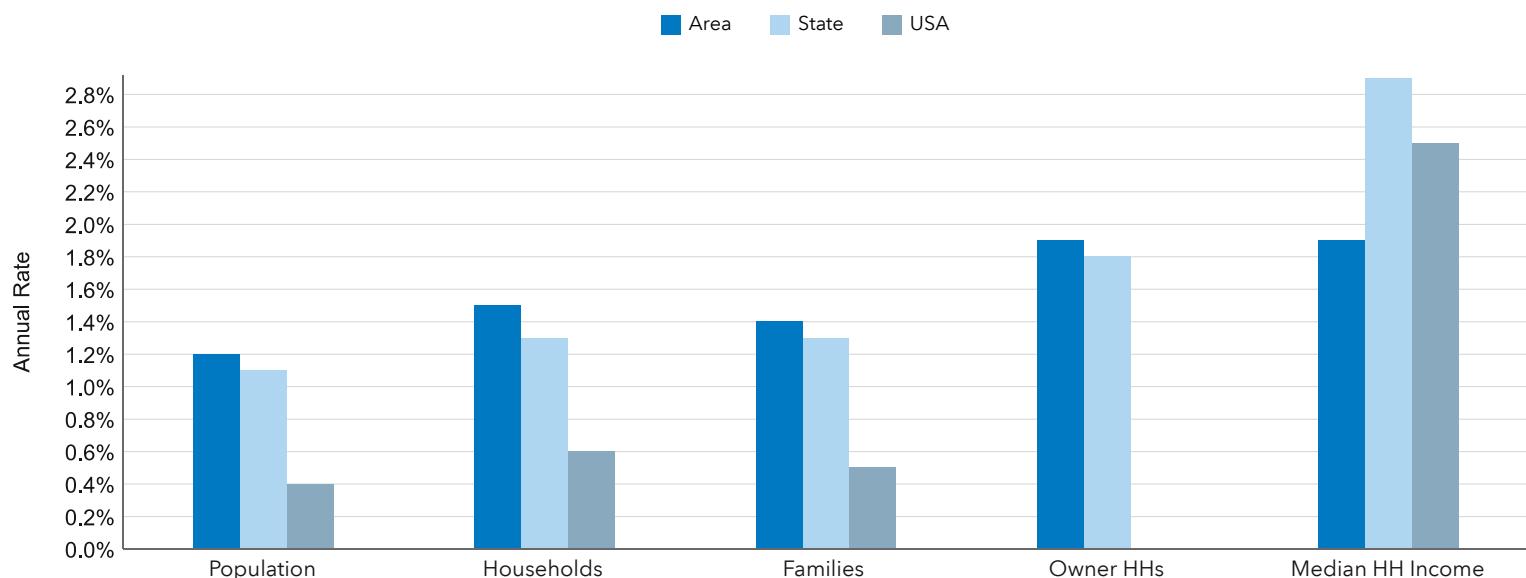
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	168	5.5%	162	4.9%
\$10,000-14,999	165	5.4%	168	5.1%
\$15,000-19,999	65	2.1%	54	1.6%
\$20,000-24,999	88	2.9%	79	2.4%
\$25,000-29,999	153	5.0%	149	4.5%
\$30,000-34,999	84	2.7%	92	2.8%
\$35,000-39,999	104	3.4%	98	3.0%
\$40,000-44,999	176	5.7%	171	5.2%
\$45,000-49,999	210	6.8%	199	6.0%
\$50,000-59,999	273	8.9%	261	7.9%
\$60,000-74,999	315	10.3%	378	11.4%
\$75,000-99,999	325	10.6%	384	11.6%
\$100,000-124,999	157	5.1%	171	5.2%
\$125,000-149,999	237	7.7%	256	7.8%
\$150,000-199,999	226	7.4%	274	8.3%
\$200,000-249,999	95	3.1%	124	3.8%
\$250,000-299,999	106	3.5%	148	4.5%
\$300,000-399,999	16	0.5%	22	0.7%
\$400,000-499,999	25	0.8%	23	0.7%
\$500,000+	76	2.5%	94	2.8%
Median Household Income	\$61,805	-	\$67,921	-
Average Household Income	\$99,402	-	\$108,007	-
Per Capita Income	\$40,904	-	\$44,992	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,592	74.6%	5,538	71.6%	5,719	69.6%
Black Alone	595	7.9%	652	8.4%	718	8.7%
American Indian	16	0.2%	17	0.2%	19	0.2%
Asian Alone	262	3.5%	293	3.8%	329	4.0%
Pacific Islander	3	0.0%	4	0.1%	4	0.1%
Some Other Race	278	3.7%	345	4.5%	402	4.9%
Two or More Races	748	10.0%	885	11.4%	1,023	12.4%
Hispanic (Any Race)	949	12.7%	1,194	15.4%	1,404	17.1%

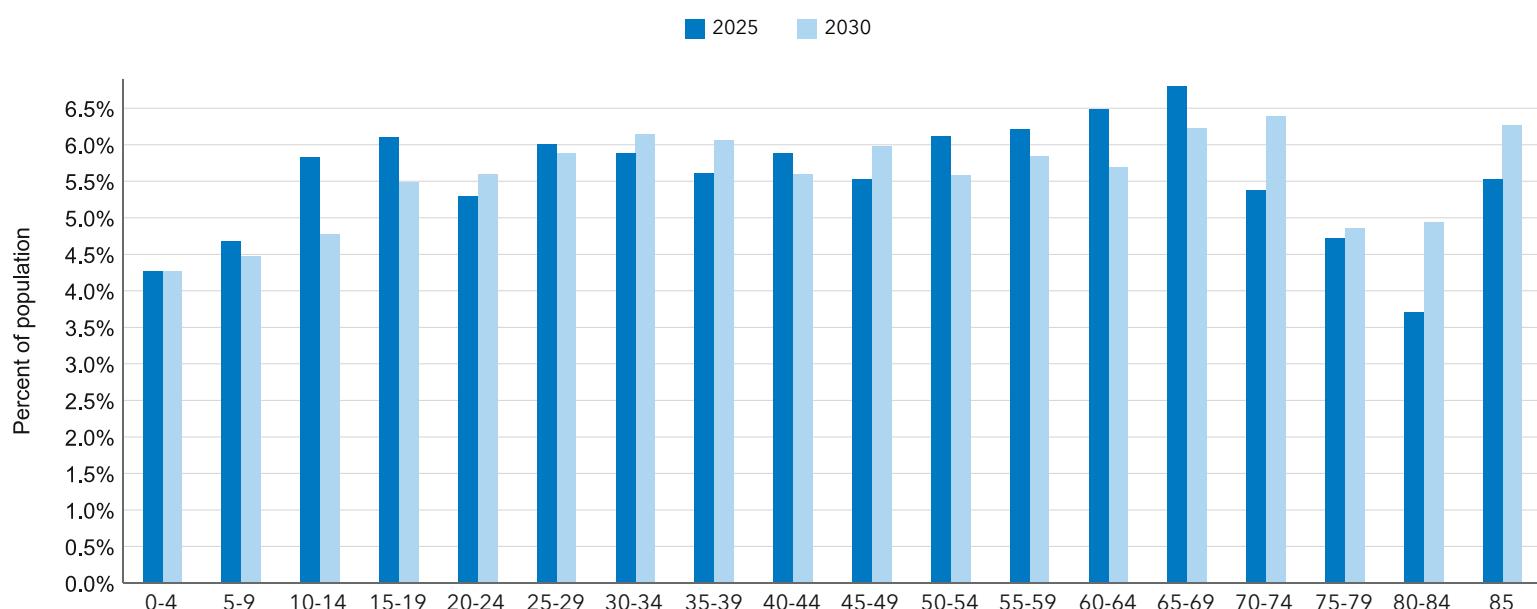
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



Population by Age



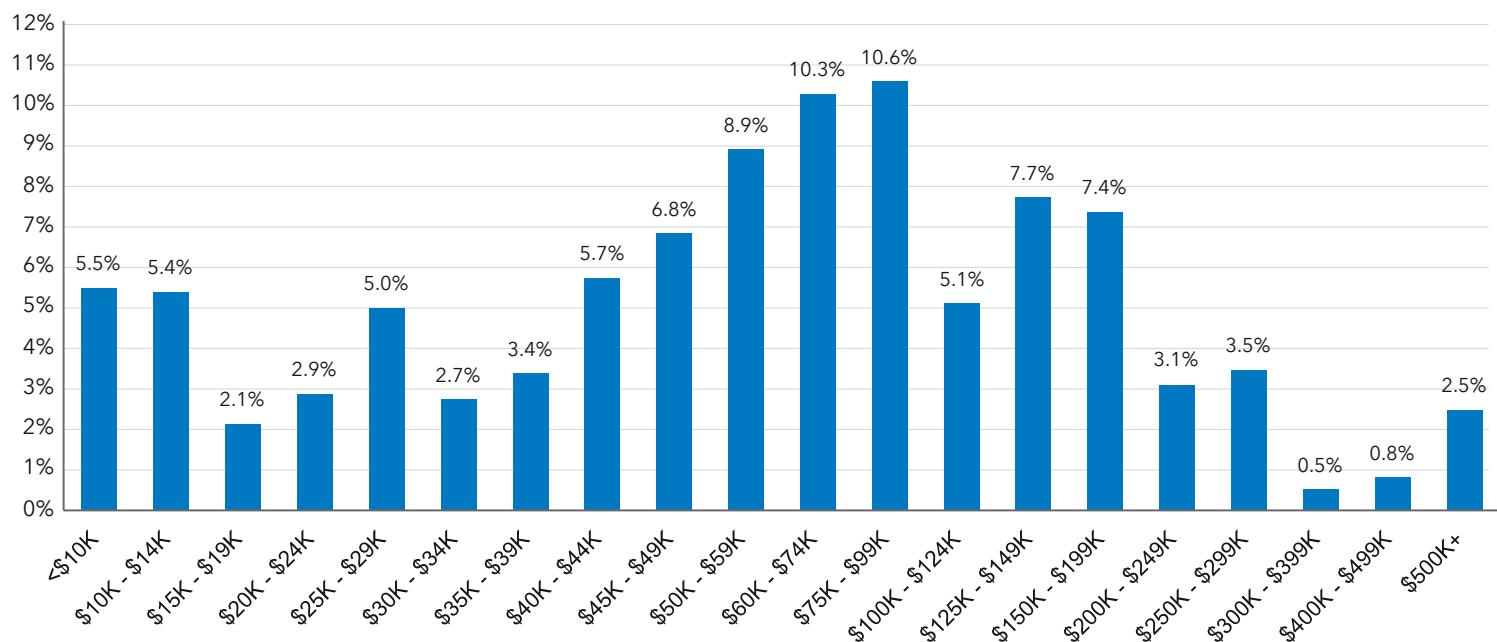
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

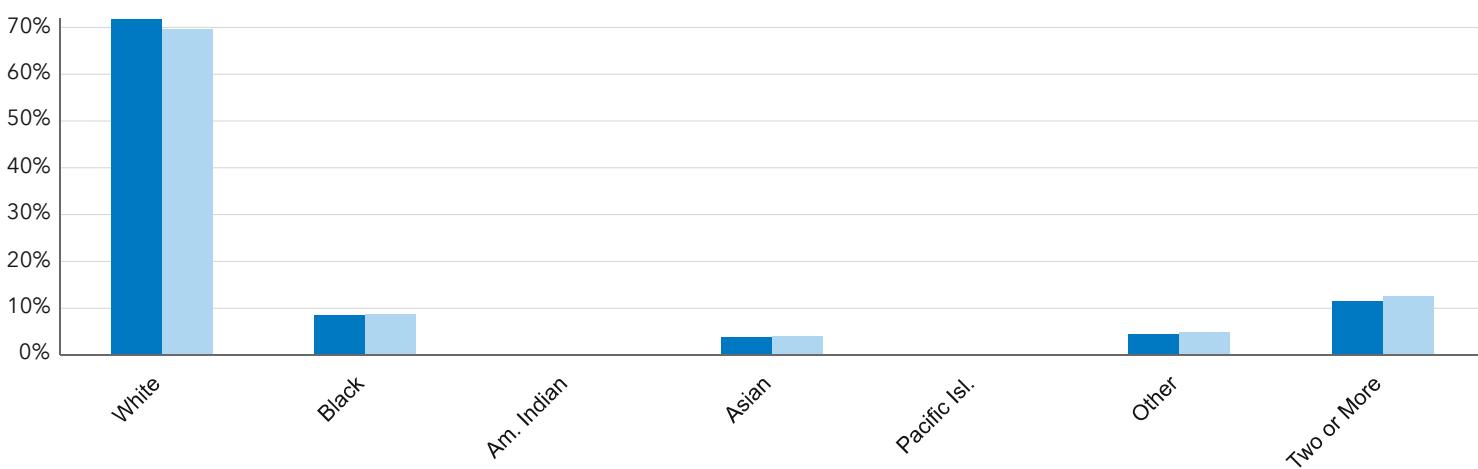


Households by Income for 2025



Population by Race

■ 2025 ■ 2030



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Demographic and Income Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

Summary	Census 2020	2025	2030
Total Population	24,685	25,535	26,588
Total Households	9,884	10,445	11,027
Family Households	6,286	6,573	6,926
Average Household Size	2.39	2.35	2.32
Owner Occupied Housing Units	5,866	6,449	7,014
Renter Occupied Housing Units	4,018	3,996	4,013
Median Age	43.4	43.6	44.6

