

Indian Rocks Beach

Demographics

Summary	Census 2010	2017	2022
Population	4,113	4,377	4,582
Households	2,189	2,305	2,400
Families	1,093	1,140	1,182
Average Household Size	1.88	1.90	1.91
Owner Occupied Housing Units	1,349	1,295	1,383
Renter Occupied Housing Units	841	1,009	1,017
Median Age	52.0	55.3	58.3
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	0.92%	1.36%	0.83%
Households	0.81%	1.30%	0.79%
Families	0.73%	1.25%	0.71%
Owner HHs	1.32%	1.20%	0.71%
Median Household Income	1.93%	2.13%	2.12%

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	119	2.9%	109	2.5%	101	2.2%
5 - 9	136	3.3%	127	2.9%	119	2.6%
10 - 14	95	2.3%	114	2.6%	142	3.1%
15 - 24	255	6.2%	241	5.5%	225	4.9%
25 - 34	378	9.2%	376	8.6%	330	7.2%
35 - 44	485	11.8%	446	10.2%	454	9.9%
45 - 54	847	20.6%	748	17.1%	614	13.4%
55 - 64	909	22.1%	1,020	23.3%	999	21.8%
65 - 74	539	13.1%	770	17.6%	999	21.8%
75 - 84	276	6.7%	328	7.5%	467	10.2%
85 +	70	1.7%	96	2.2%	128	2.8%
18 +	3,669	89.2%	3,961	90.5%	4,147	90.5%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,957	96.2%	4,180	95.5%	4,348	94.9%
Black Alone	41	1.0%	48	1.1%	55	1.2%
American Indian Alone	8	0.2%	9	0.2%	9	0.2%
Asian Alone	29	0.7%	35	0.8%	46	1.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	25	0.6%	31	0.7%	37	0.8%
Two or More Races	53	1.3%	74	1.7%	87	1.9%
Hispanic Origin (Any Race)	210	5.1%	280	6.4%	348	7.6%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	113	4.9%	106	4.4%
\$15,000 - \$24,999	201	8.7%	173	7.2%
\$25,000 - \$34,999	154	6.7%	125	5.2%
\$35,000 - \$49,999	263	11.4%	221	9.2%
\$50,000 - \$74,999	440	19.1%	430	17.9%
\$75,000 - \$99,999	394	17.1%	482	20.1%
\$100,000 - \$149,999	364	15.8%	437	18.2%
\$150,000 - \$199,999	150	6.5%	173	7.2%
\$200,000+	221	9.6%	252	10.5%
Median Household Income	\$73,356		\$80,697	
Average Household Income	\$101,191		\$113,932	
Per Capita Income	\$53,289		\$59,676	

Demographics (cont.)

2017 Households by Disposable Income	Number	Percent
Total	2,305	100.0%
<\$15,000	147	6.4%
\$15,000-\$24,999	228	9.9%
\$25,000-\$34,999	194	8.4%
\$35,000-\$49,999	352	15.3%
\$50,000-\$74,999	547	23.7%
\$75,000-\$99,999	303	13.1%
\$100,000-\$149,999	293	12.7%
\$150,000-\$199,999	118	5.1%
\$200,000+	123	5.3%
Median Disposable Income	\$57,951	
Average Disposable Income	\$77,789	

2017 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	32	175	246	440	615	506	291
<\$15,000	2	6	9	15	43	35	37
\$15,000-\$24,999	3	18	17	25	54	56	55
\$25,000-\$34,999	3	16	15	24	55	39	42
\$35,000-\$49,999	3	32	34	61	82	76	64
\$50,000-\$74,999	10	47	78	89	128	142	53
\$75,000-\$99,999	5	22	43	71	85	59	18
\$100,000-\$149,999	4	23	22	78	94	60	12
\$150,000-\$199,999	1	4	16	36	39	17	5
\$200,000+	1	7	12	41	35	22	5
Median Disposable Income	\$59,296	\$55,731	\$62,263	\$76,555	\$61,823	\$55,689	\$36,861
Average Disposable Income	\$70,900	\$71,123	\$80,824	\$98,730	\$82,242	\$72,383	\$48,317

2017 Households by Net Worth	Number	Percent
Total	2,305	100.0%
<\$15,000	396	17.2%
\$15,000-\$34,999	158	6.9%
\$35,000-\$49,999	93	4.0%
\$50,000-\$74,999	168	7.3%
\$75,000-\$99,999	127	5.5%
\$100,000-\$149,999	211	9.2%
\$150,000-\$249,999	238	10.3%
\$250,000-\$499,999	321	13.9%
\$500,000+	593	25.7%
Median Net Worth	\$149,843	
Average Net Worth	\$1,099,890	

2017 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	32	175	246	440	615	506	291
<\$15,000	16	86	78	86	84	29	17
\$15,000-\$34,999	9	38	31	34	33	6	7
\$35,000-\$49,999	0	13	24	25	19	8	4
\$50,000-\$99,999	3	16	54	80	79	42	21
\$100,000-\$149,999	1	8	15	40	63	55	29
\$150,000-\$249,999	2	7	14	42	71	54	48
\$250,000+	1	7	30	133	266	312	165
Median Net Worth	\$15,000	\$15,393	\$42,733	\$95,087	\$182,807	\$250,001	\$250,001
Average Net Worth	\$49,645	\$72,712	\$340,537	\$700,915	\$1,235,677	\$2,012,850	\$1,203,830

Business Summary (2017)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	6	3.7%	17	1.4%
Manufacturing	4	2.5%	13	1.0%
Wholesale Trade	3	1.8%	72	5.8%
Retail Trade	19	11.7%	67	5.4%
Motor Vehicle & Parts Dealers	2	1.2%	4	0.3%
Furniture & Home Furnishings Stores	2	1.2%	2	0.2%
Electronics & Appliance Stores	2	1.2%	15	1.2%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.6%	3	0.2%
Food & Beverage Stores	1	0.6%	4	0.3%
Health & Personal Care Stores	1	0.6%	14	1.1%
Gasoline Stations	1	0.6%	2	0.2%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	5	3.1%	11	0.9%
General Merchandise Stores	1	0.6%	2	0.2%
Miscellaneous Store Retailers	3	1.8%	10	0.8%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	4	2.5%	17	1.4%
Information	4	2.5%	14	1.1%
Finance & Insurance	2	1.2%	6	0.5%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.6%	3	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	1	0.6%	3	0.2%
Real Estate, Rental & Leasing	31	19.0%	206	16.6%
Professional, Scientific & Tech Services	7	4.3%	24	1.9%
Legal Services	1	0.6%	3	0.2%
Management of Companies & Enterprises	1	0.6%	4	0.3%
Administrative & Support & Waste Management & Educational Services	8	4.9%	22	1.8%
Health Care & Social Assistance	1	0.6%	14	1.1%
Health Care & Social Assistance	3	1.8%	13	1.0%
Arts, Entertainment & Recreation	6	3.7%	19	1.5%
Accommodation & Food Services	36	22.1%	501	40.4%
Accommodation	9	5.5%	90	7.3%
Food Services & Drinking Places	27	16.6%	411	33.2%
Other Services (except Public Administration)	12	7.4%	33	2.7%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	9	5.5%	197	15.9%
Unclassified Establishments	7	4.3%	0	0.0%
Total	163	100.0%	1,239	100.0%