

Polk County Demographic Report

Polk County Florida accounts for 1798 square miles of land in central Florida and sits along the I-4 corridor in between Osceola and Hillsborough Counties. As a statistical area it is coexistent with the Lakeland-Winter Haven Metropolitan Statistical Area (MSA). It has a population density (357.6 persons per square mile) which is comparable to Florida (353.4 ppsm), but it more sparsely populated than the surrounding MSAs (679.48 and 1161.5 ppsm for the Orlando and Tampa MSAs, respectively).

Figure 1: 2016 Population Estimates by Age

2016 Population by Age	Polk County	Florida	US
Total	642,909	20,108,440	323,580,626
0 - 4	6.1%	5.4%	6.2%
5 - 9	6.1%	5.5%	6.3%
10 - 14	6.2%	5.7%	6.5%
15 - 24	12.3%	12.4%	13.6%
25 - 34	12.4%	12.8%	13.6%
35 - 44	11.6%	11.9%	12.6%
45 - 54	12.2%	13.3%	13.3%
55 - 64	13.0%	13.4%	12.8%
65 - 74	11.6%	10.9%	8.8%
75 - 84	6.2%	6.0%	4.3%
85 +	2.3%	2.6%	1.9%
18 +	78.0%	80.1%	77.3%

Source: ESRI Business Analytics

As of 2016, Polk County had an estimated population of 642,909 with a demographic make-up spread fairly evenly across ages of 15 – 74 years, which is consistent with Florida as a whole, but slightly older relative to the U.S. as a whole. The population is continuing to shift older, the proportion of the population is increasing in those 55 and older and shrinking in those under 14 in comparison to 2015. This follows a large trend in the nation as the population is projected to shift older over the next several years. These statistics suggest that while Polk County is attractive to retirees and maintains a fair share of families (as evidenced by the high representation of the population under 14 years old), it showed signs of turning the corner in the past year among 25 – 44 year olds as the proportion remained steady.

From 2010 to 2016, Polk County grew at a rate (6.8%) that was faster than the nation (4.8%) and consistent with Florida (7.0%).

In terms of racial distribution, Polk County is similarly diverse to both the Florida and the Nation as a whole. The make-up, however, is slightly different, falling in between the nation and Florida in Hispanic and Black population and underrepresented among Asians. From 2015, Polk County, as well as the nation, continue to become more racially diverse, with a growing Hispanic population.

Figure 2: 2016 Population Estimates by Race/Ethnicity

2016 Population by Race/Ethnicity	Polk County	Florida	US
Total	642,909	20,108,440	323,580,626
White Alone	72.9%	73.4%	70.5%
Black Alone	15.4%	16.4%	12.8%
American Indian Alone	0.5%	0.4%	1.0%
Asian Alone	1.8%	2.8%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	6.5%	4.1%	6.8%
Two or More Races	2.9%	2.9%	3.3%
Hispanic Origin	21.1%	25.1%	17.9%
Diversity Index	62.9	64.7	63.5

Source: ESRI Business Analytics

When comparing educational attainment, Polk County exceeds the nation in non-high school graduates and lags in college (associate, bachelor's and graduate/professional) graduates, as seen in Figure 3. Polk County lags behind Florida by 9.5 percentage points and the U.S. by 10.5 percentage points in college graduates. While part of this is explainable by the overall demographic differences (the slight differences in age group representation combined with lower degree rates among the 65 and over group), most of the difference persists.

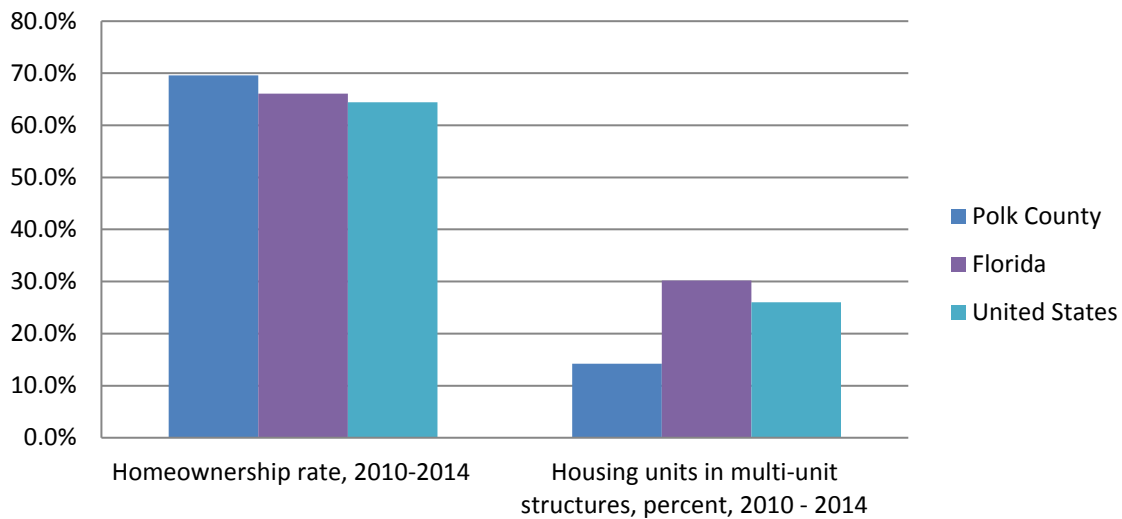
Figure 3: 2016 Population Estimates by Education

