



Market Profile

T S Wilson Rd, Frostproof, Florida, 33843 2
T S Wilson Rd, Frostproof, Florida, 33843
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.71888
Longitude: -81.51059

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	4	4,170	9,287
2010 Total Population	5	3,983	10,172
2021 Total Population	5	4,375	11,267
2021 Group Quarters	3	234	1,742
2026 Total Population	5	4,567	11,715
2021-2026 Annual Rate	0.00%	0.86%	0.78%
2021 Total Daytime Population	7	4,200	9,081
Workers	3	945	1,963
Residents	4	3,255	7,118
Household Summary			
2000 Households	2	1,498	3,114
2000 Average Household Size	1.00	2.54	2.59
2010 Households	2	1,572	3,466
2010 Average Household Size	1.00	2.39	2.48
2021 Households	2	1,740	3,873
2021 Average Household Size	1.50	2.38	2.46
2026 Households	2	1,817	4,059
2026 Average Household Size	1.50	2.38	2.46
2021-2026 Annual Rate	0.00%	0.87%	0.94%
2010 Families	1	1,067	2,438
2010 Average Family Size	2.00	2.84	2.92
2021 Families	2	1,163	2,685
2021 Average Family Size	2.00	2.84	2.91
2026 Families	2	1,210	2,804
2026 Average Family Size	2.00	2.85	2.91
2021-2026 Annual Rate	0.00%	0.80%	0.87%
Housing Unit Summary			
2000 Housing Units	2	2,059	4,900
Owner Occupied Housing Units	50.0%	52.0%	49.7%
Renter Occupied Housing Units	0.0%	20.7%	13.9%
Vacant Housing Units	50.0%	27.2%	36.4%
2010 Housing Units	2	1,981	4,863
Owner Occupied Housing Units	100.0%	56.4%	55.0%
Renter Occupied Housing Units	0.0%	23.0%	16.3%
Vacant Housing Units	0.0%	20.6%	28.7%
2021 Housing Units	2	2,181	5,440
Owner Occupied Housing Units	100.0%	55.0%	53.6%
Renter Occupied Housing Units	0.0%	24.8%	17.5%
Vacant Housing Units	0.0%	20.2%	28.8%
2026 Housing Units	2	2,279	5,716
Owner Occupied Housing Units	100.0%	56.1%	54.3%
Renter Occupied Housing Units	0.0%	23.6%	16.7%
Vacant Housing Units	0.0%	20.3%	29.0%
Median Household Income			
2021	\$125,000	\$43,940	\$44,784
2026	\$125,000	\$50,051	\$50,395
Median Home Value			
2021	\$0	\$159,355	\$136,047
2026	\$350,000	\$268,717	\$245,047
Per Capita Income			
2021	\$15,978	\$20,537	\$18,766
2026	\$19,142	\$23,429	\$21,485
Median Age			
2010	32.5	42.8	40.5
2021	32.5	45.9	43.0
2026	37.5	47.2	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	2	1,740	3,873
<\$15,000	0.0%	13.7%	13.3%
\$15,000 - \$24,999	0.0%	15.3%	14.4%
\$25,000 - \$34,999	0.0%	11.3%	11.2%
\$35,000 - \$49,999	0.0%	14.4%	15.3%
\$50,000 - \$74,999	0.0%	23.2%	22.8%
\$75,000 - \$99,999	0.0%	9.7%	10.1%
\$100,000 - \$149,999	50.0%	9.8%	9.5%
\$150,000 - \$199,999	0.0%	1.1%	1.5%
\$200,000+	0.0%	1.4%	1.8%
Average Household Income	\$78,905	\$54,810	\$57,170
2026 Households by Income			
Household Income Base	2	1,817	4,059
<\$15,000	0.0%	11.7%	11.4%
\$15,000 - \$24,999	0.0%	12.5%	11.8%
\$25,000 - \$34,999	0.0%	10.7%	10.6%
\$35,000 - \$49,999	0.0%	15.0%	15.6%
\$50,000 - \$74,999	0.0%	24.1%	23.7%
\$75,000 - \$99,999	0.0%	10.1%	10.5%
\$100,000 - \$149,999	50.0%	12.8%	12.0%
\$150,000 - \$199,999	0.0%	1.5%	2.1%
\$200,000+	0.0%	1.7%	2.2%
Average Household Income	\$95,198	\$62,584	\$65,221
2021 Owner Occupied Housing Units by Value			
Total	2	1,199	2,918
<\$50,000	0.0%	19.8%	20.5%
\$50,000 - \$99,999	0.0%	16.3%	21.0%
\$100,000 - \$149,999	0.0%	11.3%	11.8%
\$150,000 - \$199,999	0.0%	12.9%	11.7%
\$200,000 - \$249,999	0.0%	4.8%	5.8%
\$250,000 - \$299,999	0.0%	9.4%	9.0%
\$300,000 - \$399,999	0.0%	13.1%	8.5%
\$400,000 - \$499,999	0.0%	7.6%	5.7%
\$500,000 - \$749,999	0.0%	3.8%	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	\$0	\$200,793	\$190,876
2026 Owner Occupied Housing Units by Value			
Total	2	1,278	3,103
<\$50,000	0.0%	9.9%	11.0%
\$50,000 - \$99,999	0.0%	9.2%	12.5%
\$100,000 - \$149,999	0.0%	7.5%	8.0%
\$150,000 - \$199,999	0.0%	12.4%	12.4%
\$200,000 - \$249,999	0.0%	5.5%	6.8%
\$250,000 - \$299,999	0.0%	14.9%	16.2%
\$300,000 - \$399,999	50.0%	19.6%	11.9%
\$400,000 - \$499,999	0.0%	12.6%	9.7%
\$500,000 - \$749,999	0.0%	7.4%	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	\$350,000	\$274,980	\$268,150

