



REVITALIZE
N E T W O R K

Know Your Community Report

You are reading one of the most important reports for your church.

If you don't know your community, then it is difficult to reach your community.

What makes the *Know Your Community* report so important?

Your church's address is not an accident. God sovereignly placed your church there to reach the people around you. Do you know them? This report will help you understand your neighbors. Jesus' Great Commandment (Matthew 22:34-40) gives clear instructions: Love your neighbor. Knowing your neighbor is the first step to loving your neighbor.

What is in this report?

The next several pages will reveal what makes your community unique. This report includes two key attributes often used to describe a particular group of people: 1) Demographics and 2) Psychographics.

Demographics are *who* people are. Common demographics include age, gender, and ethnicity. These attributes are often external features not related to what a person believes or how a person behaves.

Psychographics are *what* people prefer. Common psychographics include motivations, beliefs, and priorities. These attributes are often internal features that are impossible to know without asking.

How should you read this report?

Undoubtedly, there is a lot of information here! You may need to read the report several times to process everything. Start with the first section, which includes several infographs. They make digesting the data easier. Then move to the more detailed section. Look for surprises and confirmations. Surprises are those pieces of data you did not expect. Confirmations will corroborate what you already believe about your community.

What should you do with surprises and confirmations?

Surprises reveal areas of needed ministry. For example, if your community is younger than anticipated, then you should examine your ministries to see if they are aligned with reaching this demographic.

Confirmations reveal areas of focus. If you know your community is ethnically diverse, and this report corroborates your perception, then your church should stay focused on ethnic diversity.

How is the community defined?

In most cases, we use drive time to determine the boundaries of the community. Common drive times are ten minutes (for more dense communities) and twenty minutes (for less dense communities). We use drive time for a few reasons:

- Other reports use a radius around the location to determine the community. But a radius definition often draws in features that distort data. A large lake or a major highway can alter the results when included in a radius. Drive time works around these distortions for a clearer picture of the true community.
- Drive time is an easy way to grasp your community. Other reports use zip codes to determine the community, but most people do not quickly recall where one zip code ends and another begins.

In select cases, we will use either a radius or zip codes to determine the boundaries of the community. Some locations require a different approach than drive time.

How accurate is the data?

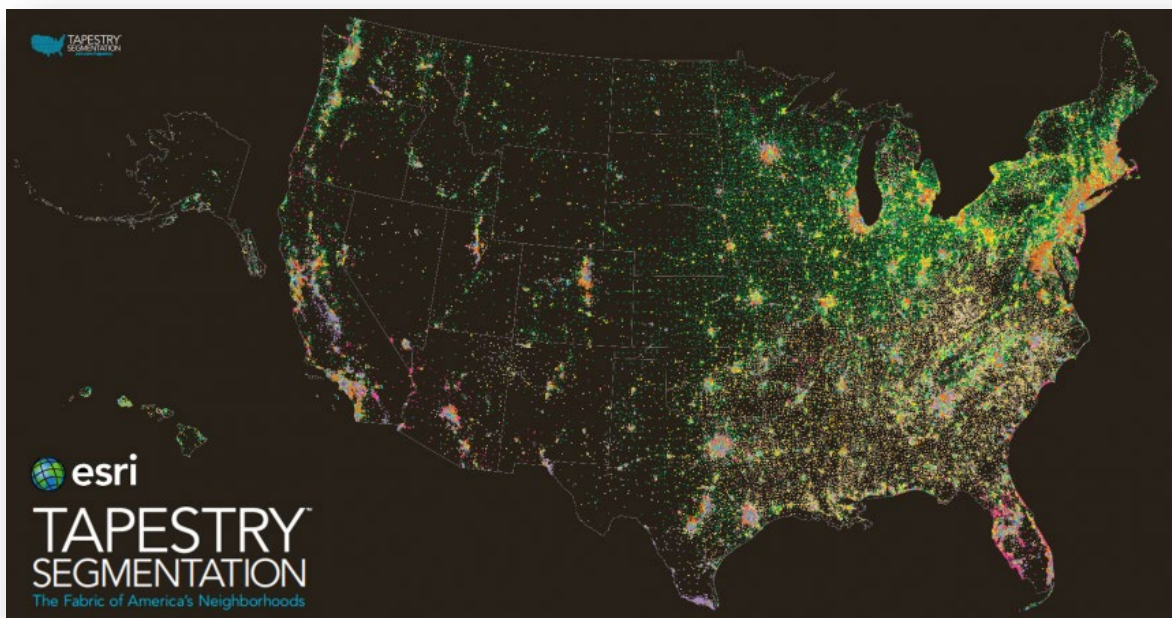
We partner with ESRI to produce these reports. ESRI's software is the most powerful mapping and spatial data analytics technology available.

How was the *Know Your Community* report created?

Our team spent months developing a proprietary process that assembles the most relevant data for your church. Billions of data points exist within ESRI's systems. We've streamlined an approach that brings you the most pertinent features of your community in a way that is understandable.

What is tapestry segmentation?

There is a special report called "Tapestry Segmentation" in the detailed section following the infographs. It's one of the unique features of the *Know Your Community* report. Tapestry segmentation classifies neighborhoods into sixty-seven unique segments based on both demographics and psychographics. Several easy-to-understand terms are used to describe communities. You will read terms like "Rooted Rural" and "Rustbelt Traditions" and "Up and Coming Families." The below picture demonstrates the uniqueness of communities in the United States. Tapestry segmentation is a way to understand the nuances of your neighborhood.



Look at your top ten tapestry segmentations. Likely, the top ten segments make up the vast majority of your community. Then [click here](#) to find many more details about each segment. Read about your top ten segments and take notes about what surprises you and what confirms your perceptions about your community. This exercise may take a couple of hours, but you will learn a lot about the people in your community.

Who is Revitalize Network?

We are able to provide the *Know Your Community* report at a significantly reduced cost because of the ministry of Revitalize Network.

At Revitalize Network, we are eternal optimists. Even the unhealthiest churches can experience a radical turnaround. We are a 501c3 non-profit organization created to assist and support struggling churches. Our team offers consultations, coaching, and resources to help hurting churches. We work individually with each congregation to create a pathway to restored health. Our goal is to rekindle a congregation's passion for the local community.

Joy is one of the defining characteristics of our organization and our partnering churches. We focus on the areas where we can work together. Some churches in our network choose to make us their primary affiliation, while others align with us but keep their primary denominational affiliation. We do not ask churches to leave their current affiliations to join our network.

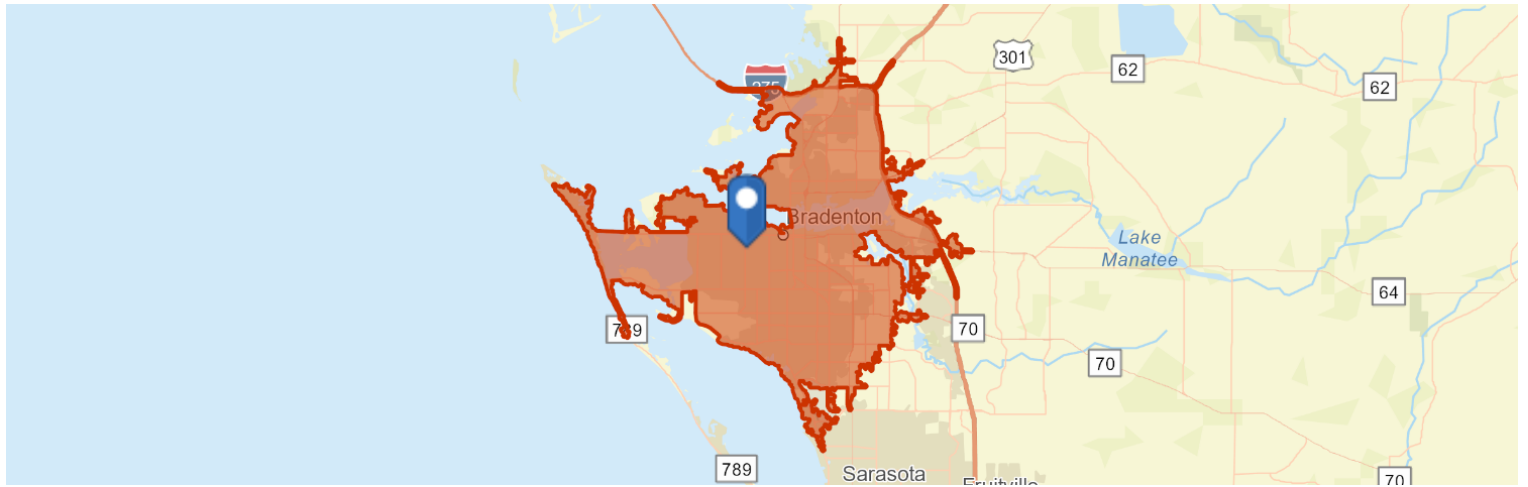
If you want to join Revitalize Network, [click here](#). We would love to have you partnering with us.

West Bradenton Baptist Church

1305 43rd St W, Bradenton, Florida, 34209



REVITALIZE
NETWORK



EDUCATION

13%

No High School Diploma



34%

High School Graduate



28%

Some College



25%

Bachelor's/Grad/Prof Degree

KEY FACTS

242,520

Population

46.5

Median Age



Average Household Size

\$46,850

Median Household Income

BUSINESS



9,395

Total Businesses

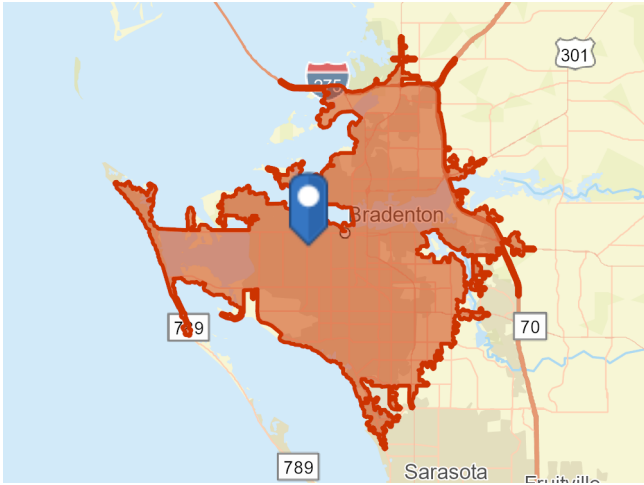


99,352

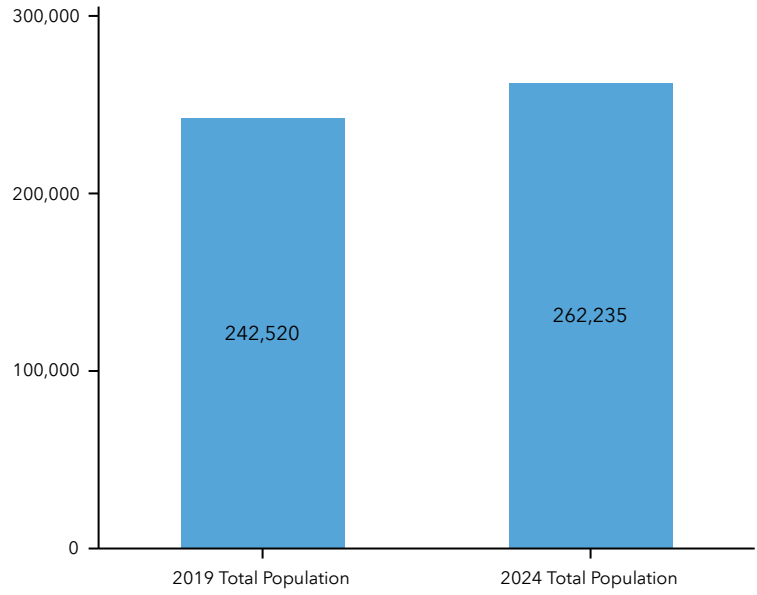
Total Employees

West Bradenton Baptist Church

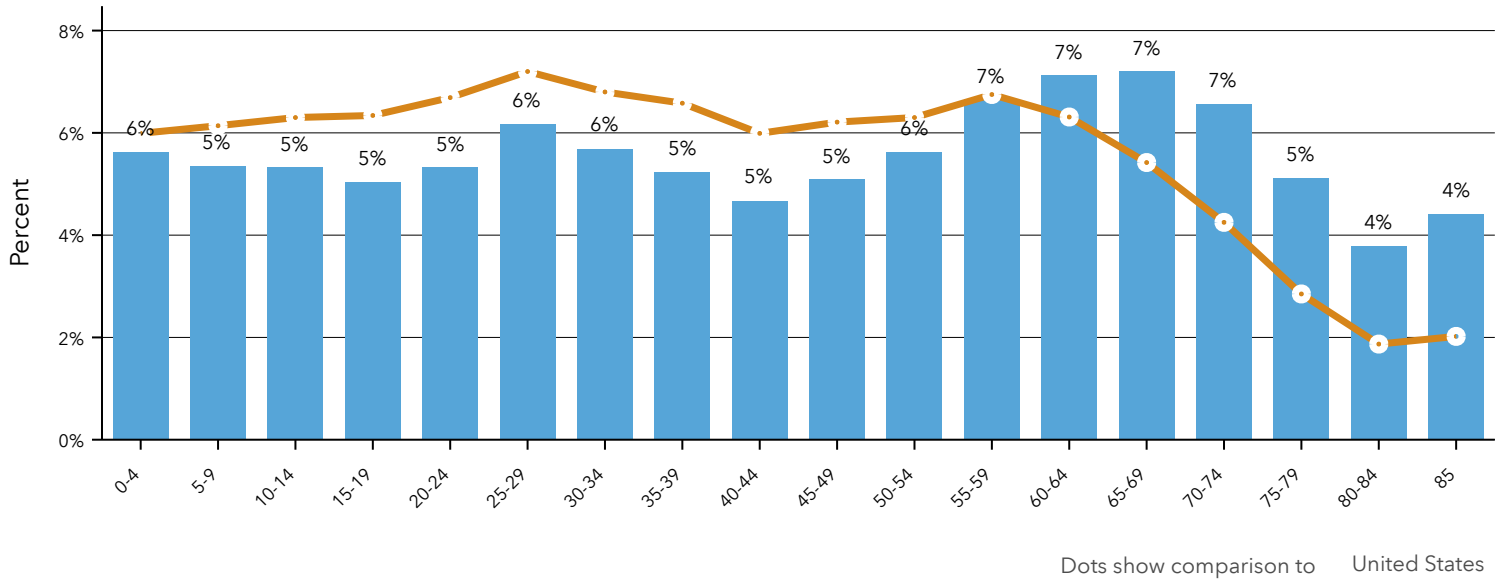
1305 43rd St W, Bradenton, Florida, 34209



