Demographic and Income Profile

6830 S Florida Ave, Lakeland, Florida, 33813

Drive time: 5 minute radius

Summary	Census 2020	2025	2030
Total Population	10,831	10,770	11,485
Total Households	4,261	4,347	4,693
Family Households	2,970	2,983	3,217
Average Household Size	2.54	2.48	2.45
Owner Occupied Housing Units	3,091	3,234	3,637
Renter Occupied Housing Units	1,170	1,113	1,056
Median Age	41.8	42.3	43.3

Trends 2025 - 2030	Area	State	National
Population	1.3%	1.1%	0.4%
Households	1.5%	1.3%	0.6%
Family Population	1.5%	1.3%	0.5%
Owner Occupied Housing Units	2.4%	1.8%	0.0%
Median Household Income	1.9%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	541	5.0%	534	5.0%	563	4.9%
5-9	667	6.2%	588	5.5%	601	5.2%
10-14	749	6.9%	675	6.3%	645	5.6%
15-19	684	6.3%	670	6.2%	651	5.7%
20-24	568	5.2%	548	5.1%	586	5.1%
25-29	607	5.6%	625	5.8%	647	5.6%
30-34	668	6.2%	696	6.5%	728	6.3%
35-39	701	6.5%	712	6.6%	794	6.9%
40-44	625	5.8%	736	6.8%	791	6.9%
45-49	695	6.4%	619	5.8%	785	6.8%
50-54	695	6.4%	690	6.4%	652	5.7%
55-59	769	7.1%	664	6.2%	708	6.2%
60-64	738	6.8%	721	6.7%	686	6.0%
65-69	708	6.5%	680	6.3%	736	6.4%
70-74	589	5.4%	622	5.8%	662	5.8%
75-79	413	3.8%	480	4.5%	567	4.9%
80-84	248	2.3%	306	2.8%	394	3.4%
Age 85+	167	1.5%	204	1.9%	291	2.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Households by Income	2025		2030	
	Number	Percent	Number	Percent
<$10,000	142	3.3%	142	3.0%
