	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	3,781	32,686	75,898
2020 Total Population	3,910	41,210	97,291
2020 Group Quarters	7	96	393
2022 Total Population	4,037	43,235	102,178
2022 Group Quarters	7	96	393
2027 Total Population	4,260	45,514	107,947
2022-2027 Annual Rate	1.08%	1.03%	1.10%
2022 Total Daytime Population	5,864	35,816	81,061
Workers	3,868	14,684	32,882
Residents	1,996	21,132	48,179
Household Summary			
2010 Households	1,610	12,172	27,164
2010 Average Household Size	2.35	2.68	2.79
2020 Total Households	1,727	15,539	34,944
2020 Average Household Size	2.26	2.65	2.77
2022 Households	1,761	16,310	36,708
2022 Average Household Size	2.29	2.64	2.77
2027 Households	1,854	17,126	38,790
2027 Average Household Size	2.29	2.65	2.77
2022-2027 Annual Rate	1.03%	0.98%	1.11%
2010 Families	1,125	9,277	21,229
2010 Average Family Size	2.78	3.05	3.13
2022 Families	1,198	12,038	27,983
2022 Average Family Size	2.74	3.04	3.15
2027 Families	1,256	12,587	29,452
2027 Average Family Size	2.75	3.06	3.15
2022-2027 Annual Rate	0.95%	0.90%	1.03%
Housing Unit Summary			
2000 Housing Units	1,568	7,967	16,746
Owner Occupied Housing Units	83.0%	80.4%	81.1%
Renter Occupied Housing Units	10.0%	12.0%	12.6%
Vacant Housing Units	7.0%	7.6%	6.4%
2010 Housing Units	1,805	13,529	29,878
Owner Occupied Housing Units	72.3%	76.2%	77.6%
Renter Occupied Housing Units	16.9%	13.7%	13.3%
Vacant Housing Units	10.8%	10.0%	9.1%
2020 Housing Units	1,832	16,532	37,235
Vacant Housing Units	5.7%	6.0%	6.2%
2022 Housing Units	1,867	17,528	39,315
Owner Occupied Housing Units	79.8%	78.6%	80.0%
Renter Occupied Housing Units	14.5%	14.4%	13.4%
Vacant Housing Units	5.7%	6.9%	6.6%
2027 Housing Units	1,969	18,304	41,395
Owner Occupied Housing Units	79.9%	78.6%	79.9%
Renter Occupied Housing Units	14.2%	15.0%	13.8%
Vacant Housing Units	5.8%	6.4%	6.3%
Median Household Income			
2022	$80,400	$100,465	$101,538
2027	$100,955	$111,681	$112,523
Median Home Value			
2022	$311,124	$320,082	$316,398
2027	$353,263	$345,363	$341,750
Per Capita Income			
2022	$44,029	$46,613	$46,474
2027	$52,655	$54,737	$54,396
Median Age			
2010	44.5	40.9	39.2
2022	47.7	43.1	41.0
2027	49.0	43.5	40.8

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.

July 28, 2022

Community Profile

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	1,761	16,310	36,708
<$15,000	2.8%	3.8%	3.3%
$15,000 - $24,999	6.8%	3.8%	3.4%
$25,000 - $34,999	6.0%	4.9%	4.4%
$35,000 - $49,999	9.4%	7.5%	8.2%
$50,000 - $74,999	21.3%	16.6%	15.4%
$75,000 - $99,999	13.5%	13.0%	14.1%
$100,000 - $149,999	25.7%	25.9%	25.4%
$150,000 - $199,999	7.3%	12.9%	12.7%
$200,000+	7.1%	11.7%	13.2%
Average Household Income	$103,469	$123,417	$128,662
2027 Households by Income			
Household Income Base	1,854	17,126	38,790
<$15,000	1.8%	2.3%	2.0%
$15,000 - $24,999	3.6%	1.9%	1.8%
$25,000 - $34,999	3.3%	2.6%	2.5%
$35,000 - $49,999	7.8%	5.4%	5.9%
$50,000 - $74,999	19.6%	14.9%	13.7%
$75,000 - $99,999	12.8%	13.4%	14.5%
$100,000 - $149,999	31.0%	28.0%	27.0%
$150,000 - $199,999	11.0%	17.1%	16.4%
$200,000+	9.1%	14.4%	16.3%
Average Household Income	$123,914	$145,293	$150,474
2022 Owner Occupied Housing Units by Value			
Total	1,490	13,785	31,436
<$50,000	1.5%	0.4%	0.5%
$50,000 - $99,999	0.7%	0.9%	0.6%
$100,000 - $149,999	5.3%	1.7%	1.4%
$150,000 - $199,999	13.6%	7.6%	7.0%
$200,000 - $249,999	14.8%	12.4%	14.3%
$250,000 - $299,999	10.7%	20.2%	20.8%
$300,000 - $399,999	29.9%	34.4%	32.3%
$400,000 - $499,999	10.7%	13.4%	12.0%
$500,000 - $749,999	11.6%	7.0%	7.7%
$750,000 - $999,999	1.1%	1.8%	2.4%
$1,000,000 - $1,499,999	0.1%	0.2%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	$329,718	$343,127	$354,165
2027 Owner Occupied Housing Units by Value			
Total	1,574	14,383	33,077
<$50,000	0.2%	0.0%	0.0%
$50,000 - $99,999	0.0%	0.0%	0.0%
$100,000 - $149,999	0.4%	0.2%	0.2%
$150,000 - $199,999	4.4%	2.1%	2.0%
$200,000 - $249,999	11.9%	8.5%	10.1%
$250,000 - $299,999	10.9%	19.8%	21.0%
$300,000 - $399,999	41.9%	42.7%	39.8%
$400,000 - $499,999	13.0%	16.9%	15.3%
$500,000 - $749,999	16.6%	8.2%	8.9%
$750,000 - $999,999	0.8%	1.4%	2.0%
$1,000,000 - $1,499,999	0.1%	0.1%	0.4%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	$381,313	$368,681	$375,643

