

Lakeland Park Center

Radius	3 Mile		5 Mile		10 Mile	
Population						
2019 Projection	55,330		129,321		261,818	
2014 Estimate	52,567		123,195		250,340	
2010 Census	50,121		118,527		244,947	
Growth 2014 - 2019	5.26%		4.97%		4.58%	
Growth 2010 - 2014	4.88%		3.94%		2.20%	
2014 Population by Hispanic Origin	7,514		18,248		34,365	
2014 Population By Race	52,567		123,195		250,340	
White	33,797	64.29%	91,752	74.48%	203,251	81.19%
Black	16,349	31.10%	26,036	21.13%	36,336	14.51%
Am. Indian & Alaskan	250	0.48%	735	0.60%	1,381	0.55%
Asian	1,074	2.04%	2,133	1.73%	4,525	1.81%
Hawaiian & Pacific Island	75	0.14%	134	0.11%	243	0.10%
Other	1,022	1.94%	2,405	1.95%	4,604	1.84%
Households						
2019 Projection	21,840		50,327		101,750	
2014 Estimate	20,756		47,904		97,213	
2010 Census	19,865		46,086		95,093	
Growth 2014 - 2019	5.22%		5.06%		4.67%	
Growth 2010 - 2014	1.65%		0.94%		0.54%	
Owner Occupied	11,325	54.56%	29,342	61.25%	66,174	68.07%
Renter Occupied	9,431	45.44%	18,562	38.75%	31,039	31.93%
2014 Households by HH Income	20,756		47,903		97,215	
Income: <\$25,000	6,930	33.39%	14,901	31.11%	25,816	26.56%
Income: \$25,000 - \$50,000	6,795	32.74%	15,275	31.89%	30,207	31.07%
Income: \$50,000 - \$75,000	3,824	18.42%	8,965	18.71%	18,689	19.22%
Income: \$75,000 - \$100,000	1,707	8.22%	4,583	9.57%	10,346	10.64%
Income: \$100,000 - \$125,000	799	3.85%	2,123	4.43%	5,210	5.36%
Income: \$125,000 - \$150,000	206	0.99%	744	1.55%	2,107	2.17%
Income: \$150,000 - \$200,000	289	1.39%	857	1.79%	2,589	2.66%
Income: \$200,000+	206	0.99%	455	0.95%	2,251	2.32%
2014 Avg Household Income	\$46,491		\$49,181		\$57,104	
2014 Med Household Income	\$36,725		\$38,785		\$42,774	

Demographic Detail Report

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Radius	3 Mile		5 Mile		10 Mile	
Population						
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2010 Census	50,121		118,527		244,947	
Growth 2014 - 2019	5.26%		4.97%		4.58%	
Growth 2010 - 2014	4.88%		3.94%		2.20%	
2014 Population by Age						
	52,567		123,195		250,340	
Age 0 - 4	3,543	6.74%	8,144	6.61%	15,621	6.24%
Age 5 - 9	3,512	6.68%	8,000	6.49%	15,551	6.21%
Age 10 - 14	3,372	6.41%	7,845	6.37%	15,754	6.29%
Age 15 - 19	3,234	6.15%	7,937	6.44%	16,106	6.43%
Age 20 - 24	3,369	6.41%	8,373	6.80%	16,537	6.61%
Age 25 - 29	3,540	6.73%	8,315	6.75%	16,025	6.40%
Age 30 - 34	3,397	6.46%	7,734	6.28%	14,865	5.94%
Age 35 - 39	3,061	5.82%	7,180	5.83%	14,148	5.65%
Age 40 - 44	2,908	5.53%	7,129	5.79%	14,554	5.81%
Age 45 - 49	2,946	5.60%	7,405	6.01%	15,596	6.23%
Age 50 - 54	3,033	5.77%	7,681	6.23%	16,345	6.53%
Age 55 - 59	2,986	5.68%	7,461	6.06%	15,933	6.36%
Age 60 - 64	2,887	5.49%	7,035	5.71%	15,315	6.12%
Age 65 - 69	2,639	5.02%	6,282	5.10%	13,760	5.50%
Age 70 - 74	2,341	4.45%	5,303	4.30%	11,470	4.58%
Age 75 - 79	2,002	3.81%	4,227	3.43%	8,947	3.57%
Age 80 - 84	1,666	3.17%	3,271	2.66%	6,647	2.66%
Age 85+	2,130	4.05%	3,872	3.14%	7,165	2.86%
Age 65+	10,778	20.50%	22,955	18.63%	47,989	19.17%
Median Age	38.80		38.70		40.20	
Average Age	40.20		39.60		40.20	

