



Community Profile

Rings: 3, 5, 10 mile radii

4136 US-98, Lakeland, FL 33809, USA

Latitude: 28.09
Longitude: -81.97

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	42,181	100,088	209,228
2010 Total Population	50,110	118,410	241,117
2017 Total Population	54,709	127,986	260,447
2017 Group Quarters	1,359	3,095	4,537
2022 Total Population	57,883	134,873	274,867
2017-2022 Annual Rate	1.13%	1.05%	1.08%
2017 Total Daytime Population	60,967	127,454	256,876
Workers	25,668	47,658	100,190
Residents	35,299	79,796	156,686
Household Summary			
2000 Households	16,899	40,088	82,534
2000 Average Household Size	2.40	2.44	2.48
2010 Households	19,971	45,968	93,692
2010 Average Household Size	2.44	2.51	2.53
2017 Households	21,552	49,111	100,232
2017 Average Household Size	2.48	2.54	2.55
2022 Households	22,708	51,530	105,337
2022 Average Household Size	2.49	2.56	2.57
2017-2022 Annual Rate	1.05%	0.97%	1.00%
2010 Families	12,822	30,160	63,649
2010 Average Family Size	2.99	3.04	3.01
2017 Families	13,719	31,993	67,585
2017 Average Family Size	3.04	3.08	3.05
2022 Families	14,395	33,445	70,776
2022 Average Family Size	3.06	3.10	3.06
2017-2022 Annual Rate	0.97%	0.89%	0.93%
Housing Unit Summary			
2000 Housing Units	19,443	46,817	94,791
Owner Occupied Housing Units	54.9%	56.6%	62.5%
Renter Occupied Housing Units	32.0%	29.0%	24.5%
Vacant Housing Units	13.1%	14.4%	12.9%
2010 Housing Units	23,244	53,937	108,326
Owner Occupied Housing Units	47.9%	52.6%	59.0%
Renter Occupied Housing Units	38.0%	32.6%	27.5%
Vacant Housing Units	14.1%	14.8%	13.5%
2017 Housing Units	24,953	57,640	115,798
Owner Occupied Housing Units	44.3%	48.8%	55.1%
Renter Occupied Housing Units	42.1%	36.4%	31.4%
Vacant Housing Units	13.6%	14.8%	13.4%
2022 Housing Units	26,340	60,594	121,923
Owner Occupied Housing Units	43.7%	48.4%	54.6%
Renter Occupied Housing Units	42.5%	36.7%	31.8%
Vacant Housing Units	13.8%	15.0%	13.6%
Median Household Income			
2017	\$39,609	\$42,010	\$47,040
2022	\$44,013	\$47,183	\$52,554
Median Home Value			
2017	\$121,980	\$128,312	\$136,001
2022	\$155,160	\$169,930	\$182,978
Per Capita Income			
2017	\$21,397	\$21,854	\$24,894
2022	\$24,460	\$24,880	\$28,359
Median Age			
2010	39.2	38.4	40.0
2017	40.2	39.6	41.3
2022	41.1	40.2	42.1

