

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809 (Vacant Land)

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Population								
Estimated Population (2019)	57,955		137,475		192,343		278,977	
Projected Population (2024)	66,362		157,415		219,846		317,916	
Census Population (2010)	51,078		121,794		172,126		248,258	
Census Population (2000)	43,699		102,990		148,868		213,930	
Projected Annual Growth (2019-2024)	8,407	2.9%	19,940	2.9%	27,503	2.9%	38,940	2.8%
Historical Annual Growth (2010-2019)	6,877	1.3%	15,681	1.3%	20,217	1.2%	30,719	1.2%
Historical Annual Growth (2000-2010)	7,379	1.7%	18,804	1.8%	23,258	1.6%	34,328	1.6%
Estimated Population Density (2019)	2,051 <i>psm</i>		1,751 <i>psm</i>		1,250 <i>psm</i>		888 <i>psm</i>	
Trade Area Size	28.3 <i>sq mi</i>		78.5 <i>sq mi</i>		153.9 <i>sq mi</i>		314.0 <i>sq mi</i>	
Households								
Estimated Households (2019)	23,108		54,027		76,432		109,170	
Projected Households (2024)	24,352		56,970		80,439		114,855	
Census Households (2010)	20,107		47,396		67,755		96,296	
Census Households (2000)	17,414		41,415		59,898		84,219	
Projected Annual Growth (2019-2024)	1,244	1.1%	2,942	1.1%	4,007	1.0%	5,686	1.0%
Historical Annual Change (2000-2019)	5,694	1.7%	12,613	1.6%	16,534	1.5%	24,951	1.6%
Average Household Income								
Estimated Average Household Income (2019)	\$51,664		\$55,160		\$58,240		\$63,861	
Projected Average Household Income (2024)	\$58,273		\$62,293		\$65,980		\$72,661	
Census Average Household Income (2010)	\$43,666		\$47,515		\$50,995		\$55,301	
Census Average Household Income (2000)	\$40,219		\$42,503		\$44,302		\$48,090	
Projected Annual Change (2019-2024)	\$6,609	2.6%	\$7,133	2.6%	\$7,740	2.7%	\$8,801	2.8%
Historical Annual Change (2000-2019)	\$11,445	1.5%	\$12,657	1.6%	\$13,939	1.7%	\$15,771	1.7%
Median Household Income								
Estimated Median Household Income (2019)	\$44,325		\$48,773		\$50,367		\$55,337	
Projected Median Household Income (2024)	\$51,816		\$56,593		\$58,417		\$63,745	
Census Median Household Income (2010)	\$38,059		\$41,146		\$41,821		\$45,477	
Census Median Household Income (2000)	\$30,767		\$33,959		\$35,825		\$39,098	
Projected Annual Change (2019-2024)	\$7,490	3.4%	\$7,820	3.2%	\$8,051	3.2%	\$8,408	3.0%
Historical Annual Change (2000-2019)	\$13,558	2.3%	\$14,814	2.3%	\$14,541	2.1%	\$16,239	2.2%
Per Capita Income								
Estimated Per Capita Income (2019)	\$20,753		\$21,792		\$23,240		\$25,065	
Projected Per Capita Income (2024)	\$21,517		\$22,644		\$24,226		\$26,317	
Census Per Capita Income (2010)	\$17,189		\$18,490		\$20,074		\$21,450	
Census Per Capita Income (2000)	\$16,000		\$17,049		\$17,796		\$18,912	
Projected Annual Change (2019-2024)	\$765	0.7%	\$852	0.8%	\$986	0.8%	\$1,252	1.0%
Historical Annual Change (2000-2019)	\$4,752	1.6%	\$4,743	1.5%	\$5,444	1.6%	\$6,153	1.7%
Estimated Average Household Net Worth (2019)	\$278,437		\$310,010		\$334,232		\$392,929	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

