

# COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 27.9780/-81.6325

RFULL9

Shoppes of Cypress Landings	5 mi radius		10 mi radius		15 mi radius	
Winter Haven, FL						
<b>Population</b>						
Estimated Population (2016)	46,789		179,472		295,806	
Projected Population (2021)	50,033		193,277		318,956	
Census Population (2010)	43,489		167,212		273,177	
Census Population (2000)	30,188		138,992		216,452	
Projected Annual Growth (2016-2021)	3,244	1.4%	13,805	1.5%	23,150	1.6%
Historical Annual Growth (2010-2016)	3,300	1.3%	12,260	1.2%	22,629	1.4%
Historical Annual Growth (2000-2010)	13,300	4.4%	28,220	2.0%	56,726	2.6%
Estimated Population Density (2016)	596 <i>psm</i>		572 <i>psm</i>		419 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		706.8 <i>sq mi</i>	
<b>Households</b>						
Estimated Households (2016)	19,562		70,510		113,657	
Projected Households (2021)	20,240		73,375		118,460	
Census Households (2010)	17,829		64,476		102,993	
Census Households (2000)	12,357		55,277		84,074	
Projected Annual Growth (2016-2021)	678	0.7%	2,865	0.8%	4,803	0.8%
Historical Annual Change (2000-2016)	7,205	3.6%	15,233	1.7%	29,582	2.2%
<b>Average Household Income</b>						
Estimated Average Household Income (2016)	\$63,166		\$53,881		\$54,383	
Projected Average Household Income (2021)	\$72,007		\$61,000		\$61,534	
Census Average Household Income (2010)	\$58,687		\$48,669		\$49,209	
Census Average Household Income (2000)	\$54,287		\$44,855		\$44,507	
Projected Annual Change (2016-2021)	\$8,841	2.8%	\$7,118	2.6%	\$7,151	2.6%
Historical Annual Change (2000-2016)	\$8,880	1.0%	\$9,027	1.3%	\$9,877	1.4%
<b>Median Household Income</b>						
Estimated Median Household Income (2016)	\$51,474		\$43,278		\$43,830	
Projected Median Household Income (2021)	\$56,868		\$47,576		\$48,170	
Census Median Household Income (2010)	\$46,135		\$39,013		\$40,242	
Census Median Household Income (2000)	\$40,565		\$34,854		\$35,439	
Projected Annual Change (2016-2021)	\$5,394	2.1%	\$4,299	2.0%	\$4,340	2.0%
Historical Annual Change (2000-2016)	\$10,909	1.7%	\$8,424	1.5%	\$8,392	1.5%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2016)	\$26,454		\$21,204		\$20,984	
Projected Per Capita Income (2021)	\$29,172		\$23,191		\$22,935	
Census Per Capita Income (2010)	\$24,059		\$18,767		\$18,553	
Census Per Capita Income (2000)	\$22,043		\$17,791		\$17,234	
Projected Annual Change (2016-2021)	\$2,718	2.1%	\$1,987	1.9%	\$1,952	1.9%
Historical Annual Change (2000-2016)	\$4,411	1.3%	\$3,414	1.2%	\$3,749	1.4%
Estimated Average Household Net Worth (2016)	\$335,898		\$273,102		\$276,859	