Trends 2025 - 2030	Area	State	National
Population	0.8%	1.1%	0.4%
Households	1.1%	1.3%	0.6%
Family Population	1.1%	1.3%	0.5%
Owner Occupied Housing Units	1.7%	1.8%	0.0%
Median Household Income	1.8%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,161	4.7%	1,194	4.7%	1,231	4.6%
5-9	1,423	5.8%	1,356	5.3%	1,326	5.0%
10-14	1,669	6.8%	1,488	5.8%	1,432	5.4%
15-19	1,489	6.0%	1,583	6.2%	1,419	5.3%
20-24	1,352	5.5%	1,387	5.4%	1,498	5.6%
25-29	1,419	5.8%	1,553	6.1%	1,603	6.0%
30-34	1,437	5.8%	1,530	6.0%	1,630	6.1%
35-39	1,466	5.9%	1,575	6.2%	1,651	6.2%
40-44	1,378	5.6%	1,533	6.0%	1,641	6.2%
45-49	1,428	5.8%	1,449	5.7%	1,602	6.0%
50-54	1,601	6.5%	1,525	6.0%	1,512	5.7%
55-59	1,730	7.0%	1,590	6.2%	1,517	5.7%
60-64	1,744	7.1%	1,650	6.5%	1,546	5.8%
65-69	1,438	5.8%	1,632	6.4%	1,584	6.0%
70-74	1,287	5.2%	1,382	5.4%	1,591	6.0%
75-79	871	3.5%	1,175	4.6%	1,299	4.9%
80-84	712	2.9%	822	3.2%	1,158	4.4%
Age 85+	1,079	4.4%	1,113	4.4%	1,350	5.1%

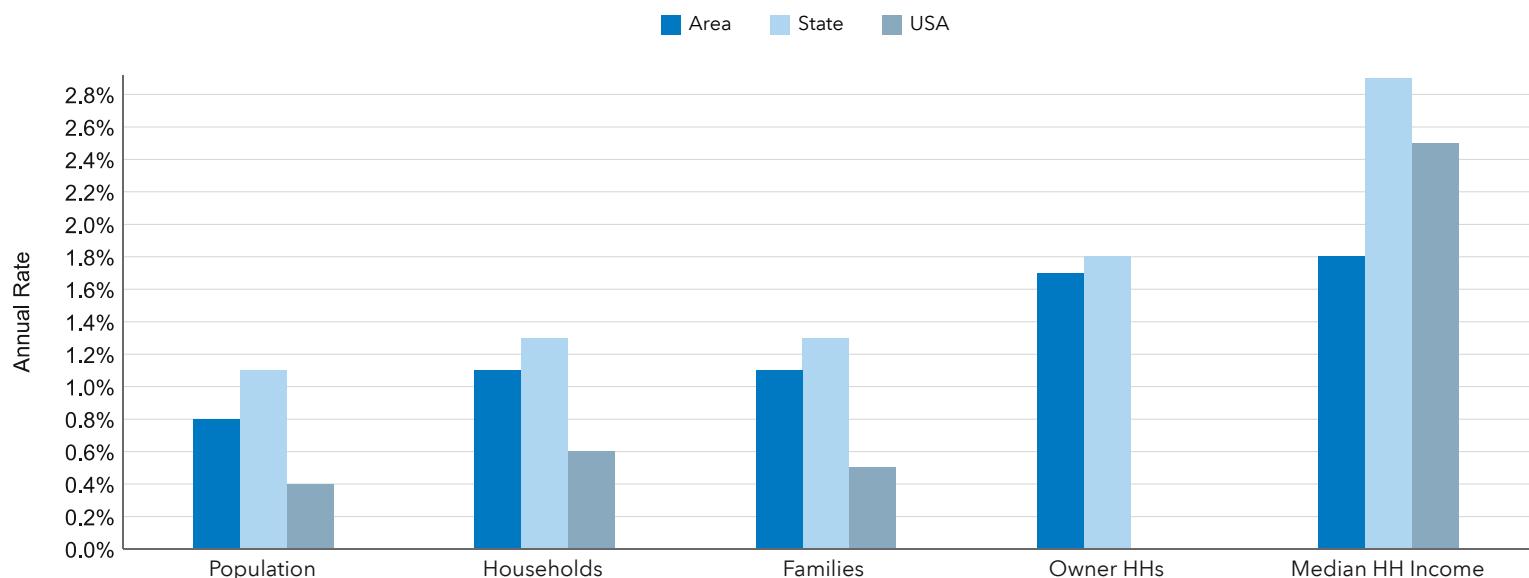
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	516	4.9%	484	4.4%
\$10,000-14,999	345	3.3%	360	3.3%
\$15,000-19,999	240	2.3%	197	1.8%
\$20,000-24,999	329	3.1%	278	2.5%
\$25,000-29,999	531	5.1%	485	4.4%
\$30,000-34,999	289	2.8%	285	2.6%
\$35,000-39,999	297	2.8%	277	2.5%
\$40,000-44,999	470	4.5%	452	4.1%
\$45,000-49,999	650	6.2%	607	5.5%
\$50,000-59,999	926	8.9%	878	8.0%
\$60,000-74,999	1,183	11.3%	1,323	12.0%
\$75,000-99,999	1,116	10.7%	1,240	11.3%
\$100,000-124,999	688	6.6%	697	6.3%
\$125,000-149,999	701	6.7%	749	6.8%
\$150,000-199,999	850	8.1%	1,034	9.4%
\$200,000-249,999	392	3.8%	504	4.6%
\$250,000-299,999	430	4.1%	597	5.4%
\$300,000-399,999	68	0.7%	92	0.8%
\$400,000-499,999	102	1.0%	91	0.8%
\$500,000+	321	3.1%	395	3.6%
Median Household Income	\$67,134	-	\$73,428	-
Average Household Income	\$107,139	-	\$117,678	-
Per Capita Income	\$44,204	-	\$49,153	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,688	71.7%	17,766	69.6%	18,071	68.0%
Black Alone	2,737	11.1%	2,788	10.9%	2,892	10.9%
American Indian	58	0.2%	61	0.2%	65	0.2%
Asian Alone	847	3.4%	950	3.7%	1,054	4.0%
Pacific Islander	9	0.0%	11	0.0%	12	0.1%
Some Other Race	928	3.8%	1,115	4.4%	1,266	4.8%
Two or More Races	2,419	9.8%	2,844	11.1%	3,228	12.1%
Hispanic (Any Race)	3,161	12.8%	3,893	15.2%	4,469	16.8%

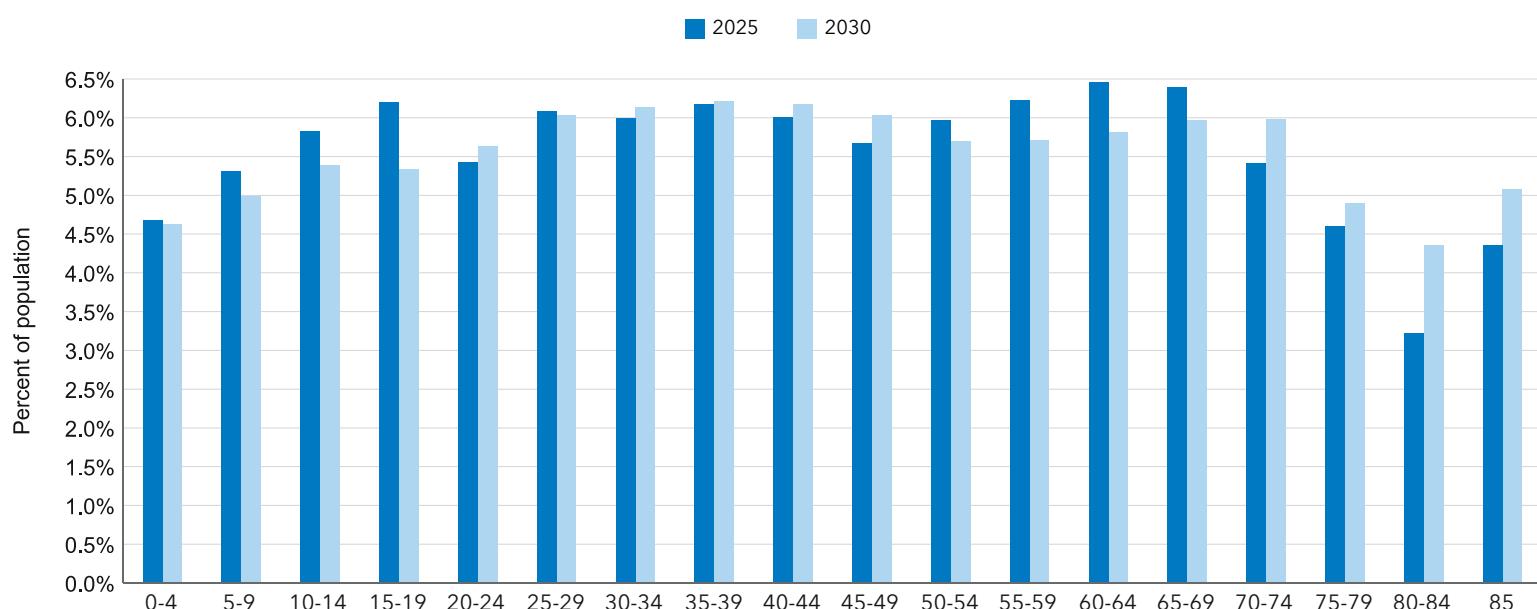
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



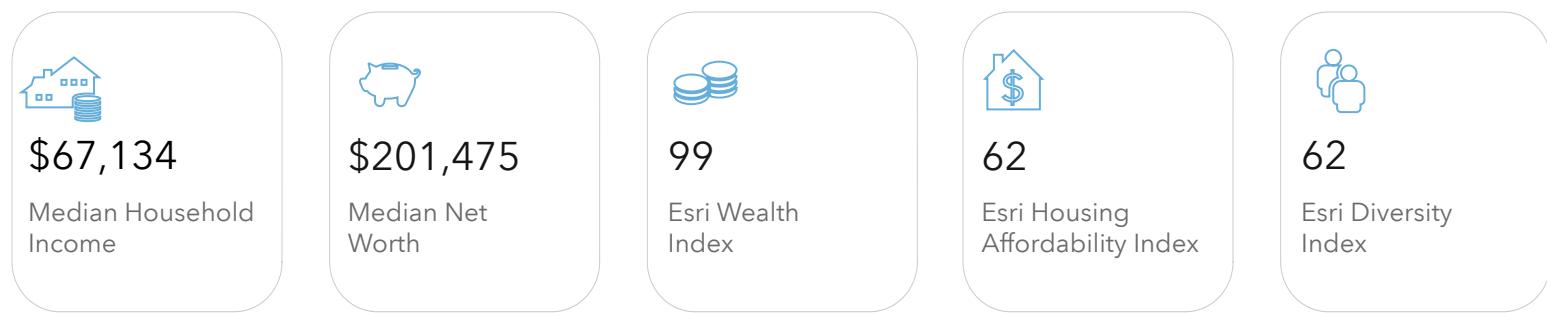
Population by Age



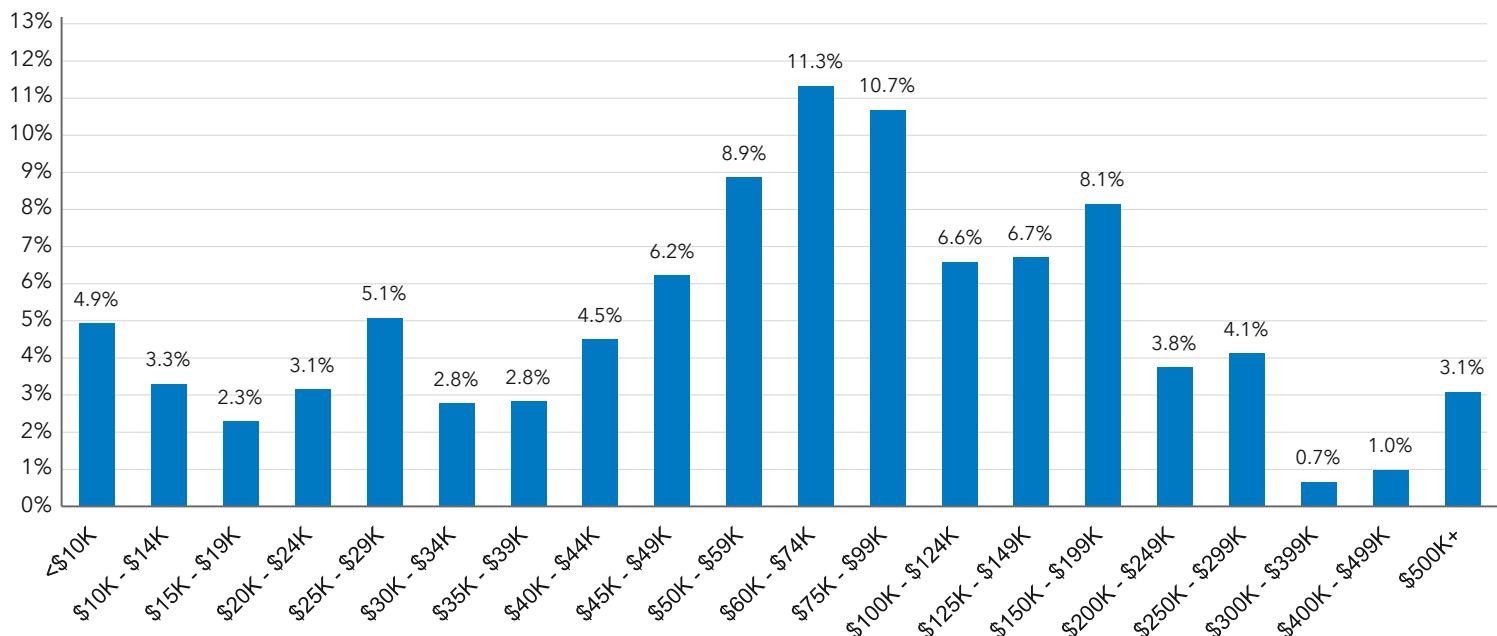
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

