



## Community Profile

Rings: 1, 3, 5 mile radii

3428 E Lake Rd S, Palm Harbor, FL 34685,

Latitude: 28.0969

Longitude: -82.69434

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	6,564	46,283	134,273
2020 Total Population	7,065	48,553	142,442
2020 Group Quarters	86	560	1,608
2022 Total Population	7,105	48,218	142,618
2022 Group Quarters	86	560	1,608
2027 Total Population	7,132	47,791	141,796
2022-2027 Annual Rate	0.08%	-0.18%	-0.12%
2022 Total Daytime Population	5,391	37,231	132,331
Workers	1,955	13,581	65,576
Residents	3,436	23,650	66,755
<b>Household Summary</b>			
2010 Households	3,025	21,086	58,156
2010 Average Household Size	2.17	2.18	2.29
2020 Total Households	3,145	21,999	61,367
2020 Average Household Size	2.22	2.18	2.29
2022 Households	3,163	21,973	61,571
2022 Average Household Size	2.22	2.17	2.29
2027 Households	3,172	21,804	61,306
2027 Average Household Size	2.22	2.17	2.29
2022-2027 Annual Rate	0.06%	-0.15%	-0.09%
2010 Families	2,043	13,280	37,603
2010 Average Family Size	2.64	2.74	2.84
2022 Families	2,101	13,716	39,451
2022 Average Family Size	2.70	2.73	2.85
2027 Families	2,096	13,577	39,221
2027 Average Family Size	2.71	2.73	2.84
2022-2027 Annual Rate	-0.05%	-0.20%	-0.12%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,560	22,232	57,167
Owner Occupied Housing Units	80.4%	70.8%	71.7%
Renter Occupied Housing Units	11.5%	18.6%	17.9%
Vacant Housing Units	8.1%	10.6%	10.4%
2010 Housing Units	3,478	24,098	66,471
Owner Occupied Housing Units	63.2%	65.6%	66.0%
Renter Occupied Housing Units	23.7%	21.9%	21.4%
Vacant Housing Units	13.0%	12.5%	12.5%
2020 Housing Units	3,408	24,152	67,977
Vacant Housing Units	7.7%	8.9%	9.7%
2022 Housing Units	3,422	24,092	68,057
Owner Occupied Housing Units	72.2%	69.1%	68.6%
Renter Occupied Housing Units	20.2%	22.1%	21.8%
Vacant Housing Units	7.6%	8.8%	9.5%
2027 Housing Units	3,406	23,963	67,910
Owner Occupied Housing Units	73.1%	69.5%	69.2%
Renter Occupied Housing Units	20.1%	21.5%	21.1%
Vacant Housing Units	6.9%	9.0%	9.7%
<b>Median Household Income</b>			
2022	\$92,850	\$81,270	\$80,014
2027	\$98,433	\$92,198	\$91,608
<b>Median Home Value</b>			
2022	\$370,442	\$333,681	\$322,654
2027	\$392,070	\$371,268	\$358,901
<b>Per Capita Income</b>			
2022	\$52,724	\$53,831	\$50,078
2027	\$60,957	\$63,287	\$59,773
<b>Median Age</b>			
2010	46.3	49.2	46.5
2022	49.9	53.4	50.4
2027	50.7	54.5	51.2