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Shoppes of Cypress Landings	5 mi radius		10 mi radius		15 mi radius	
Winter Haven, FL						
<b>Race and Ethnicity</b>						
Total Population (2016)	46,789		179,472		295,806	
White (2016)	36,223	77.4%	124,704	69.5%	206,560	69.8%
Black or African American (2016)	6,176	13.2%	33,837	18.9%	53,870	18.2%
American Indian or Alaska Native (2016)	173	0.4%	790	0.4%	1,377	0.5%
Asian (2016)	1,363	2.9%	3,176	1.8%	5,134	1.7%
Hawaiian or Pacific Islander (2016)	27	0.1%	107	0.1%	166	0.1%
Other Race (2016)	1,754	3.7%	12,261	6.8%	20,683	7.0%
Two or More Races (2016)	1,073	2.3%	4,598	2.6%	8,015	2.7%
Population < 18 (2016)	9,302	19.9%	40,615	22.6%	67,150	22.7%
White Not Hispanic	4,822	51.8%	15,991	39.4%	26,659	39.7%
Black or African American	1,848	19.9%	10,209	25.1%	15,679	23.3%
Asian	300	3.2%	663	1.6%	1,031	1.5%
Other Race Not Hispanic	358	3.9%	1,395	3.4%	2,298	3.4%
Hispanic	1,973	21.2%	12,358	30.4%	21,483	32.0%
Not Hispanic or Latino Population (2016)	40,384	86.3%	142,657	79.5%	228,847	77.4%
Not Hispanic White	32,317	80.0%	103,906	72.8%	167,410	73.2%
Not Hispanic Black or African American	5,895	14.6%	32,339	22.7%	50,879	22.2%
Not Hispanic American Indian or Alaska Native	99	0.2%	419	0.3%	727	0.3%
Not Hispanic Asian	1,324	3.3%	3,078	2.2%	4,935	2.2%
Not Hispanic Hawaiian or Pacific Islander	20	-	76	0.1%	115	0.1%
Not Hispanic Other Race	19	-	211	0.1%	415	0.2%
Not Hispanic Two or More Races	711	1.8%	2,628	1.8%	4,367	1.9%
Hispanic or Latino Population (2016)	6,405	13.7%	36,815	20.5%	66,959	22.6%
Hispanic White	3,906	61.0%	20,798	56.5%	39,150	58.5%
Hispanic Black or African American	281	4.4%	1,498	4.1%	2,991	4.5%
Hispanic American Indian or Alaska Native	74	1.1%	371	1.0%	651	1.0%
Hispanic Asian	40	0.6%	98	0.3%	200	0.3%
Hispanic Hawaiian or Pacific Islander	7	0.1%	31	0.1%	51	0.1%
Hispanic Other Race	1,735	27.1%	12,050	32.7%	20,268	30.3%
Hispanic Two or More Races	363	5.7%	1,970	5.4%	3,648	5.4%
Not Hispanic or Latino Population (2010)	38,373	88.2%	135,680	81.1%	216,445	79.2%
Hispanic or Latino Population (2010)	5,115	11.8%	31,531	18.9%	56,732	20.8%
Not Hispanic or Latino Population (2000)	28,219	93.5%	123,656	89.0%	191,866	88.6%
Hispanic or Latino Population (2000)	1,969	6.5%	15,336	11.0%	24,586	11.4%
Not Hispanic or Latino Population (2021)	42,329	84.6%	149,989	77.6%	240,405	75.4%
Hispanic or Latino Population (2021)	7,704	15.4%	43,289	22.4%	78,551	24.6%
Projected Annual Growth (2016-2021)	1,300	4.1%	6,473	3.5%	11,591	3.5%
Historical Annual Growth (2000-2010)	3,146	16.0%	16,195	10.6%	32,146	13.1%

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RFULL9

## Shoppes of Cypress Landings

### Winter Haven, FL

#### Total Age Distribution (2016)

	5 mi radius		10 mi radius		15 mi radius	
Total Population	46,789		179,472		295,806	
Age Under 5 Years	2,293	4.9%	10,575	5.9%	17,380	5.9%
Age 5 to 9 Years	2,614	5.6%	11,594	6.5%	19,048	6.4%
Age 10 to 14 Years	2,787	6.0%	11,811	6.6%	19,624	6.6%
Age 15 to 19 Years	2,640	5.6%	11,225	6.3%	18,948	6.4%
Age 20 to 24 Years	2,466	5.3%	10,791	6.0%	17,911	6.1%
Age 25 to 29 Years	2,560	5.5%	10,790	6.0%	17,581	5.9%
Age 30 to 34 Years	2,490	5.3%	10,347	5.8%	17,539	5.9%
Age 35 to 39 Years	2,414	5.2%	9,725	5.4%	16,539	5.6%
Age 40 to 44 Years	2,444	5.2%	9,855	5.5%	16,766	5.7%
Age 45 to 49 Years	2,603	5.6%	10,120	5.6%	16,936	5.7%
Age 50 to 54 Years	2,796	6.0%	10,853	6.0%	18,073	6.1%
Age 55 to 59 Years	3,195	6.8%	11,129	6.2%	18,258	6.2%
Age 60 to 64 Years	3,288	7.0%	10,723	6.0%	18,333	6.2%
Age 65 to 69 Years	3,539	7.6%	10,971	6.1%	18,499	6.3%
Age 70 to 74 Years	3,161	6.8%	9,968	5.6%	16,198	5.5%
Age 75 to 79 Years	2,427	5.2%	7,938	4.4%	12,267	4.1%
Age 80 to 84 Years	1,561	3.3%	5,428	3.0%	8,008	2.7%
Age 85 Years or Over	1,512	3.2%	5,629	3.1%	7,899	2.7%
Median Age	45.9		41.3		40.8	
Age 19 Years or Less	10,333	22.1%	45,204	25.2%	74,999	25.4%
Age 20 to 64 Years	24,255	51.8%	94,334	52.6%	157,936	53.4%
Age 65 Years or Over	12,200	26.1%	39,934	22.3%	62,871	21.3%

