

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2019 Estimates & Q4 2024 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 27.917732, -82.733195

19-Mar-2020

## 101390-Tri-City Plaza

### Largo, FL

|                               | 1.00 Mile Radius                          | 3.00 Mile Radius | 5.00 Mile Radius | 10.00 Mile Radius |          |
|-------------------------------|---|------------------|------------------|-------------------|----------|
| <b>POPULATION</b>             | 2019 Estimated Population                 | 13,148           | 91,438           | 239,187           | 692,526  |
|                               | 2019 Daytime Population                   | 15,845           | 120,899          | 345,512           | 804,328  |
|                               | 2024 Population Forecast                  | 12,937           | 91,007           | 237,813           | 685,317  |
|                               | 2010 Census Population                    | 12,787           | 85,343           | 223,720           | 657,081  |
|                               | 2000 Census Population                    | 11,554           | 80,977           | 218,410           | 654,468  |
|                               | 1990 Census Population                    | 10,296           | 76,834           | 205,330           | 616,722  |
|                               | Historical Annual Growth, 1990 to 2000    | 1.16%            | 0.53%            | 0.62%             | 0.60%    |
|                               | Historical Annual Growth, 2000 to 2010    | 1.02%            | 0.53%            | 0.24%             | 0.04%    |
|                               | Estimated Annual Growth, 2010 to 2019     | 0.29%            | 0.71%            | 0.69%             | 0.54%    |
|                               | Projected Annual Growth, 2019 to 2024     | -0.32%           | -0.09%           | -0.12%            | -0.21%   |
| <b>HOUSEHOLDS</b>             | 2019 Estimated Households                 | 6,207            | 41,179           | 106,305           | 315,048  |
|                               | 2024 Households Forecast                  | 6,104            | 40,897           | 105,576           | 311,629  |
|                               | 2010 Census Households                    | 6,049            | 38,577           | 99,487            | 298,773  |
|                               | 2000 Census Households                    | 5,186            | 36,024           | 96,815            | 297,539  |
|                               | 1990 Census Households                    | 4,853            | 34,613           | 91,954            | 278,105  |
|                               | Historical Annual Growth, 1990 to 2000    | 0.67%            | 0.40%            | 0.52%             | 0.68%    |
|                               | Historical Annual Growth, 2000 to 2010    | 1.55%            | 0.69%            | 0.27%             | 0.04%    |
|                               | Estimated Annual Growth, 2010 to 2019     | 0.26%            | 0.67%            | 0.68%             | 0.55%    |
|                               | Projected Annual Growth, 2019 to 2024     | -0.33%           | -0.14%           | -0.14%            | -0.22%   |
|                               | 2019 % Households With Children           | 16%              | 19%              | 20%               | 19%      |
| 2019 Persons per Household    | 2.10                                      | 2.12             | 2.19             | 2.16              |          |
| <b>INCOME 2019</b>            | HH Income \$500,000 or more               | 0.30%            | 0.27%            | 0.41%             | 0.62%    |
|                               | HH Income \$250,000 to \$499,999          | 0.31%            | 0.31%            | 0.46%             | 0.73%    |
|                               | HH Income \$200,000 to \$249,999          | 0.75%            | 0.73%            | 1.11%             | 1.72%    |
|                               | HH Income \$175,000 to \$199,999          | 1.33%            | 1.78%            | 1.89%             | 2.44%    |
|                               | HH Income \$150,000 to \$174,999          | 1.87%            | 2.50%            | 2.60%             | 3.02%    |
|                               | HH Income \$100,000 to \$149,999          | 9.01%            | 11.23%           | 11.24%            | 12.45%   |
|                               | HH Income \$75,000 to \$99,999            | 12.11%           | 12.47%           | 11.71%            | 12.15%   |
|                               | HH Income \$50,000 to \$74,999            | 19.62%           | 19.35%           | 18.51%            | 18.39%   |
|                               | HH Income \$35,000 to \$49,999            | 19.14%           | 17.47%           | 15.94%            | 15.17%   |
|                               | HH Income \$25,000 to \$34,999            | 13.22%           | 12.03%           | 12.11%            | 11.19%   |
|                               | HH Income \$15,000 to \$24,999            | 11.06%           | 11.06%           | 11.79%            | 10.92%   |
|                               | HH Income \$0 to \$14,999                 | 11.28%           | 10.80%           | 12.23%            | 11.20%   |
|                               | Average Household Income                  | \$65,014         | \$63,864         | \$64,583          | \$71,780 |
| Median Household Income       | \$45,860                                  | \$48,673         | \$47,820         | \$51,836          |          |
| Per Capita Income             | \$31,064                                  | \$29,333         | \$29,204         | \$33,072          |          |
| 2000 Average Household Income | \$44,224                                  | \$45,928         | \$46,355         | \$49,683          |          |
| 2000 Median Household Income  | \$33,737                                  | \$35,977         | \$35,274         | \$37,292          |          |
| <b>WRKPLACE 2019</b>          | Workplace Establishments                  | 391              | 3,232            | 8,786             | 22,107   |
|                               | Workplace Employees (Full Time Employees) | 7,267            | 63,397           | 169,813           | 370,679  |