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	21,552	49,111	100,232
<\$15,000	15.2%	14.4%	11.9%
\$15,000 - \$24,999	15.3%	14.6%	13.0%
\$25,000 - \$34,999	13.1%	12.1%	11.6%
\$35,000 - \$49,999	16.8%	16.2%	15.9%
\$50,000 - \$74,999	20.4%	19.7%	20.2%
\$75,000 - \$99,999	9.6%	11.0%	11.7%
\$100,000 - \$149,999	6.3%	8.2%	9.8%
\$150,000 - \$199,999	1.9%	2.4%	3.2%
\$200,000+	1.6%	1.4%	2.8%
Average Household Income	\$52,856	\$55,601	\$63,575
2022 Households by Income			
Household Income Base	22,708	51,530	105,337
<\$15,000	14.8%	14.0%	11.4%
\$15,000 - \$24,999	13.9%	13.4%	11.8%
\$25,000 - \$34,999	11.4%	10.5%	10.0%
\$35,000 - \$49,999	14.7%	14.2%	13.8%
\$50,000 - \$74,999	20.3%	19.4%	19.7%
\$75,000 - \$99,999	12.1%	13.4%	14.0%
\$100,000 - \$149,999	8.3%	10.3%	11.9%
\$150,000 - \$199,999	2.6%	3.0%	3.9%
\$200,000+	2.0%	1.8%	3.4%
Average Household Income	\$61,086	\$63,863	\$72,931
2017 Owner Occupied Housing Units by Value			
Total	11,049	28,151	63,829
<\$50,000	16.6%	19.3%	17.9%
\$50,000 - \$99,999	24.7%	20.5%	19.7%
\$100,000 - \$149,999	19.9%	18.0%	17.2%
\$150,000 - \$199,999	17.8%	17.3%	15.8%
\$200,000 - \$249,999	10.2%	11.2%	11.0%
\$250,000 - \$299,999	5.6%	6.4%	6.5%
\$300,000 - \$399,999	3.2%	4.1%	6.0%
\$400,000 - \$499,999	0.9%	1.6%	2.6%
\$500,000 - \$749,999	0.6%	0.9%	2.0%
\$750,000 - \$999,999	0.2%	0.2%	0.8%
\$1,000,000 +	0.5%	0.5%	0.6%
Average Home Value	\$143,088	\$151,218	\$170,041
2022 Owner Occupied Housing Units by Value			
Total	11,515	29,309	66,588
<\$50,000	12.0%	14.7%	13.2%
\$50,000 - \$99,999	17.4%	14.2%	13.7%
\$100,000 - \$149,999	18.8%	14.9%	14.1%
\$150,000 - \$199,999	18.1%	15.5%	13.7%
\$200,000 - \$249,999	13.2%	13.6%	12.3%
\$250,000 - \$299,999	8.0%	9.4%	9.0%
\$300,000 - \$399,999	6.6%	8.7%	10.8%
\$400,000 - \$499,999	2.6%	4.4%	6.0%
\$500,000 - \$749,999	2.1%	3.0%	4.5%
\$750,000 - \$999,999	0.6%	0.6%	1.7%
\$1,000,000 +	0.7%	0.9%	1.1%
Average Home Value	\$184,313	\$202,410	\$228,468

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	50,111	118,412	241,117
0 - 4	7.0%	6.8%	6.3%
5 - 9	6.5%	6.5%	6.3%
10 - 14	6.2%	6.4%	6.4%
15 - 24	12.8%	13.9%	13.5%
25 - 34	12.8%	12.3%	11.6%
35 - 44	11.1%	12.0%	12.0%
45 - 54	11.9%	13.1%	13.6%
55 - 64	11.2%	11.5%	12.3%
65 - 74	9.6%	9.0%	9.6%
75 - 84	7.6%	6.0%	6.1%
85 +	3.4%	2.5%	2.2%
18 +	76.6%	76.4%	76.9%
2017 Population by Age			
Total	54,709	127,986	260,445
0 - 4	6.6%	6.4%	5.9%
5 - 9	6.3%	6.2%	5.9%
10 - 14	5.9%	6.0%	5.9%
15 - 24	11.8%	12.9%	12.5%
25 - 34	13.4%	13.3%	12.8%
35 - 44	11.1%	11.4%	11.2%
45 - 54	11.0%	11.9%	12.1%
55 - 64	12.0%	12.4%	13.3%
65 - 74	10.8%	10.7%	11.6%
75 - 84	7.1%	6.1%	6.3%
85 +	3.9%	2.9%	2.7%
18 +	78.0%	78.1%	78.9%
2022 Population by Age			
Total	57,885	134,874	274,866
0 - 4	6.5%	6.3%	5.8%
5 - 9	6.1%	6.1%	5.8%
10 - 14	6.0%	6.1%	5.9%
15 - 24	11.3%	12.1%	11.6%
25 - 34	12.7%	13.0%	12.5%
35 - 44	11.6%	11.9%	11.7%
45 - 54	10.6%	11.1%	11.2%
55 - 64	12.0%	12.3%	13.1%
65 - 74	11.7%	11.5%	12.5%
75 - 84	7.7%	6.9%	7.3%
85 +	3.6%	2.7%	2.6%
18 +	78.0%	78.1%	79.1%
2010 Population by Sex			
Males	23,654	57,063	116,558
Females	26,456	61,347	124,559
2017 Population by Sex			
Males	25,958	61,917	126,259
Females	28,751	66,068	134,187
2022 Population by Sex			
Males	27,604	65,506	133,667
Females	30,279	69,367	141,200