#### Female Age Distribution (2016)

Female Population	24,503	52.4%	92,805	51.7%	152,491	51.6%
Age Under 5 Years	1,127	4.6%	5,245	5.7%	8,562	5.6%
Age 5 to 9 Years	1,287	5.3%	5,613	6.0%	9,254	6.1%
Age 10 to 14 Years	1,351	5.5%	5,730	6.2%	9,501	6.2%
Age 15 to 19 Years	1,293	5.3%	5,436	5.9%	9,191	6.0%
Age 20 to 24 Years	1,227	5.0%	5,361	5.8%	9,005	5.9%
Age 25 to 29 Years	1,354	5.5%	5,654	6.1%	9,253	6.1%
Age 30 to 34 Years	1,319	5.4%	5,324	5.7%	9,071	5.9%
Age 35 to 39 Years	1,299	5.3%	5,006	5.4%	8,505	5.6%
Age 40 to 44 Years	1,268	5.2%	5,015	5.4%	8,501	5.6%
Age 45 to 49 Years	1,351	5.5%	5,266	5.7%	8,695	5.7%
Age 50 to 54 Years	1,509	6.2%	5,622	6.1%	9,331	6.1%
Age 55 to 59 Years	1,753	7.2%	5,816	6.3%	9,662	6.3%
Age 60 to 64 Years	1,809	7.4%	5,744	6.2%	9,860	6.5%
Age 65 to 69 Years	1,880	7.7%	5,896	6.4%	9,856	6.5%
Age 70 to 74 Years	1,648	6.7%	5,232	5.6%	8,318	5.5%
Age 75 to 79 Years	1,295	5.3%	4,280	4.6%	6,581	4.3%
Age 80 to 84 Years	831	3.4%	3,050	3.3%	4,409	2.9%
Age 85 Years or Over	903	3.7%	3,518	3.8%	4,935	3.2%
Female Median Age	47.1		42.7		41.9	
Age 19 Years or Less	5,058	20.6%	22,023	23.7%	36,509	23.9%
Age 20 to 64 Years	12,889	52.6%	48,807	52.6%	81,884	53.7%
Age 65 Years or Over	6,556	26.8%	21,975	23.7%	34,098	22.4%

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## Shoppes of Cypress Landings

### Winter Haven, FL

#### Male Age Distribution (2016)

	5 mi radius		10 mi radius		15 mi radius	
Male Population	22,286	47.6%	86,667	48.3%	143,315	48.4%
Age Under 5 Years	1,166	5.2%	5,330	6.1%	8,817	6.2%
Age 5 to 9 Years	1,326	6.0%	5,981	6.9%	9,794	6.8%
Age 10 to 14 Years	1,437	6.4%	6,081	7.0%	10,122	7.1%
Age 15 to 19 Years	1,347	6.0%	5,789	6.7%	9,757	6.8%
Age 20 to 24 Years	1,238	5.6%	5,430	6.3%	8,905	6.2%
Age 25 to 29 Years	1,206	5.4%	5,137	5.9%	8,328	5.8%
Age 30 to 34 Years	1,171	5.3%	5,024	5.8%	8,468	5.9%
Age 35 to 39 Years	1,115	5.0%	4,720	5.4%	8,034	5.6%
Age 40 to 44 Years	1,175	5.3%	4,840	5.6%	8,265	5.8%
Age 45 to 49 Years	1,251	5.6%	4,854	5.6%	8,241	5.8%
Age 50 to 54 Years	1,288	5.8%	5,231	6.0%	8,742	6.1%
Age 55 to 59 Years	1,442	6.5%	5,313	6.1%	8,596	6.0%
Age 60 to 64 Years	1,479	6.6%	4,978	5.7%	8,473	5.9%
Age 65 to 69 Years	1,659	7.4%	5,075	5.9%	8,643	6.0%
Age 70 to 74 Years	1,514	6.8%	4,736	5.5%	7,881	5.5%
Age 75 to 79 Years	1,132	5.1%	3,659	4.2%	5,685	4.0%
Age 80 to 84 Years	730	3.3%	2,379	2.7%	3,599	2.5%
Age 85 Years or Over	609	2.7%	2,111	2.4%	2,964	2.1%
Male Median Age	44.6		39.8		39.7	
Age 19 Years or Less	5,276	23.7%	23,181	26.7%	38,490	26.9%
Age 20 to 64 Years	11,366	51.0%	45,527	52.5%	76,052	53.1%
Age 65 Years or Over	5,644	25.3%	17,959	20.7%	28,773	20.1%

