Demographic and Income Profile

Keystone Crossing
17621 Gunn Hwy, Odessa, Florida, 33556
Drive time: 5 minute radius

Prepared by Esri
Latitude: 28.12744
Longitude: -82.57500

Summary	Census 2010	Census 2020	2025	2030
Population	3,679	3,974	4,324	4,539
Households	1,329	1,439	1,613	1,699
Families	1,009	1,085	1,209	1,279
Average Household Size	2.77	2.75	2.66	2.66
Owner Occupied Housing Units	987	1,092	1,271	1,361
Renter Occupied Housing Units	342	347	342	338
Median Age	43.2	45.6	46.1	46.4

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.98%	1.08%	0.42%
Households	1.04%	1.28%	0.64%
Families	1.13%	1.30%	0.54%
Owner HHs	1.38%	1.83%	0.91%
Median Household Income	3.61%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	74	4.6%	64	3.8%
$15,000 - $24,999	23	1.4%	17	1.0%
$25,000 - $34,999	65	4.0%	52	3.1%
$35,000 - $49,999	72	4.5%	56	3.3%
$50,000 - $74,999	228	14.1%	216	12.7%
$75,000 - $99,999	160	9.9%	171	10.1%
$100,000 - $149,999	288	17.9%	255	15.0%
$150,000 - $199,999	177	11.0%	178	10.5%
$200,000+	525	32.5%	689	40.6%
Median Household Income	$128,970		$153,992	
Average Household Income	$182,203		$200,334	
