

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 28.1315/-82.367

18001 Highwoods Preserve Pkwy Tampa, FL 33647	3 mi radius		5 mi radius		10 mi radius	
Population						
Estimated Population (2024)	43,683		131,983		533,189	
Projected Population (2029)	46,526		143,717		588,307	
Census Population (2020)	43,163		127,381		501,828	
Census Population (2010)	34,901		102,157		422,209	
Projected Annual Growth (2024 to 2029)	2,843	1.3%	11,734	1.8%	55,117	2.1%
Historical Annual Growth (2020 to 2024)	520	0.3%	4,601	0.9%	31,361	1.6%
Historical Annual Growth (2010 to 2020)	8,262	5.9%	25,224	6.2%	79,619	4.7%
Estimated Population Density (2024)	1,545 psm		1,681 psm		1,698 psm	
Trade Area Size	28.3 sq mi		78.5 sq mi		314.0 sq mi	
Households						
Estimated Households (2024)	16,970		51,440		205,342	
Projected Households (2029)	17,998		55,792		225,602	
Census Households (2020)	16,188		48,400		189,716	
Census Households (2010)	13,193		39,541		162,886	
Estimated Households with Children (2024)	5,380	31.7%	15,332	29.8%	60,638	29.5%
Estimated Average Household Size (2024)	2.57		2.52		2.52	
Average Household Income						
Estimated Average Household Income (2024)	\$160,429		\$133,538		\$111,320	
Projected Average Household Income (2029)	\$158,263		\$128,637		\$105,743	
Estimated Average Family Income (2024)	\$217,670		\$174,071		\$140,441	
Median Household Income						
Estimated Median Household Income (2024)	\$120,685		\$99,587		\$83,742	
Projected Median Household Income (2029)	\$120,050		\$99,799		\$85,283	
Estimated Median Family Income (2024)	\$149,476		\$125,657		\$103,485	
Per Capita Income						
Estimated Per Capita Income (2024)	\$62,336		\$52,138		\$43,017	
Projected Per Capita Income (2029)	\$61,233		\$50,022		\$40,682	
Estimated Per Capita Income 5 Year Growth	-\$1,103	-1.8%	-\$2,116	-4.1%	-\$2,335	-5.4%
Estimated Average Household Net Worth (2024)	\$1,279,391		\$1,041,124		\$931,719	
Daytime Demos (2024)						
Total Businesses	2,681		7,412		29,366	
Total Employees	17,033		43,026		173,157	
Company Headquarter Businesses	35	1.3%	128	1.7%	569	1.9%
Company Headquarter Employees	3,330	19.6%	5,091	11.8%	14,548	8.4%
Employee Population per Business	6.4		5.8		5.9	
Residential Population per Business	16.3		17.8		18.2	

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Race & Ethnicity							
White (2024)	26,849	61.5%	86,655	65.7%	342,122	64.2%	
Black or African American (2024)	5,425	12.4%	15,070	11.4%	67,025	12.6%	
American Indian or Alaska Native (2024)	150	0.3%	404	0.3%	1,936	0.4%	
Asian (2024)	1,852	4.2%	4,830	3.7%	21,292	4.0%	
Hawaiian or Pacific Islander (2024)	30	-	117	-	399	-	
Other Race (2024)	2,493	5.7%	7,105	5.4%	33,749	6.3%	
