



Market Profile

Plum Ave, Frostproof, Florida, 33843
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.73177
Longitude: -81.53521

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,933	6,826	9,445
2010 Total Population	1,808	6,617	10,397
2021 Total Population	1,977	7,384	11,490
2021 Group Quarters	5	330	1,763
2026 Total Population	2,062	7,749	11,937
2021-2026 Annual Rate	0.85%	0.97%	0.77%
2021 Total Daytime Population	1,978	6,849	9,227
Workers	523	1,472	1,967
Residents	1,455	5,377	7,260
Household Summary			
2000 Households	702	2,421	3,195
2000 Average Household Size	2.75	2.44	2.59
2010 Households	704	2,703	3,523
2010 Average Household Size	2.56	2.33	2.50
2021 Households	768	3,034	3,922
2021 Average Household Size	2.57	2.32	2.48
2026 Households	799	3,186	4,105
2026 Average Household Size	2.57	2.33	2.48
2021-2026 Annual Rate	0.79%	0.98%	0.92%
2010 Families	470	1,868	2,484
2010 Average Family Size	3.09	2.75	2.94
2021 Families	504	2,068	2,726
2021 Average Family Size	3.12	2.75	2.93
2026 Families	521	2,164	2,842
2026 Average Family Size	3.14	2.76	2.93
2021-2026 Annual Rate	0.67%	0.91%	0.84%
Housing Unit Summary			
2000 Housing Units	932	3,970	5,038
Owner Occupied Housing Units	46.2%	46.9%	49.7%
Renter Occupied Housing Units	29.1%	14.1%	13.7%
Vacant Housing Units	24.7%	39.0%	36.6%
2010 Housing Units	890	3,831	4,918
Owner Occupied Housing Units	46.7%	54.0%	55.2%
Renter Occupied Housing Units	32.4%	16.6%	16.4%
Vacant Housing Units	20.9%	29.4%	28.4%
2021 Housing Units	966	4,304	5,484
Owner Occupied Housing Units	44.5%	52.7%	53.8%
Renter Occupied Housing Units	35.1%	17.8%	17.7%
Vacant Housing Units	20.5%	29.5%	28.5%
2026 Housing Units	1,004	4,529	5,755
Owner Occupied Housing Units	46.1%	53.4%	54.4%
Renter Occupied Housing Units	33.4%	16.9%	16.9%
Vacant Housing Units	20.4%	29.7%	28.7%
Median Household Income			
2021	\$35,000	\$43,145	\$44,425
2026	\$39,255	\$49,079	\$50,231
Median Home Value			
2021	\$136,986	\$115,399	\$132,556
2026	\$274,057	\$211,979	\$238,767
Per Capita Income			
2021	\$17,783	\$21,597	\$18,594
2026	\$20,490	\$24,645	\$21,272
Median Age			
2010	38.7	46.2	40.0
2021	41.5	50.8	42.4
2026	43.1	52.4	43.8

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	768	3,034	3,922
<\$15,000	19.7%	13.5%	13.4%
\$15,000 - \$24,999	18.0%	15.7%	14.5%
\$25,000 - \$34,999	12.5%	11.1%	11.4%
\$35,000 - \$49,999	16.3%	15.5%	15.4%
\$50,000 - \$74,999	19.0%	24.3%	22.8%
\$75,000 - \$99,999	5.6%	9.1%	10.1%
\$100,000 - \$149,999	7.4%	7.7%	9.2%
\$150,000 - \$199,999	1.3%	1.3%	1.5%
\$200,000+	0.5%	1.8%	1.8%
Average Household Income	\$45,268	\$55,251	\$56,731
2026 Households by Income			
Household Income Base	799	3,186	4,105
<\$15,000	16.9%	11.7%	11.5%
\$15,000 - \$24,999	15.4%	13.0%	12.0%
\$25,000 - \$34,999	11.9%	10.6%	10.7%
\$35,000 - \$49,999	16.0%	15.5%	15.5%
\$50,000 - \$74,999	20.8%	25.5%	23.8%
\$75,000 - \$99,999	6.6%	9.9%	10.7%
\$100,000 - \$149,999	9.9%	9.8%	11.6%
\$150,000 - \$199,999	1.8%	1.8%	2.0%
\$200,000+	0.6%	2.3%	2.2%
Average Household Income	\$52,291	\$63,018	\$64,665
2021 Owner Occupied Housing Units by Value			
Total	430	2,268	2,950
<\$50,000	22.1%	23.6%	20.5%
\$50,000 - \$99,999	15.1%	22.8%	21.6%
\$100,000 - \$149,999	17.0%	11.6%	12.0%
\$150,000 - \$199,999	10.5%	12.5%	11.7%
\$200,000 - \$249,999	2.6%	3.3%	5.9%
\$250,000 - \$299,999	6.7%	8.6%	8.8%
\$300,000 - \$399,999	16.0%	7.3%	8.0%
\$400,000 - \$499,999	5.3%	4.9%	5.5%
\$500,000 - \$749,999	2.3%	4.7%	4.9%
\$750,000 - \$999,999	1.9%	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%	0.1%	0.1%
Average Home Value	\$192,640	\$175,584	\$188,530
2026 Owner Occupied Housing Units by Value			
Total	463	2,420	3,131
<\$50,000	10.4%	12.9%	11.1%
\$50,000 - \$99,999	7.8%	14.2%	12.8%
\$100,000 - \$149,999	11.4%	8.1%	8.1%
\$150,000 - \$199,999	10.6%	13.8%	12.5%
\$200,000 - \$249,999	4.3%	4.0%	7.3%
\$250,000 - \$299,999	11.4%	16.2%	16.1%
\$300,000 - \$399,999	25.9%	10.9%	11.3%
\$400,000 - \$499,999	10.4%	8.5%	9.5%
\$500,000 - \$749,999	4.8%	9.9%	9.7%
\$750,000 - \$999,999	3.0%	1.3%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$275,972	\$255,227	\$266,659