2016 Population 25+ by Educational Attainment	Polk County	Florida	US
Total	445,383	14,273,655	218,022,951
Less than 9th Grade	6.1%	5.1%	5.5%
9th - 12th Grade, No Diploma	9.5%	7.3%	7.3%
High School Graduate	30.3%	25.2%	23.6%
GED/Alternative Credential	5.8%	4.2%	4.0%
Some College, No Degree	20.2%	20.6%	20.9%
Associate Degree	8.7%	9.9%	8.2%
Bachelor's Degree	13.3%	17.7%	18.8%
Graduate/Professional Degree	6.1%	10.0%	11.6%

Source: ESRI Business Analytics

While Polk County exceeds the state and nation in homeownership, it lags behind in the usage of multi-unit housing, as seen in Figure 4. The lack of multi-unit availability may be explainable by several factors including, a significant advantage in single-family home affordability, undeveloped land and demographic make-up (lower portions of 25 – 34 year olds), that said, the lack of multi-family housing may explain the demographic make-up as well. The first half of 2016 saw significant increase in multifamily housing permits pulled, suggesting that the market is beginning to close the gap.

Figure 4: Home Ownership and Multi-Unit Housing



Source: 2010 - 2014 ACS

In addition to having a higher ownership rate, Polk County also has a higher rate of homes without a mortgage relative to the nation and the state, as seen in Figure 5. This is a function of both the lower property values and the larger proportion of older residents as compared to the state and nation.

Polk County is comparable to Florida with respect to overall vacancy, with slightly higher homeowner vacancy, but slightly lower rental vacancy. Polk County and Florida tend to have higher vacancy rates because of the prevalence of second/vacation homes as compared to the nation.

Figure 5: 2010 - 2014 Housing Characteristics

2010 - 2014 Housing Characteristics	Polk County	Florida	US
HOUSING OCCUPANCY			
Total housing units	281,617	9,051,851	132,741,033
Occupied housing units	78.3%	79.7%	87.5%
Vacant housing units	21.7%	20.3%	12.5%
Homeowner vacancy rate	3.5%	3.0%	2.1%
Rental vacancy rate	9.4%	9.7%	6.9%
HOUSING TENURE			
Occupied housing units	220,556	7,217,508	116,211,092
Owner-occupied	69.6%	66.1%	64.4%
Renter-occupied	30.4%	33.9%	35.6%
MORTGAGE STATUS			
Owner-occupied units	153,444	4,772,944	74,787,460
Housing units with a mortgage	55.3%	61.1%	65.6%
Housing units without a mortgage	44.7%	38.9%	34.4%

Source: ESRI Business Analytics

As seen in Figure 6, Polk County had a lower average home value than the state and nation. The average home value increased by 4.6% from 2015, lagging behind Florida (9.3%) but leading the nation (0.7%). The lower values creates an incentive for households to buy rather than rent, as well as make single family homes more affordable, reducing the demand for purchases within multi-unit structures. With nearly 60% of the home values below \$150,000 (as compared to 40% and 37% for Florida and the nation, respectively), Polk County offers a large portion of affordable housing options.

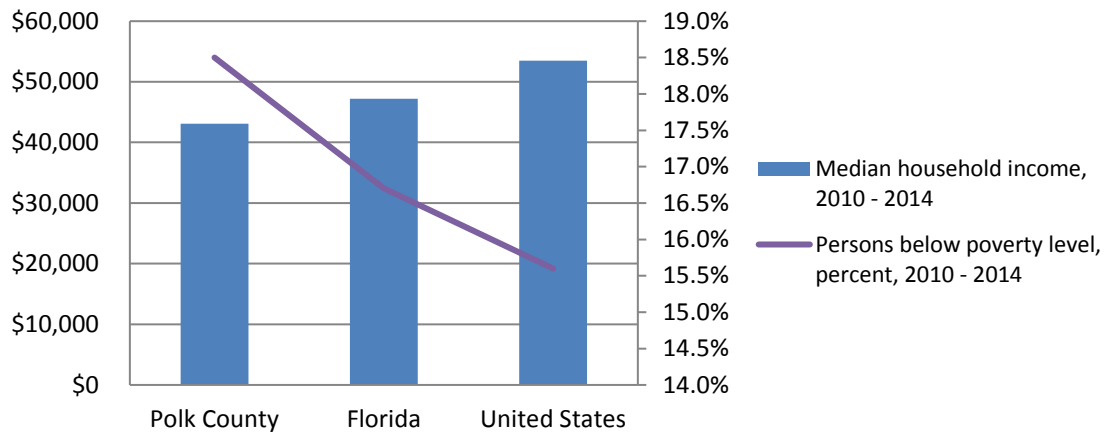
Figure 6: Owner Occupied Housing Units by Value

2016 Owner Occupied Housing Units by Value	Polk County	Florida	US
Total	158,595	4,935,718	76,415,645
<\$50,000	18.10%	10.00%	9.10%
\$50,000 - \$99,999	23.00%	15.30%	13.60%
\$100,000 - \$149,999	18.70%	14.40%	14.00%
\$150,000 - \$199,999	14.40%	14.00%	13.60%
\$200,000 - \$249,999	8.50%	10.70%	10.60%
\$250,000 - \$299,999	4.90%	7.20%	7.90%
\$300,000 - \$399,999	6.10%	11.90%	11.00%
\$400,000 - \$499,999	2.60%	5.70%	6.60%
\$500,000 - \$749,999	2.20%	5.70%	7.50%
\$750,000 - \$999,999	0.70%	2.40%	3.30%
\$1,000,000 +	0.70%	2.80%	2.80%
Average Home Value	\$165,050	\$259,270	\$278,061

Source: ESRI Business Analytics

When comparing income across geographies, Polk County averaged 80.5% of the national average median income, while Florida averaged 88.3% from 2010 - 2014. This has led to substantially higher poverty rates within the county than in the comparable geographies, as seen in Figure 7. We have also seen poverty levels increasing across the geographies, with increases of 5.7%, 7.1% and 4.7% for the county, state and nation, respectively since the 2008 – 2012 ACS survey. Given the time span of the survey, we should expect to see these drop back down once the post-recession years (2010 – 2012) have phased out by the 2013 – 2017 survey period.