$10,000-14,999	95	2.2%	78	1.7%
$15,000-19,999	110	2.5%	86	1.8%
$20,000-24,999	62	1.4%	50	1.1%
$25,000-29,999	55	1.3%	48	1.0%
$30,000-34,999	115	2.6%	102	2.2%
$35,000-39,999	156	3.6%	141	3.0%
$40,000-44,999	128	2.9%	116	2.5%
$45,000-49,999	104	2.4%	96	2.0%
$50,000-59,999	286	6.6%	270	5.8%
$60,000-74,999	447	10.3%	453	9.7%
$75000-99999	536	12.3%	544	11.6%
$100,000-124,999	730	16.8%	794	16.9%
$125,000-149,999	331	7.6%	378	8.1%
$150000-199999	538	12.4%	686	14.6%
$200,000-249,999	169	3.9%	239	5.1%
$250,000-299,999	123	2.8%	185	3.9%
$300,000-399,999	88	2.0%	130	2.8%
$400,000-499,999	38	0.9%	37	0.8%
$500,000+	92	2.1%	119	2.5%
Median Household Income	$96,302	-	$105,579	-
Average Household Income	$119,047	-	$132,305	-
Per Capita Income	$48,295	-	$54,377	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,878	72.7%	7,412	68.8%	7,613	66.3%
Black Alone	875	8.1%	973	9.0%	1,082	9.4%
American Indian	32	0.3%	40	0.4%	47	0.4%
Asian Alone	257	2.4%	291	2.7%	339	3.0%
Pacific Islander	4	0.0%	4	0.0%	5	0.0%
Some Other Race	525	4.8%	597	5.5%	699	6.1%
Two or More Races	1,260	11.6%	1,453	13.5%	1,702	14.8%
Hispanic (Any Race)	1,842	17.0%	2,176	20.2%	2,577	22.4%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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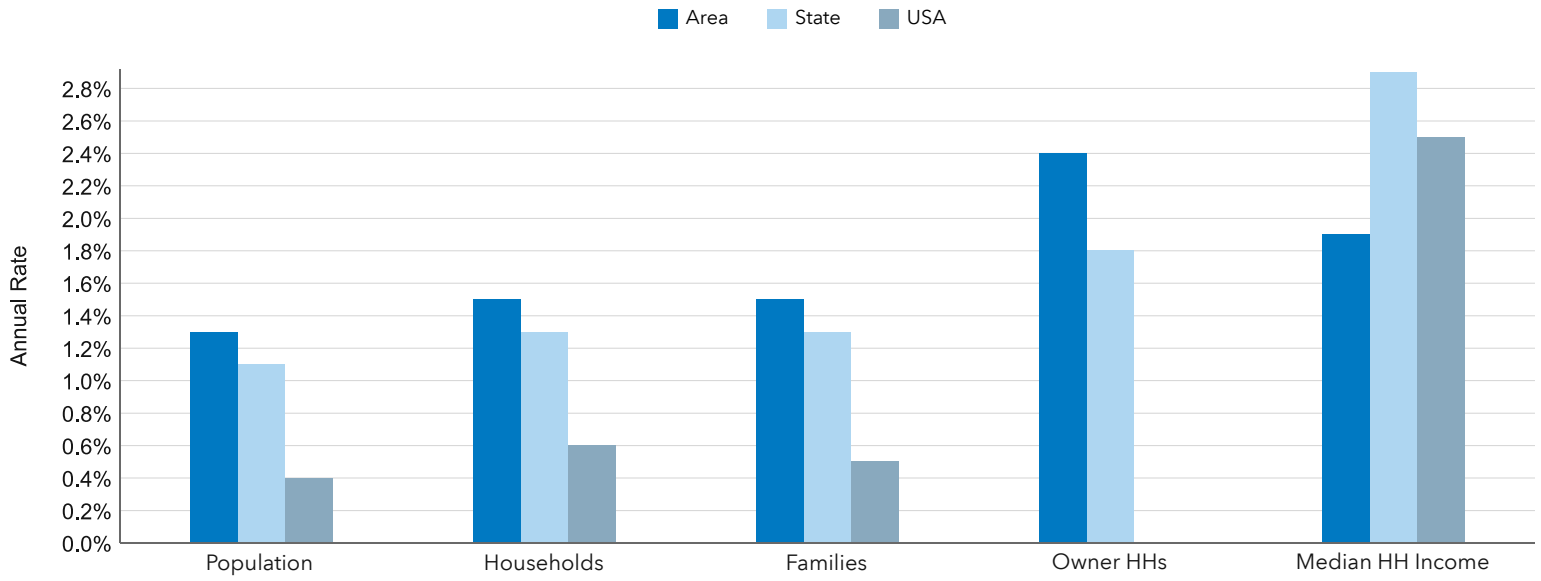
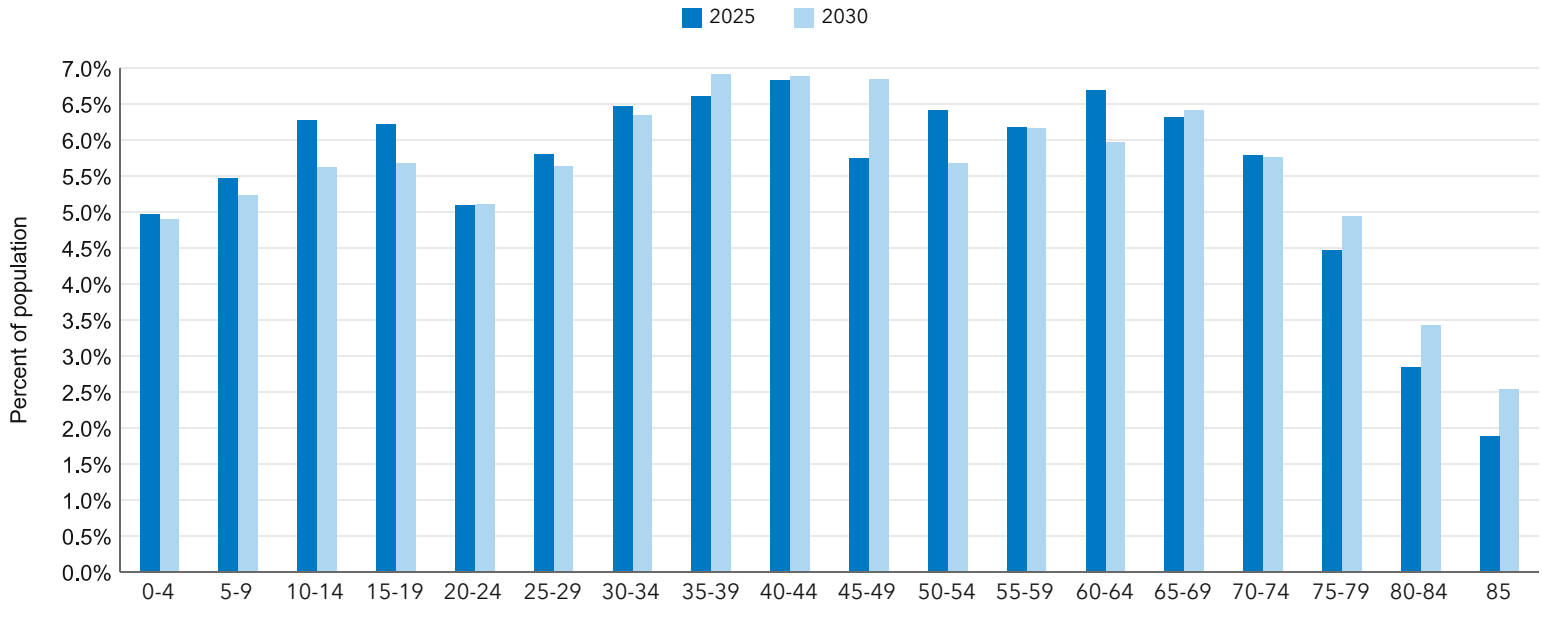
Key Indicators for 2025

