



Community Profile

Rings: 1, 3, 5 mile radii

4136 US-98, Lakeland, FL 33809, USA

Latitude: 28.0928

Longitude: -81.97162

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	7,482	50,603	118,325
2020 Total Population	8,706	58,071	135,181
2020 Group Quarters	232	1,247	5,516
2022 Total Population	8,799	58,250	136,921
2022 Group Quarters	232	1,247	5,516
2027 Total Population	9,192	60,264	142,460
2022-2027 Annual Rate	0.88%	0.68%	0.80%
2022 Total Daytime Population	12,002	65,562	139,682
Workers	7,128	30,675	59,833
Residents	4,874	34,887	79,849
Household Summary			
2010 Households	3,159	20,137	45,881
2010 Average Household Size	2.31	2.45	2.51
2020 Total Households	3,600	23,112	51,576
2020 Average Household Size	2.35	2.46	2.51
2022 Households	3,626	23,219	52,277
2022 Average Household Size	2.36	2.46	2.51
2027 Households	3,768	24,006	54,469
2027 Average Household Size	2.38	2.46	2.51
2022-2027 Annual Rate	0.77%	0.67%	0.82%
2010 Families	1,871	12,899	30,095
2010 Average Family Size	2.92	3.00	3.05
2022 Families	2,123	14,544	33,675
2022 Average Family Size	3.02	3.04	3.07
2027 Families	2,204	14,987	34,939
2027 Average Family Size	3.04	3.05	3.08
2022-2027 Annual Rate	0.75%	0.60%	0.74%
Housing Unit Summary			
2000 Housing Units	3,293	19,290	46,567
Owner Occupied Housing Units	48.1%	55.3%	56.5%
Renter Occupied Housing Units	38.9%	31.2%	29.1%
Vacant Housing Units	13.0%	13.5%	14.4%
2010 Housing Units	3,727	23,414	53,829
Owner Occupied Housing Units	42.7%	47.2%	52.6%
Renter Occupied Housing Units	42.1%	38.7%	32.6%
Vacant Housing Units	15.2%	14.0%	14.8%
2020 Housing Units	4,037	25,289	57,116
Vacant Housing Units	10.8%	8.6%	9.7%
2022 Housing Units	4,059	25,392	58,008
Owner Occupied Housing Units	38.6%	50.7%	55.2%
Renter Occupied Housing Units	50.8%	40.7%	34.9%
Vacant Housing Units	10.7%	8.6%	9.9%
2027 Housing Units	4,241	26,386	60,627
Owner Occupied Housing Units	39.0%	51.2%	55.7%
Renter Occupied Housing Units	49.9%	39.8%	34.2%
Vacant Housing Units	11.2%	9.0%	10.2%
Median Household Income			
2022	\$53,747	\$51,362	\$53,043
2027	\$60,008	\$59,597	\$61,339
Median Home Value			
2022	\$212,097	\$200,974	\$207,328
2027	\$237,316	\$239,569	\$242,201
Per Capita Income			
2022	\$29,822	\$26,552	\$27,028
2027	\$34,184	\$31,088	\$31,999
Median Age			
2010	40.6	38.8	38.5
2022	42.5	40.9	39.5
2027	43.2	41.9	40.2

