



Community Profile

Winter Park City, FL 3
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

Winter Park c...

Population Summary	
2010 Total Population	27,716
2020 Total Population	29,798
2020 Group Quarters	1,598
2023 Total Population	30,523
2023 Group Quarters	1,598
2028 Total Population	30,180
2023-2028 Annual Rate	-0.23%
2023 Total Daytime Population	52,796
Workers	37,450
Residents	15,346
Household Summary	
2010 Households	12,136
2010 Average Household Size	2.15
2020 Total Households	12,729
2020 Average Household Size	2.22
2023 Households	13,124
2023 Average Household Size	2.20
2028 Households	13,097
2028 Average Household Size	2.18
2023-2028 Annual Rate	-0.04%
2010 Families	6,650
2010 Average Family Size	2.85
2023 Families	6,934
2023 Average Family Size	2.98
2028 Families	6,840
2028 Average Family Size	2.97
2023-2028 Annual Rate	-0.27%
Housing Unit Summary	
2000 Housing Units	13,066
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	5.9%
2010 Housing Units	13,577
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	32.2%
Vacant Housing Units	10.6%
2020 Housing Units	14,074
Owner Occupied Housing Units	57.6%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	9.6%
2023 Housing Units	14,288
Owner Occupied Housing Units	60.9%
Renter Occupied Housing Units	30.9%
Vacant Housing Units	8.1%
2028 Housing Units	14,349
Owner Occupied Housing Units	61.3%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	8.7%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income

Household Income Base	13,124
<\$15,000	10.0%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	8.7%
\$35,000 - \$49,999	5.5%
\$50,000 - \$74,999	12.1%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	15.6%
\$150,000 - \$199,999	9.1%
\$200,000+	23.3%
Average Household Income	\$153,727

2028 Households by Income

Household Income Base	13,097
<\$15,000	8.2%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	4.9%
\$50,000 - \$74,999	11.0%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	11.4%
\$200,000+	25.4%
Average Household Income	\$171,819

2023 Owner Occupied Housing Units by Value

Total	8,705
<\$50,000	0.5%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.3%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	1.3%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	15.3%
\$400,000 - \$499,999	21.0%
\$500,000 - \$749,999	27.8%
\$750,000 - \$999,999	12.1%
\$1,000,000 - \$1,499,999	9.4%
\$1,500,000 - \$1,999,999	3.0%
\$2,000,000 +	4.2%
Average Home Value	\$708,449

2028 Owner Occupied Housing Units by Value

Total	8,792
<\$50,000	0.4%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.6%
\$200,000 - \$249,999	1.1%
\$250,000 - \$299,999	3.3%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	21.2%
\$500,000 - \$749,999	28.1%
\$750,000 - \$999,999	13.3%
\$1,000,000 - \$1,499,999	10.4%
\$1,500,000 - \$1,999,999	3.2%
\$2,000,000 +	4.4%
Average Home Value	\$732,970

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.

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Median Household Income	
2023	\$93,509
2028	\$108,059
Median Home Value	
2023	\$558,863
2028	\$583,468
Per Capita Income	
2023	\$66,223
2028	\$74,689
Median Age	
2010	43.6
2020	44.5
2023	45.8
2028	46.4
2020 Population by Age	
Total	29,798
0 - 4	4.0%
5 - 9	4.5%
10 - 14	5.5%
15 - 24	14.5%
25 - 34	11.1%
35 - 44	11.0%
45 - 54	12.2%
55 - 64	14.2%
65 - 74	11.7%
75 - 84	7.2%
85 +	4.1%
18 +	82.2%
2023 Population by Age	
Total	30,523
0 - 4	3.9%
5 - 9	4.4%
10 - 14	4.9%
15 - 24	13.2%
25 - 34	12.1%
35 - 44	10.6%
45 - 54	12.0%
55 - 64	14.5%
65 - 74	12.5%
75 - 84	7.4%
85 +	4.4%
18 +	83.7%
2028 Population by Age	
Total	30,180
0 - 4	4.0%
5 - 9	4.3%
10 - 14	4.5%
15 - 24	12.7%
25 - 34	10.9%
35 - 44	12.0%
45 - 54	11.2%
55 - 64	13.1%
65 - 74	13.4%
75 - 84	9.2%
85 +	4.7%
18 +	84.4%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	14,057
Females	15,741
2023 Population by Sex	
Males	14,694
Females	15,829
2028 Population by Sex	
Males	14,405
Females	15,775
2010 Population by Race/Ethnicity	
Total	27,715
White Alone	86.2%
Black Alone	8.1%
American Indian Alone	0.2%
Asian Alone	2.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.9%
Hispanic Origin	7.5%
Diversity Index	35.3
2020 Population by Race/Ethnicity	
Total	29,798
White Alone	76.7%
Black Alone	7.2%
American Indian Alone	0.2%
Asian Alone	3.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	9.6%
Hispanic Origin	11.8%
Diversity Index	52.2
2023 Population by Race/Ethnicity	
Total	30,523
White Alone	74.3%
Black Alone	8.3%
American Indian Alone	0.2%
Asian Alone	3.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.2%
Two or More Races	10.1%
Hispanic Origin	13.2%
Diversity Index	55.9
2028 Population by Race/Ethnicity	
Total	30,180
White Alone	72.7%
Black Alone	8.6%
American Indian Alone	0.2%
Asian Alone	4.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	3.7%
Two or More Races	10.7%
Hispanic Origin	13.8%
Diversity Index	58.1

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.

