



Market Profile

W Frostproof Rd, Frostproof, Florida, 33843 2
W Frostproof Rd, Frostproof, Florida, 33843
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.71413
Longitude: -81.58100

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,673	5,377	9,226
2010 Total Population	2,588	6,427	10,267
2021 Total Population	2,828	7,181	11,329
2021 Group Quarters	1,031	1,377	1,614
2026 Total Population	2,866	7,460	11,761
2021-2026 Annual Rate	0.27%	0.77%	0.75%
2021 Total Daytime Population	1,255	4,851	8,978
Workers	375	783	1,911
Residents	880	4,068	7,067
Household Summary			
2000 Households	320	1,622	3,119
2000 Average Household Size	5.07	2.81	2.68
2010 Households	326	1,901	3,398
2010 Average Household Size	5.19	2.74	2.60
2021 Households	338	2,138	3,762
2021 Average Household Size	5.32	2.71	2.58
2026 Households	344	2,245	3,928
2026 Average Household Size	5.33	2.71	2.58
2021-2026 Annual Rate	0.35%	0.98%	0.87%
2010 Families	254	1,380	2,406
2010 Average Family Size	5.79	3.18	3.04
2021 Families	261	1,528	2,625
2021 Average Family Size	5.95	3.17	3.04
2026 Families	265	1,598	2,730
2026 Average Family Size	5.97	3.17	3.05
2021-2026 Annual Rate	0.30%	0.90%	0.79%
Housing Unit Summary			
2000 Housing Units	389	2,885	4,954
Owner Occupied Housing Units	68.1%	47.4%	49.4%
Renter Occupied Housing Units	14.1%	8.8%	13.6%
Vacant Housing Units	17.7%	43.8%	37.0%
2010 Housing Units	393	2,783	4,743
Owner Occupied Housing Units	62.1%	55.6%	54.8%
Renter Occupied Housing Units	20.9%	12.7%	16.9%
Vacant Housing Units	17.0%	31.7%	28.4%
2021 Housing Units	406	3,138	5,264
Owner Occupied Housing Units	60.1%	54.4%	53.3%
Renter Occupied Housing Units	23.2%	13.8%	18.1%
Vacant Housing Units	16.7%	31.9%	28.5%
2026 Housing Units	413	3,306	5,513
Owner Occupied Housing Units	60.3%	54.7%	53.9%
Renter Occupied Housing Units	23.0%	13.2%	17.3%
Vacant Housing Units	16.7%	32.1%	28.8%
Median Household Income			
2021	\$43,104	\$41,609	\$43,324
2026	\$48,500	\$46,454	\$49,398
Median Home Value			
2021	\$136,607	\$93,570	\$118,277
2026	\$230,909	\$184,091	\$219,203
Per Capita Income			
2021	\$10,240	\$16,891	\$18,346
2026	\$11,396	\$19,286	\$20,957
Median Age			
2010	30.0	39.2	39.2
2021	30.8	41.8	41.8
2026	31.4	43.3	43.1

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	338	2,138	3,762
<\$15,000	16.6%	14.6%	13.7%
\$15,000 - \$24,999	10.4%	15.1%	14.8%
\$25,000 - \$34,999	12.1%	11.5%	11.5%
\$35,000 - \$49,999	17.8%	16.7%	15.7%
\$50,000 - \$74,999	17.8%	22.8%	23.2%
\$75,000 - \$99,999	13.9%	9.2%	10.0%
\$100,000 - \$149,999	11.5%	7.1%	8.2%
\$150,000 - \$199,999	0.0%	1.3%	1.2%
\$200,000+	0.3%	1.7%	1.7%
Average Household Income	\$51,856	\$53,957	\$55,336
2026 Households by Income			
Household Income Base	344	2,245	3,928
<\$15,000	14.2%	12.8%	11.9%
\$15,000 - \$24,999	8.7%	12.9%	12.4%
\$25,000 - \$34,999	10.5%	11.0%	10.7%
\$35,000 - \$49,999	17.7%	16.3%	15.4%
\$50,000 - \$74,999	19.2%	24.4%	24.5%
\$75,000 - \$99,999	15.4%	10.2%	11.1%
\$100,000 - \$149,999	13.7%	8.6%	10.2%
\$150,000 - \$199,999	0.0%	1.7%	1.7%
\$200,000+	0.3%	2.1%	2.1%
Average Household Income	\$57,843	\$61,233	\$62,985
2021 Owner Occupied Housing Units by Value			
Total	244	1,706	2,806
<\$50,000	15.6%	25.2%	21.8%
\$50,000 - \$99,999	26.2%	28.5%	23.5%
\$100,000 - \$149,999	11.5%	11.0%	12.7%
\$150,000 - \$199,999	8.6%	11.3%	11.8%
\$200,000 - \$249,999	15.6%	4.6%	5.2%
\$250,000 - \$299,999	11.5%	8.6%	8.4%
\$300,000 - \$399,999	2.9%	2.6%	6.3%
\$400,000 - \$499,999	8.6%	3.3%	5.0%
\$500,000 - \$749,999	0.0%	4.3%	4.3%
\$750,000 - \$999,999	0.0%	0.6%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$167,653	\$152,739	\$177,360
2026 Owner Occupied Housing Units by Value			
Total	249	1,810	2,972
<\$50,000	7.2%	14.5%	11.8%
\$50,000 - \$99,999	12.9%	18.0%	13.9%
\$100,000 - \$149,999	7.2%	8.0%	8.7%
\$150,000 - \$199,999	8.8%	14.0%	12.9%
\$200,000 - \$249,999	22.1%	6.2%	7.0%
\$250,000 - \$299,999	18.9%	17.1%	16.3%
\$300,000 - \$399,999	5.2%	4.3%	9.3%
\$400,000 - \$499,999	17.3%	6.6%	9.1%
\$500,000 - \$749,999	0.0%	10.0%	9.1%
\$750,000 - \$999,999	0.0%	1.2%	1.5%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$234,476	\$232,096	\$258,415

