

St. Petersburg

Demographics

Summary	Census 2010	2016	2021
Population	244,769	252,408	261,686
Households	108,815	111,484	115,284
Families	59,121	59,586	61,125
Average Household Size	2.19	2.20	2.21
Owner Occupied Housing Units	66,018	62,183	63,378
Renter Occupied Housing Units	42,797	49,301	51,907
Median Age	41.6	43.1	43.7
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.72%	1.29%	0.84%
Households	0.67%	1.21%	0.79%
Families	0.51%	1.13%	0.72%
Owner HHs	0.38%	1.09%	0.73%
Median Household Income	2.73%	2.52%	1.86%

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,258	5.4%	12,692	5.0%	12,986	5.0%
5 - 9	12,609	5.2%	12,732	5.0%	12,590	4.8%
10 - 14	13,274	5.4%	12,802	5.1%	13,128	5.0%
15 - 19	14,892	6.1%	13,800	5.5%	13,543	5.2%
20 - 24	15,100	6.2%	16,489	6.5%	16,148	6.2%
25 - 34	31,690	12.9%	32,638	12.9%	35,926	13.7%
35 - 44	33,032	13.5%	31,032	12.3%	30,579	11.7%
45 - 54	39,886	16.3%	36,649	14.5%	33,259	12.7%
55 - 64	32,709	13.4%	37,378	14.8%	38,817	14.8%
65 - 74	19,321	7.9%	25,732	10.2%	31,477	12.0%
75 - 84	12,815	5.2%	13,462	5.3%	15,983	6.1%
85+	6,183	2.5%	7,004	2.8%	7,249	2.8%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	168,036	68.7%	168,104	66.6%	169,346	64.7%
Black Alone	58,577	23.9%	62,671	24.8%	66,996	25.6%
American Indian Alone	723	0.3%	752	0.3%	777	0.3%
Asian Alone	7,779	3.2%	9,386	3.7%	11,075	4.2%
Pacific Islander Alone	135	0.1%	145	0.1%	157	0.1%
Some Other Race Alone	3,474	1.4%	4,051	1.6%	4,798	1.8%
Two or More Races	6,045	2.5%	7,300	2.9%	8,537	3.3%
Hispanic Origin (Any Race)	16,214	6.6%	19,640	7.8%	23,701	9.1%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	16,959	15.2%	17,572	15.2%
\$15,000 - \$24,999	13,225	11.9%	15,838	13.7%
\$25,000 - \$34,999	13,458	12.1%	9,466	8.2%
\$35,000 - \$49,999	17,203	15.4%	13,468	11.7%
\$50,000 - \$74,999	21,268	19.1%	23,655	20.5%
\$75,000 - \$99,999	11,503	10.3%	13,696	11.9%
\$100,000 - \$149,999	10,386	9.3%	12,613	10.9%
\$150,000 - \$199,999	3,837	3.4%	4,862	4.2%
\$200,000+	3,646	3.3%	4,114	3.6%
Median Household Income		\$44,476		\$50,888
Average Household Income		\$63,673		\$69,610
Per Capita Income		\$29,092		\$31,601

Source: 2016 ESRI

Demographics (cont.)

2016 Households by Disposable Income	Number	Percent
Total	111,484	100.0%
<\$15,000	19,468	17.5%
\$15,000-\$24,999	14,971	13.4%
\$25,000-\$34,999	16,143	14.5%
\$35,000-\$49,999	19,240	17.3%
\$50,000-\$74,999	21,065	18.9%
\$75,000-\$99,999	9,314	8.4%
\$100,000-\$149,999	7,483	6.7%
\$150,000-\$199,999	1,889	1.7%
\$200,000+	1,911	1.7%
Median Disposable Income	\$38,035	
Average Disposable Income	\$51,113	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,601	16,051	17,037	21,096	22,696	16,573	13,429
<\$15,000	1,031	2,528	2,331	2,968	4,269	2,949	3,392
\$15,000-\$24,999	804	2,117	1,772	2,072	3,006	2,596	2,605
\$25,000-\$34,999	826	2,533	2,362	2,587	2,657	2,562	2,616
\$35,000-\$49,999	878	3,443	3,288	2,949	3,685	3,246	1,750
\$50,000-\$74,999	724	3,077	4,281	4,663	4,288	2,429	1,602
\$75,000-\$99,999	182	1,258	1,751	2,424	1,945	1,066	689
\$100,000-\$149,999	112	879	700	2,115	1,981	1,124	571
\$150,000-\$199,999	16	137	327	647	369	319	74
\$200,000+	28	79	225	671	496	282	130
Median Disposable Income	\$29,775	\$37,647	\$43,040	\$49,809	\$39,585	\$35,558	\$27,048
Average Disposable Income	\$37,231	\$46,158	\$52,478	\$63,457	\$53,925	\$49,144	\$38,346

