



Community Profile

Rings: 1, 3, 5 mile radii

33513 US-19, Palm Harbor, FL 34684, USA

Latitude: 28.0778

Longitude: -82.73803

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	10,520	77,682	168,866
2020 Total Population	11,189	81,845	177,056
2020 Group Quarters	424	937	2,066
2022 Total Population	11,151	81,694	177,187
2022 Group Quarters	424	937	2,066
2027 Total Population	11,050	81,236	176,410
2022-2027 Annual Rate	-0.18%	-0.11%	-0.09%
2022 Total Daytime Population	13,485	67,932	157,109
Workers	7,233	29,514	71,610
Residents	6,252	38,418	85,499
Household Summary			
2010 Households	5,197	35,278	77,513
2010 Average Household Size	1.98	2.19	2.16
2020 Total Households	5,351	36,799	81,323
2020 Average Household Size	2.01	2.20	2.15
2022 Total Households	5,350	36,857	81,756
2022 Average Household Size	2.01	2.19	2.14
2027 Total Households	5,319	36,720	81,590
2027 Average Household Size	2.00	2.19	2.14
2022-2027 Annual Rate	-0.12%	-0.07%	-0.04%
2010 Families	2,846	21,869	47,122
2010 Average Family Size	2.65	2.75	2.74
2022 Families	2,900	22,635	49,178
2022 Average Family Size	2.69	2.77	2.72
2027 Families	2,870	22,517	48,958
2027 Average Family Size	2.69	2.76	2.72
2022-2027 Annual Rate	-0.21%	-0.10%	-0.09%
Housing Unit Summary			
2000 Housing Units	5,617	37,984	83,461
Owner Occupied Housing Units	74.5%	71.0%	70.7%
Renter Occupied Housing Units	18.0%	19.2%	18.6%
Vacant Housing Units	7.5%	9.8%	10.7%
2010 Housing Units	5,919	40,786	90,106
Owner Occupied Housing Units	66.2%	65.1%	64.8%
Renter Occupied Housing Units	21.6%	21.4%	21.2%
Vacant Housing Units	12.2%	13.5%	14.0%
2020 Housing Units	5,847	41,338	91,855
Vacant Housing Units	8.5%	11.0%	11.5%
2022 Housing Units	5,844	41,314	92,155
Owner Occupied Housing Units	69.9%	67.7%	67.3%
Renter Occupied Housing Units	21.6%	21.5%	21.4%
Vacant Housing Units	8.5%	10.8%	11.3%
2027 Housing Units	5,861	41,317	91,921
Owner Occupied Housing Units	69.5%	68.3%	68.0%
Renter Occupied Housing Units	21.2%	20.6%	20.7%
Vacant Housing Units	9.2%	11.1%	11.2%
Median Household Income			
2022	\$59,054	\$74,032	\$71,394
2027	\$66,866	\$86,202	\$84,840
Median Home Value			
2022	\$259,215	\$314,645	\$299,928
2027	\$294,444	\$357,909	\$346,603
Per Capita Income			
2022	\$41,927	\$47,772	\$48,119
2027	\$49,896	\$57,228	\$57,764
Median Age			
2010	56.0	48.8	49.1
2022	60.7	53.4	53.6
2027	62.9	54.7	54.9

