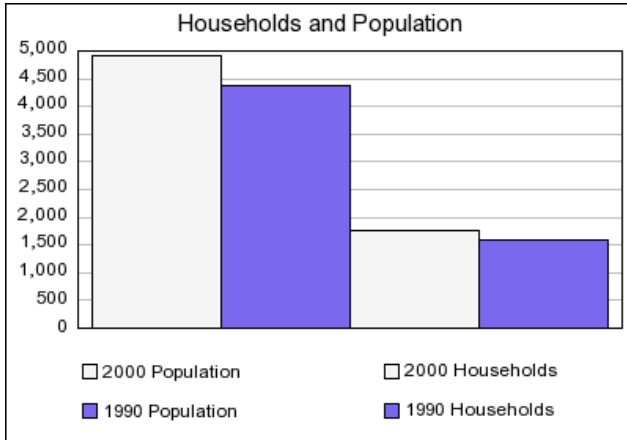


Date: April 11, 2005
Current Geography Selection: 1 mile radius: COUNTY HWY 540
 SPIRIT LAKE RD, ELOISE, FL 33880

Latitude: 28.004780 **Longitude:** -81.779480
County: Polk County **Pop:** 505,297
Zip: 33880 Winter Haven **Pop:** 35,825

Executive Summary Report with Charts

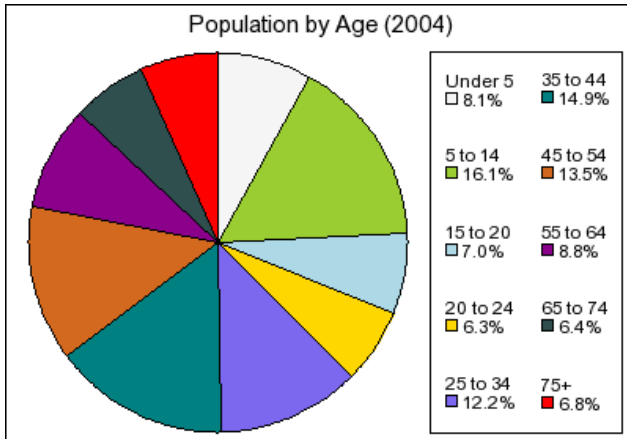
Population Demographics



The number of households in the study area in 1990 was **1,590** and changed to **1,769** in 2000, representing a change of **11%**. The household count in 2004 was **1,923** and the household projection for 2009 is **2,090**, a change of **9%**. The population in the study area in 1990 was **4,368** and in 2000 it was **4,920**, roughly a **13%** change. The population in 2004 was **4,931** and the projection for 2009 is **4,977** representing a change of **1%**.

	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change 1990 to 2000	Percent Change 2004 to 2009
Total Population	4,368	4,920	4,931	4,977	12.6%	0.9%
Total Households	1,590	1,769	1,923	2,090	11.2%	8.7%

Population by Age



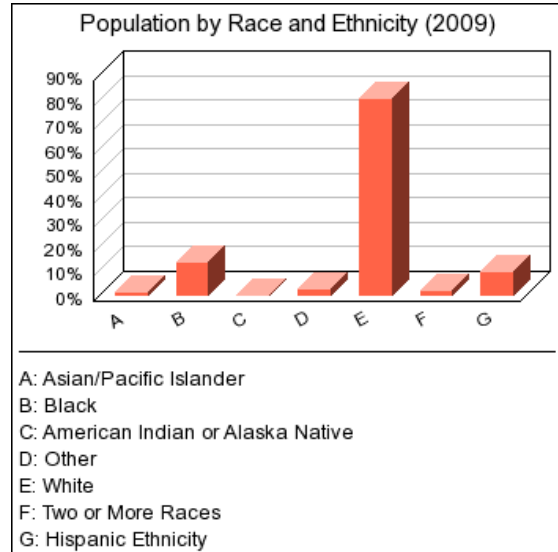
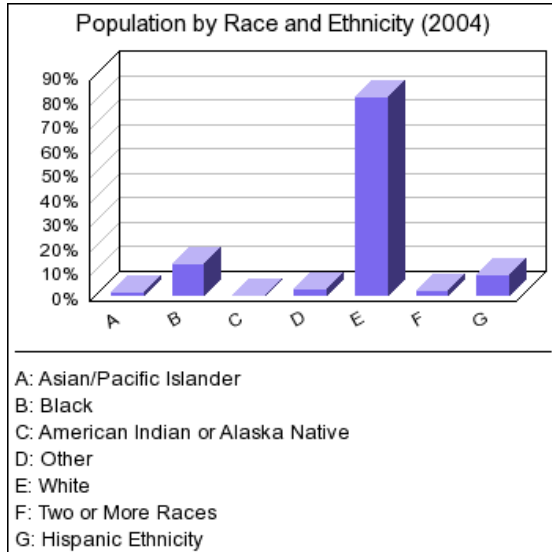
In 1990, the median age of the total population in the study area was **34.3**, and in 2000, it was **35.6**. The median age in 2004 is **35.2** and it is predicted to change in five years to **34.8** years.

In 2004, females represented **52.4%** of the population with a median age of **35.5** and males represented **47.6%** of the population with a median age of **35.0** years.

In 2004, the most prominent age group in this geography is **5 to 14** years. The age group least represented in this geography is **18 to 24** years.

Age Groups	1990 Census	2000 Census	2004 Estimate	2009 Projection	Percent Change 1990 to 2000	Percent Change 2004 to 2009
0 to 4	351 8.0%	373 7.6%	398 8.1%	409 8.2%	6.3%	2.8%
5 to 14	592 13.6%	793 16.1%	793 16.1%	782 15.7%	33.9%	-1.3%
15 to 19	287 6.6%	334 6.8%	345 7.0%	351 7.0%	16.4%	1.7%
20 to 24	266 6.1%	279 5.7%	313 6.3%	344 6.9%	5.1%	10.0%
25 to 34	744 17.0%	634 12.9%	602 12.2%	616 12.4%	-14.9%	2.4%
35 to 44	671 15.4%	789 16.0%	735 14.9%	685 13.8%	17.6%	-6.8%
45 to 54	427 9.8%	637 12.9%	664 13.5%	684 13.7%	49.0%	3.0%
55 to 64	382 8.8%	415 8.4%	432 8.8%	452 9.1%	8.6%	4.8%
65 to 74	438 10.0%	347 7.1%	315 6.4%	309 6.2%	-20.7%	-1.9%
75 +	207 4.7%	318 6.5%	335 6.8%	344 6.9%	53.7%	2.7%

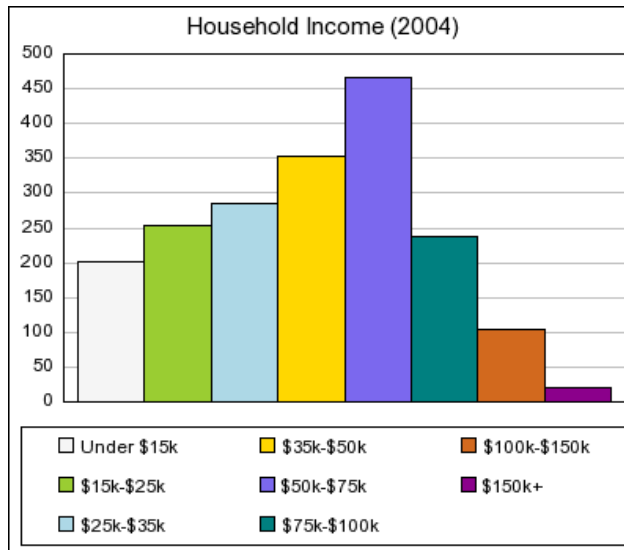
Population by Race/Ethnicity



In 2004, the predominant race/ethnicity category in this study area is **White**.
 The race ethnicity category least represented in this geography is **American Indian, Ala.**

Race Ethnicity	1990 Census		2000 Census		2004 Estimate		2009 Projection		Percent Change	
	Count	%	Count	%	Count	%	Count	%	1990 to 2000	2004 to 2009
White	4,095	93.8%	3,988	81.0%	3,979	80.7%	3,998	80.3%	-2.6%	0.5%
Black	171	3.9%	626	12.7%	646	13.1%	669	13.4%	266.5%	3.6%
American Indian or Alaska Native	10	0.2%	15	0.3%	16	0.3%	16	0.3%	48.5%	1.2%
Asian	49	1.1%	70	1.4%	70	1.4%	69	1.4%	43.3%	-0.9%
Other Race	42	1.0%	115	2.3%	117	2.4%	119	2.4%	172.4%	2.2%
Two or More Races			105	2.1%	105	2.1%	106	2.1%		1.0%
Hispanic Ethnicity	137	3.1%	333	6.8%	402	8.2%	489	9.8%	143.8%	21.6%
Not Hispanic or Latino	4,231	96.9%	4,587	93.2%	4,529	91.9%	4,488	90.2%	8.4%	-0.9%

Households by Income



In 2004 the predominant household income category in this study area is **\$50K – \$75K**, and the income group that is least represented in this geography is **\$150K +**.

HH Income Categories	1990		2000		2004		2009		Percent Change	
	Census		Census		Estimate		Projection		1990 to 2000	2004 to 2009
\$0 – \$15,000	308	19.4%	192	10.9%	201	10.4%	206	9.8%	-37.6%	2.5%
\$15,000 – \$24,999	296	18.6%	263	14.9%	254	13.2%	227	10.8%	-11.0%	-10.8%
\$25,000 – \$34,999	388	24.4%	295	16.7%	285	14.8%	280	13.4%	-24.2%	-1.5%
\$35,000 – \$49,999	321	20.2%	343	19.4%	354	18.4%	345	16.5%	6.8%	-2.4%
\$50,000 – \$74,999	192	12.1%	402	22.7%	467	24.3%	522	25.0%	243.6%	11.7%
\$75,000 – \$99,999	60	3.8%	195	11.0%	238	12.4%	287	13.8%	226.6%	20.9%
\$100,000 – \$149,999	15	0.9%	62	3.5%	104	5.4%	197	9.4%	318.1%	88.9%
\$150,000 +	7	0.4%	17	1.0%	21	1.1%	26	1.3%	142.1%	26.9%
Average Hhld Income	\$33,557		\$46,069		\$48,730		\$48,231		37.3%	-1.0%
Median Hhld Income	\$30,022		\$41,843		\$44,565		\$49,484		39.4%	11.0%
Per Capita Income	\$12,566		\$16,565		\$19,383		\$20,723		31.8%	6.9%

Current year data is for the year **2004**, 5 year projected data is for the year **2009**.
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