



Market Profile

Hwy 27, Haines City, Florida, 33844
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.05973
Longitude: -81.63672

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,080	9,140	40,904
2010 Total Population	1,145	11,639	51,030
2021 Total Population	1,291	15,618	65,118
2021 Group Quarters	8	67	367
2026 Total Population	1,415	17,423	71,573
2021-2026 Annual Rate	1.85%	2.21%	1.91%
2021 Total Daytime Population	1,239	15,302	59,451
Workers	358	5,464	19,150
Residents	881	9,838	40,301
Household Summary			
2000 Households	537	3,967	16,538
2000 Average Household Size	2.00	2.29	2.42
2010 Households	577	4,725	20,094
2010 Average Household Size	1.97	2.45	2.52
2021 Households	652	6,226	25,206
2021 Average Household Size	1.97	2.50	2.57
2026 Households	706	6,895	27,518
2026 Average Household Size	1.99	2.52	2.59
2021-2026 Annual Rate	1.60%	2.06%	1.77%
2010 Families	402	3,394	14,272
2010 Average Family Size	2.34	2.87	2.96
2021 Families	446	4,417	17,714
2021 Average Family Size	2.36	2.94	3.03
2026 Families	484	4,882	19,285
2026 Average Family Size	2.38	2.96	3.05
2021-2026 Annual Rate	1.65%	2.02%	1.71%
Housing Unit Summary			
2000 Housing Units	785	5,407	21,506
Owner Occupied Housing Units	57.8%	59.2%	60.6%
Renter Occupied Housing Units	10.6%	14.2%	16.3%
Vacant Housing Units	31.6%	26.6%	23.1%
2010 Housing Units	835	5,981	25,418
Owner Occupied Housing Units	58.0%	61.1%	59.5%
Renter Occupied Housing Units	11.1%	17.9%	19.6%
Vacant Housing Units	30.9%	21.0%	20.9%
2021 Housing Units	934	7,595	31,067
Owner Occupied Housing Units	58.7%	66.2%	63.0%
Renter Occupied Housing Units	11.1%	15.8%	18.1%
Vacant Housing Units	30.2%	18.0%	18.9%
2026 Housing Units	1,002	8,376	33,751
Owner Occupied Housing Units	59.9%	67.3%	64.2%
Renter Occupied Housing Units	10.6%	15.1%	17.4%
Vacant Housing Units	29.5%	17.7%	18.5%
Median Household Income			
2021	\$41,513	\$44,263	\$45,475
2026	\$47,497	\$50,591	\$51,173
Median Home Value			
2021	\$189,352	\$182,537	\$181,172
2026	\$286,818	\$218,226	\$221,549
Per Capita Income			
2021	\$22,661	\$23,476	\$23,937
2026	\$25,740	\$26,474	\$26,815
Median Age			
2010	54.4	46.3	44.5
2021	60.2	49.7	46.9
2026	62.9	51.0	47.6

