# Lakeland Demographic & Economic Update

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*"the most accredited commercial real estate practicing professional in the Nation"*

*Gary M. Ralston,* CCIM, SIOR, SRS, CPM, CRE, CLS, CDP, CRX, CRRP, FRICS is a managing partner of SVN Saunders Ralston Dantzler Real Estate – the premier commercial services provider in Central Florida (Polk County). He is a recognized subject matter expert on retail and commercial properties. His experience includes the complete spectrum of commercial real estate services. In addition, he is a successful real estate developer, investor and group investment sponsor.

From the early 1990s through 2004 Gary was the president and a member of the board of directors of Commercial Net Lease Realty, Inc. (NYSE:NNN) the industry leader in single-tenant corporate net-leased real estate. During that time he guided the company's growth from less than $15 million in real estate assets to over $1.5 billion.

Gary holds the Certified Commercial Investment Member (CCIM), Society of Industrial and Office Realtors (SIOR), Specialist in Real Estate Securities (SRS), Certified Property Manager (CPM), Counselor of Real Estate (CRE), Certified Leasing Specialist (CLS), Certified Development, Design and Construction Professional (CDP), Certified Retail Property Executive (CRX), Certified Retail Real Estate Professional (CRRP) and Fellow of the Royal Institute of Chartered Surveyors (FRICS) professional designations. He is also a Florida licensed real estate broker and certified building contractor.

Gary is a senior instructor for the CCIM Institute and a member of the board of directors of the CCIM Institute. He is a Past President of the Florida CCIM Chapter. Gary is a full member of the Urban Land Institute (ULI) and a former Vice Chairman of the Small Scale Development Council. He is a member of the International Council of Shopping Centers (ICSC) and an instructor for the ICSC University of Shopping Centers at Wharton, the ICSC Executive Learning series and RECon Academy.

Gary holds a Masters in Real Estate and Construction Management from the Franklin L. Burns School of Real Estate and Construction Management at the University of Denver. In 2007 he was named an adjunct faculty member at the University of Denver, in 2011 he was named an adjunct faculty member at Florida Southern College and in 2013 Gary was named an adjunct faculty member at the University of Florida. He is the co-chair of the Florida Southern College real estate conference.

Gary was inducted as a Hoyt Fellow (www.hoyt.org) in 2001. He is a member of the Regional Economic Information Network of the Jacksonville Branch of the Federal Reserve Bank of Atlanta.