#### Males per 100 Females (2016)

Overall Comparison	91		93		94	
Age Under 5 Years	103	50.8%	102	50.4%	103	50.7%
Age 5 to 9 Years	103	50.7%	107	51.6%	106	51.4%
Age 10 to 14 Years	106	51.5%	106	51.5%	107	51.6%
Age 15 to 19 Years	104	51.0%	107	51.6%	106	51.5%
Age 20 to 24 Years	101	50.2%	101	50.3%	99	49.7%
Age 25 to 29 Years	89	47.1%	91	47.6%	90	47.4%
Age 30 to 34 Years	89	47.0%	94	48.5%	93	48.3%
Age 35 to 39 Years	86	46.2%	94	48.5%	94	48.6%
Age 40 to 44 Years	93	48.1%	97	49.1%	97	49.3%
Age 45 to 49 Years	93	48.1%	92	48.0%	95	48.7%
Age 50 to 54 Years	85	46.1%	93	48.2%	94	48.4%
Age 55 to 59 Years	82	45.1%	91	47.7%	89	47.1%
Age 60 to 64 Years	82	45.0%	87	46.4%	86	46.2%
Age 65 to 69 Years	88	46.9%	86	46.3%	88	46.7%
Age 70 to 74 Years	92	47.9%	91	47.5%	95	48.7%
Age 75 to 79 Years	87	46.6%	85	46.1%	86	46.3%
Age 80 to 84 Years	88	46.8%	78	43.8%	82	44.9%
Age 85 Years or Over	67	40.3%	60	37.5%	60	37.5%
Age 19 Years or Less	104	51.1%	105	51.3%	105	51.3%
Age 20 to 39 Years	91	47.6%	95	48.8%	94	48.5%
Age 40 to 64 Years	86	46.3%	92	47.9%	92	47.9%
Age 65 Years or Over	86	46.3%	82	45.0%	84	45.8%

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## Shoppes of Cypress Landings

### Winter Haven, FL

	5 mi radius		10 mi radius		15 mi radius	
<b>Household Type (2016)</b>						
Total Households	19,562		70,510		113,657	
Households with Children	5,047	25.8%	21,351	30.3%	35,516	31.2%
Average Household Size	2.4		2.5		2.6	
Household Density per Square Mile	249		225		161	
Population Family	39,175	83.7%	150,620	83.9%	250,065	84.5%
Population Non-Family	7,279	15.6%	27,641	15.4%	42,505	14.4%
Population Group Quarters	336	0.7%	1,212	0.7%	3,235	1.1%
Family Households	13,494	69.0%	47,940	68.0%	79,322	69.8%
Married Couple Households	10,470	77.6%	34,221	71.4%	57,038	71.9%
Other Family Households	3,023	22.4%	13,719	28.6%	22,284	28.1%
Family Households with Children	4,978	36.9%	21,071	44.0%	35,073	44.2%
Married Couple with Children	3,151	63.3%	12,203	57.9%	20,686	59.0%
Other Family Households with Children	1,828	36.7%	8,867	42.1%	14,387	41.0%
Family Households No Children	8,516	63.1%	26,870	56.0%	44,249	55.8%
Married Couple No Children	7,320	86.0%	22,018	81.9%	36,352	82.2%
Other Family Households No Children	1,196	14.0%	4,852	18.1%	7,896	17.8%
Non-Family Households	6,068	31.0%	22,570	32.0%	34,335	30.2%
Non-Family Households with Children	68	1.1%	281	1.2%	443	1.3%
Non-Family Households No Children	6,000	98.9%	22,289	98.8%	33,892	98.7%
Average Family Household Size	2.9		3.1		3.2	
Average Family Income	\$72,430		\$62,821		\$62,962	
Median Family Income	\$60,879		\$52,028		\$52,215	
Average Non-Family Household Size	1.2		1.2		1.2	
<b>Marital Status (2016)</b>						
Population Age 15 Years or Over	39,095		145,493		239,755	
Never Married	8,516	21.8%	39,597	27.2%	64,413	26.9%
Currently Married	20,693	52.9%	68,175	46.9%	114,141	47.6%
Previously Married	9,886	25.3%	37,720	25.9%	61,202	25.5%
Separated	1,936	19.6%	8,432	22.4%	14,171	23.2%
Widowed	3,172	32.1%	11,906	31.6%	18,323	29.9%
Divorced	4,778	48.3%	17,383	46.1%	28,709	46.9%
<b>Educational Attainment (2016)</b>						
Adult Population Age 25 Years or Over	33,990		123,477		202,896	
Elementary (Grade Level 0 to 8)	1,403	4.1%	10,180	8.2%	15,620	7.7%
Some High School (Grade Level 9 to 11)	2,788	8.2%	13,384	10.8%	21,924	10.8%
High School Graduate	11,792	34.7%	43,790	35.5%	71,912	35.4%
Some College	7,627	22.4%	25,511	20.7%	41,608	20.5%
Associate Degree Only	3,286	9.7%	9,862	8.0%	16,492	8.1%
Bachelor Degree Only	4,450	13.1%	13,862	11.2%	23,606	11.6%
Graduate Degree	2,644	7.8%	6,888	5.6%	11,734	5.8%
Any College (Some College or Higher)	18,007	53.0%	56,124	45.5%	93,441	46.1%
College Degree + (Bachelor Degree or Higher)	7,094	20.9%	20,751	16.8%	35,340	17.4%

