1901 Longleaf Blvd, Lake Wales, Florida, 33859
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 27.87220
Longitude: -81.59535

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	183	11,725	22,262
2010 Total Population	201	11,678	23,287
2021 Total Population	216	13,434	26,308
2021 Group Quarters	0	304	556
2026 Total Population	223	14,150	27,673
2021-2026 Annual Rate	0.64%	1.04%	1.02%
2021 Total Daytime Population	417	15,890	26,534
Workers	283	7,815	10,821
Residents	134	8,075	15,713
Household Summary			
2000 Households	86	4,758	8,684
2000 Average Household Size	2.12	2.40	2.50
2010 Households	90	4,572	8,930
2010 Average Household Size	2.23	2.50	2.55
2021 Households	96	5,193	9,994
2021 Average Household Size	2.24	2.53	2.58
2026 Households	99	5,441	10,472
2026 Average Household Size	2.24	2.54	2.59
2021-2026 Annual Rate	0.62%	0.94%	0.94%
2010 Families	58	2,929	6,016
2010 Average Family Size	2.74	3.09	3.08
2021 Families	61	3,267	6,621
2021 Average Family Size	2.75	3.15	3.13
2026 Families	62	3,401	6,906
2026 Average Family Size	2.79	3.18	3.15
2021-2026 Annual Rate	0.33%	0.81%	0.85%
Housing Unit Summary			
2000 Housing Units	119	5,958	10,819
Owner Occupied Housing Units	52.9%	48.6%	55.1%
Renter Occupied Housing Units	19.3%	31.3%	25.2%
Vacant Housing Units	27.7%	20.1%	19.7%
2010 Housing Units	123	5,631	10,930
Owner Occupied Housing Units	50.4%	46.8%	53.6%
Renter Occupied Housing Units	22.8%	34.4%	28.1%
Vacant Housing Units	26.8%	18.8%	18.3%
2021 Housing Units	131	6,332	12,143
Owner Occupied Housing Units	48.1%	46.9%	52.8%
Renter Occupied Housing Units	25.2%	35.1%	29.5%
Vacant Housing Units	26.7%	18.0%	17.7%
2026 Housing Units	135	6,629	12,721
Owner Occupied Housing Units	48.1%	48.1%	54.2%
Renter Occupied Housing Units	25.2%	33.9%	28.1%
Vacant Housing Units	26.7%	17.9%	17.7%
Median Household Income			
2021	$39,974	$39,874	$43,461
2026	$46,845	$46,520	$50,405
Median Home Value			
2021	$162,500	$182,623	$184,422
2026	$275,000	$238,995	$245,247
Per Capita Income			
2021	$21,465	$20,468	$22,863
2026	$24,396	$23,253	$26,040
Median Age			
2010	39.4	37.1	40.2
2021	43.0	38.3	41.5
2026	44.3	39.2	42.2

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.

October 05, 2022

Market Profile

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	1 mile	3 miles	5 miles
2021 Households by Income			
Household Income Base	96	5,193	9,994
<$15,000	9.4%	16.1%	13.8%
$15,000 - $24,999	20.8%	15.3%	14.2%
$25,000 - $34,999	10.4%	12.4%	12.2%
$35,000 - $49,999	20.8%	15.4%	15.3%
$50,000 - $74,999	21.9%	18.9%	19.1%
$75,000 - $99,999	6.2%	10.2%	11.7%
$100,000 - $149,999	6.2%	7.3%	8.5%
$150,000 - $199,999	1.0%	2.7%	2.8%
$200,000+	2.1%	1.7%	2.5%
Average Household Income	$54,398	$54,240	$59,395
2026 Households by Income			
Household Income Base	99	5,441	10,472
<$15,000	9.1%	14.6%	12.0%
$15,000 - $24,999	17.2%	13.5%	12.3%
$25,000 - $34,999	7.1%	9.8%	10.4%
$35,000 - $49,999	19.2%	14.6%	14.7%
$50,000 - $74,999	26.3%	21.4%	20.6%
$75,000 - $99,999	8.1%	11.5%	12.9%
$100,000 - $149,999	8.1%	8.9%	10.5%
$150,000 - $199,999	1.0%	3.6%	3.6%
$200,000+	3.0%	1.9%	2.9%
Average Household Income	$61,902	$61,841	$67,933
2021 Owner Occupied Housing Units by Value			
Total	63	2,969	6,412
<$50,000	12.7%	13.0%	11.4%
$50,000 - $99,999	9.5%	15.0%	13.3%
$100,000 - $149,999	23.8%	11.7%	13.0%
$150,000 - $199,999	12.7%	15.8%	17.8%
$200,000 - $249,999	9.5%	16.1%	13.8%
$250,000 - $299,999	4.8%	12.9%	11.7%
$300,000 - $399,999	14.3%	7.7%	8.0%
$400,000 - $499,999	7.9%	4.1%	4.7%
$500,000 - $749,999	3.2%	1.8%	3.4%
$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	$205,645	$206,621	$227,457
2026 Owner Occupied Housing Units by Value			
Total	65	3,191	6,895
<$50,000	6.2%	6.0%	5.2%
$50,000 - $99,999	4.6%	7.0%	6.2%
$100,000 - $149,999	13.8%	7.0%	7.7%
$150,000 - $199,999	10.8%	14.1%	15.5%
$200,000 - $249,999	10.8%	20.4%	17.0%
$250,000 - $299,999	7.7%	18.7%	17.9%
$300,000 - $399,999	24.6%	13.5%	12.6%
$400,000 - $499,999	15.4%	7.8%	8.0%
$500,000 - $749,999	4.6%	2.9%	5.8%
$750,000 - $999,999	1.5%	1.1%	1.9%
$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	$284,231	$266,868	$294,202