Per Capita Income	$69,552		$76,896	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	176	4.8%	139	3.5%	159	3.7%	172	3.8%
5 - 9	231	6.3%	232	5.8%	192	4.4%	197	4.3%
10 - 14	292	7.9%	308	7.8%	282	6.5%	226	5.0%
15 - 19	291	7.9%	306	7.7%	310	7.2%	273	6.0%
20 - 24	169	4.6%	202	5.1%	260	6.0%	263	5.8%
25 - 34	296	8.0%	314	7.9%	442	10.2%	578	12.7%
35 - 44	482	13.1%	450	11.3%	453	10.5%	485	10.7%
45 - 54	766	20.8%	628	15.8%	628	14.5%	568	12.5%
55 - 64	574	15.6%	662	16.7%	635	14.7%	653	14.4%
65 - 74	244	6.6%	479	12.1%	607	14.0%	608	13.4%
75 - 84	120	3.3%	192	4.8%	277	6.4%	404	8.9%
85+	38	1.0%	63	1.6%	80	1.8%	111	2.4%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	3,185	86.5%	2,948	74.2%	3,074	71.1%	3,104	68.4%
Black Alone	183	5.0%	163	4.1%	186	4.3%	201	4.4%
American Indian Alone	14	0.4%	10	0.3%	11	0.3%	12	0.3%
Asian Alone	136	3.7%	202	5.1%	249	5.8%	289	6.4%
Pacific Islander Alone	5	0.1%	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	54	1.5%	103	2.6%	122	2.8%	139	3.1%
Two or More Races	103	2.8%	547	13.8%	681	15.7%	793	17.5%
Hispanic Origin (Any Race)	528	14.4%	689	17.3%	846	19.6%	987	21.7%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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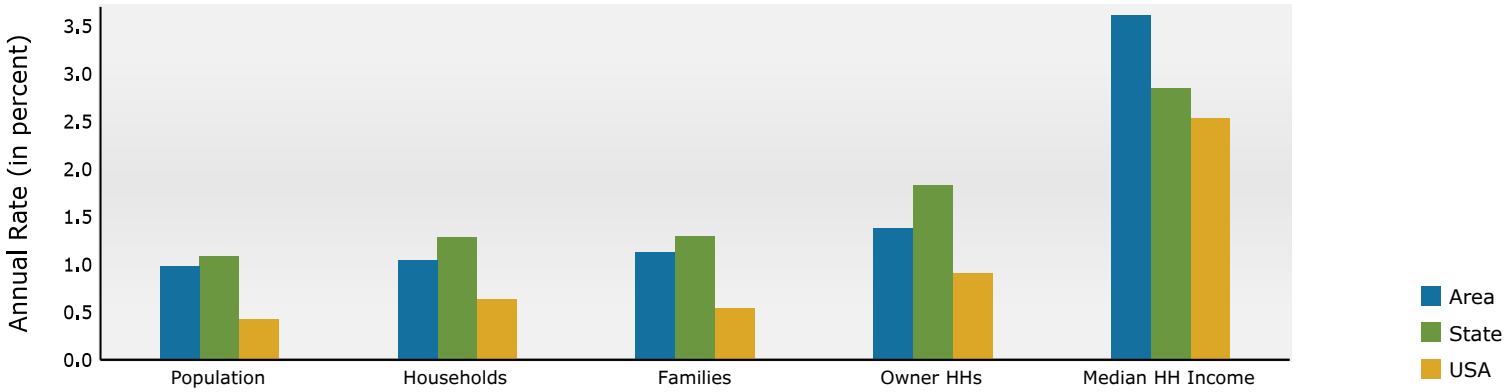
