



Market Profile

10865 N US Highway 301, Oxford, Florida, 34484
 Drive Time: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 28.91446
 Longitude: -82.03627

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	8,844	82,669	208,907
2010 Total Population	20,485	139,723	300,283
2021 Total Population	23,988	194,794	377,728
2021 Group Quarters	41	562	7,497
2026 Total Population	28,642	224,386	420,593
2021-2026 Annual Rate	3.61%	2.87%	2.17%
2021 Total Daytime Population	28,948	192,237	371,777
Workers	10,845	47,996	117,654
Residents	18,103	144,241	254,123
Household Summary			
2000 Households	3,510	36,111	88,044
2000 Average Household Size	2.47	2.22	2.30
2010 Households	9,690	67,910	131,529
2010 Average Household Size	2.09	2.05	2.22
2021 Households	11,694	93,372	166,309
2021 Average Household Size	2.05	2.08	2.23
2026 Households	14,018	107,575	185,853
2026 Average Household Size	2.04	2.08	2.22
2021-2026 Annual Rate	3.69%	2.87%	2.25%
2010 Families	6,912	46,835	90,115
2010 Average Family Size	2.42	2.39	2.61
2021 Families	8,313	63,599	112,696
2021 Average Family Size	2.39	2.45	2.64
2026 Families	9,816	72,690	125,232
2026 Average Family Size	2.40	2.46	2.65
2021-2026 Annual Rate	3.38%	2.71%	2.13%
Housing Unit Summary			
2000 Housing Units	4,221	41,594	101,291
Owner Occupied Housing Units	67.5%	76.3%	71.8%
Renter Occupied Housing Units	15.7%	10.5%	15.2%
Vacant Housing Units	16.8%	13.2%	13.1%
2010 Housing Units	12,774	83,322	160,058
Owner Occupied Housing Units	67.3%	71.3%	67.0%
Renter Occupied Housing Units	8.6%	10.2%	15.2%
Vacant Housing Units	24.1%	18.5%	17.8%
2021 Housing Units	15,326	117,083	205,332
Owner Occupied Housing Units	68.8%	70.7%	66.2%
Renter Occupied Housing Units	7.5%	9.1%	14.8%
Vacant Housing Units	23.7%	20.3%	19.0%
2026 Housing Units	18,366	135,201	229,977
Owner Occupied Housing Units	68.7%	71.0%	67.0%
Renter Occupied Housing Units	7.7%	8.6%	13.8%
Vacant Housing Units	23.7%	20.4%	19.2%
Median Household Income			
2021	\$61,193	\$57,132	\$54,342
2026	\$66,905	\$62,638	\$59,459
Median Home Value			
2021	\$296,285	\$267,174	\$241,471
2026	\$314,979	\$290,289	\$274,573
Per Capita Income			
2021	\$42,098	\$36,836	\$32,284
2026	\$47,102	\$41,824	\$36,782
Median Age			
2010	63.6	63.8	55.5
2021	65.5	63.8	57.7
2026	66.0	64.7	59.0

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	11,694	93,368	166,299
<\$15,000	8.2%	7.3%	8.6%
\$15,000 - \$24,999	8.8%	8.8%	9.9%
\$25,000 - \$34,999	8.7%	10.8%	10.9%
\$35,000 - \$49,999	11.7%	14.3%	15.2%
\$50,000 - \$74,999	22.7%	22.8%	22.1%
\$75,000 - \$99,999	15.6%	14.8%	13.6%
\$100,000 - \$149,999	12.4%	11.5%	11.1%
\$150,000 - \$199,999	6.7%	5.5%	4.7%
\$200,000+	5.1%	4.2%	3.9%
Average Household Income	\$82,678	\$76,583	\$72,986
2026 Households by Income			
Household Income Base	14,018	107,571	185,843
<\$15,000	6.9%	6.1%	7.3%
\$15,000 - \$24,999	7.3%	7.1%	8.1%
\$25,000 - \$34,999	7.8%	9.3%	9.5%
\$35,000 - \$49,999	10.9%	13.3%	14.2%
\$50,000 - \$74,999	22.5%	23.2%	22.6%
\$75,000 - \$99,999	16.9%	15.8%	14.7%
\$100,000 - \$149,999	13.7%	13.1%	12.9%
\$150,000 - \$199,999	8.3%	7.1%	6.1%
\$200,000+	5.7%	5.0%	4.7%
Average Household Income	\$92,218	\$86,913	\$82,910
2021 Owner Occupied Housing Units by Value			
Total	10,539	82,755	135,859
<\$50,000	3.4%	3.9%	6.3%
\$50,000 - \$99,999	2.9%	4.8%	7.8%
\$100,000 - \$149,999	2.1%	6.3%	9.8%
\$150,000 - \$199,999	4.3%	9.5%	11.8%
\$200,000 - \$249,999	17.8%	19.0%	17.2%
\$250,000 - \$299,999	21.0%	19.0%	15.9%
\$300,000 - \$399,999	25.0%	20.2%	16.5%
\$400,000 - \$499,999	10.6%	8.3%	6.7%
\$500,000 - \$749,999	10.9%	7.3%	6.3%
\$750,000 - \$999,999	1.6%	1.1%	1.1%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$334,598	\$297,321	\$270,470
2026 Owner Occupied Housing Units by Value			
Total	12,609	95,985	154,043
<\$50,000	1.6%	1.7%	3.1%
\$50,000 - \$99,999	1.1%	2.3%	4.1%
\$100,000 - \$149,999	1.4%	3.8%	6.3%
\$150,000 - \$199,999	4.6%	7.2%	9.6%
\$200,000 - \$249,999	15.5%	17.8%	17.5%
\$250,000 - \$299,999	21.7%	21.4%	19.1%
\$300,000 - \$399,999	26.9%	24.0%	20.9%
\$400,000 - \$499,999	12.0%	10.8%	8.9%
\$500,000 - \$749,999	12.9%	9.2%	8.4%
\$750,000 - \$999,999	2.0%	1.2%	1.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$356,856	\$329,739	\$311,496

