



# Demographic and Income Profile

East SR 60 & N. St. Cloud Ave  
 2810 E 60 Hwy, Valrico, Florida, 33594  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 27.93824  
 Longitude: -82.23684

Summary	Census 2010	2019	2024
Population	10,471	12,146	13,136
Households	4,223	4,829	5,198
Families	2,866	3,222	3,453
Average Household Size	2.46	2.49	2.51
Owner Occupied Housing Units	3,250	3,691	4,018
Renter Occupied Housing Units	973	1,137	1,179
Median Age	40.4	42.5	43.1
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.58%	1.37%	0.77%
Households	1.48%	1.31%	0.75%
Families	1.39%	1.26%	0.68%
Owner HHs	1.71%	1.60%	0.92%
Median Household Income	2.18%	2.37%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	420	8.7%	369	7.1%
\$15,000 - \$24,999	458	9.5%	409	7.9%
\$25,000 - \$34,999	439	9.1%	404	7.8%
\$35,000 - \$49,999	793	16.4%	793	15.3%
\$50,000 - \$74,999	1,065	22.1%	1,120	21.5%
\$75,000 - \$99,999	620	12.8%	716	13.8%
\$100,000 - \$149,999	521	10.8%	652	12.5%
\$150,000 - \$199,999	309	6.4%	450	8.7%
\$200,000+	203	4.2%	285	5.5%
Median Household Income	\$55,077		\$61,337	
Average Household Income	\$75,204		\$87,620	
Per Capita Income	\$29,612		\$34,329	

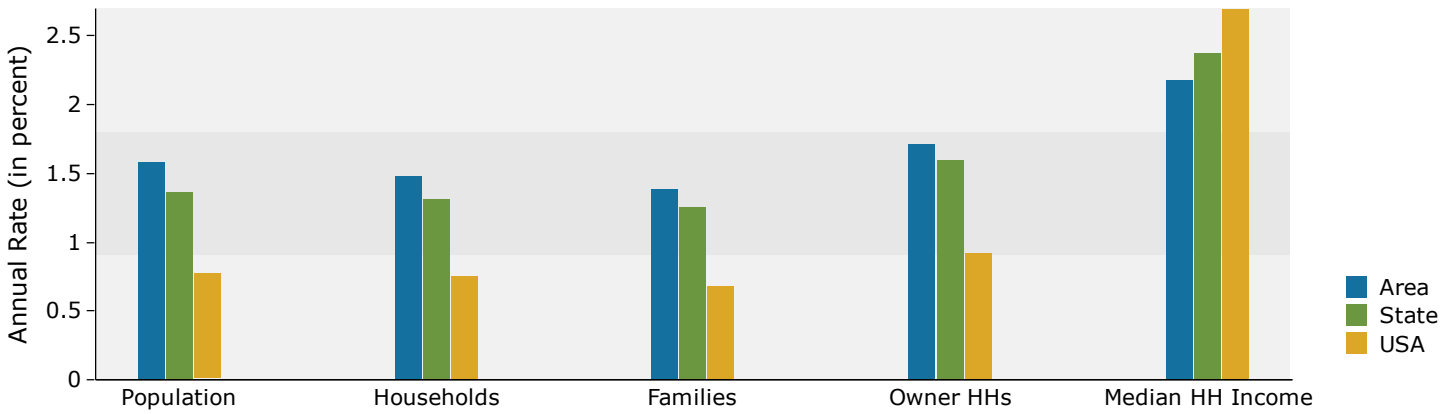
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	601	5.7%	647	5.3%	695	5.3%
5 - 9	693	6.6%	713	5.9%	757	5.8%
10 - 14	749	7.2%	736	6.1%	786	6.0%
15 - 19	712	6.8%	684	5.6%	714	5.4%
20 - 24	542	5.2%	619	5.1%	568	4.3%
25 - 34	1,193	11.4%	1,542	12.7%	1,628	12.4%
35 - 44	1,420	13.6%	1,495	12.3%	1,725	13.1%
45 - 54	1,442	13.8%	1,492	12.3%	1,481	11.3%
55 - 64	1,305	12.5%	1,636	13.5%	1,749	13.3%
65 - 74	995	9.5%	1,512	12.4%	1,676	12.8%
75 - 84	605	5.8%	770	6.3%	1,047	8.0%
85+	215	2.1%	300	2.5%	310	2.4%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,455	80.7%	9,413	77.5%	9,936	75.6%
Black Alone	938	9.0%	1,177	9.7%	1,328	10.1%
American Indian Alone	44	0.4%	52	0.4%	57	0.4%
Asian Alone	341	3.3%	499	4.1%	614	4.7%
Pacific Islander Alone	8	0.1%	12	0.1%	12	0.1%
Some Other Race Alone	382	3.6%	555	4.6%	664	5.1%
Two or More Races	303	2.9%	438	3.6%	525	4.0%
Hispanic Origin (Any Race)	2,045	19.5%	3,070	25.3%	3,800	28.9%

