

Pinellas County

Demographics

Summary	Census 2010	2017	2022
Population	916,542	968,279	1,008,080
Households	415,876	434,729	450,633
Families	234,268	242,761	250,622
Average Household Size	2.16	2.18	2.19
Owner Occupied Housing Units	280,524	272,997	280,905
Renter Occupied Housing Units	135,478	161,814	169,837
Median Age	46.2	48.6	49.7
Trends: 2017 - 2022 Annual Rate	Area	State	National
Population	0.81%	1.36%	0.83%
Households	0.72%	1.30%	0.79%
Families	0.64%	1.25%	0.71%
Owner HHs	0.57%	1.20%	0.71%
Median Household Income	2.23%	2.13%	2.12%

Population by Age	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	42,161	4.6%	40,668	4.2%	42,339	4.2%
5 - 9	43,077	4.7%	42,604	4.4%	42,339	4.2%
10 - 14	46,744	5.1%	45,509	4.7%	46,372	4.6%
15 - 24	97,153	10.6%	97,796	10.1%	94,760	9.4%
25 - 34	98,987	10.8%	108,447	11.2%	115,929	11.5%
35 - 44	111,818	12.2%	104,574	10.8%	109,881	10.9%
45 - 54	147,563	16.1%	132,654	13.7%	119,962	11.9%
55 - 64	134,732	14.7%	152,988	15.8%	155,244	15.4%
65 - 74	95,320	10.4%	128,781	13.3%	150,204	14.9%
75 - 84	66,908	7.3%	73,589	7.6%	90,727	9.0%
85 +	32,079	3.5%	38,731	4.0%	40,323	4.0%
18 +	753,398	82.2%	811,418	83.8%	848,803	84.2%

Race and Ethnicity	Census 2010		2017		2022	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,481	82.1%	775,591	80.1%	790,335	78.4%
Black Alone	94,404	10.3%	105,542	10.9%	113,913	11.3%
American Indian Alone	2,750	0.3%	2,905	0.3%	3,024	0.3%
Asian Alone	27,496	3.0%	34,858	3.6%	40,323	4.0%
Pacific Islander Alone	917	0.1%	968	0.1%	1,008	0.1%
Some Other Race Alone	18,331	2.0%	23,239	2.4%	28,226	2.8%
Two or More Races	20,164	2.2%	26,144	2.7%	30,242	3.0%
Hispanic Origin (Any Race)	73,323	8.0%	94,891	9.8%	114,921	11.4%

Households by Income	2017		2022	
	Number	Percent	Number	Percent
<\$15,000	52,602	12.1%	52,724	11.7%
\$15,000 - \$24,999	56,080	12.9%	52,273	11.6%
\$25,000 - \$34,999	50,429	11.6%	45,063	10.0%
\$35,000 - \$49,999	66,079	15.2%	59,484	13.2%
\$50,000 - \$74,999	80,860	18.6%	82,466	18.3%
\$75,000 - \$99,999	48,255	11.1%	59,934	13.3%
\$100,000 - \$149,999	45,212	10.4%	56,329	12.5%
\$150,000 - \$199,999	16,520	3.8%	19,828	4.4%
\$200,000+	18,693	4.3%	21,630	4.8%
Median Household Income	\$47,762		\$53,341	
Average Household Income	\$69,730		\$79,146	
Per Capita Income	\$31,986		\$36,140	

Demographics (cont.)

2017 Households by Disposable Income	Number	Percent
Total	434,729	100.0%
<\$15,000	61,767	14.2%
\$15,000-\$24,999	66,677	15.3%
\$25,000-\$34,999	54,545	12.5%
\$35,000-\$49,999	77,546	17.8%
\$50,000-\$74,999	82,377	18.9%
\$75,000-\$99,999	37,891	8.7%
\$100,000-\$149,999	33,688	7.7%
\$150,000-\$199,999	10,147	2.3%
\$200,000+	10,091	2.3%
Median Disposable Income	\$40,349	
Average Disposable Income	\$55,380	

2017 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,991	48,292	54,788	73,792	90,393	80,600	74,873
<\$15,000	1,865	5,634	5,075	7,310	14,052	12,003	15,828
\$15,000-\$24,999	1,932	8,025	5,976	7,908	11,340	14,032	17,464
\$25,000-\$34,999	2,406	5,892	5,928	6,814	11,719	10,453	11,333
\$35,000-\$49,999	2,444	10,828	10,719	13,018	14,044	13,755	12,738
\$50,000-\$74,999	2,405	9,895	14,922	14,711	15,230	15,230	9,984
\$75,000-\$99,999	407	3,523	6,795	9,043	8,799	5,499	3,825
\$100,000-\$149,999	412	3,506	2,745	8,878	9,504	6,231	2,412
\$150,000-\$199,999	41	383	1,489	3,007	3,049	1,497	681
\$200,000+	79	606	1,139	3,103	2,656	1,900	608
Median Disposable Income	\$33,827	\$39,916	\$49,407	\$52,116	\$42,403	\$38,153	\$27,935
Average Disposable Income	\$41,172	\$50,116	\$59,197	\$70,472	\$60,823	\$53,373	\$38,971

