



Community Profile

Palm Bay City Limits

City of Palm Bay (01/30/2014)

Area: 100.56 Square miles

Population Summary

2000 Total Population	79,792
2010 Total Population	104,118
2013 Total Population	105,475
2013 Group Quarters	435
2018 Total Population	107,953
2013-2018 Annual Rate	0.47%

Household Summary

2000 Households	30,474
2000 Average Household Size	2.61
2010 Households	39,813
2010 Average Household Size	2.60
2013 Households	40,418
2013 Average Household Size	2.60
2018 Households	41,491
2018 Average Household Size	2.59
2013-2018 Annual Rate	0.53%
2010 Families	27,980
2010 Average Family Size	3.05
2013 Families	28,248
2013 Average Family Size	3.05
2018 Families	28,814
2018 Average Family Size	3.05
2013-2018 Annual Rate	0.40%

Housing Unit Summary

2000 Housing Units	33,052
Owner Occupied Housing Units	69.8%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	7.8%
2010 Housing Units	45,610
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	12.7%
2013 Housing Units	46,165
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	12.4%
2018 Housing Units	47,236
Owner Occupied Housing Units	63.9%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	12.2%

Median Household Income

2013	\$42,566
2018	\$50,098

Median Home Value

2013	\$109,368
2018	\$128,142

Per Capita Income

2013	\$20,421
2018	\$23,265

Median Age

2010	39.9
2013	40.3
2018	40.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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2013 Households by Income

Household Income Base	40,418
<\$15,000	13.6%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.3%
\$200,000+	0.8%
Average Household Income	\$53,192

2018 Households by Income

Household Income Base	41,491
<\$15,000	12.8%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	1.9%
\$200,000+	0.9%
Average Household Income	\$60,447

2013 Owner Occupied Housing Units by Value

Total	29,061
<\$50,000	7.2%
\$50,000 - \$99,999	35.3%
\$100,000 - \$149,999	39.7%
\$150,000 - \$199,999	12.1%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	1.3%
\$300,000 - \$399,999	0.8%
\$400,000 - \$499,999	0.2%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$114,767

2018 Owner Occupied Housing Units by Value

Total	30,191
<\$50,000	6.0%
\$50,000 - \$99,999	25.0%
\$100,000 - \$149,999	33.8%
\$150,000 - \$199,999	22.8%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.0%
Average Home Value	\$136,471

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age

Total	104,115
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	13.1%
25 - 34	11.8%
35 - 44	12.4%
45 - 54	15.8%
55 - 64	12.2%
65 - 74	8.4%
75 - 84	5.2%
85 +	1.7%
18 +	76.1%

2013 Population by Age

Total	105,475
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	12.8%
25 - 34	12.5%
35 - 44	11.7%
45 - 54	14.6%
55 - 64	13.3%
65 - 74	9.1%
75 - 84	5.3%
85 +	1.9%
18 +	77.3%

2018 Population by Age

Total	107,954
0 - 4	6.1%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	11.8%
25 - 34	13.7%
35 - 44	11.2%
45 - 54	12.7%
55 - 64	14.1%
65 - 74	10.2%
75 - 84	5.9%
85 +	2.1%
18 +	78.0%

2010 Population by Sex

Males	50,281
Females	53,837

2013 Population by Sex

Males	50,884
Females	54,591

2018 Population by Sex

Males	52,080
Females	55,874

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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Area: 100.56 Square miles

2010 Population by Race/Ethnicity

Total	104,118
White Alone	73.1%
Black Alone	17.8%
American Indian Alone	0.5%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.2%
Two or More Races	3.6%
Hispanic Origin	14.1%
Diversity Index	57.1

2013 Population by Race/Ethnicity

Total	105,476
White Alone	72.1%
Black Alone	18.2%
American Indian Alone	0.5%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	3.7%
Hispanic Origin	15.7%
Diversity Index	59.3

2018 Population by Race/Ethnicity

Total	107,954
White Alone	70.4%
Black Alone	18.9%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.3%
Two or More Races	4.0%
Hispanic Origin	18.7%
Diversity Index	63.0

