



Community Profile

40103-Bay Colony
 2955 Gulf Fwy S
 Rings: 3, 5, 7 mile radii

Property Capsule 1
 Latitude: 29.46556
 Longitude: -95.09307

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	27,704	61,165	136,084
2010 Total Population	46,876	102,311	190,852
2019 Total Population	59,118	129,479	237,552
2019 Group Quarters	294	707	1,416
2024 Total Population	65,239	142,298	260,820
2019-2024 Annual Rate	1.99%	1.91%	1.89%
2019 Total Daytime Population	45,836	93,647	219,169
Workers	16,546	29,593	103,295
Residents	29,290	64,054	115,874
Household Summary			
2000 Households	9,745	21,735	51,850
2000 Average Household Size	2.83	2.79	2.60
2010 Households	16,420	36,345	71,724
2010 Average Household Size	2.84	2.80	2.64
2019 Households	20,643	45,756	88,012
2019 Average Household Size	2.85	2.81	2.68
2024 Households	22,741	50,212	96,282
2024 Average Household Size	2.86	2.82	2.69
2019-2024 Annual Rate	1.95%	1.88%	1.81%
2010 Families	12,466	27,336	49,814
2010 Average Family Size	3.27	3.23	3.18
2019 Families	15,507	34,160	61,358
2019 Average Family Size	3.30	3.26	3.22
2024 Families	17,036	37,387	67,059
2024 Average Family Size	3.32	3.27	3.24
2019-2024 Annual Rate	1.90%	1.82%	1.79%
Housing Unit Summary			
2000 Housing Units	10,280	22,962	55,931
Owner Occupied Housing Units	69.3%	69.0%	59.0%
Renter Occupied Housing Units	25.5%	25.7%	33.7%
Vacant Housing Units	5.2%	5.3%	7.3%
2010 Housing Units	17,501	38,793	77,902
Owner Occupied Housing Units	70.6%	68.8%	60.3%
Renter Occupied Housing Units	23.2%	24.9%	31.7%
Vacant Housing Units	6.2%	6.3%	7.9%
2019 Housing Units	21,176	47,035	92,511
Owner Occupied Housing Units	72.5%	71.2%	62.3%
Renter Occupied Housing Units	25.0%	26.1%	32.8%
Vacant Housing Units	2.5%	2.7%	4.9%
2024 Housing Units	23,223	51,381	100,599
Owner Occupied Housing Units	72.9%	71.7%	63.1%
Renter Occupied Housing Units	25.0%	26.0%	32.6%
Vacant Housing Units	2.1%	2.3%	4.3%
Median Household Income			
2019	\$89,963	\$89,046	\$81,547
2024	\$101,761	\$100,486	\$91,303
Median Home Value			
2019	\$218,031	\$227,293	\$226,552
2024	\$249,717	\$261,657	\$260,865
Per Capita Income			
2019	\$37,522	\$38,328	\$39,079
2024	\$42,593	\$43,032	\$43,831
Median Age			
2010	33.5	33.8	34.7
2019	35.4	35.5	36.5
2024	35.6	35.4	36.9

