



Market Profile

Turkey Hill Rd, Frostproof, Florida, 33843
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.72550
Longitude: -81.51472

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	432	5,239	9,325
2010 Total Population	378	5,074	10,242
2021 Total Population	389	5,642	11,338
2021 Group Quarters	11	240	1,764
2026 Total Population	396	5,915	11,786
2021-2026 Annual Rate	0.36%	0.95%	0.78%
2021 Total Daytime Population	393	5,337	9,133
Workers	77	1,176	1,961
Residents	316	4,161	7,172
Household Summary			
2000 Households	130	1,888	3,132
2000 Average Household Size	3.25	2.49	2.59
2010 Households	136	2,064	3,483
2010 Average Household Size	2.71	2.35	2.49
2021 Households	141	2,313	3,889
2021 Average Household Size	2.68	2.34	2.46
2026 Households	143	2,426	4,076
2026 Average Household Size	2.69	2.34	2.46
2021-2026 Annual Rate	0.28%	0.96%	0.94%
2010 Families	91	1,404	2,452
2010 Average Family Size	3.20	2.79	2.92
2021 Families	92	1,551	2,698
2021 Average Family Size	3.22	2.79	2.91
2026 Families	93	1,622	2,817
2026 Average Family Size	3.24	2.79	2.91
2021-2026 Annual Rate	0.22%	0.90%	0.87%
Housing Unit Summary			
2000 Housing Units	185	2,892	4,919
Owner Occupied Housing Units	43.2%	48.6%	49.8%
Renter Occupied Housing Units	26.5%	16.7%	13.9%
Vacant Housing Units	30.3%	34.7%	36.3%
2010 Housing Units	171	2,744	4,882
Owner Occupied Housing Units	48.5%	55.9%	55.0%
Renter Occupied Housing Units	31.0%	19.4%	16.3%
Vacant Housing Units	20.5%	24.8%	28.7%
2021 Housing Units	177	3,068	5,458
Owner Occupied Housing Units	46.3%	54.6%	53.7%
Renter Occupied Housing Units	33.3%	20.8%	17.6%
Vacant Housing Units	20.3%	24.6%	28.7%
2026 Housing Units	180	3,223	5,734
Owner Occupied Housing Units	47.2%	55.6%	54.3%
Renter Occupied Housing Units	32.2%	19.7%	16.8%
Vacant Housing Units	20.6%	24.7%	28.9%
Median Household Income			
2021	\$34,706	\$43,683	\$44,715
2026	\$37,484	\$49,499	\$50,385
Median Home Value			
2021	\$106,250	\$137,432	\$135,621
2026	\$250,000	\$256,906	\$244,329
Per Capita Income			
2021	\$14,927	\$21,712	\$18,698
2026	\$16,651	\$24,751	\$21,407
Median Age			
2010	40.4	45.9	40.4
2021	42.0	50.1	42.8
2026	42.8	51.8	44.2

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	141	2,313	3,889
<\$15,000	19.1%	13.4%	13.4%
\$15,000 - \$24,999	14.9%	15.8%	14.4%
\$25,000 - \$34,999	16.3%	11.3%	11.2%
\$35,000 - \$49,999	23.4%	14.5%	15.4%
\$50,000 - \$74,999	14.2%	23.5%	22.8%
\$75,000 - \$99,999	9.9%	9.9%	10.2%
\$100,000 - \$149,999	2.1%	8.6%	9.5%
\$150,000 - \$199,999	0.0%	1.2%	1.5%
\$200,000+	0.0%	1.7%	1.8%
Average Household Income	\$39,972	\$55,640	\$57,105
2026 Households by Income			
Household Income Base	143	2,426	4,076
<\$15,000	16.8%	11.5%	11.4%
\$15,000 - \$24,999	11.9%	13.0%	11.8%
\$25,000 - \$34,999	14.7%	10.9%	10.5%
\$35,000 - \$49,999	25.9%	15.0%	15.6%
\$50,000 - \$74,999	15.4%	24.2%	23.7%
\$75,000 - \$99,999	11.2%	10.3%	10.6%
\$100,000 - \$149,999	2.8%	11.2%	12.0%
\$150,000 - \$199,999	0.7%	1.7%	2.1%
\$200,000+	0.0%	2.1%	2.2%
Average Household Income	\$45,064	\$63,456	\$65,120
2021 Owner Occupied Housing Units by Value			
Total	82	1,675	2,929
<\$50,000	35.4%	22.8%	20.5%
\$50,000 - \$99,999	14.6%	18.9%	21.1%
\$100,000 - \$149,999	4.9%	11.0%	11.8%
\$150,000 - \$199,999	13.4%	12.6%	11.7%
\$200,000 - \$249,999	2.4%	3.8%	5.8%
\$250,000 - \$299,999	2.4%	9.4%	9.0%
\$300,000 - \$399,999	25.6%	9.9%	8.4%
\$400,000 - \$499,999	1.2%	6.3%	5.7%
\$500,000 - \$749,999	1.2%	4.6%	5.1%
\$750,000 - \$999,999	0.0%	0.7%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$162,349	\$187,493	\$190,545
2026 Owner Occupied Housing Units by Value			
Total	85	1,791	3,113
<\$50,000	17.6%	11.9%	11.0%
\$50,000 - \$99,999	8.2%	11.2%	12.5%
\$100,000 - \$149,999	4.7%	7.5%	8.0%
\$150,000 - \$199,999	15.3%	12.9%	12.4%
\$200,000 - \$249,999	4.7%	4.2%	6.9%
\$250,000 - \$299,999	5.9%	16.0%	16.2%
\$300,000 - \$399,999	37.6%	15.0%	11.8%
\$400,000 - \$499,999	2.4%	10.5%	9.8%
\$500,000 - \$749,999	4.7%	9.7%	9.9%
\$750,000 - \$999,999	0.0%	1.1%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$238,953	\$266,569	\$267,885

