



Demographic and Income Profile

Tower Oak Plaza
 2196 Main St, Dunedin, Florida, 34698
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 28.01943
 Longitude: -82.74795

Summary	Census 2010	2021	2026
Population	41,390	43,450	44,593
Households	21,372	22,371	22,925
Families	11,053	11,478	11,745
Average Household Size	1.92	1.93	1.93
Owner Occupied Housing Units	16,210	16,793	17,460
Renter Occupied Housing Units	5,162	5,578	5,465
Median Age	54.9	60.0	61.7
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.52%	1.31%	0.71%
Households	0.49%	1.27%	0.71%
Families	0.46%	1.22%	0.64%
Owner HHs	0.78%	1.45%	0.91%
Median Household Income	2.75%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	2,566	11.5%	2,250	9.8%
\$15,000 - \$24,999	2,662	11.9%	2,372	10.3%
\$25,000 - \$34,999	2,504	11.2%	2,241	9.8%
\$35,000 - \$49,999	3,742	16.7%	3,419	14.9%
\$50,000 - \$74,999	3,807	17.0%	4,014	17.5%
\$75,000 - \$99,999	2,794	12.5%	3,206	14.0%
\$100,000 - \$149,999	2,420	10.8%	3,027	13.2%
\$150,000 - \$199,999	913	4.1%	1,226	5.3%
\$200,000+	963	4.3%	1,171	5.1%
Median Household Income	\$48,446		\$55,485	
Average Household Income	\$69,897		\$80,488	
Per Capita Income	\$35,886		\$41,278	

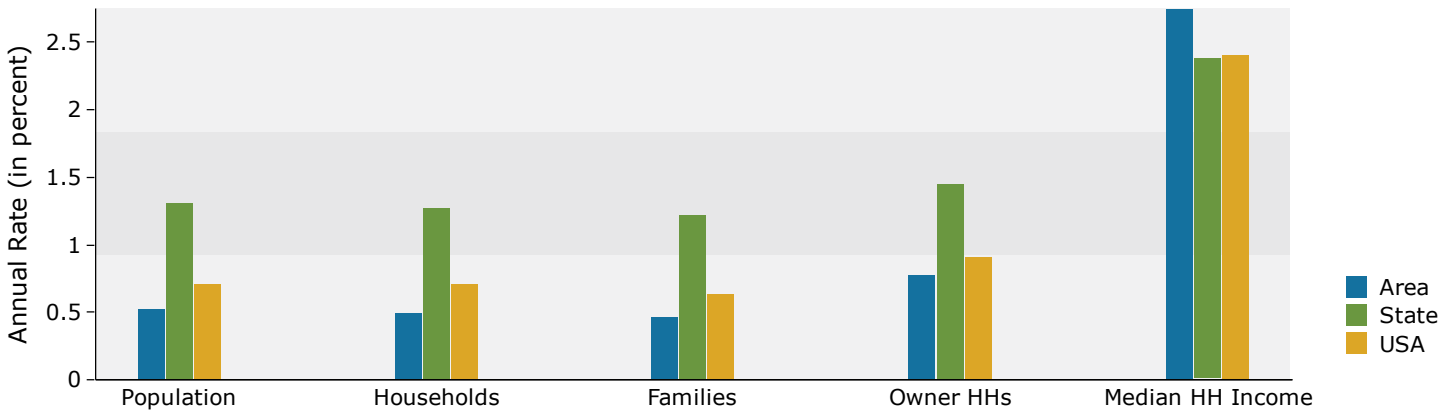
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,469	3.5%	1,275	2.9%	1,276	2.9%
5 - 9	1,460	3.5%	1,419	3.3%	1,385	3.1%
10 - 14	1,487	3.6%	1,522	3.5%	1,529	3.4%
15 - 19	1,628	3.9%	1,396	3.2%	1,492	3.3%
20 - 24	1,461	3.5%	1,285	3.0%	1,254	2.8%
25 - 34	3,477	8.4%	3,455	8.0%	3,274	7.3%
35 - 44	4,137	10.0%	3,816	8.8%	3,885	8.7%
45 - 54	5,650	13.7%	4,523	10.4%	4,340	9.7%
55 - 64	6,526	15.8%	6,863	15.8%	6,299	14.1%
65 - 74	6,320	15.3%	8,709	20.0%	9,158	20.5%
75 - 84	5,232	12.6%	5,994	13.8%	7,416	16.6%
85+	2,542	6.1%	3,195	7.4%	3,285	7.4%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	37,958	91.7%	39,116	90.0%	39,680	89.0%
Black Alone	1,128	2.7%	1,260	2.9%	1,350	3.0%
American Indian Alone	95	0.2%	104	0.2%	109	0.2%
Asian Alone	899	2.2%	1,145	2.6%	1,300	2.9%
Pacific Islander Alone	21	0.1%	20	0.0%	22	0.0%
Some Other Race Alone	632	1.5%	889	2.0%	1,071	2.4%
Two or More Races	659	1.6%	915	2.1%	1,061	2.4%
Hispanic Origin (Any Race)	2,864	6.9%	4,119	9.5%	4,970	11.1%

