Placer.ai

Visitor Demographics

Feb 1, 2024 - Jan 31, 2025
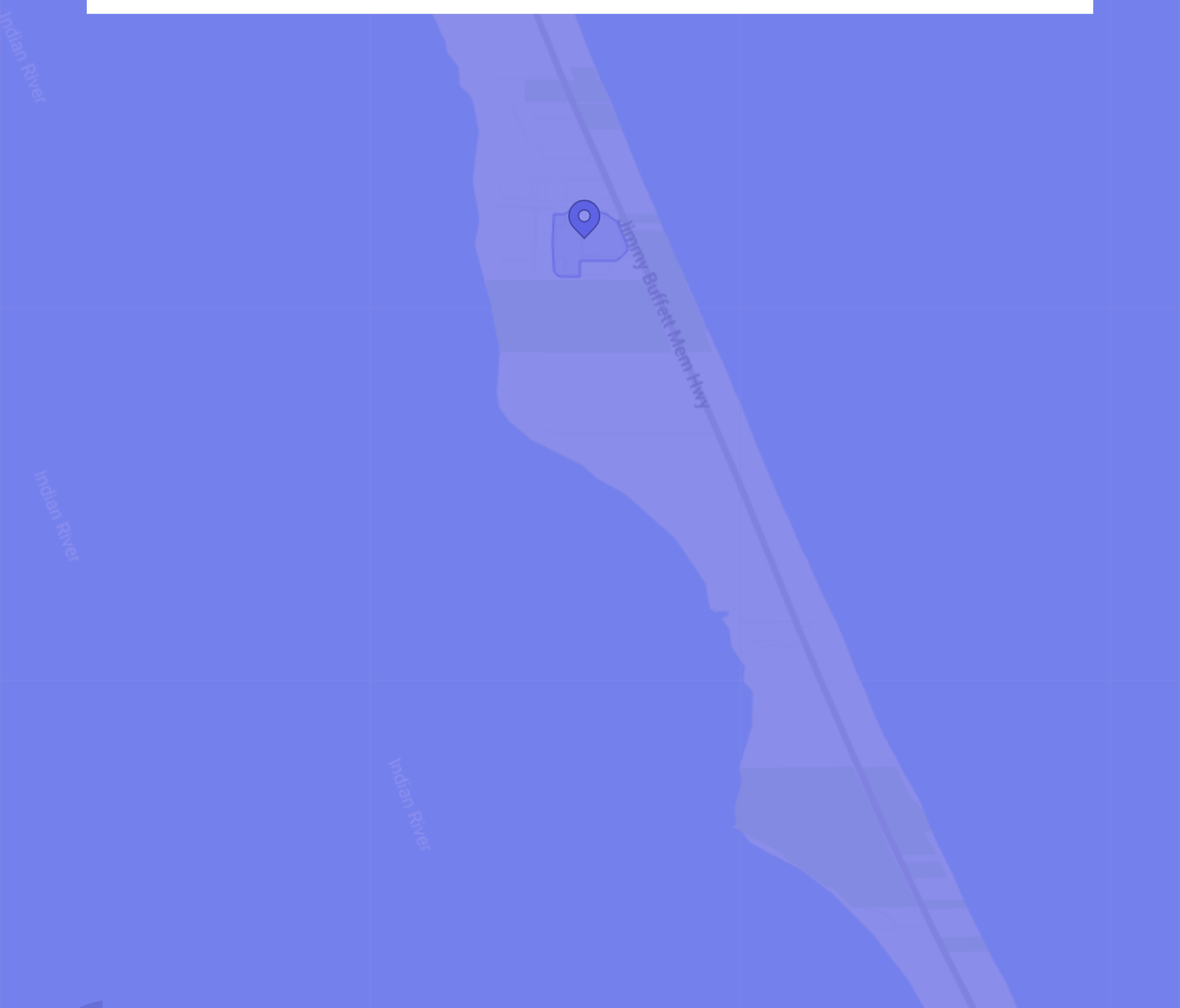
Property:

DP **Driftwood Plaza**
3830 S. Highway A1A, Pasadena, FL 32951

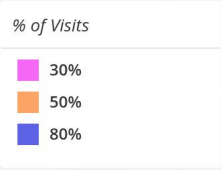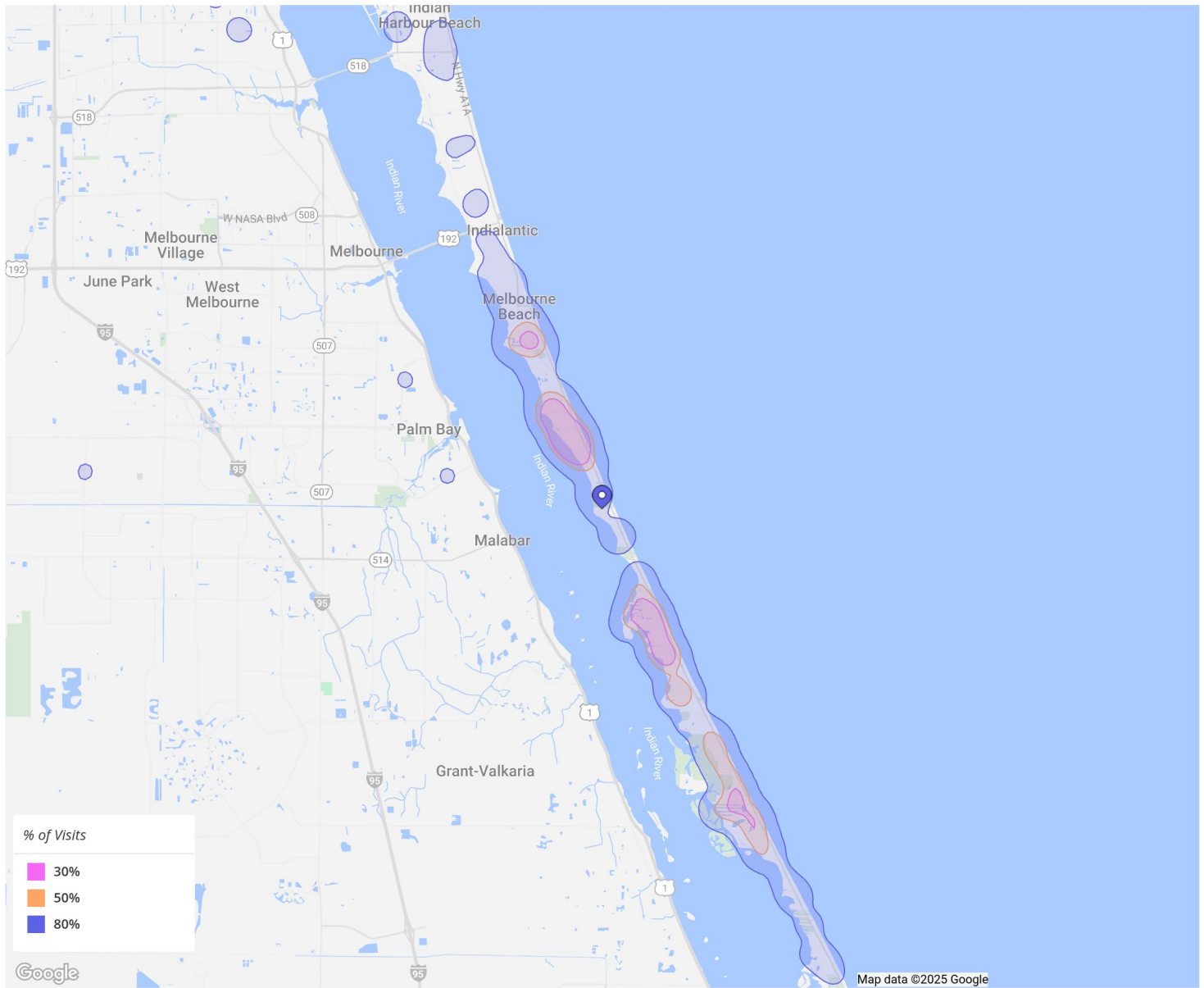Scan to view on placer.ai platform

