

Amscot Building
13164 N Florida Ave, Tampa, FL, 33612
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 28.06894
Longitude: -82.45939

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,244	103,882	256,549
2010 Total Population	12,517	110,345	266,037
2019 Total Population	13,314	119,443	288,411
2019 Group Quarters	279	6,577	7,468
2024 Total Population	13,833	125,527	303,665
2019-2024 Annual Rate	0.77%	1.00%	1.04%
2019 Total Daytime Population	14,220	139,002	298,119
Workers	6,763	73,022	146,855
Residents	7,457	65,980	151,264
Household Summary			
2000 Households	4,750	43,102	105,794
2000 Average Household Size	2.31	2.31	2.37
2010 Households	5,018	44,429	108,227
2010 Average Household Size	2.44	2.34	2.39
2019 Households	5,231	47,646	116,036
2019 Average Household Size	2.49	2.37	2.42
2024 Households	5,402	49,960	121,710
2024 Average Household Size	2.51	2.38	2.43
2019-2024 Annual Rate	0.65%	0.95%	0.96%
2010 Families	2,883	23,342	61,381
2010 Average Family Size	3.07	3.04	3.03
2019 Families	2,956	24,547	64,648
2019 Average Family Size	3.15	3.10	3.09
2024 Families	3,041	25,606	67,509
2024 Average Family Size	3.17	3.11	3.10
2019-2024 Annual Rate	0.57%	0.85%	0.87%
Housing Unit Summary			
2000 Housing Units	5,340	47,137	113,981
Owner Occupied Housing Units	47.3%	41.6%	48.4%
Renter Occupied Housing Units	41.6%	49.8%	44.4%
Vacant Housing Units	11.0%	8.6%	7.2%
2010 Housing Units	5,855	52,545	124,473
Owner Occupied Housing Units	38.4%	35.2%	42.0%
Renter Occupied Housing Units	47.3%	49.3%	45.0%
Vacant Housing Units	14.3%	15.4%	13.1%
2019 Housing Units	6,060	55,846	131,789
Owner Occupied Housing Units	35.9%	32.6%	39.3%
Renter Occupied Housing Units	50.4%	52.7%	48.8%
Vacant Housing Units	13.7%	14.7%	12.0%
2024 Housing Units	6,236	58,399	137,754
Owner Occupied Housing Units	36.6%	33.4%	40.2%
Renter Occupied Housing Units	50.1%	52.2%	48.2%
Vacant Housing Units	13.4%	14.5%	11.6%
Median Household Income			
2019	\$36,278	\$36,836	\$43,084
2024	\$41,095	\$41,170	\$49,446
Median Home Value			
2019	\$185,122	\$197,412	\$211,818
2024	\$212,873	\$231,240	\$242,383
Per Capita Income			
2019	\$20,134	\$24,307	\$26,678
2024	\$23,701	\$27,602	\$30,460
Median Age			
2010	36.3	31.8	34.0
2019	38.6	33.6	35.6
2024	39.9	34.7	36.5