- Geographies
  - Lakeland
  - Lakeland area (9 zip codes)
  - Polk County

- Population and growth

- Employment
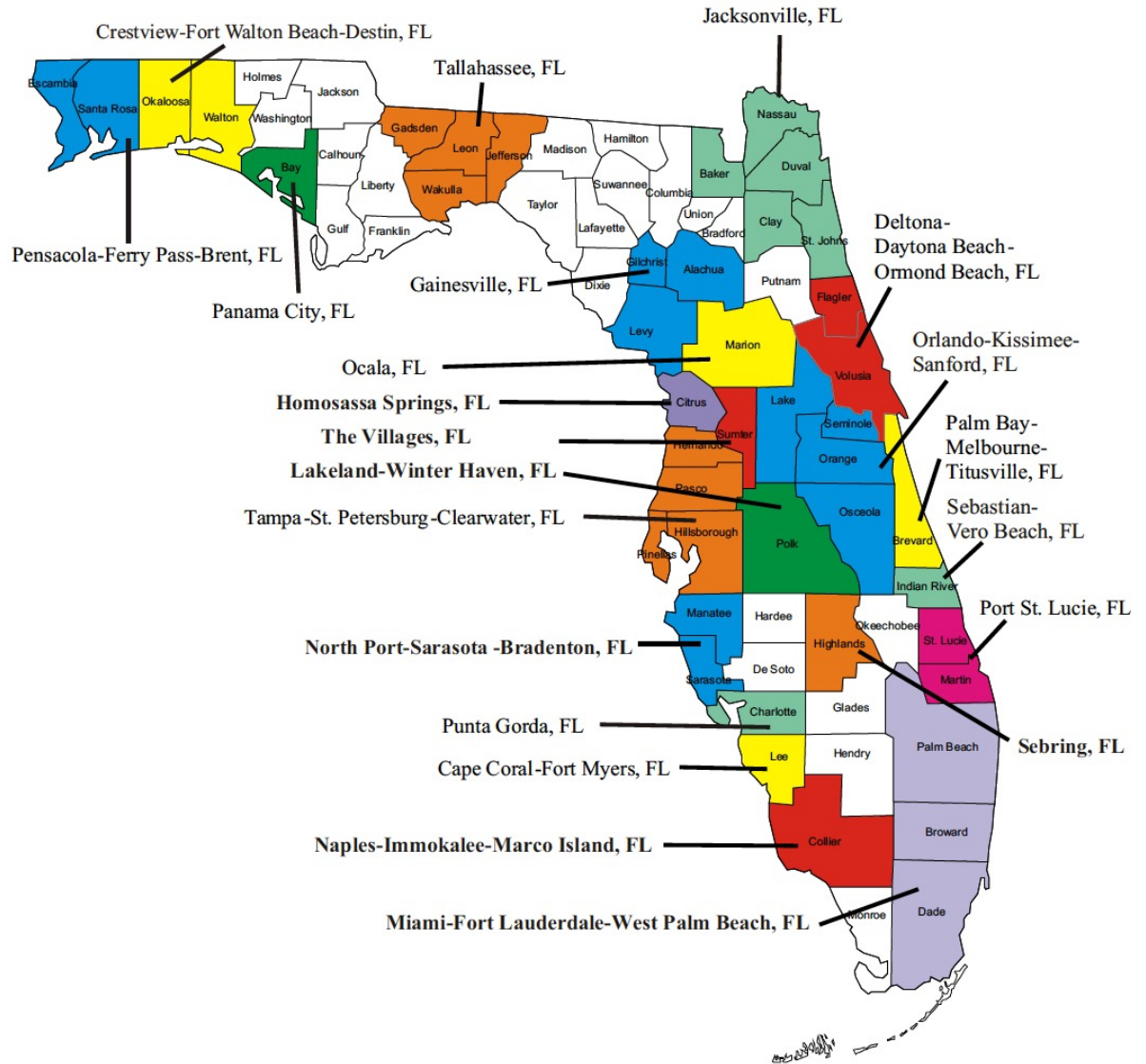
- Labor Shed

# Formal Geographies

- **Counties (3,143)**

- **General Zip codes (29,801)** *www.zip-codes.com/zip-code-statistics.asp*

- **Census Tracts (84,414)**
  - **About 3 census block groups**

- **Census Block Groups (239,780)**
  - **About 35 census blocks**
  - **250 – 300 housing units**
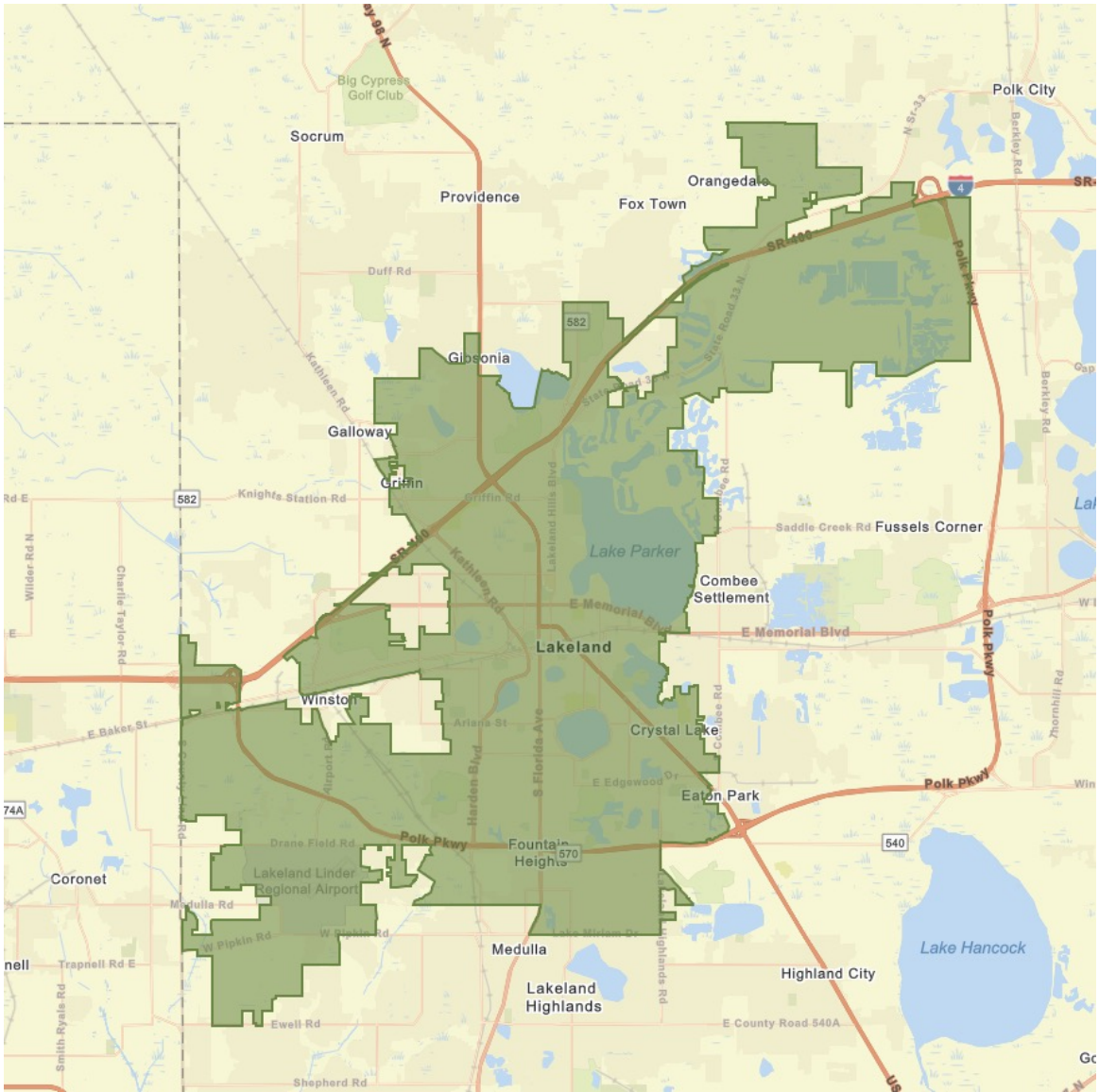
- **Census Blocks (8,132,968)**
  - **About 41 people**

