

Econographics Market Profile - Port St. Lucie								
Data #			FL benchmark	Port St. Lucie Summary			Index target	
				Item	Index	Advantages		
Part 1 - Demographics								
Population Growth								
1	Population Change 2012-2022 %		15.2%	37.4%	246.8	■	↑	
Age and Gender								
2	Younger Workers Age group 18-44 (2022)		33.4%	30.6%	91.6		↑	
3	Mature Workers Age group 45-64 (2022)		25.7%	27.3%	106.2	■	↑	
4	Median age (2022)		41.1	39.6	96.4	■	↓	
5	Male/Female ratio (2022)		97.0	99.7	102.8		↓	
Racial Diversity								
6	Total non-white/white ratio (2022)		1.27	1.08	85.1		↑	
Language Competence								
7	% English Only Spoken at home (2022)		69.8%	72.1%	103.3	■	↑	
Households and median income								
8	Avg. Size of Household (2022)		2.50	2.80	112.1	■	↑	
9	Median Household income (2022)		\$65,081	\$70,613	108.5	■	↑	
Educational Attainment								
10	% College Grads (2022)		44.5%	39.6%	89.0		↑	
Housing								
11	Home Ownership Rate (2022)		67.2%	84.6%	125.9	■	↑	
12	Median home value (2022)		\$354,100	\$364,300	102.9		↓	
Cost of Living								
13	Cost of living index (2021)		101.9	90.4	88.7	■	↓	
Quality of Life								
14	Crime index (2023)		100.0	90.0	90.0	■	↓	
15	Physicians per 1K population (2022)		21.1	17.1	81.0		↑	
16	Arts, leisure, tourism & hospitality empl. per 1K pop. (2022)		51.3	36.0	70.3		↑	
Part 2 - Economics								
Labor Market Status								
17	Labor force participation rate (2022)		59.2%	57.7%	97.5		↑	
Area Business Patterns								
18	Goods/Service producing industries ratio (2022)		17.4	16.0	91.8		↑	
Average Hourly Wages - Goods Producing Industries								
19	Total Goods producing workers hrly wages (2022)		\$24.38	\$26.62	109.2		↓	
Average Hourly Wages - Service Producing Industries								
20	Total Service producing workers hrly wages (2022)		\$24.29	\$23.11	95.1	■	↓	
Real Estate - Commercial and Industrial								
21	Avg. Office Rent/sf (2023)		\$33.58	\$19.40	57.8	■	↓	
22	Avg. Indus'l Rent/sf (2023)		\$10.96	\$12.85	117.3		↓	
23	Avg. Commc'l/Industrial Land Price/acre (2023)		\$59,232	\$145,877	246.3		↓	
Electric Rates								
24	Commercial electricity rate (cents/kwh) (2023)		11.30	11.24	99.5	■	↓	
25	Industrial electricity rate (cents/kwh) (2023)		9.49	8.71	91.8	■	↓	
Part 3 - Market Access								
Market Potential								
26	% of US within 300-mile radius (2023)		7.1%	6.3%	88.0		↑	
Retail Sales								
27	Retail sales per capita (2023)		\$10,660	\$8,561	80.3		↑	
Worker Mobility								
28	Mean travel time to Work - minutes (2022)		29.0	28.5	98.3		↑	
29	Commute outside place of residence (2022)		46.8%	49.4%	105.6	■	↑	
30	Worked from home (2022)		15.1%	13.3%	88.1	■	↓	
31	2 or more vehicles available (2022)		44.0%	47.0%	106.8	■	↑	
Airport Access								
32	Travel time to nearest major airport - minutes (2023)		45.0	48.0	106.7		↓	
Scoring Quartiles	75.1	100.0	4th quartile - Very Competitive		Legend	Total	16	
	50.1	75.0	3rd quartile - Competitive		Meets criteria for Advantage		■	Score
	25.1	50.0	2nd quartile - Somewhat Competitive		Higher index is more favorable		↑	50.0
	0	25.0	1st quartile - Not Competitive		Lower Index is more favorable		↓	