



Demographic and Income Profile

Plaza 66
4665 66th Street North St. Petersburg FL 33709
Ring: 1 mile radius

Latitude: 27.8141
Longitude: -82.7284

Summary	Census 2010	2018	2023
Population	16,627	17,257	17,805
Households	6,894	7,073	7,275
Families	4,054	4,132	4,239
Average Household Size	2.32	2.35	2.36
Owner Occupied Housing Units	4,833	4,686	5,019
Renter Occupied Housing Units	2,061	2,386	2,256
Median Age	44.4	46.8	47.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.63%	1.41%	0.83%
Households	0.56%	1.36%	0.79%
Families	0.51%	1.30%	0.71%
Owner HHs	1.38%	1.91%	1.16%
Median Household Income	3.25%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	1,002	14.2%	845	11.6%
\$15,000 - \$24,999	1,018	14.4%	873	12.0%
\$25,000 - \$34,999	959	13.6%	889	12.2%
\$35,000 - \$49,999	1,120	15.8%	1,123	15.4%
\$50,000 - \$74,999	1,428	20.2%	1,548	21.3%
\$75,000 - \$99,999	743	10.5%	891	12.2%
\$100,000 - \$149,999	609	8.6%	830	11.4%
\$150,000 - \$199,999	96	1.4%	134	1.8%
\$200,000+	97	1.4%	141	1.9%
Median Household Income	\$41,204		\$48,350	
Average Household Income	\$54,379		\$64,317	
Per Capita Income	\$23,777		\$27,739	

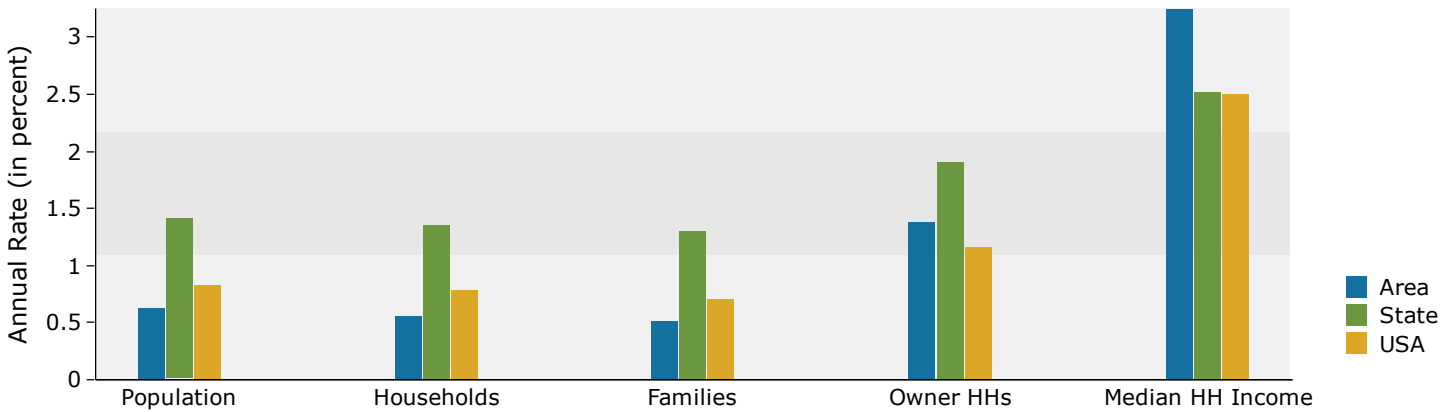
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	941	5.7%	885	5.1%	901	5.1%
5 - 9	850	5.1%	837	4.9%	883	5.0%
10 - 14	849	5.1%	806	4.7%	872	4.9%
15 - 19	950	5.7%	799	4.6%	815	4.6%
20 - 24	913	5.5%	901	5.2%	787	4.4%
25 - 34	1,824	11.0%	2,083	12.1%	2,172	12.2%
35 - 44	2,120	12.7%	1,911	11.1%	2,041	11.5%
45 - 54	2,829	17.0%	2,427	14.1%	2,189	12.3%
55 - 64	2,294	13.8%	2,769	16.0%	2,751	15.5%
65 - 74	1,585	9.5%	2,192	12.7%	2,499	14.0%
75 - 84	1,033	6.2%	1,128	6.5%	1,371	7.7%
85+	440	2.6%	519	3.0%	524	2.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,776	82.9%	13,902	80.6%	13,971	78.5%
Black Alone	936	5.6%	994	5.8%	1,067	6.0%
American Indian Alone	61	0.4%	63	0.4%	64	0.4%
Asian Alone	845	5.1%	1,023	5.9%	1,178	6.6%
Pacific Islander Alone	39	0.2%	39	0.2%	40	0.2%
Some Other Race Alone	498	3.0%	632	3.7%	771	4.3%
Two or More Races	472	2.8%	604	3.5%	714	4.0%
Hispanic Origin (Any Race)	1,797	10.8%	2,289	13.3%	2,774	15.6%

