

ONE OF AMERICA'S HOTTEST MARKETS

- One out of six Sarasota residents has a net worth of \$1 million or more.
- *Inc.* magazine's third-best medium-sized city for doing business.
- Ranked fourth among its "15 Best Places to Live the Good Life" by AARP.
- Chosen 37th "Best Place for Business and Careers" out of 200 metro areas nationwide by *Forbes*.
- *Expansion Management* chose the Sarasota/Bradenton area as the only community in Florida worthy of its "Five Star Community" ranking, scoring high for its "Quality of Life Quotient."
- Sixth best market in the country for the creation of start-up businesses (SalesGenie.com, a service of InfoUSA).
- The only school district given a "Gold Medal" ranking by *Expansion Management*—among the top 17 percent in the nation.
- BestJobsUSA.com named Sarasota the "number one place to live and work."
- Sarasota was ranked No. 4 on the Natural Resources Defense Councils' top "Small Cities" list.



POPULATION TRENDS

- 372,057 population (Sarasota County)
- 687,823 population (Sarasota and Manatee counties)

Source: U.S. Census Bureau

PURCHASING POWER

- Approximately 30,000 Sarasota area households earn more than \$150,000—11% of the market
- Among Florida's highest in per capita income and per capita retail sales
- Fourth-highest per capita attendance at cultural events in the U.S.

Sourcebook of Zip Code Demographics

