

# Indian Rocks Beach

## Demographics

Summary	Census 2010	2018	2023
Population	4,113	4,356	4,545
Households	2,189	2,284	2,370
Families	1,093	1,132	1,172
Average Household Size	1.88	1.91	1.92
Owner Occupied Housing Units	1,349	1,305	1,435
Renter Occupied Housing Units	841	978	935
Median Age	52.0	55.4	57.6
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.85%	1.41%	0.83%
Households	0.74%	1.36%	0.79%
Families	0.70%	1.30%	0.71%
Owner HHs	1.91%	1.92%	1.13%
Median Household Income	2.50%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	119	2.9%	105	2.4%	100	2.2%
5 - 9	136	3.3%	122	2.8%	118	2.6%
10 - 14	95	2.3%	113	2.6%	123	2.7%
15 - 24	255	6.2%	231	5.3%	236	5.2%
25 - 34	378	9.2%	379	8.7%	341	7.5%
35 - 44	485	11.8%	449	10.3%	495	10.9%
45 - 54	847	20.6%	736	16.9%	627	13.8%
55 - 64	909	22.1%	1,037	23.8%	1,014	22.3%
65 - 74	539	13.1%	771	17.7%	945	20.8%
75 - 84	276	6.7%	327	7.5%	436	9.6%
85 +	70	1.7%	87	2.0%	105	2.3%
18 +	3,669	89.2%	3,942	90.5%	4,113	90.5%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,957	96.2%	4,164	95.6%	4,318	95.0%
Black Alone	41	1.0%	48	1.1%	50	1.1%
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%	30	0.7%	36	0.8%
Two or More Races	53	1.3%	74	1.7%	91	2.0%
Hispanic Origin (Any Race)	210	5.1%	279	6.4%	345	7.6%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	126	5.5%	97	4.1%
\$15,000 - \$24,999	174	7.6%	133	5.6%
\$25,000 - \$34,999	151	6.6%	123	5.2%
\$35,000 - \$49,999	311	13.6%	284	12.0%
\$50,000 - \$74,999	436	19.1%	443	18.7%
\$75,000 - \$99,999	365	16.0%	408	17.2%
\$100,000 - \$149,999	340	14.9%	396	16.7%
\$150,000 - \$199,999	135	5.9%	164	6.9%
\$200,000+	247	10.8%	325	13.7%
Median Household Income		\$70,687		\$79,976
Average Household Income		\$102,933		\$122,083
Per Capita Income		\$53,971		\$63,660

## Demographics (cont.)

### 2018 Households by Disposable Income

	Number	Percent
Total	2,284	100.0%
<\$15,000	158	6.9%
\$15,000-\$24,999	202	8.8%
\$25,000-\$34,999	221	9.7%
\$35,000-\$49,999	351	15.4%
\$50,000-\$74,999	503	22.0%
\$75,000-\$99,999	305	13.4%
\$100,000-\$149,999	296	13.0%
\$150,000-\$199,999	119	5.2%
\$200,000+	129	5.6%
Median Disposable Income	\$57,924	
Average Disposable Income	\$78,472	

### 2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	30	175	247	431	621	499	281
<\$15,000	1	10	9	16	45	40	37
\$15,000-\$24,999	3	15	14	23	47	52	48
\$25,000-\$34,999	2	20	23	26	54	49	47
\$35,000-\$49,999	3	32	34	55	92	74	61
\$50,000-\$74,999	7	47	54	88	139	113	55
\$75,000-\$99,999	4	20	51	66	79	71	14
\$100,000-\$149,999	5	17	37	72	95	59	11
\$150,000-\$199,999	3	6	16	39	33	18	4
\$200,000+	2	8	9	46	37	23	4
Median Disposable Income	\$70,000	\$53,644	\$68,392	\$77,133	\$60,385	\$55,453	\$36,421
Average Disposable Income	\$89,921	\$69,736	\$82,136	\$101,899	\$81,566	\$72,843	\$46,700

### 2018 Households by Net Worth

	Number	Percent
Total	2,284	100.0%
<\$15,000	376	16.5%
\$15,000-\$34,999	177	7.7%
\$35,000-\$49,999	107	4.7%
\$50,000-\$74,999	136	6.0%
\$75,000-\$99,999	128	5.6%
\$100,000-\$149,999	193	8.5%
\$150,000-\$249,999	257	11.3%
\$250,000-\$499,999	313	13.7%
\$500,000+	597	26.1%
Median Net Worth	\$156,821	
Average Net Worth	\$1,282,314	

### 2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	30	175	247	431	621	499	281
<\$15,000	14	84	68	81	75	40	14
\$15,000-\$34,999	6	41	37	39	31	17	6
\$35,000-\$49,999	0	13	21	29	31	9	4
\$50,000-\$99,999	3	17	53	60	65	43	23
\$100,000-\$149,999	1	9	18	44	65	38	18
\$150,000-\$249,999	2	6	16	55	91	60	27
\$250,000+	4	5	34	123	263	292	189
Median Net Worth	\$16,851	\$15,856	\$47,772	\$105,606	\$187,923	\$250,001	\$250,001
Average Net Worth	\$189,300	\$55,240	\$303,982	\$853,319	\$1,587,067	\$1,856,850	\$1,987,399

# Business Summary (2018)

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	6	3.8%	19	0.0%
Manufacturing	4	2.5%	13	0.0%
Wholesale Trade	3	1.9%	72	0.1%
Retail Trade	18	11.3%	58	0.1%
Motor Vehicle & Parts Dealers	1	0.6%	1	0.0%
Furniture & Home Furnishings Stores	2	1.3%	2	0.0%
Electronics & Appliance Stores	1	0.6%	5	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.6%	3	0.0%
Food & Beverage Stores	1	0.6%	4	0.0%
Health & Personal Care Stores	1	0.6%	14	0.0%
Gasoline Stations	1	0.6%	2	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	6	3.8%	15	0.0%
General Merchandise Stores	1	0.6%	2	0.0%
Miscellaneous Store Retailers	3	1.9%	10	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.9%	16	0.0%
Information	4	2.5%	6	0.0%
Finance & Insurance	2	1.3%	6	0.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.6%	3	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	1	0.6%	3	0.0%
Real Estate, Rental & Leasing	26	16.4%	193	0.2%
Professional, Scientific & Tech Services	5	3.1%	20	0.0%
Legal Services	1	0.6%	3	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Educational Services	9	5.7%	25	0.0%
Educational Services	2	1.3%	26	0.0%
Health Care & Social Assistance	1	0.6%	3	0.0%
Arts, Entertainment & Recreation	5	3.1%	15	0.0%
Accommodation & Food Services	35	22.0%	434	0.4%
Accommodation	11	6.9%	98	0.1%
Food Services & Drinking Places	24	15.1%	336	0.3%
Other Services (except Public Administration)	13	8.2%	34	0.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	9	5.7%	197	0.2%
Unclassified Establishments	14	8.8%	0	0.0%
<b>Total</b>	<b>159</b>	<b>100.0%</b>	<b>1,137</b>	<b>1.0%</b>