

# Clearwater

## Demographics

Summary	Census 2010	2020	2025
Population	108,759	118,185	122,192
Households	48,122	51,723	53,377
Families	26,424	28,070	28,862
Average Household Size	2.19	2.22	2.22
Owner Occupied Housing Units	28,296	28,707	29,445
Renter Occupied Housing Units	19,819	23,042	23,883
Median Age	43.7	46.3	47.2
Trends: 2020 - 2025 Annual Rate	Area	State	National
Population	0.67%	1.33%	0.72%
Households	0.63%	1.27%	0.72%
Families	0.56%	1.23%	0.64%
Average Household Income	2.11%	2.12%	2.02%
Median Household Income	1.29%	1.51%	1.60%

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,764	5.3%	5,555	4.7%	5,865	4.8%
5 - 9	5,329	4.9%	5,555	4.7%	5,499	4.5%
10 - 14	5,655	5.2%	5,673	4.8%	5,621	4.6%
15 - 24	12,616	11.6%	12,291	10.4%	12,097	9.9%
25 - 34	13,486	12.4%	14,537	12.3%	14,541	11.9%
35 - 44	13,269	12.2%	13,591	11.5%	14,419	11.8%
45 - 54	16,205	14.9%	14,419	12.2%	13,808	11.3%
55 - 64	14,900	13.7%	17,255	14.6%	16,496	13.5%
65 - 74	10,332	9.5%	15,364	13.0%	16,985	13.9%
75 - 84	7,504	6.9%	9,100	7.7%	11,608	9.5%
85 +	3,807	3.5%	4,727	4.0%	5,132	4.2%
18 +	88,421	81.3%	97,975	82.9%	101,788	83.3%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	86,790	79.8%	91,121	77.1%	92,499	75.7%
Black Alone	11,855	10.9%	13,119	11.1%	13,686	11.2%
American Indian Alone	544	0.5%	591	0.5%	611	0.5%
Asian Alone	2,284	2.1%	3,073	2.6%	3,421	2.8%
Pacific Islander Alone	109	0.1%	118	0.1%	122	0.1%
Some Other Race Alone	4,459	4.1%	6,382	5.4%	7,576	6.2%
Two or More Races	2,610	2.4%	3,664	3.1%	4,277	3.5%
Hispanic Origin (Any Race)	15,444	14.2%	21,864	18.5%	25,783	21.1%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	6,258	12.1%	5,818	10.9%
\$15,000 - \$24,999	6,000	11.6%	5,765	10.8%
\$25,000 - \$34,999	6,000	11.6%	5,871	11.0%
\$35,000 - \$49,999	7,603	14.7%	7,579	14.2%
\$50,000 - \$74,999	8,431	16.3%	8,754	16.4%
\$75,000 - \$99,999	5,793	11.2%	6,192	11.6%
\$100,000 - \$149,999	6,465	12.5%	7,206	13.5%
\$150,000 - \$199,999	2,896	5.6%	3,469	6.5%
\$200,000+	2,276	4.4%	2,776	5.2%
Median Household Income	\$50,087		\$53,404	
Average Household Income	\$73,394		\$81,464	
Per Capita Income	\$32,307		\$35,760	

## Demographics (cont.)

2020 Disposable Income by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	1,729	6,176	7,008	7,901	10,148	9,624	9,137	51,723
<\$15,000	365	813	800	837	1,481	1,463	1,565	7,322
\$15,000-\$24,999	296	934	789	576	1,210	1,475	2,128	7,410
\$25,000-\$34,999	352	785	866	913	888	1,087	1,262	6,153
\$35,000-\$49,999	275	1,082	1,165	1,179	1,442	1,690	1,508	8,341
\$50,000-\$74,999	278	1,207	1,207	1,401	1,903	1,639	1,234	8,871
\$75,000-\$99,999	101	599	923	921	1,268	838	657	5,305
\$100,000-\$149,999	46	616	962	1,387	1,240	925	556	5,733
\$150,000-\$199,999	6	62	169	315	390	280	106	1,328
\$200,000+	10	78	127	372	326	227	121	1,260
Median Disposable Income	\$29,867	\$41,387	\$48,009	\$55,976	\$50,456	\$40,679	\$31,267	\$42,708
Average Disposable Income	\$38,592	\$53,550	\$62,607	\$76,147	\$66,024	\$57,213	\$45,514	\$59,438

2020 Net Worth by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	1,728	6,175	7,006	7,904	10,150	9,625	9,136	51,724
<\$15,000	1,439	3,785	3,413	2,528	2,642	1,905	1,131	16,843
\$15,000-\$34,999	162	868	954	1,073	821	786	345	5,009
\$35,000-\$49,999	51	298	350	378	508	389	200	2,174
\$50,000-\$74,999	31	316	459	392	433	574	557	2,762
\$75,000-\$99,999	27	239	381	511	401	421	447	2,427
\$100,000-\$149,999	8	218	423	556	874	760	707	3,546
\$150,000-\$249,999	6	217	376	800	1,161	1,156	1,151	4,867
\$250,000-\$499,999	3	176	389	765	1,099	1,246	1,894	5,572
\$500,000-\$999,999	1	36	150	474	855	1,070	1,057	3,643
\$1,000,000+	0	22	111	427	1,356	1,318	1,647	4,881
Median Net Worth	\$9,006	\$12,236	\$16,082	\$48,688	\$112,492	\$148,077	\$252,146	\$65,133
Average Net Worth	\$14,806	\$52,875	\$134,089	\$379,853	\$776,635	\$736,180	\$960,452	\$542,084

