

Expanded Profile

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



Lat/Lon: 28.1312/-82.3659

18001 Highwoods Preserve Pkwy		3 mi radius		5 mi radius		10 mi radius	
Tampa, FL 33647							
Population							
Estimated Population (2024)	45,490		131,371		532,416		
Projected Population (2029)	48,394		143,117		587,530		
Census Population (2020)	44,751		126,836		501,286		
Census Population (2010)	36,552		101,577		421,569		
Projected Annual Growth (2024 to 2029)	2,903	1.3%	11,746	1.8%	55,114	2.1%	
Historical Annual Growth (2020 to 2024)	740	0.4%	4,535	0.9%	31,129	1.6%	
Historical Annual Growth (2010 to 2020)	8,198	5.6%	25,259	6.2%	79,718	4.7%	
Estimated Population Density (2024)	1,609	psm	1,673	psm	1,695	psm	
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi	
Households							
Estimated Households (2024)	17,720		51,149		204,932		
Projected Households (2029)	18,775		55,503		225,180		
Census Households (2020)	16,892		48,133		189,442		
Census Households (2010)	13,913		39,267		162,587		
Estimated Households with Children (2024)	5,782	32.6%	16,014	31.3%	62,930	30.7%	
Estimated Average Household Size (2024)	2.56		2.52		2.52		
Average Household Income							
Estimated Average Household Income (2024)	\$157,665		\$132,116		\$111,017		
Projected Average Household Income (2029)	\$166,985		\$138,554		\$116,537		
Estimated Average Family Income (2024)	\$192,992		\$162,900		\$134,102		
Median Household Income							
Estimated Median Household Income (2024)	\$119,904		\$100,440		\$84,083		
Projected Median Household Income (2029)	\$120,888		\$101,947		\$86,723		
Estimated Median Family Income (2024)	\$149,485		\$126,549		\$104,005		
Per Capita Income							
Estimated Per Capita Income (2024)	\$61,426		\$51,531		\$42,878		
Projected Per Capita Income (2029)	\$64,797		\$53,818		\$44,797		
Estimated Per Capita Income 5 Year Growth	\$3,370	5.5%	\$2,286	4.4%	\$1,919	4.5%	
Estimated Average Household Net Worth (2024)	\$1,243,611		\$1,044,881		\$932,202		
Daytime Demos (2024)							
Total Businesses	2,720		7,372		29,334		
Total Employees	17,153		42,882		173,061		
Company Headquarter Businesses	35	1.3%	127	1.7%	568	1.9%	
Company Headquarter Employees	3,332	19.4%	5,085	11.9%	14,554	8.4%	
Employee Population per Business	6.3		5.8		5.9		
Residential Population per Business	16.7		17.8		18.2		

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Race & Ethnicity

White (2024)	23,118	50.8%	68,756	52.3%	281,527	52.9%
Black or African American (2024)	7,674	16.9%	22,905	17.4%	108,569	20.4%
American Indian or Alaska Native (2024)	115	0.3%	355	0.3%	2,052	0.4%
Asian (2024)	7,022	15.4%	16,385	12.5%	34,435	6.5%
Hawaiian or Pacific Islander (2024)	27	-	104	-	409	-
Other Race (2024)	2,036	4.5%	6,706	5.1%	36,938	6.9%
Two or More Races (2024)	5,498	12.1%	16,159	12.3%	68,486	12.9%
Not Hispanic or Latino Population (2024)	36,028	79.2%	102,821	78.3%	399,293	75.0%
Hispanic or Latino Population (2024)	9,462	20.8%	28,550	21.7%	133,122	25.0%
Not Hispanic or Latino Population (2029)	37,322	77.1%	109,780	76.7%	434,601	74.0%
Hispanic or Latino Population (2029)	11,072	22.9%	33,337	23.3%	152,929	26.0%
Not Hispanic or Latino Population (2020)	36,413	81.4%	100,795	79.5%	381,110	76.0%
Hispanic or Latino Population (2020)	8,338	18.6%	26,041	20.5%	120,177	24.0%
Not Hispanic or Latino Population (2010)	30,778	84.2%	84,375	83.1%	339,477	80.5%
Hispanic or Latino Population (2010)	5,774	15.8%	17,202	16.9%	82,092	19.5%
Projected Hispanic Annual Growth (2024 to 2029)	1,610	3.4%	4,787	3.4%	19,806	3.0%
Historic Hispanic Annual Growth (2010 to 2024)	3,688	4.6%	11,348	4.7%	51,031	4.4%

Age Distribution (2024)