3 mi radius 5 mi radius 7 mi radius 10 mi radius

Race and Ethnicity

Total Population (2019)	57,955		137,475		192,343		278,977	
White (2019)	34,485	59.5%	94,290	68.6%	137,255	71.4%	207,162	74.3%
Black or African American (2019)	16,952	29.3%	28,340	20.6%	34,703	18.0%	42,488	15.2%
American Indian or Alaska Native (2019)	223	0.4%	660	0.5%	878	0.5%	1,265	0.5%
Asian (2019)	1,378	2.4%	2,965	2.2%	4,113	2.1%	6,384	2.3%
Hawaiian or Pacific Islander (2019)	53	-	85	-	139	-	174	-
Other Race (2019)	3,098	5.3%	6,877	5.0%	9,241	4.8%	13,359	4.8%
Two or More Races (2019)	1,766	3.0%	4,258	3.1%	6,013	3.1%	8,145	2.9%
Population < 18 (2019)	12,399	21.4%	29,469	21.4%	40,545	21.1%	59,818	21.4%
White Not Hispanic	3,987	32.2%	12,390	42.0%	18,298	45.1%	29,636	49.5%
Black or African American	4,584	37.0%	7,836	26.6%	9,712	24.0%	11,840	19.8%
Asian	260	2.1%	542	1.8%	750	1.8%	1,191	2.0%
Other Race Not Hispanic	541	4.4%	1,288	4.4%	1,839	4.5%	2,571	4.3%
Hispanic	3,027	24.4%	7,413	25.2%	9,945	24.5%	14,580	24.4%
Not Hispanic or Latino Population (2019)	47,888	82.6%	112,913	82.1%	158,923	82.6%	230,494	82.6%
Not Hispanic White	28,855	60.3%	79,989	70.8%	117,701	74.1%	178,233	77.3%
Not Hispanic Black or African American	16,340	34.1%	26,948	23.9%	32,854	20.7%	40,020	17.4%
Not Hispanic American Indian or Alaska Native	157	0.3%	437	0.4%	622	0.4%	903	0.4%
Not Hispanic Asian	1,282	2.7%	2,794	2.5%	3,878	2.4%	6,043	2.6%
Not Hispanic Hawaiian or Pacific Islander	29	-	53	-	95	-	125	-
Not Hispanic Other Race	152	0.3%	161	0.1%	167	0.1%	185	-
Not Hispanic Two or More Races	1,072	2.2%	2,532	2.2%	3,607	2.3%	4,984	2.2%
Hispanic or Latino Population (2019)	10,067	17.4%	24,562	17.9%	33,420	17.4%	48,483	17.4%
Hispanic White	5,630	55.9%	14,301	58.2%	19,554	58.5%	28,929	59.7%
Hispanic Black or African American	613	6.1%	1,392	5.7%	1,849	5.5%	2,468	5.1%
Hispanic American Indian or Alaska Native	67	0.7%	223	0.9%	256	0.8%	362	0.7%
Hispanic Asian	95	0.9%	171	0.7%	236	0.7%	341	0.7%
Hispanic Hawaiian or Pacific Islander	24	0.2%	32	0.1%	44	0.1%	49	0.1%
Hispanic Other Race	2,945	29.3%	6,717	27.3%	9,074	27.2%	13,174	27.2%
Hispanic Two or More Races	694	6.9%	1,726	7.0%	2,406	7.2%	3,160	6.5%
Not Hispanic or Latino Population (2010)	43,740	85.6%	104,208	85.6%	148,277	86.1%	214,541	86.4%
Hispanic or Latino Population (2010)	7,338	14.4%	17,586	14.4%	23,849	13.9%	33,717	13.6%
Not Hispanic or Latino Population (2000)	40,815	93.4%	95,908	93.1%	138,641	93.1%	199,467	93.2%
Hispanic or Latino Population (2000)	2,884	6.6%	7,082	6.9%	10,227	6.9%	14,463	6.8%
Not Hispanic or Latino Population (2024)	54,395	82.0%	128,032	81.3%	179,824	81.8%	260,150	81.8%
Hispanic or Latino Population (2024)	11,967	18.0%	29,383	18.7%	40,022	18.2%	57,767	18.2%
Projected Annual Growth (2019-2024)	1,899	3.8%	4,821	3.9%	6,602	4.0%	9,283	3.8%
Historical Annual Growth (2000-2010)	4,454	15.4%	10,504	14.8%	13,622	13.3%	19,254	13.3%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

3 mi radius 5 mi radius 7 mi radius 10 mi radius

Total Age Distribution (2019)

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Total Population	57,955		137,475		192,343		278,977	
Age Under 5 Years	3,547	6.1%	8,202	6.0%	11,287	5.9%	16,111	5.8%
Age 5 to 9 Years	3,466	6.0%	8,121	5.9%	11,174	5.8%	16,435	5.9%
Age 10 to 14 Years	3,453	6.0%	8,465	6.2%	11,645	6.1%	17,415	6.2%
Age 15 to 19 Years	3,338	5.8%	8,793	6.4%	12,172	6.3%	17,705	6.3%
Age 20 to 24 Years	3,982	6.9%	9,583	7.0%	13,295	6.9%	17,965	6.4%
Age 25 to 29 Years	4,645	8.0%	10,153	7.4%	14,038	7.3%	19,273	6.9%
Age 30 to 34 Years	3,742	6.5%	8,703	6.3%	11,989	6.2%	17,130	6.1%
Age 35 to 39 Years	3,360	5.8%	8,227	6.0%	11,352	5.9%	16,604	6.0%
Age 40 to 44 Years	2,988	5.2%	7,498	5.5%	10,451	5.4%	15,660	5.6%
Age 45 to 49 Years	3,089	5.3%	7,835	5.7%	10,979	5.7%	16,681	6.0%
Age 50 to 54 Years	3,121	5.4%	7,889	5.7%	11,071	5.8%	16,784	6.0%
Age 55 to 59 Years	3,381	5.8%	8,339	6.1%	11,684	6.1%	17,761	6.4%
Age 60 to 64 Years	3,168	5.5%	7,555	5.5%	10,951	5.7%	16,542	5.9%
Age 65 to 69 Years	2,995	5.2%	7,234	5.3%	10,537	5.5%	15,592	5.6%
Age 70 to 74 Years	2,970	5.1%	6,752	4.9%	9,910	5.2%	14,578	5.2%
Age 75 to 79 Years	2,591	4.5%	5,560	4.0%	7,969	4.1%	11,321	4.1%
Age 80 to 84 Years	2,014	3.5%	4,167	3.0%	5,931	3.1%	7,925	2.8%
Age 85 Years or Over	2,106	3.6%	4,401	3.2%	5,907	3.1%	7,496	2.7%
Median Age	39.5		39.2		39.8		40.2	
Age 19 Years or Less	13,803	23.8%	33,581	24.4%	46,278	24.1%	67,666	24.3%
Age 20 to 64 Years	31,476	54.3%	75,781	55.1%	105,812	55.0%	154,399	55.3%
Age 65 Years or Over	12,676	21.9%	28,113	20.4%	40,253	20.9%	56,912	20.4%

