



Community Profile

101-199 N Kentucky Ave
 101-199 N Kentucky Ave, Lakeland, Florida, 33801
 Rings: 1, 2, 3 mile radii

Prepared by Esri
 Latitude: 28.04421
 Longitude: -81.95520

	1 mile	2 miles	3 miles
Population Summary			
2000 Total Population	8,774	33,740	67,939
2010 Total Population	8,259	34,382	69,368
2018 Total Population	8,876	35,886	73,624
2018 Group Quarters	1,056	2,178	3,843
2023 Total Population	9,424	37,511	77,708
2018-2023 Annual Rate	1.21%	0.89%	1.09%
2018 Total Daytime Population	18,672	51,130	88,948
Workers	12,855	27,988	42,122
Residents	5,817	23,142	46,826
Household Summary			
2000 Households	4,302	14,262	27,767
2000 Average Household Size	1.96	2.32	2.35
2010 Households	3,743	13,687	27,139
2010 Average Household Size	1.94	2.36	2.42
2018 Households	3,913	14,026	28,403
2018 Average Household Size	2.00	2.40	2.46
2023 Households	4,142	14,617	29,913
2023 Average Household Size	2.02	2.42	2.47
2018-2023 Annual Rate	1.14%	0.83%	1.04%
2010 Families	1,622	7,657	15,929
2010 Average Family Size	2.80	3.09	3.09
2018 Families	1,669	7,727	16,454
2018 Average Family Size	2.87	3.13	3.12
2023 Families	1,750	7,990	17,219
2023 Average Family Size	2.90	3.15	3.14
2018-2023 Annual Rate	0.95%	0.67%	0.91%
Housing Unit Summary			
2000 Housing Units	4,844	16,757	32,715
Owner Occupied Housing Units	25.9%	42.5%	47.9%
Renter Occupied Housing Units	62.9%	42.6%	36.9%
Vacant Housing Units	11.2%	14.9%	15.1%
2010 Housing Units	4,649	16,431	32,477
Owner Occupied Housing Units	23.1%	39.5%	44.3%
Renter Occupied Housing Units	57.4%	43.8%	39.3%
Vacant Housing Units	19.5%	16.7%	16.4%
2018 Housing Units	5,099	17,342	34,600
Owner Occupied Housing Units	18.9%	34.1%	39.5%
Renter Occupied Housing Units	57.8%	46.7%	42.6%
Vacant Housing Units	23.3%	19.1%	17.9%
2023 Housing Units	5,428	18,124	36,546
Owner Occupied Housing Units	20.0%	35.6%	41.3%
Renter Occupied Housing Units	56.3%	45.0%	40.6%
Vacant Housing Units	23.7%	19.4%	18.1%
Median Household Income			
2018	\$29,170	\$35,695	\$37,179
2023	\$34,826	\$39,873	\$42,285
Median Home Value			
2018	\$148,692	\$99,397	\$100,576
2023	\$177,596	\$127,056	\$127,390
Per Capita Income			
2018	\$20,512	\$20,568	\$21,834
2023	\$23,430	\$23,664	\$25,416
Median Age			
2010	37.1	35.9	36.4
2018	37.9	36.9	37.5
2023	38.4	37.4	38.3

