



Community Profile

Winter Park City, FL 2
 Winter Park City, FL (1278300)
 Geography: Place

Prepared by Esri

	Winter Park c...
Population Summary	
2000 Total Population	27,929
2010 Total Population	27,852
2016 Total Population	30,132
2016 Group Quarters	1,601
2021 Total Population	32,509
2016-2021 Annual Rate	1.53%
Household Summary	
2000 Households	12,379
2000 Average Household Size	2.13
2010 Households	12,228
2010 Average Household Size	2.15
2016 Households	13,093
2016 Average Household Size	2.18
2021 Households	14,115
2021 Average Household Size	2.19
2016-2021 Annual Rate	1.51%
2010 Families	6,667
2010 Average Family Size	2.85
2016 Families	7,039
2016 Average Family Size	2.90
2021 Families	7,510
2021 Average Family Size	2.92
2016-2021 Annual Rate	1.30%
Housing Unit Summary	
2000 Housing Units	13,095
Owner Occupied Housing Units	61.9%
Renter Occupied Housing Units	32.7%
Vacant Housing Units	5.5%
2010 Housing Units	13,626
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	31.7%
Vacant Housing Units	10.3%
2016 Housing Units	14,584
Owner Occupied Housing Units	52.2%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	10.2%
2021 Housing Units	15,739
Owner Occupied Housing Units	51.5%
Renter Occupied Housing Units	38.2%
Vacant Housing Units	10.3%
Median Household Income	
2016	\$59,715
2021	\$68,746
Median Home Value	
2016	\$389,582
2021	\$403,344
Per Capita Income	
2016	\$46,469
2021	\$50,356
Median Age	
2010	44.3
2016	44.8
2021	45.4

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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income

Household Income Base	13,092
<\$15,000	11.7%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	15.0%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	6.8%
\$200,000+	12.6%

Average Household Income \$104,917

2021 Households by Income

Household Income Base	14,115
<\$15,000	11.2%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	7.7%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	8.0%
\$200,000+	13.3%

Average Household Income \$114,171

2016 Owner Occupied Housing Units by Value

Total	7,609
<\$50,000	2.6%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	7.0%
\$200,000 - \$249,999	8.4%
\$250,000 - \$299,999	8.3%
\$300,000 - \$399,999	16.3%
\$400,000 - \$499,999	10.8%
\$500,000 - \$749,999	11.7%
\$750,000 - \$999,999	11.5%
\$1,000,000 +	14.3%

Average Home Value \$522,303

2021 Owner Occupied Housing Units by Value

Total	8,101
<\$50,000	1.1%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	6.0%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	11.3%
\$300,000 - \$399,999	15.9%
\$400,000 - \$499,999	11.3%
\$500,000 - \$749,999	12.2%
\$750,000 - \$999,999	13.2%
\$1,000,000 +	13.7%

Average Home Value \$538,943

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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2010 Population by Age	
Total	27,852
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	13.8%
65 - 74	8.7%
75 - 84	6.6%
85 +	4.6%
18 +	81.7%
2016 Population by Age	
Total	30,132
0 - 4	4.1%
5 - 9	4.7%
10 - 14	5.3%
15 - 24	14.8%
25 - 34	11.4%
35 - 44	10.0%
45 - 54	13.5%
55 - 64	15.0%
65 - 74	10.6%
75 - 84	6.3%
85 +	4.3%
18 +	82.9%
2021 Population by Age	
Total	32,507
0 - 4	4.2%
5 - 9	4.4%
10 - 14	4.8%
15 - 24	13.7%
25 - 34	12.0%
35 - 44	10.3%
45 - 54	12.0%
55 - 64	15.1%
65 - 74	12.5%
75 - 84	6.7%
85 +	4.1%
18 +	83.6%
2010 Population by Sex	
Males	13,042
Females	14,810
2016 Population by Sex	
Males	14,317
Females	15,815
2021 Population by Sex	
Males	15,452
Females	17,055