Figure 7: Median Income and Poverty Level



Source: 2010 - 2014 U.S. Census Data

Figure 8: 2016 Households by Income

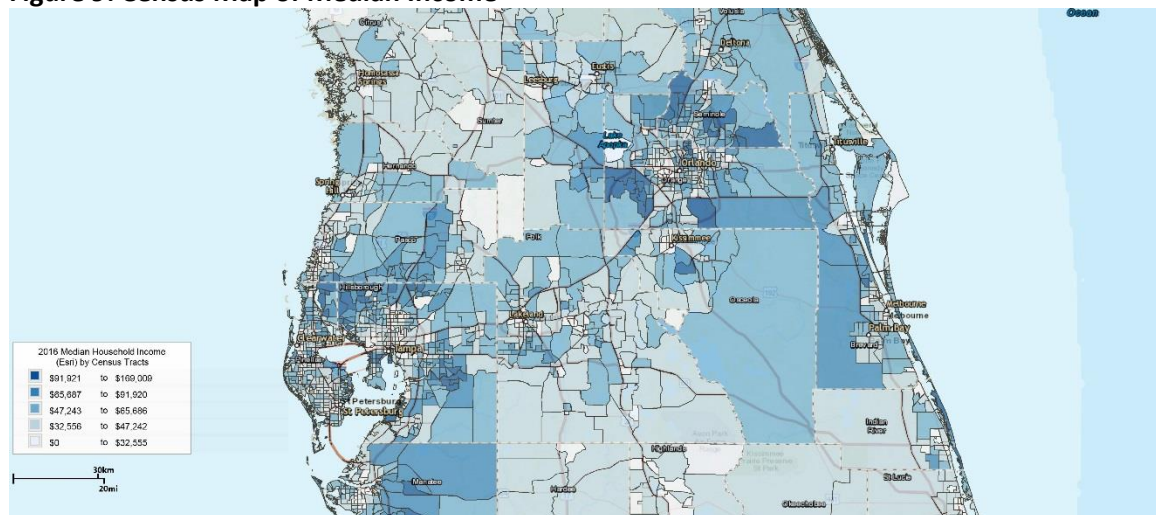
2016 Households by Income	Polk County	Florida	US
Household Income Base	240,057	7,858,370	121,784,504
<\$15,000	13.90%	13.40%	12.50%
\$15,000 - \$24,999	12.70%	11.60%	10.10%
\$25,000 - \$34,999	12.50%	11.50%	10.10%
\$35,000 - \$49,999	16.10%	14.70%	13.30%
\$50,000 - \$74,999	19.80%	18.50%	17.70%
\$75,000 - \$99,999	11.30%	11.00%	12.30%
\$100,000 - \$149,999	9.00%	11.30%	13.40%
\$150,000 - \$199,999	2.40%	4.00%	5.30%
\$200,000+	2.20%	4.10%	5.40%
Average Household Income	\$59,091	\$69,330	\$77,008

Source: ESRI Business Analytics

Polk County has a disproportionately high number of low and middle income households while having a lower proportion of households with incomes greater than \$100,000 in comparison to Florida and the nation. The distribution is changing, however, as there are 0.9% more households with incomes above \$150,000 as compared to 2015, besting the gains in Florida and the nation, with each gaining 0.5%. The lower tail has shifted as well, with 1.4% fewer households with incomes below \$50,000, in comparison with 0.9% for the state and nation.

In Figure 9, we can see a mapping of the median incomes by census tract, with the darker colors representing higher levels of income. From this picture, we can see that parts of western and central Polk County are similar to Hillsborough, Osceola and Orange Counties, while the southern and eastern parts are similar to Hardee and Highlands County.

Figure 9: Census Map of Median Income



Source: ESRI Business Analytics

Despite the income disparities, Polk County retains a cost of living advantage as seen in Figure 10, below. Comparing the ratio of housing prices to income, we can see the large advantage held by Polk County, as the housing prices are low relative to income. An old rule of thumb was that you should not borrow more than 3X your income for your mortgage in order to not overextend. While individual circumstances and changing market conditions, namely interest rates, would impact what is truly appropriate, an average household purchasing an average house in Polk County would fall comfortably below that threshold.

