
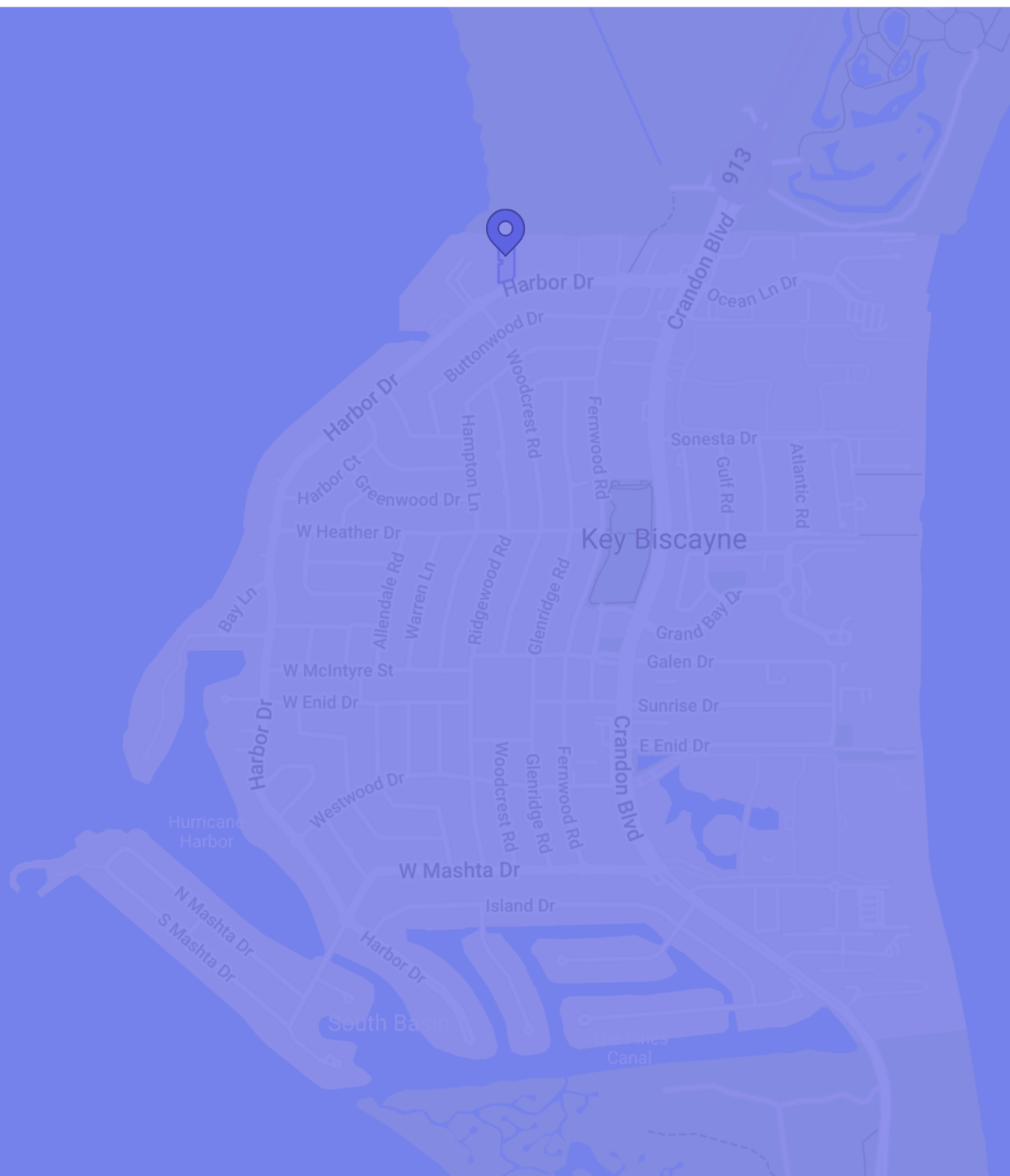


# Visitor Demographics

Apr 6 - Apr 6, 2024

Property:

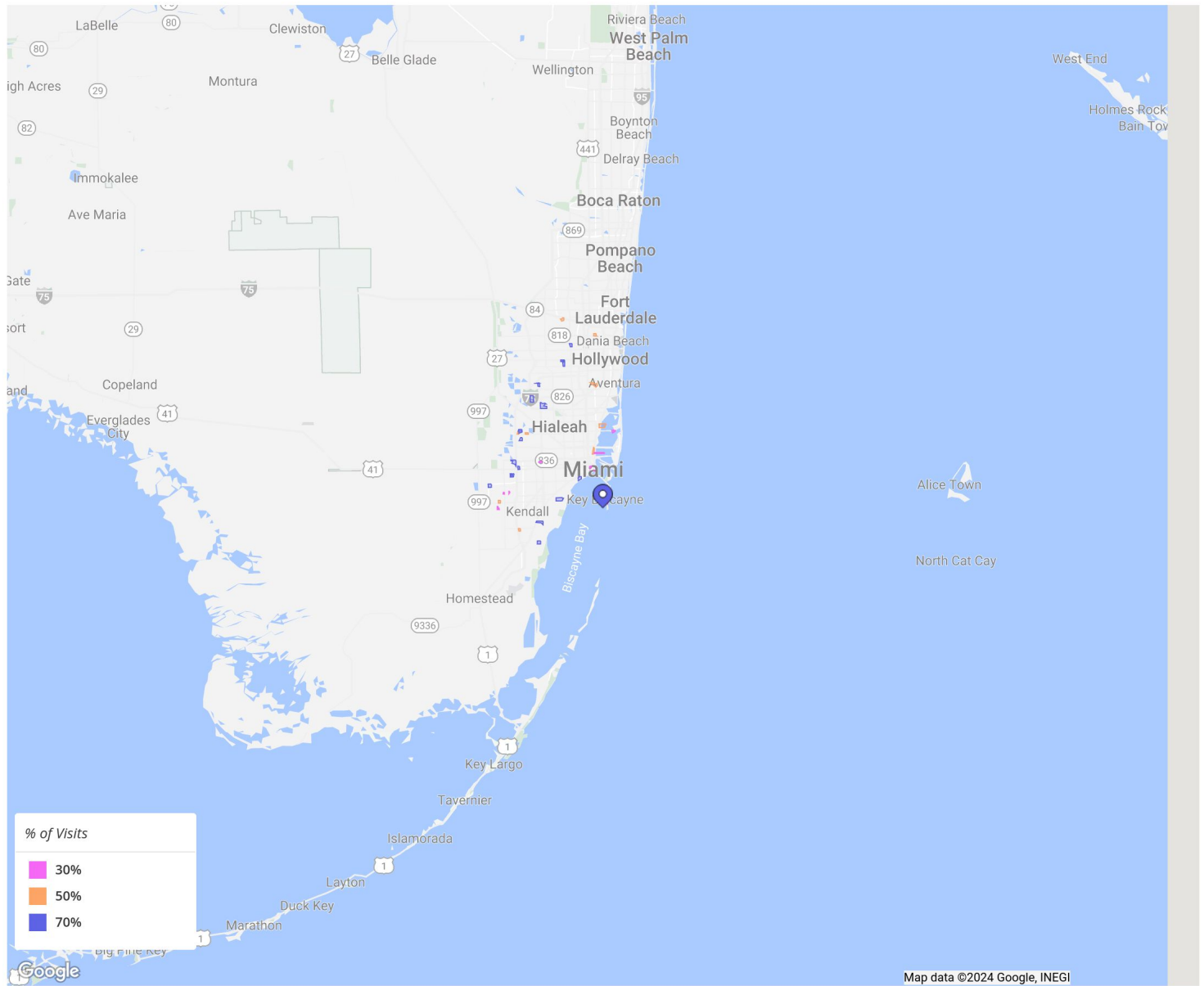
 **Key Biscayne Feria de Sevilla**  
160 Harbor Drive, Key Biscayne, FL 33149



