



Community Profile

Winter Park City, FL
Winter Park City, FL (1278300)
Geography: Place

Prepared by Esri

Winter Park c...

Population Summary

2000 Total Population	27,761
2010 Total Population	27,666
2019 Total Population	30,893
2019 Group Quarters	1,602
2024 Total Population	33,288
2019-2024 Annual Rate	1.50%
2019 Total Daytime Population	53,885
Workers	37,663
Residents	16,222

Household Summary

2000 Households	12,311
2000 Average Household Size	2.13
2010 Households	12,156
2010 Average Household Size	2.14
2019 Households	13,550
2019 Average Household Size	2.16
2024 Households	14,646
2024 Average Household Size	2.16
2019-2024 Annual Rate	1.57%
2010 Families	6,613
2010 Average Family Size	2.85
2019 Families	7,218
2019 Average Family Size	2.88
2024 Families	7,711
2024 Average Family Size	2.90
2019-2024 Annual Rate	1.33%

Housing Unit Summary

2000 Housing Units	13,042
Owner Occupied Housing Units	61.6%
Renter Occupied Housing Units	32.8%
Vacant Housing Units	5.6%
2010 Housing Units	13,571
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	10.4%
2019 Housing Units	14,869
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	39.3%
Vacant Housing Units	8.9%
2024 Housing Units	15,984
Owner Occupied Housing Units	51.9%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	8.4%

Median Household Income

2019	\$72,540
2024	\$79,678

Median Home Value

2019	\$419,811
2024	\$441,141

Per Capita Income

2019	\$56,829
2024	\$60,284

Median Age

2010	44.4
2019	45.1
2024	45.1

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 14, 2020



Community Profile

Winter Park City, FL
Winter Park City, FL (1278300)
Geography: Place

Prepared by Esri

Winter Park c...

2019 Households by Income

Household Income Base	13,550
<\$15,000	9.3%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	8.6%
\$200,000+	19.6%
Average Household Income	\$130,283

2024 Households by Income

Household Income Base	14,645
<\$15,000	7.8%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	13.4%
\$150,000 - \$199,999	10.4%
\$200,000+	19.3%
Average Household Income	\$137,786

2019 Owner Occupied Housing Units by Value

Total	7,712
<\$50,000	0.7%
\$50,000 - \$99,999	1.2%
\$100,000 - \$149,999	1.8%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	18.3%
\$400,000 - \$499,999	13.7%
\$500,000 - \$749,999	15.4%
\$750,000 - \$999,999	9.5%
\$1,000,000 - \$1,499,999	6.6%
\$1,500,000 - \$1,999,999	2.4%
\$2,000,000 +	5.1%
Average Home Value	\$607,219

2024 Owner Occupied Housing Units by Value

Total	8,299
<\$50,000	0.3%
\$50,000 - \$99,999	0.5%
\$100,000 - \$149,999	0.9%
\$150,000 - \$199,999	4.1%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	11.5%
\$300,000 - \$399,999	19.6%
\$400,000 - \$499,999	15.1%
\$500,000 - \$749,999	17.1%
\$750,000 - \$999,999	9.1%
\$1,000,000 - \$1,499,999	6.9%
\$1,500,000 - \$1,999,999	2.6%
\$2,000,000 +	5.4%
Average Home Value	\$632,865

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Winter Park City, FL
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

		Winter Park c...
2010 Population by Age		
Total		27,666
0 - 4		4.3%
5 - 9		5.1%
10 - 14		5.4%
15 - 24		14.8%
25 - 34		9.8%
35 - 44		11.4%
45 - 54		15.4%
55 - 64		13.9%
65 - 74		8.7%
75 - 84		6.6%
85 +		4.6%
18 +		81.7%
2019 Population by Age		
Total		30,892
0 - 4		4.1%
5 - 9		4.5%
10 - 14		5.1%
15 - 24		14.1%
25 - 34		11.7%
35 - 44		10.3%
45 - 54		12.5%
55 - 64		15.0%
65 - 74		11.6%
75 - 84		6.5%
85 +		4.4%
18 +		83.2%
2024 Population by Age		
Total		33,287
0 - 4		4.2%
5 - 9		4.5%
10 - 14		4.8%
15 - 24		13.6%
25 - 34		11.7%
35 - 44		11.2%
45 - 54		11.4%
55 - 64		13.9%
65 - 74		12.8%
75 - 84		7.7%
85 +		4.2%
18 +		83.7%
2010 Population by Sex		
Males		12,966
Females		14,700
2019 Population by Sex		
Males		14,708
Females		16,184
2024 Population by Sex		
Males		15,838
Females		17,449

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Winter Park City, FL
Winter Park City, FL (1278300)
Geography: Place