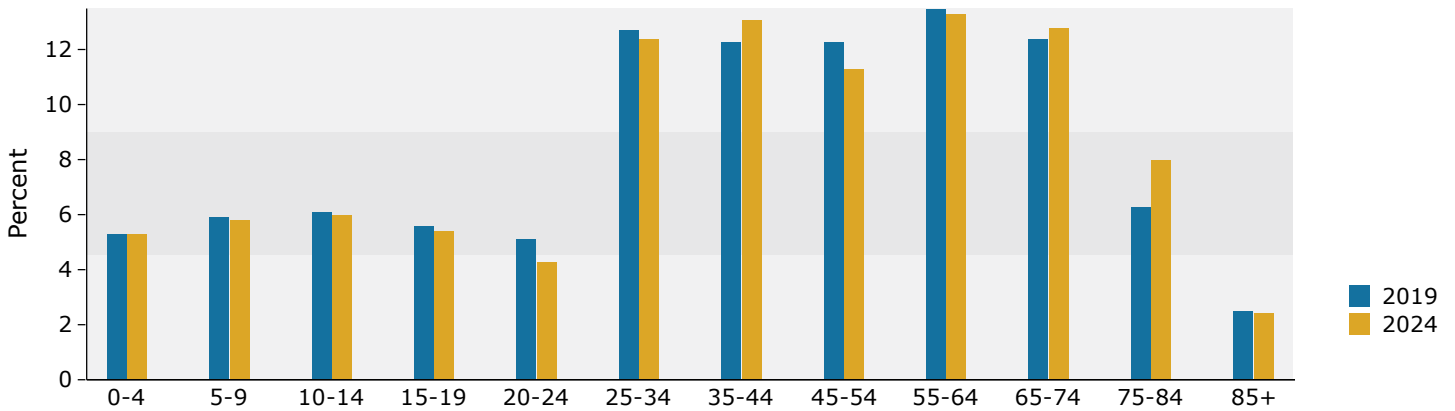
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

