

	Treasure Isla...
Population Summary	
2010 Total Population	6,705
2020 Total Population	6,584
2020 Group Quarters	0
2024 Total Population	6,370
2024 Group Quarters	0
2029 Total Population	6,196
2024-2029 Annual Rate	-0.55%
2024 Total Daytime Population	6,571
Workers	3,169
Residents	3,402
Household Summary	
2010 Households	3,812
2010 Average Household Size	1.76
2020 Total Households	3,795
2020 Average Household Size	1.73
2024 Households	3,742
2024 Average Household Size	1.70
2029 Households	3,685
2029 Average Household Size	1.68
2024-2029 Annual Rate	-0.31%
2010 Families	1,813
2010 Average Family Size	2.36
2024 Families	1,770
2024 Average Family Size	2.25
2029 Families	1,744
2029 Average Family Size	2.22
2024-2029 Annual Rate	-0.30%
Housing Unit Summary	
2000 Housing Units	5,694
Owner Occupied Housing Units	47.2%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	27.5%
2010 Housing Units	5,801
Owner Occupied Housing Units	42.6%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	34.3%
2020 Housing Units	5,694
Owner Occupied Housing Units	46.3%
Renter Occupied Housing Units	20.4%
Vacant Housing Units	33.4%
2024 Housing Units	5,658
Owner Occupied Housing Units	47.5%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	33.9%
2029 Housing Units	5,668
Owner Occupied Housing Units	48.7%
Renter Occupied Housing Units	16.4%
Vacant Housing Units	35.0%

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.

		Treasure Isla...
2024 Households by Income		
Household Income Base		3,742
<\$15,000		6.1%
\$15,000 - \$24,999		3.4%
\$25,000 - \$34,999		6.9%
\$35,000 - \$49,999		10.8%
\$50,000 - \$74,999		13.0%
\$75,000 - \$99,999		7.3%
\$100,000 - \$149,999		17.7%
\$150,000 - \$199,999		13.0%
\$200,000+		21.7%
Average Household Income		\$157,336
2029 Households by Income		
Household Income Base		3,685
<\$15,000		4.6%
\$15,000 - \$24,999		2.1%
\$25,000 - \$34,999		4.2%
\$35,000 - \$49,999		8.8%
\$50,000 - \$74,999		12.1%
\$75,000 - \$99,999		8.0%
\$100,000 - \$149,999		17.4%
\$150,000 - \$199,999		15.6%
\$200,000+		27.1%
Average Household Income		\$189,053
2024 Owner Occupied Housing Units by Value		
Total		2,687
<\$50,000		0.1%
\$50,000 - \$99,999		0.0%
\$100,000 - \$149,999		0.0%
\$150,000 - \$199,999		0.2%
\$200,000 - \$249,999		0.7%
\$250,000 - \$299,999		2.1%
\$300,000 - \$399,999		8.9%
\$400,000 - \$499,999		19.5%
\$500,000 - \$749,999		30.9%
\$750,000 - \$999,999		22.6%
\$1,000,000 - \$1,499,999		10.0%
\$1,500,000 - \$1,999,999		2.4%
\$2,000,000 +		2.6%
Average Home Value		\$742,175
2029 Owner Occupied Housing Units by Value		
Total		2,758
<\$50,000		0.0%
\$50,000 - \$99,999		0.0%
\$100,000 - \$149,999		0.0%
\$150,000 - \$199,999		0.0%
\$200,000 - \$249,999		0.1%
\$250,000 - \$299,999		0.4%
\$300,000 - \$399,999		4.4%
\$400,000 - \$499,999		17.0%
\$500,000 - \$749,999		35.4%
\$750,000 - \$999,999		26.2%
\$1,000,000 - \$1,499,999		11.2%
\$1,500,000 - \$1,999,999		2.6%
\$2,000,000 +		2.6%
Average Home Value		\$789,422

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.



