



Market Profile

New Tampa Center
 8602 Foxtail Ct, Tampa, Florida, 33647
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 28.14295
 Longitude: -82.36606

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	2,719	19,001	44,789
2010 Total Population	6,640	41,477	92,532
2017 Total Population	7,307	49,508	109,864
2017 Group Quarters	0	11	91
2022 Total Population	7,918	55,447	121,829
2017-2022 Annual Rate	1.62%	2.29%	2.09%
2017 Total Daytime Population	7,273	39,925	84,364
Workers	3,721	15,889	32,784
Residents	3,552	24,036	51,580
Household Summary			
2000 Households	1,218	7,100	16,837
2000 Average Household Size	2.23	2.68	2.65
2010 Households	2,779	15,341	34,277
2010 Average Household Size	2.39	2.70	2.70
2017 Households	3,056	18,078	40,083
2017 Average Household Size	2.39	2.74	2.74
2022 Households	3,309	20,108	44,128
2022 Average Household Size	2.39	2.76	2.76
2017-2022 Annual Rate	1.60%	2.15%	1.94%
2010 Families	1,676	10,777	24,102
2010 Average Family Size	3.01	3.21	3.18
2017 Families	1,806	12,612	27,995
2017 Average Family Size	3.03	3.26	3.24
2022 Families	1,937	13,993	30,741
2022 Average Family Size	3.04	3.28	3.26
2017-2022 Annual Rate	1.41%	2.10%	1.89%
Housing Unit Summary			
2000 Housing Units	1,849	8,369	18,733
Owner Occupied Housing Units	30.3%	62.1%	64.7%
Renter Occupied Housing Units	35.6%	22.8%	25.2%
Vacant Housing Units	34.1%	15.2%	10.1%
2010 Housing Units	3,194	16,982	37,668
Owner Occupied Housing Units	42.8%	58.0%	60.6%
Renter Occupied Housing Units	44.2%	32.3%	30.4%
Vacant Housing Units	13.0%	9.7%	9.0%
2017 Housing Units	3,448	19,428	42,805
Owner Occupied Housing Units	39.0%	56.2%	58.6%
Renter Occupied Housing Units	49.7%	36.9%	35.1%
Vacant Housing Units	11.4%	6.9%	6.4%
2022 Housing Units	3,716	21,339	46,733
Owner Occupied Housing Units	38.6%	57.2%	59.0%
Renter Occupied Housing Units	50.5%	37.0%	35.4%
Vacant Housing Units	11.0%	5.8%	5.6%
Median Household Income			
2017	\$62,169	\$79,528	\$76,706
2022	\$68,513	\$88,581	\$84,280
Median Home Value			
2017	\$239,931	\$265,375	\$244,354
2022	\$291,429	\$314,671	\$303,889
Per Capita Income			
2017	\$32,767	\$38,553	\$36,908
2022	\$37,257	\$43,775	\$41,845
Median Age			
2010	32.5	33.3	33.9
2017	34.0	34.1	34.6
2022	34.7	34.2	34.7