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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2022 Households by Income			
Household Income Base	5,350	36,857	81,756
<\$15,000	5.4%	5.5%	6.9%
\$15,000 - \$24,999	10.1%	7.0%	7.7%
\$25,000 - \$34,999	8.6%	7.5%	7.8%
\$35,000 - \$49,999	16.1%	12.8%	12.8%
\$50,000 - \$74,999	21.2%	17.7%	16.7%
\$75,000 - \$99,999	12.9%	14.7%	14.1%
\$100,000 - \$149,999	13.2%	16.9%	16.5%
\$150,000 - \$199,999	7.5%	8.7%	8.1%
\$200,000+	5.0%	9.2%	9.5%
Average Household Income	\$85,678	\$105,259	\$104,414
2027 Households by Income			
Household Income Base	5,319	36,720	81,590
<\$15,000	3.8%	3.7%	4.9%
\$15,000 - \$24,999	7.3%	4.6%	5.3%
\$25,000 - \$34,999	7.9%	5.8%	6.1%
\$35,000 - \$49,999	16.1%	11.6%	11.0%
\$50,000 - \$74,999	19.9%	16.6%	16.0%
\$75,000 - \$99,999	12.2%	14.7%	14.4%
\$100,000 - \$149,999	14.5%	18.8%	19.0%
\$150,000 - \$199,999	11.8%	12.3%	11.2%
\$200,000+	6.6%	11.8%	12.1%
Average Household Income	\$101,770	\$125,873	\$125,033
2022 Owner Occupied Housing Units by Value			
Total	4,086	27,981	62,041
<\$50,000	1.0%	3.8%	4.3%
\$50,000 - \$99,999	3.0%	5.5%	6.5%
\$100,000 - \$149,999	5.4%	4.4%	5.1%
\$150,000 - \$199,999	14.0%	7.4%	7.4%
\$200,000 - \$249,999	22.5%	11.8%	12.8%
\$250,000 - \$299,999	22.0%	13.4%	13.9%
\$300,000 - \$399,999	20.9%	26.1%	24.5%
\$400,000 - \$499,999	4.5%	12.9%	11.4%
\$500,000 - \$749,999	5.2%	10.9%	10.4%
\$750,000 - \$999,999	0.5%	1.7%	1.8%
\$1,000,000 - \$1,499,999	0.0%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.1%	0.6%	0.5%
\$2,000,000 +	0.9%	0.7%	0.4%
Average Home Value	\$296,395	\$357,725	\$340,810
2027 Owner Occupied Housing Units by Value			
Total	4,074	28,206	62,524
<\$50,000	0.1%	0.5%	0.7%
\$50,000 - \$99,999	0.3%	1.0%	1.3%
\$100,000 - \$149,999	1.0%	1.0%	1.8%
\$150,000 - \$199,999	5.4%	4.1%	4.3%
\$200,000 - \$249,999	19.9%	11.4%	11.3%
\$250,000 - \$299,999	26.3%	13.8%	15.7%
\$300,000 - \$399,999	29.8%	31.4%	31.7%
\$400,000 - \$499,999	6.9%	17.4%	15.2%
\$500,000 - \$749,999	9.0%	14.6%	13.7%
\$750,000 - \$999,999	0.5%	2.2%	2.0%
\$1,000,000 - \$1,499,999	0.0%	1.2%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.8%	0.6%
\$2,000,000 +	0.9%	0.7%	0.4%
Average Home Value	\$343,943	\$416,086	\$396,023

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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2010 Population by Age			
Total	10,521	77,684	168,866
0 - 4	2.9%	3.5%	3.7%
5 - 9	3.4%	4.4%	4.5%
10 - 14	4.4%	5.6%	5.4%
15 - 24	7.6%	10.1%	9.8%
25 - 34	7.4%	8.3%	8.5%
35 - 44	9.8%	11.6%	11.4%
45 - 54	13.2%	17.1%	16.5%
55 - 64	13.6%	15.7%	15.7%
65 - 74	12.6%	11.1%	11.7%
75 - 84	14.2%	8.3%	8.7%
85 +	10.8%	4.2%	4.0%
18 +	86.3%	82.6%	82.6%
2022 Population by Age			
Total	11,152	81,692	177,190
0 - 4	2.6%	3.1%	3.2%
5 - 9	2.8%	3.6%	3.8%
10 - 14	3.2%	4.3%	4.4%
15 - 24	7.2%	8.9%	8.6%
25 - 34	8.3%	9.8%	9.5%
35 - 44	7.9%	9.8%	9.8%
45 - 54	10.0%	12.7%	12.5%
55 - 64	14.3%	17.0%	16.7%
65 - 74	15.8%	15.8%	16.3%
75 - 84	15.2%	9.9%	10.4%
85 +	12.6%	5.1%	4.8%
18 +	89.2%	86.1%	85.7%
2027 Population by Age			
Total	11,049	81,235	176,409
0 - 4	2.6%	3.1%	3.2%
5 - 9	2.7%	3.5%	3.7%
10 - 14	3.0%	4.1%	4.2%
15 - 24	6.0%	7.9%	7.8%
25 - 34	8.8%	9.8%	9.3%
35 - 44	8.2%	10.6%	10.5%
45 - 54	8.5%	11.4%	11.4%
55 - 64	13.4%	15.4%	15.0%
65 - 74	16.2%	16.9%	17.2%
75 - 84	17.7%	12.1%	12.6%
85 +	12.9%	5.3%	5.1%
18 +	89.7%	86.6%	86.1%
2010 Population by Sex			
Males	4,669	36,575	79,332
Females	5,851	41,108	89,534
2022 Population by Sex			
Males	4,967	38,615	83,583
Females	6,185	43,079	93,604
2027 Population by Sex			
Males	4,918	38,465	83,358
Females	6,132	42,771	93,052

