

Market Profile

Tampa Festival Centre
2525 E Hillsborough Ave, Tampa, FL, 33610
Rings: 1, 3, 5 mile radii

Prepared by WHLR
Latitude: 27.99606
Longitude: -82.43177

	1 mile	3 miles	5 miles
Population Summary			
2010 Total Population	15,127	108,195	272,307
2020 Total Population	15,969	116,082	303,510
2020 Group Quarters	286	1,339	13,170
2022 Total Population	16,240	116,756	306,117
2022 Group Quarters	286	1,339	13,170
2027 Total Population	16,947	120,133	316,733
2022-2027 Annual Rate	0.86%	0.57%	0.68%
2022 Total Daytime Population	16,553	126,832	427,255
Workers	7,389	64,915	272,946
Residents	9,164	61,917	154,309
Household Summary			
2010 Households	5,304	41,396	106,225
2010 Average Household Size	2.80	2.57	2.47
2020 Total Households	5,662	45,317	119,818
2020 Average Household Size	2.77	2.53	2.42
2022 Households	5,774	45,838	121,758
2022 Average Household Size	2.76	2.52	2.41
2027 Households	6,015	47,170	126,526
2027 Average Household Size	2.77	2.52	2.40
2022-2027 Annual Rate	0.82%	0.57%	0.77%
2010 Families	3,557	24,735	60,747
2010 Average Family Size	3.39	3.25	3.17
2022 Families	3,805	26,711	66,113
2022 Average Family Size	3.39	3.23	3.15
2027 Families	3,961	27,405	68,096
2027 Average Family Size	3.39	3.24	3.15
2022-2027 Annual Rate	0.81%	0.51%	0.59%
Housing Unit Summary			
2000 Housing Units	5,394	45,735	112,802
Owner Occupied Housing Units	65.1%	50.5%	47.2%
Renter Occupied Housing Units	27.3%	39.5%	44.3%
Vacant Housing Units	7.5%	10.0%	8.5%
2010 Housing Units	6,118	49,045	124,864
Owner Occupied Housing Units	49.3%	42.4%	39.6%
Renter Occupied Housing Units	37.3%	42.0%	45.4%
Vacant Housing Units	13.3%	15.6%	14.9%
2020 Housing Units	6,092	49,654	130,753
Vacant Housing Units	7.1%	8.7%	8.4%
2022 Housing Units	6,121	49,864	132,573
Owner Occupied Housing Units	49.1%	42.0%	39.0%
Renter Occupied Housing Units	45.2%	49.9%	52.8%
Vacant Housing Units	5.7%	8.1%	8.2%
2027 Housing Units	6,386	51,350	137,694
Owner Occupied Housing Units	50.1%	42.8%	39.3%
Renter Occupied Housing Units	44.1%	49.1%	52.6%
Vacant Housing Units	5.8%	8.1%	8.1%
Median Household Income			
2022	\$42,687	\$41,966	\$47,891
2027	\$52,371	\$51,009	\$56,760
Median Home Value			
2022	\$208,209	\$221,015	\$241,902
2027	\$267,881	\$271,985	\$286,236
Per Capita Income			
2022	\$21,457	\$23,722	\$28,779
2027	\$26,081	\$28,634	\$34,353
Median Age			
2010	34.4	34.4	33.6
2022	37.0	36.5	35.3
2027	38.3	37.2	36.1