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

Market Profile

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Rings: 1, 3, 5 mile radii　　　　　　　　　　　　　　　　　　　　　　Latitude: 27.87220
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　Longitude: -81.59535

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	201	11,680	23,286
0 - 4	7.0%	7.6%	6.7%
5 - 9	8.0%	7.5%	6.9%
10 - 14	7.0%	6.6%	6.5%
15 - 24	11.4%	14.2%	14.0%
25 - 34	11.4%	11.8%	10.6%
35 - 44	11.4%	10.8%	10.8%
45 - 54	11.4%	12.6%	12.7%
55 - 64	12.4%	11.6%	12.4%
65 - 74	10.9%	8.0%	9.8%
75 - 84	6.0%	6.1%	6.9%
85 +	3.0%	3.1%	2.8%
18 +	75.6%	74.3%	75.8%
2021 Population by Age			
Total	214	13,435	26,308
0 - 4	6.1%	6.9%	6.0%
5 - 9	7.0%	6.9%	6.2%
10 - 14	6.5%	6.7%	6.1%
15 - 24	9.8%	11.9%	11.5%
25 - 34	12.1%	13.7%	13.1%
35 - 44	10.3%	11.1%	10.4%
45 - 54	9.3%	10.3%	10.5%
55 - 64	12.6%	12.1%	12.7%
65 - 74	16.4%	11.1%	12.7%
75 - 84	6.5%	5.9%	7.3%
85 +	3.3%	3.5%	3.4%
18 +	78.5%	76.1%	78.3%
2026 Population by Age			
Total	223	14,151	27,672
0 - 4	6.3%	6.8%	6.0%
5 - 9	6.7%	6.9%	6.2%
10 - 14	6.3%	6.8%	6.3%
15 - 24	10.3%	12.5%	11.7%
25 - 34	9.9%	11.3%	10.9%
35 - 44	11.2%	12.5%	12.0%
45 - 54	9.0%	10.3%	10.1%
55 - 64	12.1%	11.4%	12.0%
65 - 74	17.0%	11.6%	13.0%
75 - 84	8.1%	6.8%	8.6%
85 +	3.1%	3.1%	3.3%
18 +	78.0%	75.8%	78.0%
2010 Population by Sex			
Males	96	5,620	11,250
Females	105	6,058	12,037
2021 Population by Sex			
Males	104	6,515	12,783
Females	111	6,919	13,525
2026 Population by Sex			
Males	108	6,886	13,485
Females	115	7,264	14,188