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.

July 28, 2022

Rings: 1, 3, 5 mile radii

23532 FL-54, Land O' Lakes, FL 34639, USA

Latitude: 28.1905

Longitude: -82.45872

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	3,780	32,684	75,898
0 - 4	4.2%	5.6%	6.2%
5 - 9	5.3%	7.0%	7.5%
10 - 14	6.4%	7.4%	7.8%
15 - 24	12.0%	11.3%	11.3%
25 - 34	9.6%	9.6%	10.6%
35 - 44	13.4%	15.8%	16.4%
45 - 54	18.7%	17.6%	16.9%
55 - 64	14.8%	13.9%	12.9%
65 - 74	10.1%	7.5%	6.6%
75 - 84	4.3%	3.3%	2.9%
85 +	1.4%	1.0%	0.9%
18 +	79.9%	75.4%	73.8%
2022 Population by Age			
Total	4,040	43,235	102,180
0 - 4	3.6%	5.1%	5.7%
5 - 9	4.7%	5.9%	6.4%
10 - 14	5.2%	6.6%	6.9%
15 - 24	9.3%	10.8%	11.0%
25 - 34	11.1%	11.8%	12.3%
35 - 44	12.0%	12.4%	13.3%
45 - 54	14.5%	14.6%	14.2%
55 - 64	17.6%	15.1%	14.0%
65 - 74	13.3%	11.5%	10.4%
75 - 84	6.9%	5.0%	4.5%
85 +	1.8%	1.3%	1.3%
18 +	83.1%	78.5%	77.1%
2027 Population by Age			
Total	4,259	45,515	107,948
0 - 4	3.4%	5.1%	5.8%
5 - 9	4.4%	5.7%	6.3%
10 - 14	5.2%	6.4%	6.7%
15 - 24	8.4%	9.9%	10.3%
25 - 34	8.9%	11.4%	12.6%
35 - 44	13.9%	13.4%	14.0%
45 - 54	14.4%	13.4%	12.9%
55 - 64	15.7%	14.0%	13.0%
65 - 74	14.9%	12.4%	11.0%
75 - 84	8.5%	6.7%	5.9%
85 +	2.3%	1.6%	1.6%
18 +	83.7%	79.0%	77.5%
2010 Population by Sex			
Males	1,796	16,143	37,432
Females	1,986	16,543	38,466
2022 Population by Sex			
Males	1,928	21,335	50,148
Females	2,110	21,900	52,030
2027 Population by Sex			
Males	2,049	22,504	53,000
Females	2,211	23,010	54,947