10,770	4,347	2.48	42.3	9,902
Total Population	Total Households	Average Household Size	Median Age	Daytime Population

Trends: 2025 - 2030 Annual Rate



Population by Age



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

$96,302
Median Household Income

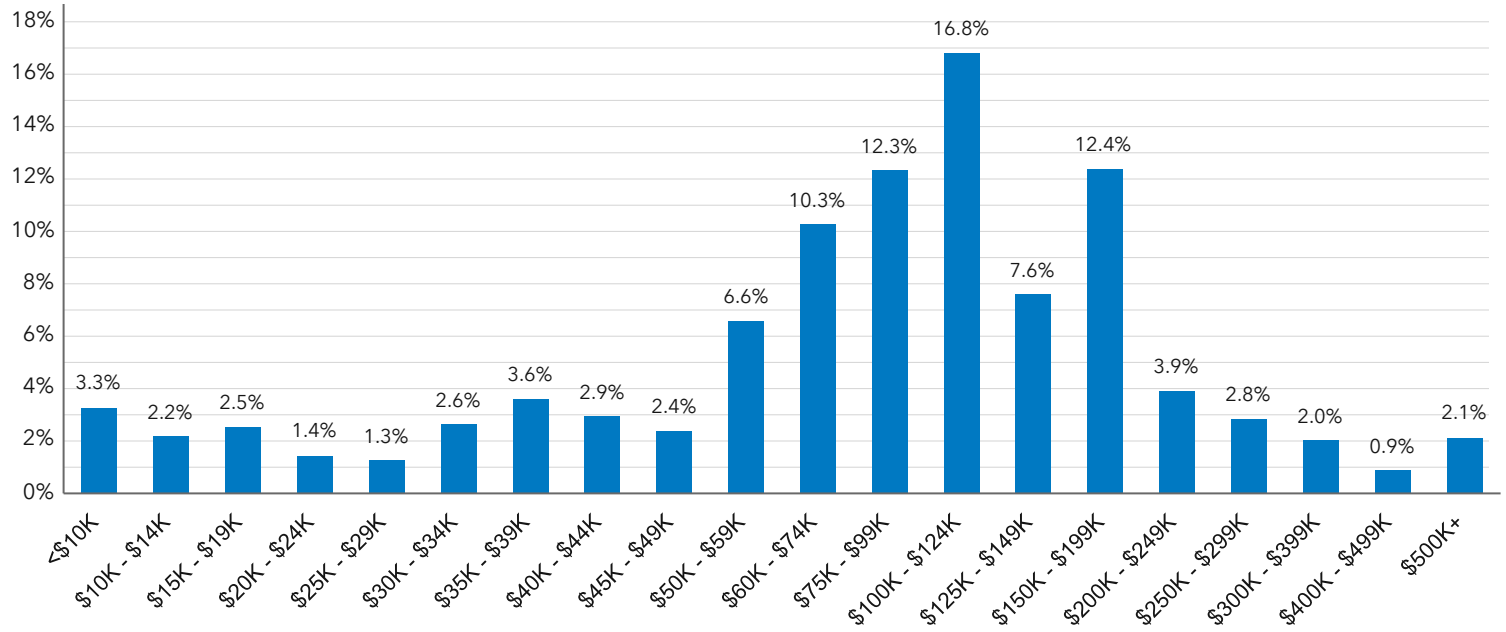
$342,648
Median Net Worth

111
Esri Wealth Index

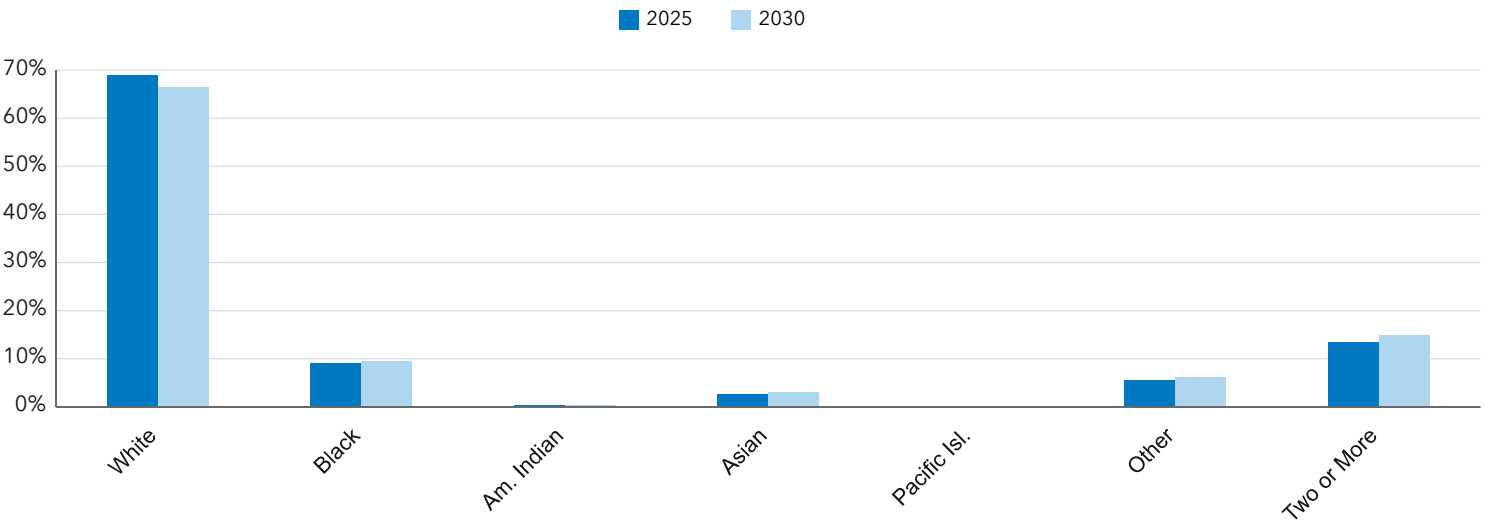
98
Esri Housing Affordability Index

66
Esri Diversity Index

Households by Income for 2025



Population by Race



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Demographic and Income Profile

6830 S Florida Ave, Lakeland, Florida, 33813

Drive time: 10 minute radius

Summary	Census 2020	2025	2030
Total Population	67,595	67,943	74,512
Total Households	25,330	26,012	28,797
Family Households	18,456	18,706	20,649
Average Household Size	2.67	2.61	2.59
Owner Occupied Housing Units	19,059	20,129	22,760
Renter Occupied Housing Units	6,271	5,883	6,037
Median Age	40.3	41.1	42.1

