



# Community Profile

Rings: 1, 3, 5 mile radii

3609 Hopewell Ave, Lakeland, FL 33809,

Latitude: 28.0894

Longitude: -81.97016

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	9,752	50,428	118,426
2020 Total Population	11,420	57,697	135,532
2020 Group Quarters	249	1,329	5,852
2022 Total Population	11,492	57,837	137,263
2022 Group Quarters	249	1,320	5,852
2027 Total Population	11,924	59,870	142,801
2022-2027 Annual Rate	0.74%	0.69%	0.79%
2022 Total Daytime Population	14,148	66,994	141,278
Workers	7,493	32,327	60,868
Residents	6,655	34,667	80,410
<b>Household Summary</b>			
2010 Households	3,974	19,873	46,198
2010 Average Household Size	2.40	2.47	2.49
2020 Total Households	4,596	22,927	51,894
2020 Average Household Size	2.43	2.46	2.50
2022 Total Households	4,615	23,060	52,605
2022 Average Household Size	2.44	2.45	2.50
2027 Total Households	4,772	23,867	54,809
2027 Average Household Size	2.45	2.45	2.50
2022-2027 Annual Rate	0.67%	0.69%	0.82%
2010 Families	2,450	12,647	30,027
2010 Average Family Size	2.99	3.03	3.03
2022 Total Families	2,798	14,341	33,581
2022 Average Family Size	3.07	3.05	3.07
2027 Total Families	2,882	14,785	34,839
2027 Average Family Size	3.08	3.05	3.07
2022-2027 Annual Rate	0.59%	0.61%	0.74%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,131	19,489	47,630
Owner Occupied Housing Units	48.0%	53.0%	55.8%
Renter Occupied Housing Units	38.9%	33.5%	29.4%
Vacant Housing Units	13.1%	13.5%	14.7%
2010 Housing Units	4,600	23,304	54,400
Owner Occupied Housing Units	41.8%	45.3%	51.9%
Renter Occupied Housing Units	44.6%	39.9%	33.0%
Vacant Housing Units	13.6%	14.7%	15.1%
2020 Housing Units	5,047	25,136	57,717
Vacant Housing Units	8.9%	8.8%	10.1%
2022 Housing Units	5,072	25,274	58,618
Owner Occupied Housing Units	40.1%	48.4%	54.5%
Renter Occupied Housing Units	50.9%	42.8%	35.3%
Vacant Housing Units	9.0%	8.8%	10.3%
2027 Housing Units	5,277	26,295	61,271
Owner Occupied Housing Units	40.3%	48.8%	54.9%
Renter Occupied Housing Units	50.1%	42.0%	34.5%
Vacant Housing Units	9.6%	9.2%	10.5%
<b>Median Household Income</b>			
2022	\$50,969	\$50,054	\$52,625
2027	\$58,010	\$57,899	\$60,829
<b>Median Home Value</b>			
2022	\$205,769	\$198,552	\$205,853
2027	\$232,383	\$238,679	\$241,921
<b>Per Capita Income</b>			
2022	\$26,899	\$26,153	\$26,907
2027	\$31,113	\$30,600	\$31,813
<b>Median Age</b>			
2010	36.2	38.4	38.4
2022	38.7	40.4	39.4
2027	39.6	41.3	40.1

