LOCAL ECONOMIC AREA REPORT

Mims, Florida

Presented by

Tammie Watts

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2/8/2019
Criteria Used for Analysis

<table>
<thead>
<tr>
<th>Income:</th>
<th>Age:</th>
<th>Population Stats:</th>
<th>Segmentation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Household Income</td>
<td>Median Age</td>
<td>Total Population</td>
<td>1st Dominant Segment</td>
</tr>
<tr>
<td>$44,608</td>
<td>50.3</td>
<td>7,298</td>
<td>Senior Escapes</td>
</tr>
<tr>
<td>Total dollars:</td>
<td></td>
<td>Total years:</td>
<td></td>
</tr>
<tr>
<td>$44,608 out of $2,960</td>
<td></td>
<td>50.3 out of 7,298.0</td>
<td></td>
</tr>
</tbody>
</table>

Consumer Segmentation

<table>
<thead>
<tr>
<th>Life Mode</th>
<th>Senior Styles</th>
<th>Urbanization</th>
<th>Semirural</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the people like that live in this area?</td>
<td>Senior lifestyles reveal the effects of saving for retirement</td>
<td>Where do people like this usually live?</td>
<td>Small town living, families with affordable homes</td>
</tr>
</tbody>
</table>

Top Tapestry Segments

<table>
<thead>
<tr>
<th>% of Households</th>
<th>% of Brevard County</th>
<th>Lifestyle Group</th>
<th>Urbanization Group</th>
<th>Residence Type</th>
<th>Household Type</th>
<th>Average Household Size</th>
<th>Median Age</th>
<th>Diversity Index</th>
<th>Median Household Income</th>
<th>Median Net Worth</th>
<th>Median Home Value</th>
<th>Homeownership</th>
<th>Average Monthly Rent</th>
<th>Employment</th>
<th>Education</th>
<th>Preferred Activities</th>
<th>Financial</th>
<th>Media</th>
<th>Vehicle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,155 (39.0%)</td>
<td>9,120 (3.9%)</td>
<td>Senior Styles</td>
<td>Semirural</td>
<td>Single Family, Mobile Homes or Seasonal</td>
<td>Married Couples Without Kids</td>
<td>2.19</td>
<td>52.6</td>
<td>42.5</td>
<td>$35,000</td>
<td>$84,000</td>
<td>76.1 %</td>
<td>–</td>
<td>Retired, Services, Professional or Administration</td>
<td>High School Graduate</td>
<td>Take guided tours in the U.S.</td>
<td></td>
<td>Maintain older vehicle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>810 (27.4%)</td>
<td>790 (0.3%)</td>
<td>Rustic Outposts</td>
<td>Rural</td>
<td>Single Family or Mobile Homes</td>
<td>Married Couples</td>
<td>2.47</td>
<td>44.1</td>
<td>28.2</td>
<td>$38,000</td>
<td>$72,000</td>
<td>80.5 %</td>
<td>–</td>
<td>Services, Professional or Administration</td>
<td>High School Graduate</td>
<td>Shop with coupons; buy generic products. Go hunting, fishing.</td>
<td></td>
<td>Own maintain cars, ATVs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>290 (9.8%)</td>
<td>3,936 (1.7%)</td>
<td>Rustic Outposts</td>
<td>Rural</td>
<td>Single Family or Mobile Homes</td>
<td>Married Couples</td>
<td>2.65</td>
<td>39.7</td>
<td>38.6</td>
<td>$44,000</td>
<td>$70,000</td>
<td>78.6 %</td>
<td>–</td>
<td>Services, Professional or Administration</td>
<td>High School Graduate</td>
<td>Go hunting, fishing. Own a pet dog.</td>
<td></td>
<td>Own, maintain truck</td>
<td></td>
<td></td>
</tr>
<tr>
<td>283 (9.6%)</td>
<td>2,653 (1.2%)</td>
<td></td>
<td>Urban Periphery</td>
<td>Single Family</td>
<td>Singles</td>
<td>2.56</td>
<td>36.1</td>
<td>33.3</td>
<td>$22,000</td>
<td>$13,000</td>
<td>46.3 %</td>
<td>–</td>
<td>Services or Professional Administration</td>
<td>High School Graduate</td>
<td>Go hunting, fishing; ride motorcycles. Participate in local activities.</td>
<td></td>
<td>Take public transportation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>231 (7.8%)</td>
<td>7,683 (3.3%)</td>
<td></td>
<td></td>
<td>Single Family</td>
<td>Married Couples</td>
<td>2.38</td>
<td>41.5</td>
<td>29.6</td>
<td>$39,000</td>
<td>$55,000</td>
<td>79.3 %</td>
<td>–</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
About this segment

Senior Escapes

Who We Are

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Forty percent are mobile homes; half are single-family dwellings. About half are in unincorporated and more rural areas. Over a quarter of the population are 65-74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing Bingo, golfing, boating and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

Our Neighborhood

- Neighborhoods include primary and second homes in rural or semi-rural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- One-third of the households are married couples without children; a third are single-person households.
- Half the homes are single family; another 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

Socioeconomic Traits

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

Market Profile

- Stock up on good deals, especially high-fiber, low-calorie, low-fat and sugar-free foods.
- Own 3+ TVs and watch news, sports, CMT, Golf Channel and AMC.
- Belong to veterans' clubs; maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; struggle with computers and the Internet.
- Travel in the U.S. via guided tours but weary of security issues.
- Frequently dine out at Denny's, Golden Corral and Cracker Barrel.