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	20,643	45,756	88,012
<\$15,000	4.6%	4.3%	5.3%
\$15,000 - \$24,999	6.3%	6.0%	6.5%
\$25,000 - \$34,999	4.5%	5.0%	6.3%
\$35,000 - \$49,999	6.5%	7.0%	9.0%
\$50,000 - \$74,999	18.3%	18.4%	18.5%
\$75,000 - \$99,999	14.9%	14.7%	13.7%
\$100,000 - \$149,999	23.0%	22.0%	20.1%
\$150,000 - \$199,999	13.2%	13.5%	11.0%
\$200,000+	8.8%	9.0%	9.6%
Average Household Income	\$108,421	\$108,853	\$105,298
2024 Households by Income			
Household Income Base	22,741	50,212	96,282
<\$15,000	3.8%	3.5%	4.3%
\$15,000 - \$24,999	5.1%	4.9%	5.4%
\$25,000 - \$34,999	3.7%	4.2%	5.3%
\$35,000 - \$49,999	5.5%	6.0%	8.0%
\$50,000 - \$74,999	16.5%	17.0%	17.6%
\$75,000 - \$99,999	14.0%	14.0%	13.4%
\$100,000 - \$149,999	24.4%	23.6%	21.7%
\$150,000 - \$199,999	16.2%	16.2%	13.2%
\$200,000+	10.8%	10.7%	11.2%
Average Household Income	\$123,269	\$122,420	\$118,534
2019 Owner Occupied Housing Units by Value			
Total	15,354	33,472	57,642
<\$50,000	2.9%	2.3%	2.4%
\$50,000 - \$99,999	3.1%	3.2%	4.0%
\$100,000 - \$149,999	13.0%	12.0%	13.0%
\$150,000 - \$199,999	24.0%	21.7%	20.9%
\$200,000 - \$249,999	19.3%	19.5%	18.4%
\$250,000 - \$299,999	15.1%	12.9%	11.9%
\$300,000 - \$399,999	14.3%	18.5%	17.1%
\$400,000 - \$499,999	5.2%	5.1%	5.6%
\$500,000 - \$749,999	2.3%	3.9%	5.1%
\$750,000 - \$999,999	0.2%	0.3%	0.9%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.1%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$243,716	\$257,407	\$267,540
2024 Owner Occupied Housing Units by Value			
Total	16,925	36,843	63,496
<\$50,000	1.9%	1.5%	1.6%
\$50,000 - \$99,999	2.0%	2.0%	2.6%
\$100,000 - \$149,999	8.5%	7.8%	8.9%
\$150,000 - \$199,999	18.9%	16.8%	16.5%
\$200,000 - \$249,999	18.8%	18.9%	17.8%
\$250,000 - \$299,999	15.8%	13.0%	11.6%
\$300,000 - \$399,999	20.3%	25.0%	22.2%
\$400,000 - \$499,999	9.2%	8.5%	9.2%
\$500,000 - \$749,999	3.7%	5.4%	6.9%
\$750,000 - \$999,999	0.3%	0.5%	1.5%
\$1,000,000 - \$1,499,999	0.3%	0.3%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.2%	0.2%	0.3%
Average Home Value	\$279,487	\$293,236	\$306,693

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	46,874	102,306	190,850
0 - 4	8.4%	8.1%	7.4%
5 - 9	8.5%	8.2%	7.5%
10 - 14	7.8%	7.8%	7.4%
15 - 24	12.0%	12.4%	12.9%
25 - 34	15.9%	15.4%	15.2%
35 - 44	15.3%	15.6%	14.9%
45 - 54	14.3%	14.7%	15.1%
55 - 64	9.8%	10.0%	10.6%
65 - 74	4.9%	4.9%	5.4%
75 - 84	2.5%	2.3%	2.6%
85 +	0.7%	0.7%	0.9%
18 +	71.0%	71.3%	73.4%
2019 Population by Age			
Total	59,118	129,478	237,553
0 - 4	7.6%	7.4%	6.7%
5 - 9	7.9%	7.7%	6.9%
10 - 14	7.7%	7.6%	7.0%
15 - 24	11.8%	12.1%	12.2%
25 - 34	14.4%	14.5%	14.9%
35 - 44	15.6%	15.2%	14.3%
45 - 54	12.6%	13.1%	13.1%
55 - 64	11.4%	11.6%	12.4%
65 - 74	7.1%	7.2%	8.0%
75 - 84	2.9%	2.8%	3.3%
85 +	1.0%	0.9%	1.1%
18 +	72.7%	73.3%	75.5%
2024 Population by Age			
Total	65,240	142,298	260,820
0 - 4	7.7%	7.5%	6.8%
5 - 9	7.7%	7.6%	6.8%
10 - 14	7.8%	7.6%	6.9%
15 - 24	11.7%	11.8%	11.8%
25 - 34	14.3%	14.9%	14.8%
35 - 44	15.8%	15.3%	14.7%
45 - 54	12.3%	12.3%	12.3%
55 - 64	10.3%	10.6%	11.4%
65 - 74	7.9%	8.0%	9.0%
75 - 84	3.6%	3.5%	4.2%
85 +	1.0%	1.0%	1.2%
18 +	72.6%	73.2%	75.7%
2010 Population by Sex			
Males	22,957	50,445	94,272
Females	23,919	51,866	96,580
2019 Population by Sex			
Males	28,736	63,523	116,915
Females	30,382	65,955	120,637
2024 Population by Sex			
Males	31,629	69,637	127,941
Females	33,610	72,661	132,879