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	378	5,074	10,240
0 - 4	6.6%	5.4%	5.3%
5 - 9	4.8%	5.1%	5.3%
10 - 14	4.8%	5.5%	5.1%
15 - 24	14.3%	11.9%	15.2%
25 - 34	13.5%	10.6%	12.9%
35 - 44	10.8%	10.4%	11.7%
45 - 54	13.0%	12.1%	12.3%
55 - 64	15.1%	12.7%	11.2%
65 - 74	7.7%	14.7%	12.1%
75 - 84	6.9%	9.4%	7.3%
85 +	1.9%	2.2%	1.7%
18 +	79.1%	80.2%	80.4%
2021 Population by Age			
Total	389	5,643	11,337
0 - 4	5.9%	4.6%	4.7%
5 - 9	6.2%	5.1%	4.8%
10 - 14	4.6%	4.5%	4.5%
15 - 24	10.0%	9.0%	12.6%
25 - 34	15.2%	12.1%	14.8%
35 - 44	11.3%	9.6%	11.0%
45 - 54	10.0%	10.2%	10.3%
55 - 64	14.4%	12.0%	11.0%
65 - 74	13.9%	17.0%	13.9%
75 - 84	5.9%	12.3%	9.8%
85 +	2.6%	3.7%	2.8%
18 +	81.0%	83.2%	83.0%
2026 Population by Age			
Total	395	5,916	11,783
0 - 4	5.8%	4.5%	4.6%
5 - 9	6.1%	4.8%	4.7%
10 - 14	6.3%	5.0%	4.7%
15 - 24	8.6%	8.2%	12.0%
25 - 34	11.6%	10.1%	12.9%
35 - 44	14.2%	10.7%	12.0%
45 - 54	10.9%	9.9%	10.1%
55 - 64	12.2%	11.8%	10.4%
65 - 74	14.9%	16.8%	13.9%
75 - 84	6.8%	14.0%	11.3%
85 +	2.5%	4.3%	3.4%
18 +	79.2%	83.0%	82.9%
2010 Population by Sex			
Males	206	2,667	5,948
Females	172	2,407	4,294
2021 Population by Sex			
Males	212	2,962	6,577
Females	177	2,681	4,760
2026 Population by Sex			
Males	216	3,097	6,796
Females	181	2,818	4,990

