

**Palm Harbor C...**

<b>Population Summary</b>	
2010 Total Population	57,451
2020 Total Population	61,368
2020 Group Quarters	765
2024 Total Population	61,061
2024 Group Quarters	777
2029 Total Population	59,984
2024-2029 Annual Rate	-0.36%
2024 Total Daytime Population	52,776
Workers	23,630
Residents	29,146
<b>Household Summary</b>	
2010 Households	26,182
2010 Average Household Size	2.17
2020 Total Households	27,662
2020 Average Household Size	2.19
2024 Households	27,714
2024 Average Household Size	2.18
2029 Households	27,581
2029 Average Household Size	2.15
2024-2029 Annual Rate	-0.10%
2010 Families	16,105
2010 Average Family Size	2.74
2024 Families	16,824
2024 Average Family Size	2.77
2029 Families	16,750
2029 Average Family Size	2.73
2024-2029 Annual Rate	-0.09%
<b>Housing Unit Summary</b>	
2000 Housing Units	28,047
Owner Occupied Housing Units	71.0%
Renter Occupied Housing Units	19.8%
Vacant Housing Units	9.2%
2010 Housing Units	30,347
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	13.7%
2020 Housing Units	31,239
Owner Occupied Housing Units	65.8%
Renter Occupied Housing Units	22.7%
Vacant Housing Units	11.5%
2024 Housing Units	31,103
Owner Occupied Housing Units	67.7%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	10.9%
2029 Housing Units	31,138
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	11.4%

**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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## Palm Harbor C...

### 2024 Households by Income

Household Income Base	27,714
<\$15,000	8.0%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	14.9%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	9.7%
\$200,000+	12.0%
Average Household Income	\$110,863

### 2029 Households by Income

Household Income Base	27,581
<\$15,000	6.4%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	8.2%
\$50,000 - \$74,999	13.8%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	21.9%
\$150,000 - \$199,999	13.0%
\$200,000+	15.0%
Average Household Income	\$132,192

### 2024 Owner Occupied Housing Units by Value

Total	21,053
<\$50,000	1.7%
\$50,000 - \$99,999	2.3%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	4.4%
\$200,000 - \$249,999	4.0%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	20.5%
\$400,000 - \$499,999	21.8%
\$500,000 - \$749,999	24.0%
\$750,000 - \$999,999	4.7%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	0.8%
\$2,000,000 +	2.5%
Average Home Value	\$526,610

### 2029 Owner Occupied Housing Units by Value

Total	21,625
<\$50,000	0.1%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	1.2%
\$200,000 - \$249,999	1.3%
\$250,000 - \$299,999	2.6%
\$300,000 - \$399,999	16.2%
\$400,000 - \$499,999	25.6%
\$500,000 - \$749,999	34.3%
\$750,000 - \$999,999	7.0%
\$1,000,000 - \$1,499,999	6.7%
\$1,500,000 - \$1,999,999	1.1%
\$2,000,000 +	3.4%
Average Home Value	\$640,602

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		<b>Palm Harbor C...</b>
<b>Median Household Income</b>		
2024		\$79,727
2029		\$99,829
<b>Median Home Value</b>		
2024		\$439,033
2029		\$518,334
<b>Per Capita Income</b>		
2024		\$50,347
2029		\$60,812
<b>Median Age</b>		
2010		48.5
2020		51.3
2024		52.1
2029		53.3
<b>2020 Population by Age</b>		
Total		61,368
0 - 4		3.4%
5 - 9		4.4%
10 - 14		5.4%
15 - 24		9.4%
25 - 34		8.6%
35 - 44		10.9%
45 - 54		13.2%
55 - 64		17.0%
65 - 74		15.2%
75 - 84		8.4%
85 +		4.2%
18 +		83.5%
<b>2024 Population by Age</b>		
Total		61,061
0 - 4		3.4%
5 - 9		4.0%
10 - 14		4.6%
15 - 24		9.7%
25 - 34		8.7%
35 - 44		11.1%
45 - 54		12.4%
55 - 64		15.6%
65 - 74		16.1%
75 - 84		10.1%
85 +		4.3%
18 +		84.9%
<b>2029 Population by Age</b>		
Total		59,984
0 - 4		3.3%
5 - 9		3.7%
10 - 14		4.3%
15 - 24		8.8%
25 - 34		9.5%
35 - 44		10.5%
45 - 54		12.1%
55 - 64		14.0%
65 - 74		16.5%
75 - 84		12.3%
85 +		5.2%
18 +		86.1%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Palm Harbor C...**

<b>2020 Population by Sex</b>	
Males	28,924
Females	32,444
<b>2024 Population by Sex</b>	
Males	29,099
Females	31,962
<b>2029 Population by Sex</b>	
Males	28,383
Females	31,601
<b>2010 Population by Race/Ethnicity</b>	
Total	57,451
White Alone	93.5%
Black Alone	2.0%
American Indian Alone	0.2%
Asian Alone	1.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.8%
Hispanic Origin	5.9%
Diversity Index	22.2
<b>2020 Population by Race/Ethnicity</b>	
Total	61,368
White Alone	86.3%
Black Alone	1.8%
American Indian Alone	0.2%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.7%
Two or More Races	7.8%
Hispanic Origin	7.8%
Diversity Index	35.5
<b>2024 Population by Race/Ethnicity</b>	
Total	61,061
White Alone	85.4%
Black Alone	1.8%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	8.5%
Hispanic Origin	8.4%
Diversity Index	37.7
<b>2029 Population by Race/Ethnicity</b>	
Total	59,984
White Alone	84.0%
Black Alone	1.8%
American Indian Alone	0.3%
Asian Alone	2.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	9.3%
Hispanic Origin	9.4%
Diversity Index	40.5

