



Market Profile

Rockridge Rd, Lakeland, Florida, 33809
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 28.23583
Longitude: -81.97690

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	16	2,325	6,444
2010 Total Population	6	1,901	7,081
2021 Total Population	7	2,164	7,851
2021 Group Quarters	0	0	0
2026 Total Population	7	2,295	8,232
2021-2026 Annual Rate	0.00%	1.18%	0.95%
2021 Total Daytime Population	6	1,514	5,860
Workers	1	253	1,323
Residents	5	1,261	4,537
Household Summary			
2000 Households	6	759	2,430
2000 Average Household Size	2.67	3.06	2.65
2010 Households	2	638	2,856
2010 Average Household Size	3.00	2.98	2.48
2021 Households	2	725	3,167
2021 Average Household Size	3.50	2.98	2.48
2026 Households	2	766	3,315
2026 Average Household Size	3.50	3.00	2.48
2021-2026 Annual Rate	0.00%	1.11%	0.92%
2010 Families	2	482	2,133
2010 Average Family Size	2.50	3.29	2.79
2021 Families	2	541	2,338
2021 Average Family Size	3.00	3.32	2.80
2026 Families	2	570	2,441
2026 Average Family Size	3.00	3.33	2.81
2021-2026 Annual Rate	0.00%	1.05%	0.87%
Housing Unit Summary			
2000 Housing Units	5	826	2,818
Owner Occupied Housing Units	100.0%	78.7%	76.8%
Renter Occupied Housing Units	20.0%	13.2%	9.4%
Vacant Housing Units	-20.0%	8.1%	13.8%
2010 Housing Units	2	723	3,394
Owner Occupied Housing Units	100.0%	73.7%	75.0%
Renter Occupied Housing Units	0.0%	14.5%	9.1%
Vacant Housing Units	0.0%	11.8%	15.9%
2021 Housing Units	2	818	3,745
Owner Occupied Housing Units	100.0%	72.2%	74.3%
Renter Occupied Housing Units	0.0%	16.4%	10.2%
Vacant Housing Units	0.0%	11.4%	15.4%
2026 Housing Units	2	864	3,919
Owner Occupied Housing Units	100.0%	72.8%	74.7%
Renter Occupied Housing Units	0.0%	15.9%	9.9%
Vacant Housing Units	0.0%	11.3%	15.4%
Median Household Income			
2021	\$30,000	\$53,654	\$56,273
2026	\$30,000	\$57,492	\$60,814
Median Home Value			
2021	\$150,000	\$190,108	\$166,630
2026	\$225,000	\$223,333	\$227,671
Per Capita Income			
2021	\$19,304	\$24,868	\$31,334
2026	\$22,747	\$28,634	\$35,494
Median Age			
2010	42.5	39.8	50.8
2021	32.5	41.7	57.4
2026	37.5	43.1	60.1

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	2	725	3,167
<\$15,000	0.0%	11.7%	7.9%
\$15,000 - \$24,999	0.0%	10.5%	7.9%
\$25,000 - \$34,999	50.0%	12.8%	10.0%
\$35,000 - \$49,999	0.0%	11.7%	16.5%
\$50,000 - \$74,999	0.0%	16.1%	22.6%
\$75,000 - \$99,999	0.0%	18.1%	14.0%
\$100,000 - \$149,999	0.0%	10.8%	13.9%
\$150,000 - \$199,999	0.0%	4.0%	2.3%
\$200,000+	0.0%	4.3%	5.0%
Average Household Income	\$70,346	\$71,916	\$76,889
2026 Households by Income			
Household Income Base	2	766	3,315
<\$15,000	0.0%	9.3%	6.5%
\$15,000 - \$24,999	0.0%	8.1%	6.1%
\$25,000 - \$34,999	50.0%	13.6%	9.3%
\$35,000 - \$49,999	0.0%	13.8%	16.1%
\$50,000 - \$74,999	0.0%	13.8%	22.3%
\$75,000 - \$99,999	0.0%	16.8%	14.2%
\$100,000 - \$149,999	0.0%	13.4%	16.3%
\$150,000 - \$199,999	0.0%	5.5%	3.2%
\$200,000+	0.0%	5.6%	6.0%
Average Household Income	\$82,892	\$83,094	\$87,241
2021 Owner Occupied Housing Units by Value			
Total	2	591	2,784
<\$50,000	0.0%	9.0%	16.1%
\$50,000 - \$99,999	50.0%	14.7%	15.8%
\$100,000 - \$149,999	0.0%	7.4%	12.7%
\$150,000 - \$199,999	0.0%	23.5%	16.4%
\$200,000 - \$249,999	50.0%	22.8%	9.1%
\$250,000 - \$299,999	0.0%	10.8%	9.7%
\$300,000 - \$399,999	0.0%	5.4%	9.5%
\$400,000 - \$499,999	0.0%	0.0%	3.9%
\$500,000 - \$749,999	0.0%	5.6%	6.4%
\$750,000 - \$999,999	0.0%	0.0%	0.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.7%	0.3%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$150,000	\$210,618	\$208,369
2026 Owner Occupied Housing Units by Value			
Total	2	629	2,928
<\$50,000	0.0%	4.0%	6.8%
\$50,000 - \$99,999	0.0%	7.0%	7.3%
\$100,000 - \$149,999	0.0%	4.5%	13.6%
\$150,000 - \$199,999	0.0%	20.2%	15.4%
\$200,000 - \$249,999	50.0%	31.0%	12.5%
\$250,000 - \$299,999	0.0%	15.3%	15.4%
\$300,000 - \$399,999	0.0%	8.9%	7.3%
\$400,000 - \$499,999	0.0%	0.0%	8.4%
\$500,000 - \$749,999	0.0%	8.6%	12.1%
\$750,000 - \$999,999	0.0%	0.0%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.0%
\$1,500,000 - \$1,999,999	0.0%	0.8%	0.3%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$225,000	\$257,183	\$279,036

