



Demographic and Income Profile

Southtown Plaza
 310 S Dale Mabry Hwy, Tampa, Florida, 33609
 Drive Time: 5 minute radius

Prepared by Esri
 Latitude: 27.94192
 Longitude: -82.50570

Summary	Census 2010	2021	2026
Population	22,488	25,302	27,912
Households	10,290	11,618	12,755
Families	5,036	5,443	5,975
Average Household Size	2.17	2.16	2.17
Owner Occupied Housing Units	6,313	6,612	7,134
Renter Occupied Housing Units	3,977	5,006	5,621
Median Age	38.7	40.7	41.4
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.98%	1.31%	0.71%
Households	1.88%	1.27%	0.71%
Families	1.88%	1.22%	0.64%
Owner HHs	1.53%	1.45%	0.91%
Median Household Income	2.20%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	1,069	9.2%	969	7.6%
\$15,000 - \$24,999	836	7.2%	773	6.1%
\$25,000 - \$34,999	838	7.2%	781	6.1%
\$35,000 - \$49,999	1,253	10.8%	1,244	9.8%
\$50,000 - \$74,999	1,787	15.4%	1,955	15.3%
\$75,000 - \$99,999	1,334	11.5%	1,542	12.1%
\$100,000 - \$149,999	1,946	16.7%	2,384	18.7%
\$150,000 - \$199,999	713	6.1%	917	7.2%
\$200,000+	1,842	15.9%	2,190	17.2%
Median Household Income	\$75,372		\$84,033	
Average Household Income	\$118,645		\$131,578	
Per Capita Income	\$55,609		\$61,442	

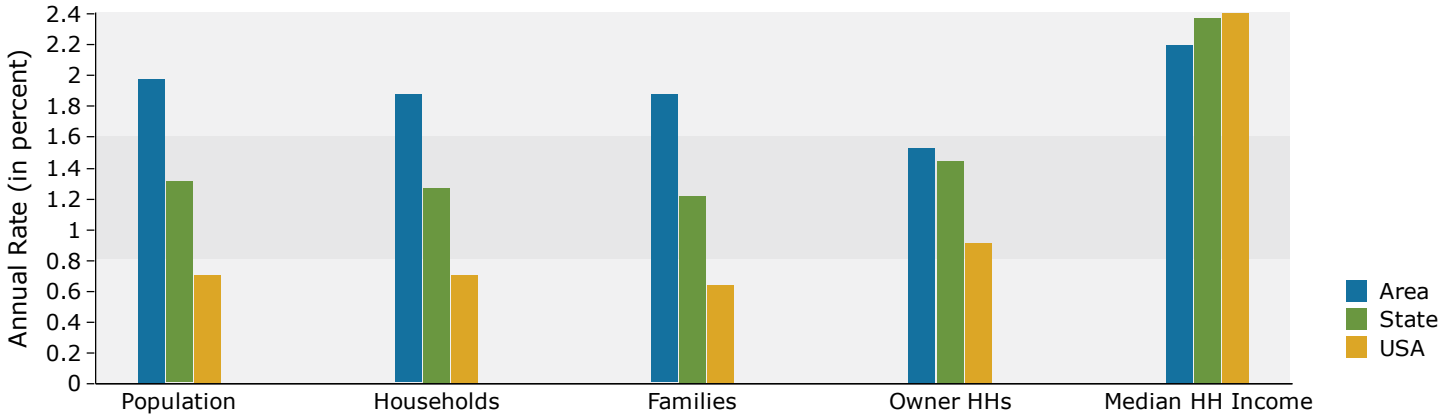
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,141	5.1%	1,092	4.3%	1,241	4.4%
5 - 9	1,063	4.7%	1,127	4.5%	1,255	4.5%
10 - 14	1,193	5.3%	1,242	4.9%	1,291	4.6%
15 - 19	1,154	5.1%	1,161	4.6%	1,248	4.5%
20 - 24	1,439	6.4%	1,604	6.3%	1,648	5.9%
25 - 34	3,946	17.5%	4,343	17.2%	4,762	17.1%
35 - 44	3,414	15.2%	3,569	14.1%	3,897	14.0%
45 - 54	3,416	15.2%	3,314	13.1%	3,558	12.7%
55 - 64	2,582	11.5%	3,391	13.4%	3,467	12.4%
65 - 74	1,493	6.6%	2,487	9.8%	3,038	10.9%
75 - 84	1,148	5.1%	1,347	5.3%	1,834	6.6%
85+	501	2.2%	625	2.5%	673	2.4%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,700	83.2%	20,388	80.6%	22,006	78.8%
Black Alone	2,000	8.9%	2,329	9.2%	2,698	9.7%
American Indian Alone	59	0.3%	72	0.3%	82	0.3%
Asian Alone	605	2.7%	923	3.6%	1,149	4.1%
Pacific Islander Alone	16	0.1%	26	0.1%	28	0.1%
Some Other Race Alone	539	2.4%	742	2.9%	947	3.4%
Two or More Races	567	2.5%	824	3.3%	1,001	3.6%
Hispanic Origin (Any Race)	4,919	21.9%	6,975	27.6%	8,801	31.5%