Community Profile

Treasure Island City, FL
 Treasure Island City, FL (1272325)
 Geography: Place

Prepared by Esri

	Treasure Isla...
Median Household Income	
2024	\$104,827
2029	\$124,567
Median Home Value	
2024	\$649,247
2029	\$698,462
Per Capita Income	
2024	\$92,426
2029	\$112,437
Median Age	
2010	56.2
2020	60.1
2024	60.9
2029	62.2
2020 Population by Age	
Total	6,584
0 - 4	1.5%
5 - 9	1.3%
10 - 14	1.6%
15 - 24	5.2%
25 - 34	5.5%
35 - 44	6.8%
45 - 54	14.5%
55 - 64	26.2%
65 - 74	22.9%
75 - 84	10.7%
85 +	3.9%
18 +	94.3%
2024 Population by Age	
Total	6,370
0 - 4	1.4%
5 - 9	1.3%
10 - 14	1.5%
15 - 24	5.1%
25 - 34	5.5%
35 - 44	7.1%
45 - 54	14.0%
55 - 64	24.2%
65 - 74	23.6%
75 - 84	12.3%
85 +	4.1%
18 +	94.7%
2029 Population by Age	
Total	6,196
0 - 4	1.3%
5 - 9	1.1%
10 - 14	1.4%
15 - 24	4.6%
25 - 34	5.2%
35 - 44	7.0%
45 - 54	13.4%
55 - 64	22.0%
65 - 74	24.4%
75 - 84	14.7%
85 +	4.9%
18 +	95.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 05, 2025

		Treasure Isla...
2020 Population by Sex		
Males		3,245
Females		3,339
2024 Population by Sex		
Males		3,184
Females		3,186
2029 Population by Sex		
Males		3,085
Females		3,111
2010 Population by Race/Ethnicity		
Total		6,705
White Alone		96.7%
Black Alone		0.8%
American Indian Alone		0.2%
Asian Alone		0.8%
Pacific Islander Alone		0.0%
Some Other Race Alone		0.4%
Two or More Races		1.0%
Hispanic Origin		3.0%
Diversity Index		11.9
2020 Population by Race/Ethnicity		
Total		6,584
White Alone		91.0%
Black Alone		0.9%
American Indian Alone		0.1%
Asian Alone		1.1%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.0%
Two or More Races		5.7%
Hispanic Origin		4.9%
Diversity Index		24.6
2024 Population by Race/Ethnicity		
Total		6,370
White Alone		90.4%
Black Alone		1.0%
American Indian Alone		0.1%
Asian Alone		1.2%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.1%
Two or More Races		6.1%
Hispanic Origin		5.4%
Diversity Index		26.2
2029 Population by Race/Ethnicity		
Total		6,196
White Alone		89.4%
Black Alone		1.0%
American Indian Alone		0.1%
Asian Alone		1.3%
Pacific Islander Alone		0.1%
Some Other Race Alone		1.2%
Two or More Races		6.8%
Hispanic Origin		6.0%
Diversity Index		28.6

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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Treasure Isla...

2020 Population by Relationship and Household Type	
Total	6,584
In Households	100.0%
Householder	57.6%
Opposite-Sex Spouse	23.2%
Same-Sex Spouse	0.5%
Opposite-Sex Unmarried Partner	3.9%
Same-Sex Unmarried Partner	0.5%
Biological Child	9.0%
Adopted Child	0.5%
Stepchild	0.6%
Grandchild	0.4%
Brother or Sister	0.3%
Parent	0.6%
Parent-in-law	0.1%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.3%
Foster Child	0.1%
Other Nonrelatives	2.1%
In Group Quarters	0.0%
Institutionalized	0.0%
Noninstitutionalized	0.0%
2024 Population 25+ by Educational Attainment	
Total	5,783
Less than 9th Grade	0.7%
9th - 12th Grade, No Diploma	1.4%
High School Graduate	13.0%
GED/Alternative Credential	1.7%
Some College, No Degree	20.9%
Associate Degree	8.8%
Bachelor's Degree	34.8%
Graduate/Professional Degree	18.6%
2024 Population 15+ by Marital Status	
Total	6,107
Never Married	13.6%
Married	62.6%
Widowed	8.2%
Divorced	15.6%
2024 Civilian Population 16+ in Labor Force	
Civilian Population 16+	3,139
Population 16+ Employed	95.6%
Population 16+ Unemployment rate	4.4%
Population 16-24 Employed	4.5%
Population 16-24 Unemployment rate	24.3%
Population 25-54 Employed	47.9%
Population 25-54 Unemployment rate	4.1%
Population 55-64 Employed	34.7%
Population 55-64 Unemployment rate	3.2%
Population 65+ Employed	13.0%
Population 65+ Unemployment rate	0.0%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

Treasure Isla...

