



# 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	2021	2026
Population	5,821	6,296	6,605
Households	2,502	2,681	2,796
Families	1,617	1,720	1,798
Average Household Size	2.33	2.35	2.36
Owner Occupied Housing Units	1,264	1,423	1,506
Renter Occupied Housing Units	1,238	1,258	1,290
Median Age	41.8	43.7	44.1
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.96%	1.31%	0.71%
Households	0.84%	1.27%	0.71%
Families	0.89%	1.22%	0.64%
Owner HHs	1.14%	1.45%	0.91%
Median Household Income	2.15%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	96	3.6%	82	2.9%
\$15,000 - \$24,999	137	5.1%	110	3.9%
\$25,000 - \$34,999	323	12.0%	293	10.5%
\$35,000 - \$49,999	300	11.2%	287	10.3%
\$50,000 - \$74,999	500	18.6%	526	18.8%
\$75,000 - \$99,999	264	9.8%	291	10.4%
\$100,000 - \$149,999	471	17.6%	518	18.5%
\$150,000 - \$199,999	199	7.4%	234	8.4%
\$200,000+	391	14.6%	454	16.2%
Median Household Income	\$73,903		\$82,189	
Average Household Income	\$113,609		\$126,224	
Per Capita Income	\$47,800		\$52,800	

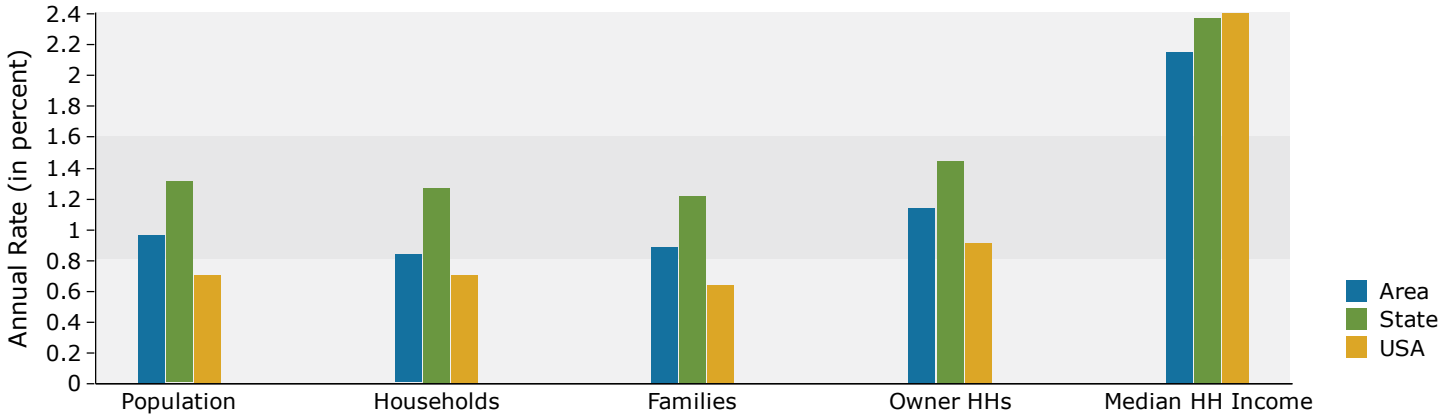
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	275	4.7%	267	4.2%	287	4.3%
5 - 9	331	5.7%	277	4.4%	284	4.3%
10 - 14	405	7.0%	333	5.3%	324	4.9%
15 - 19	409	7.0%	346	5.5%	320	4.8%
20 - 24	329	5.7%	359	5.7%	319	4.8%
25 - 34	652	11.2%	931	14.8%	898	13.6%
35 - 44	791	13.6%	721	11.5%	950	14.4%
45 - 54	1,114	19.1%	827	13.1%	753	11.4%
55 - 64	858	14.7%	1,101	17.5%	1,002	15.2%
65 - 74	396	6.8%	732	11.6%	911	13.8%
75 - 84	198	3.4%	306	4.9%	439	6.6%
85+	63	1.1%	96	1.5%	117	1.8%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,919	84.5%	5,110	81.1%	5,255	79.5%
Black Alone	390	6.7%	465	7.4%	506	7.7%
American Indian Alone	28	0.5%	34	0.5%	37	0.6%
Asian Alone	169	2.9%	246	3.9%	297	4.5%
Pacific Islander Alone	8	0.1%	9	0.1%	12	0.2%
Some Other Race Alone	134	2.3%	186	3.0%	212	3.2%
Two or More Races	174	3.0%	247	3.9%	287	4.3%
Hispanic Origin (Any Race)	960	16.5%	1,397	22.2%	1,670	25.3%

