

# Clearwater

## Demographics

Summary	Census 2010	2018	2023
Population	107,957	115,276	120,511
Households	47,814	50,254	52,471
Families	26,219	27,331	28,389
Average Household Size	2.18	2.22	2.23
Owner Occupied Housing Units	28,081	27,320	29,328
Renter Occupied Housing Units	19,710	22,954	23,177
Median Age	43.8	46.0	47.0
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.89%	1.41%	0.83%
Households	0.87%	1.36%	0.79%
Families	0.76%	1.30%	0.71%
Owner HHs	1.43%	1.92%	1.13%
Median Household Income	2.67%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,722	5.3%	5,533	4.8%	5,785	4.8%
5 - 9	5,290	4.9%	5,533	4.8%	5,544	4.6%
10 - 14	5,614	5.2%	5,649	4.9%	5,664	4.7%
15 - 24	12,523	11.6%	12,219	10.6%	12,051	10.0%
25 - 34	13,387	12.4%	14,410	12.5%	14,702	12.2%
35 - 44	13,171	12.2%	12,911	11.2%	13,859	11.5%
45 - 54	16,086	14.9%	14,755	12.8%	13,859	11.5%
55 - 64	14,790	13.7%	16,946	14.7%	16,872	14.0%
65 - 74	10,256	9.5%	14,525	12.6%	16,751	13.9%
75 - 84	7,449	6.9%	8,300	7.2%	10,605	8.8%
85 +	3,778	3.5%	4,496	3.9%	4,820	4.0%
18 +	87,877	81.4%	95,334	82.7%	100,145	83.1%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	86,150	79.8%	89,569	77.7%	91,709	76.1%
Black Alone	11,767	10.9%	12,680	11.0%	13,497	11.2%
American Indian Alone	540	0.5%	576	0.5%	603	0.5%
Asian Alone	2,267	2.1%	2,882	2.5%	3,254	2.7%
Pacific Islander Alone	108	0.1%	115	0.1%	121	0.1%
Some Other Race Alone	4,426	4.1%	5,879	5.1%	7,110	5.9%
Two or More Races	2,591	2.4%	3,458	3.0%	4,097	3.4%
Hispanic Origin (Any Race)	153	14.20%	199	17.30%	240	19.90%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	6,533	13.0%	5,510	10.5%
\$15,000 - \$24,999	6,282	12.5%	5,457	10.4%
\$25,000 - \$34,999	5,528	11.0%	5,195	9.9%
\$35,000 - \$49,999	8,141	16.2%	8,291	15.8%
\$50,000 - \$74,999	9,046	18.0%	9,812	18.7%
\$75,000 - \$99,999	5,528	11.0%	6,454	12.3%
\$100,000 - \$149,999	5,126	10.2%	6,507	12.4%
\$150,000 - \$199,999	1,859	3.7%	2,361	4.5%
\$200,000+	2,211	4.4%	2,991	5.7%
Median Household Income	\$46,686		\$53,256	
Average Household Income	\$69,354		\$82,052	
Per Capita Income	\$31,291		\$36,764	

## Demographics (cont.)

### 2018 Households by Disposable Income

	Number	Percent
Total	50,254	100.0%
<\$15,000	7,518	15.0%
\$15,000-\$24,999	7,382	14.7%
\$25,000-\$34,999	6,908	13.7%
\$35,000-\$49,999	8,360	16.6%
\$50,000-\$74,999	9,058	18.0%
\$75,000-\$99,999	4,573	9.1%
\$100,000-\$149,999	4,159	8.3%
\$150,000-\$199,999	1,136	2.3%
\$200,000+	1,160	2.3%
Median Disposable Income	\$39,746	
Average Disposable Income	\$55,373	

### 2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,700	6,178	6,712	8,046	10,025	9,073	8,521
<\$15,000	311	797	692	842	1,609	1,463	1,803
\$15,000-\$24,999	305	903	733	907	1,229	1,496	1,810
\$25,000-\$34,999	304	1,027	984	775	1,131	1,272	1,415
\$35,000-\$49,999	373	1,227	1,169	1,297	1,566	1,366	1,363
\$50,000-\$74,999	291	1,224	1,300	1,666	1,881	1,467	1,230
\$75,000-\$99,999	52	458	965	982	946	782	388
\$100,000-\$149,999	48	400	586	938	1,076	799	311
\$150,000-\$199,999	11	64	175	313	282	170	121
\$200,000+	5	78	108	326	305	258	80
Median Disposable Income	\$32,056	\$38,295	\$46,294	\$52,021	\$43,851	\$37,543	\$28,756
Average Disposable Income	\$38,518	\$49,159	\$59,427	\$69,185	\$60,838	\$55,453	\$40,482