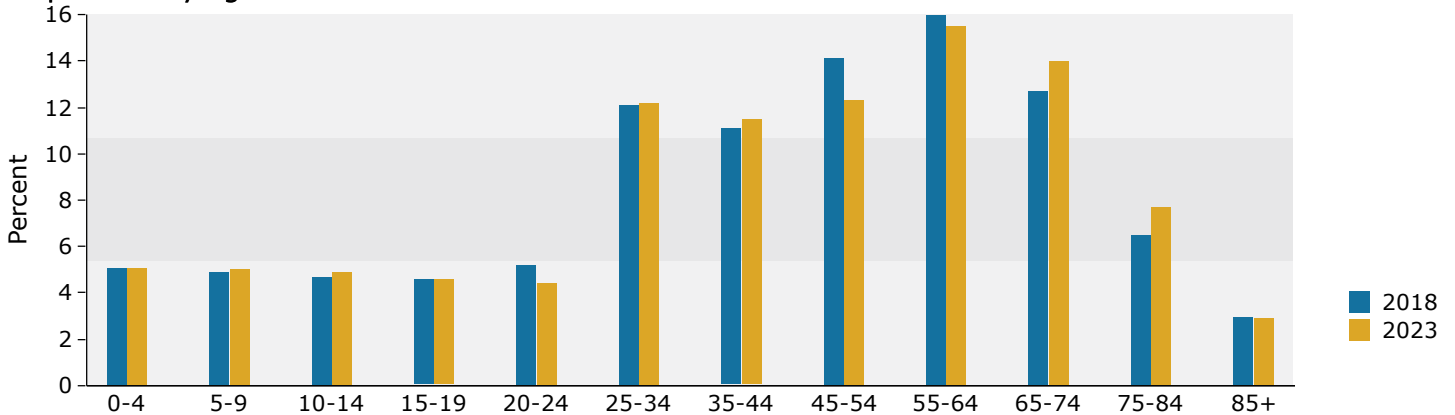
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

