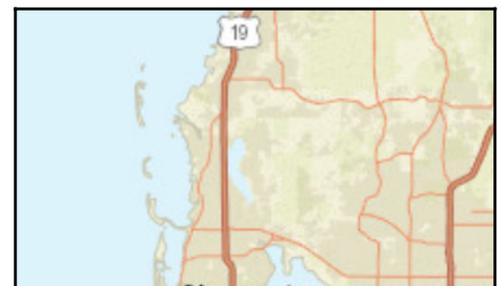
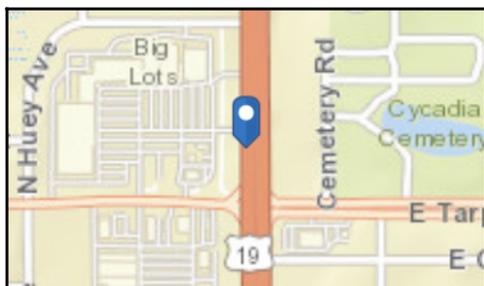
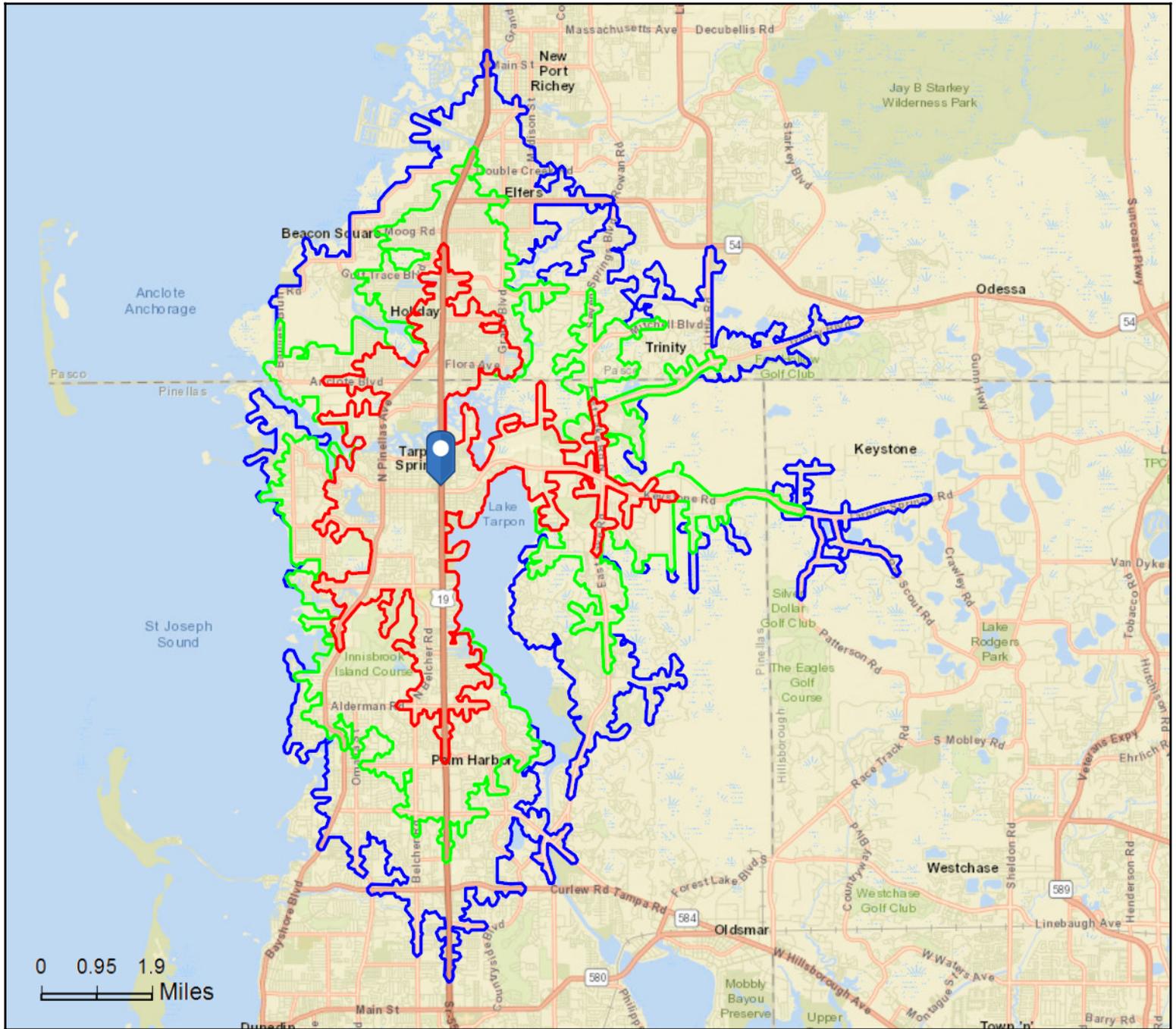