# Florida
## Metropolitan Statistical Areas

**Office of Management and Budget**
**January 2019**

**United States**
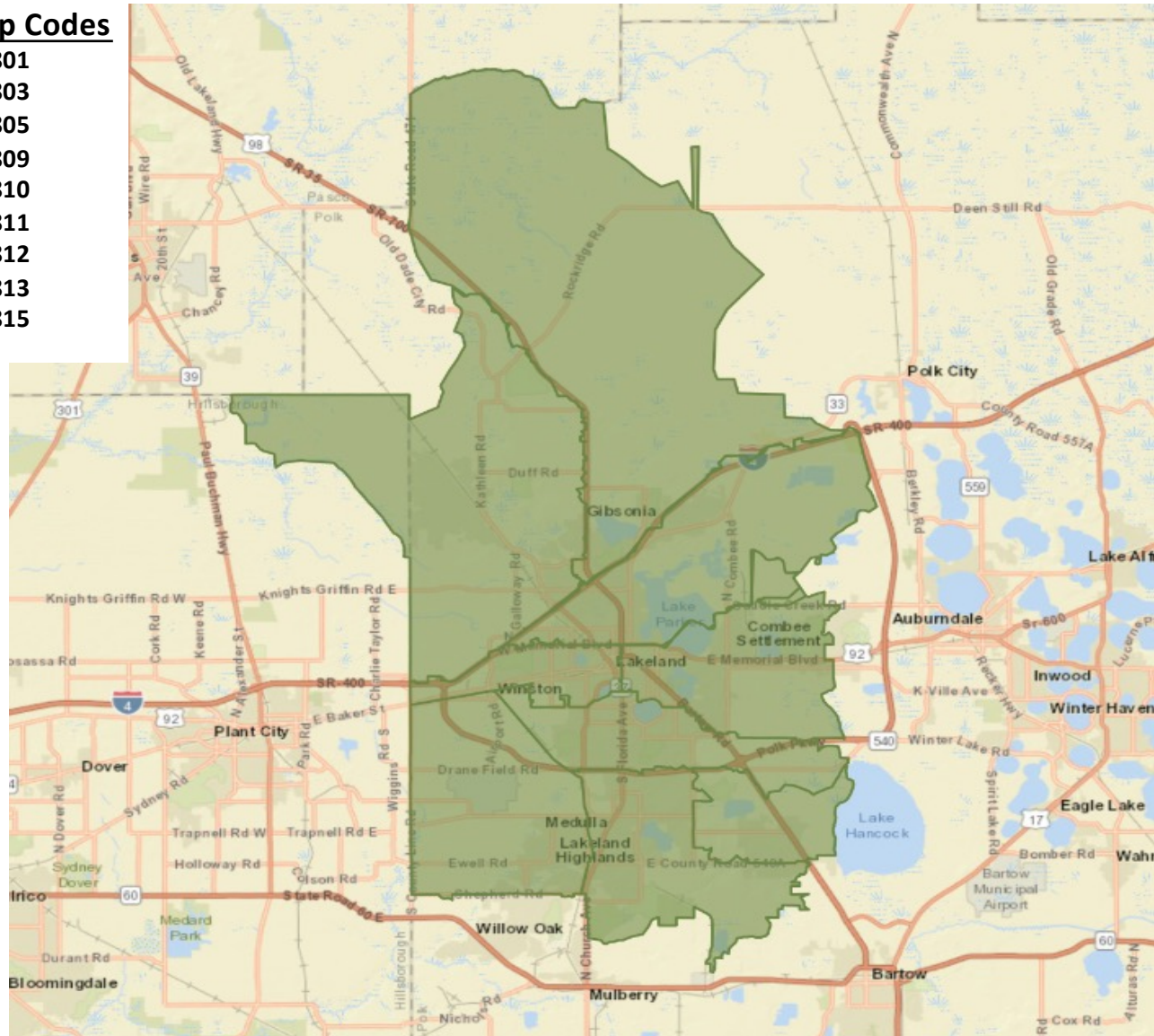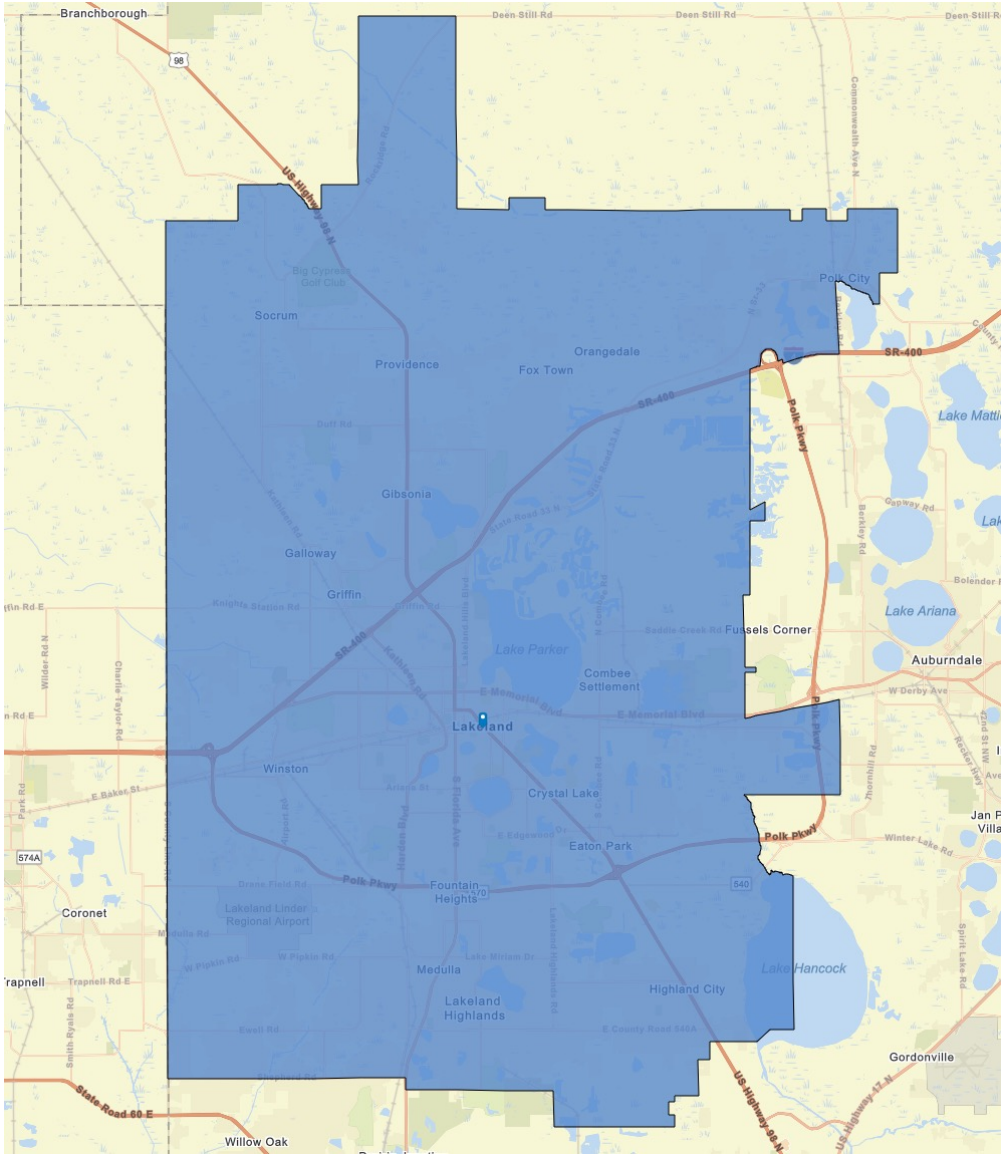384 Metropolitan Statistical Areas
543 Micropolitan Statistical Areas

https://policom.com/



Crestview-Fort Walton Beach-Destin, FL
Jacksonville, FL
Tallahassee, FL
Pensacola-Ferry Pass-Brent, FL
Panama City, FL
Gainesville, FL
Deltona-Daytona Beach-Ormond Beach, FL
Ocala, FL
Orlando-Kissimmee-Sanford, FL
Homosassa Springs, FL
The Villages, FL
Palm Bay-Melbourne-Titusville, FL
Lakeland-Winter Haven, FL
Sebastian-Vero Beach, FL
Tampa-St. Petersburg-Clearwater, FL
Port St. Lucie, FL
North Port-Sarasota -Bradenton, FL
Punta Gorda, FL
Sebring, FL
Cape Coral-Fort Myers, FL
Naples-Immokalee-Marco Island, FL
Miami-Fort Lauderdale-West Palm Beach, FL

# Lakeland City

## Lakeland Zip Codes

- **33801**
- **33803**
- **33805**
- **33809**
- **33810**
- **33811**
- **33812**
- **33813**
- **33815**