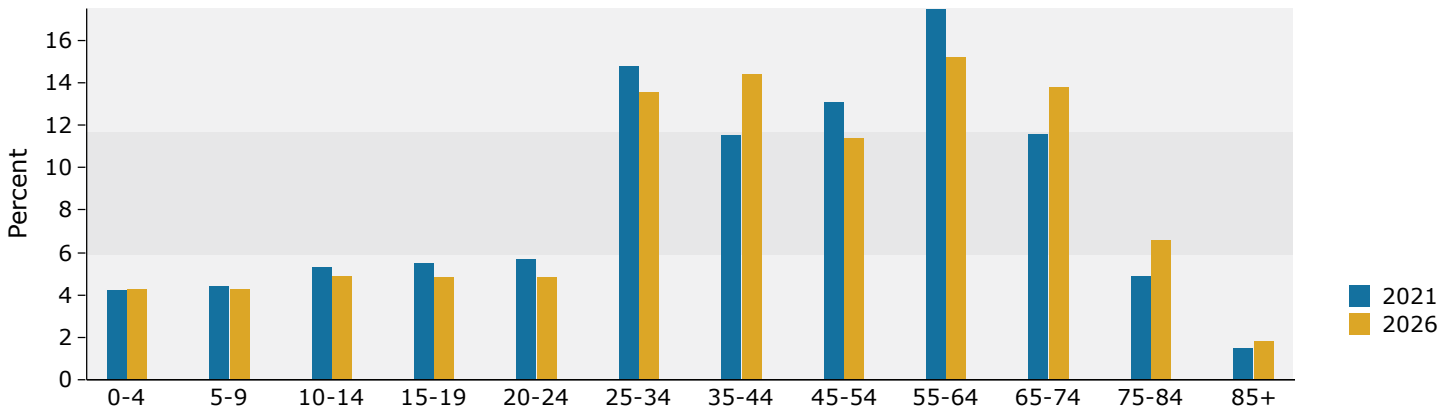
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

