COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 28.0044/-81.7811

RFULL9

3004 FL-540 **Winter Haven, FL 33880**	**1 mi radius**		**3 mi radius**		**5 mi radius**	
Population						
Estimated Population (2019)	8,731		35,256		80,974	
Projected Population (2024)	10,010		40,684		93,412	
Census Population (2010)	7,765		31,137		72,327	
Census Population (2000)	5,716		29,113		71,471	
Projected Annual Growth (2019-2024)	1,279	*2.9%*	5,428	*3.1%*	12,438	*3.1%*
Historical Annual Growth (2010-2019)	966	*1.2%*	4,119	*1.3%*	8,647	*1.2%*
Historical Annual Growth (2000-2010)	2,050	*3.6%*	2,024	*0.7%*	855	*0.1%*
Estimated Population Density (2019)	2,781	*psm*	1,248	*psm*	1,031	*psm*
Trade Area Size	3.1	*sq mi*	28.3	*sq mi*	78.5	*sq mi*
Households						
Estimated Households (2019)	3,108		13,154		30,686	
Projected Households (2024)	3,268		13,927		32,546	
Census Households (2010)	2,754		11,538		27,185	
Census Households (2000)	2,116		11,385		28,007	
Projected Annual Growth (2019-2024)	160	*1.0%*	773	*1.2%*	1,860	*1.2%*
Historical Annual Change (2000-2019)	993	*2.5%*	1,769	*0.8%*	2,679	*0.5%*
Average Household Income						
Estimated Average Household Income (2019)	$63,759		$51,962		$52,195	
Projected Average Household Income (2024)	$72,436		$58,314		$58,546	
Census Average Household Income (2010)	$51,578		$43,854		$44,314	
Census Average Household Income (2000)	$46,864		$41,216		$41,324	
Projected Annual Change (2019-2024)	$8,678	*2.7%*	$6,353	*2.4%*	$6,352	*2.4%*
Historical Annual Change (2000-2019)	$16,894	*1.9%*	$10,746	*1.4%*	$10,870	*1.4%*
Median Household Income						
Estimated Median Household Income (2019)	$55,762		$47,760		$44,627	
Projected Median Household Income (2024)	$65,600		$56,119		$52,202	
Census Median Household Income (2010)	$47,049		$38,949		$37,567	
Census Median Household Income (2000)	$43,048		$35,222		$34,056	
Projected Annual Change (2019-2024)	$9,838	*3.5%*	$8,359	*3.5%*	$7,576	*3.4%*
Historical Annual Change (2000-2019)	$12,714	*1.6%*	$12,538	*1.9%*	$10,571	*1.6%*
Per Capita Income						
Estimated Per Capita Income (2019)	$22,699		$19,389		$19,827	
Projected Per Capita Income (2024)	$23,650		$19,964		$20,439	
Census Per Capita Income (2010)	$18,294		$16,250		$16,656	
Census Per Capita Income (2000)	$17,391		$16,037		$16,236	
Projected Annual Change (2019-2024)	$951	*0.8%*	$575	*0.6%*	$612	*0.6%*
Historical Annual Change (2000-2019)	$5,308	*1.6%*	$3,352	*1.1%*	$3,591	*1.2%*
Estimated Average Household Net Worth (2019)	$363,392		$287,229		$303,042	

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COMPLETE PROFILE

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Calculated using Weighted Block Centroid from Block Groups

