	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	6,696	42,181	99,048
2010 Total Population	7,590	50,110	117,612
2018 Total Population	8,627	55,183	127,307
2018 Group Quarters	262	1,419	3,269
2023 Total Population	9,370	59,084	135,592
2018-2023 Annual Rate	1.67%	1.38%	1.27%
2018 Total Daytime Population	11,997	62,397	128,881
Workers	6,952	27,555	51,426
Residents	5,045	34,842	77,455
Household Summary			
2000 Households	2,805	16,899	39,716
2000 Average Household Size	2.12	2.40	2.44
2010 Households	3,240	19,971	45,700
2010 Average Household Size	2.27	2.44	2.51
2018 Households	3,614	21,713	48,806
2018 Average Household Size	2.31	2.48	2.54
2023 Households	3,914	23,195	51,804
2023 Average Household Size	2.33	2.49	2.55
2018-2023 Annual Rate	1.61%	1.33%	1.20%
2010 Families	1,853	12,822	29,949
2010 Average Family Size	2.92	2.99	3.04
2018 Families	2,050	13,792	31,676
2018 Average Family Size	2.97	3.03	3.07
2023 Families	2,213	14,658	33,465
2023 Average Family Size	2.98	3.04	3.09
2018-2023 Annual Rate	1.54%	1.23%	1.10%
Housing Unit Summary			
2000 Housing Units	3,258	19,443	46,427
Owner Occupied Housing Units	48.0%	54.9%	56.3%
Renter Occupied Housing Units	38.1%	32.0%	29.2%
Vacant Housing Units	13.9%	13.1%	14.5%
2010 Housing Units	3,866	23,244	53,657
Owner Occupied Housing Units	39.4%	47.9%	52.5%
Renter Occupied Housing Units	44.4%	38.0%	32.7%
Vacant Housing Units	16.2%	14.1%	14.8%
2018 Housing Units	4,300	25,465	57,854
Owner Occupied Housing Units	36.9%	45.9%	49.6%
Renter Occupied Housing Units	47.1%	39.4%	34.7%
Vacant Housing Units	16.0%	14.7%	15.6%
2023 Housing Units	4,636	27,008	61,139
Owner Occupied Housing Units	39.0%	48.0%	51.5%
Renter Occupied Housing Units	45.4%	37.8%	33.2%
Vacant Housing Units	15.6%	14.1%	15.3%
Median Household Income			
2018	$42,132	$40,573	$43,486
2023	$48,474	$46,671	$50,370
Median Home Value			
2018	$113,012	$138,998	$146,759
2023	$131,894	$159,250	$169,865
Per Capita Income			
2018	$24,982	$21,792	$22,448
2023	$28,885	$25,644	$26,200
Median Age			
2010	39.6	39.2	38.4
2018	41.5	40.5	39.7
2023	42.8	41.6	40.5

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Households by Income			
Household Income Base	3,614	21,713	48,806
<$15,000	13.1%	14.8%	14.1%
$15,000 - $24,999	13.1%	13.4%	12.8%
$25,000 - $34,999	14.1%	13.3%	11.9%
$35,000 - $49,999	17.2%	18.4%	17.2%
$50,000 - $74,999	21.9%	20.0%	20.0%
$75,000 - $99,999	11.2%	9.7%	11.2%
$100,000 - $149,999	6.3%	7.1%	8.9%
$150,000 - $199,999	0.8%	1.6%	2.3%
$200,000+	2.3%	1.7%	1.6%
Average Household Income	$55,380	$53,894	$57,129
2023 Households by Income			
Household Income Base	3,914	23,195	51,804
<$15,000	10.7%	12.2%	11.6%
$15,000 - $24,999	10.8%	11.1%	10.6%
$25,000 - $34,999	13.0%	11.9%	10.7%
$35,000 - $49,999	16.7%	17.9%	16.6%
$50,000 - $74,999	23.4%	21.4%	21.1%
$75,000 - $99,999	13.1%	11.7%	13.0%
$100,000 - $149,999	8.1%	9.3%	11.3%
$150,000 - $199,999	1.0%	2.1%	2.9%
$200,000+	3.0%	2.4%	2.2%
Average Household Income	$64,871	$64,086	$67,270
2018 Owner Occupied Housing Units by Value			
Total	1,588	11,686	28,703
<$50,000	19.4%	14.8%	17.8%
$50,000 - $99,999	26.6%	21.6%	17.3%
$100,000 - $149,999	15.4%	17.4%	15.9%