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	0	1,903	7,078
0 - 4	0.0%	5.8%	4.5%
5 - 9	0.0%	6.6%	4.6%
10 - 14	0.0%	6.7%	4.9%
15 - 24	0.0%	14.5%	10.3%
25 - 34	0.0%	10.7%	7.7%
35 - 44	0.0%	13.6%	10.0%
45 - 54	0.0%	19.0%	13.6%
55 - 64	0.0%	12.7%	15.3%
65 - 74	0.0%	6.7%	17.9%
75 - 84	0.0%	2.9%	9.5%
85 +	0.0%	0.7%	1.8%
18 +	0.0%	75.6%	82.6%
2021 Population by Age			
Total	5	2,164	7,852
0 - 4	0.0%	4.9%	3.7%
5 - 9	0.0%	5.3%	3.8%
10 - 14	0.0%	5.6%	4.1%
15 - 24	20.0%	10.5%	7.4%
25 - 34	40.0%	15.6%	10.2%
35 - 44	0.0%	11.5%	7.8%
45 - 54	20.0%	12.7%	9.7%
55 - 64	20.0%	17.6%	17.0%
65 - 74	0.0%	11.2%	22.5%
75 - 84	0.0%	4.2%	11.1%
85 +	0.0%	0.9%	2.7%
18 +	100.0%	80.8%	86.1%
2026 Population by Age			
Total	5	2,295	8,234
0 - 4	0.0%	4.9%	3.6%
5 - 9	0.0%	5.2%	3.6%
10 - 14	0.0%	5.6%	4.0%
15 - 24	20.0%	10.2%	7.2%
25 - 34	20.0%	12.0%	7.9%
35 - 44	20.0%	14.4%	9.2%
45 - 54	0.0%	11.0%	8.4%
55 - 64	40.0%	16.4%	15.6%
65 - 74	0.0%	13.5%	23.9%
75 - 84	0.0%	5.6%	13.6%
85 +	0.0%	1.2%	3.0%
18 +	120.0%	80.9%	86.4%
2010 Population by Sex			
Males	3	998	3,561
Females	3	903	3,520
2021 Population by Sex			
Males	4	1,129	3,936
Females	3	1,034	3,915
2026 Population by Sex			
Males	4	1,194	4,129
Females	3	1,101	4,104

