

# Pinellas County

## Demographics

Summary	Census 2010	2019	2024
Population	916,542	980,444	1,017,096
Households	415,876	439,047	454,272
Families	234,268	244,536	251,975
Average Household Size	2.16	2.19	2.20
Owner Occupied Housing Units	280,524	288,690	302,231
Renter Occupied Housing Units	135,478	150,370	152,191
Median Age	46.2	49.2	50.1
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.74%	1.37%	0.77%
Households	0.68%	1.31%	0.75%
Families	0.60%	1.26%	0.68%
Average Household Income	2.79%	2.73%	2.66%
Median Household Income	2.44%	2.37%	2.70%

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	42,161	4.6%	40,198	4.1%	42,718	4.2%
5 - 9	43,077	4.7%	42,159	4.3%	42,718	4.2%
10 - 14	46,744	5.1%	45,100	4.6%	45,769	4.5%
15 - 24	97,153	10.6%	95,103	9.7%	93,573	9.2%
25 - 34	98,987	10.8%	110,790	11.3%	114,932	11.3%
35 - 44	111,818	12.2%	105,888	10.8%	111,881	11.0%
45 - 54	147,563	16.1%	127,458	13.0%	117,983	11.6%
55 - 64	134,732	14.7%	157,851	16.1%	152,564	15.0%
65 - 74	95,320	10.4%	136,282	13.9%	154,599	15.2%
75 - 84	66,908	7.3%	79,416	8.1%	99,675	9.8%
85 +	32,079	3.5%	40,198	4.1%	41,701	4.1%
18 +	753,398	82.2%	825,534	84.2%	858,429	84.4%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,481	82.1%	782,394	79.8%	796,386	78.3%
Black Alone	94,404	10.3%	106,868	10.9%	114,932	11.3%
American Indian Alone	2,750	0.3%	2,941	0.3%	3,051	0.3%
Asian Alone	27,496	3.0%	35,296	3.6%	40,684	4.0%
Pacific Islander Alone	917	0.1%	980	0.1%	1,017	0.1%
Some Other Race Alone	18,331	2.0%	24,511	2.5%	29,496	2.9%
Two or More Races	20,164	2.2%	27,452	2.8%	32,547	3.2%
Hispanic Origin (Any Race)	73,323	8.0%	101,966	10.4%	123,069	12.1%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	46,100	10.5%	39,976	8.8%
\$15,000 - \$24,999	50,490	11.5%	44,064	9.7%
\$25,000 - \$34,999	46,100	10.5%	41,793	9.2%
\$35,000 - \$49,999	63,223	14.4%	61,781	13.6%
\$50,000 - \$74,999	78,150	17.8%	80,860	17.8%
\$75,000 - \$99,999	56,198	12.8%	62,690	13.8%
\$100,000 - \$149,999	53,564	12.2%	64,507	14.2%
\$150,000 - \$199,999	20,635	4.7%	29,073	6.4%
\$200,000+	24,587	5.6%	29,982	6.6%
Median Household Income	\$53,083		\$59,883	
Average Household Income	\$77,179		\$88,553	
Per Capita Income	\$34,643		\$39,630	

## 2019 Daytime Population

Workers	Residents	Total	Net Commuters
470,784	523,073	993,857	9,539

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	11,667	48,403	54,704	69,762	91,727	84,386	78,398	439,047
<\$15,000	2,064	5,382	4,583	5,658	11,385	11,182	15,239	55,493
\$15,000-\$24,999	1,989	6,430	4,211	4,913	10,160	12,982	19,792	60,477
\$25,000-\$34,999	1,802	6,149	5,908	7,134	9,398	10,417	10,901	51,709
\$35,000-\$49,999	2,309	9,332	9,342	11,166	12,649	13,703	10,624	69,125
\$50,000-\$74,999	2,285	11,211	12,181	13,380	19,483	17,946	11,710	88,196
\$75,000-\$99,999	563	3,856	8,901	9,591	11,457	6,425	4,441	45,234
\$100,000-\$149,999	464	4,639	6,386	10,095	10,056	6,973	3,488	42,101
\$150,000-\$199,999	94	821	1,813	3,780	3,509	2,680	1,405	14,102
\$200,000+	97	583	1,379	4,045	3,630	2,078	798	12,610
Median Disposable Income	\$34,839	\$43,766	\$54,787	\$58,830	\$51,925	\$42,064	\$28,115	\$45,266
Average Disposable Income	\$42,685	\$54,827	\$68,317	\$80,008	\$68,087	\$57,662	\$42,411	\$61,285

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	11,667	48,403	54,704	69,762	91,727	84,386	78,398	439,047
<\$15,000	8,829	25,498	20,285	16,613	17,175	10,528	7,039	105,967
\$15,000-\$34,999	1,377	7,048	7,226	7,659	6,298	5,528	2,581	37,717
\$35,000-\$49,999	466	2,306	3,088	2,981	4,093	2,745	1,334	17,013
\$50,000-\$74,999	302	3,515	3,693	3,175	3,522	3,905	4,048	22,160
\$75,000-\$99,999	325	2,654	3,387	4,392	3,734	3,560	3,107	21,159
\$100,000-\$149,999	161	3,043	4,176	5,130	7,974	7,304	5,482	33,270
\$150,000-\$249,999	109	2,139	4,782	8,516	11,190	11,439	10,103	48,278
\$250,000-\$499,999	48	1,434	4,150	8,576	11,775	12,852	14,175	53,010
\$500,000-\$999,999	50	497	1,669	5,041	8,334	10,691	11,057	37,339
\$1,000,000+	0	269	2,248	7,679	17,632	15,834	19,472	63,134
Median Net Worth	\$9,911	\$14,237	\$34,274	\$100,447	\$170,374	\$217,698	\$317,442	\$119,880
Average Net Worth	\$23,320	\$68,011	\$240,732	\$680,692	\$1,167,799	\$1,072,596	\$1,227,930	\$815,670