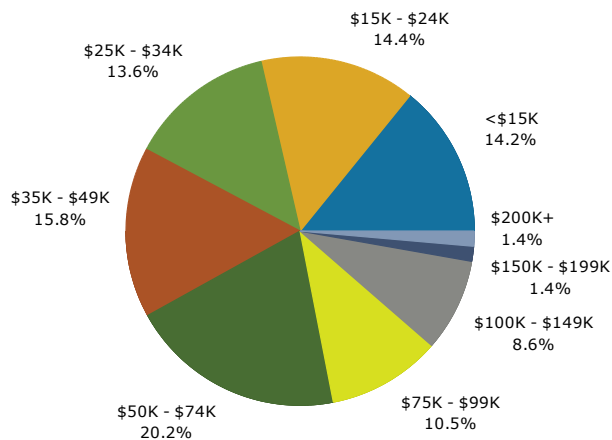
Trends 2018-2023



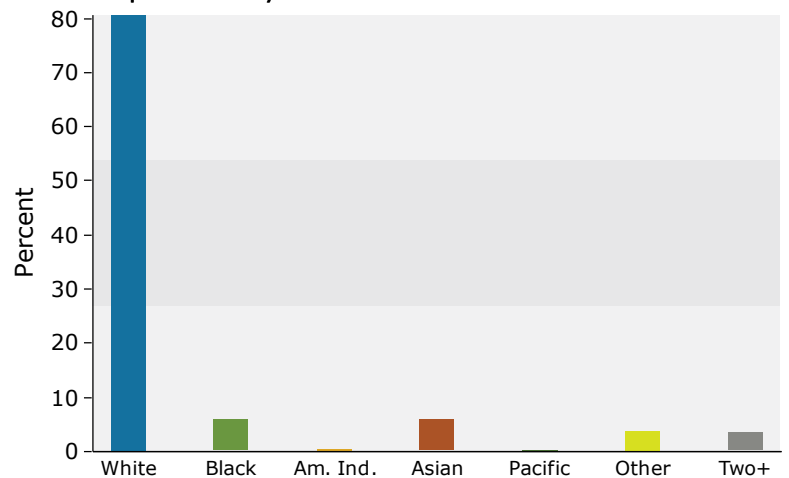
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 13.3%



Demographic and Income Profile

Plaza 66
4665 66th Street North St. Petersburg FL 33709
Ring: 3 mile radius

Latitude: 27.8141
Longitude: -82.7284

Summary	Census 2010	2018	2023
Population	106,537	111,688	115,624
Households	45,370	46,869	48,292
Families	26,793	27,529	28,313
Average Household Size	2.31	2.34	2.35
Owner Occupied Housing Units	32,988	32,302	34,410
Renter Occupied Housing Units	12,382	14,566	13,882
Median Age	43.9	46.2	46.5
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.70%	1.41%	0.83%
Households	0.60%	1.36%	0.79%
Families	0.56%	1.30%	0.71%
Owner HHs	1.27%	1.91%	1.16%
Median Household Income	2.59%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	6,171	13.2%	5,215	10.8%
\$15,000 - \$24,999	5,741	12.2%	4,861	10.1%
\$25,000 - \$34,999	5,170	11.0%	4,724	9.8%
\$35,000 - \$49,999	8,013	17.1%	7,890	16.3%
\$50,000 - \$74,999	10,000	21.3%	10,679	22.1%
\$75,000 - \$99,999	5,278	11.3%	6,222	12.9%
\$100,000 - \$149,999	4,333	9.2%	5,734	11.9%
\$150,000 - \$199,999	1,058	2.3%	1,437	3.0%
\$200,000+	1,105	2.4%	1,531	3.2%
Median Household Income	\$45,988		\$52,249	
Average Household Income	\$60,733		\$71,675	
Per Capita Income	\$26,207		\$30,655	