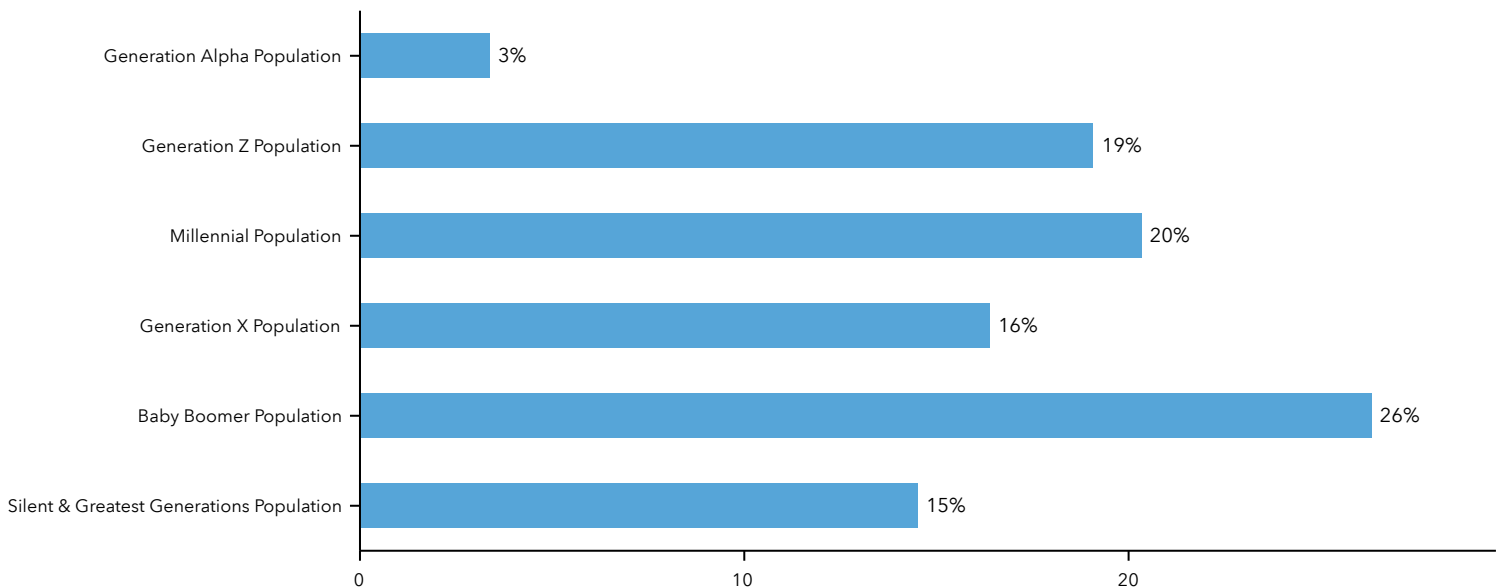
Population Growth



Age Profile

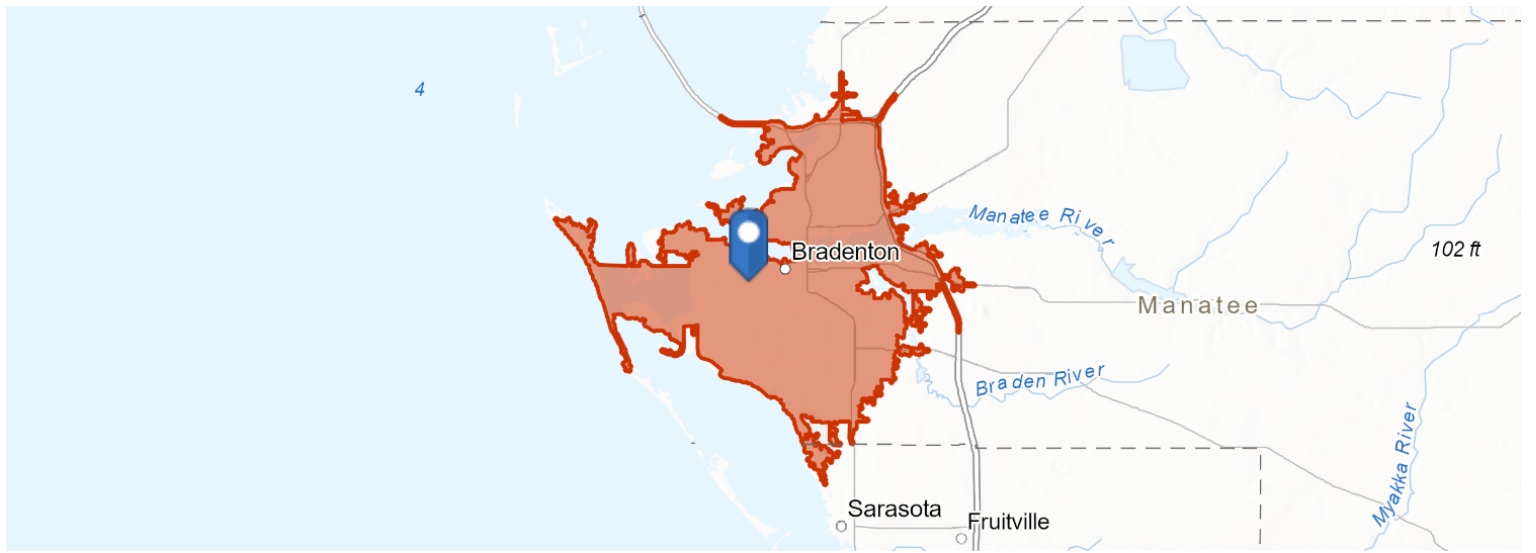


Generations

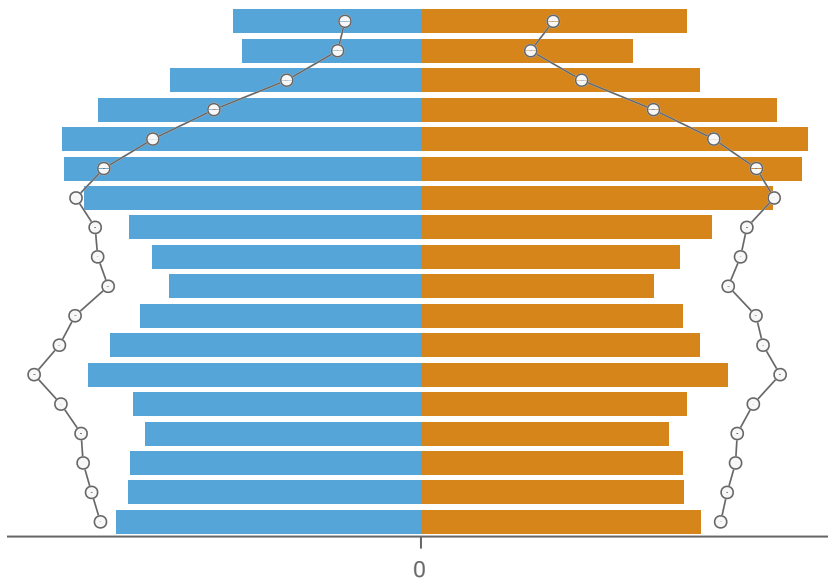


West Bradenton Baptist Church

1305 43rd St W, Bradenton, Florida, 34209



Age Pyramid



The largest group:

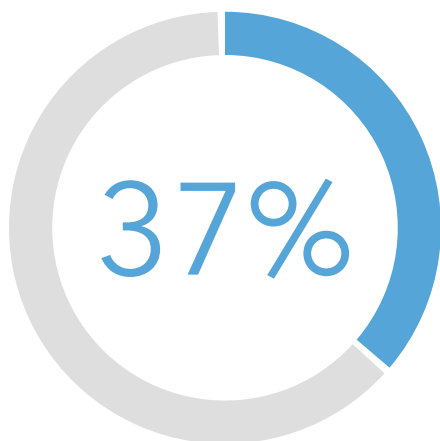
2019 Female Population Age 65-69 (Esri)

The smallest group:

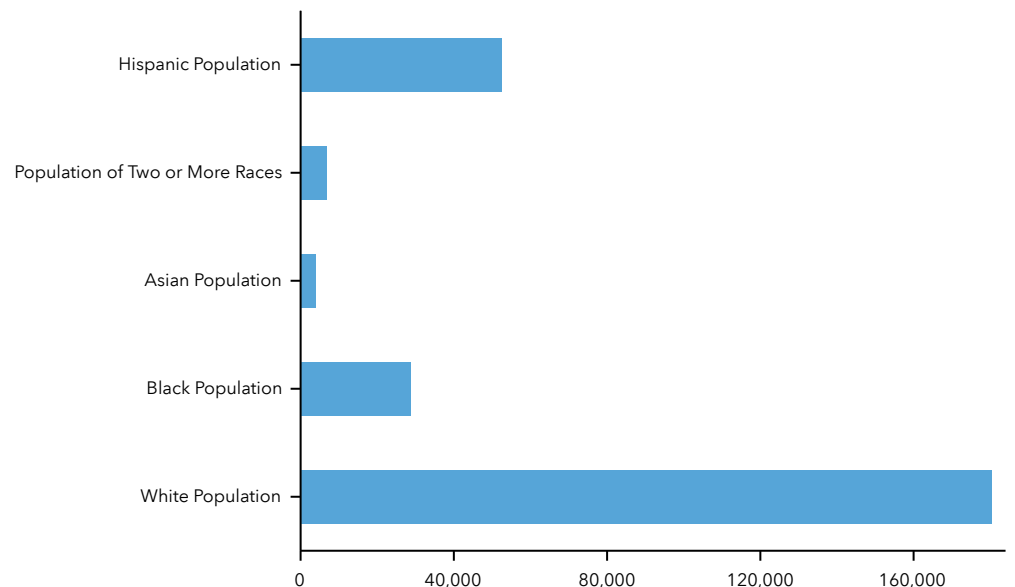
2019 Male Population Age 80-84 (Esri)

Dots show comparison to United States

2019 Minority Population

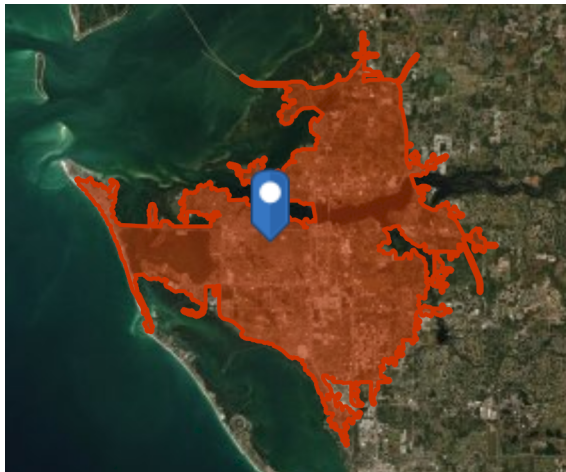


Population by Race



West Bradenton Baptist Church

1305 43rd St W, Bradenton, Florida, 34209



Households By Income

The largest group: \$50,000 - \$74,999 (20.1%)

The smallest group: \$200,000+ (2.8%)

Indicator	Value	Difference
<\$15,000	11.6%	+0.9%
\$15,000 - \$24,999	11.8%	+2.8%
\$25,000 - \$34,999	12.9%	+4.0%
\$35,000 - \$49,999	16.4%	+4.0%
\$50,000 - \$74,999	20.1%	+2.6%
\$75,000 - \$99,999	11.3%	-1.3%
\$100,000 - \$149,999	9.9%	-5.2%
\$150,000 - \$199,999	3.3%	-3.2%
\$200,000+	2.8%	-4.5%

