



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	12,546	101,715	227,155
2010 Total Population	12,063	100,630	223,272
2018 Total Population	12,875	105,577	234,639
2018 Group Quarters	68	1,041	4,439
2023 Total Population	13,507	110,295	244,027
2018-2023 Annual Rate	0.96%	0.88%	0.79%
2018 Total Daytime Population	17,126	100,077	218,339
Workers	9,545	44,587	95,724
Residents	7,581	55,490	122,615
<b>Household Summary</b>			
2000 Households	6,821	46,951	101,031
2000 Average Household Size	1.83	2.13	2.19
2010 Households	6,450	47,222	101,137
2010 Average Household Size	1.86	2.11	2.16
2018 Households	6,714	48,689	104,644
2018 Average Household Size	1.91	2.15	2.20
2023 Households	7,003	50,736	108,526
2023 Average Household Size	1.92	2.15	2.21
2018-2023 Annual Rate	0.85%	0.83%	0.73%
2010 Families	3,193	26,571	57,693
2010 Average Family Size	2.56	2.75	2.79
2018 Families	3,314	27,242	59,212
2018 Average Family Size	2.60	2.78	2.83
2023 Families	3,452	28,324	61,213
2023 Average Family Size	2.61	2.78	2.83
2018-2023 Annual Rate	0.82%	0.78%	0.67%
<b>Housing Unit Summary</b>			
2000 Housing Units	7,898	52,458	113,224
Owner Occupied Housing Units	68.8%	67.9%	64.2%
Renter Occupied Housing Units	17.5%	21.6%	25.0%
Vacant Housing Units	13.6%	10.5%	10.8%
2010 Housing Units	7,967	54,227	117,644
Owner Occupied Housing Units	61.4%	62.4%	58.4%
Renter Occupied Housing Units	19.6%	24.7%	27.6%
Vacant Housing Units	19.0%	12.9%	14.0%
2018 Housing Units	8,138	55,500	121,290
Owner Occupied Housing Units	60.3%	59.8%	55.1%
Renter Occupied Housing Units	22.2%	27.9%	31.2%
Vacant Housing Units	17.5%	12.3%	13.7%
2023 Housing Units	8,378	57,521	125,146
Owner Occupied Housing Units	62.5%	61.2%	56.6%
Renter Occupied Housing Units	21.1%	27.0%	30.1%
Vacant Housing Units	16.4%	11.8%	13.3%
<b>Median Household Income</b>			
2018	\$48,150	\$51,108	\$51,007
2023	\$54,888	\$57,096	\$57,235
<b>Median Home Value</b>			
2018	\$144,609	\$191,379	\$193,418
2023	\$175,599	\$222,108	\$223,765
<b>Per Capita Income</b>			
2018	\$35,068	\$33,122	\$32,835
2023	\$40,943	\$38,563	\$38,343
<b>Median Age</b>			
2010	56.0	48.4	46.5
2018	58.9	51.4	49.2
2023	61.1	53.1	50.4