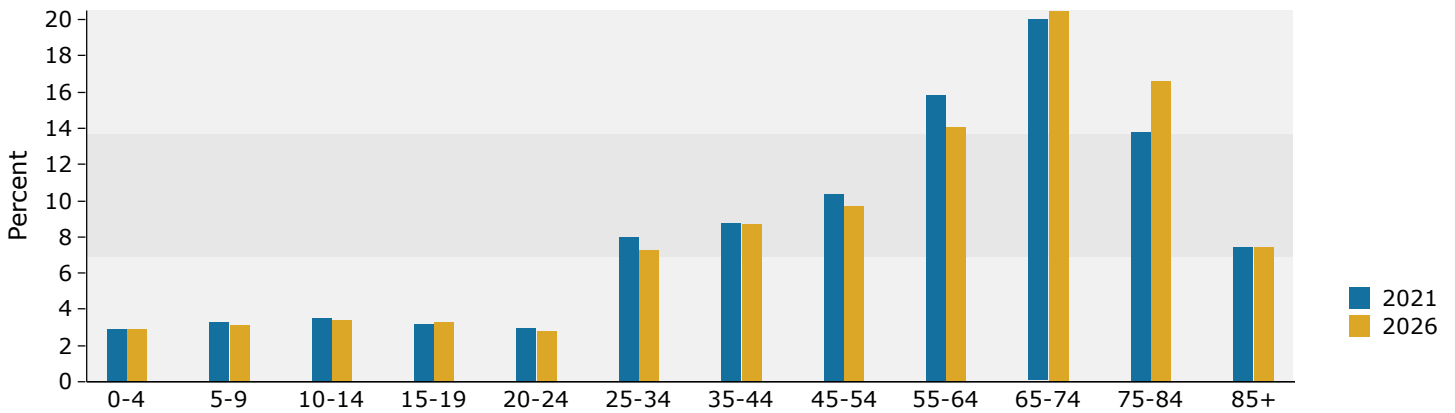
Data Note: Income is expressed in current dollars.