Bars show deviation from United States

POPULATION BY GENERATION



14.5%

Greatest Gen:
Born 1945/Earlier



26.3%

Baby Boomer:
Born 1946 to 1964



16.4%

Generation X:
Born 1965 to 1980



20.3%

Millennial:
Born 1981 to 1998



19.1%

Generation Z:
Born 1999 to 2016



3.4%

Alpha: Born
2017 to Present

Race and Ethnicity

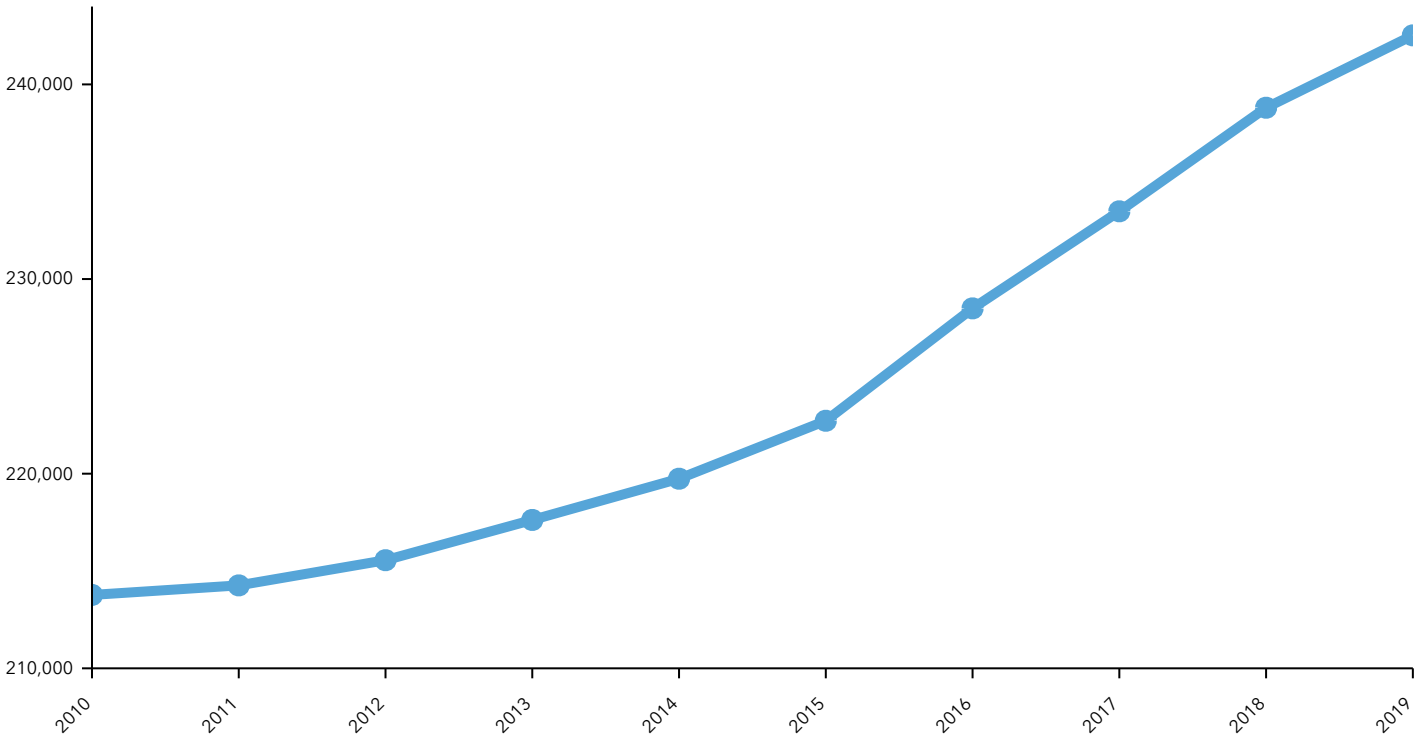
The largest group: White Alone (74.44)

The smallest group: Pacific Islander Alone (0.09)

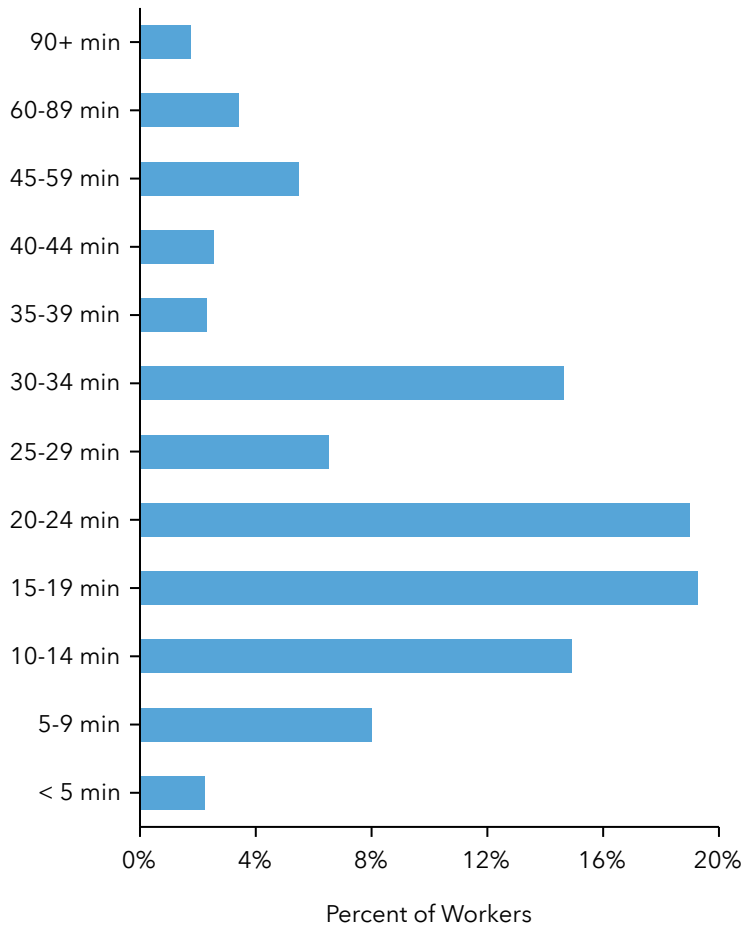
Indicator	Value	Difference
White Alone	74.44	+4.84
Black Alone	11.86	-1.07
American Indian/Alaska Native Alone	0.42	-0.56
Asian Alone	1.61	-4.21
Pacific Islander Alone	0.09	-0.10
Other Race	8.76	+1.77
Two or More Races	2.81	-0.68
Hispanic Origin (Any Race)	21.67	+3.10

Bars show deviation from United States

Population Trend



TRAVEL TIME TO WORK



AT RISK



25,209

Households
With Disability



326

Pop 65+ Speak
Spanish & No
English

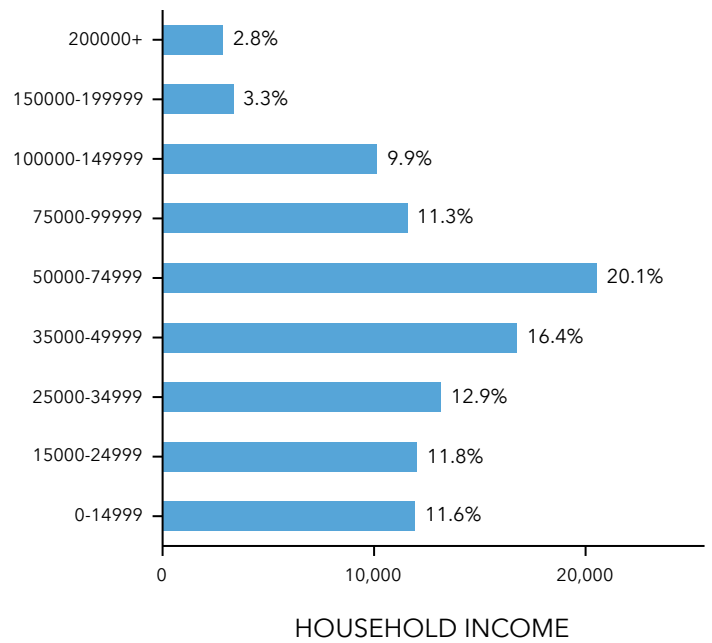
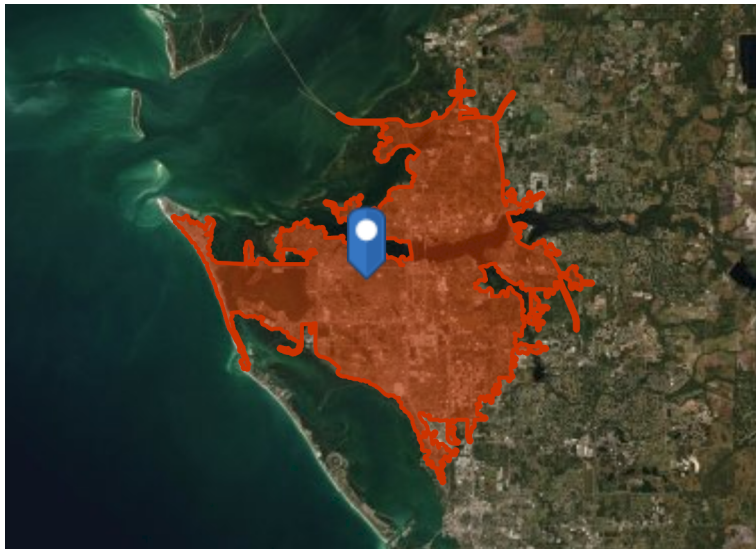