2024 Employed Population 16+ by Industry

Total	3,001
Agriculture/Mining	0.3%
Construction	4.6%
Manufacturing	8.6%
Wholesale Trade	1.7%
Retail Trade	8.3%
Transportation/Utilities	5.6%
Information	0.7%
Finance/Insurance/Real Estate	19.5%
Services	48.8%
Public Administration	1.8%

2024 Employed Population 16+ by Occupation

Total	3,001
White Collar	85.4%
Management/Business/Financial	44.0%
Professional	18.1%
Sales	13.6%
Administrative Support	9.7%
Services	9.1%
Blue Collar	5.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	1.4%
Installation/Maintenance/Repair	1.0%
Production	1.6%
Transportation/Material Moving	1.1%

2020 Households by Type

Total	3,795
Married Couple Households	41.2%
With Own Children <18	3.9%
Without Own Children <18	37.3%
Cohabiting Couple Households	7.6%
With Own Children <18	0.6%
Without Own Children <18	7.0%
Male Householder, No Spouse/Partner	23.5%
Living Alone	20.4%
65 Years and over	7.6%
With Own Children <18	0.5%
Without Own Children <18, With Relatives	1.4%
No Relatives Present	1.1%
Female Householder, No Spouse/Partner	27.7%
Living Alone	22.5%
65 Years and over	11.9%
With Own Children <18	0.7%
Without Own Children <18, With Relatives	3.5%
No Relatives Present	1.1%

2020 Households by Size

Total	3,795
1 Person Household	42.8%
2 Person Household	44.0%
3 Person Household	7.5%
4 Person Household	3.1%
5 Person Household	1.4%
6 Person Household	0.7%
7 + Person Household	0.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		Treasure Isla...
2020 Households by Tenure and Mortgage Status		
Total		3,795
Owner Occupied		69.5%
Owned with a Mortgage/Loan		33.0%
Owned Free and Clear		36.4%
Renter Occupied		30.5%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index		64
Percent of Income for Mortgage		38.8%
Wealth Index		197
2020 Housing Units By Urban/ Rural Status		
Total		5,694
Urban Housing Units		100.0%
Rural Housing Units		0.0%
2020 Population By Urban/ Rural Status		
Total		6,584
Urban Population		100.0%
Rural Population		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.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

		Treasure Isla...
Top 3 Tapestry Segments		
1.		Silver & Gold (9A)
2.		Golden Years (9B)
3.		The Great Outdoors (6C)
2024 Consumer Spending		
Apparel & Services: Total \$		\$11,065,808
Average Spent		\$2,957.19
Spending Potential Index		124
Education: Total \$		\$8,077,796
Average Spent		\$2,158.68
Spending Potential Index		125
Entertainment/Recreation: Total \$		\$21,676,790
Average Spent		\$5,792.84
Spending Potential Index		142
Food at Home: Total \$		\$36,645,918
Average Spent		\$9,793.14
Spending Potential Index		134
Food Away from Home: Total \$		\$19,440,045
Average Spent		\$5,195.09
Spending Potential Index		134
Health Care: Total \$		\$42,815,159
Average Spent		\$11,441.78
Spending Potential Index		149
HH Furnishings & Equipment: Total \$		\$16,498,593
Average Spent		\$4,409.03
Spending Potential Index		139
Personal Care Products & Services: Total \$		\$5,343,591
Average Spent		\$1,428.00
Spending Potential Index		143
Shelter: Total \$		\$138,035,422
Average Spent		\$36,888.14
Spending Potential Index		138
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$22,437,016
Average Spent		\$5,996.00
Spending Potential Index		171
Travel: Total \$		\$16,489,166
Average Spent		\$4,406.51
Spending Potential Index		145
Vehicle Maintenance & Repairs: Total \$		\$7,712,388
Average Spent		\$2,061.03
Spending Potential Index		139

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.