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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2022 Households by Income			
Household Income Base	5,774	45,838	121,758
<\$15,000	15.5%	17.8%	15.9%
\$15,000 - \$24,999	11.2%	11.9%	10.3%
\$25,000 - \$34,999	15.5%	12.5%	11.6%
\$35,000 - \$49,999	13.3%	14.4%	13.7%
\$50,000 - \$74,999	19.8%	19.1%	19.2%
\$75,000 - \$99,999	10.0%	9.6%	10.2%
\$100,000 - \$149,999	10.1%	9.9%	11.2%
\$150,000 - \$199,999	3.2%	2.8%	3.3%
\$200,000+	1.4%	2.1%	4.6%
Average Household Income	\$60,027	\$60,112	\$71,730
2027 Households by Income			
Household Income Base	6,015	47,170	126,526
<\$15,000	10.4%	13.7%	12.4%
\$15,000 - \$24,999	8.3%	9.6%	8.2%
\$25,000 - \$34,999	15.9%	11.6%	10.2%
\$35,000 - \$49,999	12.7%	14.0%	12.3%
\$50,000 - \$74,999	19.4%	18.7%	19.0%
\$75,000 - \$99,999	12.2%	11.1%	11.8%
\$100,000 - \$149,999	14.2%	14.4%	15.8%
\$150,000 - \$199,999	5.1%	4.3%	4.8%
\$200,000+	1.8%	2.6%	5.4%
Average Household Income	\$73,080	\$72,603	\$85,384
2022 Owner Occupied Housing Units by Value			
Total	3,007	20,966	51,696
<\$50,000	4.8%	6.8%	4.9%
\$50,000 - \$99,999	11.2%	10.7%	8.2%
\$100,000 - \$149,999	8.9%	10.2%	9.2%
\$150,000 - \$199,999	22.8%	15.4%	14.6%
\$200,000 - \$249,999	13.4%	16.4%	15.5%
\$250,000 - \$299,999	17.2%	17.0%	16.1%
\$300,000 - \$399,999	14.8%	14.0%	15.7%
\$400,000 - \$499,999	3.2%	4.8%	5.8%
\$500,000 - \$749,999	0.7%	2.1%	5.3%
\$750,000 - \$999,999	0.9%	1.7%	2.9%
\$1,000,000 - \$1,499,999	1.0%	0.5%	1.0%
\$1,500,000 - \$1,999,999	0.9%	0.2%	0.3%
\$2,000,000 +	0.2%	0.2%	0.5%
Average Home Value	\$248,736	\$245,691	\$290,525
2027 Owner Occupied Housing Units by Value			
Total	3,199	21,971	54,094
<\$50,000	1.9%	2.7%	2.1%
\$50,000 - \$99,999	5.2%	3.8%	2.7%
\$100,000 - \$149,999	3.9%	4.4%	3.6%
\$150,000 - \$199,999	16.2%	10.8%	9.9%
\$200,000 - \$249,999	14.6%	18.6%	17.0%
\$250,000 - \$299,999	22.9%	21.9%	20.4%
\$300,000 - \$399,999	22.4%	21.9%	22.5%
\$400,000 - \$499,999	6.4%	8.2%	9.0%
\$500,000 - \$749,999	1.5%	3.0%	6.9%
\$750,000 - \$999,999	1.6%	3.2%	3.9%
\$1,000,000 - \$1,499,999	1.4%	0.8%	1.2%
\$1,500,000 - \$1,999,999	1.5%	0.4%	0.4%
\$2,000,000 +	0.4%	0.3%	0.5%
Average Home Value	\$316,734	\$313,047	\$348,088

