



## Market Profile

240 N Broadway Ave, Bartow, Florida, 33830  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 27.89755  
Longitude: -81.84306

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	6,616	15,986	22,473
2010 Total Population	7,072	17,520	26,702
2021 Total Population	7,938	20,444	30,942
2021 Group Quarters	74	1,356	1,403
2026 Total Population	8,413	22,012	33,319
2021-2026 Annual Rate	1.17%	1.49%	1.49%
2021 Total Daytime Population	12,854	25,302	34,232
Workers	8,206	13,789	16,728
Residents	4,648	11,513	17,504
<b>Household Summary</b>			
2000 Households	2,641	5,800	8,052
2000 Average Household Size	2.49	2.48	2.59
2010 Households	2,708	6,337	9,510
2010 Average Household Size	2.59	2.57	2.68
2021 Households	2,994	7,341	10,986
2021 Average Household Size	2.63	2.60	2.69
2026 Households	3,154	7,918	11,842
2026 Average Household Size	2.64	2.61	2.70
2021-2026 Annual Rate	1.05%	1.52%	1.51%
2010 Families	1,797	4,327	6,784
2010 Average Family Size	3.13	3.09	3.14
2021 Families	1,958	4,938	7,708
2021 Average Family Size	3.20	3.15	3.19
2026 Families	2,055	5,308	8,268
2026 Average Family Size	3.22	3.17	3.20
2021-2026 Annual Rate	0.97%	1.46%	1.41%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,961	6,403	8,790
Owner Occupied Housing Units	56.9%	63.3%	66.8%
Renter Occupied Housing Units	32.3%	27.3%	24.8%
Vacant Housing Units	10.8%	9.4%	8.4%
2010 Housing Units	3,163	7,219	10,708
Owner Occupied Housing Units	45.8%	56.6%	60.9%
Renter Occupied Housing Units	39.8%	31.2%	27.9%
Vacant Housing Units	14.4%	12.2%	11.2%
2021 Housing Units	3,487	8,262	12,275
Owner Occupied Housing Units	43.1%	57.0%	60.7%
Renter Occupied Housing Units	42.8%	31.9%	28.8%
Vacant Housing Units	14.1%	11.1%	10.5%
2026 Housing Units	3,669	8,880	13,184
Owner Occupied Housing Units	44.7%	59.3%	62.7%
Renter Occupied Housing Units	41.2%	29.9%	27.2%
Vacant Housing Units	14.0%	10.8%	10.2%
<b>Median Household Income</b>			
2021	\$44,802	\$52,759	\$56,655
2026	\$51,957	\$57,421	\$61,751
<b>Median Home Value</b>			
2021	\$171,446	\$192,680	\$201,569
2026	\$240,538	\$248,519	\$250,967
<b>Per Capita Income</b>			
2021	\$21,131	\$24,116	\$26,072
2026	\$23,908	\$27,230	\$29,458
<b>Median Age</b>			
2010	32.5	36.0	36.0
2021	33.6	37.5	37.8
2026	33.9	38.3	38.7

