

Community Profile

Turtle Run Shoppes 2
 Turtle Run Shoppes
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 26.27588
 Longitude: -80.20771

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	14,637	132,618	357,364
2020 Total Population	16,593	146,305	397,867
2020 Group Quarters	138	833	3,471
2024 Total Population	16,500	146,951	402,463
2024 Group Quarters	144	869	3,624
2029 Total Population	16,274	146,096	402,597
2024-2029 Annual Rate	-0.28%	-0.12%	0.01%
2024 Total Daytime Population	17,013	123,494	334,713
Workers	10,424	58,532	154,103
Residents	6,589	64,962	180,610
Household Summary			
2010 Households	5,712	53,032	135,255
2010 Average Household Size	2.56	2.49	2.61
2020 Total Households	6,309	57,309	148,301
2020 Average Household Size	2.61	2.54	2.66
2024 Households	6,273	57,815	150,722
2024 Average Household Size	2.61	2.53	2.65
2029 Households	6,212	57,777	151,496
2029 Average Household Size	2.60	2.51	2.63
2024-2029 Annual Rate	-0.20%	-0.01%	0.10%
2010 Families	3,943	34,314	90,896
2010 Average Family Size	3.05	3.09	3.16
2024 Families	4,339	38,114	102,817
2024 Average Family Size	3.18	3.13	3.22
2029 Families	4,313	38,228	103,631
2029 Average Family Size	3.16	3.10	3.20
2024-2029 Annual Rate	-0.12%	0.06%	0.16%
Housing Unit Summary			
2000 Housing Units	5,218	54,783	145,217
Owner Occupied Housing Units	74.4%	67.9%	65.8%
Renter Occupied Housing Units	20.2%	24.3%	25.4%
Vacant Housing Units	5.4%	7.7%	8.8%
2010 Housing Units	6,221	60,008	156,295
Owner Occupied Housing Units	60.5%	62.5%	60.0%
Renter Occupied Housing Units	31.4%	25.9%	26.6%
Vacant Housing Units	8.2%	11.6%	13.5%
2020 Housing Units	6,659	62,380	163,949
Owner Occupied Housing Units	55.6%	58.5%	56.8%
Renter Occupied Housing Units	39.1%	33.3%	33.6%
Vacant Housing Units	5.1%	8.2%	9.7%
2024 Housing Units	6,578	62,479	165,414
Owner Occupied Housing Units	57.4%	60.4%	58.6%
Renter Occupied Housing Units	37.9%	32.1%	32.5%
Vacant Housing Units	4.6%	7.5%	8.9%
2029 Housing Units	6,591	62,983	167,403
Owner Occupied Housing Units	59.5%	62.5%	60.4%
Renter Occupied Housing Units	34.7%	29.2%	30.1%
Vacant Housing Units	5.8%	8.3%	9.5%