2,039

Households
Without Vehicle

West Bradenton Baptist Church

1305 43rd St W, Bradenton, Florida, 34209



HOUSING STATS

INCOME



\$205,796

Median Home Value



\$7,140

Average Spent on Mortgage & Basics



\$834

Median Contract Rent



\$46,850

Median Household Income



\$27,059

Per Capita Income



\$112,737

Median Net Worth

EMPLOYMENT



57%

White Collar



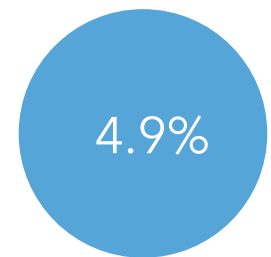
23%

Blue Collar



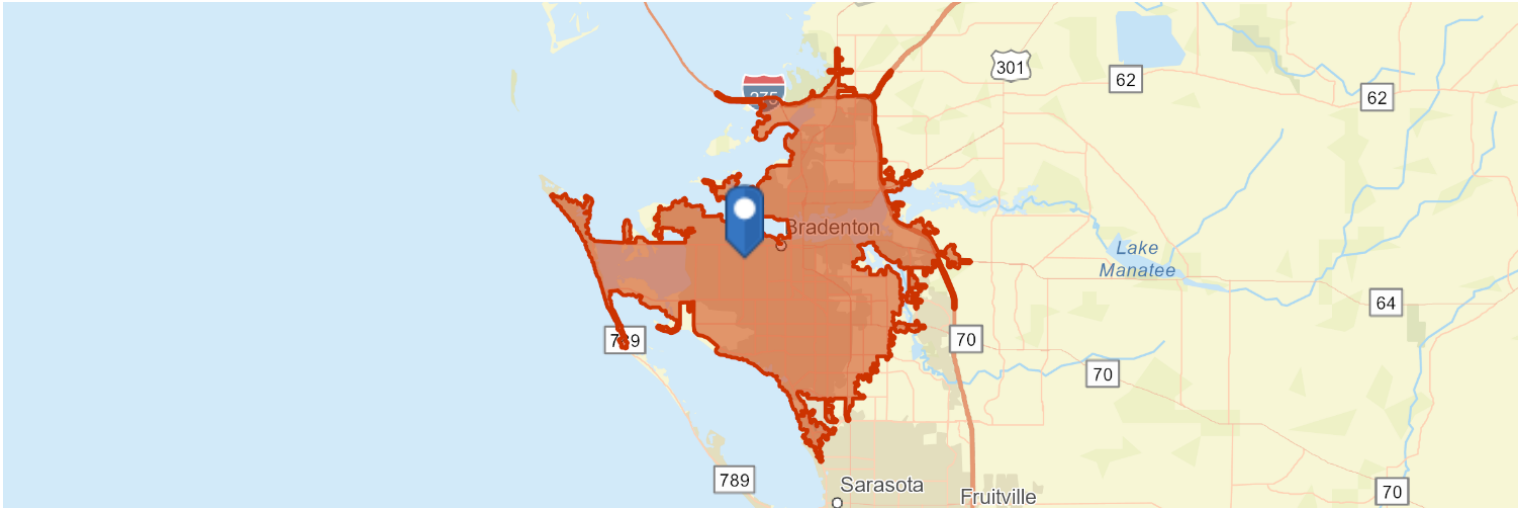
20%

Services

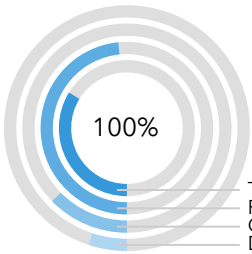


Unemployment Rate

West Bradenton Baptist Church

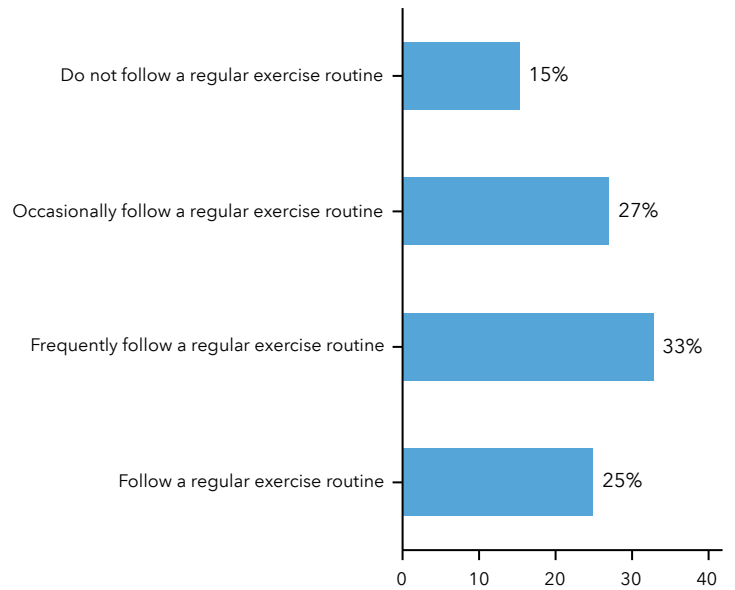


Eating Healthy

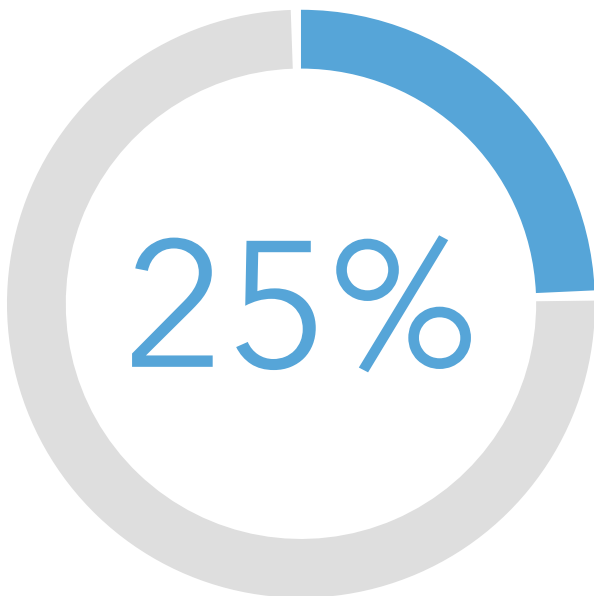


Try to eat healthy w/nutrition focus 34%
 Frequently try to eat healthy w/nutrition focus 48%
 Occasionally try to eat healthy w/nutrition focus 13%
 Do not try to eat healthy 5%

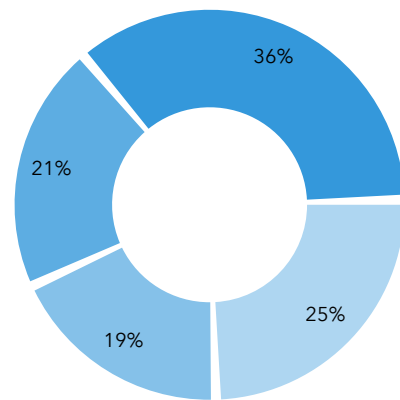
Follow a Regular Exercise Routine



Contributed to a Religious Org Last 12 Months



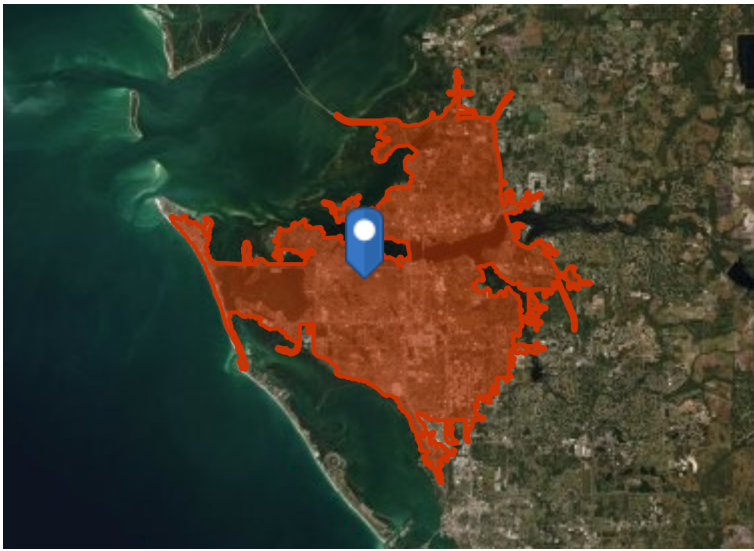
Attending Religious Services



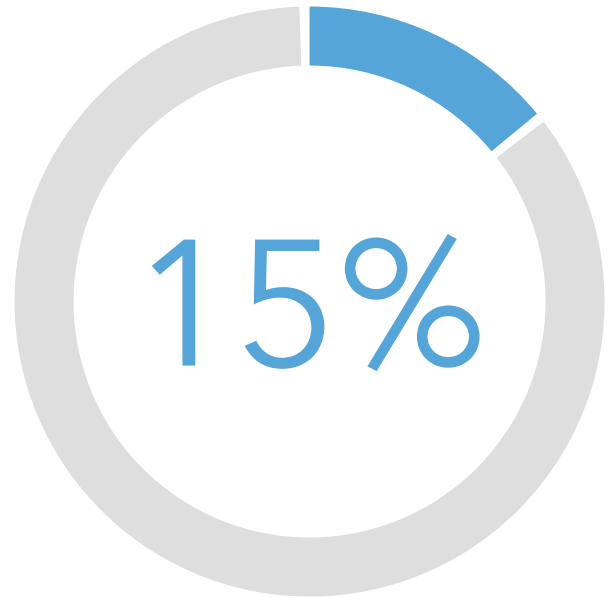
- Attend religious services regularly
- Frequently attend religious services
- Occasionally attend religious services
- Rarely attend religious services

West Bradenton Baptist Church

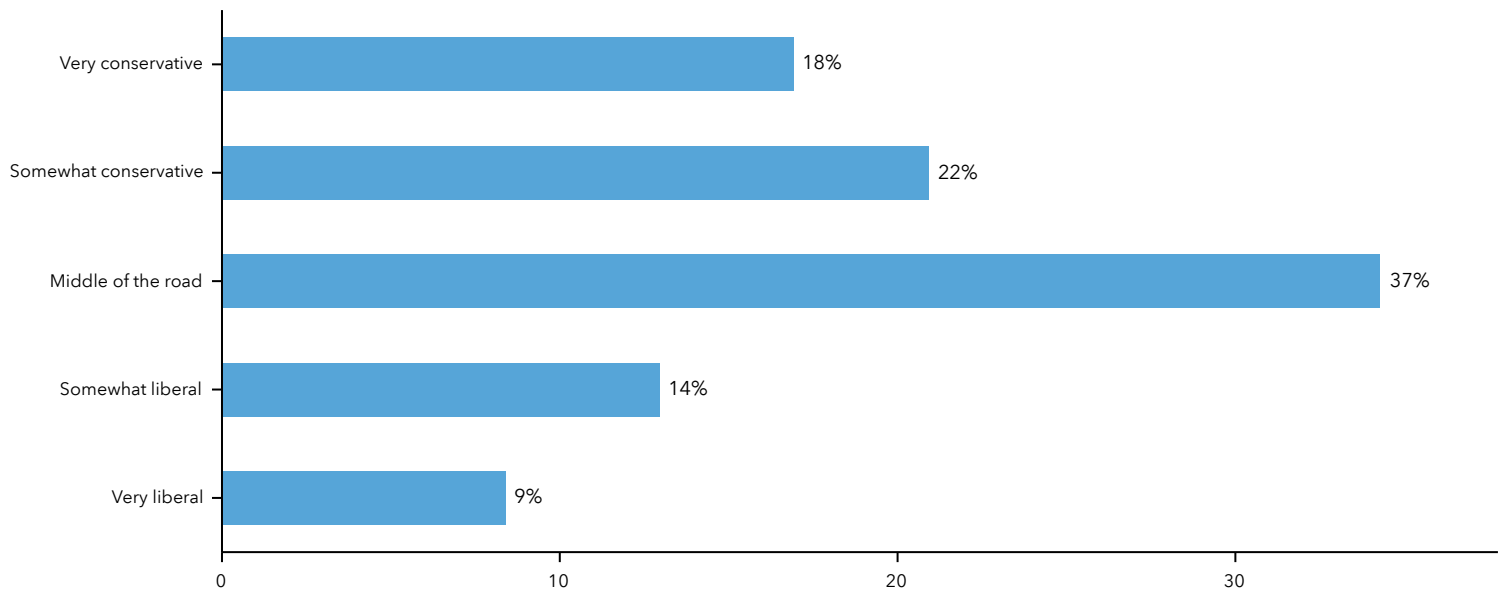
1305 43rd St W, Bradenton, Florida, 34209



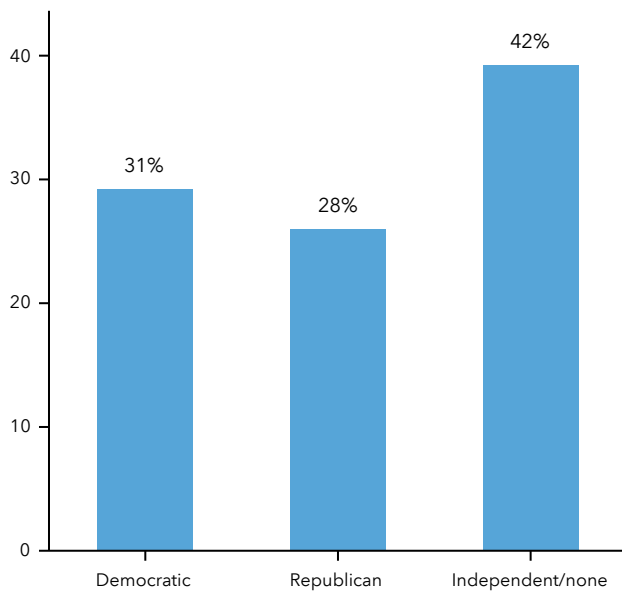
Volunteered for a Charitable Org Last 12 Months



Political Leaning



Political Affiliation



Revitalize Network

Report Powered By:



RevitalizeNetwork.org



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	236,161		4,771	High
Total Households	89,998		1,397	High
Total Housing Units	119,883		1,491	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	228,569	100.0%	4,550	High
Enrolled in school	46,820	20.5%	1,830	High
Enrolled in nursery school, preschool	2,833	1.2%	399	High
Public school	1,965	0.9%	343	High
Private school	868	0.4%	198	Medium
Enrolled in kindergarten	2,402	1.1%	362	High
Public school	2,247	1.0%	353	High
Private school	154	0.1%	81	Medium
Enrolled in grade 1 to grade 4	10,838	4.7%	833	High
Public school	9,957	4.4%	811	High
Private school	881	0.4%	189	Medium
Enrolled in grade 5 to grade 8	9,967	4.4%	757	High
Public school	9,008	3.9%	731	High
Private school	958	0.4%	204	Medium
Enrolled in grade 9 to grade 12	10,545	4.6%	769	High
Public school	9,218	4.0%	716	High
Private school	1,327	0.6%	262	Medium
Enrolled in college undergraduate years	8,818	3.9%	731	High
Public school	6,906	3.0%	661	High
Private school	1,912	0.8%	321	High
Enrolled in graduate or professional school	1,418	0.6%	268	High
Public school	844	0.4%	222	Medium
Private school	574	0.3%	148	Medium
Not enrolled in school	181,749	79.5%	3,002	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	58,487	100.0%	1,607	High
Living in Households	57,399	98.1%	1,594	High
Living in Family Households	38,753	66.3%	1,465	High
Householder	18,953	32.4%	740	High
Spouse	15,145	25.9%	674	High
Parent	2,657	4.5%	436	High
Parent-in-law	598	1.0%	251	Medium
Other Relative	946	1.6%	267	Medium
Nonrelative	454	0.8%	215	Medium
Living in Nonfamily Households	18,646	31.9%	911	High
Householder	16,734	28.6%	764	High
Nonrelative	1,912	3.3%	410	Medium
Living in Group Quarters	1,088	1.9%	205	High