Female Age Distribution (2019)

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Female Population	30,588 52.8%		71,611 52.1%		100,139 52.1%		144,255 51.7%	
Age Under 5 Years	1,750	5.7%	3,987	5.6%	5,510	5.5%	7,848	5.4%
Age 5 to 9 Years	1,677	5.5%	3,954	5.5%	5,419	5.4%	8,005	5.5%
Age 10 to 14 Years	1,682	5.5%	4,171	5.8%	5,735	5.7%	8,505	5.9%
Age 15 to 19 Years	1,626	5.3%	4,376	6.1%	6,062	6.1%	8,735	6.1%
Age 20 to 24 Years	2,122	6.9%	5,022	7.0%	6,939	6.9%	9,198	6.4%
Age 25 to 29 Years	2,446	8.0%	5,211	7.3%	7,175	7.2%	9,892	6.9%
Age 30 to 34 Years	1,890	6.2%	4,482	6.3%	6,208	6.2%	8,816	6.1%
Age 35 to 39 Years	1,790	5.9%	4,261	6.0%	5,896	5.9%	8,543	5.9%
Age 40 to 44 Years	1,521	5.0%	3,730	5.2%	5,193	5.2%	7,829	5.4%
Age 45 to 49 Years	1,615	5.3%	4,031	5.6%	5,657	5.6%	8,570	5.9%
Age 50 to 54 Years	1,642	5.4%	4,072	5.7%	5,709	5.7%	8,638	6.0%
Age 55 to 59 Years	1,834	6.0%	4,430	6.2%	6,199	6.2%	9,362	6.5%
Age 60 to 64 Years	1,679	5.5%	4,030	5.6%	5,876	5.9%	8,830	6.1%
Age 65 to 69 Years	1,630	5.3%	3,863	5.4%	5,631	5.6%	8,275	5.7%
Age 70 to 74 Years	1,674	5.5%	3,686	5.1%	5,348	5.3%	7,794	5.4%
Age 75 to 79 Years	1,485	4.9%	3,112	4.3%	4,447	4.4%	6,232	4.3%
Age 80 to 84 Years	1,169	3.8%	2,372	3.3%	3,401	3.4%	4,501	3.1%
Age 85 Years or Over	1,356	4.4%	2,822	3.9%	3,733	3.7%	4,684	3.2%
Female Median Age	41.3		40.7		41.2		41.5	
Age 19 Years or Less	6,735	22.0%	16,488	23.0%	22,726	22.7%	33,092	22.9%
Age 20 to 64 Years	16,539	54.1%	39,269	54.8%	54,853	54.8%	79,678	55.2%
Age 65 Years or Over	7,314	23.9%	15,855	22.1%	22,560	22.5%	31,485	21.8%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

3 mi radius 5 mi radius 7 mi radius 10 mi radius

Male Age Distribution (2019)

Male Population	27,367	47.2%	65,864	47.9%	92,204	47.9%	134,722	48.3%
Age Under 5 Years	1,797	6.6%	4,215	6.4%	5,776	6.3%	8,263	6.1%
Age 5 to 9 Years	1,789	6.5%	4,167	6.3%	5,755	6.2%	8,431	6.3%
Age 10 to 14 Years	1,771	6.5%	4,294	6.5%	5,911	6.4%	8,911	6.6%
Age 15 to 19 Years	1,712	6.3%	4,417	6.7%	6,110	6.6%	8,970	6.7%
Age 20 to 24 Years	1,861	6.8%	4,561	6.9%	6,356	6.9%	8,767	6.5%
Age 25 to 29 Years	2,199	8.0%	4,943	7.5%	6,864	7.4%	9,382	7.0%
Age 30 to 34 Years	1,852	6.8%	4,221	6.4%	5,781	6.3%	8,314	6.2%
Age 35 to 39 Years	1,569	5.7%	3,965	6.0%	5,456	5.9%	8,060	6.0%
Age 40 to 44 Years	1,468	5.4%	3,768	5.7%	5,259	5.7%	7,831	5.8%
Age 45 to 49 Years	1,474	5.4%	3,804	5.8%	5,322	5.8%	8,110	6.0%
Age 50 to 54 Years	1,479	5.4%	3,817	5.8%	5,362	5.8%	8,145	6.0%
Age 55 to 59 Years	1,547	5.7%	3,909	5.9%	5,485	5.9%	8,399	6.2%
Age 60 to 64 Years	1,489	5.4%	3,525	5.4%	5,075	5.5%	7,713	5.7%
Age 65 to 69 Years	1,365	5.0%	3,371	5.1%	4,905	5.3%	7,317	5.4%
Age 70 to 74 Years	1,296	4.7%	3,066	4.7%	4,562	4.9%	6,784	5.0%
Age 75 to 79 Years	1,106	4.0%	2,447	3.7%	3,522	3.8%	5,089	3.8%
Age 80 to 84 Years	844	3.1%	1,795	2.7%	2,530	2.7%	3,424	2.5%
Age 85 Years or Over	751	2.7%	1,579	2.4%	2,175	2.4%	2,812	2.1%
Male Median Age	37.5		37.7		38.3		38.8	
Age 19 Years or Less	7,068	25.8%	17,093	26.0%	23,552	25.5%	34,574	25.7%
Age 20 to 64 Years	14,938	54.6%	36,512	55.4%	50,959	55.3%	74,721	55.5%
Age 65 Years or Over	5,362	19.6%	12,259	18.6%	17,693	19.2%	25,426	18.9%