Trends 2025 - 2030	Area	State	National
Population	1.9%	1.1%	0.4%
Households	2.1%	1.3%	0.6%
Family Population	2.0%	1.3%	0.5%
Owner Occupied Housing Units	2.5%	1.8%	0.0%
Median Household Income	2.6%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	3,732	5.5%	3,693	5.4%	3,990	5.3%
5-9	4,365	6.5%	3,975	5.8%	4,126	5.5%
10-14	4,845	7.2%	4,384	6.5%	4,409	5.9%
15-19	4,562	6.8%	4,429	6.5%	4,389	5.9%
20-24	3,572	5.3%	3,871	5.7%	4,158	5.6%
25-29	3,733	5.5%	3,960	5.8%	4,706	6.3%
30-34	4,345	6.4%	4,147	6.1%	4,632	6.2%
35-39	4,418	6.5%	4,518	6.7%	4,727	6.3%
40-44	4,123	6.1%	4,566	6.7%	5,062	6.8%
45-49	4,360	6.5%	4,156	6.1%	5,009	6.7%
50-54	4,323	6.4%	4,325	6.4%	4,435	6.0%
55-59	4,619	6.8%	4,108	6.0%	4,471	6.0%
60-64	4,301	6.4%	4,341	6.4%	4,309	5.8%
65-69	3,980	5.9%	4,012	5.9%	4,513	6.1%
70-74	3,506	5.2%	3,557	5.2%	4,017	5.4%
75-79	2,285	3.4%	2,918	4.3%	3,350	4.5%
80-84	1,446	2.1%	1,731	2.5%	2,463	3.3%
Age 85+	1,079	1.6%	1,253	1.8%	1,745	2.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Households by Income	2025		2030	
	Number	Percent	Number	Percent
<$10,000	867	3.3%	882	3.1%
$10,000-14,999	457	1.8%	400	1.4%
$15,000-19,999	673	2.6%	532	1.9%
$20,000-24,999	465	1.8%	381	1.3%
$25,000-29,999	479	1.8%	424	1.5%
$30,000-34,999	675	2.6%	613	2.1%
$35,000-39,999	920	3.5%	855	3.0%
$40,000-44,999	888	3.4%	857	3.0%
$45,000-49,999	611	2.4%	592	2.1%
$50,000-59,999	1,915	7.4%	1,885	6.5%
$60,000-74,999	2,826	10.9%	3,007	10.4%
$75000-99999	3,764	14.5%	3,956	13.7%
$100,000-124,999	3,736	14.4%	4,264	14.8%
$125,000-149,999	2,047	7.9%	2,448	8.5%
$150000-199999	2,872	11.0%	3,697	12.8%
$200,000-249,999	934	3.6%	1,365	4.7%
$250,000-299,999	683	2.6%	1,060	3.7%
$300,000-399,999	466	1.8%	698	2.4%
$400,000-499,999	204	0.8%	194	0.7%
$500,000+	531	2.0%	687	2.4%
Median Household Income	$88,056	-	$100,064	-
Average Household Income	$114,958	-	$127,030	-
Per Capita Income	$44,002	-	$49,089	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,624	70.5%	45,186	66.5%	47,583	63.9%
Black Alone	5,492	8.1%	6,120	9.0%	6,974	9.4%
American Indian	271	0.4%	327	0.5%	385	0.5%
Asian Alone	1,687	2.5%	1,942	2.9%	2,337	3.1%
Pacific Islander	27	0.0%	30	0.0%	33	0.0%
Some Other Race	4,142	6.1%	4,692	6.9%	5,612	7.5%
Two or More Races	8,352	12.4%	9,646	14.2%	11,588	15.6%
Hispanic (Any Race)	13,302	19.7%	15,609	23.0%	18,864	25.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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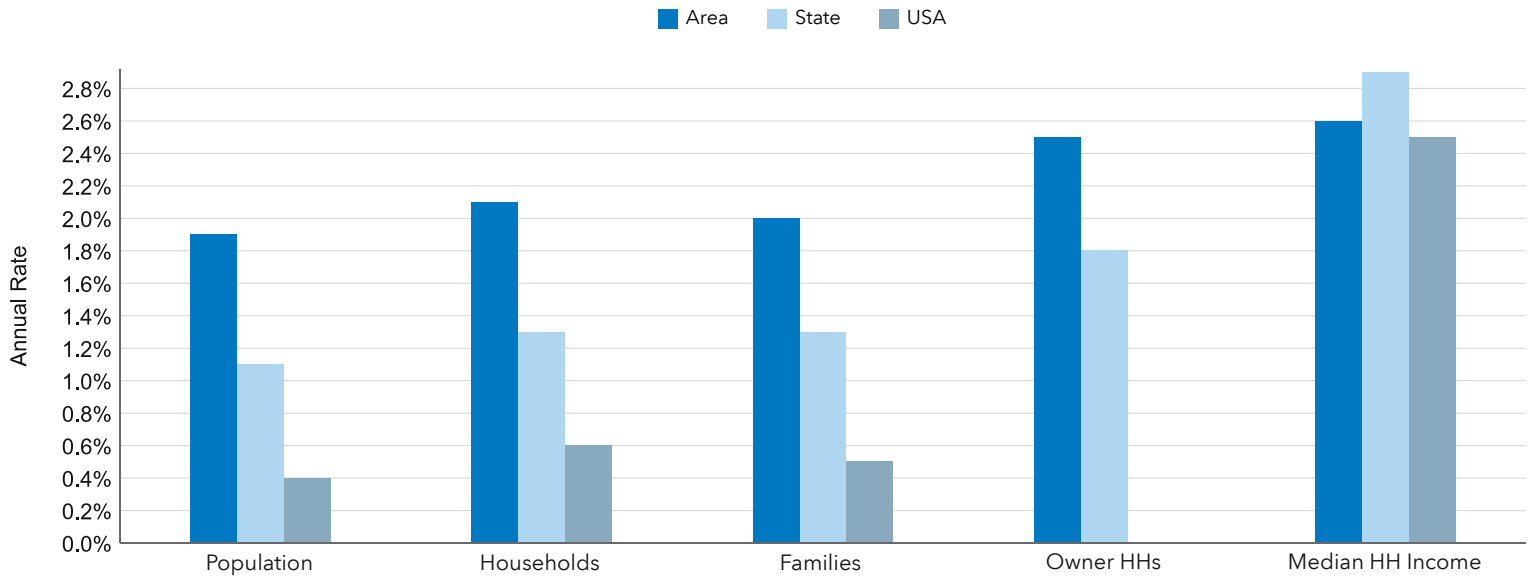
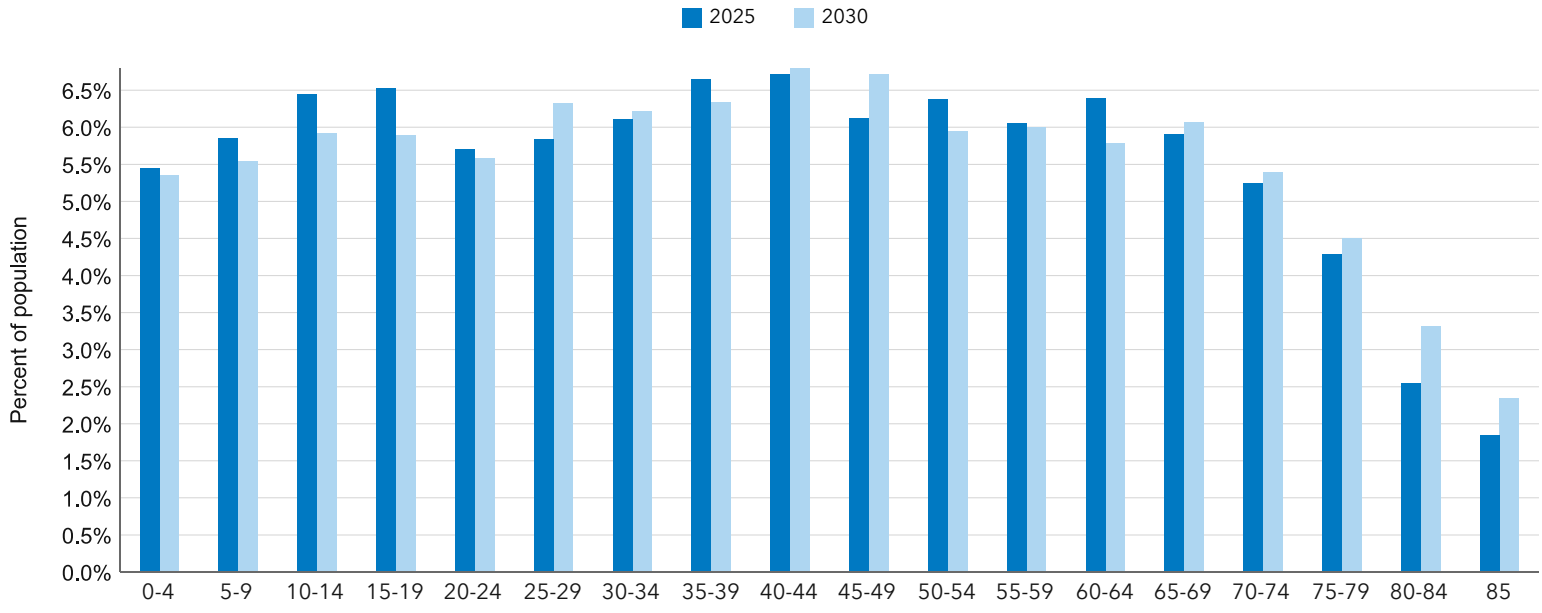
Key Indicators for 2025