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	3,163	21,973	61,571
<\$15,000	5.3%	4.8%	5.5%
\$15,000 - \$24,999	5.1%	6.6%	6.5%
\$25,000 - \$34,999	4.7%	6.6%	7.0%
\$35,000 - \$49,999	8.6%	10.7%	11.3%
\$50,000 - \$74,999	13.2%	16.2%	16.1%
\$75,000 - \$99,999	17.0%	16.3%	14.6%
\$100,000 - \$149,999	20.0%	17.9%	18.0%
\$150,000 - \$199,999	14.1%	9.4%	9.3%
\$200,000+	12.0%	11.6%	11.9%
Average Household Income	\$127,127	\$118,150	\$115,665
<b>2027 Households by Income</b>			
Household Income Base	3,172	21,804	61,306
<\$15,000	3.3%	3.2%	3.8%
\$15,000 - \$24,999	2.8%	4.1%	4.1%
\$25,000 - \$34,999	2.0%	4.7%	5.1%
\$35,000 - \$49,999	5.0%	9.4%	10.3%
\$50,000 - \$74,999	16.9%	15.8%	16.0%
\$75,000 - \$99,999	20.8%	17.1%	14.9%
\$100,000 - \$149,999	18.9%	19.7%	18.6%
\$150,000 - \$199,999	15.6%	11.6%	11.8%
\$200,000+	14.6%	14.3%	15.5%
Average Household Income	\$146,834	\$138,721	\$137,843
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,472	16,648	46,716
<\$50,000	0.0%	0.6%	3.2%
\$50,000 - \$99,999	0.5%	6.2%	5.4%
\$100,000 - \$149,999	0.8%	4.6%	4.0%
\$150,000 - \$199,999	3.1%	6.7%	6.7%
\$200,000 - \$249,999	10.9%	11.2%	11.3%
\$250,000 - \$299,999	9.5%	12.7%	13.2%
\$300,000 - \$399,999	35.7%	23.9%	27.1%
\$400,000 - \$499,999	20.4%	16.4%	13.3%
\$500,000 - \$749,999	16.2%	13.7%	11.8%
\$750,000 - \$999,999	0.9%	2.0%	2.1%
\$1,000,000 - \$1,499,999	1.7%	1.2%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.1%	0.6%	0.4%
Average Home Value	\$409,294	\$375,763	\$359,944
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,489	16,650	46,965
<\$50,000	0.0%	0.1%	0.5%
\$50,000 - \$99,999	0.0%	0.6%	0.5%
\$100,000 - \$149,999	0.1%	1.2%	1.5%
\$150,000 - \$199,999	0.9%	4.2%	3.9%
\$200,000 - \$249,999	5.7%	10.7%	10.2%
\$250,000 - \$299,999	7.3%	12.3%	14.0%
\$300,000 - \$399,999	39.0%	29.2%	33.0%
\$400,000 - \$499,999	25.0%	20.7%	17.2%
\$500,000 - \$749,999	19.4%	16.8%	15.0%
\$750,000 - \$999,999	0.8%	2.0%	2.2%
\$1,000,000 - \$1,499,999	1.6%	1.3%	1.1%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.5%
\$2,000,000 +	0.0%	0.5%	0.4%
Average Home Value	\$434,408	\$419,268	\$408,960

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	6,562	46,284	134,273
0 - 4	3.4%	3.5%	4.2%
5 - 9	5.3%	4.6%	5.4%
10 - 14	6.6%	5.9%	6.2%
15 - 24	11.7%	9.9%	10.2%
25 - 34	8.4%	7.9%	8.7%
35 - 44	12.1%	11.3%	12.8%
45 - 54	18.6%	16.6%	16.9%
55 - 64	14.9%	14.8%	14.5%
65 - 74	9.4%	11.2%	10.1%
75 - 84	6.7%	9.5%	7.4%
85 +	3.0%	4.9%	3.6%
18 +	79.5%	81.9%	80.2%
<b>2022 Population by Age</b>			
Total	7,107	48,218	142,618
0 - 4	3.0%	3.0%	3.7%
5 - 9	4.7%	3.9%	4.4%
10 - 14	5.3%	4.6%	5.1%
15 - 24	10.4%	9.1%	9.5%
25 - 34	8.9%	9.0%	9.9%
35 - 44	10.9%	9.6%	10.5%
45 - 54	14.9%	13.0%	13.5%
55 - 64	15.9%	15.7%	16.2%
65 - 74	14.0%	15.4%	14.3%
75 - 84	8.5%	10.8%	8.8%
85 +	3.5%	5.9%	4.2%
18 +	82.7%	85.2%	83.6%
<b>2027 Population by Age</b>			
Total	7,132	47,789	141,796
0 - 4	3.0%	3.1%	3.7%
5 - 9	4.5%	3.8%	4.3%
10 - 14	5.0%	4.4%	4.8%
15 - 24	9.6%	8.2%	8.4%
25 - 34	8.8%	9.1%	10.3%
35 - 44	11.3%	10.3%	11.3%
45 - 54	13.9%	11.8%	11.9%
55 - 64	14.8%	14.4%	14.8%
65 - 74	14.7%	16.1%	15.4%
75 - 84	10.5%	12.9%	10.7%
85 +	3.9%	6.1%	4.4%
18 +	83.6%	85.9%	84.2%
<b>2010 Population by Sex</b>			
Males	3,092	21,509	63,567
Females	3,473	24,774	70,706
<b>2022 Population by Sex</b>			
Males	3,383	22,530	67,815
Females	3,721	25,687	74,803
<b>2027 Population by Sex</b>			
Males	3,394	22,353	67,551
Females	3,738	25,437	74,245