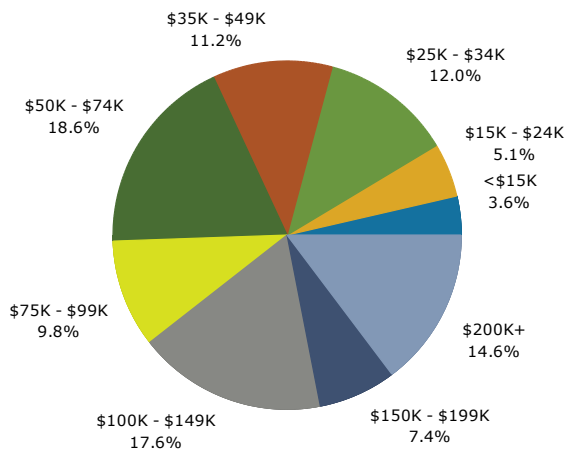
## Trends 2021-2026



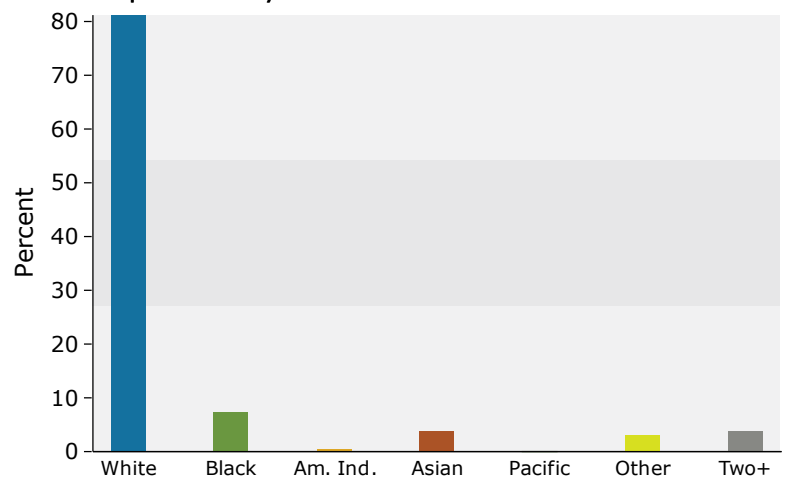
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 22.2%



# Demographic and Income Profile

Keystone Crossing  
 17621 Gunn Hwy, Odessa, Florida, 33556  
 Drive Time: 10 minute radius

Prepared by Esri  
 Latitude: 28.12744  
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Summary	Census 2010	2021	2026
Population	60,961	70,666	75,733
Households	22,737	26,038	27,745
Families	16,757	19,019	20,262
Average Household Size	2.67	2.71	2.72
Owner Occupied Housing Units	16,819	18,808	20,205
Renter Occupied Housing Units	5,918	7,231	7,540
Median Age	40.2	42.5	42.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.39%	1.31%	0.71%
Households	1.28%	1.27%	0.71%
Families	1.27%	1.22%	0.64%
Owner HHs	1.44%	1.45%	0.91%
Median Household Income	2.50%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	1,101	4.2%	929	3.3%
\$15,000 - \$24,999	1,074	4.1%	875	3.2%
\$25,000 - \$34,999	1,939	7.4%	1,695	6.1%
\$35,000 - \$49,999	2,783	10.7%	2,531	9.1%
\$50,000 - \$74,999	4,373	16.8%	4,452	16.0%
\$75,000 - \$99,999	3,260	12.5%	3,604	13.0%
\$100,000 - \$149,999	5,638	21.7%	6,444	23.2%
\$150,000 - \$199,999	2,354	9.0%	2,942	10.6%
\$200,000+	3,516	13.5%	4,274	15.4%
Median Household Income	\$86,737		\$98,117	
Average Household Income	\$115,140		\$129,328	
Per Capita Income	\$43,177		\$48,298	