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	2,587	6,426	10,268
0 - 4	6.1%	5.2%	5.6%
5 - 9	6.1%	5.6%	5.6%
10 - 14	4.9%	4.9%	5.3%
15 - 24	22.5%	16.0%	15.8%
25 - 34	18.6%	13.3%	12.9%
35 - 44	14.5%	11.4%	11.4%
45 - 54	12.9%	11.2%	11.9%
55 - 64	7.9%	10.3%	11.1%
65 - 74	4.2%	12.7%	11.8%
75 - 84	1.7%	7.8%	7.1%
85 +	0.5%	1.5%	1.6%
18 +	78.4%	80.5%	79.6%
2021 Population by Age			
Total	2,828	7,182	11,327
0 - 4	5.8%	4.6%	4.9%
5 - 9	5.3%	4.6%	5.1%
10 - 14	4.9%	4.5%	4.7%
15 - 24	20.3%	13.8%	13.1%
25 - 34	22.0%	15.1%	14.9%
35 - 44	14.4%	10.5%	10.7%
45 - 54	10.7%	9.3%	9.9%
55 - 64	8.4%	9.8%	10.8%
65 - 74	5.4%	14.0%	13.7%
75 - 84	2.3%	10.7%	9.6%
85 +	0.5%	2.9%	2.7%
18 +	80.1%	83.1%	82.3%
2026 Population by Age			
Total	2,866	7,460	11,762
0 - 4	5.8%	4.6%	4.9%
5 - 9	5.6%	4.6%	5.0%
10 - 14	5.2%	4.4%	4.9%
15 - 24	20.5%	13.5%	12.5%
25 - 34	20.0%	13.4%	12.9%
35 - 44	15.5%	11.3%	11.8%
45 - 54	10.8%	9.2%	9.8%
55 - 64	7.6%	9.4%	10.2%
65 - 74	5.6%	13.4%	13.6%
75 - 84	2.9%	12.5%	11.1%
85 +	0.7%	3.7%	3.3%
18 +	79.6%	83.4%	82.2%
2010 Population by Sex			
Males	1,775	3,832	5,878
Females	813	2,595	4,389
2021 Population by Sex			
Males	1,956	4,271	6,486
Females	872	2,910	4,843
2026 Population by Sex			
Males	1,973	4,396	6,694
Females	893	3,064	5,067

