

## Market Profile

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
<b>Population Summary</b>			
2010 Total Population	13,680	109,346	265,072
2020 Total Population	15,203	124,962	294,151
2020 Group Quarters	349	10,034	12,452
2022 Total Population	15,347	125,687	295,879
2022 Group Quarters	349	10,034	12,452
2027 Total Population	15,754	128,255	302,065
2022-2027 Annual Rate	0.52%	0.41%	0.41%
2022 Total Daytime Population	14,748	151,094	296,086
Workers	6,919	87,204	157,021
Residents	7,829	63,890	139,065
<b>Household Summary</b>			
2010 Households	5,498	43,603	107,845
2010 Average Household Size	2.44	2.35	2.39
2020 Total Households	5,992	48,045	116,917
2020 Average Household Size	2.48	2.39	2.41
2022 Households	6,058	48,399	117,752
2022 Average Household Size	2.48	2.39	2.41
2027 Households	6,233	49,371	120,161
2027 Average Household Size	2.47	2.39	2.41
2022-2027 Annual Rate	0.57%	0.40%	0.41%
2010 Families	3,158	22,841	61,179
2010 Average Family Size	3.06	3.06	3.03
2022 Families	3,397	24,521	65,064
2022 Average Family Size	3.14	3.17	3.09
2027 Families	3,477	24,987	66,301
2027 Average Family Size	3.14	3.17	3.09
2022-2027 Annual Rate	0.47%	0.38%	0.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,936	46,178	113,540
Owner Occupied Housing Units	45.1%	41.4%	48.5%
Renter Occupied Housing Units	43.7%	50.0%	44.2%
Vacant Housing Units	11.2%	8.7%	7.3%
2010 Housing Units	6,479	51,637	124,094
Owner Occupied Housing Units	36.7%	34.9%	41.9%
Renter Occupied Housing Units	48.2%	49.5%	45.0%
Vacant Housing Units	15.1%	15.6%	13.1%
2020 Housing Units	6,489	52,365	125,635
Vacant Housing Units	7.7%	8.2%	6.9%
2022 Housing Units	6,525	52,438	125,969
Owner Occupied Housing Units	39.2%	36.5%	43.3%
Renter Occupied Housing Units	53.7%	55.7%	50.2%
Vacant Housing Units	7.2%	7.7%	6.5%
2027 Housing Units	6,752	53,578	128,699
Owner Occupied Housing Units	39.3%	37.1%	43.9%
Renter Occupied Housing Units	53.0%	55.0%	49.5%
Vacant Housing Units	7.7%	7.9%	6.6%
<b>Median Household Income</b>			
2022	\$40,273	\$44,244	\$52,514
2027	\$46,789	\$55,151	\$62,889
<b>Median Home Value</b>			
2022	\$237,090	\$264,958	\$269,600
2027	\$301,429	\$306,976	\$303,670
<b>Per Capita Income</b>			
2022	\$23,515	\$28,343	\$31,556
2027	\$28,970	\$34,354	\$37,859
<b>Median Age</b>			
2010	35.9	31.7	34.0
2022	38.6	33.5	35.8
2027	39.8	34.5	36.7

