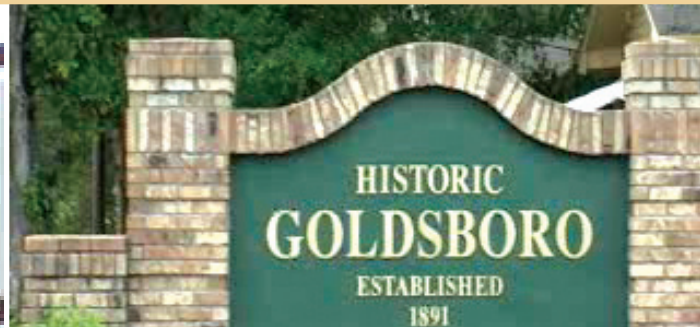


FRONT PORCH FLORIDA

Offering more than you know



GOLDSBORO



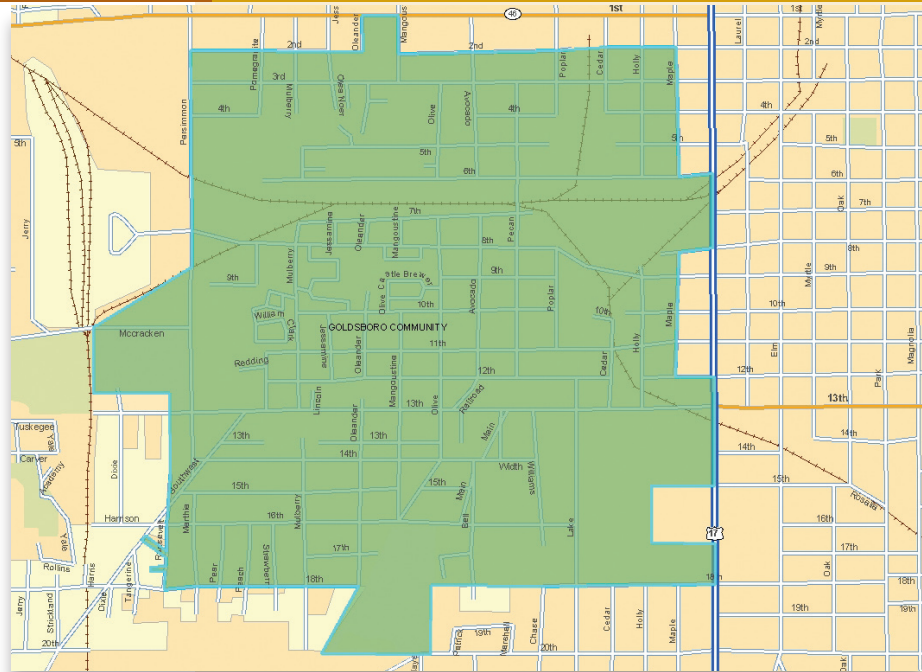


TABLE OF CONTENTS

- 3-4 Community Summary
Overview of Persons, Households, Population, Labor, Income, Poverty, Educational Attainment and Industry
- 5-9 Socioeconomic Profile
Community, City & County Comparisons
- 10-19 Front Porch Community Statistics
Features Dataset Graphs

SOURCES

Geographic Boundary Map-Florida Department of Community Affairs-Division of Emergency Management
Arc-GIS® 9 by ArcView®- Environmental Systems Research Institute (ESRI) Data, Maps & StreetMap
PCensus Database for ArcView®, version 8.50 (U.S.)
 2000 Census Florida Summary File 1 & 3, U.S. Census Bureau

HISTORY OF THE FRONT PORCH INITIATIVE

The Front Porch Florida Initiative (FPF) was established in 1999 to promote community revitalization by empowering local community members through technical assistance, training and by developing skills necessary to identify and acquire resources for revitalization purposes.¹ The Office of Urban Opportunity (OUO) was formed to simplify administration; to create strategic alliances and networks of community collaboration; to develop and forge better relationships between Front Porch communities and other public and private sector entities.

Since inception, twenty Front Porch community designations have been established across the State of Florida. The communities are located in Bartow, Bradenton, Daytona Beach, Ft.Lauderdale, Gainesville, Gifford (Indian River County), Immokalee, Jacksonville, Miami, Ocala, Opa-Locka, Orlando, Pensacola, Sanford, Sarasota, St. Petersburg, Sylvania Heights (Okaloosa County), Tallahassee, Tampa, and West Palm Beach. These communities comprise some of the state’s most economically distressed urban and rural areas consisting of mostly African American residents. Front Porch Florida takes up this challenge to revitalize underserved communities that are dedicated to positive cooperation and communication to make their community a better place to live, work, and raise a family.

PERSONS

Goldsboro is a predominately **Black** community (**75%**), followed by **Whites** (**22%**) and **Hispanics** (**4%**). Sanford City however, is predominately **White** (**60%**), **Black** (**32%**) and **Hispanic** (**10%**); Seminole County is made up of **Whites** (**82%**), **Hispanics** (**11%**) and **Blacks** (**9%**). Additionally, the **average age** for the Goldsboro community is slightly younger (**31 years**) than the city (**34 years**) and even more so than the county (**36 years**). Finally, the **unemployment rate** for Goldsboro is significantly higher at **13.7%** compared to the city's and county's level of **5.8%** and **3.7%** respectively.

HOUSEHOLDS

Both **average household** (**\$27,166**) and **family income** (**\$29,932**) are considerably less than Sanford City (**\$39,374** and **\$43,684** respectively); the difference is even greater at the county level (**\$63,724** and **\$72,271** respectively). Goldsboro household owners **receive public assistance** (**10.4%**) at a much higher rate than the city (**4.8%**) and county (**1.9%**).

The community has a slightly lower (**89%**) level than does the city (**91%**) and county (**95%**) of **occupied housing units** and conversely, has a higher **vacancy rate** (**11%**), compared to the city (**9%**) and county (**5%**). Of the Goldsboro occupied units, **54%** are **rented** and **35%** **owned**; the same ratio for the city is **40% rented** and **51% owned**; the county, **29% owned** and **66% rented**. Furthermore, the **median owned home value** for the community is noticeably lower at **\$57,498** when compared to the city's and county's figure of **\$75,352** and **\$119,852** respectively.

A higher percentage (**34%**) of Goldsboro homeowners are **paying more than 30% of income on home costs**; the same figure for the city is **26%**, and **22%** for the county. There is a higher percentage of those **paying more than 30% of their income on rent** in Goldsboro (**46%**) when compared the city of Sanford (**43%**) and Seminole County (**38%**).

POPULATION

The Goldsboro population is slightly younger than the city's population and even more so when compared to the county. The community has a significantly greater percentage of the population in every age category **under 24 years of age**. Conversely, the city and county have higher percentages of the population in most of the categories **older than 25 years of age**.

LABOR

Goldsboro community members use vehicles as mode of **transportation to work** less (**86%**) than the city and county population (both **93%**). Of those in the community who do use a vehicle, **23% carpooled** compared to **18%** in the city and **10%** in the county. **Public transportation** is used by **3%** of the Goldsboro population and **1%** for both Sanford and Seminole County. Finally, **25%** of the community has **no access to a vehicle**; the same figure for the city is **9%**, and **3%** for the county.

