

Pinellas County

Demographics

Summary	Census 2010	2016	2021
Population	916,542	946,848	982,583
Households	415,876	425,675	439,860
Families	234,268	237,355	243,950
Average Household Size	2.16	2.18	2.19
Owner Occupied Housing Units	280,458	266,862	273,684
Renter Occupied Housing Units	135,418	158,813	166,176
Median Age	46.2	48.1	49.3
Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	0.74%	1.29%	0.84%
Households	0.66%	1.21%	0.79%
Families	0.55%	1.13%	0.72%
Owner HHs	0.51%	1.09%	0.73%
Median Household Income	2.71%	2.52%	1.86%

Population by Age	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	42,349	4.6%	40,762	4.3%	41,623	4.2%
5 - 9	43,079	4.7%	42,655	4.5%	42,059	4.3%
10 - 14	46,769	5.1%	45,162	4.8%	45,613	4.6%
15 - 19	50,416	5.5%	46,672	4.9%	45,772	4.7%
20 - 24	47,098	5.1%	51,361	5.4%	48,733	5.0%
25 - 34	99,379	10.8%	104,513	11.0%	112,556	11.5%
35 - 44	111,363	12.2%	104,344	11.0%	106,062	10.8%
45 - 54	147,591	16.1%	134,939	14.3%	121,009	12.3%
55 - 64	134,399	14.7%	148,814	15.7%	153,966	15.7%
65 - 74	95,294	10.4%	120,535	12.7%	143,320	14.6%
75 - 84	66,970	7.3%	70,532	7.4%	83,342	8.5%
85+	31,835	3.5%	36,559	3.9%	38,528	3.9%

Race and Ethnicity	Census 2010		2016		2021	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,892	82.1%	760,303	80.3%	772,214	78.6%
Black Alone	94,745	10.3%	103,031	10.9%	111,455	11.3%
American Indian Alone	2,892	0.3%	2,985	0.3%	3,104	0.3%
Asian Alone	27,148	3.0%	33,292	3.5%	39,601	4.0%
Pacific Islander Alone	810	0.1%	849	0.1%	921	0.1%
Some Other Race Alone	18,039	2.0%	21,717	2.3%	26,074	2.7%
Two or More Races	20,016	2.2%	24,671	2.6%	29,214	3.0%
Hispanic Origin (Any Race)	73,241	8.0%	89,968	9.5%	109,017	11.1%

Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	58,120	13.7%	60,059	13.7%
\$15,000 - \$24,999	54,291	12.8%	64,457	14.7%
\$25,000 - \$34,999	51,304	12.1%	37,177	8.5%
\$35,000 - \$49,999	65,086	15.3%	48,440	11.0%
\$50,000 - \$74,999	78,851	18.5%	88,218	20.1%
\$75,000 - \$99,999	44,581	10.5%	53,022	12.1%
\$100,000 - \$149,999	42,494	10.0%	51,607	11.7%
\$150,000 - \$199,999	15,038	3.5%	18,983	4.3%
\$200,000+	15,910	3.7%	17,897	4.1%
Median Household Income		\$45,362		\$51,857
Average Household Income		\$66,279		\$72,501
Per Capita Income		\$30,466		\$33,100

Demographics (cont.)

2016 Households by Disposable Income	Number	Percent
Total	425,675	100.0%
<\$15,000	68,835	16.2%
\$15,000-\$24,999	59,772	14.0%
\$25,000-\$34,999	62,010	14.6%
\$35,000-\$49,999	71,731	16.9%
\$50,000-\$74,999	78,973	18.6%
\$75,000-\$99,999	37,262	8.8%
\$100,000-\$149,999	30,560	7.2%
\$150,000-\$199,999	8,168	1.9%
\$200,000+	8,364	2.0%
Median Disposable Income	\$38,576	
Average Disposable Income	\$52,920	

2016 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	12,110	46,817	54,899	75,456	88,401	76,076	71,916
<\$15,000	2,400	6,686	6,556	9,079	14,785	12,500	16,829
\$15,000-\$24,999	2,075	6,251	5,655	7,115	11,602	11,576	15,498
\$25,000-\$34,999	2,183	7,307	7,303	8,712	10,147	11,763	14,595
\$35,000-\$49,999	2,375	9,933	10,290	10,180	14,037	15,286	9,630
\$50,000-\$74,999	2,002	9,135	14,067	16,577	16,956	11,697	8,539
\$75,000-\$99,999	565	4,026	6,378	9,482	8,365	5,060	3,386
\$100,000-\$149,999	389	2,747	2,475	8,597	8,540	5,246	2,566
\$150,000-\$199,999	50	476	1,265	2,768	1,710	1,574	325
\$200,000+	71	256	910	2,946	2,259	1,374	548
Median Disposable Income	\$31,517	\$38,550	\$45,556	\$52,664	\$41,935	\$36,499	\$26,823
Average Disposable Income	\$39,412	\$47,743	\$55,572	\$68,643	\$57,367	\$50,568	\$37,064