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2022 Households by Income</b>			
Household Income Base	6,058	48,399	117,750
<\$15,000	16.7%	17.2%	13.0%
\$15,000 - \$24,999	14.3%	11.2%	9.3%
\$25,000 - \$34,999	11.3%	11.6%	10.6%
\$35,000 - \$49,999	17.8%	14.7%	14.3%
\$50,000 - \$74,999	16.9%	17.8%	19.3%
\$75,000 - \$99,999	9.0%	8.9%	11.2%
\$100,000 - \$149,999	9.8%	9.9%	12.5%
\$150,000 - \$199,999	1.6%	3.0%	4.0%
\$200,000+	2.8%	5.8%	5.9%
Average Household Income	\$59,780	\$72,284	\$79,029
<b>2027 Households by Income</b>			
Household Income Base	6,233	49,371	120,159
<\$15,000	13.0%	13.9%	10.0%
\$15,000 - \$24,999	12.6%	9.5%	7.4%
\$25,000 - \$34,999	10.9%	9.1%	8.8%
\$35,000 - \$49,999	16.2%	12.3%	12.3%
\$50,000 - \$74,999	14.2%	18.6%	18.9%
\$75,000 - \$99,999	10.6%	11.3%	13.0%
\$100,000 - \$149,999	16.3%	13.8%	16.7%
\$150,000 - \$199,999	2.5%	4.3%	5.7%
\$200,000+	3.8%	7.2%	7.3%
Average Household Income	\$73,569	\$87,812	\$94,942
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,557	19,139	54,524
<\$50,000	8.4%	5.8%	3.3%
\$50,000 - \$99,999	3.3%	6.3%	5.5%
\$100,000 - \$149,999	3.3%	7.1%	6.4%
\$150,000 - \$199,999	17.3%	12.3%	11.0%
\$200,000 - \$249,999	23.9%	14.4%	16.4%
\$250,000 - \$299,999	8.9%	13.7%	18.6%
\$300,000 - \$399,999	19.9%	17.6%	19.6%
\$400,000 - \$499,999	1.9%	7.1%	8.1%
\$500,000 - \$749,999	8.2%	9.6%	6.8%
\$750,000 - \$999,999	4.2%	4.0%	2.8%
\$1,000,000 - \$1,499,999	0.4%	1.1%	0.8%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.2%
\$2,000,000 +	0.2%	0.7%	0.5%
Average Home Value	\$295,538	\$330,425	\$316,064
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,652	19,877	56,485
<\$50,000	2.2%	2.3%	1.3%
\$50,000 - \$99,999	3.1%	4.0%	2.2%
\$100,000 - \$149,999	2.6%	3.7%	2.5%
\$150,000 - \$199,999	11.2%	9.0%	6.9%
\$200,000 - \$249,999	20.5%	14.0%	15.4%
\$250,000 - \$299,999	10.0%	15.5%	20.8%
\$300,000 - \$399,999	27.7%	22.4%	25.3%
\$400,000 - \$499,999	3.5%	9.9%	11.7%
\$500,000 - \$749,999	11.5%	12.0%	8.7%
\$750,000 - \$999,999	6.0%	4.6%	3.5%
\$1,000,000 - \$1,499,999	0.7%	1.2%	0.9%
\$1,500,000 - \$1,999,999	0.6%	0.6%	0.3%
\$2,000,000 +	0.4%	0.9%	0.5%
Average Home Value	\$364,268	\$381,372	\$363,100

**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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Age</b>			
Total	13,683	109,348	265,073
0 - 4	7.7%	6.2%	6.1%
5 - 9	6.2%	5.4%	5.6%
10 - 14	6.1%	5.5%	5.9%
15 - 24	13.8%	22.6%	18.9%
25 - 34	15.1%	14.5%	14.8%
35 - 44	12.8%	11.5%	12.7%
45 - 54	14.2%	12.8%	14.0%
55 - 64	11.6%	10.2%	11.1%
65 - 74	6.6%	5.5%	5.8%
75 - 84	3.9%	3.7%	3.4%
85 +	2.0%	2.1%	1.6%
18 +	76.4%	79.4%	78.5%
<b>2022 Population by Age</b>			
Total	15,347	125,688	295,879
0 - 4	6.6%	5.4%	5.4%
5 - 9	6.5%	5.1%	5.3%
10 - 14	6.7%	5.1%	5.2%
15 - 24	11.7%	21.3%	17.5%
25 - 34	13.7%	15.1%	15.7%
35 - 44	13.5%	11.0%	11.9%
45 - 54	11.2%	10.2%	11.1%
55 - 64	12.7%	11.1%	12.1%
65 - 74	10.0%	8.5%	9.3%
75 - 84	5.1%	4.5%	4.5%
85 +	2.4%	2.5%	2.0%
18 +	76.7%	81.2%	80.9%
<b>2027 Population by Age</b>			
Total	15,752	128,255	302,062
0 - 4	6.6%	5.5%	5.4%
5 - 9	6.2%	5.0%	5.2%
10 - 14	6.4%	5.1%	5.2%
15 - 24	11.5%	20.9%	17.1%
25 - 34	12.5%	14.2%	14.8%
35 - 44	14.1%	11.9%	12.7%
45 - 54	11.3%	9.9%	10.8%
55 - 64	11.9%	10.2%	11.1%
65 - 74	10.6%	9.0%	9.8%
75 - 84	6.3%	5.7%	5.7%
85 +	2.6%	2.6%	2.1%
18 +	77.2%	81.3%	81.0%
<b>2010 Population by Sex</b>			
Males	6,874	52,943	127,680
Females	6,806	56,403	137,392
<b>2022 Population by Sex</b>			
Males	7,625	61,071	143,059
Females	7,722	64,616	152,820
<b>2027 Population by Sex</b>			
Males	7,814	62,235	146,113
Females	7,940	66,020	155,952

