



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
Population Summary			
2000 Total Population	101,446	228,287	513,079
2010 Total Population	100,350	224,300	539,645
2017 Total Population	105,993	236,429	574,758
2017 Group Quarters	1,038	4,438	10,289
2022 Total Population	110,355	245,879	602,290
2017-2022 Annual Rate	0.81%	0.79%	0.94%
2017 Total Daytime Population	106,278	225,604	594,440
Workers	48,595	97,884	286,795
Residents	57,683	127,720	307,645
Household Summary			
2000 Households	46,805	101,713	226,155
2000 Average Household Size	2.13	2.18	2.21
2010 Households	47,078	101,778	239,091
2010 Average Household Size	2.11	2.16	2.21
2017 Households	49,103	106,058	251,674
2017 Average Household Size	2.14	2.19	2.24
2022 Households	50,852	109,780	262,379
2022 Average Household Size	2.15	2.20	2.26
2017-2022 Annual Rate	0.70%	0.69%	0.84%
2010 Families	26,496	57,973	140,119
2010 Average Family Size	2.75	2.79	2.83
2017 Families	27,443	59,934	146,428
2017 Average Family Size	2.79	2.83	2.87
2022 Families	28,330	61,814	152,200
2022 Average Family Size	2.80	2.85	2.88
2017-2022 Annual Rate	0.64%	0.62%	0.78%
Housing Unit Summary			
2000 Housing Units	52,299	114,157	257,668
Owner Occupied Housing Units	67.9%	64.2%	63.0%
Renter Occupied Housing Units	21.6%	24.9%	24.8%
Vacant Housing Units	10.5%	10.9%	12.2%
2010 Housing Units	54,063	118,599	282,789
Owner Occupied Housing Units	62.4%	58.4%	57.3%
Renter Occupied Housing Units	24.7%	27.5%	27.2%
Vacant Housing Units	12.9%	14.2%	15.5%
2017 Housing Units	56,010	122,936	293,866
Owner Occupied Housing Units	59.2%	54.8%	54.2%
Renter Occupied Housing Units	28.4%	31.4%	31.5%
Vacant Housing Units	12.3%	13.7%	14.4%
2022 Housing Units	57,932	126,908	304,409
Owner Occupied Housing Units	59.1%	54.7%	54.1%
Renter Occupied Housing Units	28.7%	31.8%	32.1%
Vacant Housing Units	12.2%	13.5%	13.8%
Median Household Income			
2017	\$50,068	\$49,758	\$50,827
2022	\$55,582	\$55,125	\$56,338
Median Home Value			
2017	\$174,567	\$178,188	\$185,041
2022	\$233,924	\$234,502	\$241,547
Per Capita Income			
2017	\$32,441	\$31,924	\$32,741
2022	\$36,725	\$36,092	\$36,950
Median Age			
2010	48.4	46.6	45.2
2017	51.2	49.0	47.3
2022	52.8	50.2	48.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
2017 Households by Income			
Household Income Base	49,103	106,058	251,671
<\$15,000	10.4%	10.7%	10.8%
\$15,000 - \$24,999	13.8%	13.3%	12.6%
\$25,000 - \$34,999	11.6%	11.3%	11.0%
\$35,000 - \$49,999	14.2%	14.8%	14.7%
\$50,000 - \$74,999	19.4%	19.0%	18.7%
\$75,000 - \$99,999	12.2%	12.2%	11.9%
\$100,000 - \$149,999	11.0%	11.1%	11.3%
\$150,000 - \$199,999	3.6%	3.6%	4.1%
\$200,000+	3.8%	4.0%	4.9%
Average Household Income	\$69,293	\$69,555	\$73,553
2022 Households by Income			
Household Income Base	50,852	109,780	262,376
<\$15,000	9.7%	10.2%	10.3%
\$15,000 - \$24,999	12.3%	11.9%	11.3%
\$25,000 - \$34,999	9.9%	9.7%	9.5%
\$35,000 - \$49,999	12.2%	12.8%	12.7%
\$50,000 - \$74,999	19.2%	18.8%	18.4%
\$75,000 - \$99,999	14.8%	14.5%	14.1%
\$100,000 - \$149,999	13.3%	13.2%	13.3%
\$150,000 - \$199,999	4.1%	4.2%	4.7%
\$200,000+	4.4%	4.6%	5.7%
Average Household Income	\$79,007	\$79,263	\$83,636
2017 Owner Occupied Housing Units by Value			
Total	33,179	67,427	159,166
<\$50,000	10.4%	9.4%	11.8%
\$50,000 - \$99,999	17.4%	15.9%	14.1%
\$100,000 - \$149,999	14.7%	15.4%	13.5%
\$150,000 - \$199,999	15.1%	16.5%	15.1%
\$200,000 - \$249,999	14.1%	14.2%	12.8%
\$250,000 - \$299,999	7.8%	8.4%	8.5%
\$300,000 - \$399,999	10.5%	10.8%	11.2%
\$400,000 - \$499,999	4.4%	4.2%	4.8%
\$500,000 - \$749,999	3.0%	3.0%	4.6%
\$750,000 - \$999,999	1.5%	1.3%	1.9%
\$1,000,000 +	1.0%	0.9%	1.8%
Average Home Value	\$214,988	\$215,307	\$236,823
2022 Owner Occupied Housing Units by Value			
Total	34,245	69,413	164,707
<\$50,000	5.2%	5.3%	8.0%
\$50,000 - \$99,999	11.7%	10.1%	9.1%
\$100,000 - \$149,999	10.4%	10.9%	9.6%
\$150,000 - \$199,999	12.2%	13.1%	12.1%
\$200,000 - \$249,999	15.5%	15.3%	13.4%
\$250,000 - \$299,999	11.2%	12.1%	11.3%
\$300,000 - \$399,999	16.0%	16.4%	15.7%
\$400,000 - \$499,999	7.2%	6.8%	7.2%
\$500,000 - \$749,999	5.8%	6.0%	7.8%
\$750,000 - \$999,999	3.0%	2.5%	3.1%
\$1,000,000 +	1.8%	1.5%	2.6%
Average Home Value	\$283,405	\$278,972	\$299,421