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY TYPE AND SIZE				
Family Households	55,532	61.7%	1,216	High
2-Person	30,988	34.4%	967	High
3-Person	10,804	12.0%	654	High
4-Person	7,406	8.2%	532	High
5-Person	3,297	3.7%	363	High
6-Person	1,789	2.0%	309	High
7+ Person	1,248	1.4%	226	High
Nonfamily Households	34,466	38.3%	1,077	High
1-Person	28,608	31.8%	993	High
2-Person	5,125	5.7%	470	High
3-Person	524	0.6%	145	Medium
4-Person	104	0.1%	66	Medium
5-Person	13	0.0%	20	Low
6-Person	88	0.1%	80	Low
7+ Person	4	0.0%	13	Low
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	21,112	23.5%	863	High
Family households	20,815	23.1%	857	High
Married-couple family	11,187	12.4%	638	High
Male householder, no wife present	1,990	2.2%	306	High
Female householder, no husband present	7,638	8.5%	594	High
Nonfamily households	297	0.3%	111	Medium
Households with no people under 18 years	68,886	76.5%	1,297	High
Married-couple family	28,945	32.2%	906	High
Other family	5,772	6.4%	485	High
Nonfamily households	34,169	38.0%	1,072	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	38,572	42.9%	1,007	High
1-Person	15,310	17.0%	735	High
2+ Person Family	21,518	23.9%	783	High
2+ Person Nonfamily	1,744	1.9%	272	High
Households with No Pop 65+	51,426	57.1%	1,203	High
1-Person	13,299	14.8%	721	High
2+ Person Family	34,013	37.8%	1,024	High
2+ Person Nonfamily	4,114	4.6%	423	High



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	223,437	100.0%	4,429	
5 to 17 years				
Speak only English	24,889	11.1%	1,515	
Speak Spanish	8,081	3.6%	987	
Speak English "very well" or "well"	7,802	3.5%	988	
Speak English "not well"	264	0.1%	116	
Speak English "not at all"	16	0.0%	23	
Speak other Indo-European languages	567	0.3%	214	
Speak English "very well" or "well"	557	0.2%	212	
Speak English "not well"	10	0.0%	17	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	422	0.2%	141	
Speak English "very well" or "well"	415	0.2%	141	
Speak English "not well"	7	0.0%	11	
Speak English "not at all"	0	0.0%	0	
Speak other languages	31	0.0%	23	
Speak English "very well" or "well"	31	0.0%	23	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	102,426	45.8%	2,781	
Speak Spanish	22,489	10.1%	1,821	
Speak English "very well" or "well"	16,031	7.2%	1,374	
Speak English "not well"	5,201	2.3%	730	
Speak English "not at all"	1,257	0.6%	310	
Speak other Indo-European languages	3,817	1.7%	636	
Speak English "very well" or "well"	3,505	1.6%	535	
Speak English "not well"	266	0.1%	172	
Speak English "not at all"	46	0.0%	72	
Speak Asian and Pacific Island languages	1,862	0.8%	477	
Speak English "very well" or "well"	1,471	0.7%	316	
Speak English "not well"	354	0.2%	214	
Speak English "not at all"	38	0.0%	83	
Speak other languages	366	0.2%	186	
Speak English "very well" or "well"	350	0.2%	183	
Speak English "not well"	16	0.0%	25	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	53,811	24.1%	1,556	
Speak Spanish	1,999	0.9%	381	
Speak English "very well" or "well"	1,040	0.5%	250	
Speak English "not well"	633	0.3%	210	
Speak English "not at all"	326	0.1%	166	
Speak other Indo-European languages	1,971	0.9%	340	
Speak English "very well" or "well"	1,807	0.8%	298	
Speak English "not well"	143	0.1%	112	
Speak English "not at all"	21	0.0%	34	
Speak Asian and Pacific Island languages	417	0.2%	113	
Speak English "very well" or "well"	318	0.1%	90	
Speak English "not well"	48	0.0%	32	
Speak English "not at all"	51	0.0%	42	
Speak other languages	288	0.1%	145	
Speak English "very well" or "well"	272	0.1%	144	
Speak English "not well"	11	0.0%	54	
Speak English "not at all"	5	0.0%	12	

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: high medium low

January 02, 2020



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	94,066	100.0%	2,560	High
Worked in state and in county of residence	71,697	76.2%	2,290	High
Worked in state and outside county of residence	21,404	22.8%	1,083	High
Worked outside state of residence	965	1.0%	186	High
SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER				
Total:	96,098	100.0%	2,590	High
Male:	49,611	51.6%	1,707	High
Employee of private company	37,455	39.0%	1,568	High
Self-employed in own incorporated business	3,624	3.8%	388	High
Private not-for-profit wage and salary workers	1,838	1.9%	296	High
Local government workers	2,234	2.3%	288	High
State government workers	773	0.8%	214	Medium
Federal government workers	635	0.7%	180	Medium
Self-employed in own not incorporated business workers	2,939	3.1%	360	High
Unpaid family workers	111	0.1%	76	Low
Female:	46,487	48.4%	1,538	High
Employee of private company	31,824	33.1%	1,334	High
Self-employed in own incorporated business	1,596	1.7%	235	High
Private not-for-profit wage and salary workers	4,232	4.4%	439	High
Local government workers	4,266	4.4%	478	High
State government workers	1,604	1.7%	262	High
Federal government workers	311	0.3%	90	Medium
Self-employed in own not incorporated business workers	2,553	2.7%	313	High
Unpaid family workers	101	0.1%	60	Medium



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	94,066	100.0%	2,560	High
Drove alone	74,788	79.5%	2,209	High
Carpooled	9,636	10.2%	901	High
Public transportation (excluding taxicab)	1,012	1.1%	259	Medium
Bus or trolley bus	1,006	1.1%	259	Medium
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	0	0.0%	5	
Railroad	0	0.0%	0	
Ferryboat	6	0.0%	10	Low
Taxicab	213	0.2%	120	Medium
Motorcycle	402	0.4%	124	Medium
Bicycle	692	0.7%	241	Medium
Walked	1,648	1.8%	319	High
Other means	780	0.8%	209	Medium
Worked at home	4,895	5.2%	463	High
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	89,171	100.0%	2,509	High
Less than 5 minutes	2,001	2.2%	326	High
5 to 9 minutes	7,122	8.0%	588	High
10 to 14 minutes	13,306	14.9%	903	High
15 to 19 minutes	17,174	19.3%	1,006	High
20 to 24 minutes	16,938	19.0%	1,037	High
25 to 29 minutes	5,803	6.5%	613	High
30 to 34 minutes	13,051	14.6%	986	High
35 to 39 minutes	2,052	2.3%	350	High
40 to 44 minutes	2,259	2.5%	331	High
45 to 59 minutes	4,865	5.5%	554	High
60 to 89 minutes	3,054	3.4%	373	High
90 or more minutes	1,547	1.7%	278	High
Average Travel Time to Work (in minutes)	N/A		N/A	Low
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	64,805	100.0%	1,809	High
Own children under 6 years only	4,469	6.9%	493	High
In labor force	3,149	4.9%	422	High
Not in labor force	1,320	2.0%	262	Medium
Own children under 6 years and 6 to 17 years	4,254	6.6%	464	High
In labor force	2,729	4.2%	392	High
Not in labor force	1,525	2.4%	272	High
Own children 6 to 17 years only	10,787	16.6%	701	High
In labor force	8,422	13.0%	634	High
Not in labor force	2,365	3.6%	326	High
No own children under 18 years	45,295	69.9%	1,540	High
In labor force	30,058	46.4%	1,240	High
Not in labor force	15,237	23.5%	952	High



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	234,417	100.0%	4,765	High
Under 19 years:	49,498	21.1%	2,268	High
One Type of Health Insurance:	42,102	18.0%	2,171	High
Employer-Based Health Ins Only	13,226	5.6%	1,152	High
Direct-Purchase Health Ins Only	3,414	1.5%	533	High
Medicare Coverage Only	188	0.1%	126	Low
Medicaid Coverage Only	24,950	10.6%	1,820	High
TRICARE/Military Hlth Cov Only	324	0.1%	142	Medium
VA Health Care Only	0	0.0%	0	High
2+ Types of Health Insurance	2,556	1.1%	338	High
No Health Insurance Coverage	4,839	2.1%	645	High
19 to 34 years:	42,568	18.2%	1,894	High
One Type of Health Insurance:	25,004	10.7%	1,308	High
Employer-Based Health Ins Only	15,146	6.5%	1,041	High
Direct-Purchase Health Ins Only	4,211	1.8%	524	High
Medicare Coverage Only	162	0.1%	116	Low
Medicaid Coverage Only	4,926	2.1%	567	High
TRICARE/Military Hlth Cov Only	345	0.1%	135	Medium
VA Health Care Only	214	0.1%	117	Medium
2+ Types of Health Insurance	1,915	0.8%	385	Medium
No Health Insurance Coverage	15,649	6.7%	1,256	High
35 to 64 years:	84,902	36.2%	2,296	High
One Type of Health Insurance:	58,058	24.8%	1,806	High
Employer-Based Health Ins Only	37,727	16.1%	1,453	High
Direct-Purchase Health Ins Only	10,305	4.4%	790	High
Medicare Coverage Only	2,408	1.0%	364	High
Medicaid Coverage Only	6,414	2.7%	814	High
TRICARE/Military Hlth Cov Only	455	0.2%	118	Medium
VA Health Care Only	749	0.3%	198	Medium
2+ Types of Health Insurance	6,584	2.8%	579	High
No Health Insurance Coverage	20,260	8.6%	1,273	High
65+ years:	57,449	24.5%	1,595	High
One Type of Health Insurance:	18,272	7.8%	956	High
Employer-Based Health Ins Only	1,084	0.5%	306	Medium
Direct-Purchase Health Ins Only	506	0.2%	195	Medium
Medicare Coverage Only	16,653	7.1%	884	High
TRICARE/Military Hlth Cov Only	5	0.0%	17	Low
VA Health Care Only	25	0.0%	26	Low
2+ Types of Health Insurance:	38,791	16.5%	1,387	High
Employer-Based & Direct-Purchase Health Insurance	52	0.0%	39	Low
Employer-Based Health & Medicare Insurance	11,518	4.9%	833	High
Direct-Purchase Health & Medicare Insurance	11,541	4.9%	765	High
Medicare & Medicaid Coverage	3,101	1.3%	479	High
Other Private Health Insurance Combos	0	0.0%	0	High
Other Public Health Insurance Combos	1,613	0.7%	257	High
Other Health Insurance Combinations	10,966	4.7%	721	High
No Health Insurance Coverage	385	0.2%	151	Medium



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	232,825	100.0%	4,730	High
Under .50	17,408	7.5%	1,664	High
.50 to .99	23,649	10.2%	2,133	High
1.00 to 1.24	15,546	6.7%	1,725	High
1.25 to 1.49	13,307	5.7%	1,451	High
1.50 to 1.84	19,015	8.2%	1,788	High
1.85 to 1.99	7,432	3.2%	1,017	High
2.00 and over	136,469	58.6%	3,538	High
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	189,380	100.0%	3,627	High
Veteran	19,777	10.4%	912	High
Nonveteran	169,603	89.6%	3,462	High
Male	88,994	47.0%	2,241	High
Veteran	18,623	9.8%	884	High
Nonveteran	70,371	37.2%	2,106	High
Female	100,386	53.0%	2,111	High
Veteran	1,154	0.6%	210	High
Nonveteran	99,232	52.4%	2,106	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	19,777	100.0%	912	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	1,194	6.0%	283	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	675	3.4%	175	Medium
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	76	0.4%	79	Low
Gulf War (8/90 to 8/01), no Vietnam Era	1,085	5.5%	215	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	269	1.4%	115	Medium
Vietnam Era, no Korean War, no World War II	6,681	33.8%	497	High
Vietnam Era and Korean War, no World War II	160	0.8%	72	Medium
Vietnam Era and Korean War and World War II	7	0.0%	35	Low
Korean War, no Vietnam Era, no World War II	3,031	15.3%	364	High
Korean War and World War II, no Vietnam Era	75	0.4%	42	Medium
World War II, no Korean War, no Vietnam Era	1,435	7.3%	254	High
Between Gulf War and Vietnam Era only	2,166	11.0%	305	High
Between Vietnam Era and Korean War only	2,807	14.2%	334	High
Between Korean War and World War II only	113	0.6%	78	Low
Pre-World War II only	5	0.0%	8	Low
HOUSEHOLDS BY POVERTY STATUS				
Total	89,998	100.0%	1,397	High
Income in the past 12 months below poverty level	13,149	14.6%	732	High
Married-couple family	2,744	3.0%	338	High
Other family - male householder (no wife present)	646	0.7%	172	Medium
Other family - female householder (no husband present)	3,241	3.6%	402	High
Nonfamily household - male householder	2,393	2.7%	309	High
Nonfamily household - female householder	4,126	4.6%	418	High
Income in the past 12 months at or above poverty level	76,848	85.4%	1,350	High
Married-couple family	37,388	41.5%	1,026	High
Other family - male householder (no wife present)	2,908	3.2%	361	High
Other family - female householder (no husband present)	8,605	9.6%	593	High
Nonfamily household - male householder	11,965	13.3%	705	High
Nonfamily household - female householder	15,982	17.8%	754	High

Source: U.S. Census Bureau, 2013-2017 American Community Survey

Reliability: High Medium Low

January 02, 2020



ACS Population Summary

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2013 - 2017 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	40,539	45.0%	1,057	High
No Social Security Income	49,459	55.0%	1,206	High
Retirement Income	23,775	26.4%	873	High
No Retirement Income	66,223	73.6%	1,322	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	811	2.5%	200	Medium
10-14.9% of Income	1,617	5.1%	257	High
15-19.9% of Income	3,693	11.6%	428	High
20-24.9% of Income	3,597	11.3%	414	High
25-29.9% of Income	2,832	8.9%	344	High
30-34.9% of Income	3,176	9.9%	379	High
35-39.9% of Income	2,331	7.3%	342	High
40-49.9% of Income	3,738	11.7%	447	High
50+% of Income	8,372	26.2%	621	High
Gross Rent % Inc Not Computed	1,783	5.6%	268	High
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	89,998	100.0%	1,397	High
With public assistance income	2,565	2.9%	319	High
No public assistance income	87,433	97.1%	1,398	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	89,998	100.0%	1,397	High
With Food Stamps/SNAP	12,965	14.4%	714	High
With No Food Stamps/SNAP	77,033	85.6%	1,360	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	89,998	100.0%	1,397	High
With 1+ Persons w/Disability	25,209	28.0%	945	High
With No Person w/Disability	64,789	72.0%	1,392	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2015, adjusted for inflation.