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Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2014 Population By Race	52,567	123,195	250,340
White	33,797 64.29%	91,752 74.48%	203,251 81.19%
Black	16,349 31.10%	26,036 21.13%	36,336 14.51%
Am. Indian & Alaskan	250 0.48%	735 0.60%	1,381 0.55%
Asian	1,074 2.04%	2,133 1.73%	4,525 1.81%
Hawaiian & Pacific Island	75 0.14%	134 0.11%	243 0.10%
Other	1,022 1.94%	2,405 1.95%	4,604 1.84%
Population by Hispanic Origin	52,567	123,195	250,340
Non-Hispanic Origin	45,053 85.71%	104,947 85.19%	215,973 86.27%
Hispanic Origin	7,514 14.29%	18,248 14.81%	34,366 13.73%
2014 Median Age, Male	36.60	37.00	38.50
2014 Average Age, Male	38.40	38.20	39.00
2014 Median Age, Female	40.90	40.20	41.80
2014 Average Age, Female	41.70	40.80	41.40
2014 Population by Occupation Classification	41,499	97,620	200,202
Civilian Employed	21,122 50.90%	51,246 52.50%	108,875 54.38%
Civilian Unemployed	2,821 6.80%	6,121 6.27%	10,882 5.44%
Civilian Non-Labor Force	17,530 42.24%	40,153 41.13%	80,217 40.07%
Armed Forces	26 0.06%	100 0.10%	228 0.11%
Households by Marital Status			
Married	8,341	20,919	47,372
Married No Children	5,711	13,873	31,427
Married w/Children	2,630	7,046	15,945
2014 Population by Education	38,213	88,162	180,578
Some High School, No Diploma	6,410 16.77%	15,979 18.12%	27,990 15.50%
High School Grad (Incl Equivalency)	13,680 35.80%	31,255 35.45%	61,931 34.30%
Some College, No Degree	10,340 27.06%	23,527 26.69%	48,019 26.59%
Associate Degree	2,676 7.00%	5,266 5.97%	9,807 5.43%
Bachelor Degree	3,574 9.35%	8,456 9.59%	22,305 12.35%
Advanced Degree	1,533 4.01%	3,679 4.17%	10,526 5.83%

Demographic Detail Report

Lakeland Park Center

Radius	3 Mile		5 Mile		10 Mile	
2014 Population by Occupation	81,812		199,719		425,692	
Real Estate & Finance	1,243	1.52%	3,054	1.53%	7,024	1.65%
Professional & Management	7,035	8.60%	18,208	9.12%	42,843	10.06%
Services	4,500	5.50%	9,970	4.99%	19,149	4.50%
Information	254	0.31%	922	0.46%	1,730	0.41%
Sales	5,944	7.27%	13,806	6.91%	29,504	6.93%
Transportation	199	0.24%	343	0.17%	521	0.12%
Education & Health	4,262	5.21%	10,230	5.12%	22,755	5.35%
Retail	3,635	4.44%	8,527	4.27%	17,448	4.10%
Wholesale	662	0.81%	1,726	0.86%	3,627	0.85%
Construction	3,801	4.65%	10,602	5.31%	21,897	5.14%
Agriculture & Mining	258	0.32%	551	0.28%	1,906	0.45%
Farming, Fishing, Forestry	140	0.17%	228	0.11%	989	0.23%
2014 Worker Travel Time to Job	20,573		49,807		104,732	
<30 Minutes	14,868	72.27%	34,835	69.94%	73,077	69.78%
30-60 Minutes	4,666	22.68%	12,115	24.32%	25,876	24.71%
60+ Minutes	1,039	5.05%	2,857	5.74%	5,779	5.52%
2010 Households by HH Size	19,865		46,086		95,093	
1-Person Households	5,787	29.13%	12,773	27.72%	24,142	25.39%
2-Person Households	7,091	35.70%	16,235	35.23%	34,993	36.80%
3-Person Households	2,904	14.62%	6,964	15.11%	14,696	15.45%
4-Person Households	2,077	10.46%	5,247	11.39%	11,414	12.00%
5-Person Households	1,091	5.49%	2,758	5.98%	5,713	6.01%
6-Person Households	516	2.60%	1,208	2.62%	2,395	2.52%
7 or more Person Households	399	2.01%	901	1.96%	1,740	1.83%
2014 Average Household Size	2.50		2.50		2.50	
Households						
2019 Projection	21,840		50,327		101,750	
2014 Estimate	20,756		47,904		97,213	
2010 Census	19,865		46,086		95,093	
Growth 2014 - 2019	5.22%		5.06%		4.67%	
Growth 2010 - 2014	1.65%		0.94%		0.54%	