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: 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	5,231	47,646	116,035
<\$15,000	22.3%	22.6%	17.7%
\$15,000 - \$24,999	15.3%	12.9%	11.3%
\$25,000 - \$34,999	10.4%	12.0%	11.6%
\$35,000 - \$49,999	17.2%	14.9%	15.3%
\$50,000 - \$74,999	16.0%	14.4%	16.2%
\$75,000 - \$99,999	7.4%	8.0%	10.0%
\$100,000 - \$149,999	6.4%	7.8%	9.6%
\$150,000 - \$199,999	3.0%	2.6%	3.9%
\$200,000+	2.0%	4.7%	4.5%
Average Household Income	\$51,540	\$60,350	\$65,994
2024 Households by Income			
Household Income Base	5,402	49,960	121,709
<\$15,000	18.2%	19.6%	15.0%
\$15,000 - \$24,999	13.3%	11.7%	9.8%
\$25,000 - \$34,999	9.8%	11.3%	10.5%
\$35,000 - \$49,999	17.5%	15.2%	15.1%
\$50,000 - \$74,999	17.4%	15.5%	17.0%
\$75,000 - \$99,999	8.7%	9.0%	11.0%
\$100,000 - \$149,999	8.1%	9.1%	11.1%
\$150,000 - \$199,999	4.3%	3.5%	5.2%
\$200,000+	2.6%	5.3%	5.2%
Average Household Income	\$61,058	\$68,811	\$75,694
2019 Owner Occupied Housing Units by Value			
Total	2,169	18,211	51,710
<\$50,000	11.3%	9.1%	5.5%
\$50,000 - \$99,999	9.8%	14.9%	11.9%
\$100,000 - \$149,999	11.7%	13.2%	14.4%
\$150,000 - \$199,999	24.5%	13.5%	14.8%
\$200,000 - \$249,999	19.0%	12.0%	14.4%
\$250,000 - \$299,999	4.4%	9.1%	11.5%
\$300,000 - \$399,999	11.2%	13.0%	13.3%
\$400,000 - \$499,999	0.4%	5.3%	6.2%
\$500,000 - \$749,999	6.2%	7.0%	5.5%
\$750,000 - \$999,999	1.6%	1.5%	1.3%
\$1,000,000 - \$1,499,999	0.1%	0.8%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$216,521	\$253,766	\$259,353
2024 Owner Occupied Housing Units by Value			
Total	2,274	19,464	55,331
<\$50,000	6.9%	6.8%	3.9%
\$50,000 - \$99,999	6.4%	11.8%	8.4%
\$100,000 - \$149,999	8.3%	10.6%	10.7%
\$150,000 - \$199,999	22.8%	12.6%	13.8%
\$200,000 - \$249,999	22.1%	13.0%	15.7%
\$250,000 - \$299,999	6.0%	10.0%	12.9%
\$300,000 - \$399,999	17.7%	16.2%	16.2%
\$400,000 - \$499,999	1.2%	6.7%	8.3%
\$500,000 - \$749,999	6.2%	8.7%	7.2%
\$750,000 - \$999,999	2.3%	1.9%	1.7%
\$1,000,000 - \$1,499,999	0.1%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.1%
\$2,000,000 +	0.0%	0.3%	0.6%
Average Home Value	\$250,868	\$284,265	\$292,759

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	12,519	110,347	266,035
0 - 4	7.5%	6.2%	6.1%
5 - 9	6.2%	5.5%	5.6%
10 - 14	6.1%	5.6%	5.9%
15 - 24	13.8%	22.4%	18.9%
25 - 34	14.8%	14.4%	14.8%
35 - 44	12.9%	11.5%	12.7%
45 - 54	14.2%	12.9%	14.0%
55 - 64	11.6%	10.3%	11.1%
65 - 74	6.7%	5.5%	5.9%
75 - 84	4.0%	3.7%	3.4%
85 +	2.1%	2.1%	1.6%
18 +	76.4%	79.3%	78.5%
2019 Population by Age			
Total	13,315	119,442	288,411
0 - 4	6.5%	5.6%	5.6%
5 - 9	6.0%	5.2%	5.3%
10 - 14	6.1%	5.2%	5.3%
15 - 24	12.2%	20.6%	17.1%
25 - 34	14.4%	15.3%	15.8%
35 - 44	12.8%	10.9%	11.9%
45 - 54	12.0%	10.9%	11.7%
55 - 64	13.1%	11.6%	12.4%
65 - 74	9.8%	8.2%	8.8%
75 - 84	4.7%	4.1%	4.1%
85 +	2.4%	2.4%	1.9%
18 +	77.9%	81.1%	80.6%
2024 Population by Age			
Total	13,831	125,527	303,665
0 - 4	6.5%	5.6%	5.6%
5 - 9	5.8%	5.1%	5.3%
10 - 14	5.9%	5.1%	5.3%
15 - 24	11.9%	19.9%	16.5%
25 - 34	13.4%	14.7%	15.4%
35 - 44	13.4%	11.7%	12.6%
45 - 54	11.5%	10.2%	11.0%
55 - 64	12.4%	10.9%	11.6%
65 - 74	10.8%	9.0%	9.6%
75 - 84	5.8%	5.2%	5.1%
85 +	2.5%	2.5%	2.0%
18 +	78.3%	81.1%	80.7%
2010 Population by Sex			
Males	6,284	53,422	128,182
Females	6,233	56,923	137,855
2019 Population by Sex			
Males	6,663	57,846	139,291
Females	6,651	61,597	149,119
2024 Population by Sex			
Males	6,905	60,690	146,681
Females	6,927	64,837	156,984