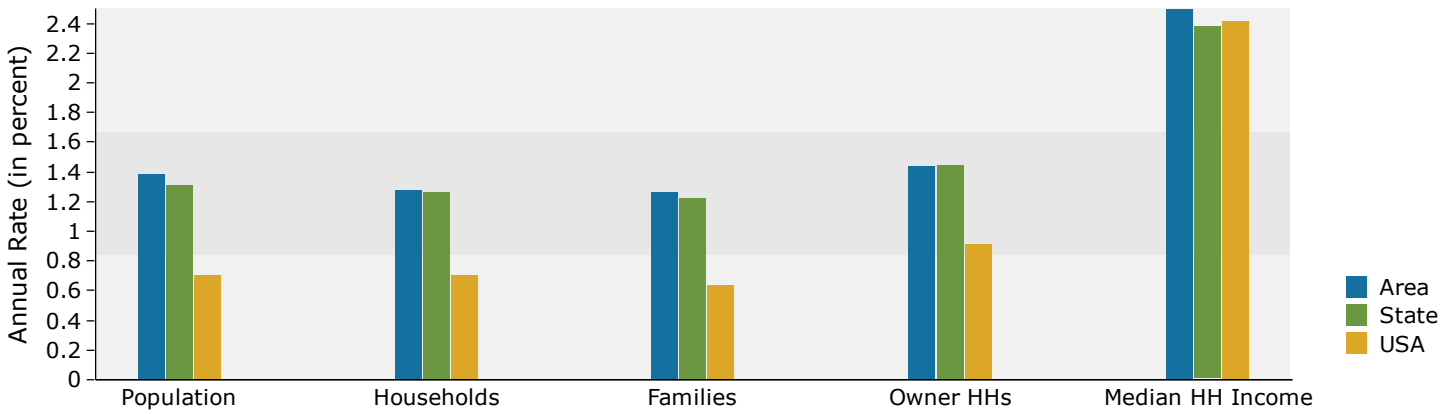
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,306	5.4%	3,382	4.8%	3,708	4.9%
5 - 9	4,008	6.6%	3,711	5.3%	3,877	5.1%
10 - 14	4,570	7.5%	4,225	6.0%	4,313	5.7%
15 - 19	4,431	7.3%	4,239	6.0%	4,105	5.4%
20 - 24	3,225	5.3%	3,837	5.4%	3,715	4.9%
25 - 34	6,401	10.5%	9,337	13.2%	9,810	13.0%
35 - 44	9,486	15.6%	8,705	12.3%	10,473	13.8%
45 - 54	11,252	18.5%	10,166	14.4%	9,505	12.6%
55 - 64	8,064	13.2%	11,293	16.0%	11,166	14.7%
65 - 74	3,814	6.3%	7,587	10.7%	9,132	12.1%
75 - 84	1,740	2.9%	3,178	4.5%	4,691	6.2%
85+	663	1.1%	1,005	1.4%	1,237	1.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	50,916	83.5%	56,631	80.1%	59,440	78.5%
Black Alone	3,953	6.5%	5,058	7.2%	5,651	7.5%
American Indian Alone	171	0.3%	215	0.3%	240	0.3%
Asian Alone	2,685	4.4%	3,971	5.6%	4,776	6.3%
Pacific Islander Alone	39	0.1%	63	0.1%	73	0.1%
Some Other Race Alone	1,436	2.4%	2,114	3.0%	2,462	3.3%
Two or More Races	1,760	2.9%	2,615	3.7%	3,091	4.1%
Hispanic Origin (Any Race)	12,208	20.0%	18,686	26.4%	22,622	29.9%

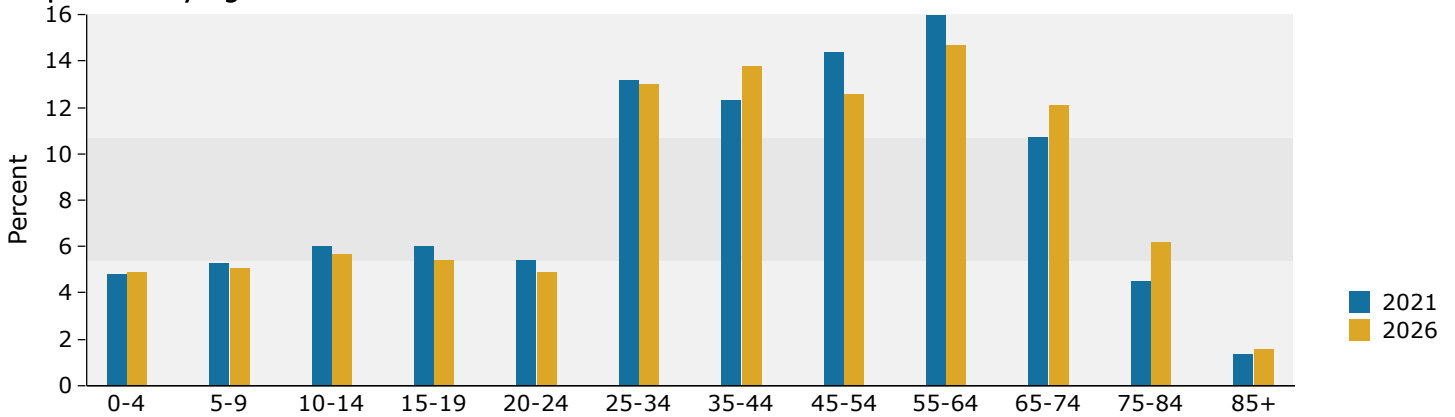
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**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

