



Market Profile

W Lake Dr, Wimauma, Florida, 33598
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.71685
Longitude: -82.31896

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,031	15,037	24,915
2010 Total Population	2,814	17,328	36,046
2021 Total Population	4,781	32,452	72,473
2021 Group Quarters	0	236	717
2026 Total Population	5,222	35,791	80,405
2021-2026 Annual Rate	1.78%	1.98%	2.10%
2021 Total Daytime Population	3,490	29,729	66,124
Workers	663	7,292	19,957
Residents	2,827	22,437	46,167
Household Summary			
2000 Households	433	7,024	11,355
2000 Average Household Size	4.67	2.03	2.06
2010 Households	634	8,268	16,377
2010 Average Household Size	4.44	2.07	2.16
2021 Households	1,054	13,474	28,688
2021 Average Household Size	4.54	2.39	2.50
2026 Households	1,153	14,764	31,533
2026 Average Household Size	4.53	2.41	2.53
2021-2026 Annual Rate	1.81%	1.85%	1.91%
2010 Families	529	4,848	9,949
2010 Average Family Size	4.42	2.62	2.73
2021 Families	881	8,730	19,117
2021 Average Family Size	4.42	2.88	3.01
2026 Families	963	9,618	21,121
2026 Average Family Size	4.41	2.88	3.03
2021-2026 Annual Rate	1.80%	1.96%	2.01%
Housing Unit Summary			
2000 Housing Units	527	8,054	12,995
Owner Occupied Housing Units	43.6%	72.7%	75.5%
Renter Occupied Housing Units	38.3%	14.5%	11.9%
Vacant Housing Units	18.0%	12.8%	12.6%
2010 Housing Units	808	9,975	19,444
Owner Occupied Housing Units	31.9%	63.9%	67.7%
Renter Occupied Housing Units	46.5%	19.0%	16.5%
Vacant Housing Units	21.5%	17.1%	15.8%
2021 Housing Units	1,189	15,112	31,656
Owner Occupied Housing Units	46.5%	73.7%	77.3%
Renter Occupied Housing Units	42.1%	15.5%	13.3%
Vacant Housing Units	11.4%	10.8%	9.4%
2026 Housing Units	1,292	16,379	34,447
Owner Occupied Housing Units	47.7%	75.2%	78.7%
Renter Occupied Housing Units	41.6%	14.9%	12.8%
Vacant Housing Units	10.8%	9.9%	8.5%
Median Household Income			
2021	\$43,924	\$55,639	\$61,621
2026	\$50,939	\$63,268	\$70,629
Median Home Value			
2021	\$264,050	\$243,201	\$239,905
2026	\$284,630	\$276,348	\$271,304
Per Capita Income			
2021	\$13,849	\$29,847	\$31,460
2026	\$15,828	\$34,396	\$35,924
Median Age			
2010	24.3	65.8	60.4
2021	26.7	56.2	46.5
2026	27.0	56.4	45.4

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	1,054	13,474	28,688
<\$15,000	18.5%	10.1%	8.3%
\$15,000 - \$24,999	9.7%	8.5%	7.2%
\$25,000 - \$34,999	14.0%	11.5%	9.7%
\$35,000 - \$49,999	11.7%	12.8%	12.7%
\$50,000 - \$74,999	22.2%	22.4%	21.4%
\$75,000 - \$99,999	8.3%	12.3%	13.9%
\$100,000 - \$149,999	8.6%	14.6%	17.1%
\$150,000 - \$199,999	4.4%	3.9%	5.8%
\$200,000+	2.5%	3.8%	4.0%
Average Household Income	\$59,226	\$73,046	\$79,109
2026 Households by Income			
Household Income Base	1,153	14,764	31,533
<\$15,000	14.4%	7.7%	6.4%
\$15,000 - \$24,999	8.9%	6.8%	5.7%
\$25,000 - \$34,999	14.8%	9.9%	8.0%
\$35,000 - \$49,999	10.5%	11.2%	11.4%
\$50,000 - \$74,999	22.5%	22.6%	21.1%
\$75,000 - \$99,999	9.6%	13.9%	14.4%
\$100,000 - \$149,999	10.6%	17.9%	20.2%
\$150,000 - \$199,999	5.8%	5.3%	7.9%
\$200,000+	2.8%	4.6%	4.8%
Average Household Income	\$67,964	\$84,828	\$91,134
2021 Owner Occupied Housing Units by Value			
Total	553	11,136	24,479
<\$50,000	5.2%	1.5%	1.2%
\$50,000 - \$99,999	9.9%	3.1%	2.9%
\$100,000 - \$149,999	13.0%	9.0%	7.8%
\$150,000 - \$199,999	3.3%	16.9%	18.5%
\$200,000 - \$249,999	12.5%	22.6%	24.5%
\$250,000 - \$299,999	21.9%	15.8%	16.4%
\$300,000 - \$399,999	7.4%	16.0%	15.4%
\$400,000 - \$499,999	23.3%	9.5%	7.8%
\$500,000 - \$749,999	2.4%	4.0%	3.5%
\$750,000 - \$999,999	0.2%	0.5%	0.7%
\$1,000,000 - \$1,499,999	1.1%	0.7%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.5%	0.2%
Average Home Value	\$279,242	\$285,304	\$280,074
2026 Owner Occupied Housing Units by Value			
Total	616	12,324	27,115
<\$50,000	4.4%	0.6%	0.4%
\$50,000 - \$99,999	8.0%	1.3%	1.1%
\$100,000 - \$149,999	11.0%	4.8%	3.9%
\$150,000 - \$199,999	1.8%	13.2%	13.7%
\$200,000 - \$249,999	9.7%	21.0%	23.1%
\$250,000 - \$299,999	21.9%	17.2%	18.6%
\$300,000 - \$399,999	9.3%	20.1%	20.0%
\$400,000 - \$499,999	27.4%	13.1%	11.1%
\$500,000 - \$749,999	4.5%	6.0%	5.1%
\$750,000 - \$999,999	1.0%	1.2%	1.4%
\$1,000,000 - \$1,499,999	1.1%	0.9%	1.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.6%	0.3%
Average Home Value	\$312,642	\$326,947	\$321,170