**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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<b>2021 Households by Income</b>			
Household Income Base	2,994	7,341	10,986
<\$15,000	11.6%	10.8%	10.1%
\$15,000 - \$24,999	14.6%	12.0%	10.8%
\$25,000 - \$34,999	14.2%	11.4%	10.0%
\$35,000 - \$49,999	13.4%	12.5%	11.8%
\$50,000 - \$74,999	19.1%	20.8%	20.5%
\$75,000 - \$99,999	12.3%	14.8%	15.1%
\$100,000 - \$149,999	12.2%	12.3%	14.2%
\$150,000 - \$199,999	1.2%	3.1%	3.6%
\$200,000+	1.4%	2.4%	3.9%
Average Household Income	\$57,138	\$65,606	\$72,472
<b>2026 Households by Income</b>			
Household Income Base	3,154	7,918	11,842
<\$15,000	9.7%	8.9%	8.4%
\$15,000 - \$24,999	12.0%	9.8%	8.8%
\$25,000 - \$34,999	12.5%	10.3%	9.2%
\$35,000 - \$49,999	13.4%	12.8%	12.1%
\$50,000 - \$74,999	20.4%	21.1%	20.3%
\$75,000 - \$99,999	13.9%	15.6%	15.5%
\$100,000 - \$149,999	14.9%	14.5%	16.3%
\$150,000 - \$199,999	1.6%	4.2%	4.8%
\$200,000+	1.6%	2.9%	4.6%
Average Household Income	\$65,017	\$74,498	\$82,099
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,503	4,706	7,450
<\$50,000	13.6%	8.2%	7.1%
\$50,000 - \$99,999	21.1%	14.6%	12.7%
\$100,000 - \$149,999	9.4%	12.6%	11.8%
\$150,000 - \$199,999	13.6%	17.1%	17.9%
\$200,000 - \$249,999	14.0%	14.9%	15.8%
\$250,000 - \$299,999	4.7%	10.3%	12.7%
\$300,000 - \$399,999	11.8%	11.9%	11.7%
\$400,000 - \$499,999	8.4%	5.2%	5.5%
\$500,000 - \$749,999	0.9%	1.4%	1.9%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.3%
\$2,000,000 +	2.3%	2.4%	1.5%
Average Home Value	\$236,910	\$266,357	\$256,648
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,640	5,262	8,261
<\$50,000	6.0%	3.8%	3.3%
\$50,000 - \$99,999	9.8%	6.7%	5.9%
\$100,000 - \$149,999	5.7%	7.5%	7.0%
\$150,000 - \$199,999	12.4%	14.6%	15.2%
\$200,000 - \$249,999	19.8%	18.0%	18.3%
\$250,000 - \$299,999	6.5%	14.6%	17.2%
\$300,000 - \$399,999	20.8%	19.7%	18.3%
\$400,000 - \$499,999	12.1%	8.1%	8.3%
\$500,000 - \$749,999	2.4%	2.4%	2.8%
\$750,000 - \$999,999	0.9%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.4%
\$2,000,000 +	3.5%	2.8%	1.8%
Average Home Value	\$330,652	\$329,965	\$312,069

**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	7,070	17,517	26,702
0 - 4	8.6%	7.5%	7.3%
5 - 9	8.5%	7.2%	7.4%
10 - 14	7.6%	7.0%	7.3%
15 - 24	14.2%	13.6%	13.4%
25 - 34	15.0%	13.6%	13.2%
35 - 44	12.0%	12.4%	13.3%
45 - 54	12.2%	13.0%	13.8%
55 - 64	10.6%	10.9%	11.1%
65 - 74	6.0%	7.3%	6.9%
75 - 84	4.0%	5.2%	4.4%
85 +	1.5%	2.4%	1.8%
18 +	70.9%	74.1%	73.5%
<b>2021 Population by Age</b>			
Total	7,936	20,445	30,941
0 - 4	8.1%	6.8%	6.6%
5 - 9	7.4%	6.7%	6.7%
10 - 14	7.0%	6.4%	6.6%
15 - 24	14.5%	13.2%	12.9%
25 - 34	15.0%	13.6%	13.7%
35 - 44	12.7%	12.6%	12.7%
45 - 54	10.6%	11.8%	12.2%
55 - 64	10.4%	11.1%	12.0%
65 - 74	8.7%	9.7%	9.7%
75 - 84	4.0%	5.4%	4.9%
85 +	1.6%	2.6%	2.1%
18 +	73.2%	76.1%	76.2%
<b>2026 Population by Age</b>			
Total	8,415	22,012	33,321
0 - 4	8.0%	6.6%	6.4%
5 - 9	7.6%	6.6%	6.6%
10 - 14	6.9%	6.7%	6.8%
15 - 24	14.1%	12.8%	12.3%
25 - 34	14.9%	13.0%	13.0%
35 - 44	12.1%	12.5%	12.9%
45 - 54	11.0%	12.0%	12.2%
55 - 64	10.4%	11.0%	11.6%
65 - 74	8.4%	9.9%	10.2%
75 - 84	5.2%	6.5%	6.0%
85 +	1.4%	2.4%	2.0%
18 +	73.5%	76.3%	76.4%
<b>2010 Population by Sex</b>			
Males	3,402	8,287	12,743
Females	3,670	9,233	13,959
<b>2021 Population by Sex</b>			
Males	3,868	9,760	14,842
Females	4,070	10,684	16,100
<b>2026 Population by Sex</b>			
Males	4,099	10,559	16,053
Females	4,314	11,453	17,266

