



Demographic and Income Profile

101-199 N Kentucky Ave
 101-199 N Kentucky Ave, Lakeland, Florida, 33801
 Ring: 1 mile radius

Prepared by Esri
 Latitude: 28.04421
 Longitude: -81.95520

Summary	Census 2010	2018	2023
Population	8,259	8,876	9,424
Households	3,743	3,913	4,142
Families	1,622	1,669	1,750
Average Household Size	1.94	2.00	2.02
Owner Occupied Housing Units	1,073	964	1,088
Renter Occupied Housing Units	2,670	2,948	3,055
Median Age	37.1	37.9	38.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.21%	1.41%	0.83%
Households	1.14%	1.36%	0.79%
Families	0.95%	1.30%	0.71%
Owner HHs	2.45%	1.91%	1.16%
Median Household Income	3.61%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,066	27.2%	977	23.6%
\$15,000 - \$24,999	681	17.4%	654	15.8%
\$25,000 - \$34,999	431	11.0%	446	10.8%
\$35,000 - \$49,999	592	15.1%	661	16.0%
\$50,000 - \$74,999	565	14.4%	665	16.1%
\$75,000 - \$99,999	247	6.3%	311	7.5%
\$100,000 - \$149,999	213	5.4%	278	6.7%
\$150,000 - \$199,999	56	1.4%	68	1.6%
\$200,000+	62	1.6%	82	2.0%
Median Household Income	\$29,170		\$34,826	
Average Household Income	\$44,553		\$51,964	
Per Capita Income	\$20,512		\$23,430	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	531	6.4%	526	5.9%	563	6.0%
5 - 9	421	5.1%	469	5.3%	489	5.2%
10 - 14	364	4.4%	438	4.9%	471	5.0%
15 - 19	669	8.1%	633	7.1%	680	7.2%
20 - 24	917	11.1%	821	9.2%	809	8.6%
25 - 34	1,048	12.7%	1,267	14.3%	1,324	14.0%
35 - 44	921	11.2%	960	10.8%	1,085	11.5%
45 - 54	1,195	14.5%	1,086	12.2%	1,061	11.3%
55 - 64	904	10.9%	1,149	12.9%	1,169	12.4%
65 - 74	549	6.6%	760	8.6%	889	9.4%
75 - 84	453	5.5%	457	5.1%	569	6.0%
85+	286	3.5%	311	3.5%	315	3.3%

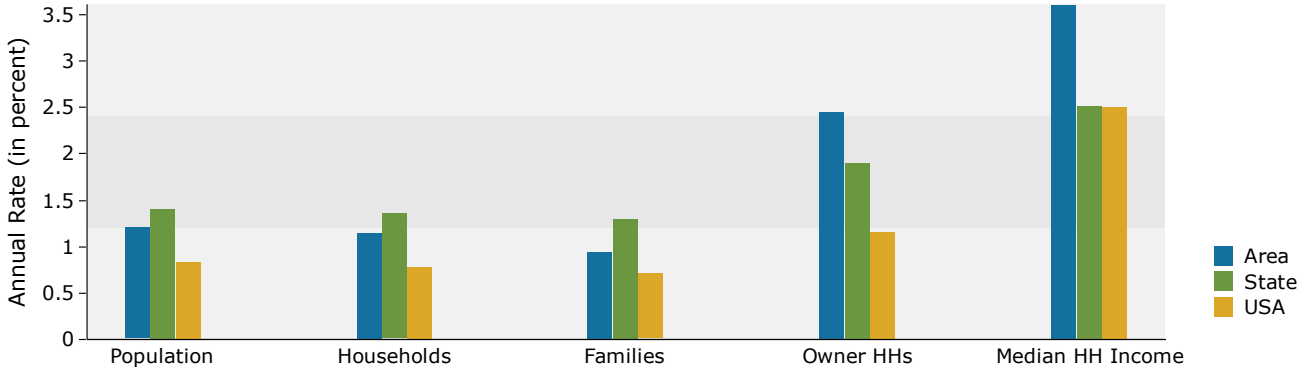
Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5,000	60.5%	4,987	56.2%	5,082	53.9%
Black Alone	2,612	31.6%	2,989	33.7%	3,229	34.3%
American Indian Alone	33	0.4%	39	0.4%	39	0.4%
Asian Alone	59	0.7%	73	0.8%	85	0.9%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	306	3.7%	459	5.2%	590	6.3%
Two or More Races	248	3.0%	328	3.7%	397	4.2%
Hispanic Origin (Any Race)	972	11.8%	1,395	15.7%	1,809	19.2%

Data Note: Income is expressed in current dollars.