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RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2019)	8,731		35,256		80,974	
White (2019)	6,035	*69.1%*	23,913	*67.8%*	53,583	*66.2%*
Black or African American (2019)	1,663	*19.0%*	7,167	*20.3%*	17,314	*21.4%*
American Indian or Alaska Native (2019)	39	*0.4%*	198	*0.6%*	491	*0.6%*
Asian (2019)	254	*2.9%*	696	*2.0%*	1,434	*1.8%*
Hawaiian or Pacific Islander (2019)	-	-	19	-	47	-
Other Race (2019)	443	*5.1%*	2,137	*6.1%*	5,792	*7.2%*
Two or More Races (2019)	296	*3.4%*	1,126	*3.2%*	2,314	*2.9%*
Population < 18 (2019)	2,131	*24.4%*	8,514	*24.1%*	18,998	*23.5%*
White Not Hispanic	933	*43.8%*	3,559	*41.8%*	7,631	*40.2%*
Black or African American	558	*26.2%*	2,292	*26.9%*	5,008	*26.4%*
Asian	47	*2.2%*	130	*1.5%*	269	*1.4%*
Other Race Not Hispanic	92	*4.3%*	364	*4.3%*	706	*3.7%*
Hispanic	502	*23.5%*	2,169	*25.5%*	5,385	*28.3%*
Not Hispanic or Latino Population (2019)	7,265	*83.2%*	28,840	*81.8%*	64,591	*79.8%*
Not Hispanic White	5,261	*72.4%*	20,585	*71.4%*	45,011	*69.7%*
Not Hispanic Black or African American	1,566	*21.5%*	6,777	*23.5%*	16,511	*25.6%*
Not Hispanic American Indian or Alaska Native	24	*0.3%*	121	*0.4%*	262	*0.4%*
Not Hispanic Asian	248	*3.4%*	673	*2.3%*	1,378	*2.1%*
Not Hispanic Hawaiian or Pacific Islander	-	-	15	-	38	-
Not Hispanic Other Race	-	-	4	-	54	-
Not Hispanic Two or More Races	166	*2.3%*	665	*2.3%*	1,336	*2.1%*
Hispanic or Latino Population (2019)	1,466	*16.8%*	6,416	*18.2%*	16,383	*20.2%*
Hispanic White	774	*52.8%*	3,328	*51.9%*	8,572	*52.3%*
Hispanic Black or African American	97	*6.6%*	390	*6.1%*	803	*4.9%*
Hispanic American Indian or Alaska Native	16	*1.1%*	77	*1.2%*	229	*1.4%*
Hispanic Asian	6	*0.4%*	23	*0.4%*	56	*0.3%*
Hispanic Hawaiian or Pacific Islander	-	-	4	-	9	-
Hispanic Other Race	443	*30.3%*	2,133	*33.2%*	5,737	*35.0%*
Hispanic Two or More Races	130	*8.9%*	461	*7.2%*	978	*6.0%*
Not Hispanic or Latino Population (2010)	6,758	*87.0%*	26,584	*85.4%*	60,014	*83.0%*
Hispanic or Latino Population (2010)	1,007	*13.0%*	4,553	*14.6%*	12,313	*17.0%*
Not Hispanic or Latino Population (2000)	5,356	*93.7%*	26,810	*92.1%*	64,404	*90.1%*
Hispanic or Latino Population (2000)	359	*6.3%*	2,302	*7.9%*	7,068	*9.9%*
Not Hispanic or Latino Population (2024)	8,249	*82.4%*	32,955	*81.0%*	73,967	*79.2%*
Hispanic or Latino Population (2024)	1,761	*17.6%*	7,729	*19.0%*	19,445	*20.8%*
Projected Annual Growth (2019-2024)	295	-	1,313	-	3,062	-
Historical Annual Growth (2000-2010)	647	*18.0%*	2,251	*9.8%*	5,246	*7.4%*