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	3,626	23,219	52,277
<\$15,000	10.3%	11.6%	10.7%
\$15,000 - \$24,999	10.9%	11.9%	11.4%
\$25,000 - \$34,999	9.3%	11.6%	10.7%
\$35,000 - \$49,999	14.5%	13.2%	13.4%
\$50,000 - \$74,999	23.1%	20.7%	20.9%
\$75,000 - \$99,999	13.0%	13.3%	13.6%
\$100,000 - \$149,999	14.1%	12.3%	12.7%
\$150,000 - \$199,999	2.7%	3.5%	4.0%
\$200,000+	2.2%	2.0%	2.6%
Average Household Income	\$69,209	\$66,736	\$70,363
2027 Households by Income			
Household Income Base	3,768	24,006	54,469
<\$15,000	8.1%	9.7%	8.5%
\$15,000 - \$24,999	6.8%	8.8%	9.1%
\$25,000 - \$34,999	6.8%	7.9%	8.5%
\$35,000 - \$49,999	15.0%	12.0%	11.7%
\$50,000 - \$74,999	26.0%	23.4%	21.8%
\$75,000 - \$99,999	14.7%	15.8%	15.8%
\$100,000 - \$149,999	16.7%	15.0%	15.5%
\$150,000 - \$199,999	3.5%	4.9%	5.7%
\$200,000+	2.5%	2.3%	3.4%
Average Household Income	\$79,771	\$78,238	\$83,276
2022 Owner Occupied Housing Units by Value			
Total	1,567	12,875	32,030
<\$50,000	13.3%	13.4%	16.5%
\$50,000 - \$99,999	12.2%	11.0%	8.1%
\$100,000 - \$149,999	6.2%	9.1%	8.2%
\$150,000 - \$199,999	11.1%	16.0%	13.7%
\$200,000 - \$249,999	29.7%	21.1%	24.0%
\$250,000 - \$299,999	13.7%	13.1%	14.2%
\$300,000 - \$399,999	9.8%	10.5%	9.0%
\$400,000 - \$499,999	2.7%	2.1%	2.2%
\$500,000 - \$749,999	0.2%	1.9%	2.8%
\$750,000 - \$999,999	0.5%	1.1%	0.7%
\$1,000,000 - \$1,499,999	0.6%	0.6%	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	\$203,446	\$209,812	\$209,888
2027 Owner Occupied Housing Units by Value			
Total	1,653	13,508	33,757
<\$50,000	9.9%	7.4%	9.2%
\$50,000 - \$99,999	6.9%	5.8%	4.9%
\$100,000 - \$149,999	2.2%	4.5%	3.9%
\$150,000 - \$199,999	6.4%	13.1%	10.2%
\$200,000 - \$249,999	32.9%	24.3%	25.8%
\$250,000 - \$299,999	20.4%	18.6%	20.3%
\$300,000 - \$399,999	14.5%	17.6%	15.1%
\$400,000 - \$499,999	4.4%	3.3%	3.8%
\$500,000 - \$749,999	0.4%	3.0%	5.0%
\$750,000 - \$999,999	1.2%	1.6%	1.1%
\$1,000,000 - \$1,499,999	0.7%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$244,113	\$260,748	\$262,633

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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2010 Population by Age			
Total	7,482	50,604	118,324
0 - 4	6.8%	7.1%	6.8%
5 - 9	5.6%	6.6%	6.5%
10 - 14	4.8%	6.2%	6.4%
15 - 24	13.1%	13.0%	13.9%
25 - 34	13.6%	12.9%	12.3%
35 - 44	10.8%	11.1%	12.0%
45 - 54	10.6%	11.8%	13.1%
55 - 64	10.0%	11.1%	11.5%
65 - 74	9.7%	9.4%	9.0%
75 - 84	9.0%	7.5%	6.0%
85 +	6.1%	3.4%	2.5%
18 +	79.9%	76.4%	76.4%
2022 Population by Age			
Total	8,801	58,251	136,921
0 - 4	5.8%	6.2%	5.9%
5 - 9	5.7%	6.1%	5.9%
10 - 14	5.2%	5.8%	5.8%
15 - 24	10.1%	11.4%	13.6%
25 - 34	13.8%	13.5%	13.4%
35 - 44	12.0%	11.5%	11.5%
45 - 54	10.0%	10.5%	11.0%
55 - 64	10.9%	11.7%	12.0%
65 - 74	11.5%	11.5%	11.0%
75 - 84	8.7%	7.9%	6.9%
85 +	6.3%	4.1%	3.0%
18 +	80.5%	78.8%	79.0%
2027 Population by Age			
Total	9,191	60,263	142,460
0 - 4	5.9%	6.2%	5.9%
5 - 9	5.5%	5.9%	5.8%
10 - 14	5.5%	5.8%	5.9%
15 - 24	10.8%	11.2%	13.3%
25 - 34	11.4%	12.4%	12.5%
35 - 44	13.2%	12.1%	12.3%
45 - 54	10.3%	10.7%	10.9%
55 - 64	10.4%	11.1%	11.2%
65 - 74	11.5%	11.8%	11.4%
75 - 84	9.4%	8.6%	7.7%
85 +	6.1%	4.1%	3.1%
18 +	80.0%	78.8%	78.9%
2010 Population by Sex			
Males	3,465	23,851	56,979
Females	4,017	26,753	61,345
2022 Population by Sex			
Males	4,109	27,704	66,274
Females	4,691	30,546	70,648
2027 Population by Sex			
Males	4,305	28,828	69,246
Females	4,886	31,437	73,214