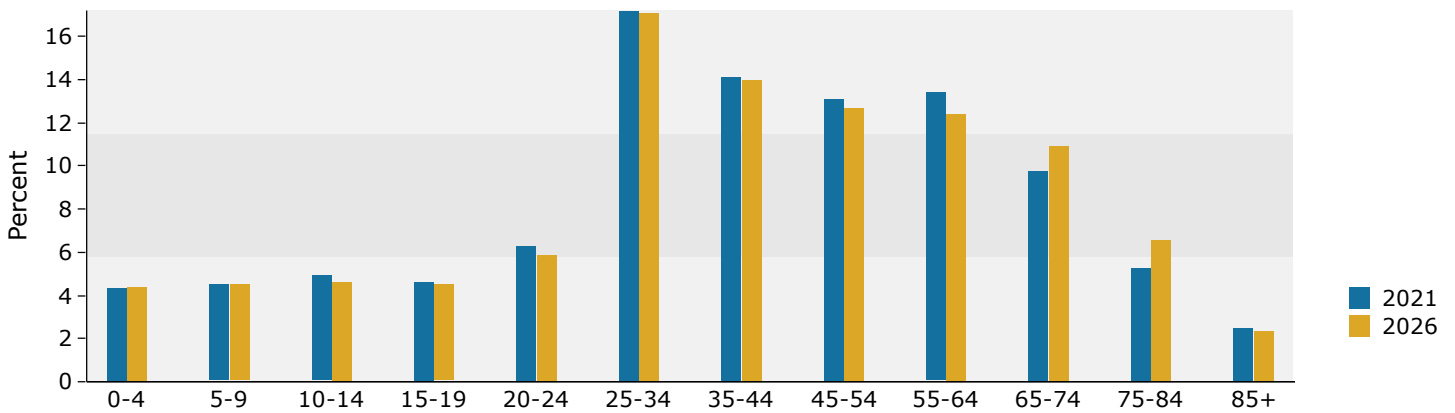
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