2013-2017 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2013-2017 ACS estimates, five-year period data collected monthly from January 1, 2011 through December 31, 2015. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Demographic and Income Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Summary	Census 2010	2019	2024
Population	214,467	242,520	262,235
Households	91,018	102,406	110,569
Families	55,512	60,573	64,790
Average Household Size	2.32	2.34	2.34
Owner Occupied Housing Units	59,312	68,829	75,276
Renter Occupied Housing Units	31,706	33,577	35,294
Median Age	44.4	46.5	47.0
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.58%	1.37%	0.77%
Households	1.55%	1.31%	0.75%
Families	1.36%	1.26%	0.68%
Owner HHs	1.81%	1.60%	0.92%
Median Household Income	2.28%	2.37%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	11,919	11.6%	10,713	9.7%
\$15,000 - \$24,999	12,039	11.8%	11,089	10.0%
\$25,000 - \$34,999	13,175	12.9%	12,684	11.5%
\$35,000 - \$49,999	16,771	16.4%	17,486	15.8%
\$50,000 - \$74,999	20,549	20.1%	22,858	20.7%
\$75,000 - \$99,999	11,579	11.3%	13,944	12.6%
\$100,000 - \$149,999	10,131	9.9%	13,112	11.9%
\$150,000 - \$199,999	3,383	3.3%	5,022	4.5%
\$200,000+	2,861	2.8%	3,663	3.3%
Median Household Income	\$46,850		\$52,445	
Average Household Income	\$63,940		\$73,068	
Per Capita Income	\$27,059		\$30,874	

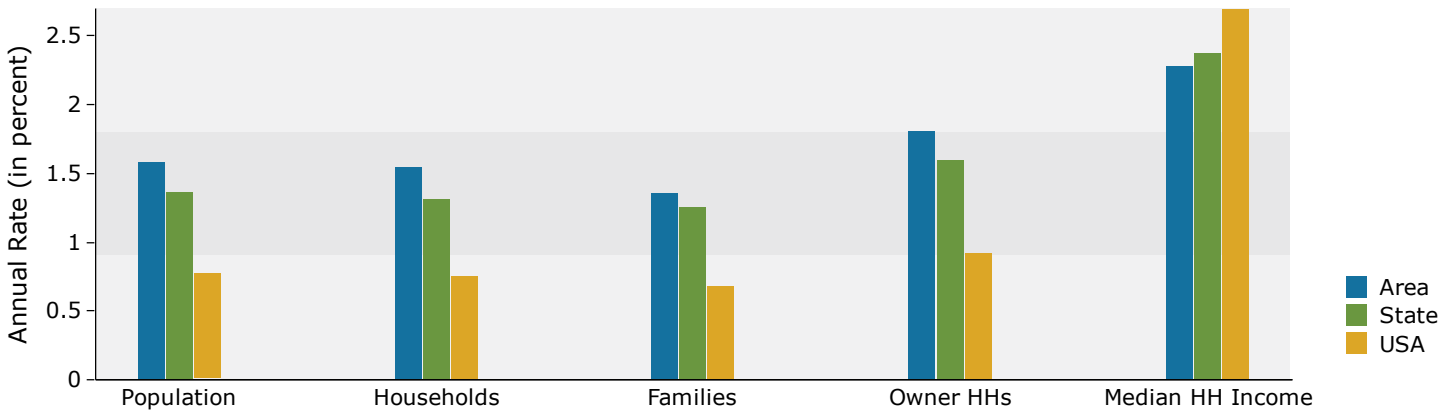
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,272	6.2%	13,664	5.6%	14,855	5.7%
5 - 9	12,130	5.7%	12,970	5.3%	13,711	5.2%
10 - 14	11,833	5.5%	12,917	5.3%	13,860	5.3%
15 - 19	12,538	5.8%	12,228	5.0%	13,288	5.1%
20 - 24	12,256	5.7%	12,937	5.3%	13,235	5.0%
25 - 34	23,422	10.9%	28,741	11.9%	30,001	11.4%
35 - 44	23,290	10.9%	24,015	9.9%	27,424	10.5%
45 - 54	28,202	13.1%	25,995	10.7%	25,688	9.8%
55 - 64	28,106	13.1%	33,407	13.8%	33,119	12.6%
65 - 74	23,969	11.2%	33,383	13.8%	38,170	14.6%
75 - 84	17,910	8.4%	21,588	8.9%	27,109	10.3%
85+	7,537	3.5%	10,677	4.4%	11,777	4.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	165,761	77.3%	180,533	74.4%	190,391	72.6%
Black Alone	24,429	11.4%	28,770	11.9%	31,396	12.0%
American Indian Alone	836	0.4%	1,029	0.4%	1,146	0.4%
Asian Alone	2,718	1.3%	3,901	1.6%	4,916	1.9%
Pacific Islander Alone	189	0.1%	210	0.1%	225	0.1%
Some Other Race Alone	15,568	7.3%	21,256	8.8%	25,982	9.9%
Two or More Races	4,965	2.3%	6,820	2.8%	8,180	3.1%
Hispanic Origin (Any Race)	39,498	18.4%	52,543	21.7%	62,752	23.9%

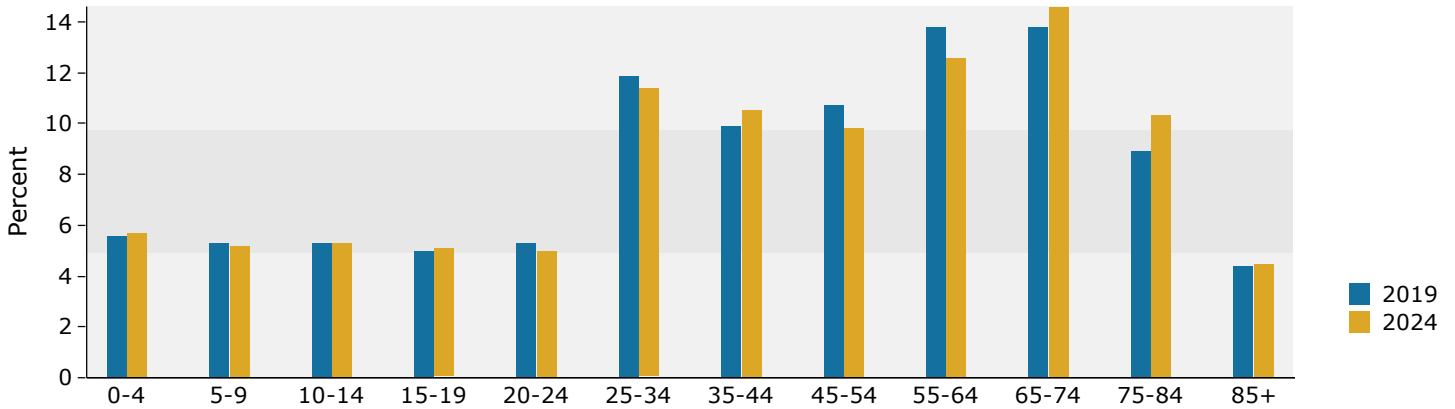
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

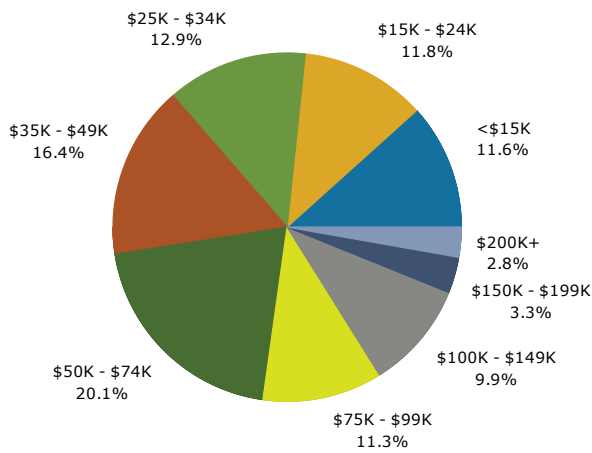
Trends 2019-2024



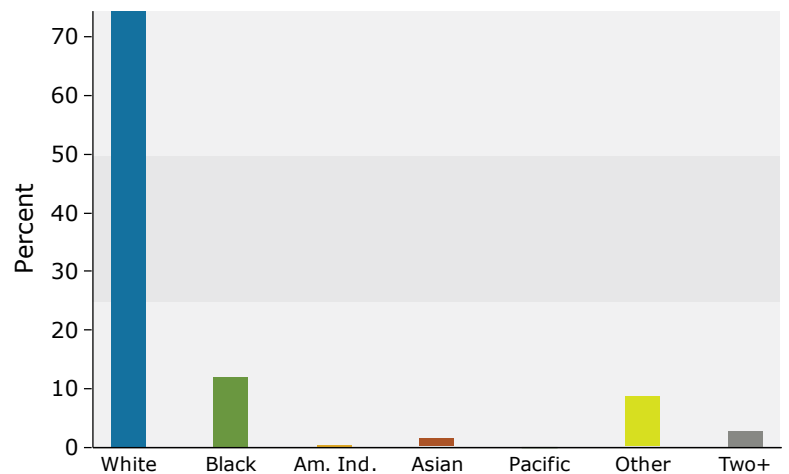
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 21.7%



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

Population Summary	
2000 Total Population	204,440
2010 Total Population	214,467
2019 Total Population	242,520
2019 Group Quarters	3,131
2024 Total Population	262,235
2019-2024 Annual Rate	1.58%
2019 Total Daytime Population	246,470
Workers	99,877
Residents	146,593
Household Summary	
2000 Households	87,349
2000 Average Household Size	2.29
2010 Households	91,018
2010 Average Household Size	2.32
2019 Households	102,406
2019 Average Household Size	2.34
2024 Households	110,569
2024 Average Household Size	2.34
2019-2024 Annual Rate	1.55%
2010 Families	55,512
2010 Average Family Size	2.90
2019 Families	60,573
2019 Average Family Size	2.95
2024 Families	64,790
2024 Average Family Size	2.97
2019-2024 Annual Rate	1.36%
Housing Unit Summary	
2000 Housing Units	107,083
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	18.4%
2010 Housing Units	117,465
Owner Occupied Housing Units	50.5%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	22.5%
2019 Housing Units	130,363
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	25.8%
Vacant Housing Units	21.4%
2024 Housing Units	139,803
Owner Occupied Housing Units	53.8%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	20.9%
Median Household Income	
2019	\$46,850
2024	\$52,445
Median Home Value	
2019	\$205,796
2024	\$232,649
Per Capita Income	
2019	\$27,059
2024	\$30,874
Median Age	
2010	44.4
2019	46.5
2024	47.0

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

2019 Households by Income

Household Income Base	102,406
<\$15,000	11.6%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	3.3%
\$200,000+	2.8%
Average Household Income	\$63,940

2024 Households by Income

Household Income Base	110,569
<\$15,000	9.7%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	11.9%
\$150,000 - \$199,999	4.5%
\$200,000+	3.3%
Average Household Income	\$73,068

2019 Owner Occupied Housing Units by Value

Total	68,825
<\$50,000	9.7%
\$50,000 - \$99,999	10.4%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	12.8%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	2.3%
\$1,000,000 - \$1,499,999	1.4%
\$1,500,000 - \$1,999,999	0.4%
\$2,000,000 +	0.6%
Average Home Value	\$272,507

2024 Owner Occupied Housing Units by Value

Total	75,271
<\$50,000	7.6%
\$50,000 - \$99,999	8.0%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	16.7%
\$200,000 - \$249,999	12.5%
\$250,000 - \$299,999	11.4%
\$300,000 - \$399,999	15.0%
\$400,000 - \$499,999	6.9%
\$500,000 - \$749,999	6.9%
\$750,000 - \$999,999	2.6%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.5%
\$2,000,000 +	0.7%
Average Home Value	\$303,221

