



Market Profile

Lawrence Stuart Rd, Frostproof, Florida, 33843
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.71342
Longitude: -81.51872

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	37	4,997	9,336
2010 Total Population	36	4,710	10,268
2021 Total Population	38	5,267	11,368
2021 Group Quarters	6	149	1,724
2026 Total Population	39	5,532	11,819
2021-2026 Annual Rate	0.52%	0.99%	0.78%
2021 Total Daytime Population	53	4,842	9,122
Workers	20	951	1,942
Residents	33	3,891	7,180
Household Summary			
2000 Households	10	1,729	3,136
2000 Average Household Size	3.20	2.52	2.60
2010 Households	12	1,912	3,488
2010 Average Household Size	2.50	2.39	2.50
2021 Households	13	2,148	3,893
2021 Average Household Size	2.46	2.38	2.48
2026 Households	14	2,255	4,078
2026 Average Household Size	2.36	2.39	2.48
2021-2026 Annual Rate	1.49%	0.98%	0.93%
2010 Families	8	1,313	2,456
2010 Average Family Size	3.00	2.82	2.94
2021 Families	9	1,454	2,701
2021 Average Family Size	2.78	2.83	2.93
2026 Families	9	1,521	2,820
2026 Average Family Size	2.89	2.84	2.93
2021-2026 Annual Rate	0.00%	0.91%	0.87%
Housing Unit Summary			
2000 Housing Units	12	2,671	4,908
Owner Occupied Housing Units	66.7%	48.0%	50.0%
Renter Occupied Housing Units	25.0%	16.7%	13.9%
Vacant Housing Units	8.3%	35.3%	36.1%
2010 Housing Units	12	2,529	4,874
Owner Occupied Housing Units	75.0%	56.4%	55.2%
Renter Occupied Housing Units	25.0%	19.2%	16.4%
Vacant Housing Units	0.0%	24.4%	28.4%
2021 Housing Units	13	2,837	5,445
Owner Occupied Housing Units	76.9%	55.1%	53.8%
Renter Occupied Housing Units	30.8%	20.6%	17.6%
Vacant Housing Units	0.0%	24.3%	28.5%
2026 Housing Units	14	2,984	5,719
Owner Occupied Housing Units	71.4%	56.1%	54.5%
Renter Occupied Housing Units	28.6%	19.5%	16.8%
Vacant Housing Units	0.0%	24.4%	28.7%
Median Household Income			
2021	\$37,860	\$42,460	\$44,808
2026	\$43,660	\$48,205	\$50,468
Median Home Value			
2021	\$200,000	\$122,409	\$134,527
2026	\$300,000	\$238,750	\$240,271
Per Capita Income			
2021	\$16,474	\$21,545	\$18,854
2026	\$18,712	\$24,545	\$21,576
Median Age			
2010	43.8	46.8	40.5
2021	43.8	51.3	43.0
2026	43.3	53.1	44.3

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	13	2,148	3,893
<\$15,000	15.4%	13.9%	13.3%
\$15,000 - \$24,999	15.4%	16.2%	14.4%
\$25,000 - \$34,999	15.4%	11.2%	11.2%
\$35,000 - \$49,999	15.4%	15.1%	15.4%
\$50,000 - \$74,999	15.4%	24.3%	22.9%
\$75,000 - \$99,999	15.4%	8.8%	10.1%
\$100,000 - \$149,999	7.7%	7.8%	9.5%
\$150,000 - \$199,999	0.0%	1.0%	1.5%
\$200,000+	0.0%	1.7%	1.8%
Average Household Income	\$56,463	\$54,144	\$57,164
2026 Households by Income			
Household Income Base	14	2,255	4,078
<\$15,000	14.3%	12.0%	11.4%
\$15,000 - \$24,999	7.1%	13.3%	11.8%
\$25,000 - \$34,999	14.3%	10.6%	10.5%
\$35,000 - \$49,999	21.4%	15.5%	15.5%
\$50,000 - \$74,999	14.3%	25.6%	23.9%
\$75,000 - \$99,999	14.3%	9.4%	10.6%
\$100,000 - \$149,999	14.3%	10.1%	12.0%
\$150,000 - \$199,999	0.0%	1.5%	2.1%
\$200,000+	0.0%	2.1%	2.2%
Average Household Income	\$62,346	\$61,746	\$65,191
2021 Owner Occupied Housing Units by Value			
Total	10	1,564	2,932
<\$50,000	20.0%	23.9%	20.6%
\$50,000 - \$99,999	10.0%	21.4%	21.2%
\$100,000 - \$149,999	10.0%	10.5%	11.9%
\$150,000 - \$199,999	10.0%	12.8%	12.0%
\$200,000 - \$249,999	10.0%	3.1%	5.8%
\$250,000 - \$299,999	10.0%	8.6%	8.9%
\$300,000 - \$399,999	20.0%	9.3%	8.1%
\$400,000 - \$499,999	10.0%	5.2%	5.6%
\$500,000 - \$749,999	0.0%	4.6%	4.9%
\$750,000 - \$999,999	0.0%	0.6%	0.7%
\$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	\$207,500	\$178,051	\$189,094
2026 Owner Occupied Housing Units by Value			
Total	10	1,673	3,116
<\$50,000	10.0%	13.0%	11.0%
\$50,000 - \$99,999	10.0%	13.2%	12.6%
\$100,000 - \$149,999	0.0%	7.4%	8.0%
\$150,000 - \$199,999	10.0%	13.7%	12.6%
\$200,000 - \$249,999	10.0%	3.6%	7.1%
\$250,000 - \$299,999	10.0%	15.5%	16.2%
\$300,000 - \$399,999	30.0%	14.0%	11.4%
\$400,000 - \$499,999	10.0%	8.7%	9.6%
\$500,000 - \$749,999	10.0%	9.9%	9.7%
\$750,000 - \$999,999	0.0%	1.0%	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	\$290,000	\$256,014	\$266,608

