



Economic Overview

City of Winter Haven, FL



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Demographic Profile

The population in the City of Winter Haven, FL was 42,933 per American Community Survey data for 2016-2020.

The region has a civilian labor force of 18,074 with a participation rate of 51.2%. Of individuals 25 to 64 in the City of Winter Haven, FL, 19.9% have a bachelor's degree or higher which compares with 34.3% in the nation.

The median household income in the City of Winter Haven, FL is \$48,560 and the median house value is \$162,400.

Summary¹

	City of Winter Haven, FL	Percent Polk County, Florida	Florida	City of Winter Haven, FL	Value Polk County, Florida	Florida
Demographics						
Population (ACS)	—	—	—	42,933	705,735	21,216,924
Male	47.3%	49.0%	48.9%	20,328	345,812	10,374,594
Female	52.7%	51.0%	51.1%	22,605	359,923	10,842,330
Median Age ²	—	—	—	44.6	40.2	42.2
Under 18 Years	20.7%	22.1%	19.9%	8,888	156,115	4,214,444
18 to 24 Years	6.9%	8.4%	8.2%	2,941	59,206	1,747,154
25 to 34 Years	12.9%	13.1%	13.0%	5,517	92,463	2,766,491
35 to 44 Years	10.1%	11.9%	12.1%	4,324	84,002	2,567,758
45 to 54 Years	12.6%	12.0%	12.9%	5,390	84,405	2,733,769
55 to 64 Years	11.5%	12.3%	13.4%	4,940	86,477	2,839,396
65 to 74 Years	13.3%	11.3%	11.3%	5,702	80,036	2,393,704
75 Years and Over	12.2%	8.9%	9.2%	5,231	63,031	1,954,208
Race: White	64.5%	73.3%	71.6%	27,684	517,569	15,199,588
Race: Black or African American	23.8%	15.3%	15.9%	10,200	107,633	3,381,061
Race: American Indian and Alaska Native	0.2%	0.3%	0.3%	89	2,306	55,655
Race: Asian	2.4%	1.7%	2.8%	1,025	12,257	590,668
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.0%	0.1%	24	333	13,339
Race: Some Other Race	3.5%	4.2%	3.3%	1,508	29,844	699,596
Race: Two or More Races	5.6%	5.1%	6.0%	2,403	35,793	1,277,017
Hispanic or Latino (of any race)	19.5%	23.5%	25.8%	8,357	166,076	5,468,826
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	51.2%	55.3%	58.8%	18,074	313,393	10,240,825
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	77.7%	78.2%	81.5%	11,830	203,690	6,539,614
Armed Forces Labor Force	0.0%	0.1%	0.4%	17	453	67,243
Veterans, Age 18-64	6.0%	5.0%	5.2%	1,390	20,223	654,858
Veterans Labor Force Participation Rate and Size, Age 18-64	75.2%	71.1%	74.6%	1,045	14,370	488,322
Median Household Income ²	—	—	—	\$48,560	\$51,535	\$57,703
Per Capita Income	—	—	—	\$26,158	\$25,820	\$32,848
Mean Commute Time (minutes)	—	—	—	27.5	28.4	27.9
Commute via Public Transportation	0.2%	0.4%	1.6%	39	1,146	154,580
Educational Attainment, Age 25-64						
No High School Diploma	11.7%	14.3%	10.5%	2,358	49,706	1,146,217
High School Graduate	35.6%	32.9%	27.5%	7,189	114,369	2,996,225
Some College, No Degree	21.4%	21.8%	19.8%	4,311	75,569	2,162,810
Associate's Degree	11.4%	10.5%	11.1%	2,300	36,567	1,206,009
Bachelor's Degree	12.6%	14.1%	20.4%	2,549	48,986	2,228,827
Postgraduate Degree	7.3%	6.4%	10.7%	1,464	22,150	1,167,326
Housing						