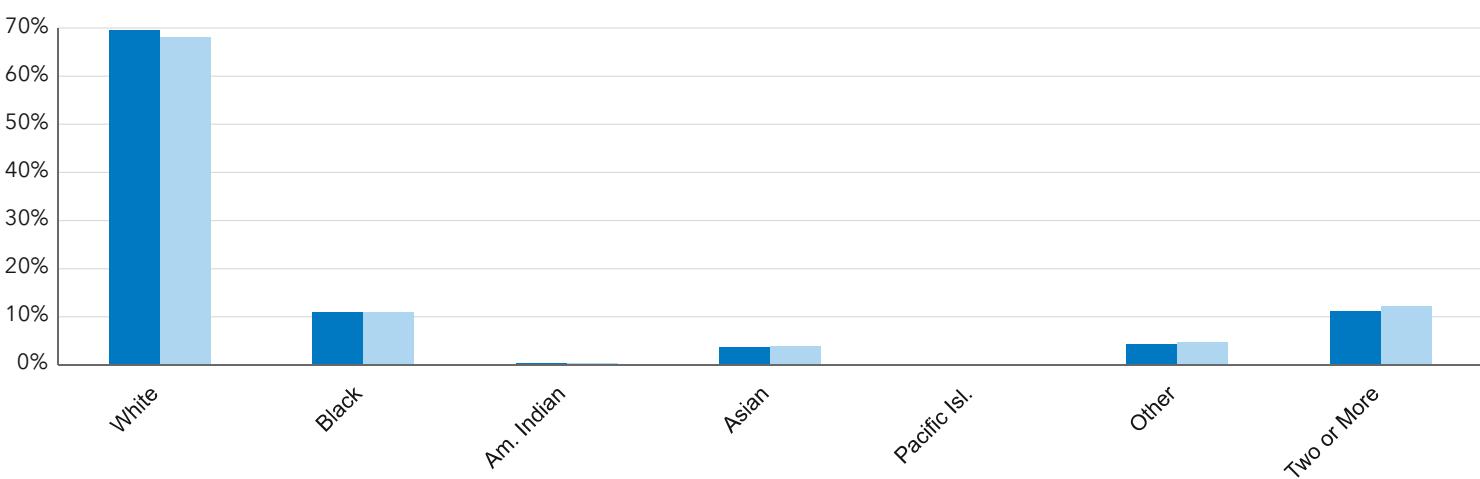


Households by Income for 2025



Population by Race

■ 2025 ■ 2030



[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Demographic and Income Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

Summary	Census 2020	2025	2030
Total Population	64,013	68,669	71,867
Total Households	25,236	27,635	29,282
Family Households	16,056	17,324	18,317
Average Household Size	2.46	2.42	2.39
Owner Occupied Housing Units	14,408	16,304	18,007
Renter Occupied Housing Units	10,828	11,331	11,275
Median Age	40.6	41.0	42.1

Trends 2025 - 2030	Area	State	National
Population	0.9%	1.1%	0.4%
Households	1.2%	1.3%	0.6%
Family Population	1.1%	1.3%	0.5%
Owner Occupied Housing Units	2.0%	1.8%	0.0%
Median Household Income	2.2%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	3,526	5.5%	3,729	5.4%	3,843	5.3%
5-9	3,949	6.2%	3,981	5.8%	3,927	5.5%
10-14	4,396	6.9%	4,155	6.0%	4,111	5.7%
15-19	4,009	6.3%	4,357	6.3%	4,038	5.6%
20-24	3,843	6.0%	4,047	5.9%	4,361	6.1%
25-29	4,006	6.3%	4,390	6.4%	4,553	6.3%
30-34	4,005	6.3%	4,427	6.5%	4,565	6.3%
35-39	3,825	6.0%	4,392	6.4%	4,650	6.5%
40-44	3,550	5.5%	4,128	6.0%	4,585	6.4%
45-49	3,759	5.9%	3,864	5.6%	4,360	6.1%
50-54	4,078	6.4%	4,039	5.9%	3,977	5.5%
55-59	4,396	6.9%	4,168	6.1%	4,020	5.6%
60-64	4,262	6.7%	4,389	6.4%	4,136	5.8%
65-69	3,586	5.6%	4,190	6.1%	4,299	6.0%
70-74	3,076	4.8%	3,507	5.1%	4,051	5.6%
75-79	2,212	3.5%	2,850	4.2%	3,258	4.5%
80-84	1,599	2.5%	1,950	2.8%	2,542	3.5%
Age 85+	1,936	3.0%	2,106	3.1%	2,592	3.6%

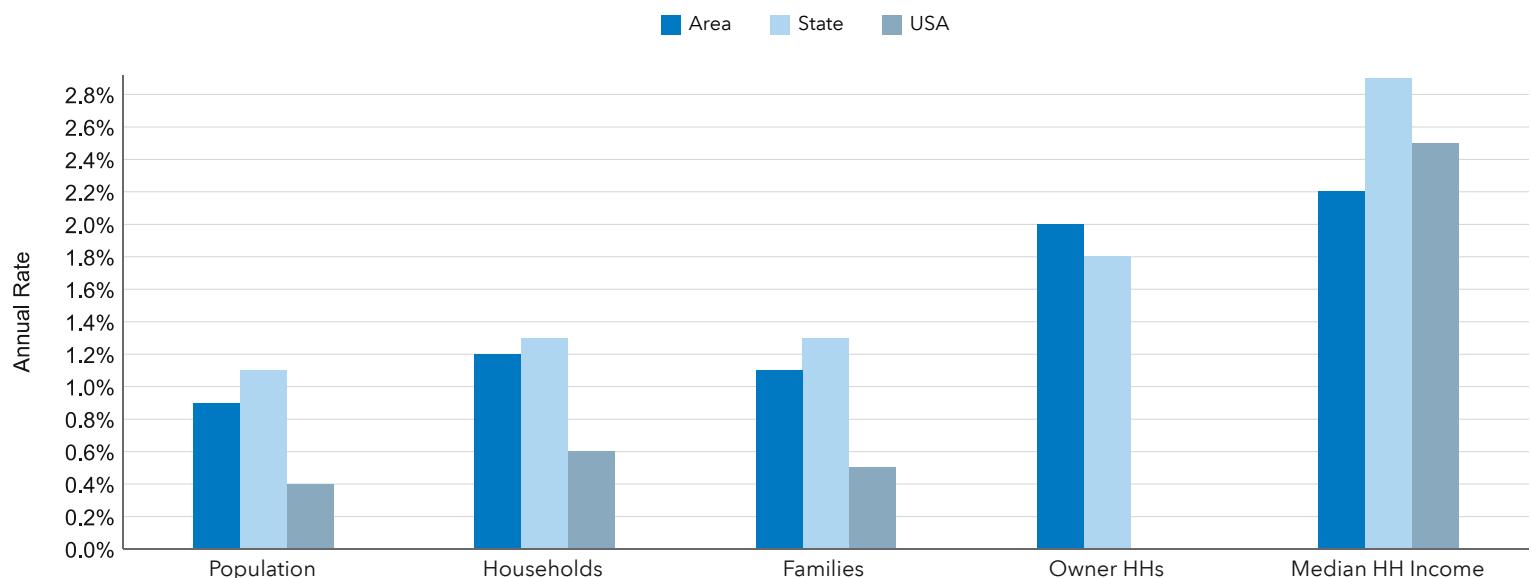
Households by Income	2025		2030	
	Number	Percent	Number	Percent
<\$10,000	1,572	5.7%	1,480	5.0%
\$10,000-14,999	1,340	4.8%	1,365	4.7%
\$15,000-19,999	762	2.8%	636	2.2%
\$20,000-24,999	930	3.4%	783	2.7%
\$25,000-29,999	1,510	5.5%	1,356	4.6%
\$30,000-34,999	1,097	4.0%	1,036	3.5%
\$35,000-39,999	1,053	3.8%	991	3.4%
\$40,000-44,999	1,224	4.4%	1,184	4.0%
\$45,000-49,999	1,525	5.5%	1,455	5.0%
\$50,000-59,999	2,282	8.3%	2,240	7.7%
\$60,000-74,999	2,778	10.1%	3,062	10.5%
\$75,000-99,999	3,256	11.8%	3,545	12.1%
\$100,000-124,999	2,073	7.5%	2,309	7.9%
\$125,000-149,999	2,066	7.5%	2,434	8.3%
\$150,000-199,999	1,897	6.9%	2,422	8.3%
\$200,000-249,999	747	2.7%	1,008	3.4%
\$250,000-299,999	729	2.6%	1,034	3.5%
\$300,000-399,999	122	0.4%	167	0.6%
\$400,000-499,999	171	0.6%	152	0.5%
\$500,000+	500	1.8%	623	2.1%
Median Household Income	\$62,350	-	\$69,654	-
Average Household Income	\$92,614	-	\$102,332	-
Per Capita Income	\$37,606	-	\$42,048	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	41,534	64.9%	43,059	62.7%	43,533	60.6%
Black Alone	10,748	16.8%	11,359	16.5%	12,241	17.0%
American Indian	215	0.3%	251	0.4%	273	0.4%
Asian Alone	1,743	2.7%	2,013	2.9%	2,235	3.1%
Pacific Islander	28	0.0%	38	0.1%	41	0.1%
Some Other Race	3,054	4.8%	3,803	5.5%	4,314	6.0%
Two or More Races	6,691	10.4%	8,146	11.9%	9,229	12.8%
Hispanic (Any Race)	9,870	15.4%	12,580	18.3%	14,382	20.0%

