



Market Profile

8010 US Highway 98 N, Lakeland, Florida, 33809
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.14507
Longitude: -81.97460

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,164	28,836	56,123
2010 Total Population	4,697	40,747	75,124
2021 Total Population	5,523	46,104	87,470
2021 Group Quarters	7	340	896
2026 Total Population	5,913	48,703	92,974
2021-2026 Annual Rate	1.37%	1.10%	1.23%
2021 Total Daytime Population	4,452	37,447	76,206
Workers	1,383	11,662	27,139
Residents	3,069	25,785	49,067
Household Summary			
2000 Households	1,184	11,675	22,023
2000 Average Household Size	2.67	2.46	2.49
2010 Households	1,650	16,278	29,259
2010 Average Household Size	2.84	2.48	2.54
2021 Households	1,922	18,284	33,776
2021 Average Household Size	2.87	2.50	2.56
2026 Households	2,047	19,236	35,768
2026 Average Household Size	2.89	2.51	2.57
2021-2026 Annual Rate	1.27%	1.02%	1.15%
2010 Families	1,274	11,639	20,747
2010 Average Family Size	3.20	2.90	2.97
2021 Families	1,467	12,910	23,579
2021 Average Family Size	3.25	2.94	3.02
2026 Families	1,558	13,540	24,865
2026 Average Family Size	3.27	2.96	3.04
2021-2026 Annual Rate	1.21%	0.96%	1.07%
Housing Unit Summary			
2000 Housing Units	1,343	13,079	24,751
Owner Occupied Housing Units	71.3%	72.9%	69.2%
Renter Occupied Housing Units	16.8%	16.3%	19.8%
Vacant Housing Units	11.8%	10.7%	11.0%
2010 Housing Units	1,874	18,403	33,372
Owner Occupied Housing Units	67.4%	66.7%	62.4%
Renter Occupied Housing Units	20.7%	21.7%	25.3%
Vacant Housing Units	12.0%	11.5%	12.3%
2021 Housing Units	2,103	20,271	37,976
Owner Occupied Housing Units	72.3%	67.2%	63.2%
Renter Occupied Housing Units	19.1%	23.0%	25.7%
Vacant Housing Units	8.6%	9.8%	11.1%
2026 Housing Units	2,240	21,318	40,238
Owner Occupied Housing Units	72.9%	67.9%	63.9%
Renter Occupied Housing Units	18.5%	22.3%	25.0%
Vacant Housing Units	8.6%	9.8%	11.1%
Median Household Income			
2021	\$58,404	\$59,078	\$56,776
2026	\$65,501	\$65,350	\$62,011
Median Home Value			
2021	\$199,027	\$196,174	\$202,874
2026	\$229,371	\$224,043	\$234,067
Per Capita Income			
2021	\$24,947	\$27,933	\$27,417
2026	\$28,521	\$31,470	\$30,820
Median Age			
2010	36.7	42.5	40.6
2021	38.5	45.3	43.0
2026	39.5	46.0	43.7