Demographic Detail Report

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Radius	3 Mile	5 Mile	10 Mile
2014 Households by HH Income	20,756	47,903	97,215
<\$25,000	6,930 33.39%	14,901 31.11%	25,816 26.56%
\$25,000 - \$50,000	6,795 32.74%	15,275 31.89%	30,207 31.07%
\$50,000 - \$75,000	3,824 18.42%	8,965 18.71%	18,689 19.22%
\$75,000 - \$100,000	1,707 8.22%	4,583 9.57%	10,346 10.64%
\$100,000 - \$125,000	799 3.85%	2,123 4.43%	5,210 5.36%
\$125,000 - \$150,000	206 0.99%	744 1.55%	2,107 2.17%
\$150,000 - \$200,000	289 1.39%	857 1.79%	2,589 2.66%
\$200,000+	206 0.99%	455 0.95%	2,251 2.32%
2014 Avg Household Income	\$46,491	\$49,181	\$57,104
2014 Med Household Income	\$36,725	\$38,785	\$42,774
2014 Occupied Housing	20,756	47,904	97,213
Owner Occupied	11,325 54.56%	29,342 61.25%	66,174 68.07%
Renter Occupied	9,431 45.44%	18,562 38.75%	31,039 31.93%
2010 Housing Units	19,344	41,825	82,337
1 Unit	12,219 63.17%	29,890 71.46%	63,871 77.57%
2 - 4 Units	1,817 9.39%	4,602 11.00%	7,967 9.68%
5 - 19 Units	3,331 17.22%	4,299 10.28%	6,560 7.97%
20+ Units	1,977 10.22%	3,034 7.25%	3,939 4.78%
2014 Housing Value	11,326	29,341	66,174
<\$100,000	5,354 47.27%	13,572 46.26%	28,654 43.30%
\$100,000 - \$200,000	4,792 42.31%	11,642 39.68%	25,353 38.31%
\$200,000 - \$300,000	917 8.10%	3,047 10.38%	7,556 11.42%
\$300,000 - \$400,000	126 1.11%	487 1.66%	1,949 2.95%
\$400,000 - \$500,000	54 0.48%	339 1.16%	1,362 2.06%
\$500,000 - \$1,000,000	50 0.44%	152 0.52%	1,019 1.54%
\$1,000,000+	33 0.29%	102 0.35%	281 0.42%
2014 Median Home Value	\$106,448	\$109,436	\$117,485
2014 Housing Units by Yr Built	23,584	54,640	110,539
Built 2010+	925 3.92%	1,736 3.18%	3,238 2.93%
Built 2000 - 2010	4,472 18.96%	8,468 15.50%	17,504 15.84%
Built 1990 - 1999	3,996 16.94%	8,691 15.91%	19,724 17.84%
Built 1980 - 1989	5,020 21.29%	11,577 21.19%	24,033 21.74%
Built 1970 - 1979	3,710 15.73%	8,841 16.18%	19,808 17.92%
Built 1960 - 1969	2,490 10.56%	6,119 11.20%	11,341 10.26%
Built 1950 - 1959	1,737 7.37%	4,530 8.29%	8,020 7.26%
Built <1949	1,234 5.23%	4,678 8.56%	6,871 6.22%
2014 Median Year Built	1984	1982	1983

