



## Market Profile

Davis Brothers Rd, Frostproof, Florida, 33843  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 27.72247  
Longitude: -81.51266

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	73	4,703	9,275
2010 Total Population	68	4,470	10,158
2021 Total Population	71	4,928	11,252
2021 Group Quarters	11	241	1,734
2026 Total Population	72	5,151	11,700
2021-2026 Annual Rate	0.28%	0.89%	0.78%
2021 Total Daytime Population	64	4,752	9,063
Workers	6	1,118	1,958
Residents	58	3,634	7,105
<b>Household Summary</b>			
2000 Households	23	1,674	3,110
2000 Average Household Size	2.78	2.52	2.59
2010 Households	25	1,779	3,462
2010 Average Household Size	2.32	2.39	2.48
2021 Households	27	1,976	3,868
2021 Average Household Size	2.22	2.37	2.46
2026 Households	28	2,067	4,054
2026 Average Household Size	2.18	2.38	2.46
2021-2026 Annual Rate	0.73%	0.90%	0.94%
2010 Families	17	1,208	2,435
2010 Average Family Size	2.71	2.83	2.92
2021 Families	18	1,322	2,682
2021 Average Family Size	2.61	2.83	2.91
2026 Families	19	1,378	2,801
2026 Average Family Size	2.53	2.84	2.91
2021-2026 Annual Rate	1.09%	0.83%	0.87%
<b>Housing Unit Summary</b>			
2000 Housing Units	38	2,402	4,895
Owner Occupied Housing Units	42.1%	50.7%	49.7%
Renter Occupied Housing Units	18.4%	18.9%	13.9%
Vacant Housing Units	39.5%	30.3%	36.5%
2010 Housing Units	38	2,304	4,858
Owner Occupied Housing Units	47.4%	55.9%	55.0%
Renter Occupied Housing Units	18.4%	21.4%	16.3%
Vacant Housing Units	34.2%	22.8%	28.7%
2021 Housing Units	41	2,549	5,434
Owner Occupied Housing Units	43.9%	54.5%	53.6%
Renter Occupied Housing Units	22.0%	23.0%	17.6%
Vacant Housing Units	34.1%	22.5%	28.8%
2026 Housing Units	43	2,668	5,710
Owner Occupied Housing Units	44.2%	55.5%	54.3%
Renter Occupied Housing Units	20.9%	21.9%	16.7%
Vacant Housing Units	34.9%	22.5%	29.0%
<b>Median Household Income</b>			
2021	\$39,695	\$43,817	\$44,755
2026	\$42,332	\$49,836	\$50,402
<b>Median Home Value</b>			
2021	\$225,000	\$150,978	\$135,756
2026	\$300,000	\$262,721	\$244,693
<b>Per Capita Income</b>			
2021	\$14,863	\$20,850	\$18,771
2026	\$16,883	\$23,780	\$21,490
<b>Median Age</b>			
2010	40.0	43.7	40.5
2021	41.9	47.0	43.0
2026	43.0	48.3	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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<b>2021 Households by Income</b>			
Household Income Base	27	1,976	3,868
<\$15,000	14.8%	13.7%	13.3%
\$15,000 - \$24,999	11.1%	15.4%	14.4%
\$25,000 - \$34,999	14.8%	11.3%	11.2%
\$35,000 - \$49,999	18.5%	14.5%	15.4%
\$50,000 - \$74,999	14.8%	23.3%	22.8%
\$75,000 - \$99,999	11.1%	9.7%	10.1%
\$100,000 - \$149,999	11.1%	9.5%	9.5%
\$150,000 - \$199,999	0.0%	1.2%	1.5%
\$200,000+	0.0%	1.5%	1.8%
Average Household Income	\$51,927	\$54,993	\$57,162
<b>2026 Households by Income</b>			
Household Income Base	28	2,067	4,054
<\$15,000	14.3%	11.7%	11.4%
\$15,000 - \$24,999	10.7%	12.7%	11.8%
\$25,000 - \$34,999	14.3%	10.8%	10.6%
\$35,000 - \$49,999	21.4%	15.0%	15.6%
\$50,000 - \$74,999	14.3%	24.0%	23.7%
\$75,000 - \$99,999	10.7%	10.1%	10.6%
\$100,000 - \$149,999	14.3%	12.3%	12.0%
\$150,000 - \$199,999	3.6%	1.6%	2.1%
\$200,000+	0.0%	1.8%	2.2%
Average Household Income	\$58,988	\$62,764	\$65,208
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	18	1,388	2,915
<\$50,000	22.2%	20.7%	20.5%