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

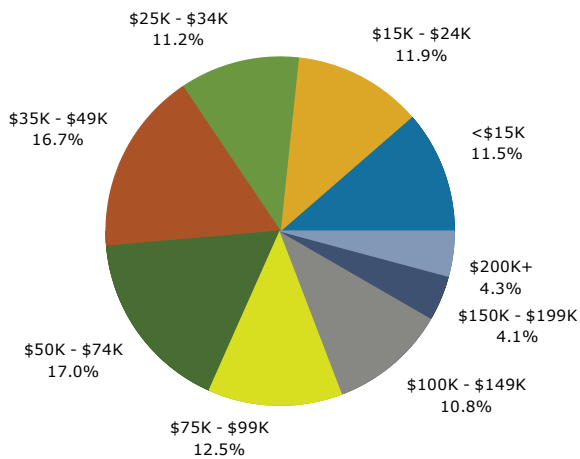
Trends 2021-2026



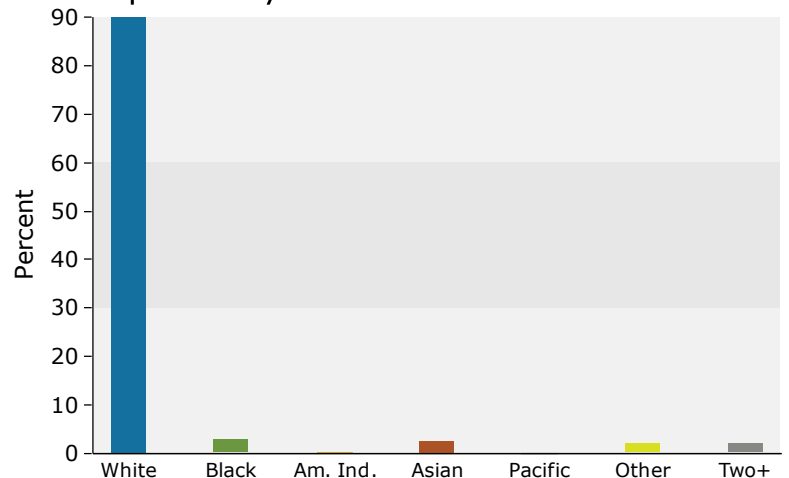
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 9.5%



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Summary	Census 2010	2021	2026
Population	171,316	179,789	184,137
Households	79,542	82,856	84,685
Families	45,281	46,765	47,699
Average Household Size	2.13	2.15	2.15
Owner Occupied Housing Units	55,589	58,158	60,347
Renter Occupied Housing Units	23,953	24,698	24,339
Median Age	47.5	51.6	52.6
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.48%	1.31%	0.71%
Households	0.44%	1.27%	0.71%
Families	0.40%	1.22%	0.64%
Owner HHs	0.74%	1.45%	0.91%
Median Household Income	2.48%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	7,704	9.3%	6,668	7.9%
\$15,000 - \$24,999	8,159	9.8%	6,954	8.2%
\$25,000 - \$34,999	8,029	9.7%	7,203	8.5%
\$35,000 - \$49,999	12,730	15.4%	12,036	14.2%
\$50,000 - \$74,999	14,600	17.6%	14,996	17.7%
\$75,000 - \$99,999	10,850	13.1%	11,748	13.9%
\$100,000 - \$149,999	11,533	13.9%	13,530	16.0%
\$150,000 - \$199,999	4,566	5.5%	5,872	6.9%
\$200,000+	4,686	5.7%	5,677	6.7%
Median Household Income	\$56,222		\$63,552	
Average Household Income	\$79,677		\$90,847	
Per Capita Income	\$36,622		\$41,662	