Demographic Market Comparison Report

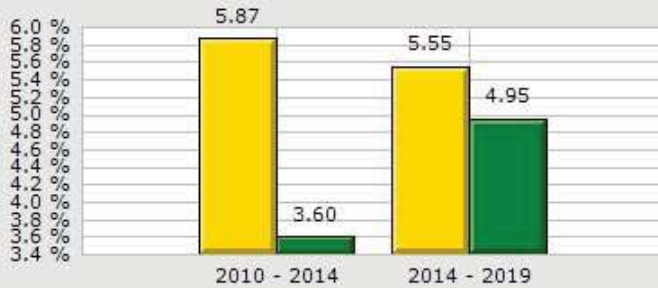
1 mile radius

Lakeland Park Center

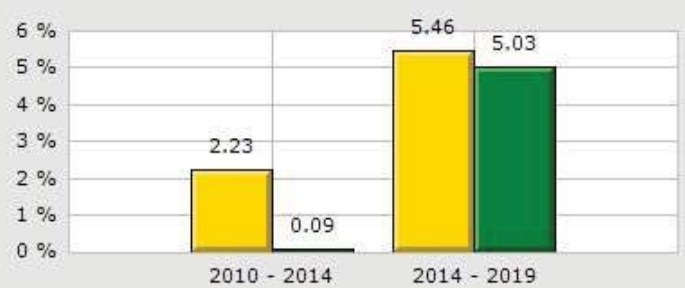
Type: Shopping Center/Power Center
 County: Polk