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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2021 Households by Income			
Household Income Base	1,922	18,284	33,776
<\$15,000	8.5%	6.2%	8.0%
\$15,000 - \$24,999	7.8%	8.9%	9.9%
\$25,000 - \$34,999	10.1%	9.8%	9.8%
\$35,000 - \$49,999	14.3%	13.9%	14.0%
\$50,000 - \$74,999	21.2%	23.7%	22.6%
\$75,000 - \$99,999	18.3%	16.7%	14.8%
\$100,000 - \$149,999	14.0%	14.8%	14.1%
\$150,000 - \$199,999	3.3%	4.0%	4.0%
\$200,000+	2.4%	2.0%	2.8%
Average Household Income	\$70,667	\$71,183	\$71,137
2026 Households by Income			
Household Income Base	2,047	19,236	35,768
<\$15,000	6.6%	5.2%	6.7%
\$15,000 - \$24,999	5.9%	7.0%	8.0%
\$25,000 - \$34,999	9.2%	8.2%	8.6%
\$35,000 - \$49,999	14.2%	12.8%	13.4%
\$50,000 - \$74,999	19.9%	23.7%	22.7%
\$75,000 - \$99,999	19.1%	18.0%	15.8%
\$100,000 - \$149,999	17.2%	17.4%	16.3%
\$150,000 - \$199,999	4.5%	5.2%	5.2%
\$200,000+	3.3%	2.5%	3.4%
Average Household Income	\$81,250	\$80,518	\$80,286
2021 Owner Occupied Housing Units by Value			
Total	1,520	13,627	24,013
<\$50,000	4.7%	6.3%	7.9%
\$50,000 - \$99,999	7.0%	6.3%	7.5%
\$100,000 - \$149,999	11.8%	10.9%	10.1%
\$150,000 - \$199,999	27.0%	28.6%	23.3%
\$200,000 - \$249,999	24.3%	20.8%	19.9%
\$250,000 - \$299,999	10.8%	11.9%	13.9%
\$300,000 - \$399,999	11.1%	9.8%	10.6%
\$400,000 - \$499,999	2.0%	3.1%	3.4%
\$500,000 - \$749,999	1.1%	1.4%	2.3%
\$750,000 - \$999,999	0.3%	0.4%	0.5%
\$1,000,000 - \$1,499,999	0.0%	0.3%	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	\$209,770	\$214,913	\$222,060
2026 Owner Occupied Housing Units by Value			
Total	1,633	14,474	25,715
<\$50,000	1.8%	2.7%	3.8%
\$50,000 - \$99,999	2.8%	2.8%	4.5%
\$100,000 - \$149,999	6.3%	7.8%	6.8%
\$150,000 - \$199,999	22.2%	25.5%	20.1%
\$200,000 - \$249,999	28.7%	23.1%	21.6%
\$250,000 - \$299,999	14.9%	15.8%	17.8%
\$300,000 - \$399,999	18.1%	13.5%	14.8%
\$400,000 - \$499,999	3.2%	5.2%	5.5%
\$500,000 - \$749,999	1.5%	2.5%	3.6%
\$750,000 - \$999,999	0.4%	0.6%	0.8%
\$1,000,000 - \$1,499,999	0.0%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$245,576	\$249,953	\$260,115

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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2010 Population by Age			
Total	4,698	40,747	75,126
0 - 4	7.1%	5.7%	6.1%
5 - 9	7.5%	6.1%	6.2%
10 - 14	7.5%	6.6%	6.6%
15 - 24	13.1%	11.0%	12.1%
25 - 34	12.5%	11.2%	11.9%
35 - 44	14.0%	12.4%	12.6%
45 - 54	13.6%	13.0%	13.2%
55 - 64	12.0%	12.7%	12.1%
65 - 74	7.8%	11.0%	10.0%
75 - 84	3.8%	7.5%	6.7%
85 +	1.0%	2.8%	2.5%
18 +	73.1%	77.7%	77.2%
2021 Population by Age			
Total	5,524	46,104	87,470
0 - 4	6.4%	5.1%	5.5%
5 - 9	6.8%	5.3%	5.6%
10 - 14	6.8%	5.3%	5.6%
15 - 24	11.2%	10.4%	10.8%
25 - 34	13.9%	12.0%	13.2%
35 - 44	13.2%	11.4%	11.7%
45 - 54	12.7%	11.6%	11.4%
55 - 64	12.5%	13.1%	12.9%
65 - 74	10.5%	13.6%	12.7%
75 - 84	4.7%	8.3%	7.6%
85 +	1.2%	3.7%	3.1%
18 +	76.2%	81.2%	80.2%
2026 Population by Age			
Total	5,913	48,704	92,974
0 - 4	6.2%	5.0%	5.4%
5 - 9	6.7%	5.2%	5.4%
10 - 14	7.2%	5.5%	5.7%
15 - 24	11.1%	9.7%	10.3%
25 - 34	12.7%	11.8%	12.4%
35 - 44	13.5%	11.6%	12.3%
45 - 54	12.3%	11.1%	10.8%
55 - 64	12.4%	12.7%	12.2%
65 - 74	10.5%	13.8%	13.2%
75 - 84	5.9%	9.8%	8.9%
85 +	1.5%	3.8%	3.2%
18 +	75.9%	81.2%	80.3%
2010 Population by Sex			
Males	2,287	19,652	36,183
Females	2,410	21,095	38,941
2021 Population by Sex			
Males	2,713	22,396	42,354
Females	2,810	23,708	45,116
2026 Population by Sex			
Males	2,918	23,779	45,182
Females	2,995	24,924	47,792