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|                                 | 1.00 Mile Radius                     | 3.00 Mile Radius | 5.00 Mile Radius | 10.00 Mile Radius |         |
|---------------------------------|--------------------------------------|------------------|------------------|-------------------|---------|
| <b>POPULATION BY AGE 2019</b>   | Count of Pop 0 to 4 years            | 762              | 4,953            | 13,266            | 37,593  |
|                                 | Count of Pop 5 to 14 years           | 1,277            | 8,370            | 23,031            | 64,734  |
|                                 | Count of Pop 14 to 22 years          | 962              | 6,636            | 18,704            | 52,233  |
|                                 | Count of Pop 22 to 30 years          | 1,016            | 8,022            | 20,806            | 58,298  |
|                                 | Count of Pop 30 to 45 years          | 2,350            | 16,061           | 41,532            | 113,276 |
|                                 | Count of Pop 45 to 60 years          | 2,543            | 17,690           | 46,466            | 136,834 |
|                                 | Count of Pop 60 to 75 years          | 2,631            | 18,123           | 46,881            | 144,421 |
|                                 | Count of Pop 75+ years               | 1,607            | 11,583           | 28,501            | 85,137  |
|                                 | Population 0 to 4 Years              | 5.80%            | 5.42%            | 5.55%             | 5.43%   |
|                                 | Population 5 to 13 Years             | 9.72%            | 9.15%            | 9.63%             | 9.35%   |
|                                 | Population 14 to 21 Years            | 7.31%            | 7.26%            | 7.82%             | 7.54%   |
|                                 | Population 22 to 29 Years            | 7.73%            | 8.77%            | 8.70%             | 8.42%   |
|                                 | Population 30 to 44 Years            | 17.87%           | 17.57%           | 17.36%            | 16.36%  |
|                                 | Population 45 to 59 Years            | 19.34%           | 19.35%           | 19.43%            | 19.76%  |
|                                 | Population 60 to 74 Years            | 20.01%           | 19.82%           | 19.60%            | 20.85%  |
|                                 | Population 74 Years Plus             | 12.22%           | 12.67%           | 11.92%            | 12.29%  |
| Median Age                      | 46.3                                 | 46.6             | 45.8             | 47.5              |         |
| <b>GENDER 2019</b>              | Male Population                      | 6,391            | 45,000           | 116,555           | 333,404 |
|                                 | Female Population                    | 6,757            | 46,438           | 122,632           | 359,122 |
| <b>RACE 2019</b>                | 2019 Estimated Population            | 13,148           | 91,438           | 239,187           | 692,526 |