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>2018 Households by Income</b>			
Household Income Base	6,714	48,689	104,644
<\$15,000	11.0%	10.3%	10.6%
\$15,000 - \$24,999	13.5%	12.3%	12.0%
\$25,000 - \$34,999	12.4%	11.4%	11.2%
\$35,000 - \$49,999	14.4%	14.7%	15.1%
\$50,000 - \$74,999	18.8%	19.6%	18.9%
\$75,000 - \$99,999	11.5%	12.2%	12.2%
\$100,000 - \$149,999	11.6%	11.6%	11.7%
\$150,000 - \$199,999	3.0%	3.9%	4.0%
\$200,000+	3.8%	4.1%	4.4%
Average Household Income	\$68,344	\$71,089	\$71,948
<b>2023 Households by Income</b>			
Household Income Base	7,003	50,736	108,526
<\$15,000	9.0%	8.1%	8.5%
\$15,000 - \$24,999	11.2%	10.1%	9.8%
\$25,000 - \$34,999	10.8%	10.0%	9.8%
\$35,000 - \$49,999	13.7%	14.1%	14.5%
\$50,000 - \$74,999	19.6%	20.4%	19.5%
\$75,000 - \$99,999	13.1%	13.6%	13.5%
\$100,000 - \$149,999	14.3%	13.9%	14.0%
\$150,000 - \$199,999	3.5%	4.6%	4.7%
\$200,000+	4.8%	5.1%	5.6%
Average Household Income	\$80,307	\$83,154	\$84,532
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	4,907	33,214	66,790
<\$50,000	9.1%	8.2%	7.4%
\$50,000 - \$99,999	29.3%	14.2%	12.7%
\$100,000 - \$149,999	13.0%	13.8%	14.4%
\$150,000 - \$199,999	13.5%	16.6%	17.8%
\$200,000 - \$249,999	9.0%	15.3%	15.1%
\$250,000 - \$299,999	7.9%	9.5%	10.1%
\$300,000 - \$399,999	6.8%	11.9%	12.4%
\$400,000 - \$499,999	5.4%	4.9%	4.7%
\$500,000 - \$749,999	3.4%	3.3%	3.2%
\$750,000 - \$999,999	1.4%	1.3%	1.2%
\$1,000,000 - \$1,499,999	0.3%	0.7%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.8%	0.2%	0.1%
Average Home Value	\$209,240	\$228,703	\$230,715
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	5,233	35,228	70,860
<\$50,000	7.1%	5.2%	5.0%
\$50,000 - \$99,999	25.3%	10.5%	9.1%
\$100,000 - \$149,999	11.0%	11.3%	11.5%
\$150,000 - \$199,999	12.8%	15.4%	16.4%
\$200,000 - \$249,999	10.9%	17.1%	16.8%
\$250,000 - \$299,999	10.1%	11.5%	12.2%
\$300,000 - \$399,999	8.7%	15.1%	15.6%
\$400,000 - \$499,999	6.7%	6.5%	6.1%
\$500,000 - \$749,999	4.5%	4.2%	4.2%
\$750,000 - \$999,999	1.8%	1.9%	1.7%
\$1,000,000 - \$1,499,999	0.4%	1.1%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.8%	0.2%	0.2%
Average Home Value	\$235,455	\$262,763	\$264,214

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	12,062	100,632	223,272
0 - 4	3.6%	4.4%	4.6%
5 - 9	3.5%	4.4%	4.7%
10 - 14	3.6%	4.8%	5.2%
15 - 24	7.6%	9.8%	10.5%
25 - 34	9.0%	10.3%	10.8%
35 - 44	9.4%	11.2%	11.8%
45 - 54	12.0%	14.9%	15.6%
55 - 64	14.8%	14.8%	14.4%
65 - 74	14.6%	11.7%	10.4%
75 - 84	13.9%	9.0%	7.9%
85 +	8.0%	4.6%	4.1%
18 +	86.8%	83.1%	82.2%
<b>2018 Population by Age</b>			
Total	12,876	105,577	234,638
0 - 4	3.3%	3.9%	4.2%
5 - 9	3.5%	4.2%	4.4%
10 - 14	3.7%	4.5%	4.7%
15 - 24	7.2%	9.0%	9.8%
25 - 34	8.5%	10.3%	11.2%
35 - 44	8.5%	10.2%	10.6%
45 - 54	10.3%	12.4%	13.0%
55 - 64	13.8%	15.8%	15.7%
65 - 74	18.0%	14.9%	13.6%
75 - 84	13.5%	9.3%	8.2%
85 +	9.6%	5.3%	4.7%
18 +	87.2%	84.6%	84.0%
<b>2023 Population by Age</b>			
Total	13,506	110,296	244,027
0 - 4	3.2%	3.8%	4.2%
5 - 9	3.3%	4.0%	4.2%
10 - 14	3.6%	4.4%	4.5%
15 - 24	6.9%	8.5%	9.1%
25 - 34	7.9%	10.1%	11.3%
35 - 44	8.5%	10.3%	10.9%
45 - 54	9.2%	11.1%	11.4%
55 - 64	13.2%	14.9%	14.8%
65 - 74	18.9%	16.5%	15.1%
75 - 84	16.1%	11.2%	9.7%
85 +	9.2%	5.3%	4.7%
18 +	87.8%	85.1%	84.4%
<b>2010 Population by Sex</b>			
Males	5,350	46,893	105,773
Females	6,713	53,737	117,499
<b>2018 Population by Sex</b>			
Males	5,763	49,456	111,355
Females	7,113	56,121	123,284
<b>2023 Population by Sex</b>			
Males	6,065	51,773	115,982
Females	7,442	58,522	128,045