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

July 28, 2022

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	3,781	32,686	75,898
White Alone	92.0%	87.7%	85.7%
Black Alone	2.5%	4.8%	5.5%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.5%	3.0%	3.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	1.5%	1.9%	2.2%
Two or More Races	2.3%	2.3%	2.6%
Hispanic Origin	12.0%	13.9%	15.8%
Diversity Index	33.1	41.2	45.8
2020 Population by Race/Ethnicity			
Total	3,910	41,210	97,291
White Alone	76.5%	72.0%	69.3%
Black Alone	3.7%	4.9%	5.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	5.1%	5.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	4.0%	4.3%
Two or More Races	13.0%	13.6%	14.7%
Hispanic Origin	18.0%	18.3%	19.7%
Diversity Index	57.3	61.9	65.2
2022 Population by Race/Ethnicity			
Total	4,038	43,236	102,177
White Alone	75.7%	71.2%	68.5%
Black Alone	3.5%	4.8%	5.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	5.2%	5.8%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.7%	4.2%	4.5%
Two or More Races	13.8%	14.3%	15.4%
Hispanic Origin	18.7%	18.9%	20.3%
Diversity Index	58.5	63.0	66.1
2027 Population by Race/Ethnicity			
Total	4,260	45,515	107,947
White Alone	73.5%	68.8%	66.1%
Black Alone	3.5%	4.7%	5.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.9%	5.5%	6.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	5.1%	4.5%	4.8%
Two or More Races	15.6%	16.1%	17.3%
Hispanic Origin	19.9%	20.1%	21.6%
Diversity Index	61.3	65.6	68.6
2010 Population by Relationship and Household Type			
Total	3,781	32,687	75,898
In Households	100.0%	99.9%	99.7%
In Family Households	84.9%	88.6%	89.5%
Householder	28.9%	28.4%	28.1%
Spouse	22.3%	23.1%	23.0%
Child	28.3%	31.7%	33.1%
Other relative	3.3%	3.4%	3.5%
Nonrelative	2.2%	2.0%	1.9%
In Nonfamily Households	15.1%	11.3%	10.2%
In Group Quarters	0.0%	0.1%	0.3%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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

July 28, 2022

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	3,119	30,971	71,572
Less than 9th Grade	0.0%	1.2%	1.1%
9th - 12th Grade, No Diploma	4.8%	3.2%	3.3%
High School Graduate	22.3%	18.7%	17.6%
GED/Alternative Credential	2.8%	3.9%	3.4%
Some College, No Degree	19.9%	18.0%	17.1%
Associate Degree	8.4%	11.1%	11.7%
Bachelor's Degree	26.2%	29.0%	29.6%
Graduate/Professional Degree	15.6%	14.7%	16.2%
2022 Population 15+ by Marital Status			
Total	3,496	35,633	82,840
Never Married	27.2%	24.6%	25.1%
Married	57.3%	59.8%	60.4%
Widowed	4.3%	4.9%	4.3%
Divorced	11.2%	10.8%	10.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,136	23,222	56,397
Population 16+ Employed	97.1%	96.6%	97.1%
Population 16+ Unemployment rate	2.9%	3.4%	2.9%
Population 16-24 Employed	10.3%	10.6%	10.7%
Population 16-24 Unemployment rate	4.1%	7.9%	6.8%
Population 25-54 Employed	57.5%	63.9%	64.3%
Population 25-54 Unemployment rate	2.0%	1.9%	1.9%
Population 55-64 Employed	25.3%	18.7%	18.0%
Population 55-64 Unemployment rate	4.5%	4.5%	3.4%
Population 65+ Employed	6.8%	6.8%	7.0%
Population 65+ Unemployment rate	3.4%	5.9%	4.1%
2022 Employed Population 16+ by Industry			
Total	2,073	22,440	54,774
Agriculture/Mining	0.7%	0.2%	0.1%
Construction	5.0%	6.8%	7.9%
Manufacturing	2.8%	3.8%	4.3%
Wholesale Trade	6.9%	3.3%	2.9%
Retail Trade	15.2%	10.7%	10.3%
Transportation/Utilities	5.0%	4.8%	5.4%
Information	2.7%	2.7%	2.3%
Finance/Insurance/Real Estate	11.0%	11.5%	11.5%
Services	46.4%	52.3%	51.5%
Public Administration	4.1%	3.9%	3.8%
2022 Employed Population 16+ by Occupation			
Total	2,073	22,440	54,772
White Collar	74.0%	73.9%	74.8%
Management/Business/Financial	24.7%	25.2%	25.4%
Professional	21.0%	26.8%	27.5%
Sales	12.8%	11.1%	11.1%
Administrative Support	15.5%	10.8%	10.9%
Services	14.4%	12.3%	11.4%
Blue Collar	11.6%	13.9%	13.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	3.5%	4.0%	4.4%
Installation/Maintenance/Repair	1.9%	3.0%	2.7%
Production	1.3%	2.0%	2.5%
Transportation/Material Moving	4.9%	4.7%	4.1%