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	12,518	110,346	266,038
White Alone	64.0%	63.6%	66.0%
Black Alone	21.0%	23.6%	21.7%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	1.7%	2.9%	3.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.5%	6.0%	5.1%
Two or More Races	4.0%	3.4%	3.4%
Hispanic Origin	33.3%	25.7%	27.5%
Diversity Index	74.8	71.5	70.9
2019 Population by Race/Ethnicity			
Total	13,314	119,444	288,411
White Alone	61.8%	61.0%	63.5%
Black Alone	20.9%	23.9%	22.1%
American Indian Alone	0.9%	0.4%	0.4%
Asian Alone	1.9%	3.5%	4.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	9.8%	7.0%	6.0%
Two or More Races	4.6%	4.0%	3.9%
Hispanic Origin	39.0%	31.2%	33.0%
Diversity Index	77.7	75.4	74.7
2024 Population by Race/Ethnicity			
Total	13,832	125,526	303,666
White Alone	60.8%	59.7%	62.3%
Black Alone	20.7%	24.1%	22.2%
American Indian Alone	0.9%	0.5%	0.4%
Asian Alone	2.2%	3.9%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.4%	7.5%	6.4%
Two or More Races	4.9%	4.3%	4.2%
Hispanic Origin	42.5%	34.5%	36.2%
Diversity Index	78.9	77.2	76.4
2010 Population by Relationship and Household Type			
Total	12,517	110,345	266,037
In Households	97.8%	94.1%	97.2%
In Family Households	74.8%	67.6%	73.2%
Householder	22.9%	21.1%	23.0%
Spouse	12.5%	12.3%	14.0%
Child	29.4%	26.1%	28.0%
Other relative	5.8%	4.8%	4.9%
Nonrelative	4.2%	3.3%	3.2%
In Nonfamily Households	23.0%	26.5%	24.1%
In Group Quarters	2.2%	5.9%	2.8%
Institutionalized Population	0.9%	1.1%	0.5%
Noninstitutionalized Population	1.3%	4.7%	2.3%

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	9,214	75,841	192,093
Less than 9th Grade	8.1%	5.6%	4.6%
9th - 12th Grade, No Diploma	11.9%	8.0%	6.9%
High School Graduate	28.9%	25.1%	24.6%
GED/Alternative Credential	6.0%	4.4%	4.1%
Some College, No Degree	19.8%	18.6%	19.1%
Associate Degree	7.9%	9.3%	9.9%
Bachelor's Degree	12.0%	18.3%	19.6%
Graduate/Professional Degree	5.4%	10.6%	11.2%
2019 Population 15+ by Marital Status			
Total	10,832	100,388	241,551
Never Married	43.5%	47.9%	42.8%
Married	37.0%	35.0%	39.3%
Widowed	5.2%	5.2%	5.0%
Divorced	14.3%	11.8%	12.9%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	93.6%	94.7%
Civilian Unemployed (Unemployment Rate)	6.2%	6.4%	5.3%
2019 Employed Population 16+ by Industry			
Total	5,975	54,630	139,788
Agriculture/Mining	1.4%	0.4%	0.3%
Construction	18.8%	10.2%	8.9%
Manufacturing	4.2%	3.7%	4.6%
Wholesale Trade	1.4%	2.1%	2.4%
Retail Trade	11.0%	11.1%	10.8%
Transportation/Utilities	3.7%	4.4%	4.9%
Information	2.6%	2.3%	2.2%
Finance/Insurance/Real Estate	5.9%	7.7%	9.0%
Services	48.7%	55.5%	54.2%
Public Administration	2.4%	2.7%	2.8%
2019 Employed Population 16+ by Occupation			
Total	5,975	54,631	139,789
White Collar	46.4%	58.3%	60.8%
Management/Business/Financial	9.3%	11.1%	12.7%
Professional	13.5%	19.3%	20.7%
Sales	11.4%	12.0%	11.4%
Administrative Support	12.1%	15.9%	15.9%
Services	20.2%	22.4%	21.4%
Blue Collar	33.5%	19.3%	17.8%
Farming/Forestry/Fishing	2.0%	0.4%	0.3%
Construction/Extraction	14.6%	7.6%	5.9%
Installation/Maintenance/Repair	3.6%	2.7%	2.8%
Production	5.9%	2.8%	3.4%
Transportation/Material Moving	7.3%	5.7%	5.4%
2010 Population By Urban/ Rural Status			
Total Population	12,517	110,345	266,037
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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	5,018	44,429	108,228
Households with 1 Person	32.0%	34.9%	31.9%
Households with 2+ People	68.0%	65.1%	68.1%
Family Households	57.5%	52.5%	56.7%
Husband-wife Families	31.3%	30.5%	34.5%
With Related Children	13.9%	12.8%	14.7%
Other Family (No Spouse Present)	26.1%	22.0%	22.2%
Other Family with Male Householder	6.6%	5.6%	5.6%
With Related Children	3.6%	3.0%	3.0%
Other Family with Female Householder	19.5%	16.4%	16.7%
With Related Children	13.8%	11.3%	11.2%
Nonfamily Households	10.5%	12.6%	11.4%
All Households with Children	31.8%	27.7%	29.4%
Multigenerational Households	4.8%	3.9%	4.2%
Unmarried Partner Households	10.1%	8.9%	9.0%
Male-female	9.1%	8.0%	8.0%
Same-sex	1.0%	0.9%	1.0%
2010 Households by Size			
Total	5,019	44,428	108,226
1 Person Household	32.0%	34.9%	31.9%
2 Person Household	30.7%	29.9%	31.4%
3 Person Household	15.5%	15.4%	16.5%
4 Person Household	10.8%	11.3%	11.6%
5 Person Household	6.5%	5.1%	5.2%
6 Person Household	2.6%	2.1%	2.0%
7 + Person Household	1.8%	1.3%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	5,018	44,429	108,227
Owner Occupied	44.8%	41.7%	48.3%
Owned with a Mortgage/Loan	27.3%	28.9%	35.7%
Owned Free and Clear	17.4%	12.8%	12.6%
Renter Occupied	55.2%	58.3%	51.7%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,855	52,545	124,473
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%