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	652	6,226	25,206
<\$15,000	12.1%	11.7%	11.1%
\$15,000 - \$24,999	13.3%	13.1%	14.5%
\$25,000 - \$34,999	14.9%	14.0%	12.7%
\$35,000 - \$49,999	18.6%	16.1%	15.3%
\$50,000 - \$74,999	20.7%	19.9%	20.5%
\$75,000 - \$99,999	10.0%	10.6%	11.1%
\$100,000 - \$149,999	8.6%	9.3%	9.1%
\$150,000 - \$199,999	1.2%	2.9%	2.9%
\$200,000+	0.8%	2.4%	2.8%
Average Household Income	\$52,447	\$60,237	\$61,887
2026 Households by Income			
Household Income Base	706	6,895	27,518
<\$15,000	10.8%	10.3%	9.6%
\$15,000 - \$24,999	12.2%	11.5%	12.5%
\$25,000 - \$34,999	13.5%	12.9%	11.8%
\$35,000 - \$49,999	15.6%	14.6%	14.5%
\$50,000 - \$74,999	22.0%	20.8%	21.5%
\$75,000 - \$99,999	12.2%	12.3%	12.5%
\$100,000 - \$149,999	10.8%	11.2%	10.8%
\$150,000 - \$199,999	2.0%	3.6%	3.6%
\$200,000+	1.1%	2.9%	3.2%
Average Household Income	\$60,275	\$68,460	\$69,794
2021 Owner Occupied Housing Units by Value			
Total	548	5,029	19,580
<\$50,000	8.4%	16.3%	14.1%
\$50,000 - \$99,999	16.2%	12.2%	12.0%
\$100,000 - \$149,999	17.5%	11.0%	12.2%
\$150,000 - \$199,999	9.9%	16.2%	18.9%
\$200,000 - \$249,999	12.4%	14.6%	16.3%
\$250,000 - \$299,999	6.6%	11.8%	10.5%
\$300,000 - \$399,999	23.9%	11.8%	8.8%
\$400,000 - \$499,999	3.1%	2.6%	2.8%
\$500,000 - \$749,999	0.9%	1.6%	2.5%
\$750,000 - \$999,999	0.0%	1.1%	0.8%
\$1,000,000 - \$1,499,999	0.9%	0.3%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.5%
\$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$214,534	\$210,283	\$211,651
2026 Owner Occupied Housing Units by Value			
Total	600	5,634	21,656
<\$50,000	3.3%	11.9%	8.8%
\$50,000 - \$99,999	6.5%	7.1%	6.5%
\$100,000 - \$149,999	9.7%	8.1%	8.6%
\$150,000 - \$199,999	8.8%	17.2%	17.6%
\$200,000 - \$249,999	14.8%	15.5%	19.8%
\$250,000 - \$299,999	9.2%	13.8%	14.1%
\$300,000 - \$399,999	39.3%	17.3%	13.1%
\$400,000 - \$499,999	4.8%	4.2%	4.6%
\$500,000 - \$749,999	2.0%	2.6%	4.3%
\$750,000 - \$999,999	0.0%	1.2%	1.1%
\$1,000,000 - \$1,499,999	1.3%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.7%
\$2,000,000 +	0.0%	0.5%	0.3%
Average Home Value	\$280,885	\$247,448	\$260,178

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	1,145	11,641	51,031
0 - 4	4.5%	6.4%	6.2%
5 - 9	4.5%	6.1%	6.2%
10 - 14	4.8%	5.9%	6.1%
15 - 24	10.4%	10.5%	11.1%
25 - 34	7.5%	10.2%	10.8%
35 - 44	8.0%	9.5%	10.1%
45 - 54	11.0%	10.9%	11.8%
55 - 64	13.5%	12.7%	12.5%
65 - 74	17.8%	14.4%	13.6%
75 - 84	14.6%	10.2%	8.9%
85 +	3.5%	3.1%	2.7%
18 +	82.4%	77.9%	77.9%
2021 Population by Age			
Total	1,291	15,619	65,118
0 - 4	3.7%	5.6%	5.6%
5 - 9	3.9%	5.7%	5.7%
10 - 14	3.7%	5.5%	5.6%
15 - 24	6.9%	9.3%	9.9%
25 - 34	9.3%	10.3%	11.0%
35 - 44	7.0%	9.6%	10.5%
45 - 54	8.1%	8.8%	9.5%
55 - 64	15.7%	13.0%	12.8%
65 - 74	19.8%	16.3%	15.1%
75 - 84	15.2%	11.6%	10.6%
85 +	6.7%	4.4%	3.8%
18 +	86.4%	80.2%	80.1%
2026 Population by Age			
Total	1,415	17,425	71,575
0 - 4	3.4%	5.4%	5.5%
5 - 9	3.4%	5.5%	5.6%
10 - 14	3.6%	5.6%	5.7%
15 - 24	5.9%	9.0%	9.7%
25 - 34	7.6%	9.3%	10.1%
35 - 44	7.6%	9.8%	10.8%
45 - 54	7.3%	9.1%	9.7%
55 - 64	15.3%	11.8%	11.5%
65 - 74	22.3%	16.9%	15.2%
75 - 84	16.7%	13.1%	12.1%
85 +	6.9%	4.7%	4.1%
18 +	87.5%	80.5%	80.1%
2010 Population by Sex			
Males	551	5,596	24,711
Females	594	6,043	26,319
2021 Population by Sex			
Males	620	7,545	31,635
Females	670	8,073	33,483
2026 Population by Sex			
Males	679	8,429	34,803
Females	736	8,995	36,769

