

**Safety Harbor...**

<b>Population Summary</b>	
2010 Total Population	16,895
2020 Total Population	17,072
2020 Group Quarters	321
2024 Total Population	16,866
2024 Group Quarters	325
2029 Total Population	16,496
2024-2029 Annual Rate	-0.44%
2024 Total Daytime Population	16,837
Workers	9,265
Residents	7,572
<b>Household Summary</b>	
2010 Households	7,365
2010 Average Household Size	2.27
2020 Total Households	7,455
2020 Average Household Size	2.25
2024 Households	7,447
2024 Average Household Size	2.22
2029 Households	7,394
2029 Average Household Size	2.19
2024-2029 Annual Rate	-0.14%
2010 Families	4,689
2010 Average Family Size	2.83
2024 Families	4,664
2024 Average Family Size	2.74
2029 Families	4,624
2029 Average Family Size	2.69
2024-2029 Annual Rate	-0.17%
<b>Housing Unit Summary</b>	
2000 Housing Units	7,662
Owner Occupied Housing Units	79.4%
Renter Occupied Housing Units	15.1%
Vacant Housing Units	5.5%
2010 Housing Units	8,070
Owner Occupied Housing Units	73.4%
Renter Occupied Housing Units	17.9%
Vacant Housing Units	8.7%
2020 Housing Units	8,049
Owner Occupied Housing Units	75.3%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	7.4%
2024 Housing Units	7,977
Owner Occupied Housing Units	77.5%
Renter Occupied Housing Units	15.8%
Vacant Housing Units	6.6%
2029 Housing Units	7,977
Owner Occupied Housing Units	78.9%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	7.3%

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

## Safety Harbor...

### 2024 Households by Income

Household Income Base	7,447
<\$15,000	5.9%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	5.6%
\$35,000 - \$49,999	5.4%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	23.3%
\$150,000 - \$199,999	11.1%
\$200,000+	21.8%
Average Household Income	\$143,323

### 2029 Households by Income

Household Income Base	7,394
<\$15,000	4.4%
\$15,000 - \$24,999	3.7%
\$25,000 - \$34,999	3.9%
\$35,000 - \$49,999	4.0%
\$50,000 - \$74,999	10.1%
\$75,000 - \$99,999	8.9%
\$100,000 - \$149,999	25.0%
\$150,000 - \$199,999	14.0%
\$200,000+	26.1%
Average Household Income	\$168,403

### 2024 Owner Occupied Housing Units by Value

Total	6,185
<\$50,000	1.6%
\$50,000 - \$99,999	3.2%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	1.2%
\$200,000 - \$249,999	3.3%
\$250,000 - \$299,999	2.9%
\$300,000 - \$399,999	17.2%
\$400,000 - \$499,999	31.9%
\$500,000 - \$749,999	26.9%
\$750,000 - \$999,999	6.5%
\$1,000,000 - \$1,499,999	2.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.3%
Average Home Value	\$487,264

### 2029 Owner Occupied Housing Units by Value

Total	6,292
<\$50,000	0.0%
\$50,000 - \$99,999	0.1%
\$100,000 - \$149,999	0.1%
\$150,000 - \$199,999	0.1%
\$200,000 - \$249,999	1.4%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	33.5%
\$500,000 - \$749,999	36.2%
\$750,000 - \$999,999	8.9%
\$1,000,000 - \$1,499,999	2.7%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.3%
Average Home Value	\$559,147