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

July 28, 2022

Rings: 1, 3, 5 mile radii

23532 FL-54, Land O' Lakes, FL 34639, USA

Latitude: 28.1905
Longitude: -82.45872

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,609	12,173	27,165
Households with 1 Person	24.2%	18.2%	16.5%
Households with 2+ People	75.8%	81.8%	83.5%
Family Households	69.9%	76.2%	78.1%
Husband-wife Families	54.0%	61.9%	64.0%
With Related Children	19.4%	28.1%	31.1%
Other Family (No Spouse Present)	15.9%	14.3%	14.2%
Other Family with Male Householder	4.9%	4.6%	4.4%
With Related Children	2.8%	2.7%	2.7%
Other Family with Female Householder	11.0%	9.6%	9.7%
With Related Children	6.5%	5.8%	6.2%
Nonfamily Households	5.8%	5.6%	5.4%
All Households with Children	28.9%	37.1%	40.4%
Multigenerational Households	3.4%	3.8%	4.1%
Unmarried Partner Households	6.8%	6.5%	6.3%
Male-female	6.1%	5.7%	5.5%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	1,608	12,173	27,165
1 Person Household	24.3%	18.2%	16.4%
2 Person Household	38.6%	36.2%	34.8%
3 Person Household	17.3%	18.6%	19.2%
4 Person Household	13.2%	17.2%	18.5%
5 Person Household	4.7%	6.8%	7.7%
6 Person Household	1.4%	2.0%	2.4%
7 + Person Household	0.6%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,610	12,174	27,166
Owner Occupied	81.1%	84.7%	85.4%
Owned with a Mortgage/Loan	57.6%	66.7%	69.0%
Owned Free and Clear	23.5%	18.0%	16.4%
Renter Occupied	18.9%	15.3%	14.6%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	118	141	143
Percent of Income for Mortgage	20.4%	16.8%	16.4%
Wealth Index	109	132	143
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,805	13,529	29,878
Housing Units Inside Urbanized Area	100.0%	99.8%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	2.1%
2010 Population By Urban/ Rural Status			
Total Population	3,781	32,686	75,898
Population Inside Urbanized Area	100.0%	99.8%	97.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	2.1%

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

July 28, 2022

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	The Great Outdoors (6C)	Workday Drive (4A)	Up and Coming Families (7A)
2.	Savvy Suburbanites (1D)	The Great Outdoors (6C)	Workday Drive (4A)
3.	Comfortable Empty Nesters (5A)	Savvy Suburbanites (1D)	Green Acres (6A)
2022 Consumer Spending			
Apparel & Services: Total $	$3,923,327	$44,461,119	$105,474,688
Average Spent	$2,227.90	$2,726.00	$2,873.34
Spending Potential Index	92	113	119
Education: Total $	$3,480,265	$36,619,830	$84,409,490
Average Spent	$1,976.30	$2,245.24	$2,299.48
Spending Potential Index	101	114	117
Entertainment/Recreation: Total $	$6,381,563	$69,988,804	$163,458,513
Average Spent	$3,623.83	$4,291.16	$4,452.94
Spending Potential Index	99	117	121
Food at Home: Total $	$10,364,479	$113,495,467	$266,176,451
Average Spent	$5,885.56	$6,958.64	$7,251.18
Spending Potential Index	95	112	117
Food Away from Home: Total $	$7,078,602	$80,033,308	$189,638,604
Average Spent	$4,019.65	$4,907.01	$5,166.14
Spending Potential Index	93	114	120
Health Care: Total $	$12,513,038	$135,209,943	$315,479,180
Average Spent	$7,105.64	$8,290.00	$8,594.29
Spending Potential Index	100	117	121
HH Furnishings & Equipment: Total $	$4,444,999	$49,774,349	$117,918,129
Average Spent	$2,524.13	$3,051.77	$3,212.33
Spending Potential Index	99	119	125
Personal Care Products & Services: Total $	$1,711,708	$19,170,421	$45,329,674
Average Spent	$972.01	$1,175.38	$1,234.87
Spending Potential Index	95	115	121
Shelter: Total $	$39,228,455	$428,449,852	$1,003,480,759
Average Spent	$22,276.24	$26,269.15	$27,336.84
Spending Potential Index	97	115	119
Support Payments/Cash Contributions/Gifts in Kind: Total $	$5,208,691	$56,213,711	$132,254,362
Average Spent	$2,957.80	$3,446.58	$3,602.88
Spending Potential Index	109	127	133
Travel: Total $	$5,251,500	$57,546,173	$134,393,039
Average Spent	$2,982.11	$3,528.28	$3,661.14
Spending Potential Index	104	123	127
Vehicle Maintenance & Repairs: Total $	$2,164,872	$23,914,669	$56,422,876
Average Spent	$1,229.34	$1,466.26	$1,537.07
Spending Potential Index	98	116	122

July 28, 2022