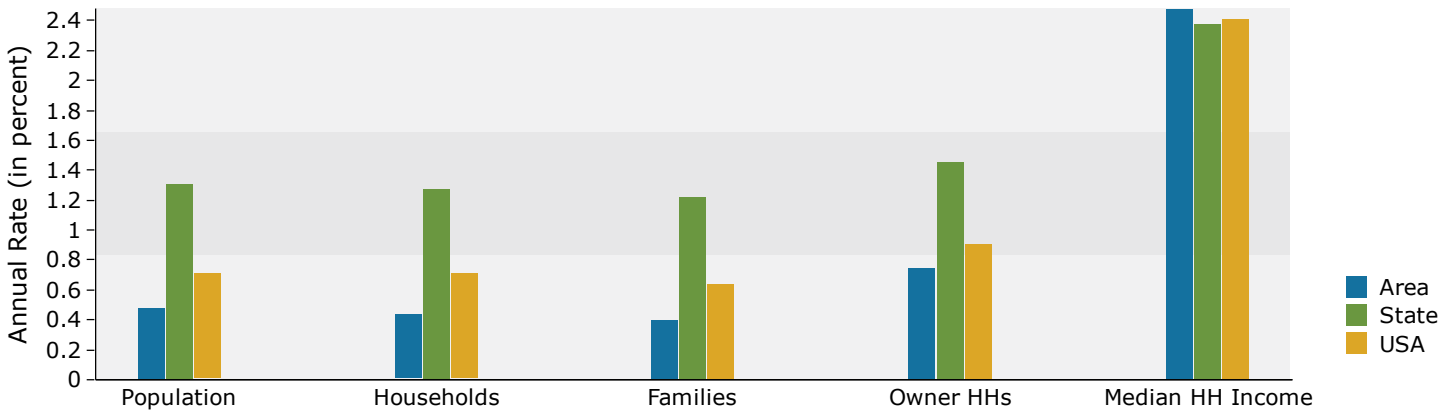
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,514	4.4%	6,740	3.7%	6,981	3.8%
5 - 9	7,759	4.5%	7,202	4.0%	7,171	3.9%
10 - 14	8,697	5.1%	7,999	4.4%	7,783	4.2%
15 - 19	9,046	5.3%	7,765	4.3%	7,744	4.2%
20 - 24	8,308	4.8%	8,147	4.5%	7,660	4.2%
25 - 34	17,916	10.5%	19,479	10.8%	19,416	10.5%
35 - 44	19,874	11.6%	18,903	10.5%	20,133	10.9%
45 - 54	26,837	15.7%	21,353	11.9%	20,117	10.9%
55 - 64	25,251	14.7%	28,563	15.9%	26,309	14.3%
65 - 74	18,566	10.8%	27,493	15.3%	29,756	16.2%
75 - 84	14,089	8.2%	17,030	9.5%	21,483	11.7%
85+	7,457	4.4%	9,115	5.1%	9,587	5.2%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	150,313	87.7%	153,732	85.5%	155,057	84.2%
Black Alone	8,675	5.1%	9,516	5.3%	9,973	5.4%
American Indian Alone	586	0.3%	659	0.4%	704	0.4%
Asian Alone	3,595	2.1%	4,565	2.5%	5,160	2.8%
Pacific Islander Alone	168	0.1%	170	0.1%	180	0.1%
Some Other Race Alone	4,502	2.6%	6,342	3.5%	7,531	4.1%
Two or More Races	3,478	2.0%	4,804	2.7%	5,531	3.0%
Hispanic Origin (Any Race)	16,889	9.9%	23,826	13.3%	28,241	15.3%

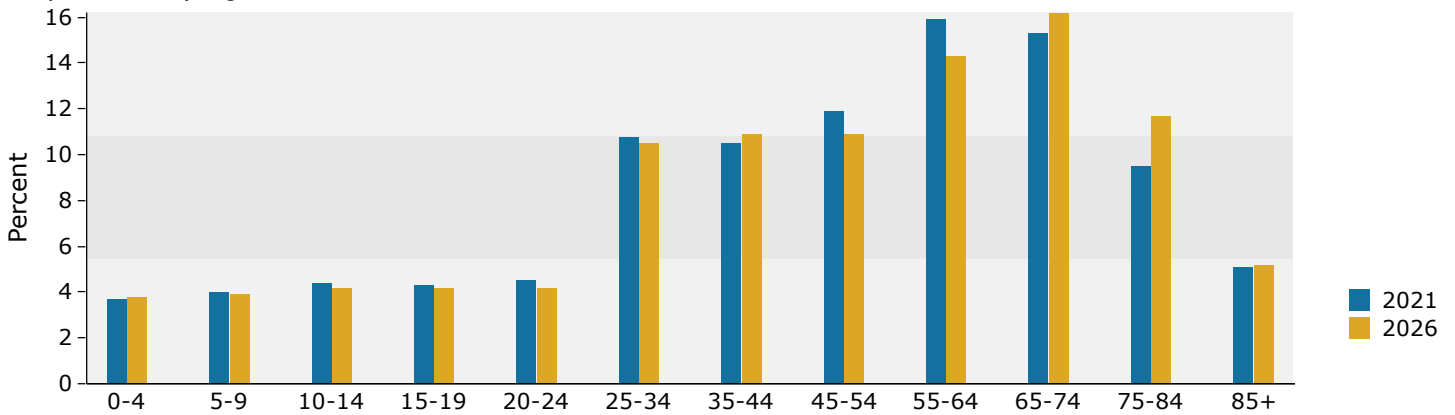
Data Note: Income is expressed in current dollars.