2020 Highest Completed Education (Age 25+)	Area		MSA	Florida	USA
	Number	Percentage	Percentage	Percentage	Percentage
Less than 9th Grade	2,759	3.1%	3.5%	4.5%	4.8%
9th - 12th Grade, No Diploma	5,607	6.3%	6.5%	6.7%	6.5%
High School Graduate	22,249	25.0%	24.4%	24.4%	22.8%
GED/Alternative Credential	3,204	3.6%	4.4%	4.1%	3.9%
Some College, No Degree	19,579	22.0%	20.1%	19.5%	20.1%
Associate Degree	8,188	9.2%	9.7%	9.7%	8.7%
Bachelor's Degree	17,532	19.7%	20.0%	19.4%	20.2%
Graduate/Professional Degree	9,878	11.1%	11.5%	11.6%	12.9%
Bachelor's Degree or Higher	27,410	30.8%	31.5%	31.0%	33.1%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	107	0.2%	<b>White Collar</b>		62.6%
Construction	3,754	7.0%	Management/Business/Financial		13.6%
Manufacturing	3,539	6.6%	Professional		20.8%
Wholesale Trade	1,448	2.7%	Sales		12.3%
Retail Trade	6,328	11.8%	Administrative Support		15.8%
Transportation/Utilities	2,681	5.0%	<b>Services</b>		20.2%
Information	751	1.4%	<b>Blue Collar</b>		17.2%
Finance/Insurance/Real Estate	4,451	8.3%	Farming/Forestry/Fishing		0.1%
Services	28,903	53.9%	Construction/Extraction		4.8%
Public Administration	1,662	3.1%	Installation/Maintenance/Repair		3.6%
			Production		3.7%
Employed Population	53,624		Transportation/Material Moving		5.0%

## Business Summary (2020)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	7	0.1%	24	0.0%
Mining	5	0.1%	20	0.0%
Utilities	2	0.0%	36	0.1%
Construction	296	4.4%	1,952	3.0%
Manufacturing	150	2.2%	1,949	3.0%
Wholesale Trade	121	1.8%	1,458	2.2%
Retail Trade	880	13.0%	11,969	18.3%
Motor Vehicle & Parts Dealers	90	1.3%	2,066	3.2%
Furniture & Home Furnishings Stores	49	0.7%	596	0.9%
Electronics & Appliance Stores	36	0.5%	337	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	59	0.9%	529	0.8%
Food & Beverage Stores	104	1.5%	2,125	3.3%
Health & Personal Care Stores	99	1.5%	1,328	2.0%
Gasoline Stations	16	0.2%	80	0.1%
Clothing & Clothing Accessories Stores	134	2.0%	987	1.5%
Sport Goods, Hobby, Book, & Music Stores	51	0.8%	431	0.7%
General Merchandise Stores	62	0.9%	2,436	3.7%
Miscellaneous Store Retailers	138	2.0%	922	1.4%
Nonstore Retailers	42	0.6%	132	0.2%
Transportation & Warehousing	94	1.4%	782	1.2%
Information	132	2.0%	1,360	2.1%
Finance & Insurance	380	5.6%	4,154	6.4%
Central Bank/Credit Intermediation & Related Activities	121	1.8%	1,023	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	116	1.7%	1,189	1.8%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	143	2.1%	1,942	3.0%
Real Estate, Rental & Leasing	462	6.8%	2,286	3.5%
Professional, Scientific & Tech Services	685	10.1%	4,963	7.6%
Legal Services	184	2.7%	1,330	2.0%
Management of Companies & Enterprises	44	0.7%	170	0.3%
Administrative & Support & Waste Management & Educational Services	259	3.8%	1,405	2.2%
Educational Services	117	1.7%	2,277	3.5%
Health Care & Social Assistance	595	8.8%	9,570	14.7%
Arts, Entertainment & Recreation	138	2.0%	2,121	3.2%
Accommodation & Food Services	538	8.0%	9,635	14.8%
Accommodation	109	1.6%	2,951	4.5%
Food Services & Drinking Places	429	6.3%	6,684	10.2%
Other Services (except Public Administration)	632	9.4%	4,906	7.5%
Automotive Repair & Maintenance	86	1.3%	610	0.9%
Public Administration	138	2.0%	4,084	6.3%
Unclassified Establishments	1,083	16.0%	144	0.2%
<b>Total</b>	<b>6,758</b>		<b>65,265</b>	

Source: Esri Community Analyst