\$50,000 - \$99,999	11.1%	17.6%	21.0%
\$100,000 - \$149,999	5.6%	11.5%	11.8%
\$150,000 - \$199,999	11.1%	12.9%	11.7%
\$200,000 - \$249,999	11.1%	4.5%	5.8%
\$250,000 - \$299,999	11.1%	9.4%	9.0%
\$300,000 - \$399,999	27.8%	11.8%	8.5%
\$400,000 - \$499,999	5.6%	7.1%	5.7%
\$500,000 - \$749,999	5.6%	3.9%	5.1%
\$750,000 - \$999,999	0.0%	0.7%	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	\$227,500	\$194,996	\$190,691
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	19	1,482	3,099
<\$50,000	10.5%	10.6%	11.0%
\$50,000 - \$99,999	5.3%	10.1%	12.5%
\$100,000 - \$149,999	5.3%	7.6%	8.0%
\$150,000 - \$199,999	10.5%	12.8%	12.4%
\$200,000 - \$249,999	10.5%	5.0%	6.8%
\$250,000 - \$299,999	10.5%	15.2%	16.2%
\$300,000 - \$399,999	36.8%	17.7%	11.8%
\$400,000 - \$499,999	10.5%	11.9%	9.7%
\$500,000 - \$749,999	5.3%	7.7%	9.9%
\$750,000 - \$999,999	0.0%	1.2%	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	\$278,750	\$270,003	\$268,095

**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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<b>2010 Population by Age</b>			
Total	66	4,473	10,157
0 - 4	6.1%	5.6%	5.3%
5 - 9	4.5%	5.3%	5.2%
10 - 14	4.5%	5.8%	5.1%
15 - 24	13.6%	12.6%	15.1%
25 - 34	15.2%	11.3%	12.9%
35 - 44	12.1%	10.9%	11.6%
45 - 54	15.2%	12.5%	12.3%
55 - 64	13.6%	12.4%	11.2%
65 - 74	7.6%	13.1%	12.1%
75 - 84	6.1%	8.5%	7.3%
85 +	1.5%	2.1%	1.7%
18 +	83.3%	79.2%	80.4%
<b>2021 Population by Age</b>			
Total	69	4,926	11,252
0 - 4	4.3%	4.9%	4.7%
5 - 9	5.8%	5.4%	4.8%
10 - 14	4.3%	4.8%	4.5%
15 - 24	10.1%	9.6%	12.5%
25 - 34	15.9%	13.0%	14.8%
35 - 44	13.0%	10.3%	10.9%
45 - 54	11.6%	10.7%	10.3%
55 - 64	14.5%	11.9%	11.0%
65 - 74	11.6%	15.8%	13.9%
75 - 84	5.8%	10.6%	9.8%
85 +	2.9%	3.2%	2.8%
18 +	85.5%	82.3%	83.1%
<b>2026 Population by Age</b>			
Total	74	5,150	11,700
0 - 4	4.1%	4.8%	4.6%
5 - 9	5.4%	5.1%	4.7%
10 - 14	5.4%	5.3%	4.7%
15 - 24	9.5%	8.8%	11.9%
25 - 34	13.5%	10.9%	12.8%
35 - 44	14.9%	11.6%	12.0%
45 - 54	12.2%	10.5%	10.1%
55 - 64	12.2%	11.7%	10.5%
65 - 74	13.5%	15.5%	13.9%
75 - 84	6.8%	12.1%	11.3%
85 +	2.7%	3.7%	3.4%
18 +	79.7%	81.9%	82.9%
<b>2010 Population by Sex</b>			
Males	41	2,370	5,891
Females	27	2,100	4,267
<b>2021 Population by Sex</b>			
Males	42	2,612	6,519
Females	28	2,316	4,733
<b>2026 Population by Sex</b>			
Males	43	2,727	6,737
Females	29	2,424	4,963

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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<b>2010 Population by Race/Ethnicity</b>			
Total	67	4,469	10,158
White Alone	80.6%	79.9%	76.3%
Black Alone	7.5%	10.5%	11.6%
American Indian Alone	0.0%	0.6%	0.6%
Asian Alone	0.0%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.4%	6.8%	9.3%
Two or More Races	1.5%	1.9%	1.9%
Hispanic Origin	22.1%	19.2%	24.3%
Diversity Index	58.3	55.2	62.3
<b>2021 Population by Race/Ethnicity</b>			
Total	72	4,928	11,252
White Alone	70.8%	73.5%	70.5%
Black Alone	9.7%	12.2%	12.4%
American Indian Alone	1.4%	0.8%	0.7%
Asian Alone	0.0%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	15.3%	10.9%	13.6%
Two or More Races	2.8%	2.6%	2.4%
Hispanic Origin	33.8%	29.3%	34.5%
Diversity Index	70.9	67.5	71.9
<b>2026 Population by Race/Ethnicity</b>			
Total	73	5,150	11,701
White Alone	67.1%	70.2%	67.5%
Black Alone	9.6%	12.9%	12.7%
American Indian Alone	1.4%	0.8%	0.8%