# Visitor Demographics

Apr 6 - Apr 6, 2024

## Key Biscayne Feria de Sevilla / 160 Harbor Drive, Key Biscayne, FL 33149



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Overview

Population	19,339	34,246	62,324
Pop density (per sq mile)	20,916	13,038	9,119
Area (sq mi) - based on Census Block Groups	0.92	2.63	6.83

### Households

Households	7,648	13,267	22,935
Family Households	5,069 (66.3%)	8,805 (66.4%)	16,169 (70.5%)
Non-Family Households	2,579 (33.7%)	4,462 (33.6%)	6,766 (29.5%)
Persons per Household	2.53	2.58	2.72

### Gender

Male	9,523 (49.2%)	16,862 (49.2%)	30,838 (49.5%)
Female	9,816 (50.8%)	17,384 (50.8%)	31,486 (50.5%)

### Age

Median Age	40.88	38.54	40.95
0-4	538 (2.8%)	1,483 (4.3%)	2,725 (4.4%)
5-14	2,691 (13.9%)	4,552 (13.3%)	7,902 (12.7%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
15-17	888	(4.6%)	1,358	(4%)	2,355	(3.8%)
18-21	831	(4.3%)	1,366	(4%)	2,761	(4.4%)
22-24	662	(3.4%)	1,010	(2.9%)	1,850	(3%)
25-29	1,067	(5.5%)	2,110	(6.2%)	3,827	(6.1%)
30-34	1,455	(7.5%)	2,701	(7.9%)	4,333	(7%)
35-39	1,237	(6.4%)	2,873	(8.4%)	4,312	(6.9%)
40-44	1,369	(7.1%)	2,338	(6.8%)	4,627	(7.4%)
45-49	2,162	(11.2%)	3,121	(9.1%)	5,452	(8.7%)
50-54	1,796	(9.3%)	2,755	(8%)	5,057	(8.1%)
55-59	1,153	(6%)	1,949	(5.7%)	4,065	(6.5%)
60-64	845	(4.4%)	1,703	(5%)	3,348	(5.4%)
65-69	983	(5.1%)	1,763	(5.1%)	2,937	(4.7%)
70-74	774	(4%)	1,110	(3.2%)	2,562	(4.1%)
75-79	235	(1.2%)	731	(2.1%)	1,511	(2.4%)
80-84	358	(1.9%)	506	(1.5%)	1,302	(2.1%)
85+	295	(1.5%)	817	(2.4%)	1,398	(2.2%)

### Age - Male

Median Age	38.01		37.72		38.59	
0-4	298	(3.1%)	705	(4.2%)	1,322	(4.3%)
5-14	1,483	(15.6%)	2,502	(14.8%)	4,209	(13.6%)
15-17	431	(4.5%)	639	(3.8%)	1,232	(4%)
18-21	380	(4%)	684	(4.1%)	1,683	(5.5%)
22-24	474	(5%)	610	(3.6%)	1,133	(3.7%)
25-29	509	(5.3%)	944	(5.6%)	1,651	(5.4%)
30-34	802	(8.4%)	1,496	(8.9%)	2,479	(8%)
35-39	511	(5.4%)	1,253	(7.4%)	1,906	(6.2%)
40-44	832	(8.7%)	1,349	(8%)	2,652	(8.6%)
45-49	995	(10.4%)	1,470	(8.7%)	2,417	(7.8%)
50-54	846	(8.9%)	1,395	(8.3%)	2,635	(8.5%)
55-59	651	(6.8%)	1,063	(6.3%)	1,924	(6.2%)
60-64	329	(3.5%)	650	(3.9%)	1,482	(4.8%)
65-69	382	(4%)	788	(4.7%)	1,295	(4.2%)
70-74	257	(2.7%)	445	(2.6%)	1,239	(4%)
75-79	114	(1.2%)	283	(1.7%)	577	(1.9%)
80-84	148	(1.6%)	236	(1.4%)	468	(1.5%)
85+	81	(0.9%)	350	(2.1%)	534	(1.7%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