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	2,815	17,328	36,045
0 - 4	13.5%	4.7%	5.2%
5 - 9	10.1%	3.7%	4.6%
10 - 14	8.9%	3.4%	4.3%
15 - 24	18.9%	7.1%	7.4%
25 - 34	19.4%	7.2%	9.0%
35 - 44	11.2%	4.9%	7.6%
45 - 54	8.2%	5.6%	7.0%
55 - 64	4.8%	11.7%	10.9%
65 - 74	2.7%	20.6%	17.8%
75 - 84	1.6%	20.1%	17.2%
85 +	0.7%	11.0%	9.0%
18 +	62.5%	86.1%	83.3%
2021 Population by Age			
Total	4,781	32,453	72,473
0 - 4	11.4%	5.4%	6.0%
5 - 9	9.4%	5.1%	5.9%
10 - 14	8.6%	4.9%	5.7%
15 - 24	16.9%	8.5%	9.2%
25 - 34	19.4%	9.7%	10.9%
35 - 44	11.7%	8.3%	10.9%
45 - 54	8.0%	7.1%	8.6%
55 - 64	6.7%	9.9%	9.6%
65 - 74	4.7%	16.4%	13.8%
75 - 84	2.4%	15.3%	12.0%
85 +	1.0%	9.4%	7.4%
18 +	66.1%	82.1%	79.3%
2026 Population by Age			
Total	5,223	35,792	80,406
0 - 4	11.6%	5.3%	6.2%
5 - 9	9.3%	5.1%	6.0%
10 - 14	8.6%	5.0%	5.9%
15 - 24	16.7%	8.4%	9.3%
25 - 34	18.2%	9.0%	11.4%
35 - 44	12.3%	8.8%	10.8%
45 - 54	7.9%	7.3%	8.5%
55 - 64	6.2%	9.1%	8.8%
65 - 74	5.1%	15.6%	13.0%
75 - 84	3.0%	16.9%	12.9%
85 +	1.1%	9.5%	7.2%
18 +	65.9%	81.8%	78.6%
2010 Population by Sex			
Males	1,536	8,068	16,627
Females	1,278	9,260	19,419
2021 Population by Sex			
Males	2,581	15,596	34,472
Females	2,200	16,857	38,000
2026 Population by Sex			
Males	2,823	17,249	38,318
Females	2,399	18,542	42,087