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<b>2010 Population by Race/Ethnicity</b>			
Total	7,072	17,521	26,701
White Alone	63.9%	68.1%	70.0%
Black Alone	25.9%	23.1%	21.0%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.8%	1.1%	1.8%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	6.0%	4.9%	4.4%
Two or More Races	3.0%	2.5%	2.3%
Hispanic Origin	18.2%	15.0%	14.7%
Diversity Index	66.6	61.5	59.9
<b>2021 Population by Race/Ethnicity</b>			
Total	7,939	20,445	30,942
White Alone	59.1%	64.9%	66.9%
Black Alone	27.0%	23.1%	21.1%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.9%	1.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.7%	7.0%	6.4%
Two or More Races	4.0%	3.3%	3.1%
Hispanic Origin	26.6%	22.2%	21.9%
Diversity Index	74.3	68.9	67.6
<b>2026 Population by Race/Ethnicity</b>			
Total	8,413	22,011	33,318
White Alone	56.7%	63.3%	65.2%
Black Alone	27.4%	23.1%	21.2%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	0.9%	1.4%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.1%	8.2%	7.5%
Two or More Races	4.4%	3.6%	3.4%
Hispanic Origin	29.7%	24.8%	24.6%
Diversity Index	76.9	71.6	70.4
<b>2010 Population by Relationship and Household Type</b>			
Total	7,072	17,520	26,702
In Households	99.1%	93.1%	95.3%
In Family Households	83.2%	79.3%	82.7%
Householder	25.0%	24.4%	25.2%
Spouse	14.3%	15.6%	17.0%
Child	35.6%	32.3%	33.5%
Other relative	4.6%	4.1%	4.1%
Nonrelative	3.7%	2.9%	2.9%
In Nonfamily Households	15.8%	13.8%	12.6%
In Group Quarters	0.9%	6.9%	4.7%
Institutionalized Population	0.5%	6.3%	4.2%
Noninstitutionalized Population	0.4%	0.6%	0.4%

**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	4,999	13,669	20,826
Less than 9th Grade	4.2%	4.5%	4.1%
9th - 12th Grade, No Diploma	7.1%	7.5%	7.5%
High School Graduate	34.2%	33.5%	30.9%
GED/Alternative Credential	9.5%	7.5%	7.3%
Some College, No Degree	16.6%	18.2%	18.3%
Associate Degree	9.9%	7.6%	8.5%
Bachelor's Degree	12.6%	14.5%	15.8%
Graduate/Professional Degree	5.9%	6.7%	7.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	6,148	16,376	24,808
Never Married	40.4%	36.1%	35.1%
Married	42.5%	44.5%	46.8%
Widowed	3.9%	6.0%	5.7%
Divorced	13.3%	13.4%	12.4%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,500	8,609	13,437
Population 16+ Employed	94.9%	95.7%	95.2%
Population 16+ Unemployment rate	5.1%	4.3%	4.8%
Population 16-24 Employed	15.2%	13.0%	12.1%
Population 16-24 Unemployment rate	8.3%	8.4%	9.9%
Population 25-54 Employed	67.2%	65.5%	66.3%
Population 25-54 Unemployment rate	5.1%	4.3%	4.1%
Population 55-64 Employed	12.5%	15.0%	15.3%
Population 55-64 Unemployment rate	2.6%	2.5%	5.5%
Population 65+ Employed	5.1%	6.5%	6.3%
Population 65+ Unemployment rate	0.0%	0.2%	1.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	3,322	8,235	12,786
Agriculture/Mining	4.0%	2.5%	2.7%
Construction	6.1%	7.1%	6.6%
Manufacturing	6.7%	7.5%	7.7%
Wholesale Trade	1.7%	2.3%	2.2%
Retail Trade	11.3%	11.2%	11.6%
Transportation/Utilities	4.0%	4.0%	5.5%
Information	0.8%	0.8%	0.8%
Finance/Insurance/Real Estate	5.3%	6.2%	5.9%
Services	45.7%	45.7%	45.5%
Public Administration	14.3%	12.8%	11.5%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	3,317	8,235	12,788
White Collar	46.8%	53.5%	56.5%
Management/Business/Financial	10.8%	15.3%	16.5%
Professional	18.4%	18.7%	20.6%
Sales	6.8%	6.8%	6.8%
Administrative Support	10.8%	12.7%	12.6%
Services	26.8%	20.7%	18.3%
Blue Collar	26.2%	25.9%	25.3%
Farming/Forestry/Fishing	2.7%	1.2%	0.9%
Construction/Extraction	5.8%	6.6%	6.5%
Installation/Maintenance/Repair	3.3%	3.5%	3.2%
Production	5.8%	5.4%	5.4%
Transportation/Material Moving	8.6%	9.2%	9.2%