67,943	26,012	2.61	41.1	60,866
Total Population	Total Households	Average Household Size	Median Age	Daytime Population

Trends: 2025 - 2030 Annual Rate



Population by Age



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

$88,056
Median Household Income

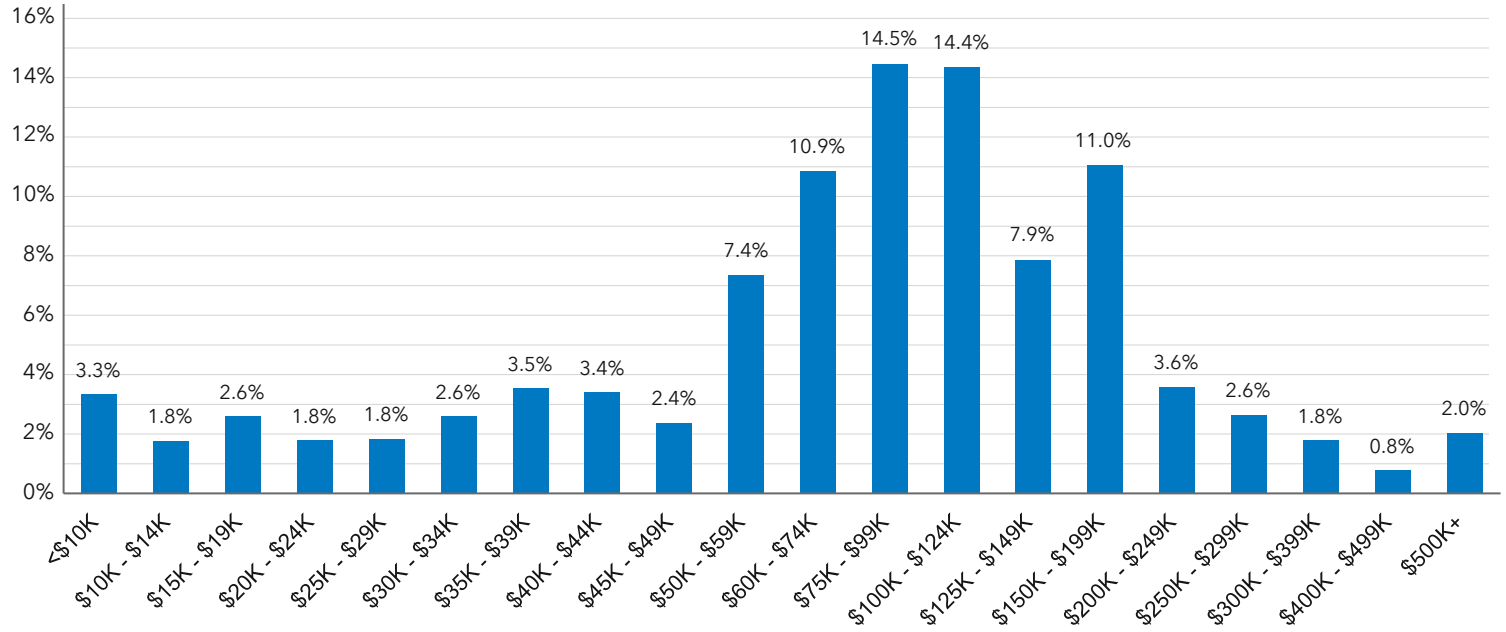
$334,800
Median Net Worth

105
Esri Wealth Index

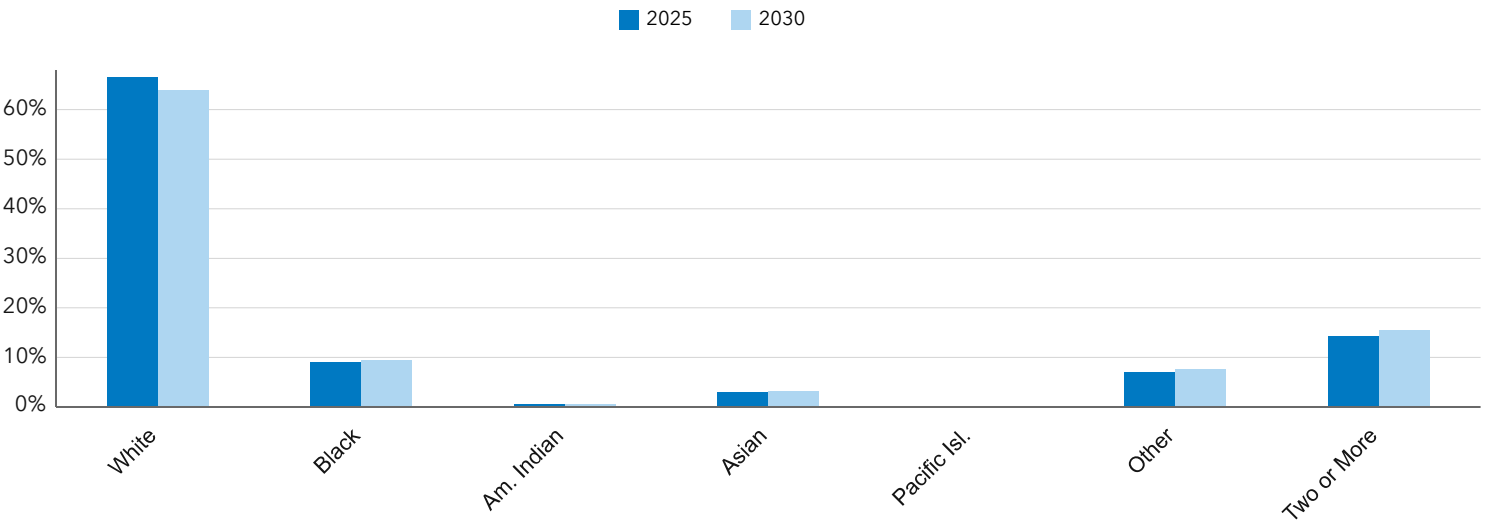
90
Esri Housing Affordability Index

69
Esri Diversity Index

Households by Income for 2025



Population by Race



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Demographic and Income Profile

6830 S Florida Ave, Lakeland, Florida, 33813

Drive time: 15 minute radius

Summary	Census 2020	2025	2030
Total Population	126,425	133,407	147,518
Total Households	48,252	51,942	58,017
Family Households	34,014	36,287	40,510
Average Household Size	2.61	2.56	2.53
Owner Occupied Housing Units	34,558	38,689	44,420
Renter Occupied Housing Units	13,694	13,253	13,596
Median Age	40.1	40.8	41.9