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2020 Population by Relationship and Household Type	
Total	29,798
In Households	94.6%
Householder	42.7%
Opposite-Sex Spouse	19.2%
Same-Sex Spouse	0.4%
Opposite-Sex Unmarried Partner	2.2%
Same-Sex Unmarried Partner	0.3%
Biological Child	22.4%
Adopted Child	0.7%
Stepchild	0.6%
Grandchild	0.9%
Brother or Sister	0.7%
Parent	0.7%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.6%
Foster Child	0.0%
Other Nonrelatives	2.8%
In Group Quarters	5.4%
Institutionalized	1.5%
Noninstitutionalized	3.8%
2023 Population 25+ by Educational Attainment	
Total	22,472
Less than 9th Grade	1.0%
9th - 12th Grade, No Diploma	1.6%
High School Graduate	11.1%
GED/Alternative Credential	1.7%
Some College, No Degree	10.9%
Associate Degree	9.8%
Bachelor's Degree	34.1%
Graduate/Professional Degree	29.8%
2023 Population 15+ by Marital Status	
Total	26,489
Never Married	33.5%
Married	47.2%
Widowed	6.9%
Divorced	12.4%
2023 Civilian Population 16+ in Labor Force	
Civilian Population 16+	15,759
Population 16+ Employed	97.8%
Population 16+ Unemployment rate	2.2%
Population 16-24 Employed	8.6%
Population 16-24 Unemployment rate	5.0%
Population 25-54 Employed	59.7%
Population 25-54 Unemployment rate	2.1%
Population 55-64 Employed	20.5%
Population 55-64 Unemployment rate	1.7%
Population 65+ Employed	11.1%
Population 65+ Unemployment rate	0.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Employed Population 16+ by Industry

Total	15,418
Agriculture/Mining	0.1%
Construction	4.5%
Manufacturing	5.5%
Wholesale Trade	1.3%
Retail Trade	6.3%
Transportation/Utilities	2.5%
Information	1.8%
Finance/Insurance/Real Estate	13.2%
Services	61.1%
Public Administration	3.6%

2023 Employed Population 16+ by Occupation

Total	15,418
White Collar	82.0%
Management/Business/Financial	28.1%
Professional	36.0%
Sales	10.7%
Administrative Support	7.3%
Services	10.5%
Blue Collar	7.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.2%
Installation/Maintenance/Repair	1.8%
Production	1.3%
Transportation/Material Moving	2.1%

2020 Households by Type

Total	12,729
Married Couple Households	45.7%
With Own Children <18	16.3%
Without Own Children <18	29.4%
Cohabiting Couple Households	5.6%
With Own Children <18	1.0%
Without Own Children <18	4.6%
Male Householder, No Spouse/Partner	18.3%
Living Alone	13.5%
65 Years and over	4.7%
With Own Children <18	1.3%
Without Own Children <18, With Relatives	1.9%
No Relatives Present	1.6%
Female Householder, No Spouse/Partner	30.3%
Living Alone	20.6%
65 Years and over	11.8%
With Own Children <18	3.5%
Without Own Children <18, With Relatives	4.6%
No Relatives Present	1.6%

2020 Households by Size

Total	12,729
1 Person Household	34.0%
2 Person Household	34.8%
3 Person Household	13.0%
4 Person Household	11.3%
5 Person Household	4.2%
6 Person Household	1.7%
7 + Person Household	0.9%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2020 Households by Tenure and Mortgage Status		Winter Park c...
Total		12,729
Owner Occupied		63.6%
Owned with a Mortgage/Loan		39.6%
Owned Free and Clear		24.0%
Renter Occupied		36.4%
2023 Affordability, Mortgage and Wealth		Winter Park c...
Housing Affordability Index		69
Percent of Income for Mortgage		35.9%
Wealth Index		175
2020 Housing Units By Urban/ Rural Status		Winter Park c...
Total		14,074
Urban Housing Units		100.0%
Rural Housing Units		0.0%
2020 Population By Urban/ Rural Status		Winter Park c...
Total		29,798
Urban Population		100.0%
Rural Population		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.

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Top 3 Tapestry Segments	
1.	Retirement Communities (9E)
2.	Urban Chic (2A)
3.	Top Tier (1A)
2023 Consumer Spending	
Apparel & Services: Total \$	\$41,285,636
Average Spent	\$3,145.81
Spending Potential Index	143
Education: Total \$	\$35,629,762
Average Spent	\$2,714.86
Spending Potential Index	151
Entertainment/Recreation: Total \$	\$70,028,997
Average Spent	\$5,335.95
Spending Potential Index	141
Food at Home: Total \$	\$127,434,443
Average Spent	\$9,710.03
Spending Potential Index	143
Food Away from Home: Total \$	\$69,492,417
Average Spent	\$5,295.06
Spending Potential Index	142
Health Care: Total \$	\$135,905,158
Average Spent	\$10,355.47
Spending Potential Index	141
HH Furnishings & Equipment: Total \$	\$55,353,463
Average Spent	\$4,217.73
Spending Potential Index	143
Personal Care Products & Services: Total \$	\$18,416,578
Average Spent	\$1,403.27
Spending Potential Index	147
Shelter: Total \$	\$477,223,258
Average Spent	\$36,362.64
Spending Potential Index	147
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$59,912,759
Average Spent	\$4,565.13
Spending Potential Index	146
Travel: Total \$	\$42,411,000
Average Spent	\$3,231.56
Spending Potential Index	144
Vehicle Maintenance & Repairs: Total \$	\$24,198,688
Average Spent	\$1,843.85
Spending Potential Index	141

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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