Age Under 5	2,667	5.9%	7,424	5.7%	29,990	5.6%
Age 5 to 9 Years	3,266	7.2%	8,440	6.4%	32,948	6.2%
Age 10 to 14 Years	2,958	6.5%	8,212	6.3%	33,064	6.2%
Age 15 to 19 Years	2,687	5.9%	8,735	6.6%	38,552	7.2%
Age 20 to 24 Years	2,599	5.7%	11,234	8.6%	40,959	7.7%
Age 25 to 29 Years	2,994	6.6%	10,024	7.6%	36,700	6.9%
Age 30 to 34 Years	3,318	7.3%	9,979	7.6%	39,066	7.3%
Age 35 to 39 Years	3,672	8.1%	9,943	7.6%	38,200	7.2%
Age 40 to 44 Years	3,637	8.0%	9,882	7.5%	37,746	7.1%
Age 45 to 49 Years	3,256	7.2%	8,907	6.8%	34,109	6.4%
Age 50 to 54 Years	3,042	6.7%	8,326	6.3%	33,847	6.4%
Age 55 to 59 Years	2,937	6.5%	7,606	5.8%	31,474	5.9%
Age 60 to 64 Years	2,514	5.5%	6,696	5.1%	30,004	5.6%
Age 65 to 74 Years	3,711	8.2%	9,894	7.5%	45,580	8.6%
Age 75 to 84 Years	1,740	3.8%	4,709	3.6%	22,834	4.3%
Age 85 Years or Over	493	1.1%	1,361	1.0%	7,344	1.4%
Median Age	37.8		35.7		37.0	

Gender Age Distribution (2024)

Female Population	23,505	51.7%	66,586	50.7%	266,257	50.0%
Age 0 to 19 Years	5,611	23.9%	15,691	23.6%	62,961	23.6%
Age 20 to 64 Years	14,685	62.5%	42,294	63.5%	163,055	61.2%
Age 65 Years or Over	3,209	13.7%	8,601	12.9%	40,241	15.1%
Female Median Age	38.3		36.7		38.0	
Male Population	21,985	48.3%	64,784	49.3%	266,159	50.0%
Age 0 to 19 Years	5,966	27.1%	17,119	26.4%	71,592	26.9%
Age 20 to 64 Years	13,284	60.4%	40,303	62.2%	159,049	59.8%
Age 65 Years or Over	2,735	12.4%	7,363	11.4%	35,518	13.3%
Male Median Age	37.3		34.8		36.0	

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Household Income Distribution (2024)

HH Income \$200,000 or More	3,674	20.7%	7,735	15.1%	24,592	12.0%
HH Income \$150,000 to \$199,999	2,015	11.4%	5,897	11.5%	18,563	9.1%
HH Income \$100,000 to \$149,999	3,921	22.1%	9,630	18.8%	31,865	15.5%
HH Income \$75,000 to \$99,999	2,486	14.0%	7,084	13.8%	26,659	13.0%
HH Income \$50,000 to \$74,999	2,444	13.8%	7,887	15.4%	32,642	15.9%
HH Income \$35,000 to \$49,999	1,133	6.4%	4,173	8.2%	21,486	10.5%
HH Income \$25,000 to \$34,999	831	4.7%	3,037	5.9%	16,116	7.9%
HH Income \$15,000 to \$24,999	399	2.3%	1,988	3.9%	12,762	6.2%
HH Income Under \$15,000	817	4.6%	3,718	7.3%	20,247	9.9%
HH Income \$35,000 or More	15,673	88.4%	42,406	82.9%	155,808	76.0%
HH Income \$75,000 or More	12,096	68.3%	30,346	59.3%	101,679	49.6%

Housing (2024)

Total Housing Units	18,649		54,137		218,019	
Housing Units Occupied	17,720	95.0%	51,149	94.5%	204,932	94.0%
Housing Units Owner-Occupied	9,850	55.6%	26,317	51.5%	111,973	54.6%
Housing Units, Renter-Occupied	7,870	44.4%	24,833	48.5%	92,960	45.4%
Housing Units, Vacant	929	5.2%	2,988	5.8%	13,087	6.4%

Marital Status (2024)

Never Married	10,225	27.9%	39,779	37.1%	166,492	38.2%
Currently Married	20,655	56.4%	50,912	47.5%	184,236	42.2%
Separated	1,454	4.0%	4,383	4.1%	19,453	4.5%
Widowed	1,233	3.4%	3,302	3.1%	20,426	4.7%
Divorced	3,033	8.3%	8,920	8.3%	45,807	10.5%

Household Type (2024)

Population Family	35,440	77.9%	100,227	76.3%	408,184	76.7%
Population Non-Family	9,968	21.9%	28,686	21.8%	109,229	20.5%
Population Group Quarters	82	0.2%	2,458	1.9%	15,003	2.8%
Family Households	10,776	60.8%	30,929	60.5%	127,349	62.1%
Non-Family Households	6,943	39.2%	20,221	39.5%	77,583	37.9%
Married Couple with Children	4,394	21.3%	11,385	22.4%	39,802	21.6%
Average Family Household Size	3.3		3.2		3.2	