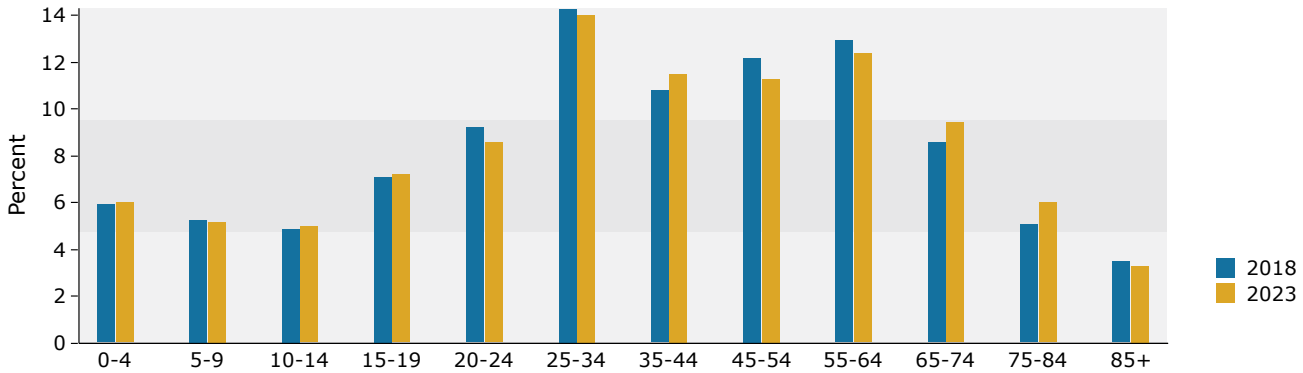
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

October 24, 2018

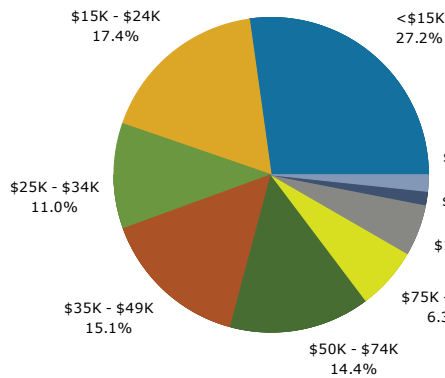
Trends 2018-2023



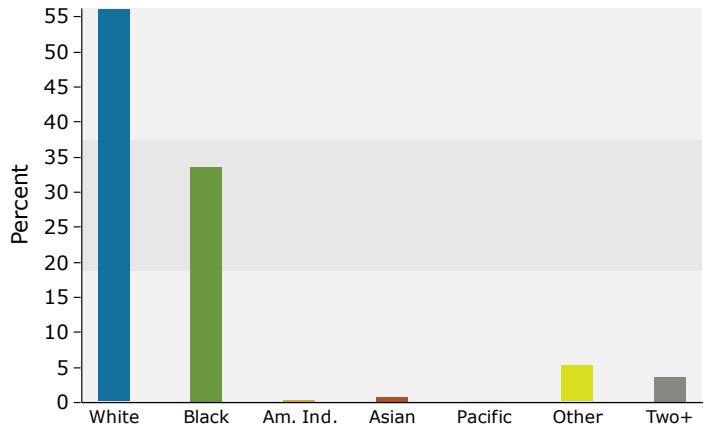
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 15.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



