



Demographic and Income Profile

10400 County Road 48, Howey In The Hills, Florida, 34737
Ring: 1 mile radius

Prepared by Esri
Latitude: 28.72249
Longitude: -81.78842

Summary	Census 2010	Census 2020	2023	2028
Population	770	902	966	969
Households	354	418	439	447
Families	251	301	304	307
Average Household Size	2.18	2.16	2.20	2.17
Owner Occupied Housing Units	292	359	401	412
Renter Occupied Housing Units	62	59	38	36
Median Age	54.1	57.8	66.1	67.7

Trends: 2023-2028 Annual Rate	Area	State	National
Population	0.06%	0.63%	0.30%
Households	0.36%	0.77%	0.49%
Families	0.20%	0.74%	0.44%
Owner HHs	0.54%	0.93%	0.66%
Median Household Income	1.19%	3.34%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	18	4.1%	14	3.1%
\$15,000 - \$24,999	25	5.7%	19	4.3%
\$25,000 - \$34,999	13	3.0%	9	2.0%
\$35,000 - \$49,999	44	10.0%	35	7.8%
\$50,000 - \$74,999	53	12.1%	51	11.4%
\$75,000 - \$99,999	109	24.8%	119	26.6%
\$100,000 - \$149,999	117	26.7%	128	28.6%
\$150,000 - \$199,999	22	5.0%	30	6.7%
\$200,000+	38	8.7%	41	9.2%

Median Household Income	\$87,896	\$93,250
Average Household Income	\$113,633	\$125,944
Per Capita Income	\$51,247	\$57,658

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	26	3.4%	25	2.8%	16	1.7%	15	1.5%
5 - 9	26	3.4%	33	3.7%	18	1.9%	16	1.7%
10 - 14	37	4.8%	36	4.0%	23	2.4%	21	2.2%
15 - 19	46	6.0%	29	3.2%	24	2.5%	21	2.2%
20 - 24	26	3.4%	31	3.4%	18	1.9%	16	1.7%
25 - 34	44	5.7%	72	8.0%	43	4.4%	37	3.8%
35 - 44	77	10.0%	74	8.2%	50	5.2%	51	5.3%
45 - 54	116	15.1%	106	11.8%	75	7.8%	64	6.6%
55 - 64	162	21.0%	170	18.8%	182	18.8%	159	16.4%
65 - 74	129	16.8%	187	20.7%	328	33.9%	331	34.2%
75 - 84	62	8.1%	110	12.2%	165	17.1%	206	21.3%
85+	19	2.5%	30	3.3%	25	2.6%	31	3.2%

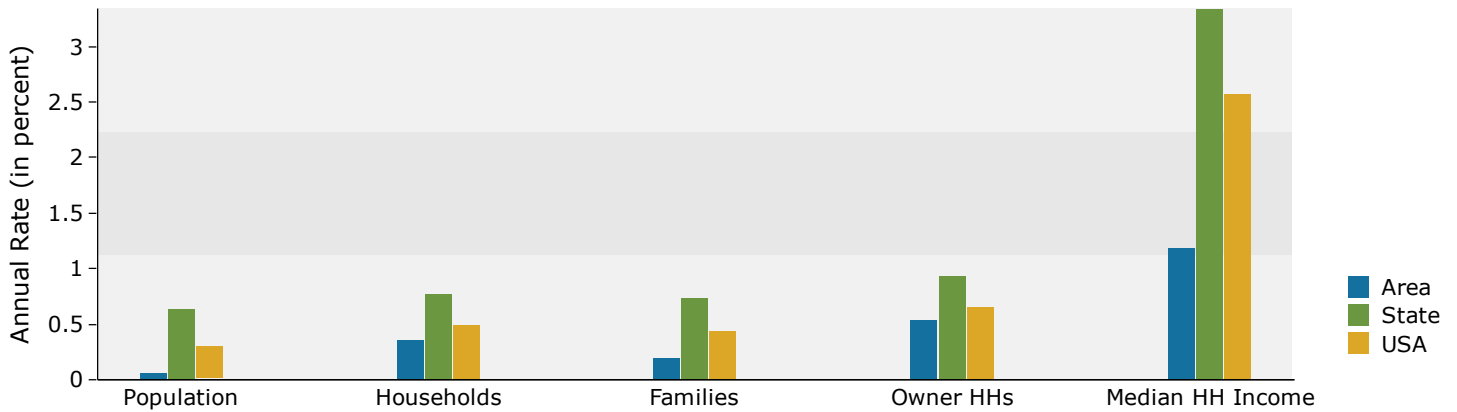
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	670	87.0%	705	78.2%	755	78.2%	753	77.8%
Black Alone	65	8.4%	66	7.3%	71	7.4%	73	7.5%
American Indian Alone	1	0.1%	3	0.3%	3	0.3%	3	0.3%
Asian Alone	16	2.1%	25	2.8%	24	2.5%	22	2.3%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	9	1.2%	25	2.8%	28	2.9%	29	3.0%
Two or More Races	9	1.2%	77	8.5%	84	8.7%	88	9.1%
Hispanic Origin (Any Race)	56	7.3%	100	11.1%	110	11.4%	114	11.8%