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	13,680	109,346	265,073
White Alone	62.9%	63.5%	66.0%
Black Alone	22.0%	23.7%	21.7%
American Indian Alone	0.8%	0.4%	0.4%
Asian Alone	1.8%	2.9%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.6%	6.0%	5.2%
Two or More Races	3.9%	3.4%	3.4%
Hispanic Origin	33.4%	25.6%	27.7%
Diversity Index	74.9	71.2	70.8
<b>2020 Population by Race/Ethnicity</b>			
Total	15,203	124,962	294,151
White Alone	39.5%	44.3%	45.3%
Black Alone	20.1%	22.0%	20.3%
American Indian Alone	1.4%	0.7%	0.5%
Asian Alone	2.2%	4.5%	4.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.0%	12.6%	11.0%
Two or More Races	19.8%	15.7%	18.3%
Hispanic Origin	44.5%	33.2%	34.4%
Diversity Index	86.6	84.0	83.9
<b>2022 Population by Race/Ethnicity</b>			
Total	15,347	125,687	295,879
White Alone	38.4%	43.2%	44.1%
Black Alone	19.7%	21.8%	20.2%
American Indian Alone	1.4%	0.7%	0.5%
Asian Alone	2.2%	4.6%	4.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	17.4%	13.0%	11.3%
Two or More Races	20.8%	16.6%	19.3%
Hispanic Origin	45.5%	34.0%	35.3%
Diversity Index	86.9	84.5	84.4
<b>2027 Population by Race/Ethnicity</b>			
Total	15,753	128,254	302,065
White Alone	35.7%	40.5%	41.3%
Black Alone	19.5%	21.8%	20.1%
American Indian Alone	1.4%	0.7%	0.5%
Asian Alone	2.3%	4.8%	4.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	18.1%	13.7%	12.0%
Two or More Races	23.0%	18.4%	21.4%
Hispanic Origin	46.9%	35.3%	36.6%
Diversity Index	87.4	85.5	85.4
<b>2010 Population by Relationship and Household Type</b>			
Total	13,680	109,347	265,073
In Households	98.0%	93.8%	97.2%
In Family Households	74.9%	67.3%	73.1%
Householder	23.0%	21.0%	23.0%
Spouse	12.4%	12.2%	14.0%
Child	29.4%	26.0%	28.0%
Other relative	5.9%	4.8%	4.9%
Nonrelative	4.2%	3.3%	3.2%
In Nonfamily Households	23.1%	26.5%	24.0%
In Group Quarters	2.0%	6.2%	2.8%
Institutionalized Population	0.8%	1.2%	0.5%
Noninstitutionalized Population	1.1%	5.1%	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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	10,528	79,240	197,115
Less than 9th Grade	8.3%	5.3%	4.3%
9th - 12th Grade, No Diploma	11.5%	8.4%	7.1%
High School Graduate	30.1%	26.8%	24.7%
GED/Alternative Credential	6.4%	4.4%	4.2%
Some College, No Degree	14.9%	15.4%	16.4%
Associate Degree	9.7%	10.1%	10.7%
Bachelor's Degree	13.3%	19.2%	21.0%
Graduate/Professional Degree	5.7%	10.4%	11.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	12,313	106,023	248,940
Never Married	43.9%	49.5%	43.6%
Married	35.1%	32.8%	38.3%
Widowed	4.9%	5.4%	4.9%
Divorced	16.0%	12.2%	13.2%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	8,077	66,640	166,986
Population 16+ Employed	95.0%	94.6%	95.6%
Population 16+ Unemployment rate	5.0%	5.4%	4.4%
Population 16-24 Employed	14.1%	21.7%	17.9%
Population 16-24 Unemployment rate	9.1%	8.1%	7.4%
Population 25-54 Employed	62.8%	58.3%	59.9%
Population 25-54 Unemployment rate	4.3%	5.1%	3.9%
Population 55-64 Employed	16.3%	14.1%	15.2%
Population 55-64 Unemployment rate	5.5%	3.4%	3.4%
Population 65+ Employed	6.8%	5.9%	7.1%
Population 65+ Unemployment rate	1.7%	3.0%	3.5%
<b>2022 Employed Population 16+ by Industry</b>			
Total	7,672	63,040	159,581
Agriculture/Mining	1.0%	0.4%	0.2%
Construction	18.5%	10.7%	9.2%
Manufacturing	4.2%	3.5%	4.4%
Wholesale Trade	1.1%	1.9%	2.3%
Retail Trade	11.6%	11.4%	11.0%
Transportation/Utilities	4.3%	5.0%	5.6%
Information	2.7%	2.1%	2.1%
Finance/Insurance/Real Estate	6.2%	8.0%	9.3%
Services	47.9%	54.2%	53.0%
Public Administration	2.4%	2.7%	2.8%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	7,670	63,041	159,581
White Collar	45.5%	58.3%	61.3%
Management/Business/Financial	10.3%	13.3%	15.4%
Professional	14.5%	20.5%	22.1%
Sales	10.7%	10.7%	10.2%
Administrative Support	10.0%	13.7%	13.6%
Services	19.8%	20.1%	19.2%
Blue Collar	34.7%	21.7%	19.5%
Farming/Forestry/Fishing	1.1%	0.3%	0.2%
Construction/Extraction	15.6%	8.5%	6.4%
Installation/Maintenance/Repair	3.0%	2.4%	2.4%
Production	5.2%	2.6%	3.1%
Transportation/Material Moving	9.8%	8.0%	7.4%