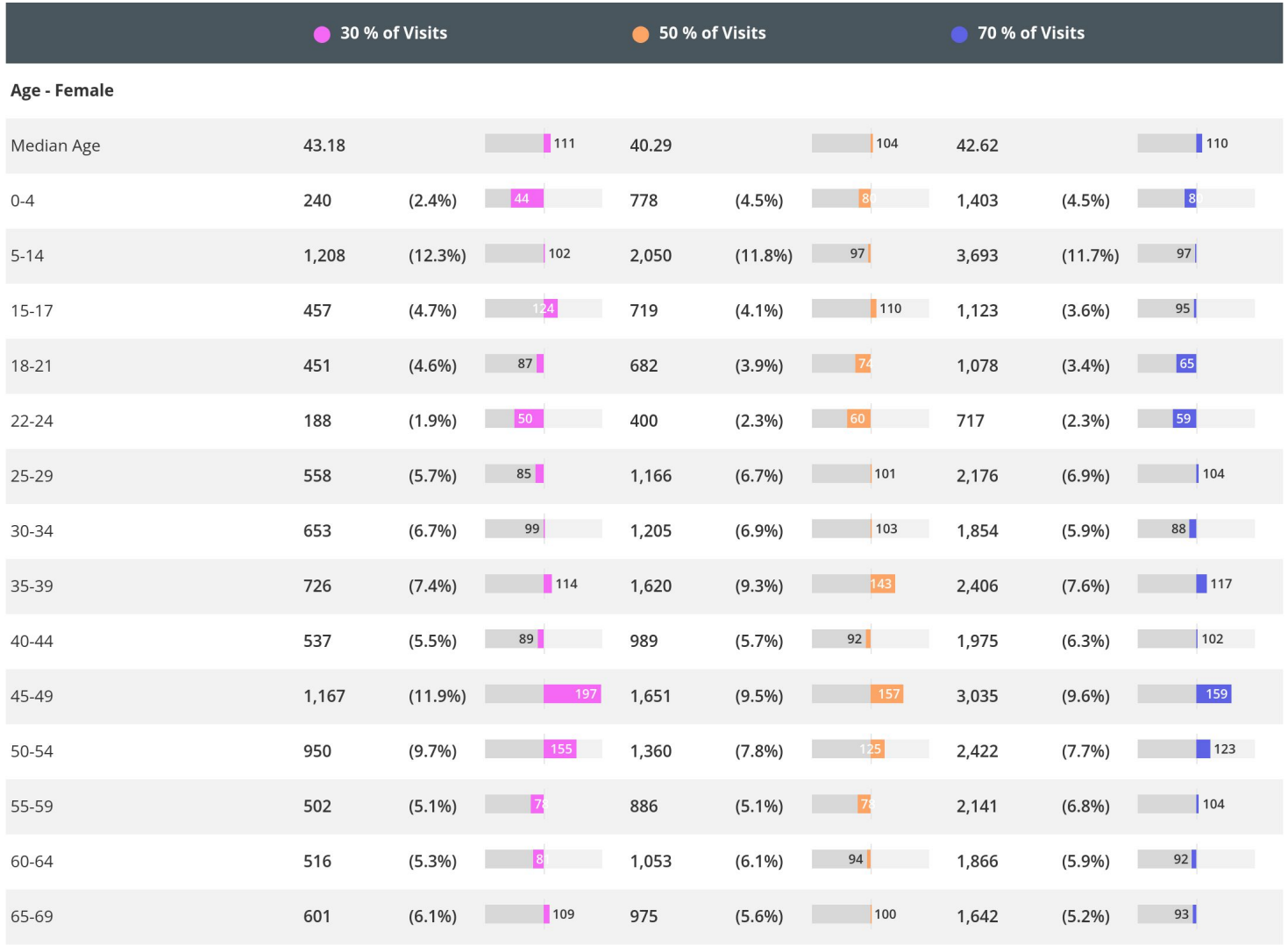
Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits				
70-74	517	(5.3%)	114	665	(3.8%)	83	1,323	(4.2%)	91
75-79	121	(1.2%)	38	448	(2.6%)	8	934	(3%)	92
80-84	210	(2.1%)	99	270	(1.6%)	72	834	(2.6%)	122
85+	214	(2.2%)	87	467	(2.7%)	107	864	(2.7%)	109