Data Note: Income is expressed in current dollars.

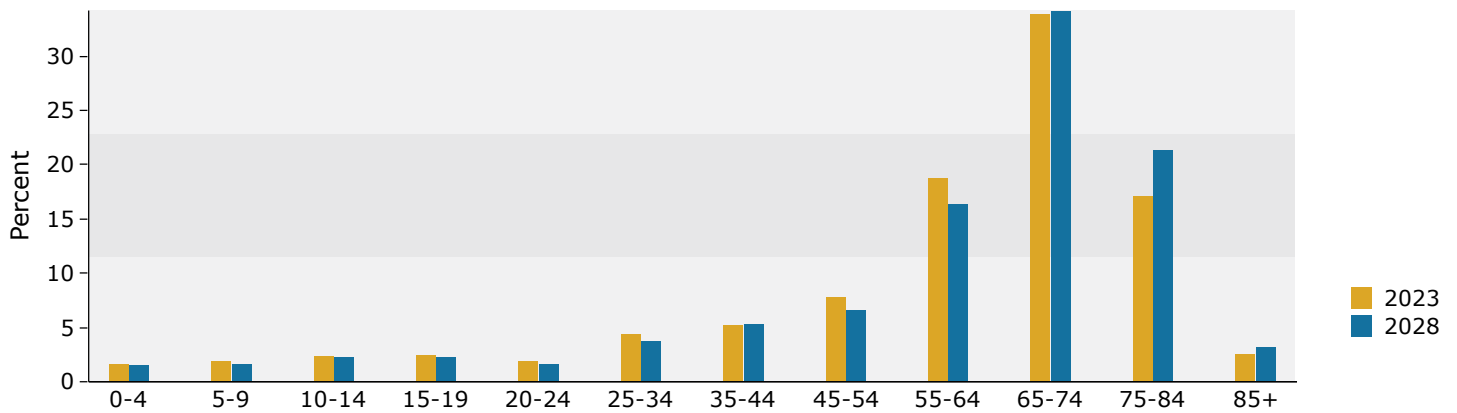
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

