



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	15,095	132,324	357,466
2020 Total Population	17,016	145,836	397,300
2020 Group Quarters	138	833	3,471
2023 Total Population	16,872	147,645	403,199
2023 Group Quarters	138	834	3,472
2028 Total Population	16,576	148,358	407,288
2023-2028 Annual Rate	-0.35%	0.10%	0.20%
2023 Total Daytime Population	17,491	123,568	334,757
Workers	10,452	56,126	150,335
Residents	7,039	67,442	184,422
Household Summary			
2010 Households	5,909	52,706	135,197
2010 Average Household Size	2.55	2.50	2.61
2020 Total Households	6,489	56,970	147,969
2020 Average Household Size	2.60	2.55	2.66
2023 Total Households	6,424	57,737	150,424
2023 Average Household Size	2.60	2.54	2.66
2028 Total Households	6,308	57,978	151,848
2028 Average Household Size	2.61	2.54	2.66
2023-2028 Annual Rate	-0.36%	0.08%	0.19%
2010 Families	4,085	34,177	90,914
2010 Average Family Size	3.04	3.10	3.16
2023 Families	4,408	37,149	100,326
2023 Average Family Size	3.13	3.17	3.24
2028 Families	4,342	37,428	101,452
2028 Average Family Size	3.13	3.17	3.24
2023-2028 Annual Rate	-0.30%	0.15%	0.22%
Housing Unit Summary			
2000 Housing Units	5,285	54,592	145,295
Owner Occupied Housing Units	73.2%	68.4%	65.9%
Renter Occupied Housing Units	21.3%	23.8%	25.4%
Vacant Housing Units	5.4%	7.8%	8.8%
2010 Housing Units	6,438	59,674	156,298
Owner Occupied Housing Units	60.5%	62.7%	60.0%
Renter Occupied Housing Units	31.2%	25.6%	26.5%
Vacant Housing Units	8.2%	11.7%	13.5%
2020 Housing Units	6,844	62,010	163,676
Vacant Housing Units	5.2%	8.1%	9.6%
2023 Housing Units	6,755	62,519	165,743
Owner Occupied Housing Units	56.0%	60.2%	58.0%
Renter Occupied Housing Units	39.1%	32.1%	32.7%
Vacant Housing Units	4.9%	7.6%	9.2%
2028 Housing Units	6,764	63,242	168,181
Owner Occupied Housing Units	55.9%	60.9%	58.5%
Renter Occupied Housing Units	37.4%	30.8%	31.8%
Vacant Housing Units	6.7%	8.3%	9.7%
Median Household Income			
2023	\$81,701	\$70,209	\$68,474
2028	\$94,782	\$82,585	\$80,938
Median Home Value			
2023	\$356,610	\$335,411	\$346,474
2028	\$364,862	\$348,551	\$364,453
Per Capita Income			
2023	\$42,853	\$38,553	\$36,619
2028	\$50,420	\$44,930	\$42,665
Median Age			
2010	36.9	39.8	38.6
2023	40.8	42.7	41.2
2028	41.6	43.5	42.0

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	6,424	57,737	150,424
<\$15,000	6.5%	8.5%	8.7%
\$15,000 - \$24,999	6.9%	7.7%	7.0%
\$25,000 - \$34,999	5.2%	7.7%	8.4%
\$35,000 - \$49,999	9.1%	12.1%	11.9%
\$50,000 - \$74,999	17.0%	16.3%	17.5%
\$75,000 - \$99,999	16.0%	13.8%	13.1%
\$100,000 - \$149,999	17.0%	18.0%	18.1%
\$150,000 - \$199,999	10.3%	7.7%	7.1%
\$200,000+	12.1%	8.2%	8.3%
Average Household Income	\$115,071	\$98,300	\$98,156
2028 Households by Income			
Household Income Base	6,308	57,978	151,848
<\$15,000	5.2%	7.1%	7.3%
\$15,000 - \$24,999	5.0%	5.9%	5.2%
\$25,000 - \$34,999	4.4%	6.3%	6.9%
\$35,000 - \$49,999	7.3%	10.2%	10.2%
\$50,000 - \$74,999	15.1%	15.4%	16.5%
\$75,000 - \$99,999	15.5%	14.0%	13.3%
\$100,000 - \$149,999	18.8%	20.8%	20.9%
\$150,000 - \$199,999	13.4%	10.4%	9.7%
\$200,000+	15.2%	9.9%	10.1%
Average Household Income	\$135,486	\$114,647	\$114,462
2023 Owner Occupied Housing Units by Value			
Total	3,780	37,645	96,138
<\$50,000	6.7%	4.0%	4.1%
\$50,000 - \$99,999	3.7%	8.4%	6.6%
\$100,000 - \$149,999	0.6%	7.3%	6.3%
\$150,000 - \$199,999	1.8%	7.2%	6.5%
