



Market Profile

Mountain Lake Cutoff Rd, Lake Wales, Florida, 33859
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.92423
Longitude: -81.62682

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	476	7,562	23,051
2010 Total Population	418	9,486	32,641
2021 Total Population	454	10,645	37,970
2021 Group Quarters	1	72	408
2026 Total Population	476	11,168	40,519
2021-2026 Annual Rate	0.95%	0.96%	1.31%
2021 Total Daytime Population	401	13,951	37,047
Workers	118	7,240	14,619
Residents	283	6,711	22,428
Household Summary			
2000 Households	148	2,981	9,264
2000 Average Household Size	3.14	2.52	2.45
2010 Households	136	3,920	13,245
2010 Average Household Size	3.07	2.40	2.44
2021 Households	148	4,374	15,340
2021 Average Household Size	3.07	2.42	2.45
2026 Households	155	4,575	16,318
2026 Average Household Size	3.06	2.43	2.46
2021-2026 Annual Rate	0.93%	0.90%	1.24%
2010 Families	99	2,590	8,998
2010 Average Family Size	3.45	2.89	2.91
2021 Families	107	2,857	10,273
2021 Average Family Size	3.45	2.92	2.94
2026 Families	111	2,979	10,890
2026 Average Family Size	3.48	2.93	2.96
2021-2026 Annual Rate	0.74%	0.84%	1.17%
Housing Unit Summary			
2000 Housing Units	167	3,805	11,474
Owner Occupied Housing Units	58.1%	50.7%	56.4%
Renter Occupied Housing Units	30.5%	27.6%	24.4%
Vacant Housing Units	11.4%	21.7%	19.3%
2010 Housing Units	156	4,841	15,963
Owner Occupied Housing Units	57.7%	49.7%	55.1%
Renter Occupied Housing Units	29.5%	31.3%	27.9%
Vacant Housing Units	12.8%	19.0%	17.0%
2021 Housing Units	169	5,379	18,123
Owner Occupied Housing Units	56.2%	50.3%	57.3%
Renter Occupied Housing Units	31.4%	31.1%	27.4%
Vacant Housing Units	12.4%	18.7%	15.4%
2026 Housing Units	177	5,627	19,269
Owner Occupied Housing Units	59.3%	52.2%	58.8%
Renter Occupied Housing Units	28.2%	29.1%	25.9%
Vacant Housing Units	12.4%	18.7%	15.3%
Median Household Income			
2021	\$54,006	\$39,319	\$49,748
2026	\$58,779	\$44,789	\$55,059
Median Home Value			
2021	\$239,375	\$194,023	\$213,399
2026	\$251,471	\$241,329	\$248,874
Per Capita Income			
2021	\$20,721	\$22,020	\$26,518
2026	\$23,576	\$25,117	\$30,012
Median Age			
2010	38.8	45.3	43.1
2021	40.0	46.9	44.8
2026	42.3	45.6	44.4

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	148	4,374	15,340
<\$15,000	6.1%	14.9%	11.4%
\$15,000 - \$24,999	22.3%	14.5%	11.0%
\$25,000 - \$34,999	5.4%	14.3%	11.9%
\$35,000 - \$49,999	8.8%	17.2%	15.9%
\$50,000 - \$74,999	29.7%	18.7%	19.7%
\$75,000 - \$99,999	15.5%	10.6%	13.2%
\$100,000 - \$149,999	11.5%	6.6%	11.2%
\$150,000 - \$199,999	0.0%	1.2%	2.6%
\$200,000+	0.7%	2.0%	3.0%
Average Household Income	\$57,682	\$53,172	\$65,217
2026 Households by Income			
Household Income Base	155	4,575	16,318
<\$15,000	5.2%	13.0%	9.8%
\$15,000 - \$24,999	16.8%	12.4%	9.1%
\$25,000 - \$34,999	4.5%	12.4%	10.0%
\$35,000 - \$49,999	8.4%	16.8%	15.1%
\$50,000 - \$74,999	31.6%	20.9%	21.1%
\$75,000 - \$99,999	18.7%	12.2%	14.4%
\$100,000 - \$149,999	13.5%	8.2%	13.5%
\$150,000 - \$199,999	0.6%	1.6%	3.4%
\$200,000+	0.6%	2.4%	3.5%
Average Household Income	\$65,665	\$60,854	\$74,042
2021 Owner Occupied Housing Units by Value			
Total	95	2,703	10,377
<\$50,000	2.1%	12.4%	8.3%
\$50,000 - \$99,999	2.1%	11.3%	9.6%
\$100,000 - \$149,999	4.2%	10.7%	8.8%
\$150,000 - \$199,999	9.5%	17.8%	18.0%
\$200,000 - \$249,999	42.1%	16.9%	19.7%
\$250,000 - \$299,999	14.7%	9.4%	13.7%
\$300,000 - \$399,999	17.9%	11.8%	11.6%
\$400,000 - \$499,999	6.3%	4.3%	4.6%
\$500,000 - \$749,999	2.1%	3.5%	3.5%
\$750,000 - \$999,999	0.0%	0.4%	0.6%
\$1,000,000 - \$1,499,999	1.1%	0.8%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.8%	0.5%
Average Home Value	\$270,876	\$233,019	\$246,299
2026 Owner Occupied Housing Units by Value			
Total	105	2,938	11,321
<\$50,000	1.0%	5.9%	3.8%
\$50,000 - \$99,999	1.0%	5.6%	4.5%
\$100,000 - \$149,999	1.9%	7.1%	5.3%
\$150,000 - \$199,999	5.7%	16.8%	16.0%
\$200,000 - \$249,999	40.0%	17.7%	20.8%
\$250,000 - \$299,999	16.2%	11.9%	17.4%
\$300,000 - \$399,999	22.9%	19.7%	17.8%
\$400,000 - \$499,999	8.6%	6.9%	7.0%
\$500,000 - \$749,999	1.9%	5.9%	4.8%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	1.0%	1.0%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	1.1%	0.6%
Average Home Value	\$290,238	\$294,137	\$292,583

