

Indian Rocks Beach

Demographics

Summary	Census 2010	2016	2021
Population	4,113	4,277	4,456
Households	2,189	2,256	2,344
Families	1,093	1,116	1,153
Average Household Size	1.88	1.90	1.90
Owner Occupied Housing Units	1,347	1,268	1,352
Renter Occupied Housing Units	842	988	992
Median Age	52.0	54.5	57.7
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.82%	1.29%	0.84%
Households	0.77%	1.21%	0.79%
Families	0.65%	1.13%	0.72%
Owner HHs	1.29%	1.09%	0.73%
Median Household Income	2.51%	2.52%	1.86%

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	118	2.9%	111	2.6%	104	2.3%
5 - 9	136	3.3%	136	3.2%	124	2.8%
10 - 14	95	2.3%	110	2.6%	152	3.4%
15 - 19	135	3.3%	115	2.7%	107	2.4%
20 - 24	122	3.0%	115	2.7%	96	2.2%
25 - 34	377	9.2%	369	8.6%	311	7.0%
35 - 44	487	11.8%	472	11.0%	462	10.4%
45 - 54	849	20.6%	755	17.7%	636	14.3%
55 - 64	910	22.1%	981	22.9%	962	21.6%
65 - 74	539	13.1%	708	16.6%	943	21.2%
75 - 84	275	6.7%	312	7.3%	427	9.6%
85+	70	1.7%	93	2.2%	132	3.0%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,958	96.2%	4,089	95.6%	4,233	95.0%
Black Alone	41	1.0%	46	1.1%	52	1.2%
American Indian Alone	9	0.2%	9	0.2%	9	0.2%
Asian Alone	27	0.7%	34	0.8%	41	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	23	0.6%	30	0.7%	38	0.9%
Two or More Races	55	1.3%	69	1.6%	83	1.9%
Hispanic Origin (Any Race)	210	5.1%	266	6.2%	330	7.4%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	130	5.8%	121	5.2%
\$15,000 - \$24,999	203	9.0%	223	9.5%
\$25,000 - \$34,999	173	7.7%	112	4.8%
\$35,000 - \$49,999	303	13.4%	196	8.4%
\$50,000 - \$74,999	394	17.5%	454	19.4%
\$75,000 - \$99,999	378	16.8%	438	18.7%
\$100,000 - \$149,999	349	15.5%	409	17.4%
\$150,000 - \$199,999	135	6.0%	170	7.3%
\$200,000+	191	8.5%	221	9.4%
Median Household Income		\$68,698		\$77,757
Average Household Income		\$95,299		\$105,831
Per Capita Income		\$50,268		\$55,670

Demographics (cont.)

2016 Households by Disposable Income	Number	Percent
Total	2,256	100.0%
<\$15,000	171	7.6%
\$15,000-\$24,999	218	9.7%
\$25,000-\$34,999	247	10.9%
\$35,000-\$49,999	342	15.2%
\$50,000-\$74,999	512	22.7%
\$75,000-\$99,999	302	13.4%
\$100,000-\$149,999	269	11.9%
\$150,000-\$199,999	95	4.2%
\$200,000+	100	4.4%
Median Disposable Income	\$55,198	
Average Disposable Income	\$73,171	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	29	172	261	447	599	468	280
<\$15,000	1	8	14	22	48	39	39
\$15,000-\$24,999	3	15	18	24	58	49	51
\$25,000-\$34,999	4	20	25	36	54	48	60
\$35,000-\$49,999	4	32	39	48	83	87	49
\$50,000-\$74,999	7	43	78	97	140	102	45
\$75,000-\$99,999	4	24	43	76	81	57	17
\$100,000-\$149,999	2	20	20	74	86	53	14
\$150,000-\$199,999	2	6	13	33	22	18	1
\$200,000+	2	4	11	37	27	15	4
Median Disposable Income	\$56,462	\$54,345	\$58,011	\$73,697	\$57,527	\$51,760	\$32,774
Average Disposable Income	\$77,793	\$67,887	\$74,487	\$94,403	\$75,069	\$68,265	\$44,953

2016 Households by Net Worth	Number	Percent
Total	2,256	100.0%
<\$15,000	429	19.0%
\$15,000-\$34,999	164	7.3%
\$35,000-\$49,999	91	4.0%
\$50,000-\$74,999	171	7.6%
\$75,000-\$99,999	120	5.3%
\$100,000-\$149,999	206	9.1%
\$150,000-\$249,999	234	10.4%
\$250,000-\$499,999	329	14.6%
\$500,000+	512	22.7%
Median Net Worth	\$134,201	
Average Net Worth	\$966,727	

2016 Net Worth by Age of Householder	Number of Households						
	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total	29	172	261	447	599	468	280
<\$15,000	13	89	90	95	93	31	18
\$15,000-\$34,999	5	36	34	35	37	9	8
\$35,000-\$49,999	1	11	22	25	21	7	4
\$50,000-\$99,999	5	15	56	80	72	42	21
\$100,000-\$149,999	1	9	17	46	61	48	24
\$150,000-\$249,999	2	6	14	40	79	45	48
\$250,000+	2	6	28	126	236	286	157
Median Net Worth	\$18,740	\$14,494	\$38,644	\$89,193	\$164,006	\$250,001	\$250,001
Average Net Worth	\$67,641	\$59,036	\$294,322	\$622,798	\$1,088,127	\$1,806,297	\$1,130,275

Business Summary (2016)

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	9	4.5%	26	2.0%
Manufacturing	3	1.5%	13	1.0%
Wholesale Trade	5	2.5%	22	1.7%
Retail Trade	21	10.4%	76	5.8%
Motor Vehicle & Parts Dealers	3	1.5%	7	0.5%
Furniture & Home Furnishings Stores	2	1.0%	3	0.2%
Electronics & Appliance Stores	3	1.5%	20	1.5%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	4	0.3%
Food & Beverage Stores	1	0.5%	2	0.2%
Health & Personal Care Stores	1	0.5%	14	1.1%
Gasoline Stations	2	1.0%	6	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	5	2.5%	11	0.8%
General Merchandise Stores	1	0.5%	2	0.2%
Miscellaneous Store Retailers	2	1.0%	7	0.5%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	6	3.0%	24	1.8%
Information	6	3.0%	18	1.4%
Finance & Insurance	11	5.4%	11	0.8%
Central Bank/Credit Intermediation & Related Activities	9	4.5%	5	0.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.5%	3	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	1	0.5%	3	0.2%
Real Estate, Rental & Leasing	40	19.8%	264	20.2%
Professional, Scientific & Tech Services	11	5.4%	36	2.8%
Legal Services	1	0.5%	3	0.2%
Management of Companies & Enterprises	1	0.5%	4	0.3%
Administrative & Support & Waste Management & Remediation Services	9	4.5%	53	4.1%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	2	1.0%	6	0.5%
Arts, Entertainment & Recreation	7	3.5%	21	1.6%
Accommodation & Food Services	34	16.8%	494	37.9%
Accommodation	8	4.0%	87	6.7%
Food Services & Drinking Places	26	12.9%	407	31.2%
Other Services (except Public Administration)	14	6.9%	40	3.1%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	9	4.5%	197	15.1%
Unclassified	14	6.9%	0	0.0%
Total	202	100.0%	1,305	100.0%