**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:** 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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<b>2022 Households by Income</b>			
Household Income Base	4,615	23,060	52,605
<\$15,000	12.4%	12.4%	10.9%
\$15,000 - \$24,999	12.0%	12.5%	11.6%
\$25,000 - \$34,999	10.6%	11.9%	10.8%
\$35,000 - \$49,999	13.8%	13.1%	13.4%
\$50,000 - \$74,999	21.6%	20.2%	20.9%
\$75,000 - \$99,999	12.5%	12.8%	13.4%
\$100,000 - \$149,999	13.0%	11.8%	12.5%
\$150,000 - \$199,999	2.4%	3.2%	3.9%
\$200,000+	1.9%	2.0%	2.5%
Average Household Income	\$65,340	\$65,447	\$69,766
<b>2027 Households by Income</b>			
Household Income Base	4,772	23,867	54,809
<\$15,000	10.5%	10.4%	8.6%
\$15,000 - \$24,999	8.7%	9.6%	9.3%
\$25,000 - \$34,999	7.5%	8.4%	8.6%
\$35,000 - \$49,999	13.3%	12.0%	11.7%
\$50,000 - \$74,999	23.7%	23.1%	21.8%
\$75,000 - \$99,999	14.6%	15.2%	15.7%
\$100,000 - \$149,999	16.5%	14.4%	15.3%
\$150,000 - \$199,999	3.2%	4.6%	5.6%
\$200,000+	2.2%	2.4%	3.3%
Average Household Income	\$75,911	\$76,624	\$82,467
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,032	12,233	31,919
<\$50,000	15.8%	14.7%	17.2%
\$50,000 - \$99,999	9.9%	12.0%	8.3%
\$100,000 - \$149,999	7.7%	9.1%	8.4%
\$150,000 - \$199,999	13.0%	14.7%	13.4%
\$200,000 - \$249,999	30.7%	20.8%	23.5%
\$250,000 - \$299,999	11.4%	12.7%	13.9%
\$300,000 - \$399,999	6.7%	10.4%	9.2%
\$400,000 - \$499,999	1.0%	2.2%	2.2%
\$500,000 - \$749,999	0.8%	1.8%	2.7%
\$750,000 - \$999,999	1.9%	1.0%	0.7%
\$1,000,000 - \$1,499,999	0.9%	0.6%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$206,693	\$205,941	\$207,939
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,128	12,831	33,652
<\$50,000	9.5%	8.2%	9.6%
\$50,000 - \$99,999	7.1%	6.3%	5.1%
\$100,000 - \$149,999	2.8%	4.8%	4.1%
\$150,000 - \$199,999	7.9%	12.2%	10.1%
\$200,000 - \$249,999	35.0%	24.0%	25.3%
\$250,000 - \$299,999	16.9%	18.0%	20.0%
\$300,000 - \$399,999	11.9%	17.6%	15.3%
\$400,000 - \$499,999	2.4%	3.5%	3.8%
\$500,000 - \$749,999	1.8%	3.0%	5.0%
\$750,000 - \$999,999	3.5%	1.6%	1.1%
\$1,000,000 - \$1,499,999	1.2%	0.8%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$259,770	\$259,204	\$261,603

**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:** 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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<b>2010 Population by Age</b>			
Total	9,756	50,428	118,427
0 - 4	7.7%	7.2%	6.8%
5 - 9	6.2%	6.6%	6.4%
10 - 14	5.6%	6.2%	6.4%
15 - 24	14.4%	13.2%	14.0%
25 - 34	14.7%	13.0%	12.3%
35 - 44	11.3%	11.1%	11.9%
45 - 54	10.8%	11.9%	13.0%
55 - 64	9.3%	11.0%	11.5%
65 - 74	8.0%	9.2%	9.0%
75 - 84	7.6%	7.3%	6.1%
85 +	4.2%	3.4%	2.6%
18 +	77.1%	76.3%	76.6%
<b>2022 Population by Age</b>			
Total	11,493	57,835	137,264
0 - 4	6.6%	6.3%	5.9%
5 - 9	6.5%	6.1%	5.9%
10 - 14	6.1%	5.8%	5.7%
15 - 24	11.1%	11.6%	13.8%
25 - 34	14.5%	13.6%	13.4%
35 - 44	12.7%	11.5%	11.4%
45 - 54	10.4%	10.5%	10.9%
55 - 64	10.5%	11.6%	11.9%
65 - 74	9.7%	11.2%	11.0%
75 - 84	7.2%	7.7%	7.0%
85 +	4.7%	4.1%	3.1%
18 +	77.6%	78.5%	79.1%
<b>2027 Population by Age</b>			
Total	11,924	59,869	142,801
0 - 4	6.7%	6.3%	5.9%
5 - 9	6.4%	6.0%	5.8%
10 - 14	6.4%	5.9%	5.9%
15 - 24	11.7%	11.4%	13.4%
25 - 34	12.3%	12.6%	12.5%
35 - 44	13.7%	12.2%	12.2%
45 - 54	10.8%	10.7%	10.8%
55 - 64	9.9%	11.0%	11.2%
65 - 74	9.9%	11.6%	11.4%
75 - 84	7.5%	8.3%	7.8%
85 +	4.6%	4.0%	3.1%
18 +	77.0%	78.5%	79.0%
<b>2010 Population by Sex</b>			
Males	4,531	23,844	56,941
Females	5,222	26,584	61,485
<b>2022 Population by Sex</b>			
Males	5,363	27,549	66,386
Females	6,129	30,288	70,877
<b>2027 Population by Sex</b>			
Males	5,575	28,673	69,362
Females	6,349	31,197	73,439