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	420	9,485	32,640
0 - 4	7.1%	6.5%	6.3%
5 - 9	6.7%	6.3%	6.3%
10 - 14	7.1%	5.7%	6.0%
15 - 24	13.3%	11.7%	11.7%
25 - 34	11.7%	10.3%	10.9%
35 - 44	11.9%	9.2%	10.8%
45 - 54	13.1%	11.2%	11.9%
55 - 64	13.6%	13.6%	13.3%
65 - 74	9.8%	13.8%	12.5%
75 - 84	4.3%	9.0%	7.5%
85 +	1.0%	2.7%	2.7%
18 +	74.5%	78.0%	77.6%
2021 Population by Age			
Total	454	10,645	37,971
0 - 4	6.2%	5.8%	5.6%
5 - 9	6.6%	5.9%	5.8%
10 - 14	6.6%	5.7%	5.8%
15 - 24	10.4%	9.4%	10.0%
25 - 34	13.2%	11.8%	12.2%
35 - 44	12.3%	9.6%	10.8%
45 - 54	11.5%	9.3%	10.2%
55 - 64	13.0%	12.1%	12.2%
65 - 74	13.0%	16.3%	15.0%
75 - 84	5.9%	10.3%	9.0%
85 +	1.3%	3.6%	3.3%
18 +	77.1%	79.5%	79.4%
2026 Population by Age			
Total	476	11,169	40,519
0 - 4	6.3%	5.9%	5.7%
5 - 9	6.3%	5.9%	5.9%
10 - 14	6.7%	6.1%	6.1%
15 - 24	10.9%	10.0%	10.3%
25 - 34	9.5%	10.1%	10.4%
35 - 44	14.1%	11.4%	12.3%
45 - 54	10.5%	9.2%	10.3%
55 - 64	13.0%	11.1%	11.3%
65 - 74	12.8%	14.4%	13.3%
75 - 84	8.0%	12.1%	10.9%
85 +	1.9%	3.8%	3.5%
18 +	76.9%	78.5%	78.8%
2010 Population by Sex			
Males	216	4,572	15,615
Females	202	4,914	17,026
2021 Population by Sex			
Males	235	5,126	18,208
Females	219	5,519	19,762
2026 Population by Sex			
Males	245	5,370	19,437
Females	231	5,799	21,083