1 Mile
 County

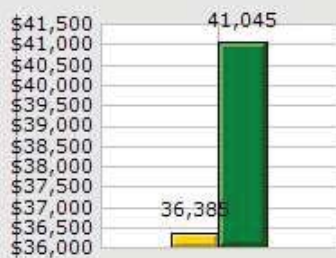
Population Growth



Household Growth



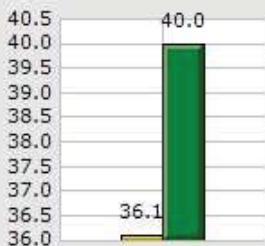
2014 Med Household Inc



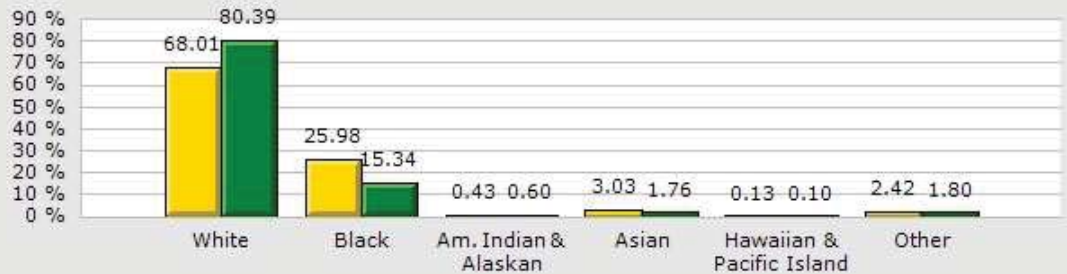
2014 Households by Household Income



2014 Median Age



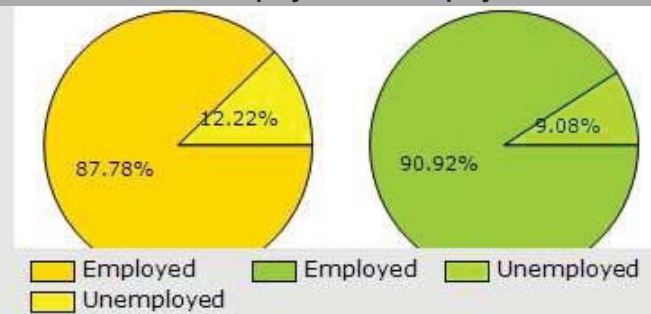
2014 Population by Race



2014 Renter vs. Owner



2014 Employed vs. Unemployed



Demographic Market Comparison Report

1 mile radius

Lakeland Park Center

Type: **Shopping Center/Power Center**
 County: **Polk**

	1 Mile		County	
Population Growth				
Growth 2010 - 2014	5.87%		3.60%	
Growth 2014 - 2019	5.55%		4.95%	
Employed	3,485	87.78%	260,774	90.92%
Unemployed	485	12.22%	26,028	9.08%
2014 Population by Race				
	9,262		623,790	
White	6,299	68.01%	501,481	80.39%
Black	2,406	25.98%	95,706	15.34%
Am. Indian & Alaskan	40	0.43%	3,761	0.60%
Asian	281	3.03%	10,958	1.76%
Hawaiian & Pacific Island	12	0.13%	654	0.10%
Other	224	2.42%	11,230	1.80%
Household Growth				
Growth 2010 - 2014	2.23%		0.09%	
Growth 2014 - 2019	5.46%		5.03%	
Renter Occupied	2,108	56.44%	68,956	29.27%
Owner Occupied	1,627	43.56%	166,662	70.73%
2014 Households by Household Income				
	3,734		235,618	
Income <\$25K	1,199	32.11%	70,545	29.94%
Income \$25K - \$50K	1,251	33.50%	66,153	28.08%
Income \$50K - \$75K	740	19.82%	43,770	18.58%
Income \$75K - \$100K	298	7.98%	26,877	11.41%
Income \$100K - \$125K	132	3.54%	12,845	5.45%
Income \$125K - \$150K	19	0.51%	7,938	3.37%
Income \$150K - \$200K	28	0.75%	4,165	1.77%
Income \$200K+	67	1.79%	3,325	1.41%
2014 Med Household Inc	\$36,385		\$41,045	
2014 Median Age	36.10		40.00	

Consumer Spending Report

Lakeland Park Center

2014 Annual Spending (\$000s)			
	3 Mile	5 Mile	10 Mile
Total Specified Consumer Spending	\$436,165	\$1,064,797	\$2,354,148
Total Apparel	\$26,691	\$63,230	\$134,333
Women's Apparel	10,297	24,424	52,922
Men's Apparel	5,313	12,851	27,881
Girl's Apparel	2,174	5,079	10,403
Boy's Apparel	1,501	3,512	7,186
Infant Apparel	1,331	3,097	6,192
Footwear	6,075	14,267	29,749
Total Entertainment & Hobbies	\$33,885	\$82,751	\$181,486
Entertainment	4,601	11,353	25,193
Audio & Visual Equipment/Service	18,332	43,415	92,568
Reading Materials	1,214	3,031	7,352
Pets, Toys, & Hobbies	9,738	24,953	56,372
Total Food and Alcohol	\$116,432	\$281,296	\$610,731
Food At Home	69,090	164,925	350,601
Food Away From Home	40,974	100,373	223,680
Alcoholic Beverages	6,368	15,997	36,449
Total Household	\$55,385	\$135,965	\$310,776
House Maintenance & Repair	11,271	29,334	67,514
Household Equip & Furnishings	23,486	56,709	127,066
Household Operations	16,679	39,910	90,395
Housing Costs	3,949	10,012	25,800