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COMPLETE PROFILE

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RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2019)						
Total Population	8,731		35,256		80,974	
Age Under 5 Years	535	*6.1%*	2,246	*6.4%*	5,074	*6.3%*
Age 5 to 9 Years	618	*7.1%*	2,427	*6.9%*	5,407	*6.7%*
Age 10 to 14 Years	635	*7.3%*	2,470	*7.0%*	5,450	*6.7%*
Age 15 to 19 Years	584	*6.7%*	2,320	*6.6%*	5,292	*6.5%*
Age 20 to 24 Years	488	*5.6%*	2,148	*6.1%*	5,178	*6.4%*
Age 25 to 29 Years	591	*6.8%*	2,490	*7.1%*	5,780	*7.1%*
Age 30 to 34 Years	589	*6.8%*	2,232	*6.3%*	5,005	*6.2%*
Age 35 to 39 Years	564	*6.5%*	2,150	*6.1%*	4,830	*6.0%*
Age 40 to 44 Years	537	*6.1%*	2,120	*6.0%*	4,695	*5.8%*
Age 45 to 49 Years	510	*5.8%*	2,132	*6.0%*	4,857	*6.0%*
Age 50 to 54 Years	564	*6.5%*	2,283	*6.5%*	5,089	*6.3%*
Age 55 to 59 Years	576	*6.6%*	2,221	*6.3%*	5,060	*6.2%*
Age 60 to 64 Years	460	*5.3%*	1,917	*5.4%*	4,401	*5.4%*
Age 65 to 69 Years	431	*4.9%*	1,827	*5.2%*	4,013	*5.0%*
Age 70 to 74 Years	403	*4.6%*	1,591	*4.5%*	3,716	*4.6%*
Age 75 to 79 Years	307	*3.5%*	1,210	*3.4%*	2,882	*3.6%*
Age 80 to 84 Years	197	*2.3%*	795	*2.3%*	2,077	*2.6%*
Age 85 Years or Over	144	*1.6%*	680	*1.9%*	2,168	*2.7%*
Median Age	37.1		37.2		38.0	
Age 19 Years or Less	2,372	*27.2%*	9,462	*26.8%*	21,223	*26.2%*
Age 20 to 64 Years	4,878	*55.9%*	19,691	*55.9%*	44,896	*55.4%*
Age 65 Years or Over	1,481	*17.0%*	6,102	*17.3%*	14,856	*18.3%*
Female Age Distribution (2019)						
Female Population	4,527	*51.8%*	18,288	*51.9%*	41,756	*51.6%*
Age Under 5 Years	261	*5.8%*	1,107	*6.1%*	2,506	*6.0%*
Age 5 to 9 Years	287	*6.3%*	1,161	*6.3%*	2,567	*6.1%*
Age 10 to 14 Years	305	*6.7%*	1,193	*6.5%*	2,611	*6.3%*
Age 15 to 19 Years	297	*6.6%*	1,142	*6.2%*	2,558	*6.1%*
Age 20 to 24 Years	231	*5.1%*	1,088	*5.9%*	2,614	*6.3%*
Age 25 to 29 Years	330	*7.3%*	1,316	*7.2%*	2,987	*7.2%*
Age 30 to 34 Years	324	*7.1%*	1,204	*6.6%*	2,625	*6.3%*
Age 35 to 39 Years	295	*6.5%*	1,108	*6.1%*	2,431	*5.8%*
Age 40 to 44 Years	286	*6.3%*	1,084	*5.9%*	2,390	*5.7%*
Age 45 to 49 Years	288	*6.4%*	1,113	*6.1%*	2,522	*6.0%*
Age 50 to 54 Years	280	*6.2%*	1,160	*6.3%*	2,555	*6.1%*
Age 55 to 59 Years	288	*6.4%*	1,137	*6.2%*	2,585	*6.2%*
Age 60 to 64 Years	230	*5.1%*	998	*5.5%*	2,296	*5.5%*
Age 65 to 69 Years	240	*5.3%*	1,024	*5.6%*	2,195	*5.3%*
Age 70 to 74 Years	207	*4.6%*	828	*4.5%*	1,958	*4.7%*
Age 75 to 79 Years	183	*4.0%*	705	*3.9%*	1,657	*4.0%*
Age 80 to 84 Years	109	*2.4%*	463	*2.5%*	1,246	*3.0%*
Age 85 Years or Over	86	*1.9%*	459	*2.5%*	1,454	*3.5%*
Female Median Age	38.2		38.5		39.5	
Age 19 Years or Less	1,149	*25.4%*	4,602	*25.2%*	10,241	*24.5%*
Age 20 to 64 Years	2,553	*56.4%*	10,207	*55.8%*	23,004	*55.1%*
Age 65 Years or Over	825	*18.2%*	3,479	*19.0%*	8,510	*20.4%*