Summary¹

	Percent			Value		
	City of Winter Haven, FL	Polk County, Florida	Florida	City of Winter Haven, FL	Polk County, Florida	Florida
Total Housing Units	—	—	—	18,624	300,596	9,562,324
Median House Value (of owner-occupied units) ²	—	—	—	\$162,400	\$162,400	\$232,000
Homeowner Vacancy	1.0%	2.2%	2.1%	98	3,868	112,114
Rental Vacancy	5.1%	6.2%	8.2%	325	4,916	242,453
Renter-Occupied Housing Units (% of Occupied Units)	39.4%	30.5%	33.8%	6,083	73,584	2,680,435
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	8.9%	5.4%	6.1%	1,365	12,941	485,183
Social						
Poverty Level (of all people)	16.7%	15.1%	13.3%	7,042	104,509	2,772,939
Households Receiving Food Stamps/SNAP	17.3%	14.5%	13.2%	2,662	34,848	1,044,055
Enrolled in Grade 12 (% of total population)	1.3%	1.4%	1.2%	563	9,616	262,770
Disconnected Youth ³	6.0%	3.7%	2.8%	117	1,284	26,748
Children in Single Parent Families (% of all children)	43.3%	40.2%	38.5%	3,547	58,673	1,533,720
Uninsured	14.2%	13.0%	12.7%	6,003	90,387	2,646,931
With a Disability, Age 18-64	13.7%	12.5%	10.1%	3,159	50,161	1,252,765
With a Disability, Age 18-64, Labor Force Participation Rate and Size	29.5%	35.3%	40.4%	933	17,700	506,335
Foreign Born	8.3%	10.5%	20.8%	3,561	74,414	4,410,286
Speak English Less Than Very Well (population 5 yrs and over)	7.0%	8.2%	11.8%	2,839	54,227	2,370,626

Source: [JobsEQ®](#)

1. American Community Survey 2016-2020, unless noted otherwise

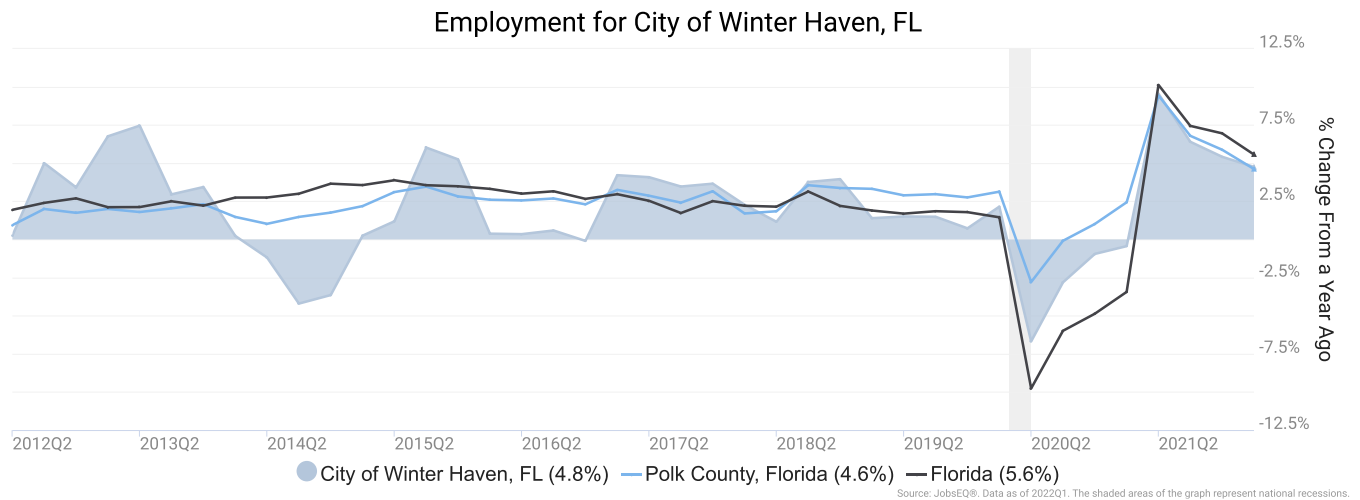
2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