Prepared by Esri

	Winter Park c...
2010 Population by Race/Ethnicity	
Total	27,666
White Alone	86.8%
Black Alone	7.7%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.8%
Hispanic Origin	7.0%
Diversity Index	33.8
2019 Population by Race/Ethnicity	
Total	30,892
White Alone	81.8%
Black Alone	10.6%
American Indian Alone	0.2%
Asian Alone	3.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.5%
Hispanic Origin	11.1%
Diversity Index	45.4
2024 Population by Race/Ethnicity	
Total	33,290
White Alone	81.4%
Black Alone	11.0%
American Indian Alone	0.2%
Asian Alone	2.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.5%
Hispanic Origin	11.1%
Diversity Index	45.8
2010 Population by Relationship and Household Type	
Total	27,666
In Households	94.2%
In Family Households	69.3%
Householder	23.9%
Spouse	18.7%
Child	23.4%
Other relative	2.0%
Nonrelative	1.3%
In Nonfamily Households	24.9%
In Group Quarters	5.8%
Institutionalized Population	1.2%
Noninstitutionalized Population	4.6%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Winter Park City, FL
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

	Winter Park c...
2019 Population 25+ by Educational Attainment	
Total	22,293
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	2.9%
High School Graduate	12.2%
GED/Alternative Credential	1.5%
Some College, No Degree	13.7%
Associate Degree	7.5%
Bachelor's Degree	32.2%
Graduate/Professional Degree	28.4%
2019 Population 15+ by Marital Status	
Total	26,649
Never Married	33.3%
Married	47.6%
Widowed	7.2%
Divorced	11.9%
2019 Civilian Population 16+ in Labor Force	
Civilian Employed	97.4%
Civilian Unemployed (Unemployment Rate)	2.6%
2019 Employed Population 16+ by Industry	
Total	14,920
Agriculture/Mining	0.2%
Construction	6.6%
Manufacturing	4.2%
Wholesale Trade	2.7%
Retail Trade	6.8%
Transportation/Utilities	3.3%
Information	2.2%
Finance/Insurance/Real Estate	11.6%
Services	60.0%
Public Administration	2.4%
2019 Employed Population 16+ by Occupation	
Total	14,920
White Collar	80.6%
Management/Business/Financial	25.1%
Professional	32.5%
Sales	12.6%
Administrative Support	10.5%
Services	11.8%
Blue Collar	7.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.4%
Installation/Maintenance/Repair	1.3%
Production	0.9%
Transportation/Material Moving	2.9%
2010 Population By Urban/ Rural Status	
Total Population	27,666
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Winter Park City, FL
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

	Winter Park c...
2010 Households by Type	
Total	12,156
Households with 1 Person	36.6%
Households with 2+ People	63.4%
Family Households	54.4%
Husband-wife Families	42.5%
With Related Children	16.3%
Other Family (No Spouse Present)	11.9%
Other Family with Male Householder	2.9%
With Related Children	1.5%
Other Family with Female Householder	8.9%
With Related Children	5.1%
Nonfamily Households	9.0%
All Households with Children	23.2%
Multigenerational Households	1.9%
Unmarried Partner Households	5.8%
Male-female	4.5%
Same-sex	1.2%
2010 Households by Size	
Total	12,156
1 Person Household	36.6%
2 Person Household	35.4%
3 Person Household	12.8%
4 Person Household	9.5%
5 Person Household	4.1%
6 Person Household	1.2%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	12,156
Owner Occupied	64.5%
Owned with a Mortgage/Loan	42.5%
Owned Free and Clear	22.0%
Renter Occupied	35.5%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	13,571
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Winter Park City, FL
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

		Winter Park c...
Top 3 Tapestry Segments		
1.		Retirement Communities
2.		Urban Chic (2A)
3.		Top Tier (1A)
2019 Consumer Spending		
Apparel & Services: Total \$		\$42,633,552
Average Spent		\$3,146.39
Spending Potential Index		147
Education: Total \$		\$32,951,623
Average Spent		\$2,431.85
Spending Potential Index		153
Entertainment/Recreation: Total \$		\$65,044,701
Average Spent		\$4,800.35
Spending Potential Index		147
Food at Home: Total \$		\$102,186,440
Average Spent		\$7,541.43
Spending Potential Index		146
Food Away from Home: Total \$		\$73,242,768
Average Spent		\$5,405.37
Spending Potential Index		147
Health Care: Total \$		\$117,731,566
Average Spent		\$8,688.68
Spending Potential Index		146
HH Furnishings & Equipment: Total \$		\$42,665,682
Average Spent		\$3,148.76
Spending Potential Index		148
Personal Care Products & Services: Total \$		\$18,017,955
Average Spent		\$1,329.74
Spending Potential Index		150
Shelter: Total \$		\$380,317,453
Average Spent		\$28,067.71
Spending Potential Index		152
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$52,011,468
Average Spent		\$3,838.48
Spending Potential Index		155
Travel: Total \$		\$46,293,843
Average Spent		\$3,416.52
Spending Potential Index		152
Vehicle Maintenance & Repairs: Total \$		\$24,004,472
Average Spent		\$1,771.55
Spending Potential Index		155

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

May 14, 2020