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
2010 Population by Age			
Total	100,349	224,301	539,646
0 - 4	4.4%	4.6%	4.8%
5 - 9	4.4%	4.7%	5.0%
10 - 14	4.8%	5.2%	5.4%
15 - 24	9.8%	10.5%	10.6%
25 - 34	10.3%	10.8%	11.2%
35 - 44	11.2%	11.8%	12.7%
45 - 54	14.9%	15.6%	15.8%
55 - 64	14.8%	14.4%	14.0%
65 - 74	11.7%	10.4%	10.1%
75 - 84	9.0%	7.9%	7.1%
85 +	4.6%	4.1%	3.4%
18 +	83.1%	82.2%	81.4%
2017 Population by Age			
Total	105,994	236,430	574,757
0 - 4	4.0%	4.2%	4.4%
5 - 9	4.3%	4.4%	4.7%
10 - 14	4.5%	4.7%	5.0%
15 - 24	9.1%	9.9%	10.1%
25 - 34	10.4%	11.2%	11.5%
35 - 44	10.2%	10.7%	11.3%
45 - 54	12.7%	13.3%	13.8%
55 - 64	15.7%	15.5%	15.1%
65 - 74	14.7%	13.4%	12.8%
75 - 84	9.1%	8.0%	7.4%
85 +	5.3%	4.7%	3.9%
18 +	84.5%	83.9%	83.0%
2022 Population by Age			
Total	110,354	245,880	602,291
0 - 4	3.9%	4.2%	4.4%
5 - 9	4.1%	4.2%	4.5%
10 - 14	4.5%	4.6%	4.9%
15 - 24	8.5%	9.2%	9.5%
25 - 34	10.3%	11.3%	11.6%
35 - 44	10.3%	10.9%	11.5%
45 - 54	11.1%	11.6%	12.1%
55 - 64	15.1%	15.0%	14.8%
65 - 74	16.4%	15.0%	14.2%
75 - 84	10.7%	9.4%	8.7%
85 +	5.2%	4.7%	3.9%
18 +	85.0%	84.4%	83.5%
2010 Population by Sex			
Males	46,763	106,241	259,099
Females	53,587	118,059	280,546
2017 Population by Sex			
Males	49,658	112,194	276,417
Females	56,335	124,235	298,342
2022 Population by Sex			
Males	51,790	116,775	289,848
Females	58,565	129,104	312,442