INCOME

The Goldsboro population has a considerably higher percentage (**75%**) of **households earning less than \$35,000**, when compared to the city (**55%**) and county (**33%**). Conversely, the community's "middle class" (**\$35,000 – \$74,999**) is slightly less (**19%**) than that of city (**34%**) and county (**39%**) levels. The community's **median household income (\$21,456)** is considerably less than both the city's (**\$31,590**) county's (**\$49,419**).

Median Household Income for Goldsboro's **White** households (**\$30,517**) earn noticeably lower than the city (**\$35,067**) and county (**\$51,862**) White households. Community **Black** household income (**\$19,616**) comparisons reveal a similar gap between city (**\$23,286**) and county (**\$32,019**) levels. **Hispanic** households in the community (**\$15,429**) earn considerably less than both city (**\$30,871**) and county (**\$39,608**) Hispanic households.

Per capita income for Goldsboro's **White** population (**\$12,262**) is lower than both city (**\$18,428**) and county (**\$26,277**) levels. The **Black** community population (**\$9,369**) earns less than the city's (**\$10,077**) and county's (**\$15,064**) Black population. Finally, **Hispanics** in the community (**\$4,900**) earn considerably less than both city (**\$11,426**) and county (**\$16,764**) Hispanics.

POVERTY

The Goldsboro community has a substantially higher **percent of population below the poverty level (37%)** than the city (**18%**) and county (**7%**). There is a considerably higher percentage of community **Whites (24%)** below the poverty level in comparison to the city (**11%**) and county (**6%**). The same trend holds true for community **Blacks (40%)** when compared to city (**29%**) and county

(**20%**) Blacks. Similarly, there is a higher percentage of community **Hispanics (34%)** below the poverty level in comparison to city (**17%**) and county (**12%**) levels. Finally, community **families with children under 18 below the poverty line** are equal with (**3%**) city levels, but higher than the county's figure (**1%**).

EDUCATIONAL ATTAINMENT

In general, residents of Goldsboro are not attaining the same higher levels of education as in the city and to an even greater degree when compared to the county. Goldsboro has a significantly higher percentage of every category under, and including **High school graduate**, making up **73%** of the population (compared to **56%** for the city and **35%** for the county). Conversely, Sanford City and Seminole County have much higher percentages of the population including, and above the level **some college, no degree (44%** and **64%** respectively); Goldsboro's figure for these categories is **27%**. Finally, the community does have a higher percentage of **high school graduates (34%)** than does the city (**32%**) and the county (**24%**).

INDUSTRY

A breakdown of **industry employment** reveals Goldsboro is generally in sync with the city's and county's industry make-up. Goldsboro employs a slightly larger amount of **Manufacturing** and **Educational Services** activities compared to the city and county. The community lacks in **Finance, Insurance, Real Estate** and **Rental and Leasing** opportunities, particularly when compared to the county level.

Persons	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Total Population	4,016	% base	37,597	% base	365,196	% base
Male	1,946	48%	18,798	50%	178,738	49%
Female	2,070	52%	18,799	50%	186,458	51%
Race and Ethnicity						
White	869	22%	22,497	60%	301,008	82%
Black or African American	2,994	75%	11,959	32%	34,106	9%
Hispanic or Latino (any race)	161	4%	3,711	10%	40,656	11%
Average Age	31.4		34.3		36.1	
Population 16 yrs and over By Employment Status	2,771	% base	28,481	% base	283,100	% base
Employed	1,333	48%	16,923	59%	190,973	67%
Unemployed	212	8%	1,050	4%	7,293	3%
Civilian participation rate	55.80%		63.20%		70.10%	
Unemployment rate	13.70%		5.80%		3.70%	

Households	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Average Income						
Household	\$27,166		\$39,374		\$63,724	
Family	\$29,932		\$43,684		\$72,271	
Total Households	1,271		13,974		139,631	
With public assistance income	132	10.40%	670	4.80%	2,608	1.90%
Total Housing Units	1,446	% base	15,481	% base	147,079	% base
Vacant	157	11%	1,385	9%	7,507	5%
Occupied	1,289	89%	14,096	91%	139,572	95%
Owner occupied	501	35%	7,847	51%	96,956	66%
Renter occupied	788	54%	6,249	40%	42,616	29%
Owner occupied units	501	% base	7,847	% base	96,956	% base
Average owned home value	\$68,670		\$81,389		\$146,533	

Median value of owned homes	\$57,498		\$75,352		\$119,852	
Percentage of owners paying more than 30% of income on home costs	34.00%		26.20%		22.40%	
Renter occupied units	788		6,249		42,616	
Average monthly gross rent	\$465		\$584		\$766	
Percentage of renters paying more than 30% of income on rent	46.30%		43.30%		38.10%	

Population	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Population by Age	4,016	% base	37,597	% base	365,196	% base
Under 5 years	415	10%	2,890	8%	23,247	6%
5 to 9 years	361	9%	2,889	8%	26,522	7%
10 to 14 years	406	10%	2,831	8%	27,172	7%
15 to 19 years	299	7%	2,351	6%	23,952	7%
20 to 24 years	391	10%	2,955	8%	21,087	6%
25 to 34 years	524	13%	6,124	16%	52,367	14%
35 to 44 years	575	14%	6,413	17%	66,618	18%
45 to 54 years	366	9%	4,459	12%	54,171	15%
55 to 59 years	124	3%	1,624	4%	18,381	5%
60 to 64 years	145	4%	1,121	3%	13,154	4%
65 to 74 years	233	6%	1,948	5%	21,053	6%
75 to 84 years	130	3%	1,557	4%	13,471	4%
85 years and over	46	1%	435	1%	4,001	1%

Labor	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Workers 16 years or older by Transportation to Work	1,287	% base	16,612	% base	187,594	% base
Car, truck, or van	1,112	86%	15,475	93%	174,772	93%
Drove alone	821	64%	12,563	76%	155,868	83%
Carpooled	291	23%	2,912	18%	18,904	10%
Public transportation	39	3%	199	1%	1,227	1%
Bicycle, walked, other means	120	9%	535	3%	3,875	2%
Household with no Access to a Vehicle	318	25%	1,561	9%	6,253	3%