Driftwood Plaza / 3830 S. Highway A1A, Pasadena, FL 32951

% of Visits

- 30%
- 50%
- 80%

Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	30 % of Visits			50 % of Visits			80 % of Visits		
Overview									
Population	3,361			8,223			17,872		
Pop density (per sq mile)	3,906			1,178			1,782		
Area (sq mi) - based on Census Block Groups	0.86			6.98			10.03		
Households									
Households	1,874			4,199			8,646		
Family Households	966	(51.5%)	8	2,558	(60.9%)	94	5,124	(59.3%)	92
Non-Family Households	908	(48.5%)	137	1,641	(39.1%)	110	3,522	(40.7%)	115
Persons per Household	1.79		69	1.96		76	2.07		8
Gender									
Male	1,607	(47.8%)	97	4,077	(49.6%)	101	8,901	(49.8%)	101
Female	1,754	(52.2%)	103	4,146	(50.4%)	99	8,971	(50.2%)	99
Age									
Median Age	65.33		156	63.04		150	58.07		138
0-4	86	(2.6%)	50	273	(3.3%)	65	791	(4.4%)	87
5-14	90	(2.7%)	24	313	(3.8%)	34	1,101	(6.2%)	56

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	30 % of Visits			50 % of Visits			80 % of Visits		
15-17	46	(1.4%)	40	127	(1.5%)	45	364	(2%)	59
18-21	64	(1.9%)	39	142	(1.7%)	36	393	(2.2%)	45
22-24	7	(<0.5%)	6	52	(0.6%)	18	272	(1.5%)	43
25-29	156	(4.6%)	74	203	(2.5%)	39	475	(2.7%)	42
30-34	128	(3.8%)	59	211	(2.6%)	40	617	(3.5%)	53
35-39	157	(4.7%)	75	312	(3.8%)	61	796	(4.5%)	71
40-44	80	(2.4%)	39	152	(1.8%)	30	584	(3.3%)	54
45-49	85	(2.5%)	41	273	(3.3%)	54	958	(5.4%)	87
50-54	231	(6.9%)	107	419	(5.1%)	7	1,215	(6.8%)	106
55-59	228	(6.8%)	99	821	(10%)	146	1,786	(10%)	146
60-64	285	(8.5%)	127	1,070	(13%)	195	1,945	(10.9%)	163
65-69	451	(13.4%)	219	1,005	(12.2%)	200	1,711	(9.6%)	156
70-74	439	(13.1%)	243	870	(10.6%)	197	1,695	(9.5%)	177
75-79	462	(13.7%)	334	1,010	(12.3%)	299	1,604	(9%)	218
80-84	216	(6.4%)	243	432	(5.3%)	198	618	(3.5%)	31
85+	150	(4.5%)	169	538	(6.5%)	247	947	(5.3%)	200

Age - Male

	30 % of Visits			50 % of Visits			80 % of Visits		
Median Age	65.07		159	63.46		155	57.26		140
0-4	26	(1.6%)	31	122	(3%)	56	404	(4.5%)	86
5-14	41	(2.6%)	22	147	(3.6%)	31	544	(6.1%)	53
15-17	23	(1.4%)	40	83	(2%)	57	232	(2.6%)	73
18-21	34	(2.1%)	42	100	(2.5%)	49	249	(2.8%)	56
22-24				28	(0.7%)	19	189	(2.1%)	57
25-29	143	(8.9%)	137	190	(4.7%)	72	324	(3.6%)	56
30-34	95	(5.9%)	89	112	(2.7%)	41	229	(2.6%)	39
35-39	98	(6.1%)	95	197	(4.8%)	75	526	(5.9%)	92
40-44	10	(0.6%)	10	47	(1.2%)	19	299	(3.4%)	54
45-49	47	(2.9%)	47	131	(3.2%)	52	466	(5.2%)	84
50-54	84	(5.2%)	8	151	(3.7%)	57	531	(6%)	92
55-59	105	(6.5%)	97	393	(9.6%)	143	809	(9.1%)	35
60-64	93	(5.8%)	89	400	(9.8%)	151	922	(10.4%)	159
65-69	132	(8.2%)	142	435	(10.7%)	184	746	(8.4%)	145
70-74	252	(15.7%)	309	472	(11.6%)	228	818	(9.2%)	181
75-79	220	(13.7%)	356	513	(12.6%)	327	798	(9%)	233
80-84	118	(7.3%)	311	207	(5.1%)	215	303	(3.4%)	144
85+	86	(5.4%)	255	349	(8.6%)	408	512	(5.8%)	274

