



## Market Profile

Old Polk City Rd, Haines City, Florida, 33844  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 28.15837  
Longitude: -81.67919

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	40	2,519	21,966
2010 Total Population	94	5,262	32,506
2021 Total Population	115	7,244	47,673
2021 Group Quarters	0	0	122
2026 Total Population	128	7,884	52,153
2021-2026 Annual Rate	2.17%	1.71%	1.81%
2021 Total Daytime Population	78	6,999	44,022
Workers	16	3,010	14,138
Residents	62	3,989	29,884
<b>Household Summary</b>			
2000 Households	20	1,061	9,098
2000 Average Household Size	2.00	2.37	2.40
2010 Households	40	1,888	12,707
2010 Average Household Size	2.35	2.79	2.55
2021 Households	47	2,535	18,252
2021 Average Household Size	2.45	2.86	2.61
2026 Households	52	2,734	19,898
2026 Average Household Size	2.46	2.88	2.61
2021-2026 Annual Rate	2.04%	1.52%	1.74%
2010 Families	30	1,422	9,137
2010 Average Family Size	2.60	3.10	2.93
2021 Families	35	1,889	13,074
2021 Average Family Size	2.74	3.20	2.99
2026 Families	38	2,030	14,209
2026 Average Family Size	2.79	3.23	3.01
2021-2026 Annual Rate	1.66%	1.45%	1.68%
<b>Housing Unit Summary</b>			
2000 Housing Units	21	1,405	13,037
Owner Occupied Housing Units	85.7%	64.9%	56.7%
Renter Occupied Housing Units	14.3%	10.6%	13.1%
Vacant Housing Units	0.0%	24.5%	30.2%
2010 Housing Units	41	2,491	17,866
Owner Occupied Housing Units	70.7%	57.8%	54.5%
Renter Occupied Housing Units	26.8%	18.0%	16.6%
Vacant Housing Units	2.4%	24.2%	28.9%
2021 Housing Units	48	3,257	24,699
Owner Occupied Housing Units	70.8%	62.0%	60.2%
Renter Occupied Housing Units	29.2%	15.8%	13.7%
Vacant Housing Units	2.1%	22.2%	26.1%
2026 Housing Units	52	3,465	26,713
Owner Occupied Housing Units	73.1%	63.9%	61.2%
Renter Occupied Housing Units	26.9%	15.0%	13.3%
Vacant Housing Units	0.0%	21.1%	25.5%
<b>Median Household Income</b>			
2021	\$53,002	\$59,281	\$50,311
2026	\$56,884	\$64,343	\$55,078
<b>Median Home Value</b>			
2021	\$206,250	\$210,777	\$195,970
2026	\$223,438	\$233,056	\$226,419
<b>Per Capita Income</b>			
2021	\$21,481	\$23,453	\$23,682
2026	\$23,333	\$26,044	\$26,874
<b>Median Age</b>			
2010	37.5	37.3	44.3
2021	40.3	39.5	47.1
2026	39.7	39.6	48.5

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

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<b>2021 Households by Income</b>			
Household Income Base	47	2,535	18,252
<\$15,000	8.5%	6.7%	10.6%
\$15,000 - \$24,999	10.6%	8.7%	12.6%
\$25,000 - \$34,999	8.5%	8.3%	12.0%
\$35,000 - \$49,999	17.0%	13.0%	14.4%
\$50,000 - \$74,999	23.4%	27.3%	21.5%
\$75,000 - \$99,999	14.9%	18.6%	15.4%
\$100,000 - \$149,999	12.8%	12.4%	8.8%
\$150,000 - \$199,999	2.1%	3.4%	2.6%
\$200,000+	0.0%	1.6%	2.1%
Average Household Income	\$62,718	\$69,187	\$62,176
<b>2026 Households by Income</b>			
Household Income Base	52	2,734	19,898
<\$15,000	7.7%	5.7%	9.1%
\$15,000 - \$24,999	9.6%	7.0%	10.5%
\$25,000 - \$34,999	7.7%	7.0%	10.8%
\$35,000 - \$49,999	15.4%	11.5%	13.2%
\$50,000 - \$74,999	23.1%	27.6%	22.4%
\$75,000 - \$99,999	17.3%	20.6%	17.6%
\$100,000 - \$149,999	15.4%	14.2%	10.4%
\$150,000 - \$199,999	1.9%	4.4%	3.4%
\$200,000+	0.0%	2.0%	2.6%
Average Household Income	\$68,534	\$77,487	\$70,859
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	34	2,020	14,861
<\$50,000	5.9%	5.9%	11.5%
\$50,000 - \$99,999	5.9%	4.2%	9.5%
\$100,000 - \$149,999	5.9%	7.2%	8.8%
\$150,000 - \$199,999	29.4%	26.7%	22.0%
\$200,000 - \$249,999	35.3%	28.0%	21.9%
\$250,000 - \$299,999	11.8%	12.8%	9.1%
\$300,000 - \$399,999	2.9%	11.0%	12.4%
\$400,000 - \$499,999	2.9%	3.2%	2.2%
\$500,000 - \$749,999	0.0%	0.4%	1.8%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	2.9%	0.6%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.6%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$230,000	\$221,906	\$212,365
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	38	2,214	16,351
<\$50,000	2.6%	2.6%	6.7%
\$50,000 - \$99,999	2.6%	1.8%	5.0%
\$100,000 - \$149,999	2.6%	4.0%	6.3%
\$150,000 - \$199,999	23.7%	20.9%	18.6%
\$200,000 - \$249,999	42.1%	31.3%	25.2%
\$250,000 - \$299,999	18.4%	16.9%	12.0%
\$300,000 - \$399,999	2.6%	16.0%	18.1%
\$400,000 - \$499,999	5.3%	5.1%	3.6%
\$500,000 - \$749,999	0.0%	0.5%	3.1%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 - \$1,499,999	2.6%	0.9%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.9%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$251,923	\$253,479	\$255,444