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RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Male Age Distribution (2019)						
Male Population	4,204	*48.2%*	16,968	*48.1%*	39,218	*48.4%*
Age Under 5 Years	274	*6.5%*	1,139	*6.7%*	2,568	*6.5%*
Age 5 to 9 Years	332	*7.9%*	1,266	*7.5%*	2,840	*7.2%*
Age 10 to 14 Years	330	*7.9%*	1,277	*7.5%*	2,839	*7.2%*
Age 15 to 19 Years	287	*6.8%*	1,178	*6.9%*	2,734	*7.0%*
Age 20 to 24 Years	257	*6.1%*	1,060	*6.2%*	2,564	*6.5%*
Age 25 to 29 Years	260	*6.2%*	1,175	*6.9%*	2,793	*7.1%*
Age 30 to 34 Years	266	*6.3%*	1,028	*6.1%*	2,380	*6.1%*
Age 35 to 39 Years	269	*6.4%*	1,042	*6.1%*	2,399	*6.1%*
Age 40 to 44 Years	251	*6.0%*	1,036	*6.1%*	2,305	*5.9%*
Age 45 to 49 Years	222	*5.3%*	1,019	*6.0%*	2,336	*6.0%*
Age 50 to 54 Years	284	*6.7%*	1,123	*6.6%*	2,534	*6.5%*
Age 55 to 59 Years	287	*6.8%*	1,084	*6.4%*	2,475	*6.3%*
Age 60 to 64 Years	230	*5.5%*	919	*5.4%*	2,106	*5.4%*
Age 65 to 69 Years	191	*4.6%*	803	*4.7%*	1,818	*4.6%*
Age 70 to 74 Years	195	*4.6%*	763	*4.5%*	1,758	*4.5%*
Age 75 to 79 Years	124	*2.9%*	505	*3.0%*	1,225	*3.1%*
Age 80 to 84 Years	89	*2.1%*	331	*2.0%*	831	*2.1%*
Age 85 Years or Over	58	*1.4%*	221	*1.3%*	713	*1.8%*
Male Median Age	36.0		35.8		36.4	
Age 19 Years or Less	1,222	*29.1%*	4,860	*28.6%*	10,981	*28.0%*
Age 20 to 64 Years	2,325	*55.3%*	9,484	*55.9%*	21,892	*55.8%*
Age 65 Years or Over	657	*15.6%*	2,623	*15.5%*	6,346	*16.2%*
Males per 100 Females (2019)						
Overall Comparison						
Age Under 5 Years	105	*51.2%*	103	*50.7%*	102	*50.6%*
Age 5 to 9 Years	116	*53.6%*	109	*52.2%*	111	*52.5%*
Age 10 to 14 Years	108	*52.0%*	107	*51.7%*	109	*51.7%*
Age 15 to 19 Years	97	*49.1%*	103	*50.8%*	107	*51.7%*
Age 20 to 24 Years	111	*52.6%*	97	*49.4%*	98	*49.5%*
Age 25 to 29 Years	79	*44.1%*	89	*47.2%*	93	*48.3%*
Age 30 to 34 Years	82	*45.1%*	85	*46.0%*	91	*47.6%*
Age 35 to 39 Years	91	*47.8%*	94	*48.5%*	99	*49.7%*
Age 40 to 44 Years	88	*46.7%*	96	*48.9%*	96	*49.1%*
Age 45 to 49 Years	77	*43.5%*	92	*47.8%*	93	*48.1%*
Age 50 to 54 Years	101	*50.3%*	97	*49.2%*	99	*49.8%*
Age 55 to 59 Years	100	*49.9%*	95	*48.8%*	96	*48.9%*
Age 60 to 64 Years	100	*50.0%*	92	*48.0%*	92	*47.8%*
Age 65 to 69 Years	80	*44.4%*	78	*44.0%*	83	*45.3%*
Age 70 to 74 Years	94	*48.5%*	92	*47.9%*	90	*47.3%*
Age 75 to 79 Years	68	*40.3%*	72	*41.7%*	74	*42.5%*
Age 80 to 84 Years	82	*45.0%*	72	*41.7%*	67	*40.0%*
Age 85 Years or Over	67	*40.1%*	48	*32.5%*	49	*32.9%*
Age 19 Years or Less	106	*51.5%*	106	*51.4%*	107	*51.7%*
Age 20 to 39 Years	89	*47.2%*	91	*47.7%*	95	*48.7%*
Age 40 to 64 Years	93	*48.1%*	94	*48.5%*	95	*48.8%*
Age 65 Years or Over	80	*44.3%*	75	*43.0%*	75	*42.7%*