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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2010 Population by Age			
Total	15,128	108,195	272,309
0 - 4	7.5%	7.6%	7.0%
5 - 9	7.2%	6.9%	6.2%
10 - 14	8.2%	7.2%	6.3%
15 - 24	15.1%	14.8%	17.3%
25 - 34	12.7%	14.4%	15.2%
35 - 44	12.6%	13.4%	13.1%
45 - 54	14.1%	14.2%	13.6%
55 - 64	10.8%	10.9%	10.3%
65 - 74	6.7%	6.0%	5.9%
75 - 84	3.9%	3.3%	3.6%
85 +	1.2%	1.2%	1.5%
18 +	71.9%	73.4%	76.4%
2022 Population by Age			
Total	16,241	116,756	306,115
0 - 4	6.6%	6.8%	6.0%
5 - 9	7.5%	6.9%	5.9%
10 - 14	7.8%	6.6%	5.7%
15 - 24	12.6%	12.9%	15.8%
25 - 34	13.0%	14.9%	16.3%
35 - 44	11.9%	12.6%	12.7%
45 - 54	11.7%	11.7%	11.3%
55 - 64	12.2%	12.5%	11.5%
65 - 74	9.0%	9.1%	8.6%
75 - 84	5.5%	4.4%	4.4%
85 +	2.1%	1.6%	1.9%
18 +	74.1%	76.1%	79.2%
2027 Population by Age			
Total	16,948	120,132	316,733
0 - 4	6.7%	6.8%	6.0%
5 - 9	7.0%	6.6%	5.7%
10 - 14	7.6%	6.6%	5.7%
15 - 24	12.4%	12.6%	15.6%
25 - 34	12.3%	14.5%	15.5%
35 - 44	12.4%	12.7%	13.2%
45 - 54	11.5%	11.6%	11.2%
55 - 64	11.5%	11.6%	10.8%
65 - 74	10.0%	9.9%	9.1%
75 - 84	6.3%	5.3%	5.3%
85 +	2.3%	1.7%	2.0%
18 +	74.5%	76.3%	79.3%
2010 Population by Sex			
Males	7,066	52,121	132,516
Females	8,061	56,074	139,791
2022 Population by Sex			
Males	7,535	56,020	149,621
Females	8,705	60,736	156,495
2027 Population by Sex			
Males	7,889	57,705	154,728
Females	9,058	62,428	162,005

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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2010 Population by Race/Ethnicity			
Total	15,128	108,196	272,307
White Alone	22.6%	38.6%	53.9%
Black Alone	70.8%	52.9%	35.4%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	0.7%	1.0%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.9%	3.9%	4.9%
Two or More Races	2.5%	3.1%	3.3%
Hispanic Origin	14.2%	21.1%	29.5%
Diversity Index	58.0	71.2	75.5
2020 Population by Race/Ethnicity			
Total	15,969	116,082	303,510
White Alone	19.8%	30.0%	38.7%
Black Alone	61.5%	46.5%	30.4%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.6%	1.2%	2.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.4%	8.7%	10.5%
Two or More Races	10.3%	13.1%	17.0%
Hispanic Origin	20.3%	25.8%	33.4%
Diversity Index	70.7	79.6	84.3
2022 Population by Race/Ethnicity			
Total	16,241	116,755	306,116
White Alone	19.1%	29.1%	37.8%
Black Alone	61.3%	46.3%	30.2%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	0.6%	1.2%	2.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.7%	9.0%	10.8%
Two or More Races	10.9%	13.8%	17.9%
Hispanic Origin	20.9%	26.4%	34.0%
Diversity Index	71.2	80.0	84.7
2027 Population by Race/Ethnicity			
Total	16,947	120,133	316,735
White Alone	17.7%	27.1%	35.3%
Black Alone	61.1%	46.5%	30.1%
American Indian Alone	0.3%	0.5%	0.5%
Asian Alone	0.6%	1.2%	3.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	8.1%	9.5%	11.3%
Two or More Races	12.0%	15.2%	19.7%
Hispanic Origin	21.6%	27.2%	34.9%
Diversity Index	71.8	80.6	85.4
2010 Population by Relationship and Household Type			
Total	15,127	108,195	272,307
In Households	98.2%	98.3%	96.4%
In Family Households	83.2%	78.1%	74.3%
Householder	23.6%	22.9%	22.3%
Spouse	9.8%	10.3%	11.6%
Child	39.9%	35.3%	31.0%
Other relative	6.5%	5.9%	5.8%
Nonrelative	3.5%	3.8%	3.7%
In Nonfamily Households	15.0%	20.2%	22.1%
In Group Quarters	1.8%	1.7%	3.6%
Institutionalized Population	1.1%	0.6%	0.7%
Noninstitutionalized Population	0.7%	1.1%	2.9%