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	0	3,983	10,168
0 - 4	0.0%	5.7%	5.3%
5 - 9	0.0%	5.3%	5.3%
10 - 14	0.0%	5.8%	5.1%
15 - 24	0.0%	12.9%	15.1%
25 - 34	0.0%	11.7%	12.9%
35 - 44	0.0%	11.1%	11.7%
45 - 54	0.0%	12.7%	12.3%
55 - 64	0.0%	12.5%	11.2%
65 - 74	0.0%	12.3%	12.1%
75 - 84	0.0%	7.9%	7.3%
85 +	0.0%	2.0%	1.7%
18 +	0.0%	79.1%	80.5%
2021 Population by Age			
Total	1	4,377	11,269
0 - 4	0.0%	5.0%	4.6%
5 - 9	0.0%	5.5%	4.8%
10 - 14	0.0%	4.8%	4.5%
15 - 24	0.0%	9.8%	12.5%
25 - 34	100.0%	13.4%	14.8%
35 - 44	0.0%	10.7%	11.0%
45 - 54	0.0%	10.9%	10.3%
55 - 64	0.0%	12.0%	11.0%
65 - 74	0.0%	15.1%	13.9%
75 - 84	0.0%	9.9%	9.8%
85 +	0.0%	3.0%	2.8%
18 +	500.0%	82.0%	83.1%
2026 Population by Age			
Total	2	4,565	11,714
0 - 4	0.0%	4.9%	4.6%
5 - 9	0.0%	5.2%	4.7%
10 - 14	0.0%	5.4%	4.7%
15 - 24	0.0%	9.0%	11.9%
25 - 34	50.0%	11.2%	12.8%
35 - 44	50.0%	12.0%	12.0%
45 - 54	0.0%	10.8%	10.1%
55 - 64	0.0%	11.7%	10.5%
65 - 74	0.0%	15.2%	13.9%
75 - 84	0.0%	11.3%	11.3%
85 +	0.0%	3.5%	3.4%
18 +	250.0%	81.6%	83.0%
2010 Population by Sex			
Males	4	2,128	5,902
Females	1	1,855	4,270
2021 Population by Sex			
Males	4	2,338	6,530
Females	1	2,038	4,737
2026 Population by Sex			
Males	4	2,437	6,749
Females	1	2,130	4,967