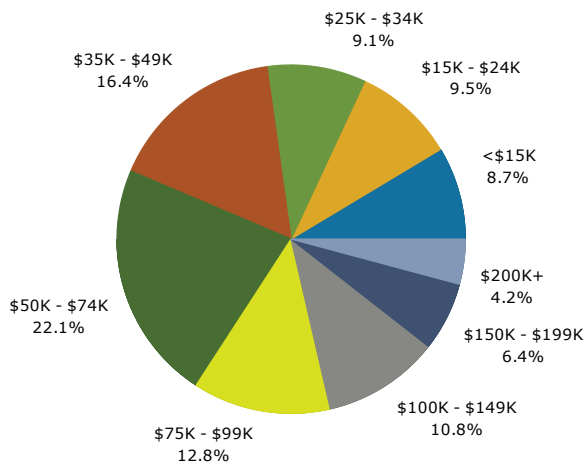
## Trends 2019-2024



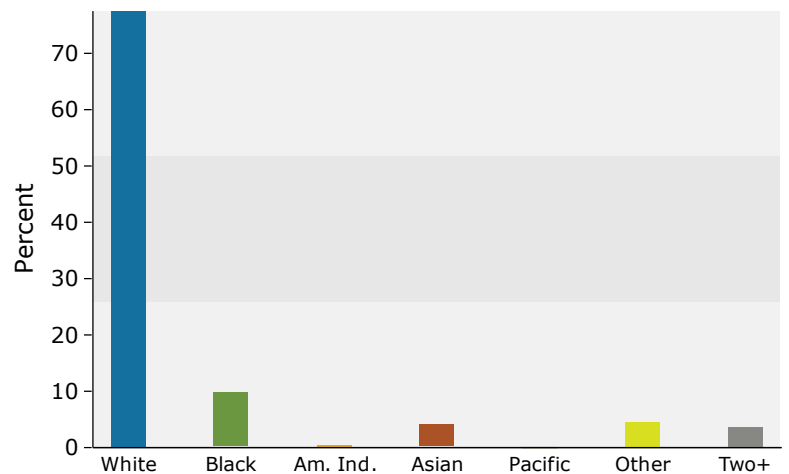
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 25.3%



# Demographic and Income Profile

East SR 60 & N. St. Cloud Ave  
 2810 E 60 Hwy, Valrico, Florida, 33594  
 Ring: 2 mile radius

Prepared by Esri  
 Latitude: 27.93824  
 Longitude: -82.23684

Summary	Census 2010	2019	2024
Population	30,633	34,181	36,650
Households	11,098	12,271	13,099
Families	8,326	9,065	9,641
Average Household Size	2.75	2.77	2.79
Owner Occupied Housing Units	8,959	9,802	10,578
Renter Occupied Housing Units	2,139	2,468	2,520
Median Age	39.0	40.7	41.3
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.40%	1.37%	0.77%
Households	1.31%	1.31%	0.75%
Families	1.24%	1.26%	0.68%
Owner HHs	1.54%	1.60%	0.92%
Median Household Income	2.63%	2.37%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,016	8.3%	891	6.8%
\$15,000 - \$24,999	868	7.1%	763	5.8%
\$25,000 - \$34,999	920	7.5%	823	6.3%
\$35,000 - \$49,999	1,557	12.7%	1,521	11.6%
\$50,000 - \$74,999	2,757	22.5%	2,753	21.0%
\$75,000 - \$99,999	1,759	14.3%	1,915	14.6%
\$100,000 - \$149,999	1,820	14.8%	2,178	16.6%
\$150,000 - \$199,999	963	7.8%	1,405	10.7%
\$200,000+	612	5.0%	850	6.5%
Median Household Income	\$63,590		\$72,408	
Average Household Income	\$84,015		\$97,641	
Per Capita Income	\$30,358		\$35,123	

