



Market Profile

Wildwood, Florida
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 28.86776
Longitude: -82.01381

	1 mile	5 miles	10 miles
Population Summary			
2000 Total Population	587	14,414	89,909
2010 Total Population	1,021	44,484	144,352
2021 Total Population	5,328	81,149	198,634
2021 Group Quarters	8	226	6,044
2026 Total Population	6,386	99,729	229,413
2021-2026 Annual Rate	3.69%	4.21%	2.92%
2021 Total Daytime Population	5,504	83,455	198,855
Workers	972	19,114	54,208
Residents	4,532	64,341	144,647
Household Summary			
2000 Households	202	6,279	38,715
2000 Average Household Size	2.68	2.26	2.19
2010 Households	435	22,768	67,331
2010 Average Household Size	2.25	1.94	2.04
2021 Households	3,015	40,231	93,566
2021 Average Household Size	1.76	2.01	2.06
2026 Households	3,622	49,414	108,437
2026 Average Household Size	1.76	2.01	2.06
2021-2026 Annual Rate	3.74%	4.20%	2.99%
2010 Families	308	16,267	45,615
2010 Average Family Size	2.59	2.23	2.39
2021 Families	2,191	28,224	62,746
2021 Average Family Size	2.04	2.35	2.44
2026 Families	2,569	34,130	72,211
2026 Average Family Size	2.05	2.37	2.45
2021-2026 Annual Rate	3.23%	3.87%	2.85%
Housing Unit Summary			
2000 Housing Units	229	7,555	45,405
Owner Occupied Housing Units	70.7%	70.7%	72.4%
Renter Occupied Housing Units	17.5%	12.4%	12.8%
Vacant Housing Units	11.8%	16.9%	14.7%
2010 Housing Units	692	29,806	83,769
Owner Occupied Housing Units	49.7%	70.6%	68.9%
Renter Occupied Housing Units	13.2%	5.8%	11.5%
Vacant Housing Units	37.1%	23.6%	19.6%
2021 Housing Units	4,331	53,346	118,868
Owner Occupied Housing Units	67.5%	71.3%	68.9%
Renter Occupied Housing Units	2.1%	4.1%	9.8%
Vacant Housing Units	30.4%	24.6%	21.3%
2026 Housing Units	5,197	65,324	137,950
Owner Occupied Housing Units	67.6%	71.6%	69.4%
Renter Occupied Housing Units	2.1%	4.1%	9.2%
Vacant Housing Units	30.3%	24.4%	21.4%
Median Household Income			
2021	\$71,884	\$67,700	\$56,191
2026	\$75,596	\$74,925	\$61,576
Median Home Value			
2021	\$325,225	\$307,376	\$267,995
2026	\$341,197	\$328,147	\$290,708
Per Capita Income			
2021	\$52,295	\$45,137	\$36,064
2026	\$57,756	\$50,590	\$40,986
Median Age			
2010	57.9	65.5	62.9
2021	67.0	64.3	63.0
2026	67.5	64.7	63.7

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	3,015	40,231	93,556
<\$15,000	5.1%	6.1%	8.3%
\$15,000 - \$24,999	4.9%	6.4%	8.7%
\$25,000 - \$34,999	7.1%	8.6%	11.5%
\$35,000 - \$49,999	11.8%	11.7%	13.9%
\$50,000 - \$74,999	23.2%	22.0%	22.3%
\$75,000 - \$99,999	18.0%	17.0%	13.8%
\$100,000 - \$149,999	14.8%	13.8%	11.6%
\$150,000 - \$199,999	8.6%	8.2%	5.6%
\$200,000+	6.6%	6.2%	4.2%
Average Household Income	\$95,211	\$90,574	\$76,049
2026 Households by Income			
Household Income Base	3,622	49,414	108,427
<\$15,000	4.2%	5.0%	7.0%
\$15,000 - \$24,999	3.8%	5.0%	7.1%
\$25,000 - \$34,999	5.7%	7.0%	10.0%
\$35,000 - \$49,999	11.5%	10.7%	12.9%
\$50,000 - \$74,999	24.2%	22.3%	22.7%
\$75,000 - \$99,999	17.6%	17.6%	14.8%
\$100,000 - \$149,999	15.3%	15.1%	13.3%
\$150,000 - \$199,999	10.4%	10.1%	7.2%
\$200,000+	7.3%	7.1%	5.0%
Average Household Income	\$104,557	\$101,667	\$86,243
2021 Owner Occupied Housing Units by Value			
Total	2,923	38,059	81,926
<\$50,000	0.2%	2.4%	4.7%
\$50,000 - \$99,999	0.0%	1.8%	4.2%
\$100,000 - \$149,999	0.1%	1.3%	5.9%
\$150,000 - \$199,999	2.9%	4.9%	9.8%
\$200,000 - \$249,999	17.0%	17.0%	18.6%
\$250,000 - \$299,999	23.1%	20.8%	18.5%
\$300,000 - \$399,999	26.7%	25.0%	20.1%
\$400,000 - \$499,999	13.0%	12.0%	8.8%
\$500,000 - \$749,999	15.0%	12.8%	7.7%
\$750,000 - \$999,999	1.7%	1.5%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.4%	0.2%	0.2%
Average Home Value	\$375,804	\$350,530	\$297,735
2026 Owner Occupied Housing Units by Value			
Total	3,511	46,754	95,677
<\$50,000	0.0%	1.2%	2.1%
\$50,000 - \$99,999	0.0%	0.7%	2.0%
\$100,000 - \$149,999	0.0%	0.7%	3.8%
\$150,000 - \$199,999	1.3%	3.5%	7.7%
\$200,000 - \$249,999	14.0%	14.8%	17.6%
\$250,000 - \$299,999	23.0%	21.4%	20.6%
\$300,000 - \$399,999	28.3%	27.2%	23.7%
\$400,000 - \$499,999	14.8%	13.9%	11.0%
\$500,000 - \$749,999	16.8%	14.7%	9.7%
\$750,000 - \$999,999	1.4%	1.4%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.3%	0.2%	0.2%
Average Home Value	\$387,076	\$369,568	\$329,738