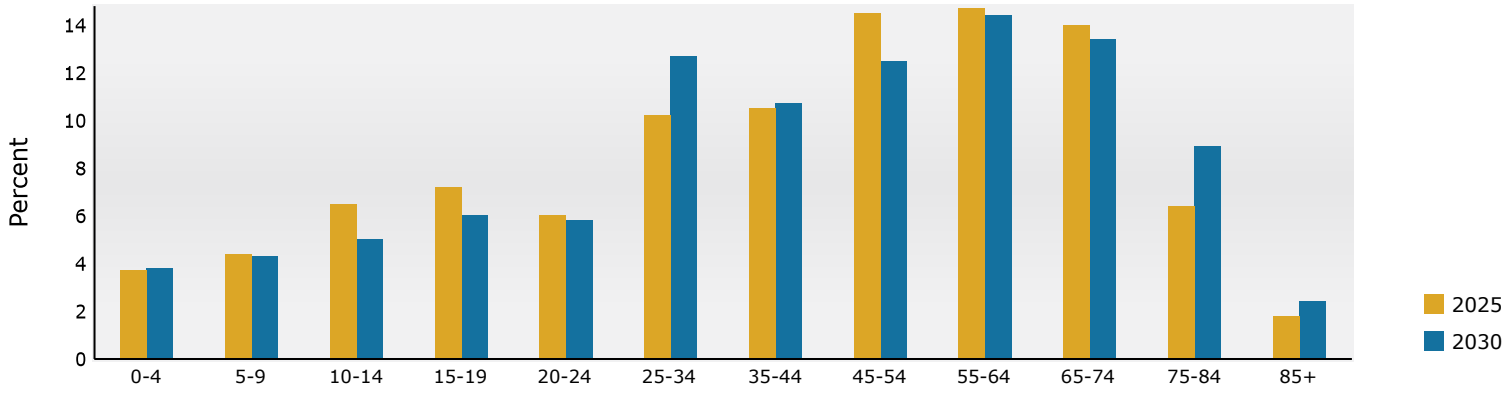
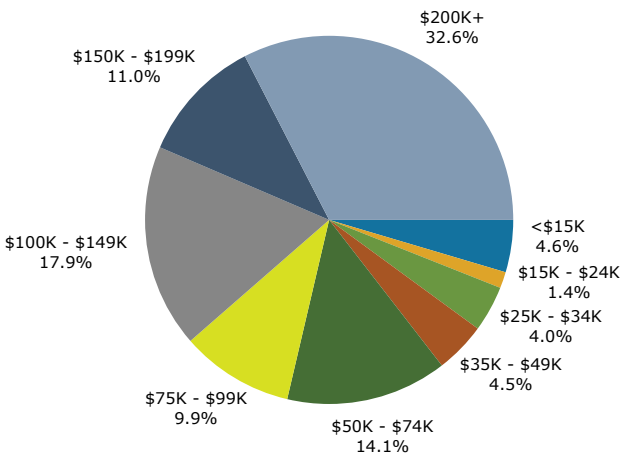
Trends 2025-2030



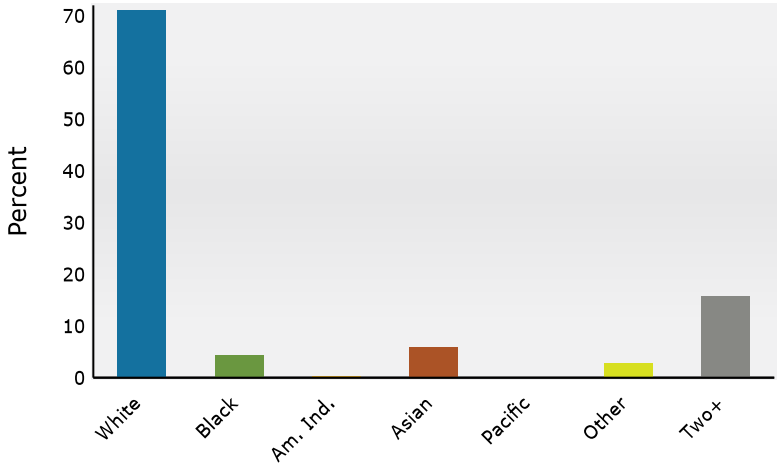
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:19.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2025	2030
Population	55,773	61,973	63,950	66,728
Households	20,902	23,420	24,372	25,524
Families	15,378	17,025	17,573	18,458
Average Household Size	2.66	2.63	2.61	2.60
Owner Occupied Housing Units	15,334	16,653	17,751	19,122
Renter Occupied Housing Units	5,568	6,767	6,621	6,402
Median Age	40.0	42.0	42.9	43.5

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.85%	1.08%	0.42%
Households	0.93%	1.28%	0.64%
Families	0.99%	1.30%	0.54%
Owner HHs	1.50%	1.83%	0.91%
Median Household Income	3.06%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	1,232	5.1%	1,071	4.2%
$15,000 - $24,999	711	2.9%	516	2.0%
$25,000 - $34,999	978	4.0%	784	3.1%
$35,000 - $49,999	1,719	7.1%	1,452	5.7%
$50,000 - $74,999	3,168	13.0%	2,895	11.3%
$75,000 - $99,999	2,880	11.8%	2,783	10.9%
$100,000 - $149,999	4,628	19.0%	4,778	18.7%