Two or More Races (2024)	6,885	15.8%	17,801	13.5%	66,666	12.5%	
Not Hispanic or Latino Population (2024)	31,602	72.3%	100,187	75.9%	406,089	76.2%	
Hispanic or Latino Population (2024)	12,081	27.7%	31,796	24.1%	127,100	23.8%	
Not Hispanic or Latino Population (2029)	33,090	71.1%	106,127	73.8%	436,496	74.2%	
Hispanic or Latino Population (2029)	13,436	28.9%	37,590	26.2%	151,811	25.8%	
Not Hispanic or Latino Population (2020)	35,148	81.4%	101,204	79.4%	381,259	76.0%	
Hispanic or Latino Population (2020)	8,016	18.6%	26,177	20.6%	120,569	24.0%	
Not Hispanic or Latino Population (2010)	29,482	84.5%	84,853	83.1%	339,719	80.5%	
Hispanic or Latino Population (2010)	5,419	15.5%	17,304	16.9%	82,490	19.5%	
Projected Hispanic Annual Growth (2024 to 2029)	1,355	2.2%	5,794	3.6%	24,711	3.9%	
Historic Hispanic Annual Growth (2010 to 2024)	6,662	8.8%	14,492	6.0%	44,611	3.9%	
Age Distribution (2024)							
Age Under 5	2,452	5.6%	7,359	5.6%	29,061	5.5%	
Age 5 to 9 Years	3,078	7.0%	8,283	6.3%	31,708	5.9%	
Age 10 to 14 Years	2,852	6.5%	8,014	6.1%	31,459	5.9%	
Age 15 to 19 Years	2,554	5.8%	8,378	6.3%	36,721	6.9%	
Age 20 to 24 Years	2,564	5.9%	11,070	8.4%	39,915	7.5%	
Age 25 to 29 Years	2,846	6.5%	9,846	7.5%	36,181	6.8%	
Age 30 to 34 Years	3,117	7.1%	9,708	7.4%	38,264	7.2%	
Age 35 to 39 Years	3,358	7.7%	9,584	7.3%	37,424	7.0%	
Age 40 to 44 Years	3,355	7.7%	9,570	7.3%	37,019	6.9%	
Age 45 to 49 Years	3,044	7.0%	8,683	6.6%	33,711	6.3%	
Age 50 to 54 Years	2,934	6.7%	8,419	6.4%	34,369	6.4%	
Age 55 to 59 Years	2,883	6.6%	7,926	6.0%	32,480	6.1%	
Age 60 to 64 Years	2,512	5.8%	7,141	5.4%	31,535	5.9%	
Age 65 to 74 Years	3,757	8.6%	10,922	8.3%	49,375	9.3%	
Age 75 to 84 Years	1,836	4.2%	5,474	4.1%	25,736	4.8%	
Age 85 Years or Over	541	1.2%	1,604	1.2%	8,231	1.5%	
Median Age	37.8		36.3		37.7		
Gender Age Distribution (2024)							
Female Population	22,618	51.8%	66,912	50.7%	266,828	50.0%	
Age 0 to 19 Years	5,308	23.5%	15,291	22.9%	60,152	22.5%	
Age 20 to 64 Years	14,005	61.9%	41,920	62.6%	162,346	60.8%	
Age 65 Years or Over	3,305	14.6%	9,701	14.5%	44,331	16.6%	
Female Median Age	38.2		37.2		38.8		
Male Population	21,065	48.2%	65,071	49.3%	266,361	50.0%	
Age 0 to 19 Years	5,628	26.7%	16,744	25.7%	68,798	25.8%	
Age 20 to 64 Years	12,609	59.9%	40,027	61.5%	158,552	59.5%	
Age 65 Years or Over	2,829	13.4%	8,299	12.8%	39,011	14.6%	
Male Median Age	37.3		35.5		36.8		

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Household Income Distribution (2024)						
HH Income \$200,000 or More	3,626	21.4%	7,648	14.9%	24,298	11.8%
HH Income \$150,000 to \$199,999	1,929	11.4%	5,886	11.4%	18,563	9.0%