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	3,913	14,026	28,403
<\$15,000	27.2%	21.2%	18.0%
\$15,000 - \$24,999	17.4%	15.5%	15.4%
\$25,000 - \$34,999	11.0%	12.2%	13.6%
\$35,000 - \$49,999	15.1%	16.1%	16.0%
\$50,000 - \$74,999	14.4%	17.9%	17.9%
\$75,000 - \$99,999	6.3%	8.1%	8.7%
\$100,000 - \$149,999	5.4%	5.4%	6.4%
\$150,000 - \$199,999	1.4%	1.7%	1.8%
\$200,000+	1.6%	1.8%	2.4%
Average Household Income	\$44,553	\$49,643	\$53,370
2023 Households by Income			
Household Income Base	4,142	14,617	29,913
<\$15,000	23.6%	18.1%	15.1%
\$15,000 - \$24,999	15.8%	13.6%	13.1%
\$25,000 - \$34,999	10.8%	11.6%	12.6%
\$35,000 - \$49,999	16.0%	16.4%	16.1%
\$50,000 - \$74,999	16.1%	19.6%	19.5%
\$75,000 - \$99,999	7.5%	9.5%	10.2%
\$100,000 - \$149,999	6.7%	6.7%	8.0%
\$150,000 - \$199,999	1.6%	2.1%	2.2%
\$200,000+	2.0%	2.3%	3.1%
Average Household Income	\$51,964	\$57,847	\$62,823
2018 Owner Occupied Housing Units by Value			
Total	964	5,922	13,660
<\$50,000	8.4%	27.9%	28.2%
\$50,000 - \$99,999	24.2%	22.4%	21.7%
\$100,000 - \$149,999	17.8%	14.0%	14.9%
\$150,000 - \$199,999	17.4%	13.1%	12.2%
\$200,000 - \$249,999	10.7%	6.4%	6.0%
\$250,000 - \$299,999	9.4%	5.0%	4.7%
\$300,000 - \$399,999	7.6%	5.4%	4.8%
\$400,000 - \$499,999	3.3%	2.9%	2.8%
\$500,000 - \$749,999	0.1%	1.4%	2.8%
\$750,000 - \$999,999	0.5%	0.6%	1.2%
\$1,000,000 - \$1,499,999	0.4%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$175,026	\$148,492	\$156,224
2023 Owner Occupied Housing Units by Value			
Total	1,088	6,456	15,077
<\$50,000	6.3%	24.1%	24.2%
\$50,000 - \$99,999	18.8%	18.8%	18.0%
\$100,000 - \$149,999	15.5%	13.2%	14.1%
\$150,000 - \$199,999	16.8%	13.5%	12.3%
\$200,000 - \$249,999	13.1%	7.6%	7.0%
\$250,000 - \$299,999	11.8%	7.0%	6.8%
\$300,000 - \$399,999	9.9%	7.3%	6.5%
\$400,000 - \$499,999	5.4%	4.6%	4.1%
\$500,000 - \$749,999	0.5%	1.9%	4.1%
\$750,000 - \$999,999	1.4%	1.1%	2.1%
\$1,000,000 - \$1,499,999	0.4%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$205,272	\$175,391	\$189,002

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	8,260	34,382	69,367
0 - 4	6.4%	7.2%	7.1%
5 - 9	5.1%	6.6%	6.4%
10 - 14	4.4%	5.9%	6.0%
15 - 24	19.2%	17.0%	16.6%
25 - 34	12.7%	12.4%	12.4%
35 - 44	11.2%	10.8%	10.9%
45 - 54	14.5%	13.0%	12.6%
55 - 64	10.9%	11.0%	11.1%
65 - 74	6.6%	7.9%	8.5%
75 - 84	5.5%	5.5%	5.8%
85 +	3.5%	2.8%	2.7%
18 +	81.0%	76.4%	76.7%
2018 Population by Age			
Total	8,877	35,887	73,626
0 - 4	5.9%	6.7%	6.6%
5 - 9	5.3%	6.2%	6.1%
10 - 14	4.9%	5.9%	5.8%
15 - 24	16.4%	15.5%	15.1%
25 - 34	14.3%	13.7%	13.6%
35 - 44	10.8%	10.5%	10.6%
45 - 54	12.2%	10.9%	10.7%
55 - 64	12.9%	12.3%	12.2%
65 - 74	8.6%	9.8%	10.4%
75 - 84	5.1%	5.5%	6.0%
85 +	3.5%	3.0%	3.0%
18 +	81.1%	77.9%	78.2%
2023 Population by Age			
Total	9,424	37,510	77,707
0 - 4	6.0%	6.7%	6.6%
5 - 9	5.2%	6.1%	6.1%
10 - 14	5.0%	5.9%	5.9%
15 - 24	15.8%	15.0%	14.5%
25 - 34	14.0%	13.5%	13.0%
35 - 44	11.5%	11.3%	11.4%
45 - 54	11.3%	10.3%	10.1%
55 - 64	12.4%	11.5%	11.6%
65 - 74	9.4%	10.5%	11.1%
75 - 84	6.0%	6.3%	6.8%
85 +	3.3%	2.8%	2.9%
18 +	81.0%	77.9%	78.1%
2010 Population by Sex			
Males	4,043	16,416	33,029
Females	4,216	17,966	36,339
2018 Population by Sex			
Males	4,370	17,199	35,131
Females	4,505	18,687	38,494
2023 Population by Sex			
Males	4,663	18,100	37,240
Females	4,761	19,410	40,468

