

Winter Haven

City, Polk County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

BEBR, April 1, 2025
60,837 2025

BusinessFlare® estimate, April 1, 2026
61,470 2026

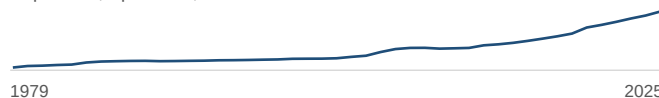
Change since the prior year
+5.0% 2024 to 2025

Change since 2020
+23.6% 2020 to 2025

Census 2020
49,219 2020

Basis of the latest figure
estimate 2025

Population, April 1: 60,837



BEBR's April 1, 2025 figure carried to April 1, 2026 at Polk County's growth rate of 2.03% a year, the annual rate in EDR's Demographic Estimating Conference county estimate for 2025 and medium projection for 2030, with the county's net new residents shared out to its places by their share of the county's net new residential units between the 2025 final and 2026 preliminary tax rolls.

Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Demographic Estimating Conference: Projections of Florida Population by County, with Estimates for the base year, retrieved 2026-10-04

Labor force

Labor force
25,547 Aug 2026

Employment
24,079 Aug 2026

Unemployed
1,468 Aug 2026

Unemployment rate
5.7% Aug 2026

Rate a year earlier
5.5% Aug 2025

Labor force, change on a year earlier
+0.6% Aug 2026

Latest month is preliminary
yes Aug 2026

Unemployment rate, not seasonally adjusted: 5.7%



Aug 2016

Aug 2026

Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$1,695.9M 12 months to 2026-03

Estimate runs to
Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
no Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$1.08B 2017

Retail trade (NAICS 44-45): Census sales 2022
\$1.37B 2022

Retail trade (NAICS 44-45): 2022 landing error
17.7% 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$131M 2017

Accommodation and food services (NAICS 72):
Census sales 2022
\$215M 2022

Accommodation and food services (NAICS 72): 2022
landing error
6.6% 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$1.08B	\$1.37B	\$1.61B	17.7%
Accommodation and food services (NAICS 72)	\$131M	\$215M	\$200M	6.6%

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax: not shown. the county does not publish tourist tax collections by city

Business base

Licensed food service, lodging and alcohol businesses

583 Aug 2026

Food service licenses

272 Aug 2026

Lodging licenses

134 Aug 2026

Alcoholic beverage licenses

177 Aug 2026

New licenses, last 12 months

55 Aug 2026

New business filings, last 12 months (postal city)

2,339 Sep 2026

Change on the 12 months before

+8.1% Sep 2026

New filings, latest month

113 Sep 2026

Establishments (ZIP basis)

1,129 2023

Employees, mid March (ZIP basis)

17,019 2023

Annual payroll (ZIP basis)

\$823M 2023

New licenses by month: 4



Licenses are placed inside the city limits by their geocoded address.

Business formations are by postal city: Winter Haven, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 33881, 33884.

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Source: Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month, retrieved 2026-10-01

Source: County Business Patterns and ZIP Code Business Patterns, complete data files, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months

950 Aug 2026

Change on the 12 months before

-10.7% Aug 2026

Permit valuation, last 12 months

\$198M Aug 2026

Units, latest month

83 Aug 2026

Single family units, last 12 months

731 Aug 2026

Units in buildings of 5 or more, last 12 months

193 Aug 2026

Units, latest annual table

1,036 2025

Housing units permitted by month: 83



Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value \$5.98B 2026 preliminary	Total taxable value (non school) \$3.91B 2026 preliminary	Total taxable value (school) \$4.43B 2026 preliminary
Just value, change on the prior roll +0.9% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +4.8% 2025 final roll to 2026 preliminary	Total just value, prior roll \$5.93B 2025 final roll
New construction value \$76.4M 2026 preliminary	Parcels 21,682 2026 preliminary	Median single family just value \$224K 2026 preliminary
Qualified sales, last 12 months 664 2025-06 to 2026-05	Median qualified sale price \$270K 2025-06 to 2026-05	Just value, residential \$4.36B 2026 preliminary
Just value, commercial \$788M 2026 preliminary	Just value, industrial \$258M 2026 preliminary	Just value, agricultural \$38.1M 2026 preliminary
Just value, vacant \$137M 2026 preliminary	Just value, institutional \$222M 2026 preliminary	Just value, government \$165M 2026 preliminary
Just value, other \$13M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	17,305	\$4.36B	\$2.84B	\$67.2M	21,456	+0.3%
Commercial	918	\$788M	\$699M	\$2.83M	n/a	+1.4%
Industrial	122	\$258M	\$224M	\$1.93M	n/a	+3.6%
Agricultural	115	\$38.1M	\$8.74M	\$135K	n/a	-6.8%
Vacant	2,562	\$137M	\$119M	\$77.7K	n/a	+12.7%
Institutional	154	\$222M	\$6.33M	\$2.1M	n/a	+2.8%
Government	307	\$165M	\$450K	\$2.14M	n/a	0.0%
Other	200	\$13M	\$12.4M	\$6.82K	n/a	+7.2%

Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

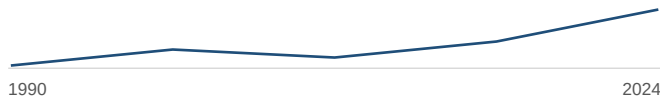
Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 59% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll (name, address, legal), 2026 preliminary and final as posted, retrieved 2026-10-04

Housing

Housing units 23,431 2020 to 2024 ACS	Occupied units 20,396 2020 to 2024 ACS	Vacant units 3,035 2020 to 2024 ACS
Owner occupied households 12,991 2020-2024 5-Year	Renter occupied households 7,405 2020-2024 5-Year	Homeownership rate 63.7% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 37.9% 2025	Cost burdened renter households 53.1% 2025	Severely cost burdened renters (over 50%) 28.9% 2025
Assisted housing developments 17 Assisted Housing Inventory	Assisted units 1,707 Assisted Housing Inventory	Median gross rent \$1.25K 2020 to 2024 ACS
Median single family sale price \$305K 2024		

Homeownership rate: 64.0%



Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Fiscal

Half-cent sales tax, latest month

\$342K Sep 2026

Half-cent sales tax, fiscal year to date

\$4.08M FY2026 to 2026-09

Half-cent sales tax, last 12 months

\$4.08M Sep 2026

Half-cent sales tax, change on the 12 months before

-4.0% Sep 2026

State revenue sharing, latest month

\$217K Sep 2026

State revenue sharing, fiscal year to date

\$2.59M FY2026 to 2026-09

State revenue sharing, last 12 months

\$2.59M Sep 2026

State revenue sharing, change on the 12 months before

+4.6% Sep 2026

Total revenues

\$327M FY2024

Revenues, change on the year before

+49.5% FY2024

Total expenditures

\$228M FY2024

Expenditures, change on the year before

+31.8% FY2024

Revenues per resident

\$5.65K FY2024

Long-term debt outstanding at year end

\$126M FY2025

Long-term debt, change on the year before

-4.8% FY2025

Half-cent sales tax distributions by month: \$342K



Oct 2016

Sep 2026

Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits (offices reporting this city)

\$8.7B June 30, 2026

Change on a year earlier

+16.2% June 30, 2026

Change, real

+12.6% June 30, 2026

Branches

19 June 30, 2026

Institutions

13 June 30, 2026

Branches opened since the survey a year earlier

0 June 30, 2026

Branches closed since the survey a year earlier

0 June 30, 2026

Deposits, June 30 each year: \$8.7B



1994

2026

Offices whose reported city is Winter Haven.

Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

Sources

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