2016 Households by Net Worth	Number	Percent
Total	111,484	100.0%
<\$15,000	41,147	36.9%
\$15,000-\$34,999	10,098	9.1%
\$35,000-\$49,999	4,744	4.3%
\$50,000-\$74,999	6,878	6.2%
\$75,000-\$99,999	4,721	4.2%
\$100,000-\$149,999	7,494	6.7%
\$150,000-\$249,999	10,195	9.1%
\$250,000-\$499,999	12,237	11.0%
\$500,000+	13,970	12.5%
Median Net Worth	\$49,044	
Average Net Worth	\$449,989	

2016 Net Worth by Age of Householder	Number of Households						
	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total	4,601	16,050	17,037	21,097	22,696	16,571	13,430
<\$15,000	3,694	10,145	7,829	7,455	6,875	2,843	2,306
\$15,000-\$34,999	493	2,394	2,215	2,022	1,729	690	555
\$35,000-\$49,999	139	676	1,085	1,018	988	631	207
\$50,000-\$99,999	149	1,433	2,186	2,599	2,345	1,635	1,251
\$100,000-\$149,999	31	561	1,083	1,346	1,603	1,742	1,127
\$150,000-\$249,999	52	367	1,113	2,013	2,358	2,137	2,155
\$250,000+	43	474	1,526	4,644	6,798	6,893	5,829
Median Net Worth	\$9,341	\$11,865	\$19,062	\$50,627	\$82,914	\$176,514	\$198,681
Average Net Worth	\$23,359	\$51,693	\$188,316	\$360,256	\$580,788	\$947,776	\$709,876

Business Summary (2016)

by NAICS Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	5	0.0%	36	0.0%
Mining	9	0.1%	55	0.0%
Utilities	6	0.1%	1,637	1.1%
Construction	616	5.9%	3,557	2.5%
Manufacturing	266	2.5%	7,083	4.9%
Wholesale Trade	221	2.1%	2,714	1.9%
Retail Trade	1,481	14.1%	26,776	18.6%
Motor Vehicle & Parts Dealers	139	1.3%	1,491	1.0%
Furniture & Home Furnishings Stores	81	0.8%	383	0.3%
Electronics & Appliance Stores	86	0.8%	1,628	1.1%
Bldg Material & Garden Equipment & Supplies Dealers	102	1.0%	1,256	0.9%
Food & Beverage Stores	202	1.9%	3,109	2.2%
Health & Personal Care Stores	170	1.6%	2,020	1.4%
Gasoline Stations	78	0.7%	196	0.1%
Clothing & Clothing Accessories Stores	204	1.9%	1,396	1.0%
Sport Goods, Hobby, Book, & Music Stores	74	0.7%	487	0.3%
General Merchandise Stores	65	0.6%	2,420	1.7%
Miscellaneous Store Retailers	243	2.3%	1,303	0.9%
Nonstore Retailers	37	0.4%	11,087	7.7%
Transportation & Warehousing	152	1.5%	6,541	4.6%
Information	223	2.1%	6,885	4.8%
Finance & Insurance	949	9.1%	16,421	11.4%
Central Bank/Credit Intermediation & Related Activities	509	4.9%	3,711	2.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	167	1.6%	7,915	5.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	273	2.6%	4,795	3.3%
Real Estate, Rental & Leasing	637	6.1%	3,663	2.5%
Professional, Scientific & Tech Services	1,228	11.7%	10,480	7.3%
Legal Services	468	4.5%	2,558	1.8%
Management of Companies & Enterprises	12	0.1%	172	0.1%
Administrative & Support & Waste Management & Remediation Services	497	4.7%	2,892	2.0%
Educational Services	213	2.0%	7,486	5.2%
Health Care & Social Assistance	1,075	10.3%	18,437	12.8%
Arts, Entertainment & Recreation	225	2.1%	2,368	1.6%
Accommodation & Food Services	677	6.5%	10,181	7.1%
Accommodation	86	0.8%	1,726	1.2%
Food Services & Drinking Places	591	5.6%	8,455	5.9%
Other Services (except Public Administration)	1,319	12.6%	8,090	5.6%
Automotive Repair & Maintenance	167	1.6%	742	0.5%
Public Administration	211	2.0%	7,981	5.6%
Unclassified Establishments	447	4.3%	288	0.2%
Total	10,469	100.0%	143,743	100.0%