December 20, 2023

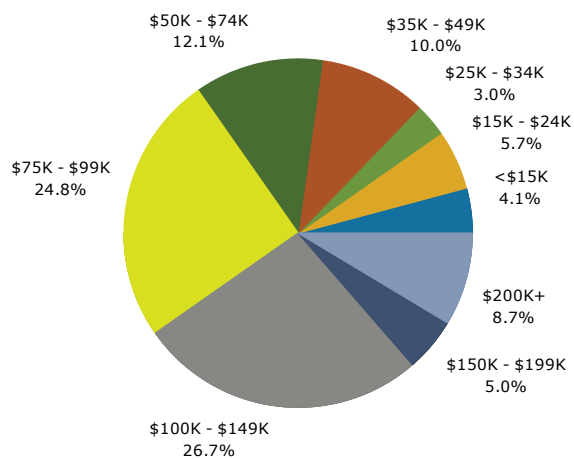
Trends 2023-2028



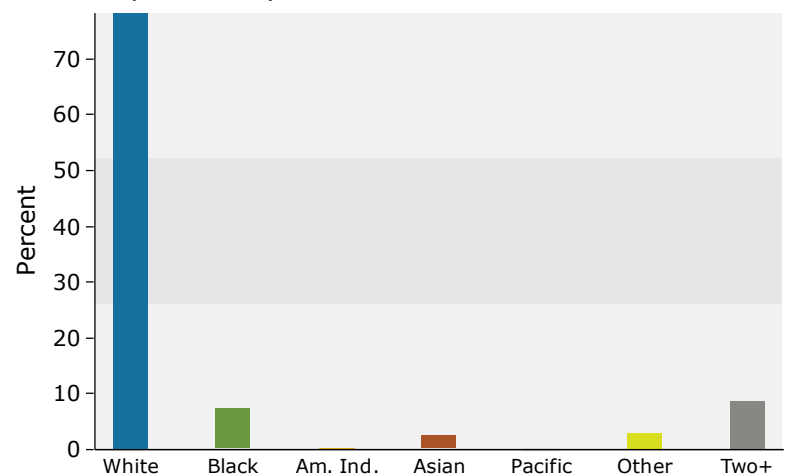
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 11.4%



Demographic and Income Profile

10400 County Road 48, Howey In The Hills, Florida, 34737
Ring: 3 mile radius

Prepared by Esri
Latitude: 28.72249
Longitude: -81.78842

Summary	Census 2010	Census 2020	2023	2028
Population	4,805	5,855	6,128	6,495
Households	2,130	2,568	2,696	2,868
Families	1,583	1,877	1,947	2,046
Average Household Size	2.25	2.27	2.26	2.26
Owner Occupied Housing Units	1,866	2,280	2,390	2,578
Renter Occupied Housing Units	265	288	306	290
Median Age	57.2	59.1	61.9	62.9

Trends: 2023-2028 Annual Rate	Area	State	National
Population	1.17%	0.63%	0.30%
Households	1.24%	0.77%	0.49%
Families	1.00%	0.74%	0.44%
Owner HHs	1.53%	0.93%	0.66%
Median Household Income	1.64%	3.34%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	119	4.4%	106	3.7%
\$15,000 - \$24,999	120	4.5%	93	3.2%
\$25,000 - \$34,999	210	7.8%	167	5.8%
\$35,000 - \$49,999	305	11.3%	276	9.6%
\$50,000 - \$74,999	486	18.0%	481	16.8%
\$75,000 - \$99,999	566	21.0%	629	21.9%
\$100,000 - \$149,999	517	19.2%	616	21.5%
\$150,000 - \$199,999	200	7.4%	291	10.1%
\$200,000+	173	6.4%	209	7.3%

Median Household Income	\$78,456	\$85,099
Average Household Income	\$101,429	\$114,916
Per Capita Income	\$45,031	\$51,361

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	150	3.1%	179	3.1%	161	2.6%	182	2.8%
5 - 9	172	3.6%	224	3.8%	180	2.9%	193	3.0%
10 - 14	206	4.3%	245	4.2%	213	3.5%	226	3.5%
15 - 19	231	4.8%	223	3.8%	212	3.5%	222	3.4%
20 - 24	131	2.7%	181	3.1%	168	2.7%	167	2.6%
25 - 34	274	5.7%	438	7.5%	402	6.6%	403	6.2%
35 - 44	441	9.2%	459	7.8%	444	7.2%	520	8.0%
45 - 54	621	12.9%	611	10.4%	576	9.4%	547	8.4%
55 - 64	987	20.5%	934	16.0%	1,118	18.2%	1,056	16.3%
65 - 74	1,055	22.0%	1,286	22.0%	1,761	28.7%	1,826	28.1%
75 - 84	421	8.8%	875	14.9%	744	12.1%	964	14.8%
85+	118	2.5%	199	3.4%	149	2.4%	187	2.9%