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

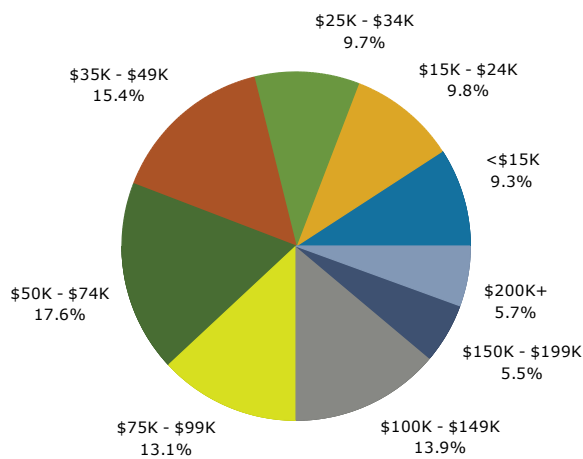
Trends 2021-2026



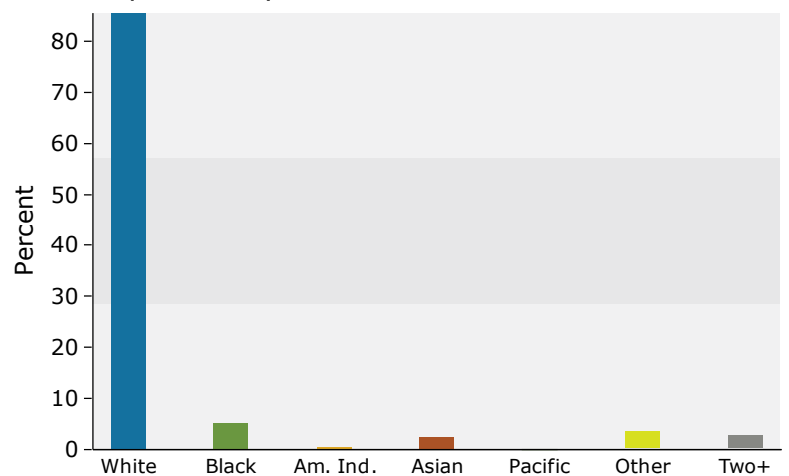
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 13.3%



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Summary	Census 2010	2021	2026
Population	310,906	331,982	341,793
Households	141,802	150,172	154,267
Families	80,940	84,792	86,879
Average Household Size	2.16	2.18	2.18
Owner Occupied Housing Units	95,859	101,019	105,024
Renter Occupied Housing Units	45,943	49,153	49,244
Median Age	46.4	50.0	50.6
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.58%	1.31%	0.71%
Households	0.54%	1.27%	0.71%
Families	0.49%	1.22%	0.64%
Owner HHs	0.78%	1.45%	0.91%
Median Household Income	2.41%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	14,234	9.5%	12,305	8.0%
\$15,000 - \$24,999	14,419	9.6%	12,234	7.9%
\$25,000 - \$34,999	14,668	9.8%	13,178	8.5%
\$35,000 - \$49,999	23,029	15.3%	22,235	14.4%
\$50,000 - \$74,999	26,620	17.7%	27,565	17.9%
\$75,000 - \$99,999	20,273	13.5%	21,915	14.2%
\$100,000 - \$149,999	20,840	13.9%	24,626	16.0%
\$150,000 - \$199,999	8,073	5.4%	10,480	6.8%
\$200,000+	8,015	5.3%	9,729	6.3%
Median Household Income	\$56,194		\$63,301	
Average Household Income	\$78,769		\$89,684	
Per Capita Income	\$35,708		\$40,546	