|                                 | White                                | 84.04%           | 84.20%           | 82.85%            | 84.89%  |
|                                 | Black or African American            | 6.35%            | 6.58%            | 7.57%             | 6.39%   |
|                                 | Asian or Pacific Islander            | 3.46%            | 3.58%            | 3.36%             | 3.63%   |
|                                 | Other Races                          | 6.16%            | 5.64%            | 6.23%             | 5.10%   |
| <b>HISPANIC</b>                 | 2019 Hispanic Population             | 1,861            | 10,110           | 29,382            | 67,768  |
|                                 | 2019 Hispanic Population %           | 14.16%           | 11.06%           | 12.28%            | 9.79%   |
|                                 | 2024 Hispanic Population Forecast    | 1,826            | 10,066           | 29,159            | 67,273  |
|                                 | 2024 Hispanic Population % Projected | 14.12%           | 11.06%           | 12.26%            | 9.82%   |
|                                 | 2000 Hispanic Population %           | 6.57%            | 5.35%            | 6.45%             | 5.23%   |
| 1990 Hispanic Population %      | 2.35%                                | 2.16%            | 2.44%            | 2.40%             |         |
| <b>EDUCATION (AGE 25+) 2019</b> | Adult Population (25 Years or Older) | 9,780            | 68,384           | 176,267           | 515,863 |
|                                 | Elementary                           | 2.36%            | 3.36%            | 3.55%             | 3.21%   |
|                                 | Some High School                     | 7.25%            | 7.63%            | 7.54%             | 6.54%   |
|                                 | High School Graduate                 | 37.93%           | 32.69%           | 32.23%            | 30.05%  |
|                                 | Some College                         | 23.24%           | 23.44%           | 23.47%            | 22.42%  |
|                                 | Associates Degree                    | 9.36%            | 10.04%           | 10.20%            | 10.27%  |
|                                 | Bachelors Degree                     | 14.31%           | 16.11%           | 15.60%            | 18.23%  |
|                                 | Graduate Degree                      | 5.55%            | 6.73%            | 7.40%             | 9.28%   |
| % College (4+)                  | 19.86%                               | 22.83%           | 23.01%           | 27.50%            |         |
| <b>HOUSING 2019</b>             | Total Housing Units                  | 7,680            | 49,853           | 125,702           | 376,426 |
|                                 | Owner Occupied Percent               | 48.36%           | 53.86%           | 54.16%            | 56.63%  |
|                                 | Renter Occupied Percent              | 32.46%           | 28.74%           | 30.41%            | 27.07%  |
|                                 | Vacant Housing Percent               | 19.19%           | 17.40%           | 15.43%            | 16.31%  |