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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2022 Population 25+ by Educational Attainment			
Total	10,640	78,032	204,031
Less than 9th Grade	5.5%	5.6%	5.6%
9th - 12th Grade, No Diploma	13.0%	11.5%	9.8%
High School Graduate	33.5%	30.3%	27.7%
GED/Alternative Credential	7.4%	6.0%	4.8%
Some College, No Degree	16.9%	16.0%	15.9%
Associate Degree	7.1%	9.3%	9.1%
Bachelor's Degree	10.4%	14.3%	17.4%
Graduate/Professional Degree	6.1%	7.0%	9.7%
2022 Population 15+ by Marital Status			
Total	12,685	93,149	252,535
Never Married	50.8%	45.1%	45.9%
Married	29.8%	34.3%	34.7%
Widowed	6.9%	5.9%	5.3%
Divorced	12.5%	14.7%	14.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,732	59,417	161,762
Population 16+ Employed	93.2%	93.6%	94.7%
Population 16+ Unemployment rate	6.8%	6.4%	5.3%
Population 16-24 Employed	14.7%	14.4%	15.8%
Population 16-24 Unemployment rate	6.8%	13.1%	10.2%
Population 25-54 Employed	63.1%	64.0%	64.7%
Population 25-54 Unemployment rate	7.0%	5.4%	4.3%
Population 55-64 Employed	14.8%	15.1%	13.5%
Population 55-64 Unemployment rate	8.0%	5.0%	4.7%
Population 65+ Employed	7.4%	6.4%	6.0%
Population 65+ Unemployment rate	2.2%	3.3%	3.1%
2022 Employed Population 16+ by Industry			
Total	7,209	55,594	153,245
Agriculture/Mining	0.0%	0.3%	0.4%
Construction	7.8%	7.9%	8.6%
Manufacturing	5.1%	4.7%	4.7%
Wholesale Trade	2.1%	2.7%	2.5%
Retail Trade	9.3%	11.4%	10.8%
Transportation/Utilities	9.7%	7.1%	6.4%
Information	1.6%	1.7%	1.6%
Finance/Insurance/Real Estate	9.1%	8.7%	9.1%
Services	52.3%	52.9%	53.0%
Public Administration	3.1%	2.7%	2.8%
2022 Employed Population 16+ by Occupation			
Total	7,209	55,597	153,245
White Collar	48.9%	54.4%	56.2%
Management/Business/Financial	9.7%	12.1%	14.0%
Professional	16.6%	17.1%	18.8%
Sales	7.0%	10.1%	10.0%
Administrative Support	15.6%	15.1%	13.5%
Services	23.6%	22.7%	21.5%
Blue Collar	27.5%	22.9%	22.2%
Farming/Forestry/Fishing	0.2%	0.4%	0.3%
Construction/Extraction	5.7%	5.8%	6.7%
Installation/Maintenance/Repair	1.9%	2.6%	2.3%
Production	3.3%	3.4%	3.4%
Transportation/Material Moving	16.4%	10.8%	9.4%