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	6,273	57,815	150,722
<\$15,000	5.8%	6.8%	6.9%
\$15,000 - \$24,999	6.0%	7.0%	6.2%
\$25,000 - \$34,999	3.2%	5.3%	5.6%
\$35,000 - \$49,999	8.9%	12.4%	12.1%
\$50,000 - \$74,999	17.2%	17.5%	19.1%
\$75,000 - \$99,999	16.3%	15.2%	14.3%
\$100,000 - \$149,999	14.6%	16.0%	16.3%
\$150,000 - \$199,999	13.2%	10.5%	9.9%
\$200,000+	14.7%	9.3%	9.6%
Average Household Income	\$121,766	\$103,241	\$103,803
2029 Households by Income			
Household Income Base	6,212	57,777	151,496
<\$15,000	4.0%	5.3%	5.3%
\$15,000 - \$24,999	3.6%	4.8%	4.3%
\$25,000 - \$34,999	2.5%	4.2%	4.3%
\$35,000 - \$49,999	6.0%	10.0%	9.9%
\$50,000 - \$74,999	15.3%	16.2%	17.7%
\$75,000 - \$99,999	15.8%	15.2%	14.3%
\$100,000 - \$149,999	15.6%	18.4%	18.7%
\$150,000 - \$199,999	17.6%	14.3%	13.5%
\$200,000+	19.6%	11.7%	12.0%
Average Household Income	\$148,926	\$122,356	\$123,000
2024 Owner Occupied Housing Units by Value			
Total	3,778	37,739	96,964
<\$50,000	4.9%	3.1%	3.0%
\$50,000 - \$99,999	3.7%	6.3%	5.3%
\$100,000 - \$149,999	0.6%	6.9%	5.6%
\$150,000 - \$199,999	1.0%	6.2%	5.4%
\$200,000 - \$249,999	2.6%	6.0%	5.7%
\$250,000 - \$299,999	3.7%	4.2%	5.1%
\$300,000 - \$399,999	28.0%	18.5%	18.5%
\$400,000 - \$499,999	31.7%	22.0%	21.7%
\$500,000 - \$749,999	21.8%	18.2%	18.7%
\$750,000 - \$999,999	1.6%	5.8%	6.6%
\$1,000,000 - \$1,499,999	0.1%	1.7%	2.7%
\$1,500,000 - \$1,999,999	0.1%	0.4%	0.9%
\$2,000,000 +	0.0%	0.7%	0.9%
Average Home Value	\$417,141	\$422,817	\$453,438
2029 Owner Occupied Housing Units by Value			
Total	3,924	39,390	101,118
<\$50,000	0.1%	0.3%	0.6%
\$50,000 - \$99,999	0.0%	0.7%	0.9%
\$100,000 - \$149,999	0.0%	1.0%	1.1%
\$150,000 - \$199,999	0.0%	1.8%	1.7%
\$200,000 - \$249,999	0.6%	4.7%	3.0%
\$250,000 - \$299,999	7.5%	6.0%	4.0%
\$300,000 - \$399,999	14.2%	17.9%	17.7%
\$400,000 - \$499,999	36.1%	27.1%	26.8%
\$500,000 - \$749,999	37.2%	27.7%	27.9%
\$750,000 - \$999,999	4.0%	8.2%	9.6%
\$1,000,000 - \$1,499,999	0.2%	2.4%	4.0%
\$1,500,000 - \$1,999,999	0.1%	0.8%	1.2%
\$2,000,000 +	0.0%	1.2%	1.4%
Average Home Value	\$505,716	\$534,170	\$567,827

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	\$86,507	\$76,320	\$75,049
2029	\$106,504	\$89,002	\$88,228
Median Home Value			
2024	\$416,972	\$393,768	\$406,542
2029	\$476,360	\$464,544	\$478,266
Per Capita Income			
2024	\$45,627	\$40,678	\$38,857
2029	\$56,063	\$48,457	\$46,253
Median Age			
2010	36.9	39.7	38.6
2020	39.3	41.5	40.0
2024	40.0	42.1	40.9
2029	41.0	43.1	41.9
2020 Population by Age			
Total	16,593	146,305	397,867
0 - 4	5.3%	5.0%	5.3%
5 - 9	5.6%	5.5%	5.9%
10 - 14	6.4%	6.2%	6.7%
15 - 24	12.4%	11.9%	12.4%
25 - 34	13.7%	12.6%	12.7%
35 - 44	15.1%	13.6%	13.8%
45 - 54	14.2%	13.8%	13.6%
55 - 64	13.7%	13.7%	13.3%
65 - 74	9.1%	10.2%	9.4%
75 - 84	3.3%	5.3%	4.8%
85 +	1.3%	2.3%	2.1%
18 +	79.0%	79.4%	78.0%
2024 Population by Age			
Total	16,502	146,952	402,464
0 - 4	5.1%	4.9%	5.2%
5 - 9	5.6%	5.2%	5.6%
10 - 14	5.6%	5.4%	5.9%
15 - 24	12.2%	12.2%	12.7%
25 - 34	14.2%	12.8%	12.6%
35 - 44	14.7%	13.4%	13.7%
45 - 54	13.6%	13.2%	13.4%
55 - 64	13.4%	13.5%	13.1%
65 - 74	9.7%	10.7%	10.1%
75 - 84	4.3%	6.2%	5.6%
85 +	1.4%	2.3%	2.1%
18 +	80.2%	81.1%	79.6%
2029 Population by Age			
Total	16,276	146,098	402,597
0 - 4	5.0%	4.8%	5.1%
5 - 9	5.2%	4.8%	5.1%
10 - 14	5.6%	5.2%	5.5%
15 - 24	10.7%	11.1%	11.9%
25 - 34	14.8%	13.5%	13.5%
35 - 44	14.5%	13.1%	13.0%
45 - 54	13.6%	12.7%	13.0%
55 - 64	12.6%	12.6%	12.4%
65 - 74	10.9%	11.9%	11.3%
75 - 84	5.7%	7.5%	6.8%
85 +	1.5%	2.7%	2.5%
18 +	81.3%	82.1%	81.0%