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Household Type (2019)						
Total Households	3,108		13,154		30,686	
Households with Children	1,157	*37.2%*	4,609	*35.0%*	10,189	*33.2%*
Average Household Size	2.8		2.7		2.6	
Household Density per Square Mile	990		465		391	
Population Family	7,779	*89.1%*	30,273	*85.9%*	67,460	*83.3%*
Population Non-Family	952	*10.9%*	4,975	*14.1%*	12,918	*16.0%*
Population Group Quarters	-	-	8	-	595	*0.7%*
Family Households	2,366	*76.1%*	9,183	*69.8%*	20,277	*66.1%*
Married Couple Households	1,745	*73.8%*	6,153	*67.0%*	13,119	*64.7%*
Other Family Households with Children	620	*26.2%*	3,030	*33.0%*	7,158	*35.3%*
Family Households with Children	1,139	*48.2%*	4,541	*49.4%*	10,037	*49.5%*
Married Couple with Children	710	*62.3%*	2,516	*55.4%*	5,391	*53.7%*
Other Family Households with Children	429	*37.7%*	2,025	*44.6%*	4,647	*46.3%*
Family Households No Children	1,226	*51.8%*	4,643	*50.6%*	10,239	*50.5%*
Married Couple No Children	1,035	*84.4%*	3,637	*78.3%*	7,728	*75.5%*
Other Family Households No Children	192	*15.6%*	1,005	*21.7%*	2,511	*24.5%*
Non-Family Households	743	*23.9%*	3,970	*30.2%*	10,409	*33.9%*
Non-Family Households with Children	18	*2.4%*	68	*1.7%*	151	*1.5%*
Non-Family Households No Children	725	*97.6%*	3,902	*98.3%*	10,258	*98.5%*
Average Family Household Size	3.3		3.3		3.3	
Average Family Income	$74,444		$57,840		$60,384	
Median Family Income	$62,453		$55,987		$53,631	
Average Non-Family Household Size	1.3		1.3		1.2	
Marital Status (2019)						
Population Age 15 Years or Over	6,943		28,114		65,043	
Never Married	2,129	*30.7%*	9,019	*32.1%*	21,127	*32.5%*
Currently Married	3,291	*47.4%*	11,662	*41.5%*	25,331	*38.9%*
Previously Married	1,524	*21.9%*	7,432	*26.4%*	18,585	*28.6%*
Separated	259	*17.0%*	1,701	*22.9%*	4,395	*23.6%*
Widowed	464	*30.4%*	1,990	*26.8%*	5,155	*27.7%*
Divorced	801	*52.6%*	3,741	*50.3%*	9,035	*48.6%*
Educational Attainment (2019)						
Adult Population Age 25 Years or Over	5,872		23,646		54,574	
Elementary (Grade Level 0 to 8)	254	*4.3%*	1,867	*7.9%*	5,081	*9.3%*
Some High School (Grade Level 9 to 11)	476	*8.1%*	2,477	*10.5%*	6,079	*11.1%*
High School Graduate	2,374	*40.4%*	9,524	*40.3%*	20,445	*37.5%*
Some College	1,404	*23.9%*	4,813	*20.4%*	11,067	*20.3%*
Associate Degree Only	405	*6.9%*	1,802	*7.6%*	4,317	*7.9%*
Bachelor Degree Only	710	*12.1%*	2,160	*9.1%*	5,169	*9.5%*
Graduate Degree	249	*4.2%*	1,002	*4.2%*	2,415	*4.4%*
Any College (Some College or Higher)	2,768	*47.1%*	9,778	*41.4%*	22,967	*42.1%*
College Degree + (Bachelor Degree or Higher)	959	*16.3%*	3,162	*13.4%*	7,584	*13.9%*

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Housing						
Total Housing Units (2019)	3,347		14,105		32,919	
Total Housing Units (2010)	3,159		13,428		31,729	
Historical Annual Growth (2010-2019)	188	*0.7%*	677	*0.6%*	1,190	*0.4%*
Housing Units Occupied (2019)	3,108	*92.9%*	13,154	*93.3%*	30,686	*93.2%*
Housing Units Owner-Occupied	2,476	*79.7%*	9,291	*70.6%*	19,569	*63.8%*
Housing Units Renter-Occupied	632	*20.3%*	3,863	*29.4%*	11,117	*36.2%*
Housing Units Vacant (2019)	238	*7.7%*	951	*7.2%*	2,233	*7.3%*
Household Size (2019)						
Total Households	3,108		13,154		30,686	
1 Person Households	578	*18.6%*	3,199	*24.3%*	8,513	*27.7%*
2 Person Households	1,060	*34.1%*	4,302	*32.7%*	9,583	*31.2%*
3 Person Households	572	*18.4%*	2,209	*16.8%*	4,832	*15.7%*
4 Person Households	475	*15.3%*	1,757	*13.4%*	3,820	*12.4%*
5 Person Households	245	*7.9%*	911	*6.9%*	2,085	*6.8%*
6 Person Households	101	*3.2%*	437	*3.3%*	1,045	*3.4%*
7 or More Person Households	77	*2.5%*	339	*2.6%*	807	*2.6%*
Household Income Distribution (2019)						
HH Income $200,000 or More	67	*2.2%*	236	*1.8%*	721	*2.3%*
HH Income $150,000 to $199,999	154	*5.0%*	303	*2.3%*	768	*2.5%*
HH Income $125,000 to $149,999	121	*3.9%*	391	*3.0%*	786	*2.6%*
HH Income $100,000 to $124,999	188	*6.0%*	626	*4.8%*	1,400	*4.6%*
HH Income $75,000 to $99,999	462	*14.9%*	1,795	*13.6%*	3,641	*11.9%*
HH Income $50,000 to $74,999	771	*24.8%*	2,980	*22.7%*	6,016	*19.6%*
HH Income $35,000 to $49,999	412	*13.3%*	2,149	*16.3%*	5,299	*17.3%*
HH Income $25,000 to $34,999	323	*10.4%*	1,308	*9.9%*	3,655	*11.9%*
HH Income $15,000 to $24,999	268	*8.6%*	1,466	*11.1%*	3,796	*12.4%*
HH Income $10,000 to $14,999	129	*4.2%*	696	*5.3%*	1,815	*5.9%*
HH Income Under $10,000	212	*6.8%*	1,202	*9.1%*	2,789	*9.1%*
Household Vehicles (2019)						
Households 0 Vehicles Available	82	*2.6%*	810	*6.2%*	2,777	*9.0%*
Households 1 Vehicle Available	1,138	*36.6%*	5,083	*38.6%*	12,406	*40.4%*
Households 2 Vehicles Available	1,218	*39.2%*	5,120	*38.9%*	10,862	*35.4%*
Households 3 or More Vehicles Available	671	*21.6%*	2,140	*16.3%*	4,641	*15.1%*
Total Vehicles Available	5,791		22,540		49,695	
Average Vehicles per Household	1.9		1.7		1.6	
Owner-Occupied Household Vehicles	4,814	*83.1%*	17,152	*76.1%*	35,443	*71.3%*
Average Vehicles per Owner-Occupied Household	1.9		1.8		1.8	
Renter-Occupied Household Vehicles	977	*16.9%*	5,388	*23.9%*	14,253	*28.7%*
Average Vehicles per Renter-Occupied Household	1.5		1.4		1.3	
Travel Time (2019)						
Worker Base Age 16 years or Over	3,720		14,851		34,201	
Travel to Work in 14 Minutes or Less	707	*19.0%*	3,264	*22.0%*	7,783	*22.8%*
Travel to Work in 15 to 29 Minutes	1,615	*43.4%*	6,020	*40.5%*	13,148	*38.4%*
Travel to Work in 30 to 59 Minutes	1,207	*32.4%*	4,552	*30.7%*	9,472	*27.7%*
Travel to Work in 60 Minutes or More	216	*5.8%*	845	*5.7%*	2,405	*7.0%*
Work at Home	221	*5.9%*	484	*3.3%*	1,247	*3.6%*
Average Minutes Travel to Work	22.8		22.6		22.2	

