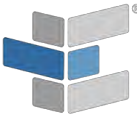
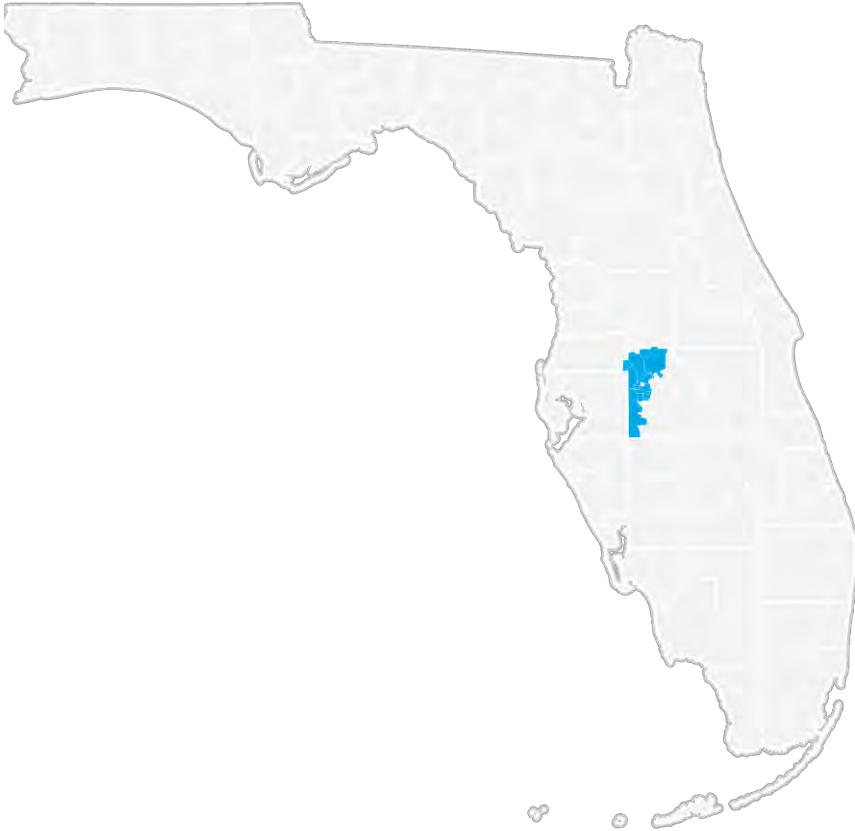


Economic Overview

Lakeland Zip Codes



JOBS **eQ**

January 17, 2020

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Demographic Profile

The population in the Lakeland Zip Codes* was 289,341 per American Community Survey data for 2013-2017.

The region has a civilian labor force of 131,996 with a participation rate of 56.7%. Of individuals 25 to 64 in the Lakeland Zip Codes*, 22.8% have a bachelor's degree or higher which compares with 32.3% in the nation.

The median household income in the Lakeland Zip Codes* is \$50,584 and the median house value is \$127,056.