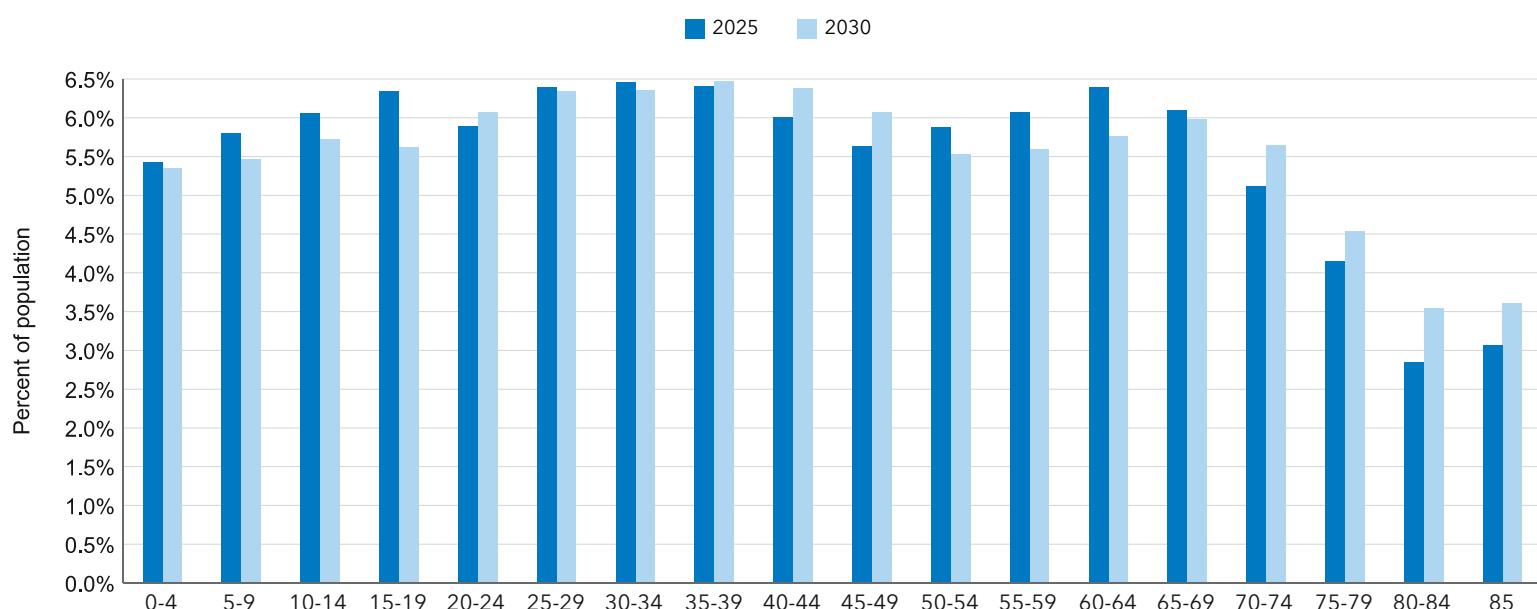
Key Indicators for 2025



Trends: 2025 - 2030 Annual Rate



Population by Age



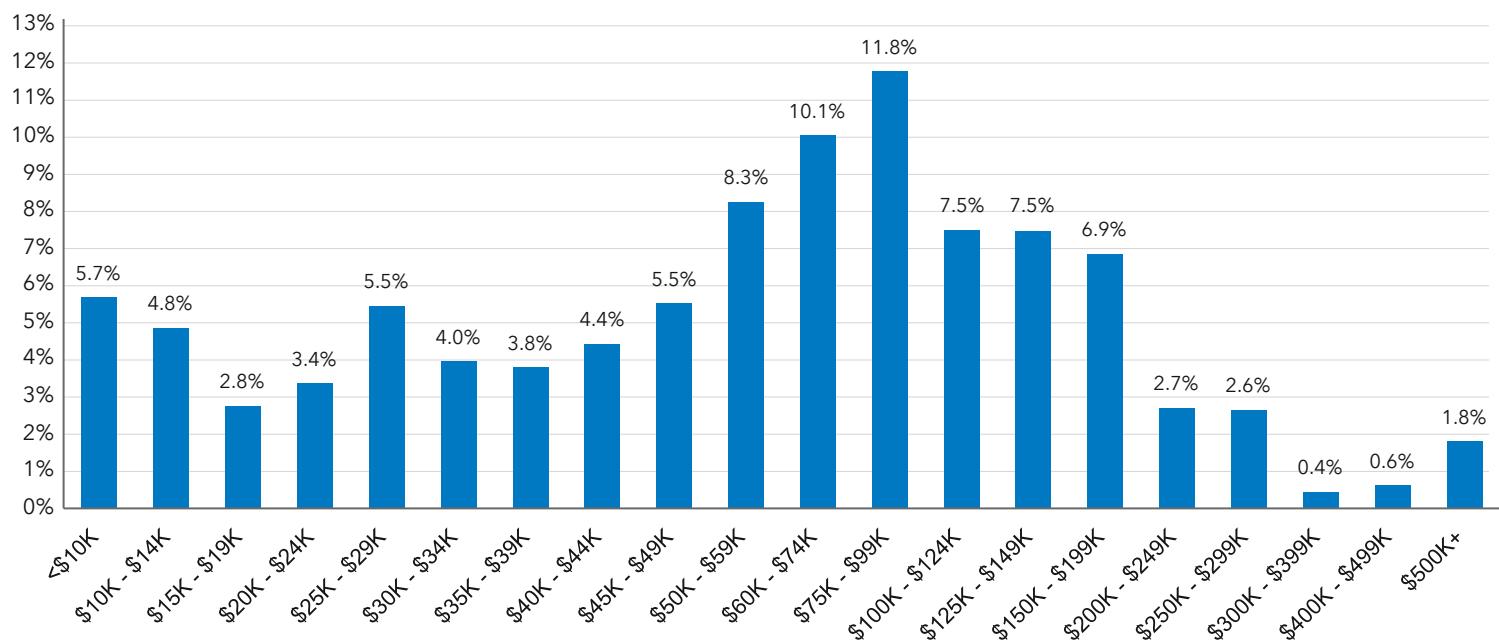
[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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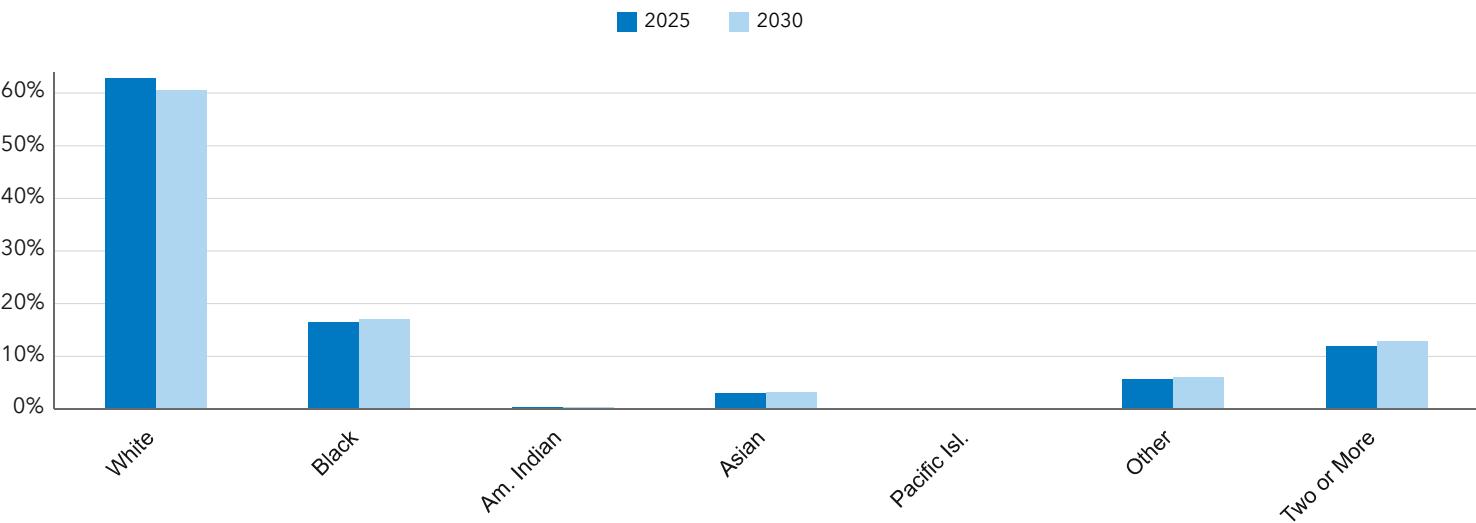
Key Indicators for 2025



Households by Income for 2025



Population by Race



Detailed Age Profile Report

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 5 minute radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	7,493	7,733	8,214	481	1.21%
Households	2,876	3,065	3,305	240	1.52%
Average Household Size	2.41	2.36	2.33	-0.03	-0.26%

Total Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	1,497	20.0%	1,436	18.6%	1,387	16.9%
18+	5,996	80.0%	6,298	81.4%	6,826	83.1%
21+	5,752	76.8%	6,044	78.2%	6,568	80.0%
Median Age	45.5		45.4		46.5	

Male Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	769	21.6%	737	19.8%	706	18.0%
18+	2,792	78.4%	2,980	80.2%	3,213	82.0%
21+	2,676	75.2%	2,851	76.7%	3,082	78.6%
Median Age	43.3		43.4		44.2	

Female Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	729	18.5%	697	17.4%	681	15.9%
18+	3,204	81.5%	3,318	82.6%	3,613	84.2%
21+	3,076	78.2%	3,196	79.6%	3,488	81.2%
Median Age	47.3		47.5		48.6	

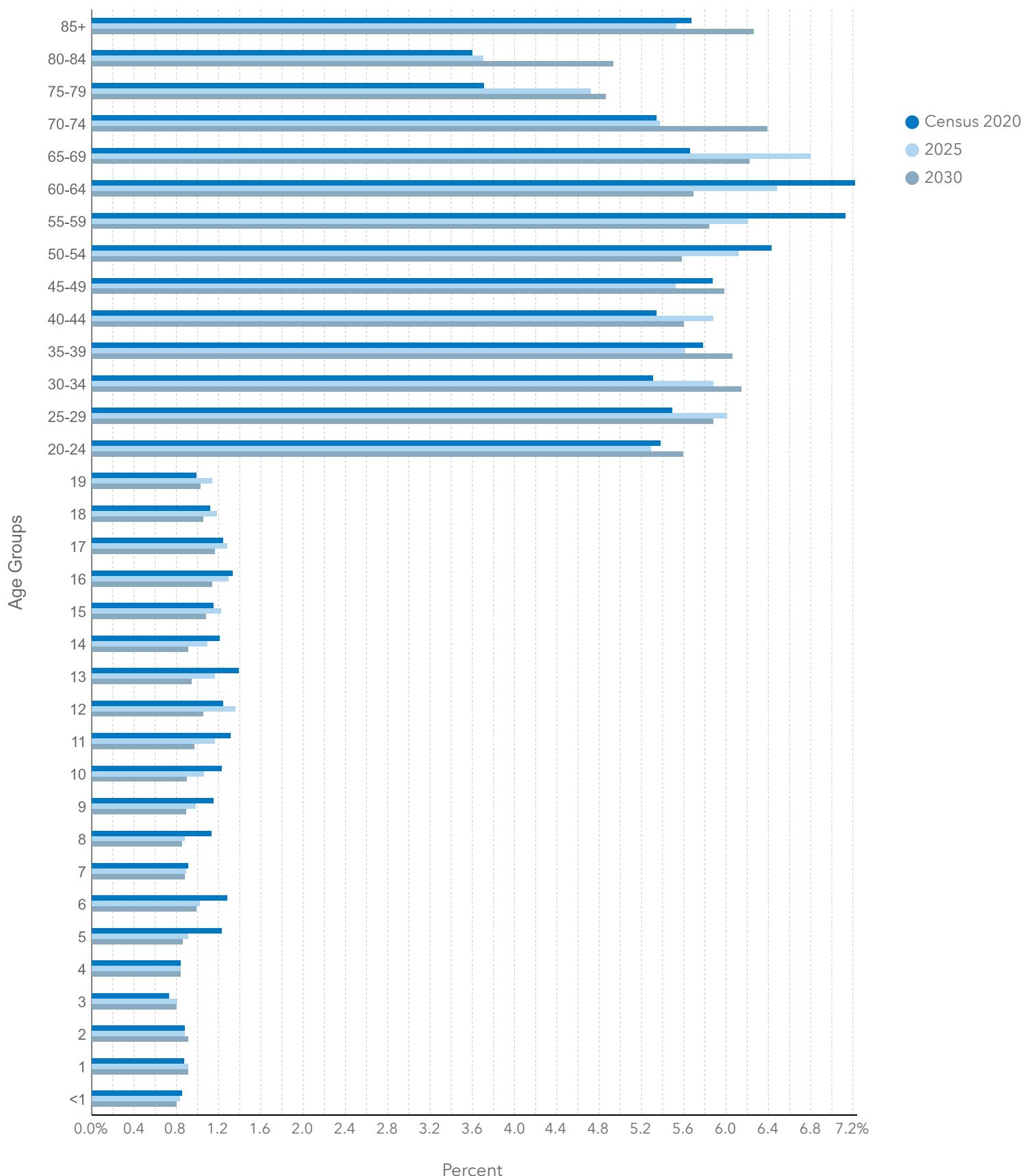


[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

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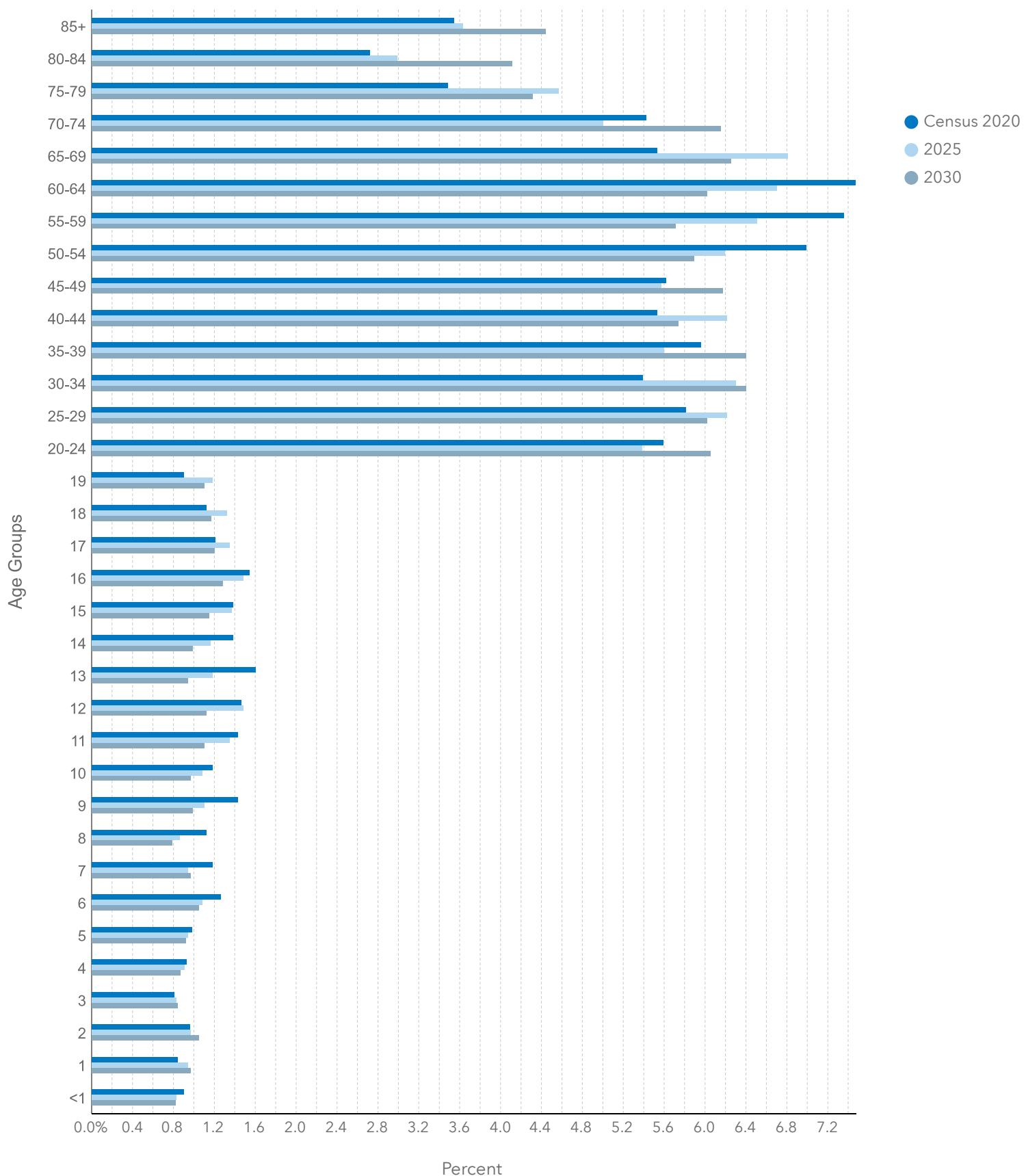
Total Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	7,493	100.0%	7,733	100.0%	8,214	100.0%
<1	64	0.8%	64	0.8%	66	0.8%
1	65	0.9%	70	0.9%	75	0.9%
2	66	0.9%	68	0.9%	75	0.9%
3	55	0.7%	63	0.8%	66	0.8%
4	63	0.8%	65	0.8%	69	0.8%
5	92	1.2%	70	0.9%	71	0.9%
6	96	1.3%	79	1.0%	81	1.0%
7	68	0.9%	69	0.9%	72	0.9%
8	85	1.1%	68	0.9%	70	0.8%
9	86	1.1%	76	1.0%	73	0.9%
10	92	1.2%	82	1.1%	74	0.9%
11	98	1.3%	90	1.2%	80	1.0%
12	93	1.2%	105	1.4%	86	1.1%
13	104	1.4%	90	1.2%	77	0.9%
14	91	1.2%	84	1.1%	75	0.9%
15	86	1.1%	94	1.2%	89	1.1%
16	100	1.3%	100	1.3%	94	1.1%
17	93	1.2%	99	1.3%	95	1.2%
18	84	1.1%	91	1.2%	86	1.1%
19	74	1.0%	88	1.1%	85	1.0%
20 - 24	403	5.4%	409	5.3%	459	5.6%
25 - 29	411	5.5%	465	6.0%	483	5.9%
30 - 34	398	5.3%	455	5.9%	504	6.1%
35 - 39	433	5.8%	434	5.6%	498	6.1%
40 - 44	400	5.3%	455	5.9%	460	5.6%
45 - 49	440	5.9%	427	5.5%	491	6.0%
50 - 54	482	6.4%	473	6.1%	458	5.6%
55 - 59	534	7.1%	480	6.2%	480	5.8%
60 - 64	541	7.2%	501	6.5%	467	5.7%
65 - 69	424	5.7%	526	6.8%	511	6.2%
70 - 74	400	5.3%	415	5.4%	525	6.4%
75 - 79	278	3.7%	365	4.7%	399	4.9%
80 - 84	270	3.6%	286	3.7%	405	4.9%
85+	425	5.7%	428	5.5%	514	6.3%

