



Community Profile

Osceola Trade Area 2
Area: 239.03 square miles

Prepared by Esri

Population Summary	
2010 Total Population	11,245
2020 Total Population	10,023
2020 Group Quarters	386
2022 Total Population	9,963
2022 Group Quarters	386
2027 Total Population	9,575
2022-2027 Annual Rate	-0.79%
2022 Total Daytime Population	10,858
Workers	4,705
Residents	6,153
Household Summary	
2010 Households	4,300
2010 Average Household Size	2.54
2020 Total Households	3,990
2020 Average Household Size	2.42
2022 Households	3,920
2022 Average Household Size	2.44
2027 Households	3,802
2027 Average Household Size	2.42
2022-2027 Annual Rate	-0.61%
2010 Families	2,911
2010 Average Family Size	3.11
2022 Families	2,586
2022 Average Family Size	3.01
2027 Families	2,503
2027 Average Family Size	2.97
2022-2027 Annual Rate	-0.65%
Housing Unit Summary	
2000 Housing Units	5,253
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	10.2%
2010 Housing Units	4,866
Owner Occupied Housing Units	45.0%
Renter Occupied Housing Units	43.4%
Vacant Housing Units	11.6%
2020 Housing Units	4,651
Vacant Housing Units	14.2%
2022 Housing Units	4,621
Owner Occupied Housing Units	41.6%
Renter Occupied Housing Units	43.2%
Vacant Housing Units	15.2%
2027 Housing Units	4,509
Owner Occupied Housing Units	42.1%
Renter Occupied Housing Units	42.2%
Vacant Housing Units	15.7%
Median Household Income	
2022	\$35,070
2027	\$39,491
Median Home Value	
2022	\$85,069
2027	\$92,464
Per Capita Income	
2022	\$21,799
2027	\$25,140
Median Age	
2010	33.9
2022	36.4
2027	37.2

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2022 Households by Income

Household Income Base	3,920
<\$15,000	15.0%
\$15,000 - \$24,999	22.2%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	6.4%
\$150,000 - \$199,999	3.2%
\$200,000+	2.3%
Average Household Income	\$55,771

2027 Households by Income

Household Income Base	3,802
<\$15,000	12.1%
\$15,000 - \$24,999	19.4%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	4.2%
\$200,000+	2.4%
Average Household Income	\$63,749

2022 Owner Occupied Housing Units by Value

Total	1,923
<\$50,000	21.0%
\$50,000 - \$99,999	41.4%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	9.0%
\$200,000 - \$249,999	2.9%
\$250,000 - \$299,999	3.4%
\$300,000 - \$399,999	2.1%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.1%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$107,134

2027 Owner Occupied Housing Units by Value

Total	1,897
<\$50,000	19.1%
\$50,000 - \$99,999	36.4%
\$100,000 - \$149,999	22.8%
\$150,000 - \$199,999	10.9%
\$200,000 - \$249,999	3.2%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	2.6%
\$400,000 - \$499,999	0.6%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.1%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$112,395

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	11,245
0 - 4	8.1%
5 - 9	8.3%
10 - 14	8.0%
15 - 24	13.9%
25 - 34	13.1%
35 - 44	11.6%
45 - 54	14.1%
55 - 64	11.4%
65 - 74	6.6%
75 - 84	3.8%
85 +	1.2%
18 +	70.9%

2022 Population by Age

Total	9,962
0 - 4	7.2%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	13.1%
25 - 34	13.6%
35 - 44	12.2%
45 - 54	10.9%
55 - 64	12.3%
65 - 74	9.9%
75 - 84	4.7%
85 +	1.6%
18 +	74.2%

2027 Population by Age

Total	9,577
0 - 4	7.2%
5 - 9	7.2%
10 - 14	7.1%
15 - 24	13.2%
25 - 34	12.6%
35 - 44	12.2%
45 - 54	11.2%
55 - 64	11.2%
65 - 74	10.4%
75 - 84	6.0%
85 +	1.8%
18 +	74.3%

2010 Population by Sex

Males	5,431
Females	5,814

2022 Population by Sex

Males	4,852
Females	5,110

2027 Population by Sex

Males	4,687
Females	4,888

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2010 Population by Race/Ethnicity

Total	11,245
White Alone	51.2%
Black Alone	45.3%
American Indian Alone	0.2%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.6%
Hispanic Origin	2.6%
Diversity Index	55.6

2020 Population by Race/Ethnicity

Total	10,023
White Alone	47.4%
Black Alone	46.5%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	4.1%
Hispanic Origin	3.2%
Diversity Index	58.5

2022 Population by Race/Ethnicity

Total	9,962
White Alone	46.8%
Black Alone	46.9%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	4.3%
Hispanic Origin	3.2%
Diversity Index	58.6

2027 Population by Race/Ethnicity

Total	9,574
White Alone	44.9%
Black Alone	48.1%
American Indian Alone	0.2%
Asian Alone	0.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	5.0%
Hispanic Origin	3.1%
Diversity Index	59.1