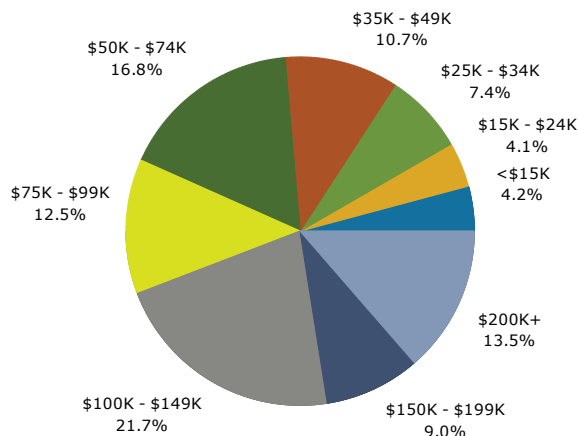
## Trends 2021-2026



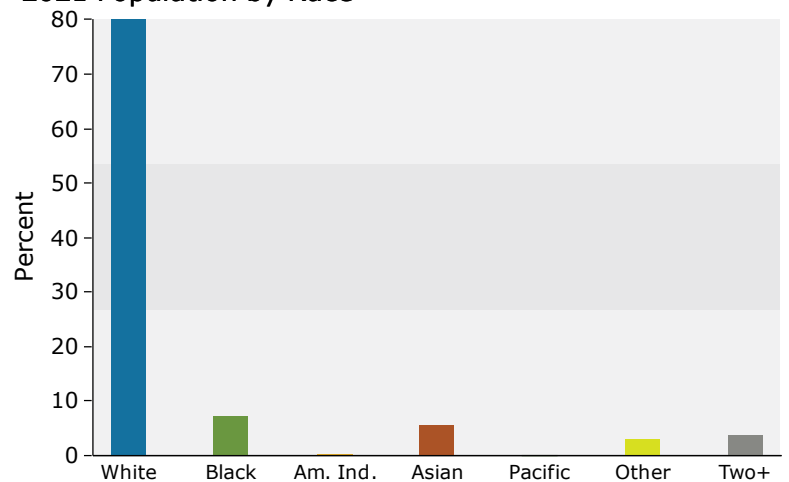
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 26.4%



# Demographic and Income Profile

Keystone Crossing  
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 Drive Time: 15 minute radius

Prepared by Esri  
 Latitude: 28.12744  
 Longitude: -82.57500

Summary	Census 2010	2021	2026
Population	182,474	219,111	237,030
Households	70,585	83,932	90,306
Families	49,919	58,810	63,277
Average Household Size	2.58	2.61	2.62
Owner Occupied Housing Units	51,736	60,134	65,199
Renter Occupied Housing Units	18,849	23,798	25,107
Median Age	39.7	42.5	42.7
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.58%	1.31%	0.71%
Households	1.47%	1.27%	0.71%
Families	1.47%	1.22%	0.64%
Owner HHs	1.63%	1.45%	0.91%
Median Household Income	2.18%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	4,829	5.8%	4,178	4.6%
\$15,000 - \$24,999	4,821	5.7%	4,053	4.5%
\$25,000 - \$34,999	6,111	7.3%	5,561	6.2%
\$35,000 - \$49,999	8,620	10.3%	8,275	9.2%
\$50,000 - \$74,999	14,748	17.6%	15,293	16.9%
\$75,000 - \$99,999	11,019	13.1%	12,208	13.5%
\$100,000 - \$149,999	16,303	19.4%	18,836	20.9%
\$150,000 - \$199,999	7,133	8.5%	9,153	10.1%
\$200,000+	10,348	12.3%	12,746	14.1%
Median Household Income	\$80,170		\$89,318	
Average Household Income	\$109,110		\$122,814	
Per Capita Income	\$41,796		\$46,810	