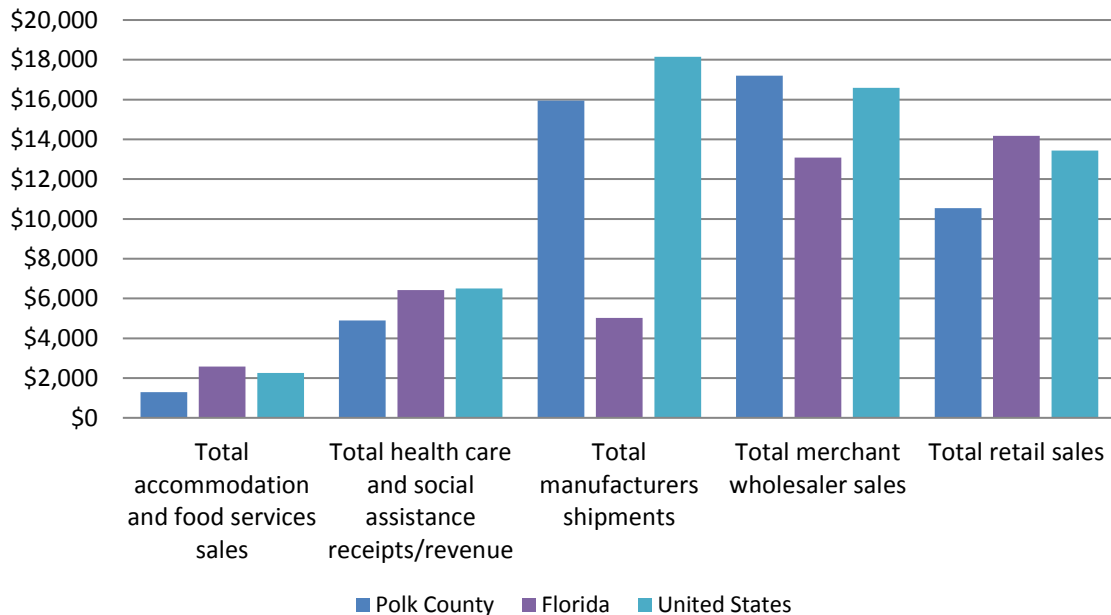
Figure 10: Ratio of Housing Prices to Income

Lakeland-Winter Haven MSA (Polk County)	2.79
Orlando-Kissimmee-Sanford MSA	3.65
Tampa-St. Petersburg-Clearwater MSA	3.31
Florida	3.74
United States	3.61

Source: 2009 - 2013 U.S. Census Data

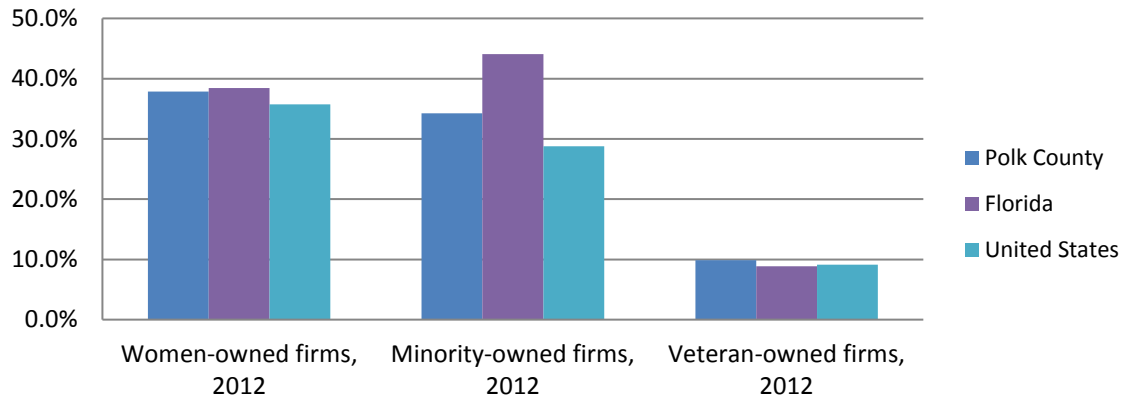
Polk County outpaces Florida in both manufacturing and merchant wholesaler sales per person, while lagging behind in retail and accommodation and food sales. The heavier emphasis on production outweighs the deficiency in the other categories and gives Polk County a larger focus on manufacturing and production over tourism as of 2012. This is continuing to change, however, with the addition of multiple hotels and the growth of LEGOLAND since the survey was conducted.

Figure 11: Industry Sales per capita, 2012 (\$1000s)



Source: 2012 Census Business Survey

Figure 12: Business Ownership



Source: 2012 Census Business Survey

Polk County business ownership has a higher proportion of veteran-owned firms than both the state and national average, while having higher proportions of minority and women owned businesses than the national average. The disproportionate minority ownership within Florida is largely attributable to the racial makeup of the state.



Population Summary	Polk County	Florida	US
2010 Total Population	602,095	18,801,310	308,745,538
2016 Total Population	642,909	20,108,440	323,580,626
2021 Total Population	681,848	21,436,087	337,326,118
2016-2021 Annual Rate	1.18%	1.29%	0.84%
Household Summary	Polk County	Florida	US
2010 Households	227,485	7,420,802	116,716,292
2010 Average Household Size	2.59	2.48	2.58
2016 Households	240,058	7,858,449	121,786,233
2016 Average Household Size	2.63	2.5	2.59
2021 Households	253,229	8,344,165	126,694,268
2021 Average Household Size	2.64	2.52	2.6
2016-2021 Annual Rate	1.07	1.21	0.79
Housing Unit Summary	Polk County	Florida	US
2010 Housing Units	281,214	8,989,580	131,704,730
Owner Occupied Housing Units	57.1%	55.6%	57.7%
Renter Occupied Housing Units	23.8%	26.9%	30.9%
Vacant Housing Units	19.1%	17.5%	11.4%
2016 Housing Units	298,229	9,560,265	137,928,754
Owner Occupied Housing Units	53.2%	51.6%	55.4%
Renter Occupied Housing Units	27.3%	30.6%	32.9%
Vacant Housing Units	19.5%	17.8%	11.7%
2021 Housing Units	314,418	10,135,490	143,620,503
Owner Occupied Housing Units	52.9%	51.4%	55.2%
Renter Occupied Housing Units	27.6%	30.9%	33.0%
Vacant Housing Units	19.5%	17.7%	11.8%
Median Household Income	Polk County	Florida	US
2016	\$43,856	\$48,377	\$54,149
2021	\$50,335	\$54,799	\$59,476
Median Home Value	Polk County	Florida	US
2016	\$123,623	\$186,989	\$198,891
2021	\$157,398	\$221,724	\$231,895
Per Capita Income	Polk County	Florida	US
2016	\$22,615	\$27,618	\$29,472
2021	\$24,506	\$30,218	\$32,025
Median Age	Polk County	Florida	US
2010	39.8	40.8	37.1
2016	41.0	41.9	38.0
2021	41.8	42.5	38.7