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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2010 Population by Race/Ethnicity			
Total	7,483	50,603	118,324
White Alone	73.8%	62.1%	70.8%
Black Alone	15.6%	28.6%	20.1%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.0%	2.0%	1.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.4%	4.3%	4.3%
Two or More Races	2.9%	2.6%	2.6%
Hispanic Origin	15.5%	13.9%	14.4%
Diversity Index	57.8	64.2	59.0
2020 Population by Race/Ethnicity			
Total	8,706	58,071	135,181
White Alone	57.8%	51.1%	58.3%
Black Alone	17.4%	25.9%	18.7%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.4%	2.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.0%	7.9%	8.4%
Two or More Races	13.1%	12.1%	12.0%
Hispanic Origin	23.4%	22.6%	22.8%
Diversity Index	75.0	77.2	74.3
2022 Population by Race/Ethnicity			
Total	8,798	58,249	136,922
White Alone	56.8%	50.3%	57.6%
Black Alone	17.5%	25.9%	18.8%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.4%	2.5%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	8.3%	8.0%	8.6%
Two or More Races	13.8%	12.7%	12.5%
Hispanic Origin	24.2%	23.1%	23.3%
Diversity Index	76.0	77.8	75.0
2027 Population by Race/Ethnicity			
Total	9,192	60,265	142,460
White Alone	54.0%	48.2%	55.2%
Black Alone	17.8%	25.9%	19.0%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	3.5%	2.6%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	9.0%	8.6%	9.2%
Two or More Races	15.4%	14.2%	14.0%
Hispanic Origin	26.1%	24.4%	24.7%
Diversity Index	78.1	79.3	76.8
2010 Population by Relationship and Household Type			
Total	7,482	50,603	118,324
In Households	97.5%	97.4%	97.5%
In Family Households	75.9%	79.6%	80.6%
Householder	25.6%	25.5%	25.4%
Spouse	17.6%	16.2%	17.3%
Child	25.7%	30.4%	30.3%
Other relative	4.1%	4.5%	4.5%
Nonrelative	2.8%	3.0%	3.2%
In Nonfamily Households	21.7%	17.8%	16.9%
In Group Quarters	2.5%	2.6%	2.5%
Institutionalized Population	2.5%	2.0%	0.9%
Noninstitutionalized Population	0.0%	0.6%	1.6%

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	6,444	41,114	94,204
Less than 9th Grade	4.6%	4.8%	4.7%
9th - 12th Grade, No Diploma	6.1%	9.3%	9.6%
High School Graduate	29.0%	32.5%	30.9%
GED/Alternative Credential	4.8%	5.2%	6.1%
Some College, No Degree	18.2%	18.3%	18.6%
Associate Degree	13.1%	10.4%	10.4%
Bachelor's Degree	16.4%	12.7%	13.1%
Graduate/Professional Degree	7.9%	6.9%	6.6%
2022 Population 15+ by Marital Status			
Total	7,331	47,765	112,782
Never Married	28.2%	34.3%	35.3%
Married	48.8%	44.9%	45.0%
Widowed	9.1%	8.4%	7.3%
Divorced	13.9%	12.4%	12.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,141	25,340	61,603
Population 16+ Employed	96.5%	93.8%	94.1%
Population 16+ Unemployment rate	3.5%	6.2%	5.9%
Population 16-24 Employed	12.8%	12.4%	12.6%
Population 16-24 Unemployment rate	9.2%	14.1%	12.1%
Population 25-54 Employed	64.5%	66.9%	66.0%
Population 25-54 Unemployment rate	2.7%	4.8%	4.8%
Population 55-64 Employed	14.7%	15.0%	15.6%
Population 55-64 Unemployment rate	2.6%	3.3%	4.2%
Population 65+ Employed	8.0%	5.6%	5.8%
Population 65+ Unemployment rate	1.2%	11.4%	8.4%
2022 Employed Population 16+ by Industry			
Total	3,996	23,759	57,984
Agriculture/Mining	0.0%	0.3%	0.8%
Construction	10.3%	7.1%	8.5%
Manufacturing	6.3%	6.7%	6.9%
Wholesale Trade	3.9%	4.3%	3.6%
Retail Trade	16.8%	16.5%	17.2%
Transportation/Utilities	7.7%	7.3%	7.4%
Information	1.6%	1.2%	1.3%
Finance/Insurance/Real Estate	8.0%	6.0%	6.2%
Services	42.5%	47.7%	45.1%
Public Administration	2.8%	2.9%	2.9%
2022 Employed Population 16+ by Occupation			
Total	3,996	23,758	57,984
White Collar	58.5%	54.2%	54.6%
Management/Business/Financial	11.3%	10.2%	13.0%
Professional	23.2%	20.1%	19.3%
Sales	10.0%	9.8%	10.2%
Administrative Support	14.0%	14.1%	12.2%
Services	14.0%	17.9%	16.7%
Blue Collar	27.5%	27.9%	28.7%
Farming/Forestry/Fishing	0.0%	0.0%	0.4%
Construction/Extraction	8.3%	5.8%	6.1%
Installation/Maintenance/Repair	2.3%	2.3%	3.4%
Production	3.9%	5.5%	5.5%
Transportation/Material Moving	13.0%	14.2%	13.3%