Males per 100 Females (2019)

Overall Comparison	89		92		92		93	
Age Under 5 Years	103	50.7%	106	51.4%	105	51.2%	105	51.3%
Age 5 to 9 Years	107	51.6%	105	51.3%	106	51.5%	105	51.3%
Age 10 to 14 Years	105	51.3%	103	50.7%	103	50.8%	105	50.8%
Age 15 to 19 Years	105	51.3%	101	50.2%	101	50.2%	103	50.7%
Age 20 to 24 Years	88	46.7%	91	47.6%	92	47.8%	95	48.8%
Age 25 to 29 Years	90	47.3%	95	48.7%	96	48.9%	95	48.7%
Age 30 to 34 Years	98	49.5%	94	48.5%	93	48.2%	94	48.5%
Age 35 to 39 Years	88	46.7%	93	48.2%	93	48.1%	94	48.5%
Age 40 to 44 Years	97	49.1%	101	50.3%	101	50.3%	100	50.0%
Age 45 to 49 Years	91	47.7%	94	48.5%	94	48.5%	95	48.6%
Age 50 to 54 Years	90	47.4%	94	48.4%	94	48.4%	94	48.5%
Age 55 to 59 Years	84	45.7%	88	46.9%	88	46.9%	90	47.3%
Age 60 to 64 Years	89	47.0%	87	46.7%	86	46.3%	87	46.6%
Age 65 to 69 Years	84	45.6%	87	46.6%	87	46.6%	88	46.9%
Age 70 to 74 Years	77	43.6%	83	45.4%	85	46.0%	87	46.5%
Age 75 to 79 Years	74	42.7%	79	44.0%	79	44.2%	82	45.0%
Age 80 to 84 Years	72	41.9%	76	43.1%	74	42.7%	76	43.2%
Age 85 Years or Over	55	35.6%	56	35.9%	58	36.8%	60	37.5%
Age 19 Years or Less	105	51.2%	104	50.9%	104	50.9%	104	51.1%
Age 20 to 39 Years	91	47.6%	93	48.2%	93	48.3%	95	48.6%
Age 40 to 64 Years	90	47.3%	93	48.1%	93	48.1%	93	48.2%
Age 65 Years or Over	73	42.3%	77	43.6%	78	44.0%	81	44.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Household Type (2019)								
Total Households	23,108		54,027		76,432		109,170	
Households with Children	6,715	29.1%	16,039	29.7%	22,244	29.1%	32,913	30.1%
Average Household Size	2.4		2.5		2.5		2.5	
Household Density per Square Mile	818		688		497		348	
Population Family	45,838	79.1%	110,267	80.2%	154,377	80.3%	230,166	82.5%
Population Non-Family	10,675	18.4%	23,940	17.4%	33,755	17.5%	44,386	15.9%
Population Group Quarters	1,443	2.5%	3,269	2.4%	4,210	2.2%	4,426	1.6%
Family Households	14,536	62.9%	34,916	64.6%	49,441	64.7%	73,703	67.5%
Married Couple Households	9,244	63.6%	23,793	68.1%	34,226	69.2%	53,106	72.1%
Other Family Households with Children	5,292	36.4%	11,124	31.9%	15,215	30.8%	20,597	27.9%
Family Households with Children	6,620	45.5%	15,807	45.3%	21,911	44.3%	32,437	44.0%
Married Couple with Children	3,215	48.6%	8,659	54.8%	12,173	55.6%	19,318	59.6%
Other Family Households with Children	3,405	51.4%	7,148	45.2%	9,738	44.4%	13,119	40.4%
Family Households No Children	7,917	54.5%	19,109	54.7%	27,530	55.7%	41,266	56.0%
Married Couple No Children	6,029	76.2%	15,134	79.2%	22,053	80.1%	33,788	81.9%
Other Family Households No Children	1,887	23.8%	3,976	20.8%	5,477	19.9%	7,478	18.1%
Non-Family Households	8,571	37.1%	19,111	35.4%	26,992	35.3%	35,467	32.5%
Non-Family Households with Children	95	1.1%	232	1.2%	334	1.2%	476	1.3%
Non-Family Households No Children	8,477	98.9%	18,880	98.8%	26,658	98.8%	34,991	98.7%
Average Family Household Size	3.2		3.2		3.1		3.1	
Average Family Income	\$61,088		\$65,257		\$68,866		\$75,305	
Median Family Income	\$53,926		\$59,543		\$61,271		\$66,304	
Average Non-Family Household Size	1.2		1.3		1.3		1.3	
Marital Status (2019)								
Population Age 15 Years or Over	47,490		112,687		158,237		229,015	
Never Married	15,430	32.5%	36,351	32.3%	50,372	31.8%	68,999	30.1%
Currently Married	18,994	40.0%	46,812	41.5%	66,886	42.3%	104,853	45.8%
Previously Married	13,066	27.5%	29,523	26.2%	40,979	25.9%	55,164	24.1%
Separated	2,851	21.8%	5,842	19.8%	7,888	19.2%	10,618	19.2%
Widowed	3,758	28.8%	8,504	28.8%	11,776	28.7%	15,893	28.8%
Divorced	6,456	49.4%	15,177	51.4%	21,315	52.0%	28,653	51.9%
Educational Attainment (2019)								
Adult Population Age 25 Years or Over	40,170		94,311		132,770		193,346	
Elementary (Grade Level 0 to 8)	2,340	5.8%	4,736	5.0%	6,215	4.7%	8,337	4.3%
Some High School (Grade Level 9 to 11)	3,768	9.4%	8,509	9.0%	11,719	8.8%	15,773	8.2%
High School Graduate	14,986	37.3%	35,469	37.6%	49,114	37.0%	70,873	36.7%