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Palm Harbor C...**

**2020 Population by Relationship and Household Type**

Total	61,368
In Households	98.8%
Householder	45.0%
Opposite-Sex Spouse	21.3%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	2.7%
Same-Sex Unmarried Partner	0.1%
Biological Child	21.9%
Adopted Child	0.6%
Stepchild	0.9%
Grandchild	1.2%
Brother or Sister	0.6%
Parent	1.0%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	0.6%
Foster Child	0.0%
Other Nonrelatives	1.9%
In Group Quarters	1.2%
Institutionalized	1.1%
Noninstitutionalized	0.1%

**2024 Population 25+ by Educational Attainment**

Total	47,804
Less than 9th Grade	1.8%
9th - 12th Grade, No Diploma	2.7%
High School Graduate	21.0%
GED/Alternative Credential	2.2%
Some College, No Degree	18.3%
Associate Degree	12.6%
Bachelor's Degree	27.4%
Graduate/Professional Degree	14.1%

**2024 Population 15+ by Marital Status**

Total	53,731
Never Married	24.5%
Married	54.4%
Widowed	9.2%
Divorced	11.9%

**2024 Civilian Population 16+ in Labor Force**

Civilian Population 16+	33,311
Population 16+ Employed	97.2%
Population 16+ Unemployment rate	2.8%
Population 16-24 Employed	10.7%
Population 16-24 Unemployment rate	5.1%
Population 25-54 Employed	53.7%
Population 25-54 Unemployment rate	2.7%
Population 55-64 Employed	22.3%
Population 55-64 Unemployment rate	2.2%
Population 65+ Employed	13.3%
Population 65+ Unemployment rate	2.5%

**Palm Harbor C...**

**2024 Employed Population 16+ by Industry**

Total	32,373
Agriculture/Mining	0.1%
Construction	8.6%
Manufacturing	7.7%
Wholesale Trade	2.1%
Retail Trade	11.2%
Transportation/Utilities	3.4%
Information	1.6%
Finance/Insurance/Real Estate	9.6%
Services	53.3%
Public Administration	2.6%

**2024 Employed Population 16+ by Occupation**

Total	32,373
White Collar	71.9%
Management/Business/Financial	24.2%
Professional	25.0%
Sales	10.9%
Administrative Support	11.8%
Services	14.5%
Blue Collar	13.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	1.4%
Production	3.5%
Transportation/Material Moving	4.6%

**2020 Households by Type**

Total	27,662
Married Couple Households	47.9%
With Own Children <18	13.8%
Without Own Children <18	34.1%
Cohabiting Couple Households	6.4%
With Own Children <18	1.4%
Without Own Children <18	5.0%
Male Householder, No Spouse/Partner	16.2%
Living Alone	12.1%
65 Years and over	5.5%
With Own Children <18	1.1%
Without Own Children <18, With Relatives	2.1%
No Relatives Present	0.9%
Female Householder, No Spouse/Partner	29.5%
Living Alone	19.8%
65 Years and over	12.2%
With Own Children <18	3.5%
Without Own Children <18, With Relatives	5.3%
No Relatives Present	0.9%

**2020 Households by Size**

Total	27,662
1 Person Household	31.9%
2 Person Household	39.4%
3 Person Household	13.7%
4 Person Household	10.2%
5 Person Household	3.3%
6 Person Household	1.0%
7 + Person Household	0.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		<b>Palm Harbor C...</b>
<b>2020 Households by Tenure and Mortgage Status</b>		
Total		27,662
Owner Occupied		74.3%
Owned with a Mortgage/Loan		45.6%
Owned Free and Clear		28.7%
Renter Occupied		25.7%
<b>2024 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		72
Percent of Income for Mortgage		34.5%
Wealth Index		120
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total		31,239
Urban Housing Units		100.0%
Rural Housing Units		0.0%
<b>2020 Population By Urban/ Rural Status</b>		
Total		61,368
Urban Population		100.0%
Rural Population		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:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

## Palm Harbor C...

### Top 3 Tapestry Segments

1.	The Elders (9C)
2.	Midlife Constants (5E)
3.	Home Improvement (4B)

### 2024 Consumer Spending

Apparel & Services: Total \$	\$61,610,397
Average Spent	\$2,223.08
Spending Potential Index	93
Education: Total \$	\$46,750,856
Average Spent	\$1,686.90
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$112,498,213
Average Spent	\$4,059.26
Spending Potential Index	99
Food at Home: Total \$	\$196,146,118
Average Spent	\$7,077.51
Spending Potential Index	97
Food Away from Home: Total \$	\$103,962,008
Average Spent	\$3,751.25
Spending Potential Index	96
Health Care: Total \$	\$215,174,974
Average Spent	\$7,764.13
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$85,808,889
Average Spent	\$3,096.23
Spending Potential Index	98
Personal Care Products & Services: Total \$	\$27,461,928
Average Spent	\$990.90
Spending Potential Index	100
Shelter: Total \$	\$725,978,469
Average Spent	\$26,195.37
Spending Potential Index	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$101,227,780
Average Spent	\$3,652.59
Spending Potential Index	104
Travel: Total \$	\$83,515,113
Average Spent	\$3,013.46
Spending Potential Index	99
Vehicle Maintenance & Repairs: Total \$	\$40,395,819
Average Spent	\$1,457.60
Spending Potential Index	98

**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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.