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2010 Households by Type			
Total	3,158	20,132	45,878
Households with 1 Person	33.4%	29.0%	27.3%
Households with 2+ People	66.6%	71.0%	72.7%
Family Households	59.2%	64.1%	65.6%
Husband-wife Families	40.4%	40.7%	44.6%
With Related Children	12.8%	14.4%	17.1%
Other Family (No Spouse Present)	18.9%	23.4%	21.0%
Other Family with Male Householder	4.7%	5.5%	5.5%
With Related Children	2.7%	3.2%	3.3%
Other Family with Female Householder	14.2%	17.9%	15.6%
With Related Children	9.1%	12.1%	10.5%
Nonfamily Households	7.3%	6.9%	7.1%
All Households with Children	25.2%	30.3%	31.5%
Multigenerational Households	3.4%	5.2%	5.2%
Unmarried Partner Households	8.1%	8.1%	8.3%
Male-female	7.4%	7.4%	7.5%
Same-sex	0.6%	0.8%	0.8%
2010 Households by Size			
Total	3,159	20,135	45,881
1 Person Household	33.4%	29.0%	27.3%
2 Person Household	37.9%	36.0%	35.2%
3 Person Household	12.7%	14.6%	15.3%
4 Person Household	8.5%	10.4%	11.5%
5 Person Household	3.8%	5.5%	6.1%
6 Person Household	2.2%	2.5%	2.6%
7 + Person Household	1.6%	2.0%	2.0%
2010 Households by Tenure and Mortgage Status			
Total	3,159	20,125	45,881
Owner Occupied	50.3%	54.9%	61.7%
Owned with a Mortgage/Loan	25.5%	31.1%	37.5%
Owned Free and Clear	24.8%	23.9%	24.3%
Renter Occupied	49.7%	45.1%	38.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	119	120	120
Percent of Income for Mortgage	20.8%	20.6%	20.6%
Wealth Index	51	49	55
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,727	23,414	53,829
Housing Units Inside Urbanized Area	100.0%	98.1%	95.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.9%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	7,482	50,603	118,325
Population Inside Urbanized Area	100.0%	98.9%	95.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	1.1%	4.1%

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.	Bright Young Professionals (8C)	Hometown Heritage (8G)	Senior Escapes (9D)
2.	Hometown Heritage (8G)	Senior Escapes (9D)	Hometown Heritage (8G)
3.	The Elders (9C)	Bright Young Professionals (8C)	Down the Road (10D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$5,884,537	\$36,465,354	\$86,258,241
Average Spent	\$1,622.87	\$1,570.50	\$1,650.02
Spending Potential Index	67	65	68
Education: Total \$	\$4,230,973	\$26,014,257	\$61,894,379
Average Spent	\$1,166.84	\$1,120.39	\$1,183.97
Spending Potential Index	59	57	60
Entertainment/Recreation: Total \$	\$8,911,016	\$55,869,410	\$132,008,775
Average Spent	\$2,457.53	\$2,406.19	\$2,525.18
Spending Potential Index	67	66	69
Food at Home: Total \$	\$15,419,860	\$97,246,272	\$227,078,175
Average Spent	\$4,252.58	\$4,188.22	\$4,343.75
Spending Potential Index	69	68	70
Food Away from Home: Total \$	\$10,521,327	\$65,577,954	\$154,456,543
Average Spent	\$2,901.63	\$2,824.32	\$2,954.58
Spending Potential Index	67	65	69
Health Care: Total \$	\$18,152,400	\$113,515,410	\$266,180,572
Average Spent	\$5,006.18	\$4,888.90	\$5,091.73
Spending Potential Index	71	69	72
HH Furnishings & Equipment: Total \$	\$6,246,500	\$38,526,268	\$91,635,113
Average Spent	\$1,722.70	\$1,659.26	\$1,752.88
Spending Potential Index	67	65	68
Personal Care Products & Services: Total \$	\$2,571,285	\$15,658,623	\$36,949,962
Average Spent	\$709.12	\$674.39	\$706.81
Spending Potential Index	70	66	69
Shelter: Total \$	\$54,829,250	\$334,193,325	\$790,346,114
Average Spent	\$15,121.14	\$14,393.10	\$15,118.43
Spending Potential Index	66	63	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,928,046	\$42,092,958	\$99,690,451
Average Spent	\$1,910.66	\$1,812.87	\$1,906.97
Spending Potential Index	70	67	70
Travel: Total \$	\$6,841,115	\$41,013,555	\$98,304,799
Average Spent	\$1,886.68	\$1,766.38	\$1,880.46
Spending Potential Index	66	61	65
Vehicle Maintenance & Repairs: Total \$	\$3,215,146	\$20,238,975	\$47,380,761
Average Spent	\$886.69	\$871.66	\$906.34
Spending Potential Index	70	69	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 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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