

# Demographics Analysis for Polk County

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## Population

Polk County continues to outpace the state and nation in population growth since the last census in 2010, growing 20.4% as compared to 14.2% and 6.3% for the state and nation, respectively. Within the larger cities (populations greater than 5,000), growth is being led by Auburndale, Davenport, Haines City, Lake Alfred, and Winter Haven, with all between 23.7% and 29.8% population growth over the nine-year period, except Davenport which has grown by 106.1%. The above average population growth in Polk County, particularly the Eastern part, should continue to provide a solid foundation for growth and development. There remains much uncertainty as a result of COVID-19 as to what the future job market will look like and that uncertainty will likely weigh on housing and family decisions for some time.

**Population Proportion by City**

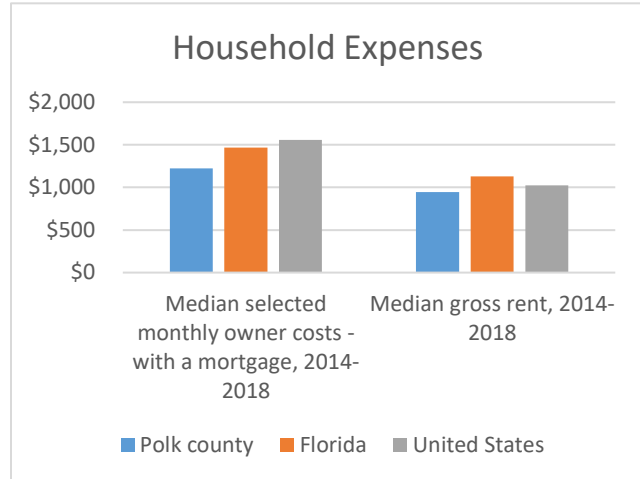
	2010	2019
Auburndale	2.24%	2.30%
Bartow	2.87%	2.78%
Davenport	0.48%	0.83%
Fort Meade	0.93%	0.86%
Haines City	3.41%	3.59%
Lake Alfred	0.83%	0.86%
Lakeland	16.18%	15.47%
Lake Wales	2.36%	2.31%
Winter Haven	5.63%	6.20%
Other	65.06%	64.79%

## Age

The county's age distribution reflects a larger portion of younger people (22.0%, under 18) than the state (19.7%) and a larger population of older people (20.4%, 65 and over) than the nation (16.5%). Both Florida (20.9%) and the Polk County have older populations and they are getting older, with the portion of population 65 or older increasing from the 2010 census (18.0% and 17.3% for Polk County and Florida, respectively). The larger portions of younger and older people negatively impact our economy as it results in a smaller population of working age people, as reflected in the smaller labor force population (54.9%, 58.3% and 62.9% for the county, state and nation, respectively), however this moved slightly in our favor this year. The aging population is a noted national trend and will be partly responsible for the increasing strain on social security, other social services, and the medical system. Amongst the higher growth cities, there is a split in demographics, with Auburndale, Haines City and Lake Alfred having larger working-age populations and Winter Haven having a larger older population.

## Households

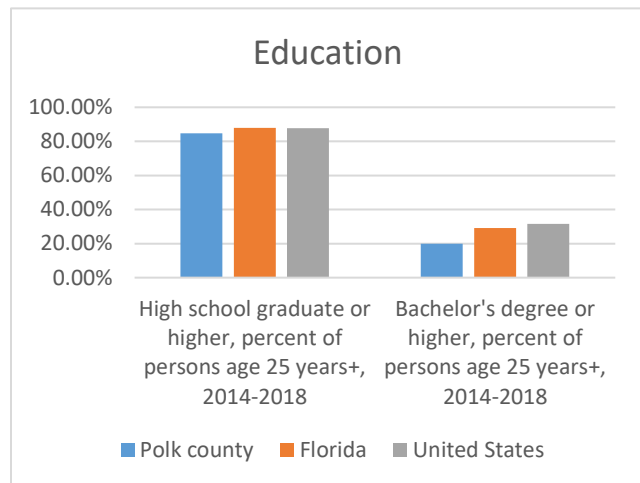
Polk County continues to have higher than average homeowner occupancy (68.5%, 65.0% and 63.8% for the county, state, and nation, respectively) and lower than average costs for both homeowners and renters. The lower property values during the survey years (2014 – 2018) continue to reflect the affordability of ownership in Polk County. There is a wide range in average home values across the county with a low of \$74,800 in Fort Meade to a high of \$159,900 in Auburndale.



Polk County has also seen meaningful growth in taxable property values, with total value increasing from \$36.7B in 2019 to \$40.0B in 2020, with over \$1.1B of that attributable to new construction. While the largest dollar value growth comes from Lakeland, the largest percentage growth comes from Davenport (32.16%) and Fort Meade (20.77%). Davenport has now had growth greater than 20% taxable property growth for several years.