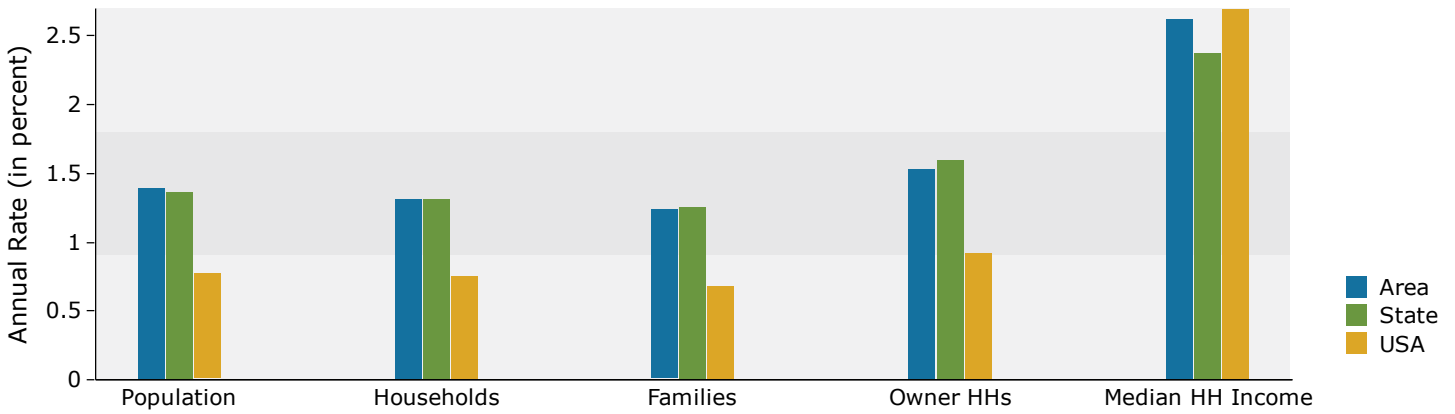
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,841	6.0%	1,896	5.5%	2,018	5.5%
5 - 9	2,174	7.1%	2,110	6.2%	2,192	6.0%
10 - 14	2,370	7.7%	2,192	6.4%	2,288	6.2%
15 - 19	2,310	7.5%	2,073	6.1%	2,097	5.7%
20 - 24	1,562	5.1%	1,792	5.2%	1,596	4.4%
25 - 34	3,362	11.0%	4,568	13.4%	4,871	13.3%
35 - 44	4,548	14.8%	4,234	12.4%	4,953	13.5%
45 - 54	4,706	15.4%	4,614	13.5%	4,354	11.9%
55 - 64	3,686	12.0%	4,772	14.0%	5,086	13.9%
65 - 74	2,362	7.7%	3,609	10.6%	4,168	11.4%
75 - 84	1,316	4.3%	1,720	5.0%	2,354	6.4%
85+	397	1.3%	602	1.8%	673	1.8%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	23,887	78.0%	25,499	74.6%	26,622	72.6%
Black Alone	3,211	10.5%	3,850	11.3%	4,292	11.7%
American Indian Alone	114	0.4%	130	0.4%	140	0.4%
Asian Alone	1,233	4.0%	1,703	5.0%	2,069	5.6%
Pacific Islander Alone	21	0.1%	27	0.1%	28	0.1%
Some Other Race Alone	1,140	3.7%	1,571	4.6%	1,844	5.0%
Two or More Races	1,027	3.4%	1,403	4.1%	1,655	4.5%
Hispanic Origin (Any Race)	6,245	20.4%	8,883	26.0%	10,810	29.5%

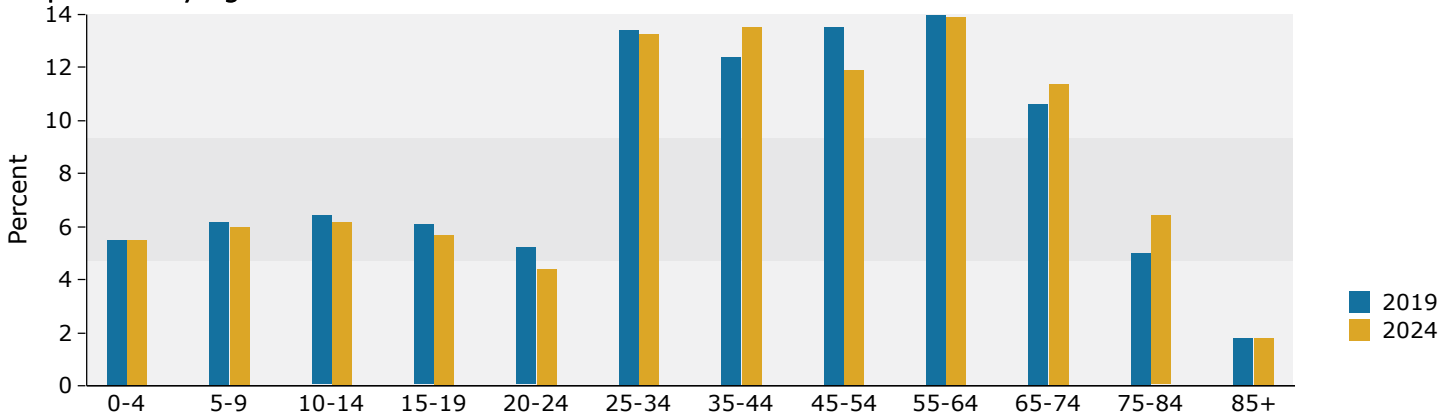
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