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	41	4,709	10,266
0 - 4	4.9%	5.3%	5.3%
5 - 9	2.4%	5.1%	5.3%
10 - 14	2.4%	5.6%	5.1%
15 - 24	12.2%	11.7%	15.2%
25 - 34	12.2%	10.2%	12.8%
35 - 44	9.8%	10.0%	11.6%
45 - 54	12.2%	11.4%	12.3%
55 - 64	12.2%	12.8%	11.2%
65 - 74	9.8%	15.4%	12.1%
75 - 84	4.9%	10.1%	7.4%
85 +	2.4%	2.3%	1.7%
18 +	73.2%	80.2%	80.4%
2021 Population by Age			
Total	37	5,268	11,367
0 - 4	5.4%	4.6%	4.7%
5 - 9	5.4%	5.0%	4.8%
10 - 14	2.7%	4.6%	4.5%
15 - 24	10.8%	8.8%	12.5%
25 - 34	16.2%	11.7%	14.7%
35 - 44	10.8%	9.3%	10.9%
45 - 54	10.8%	9.8%	10.2%
55 - 64	13.5%	11.8%	11.0%
65 - 74	13.5%	17.6%	14.0%
75 - 84	8.1%	13.0%	9.9%
85 +	2.7%	3.9%	2.8%
18 +	86.5%	83.4%	83.0%
2026 Population by Age			
Total	40	5,534	11,819
0 - 4	5.0%	4.4%	4.6%
5 - 9	5.0%	4.7%	4.7%
10 - 14	5.0%	4.9%	4.8%
15 - 24	10.0%	8.0%	12.0%
25 - 34	12.5%	9.7%	12.8%
35 - 44	15.0%	10.5%	12.0%
45 - 54	10.0%	9.7%	10.1%
55 - 64	12.5%	11.7%	10.5%
65 - 74	15.0%	17.1%	13.9%
75 - 84	7.5%	14.8%	11.3%
85 +	2.5%	4.6%	3.4%
18 +	82.5%	83.3%	82.9%
2010 Population by Sex			
Males	22	2,437	5,942
Females	14	2,273	4,326
2021 Population by Sex			
Males	23	2,722	6,571
Females	15	2,544	4,797
2026 Population by Sex			
Males	23	2,852	6,789
Females	16	2,680	5,029