An overview of who makes up this segment across the United States

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The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.
Who We Are

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles and family history.

Our Neighborhood

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.

Socioeconomic Traits

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

An overview of who makes up this segment across the United States

About this segment

Rooted Rural

This is the #2 dominant segment for this area. In this area 27.4% of households fall into this segment, In the United States 2.0% of households fall into this segment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.
About this segment
Southern Satellites

Who We Are
Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood
- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

Socioeconomic Traits
- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile
- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

An overview of who makes up this segment across the United States

About this segment
Southern Satellites

This is the
#3
dominant segment for this area

In this area
9.8%
of households fall into this segment

In the United States
3.1%
of households fall into this segment
Who We Are
Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

Our Neighborhood
- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the U.S. average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

Socioeconomic Traits
- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the U.S. rate.
- Income is less than half of the U.S. median income; one in three households are in poverty, dependent on Social Security, public assistance and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile
- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, Modest Income Homes residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

An overview of who makes up this segment across the United States

About this segment
Modest Income Homes

This is the #4 dominant segment for this area
In this area 9.6% of households fall into this segment
In the United States 1.3% of households fall into this segment

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.
About this segment
Heartland Communities

Who We Are
Well settled and close-knit, Heartland Communities are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

Our Neighborhood
- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the U.S., primarily (but not the majority) married couples.
- More with no children, and a slightly higher proportion of singles that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short.

Socioeconomic Traits
- Retirees in this market depress the average labor force participation rate to less than 60%, but the unemployment rate is comparable to the U.S.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction and agriculture industries.
- These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

Market Profile
- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren’t ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Non-interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting and fishing are popular; walking is the main form of exercise.
- To get around these semi-rural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the U.S. and favor the convenience of packaged deals.

An overview of who makes up this segment across the United States

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2017. Update Frequency: Annually.
# Mims, Florida: Population Comparison

## Total Population

This chart shows the total population in an area, compared with other geographies.

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>7,298</td>
<td>553,805</td>
<td>20,619,313</td>
</tr>
<tr>
<td>2022 (Projected)</td>
<td>7,529</td>
<td>554,801</td>
<td>22,062,354</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>326.0</td>
<td>428.0</td>
<td>351.6</td>
</tr>
<tr>
<td>2022 (Projected)</td>
<td>336.3</td>
<td>459.7</td>
<td>375.2</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

## Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2017, compared with other geographies.

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>3.48%</td>
<td>1.92%</td>
<td>9.67%</td>
</tr>
<tr>
<td>2022 (Projected)</td>
<td>3.17%</td>
<td>4.59%</td>
<td>7.60%</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>6,015</td>
<td>555,155</td>
<td>20,431,225</td>
</tr>
</tbody>
</table>

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually
Daytime Population Density

This chart shows the number of people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually
Mims, Florida: Age Comparison

Median Age
This chart shows the median age in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>50.3</td>
<td>47.0</td>
<td>42.2</td>
</tr>
<tr>
<td>2022</td>
<td>52.2</td>
<td>48.1</td>
<td>42.7</td>
</tr>
</tbody>
</table>

Population by Age
This chart breaks down the population of an area by age group.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>8.1%</td>
<td>7.7%</td>
</tr>
<tr>
<td>Tweens</td>
<td>3.1%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Teens</td>
<td>7.1%</td>
<td>6.9%</td>
</tr>
<tr>
<td>20s</td>
<td>10.1%</td>
<td>9.9%</td>
</tr>
<tr>
<td>30s</td>
<td>8.3%</td>
<td>8.0%</td>
</tr>
<tr>
<td>40s</td>
<td>11.3%</td>
<td>11.0%</td>
</tr>
<tr>
<td>50s</td>
<td>10.6%</td>
<td>10.5%</td>
</tr>
<tr>
<td>60s</td>
<td>16.6%</td>
<td>16.3%</td>
</tr>
<tr>
<td>70s</td>
<td>13.7%</td>
<td>13.5%</td>
</tr>
<tr>
<td>Over 80</td>
<td>5.0%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
# Mims, Florida: Marital Status Comparison

## Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>51.2%</td>
<td>50.4%</td>
<td>47.8%</td>
</tr>
<tr>
<td>Unmarried</td>
<td>48.8%</td>
<td>49.5%</td>
<td>52.2%</td>
</tr>
</tbody>
</table>

## Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>51.2%</td>
<td>50.4%</td>
<td>47.8%</td>
</tr>
</tbody>
</table>

## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never Married</td>
<td>26.1%</td>
<td>26.9%</td>
<td>32.1%</td>
</tr>
</tbody>
</table>

## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Widowed</td>
<td>6.5%</td>
<td>8.3%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2017

Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Divorced</td>
<td>16.3%</td>
<td>14.4%</td>
<td>13.2%</td>
</tr>
</tbody>
</table>
Mims, Florida: Economic Comparison

Average Household Income
This chart shows the average household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>$55,695</td>
<td></td>
</tr>
<tr>
<td>Brevard County</td>
<td>$67,785</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>$72,632</td>
<td>$82,926</td>
</tr>
</tbody>
</table>

Median Household Income
This chart shows the median household income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>$44,688</td>
<td></td>
</tr>
<tr>
<td>Brevard County</td>
<td>$49,178</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>$50,686</td>
<td>$55,217</td>
</tr>
</tbody>
</table>

Per Capita Income
This chart shows per capita income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>$22,779</td>
<td></td>
</tr>
<tr>
<td>Brevard County</td>
<td>$28,853</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>$28,921</td>
<td>$32,815</td>
</tr>
</tbody>
</table>

Average Disposable Income
This chart shows the average disposable income in an area, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2022 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>$46,217</td>
<td></td>
</tr>
<tr>
<td>Brevard County</td>
<td>$54,467</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>$57,384</td>
<td></td>
</tr>
</tbody>
</table>
Unemployment Rate
This chart shows the unemployment trend in an area, compared with other geographies.
Data Source: Bureau of Labor Statistics via 3DL
Update Frequency: Monthly

Employment Count by Industry
This chart shows industries in an area and the number of people employed in each category.
Data Source: Bureau of Labor Statistics via Esri, 2017
Update Frequency: Annually
Mims, Florida: Education Comparison

Less than 9th Grade
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.2%</td>
<td>2.6%</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

Some High School
This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24.5%</td>
<td>23.0%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>

High School GED
This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5.8%</td>
<td>4.5%</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

High School Graduate
This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>31.1%</td>
<td>24.8%</td>
<td>24.8%</td>
</tr>
</tbody>
</table>

Some College
This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>24.5%</td>
<td>23.0%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>
Associate Degree
This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>8.8%</td>
</tr>
<tr>
<td>Brevard County</td>
<td>11.6%</td>
</tr>
<tr>
<td>Florida</td>
<td>9.7%</td>
</tr>
</tbody>
</table>

Bachelor's Degree
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>12.5%</td>
</tr>
<tr>
<td>Brevard County</td>
<td>17.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>18.7%</td>
</tr>
</tbody>
</table>

Grad/Professional Degree
This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.
Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mims</td>
<td>5.4%</td>
</tr>
<tr>
<td>Brevard County</td>
<td>10.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>10.5%</td>
</tr>
</tbody>
</table>
Mims, Florida: Commute Comparison

Average Commute Time
This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Minutes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5</td>
<td>0.7%</td>
</tr>
<tr>
<td>5-10</td>
<td>5.5%</td>
</tr>
<tr>
<td>10-15</td>
<td>6.2%</td>
</tr>
<tr>
<td>15-20</td>
<td>23.6%</td>
</tr>
<tr>
<td>20-25</td>
<td>14.2%</td>
</tr>
<tr>
<td>25-30</td>
<td>5.6%</td>
</tr>
<tr>
<td>30-35</td>
<td>6.9%</td>
</tr>
<tr>
<td>35-40</td>
<td>4.5%</td>
</tr>
<tr>
<td>40-45</td>
<td>5.6%</td>
</tr>
<tr>
<td>45-60</td>
<td>14.3%</td>
</tr>
<tr>
<td>60-90</td>
<td>9.2%</td>
</tr>
<tr>
<td>&gt;90</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

How People Get to Work
This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2017
Update Frequency: Annually

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive Alone</td>
<td>84.5%</td>
</tr>
<tr>
<td>Carpool</td>
<td>12.2%</td>
</tr>
<tr>
<td>Work at Home</td>
<td>3.5%</td>
</tr>
<tr>
<td>Other</td>
<td>2.2%</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>3.6%</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0.3%</td>
</tr>
<tr>
<td>Bus</td>
<td>6.1%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>6.1%</td>
</tr>
</tbody>
</table>
Mims, Florida: Home Value Comparison

Median Estimated Home Value
This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.
Data Source: Valuation calculations based on public records and MLS sources where licensed
Update Frequency: Monthly

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Median Value</td>
<td>$249,856</td>
<td>$231,720</td>
<td>$255,220</td>
</tr>
</tbody>
</table>

12-Month Change in Median Estimated Home Value
This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.
Data Source: Valuation calculations based on public records and MLS sources where licensed
Update Frequency: Monthly

<table>
<thead>
<tr>
<th></th>
<th>Mims</th>
<th>Brevard County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change</td>
<td>+3.7%</td>
<td>+7.1%</td>
<td>+6.2%</td>
</tr>
</tbody>
</table>
Best Retail Businesses: Mims, Florida

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2017
Update Frequency: Annually
About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR’s focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

About RPR’s Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records and RealtyTrac.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR’s public website: http://blog.narpr.com