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	20,483	139,722	300,280
0 - 4	2.8%	2.9%	4.2%
5 - 9	2.9%	3.0%	4.3%
10 - 14	2.7%	3.0%	4.5%
15 - 24	5.0%	5.6%	8.2%
25 - 34	5.0%	5.4%	8.0%
35 - 44	5.0%	6.1%	9.1%
45 - 54	7.8%	8.5%	11.1%
55 - 64	23.2%	18.5%	15.7%
65 - 74	32.2%	29.2%	20.5%
75 - 84	10.9%	14.5%	11.2%
85 +	2.6%	3.3%	3.2%
18 +	89.8%	89.2%	84.1%
2021 Population by Age			
Total	23,989	194,795	377,728
0 - 4	2.7%	3.3%	4.0%
5 - 9	2.7%	3.3%	4.1%
10 - 14	2.8%	3.3%	4.2%
15 - 24	5.0%	6.2%	7.7%
25 - 34	5.5%	7.3%	9.2%
35 - 44	5.3%	6.6%	8.6%
45 - 54	5.6%	7.1%	8.9%
55 - 64	18.2%	15.2%	14.6%
65 - 74	35.8%	28.5%	22.2%
75 - 84	13.6%	15.2%	12.5%
85 +	2.7%	4.0%	3.9%
18 +	90.3%	88.2%	85.2%
2026 Population by Age			
Total	28,642	224,387	420,594
0 - 4	2.8%	3.3%	4.0%
5 - 9	2.8%	3.4%	4.1%
10 - 14	2.9%	3.4%	4.3%
15 - 24	5.1%	6.1%	7.4%
25 - 34	5.5%	6.9%	8.6%
35 - 44	5.7%	7.0%	9.0%
45 - 54	5.5%	6.7%	8.4%
55 - 64	16.0%	13.7%	13.4%
65 - 74	33.9%	26.8%	21.7%
75 - 84	16.6%	18.1%	14.9%
85 +	3.2%	4.5%	4.3%
18 +	89.9%	88.0%	85.2%
2010 Population by Sex			
Males	9,697	66,257	145,518
Females	10,788	73,466	154,765
2021 Population by Sex			
Males	11,632	93,741	183,503
Females	12,356	101,052	194,225
2026 Population by Sex			
Males	13,980	108,311	204,852
Females	14,663	116,075	215,741