**Lakeland Utility Service Area**

| Benchmark Demographics | 33801 | 33803 | 33805 | 33809 | 33810 | 33811 | 33812 | 33813 | 33815 | 9 zips | Lakeland Utility | Lakeland City | Polk | FL | US |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Population | 36,297 | 29,716 | 26,769 | 31,757 | 52,071 | 25,069 | 16,170 | 36,702 | 15,741 | 270,292 | 277,438 | 112,502 | 721,312 | 21,733,419 | 333,934,112 |
| Households | 13,386 | 13,423 | 9,791 | 12,398 | 19,502 | 9,389 | 5,518 | 13,781 | 6,389 | 103,577 | 106,329 | 46,340 | 269,314 | 8,514,543 | 126,470,675 |
| Families | 7,909 | 7,622 | 6,345 | 8,549 | 14,224 | 6,836 | 4,361 | 10,521 | 3,685 | 70,052 | 72,055 | 27,558 | 186,883 | 5,499,508 | 82,824,624 |
| Average Household Size | 2.48 | 2.20 | 2.68 | 2.53 | 2.66 | 2.67 | 2.93 | 2.66 | 2.43 | 2.56 | 2.56 | 2.34 | 2.63 | 2.50 | 2.58 |
| Owner Occupied Housing Units | 6,873 | 7,770 | 4,936 | 8,741 | 14,945 | 6,891 | 4,047 | 11,133 | 3,622 | 68,958 | 71,184 | 26,085 | 190,372 | 5,633,437 | 81,906,775 |
| Renter Occupied Housing Units | 6,513 | 5,653 | 4,855 | 3,657 | 4,557 | 2,498 | 1,471 | 2,648 | 2,767 | 34,619 | 35,144 | 20,254 | 78,942 | 2,881,106 | 44,563,900 |
| Median Age | 35.7 | 44.4 | 36.4 | 45.5 | 42.4 | 39.7 | 37.7 | 45.2 | 41.8 | 41.2 | 41.4 | 41.4 | 41.9 | 42.8 | 38.8 |
| | | | | | | | | | | | | | | | |
| *Trends: 2021 - 2026 Annual Rate* | | | | | | | | | | | | | | | |
| Population | 0.86% | 0.96% | 1.23% | 0.93% | 1.26% | 2.56% | 1.56% | 1.16% | 0.86% | 1.24% | 1.26% | 1.20% | 1.50% | 1.31% | 0.71% |
| Households | 0.99% | 0.92% | 1.19% | 0.87% | 1.17% | 2.40% | 1.48% | 1.09% | 0.75% | 1.17% | 1.19% | 1.17% | 1.43% | 1.27% | 0.71% |
| Families | 0.70% | 0.78% | 1.10% | 0.78% | 1.09% | 2.48% | 1.43% | 1.02% | 0.69% | 1.11% | 1.13% | 1.07% | 1.37% | 1.22% | 0.64% |
| Owner HHs | 0.93% | 1.23% | 1.78% | 1.12% | 1.34% | 3.17% | 1.34% | 1.29% | 1.13% | 1.46% | 1.48% | 1.50% | 1.67% | 1.45% | 0.91% |
| Median Household Income | 2.21% | 1.33% | 2.52% | 1.72% | 1.94% | 2.56% | 1.69% | 1.48% | 2.12% | 1.84% | 1.83% | 1.78% | 1.83% | 2.38% | 2.41% |
| | | | | | | | | | | | | | | | |
| *Households by Income* | | | | | | | | | | | | | | | |
| <$15,000 | 17.90% | 8.80% | 20.20% | 8.00% | 6.20% | 6.20% | 4.10% | 4.00% | 19.50% | 10.00% | 10.10% | 12.30% | 10.50% | 9.90% | 9.80% |
| $15,000 - $24,999 | 15.90% | 11.60% | 15.20% | 10.70% | 9.00% | 7.60% | 4.00% | 4.50% | 16.80% | 10.50% | 10.60% | 12.80% | 11.20% | 9.00% | 8.20% |
| $25,000 - $34,999 | 13.40% | 10.50% | 13.70% | 9.20% | 10.50% | 8.80% | 6.10% | 7.30% | 14.20% | 10.40% | 10.40% | 11.60% | 11.10% | 9.50% | 8.40% |
| $35,000 - $49,999 | 15.30% | 14.60% | 14.10% | 14.20% | 13.80% | 16.60% | 11.30% | 9.20% | 13.90% | 13.70% | 13.70% | 14.00% | 14.20% | 13.50% | 11.90% |
| $50,000 - $74,999 | 19.20% | 21.80% | 16.10% | 21.30% | 24.00% | 20.50% | 15.50% | 16.40% | 17.80% | 19.90% | 20.00% | 19.30% | 20.30% | 18.70% | 17.30% |
| $75,000 - $99,999 | 9.80% | 11.80% | 8.00% | 15.40% | 15.50% | 16.30% | 19.20% | 18.00% | 10.40% | 13.80% | 13.80% | 12.30% | 13.70% | 12.90% | 12.80% |
| $100,000 - $149,999 | 5.70% | 11.10% | 8.90% | 14.10% | 14.50% | 14.20% | 23.90% | 21.50% | 4.30% | 13.10% | 13.00% | 10.60% | 11.90% | 14.10% | 15.80% |
| $150,000 - $199,999 | 1.20% | 4.20% | 2.50% | 4.40% | 3.50% | 4.80% | 7.00% | 9.20% | 1.70% | 4.30% | 4.20% | 3.40% | 3.70% | 5.60% | 7.20% |
| $200,000+ | 1.50% | 5.60% | 1.30% | 2.60% | 3.00% | 5.00% | 8.90% | 9.80% | 1.40% | 4.30% | 4.20% | 3.60% | 3.30% | 6.80% | 8.50% |
| | | | | | | | | | | | | | | | |
| Median Household Income | $36,988 | $53,495 | $35,699 | $56,900 | $58,375 | $60,647 | $84,633 | $84,741 | $34,470 | $54,864 | $54,716 | $48,982 | $52,507 | $58,462 | $64,730 |
| Average Household Income | $49,778 | $75,812 | $50,809 | $70,979 | $73,039 | $80,036 | $102,108 | $106,885 | $47,884 | $73,179 | $72,911 | $66,380 | $68,539 | $83,820 | $92,435 |
| Per Capita Income | $18,500 | $34,253 | $18,620 | $27,732 | $27,366 | $29,976 | $34,847 | $40,135 | $19,460 | $28,072 | $27,960 | $27,214 | $25,640 | $32,917 | $35,106 |
| | | | | | | | | | | | | | | | |
| *Population by Age* | | | | | | | | | | | | | | | |
| 0 - 4 | 6.10% | 5.00% | 7.40% | 4.60% | 5.70% | 6.10% | 5.50% | 4.60% | 7.00% | 5.70% | 5.70% | 5.60% | 5.80% | 5.10% | 5.90% |
| 5 - 9 | 5.90% | 5.00% | 7.00% | 4.90% | 5.90% | 6.40% | 6.10% | 5.40% | 6.80% | 5.80% | 5.80% | 5.50% | 5.90% | 5.30% | 6.10% |
| 10 - 14 | 5.60% | 4.90% | 6.70% | 5.20% | 5.90% | 6.50% | 6.60% | 6.10% | 6.30% | 5.90% | 5.90% | 5.40% | 5.90% | 5.50% | 6.20% |
| 15 - 19 | 8.40% | 4.80% | 6.10% | 5.10% | 5.40% | 5.50% | 6.80% | 6.20% | 5.10% | 6.00% | 5.90% | 6.00% | 5.80% | 5.50% | 6.30% |
| 20 - 24 | 9.40% | 5.50% | 6.40% | 5.40% | 5.40% | 5.40% | 6.20% | 4.60% | 5.20% | 6.00% | 5.90% | 6.60% | 5.60% | 5.90% | 6.50% |
| 25 - 34 | 13.80% | 14.10% | 14.50% | 13.10% | 12.90% | 13.70% | 15.40% | 10.90% | 12.10% | 13.20% | 13.20% | 13.50% | 12.90% | 13.30% | 14.00% |
| 35 - 44 | 11.00% | 11.30% | 11.80% | 11.20% | 11.80% | 13.30% | 12.70% | 11.90% | 10.80% | 11.70% | 11.70% | 11.10% | 11.60% | 11.90% | 12.80% |
| 45 - 54 | 10.10% | 10.90% | 10.50% | 11.90% | 11.30% | 12.70% | 13.40% | 13.10% | 9.80% | 11.50% | 11.50% | 10.20% | 11.20% | 12.00% | 12.10% |
| 55 - 64 | 11.70% | 12.70% | 11.70% | 14.10% | 12.80% | 13.30% | 13.90% | 16.00% | 12.00% | 13.20% | 13.20% | 12.10% | 12.90% | 13.60% | 13.00% |
| 65 - 74 | 10.00% | 13.00% | 9.80% | 12.90% | 13.00% | 10.70% | 9.00% | 13.10% | 13.10% | 11.80% | 12.00% | 12.10% | 12.60% | 12.20% | 10.20% |
| 75 - 84 | 5.90% | 8.30% | 5.70% | 7.60% | 7.50% | 4.90% | 3.40% | 6.10% | 8.90% | 6.60% | 6.70% | 8.00% | 7.20% | 6.90% | 5.00% |
| 85+ | 2.10% | 4.40% | 2.40% | 4.10% | 2.40% | 1.40% | 1.00% | 2.00% | 2.80% | 2.60% | 2.60% | 3.90% | 2.50% | 2.80% | 2.00% |
| | | | | | | | | | | | | | | | |
| *Race and Ethnicity* | | | | | | | | | | | | | | | |
| White Alone | 67.50% | 79.70% | 44.40% | 81.30% | 74.80% | 79.50% | 75.90% | 83.80% | 57.80% | 72.90% | 73.20% | 67.00% | 70.50% | 72.30% | 69.20% |
| Black Alone | 18.10% | 9.60% | 42.60% | 8.70% | 13.50% | 9.30% | 9.50% | 6.90% | 25.70% | 15.20% | 14.90% | 21.20% | 15.60% | 16.40% | 13.00% |
| American Indian Alone | 0.50% | 0.30% | 0.30% | 0.40% | 0.50% | 0.50% | 0.40% | 0.30% | 0.80% | 0.40% | 0.40% | 0.40% | 0.50% | 0.40% | 1.00% |
| Asian Alone | 1.30% | 1.80% | 1.50% | 2.00% | 2.70% | 1.50% | 7.00% | 3.50% | 0.60% | 2.30% | 2.30% | 2.10% | 1.80% | 2.90% | 5.90% |
| Pacific Islander Alone | 0.10% | 0.10% | 0.10% | 0.10% | 0.00% | 0.00% | 0.10% | 0.00% | 0.10% | 0.10% | 0.10% | 0.10% | 0.10% | 0.10% | 0.20% |
| Some Other Race Alone | 8.20% | 4.60% | 7.40% | 4.20% | 5.10% | 6.30% | 3.80% | 2.70% | 11.50% | 5.70% | 5.70% | 5.60% | 8.20% | 4.70% | 7.10% |
| Two or More Races | 4.40% | 3.80% | 3.60% | 3.20% | 3.40% | 2.90% | 3.30% | 2.80% | 3.50% | 3.40% | 3.40% | 3.70% | 3.30% | 3.20% | 3.60% |
| | | | | | | | | | | | | | | | |
| Hispanic Origin (Any Race) | 22.80% | 19.00% | 21.90% | 17.20% | 20.40% | 22.00% | 18.00% | 16.70% | 31.00% | 20.40% | 20.30% | 20.20% | 26.50% | 27.40% | 18.90% |