Average travel time to work	23.5		25.7		27	
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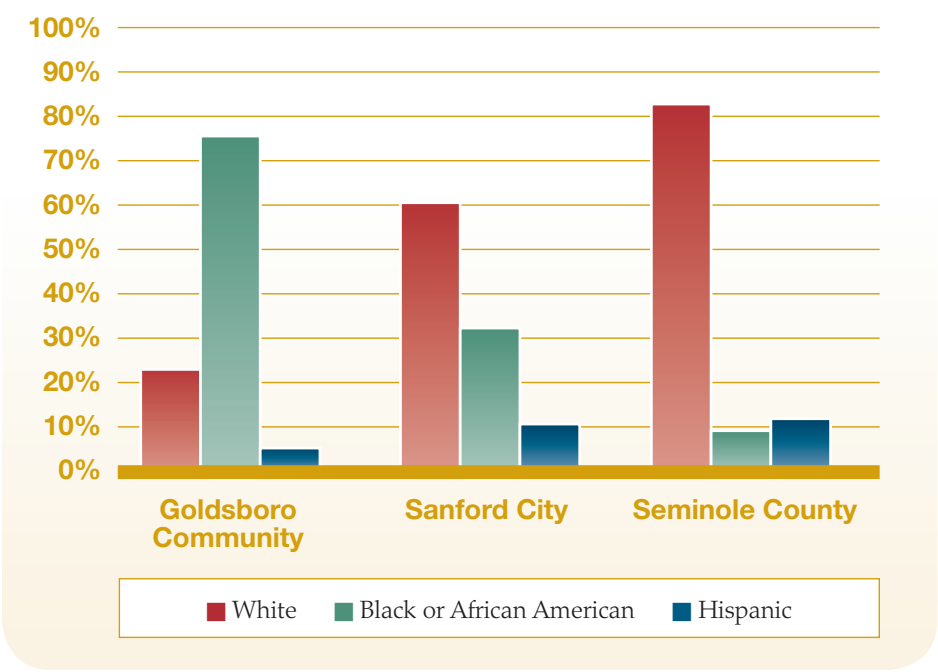
1999 Income	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Households by 1999 Income Level	1,271	% base	13,974	% base	139,631	% base
Less than \$20,000	591	46%	4,106	29%	20,325	15%
\$20,000 to \$34,999	372	29%	3,638	26%	24,806	18%
\$35,000 to \$49,999	145	11%	2,442	17%	25,617	18%
\$50,000 to \$74,999	98	8%	2,322	17%	29,545	21%
\$75,000 to \$99,999	25	2%	793	6%	17,175	12%
\$100,000 to \$149,999	36	3%	509	4%	14,292	10%
\$150,000 or more	4	0%	164	1%	7,871	6%
Average household income	\$27,166		\$39,374		\$63,724	
Median household income	\$21,456		\$31,590		\$49,419	
Median Household Income by Race of Householder						
White	\$30,517		\$35,067		\$51,862	
Black or African American	\$19,616		\$23,286		\$32,019	
Hispanic or Latino (any race)	\$15,429		\$30,871		\$39,608	
Per Capita Income by Race						
White	\$12,262		\$18,428		\$26,277	
Black or African American	\$9,369		\$10,077		\$15,064	
Hispanic or Latino (any race)	\$4,900		\$11,426		\$16,764	
Average family income	\$29,932		\$43,684		\$72,271	

Poverty	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Percent of group below the poverty level						
Total persons	37%		18%		7%	
By Age						
Under 5 years	14%		12%		9%	
5 years	3%		2%		2%	
6 to 11 years	16%		13%		10%	
12 to 17 years	12%		11%		10%	
18 to 64 years	46%		54%		60%	
65 to 74 years	6%		4%		4%	
75 years and over	3%		4%		5%	
By Race						
White	24%		11%		6%	
Black or African American	40%		29%		20%	
Hispanic or Latino (any race)	34%		17%		12%	
Total Families	888	% base	8,990	% base	97,889	% base
Below the poverty level:						
With related children under 18 years	24	3%	230	3%	1,221	1%

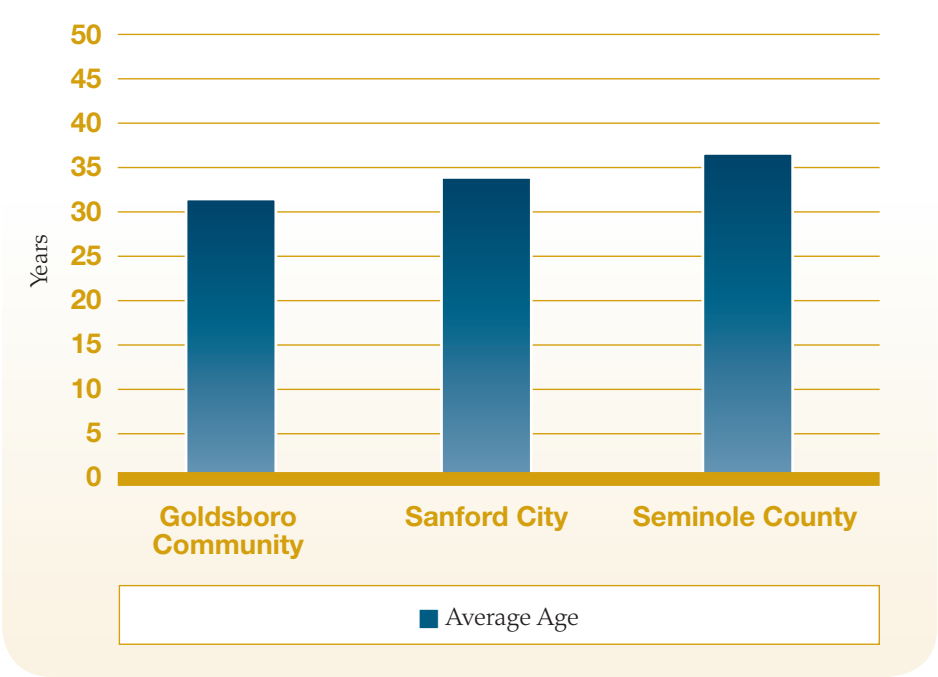
Educational Attainment	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Population 25 years or older	2,143	% base	23,681	% base	243,216	% base
Less than 9th grade	310	14%	1,693	7%	8,186	3%
9th to 12th grade/no diploma	533	25%	3,911	17%	19,337	8%
High school graduate	729	34%	7,490	32%	59,280	24%
Some college, no degree	365	17%	5,554	23%	58,908	24%
Associate degree	61	3%	1,717	7%	22,014	9%
Bachelor's degree	109	5%	2,324	10%	51,235	21%
Graduate/professional degree	36	2%	992	4%	24,256	10%

Industry	Goldsboro Community		Sanford City		Seminole County	
		%		%		%
Employed Population 16 years or older by Industry	1,333	% base	16,923	% base	190,973	% base
Agriculture, forestry, fishing and hunting	10	1%	64	0%	584	0%
Mining	0	0%	21	0%	37	0%
Construction	109	8%	1,577	9%	15,439	8%
Manufacturing	183	14%	1,794	11%	15,131	8%
Wholesale trade	36	3%	694	4%	8,255	4%
Retail trade	149	11%	2,297	14%	26,089	14%
Transportation and warehousing	71	5%	786	5%	7,030	4%
Utilities	33	2%	200	1%	1,382	1%
Information	23	2%	624	4%	8,357	4%
Finance, insurance, real estate and rental and leasing	83	6%	1,230	7%	18,231	10%
Professional and related services	89	7%	1,474	9%	25,213	13%
Educational services	134	10%	1,578	9%	14,673	8%
Health care and social assistance	116	9%	1,393	8%	18,280	10%
Arts, entertainment, and recreation	16	1%	253	1%	4,969	3%
Accommodation and food services	124	9%	1,331	8%	11,893	6%
Other services	99	7%	806	5%	8,218	4%
Public administration	57	4%	801	5%	7,192	4%
Top 3 Employers by Industry	Manufacturing Retail trade Educational services		Retail trade Manufacturing Educational services		Retail trade Professional and related services Health care and social assistance	