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2010 Population by Race/Ethnicity			
Total	4,697	40,748	75,123
White Alone	79.3%	82.0%	79.9%
Black Alone	11.1%	10.1%	11.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	2.6%	2.0%	2.2%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	3.5%	3.0%	3.1%
Two or More Races	3.1%	2.4%	2.4%
Hispanic Origin	16.0%	12.5%	12.5%
Diversity Index	53.0	46.6	48.9
2021 Population by Race/Ethnicity			
Total	5,522	46,104	87,470
White Alone	74.3%	77.4%	75.3%
Black Alone	12.6%	11.6%	13.2%
American Indian Alone	0.4%	0.5%	0.4%
Asian Alone	2.7%	2.2%	2.5%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.6%	4.8%	5.0%
Two or More Races	4.4%	3.4%	3.4%
Hispanic Origin	25.1%	20.0%	19.9%
Diversity Index	64.5	58.4	60.2
2026 Population by Race/Ethnicity			
Total	5,914	48,703	92,973
White Alone	71.6%	74.9%	72.9%
Black Alone	13.2%	12.3%	13.8%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	2.9%	2.4%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.9%	5.9%	6.2%
Two or More Races	4.9%	3.8%	3.8%
Hispanic Origin	28.6%	23.1%	22.9%
Diversity Index	68.5	62.8	64.4
2010 Population by Relationship and Household Type			
Total	4,697	40,747	75,124
In Households	99.9%	99.3%	98.9%
In Family Households	89.7%	85.4%	84.7%
Householder	27.5%	28.3%	27.5%
Spouse	20.7%	22.2%	20.9%
Child	34.2%	28.7%	29.6%
Other relative	4.4%	3.7%	4.0%
Nonrelative	2.9%	2.4%	2.7%
In Nonfamily Households	10.2%	13.9%	14.2%
In Group Quarters	0.1%	0.7%	1.1%
Institutionalized Population	0.0%	0.7%	1.0%
Noninstitutionalized Population	0.1%	0.0%	0.0%

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

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2021 Population 25+ by Educational Attainment			
Total	3,796	34,031	63,490
Less than 9th Grade	4.1%	3.4%	4.0%
9th - 12th Grade, No Diploma	11.5%	7.2%	8.3%
High School Graduate	28.6%	30.5%	29.4%
GED/Alternative Credential	7.3%	5.4%	5.2%
Some College, No Degree	21.2%	22.1%	21.4%
Associate Degree	12.5%	11.3%	10.5%
Bachelor's Degree	10.4%	12.9%	13.8%
Graduate/Professional Degree	4.6%	7.1%	7.4%
2021 Population 15+ by Marital Status			
Total	4,417	38,848	72,941
Never Married	28.3%	26.3%	29.3%
Married	51.9%	53.8%	51.0%
Widowed	5.5%	7.6%	7.4%
Divorced	14.2%	12.3%	12.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,579	21,346	40,554
Population 16+ Employed	96.2%	96.3%	95.8%
Population 16+ Unemployment rate	3.8%	3.7%	4.1%
Population 16-24 Employed	7.4%	9.4%	10.6%
Population 16-24 Unemployment rate	15.2%	11.3%	9.6%
Population 25-54 Employed	68.0%	63.8%	64.3%
Population 25-54 Unemployment rate	2.9%	2.5%	3.1%
Population 55-64 Employed	18.9%	18.2%	17.5%
Population 55-64 Unemployment rate	3.1%	2.9%	3.0%
Population 65+ Employed	5.8%	8.6%	7.6%
Population 65+ Unemployment rate	0.7%	4.5%	7.5%
2021 Employed Population 16+ by Industry			
Total	2,480	20,566	38,871
Agriculture/Mining	0.4%	0.4%	0.5%
Construction	9.2%	6.8%	7.8%
Manufacturing	7.1%	5.8%	6.4%
Wholesale Trade	4.7%	4.0%	4.1%
Retail Trade	15.9%	16.6%	16.2%
Transportation/Utilities	8.9%	7.2%	7.3%
Information	2.4%	0.9%	1.4%
Finance/Insurance/Real Estate	3.0%	6.2%	6.6%
Services	47.7%	49.1%	46.0%
Public Administration	0.8%	3.1%	3.7%
2021 Employed Population 16+ by Occupation			
Total	2,477	20,566	38,872
White Collar	50.1%	59.4%	59.6%
Management/Business/Financial	14.8%	15.0%	14.3%
Professional	16.5%	23.1%	22.9%
Sales	10.8%	9.2%	9.9%
Administrative Support	8.0%	12.0%	12.5%
Services	19.6%	16.9%	15.4%
Blue Collar	30.2%	23.8%	25.0%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	5.9%	4.3%	5.3%
Installation/Maintenance/Repair	6.2%	3.3%	3.4%
Production	4.6%	4.4%	4.6%
Transportation/Material Moving	13.3%	11.6%	11.6%