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Summary	Census 2010	2018	2023
Population	34,382	35,886	37,511
Households	13,687	14,026	14,617
Families	7,657	7,727	7,990
Average Household Size	2.36	2.40	2.42
Owner Occupied Housing Units	6,484	5,922	6,456
Renter Occupied Housing Units	7,203	8,104	8,162
Median Age	35.9	36.9	37.4
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.89%	1.41%	0.83%
Households	0.83%	1.36%	0.79%
Families	0.67%	1.30%	0.71%
Owner HHs	1.74%	1.91%	1.16%
Median Household Income	2.24%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	2,970	21.2%	2,647	18.1%
\$15,000 - \$24,999	2,181	15.5%	1,992	13.6%
\$25,000 - \$34,999	1,715	12.2%	1,695	11.6%
\$35,000 - \$49,999	2,253	16.1%	2,402	16.4%
\$50,000 - \$74,999	2,516	17.9%	2,869	19.6%
\$75,000 - \$99,999	1,136	8.1%	1,384	9.5%
\$100,000 - \$149,999	760	5.4%	983	6.7%
\$150,000 - \$199,999	242	1.7%	305	2.1%
\$200,000+	254	1.8%	340	2.3%
Median Household Income	\$35,695		\$39,873	
Average Household Income	\$49,643		\$57,847	
Per Capita Income	\$20,568		\$23,664	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,470	7.2%	2,399	6.7%	2,526	6.7%
5 - 9	2,267	6.6%	2,208	6.2%	2,286	6.1%
10 - 14	2,040	5.9%	2,127	5.9%	2,209	5.9%
15 - 19	2,754	8.0%	2,592	7.2%	2,693	7.2%
20 - 24	3,077	8.9%	2,960	8.2%	2,921	7.8%
25 - 34	4,251	12.4%	4,925	13.7%	5,068	13.5%
35 - 44	3,706	10.8%	3,784	10.5%	4,233	11.3%
45 - 54	4,465	13.0%	3,899	10.9%	3,882	10.3%
55 - 64	3,785	11.0%	4,407	12.3%	4,314	11.5%
65 - 74	2,716	7.9%	3,515	9.8%	3,942	10.5%
75 - 84	1,878	5.5%	1,991	5.5%	2,376	6.3%
85+	972	2.8%	1,080	3.0%	1,060	2.8%

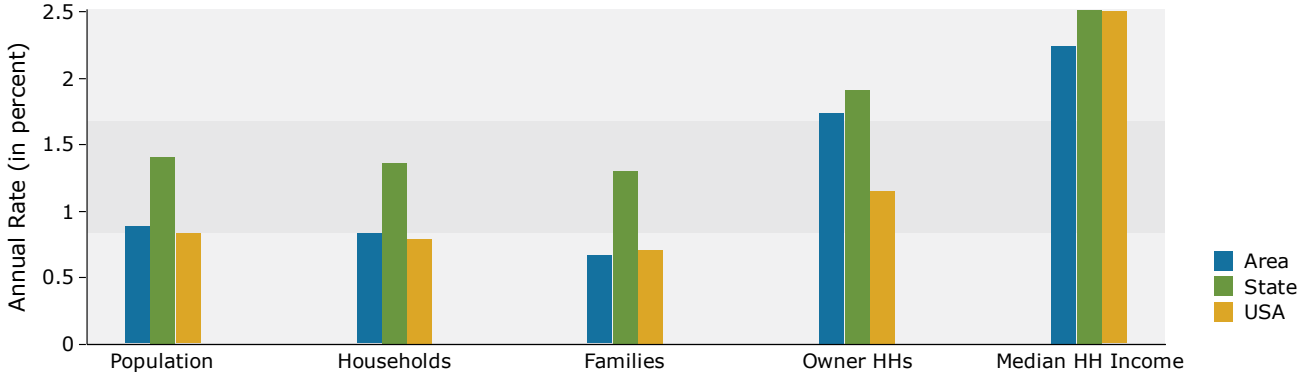
Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	19,859	57.8%	19,779	55.1%	20,011	53.3%
Black Alone	11,482	33.4%	12,148	33.9%	12,738	34.0%
American Indian Alone	149	0.4%	163	0.5%	169	0.5%
Asian Alone	305	0.9%	370	1.0%	433	1.2%
Pacific Islander Alone	29	0.1%	35	0.1%	38	0.1%
Some Other Race Alone	1,519	4.4%	2,073	5.8%	2,559	6.8%
Two or More Races	1,039	3.0%	1,318	3.7%	1,562	4.2%
Hispanic Origin (Any Race)	4,827	14.0%	6,516	18.2%	8,194	21.8%

Data Note: Income is expressed in current dollars.