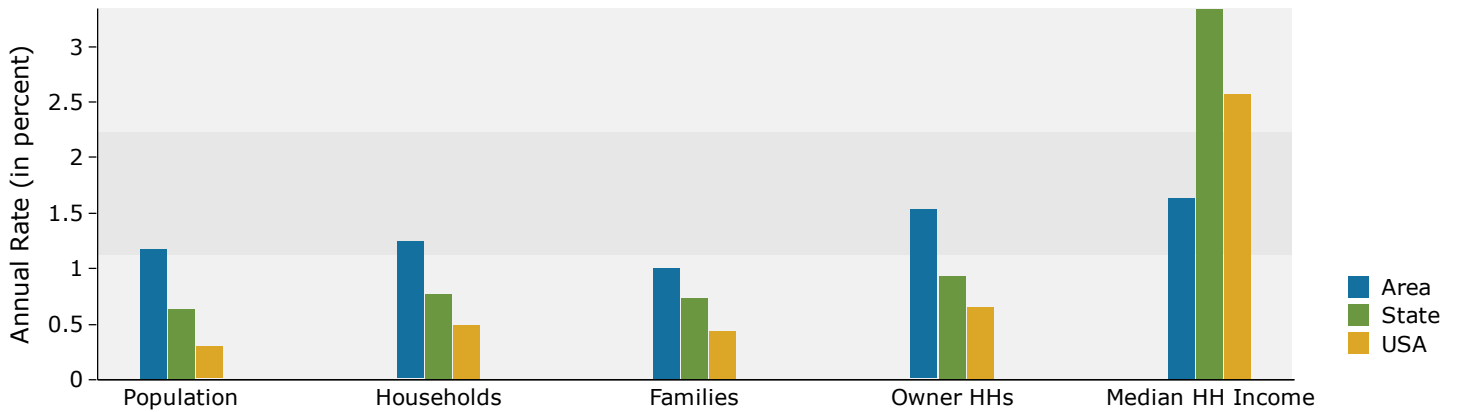
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	4,363	90.8%	4,683	80.0%	4,890	79.8%	5,080	78.2%
Black Alone	224	4.7%	359	6.1%	377	6.2%	443	6.8%
American Indian Alone	19	0.4%	25	0.4%	28	0.5%	30	0.5%
Asian Alone	73	1.5%	116	2.0%	109	1.8%	120	1.8%
Pacific Islander Alone	0	0.0%	3	0.1%	3	0.0%	4	0.1%
Some Other Race Alone	60	1.2%	187	3.2%	206	3.4%	242	3.7%
Two or More Races	66	1.4%	482	8.2%	515	8.4%	575	8.9%
Hispanic Origin (Any Race)	331	6.9%	681	11.6%	736	12.0%	823	12.7%

Data Note: Income is expressed in current dollars.

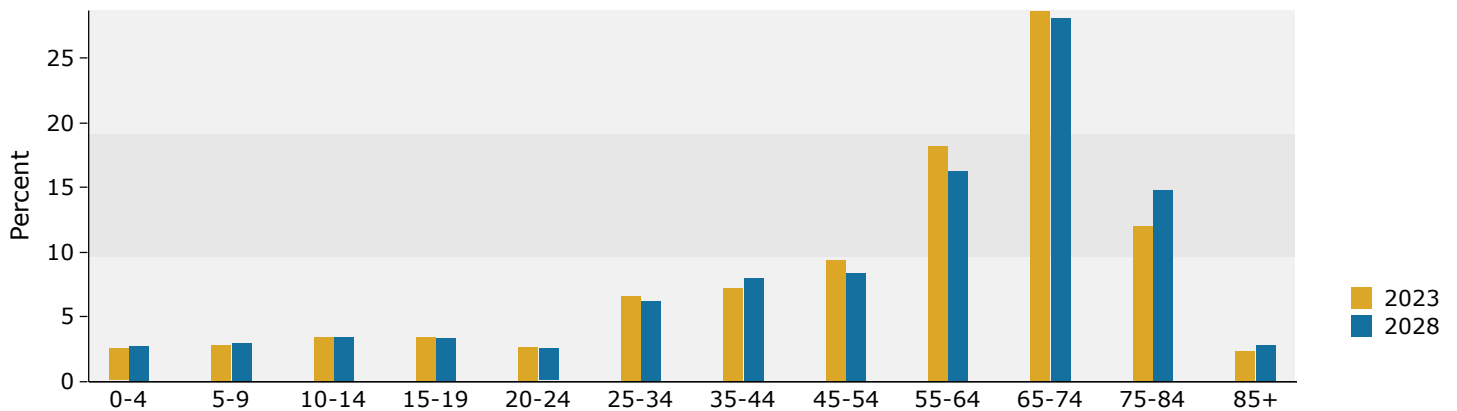
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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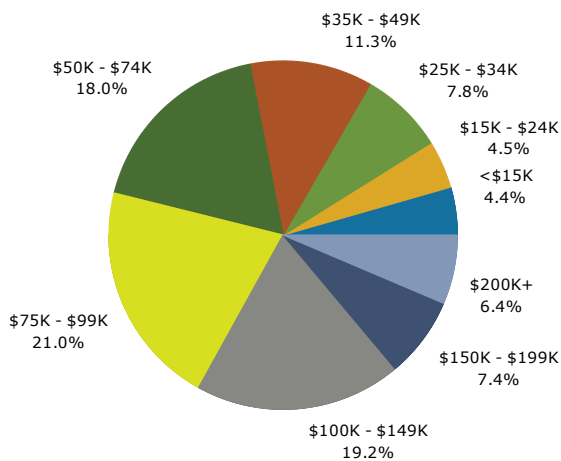
Trends 2023-2028