2016 Households by Income	Polk County	Florida	US
Household Income Base	240,057	7,858,370	121,784,504
<\$15,000	13.9%	13.4%	12.5%
\$15,000 - \$24,999	12.7%	11.6%	10.1%
\$25,000 - \$34,999	12.5%	11.5%	10.1%
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\$50,000 - \$74,999	19.8%	18.5%	17.7%
\$75,000 - \$99,999	11.3%	11.0%	12.3%
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\$150,000 - \$199,999	2.4%	4.0%	5.3%
\$200,000+	2.2%	4.1%	5.4%
Average Household Income	\$59,091	\$69,330	\$77,008
2021 Households by Income	Polk County	Florida	US
Household Income Base	253,228	8,344,086	126,692,539
<\$15,000	14.1%	13.2%	12.6%
\$15,000 - \$24,999	14.7%	13.0%	9.8%
\$25,000 - \$34,999	9.0%	7.9%	9.7%
\$35,000 - \$49,999	11.8%	10.5%	10.3%
\$50,000 - \$74,999	21.1%	19.9%	16.3%
\$75,000 - \$99,999	13.3%	12.7%	13.5%
\$100,000 - \$149,999	10.6%	13.4%	15.7%
\$150,000 - \$199,999	3.0%	4.9%	6.4%
\$200,000+	2.4%	4.5%	5.9%
Average Household Income	\$64,587	\$76,369	\$84,021
2016 Owner Occupied Housing Units by Value	Polk County	Florida	US
Total	158,595	4,935,718	76,415,645
<\$50,000	18.1%	10.0%	9.1%
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\$750,000 - \$999,999	0.7%	2.4%	3.3%
\$1,000,000 +	0.7%	2.8%	2.8%
Average Home Value	\$165,050	\$259,270	\$278,061
2021 Owner Occupied Housing Units by Value	Polk County	Florida	US
Total	166,397	5,209,722	79,264,146
<\$50,000	12.9%	6.6%	6.8%
\$50,000 - \$99,999	17.7%	10.7%	10.3%
\$100,000 - \$149,999	17.2%	12.5%	11.4%
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\$500,000 - \$749,999	2.9%	6.4%	8.4%
\$750,000 - \$999,999	1.0%	2.9%	3.9%
\$1,000,000 +	0.9%	2.9%	2.9%
Average Home Value	\$197,178	\$285,958	\$306,285

2010 Population by Age	Polk County	Florida	US
Total	602,095	18,801,310	308,745,538
0 - 4	6.5%	5.7%	6.5%
5 - 9	6.5%	5.7%	6.6%
10 - 14	6.5%	6.0%	6.7%
15 - 24	12.8%	13.1%	14.1%
25 - 34	11.8%	12.2%	13.3%
35 - 44	12.2%	12.9%	13.3%
45 - 54	13.3%	14.6%	14.6%
55 - 64	12.3%	12.4%	11.8%
65 - 74	10.1%	9.2%	7.0%
75 - 84	5.9%	5.8%	4.2%
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18 +	76.5%	78.7%	76.0%
2016 Population by Age	Polk County	Florida	US
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18 +	78.0%	80.1%	77.3%
2021 Population by Age	Polk County	Florida	US
Total	681,848	21,436,087	337,326,118
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35 - 44	11.7%	12.0%	12.9%
45 - 54	11.4%	12.0%	12.2%
55 - 64	12.8%	13.4%	12.8%
65 - 74	12.5%	12.1%	10.1%
75 - 84	7.2%	6.9%	5.0%
85 +	2.4%	2.7%	2.0%
18 +	78.3%	80.4%	77.8%
2010 Population by Sex	Polk County	Florida	US
Males	295,313	9,189,355	151,781,326
Females	306,782	9,611,955	156,964,212
2016 Population by Sex	Polk County	Florida	US
Males	315,523	9,844,284	159,395,818
Females	327,386	10,264,156	164,184,808
2021 Population by Sex	Polk County	Florida	US
Males	334,865	10,499,230	166,475,861
Females	346,983	10,936,857	170,850,257