## Education

Polk County continues to trail the state and nation in both high school and college degrees. The portion of the population with bachelor's degrees or higher increased slightly (0.5%) to 20.0% while the state has 29.2% (up 0.7%) and the nation has 31.5% (up 0.6%). Part of this is driven by the larger portion of older population and smaller than average working-age population, but there remains a meaningful deficit. There is variation across the cities, with several below 15% and Lakeland over 26%. Continued efforts to address education, both in educating the existing population and in keeping the new college graduates local, is a key factor to improving the local economy and standard of living.



## Medical

Both Polk County (15.4%) and the state (16.3%) trail the nation (9.5%) in the percentage of people without health insurance. The gap between the county, state and nation has worsened since 2019, with Polk County improving, but at a slower rate and the state having a larger portion without insurance than it did a year prior, while the nation improved. The size of the gap is partly driven by state policy to not expand Medicaid under the Affordable

Care Act as other states have and the state's lower income. The current administration's actions which changed the insurance system (removing the penalty associated with the individual mandate) was expected to have a net increase in the number of uninsured people and we are beginning to see this take hold, with greater impact on lower income areas. The economic gains in 2019 helped to balance off some of those effects.

### **Business/Economy**

As previously mentioned, Polk County lags the state and nation in labor force participation, partially due to a larger portion of older population, but partially due other factors, including education. Per capita retail expenditures are roughly proportional to per capita income, as compared to national averages, albeit with lower per capita income. Polk County also has higher than average poverty, with 15.7% (down 0.4%) of the population living in poverty, as compared to 12.7% (down 0.9%) and 10.5% (down 1.3%) in the state and nation, respectively. There is wide variation among the cities as well, with poverty reaching a high of 24.4% in Haines City and low of 13.9% in Auburndale.

### **Summary**

While many of the statistics paint a picture of the county being a step behind the state and nation, we saw solid growth in a few key areas and efforts are underway to target the gaps in education and higher-wage fields that we can identify in the Economic Base Analysis. That said, the data used here predates the effects of COVID-19 on our economy, at the local, state, and national levels. The rippling impacts that we are feeling now from those effects will be felt and seen in the future data for years as some industries may take several years to recover after this is over. Our proximity to major hospitality/leisure/entertainment businesses and the economic benefits we have received from them will act as a double-edged-sword as those businesses were hardest hit and will likely continue to suffer from these effects longer than the average business.

