

Market Profile

1.54 Acres SR 54 Lutz
 19801-19893 State Road 54, Land O Lakes, Florida, 34638
 Drive time: 5, 10, 15 minute radii

Prepared by Esri
 Latitude: 28.19834
 Longitude: -82.48800

	5 minutes	10 minutes	15 minutes
Population Summary			
2010 Total Population	4,693	33,274	97,028
2020 Total Population	7,366	46,018	125,156
2020 Group Quarters	7	51	692
2024 Total Population	9,714	51,287	139,208
2024 Group Quarters	8	53	759
2029 Total Population	10,099	54,940	155,887
2024-2029 Annual Rate	0.78%	1.39%	2.29%
2024 Total Daytime Population	7,912	43,253	115,119
Workers	3,021	18,136	47,332
Residents	4,891	25,117	67,787
Household Summary			
2010 Households	1,749	12,111	36,169
2010 Average Household Size	2.68	2.74	2.67
2020 Total Households	2,561	16,521	46,442
2020 Average Household Size	2.87	2.78	2.68
2024 Households	3,442	18,717	51,797
2024 Average Household Size	2.82	2.74	2.67
2029 Households	3,576	20,026	58,070
2029 Average Household Size	2.82	2.74	2.67
2024-2029 Annual Rate	0.77%	1.36%	2.31%
2010 Families	1,288	9,272	26,839
2010 Average Family Size	3.09	3.11	3.09
2024 Families	2,558	13,936	37,771
2024 Average Family Size	3.31	3.20	3.14
2029 Families	2,639	14,808	42,290
2029 Average Family Size	3.32	3.21	3.14
2024-2029 Annual Rate	0.63%	1.22%	2.29%
Housing Unit Summary			
2000 Housing Units	497	6,951	24,653
Owner Occupied Housing Units	63.2%	78.4%	71.3%
Renter Occupied Housing Units	29.6%	13.3%	22.6%
Vacant Housing Units	7.2%	8.3%	6.1%
2010 Housing Units	1,927	13,560	39,743
Owner Occupied Housing Units	72.9%	74.4%	69.9%
Renter Occupied Housing Units	17.9%	15.0%	21.1%
Vacant Housing Units	9.2%	10.7%	9.0%
2020 Housing Units	2,656	17,641	49,625
Owner Occupied Housing Units	82.5%	75.7%	69.8%
Renter Occupied Housing Units	13.9%	18.0%	23.8%
Vacant Housing Units	6.5%	6.7%	6.5%
2024 Housing Units	3,665	19,921	55,021
Owner Occupied Housing Units	68.5%	73.8%	70.5%
Renter Occupied Housing Units	25.4%	20.2%	23.7%
Vacant Housing Units	6.1%	6.0%	5.9%
2029 Housing Units	3,790	21,234	61,794
Owner Occupied Housing Units	69.7%	74.8%	73.0%
Renter Occupied Housing Units	24.7%	19.5%	21.0%
Vacant Housing Units	5.6%	5.7%	6.0%

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.