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
2010 Population by Race/Ethnicity			
Total	100,350	224,300	539,644
White Alone	87.6%	85.9%	85.0%
Black Alone	4.8%	6.5%	6.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.5%	2.3%	3.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.7%	2.7%	2.7%
Two or More Races	2.0%	2.1%	2.3%
Hispanic Origin	10.0%	10.3%	12.6%
Diversity Index	36.8	39.5	43.2
2017 Population by Race/Ethnicity			
Total	105,994	236,428	574,759
White Alone	85.8%	84.0%	83.0%
Black Alone	5.2%	6.9%	6.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.9%	2.8%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.3%	3.3%	3.2%
Two or More Races	2.4%	2.6%	2.8%
Hispanic Origin	12.2%	12.6%	15.0%
Diversity Index	41.9	44.5	48.2
2022 Population by Race/Ethnicity			
Total	110,355	245,880	602,290
White Alone	84.2%	82.4%	81.3%
Black Alone	5.5%	7.2%	7.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	3.3%	3.1%	4.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	3.8%	3.8%	3.6%
Two or More Races	2.8%	3.0%	3.2%
Hispanic Origin	14.2%	14.6%	17.2%
Diversity Index	46.1	48.6	52.2
2010 Population by Relationship and Household Type			
Total	100,350	224,300	539,645
In Households	99.0%	98.0%	98.1%
In Family Households	74.5%	74.4%	75.6%
Householder	26.4%	25.9%	26.0%
Spouse	19.9%	19.0%	19.2%
Child	23.1%	24.0%	24.8%
Other relative	3.2%	3.3%	3.4%
Nonrelative	1.9%	2.2%	2.2%
In Nonfamily Households	24.5%	23.7%	22.5%
In Group Quarters	1.0%	2.0%	1.9%
Institutionalized Population	0.9%	0.8%	1.3%
Noninstitutionalized Population	0.2%	1.1%	0.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
2017 Population 25+ by Educational Attainment			
Total	82,779	181,577	435,871
Less than 9th Grade	2.7%	2.8%	3.0%
9th - 12th Grade, No Diploma	4.9%	5.2%	5.5%
High School Graduate	24.1%	24.3%	24.4%
GED/Alternative Credential	3.7%	3.6%	4.0%
Some College, No Degree	22.3%	22.3%	21.4%
Associate Degree	10.2%	10.6%	10.1%
Bachelor's Degree	21.4%	20.9%	20.9%
Graduate/Professional Degree	10.7%	10.2%	10.7%
2017 Population 15+ by Marital Status			
Total	92,425	204,975	494,119
Never Married	27.1%	28.4%	28.5%
Married	47.2%	46.6%	48.0%
Widowed	9.9%	9.0%	8.1%
Divorced	15.8%	16.0%	15.4%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	95.9%	95.5%	94.6%
Civilian Unemployed (Unemployment Rate)	4.1%	4.5%	5.4%
2017 Employed Population 16+ by Industry			
Total	49,094	110,445	268,295
Agriculture/Mining	0.7%	0.4%	0.4%
Construction	6.0%	6.0%	5.9%
Manufacturing	6.6%	6.4%	6.8%
Wholesale Trade	2.3%	2.7%	2.8%
Retail Trade	13.6%	13.3%	12.4%
Transportation/Utilities	3.7%	3.7%	3.8%
Information	1.4%	1.5%	1.6%
Finance/Insurance/Real Estate	8.5%	8.8%	10.1%
Services	53.7%	53.9%	53.0%
Public Administration	3.4%	3.3%	3.2%
2017 Employed Population 16+ by Occupation			
Total	49,095	110,441	268,294
White Collar	67.4%	67.0%	66.6%
Management/Business/Financial	15.4%	15.7%	16.9%
Professional	22.9%	22.2%	21.7%
Sales	13.1%	13.4%	13.2%
Administrative Support	16.1%	15.7%	14.8%
Services	16.9%	17.7%	18.2%
Blue Collar	15.7%	15.3%	15.2%
Farming/Forestry/Fishing	0.5%	0.3%	0.2%
Construction/Extraction	3.6%	3.6%	3.9%
Installation/Maintenance/Repair	3.1%	3.2%	3.1%
Production	4.2%	4.1%	3.9%
Transportation/Material Moving	4.4%	4.1%	4.1%
2010 Population By Urban/ Rural Status			
Total Population	100,350	224,300	539,645
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

