1750 Longleaf Blvd, Lake Wales, Florida, 33859
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.87363
Longitude: -81.59773

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	158	11,706	21,963
2010 Total Population	172	11,564	23,027
2021 Total Population	186	13,305	26,005
2021 Group Quarters	0	284	532
2026 Total Population	193	14,016	27,356
2021-2026 Annual Rate	0.74%	1.05%	1.02%
2021 Total Daytime Population	407	15,815	26,377
Workers	293	7,812	10,879
Residents	114	8,003	15,498
Household Summary			
2000 Households	69	4,742	8,553
2000 Average Household Size	2.28	2.41	2.50
2010 Households	71	4,537	8,769
2010 Average Household Size	2.42	2.49	2.57
2021 Households	76	5,155	9,806
2021 Average Household Size	2.43	2.53	2.60
2026 Households	79	5,401	10,273
2026 Average Household Size	2.43	2.54	2.61
2021-2026 Annual Rate	0.78%	0.94%	0.93%
2010 Families	45	2,900	5,902
2010 Average Family Size	3.00	3.09	3.10
2021 Families	47	3,235	6,490
2021 Average Family Size	3.06	3.16	3.16
2026 Families	49	3,369	6,767
2026 Average Family Size	3.04	3.18	3.18
2021-2026 Annual Rate	0.84%	0.82%	0.84%
Housing Unit Summary			
2000 Housing Units	91	5,870	10,636
Owner Occupied Housing Units	51.6%	48.2%	55.1%
Renter Occupied Housing Units	24.2%	32.6%	25.4%
Vacant Housing Units	24.2%	19.2%	19.6%
2010 Housing Units	94	5,580	10,685
Owner Occupied Housing Units	48.9%	46.2%	53.6%
Renter Occupied Housing Units	26.6%	35.1%	28.5%
Vacant Housing Units	24.5%	18.7%	17.9%
2021 Housing Units	101	6,279	11,859
Owner Occupied Housing Units	45.5%	46.3%	52.8%
Renter Occupied Housing Units	29.7%	35.8%	29.9%
Vacant Housing Units	24.8%	17.9%	17.3%
2026 Housing Units	105	6,575	12,420
Owner Occupied Housing Units	45.7%	47.6%	54.2%
Renter Occupied Housing Units	29.5%	34.6%	28.5%
Vacant Housing Units	24.8%	17.9%	17.3%
Median Household Income			
2021	$39,218	$39,698	$43,154
2026	$45,208	$46,279	$50,154
Median Home Value			
2021	$170,833	$184,591	$184,480
2026	$275,000	$240,000	$244,649
Per Capita Income			
2021	$20,898	$20,346	$22,746
2026	$23,644	$23,124	$25,892
Median Age			
2010	39.0	37.0	40.1
2021	41.9	38.2	41.3
2026	43.5	39.1	42.0

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.

October 05, 2022

Market Profile

1750 Longleaf Blvd, Lake Wales, Florida, 33859
Rings: 1, 3, 5 mile radii

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	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	76	5,155	9,806
<$15,000	10.5%	16.4%	13.8%
$15,000 - $24,999	21.1%	15.3%	14.3%
$25,000 - $34,999	10.5%	12.3%	12.3%
$35,000 - $49,999	19.7%	15.4%	15.3%
$50,000 - $74,999	22.4%	18.9%	19.0%
$75,000 - $99,999	6.6%	10.2%	11.7%
$100,000 - $149,999	5.3%	7.2%	8.4%
$150,000 - $199,999	0.0%	2.7%	2.7%
$200,000+	2.6%	1.6%	2.4%
Average Household Income	$52,334	$53,905	$59,000
2026 Households by Income			
Household Income Base	79	5,401	10,273
<$15,000	11.4%	14.9%	12.1%
$15,000 - $24,999	17.7%	13.6%	12.4%
$25,000 - $34,999	7.6%	9.7%	10.5%
$35,000 - $49,999	17.7%	14.7%	14.8%
$50,000 - $74,999	26.6%	21.4%	20.5%
$75,000 - $99,999	7.6%	11.5%	12.9%
$100,000 - $149,999	7.6%	8.8%	10.4%
$150,000 - $199,999	1.3%	3.5%	3.6%
$200,000+	2.5%	1.9%	2.9%
Average Household Income	$59,135	$61,495	$67,449
2021 Owner Occupied Housing Units by Value			
Total	46	2,905	6,259
<$50,000	13.0%	12.8%	11.5%
$50,000 - $99,999	10.9%	14.6%	13.4%
$100,000 - $149,999	21.7%	11.5%	12.7%
$150,000 - $199,999	13.0%	16.0%	18.0%
$200,000 - $249,999	10.9%	16.1%	13.9%
$250,000 - $299,999	6.5%	13.1%	11.9%
$300,000 - $399,999	15.2%	7.8%	8.0%
$400,000 - $499,999	8.7%	4.1%	4.7%
$500,000 - $749,999	2.2%	1.9%	3.1%
$750,000 - $999,999	0.0%	0.8%	1.2%
$1,000,000 - $1,499,999	0.0%	1.2%	1.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$205,319	$208,508	$225,344
2026 Owner Occupied Housing Units by Value			
Total	48	3,127	6,731
<$50,000	6.2%	5.9%	5.2%
$50,000 - $99,999	4.2%	6.8%	6.2%
$100,000 - $149,999	12.5%	6.9%	7.5%
$150,000 - $199,999	10.4%	14.2%	15.7%
$200,000 - $249,999	12.5%	20.3%	17.1%
$250,000 - $299,999	8.3%	18.9%	18.1%
$300,000 - $399,999	25.0%	13.7%	12.8%
$400,000 - $499,999	14.6%	7.8%	8.1%
$500,000 - $749,999	4.2%	2.9%	5.2%
$750,000 - $999,999	2.1%	1.1%	1.8%
$1,000,000 - $1,499,999	0.0%	1.6%	1.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.0%
$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	$286,979	$267,815	$291,233