$150,000 - $199,999	17.4%	21.0%	19.6%
$200,000 - $249,999	9.1%	11.2%	12.4%
$250,000 - $299,999	5.2%	7.3%	8.0%
$300,000 - $399,999	3.5%	4.0%	5.0%
$400,000 - $499,999	1.3%	1.1%	1.9%
$500,000 - $749,999	1.0%	0.7%	1.2%
$750,000 - $999,999	1.1%	0.2%	0.3%
$1,000,000 - $1,499,999	0.2%	0.5%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$144,918	$155,641	$164,277
2023 Owner Occupied Housing Units by Value			
Total	1,807	12,973	31,496
<$50,000	17.4%	12.0%	14.9%
$50,000 - $99,999	19.9%	16.3%	13.2%
$100,000 - $149,999	19.9%	17.6%	14.2%
$150,000 - $199,999	19.3%	22.4%	19.4%
$200,000 - $249,999	10.6%	13.6%	14.7%
$250,000 - $299,999	3.2%	8.3%	10.0%
$300,000 - $399,999	4.1%	5.4%	7.1%
$400,000 - $499,999	2.2%	2.0%	3.2%
$500,000 - $749,999	1.9%	1.3%	2.0%
$750,000 - $999,999	1.3%	0.4%	0.5%
$1,000,000 - $1,499,999	0.3%	0.6%	0.7%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	$161,698	$177,684	$191,892

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2010 Population by Age			
Total	7,589	50,111	117,613
0 - 4	6.6%	7.0%	6.8%
5 - 9	5.5%	6.5%	6.5%
10 - 14	4.7%	6.2%	6.4%
15 - 24	13.4%	12.8%	13.9%
25 - 34	14.5%	12.8%	12.3%
35 - 44	11.1%	11.1%	12.0%
45 - 54	10.7%	11.9%	13.1%
55 - 64	9.7%	11.2%	11.5%
65 - 74	9.2%	9.6%	9.0%
75 - 84	8.5%	7.6%	6.0%
85 +	6.1%	3.4%	2.5%
18 +	80.3%	76.6%	76.4%
2018 Population by Age			
Total	8,628	55,183	127,306
0 - 4	6.1%	6.5%	6.3%
5 - 9	5.4%	6.1%	6.1%
10 - 14	5.1%	5.9%	6.0%
15 - 24	11.1%	11.8%	12.8%
25 - 34	15.0%	13.3%	13.2%
35 - 44	10.9%	11.1%	11.5%
45 - 54	10.4%	10.9%	11.7%
55 - 64	10.7%	12.0%	12.5%
65 - 74	10.8%	11.0%	10.8%
75 - 84	8.1%	7.3%	6.2%
85 +	6.4%	4.0%	2.9%
18 +	80.7%	78.2%	78.2%
2023 Population by Age			
Total	9,368	59,084	135,592
0 - 4	6.0%	6.4%	6.2%
5 - 9	5.3%	6.0%	6.0%
10 - 14	5.3%	5.9%	6.1%
15 - 24	11.0%	11.4%	12.2%
25 - 34	13.4%	12.7%	12.8%
35 - 44	11.5%	11.5%	12.0%
45 - 54	10.2%	10.6%	11.1%
55 - 64	11.0%	12.0%	12.1%
65 - 74	11.7%	11.9%	11.6%
75 - 84	9.2%	8.1%	7.1%
85 +	5.5%	3.7%	2.8%
18 +	80.6%	78.4%	78.2%
2010 Population by Sex			
Males	3,509	23,654	56,648
Females	4,081	26,456	60,964
2018 Population by Sex			
Males	4,000	26,190	61,571
Females	4,627	28,993	65,736
2023 Population by Sex			
Males	4,365	28,239	65,944
Females	5,005	30,845	69,648

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Rings: 1, 3, 5 mile radii

4136 US-98, Lakeland, FL 33809, USA
Latitude: 28.09
Longitude: -81.97

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	7,591	50,110	117,612
White Alone	73.9%	61.5%	70.6%
Black Alone	15.4%	29.2%	20.2%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.3%	1.9%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.1%	4.3%	4.4%
Two or More Races	3.0%	2.6%	2.6%
Hispanic Origin	14.9%	13.8%	14.5%
Diversity Index	57.4	64.6	59.4
2018 Population by Race/Ethnicity			
Total	8,627	55,184	127,307
White Alone	70.3%	59.7%	67.8%
Black Alone	16.6%	28.7%	20.7%
American Indian Alone	0.2%	0.3%	0.5%
Asian Alone	3.8%	2.4%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.4%	5.6%	5.7%
Two or More Races	3.7%	3.2%	3.3%
Hispanic Origin	19.2%	17.8%	18.9%
Diversity Index	63.9	68.9	65.1
2023 Population by Race/Ethnicity			