Trends 2025 - 2030	Area	State	National
Population	2.0%	1.1%	0.4%
Households	2.2%	1.3%	0.6%
Family Population	2.2%	1.3%	0.5%
Owner Occupied Housing Units	2.8%	1.8%	0.0%
Median Household Income	2.7%	2.9%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	6,888	5.5%	7,190	5.4%	7,846	5.3%
5-9	7,952	6.3%	7,662	5.7%	8,030	5.4%
10-14	8,761	6.9%	8,361	6.3%	8,507	5.8%
15-19	8,390	6.6%	8,466	6.3%	8,478	5.8%
20-24	7,127	5.6%	7,879	5.9%	8,406	5.7%
25-29	7,463	5.9%	8,232	6.2%	9,654	6.5%
30-34	8,240	6.5%	8,517	6.4%	9,451	6.4%
35-39	8,184	6.5%	8,927	6.7%	9,683	6.6%
40-44	7,602	6.0%	8,811	6.6%	9,981	6.8%
45-49	8,042	6.4%	8,012	6.0%	9,689	6.6%
50-54	8,008	6.3%	8,428	6.3%	8,656	5.9%
55-59	8,553	6.8%	8,015	6.0%	8,816	6.0%
60-64	7,999	6.3%	8,416	6.3%	8,455	5.7%
65-69	7,243	5.7%	7,784	5.8%	8,788	6.0%
70-74	6,460	5.1%	6,788	5.1%	7,888	5.3%
75-79	4,338	3.4%	5,705	4.3%	6,546	4.4%
80-84	2,788	2.2%	3,460	2.6%	4,912	3.3%
Age 85+	2,388	1.9%	2,754	2.1%	3,730	2.5%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Households by Income	2025		2030	
	Number	Percent	Number	Percent
<$10,000	1,824	3.5%	1,832	3.2%
$10,000-14,999	1,051	2.0%	955	1.6%
$15,000-19,999	1,392	2.7%	1,125	1.9%
$20,000-24,999	849	1.6%	702	1.2%
$25,000-29,999	1,034	2.0%	926	1.6%
$30,000-34,999	1,580	3.0%	1,452	2.5%