**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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<b>2010 Population by Age</b>			
Total	94	5,261	32,507
0 - 4	7.4%	6.9%	6.2%
5 - 9	7.4%	7.0%	5.9%
10 - 14	6.4%	6.5%	5.5%
15 - 24	11.7%	12.3%	10.5%
25 - 34	13.8%	14.0%	11.7%
35 - 44	14.9%	14.1%	11.0%
45 - 54	11.7%	12.3%	11.3%
55 - 64	11.7%	10.8%	12.3%
65 - 74	9.6%	10.4%	14.8%
75 - 84	5.3%	4.7%	8.8%
85 +	1.1%	1.0%	2.1%
18 +	75.5%	75.6%	79.0%
<b>2021 Population by Age</b>			
Total	115	7,243	47,672
0 - 4	6.1%	6.1%	5.4%
5 - 9	6.1%	6.4%	5.6%
10 - 14	6.1%	6.4%	5.5%
15 - 24	11.3%	11.3%	9.4%
25 - 34	13.9%	13.8%	10.9%
35 - 44	13.0%	13.4%	11.1%
45 - 54	13.9%	12.6%	10.4%
55 - 64	11.3%	11.8%	12.8%
65 - 74	9.6%	9.9%	15.1%
75 - 84	7.0%	6.6%	10.5%
85 +	1.7%	1.6%	3.3%
18 +	77.4%	77.5%	80.6%
<b>2026 Population by Age</b>			
Total	129	7,884	52,154
0 - 4	6.2%	6.0%	5.2%
5 - 9	6.2%	6.3%	5.4%
10 - 14	6.2%	6.7%	5.6%
15 - 24	11.6%	11.5%	9.4%
25 - 34	13.2%	13.1%	9.8%
35 - 44	13.2%	13.5%	10.9%
45 - 54	14.0%	12.7%	10.6%
55 - 64	11.6%	11.8%	12.2%
65 - 74	8.5%	9.5%	15.0%
75 - 84	7.0%	6.9%	12.1%
85 +	2.3%	2.0%	3.8%
18 +	76.7%	77.2%	80.7%
<b>2010 Population by Sex</b>			
Males	47	2,643	15,997
Females	47	2,619	16,509
<b>2021 Population by Sex</b>			
Males	58	3,616	23,441
Females	58	3,628	24,233
<b>2026 Population by Sex</b>			
Males	64	3,933	25,625
Females	64	3,951	26,528