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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	200	11,677	23,286
White Alone	82.5%	63.7%	69.8%
Black Alone	10.0%	27.7%	22.3%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	0.5%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.0%	5.0%	4.6%
Two or More Races	2.5%	2.4%	2.2%
Hispanic Origin	14.4%	18.0%	15.5%
Diversity Index	48.5	66.0	60.4
2021 Population by Race/Ethnicity			
Total	215	13,433	26,307
White Alone	77.2%	60.0%	65.5%
Black Alone	11.2%	27.7%	23.0%
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	6.5%	7.7%	7.2%
Two or More Races	3.7%	3.2%	3.1%
Hispanic Origin	22.7%	27.3%	23.9%
Diversity Index	60.9	73.6	69.3
2026 Population by Race/Ethnicity			
Total	224	14,150	27,673
White Alone	74.1%	57.9%	63.2%
Black Alone	11.6%	27.9%	23.5%
American Indian Alone	0.4%	0.6%	0.5%
Asian Alone	0.9%	0.6%	0.7%
Pacific Islander Alone	0.4%	0.1%	0.1%
Some Other Race Alone	8.0%	9.3%	8.7%
Two or More Races	4.5%	3.5%	3.4%
Hispanic Origin	26.0%	30.9%	27.2%
Diversity Index	65.1	76.3	72.6
2010 Population by Relationship and Household Type			
Total	201	11,678	23,287
In Households	100.0%	97.7%	97.9%
In Family Households	82.6%	80.6%	82.4%
Householder	25.9%	24.6%	26.1%
Spouse	18.4%	15.1%	17.6%
Child	30.8%	32.8%	31.0%
Other relative	4.5%	5.0%	4.8%
Nonrelative	3.5%	3.1%	2.9%
In Nonfamily Households	17.4%	17.1%	15.5%
In Group Quarters	0.0%	2.3%	2.1%
Institutionalized Population	0.0%	1.2%	0.8%
Noninstitutionalized Population	0.0%	1.1%	1.3%

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	152	9,079	18,443
Less than 9th Grade	9.9%	9.0%	7.3%
9th - 12th Grade, No Diploma	9.9%	11.6%	10.6%
High School Graduate	26.3%	28.0%	28.5%
GED/Alternative Credential	11.8%	8.2%	7.3%
Some College, No Degree	18.4%	17.6%	19.4%
Associate Degree	7.2%	6.9%	7.5%
Bachelor's Degree	9.9%	12.1%	12.8%
Graduate/Professional Degree	6.6%	6.6%	6.7%
2021 Population 15+ by Marital Status			
Total	173	10,682	21,472
Never Married	32.9%	38.5%	35.8%
Married	43.9%	39.3%	42.6%
Widowed	10.4%	8.2%	8.0%
Divorced	12.7%	14.0%	13.7%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	87	5,896	11,560
Population 16+ Employed	93.1%	91.5%	92.3%
Population 16+ Unemployment rate	6.9%	8.5%	7.7%
Population 16-24 Employed	9.9%	12.4%	11.5%
Population 16-24 Unemployment rate	11.1%	10.9%	11.2%
Population 25-54 Employed	59.3%	62.6%	60.8%
Population 25-54 Unemployment rate	7.7%	9.5%	9.0%
Population 55-64 Employed	22.2%	18.5%	19.5%
Population 55-64 Unemployment rate	0.0%	3.8%	2.4%
Population 65+ Employed	8.6%	6.5%	8.2%
Population 65+ Unemployment rate	0.0%	7.4%	4.9%
2021 Employed Population 16+ by Industry			
Total	81	5,392	10,667
Agriculture/Mining	3.7%	4.6%	4.2%
Construction	6.2%	6.4%	6.9%
Manufacturing	4.9%	8.1%	8.9%
Wholesale Trade	2.5%	1.7%	2.6%
Retail Trade	14.8%	15.1%	14.3%
Transportation/Utilities	3.7%	6.1%	6.6%
Information	0.0%	0.8%	0.8%
Finance/Insurance/Real Estate	6.2%	3.5%	4.7%
Services	54.3%	49.2%	46.1%
Public Administration	1.2%	4.6%	4.8%
2021 Employed Population 16+ by Occupation			
Total	79	5,392	10,666
White Collar	45.7%	46.8%	50.5%
Management/Business/Financial	12.3%	7.8%	9.9%
Professional	13.6%	15.8%	17.3%
Sales	9.9%	9.0%	10.2%
Administrative Support	9.9%	14.2%	13.1%
Services	27.2%	25.8%	21.7%
Blue Collar	24.7%	27.4%	27.8%
Farming/Forestry/Fishing	2.5%	3.9%	3.4%
Construction/Extraction	4.9%	5.2%	4.6%
Installation/Maintenance/Repair	2.5%	2.2%	2.9%
Production	3.7%	6.5%	6.1%
Transportation/Material Moving	11.1%	9.7%	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	90	4,572	8,929
Households with 1 Person	28.9%	30.3%	27.3%
Households with 2+ People	71.1%	69.7%	72.7%
Family Households	64.4%	64.1%	67.4%
Husband-wife Families	46.7%	39.6%	45.4%
With Related Children	17.8%	16.0%	16.1%
Other Family (No Spouse Present)	18.9%	24.5%	22.0%
Other Family with Male Householder	4.4%	5.5%	5.4%
With Related Children	2.2%	3.2%	3.1%
Other Family with Female Householder	14.4%	19.0%	16.7%
With Related Children	8.9%	12.9%	11.3%
Nonfamily Households	6.7%	5.6%	5.3%
All Households with Children	28.9%	32.7%	31.0%
Multigenerational Households	4.4%	5.1%	4.9%
Unmarried Partner Households	5.6%	6.1%	6.3%
Male-female	5.6%	5.6%	5.8%
Same-sex	0.0%	0.5%	0.5%
2010 Households by Size			
Total	89	4,571	8,930
1 Person Household	29.2%	30.3%	27.3%
2 Person Household	34.8%	31.3%	35.4%
3 Person Household	14.6%	15.0%	15.1%
4 Person Household	10.1%	11.3%	11.0%
5 Person Household	5.6%	6.3%	5.9%
6 Person Household	3.4%	3.1%	2.9%
7 + Person Household	2.2%	2.7%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	90	4,572	8,930
Owner Occupied	68.9%	57.7%	65.6%
Owned with a Mortgage/Loan	35.6%	34.6%	37.4%
Owned Free and Clear	33.3%	23.1%	28.3%
Renter Occupied	31.1%	42.3%	34.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	131	120	128
Percent of Income for Mortgage	17.1%	19.2%	17.8%
Wealth Index	54	46	58
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	123	5,631	10,930
Housing Units Inside Urbanized Area	35.0%	71.8%	61.8%
Housing Units Inside Urbanized Cluster	48.8%	15.2%	13.7%
Rural Housing Units	15.4%	13.0%	24.5%
2010 Population By Urban/ Rural Status			
Total Population	201	11,678	23,287
Population Inside Urbanized Area	28.9%	73.5%	61.7%
Population Inside Urbanized Cluster	54.2%	14.4%	14.3%
Rural Population	16.9%	12.2%	24.0%

