

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 28.0566/-82.434

Rithm Tampa, FL 33612	1 mi radius		3 mi radius		5 mi radius		7 mi radius	
Population								
Estimated Population (2023)	21,083		148,430		297,453		475,325	
Projected Population (2028)	21,658		160,295		326,193		522,738	
Census Population (2020)	20,949		143,805		286,758		457,572	
Census Population (2010)	17,784		127,355		257,991		415,416	
Projected Annual Growth (2023 to 2028)	575	0.5%	11,865	1.6%	28,740	1.9%	47,413	2.0%
Historical Annual Growth (2020 to 2023)	134	0.2%	4,626	1.1%	10,695	1.2%	17,753	1.3%
Historical Annual Growth (2010 to 2020)	3,165	5.9%	16,449	4.3%	28,767	3.7%	42,156	3.4%
Estimated Population Density (2023)	6,714 psm		5,252 psm		3,789 psm		3,089 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi		153.9 sq mi	
Households								
Estimated Households (2023)	8,415		58,082		118,842		188,317	
Projected Households (2028)	8,865		64,591		134,031		212,798	
Census Households (2020)	8,342		55,810		113,665		179,900	
Census Households (2010)	7,160		51,069		103,997		165,073	
Estimated Households with Children (2023)	2,799	33.3%	16,015	27.6%	33,782	28.4%	55,966	29.7%
Estimated Average Household Size (2023)	2.45		2.36		2.40		2.44	
Average Household Income								
Estimated Average Household Income (2023)	\$44,450		\$59,638		\$80,088		\$85,839	
Projected Average Household Income (2028)	\$45,105		\$57,031		\$75,511		\$80,759	
Estimated Average Family Income (2023)	\$41,425		\$69,260		\$97,518		\$103,263	
Median Household Income								
Estimated Median Household Income (2023)	\$37,608		\$46,762		\$60,482		\$63,645	
Projected Median Household Income (2028)	\$39,106		\$48,750		\$62,155		\$65,069	
Estimated Median Family Income (2023)	\$45,453		\$65,450		\$81,308		\$84,037	
Per Capita Income								
Estimated Per Capita Income (2023)	\$17,899		\$23,672		\$32,196		\$34,183	
Projected Per Capita Income (2028)	\$18,616		\$23,291		\$31,208		\$33,035	
Estimated Per Capita Income 5 Year Growth	\$717	4.0%	-\$381	-1.6%	-\$988	-3.1%	-\$1,148	-3.4%
Estimated Average Household Net Worth (2023)	\$243,647		\$277,099		\$376,207		\$404,876	
Daytime Demos (2023)								
Total Businesses	947		6,760		18,146		31,878	
Total Employees	10,930		45,600		108,758		215,508	
Company Headquarter Businesses	16	1.7%	138	2.0%	384	2.1%	735	2.3%
Company Headquarter Employees	283	2.6%	3,453	7.6%	9,252	8.5%	29,538	13.7%
Employee Population per Business	11.5		6.7		6.0		6.8	
Residential Population per Business	22.3		22.0		16.4		14.9	

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Race & Ethnicity								