Household Size (2024)

1 Person Households	5,776	32.6%	15,978	31.2%	63,738	31.1%
2 Person Households	6,318	35.7%	19,646	38.4%	81,093	39.6%
3 Person Households	2,298	13.0%	6,476	12.7%	26,828	13.1%
4 Person Households	2,173	12.3%	5,803	11.3%	20,062	9.8%
5 Person Households	759	4.3%	2,086	4.1%	8,212	4.0%
6 or More Person Households	396	2.2%	1,160	2.3%	4,999	2.4%

Household Vehicles (2024)

Households with 0 Vehicles Available	489	2.8%	1,750	3.4%	14,196	6.9%
Households with 1 Vehicles Available	6,517	36.8%	19,455	38.0%	78,188	38.2%
Households with 2 or More Vehicles Available	10,714	60.5%	29,944	58.5%	112,549	54.9%
Total Vehicles Available	31,935		92,159		351,677	
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	36,009		105,669		429,597	
Estimated Civilian Employed	25,068	69.6%	73,700	69.7%	279,677	65.1%
Estimated Civilian Unemployed	708	2.0%	2,198	2.1%	9,624	2.2%
Estimated in Armed Forces	49	0.1%	138	0.1%	665	0.2%
Estimated Not in Labor Force	10,185	28.3%	29,632	28.0%	139,631	32.5%
Unemployment Rate	2.0%		2.1%		2.2%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	25,259		74,034		281,888	
Management, Business, Financial Operations	6,376	25.2%	15,508	20.9%	55,416	19.7%
Professional, Related Service	8,076	32.0%	22,354	30.2%	69,380	24.6%
Sales, Office	3,431	13.6%	11,453	15.5%	46,717	16.6%
Farming, Fishing, Forestry	4,953	19.6%	15,473	20.9%	61,512	21.8%
Construct, Extraction, Maintenance	55	0.2%	115	0.2%	830	0.3%
Production, Transport Material Moving	1,017	4.0%	3,753	5.1%	22,753	8.1%
White Collar Workers	1,351	5.3%	5,379	7.3%	25,280	9.0%
Blue Collar Workers	19,404	76.8%	53,335	72.0%	186,308	66.1%
	5,854	23.2%	20,699	28.0%	95,579	33.9%

Consumer Expenditure (2024)

Total Household Expenditure	\$1.76 B		\$4.43 B		\$15.4 B	
Total Non-Retail Expenditure	\$935.87 M	53.2%	\$2.35 B	53.1%	\$8.17 B	53.1%
Total Retail Expenditure	\$824.54 M	46.8%	\$2.08 B	46.9%	\$7.23 B	46.9%
Apparel	\$63.57 M	3.6%	\$159.11 M	3.6%	\$548.1 M	3.6%
Contributions	\$62.25 M	3.5%	\$153.03 M	3.5%	\$524 M	3.4%
Education	\$61.21 M	3.5%	\$148.66 M	3.4%	\$498.38 M	3.2%
Entertainment	\$102.54 M	5.8%	\$256.08 M	5.8%	\$881.94 M	5.7%
Food and Beverages	\$254.14 M	14.4%	\$643.53 M	14.5%	\$2.24 B	14.6%
Furnishings and Equipment	\$63.38 M	3.6%	\$158.59 M	3.6%	\$546.72 M	3.6%
Gifts	\$48.22 M	2.7%	\$117.33 M	2.6%	\$399.16 M	2.6%
Health Care	\$142.12 M	8.1%	\$361.7 M	8.2%	\$1.28 B	8.3%
Household Operations	\$70.84 M	4.0%	\$177.01 M	4.0%	\$612.16 M	4.0%
Miscellaneous Expenses	\$33.58 M	1.9%	\$84.32 M	1.9%	\$292.66 M	1.9%
Personal Care	\$23.63 M	1.3%	\$59.5 M	1.3%	\$206.59 M	1.3%
Personal Insurance	\$13.33 M	0.8%	\$32.84 M	0.7%	\$111.99 M	0.7%
Reading	\$3.89 M	0.2%	\$9.76 M	0.2%	\$33.93 M	0.2%
Shelter	\$370.82 M	21.1%	\$936.05 M	21.1%	\$3.25 B	21.1%
Tobacco	\$8.99 M	0.5%	\$23.84 M	0.5%	\$87.05 M	0.6%
Transportation	\$317.1 M	18.0%	\$800.65 M	18.1%	\$2.78 B	18.0%
Utilities	\$120.77 M	6.9%	\$309.89 M	7.0%	\$1.1 B	7.1%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	31,314		87,327		356,904	
Elementary (Grade Level 0 to 8)	664	2.1%	2,001	2.3%	13,918	3.9%
Some High School (Grade Level 9 to 11)	540	1.7%	2,199	2.5%	18,728	5.2%
High School Graduate	4,104	13.1%	14,322	16.4%	86,749	24.3%
Some College	3,974	12.7%	13,038	14.9%	60,928	17.1%
Associate Degree Only	2,822	9.0%	8,826	10.1%	36,068	10.1%
Bachelor Degree Only	10,891	34.8%	26,977	30.9%	86,245	24.2%
Graduate Degree	8,319	26.6%	19,963	22.9%	54,268	15.2%