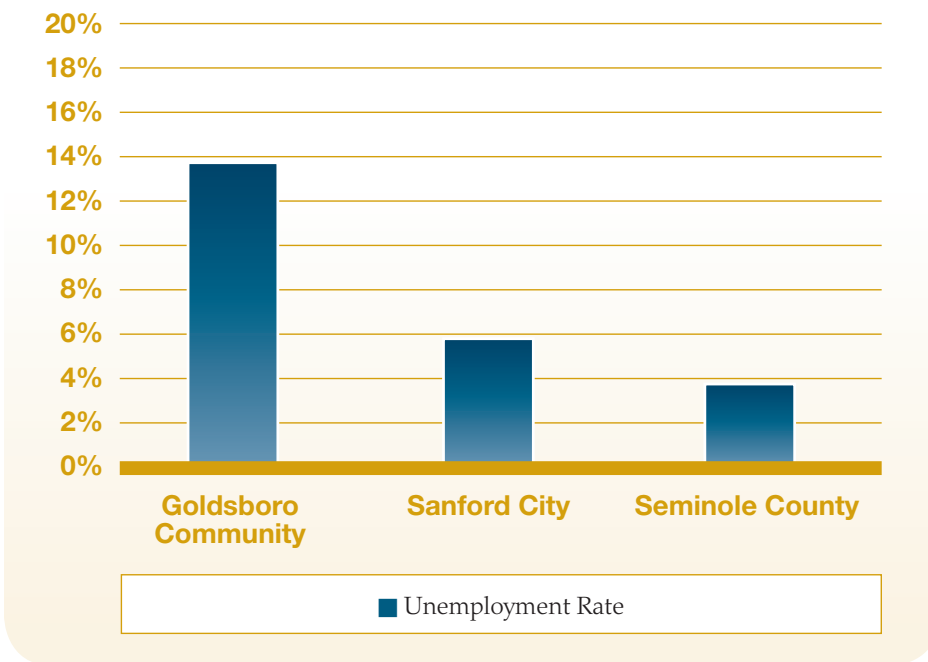
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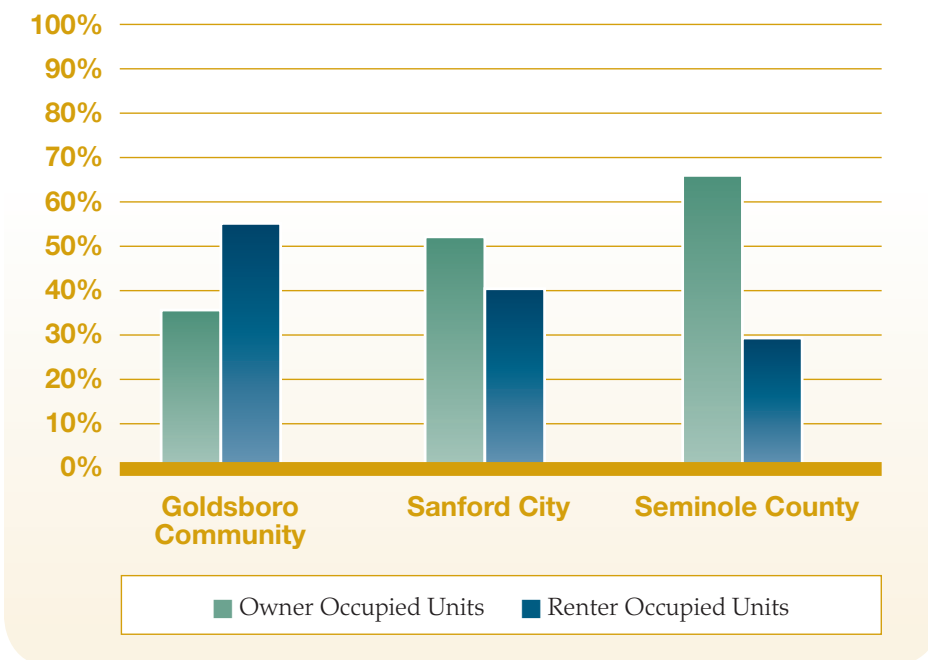
[AVERAGE AGE]



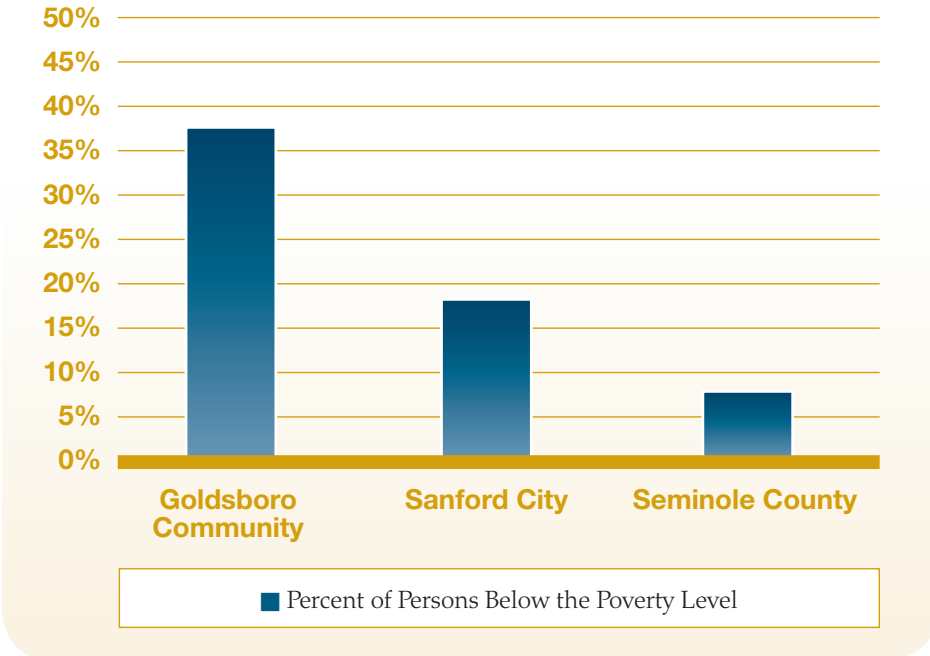
[UNEMPLOYMENT RATE]



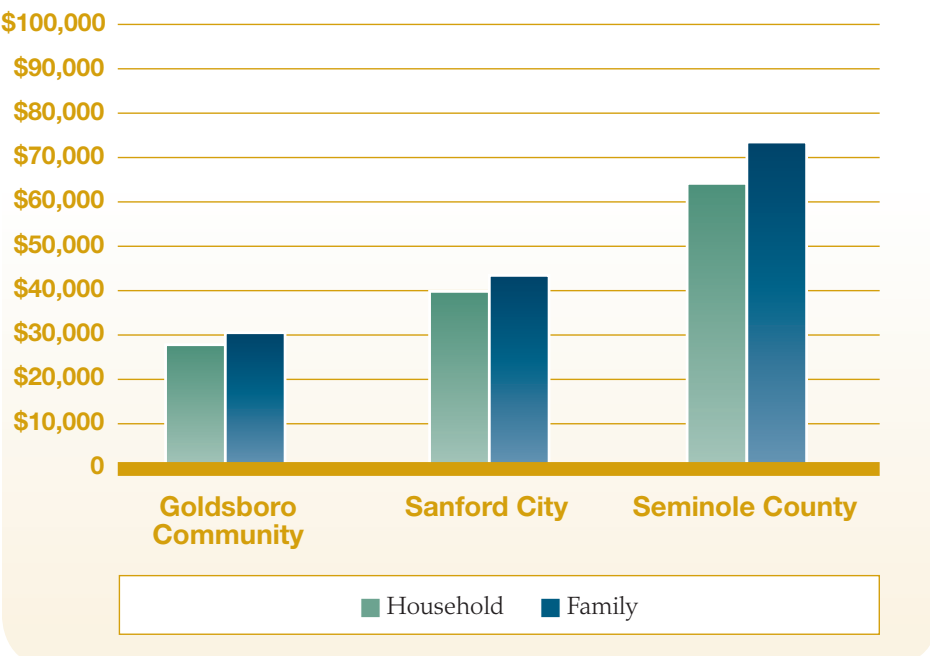
[OWNER & RENTER OCCUPIED UNITS]