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2010 Population by Race/Ethnicity			
Total	36	4,711	10,267
White Alone	80.6%	81.1%	76.3%
Black Alone	8.3%	9.2%	11.5%
American Indian Alone	0.0%	0.7%	0.6%
Asian Alone	0.0%	0.1%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.3%	7.0%	9.4%
Two or More Races	2.8%	1.8%	1.9%
Hispanic Origin	19.4%	19.4%	24.6%
Diversity Index	55.0	54.2	62.6
2021 Population by Race/Ethnicity			
Total	38	5,267	11,368
White Alone	73.7%	74.9%	70.5%
Black Alone	10.5%	10.6%	12.2%
American Indian Alone	0.0%	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	13.2%	11.1%	13.8%
Two or More Races	2.6%	2.5%	2.4%
Hispanic Origin	31.6%	29.4%	34.7%
Diversity Index	68.5	66.5	72.0
2026 Population by Race/Ethnicity			
Total	39	5,532	11,819
White Alone	69.2%	71.6%	67.6%
Black Alone	10.3%	11.2%	12.5%
American Indian Alone	0.0%	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	17.9%	13.4%	16.1%
Two or More Races	2.6%	2.7%	2.6%
Hispanic Origin	35.9%	33.5%	38.5%
Diversity Index	73.6	70.9	75.1
2010 Population by Relationship and Household Type			
Total	36	4,710	10,268
In Households	83.3%	97.0%	84.9%
In Family Households	69.4%	81.2%	72.5%
Householder	22.2%	27.6%	23.3%
Spouse	16.7%	21.5%	18.2%
Child	22.2%	25.5%	24.6%
Other relative	2.8%	4.0%	4.1%
Nonrelative	2.8%	2.6%	2.2%
In Nonfamily Households	13.9%	15.8%	12.5%
In Group Quarters	16.7%	3.0%	15.1%
Institutionalized Population	16.7%	2.8%	14.5%
Noninstitutionalized Population	0.0%	0.1%	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	28	4,061	8,354
Less than 9th Grade	17.9%	11.4%	11.0%
9th - 12th Grade, No Diploma	17.9%	13.1%	15.5%
High School Graduate	32.1%	29.4%	29.2%
GED/Alternative Credential	10.7%	5.2%	6.5%
Some College, No Degree	10.7%	20.7%	18.0%
Associate Degree	3.6%	6.8%	6.8%
Bachelor's Degree	3.6%	7.4%	7.5%
Graduate/Professional Degree	3.6%	6.0%	5.7%
2021 Population 15+ by Marital Status			
Total	33	4,525	9,774
Never Married	30.3%	21.9%	32.2%
Married	42.4%	55.1%	48.6%
Widowed	18.2%	12.7%	9.4%
Divorced	9.1%	10.3%	9.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7	1,460	3,118
Population 16+ Employed	100.0%	95.8%	93.0%
Population 16+ Unemployment rate	0.0%	4.2%	7.0%
Population 16-24 Employed	0.0%	6.7%	11.0%
Population 16-24 Unemployment rate	0.0%	2.1%	11.2%
Population 25-54 Employed	57.1%	62.9%	61.4%
Population 25-54 Unemployment rate	0.0%	3.7%	6.5%
Population 55-64 Employed	28.6%	19.6%	18.5%
Population 55-64 Unemployment rate	0.0%	0.7%	2.4%
Population 65+ Employed	14.3%	10.8%	9.2%
Population 65+ Unemployment rate	0.0%	13.7%	13.0%
2021 Employed Population 16+ by Industry			
Total	7	1,398	2,901
Agriculture/Mining	0.0%	6.7%	9.7%
Construction	28.6%	8.9%	10.7%
Manufacturing	0.0%	7.7%	6.0%
Wholesale Trade	14.3%	3.1%	2.8%
Retail Trade	14.3%	15.4%	14.0%
Transportation/Utilities	0.0%	3.4%	5.4%
Information	0.0%	0.2%	0.3%
Finance/Insurance/Real Estate	0.0%	4.0%	3.8%
Services	14.3%	46.0%	43.4%
Public Administration	0.0%	4.6%	3.9%
2021 Employed Population 16+ by Occupation			
Total	5	1,396	2,901
White Collar	14.3%	48.0%	44.1%
Management/Business/Financial	0.0%	7.6%	8.1%
Professional	0.0%	13.7%	14.1%
Sales	0.0%	7.5%	6.5%
Administrative Support	14.3%	19.2%	15.4%
Services	0.0%	15.3%	17.6%
Blue Collar	57.1%	36.6%	38.3%
Farming/Forestry/Fishing	0.0%	3.9%	6.5%
Construction/Extraction	28.6%	7.6%	8.0%
Installation/Maintenance/Repair	14.3%	3.3%	3.0%
Production	0.0%	9.5%	7.3%
Transportation/Material Moving	14.3%	12.3%	13.3%