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2024 Households by Income			
Household Income Base	3,442	18,717	51,797
<\$15,000	5.5%	3.6%	3.6%
\$15,000 - \$24,999	2.4%	2.6%	2.7%
\$25,000 - \$34,999	4.0%	3.8%	4.4%
\$35,000 - \$49,999	5.5%	6.3%	7.6%
\$50,000 - \$74,999	12.2%	10.4%	12.9%
\$75,000 - \$99,999	9.6%	9.0%	10.6%
\$100,000 - \$149,999	21.2%	24.8%	22.1%
\$150,000 - \$199,999	13.4%	17.6%	16.2%
\$200,000+	26.1%	22.0%	19.8%
Average Household Income	\$157,783	\$153,399	\$146,221
2029 Households by Income			
Household Income Base	3,576	20,026	58,070
<\$15,000	4.1%	2.7%	2.7%
\$15,000 - \$24,999	1.6%	1.6%	1.8%
\$25,000 - \$34,999	2.6%	2.5%	3.2%
\$35,000 - \$49,999	3.9%	4.5%	5.7%
\$50,000 - \$74,999	9.5%	8.2%	10.8%
\$75,000 - \$99,999	8.6%	7.9%	10.0%
\$100,000 - \$149,999	22.7%	25.9%	23.0%
\$150,000 - \$199,999	15.4%	21.0%	19.8%
\$200,000+	31.6%	25.8%	23.0%
Average Household Income	\$184,309	\$176,029	\$166,935
2024 Owner Occupied Housing Units by Value			
Total	2,511	14,695	38,765
<\$50,000	0.2%	0.6%	0.4%
\$50,000 - \$99,999	0.3%	0.1%	0.1%
\$100,000 - \$149,999	0.2%	0.2%	0.2%
\$150,000 - \$199,999	0.7%	0.7%	0.7%
\$200,000 - \$249,999	2.3%	3.0%	2.5%
\$250,000 - \$299,999	4.0%	4.9%	4.4%
\$300,000 - \$399,999	33.0%	30.4%	26.0%
\$400,000 - \$499,999	32.3%	30.0%	25.9%
\$500,000 - \$749,999	22.4%	25.7%	30.6%
\$750,000 - \$999,999	3.7%	3.9%	6.4%
\$1,000,000 - \$1,499,999	0.9%	0.5%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.5%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$463,455	\$464,884	\$515,090
2029 Owner Occupied Housing Units by Value			
Total	2,640	15,892	45,100
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.0%	0.0%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.6%	0.9%	0.6%
\$250,000 - \$299,999	1.6%	2.2%	1.8%
\$300,000 - \$399,999	26.9%	24.9%	20.0%
\$400,000 - \$499,999	37.0%	32.5%	28.1%
\$500,000 - \$749,999	28.3%	34.1%	38.8%
\$750,000 - \$999,999	4.6%	4.6%	7.6%
\$1,000,000 - \$1,499,999	0.9%	0.5%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$495,862	\$502,852	\$554,329

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.

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Median Household Income			
2024	\$120,022	\$123,423	\$113,655
2029	\$140,650	\$141,145	\$129,590
Median Home Value			
2024	\$429,064	\$433,832	\$460,540
2029	\$456,442	\$467,063	\$497,863
Per Capita Income			
2024	\$56,306	\$56,256	\$54,581
2029	\$65,833	\$64,821	\$62,444
Median Age			
2010	37.7	38.4	39.3
2020	39.4	40.0	40.8
2024	40.9	41.0	41.2
2029	41.7	41.7	41.3
2020 Population by Age			
Total	7,366	46,018	125,156
0 - 4	6.2%	5.6%	5.2%
5 - 9	7.9%	7.2%	6.6%
10 - 14	8.3%	7.6%	7.3%
15 - 24	10.9%	11.8%	12.2%
25 - 34	9.5%	10.3%	10.7%
35 - 44	16.5%	15.1%	14.0%
45 - 54	14.5%	14.7%	14.7%
55 - 64	10.8%	12.8%	13.3%
65 - 74	10.0%	9.7%	10.1%
75 - 84	4.2%	4.3%	4.5%
85 +	1.0%	1.1%	1.4%
18 +	73.0%	75.1%	76.3%
2024 Population by Age			
Total	9,716	51,288	139,206
0 - 4	5.9%	5.4%	5.2%
5 - 9	7.1%	6.6%	6.1%
10 - 14	7.9%	7.4%	6.9%
15 - 24	12.2%	12.1%	12.5%
25 - 34	8.4%	10.1%	10.9%
35 - 44	15.4%	14.9%	14.2%
45 - 54	15.0%	14.5%	14.3%
55 - 64	11.7%	12.6%	12.7%
65 - 74	9.8%	9.8%	10.1%
75 - 84	5.3%	5.4%	5.5%
85 +	1.3%	1.4%	1.6%
18 +	74.6%	76.4%	77.6%
2029 Population by Age			
Total	10,099	54,939	155,888
0 - 4	5.7%	5.4%	5.3%
5 - 9	6.4%	5.9%	5.7%
10 - 14	7.4%	6.9%	6.6%
15 - 24	12.2%	11.5%	11.9%
25 - 34	10.5%	11.5%	12.3%
35 - 44	12.6%	13.6%	13.5%
45 - 54	15.4%	14.5%	14.0%
55 - 64	12.3%	12.3%	12.2%
65 - 74	9.2%	10.1%	10.2%
75 - 84	6.6%	6.4%	6.4%
85 +	1.7%	1.8%	1.9%
18 +	76.2%	77.7%	78.4%

