

Econographics Market Profile - Orlando								
Data #				FL benchmark	Orlando Summary			
					Item	Index	Advantages	Index target
Part 1 - Demographics								
Population Growth								
1	Population Change 2012-2022 %			15.2%	26.7%	176.0	■	↑
Age and Gender								
2	Younger Workers Age group 18-44 (2022)			33.4%	47.8%	143.1	■	↑
3	Mature Workers Age group 45-64 (2022)			25.7%	20.0%	77.8		↑
4	Median age (2022)			41.1	32.4	78.8	■	↓
5	Male/Female ratio (2022)			97.0	103.1	106.3		↓
Racial Diversity								
6	Total non-white/white ratio (2022)			1.27	2.55	200.7	■	↑
Language Competence								
7	% English Only Spoken at home (2022)			69.8%	60.9%	87.2		↑
Households and median income								
8	Avg. Size of Household (2022)			2.52	2.32	92.0		↑
9	Median Household income (2022)			\$69,303	\$65,354	94.3		↑
Educational Attainment								
10	% College Grads (2022)			44.5%	54.8%	123.1	■	↑
Housing								
11	Home Ownership Rate (2022)			67.2%	40.4%	60.1		↑
12	Median home value (2022)			\$354,100	\$389,900	110.1		↓
Cost of Living								
13	Cost of living index (2021)			101.9	93.5	91.8	■	↓
Quality of Life								
14	Crime index (2023)			100.0	167.0	167.0		↓
15	Physicians per 1K population (2022)			21.1	27.2	128.9	■	↑
16	Arts, leisure, tourism & hospitality empl. per 1K pop. (2022)			51.3	81.8	159.4	■	↑
Part 2 - Economics								
Labor Market Status								
17	Labor force participation rate (2022)			59.2%	70.6%	119.2	■	↑
Area Business Patterns								
18	Goods/Service producing industries ratio (2022)			17.4	12.8	73.5		↑
Average Hourly Wages - Goods Producing Industries								
19	Total Goods producing workers hrly wages (2022)			\$24.38	\$30.50	125.1		↓
Average Hourly Wages - Service Producing Industries								
20	Total Service producing workers hrly wages (2022)			\$24.29	\$26.27	108.2		↓
Real Estate - Commercial and Industrial								
21	Avg. Office Rent/sf (2023)			\$33.58	\$26.58	79.1	■	↓
22	Avg. Indus'l Rent/sf (2023)			\$10.96	\$9.63	87.9	■	↓
23	Avg. Commc'l/Industrial Land Price/acre (2023)			\$57,968	\$200,890	346.6		↓
Electric Rates								
24	Commercial electricity rate (cents/kwh) (2023)			11.30	9.77	86.5	■	↓
25	Industrial electricity rate (cents/kwh) (2023)			9.49	9.99	105.3		↓
Part 3 - Market Access								
Market Potential								
26	% of US within 300-mile radius (2023)			7.1%	6.8%	95.8		↑
Retail Sales								
27	Retail sales per capita (2023)			\$10,660	\$10,468	98.2		↑
Worker Mobility								
28	Mean travel time to Work - minutes (2022)			27.9	25.6	91.8		↑
29	Commute outside place of residence (2022)			51.3%	41.1%	80.1		↑
30	Worked from home (2022)			16.4%	17.2%	104.9		↓
31	2 or more vehicles available (2022)			44.1%	46.4%	105.2	■	↑
Airport Access								
32	Travel time to nearest major airport - minutes (2023)			45.0	19.0	42.2	■	↓
Scoring Quartiles	75.1	100.0	4th quartile - Very Competitive	Legend		Total	14	
	50.1	75.0	3rd quartile - Competitive	<i>Meets criteria for Advantage</i>			■	Score
	25.1	50.0	2nd quartile - Somewhat Competitive	<i>Higher index is more favorable</i>			↑	43.8
	0	25.0	2nd quartile - Somewhat Competitive	<i>Lower Index is more favorable</i>			↓	