2010 Population by Relationship and Household Type

Total	11,244
In Households	97.0%
In Family Households	82.9%
Householder	25.6%
Spouse	14.8%
Child	36.1%
Other relative	4.0%
Nonrelative	2.4%
In Nonfamily Households	14.1%
In Group Quarters	3.0%
Institutionalized Population	3.0%
Noninstitutionalized Population	0.0%

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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2022 Population 25+ by Educational Attainment

Total	6,511
Less than 9th Grade	6.5%
9th - 12th Grade, No Diploma	12.3%
High School Graduate	30.3%
GED/Alternative Credential	7.8%
Some College, No Degree	23.5%
Associate Degree	6.7%
Bachelor's Degree	9.1%
Graduate/Professional Degree	3.8%

2022 Population 15+ by Marital Status

Total	7,818
Never Married	39.5%
Married	39.8%
Widowed	8.1%
Divorced	12.6%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	4,184
Population 16+ Employed	89.6%
Population 16+ Unemployment rate	10.4%
Population 16-24 Employed	11.8%
Population 16-24 Unemployment rate	32.8%
Population 25-54 Employed	63.8%
Population 25-54 Unemployment rate	8.4%
Population 55-64 Employed	15.9%
Population 55-64 Unemployment rate	0.2%
Population 65+ Employed	8.5%
Population 65+ Unemployment rate	0.0%

2022 Employed Population 16+ by Industry

Total	3,749
Agriculture/Mining	8.6%
Construction	4.3%
Manufacturing	23.2%
Wholesale Trade	1.6%
Retail Trade	12.1%
Transportation/Utilities	5.5%
Information	2.4%
Finance/Insurance/Real Estate	3.9%
Services	32.9%
Public Administration	5.4%

2022 Employed Population 16+ by Occupation

Total	3,747
White Collar	41.2%
Management/Business/Financial	11.3%
Professional	14.4%
Sales	7.1%
Administrative Support	8.4%
Services	16.7%
Blue Collar	42.0%
Farming/Forestry/Fishing	5.4%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	2.6%
Production	15.9%
Transportation/Material Moving	13.5%

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2010 Households by Type	
Total	4,300
Households with 1 Person	28.5%
Households with 2+ People	71.5%
Family Households	67.7%
Husband-wife Families	39.2%
With Related Children	16.7%
Other Family (No Spouse Present)	28.5%
Other Family with Male Householder	4.8%
With Related Children	3.0%
Other Family with Female Householder	23.7%
With Related Children	18.0%
Nonfamily Households	3.8%
All Households with Children	38.3%
Multigenerational Households	5.6%
Unmarried Partner Households	5.9%
Male-female	5.2%
Same-sex	0.7%
2010 Households by Size	
Total	4,301
1 Person Household	28.5%
2 Person Household	29.7%
3 Person Household	17.9%
4 Person Household	12.7%
5 Person Household	6.7%
6 Person Household	2.7%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	4,300
Owner Occupied	50.9%
Owned with a Mortgage/Loan	29.7%
Owned Free and Clear	21.3%
Renter Occupied	49.1%
2022 Affordability, Mortgage and Wealth	
Housing Affordability Index	197
Percent of Income for Mortgage	12.8%
Wealth Index	39
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	4,866
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	71.0%
Rural Housing Units	29.0%
2010 Population By Urban/ Rural Status	
Total Population	11,245
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	71.2%
Rural Population	28.8%

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.		Heartland Communities (6F)
2.		Rural Bypasses (10E)
3.		Hometown Heritage (8G)
2022 Consumer Spending		
Apparel & Services: Total \$		\$5,125,958
Average Spent		\$1,307.64
Spending Potential Index		54
Education: Total \$		\$3,405,034
Average Spent		\$868.63
Spending Potential Index		44
Entertainment/Recreation: Total \$		\$8,400,768
Average Spent		\$2,143.05
Spending Potential Index		58
Food at Home: Total \$		\$14,369,999
Average Spent		\$3,665.82
Spending Potential Index		59
Food Away from Home: Total \$		\$9,164,924
Average Spent		\$2,337.99
Spending Potential Index		54
Health Care: Total \$		\$17,141,641
Average Spent		\$4,372.87
Spending Potential Index		62
HH Furnishings & Equipment: Total \$		\$5,452,067
Average Spent		\$1,390.83
Spending Potential Index		54
Personal Care Products & Services: Total \$		\$2,153,024
Average Spent		\$549.24
Spending Potential Index		54
Shelter: Total \$		\$44,310,601
Average Spent		\$11,303.72
Spending Potential Index		49
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$5,697,370
Average Spent		\$1,453.41
Spending Potential Index		54
Travel: Total \$		\$5,403,307
Average Spent		\$1,378.39
Spending Potential Index		48
Vehicle Maintenance & Repairs: Total \$		\$3,031,548
Average Spent		\$773.35
Spending Potential Index		61

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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