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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2010 Population by Race/Ethnicity			
Total	10,520	77,683	168,867
White Alone	95.2%	93.1%	91.6%
Black Alone	1.5%	2.0%	2.9%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.3%	2.0%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	0.7%	0.9%	1.1%
Two or More Races	1.2%	1.8%	1.8%
Hispanic Origin	4.9%	5.9%	6.6%
Diversity Index	17.8	22.8	26.2
2020 Population by Race/Ethnicity			
Total	11,189	81,845	177,056
White Alone	88.4%	85.4%	83.8%
Black Alone	1.4%	2.0%	2.7%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.9%	2.5%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.4%	1.9%	2.2%
Two or More Races	6.6%	8.0%	8.3%
Hispanic Origin	6.8%	8.1%	8.9%
Diversity Index	31.2	37.2	40.5
2022 Population by Race/Ethnicity			
Total	11,153	81,695	177,187
White Alone	87.9%	84.8%	83.1%
Black Alone	1.4%	2.0%	2.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	1.9%	2.5%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.9%	2.3%
Two or More Races	7.0%	8.5%	8.8%
Hispanic Origin	7.1%	8.4%	9.3%
Diversity Index	32.4	38.4	41.7
2027 Population by Race/Ethnicity			
Total	11,050	81,236	176,411
White Alone	86.3%	82.9%	81.2%
Black Alone	1.5%	2.0%	2.8%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	2.0%	2.7%	2.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.7%	2.2%	2.6%
Two or More Races	8.2%	9.9%	10.2%
Hispanic Origin	7.6%	9.0%	10.0%
Diversity Index	35.3	41.5	44.8
2010 Population by Relationship and Household Type			
Total	10,520	77,683	168,866
In Households	97.9%	99.3%	99.2%
In Family Households	72.9%	78.9%	78.0%
Householder	27.4%	28.3%	27.9%
Spouse	22.1%	22.3%	21.8%
Child	19.7%	24.3%	24.2%
Other relative	2.3%	2.5%	2.5%
Nonrelative	1.3%	1.4%	1.5%
In Nonfamily Households	25.0%	20.4%	21.3%
In Group Quarters	2.1%	0.7%	0.8%
Institutionalized Population	2.1%	0.6%	0.6%
Noninstitutionalized Population	0.0%	0.2%	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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2022 Population 25+ by Educational Attainment			
Total	9,395	65,415	141,712
Less than 9th Grade	0.7%	1.4%	1.7%
9th - 12th Grade, No Diploma	4.5%	3.7%	3.9%
High School Graduate	26.7%	21.4%	22.5%
GED/Alternative Credential	3.9%	2.8%	3.2%
Some College, No Degree	20.7%	19.2%	18.9%
Associate Degree	12.2%	12.4%	11.6%
Bachelor's Degree	22.6%	26.2%	25.0%
Graduate/Professional Degree	8.7%	12.9%	13.2%
2022 Population 15+ by Marital Status			
Total	10,194	72,700	156,925
Never Married	20.3%	24.7%	23.9%
Married	53.8%	53.9%	52.7%
Widowed	14.4%	9.1%	9.7%
Divorced	11.4%	12.3%	13.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,124	45,135	95,864
Population 16+ Employed	97.2%	97.3%	97.0%
Population 16+ Unemployment rate	2.8%	2.7%	3.0%
Population 16-24 Employed	8.6%	10.4%	9.9%
Population 16-24 Unemployment rate	4.3%	3.9%	5.1%
Population 25-54 Employed	51.7%	53.7%	53.5%
Population 25-54 Unemployment rate	2.9%	2.6%	2.8%
Population 55-64 Employed	24.7%	24.1%	23.9%
Population 55-64 Unemployment rate	1.4%	1.6%	2.1%
Population 65+ Employed	15.1%	11.8%	12.7%
Population 65+ Unemployment rate	3.8%	4.6%	3.5%
2022 Employed Population 16+ by Industry			
Total	4,981	43,897	93,001
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	5.5%	6.2%	5.9%
Manufacturing	5.3%	6.3%	6.2%
Wholesale Trade	2.2%	3.0%	2.5%
Retail Trade	16.3%	12.4%	12.1%
Transportation/Utilities	4.1%	4.5%	4.4%
Information	1.1%	1.6%	2.0%
Finance/Insurance/Real Estate	9.4%	10.9%	11.4%
Services	51.8%	51.7%	52.0%
Public Administration	4.2%	3.3%	3.3%
2022 Employed Population 16+ by Occupation			
Total	4,977	43,897	93,002
White Collar	71.0%	73.8%	72.6%
Management/Business/Financial	24.3%	23.8%	22.9%
Professional	23.2%	24.3%	24.4%
Sales	10.2%	12.4%	11.9%
Administrative Support	13.3%	13.3%	13.4%
Services	17.0%	14.0%	14.2%
Blue Collar	11.9%	12.2%	13.2%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.2%	3.1%	3.1%
Installation/Maintenance/Repair	2.1%	2.3%	2.7%
Production	2.5%	2.4%	2.5%
Transportation/Material Moving	6.1%	4.4%	4.8%