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

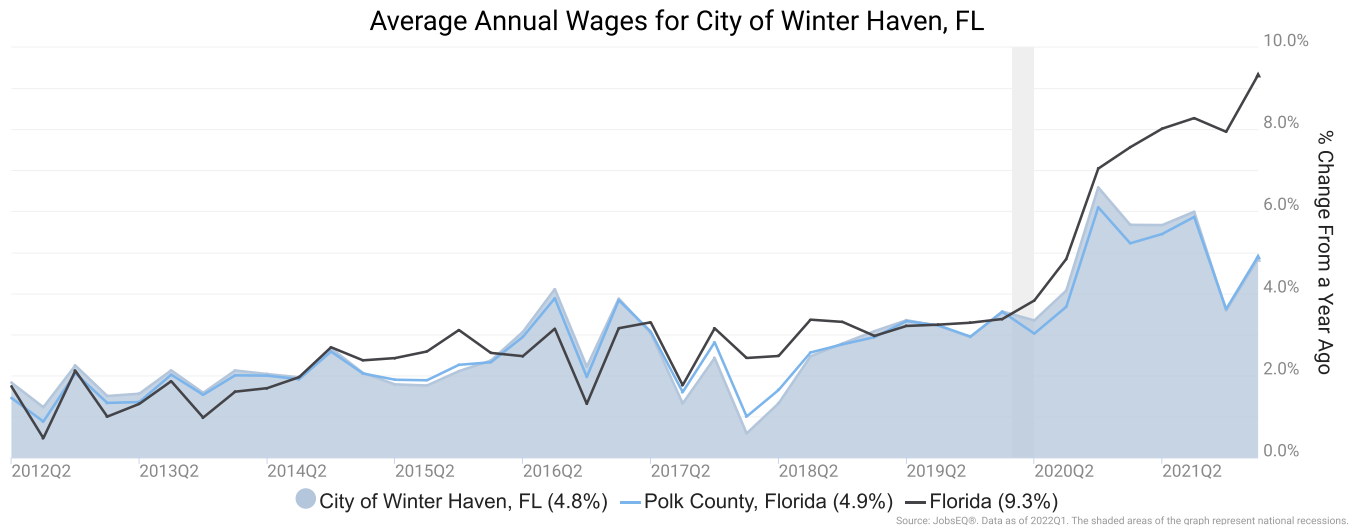
As of 2022Q1, total employment for the City of Winter Haven, FL was 28,849 (based on a four-quarter moving average). Over the year ending 2022Q1, employment increased 4.8% in the region.



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 2021Q4 with preliminary estimates updated to 2022Q1.

Wage Trends

The average worker in the City of Winter Haven, FL earned annual wages of \$47,900 as of 2022Q1. Average annual wages per worker increased 4.8% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$66,637 in the nation as of 2022Q1.



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 Winter Haven, FL than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Winter Haven, FL	\$47,900	92.2	\$51,931
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®](#)