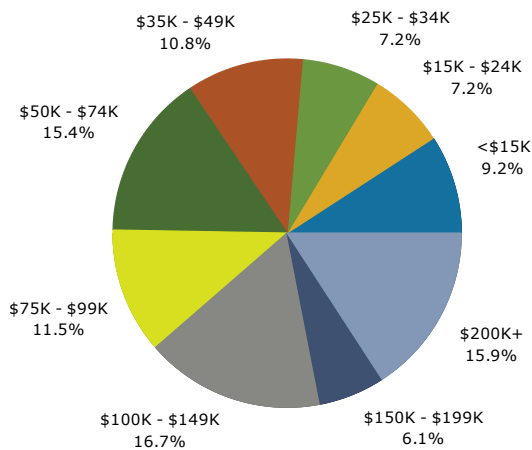
Trends 2021-2026



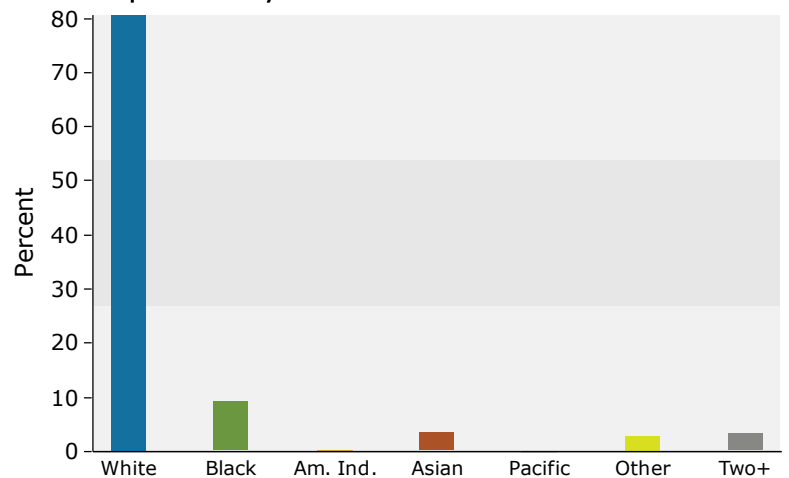
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 27.6%



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Summary	Census 2010	2021	2026
Population	100,043	118,719	130,763
Households	44,225	53,607	59,853
Families	22,040	25,198	27,362
Average Household Size	2.16	2.12	2.10
Owner Occupied Housing Units	24,279	25,845	27,757
Renter Occupied Housing Units	19,946	27,762	32,096
Median Age	37.6	39.2	39.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.95%	1.31%	0.71%
Households	2.23%	1.27%	0.71%
Families	1.66%	1.22%	0.64%
Owner HHs	1.44%	1.45%	0.91%
Median Household Income	2.57%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	6,776	12.6%	6,423	10.7%
\$15,000 - \$24,999	4,167	7.8%	3,921	6.6%
\$25,000 - \$34,999	4,390	8.2%	4,318	7.2%
\$35,000 - \$49,999	5,467	10.2%	5,784	9.7%
\$50,000 - \$74,999	7,570	14.1%	8,593	14.4%
\$75,000 - \$99,999	5,677	10.6%	6,797	11.4%
\$100,000 - \$149,999	8,364	15.6%	10,351	17.3%
\$150,000 - \$199,999	3,344	6.2%	4,340	7.3%
\$200,000+	7,853	14.6%	9,326	15.6%
Median Household Income	\$68,336		\$77,573	
Average Household Income	\$111,765		\$123,047	
Per Capita Income	\$50,497		\$56,304	