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	1,021	44,485	144,355
0 - 4	4.8%	1.7%	3.0%
5 - 9	4.3%	1.7%	2.9%
10 - 14	4.1%	1.7%	2.8%
15 - 24	7.7%	3.1%	5.6%
25 - 34	7.9%	3.2%	6.6%
35 - 44	6.8%	3.5%	7.2%
45 - 54	10.3%	6.1%	8.8%
55 - 64	19.4%	26.7%	18.1%
65 - 74	23.2%	37.4%	27.6%
75 - 84	8.0%	12.3%	14.0%
85 +	3.3%	2.7%	3.4%
18 +	84.3%	93.9%	89.6%
2021 Population by Age			
Total	5,328	81,149	198,634
0 - 4	1.2%	3.1%	3.4%
5 - 9	1.2%	3.0%	3.4%
10 - 14	1.2%	3.0%	3.4%
15 - 24	2.2%	5.6%	6.2%
25 - 34	2.7%	6.5%	7.8%
35 - 44	2.5%	5.9%	7.4%
45 - 54	2.9%	6.1%	7.4%
55 - 64	24.3%	18.5%	15.0%
65 - 74	49.1%	33.5%	27.3%
75 - 84	10.9%	11.8%	14.7%
85 +	1.9%	2.9%	4.1%
18 +	95.8%	89.2%	88.1%
2026 Population by Age			
Total	6,385	99,728	229,415
0 - 4	1.3%	3.2%	3.4%
5 - 9	1.3%	3.2%	3.4%
10 - 14	1.3%	3.2%	3.5%
15 - 24	2.4%	5.8%	6.2%
25 - 34	2.8%	6.6%	7.5%
35 - 44	2.8%	6.5%	7.7%
45 - 54	2.8%	6.0%	7.1%
55 - 64	20.7%	16.3%	13.6%
65 - 74	49.5%	32.6%	26.0%
75 - 84	13.2%	13.6%	17.2%
85 +	1.8%	3.1%	4.5%
18 +	95.4%	88.6%	87.7%
2010 Population by Sex			
Males	480	21,059	70,967
Females	542	23,425	73,385
2021 Population by Sex			
Males	2,614	39,453	97,599
Females	2,714	41,696	101,035
2026 Population by Sex			
Males	3,193	48,940	112,911
Females	3,194	50,790	116,502