Summary¹

	Percent			Value		
	Proxy for Lakeland Zip Codes*	Polk County, Florida	Florida	Proxy for Lakeland Zip Codes*	Polk County, Florida	Florida
Demographics						
Population (ACS)	—	—	—	289,341	652,256	20,278,447
Male	49.0%	49.0%	48.9%	141,854	319,775	9,914,361
Female	51.0%	51.0%	51.1%	147,487	332,481	10,364,086
Median Age ²	—	—	—	40.3	40.4	41.8
Under 18 Years	21.9%	22.6%	20.3%	63,324	147,320	4,111,582
18 to 24 Years	9.3%	8.6%	8.7%	26,875	56,256	1,770,799
25 to 34 Years	12.4%	12.5%	12.8%	35,833	81,467	2,602,567
35 to 44 Years	12.0%	11.8%	12.2%	34,708	76,911	2,465,145
45 to 54 Years	12.7%	12.4%	13.6%	36,883	80,993	2,752,893
55 to 64 Years	12.7%	12.3%	13.1%	36,700	80,318	2,648,572
65 to 74 Years	10.8%	11.2%	10.7%	31,348	73,162	2,169,519
75 Years, and Over	8.2%	8.6%	8.7%	23,670	55,829	1,757,370
Race: White	79.9%	78.3%	75.7%	231,321	510,554	15,343,997
Race: Black or African American	13.5%	15.2%	16.1%	38,939	99,355	3,270,863
Race: American Indian and Alaska Native	0.4%	0.3%	0.3%	1,133	2,037	56,730
Race: Asian	2.1%	1.7%	2.7%	6,085	10,945	543,394
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.1%	178	278	12,342
Race: Some Other Race	1.8%	2.0%	2.6%	5,180	12,945	536,298
Race: Two or More Races	2.2%	2.5%	2.5%	6,505	16,142	514,823
Hispanic or Latino (of any race)	16.1%	20.6%	24.7%	46,566	134,399	5,015,015
Population Growth						
People per Square Mile	—	—	—	—	393.8	397.2
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	56.7%	54.7%	58.6%	131,996	285,155	9,717,687
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	78.8%	77.2%	80.7%	84,524	184,554	6,280,712
Armed Forces Labor Force	0.1%	0.0%	0.3%	123	243	55,075
Veterans, Age 18-64	5.7%	5.4%	5.5%	9,715	20,161	673,228
Veterans Labor Force Participation Rate and Size, Age 18-64	73.6%	70.7%	73.4%	7,150	14,245	494,239
Median Household Income ²	—	—	—	\$50,584	\$45,988	\$50,883
Per Capita Income	—	—	—	\$24,298	\$22,579	\$28,774
Mean Commute Time (minutes)	—	—	—	23.8	26.0	27.0
Commute via Public Transportation	0.4%	0.5%	2.0%	486	1,375	180,231
Educational Attainment, Age 25-64						

Summary¹

	Percent			Value		
	Proxy for Lakeland Zip Codes*	Polk County, Florida	Florida	Proxy for Lakeland Zip Codes*	Polk County, Florida	Florida
No High School Diploma	12.5%	15.0%	11.1%	18,041	47,900	1,165,143
High School Graduate	35.2%	34.8%	28.2%	50,707	111,406	2,948,292
Some College, No Degree	19.5%	20.9%	20.7%	28,111	66,784	2,167,047
Associate's Degree	10.0%	9.3%	11.0%	14,388	29,796	1,147,526
Bachelor's Degree	15.6%	13.8%	19.3%	22,422	44,207	2,018,322
Postgraduate Degree	7.3%	6.1%	9.8%	10,455	19,596	1,022,847
Housing						
Total Housing Units	—	—	—	122,823	288,797	9,259,684
Median House Value (of owner-occupied units) ²	—	—	—	\$127,056	\$121,100	\$178,700
Homeowner Vacancy	3.5%	3.3%	2.4%	2,548	5,243	121,176
Rental Vacancy	7.7%	7.3%	8.5%	2,799	5,752	250,588
Renter-Occupied Housing Units (% of Occupied Units)	32.2%	31.7%	35.2%	33,039	71,901	2,642,055
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.2%	6.1%	6.7%	6,347	13,910	502,079
Social						
Poverty Level (of all people)	15.5%	17.3%	15.5%	43,718	110,557	3,070,972
Households Receiving Food Stamps/SNAP	13.4%	15.8%	14.4%	13,755	35,696	1,085,113
Enrolled in Grade 12 (% of total population)	1.1%	1.3%	1.3%	3,315	8,423	257,835
Disconnected Youth ³	3.7%	4.9%	3.3%	529	1,575	31,044
Children in Single Parent Families (% of all children)	38.9%	41.9%	39.5%	23,335	58,223	1,539,707
Uninsured	11.7%	14.4%	14.9%	33,386	92,849	2,982,945
With a Disability, Age 18-64	12.5%	12.6%	10.1%	21,145	46,554	1,208,053
With a Disability, Age 18-64, Labor Force Participation Rate and Size	35.9%	34.3%	38.3%	7,584	15,956	462,322
Foreign Born	8.9%	10.0%	20.2%	25,828	65,002	4,106,367
Speak English Less Than Very Well (population 5 yrs and over)	5.7%	7.7%	11.8%	15,441	47,173	2,271,001