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2010 Population by Race/Ethnicity			
Total	5	1,901	7,081
White Alone	100.0%	91.6%	94.3%
Black Alone	0.0%	1.8%	1.3%
American Indian Alone	0.0%	0.9%	0.5%
Asian Alone	0.0%	1.9%	1.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.0%	2.0%	1.1%
Two or More Races	0.0%	1.7%	1.4%
Hispanic Origin	16.7%	9.1%	6.0%
Diversity Index	49.8	29.9	21.1
2021 Population by Race/Ethnicity			
Total	7	2,163	7,852
White Alone	85.7%	88.7%	92.1%
Black Alone	0.0%	2.2%	1.7%
American Indian Alone	0.0%	1.0%	0.5%
Asian Alone	0.0%	2.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.3%	3.5%	2.0%
Two or More Races	0.0%	2.5%	2.0%
Hispanic Origin	14.3%	15.2%	10.2%
Diversity Index	44.5	41.6	30.6
2026 Population by Race/Ethnicity			
Total	7	2,295	8,233
White Alone	85.7%	86.9%	90.9%
Black Alone	0.0%	2.4%	1.9%
American Indian Alone	0.0%	1.0%	0.5%
Asian Alone	0.0%	2.4%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	14.3%	4.4%	2.5%
Two or More Races	0.0%	2.8%	2.3%
Hispanic Origin	28.6%	18.0%	12.0%
Diversity Index	56.5	46.7	34.8
2010 Population by Relationship and Household Type			
Total	6	1,901	7,081
In Households	100.0%	100.0%	100.0%
In Family Households	83.3%	87.9%	87.0%
Householder	16.7%	26.1%	30.4%
Spouse	16.7%	19.8%	25.4%
Child	33.3%	32.1%	24.0%
Other relative	0.0%	5.5%	4.3%
Nonrelative	0.0%	4.4%	3.0%
In Nonfamily Households	16.7%	12.1%	13.0%
In Group Quarters	0.0%	0.0%	0.0%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	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.

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2021 Population 25+ by Educational Attainment			
Total	4	1,592	6,359
Less than 9th Grade	25.0%	7.0%	3.9%
9th - 12th Grade, No Diploma	25.0%	21.0%	10.4%
High School Graduate	50.0%	33.8%	35.3%
GED/Alternative Credential	0.0%	4.0%	2.6%
Some College, No Degree	0.0%	16.0%	19.2%
Associate Degree	0.0%	7.6%	9.6%
Bachelor's Degree	0.0%	6.6%	11.2%
Graduate/Professional Degree	0.0%	4.0%	7.9%
2021 Population 15+ by Marital Status			
Total	5	1,819	6,942
Never Married	40.0%	31.0%	18.5%
Married	60.0%	49.4%	59.4%
Widowed	0.0%	6.8%	9.9%
Divorced	0.0%	12.8%	12.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3	992	3,527
Population 16+ Employed	66.7%	92.4%	95.3%
Population 16+ Unemployment rate	0.0%	7.6%	4.7%
Population 16-24 Employed	0.0%	14.9%	10.6%
Population 16-24 Unemployment rate	0.0%	9.3%	8.0%
Population 25-54 Employed	50.0%	57.4%	44.5%
Population 25-54 Unemployment rate	0.0%	8.7%	5.1%
Population 55-64 Employed	0.0%	21.5%	25.7%
Population 55-64 Unemployment rate	0.0%	5.3%	2.2%
Population 65+ Employed	0.0%	6.2%	19.2%
Population 65+ Unemployment rate	0.0%	0.0%	4.9%
2021 Employed Population 16+ by Industry			
Total	2	917	3,362
Agriculture/Mining	0.0%	1.6%	1.3%
Construction	0.0%	9.3%	8.2%
Manufacturing	0.0%	8.7%	8.2%
Wholesale Trade	0.0%	3.6%	1.9%
Retail Trade	0.0%	16.6%	15.4%
Transportation/Utilities	0.0%	4.8%	7.6%
Information	0.0%	3.5%	1.4%
Finance/Insurance/Real Estate	0.0%	9.4%	8.1%
Services	50.0%	37.7%	44.3%
Public Administration	0.0%	4.7%	3.6%
2021 Employed Population 16+ by Occupation			
Total	1	919	3,362
White Collar	0.0%	41.8%	54.5%
Management/Business/Financial	0.0%	9.7%	19.4%
Professional	0.0%	12.8%	16.2%
Sales	0.0%	8.9%	9.1%
Administrative Support	0.0%	10.4%	9.8%
Services	0.0%	12.0%	15.4%
Blue Collar	50.0%	46.5%	30.2%
Farming/Forestry/Fishing	0.0%	0.8%	0.6%
Construction/Extraction	0.0%	8.5%	5.9%
Installation/Maintenance/Repair	50.0%	10.6%	5.5%
Production	0.0%	8.6%	5.3%
Transportation/Material Moving	0.0%	18.0%	12.9%