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2010 Population by Race/Ethnicity			
Total	8,259	34,382	69,369
White Alone	60.5%	57.8%	64.0%
Black Alone	31.6%	33.4%	26.5%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.7%	0.9%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.7%	4.4%	4.9%
Two or More Races	3.0%	3.0%	2.9%
Hispanic Origin	11.8%	14.0%	15.3%
Diversity Index	63.0	66.2	64.4
2018 Population by Race/Ethnicity			
Total	8,876	35,886	73,625
White Alone	56.2%	55.1%	61.3%
Black Alone	33.7%	33.9%	26.9%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.8%	1.0%	1.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.2%	5.8%	6.4%
Two or More Races	3.7%	3.7%	3.5%
Hispanic Origin	15.7%	18.2%	19.7%
Diversity Index	68.5	70.6	69.3
2023 Population by Race/Ethnicity			
Total	9,423	37,510	77,706
White Alone	53.9%	53.3%	59.5%
Black Alone	34.3%	34.0%	27.0%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.9%	1.2%	1.4%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	6.3%	6.8%	7.6%
Two or More Races	4.2%	4.2%	4.0%
Hispanic Origin	19.2%	21.8%	23.7%
Diversity Index	71.8	73.7	72.8
2010 Population by Relationship and Household Type			
Total	8,259	34,382	69,368
In Households	87.9%	94.1%	94.8%
In Family Households	57.8%	72.1%	74.3%
Householder	18.2%	22.2%	23.1%
Spouse	9.5%	12.2%	13.7%
Child	23.6%	29.8%	29.4%
Other relative	3.7%	4.6%	4.7%
Nonrelative	2.8%	3.3%	3.4%
In Nonfamily Households	30.1%	22.0%	20.5%
In Group Quarters	12.1%	5.9%	5.2%
Institutionalized Population	0.7%	0.7%	0.8%
Noninstitutionalized Population	11.3%	5.2%	4.3%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	5,987	23,599	48,851
Less than 9th Grade	5.7%	5.7%	6.6%
9th - 12th Grade, No Diploma	11.3%	10.4%	10.8%
High School Graduate	33.1%	35.3%	32.4%
GED/Alternative Credential	4.2%	4.5%	5.0%
Some College, No Degree	19.0%	19.1%	18.6%
Associate Degree	7.6%	7.1%	7.1%
Bachelor's Degree	13.0%	11.8%	13.0%
Graduate/Professional Degree	6.1%	6.2%	6.6%
2018 Population 15+ by Marital Status			
Total	7,442	29,153	59,969
Never Married	47.4%	42.0%	40.3%
Married	30.5%	34.9%	37.0%
Widowed	6.9%	8.3%	7.9%
Divorced	15.3%	14.9%	14.7%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	88.4%	91.3%	91.9%
Civilian Unemployed (Unemployment Rate)	11.6%	8.7%	8.1%
2018 Employed Population 16+ by Industry			
Total	3,100	12,930	27,219
Agriculture/Mining	3.6%	1.7%	1.4%
Construction	4.6%	6.8%	8.1%
Manufacturing	4.8%	7.9%	7.3%
Wholesale Trade	2.3%	3.3%	2.9%
Retail Trade	19.4%	17.1%	16.0%
Transportation/Utilities	4.6%	5.3%	4.9%
Information	2.1%	1.2%	1.2%
Finance/Insurance/Real Estate	4.5%	5.1%	5.5%
Services	52.3%	48.6%	49.9%
Public Administration	1.8%	2.9%	2.7%
2018 Employed Population 16+ by Occupation			
Total	3,097	12,932	27,219
White Collar	55.2%	51.8%	52.0%
Management/Business/Financial	10.7%	9.4%	10.5%
Professional	16.5%	16.2%	16.8%
Sales	14.5%	11.9%	11.6%
Administrative Support	13.6%	14.4%	13.0%
Services	22.5%	21.0%	20.0%
Blue Collar	22.2%	27.2%	28.1%
Farming/Forestry/Fishing	0.5%	0.7%	0.9%
Construction/Extraction	5.0%	6.4%	6.4%
Installation/Maintenance/Repair	2.1%	1.5%	2.4%
Production	4.6%	6.7%	6.6%
Transportation/Material Moving	10.1%	12.0%	11.8%
2010 Population By Urban/ Rural Status			
Total Population	8,259	34,382	69,368
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,743	13,688	27,139
Households with 1 Person	46.0%	35.4%	33.0%
Households with 2+ People	54.0%	64.6%	67.0%
Family Households	43.3%	55.9%	58.7%
Husband-wife Families	23.1%	30.8%	34.8%
With Related Children	9.0%	11.8%	13.1%
Other Family (No Spouse Present)	20.3%	25.1%	23.9%
Other Family with Male Householder	5.2%	5.7%	5.7%
With Related Children	3.2%	3.4%	3.4%
Other Family with Female Householder	15.0%	19.4%	18.2%
With Related Children	10.1%	13.3%	12.4%
Nonfamily Households	10.6%	8.7%	8.3%
All Households with Children	23.0%	29.1%	29.5%
Multigenerational Households	3.6%	5.2%	5.1%
Unmarried Partner Households	8.7%	8.9%	8.8%
Male-female	7.9%	8.0%	8.0%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	3,743	13,686	27,139
1 Person Household	46.0%	35.4%	33.0%
2 Person Household	27.7%	31.0%	32.7%
3 Person Household	12.0%	13.8%	13.8%
4 Person Household	7.3%	9.6%	10.0%
5 Person Household	3.9%	5.5%	5.7%
6 Person Household	1.8%	2.5%	2.5%
7 + Person Household	1.2%	2.1%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	3,743	13,687	27,139
Owner Occupied	28.7%	47.4%	53.0%
Owned with a Mortgage/Loan	19.7%	26.6%	29.1%
Owned Free and Clear	8.9%	20.8%	23.9%
Renter Occupied	71.3%	52.6%	47.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,649	16,431	32,477
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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.