$150,000 - $199,999	3,625	14.9%	4,186	16.4%
$200,000+	5,430	22.3%	7,059	27.7%
Median Household Income	$113,755		$132,236	
Average Household Income	$152,013		$169,291	
Per Capita Income	$58,058		$64,893	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,086	5.5%	2,836	4.6%	2,859	4.5%	2,996	4.5%
5 - 9	3,678	6.6%	3,682	5.9%	3,306	5.2%	3,242	4.9%
10 - 14	4,173	7.5%	4,336	7.0%	3,939	6.2%	3,618	5.4%
15 - 19	4,020	7.2%	4,349	7.0%	4,164	6.5%	3,842	5.8%
20 - 24	2,973	5.3%	3,318	5.4%	4,017	6.3%	3,973	6.0%
25 - 34	5,907	10.6%	6,617	10.7%	7,254	11.3%	8,812	13.2%
35 - 44	8,748	15.7%	8,397	13.5%	8,312	13.0%	8,195	12.3%
45 - 54	10,242	18.4%	9,350	15.1%	9,144	14.3%	9,077	13.6%
55 - 64	7,299	13.1%	9,084	14.7%	8,932	14.0%	8,818	13.2%
65 - 74	3,434	6.2%	6,305	10.2%	7,157	11.2%	7,821	11.7%
75 - 84	1,586	2.8%	2,708	4.4%	3,719	5.8%	4,847	7.3%
85+	629	1.1%	990	1.6%	1,144	1.8%	1,487	2.2%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	46,563	83.5%	40,021	64.6%	39,695	62.1%	39,681	59.5%
Black Alone	3,646	6.5%	3,737	6.0%	3,932	6.1%	4,150	6.2%
American Indian Alone	156	0.3%	150	0.2%	173	0.3%	188	0.3%
Asian Alone	2,441	4.4%	3,710	6.0%	4,303	6.7%	4,906	7.4%