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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2020 Population by Sex			
Males	7,900	68,691	189,806
Females	8,693	77,614	208,061
2024 Population by Sex			
Males	7,984	70,159	195,094
Females	8,516	76,792	207,369
2029 Population by Sex			
Males	7,824	69,430	194,158
Females	8,450	76,666	208,438
2020 Population by Race/Ethnicity			
Total	14,638	132,618	357,364
White Alone	67.3%	70.0%	65.8%
Black Alone	19.3%	18.1%	22.6%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	6.1%	4.2%	3.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	3.5%	4.2%	4.5%
Two or More Races	3.5%	3.2%	3.1%
Hispanic Origin	19.6%	21.8%	21.3%
Diversity Index	66.0	65.2	67.5
2024 Population by Race/Ethnicity			
Total	16,593	146,305	397,867
White Alone	42.0%	44.3%	41.6%
Black Alone	26.0%	22.8%	25.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	5.8%	4.6%	4.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	8.9%	9.4%
Two or More Races	17.5%	19.1%	18.5%
Hispanic Origin	24.9%	27.3%	26.4%
Diversity Index	82.2	82.2	82.6
2029 Population by Race/Ethnicity			
Total	16,500	146,952	402,463
White Alone	39.6%	42.0%	39.6%
Black Alone	26.5%	23.1%	26.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.2%	4.8%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.8%	9.4%	9.8%
Two or More Races	18.6%	20.4%	19.7%
Hispanic Origin	26.7%	29.2%	28.1%
Diversity Index	83.4	83.4	83.6
2020 Population by Race/Ethnicity			
Total	16,275	146,097	402,598
White Alone	37.2%	39.7%	37.5%
Black Alone	26.8%	23.2%	26.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.6%	5.1%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.2%	9.8%	10.2%
Two or More Races	19.9%	21.8%	21.1%
Hispanic Origin	28.6%	31.4%	30.0%
Diversity Index	84.5	84.6	84.6