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

Market Profile

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Top 3 Tapestry Segments			
1.	Senior Escapes (9D)	College Towns (14B)	Young and Restless (11B)
2.	Fresh Ambitions (13D)	Fresh Ambitions (13D)	College Towns (14B)
3.	Metro Fusion (11C)	In Style (5B)	Metro Fusion (11C)
2019 Consumer Spending			
Apparel & Services: Total \$	\$7,008,000	\$74,263,346	\$196,130,653
Average Spent	\$1,339.71	\$1,558.65	\$1,690.26
Spending Potential Index	63	73	79
Education: Total \$	\$4,729,977	\$53,474,226	\$139,518,244
Average Spent	\$904.22	\$1,122.32	\$1,202.37
Spending Potential Index	57	70	75
Entertainment/Recreation: Total \$	\$10,114,074	\$106,636,189	\$283,436,503
Average Spent	\$1,933.49	\$2,238.09	\$2,442.66
Spending Potential Index	59	68	75
Food at Home: Total \$	\$17,102,847	\$177,817,245	\$469,268,841
Average Spent	\$3,269.52	\$3,732.05	\$4,044.17
Spending Potential Index	63	72	78
Food Away from Home: Total \$	\$11,598,709	\$126,073,183	\$334,597,543
Average Spent	\$2,217.30	\$2,646.04	\$2,883.57
Spending Potential Index	60	72	78
Health Care: Total \$	\$18,291,381	\$191,815,688	\$510,070,293
Average Spent	\$3,496.73	\$4,025.85	\$4,395.79
Spending Potential Index	59	68	74
HH Furnishings & Equipment: Total \$	\$6,583,624	\$70,686,669	\$189,034,888
Average Spent	\$1,258.58	\$1,483.58	\$1,629.11
Spending Potential Index	59	70	76
Personal Care Products & Services: Total \$	\$2,772,124	\$29,839,499	\$79,713,891
Average Spent	\$529.94	\$626.28	\$686.98
Spending Potential Index	60	71	77
Shelter: Total \$	\$60,418,070	\$638,176,422	\$1,684,965,730
Average Spent	\$11,550.00	\$13,394.12	\$14,521.06
Spending Potential Index	62	72	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,629,384	\$80,518,213	\$213,622,948
Average Spent	\$1,458.49	\$1,689.93	\$1,841.01
Spending Potential Index	59	68	74
Travel: Total \$	\$6,719,201	\$70,803,685	\$189,932,024
Average Spent	\$1,284.50	\$1,486.04	\$1,636.84
Spending Potential Index	57	66	73
Vehicle Maintenance & Repairs: Total \$	\$3,638,700	\$39,951,040	\$105,614,239
Average Spent	\$695.60	\$838.50	\$910.19
Spending Potential Index	61	73	80

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.