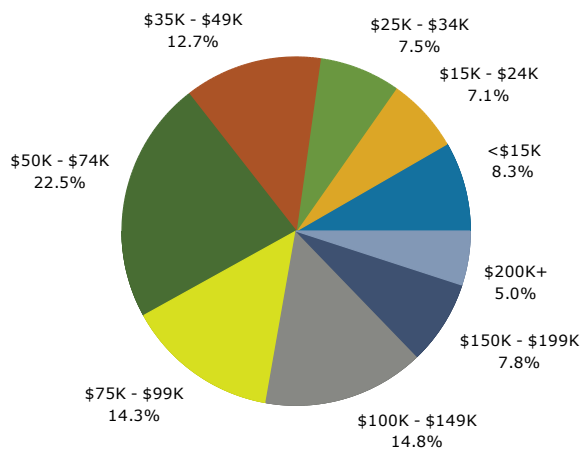
## Trends 2019-2024



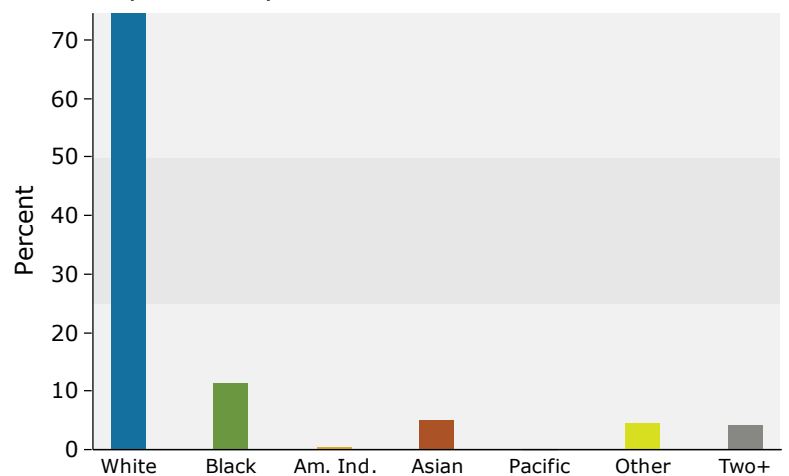
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 26.0%



# Demographic and Income Profile

East SR 60 & N. St. Cloud Ave  
 2810 E 60 Hwy, Valrico, Florida, 33594  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 27.93824  
 Longitude: -82.23684

Summary	Census 2010	2019	2024
Population	57,808	65,074	69,580
Households	20,796	23,155	24,643
Families	15,825	17,428	18,498
Average Household Size	2.77	2.80	2.81
Owner Occupied Housing Units	16,489	18,103	19,513
Renter Occupied Housing Units	4,307	5,052	5,131
Median Age	39.0	40.8	41.4
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	1.35%	1.37%	0.77%
Households	1.25%	1.31%	0.75%
Families	1.20%	1.26%	0.68%
Owner HHs	1.51%	1.60%	0.92%
Median Household Income	2.52%	2.37%	2.70%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	1,810	7.8%	1,575	6.4%
\$15,000 - \$24,999	1,473	6.4%	1,287	5.2%
\$25,000 - \$34,999	1,590	6.9%	1,429	5.8%
\$35,000 - \$49,999	2,856	12.3%	2,772	11.2%
\$50,000 - \$74,999	4,948	21.4%	4,946	20.1%
\$75,000 - \$99,999	3,553	15.3%	3,822	15.5%
\$100,000 - \$149,999	3,853	16.6%	4,518	18.3%
\$150,000 - \$199,999	1,809	7.8%	2,597	10.5%
\$200,000+	1,263	5.5%	1,697	6.9%
Median Household Income	\$67,551		\$76,515	
Average Household Income	\$87,328		\$100,505	
Per Capita Income	\$31,014		\$35,526	