Pacific Islander Alone	37	0.1%	37	0.1%	41	0.1%	43	0.1%
Some Other Race Alone	1,316	2.4%	3,254	5.3%	3,466	5.4%	3,824	5.7%
Two or More Races	1,615	2.9%	11,065	17.9%	12,339	19.3%	13,936	20.9%
Hispanic Origin (Any Race)	11,199	20.1%	15,586	25.1%	17,147	26.8%	19,314	28.9%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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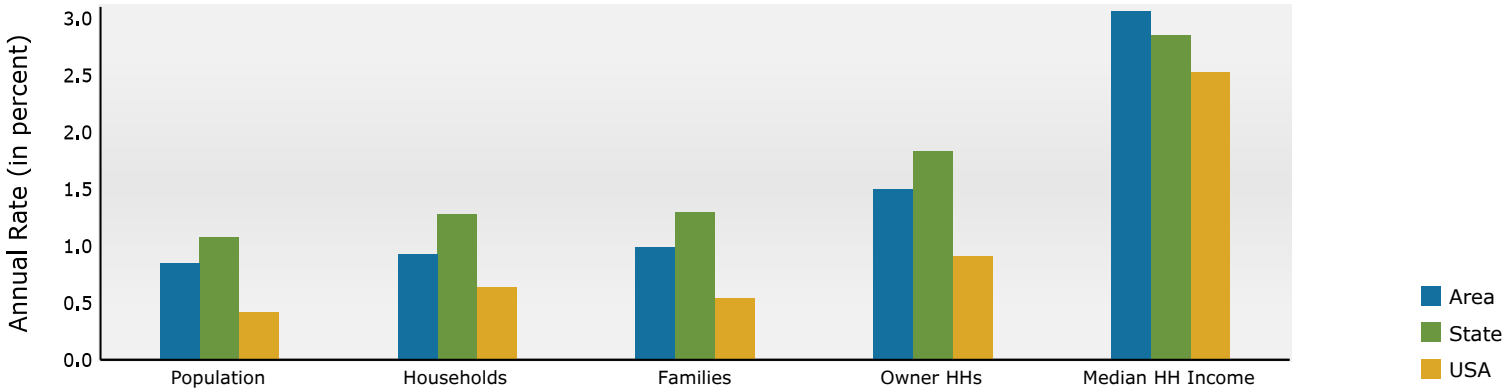
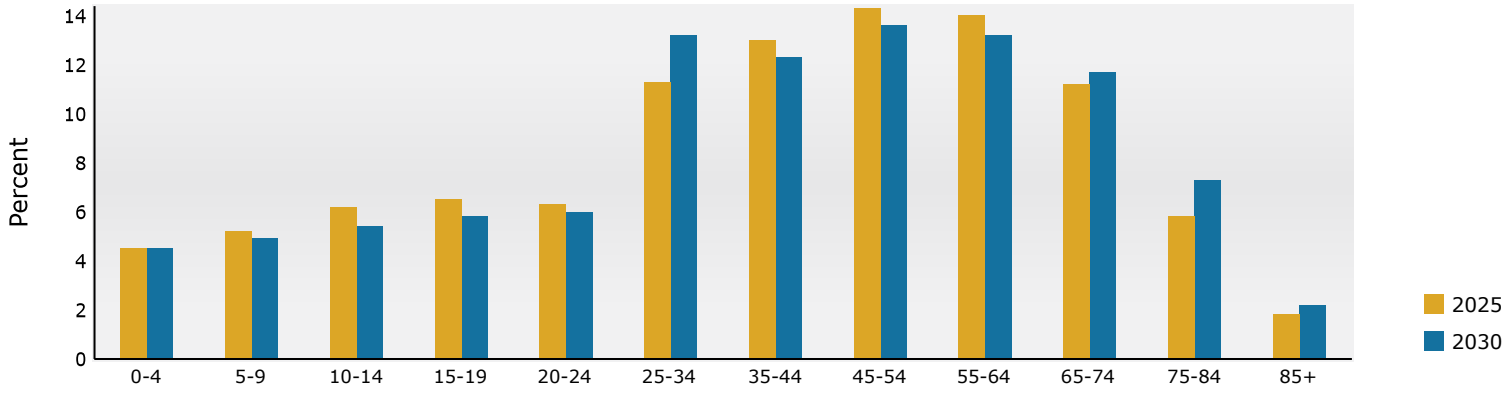
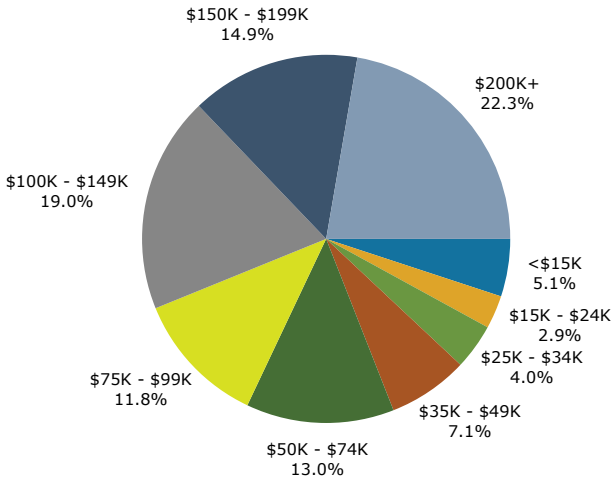
Trends 2025-2030



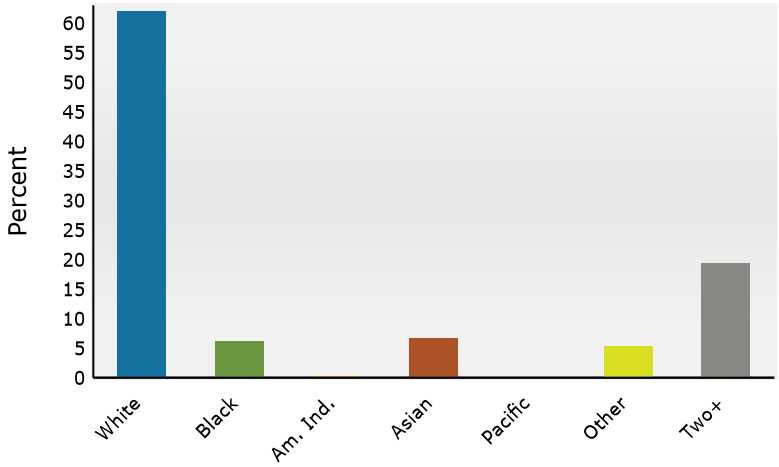
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:26.8%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2025	2030
Population	182,297	215,029	223,048	233,786
Households	69,914	82,035	85,914	90,414
Families	49,503	58,532	60,631	63,945
Average Household Size	2.60	2.61	2.58	2.57
Owner Occupied Housing Units	51,101	58,216	62,434	67,649
Renter Occupied Housing Units	18,813	23,819	23,480	22,765
Median Age	39.6	41.7	42.7	43.6

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.94%	1.08%	0.42%
Households	1.03%	1.28%	0.64%
Families	1.07%	1.30%	0.54%
Owner HHs	1.62%	1.83%	0.91%