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## Shoppes of Cypress Landings

### Winter Haven, FL

#### Housing

	5 mi radius		10 mi radius		15 mi radius	
Total Housing Units (2016)	21,922		78,874		128,508	
Total Housing Units (2010)	21,455		78,276		126,784	
Historical Annual Growth (2010-2016)	467	0.4%	598	0.1%	1,724	0.2%
Housing Units Occupied (2016)	19,562	89.2%	70,510	89.4%	113,657	88.4%
Housing Units Owner-Occupied	14,624	74.8%	48,568	68.9%	80,341	70.7%
Housing Units Renter-Occupied	4,938	25.2%	21,942	31.1%	33,316	29.3%
Housing Units Vacant (2016)	2,360	12.1%	8,364	11.9%	14,851	13.1%

#### Household Size (2016)

Total Households	19,562		70,510		113,657	
1 Person Households	5,057	25.9%	18,631	26.4%	27,987	24.6%
2 Person Households	8,243	42.1%	26,039	36.9%	42,452	37.4%
3 Person Households	2,646	13.5%	9,767	13.9%	16,307	14.3%
4 Person Households	2,011	10.3%	7,912	11.2%	13,283	11.7%
5 Person Households	954	4.9%	4,387	6.2%	7,408	6.5%
6 Person Households	409	2.1%	2,152	3.1%	3,556	3.1%
7 or More Person Households	242	1.2%	1,622	2.3%	2,664	2.3%

#### Household Income Distribution (2016)

HH Income \$200,000 or More	586	3.0%	1,405	2.0%	2,383	2.1%
HH Income \$150,000 to \$199,999	456	2.3%	1,226	1.7%	1,986	1.7%
HH Income \$125,000 to \$149,999	877	4.5%	2,048	2.9%	3,357	3.0%
HH Income \$100,000 to \$124,999	1,228	6.3%	3,853	5.5%	6,237	5.5%
HH Income \$75,000 to \$99,999	2,512	12.8%	7,268	10.3%	11,750	10.3%
HH Income \$50,000 to \$74,999	4,134	21.1%	13,581	19.3%	21,933	19.3%
HH Income \$35,000 to \$49,999	3,012	15.4%	11,190	15.9%	18,433	16.2%
HH Income \$25,000 to \$34,999	2,178	11.1%	9,041	12.8%	15,067	13.3%
HH Income \$15,000 to \$24,999	2,395	12.2%	10,008	14.2%	15,367	13.5%
HH Income \$10,000 to \$14,999	1,041	5.3%	4,610	6.5%	6,929	6.1%
HH Income Under \$10,000	1,143	5.8%	6,280	8.9%	10,214	9.0%