HH Income \$100,000 to \$149,999	3,693	21.8%	9,660	18.8%	31,922	15.5%
HH Income \$75,000 to \$99,999	2,419	14.3%	7,159	13.9%	26,863	13.1%
HH Income \$50,000 to \$74,999	2,290	13.5%	8,027	15.6%	32,836	16.0%
HH Income \$35,000 to \$49,999	1,015	6.0%	4,241	8.2%	21,577	10.5%
HH Income \$25,000 to \$34,999	832	4.9%	3,064	6.0%	16,197	7.9%
HH Income \$15,000 to \$24,999	390	2.3%	2,014	3.9%	12,838	6.3%
HH Income Under \$15,000	777	4.6%	3,739	7.3%	20,249	9.9%
HH Income \$35,000 or More	14,971	88.2%	42,622	82.9%	156,058	76.0%
HH Income \$75,000 or More	11,666	68.7%	30,354	59.0%	101,645	49.5%
Housing (2024)						
Total Housing Units	17,853		54,445		218,446	
Housing Units Occupied	16,970	95.1%	51,440	94.5%	205,342	94.0%
Housing Units Owner-Occupied	9,704	57.2%	26,402	51.3%	112,098	54.6%
Housing Units, Renter-Occupied	7,266	42.8%	25,037	48.7%	93,244	45.4%
Housing Units, Vacant	883	5.2%	3,005	5.8%	13,104	6.4%
Marital Status (2024)						
Never Married	9,847	27.9%	39,906	36.8%	167,757	38.0%
Currently Married	19,944	56.5%	51,667	47.7%	186,791	42.4%
Separated	1,375	3.9%	4,452	4.1%	19,697	4.5%
Widowed	1,186	3.4%	3,284	3.0%	20,449	4.6%
Divorced	2,949	8.4%	9,017	8.3%	46,267	10.5%
Household Type (2024)						
Population Family	33,985	77.8%	100,400	76.1%	408,418	76.6%
Population Non-Family	9,616	22.0%	29,125	22.1%	109,774	20.6%
Population Group Quarters	82	0.2%	2,458	1.9%	14,998	2.8%
Family Households	10,280	60.6%	30,942	60.2%	127,386	62.0%
Non-Family Households	6,690	39.4%	20,497	39.8%	77,956	38.0%
Married Couple with Children	4,100	20.6%	10,813	20.9%	38,120	20.4%
Average Family Household Size	3.3		3.2		3.2	
Household Size (2024)						
1 Person Households	5,571	32.8%	16,264	31.6%	64,081	31.2%
2 Person Households	5,936	35.0%	19,646	38.2%	81,056	39.5%
3 Person Households	2,224	13.1%	6,470	12.6%	26,866	13.1%
4 Person Households	2,106	12.4%	5,801	11.3%	20,108	9.8%
5 Person Households	746	4.4%	2,087	4.1%	8,217	4.0%
6 or More Person Households	387	2.3%	1,172	2.3%	5,014	2.4%
Household Vehicles (2024)						
Households with 0 Vehicles Available	485	2.9%	1,766	3.4%	14,220	6.9%
Households with 1 Vehicles Available	6,132	36.1%	19,577	38.1%	78,354	38.2%
Households with 2 or More Vehicles Available	10,353	61.0%	30,097	58.5%	112,768	54.9%
Total Vehicles Available	30,713		92,701		352,267	
Average Vehicles Per Household	1.8		1.8		1.7	

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Labor Force (2024)						
Estimated Labor Population Age 16 Years or Over	34,745		106,779		434,575	
Estimated Civilian Employed	24,015	69.1%	74,317	69.6%	282,332	65.0%
Estimated Civilian Unemployed	688	2.0%	2,220	2.1%	9,726	2.2%
Estimated in Armed Forces	47	0.1%	137	0.1%	645	0.1%