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 Race/Ethnicity			
Total	20,484	139,723	300,281
White Alone	86.0%	91.6%	84.4%
Black Alone	11.1%	4.9%	10.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	0.7%	0.8%	1.2%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.3%	2.2%
Two or More Races	0.8%	1.1%	1.8%
Hispanic Origin	4.5%	5.2%	8.8%
Diversity Index	31.2	24.1	39.4
2021 Population by Race/Ethnicity			
Total	23,989	194,794	377,728
White Alone	85.1%	87.5%	81.6%
Black Alone	10.3%	7.1%	10.9%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	1.4%	1.3%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.8%	2.0%	3.0%
Two or More Races	1.1%	1.7%	2.4%
Hispanic Origin	6.8%	8.0%	12.1%
Diversity Index	35.8	34.3	46.6
2026 Population by Race/Ethnicity			
Total	28,644	224,386	420,593
White Alone	84.3%	86.1%	80.4%
Black Alone	10.6%	7.7%	11.3%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.6%	1.5%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.0%	2.2%	3.3%
Two or More Races	1.2%	2.0%	2.7%
Hispanic Origin	7.7%	9.2%	13.6%
Diversity Index	38.1	37.7	49.6
2010 Population by Relationship and Household Type			
Total	20,484	139,723	300,283
In Households	99.1%	99.6%	97.1%
In Family Households	82.9%	81.8%	80.5%
Householder	34.4%	33.5%	30.1%
Spouse	30.1%	29.2%	24.5%
Child	14.1%	14.9%	20.9%
Other relative	2.8%	2.5%	3.0%
Nonrelative	1.4%	1.6%	2.1%
In Nonfamily Households	16.2%	17.8%	16.6%
In Group Quarters	0.9%	0.4%	2.9%
Institutionalized Population	0.8%	0.3%	2.7%
Noninstitutionalized Population	0.2%	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	20,817	163,392	301,784
Less than 9th Grade	1.4%	1.7%	2.4%
9th - 12th Grade, No Diploma	4.4%	5.5%	6.8%
High School Graduate	24.3%	26.8%	28.1%
GED/Alternative Credential	2.9%	4.3%	5.3%
Some College, No Degree	20.7%	21.7%	21.3%
Associate Degree	7.9%	8.7%	9.3%
Bachelor's Degree	22.8%	18.2%	15.8%
Graduate/Professional Degree	15.6%	13.1%	10.9%
2021 Population 15+ by Marital Status			
Total	22,025	175,440	330,864
Never Married	10.9%	13.2%	19.5%
Married	66.7%	63.2%	57.5%
Widowed	11.6%	11.7%	10.7%
Divorced	10.8%	11.9%	12.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,101	53,014	124,416
Population 16+ Employed	97.1%	96.3%	95.8%
Population 16+ Unemployment rate	2.9%	3.7%	4.2%
Population 16-24 Employed	9.8%	9.8%	10.8%
Population 16-24 Unemployment rate	5.2%	10.3%	9.6%
Population 25-54 Employed	46.4%	49.0%	55.4%
Population 25-54 Unemployment rate	3.8%	3.5%	3.7%
Population 55-64 Employed	28.1%	24.6%	21.4%
Population 55-64 Unemployment rate	1.7%	2.3%	3.5%
Population 65+ Employed	15.7%	16.6%	12.3%
Population 65+ Unemployment rate	0.6%	2.4%	3.1%
2021 Employed Population 16+ by Industry			
Total	5,926	51,030	119,132
Agriculture/Mining	1.6%	1.2%	1.0%
Construction	10.0%	10.3%	9.5%
Manufacturing	2.4%	4.2%	5.4%
Wholesale Trade	2.3%	1.7%	2.1%
Retail Trade	16.6%	17.4%	15.8%
Transportation/Utilities	4.3%	4.7%	5.2%
Information	1.8%	1.4%	1.3%
Finance/Insurance/Real Estate	5.8%	6.6%	6.0%
Services	49.2%	48.0%	48.4%
Public Administration	6.2%	4.5%	5.2%
2021 Employed Population 16+ by Occupation			
Total	5,926	51,031	119,131
White Collar	57.5%	58.0%	59.0%
Management/Business/Financial	15.0%	14.0%	13.6%
Professional	16.5%	16.6%	19.1%
Sales	14.9%	13.9%	13.2%
Administrative Support	11.1%	13.5%	13.1%
Services	23.8%	21.6%	20.3%
Blue Collar	18.6%	20.5%	20.7%
Farming/Forestry/Fishing	0.8%	0.3%	0.3%
Construction/Extraction	4.7%	6.7%	5.9%
Installation/Maintenance/Repair	4.3%	3.5%	3.1%
Production	1.5%	3.1%	3.6%
Transportation/Material Moving	7.4%	6.9%	7.8%