Median Household Income	2.88%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	4,832	5.6%	4,258	4.7%
$15,000 - $24,999	2,930	3.4%	2,206	2.4%
$25,000 - $34,999	4,028	4.7%	3,237	3.6%
$35,000 - $49,999	5,821	6.8%	4,992	5.5%
$50,000 - $74,999	12,623	14.7%	11,954	13.2%
$75,000 - $99,999	10,457	12.2%	10,088	11.2%
$100,000 - $149,999	16,666	19.4%	17,595	19.5%
$150,000 - $199,999	10,387	12.1%	12,255	13.6%
$200,000+	18,169	21.1%	23,827	26.4%
Median Household Income	$104,962		$120,944	
Average Household Income	$142,917		$159,387	
Per Capita Income	$55,266		$61,878	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,571	5.8%	10,630	4.9%	10,589	4.7%	10,967	4.7%
5 - 9	12,400	6.8%	13,012	6.1%	12,160	5.5%	11,790	5.0%
10 - 14	13,057	7.2%	14,855	6.9%	13,724	6.2%	13,114	5.6%
15 - 19	12,102	6.6%	14,163	6.6%	14,118	6.3%	13,253	5.7%
20 - 24	9,342	5.1%	10,913	5.1%	12,973	5.8%	13,174	5.6%
25 - 34	20,912	11.5%	23,756	11.0%	25,216	11.3%	29,831	12.8%
35 - 44	28,904	15.9%	30,217	14.1%	29,947	13.4%	28,961	12.4%
45 - 54	30,311	16.6%	31,878	14.8%	31,712	14.2%	32,118	13.7%
55 - 64	23,000	12.6%	29,203	13.6%	30,140	13.5%	31,049	13.3%