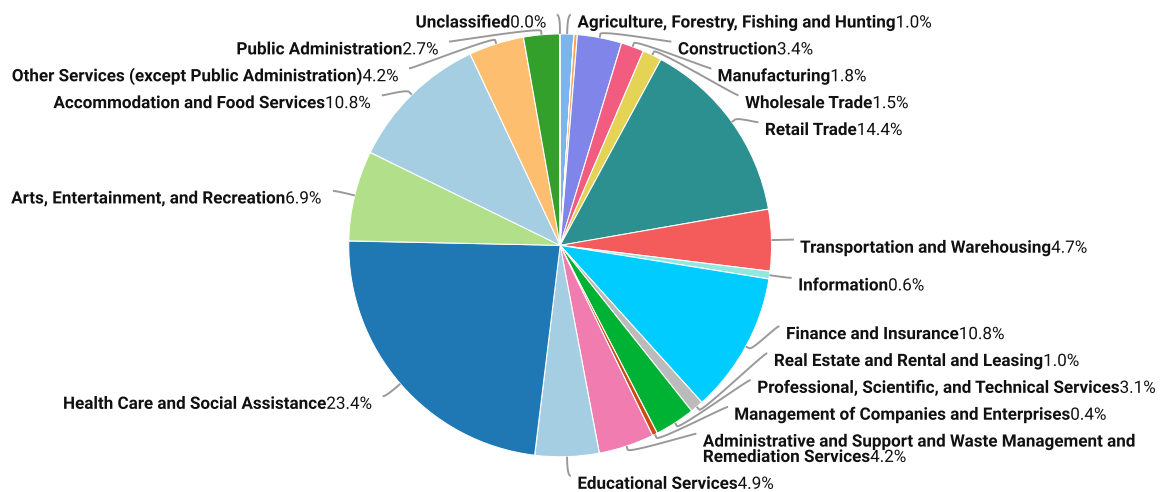
Data as of 2022Q1

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

Industry Snapshot

The largest sector in the City of Winter Haven, FL is Health Care and Social Assistance, employing 6,754 workers. The next-largest sectors in the region are Retail Trade (4,141 workers) and Finance and Insurance (3,107). 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 Arts, Entertainment, and Recreation (LQ = 3.82), Finance and Insurance (2.63), and Health Care and Social Assistance (1.62).

Total Workers for City of Winter Haven, 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 Winter Haven, FL with the highest average wages per worker are Utilities (\$103,544), Mining, Quarrying, and Oil and Gas Extraction (\$93,399), and Management of Companies and Enterprises (\$87,615). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Finance and Insurance (+890 jobs), Transportation and Warehousing (+789), and Retail Trade (+756).

Over the next 10 years, employment in the City of Winter Haven, FL is projected to expand by 8,331 jobs. The fastest growing sector in the region is expected to be Arts, Entertainment, and Recreation with a +5.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+2,056 jobs), Arts, Entertainment, and Recreation (+1,407), and Accommodation and Food Services (+1,322).

City of Winter Haven, FL, 2022Q1¹

NAICS	Industry	Empl	Current	LQ	5-Year History		Total Demand	10-Year Forecast			Ann % Growth
			Avg Ann Wages		Empl Change	Ann %		Exits	Transfers	Empl Growth	
62	Health Care and Social Assistance	6,754	\$57,456	1.62	287	0.9%	9,393	3,312	4,026	2,056	2.7%
44	Retail Trade	4,141	\$35,350	1.39	756	4.1%	6,456	2,375	3,517	565	1.3%
52	Finance and Insurance	3,107	\$70,790	2.63	890	7.0%	3,663	1,048	1,995	619	1.8%
72	Accommodation and Food Services	3,106	\$22,263	1.30	196	1.3%	7,545	2,633	3,590	1,322	3.6%
71	Arts, Entertainment, and Recreation	1,989	\$32,171	3.82	-191	-1.8%	4,988	1,478	2,102	1,407	5.5%
61	Educational Services	1,412	\$48,219	0.61	-90	-1.2%	1,815	659	817	339	2.2%
48	Transportation and Warehousing	1,355	\$42,854	0.94	789	19.1%	2,017	645	1,023	349	2.3%
56	Administrative and Support and Waste Management and Remediation Services	1,222	\$36,858	0.66	-211	-3.1%	1,862	601	969	292	2.2%
81	Other Services (except Public Administration)	1,216	\$32,648	0.98	236	4.4%	1,879	626	904	348	2.5%
23	Construction	978	\$51,979	0.58	215	5.1%	1,255	329	708	219	2.0%
54	Professional, Scientific, and Technical Services	888	\$64,466	0.43	179	4.6%	1,095	297	566	232	2.4%
92	Public Administration	792	\$53,904	0.58	3	0.1%	988	313	503	172	2.0%
31	Manufacturing	508	\$64,314	0.22	23	0.9%	667	195	374	98	1.8%
42	Wholesale Trade	420	\$65,857	0.39	49	2.5%	567	167	316	84	1.8%
11	Agriculture, Forestry, Fishing and Hunting	302	\$38,133	0.78	-260	-11.7%	491	164	248	79	2.4%
53	Real Estate and Rental and Leasing	290	\$45,430	0.58	43	3.2%	383	132	185	66	2.1%
51	Information	173	\$56,415	0.30	1	0.1%	236	62	124	50	2.6%
55	Management of Companies and Enterprises	116	\$87,615	0.27	25	4.9%	137	39	75	23	1.9%
22	Utilities	71	\$103,544	0.48	14	4.5%	76	22	46	8	1.1%
99	Unclassified	10	\$47,985	0.28	3	8.6%	15	5	8	3	2.3%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$93,399	0.01	-1	-19.8%	1	0	1	0	3.3%
Total - All Industries		28,849	\$47,900	1.00	2,957	2.2%	43,936	13,999	21,606	8,331	2.6%