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

2010 Population by Age

Total	214,465
0 - 4	6.2%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	11.6%
25 - 34	10.9%
35 - 44	10.9%
45 - 54	13.1%
55 - 64	13.1%
65 - 74	11.2%
75 - 84	8.4%
85 +	3.5%
18 +	79.1%

2019 Population by Age

Total	242,522
0 - 4	5.6%
5 - 9	5.3%
10 - 14	5.3%
15 - 24	10.4%
25 - 34	11.9%
35 - 44	9.9%
45 - 54	10.7%
55 - 64	13.8%
65 - 74	13.8%
75 - 84	8.9%
85 +	4.4%
18 +	80.7%

2024 Population by Age

Total	262,237
0 - 4	5.7%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	10.1%
25 - 34	11.4%
35 - 44	10.5%
45 - 54	9.8%
55 - 64	12.6%
65 - 74	14.6%
75 - 84	10.3%
85 +	4.5%
18 +	80.8%

2010 Population by Sex

Males	103,101
Females	111,366

2019 Population by Sex

Males	116,743
Females	125,777

2024 Population by Sex

Males	126,337
Females	135,898

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

2010 Population by Race/Ethnicity

Total	214,466
White Alone	77.3%
Black Alone	11.4%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	7.3%
Two or More Races	2.3%
Hispanic Origin	18.4%
Diversity Index	57.3

2019 Population by Race/Ethnicity

Total	242,519
White Alone	74.4%
Black Alone	11.9%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.8%
Two or More Races	2.8%
Hispanic Origin	21.7%
Diversity Index	62.4

2024 Population by Race/Ethnicity

Total	262,236
White Alone	72.6%
Black Alone	12.0%
American Indian Alone	0.4%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	9.9%
Two or More Races	3.1%
Hispanic Origin	23.9%
Diversity Index	65.5

2010 Population by Relationship and Household Type

Total	214,467
In Households	98.5%
In Family Households	78.2%
Householder	25.9%
Spouse	18.3%
Child	26.2%
Other relative	4.6%
Nonrelative	3.1%
In Nonfamily Households	20.4%
In Group Quarters	1.5%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.6%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

2019 Population 25+ by Educational Attainment

Total	177,805
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	7.6%
High School Graduate	29.1%
GED/Alternative Credential	4.9%
Some College, No Degree	19.9%
Associate Degree	8.2%
Bachelor's Degree	15.8%
Graduate/Professional Degree	9.4%

2019 Population 15+ by Marital Status

Total	202,969
Never Married	30.4%
Married	46.3%
Widowed	8.4%
Divorced	14.9%

2019 Civilian Population 16+ in Labor Force

Civilian Employed	95.1%
Civilian Unemployed (Unemployment Rate)	4.9%

2019 Employed Population 16+ by Industry

Total	97,441
Agriculture/Mining	0.9%
Construction	10.5%
Manufacturing	6.7%
Wholesale Trade	3.0%
Retail Trade	11.9%
Transportation/Utilities	4.2%
Information	1.1%
Finance/Insurance/Real Estate	6.2%
Services	52.2%
Public Administration	3.3%

2019 Employed Population 16+ by Occupation

Total	97,441
White Collar	52.8%
Management/Business/Financial	11.3%
Professional	15.9%
Sales	11.1%
Administrative Support	14.4%
Services	24.0%
Blue Collar	23.3%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	7.0%
Installation/Maintenance/Repair	3.9%
Production	5.9%
Transportation/Material Moving	5.6%

2010 Population By Urban/ Rural Status

Total Population	214,467
Population Inside Urbanized Area	99.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
1305 43rd St W, Bradenton, Florida, 34209
Drive Time: 20 minute radii

Prepared by Esri
Latitude: 27.48787
Longitude: -82.60310

20 minutes

2010 Households by Type

Total	91,017
Households with 1 Person	31.9%
Households with 2+ People	68.1%
Family Households	61.0%
Husband-wife Families	43.2%
With Related Children	13.5%
Other Family (No Spouse Present)	17.8%
Other Family with Male Householder	4.9%
With Related Children	2.9%
Other Family with Female Householder	12.9%
With Related Children	8.5%
Nonfamily Households	7.1%
All Households with Children	25.4%
Multigenerational Households	3.7%
Unmarried Partner Households	7.8%
Male-female	7.0%
Same-sex	0.8%

2010 Households by Size

Total	91,017
1 Person Household	31.9%
2 Person Household	37.9%
3 Person Household	12.5%
4 Person Household	9.1%
5 Person Household	4.7%
6 Person Household	2.1%
7 + Person Household	1.8%

2010 Households by Tenure and Mortgage Status

Total	91,018
Owner Occupied	65.2%
Owned with a Mortgage/Loan	36.5%
Owned Free and Clear	28.7%
Renter Occupied	34.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	117,465
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radii

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

20 minutes

Top 3 Tapestry Segments

1. Senior Escapes (9D)
2. Retirement Communities
3. The Elders (9C)

2019 Consumer Spending

Apparel & Services: Total \$	\$161,301,993
Average Spent	\$1,575.12
Spending Potential Index	74
Education: Total \$	\$107,672,179
Average Spent	\$1,051.42
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$247,310,167
Average Spent	\$2,415.00
Spending Potential Index	74
Food at Home: Total \$	\$401,254,197
Average Spent	\$3,918.27
Spending Potential Index	76
Food Away from Home: Total \$	\$278,099,916
Average Spent	\$2,715.66
Spending Potential Index	74
Health Care: Total \$	\$467,521,318
Average Spent	\$4,565.37
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$162,565,262
Average Spent	\$1,587.46
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$69,042,050
Average Spent	\$674.20
Spending Potential Index	76
Shelter: Total \$	\$1,413,958,482
Average Spent	\$13,807.38
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$195,221,275
Average Spent	\$1,906.35
Spending Potential Index	77
Travel: Total \$	\$168,569,001
Average Spent	\$1,646.09
Spending Potential Index	73
Vehicle Maintenance & Repairs: Total \$	\$90,627,918
Average Spent	\$884.99
Spending Potential Index	77

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

January 02, 2020



Tapestry Segmentation Area Profile

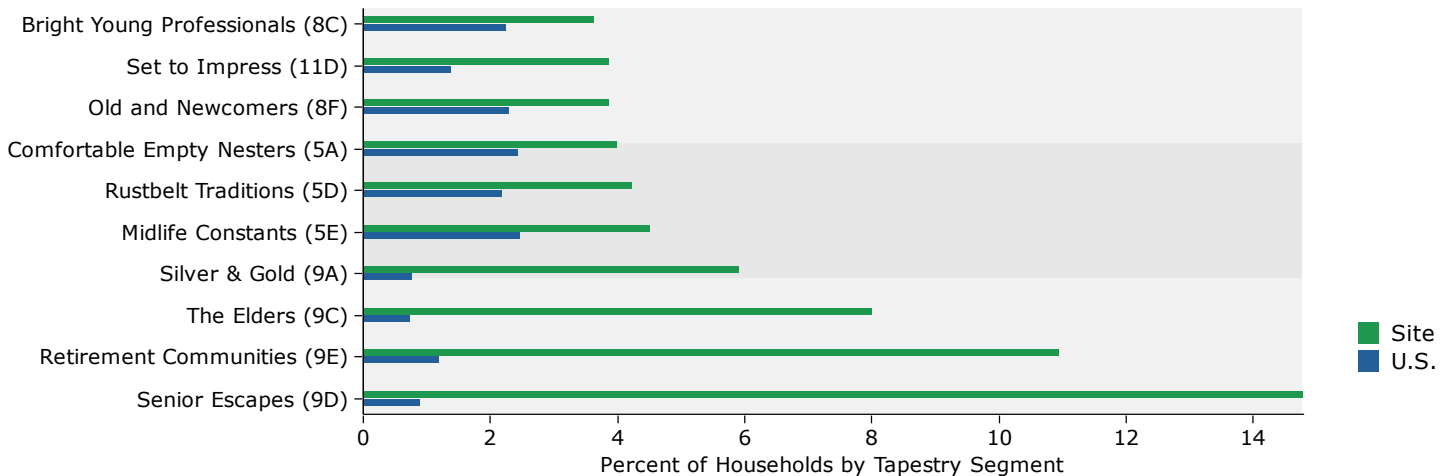
West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Senior Escapes (9D)	14.8%	14.8%	0.9%	0.9%	1621
2	Retirement Communities (9E)	11.0%	25.8%	1.2%	2.1%	908
3	The Elders (9C)	8.0%	33.8%	0.7%	2.8%	1,077
4	Silver & Gold (9A)	5.9%	39.7%	0.8%	3.6%	759
5	Midlife Constants (5E)	4.5%	44.2%	2.5%	6.1%	184
Subtotal		44.2%		6.1%		
6	Rustbelt Traditions (5D)	4.3%	48.5%	2.2%	8.3%	194
7	Comfortable Empty Nesters (5A)	4.0%	52.5%	2.4%	10.7%	163
8	Old and Newcomers (8F)	3.9%	56.4%	2.3%	13.0%	168
9	Set to Impress (11D)	3.9%	60.3%	1.4%	14.4%	281
10	Bright Young Professionals (8C)	3.6%	63.9%	2.3%	16.7%	162
Subtotal		19.7%		10.6%		
11	Front Porches (8E)	3.1%	67.0%	1.6%	18.3%	198
12	American Dreamers (7C)	3.0%	70.0%	1.5%	19.8%	203
13	Exurbanites (1E)	2.6%	72.6%	1.9%	21.7%	136
14	Middleburg (4C)	2.4%	75.0%	2.9%	24.6%	83
15	Parks and Rec (5C)	2.3%	77.3%	2.0%	26.6%	117
Subtotal		13.4%		9.9%		
16	NeWest Residents (13C)	2.3%	79.6%	0.8%	27.4%	294
17	Home Improvement (4B)	2.0%	81.6%	1.7%	29.1%	115
18	Fresh Ambitions (13D)	1.8%	83.4%	0.6%	29.7%	291
19	Metro Fusion (11C)	1.8%	85.2%	1.4%	31.1%	128
20	Hardscrabble Road (8G)	1.8%	87.0%	1.2%	32.3%	149
Subtotal		9.7%		5.7%		
Total		87.1%		32.3%		270