65 - 74	12,587	6.9%	22,018	10.2%	23,866	10.7%	26,376	11.3%
75 - 84	6,600	3.6%	10,585	4.9%	14,182	6.4%	17,268	7.4%
85+	2,509	1.4%	3,801	1.8%	4,419	2.0%	5,886	2.5%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	150,305	82.5%	132,638	61.7%	132,177	59.3%	133,055	56.9%
Black Alone	11,674	6.4%	12,583	5.9%	13,287	6.0%	13,983	6.0%
American Indian Alone	523	0.3%	537	0.2%	623	0.3%	668	0.3%
Asian Alone	8,466	4.6%	14,584	6.8%	17,062	7.6%	19,498	8.3%
Pacific Islander Alone	121	0.1%	130	0.1%	146	0.1%	154	0.1%
Some Other Race Alone	5,783	3.2%	14,477	6.7%	15,353	6.9%	16,755	7.2%
Two or More Races	5,426	3.0%	40,079	18.6%	44,399	19.9%	49,672	21.2%
Hispanic Origin (Any Race)	42,987	23.6%	60,707	28.2%	66,264	29.7%	73,737	31.5%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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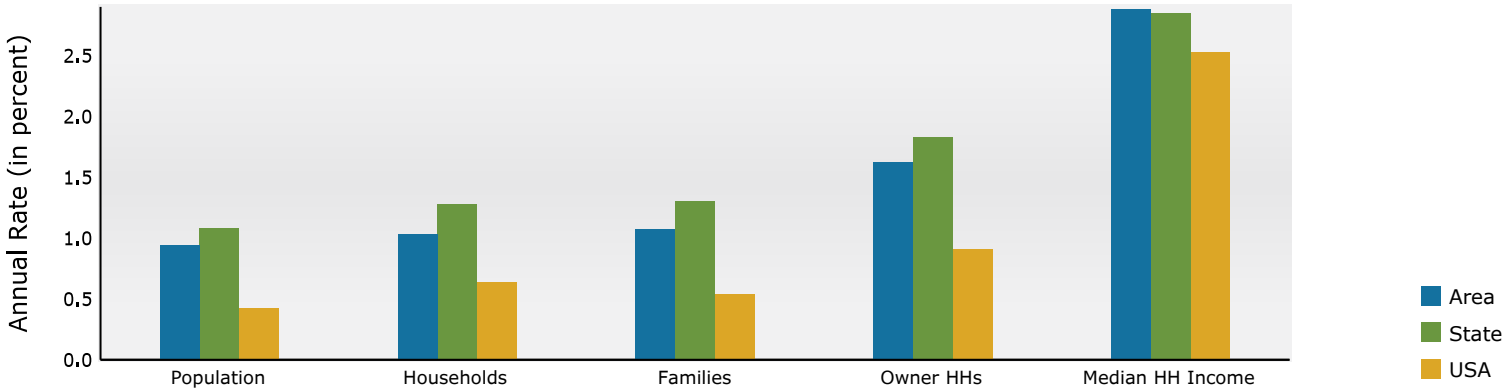
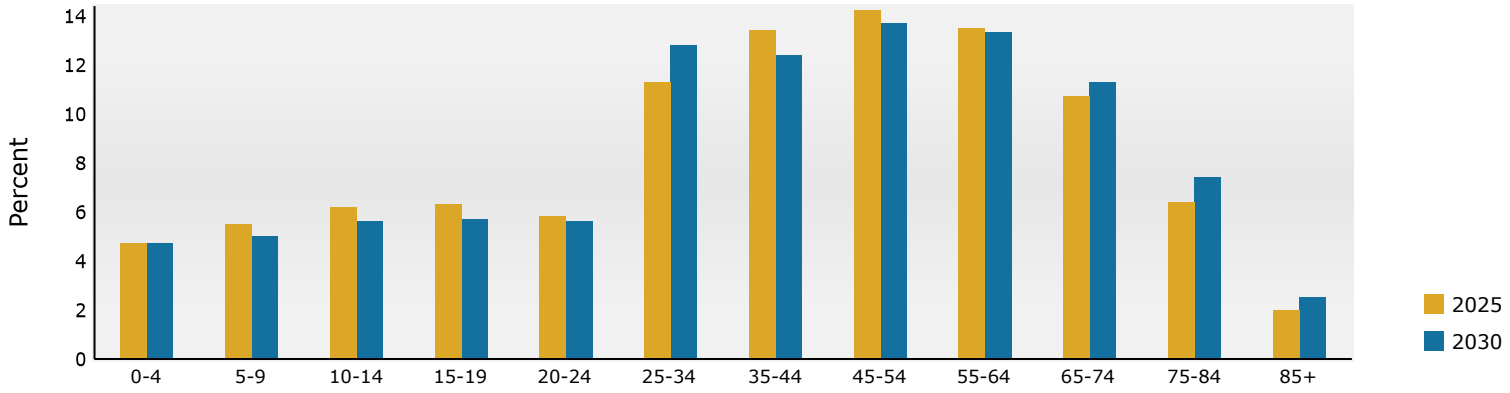
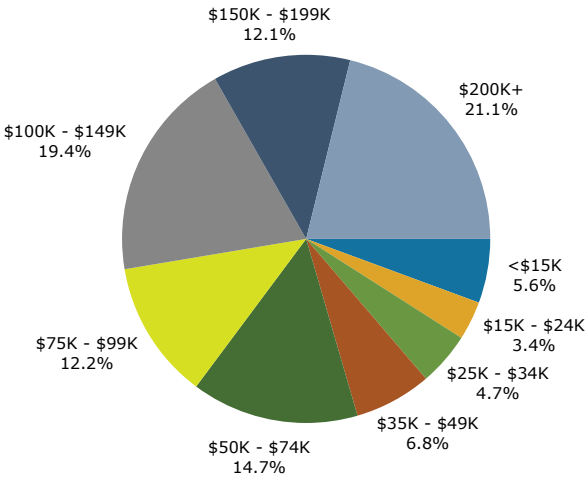


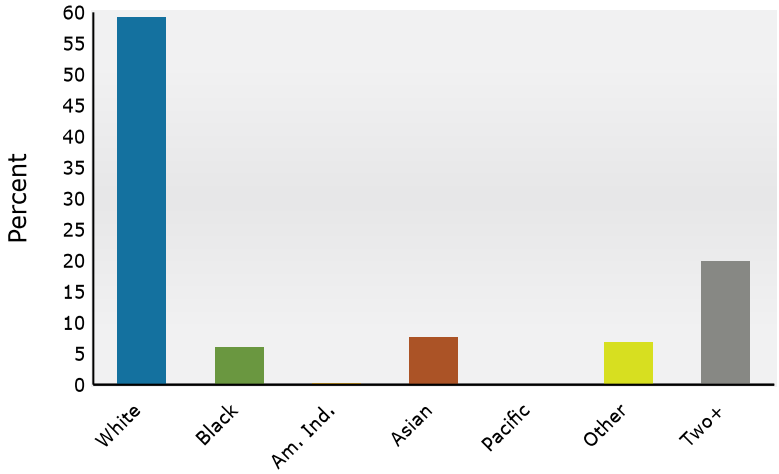
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:29.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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