Estimated Not in Labor Force	9,994 28.8%		30,105 28.2%		141,872 32.6%	
Unemployment Rate	2.0%		2.1%		2.2%	
Occupation (2024)						
Occupation: Population Age 16 Years or Over	24,015		74,316		282,311	
Management, Business, Financial Operations	6,262	26.1%	15,518	20.9%	55,519	19.7%
Professional, Related Service	7,464	31.1%	22,440	30.2%	69,423	24.6%
Sales, Office	3,359	14.0%	11,536	15.5%	46,824	16.6%
Farming, Fishing, Forestry	4,619	19.2%	15,514	20.9%	61,706	21.9%
Construct, Extraction, Maintenance	53	0.2%	115	0.2%	828	0.3%
Production, Transport Material Moving	954	4.0%	3,799	5.1%	22,749	8.1%
White Collar Workers	1,304	5.4%	5,393	7.3%	25,264	8.9%
Blue Collar Workers	18,345	76.4%	53,472	72.0%	186,647	66.1%
	5,670	23.6%	20,844	28.0%	95,664	33.9%
Consumer Expenditure (2024)						
Total Household Expenditure	\$1.7 B		\$4.45 B		\$15.43 B	
Total Non-Retail Expenditure	\$902.83 M	53.2%	\$2.36 B	53.1%	\$8.19 B	53.1%
Total Retail Expenditure	\$794.75 M	46.8%	\$2.09 B	46.9%	\$7.24 B	46.9%
Apparel	\$61.36 M	3.6%	\$159.66 M	3.6%	\$549.36 M	3.6%
Contributions	\$60.28 M	3.6%	\$153.54 M	3.5%	\$525.24 M	3.4%
Education	\$59.41 M	3.5%	\$149.1 M	3.4%	\$499.53 M	3.2%
Entertainment	\$99.01 M	5.8%	\$256.95 M	5.8%	\$883.97 M	5.7%
Food and Beverages	\$244.82 M	14.4%	\$645.89 M	14.5%	\$2.25 B	14.6%
Furnishings and Equipment	\$61.16 M	3.6%	\$159.13 M	3.6%	\$547.98 M	3.6%
Gifts	\$46.68 M	2.7%	\$117.72 M	2.6%	\$400.08 M	2.6%
Health Care	\$136.85 M	8.1%	\$363.06 M	8.2%	\$1.28 B	8.3%
Household Operations	\$68.42 M	4.0%	\$177.63 M	4.0%	\$613.58 M	4.0%
Miscellaneous Expenses	\$32.4 M	1.9%	\$84.62 M	1.9%	\$293.34 M	1.9%
Personal Care	\$22.78 M	1.3%	\$59.72 M	1.3%	\$207.06 M	1.3%
Personal Insurance	\$12.9 M	0.8%	\$32.94 M	0.7%	\$112.25 M	0.7%
Reading	\$3.76 M	0.2%	\$9.8 M	0.2%	\$34.01 M	0.2%
Shelter	\$357.47 M	21.1%	\$939.53 M	21.1%	\$3.26 B	21.1%
Tobacco	\$8.61 M	0.5%	\$23.95 M	0.5%	\$87.26 M	0.6%
Transportation	\$305.49 M	18.0%	\$803.53 M	18.1%	\$2.79 B	18.0%
Utilities	\$116.18 M	6.8%	\$311.11 M	7.0%	\$1.1 B	7.1%
Educational Attainment (2024)						
Adult Population Age 25 Years or Over	30,183		88,878		364,325	
Elementary (Grade Level 0 to 8)	639	2.1%	1,994	2.2%	14,227	3.9%
Some High School (Grade Level 9 to 11)	483	1.6%	2,204	2.5%	19,319	5.3%
High School Graduate	3,795	12.6%	14,527	16.3%	89,336	24.5%
Some College	3,744	12.4%	13,329	15.0%	62,096	17.0%
Associate Degree Only	2,720	9.0%	8,933	10.1%	36,776	10.1%
Bachelor Degree Only	10,507	34.8%	27,460	30.9%	87,553	24.0%
Graduate Degree	8,294	27.5%	20,431	23.0%	55,018	15.1%

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Units In Structure (2024)							
1 Detached Unit		9,493	72.0%	25,924	65.6%	109,812	67.4%