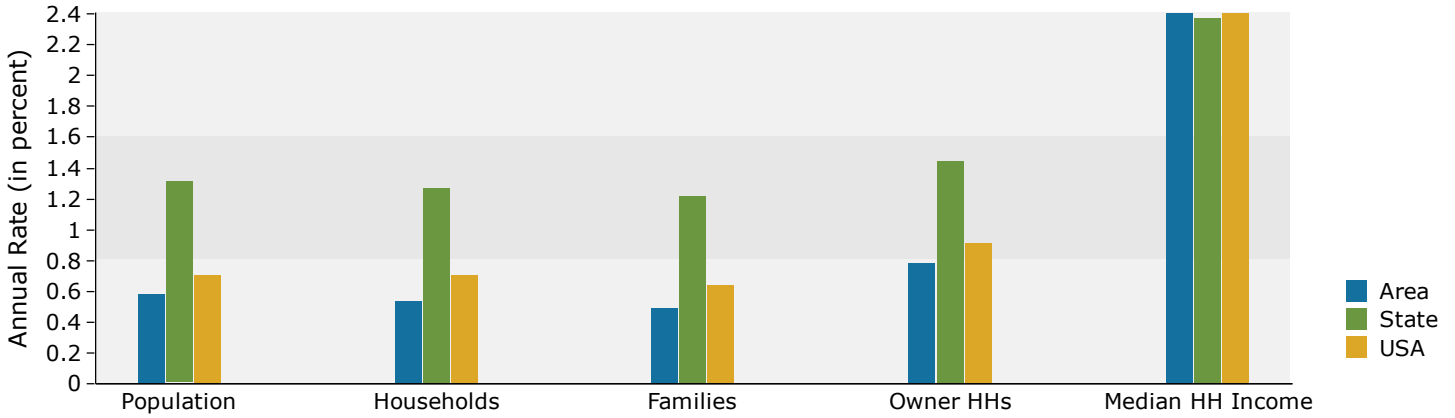
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	14,350	4.6%	13,304	4.0%	13,931	4.1%
5 - 9	14,558	4.7%	13,856	4.2%	13,940	4.1%
10 - 14	16,020	5.2%	15,086	4.5%	14,884	4.4%
15 - 19	16,814	5.4%	14,903	4.5%	14,932	4.4%
20 - 24	15,924	5.1%	15,867	4.8%	15,249	4.5%
25 - 34	34,016	10.9%	37,779	11.4%	37,826	11.1%
35 - 44	37,205	12.0%	36,271	10.9%	38,901	11.4%
45 - 54	49,068	15.8%	40,412	12.2%	38,479	11.3%
55 - 64	44,788	14.4%	51,807	15.6%	48,317	14.1%
65 - 74	32,707	10.5%	48,467	14.6%	52,664	15.4%
75 - 84	23,972	7.7%	29,568	8.9%	37,103	10.9%
85+	11,481	3.7%	14,662	4.4%	15,569	4.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	267,676	86.1%	277,411	83.6%	280,760	82.1%
Black Alone	18,797	6.0%	20,971	6.3%	22,003	6.4%
American Indian Alone	1,015	0.3%	1,153	0.3%	1,227	0.4%
Asian Alone	7,633	2.5%	9,983	3.0%	11,350	3.3%
Pacific Islander Alone	331	0.1%	351	0.1%	377	0.1%
Some Other Race Alone	8,713	2.8%	12,629	3.8%	15,115	4.4%
Two or More Races	6,741	2.2%	9,482	2.9%	10,962	3.2%
Hispanic Origin (Any Race)	31,964	10.3%	46,050	13.9%	54,852	16.0%

