

Pinellas County

Demographics

Summary	Census 2010	2018	2023
Population	916,542	968,109	1,007,345
Households	415,876	433,534	449,825
Families	234,268	241,627	249,615
Average Household Size	2.16	2.19	2.20
Owner Occupied Housing Units	280,524	273,445	290,699
Renter Occupied Housing Units	135,478	160,205	159,052
Median Age	46.2	48.9	50.0
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.80%	1.41%	0.83%
Households	0.74%	1.36%	0.79%
Families	0.65%	1.30%	0.71%
Owner HHs	1.23%	1.92%	1.13%
Median Household Income	2.39%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	42,161	4.6%	40,661	4.2%	42,308	4.2%
5 - 9	43,077	4.7%	42,597	4.4%	42,308	4.2%
10 - 14	46,744	5.1%	44,533	4.6%	45,331	4.5%
15 - 24	97,153	10.6%	95,843	9.9%	93,683	9.3%
25 - 34	98,987	10.8%	109,396	11.3%	115,845	11.5%
35 - 44	111,818	12.2%	104,556	10.8%	109,801	10.9%
45 - 54	147,563	16.1%	129,727	13.4%	117,859	11.7%
55 - 64	134,732	14.7%	154,897	16.0%	153,116	15.2%
65 - 74	95,320	10.4%	131,663	13.6%	152,109	15.1%
75 - 84	66,908	7.3%	75,513	7.8%	93,683	9.3%
85 +	32,079	3.5%	39,692	4.1%	40,294	4.0%
18 +	753,398	82.2%	813,212	84.0%	850,199	84.4%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,481	82.1%	776,423	80.2%	792,781	78.7%
Black Alone	94,404	10.3%	103,588	10.7%	111,815	11.1%
American Indian Alone	2,750	0.3%	2,904	0.3%	3,022	0.3%
Asian Alone	27,496	3.0%	33,884	3.5%	39,286	3.9%
Pacific Islander Alone	917	0.1%	968	0.1%	1,007	0.1%
Some Other Race Alone	18,331	2.0%	23,235	2.4%	28,206	2.8%
Two or More Races	20,164	2.2%	26,139	2.7%	31,228	3.1%
Hispanic Origin (Any Race)	73,323	8.0%	95,843	9.9%	117,859	11.7%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	52,024	12.0%	43,633	9.7%
\$15,000 - \$24,999	50,723	11.7%	43,183	9.6%
\$25,000 - \$34,999	48,556	11.2%	44,533	9.9%
\$35,000 - \$49,999	66,331	15.3%	66,124	14.7%
\$50,000 - \$74,999	80,204	18.5%	86,366	19.2%
\$75,000 - \$99,999	48,989	11.3%	56,678	12.6%
\$100,000 - \$149,999	48,122	11.1%	60,277	13.4%
\$150,000 - \$199,999	17,775	4.1%	22,041	4.9%
\$200,000+	20,376	4.7%	26,990	6.0%
Median Household Income	\$49,730		\$55,957	
Average Household Income	\$72,332		\$85,165	
Per Capita Income	\$33,054		\$38,675	

Demographics (cont.)

2018 Households by Disposable Income

	Number	Percent
Total	433,534	100.0%
<\$15,000	60,295	13.9%
\$15,000-\$24,999	60,944	14.1%
\$25,000-\$34,999	58,148	13.4%
\$35,000-\$49,999	70,707	16.3%
\$50,000-\$74,999	80,527	18.6%
\$75,000-\$99,999	42,166	9.7%
\$100,000-\$149,999	39,427	9.1%
\$150,000-\$199,999	10,578	2.4%
\$200,000+	10,742	2.5%
Median Disposable Income	\$41,654	
Average Disposable Income	\$57,617	

2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,836	47,932	54,130	71,337	90,488	81,900	75,911
<\$15,000	1,973	5,461	4,841	6,524	13,404	12,339	15,753
\$15,000-\$24,999	1,835	6,280	5,073	7,097	10,491	13,308	16,860
\$25,000-\$34,999	2,041	7,549	7,365	6,522	10,169	11,762	12,740
\$35,000-\$49,999	2,611	9,709	9,078	11,001	13,948	12,569	11,791
\$50,000-\$74,999	2,287	9,983	10,922	15,096	17,365	13,787	11,087
\$75,000-\$99,999	502	3,944	8,530	9,241	9,027	7,410	3,512
\$100,000-\$149,999	442	3,773	5,679	9,267	10,510	7,127	2,629
\$150,000-\$199,999	104	556	1,647	3,193	2,728	1,422	928
\$200,000+	41	677	995	3,396	2,846	2,176	611
Median Disposable Income	\$35,254	\$40,810	\$51,059	\$55,415	\$46,188	\$38,262	\$28,390
Average Disposable Income	\$41,870	\$52,329	\$63,749	\$74,018	\$62,957	\$55,300	\$39,761