2010 Population by Race/Ethnicity	Polk County	Florida	US
Total	602,095	18,801,310	308,745,538
White Alone	75.2%	75.0%	72.4%
Black Alone	14.8%	16.0%	12.6%
American Indian Alone	0.4%	0.4%	0.9%
Asian Alone	1.6%	2.4%	4.8%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	5.5%	3.6%	6.2%
Two or More Races	2.4%	2.5%	2.9%
Hispanic Origin	17.7%	22.5%	16.3%
Diversity Index	58.3	61.6	60.6
2016 Population by Race/Ethnicity	Polk County	Florida	US
Total	642,909	20,108,440	323,580,626
White Alone	72.9%	73.4%	70.5%
Black Alone	15.4%	16.4%	12.8%
American Indian Alone	0.5%	0.4%	1.0%
Asian Alone	1.8%	2.8%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	6.5%	4.1%	6.8%
Two or More Races	2.9%	2.9%	3.3%
Hispanic Origin	21.1%	25.1%	17.9%
Diversity Index	62.9	64.7	63.5
2021 Population by Race/Ethnicity	Polk County	Florida	US
Total	681,848	21,436,087	337,326,118
White Alone	71.1%	72.0%	68.9%
Black Alone	15.7%	16.7%	13.0%
American Indian Alone	0.5%	0.4%	1.0%
Asian Alone	2.1%	3.1%	6.1%
Pacific Islander Alone	0.1%	0.1%	0.2%
Some Other Race Alone	7.3%	4.5%	7.2%
Two or More Races	3.3%	3.2%	3.6%
Hispanic Origin	24.6%	27.5%	19.4%
Diversity Index	66.7	67.1	66.0
2010 Population by Relationship and Household Type	Polk County	Florida	US
Total	602,095	18,801,310	308,745,538
In Households	98.0%	97.8%	97.4%
In Family Households	83.6%	80.1%	81.3%
Householder	26.5%	25.7%	25.1%
Spouse	19.3%	18.4%	18.3%
Child	30.2%	28.3%	31.1%
Other relative	4.6%	4.9%	4.3%
Nonrelative	3.0%	2.8%	2.5%
In Nonfamily Households	14.3%	17.6%	16.1%
In Group Quarters	2.0%	2.2%	2.6%
Institutionalized Population	1.3%	1.4%	1.3%
Noninstitutionalized Population	0.7%	0.9%	1.3%
2016 Population 25+ by Educational Attainment			
Total	445,383	14,273,655	218,022,951
Less than 9th Grade	6.1%	5.1%	5.5%
9th - 12th Grade, No Diploma	9.5%	7.3%	7.3%

High School Graduate	30.3%	25.2%	23.6%
GED/Alternative Credential	5.8%	4.2%	4.0%
Some College, No Degree	20.2%	20.6%	20.9%
Associate Degree	8.7%	9.9%	8.2%
Bachelor's Degree	13.3%	17.7%	18.8%
Graduate/Professional Degree	6.1%	10.0%	11.6%
2016 Population 15+ by Marital Status			
Total	524,183	16,768,843	262,175,209
Never Married	30.3%	31.9%	33.5%
Married	50.3%	48.0%	49.6%
Widowed	7.3%	7.1%	5.8%
Divorced	12.0%	13.0%	11.0%
2016 Civilian Population 16+ in Labor Force			
Civilian Employed	92.3%	93.2%	94.1%
Civilian Unemployed	7.7%	6.8%	5.9%
2016 Employed Population 16+ by Industry			
Total	252,194	8,681,818	151,387,682
Agriculture/Mining	2.6%	1.2%	2.0%
Construction	7.1%	6.6%	6.2%
Manufacturing	6.1%	5.0%	10.2%
Wholesale Trade	3.0%	2.8%	2.7%
Retail Trade	14.3%	13.1%	11.3%
Transportation/Utilities	5.3%	4.9%	4.9%
Information	1.2%	1.7%	1.9%
Finance/Insurance/Real Estate	5.5%	7.3%	6.5%
Services	51.2%	53.0%	49.5%
Public Administration	3.8%	4.3%	4.7%
2016 Employed Population 16+ by Occupation			
Total	252,194	8,681,818	151,387,682
White Collar	54.1%	60.9%	60.5%
Management/Business/Financial	12.0%	14.5%	14.7%
Professional	17.8%	19.8%	22.2%
Sales	10.9%	12.5%	10.5%
Administrative Support	13.3%	14.1%	13.1%
Services	21.0%	21.0%	18.4%
Blue Collar	25.0%	18.1%	21.1%
Farming/Forestry/Fishing	1.6%	0.8%	0.8%
Construction/Extraction	6.0%	5.0%	5.0%
Installation/Maintenance/Repair	3.7%	3.3%	3.2%
Production	5.0%	3.3%	5.9%
Transportation/Material Moving	8.7%	5.7%	6.3%
2010 Households by Type			
	Polk County	Florida	US
Total	227,485	7,420,802	116,716,292
Households with 1 Person	23.8%	27.2%	26.7%
Households with 2+ People	76.2%	72.8%	73.3%
Family Households	70.0%	65.2%	66.4%
Husband-wife Families	51.1%	46.6%	48.4%
With Related Children	19.3%	18.0%	21.6%
Other Family (No Spouse Present)	18.9%	18.6%	18.0%
Other Family with Male Householder	5.3%	5.0%	5.0%
With Related Children	3.1%	2.7%	2.8%

