

# Indian Rocks Beach

## Demographics

Summary	Census 2010	2019	2024
Population	4,113	4,386	4,543
Households	2,700	2,301	2,378
Families	1,093	1,140	1,175
Average Household Size	1.88	1.91	1.91
Owner Occupied Housing Units	1,349	1,399	1,510
Renter Occupied Housing Units	895	900	867
Median Age	52.0	55.9	57.5
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.71%	1.37%	0.77%
Households	0.66%	1.31%	0.75%
Families	0.61%	1.26%	0.68%
Average Household Income	2.63%	2.73%	2.66%
Median Household Income	2.45%	2.37%	2.70%

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	119	2.9%	105	2.4%	109	2.4%
5 - 9	136	3.3%	114	2.6%	114	2.5%
10 - 14	95	2.3%	118	2.7%	118	2.6%
15 - 24	255	6.2%	228	5.2%	250	5.5%
25 - 34	378	9.2%	373	8.5%	332	7.3%
35 - 44	485	11.8%	456	10.4%	500	11.0%
45 - 54	847	20.6%	715	16.3%	627	13.8%
55 - 64	909	22.1%	1,026	23.4%	977	21.5%
65 - 74	539	13.1%	820	18.7%	963	21.2%
75 - 84	276	6.7%	338	7.7%	445	9.8%
85 +	70	1.7%	92	2.1%	109	2.4%
18 +	3,669	89.2%	3,969	90.5%	4,107	90.4%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,957	96.2%	4,184	95.4%	4,307	94.8%
Black Alone	41	1.0%	48	1.1%	59	1.3%
American Indian Alone	8	0.2%	9	0.2%	9	0.2%
Asian Alone	29	0.7%	35	0.8%	45	1.0%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	25	0.6%	31	0.7%	36	0.8%
Two or More Races	53	1.3%	79	1.8%	91	2.0%
Hispanic Origin (Any Race)	210	5.1%	298	6.8%	368	8.1%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	90	3.9%	78	3.3%
\$15,000 - \$24,999	152	6.6%	119	5.0%
\$25,000 - \$34,999	170	7.4%	145	6.1%
\$35,000 - \$49,999	327	14.2%	309	13.0%
\$50,000 - \$74,999	364	15.8%	352	14.8%
\$75,000 - \$99,999	311	13.5%	319	13.4%
\$100,000 - \$149,999	423	18.4%	466	19.6%
\$150,000 - \$199,999	239	10.4%	321	13.5%
\$200,000+	221	9.6%	269	11.3%
Median Household Income		\$77,842		\$87,841
Average Household Income		\$105,673		\$120,326
Per Capita Income		\$55,438		\$62,984

## 2019 Daytime Population

Workers	Residents	Total	Net Commuters
1,317	2,218	3,535	-883

Source: Esri Community Analyst

## Demographics (cont.)

2019 Disposable Income by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	29	172	249	415	614	530	292	2,301
<\$15,000	0	6	8	15	33	30	25	117
\$15,000-\$24,999	2	15	13	16	52	50	47	195
\$25,000-\$34,999	2	25	23	36	57	45	43	231
\$35,000-\$49,999	6	35	45	55	69	72	57	339
\$50,000-\$74,999	8	32	46	51	114	137	62	450
\$75,000-\$99,999	5	19	41	59	98	69	26	317
\$100,000-\$149,999	6	32	54	99	117	75	23	406
\$150,000-\$199,999	0	4	11	42	36	28	5	126
\$200,000+	0	4	8	42	38	24	4	120
Median Disposable Income	\$61,102	\$52,715	\$67,498	\$87,867	\$69,673	\$59,546	\$41,764	\$62,489
Average Disposable Income	\$70,431	\$69,485	\$81,865	\$105,845	\$87,008	\$78,245	\$54,383	\$82,172