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.

October 05, 2022

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Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.87363
Longitude: -81.59773

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	171	11,562	23,029
0 - 4	7.0%	7.6%	6.7%
5 - 9	7.6%	7.5%	7.0%
10 - 14	7.0%	6.7%	6.5%
15 - 24	11.7%	14.2%	13.9%
25 - 34	12.3%	11.9%	10.6%
35 - 44	11.1%	10.8%	10.8%
45 - 54	11.1%	12.6%	12.6%
55 - 64	12.9%	11.6%	12.4%
65 - 74	10.5%	8.0%	9.8%
75 - 84	5.8%	6.1%	6.9%
85 +	3.5%	3.1%	2.8%
18 +	75.4%	74.2%	75.7%
2021 Population by Age			
Total	187	13,304	26,004
0 - 4	6.4%	6.9%	6.1%
5 - 9	7.0%	7.0%	6.2%
10 - 14	6.4%	6.7%	6.2%
15 - 24	10.2%	11.8%	11.5%
25 - 34	12.3%	13.8%	13.1%
35 - 44	10.7%	11.1%	10.5%
45 - 54	9.1%	10.3%	10.5%
55 - 64	12.3%	12.1%	12.6%
65 - 74	15.5%	11.0%	12.7%
75 - 84	6.4%	5.8%	7.2%
85 +	3.7%	3.5%	3.4%
18 +	77.0%	76.0%	78.2%
2026 Population by Age			
Total	192	14,019	27,356
0 - 4	6.2%	6.9%	6.1%
5 - 9	6.8%	6.9%	6.2%
10 - 14	6.2%	6.8%	6.3%
15 - 24	10.4%	12.4%	11.7%
25 - 34	10.4%	11.4%	11.0%
35 - 44	11.5%	12.5%	12.1%
45 - 54	8.9%	10.2%	10.1%
55 - 64	12.0%	11.4%	11.9%
65 - 74	16.7%	11.6%	12.9%
75 - 84	7.8%	6.8%	8.5%
85 +	3.1%	3.1%	3.3%
18 +	78.1%	75.7%	77.9%
2010 Population by Sex			
Males	83	5,574	11,114
Females	89	5,990	11,913
2021 Population by Sex			
Males	90	6,459	12,625
Females	96	6,847	13,380
2026 Population by Sex			
Males	94	6,825	13,320
Females	99	7,191	14,036

