

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 27.936765, -82.323333

20-Apr-2022

## 100110-Plaza at Brandon Town Center

### Brandon, FL

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
<b>POPULATION</b>	2021 Estimated Population	8,603	95,856	222,363	636,353	
	2021 Daytime Population	11,983	98,746	225,649	713,338	
	2026 Population Forecast	8,803	102,119	236,418	678,792	
	2010 Census Population	8,025	78,946	182,756	526,067	
	2000 Census Population	4,216	56,019	140,509	412,825	
	1990 Census Population	1,657	38,440	111,063	353,486	
	Historical Annual Growth, 1990 to 2000	9.79%	3.84%	2.38%	1.56%	
	Historical Annual Growth, 2000 to 2010	6.65%	3.49%	2.66%	2.45%	
	CY Estimated Annual Growth, 2010 to 2021	0.59%	1.67%	1.68%	1.63%	
	FY Projected Annual Growth, 2021 to 2025	0.46%	1.27%	1.23%	1.30%	
	<b>HOUSEHOLDS</b>	2021 Estimated Households	3,639	38,070	84,016	238,150
		2026 Households Forecast	3,755	40,697	89,518	254,379
2010 Census Households		3,306	30,991	68,592	195,970	
2000 Census Households		1,924	20,834	51,065	154,282	
1990 Census Households		791	14,078	39,337	131,474	
Historical Annual Growth, 1990 to 2000		9.30%	4.00%	2.64%	1.61%	
Historical Annual Growth, 2000 to 2010		5.56%	4.05%	2.99%	2.42%	
CY Estimated Annual Growth, 2010 to 2021		0.82%	1.77%	1.74%	1.67%	
FY Projected Annual Growth, 2021 to 2025		0.63%	1.34%	1.28%	1.33%	
2021 % Households With Children		32%	27%	29%	29%	
2021 Persons per Household		2.32	2.44	2.60	2.62	
<b>INCOME 2021</b>		HH Income \$500,000 or more	0.21%	0.54%	0.63%	1.06%
	HH Income \$250,000 to \$499,999	0.25%	0.64%	0.74%	1.27%	
	HH Income \$200,000 to \$249,999	0.59%	1.50%	1.74%	2.96%	
	HH Income \$175,000 to \$199,999	1.33%	2.24%	2.35%	3.08%	
	HH Income \$150,000 to \$174,999	1.86%	3.04%	3.41%	3.95%	
	HH Income \$100,000 to \$149,999	4.93%	12.98%	13.72%	14.07%	
	HH Income \$75,000 to \$99,999	12.39%	15.77%	14.76%	13.62%	
	HH Income \$50,000 to \$74,999	22.90%	22.91%	21.26%	18.40%	
	HH Income \$35,000 to \$49,999	19.96%	13.99%	13.85%	13.01%	
	HH Income \$25,000 to \$34,999	15.77%	10.43%	10.29%	9.63%	
	HH Income \$15,000 to \$24,999	7.91%	7.55%	8.13%	8.27%	
	HH Income \$0 to \$14,999	11.89%	8.40%	9.12%	10.68%	
CY Average Household Income	\$54,870	\$71,982	\$73,165	\$81,406		
CY Median Household Income	\$45,311	\$59,483	\$59,119	\$60,610		
Per Capita Income	\$23,382	\$28,900	\$27,831	\$30,677		
2000 Average Household Income	\$42,803	\$53,533	\$53,638	\$51,386		
2000 Median Household Income	\$35,620	\$47,109	\$45,792	\$39,506		
2026 Projected Average Household Income	\$63,688	\$82,643	\$83,845	\$94,355		
2026 Projected Median Household Income	\$55,088	\$68,858	\$68,869	\$70,876		
<b>WRKPLACE 2021</b>	Workplace Establishments	521	2,828	5,618	15,265	
	Workplace Employees (Full Time Employees)	6,509	47,179	98,238	283,499	