# Census QuickFacts

https://www.census.gov/quickfacts/fact/table/winterhavencityflorida,lakelandcityflorida,polkcountyflorida,FL,US/PST045221

# Population ... *select geographies in descending order to create benchmark report*

Use the Census QuckFacts link to see an example report.

You can reset to other formal geographies that you select

# QuickFacts

**Winter Haven city, Florida; Lakeland city, Florida; Polk County, Florida; Florida; United States**

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

| Q Enter state, county, city, town, or zip code | -- Select a fact -- ▼ | | ↻ CLEAR | ▦⑤ TABLE | ⚲ MAP | 📊 CHART | 🎛 DASHBOARD | ⋘ MORE |

## Table

| All Topics ▼ | Q Winter Haven city, Florida ☒ | Q Lakeland city, Florida ☒ | Q Polk County, Florida ☒ | Q Florida ☒ | United States ☒ |
|---|---|---|---|---|---|
| ⓘ **Population Estimates, July 1 2021, (V2021)** | ⚠ **NA** | ⚠ **NA** | ⚠ **753,520** | ⚠ **21,781,128** | ⚠ **331,893,745** |
| 👤 **PEOPLE** | | | | | |
| **Population** | | | | | |
| ⓘ **Population Estimates, July 1 2021, (V2021)** | ⚠ **NA** | ⚠ **NA** | ⚠ **753,520** | ⚠ **21,781,128** | ⚠ **331,893,745** |
| ⓘ Population estimates base, April 1, 2020, (V2021) | ⚠ NA | ⚠ NA | ⚠ 725,046 | ⚠ 21,538,187 | ⚠ 331,449,281 |
| ⓘ Population, percent change - April 1, 2020 (estimates base) to July 1, 2021, (V2021) | ⚠ NA | ⚠ NA | ⚠ 3.9% | ⚠ 1.1% | ⚠ 0.1% |
| ⓘ Population, Census, April 1, 2020 | 49,219 | 112,641 | 725,046 | 21,538,187 | 331,449,281 |
| ⓘ Population, Census, April 1, 2010 | 33,874 | 97,422 | 602,095 | 18,801,310 | 308,745,538 |
| **Age and Sex** | | | | | |
| ⓘ Persons under 5 years, percent | ⚠ 6.2% | ⚠ 5.6% | ⚠ 5.7% | ⚠ 5.3% | ⚠ 6.0% |
| ⓘ Persons under 18 years, percent | ⚠ 20.7% | ⚠ 19.5% | ⚠ 22.0% | ⚠ 19.7% | ⚠ 22.3% |
| ⓘ Persons 65 years and over, percent | ⚠ 25.5% | ⚠ 22.2% | ⚠ 20.4% | ⚠ 20.9% | ⚠ 16.5% |
| ⓘ Female persons, percent | ⚠ 52.7% | ⚠ 51.8% | ⚠ 51.0% | ⚠ 51.1% | ⚠ 50.8% |

# Population Growth

| | | Winter Haven | Lakeland | Polk County | FL | US |
|---|---|---|---|---|---|---|
| | | | | | | |
| Population Estimate | 7/1/21 | | | 753,520 | 21,781,128 | 331,893,745 |
| Population estimates base | 4/1/20 | | | 725,046 | 21,538,187 | 331,449,281 |
| Population, # days      percent change | 456 | | | 3.9% | 1.1% | 0.1% |
| Population change | | | | 28,474 | 242,941 | 444,464 |
| Growth per day | | | | 62.44 | 532.77 | 974.70 |
| | | | | | | |
| Population, Census, April 1, 2020 | | 49,219 | 112,641 | 725,046 | 21,538,187 | 331,449,281 |
| Population, Census, April 1, 2010 | | 33,874 | 97,422 | 602,095 | 18,801,310 | 308,745,538 |
| Population change | | 15,345 | 15,219 | 122,951 | 2,736,877 | 22,703,743 |
| Growth per year | | 1,535 | 1,522 | 12,295 | 273,688 | 2,270,374 |
| Growth per day | | 4.20 | 4.17 | 33.69 | 749.83 | 6,220.20 |

This is an example of a report. Data was exported to csv and then imported to Excel and further calculations were made to focus on specific local factors of interest.