Some College	8,136	20.3%	18,960	20.1%	26,516	20.0%	38,309	19.8%
Associate Degree Only	3,641	9.1%	8,533	9.0%	11,923	9.0%	17,488	9.0%
Bachelor Degree Only	4,696	11.7%	11,834	12.5%	17,867	13.5%	27,748	14.4%
Graduate Degree	2,604	6.5%	6,270	6.6%	9,416	7.1%	14,817	7.7%
Any College (Some College or Higher)	19,076	47.5%	45,597	48.3%	65,722	49.5%	98,362	50.9%
College Degree + (Bachelor Degree or Higher)	7,300	18.2%	18,105	19.2%	27,283	20.5%	42,566	22.0%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Housing								
Total Housing Units (2019)	24,766		58,399		82,467		117,352	
Total Housing Units (2010)	23,449		55,676		79,202		111,600	
Historical Annual Growth (2010-2019)	1,317	0.6%	2,723	0.5%	3,265	0.5%	5,752	0.6%
Housing Units Occupied (2019)	23,108	93.3%	54,027	92.5%	76,432	92.7%	109,170	93.0%
Housing Units Owner-Occupied	12,533	54.2%	33,030	61.1%	48,171	63.0%	73,917	67.7%
Housing Units Renter-Occupied	10,575	45.8%	20,997	38.9%	28,261	37.0%	35,253	32.3%
Housing Units Vacant (2019)	1,658	7.2%	4,371	8.1%	6,035	7.9%	8,182	7.5%
Household Size (2019)								
Total Households	23,108		54,027		76,432		109,170	
1 Person Households	6,978	30.2%	15,366	28.4%	21,722	28.4%	28,538	26.1%
2 Person Households	8,001	34.6%	18,856	34.9%	27,365	35.8%	39,749	36.4%
3 Person Households	3,345	14.5%	8,037	14.9%	11,136	14.6%	16,535	15.1%
4 Person Households	2,431	10.5%	6,153	11.4%	8,545	11.2%	13,069	12.0%
5 Person Households	1,281	5.5%	3,205	5.9%	4,396	5.8%	6,513	6.0%
6 Person Households	598	2.6%	1,378	2.6%	1,863	2.4%	2,738	2.5%
7 or More Person Households	474	2.0%	1,032	1.9%	1,404	1.8%	2,028	1.9%
Household Income Distribution (2019)								
HH Income \$200,000 or More	399	1.7%	1,027	1.9%	1,876	2.5%	3,646	3.3%
HH Income \$150,000 to \$199,999	528	2.3%	1,691	3.1%	2,446	3.2%	4,508	4.1%
HH Income \$125,000 to \$149,999	788	3.4%	2,160	4.0%	3,177	4.2%	5,213	4.8%
HH Income \$100,000 to \$124,999	1,167	5.0%	3,093	5.7%	4,412	5.8%	7,044	6.5%
HH Income \$75,000 to \$99,999	2,477	10.7%	6,601	12.2%	9,343	12.2%	14,357	13.2%
HH Income \$50,000 to \$74,999	4,615	20.0%	10,967	20.3%	15,786	20.7%	22,274	20.4%
HH Income \$35,000 to \$49,999	3,764	16.3%	8,922	16.5%	12,792	16.7%	17,980	16.5%
HH Income \$25,000 to \$34,999	2,687	11.6%	5,734	10.6%	7,990	10.5%	10,854	9.9%
HH Income \$15,000 to \$24,999	3,509	15.2%	7,403	13.7%	9,762	12.8%	12,211	11.2%
HH Income \$10,000 to \$14,999	1,508	6.5%	2,794	5.2%	3,904	5.1%	4,838	4.4%
HH Income Under \$10,000	1,666	7.2%	3,634	6.7%	4,943	6.5%	6,244	5.7%
Household Vehicles (2019)								
Households 0 Vehicles Available	2,287	9.9%	4,648	8.6%	5,806	7.6%	6,876	6.3%
Households 1 Vehicle Available	10,572	45.7%	22,861	42.3%	32,675	42.8%	44,133	40.4%
Households 2 Vehicles Available	7,582	32.8%	18,745	34.7%	26,802	35.1%	40,480	37.1%
Households 3 or More Vehicles Available	2,668	11.5%	7,773	14.4%	11,148	14.6%	17,681	16.2%
Total Vehicles Available	34,636		86,564		123,742		184,487	
Average Vehicles per Household	1.5		1.6		1.6		1.7	
Owner-Occupied Household Vehicles	20,590	59.4%	58,516	67.6%	85,436	69.0%	135,717	73.6%
Average Vehicles per Owner-Occupied Household	1.6		1.8		1.8		1.8	
Renter-Occupied Household Vehicles	14,047	40.6%	28,047	32.4%	38,306	31.0%	48,770	26.4%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.4		1.4	
Travel Time (2019)								
Worker Base Age 16 years or Over	24,528		58,124		81,503		119,396	
Travel to Work in 14 Minutes or Less	5,779	23.6%	13,791	23.7%	19,866	24.4%	28,438	23.8%
Travel to Work in 15 to 29 Minutes	8,588	35.0%	22,315	38.4%	31,997	39.3%	47,202	39.5%
Travel to Work in 30 to 59 Minutes	6,632	27.0%	15,897	27.3%	21,810	26.8%	32,416	27.1%
Travel to Work in 60 Minutes or More	1,396	5.7%	3,901	6.7%	5,390	6.6%	8,455	7.1%
Work at Home	987	4.0%	2,289	3.9%	3,321	4.1%	5,447	4.6%
Average Minutes Travel to Work	21.5		21.5		21.3		21.7	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