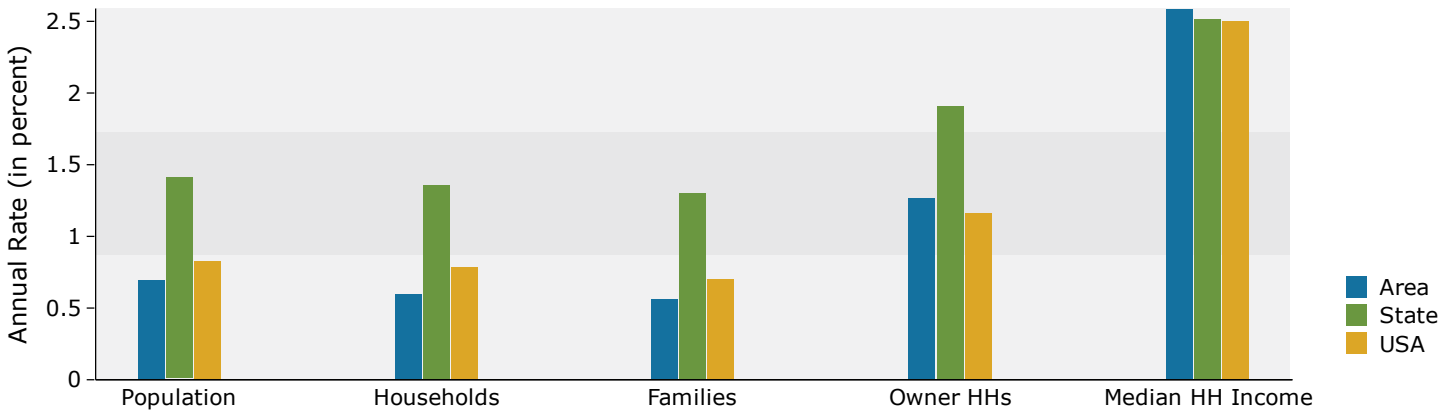
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,459	5.1%	5,240	4.7%	5,427	4.7%
5 - 9	5,614	5.3%	5,354	4.8%	5,495	4.8%
10 - 14	5,949	5.6%	5,617	5.0%	5,776	5.0%
15 - 19	6,351	6.0%	5,607	5.0%	5,690	4.9%
20 - 24	5,655	5.3%	5,936	5.3%	5,455	4.7%
25 - 34	11,942	11.2%	13,652	12.2%	14,642	12.7%
35 - 44	13,961	13.1%	12,695	11.4%	13,289	11.5%
45 - 54	17,695	16.6%	15,754	14.1%	14,226	12.3%
55 - 64	14,595	13.7%	17,455	15.6%	17,463	15.1%
65 - 74	9,431	8.9%	13,439	12.0%	15,551	13.4%
75 - 84	6,679	6.3%	7,290	6.5%	9,044	7.8%
85+	3,205	3.0%	3,650	3.3%	3,566	3.1%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	89,579	84.1%	91,241	81.7%	92,047	79.6%
Black Alone	5,060	4.7%	5,544	5.0%	6,031	5.2%
American Indian Alone	376	0.4%	396	0.4%	418	0.4%
Asian Alone	5,927	5.6%	7,254	6.5%	8,374	7.2%
Pacific Islander Alone	141	0.1%	147	0.1%	158	0.1%
Some Other Race Alone	2,748	2.6%	3,585	3.2%	4,409	3.8%
Two or More Races	2,708	2.5%	3,521	3.2%	4,187	3.6%
Hispanic Origin (Any Race)	10,369	9.7%	13,489	12.1%	16,463	14.2%

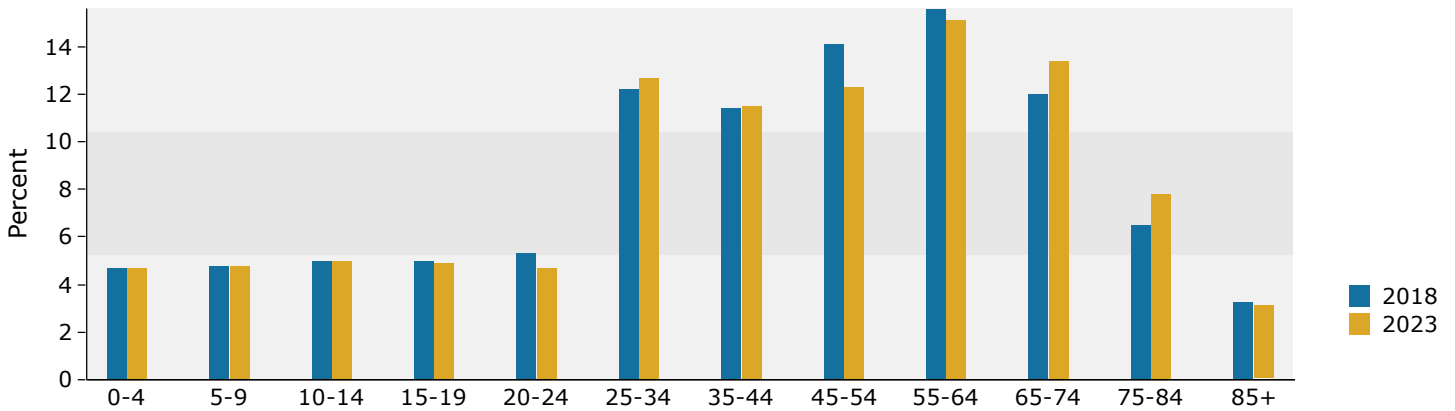
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