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Households by Income			
Household Income Base	3,056	18,078	40,079
<\$15,000	6.2%	5.2%	5.6%
\$15,000 - \$24,999	7.5%	5.8%	6.5%
\$25,000 - \$34,999	7.7%	7.0%	6.8%
\$35,000 - \$49,999	11.8%	10.5%	11.2%
\$50,000 - \$74,999	27.7%	18.5%	18.5%
\$75,000 - \$99,999	14.0%	13.4%	15.2%
\$100,000 - \$149,999	15.5%	19.4%	18.4%
\$150,000 - \$199,999	6.6%	10.4%	8.6%
\$200,000+	3.0%	9.8%	9.1%
Average Household Income	\$78,527	\$105,617	\$101,125
2022 Households by Income			
Household Income Base	3,309	20,108	44,124
<\$15,000	6.0%	4.8%	5.2%
\$15,000 - \$24,999	6.3%	4.9%	5.5%
\$25,000 - \$34,999	6.3%	5.6%	5.5%
\$35,000 - \$49,999	9.6%	8.4%	9.0%
\$50,000 - \$74,999	26.8%	17.3%	17.3%
\$75,000 - \$99,999	16.4%	14.7%	16.7%
\$100,000 - \$149,999	17.3%	20.8%	20.1%
\$150,000 - \$199,999	7.5%	11.6%	9.7%
\$200,000+	3.9%	11.9%	11.0%
Average Household Income	\$89,353	\$120,790	\$115,493
2017 Owner Occupied Housing Units by Value			
Total	1,341	10,911	25,069
<\$50,000	0.3%	1.5%	1.8%
\$50,000 - \$99,999	4.4%	2.5%	3.9%
\$100,000 - \$149,999	7.7%	7.0%	11.3%
\$150,000 - \$199,999	24.8%	14.8%	16.9%
\$200,000 - \$249,999	16.1%	19.0%	18.1%
\$250,000 - \$299,999	17.7%	17.1%	13.2%
\$300,000 - \$399,999	21.3%	22.1%	17.3%
\$400,000 - \$499,999	5.6%	9.4%	8.5%
\$500,000 - \$749,999	2.0%	5.8%	6.5%
\$750,000 - \$999,999	0.0%	0.7%	1.4%
\$1,000,000 +	0.2%	0.3%	1.1%
Average Home Value	\$256,078	\$291,467	\$289,187
2022 Owner Occupied Housing Units by Value			
Total	1,430	12,209	27,566
<\$50,000	0.1%	0.4%	0.5%
\$50,000 - \$99,999	2.0%	0.9%	1.5%
\$100,000 - \$149,999	3.7%	3.0%	5.4%
\$150,000 - \$199,999	15.1%	8.3%	10.6%
\$200,000 - \$249,999	12.9%	14.9%	15.8%
\$250,000 - \$299,999	19.6%	18.2%	15.3%
\$300,000 - \$399,999	31.9%	29.8%	24.6%
\$400,000 - \$499,999	9.7%	14.9%	13.1%
\$500,000 - \$749,999	4.7%	8.4%	9.9%
\$750,000 - \$999,999	0.0%	0.9%	1.9%
\$1,000,000 +	0.3%	0.4%	1.5%
Average Home Value	\$304,371	\$339,007	\$345,901

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.

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2010 Population by Age			
Total	6,641	41,474	92,534
0 - 4	5.9%	6.7%	6.6%
5 - 9	6.9%	8.0%	7.6%
10 - 14	7.4%	8.4%	8.1%
15 - 24	15.2%	14.5%	14.7%
25 - 34	19.0%	15.0%	14.6%
35 - 44	16.9%	17.1%	16.6%
45 - 54	13.5%	14.9%	15.0%
55 - 64	8.4%	8.9%	9.7%
65 - 74	4.2%	4.3%	4.6%
75 - 84	2.0%	1.8%	1.9%
85 +	0.6%	0.5%	0.6%
18 +	75.9%	72.2%	73.1%
2017 Population by Age			
Total	7,307	49,509	109,861
0 - 4	5.5%	6.4%	6.2%
5 - 9	5.5%	6.7%	6.6%
10 - 14	6.2%	7.5%	7.2%
15 - 24	14.5%	13.8%	14.2%
25 - 34	20.1%	17.1%	16.4%
35 - 44	16.1%	14.9%	14.6%
45 - 54	13.5%	14.7%	14.3%
55 - 64	9.9%	10.5%	11.0%
65 - 74	5.6%	5.7%	6.4%
75 - 84	2.2%	2.1%	2.3%
85 +	0.8%	0.7%	0.7%
18 +	79.0%	75.3%	75.9%
2022 Population by Age			
Total	7,918	55,447	121,828
0 - 4	5.7%	6.6%	6.4%
5 - 9	5.3%	6.5%	6.3%
10 - 14	5.7%	6.8%	6.6%
15 - 24	13.9%	12.7%	13.3%
25 - 34	20.1%	19.1%	18.0%
35 - 44	16.8%	15.7%	15.2%
45 - 54	12.8%	12.7%	12.4%
55 - 64	9.9%	10.5%	11.0%
65 - 74	6.4%	6.3%	7.1%
75 - 84	2.6%	2.5%	2.8%
85 +	0.8%	0.7%	0.7%
18 +	80.0%	76.3%	76.8%
2010 Population by Sex			
Males	3,135	19,950	44,679
Females	3,505	21,527	47,853
2017 Population by Sex			
Males	3,454	23,940	53,223
Females	3,853	25,569	56,641
2022 Population by Sex			
Males	3,724	26,908	59,126
Females	4,194	28,539	62,703

