

TARGET MARKET SUMMARY

Wildwood, Florida

Ring of 1 mile

KEY FACTS

5,328

Population

67.0

Median Age

1.8

Average Household Size

\$71,884

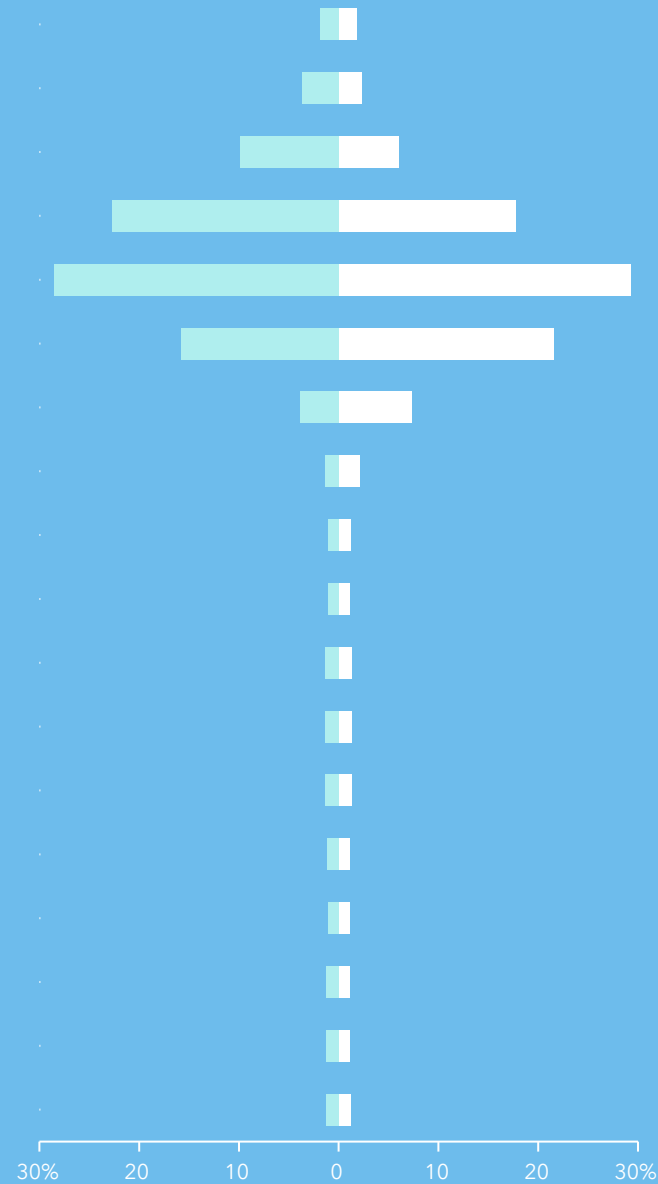
Median Household Income



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and GfK MRI. The vintage of the data is 2021, 2026.

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AGE PYRAMID



The largest group:
2021 Females Age 65-69

The smallest group:
2021 Males Age 15-19

ANNUAL LIFESTYLE SPENDING



\$2,845

Travel



\$88

Theatre/Operas/Concerts



\$90

Movies/Museums/ Parks



\$61

Sports Events



\$5

Online Games



\$106

Audio

Tapestry Segments



9C

The Elders
2,705 households

89.7%
of Households



12B

Traditional Living
310 households

10.3%
of Households



TARGET MARKET SUMMARY

Wildwood, Florida

Ring of 5 miles

KEY FACTS

81,149

Population

64.3

Median Age

2.0

Average Household Size

\$67,700

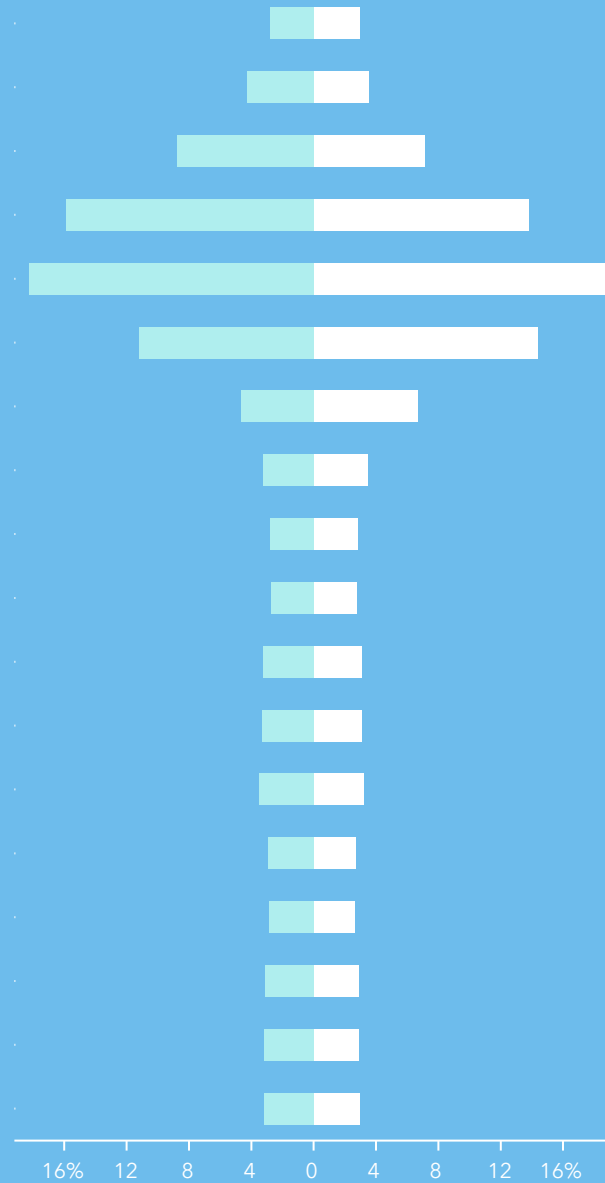
Median Household Income



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AGE PYRAMID



The largest group:

2021 Females Age 65-69

The smallest group:

2021 Males Age 40-44

ANNUAL LIFESTYLE SPENDING



\$2,617

Travel



\$82

Theatre/Operas/Concerts



\$85

Movies/Museums/ Parks



\$59

Sports Events



\$5

Online Games



\$102

Audio

Tapestry Segments



9C

The Elders

25,987 households

64.6%

of Households



12B

Traditional Living

10,182 households

25.3%

of Households



10D

Down the Road

1,064 households

2.6%

of Households



TARGET MARKET SUMMARY

Wildwood, Florida

Ring of 10 miles

KEY FACTS

198,634

Population

63.0

Median Age

2.1

Average Household Size

\$56,191

Median Household Income



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AGE PYRAMID



The largest group:

2021 Females Age 65-69

The smallest group:

2021 Females Age 15-19

ANNUAL LIFESTYLE SPENDING



\$2,183

Travel



\$67

Theatre/Operas/Concerts



\$72

Movies/Museums/ Parks



\$49

Sports Events



\$4

Online Games



\$86

Audio

Tapestry Segments



9C

The Elders

51,049 households

54.6%

of Households



12B

Traditional Living

12,079 households

12.9%

of Households



9D

Senior Escapes

10,169 households

10.9%

of Households

