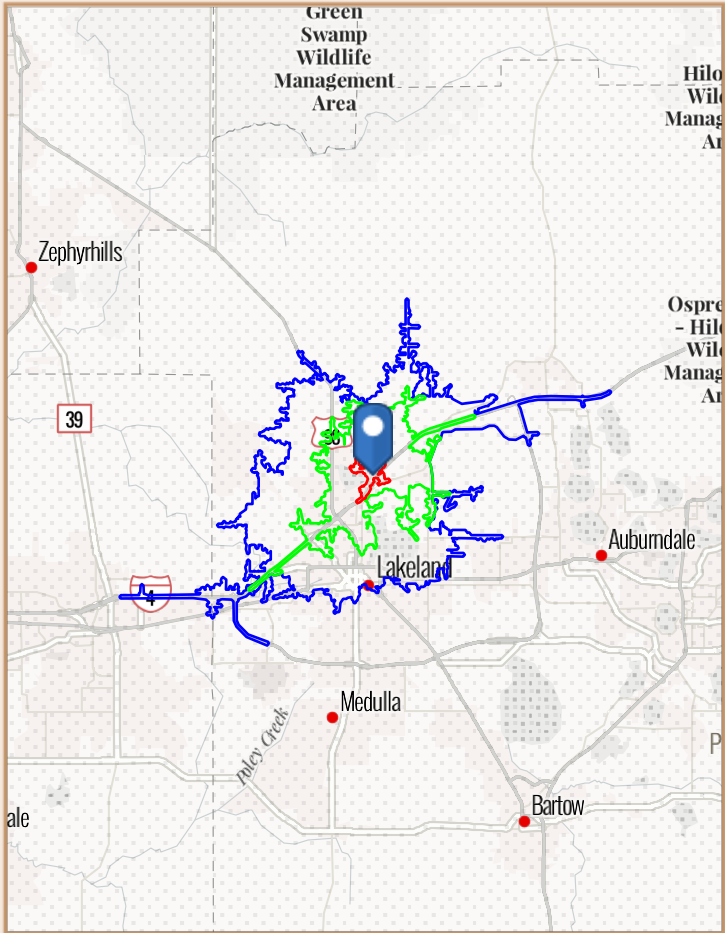


BENCHMARK DEMOGRAPHICS

Plantation Square

Drive time of 5 mins, 10 mins, & 15 mins



Based on ideas by Gary M.Ralston, CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, FRICS

Source: This infographic contains data provided by Esri (2026, 2031), Esri-Data Axle (2026)

AGE SEGMENTS	DRIVE TIME			GEOGRAPHY			
	5 mins	10 mins	15 mins	Counties	CBSAs	States	
	Polk County	Lakeland-Winter Haven, FL			Florida	USA	
0 - 4	3.96%	4.98%	5.55%	5.33%	5.33%	4.68%	5.39%
5 - 9	3.90%	5.03%	5.66%	5.56%	5.56%	4.97%	5.68%
10 - 14	4.02%	5.19%	5.86%	5.95%	5.95%	5.32%	5.93%
15 - 19	5.28%	5.82%	6.21%	6.23%	6.23%	5.81%	6.43%
20 - 29	13.1%	13.0%	12.6%	12.4%	12.4%	12.2%	13.4%
30 - 39	13.0%	12.7%	13.0%	12.9%	12.9%	12.5%	13.6%
40 - 54	15.4%	16.5%	17.2%	17.8%	17.8%	18.1%	18.5%
55 - 64	11.9%	12.2%	11.9%	12.0%	12.0%	13.0%	12.0%
65 - 74	13.0%	12.3%	11.7%	11.9%	11.9%	12.4%	10.8%
75 - 84	11.3%	8.8%	7.6%	7.7%	7.7%	8.2%	6.2%
85 +	4.9%	3.5%	2.7%	2.3%	2.3%	2.7%	2.0%
HOUSEHOLD INCOME							
<\$15,000	4.6%	6.6%	9.4%	8.0%	8.0%	7.7%	8.0%
\$15,000 - \$29,999	4.6%	7.6%	10.0%	8.5%	8.5%	8.4%	8.3%
\$30,000 - \$44,999	19.2%	16.1%	14.5%	11.8%	11.8%	10.1%	9.4%
\$45,000 - \$59,999	17.8%	12.9%	11.8%	12.2%	12.2%	9.6%	9.2%
\$60,000 - \$74,999	11.4%	11.2%	11.9%	11.2%	11.2%	9.5%	8.9%
\$75,000 - \$99,999	14.7%	12.7%	12.1%	13.6%	13.6%	12.8%	12.4%
\$100,000 - \$124,999	13.6%	12.1%	11.4%	12.0%	12.0%	11.2%	10.5%
\$125,000 - \$149,999	7.6%	7.5%	6.3%	6.9%	6.9%	7.6%	7.6%
\$150,000 - \$199,999	2.8%	7.5%	7.2%	7.7%	7.7%	9.6%	10.3%
\$200,000 - \$249,999	2.6%	3.3%	3.1%	3.8%	3.8%	5.2%	5.9%
\$250,000 - \$299,999	0.5%	0.9%	0.8%	1.6%	1.6%	2.7%	3.1%
\$300,000 - \$399,999	0.4%	0.9%	0.8%	1.1%	1.1%	2.1%	2.9%
\$400,000 - \$499,999	0.1%	0.2%	0.2%	0.5%	0.5%	0.9%	1.3%
\$500,000 +	0.3%	0.6%	0.6%	1.0%	1.0%	2.5%	2.3%
KEY FACTS							
Population	5,177	42,566	114,694	870,943	870,943	23,597,813	343,528,394
Daytime Population	4,789	44,951	118,840	826,969	826,969	23,413,280	341,846,552
Employees	2,179	18,540	47,774	368,123	368,123	11,049,242	168,700,572
Households	2,349	17,296	45,245	331,547	331,547	9,529,651	134,397,562
Average HH Size	2.15	2.41	2.49	2.58	2.58	2.43	2.49
Median Age	45.5	42.9	40.9	41.3	41.3	43.6	39.6
HOUSING FACTS							
Median Home Value	266,427	299,155	299,063	324,746	324,746	421,319	376,272
Owner Occupied %	53.8%	59.1%	59.6%	71.5%	71.5%	66.6%	64.0%
Renter Occupied %	46.2%	40.9%	40.4%	28.4%	28.4%	33.4%	36.0%
Total Housing Units	2,560	18,598	48,910	380,937	380,937	10,955,223	149,274,959
INCOME FACTS							
Median HH Income	\$64,342	\$68,436	\$64,710	\$72,392	\$72,392	\$82,707	\$85,893
Per Capita Income	\$35,959	\$36,199	\$33,126	\$36,199	\$36,199	\$47,873	\$48,241
Median Net Worth	\$132,738	\$190,832	\$167,238	\$261,761	\$261,761	\$292,996	\$276,821