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2010 Population by Race/Ethnicity			
Total	5	3,983	10,171
White Alone	80.0%	80.0%	76.3%
Black Alone	20.0%	10.4%	11.7%
American Indian Alone	0.0%	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	0.0%	6.9%	9.3%
Two or More Races	0.0%	1.9%	1.8%
Hispanic Origin	20.0%	19.5%	24.3%
Diversity Index	53.8	55.3	62.3
2021 Population by Race/Ethnicity			
Total	5	4,377	11,267
White Alone	80.0%	73.5%	70.5%
Black Alone	20.0%	12.1%	12.4%
American Indian Alone	0.0%	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	0.0%	10.9%	13.6%
Two or More Races	0.0%	2.6%	2.4%
Hispanic Origin	20.0%	29.8%	34.4%
Diversity Index	53.8	67.7	71.9
2026 Population by Race/Ethnicity			
Total	6	4,567	11,716
White Alone	66.7%	70.2%	67.5%
Black Alone	33.3%	12.8%	12.8%
American Indian Alone	0.0%	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	0.0%	13.2%	16.0%
Two or More Races	0.0%	2.8%	2.6%
Hispanic Origin	20.0%	34.0%	38.2%
Diversity Index	45.6	71.9	75.1
2010 Population by Relationship and Household Type			
Total	5	3,983	10,172
In Households	40.0%	94.5%	84.6%
In Family Households	40.0%	78.8%	72.2%
Householder	20.0%	25.6%	23.2%
Spouse	20.0%	19.4%	18.2%
Child	0.0%	26.9%	24.5%
Other relative	0.0%	4.1%	4.0%
Nonrelative	0.0%	2.7%	2.2%
In Nonfamily Households	0.0%	15.6%	12.5%
In Group Quarters	60.0%	5.5%	15.4%
Institutionalized Population	60.0%	5.4%	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.

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	4	3,282	8,290
Less than 9th Grade	0.0%	10.6%	11.0%
9th - 12th Grade, No Diploma	25.0%	13.8%	15.6%
High School Graduate	25.0%	29.0%	29.1%
GED/Alternative Credential	25.0%	6.1%	6.5%
Some College, No Degree	25.0%	19.8%	18.0%
Associate Degree	0.0%	6.5%	6.7%
Bachelor's Degree	0.0%	8.4%	7.5%
Graduate/Professional Degree	0.0%	5.8%	5.7%
2021 Population 15+ by Marital Status			
Total	5	3,710	9,697
Never Married	40.0%	24.6%	32.4%
Married	40.0%	51.2%	48.5%
Widowed	0.0%	13.6%	9.4%
Divorced	20.0%	10.6%	9.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1	1,201	3,081
Population 16+ Employed	100.0%	95.7%	93.1%
Population 16+ Unemployment rate	0.0%	4.4%	6.9%
Population 16-24 Employed	0.0%	5.9%	10.8%
Population 16-24 Unemployment rate	0.0%	4.2%	10.9%
Population 25-54 Employed	100.0%	66.1%	61.5%
Population 25-54 Unemployment rate	0.0%	3.3%	6.5%
Population 55-64 Employed	0.0%	19.7%	18.5%
Population 55-64 Unemployment rate	0.0%	1.3%	2.2%
Population 65+ Employed	0.0%	8.3%	9.2%
Population 65+ Unemployment rate	0.0%	18.8%	13.2%
2021 Employed Population 16+ by Industry			
Total	1	1,149	2,867
Agriculture/Mining	0.0%	7.2%	9.6%
Construction	0.0%	8.6%	10.6%
Manufacturing	0.0%	9.7%	6.1%
Wholesale Trade	0.0%	3.0%	2.9%
Retail Trade	0.0%	13.1%	13.9%
Transportation/Utilities	0.0%	4.0%	5.4%
Information	0.0%	0.3%	0.3%
Finance/Insurance/Real Estate	0.0%	3.9%	3.9%
Services	0.0%	44.8%	43.4%
Public Administration	0.0%	5.0%	4.0%
2021 Employed Population 16+ by Occupation			
Total	0	1,149	2,867
White Collar	0.0%	50.6%	44.1%
Management/Business/Financial	0.0%	9.4%	8.0%
Professional	0.0%	15.4%	14.0%
Sales	0.0%	7.5%	6.5%
Administrative Support	0.0%	18.3%	15.6%
Services	0.0%	14.6%	17.6%
Blue Collar	0.0%	34.8%	38.3%
Farming/Forestry/Fishing	0.0%	3.4%	6.5%
Construction/Extraction	0.0%	8.0%	8.0%
Installation/Maintenance/Repair	0.0%	4.1%	3.1%
Production	0.0%	7.9%	7.4%
Transportation/Material Moving	0.0%	11.4%	13.4%