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

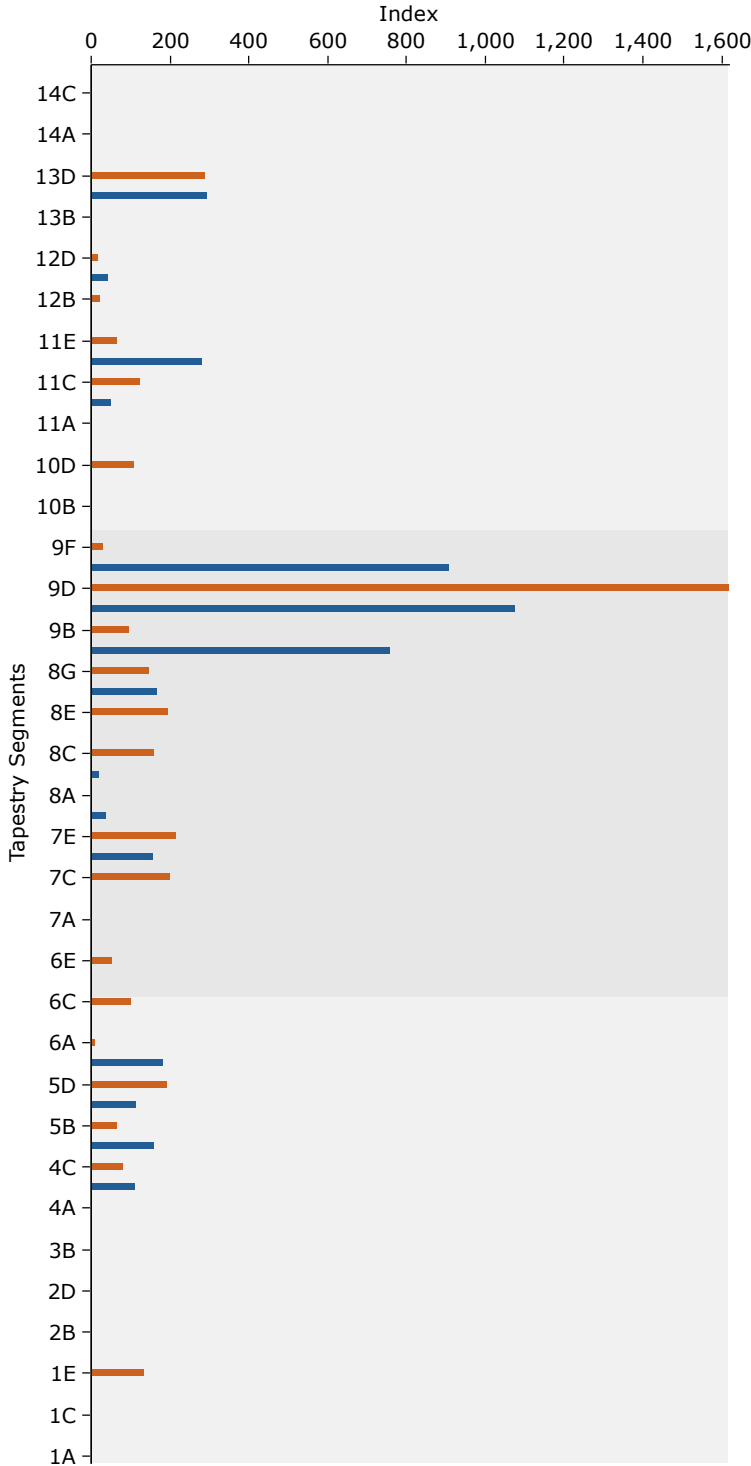


Tapestry Segmentation Area Profile

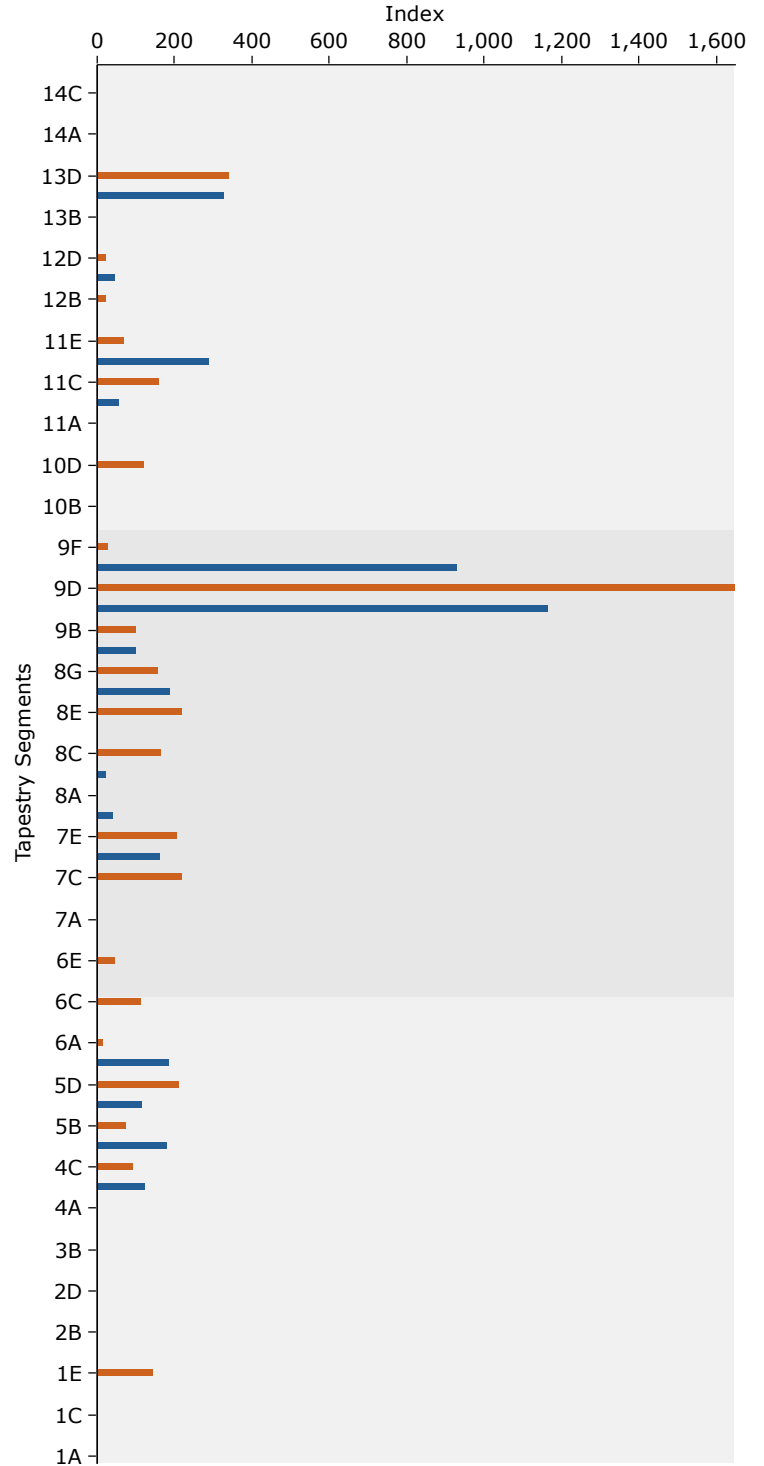
West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	102,404	100.0%		195,675	100.0%	
1. Affluent Estates	2,713	2.6%	27	5,571	2.8%	27
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,713	2.6%	136	5,571	2.8%	146
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	4,479	4.4%	58	10,022	5.1%	65
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2,021	2.0%	115	4,508	2.3%	125
Middleburg (4C)	2,458	2.4%	83	5,514	2.8%	97
5. GenXurban	17,031	16.6%	147	33,513	17.1%	158
Comfortable Empty Nesters (5A)	4,095	4.0%	163	8,693	4.4%	181
In Style (5B)	1,576	1.5%	69	3,070	1.6%	75
Parks and Rec (5C)	2,359	2.3%	117	4,488	2.3%	119
Rustbelt Traditions (5D)	4,357	4.3%	194	8,651	4.4%	215
Midlife Constants (5E)	4,644	4.5%	184	8,611	4.4%	188
6. Cozy Country Living	2,674	2.6%	22	5,402	2.8%	23
Green Acres (6A)	420	0.4%	13	996	0.5%	15
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,691	1.7%	105	3,467	1.8%	115
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	563	0.5%	54	939	0.5%	51
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	5,641	5.5%	77	13,361	6.8%	83
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,068	3.0%	203	7,263	3.7%	221
Barrios Urbanos (7D)	1,704	1.7%	160	4,041	2.1%	165
Valley Growers (7E)	537	0.5%	217	1,276	0.7%	207
Southwestern Families (7F)	332	0.3%	40	781	0.4%	42

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	102,404	100.0%		195,675	100.0%	
8. Middle Ground	13,093	12.8%	118	24,969	12.8%	126
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	346	0.3%	24	662	0.3%	28
Bright Young Professionals (8C)	3,731	3.6%	162	6,679	3.4%	169
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	3,200	3.1%	198	6,582	3.4%	222
Old and Newcomers (8F)	3,978	3.9%	168	7,489	3.8%	193
Hardscrabble Road (8G)	1,838	1.8%	149	3,557	1.8%	158
9. Senior Styles	42,263	41.3%	712	73,170	37.4%	747
Silver & Gold (9A)	6,067	5.9%	759	10,955	5.6%	793
Golden Years (9B)	1,336	1.3%	98	2,384	1.2%	103
The Elders (9C)	8,206	8.0%	1,077	13,634	7.0%	1,168
Senior Escapes (9D)	15,154	14.8%	1,621	27,402	14.0%	1,650
Retirement Communities (9E)	11,224	11.0%	908	18,400	9.4%	933
Social Security Set (9F)	276	0.3%	33	395	0.2%	30
10. Rustic Outposts	1,299	1.3%	15	2,768	1.4%	17
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	1,299	1.3%	110	2,768	1.4%	121
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	7,370	7.2%	117	13,600	7.0%	128
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	931	0.9%	52	1,666	0.9%	61
Metro Fusion (11C)	1,846	1.8%	128	4,121	2.1%	162
Set to Impress (11D)	3,977	3.9%	281	6,691	3.4%	290
City Commons (11E)	616	0.6%	69	1,122	0.6%	73
12. Hometown	1,629	1.6%	26	3,183	1.6%	28
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	482	0.5%	25	951	0.5%	27
Small Town Simplicity (12C)	863	0.8%	46	1,565	0.8%	48
Modest Income Homes (12D)	284	0.3%	21	667	0.3%	27
13. Next Wave	4,212	4.1%	107	10,116	5.2%	117
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	2,328	2.3%	294	5,556	2.8%	331
Fresh Ambitions (13D)	1,884	1.8%	291	4,560	2.3%	343
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	102,404	100.0%		195,675	100.0%	
1. Principal Urban Center	4,212	4.1%	58	10,116	5.2%	77
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	2,328	2.3%	294	5,556	2.8%	331
Fresh Ambitions (13D)	1,884	1.8%	291	4,560	2.3%	343
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	15,322	15.0%	90	32,203	16.5%	93
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	4,357	4.3%	194	8,651	4.4%	215
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	3,068	3.0%	203	7,263	3.7%	221
Barrios Urbanos (7D)	1,704	1.7%	160	4,041	2.1%	165
Southwestern Families (7F)	332	0.3%	40	781	0.4%	42
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,731	3.6%	162	6,679	3.4%	169
Metro Fusion (11C)	1,846	1.8%	128	4,121	2.1%	162
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	284	0.3%	21	667	0.3%	27
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	28,444	27.8%	153	50,585	25.9%	154
In Style (5B)	1,576	1.5%	69	3,070	1.6%	75
Emerald City (8B)	346	0.3%	24	662	0.3%	28
Front Porches (8E)	3,200	3.1%	198	6,582	3.4%	222
Old and Newcomers (8F)	3,978	3.9%	168	7,489	3.8%	193
Hardscrabble Road (8G)	1,838	1.8%	149	3,557	1.8%	158
Retirement Communities (9E)	11,224	11.0%	908	18,400	9.4%	933
Social Security Set (9F)	276	0.3%	33	395	0.2%	30
Young and Restless (11B)	931	0.9%	52	1,666	0.9%	61
Set to Impress (11D)	3,977	3.9%	281	6,691	3.4%	290
City Commons (11E)	616	0.6%	69	1,122	0.6%	73
Traditional Living (12B)	482	0.5%	25	951	0.5%	27
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	102,404	100.0%		195,675	100.0%	
4. Suburban Periphery	31,441	30.7%	96	58,844	30.1%	92
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	2,713	2.6%	136	5,571	2.8%	146
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	2,021	2.0%	115	4,508	2.3%	125
Comfortable Empty Nesters (5A)	4,095	4.0%	163	8,693	4.4%	181
Parks and Rec (5C)	2,359	2.3%	117	4,488	2.3%	119
Midlife Constants (5E)	4,644	4.5%	184	8,611	4.4%	188
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	6,067	5.9%	759	10,955	5.6%	793
Golden Years (9B)	1,336	1.3%	98	2,384	1.2%	103
The Elders (9C)	8,206	8.0%	1,077	13,634	7.0%	1,168
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	20,311	19.8%	212	38,525	19.7%	218
Middleburg (4C)	2,458	2.4%	83	5,514	2.8%	97
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	537	0.5%	217	1,276	0.7%	207
Senior Escapes (9D)	15,154	14.8%	1,621	27,402	14.0%	1,650
Down the Road (10D)	1,299	1.3%	110	2,768	1.4%	121
Small Town Simplicity (12C)	863	0.8%	46	1,565	0.8%	48
6. Rural	2,674	2.6%	16	5,402	2.8%	16
Green Acres (6A)	420	0.4%	13	996	0.5%	15
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	1,691	1.7%	105	3,467	1.8%	115
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	563	0.5%	54	939	0.5%	51
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri



Time Series Profile

West Bradenton Baptist Church
 1305 43rd St W, Bradenton, Florida, 34209
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 27.48787
 Longitude: -82.60310

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Population												
Total	213,771	214,261	215,555	217,623	219,741	222,719	228,493	233,480	238,801	242,520	224,696	221,230
Change	-	490	1,294	2,068	2,118	2,978	5,774	4,987	5,321	3,719	3,194	2,978
Percent Change	-	0.2%	0.6%	1.0%	1.0%	1.4%	2.6%	2.2%	2.3%	1.6%	1.4%	1.4%
Annual Rate	-	0.2%	0.4%	0.6%	0.7%	0.8%	1.1%	1.3%	1.4%	1.4%	0.9%	0.8%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Households												
Total	90,734	90,809	91,254	92,074	92,925	94,141	96,559	98,653	100,887	102,406	95,044	93,533
Change	-	75	445	820	851	1,216	2,418	2,094	2,234	1,519	1,297	1,216
Percent Change	-	0.1%	0.5%	0.9%	0.9%	1.3%	2.6%	2.2%	2.3%	1.5%	1.4%	1.3%
Annual Rate	-	0.1%	0.3%	0.5%	0.6%	0.7%	1.0%	1.2%	1.3%	1.4%	0.8%	0.7%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	Average	Median
Housing Units												
Total	117,214	117,020	117,324	118,144	119,025	120,350	123,215	125,734	128,507	130,363	121,690	119,688
Change	-	-194	304	820	881	1,325	2,865	2,519	2,773	1,856	1,461	1,325
Percent Change	-	-0.2%	0.3%	0.7%	0.7%	1.1%	2.4%	2.0%	2.2%	1.4%	1.2%	1.1%
Annual Rate	-	-0.2%	0.0%	0.3%	0.4%	0.5%	0.8%	1.0%	1.2%	1.2%	0.6%	0.5%

Data Note: The Esri Vintage 2019 Time Series (2010 thru 2019) represents July 1 annual estimates in 2019 geography. With each annual release, the entire Time Series is revised.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.