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	172	11,563	23,027
White Alone	80.2%	62.3%	69.5%
Black Alone	11.0%	29.1%	22.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	0.6%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.7%	5.1%	4.6%
Two or More Races	2.9%	2.4%	2.2%
Hispanic Origin	15.7%	18.2%	15.6%
Diversity Index	51.8	66.8	60.7
2021 Population by Race/Ethnicity			
Total	184	13,306	26,005
White Alone	76.1%	58.9%	65.2%
Black Alone	12.0%	28.9%	23.3%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	0.5%	0.6%	0.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.1%	7.7%	7.2%
Two or More Races	3.8%	3.2%	3.1%
Hispanic Origin	24.2%	27.5%	24.1%
Diversity Index	63.2	74.1	69.6
2026 Population by Race/Ethnicity			
Total	192	14,017	27,357
White Alone	72.9%	56.8%	62.9%
Black Alone	12.5%	29.0%	23.7%
American Indian Alone	0.5%	0.6%	0.5%
Asian Alone	0.5%	0.6%	0.7%
Pacific Islander Alone	0.5%	0.1%	0.1%
Some Other Race Alone	8.9%	9.3%	8.7%
Two or More Races	4.2%	3.5%	3.4%
Hispanic Origin	28.0%	31.0%	27.4%
Diversity Index	67.7	76.7	72.8
2010 Population by Relationship and Household Type			
Total	172	11,564	23,027
In Households	100.0%	97.8%	98.0%
In Family Households	82.0%	80.7%	82.4%
Householder	25.0%	24.6%	26.1%
Spouse	18.0%	14.9%	17.5%
Child	30.8%	33.0%	31.1%
Other relative	4.7%	5.1%	4.8%
Nonrelative	3.5%	3.2%	2.9%
In Nonfamily Households	18.0%	17.2%	15.5%
In Group Quarters	0.0%	2.2%	2.0%
Institutionalized Population	0.0%	1.2%	0.8%
Noninstitutionalized Population	0.0%	1.0%	1.2%

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.

October 05, 2022

Market Profile

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2021 Population 25+ by Educational Attainment			
Total	130	8,987	18,203
Less than 9th Grade	10.0%	9.1%	7.3%
9th - 12th Grade, No Diploma	10.0%	11.8%	10.5%
High School Graduate	26.2%	27.9%	28.5%
GED/Alternative Credential	12.3%	8.2%	7.4%
Some College, No Degree	18.5%	17.5%	19.3%
Associate Degree	6.9%	6.9%	7.5%
Bachelor's Degree	9.2%	12.0%	12.7%
Graduate/Professional Degree	6.9%	6.7%	6.8%
2021 Population 15+ by Marital Status			
Total	149	10,562	21,194
Never Married	33.6%	38.8%	35.9%
Married	42.3%	38.7%	42.3%
Widowed	10.7%	8.3%	8.0%
Divorced	13.4%	14.3%	13.8%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	75	5,833	11,458
Population 16+ Employed	93.3%	91.5%	92.3%
Population 16+ Unemployment rate	6.7%	8.5%	7.7%
Population 16-24 Employed	10.0%	12.4%	11.6%
Population 16-24 Unemployment rate	12.5%	10.9%	11.1%
Population 25-54 Employed	60.0%	62.8%	61.0%
Population 25-54 Unemployment rate	8.7%	9.4%	9.0%
Population 55-64 Employed	21.4%	18.4%	19.3%
Population 55-64 Unemployment rate	0.0%	3.8%	2.5%
Population 65+ Employed	8.6%	6.4%	8.2%
Population 65+ Unemployment rate	0.0%	7.9%	4.8%
2021 Employed Population 16+ by Industry			
Total	70	5,337	10,574
Agriculture/Mining	4.3%	4.5%	4.2%
Construction	5.7%	6.7%	6.9%
Manufacturing	5.7%	8.3%	8.9%
Wholesale Trade	1.4%	1.7%	2.6%
Retail Trade	15.7%	15.1%	14.2%
Transportation/Utilities	4.3%	5.9%	6.6%
Information	0.0%	0.8%	0.9%
Finance/Insurance/Real Estate	5.7%	3.3%	4.8%
Services	54.3%	49.1%	46.1%
Public Administration	1.4%	4.6%	4.9%
2021 Employed Population 16+ by Occupation			
Total	73	5,340	10,573
White Collar	47.1%	46.2%	50.5%
Management/Business/Financial	12.9%	7.6%	10.0%
Professional	14.3%	15.6%	17.2%
Sales	10.0%	8.8%	10.1%
Administrative Support	10.0%	14.2%	13.1%
Services	30.0%	25.9%	21.7%
Blue Collar	27.1%	27.9%	27.8%
Farming/Forestry/Fishing	2.9%	3.9%	3.4%
Construction/Extraction	5.7%	5.4%	4.6%
Installation/Maintenance/Repair	2.9%	2.2%	2.9%
Production	4.3%	6.6%	6.1%
Transportation/Material Moving	11.4%	9.8%	10.8%