**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.

	Safety Harbor...
<b>Median Household Income</b>	
2024	\$109,168
2029	\$124,716
<b>Median Home Value</b>	
2024	\$455,558
2029	\$495,401
<b>Per Capita Income</b>	
2024	\$63,316
2029	\$75,517
<b>Median Age</b>	
2010	47.6
2020	51.7
2024	52.7
2029	53.2
<b>2020 Population by Age</b>	
Total	17,072
0 - 4	4.1%
5 - 9	4.6%
10 - 14	4.9%
15 - 24	8.6%
25 - 34	8.1%
35 - 44	11.2%
45 - 54	13.0%
55 - 64	19.0%
65 - 74	15.4%
75 - 84	7.7%
85 +	3.3%
18 +	83.2%
<b>2024 Population by Age</b>	
Total	16,866
0 - 4	4.0%
5 - 9	4.5%
10 - 14	4.7%
15 - 24	8.5%
25 - 34	8.2%
35 - 44	11.3%
45 - 54	11.9%
55 - 64	16.6%
65 - 74	17.0%
75 - 84	9.9%
85 +	3.5%
18 +	84.0%
<b>2029 Population by Age</b>	
Total	16,496
0 - 4	3.8%
5 - 9	4.1%
10 - 14	4.8%
15 - 24	8.1%
25 - 34	8.6%
35 - 44	10.6%
45 - 54	12.1%
55 - 64	14.6%
65 - 74	17.3%
75 - 84	11.7%
85 +	4.2%
18 +	84.5%

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

		Safety Harbor...
<b>2020 Population by Sex</b>		
Males		8,080
Females		8,992
<b>2024 Population by Sex</b>		
Males		8,083
Females		8,783
<b>2029 Population by Sex</b>		
Males		7,883
Females		8,613
<b>2010 Population by Race/Ethnicity</b>		
Total		16,895
White Alone		89.6%
Black Alone		4.5%
American Indian Alone		0.2%
Asian Alone		2.6%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.0%
Two or More Races		2.0%
Hispanic Origin		5.8%
Diversity Index		28.1
<b>2020 Population by Race/Ethnicity</b>		
Total		17,072
White Alone		82.1%
Black Alone		3.7%
American Indian Alone		0.4%
Asian Alone		2.9%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.3%
Two or More Races		8.6%
Hispanic Origin		8.8%
Diversity Index		42.5
<b>2024 Population by Race/Ethnicity</b>		
Total		16,866
White Alone		81.2%
Black Alone		3.5%
American Indian Alone		0.5%
Asian Alone		3.1%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.5%
Two or More Races		9.2%
Hispanic Origin		9.5%
Diversity Index		44.4
<b>2029 Population by Race/Ethnicity</b>		
Total		16,496
White Alone		79.7%
Black Alone		3.6%
American Indian Alone		0.6%
Asian Alone		3.4%
Pacific Islander Alone		0.0%
Some Other Race Alone		2.7%
Two or More Races		10.0%
Hispanic Origin		10.5%
Diversity Index		47.4

**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.

**Safety Harbor...**

**2020 Population by Relationship and Household Type**

Total	17,072
In Households	98.1%
Householder	43.7%
Opposite-Sex Spouse	21.4%
Same-Sex Spouse	0.4%
Opposite-Sex Unmarried Partner	2.7%
Same-Sex Unmarried Partner	0.3%
Biological Child	21.3%
Adopted Child	0.7%
Stepchild	0.8%
Grandchild	1.4%
Brother or Sister	0.9%
Parent	0.9%
Parent-in-law	0.3%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	0.7%
Foster Child	0.1%
Other Nonrelatives	2.2%
In Group Quarters	1.9%
Institutionalized	1.6%
Noninstitutionalized	0.3%

**2024 Population 25+ by Educational Attainment**

Total	13,220
Less than 9th Grade	0.3%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	20.4%
GED/Alternative Credential	3.1%
Some College, No Degree	16.4%
Associate Degree	10.4%
Bachelor's Degree	32.7%
Graduate/Professional Degree	14.5%

**2024 Population 15+ by Marital Status**

Total	14,647
Never Married	26.8%
Married	53.6%
Widowed	7.9%
Divorced	11.7%

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

Civilian Population 16+	9,699
Population 16+ Employed	96.6%
Population 16+ Unemployment rate	3.4%
Population 16-24 Employed	9.1%
Population 16-24 Unemployment rate	12.6%
Population 25-54 Employed	51.5%
Population 25-54 Unemployment rate	2.0%
Population 55-64 Employed	23.0%
Population 55-64 Unemployment rate	1.5%
Population 65+ Employed	16.3%
Population 65+ Unemployment rate	4.6%