### Population by Generation

Gen Alpha	3,229	(16.7%)	92	6,035	(17.6%)	97	10,627	(17.1%)	94
Gen Z	2,381	(12.3%)	92	3,734	(10.9%)	8	6,966	(11.2%)	84
Millennials	3,759	(19.4%)	95	7,684	(22.4%)	110	12,472	(20%)	98
Gen X	5,327	(27.5%)	147	8,214	(24%)	128	15,136	(24.3%)	30
Baby Boomers	3,755	(19.4%)	86	6,525	(19.1%)	84	12,912	(20.7%)	92
Silent & Greatest	888	(4.6%)	68	2,054	(6%)	88	4,211	(6.8%)	100

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Ethnicity

Ethnicity	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
Hispanic or Latino	15,001	(77.6%)	416	23,574	(68.8%)	369	46,261	(74.2%)	398
White	3,172	(16.4%)	28	7,593	(22.2%)	38	11,115	(17.8%)	30
Two or more races	486	(2.5%)	72	864	(2.5%)	72	1,092	(1.8%)	50
Asian	444	(2.3%)	40	1,116	(3.3%)	57	1,956	(3.1%)	55
Black	223	(1.2%)	10	987	(2.9%)	24	1,632	(2.6%)	22
Other	13	(<0.5%)	16	112	(<0.5%)	76	191	(<0.5%)	72
Native Hawaiian and Other Pacific Islander							20	(<0.5%)	19
American Indian and Alaska Native							57	(<0.5%)	17

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Hispanic or Latino

Race	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Two or more races	6,864	(45.8%)	161	157	157
White	6,653	(44.4%)	118	121	126
Other	1,473	(9.8%)	33	33	26
Black	11	(<0.5%)	4	10	9
Native Hawaiian and Other Pacific Islander					
Asian					7 (<0.5%) 4
American Indian and Alaska Native	5	(<0.5%)		1	5 (<0.5%) 1

### Household Income

Income Category	Count	Percentage	30% of Visits	50% of Visits	70% of Visits
Household Average Income	\$164,508.62		155	129	125
Average Income per Person	\$67,027.18		162	132	121
Household Median Income	\$89,781.17		119	110	116
<\$10K	390	(5.1%)	104	105	99
\$10K - \$15K	231	(3%)	80	130	107
\$15K - \$20K	111	(1.5%)	43	59	91
\$20K - \$25K	299	(3.9%)	107	128	108

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits				
\$25K - \$30K	262	(3.4%)	92	403	(3%)	8	829	(3.6%)	97
\$30K - \$35K	206	(2.7%)	73	407	(3.1%)	84	699	(3%)	83
\$35K - \$40K	201	(2.6%)	74	318	(2.4%)	67	512	(2.2%)	63
\$40K - \$45K	177	(2.3%)	65	331	(2.5%)	70	620	(2.7%)	76
\$45K - \$50K	241	(3.2%)	88	266	(2%)	56	609	(2.7%)	74
\$50K - \$60K	319	(4.2%)	60	749	(5.6%)	8	1,268	(5.5%)	8
\$60K - \$75K	671	(8.8%)	96	1,326	(10%)	109	1,747	(7.6%)	83
\$75K - \$100K	1,211	(15.8%)	124	1,962	(14.8%)	116	3,200	(14%)	109
\$100K - \$125K	589	(7.7%)	7	1,048	(7.9%)	8	2,095	(9.1%)	92
\$125K - \$150K	468	(6.1%)	85	1,021	(7.7%)	107	1,748	(7.6%)	106
\$150K - \$200K	443	(5.8%)	66	771	(5.8%)	66	1,979	(8.6%)	98
>\$200K	1,829	(23.9%)	210	2,449	(18.5%)	162	3,976	(17.3%)	152