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	12,062	100,631	223,272
White Alone	89.6%	87.6%	85.9%
Black Alone	3.0%	4.8%	6.5%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.0%	2.5%	2.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.5%	2.7%	2.8%
Two or More Races	1.5%	2.0%	2.1%
Hispanic Origin	9.6%	10.0%	10.4%
Diversity Index	33.5	36.9	39.6
<b>2018 Population by Race/Ethnicity</b>			
Total	12,875	105,578	234,640
White Alone	88.2%	85.9%	84.1%
Black Alone	3.1%	5.0%	6.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	3.5%	2.9%	2.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.1%	3.3%	3.4%
Two or More Races	1.9%	2.5%	2.6%
Hispanic Origin	11.7%	12.3%	12.8%
Diversity Index	38.1	41.9	44.7
<b>2023 Population by Race/Ethnicity</b>			
Total	13,507	110,295	244,028
White Alone	86.9%	84.5%	82.5%
Black Alone	3.2%	5.2%	7.0%
American Indian Alone	0.2%	0.3%	0.4%
Asian Alone	3.9%	3.2%	3.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.5%	3.9%	4.0%
Two or More Races	2.2%	2.8%	3.0%
Hispanic Origin	13.5%	14.4%	15.0%
Diversity Index	41.9	46.0	48.8
<b>2010 Population by Relationship and Household Type</b>			
Total	12,063	100,630	223,272
In Households	99.4%	99.0%	98.0%
In Family Households	69.2%	74.5%	74.4%
Householder	25.9%	26.4%	25.9%
Spouse	20.0%	19.9%	18.9%
Child	18.5%	23.1%	24.0%
Other relative	3.2%	3.2%	3.4%
Nonrelative	1.5%	1.9%	2.2%
In Nonfamily Households	30.3%	24.5%	23.6%
In Group Quarters	0.6%	1.0%	2.0%
Institutionalized Population	0.4%	0.9%	0.8%
Noninstitutionalized Population	0.1%	0.2%	1.1%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>2018 Population 25+ by Educational Attainment</b>			
Total	10,589	82,628	180,557
Less than 9th Grade	2.0%	2.4%	2.7%
9th - 12th Grade, No Diploma	3.9%	4.7%	5.2%
High School Graduate	26.4%	24.7%	24.7%
GED/Alternative Credential	3.0%	3.8%	3.6%
Some College, No Degree	21.3%	22.6%	22.4%
Associate Degree	7.6%	9.7%	10.2%
Bachelor's Degree	22.4%	21.3%	21.0%
Graduate/Professional Degree	13.3%	10.7%	10.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	11,513	92,135	203,603
Never Married	22.6%	26.7%	28.1%
Married	46.3%	47.0%	47.2%
Widowed	14.8%	9.8%	9.0%
Divorced	16.4%	16.4%	15.7%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.6%	96.9%	96.5%
Civilian Unemployed (Unemployment Rate)	2.4%	3.1%	3.5%
<b>2018 Employed Population 16+ by Industry</b>			
Total	5,407	50,883	113,805
Agriculture/Mining	2.8%	0.6%	0.4%
Construction	5.0%	6.3%	6.3%
Manufacturing	5.0%	6.4%	6.2%
Wholesale Trade	2.6%	2.1%	2.5%
Retail Trade	16.2%	13.9%	13.6%
Transportation/Utilities	3.4%	3.8%	3.8%
Information	1.8%	1.4%	1.4%
Finance/Insurance/Real Estate	8.2%	8.0%	8.3%
Services	50.9%	53.7%	54.0%
Public Administration	4.0%	3.7%	3.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	5,408	50,883	113,805
White Collar	69.0%	67.5%	67.1%
Management/Business/Financial	15.6%	15.3%	15.5%
Professional	22.9%	23.0%	22.4%
Sales	15.3%	13.1%	13.4%
Administrative Support	15.2%	16.2%	15.8%
Services	15.9%	16.6%	17.4%
Blue Collar	15.1%	15.9%	15.5%
Farming/Forestry/Fishing	1.4%	0.5%	0.2%
Construction/Extraction	3.1%	3.6%	3.5%
Installation/Maintenance/Repair	2.4%	3.3%	3.5%
Production	2.4%	4.2%	4.1%
Transportation/Material Moving	5.7%	4.4%	4.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,063	100,630	223,272
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