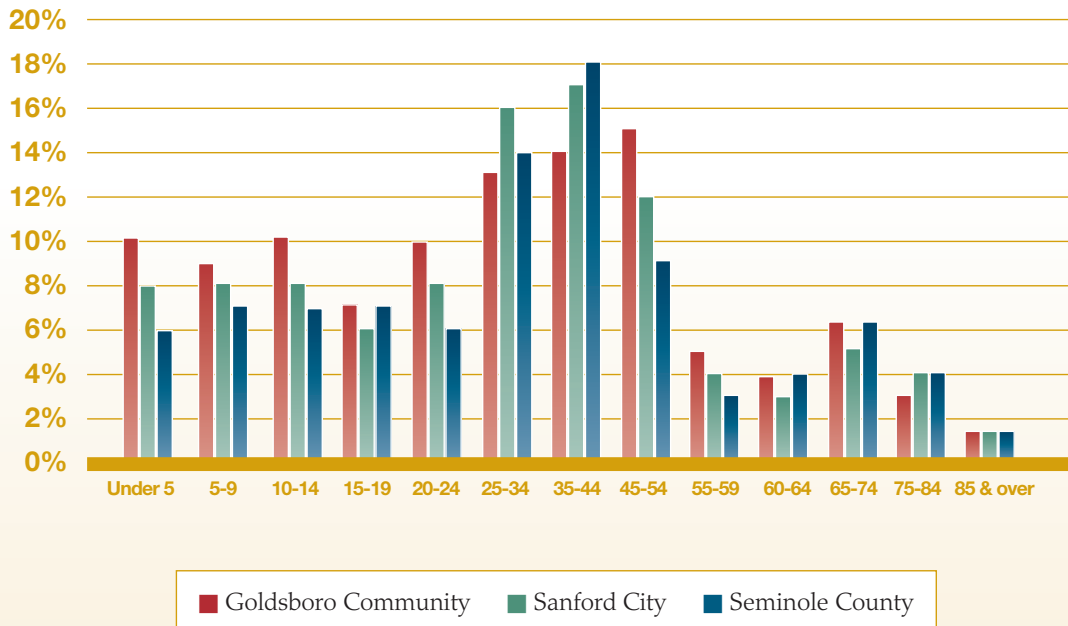
[POVERTY LEVEL]



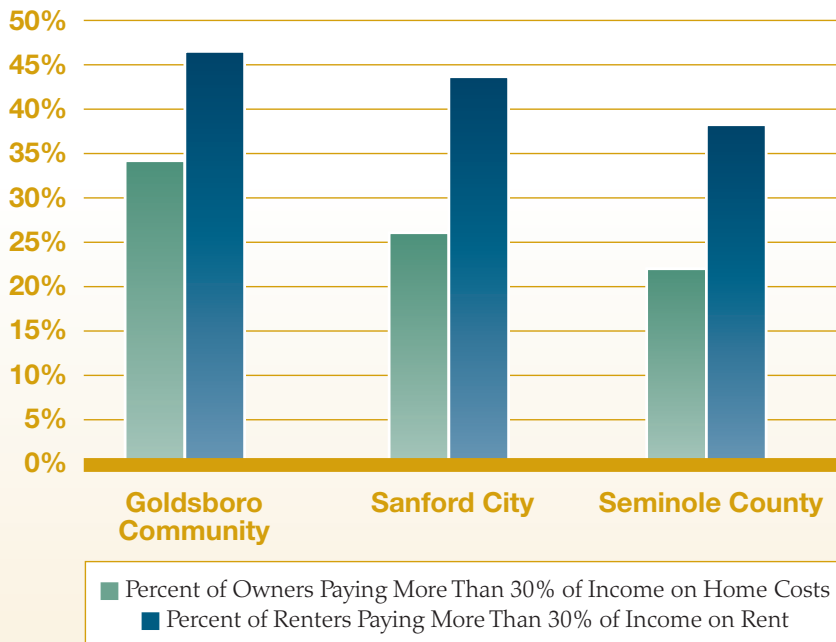
[AVERAGE INCOME LEVELS]



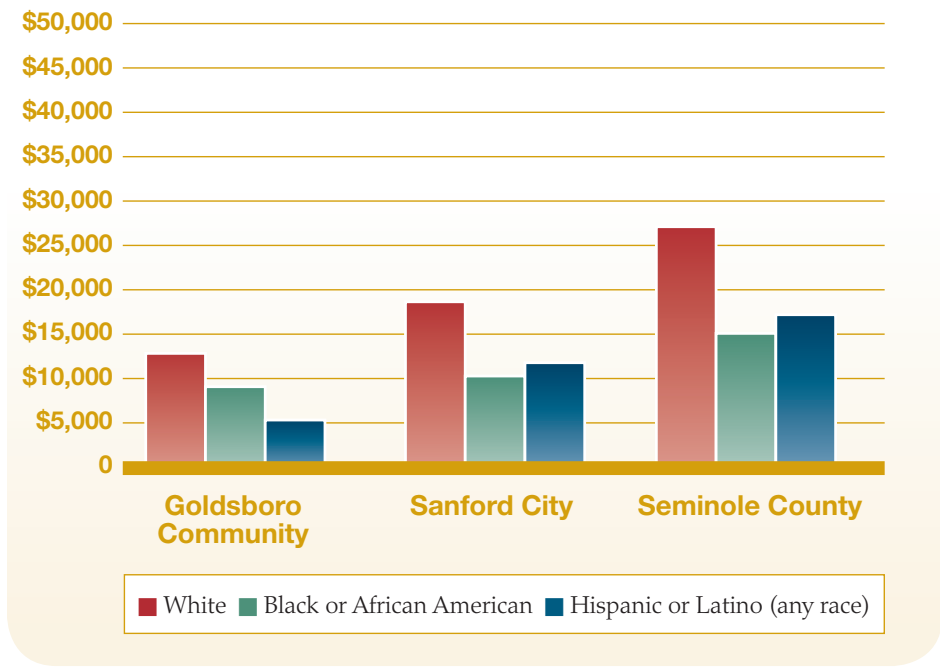
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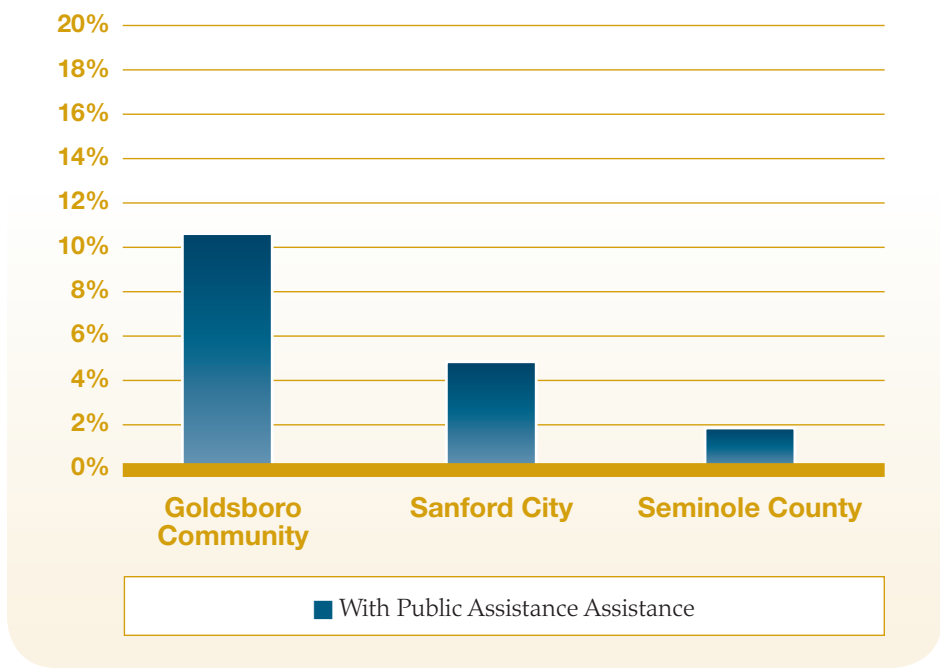
[INCOME RATIO TO HOMEOWNER & RENTER COSTS]