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Consumer Spending Report

Lakeland Park Center

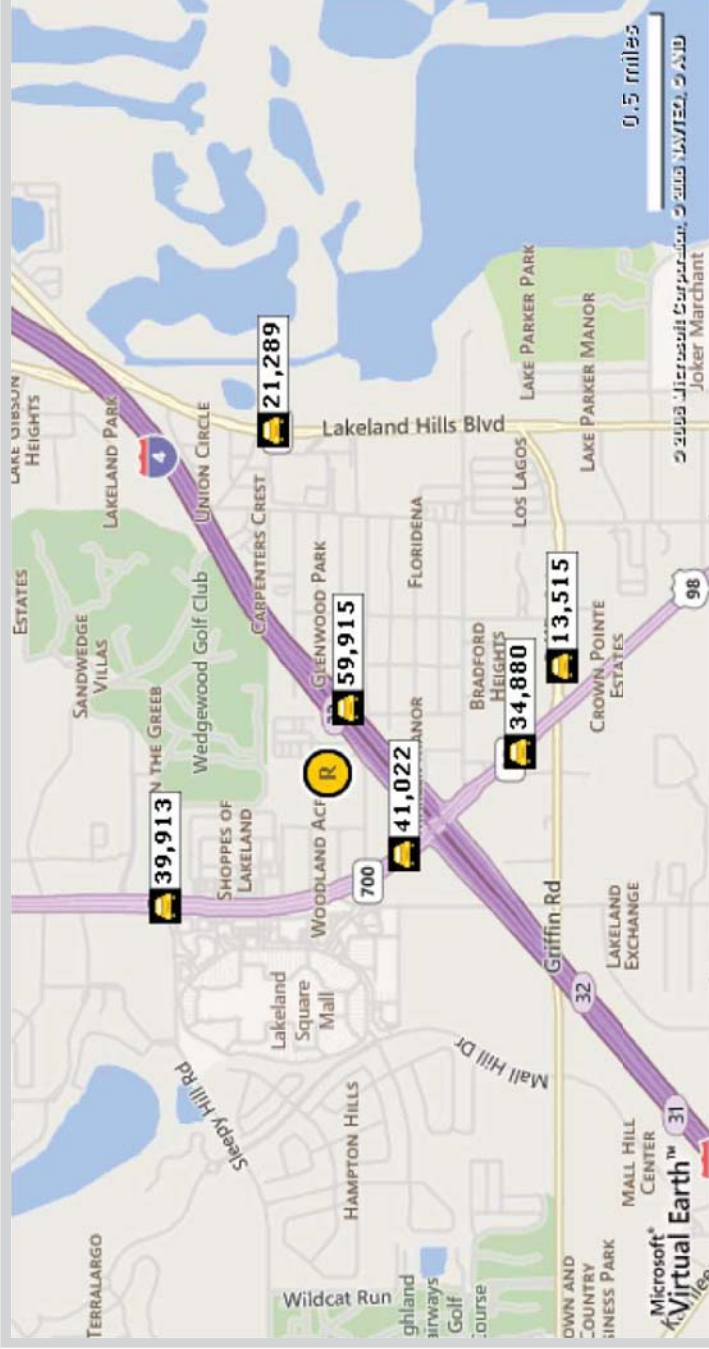
2014 Annual Spending (000s)	3 Mile	5 Mile	10 Mile
Total Transportation/Maint.	\$123,231	\$303,990	\$668,504
Vehicle Purchases	35,844	93,553	212,720
Gasoline	66,923	161,118	343,420
Vehicle Expenses	2,599	6,213	14,485
Transportation	5,279	12,520	30,191
Automotive Repair & Maintenance	12,586	30,587	67,689
Total Health Care	\$24,927	\$61,660	\$138,175
Medical Services	12,203	30,666	69,811
Prescription Drugs	10,362	25,342	55,835
Medical Supplies	2,362	5,652	12,528
Total Education/Day Care	\$20,386	\$50,619	\$120,927
Education	14,122	34,696	81,387
Fees & Admissions	6,263	15,923	39,540

Lakeland Park Center

Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	447	6,676	15
Retail & Wholesale Trade	167	2,690	16
Hospitality & Food Service	62	1,744	28
Real Estate, Renting, Leasing	34	148	4
Finance & Insurance	34	161	5
Information	9	64	7
Scientific & Technology Services	14	61	4
Management of Companies	0	0	0
Health Care & Social Assistance	43	880	20
Educational Services	5	185	37
Public Administration & Sales	5	119	24
Arts, Entertainment, Recreation	4	45	11
Utilities & Waste Management	9	37	4
Construction	13	43	3
Manufacturing	1	1	1
Agriculture, Mining, Fishing	0	0	0
Other Services	47	498	11

Traffic Count Report

Lakeland Park Center US-98 Hwy, Lakeland, FL 33809



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 I-4	Bartow Rd	0.38 SW	2012	59,915	MPSI	.18
2 Bartow Rd	Hanley Rd	0.05 NW	2012	41,022	MPSI	.29
3 Bartow Rd	Pyramid Park Way	0.05 NW	2012	34,880	MPSI	.51
4 Bartow Rd	Pioneer Tri Lp	0.02 S	2012	39,913	MPSI	.54
5 Griffin Rd	Bartow Rd	0.11 W	2010	14,801	MPSI	.68
6 Griffin Rd	Bartow Rd	0.11 W	2012	13,515	MPSI	.68
7 Lakeland Hills Blvd	Carol Dr	0.03 N	2012	21,289	MPSI	.91