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2010 Population by Race/Ethnicity			
Total	417	9,486	32,640
White Alone	68.1%	62.8%	72.5%
Black Alone	20.9%	29.7%	18.7%
American Indian Alone	0.0%	0.4%	0.4%
Asian Alone	1.2%	1.1%	2.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	8.2%	3.9%	4.0%
Two or More Races	1.4%	2.0%	2.4%
Hispanic Origin	26.1%	13.8%	14.7%
Diversity Index	69.0	63.2	57.9
2021 Population by Race/Ethnicity			
Total	454	10,645	37,970
White Alone	62.6%	59.4%	68.0%
Black Alone	21.8%	29.9%	19.8%
American Indian Alone	0.0%	0.4%	0.4%
Asian Alone	1.3%	1.3%	2.2%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	12.1%	6.0%	6.2%
Two or More Races	2.0%	2.8%	3.3%
Hispanic Origin	37.4%	21.1%	22.7%
Diversity Index	76.7	70.5	67.4
2026 Population by Race/Ethnicity			
Total	476	11,168	40,520
White Alone	59.9%	57.5%	65.5%
Black Alone	22.1%	30.1%	20.3%
American Indian Alone	0.0%	0.5%	0.5%
Asian Alone	1.5%	1.4%	2.4%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	14.3%	7.3%	7.6%
Two or More Races	2.1%	3.1%	3.6%
Hispanic Origin	41.4%	24.0%	25.8%
Diversity Index	79.0	73.2	71.0
2010 Population by Relationship and Household Type			
Total	418	9,486	32,641
In Households	99.8%	99.3%	98.9%
In Family Households	86.4%	81.9%	82.9%
Householder	26.1%	27.7%	27.7%
Spouse	16.7%	18.3%	20.0%
Child	31.6%	27.8%	28.0%
Other relative	7.7%	5.2%	4.5%
Nonrelative	4.3%	2.9%	2.7%
In Nonfamily Households	13.6%	17.5%	16.0%
In Group Quarters	0.2%	0.7%	1.1%
Institutionalized Population	0.2%	0.4%	0.9%
Noninstitutionalized Population	0.0%	0.2%	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.

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	318	7,778	27,651
Less than 9th Grade	7.2%	6.1%	5.9%
9th - 12th Grade, No Diploma	11.3%	10.5%	8.7%
High School Graduate	26.7%	29.5%	26.4%
GED/Alternative Credential	15.7%	5.5%	5.1%
Some College, No Degree	18.9%	22.4%	21.6%
Associate Degree	5.3%	7.5%	9.3%
Bachelor's Degree	6.3%	10.3%	14.0%
Graduate/Professional Degree	8.5%	8.3%	9.0%
2021 Population 15+ by Marital Status			
Total	365	8,781	31,434
Never Married	38.6%	34.0%	32.8%
Married	27.4%	40.6%	45.7%
Widowed	7.9%	8.5%	8.3%
Divorced	26.0%	16.9%	13.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	182	4,296	16,579
Population 16+ Employed	97.8%	92.5%	94.6%
Population 16+ Unemployment rate	2.2%	7.5%	5.4%
Population 16-24 Employed	10.7%	11.2%	11.9%
Population 16-24 Unemployment rate	5.0%	12.0%	8.4%
Population 25-54 Employed	71.3%	60.5%	61.4%
Population 25-54 Unemployment rate	1.6%	7.9%	5.4%
Population 55-64 Employed	14.6%	19.1%	18.4%
Population 55-64 Unemployment rate	3.7%	2.8%	3.2%
Population 65+ Employed	3.4%	9.2%	8.3%
Population 65+ Unemployment rate	14.3%	8.5%	5.6%
2021 Employed Population 16+ by Industry			
Total	178	3,973	15,688
Agriculture/Mining	7.3%	2.9%	3.2%
Construction	29.2%	9.2%	6.2%
Manufacturing	13.5%	8.7%	7.3%
Wholesale Trade	0.0%	4.4%	2.2%
Retail Trade	0.6%	15.7%	13.4%
Transportation/Utilities	0.6%	2.7%	6.5%
Information	0.6%	0.9%	1.3%
Finance/Insurance/Real Estate	5.6%	6.0%	8.9%
Services	42.7%	45.8%	46.6%
Public Administration	0.6%	3.6%	4.3%
2021 Employed Population 16+ by Occupation			
Total	177	3,972	15,689
White Collar	23.0%	51.5%	58.8%
Management/Business/Financial	15.2%	10.9%	14.8%
Professional	1.7%	16.3%	21.4%
Sales	1.1%	12.9%	10.7%
Administrative Support	5.1%	11.4%	11.9%
Services	26.4%	21.9%	19.1%
Blue Collar	50.0%	26.6%	22.1%
Farming/Forestry/Fishing	6.7%	2.5%	2.3%
Construction/Extraction	16.3%	5.9%	4.3%
Installation/Maintenance/Repair	8.4%	3.6%	2.5%
Production	0.6%	6.2%	4.6%
Transportation/Material Moving	18.0%	8.4%	8.3%