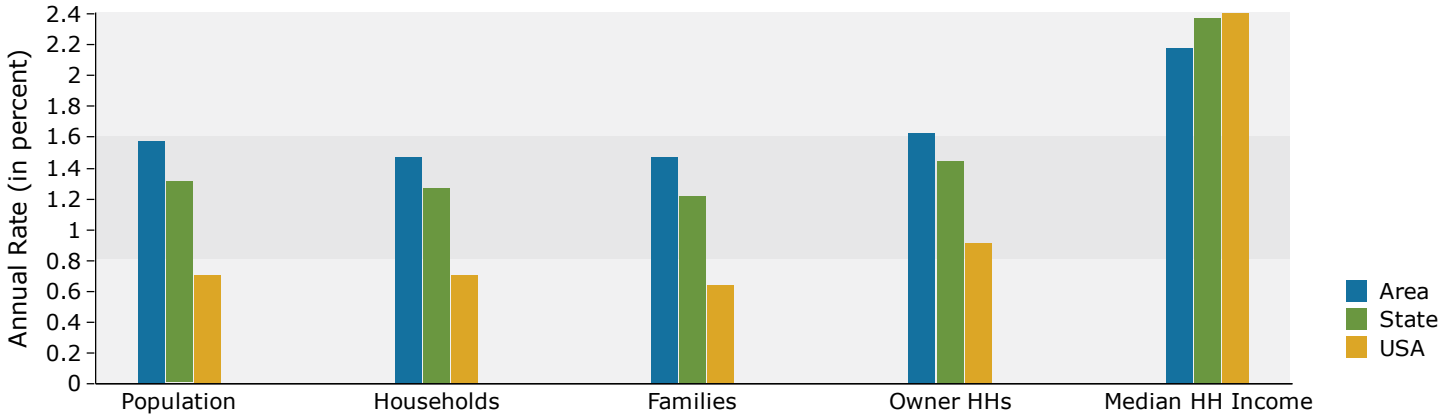
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,559	5.8%	11,054	5.0%	12,244	5.2%
5 - 9	12,398	6.8%	12,400	5.7%	13,176	5.6%
10 - 14	13,055	7.2%	13,522	6.2%	14,139	6.0%
15 - 19	12,073	6.6%	12,699	5.8%	12,901	5.4%
20 - 24	9,325	5.1%	11,130	5.1%	10,954	4.6%
25 - 34	20,731	11.4%	27,586	12.6%	29,751	12.6%
35 - 44	28,904	15.8%	28,035	12.8%	32,693	13.8%
45 - 54	30,286	16.6%	30,628	14.0%	29,352	12.4%
55 - 64	23,082	12.6%	31,916	14.6%	32,237	13.6%
65 - 74	12,825	7.0%	24,288	11.1%	27,983	11.8%
75 - 84	6,698	3.7%	11,659	5.3%	16,497	7.0%
85+	2,537	1.4%	4,195	1.9%	5,103	2.2%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	150,659	82.6%	173,560	79.2%	183,815	77.5%
Black Alone	11,666	6.4%	15,389	7.0%	17,422	7.4%
American Indian Alone	515	0.3%	662	0.3%	741	0.3%
Asian Alone	8,519	4.7%	12,989	5.9%	15,694	6.6%
Pacific Islander Alone	121	0.1%	187	0.1%	219	0.1%
Some Other Race Alone	5,624	3.1%	8,214	3.7%	9,506	4.0%
Two or More Races	5,369	2.9%	8,109	3.7%	9,633	4.1%
Hispanic Origin (Any Race)	42,351	23.2%	64,053	29.2%	76,888	32.4%