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Household Size

Household Size	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
1 Person Household	2,114	(27.6%)	98	3,638	(27.4%)	97	5,441	(23.7%)	84
2 Persons Household	2,384	(31.2%)	92	4,239	(32%)	94	6,889	(30%)	89
3 Persons Household	1,618	(21.2%)	137	2,698	(20.3%)	131	5,099	(22.2%)	144
4 Persons Household	911	(11.9%)	93	1,525	(11.5%)	90	3,129	(13.6%)	107
5 Persons Household	420	(5.5%)	92	857	(6.5%)	109	1,866	(8.1%)	137
6 Persons Household	115	(1.5%)	66	216	(1.6%)	72	296	(1.3%)	57
7+ Persons Household	86	(1.1%)	7	94	(0.7%)	49	215	(0.9%)	65

### Education

Education	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
Elementary	1,032	(7.5%)	69	2,321	(9.5%)	88	4,881	(10.9%)	101
High School Graduate	2,286	(16.7%)	63	4,979	(20.3%)	77	9,529	(21.3%)	8
College / Associate Degree	3,042	(22.2%)	74	5,257	(21.5%)	75	9,621	(21.5%)	75
Bachelor Degree	3,595	(26.2%)	125	6,109	(25%)	119	11,434	(25.6%)	122
Advanced Degree	3,774	(27.5%)	205	5,811	(23.7%)	177	9,266	(20.7%)	155

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Labor Force

Employed	10,196	(97.3%)	103	17,648	(97%)	102	32,653	(97%)	102
Unemployed	280	(2.7%)	50	553	(3%)	57	999	(3%)	56

### Marital Status

Married	8,500	(52.8%)	106	15,190	(53.8%)	109	27,771	(53.7%)	108
Never Married	5,165	(32.1%)	94	8,682	(30.8%)	90	15,037	(29.1%)	85
Divorced	1,817	(11.3%)	105	3,226	(11.4%)	107	6,234	(12.1%)	113
Widowed	628	(3.9%)	69	1,113	(3.9%)	70	2,655	(5.1%)	91

### Family Households

Married-couple Family	3,941	(77.7%)	106	6,699	(76.1%)	104	11,953	(73.9%)	101
Female Householder	799	(15.8%)	83	1,501	(17%)	90	3,041	(18.8%)	100
Male Householder	329	(6.5%)	84	605	(6.9%)	89	1,175	(7.3%)	94

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Transport to Work

Mode	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
Drove alone	6,205	(61.5%)	86	11,301	(64.8%)	90	22,606	(69.8%)	97
Worked from home	2,145	(21.3%)	182	3,153	(18.1%)	155	4,674	(14.4%)	123
Carpooled	564	(5.6%)	65	1,277	(7.3%)	86	2,817	(8.7%)	102
Public transportation	443	(4.4%)	116	604	(3.5%)	91	927	(2.9%)	75
Other	304	(3%)	284	399	(2.3%)	216	499	(1.5%)	145
Walked	304	(3%)	124	491	(2.8%)	116	621	(1.9%)	7
Motorcycle	51	(0.5%)	396	51	(<0.5%)	229	51	(<0.5%)	123
Bicycle	46	(<0.5%)	99	46	(<0.5%)	57	79	(<0.5%)	53
Taxicab	29	(<0.5%)	130	131	(0.8%)	338	131	(<0.5%)	182

### Travel Time to Work

Travel Time	Count	Percentage	30% of Visits	Count	Percentage	50% of Visits	Count	Percentage	70% of Visits
Median travel time to work	23		104	26		114	28		126
Less than 10 minutes	733	(9.2%)	74	1,216	(8.5%)	68	1,748	(6.3%)	50
10-15 minutes	702	(8.8%)	67	1,181	(8.3%)	62	2,392	(8.6%)	65
15-20 minutes	1,125	(14.2%)	92	2,057	(14.4%)	94	3,825	(13.8%)	90
20-25 minutes	1,653	(20.8%)	145	2,519	(17.6%)	123	4,393	(15.8%)	110