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2020 Population by Sex			
Males	3,569	22,453	60,825
Females	3,797	23,565	64,331
2024 Population by Sex			
Males	4,817	25,497	68,766
Females	4,897	25,790	70,442
2029 Population by Sex			
Males	4,984	27,112	76,445
Females	5,116	27,828	79,442
2010 Population by Race/Ethnicity			
Total	4,693	33,274	97,028
White Alone	84.3%	85.6%	85.1%
Black Alone	6.4%	5.6%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	4.1%	3.5%	3.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.4%	2.3%
Two or More Races	2.6%	2.6%	2.7%
Hispanic Origin	15.5%	16.4%	16.5%
Diversity Index	47.0	46.4	47.1
2020 Population by Race/Ethnicity			
Total	7,366	46,018	125,156
White Alone	67.6%	69.8%	68.8%
Black Alone	5.6%	5.2%	5.8%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	7.2%	5.6%	5.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.6%	4.6%	4.6%
Two or More Races	14.5%	14.4%	14.9%
Hispanic Origin	19.9%	19.7%	20.5%
Diversity Index	66.7	64.7	66.1
2024 Population by Race/Ethnicity			
Total	9,714	51,288	139,208
White Alone	65.0%	67.2%	66.5%
Black Alone	5.9%	5.5%	5.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	8.2%	6.4%	6.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	4.9%	5.0%	4.9%
Two or More Races	15.5%	15.5%	16.0%
Hispanic Origin	21.7%	21.7%	22.2%
Diversity Index	69.7	68.0	68.8
2029 Population by Race/Ethnicity			
Total	10,100	54,940	155,887
White Alone	62.7%	65.1%	64.6%
Black Alone	6.0%	5.6%	5.9%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	8.8%	6.9%	6.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.2%	5.3%	5.2%
Two or More Races	16.7%	16.6%	17.1%
Hispanic Origin	23.5%	23.5%	23.8%
Diversity Index	72.1	70.4	70.9

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.