Source: [JobsEQ®](#)

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 Winter Haven, FL is Office and Administrative Support Occupations, employing 3,960 workers. The next-largest occupation groups in the region are Sales and Related Occupations (3,371 workers) and Food Preparation and Serving Related Occupations (3,224). 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 Healthcare Practitioners and Technical Occupations (LQ = 1.77), Personal Care and Service Occupations (1.62), and Food Preparation and Serving Related Occupations (1.44).

Occupation groups in the City of Winter Haven, 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 8.8% among Personal Care and Service Occupations.

Over the next 10 years, the fastest growing occupation group in the City of Winter Haven, FL is expected to be Personal Care and Service Occupations with a +4.8% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+1,382 jobs) and Healthcare Practitioners and Technical Occupations (+870). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (6,735 jobs) and Sales and Related Occupations (4,847).

City of Winter Haven, FL, 2022Q1¹

SOC	Occupation	Empl	Current				5-Year History			10-Year Forecast				
			Mean Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	3,960	\$38,200	1.11	95	4.4%	n/a	351	1.9%	5,376	2,017	2,733	626	1.5%
41-0000	Sales and Related	3,371	\$41,800	1.24	103	6.2%	n/a	501	3.3%	5,444	1,943	2,904	596	1.6%
35-0000	Food Preparation and Serving Related	3,224	\$27,000	1.44	146	8.3%	n/a	52	0.3%	8,117	2,856	3,879	1,382	3.6%
29-0000	Healthcare Practitioners and Technical	2,989	\$88,000	1.77	13	1.4%	n/a	275	1.9%	2,713	854	988	870	2.6%
53-0000	Transportation and Material Moving	2,329	\$37,500	0.93	153	6.6%	n/a	729	7.8%	4,051	1,251	2,183	616	2.4%
13-0000	Business and Financial Operations	1,893	\$67,800	1.02	15	2.4%	n/a	647	8.7%	2,184	532	1,190	462	2.2%
31-0000	Healthcare Support	1,605	\$30,700	1.26	31	4.7%	n/a	52	0.7%	2,886	1,087	1,213	585	3.2%
11-0000	Management	1,536	\$102,800	0.78	17	2.4%	n/a	234	3.4%	1,917	441	976	499	2.9%
39-0000	Personal Care and Service	1,118	\$29,200	1.62	39	8.8%	n/a	-2	0.0%	3,055	1,084	1,304	668	4.8%
25-0000	Educational Instruction and Library	1,041	\$47,800	0.67	15	2.8%	n/a	47	0.9%	1,281	459	537	286	2.5%
49-0000	Installation, Maintenance, and Repair	985	\$47,100	0.88	27	3.2%	n/a	76	1.6%	1,360	359	716	285	2.6%
37-0000	Building and Grounds Cleaning and Maintenance	787	\$29,800	0.82	45	6.0%	n/a	-199	-4.4%	1,369	491	655	222	2.5%
47-0000	Construction and Extraction	731	\$43,100	0.56	62	6.3%	n/a	95	2.8%	961	237	548	176	2.2%
33-0000	Protective Service	652	\$44,100	1.05	16	4.2%	n/a	-94	-2.7%	1,603	653	648	302	3.9%
15-0000	Computer and Mathematical	563	\$78,000	0.57	3	1.7%	n/a	221	10.5%	608	130	313	165	2.6%
51-0000	Production	546	\$38,700	0.33	46	5.2%	n/a	-22	-0.8%	773	241	427	104	1.8%
21-0000	Community and Social Service	439	\$46,600	0.85	4	1.9%	n/a	39	1.9%	637	180	323	135	2.7%