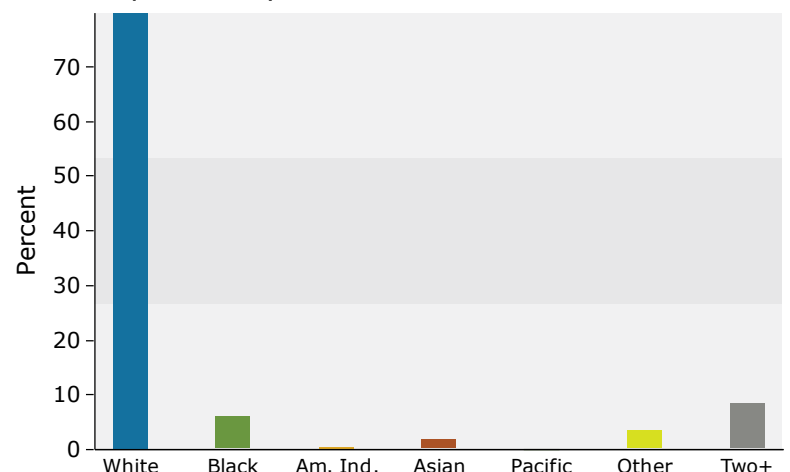
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 12.0%



Demographic and Income Profile

10400 County Road 48, Howey In The Hills, Florida, 34737
Ring: 5 mile radius

Prepared by Esri
Latitude: 28.72249
Longitude: -81.78842

Summary	Census 2010	Census 2020	2023	2028
Population	14,577	17,347	18,012	19,683
Households	6,522	7,755	8,171	8,897
Families	4,756	5,466	5,785	6,222
Average Household Size	2.23	2.23	2.20	2.20
Owner Occupied Housing Units	5,866	6,945	7,283	8,042
Renter Occupied Housing Units	656	810	888	856
Median Age	60.3	61.7	62.9	63.5

Trends: 2023-2028 Annual Rate	Area	State	National
Population	1.79%	0.63%	0.30%
Households	1.72%	0.77%	0.49%
Families	1.47%	0.74%	0.44%
Owner HHs	2.00%	0.93%	0.66%
Median Household Income	2.01%	3.34%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	486	5.9%	448	5.0%
\$15,000 - \$24,999	399	4.9%	321	3.6%
\$25,000 - \$34,999	686	8.4%	590	6.6%
\$35,000 - \$49,999	994	12.2%	985	11.1%
\$50,000 - \$74,999	1,744	21.3%	1,789	20.1%
\$75,000 - \$99,999	1,697	20.8%	1,919	21.6%
\$100,000 - \$149,999	1,211	14.8%	1,513	17.0%
\$150,000 - \$199,999	565	6.9%	829	9.3%
\$200,000+	389	4.8%	503	5.7%

Median Household Income	\$70,547	\$77,923
Average Household Income	\$91,425	\$103,942
Per Capita Income	\$41,956	\$47,820

Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	461	3.2%	475	2.7%	496	2.8%	586	3.0%
5 - 9	533	3.7%	613	3.5%	546	3.0%	610	3.1%
10 - 14	592	4.1%	684	3.9%	630	3.5%	689	3.5%
15 - 19	591	4.1%	657	3.8%	598	3.3%	667	3.4%
20 - 24	364	2.5%	523	3.0%	496	2.8%	516	2.6%
25 - 34	802	5.5%	1,168	6.7%	1,133	6.3%	1,191	6.1%
35 - 44	1,182	8.1%	1,271	7.3%	1,247	6.9%	1,520	7.7%
45 - 54	1,629	11.2%	1,638	9.4%	1,572	8.7%	1,592	8.1%
55 - 64	2,602	17.9%	2,551	14.7%	3,062	17.0%	2,998	15.2%
65 - 74	3,526	24.2%	3,986	23.0%	5,050	28.0%	5,383	27.4%
75 - 84	1,887	12.9%	3,023	17.4%	2,611	14.5%	3,187	16.2%
85+	408	2.8%	757	4.4%	572	3.2%	741	3.8%

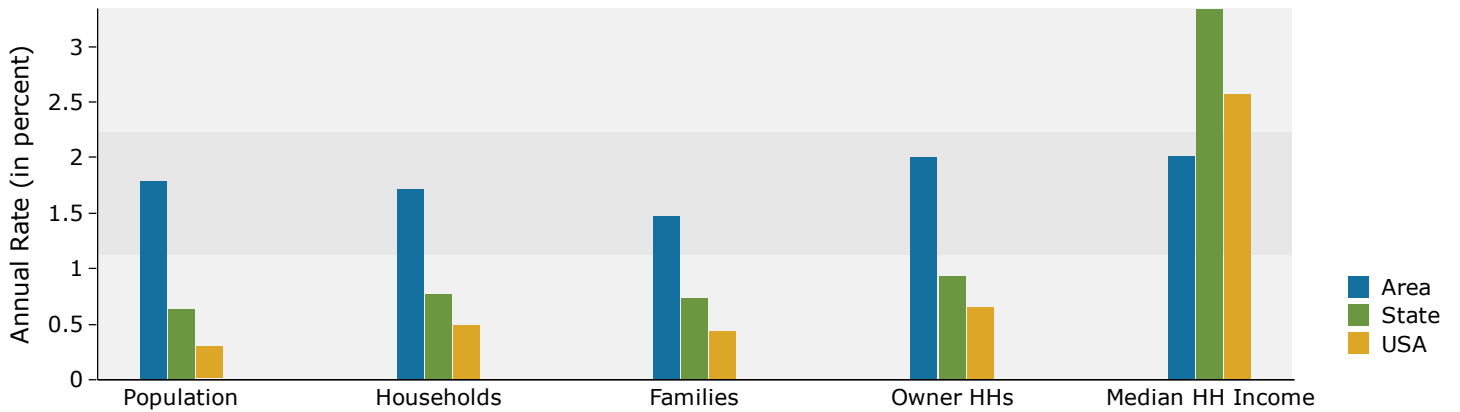
Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	13,196	90.5%	13,943	80.4%	14,438	80.2%	15,423	78.4%
Black Alone	531	3.6%	898	5.2%	941	5.2%	1,180	6.0%
American Indian Alone	56	0.4%	85	0.5%	92	0.5%	102	0.5%
Asian Alone	222	1.5%	331	1.9%	312	1.7%	358	1.8%
Pacific Islander Alone	8	0.1%	9	0.1%	9	0.0%	10	0.1%
Some Other Race Alone	360	2.5%	704	4.1%	763	4.2%	917	4.7%
Two or More Races	204	1.4%	1,379	7.9%	1,457	8.1%	1,693	8.6%
Hispanic Origin (Any Race)	1,187	8.1%	2,047	11.8%	2,189	12.2%	2,545	12.9%

Data Note: Income is expressed in current dollars.