## Census QuickFacts 2020

	Polk county	Florida	United States	Auburndale	Bartow	Davenport	Fort Meade	Haines City	Lake Alfred	Lakeland	Lake Wales	Winter Haven
<b>Population</b>												
Population estimates, July 1, 2019, (V2019)	724,777	21,477,737	328,239,523	16,650	20,147	6,005	6,257	26,009	6,257	112,136	16,759	44,955
Population estimates base, April 1, 2010, (V2019)	602,073	18,804,564	308,758,105	13,455	17,172	2,913	5,627	20,404	4,917	97,270	14,154	34,624
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	20.40%	14.20%	6.30%	23.70%	17.30%	106.10%	11.20%	27.50%	27.30%	15.30%	16.40%	29.80%
Population, Census, April 1, 2010	602,095	18,801,310	308,745,538	13,507	17,298	2,888	5,626	20,535	5,015	97,422	14,225	33,874
<b>Age</b>												
Persons under 5 years, percent	5.70%	5.30%	6.00%	5.80%	6.60%	6.30%	7.90%	7.60%	6.40%	5.50%	7.00%	6.90%
Persons under 18 years, percent	22.00%	19.70%	22.30%	22.70%	25.90%	29.20%	24.10%	20.40%	26.20%	19.70%	25.30%	22.10%
Persons 65 years and over, percent	20.40%	20.90%	16.50%	15.70%	16.20%	11.00%	21.00%	13.80%	19.50%	21.80%	22.90%	23.80%
<b>Gender, Race, Military and Foreign Born</b>												
<b>Female persons, percent</b>												
White alone, percent	51.00%	51.10%	50.80%	51.50%	52.40%	55.90%	52.00%	52.70%	52.00%	52.80%	52.90%	53.20%
Black or African American alone, percent	78.80%	77.30%	76.30%	86.40%	69.30%	74.10%	73.70%	64.90%	66.10%	72.50%	69.90%	67.90%
American Indian and Alaska Native alone, percent	16.20%	16.90%	13.40%	11.10%	21.50%	20.40%	20.80%	27.70%	26.40%	20.60%	24.00%	26.50%
Asian alone, percent	0.70%	0.50%	1.30%	0.00%	0.10%	0.00%	0.20%	0.20%	0.60%	0.30%	0.00%	0.30%
Native Hawaiian and Other Pacific Islander alone, percent	1.90%	3.00%	5.90%	0.50%	3.00%	0.90%	0.30%	1.40%	2.40%	2.00%	1.50%	1.50%
Two or More Races, percent	2.30%	2.20%	2.80%	1.00%	3.90%	2.00%	1.30%	3.60%	2.10%	4.50%	2.60%	2.60%
Hispanic or Latino, percent	24.60%	26.40%	18.50%	20.70%	17.00%	37.00%	24.00%	42.30%	12.30%	15.60%	16.20%	14.50%
White alone, not Hispanic or Latino, percent	56.90%	53.20%	60.10%	67.30%	57.00%	40.80%	54.30%	28.80%	54.10%	59.80%	57.00%	55.60%
Veterans, 2014-2018	48,252	1,452,967	18,611,432	977	1,347	148	428	712	586	7,931	1,499	3,292
Foreign born persons, percent, 2014-2018	10.00%	20.50%	13.50%	7.30%	7.30%	13.20%	10.20%	16.80%	11.90%	10.40%	7.80%	7.80%
<b>Households</b>												
Housing units, July 1, 2019, (V2019)	304,429	9,673,682	139,684,244	X	X	X	X	X	X	X	X	X
Owner-occupied housing unit rate, 2014-2018	68.50%	65.00%	63.80%	69.60%	58.20%	87.50%	73.50%	55.20%	61.00%	54.90%	55.20%	56.40%
Median value of owner-occupied housing units, 2014-2018	\$135,400	\$196,800	\$204,900	\$159,900	\$121,600	\$163,100	\$74,800	\$124,200	\$116,900	\$132,100	\$146,800	\$140,200
Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,223	\$1,466	\$1,558	\$1,246	\$1,227	\$1,332	\$1,054	\$1,200	\$1,319	\$1,217	\$1,272	\$1,250
Median selected monthly owner costs -without a mortgage, 2014-2018	\$417	\$492	\$490	\$404	\$396	\$367	\$320	\$469	\$525	\$460	\$495	\$433
Median gross rent, 2014-2018	\$944	\$1,128	\$1,023	\$895	\$817	\$1,145	\$747	\$923	\$925	\$968	\$803	\$939
Building permits, 2019	8,726	154,302	1,386,048	X	X	X	X	X	X	X	X	X
Households, 2014-2018	231,260	7,631,760	119,730,128	5,314	6,534	1,211	1,968	6,989	2,053	40,938	5,818	14,631
Persons per household, 2014-2018	2.84	2.65	2.63	2.86	2.83	3.36	3.05	3.32	2.7	2.47	2.63	2.66
Living in same house 1 year ago, percent of persons age 1 year+, 2014-2018	85.40%	84.30%	85.50%	85.60%	86.10%	90.00%	88.60%	89.00%	87.30%	78.70%	80.60%	82.90%
Language other than English spoken at home, percent of persons age 5 years+, 2014-2018	21.40%	29.10%	21.50%	17.80%	16.40%	41.50%	21.60%	45.10%	15.10%	15.70%	14.80%	17.40%
<b>Education</b>												
High school graduate or higher, percent of persons age 25 years+, 2014-2018	84.80%	88.00%	87.70%	84.70%	89.10%	81.20%	81.60%	78.50%	82.20%	88.80%	81.20%	85.70%
Bachelor's degree or higher, percent of persons age 25 years+, 2014-2018	20.00%	29.20%	31.50%	20.60%	21.60%	20.70%	13.30%	13.50%	17.90%	26.30%	18.60%	19.00%
<b>Medical</b>												
With a disability, under age 65 years, percent, 2014-2018	10.60%	8.60%	8.60%	9.60%	11.30%	12.60%	11.80%	7.90%	9.10%	10.20%	10.50%	12.00%
Persons without health insurance, under age 65 years, percent	15.40%	16.30%	9.50%	13.80%	11.40%	14.00%	20.10%	21.70%	14.60%	12.90%	16.10%	18.20%
<b>Business/Economy</b>												