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	2,587	6,428	10,267
White Alone	66.1%	72.3%	75.7%
Black Alone	14.2%	13.0%	10.9%
American Indian Alone	0.7%	0.7%	0.7%
Asian Alone	0.5%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.4%	11.8%	10.4%
Two or More Races	2.2%	1.9%	2.0%
Hispanic Origin	40.6%	29.4%	26.7%
Diversity Index	76.4	68.5	64.4
2021 Population by Race/Ethnicity			
Total	2,828	7,181	11,328
White Alone	59.8%	66.8%	69.9%
Black Alone	13.5%	13.0%	11.4%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.5%	0.3%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	22.7%	16.6%	15.0%
Two or More Races	2.7%	2.4%	2.6%
Hispanic Origin	54.1%	39.9%	37.3%
Diversity Index	81.1	75.9	73.3
2026 Population by Race/Ethnicity			
Total	2,865	7,460	11,762
White Alone	56.5%	63.9%	66.9%
Black Alone	13.2%	13.1%	11.6%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	0.5%	0.3%	0.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	26.1%	19.2%	17.5%
Two or More Races	2.8%	2.6%	2.8%
Hispanic Origin	58.8%	43.6%	41.2%
Diversity Index	82.7	78.4	76.2
2010 Population by Relationship and Household Type			
Total	2,588	6,427	10,267
In Households	65.4%	81.1%	86.0%
In Family Households	59.2%	70.4%	73.7%
Householder	15.0%	22.3%	23.2%
Spouse	10.8%	17.8%	18.0%
Child	26.1%	24.0%	25.8%
Other relative	5.0%	4.3%	4.3%
Nonrelative	2.4%	2.1%	2.4%
In Nonfamily Households	6.2%	10.7%	12.4%
In Group Quarters	34.6%	18.9%	14.0%
Institutionalized Population	34.2%	18.6%	13.4%
Noninstitutionalized Population	0.5%	0.3%	0.6%

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	1,801	5,197	8,185
Less than 9th Grade	13.6%	12.5%	11.6%
9th - 12th Grade, No Diploma	20.0%	16.5%	15.2%
High School Graduate	30.4%	29.8%	29.5%
GED/Alternative Credential	8.8%	6.2%	6.2%
Some College, No Degree	10.3%	16.8%	17.9%
Associate Degree	6.1%	6.9%	6.6%
Bachelor's Degree	5.9%	5.8%	7.2%
Graduate/Professional Degree	4.8%	5.6%	5.9%
2021 Population 15+ by Marital Status			
Total	2,375	6,192	9,665
Never Married	51.2%	36.1%	32.4%
Married	35.5%	47.6%	48.5%
Widowed	4.6%	6.8%	9.5%
Divorced	8.7%	9.5%	9.6%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	681	1,959	3,166
Population 16+ Employed	88.1%	90.9%	92.7%
Population 16+ Unemployment rate	11.8%	9.1%	7.3%
Population 16-24 Employed	23.5%	15.0%	11.9%
Population 16-24 Unemployment rate	15.6%	12.2%	11.2%
Population 25-54 Employed	60.0%	58.5%	61.0%
Population 25-54 Unemployment rate	11.8%	9.0%	6.9%
Population 55-64 Employed	11.8%	15.9%	17.9%
Population 55-64 Unemployment rate	7.8%	3.4%	2.4%
Population 65+ Employed	4.8%	10.6%	9.2%
Population 65+ Unemployment rate	0.0%	12.9%	13.2%
2021 Employed Population 16+ by Industry			
Total	600	1,781	2,936
Agriculture/Mining	17.2%	11.6%	10.3%
Construction	19.2%	12.4%	11.5%
Manufacturing	2.8%	2.8%	5.4%
Wholesale Trade	1.7%	2.6%	2.6%
Retail Trade	10.0%	14.4%	14.0%
Transportation/Utilities	9.8%	5.8%	5.3%
Information	0.0%	0.1%	0.1%
Finance/Insurance/Real Estate	2.5%	3.4%	3.4%
Services	35.8%	43.6%	43.6%
Public Administration	1.3%	3.2%	3.8%
2021 Employed Population 16+ by Occupation			
Total	600	1,784	2,937
White Collar	30.5%	39.2%	43.3%
Management/Business/Financial	7.3%	6.5%	7.9%
Professional	10.3%	11.5%	13.7%
Sales	2.3%	5.2%	6.2%
Administrative Support	10.5%	16.1%	15.5%
Services	21.2%	18.6%	18.0%
Blue Collar	48.3%	42.3%	38.7%
Farming/Forestry/Fishing	13.8%	9.0%	7.2%
Construction/Extraction	11.8%	8.0%	8.3%
Installation/Maintenance/Repair	1.8%	1.5%	2.8%
Production	3.0%	7.8%	7.1%
Transportation/Material Moving	17.8%	16.0%	13.2%