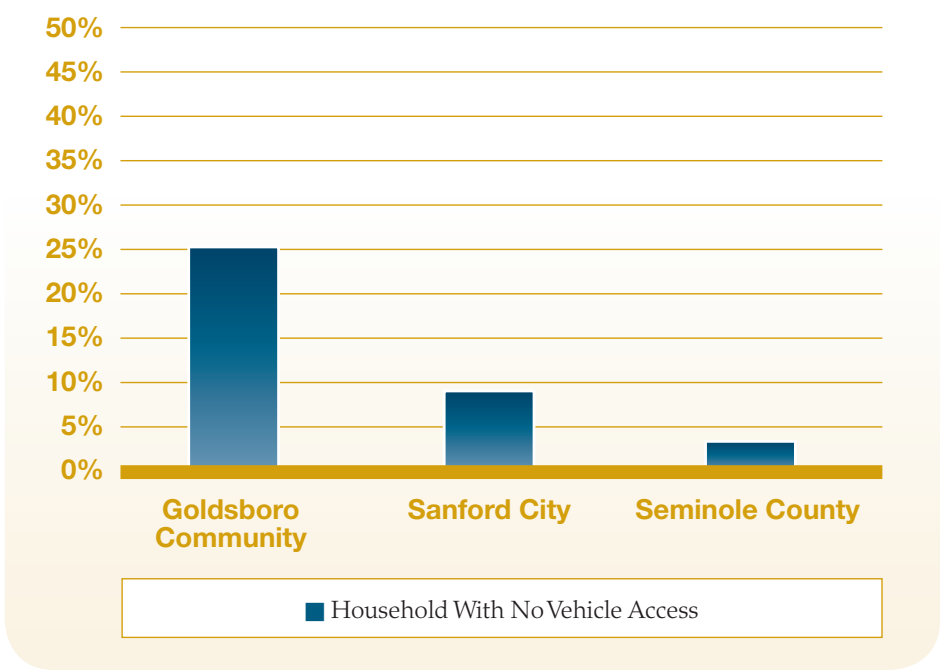
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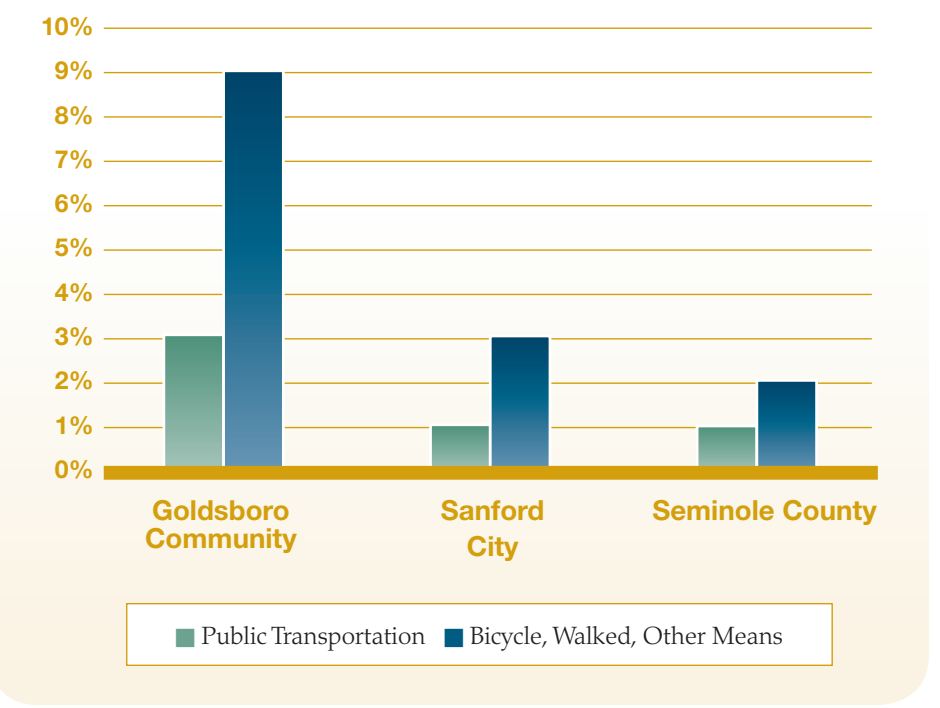
[HOUSEHOLDS WITH PUBLIC ASSISTANCE]