2019 Net Worth by Age of Householder	Number of Households							All Households
	<25	25-34	35-44	45-54	55-64	65-74	75+	
Total	29	172	249	415	614	530	292	2,301
<\$15,000	16	88	70	60	55	27	8	324
\$15,000-\$34,999	6	26	47	46	32	18	1	176
\$35,000-\$49,999	4	13	17	21	27	8	2	92
\$50,000-\$74,999	0	20	23	19	21	17	10	110
\$75,000-\$99,999	1	6	21	31	24	20	10	113
\$100,000-\$149,999	1	7	28	46	62	40	17	201
\$150,000-\$249,999	1	5	15	65	92	69	24	271
\$250,000-\$499,999	0	6	12	36	60	69	60	243
\$500,000-\$999,999	0	1	11	36	60	96	56	260
\$1,000,000+	0	0	5	55	181	166	104	511
Median Net Worth	\$13,594	\$14,659	\$40,718	\$129,550	\$240,725	\$483,403	\$579,371	\$190,392
Average Net Worth	\$32,202	\$51,965	\$199,039	\$903,194	\$1,730,536	\$1,751,150	\$1,643,524	\$1,262,419

2019 Highest Completed Education (Age 25+)	Area		MSA Percentage	Florida Percentage	USA Percentage
	Number	Percentage			
Less than 9th Grade	0	0.0%	3.5%	4.5%	4.9%
9th - 12th Grade, No Diploma	130	3.4%	6.3%	6.6%	6.7%
High School Graduate	626	16.4%	24.5%	24.6%	23.1%
GED/Alternative Credential	57	1.5%	4.3%	4.1%	3.9%
Some College, No Degree	825	21.6%	20.2%	19.6%	20.2%
Associate Degree	378	9.9%	10.4%	10.2%	8.6%
Bachelor's Degree	1,085	28.4%	19.8%	19.3%	20.0%
Graduate/Professional Degree	714	18.7%	10.9%	11.0%	12.5%
Bachelor's Degree or Higher	1,799	47.1%	30.7%	30.3%	32.5%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	9	0.4%	<b>White Collar</b>		74.9%
Construction	152	6.9%	Management/Business/Financial		20.5%
Manufacturing	194	8.8%	Professional		28.5%
Wholesale Trade	40	1.8%	Sales		14.2%
Retail Trade	187	8.5%	Administrative Support		11.6%
Transportation/Utilities	81	3.7%	<b>Services</b>		16.5%
Information	62	2.8%	<b>Blue Collar</b>		8.6%
Finance/Insurance/Real Estate	167	7.6%	Farming/Forestry/Fishing		0.4%
Services	1,278	58.1%	Construction/Extraction		3.5%
Public Administration	31	1.4%	Installation/Maintenance/Repair		1.2%
			Production		2.0%
Employed Population	2,200		Transportation/Material Moving		1.6%

Source: Esri Community Analyst

## Business Summary (2019)

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	5.8%	33	2.8%
Manufacturing	3	1.6%	8	0.7%
Wholesale Trade	4	2.1%	74	6.3%
Retail Trade	19	10.1%	65	5.6%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	2	1.1%	2	0.2%
Electronics & Appliance Stores	3	1.6%	13	1.1%
Bldg Material & Garden Equipment & Supplies Dealers	1	0.5%	3	0.3%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	1	0.5%	14	1.2%
Gasoline Stations	2	1.1%	6	0.5%
Clothing & Clothing Accessories Stores	1	0.5%	2	0.2%
Sport Goods, Hobby, Book, & Music Stores	5	2.6%	13	1.1%
General Merchandise Stores	1	0.5%	2	0.2%
Miscellaneous Store Retailers	3	1.6%	10	0.9%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	1.6%	17	1.5%
Information	2	1.1%	2	0.2%
Finance & Insurance	3	1.6%	10	0.9%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.5%	3	0.3%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	2	1.1%	7	0.6%
Real Estate, Rental & Leasing	26	13.8%	193	16.5%
Professional, Scientific & Tech Services	9	4.8%	27	2.3%
Legal Services	2	1.1%	4	0.3%
Management of Companies & Enterprises	1	0.5%	4	0.3%
Administrative & Support & Waste Management & Educational Services	12	6.3%	35	3.0%
Health Care & Social Assistance	1	0.5%	14	1.2%
Health Care & Social Assistance	2	1.1%	11	0.9%
Arts, Entertainment & Recreation	5	2.6%	15	1.3%
Accommodation & Food Services	35	18.5%	438	37.5%
Accommodation	11	5.8%	98	8.4%
Food Services & Drinking Places	24	12.7%	340	29.1%
Other Services (except Public Administration)	14	7.4%	54	4.6%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	8	16.4%	167	14.3%
Unclassified Establishments	31	16.4%	0	0.0%
<b>Total</b>	<b>189</b>		<b>1,167</b>	

Source: Esri Community Analyst