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

July 16, 2021



Market Profile

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2010 Population by Race/Ethnicity			
Total	1,022	44,485	144,352
White Alone	80.8%	92.0%	86.6%
Black Alone	15.0%	5.9%	9.6%
American Indian Alone	0.5%	0.2%	0.3%
Asian Alone	0.8%	0.7%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.2%	0.5%	1.4%
Two or More Races	1.8%	0.6%	1.2%
Hispanic Origin	6.7%	2.8%	5.4%
Diversity Index	40.7	19.6	31.9
2021 Population by Race/Ethnicity			
Total	5,328	81,148	198,634
White Alone	92.6%	85.2%	84.1%
Black Alone	4.0%	10.0%	10.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.6%	1.5%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	1.4%	2.1%
Two or More Races	0.9%	1.6%	1.8%
Hispanic Origin	4.2%	7.0%	8.0%
Diversity Index	20.9	35.9	38.7
2026 Population by Race/Ethnicity			
Total	6,387	99,729	229,412
White Alone	91.6%	83.8%	83.2%
Black Alone	4.4%	10.7%	10.6%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.8%	1.7%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.8%	1.6%	2.2%
Two or More Races	1.1%	1.8%	1.9%
Hispanic Origin	4.8%	8.0%	8.9%
Diversity Index	23.5	39.2	41.0
2010 Population by Relationship and Household Type			
Total	1,021	44,484	144,352
In Households	95.8%	99.5%	95.0%
In Family Households	80.5%	82.4%	77.2%
Householder	30.3%	36.6%	31.7%
Spouse	23.9%	33.8%	27.3%
Child	20.4%	9.0%	14.2%
Other relative	3.5%	2.1%	2.5%
Nonrelative	2.4%	0.9%	1.5%
In Nonfamily Households	15.3%	17.1%	17.8%
In Group Quarters	4.2%	0.5%	5.0%
Institutionalized Population	3.9%	0.4%	4.8%
Noninstitutionalized Population	0.3%	0.1%	0.2%

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	5,020	69,198	166,270
Less than 9th Grade	0.3%	0.9%	2.0%
9th - 12th Grade, No Diploma	2.4%	3.8%	5.6%
High School Graduate	19.7%	22.4%	26.9%
GED/Alternative Credential	1.6%	2.9%	4.9%
Some College, No Degree	19.0%	20.4%	21.1%
Associate Degree	8.8%	8.7%	8.8%
Bachelor's Degree	27.7%	23.4%	17.7%
Graduate/Professional Degree	20.4%	17.4%	13.0%
2021 Population 15+ by Marital Status			
Total	5,138	73,731	178,535
Never Married	5.0%	9.1%	14.8%
Married	72.9%	68.2%	61.4%
Widowed	13.0%	12.0%	11.7%
Divorced	9.1%	10.7%	12.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	827	17,587	51,364
Population 16+ Employed	97.6%	96.7%	95.9%
Population 16+ Unemployment rate	2.4%	3.3%	4.1%
Population 16-24 Employed	3.1%	8.3%	9.6%
Population 16-24 Unemployment rate	13.8%	8.9%	11.8%
Population 25-54 Employed	22.1%	42.3%	49.8%
Population 25-54 Unemployment rate	2.7%	4.2%	3.6%
Population 55-64 Employed	51.2%	31.4%	23.8%
Population 55-64 Unemployment rate	2.6%	2.0%	2.5%
Population 65+ Employed	23.7%	18.0%	16.8%
Population 65+ Unemployment rate	0.5%	0.7%	3.0%
2021 Employed Population 16+ by Industry			
Total	807	17,001	49,265
Agriculture/Mining	0.7%	0.9%	1.1%
Construction	5.1%	8.5%	10.2%
Manufacturing	3.5%	3.3%	4.0%
Wholesale Trade	3.3%	2.5%	2.1%
Retail Trade	18.5%	15.6%	16.0%
Transportation/Utilities	4.0%	5.3%	4.6%
Information	2.2%	1.8%	1.6%
Finance/Insurance/Real Estate	8.3%	7.4%	6.6%
Services	50.4%	50.0%	48.9%
Public Administration	3.8%	4.7%	5.0%
2021 Employed Population 16+ by Occupation			
Total	808	17,001	49,264
White Collar	71.9%	60.6%	58.0%
Management/Business/Financial	22.7%	16.6%	14.7%
Professional	19.3%	17.4%	16.6%
Sales	14.6%	13.3%	12.7%
Administrative Support	15.2%	13.4%	13.9%
Services	14.0%	20.6%	21.3%
Blue Collar	14.3%	18.7%	20.6%
Farming/Forestry/Fishing	0.1%	0.3%	0.2%
Construction/Extraction	2.2%	5.1%	6.1%
Installation/Maintenance/Repair	2.2%	3.4%	3.2%
Production	1.6%	1.9%	3.3%
Transportation/Material Moving	8.1%	8.0%	7.9%