$35,000-39,999	1,694	3.3%	1,596	2.8%
$40,000-44,999	2,011	3.9%	1,966	3.4%
$45,000-49,999	1,368	2.6%	1,322	2.3%
$50,000-59,999	3,821	7.4%	3,720	6.4%
$60,000-74,999	5,537	10.7%	5,886	10.2%
$75000-99999	7,499	14.4%	8,023	13.8%
$100,000-124,999	7,350	14.2%	8,528	14.7%
$125,000-149,999	4,214	8.1%	5,186	8.9%
$150000-199999	5,479	10.6%	7,245	12.5%
$200,000-249,999	1,766	3.4%	2,616	4.5%
$250,000-299,999	1,300	2.5%	2,041	3.5%
$300,000-399,999	838	1.6%	1,277	2.2%
$400,000-499,999	383	0.7%	367	0.6%
$500,000+	952	1.8%	1,254	2.2%
Median Household Income	$85,905	-	$98,021	-
Average Household Income	$111,793	-	$123,904	-
Per Capita Income	$43,407	-	$48,594	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	88,100	69.7%	87,698	65.7%	93,218	63.2%
Black Alone	10,834	8.6%	12,532	9.4%	14,328	9.7%
American Indian	554	0.4%	703	0.5%	824	0.6%
Asian Alone	3,414	2.7%	4,070	3.0%	4,948	3.4%
Pacific Islander	69	0.1%	78	0.1%	87	0.1%
Some Other Race	7,811	6.2%	9,279	7.0%	11,072	7.5%
Two or More Races	15,643	12.4%	19,048	14.3%	23,040	15.6%
Hispanic (Any Race)	24,989	19.8%	30,846	23.1%	37,352	25.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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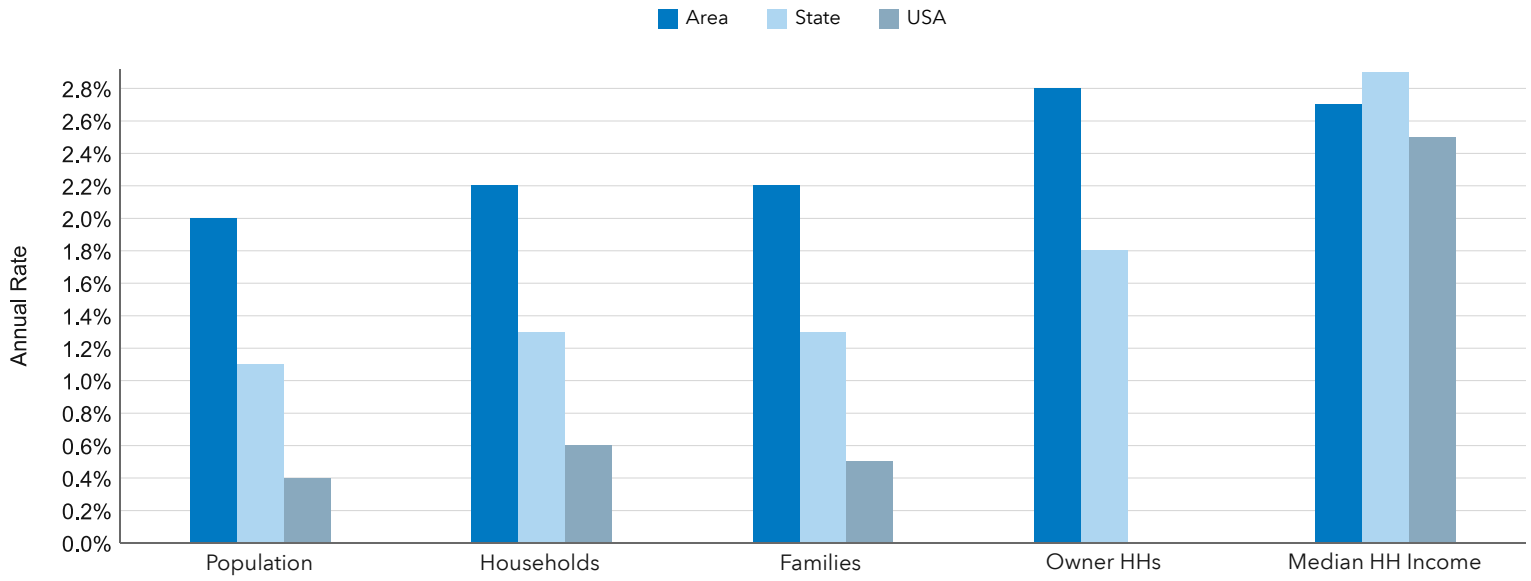
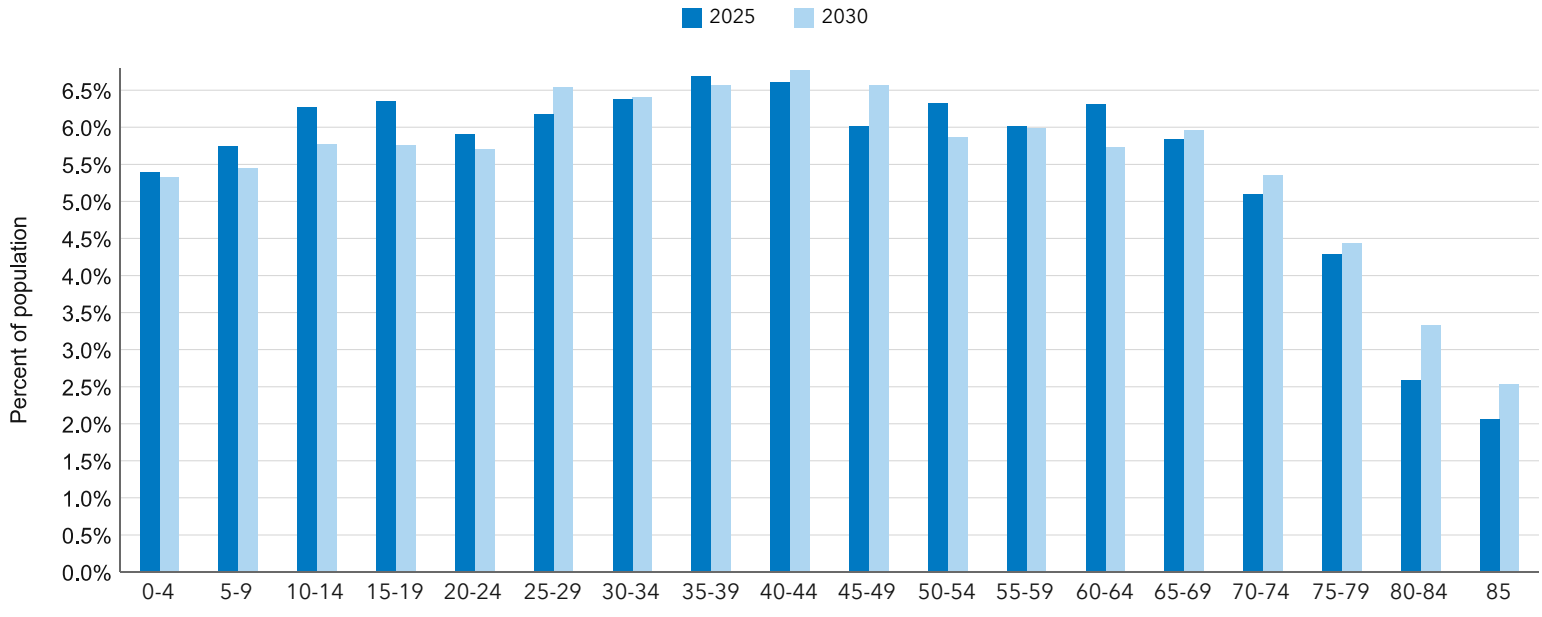
Key Indicators for 2025