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	16,593	146,305	397,867
In Households	99.2%	99.4%	99.1%
Householder	37.8%	39.3%	37.3%
Opposite-Sex Spouse	17.6%	17.5%	16.8%
Same-Sex Spouse	0.2%	0.2%	0.3%
Opposite-Sex Unmarried Partner	2.6%	2.5%	2.4%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	28.0%	27.3%	28.5%
Adopted Child	0.5%	0.5%	0.5%
Stepchild	1.4%	1.2%	1.2%
Grandchild	2.0%	1.8%	2.1%
Brother or Sister	1.4%	1.4%	1.6%
Parent	2.1%	2.2%	2.2%
Parent-in-law	0.6%	0.5%	0.5%
Son-in-law or Daughter-in-law	0.5%	0.4%	0.5%
Other Relatives	1.7%	1.8%	2.1%
Foster Child	0.1%	0.0%	0.0%
Other Nonrelatives	2.5%	2.7%	3.0%
In Group Quarters	0.8%	0.6%	0.9%
Institutionalized	0.7%	0.4%	0.7%
Noninstitutionalized	0.1%	0.1%	0.1%
2024 Population 25+ by Educational Attainment			
Total	11,792	106,174	284,209
Less than 9th Grade	1.7%	2.8%	3.4%
9th - 12th Grade, No Diploma	2.3%	3.9%	4.7%
High School Graduate	22.2%	22.8%	23.4%
GED/Alternative Credential	3.2%	3.9%	3.7%
Some College, No Degree	17.7%	16.8%	16.9%
Associate Degree	8.5%	11.3%	11.0%
Bachelor's Degree	29.5%	25.1%	23.9%
Graduate/Professional Degree	14.8%	13.2%	13.0%
2024 Population 15+ by Marital Status			
Total	13,800	124,113	335,461
Never Married	26.9%	31.1%	31.7%
Married	55.9%	50.2%	51.1%
Widowed	4.6%	6.1%	5.5%
Divorced	12.6%	12.5%	11.7%
2024 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,464	86,905	233,834
Population 16+ Employed	95.9%	96.2%	95.9%
Population 16+ Unemployment rate	4.1%	3.8%	4.1%
Population 16-24 Employed	12.2%	11.2%	11.7%
Population 16-24 Unemployment rate	16.5%	10.3%	10.4%
Population 25-54 Employed	63.1%	60.6%	61.4%
Population 25-54 Unemployment rate	2.0%	3.0%	3.2%
Population 55-64 Employed	16.0%	18.2%	17.8%
Population 55-64 Unemployment rate	3.4%	3.0%	3.4%
Population 65+ Employed	8.7%	10.0%	9.1%
Population 65+ Unemployment rate	0.7%	2.3%	2.8%

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2024 Employed Population 16+ by Industry			
Total	10,030	83,584	224,221
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.6%	7.6%	8.6%
Manufacturing	5.5%	5.2%	5.3%
Wholesale Trade	3.0%	2.4%	2.6%
Retail Trade	14.0%	13.6%	13.0%
Transportation/Utilities	4.6%	5.8%	5.7%
Information	2.4%	1.8%	1.9%
Finance/Insurance/Real Estate	6.2%	7.0%	7.0%
Services	53.1%	52.8%	52.2%
Public Administration	4.7%	3.6%	3.4%
2024 Employed Population 16+ by Occupation			
Total	10,033	83,585	224,218
White Collar	65.8%	64.6%	62.5%
Management/Business/Financial	20.6%	19.9%	18.6%
Professional	28.1%	22.1%	21.5%
Sales	9.9%	10.4%	10.5%
Administrative Support	7.3%	12.2%	11.9%
Services	19.4%	17.8%	18.7%
Blue Collar	14.8%	17.6%	18.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.9%	4.7%	6.3%
Installation/Maintenance/Repair	3.7%	3.3%	3.0%
Production	1.5%	2.7%	2.7%
Transportation/Material Moving	5.6%	6.9%	6.8%
2020 Households by Type			
Total	6,309	57,309	148,301
Married Couple Households	47.5%	45.1%	46.0%
With Own Children <18	19.3%	17.8%	19.0%
Without Own Children <18	28.2%	27.4%	27.0%
Cohabiting Couple Households	7.1%	6.6%	6.7%
With Own Children <18	1.9%	2.2%	2.3%
Without Own Children <18	5.1%	4.4%	4.4%
Male Householder, No Spouse/Partner	16.8%	16.6%	16.8%
Living Alone	10.4%	10.7%	10.3%
65 Years and over	2.3%	3.5%	3.6%
With Own Children <18	1.8%	1.7%	1.8%
Without Own Children <18, With Relatives	3.4%	3.0%	3.2%
No Relatives Present	1.1%	1.3%	1.5%
Female Householder, No Spouse/Partner	28.6%	31.6%	30.5%
Living Alone	12.9%	16.1%	14.2%
65 Years and over	4.3%	8.7%	7.5%
With Own Children <18	6.7%	6.0%	6.8%
Without Own Children <18, With Relatives	8.0%	8.2%	8.4%
No Relatives Present	1.1%	1.2%	1.2%
2020 Households by Size			
Total	6,309	57,309	148,301
1 Person Household	23.3%	26.8%	24.5%
2 Person Household	32.7%	31.7%	30.9%
3 Person Household	19.2%	17.7%	18.2%
4 Person Household	14.6%	14.0%	15.1%
5 Person Household	6.1%	6.0%	6.8%
6 Person Household	2.5%	2.3%	2.8%
7 + Person Household	1.6%	1.4%	1.7%