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	1,145	11,639	51,030
White Alone	65.9%	69.6%	69.2%
Black Alone	27.9%	18.6%	19.4%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.6%	1.0%	1.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.7%	8.2%	7.6%
Two or More Races	1.7%	2.2%	2.1%
Hispanic Origin	9.8%	21.0%	21.1%
Diversity Index	57.8	65.3	65.5
2021 Population by Race/Ethnicity			
Total	1,290	15,618	65,116
White Alone	59.5%	63.9%	65.0%
Black Alone	31.6%	20.0%	20.1%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	0.6%	1.1%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	11.7%	10.2%
Two or More Races	2.3%	2.9%	2.7%
Hispanic Origin	14.9%	30.1%	28.7%
Diversity Index	66.1	74.0	72.6
2026 Population by Race/Ethnicity			
Total	1,415	17,424	71,572
White Alone	56.7%	61.0%	62.5%
Black Alone	32.5%	20.6%	20.7%
American Indian Alone	0.2%	0.4%	0.4%
Asian Alone	0.7%	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.3%	13.6%	11.8%
Two or More Races	2.6%	3.2%	3.0%
Hispanic Origin	17.7%	33.5%	31.7%
Diversity Index	69.8	77.0	75.4
2010 Population by Relationship and Household Type			
Total	1,145	11,639	51,030
In Households	99.4%	99.5%	99.4%
In Family Households	84.5%	86.0%	85.4%
Householder	30.0%	28.7%	27.9%
Spouse	23.5%	22.1%	21.1%
Child	24.4%	28.1%	28.9%
Other relative	4.5%	4.8%	4.9%
Nonrelative	2.2%	2.4%	2.7%
In Nonfamily Households	14.9%	13.5%	14.0%
In Group Quarters	0.6%	0.5%	0.6%
Institutionalized Population	0.0%	0.3%	0.5%
Noninstitutionalized Population	0.6%	0.1%	0.2%

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	1,055	11,555	47,684
Less than 9th Grade	6.4%	5.0%	6.9%
9th - 12th Grade, No Diploma	10.0%	7.7%	7.8%
High School Graduate	46.4%	35.0%	31.1%
GED/Alternative Credential	4.3%	5.8%	5.6%
Some College, No Degree	14.9%	23.0%	22.3%
Associate Degree	4.5%	7.6%	9.2%
Bachelor's Degree	7.2%	10.7%	11.5%
Graduate/Professional Degree	6.4%	5.2%	5.6%
2021 Population 15+ by Marital Status			
Total	1,145	13,002	54,162
Never Married	22.7%	25.9%	29.5%
Married	57.3%	51.6%	50.1%
Widowed	9.6%	8.5%	8.9%
Divorced	10.4%	13.9%	11.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	436	6,112	26,174
Population 16+ Employed	95.4%	95.4%	95.8%
Population 16+ Unemployment rate	4.6%	4.6%	4.2%
Population 16-24 Employed	11.5%	11.4%	11.6%
Population 16-24 Unemployment rate	4.0%	4.6%	4.4%
Population 25-54 Employed	50.7%	60.4%	62.1%
Population 25-54 Unemployment rate	7.0%	4.8%	3.9%
Population 55-64 Employed	25.0%	19.6%	18.1%
Population 55-64 Unemployment rate	1.0%	4.3%	5.9%
Population 65+ Employed	13.0%	8.6%	8.3%
Population 65+ Unemployment rate	1.8%	4.2%	2.5%
2021 Employed Population 16+ by Industry			
Total	416	5,829	25,064
Agriculture/Mining	1.4%	1.8%	1.1%
Construction	4.3%	6.4%	8.6%
Manufacturing	1.2%	3.1%	4.1%
Wholesale Trade	7.2%	2.7%	2.5%
Retail Trade	17.3%	15.1%	13.6%
Transportation/Utilities	12.0%	7.1%	7.8%
Information	0.7%	0.7%	1.2%
Finance/Insurance/Real Estate	5.5%	9.1%	7.3%
Services	48.1%	50.0%	50.7%
Public Administration	2.2%	4.1%	3.2%
2021 Employed Population 16+ by Occupation			
Total	414	5,830	25,062
White Collar	58.4%	57.7%	53.0%
Management/Business/Financial	16.8%	15.7%	13.2%
Professional	13.0%	15.5%	17.0%
Sales	10.6%	12.9%	11.6%
Administrative Support	18.0%	13.6%	11.2%
Services	20.9%	21.4%	22.1%
Blue Collar	20.2%	21.0%	25.0%
Farming/Forestry/Fishing	0.5%	0.2%	0.2%
Construction/Extraction	3.1%	4.9%	6.7%
Installation/Maintenance/Repair	2.6%	1.8%	2.5%
Production	8.2%	2.7%	3.9%
Transportation/Material Moving	5.8%	11.4%	11.6%