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2010 Population by Race/Ethnicity			
Total	2,815	17,329	36,045
White Alone	62.6%	86.4%	82.9%
Black Alone	6.9%	3.4%	6.5%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	0.2%	0.8%	1.5%
Pacific Islander Alone	0.5%	0.1%	0.1%
Some Other Race Alone	26.5%	7.9%	6.9%
Two or More Races	2.5%	1.1%	1.8%
Hispanic Origin	83.9%	28.3%	24.0%
Diversity Index	71.1	55.6	56.1
2021 Population by Race/Ethnicity			
Total	4,780	32,453	72,473
White Alone	65.7%	78.9%	73.2%
Black Alone	5.6%	7.0%	11.3%
American Indian Alone	0.8%	0.5%	0.5%
Asian Alone	0.6%	1.3%	2.5%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	24.5%	10.2%	9.0%
Two or More Races	2.4%	2.0%	3.3%
Hispanic Origin	83.4%	39.3%	33.8%
Diversity Index	68.6	67.2	69.6
2026 Population by Race/Ethnicity			
Total	5,223	35,790	80,405
White Alone	65.7%	77.9%	71.7%
Black Alone	5.3%	7.3%	11.7%
American Indian Alone	0.8%	0.5%	0.5%
Asian Alone	0.7%	1.5%	2.8%
Pacific Islander Alone	0.3%	0.1%	0.1%
Some Other Race Alone	24.7%	10.6%	9.6%
Two or More Races	2.5%	2.2%	3.6%
Hispanic Origin	85.4%	41.7%	36.4%
Diversity Index	67.3	68.6	71.6
2010 Population by Relationship and Household Type			
Total	2,814	17,328	36,046
In Households	100.0%	98.6%	98.3%
In Family Households	90.0%	75.9%	77.6%
Householder	18.7%	27.7%	27.6%
Spouse	11.7%	24.0%	23.6%
Child	40.0%	16.8%	20.0%
Other relative	12.7%	4.9%	4.3%
Nonrelative	7.0%	2.5%	2.2%
In Nonfamily Households	10.0%	22.7%	20.6%
In Group Quarters	0.0%	1.4%	1.7%
Institutionalized Population	0.0%	1.4%	1.6%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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	2,570	24,733	52,998
Less than 9th Grade	36.7%	9.0%	6.1%
9th - 12th Grade, No Diploma	9.7%	5.2%	4.7%
High School Graduate	30.0%	25.4%	23.7%
GED/Alternative Credential	2.0%	2.7%	3.1%
Some College, No Degree	11.5%	20.5%	21.1%
Associate Degree	2.3%	8.2%	9.9%
Bachelor's Degree	5.5%	17.9%	19.1%
Graduate/Professional Degree	2.3%	11.1%	12.4%
2021 Population 15+ by Marital Status			
Total	3,375	27,476	59,671
Never Married	46.6%	22.3%	22.1%
Married	47.3%	57.0%	57.0%
Widowed	1.5%	10.7%	10.1%
Divorced	4.6%	9.9%	10.9%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,119	10,794	27,673
Population 16+ Employed	94.1%	94.2%	95.2%
Population 16+ Unemployment rate	5.9%	5.8%	4.8%
Population 16-24 Employed	20.8%	12.6%	12.3%
Population 16-24 Unemployment rate	5.5%	5.7%	6.3%
Population 25-54 Employed	70.2%	59.2%	64.4%
Population 25-54 Unemployment rate	5.7%	5.9%	4.6%
Population 55-64 Employed	6.4%	14.1%	13.4%
Population 55-64 Unemployment rate	7.3%	4.5%	3.8%
Population 65+ Employed	2.6%	14.1%	9.9%
Population 65+ Unemployment rate	11.9%	6.8%	5.5%
2021 Employed Population 16+ by Industry			
Total	1,993	10,168	26,338
Agriculture/Mining	24.4%	10.0%	5.6%
Construction	21.8%	15.3%	9.7%
Manufacturing	6.0%	3.8%	4.9%
Wholesale Trade	4.9%	3.6%	3.3%
Retail Trade	5.6%	9.6%	9.6%
Transportation/Utilities	1.4%	2.6%	5.2%
Information	0.3%	0.7%	1.0%
Finance/Insurance/Real Estate	7.5%	11.5%	12.9%
Services	26.7%	39.4%	43.4%
Public Administration	1.2%	3.4%	4.3%
2021 Employed Population 16+ by Occupation			
Total	1,992	10,167	26,337
White Collar	29.0%	50.1%	61.0%
Management/Business/Financial	6.9%	10.2%	16.5%
Professional	7.7%	19.2%	24.3%
Sales	6.9%	9.9%	9.9%
Administrative Support	7.5%	10.7%	10.3%
Services	15.2%	16.3%	14.3%
Blue Collar	55.8%	33.6%	24.7%
Farming/Forestry/Fishing	22.1%	8.4%	4.3%
Construction/Extraction	19.7%	11.3%	7.0%
Installation/Maintenance/Repair	1.6%	3.9%	2.8%
Production	5.0%	3.4%	2.8%
Transportation/Material Moving	7.5%	6.6%	7.9%