Tarpon Square
41232 US Highway 19 N, Tarpon Springs, Florida, 34689
Drive Time: 7, 10, 13 minute radii

Prepared by Esri
Latitude: 28.14709
Longitude: -82.74051





Community Profile

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	7 minutes	10 minutes	13 minutes
Population Summary			
2000 Total Population	31,596	83,483	144,972
2010 Total Population	35,160	87,638	155,716
2019 Total Population	38,886	94,733	166,720
2019 Group Quarters	437	841	1,262
2024 Total Population	40,920	99,000	173,590
2019-2024 Annual Rate	1.02%	0.89%	0.81%
2019 Total Daytime Population	36,595	84,947	145,262
Workers	13,972	29,871	48,959
Residents	22,623	55,076	96,303
Household Summary			
2000 Households	14,839	37,143	62,953
2000 Average Household Size	2.10	2.21	2.27
2010 Households	16,129	38,805	67,480
2010 Average Household Size	2.15	2.24	2.29
2019 Households	17,591	41,380	71,192
2019 Average Household Size	2.19	2.27	2.32
2024 Households	18,442	43,051	73,756
2024 Average Household Size	2.20	2.28	2.34
2019-2024 Annual Rate	0.95%	0.79%	0.71%
2010 Families	9,285	23,916	42,733
2010 Average Family Size	2.76	2.79	2.83
2019 Families	10,023	25,209	44,605
2019 Average Family Size	2.81	2.84	2.88
2024 Families	10,470	26,118	46,029
2024 Average Family Size	2.82	2.86	2.90
2019-2024 Annual Rate	0.88%	0.71%	0.63%
Housing Unit Summary			
2000 Housing Units	18,351	43,557	72,158
Owner Occupied Housing Units	62.9%	69.5%	71.3%
Renter Occupied Housing Units	18.0%	15.8%	16.0%
Vacant Housing Units	19.1%	14.7%	12.8%
2010 Housing Units	19,887	46,926	79,847
Owner Occupied Housing Units	55.1%	61.4%	63.4%
Renter Occupied Housing Units	26.0%	21.3%	21.2%
Vacant Housing Units	18.9%	17.3%	15.5%
2019 Housing Units	21,132	49,236	83,207
Owner Occupied Housing Units	54.7%	60.1%	61.7%
Renter Occupied Housing Units	28.5%	23.9%	23.8%
Vacant Housing Units	16.8%	16.0%	14.4%
2024 Housing Units	21,966	50,933	85,818
Owner Occupied Housing Units	56.2%	61.3%	62.8%
Renter Occupied Housing Units	27.8%	23.2%	23.1%
Vacant Housing Units	16.0%	15.5%	14.1%
Median Household Income			
2019	\$44,140	\$49,419	\$52,777
2024	\$52,137	\$56,055	\$59,272
Median Home Value			
2019	\$177,638	\$205,892	\$220,567
2024	\$208,292	\$231,296	\$245,510
Per Capita Income			
2019	\$29,590	\$31,711	\$32,854
2024	\$34,908	\$36,483	\$37,311
Median Age			
2010	46.6	47.0	46.2
2019	50.0	50.2	49.3
2024	51.1	51.2	50.3