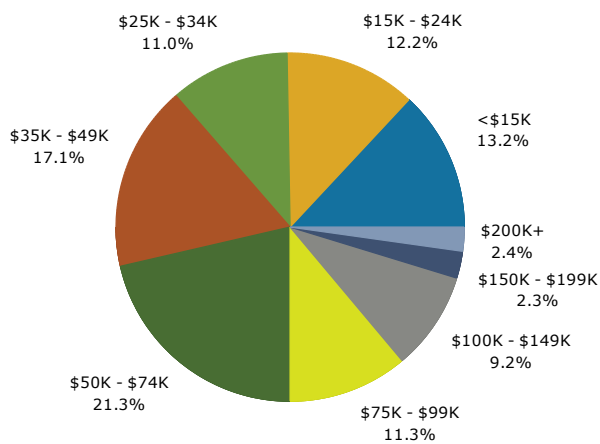
Trends 2018-2023



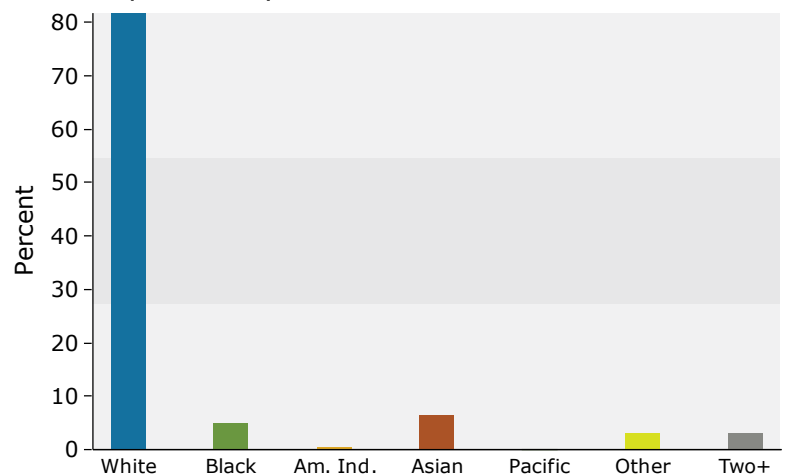
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 12.1%



Demographic and Income Profile

Plaza 66
4665 66th Street North St. Petersburg FL 33709
Ring: 5 mile radius

Latitude: 27.8141
Longitude: -82.7284

Summary	Census 2010	2018	2023
Population	260,638	273,329	283,040
Households	115,841	119,792	123,521
Families	65,534	67,283	69,209
Average Household Size	2.21	2.25	2.26
Owner Occupied Housing Units	82,084	79,855	85,079
Renter Occupied Housing Units	33,757	39,937	38,443
Median Age	45.6	48.2	49.1
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.70%	1.41%	0.83%
Households	0.61%	1.36%	0.79%
Families	0.57%	1.30%	0.71%
Owner HHs	1.28%	1.91%	1.16%
Median Household Income	2.77%	2.52%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	15,424	12.9%	12,894	10.4%
\$15,000 - \$24,999	14,900	12.4%	12,628	10.2%
\$25,000 - \$34,999	13,910	11.6%	12,668	10.3%
\$35,000 - \$49,999	19,773	16.5%	19,598	15.9%
\$50,000 - \$74,999	23,336	19.5%	24,976	20.2%
\$75,000 - \$99,999	13,241	11.1%	15,552	12.6%
\$100,000 - \$149,999	11,735	9.8%	15,213	12.3%
\$150,000 - \$199,999	3,562	3.0%	4,697	3.8%
\$200,000+	3,911	3.3%	5,294	4.3%
Median Household Income	\$45,990		\$52,715	
Average Household Income	\$64,677		\$76,648	
Per Capita Income	\$28,971		\$34,057	