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
25-30 minutes	637	(8%)	993	(6.9%)	1,801	(6.5%)
30-35 minutes	1,083	(13.6%)	2,509	(17.5%)	5,098	(18.4%)
35-45 minutes	702	(8.8%)	1,316	(9.2%)	2,815	(10.2%)
45-60 minutes	735	(9.2%)	1,260	(8.8%)	2,837	(10.2%)
60 or more minutes	576	(7.2%)	1,249	(8.7%)	2,822	(10.2%)

### Housing Units

Occupied	7,648	(79.1%)	13,267	(83%)	22,935	(87.3%)
Vacant	2,025	(20.9%)	2,708	(17%)	3,334	(12.7%)

### Occupied Housing Units

Renter occupied	4,137	(54.1%)	7,109	(53.6%)	9,734	(42.4%)
Owner occupied	3,511	(45.9%)	6,158	(46.4%)	13,201	(57.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024

## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide



### Vacant Housing Units

For seasonal, recreational or occasional use	1,183	(58.4%)	179	1,358	(50.1%)	154	1,574	(47.2%)	145
For rent	418	(20.6%)	120	617	(22.8%)	132	809	(24.3%)	141
Other	191	(9.4%)	26	415	(15.3%)	42	480	(14.4%)	40
Rented, not occupied	106	(5.2%)	148	106	(3.9%)	111	122	(3.7%)	104
For sale only	73	(3.6%)	59	138	(5.1%)	83	275	(8.2%)	35
Sold, not occupied	54	(2.7%)	66	74	(2.7%)	67	74	(2.2%)	55
For migrant workers									

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

● 30 % of Visits      ● 50 % of Visits      ● 70 % of Visits

### Value of Owner-Occupied Housing Units

Category	Value	Percentage	30% of Visits	Value	Percentage	50% of Visits	Value	Percentage	70% of Visits
Median house value	\$580,733.26		206	\$476,507.18		169	\$470,341.79		167
<\$100K	98	(2.8%)	21	242	(3.9%)	29	436	(3.3%)	25
\$100K - \$200K	124	(3.5%)	18	488	(7.9%)	39	1,035	(7.8%)	39
\$200K - \$300K	383	(10.9%)	55	813	(13.2%)	66	1,460	(11.1%)	56
\$300K - \$400K	669	(19.1%)	136	1,054	(17.1%)	122	2,314	(17.5%)	125
\$400K - \$500K	290	(8.3%)	82	630	(10.2%)	102	1,927	(14.6%)	146
\$500K - \$1000K	866	(24.7%)	145	1,391	(22.6%)	133	4,020	(30.5%)	179
>\$1000K	1,081	(30.8%)	554	1,540	(25%)	450	2,009	(15.2%)	274

### Types of Housing Units Structure

Multi-unit	7,883	(81.5%)	306	11,698	(73.2%)	275	14,337	(54.6%)	205
Single Unit	1,784	(18.4%)	27	4,229	(26.5%)	39	11,884	(45.2%)	67
Mobile home	6	(<0.5%)	1	48	(<0.5%)	5	48	(<0.5%)	3

Boat, RV, van, etc.

### Health Insurance

Employer based health insurance only	8,992	(46.5%)	100	15,543	(45.4%)	98	27,239	(43.7%)	94
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Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)



# Visitor Demographics

Apr 6 - Apr 6, 2024



## Key Biscayne Feria de Sevilla

160 Harbor Drive, Key Biscayne, FL 33149

Benchmark: Nationwide

	30 % of Visits		50 % of Visits		70 % of Visits	
Direct purchase health insurance only	4,300	(22.2%)	7,262	(21.2%)	13,101	(21%)
No health insurance coverage	1,709	(8.8%)	3,543	(10.4%)	6,057	(9.7%)
Medicare coverage only	1,176	(6.1%)	2,120	(6.2%)	4,838	(7.8%)
Medicaid/means-tested public coverage only	1,039	(5.4%)	1,910	(5.6%)	4,134	(6.6%)
Other coverage combinations	601	(3.1%)	901	(2.6%)	1,686	(2.7%)
Medicare and medicaid/means-tested public coverage	502	(2.6%)	1,445	(4.2%)	2,577	(4.1%)
Employer based and direct purchase coverage	418	(2.2%)	535	(1.6%)	992	(1.6%)
With direct purchase and medicare coverage	341	(1.8%)	377	(1.1%)	652	(1%)
Employer based and medicare coverage	240	(1.2%)	374	(1.1%)	668	(1.1%)
VA Health Care only	16	(<0.5%)	54	(<0.5%)	66	(<0.5%)
TRICARE/military health coverage only	3	(<0.5%)	64	(<0.5%)	163	(<0.5%)
Other public only combinations	2	(<0.5%)	32	(<0.5%)	58	(<0.5%)
Other private only combinations			47	(<0.5%)	54	(<0.5%)