#### Household Vehicles (2016)

Households 0 Vehicles Available	930	4.8%	5,319	7.5%	7,938	7.0%
Households 1 Vehicle Available	8,976	45.9%	31,721	45.0%	49,081	43.2%
Households 2 Vehicles Available	7,285	37.2%	24,089	34.2%	41,113	36.2%
Households 3 or More Vehicles Available	2,370	12.1%	9,381	13.3%	15,524	13.7%
Total Vehicles Available	31,401		110,713		182,214	
Average Vehicles per Household	1.6		1.6		1.6	
Owner-Occupied Household Vehicles	24,790	78.9%	82,968	74.9%	139,200	76.4%
Average Vehicles per Owner-Occupied Household	1.7		1.7		1.7	
Renter-Occupied Household Vehicles	6,612	21.1%	27,745	25.1%	43,014	23.6%
Average Vehicles per Renter-Occupied Household	1.3		1.3		1.3	

#### Travel Time (2010)

Worker Base Age 16 years or Over	16,491		60,683		100,243	
Travel to Work in 14 Minutes or Less	4,451	27.0%	16,310	26.9%	24,758	24.7%
Travel to Work in 15 to 29 Minutes	6,420	38.9%	22,456	37.0%	35,176	35.1%
Travel to Work in 30 to 59 Minutes	3,867	23.5%	16,010	26.4%	29,489	29.4%
Travel to Work in 60 Minutes or More	1,196	7.3%	4,210	6.9%	7,761	7.7%
Work at Home	556	3.4%	1,697	2.8%	3,059	3.1%
Average Minutes Travel to Work	20.1		21.5		23.5	

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# COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

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Lat/Lon: 27.9780/-81.6325

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## Shoppes of Cypress Landings

### Winter Haven, FL

#### Transportation To Work (2010)

	5 mi radius	10 mi radius	15 mi radius
Worker Base Age 16 years or Over	16,491	60,683	100,243
Drive to Work Alone	14,129 85.7%	50,003 82.4%	82,201 82.0%
Drive to Work in Carpool	1,259 7.6%	5,978 9.9%	10,280 10.3%
Travel to Work by Public Transportation	122 0.7%	501 0.8%	685 0.7%
Drive to Work on Motorcycle	30 0.2%	173 0.3%	245 0.2%
Bicycle to Work	42 0.3%	212 0.3%	286 0.3%
Walk to Work	214 1.3%	786 1.3%	1,104 1.1%
Other Means	138 0.8%	1,332 2.2%	2,382 2.4%
Work at Home	556 3.4%	1,697 2.8%	3,059 3.1%

#### Daytime Demographics (2016)

	5 mi radius	10 mi radius	15 mi radius
Total Businesses	1,393	6,015	8,871
Total Employees	16,761	65,199	103,606
Company Headquarter Businesses	1 0.1%	20 0.3%	36 0.4%
Company Headquarter Employees	250 1.5%	5,686 8.7%	8,023 7.7%
Employee Population per Business	12.0 to 1	10.8 to 1	11.7 to 1
Residential Population per Business	33.6 to 1	29.8 to 1	33.3 to 1
Adj. Daytime Demographics Age 16 Years or Over	36,157	135,063	220,797

#### Labor Force

	5 mi radius	10 mi radius	15 mi radius
Labor Population Age 16 Years or Over (2016)	38,578	143,334	236,167
Labor Force Total Males (2016)	18,099 46.9%	68,198 47.6%	112,794 47.8%
Male Civilian Employed	9,874 54.6%	38,238 56.1%	62,171 55.1%
Male Civilian Unemployed	483 2.7%	2,310 3.4%	4,035 3.6%
Males in Armed Forces	4 -	7 -	8 -
Males Not in Labor Force	7,738 42.8%	27,643 40.5%	46,580 41.3%
Labor Force Total Females (2016)	20,480 53.1%	75,136 52.4%	123,373 52.2%
Female Civilian Employed	9,304 45.4%	35,220 46.9%	56,785 46.0%
Female Civilian Unemployed	454 2.2%	1,916 2.5%	3,332 2.7%
Females in Armed Forces	1 -	6 -	11 -
Females Not in Labor Force	10,721 52.3%	37,995 50.6%	63,244 51.3%
Unemployment Rate	2.4%	2.9%	3.1%
Labor Force Growth (2010-2016)	2,437 14.6%	11,957 19.4%	16,938 16.6%
Male Labor Force Growth (2010-2016)	1,190 13.7%	6,490 20.4%	9,815 18.7%
Female Labor Force Growth (2010-2016)	1,247 15.5%	5,467 18.4%	7,124 14.3%