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 28.0044/-81.7811

RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2019)						
Worker Base Age 16 years or Over	3,720		14,851		34,201	
Drive to Work Alone	3,121	83.9%	12,715	85.6%	28,826	84.3%
Drive to Work in Carpool	269	7.2%	1,277	8.6%	3,095	9.1%
Travel to Work by Public Transportation	11	0.3%	47	0.3%	188	0.5%
Drive to Work on Motorcycle	10	0.3%	23	0.2%	70	0.2%
Bicycle to Work	-	-	29	0.2%	101	0.3%
Walk to Work	45	1.2%	184	1.2%	468	1.4%
Other Means	43	1.2%	92	0.6%	207	0.6%
Work at Home	221	5.9%	484	3.3%	1,247	3.6%
Daytime Demographics (2019)						
Total Businesses	86		710		3,699	
Total Employees	593		8,157		65,468	
Company Headquarter Businesses	-	-	2	0.2%	17	0.5%
Company Headquarter Employees	15	2.4%	126	1.5%	3,385	5.2%
Employee Population per Business	6.9	to 1	11.5	to 1	17.7	to 1
Residential Population per Business	101.5	to 1	49.7	to 1	21.9	to 1
Adj. Daytime Demographics Age 16 Years or Over	3,429		20,621		95,400	
Labor Force						
Labor Population Age 16 Years or Over (2019)	6,821		27,655		64,054	
Labor Force Total Males (2019)	3,214	47.1%	13,062	47.2%	30,477	47.6%
Male Civilian Employed	2,108	65.6%	8,084	61.9%	18,109	59.4%
Male Civilian Unemployed	48	1.5%	243	1.9%	707	2.3%
Males in Armed Forces	5	0.1%	20	0.2%	47	0.2%
Males Not in Labor Force	1,054	32.8%	4,716	36.1%	11,614	38.1%
Labor Force Total Females (2019)	3,606	52.9%	14,593	52.8%	33,577	52.4%
Female Civilian Employed	1,872	51.9%	7,088	48.6%	15,965	47.5%
Female Civilian Unemployed	101	2.8%	395	2.7%	926	2.8%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,633	45.3%	7,111	48.7%	16,685	49.7%
Unemployment Rate	149	2.2%	637	2.3%	1,633	2.6%
Occupation (2019)						
Occupation Population Age 16 Years or Over	3,980		15,171		34,074	
Occupation Total Males	2,108	53.0%	8,084	53.3%	18,109	53.1%
Occupation Total Females	1,872	47.0%	7,088	46.7%	15,965	46.9%
Management, Business, Financial Operations	484	12.2%	1,446	9.5%	3,248	9.5%
Professional, Related	786	19.8%	2,728	18.0%	5,788	17.0%
Service	700	17.6%	3,006	19.8%	6,900	20.2%
Sales, Office	1,006	25.3%	3,865	25.5%	8,397	24.6%
Farming, Fishing, Forestry	42	1.1%	162	1.1%	622	1.8%
Construction, Extraction, Maintenance	346	8.7%	1,792	11.8%	3,826	11.2%
Production, Transport, Material Moving	616	15.5%	2,171	14.3%	5,294	15.5%
White Collar Workers	2,276	57.2%	8,039	53.0%	17,432	51.2%
Blue Collar Workers	1,704	42.8%	7,132	47.0%	16,642	48.8%