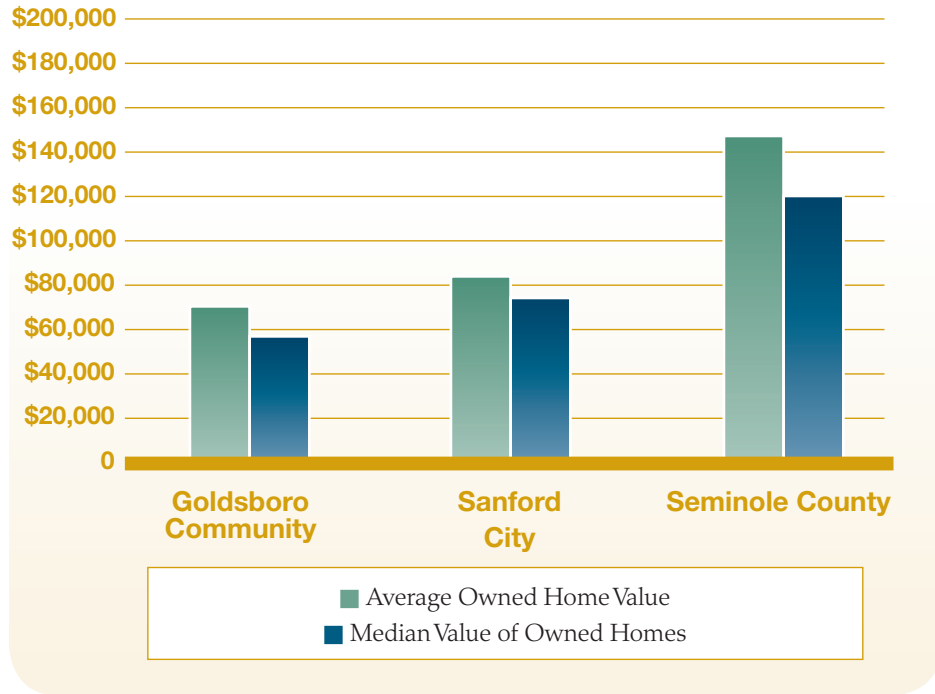
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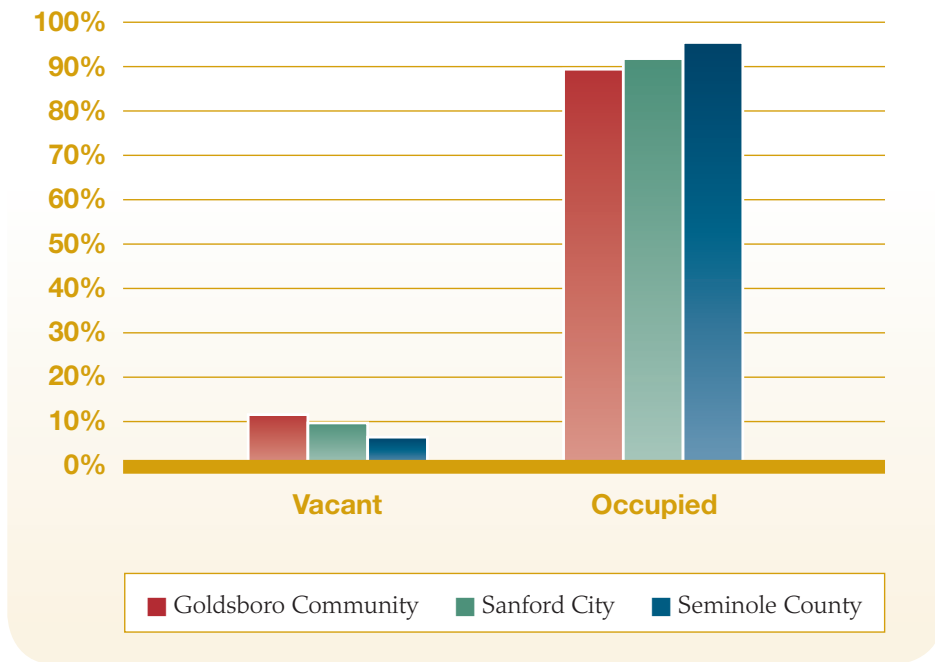
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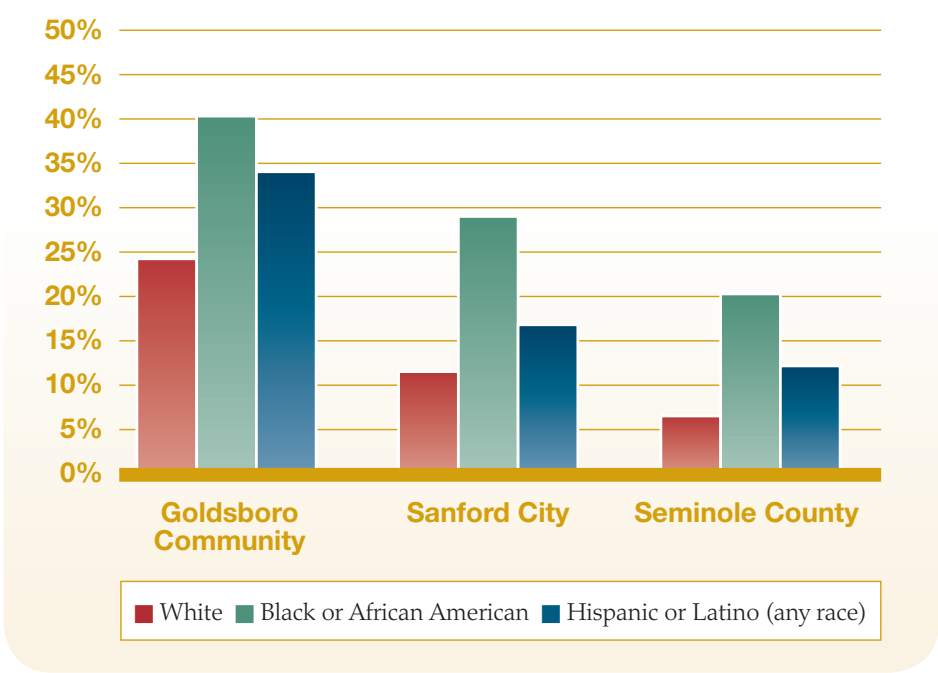
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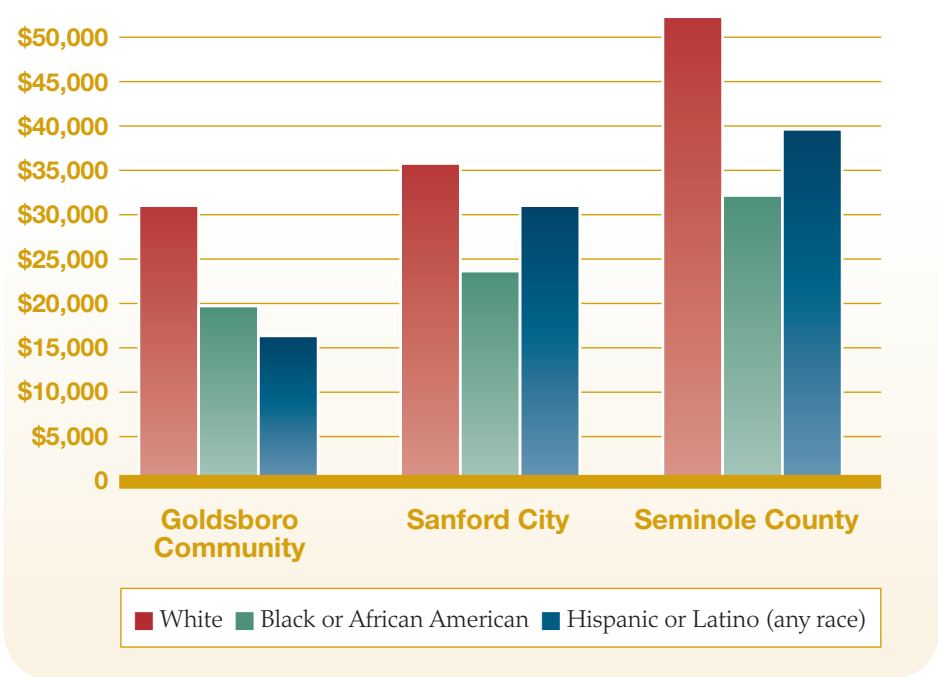
[VACANT & OCCUPIED HOUSING UNITS]