Other Family with Female Householder	13.7%	13.5%	13.1%
With Related Children	9.1%	8.6%	8.5%
Nonfamily Households	6.1%	7.6%	6.8%
All Households with Children	32.1%	29.8%	33.4%
Multigenerational Households	5.3%	4.6%	4.4%
Unmarried Partner Households	7.6%	7.3%	6.6%
Male-female	6.8%	6.5%	5.9%
Same-sex	0.8%	0.9%	0.8%
2010 Households by Size	Polk County	Florida	US
Total	227,485	7,420,802	116,716,292
1 Person Household	23.8%	27.2%	26.7%
2 Person Household	37.3%	35.6%	32.8%
3 Person Household	15.2%	15.5%	16.1%
4 Person Household	12.2%	12.1%	13.4%
5 Person Household	6.5%	5.6%	6.5%
6 Person Household	2.9%	2.3%	2.6%
7 + Person Household	2.1%	1.6%	1.9%
2010 Households by Tenure and Mortgage Status	Polk County	Florida	US
Total	227,485	7,420,802	116,716,292
Owner Occupied	70.5%	67.4%	65.1%
Owned with a Mortgage/Loan	43.5%	45.1%	45.4%
Owned Free and Clear	27.1%	22.2%	19.7%
Renter Occupied	29.5%	32.6%	34.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021. Esri converted Census 2000 data into 2010 geography.

U.S. Census Population Quickfacts

	Lakeland- Winter Haven, FL Metro Area	Orlando- Kissimmee- Sanford, FL Metro Area	Tampa-St. Petersburg- Clearwater, FL Metro Area	Florida	United States
Population					
Population estimates, July 1, 2015, (V2015)	650,092	2,975,225	2,387,138	20,271,272	321,418,820
Population estimates base, April 1, 2010, (V2015)	602,095	2,783,514	2,134,405	18,804,623	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2015, (V2015)	8.0%	6.9%	11.8%	7.8%	4.1%
Population, Census, April 1, 2010	602,095	2,783,243	2,134,411	18,801,310	308,745,538
Age and Sex					
Persons under 5 years, percent, July 1, 2015, (V2015)	5.8%	5.4%	5.9%	5.4%	6.2%
Persons under 5 years, percent, April 1, 2010	6.5%	5.6%	6.2%	5.7%	6.5%
Persons under 18 years, percent, July 1, 2015, (V2015)	22.7%	20.4%	22.3%	20.3%	22.9%
Persons under 18 years, percent, April 1, 2010	23.5%	21.3%	23.5%	21.3%	24.0%
Persons 65 years and over, percent, July 1, 2015, (V2015)	19.7%	19.0%	14.0%	19.4%	14.9%
Persons 65 years and over, percent, April 1, 2010	18.0%	17.1%	12.3%	17.3%	13.0%
Female persons, percent, July 1, 2015, (V2015)	51.0%	51.6%	51.1%	51.1%	50.8%
Female persons, percent, April 1, 2010	51.0%	51.6%	51.1%	51.1%	50.8%
Race and Hispanic Origin					
White alone, percent, July 1, 2015, (V2015) (a)	79.5%	80.8%	74.5%	77.7%	77.1%
White alone, percent, April 1, 2010 (a)	75.2%	78.7%	69.9%	75.0%	72.4%
Black or African American alone, percent, July 1, 2015, (V2015) (a)	15.7%	12.8%	17.6%	16.8%	13.3%
Black or African American alone, percent, April 1, 2010 (a)	14.8%	11.9%	16.2%	16.0%	12.6%
American Indian and Alaska Native alone, percent, July 1, 2015, (V2015) (a)	0.6%	0.5%	0.6%	0.5%	1.2%
American Indian and Alaska Native alone, percent, April 1, 2010 (a)	0.4%	0.4%	0.4%	0.4%	0.9%
Asian alone, percent, July 1, 2015, (V2015) (a)	1.9%	3.5%	4.5%	2.8%	5.6%
Asian alone, percent, April 1, 2010 (a)	1.6%	2.9%	4.0%	2.4%	4.8%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2015, (V2015) (a)	0.1%	0.1%	0.2%	0.1%	0.2%
Native Hawaiian and Other Pacific Islander alone, percent, April 1, 2010 (a)	0.1%	0.1%	0.1%	0.1%	0.2%
Two or More Races, percent, July 1, 2015, (V2015)	2.1%	2.3%	2.5%	2.0%	2.6%
Two or More Races, percent, April 1, 2010	2.4%	2.6%	3.3%	2.5%	2.9%
Hispanic or Latino, percent, July 1, 2015, (V2015) (b)	20.5%	18.2%	28.7%	24.5%	17.6%
Hispanic or Latino, percent, April 1, 2010 (b)	17.7%	16.4%	25.6%	22.5%	16.3%
White alone, not Hispanic or Latino, percent, July 1, 2015, (V2015)	61.3%	64.6%	49.2%	55.3%	61.6%
White alone, not Hispanic or Latino, percent, April 1, 2010	64.6%	67.2%	52.9%	57.9%	63.7%
Population Characteristics					
Veterans, 2010-2014	50,885	255,269	144,532	1,538,636	20,700,711
Foreign born persons, percent, 2010-2014	10.1%	12.7%	16.4%	19.6%	13.1%