Total	9,370	59,085	135,593
White Alone	68.1%	58.2%	65.8%
Black Alone	16.9%	28.5%	20.9%
American Indian Alone	0.2%	0.4%	0.5%
Asian Alone	4.3%	2.7%	2.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.3%	6.6%	6.8%
Two or More Races	4.2%	3.6%	3.7%
Hispanic Origin	23.1%	21.5%	22.9%
Diversity Index	68.2	72.1	69.1
2010 Population by Relationship and Household Type			
Total	7,590	50,110	117,612
In Households	96.8%	97.4%	97.4%
In Family Households	73.9%	79.6%	80.5%
Householder	25.1%	25.5%	25.4%
Spouse	17.2%	16.3%	17.2%
Child	25.1%	30.4%	30.3%
Other relative	3.8%	4.5%	4.5%
Nonrelative	2.8%	3.0%	3.2%
In Nonfamily Households	22.9%	17.8%	16.9%
In Group Quarters	3.2%	2.6%	2.6%
Institutionalized Population	3.2%	2.0%	0.9%
Noninstitutionalized Population	0.0%	0.7%	1.7%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	1 mile	3 mile	5 mile
2018 Population 25+ by Educational Attainment			
Total	6,236	38,452	87,579
Less than 9th Grade	6.0%	5.6%	5.4%
9th - 12th Grade, No Diploma	6.8%	9.6%	9.8%
High School Graduate	27.4%	32.4%	31.7%
GED/Alternative Credential	5.5%	5.4%	6.1%
Some College, No Degree	20.0%	19.8%	19.3%
Associate Degree	11.2%	9.3%	9.2%
Bachelor's Degree	16.2%	11.5%	12.2%
Graduate/Professional Degree	6.7%	6.4%	6.3%
2018 Population 15+ by Marital Status			
Total	7,195	44,963	103,860
Never Married	28.6%	33.8%	34.1%
Married	46.8%	43.3%	44.2%
Widowed	8.9%	8.3%	7.5%
Divorced	15.7%	14.6%	14.2%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	95.1%	92.2%	92.8%
Civilian Unemployed (Unemployment Rate)	4.9%	7.8%	7.2%
2018 Employed Population 16+ by Industry			
Total	3,644	20,707	50,739
Agriculture/Mining	0.1%	0.9%	1.0%
Construction	5.8%	5.7%	8.0%
Manufacturing	7.4%	7.8%	7.2%
Wholesale Trade	2.5%	3.1%	3.1%
Retail Trade	14.3%	14.7%	16.9%
Transportation/Utilities	6.6%	7.2%	7.4%
Information	2.0%	0.9%	1.0%
Finance/Insurance/Real Estate	5.8%	4.5%	5.2%
Services	53.5%	52.6%	47.5%
Public Administration	2.0%	2.6%	2.6%
2018 Employed Population 16+ by Occupation			
Total	3,643	20,706	50,738
White Collar	59.5%	51.8%	53.0%
Management/Business/Financial	12.1%	9.4%	11.6%
Professional	19.9%	15.9%	16.6%
Sales	11.7%	10.0%	10.7%
Administrative Support	15.8%	16.5%	14.1%
Services	19.6%	21.6%	18.4%
Blue Collar	20.8%	26.7%	28.6%
Farming/Forestry/Fishing	0.1%	0.6%	0.5%
Construction/Extraction	4.1%	3.8%	5.4%
Installation/Maintenance/Repair	2.0%	3.6%	4.1%
Production	4.7%	6.7%	6.2%
Transportation/Material Moving	9.9%	11.9%	12.4%
2010 Population By Urban/ Rural Status			
Total Population	7,590	50,110	117,612
Population Inside Urbanized Area	100.0%	99.0%	95.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.0%	4.2%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	3,240	19,970	45,700
Households with 1 Person	34.9%	28.8%	27.4%
Households with 2+ People	65.1%	71.2%	72.6%
Family Households	57.2%	64.2%	65.5%
Husband-wife Families	38.9%	41.0%	44.4%
With Related Children	12.4%	14.5%	17.1%
Other Family (No Spouse Present)	18.3%	23.2%	21.1%
Other Family with Male Householder	4.4%	5.5%	5.5%
With Related Children	2.5%	3.2%	3.3%
Other Family with Female Householder	13.9%	17.7%	15.6%
With Related Children	9.0%	11.9%	10.5%