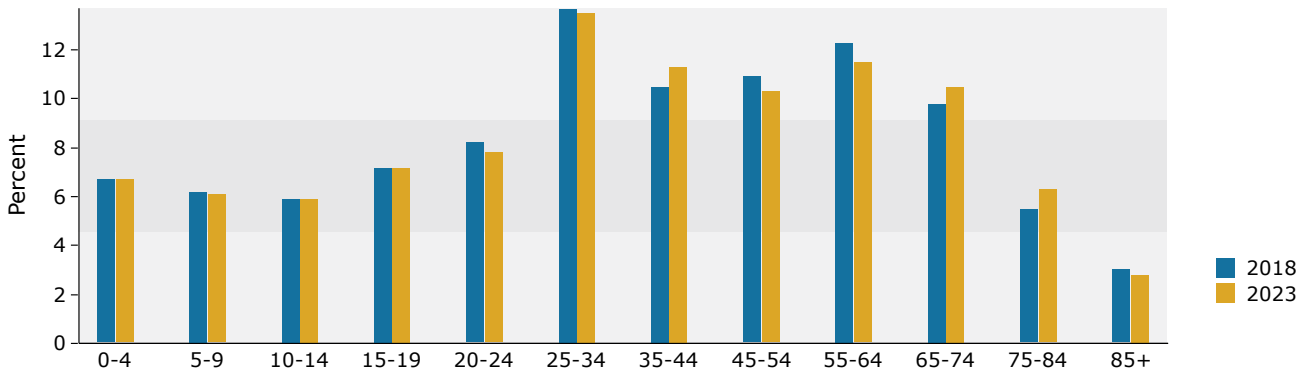
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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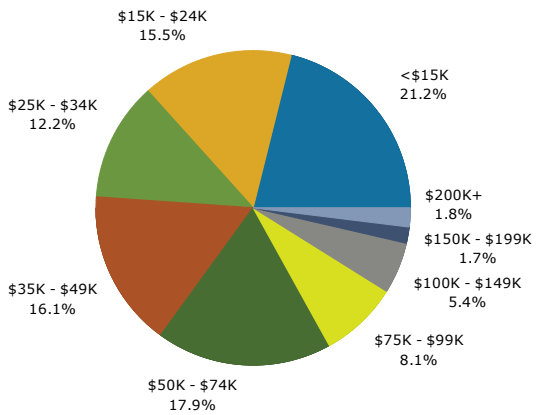
Trends 2018-2023



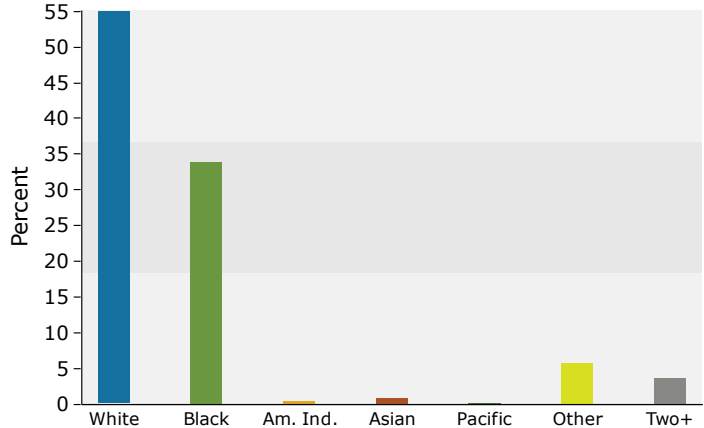
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 18.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