2019 Highest Completed Education (Age 25+)	Area		MSA Percentage	Florida Percentage	USA Percentage
	Number	Percentage			
Less than 9th Grade	20,453	2.7%	3.5%	4.5%	4.9%
9th - 12th Grade, No Diploma	42,421	5.6%	6.3%	6.6%	6.7%
High School Graduate	180,289	23.8%	24.5%	24.6%	23.1%
GED/Alternative Credential	31,816	4.2%	4.3%	4.1%	3.9%
Some College, No Degree	159,079	21.0%	20.2%	19.6%	20.2%
Associate Degree	80,297	10.6%	10.4%	10.2%	8.6%
Bachelor's Degree	156,806	20.7%	19.8%	19.3%	20.0%
Graduate/Professional Degree	85,599	11.3%	10.9%	11.0%	12.5%
Bachelor's Degree or Higher	242,405	32.0%	30.7%	30.3%	32.5%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	1,384	0.3%	<b>White Collar</b>		65.1%
Construction	29,058	6.3%	Management/Business/Financial		15.1%
Manufacturing	31,365	6.8%	Professional		22.1%
Wholesale Trade	11,070	2.4%	Sales		12.7%
Retail Trade	55,349	12.0%	Administrative Support		15.2%
Transportation/Utilities	19,834	4.3%	<b>Services</b>		18.8%
Information	8,302	1.8%	<b>Blue Collar</b>		16.1%
Finance/Insurance/Real Estate	43,357	9.4%	Farming/Forestry/Fishing		0.2%
Services	244,921	53.1%	Construction/Extraction		3.9%
Public Administration	16,605	3.6%	Installation/Maintenance/Repair		3.4%
			Production		4.3%
Employed Population	461,245		Transportation/Material Moving		4.2%

Source: Esri Community Analyst

## Business Summary (2019)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	61	0.1%	193	0.0%
Mining	22	0.1%	169	0.0%
Utilities	23	0.1%	2,232	0.5%
Construction	2,578	5.9%	22,279	4.8%
Manufacturing	1,541	3.5%	27,575	5.9%
Wholesale Trade	1,220	2.8%	18,772	4.0%
Retail Trade	5,669	13.1%	71,586	15.3%
Motor Vehicle & Parts Dealers	815	1.9%	11,492	2.5%
Furniture & Home Furnishings Stores	316	0.7%	2,190	0.5%
Electronics & Appliance Stores	247	0.6%	2,493	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	443	1.0%	5,558	1.2%
Food & Beverage Stores	713	1.6%	13,240	2.8%
Health & Personal Care Stores	628	1.4%	5,913	1.3%
Gasoline Stations	141	0.3%	585	0.1%
Clothing & Clothing Accessories Stores	611	1.4%	3,548	0.8%
Sport Goods, Hobby, Book, & Music Stores	376	0.9%	2,533	0.5%
General Merchandise Stores	321	0.7%	10,510	2.3%
Miscellaneous Store Retailers	935	2.2%	6,072	1.3%
Nonstore Retailers	123	0.3%	7,452	1.6%
Transportation & Warehousing	602	1.4%	7,379	1.6%
Information	761	1.8%	18,332	3.9%
Finance & Insurance	2,293	5.3%	27,330	5.9%
Central Bank/Credit Intermediation & Related Activities	690	1.6%	5,955	1.3%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	718	1.7%	10,999	2.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	885	2.0%	10,376	2.2%
Real Estate, Rental & Leasing	2,699	6.2%	15,693	3.4%
Professional, Scientific & Tech Services	4,180	9.6%	34,009	7.3%
Legal Services	1,038	2.4%	5,660	1.2%
Management of Companies & Enterprises	204	0.5%	1,098	0.2%
Administrative & Support & Waste Management & Educational Services	1,749	4.0%	12,166	2.6%
Health Care & Social Assistance	787	1.8%	23,199	5.0%
Arts, Entertainment & Recreation	3,478	8.0%	69,199	14.8%
Accommodation & Food Services	975	2.2%	11,064	2.4%
Accommodation & Food Services	3,025	7.0%	49,751	10.7%
Accommodation	482	1.1%	10,630	2.3%
Food Services & Drinking Places	2,543	5.9%	39,121	8.4%
Other Services (except Public Administration)	4,793	11.0%	28,482	6.1%
Automotive Repair & Maintenance	849	2.0%	3,824	0.8%
Public Administration	711	1.6%	21,664	4.6%
Unclassified Establishments	6,057	13.9%	4,352	0.9%
<b>Total</b>	<b>43,428</b>		<b>466,524</b>	

Source: Esri Community Analyst