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RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2019)						
Total Units	2,754		11,538		27,185	
1 Detached Unit	2,486	*90.3%*	9,610	*83.3%*	21,135	*77.7%*
1 Attached Unit	36	*1.3%*	204	*1.8%*	665	*2.4%*
2 Units	68	*2.5%*	404	*3.5%*	1,073	*3.9%*
3 to 4 Units	59	*2.2%*	355	*3.1%*	1,501	*5.5%*
5 to 9 Units	6	*0.2%*	196	*1.7%*	685	*2.5%*
10 to 19 Units	12	*0.4%*	115	*1.0%*	470	*1.7%*
20 to 49 Units	3	*0.1%*	46	*0.4%*	194	*0.7%*
50 or More Units	4	*0.1%*	171	*1.5%*	1,037	*3.8%*
Mobile Home or Trailer	428	*15.5%*	2,030	*17.6%*	3,887	*14.3%*
Other Structure	6	*0.2%*	22	*0.2%*	38	*0.1%*
Homes Built By Year (2019)						
Homes Built 2014 or later	65	*1.9%*	222	*1.6%*	544	*1.7%*
Homes Built 2010 to 2013	35	*1.1%*	194	*1.4%*	537	*1.6%*
Homes Built 2000 to 2009	803	*24.0%*	2,057	*14.6%*	3,638	*11.1%*
Homes Built 1990 to 1999	394	*11.8%*	1,305	*9.3%*	3,292	*10.0%*
Homes Built 1980 to 1989	1,093	*32.7%*	2,665	*18.9%*	4,968	*15.1%*
Homes Built 1970 to 1979	431	*12.9%*	2,612	*18.5%*	6,591	*20.0%*
Homes Built 1960 to 1969	107	*3.2%*	1,656	*11.7%*	4,618	*14.0%*
Homes Built 1950 to 1959	154	*4.6%*	1,617	*11.5%*	4,124	*12.5%*
Homes Built 1940 to 1949	13	*0.4%*	384	*2.7%*	1,167	*3.5%*
Homes Built Before 1939	13	*0.4%*	443	*3.1%*	1,208	*3.7%*
Median Age of Homes	26.9	*yrs*	36.6	*yrs*	38.9	*yrs*
Home Values (2019)						
Owner Specified Housing Units	2,192		8,145		17,443	
Home Values $1,000,000 or More	9	*0.4%*	38	*0.5%*	90	*0.5%*
Home Values $750,000 to $999,999	7	*0.3%*	29	*0.4%*	92	*0.5%*
Home Values $500,000 to $749,999	75	*3.4%*	202	*2.5%*	419	*2.4%*
Home Values $400,000 to $499,999	37	*1.7%*	202	*2.5%*	448	*2.6%*
Home Values $300,000 to $399,999	156	*7.1%*	632	*7.8%*	1,247	*7.1%*
Home Values $250,000 to $299,999	146	*6.7%*	625	*7.7%*	1,494	*8.6%*
Home Values $200,000 to $249,999	375	*17.1%*	951	*11.7%*	1,922	*11.0%*
Home Values $175,000 to $199,999	98	*4.5%*	558	*6.8%*	1,113	*6.4%*
Home Values $150,000 to $174,999	335	*15.3%*	1,017	*12.5%*	2,165	*12.4%*
Home Values $125,000 to $149,999	177	*8.1%*	635	*7.8%*	1,428	*8.2%*
Home Values $100,000 to $124,999	266	*12.1%*	981	*12.0%*	1,807	*10.4%*
Home Values $90,000 to $99,999	74	*3.4%*	307	*3.8%*	603	*3.5%*
Home Values $80,000 to $89,999	213	*9.7%*	616	*7.6%*	1,199	*6.9%*
Home Values $70,000 to $79,999	106	*4.9%*	449	*5.5%*	1,123	*6.4%*
Home Values $60,000 to $69,999	84	*3.8%*	476	*5.8%*	1,073	*6.2%*
Home Values $50,000 to $59,999	89	*4.1%*	281	*3.4%*	599	*3.4%*
Home Values $35,000 to $49,999	103	*4.7%*	450	*5.5%*	1,001	*5.7%*
Home Values $25,000 to $34,999	24	*1.1%*	177	*2.2%*	464	*2.7%*
Home Values $10,000 to $24,999	50	*2.3%*	368	*4.5%*	720	*4.1%*
Home Values Under $10,000	50	*2.3%*	297	*3.7%*	550	*3.2%*
Owner-Occupied Median Home Value	$140,321		$134,606		$136,000	
Renter-Occupied Median Rent	$840		$696		$689	