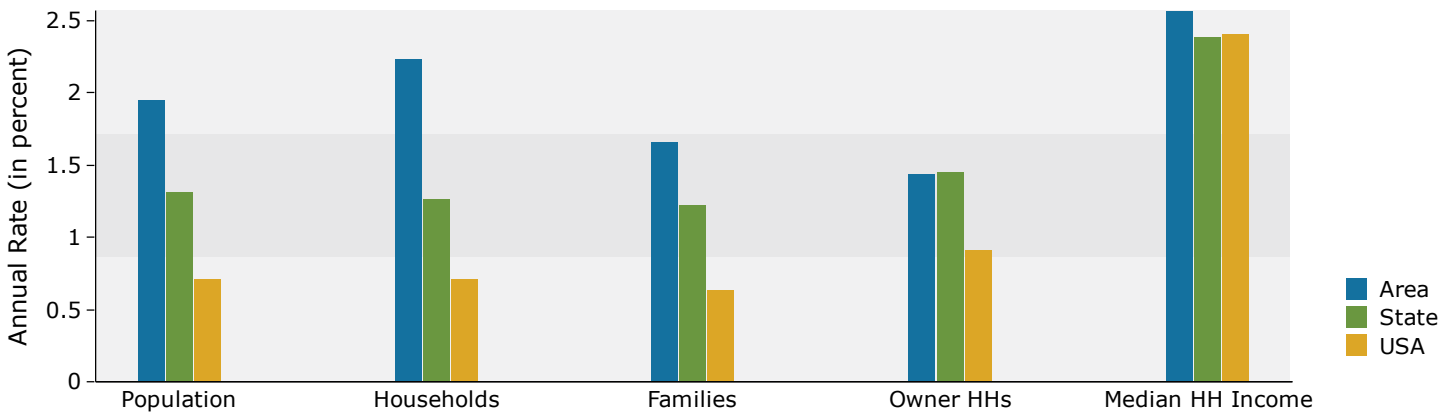
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,546	5.5%	5,633	4.7%	6,257	4.8%
5 - 9	5,189	5.2%	5,702	4.8%	6,111	4.7%
10 - 14	5,235	5.2%	6,001	5.1%	6,229	4.8%
15 - 19	6,728	6.7%	7,572	6.4%	7,929	6.1%
20 - 24	7,986	8.0%	9,511	8.0%	10,521	8.0%
25 - 34	15,608	15.6%	18,003	15.2%	20,004	15.3%
35 - 44	14,162	14.2%	15,818	13.3%	17,387	13.3%
45 - 54	14,687	14.7%	14,934	12.6%	15,869	12.1%
55 - 64	10,921	10.9%	15,075	12.7%	15,721	12.0%
65 - 74	6,593	6.6%	11,166	9.4%	13,200	10.1%
75 - 84	5,071	5.1%	6,223	5.2%	8,148	6.2%
85+	2,318	2.3%	3,082	2.6%	3,388	2.6%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	77,942	77.9%	88,003	74.1%	94,963	72.6%
Black Alone	13,951	13.9%	18,618	15.7%	21,030	16.1%
American Indian Alone	324	0.3%	419	0.4%	494	0.4%
Asian Alone	2,509	2.5%	4,031	3.4%	5,136	3.9%
Pacific Islander Alone	65	0.1%	89	0.1%	98	0.1%
Some Other Race Alone	2,583	2.6%	3,544	3.0%	4,152	3.2%
Two or More Races	2,669	2.7%	4,015	3.4%	4,890	3.7%
Hispanic Origin (Any Race)	22,889	22.9%	32,495	27.4%	39,414	30.1%

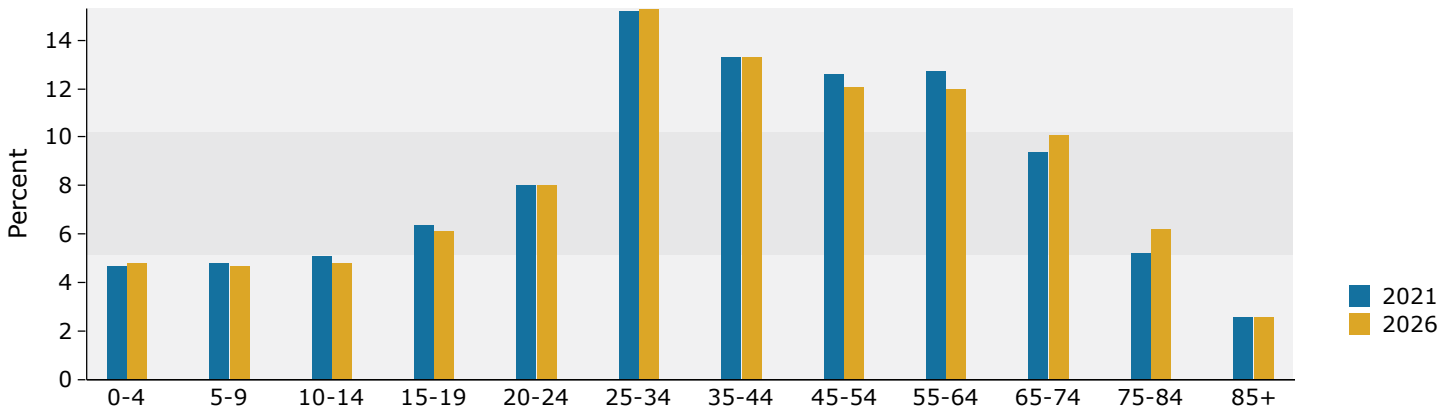
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