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		

Age - Female

	30% value	30% pct	30% bar	50% value	50% pct	50% bar	80% value	80% pct	80% bar
Median Age	67.05		155	62.59		145	58.74		136
0-4	60	(3.4%)	70	151	(3.6%)	74	387	(4.3%)	88
5-14	49	(2.8%)	26	166	(4%)	38	557	(6.2%)	59
15-17	23	(1.3%)	40	44	(1.1%)	32	132	(1.5%)	45
18-21	30	(1.7%)	37	42	(1%)	22	144	(1.6%)	34
22-24	7	(<0.5%)	12	24	(0.6%)	17	83	(0.9%)	27
25-29	13	(0.7%)	12	13	(<0.5%)	5	151	(1.7%)	28
30-34	33	(1.9%)	30	99	(2.4%)	38	388	(4.3%)	69
35-39	59	(3.4%)	55	115	(2.8%)	46	270	(3%)	50
40-44	70	(4%)	67	105	(2.5%)	42	285	(3.2%)	53
45-49	38	(2.2%)	36	142	(3.4%)	57	492	(5.5%)	91
50-54	147	(8.4%)	132	268	(6.5%)	102	684	(7.6%)	120
55-59	123	(7%)	101	428	(10.3%)	149	977	(10.9%)	157
60-64	192	(10.9%)	161	670	(16.2%)	237	1,023	(11.4%)	167
65-69	319	(18.2%)	282	570	(13.7%)	213	965	(10.8%)	167

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	30 % of Visits			50 % of Visits			80 % of Visits		
70-74	187	(10.7%)	189	398	(9.6%)	170	877	(9.8%)	173
75-79	242	(13.8%)	316	497	(12%)	275	806	(9%)	206
80-84	98	(5.6%)	191	225	(5.4%)	185	315	(3.5%)	120
85+	64	(3.6%)	115	189	(4.6%)	143	435	(4.8%)	152

Population by Generation

	30 % of Visits			50 % of Visits			80 % of Visits		
Gen Alpha	176	(5.2%)	32	586	(7.1%)	44	1,892	(10.6%)	66
Gen Z	117	(3.5%)	29	321	(3.9%)	33	1,029	(5.8%)	49
Millennials	441	(13.1%)	69	726	(8.8%)	47	1,888	(10.6%)	56
Gen X	396	(11.8%)	63	844	(10.3%)	55	2,757	(15.4%)	83
Baby Boomers	1,403	(41.7%)	167	3,766	(45.8%)	183	7,137	(39.9%)	160
Silent & Greatest	828	(24.6%)	262	1,980	(24.1%)	256	3,169	(17.7%)	188

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits		● 50 % of Visits		● 80 % of Visits	
Ethnicity						
White	3,019	(89.8%)	7,614	(92.6%)	15,912	(89%)
		173		178		171
Hispanic or Latino	179	(5.3%)	279	(3.4%)	1,018	(5.7%)
		20		13		21
Two or more races	61	(1.8%)	151	(1.8%)	415	(2.3%)
		59		59		75
Asian	42	(1.2%)	42	(0.5%)	307	(1.7%)
		45		19		62
Black	42	(1.2%)	42	(0.5%)	94	(0.5%)
		8		3		4
Other	18	(0.5%)	95	(1.2%)	120	(0.7%)
		99		213		124
Native Hawaiian and Other Pacific Islander						
American Indian and Alaska Native					6	(<0.5%)
						28