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	17,591	41,380	71,192
<\$15,000	14.3%	11.6%	10.5%
\$15,000 - \$24,999	14.0%	13.1%	12.1%
\$25,000 - \$34,999	11.6%	10.9%	10.0%
\$35,000 - \$49,999	14.9%	14.8%	14.6%
\$50,000 - \$74,999	16.0%	16.9%	17.6%
\$75,000 - \$99,999	10.5%	11.5%	12.0%
\$100,000 - \$149,999	11.1%	12.0%	13.0%
\$150,000 - \$199,999	3.6%	4.4%	4.9%
\$200,000+	4.0%	4.8%	5.3%
Average Household Income	\$66,152	\$72,684	\$76,710
2024 Households by Income			
Household Income Base	18,442	43,051	73,756
<\$15,000	11.6%	9.6%	8.7%
\$15,000 - \$24,999	11.8%	11.0%	10.3%
\$25,000 - \$34,999	10.2%	9.6%	8.8%
\$35,000 - \$49,999	14.4%	14.2%	14.0%
\$50,000 - \$74,999	16.7%	17.5%	17.9%
\$75,000 - \$99,999	11.5%	12.4%	12.8%
\$100,000 - \$149,999	13.5%	14.0%	14.9%
\$150,000 - \$199,999	5.2%	5.9%	6.5%
\$200,000+	5.1%	5.8%	6.2%
Average Household Income	\$78,329	\$83,985	\$87,582
2019 Owner Occupied Housing Units by Value			
Total	11,562	29,605	51,370
<\$50,000	12.7%	9.6%	8.3%
\$50,000 - \$99,999	18.9%	17.2%	14.0%
\$100,000 - \$149,999	13.3%	10.2%	10.2%
\$150,000 - \$199,999	9.3%	11.3%	11.9%
\$200,000 - \$249,999	13.1%	14.0%	13.6%
\$250,000 - \$299,999	8.3%	10.3%	11.2%
\$300,000 - \$399,999	10.2%	10.9%	14.0%
\$400,000 - \$499,999	5.0%	6.5%	7.9%
\$500,000 - \$749,999	4.7%	6.0%	5.8%
\$750,000 - \$999,999	1.8%	1.7%	1.3%
\$1,000,000 - \$1,499,999	1.9%	1.3%	0.9%
\$1,500,000 - \$1,999,999	0.7%	0.6%	0.4%
\$2,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$247,613	\$262,096	\$267,233
2024 Owner Occupied Housing Units by Value			
Total	12,346	31,218	53,917
<\$50,000	9.7%	7.2%	6.2%
\$50,000 - \$99,999	14.8%	13.3%	10.6%
\$100,000 - \$149,999	12.6%	9.8%	9.6%
\$150,000 - \$199,999	10.8%	11.0%	11.1%
\$200,000 - \$249,999	13.2%	13.8%	13.9%
\$250,000 - \$299,999	8.3%	10.8%	11.7%
\$300,000 - \$399,999	12.5%	13.4%	16.4%
\$400,000 - \$499,999	6.7%	8.3%	9.7%
\$500,000 - \$749,999	6.2%	7.8%	7.4%
\$750,000 - \$999,999	2.1%	2.0%	1.6%
\$1,000,000 - \$1,499,999	2.1%	1.5%	1.1%
\$1,500,000 - \$1,999,999	0.7%	0.6%	0.4%
\$2,000,000 +	0.3%	0.4%	0.4%
Average Home Value	\$278,250	\$292,977	\$295,660

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



Community Profile

Tarpon Square
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	7 minutes	10 minutes	13 minutes
2010 Population by Age			
Total	35,162	87,638	155,717
0 - 4	4.8%	4.6%	4.5%
5 - 9	5.0%	5.0%	5.2%
10 - 14	5.3%	5.5%	5.9%
15 - 24	10.4%	10.3%	10.6%
25 - 34	9.9%	9.4%	9.4%
35 - 44	12.1%	12.0%	12.4%
45 - 54	15.6%	15.9%	16.4%
55 - 64	14.3%	14.3%	14.2%
65 - 74	11.3%	10.8%	10.4%
75 - 84	8.3%	8.4%	7.7%
85 +	3.0%	3.7%	3.4%
18 +	81.5%	81.2%	80.5%
2019 Population by Age			
Total	38,886	94,732	166,721
0 - 4	4.3%	4.1%	4.1%
5 - 9	4.5%	4.5%	4.6%
10 - 14	4.7%	4.9%	5.1%
15 - 24	9.1%	9.3%	9.6%
25 - 34	11.0%	10.3%	10.4%
35 - 44	10.3%	10.3%	10.7%
45 - 54	13.0%	13.3%	13.5%
55 - 64	15.9%	16.0%	16.1%
65 - 74	14.6%	14.1%	13.7%
75 - 84	8.8%	8.8%	8.2%
85 +	3.8%	4.4%	4.1%
18 +	83.7%	83.4%	83.0%
2024 Population by Age			
Total	40,919	99,000	173,590
0 - 4	4.3%	4.1%	4.1%
5 - 9	4.4%	4.4%	4.5%
10 - 14	4.7%	4.8%	5.0%
15 - 24	8.7%	8.8%	9.0%
25 - 34	10.4%	10.1%	10.3%
35 - 44	10.7%	10.6%	11.1%
45 - 54	11.7%	11.9%	12.0%
55 - 64	14.9%	15.2%	15.2%
65 - 74	16.0%	15.4%	15.1%
75 - 84	10.4%	10.3%	9.6%
85 +	3.8%	4.3%	4.0%
18 +	83.9%	83.6%	83.3%
2010 Population by Sex			
Males	16,928	41,965	74,653
Females	18,232	45,673	81,063
2019 Population by Sex			
Males	18,771	45,522	80,213
Females	20,115	49,211	86,507
2024 Population by Sex			
Males	19,803	47,733	83,754
Females	21,117	51,267	89,836