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	6,640	41,478	92,532
White Alone	66.8%	68.1%	71.5%
Black Alone	15.2%	13.4%	12.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	10.3%	11.1%	9.1%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	3.3%	3.3%	3.2%
Two or More Races	4.1%	3.8%	3.5%
Hispanic Origin	17.8%	17.5%	17.3%
Diversity Index	66.0	64.9	61.8
2017 Population by Race/Ethnicity			
Total	7,307	49,510	109,864
White Alone	63.4%	64.2%	67.5%
Black Alone	15.8%	14.2%	13.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	12.0%	13.2%	10.7%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	3.7%	3.7%	3.8%
Two or More Races	4.7%	4.4%	4.1%
Hispanic Origin	20.7%	20.4%	20.6%
Diversity Index	70.4	69.7	67.3
2022 Population by Race/Ethnicity			
Total	7,917	55,447	121,828
White Alone	60.8%	61.2%	64.6%
Black Alone	16.3%	14.8%	14.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	13.5%	14.8%	11.9%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	4.0%	4.0%	4.2%
Two or More Races	5.1%	4.8%	4.6%
Hispanic Origin	23.0%	22.6%	23.2%
Diversity Index	73.3	72.8	70.9
2010 Population by Relationship and Household Type			
Total	6,640	41,477	92,532
In Households	100.0%	100.0%	99.9%
In Family Households	78.1%	85.0%	84.5%
Householder	25.2%	26.0%	26.0%
Spouse	18.3%	20.2%	20.3%
Child	28.5%	33.1%	32.5%
Other relative	3.9%	4.0%	3.9%
Nonrelative	2.1%	1.6%	1.7%
In Nonfamily Households	21.9%	15.0%	15.4%
In Group Quarters	0.0%	0.0%	0.1%
Institutionalized Population	0.0%	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2017 Population 25+ by Educational Attainment			
Total	4,982	32,466	72,279
Less than 9th Grade	0.9%	2.4%	2.1%
9th - 12th Grade, No Diploma	2.9%	1.9%	2.2%
High School Graduate	12.6%	10.1%	12.5%
GED/Alternative Credential	2.7%	2.8%	2.6%
Some College, No Degree	20.2%	18.1%	19.3%
Associate Degree	5.0%	8.5%	9.6%
Bachelor's Degree	35.7%	32.6%	30.6%
Graduate/Professional Degree	19.9%	23.7%	21.2%
2017 Population 15+ by Marital Status			
Total	6,045	39,317	87,897
Never Married	33.2%	31.1%	31.2%
Married	52.3%	54.6%	55.0%
Widowed	2.3%	3.8%	3.5%
Divorced	12.1%	10.5%	10.3%
2017 Civilian Population 16+ in Labor Force			
Civilian Employed	93.2%	95.6%	96.0%
Civilian Unemployed (Unemployment Rate)	6.8%	4.4%	4.0%
2017 Employed Population 16+ by Industry			
Total	3,830	25,912	58,770
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.5%	3.8%	4.1%
Manufacturing	7.1%	5.3%	5.6%
Wholesale Trade	1.9%	3.0%	2.5%
Retail Trade	14.3%	9.6%	9.6%
Transportation/Utilities	1.9%	2.4%	3.1%
Information	1.0%	1.8%	2.7%
Finance/Insurance/Real Estate	14.4%	13.9%	13.0%
Services	54.0%	56.9%	55.9%
Public Administration	1.0%	3.2%	3.6%
2017 Employed Population 16+ by Occupation			
Total	3,829	25,914	58,769
White Collar	81.1%	77.9%	75.9%
Management/Business/Financial	17.3%	20.3%	20.8%
Professional	29.3%	29.9%	29.1%
Sales	19.0%	14.6%	12.9%
Administrative Support	15.4%	13.1%	13.2%
Services	10.4%	14.3%	15.0%
Blue Collar	8.5%	7.8%	9.1%
Farming/Forestry/Fishing	0.5%	0.1%	0.1%
Construction/Extraction	2.4%	2.0%	2.2%
Installation/Maintenance/Repair	2.4%	1.4%	1.6%
Production	1.8%	1.7%	2.2%
Transportation/Material Moving	1.4%	2.6%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	6,640	41,477	92,532
Population Inside Urbanized Area	100.0%	97.5%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	2.5%	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type			
Total	2,779	15,341	34,277
Households with 1 Person	29.0%	21.1%	20.7%
Households with 2+ People	71.0%	78.9%	79.3%
Family Households	60.3%	70.2%	70.3%
Husband-wife Families	43.9%	54.5%	54.9%
With Related Children	23.1%	31.0%	30.1%
Other Family (No Spouse Present)	16.4%	15.7%	15.4%
Other Family with Male Householder	3.8%	3.8%	3.9%
With Related Children	1.9%	2.3%	2.3%
Other Family with Female Householder	12.6%	11.9%	11.5%
With Related Children	8.7%	8.3%	7.9%
Nonfamily Households	10.7%	8.6%	9.0%
All Households with Children	34.3%	42.1%	40.6%
Multigenerational Households	3.0%	3.8%	3.9%
Unmarried Partner Households	8.1%	6.7%	6.8%
Male-female	7.2%	5.9%	6.0%
Same-sex	0.9%	0.8%	0.7%
2010 Households by Size			
Total	2,778	15,341	34,277
1 Person Household	29.0%	21.1%	20.7%
2 Person Household	32.6%	31.0%	31.9%
3 Person Household	18.5%	19.4%	19.5%
4 Person Household	12.6%	18.4%	17.9%
5 Person Household	4.9%	6.9%	6.9%
6 Person Household	1.7%	2.3%	2.2%
7 + Person Household	0.6%	1.0%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	2,779	15,341	34,277
Owner Occupied	49.2%	64.3%	66.6%
Owned with a Mortgage/Loan	41.7%	55.7%	56.7%
Owned Free and Clear	7.4%	8.6%	9.8%
Renter Occupied	50.8%	35.7%	33.4%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,194	16,982	37,668
Housing Units Inside Urbanized Area	100.0%	98.0%	98.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	2.0%	2.0%