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	6,564	46,283	134,272
White Alone	92.4%	92.4%	90.2%
Black Alone	1.9%	2.1%	3.2%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	3.0%	2.8%	3.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	1.1%
Two or More Races	1.6%	1.7%	2.0%
Hispanic Origin	6.1%	6.3%	7.4%
Diversity Index	24.2	24.5	29.6
<b>2020 Population by Race/Ethnicity</b>			
Total	7,065	48,553	142,442
White Alone	83.4%	84.3%	81.0%
Black Alone	1.9%	2.2%	3.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	3.8%	3.4%	4.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.6%	1.8%	2.5%
Two or More Races	9.0%	8.1%	8.8%
Hispanic Origin	8.6%	8.3%	9.9%
Diversity Index	40.5	38.9	45.2
<b>2022 Population by Race/Ethnicity</b>			
Total	7,104	48,217	142,618
White Alone	82.6%	83.7%	80.2%
Black Alone	2.0%	2.2%	3.1%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	4.0%	3.5%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	1.8%	2.6%
Two or More Races	9.5%	8.6%	9.4%
Hispanic Origin	9.0%	8.6%	10.2%
Diversity Index	42.0	40.2	46.4
<b>2027 Population by Race/Ethnicity</b>			
Total	7,133	47,791	141,798
White Alone	80.4%	81.8%	78.2%
Black Alone	2.0%	2.3%	3.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.2%	3.7%	4.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.0%	2.1%	2.9%
Two or More Races	11.2%	10.0%	10.9%
Hispanic Origin	9.8%	9.4%	11.0%
Diversity Index	45.5	43.5	49.6
<b>2010 Population by Relationship and Household Type</b>			
Total	6,564	46,283	134,273
In Households	100.0%	99.4%	99.2%
In Family Households	83.2%	79.8%	80.9%
Householder	29.1%	28.7%	28.1%
Spouse	23.6%	23.2%	22.3%
Child	27.3%	24.6%	26.5%
Other relative	2.1%	2.1%	2.5%
Nonrelative	1.1%	1.2%	1.5%
In Nonfamily Households	16.7%	19.6%	18.3%
In Group Quarters	0.0%	0.6%	0.8%
Institutionalized Population	0.0%	0.6%	0.6%
Noninstitutionalized Population	0.0%	0.0%	0.1%

**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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	5,442	38,259	110,399
Less than 9th Grade	1.5%	1.3%	1.4%
9th - 12th Grade, No Diploma	3.3%	3.0%	3.7%
High School Graduate	18.4%	21.0%	20.4%
GED/Alternative Credential	2.6%	2.8%	3.0%
Some College, No Degree	18.7%	18.4%	18.2%
Associate Degree	10.2%	11.4%	12.0%
Bachelor's Degree	29.7%	27.0%	26.7%
Graduate/Professional Degree	15.7%	15.1%	14.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	6,183	42,636	123,921
Never Married	21.5%	21.9%	24.4%
Married	58.7%	56.7%	54.9%
Widowed	9.0%	9.9%	8.6%
Divorced	10.8%	11.6%	12.1%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,849	25,623	79,030
Population 16+ Employed	96.3%	97.2%	97.3%
Population 16+ Unemployment rate	3.7%	2.8%	2.7%
Population 16-24 Employed	8.6%	9.6%	10.2%
Population 16-24 Unemployment rate	15.0%	6.7%	5.4%
Population 25-54 Employed	57.8%	54.3%	56.0%
Population 25-54 Unemployment rate	3.0%	2.5%	2.4%
Population 55-64 Employed	21.5%	22.7%	22.6%
Population 55-64 Unemployment rate	2.4%	1.6%	2.0%
Population 65+ Employed	12.1%	13.4%	11.2%
Population 65+ Unemployment rate	0.0%	3.0%	2.9%
<b>2022 Employed Population 16+ by Industry</b>			
Total	3,707	24,916	76,916
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	5.0%	5.3%	5.3%
Manufacturing	5.9%	5.9%	6.1%
Wholesale Trade	2.3%	2.6%	3.0%
Retail Trade	9.1%	11.8%	11.7%
Transportation/Utilities	7.9%	5.8%	4.6%
Information	4.2%	2.2%	1.8%
Finance/Insurance/Real Estate	9.1%	11.5%	12.1%
Services	53.5%	52.1%	52.0%
Public Administration	2.9%	2.7%	3.3%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	3,704	24,917	76,916
White Collar	70.2%	74.3%	74.4%
Management/Business/Financial	24.8%	25.2%	24.7%
Professional	25.4%	25.0%	25.7%
Sales	9.8%	11.9%	12.0%
Administrative Support	10.3%	12.2%	12.0%
Services	13.5%	13.3%	13.5%
Blue Collar	16.2%	12.4%	12.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.3%	2.1%	2.5%
Installation/Maintenance/Repair	3.9%	2.7%	2.5%
Production	3.7%	2.4%	2.5%
Transportation/Material Moving	7.3%	5.2%	4.5%