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2010 Households by Type			
Total	634	8,267	16,377
Households with 1 Person	9.1%	37.2%	34.9%
Households with 2+ People	90.9%	62.8%	65.1%
Family Households	83.4%	58.6%	60.7%
Husband-wife Families	52.2%	50.7%	51.9%
With Related Children	38.5%	7.6%	11.5%
Other Family (No Spouse Present)	31.4%	7.9%	8.9%
Other Family with Male Householder	11.4%	2.5%	2.8%
With Related Children	6.9%	1.4%	1.6%
Other Family with Female Householder	19.9%	5.4%	6.1%
With Related Children	16.2%	2.8%	3.7%
Nonfamily Households	7.4%	4.1%	4.4%
All Households with Children	64.5%	12.2%	17.1%
Multigenerational Households	10.7%	2.2%	2.7%
Unmarried Partner Households	11.7%	4.2%	4.6%
Male-female	10.6%	3.6%	4.0%
Same-sex	1.1%	0.6%	0.6%
2010 Households by Size			
Total	633	8,267	16,378
1 Person Household	9.2%	37.2%	34.9%
2 Person Household	15.8%	46.7%	44.3%
3 Person Household	12.5%	4.8%	7.2%
4 Person Household	16.9%	3.7%	6.0%
5 Person Household	16.7%	2.9%	3.5%
6 Person Household	11.5%	1.9%	1.9%
7 + Person Household	17.4%	2.8%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	634	8,268	16,377
Owner Occupied	40.7%	77.1%	80.4%
Owned with a Mortgage/Loan	19.9%	31.4%	37.5%
Owned Free and Clear	21.0%	45.7%	42.9%
Renter Occupied	59.3%	22.9%	19.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	122	135
Percent of Income for Mortgage	25.2%	18.3%	16.3%
Wealth Index	50	93	92
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	808	9,975	19,444
Housing Units Inside Urbanized Area	92.6%	95.2%	92.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	7.4%	4.8%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	2,814	17,328	36,046
Population Inside Urbanized Area	98.6%	95.6%	91.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.4%	4.4%	8.5%

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.	NeWest Residents (13C)	The Elders (9C)	The Elders (9C)
2.	Forging Opportunity (7D)	The Great Outdoors (6C)	Up and Coming Families (7A)
3.	The Great Outdoors (6C)	Forging Opportunity (7D)	The Great Outdoors (6C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$1,599,168	\$21,568,066	\$50,267,170
Average Spent	\$1,517.24	\$1,600.72	\$1,752.20
Spending Potential Index	72	76	83
Education: Total \$	\$1,126,765	\$15,839,841	\$36,046,658
Average Spent	\$1,069.04	\$1,175.59	\$1,256.51
Spending Potential Index	62	68	73
Entertainment/Recreation: Total \$	\$2,078,729	\$34,593,698	\$79,480,515
Average Spent	\$1,972.23	\$2,567.44	\$2,770.51
Spending Potential Index	61	79	86
Food at Home: Total \$	\$4,055,367	\$59,883,951	\$136,138,636
Average Spent	\$3,847.60	\$4,444.41	\$4,745.49
Spending Potential Index	71	82	87
Food Away from Home: Total \$	\$2,915,851	\$40,228,686	\$93,104,569
Average Spent	\$2,766.46	\$2,985.65	\$3,245.42
Spending Potential Index	73	79	85
Health Care: Total \$	\$3,950,399	\$74,433,865	\$167,690,848
Average Spent	\$3,748.01	\$5,524.26	\$5,845.33
Spending Potential Index	60	89	94
HH Furnishings & Equipment: Total \$	\$1,529,029	\$24,616,975	\$57,309,211
Average Spent	\$1,450.69	\$1,827.00	\$1,997.67
Spending Potential Index	64	81	89
Personal Care Products & Services: Total \$	\$627,355	\$10,256,900	\$23,436,298
Average Spent	\$595.21	\$761.24	\$816.94
Spending Potential Index	66	85	91
Shelter: Total \$	\$14,688,635	\$217,693,755	\$496,463,710
Average Spent	\$13,936.09	\$16,156.58	\$17,305.62
Spending Potential Index	69	80	86
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,533,914	\$31,109,577	\$70,926,210
Average Spent	\$1,455.33	\$2,308.86	\$2,472.33
Spending Potential Index	61	97	103
Travel: Total \$	\$1,551,411	\$28,458,244	\$65,328,982
Average Spent	\$1,471.93	\$2,112.09	\$2,277.22
Spending Potential Index	58	84	90
Vehicle Maintenance & Repairs: Total \$	\$798,247	\$12,458,776	\$28,673,173
Average Spent	\$757.35	\$924.65	\$999.48
Spending Potential Index	68	83	90

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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