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	378	5,073	10,242
White Alone	81.5%	80.5%	76.2%
Black Alone	2.6%	10.3%	11.7%
American Indian Alone	0.8%	0.7%	0.6%
Asian Alone	0.0%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.0%	6.6%	9.3%
Two or More Races	2.1%	1.8%	1.9%
Hispanic Origin	25.9%	18.3%	24.5%
Diversity Index	59.1	53.9	62.5
2021 Population by Race/Ethnicity			
Total	388	5,641	11,338
White Alone	72.9%	74.3%	70.4%
Black Alone	3.1%	11.9%	12.4%
American Indian Alone	0.8%	0.8%	0.7%
Asian Alone	0.0%	0.1%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	20.4%	10.5%	13.7%
Two or More Races	2.8%	2.4%	2.4%
Hispanic Origin	39.1%	27.9%	34.6%
Diversity Index	72.2	66.2	72.0
2026 Population by Race/Ethnicity			
Total	396	5,916	11,787
White Alone	68.7%	71.0%	67.4%
Black Alone	3.3%	12.5%	12.7%
American Indian Alone	0.8%	0.9%	0.8%
Asian Alone	0.0%	0.1%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	24.2%	12.8%	16.1%
Two or More Races	3.0%	2.7%	2.6%
Hispanic Origin	44.7%	31.9%	38.4%
Diversity Index	76.1	70.5	75.2
2010 Population by Relationship and Household Type			
Total	378	5,074	10,242
In Households	97.4%	95.5%	84.5%
In Family Households	80.7%	79.6%	72.1%
Householder	25.9%	26.7%	23.1%
Spouse	18.0%	20.8%	18.1%
Child	28.0%	25.6%	24.6%
Other relative	5.3%	4.0%	4.1%
Nonrelative	3.7%	2.5%	2.2%
In Nonfamily Households	16.4%	16.0%	12.4%
In Group Quarters	2.6%	4.5%	15.5%
Institutionalized Population	2.6%	4.3%	14.9%
Noninstitutionalized Population	0.0%	0.2%	0.5%

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	284	4,331	8,328
Less than 9th Grade	21.8%	10.5%	11.0%
9th - 12th Grade, No Diploma	16.9%	13.6%	15.6%
High School Graduate	34.5%	29.6%	29.1%
GED/Alternative Credential	12.0%	5.7%	6.5%
Some College, No Degree	7.0%	20.2%	17.9%
Associate Degree	0.4%	6.8%	6.7%
Bachelor's Degree	2.5%	7.6%	7.5%
Graduate/Professional Degree	4.9%	6.0%	5.7%
2021 Population 15+ by Marital Status			
Total	325	4,837	9,752
Never Married	21.8%	23.2%	32.5%
Married	43.1%	53.3%	48.4%
Widowed	26.8%	13.0%	9.4%
Divorced	8.3%	10.5%	9.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	74	1,584	3,099
Population 16+ Employed	98.6%	95.5%	93.0%
Population 16+ Unemployment rate	0.0%	4.5%	7.0%
Population 16-24 Employed	4.1%	6.3%	10.9%
Population 16-24 Unemployment rate	0.0%	3.1%	11.0%
Population 25-54 Employed	56.2%	63.8%	61.5%
Population 25-54 Unemployment rate	0.0%	3.5%	6.5%
Population 55-64 Employed	31.5%	19.8%	18.4%
Population 55-64 Unemployment rate	0.0%	1.0%	2.4%
Population 65+ Employed	8.2%	10.1%	9.2%
Population 65+ Unemployment rate	0.0%	15.9%	13.2%
2021 Employed Population 16+ by Industry			
Total	73	1,513	2,883
Agriculture/Mining	0.0%	8.1%	9.6%
Construction	54.8%	8.1%	10.6%
Manufacturing	0.0%	8.0%	6.1%
Wholesale Trade	9.6%	2.9%	2.9%
Retail Trade	12.3%	13.9%	13.8%
Transportation/Utilities	0.0%	3.4%	5.4%
Information	0.0%	0.3%	0.3%
Finance/Insurance/Real Estate	0.0%	4.3%	3.9%
Services	19.2%	45.5%	43.4%
Public Administration	0.0%	5.5%	4.0%
2021 Employed Population 16+ by Occupation			
Total	72	1,512	2,882
White Collar	11.0%	49.2%	44.0%
Management/Business/Financial	0.0%	8.6%	8.0%
Professional	0.0%	15.1%	13.9%
Sales	0.0%	7.1%	6.5%
Administrative Support	11.0%	18.3%	15.6%
Services	8.2%	15.3%	17.6%
Blue Collar	79.5%	35.5%	38.4%
Farming/Forestry/Fishing	0.0%	3.9%	6.6%
Construction/Extraction	50.7%	7.3%	8.0%
Installation/Maintenance/Repair	11.0%	3.6%	3.1%
Production	0.0%	8.7%	7.4%
Transportation/Material Moving	17.8%	12.0%	13.4%