# Housing

| | Winter Haven | Lakeland | Polk County | FL | US |
|---|---|---|---|---|---|
| Housing units, July 1, 2019, (V2019) | | | 304,429 | 9,673,682 | 139,684,244 |
| | | | | | |
| Owner-occupied housing unit rate, 2016-2020 | 60.60% | 54.80% | 69.50% | 66.20% | 64.40% |
| Median value of owner-occupied housing units, 2016-2020 | $162,400 | $160,400 | $162,400 | $232,000 | $229,800 |
| Median selected monthly owner costs -with a mortgage, 2016-2020 | $1,314 | $1,294 | $1,295 | $1,539 | $1,621 |
| Median selected monthly owner costs -without a mortgage, 2016-2020 | $433 | $472 | $432 | $513 | $509 |
| Median gross rent, 2016-2020 | $946 | $1,056 | $1,014 | $1,218 | $1,096 |
| | | | | | |
| Building permits, 2020 | | | 9,492 | 164,074 | 1,471,141 |
| | | | | | |
| Households | 15,423 | 41,750 | 240,879 | 7,931,313 | 122,354,219 |
| | | | | | |
| Housing Unit / Household ratio | | | 1.26 | 1.22 | 1.14 |

**Note that more housing units are required than just an amount to account for [direct] population and household growth.**

**Polk County Example ->**

| | |
|---|---|
| Ann pop growth | 22,792 |
| persons/household | 2.88 |
| Household growth | 7,914 |
| HU/HH adjustment | 1.26 |
| Housing Unit Demand | 10,002 |

# Economic

- **Employment – local**

- **BLS Economy at a Glance – BLS EAG**

- **https://www.bls.gov/eag/**

See Lakeland MSA example on next page
Showing employment by NAICS supersector

| Lakeland-Winter Haven, FL Economy at a Glance: | Back Data | Oct 2021 | Nov 2021 | Dec 2021 | Jan 2022 | Feb 2022 | Mar 2022 |
|---|---|---|---|---|---|---|---|
| **Labor Force Data** | | | | | | | |
| Civilian Labor Force[1] | 〰 | (2) 333.6 | (2) 333.4 | (2) 334.4 | 334.7 | 334.3 | (P) 335.6 |
| Employment[1] | 〰 | (2) 319.0 | (2) 320.4 | (2) 322.9 | 320.7 | 322.0 | (P) 325.0 |
| Unemployment[1] | 〰 | (2) 14.6 | (2) 13.1 | (2) 11.5 | 14.0 | 12.3 | (P) 10.6 |
| Unemployment Rate[3] | 〰 | (2) 4.4 | (2) 3.9 | (2) 3.4 | 4.2 | 3.7 | (P) 3.1 |
| **Nonfarm Wage and Salary Employment** | | | | | | | |
| Total Nonfarm[4] | 〰 | 259.9 | 263.4 | 265.2 | 260.4 | 263.8 | (P) 264.8 |
| 12-month % change | 〰 | 6.0 | 5.9 | 4.6 | 4.5 | 4.6 | (P) 4.7 |
| Mining, Logging, and Construction[4] | 〰 | 15.0 | 14.9 | 15.0 | 14.5 | 14.7 | (P) 14.8 |
| 12-month % change | 〰 | -0.7 | -2.6 | -2.0 | -4.6 | -4.5 | (P) -4.5 |
| Manufacturing[4] | 〰 | 17.9 | 18.0 | 18.0 | 17.9 | 18.1 | (P) 18.2 |
| 12-month % change | 〰 | -1.1 | -0.6 | 0.6 | 1.1 | 0.6 | (P) 0.6 |
| Trade, Transportation, and Utilities[4] | 〰 | 77.6 | 79.9 | 81.0 | 78.5 | 79.1 | (P) 78.8 |
| 12-month % change | 〰 | 12.0 | 10.8 | 6.0 | 6.7 | 6.9 | (P) 6.6 |
| Information[4] | 〰 | 2.1 | 2.1 | 2.1 | 2.1 | 2.1 | (P) 2.1 |
| 12-month % change | 〰 | 10.5 | 10.5 | 16.7 | 10.5 | 10.5 | (P) 10.5 |
| Financial Activities[4] | 〰 | 14.6 | 14.6 | 14.7 | 14.6 | 14.6 | (P) 14.7 |
| 12-month % change | 〰 | 2.1 | 2.1 | 2.1 | 2.1 | 0.7 | (P) 1.4 |
| Professional and Business Services[4] | 〰 | 35.7 | 36.3 | 36.8 | 36.2 | 36.9 | (P) 37.4 |
| 12-month % change | 〰 | 5.6 | 5.2 | 5.7 | 4.3 | 4.5 | (P) 5.6 |
| Education and Health Services[4] | 〰 | 35.7 | 36.6 | 36.5 | 36.3 | 37.4 | (P) 37.4 |
| 12-month % change | 〰 | 1.4 | 3.7 | 3.4 | 3.4 | 5.4 | (P) 5.6 |
| Leisure and Hospitality[4] | 〰 | 25.8 | 25.3 | 25.9 | 25.2 | 25.6 | (P) 26.0 |
| 12-month % change | 〰 | 20.0 | 16.1 | 17.2 | 15.6 | 13.8 | (P) 13.5 |
| Other Services[4] | 〰 | 7.0 | 7.0 | 7.0 | 6.9 | 7.0 | (P) 7.0 |
| 12-month % change | 〰 | 9.4 | 11.1 | 11.1 | 7.8 | 7.7 | (P) 6.1 |
| Government[4] | 〰 | 28.5 | 28.7 | 28.2 | 28.2 | 28.3 | (P) 28.4 |
| 12-month % change | 〰 | -3.4 | -1.4 | -3.4 | -1.4 | -1.0 | (P) -1.4 |

https://www.bls.gov/regions/southeast/fl_lakeland_msa.htm

# Monthly Data Releases

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Workforce Statistics Data Releases

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▸ **Monthly Data Releases**

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## Data Release Materials

| File Name | Date Released | File Description |
|---|---|---|
| release.pdf | 4/15/22 | Florida employment & unemployment release (full release) |
| fl-us.pdf | 4/15/22 | Florida and US labor force statistics |
| laus.xlsx | 4/15/22 | Florida labor force - statewide, counties, and MSAs |
| nonag.xlsx | 4/15/22 | Florida nonagricultural employment - statewide & all areas |
| release.docx | 4/15/22 | Florida employment & unemployment release |
| release.rtf | 4/15/22 | Florida employment & unemployment release |
| FL_Manufacturing.pptx | 4/15/22 | Florida manufacturing |
| Select Region ⌄ | 4/15/22 | Area Releases by workforce region |