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2010 Households by Type			
Total	1	1,571	3,465
Households with 1 Person	0.0%	26.9%	24.5%
Households with 2+ People	100.0%	73.1%	75.5%
Family Households	100.0%	67.9%	70.4%
Husband-wife Families	100.0%	51.7%	55.8%
With Related Children	0.0%	16.4%	16.8%
Other Family (No Spouse Present)	0.0%	16.2%	14.6%
Other Family with Male Householder	0.0%	5.1%	4.9%
With Related Children	0.0%	3.1%	2.9%
Other Family with Female Householder	0.0%	11.1%	9.7%
With Related Children	0.0%	7.5%	6.6%
Nonfamily Households	0.0%	5.2%	5.1%
All Households with Children	0.0%	27.4%	26.7%
Multigenerational Households	0.0%	4.6%	4.6%
Unmarried Partner Households	0.0%	5.8%	5.9%
Male-female	0.0%	5.4%	5.5%
Same-sex	0.0%	0.4%	0.5%
2010 Households by Size			
Total	1	1,571	3,464
1 Person Household	0.0%	26.9%	24.5%
2 Person Household	100.0%	39.6%	42.6%
3 Person Household	0.0%	12.7%	11.3%
4 Person Household	0.0%	10.2%	9.9%
5 Person Household	0.0%	5.5%	6.0%
6 Person Household	0.0%	2.4%	2.8%
7 + Person Household	0.0%	2.7%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	2	1,572	3,466
Owner Occupied	100.0%	71.1%	77.2%
Owned with a Mortgage/Loan	50.0%	31.0%	32.6%
Owned Free and Clear	50.0%	40.1%	44.5%
Renter Occupied	0.0%	28.9%	22.8%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	148	176
Percent of Income for Mortgage	0.0%	15.2%	12.7%
Wealth Index	79	52	60
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2	1,981	4,863
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	0.0%	82.1%	66.1%
Rural Housing Units	100.0%	17.9%	33.9%
2010 Population By Urban/ Rural Status			
Total Population	5	3,983	10,172
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	0.0%	83.0%	69.7%
Rural Population	100.0%	17.0%	30.3%

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)	Rural Bypasses (10E)	The Elders (9C)
2.		Small Town Simplicity (12C)	Rural Bypasses (10E)
3.		Rooted Rural (10B)	Senior Escapes (9D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,720	\$2,117,083	\$4,910,202
Average Spent	\$3,360.00	\$1,216.71	\$1,267.80
Spending Potential Index	158	57	60
Education: Total \$	\$4,353	\$1,369,423	\$3,291,665
Average Spent	\$2,176.50	\$787.02	\$849.90
Spending Potential Index	126	46	49
Entertainment/Recreation: Total \$	\$12,735	\$3,761,098	\$8,405,536
Average Spent	\$6,367.50	\$2,161.55	\$2,170.29
Spending Potential Index	197	67	67
Food at Home: Total \$	\$21,206	\$6,415,459	\$14,408,760
Average Spent	\$10,603.00	\$3,687.05	\$3,720.31
Spending Potential Index	195	68	68
Food Away from Home: Total \$	\$12,393	\$3,944,740	\$9,125,343
Average Spent	\$6,196.50	\$2,267.09	\$2,356.14
Spending Potential Index	163	60	62
Health Care: Total \$	\$27,059	\$7,920,423	\$17,811,180
Average Spent	\$13,529.50	\$4,551.97	\$4,598.81
Spending Potential Index	217	73	74
HH Furnishings & Equipment: Total \$	\$7,762	\$2,405,778	\$5,597,180
Average Spent	\$3,881.00	\$1,382.63	\$1,445.18
Spending Potential Index	172	61	64
Personal Care Products & Services: Total \$	\$2,887	\$921,283	\$2,198,344
Average Spent	\$1,443.50	\$529.47	\$567.61
Spending Potential Index	161	59	63
Shelter: Total \$	\$63,466	\$18,743,254	\$45,187,413
Average Spent	\$31,733.00	\$10,771.99	\$11,667.29
Spending Potential Index	157	53	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,065	\$2,937,973	\$6,984,760
Average Spent	\$6,032.50	\$1,688.49	\$1,803.45
Spending Potential Index	252	71	75
Travel: Total \$	\$8,445	\$2,413,075	\$5,924,296
Average Spent	\$4,222.50	\$1,386.82	\$1,529.64
Spending Potential Index	167	55	61
Vehicle Maintenance & Repairs: Total \$	\$4,701	\$1,367,888	\$3,060,325
Average Spent	\$2,350.50	\$786.14	\$790.17
Spending Potential Index	212	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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