3 mi radius 5 mi radius 7 mi radius 10 mi radius

Transportation To Work (2019)

Worker Base Age 16 years or Over	24,528		58,124		81,503		119,396	
Drive to Work Alone	20,450	83.4%	48,794	83.9%	68,147	83.6%	99,860	83.6%
Drive to Work in Carpool	2,173	8.9%	5,232	9.0%	7,522	9.2%	10,602	8.9%
Travel to Work by Public Transportation	244	1.0%	395	0.7%	534	0.7%	756	0.6%
Drive to Work on Motorcycle	19	-	88	0.2%	178	0.2%	252	0.2%
Bicycle to Work	59	0.2%	144	0.2%	196	0.2%	235	0.2%
Walk to Work	490	2.0%	953	1.6%	1,216	1.5%	1,608	1.3%
Other Means	106	0.4%	229	0.4%	389	0.5%	635	0.5%
Work at Home	987	4.0%	2,289	3.9%	3,321	4.1%	5,447	4.6%

Daytime Demographics (2019)

Total Businesses	2,209		4,652		6,988		9,546	
Total Employees	30,678		54,771		81,440		106,236	
Company Headquarter Businesses	5	0.2%	16	0.3%	36	0.5%	49	0.5%
Company Headquarter Employees	5,084	16.6%	6,136	11.2%	9,257	11.4%	9,829	9.3%
Employee Population per Business	13.9	to 1	11.8	to 1	11.7	to 1	11.1	to 1
Residential Population per Business	26.2	to 1	29.6	to 1	27.5	to 1	29.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	54,162		107,681		155,026		209,736	

Labor Force

Labor Population Age 16 Years or Over (2019)	46,867		111,183		156,169		225,805	
Labor Force Total Males (2019)	21,673	46.2%	52,374	47.1%	73,651	47.2%	107,425	47.6%
Male Civilian Employed	11,974	55.2%	30,382	58.0%	42,916	58.3%	64,427	60.0%
Male Civilian Unemployed	579	2.7%	1,400	2.7%	1,888	2.6%	2,593	2.4%
Males in Armed Forces	25	0.1%	31	-	48	-	67	-
Males Not in Labor Force	9,095	42.0%	20,562	39.3%	28,799	39.1%	40,338	37.5%
Labor Force Total Females (2019)	25,195	53.8%	58,809	52.9%	82,517	52.8%	118,380	52.4%
Female Civilian Employed	11,384	45.2%	27,861	47.4%	39,618	48.0%	57,808	48.8%
Female Civilian Unemployed	645	2.6%	1,368	2.3%	1,779	2.2%	2,415	2.0%
Females in Armed Forces	-	-	-	-	-	-	2	-
Females Not in Labor Force	13,165	52.3%	29,580	50.3%	41,120	49.8%	58,155	49.1%
Unemployment Rate	1,224	2.6%	2,768	2.5%	3,667	2.3%	5,008	2.2%

Occupation (2019)

Occupation Population Age 16 Years or Over	23,358		58,243		82,535		122,235	
Occupation Total Males	11,974	51.3%	30,382	52.2%	42,916	52.0%	64,427	52.7%
Occupation Total Females	11,384	48.7%	27,861	47.8%	39,618	48.0%	57,808	47.3%
Management, Business, Financial Operations	2,242	9.6%	6,863	11.8%	10,134	12.3%	16,370	13.4%
Professional, Related	4,215	18.0%	10,467	18.0%	14,910	18.1%	23,049	18.9%
Service	4,459	19.1%	10,219	17.5%	14,387	17.4%	20,620	16.9%
Sales, Office	6,628	28.4%	15,674	26.9%	22,457	27.2%	32,461	26.6%
Farming, Fishing, Forestry	38	0.2%	272	0.5%	433	0.5%	843	0.7%
Construction, Extraction, Maintenance	1,968	8.4%	5,552	9.5%	7,800	9.5%	11,730	9.6%
Production, Transport, Material Moving	3,808	16.3%	9,195	15.8%	12,414	15.0%	17,161	14.0%
White Collar Workers	13,085	56.0%	33,004	56.7%	47,501	57.6%	71,881	58.8%
Blue Collar Workers	10,274	44.0%	25,239	43.3%	35,033	42.4%	50,354	41.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

	3 mi radius		5 mi radius		7 mi radius		10 mi radius	
Units In Structure (2019)								
Total Units	20,107		47,396		67,755		96,296	
1 Detached Unit	12,789	63.6%	32,513	68.6%	45,765	67.5%	68,486	71.1%
1 Attached Unit	634	3.2%	1,306	2.8%	1,975	2.9%	2,860	3.0%
2 Units	1,150	5.7%	2,678	5.7%	3,593	5.3%	4,243	4.4%
3 to 4 Units	932	4.6%	1,691	3.6%	2,478	3.7%	2,998	3.1%
5 to 9 Units	1,485	7.4%	2,238	4.7%	3,182	4.7%	3,553	3.7%
10 to 19 Units	1,376	6.8%	1,942	4.1%	2,487	3.7%	3,057	3.2%
20 to 49 Units	731	3.6%	1,028	2.2%	1,222	1.8%	1,520	1.6%
50 or More Units	995	4.9%	1,899	4.0%	2,318	3.4%	2,493	2.6%
Mobile Home or Trailer	2,990	14.9%	8,669	18.3%	13,300	19.6%	19,773	20.5%
Other Structure	25	0.1%	63	0.1%	113	0.2%	188	0.2%
Homes Built By Year (2019)								
Homes Built 2014 or later	373	1.5%	815	1.4%	1,231	1.5%	1,972	1.7%
Homes Built 2010 to 2013	609	2.5%	1,340	2.3%	1,659	2.0%	2,754	2.3%
Homes Built 2000 to 2009	4,107	16.6%	9,477	16.2%	12,815	15.5%	19,343	16.5%
Homes Built 1990 to 1999	4,192	16.9%	9,336	16.0%	13,047	15.8%	20,330	17.3%
Homes Built 1980 to 1989	4,530	18.3%	10,295	17.6%	14,427	17.5%	21,153	18.0%
Homes Built 1970 to 1979	3,962	16.0%	8,934	15.3%	12,953	15.7%	18,529	15.8%
Homes Built 1960 to 1969	2,895	11.7%	5,834	10.0%	8,901	10.8%	11,055	9.4%
Homes Built 1950 to 1959	1,483	6.0%	3,919	6.7%	6,207	7.5%	7,734	6.6%
Homes Built 1940 to 1949	435	1.8%	1,590	2.7%	2,196	2.7%	2,702	2.3%
Homes Built Before 1939	523	2.1%	2,487	4.3%	2,996	3.6%	3,600	3.1%
Median Age of Homes	32.3 yrs		34.0 yrs		34.2 yrs		32.7 yrs	
Home Values (2019)								
Owner Specified Housing Units	10,851		29,192		43,083		65,849	
Home Values \$1,000,000 or More	70	0.6%	165	0.6%	270	0.6%	419	0.6%
Home Values \$750,000 to \$999,999	73	0.7%	162	0.6%	283	0.7%	479	0.7%
Home Values \$500,000 to \$749,999	209	1.9%	594	2.0%	934	2.2%	1,568	2.4%
Home Values \$400,000 to \$499,999	313	2.9%	777	2.7%	1,253	2.9%	2,107	3.2%
Home Values \$300,000 to \$399,999	777	7.2%	1,946	6.7%	3,015	7.0%	5,180	7.9%
Home Values \$250,000 to \$299,999	1,057	9.7%	2,696	9.2%	3,860	9.0%	6,381	9.7%
Home Values \$200,000 to \$249,999	1,379	12.7%	3,810	13.1%	5,343	12.4%	8,503	12.9%
Home Values \$175,000 to \$199,999	843	7.8%	2,347	8.0%	3,341	7.8%	5,280	8.0%
Home Values \$150,000 to \$174,999	1,444	13.3%	4,181	14.3%	5,921	13.7%	8,922	13.5%
Home Values \$125,000 to \$149,999	1,060	9.8%	2,733	9.4%	3,910	9.1%	5,912	9.0%
Home Values \$100,000 to \$124,999	931	8.6%	2,605	8.9%	3,806	8.8%	5,843	8.9%
Home Values \$90,000 to \$99,999	348	3.2%	867	3.0%	1,323	3.1%	1,905	2.9%
Home Values \$80,000 to \$89,999	590	5.4%	1,545	5.3%	2,312	5.4%	3,388	5.1%
Home Values \$70,000 to \$79,999	648	6.0%	1,373	4.7%	2,056	4.8%	2,953	4.5%
Home Values \$60,000 to \$69,999	568	5.2%	1,159	4.0%	1,858	4.3%	2,659	4.0%
Home Values \$50,000 to \$59,999	343	3.2%	867	3.0%	1,390	3.2%	1,927	2.9%
Home Values \$35,000 to \$49,999	468	4.3%	1,213	4.2%	1,785	4.1%	2,606	4.0%
Home Values \$25,000 to \$34,999	367	3.4%	914	3.1%	1,363	3.2%	2,005	3.0%
Home Values \$10,000 to \$24,999	589	5.4%	1,739	6.0%	2,391	5.5%	3,500	5.3%
Home Values Under \$10,000	453	4.2%	1,336	4.6%	1,752	4.1%	2,348	3.6%
Owner-Occupied Median Home Value	\$137,406		\$140,017		\$142,394		\$149,024	
Renter-Occupied Median Rent	\$796		\$768		\$775		\$787	