\$200,000 - \$249,999	4.0%	6.9%	7.0%
\$250,000 - \$299,999	7.8%	7.2%	8.4%
\$300,000 - \$399,999	45.0%	25.2%	24.2%
\$400,000 - \$499,999	21.8%	18.7%	19.1%
\$500,000 - \$749,999	8.4%	9.5%	11.8%
\$750,000 - \$999,999	0.2%	4.1%	3.7%
\$1,000,000 - \$1,499,999	0.0%	1.0%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.4%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$349,623	\$354,082	\$377,808
2028 Owner Occupied Housing Units by Value			
Total	3,779	38,516	98,408
<\$50,000	1.9%	3.1%	3.4%
\$50,000 - \$99,999	1.9%	11.6%	9.5%
\$100,000 - \$149,999	7.6%	2.9%	2.4%
\$150,000 - \$199,999	1.4%	7.7%	6.2%
\$200,000 - \$249,999	2.6%	7.2%	6.6%
\$250,000 - \$299,999	6.6%	6.1%	7.1%
\$300,000 - \$399,999	43.3%	23.7%	22.8%
\$400,000 - \$499,999	24.6%	20.7%	21.1%
\$500,000 - \$749,999	10.0%	10.6%	13.2%
\$750,000 - \$999,999	0.2%	4.8%	4.4%
\$1,000,000 - \$1,499,999	0.0%	1.1%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.5%
\$2,000,000 +	0.0%	0.4%	0.6%
Average Home Value	\$364,250	\$369,817	\$401,212

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	15,099	132,324	357,466
0 - 4	6.4%	5.8%	5.9%
5 - 9	6.6%	6.0%	6.2%
10 - 14	6.6%	6.7%	6.8%
15 - 24	12.4%	12.2%	13.2%
25 - 34	14.9%	12.7%	13.0%
35 - 44	17.1%	14.5%	14.3%
45 - 54	16.2%	15.2%	15.5%
55 - 64	11.6%	11.6%	11.3%
65 - 74	5.0%	6.9%	6.6%
75 - 84	2.3%	5.0%	4.4%
85 +	1.0%	3.5%	2.8%
18 +	76.1%	77.3%	76.7%
2023 Population by Age			
Total	16,872	147,642	403,199
0 - 4	5.2%	4.9%	5.1%
5 - 9	5.7%	5.3%	5.5%
10 - 14	5.9%	5.7%	5.8%
15 - 24	11.3%	10.8%	11.4%
25 - 34	13.8%	13.5%	14.2%
35 - 44	14.1%	12.8%	12.8%
45 - 54	14.3%	12.4%	12.3%
55 - 64	13.9%	13.4%	13.4%
65 - 74	10.4%	11.4%	10.8%
75 - 84	4.0%	6.5%	5.9%
85 +	1.5%	3.4%	2.8%
18 +	79.8%	80.8%	80.1%
2028 Population by Age			
Total	16,576	148,358	407,289
0 - 4	5.1%	4.9%	5.2%
5 - 9	5.3%	5.0%	5.3%
10 - 14	5.7%	5.5%	5.7%
15 - 24	11.3%	10.2%	10.6%
25 - 34	13.6%	13.2%	13.4%
35 - 44	13.6%	13.3%	13.7%
45 - 54	13.5%	11.7%	11.7%
55 - 64	13.4%	12.4%	12.2%
65 - 74	11.2%	11.9%	11.6%
75 - 84	5.6%	8.3%	7.5%
85 +	1.8%	3.7%	3.1%
18 +	80.6%	81.4%	80.6%
2010 Population by Sex			
Males	7,258	62,139	171,549
Females	7,837	70,185	185,917
2023 Population by Sex			
Males	8,076	69,993	193,992
Females	8,796	77,652	209,207
2028 Population by Sex			
Males	7,887	70,198	195,376
Females	8,689	78,160	211,912

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	15,095	132,323	357,467
White Alone	66.9%	69.9%	65.9%
Black Alone	19.6%	18.2%	22.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	6.2%	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%	21.2%
Diversity Index	66.2	65.3	67.4
2020 Population by Race/Ethnicity			
Total	17,016	145,836	397,300
White Alone	41.7%	44.3%	41.7%
Black Alone	26.3%	22.9%	25.9%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	5.9%	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	17.4%	19.0%	18.5%
Hispanic Origin	24.8%	27.3%	26.3%
Diversity Index	82.2	82.2	82.5
2023 Population by Race/Ethnicity			
Total	16,873	147,645	403,199
White Alone	40.6%	43.3%	40.7%
Black Alone	26.4%	22.8%	25.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	6.2%	4.8%	4.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.7%	9.3%	9.7%
Two or More Races	17.8%	19.5%	19.0%
Hispanic Origin	25.7%	28.2%	27.1%
Diversity Index	82.8	82.8	83.1
2028 Population by Race/Ethnicity			
Total	16,577	148,358	407,289
White Alone	37.7%	40.5%	38.0%