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

July 28, 2022



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Rings: 1, 3, 5 mile radii

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<b>2010 Population by Race/Ethnicity</b>			
Total	9,753	50,427	118,425
White Alone	63.1%	60.3%	70.7%
Black Alone	25.0%	30.0%	20.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	3.0%	1.9%	1.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	4.6%	4.3%
Two or More Races	3.4%	2.7%	2.6%
Hispanic Origin	16.6%	14.3%	14.4%
Diversity Index	66.3	65.5	59.1
<b>2020 Population by Race/Ethnicity</b>			
Total	11,420	57,697	135,532
White Alone	49.4%	49.8%	58.2%
Black Alone	25.1%	27.2%	18.8%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.6%	2.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.0%	8.0%	8.5%
Two or More Races	13.5%	12.1%	12.0%
Hispanic Origin	24.1%	22.8%	23.0%
Diversity Index	78.9	77.8	74.4
<b>2022 Population by Race/Ethnicity</b>			
Total	11,493	57,837	137,262
White Alone	48.5%	49.0%	57.4%
Black Alone	25.0%	27.2%	18.8%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.6%	2.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.3%	8.2%	8.7%
Two or More Races	14.2%	12.7%	12.6%
Hispanic Origin	24.9%	23.3%	23.5%
Diversity Index	79.6	78.3	75.1
<b>2027 Population by Race/Ethnicity</b>			
Total	11,924	59,871	142,801
White Alone	46.2%	46.8%	55.1%
Black Alone	25.0%	27.3%	19.1%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.7%	2.6%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.9%	8.7%	9.3%
Two or More Races	15.8%	14.1%	14.0%
Hispanic Origin	26.6%	24.6%	24.8%
Diversity Index	81.1	79.8	76.9
<b>2010 Population by Relationship and Household Type</b>			
Total	9,753	50,428	118,427
In Households	97.9%	97.2%	97.3%
In Family Households	78.3%	79.0%	80.1%
Householder	25.1%	25.1%	25.3%
Spouse	15.9%	15.7%	17.1%
Child	29.4%	30.6%	30.0%
Other relative	4.8%	4.6%	4.4%
Nonrelative	3.1%	3.1%	3.2%
In Nonfamily Households	19.7%	18.2%	17.2%
In Group Quarters	2.1%	2.8%	2.7%
Institutionalized Population	2.0%	2.0%	0.9%
Noninstitutionalized Population	0.0%	0.9%	1.8%

**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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	8,008	40,603	94,339
Less than 9th Grade	5.7%	4.9%	4.7%
9th - 12th Grade, No Diploma	7.7%	9.6%	9.6%
High School Graduate	29.0%	32.4%	30.8%
GED/Alternative Credential	4.2%	5.4%	6.1%
Some College, No Degree	18.6%	18.1%	18.5%
Associate Degree	12.7%	10.3%	10.3%
Bachelor's Degree	15.3%	12.6%	13.2%
Graduate/Professional Degree	6.8%	6.6%	6.8%
<b>2022 Population 15+ by Marital Status</b>			
Total	9,281	47,283	113,215
Never Married	31.9%	35.3%	35.7%
Married	44.7%	43.8%	44.7%
Widowed	9.2%	8.4%	7.3%
Divorced	14.2%	12.5%	12.3%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,169	25,132	61,400
Population 16+ Employed	95.5%	93.7%	94.1%
Population 16+ Unemployment rate	4.6%	6.3%	5.9%
Population 16-24 Employed	13.4%	12.7%	12.6%
Population 16-24 Unemployment rate	12.0%	13.8%	12.2%
Population 25-54 Employed	67.9%	66.9%	65.9%
Population 25-54 Unemployment rate	3.3%	4.9%	4.8%
Population 55-64 Employed	13.4%	14.9%	15.5%
Population 55-64 Unemployment rate	3.1%	3.4%	4.3%
Population 65+ Employed	5.3%	5.5%	6.0%
Population 65+ Unemployment rate	3.7%	10.5%	8.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,934	23,558	57,750
Agriculture/Mining	0.0%	0.3%	0.9%
Construction	8.8%	7.1%	8.4%
Manufacturing	6.7%	6.7%	7.0%
Wholesale Trade	3.5%	4.3%	3.7%
Retail Trade	15.4%	16.2%	17.2%
Transportation/Utilities	8.7%	7.6%	7.3%
Information	1.9%	1.2%	1.2%
Finance/Insurance/Real Estate	8.6%	6.0%	6.2%
Services	44.1%	47.6%	45.1%
Public Administration	2.4%	2.8%	2.9%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,934	23,560	57,750
White Collar	57.6%	53.8%	54.6%
Management/Business/Financial	10.5%	10.1%	13.0%
Professional	20.9%	19.7%	19.1%
Sales	10.6%	9.8%	10.3%
Administrative Support	15.6%	14.2%	12.1%
Services	15.0%	18.2%	16.7%
Blue Collar	27.4%	28.1%	28.7%
Farming/Forestry/Fishing	0.0%	0.1%	0.4%
Construction/Extraction	7.4%	5.9%	6.1%
Installation/Maintenance/Repair	2.5%	2.2%	3.3%
Production	3.9%	5.3%	5.5%
Transportation/Material Moving	13.6%	14.5%	13.3%