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2010 Households by Type			
Total	5,197	35,278	77,514
Households with 1 Person	40.7%	32.0%	33.0%
Households with 2+ People	59.3%	68.0%	67.0%
Family Households	54.8%	62.0%	60.8%
Husband-wife Families	44.3%	49.0%	47.6%
With Related Children	10.8%	15.5%	15.0%
Other Family (No Spouse Present)	10.5%	13.0%	13.2%
Other Family with Male Householder	2.5%	3.3%	3.4%
With Related Children	1.1%	1.8%	1.7%
Other Family with Female Householder	8.0%	9.7%	9.8%
With Related Children	4.2%	5.5%	5.5%
Nonfamily Households	4.6%	6.0%	6.2%
All Households with Children	16.4%	23.1%	22.7%
Multigenerational Households	1.8%	2.0%	2.2%
Unmarried Partner Households	4.2%	5.7%	5.8%
Male-female	3.8%	5.0%	5.1%
Same-sex	0.5%	0.7%	0.8%
2010 Households by Size			
Total	5,198	35,277	77,512
1 Person Household	40.7%	32.0%	33.0%
2 Person Household	38.2%	39.4%	39.1%
3 Person Household	10.8%	13.9%	13.4%
4 Person Household	7.0%	9.9%	9.6%
5 Person Household	2.5%	3.3%	3.4%
6 Person Household	0.7%	1.0%	1.0%
7 + Person Household	0.3%	0.4%	0.4%
2010 Households by Tenure and Mortgage Status			
Total	5,198	35,278	77,514
Owner Occupied	75.4%	75.2%	75.4%
Owned with a Mortgage/Loan	44.7%	48.9%	47.9%
Owned Free and Clear	30.6%	26.3%	27.4%
Renter Occupied	24.6%	24.8%	24.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	105	106	108
Percent of Income for Mortgage	23.1%	22.4%	22.1%
Wealth Index	89	120	120
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,919	40,786	90,106
Housing Units Inside Urbanized Area	100.0%	99.9%	99.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.5%
2010 Population By Urban/ Rural Status			
Total Population	10,520	77,682	168,866
Population Inside Urbanized Area	100.0%	99.9%	99.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.5%

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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Top 3 Tapestry Segments			
1.	The Elders (9C)	Midlife Constants (5E)	Midlife Constants (5E)
2.	Retirement Communities (9E)	The Elders (9C)	Comfortable Empty Nesters (5A)
3.	Home Improvement (4B)	Retirement Communities (9E)	The Elders (9C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$10,221,220	\$86,661,065	\$191,505,481
Average Spent	\$1,910.51	\$2,351.28	\$2,342.40
Spending Potential Index	79	98	97
Education: Total \$	\$7,756,128	\$70,236,205	\$153,226,094
Average Spent	\$1,449.74	\$1,905.64	\$1,874.19
Spending Potential Index	74	97	96
Entertainment/Recreation: Total \$	\$16,175,606	\$136,072,107	\$300,653,075
Average Spent	\$3,023.48	\$3,691.89	\$3,677.44
Spending Potential Index	82	101	100
Food at Home: Total \$	\$27,406,228	\$226,828,367	\$503,604,645
Average Spent	\$5,122.66	\$6,154.28	\$6,159.85
Spending Potential Index	83	99	99
Food Away from Home: Total \$	\$18,514,941	\$155,412,588	\$343,308,642
Average Spent	\$3,460.74	\$4,216.64	\$4,199.19
Spending Potential Index	80	98	97
Health Care: Total \$	\$34,104,200	\$274,563,060	\$607,847,826
Average Spent	\$6,374.62	\$7,449.41	\$7,434.90
Spending Potential Index	90	105	105
HH Furnishings & Equipment: Total \$	\$11,404,664	\$95,846,164	\$210,916,705
Average Spent	\$2,131.71	\$2,600.49	\$2,579.83
Spending Potential Index	83	101	101
Personal Care Products & Services: Total \$	\$4,762,213	\$38,638,790	\$85,129,999
Average Spent	\$890.13	\$1,048.34	\$1,041.27
Spending Potential Index	87	103	102
Shelter: Total \$	\$100,317,293	\$840,927,873	\$1,850,366,177
Average Spent	\$18,750.90	\$22,815.96	\$22,632.79
Spending Potential Index	82	100	99
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,293,562	\$108,505,456	\$239,311,333
Average Spent	\$2,484.78	\$2,943.96	\$2,927.14
Spending Potential Index	91	108	108
Travel: Total \$	\$13,057,557	\$110,038,659	\$240,507,439
Average Spent	\$2,440.66	\$2,985.56	\$2,941.77
Spending Potential Index	85	104	102
Vehicle Maintenance & Repairs: Total \$	\$5,633,231	\$46,798,329	\$103,737,932
Average Spent	\$1,052.94	\$1,269.73	\$1,268.87
Spending Potential Index	84	101	101

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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