



# Economic Overview

## City of Bartow, FL



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# Demographic Profile

The population in the City of Bartow, FL was 19,762 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 9,826 with a participation rate of 63.1%. Of individuals 25 to 64 in the City of Bartow, FL, 21.2% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the City of Bartow, FL is \$48,227 and the median house value is \$157,300.

## Summary<sup>1</sup>

	City of Bartow, FL	Percent Polk County, Florida	Florida	City of Bartow, FL	Value Polk County, Florida	Florida
<b>Demographics</b>						
Population (ACS)	—	—	—	19,762	705,735	21,216,924
Male	49.6%	49.0%	48.9%	9,797	345,812	10,374,594
Female	50.4%	51.0%	51.1%	9,965	359,923	10,842,330
Median Age <sup>2</sup>	—	—	—	35.3	40.2	42.2
Under 18 Years	23.7%	22.1%	19.9%	4,674	156,115	4,214,444
18 to 24 Years	7.9%	8.4%	8.2%	1,568	59,206	1,747,154
25 to 34 Years	17.9%	13.1%	13.0%	3,529	92,463	2,766,491
35 to 44 Years	9.7%	11.9%	12.1%	1,926	84,002	2,567,758
45 to 54 Years	12.4%	12.0%	12.9%	2,458	84,405	2,733,769
55 to 64 Years	13.4%	12.3%	13.4%	2,640	86,477	2,839,396
65 to 74 Years	9.1%	11.3%	11.3%	1,795	80,036	2,393,704
75 Years and Over	5.9%	8.9%	9.2%	1,172	63,031	1,954,208
Race: White	66.7%	73.3%	71.6%	13,174	517,569	15,199,588
Race: Black or African American	19.9%	15.3%	15.9%	3,937	107,633	3,381,061
Race: American Indian and Alaska Native	0.3%	0.3%	0.3%	65	2,306	55,655
Race: Asian	3.5%	1.7%	2.8%	686	12,257	590,668
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.1%	0	333	13,339
Race: Some Other Race	3.8%	4.2%	3.3%	743	29,844	699,596
Race: Two or More Races	5.9%	5.1%	6.0%	1,157	35,793	1,277,017
Hispanic or Latino (of any race)	17.9%	23.5%	25.8%	3,534	166,076	5,468,826
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	63.1%	55.3%	58.8%	9,826	313,393	10,240,825
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	82.0%	78.2%	81.5%	6,489	203,690	6,539,614
Armed Forces Labor Force	0.0%	0.1%	0.4%	0	453	67,243
Veterans, Age 18-64	5.9%	5.0%	5.2%	718	20,223	654,858
Veterans Labor Force Participation Rate and Size, Age 18-64	86.2%	71.1%	74.6%	619	14,370	488,322
Median Household Income <sup>2</sup>	—	—	—	\$48,227	\$51,535	\$57,703
Per Capita Income	—	—	—	\$24,357	\$25,820	\$32,848
Mean Commute Time (minutes)	—	—	—	22.0	28.4	27.9
Commute via Public Transportation	0.1%	0.4%	1.6%	6	1,146	154,580
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	10.0%	14.3%	10.5%	1,060	49,706	1,146,217
High School Graduate	40.1%	32.9%	27.5%	4,237	114,369	2,996,225
Some College, No Degree	20.5%	21.8%	19.8%	2,160	75,569	2,162,810
Associate's Degree	8.1%	10.5%	11.1%	856	36,567	1,206,009
Bachelor's Degree	16.2%	14.1%	20.4%	1,712	48,986	2,228,827
Postgraduate Degree	5.0%	6.4%	10.7%	528	22,150	1,167,326
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	City of Bartow, FL	Polk County, Florida	Florida	City of Bartow, FL	Polk County, Florida	Florida
Total Housing Units	—	—	—	7,765	300,596	9,562,324
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$157,300	\$162,400	\$232,000
Homeowner Vacancy	2.0%	2.2%	2.1%	81	3,868	112,114
Rental Vacancy	7.8%	6.2%	8.2%	220	4,916	242,453
Renter-Occupied Housing Units (% of Occupied Units)	38.9%	30.5%	33.8%	2,548	73,584	2,680,435
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	7.1%	5.4%	6.1%	466	12,941	485,183
<b>Social</b>						
Poverty Level (of all people)	17.3%	15.1%	13.3%	3,311	104,509	2,772,939
Households Receiving Food Stamps/SNAP	15.4%	14.5%	13.2%	1,008	34,848	1,044,055
Enrolled in Grade 12 (% of total population)	1.0%	1.4%	1.2%	190	9,616	262,770
Disconnected Youth <sup>3</sup>	6.8%	3.7%	2.8%	52	1,284	26,748
Children in Single Parent Families (% of all children)	45.3%	40.2%	38.5%	2,043	58,673	1,533,720
Uninsured	10.7%	13.0%	12.7%	2,052	90,387	2,646,931
With a Disability, Age 18-64	14.7%	12.5%	10.1%	1,718	50,161	1,252,765
With a Disability, Age 18-64, Labor Force Participation Rate and Size	50.6%	35.3%	40.4%	869	17,700	506,335
Foreign Born	6.9%	10.5%	20.8%	1,369	74,414	4,410,286
Speak English Less Than Very Well (population 5 yrs and over)	5.3%	8.2%	11.8%	963	54,227	2,370,626

