

Retail Profile: Titusville (North Brevard) **Trade Area**

Max Brewer Bridge, over the Indian River Lagoon in Titusville

Key Market Statistics

- Population: **145,253**
- Average Household Income: **\$61,110**
- Average Family Income: **\$70,489**
- Median Household Income: **\$47,762**
- No. of Households by Income: **58,788**
- Median Age: **45.3**
- Median Home Value Range:
\$175,000 to \$199,999

What To Know

- **THE SPACE COAST IS DEFINITELY NOT "DEAD"**

NASA's Kennedy Space Center remains one of the area's largest employers, with over 8,300 working an active launch schedule in 2013. Additional aerospace employment is being realized in a growing commercial space industry sector and thru military work at nearby Patrick Air Force Base.

- **A \$200 MILLION TRADE GAP; DEMAND EXCEEDS SUPPLY**

According to a 2013 ESRI Retail Marketplace Profile generated for a 10-mile radius around downtown Titusville, retail demand exceeded supply in sectors such as apparel, restaurants, and electronics.

- **LARGE TRAFFIC COUNTS**

24,170 cars daily on U.S. Highway 1 at the recently announced Miracle City Towne Centre project site.

This profile was produced by the North Brevard Economic Development Zone (NBEDZ), a special dependent district created in 2011 with the goal of facilitating job growth and commercial development in the northern part of Brevard County. [Refer to the NBEDZ website (www.NBEDZ.com) for a detailed boundary map and a list of services and business assistance.] Data for this profile was taken from a Research 360 report generated by the Economic Development Commission of Florida's Space Coast. That report used demographic information from Applied Geographic Solutions.