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<b>POPULATION BY AGE 2021</b>				
Count of Pop 0 to 4 years	787	7,185	15,034	41,730
Count of Pop 5 to 14 years	1,320	12,533	26,967	74,664
Count of Pop 14 to 22 years	892	9,009	22,121	71,375
Count of Pop 22 to 30 years	753	9,246	23,230	68,891
Count of Pop 30 to 45 years	2,516	22,316	45,042	123,284
Count of Pop 45 to 60 years	1,391	18,149	43,396	123,599
Count of Pop 60 to 75 years	756	12,914	33,611	95,672
Count of Pop 75+ years	190	4,503	12,960	37,139
Population 0 to 4 Years	9.14%	7.50%	6.76%	6.56%
Population 5 to 13 Years	15.34%	13.07%	12.13%	11.73%
Population 14 to 21 Years	10.36%	9.40%	9.95%	11.22%
Population 22 to 29 Years	8.75%	9.65%	10.45%	10.83%
Population 30 to 44 Years	29.24%	23.28%	20.26%	19.37%
Population 45 to 59 Years	16.17%	18.93%	19.52%	19.42%
Population 60 to 74 Years	8.79%	13.47%	15.12%	15.03%
Population 74 Years Plus	2.20%	4.70%	5.83%	5.84%
Median Age	33.5	37.1	38.1	37.6
<b>GENDER 2021</b>				
Male Population	4,180	46,926	108,627	311,453
Female Population	4,423	48,930	113,736	324,900
<b>RACE 2021</b>				
2021 Estimated Population	8,603	95,856	222,363	636,353
White	56.01%	63.40%	66.59%	65.37%
Black or African American	29.54%	21.97%	20.28%	23.17%
Asian or Pacific Islander	4.04%	4.38%	3.64%	3.07%
Other Races	10.41%	10.25%	9.49%	8.38%
<b>HISPANIC</b>				
2021 Hispanic Population	2,654	25,877	57,378	147,059
2021 Hispanic Population %	30.85%	27.00%	25.80%	23.11%
2026 Hispanic Population Forecast	2,656	28,273	62,443	159,907
2026 Hispanic Population % Forecast	30.18%	27.69%	26.41%	23.56%
2000 Hispanic Population %	14.73%	14.78%	12.94%	13.97%
1990 Hispanic Population %	4.88%	8.11%	7.42%	9.76%
<b>EDUCATION (AGE 25+) 2021</b>				
Adult Population (25 Years or Older)	5,331	63,639	149,509	421,950
Elementary	3.94%	3.53%	3.94%	4.73%
Some High School	8.89%	5.88%	6.98%	7.59%
High School Graduate	26.10%	26.76%	29.38%	28.13%
Some College	20.45%	21.75%	21.49%	19.26%
Associates Degree	9.82%	10.32%	10.46%	9.99%
Bachelors Degree	19.66%	21.60%	19.21%	19.64%
Graduate Degree	11.15%	10.16%	8.54%	10.67%
% College (4+)	30.81%	31.76%	27.75%	30.30%
<b>HOUSING 2021</b>				
Total Housing Units	3,980	41,449	91,893	266,657
Owner Occupied Percent	20.69%	46.48%	55.63%	54.21%
Renter Occupied Percent	70.75%	45.37%	35.80%	35.09%
Vacant Housing Percent	8.55%	8.15%	8.57%	10.69%

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<b>HOMES BUILT BY YEAR 2021</b>				
Homes Built 2010 or later	0.00%	0.18%	0.57%	0.48%
Homes Built 2000 to 2009	41.05%	31.31%	25.52%	23.91%
Homes Built 1990 to 1999	31.96%	24.31%	21.00%	16.87%
Homes Built 1980 to 1989	17.05%	20.79%	21.24%	18.65%
Homes Built 1970 to 1979	5.93%	12.38%	17.58%	15.14%
Homes Built 1960 to 1979	2.52%	6.35%	7.83%	9.19%
Homes Built 1950 to 1959	0.75%	3.63%	4.63%	7.63%
Homes Built 1940 to 1949	0.40%	0.65%	1.11%	2.99%
Homes Built 1939 or earlier	0.36%	0.41%	0.52%	5.14%
<b>HOME VALUE (OWNER OCCUPIED) 2021</b>				
Property Value \$1,000,000 or more	0.95%	1.00%	1.63%	4.71%
Property Value \$750,000 to \$999,999	3.53%	2.15%	3.80%	7.37%
Property Value \$500,000 to \$749,999	14.82%	15.86%	17.95%	21.98%
Property Value \$400,000 to \$499,999	16.02%	19.09%	17.42%	15.67%
Property Value \$300,000 to \$399,999	18.37%	28.34%	23.76%	18.71%
Property Value \$200,000 to \$299,999	26.72%	21.77%	19.30%	14.58%
Property Value \$150,000 to \$199,999	10.96%	5.97%	6.70%	5.80%
Property Value \$100,000 to \$149,999	5.45%	3.01%	3.80%	4.28%
Property Value \$60,000 to \$99,999	1.67%	0.92%	1.56%	1.78%
Property Value \$40,000 to \$59,999	0.46%	0.36%	1.16%	1.20%
Property Value \$0 to \$39,999	1.07%	1.19%	2.71%	2.55%
CY Median Home Value	\$320,063	\$358,615	\$361,737	\$402,639
CY Median Rent per Month (Census 2000)	\$678	\$707	\$681	\$603
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021</b>				
Employed Civilian Population 16+ by Occupation	4,306	47,351	110,563	316,158
Managerial/Executive	11.41%	14.97%	14.45%	15.86%
Professional Specialty	21.55%	22.50%	20.59%	21.83%
Healthcare Support	4.83%	4.08%	3.30%	2.88%
Sales	12.80%	11.38%	11.46%	10.95%
Office & Administrative Support	15.23%	15.35%	14.58%	13.97%
Protective Service	2.53%	2.15%	2.18%	2.16%
Food Preparation	10.72%	6.51%	6.26%	6.27%
Building Maintenance & Cleaning	5.53%	2.84%	3.60%	4.16%
Personal Care	1.81%	1.80%	2.44%	2.56%
Farming, Fishing, & Forestry	0.00%	0.10%	0.26%	0.77%
Construction	5.84%	6.44%	8.41%	7.89%
Production & Transportation	7.75%	11.87%	12.48%	10.70%
Percent White Collar	65.82%	68.28%	64.37%	65.49%
Percent Blue Collar	34.18%	31.72%	35.63%	34.51%
CY Median Employee Salary	\$39,094	\$44,018	\$44,050	\$44,864
CY Average Employee Salary	\$46,765	\$52,458	\$51,242	\$52,810
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	122	1,226	3,108	13,391
2021 Estimated Unemployed (Age 16 and Up)	275	1,909	4,447	13,360
2021 Estimated Unemployed Rate (Age 16 and Up)	5.01%	3.78%	3.82%	4.04%