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 Households by Type			
Total	71	4,537	8,768
Households with 1 Person	29.6%	30.4%	27.4%
Households with 2+ People	70.4%	69.6%	72.6%
Family Households	63.4%	63.9%	67.3%
Husband-wife Families	43.7%	38.9%	45.1%
With Related Children	16.9%	15.8%	16.1%
Other Family (No Spouse Present)	19.7%	25.0%	22.3%
Other Family with Male Householder	4.2%	5.6%	5.4%
With Related Children	2.8%	3.2%	3.1%
Other Family with Female Householder	15.5%	19.4%	16.9%
With Related Children	9.9%	13.1%	11.4%
Nonfamily Households	7.0%	5.7%	5.3%
All Households with Children	29.6%	32.8%	31.2%
Multigenerational Households	4.2%	5.1%	4.9%
Unmarried Partner Households	5.6%	6.2%	6.3%
Male-female	5.6%	5.7%	5.8%
Same-sex	0.0%	0.5%	0.5%
2010 Households by Size			
Total	70	4,535	8,768
1 Person Household	30.0%	30.4%	27.4%
2 Person Household	34.3%	31.1%	35.2%
3 Person Household	14.3%	15.0%	15.1%
4 Person Household	10.0%	11.2%	11.1%
5 Person Household	5.7%	6.3%	5.9%
6 Person Household	2.9%	3.1%	2.9%
7 + Person Household	2.9%	2.7%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	71	4,537	8,769
Owner Occupied	64.8%	56.8%	65.3%
Owned with a Mortgage/Loan	33.8%	33.9%	37.3%
Owned Free and Clear	31.0%	22.9%	28.0%
Renter Occupied	35.2%	43.2%	34.7%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	118	127
Percent of Income for Mortgage	0.0%	19.5%	17.9%
Wealth Index	49	46	57
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	94	5,580	10,685
Housing Units Inside Urbanized Area	47.9%	73.9%	63.3%
Housing Units Inside Urbanized Cluster	36.2%	13.1%	13.3%
Rural Housing Units	14.9%	13.0%	23.4%
2010 Population By Urban/ Rural Status			
Total Population	172	11,564	23,027
Population Inside Urbanized Area	34.3%	75.7%	62.8%
Population Inside Urbanized Cluster	48.8%	12.2%	13.8%
Rural Population	16.9%	12.1%	23.3%

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.
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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Top 3 Tapestry Segments			
1.	Rooted Rural (10B)	Small Town Simplicity (12C)	Heartland Communities (6F)
2.	Small Town Simplicity (12C)	Heartland Communities (6F)	Midlife Constants (5E)
3.	Rural Bypasses (10E)	Hometown Heritage (8G)	Rural Bypasses (10E)
2021 Consumer Spending			
Apparel & Services: Total $	$92,169	$6,430,617	$13,171,750
Average Spent	$1,212.75	$1,247.45	$1,343.23
Spending Potential Index	57	59	63
Education: Total $	$58,661	$4,277,674	$8,839,812
Average Spent	$771.86	$829.81	$901.47
Spending Potential Index	45	48	52
Entertainment/Recreation: Total $	$163,858	$10,721,312	$22,257,256
Average Spent	$2,156.03	$2,079.79	$2,269.76
Spending Potential Index	67	64	70
Food at Home: Total $	$278,467	$18,236,764	$37,674,001
Average Spent	$3,664.04	$3,537.68	$3,841.93
Spending Potential Index	67	65	71
Food Away from Home: Total $	$171,831	$11,583,488	$23,926,446
Average Spent	$2,260.93	$2,247.04	$2,439.98
Spending Potential Index	60	59	64
Health Care: Total $	$339,947	$22,011,996	$45,936,356
Average Spent	$4,472.99	$4,270.03	$4,684.52
Spending Potential Index	72	68	75
HH Furnishings & Equipment: Total $	$103,273	$6,934,026	$14,491,572
Average Spent	$1,358.86	$1,345.11	$1,477.83
Spending Potential Index	60	60	66
Personal Care Products & Services: Total $	$38,604	$2,720,405	$5,655,206
Average Spent	$507.95	$527.72	$576.71
Spending Potential Index	57	59	64
Shelter: Total $	$780,504	$56,239,190	$116,692,906
Average Spent	$10,269.79	$10,909.64	$11,900.15
Spending Potential Index	51	54	59
Support Payments/Cash Contributions/Gifts in Kind: Total $	$119,043	$7,499,969	$16,288,028
Average Spent	$1,566.36	$1,454.89	$1,661.03
Spending Potential Index	66	61	69
Travel: Total $	$98,548	$6,909,142	$14,756,111
Average Spent	$1,296.68	$1,340.28	$1,504.80
Spending Potential Index	51	53	60
Vehicle Maintenance & Repairs: Total $	$59,292	$3,837,470	$7,943,136
Average Spent	$780.16	$744.42	$810.03
Spending Potential Index	70	67	73

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.