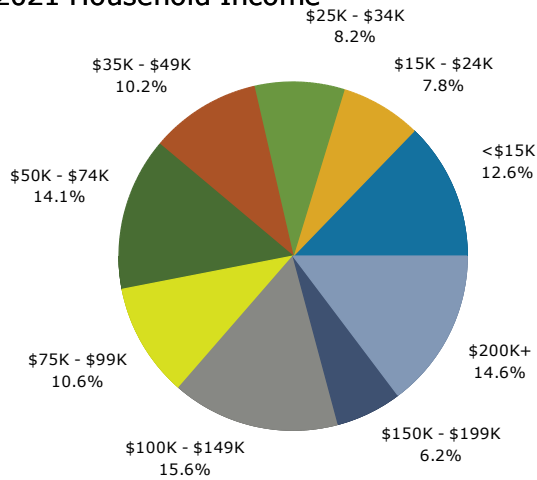
Trends 2021-2026



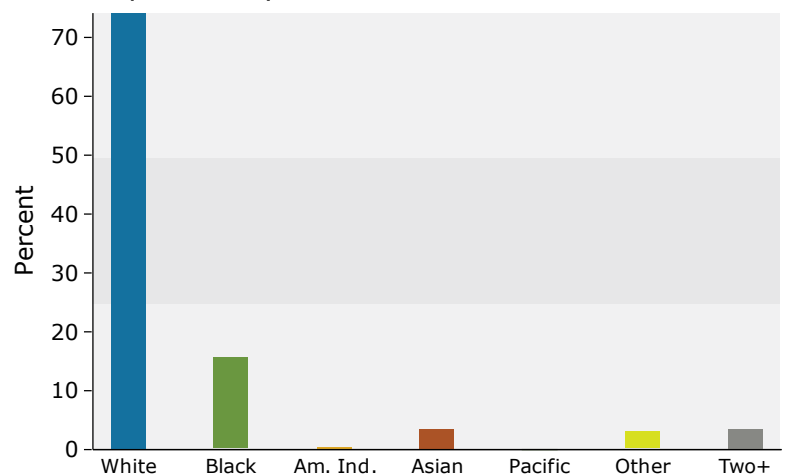
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 27.4%



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Summary	Census 2010	2021	2026
Population	266,951	305,814	330,542
Households	112,599	130,597	142,122
Families	61,304	67,803	72,505
Average Household Size	2.31	2.29	2.28
Owner Occupied Housing Units	58,701	62,450	67,027
Renter Occupied Housing Units	53,898	68,147	75,095
Median Age	36.6	38.4	38.8
Trends: 2021-2026 Annual Rate	Area	State	National
Population	1.57%	1.31%	0.71%
Households	1.71%	1.27%	0.71%
Families	1.35%	1.22%	0.64%
Owner HHs	1.42%	1.45%	0.91%
Median Household Income	2.35%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	16,762	12.8%	15,494	10.9%
\$15,000 - \$24,999	11,156	8.5%	10,274	7.2%
\$25,000 - \$34,999	12,546	9.6%	12,071	8.5%
\$35,000 - \$49,999	16,414	12.6%	16,761	11.8%
\$50,000 - \$74,999	22,659	17.4%	25,096	17.7%
\$75,000 - \$99,999	14,042	10.8%	16,544	11.6%
\$100,000 - \$149,999	18,248	14.0%	22,852	16.1%
\$150,000 - \$199,999	6,015	4.6%	7,909	5.6%
\$200,000+	12,754	9.8%	15,121	10.6%
Median Household Income	\$57,164		\$64,202	
Average Household Income	\$91,348		\$102,069	
Per Capita Income	\$39,072		\$43,928	