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2010 Households by Type			
Total	11	1,913	3,488
Households with 1 Person	27.3%	26.5%	24.4%
Households with 2+ People	72.7%	73.5%	75.6%
Family Households	72.7%	68.6%	70.4%
Husband-wife Families	63.6%	53.7%	55.7%
With Related Children	18.2%	14.6%	16.9%
Other Family (No Spouse Present)	18.2%	14.9%	14.7%
Other Family with Male Householder	9.1%	4.7%	4.9%
With Related Children	0.0%	2.8%	2.9%
Other Family with Female Householder	9.1%	10.2%	9.8%
With Related Children	9.1%	6.9%	6.7%
Nonfamily Households	0.0%	4.9%	5.2%
All Households with Children	25.0%	24.6%	26.9%
Multigenerational Households	8.3%	4.0%	4.7%
Unmarried Partner Households	8.3%	5.6%	6.0%
Male-female	8.3%	5.2%	5.5%
Same-sex	0.0%	0.5%	0.5%
2010 Households by Size			
Total	11	1,912	3,487
1 Person Household	27.3%	26.5%	24.4%
2 Person Household	45.5%	43.6%	42.5%
3 Person Household	9.1%	11.3%	11.3%
4 Person Household	9.1%	8.8%	10.0%
5 Person Household	9.1%	5.1%	6.1%
6 Person Household	0.0%	2.3%	2.8%
7 + Person Household	0.0%	2.4%	2.9%
2010 Households by Tenure and Mortgage Status			
Total	12	1,912	3,488
Owner Occupied	75.0%	74.6%	77.1%
Owned with a Mortgage/Loan	33.3%	29.4%	32.7%
Owned Free and Clear	41.7%	45.1%	44.4%
Renter Occupied	25.0%	25.4%	22.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	187	178
Percent of Income for Mortgage	0.0%	12.1%	12.6%
Wealth Index	58	56	60
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12	2,529	4,874
Housing Units Inside Urbanized Area	0.0%	0.0%	0.8%
Housing Units Inside Urbanized Cluster	58.3%	81.9%	66.0%
Rural Housing Units	41.7%	18.1%	33.3%
2010 Population By Urban/ Rural Status			
Total Population	36	4,710	10,268
Population Inside Urbanized Area	0.0%	0.0%	0.7%
Population Inside Urbanized Cluster	66.7%	83.4%	69.8%
Rural Population	33.3%	16.6%	29.5%

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 Resort Dwellers (6E)	The Elders (9C)	The Elders (9C)
2.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
3.	The Elders (9C)	Small Town Simplicity (12C)	Down the Road (10D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$15,909	\$2,570,915	\$4,939,926
Average Spent	\$1,223.77	\$1,196.89	\$1,268.93
Spending Potential Index	58	56	60
Education: Total \$	\$10,242	\$1,692,008	\$3,316,370
Average Spent	\$787.85	\$787.71	\$851.88
Spending Potential Index	46	46	49
Entertainment/Recreation: Total \$	\$29,003	\$4,487,010	\$8,425,743
Average Spent	\$2,231.00	\$2,088.92	\$2,164.33
Spending Potential Index	69	65	67
Food at Home: Total \$	\$49,819	\$7,694,901	\$14,454,167
Average Spent	\$3,832.23	\$3,582.36	\$3,712.86
Spending Potential Index	70	66	68
Food Away from Home: Total \$	\$29,932	\$4,798,929	\$9,179,134
Average Spent	\$2,302.46	\$2,234.14	\$2,357.86
Spending Potential Index	61	59	62
Health Care: Total \$	\$62,243	\$9,578,124	\$17,846,675
Average Spent	\$4,787.92	\$4,459.09	\$4,584.30
Spending Potential Index	77	71	74
HH Furnishings & Equipment: Total \$	\$18,518	\$2,944,212	\$5,627,534
Average Spent	\$1,424.46	\$1,370.68	\$1,445.55
Spending Potential Index	63	61	64
Personal Care Products & Services: Total \$	\$6,959	\$1,155,604	\$2,212,945
Average Spent	\$535.31	\$537.99	\$568.44
Spending Potential Index	60	60	63
Shelter: Total \$	\$143,866	\$23,399,111	\$45,453,010
Average Spent	\$11,066.62	\$10,893.44	\$11,675.57
Spending Potential Index	55	54	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,200	\$3,642,276	\$6,989,551
Average Spent	\$1,938.46	\$1,695.66	\$1,795.42
Spending Potential Index	81	71	75
Travel: Total \$	\$18,972	\$3,052,962	\$5,959,360
Average Spent	\$1,459.38	\$1,421.30	\$1,530.79
Spending Potential Index	58	56	61
Vehicle Maintenance & Repairs: Total \$	\$10,815	\$1,630,989	\$3,067,270
Average Spent	\$831.92	\$759.31	\$787.89
Spending Potential Index	75	69	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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