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. Young and Restless (11B)	Boomburbs (1C)	Up and Coming Families
	2. Enterprising Professionals	Up and Coming Families	Boomburbs (1C)
	3. Boomburbs (1C)	Bright Young Professionals	Soccer Moms (4A)
2017 Consumer Spending			
Apparel & Services: Total \$	\$6,829,007	\$53,251,884	\$112,557,153
Average Spent	\$2,234.62	\$2,945.67	\$2,808.10
Spending Potential Index	103	136	130
Education: Total \$	\$4,447,225	\$34,982,803	\$74,656,563
Average Spent	\$1,455.24	\$1,935.10	\$1,862.55
Spending Potential Index	100	133	128
Entertainment/Recreation: Total \$	\$9,161,762	\$72,816,716	\$154,961,679
Average Spent	\$2,997.96	\$4,027.92	\$3,866.02
Spending Potential Index	96	129	124
Food at Home: Total \$	\$15,268,281	\$115,493,551	\$246,186,746
Average Spent	\$4,996.17	\$6,388.62	\$6,141.92
Spending Potential Index	99	127	122
Food Away from Home: Total \$	\$10,688,026	\$81,881,624	\$173,480,804
Average Spent	\$3,497.39	\$4,529.35	\$4,328.04
Spending Potential Index	105	136	130
Health Care: Total \$	\$15,029,738	\$121,756,139	\$261,533,101
Average Spent	\$4,918.11	\$6,735.04	\$6,524.79
Spending Potential Index	88	120	117
HH Furnishings & Equipment: Total \$	\$5,856,309	\$46,592,898	\$99,123,590
Average Spent	\$1,916.33	\$2,577.33	\$2,472.96
Spending Potential Index	99	133	127
Personal Care Products & Services: Total \$	\$2,427,199	\$19,033,535	\$40,311,710
Average Spent	\$794.24	\$1,052.86	\$1,005.71
Spending Potential Index	100	132	126
Shelter: Total \$	\$50,386,974	\$386,150,245	\$819,108,409
Average Spent	\$16,487.88	\$21,360.23	\$20,435.31
Spending Potential Index	102	132	126
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,588,395	\$53,764,521	\$114,457,981
Average Spent	\$2,155.89	\$2,974.03	\$2,855.52
Spending Potential Index	92	127	122
Travel: Total \$	\$5,986,700	\$49,783,387	\$105,126,032
Average Spent	\$1,959.00	\$2,753.81	\$2,622.71
Spending Potential Index	95	133	127
Vehicle Maintenance & Repairs: Total \$	\$3,143,979	\$24,501,491	\$52,428,474
Average Spent	\$1,028.79	\$1,355.32	\$1,308.00
Spending Potential Index	96	126	122

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.