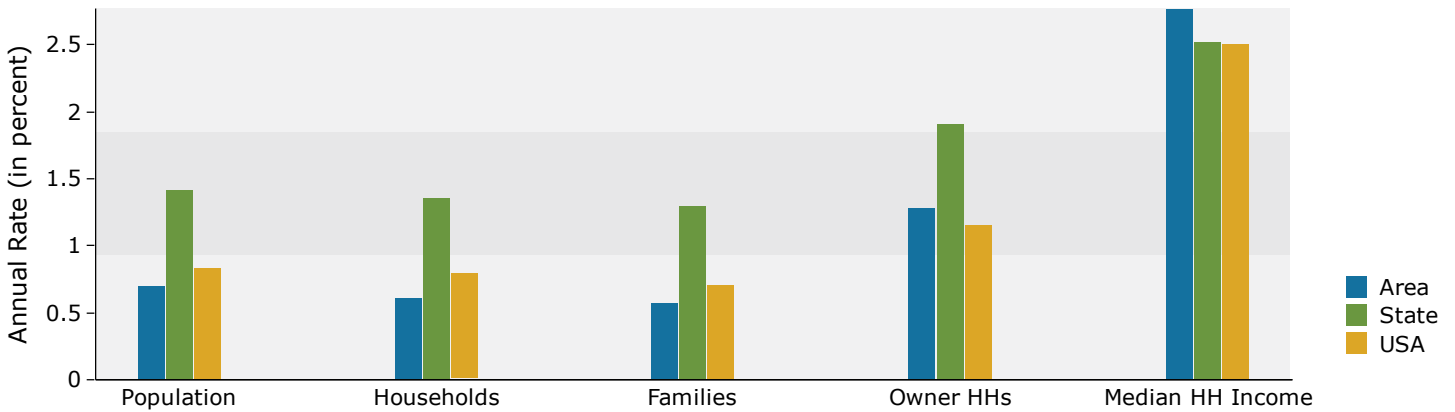
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	12,671	4.9%	12,076	4.4%	12,429	4.4%
5 - 9	12,779	4.9%	12,482	4.6%	12,670	4.5%
10 - 14	13,600	5.2%	13,012	4.8%	13,434	4.7%
15 - 19	14,482	5.6%	12,786	4.7%	13,127	4.6%
20 - 24	12,809	4.9%	13,633	5.0%	12,550	4.4%
25 - 34	28,682	11.0%	31,133	11.4%	32,640	11.5%
35 - 44	32,864	12.6%	30,315	11.1%	31,621	11.2%
45 - 54	43,014	16.5%	37,570	13.7%	34,001	12.0%
55 - 64	37,685	14.5%	43,867	16.0%	43,429	15.3%
65 - 74	25,492	9.8%	35,916	13.1%	41,539	14.7%
75 - 84	17,862	6.9%	19,986	7.3%	24,988	8.8%
85+	8,697	3.3%	10,553	3.9%	10,611	3.7%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	213,359	81.9%	217,928	79.7%	220,498	77.9%
Black Alone	22,401	8.6%	24,467	9.0%	26,263	9.3%
American Indian Alone	923	0.4%	973	0.4%	1,025	0.4%
Asian Alone	12,548	4.8%	15,256	5.6%	17,579	6.2%
Pacific Islander Alone	240	0.1%	252	0.1%	272	0.1%
Some Other Race Alone	5,017	1.9%	6,457	2.4%	7,896	2.8%
Two or More Races	6,150	2.4%	7,996	2.9%	9,507	3.4%
Hispanic Origin (Any Race)	20,594	7.9%	26,744	9.8%	32,660	11.5%