	Lakeland- Winter Haven, FL Metro Area	Orlando- Kissimmee- Sanford, FL Metro Area	Tampa-St. Petersburg- Clearwater, FL Metro Area	Florida	United States
Housing					
Housing units, July 1, 2015, (V2015)	284,342	1,385,058	988,892	9,209,857	134,789,944
Housing units, April 1, 2010	281,214	1,353,158	942,312	8,989,580	131,704,730
Owner-occupied housing unit rate, 2010-2014	69.6%	65.1%	62.0%	66.1%	64.4%
Median value of owner-occupied housing units, 2010-2014	\$107,100	\$143,900	\$156,000	\$156,200	\$175,700
Median selected monthly owner costs -with a mortgage, 2010-2014	\$1,217	\$1,442	\$1,497	\$1,480	\$1,522
Median selected monthly owner costs -without a mortgage, 2010-2014	\$397	\$448	\$464	\$469	\$457
Median gross rent, 2010-2014	\$870	\$948	\$1,028	\$998	\$920
Building permits, 2015	3,039	15,653	20,474	109,924	1,182,582
Families and Living Arrangements					
Households, 2010-2014	220,556	1,134,997	779,612	7,217,508	116,211,092
Persons per household, 2010-2014	2.73	2.48	2.81	2.62	2.63
Living in same house 1 year ago, percent of persons age 1 year+, 2010-2014	83.7%	83.9%	82.5%	83.7%	85.0%
Language other than English spoken at home, percent of persons age 5 years+, 2010-2014	19.3%	19.6%	30.1%	27.8%	20.9%
Education					
High school graduate or higher, percent of persons age 25 years+, 2010-2014	83.1%	87.9%	87.7%	86.5%	86.3%
Bachelor's degree or higher, percent of persons age 25 years+, 2010-2014	18.6%	27.0%	28.4%	26.8%	29.3%
Health					
With a disability, under age 65 years, percent, 2010-2014	10.5%	9.4%	7.8%	8.5%	8.5%
Persons without health insurance, under age 65 years, percent	19.6%	17.9%	19.5%	16.2%	10.5%
Economy					
In civilian labor force, total, percent of population age 16 years+, 2010-2014	55.9%	60.0%	65.1%	59.2%	63.5%
In civilian labor force, female, percent of population age 16 years+, 2010-2014	51.6%	55.9%	60.6%	55.0%	58.7%
Total accommodation and food services sales, 2012 (\$1,000) (c)	\$797,909	\$6,300,467	\$10,349,388	\$49,817,925	\$708,138,598
Total health care and social assistance receipts/revenue, 2012 (\$1,000) (c)	\$3,015,202	\$21,286,913	\$13,809,216	\$124,061,425	\$2,040,441,203
Total manufacturers shipments, 2012 (\$1,000) (c)	\$9,822,165	\$18,823,769	\$9,848,451	\$96,924,106	\$5,696,729,632
Total merchant wholesaler sales, 2012 (\$1,000) (c)	\$10,601,329	\$34,352,801	\$24,271,586	\$252,626,608	\$5,208,023,478
Total retail sales, 2012 (\$1,000) (c)	\$6,495,278	\$39,880,016	\$37,046,047	\$273,867,145	\$4,219,821,871
Total retail sales per capita, 2012 (c)	\$10,542	\$13,404	\$15,519	\$14,177	\$13,443

	Lakeland- Winter Haven, FL Metro Area	Orlando- Kissimmee- Sanford, FL Metro Area	Tampa-St. Petersburg- Clearwater, FL Metro Area	Florida	United States
Transportation					
Mean travel time to work (minutes), workers age 16 years+, 2010-2014	25.6	26.1	27.2	26.1	25.7
Income and Poverty					
Median household income (in 2014 dollars), 2010-2014	\$43,063	\$47,153	\$48,804	\$47,212	\$53,482
Per capita income in past 12 months (in 2014 dollars), 2010-2014	\$21,157	\$27,242	\$24,819	\$26,499	\$28,555
Persons in poverty, percent	18.1%	15.8%	16.5%	15.7%	13.5%
Businesses					
Total employer establishments, 2014	11,021	72,931	58,984	519,875	7,563,085
Total employment, 2014	171,305	1,038,508	959,387	7,441,584	121,079,879
Total annual payroll, 2014	\$6,558,466	\$44,947,678	\$38,710,263	\$312,959,623	\$5,940,442,637
Total employment, percent change, 2013-2014	2.6%	2.1%	3.5%	4.3%	2.4%
Total nonemployer establishments, 2014	40,327	234,807	209,712	1,948,357	23,836,937
All firms, 2012	44,644	262,346	234,090	2,100,187	27,626,360
Men-owned firms, 2012	22,629	135,358	119,492	1,084,885	14,844,597
Women-owned firms, 2012	16,894	98,439	91,324	807,817	9,878,397
Minority-owned firms, 2012	15,294	82,800	103,337	926,112	7,952,386
Nonminority-owned firms, 2012	27,856	170,681	123,449	1,121,749	18,987,918
Veteran-owned firms, 2012	4,415	26,694	20,264	185,756	2,521,682
Nonveteran-owned firms, 2012	38,188	224,070	205,470	1,846,686	24,070,685
Geography					
Population per square mile, 2010	334.9	1741.062443	1012.390523	350.6	87.4
Land area in square miles, 2010	1797.84	2513.44	3478.48	53624.76	3531905.43
FIPS Code	"12105"	N/A	N/A	"12"	"00"

This geographic level of poverty and health estimates are not comparable to other geographic levels of these estimates

The vintage year (e.g., V2015) refers to the final year of the series (2010 thru 2015). Different vintage years of estimates are not comparable.

(1) Includes data not distributed by county.

(a) Includes persons reporting only one race

(b) Hispanics may be of any race, so also are included in applicable race categories

(c) Economic Census - Puerto Rico data are not comparable to U.S. Economic Census data