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	35,159	87,639	155,717
White Alone	88.0%	90.7%	91.1%
Black Alone	5.8%	3.7%	3.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.7%	1.7%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.5%	1.5%
Two or More Races	2.2%	2.0%	2.0%
Hispanic Origin	8.3%	7.5%	7.5%
Diversity Index	34.1	29.0	28.3
2019 Population by Race/Ethnicity			
Total	38,886	94,732	166,720
White Alone	85.4%	88.2%	88.7%
Black Alone	6.7%	4.5%	3.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.0%	2.1%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.6%	2.1%	2.0%
Two or More Races	3.0%	2.7%	2.7%
Hispanic Origin	11.2%	10.2%	10.3%
Diversity Index	41.2	36.3	35.7
2024 Population by Race/Ethnicity			
Total	40,921	99,000	173,591
White Alone	83.7%	86.6%	87.0%
Black Alone	7.2%	5.1%	4.3%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.3%	2.3%	2.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	2.5%	2.5%
Two or More Races	3.4%	3.2%	3.2%
Hispanic Origin	13.2%	12.1%	12.2%
Diversity Index	45.6	40.8	40.3
2010 Population by Relationship and Household Type			
Total	35,160	87,638	155,716
In Households	98.8%	99.1%	99.2%
In Family Households	75.3%	78.6%	79.9%
Householder	26.1%	27.2%	27.5%
Spouse	18.5%	20.4%	20.9%
Child	24.9%	25.5%	26.3%
Other relative	3.3%	3.1%	3.0%
Nonrelative	2.4%	2.3%	2.2%
In Nonfamily Households	23.5%	20.5%	19.3%
In Group Quarters	1.2%	0.9%	0.8%
Institutionalized Population	0.9%	0.7%	0.6%
Noninstitutionalized Population	0.3%	0.2%	0.2%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	30,133	73,132	127,642
Less than 9th Grade	4.2%	3.2%	2.6%
9th - 12th Grade, No Diploma	6.9%	5.4%	5.2%
High School Graduate	27.7%	28.1%	27.1%
GED/Alternative Credential	4.0%	3.8%	3.7%
Some College, No Degree	20.2%	20.0%	20.5%
Associate Degree	12.9%	12.0%	12.0%
Bachelor's Degree	16.4%	18.8%	19.8%
Graduate/Professional Degree	7.7%	8.7%	9.1%
2019 Population 15+ by Marital Status			
Total	33,657	81,941	143,636
Never Married	27.7%	25.7%	25.7%
Married	49.5%	52.0%	52.9%
Widowed	7.3%	8.0%	8.0%
Divorced	15.6%	14.3%	13.3%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.3%	95.5%	95.8%
Civilian Unemployed (Unemployment Rate)	5.7%	4.5%	4.2%
2019 Employed Population 16+ by Industry			
Total	16,518	40,291	71,477
Agriculture/Mining	0.2%	0.3%	0.3%
Construction	8.7%	7.4%	7.1%
Manufacturing	7.2%	6.4%	6.2%
Wholesale Trade	2.7%	2.7%	2.8%
Retail Trade	15.0%	13.6%	13.5%
Transportation/Utilities	4.1%	3.7%	4.1%
Information	1.7%	2.0%	1.9%
Finance/Insurance/Real Estate	9.0%	9.4%	9.4%
Services	49.2%	51.9%	51.8%
Public Administration	2.2%	2.6%	2.9%
2019 Employed Population 16+ by Occupation			
Total	16,517	40,290	71,480
White Collar	62.4%	64.9%	66.8%
Management/Business/Financial	15.0%	16.0%	16.0%
Professional	17.4%	20.0%	21.0%
Sales	15.1%	14.3%	14.6%
Administrative Support	15.0%	14.6%	15.2%
Services	18.6%	18.9%	17.9%
Blue Collar	18.9%	16.2%	15.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.6%	4.3%	4.0%
Installation/Maintenance/Repair	4.7%	4.2%	3.9%
Production	4.7%	3.5%	3.3%
Transportation/Material Moving	3.9%	4.0%	4.0%
2010 Population By Urban/ Rural Status			
Total Population	35,160	87,638	155,716
Population Inside Urbanized Area	99.8%	98.9%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.2%	1.1%	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	16,129	38,805	67,480
Households with 1 Person	34.5%	31.4%	30.0%
Households with 2+ People	65.5%	68.6%	70.0%