#### Occupation (2010)

	5 mi radius	10 mi radius	15 mi radius
Occupation Population Age 16 Years or Over	16,741	61,500	102,018
Occupation Total Males	8,684 51.9%	31,748 51.6%	52,356 51.3%
Occupation Total Females	8,056 48.1%	29,752 48.4%	49,662 48.7%
Management, Business, Financial Operations	2,552 15.2%	7,029 11.4%	11,145 10.9%
Professional, Related	3,418 20.4%	10,492 17.1%	17,121 16.8%
Service	3,110 18.6%	13,834 22.5%	23,154 22.7%
Sales, Office	4,606 27.5%	15,864 25.8%	26,722 26.2%
Farming, Fishing, Forestry	184 1.1%	1,047 1.7%	1,635 1.6%
Construction, Extraction, Maintenance	1,100 6.6%	5,571 9.1%	9,666 9.5%
Production, Transport, Material Moving	1,770 10.6%	7,663 12.5%	12,574 12.3%
White Collar Workers	10,576 63.2%	33,385 54.3%	54,989 53.9%
Blue Collar Workers	6,164 36.8%	28,116 45.7%	47,029 46.1%

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## Shoppes of Cypress Landings

### Winter Haven, FL

#### Units In Structure (2010)

	5 mi radius		10 mi radius		15 mi radius	
Total Units	17,829		64,476		102,993	
1 Detached Unit	11,464	64.3%	39,204	60.8%	65,908	64.0%
1 Attached Unit	459	2.6%	1,816	2.8%	2,494	2.4%
2 Units	260	1.5%	1,662	2.6%	2,653	2.6%
3 to 4 Units	386	2.2%	2,527	3.9%	3,288	3.2%
5 to 9 Units	867	4.9%	2,297	3.6%	2,945	2.9%
10 to 19 Units	765	4.3%	1,854	2.9%	2,251	2.2%
20 to 49 Units	353	2.0%	1,124	1.7%	1,389	1.3%
50 or More Units	311	1.7%	1,769	2.7%	2,088	2.0%
Mobile Home or Trailer	2,913	16.3%	12,051	18.7%	19,550	19.0%
Other Structure	50	0.3%	172	0.3%	428	0.4%

#### Homes Built By Year (2010)

Homes Built 2005 or later	3,047	17.1%	7,094	11.0%	12,911	12.5%
Homes Built 2000 to 2004	2,682	15.0%	6,345	9.8%	11,974	11.6%
Homes Built 1990 to 1999	2,891	16.2%	9,915	15.4%	16,595	16.1%
Homes Built 1980 to 1989	3,510	19.7%	13,954	21.6%	20,645	20.0%
Homes Built 1970 to 1979	2,869	16.1%	11,531	17.9%	17,454	16.9%
Homes Built 1960 to 1969	1,528	8.6%	6,363	9.9%	9,245	9.0%
Homes Built 1950 to 1959	763	4.3%	5,574	8.6%	8,314	8.1%
Homes Built 1940 to 1949	228	1.3%	1,530	2.4%	2,404	2.3%
Homes Built Before 1939	312	1.7%	2,171	3.4%	3,452	3.4%
Median Age of Homes	27.1 yrs		32.7 yrs		31.5 yrs	

#### Home Values (2010)

Owner Specified Housing Units	13,356		44,891		73,374	
Home Values \$1,000,000 or More	130	1.0%	342	0.8%	552	0.8%
Home Values \$750,000 to \$999,999	110	0.8%	262	0.6%	386	0.5%
Home Values \$500,000 to \$749,999	335	2.5%	742	1.7%	1,238	1.7%
Home Values \$400,000 to \$499,999	314	2.4%	812	1.8%	1,360	1.9%
Home Values \$300,000 to \$399,999	879	6.6%	2,099	4.7%	3,718	5.1%
Home Values \$250,000 to \$299,999	935	7.0%	2,437	5.4%	4,000	5.5%
Home Values \$200,000 to \$249,999	1,389	10.4%	3,538	7.9%	6,368	8.7%
Home Values \$175,000 to \$199,999	945	7.1%	2,733	6.1%	4,520	6.2%
Home Values \$150,000 to \$174,999	1,512	11.3%	4,422	9.9%	7,379	10.1%
Home Values \$125,000 to \$149,999	1,279	9.6%	3,715	8.3%	5,998	8.2%
Home Values \$100,000 to \$124,999	1,145	8.6%	5,162	11.5%	8,215	11.2%
Home Values \$90,000 to \$99,999	523	3.9%	2,431	5.4%	3,685	5.0%
Home Values \$80,000 to \$89,999	477	3.6%	2,670	5.9%	4,572	6.2%
Home Values \$70,000 to \$79,999	629	4.7%	2,672	6.0%	4,324	5.9%
Home Values \$60,000 to \$69,999	651	4.9%	2,469	5.5%	3,925	5.3%
Home Values \$50,000 to \$59,999	517	3.9%	2,097	4.7%	3,397	4.6%
Home Values \$35,000 to \$49,999	453	3.4%	1,913	4.3%	2,994	4.1%
Home Values \$25,000 to \$34,999	392	2.9%	1,534	3.4%	2,391	3.3%
Home Values \$10,000 to \$24,999	559	4.2%	2,012	4.5%	3,002	4.1%
Home Values Under \$10,000	183	1.4%	831	1.9%	1,347	1.8%
Owner-Occupied Median Home Value	\$146,686		\$123,747		\$126,834	
Renter-Occupied Median Rent	\$733		\$617		\$634	