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
Hispanic or Latino									
White	104	(58.1%)	130	143	(51.3%)	115	641	(63%)	141
Two or more races	75	(41.9%)	116	136	(48.7%)	135	227	(22.3%)	62
Other							150	(14.7%)	91
Native Hawaiian and Other Pacific Islander									
Asian									
American Indian and Alaska Native									
Black									
Household Income									
Household Average Income	$99,117.82		102	$116,049.99		120	$124,077.98		128
Average Income per Person	$57,336.13		148	$60,974.43		157	$61,111.5		157
Household Median Income	$70,165.88		103	$80,909.59		119	$77,627.84		114
<$10K	61	(3.3%)	63	120	(2.9%)	55	273	(3.2%)	61
$10K - $15K	39	(2.1%)	56	73	(1.7%)	47	186	(2.2%)	58
$15K - $20K	102	(5.4%)	151	136	(3.2%)	90	408	(4.7%)	131
$20K - $25K	33	(1.8%)	44	150	(3.6%)	88	237	(2.7%)	68

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	30 % of Visits			50 % of Visits			80 % of Visits		
$25K - $30K	33	(1.8%)	42	179	(4.3%)	102	237	(2.7%)	65
$30K - $35K	105	(5.6%)	135	187	(4.5%)	107	471	(5.4%)	131
$35K - $40K	53	(2.8%)	70	173	(4.1%)	102	398	(4.6%)	114
$40K - $45K	72	(3.8%)	97	72	(1.7%)	43	299	(3.5%)	87
$45K - $50K	63	(3.4%)	8	162	(3.9%)	94	272	(3.1%)	7
$50K - $60K	233	(12.4%)	162	288	(6.9%)	89	581	(6.7%)	87
$60K - $75K	211	(11.3%)	114	451	(10.7%)	108	850	(9.8%)	99
$75K - $100K	190	(10.1%)	7	459	(10.9%)	83	1,056	(12.2%)	93
$100K - $125K	208	(11.1%)	117	441	(10.5%)	110	676	(7.8%)	8
$125K - $150K	110	(5.9%)	91	331	(7.9%)	122	605	(7%)	109
$150K - $200K	133	(7.1%)	96	355	(8.5%)	115	698	(8.1%)	110
>$200K	228	(12.2%)	136	622	(14.8%)	165	1,399	(16.2%)	181

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
Household Size									
1 Person Household	843	(45%)	159	1,450	(34.5%)	122	2,965	(34.3%)	121
2 Persons Household	822	(43.9%)	119	2,177	(51.8%)	141	4,054	(46.9%)	128
3 Persons Household	127	(6.8%)	44	285	(6.8%)	44	768	(8.9%)	58
4 Persons Household	56	(3%)	26	199	(4.7%)	41	569	(6.6%)	57
5 Persons Household	26	(1.4%)	27	88	(2.1%)	41	268	(3.1%)	60
6 Persons Household							22	(<0.5%)	14
7+ Persons Household									
Education									
Elementary	121	(3.9%)	37	271	(3.7%)	35	672	(4.5%)	42
High School Graduate	528	(17.2%)	62	1,133	(15.5%)	56	2,449	(16.4%)	59
College / Associate Degree	806	(26.3%)	90	2,362	(32.3%)	110	4,392	(29.4%)	100
Bachelor Degree	1,050	(34.2%)	169	2,343	(32%)	158	4,274	(28.6%)	141
Advanced Degree	563	(18.4%)	152	1,207	(16.5%)	36	3,164	(21.2%)	175