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2010 Households by Type			
Total	136	2,064	3,483
Households with 1 Person	27.2%	26.9%	24.5%
Households with 2+ People	72.8%	73.1%	75.5%
Family Households	66.9%	68.0%	70.4%
Husband-wife Families	47.1%	53.2%	55.8%
With Related Children	17.6%	14.9%	16.9%
Other Family (No Spouse Present)	19.9%	14.9%	14.7%
Other Family with Male Householder	7.4%	4.7%	4.9%
With Related Children	3.7%	2.8%	2.9%
Other Family with Female Householder	12.5%	10.2%	9.7%
With Related Children	9.6%	6.8%	6.7%
Nonfamily Households	5.9%	5.1%	5.1%
All Households with Children	30.9%	24.8%	26.9%
Multigenerational Households	5.1%	4.4%	4.7%
Unmarried Partner Households	7.4%	5.6%	6.0%
Male-female	6.6%	5.1%	5.5%
Same-sex	0.7%	0.4%	0.5%
2010 Households by Size			
Total	137	2,063	3,482
1 Person Household	27.0%	26.9%	24.5%
2 Person Household	37.2%	42.6%	42.5%
3 Person Household	13.9%	11.4%	11.3%
4 Person Household	11.7%	9.3%	10.0%
5 Person Household	5.1%	5.1%	6.1%
6 Person Household	2.9%	2.3%	2.8%
7 + Person Household	2.2%	2.4%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	136	2,064	3,483
Owner Occupied	61.0%	74.3%	77.1%
Owned with a Mortgage/Loan	25.0%	29.9%	32.7%
Owned Free and Clear	36.0%	44.4%	44.4%
Renter Occupied	39.0%	25.7%	22.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	178	171	177
Percent of Income for Mortgage	12.8%	13.2%	12.7%
Wealth Index	30	57	60
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	171	2,744	4,882
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	86.5%	82.1%	66.0%
Rural Housing Units	13.5%	17.9%	34.0%
2010 Population By Urban/ Rural Status			
Total Population	378	5,074	10,242
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	88.1%	82.3%	69.8%
Rural Population	11.9%	17.7%	30.2%

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.	Rural Bypasses (10E)	Rural Bypasses (10E)	The Elders (9C)
2.	Rural Resort Dwellers (6E)	The Elders (9C)	Rural Bypasses (10E)
3.		Small Town Simplicity (12C)	Down the Road (10D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$125,124	\$2,843,345	\$4,926,636
Average Spent	\$887.40	\$1,229.29	\$1,266.81
Spending Potential Index	42	58	60
Education: Total \$	\$77,369	\$1,860,872	\$3,302,800
Average Spent	\$548.72	\$804.53	\$849.27
Spending Potential Index	32	47	49
Entertainment/Recreation: Total \$	\$226,002	\$5,007,055	\$8,423,014
Average Spent	\$1,602.85	\$2,164.74	\$2,165.86
Spending Potential Index	50	67	67
Food at Home: Total \$	\$399,939	\$8,555,151	\$14,443,408
Average Spent	\$2,836.45	\$3,698.73	\$3,713.91
Spending Potential Index	52	68	68
Food Away from Home: Total \$	\$240,241	\$5,302,054	\$9,155,405
Average Spent	\$1,703.84	\$2,292.28	\$2,354.18
Spending Potential Index	45	60	62
Health Care: Total \$	\$478,187	\$10,658,579	\$17,842,555
Average Spent	\$3,391.40	\$4,608.12	\$4,587.95
Spending Potential Index	54	74	74
HH Furnishings & Equipment: Total \$	\$145,274	\$3,253,345	\$5,613,543
Average Spent	\$1,030.31	\$1,406.55	\$1,443.44
Spending Potential Index	46	62	64
Personal Care Products & Services: Total \$	\$51,896	\$1,270,215	\$2,205,113
Average Spent	\$368.06	\$549.16	\$567.01
Spending Potential Index	41	61	63
Shelter: Total \$	\$1,028,377	\$25,712,926	\$45,327,123
Average Spent	\$7,293.45	\$11,116.70	\$11,655.21
Spending Potential Index	36	55	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$172,579	\$4,013,508	\$6,994,049
Average Spent	\$1,223.96	\$1,735.20	\$1,798.42
Spending Potential Index	51	73	75
Travel: Total \$	\$131,454	\$3,347,261	\$5,940,356
Average Spent	\$932.30	\$1,447.15	\$1,527.48
Spending Potential Index	37	57	60
Vehicle Maintenance & Repairs: Total \$	\$86,292	\$1,817,303	\$3,067,060
Average Spent	\$612.00	\$785.69	\$788.65
Spending Potential Index	55	71	71

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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