### SNAP Households

Non-snap Households	6,810	(89%)	11,773	(88.7%)	20,300	(88.5%)
Snap Households	838	(11%)	1,494	(11.3%)	2,635	(11.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

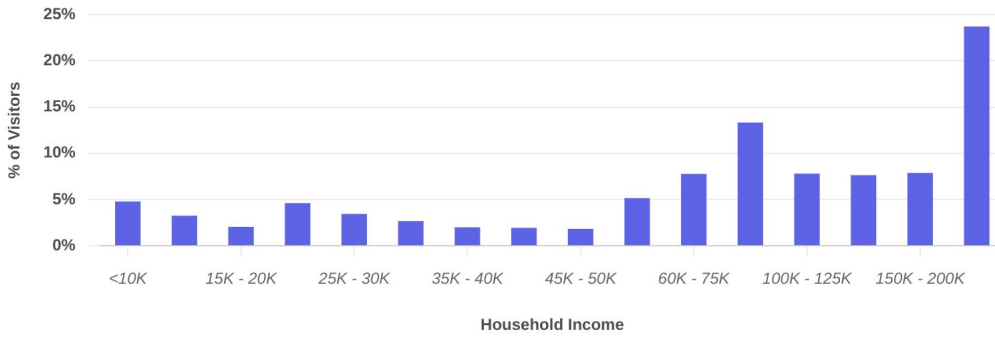


# Visitor Demographics

Apr 6 - Apr 6, 2024

## Household Income

**Key Biscayne Feria de Sevilla**  
160 Harbor Drive, Key Biscayne, FL 33149



Average Income	155K
Median Income	94K

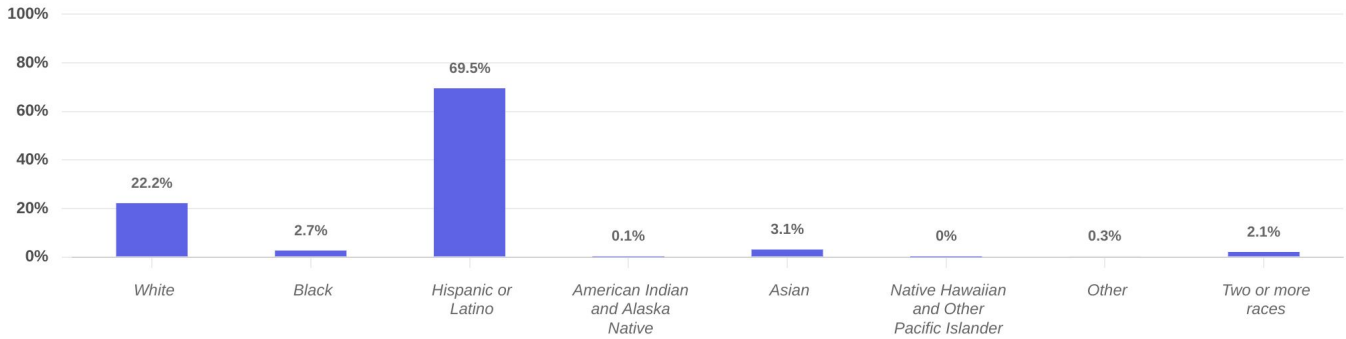
\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Apr 6th, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ethnicity

**Key Biscayne Feria de Sevilla**  
160 Harbor Drive, Key Biscayne, FL 33149



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Apr 6th, 2024  
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