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<b>2010 Population by Race/Ethnicity</b>			
Total	92	5,262	32,506
White Alone	76.1%	70.4%	69.2%
Black Alone	12.0%	15.7%	18.0%
American Indian Alone	0.0%	0.7%	0.5%
Asian Alone	2.2%	2.2%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.5%	7.7%	8.4%
Two or More Races	3.3%	3.3%	2.4%
Hispanic Origin	31.9%	30.8%	26.0%
Diversity Index	67.8	70.1	68.5
<b>2021 Population by Race/Ethnicity</b>			
Total	115	7,243	47,672
White Alone	69.6%	65.3%	64.8%
Black Alone	13.0%	16.0%	17.7%
American Indian Alone	0.9%	0.7%	0.6%
Asian Alone	2.6%	2.1%	1.5%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	9.6%	11.7%	12.2%
Two or More Races	4.3%	4.2%	3.2%
Hispanic Origin	45.2%	44.5%	37.6%
Diversity Index	74.7	77.1	76.0
<b>2026 Population by Race/Ethnicity</b>			
Total	128	7,884	52,154
White Alone	66.4%	62.7%	62.4%
Black Alone	14.1%	16.3%	17.9%
American Indian Alone	0.8%	0.8%	0.6%
Asian Alone	2.3%	2.1%	1.6%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	11.7%	13.6%	14.1%
Two or More Races	4.7%	4.5%	3.4%
Hispanic Origin	49.2%	48.6%	41.1%
Diversity Index	76.9	79.0	78.3
<b>2010 Population by Relationship and Household Type</b>			
Total	94	5,262	32,506
In Households	100.0%	100.0%	99.7%
In Family Households	87.2%	87.7%	85.4%
Householder	26.6%	26.5%	28.0%
Spouse	20.2%	20.0%	21.5%
Child	30.9%	31.1%	27.4%
Other relative	7.4%	6.3%	5.3%
Nonrelative	4.3%	3.8%	3.1%
In Nonfamily Households	12.8%	12.3%	14.3%
In Group Quarters	0.0%	0.0%	0.3%
Institutionalized Population	0.0%	0.0%	0.1%
Noninstitutionalized Population	0.0%	0.0%	0.2%

**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>2021 Population 25+ by Educational Attainment</b>			
Total	81	5,056	35,335
Less than 9th Grade	4.9%	6.1%	5.5%
9th - 12th Grade, No Diploma	6.2%	5.9%	7.5%
High School Graduate	28.4%	28.5%	28.8%
GED/Alternative Credential	3.7%	3.9%	4.4%
Some College, No Degree	24.7%	22.2%	21.3%
Associate Degree	8.6%	9.3%	9.9%
Bachelor's Degree	18.5%	16.1%	14.6%
Graduate/Professional Degree	4.9%	8.0%	7.9%
<b>2021 Population 15+ by Marital Status</b>			
Total	92	5,877	39,816
Never Married	35.9%	32.1%	28.3%
Married	48.9%	51.6%	55.4%
Widowed	6.5%	6.1%	7.1%
Divorced	8.7%	10.1%	9.3%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	54	3,406	18,676
Population 16+ Employed	96.3%	96.4%	96.1%
Population 16+ Unemployment rate	3.7%	3.6%	3.9%
Population 16-24 Employed	13.5%	13.3%	10.9%
Population 16-24 Unemployment rate	12.5%	9.9%	7.7%
Population 25-54 Employed	69.2%	68.2%	65.9%
Population 25-54 Unemployment rate	2.7%	2.7%	3.2%
Population 55-64 Employed	13.5%	14.0%	16.2%
Population 55-64 Unemployment rate	0.0%	2.1%	4.7%
Population 65+ Employed	5.8%	4.6%	7.0%
Population 65+ Unemployment rate	0.0%	1.3%	2.4%
<b>2021 Employed Population 16+ by Industry</b>			
Total	52	3,283	17,946
Agriculture/Mining	0.0%	0.8%	0.9%
Construction	21.2%	13.6%	10.3%
Manufacturing	1.9%	2.4%	3.3%
Wholesale Trade	1.9%	1.5%	2.1%
Retail Trade	17.3%	13.5%	13.9%
Transportation/Utilities	3.8%	6.1%	9.5%
Information	1.9%	1.8%	2.4%
Finance/Insurance/Real Estate	3.8%	5.0%	5.0%
Services	46.2%	52.3%	50.1%
Public Administration	3.8%	3.0%	2.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	50	3,283	17,945
White Collar	51.9%	50.8%	50.3%
Management/Business/Financial	13.5%	12.9%	11.2%
Professional	13.5%	14.7%	15.0%
Sales	11.5%	10.7%	11.6%
Administrative Support	13.5%	12.5%	12.4%
Services	17.3%	25.0%	23.3%
Blue Collar	26.9%	24.2%	26.4%
Farming/Forestry/Fishing	0.0%	0.3%	0.4%
Construction/Extraction	15.4%	9.8%	7.3%
Installation/Maintenance/Repair	3.8%	2.9%	2.5%
Production	0.0%	2.0%	3.4%
Transportation/Material Moving	7.7%	9.3%	12.8%