December 20, 2018



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01  
Longitude: -82.73

	1 mile	3 mile	5 mile
<b>2010 Households by Type</b>			
Total	6,451	47,222	101,137
Households with 1 Person	44.4%	36.6%	35.4%
Households with 2+ People	55.6%	63.4%	64.6%
Family Households	49.5%	56.3%	57.0%
Husband-wife Families	38.2%	42.4%	41.8%
With Related Children	9.7%	13.2%	13.6%
Other Family (No Spouse Present)	11.2%	13.9%	15.3%
Other Family with Male Householder	2.6%	3.6%	4.0%
With Related Children	1.1%	1.8%	2.1%
Other Family with Female Householder	8.6%	10.3%	11.3%
With Related Children	3.9%	5.7%	6.7%
Nonfamily Households	6.1%	7.2%	7.6%
All Households with Children	15.0%	21.1%	22.7%
Multigenerational Households	1.8%	2.4%	2.6%
Unmarried Partner Households	5.2%	6.2%	6.9%
Male-female	4.4%	5.4%	6.1%
Same-sex	0.8%	0.9%	0.9%
<b>2010 Households by Size</b>			
Total	6,449	47,223	101,138
1 Person Household	44.4%	36.6%	35.4%
2 Person Household	36.6%	37.3%	36.8%
3 Person Household	9.3%	12.5%	13.2%
4 Person Household	6.1%	8.5%	9.0%
5 Person Household	2.1%	3.3%	3.6%
6 Person Household	0.9%	1.2%	1.3%
7 + Person Household	0.5%	0.6%	0.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,450	47,222	101,137
Owner Occupied	75.8%	71.6%	68.0%
Owned with a Mortgage/Loan	36.9%	42.4%	42.2%
Owned Free and Clear	39.0%	29.2%	25.7%
Renter Occupied	24.2%	28.4%	32.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,967	54,227	117,644
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



# Community Profile

Rings: 1, 3, 5 mile radii

25865 US Hwy 19 N, Clearwater, FL 33763,

Latitude: 28.01

Longitude: -82.73

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	The Elders (9C)	The Elders (9C)	Retirement Communities
<b>2.</b>	Golden Years (9B)	Golden Years (9B)	Midlife Constants (5E)
<b>3.</b>	Exurbanites (1E)	Senior Escapes (9D)	The Elders (9C)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,326,349	\$87,525,897	\$191,899,963
Average Spent	\$1,686.97	\$1,797.65	\$1,833.84
Spending Potential Index	78	83	84
Education: Total \$	\$7,384,841	\$57,204,771	\$125,498,057
Average Spent	\$1,099.92	\$1,174.90	\$1,199.29
Spending Potential Index	76	81	83
Entertainment/Recreation: Total \$	\$17,745,630	\$134,138,400	\$291,840,875
Average Spent	\$2,643.08	\$2,755.00	\$2,788.89
Spending Potential Index	82	86	87
Food at Home: Total \$	\$27,241,642	\$208,623,999	\$455,364,633
Average Spent	\$4,057.44	\$4,284.83	\$4,351.56
Spending Potential Index	81	85	87
Food Away from Home: Total \$	\$18,852,531	\$144,024,979	\$314,891,540
Average Spent	\$2,807.94	\$2,958.06	\$3,009.17
Spending Potential Index	80	84	86
Health Care: Total \$	\$33,820,590	\$249,110,447	\$537,571,416
Average Spent	\$5,037.32	\$5,116.36	\$5,137.15
Spending Potential Index	88	89	90
HH Furnishings & Equipment: Total \$	\$11,517,144	\$86,891,106	\$189,203,312
Average Spent	\$1,715.39	\$1,784.61	\$1,808.07
Spending Potential Index	82	85	87
Personal Care Products & Services: Total \$	\$4,691,546	\$34,972,288	\$75,872,725
Average Spent	\$698.77	\$718.28	\$725.06
Spending Potential Index	84	87	88
Shelter: Total \$	\$93,884,767	\$704,244,919	\$1,528,854,045
Average Spent	\$13,983.43	\$14,464.15	\$14,610.05
Spending Potential Index	83	86	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,225,119	\$109,022,643	\$233,146,304
Average Spent	\$2,267.67	\$2,239.16	\$2,227.99
Spending Potential Index	91	90	90
Travel: Total \$	\$12,274,805	\$90,320,994	\$194,759,382
Average Spent	\$1,828.24	\$1,855.06	\$1,861.16
Spending Potential Index	85	86	86
Vehicle Maintenance & Repairs: Total \$	\$5,941,234	\$45,083,842	\$98,136,741
Average Spent	\$884.90	\$925.96	\$937.82
Spending Potential Index	82	86	87

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.