2010 Population by Relationship and Household Type

Total	104,118
In Households	99.6%
In Family Households	84.9%
Householder	26.9%
Spouse	19.0%
Child	31.6%
Other relative	4.3%
Nonrelative	3.0%
In Nonfamily Households	14.7%
In Group Quarters	0.4%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2013 Population 25+ by Educational Attainment

Total	72,139
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	9.8%
High School Graduate	34.8%
Some College, No Degree	24.3%
Associate Degree	10.1%
Bachelor's Degree	11.6%
Graduate/Professional Degree	5.7%

2013 Population 15+ by Marital Status

Total	85,684
Never Married	28.2%
Married	51.8%
Widowed	7.5%
Divorced	12.5%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	89.8%
Civilian Unemployed	10.2%

2013 Employed Population 16+ by Industry

Total	44,391
Agriculture/Mining	0.3%
Construction	6.2%
Manufacturing	12.0%
Wholesale Trade	1.9%
Retail Trade	14.7%
Transportation/Utilities	3.9%
Information	1.2%
Finance/Insurance/Real Estate	4.0%
Services	52.0%
Public Administration	3.9%

2013 Employed Population 16+ by Occupation

Total	44,391
White Collar	50.6%
Management/Business/Financial	8.8%
Professional	17.0%
Sales	11.6%
Administrative Support	13.3%
Services	27.0%
Blue Collar	22.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	4.6%
Production	7.4%
Transportation/Material Moving	5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	39,813
Households with 1 Person	22.9%
Households with 2+ People	77.1%
Family Households	70.3%
Husband-wife Families	49.7%
With Related Children	20.1%
Other Family (No Spouse Present)	20.6%
Other Family with Male Householder	5.4%
With Related Children	3.1%
Other Family with Female Householder	15.2%
With Related Children	10.0%
Nonfamily Households	6.8%

All Households with Children 33.8%

Multigenerational Households	5.3%
Unmarried Partner Households	8.1%
Male-female	7.2%
Same-sex	0.9%

2010 Households by Size

Total	39,813
1 Person Household	22.9%
2 Person Household	35.4%
3 Person Household	17.5%
4 Person Household	13.5%
5 Person Household	6.6%
6 Person Household	2.5%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	39,813
Owner Occupied	74.8%
Owned with a Mortgage/Loan	57.8%
Owned Free and Clear	17.0%
Renter Occupied	25.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Milk and Cookies
2. Rustbelt Traditions
3. Rustbelt Retirees

2013 Consumer Spending

Apparel & Services: Total \$	\$45,173,518
Average Spent	\$1,117.66
Spending Potential Index	49
Computers & Accessories: Total \$	\$7,359,739
Average Spent	\$182.09
Spending Potential Index	73
Education: Total \$	\$41,248,138
Average Spent	\$1,020.54
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$101,818,804
Average Spent	\$2,519.15
Spending Potential Index	77
Food at Home: Total \$	\$153,685,414
Average Spent	\$3,802.40
Spending Potential Index	76
Food Away from Home: Total \$	\$96,339,053
Average Spent	\$2,383.57
Spending Potential Index	75
Health Care: Total \$	\$140,703,327
Average Spent	\$3,481.20
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$48,672,908
Average Spent	\$1,204.24
Spending Potential Index	67
Investments: Total \$	\$48,912,847
Average Spent	\$1,210.17
Spending Potential Index	58
Retail Goods: Total \$	\$713,777,892
Average Spent	\$17,659.90
Spending Potential Index	73
Shelter: Total \$	\$479,161,292
Average Spent	\$11,855.15
Spending Potential Index	73
TV/Video/Audio: Total \$	\$40,020,392
Average Spent	\$990.16
Spending Potential Index	77
Travel: Total \$	\$54,801,414
Average Spent	\$1,355.87
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$33,642,449
Average Spent	\$832.36
Spending Potential Index	76

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.