Total Population by Detailed Age



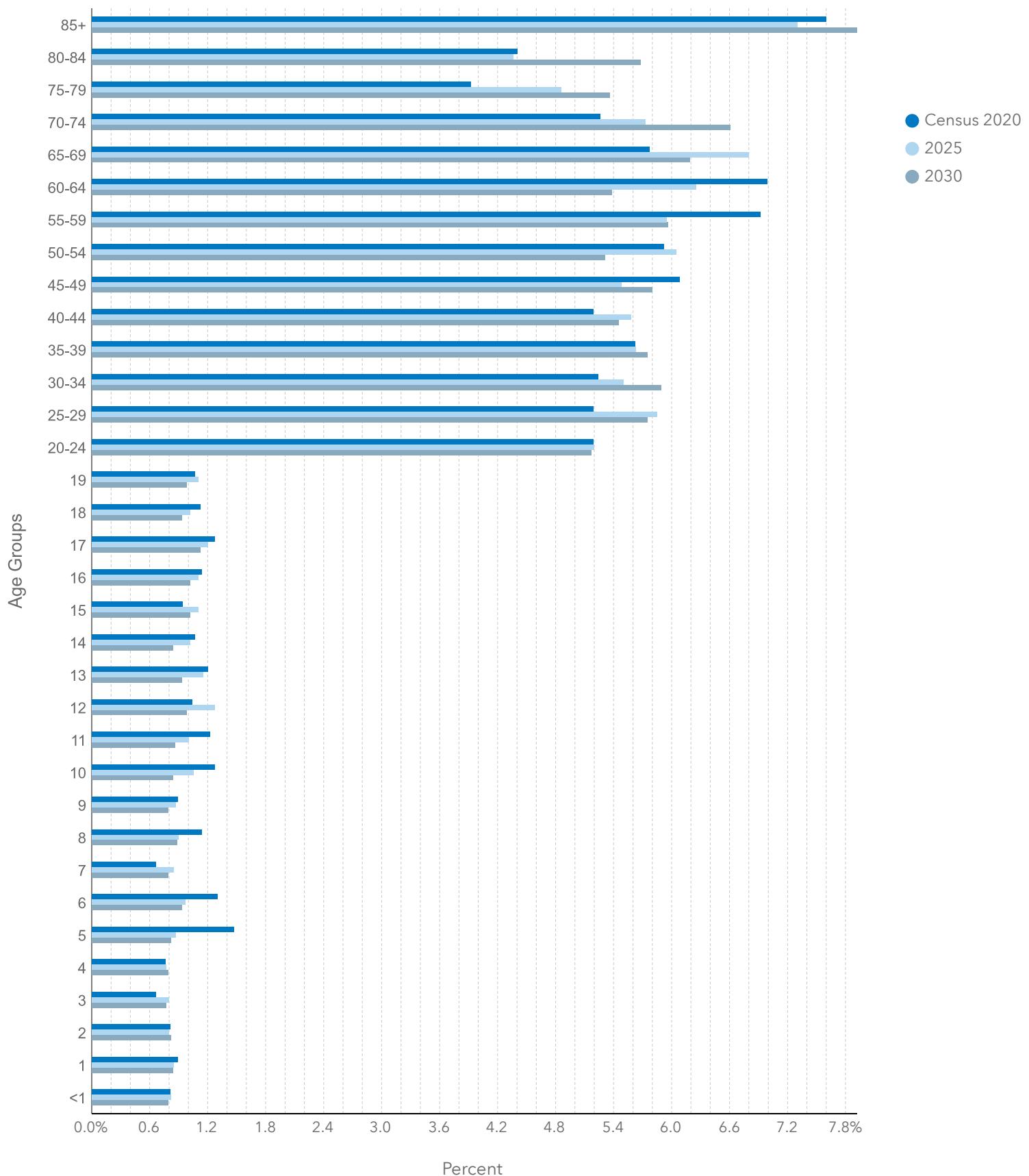
Male Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	3,560	100.0%	3,717	100.0%	3,920	100.0%
<1	32	0.9%	31	0.8%	32	0.8%
1	30	0.8%	35	0.9%	38	1.0%
2	34	1.0%	36	1.0%	41	1.1%
3	29	0.8%	31	0.8%	33	0.8%
4	33	0.9%	34	0.9%	34	0.9%
5	35	1.0%	35	0.9%	36	0.9%
6	45	1.3%	40	1.1%	41	1.1%
7	42	1.2%	35	0.9%	38	1.0%
8	40	1.1%	32	0.9%	31	0.8%
9	51	1.4%	41	1.1%	39	1.0%
10	42	1.2%	40	1.1%	38	1.0%
11	51	1.4%	50	1.4%	43	1.1%
12	52	1.5%	55	1.5%	44	1.1%
13	57	1.6%	44	1.2%	37	0.9%
14	49	1.4%	43	1.2%	39	1.0%
15	49	1.4%	51	1.4%	45	1.1%
16	55	1.5%	55	1.5%	50	1.3%
17	43	1.2%	50	1.4%	47	1.2%
18	40	1.1%	49	1.3%	46	1.2%
19	32	0.9%	44	1.2%	43	1.1%
20 - 24	199	5.6%	200	5.4%	237	6.0%
25 - 29	207	5.8%	231	6.2%	236	6.0%
30 - 34	192	5.4%	234	6.3%	251	6.4%
35 - 39	212	6.0%	208	5.6%	251	6.4%
40 - 44	197	5.5%	231	6.2%	225	5.7%
45 - 49	200	5.6%	207	5.6%	242	6.2%
50 - 54	249	7.0%	230	6.2%	231	5.9%
55 - 59	262	7.4%	242	6.5%	224	5.7%
60 - 64	266	7.5%	249	6.7%	236	6.0%
65 - 69	197	5.5%	253	6.8%	245	6.3%
70 - 74	193	5.4%	186	5.0%	241	6.2%
75 - 79	124	3.5%	170	4.6%	169	4.3%
80 - 84	97	2.7%	111	3.0%	161	4.1%
85+	126	3.5%	135	3.6%	174	4.4%

Male Population by Detailed Age



Female Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	3,933	100.0%	4,016	100.0%	4,294	100.0%
<1	32	0.8%	33	0.8%	34	0.8%
1	35	0.9%	34	0.8%	36	0.8%
2	32	0.8%	32	0.8%	35	0.8%
3	26	0.7%	32	0.8%	33	0.8%
4	30	0.8%	31	0.8%	34	0.8%
5	58	1.5%	35	0.9%	35	0.8%
6	51	1.3%	39	1.0%	40	0.9%
7	26	0.7%	34	0.8%	34	0.8%
8	45	1.1%	36	0.9%	38	0.9%
9	35	0.9%	35	0.9%	34	0.8%
10	50	1.3%	42	1.1%	36	0.8%
11	48	1.2%	40	1.0%	37	0.9%
12	41	1.0%	51	1.3%	42	1.0%
13	47	1.2%	46	1.1%	40	0.9%
14	42	1.1%	41	1.0%	36	0.8%
15	37	0.9%	44	1.1%	44	1.0%
16	45	1.1%	44	1.1%	44	1.0%
17	50	1.3%	48	1.2%	48	1.1%
18	44	1.1%	41	1.0%	40	0.9%
19	42	1.1%	44	1.1%	42	1.0%
20 - 24	204	5.2%	209	5.2%	222	5.2%
25 - 29	204	5.2%	235	5.8%	247	5.8%
30 - 34	206	5.2%	221	5.5%	253	5.9%
35 - 39	221	5.6%	226	5.6%	247	5.8%
40 - 44	204	5.2%	224	5.6%	234	5.5%
45 - 49	239	6.1%	220	5.5%	249	5.8%
50 - 54	233	5.9%	243	6.0%	228	5.3%
55 - 59	272	6.9%	239	6.0%	256	6.0%
60 - 64	275	7.0%	251	6.3%	231	5.4%
65 - 69	227	5.8%	273	6.8%	266	6.2%
70 - 74	207	5.3%	230	5.7%	284	6.6%
75 - 79	154	3.9%	195	4.9%	230	5.4%
80 - 84	173	4.4%	175	4.4%	244	5.7%
85+	299	7.6%	293	7.3%	340	7.9%

Female Population by Detailed Age



Detailed Age Profile Report

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	24,685	25,535	26,588	1,053	0.81%
Households	9,884	10,445	11,027	582	1.09%
Average Household Size	2.39	2.35	2.32	-0.03	-0.26%

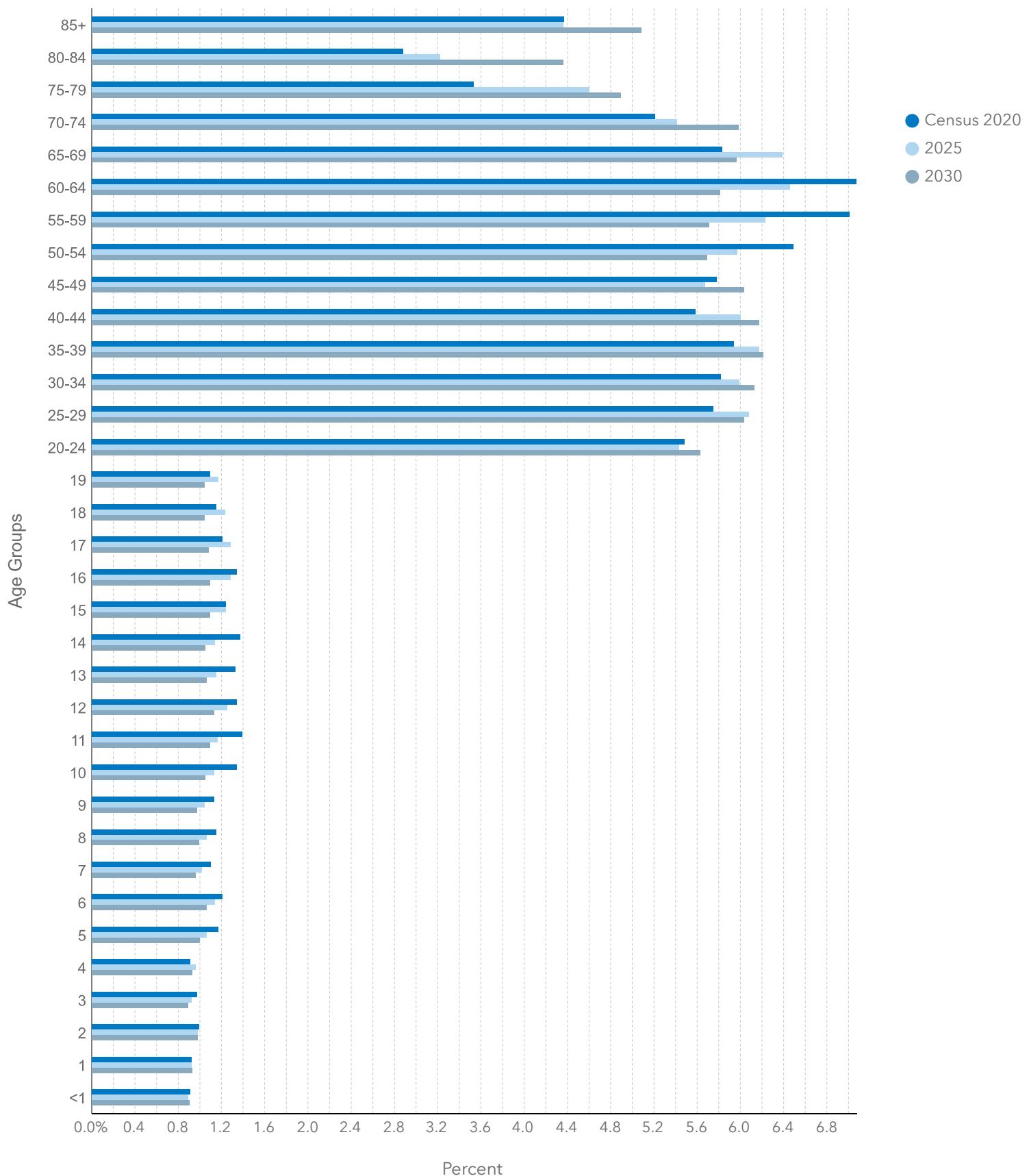
Total Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	5,189	21.0%	5,009	19.6%	4,855	18.3%
18+	19,497	79.0%	20,526	80.4%	21,733	81.7%
21+	18,656	75.6%	19,638	76.9%	20,892	78.6%
Median Age	43.4		43.6		44.6	