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2010 Households by Type			
Total	326	1,901	3,398
Households with 1 Person	15.3%	22.6%	23.8%
Households with 2+ People	84.7%	77.4%	76.2%
Family Households	77.9%	72.6%	70.8%
Husband-wife Families	56.1%	58.0%	54.9%
With Related Children	31.6%	16.9%	17.9%
Other Family (No Spouse Present)	21.8%	14.5%	15.9%
Other Family with Male Householder	8.3%	5.0%	5.2%
With Related Children	4.9%	2.8%	3.0%
Other Family with Female Householder	13.5%	9.5%	10.7%
With Related Children	10.1%	6.8%	7.5%
Nonfamily Households	6.7%	4.8%	5.4%
All Households with Children	46.9%	27.0%	28.8%
Multigenerational Households	9.2%	4.8%	5.0%
Unmarried Partner Households	9.2%	6.4%	6.4%
Male-female	8.9%	5.9%	5.9%
Same-sex	0.3%	0.5%	0.5%
2010 Households by Size			
Total	326	1,901	3,398
1 Person Household	15.3%	22.6%	23.8%
2 Person Household	28.8%	44.8%	41.1%
3 Person Household	12.9%	9.3%	11.2%
4 Person Household	16.6%	9.5%	10.5%
5 Person Household	12.9%	7.0%	6.8%
6 Person Household	6.1%	3.4%	3.1%
7 + Person Household	7.4%	3.5%	3.4%
2010 Households by Tenure and Mortgage Status			
Total	326	1,901	3,398
Owner Occupied	74.8%	81.4%	76.5%
Owned with a Mortgage/Loan	40.5%	31.4%	32.8%
Owned Free and Clear	34.4%	50.1%	43.6%
Renter Occupied	25.2%	18.6%	23.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	177	241	196
Percent of Income for Mortgage	13.3%	9.4%	11.5%
Wealth Index	38	58	57
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	393	2,783	4,743
Housing Units Inside Urbanized Area	0.0%	0.0%	0.4%
Housing Units Inside Urbanized Cluster	38.2%	64.6%	68.7%
Rural Housing Units	61.8%	35.4%	30.9%
2010 Population By Urban/ Rural Status			
Total Population	2,588	6,427	10,267
Population Inside Urbanized Area	0.0%	0.0%	0.4%
Population Inside Urbanized Cluster	61.2%	68.8%	73.3%
Rural Population	38.8%	31.2%	26.3%

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.

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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Top 3 Tapestry Segments			
1.	Down the Road (10D)	The Elders (9C)	Down the Road (10D)
2.	Senior Escapes (9D)	Down the Road (10D)	Rural Bypasses (10E)
3.		Senior Escapes (9D)	The Elders (9C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$412,443	\$2,579,016	\$4,659,343
Average Spent	\$1,220.25	\$1,206.28	\$1,238.53
Spending Potential Index	58	57	58
Education: Total \$	\$274,458	\$1,745,301	\$3,111,588
Average Spent	\$812.01	\$816.32	\$827.11
Spending Potential Index	47	47	48
Entertainment/Recreation: Total \$	\$620,851	\$4,207,366	\$7,830,506
Average Spent	\$1,836.84	\$1,967.90	\$2,081.47
Spending Potential Index	57	61	64
Food at Home: Total \$	\$1,099,917	\$7,348,268	\$13,517,150
Average Spent	\$3,254.19	\$3,436.98	\$3,593.08
Spending Potential Index	60	63	66
Food Away from Home: Total \$	\$759,152	\$4,807,274	\$8,666,797
Average Spent	\$2,246.01	\$2,248.49	\$2,303.77
Spending Potential Index	59	59	61
Health Care: Total \$	\$1,257,423	\$9,021,455	\$16,558,168
Average Spent	\$3,720.19	\$4,219.58	\$4,401.43
Spending Potential Index	60	68	71
HH Furnishings & Equipment: Total \$	\$447,388	\$2,941,941	\$5,287,345
Average Spent	\$1,323.63	\$1,376.02	\$1,405.46
Spending Potential Index	59	61	62
Personal Care Products & Services: Total \$	\$175,816	\$1,188,088	\$2,083,951
Average Spent	\$520.17	\$555.70	\$553.95
Spending Potential Index	58	62	62
Shelter: Total \$	\$3,717,748	\$24,282,033	\$42,466,064
Average Spent	\$10,999.25	\$11,357.36	\$11,288.16
Spending Potential Index	55	56	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$496,508	\$3,627,559	\$6,360,201
Average Spent	\$1,468.96	\$1,696.71	\$1,690.64
Spending Potential Index	61	71	71
Travel: Total \$	\$466,654	\$3,196,493	\$5,538,791
Average Spent	\$1,380.63	\$1,495.09	\$1,472.30
Spending Potential Index	55	59	58
Vehicle Maintenance & Repairs: Total \$	\$231,444	\$1,544,671	\$2,856,392
Average Spent	\$684.75	\$722.48	\$759.27
Spending Potential Index	62	65	69

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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