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Summary	Census 2010	2018	2023
Population	69,368	73,624	77,708
Households	27,139	28,403	29,913
Families	15,929	16,454	17,219
Average Household Size	2.42	2.46	2.47
Owner Occupied Housing Units	14,385	13,660	15,077
Renter Occupied Housing Units	12,754	14,743	14,836
Median Age	36.4	37.5	38.3
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.09%	1.41%	0.83%
Households	1.04%	1.36%	0.79%
Families	0.91%	1.30%	0.71%
Owner HHs	1.99%	1.91%	1.16%
Median Household Income	2.61%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	5,100	18.0%	4,502	15.1%
\$15,000 - \$24,999	4,365	15.4%	3,930	13.1%
\$25,000 - \$34,999	3,849	13.6%	3,775	12.6%
\$35,000 - \$49,999	4,540	16.0%	4,828	16.1%
\$50,000 - \$74,999	5,081	17.9%	5,834	19.5%
\$75,000 - \$99,999	2,459	8.7%	3,056	10.2%
\$100,000 - \$149,999	1,815	6.4%	2,394	8.0%
\$150,000 - \$199,999	517	1.8%	665	2.2%
\$200,000+	677	2.4%	930	3.1%
Median Household Income	\$37,179		\$42,285	
Average Household Income	\$53,370		\$62,823	
Per Capita Income	\$21,834		\$25,416	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,918	7.1%	4,861	6.6%	5,129	6.6%
5 - 9	4,420	6.4%	4,508	6.1%	4,732	6.1%
10 - 14	4,193	6.0%	4,287	5.8%	4,560	5.9%
15 - 19	5,423	7.8%	5,171	7.0%	5,414	7.0%
20 - 24	6,087	8.8%	5,946	8.1%	5,848	7.5%
25 - 34	8,626	12.4%	9,977	13.6%	10,107	13.0%
35 - 44	7,547	10.9%	7,808	10.6%	8,828	11.4%
45 - 54	8,770	12.6%	7,885	10.7%	7,864	10.1%
55 - 64	7,670	11.1%	8,947	12.2%	8,993	11.6%
65 - 74	5,862	8.5%	7,639	10.4%	8,653	11.1%
75 - 84	3,998	5.8%	4,391	6.0%	5,320	6.8%
85+	1,856	2.7%	2,206	3.0%	2,259	2.9%

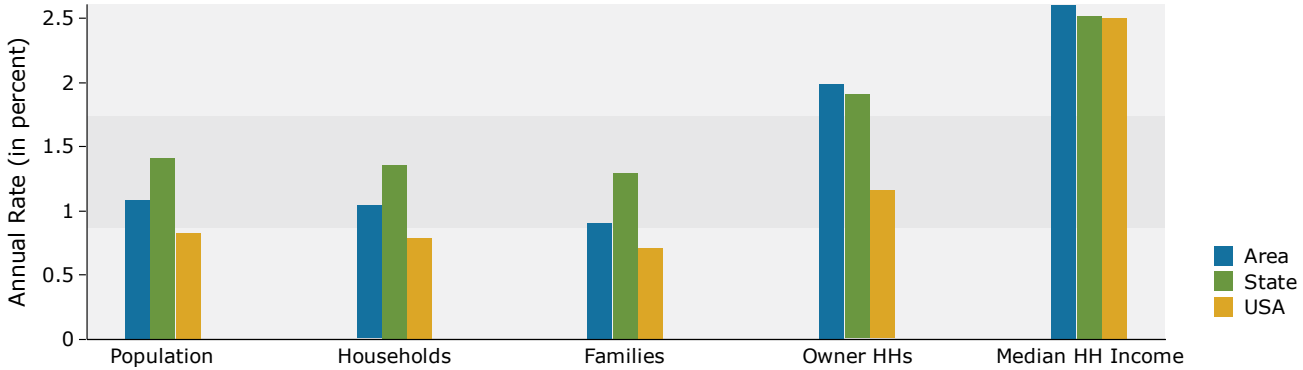
Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	44,404	64.0%	45,144	61.3%	46,209	59.5%
Black Alone	18,411	26.5%	19,831	26.9%	20,974	27.0%
American Indian Alone	311	0.4%	345	0.5%	368	0.5%
Asian Alone	733	1.1%	895	1.2%	1,057	1.4%
Pacific Islander Alone	70	0.1%	86	0.1%	95	0.1%
Some Other Race Alone	3,428	4.9%	4,723	6.4%	5,891	7.6%
Two or More Races	2,012	2.9%	2,601	3.5%	3,112	4.0%
Hispanic Origin (Any Race)	10,591	15.3%	14,495	19.7%	18,427	23.7%

Data Note: Income is expressed in current dollars.