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

SOUTHEAST CENTERS

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
Labor Force									
Employed	1,353	(97.7%)	103	2,966	(98.3%)	104	7,110	(97.2%)	102
Unemployed	32	(2.3%)	46	50	(1.7%)	33	203	(2.8%)	55
Marital Status									
Married	1,922	(60.3%)	123	5,059	(66.2%)	135	9,900	(62%)	126
Never Married	589	(18.5%)	58	1,110	(14.5%)	46	2,984	(18.7%)	59
Divorced	360	(11.3%)	89	810	(10.6%)	84	1,888	(11.8%)	93
Widowed	314	(9.9%)	149	658	(8.6%)	130	1,208	(7.6%)	114
Family Households									
Married-couple Family	891	(92.2%)	128	2,419	(94.6%)	131	4,685	(91.4%)	126
Female Householder	62	(6.4%)	33	98	(3.8%)	19	327	(6.4%)	32
Male Householder	13	(1.3%)	17	41	(1.6%)	20	112	(2.2%)	28

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza

3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
Transport to Work									
Drove alone	877	(67.4%)	91	1,916	(65.7%)	89	4,739	(67.7%)	91
Worked from home	290	(22.3%)	187	767	(26.3%)	220	1,545	(22.1%)	185
Other	104	(8%)	598	122	(4.2%)	313	130	(1.9%)	139
Carpooled	22	(1.7%)	19	38	(1.3%)	14	316	(4.5%)	50
Bicycle	9	(0.7%)	138	9	(<0.5%)	62	32	(<0.5%)	91
Walked				63	(2.2%)	160	127	(1.8%)	34
Motorcycle							53	(0.8%)	375
Taxicab									
Public transportation							62	(0.9%)	68
Travel Time to Work									
Median travel time to work	21		89	26		107	22		93
Less than 10 minutes	142	(14%)	157	275	(12.8%)	143	581	(10.6%)	119
10-15 minutes	58	(5.7%)	51	88	(4.1%)	36	529	(9.7%)	86
15-20 minutes	204	(20.2%)	137	224	(10.4%)	71	922	(16.9%)	115
20-25 minutes	320	(31.6%)	206	458	(21.3%)	139	1,188	(21.8%)	141

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
25-30 minutes	72	(7.1%)	102	217	(10.1%)	145	700	(12.8%)	184
30-35 minutes	80	(7.9%)	47	289	(13.5%)	8	600	(11%)	66
35-45 minutes	48	(4.7%)	59	261	(12.2%)	151	302	(5.5%)	69
45-60 minutes	42	(4.2%)	44	128	(6%)	63	265	(4.9%)	52
60 or more minutes	46	(4.5%)	53	208	(9.7%)	114	372	(6.8%)	8
Housing Units									
Occupied	1,874	(74.7%)	89	4,199	(74.1%)	88	8,646	(76.2%)	90
Vacant	634	(25.3%)	160	1,468	(25.9%)	164	2,702	(23.8%)	151
Occupied Housing Units									
Owner occupied	1,585	(84.6%)	126	3,655	(87%)	130	6,996	(80.9%)	121
Renter occupied	289	(15.4%)	47	544	(13%)	39	1,650	(19.1%)	58

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		

Vacant Housing Units

	30%			50%			80%		
For seasonal, recreational or occasional use	448	(70.7%)	131	1,184	(80.7%)	149	1,784	(66%)	122
For rent	110	(17.4%)	117	110	(7.5%)	51	365	(13.5%)	91
Other	57	(9%)	47	134	(9.1%)	48	384	(14.2%)	75
Sold, not occupied	19	(3%)	85	19	(1.3%)	37	19	(0.7%)	20
For migrant workers									
For sale only				21	(1.4%)	24	81	(3%)	50
Rented, not occupied							69	(2.6%)	110