Asian Alone	0.0%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.2%	13.1%	16.0%
Two or More Races	2.7%	2.8%	2.6%
Hispanic Origin	38.9%	33.4%	38.2%
Diversity Index	75.2	71.7	75.1
<b>2010 Population by Relationship and Household Type</b>			
Total	68	4,470	10,158
In Households	85.3%	94.9%	84.7%
In Family Households	70.6%	79.1%	72.2%
Householder	22.1%	26.0%	23.2%
Spouse	16.2%	19.8%	18.2%
Child	25.0%	26.6%	24.5%
Other relative	4.4%	4.1%	4.0%
Nonrelative	2.9%	2.6%	2.2%
In Nonfamily Households	14.7%	15.8%	12.5%
In Group Quarters	14.7%	5.1%	15.3%
Institutionalized Population	14.7%	4.9%	14.8%
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.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	53	3,715	8,277
Less than 9th Grade	17.0%	10.6%	11.0%
9th - 12th Grade, No Diploma	18.9%	13.9%	15.6%
High School Graduate	32.1%	29.0%	29.1%
GED/Alternative Credential	13.2%	5.9%	6.5%
Some College, No Degree	9.4%	20.0%	18.0%
Associate Degree	1.9%	6.6%	6.7%
Bachelor's Degree	3.8%	8.1%	7.5%
Graduate/Professional Degree	3.8%	5.9%	5.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	61	4,186	9,683
Never Married	29.5%	24.4%	32.3%
Married	41.0%	51.8%	48.5%
Widowed	19.7%	13.3%	9.4%
Divorced	9.8%	10.5%	9.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	13	1,391	3,078
Population 16+ Employed	100.0%	95.3%	93.1%
Population 16+ Unemployment rate	0.0%	4.7%	6.9%
Population 16-24 Employed	7.7%	6.2%	10.8%
Population 16-24 Unemployment rate	0.0%	3.5%	10.9%
Population 25-54 Employed	61.5%	65.6%	61.5%
Population 25-54 Unemployment rate	0.0%	3.5%	6.5%
Population 55-64 Employed	30.8%	19.4%	18.5%
Population 55-64 Unemployment rate	0.0%	1.2%	2.2%
Population 65+ Employed	7.7%	8.8%	9.2%
Population 65+ Unemployment rate	0.0%	18.8%	13.2%
<b>2021 Employed Population 16+ by Industry</b>			
Total	13	1,326	2,865
Agriculture/Mining	0.0%	7.8%	9.6%
Construction	38.5%	8.6%	10.6%
Manufacturing	0.0%	8.9%	6.1%
Wholesale Trade	7.7%	3.0%	2.9%
Retail Trade	7.7%	13.2%	13.9%
Transportation/Utilities	0.0%	3.8%	5.4%
Information	0.0%	0.4%	0.3%
Finance/Insurance/Real Estate	0.0%	3.8%	3.9%
Services	15.4%	45.2%	43.4%
Public Administration	0.0%	5.3%	4.0%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	11	1,327	2,865
White Collar	15.4%	49.9%	44.1%
Management/Business/Financial	0.0%	9.3%	8.0%
Professional	0.0%	15.2%	14.0%
Sales	0.0%	7.3%	6.5%
Administrative Support	15.4%	18.1%	15.6%
Services	7.7%	15.0%	17.6%
Blue Collar	61.5%	35.1%	38.3%
Farming/Forestry/Fishing	0.0%	3.8%	6.5%
Construction/Extraction	38.5%	7.8%	8.0%
Installation/Maintenance/Repair	7.7%	3.9%	3.1%
Production	0.0%	8.1%	7.4%
Transportation/Material Moving	15.4%	11.5%	13.4%

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<b>2010 Households by Type</b>			
Total	24	1,779	3,461
Households with 1 Person	25.0%	27.0%	24.5%
Households with 2+ People	75.0%	73.0%	75.5%
Family Households	70.8%	67.9%	70.4%
Husband-wife Families	54.2%	52.2%	55.8%
With Related Children	16.7%	15.9%	16.8%
Other Family (No Spouse Present)	16.7%	15.7%	14.6%
Other Family with Male Householder	4.2%	5.0%	4.9%
With Related Children	4.2%	3.0%	2.9%
Other Family with Female Householder	8.3%	10.8%	9.7%
With Related Children	8.3%	7.4%	6.6%
Nonfamily Households	4.2%	5.1%	5.1%
All Households with Children	28.0%	26.6%	26.7%
Multigenerational Households	4.0%	4.6%	4.7%