133,407	51,942	2.56	40.8	121,580
Total Population	Total Households	Average Household Size	Median Age	Daytime Population

Trends: 2025 - 2030 Annual Rate



Population by Age



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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Key Indicators for 2025

$85,905
Median Household Income

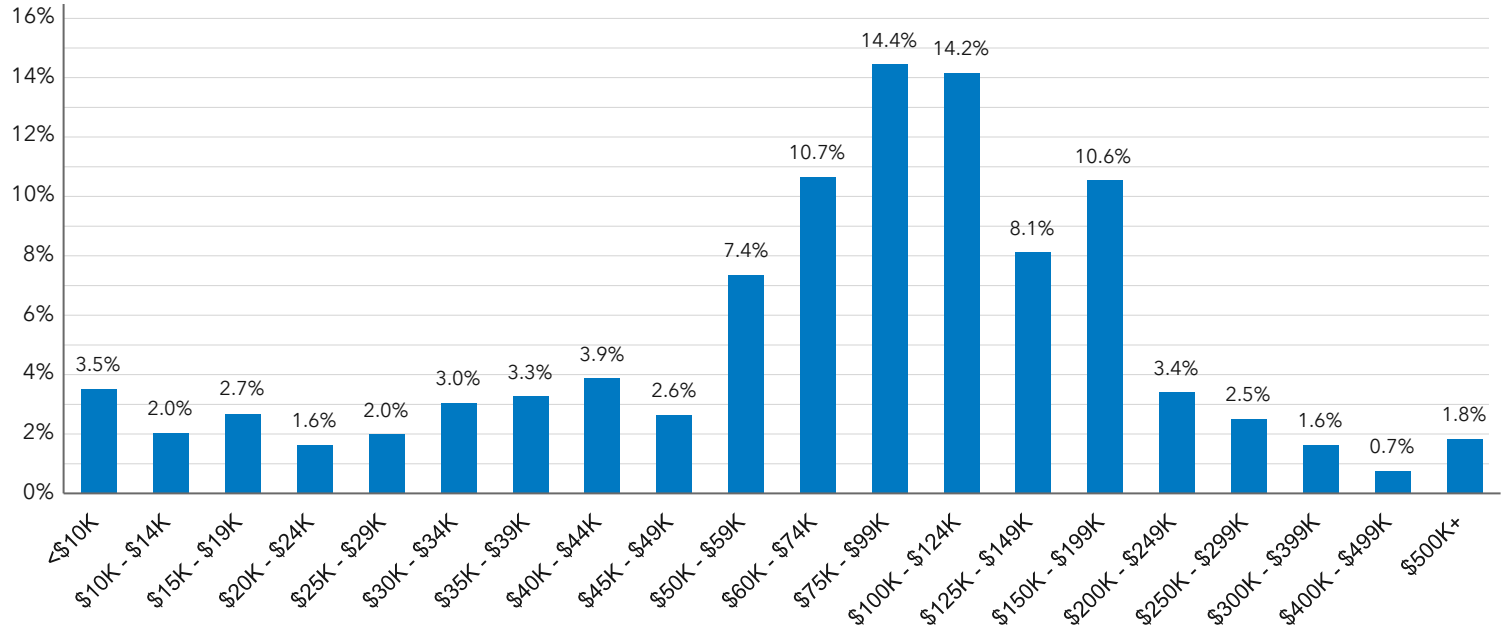
$303,178
Median Net Worth

98
Esri Wealth Index

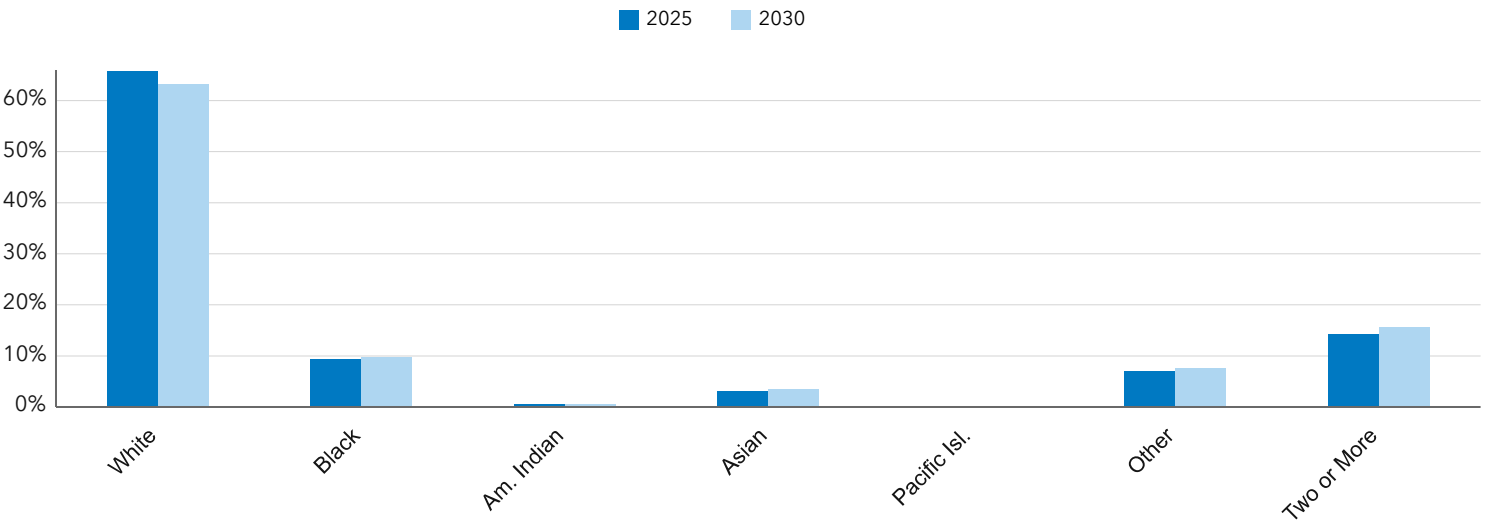
88
Esri Housing Affordability Index

70
Esri Diversity Index

Households by Income for 2025



Population by Race



Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data

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