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

January 05, 2022



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2010 Households by Type			
Total	9,690	67,909	131,529
Households with 1 Person	24.1%	26.1%	26.1%
Households with 2+ People	75.9%	73.9%	73.9%
Family Households	71.3%	69.0%	68.5%
Husband-wife Families	62.2%	60.1%	55.8%
With Related Children	5.6%	6.8%	11.2%
Other Family (No Spouse Present)	9.1%	8.8%	12.7%
Other Family with Male Householder	2.2%	2.4%	3.4%
With Related Children	1.2%	1.3%	2.0%
Other Family with Female Householder	6.9%	6.4%	9.4%
With Related Children	4.0%	3.6%	5.8%
Nonfamily Households	4.5%	5.0%	5.3%
All Households with Children	11.0%	12.0%	19.3%
Multigenerational Households	2.0%	1.9%	2.8%
Unmarried Partner Households	4.8%	5.2%	6.0%
Male-female	4.1%	4.5%	5.4%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	9,692	67,908	131,528
1 Person Household	24.1%	26.1%	26.1%
2 Person Household	60.5%	57.6%	49.7%
3 Person Household	7.3%	7.8%	10.6%
4 Person Household	4.4%	4.8%	7.6%
5 Person Household	2.1%	2.3%	3.7%
6 Person Household	1.0%	0.9%	1.4%
7 + Person Household	0.6%	0.6%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	9,690	67,910	131,529
Owner Occupied	88.7%	87.5%	81.5%
Owned with a Mortgage/Loan	44.7%	43.5%	43.8%
Owned Free and Clear	44.0%	43.9%	37.7%
Renter Occupied	11.3%	12.5%	18.5%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	115	117	124
Percent of Income for Mortgage	20.3%	19.6%	18.6%
Wealth Index	121	103	91
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,774	83,322	160,058
Housing Units Inside Urbanized Area	86.7%	87.6%	80.1%
Housing Units Inside Urbanized Cluster	0.0%	0.2%	5.9%
Rural Housing Units	13.3%	12.2%	14.0%
2010 Population By Urban/ Rural Status			
Total Population	20,485	139,723	300,283
Population Inside Urbanized Area	83.5%	85.1%	76.7%
Population Inside Urbanized Cluster	0.0%	0.2%	6.1%
Rural Population	16.5%	14.7%	17.1%

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.	Down the Road (10D)	Traditional Living (12B)	Senior Escapes (9D)
3.	Southern Satellites (10A)	Down the Road (10D)	Traditional Living (12B)
2021 Consumer Spending			
Apparel & Services: Total \$	\$21,229,544	\$157,822,883	\$270,204,936
Average Spent	\$1,815.42	\$1,690.26	\$1,624.72
Spending Potential Index	86	80	77
Education: Total \$	\$14,755,457	\$110,022,309	\$190,684,722
Average Spent	\$1,261.80	\$1,178.32	\$1,146.57
Spending Potential Index	73	68	66
Entertainment/Recreation: Total \$	\$34,682,237	\$257,899,218	\$438,678,513
Average Spent	\$2,965.81	\$2,762.06	\$2,637.73
Spending Potential Index	92	85	82
Food at Home: Total \$	\$59,550,808	\$440,953,267	\$748,083,661
Average Spent	\$5,092.42	\$4,722.54	\$4,498.16
Spending Potential Index	93	87	83
Food Away from Home: Total \$	\$39,221,450	\$290,389,976	\$494,875,982
Average Spent	\$3,353.98	\$3,110.03	\$2,975.64
Spending Potential Index	88	82	78
Health Care: Total \$	\$76,951,742	\$564,420,290	\$937,818,695
Average Spent	\$6,580.45	\$6,044.86	\$5,639.01
Spending Potential Index	106	97	90
HH Furnishings & Equipment: Total \$	\$24,533,361	\$180,857,239	\$305,780,372
Average Spent	\$2,097.94	\$1,936.95	\$1,838.63
Spending Potential Index	93	86	82
Personal Care Products & Services: Total \$	\$10,398,894	\$76,161,562	\$126,192,210
Average Spent	\$889.25	\$815.68	\$758.78
Spending Potential Index	99	91	85
Shelter: Total \$	\$208,554,983	\$1,540,803,935	\$2,602,749,371
Average Spent	\$17,834.36	\$16,501.78	\$15,650.08
Spending Potential Index	88	82	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$30,718,234	\$223,555,887	\$371,721,133
Average Spent	\$2,626.84	\$2,394.25	\$2,235.12
Spending Potential Index	110	100	93
Travel: Total \$	\$28,052,650	\$205,820,143	\$344,033,000
Average Spent	\$2,398.89	\$2,204.30	\$2,068.64
Spending Potential Index	95	87	82
Vehicle Maintenance & Repairs: Total \$	\$12,422,247	\$92,107,606	\$156,563,583
Average Spent	\$1,062.28	\$986.46	\$941.40
Spending Potential Index	96	89	85

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.