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2020 Population by Relationship and Household Type			
Total	7,366	46,018	125,156
In Households	99.9%	99.9%	99.4%
Householder	35.5%	36.2%	37.1%
Opposite-Sex Spouse	21.5%	21.8%	21.5%
Same-Sex Spouse	0.1%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.9%	2.1%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	31.0%	29.9%	28.9%
Adopted Child	0.8%	0.8%	0.8%
Stepchild	1.5%	1.4%	1.3%
Grandchild	1.4%	1.5%	1.5%
Brother or Sister	0.8%	0.7%	0.7%
Parent	1.7%	1.5%	1.4%
Parent-in-law	0.5%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.3%	0.4%	0.3%
Other Relatives	1.0%	1.0%	0.9%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.8%	1.8%	1.8%
In Group Quarters	0.1%	0.1%	0.6%
Institutionalized	0.1%	0.1%	0.5%
Noninstitutionalized	0.0%	0.0%	0.0%
2024 Population 25+ by Educational Attainment			
Total	6,500	35,184	96,457
Less than 9th Grade	1.8%	1.0%	1.1%
9th - 12th Grade, No Diploma	1.9%	2.3%	2.1%
High School Graduate	19.0%	19.5%	17.6%
GED/Alternative Credential	2.8%	3.2%	3.0%
Some College, No Degree	13.5%	15.4%	15.1%
Associate Degree	13.4%	12.9%	12.4%
Bachelor's Degree	33.7%	29.7%	30.2%
Graduate/Professional Degree	13.7%	16.0%	18.4%
2024 Population 15+ by Marital Status			
Total	7,689	41,372	113,798
Never Married	20.6%	24.5%	26.5%
Married	65.0%	61.9%	60.2%
Widowed	5.6%	4.7%	4.6%
Divorced	8.8%	8.9%	8.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,983	27,096	74,396
Population 16+ Employed	97.4%	97.2%	97.0%
Population 16+ Unemployment rate	2.6%	2.8%	3.0%
Population 16-24 Employed	11.8%	12.5%	12.7%
Population 16-24 Unemployment rate	6.2%	5.9%	6.7%
Population 25-54 Employed	67.2%	64.9%	63.8%
Population 25-54 Unemployment rate	2.1%	1.9%	2.1%
Population 55-64 Employed	16.5%	16.8%	16.9%
Population 55-64 Unemployment rate	2.1%	3.5%	3.0%
Population 65+ Employed	4.6%	5.8%	6.6%
Population 65+ Unemployment rate	1.3%	3.8%	4.0%

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2024 Employed Population 16+ by Industry			
Total	4,854	26,331	72,183
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	5.6%	8.9%	7.5%
Manufacturing	5.8%	5.4%	4.9%
Wholesale Trade	2.0%	2.4%	2.2%
Retail Trade	10.2%	9.0%	10.3%
Transportation/Utilities	5.4%	5.0%	4.4%
Information	6.0%	3.9%	3.0%
Finance/Insurance/Real Estate	14.2%	12.1%	12.2%
Services	48.5%	50.3%	51.8%
Public Administration	2.3%	3.0%	3.5%
2024 Employed Population 16+ by Occupation			
Total	4,853	26,332	72,183
White Collar	78.9%	76.5%	75.4%
Management/Business/Financial	28.6%	25.9%	25.3%
Professional	28.0%	29.9%	29.2%
Sales	11.5%	10.6%	10.7%
Administrative Support	10.8%	10.2%	10.2%
Services	7.0%	10.1%	12.1%
Blue Collar	14.1%	13.4%	12.6%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	2.2%	4.2%	3.7%
Installation/Maintenance/Repair	3.3%	2.9%	2.3%
Production	2.4%	1.9%	1.8%
Transportation/Material Moving	6.2%	4.3%	4.6%
2020 Households by Type			
Total	2,561	16,521	46,442
Married Couple Households	61.5%	60.8%	58.4%
With Own Children <18	30.5%	27.4%	25.3%
Without Own Children <18	31.0%	33.4%	33.1%
Cohabiting Couple Households	5.4%	6.1%	6.5%
With Own Children <18	1.8%	2.0%	2.0%
Without Own Children <18	3.6%	4.1%	4.5%
Male Householder, No Spouse/Partner	12.5%	12.8%	13.7%
Living Alone	7.7%	7.9%	8.7%
65 Years and over	2.8%	2.6%	2.6%
With Own Children <18	2.0%	1.8%	1.8%
Without Own Children <18, With Relatives	2.1%	2.2%	2.2%
No Relatives Present	0.7%	0.9%	1.0%
Female Householder, No Spouse/Partner	20.6%	20.3%	21.4%
Living Alone	11.5%	10.5%	11.2%
65 Years and over	6.2%	5.2%	5.3%
With Own Children <18	4.3%	4.3%	4.3%
Without Own Children <18, With Relatives	4.1%	4.8%	5.1%
No Relatives Present	0.7%	0.7%	0.8%
2020 Households by Size			
Total	2,561	16,521	46,442
1 Person Household	19.2%	18.4%	19.9%
2 Person Household	32.3%	33.1%	34.3%
3 Person Household	18.0%	19.3%	18.3%
4 Person Household	19.3%	18.6%	17.4%
5 Person Household	7.5%	7.0%	6.7%
6 Person Household	2.5%	2.4%	2.3%
7 + Person Household	1.3%	1.2%	1.1%