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	27,852
White Alone	86.9%
Black Alone	7.6%
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	33.7
2016 Population by Race/Ethnicity	
Total	30,131
White Alone	83.6%
Black Alone	9.4%
American Indian Alone	0.2%
Asian Alone	2.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	2.3%
Hispanic Origin	9.7%
Diversity Index	41.6
2021 Population by Race/Ethnicity	
Total	32,509
White Alone	81.7%
Black Alone	10.2%
American Indian Alone	0.2%
Asian Alone	3.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	2.7%
Hispanic Origin	11.8%
Diversity Index	46.2
2010 Population by Relationship and Household Type	
Total	27,852
In Households	94.2%
In Family Households	69.4%
Householder	23.9%
Spouse	18.7%
Child	23.5%
Other relative	2.0%
Nonrelative	1.3%
In Nonfamily Households	24.8%
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment	
Total	21,440
Less than 9th Grade	1.5%
9th - 12th Grade, No Diploma	3.4%
High School Graduate	13.0%
GED/Alternative Credential	2.5%
Some College, No Degree	16.8%
Associate Degree	8.4%
Bachelor's Degree	29.6%
Graduate/Professional Degree	24.8%
2016 Population 15+ by Marital Status	
Total	25,891
Never Married	36.3%
Married	44.9%
Widowed	7.5%
Divorced	11.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.7%
Civilian Unemployed	4.3%
2016 Employed Population 16+ by Industry	
Total	13,378
Agriculture/Mining	0.2%
Construction	5.7%
Manufacturing	3.4%
Wholesale Trade	2.1%
Retail Trade	8.9%
Transportation/Utilities	2.2%
Information	2.5%
Finance/Insurance/Real Estate	11.1%
Services	61.8%
Public Administration	2.1%
2016 Employed Population 16+ by Occupation	
Total	13,377
White Collar	78.3%
Management/Business/Financial	25.2%
Professional	29.6%
Sales	12.0%
Administrative Support	11.5%
Services	13.5%
Blue Collar	8.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.2%
Installation/Maintenance/Repair	0.9%
Production	0.8%
Transportation/Material Moving	3.2%
2010 Population By Urban/ Rural Status	
Total Population	27,852
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	12,228
Households with 1 Person	36.5%
Households with 2+ People	63.5%
Family Households	54.5%
Husband-wife Families	42.6%
With Related Children	16.4%
Other Family (No Spouse Present)	11.9%
Other Family with Male Householder	2.9%
With Related Children	1.4%
Other Family with Female Householder	9.0%
With Related Children	5.2%
Nonfamily Households	9.0%
All Households with Children	23.3%
Multigenerational Households	1.9%
Unmarried Partner Households	5.8%
Male-female	4.5%
Same-sex	1.2%
2010 Households by Size	
Total	12,228
1 Person Household	36.5%
2 Person Household	35.4%
3 Person Household	12.9%
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	12,228
Owner Occupied	64.7%
Owned with a Mortgage/Loan	42.6%
Owned Free and Clear	22.0%
Renter Occupied	35.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	13,626
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 2016 and 2021. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Retirement Communities
2. Urban Chic (2A)
3. Top Tier (1A)

2016 Consumer Spending

Apparel & Services: Total \$	\$35,527,923
Average Spent	\$2,713.51
Spending Potential Index	135
Education: Total \$	\$26,738,842
Average Spent	\$2,042.22
Spending Potential Index	144
Entertainment/Recreation: Total \$	\$51,394,135
Average Spent	\$3,925.31
Spending Potential Index	135
Food at Home: Total \$	\$86,254,199
Average Spent	\$6,587.81
Spending Potential Index	132
Food Away from Home: Total \$	\$54,361,161
Average Spent	\$4,151.93
Spending Potential Index	134
Health Care: Total \$	\$92,666,976
Average Spent	\$7,077.60
Spending Potential Index	134
HH Furnishings & Equipment: Total \$	\$31,306,850
Average Spent	\$2,391.11
Spending Potential Index	135
Personal Care Products & Services: Total \$	\$13,218,101
Average Spent	\$1,009.55
Spending Potential Index	138
Shelter: Total \$	\$283,113,209
Average Spent	\$21,623.25
Spending Potential Index	139
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$42,226,759
Average Spent	\$3,225.14
Spending Potential Index	139
Travel: Total \$	\$34,308,372
Average Spent	\$2,620.36
Spending Potential Index	141
Vehicle Maintenance & Repairs: Total \$	\$18,086,166
Average Spent	\$1,381.36
Spending Potential Index	133

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

October 19, 2016