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<b>2010 Households by Type</b>			
Total	3,024	21,086	58,157
Households with 1 Person	27.7%	31.9%	29.4%
Households with 2+ People	72.3%	68.1%	70.6%
Family Households	67.6%	63.0%	64.7%
Husband-wife Families	55.1%	51.0%	51.4%
With Related Children	20.1%	16.4%	18.6%
Other Family (No Spouse Present)	12.5%	12.0%	13.3%
Other Family with Male Householder	3.2%	2.8%	3.4%
With Related Children	1.7%	1.5%	1.8%
Other Family with Female Householder	9.3%	9.2%	9.9%
With Related Children	6.0%	5.3%	5.9%
Nonfamily Households	4.7%	5.1%	5.9%
All Households with Children	28.1%	23.5%	26.6%
Multigenerational Households	1.8%	1.7%	2.3%
Unmarried Partner Households	4.8%	5.0%	5.7%
Male-female	4.1%	4.4%	5.0%
Same-sex	0.7%	0.6%	0.7%
<b>2010 Households by Size</b>			
Total	3,024	21,086	58,153
1 Person Household	27.7%	31.9%	29.4%
2 Person Household	39.1%	39.8%	38.5%
3 Person Household	15.3%	13.4%	14.7%
4 Person Household	12.2%	10.1%	11.6%
5 Person Household	4.1%	3.5%	4.1%
6 Person Household	1.4%	1.0%	1.2%
7 + Person Household	0.3%	0.3%	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,025	21,087	58,155
Owner Occupied	72.7%	75.0%	75.5%
Owned with a Mortgage/Loan	52.2%	49.4%	51.4%
Owned Free and Clear	20.5%	25.5%	24.1%
Renter Occupied	27.3%	25.0%	24.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	112	110	112
Percent of Income for Mortgage	21.0%	21.6%	21.3%
Wealth Index	154	142	134
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,478	24,098	66,471
Housing Units Inside Urbanized Area	99.3%	98.9%	97.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.7%	1.1%	2.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,564	46,283	134,273
Population Inside Urbanized Area	99.3%	98.6%	97.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.7%	1.4%	2.5%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters (5A)	Midlife Constants (5E)
2.	Bright Young Professionals (8C)	Retirement Communities (9E)	Exurbanites (1E)
3.	Top Tier (1A)	Bright Young Professionals (8C)	Comfortable Empty Nesters (5A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,124,944	\$58,167,773	\$159,601,652
Average Spent	\$2,884.90	\$2,647.24	\$2,592.16
Spending Potential Index	120	110	108
Education: Total \$	\$7,573,899	\$47,995,933	\$128,945,810
Average Spent	\$2,394.53	\$2,184.31	\$2,094.26
Spending Potential Index	122	111	107
Entertainment/Recreation: Total \$	\$13,938,901	\$90,297,227	\$248,884,335
Average Spent	\$4,406.86	\$4,109.46	\$4,042.23
Spending Potential Index	120	112	110
Food at Home: Total \$	\$23,005,723	\$150,545,571	\$414,007,274
Average Spent	\$7,273.39	\$6,851.39	\$6,724.06
Spending Potential Index	117	111	109
Food Away from Home: Total \$	\$16,166,446	\$103,994,972	\$286,390,745
Average Spent	\$5,111.11	\$4,732.85	\$4,651.39
Spending Potential Index	119	110	108
Health Care: Total \$	\$27,236,918	\$181,414,371	\$495,959,316
Average Spent	\$8,611.10	\$8,256.24	\$8,055.08
Spending Potential Index	122	117	114
HH Furnishings & Equipment: Total \$	\$9,949,900	\$63,971,136	\$175,681,984
Average Spent	\$3,145.72	\$2,911.35	\$2,853.32
Spending Potential Index	123	114	111
Personal Care Products & Services: Total \$	\$3,919,994	\$25,913,227	\$70,402,425
Average Spent	\$1,239.33	\$1,179.32	\$1,143.43
Spending Potential Index	122	116	112
Shelter: Total \$	\$86,169,720	\$564,512,684	\$1,542,099,159
Average Spent	\$27,243.04	\$25,691.20	\$25,045.87
Spending Potential Index	119	112	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,638,411	\$71,485,674	\$198,115,455
Average Spent	\$3,363.39	\$3,253.34	\$3,217.67
Spending Potential Index	124	120	118
Travel: Total \$	\$11,325,426	\$73,632,548	\$201,262,685
Average Spent	\$3,580.60	\$3,351.05	\$3,268.79
Spending Potential Index	125	117	114
Vehicle Maintenance & Repairs: Total \$	\$4,772,437	\$30,897,257	\$85,549,863
Average Spent	\$1,508.83	\$1,406.15	\$1,389.45
Spending Potential Index	120	112	110

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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