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2020 Households by Tenure and Mortgage Status			
Total	6,309	57,309	148,301
Owner Occupied	58.7%	63.7%	62.8%
Owned with a Mortgage/Loan	45.3%	43.8%	43.6%
Owned Free and Clear	13.5%	19.9%	19.2%
Renter Occupied	41.3%	36.3%	37.2%
2024 Affordability, Mortgage and Wealth			
Housing Affordability Index	80	75	71
Percent of Income for Mortgage	30.2%	32.3%	33.9%
Wealth Index	100	86	88
2020 Housing Units By Urban/ Rural Status			
Total	6,659	62,380	163,949
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	16,593	146,305	397,867
Urban Population	100.0%	100.0%	100.0%
Rural Population	0.0%	0.0%	0.0%

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.	Bright Young Professionals	Bright Young Professionals	Home Improvement (4B)
2.	Home Improvement (4B)	The Elders (9C)	Urban Edge Families (7C)
3.	Golden Years (9B)	Home Improvement (4B)	Metro Fusion (11C)
2024 Consumer Spending			
Apparel & Services: Total \$	\$16,391,495	\$127,398,662	\$337,007,374
Average Spent	\$2,613.02	\$2,203.56	\$2,235.95
Spending Potential Index	110	93	94
Education: Total \$	\$10,758,163	\$86,955,057	\$228,829,048
Average Spent	\$1,714.99	\$1,504.02	\$1,518.22
Spending Potential Index	99	87	88
Entertainment/Recreation: Total \$	\$27,749,408	\$214,927,619	\$560,844,664
Average Spent	\$4,423.63	\$3,717.51	\$3,721.05
Spending Potential Index	108	91	91
Food at Home: Total \$	\$49,509,569	\$390,751,168	\$1,025,442,839
Average Spent	\$7,892.49	\$6,758.65	\$6,803.54
Spending Potential Index	108	93	93
Food Away from Home: Total \$	\$27,517,961	\$212,814,080	\$560,397,143
Average Spent	\$4,386.73	\$3,680.95	\$3,718.08
Spending Potential Index	113	95	96
Health Care: Total \$	\$52,489,501	\$398,398,411	\$1,042,210,151
Average Spent	\$8,367.53	\$6,890.92	\$6,914.78
Spending Potential Index	109	90	90
HH Furnishings & Equipment: Total \$	\$21,822,454	\$167,630,052	\$438,457,657
Average Spent	\$3,478.79	\$2,899.42	\$2,909.05
Spending Potential Index	110	92	92
Personal Care Products & Services: Total \$	\$6,669,710	\$54,509,134	\$142,760,129
Average Spent	\$1,063.24	\$942.82	\$947.18
Spending Potential Index	107	95	95
Shelter: Total \$	\$177,491,635	\$1,443,063,287	\$3,783,975,527
Average Spent	\$28,294.54	\$24,960.02	\$25,105.66
Spending Potential Index	106	94	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,714,132	\$182,286,872	\$477,668,741
Average Spent	\$3,939.76	\$3,152.93	\$3,169.20
Spending Potential Index	112	90	90
Travel: Total \$	\$20,207,459	\$160,033,209	\$416,667,686
Average Spent	\$3,221.34	\$2,768.02	\$2,764.48
Spending Potential Index	106	91	91
Vehicle Maintenance & Repairs: Total \$	\$10,341,792	\$79,752,995	\$208,516,444
Average Spent	\$1,648.62	\$1,379.45	\$1,383.45
Spending Potential Index	111	93	93

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.

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