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2010 Households by Type			
Total	577	4,725	20,095
Households with 1 Person	26.7%	23.8%	24.0%
Households with 2+ People	73.3%	76.2%	76.0%
Family Households	69.7%	71.8%	71.0%
Husband-wife Families	54.6%	55.3%	53.6%
With Related Children	11.1%	16.2%	16.8%
Other Family (No Spouse Present)	15.1%	16.6%	17.4%
Other Family with Male Householder	3.8%	4.0%	4.5%
With Related Children	1.7%	2.3%	2.6%
Other Family with Female Householder	11.3%	12.6%	12.9%
With Related Children	6.9%	8.4%	8.4%
Nonfamily Households	3.6%	4.4%	5.0%
All Households with Children	20.1%	27.3%	28.3%
Multigenerational Households	4.3%	4.5%	4.8%
Unmarried Partner Households	4.9%	6.0%	6.5%
Male-female	4.3%	5.2%	5.8%
Same-sex	0.5%	0.7%	0.7%
2010 Households by Size			
Total	576	4,724	20,094
1 Person Household	26.7%	23.8%	24.0%
2 Person Household	47.6%	43.4%	41.7%
3 Person Household	8.9%	12.0%	12.5%
4 Person Household	8.9%	10.3%	10.6%
5 Person Household	4.7%	5.8%	6.1%
6 Person Household	1.9%	2.7%	2.9%
7 + Person Household	1.4%	2.0%	2.3%
2010 Households by Tenure and Mortgage Status			
Total	577	4,725	20,094
Owner Occupied	83.9%	77.4%	75.2%
Owned with a Mortgage/Loan	26.2%	33.5%	38.7%
Owned Free and Clear	57.7%	43.9%	36.6%
Renter Occupied	16.1%	22.6%	24.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	122	130	136
Percent of Income for Mortgage	19.1%	17.3%	16.7%
Wealth Index	50	66	69
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	835	5,981	25,418
Housing Units Inside Urbanized Area	92.7%	94.6%	92.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.3%	5.4%	7.8%
2010 Population By Urban/ Rural Status			
Total Population	1,145	11,639	51,030
Population Inside Urbanized Area	87.7%	92.7%	91.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	12.3%	7.3%	8.7%

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.	The Elders (9C)	Senior Escapes (9D)	The Elders (9C)
2.	Southern Satellites (10A)	The Elders (9C)	Midlife Constants (5E)
3.	Heartland Communities (6F)	Midlife Constants (5E)	Senior Escapes (9D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$739,962	\$8,443,925	\$35,413,372
Average Spent	\$1,134.91	\$1,356.24	\$1,404.96
Spending Potential Index	54	64	66
Education: Total \$	\$512,364	\$5,875,315	\$25,084,503
Average Spent	\$785.83	\$943.67	\$995.18
Spending Potential Index	46	55	58
Entertainment/Recreation: Total \$	\$1,244,880	\$13,569,929	\$55,881,898
Average Spent	\$1,909.33	\$2,179.56	\$2,217.01
Spending Potential Index	59	67	69
Food at Home: Total \$	\$2,114,609	\$23,417,796	\$96,190,867
Average Spent	\$3,243.27	\$3,761.29	\$3,816.19
Spending Potential Index	60	69	70
Food Away from Home: Total \$	\$1,373,100	\$15,510,499	\$64,538,018
Average Spent	\$2,105.98	\$2,491.25	\$2,560.42
Spending Potential Index	55	66	67
Health Care: Total \$	\$2,776,383	\$28,736,621	\$117,320,459
Average Spent	\$4,258.26	\$4,615.58	\$4,654.47
Spending Potential Index	68	74	75
HH Furnishings & Equipment: Total \$	\$866,143	\$9,427,385	\$39,147,220
Average Spent	\$1,328.44	\$1,514.20	\$1,553.09
Spending Potential Index	59	67	69
Personal Care Products & Services: Total \$	\$367,221	\$3,844,201	\$15,868,884
Average Spent	\$563.22	\$617.44	\$629.57
Spending Potential Index	63	69	70
Shelter: Total \$	\$7,274,162	\$80,207,036	\$333,341,602
Average Spent	\$11,156.69	\$12,882.59	\$13,224.69
Spending Potential Index	55	64	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,092,516	\$11,338,452	\$45,248,155
Average Spent	\$1,675.64	\$1,821.15	\$1,795.13
Spending Potential Index	70	76	75
Travel: Total \$	\$988,953	\$10,395,965	\$42,809,853
Average Spent	\$1,516.80	\$1,669.77	\$1,698.40
Spending Potential Index	60	66	67
Vehicle Maintenance & Repairs: Total \$	\$440,297	\$4,874,102	\$20,020,673
Average Spent	\$675.30	\$782.86	\$794.28
Spending Potential Index	61	71	72

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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