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Top 3 Tapestry Segments			
1.	Hardscrabble Road (8G)	Hardscrabble Road (8G)	Hardscrabble Road (8G)
2.	Set to Impress (11D)	Modest Income Homes (12D)	Senior Escapes (9D)
3.	Emerald City (8B)	Senior Escapes (9D)	Old and Newcomers (8F)
2018 Consumer Spending			
Apparel & Services: Total \$	\$4,707,392	\$18,449,211	\$39,922,245
Average Spent	\$1,203.01	\$1,315.36	\$1,405.56
Spending Potential Index	55	60	65
Education: Total \$	\$3,031,551	\$11,650,238	\$24,955,135
Average Spent	\$774.74	\$830.62	\$878.61
Spending Potential Index	54	57	61
Entertainment/Recreation: Total \$	\$6,777,405	\$27,420,675	\$59,833,109
Average Spent	\$1,732.02	\$1,954.99	\$2,106.58
Spending Potential Index	54	61	65
Food at Home: Total \$	\$11,203,594	\$44,473,609	\$96,600,857
Average Spent	\$2,863.17	\$3,170.80	\$3,401.08
Spending Potential Index	57	63	68
Food Away from Home: Total \$	\$7,595,316	\$29,948,155	\$64,916,058
Average Spent	\$1,941.05	\$2,135.19	\$2,285.54
Spending Potential Index	55	61	65
Health Care: Total \$	\$12,011,225	\$49,782,886	\$109,478,369
Average Spent	\$3,069.57	\$3,549.33	\$3,854.46
Spending Potential Index	54	62	67
HH Furnishings & Equipment: Total \$	\$4,341,839	\$17,596,448	\$38,405,894
Average Spent	\$1,109.59	\$1,254.56	\$1,352.18
Spending Potential Index	53	60	65
Personal Care Products & Services: Total \$	\$1,751,559	\$6,976,288	\$15,205,391
Average Spent	\$447.63	\$497.38	\$535.34
Spending Potential Index	54	60	65
Shelter: Total \$	\$37,274,790	\$143,587,849	\$310,253,176
Average Spent	\$9,525.89	\$10,237.26	\$10,923.25
Spending Potential Index	57	61	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,129,612	\$20,583,911	\$45,238,353
Average Spent	\$1,310.92	\$1,467.55	\$1,592.73
Spending Potential Index	53	59	64
Travel: Total \$	\$4,181,796	\$16,877,738	\$37,062,630
Average Spent	\$1,068.69	\$1,203.32	\$1,304.88
Spending Potential Index	50	56	61
Vehicle Maintenance & Repairs: Total \$	\$2,308,287	\$9,332,228	\$20,360,495
Average Spent	\$589.90	\$665.35	\$716.84
Spending Potential Index	55	62	67

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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