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	46,875	102,312	190,851
White Alone	71.7%	75.3%	76.3%
Black Alone	11.4%	9.3%	8.3%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.1%	4.5%	5.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.9%	7.3%	6.8%
Two or More Races	3.2%	3.0%	2.9%
Hispanic Origin	23.7%	22.4%	21.3%
Diversity Index	66.2	62.3	60.7
2019 Population by Race/Ethnicity			
Total	59,118	129,479	237,554
White Alone	70.2%	73.5%	74.0%
Black Alone	10.7%	9.0%	8.4%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	5.8%	5.3%	5.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.8%	8.1%	7.7%
Two or More Races	3.9%	3.6%	3.6%
Hispanic Origin	26.5%	25.0%	24.1%
Diversity Index	69.0	65.6	64.6
2024 Population by Race/Ethnicity			
Total	65,238	142,299	260,819
White Alone	69.4%	72.5%	72.8%
Black Alone	10.2%	8.7%	8.3%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	6.3%	5.7%	6.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.2%	8.5%	8.1%
Two or More Races	4.2%	4.0%	3.9%
Hispanic Origin	28.2%	26.7%	26.0%
Diversity Index	70.5	67.3	66.7
2010 Population by Relationship and Household Type			
Total	46,876	102,311	190,852
In Households	99.5%	99.4%	99.4%
In Family Households	89.1%	88.3%	85.1%
Householder	26.5%	26.6%	26.2%
Spouse	20.3%	20.6%	19.9%
Child	35.8%	35.0%	32.8%
Other relative	4.4%	4.0%	4.1%
Nonrelative	2.1%	2.1%	2.1%
In Nonfamily Households	10.4%	11.1%	14.3%
In Group Quarters	0.5%	0.6%	0.6%
Institutionalized Population	0.4%	0.5%	0.6%
Noninstitutionalized Population	0.1%	0.1%	0.1%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	38,429	84,481	159,487
Less than 9th Grade	2.9%	3.3%	3.4%
9th - 12th Grade, No Diploma	4.0%	4.2%	4.6%
High School Graduate	20.6%	18.3%	17.4%
GED/Alternative Credential	4.3%	3.4%	3.6%
Some College, No Degree	21.7%	22.2%	22.9%
Associate Degree	9.8%	10.1%	10.5%
Bachelor's Degree	23.0%	25.0%	24.6%
Graduate/Professional Degree	13.8%	13.5%	12.9%
2019 Population 15+ by Marital Status			
Total	45,393	100,146	188,444
Never Married	29.1%	29.4%	30.0%
Married	57.0%	56.2%	54.4%
Widowed	3.4%	3.8%	4.3%
Divorced	10.6%	10.5%	11.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.5%	96.2%
Civilian Unemployed (Unemployment Rate)	3.7%	3.5%	3.8%
2019 Employed Population 16+ by Industry			
Total	30,229	66,505	123,678
Agriculture/Mining	1.7%	2.3%	2.4%
Construction	8.3%	7.7%	7.3%
Manufacturing	10.4%	10.7%	10.7%
Wholesale Trade	2.3%	2.2%	2.5%
Retail Trade	8.6%	8.5%	9.8%
Transportation/Utilities	5.9%	5.3%	5.0%
Information	1.2%	1.4%	1.2%
Finance/Insurance/Real Estate	5.5%	6.0%	5.8%
Services	50.9%	50.6%	50.4%
Public Administration	5.3%	5.2%	4.8%
2019 Employed Population 16+ by Occupation			
Total	30,231	66,505	123,678
White Collar	68.9%	69.2%	66.6%
Management/Business/Financial	16.9%	18.4%	17.2%
Professional	30.2%	28.2%	26.5%
Sales	10.7%	10.9%	11.5%
Administrative Support	11.1%	11.7%	11.5%
Services	13.7%	13.8%	16.0%
Blue Collar	17.4%	17.0%	17.4%
Farming/Forestry/Fishing	0.2%	0.3%	0.4%
Construction/Extraction	4.8%	4.5%	4.4%
Installation/Maintenance/Repair	3.4%	3.4%	3.7%
Production	5.8%	5.4%	5.0%
Transportation/Material Moving	3.2%	3.4%	3.9%
2010 Population By Urban/ Rural Status			
Total Population	46,876	102,311	190,852
Population Inside Urbanized Area	98.3%	97.5%	96.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.7%	2.5%	3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	16,420	36,345	71,724
Households with 1 Person	19.1%	19.5%	24.7%
Households with 2+ People	80.9%	80.5%	75.3%