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

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2010 Population by Race/Ethnicity			
Total	50,110	118,410	241,117
White Alone	61.5%	70.8%	77.6%
Black Alone	29.2%	20.1%	13.8%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.9%	1.7%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.3%	4.4%	4.0%
Two or More Races	2.6%	2.6%	2.4%
Hispanic Origin	13.8%	14.4%	13.4%
Diversity Index	64.6	59.2	52.3
2017 Population by Race/Ethnicity			
Total	54,709	127,985	260,447
White Alone	59.7%	68.2%	75.1%
Black Alone	29.0%	20.7%	14.4%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.3%	1.9%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.4%	5.5%	5.0%
Two or More Races	3.1%	3.2%	3.0%
Hispanic Origin	17.3%	18.2%	17.0%
Diversity Index	68.5	64.4	58.0
2022 Population by Race/Ethnicity			
Total	57,883	134,872	274,868
White Alone	58.2%	66.3%	73.2%
Black Alone	28.9%	20.9%	14.7%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.6%	2.2%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	6.4%	5.9%
Two or More Races	3.6%	3.6%	3.5%
Hispanic Origin	20.6%	21.8%	20.4%
Diversity Index	71.5	68.1	62.3
2010 Population by Relationship and Household Type			
Total	50,110	118,410	241,117
In Households	97.4%	97.5%	98.2%
In Family Households	79.6%	80.6%	82.4%
Householder	25.5%	25.4%	26.4%
Spouse	16.3%	17.3%	19.0%
Child	30.4%	30.3%	29.8%
Other relative	4.5%	4.5%	4.2%
Nonrelative	3.0%	3.2%	3.0%
In Nonfamily Households	17.8%	16.8%	15.7%
In Group Quarters	2.6%	2.5%	1.8%
Institutionalized Population	2.0%	0.9%	0.5%
Noninstitutionalized Population	0.7%	1.6%	1.4%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	37,976	87,773	181,966
Less than 9th Grade	5.6%	5.2%	4.6%
9th - 12th Grade, No Diploma	9.1%	9.7%	8.7%
High School Graduate	32.6%	31.8%	30.2%
GED/Alternative Credential	5.6%	6.3%	6.2%
Some College, No Degree	19.9%	19.6%	19.4%
Associate Degree	9.6%	9.5%	9.1%
Bachelor's Degree	12.1%	12.3%	14.7%
Graduate/Professional Degree	5.5%	5.7%	7.1%
2017 Population 15+ by Marital Status			
Total	44,444	104,245	214,444
Never Married	34.2%	33.8%	31.3%
Married	42.9%	44.2%	48.0%
Widowed	8.4%	7.8%	7.4%
Divorced	14.5%	14.3%	13.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	89.4%	90.2%	91.8%
Civilian Unemployed (Unemployment Rate)	10.6%	9.8%	8.2%
2017 Employed Population 16+ by Industry			
Total	19,775	49,078	105,608
Agriculture/Mining	1.0%	1.1%	1.5%
Construction	5.4%	7.6%	8.0%
Manufacturing	8.0%	7.4%	7.2%
Wholesale Trade	3.3%	3.5%	3.1%
Retail Trade	14.4%	16.4%	15.4%
Transportation/Utilities	6.9%	7.1%	6.2%
Information	0.9%	1.1%	1.2%
Finance/Insurance/Real Estate	4.6%	5.5%	6.1%
Services	53.1%	47.8%	48.1%
Public Administration	2.4%	2.5%	3.1%
2017 Employed Population 16+ by Occupation			
Total	19,777	49,077	105,610
White Collar	51.5%	52.9%	56.6%
Management/Business/Financial	9.3%	11.6%	13.2%
Professional	15.8%	16.5%	18.6%
Sales	10.0%	10.7%	10.9%
Administrative Support	16.5%	14.1%	13.8%
Services	22.0%	18.7%	17.7%
Blue Collar	26.5%	28.4%	25.8%
Farming/Forestry/Fishing	0.7%	0.6%	0.8%
Construction/Extraction	3.9%	5.5%	5.9%
Installation/Maintenance/Repair	3.5%	3.9%	3.8%
Production	6.7%	6.1%	5.7%
Transportation/Material Moving	11.7%	12.2%	9.6%
2010 Population By Urban/ Rural Status			
Total Population	50,110	118,410	241,117
Population Inside Urbanized Area	99.0%	95.8%	92.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.0%	4.2%	7.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