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2010 Households by Type			
Total	435	22,768	67,332
Households with 1 Person	24.1%	24.1%	27.3%
Households with 2+ People	75.9%	75.9%	72.7%
Family Households	70.8%	71.4%	67.7%
Husband-wife Families	56.3%	65.9%	58.5%
With Related Children	7.8%	3.5%	6.5%
Other Family (No Spouse Present)	14.5%	5.6%	9.3%
Other Family with Male Householder	3.9%	1.4%	2.4%
With Related Children	2.8%	0.7%	1.3%
Other Family with Female Householder	10.6%	4.2%	6.9%
With Related Children	6.9%	2.0%	3.9%
Nonfamily Households	5.1%	4.4%	5.0%
All Households with Children	17.9%	6.3%	11.9%
Multigenerational Households	2.8%	1.1%	1.8%
Unmarried Partner Households	6.4%	4.2%	5.2%
Male-female	5.7%	3.5%	4.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	436	22,767	67,332
1 Person Household	24.1%	24.1%	27.3%
2 Person Household	53.4%	65.8%	56.8%
3 Person Household	9.6%	5.5%	7.6%
4 Person Household	6.4%	2.6%	4.6%
5 Person Household	3.9%	1.2%	2.3%
6 Person Household	1.6%	0.5%	0.9%
7 + Person Household	0.9%	0.3%	0.6%
2010 Households by Tenure and Mortgage Status			
Total	435	22,768	67,331
Owner Occupied	79.1%	92.4%	85.7%
Owned with a Mortgage/Loan	43.7%	45.9%	41.8%
Owned Free and Clear	35.4%	46.5%	44.0%
Renter Occupied	20.9%	7.6%	14.3%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	120	115
Percent of Income for Mortgage	19.0%	19.0%	20.0%
Wealth Index	150	130	103
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	692	29,806	83,769
Housing Units Inside Urbanized Area	91.5%	90.8%	86.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.5%
Rural Housing Units	8.5%	9.2%	11.2%
2010 Population By Urban/ Rural Status			
Total Population	1,021	44,484	144,352
Population Inside Urbanized Area	90.1%	89.8%	80.5%
Population Inside Urbanized Cluster	0.0%	0.0%	2.3%
Rural Population	9.9%	10.2%	17.2%

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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Top 3 Tapestry Segments			
1.	The Elders (9C)	The Elders (9C)	The Elders (9C)
2.	Traditional Living (12B)	Traditional Living (12B)	Traditional Living (12B)
3.		Down the Road (10D)	Senior Escapes (9D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,186,469	\$80,591,345	\$157,395,774
Average Spent	\$2,051.90	\$2,003.22	\$1,682.19
Spending Potential Index	97	94	79
Education: Total \$	\$4,344,636	\$55,995,108	\$109,985,149
Average Spent	\$1,441.01	\$1,391.84	\$1,175.48
Spending Potential Index	83	81	68
Entertainment/Recreation: Total \$	\$10,264,706	\$131,350,773	\$257,132,953
Average Spent	\$3,404.55	\$3,264.91	\$2,748.15
Spending Potential Index	105	101	85
Food at Home: Total \$	\$17,571,708	\$223,229,145	\$439,607,546
Average Spent	\$5,828.10	\$5,548.68	\$4,698.37
Spending Potential Index	107	102	86
Food Away from Home: Total \$	\$11,480,458	\$147,102,512	\$288,787,702
Average Spent	\$3,807.78	\$3,656.45	\$3,086.46
Spending Potential Index	100	96	81
Health Care: Total \$	\$23,326,806	\$288,979,709	\$560,876,161
Average Spent	\$7,736.92	\$7,183.01	\$5,994.44
Spending Potential Index	124	115	96
HH Furnishings & Equipment: Total \$	\$7,290,537	\$92,017,245	\$179,595,409
Average Spent	\$2,418.09	\$2,287.22	\$1,919.45
Spending Potential Index	107	101	85
Personal Care Products & Services: Total \$	\$3,168,063	\$39,155,454	\$75,557,275
Average Spent	\$1,050.77	\$973.27	\$807.53
Spending Potential Index	117	108	90
Shelter: Total \$	\$62,726,469	\$786,996,321	\$1,535,647,236
Average Spent	\$20,804.80	\$19,561.94	\$16,412.45
Spending Potential Index	103	97	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,437,001	\$112,383,890	\$222,396,593
Average Spent	\$3,130.02	\$2,793.46	\$2,376.90
Spending Potential Index	131	117	99
Travel: Total \$	\$8,577,686	\$105,264,453	\$204,295,918
Average Spent	\$2,845.00	\$2,616.50	\$2,183.44
Spending Potential Index	113	104	86
Vehicle Maintenance & Repairs: Total \$	\$3,656,127	\$46,713,728	\$91,893,457
Average Spent	\$1,212.65	\$1,161.14	\$982.12
Spending Potential Index	109	105	89

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.