Black Alone	26.8%	23.0%	26.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	6.7%	5.2%	4.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.7%	10.4%	10.8%
Two or More Races	18.8%	20.6%	19.9%
Hispanic Origin	26.7%	29.3%	28.2%
Diversity Index	84.0	84.0	84.2
2010 Population by Relationship and Household Type			
Total	15,096	132,324	357,466
In Households	100.0%	99.7%	98.7%
In Family Households	84.5%	82.4%	83.1%
Householder	26.5%	25.9%	25.4%
Spouse	19.6%	18.5%	17.6%
Child	31.1%	30.3%	31.4%
Other relative	5.0%	5.4%	5.8%
Nonrelative	2.3%	2.4%	2.8%
In Nonfamily Households	15.5%	17.2%	15.6%
In Group Quarters	0.0%	0.3%	1.3%
Institutionalized Population	0.0%	0.3%	1.1%
Noninstitutionalized Population	0.0%	0.1%	0.2%

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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2023 Population 25+ by Educational Attainment			
Total	12,139	108,291	291,067
Less than 9th Grade	1.7%	3.2%	3.5%
9th - 12th Grade, No Diploma	2.6%	3.7%	4.4%
High School Graduate	25.3%	23.5%	24.1%
GED/Alternative Credential	3.7%	4.2%	3.9%
Some College, No Degree	18.1%	17.9%	17.8%
Associate Degree	7.1%	10.9%	10.7%
Bachelor's Degree	25.3%	24.4%	23.3%
Graduate/Professional Degree	16.2%	12.2%	12.3%
2023 Population 15+ by Marital Status			
Total	14,041	124,286	337,136
Never Married	29.1%	32.7%	32.8%
Married	52.5%	48.1%	49.4%
Widowed	4.6%	6.4%	5.9%
Divorced	13.8%	12.8%	12.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,356	84,692	229,766
Population 16+ Employed	96.1%	96.5%	96.2%
Population 16+ Unemployment rate	3.9%	3.5%	3.8%
Population 16-24 Employed	11.4%	10.0%	10.5%
Population 16-24 Unemployment rate	15.7%	9.5%	9.5%
Population 25-54 Employed	63.8%	60.2%	61.2%
Population 25-54 Unemployment rate	2.1%	2.8%	3.1%
Population 55-64 Employed	16.6%	18.0%	18.2%
Population 55-64 Unemployment rate	3.1%	3.2%	3.3%
Population 65+ Employed	8.3%	11.8%	10.1%
Population 65+ Unemployment rate	0.8%	1.9%	2.6%
2023 Employed Population 16+ by Industry			
Total	9,954	81,723	221,031
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.5%	7.6%	8.6%
Manufacturing	5.7%	5.4%	5.5%
Wholesale Trade	2.9%	2.2%	2.4%
Retail Trade	13.8%	13.5%	12.9%
Transportation/Utilities	5.0%	6.3%	6.2%
Information	2.4%	1.9%	1.9%
Finance/Insurance/Real Estate	6.1%	7.2%	7.0%
Services	52.8%	52.3%	51.8%
Public Administration	4.9%	3.7%	3.5%
2023 Employed Population 16+ by Occupation			
Total	9,954	81,725	221,031
White Collar	65.4%	63.9%	61.9%
Management/Business/Financial	19.5%	19.2%	17.9%
Professional	28.4%	21.7%	21.1%
Sales	9.8%	10.2%	10.4%
Administrative Support	7.7%	12.7%	12.5%
Services	19.3%	17.7%	18.6%
Blue Collar	15.3%	18.4%	19.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.8%	4.6%	6.2%
Installation/Maintenance/Repair	3.9%	3.4%	3.2%
Production	1.6%	3.0%	2.9%
Transportation/Material Moving	5.9%	7.3%	7.1%

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2010 Households by Type			
Total	5,913	52,713	135,197
Households with 1 Person	23.3%	28.6%	26.0%
Households with 2+ People	76.7%	71.4%	74.0%
Family Households	69.1%	64.8%	67.2%
Husband-wife Families	51.1%	46.3%	46.7%
With Related Children	25.8%	21.5%	21.9%
Other Family (No Spouse Present)	17.9%	18.6%	20.6%
Other Family with Male Householder	4.9%	4.7%	5.3%
With Related Children	2.7%	2.6%	2.9%
Other Family with Female Householder	13.0%	13.8%	15.3%