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

SOUTHEAST CENTERS

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
Value of Owner-Occupied Housing Units									
Median house value	$323,412.46		111	$432,388.65		148	$438,782.52		150
<$100K	75	(4.7%)	41	92	(2.5%)	22	295	(4.2%)	37
$100K - $200K	138	(8.7%)	51	154	(4.2%)	25	494	(7.1%)	42
$200K - $300K	491	(31%)	133	736	(20.1%)	86	1,131	(16.2%)	69
$300K - $400K	378	(23.8%)	132	634	(17.3%)	96	1,151	(16.5%)	91
$400K - $500K	163	(10.3%)	88	653	(17.9%)	153	1,101	(15.7%)	35
$500K - $1000K	295	(18.6%)	130	1,015	(27.8%)	193	2,167	(31%)	216
>$1000K	45	(2.8%)	69	371	(10.2%)	247	657	(9.4%)	229
Types of Housing Units Structure									
Single Unit	1,018	(40.6%)	66	3,670	(64.8%)	106	7,362	(64.9%)	106
Multi-unit	872	(34.8%)	114	1,355	(23.9%)	7	2,632	(23.2%)	7
Mobile home	598	(23.8%)	287	622	(11%)	132	1,247	(11%)	132
Boat, RV, van, etc.	20	(0.8%)	461	20	(<0.5%)	204	107	(0.9%)	545
Health Insurance									
Employer based health insurance only	954	(28.4%)	75	2,283	(27.8%)	73	6,003	(33.6%)	89

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

SOUTHEAST CENTERS

Driftwood Plaza
3830 S. Highway A1A, Pasadena, FL 32951

Benchmark: State

	● 30 % of Visits			● 50 % of Visits			● 80 % of Visits		
With direct purchase and medicare coverage	456	(13.6%)	389	1,122	(13.6%)	391	1,527	(8.5%)	245
Employer based and medicare coverage	402	(12%)	430	747	(9.1%)	327	1,144	(6.4%)	230
Direct purchase health insurance only	397	(11.8%)	116	1,270	(15.4%)	152	2,163	(12.1%)	119
Medicare coverage only	385	(11.5%)	131	1,155	(14%)	161	2,272	(12.7%)	146
Other coverage combinations	380	(11.3%)	184	846	(10.3%)	167	1,711	(9.6%)	156
No health insurance coverage	162	(4.8%)	39	277	(3.4%)	27	1,322	(7.4%)	60
Employer based and direct purchase coverage	74	(2.2%)	169	138	(1.7%)	129	189	(1.1%)	8
Medicare and medicaid/means-tested public coverage	57	(1.7%)	61	68	(0.8%)	30	301	(1.7%)	60
Medicaid/means-tested public coverage only	48	(1.4%)	12	163	(2%)	17	744	(4.2%)	35
Other public only combinations	46	(1.4%)	220	64	(0.8%)	125	186	(1%)	168
Other private only combinations				28	(<0.5%)	76	171	(1%)	219
VA Health Care only							36	(<0.5%)	57
TRICARE/military health coverage only				62	(0.8%)	67	99	(0.6%)	49

SNAP Households

Non-snap Households	1,845	(98.5%)	113	4,170	(99.3%)	114	8,442	(97.6%)	112
Snap Households	29	(1.5%)	12	29	(0.7%)	5	204	(2.4%)	18

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2022 (ACS)

Household Income

● **Driftwood Plaza**
3830 S. Highway A1A, Pasadena, FL 32951
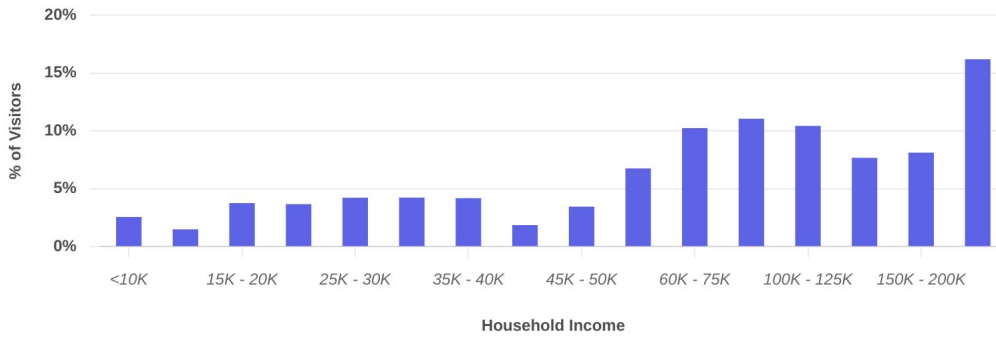
Average Income	125K
Median Income	83K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2022

Feb 1st, 2024 - Jan 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai