



Market Profile

Deering Pkwy, Mims, Florida, 32754 2
Deering Pkwy, Mims, Florida, 32754
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.77760
Longitude: -80.88637

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	95	1,458	3,343
2010 Total Population	112	1,683	3,789
2021 Total Population	137	2,005	4,436
2021 Group Quarters	0	0	0
2026 Total Population	149	2,182	4,819
2021-2026 Annual Rate	1.69%	1.71%	1.67%
2021 Total Daytime Population	109	1,508	3,337
Workers	33	379	823
Residents	76	1,129	2,514
Household Summary			
2000 Households	42	576	1,277
2000 Average Household Size	2.26	2.53	2.62
2010 Households	51	693	1,508
2010 Average Household Size	2.20	2.43	2.51
2021 Households	61	819	1,752
2021 Average Household Size	2.25	2.45	2.53
2026 Households	67	889	1,901
2026 Average Household Size	2.22	2.45	2.53
2021-2026 Annual Rate	1.89%	1.65%	1.65%
2010 Families	39	520	1,102
2010 Average Family Size	2.49	2.77	2.89
2021 Families	47	607	1,263
2021 Average Family Size	2.51	2.81	2.93
2026 Families	51	657	1,365
2026 Average Family Size	2.51	2.82	2.94
2021-2026 Annual Rate	1.65%	1.60%	1.57%
Housing Unit Summary			
2000 Housing Units	47	630	1,373
Owner Occupied Housing Units	80.9%	82.5%	83.7%
Renter Occupied Housing Units	8.5%	8.9%	9.4%
Vacant Housing Units	10.6%	8.6%	6.9%
2010 Housing Units	60	780	1,660
Owner Occupied Housing Units	76.7%	79.6%	81.0%
Renter Occupied Housing Units	8.3%	9.2%	9.9%
Vacant Housing Units	15.0%	11.2%	9.2%
2021 Housing Units	71	902	1,889
Owner Occupied Housing Units	78.9%	82.7%	84.0%
Renter Occupied Housing Units	7.0%	8.0%	8.8%
Vacant Housing Units	14.1%	9.2%	7.3%
2026 Housing Units	77	978	2,042
Owner Occupied Housing Units	80.5%	83.4%	84.9%
Renter Occupied Housing Units	6.5%	7.5%	8.2%
Vacant Housing Units	13.0%	9.1%	6.9%
Median Household Income			
2021	\$70,699	\$67,691	\$63,840
2026	\$81,441	\$77,536	\$73,719
Median Home Value			
2021	\$298,214	\$290,234	\$282,118
2026	\$345,833	\$325,562	\$303,964
Per Capita Income			
2021	\$34,303	\$33,444	\$32,379
2026	\$39,360	\$38,254	\$37,096
Median Age			
2010	47.7	47.2	47.6
2021	50.2	50.8	51.4
2026	49.7	50.8	52.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	61	819	1,752
<\$15,000	6.6%	7.1%	7.9%
\$15,000 - \$24,999	4.9%	5.1%	5.7%
\$25,000 - \$34,999	8.2%	9.0%	9.2%
\$35,000 - \$49,999	13.1%	14.3%	15.2%
\$50,000 - \$74,999	19.7%	18.4%	18.6%
\$75,000 - \$99,999	13.1%	13.1%	12.6%
\$100,000 - \$149,999	19.7%	19.2%	18.5%
\$150,000 - \$199,999	9.8%	9.8%	9.2%
\$200,000+	4.9%	3.8%	3.1%
Average Household Income	\$88,821	\$84,796	\$80,929
2026 Households by Income			
Household Income Base	67	889	1,901
<\$15,000	4.5%	5.4%	6.0%
\$15,000 - \$24,999	4.5%	3.9%	4.3%
\$25,000 - \$34,999	7.5%	8.9%	9.3%
\$35,000 - \$49,999	13.4%	14.6%	15.4%
\$50,000 - \$74,999	16.4%	15.7%	15.6%
\$75,000 - \$99,999	11.9%	11.4%	11.3%
\$100,000 - \$149,999	22.4%	21.9%	21.5%
\$150,000 - \$199,999	13.4%	13.5%	12.7%
\$200,000+	6.0%	4.7%	3.8%
Average Household Income	\$100,860	\$97,260	\$92,814
2021 Owner Occupied Housing Units by Value			
Total	56	746	1,586
<\$50,000	1.8%	2.7%	3.3%
\$50,000 - \$99,999	1.8%	1.7%	2.0%
\$100,000 - \$149,999	3.6%	3.8%	4.1%
\$150,000 - \$199,999	5.4%	5.5%	6.3%
\$200,000 - \$249,999	14.3%	15.7%	16.8%
\$250,000 - \$299,999	25.0%	25.7%	27.2%
\$300,000 - \$399,999	17.9%	18.4%	18.4%
\$400,000 - \$499,999	19.6%	15.7%	12.4%
\$500,000 - \$749,999	7.1%	6.6%	6.3%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	5.4%	4.4%	3.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$372,368	\$353,079	\$329,946
2026 Owner Occupied Housing Units by Value			
Total	62	816	1,733
<\$50,000	0.0%	0.6%	0.8%
\$50,000 - \$99,999	0.0%	0.4%	0.5%
\$100,000 - \$149,999	1.6%	1.3%	1.5%
\$150,000 - \$199,999	3.2%	2.8%	3.4%
\$200,000 - \$249,999	11.3%	12.4%	13.7%
\$250,000 - \$299,999	24.2%	26.8%	29.2%
\$300,000 - \$399,999	19.4%	21.8%	22.6%
\$400,000 - \$499,999	25.8%	20.8%	16.7%
\$500,000 - \$749,999	8.1%	8.7%	8.6%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	4.8%	4.2%	2.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$400,820	\$385,736	\$365,032

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	115	1,682	3,787
0 - 4	3.5%	3.9%	3.9%
5 - 9	4.3%	4.7%	4.7%
10 - 14	6.1%	6.0%	5.8%
15 - 24	11.3%	11.5%	11.1%
25 - 34	7.0%	7.6%	7.8%
35 - 44	11.3%	12.1%	11.8%
45 - 54	19.1%	20.0%	19.9%
55 - 64	16.5%	16.4%	16.3%
65 - 74	11.3%	11.0%	11.4%
75 - 84	6.1%	5.7%	6.1%
85 +	0.9%	1.2%	1.4%
18 +	79.1%	81.5%	81.8%
2021 Population by Age			
Total	137	2,006	4,437
0 - 4	3.6%	3.7%	3.7%
5 - 9	4.4%	4.2%	4.0%
10 - 14	5.1%	4.7%	4.6%
15 - 24	8.8%	8.6%	8.6%
25 - 34	12.4%	12.0%	11.5%
35 - 44	10.2%	10.1%	9.9%
45 - 54	12.4%	13.0%	13.1%
55 - 64	19.0%	19.2%	19.1%
65 - 74	14.6%	15.3%	15.9%
75 - 84	7.3%	7.2%	7.5%
85 +	2.2%	2.0%	2.0%
18 +	83.9%	84.5%	84.9%
2026 Population by Age			
Total	149	2,183	4,819
0 - 4	4.0%	3.9%	3.8%
5 - 9	4.7%	4.3%	4.1%
10 - 14	4.7%	4.8%	4.6%
15 - 24	8.1%	7.9%	7.9%
25 - 34	10.7%	10.4%	10.0%
35 - 44	12.8%	12.4%	11.7%
45 - 54	10.7%	10.9%	11.2%
55 - 64	16.1%	17.0%	17.1%
65 - 74	16.8%	16.9%	17.6%
75 - 84	8.7%	8.9%	9.4%
85 +	2.7%	2.4%	2.4%
18 +	83.9%	84.1%	84.7%
2010 Population by Sex			
Males	56	847	1,912
Females	56	836	1,877
2021 Population by Sex			
Males	68	1,005	2,234
Females	69	1,001	2,201
2026 Population by Sex			
Males	74	1,092	2,427
Females	75	1,090	2,391

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	112	1,683	3,788
White Alone	96.4%	95.8%	95.4%
Black Alone	0.9%	1.3%	1.7%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	0.0%	0.5%	0.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.9%	0.5%	0.5%
Two or More Races	0.9%	1.1%	1.2%
Hispanic Origin	2.7%	2.3%	2.2%
Diversity Index	11.8	12.2	13.0
2021 Population by Race/Ethnicity			
Total	137	2,006	4,437
White Alone	94.9%	94.8%	94.2%
Black Alone	1.5%	1.5%	2.0%
American Indian Alone	0.7%	0.8%	0.7%
Asian Alone	0.7%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.5%	1.4%	1.6%
Hispanic Origin	3.6%	3.5%	3.4%
Diversity Index	16.3	16.1	17.0
2026 Population by Race/Ethnicity			
Total	149	2,181	4,818
White Alone	94.6%	94.2%	93.5%
Black Alone	1.3%	1.7%	2.2%
American Indian Alone	0.7%	0.8%	0.7%
Asian Alone	0.7%	0.7%	0.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.3%	0.9%	0.9%
Two or More Races	1.3%	1.6%	1.9%
Hispanic Origin	4.7%	4.3%	4.2%
Diversity Index	18.4	18.6	19.6
2010 Population by Relationship and Household Type			
Total	112	1,683	3,789
In Households	100.0%	100.0%	100.0%
In Family Households	89.3%	87.8%	86.4%
Householder	29.5%	29.8%	29.5%
Spouse	24.1%	24.0%	23.6%
Child	28.6%	27.6%	26.9%
Other relative	4.5%	4.1%	4.1%
Nonrelative	1.8%	2.1%	2.2%
In Nonfamily Households	10.7%	12.2%	13.6%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	107	1,579	3,510
Less than 9th Grade	4.7%	4.1%	3.8%
9th - 12th Grade, No Diploma	6.5%	7.9%	8.6%
High School Graduate	26.2%	26.4%	26.6%
GED/Alternative Credential	8.4%	8.1%	8.1%
Some College, No Degree	26.2%	26.1%	25.8%
Associate Degree	11.2%	10.4%	10.1%
Bachelor's Degree	13.1%	12.4%	11.9%
Graduate/Professional Degree	3.7%	4.6%	5.0%
2021 Population 15+ by Marital Status			
Total	118	1,752	3,890
Never Married	25.4%	24.5%	23.8%
Married	56.8%	57.1%	56.9%
Widowed	8.5%	8.5%	8.8%
Divorced	9.3%	9.9%	10.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	62	923	2,045
Population 16+ Employed	96.8%	95.0%	94.7%
Population 16+ Unemployment rate	4.8%	5.0%	5.3%
Population 16-24 Employed	5.0%	5.9%	6.0%
Population 16-24 Unemployment rate	0.0%	5.5%	5.6%
Population 25-54 Employed	58.3%	59.3%	59.0%
Population 25-54 Unemployment rate	2.8%	3.5%	3.5%
Population 55-64 Employed	26.7%	26.8%	26.8%
Population 55-64 Unemployment rate	0.0%	1.3%	1.1%
Population 65+ Employed	8.3%	8.1%	8.1%
Population 65+ Unemployment rate	16.7%	22.8%	25.2%
2021 Employed Population 16+ by Industry			
Total	60	877	1,937
Agriculture/Mining	0.0%	1.3%	1.5%
Construction	5.0%	5.5%	6.5%
Manufacturing	10.0%	9.7%	9.3%
Wholesale Trade	0.0%	0.1%	0.3%
Retail Trade	8.3%	10.6%	11.8%
Transportation/Utilities	15.0%	14.3%	13.1%
Information	1.7%	1.1%	0.9%
Finance/Insurance/Real Estate	5.0%	5.6%	5.2%
Services	41.7%	42.2%	41.1%
Public Administration	10.0%	9.8%	10.3%
2021 Employed Population 16+ by Occupation			
Total	61	878	1,937
White Collar	71.7%	67.3%	66.0%
Management/Business/Financial	11.7%	11.6%	12.8%
Professional	36.7%	33.6%	31.4%
Sales	11.7%	10.4%	9.9%
Administrative Support	11.7%	11.6%	12.0%
Services	8.3%	9.8%	10.5%
Blue Collar	21.7%	23.0%	23.5%
Farming/Forestry/Fishing	0.0%	1.1%	1.3%
Construction/Extraction	3.3%	2.4%	2.8%
Installation/Maintenance/Repair	5.0%	4.9%	4.6%
Production	5.0%	5.7%	5.4%
Transportation/Material Moving	8.3%	8.9%	9.2%

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2010 Households by Type			
Total	51	693	1,508
Households with 1 Person	17.6%	19.5%	20.9%
Households with 2+ People	82.4%	80.5%	79.1%
Family Households	76.5%	75.0%	73.1%
Husband-wife Families	62.7%	60.5%	58.5%
With Related Children	19.6%	19.2%	18.2%
Other Family (No Spouse Present)	13.7%	14.7%	14.6%
Other Family with Male Householder	5.9%	6.1%	5.9%
With Related Children	2.0%	2.9%	2.9%
Other Family with Female Householder	7.8%	8.5%	8.7%
With Related Children	3.9%	4.5%	4.6%
Nonfamily Households	5.9%	5.5%	6.0%
All Households with Children	27.5%	27.1%	26.1%
Multigenerational Households	3.9%	4.0%	3.8%
Unmarried Partner Households	5.9%	6.6%	6.9%
Male-female	5.9%	5.9%	6.2%
Same-sex	0.0%	0.7%	0.7%
2010 Households by Size			
Total	50	694	1,507
1 Person Household	18.0%	19.5%	20.9%
2 Person Household	42.0%	42.4%	42.7%
3 Person Household	20.0%	18.4%	17.7%
4 Person Household	12.0%	11.8%	11.1%
5 Person Household	4.0%	4.6%	4.4%
6 Person Household	2.0%	2.0%	1.9%
7 + Person Household	2.0%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	51	693	1,508
Owner Occupied	90.2%	89.6%	89.1%
Owned with a Mortgage/Loan	56.9%	55.0%	53.2%
Owned Free and Clear	33.3%	34.6%	35.9%
Renter Occupied	9.8%	10.4%	10.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	133	130	125
Percent of Income for Mortgage	17.7%	18.0%	18.5%
Wealth Index	105	98	91
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	60	780	1,660
Housing Units Inside Urbanized Area	5.0%	8.5%	13.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	95.0%	91.5%	86.4%
2010 Population By Urban/ Rural Status			
Total Population	112	1,683	3,789
Population Inside Urbanized Area	5.4%	8.4%	13.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	94.6%	91.6%	86.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Green Acres (6A)	Green Acres (6A)	Southern Satellites (10A)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Green Acres (6A)
3.		The Great Outdoors (6C)	Senior Escapes (9D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$121,795	\$1,562,487	\$3,175,364
Average Spent	\$1,996.64	\$1,907.80	\$1,812.42
Spending Potential Index	94	90	85
Education: Total \$	\$94,492	\$1,188,664	\$2,354,033
Average Spent	\$1,549.05	\$1,451.36	\$1,343.63
Spending Potential Index	90	84	78
Entertainment/Recreation: Total \$	\$193,917	\$2,502,549	\$5,135,553
Average Spent	\$3,178.97	\$3,055.62	\$2,931.25
Spending Potential Index	98	95	91
Food at Home: Total \$	\$315,559	\$4,109,829	\$8,520,473
Average Spent	\$5,173.10	\$5,018.11	\$4,863.28
Spending Potential Index	95	92	89
Food Away from Home: Total \$	\$217,254	\$2,810,238	\$5,760,078
Average Spent	\$3,561.54	\$3,431.30	\$3,287.72
Spending Potential Index	94	90	87
Health Care: Total \$	\$388,900	\$5,053,919	\$10,464,627
Average Spent	\$6,375.41	\$6,170.84	\$5,972.96
Spending Potential Index	102	99	96
HH Furnishings & Equipment: Total \$	\$135,889	\$1,746,525	\$3,560,157
Average Spent	\$2,227.69	\$2,132.51	\$2,032.05
Spending Potential Index	99	95	90
Personal Care Products & Services: Total \$	\$52,343	\$672,706	\$1,373,077
Average Spent	\$858.08	\$821.37	\$783.72
Spending Potential Index	96	92	87
Shelter: Total \$	\$1,107,448	\$14,234,902	\$28,966,386
Average Spent	\$18,154.89	\$17,380.83	\$16,533.33
Spending Potential Index	90	86	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$146,166	\$1,922,833	\$4,032,457
Average Spent	\$2,396.16	\$2,347.78	\$2,301.63
Spending Potential Index	100	98	96
Travel: Total \$	\$149,838	\$1,914,297	\$3,875,887
Average Spent	\$2,456.36	\$2,337.36	\$2,212.26
Spending Potential Index	97	92	88
Vehicle Maintenance & Repairs: Total \$	\$66,238	\$863,216	\$1,792,037
Average Spent	\$1,085.87	\$1,053.99	\$1,022.85
Spending Potential Index	98	95	92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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