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| <b>HOMES BUILT BY YEAR 2019</b>                     |                  |                  |                  |                   |
| Homes Built 2010 or later                           | 1.12%            | 0.42%            | 0.25%            | 0.21%             |
| Homes Built 2000 to 2009                            | 2.37%            | 6.02%            | 5.66%            | 6.25%             |
| Homes Built 1990 to 1999                            | 5.21%            | 8.05%            | 8.51%            | 8.68%             |
| Homes Built 1980 to 1989                            | 27.91%           | 23.27%           | 21.11%           | 20.38%            |
| Homes Built 1970 to 1979                            | 44.69%           | 37.73%           | 34.32%           | 30.53%            |
| Homes Built 1960 to 1979                            | 13.49%           | 16.01%           | 16.49%           | 16.79%            |
| Homes Built 1950 to 1959                            | 4.25%            | 7.24%            | 11.12%           | 13.51%            |
| Homes Built 1940 to 1949                            | 0.57%            | 0.62%            | 1.23%            | 1.94%             |
| Homes Built 1939 or earlier                         | 0.39%            | 0.63%            | 1.31%            | 1.71%             |
| <b>HOME VALUE (OWNER OCCUPIED) 2019</b>             |                  |                  |                  |                   |
| Property Value \$1,000,000 or more                  | 2.26%            | 1.38%            | 2.49%            | 5.04%             |
| Property Value \$750,000 to \$999,999               | 1.46%            | 1.69%            | 2.60%            | 4.40%             |
| Property Value \$500,000 to \$749,999               | 8.67%            | 9.87%            | 10.19%           | 13.61%            |
| Property Value \$400,000 to \$499,999               | 9.31%            | 10.98%           | 10.95%           | 11.69%            |
| Property Value \$300,000 to \$399,999               | 8.95%            | 16.13%           | 17.23%           | 16.67%            |
| Property Value \$200,000 to \$299,999               | 13.61%           | 16.74%           | 18.71%           | 18.28%            |
| Property Value \$150,000 to \$199,999               | 9.18%            | 9.38%            | 10.17%           | 9.55%             |
| Property Value \$100,000 to \$149,999               | 9.21%            | 10.18%           | 9.45%            | 8.31%             |
| Property Value \$60,000 to \$99,999                 | 10.16%           | 8.56%            | 7.02%            | 5.05%             |
| Property Value \$40,000 to \$59,999                 | 5.63%            | 4.00%            | 3.31%            | 2.11%             |
| Property Value \$0 to \$39,999                      | 21.55%           | 11.09%           | 7.89%            | 5.30%             |
| Median Home Value                                   | \$171,288        | \$238,901        | \$265,608        | \$308,415         |
| Median Rent per Month (Census 2000)                 | \$610            | \$645            | \$640            | \$637             |
| <b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2019</b> |                  |                  |                  |                   |
| Employed Civilian Population 16+ by Occupation      | 6,357            | 42,917           | 112,029          | 328,820           |
| Managerial/Executive                                | 12.70%           | 13.36%           | 13.44%           | 15.23%            |
| Professional Specialty                              | 18.27%           | 20.16%           | 20.38%           | 21.66%            |
| Healthcare Support                                  | 2.43%            | 3.37%            | 3.83%            | 3.37%             |
| Sales   | 10.89%           | 12.16%           | 11.23%           | 12.24%            |
| Office & Administrative Support                     | 14.51%           | 15.10%           | 14.98%           | 14.43%            |
| Protective Service                                  | 0.98%            | 1.42%            | 1.63%            | 1.82%             |
| Food Preparation                                    | 6.96%            | 7.08%            | 7.65%            | 6.83%             |
| Building Maintenance & Cleaning                     | 6.03%            | 4.14%            | 3.96%            | 3.57%             |
| Personal Care                                       | 1.91%            | 2.52%            | 2.88%            | 3.01%             |
| Farming, Fishing, & Forestry                        | 0.00%            | 0.09%            | 0.12%            | 0.16%             |
| Construction  | 9.80%            | 7.98%            | 8.18%            | 7.33%             |
| Production & Transportation                         | 15.51%           | 12.61%           | 11.73%           | 10.35%            |
| Percent White Collar                                | 58.80%           | 64.16%           | 63.86%           | 66.93%            |
| Percent Blue Collar                                 | 41.20%           | 35.84%           | 36.14%           | 33.07%            |
| Median Employee Salary                              | 38,696           | 40,923           | 41,334           | 40,899            |
| Average Employee Salary                             | 46,365           | 48,966           | 49,919           | 49,369            |
| <b>UNEMPLOYMENT</b>                                 |                  |                  |                  |                   |
| 2000 Census Unemployed (Age 16 and Up)              | 186              | 1,531            | 4,271            | 12,234            |
| 2019 Estimated Unemployed (Age 16 and Up)           | 176              | 1,587            | 4,339            | 11,372            |
| 2019 Estimated Unemployed Rate (Age 16 and Up)      | 2.81%            | 3.66%            | 3.71%            | 3.33%             |