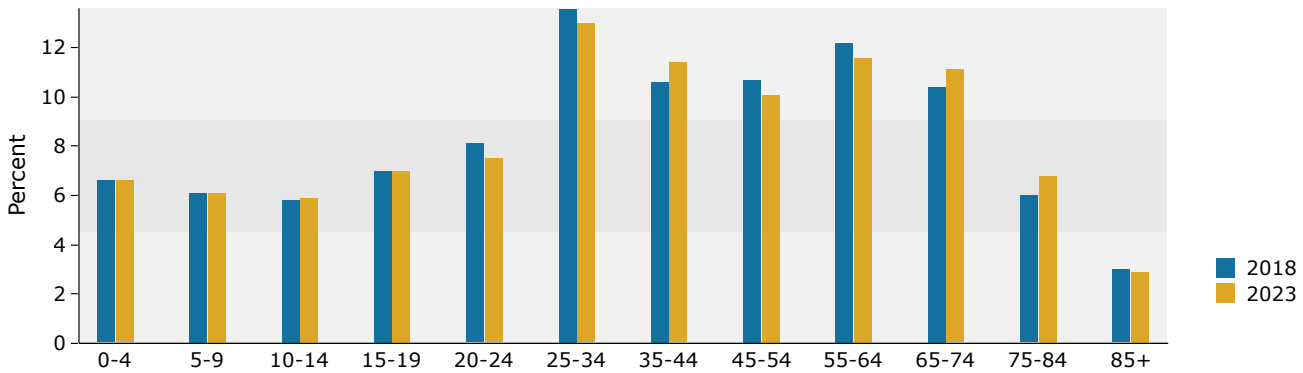
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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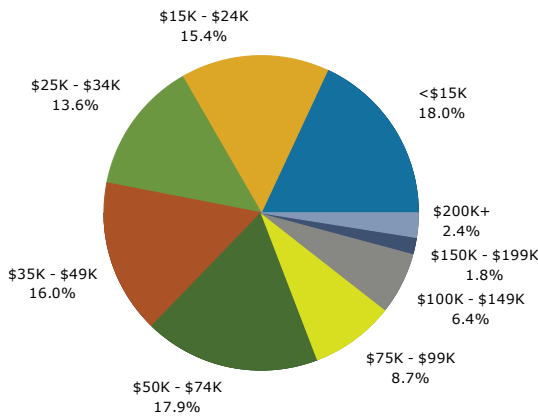
Trends 2018-2023



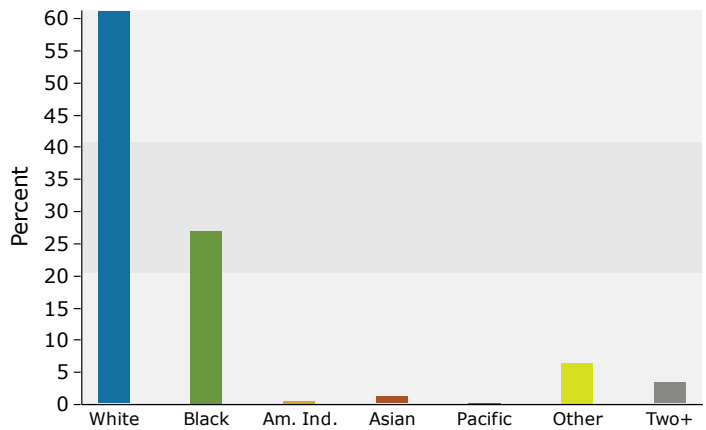
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 19.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.