Nonfamily Households	7.9%	7.0%	7.1%
All Households with Children	24.6%	30.2%	31.5%
Multigenerational Households	3.4%	5.1%	5.3%
Unmarried Partner Households	8.2%	8.1%	8.3%
Male-female	7.6%	7.4%	7.5%
Same-sex	0.6%	0.8%	0.8%
2010 Households by Size			
Total	3,242	19,970	45,699
1 Person Household	34.9%	28.8%	27.4%
2 Person Household	37.6%	36.1%	35.2%
3 Person Household	12.6%	14.6%	15.3%
4 Person Household	8.2%	10.4%	11.5%
5 Person Household	3.5%	5.5%	6.1%
6 Person Household	1.9%	2.6%	2.6%
7 + Person Household	1.3%	2.0%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	3,240	19,971	45,700
Owner Occupied	47.0%	55.7%	61.6%
Owned with a Mortgage/Loan	23.9%	31.5%	37.4%
Owned Free and Clear	23.1%	24.2%	24.2%
Renter Occupied	53.0%	44.3%	38.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,866	23,244	53,657
Housing Units Inside Urbanized Area	100.0%	98.2%	95.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.8%	4.2%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		1 mile	3 mile	5 mile
Top 3 Tapestry Segments				
	1.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Senior Escapes (9D)
	2.	The Elders (9C)	Senior Escapes (9D)	Hardscrabble Road (8G)
	3.	Bright Young Professionals	The Elders (9C)	Down the Road (10D)
2018 Consumer Spending				
Apparel & Services: Total $		$5,203,917	$30,657,557	$73,197,120
Average Spent		$1,439.93	$1,411.94	$1,499.76
Spending Potential Index		66	65	69
Education: Total $		$3,166,852	$18,326,883	$44,401,944
Average Spent		$876.27	$844.05	$909.76
Spending Potential Index		61	58	63
Entertainment/Recreation: Total $		$7,874,891	$46,544,869	$110,156,123
Average Spent		$2,179.00	$2,143.64	$2,257.02
Spending Potential Index		68	67	70
Food at Home: Total $		$12,581,189	$74,995,133	$176,202,728
Average Spent		$3,481.24	$3,453.93	$3,610.27
Spending Potential Index		69	69	72
Food Away from Home: Total $		$8,590,618	$50,392,002	$119,831,613
Average Spent		$2,377.04	$2,320.82	$2,455.26
Spending Potential Index		68	66	70
Health Care: Total $		$14,638,237	$86,269,377	$202,726,549
Average Spent		$4,050.43	$3,973.17	$4,153.72
Spending Potential Index		71	69	73
HH Furnishings & Equipment: Total $		$5,120,975	$29,912,105	$71,209,317
Average Spent		$1,416.98	$1,377.61	$1,459.03
Spending Potential Index		68	66	70
Personal Care Products & Services: Total $		$2,051,421	$11,901,989	$28,288,318
Average Spent		$567.63	$548.15	$579.61
Spending Potential Index		69	66	70
Shelter: Total $		$40,900,787	$236,717,681	$560,045,385
Average Spent		$11,317.32	$10,902.12	$11,474.93
Spending Potential Index		67	65	68
Support Payments/Cash Contributions/Gifts in Kind: Total $		$6,129,391	$35,386,123	$83,542,085
Average Spent		$1,696.01	$1,629.72	$1,711.72
Spending Potential Index		68	66	69
Travel: Total $		$5,044,987	$28,767,308	$69,069,508
Average Spent		$1,395.96	$1,324.89	$1,415.18
Spending Potential Index		65	62	66
Vehicle Maintenance & Repairs: Total $		$2,697,738	$15,934,380	$37,601,314
Average Spent		$746.47	$733.86	$770.42
Spending Potential Index		69	68	72

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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