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 $	$118,614	$6,506,898	$13,502,093
Average Spent	$1,235.56	$1,253.01	$1,351.02
Spending Potential Index	58	59	64
Education: Total $	$74,803	$4,321,314	$9,095,630
Average Spent	$779.20	$832.14	$910.11
Spending Potential Index	45	48	53
Entertainment/Recreation: Total $	$212,830	$10,883,721	$22,806,705
Average Spent	$2,216.98	$2,095.84	$2,282.04
Spending Potential Index	69	65	71
Food at Home: Total $	$361,007	$18,505,908	$38,587,670
Average Spent	$3,760.49	$3,563.63	$3,861.08
Spending Potential Index	69	65	71
Food Away from Home: Total $	$222,118	$11,738,409	$24,529,769
Average Spent	$2,313.73	$2,260.43	$2,454.45
Spending Potential Index	61	60	65
Health Care: Total $	$443,244	$22,352,391	$47,077,957
Average Spent	$4,617.12	$4,304.33	$4,710.62
Spending Potential Index	74	69	76
HH Furnishings & Equipment: Total $	$133,842	$7,031,006	$14,870,373
Average Spent	$1,394.19	$1,353.94	$1,487.93
Spending Potential Index	62	60	66
Personal Care Products & Services: Total $	$49,615	$2,751,769	$5,805,304
Average Spent	$516.82	$529.90	$580.88
Spending Potential Index	58	59	65
Shelter: Total $	$995,878	$56,821,060	$119,894,092
Average Spent	$10,373.73	$10,941.86	$11,996.61
Spending Potential Index	51	54	60
Support Payments/Cash Contributions/Gifts in Kind: Total $	$155,155	$7,627,803	$16,763,643
Average Spent	$1,616.20	$1,468.86	$1,677.37
Spending Potential Index	68	61	70
Travel: Total $	$127,029	$6,995,543	$15,194,231
Average Spent	$1,323.22	$1,347.11	$1,520.34
Spending Potential Index	52	53	60
Vehicle Maintenance & Repairs: Total $	$77,148	$3,896,512	$8,137,033
Average Spent	$803.62	$750.34	$814.19
Spending Potential Index	73	68	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.

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