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|--|------------------|------------------|------------------|-------------------|
| <b>TRANSPORTATION TO WORK 2019</b>                     |                  |                  |                  |                   |
| Drive to Work Alone                                    | 76.92%           | 79.72%           | 79.49%           | 80.90%            |
| Drive to Work Carpool                                  | 12.52%           | 9.94%            | 9.40%            | 8.82%             |
| Travel to Work by Public Transportation                | 2.61%            | 1.86%            | 2.39%            | 1.60%             |
| Drive to Work on Motorcycle                            | 0.45%            | 0.51%            | 0.50%            | 0.41%             |
| Drive to Work on Bicycle                               | 1.54%            | 1.30%            | 1.08%            | 1.08%             |
| Walk to Work   | 1.43%            | 1.61%            | 1.71%            | 1.45%             |
| Other Means  | 0.60%            | 0.84%            | 1.38%            | 0.99%             |
| Work at Home   | 3.92%            | 4.16%            | 3.94%            | 4.66%             |
| <b>TRAVEL TIME TO WORK 2019</b>                        |                  |                  |                  |                   |
| Travel Time in Less than 5 minutes                     | 1.98%            | 1.82%            | 2.23%            | 1.89%             |
| Travel to Work in 5 to 9 minutes                       | 10.59%           | 9.20%            | 10.16%           | 9.92%             |
| Travel to Work in 10 to 14 minutes                     | 17.09%           | 18.27%           | 17.37%           | 15.36%            |
| Travel to Work in 15 to 19 minutes                     | 27.15%           | 22.16%           | 19.98%           | 18.82%            |
| Travel to Work in 20 to 29 minutes                     | 25.22%           | 25.46%           | 25.40%           | 24.69%            |
| Travel to Work in 30 to 44 minutes                     | 14.65%           | 16.16%           | 16.57%           | 19.69%            |
| Travel to Work in 45 to 59 minutes                     | 1.98%            | 4.30%            | 4.82%            | 5.63%             |
| Travel to Work in 60 minutes or more                   | 1.34%            | 2.63%            | 3.46%            | 4.00%             |
| Average Travel Time to Work                            | 20.7             | 21.0             | 21.2             | 22.1              |
| <b>SPENDING PATTERNS 2019</b>                          |                  |                  |                  |                   |
| Grocery Store Market Basket Weekly Per Capita Spending | \$55.30          | \$55.45          | \$55.41          | \$55.61           |
| Apparel and Related Services                           | \$12.10          | \$12.29          | \$12.34          | \$12.59           |
| Transportation   | \$74.89          | \$76.12          | \$76.15          | \$77.69           |
| Healthcare   | \$36.32          | \$36.71          | \$36.51          | \$37.02           |
| Entertainment  | \$18.70          | \$19.04          | \$19.04          | \$19.50           |
| <b>LIFESTYLE SEGMENTATION 2019</b>                     |                  |                  |                  |                   |
| Category A - Crème de la Crème                         | 0                | 3,818            | 5,123            | 42,247            |
| Category B - Urban Cliff Climbers                      | 0                | 1,627            | 4,307            | 8,977             |
| Category C - Urban Cliff Dwellers                      | 0                | 286              | 12,730           | 29,325            |
| Category D - Seasoned Urban Dwellers                   | 0                | 6,535            | 13,049           | 30,997            |
| Category E - Thriving Alone                            | 1,385            | 3,427            | 13,635           | 35,552            |
| Category F - Going it Alone                            | 3,612            | 28,359           | 70,144           | 207,865           |
| Category G - Struggling Alone                          | 369              | 1,989            | 21,140           | 75,606            |
| Category H - Single in the Suburbs                     | 3,498            | 12,814           | 23,277           | 43,701            |
| Category I - Married in the Suburbs                    | 0                | 1,465            | 5,231            | 10,746            |
| Category J - Retired in the Suburbs                    | 902              | 6,266            | 18,207           | 60,380            |
| Category K - Living with Nature                        | 0                | 0                | 0                | 17                |
| Category L - Working with Nature                       | 0                | 0                | 0                | 0                 |
| Category M - Harlem Gateway                            | 0                | 0                | 4,004            | 8,675             |
| Category N - Espaniola                                 | 0                | 0                | 0                | 0                 |
| Category O - Specialties                               | 3,247            | 20,884           | 41,435           | 125,388           |

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