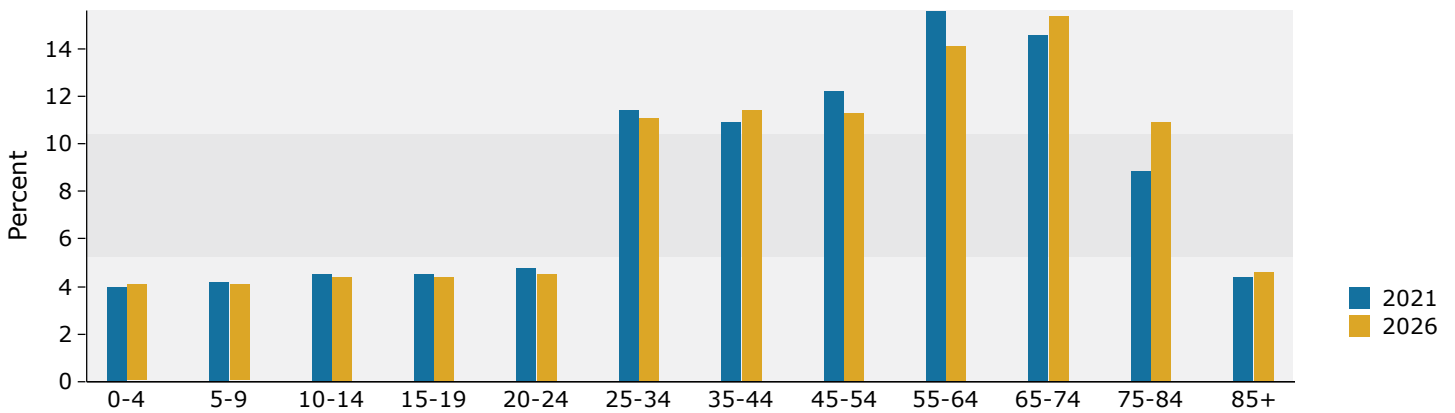
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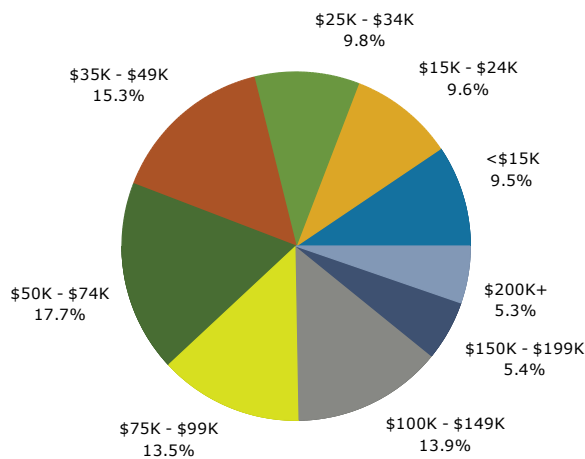
Trends 2021-2026



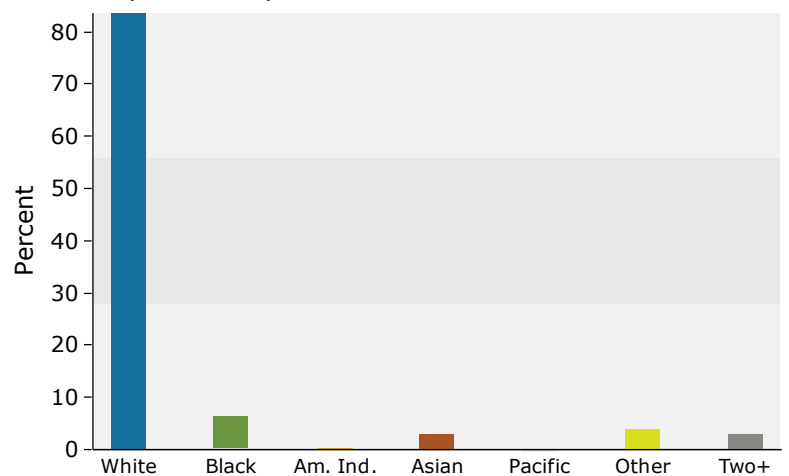
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 13.9%