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<b>2010 Households by Type</b>			
Total	3,975	19,869	46,196
Households with 1 Person	30.5%	29.2%	27.8%
Households with 2+ People	69.5%	70.8%	72.2%
Family Households	61.6%	63.7%	65.0%
Husband-wife Families	38.6%	39.7%	43.9%
With Related Children	14.1%	14.3%	16.6%
Other Family (No Spouse Present)	23.1%	24.0%	21.1%
Other Family with Male Householder	5.1%	5.6%	5.4%
With Related Children	2.9%	3.3%	3.3%
Other Family with Female Householder	18.0%	18.3%	15.7%
With Related Children	12.0%	12.5%	10.6%
Nonfamily Households	7.9%	7.1%	7.2%
All Households with Children	29.7%	30.6%	31.1%
Multigenerational Households	4.9%	5.3%	5.2%
Unmarried Partner Households	8.6%	8.3%	8.3%
Male-female	7.9%	7.5%	7.5%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	3,973	19,874	46,197
1 Person Household	30.5%	29.2%	27.8%
2 Person Household	36.0%	35.4%	35.3%
3 Person Household	13.9%	14.7%	15.1%
4 Person Household	9.8%	10.4%	11.3%
5 Person Household	5.0%	5.6%	6.0%
6 Person Household	2.7%	2.6%	2.6%
7 + Person Household	2.2%	2.0%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,975	19,861	46,198
Owner Occupied	48.4%	53.2%	61.1%
Owned with a Mortgage/Loan	25.9%	30.0%	36.6%
Owned Free and Clear	22.5%	23.3%	24.6%
Renter Occupied	51.6%	46.8%	38.9%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	117	119	120
Percent of Income for Mortgage	21.3%	20.9%	20.6%
Wealth Index	46	48	54
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,600	23,304	54,400
Housing Units Inside Urbanized Area	100.0%	98.0%	96.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.0%	3.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,752	50,428	118,426
Population Inside Urbanized Area	100.0%	98.9%	96.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.1%	3.3%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Hometown Heritage (8G)	Hometown Heritage (8G)	Senior Escapes (9D)
2.	Bright Young Professionals (8C)	Senior Escapes (9D)	Hometown Heritage (8G)
3.	Midlife Constants (5E)	Bright Young Professionals (8C)	Down the Road (10D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,184,904	\$35,640,795	\$86,087,869
Average Spent	\$1,556.86	\$1,545.57	\$1,636.50
Spending Potential Index	65	64	68
Education: Total \$	\$5,143,693	\$25,509,547	\$61,747,366
Average Spent	\$1,114.56	\$1,106.22	\$1,173.79
Spending Potential Index	57	56	60
Entertainment/Recreation: Total \$	\$10,795,349	\$54,297,472	\$131,817,202
Average Spent	\$2,339.19	\$2,354.62	\$2,505.79
Spending Potential Index	64	64	68
Food at Home: Total \$	\$18,622,297	\$94,600,523	\$226,756,656
Average Spent	\$4,035.17	\$4,102.36	\$4,310.55
Spending Potential Index	65	66	70
Food Away from Home: Total \$	\$12,673,281	\$63,915,791	\$154,080,800
Average Spent	\$2,746.11	\$2,771.72	\$2,929.01
Spending Potential Index	64	64	68
Health Care: Total \$	\$21,676,141	\$109,970,117	\$265,891,221
Average Spent	\$4,696.89	\$4,768.87	\$5,054.49
Spending Potential Index	66	67	71
HH Furnishings & Equipment: Total \$	\$7,469,310	\$37,452,719	\$91,386,318
Average Spent	\$1,618.49	\$1,624.14	\$1,737.22
Spending Potential Index	63	63	68
Personal Care Products & Services: Total \$	\$3,049,132	\$15,259,432	\$36,902,639
Average Spent	\$660.70	\$661.73	\$701.50
Spending Potential Index	65	65	69
Shelter: Total \$	\$65,384,550	\$326,754,266	\$789,287,515
Average Spent	\$14,167.83	\$14,169.74	\$15,004.04
Spending Potential Index	62	62	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,849,237	\$40,601,034	\$99,472,582
Average Spent	\$1,700.81	\$1,760.67	\$1,890.93
Spending Potential Index	63	65	70
Travel: Total \$	\$7,971,309	\$39,885,934	\$98,054,030
Average Spent	\$1,727.26	\$1,729.66	\$1,863.97
Spending Potential Index	60	60	65
Vehicle Maintenance & Repairs: Total \$	\$3,876,593	\$19,655,275	\$47,313,976
Average Spent	\$840.00	\$852.35	\$899.42
Spending Potential Index	67	68	71

**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.