

# Indian Rocks Beach

## Demographics

Summary	Census 2010	2020	2025
Population	4,113	4,421	4,565
Households	2,189	2,328	2,396
Families	1,093	1,154	1,186
Average Household Size	1.88	1.90	1.91
Owner Occupied Housing Units	1,349	1,378	1,458
Renter Occupied Housing Units	841	953	937
Median Age	52.0	56.1	57.8
Trends: 2020 - 2025 Annual Rate	Area	State	National
Population	0.64%	1.33%	0.72%
Households	0.58%	1.27%	0.72%
Families	0.55%	1.23%	0.64%
Average Household Income	2.34%	2.12%	2.02%
Median Household Income	2.49%	1.51%	1.60%

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	119	2.9%	106	2.4%	110	2.4%
5 - 9	136	3.3%	115	2.6%	114	2.5%
10 - 14	95	2.3%	128	2.9%	114	2.5%
15 - 24	255	6.2%	225	5.1%	251	5.5%
25 - 34	378	9.2%	367	8.3%	324	7.1%
35 - 44	485	11.8%	460	10.4%	507	11.1%
45 - 54	847	20.6%	703	15.9%	612	13.4%
55 - 64	909	22.1%	1,026	23.2%	968	21.2%
65 - 74	539	13.1%	849	19.2%	991	21.7%
75 - 84	276	6.7%	345	7.8%	461	10.1%
85 +	70	1.7%	97	2.2%	114	2.5%
18 +	3,669	89.2%	4,001	90.5%	4,127	90.4%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,957	96.2%	4,213	95.3%	4,328	94.8%
Black Alone	41	1.0%	49	1.1%	55	1.2%
American Indian Alone	8	0.2%	9	0.2%	9	0.2%
Asian Alone	29	0.7%	35	0.8%	41	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	25	0.6%	31	0.7%	41	0.9%
Two or More Races	53	1.3%	80	1.8%	91	2.0%
Hispanic Origin (Any Race)	210	5.1%	314	7.1%	388	8.5%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	112	4.8%	96	4.0%
\$15,000 - \$24,999	128	5.5%	113	4.7%
\$25,000 - \$34,999	205	8.8%	184	7.7%
\$35,000 - \$49,999	319	13.7%	300	12.5%
\$50,000 - \$74,999	386	16.6%	374	15.6%
\$75,000 - \$99,999	258	11.1%	266	11.1%
\$100,000 - \$149,999	428	18.4%	472	19.7%
\$150,000 - \$199,999	286	12.3%	352	14.7%
\$200,000+	203	8.7%	240	10.0%
Median Household Income		\$75,899		\$85,819
Average Household Income		\$103,799		\$116,497
Per Capita Income		\$54,658		\$61,145

## 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	30	170	251	412	615	551	299	2,328
<\$15,000	1	8	10	19	42	31	24	135
\$15,000-\$24,999	2	17	18	14	53	47	41	192
\$25,000-\$34,999	5	26	28	38	47	46	40	230
\$35,000-\$49,999	8	32	42	54	73	86	63	358
\$50,000-\$74,999	7	27	38	46	97	126	60	401
\$75,000-\$99,999	5	22	32	47	95	75	31	307
\$100,000-\$149,999	2	32	67	122	135	85	27	470
\$150,000-\$199,999	0	2	9	34	41	29	6	121
\$200,000+	0	4	7	38	32	26	7	114
Median Disposable Income	\$47,351	\$51,285	\$66,248	\$92,350	\$73,403	\$60,312	\$44,346	\$63,276
Average Disposable Income	\$55,452	\$68,077	\$80,363	\$104,538	\$86,423	\$79,284	\$59,676	\$82,112

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	30	170	251	412	615	551	299	2,328
<\$15,000	21	97	94	78	90	43	13	436
\$15,000-\$34,999	4	24	47	57	41	18	1	192
\$35,000-\$49,999	1	12	15	22	30	12	2	94
\$50,000-\$74,999	0	16	20	17	24	19	13	109
\$75,000-\$99,999	1	5	21	28	23	25	11	114
\$100,000-\$149,999	1	4	30	46	63	40	19	203
\$150,000-\$249,999	1	3	8	71	101	81	31	296
\$250,000-\$499,999	1	6	8	31	60	79	72	257
\$500,000-\$999,999	0	0	7	29	54	98	52	240
\$1,000,000+	0	3	1	33	129	136	85	387
Median Net Worth	\$10,714	\$13,144	\$25,569	\$103,204	\$176,882	\$338,850	\$433,248	\$153,666
Average Net Worth	\$40,001	\$82,066	\$106,622	\$560,483	\$1,094,901	\$1,312,065	\$1,421,135	\$899,512