Unmarried Partner Households	4.0%	5.7%	5.9%
Male-female	4.0%	5.3%	5.5%
Same-sex	0.0%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	24	1,779	3,460
1 Person Household	25.0%	27.0%	24.5%
2 Person Household	41.7%	40.5%	42.6%
3 Person Household	12.5%	12.1%	11.3%
4 Person Household	12.5%	9.9%	9.9%
5 Person Household	4.2%	5.5%	6.0%
6 Person Household	4.2%	2.4%	2.8%
7 + Person Household	0.0%	2.6%	2.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	25	1,779	3,462
Owner Occupied	72.0%	72.3%	77.2%
Owned with a Mortgage/Loan	32.0%	30.7%	32.6%
Owned Free and Clear	40.0%	41.7%	44.5%
Renter Occupied	28.0%	27.7%	22.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	0	156	176
Percent of Income for Mortgage	0.0%	14.5%	12.7%
Wealth Index	46	53	60
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	38	2,304	4,858
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	55.3%	82.1%	66.1%
Rural Housing Units	44.7%	17.9%	33.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	68	4,470	10,158
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	67.6%	83.0%	69.8%
Rural Population	32.4%	17.0%	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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<b>Top 3 Tapestry Segments</b>			
1.	Rural Bypasses (10E)	Rural Bypasses (10E)	The Elders (9C)
2.	Rural Resort Dwellers (6E)	Small Town Simplicity (12C)	Rural Bypasses (10E)
3.		Rooted Rural (10B)	Senior Escapes (9D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$31,756	\$2,409,104	\$4,902,143
Average Spent	\$1,176.15	\$1,219.18	\$1,267.36
Spending Potential Index	55	58	60
Education: Total \$	\$20,027	\$1,563,182	\$3,286,399
Average Spent	\$741.74	\$791.08	\$849.64
Spending Potential Index	43	46	49
Entertainment/Recreation: Total \$	\$58,538	\$4,266,669	\$8,390,626
Average Spent	\$2,168.07	\$2,159.25	\$2,169.24
Spending Potential Index	67	67	67
Food at Home: Total \$	\$100,960	\$7,286,858	\$14,383,765
Average Spent	\$3,739.26	\$3,687.68	\$3,718.66
Spending Potential Index	69	68	68
Food Away from Home: Total \$	\$59,963	\$4,491,298	\$9,110,452
Average Spent	\$2,220.85	\$2,272.92	\$2,355.34
Spending Potential Index	59	60	62
Health Care: Total \$	\$124,084	\$9,010,243	\$17,779,518
Average Spent	\$4,595.70	\$4,559.84	\$4,596.57
Spending Potential Index	74	73	74
HH Furnishings & Equipment: Total \$	\$36,789	\$2,743,430	\$5,587,901
Average Spent	\$1,362.56	\$1,388.38	\$1,444.65
Spending Potential Index	60	62	64
Personal Care Products & Services: Total \$	\$13,368	\$1,055,801	\$2,194,846
Average Spent	\$495.11	\$534.31	\$567.44
Spending Potential Index	55	60	63
Shelter: Total \$	\$277,283	\$21,452,564	\$45,111,777
Average Spent	\$10,269.74	\$10,856.56	\$11,662.82
Spending Potential Index	51	54	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$49,331	\$3,360,092	\$6,971,027
Average Spent	\$1,827.07	\$1,700.45	\$1,802.23
Spending Potential Index	76	71	75
Travel: Total \$	\$36,102	\$2,771,181	\$5,914,267
Average Spent	\$1,337.11	\$1,402.42	\$1,529.02
Spending Potential Index	53	55	60
Vehicle Maintenance & Repairs: Total \$	\$22,031	\$1,552,100	\$3,054,838
Average Spent	\$815.96	\$785.48	\$789.77
Spending Potential Index	74	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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