White (2023)	6,071	28.8%	56,523	38.1%	126,180	42.4%	206,838	43.5%
Black or African American (2023)	8,211	38.9%	42,498	28.6%	81,182	27.3%	122,089	25.7%
American Indian or Alaska Native (2023)	170	0.8%	825	0.6%	1,366	0.5%	1,976	0.4%
Asian (2023)	743	3.5%	14,581	9.8%	21,338	7.2%	29,108	6.1%
Hawaiian or Pacific Islander (2023)	32	0.2%	149	0.1%	232	-	332	-
Other Race (2023)	3,066	14.5%	14,940	10.1%	25,545	8.6%	40,536	8.5%
Two or More Races (2023)	2,790	13.2%	18,914	12.7%	41,610	14.0%	74,446	15.7%
Not Hispanic or Latino Population (2023)	13,564	64.3%	103,937	70.0%	209,893	70.6%	324,727	68.3%
Hispanic or Latino Population (2023)	7,519	35.7%	44,493	30.0%	87,560	29.4%	150,598	31.7%
Not Hispanic or Latino Population (2028)	13,889	64.1%	111,729	69.7%	229,913	70.5%	356,420	68.2%
Hispanic or Latino Population (2028)	7,769	35.9%	48,567	30.3%	96,280	29.5%	166,318	31.8%
Not Hispanic or Latino Population (2020)	12,923	61.7%	98,856	68.7%	200,105	69.8%	308,057	67.3%
Hispanic or Latino Population (2020)	8,025	38.3%	44,949	31.3%	86,653	30.2%	149,515	32.7%
Not Hispanic or Latino Population (2010)	12,218	68.7%	95,690	75.1%	195,968	76.0%	301,324	72.5%
Hispanic or Latino Population (2010)	5,566	31.3%	31,665	24.9%	62,023	24.0%	114,092	27.5%
Projected Hispanic Annual Growth (2023 to 2028)	250	0.7%	4,073	1.8%	8,720	2.0%	15,720	2.1%
Historic Hispanic Annual Growth (2010 to 2023)	1,953	2.7%	12,828	3.1%	25,537	3.2%	36,506	2.5%
Age Distribution (2023)								
Age Under 5	1,772	8.4%	8,920	6.0%	17,304	5.8%	27,374	5.8%
Age 5 to 9 Years	1,568	7.4%	8,535	5.7%	17,206	5.8%	27,643	5.8%
Age 10 to 14 Years	1,432	6.8%	8,580	5.8%	17,916	6.0%	29,025	6.1%
Age 15 to 19 Years	1,226	5.8%	14,057	9.5%	22,665	7.6%	33,098	7.0%
Age 20 to 24 Years	1,655	7.8%	16,807	11.3%	26,582	8.9%	37,137	7.8%
Age 25 to 29 Years	1,876	8.9%	12,167	8.2%	23,195	7.8%	35,768	7.5%
Age 30 to 34 Years	1,670	7.9%	10,993	7.4%	22,319	7.5%	35,327	7.4%
Age 35 to 39 Years	1,377	6.5%	9,299	6.3%	19,471	6.5%	32,091	6.8%
Age 40 to 44 Years	1,271	6.0%	8,522	5.7%	18,244	6.1%	30,507	6.4%
Age 45 to 49 Years	1,217	5.8%	8,151	5.5%	17,758	6.0%	30,108	6.3%
Age 50 to 54 Years	1,223	5.8%	8,647	5.8%	19,044	6.4%	31,297	6.6%
Age 55 to 59 Years	1,172	5.6%	8,513	5.7%	19,027	6.4%	31,461	6.6%
Age 60 to 64 Years	930	4.4%	7,460	5.0%	16,718	5.6%	27,594	5.8%
Age 65 to 74 Years	1,265	6.0%	10,414	7.0%	24,055	8.1%	40,216	8.5%
Age 75 to 84 Years	820	3.9%	5,097	3.4%	11,529	3.9%	19,459	4.1%
Age 85 Years or Over	609	2.9%	2,269	1.5%	4,421	1.5%	7,220	1.5%
Median Age	32.9		33.2		35.6		36.8	
Gender Age Distribution (2023)								