With Related Children	8.1%	8.5%	9.8%
Nonfamily Households	7.6%	6.5%	6.7%
All Households with Children	37.0%	32.9%	35.0%
Multigenerational Households	4.1%	4.3%	5.1%
Unmarried Partner Households	7.6%	6.6%	6.9%
Male-female	6.9%	5.8%	6.0%
Same-sex	0.6%	0.8%	0.9%
2010 Households by Size			
Total	5,910	52,706	135,198
1 Person Household	23.3%	28.7%	26.0%
2 Person Household	32.0%	31.2%	30.8%
3 Person Household	20.0%	16.8%	17.4%
4 Person Household	15.2%	14.1%	14.8%
5 Person Household	6.5%	6.0%	6.7%
6 Person Household	2.1%	2.1%	2.5%
7 + Person Household	1.0%	1.2%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	5,906	52,710	135,196
Owner Occupied	66.0%	71.0%	69.3%
Owned with a Mortgage/Loan	54.2%	52.3%	51.5%
Owned Free and Clear	11.8%	18.7%	17.8%
Renter Occupied	34.0%	29.0%	30.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	84	79
Percent of Income for Mortgage	26.2%	28.7%	30.4%
Wealth Index	101	89	91
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,438	59,674	156,298
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	15,095	132,324	357,466
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
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 (8C)	Bright Young Professionals (8C)	Home Improvement (4B)
2.	Home Improvement (4B)	The Elders (9C)	Urban Edge Families (7C)
3.	Golden Years (9B)	Home Improvement (4B)	Metro Fusion (11C)
2023 Consumer Spending			
Apparel & Services: Total \$	\$15,274,269	\$115,782,693	\$304,388,738
Average Spent	\$2,377.69	\$2,005.35	\$2,023.54
Spending Potential Index	108	91	92
Education: Total \$	\$12,204,825	\$91,825,089	\$240,080,290
Average Spent	\$1,899.88	\$1,590.40	\$1,596.02
Spending Potential Index	106	89	89
Entertainment/Recreation: Total \$	\$25,737,096	\$198,926,461	\$515,348,096
Average Spent	\$4,006.40	\$3,445.39	\$3,425.97
Spending Potential Index	106	91	91
Food at Home: Total \$	\$46,132,076	\$358,529,817	\$938,679,434
Average Spent	\$7,181.21	\$6,209.71	\$6,240.22
Spending Potential Index	106	91	92
Food Away from Home: Total \$	\$26,185,950	\$198,936,446	\$521,516,743
Average Spent	\$4,076.27	\$3,445.56	\$3,466.98
Spending Potential Index	109	93	93
Health Care: Total \$	\$49,514,194	\$391,694,576	\$1,012,245,319
Average Spent	\$7,707.69	\$6,784.12	\$6,729.28
Spending Potential Index	105	92	91
HH Furnishings & Equipment: Total \$	\$20,570,815	\$157,985,310	\$410,076,124
Average Spent	\$3,202.18	\$2,736.29	\$2,726.13
Spending Potential Index	108	93	92
Personal Care Products & Services: Total \$	\$6,769,505	\$52,595,936	\$136,303,819
Average Spent	\$1,053.78	\$910.96	\$906.13
Spending Potential Index	110	95	95
Shelter: Total \$	\$172,730,796	\$1,333,704,124	\$3,478,635,310
Average Spent	\$26,888.36	\$23,099.64	\$23,125.53
Spending Potential Index	109	93	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,765,171	\$171,870,914	\$439,472,487
Average Spent	\$3,388.10	\$2,976.79	\$2,921.56
Spending Potential Index	108	95	93
Travel: Total \$	\$15,776,299	\$120,404,661	\$311,545,380
Average Spent	\$2,455.84	\$2,085.40	\$2,071.11
Spending Potential Index	109	93	92
Vehicle Maintenance & Repairs: Total \$	\$9,078,789	\$69,918,352	\$182,611,955
Average Spent	\$1,413.26	\$1,210.98	\$1,213.98
Spending Potential Index	108	92	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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.