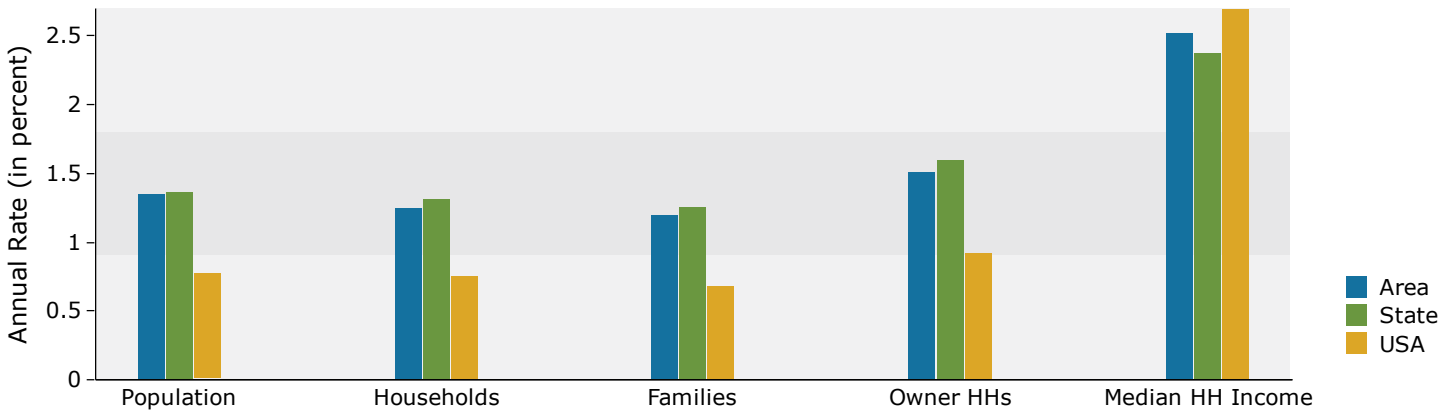
Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,454	6.0%	3,563	5.5%	3,786	5.4%
5 - 9	4,050	7.0%	3,969	6.1%	4,081	5.9%
10 - 14	4,465	7.7%	4,229	6.5%	4,353	6.3%
15 - 19	4,422	7.6%	4,028	6.2%	4,091	5.9%
20 - 24	3,088	5.3%	3,535	5.4%	3,177	4.6%
25 - 34	6,181	10.7%	8,624	13.3%	9,197	13.2%
35 - 44	8,565	14.8%	7,970	12.2%	9,193	13.2%
45 - 54	9,104	15.7%	8,988	13.8%	8,614	12.4%
55 - 64	7,140	12.4%	9,225	14.2%	9,685	13.9%
65 - 74	4,406	7.6%	6,761	10.4%	7,863	11.3%
75 - 84	2,265	3.9%	3,144	4.8%	4,331	6.2%
85+	667	1.2%	1,036	1.6%	1,210	1.7%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	45,535	78.8%	48,928	75.2%	50,904	73.2%
Black Alone	5,775	10.0%	7,078	10.9%	7,909	11.4%
American Indian Alone	221	0.4%	257	0.4%	279	0.4%
Asian Alone	2,142	3.7%	3,059	4.7%	3,729	5.4%
Pacific Islander Alone	37	0.1%	46	0.1%	49	0.1%
Some Other Race Alone	2,226	3.9%	3,103	4.8%	3,638	5.2%
Two or More Races	1,871	3.2%	2,601	4.0%	3,072	4.4%
Hispanic Origin (Any Race)	11,399	19.7%	16,399	25.2%	19,936	28.7%