Female Population	10,782	51.1%	75,576	50.9%	152,191	51.2%	242,859	51.1%
Age 0 to 19 Years	2,895	26.8%	19,958	26.4%	36,989	24.3%	57,357	23.6%
Age 20 to 64 Years	6,261	58.1%	45,392	60.1%	92,418	60.7%	147,509	60.7%
Age 65 Years or Over	1,626	15.1%	10,226	13.5%	22,783	15.0%	37,993	15.6%
Female Median Age	34.5		34.0		36.6		37.8	
Male Population	10,301	48.9%	72,854	49.1%	145,262	48.8%	232,466	48.9%
Age 0 to 19 Years	3,104	30.1%	20,133	27.6%	38,101	26.2%	59,783	25.7%
Age 20 to 64 Years	6,130	59.5%	45,167	62.0%	89,940	61.9%	143,781	61.9%
Age 65 Years or Over	1,067	10.4%	7,554	10.4%	17,221	11.9%	28,902	12.4%
Male Median Age	31.5		32.5		34.7		35.7	

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Household Income Distribution (2023)								
HH Income \$200,000 or More	315	3.7%	2,446	4.2%	8,566	7.2%	15,142	8.0%
HH Income \$150,000 to \$199,999	166	2.0%	2,278	3.9%	6,424	5.4%	11,468	6.1%
HH Income \$100,000 to \$149,999	450	5.3%	5,714	9.8%	14,283	12.0%	23,917	12.7%
HH Income \$75,000 to \$99,999	840	10.0%	5,806	10.0%	13,243	11.1%	21,215	11.3%
HH Income \$50,000 to \$74,999	1,372	16.3%	9,707	16.7%	20,515	17.3%	32,769	17.4%
HH Income \$35,000 to \$49,999	1,104	13.1%	8,074	13.9%	15,578	13.1%	23,233	12.3%
HH Income \$25,000 to \$34,999	1,191	14.2%	6,950	12.0%	12,116	10.2%	18,168	9.6%
HH Income \$15,000 to \$24,999	1,066	12.7%	6,406	11.0%	11,025	9.3%	16,715	8.9%
HH Income Under \$15,000	1,910	22.7%	10,700	18.4%	17,092	14.4%	25,689	13.6%
HH Income \$35,000 or More	4,248	50.5%	34,024	58.6%	78,609	66.1%	127,745	67.8%
HH Income \$75,000 or More	1,772	21.1%	16,244	28.0%	42,516	35.8%	71,743	38.1%
Housing (2023)								
Total Housing Units	9,534		65,017		132,102		208,043	
Housing Units Occupied	8,415	88.3%	58,082	89.3%	118,842	90.0%	188,317	90.5%
Housing Units Owner-Occupied	1,708	20.3%	20,516	35.3%	57,359	48.3%	96,656	51.3%
Housing Units, Renter-Occupied	6,706	79.7%	37,566	64.7%	61,482	51.7%	91,660	48.7%
Housing Units, Vacant	1,119	13.3%	6,936	11.9%	13,260	11.2%	19,726	10.5%
Marital Status (2023)								
Never Married	8,608	52.8%	64,685	52.8%	112,373	45.9%	166,146	42.5%
Currently Married	3,313	20.3%	29,741	24.3%	76,661	31.3%	132,722	33.9%
Separated	1,503	9.2%	7,444	6.1%	14,030	5.7%	23,690	6.1%
Widowed	989	6.1%	6,072	5.0%	12,095	4.9%	19,826	5.1%
Divorced	1,898	11.6%	14,454	11.8%	29,869	12.2%	48,899	12.5%
Household Type (2023)								
Population Family	15,786	74.9%	96,419	65.0%	212,089	71.3%	353,886	74.5%
Population Non-Family	4,828	22.9%	40,656	27.4%	72,539	24.4%	106,193	22.3%
Population Group Quarters	468	2.2%	11,356	7.7%	12,825	4.3%	15,247	3.2%