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2010 Households by Type			
Total	5,304	41,396	106,227
Households with 1 Person	25.8%	30.8%	32.5%
Households with 2+ People	74.2%	69.2%	67.5%
Family Households	67.1%	59.8%	57.2%
Husband-wife Families	27.8%	26.9%	29.6%
With Related Children	12.9%	11.9%	13.0%
Other Family (No Spouse Present)	39.3%	32.8%	27.6%
Other Family with Male Householder	6.5%	6.4%	6.2%
With Related Children	3.4%	3.4%	3.3%
Other Family with Female Householder	32.8%	26.5%	21.4%
With Related Children	22.0%	18.6%	14.8%
Nonfamily Households	7.1%	9.4%	10.3%
All Households with Children	38.8%	34.5%	31.7%
Multigenerational Households	9.2%	6.8%	5.7%
Unmarried Partner Households	8.8%	9.9%	9.6%
Male-female	7.5%	8.5%	8.6%
Same-sex	1.2%	1.4%	1.1%
2010 Households by Size			
Total	5,304	41,396	106,226
1 Person Household	25.8%	30.8%	32.5%
2 Person Household	27.0%	28.7%	29.4%
3 Person Household	18.7%	16.5%	16.1%
4 Person Household	12.9%	11.7%	11.4%
5 Person Household	8.1%	6.5%	5.8%
6 Person Household	4.3%	3.1%	2.7%
7 + Person Household	3.3%	2.7%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	5,304	41,396	106,226
Owner Occupied	56.9%	50.3%	46.6%
Owned with a Mortgage/Loan	42.5%	37.7%	33.9%
Owned Free and Clear	14.5%	12.5%	12.7%
Renter Occupied	43.1%	49.7%	53.4%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	91	94
Percent of Income for Mortgage	25.7%	27.8%	26.6%
Wealth Index	41	40	52
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	6,118	49,045	124,864
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%
2010 Population By Urban/ Rural Status			
Total Population	15,127	108,195	272,307
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	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.

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Top 3 Tapestry Segments			
1.	Modest Income Homes (12D)	City Commons (11E)	Metro Fusion (11C)
2.	Family Foundations (12A)	Modest Income Homes (12D)	Metro Renters (3B)
3.	City Commons (11E)	Hometown Heritage (8G)	Urban Edge Families (7C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$8,293,709	\$67,149,093	\$212,122,588
Average Spent	\$1,436.39	\$1,464.92	\$1,742.17
Spending Potential Index	60	61	72
Education: Total \$	\$5,974,413	\$50,857,695	\$164,598,517
Average Spent	\$1,034.71	\$1,109.51	\$1,351.85
Spending Potential Index	53	57	69
Entertainment/Recreation: Total \$	\$12,247,600	\$96,258,916	\$301,482,412
Average Spent	\$2,121.16	\$2,099.98	\$2,476.08
Spending Potential Index	58	57	67
Food at Home: Total \$	\$21,408,914	\$170,953,965	\$537,725,542
Average Spent	\$3,707.81	\$3,729.52	\$4,416.35
Spending Potential Index	60	60	71
Food Away from Home: Total \$	\$14,530,776	\$117,841,249	\$377,700,118
Average Spent	\$2,516.59	\$2,570.82	\$3,102.06
Spending Potential Index	58	60	72
Health Care: Total \$	\$25,239,061	\$189,859,868	\$583,774,165
Average Spent	\$4,371.16	\$4,141.98	\$4,794.54
Spending Potential Index	62	58	68
HH Furnishings & Equipment: Total \$	\$8,534,224	\$67,161,304	\$211,555,722
Average Spent	\$1,478.04	\$1,465.19	\$1,737.51
Spending Potential Index	58	57	68
Personal Care Products & Services: Total \$	\$3,503,328	\$27,908,596	\$87,829,280
Average Spent	\$606.74	\$608.85	\$721.34
Spending Potential Index	60	60	71
Shelter: Total \$	\$74,800,840	\$616,373,034	\$1,975,573,150
Average Spent	\$12,954.77	\$13,446.77	\$16,225.41
Spending Potential Index	57	59	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,422,445	\$66,040,177	\$209,803,872
Average Spent	\$1,458.68	\$1,440.73	\$1,723.12
Spending Potential Index	54	53	63
Travel: Total \$	\$8,918,998	\$70,898,242	\$226,611,453
Average Spent	\$1,544.68	\$1,546.71	\$1,861.16
Spending Potential Index	54	54	65
Vehicle Maintenance & Repairs: Total \$	\$4,436,586	\$34,730,653	\$108,434,059
Average Spent	\$768.37	\$757.68	\$890.57
Spending Potential Index	61	60	71

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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