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, 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.

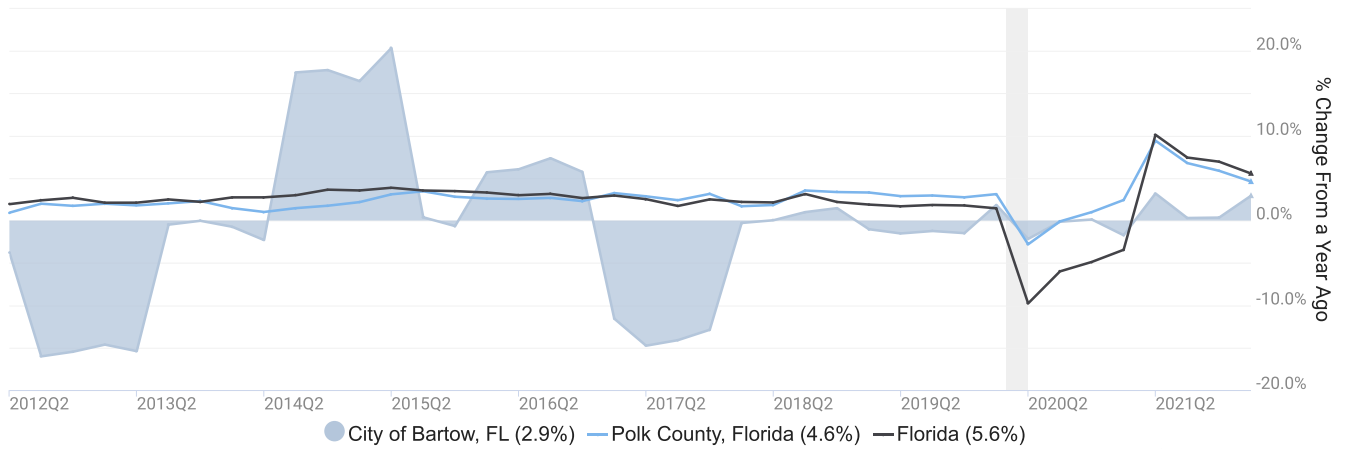
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2020, annual average growth rate since 2010.

# Employment Trends

As of 2022Q1, total employment for the City of Bartow, FL was 17,890 (based on a four-quarter moving average). Over the year ending 2022Q1, employment increased 2.9% in the region.

Employment for City of Bartow, FL

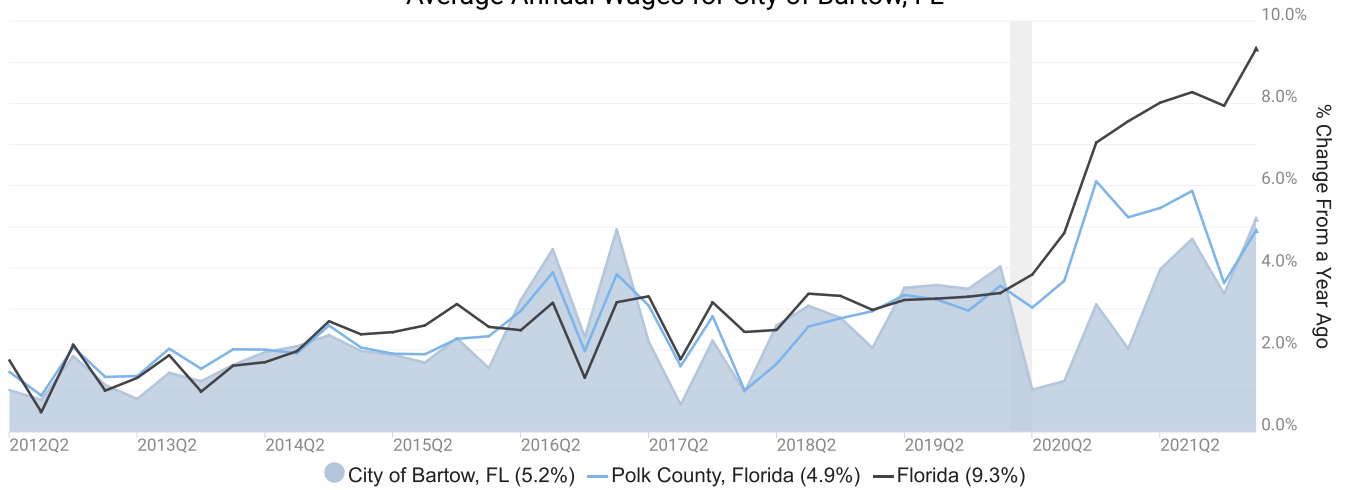


Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2021Q4 with preliminary estimates updated to 2022Q1.

# Wage Trends

The average worker in the City of Bartow, FL earned annual wages of \$47,617 as of 2022Q1. Average annual wages per worker increased 5.2% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$66,637 in the nation as of 2022Q1.

Average Annual Wages for City of Bartow, FL



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 2021Q4 with preliminary estimates updated to 2022Q1.

# 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 7.8% lower in City of Bartow, FL than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Bartow, FL	\$47,617	92.2	\$51,624
Polk County, Florida	\$47,665	92.2	\$51,676
Florida	\$59,712	103.8	\$57,519
USA	\$66,637	100.0	\$66,637

Source: [JobsEQ®](#)

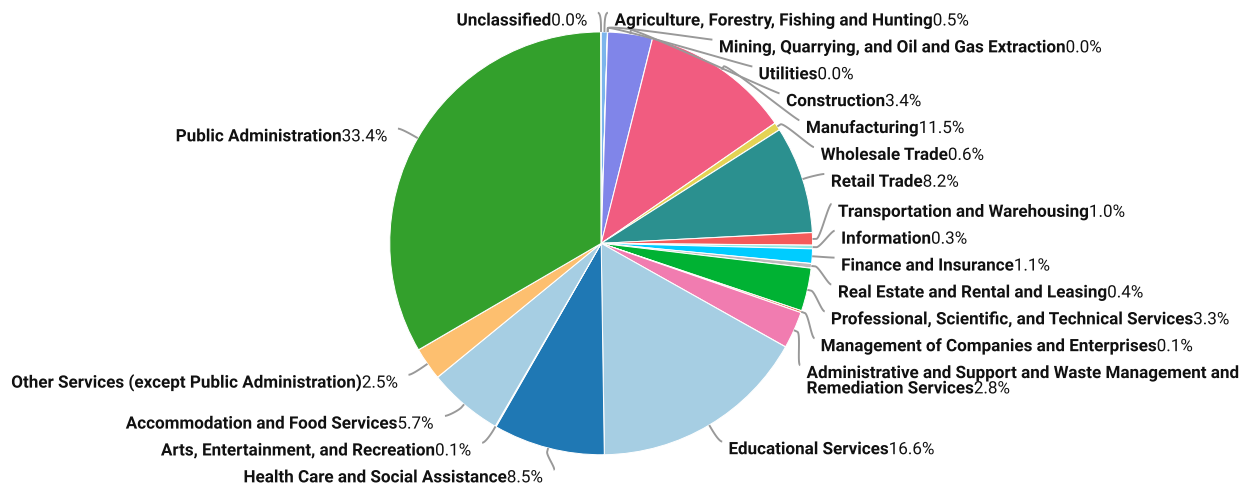
Data as of 2022Q1

Cost of Living per [COLI](#) data as of 2022Q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the City of Bartow, FL is Public Administration, employing 5,971 workers. The next-largest sectors in the region are Educational Services (2,972 workers) and Manufacturing (2,052). 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 Public Administration (LQ = 7.09), Educational Services (2.08), and Manufacturing (1.42).

Total Workers for City of Bartow, FL by Industry



Source: JobsEQ® Data as of 2022Q1

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 2021Q4 with preliminary estimates updated to 2022Q1.

Sectors in the City of Bartow, FL with the highest average wages per worker are Management of Companies and Enterprises (\$87,623), Finance and Insurance (\$71,194), and Wholesale Trade (\$65,606). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+540 jobs), Other Services (except Public Administration) (+106), and Administrative and Support and Waste Management and Remediation Services (+105).

Over the next 10 years, employment in the City of Bartow, FL is projected to expand by 4,391 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +3.6% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Public Administration (+1,310 jobs), Educational Services (+757), and Health Care and Social Assistance (+495).



City of Bartow, FL, 2022Q1<sup>1</sup>

NAICS	Industry	Empl	Current	5-Year History			10-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
92	Public Administration	5,971	\$52,506	7.09	18	0.1%	7,471	2,365	3,796	1,310	2.0%
61	Educational Services	2,972	\$47,042	2.08	-2,425	-11.2%	3,883	1,395	1,731	757	2.3%
31	Manufacturing	2,052	\$65,103	1.42	540	6.3%	2,833	804	1,540	489	2.2%
62	Health Care and Social Assistance	1,526	\$56,955	0.59	-115	-1.4%	2,167	754	917	495	2.9%
44	Retail Trade	1,469	\$35,363	0.79	39	0.5%	2,335	849	1,258	227	1.4%
72	Accommodation and Food Services	1,026	\$22,251	0.69	-11	-0.2%	2,467	865	1,180	422	3.5%
23	Construction	611	\$44,241	0.58	-111	-3.3%	786	206	443	138	2.1%
54	Professional, Scientific, and Technical Services	588	\$64,588	0.46	101	3.8%	695	194	369	132	2.0%
56	Administrative and Support and Waste Management and Remediation Services	507	\$37,191	0.44	105	4.8%	800	253	408	139	2.5%
81	Other Services (except Public Administration)	449	\$34,575	0.58	106	5.5%	684	230	332	122	2.4%
52	Finance and Insurance	198	\$71,194	0.27	58	7.2%	229	66	126	37	1.7%
48	Transportation and Warehousing	171	\$43,503	0.19	-149	-11.8%	248	80	128	40	2.1%
42	Wholesale Trade	108	\$65,606	0.16	3	0.6%	146	43	81	22	1.9%
11	Agriculture, Forestry, Fishing and Hunting	88	\$38,995	0.36	-50	-8.7%	153	49	74	30	3.0%
53	Real Estate and Rental and Leasing	64	\$45,423	0.20	2	0.6%	84	29	41	14	2.0%
51	Information	49	\$56,401	0.14	-20	-6.6%	54	16	32	5	1.0%
55	Management of Companies and Enterprises	27	\$87,623	0.10	6	5.2%	32	9	17	5	1.9%
71	Arts, Entertainment, and Recreation	11	\$27,562	0.03	2	4.6%	22	7	10	5	3.6%
99	Unclassified	4	\$48,260	0.19	0	2.3%	7	2	3	1	2.3%
21	Mining, Quarrying, and Oil and Gas Extraction	0	n/a	0.00	-46	n/a	0	0	0	0	3.4%
22	Utilities	0	n/a	0.00	-133	n/a	0	0	0	0	1.6%
<b>Total - All Industries</b>		<b>17,890</b>	<b>\$47,617</b>	<b>1.00</b>	<b>-2,081</b>	<b>-2.2%</b>	<b>26,090</b>	<b>8,531</b>	<b>13,168</b>	<b>4,391</b>	<b>2.2%</b>

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

Data as of 2022Q1

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

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 2021Q4 with preliminary estimates updated to 2022Q1. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the City of Bartow, FL is Office and Administrative Support Occupations, employing 2,256 workers. The next-largest occupation groups in the region are Protective Service Occupations (1,934 workers) and Educational Instruction and Library Occupations (1,859). 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 Protective Service Occupations (LQ = 5.04), Community and Social Service Occupations (2.00), and Educational Instruction and Library Occupations (1.94).

Occupation groups in the City of Bartow, FL with the highest average wages per worker are Management Occupations (\$102,800), Legal Occupations (\$97,000), and Healthcare Practitioners and Technical Occupations (\$88,000). The unemployment rate in the region varied among the major groups from 1.4% among Healthcare Practitioners and Technical Occupations to 8.6% among Food Preparation and Serving Related Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Bartow, FL is expected to be Food Preparation and Serving Related Occupations with a +3.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Educational Instruction and Library Occupations (+501 jobs) and Protective Service Occupations (+454). 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 (2,624 jobs) and Food Preparation and Serving Related Occupations (2,057).

City of Bartow, FL, 2022Q1<sup>1</sup>

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			10-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	2,256	\$38,200	1.02	49	4.3%	n/a	-405	-3.2%	2,942	1,174	1,450	317	1.3%
33-0000	Protective Service	1,934	\$44,100	5.04	13	3.6%	n/a	-35	-0.4%	2,385	775	1,155	454	2.1%
25-0000	Educational Instruction and Library	1,859	\$47,800	1.94	12	3.1%	n/a	-1,123	-9.0%	2,323	867	955	501	2.4%
53-0000	Transportation and Material Moving	1,187	\$37,500	0.76	92	6.8%	n/a	-8	-0.1%	1,963	634	1,012	317	2.4%
51-0000	Production	1,118	\$38,700	1.11	34	5.5%	n/a	201	4.0%	1,540	437	884	220	1.8%
41-0000	Sales and Related	1,058	\$41,800	0.63	60	6.0%	n/a	41	0.8%	1,718	617	924	178	1.6%
35-0000	Food Preparation and Serving Related	1,006	\$27,000	0.73	69	8.6%	n/a	-29	-0.6%	2,427	886	1,171	370	3.2%
11-0000	Management	994	\$102,800	0.81	13	2.6%	n/a	-154	-2.8%	1,149	269	601	279	2.5%
13-0000	Business and Financial Operations	964	\$67,800	0.84	12	2.5%	n/a	-47	-0.9%	1,151	291	612	248	2.3%
49-0000	Installation, Maintenance, and Repair	774	\$47,100	1.12	15	3.2%	n/a	-42	-1.1%	1,011	276	537	197	2.3%
47-0000	Construction and Extraction	736	\$43,100	0.91	41	6.7%	n/a	-86	-2.2%	988	258	555	174	2.1%
29-0000	Healthcare Practitioners and Technical	706	\$88,000	0.67	4	1.4%	n/a	45	1.3%	647	201	246	200	2.5%
21-0000	Community and Social Service	636	\$46,600	2.00	2	2.0%	n/a	-164	-4.5%	892	234	465	193	2.7%
37-0000	Building and Grounds Cleaning and Maintenance	580	\$29,800	0.98	23	6.0%	n/a	-52	-1.7%	997	337	501	159	2.4%
31-0000	Healthcare Support	443	\$30,700	0.56	13	5.0%	n/a	-46	-2.0%	776	308	325	143	2.8%
39-0000	Personal Care and Service	359	\$29,200	0.84	20	8.5%	n/a	-19	-1.0%	686	253	328	105	2.6%
17-0000	Architecture and Engineering	321	\$77,500	1.10	1	2.4%	n/a	-3	-0.2%	358	90	186	82	2.3%

**City of Bartow, FL, 2022Q1<sup>1</sup>**

SOC	Occupation	Empl	Mean Ann Wages <sup>2</sup>	Current			5-Year History			Total Demand	10-Year Forecast			Ann % Growth
				LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %		Exits	Transfers	Empl Growth	
15- 0000	Computer and Mathematical	288	\$78,000	0.47	2	1.8%	n/a	-59	-3.7%	297	64	160	73	2.3%
23- 0000	Legal	229	\$97,000	1.48	1	1.8%	n/a	9	0.8%	219	68	92	59	2.3%
19- 0000	Life, Physical, and Social Science	211	\$61,600	1.34	0	n/a	n/a	-3	-0.3%	273	49	169	54	2.3%
27- 0000	Arts, Design, Entertainment, Sports, and Media	158	\$52,000	0.50	4	5.5%	n/a	-68	-6.9%	223	66	113	44	2.5%
45- 0000	Farming, Fishing, and Forestry	74	\$28,300	0.64	3	6.8%	n/a	-34	-7.3%	156	35	97	25	2.9%
<b>Total - All Occupations</b>		<b>17,890</b>	<b>\$48,000</b>	<b>1.00</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>	<b>-2,081</b>	<b>-2.2%</b>	<b>25,121</b>	<b>8,191</b>	<b>12,539</b>	<b>4,391</b>	<b>2.2%</b>

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

Data as of 2022Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

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

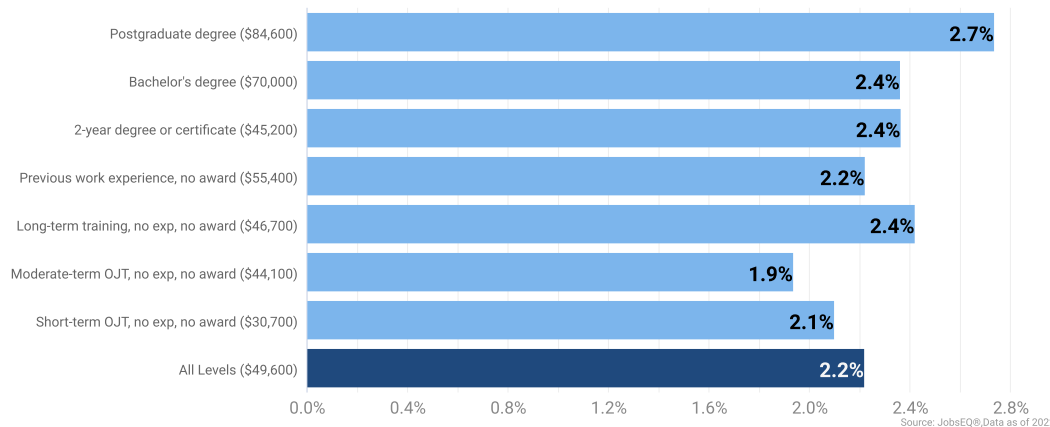
2. Wage data are as of 2021 and represent the average for all Covered Employment

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 2021Q4, imputed where necessary with preliminary estimates updated to 2022Q1. Wages by occupation are as of 2021 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.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the City of Bartow, FL is projected to grow 2.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 2.7% per year, those requiring a bachelor's degree are forecast to grow 2.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 2.4% per year.

Annual Average Projected Job Growth by Training Required



Employment by occupation data are estimates as of 2022Q1. 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.

# 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 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

### About This Report

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