Family Households	4,568	54.3%	29,640	51.0%	66,809	56.2%	110,851	58.9%
Non-Family Households	3,846	45.7%	28,442	49.0%	52,032	43.8%	77,465	41.1%
Married Couple with Children	910	27.5%	6,715	22.6%	16,399	21.4%	27,888	21.0%
Average Family Household Size	3.5		3.3		3.2		3.2	
Household Size (2023)								
1 Person Households	3,118	37.1%	20,423	35.2%	38,388	32.3%	58,294	31.0%
2 Person Households	2,095	24.9%	17,596	30.3%	39,138	32.9%	62,253	33.1%
3 Person Households	1,352	16.1%	9,096	15.7%	18,945	15.9%	30,802	16.4%
4 Person Households	940	11.2%	6,209	10.7%	12,966	10.9%	21,319	11.3%
5 Person Households	548	6.5%	2,889	5.0%	5,837	4.9%	9,694	5.1%
6 or More Person Households	362	4.3%	1,869	3.2%	3,567	3.0%	5,955	3.2%
Household Vehicles (2023)								
Households with 0 Vehicles Available	2,051	24.4%	8,231	14.2%	12,112	10.2%	17,670	9.4%
Households with 1 Vehicles Available	4,094	48.6%	27,432	47.2%	51,829	43.6%	79,957	42.5%
Households with 2 or More Vehicles Available	2,270	27.0%	22,419	38.6%	54,901	46.2%	90,689	48.2%
Total Vehicles Available	9,642		81,730		183,674		296,271	
Average Vehicles Per Household	1.1		1.4		1.5		1.6	

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Labor Force (2023)								
Estimated Labor Population Age 16 Years or Over	16,040		120,700		241,456		385,374	
Estimated Civilian Employed	9,411	58.7%	76,439	63.3%	160,412	66.4%	257,055	66.7%
Estimated Civilian Unemployed	412	2.6%	2,787	2.3%	4,809	2.0%	8,001	2.1%
Estimated in Armed Forces	39	0.2%	127	0.1%	360	0.1%	816	0.2%
Estimated Not in Labor Force	6,178 38.5%		41,347 34.3%		75,875 31.4%		119,501 31.0%	
Unemployment Rate	2.6%		2.3%		2.0%		2.1%	
Occupation (2023)								
Occupation: Population Age 16 Years or Over	9,407		76,425		160,398		257,034	
Management, Business, Financial Operations	1,005	10.7%	10,192	13.3%	24,860	15.5%	41,457	16.1%
Professional, Related	1,429	15.2%	15,568	20.4%	36,167	22.5%	56,788	22.1%
Service	2,280	24.2%	15,593	20.4%	29,176	18.2%	45,667	17.8%
Sales, Office	2,092	22.2%	17,065	22.3%	35,304	22.0%	57,313	22.3%
Farming, Fishing, Forestry	24	0.3%	336	0.4%	594	0.4%	1,058	0.4%
Construct, Extraction, Maintenance	1,319	14.0%	8,117	10.6%	14,732	9.2%	23,557	9.2%
Production, Transport Material Moving	1,258	13.4%	9,553	12.5%	19,564	12.2%	31,194	12.1%
White Collar Workers	4,527 48.1%		42,825 56.0%		96,331 60.1%		155,558 60.5%	
Blue Collar Workers	4,880 51.9%		33,599 44.0%		64,067 39.9%		101,476 39.5%	
Consumer Expenditure (2023)								
Total Household Expenditure	\$340.16 M		\$2.83 B		\$7.06 B		\$11.74 B	
Total Non-Retail Expenditure	\$181.19 M	53.3%	\$1.5 B	53.1%	\$3.74 B	53.0%	\$6.22 B	53.0%