Male Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	2,678	22.8%	2,620	21.3%	2,548	20.0%
18+	9,064	77.2%	9,698	78.7%	10,219	80.0%
21+	8,651	73.7%	9,228	74.9%	9,790	76.7%
Median Age	41.4		41.7		42.3	

Female Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	2,510	19.4%	2,389	18.1%	2,306	16.7%
18+	10,433	80.6%	10,827	81.9%	11,514	83.3%
21+	10,004	77.3%	10,409	78.8%	11,097	80.3%
Median Age	45.2		45.5		46.7	

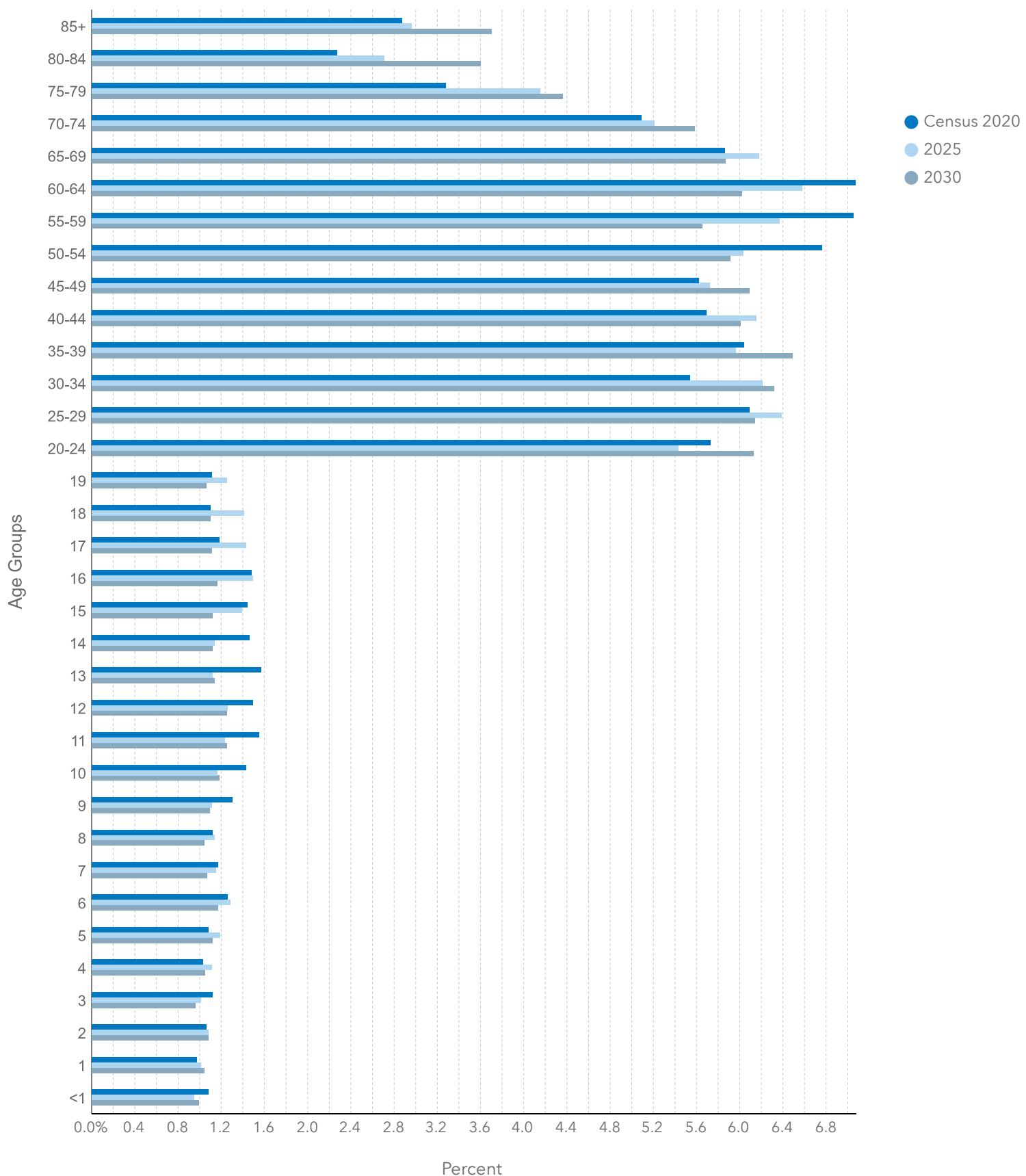
Total Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	24,685	100.0%	25,535	100.0%	26,588	100.0%
<1	225	0.9%	227	0.9%	239	0.9%
1	226	0.9%	234	0.9%	247	0.9%
2	244	1.0%	250	1.0%	261	1.0%
3	240	1.0%	236	0.9%	236	0.9%
4	225	0.9%	246	1.0%	248	0.9%
5	288	1.2%	271	1.1%	267	1.0%
6	299	1.2%	290	1.1%	281	1.1%
7	272	1.1%	260	1.0%	256	1.0%
8	284	1.1%	270	1.1%	263	1.0%
9	279	1.1%	265	1.0%	259	1.0%
10	330	1.3%	288	1.1%	280	1.1%
11	343	1.4%	296	1.2%	291	1.1%
12	331	1.3%	319	1.3%	300	1.1%
13	328	1.3%	294	1.1%	281	1.1%
14	337	1.4%	291	1.1%	280	1.1%
15	306	1.2%	317	1.2%	289	1.1%
16	332	1.3%	328	1.3%	291	1.1%
17	298	1.2%	326	1.3%	286	1.1%
18	285	1.1%	313	1.2%	276	1.0%
19	268	1.1%	298	1.2%	277	1.0%
20 - 24	1,352	5.5%	1,387	5.4%	1,498	5.6%
25 - 29	1,419	5.8%	1,553	6.1%	1,603	6.0%
30 - 34	1,437	5.8%	1,530	6.0%	1,630	6.1%
35 - 39	1,466	5.9%	1,575	6.2%	1,651	6.2%
40 - 44	1,378	5.6%	1,533	6.0%	1,641	6.2%
45 - 49	1,428	5.8%	1,449	5.7%	1,602	6.0%
50 - 54	1,601	6.5%	1,525	6.0%	1,512	5.7%
55 - 59	1,730	7.0%	1,590	6.2%	1,517	5.7%
60 - 64	1,744	7.1%	1,650	6.5%	1,546	5.8%
65 - 69	1,438	5.8%	1,632	6.4%	1,584	6.0%
70 - 74	1,287	5.2%	1,382	5.4%	1,591	6.0%
75 - 79	871	3.5%	1,175	4.6%	1,299	4.9%
80 - 84	712	2.9%	822	3.2%	1,158	4.4%
85+	1,079	4.4%	1,113	4.4%	1,350	5.1%

Total Population by Detailed Age



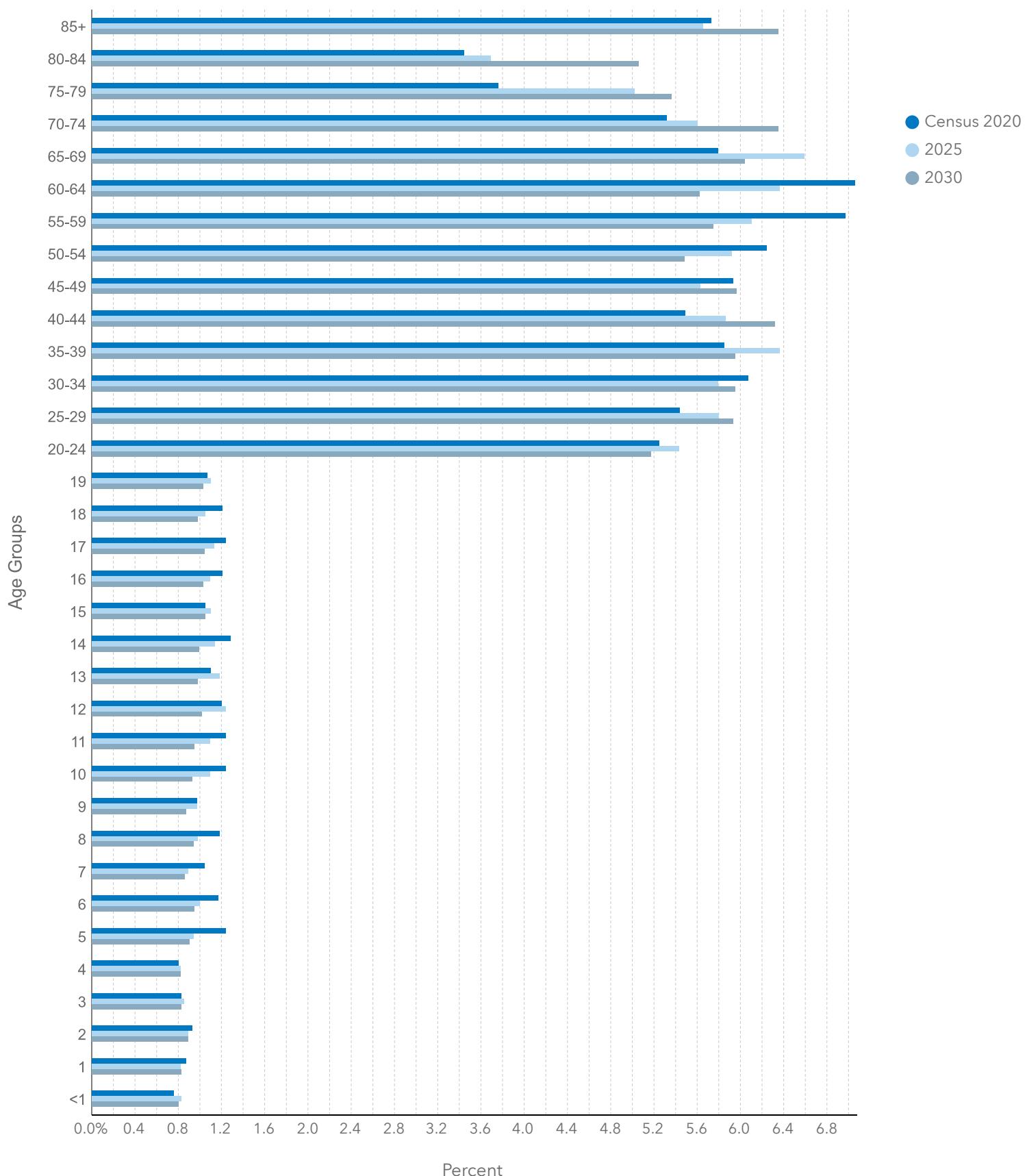
Male Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	11,742	100.0%	12,319	100.0%	12,767	100.0%
<1	127	1.1%	117	0.9%	127	1.0%
1	114	1.0%	125	1.0%	133	1.0%
2	124	1.1%	133	1.1%	138	1.1%
3	132	1.1%	124	1.0%	122	1.0%
4	121	1.0%	137	1.1%	134	1.1%
5	127	1.1%	147	1.2%	143	1.1%
6	148	1.3%	158	1.3%	150	1.2%
7	137	1.2%	142	1.1%	137	1.1%
8	131	1.1%	140	1.1%	133	1.0%
9	153	1.3%	137	1.1%	139	1.1%
10	168	1.4%	143	1.2%	151	1.2%
11	182	1.6%	152	1.2%	160	1.3%
12	175	1.5%	155	1.3%	160	1.3%
13	184	1.6%	138	1.1%	146	1.1%
14	171	1.5%	141	1.1%	143	1.1%
15	169	1.4%	171	1.4%	143	1.1%
16	174	1.5%	184	1.5%	148	1.2%
17	138	1.2%	176	1.4%	142	1.1%
18	129	1.1%	174	1.4%	140	1.1%
19	130	1.1%	154	1.3%	135	1.1%
20 - 24	673	5.7%	669	5.4%	783	6.1%
25 - 29	715	6.1%	787	6.4%	784	6.1%
30 - 34	651	5.5%	765	6.2%	807	6.3%
35 - 39	709	6.0%	734	6.0%	829	6.5%
40 - 44	668	5.7%	758	6.2%	767	6.0%
45 - 49	660	5.6%	705	5.7%	778	6.1%
50 - 54	794	6.8%	743	6.0%	755	5.9%
55 - 59	828	7.0%	785	6.4%	721	5.7%
60 - 64	830	7.1%	811	6.6%	769	6.0%
65 - 69	688	5.9%	761	6.2%	749	5.9%
70 - 74	598	5.1%	642	5.2%	713	5.6%
75 - 79	385	3.3%	511	4.2%	557	4.4%
80 - 84	267	2.3%	334	2.7%	459	3.6%
85+	337	2.9%	365	3.0%	472	3.7%