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	1,806	6,614	10,395
0 - 4	6.7%	5.3%	5.3%
5 - 9	6.3%	5.3%	5.3%
10 - 14	6.9%	5.5%	5.2%
15 - 24	13.3%	12.2%	15.5%
25 - 34	13.1%	10.3%	12.9%
35 - 44	10.6%	10.1%	11.6%
45 - 54	12.5%	11.5%	12.2%
55 - 64	12.6%	12.4%	11.1%
65 - 74	9.7%	15.3%	11.9%
75 - 84	6.6%	9.9%	7.2%
85 +	1.8%	2.2%	1.7%
18 +	75.3%	80.3%	80.2%
2021 Population by Age			
Total	1,978	7,383	11,493
0 - 4	6.1%	4.6%	4.7%
5 - 9	6.7%	4.9%	4.9%
10 - 14	5.6%	4.6%	4.5%
15 - 24	10.6%	9.4%	12.8%
25 - 34	13.2%	11.9%	14.8%
35 - 44	11.6%	9.1%	10.9%
45 - 54	10.6%	9.7%	10.2%
55 - 64	12.0%	11.6%	10.9%
65 - 74	14.0%	17.5%	13.8%
75 - 84	7.4%	13.0%	9.7%
85 +	2.3%	3.8%	2.7%
18 +	78.7%	83.4%	82.8%
2026 Population by Age			
Total	2,061	7,750	11,939
0 - 4	6.0%	4.5%	4.6%
5 - 9	6.5%	4.7%	4.8%
10 - 14	6.4%	4.8%	4.8%
15 - 24	9.5%	8.6%	12.3%
25 - 34	11.6%	10.0%	12.8%
35 - 44	12.4%	10.3%	12.0%
45 - 54	11.0%	9.5%	10.1%
55 - 64	10.4%	11.4%	10.4%
65 - 74	15.0%	16.9%	13.7%
75 - 84	8.8%	14.8%	11.2%
85 +	2.4%	4.5%	3.4%
18 +	78.1%	83.3%	82.7%
2010 Population by Sex			
Males	903	3,469	6,008
Females	905	3,148	4,389
2021 Population by Sex			
Males	988	3,862	6,636
Females	989	3,521	4,854
2026 Population by Sex			
Males	1,031	4,041	6,853
Females	1,031	3,708	5,084