Total Retail Expenditure	\$158.98 M	46.7%	\$1.33 B	46.9%	\$3.32 B	47.0%	\$5.52 B	47.0%
Apparel	\$11.99 M	3.5%	\$99.58 M	3.5%	\$249.58 M	3.5%	\$415.6 M	3.5%
Contributions	\$10.18 M	3.0%	\$88 M	3.1%	\$229.62 M	3.3%	\$384.41 M	3.3%
Education	\$9.78 M	2.9%	\$83.04 M	2.9%	\$216.33 M	3.1%	\$363.08 M	3.1%
Entertainment	\$18.31 M	5.4%	\$155.61 M	5.5%	\$396.06 M	5.6%	\$661.26 M	5.6%
Food and Beverages	\$51.26 M	15.1%	\$422.37 M	14.9%	\$1.04 B	14.8%	\$1.73 B	14.7%
Furnishings and Equipment	\$11.38 M	3.3%	\$96.72 M	3.4%	\$245.96 M	3.5%	\$410.38 M	3.5%
Gifts	\$7.87 M	2.3%	\$67.02 M	2.4%	\$175.14 M	2.5%	\$292.75 M	2.5%
Health Care	\$28.78 M	8.5%	\$239.37 M	8.5%	\$593.21 M	8.4%	\$983.75 M	8.4%
Household Operations	\$12.99 M	3.8%	\$109.4 M	3.9%	\$276.95 M	3.9%	\$461.54 M	3.9%
Miscellaneous Expenses	\$6.33 M	1.9%	\$53.09 M	1.9%	\$133.42 M	1.9%	\$221.99 M	1.9%
Personal Care	\$4.55 M	1.3%	\$37.94 M	1.3%	\$94.71 M	1.3%	\$157.4 M	1.3%
Personal Insurance	\$2.11 M	0.6%	\$18.51 M	0.7%	\$48.75 M	0.7%	\$81.9 M	0.7%
Reading	\$722.49 K	0.2%	\$6.09 M	0.2%	\$15.36 M	0.2%	\$25.57 M	0.2%
Shelter	\$74.42 M	21.9%	\$609.72 M	21.5%	\$1.5 B	21.3%	\$2.49 B	21.2%
Tobacco	\$2.48 M	0.7%	\$19.22 M	0.7%	\$44.16 M	0.6%	\$72.07 M	0.6%
Transportation	\$60.43 M	17.8%	\$509.2 M	18.0%	\$1.27 B	18.0%	\$2.12 B	18.1%
Utilities	\$26.59 M	7.8%	\$216.04 M	7.6%	\$523.92 M	7.4%	\$865.48 M	7.4%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	13,430		91,532		195,780		321,048	
Elementary (Grade Level 0 to 8)	1,434	10.7%	6,728	7.4%	10,567	5.4%	17,960	5.6%
Some High School (Grade Level 9 to 11)	1,371	10.2%	8,151	8.9%	13,882	7.1%	22,543	7.0%
High School Graduate	5,008	37.3%	27,930	30.5%	55,741	28.5%	90,576	28.2%
Some College	2,514	18.7%	15,972	17.4%	33,756	17.2%	54,107	16.9%
Associate Degree Only	942	7.0%	9,082	9.9%	18,858	9.6%	30,024	9.4%
Bachelor Degree Only	1,493	11.1%	16,321	17.8%	40,414	20.6%	67,962	21.2%
Graduate Degree	669	5.0%	7,348	8.0%	22,561	11.5%	37,877	11.8%

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Units In Structure (2023)								
1 Detached Unit	2,146	30.0%	22,681	44.4%	58,815	56.6%	99,122	60.0%
1 Attached Unit	419	5.9%	3,872	7.6%	7,836	7.5%	13,421	8.1%
2 to 4 Units	1,078	15.1%	8,180	16.0%	12,657	12.2%	17,697	10.7%
5 to 9 Units	940	13.1%	5,845	11.4%	10,248	9.9%	14,557	8.8%
10 to 19 Units	1,113	15.5%	5,260	10.3%	9,244	8.9%	13,469	8.2%
20 to 49 Units	658	9.2%	2,537	5.0%	5,193	5.0%	7,913	4.8%
50 or More Units	1,856	25.9%	7,214	14.1%	10,123	9.7%	14,906	9.0%
Mobile Home or Trailer	191	2.7%	2,385	4.7%	4,508	4.3%	6,928	4.2%
Other Structure	13	0.2%	108	0.2%	218	0.2%	302	0.2%