### 2018 Households by Net Worth

	Number	Percent
Total	50,255	100.0%
<\$15,000	16,330	32.5%
\$15,000-\$34,999	4,705	9.4%
\$35,000-\$49,999	2,180	4.3%
\$50,000-\$74,999	2,717	5.4%
\$75,000-\$99,999	2,363	4.7%
\$100,000-\$149,999	3,318	6.6%
\$150,000-\$249,999	4,766	9.5%
\$250,000-\$499,999	5,708	11.4%
\$500,000+	8,168	16.3%
Median Net Worth	\$66,214	
Average Net Worth	\$747,592	

### 2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,700	6,176	6,712	8,046	10,025	9,072	8,521
<\$15,000	1,431	3,868	2,979	2,760	2,468	1,652	1,173
\$15,000-\$34,999	133	936	952	914	793	614	363
\$35,000-\$49,999	40	245	389	424	556	345	182
\$50,000-\$99,999	72	573	873	807	893	910	950
\$100,000-\$149,999	9	236	410	578	840	649	594
\$150,000-\$249,999	10	170	445	851	1,169	1,174	947
\$250,000+	5	148	664	1,712	3,306	3,728	4,312
Median Net Worth	\$8,910	\$11,975	\$20,378	\$46,816	\$114,811	\$173,369	\$250,001
Average Net Worth	\$17,890	\$46,688	\$180,271	\$541,463	\$1,068,071	\$1,128,535	\$1,260,349

# Business Summary (2018)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.10%	23	0.00%
Mining	3	0.10%	12	0.00%
Utilities	4	0.10%	57	0.10%
Construction	253	4.60%	1,710	2.60%
Manufacturing	126	2.30%	1,824	2.80%
Wholesale Trade	106	1.90%	1,919	2.90%
Retail Trade	727	13.20%	11,143	17.10%
Motor Vehicle & Parts Dealers	95	1.70%	2,130	3.30%
Furniture & Home Furnishings Stores	36	0.70%	454	0.70%
Electronics & Appliance Stores	30	0.50%	289	0.40%
Bldg Material & Garden Equipment & Supplies Dealers	43	0.80%	594	0.90%
Food & Beverage Stores	77	1.40%	1,840	2.80%
Health & Personal Care Stores	96	1.70%	812	1.20%
Gasoline Stations	12	0.20%	65	0.10%
Clothing & Clothing Accessories Stores	117	2.10%	959	1.50%
Sport Goods, Hobby, Book, & Music Stores	51	0.90%	492	0.80%
General Merchandise Stores	45	0.80%	2,654	4.10%
Miscellaneous Store Retailers	119	2.20%	838	1.30%
Nonstore Retailers	6	0.10%	16	0.00%
Transportation & Warehousing	82	1.50%	800	1.20%
Information	115	2.10%	1,299	2.00%
Finance & Insurance	366	6.60%	4,112	6.30%
Central Bank/Credit Intermediation & Related Activities	116	2.10%	1,080	1.70%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	99	1.80%	1,152	1.80%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	151	2.70%	1,880	2.90%
Real Estate, Rental & Leasing	445	8.10%	2,595	4.00%
Professional, Scientific & Tech Services	630	11.40%	4,968	7.60%
Legal Services	189	3.40%	1,404	2.10%
Management of Companies & Enterprises	12	0.20%	112	0.20%
Administrative & Support & Waste Management & Educational Services	217	3.90%	1,452	2.20%
Educational Services	108	2.00%	2,340	3.60%
Health Care & Social Assistance	559	10.10%	9,636	14.80%
Arts, Entertainment & Recreation	111	2.00%	1,951	3.00%
Accommodation & Food Services	483	8.80%	9,362	14.30%
Accommodation	107	1.90%	2,822	4.30%
Food Services & Drinking Places	376	6.80%	6,540	10.00%
Other Services (except Public Administration)	603	10.90%	5,482	8.40%
Automotive Repair & Maintenance	82	1.50%	875	1.30%
Public Administration	156	2.80%	4,501	6.90%
Unclassified Establishments	405	7.30%	24	0.00%
Total	5,515	100.00%	65,322	100.00%