Male Population by Detailed Age



Female Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	12,943	100.0%	13,216	100.0%	13,820	100.0%
<1	99	0.8%	110	0.8%	111	0.8%
1	112	0.9%	109	0.8%	115	0.8%
2	120	0.9%	117	0.9%	123	0.9%
3	108	0.8%	112	0.8%	115	0.8%
4	104	0.8%	109	0.8%	114	0.8%
5	161	1.2%	124	0.9%	124	0.9%
6	151	1.2%	132	1.0%	131	0.9%
7	135	1.0%	118	0.9%	119	0.9%
8	153	1.2%	130	1.0%	130	0.9%
9	126	1.0%	128	1.0%	120	0.9%
10	161	1.2%	144	1.1%	128	0.9%
11	161	1.2%	144	1.1%	131	0.9%
12	155	1.2%	164	1.2%	141	1.0%
13	143	1.1%	156	1.2%	135	1.0%
14	166	1.3%	151	1.1%	137	1.0%
15	136	1.1%	146	1.1%	145	1.1%
16	157	1.2%	144	1.1%	143	1.0%
17	160	1.2%	150	1.1%	144	1.0%
18	156	1.2%	139	1.1%	136	1.0%
19	139	1.1%	145	1.1%	142	1.0%
20 - 24	679	5.3%	718	5.4%	715	5.2%
25 - 29	704	5.4%	766	5.8%	820	5.9%
30 - 34	786	6.1%	765	5.8%	822	6.0%
35 - 39	757	5.8%	840	6.4%	822	6.0%
40 - 44	710	5.5%	774	5.9%	874	6.3%
45 - 49	768	5.9%	744	5.6%	823	6.0%
50 - 54	807	6.2%	782	5.9%	757	5.5%
55 - 59	902	7.0%	806	6.1%	795	5.8%
60 - 64	914	7.1%	840	6.4%	777	5.6%
65 - 69	750	5.8%	871	6.6%	835	6.0%
70 - 74	689	5.3%	740	5.6%	877	6.3%
75 - 79	487	3.8%	664	5.0%	741	5.4%
80 - 84	445	3.4%	488	3.7%	699	5.1%
85+	742	5.7%	747	5.7%	878	6.3%

Female Population by Detailed Age



Detailed Age Profile Report

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	64,013	68,669	71,867	3,198	0.91%
Households	25,236	27,635	29,282	1,647	1.16%
Average Household Size	2.46	2.42	2.39	-0.03	-0.25%

Total Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	14,321	22.4%	14,497	21.1%	14,293	19.9%
18+	49,691	77.6%	54,171	78.9%	57,574	80.1%
21+	47,338	74.0%	51,623	75.2%	55,094	76.7%
Median Age	40.6		41.0		42.1	

Male Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	7,353	24.1%	7,542	22.8%	7,429	21.5%
18+	23,109	75.9%	25,575	77.2%	27,116	78.5%
21+	21,922	72.0%	24,272	73.3%	25,852	74.8%
Median Age	38.9		39.3		40.0	

Female Population by Adults	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
<18	6,968	20.8%	6,957	19.6%	6,864	18.4%
18+	26,582	79.2%	28,596	80.4%	30,457	81.6%
21+	25,416	75.8%	27,351	76.9%	29,241	78.3%
Median Age	42.3		42.7		43.9	

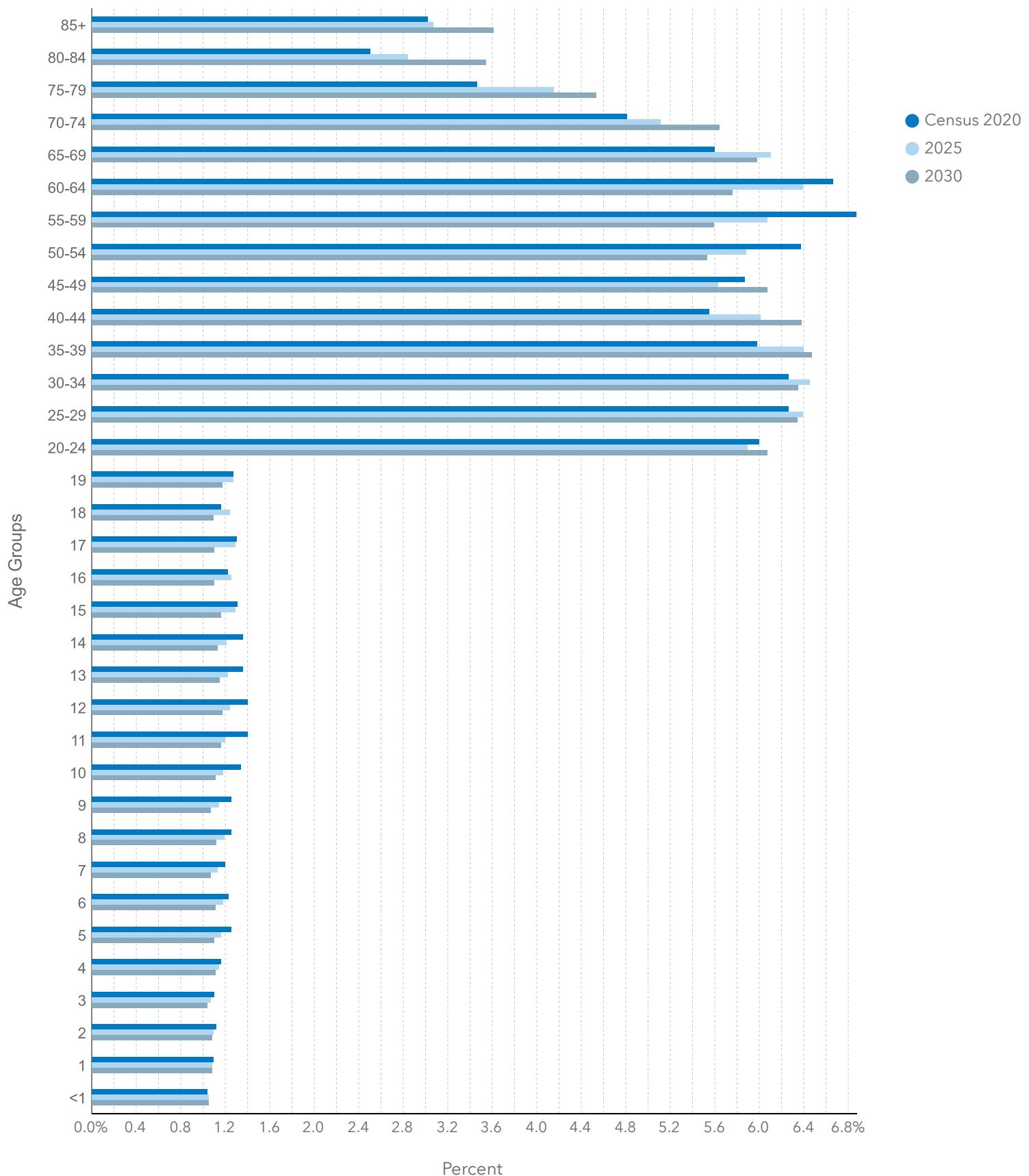


[Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

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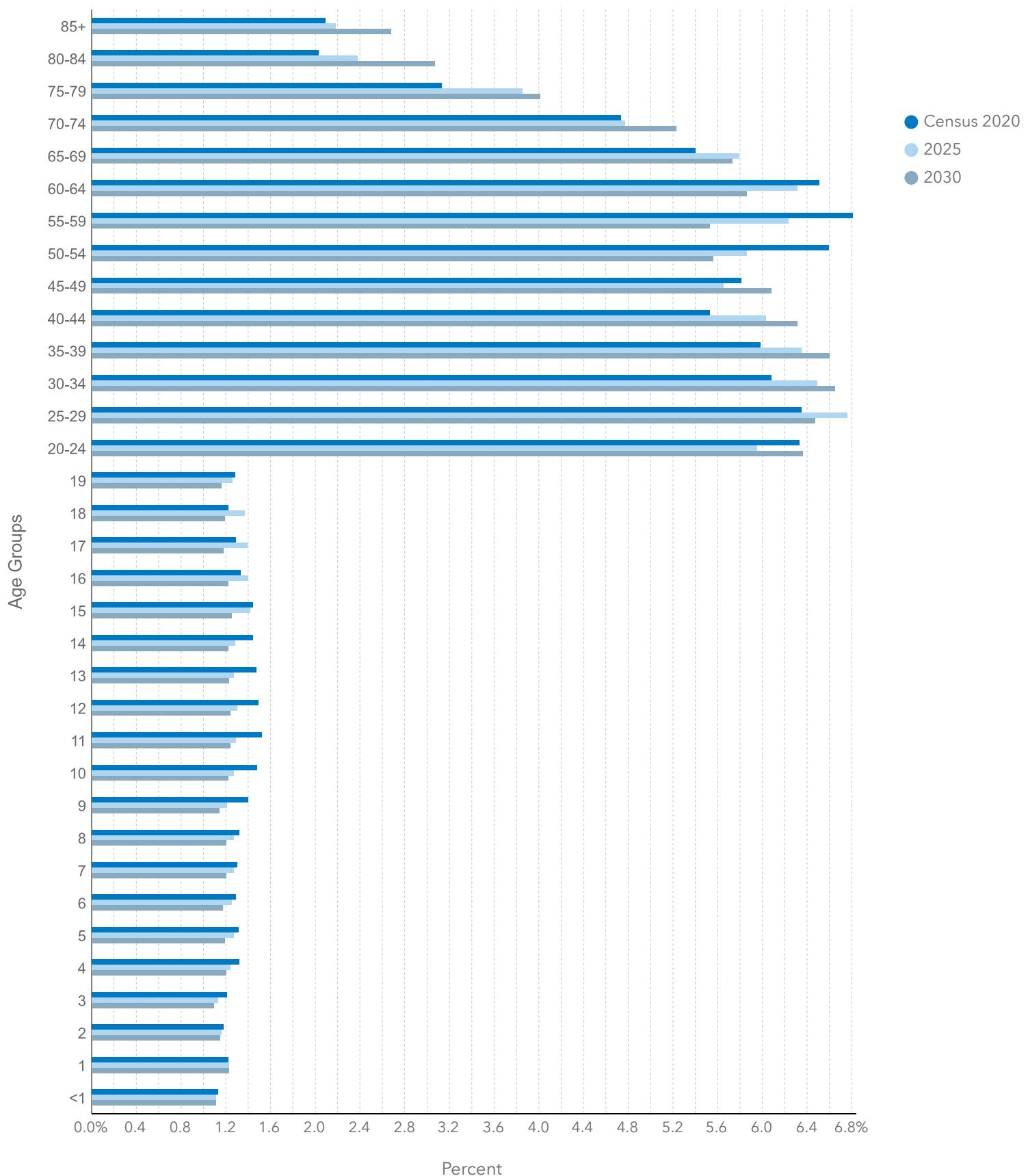
Total Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	64,013	100.0%	68,669	100.0%	71,867	100.0%
<1	664	1.0%	719	1.1%	752	1.1%
1	695	1.1%	743	1.1%	774	1.1%
2	720	1.1%	749	1.1%	773	1.1%
3	706	1.1%	737	1.1%	747	1.0%
4	741	1.2%	781	1.1%	797	1.1%
5	802	1.3%	799	1.2%	792	1.1%
6	787	1.2%	812	1.2%	795	1.1%
7	766	1.2%	773	1.1%	767	1.1%
8	797	1.3%	818	1.2%	808	1.1%
9	797	1.3%	780	1.1%	766	1.1%
10	860	1.3%	807	1.2%	801	1.1%
11	897	1.4%	824	1.2%	832	1.2%
12	897	1.4%	852	1.2%	838	1.2%
13	873	1.4%	838	1.2%	827	1.1%
14	869	1.4%	834	1.2%	814	1.1%
15	837	1.3%	888	1.3%	831	1.2%
16	782	1.2%	861	1.3%	789	1.1%
17	831	1.3%	883	1.3%	792	1.1%
18	745	1.2%	854	1.2%	786	1.1%
19	814	1.3%	871	1.3%	840	1.2%
20 - 24	3,843	6.0%	4,047	5.9%	4,361	6.1%
25 - 29	4,006	6.3%	4,390	6.4%	4,553	6.3%
30 - 34	4,005	6.3%	4,427	6.5%	4,565	6.3%
35 - 39	3,825	6.0%	4,392	6.4%	4,650	6.5%
40 - 44	3,550	5.5%	4,128	6.0%	4,585	6.4%
45 - 49	3,759	5.9%	3,864	5.6%	4,360	6.1%
50 - 54	4,078	6.4%	4,039	5.9%	3,977	5.5%
55 - 59	4,396	6.9%	4,168	6.1%	4,020	5.6%
60 - 64	4,262	6.7%	4,389	6.4%	4,136	5.8%
65 - 69	3,586	5.6%	4,190	6.1%	4,299	6.0%
70 - 74	3,076	4.8%	3,507	5.1%	4,051	5.6%
75 - 79	2,212	3.5%	2,850	4.2%	3,258	4.5%
80 - 84	1,599	2.5%	1,950	2.8%	2,542	3.5%
85+	1,936	3.0%	2,106	3.1%	2,592	3.6%