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2020 Households by Tenure and Mortgage Status			
Total	2,561	16,521	46,442
Owner Occupied	85.6%	80.8%	74.5%
Owned with a Mortgage/Loan	67.0%	61.9%	56.3%
Owned Free and Clear	18.5%	18.9%	18.3%
Renter Occupied	14.4%	19.2%	25.5%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	110	112	97
Percent of Income for Mortgage	22.4%	22.0%	25.4%
Wealth Index	150	149	141
2020 Housing Units By Urban/ Rural Status			
Total	2,656	17,641	49,625
Urban Housing Units	96.2%	98.6%	97.2%
Rural Housing Units	3.8%	1.4%	2.8%
2020 Population By Urban/ Rural Status			
Total	7,366	46,018	125,156
Urban Population	96.5%	98.5%	97.1%
Rural Population	3.5%	1.5%	2.9%

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.

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Top 3 Tapestry Segments			
1.	Middleburg (4C)	The Great Outdoors (6C)	Up and Coming Families (7A)
2.	The Great Outdoors (6C)	Up and Coming Families (7A)	Green Acres (6A)
3.	Up and Coming Families (7A)	Savvy Suburbanites (1D)	Workday Drive (4A)
2024 Consumer Spending			
Apparel & Services: Total \$	\$11,034,631	\$58,174,559	\$157,113,056
Average Spent	\$3,205.88	\$3,108.11	\$3,033.25
Spending Potential Index	135	130	127
Education: Total \$	\$8,740,187	\$44,624,687	\$117,027,558
Average Spent	\$2,539.28	\$2,384.18	\$2,259.35
Spending Potential Index	147	138	131
Entertainment/Recreation: Total \$	\$19,664,590	\$104,600,158	\$274,118,789
Average Spent	\$5,713.13	\$5,588.51	\$5,292.18
Spending Potential Index	140	137	129
Food at Home: Total \$	\$32,720,525	\$175,158,631	\$468,293,299
Average Spent	\$9,506.25	\$9,358.26	\$9,040.93
Spending Potential Index	130	128	124
Food Away from Home: Total \$	\$18,641,525	\$98,669,575	\$264,542,241
Average Spent	\$5,415.90	\$5,271.66	\$5,107.29
Spending Potential Index	139	135	131
Health Care: Total \$	\$35,875,882	\$190,692,147	\$495,994,580
Average Spent	\$10,422.98	\$10,188.18	\$9,575.74
Spending Potential Index	136	132	125
HH Furnishings & Equipment: Total \$	\$15,098,018	\$80,301,530	\$211,836,573
Average Spent	\$4,386.41	\$4,290.30	\$4,089.75
Spending Potential Index	139	136	129
Personal Care Products & Services: Total \$	\$4,598,408	\$24,574,571	\$65,971,732
Average Spent	\$1,335.97	\$1,312.95	\$1,273.66
Spending Potential Index	134	132	128
Shelter: Total \$	\$123,312,170	\$660,130,764	\$1,764,491,387
Average Spent	\$35,825.73	\$35,269.05	\$34,065.51
Spending Potential Index	134	132	128
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,620,939	\$93,539,003	\$240,735,818
Average Spent	\$5,119.39	\$4,997.54	\$4,647.68
Spending Potential Index	146	143	133
Travel: Total \$	\$14,846,051	\$78,746,514	\$206,522,359
Average Spent	\$4,313.20	\$4,207.22	\$3,987.15
Spending Potential Index	142	139	131
Vehicle Maintenance & Repairs: Total \$	\$6,806,065	\$36,531,442	\$97,108,245
Average Spent	\$1,977.36	\$1,951.78	\$1,874.79
Spending Potential Index	133	132	127

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.

March 11, 2025