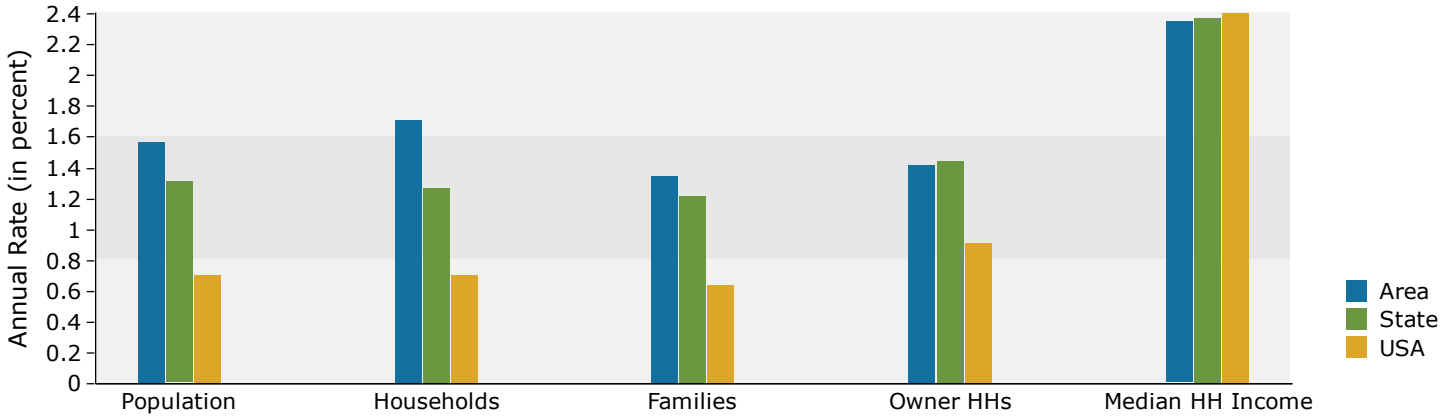
Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,577	6.2%	16,372	5.4%	17,877	5.4%
5 - 9	14,975	5.6%	16,356	5.3%	17,189	5.2%
10 - 14	15,119	5.7%	16,649	5.4%	17,398	5.3%
15 - 19	17,286	6.5%	17,663	5.8%	18,949	5.7%
20 - 24	20,370	7.6%	22,410	7.3%	24,169	7.3%
25 - 34	43,114	16.2%	48,605	15.9%	51,844	15.7%
35 - 44	38,514	14.4%	41,907	13.7%	45,333	13.7%
45 - 54	38,803	14.5%	38,469	12.6%	40,131	12.1%
55 - 64	29,024	10.9%	38,261	12.5%	39,522	12.0%
65 - 74	17,188	6.4%	28,125	9.2%	32,299	9.8%
75 - 84	11,370	4.3%	14,829	4.8%	19,000	5.7%
85+	4,612	1.7%	6,167	2.0%	6,829	2.1%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	188,174	70.5%	207,875	68.0%	220,976	66.9%
Black Alone	51,705	19.4%	60,713	19.9%	66,156	20.0%
American Indian Alone	997	0.4%	1,182	0.4%	1,310	0.4%
Asian Alone	6,810	2.6%	10,150	3.3%	12,396	3.8%
Pacific Islander Alone	186	0.1%	245	0.1%	262	0.1%
Some Other Race Alone	10,831	4.1%	14,150	4.6%	15,986	4.8%
Two or More Races	8,246	3.1%	11,498	3.8%	13,458	4.1%
Hispanic Origin (Any Race)	81,070	30.4%	107,492	35.1%	124,561	37.7%

