



Market Profile

Titusville City, FL
 Titusville City, FL (1271900)
 Geography: Place



Prepared by Esri

	Titusville ci...
Population Summary	
2000 Total Population	41,046
2010 Total Population	43,675
2021 Total Population	48,847
2021 Group Quarters	436
2026 Total Population	51,707
2021-2026 Annual Rate	1.14%
2021 Total Daytime Population	51,213
Workers	22,711
Residents	28,502
Household Summary	
2000 Households	17,418
2000 Average Household Size	2.31
2010 Households	18,982
2010 Average Household Size	2.28
2021 Households	21,093
2021 Average Household Size	2.30
2026 Households	22,305
2026 Average Household Size	2.30
2021-2026 Annual Rate	1.12%
2010 Families	11,720
2010 Average Family Size	2.84
2021 Families	12,905
2021 Average Family Size	2.87
2026 Families	13,594
2026 Average Family Size	2.88
2021-2026 Annual Rate	1.05%
Housing Unit Summary	
2000 Housing Units	19,480
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	10.6%
2010 Housing Units	22,694
Owner Occupied Housing Units	56.2%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	16.4%
2021 Housing Units	24,729
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	14.7%
2026 Housing Units	26,135
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	23.9%
Vacant Housing Units	14.7%
Median Household Income	
2021	\$48,118
2026	\$53,551
Median Home Value	
2021	\$199,470
2026	\$253,565
Per Capita Income	
2021	\$27,472
2026	\$31,382
Median Age	
2010	44.2
2021	46.8
2026	47.0

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	21,092
<\$15,000	10.4%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	4.0%
\$200,000+	2.5%
Average Household Income	\$63,982
2026 Households by Income	
Household Income Base	22,306
<\$15,000	8.7%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	5.1%
\$200,000+	3.1%
Average Household Income	\$73,148
2021 Owner Occupied Housing Units by Value	
Total	15,016
<\$50,000	5.4%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	13.6%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	15.5%
\$250,000 - \$299,999	13.1%
\$300,000 - \$399,999	13.7%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	2.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.1%
Average Home Value	\$229,823
2026 Owner Occupied Housing Units by Value	
Total	16,071
<\$50,000	2.0%
\$50,000 - \$99,999	5.4%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	16.2%
\$200,000 - \$249,999	17.2%
\$250,000 - \$299,999	18.3%
\$300,000 - \$399,999	21.3%
\$400,000 - \$499,999	5.4%
\$500,000 - \$749,999	3.7%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	1.2%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$283,486

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	43,675
0 - 4	5.7%
5 - 9	5.4%
10 - 14	5.6%
15 - 24	11.9%
25 - 34	11.1%
35 - 44	11.2%
45 - 54	15.6%
55 - 64	12.9%
65 - 74	10.3%
75 - 84	7.6%
85 +	2.7%
18 +	79.5%
2021 Population by Age	
Total	48,845
0 - 4	5.0%
5 - 9	5.2%
10 - 14	5.3%
15 - 24	9.7%
25 - 34	11.8%
35 - 44	11.1%
45 - 54	11.7%
55 - 64	15.3%
65 - 74	13.1%
75 - 84	8.3%
85 +	3.5%
18 +	81.6%
2026 Population by Age	
Total	51,706
0 - 4	5.0%
5 - 9	5.2%
10 - 14	5.4%
15 - 24	9.5%
25 - 34	10.9%
35 - 44	11.8%
45 - 54	11.1%
55 - 64	13.9%
65 - 74	14.3%
75 - 84	9.2%
85 +	3.6%
18 +	81.3%
2010 Population by Sex	
Males	21,030
Females	22,645
2021 Population by Sex	
Males	23,540
Females	25,305
2026 Population by Sex	
Males	24,969
Females	26,737

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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	Titusville ci...
2010 Population by Race/Ethnicity	
Total	43,675
White Alone	80.8%
Black Alone	13.5%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	2.5%
Hispanic Origin	6.5%
Diversity Index	40.9
2021 Population by Race/Ethnicity	
Total	48,847
White Alone	78.3%
Black Alone	14.3%
American Indian Alone	0.5%
Asian Alone	1.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.6%
Two or More Races	3.4%
Hispanic Origin	9.3%
Diversity Index	47.3
2026 Population by Race/Ethnicity	
Total	51,707
White Alone	76.8%
Black Alone	14.9%
American Indian Alone	0.5%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.9%
Two or More Races	3.8%
Hispanic Origin	11.1%
Diversity Index	50.8
2010 Population by Relationship and Household Type	
Total	43,675
In Households	98.9%
In Family Households	78.9%
Householder	26.8%
Spouse	18.4%
Child	27.7%
Other relative	3.3%
Nonrelative	2.6%
In Nonfamily Households	20.1%
In Group Quarters	1.1%
Institutionalized Population	0.8%
Noninstitutionalized Population	0.3%