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups



MANAGEMENT LLC

RFULL9

Lat/Lon: 28.088/-81.9728

3606 US Hwy 98 N

Lakeland, FL 33809

3 mi radius 5 mi radius 7 mi radius 10 mi radius

Total Annual Consumer Expenditure (2019)

Total Household Expenditure	\$1.03 B	\$2.51 B	\$3.68 B	\$5.59 B
Total Non-Retail Expenditure	\$543.28 M	\$1.32 B	\$1.94 B	\$2.94 B
Total Retail Expenditure	\$485.72 M	\$1.19 B	\$1.74 B	\$2.65 B
Apparel	\$35.48 M	\$86.89 M	\$127.35 M	\$194.17 M
Contributions	\$31.87 M	\$78.27 M	\$115.6 M	\$177.51 M
Education	\$27.3 M	\$67.33 M	\$99.54 M	\$154.41 M
Entertainment	\$56.29 M	\$138.48 M	\$203.43 M	\$311.31 M
Food and Beverages	\$153.82 M	\$375.03 M	\$548.32 M	\$829.98 M
Furnishings and Equipment	\$35.08 M	\$86.3 M	\$126.79 M	\$193.93 M
Gifts	\$23.69 M	\$57.95 M	\$85.77 M	\$131.68 M
Health Care	\$90.34 M	\$220.06 M	\$321.92 M	\$486.07 M
Household Operations	\$39.84 M	\$97.46 M	\$143.11 M	\$218.01 M
Miscellaneous Expenses	\$19.34 M	\$47.33 M	\$69.43 M	\$105.55 M
Personal Care	\$13.8 M	\$33.71 M	\$49.38 M	\$74.99 M
Personal Insurance	\$6.71 M	\$16.66 M	\$24.6 M	\$38.08 M
Reading	\$2.24 M	\$5.48 M	\$8.05 M	\$12.22 M
Shelter	\$218.7 M	\$531.8 M	\$777.75 M	\$1.18 B
Tobacco	\$7.16 M	\$17.09 M	\$24.75 M	\$36.44 M
Transportation	\$186.71 M	\$458.01 M	\$670.95 M	\$1.02 B
Utilities	\$80.63 M	\$195.41 M	\$284.92 M	\$427.61 M

Monthly Household Consumer Expenditure (2019)

Total Household Expenditure	\$3,711		\$3,877		\$4,014		\$4,267	
Total Non-Retail Expenditure	\$1,959	52.8%	\$2,043	52.7%	\$2,116	52.7%	\$2,247	52.7%
Total Retail Expenditures	\$1,752	47.2%	\$1,833	47.3%	\$1,898	47.3%	\$2,019	47.3%
Apparel	\$128	3.4%	\$134	3.5%	\$139	3.5%	\$148	3.5%
Contributions	\$115	3.1%	\$121	3.1%	\$126	3.1%	\$135	3.2%
Education	\$98	2.7%	\$104	2.7%	\$109	2.7%	\$118	2.8%
Entertainment	\$203	5.5%	\$214	5.5%	\$222	5.5%	\$238	5.6%
Food and Beverages	\$555	14.9%	\$578	14.9%	\$598	14.9%	\$634	14.8%
Furnishings and Equipment	\$127	3.4%	\$133	3.4%	\$138	3.4%	\$148	3.5%
Gifts	\$85	2.3%	\$89	2.3%	\$94	2.3%	\$101	2.4%
Health Care	\$326	8.8%	\$339	8.8%	\$351	8.7%	\$371	8.7%
Household Operations	\$144	3.9%	\$150	3.9%	\$156	3.9%	\$166	3.9%
Miscellaneous Expenses	\$70	1.9%	\$73	1.9%	\$76	1.9%	\$81	1.9%
Personal Care	\$50	1.3%	\$52	1.3%	\$54	1.3%	\$57	1.3%
Personal Insurance	\$24	0.7%	\$26	0.7%	\$27	0.7%	\$29	0.7%
Reading	\$8	0.2%	\$8	0.2%	\$9	0.2%	\$9	0.2%
Shelter	\$789	21.3%	\$820	21.2%	\$848	21.1%	\$898	21.0%
Tobacco	\$26	0.7%	\$26	0.7%	\$27	0.7%	\$28	0.7%
Transportation	\$673	18.1%	\$706	18.2%	\$732	18.2%	\$780	18.3%
Utilities	\$291	7.8%	\$301	7.8%	\$311	7.7%	\$326	7.7%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.