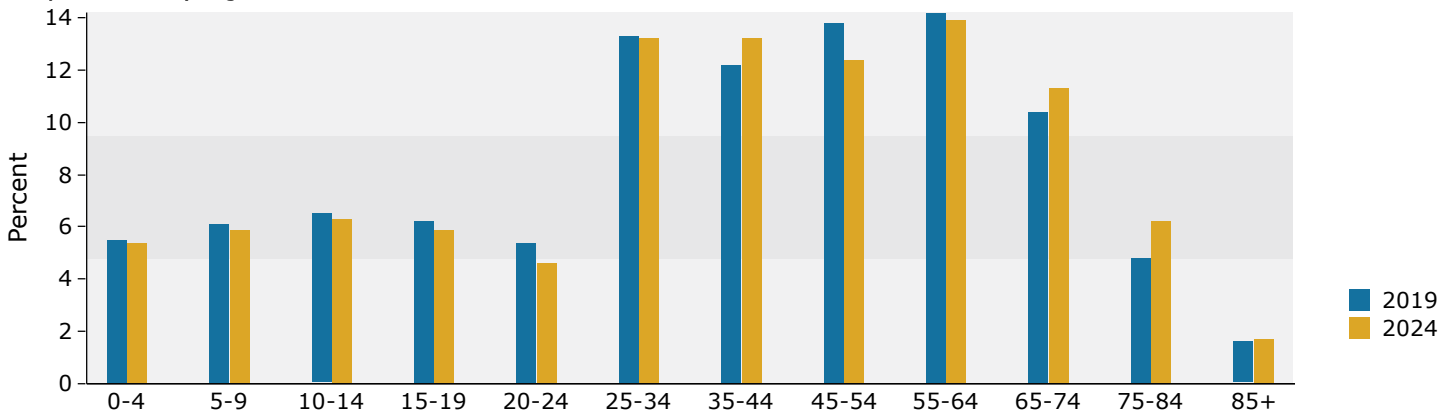
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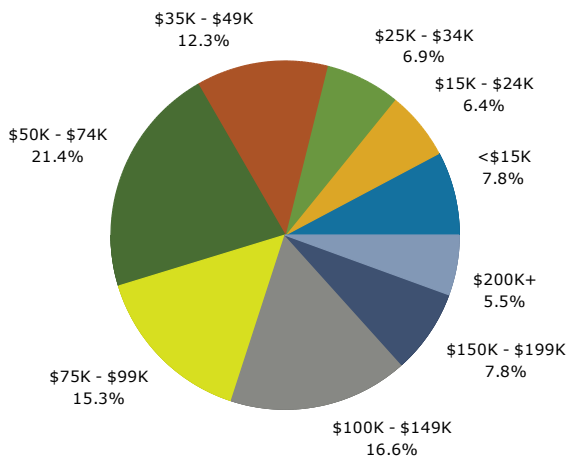
## Trends 2019-2024



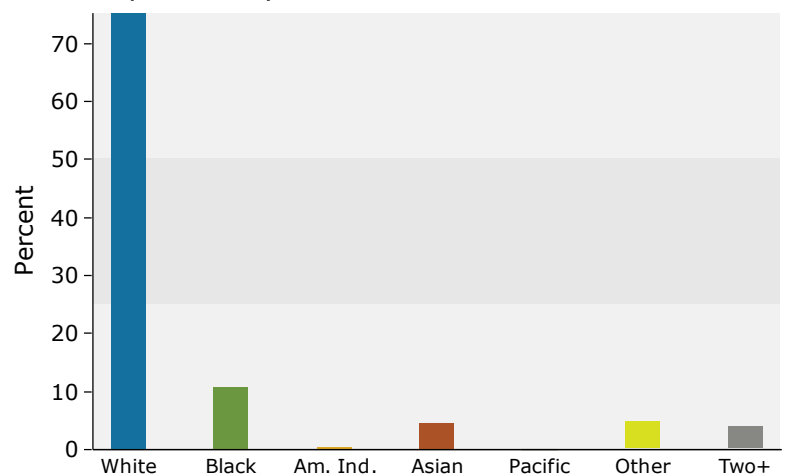
## Population by Age



## 2019 Household Income



## 2019 Population by Race



2019 Percent Hispanic Origin: 25.2%