2018 Households by Net Worth

	Number	Percent
Total	433,534	100.0%
<\$15,000	118,213	27.3%
\$15,000-\$34,999	36,543	8.4%
\$35,000-\$49,999	17,720	4.1%
\$50,000-\$74,999	22,815	5.3%
\$75,000-\$99,999	20,706	4.8%
\$100,000-\$149,999	31,281	7.2%
\$150,000-\$249,999	47,404	10.9%
\$250,000-\$499,999	56,472	13.0%
\$500,000+	82,380	19.0%
Median Net Worth	\$100,930	
Average Net Worth	\$851,953	

2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,836	47,932	54,130	71,337	90,488	81,900	75,911
<\$15,000	9,204	26,832	20,436	20,678	19,563	12,490	9,010
\$15,000-\$34,999	1,284	7,313	6,933	7,179	6,239	4,834	2,761
\$35,000-\$49,999	431	2,172	3,093	3,381	4,469	2,806	1,368
\$50,000-\$99,999	627	5,653	7,668	6,944	7,676	7,413	7,540
\$100,000-\$149,999	114	2,527	4,056	5,412	7,829	5,961	5,382
\$150,000-\$249,999	106	1,739	4,538	8,500	11,351	12,051	9,119
\$250,000+	70	1,696	7,406	19,243	33,361	36,345	40,731
Median Net Worth	\$9,645	\$13,398	\$33,576	\$76,616	\$145,607	\$202,078	\$250,001
Average Net Worth	\$23,076	\$60,099	\$235,956	\$664,977	\$1,133,686	\$1,166,443	\$1,421,013

Business Summary (2018)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	40	0.1%	159	0.0%
Mining	17	0.0%	136	0.0%
Utilities	26	0.1%	2,295	0.5%
Construction	2,252	6.1%	18,441	4.1%
Manufacturing	1,414	3.8%	27,465	6.1%
Wholesale Trade	1,120	3.0%	19,728	4.4%
Retail Trade	4,994	13.6%	71,752	15.8%
Motor Vehicle & Parts Dealers	723	2.0%	10,425	2.3%
Furniture & Home Furnishings Stores	309	0.8%	2,212	0.5%
Electronics & Appliance Stores	241	0.7%	2,463	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	382	1.0%	5,176	1.1%
Food & Beverage Stores	585	1.6%	11,924	2.6%
Health & Personal Care Stores	593	1.6%	5,239	1.2%
Gasoline Stations	131	0.4%	603	0.1%
Clothing & Clothing Accessories Stores	525	1.4%	3,497	0.8%
Sport Goods, Hobby, Book, & Music Stores	343	0.9%	2,443	0.5%
General Merchandise Stores	258	0.7%	10,511	2.3%
Miscellaneous Store Retailers	841	2.3%	5,848	1.3%
Nonstore Retailers	63	0.2%	11,411	2.5%
Transportation & Warehousing	548	1.5%	7,433	1.6%
Information	686	1.9%	13,021	2.9%
Finance & Insurance	2,099	5.7%	27,437	6.0%
Central Bank/Credit Intermediation & Related Activities	673	1.8%	6,777	1.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	550	1.5%	9,612	2.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	876	2.4%	11,048	2.4%
Real Estate, Rental & Leasing	2,531	6.9%	14,752	3.3%
Professional, Scientific & Tech Services	3,720	10.1%	33,146	7.3%
Legal Services	1,000	2.7%	5,579	1.2%
Management of Companies & Enterprises	77	0.2%	657	0.1%
Administrative & Support & Waste Management & Educational Services	1,578	4.3%	12,181	2.7%
Educational Services	732	2.0%	23,269	5.1%
Health Care & Social Assistance	3,341	9.1%	67,683	14.9%
Arts, Entertainment & Recreation	835	2.3%	10,176	2.2%
Accommodation & Food Services	2,792	7.6%	50,277	11.1%
Accommodation	478	1.3%	11,341	2.5%
Food Services & Drinking Places	2,314	6.3%	38,936	8.6%
Other Services (except Public Administration)	4,438	12.1%	27,950	6.2%
Automotive Repair & Maintenance	810	2.2%	4,306	0.9%
Public Administration	780	2.1%	21,863	4.8%
Unclassified Establishments	2,792	7.6%	3,695	0.8%
Total	36,812	100.0%	453,516	100.0%