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	1,808	6,616	10,396
White Alone	74.2%	79.9%	76.1%
Black Alone	13.6%	9.8%	11.5%
American Indian Alone	0.8%	0.7%	0.6%
Asian Alone	0.2%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	7.5%	9.5%
Two or More Races	2.5%	1.8%	1.9%
Hispanic Origin	20.5%	20.1%	24.9%
Diversity Index	61.6	56.0	62.9
2021 Population by Race/Ethnicity			
Total	1,976	7,383	11,491
White Alone	66.4%	74.0%	70.3%
Black Alone	15.6%	11.0%	12.2%
American Indian Alone	0.9%	0.8%	0.7%
Asian Alone	0.2%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.6%	11.6%	13.9%
Two or More Races	3.3%	2.5%	2.5%
Hispanic Origin	31.2%	29.8%	35.2%
Diversity Index	73.4	67.4	72.3
2026 Population by Race/Ethnicity			
Total	2,062	7,748	11,938
White Alone	62.6%	70.9%	67.3%
Black Alone	16.5%	11.5%	12.5%
American Indian Alone	0.9%	0.9%	0.8%
Asian Alone	0.1%	0.2%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	16.2%	13.9%	16.3%
Two or More Races	3.6%	2.7%	2.7%
Hispanic Origin	35.5%	33.7%	39.0%
Diversity Index	77.3	71.5	75.4
2010 Population by Relationship and Household Type			
Total	1,808	6,617	10,397
In Households	99.8%	95.3%	84.8%
In Family Households	83.3%	80.0%	72.4%
Householder	26.2%	27.0%	23.1%
Spouse	17.5%	21.2%	18.1%
Child	31.6%	25.4%	24.9%
Other relative	5.0%	4.0%	4.1%
Nonrelative	3.1%	2.4%	2.3%
In Nonfamily Households	16.4%	15.3%	12.4%
In Group Quarters	0.2%	4.7%	15.2%
Institutionalized Population	0.0%	4.4%	14.4%
Noninstitutionalized Population	0.2%	0.3%	0.8%

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	1,404	5,653	8,389
Less than 9th Grade	11.8%	11.1%	11.1%
9th - 12th Grade, No Diploma	13.5%	13.7%	15.5%
High School Graduate	31.6%	29.2%	29.2%
GED/Alternative Credential	6.8%	5.2%	6.5%
Some College, No Degree	16.8%	20.5%	17.9%
Associate Degree	4.2%	6.9%	6.7%
Bachelor's Degree	8.9%	7.3%	7.4%
Graduate/Professional Degree	6.4%	6.1%	5.7%
2021 Population 15+ by Marital Status			
Total	1,613	6,344	9,866
Never Married	26.7%	23.9%	32.6%
Married	44.8%	54.3%	48.3%
Widowed	15.0%	11.7%	9.3%
Divorced	13.6%	10.0%	9.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	567	2,148	3,166
Population 16+ Employed	92.6%	94.6%	92.9%
Population 16+ Unemployment rate	7.4%	5.3%	7.1%
Population 16-24 Employed	5.0%	7.7%	11.2%
Population 16-24 Unemployment rate	7.1%	5.4%	11.3%
Population 25-54 Employed	72.0%	62.2%	61.5%
Population 25-54 Unemployment rate	4.5%	4.7%	6.7%
Population 55-64 Employed	17.9%	19.3%	18.3%
Population 55-64 Unemployment rate	2.1%	1.3%	2.4%
Population 65+ Employed	5.1%	10.8%	9.1%
Population 65+ Unemployment rate	43.8%	14.8%	13.3%
2021 Employed Population 16+ by Industry			
Total	525	2,033	2,942
Agriculture/Mining	3.4%	8.2%	9.7%
Construction	11.4%	9.1%	10.8%
Manufacturing	15.4%	6.4%	6.0%
Wholesale Trade	3.4%	3.0%	2.8%
Retail Trade	10.7%	15.0%	13.9%
Transportation/Utilities	4.0%	3.6%	5.4%
Information	0.2%	0.2%	0.3%
Finance/Insurance/Real Estate	2.7%	3.6%	3.9%
Services	45.5%	46.0%	43.4%
Public Administration	3.0%	4.8%	4.0%
2021 Employed Population 16+ by Occupation			
Total	524	2,034	2,944
White Collar	61.0%	46.8%	44.1%
Management/Business/Financial	10.9%	7.9%	8.0%
Professional	20.6%	13.9%	14.1%
Sales	4.0%	7.3%	6.5%
Administrative Support	25.5%	17.8%	15.5%
Services	6.3%	16.6%	17.7%
Blue Collar	32.6%	36.6%	38.3%
Farming/Forestry/Fishing	1.1%	5.0%	6.6%
Construction/Extraction	10.5%	7.4%	8.0%
Installation/Maintenance/Repair	2.1%	3.0%	3.1%
Production	6.9%	9.0%	7.3%
Transportation/Material Moving	12.0%	12.2%	13.2%