May 02, 2018



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01
Longitude: -82.73

	3 mile	5 mile	10 mile
2010 Households by Type			
Total	47,078	101,778	239,091
Households with 1 Person	36.5%	35.5%	33.6%
Households with 2+ People	63.5%	64.5%	66.4%
Family Households	56.3%	57.0%	58.6%
Husband-wife Families	42.4%	41.7%	43.3%
With Related Children	13.2%	13.5%	14.9%
Other Family (No Spouse Present)	13.9%	15.2%	15.3%
Other Family with Male Householder	3.6%	4.0%	4.1%
With Related Children	1.8%	2.1%	2.2%
Other Family with Female Householder	10.3%	11.3%	11.2%
With Related Children	5.7%	6.7%	6.7%
Nonfamily Households	7.2%	7.6%	7.8%
All Households with Children	21.1%	22.6%	24.3%
Multigenerational Households	2.4%	2.6%	2.8%
Unmarried Partner Households	6.2%	6.9%	7.3%
Male-female	5.4%	6.0%	6.5%
Same-sex	0.9%	0.9%	0.9%
2010 Households by Size			
Total	47,080	101,780	239,090
1 Person Household	36.5%	35.5%	33.6%
2 Person Household	37.3%	36.8%	36.9%
3 Person Household	12.5%	13.2%	13.7%
4 Person Household	8.5%	9.0%	9.8%
5 Person Household	3.3%	3.5%	3.9%
6 Person Household	1.2%	1.3%	1.4%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	47,078	101,778	239,091
Owner Occupied	71.6%	68.0%	67.8%
Owned with a Mortgage/Loan	42.4%	42.2%	42.8%
Owned Free and Clear	29.2%	25.8%	25.1%
Renter Occupied	28.4%	32.0%	32.2%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	54,063	118,599	282,789
Housing Units Inside Urbanized Area	100.0%	100.0%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Community Profile

Rings: 3, 5, 10 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01

Longitude: -82.73

	3 mile	5 mile	10 mile
Top 3 Tapestry Segments			
1.	The Elders (9C)	Retirement Communities	Retirement Communities
2.	Golden Years (9B)	The Elders (9C)	Midlife Constants (5E)
3.	Senior Escapes (9D)	Midlife Constants (5E)	Senior Escapes (9D)
2017 Consumer Spending			
Apparel & Services: Total \$	\$88,751,771	\$193,630,064	\$490,066,829
Average Spent	\$1,807.46	\$1,825.70	\$1,947.23
Spending Potential Index	84	85	90
Education: Total \$	\$59,177,464	\$129,186,962	\$321,877,711
Average Spent	\$1,205.17	\$1,218.08	\$1,278.95
Spending Potential Index	83	84	88
Entertainment/Recreation: Total \$	\$132,219,167	\$286,664,293	\$719,644,644
Average Spent	\$2,692.69	\$2,702.90	\$2,859.43
Spending Potential Index	86	87	92
Food at Home: Total \$	\$212,398,590	\$462,554,499	\$1,161,678,366
Average Spent	\$4,325.57	\$4,361.34	\$4,615.81
Spending Potential Index	86	87	92
Food Away from Home: Total \$	\$139,217,994	\$303,410,311	\$766,790,231
Average Spent	\$2,835.22	\$2,860.80	\$3,046.76
Spending Potential Index	85	86	91
Health Care: Total \$	\$247,508,860	\$531,445,589	\$1,321,235,961
Average Spent	\$5,040.61	\$5,010.90	\$5,249.79
Spending Potential Index	90	90	94
HH Furnishings & Equipment: Total \$	\$82,290,007	\$178,736,205	\$450,175,591
Average Spent	\$1,675.87	\$1,685.27	\$1,788.73
Spending Potential Index	86	87	92
Personal Care Products & Services: Total \$	\$34,326,805	\$74,165,407	\$186,103,773
Average Spent	\$699.08	\$699.29	\$739.46
Spending Potential Index	88	88	93
Shelter: Total \$	\$694,638,192	\$1,503,051,889	\$3,761,676,703
Average Spent	\$14,146.55	\$14,171.98	\$14,946.62
Spending Potential Index	87	87	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$105,014,843	\$224,365,061	\$559,291,735
Average Spent	\$2,138.66	\$2,115.49	\$2,222.29
Spending Potential Index	91	90	95
Travel: Total \$	\$88,787,213	\$190,704,080	\$477,490,862
Average Spent	\$1,808.18	\$1,798.11	\$1,897.26
Spending Potential Index	87	87	92
Vehicle Maintenance & Repairs: Total \$	\$45,716,895	\$99,147,626	\$248,714,738
Average Spent	\$931.04	\$934.84	\$988.24
Spending Potential Index	87	87	92

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.