Total Population by Detailed Age



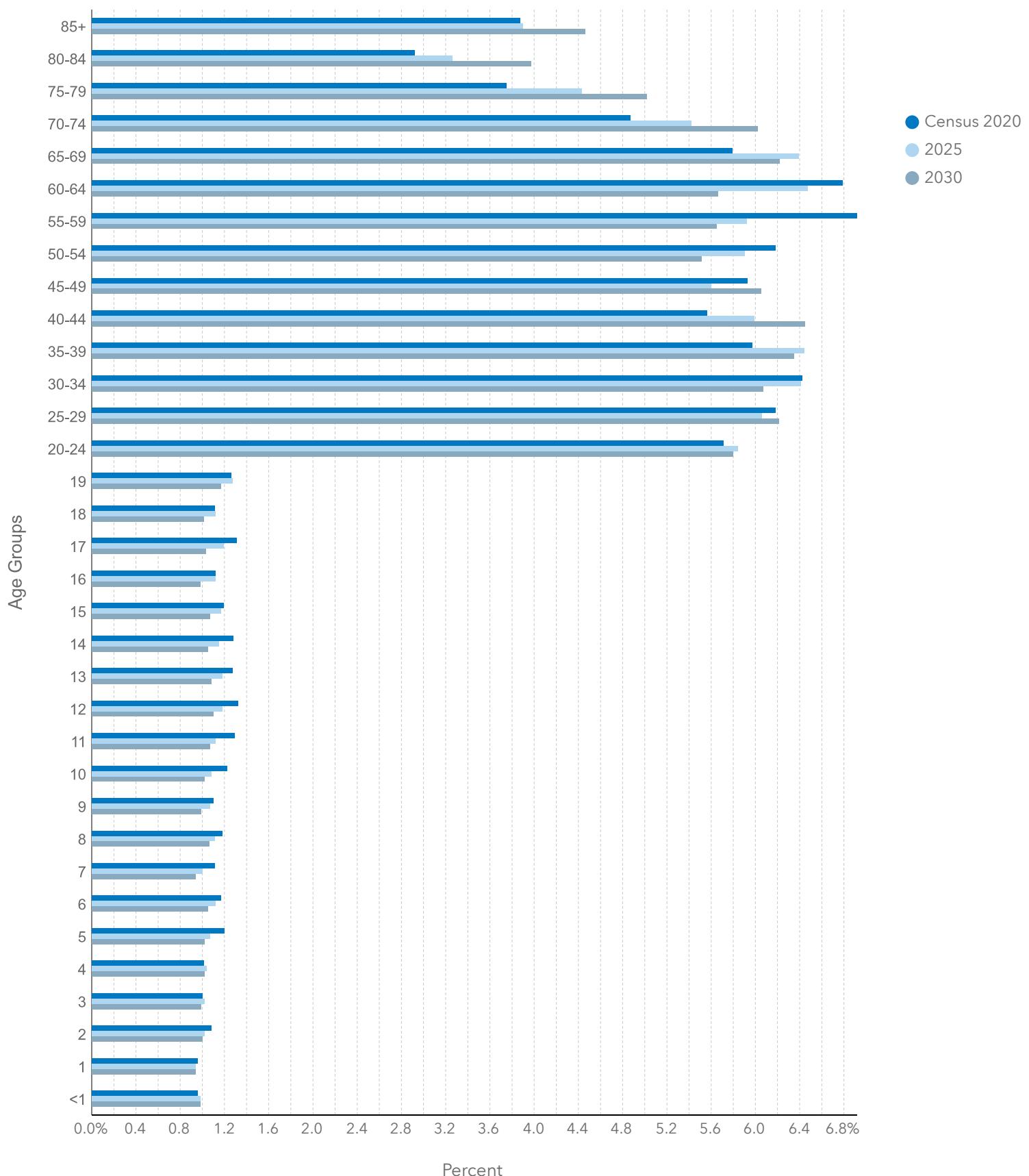
Male Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	30,463	100.0%	33,116	100.0%	34,547	100.0%
<1	344	1.1%	369	1.1%	385	1.1%
1	373	1.2%	408	1.2%	425	1.2%
2	358	1.2%	385	1.2%	398	1.1%
3	369	1.2%	375	1.1%	377	1.1%
4	402	1.3%	411	1.2%	416	1.2%
5	398	1.3%	419	1.3%	412	1.2%
6	394	1.3%	415	1.3%	404	1.2%
7	395	1.3%	419	1.3%	415	1.2%
8	402	1.3%	422	1.3%	414	1.2%
9	427	1.4%	400	1.2%	395	1.1%
10	452	1.5%	421	1.3%	422	1.2%
11	463	1.5%	426	1.3%	430	1.2%
12	453	1.5%	432	1.3%	428	1.2%
13	448	1.5%	419	1.3%	425	1.2%
14	439	1.4%	425	1.3%	422	1.2%
15	438	1.4%	471	1.4%	433	1.3%
16	406	1.3%	465	1.4%	422	1.2%
17	393	1.3%	459	1.4%	407	1.2%
18	371	1.2%	455	1.4%	410	1.2%
19	390	1.3%	418	1.3%	402	1.2%
20 - 24	1,929	6.3%	1,969	6.0%	2,197	6.4%
25 - 29	1,933	6.3%	2,237	6.8%	2,235	6.5%
30 - 34	1,851	6.1%	2,148	6.5%	2,299	6.7%
35 - 39	1,822	6.0%	2,103	6.3%	2,281	6.6%
40 - 44	1,684	5.5%	1,997	6.0%	2,179	6.3%
45 - 49	1,771	5.8%	1,872	5.7%	2,102	6.1%
50 - 54	2,006	6.6%	1,942	5.9%	1,922	5.6%
55 - 59	2,074	6.8%	2,063	6.2%	1,912	5.5%
60 - 64	1,982	6.5%	2,089	6.3%	2,024	5.9%
65 - 69	1,645	5.4%	1,918	5.8%	1,978	5.7%
70 - 74	1,442	4.7%	1,580	4.8%	1,806	5.2%
75 - 79	954	3.1%	1,274	3.9%	1,385	4.0%
80 - 84	619	2.0%	789	2.4%	1,059	3.1%
85+	636	2.1%	721	2.2%	925	2.7%

Male Population by Detailed Age



Female Population by Detailed Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total	33,550	100.0%	35,553	100.0%	37,320	100.0%
<1	321	1.0%	350	1.0%	367	1.0%
1	323	1.0%	335	0.9%	349	0.9%
2	362	1.1%	364	1.0%	375	1.0%
3	336	1.0%	363	1.0%	371	1.0%
4	339	1.0%	370	1.0%	381	1.0%
5	404	1.2%	380	1.1%	380	1.0%
6	393	1.2%	397	1.1%	392	1.1%
7	371	1.1%	354	1.0%	352	0.9%
8	395	1.2%	395	1.1%	394	1.1%
9	370	1.1%	380	1.1%	371	1.0%
10	408	1.2%	385	1.1%	379	1.0%
11	434	1.3%	398	1.1%	401	1.1%
12	444	1.3%	421	1.2%	409	1.1%
13	425	1.3%	419	1.2%	402	1.1%
14	430	1.3%	409	1.1%	392	1.1%
15	399	1.2%	417	1.2%	398	1.1%
16	376	1.1%	397	1.1%	367	1.0%
17	438	1.3%	424	1.2%	385	1.0%
18	374	1.1%	399	1.1%	376	1.0%
19	424	1.3%	453	1.3%	438	1.2%
20 - 24	1,915	5.7%	2,078	5.8%	2,164	5.8%
25 - 29	2,073	6.2%	2,153	6.1%	2,319	6.2%
30 - 34	2,154	6.4%	2,279	6.4%	2,266	6.1%
35 - 39	2,002	6.0%	2,289	6.4%	2,369	6.3%
40 - 44	1,866	5.6%	2,131	6.0%	2,406	6.5%
45 - 49	1,988	5.9%	1,992	5.6%	2,258	6.0%
50 - 54	2,073	6.2%	2,097	5.9%	2,055	5.5%
55 - 59	2,322	6.9%	2,105	5.9%	2,108	5.7%
60 - 64	2,279	6.8%	2,300	6.5%	2,111	5.7%
65 - 69	1,941	5.8%	2,273	6.4%	2,321	6.2%
70 - 74	1,635	4.9%	1,927	5.4%	2,245	6.0%
75 - 79	1,258	3.8%	1,576	4.4%	1,873	5.0%
80 - 84	979	2.9%	1,160	3.3%	1,483	4.0%
85+	1,300	3.9%	1,385	3.9%	1,666	4.5%

Female Population by Detailed Age



Disposable Income Profile

3041 S Pine Ave, Ocala, Florida, 34471

Drive time: 5 minute radius

	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	7,493	7,733	8,214	481	1.21%
Median Age	45.5	45.4	46.5	1.1	0.48%
Households	2,876	3,065	3,305	240	1.52%
Average Household Size	2.41	2.36	2.33	-0.03	-0.26%

2025 Households by Disposable Income		Number	Percent
Total		3,065	100.0%
<\$15,000		352	11.5%
\$15,000-\$24,999		225	7.3%
\$25,000-\$34,999		308	10.1%
\$35,000-\$49,999		542	17.7%
\$50,000-\$74,999		579	18.9%
\$75,000-\$99,999		273	8.9%
\$100,000-\$149,999		403	13.2%
\$150,000-\$199,999		192	6.3%
\$200,000+		191	6.2%
Median Disposable Income		\$53,192	
Average Disposable Income		\$78,579	

2025 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	108	437	474	484	524	554	484
<\$15,000	18	40	34	47	72	71	70
\$15,000-\$24,999	11	28	18	23	38	52	55
\$25,000-\$34,999	17	47	45	35	54	59	52
\$35,000-\$49,999	23	84	72	66	73	99	125
\$50,000-\$74,999	21	98	103	79	75	98	104
\$75,000-\$99,999	9	51	40	56	48	37	33
\$100,000-\$149,999	5	56	85	77	79	74	27
\$150,000-\$199,999	1	16	38	53	43	31	10
\$200,000+	1	16	40	48	43	32	10
Median Disposable Income	\$38,355	\$53,278	\$64,226	\$71,567	\$56,635	\$49,066	\$41,292
Average Disposable Income	\$47,701	\$69,597	\$93,047	\$99,854	\$86,857	\$74,984	\$53,288

Data Note: Disposable Income is after-tax household income and forecasts are based on the Current Population Survey, U.S. Census Bureau.

 [Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

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Disposable Income Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 8 minute radius

	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	24,685	25,535	26,588	1,053	0.81%
Median Age	43.4	43.6	44.6	1.0	0.45%
Households	9,884	10,445	11,027	582	1.09%
Average Household Size	2.39	2.35	2.32	-0.03	-0.26%

2025 Households by Disposable Income		Number	Percent
Total		10,445	100.0%
<\$15,000		931	8.9%
\$15,000-\$24,999		818	7.8%
\$25,000-\$34,999		974	9.3%
\$35,000-\$49,999		1,707	16.3%
\$50,000-\$74,999		2,045	19.6%
\$75,000-\$99,999		962	9.2%
\$100,000-\$149,999		1,461	14.0%
\$150,000-\$199,999		766	7.3%
\$200,000+		781	7.5%
Median Disposable Income		\$57,391	
Average Disposable Income		\$84,061	

2025 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	349	1,463	1,709	1,614	1,834	1,839	1,637
<\$15,000	48	107	105	107	188	182	193
\$15,000-\$24,999	37	107	77	82	120	191	204
\$25,000-\$34,999	55	145	152	102	175	184	162
\$35,000-\$49,999	74	275	233	190	239	310	387
\$50,000-\$74,999	72	309	349	271	280	384	381
\$75,000-\$99,999	31	168	147	196	182	120	117
\$100,000-\$149,999	22	209	324	282	293	234	98
\$150,000-\$199,999	4	71	154	201	175	114	47
\$200,000+	6	72	169	184	183	120	48
Median Disposable Income	\$40,552	\$55,746	\$69,069	\$80,779	\$65,516	\$52,291	\$43,651
Average Disposable Income	\$50,821	\$75,066	\$97,712	\$107,380	\$94,832	\$77,055	\$57,746

Data Note: Disposable Income is after-tax household income and forecasts are based on the Current Population Survey, U.S. Census Bureau.

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

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Disposable Income Profile

3041 S Pine Ave, Ocala, Florida, 34471



Drive time: 12 minute radius

	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	64,013	68,669	71,867	3,198	0.91%
Median Age	40.6	41.0	42.1	1.1	0.53%
Households	25,236	27,635	29,282	1,647	1.16%
Average Household Size	2.46	2.42	2.39	-0.03	-0.25%

2025 Households by Disposable Income		Number	Percent
Total		27,635	100.0%
<\$15,000		3,131	11.3%
\$15,000-\$24,999		2,482	9.0%
\$25,000-\$34,999		2,878	10.4%
\$35,000-\$49,999		4,377	15.8%
\$50,000-\$74,999		5,261	19.0%
\$75,000-\$99,999		2,846	10.3%
\$100,000-\$149,999		3,869	14.0%
\$150,000-\$199,999		1,441	5.2%
\$200,000+		1,350	4.9%
Median Disposable Income		\$53,154	
Average Disposable Income		\$73,434	

2025 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,016	4,134	4,504	4,177	4,972	4,771	4,061
<\$15,000	202	415	351	330	608	633	591
\$15,000-\$24,999	115	350	236	250	352	568	610
\$25,000-\$34,999	165	421	440	298	522	535	497
\$35,000-\$49,999	199	738	608	525	650	771	887
\$50,000-\$74,999	181	864	934	752	812	964	755
\$75,000-\$99,999	82	524	470	570	566	337	296
\$100,000-\$149,999	59	571	873	738	791	572	265
\$150,000-\$199,999	7	123	289	397	343	198	83
\$200,000+	6	129	303	316	328	192	75
Median Disposable Income	\$36,362	\$52,822	\$64,155	\$71,929	\$58,693	\$46,906	\$39,248
Average Disposable Income	\$43,835	\$66,607	\$86,196	\$93,210	\$82,219	\$65,703	\$51,618

Data Note: Disposable Income is after-tax household income and forecasts are based on the Current Population Survey, U.S. Census Bureau.

 [Source](#): Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

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