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<b>2010 Households by Type</b>			
Total	5,499	43,606	107,845
Households with 1 Person	32.2%	35.1%	31.9%
Households with 2+ People	67.8%	64.9%	68.1%
Family Households	57.4%	52.4%	56.7%
Husband-wife Families	31.3%	30.3%	34.5%
With Related Children	13.7%	12.7%	14.7%
Other Family (No Spouse Present)	26.1%	22.0%	22.3%
Other Family with Male Householder	6.5%	5.6%	5.6%
With Related Children	3.6%	3.0%	3.0%
Other Family with Female Householder	19.6%	16.4%	16.7%
With Related Children	14.0%	11.4%	11.2%
Nonfamily Households	10.4%	12.5%	11.4%
All Households with Children	31.7%	27.6%	29.5%
Multigenerational Households	4.9%	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%
<b>2010 Households by Size</b>			
Total	5,498	43,603	107,845
1 Person Household	32.1%	35.1%	31.9%
2 Person Household	30.8%	30.0%	31.4%
3 Person Household	15.4%	15.3%	16.5%
4 Person Household	10.8%	11.1%	11.7%
5 Person Household	6.4%	5.1%	5.2%
6 Person Household	2.6%	2.1%	2.0%
7 + Person Household	1.9%	1.3%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,503	43,603	107,841
Owner Occupied	43.3%	41.3%	48.2%
Owned with a Mortgage/Loan	26.3%	28.6%	35.6%
Owned Free and Clear	16.9%	12.7%	12.6%
Renter Occupied	56.7%	58.7%	51.8%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	78	77	91
Percent of Income for Mortgage	31.0%	31.6%	27.1%
Wealth Index	45	64	70
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,479	51,637	124,094
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,680	109,346	265,072
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%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Fresh Ambitions (13D)	College Towns (14B)	College Towns (14B)
2.	Senior Escapes (9D)	Fresh Ambitions (13D)	Metro Fusion (11C)
3.	High Rise Renters (13E)	Hometown Heritage (8G)	Young and Restless (11B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,910,464	\$84,996,723	\$222,940,959
Average Spent	\$1,470.86	\$1,756.17	\$1,893.31
Spending Potential Index	61	73	79
Education: Total \$	\$7,020,033	\$69,543,527	\$180,749,992
Average Spent	\$1,158.80	\$1,436.88	\$1,535.01
Spending Potential Index	59	73	78
Entertainment/Recreation: Total \$	\$12,547,494	\$121,330,351	\$321,425,853
Average Spent	\$2,071.23	\$2,506.88	\$2,729.68
Spending Potential Index	56	68	74
Food at Home: Total \$	\$22,877,322	\$213,771,612	\$562,453,135
Average Spent	\$3,776.38	\$4,416.86	\$4,776.59
Spending Potential Index	61	71	77
Food Away from Home: Total \$	\$15,650,281	\$150,664,790	\$397,306,410
Average Spent	\$2,583.41	\$3,112.97	\$3,374.09
Spending Potential Index	60	72	78
Health Care: Total \$	\$24,119,709	\$231,974,703	\$616,010,785
Average Spent	\$3,981.46	\$4,792.96	\$5,231.43
Spending Potential Index	56	68	74
HH Furnishings & Equipment: Total \$	\$8,764,634	\$84,785,378	\$226,447,719
Average Spent	\$1,446.79	\$1,751.80	\$1,923.09
Spending Potential Index	56	68	75
Personal Care Products & Services: Total \$	\$3,668,685	\$35,105,496	\$92,873,478
Average Spent	\$605.59	\$725.34	\$788.72
Spending Potential Index	59	71	77
Shelter: Total \$	\$83,573,803	\$795,456,683	\$2,099,157,162
Average Spent	\$13,795.61	\$16,435.40	\$17,826.93
Spending Potential Index	60	72	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,082,665	\$86,018,235	\$231,663,495
Average Spent	\$1,499.28	\$1,777.27	\$1,967.38
Spending Potential Index	55	65	72
Travel: Total \$	\$9,446,129	\$91,729,042	\$247,348,268
Average Spent	\$1,559.28	\$1,895.27	\$2,100.59
Spending Potential Index	54	66	73
Vehicle Maintenance & Repairs: Total \$	\$4,421,938	\$43,316,557	\$114,682,568
Average Spent	\$729.93	\$894.99	\$973.93
Spending Potential Index	58	71	77

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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