City of Winter Haven, FL, 2022Q1¹

SOC	Occupation	Empl	Mean Ann Wages ²	Current			Online Job Ads	5-Year History		Total Demand	10-Year Forecast			
				LQ	Unempl	Unempl Rate		Empl Change	Ann %		Exits	Transfers	Empl Growth	Ann % Growth
27- 0000	Arts, Design, Entertainment, Sports, and Media	428	\$52,000	0.85	6	5.5%	n/a	20	1.0%	686	202	314	171	3.4%
23- 0000	Legal	263	\$97,000	1.06	2	1.6%	n/a	47	4.1%	291	87	127	77	2.6%
45- 0000	Farming, Fishing, and Forestry	149	\$28,300	0.80	9	6.4%	n/a	-140	-12.4%	304	72	189	43	2.6%
17- 0000	Architecture and Engineering	140	\$77,500	0.30	2	2.5%	n/a	20	3.1%	149	39	78	33	2.1%
19- 0000	Life, Physical, and Social Science	100	\$61,600	0.40	1	1.7%	n/a	8	1.7%	123	25	72	27	2.4%
Total - All Occupations		28,849	\$48,000	1.00	n/a	n/a	n/a	2,957	2.2%	45,889	15,241	22,317	8,331	2.6%

Source: [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.

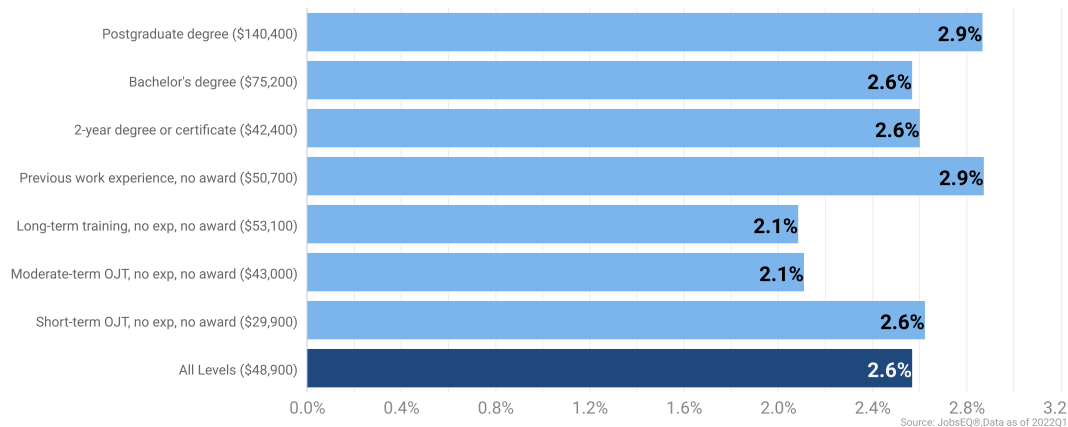
2. Wage data are as of 2021 and represent the average for all Covered Employment

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 Winter Haven, FL is projected to grow 2.6% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 2.9% per year, those requiring a bachelor's degree are forecast to grow 2.6% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 2.6% 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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