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RFULL9

3004 FL-540 Winter Haven, FL 33880	1 mi radius		3 mi radius		5 mi radius	
Total Annual Consumer Expenditure (2019)						
Total Household Expenditure	$160.54 M		$589.47 M		$1.38 B	
Total Non-Retail Expenditure	$84.26 M		$310.05 M		$725.28 M	
Total Retail Expenditure	$76.28 M		$279.42 M		$649.79 M	
Apparel	$5.59 M		$20.39 M		$47.66 M	
Contributions	$5 M		$18.17 M		$42.69 M	
Education	$4.36 M		$15.68 M		$37.22 M	
Entertainment	$8.95 M		$32.46 M		$75.6 M	
Food and Beverages	$23.94 M		$88.21 M		$205.49 M	
Furnishings and Equipment	$5.57 M		$20.22 M		$47.02 M	
Gifts	$3.68 M		$13.41 M		$31.53 M	
Health Care	$14.01 M		$51.66 M		$120.08 M	
Household Operations	$6.24 M		$22.8 M		$53.29 M	
Miscellaneous Expenses	$3.02 M		$11.06 M		$25.84 M	
Personal Care	$2.15 M		$7.88 M		$18.4 M	
Personal Insurance	$1.09 M		$3.89 M		$9.07 M	
Reading	$348.09 K		$1.28 M		$2.98 M	
Shelter	$33.61 M		$124.31 M		$291.42 M	
Tobacco	$1.06 M		$4.06 M		$9.48 M	
Transportation	$29.54 M		$107.83 M		$249.86 M	
Utilities	$12.4 M		$46.17 M		$107.42 M	
Monthly Household Consumer Expenditure (2019)						
Total Household Expenditure	$4,304		$3,735		$3,734	
Total Non-Retail Expenditure	$2,259	*52.5%*	$1,964	*52.6%*	$1,970	*52.7%*
Total Retail Expenditures	$2,045	*47.5%*	$1,770	*47.4%*	$1,765	*47.3%*
Apparel	$150	*3.5%*	$129	*3.5%*	$129	*3.5%*
Contributions	$134	*3.1%*	$115	*3.1%*	$116	*3.1%*
Education	$117	*2.7%*	$99	*2.7%*	$101	*2.7%*
Entertainment	$240	*5.6%*	$206	*5.5%*	$205	*5.5%*
Food and Beverages	$642	*14.9%*	$559	*15.0%*	$558	*14.9%*
Furnishings and Equipment	$149	*3.5%*	$128	*3.4%*	$128	*3.4%*
Gifts	$99	*2.3%*	$85	*2.3%*	$86	*2.3%*
Health Care	$376	*8.7%*	$327	*8.8%*	$326	*8.7%*
Household Operations	$167	*3.9%*	$144	*3.9%*	$145	*3.9%*
Miscellaneous Expenses	$81	*1.9%*	$70	*1.9%*	$70	*1.9%*
Personal Care	$58	*1.3%*	$50	*1.3%*	$50	*1.3%*
Personal Insurance	$29	*0.7%*	$25	*0.7%*	$25	*0.7%*
Reading	$9	*0.2%*	$8	*0.2%*	$8	*0.2%*
Shelter	$901	*20.9%*	$788	*21.1%*	$791	*21.2%*
Tobacco	$28	*0.7%*	$26	*0.7%*	$26	*0.7%*
Transportation	$792	*18.4%*	$683	*18.3%*	$679	*18.2%*
Utilities	$332	*7.7%*	$293	*7.8%*	$292	*7.8%*

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