1 Attached Unit		1,320	10.0%	4,448	11.2%	14,570	8.9%
2 to 4 Units		321	2.4%	2,926	7.4%	14,205	8.7%
5 to 9 Units		1,294	9.8%	4,340	11.0%	14,318	8.8%
10 to 19 Units		2,129	16.1%	5,876	14.9%	15,552	9.5%
20 to 49 Units		1,046	7.9%	3,232	8.2%	9,308	5.7%
50 or More Units		1,168	8.9%	3,740	9.5%	15,284	9.4%
Mobile Home or Trailer		177	1.3%	892	2.3%	11,849	7.3%
Other Structure		22	0.2%	62	0.2%	445	0.3%
Homes Built By Year (2024)							
Homes Built 2010 or later		3,838	29.1%	9,976	25.2%	33,949	20.8%
Homes Built 2000 to 2009		5,110	38.7%	15,214	38.5%	41,476	25.5%
Homes Built 1990 to 1999		5,157	39.1%	11,085	28.0%	30,043	18.4%
Homes Built 1980 to 1989		1,908	14.5%	8,676	21.9%	41,021	25.2%
Homes Built 1970 to 1979		425	3.2%	3,623	9.2%	27,913	17.1%
Homes Built 1960 to 1969		210	1.6%	1,422	3.6%	13,452	8.3%
Homes Built 1950 to 1959		167	1.3%	821	2.1%	11,408	7.0%
Homes Built Before 1949		156	1.2%	624	1.6%	6,080	3.7%
Home Values (2024)							
Home Values \$1,000,000 or More		247	2.5%	742	2.8%	3,318	3.0%
Home Values \$500,000 to \$999,999		2,810	29.0%	7,051	26.7%	25,034	22.3%
Home Values \$400,000 to \$499,999		2,271	23.4%	5,062	19.2%	19,383	17.3%
Home Values \$300,000 to \$399,999		2,244	23.1%	6,208	23.5%	25,860	23.1%
Home Values \$200,000 to \$299,999		1,312	13.5%	4,546	17.2%	20,726	18.5%
Home Values \$150,000 to \$199,999		397	4.1%	1,179	4.5%	6,018	5.4%
Home Values \$100,000 to \$149,999		150	1.5%	603	2.3%	3,654	3.3%
Home Values \$70,000 to \$99,999		62	0.6%	285	1.1%	2,374	2.1%
Home Values \$50,000 to \$69,999		23	0.2%	98	0.4%	1,059	0.9%
Home Values \$25,000 to \$49,999		111	1.1%	302	1.1%	2,354	2.1%
Home Values Under \$25,000		77	0.8%	326	1.2%	2,318	2.1%
Owner-Occupied Median Home Value		\$432,576		\$410,368		\$374,180	
Renter-Occupied Median Rent		\$1,582		\$1,456		\$1,332	
Transportation To Work (2024)							
Drive to Work Alone		14,223	59.2%	46,077	62.0%	181,929	64.4%
Drive to Work in Carpool		1,874	7.8%	5,913	8.0%	25,113	8.9%
Travel to Work by Public Transportation		164	0.7%	457	0.6%	2,319	0.8%
Drive to Work on Motorcycle		15	-	40	-	203	-
Walk or Bicycle to Work		368	1.5%	1,051	1.4%	4,115	1.5%
Other Means		240	1.0%	785	1.1%	3,284	1.2%
Work at Home		7,130	29.7%	19,992	26.9%	65,348	23.1%
Travel Time (2024)							
Travel to Work in 14 Minutes or Less		2,023	8.4%	8,423	11.3%	36,799	13.0%
Travel to Work in 15 to 29 Minutes		6,267	26.1%	20,311	27.3%	77,638	27.5%
Travel to Work in 30 to 59 Minutes		6,996	29.1%	20,142	27.1%	81,720	28.9%
Travel to Work in 60 Minutes or More		1,601	6.7%	5,448	7.3%	20,806	7.4%
Average Minutes Travel to Work		29.2		27.3		27.1	

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