Source: [JobsEQ®](#)

1. American Community Survey 2013-2017, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

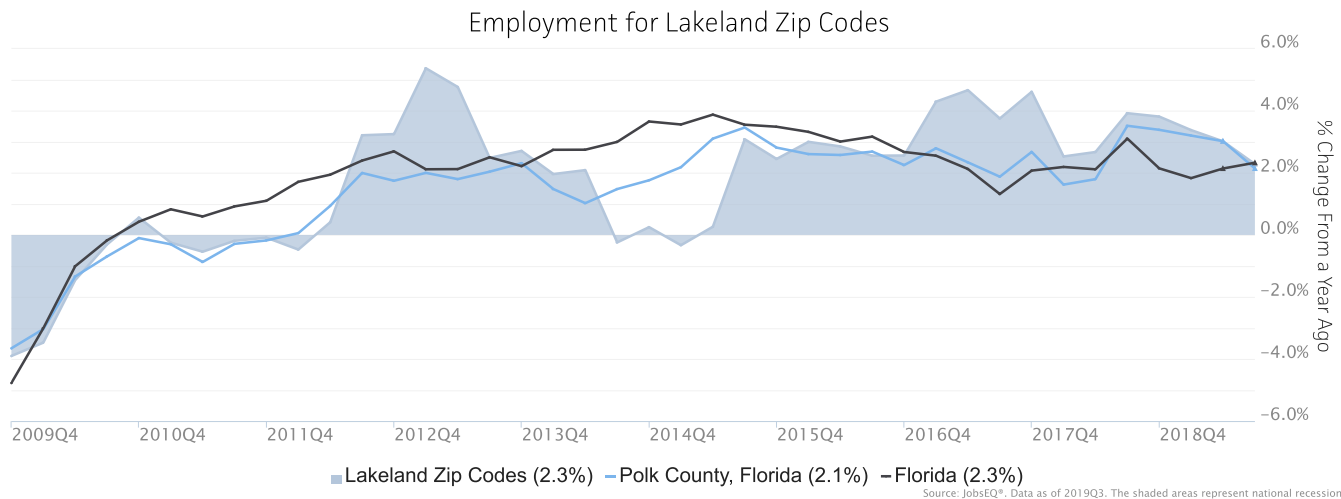
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2018, annual average growth rate since 2008

* This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

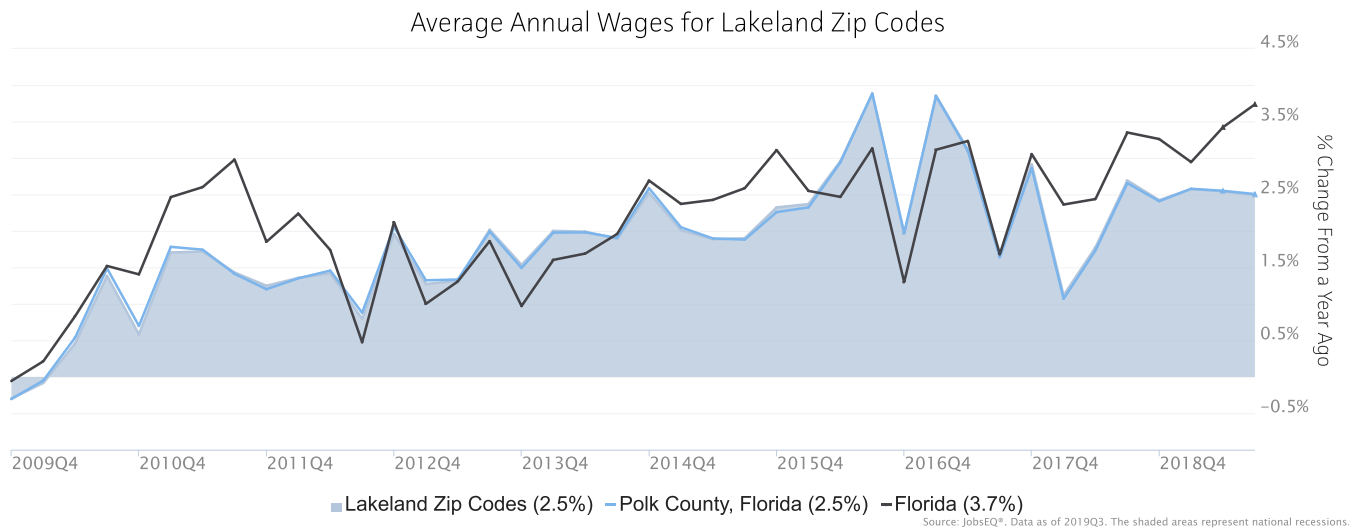
As of 2019Q3, total employment for the Lakeland Zip Codes was 132,472 (based on a four-quarter moving average). Over the year ending 2019Q3, employment increased 2.3% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Wage Trends

The average worker in the Lakeland Zip Codes earned annual wages of \$42,178 as of 2019Q3. Average annual wages per worker increased 2.5% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,681 in the nation as of 2019Q3.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 13.1% lower in Lakeland Zip Codes than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index	
		(Base US)	US Purchasing Power
Lakeland Zip Codes	\$42,178	86.9	\$48,544
Polk County, Florida	\$42,227	86.9	\$48,600
Florida	\$50,119	100.2	\$50,020
USA	\$57,681	100.0	\$57,681

Source: [JobsEQ®](#)

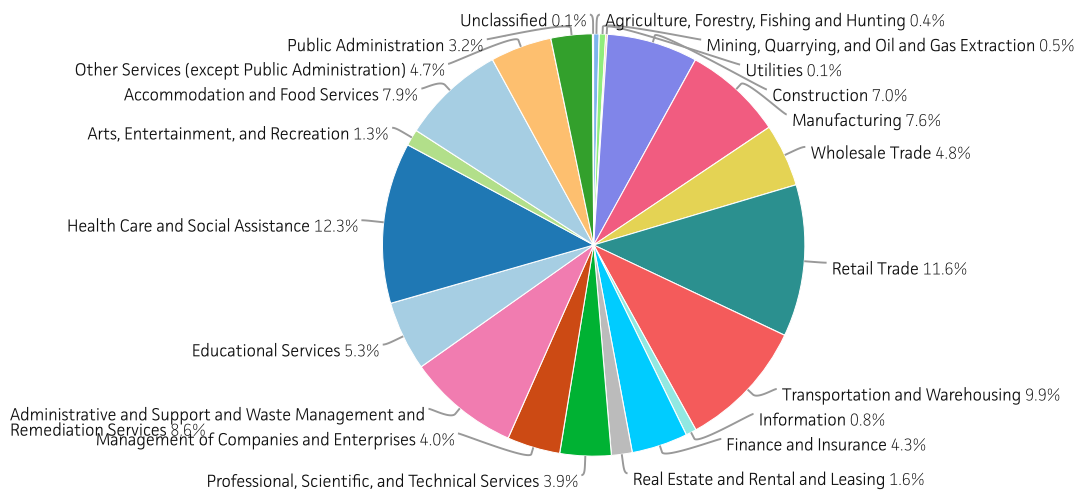
Data as of 2019Q3

Cost of Living per C2ER, data as of 2019q2, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the Lakeland Zip Codes is Health Care and Social Assistance, employing 16,322 workers. The next-largest sectors in the region are Retail Trade (15,408 workers) and Transportation and Warehousing (13,148). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Management of Companies and Enterprises (LQ = 2.69), Transportation and Warehousing (2.21), and Administrative and Support and Waste Management and Remediation Services (1.34).

Total Workers for Lakeland Zip Codes by Industry



Source: JobsEQ®, Data as of 2019Q3

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3.

Sectors in the Lakeland Zip Codes with the highest average wages per worker are Utilities (\$103,382), Mining, Quarrying, and Oil and Gas Extraction (\$87,783), and Management of Companies and Enterprises (\$76,725). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Transportation and Warehousing (+4,117 jobs), Health Care and Social Assistance (+1,952), and Accommodation and Food Services (+1,867).

Over the next 1 year, employment in the Lakeland Zip Codes is projected to expand by 1,719 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +2.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+349 jobs), Transportation and Warehousing (+206), and Accommodation and Food Services (+184).

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	16,322	\$48,134	0.86	1,952	2.6%	1,896	761	787	349	2.1%
44	Retail Trade	15,408	\$29,025	1.12	1,394	1.9%	2,171	912	1,151	108	0.7%
48	Transportation and Warehousing	13,148	\$45,816	2.21	4,117	7.8%	1,613	598	809	206	1.6%
56	Administrative and Support and Waste Management and Remediation Services	11,363	\$30,320	1.34	1,345	2.6%	1,454	556	758	139	1.2%
72	Accommodation and Food Services	10,505	\$18,360	0.88	1,867	4.0%	1,891	756	952	184	1.7%
31	Manufacturing	10,053	\$55,192	0.92	788	1.6%	1,088	387	662	39	0.4%
23	Construction	9,218	\$44,263	1.21	1,812	4.5%	1,066	326	583	157	1.7%
61	Educational Services	7,075	\$41,641	0.66	-271	-0.7%	768	316	341	111	1.6%
42	Wholesale Trade	6,387	\$60,551	1.27	922	3.2%	715	253	419	43	0.7%
81	Other Services (except Public Administration)	6,214	\$31,321	1.05	341	1.1%	772	324	386	62	1.0%
52	Finance and Insurance	5,691	\$64,183	1.09	426	1.6%	578	202	331	45	0.8%
55	Management of Companies and Enterprises	5,361	\$76,725	2.69	802	3.3%	551	180	306	65	1.2%
54	Professional, Scientific, and Technical Services	5,188	\$55,476	0.58	745	3.1%	533	166	280	87	1.7%
92	Public Administration	4,204	\$48,077	0.68	294	1.5%	427	164	223	41	1.0%
53	Real Estate and Rental and Leasing	2,112	\$39,434	0.92	407	4.4%	241	98	117	27	1.3%
71	Arts, Entertainment, and Recreation	1,656	\$30,774	0.63	-41	-0.5%	259	105	129	26	1.5%
51	Information	1,083	\$45,346	0.42	42	0.8%	101	38	67	-3	-0.3%
21	Mining, Quarrying, and Oil and Gas Extraction	663	\$87,783	1.13	-137	-3.7%	76	22	46	8	1.3%
11	Agriculture, Forestry, Fishing and Hunting	555	\$32,654	0.31	24	0.9%	66	26	35	5	1.0%
22	Utilities	159	\$103,382	0.23	1	0.1%	15	5	9	1	0.6%
99	Unclassified	108	\$24,728	0.68	90	42.6%	14	5	7	1	1.3%
Total - All Industries		132,472	\$42,178	1.00	16,920	2.8%	16,214	6,198	8,297	1,719	1.3%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q1 with preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the Lakeland Zip Codes is Office and Administrative Support Occupations, employing 22,266 workers. The next-largest occupation groups in the region are Transportation and Material Moving Occupations (15,082 workers) and Sales and Related Occupations (15,005). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Transportation and Material Moving Occupations (LQ = 1.65), Office and Administrative Support Occupations (1.18), and Construction and Extraction Occupations (1.18).

Occupation groups in the Lakeland Zip Codes with the highest average wages per worker are Management Occupations (\$98,900), Healthcare Practitioners and Technical Occupations (\$77,800), and Legal Occupations (\$73,700). The unemployment rate in the region varied among the major groups from 1.2% among Healthcare Practitioners and Technical Occupations to 7.6% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Lakeland Zip Codes is expected to be Healthcare Support Occupations with a +2.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Transportation and Material Moving Occupations (+216 jobs) and Food Preparation and Serving Related Occupations (+191). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Office and Administrative Support Occupations (2,562 jobs) and Sales and Related Occupations (2,060).

Lakeland Zip Codes, 2019q3¹

SOC	Occupation	Current						5-Year History			1-Year Forecast			
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	22,266	\$35,000	1.18	699	3.4%	821	2,208	2.1%	2,705	1,165	1,397	142	0.6%
53-0000	Transportation and Material Moving	15,082	\$36,100	1.65	698	5.0%	432	3,573	5.6%	2,125	784	1,125	216	1.4%
41-0000	Sales and Related	15,005	\$37,300	1.15	636	4.4%	1,083	1,277	1.8%	2,173	884	1,176	113	0.8%
35-0000	Food Preparation and Serving Related	10,611	\$23,400	0.93	682	6.2%	786	1,660	3.5%	2,127	867	1,069	191	1.8%
51-0000	Production	7,479	\$35,300	0.94	306	4.1%	218	598	1.7%	899	318	543	37	0.5%
11-0000	Management	7,256	\$98,900	0.88	110	1.6%	339	1,216	3.7%	698	200	389	109	1.5%
29-0000	Healthcare Practitioners and Technical	7,164	\$77,800	0.94	81	1.2%	509	1,068	3.3%	537	202	198	136	1.9%
47-0000	Construction and Extraction	7,159	\$39,100	1.18	443	6.0%	125	1,226	3.8%	888	263	503	122	1.7%
13-0000	Business and Financial Operations	6,758	\$62,000	0.97	145	2.3%	255	1,153	3.8%	715	207	417	91	1.3%
49-0000	Installation, Maintenance, and Repair	5,605	\$43,100	1.10	144	2.6%	417	730	2.8%	621	204	347	70	1.2%
25-0000	Education, Training, and Library	5,108	\$47,500	0.69	147	2.6%	113	-74	-0.3%	538	228	225	84	1.6%
37-0000	Building and Grounds Cleaning and Maintenance	4,306	\$26,200	0.94	257	5.4%	196	393	1.9%	623	266	293	64	1.5%
39-0000	Personal Care and Service	4,008	\$25,500	0.69	163	4.0%	182	601	3.3%	700	319	298	83	2.1%
31-0000	Healthcare Support	3,467	\$29,700	0.95	96	3.1%	212	301	1.8%	503	208	212	84	2.4%
15-0000	Computer and Mathematical	2,542	\$70,400	0.65	42	1.8%	309	512	4.6%	218	46	129	43	1.7%
33-0000	Protective Service	1,915	\$40,700	0.67	60	2.6%	61	18	0.2%	222	95	106	20	1.1%
27-0000	Arts, Design, Entertainment, Sports,	1,763	\$42,200	0.74	46	2.4%	77	88	1.0%	193	74	99	19	1.1%

Lakeland Zip Codes, 2019q3¹

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
	and Media													
21- 0000	Community and Social Service	1,682	\$43,600	0.75	32	1.9%	167	42	0.5%	230	76	121	33	2.0%
17- 0000	Architecture and Engineering	1,475	\$68,000	0.65	25	1.7%	130	213	3.2%	131	39	72	19	1.3%
23- 0000	Legal	929	\$73,700	0.84	13	1.5%	25	44	1.0%	76	25	37	14	1.5%
19- 0000	Life, Physical, and Social Science	565	\$60,900	0.54	11	1.8%	34	59	2.2%	61	16	36	9	1.6%
45- 0000	Farming, Fishing, and Forestry	328	\$29,500	0.39	45	7.6%	5	14	0.9%	53	13	37	3	0.9%
	Total - All Occupations	132,472	\$43,100	1.00	4,879	3.8%	6,495	16,920	2.8%	17,050	6,500	8,831	1,719	1.3%

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Data as of 2019Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

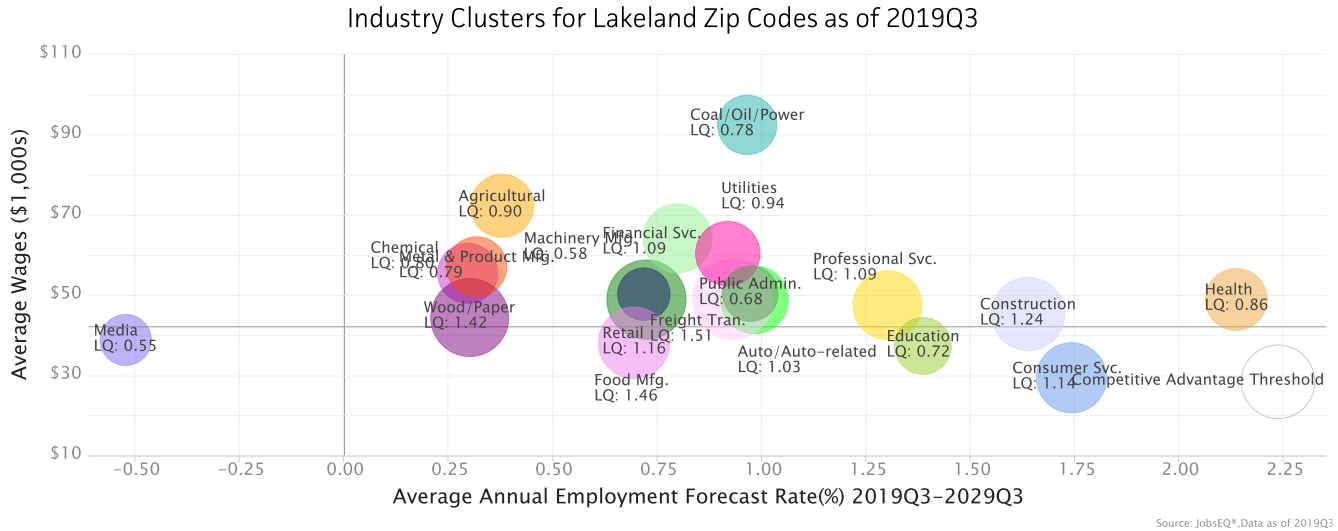
2. Wage data are as of 2018 and represent the average for all Covered Employment

3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2019Q1, imputed where necessary with preliminary estimates updated to 2019Q3. Wages by occupation are as of 2018 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Lakeland Zip Codes with the highest relative concentration is Freight Tran. with a location quotient of 1.51. This cluster employs 5,410 workers in the region with an average wage of \$49,027. Employment in the Freight Tran. cluster is projected to expand in the region about 0.9% per year over the next ten years.

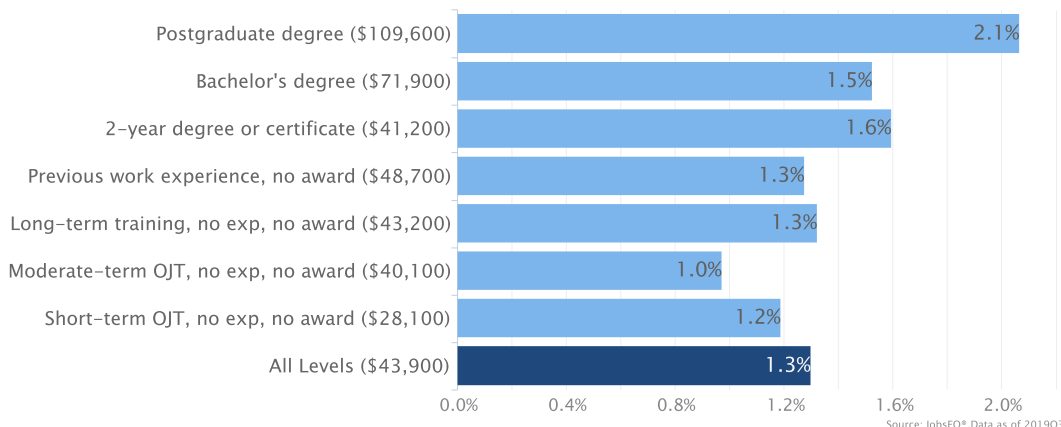


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q1 with preliminary estimates updated to 2019Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Lakeland Zip Codes is projected to grow 1.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 2.1% per year, those requiring a bachelor's degree are forecast to grow 1.5% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.6% per year.

Annual Average Projected Job Growth by Training Required for Lakeland Zip Codes



Employment by occupation data are estimates as of 2019Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Region Definition

Lakeland Zip Codes is defined as the following zip code tabulation areas:

ZCTA 33801

ZCTA 33803

ZCTA 33805

ZCTA 33809

ZCTA 33810 (Polk County, FL portion)

ZCTA 33811

ZCTA 33812

ZCTA 33813

ZCTA 33815

ZCTA 33849

ZCTA 33860

ZCTA 33868

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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