In civilian labor force, total, percent of population age 16 years+, 2014-2018	54.90%	58.30%	62.90%	60.90%	58.60%	58.80%	51.10%	58.20%	58.50%	54.90%	56.60%	50.50%
In civilian labor force, female, percent of population age 16 years+, 2014-2018	49.90%	54.10%	58.20%	55.70%	52.40%	51.10%	47.60%	53.10%	55.80%	49.50%	54.80%	46.70%
Total accommodation and food services sales, 2012 (\$1,000)	797,909	49,817,925	708,138,598	28,100	44,289	45,164	3,311	30,971	2,551	294,224	38,539	90,692
Total health care and social assistance receipts/revenue, 2012 (\$1,000)	3,015,202	124,061,425	2,040,441,203	35,440	203,167	171,765	D	55,980	D	1,584,912	144,859	666,038
Total manufacturers shipments, 2012 (\$1,000)	9,822,165	96,924,106	5,696,729,632	D	1,457,324	D	X	196,122	D	1,614,707	D	293,409
Total merchant wholesaler sales, 2012 (\$1,000)	10,601,329	252,626,608	5,208,023,478	30,346	48,100	D	D	15,584	D	7,571,958	19,431	534,665
Total retail sales, 2012 (\$1,000)	6,495,278	273,857,145	4,219,821,871	267,364	469,543	248,042	58,455	304,884	63,203	2,282,015	448,996	801,835
Total retail sales per capita, 2012	\$10,542	\$14,177	\$13,443	\$19,210	\$26,580	\$83,264	\$10,177	\$14,513	\$12,344	\$22,820	\$30,544	\$22,926
Mean travel time to work (minutes), workers age 16 years+, 2014-2018	26.8	27.4	26.6	30.7	20.9	34.6	25.3	31.1	27	21.6	25.3	25.3
Median household income (in 2018 dollars), 2014-2018	\$48,500	\$53,267	\$60,293	\$52,234	\$46,850	\$50,586	\$43,233	\$40,241	\$43,750	\$44,313	\$43,044	\$44,397
Per capita income in past 12 months (in 2018 dollars), 2014-2018	\$23,812	\$30,197	\$32,621	\$24,713	\$22,004	\$26,103	\$20,889	\$17,083	\$24,495	\$26,225	\$20,394	\$24,098
Persons in poverty, percent	15.70%	12.70%	10.50%	13.90%	17.20%	14.20%	17.10%	24.40%	17.30%	17.00%	21.10%	18.90%
Total employer establishments, 2018	11,999	566,894	7,912,405	X	X	X	X	X	X	X	X	X
Total employment, 2018	191,046	8,669,611	130,881,471	X	X	X	X	X	X	X	X	X
Total annual payroll, 2018 (\$1,000)	7,841,436	404,483,243	7,097,310,272	X	X	X	X	X	X	X	X	X
Total employment, percent change, 2017-2018	4.40%	3.40%	1.80%	X	X	X	X	X	X	X	X	X
Total nonemployer establishments, 2018	49,619	2,388,050	26,485,532	X	X	X	X	X	X	X	X	X
All firms, 2012	44,644	2,100,187	27,626,360	1,280	1,123	1,168	210	1,973	551	9,037	1,413	3,727
Men-owned firms, 2012	22,629	1,084,885	14,844,597	635	539	666	70	824	310	4,309	673	1,985
Women-owned firms, 2012	16,894	807,817	9,878,397	426	375	400	92	911	154	3,531	507	1,316
Minority-owned firms, 2012	15,294	926,112	7,952,386	326	399	406	66	1,305	130	2,692	494	1,528
Nonminority-owned firms, 2012	27,856	1,121,749	18,987,918	853	600	711	130	613	365	5,785	823	1,974
Veteran-owned firms, 2012	4,415	185,756	2,521,682	54	67	110	53	147	F	817	104	391
Nonveteran-owned firms, 2012	38,188	1,846,686	24,070,685	1,125	892	983	138	1,743	456	7,614	1,145	3,084
<b>Geography</b>												
Population per square mile, 2010	334.9	350.6	87.4	1,001.60	377.1	897.1	1,116.90	1,116.80	540.5	1,492.60	761	1,082.30
Land area in square miles, 2010	1,797.84	53,624.76	3,531,905.43	13.49	45.87	3.22	5.04	18.39	9.28	65.27	18.69	31.3
FIPS Code	"12105"	"12"	"1"	"1202550"	"1203675"	"1216450"	"1224100"	"1228400"	"1237525"	"1238250"	"1238950"	"1278275"

**Value Notes**

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

Some estimates presented here come from sample data, and thus have sampling errors that may render some apparent differences between geographies statistically indistinguishable. Click the Quick Info icon to the left of each row in TABLE view to learn about sampling error.

The vintage year (e.g., V2015) refers to the final year of the series (2010 thru 2016). Different vintage years of estimates are not comparable.

**Fact Notes**

- (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

**Value Flags**

- Either no or too few sample observations were available to compute an estimate, or a ratio of medians cannot be calculated because one or both of the median estimates falls in the lowest or upper interval of an open ended distribution.
- D Suppressed to avoid disclosure of confidential information
- F Fewer than 25 firms
- FN Footnote on this item in place of data
- NA Not available
- S Suppressed; does not meet publication standards
- X Not applicable
- Z Value greater than zero but less than half unit of measure shown

QuickFacts data are derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Nonemployer Statistics, Economic Census, Survey of Business Owners, Building Permits.