**Safety Harbor...**

**2024 Employed Population 16+ by Industry**

Total	9,368
Agriculture/Mining	0.2%
Construction	4.8%
Manufacturing	8.4%
Wholesale Trade	1.7%
Retail Trade	9.5%
Transportation/Utilities	4.0%
Information	2.8%
Finance/Insurance/Real Estate	14.8%
Services	50.9%
Public Administration	2.9%

**2024 Employed Population 16+ by Occupation**

Total	9,368
White Collar	73.4%
Management/Business/Financial	26.3%
Professional	24.6%
Sales	11.4%
Administrative Support	11.0%
Services	14.5%
Blue Collar	12.2%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	1.0%
Production	4.2%
Transportation/Material Moving	3.7%

**2020 Households by Type**

Total	7,455
Married Couple Households	50.0%
With Own Children <18	14.4%
Without Own Children <18	35.6%
Cohabiting Couple Households	6.6%
With Own Children <18	1.5%
Without Own Children <18	5.2%
Male Householder, No Spouse/Partner	15.2%
Living Alone	11.1%
65 Years and over	4.9%
With Own Children <18	1.0%
Without Own Children <18, With Relatives	2.3%
No Relatives Present	0.8%
Female Householder, No Spouse/Partner	28.2%
Living Alone	18.1%
65 Years and over	10.4%
With Own Children <18	3.3%
Without Own Children <18, With Relatives	5.5%
No Relatives Present	1.3%

**2020 Households by Size**

Total	7,455
1 Person Household	29.2%
2 Person Household	40.2%
3 Person Household	14.3%
4 Person Household	10.2%
5 Person Household	3.7%
6 Person Household	1.5%
7 + Person Household	0.9%

		Safety Harbor...
<b>2020 Households by Tenure and Mortgage Status</b>		
Total		7,455
Owner Occupied		81.3%
Owned with a Mortgage/Loan		49.0%
Owned Free and Clear		32.3%
Renter Occupied		18.7%
<b>2024 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		95
Percent of Income for Mortgage		26.1%
Wealth Index		160
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total		8,049
Urban Housing Units		100.0%
Rural Housing Units		0.0%
<b>2020 Population By Urban/ Rural Status</b>		
Total		17,072
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.

		Safety Harbor...
<b>Top 3 Tapestry Segments</b>		
1.		Savvy Suburbanites (1D)
2.		The Elders (9C)
3.		Golden Years (9B)
<b>2024 Consumer Spending</b>		
Apparel & Services: Total \$		\$21,185,256
Average Spent		\$2,844.80
Spending Potential Index		119
Education: Total \$		\$16,828,414
Average Spent		\$2,259.76
Spending Potential Index		131
Entertainment/Recreation: Total \$		\$39,138,401
Average Spent		\$5,255.59
Spending Potential Index		128
Food at Home: Total \$		\$66,301,747
Average Spent		\$8,903.15
Spending Potential Index		122
Food Away from Home: Total \$		\$35,757,153
Average Spent		\$4,801.55
Spending Potential Index		123
Health Care: Total \$		\$73,929,271
Average Spent		\$9,927.39
Spending Potential Index		129
HH Furnishings & Equipment: Total \$		\$29,850,195
Average Spent		\$4,008.35
Spending Potential Index		127
Personal Care Products & Services: Total \$		\$9,288,988
Average Spent		\$1,247.35
Spending Potential Index		125
Shelter: Total \$		\$246,783,309
Average Spent		\$33,138.62
Spending Potential Index		124
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$35,303,983
Average Spent		\$4,740.70
Spending Potential Index		135
Travel: Total \$		\$29,209,437
Average Spent		\$3,922.31
Spending Potential Index		129
Vehicle Maintenance & Repairs: Total \$		\$13,761,761
Average Spent		\$1,847.96
Spending Potential Index		125

**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.