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<b>TRANSPORTATION TO WORK 2021</b>				
Drive to Work Alone	87.74%	83.82%	82.74%	80.00%
Drive to Work Carpool	4.93%	8.56%	9.20%	9.62%
Travel to Work by Public Transportation	0.20%	0.55%	0.85%	1.86%
Drive to Work on Motorcycle	0.01%	0.26%	0.23%	0.20%
Drive to Work on Bicycle	0.01%	0.19%	0.36%	0.61%
Walk to Work	3.93%	1.18%	1.16%	1.80%
Other Means	0.62%	1.33%	0.92%	0.91%
Work at Home	2.57%	4.11%	4.53%	4.92%
<b>TRAVEL TIME TO WORK 2021</b>				
Travel Time in Less than 5 minutes	2.19%	1.28%	1.31%	1.94%
Travel to Work in 5 to 9 minutes	8.08%	8.28%	7.14%	7.73%
Travel to Work in 10 to 14 minutes	23.88%	14.46%	12.87%	12.32%
Travel to Work in 15 to 19 minutes	22.46%	19.14%	17.14%	16.55%
Travel to Work in 20 to 29 minutes	18.20%	22.13%	23.27%	23.46%
Travel to Work in 30 to 44 minutes	17.49%	22.32%	24.06%	22.89%
Travel to Work in 45 to 59 minutes	5.52%	7.33%	8.36%	8.66%
Travel to Work in 60 minutes or more	2.18%	5.08%	5.85%	6.45%
Average Travel Time to Work	23.6	25.9	25.8	24.9
<b>SPENDING PATTERNS 2021</b>				
Grocery Store Market Basket Weekly Per Capita Spending	\$54.17	\$54.99	\$55.19	\$55.25
Apparel and Related Services	\$12.79	\$13.56	\$13.53	\$13.64
Transportation	\$76.19	\$80.78	\$80.96	\$81.49
Healthcare	\$42.39	\$46.15	\$46.84	\$46.85
Entertainment	\$18.80	\$20.33	\$20.40	\$20.58
<b>SPENDING 2021</b>				
Med Disposable Inc-Inc minus taxes	\$41,331	\$53,451	\$53,106	\$54,609
Avg Disposable Inc-Inc minus taxes	\$48,356	\$62,274	\$63,068	\$67,482
Med Discretionary-Disp less food/shelter/clothing	\$23,630	\$35,696	\$35,603	\$36,535
Avg Discretionary-Disp less food/shelter/clothing	\$28,774	\$41,798	\$42,685	\$46,251
<b>LIFESTYLE SEGMENTATION 2021</b>				
Category A - Crème de la Crème	0	0	2,873	40,268
Category B - Urban Cliff Climbers	80	3,109	16,346	88,107
Category C - Urban Cliff Dwellers	0	1,634	8,763	24,614
Category D - Seasoned Urban Dwellers	0	0	1,379	3,741
Category E - Thriving Alone	0	2,465	2,623	28,712
Category F - Going it Alone	201	17,009	27,737	58,413
Category G - Struggling Alone	2,536	5,244	18,199	34,919
Category H - Single in the Suburbs	5,610	47,739	70,836	121,078
Category I - Married in the Suburbs	0	5,740	27,778	62,278
Category J - Retired in the Suburbs	0	7,468	22,048	38,804
Category K - Living with Nature	0	0	0	6,121
Category M - Harlem Gateway	0	1,087	4,792	73,166
Category N - Espaniola	0	1,305	4,988	14,798
Category O - Specialties	11	171	10,252	26,622

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