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2010 Households by Type			
Total	2	638	2,856
Households with 1 Person	0.0%	17.1%	20.1%
Households with 2+ People	100.0%	82.9%	79.9%
Family Households	100.0%	75.5%	74.7%
Husband-wife Families	50.0%	57.2%	62.5%
With Related Children	50.0%	25.4%	15.6%
Other Family (No Spouse Present)	0.0%	18.2%	12.2%
Other Family with Male Householder	0.0%	8.3%	5.4%
With Related Children	0.0%	5.3%	3.1%
Other Family with Female Householder	0.0%	10.0%	6.8%
With Related Children	0.0%	6.6%	4.0%
Nonfamily Households	0.0%	7.4%	5.2%
All Households with Children	50.0%	39.0%	23.4%
Multigenerational Households	0.0%	6.1%	4.5%
Unmarried Partner Households	0.0%	10.2%	6.7%
Male-female	0.0%	9.1%	5.9%
Same-sex	0.0%	1.1%	0.8%
2010 Households by Size			
Total	0	638	2,856
1 Person Household	0.0%	17.1%	20.1%
2 Person Household	0.0%	33.2%	48.6%
3 Person Household	0.0%	20.5%	12.9%
4 Person Household	0.0%	14.4%	10.0%
5 Person Household	0.0%	8.6%	4.7%
6 Person Household	0.0%	2.8%	1.8%
7 + Person Household	0.0%	3.3%	1.9%
2010 Households by Tenure and Mortgage Status			
Total	2	638	2,856
Owner Occupied	100.0%	83.5%	89.1%
Owned with a Mortgage/Loan	50.0%	55.6%	44.6%
Owned Free and Clear	0.0%	27.9%	44.6%
Renter Occupied	0.0%	16.5%	10.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	0	158	180
Percent of Income for Mortgage	0.0%	14.9%	12.4%
Wealth Index	57	77	104
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2	723	3,394
Housing Units Inside Urbanized Area	0.0%	6.4%	52.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	100.0%	93.6%	48.0%
2010 Population By Urban/ Rural Status			
Total Population	6	1,901	7,081
Population Inside Urbanized Area	0.0%	7.7%	38.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	100.0%	92.3%	61.1%

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.	Down the Road (10D)	Southern Satellites (10A)	The Elders (9C)
2.		Down the Road (10D)	Southern Satellites (10A)
3.			Down the Road (10D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,655	\$1,202,379	\$5,379,285
Average Spent	\$3,327.50	\$1,658.45	\$1,698.54
Spending Potential Index	157	78	80
Education: Total \$	\$4,424	\$806,390	\$3,706,960
Average Spent	\$2,212.00	\$1,112.26	\$1,170.50
Spending Potential Index	128	64	68
Entertainment/Recreation: Total \$	\$9,987	\$1,898,915	\$8,785,630
Average Spent	\$4,993.50	\$2,619.19	\$2,774.12
Spending Potential Index	155	81	86
Food at Home: Total \$	\$17,706	\$3,245,838	\$15,019,219
Average Spent	\$8,853.00	\$4,477.02	\$4,742.41
Spending Potential Index	162	82	87
Food Away from Home: Total \$	\$12,246	\$2,206,446	\$9,969,914
Average Spent	\$6,123.00	\$3,043.37	\$3,148.06
Spending Potential Index	161	80	83
Health Care: Total \$	\$20,194	\$3,928,467	\$19,270,727
Average Spent	\$10,097.00	\$5,418.58	\$6,084.85
Spending Potential Index	162	87	98
HH Furnishings & Equipment: Total \$	\$7,207	\$1,331,031	\$6,208,384
Average Spent	\$3,603.50	\$1,835.90	\$1,960.34
Spending Potential Index	160	81	87
Personal Care Products & Services: Total \$	\$2,829	\$510,879	\$2,552,364
Average Spent	\$1,414.50	\$704.66	\$805.92
Spending Potential Index	158	79	90
Shelter: Total \$	\$59,833	\$10,425,196	\$50,924,729
Average Spent	\$29,916.50	\$14,379.58	\$16,079.80
Spending Potential Index	148	71	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,944	\$1,458,377	\$7,549,516
Average Spent	\$3,972.00	\$2,011.55	\$2,383.81
Spending Potential Index	166	84	100
Travel: Total \$	\$7,495	\$1,361,457	\$6,881,540
Average Spent	\$3,747.50	\$1,877.87	\$2,172.89
Spending Potential Index	148	74	86
Vehicle Maintenance & Repairs: Total \$	\$3,726	\$681,623	\$3,133,482
Average Spent	\$1,863.00	\$940.17	\$989.42
Spending Potential Index	168	85	89

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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