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Units In Structure (2024)

1 Detached Unit	9,634	69.2%	25,814	65.7%	109,727	67.5%
1 Attached Unit	1,337	9.6%	4,454	11.3%	14,537	8.9%
2 to 4 Units	352	2.5%	2,895	7.4%	14,156	8.7%
5 to 9 Units	1,352	9.7%	4,320	11.0%	14,252	8.8%
10 to 19 Units	2,452	17.6%	5,797	14.8%	15,449	9.5%
20 to 49 Units	1,165	8.4%	3,213	8.2%	9,317	5.7%
50 or More Units	1,227	8.8%	3,723	9.5%	15,142	9.3%
Mobile Home or Trailer	179	1.3%	872	2.2%	11,906	7.3%
Other Structure	22	0.2%	62	0.2%	446	0.3%

Homes Built By Year (2024)

Homes Built 2010 or later	3,932	28.3%	9,980	25.4%	33,951	20.9%
Homes Built 2000 to 2009	5,409	38.9%	15,200	38.7%	41,425	25.5%
Homes Built 1990 to 1999	5,413	38.9%	11,040	28.1%	30,011	18.5%
Homes Built 1980 to 1989	1,969	14.2%	8,512	21.7%	40,848	25.1%
Homes Built 1970 to 1979	448	3.2%	3,589	9.1%	27,766	17.1%
Homes Built 1960 to 1969	214	1.5%	1,403	3.6%	13,468	8.3%
Homes Built 1950 to 1959	173	1.2%	814	2.1%	11,393	7.0%
Homes Built Before 1949	162	1.2%	612	1.6%	6,069	3.7%

Home Values (2024)

Home Values \$1,000,000 or More	251	2.5%	739	2.8%	3,312	3.0%
Home Values \$500,000 to \$999,999	2,813	28.6%	7,031	26.7%	24,974	22.3%
Home Values \$400,000 to \$499,999	2,351	23.9%	5,046	19.2%	19,348	17.3%
Home Values \$300,000 to \$399,999	2,282	23.2%	6,197	23.5%	25,829	23.1%
Home Values \$200,000 to \$299,999	1,327	13.5%	4,525	17.2%	20,717	18.5%
Home Values \$150,000 to \$199,999	399	4.1%	1,175	4.5%	6,015	5.4%
Home Values \$100,000 to \$149,999	153	1.6%	595	2.3%	3,659	3.3%
Home Values \$70,000 to \$99,999	62	0.6%	285	1.1%	2,386	2.1%
Home Values \$50,000 to \$69,999	23	0.2%	98	0.4%	1,060	0.9%
Home Values \$25,000 to \$49,999	112	1.1%	300	1.1%	2,350	2.1%
Home Values Under \$25,000	77	0.8%	325	1.2%	2,322	2.1%
Owner-Occupied Median Home Value	\$432,144		\$410,553		\$373,986	
Renter-Occupied Median Rent	\$1,565		\$1,456		\$1,332	

Transportation To Work (2024)

Drive to Work Alone	14,890	58.9%	45,834	61.9%	181,648	64.4%
Drive to Work in Carpool	1,968	7.8%	5,890	8.0%	25,098	8.9%
Travel to Work by Public Transportation	173	0.7%	456	0.6%	2,316	0.8%
Drive to Work on Motorcycle	15	-	40	-	203	-
Walk or Bicycle to Work	409	1.6%	1,045	1.4%	4,119	1.5%
Other Means	261	1.0%	784	1.1%	3,286	1.2%
Work at Home	7,543	29.9%	19,985	27.0%	65,217	23.1%

Travel Time (2024)

Travel to Work in 14 Minutes or Less	2,181	8.6%	8,408	11.4%	36,776	13.0%
Travel to Work in 15 to 29 Minutes	6,614	26.2%	20,140	27.2%	77,454	27.5%
Travel to Work in 30 to 59 Minutes	7,255	28.7%	20,077	27.1%	81,659	29.0%
Travel to Work in 60 Minutes or More	1,665	6.6%	5,425	7.3%	20,780	7.4%
Average Minutes Travel to Work	28.9		27.3		27.1	