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<b>2010 Households by Type</b>			
Total	2,708	6,337	9,510
Households with 1 Person	27.3%	26.4%	23.4%
Households with 2+ People	72.7%	73.6%	76.6%
Family Households	66.4%	68.3%	71.3%
Husband-wife Families	38.0%	43.7%	48.1%
With Related Children	18.7%	19.2%	22.4%
Other Family (No Spouse Present)	28.4%	24.6%	23.2%
Other Family with Male Householder	7.1%	6.0%	5.6%
With Related Children	4.8%	3.8%	3.6%
Other Family with Female Householder	21.2%	18.6%	17.5%
With Related Children	14.9%	12.3%	11.5%
Nonfamily Households	6.4%	5.3%	5.2%
All Households with Children	39.2%	36.0%	38.2%
Multigenerational Households	5.6%	5.7%	5.9%
Unmarried Partner Households	9.3%	7.8%	7.8%
Male-female	8.6%	7.2%	7.1%
Same-sex	0.7%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,707	6,338	9,509
1 Person Household	27.3%	26.4%	23.4%
2 Person Household	30.2%	32.7%	32.3%
3 Person Household	16.5%	15.8%	17.0%
4 Person Household	13.4%	13.3%	14.7%
5 Person Household	7.3%	6.7%	7.4%
6 Person Household	3.4%	3.1%	3.2%
7 + Person Household	2.0%	2.0%	2.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,708	6,337	9,510
Owner Occupied	53.5%	64.4%	68.6%
Owned with a Mortgage/Loan	33.3%	40.4%	46.8%
Owned Free and Clear	20.1%	24.0%	21.8%
Renter Occupied	46.5%	35.6%	31.4%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	152	158	160
Percent of Income for Mortgage	16.1%	15.3%	14.9%
Wealth Index	42	60	70
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,163	7,219	10,708
Housing Units Inside Urbanized Area	100.0%	94.7%	90.0%
Housing Units Inside Urbanized Cluster	0.0%	0.5%	0.4%
Rural Housing Units	0.0%	4.8%	9.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,072	17,520	26,702
Population Inside Urbanized Area	99.9%	94.8%	89.9%
Population Inside Urbanized Cluster	0.0%	0.6%	0.4%
Rural Population	0.1%	4.6%	9.7%

**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.	Traditional Living (12B)	Traditional Living (12B)	Green Acres (6A)
2.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Traditional Living (12B)
3.	Metro Fusion (11C)	Midlife Constants (5E)	Small Town Simplicity (12C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$4,089,763	\$11,224,772	\$18,395,803
Average Spent	\$1,365.99	\$1,529.05	\$1,674.48
Spending Potential Index	64	72	79
Education: Total \$	\$2,854,594	\$8,107,451	\$13,439,245
Average Spent	\$953.44	\$1,104.41	\$1,223.31
Spending Potential Index	55	64	71
Entertainment/Recreation: Total \$	\$6,281,840	\$17,541,900	\$28,711,493
Average Spent	\$2,098.14	\$2,389.58	\$2,613.46
Spending Potential Index	65	74	81
Food at Home: Total \$	\$10,785,696	\$29,591,035	\$48,416,961
Average Spent	\$3,602.44	\$4,030.93	\$4,407.15
Spending Potential Index	66	74	81
Food Away from Home: Total \$	\$7,235,459	\$19,894,343	\$32,886,199
Average Spent	\$2,416.65	\$2,710.03	\$2,993.46
Spending Potential Index	64	71	79
Health Care: Total \$	\$12,506,568	\$35,335,918	\$57,509,160
Average Spent	\$4,177.21	\$4,813.50	\$5,234.77
Spending Potential Index	67	77	84
HH Furnishings & Equipment: Total \$	\$4,213,263	\$11,956,606	\$19,847,241
Average Spent	\$1,407.24	\$1,628.74	\$1,806.59
Spending Potential Index	62	72	80
Personal Care Products & Services: Total \$	\$1,710,346	\$4,765,410	\$7,818,485
Average Spent	\$571.26	\$649.15	\$711.68
Spending Potential Index	64	72	79
Shelter: Total \$	\$36,744,936	\$101,573,641	\$167,451,834
Average Spent	\$12,272.86	\$13,836.49	\$15,242.29
Spending Potential Index	61	69	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,323,963	\$12,597,891	\$21,110,694
Average Spent	\$1,444.21	\$1,716.10	\$1,921.60
Spending Potential Index	60	72	80
Travel: Total \$	\$4,378,573	\$12,702,913	\$21,269,174
Average Spent	\$1,462.45	\$1,730.41	\$1,936.03
Spending Potential Index	58	68	77
Vehicle Maintenance & Repairs: Total \$	\$2,251,927	\$6,185,703	\$10,134,017
Average Spent	\$752.15	\$842.62	\$922.45
Spending Potential Index	68	76	83

**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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