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## Shoppes of Cypress Landings

### Winter Haven, FL

#### Total Annual Consumer Expenditure (2016)

	5 mi radius	10 mi radius	15 mi radius
Total Household Expenditure	\$1.00 B	\$3.23 B	\$5.24 B
Total Non-Retail Expenditure	\$540 M	\$1.74 B	\$2.82 B
Total Retail Expenditure	\$461 M	\$1.49 B	\$2.42 B
Apparel	\$34.6 M	\$112 M	\$181 M
Contributions	\$40.8 M	\$127 M	\$207 M
Education	\$33.3 M	\$105 M	\$171 M
Entertainment	\$55.7 M	\$179 M	\$290 M
Food and Beverages	\$149 M	\$487 M	\$790 M
Furnishings and Equipment	\$33.7 M	\$107 M	\$173 M
Gifts	\$23.5 M	\$73.8 M	\$120 M
Health Care	\$83.4 M	\$273 M	\$442 M
Household Operations	\$27.1 M	\$85.6 M	\$139 M
Miscellaneous Expenses	\$15.0 M	\$48.8 M	\$79.1 M
Personal Care	\$13.0 M	\$42.1 M	\$68.2 M
Personal Insurance	\$7.03 M	\$22.1 M	\$35.9 M
Reading	\$2.22 M	\$7.11 M	\$11.5 M
Shelter	\$206 M	\$665 M	\$1.08 B
Tobacco	\$6.61 M	\$22.3 M	\$36.1 M
Transportation	\$193 M	\$622 M	\$1.01 B
Utilities	\$77.2 M	\$254 M	\$412 M

#### Monthly Household Consumer Expenditure (2016)

	5 mi radius	10 mi radius	15 mi radius
Total Household Expenditure	\$4,263	\$3,821	\$3,845
Total Non-Retail Expenditure	\$2,301 54.0%	\$2,056 53.8%	\$2,070 53.8%
Total Retail Expenditures	\$1,962 46.0%	\$1,766 46.2%	\$1,775 46.2%
Apparel	\$147 3.5%	\$132 3.5%	\$133 3.5%
Contributions	\$174 4.1%	\$150 3.9%	\$151 3.9%
Education	\$142 3.3%	\$125 3.3%	\$125 3.3%
Entertainment	\$237 5.6%	\$211 5.5%	\$213 5.5%
Food and Beverages	\$635 14.9%	\$576 15.1%	\$579 15.1%
Furnishings and Equipment	\$144 3.4%	\$126 3.3%	\$127 3.3%
Gifts	\$100 2.3%	\$87 2.3%	\$88 2.3%
Health Care	\$355 8.3%	\$323 8.4%	\$324 8.4%
Household Operations	\$115 2.7%	\$101 2.6%	\$102 2.7%
Miscellaneous Expenses	\$64 1.5%	\$58 1.5%	\$58 1.5%
Personal Care	\$55 1.3%	\$50 1.3%	\$50 1.3%
Personal Insurance	\$30 0.7%	\$26 0.7%	\$26 0.7%
Reading	\$9 0.2%	\$8 0.2%	\$8 0.2%
Shelter	\$876 20.5%	\$786 20.6%	\$791 20.6%
Tobacco	\$28 0.7%	\$26 0.7%	\$26 0.7%
Transportation	\$821 19.3%	\$735 19.2%	\$740 19.3%
Utilities	\$329 7.7%	\$300 7.9%	\$302 7.9%

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