2016 Households by Net Worth	Number	Percent
Total	425,675	100.0%
<\$15,000	129,254	30.4%
\$15,000-\$34,999	33,852	8.0%
\$35,000-\$49,999	17,113	4.0%
\$50,000-\$74,999	26,387	6.2%
\$75,000-\$99,999	18,781	4.4%
\$100,000-\$149,999	31,673	7.4%
\$150,000-\$249,999	45,589	10.7%
\$250,000-\$499,999	56,619	13.3%
\$500,000+	66,407	15.6%
Median Net Worth	\$82,279	
Average Net Worth	\$613,716	

2016 Net Worth by Age of Householder	Number of Households						
	15-24	25-34	35-44	45-54	55-64	65-74	75+
Total	12,110	46,817	54,899	75,456	88,401	76,076	71,916
<\$15,000	9,274	28,475	23,556	23,580	23,212	10,942	10,215
\$15,000-\$34,999	1,519	6,803	6,897	6,799	6,485	2,400	2,949
\$35,000-\$49,999	454	2,098	3,452	3,511	3,734	2,580	1,284
\$50,000-\$99,999	474	4,521	7,535	9,439	8,976	7,277	6,946
\$100,000-\$149,999	114	1,894	3,555	5,088	6,683	7,820	6,519
\$150,000-\$249,999	163	1,332	3,840	7,332	9,758	10,555	12,609
\$250,000+	112	1,694	6,064	19,707	29,553	34,502	31,394
Median Net Worth	\$9,794	\$12,331	\$23,577	\$64,892	\$110,818	\$207,417	\$203,589
Average Net Worth	\$26,273	\$63,561	\$256,123	\$476,906	\$740,418	\$1,126,828	\$788,768

Business Summary (2016)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	40	0.1%	147	0.0%
Mining	13	0.0%	112	0.0%
Utilities	29	0.1%	2,165	0.4%
Construction	2,966	7.0%	22,986	4.7%
Manufacturing	1,567	3.7%	29,068	6.0%
Wholesale Trade	1,376	3.3%	23,368	4.8%
Retail Trade	6,151	14.6%	76,817	15.7%
Motor Vehicle & Parts Dealers	784	1.9%	9,807	2.0%
Furniture & Home Furnishings Stores	340	0.8%	2,300	0.5%
Electronics & Appliance Stores	395	0.9%	3,644	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	534	1.3%	6,154	1.3%
Food & Beverage Stores	710	1.7%	13,000	2.7%
Health & Personal Care Stores	640	1.5%	6,041	1.2%
Gasoline Stations	209	0.5%	622	0.1%
Clothing & Clothing Accessories Stores	669	1.6%	4,148	0.8%
Sport Goods, Hobby, Book, & Music Stores	395	0.9%	2,666	0.5%
General Merchandise Stores	272	0.6%	10,803	2.2%
Miscellaneous Store Retailers	1,062	2.5%	6,127	1.3%
Nonstore Retailers	141	0.3%	11,505	2.4%
Transportation & Warehousing	727	1.7%	13,313	2.7%
Information	742	1.8%	13,017	2.7%
Finance & Insurance	3,383	8.0%	33,301	6.8%
Central Bank/Credit Intermediation & Related Activities	1,907	4.5%	8,050	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	563	1.3%	13,973	2.9%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	913	2.2%	11,278	2.3%
Real Estate, Rental & Leasing	2,930	6.9%	15,995	3.3%
Professional, Scientific & Tech Services	4,167	9.9%	34,479	7.1%
Legal Services	1,108	2.6%	6,142	1.3%
Management of Companies & Enterprises	41	0.1%	536	0.1%
Administrative & Support & Waste Management & Remediation Services	2,104	5.0%	14,892	3.1%
Educational Services	742	1.8%	23,918	4.9%
Health Care & Social Assistance	3,561	8.4%	66,507	13.6%
Arts, Entertainment & Recreation	904	2.1%	9,650	2.0%
Accommodation & Food Services	2,976	7.1%	46,863	9.6%
Accommodation	461	1.1%	9,853	2.0%
Food Services & Drinking Places	2,515	6.0%	37,010	7.6%
Other Services (except Public Administration)	5,109	12.1%	29,751	6.1%
Automotive Repair & Maintenance	963	2.3%	3,922	0.8%
Public Administration	878	2.1%	30,039	6.2%
Unclassified Establishments	1,779	4.2%	1,091	0.2%
Total	42,185	100.0%	488,015	100.0%