Homes Built By Year (2023)								
Homes Built 2010 or later	864	12.1%	6,376	12.5%	12,799	12.3%	20,965	12.7%
Homes Built 2000 to 2009	1,138	15.9%	7,164	14.0%	14,335	13.8%	24,834	15.0%
Homes Built 1990 to 1999	1,161	16.2%	6,699	13.1%	13,012	12.5%	20,741	12.6%
Homes Built 1980 to 1989	1,594	22.3%	12,294	24.1%	24,442	23.5%	40,729	24.7%
Homes Built 1970 to 1979	1,273	17.8%	10,112	19.8%	20,524	19.7%	29,870	18.1%
Homes Built 1960 to 1969	1,079	15.1%	6,280	12.3%	12,828	12.3%	19,251	11.7%
Homes Built 1950 to 1959	934	13.0%	5,900	11.6%	12,127	11.7%	16,727	10.1%
Homes Built Before 1949	372	5.2%	3,257	6.4%	8,775	8.4%	15,201	9.2%
Home Values (2023)								
Home Values \$1,000,000 or More	34	2.0%	344	1.7%	1,281	2.2%	2,366	2.4%
Home Values \$500,000 to \$999,999	136	7.9%	1,776	8.7%	6,619	11.5%	11,534	11.9%
Home Values \$400,000 to \$499,999	232	13.6%	2,078	10.1%	6,291	11.0%	10,728	11.1%
Home Values \$300,000 to \$399,999	227	13.3%	3,242	15.8%	11,009	19.2%	19,464	20.1%
Home Values \$200,000 to \$299,999	337	19.7%	5,728	27.9%	16,339	28.5%	28,003	29.0%
Home Values \$150,000 to \$199,999	271	15.9%	2,736	13.3%	6,535	11.4%	10,538	10.9%
Home Values \$100,000 to \$149,999	202	11.8%	1,735	8.5%	3,456	6.0%	5,294	5.5%
Home Values \$70,000 to \$99,999	103	6.0%	969	4.7%	1,904	3.3%	2,948	3.0%
Home Values \$50,000 to \$69,999	84	4.9%	601	2.9%	1,218	2.1%	1,800	1.9%
Home Values \$25,000 to \$49,999	33	1.9%	431	2.1%	866	1.5%	1,342	1.4%
Home Values Under \$25,000	51	3.0%	875	4.3%	1,839	3.2%	2,640	2.7%
Owner-Occupied Median Home Value	\$243,199		\$247,579		\$282,665		\$294,707	
Renter-Occupied Median Rent	\$1,035		\$1,049		\$1,079		\$1,093	
Transportation To Work (2023)								
Drive to Work Alone	6,153	65.4%	50,873	66.6%	105,811	66.0%	169,290	65.9%
Drive to Work in Carpool	1,039	11.0%	7,296	9.5%	13,629	8.5%	20,975	8.2%
Travel to Work by Public Transportation	515	5.5%	2,028	2.7%	3,587	2.2%	4,697	1.8%
Drive to Work on Motorcycle	23	0.2%	39	-	83	-	152	-
Walk or Bicycle to Work	246	2.6%	1,669	2.2%	2,598	1.6%	3,973	1.5%
Other Means	141	1.5%	1,019	1.3%	2,304	1.4%	3,377	1.3%
Work at Home	1,289	13.7%	13,501	17.7%	32,386	20.2%	54,570	21.2%
Travel Time (2023)								
Travel to Work in 14 Minutes or Less	2,029	21.6%	13,331	17.4%	26,001	16.2%	42,127	16.4%
Travel to Work in 15 to 29 Minutes	2,648	28.1%	23,178	30.3%	50,513	31.5%	78,972	30.7%
Travel to Work in 30 to 59 Minutes	2,712	28.8%	22,324	29.2%	43,971	27.4%	69,955	27.2%
Travel to Work in 60 Minutes or More	729	7.8%	4,091	5.4%	7,527	4.7%	11,410	4.4%
Average Minutes Travel to Work	25.7		24.4		23.9		23.9	