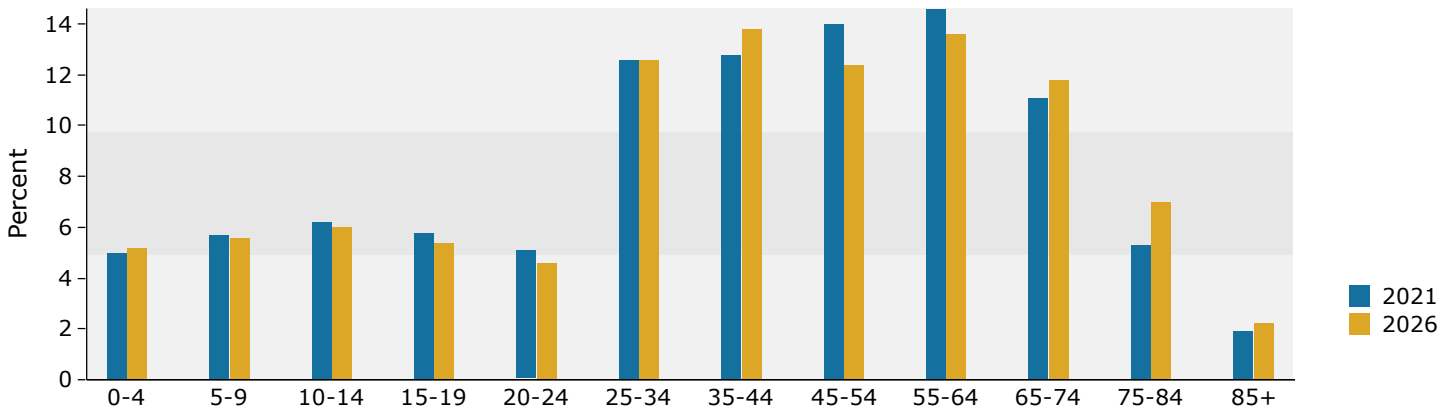
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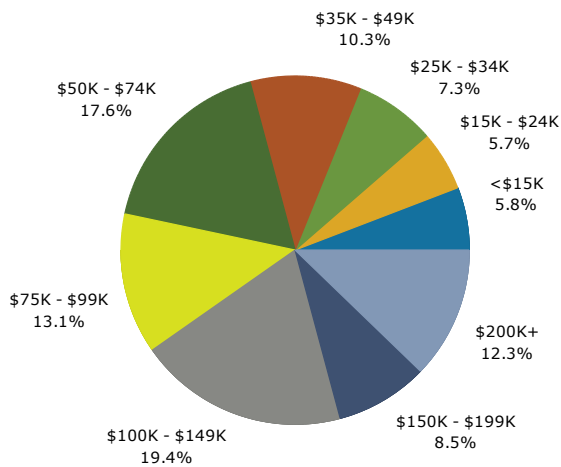
## Trends 2021-2026



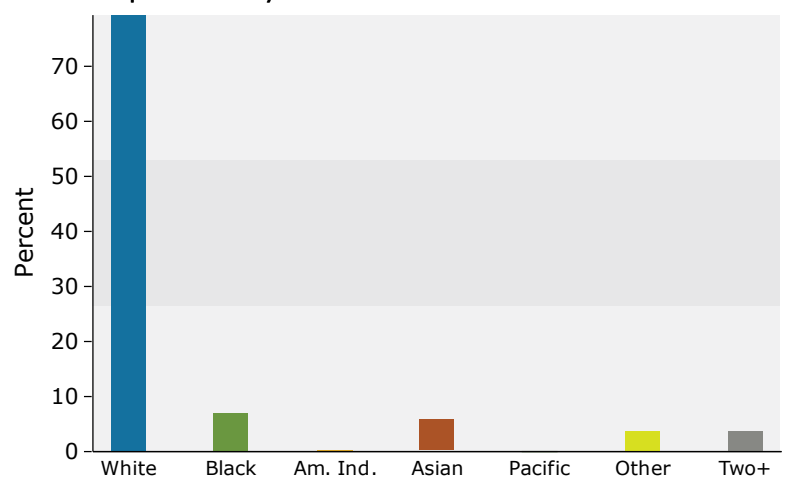
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 29.2%