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2010 Households by Type			
Total	19,970	45,968	93,692
Households with 1 Person	28.8%	27.3%	25.5%
Households with 2+ People	71.2%	72.7%	74.5%
Family Households	64.2%	65.6%	67.9%
Husband-wife Families	41.0%	44.5%	48.9%
With Related Children	14.5%	17.1%	18.3%
Other Family (No Spouse Present)	23.2%	21.1%	19.1%
Other Family with Male Householder	5.5%	5.5%	5.2%
With Related Children	3.2%	3.3%	3.1%
Other Family with Female Householder	17.7%	15.6%	13.9%
With Related Children	11.9%	10.5%	9.2%
Nonfamily Households	7.0%	7.1%	6.5%
All Households with Children	30.2%	31.6%	31.2%
Multigenerational Households	5.1%	5.3%	4.9%
Unmarried Partner Households	8.1%	8.3%	7.7%
Male-female	7.4%	7.5%	7.0%
Same-sex	0.8%	0.8%	0.7%
2010 Households by Size			
Total	19,970	45,969	93,693
1 Person Household	28.8%	27.3%	25.5%
2 Person Household	36.1%	35.2%	36.9%
3 Person Household	14.6%	15.3%	15.4%
4 Person Household	10.4%	11.5%	11.9%
5 Person Household	5.5%	6.1%	6.0%
6 Person Household	2.6%	2.6%	2.5%
7 + Person Household	2.0%	2.0%	1.8%
2010 Households by Tenure and Mortgage Status			
Total	19,971	45,968	93,692
Owner Occupied	55.7%	61.8%	68.2%
Owned with a Mortgage/Loan	31.5%	37.5%	41.6%
Owned Free and Clear	24.2%	24.3%	26.5%
Renter Occupied	44.3%	38.2%	31.8%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	23,244	53,937	108,326
Housing Units Inside Urbanized Area	98.2%	95.8%	93.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.8%	4.2%	6.9%

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.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Senior Escapes (9D)
2.	Senior Escapes (9D)	Senior Escapes (9D)	Hardscrabble Road (8G)
3.	The Elders (9C)	Down the Road (10D)	Down the Road (10D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$30,409,187	\$73,209,058	\$169,413,114
Average Spent	\$1,410.97	\$1,490.69	\$1,690.21
Spending Potential Index	65	69	78
Education: Total \$	\$18,402,437	\$44,755,698	\$105,055,124
Average Spent	\$853.86	\$911.32	\$1,048.12
Spending Potential Index	59	63	72
Entertainment/Recreation: Total \$	\$45,196,759	\$107,843,936	\$251,150,953
Average Spent	\$2,097.10	\$2,195.92	\$2,505.70
Spending Potential Index	67	70	80
Food at Home: Total \$	\$75,907,680	\$179,480,025	\$412,508,327
Average Spent	\$3,522.07	\$3,654.58	\$4,115.54
Spending Potential Index	70	73	82
Food Away from Home: Total \$	\$48,362,705	\$115,689,028	\$266,858,283
Average Spent	\$2,244.00	\$2,355.66	\$2,662.41
Spending Potential Index	67	71	80
Health Care: Total \$	\$84,205,918	\$199,522,946	\$467,047,245
Average Spent	\$3,907.10	\$4,062.69	\$4,659.66
Spending Potential Index	70	73	83
HH Furnishings & Equipment: Total \$	\$28,201,532	\$67,505,232	\$157,069,759
Average Spent	\$1,308.53	\$1,374.54	\$1,567.06
Spending Potential Index	67	71	81
Personal Care Products & Services: Total \$	\$11,485,819	\$27,456,856	\$63,950,976
Average Spent	\$532.94	\$559.08	\$638.03
Spending Potential Index	67	70	80
Shelter: Total \$	\$230,647,915	\$548,719,791	\$1,270,060,511
Average Spent	\$10,701.93	\$11,173.05	\$12,671.21
Spending Potential Index	66	69	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,440,195	\$81,809,791	\$192,271,398
Average Spent	\$1,598.00	\$1,665.81	\$1,918.26
Spending Potential Index	68	71	82
Travel: Total \$	\$27,771,530	\$67,055,278	\$159,189,211
Average Spent	\$1,288.58	\$1,365.38	\$1,588.21
Spending Potential Index	62	66	77
Vehicle Maintenance & Repairs: Total \$	\$15,951,963	\$37,848,713	\$87,795,421
Average Spent	\$740.16	\$770.68	\$875.92
Spending Potential Index	69	72	82

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.