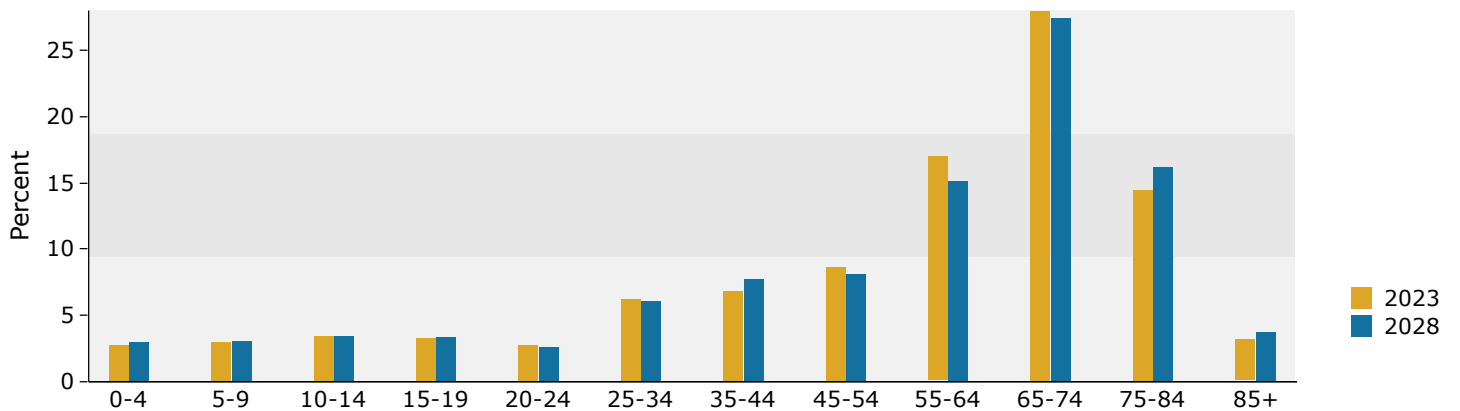
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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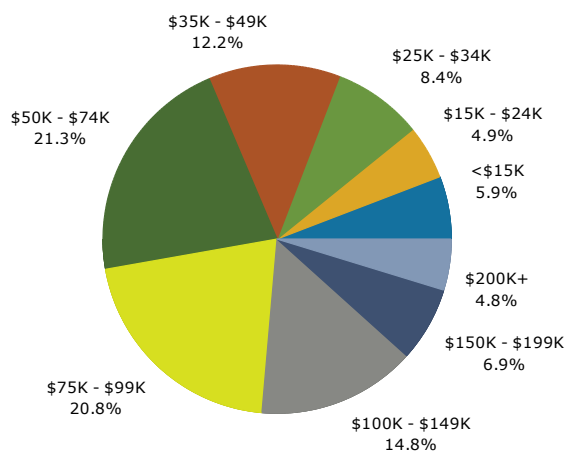
Trends 2023-2028



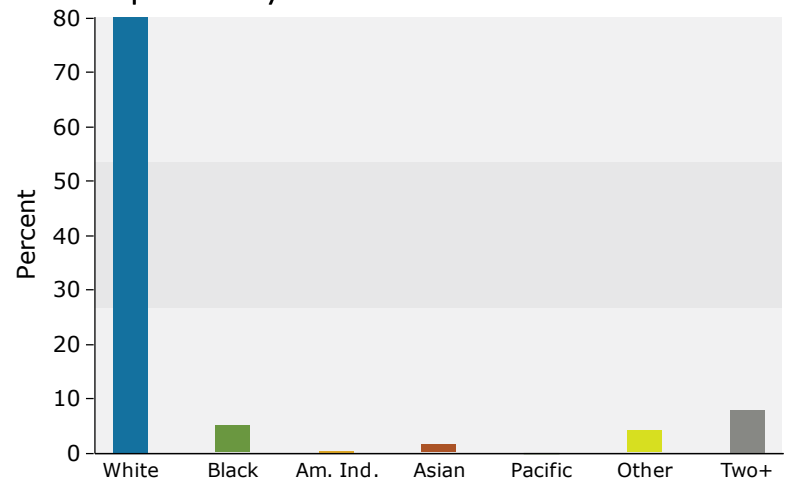
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 12.2%