Family Households	75.9%	75.2%	69.5%
Husband-wife Families	58.2%	58.1%	53.0%
With Related Children	31.7%	31.3%	27.0%
Other Family (No Spouse Present)	17.8%	17.1%	16.5%
Other Family with Male Householder	5.0%	5.0%	5.0%
With Related Children	3.2%	3.2%	3.0%
Other Family with Female Householder	12.7%	12.1%	11.5%
With Related Children	8.8%	8.5%	8.0%
Nonfamily Households	5.0%	5.3%	5.9%
All Households with Children	44.0%	43.4%	38.5%
Multigenerational Households	5.3%	4.7%	4.2%
Unmarried Partner Households	5.9%	6.1%	6.2%
Male-female	5.2%	5.4%	5.5%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	16,420	36,344	71,724
1 Person Household	19.1%	19.5%	24.7%
2 Person Household	30.4%	31.1%	31.3%
3 Person Household	18.9%	18.8%	17.3%
4 Person Household	17.7%	17.8%	15.5%
5 Person Household	8.4%	8.1%	7.1%
6 Person Household	3.4%	3.1%	2.7%
7 + Person Household	1.9%	1.6%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	16,420	36,345	71,724
Owner Occupied	75.3%	73.4%	65.5%
Owned with a Mortgage/Loan	59.3%	57.8%	49.6%
Owned Free and Clear	16.0%	15.7%	15.9%
Renter Occupied	24.7%	26.6%	34.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	17,501	38,793	77,902
Housing Units Inside Urbanized Area	97.9%	97.3%	97.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.1%	2.7%	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.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
2.	Up and Coming Families (7A)	Up and Coming Families (7A)	Up and Coming Families (7A)
3.	American Dreamers (7C)	Boomburbs (1C)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$55,458,243	\$124,212,668	\$230,928,345
Average Spent	\$2,686.54	\$2,714.67	\$2,623.83
Spending Potential Index	125	127	122
Education: Total \$	\$38,777,336	\$87,095,378	\$163,968,413
Average Spent	\$1,878.47	\$1,903.47	\$1,863.02
Spending Potential Index	118	119	117
Entertainment/Recreation: Total \$	\$83,147,777	\$184,302,908	\$343,241,148
Average Spent	\$4,027.89	\$4,027.95	\$3,899.94
Spending Potential Index	123	123	119
Food at Home: Total \$	\$130,585,357	\$291,050,164	\$545,086,050
Average Spent	\$6,325.89	\$6,360.92	\$6,193.32
Spending Potential Index	122	123	120
Food Away from Home: Total \$	\$95,625,510	\$213,956,851	\$398,216,928
Average Spent	\$4,632.35	\$4,676.04	\$4,524.58
Spending Potential Index	126	127	123
Health Care: Total \$	\$150,168,467	\$330,049,024	\$617,262,779
Average Spent	\$7,274.55	\$7,213.24	\$7,013.39
Spending Potential Index	123	122	118
HH Furnishings & Equipment: Total \$	\$56,606,696	\$125,435,975	\$231,465,764
Average Spent	\$2,742.17	\$2,741.41	\$2,629.93
Spending Potential Index	129	129	123
Personal Care Products & Services: Total \$	\$23,662,716	\$52,556,114	\$97,449,100
Average Spent	\$1,146.28	\$1,148.62	\$1,107.23
Spending Potential Index	129	130	125
Shelter: Total \$	\$464,745,047	\$1,042,335,225	\$1,946,992,611
Average Spent	\$22,513.45	\$22,780.30	\$22,121.90
Spending Potential Index	122	123	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$63,044,384	\$139,029,155	\$260,107,911
Average Spent	\$3,054.03	\$3,038.49	\$2,955.37
Spending Potential Index	123	123	119
Travel: Total \$	\$58,316,527	\$129,404,372	\$238,598,105
Average Spent	\$2,825.00	\$2,828.14	\$2,710.97
Spending Potential Index	126	126	121
Vehicle Maintenance & Repairs: Total \$	\$29,114,710	\$64,745,651	\$122,169,733
Average Spent	\$1,410.39	\$1,415.02	\$1,388.10
Spending Potential Index	123	124	121

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.