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<b>2010 Households by Type</b>			
Total	40	1,887	12,706
Households with 1 Person	17.5%	17.8%	21.8%
Households with 2+ People	82.5%	82.2%	78.2%
Family Households	75.0%	75.4%	71.9%
Husband-wife Families	57.5%	57.0%	55.3%
With Related Children	25.0%	24.0%	16.4%
Other Family (No Spouse Present)	17.5%	18.4%	16.6%
Other Family with Male Householder	5.0%	5.9%	4.8%
With Related Children	2.5%	3.1%	2.7%
Other Family with Female Householder	10.0%	12.5%	11.8%
With Related Children	7.5%	8.5%	7.5%
Nonfamily Households	7.5%	6.9%	6.3%
All Households with Children	35.0%	36.0%	27.0%
Multigenerational Households	5.0%	6.9%	5.2%
Unmarried Partner Households	7.5%	8.7%	7.4%
Male-female	7.5%	7.7%	6.4%
Same-sex	0.0%	1.1%	1.0%
<b>2010 Households by Size</b>			
Total	39	1,888	12,707
1 Person Household	17.9%	17.7%	21.8%
2 Person Household	38.5%	36.9%	44.3%
3 Person Household	15.4%	15.7%	12.1%
4 Person Household	12.8%	14.2%	10.3%
5 Person Household	7.7%	8.3%	6.2%
6 Person Household	5.1%	3.9%	2.8%
7 + Person Household	2.6%	3.2%	2.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	40	1,888	12,707
Owner Occupied	72.5%	76.3%	76.6%
Owned with a Mortgage/Loan	52.5%	53.1%	40.7%
Owned Free and Clear	20.0%	23.1%	35.9%
Renter Occupied	27.5%	23.7%	23.4%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	0	156	138
Percent of Income for Mortgage	0.0%	14.9%	16.3%
Wealth Index	49	60	64
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	41	2,491	17,866
Housing Units Inside Urbanized Area	68.3%	66.6%	87.5%
Housing Units Inside Urbanized Cluster	2.4%	0.8%	0.5%
Rural Housing Units	31.7%	32.6%	12.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	94	5,262	32,506
Population Inside Urbanized Area	67.0%	68.2%	85.4%
Population Inside Urbanized Cluster	1.1%	0.8%	0.4%
Rural Population	31.9%	31.0%	14.1%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)	Southern Satellites (10A)
2.		Urban Edge Families (7C)	The Elders (9C)
3.		Southern Satellites (10A)	Silver & Gold (9A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$70,145	\$4,040,636	\$25,671,279
Average Spent	\$1,492.45	\$1,593.94	\$1,406.49
Spending Potential Index	70	75	66
Education: Total \$	\$49,150	\$2,846,012	\$18,170,312
Average Spent	\$1,045.74	\$1,122.69	\$995.52
Spending Potential Index	61	65	58
Entertainment/Recreation: Total \$	\$108,666	\$6,243,559	\$40,507,533
Average Spent	\$2,312.04	\$2,462.94	\$2,219.35
Spending Potential Index	72	76	69
Food at Home: Total \$	\$177,203	\$10,498,829	\$69,319,967
Average Spent	\$3,770.28	\$4,141.55	\$3,797.94
Spending Potential Index	69	76	70
Food Away from Home: Total \$	\$122,234	\$7,260,211	\$46,792,696
Average Spent	\$2,600.72	\$2,863.99	\$2,563.70
Spending Potential Index	69	75	68
Health Care: Total \$	\$217,886	\$12,593,969	\$85,268,630
Average Spent	\$4,635.87	\$4,968.04	\$4,671.74
Spending Potential Index	74	80	75
HH Furnishings & Equipment: Total \$	\$75,491	\$4,397,740	\$28,588,446
Average Spent	\$1,606.19	\$1,734.81	\$1,566.32
Spending Potential Index	71	77	69
Personal Care Products & Services: Total \$	\$30,010	\$1,727,862	\$11,538,236
Average Spent	\$638.51	\$681.60	\$632.16
Spending Potential Index	71	76	70
Shelter: Total \$	\$635,883	\$36,886,343	\$240,088,296
Average Spent	\$13,529.43	\$14,550.83	\$13,154.08
Spending Potential Index	67	72	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$77,888	\$4,668,233	\$33,342,102
Average Spent	\$1,657.19	\$1,841.51	\$1,826.76
Spending Potential Index	69	77	76
Travel: Total \$	\$82,162	\$4,746,156	\$31,510,205
Average Spent	\$1,748.13	\$1,872.25	\$1,726.40
Spending Potential Index	69	74	68
Vehicle Maintenance & Repairs: Total \$	\$38,039	\$2,213,450	\$14,541,882
Average Spent	\$809.34	\$873.16	\$796.73
Spending Potential Index	73	79	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:** 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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