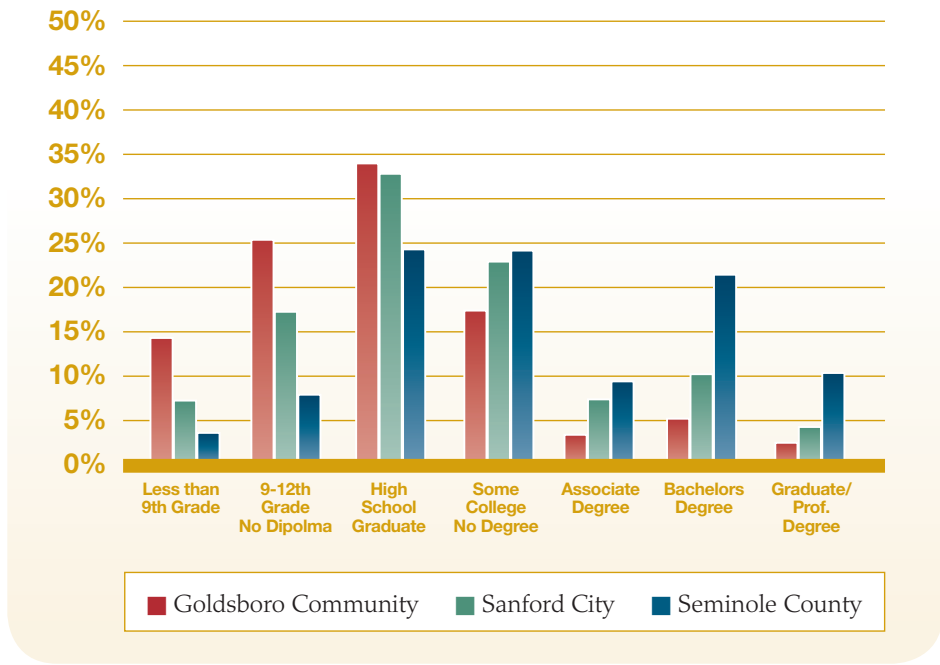
[POPULATION BELOW POVERTY BY RACE]



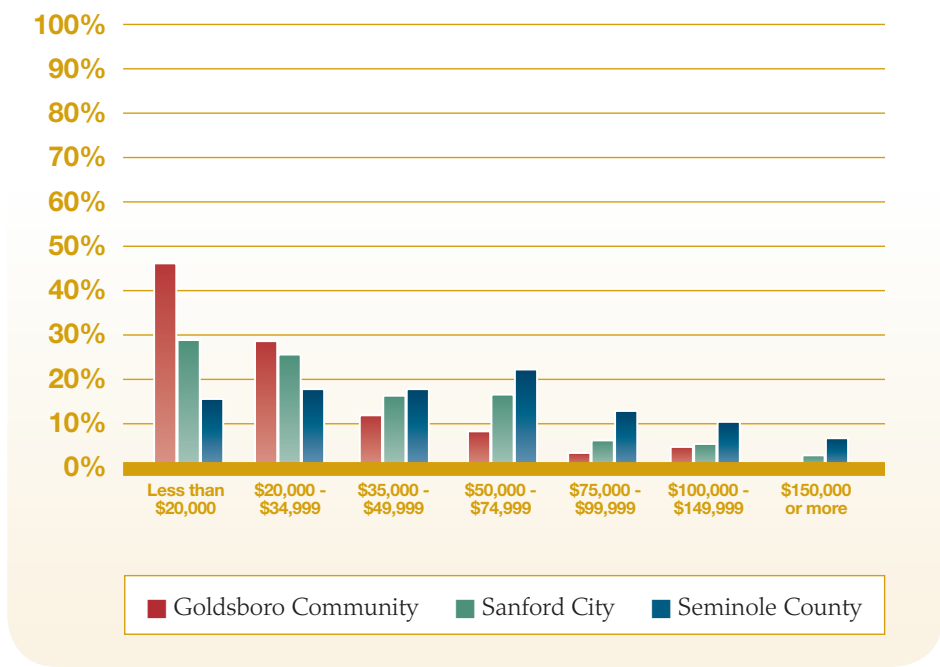
[MEDIAN HOUSEHOLD INCOME BY RACE]



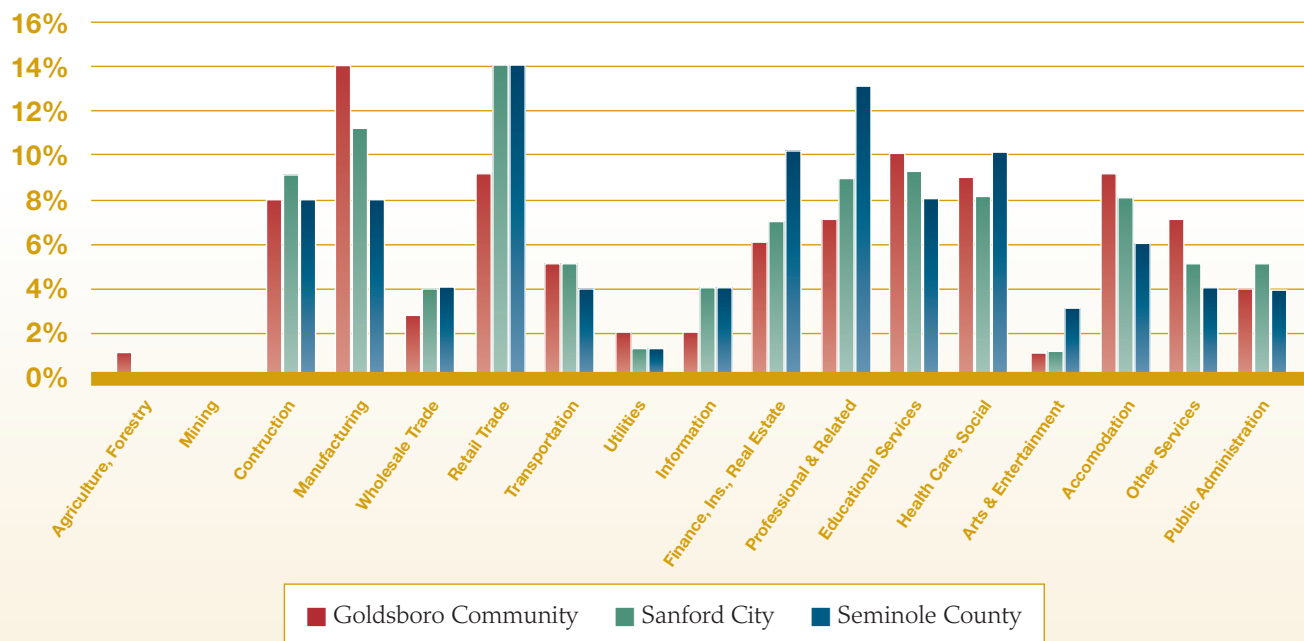
[EDUCATIONAL ATTAINMENT]



[HOUSEHOLD INCOME RANGES]



[INDUSTRY BREAKDOWN]



No bar indicates less than 1%.



FRONT PORCH FLORIDA COMMUNITIES
GOLDSBORO

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