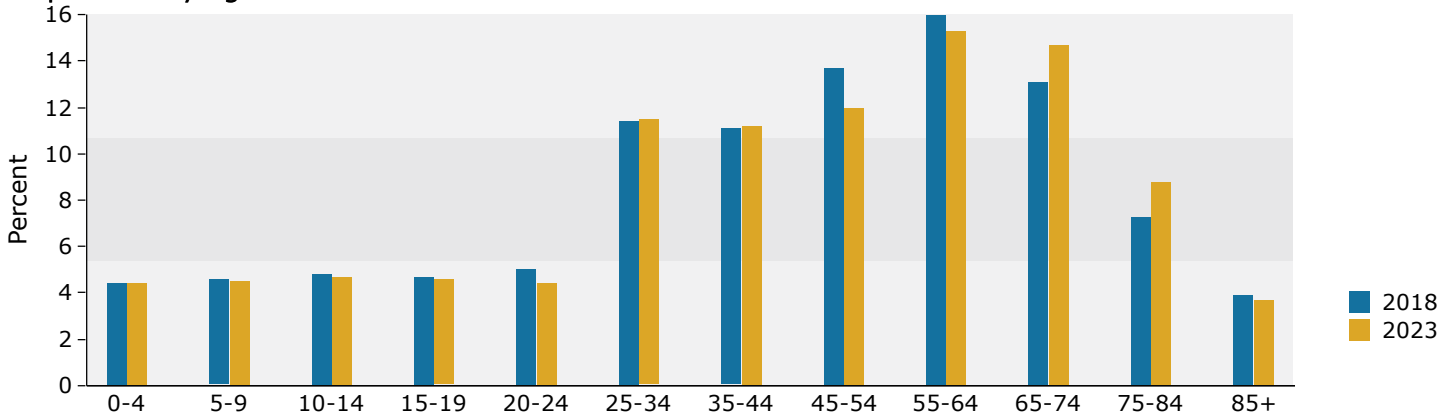
Data Note: Income is expressed in current dollars.

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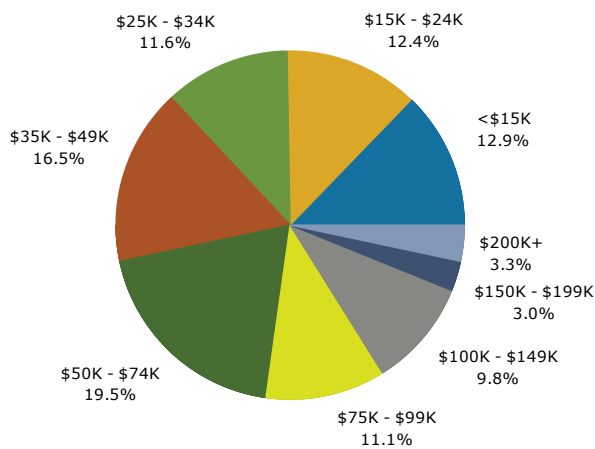
Trends 2018-2023



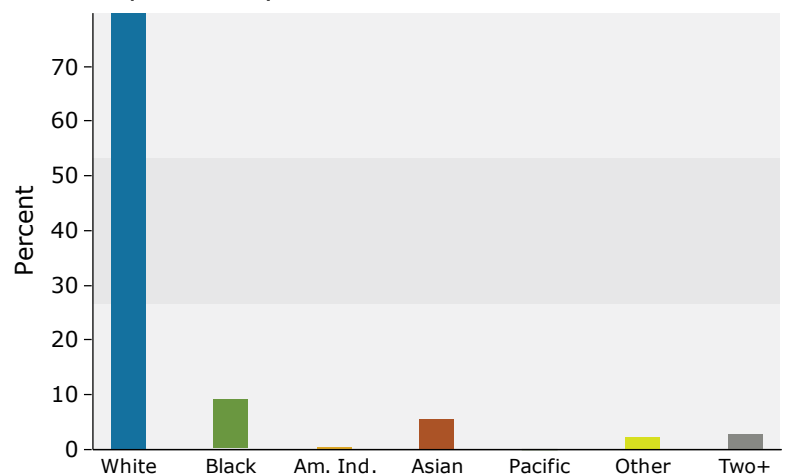
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 9.8%