Family Households	57.6%	61.6%	63.3%
Husband-wife Families	40.8%	46.1%	48.0%
With Related Children	13.0%	15.0%	16.7%
Other Family (No Spouse Present)	16.8%	15.6%	15.3%
Other Family with Male Householder	4.7%	4.4%	4.3%
With Related Children	2.4%	2.4%	2.4%
Other Family with Female Householder	12.1%	11.2%	11.0%
With Related Children	7.6%	6.8%	6.7%
Nonfamily Households	7.9%	6.9%	6.6%
All Households with Children	23.4%	24.6%	26.1%
Multigenerational Households	2.9%	2.9%	2.9%
Unmarried Partner Households	7.9%	7.3%	7.0%
Male-female	7.1%	6.5%	6.2%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	16,130	38,806	67,480
1 Person Household	34.5%	31.4%	30.0%
2 Person Household	37.6%	38.4%	38.1%
3 Person Household	13.1%	14.1%	14.6%
4 Person Household	8.9%	9.9%	10.8%
5 Person Household	3.8%	4.1%	4.3%
6 Person Household	1.3%	1.4%	1.4%
7 + Person Household	0.7%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	16,129	38,805	67,480
Owner Occupied	67.9%	74.3%	75.0%
Owned with a Mortgage/Loan	40.1%	46.5%	48.7%
Owned Free and Clear	27.9%	27.7%	26.2%
Renter Occupied	32.1%	25.7%	25.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	19,887	46,926	79,847
Housing Units Inside Urbanized Area	99.9%	99.1%	99.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.1%	0.9%	0.9%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Senior Escapes (9D)	Senior Escapes (9D)	Heartland Communities (6F)
2.	Midlife Constants (5E)	Midlife Constants (5E)	Traditional Living (12B)
3.	Small Town Simplicity (12C)	Traditional Living (12B)	Senior Escapes (9D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$28,178,171	\$72,098,685	\$130,879,436
Average Spent	\$1,601.85	\$1,742.36	\$1,838.40
Spending Potential Index	75	81	86
Education: Total \$	\$19,054,197	\$50,689,851	\$93,511,538
Average Spent	\$1,083.18	\$1,224.98	\$1,313.51
Spending Potential Index	68	77	82
Entertainment/Recreation: Total \$	\$45,194,050	\$115,546,828	\$208,481,350
Average Spent	\$2,569.16	\$2,792.34	\$2,928.44
Spending Potential Index	79	85	90
Food at Home: Total \$	\$72,190,593	\$182,311,465	\$328,040,669
Average Spent	\$4,103.84	\$4,405.79	\$4,607.83
Spending Potential Index	79	85	89
Food Away from Home: Total \$	\$48,821,328	\$125,108,491	\$227,119,700
Average Spent	\$2,775.36	\$3,023.40	\$3,190.24
Spending Potential Index	76	82	87
Health Care: Total \$	\$86,155,864	\$220,193,964	\$395,550,701
Average Spent	\$4,897.72	\$5,321.27	\$5,556.11
Spending Potential Index	83	90	94
HH Furnishings & Equipment: Total \$	\$28,712,590	\$74,241,997	\$134,692,661
Average Spent	\$1,632.23	\$1,794.15	\$1,891.96
Spending Potential Index	77	84	89
Personal Care Products & Services: Total \$	\$11,913,403	\$30,928,941	\$56,287,768
Average Spent	\$677.24	\$747.44	\$790.65
Spending Potential Index	76	84	89
Shelter: Total \$	\$244,369,542	\$629,433,638	\$1,141,759,174
Average Spent	\$13,891.74	\$15,211.06	\$16,037.75
Spending Potential Index	75	82	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$34,786,447	\$89,805,391	\$162,250,558
Average Spent	\$1,977.51	\$2,170.26	\$2,279.06
Spending Potential Index	80	88	92
Travel: Total \$	\$29,451,423	\$77,209,965	\$140,480,335
Average Spent	\$1,674.23	\$1,865.88	\$1,973.26
Spending Potential Index	75	83	88
Vehicle Maintenance & Repairs: Total \$	\$16,124,919	\$41,171,893	\$74,363,322
Average Spent	\$916.66	\$994.97	\$1,044.55
Spending Potential Index	80	87	91

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.