**Spreadsheet with State and sheets for each MSA**

**See Lakeland MSA example on next page**

Lakeland MSA data

| Industry Title | March 2022 | February 2022 | March 2021 | Change from Feb 2022 to Mar 2022 Level | Percent | Change from Mar 2021 to Mar 2022 Level | Percent | % |
|---|---|---|---|---|---|---|---|---|
| **Total Nonagricultural Employment** | 264,800 | 263,800 | 253,000 | 1,000 | 0.4% | 11,800 | 4.7% | |
| | | | | | | | | |
| **Total Private** | 236,400 | 235,500 | 224,200 | 900 | 0.4% | 12,200 | 5.4% | |
| | | | | | | | | |
| **Goods Producing** | 33,000 | 32,800 | 33,600 | 200 | 0.6% | -600 | -1.8% | |
| | | | | | | | | |
| **Mining, Logging, and Construction** | 14,800 | 14,700 | 15,500 | 100 | 0.7% | -700 | -4.5% | 5.6% |
| | | | | | | | | |
| **Manufacturing** | 18,200 | 18,100 | 18,100 | 100 | 0.6% | 100 | 0.6% | |
| | | | | | | | | |
| **Service Providing** | 231,800 | 231,000 | 219,400 | 800 | 0.3% | 12,400 | 5.7% | |
| | | | | | | | | |
| **Private Service Providing** | 203,400 | 202,700 | 190,600 | 700 | 0.3% | 12,800 | 6.7% | |
| | | | | | | | | |
| **Trade, Transportation, and Utilities** | 78,800 | 79,100 | 73,900 | -300 | -0.4% | 4,900 | 6.6% | |
| | | | | | | | | |
| **Wholesale Trade** | 11,700 | 11,600 | 11,300 | 100 | 0.9% | 400 | 3.5% | |
| | | | | | | | | |
| **Retail Trade** | 33,300 | 33,500 | 30,800 | -200 | -0.6% | 2,500 | 8.1% | 12.6% |
| Food and Beverage Stores | 6,900 | 7,000 | 6,400 | -100 | -1.4% | 500 | 7.8% | |
| General Merchandise Stores | 8,100 | 8,300 | 7,300 | -200 | -2.4% | 800 | 11.0% | |
| | | | | | | | | |
| **Transportation, Warehousing, and Utilities** | 33,800 | 34,000 | 31,800 | -200 | -0.6% | 2,000 | 6.3% | 12.8% |
| Warehousing and Storage | 22,600 | 22,900 | 20,900 | -300 | -1.3% | 1,700 | 8.1% | |
| | | | | | | | | |
| **Information** | 2,100 | 2,100 | 1,900 | 0 | 0.0% | 200 | 10.5% | |
| | | | | | | | | |
| **Financial Activities** | 14,700 | 14,600 | 14,500 | 100 | 0.7% | 200 | 1.4% | |
| | | | | | | | | |
| **Professional and Business Services** | 37,400 | 36,900 | 35,400 | 500 | 1.4% | 2,000 | 5.6% | 14.1% |
| | | | | | | | | |
| **Education and Health Services** | 37,400 | 37,400 | 35,400 | 0 | 0.0% | 2,000 | 5.6% | 14.1% |
| | | | | | | | | |
| **Leisure and Hospitality** | 26,000 | 25,600 | 22,900 | 400 | 1.6% | 3,100 | 13.5% | 9.8% |
| | | | | | | | | |
| **Other Services** | 7,000 | 7,000 | 6,600 | 0 | 0.0% | 400 | 6.1% | |
| | | | | | | | | |
| **Total Government** | 28,400 | 28,300 | 28,800 | 100 | 0.4% | -400 | -1.4% | 10.7% |
| Federal | 1,300 | 1,300 | 1,200 | 0 | 0.0% | 100 | 8.3% | |
| State | 4,600 | 4,600 | 4,800 | 0 | 0.0% | -200 | -4.2% | |
| Local | 22,500 | 22,400 | 22,800 | 100 | 0.4% | -300 | -1.3% | |

# NAICS

- North American Industry Classification System

  - https://www.census.gov/naics/

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

**U.S. BUREAU OF LABOR STATISTICS**

# Quarterly Census of Employment and Wages

Search Quarterly Censu: Go

| QCEW Home | QCEW Publications ⌄ | QCEW Data ⌄ | QCEW Methods ⌄ | About QCEW ⌄ | Contact QCEW |

The **Quarterly Census of Employment and Wages (QCEW)** program pu...
more than 95 percent of U.S. jobs, available at the county, MSA, state and na...

## NOTICES

» QCEW Summary and Historical Response Rates Tables now updated with thi...
» QCEW Summary and Historical Response Rates Tables now updated with se...
» Hurricane Zeta: QCEW employment, wages, and establishment counts in hu...

## CHARTS

Percent change in employment, average weekly wages, and
establishments in 10 largest counties, total covered
employment, September 2019 to September 2020

■ **Percent change in employment**
■ **Percent change in establishments**
■ **Percent change in average weekly wages**

Los Angeles, CA
Cook, IL
New York, NY

---

## For NAICS Sector and SubSector …. Use

## QCEW

## https://www.bls.gov/cew/

## Dataviewer.
https://data.bls.gov/cew/apps/data_views/data_views.htm#tab=Tables

**Avaialable geographies include State, MSA and County**

# Quarterly Census of Employment and Wages

**Tables** | About | Help

## Geographic Cross-Sections

1. All states, one industry
2. All counties, one industry
3. All counties in a state, one industry
4. All MSAs, one industry
5. All geographic areas, one industry

## NAICS Industries by Geography

6. High-level industries, one area
7. NAICS sectors, one area
8. NAICS sub-sectors, one area
9. NAICS 4-digit industries, one area
10. NAICS 5-digit industries, one area
11. NAICS 6-digit industries, one area
12. All industry levels, one area

## Data by Establishment Size Class

13. National, one industry group, by size
14. National, one industry, all sizes
15. All states, one industry, by size
16. One state, one industry group, by size
17. One state, one industry, all sizes

## Multi-Year Data

18. One area, one industry, quarterly
19. One area, one industry, annually
20. One state, one industry, by size, quarterly
21. National, one industry, by size, quarterly

## NAICS Sectors, One Area

**Year:** 2020

**Quarter:** Third Quarter

**Ownership:** Private

**Area:**
12085 - Martin County, Florida
12086 - Miami-Dade County, Florida
12087 - Monroe County, Florida
12089 - Nassau County, Florida
12091 - Okaloosa County, Florida
12093 - Okeechobee County, Florida
12095 - Orange County, Florida
12097 - Osceola County, Florida
12099 - Palm Beach County, Florida
12101 - Pasco County, Florida
12103 - Pinellas County, Florida
12105 - Polk County, Florida

**Search Area:** 12105    Find

Get Table

☐ Show records with suppressed employment and wages.