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2010 Households by Type			
Total	135	3,920	13,245
Households with 1 Person	19.3%	28.2%	26.6%
Households with 2+ People	80.7%	71.8%	73.4%
Family Households	73.3%	66.1%	67.9%
Husband-wife Families	46.7%	43.9%	49.0%
With Related Children	19.3%	10.7%	15.2%
Other Family (No Spouse Present)	26.7%	22.2%	18.9%
Other Family with Male Householder	10.4%	5.3%	4.7%
With Related Children	5.9%	2.9%	2.8%
Other Family with Female Householder	17.0%	16.9%	14.2%
With Related Children	9.6%	11.4%	9.5%
Nonfamily Households	7.4%	5.8%	5.5%
All Households with Children	36.0%	25.4%	28.0%
Multigenerational Households	8.1%	4.3%	4.2%
Unmarried Partner Households	12.5%	7.1%	6.5%
Male-female	11.0%	6.5%	5.9%
Same-sex	1.5%	0.6%	0.6%
2010 Households by Size			
Total	136	3,920	13,246
1 Person Household	19.1%	28.2%	26.6%
2 Person Household	35.3%	41.5%	40.2%
3 Person Household	18.4%	12.9%	14.0%
4 Person Household	12.5%	8.8%	10.1%
5 Person Household	8.1%	4.6%	5.1%
6 Person Household	2.9%	2.1%	2.4%
7 + Person Household	3.7%	1.9%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	136	3,920	13,245
Owner Occupied	66.2%	61.4%	66.4%
Owned with a Mortgage/Loan	34.6%	27.7%	38.0%
Owned Free and Clear	31.6%	33.6%	28.4%
Renter Occupied	33.8%	38.6%	33.6%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	118	109	127
Percent of Income for Mortgage	18.6%	20.7%	18.0%
Wealth Index	48	52	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	156	4,841	15,963
Housing Units Inside Urbanized Area	34.6%	86.9%	88.7%
Housing Units Inside Urbanized Cluster	1.3%	0.1%	0.7%
Rural Housing Units	64.1%	13.0%	10.6%
2010 Population By Urban/ Rural Status			
Total Population	418	9,486	32,641
Population Inside Urbanized Area	39.2%	86.5%	89.3%
Population Inside Urbanized Cluster	1.0%	0.1%	0.5%
Rural Population	60.0%	13.4%	10.3%

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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Top 3 Tapestry Segments			
1.	Rural Bypasses (10E)	Senior Escapes (9D)	Midlife Constants (5E)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Southern Satellites (10A)
3.		Modest Income Homes (12D)	Heartland Communities (6F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$190,756	\$5,318,199	\$22,917,211
Average Spent	\$1,288.89	\$1,215.87	\$1,493.95
Spending Potential Index	61	57	70
Education: Total \$	\$120,077	\$3,624,520	\$15,959,498
Average Spent	\$811.33	\$828.65	\$1,040.38
Spending Potential Index	47	48	60
Entertainment/Recreation: Total \$	\$338,479	\$8,648,938	\$37,132,688
Average Spent	\$2,287.02	\$1,977.35	\$2,420.64
Spending Potential Index	71	61	75
Food at Home: Total \$	\$598,206	\$14,838,033	\$62,518,633
Average Spent	\$4,041.93	\$3,392.33	\$4,075.53
Spending Potential Index	74	62	75
Food Away from Home: Total \$	\$364,072	\$9,651,036	\$41,150,410
Average Spent	\$2,459.95	\$2,206.46	\$2,682.56
Spending Potential Index	65	58	71
Health Care: Total \$	\$713,599	\$17,933,537	\$76,185,746
Average Spent	\$4,821.61	\$4,100.03	\$4,966.48
Spending Potential Index	77	66	80
HH Furnishings & Equipment: Total \$	\$220,154	\$5,840,370	\$25,072,217
Average Spent	\$1,487.53	\$1,335.25	\$1,634.43
Spending Potential Index	66	59	72
Personal Care Products & Services: Total \$	\$79,310	\$2,315,738	\$9,897,966
Average Spent	\$535.88	\$529.43	\$645.24
Spending Potential Index	60	59	72
Shelter: Total \$	\$1,569,901	\$48,401,845	\$206,839,315
Average Spent	\$10,607.44	\$11,065.81	\$13,483.66
Spending Potential Index	53	55	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$252,443	\$6,697,634	\$27,743,548
Average Spent	\$1,705.70	\$1,531.24	\$1,808.58
Spending Potential Index	71	64	76
Travel: Total \$	\$200,371	\$6,140,834	\$26,487,774
Average Spent	\$1,353.86	\$1,403.94	\$1,726.71
Spending Potential Index	54	56	68
Vehicle Maintenance & Repairs: Total \$	\$128,281	\$3,114,664	\$13,081,257
Average Spent	\$866.76	\$712.09	\$852.75
Spending Potential Index	78	64	77

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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