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	36,574
Less than 9th Grade	1.6%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	26.4%
GED/Alternative Credential	5.9%
Some College, No Degree	22.9%
Associate Degree	12.7%
Bachelor's Degree	15.4%
Graduate/Professional Degree	8.3%
2021 Population 15+ by Marital Status	
Total	41,317
Never Married	29.5%
Married	45.4%
Widowed	7.6%
Divorced	17.5%
2021 Civilian Population 16+ in Labor Force	
Civilian Population 16+	21,640
Population 16+ Employed	94.7%
Population 16+ Unemployment rate	5.3%
Population 16-24 Employed	12.0%
Population 16-24 Unemployment rate	2.9%
Population 25-54 Employed	61.2%
Population 25-54 Unemployment rate	5.2%
Population 55-64 Employed	19.9%
Population 55-64 Unemployment rate	3.0%
Population 65+ Employed	6.9%
Population 65+ Unemployment rate	15.1%
2021 Employed Population 16+ by Industry	
Total	20,497
Agriculture/Mining	0.4%
Construction	7.4%
Manufacturing	10.2%
Wholesale Trade	2.4%
Retail Trade	11.1%
Transportation/Utilities	5.3%
Information	0.8%
Finance/Insurance/Real Estate	4.7%
Services	48.9%
Public Administration	8.8%
2021 Employed Population 16+ by Occupation	
Total	20,497
White Collar	61.3%
Management/Business/Financial	14.1%
Professional	25.8%
Sales	8.7%
Administrative Support	12.5%
Services	17.5%
Blue Collar	21.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	4.1%
Production	6.1%
Transportation/Material Moving	6.9%

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August 10, 2021



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2010 Households by Type	
Total	18,982
Households with 1 Person	31.7%
Households with 2+ People	68.3%
Family Households	61.7%
Husband-wife Families	42.3%
With Related Children	14.2%
Other Family (No Spouse Present)	19.5%
Other Family with Male Householder	5.0%
With Related Children	2.7%
Other Family with Female Householder	14.5%
With Related Children	9.2%
Nonfamily Households	6.6%
All Households with Children	26.6%
Multigenerational Households	3.8%
Unmarried Partner Households	7.0%
Male-female	6.4%
Same-sex	0.6%
2010 Households by Size	
Total	18,982
1 Person Household	31.7%
2 Person Household	36.8%
3 Person Household	14.7%
4 Person Household	9.8%
5 Person Household	4.6%
6 Person Household	1.7%
7 + Person Household	0.8%
2010 Households by Tenure and Mortgage Status	
Total	18,982
Owner Occupied	67.2%
Owned with a Mortgage/Loan	43.9%
Owned Free and Clear	23.3%
Renter Occupied	32.8%
2021 Affordability, Mortgage and Wealth	
Housing Affordability Index	140
Percent of Income for Mortgage	17.4%
Wealth Index	62
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	22,694
Housing Units Inside Urbanized Area	99.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.0%
2010 Population By Urban/ Rural Status	
Total Population	43,675
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1.	Midlife Constants (5E)
2.	Senior Escapes (9D)
3.	Traditional Living (12B)

2021 Consumer Spending

Apparel & Services: Total \$	\$31,172,919
Average Spent	\$1,477.88
Spending Potential Index	70
Education: Total \$	\$22,604,640
Average Spent	\$1,071.67
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$49,350,804
Average Spent	\$2,339.68
Spending Potential Index	72
Food at Home: Total \$	\$83,025,763
Average Spent	\$3,936.18
Spending Potential Index	72
Food Away from Home: Total \$	\$55,221,799
Average Spent	\$2,618.02
Spending Potential Index	69
Health Care: Total \$	\$100,291,365
Average Spent	\$4,754.72
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$33,472,286
Average Spent	\$1,586.89
Spending Potential Index	70
Personal Care Products & Services: Total \$	\$13,477,786
Average Spent	\$638.97
Spending Potential Index	71
Shelter: Total \$	\$286,990,883
Average Spent	\$13,605.98
Spending Potential Index	68
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$36,659,731
Average Spent	\$1,738.00
Spending Potential Index	73
Travel: Total \$	\$36,226,163
Average Spent	\$1,717.45
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$17,300,019
Average Spent	\$820.18
Spending Potential Index	74

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.

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