**Example for Polk County on next page**

**Link ->**
https://data.bls.gov/cew/apps/table_maker/v4/table_maker.htm#type=6&year=2021&qtr=2&own=5&area=12105&supp=0

| NAICS Sector | Quarterly Establishments | April Employment | May Employment | June Employment | Total Quarterly Wages | Average Weekly Wage | June Employment Location Quotient | Total Quarterly Wages Location Quotient |
|---|---|---|---|---|---|---|---|---|
| NAICS 11 Agriculture, forestry, fishing and hunting | 261 | 3,084 | 2,598 | 2,171 | $25,800,316 | $758 | 1.00 | 1.65 |
| NAICS 21 Mining, quarrying, and oil and gas extraction | 16 | 668 | 661 | 658 | 14,498,947 | 1,684 | 0.78 | 0.93 |
| NAICS 22 Utilities | 41 | 650 | 662 | 662 | 15,534,433 | 1,816 | 0.74 | 0.84 |
| NAICS 23 Construction | 1,963 | 14,624 | 14,409 | 14,447 | 196,009,130 | 1,040 | 1.17 | 1.29 |
| NAICS 31-33 Manufacturing | 556 | 17,582 | 17,512 | 17,543 | 268,440,682 | 1,177 | 0.87 | 0.98 |
| NAICS 42 Wholesale trade | 771 | 10,083 | 9,989 | 10,066 | 157,725,013 | 1,208 | 1.08 | 1.07 |
| NAICS 44-45 Retail trade | 2,017 | 30,038 | 30,354 | 30,443 | 265,040,083 | 673 | 1.22 | 1.44 |
| NAICS 48-49 Transportation and warehousing | 669 | 28,424 | 28,728 | 28,477 | 290,961,954 | 784 | 3.01 | 2.90 |
| NAICS 51 Information | 202 | 1,778 | 1,760 | 1,674 | 25,225,351 | 1,117 | 0.36 | 0.21 |
| NAICS 52 Finance and insurance | 1,603 | 10,043 | 9,823 | 9,810 | 162,927,938 | 1,267 | 0.98 | 0.78 |
| NAICS 53 Real estate and rental and leasing | 850 | 3,305 | 3,245 | 3,307 | 34,061,841 | 797 | 0.91 | 0.80 |
| NAICS 54 Professional and technical services | 1,491 | 8,133 | 8,118 | 8,062 | 121,770,235 | 1,156 | 0.50 | 0.38 |
| NAICS 55 Management of companies and enterprises | 80 | 6,596 | 6,583 | 6,544 | 122,904,451 | 1,438 | 1.71 | 1.32 |
| NAICS 56 Administrative and waste services | 1,434 | 16,725 | 16,371 | 15,850 | 144,448,258 | 681 | 1.08 | 1.10 |
| NAICS 61 Educational services | 200 | 4,791 | 4,645 | 4,464 | 48,219,803 | 801 | 1.00 | 0.97 |
| NAICS 62 Health care and social assistance | 1,560 | 29,301 | 29,261 | 29,432 | 395,789,557 | 1,038 | 0.91 | 1.16 |
| NAICS 71 Arts, entertainment, and recreation | 200 | 3,381 | 3,623 | 3,881 | 25,800,633 | 547 | 1.08 | 1.03 |
| NAICS 72 Accommodation and food services | 1,102 | 19,595 | 19,994 | 20,449 | 103,611,632 | 398 | 1.00 | 1.12 |
| NAICS 81 Other services, except public administration | 1,108 | 5,838 | 5,682 | 5,749 | 60,362,375 | 807 | 0.84 | 1.06 |
| NAICS 99 Unclassified | 255 | 89 | 93 | 92 | 842,276 | 709 | 0.27 | 0.21 |

# QCEW Location Quotient Details

QCEW Location quotients (LQs) are available from the Open Data Access files and from the CSV files on the QCEW Data Files page. Location quotients compare the concentration of an industry within a specific area to the concentration of that industry nationwide. Location quotients are calculated for each of the data points within the CSV files and the Data Viewer. The example below focuses on employment. However, the calculation process is the same for the other data points. QCEW location quotients are also available from the QCEW Data Viewer, the State and County Map application, and the high level county files.

Location quotients are ratios that allow an area's distribution of employment by industry, ownership, and size class to be compared to a reference area's distribution. The U.S. is used as the reference area for all LQs within the files. The reference industry is always the all-industry, all-ownerships total for the local area, and for the nation.

If an LQ is equal to 1, then the industry has the same share of its area employment as it does in the nation. An LQ greater than 1 indicates an industry with a greater share of the local area employment than is the case nationwide. For example, Las Vegas will have an LQ greater than 1 in the Leisure and Hospitality industry because this industry makes up a larger share of the Las Vegas employment total than it does for the nation as a whole.

LQs are calculated by first, dividing local industry employment by the all-industry, all-ownerships total of local employment. Second, national industry employment is divided by the all industry, all ownerships total for the nation. Finally, the local ratio is divided by the national ratio.

**Local Concentration = (Leisure and Hospitality, Private, Las Vegas) / (All-Industry Total, All-Ownerships, Las Vegas)**

**National Concentration = (Leisure and Hospitality, Private, U.S.) / (All-Industry Total, All-Ownerships, U.S.)**

**Location Quotient = Local Concentration / National Concentration**

| Location Quotient Explanation |
| --- |

See the following examples:

**1) LQ for September 2020 employment for Natural Resources and Mining in Los Angeles County, Private Ownership:**

```
        (L.A. County, Private, Natural Resources & Mining, September 2020 Emp. = 6,237)
        --------------------------------------------------------------------------
        (L.A. County, All-Ownerships, All-Industry Total, September 2020 Emp. = 3,973,916)
LQ = -------------------------------------------------------------------------------- = 0.12
        (U.S. total, Private, Natural Resources & Mining, September 2020 Emp. = 1,826,850)
        --------------------------------------------------------------------------
        (U.S. total, All-Ownerships, All-Industry Total, September 2020 Emp. = 138,549,503)
```

**The concentration of September 2020 employment in Los Angeles County for Private, Natural Resources and Mining, is 0.12 times that of the concentration of employment for Private, Natural Resources and Mining, in the U.S. This industry makes up a much smaller share of the Los Angeles County employment total than it does for the nation as a whole.**

Reemployment Assistance
Service Center

Business Growth
& Partnerships

Workforce Statistics

Community Planning,
Development & Services

Workforce Development
Board Resources

https://floridajobs.org/workforce-statistics/data-center/florida-census-data-center/labor-shed-reports

# Labor Shed Reports

A labor shed analysis is defined as where workers work and where workers live relative to a user-defined selection area. This analysis helps to determine where a labor market draws its commuting workers. Labor shed studies can draw comparisons between various geographies by indicating how many of the selection area workers work outside the area, labor sheds can help identify potential pools of workers who would be available for work in the user-defined area.

# Summary of Employment, Demographics, and Commuting Patterns for Polk County, Florida

A detailed examination of commuting patterns for Polk County shows that the county has a net outflow of -38,992 workers

With 49.1% of workers who reside in Polk County employed outside the county, Polk County was ranked 21st of 67 for the highest outflow rankings among Florida counties.

Of the 130,766 Polk County workers employed outside the county, the top destination counties are
- Orange County (38,919 workers),
- Hillsborough County (26,417 workers), and
- Osceola County (9,929 workers).

Of the 91,774 Polk County workers living outside the county, the top origin counties are
- Hillsborough County (20,498 workers),
- Orange County (8,472 workers), and
- Osceola County (6,279 workers).

# Lakeland Demographic & Economic Update

*Questions or suggestions for improvement … please reach out to Gary*

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