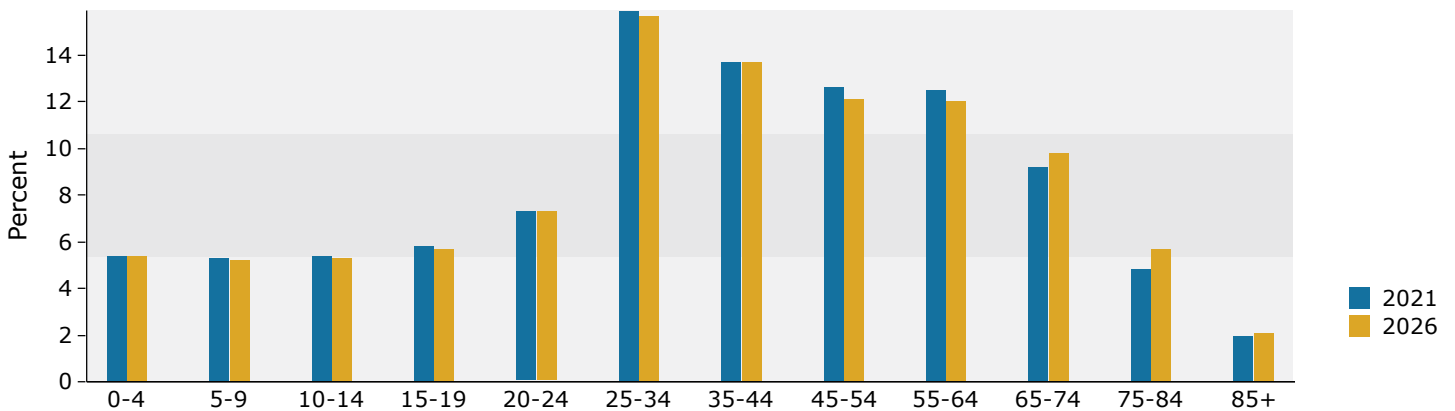
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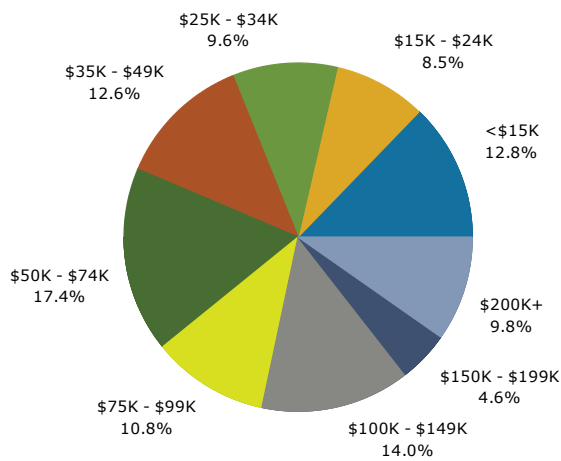
Trends 2021-2026



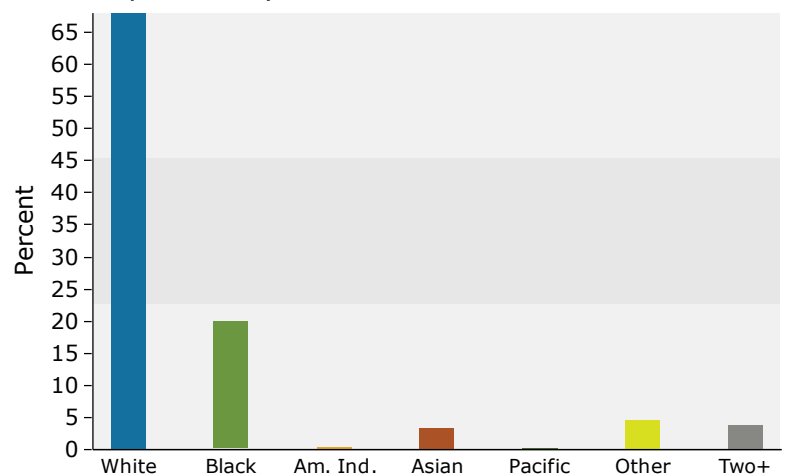
Population by Age



2021 Household Income



2021 Population by Race



2021 Percent Hispanic Origin: 35.1%