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2010 Households by Type			
Total	1,651	16,278	29,258
Households with 1 Person	18.0%	23.2%	23.1%
Households with 2+ People	82.0%	76.8%	76.9%
Family Households	77.2%	71.5%	70.9%
Husband-wife Families	58.2%	56.2%	53.7%
With Related Children	26.5%	20.3%	20.1%
Other Family (No Spouse Present)	19.0%	15.3%	17.2%
Other Family with Male Householder	4.8%	4.3%	4.8%
With Related Children	3.0%	2.6%	2.9%
Other Family with Female Householder	14.2%	11.0%	12.4%
With Related Children	9.9%	7.1%	8.1%
Nonfamily Households	4.8%	5.3%	6.0%
All Households with Children	40.1%	30.5%	31.7%
Multigenerational Households	6.4%	4.3%	4.8%
Unmarried Partner Households	7.5%	6.6%	7.4%
Male-female	6.8%	6.0%	6.7%
Same-sex	0.7%	0.6%	0.7%
2010 Households by Size			
Total	1,650	16,277	29,258
1 Person Household	18.1%	23.2%	23.1%
2 Person Household	34.7%	39.8%	38.7%
3 Person Household	17.7%	15.4%	15.8%
4 Person Household	16.4%	12.3%	12.4%
5 Person Household	7.9%	5.6%	5.9%
6 Person Household	3.5%	2.3%	2.6%
7 + Person Household	1.8%	1.4%	1.6%
2010 Households by Tenure and Mortgage Status			
Total	1,650	16,278	29,259
Owner Occupied	76.5%	75.5%	71.1%
Owned with a Mortgage/Loan	55.7%	48.4%	45.3%
Owned Free and Clear	20.8%	27.1%	25.8%
Renter Occupied	23.5%	24.5%	28.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	168	169	156
Percent of Income for Mortgage	14.3%	13.9%	15.0%
Wealth Index	63	70	70
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,874	18,403	33,372
Housing Units Inside Urbanized Area	98.6%	97.5%	93.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.4%	2.5%	6.5%
2010 Population By Urban/ Rural Status			
Total Population	4,697	40,747	75,124
Population Inside Urbanized Area	99.0%	97.4%	93.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.0%	2.6%	6.4%

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.	Southern Satellites (10A)	Middleburg (4C)	The Elders (9C)
2.	Middleburg (4C)	The Elders (9C)	Down the Road (10D)
3.	Rooted Rural (10B)	Senior Escapes (9D)	Middleburg (4C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,104,276	\$29,518,035	\$55,237,313
Average Spent	\$1,615.13	\$1,614.42	\$1,635.40
Spending Potential Index	76	76	77
Education: Total \$	\$2,117,665	\$21,279,132	\$39,508,799
Average Spent	\$1,101.80	\$1,163.81	\$1,169.73
Spending Potential Index	64	67	68
Entertainment/Recreation: Total \$	\$4,968,160	\$46,909,699	\$86,261,263
Average Spent	\$2,584.89	\$2,565.61	\$2,553.92
Spending Potential Index	80	79	79
Food at Home: Total \$	\$8,321,518	\$79,339,233	\$147,050,772
Average Spent	\$4,329.61	\$4,339.27	\$4,353.71
Spending Potential Index	79	80	80
Food Away from Home: Total \$	\$5,659,132	\$53,676,165	\$99,995,001
Average Spent	\$2,944.40	\$2,935.69	\$2,960.53
Spending Potential Index	78	77	78
Health Care: Total \$	\$10,182,746	\$96,625,823	\$176,063,683
Average Spent	\$5,297.99	\$5,284.72	\$5,212.69
Spending Potential Index	85	85	84
HH Furnishings & Equipment: Total \$	\$3,453,757	\$32,758,136	\$60,389,219
Average Spent	\$1,796.96	\$1,791.63	\$1,787.93
Spending Potential Index	80	79	79
Personal Care Products & Services: Total \$	\$1,316,560	\$13,053,334	\$24,126,733
Average Spent	\$684.99	\$713.92	\$714.32
Spending Potential Index	76	80	80
Shelter: Total \$	\$27,052,483	\$273,693,444	\$509,468,695
Average Spent	\$14,075.17	\$14,969.01	\$15,083.75
Spending Potential Index	70	74	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,788,699	\$37,501,938	\$67,868,159
Average Spent	\$1,971.23	\$2,051.08	\$2,009.36
Spending Potential Index	82	86	84
Travel: Total \$	\$3,589,752	\$35,837,417	\$65,573,983
Average Spent	\$1,867.72	\$1,960.04	\$1,941.44
Spending Potential Index	74	78	77
Vehicle Maintenance & Repairs: Total \$	\$1,761,041	\$16,667,286	\$30,840,621
Average Spent	\$916.25	\$911.58	\$913.09
Spending Potential Index	83	82	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 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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