2017 Households by Net Worth	Number	Percent
Total	434,729	100.0%
<\$15,000	126,979	29.2%
\$15,000-\$34,999	33,712	7.8%
\$35,000-\$49,999	17,085	3.9%
\$50,000-\$74,999	25,771	5.9%
\$75,000-\$99,999	19,123	4.4%
\$100,000-\$149,999	32,193	7.4%
\$150,000-\$249,999	47,966	11.0%
\$250,000-\$499,999	58,522	13.5%
\$500,000+	73,378	16.9%
Median Net Worth		\$92,096
Average Net Worth		\$666,483

2017 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,991	48,292	54,788	73,792	90,393	80,600	74,873
<\$15,000	9,398	29,113	22,996	22,613	22,386	10,683	9,790
\$15,000-\$34,999	1,386	7,089	6,609	6,846	6,416	2,424	2,942
\$35,000-\$49,999	426	2,103	3,569	3,263	3,763	2,640	1,321
\$50,000-\$99,999	422	4,618	7,554	8,857	9,097	7,479	6,867
\$100,000-\$149,999	78	2,001	3,452	5,092	6,860	8,140	6,570
\$150,000-\$249,999	166	1,531	4,108	7,265	10,178	11,177	13,541
\$250,000+	115	1,837	6,500	19,856	31,693	38,057	33,842
Median Net Worth	\$9,569	\$12,441	\$25,774	\$67,887	\$122,290	\$223,153	\$214,487
Average Net Worth	\$26,279	\$65,771	\$278,552	\$508,140	\$806,226	\$1,213,251	\$839,090

Business Summary (2017)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	28	0.1%	135	0.0%
Mining	14	0.0%	116	0.0%
Utilities	27	0.1%	2,477	0.5%
Construction	2,310	6.4%	19,027	4.2%
Manufacturing	1,429	3.9%	28,412	6.2%
Wholesale Trade	1,181	3.3%	23,022	5.1%
Retail Trade	5,231	14.4%	70,799	15.6%
Motor Vehicle & Parts Dealers	702	1.9%	8,871	2.0%
Furniture & Home Furnishings Stores	312	0.9%	2,213	0.5%
Electronics & Appliance Stores	260	0.7%	2,363	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	412	1.1%	5,615	1.2%
Food & Beverage Stores	638	1.8%	12,556	2.8%
Health & Personal Care Stores	580	1.6%	5,181	1.1%
Gasoline Stations	141	0.4%	619	0.1%
Clothing & Clothing Accessories Stores	576	1.6%	3,807	0.8%
Sport Goods, Hobby, Book, & Music Stores	338	0.9%	2,477	0.5%
General Merchandise Stores	254	0.7%	10,209	2.2%
Miscellaneous Store Retailers	890	2.5%	5,422	1.2%
Nonstore Retailers	128	0.4%	11,466	2.5%
Transportation & Warehousing	557	1.5%	7,902	1.7%
Information	735	2.0%	13,905	3.1%
Finance & Insurance	2,036	5.6%	28,095	6.2%
Central Bank/Credit Intermediation & Related Activities	686	1.9%	6,683	1.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	510	1.4%	10,218	2.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	840	2.3%	11,194	2.5%
Real Estate, Rental & Leasing	2,628	7.3%	14,508	3.2%
Professional, Scientific & Tech Services	3,692	10.2%	30,759	6.8%
Legal Services	997	2.8%	5,523	1.2%
Management of Companies & Enterprises	35	0.1%	557	0.1%
Administrative & Support & Waste Management & Educational Services	1,667	4.6%	13,264	2.9%
Health Care & Social Assistance	696	1.9%	23,628	5.2%
Arts, Entertainment & Recreation	3,247	9.0%	69,295	15.2%
Accommodation & Food Services	833	2.3%	9,550	2.1%
Accommodation	2,699	7.5%	45,653	10.0%
Food Services & Drinking Places	450	1.2%	10,628	2.3%
Food Services & Drinking Places	2,249	6.2%	35,025	7.7%
Other Services (except Public Administration)	4,415	12.2%	28,145	6.2%
Automotive Repair & Maintenance	799	2.2%	3,559	0.8%
Public Administration	831	2.3%	24,564	5.4%
Unclassified Establishments	1,910	5.3%	857	0.2%
Total	36,201	100.00%	454,670	100.00%