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2010 Households by Type			
Total	705	2,702	3,523
Households with 1 Person	28.1%	25.9%	24.3%
Households with 2+ People	71.9%	74.1%	75.7%
Family Households	66.7%	69.1%	70.5%
Husband-wife Families	44.4%	54.6%	55.5%
With Related Children	16.6%	15.0%	17.2%
Other Family (No Spouse Present)	22.3%	14.5%	15.0%
Other Family with Male Householder	6.4%	4.6%	5.0%
With Related Children	3.4%	2.7%	3.0%
Other Family with Female Householder	15.9%	9.9%	10.0%
With Related Children	11.6%	6.8%	6.9%
Nonfamily Households	5.2%	5.0%	5.2%
All Households with Children	31.8%	24.9%	27.4%
Multigenerational Households	4.7%	4.2%	4.8%
Unmarried Partner Households	6.8%	5.7%	6.1%
Male-female	6.4%	5.3%	5.6%
Same-sex	0.4%	0.5%	0.5%
2010 Households by Size			
Total	705	2,702	3,522
1 Person Household	28.1%	25.9%	24.3%
2 Person Household	35.3%	43.7%	42.1%
3 Person Household	13.9%	10.8%	11.4%
4 Person Household	11.1%	9.1%	10.1%
5 Person Household	5.8%	5.4%	6.3%
6 Person Household	2.8%	2.5%	2.9%
7 + Person Household	3.0%	2.6%	3.0%
2010 Households by Tenure and Mortgage Status			
Total	704	2,703	3,523
Owner Occupied	59.1%	76.5%	77.0%
Owned with a Mortgage/Loan	27.7%	30.4%	33.0%
Owned Free and Clear	31.4%	46.1%	44.1%
Renter Occupied	40.9%	23.5%	23.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	137	200	179
Percent of Income for Mortgage	16.4%	11.2%	12.5%
Wealth Index	35	59	59
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	890	3,831	4,918
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	94.3%	76.4%	66.5%
Rural Housing Units	5.7%	23.6%	33.5%
2010 Population By Urban/ Rural Status			
Total Population	1,808	6,617	10,397
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	92.8%	80.7%	70.4%
Rural Population	7.2%	19.3%	29.6%

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)	The Elders (9C)	Rural Bypasses (10E)
2.	Small Town Simplicity (12C)	Rural Bypasses (10E)	The Elders (9C)
3.	The Elders (9C)	Senior Escapes (9D)	Down the Road (10D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$787,113	\$3,713,672	\$4,947,403
Average Spent	\$1,024.89	\$1,224.02	\$1,261.45
Spending Potential Index	48	58	59
Education: Total \$	\$504,986	\$2,469,875	\$3,315,376
Average Spent	\$657.53	\$814.07	\$845.33
Spending Potential Index	38	47	49
Entertainment/Recreation: Total \$	\$1,374,430	\$6,400,550	\$8,430,000
Average Spent	\$1,789.62	\$2,109.61	\$2,149.41
Spending Potential Index	55	65	67
Food at Home: Total \$	\$2,397,328	\$10,986,570	\$14,479,075
Average Spent	\$3,121.52	\$3,621.15	\$3,691.76
Spending Potential Index	57	66	68
Food Away from Home: Total \$	\$1,473,548	\$6,920,623	\$9,198,681
Average Spent	\$1,918.68	\$2,281.02	\$2,345.41
Spending Potential Index	51	60	62
Health Care: Total \$	\$2,850,858	\$13,636,852	\$17,844,514
Average Spent	\$3,712.05	\$4,494.68	\$4,549.85
Spending Potential Index	60	72	73
HH Furnishings & Equipment: Total \$	\$881,476	\$4,248,231	\$5,633,035
Average Spent	\$1,147.76	\$1,400.21	\$1,436.27
Spending Potential Index	51	62	64
Personal Care Products & Services: Total \$	\$329,220	\$1,675,848	\$2,212,186
Average Spent	\$428.67	\$552.36	\$564.05
Spending Potential Index	48	62	63
Shelter: Total \$	\$6,682,136	\$34,015,043	\$45,405,059
Average Spent	\$8,700.70	\$11,211.29	\$11,577.02
Spending Potential Index	43	56	57
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,002,858	\$5,231,669	\$6,963,932
Average Spent	\$1,305.80	\$1,724.35	\$1,775.61
Spending Potential Index	55	72	74
Travel: Total \$	\$826,262	\$4,456,471	\$5,943,069
Average Spent	\$1,075.86	\$1,468.84	\$1,515.32
Spending Potential Index	43	58	60
Vehicle Maintenance & Repairs: Total \$	\$508,395	\$2,325,077	\$3,071,973
Average Spent	\$661.97	\$766.34	\$783.27
Spending Potential Index	60	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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