2020 Highest Completed Education (Age 25+)	Area		MSA	Florida	USA
	Number	Percentage	Percentage	Percentage	Percentage
Less than 9th Grade	15	0.4%	3.5%	4.5%	4.8%
9th - 12th Grade, No Diploma	135	3.5%	6.5%	6.7%	6.5%
High School Graduate	631	16.4%	24.4%	24.4%	22.8%
GED/Alternative Credential	54	1.4%	4.4%	4.1%	3.9%
Some College, No Degree	866	22.5%	20.1%	19.5%	20.1%
Associate Degree	227	5.9%	9.7%	9.7%	8.7%
Bachelor's Degree	1,151	29.9%	20.0%	19.4%	20.2%
Graduate/Professional Degree	770	20.0%	11.5%	11.6%	12.9%
Bachelor's Degree or Higher	1,921	49.9%	31.5%	31.0%	33.1%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	9	0.4%	<b>White Collar</b>		75.6%
Construction	157	7.1%	Management/Business/Financial		21.1%
Manufacturing	206	9.3%	Professional		29.1%
Wholesale Trade	40	1.8%	Sales		13.6%
Retail Trade	177	8.0%	Administrative Support		11.8%
Transportation/Utilities	84	3.8%	<b>Services</b>		15.5%
Information	60	2.7%	<b>Blue Collar</b>		8.9%
Finance/Insurance/Real Estate	175	7.9%	Farming/Forestry/Fishing		0.3%
Services	1,273	57.6%	Construction/Extraction		3.8%
Public Administration	31	1.4%	Installation/Maintenance/Repair		1.2%
			Production		1.9%
Employed Population	2,210		Transportation/Material Moving		1.7%

## Business Summary (2020)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	11	5.5%	29	2.6%
Manufacturing	3	1.5%	9	0.8%
Wholesale Trade	3	1.5%	72	6.5%
Retail Trade	21	10.6%	66	5.9%
Motor Vehicle & Parts Dealers	1	0.5%	4	0.4%
Furniture & Home Furnishings Stores	1	0.5%	1	0.1%
Electronics & Appliance Stores	2	1.0%	8	0.7%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	3	0.3%
Food & Beverage Stores	1	0.5%	7	0.6%
Health & Personal Care Stores	1	0.5%	14	1.3%
Gasoline Stations	2	1.0%	6	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	6	3.0%	15	1.3%
General Merchandise Stores	1	0.5%	2	0.2%
Miscellaneous Store Retailers	3	1.5%	6	0.5%
Nonstore Retailers	2	1.0%	0	0.0%
Transportation & Warehousing	4	2.0%	22	2.0%
Information	3	1.5%	4	0.4%
Finance & Insurance	2	1.0%	7	0.6%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	2	1.0%	7	0.6%
Real Estate, Rental & Leasing	28	14.1%	197	17.7%
Professional, Scientific & Tech Services	10	5.0%	30	2.7%
Legal Services	2	1.0%	4	0.4%
Management of Companies & Enterprises	1	0.5%	4	0.4%
Administrative & Support & Waste Management & Educational Services	12	6.0%	35	3.1%
Health Care & Social Assistance	1	0.5%	12	1.1%
Arts, Entertainment & Recreation	2	1.0%	11	1.0%
Accommodation & Food Services	7	3.5%	29	2.6%
Accommodation & Food Services	34	17.1%	432	38.7%
Accommodation	11	5.5%	98	8.8%
Food Services & Drinking Places	23	11.6%	334	29.9%
Other Services (except Public Administration)	14	7.0%	54	4.8%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	5	2.5%	103	9.2%
Unclassified Establishments	38	19.1%	0	
<b>Total</b>	<b>199</b>		<b>1,116</b>	

Source: Esri Community Analyst