



2011 Demographic Data

Clay Market		Duval/Beaches Market		St. Johns Market	
<i>Average Adult Age (18+ Years Old)</i>					
18-39	16%	18-39	15%	18-39	20%
40-65	63%	40-65	58%	40-65	63%
66+	21%	66+	27%	66+	17%
<i>Average Household Income</i>					
Under \$100k	55%	Under \$100k	34%	Under \$100k	66%
\$100k+	45%	\$100k+	66%	\$100k+	34%
<i>Average Home Value</i>					
Under \$200k	37%	Under \$200k	16%	Under \$200k	30%
\$200k-\$400k	60%	\$200k-\$400k	40%	\$200k-\$400k	62%
\$400k+	3%	\$400k+	44%	\$400k+	8%
<i>Year House/Condo Built</i>					
Before 1995	22%	Before 1995	61%	Before 1995	14%
After 1995	78%	After 1995	39%	After 1995	86%
<i>Households with Children (Under 18 Years of Age)</i>					
60%		51%		66%	
<small>Information gathered from Mailer's Haven in 2011. Not all data was available for every household. This is a majority representation of the market as a whole.</small>					