

Pinellas County

Demographics

Summary	Census 2010	2020	2025
Population	916,542	982,705	1,017,675
Households	415,876	442,204	456,901
Families	234,268	246,132	253,306
Average Household Size	2.16	2.18	2.18
Owner Occupied Housing Units	280,524	285,200	292,136
Renter Occupied Housing Units	135,478	157,388	164,530
Median Age	46.2	49.4	50.2
Trends: 2020 - 2025 Annual Rate	Area	State	National
Population	0.70%	1.33%	0.72%
Households	0.66%	1.27%	0.72%
Families	0.58%	1.23%	0.64%
Average Household Income	2.13%	2.12%	2.02%
Median Household Income	1.52%	1.51%	1.60%

Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	42,161	4.6%	40,291	4.1%	41,725	4.1%
5 - 9	43,077	4.7%	42,256	4.3%	42,742	4.2%
10 - 14	46,744	5.1%	45,204	4.6%	44,778	4.4%
15 - 24	97,153	10.6%	94,340	9.6%	92,608	9.1%
25 - 34	98,987	10.8%	112,028	11.4%	114,997	11.3%
35 - 44	111,818	12.2%	106,132	10.8%	112,962	11.1%
45 - 54	147,563	16.1%	125,786	12.8%	116,015	11.4%
55 - 64	134,732	14.7%	158,216	16.1%	150,616	14.8%
65 - 74	95,320	10.4%	137,579	14.0%	154,687	15.2%
75 - 84	66,908	7.3%	80,582	8.2%	101,768	10.0%
85 +	32,079	3.5%	40,291	4.1%	42,742	4.2%
18 +	753,398	82.2%	828,420	84.3%	860,953	84.6%

Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	752,481	82.1%	783,216	79.7%	795,822	78.2%
Black Alone	94,404	10.3%	107,115	10.9%	113,980	11.2%
American Indian Alone	2,750	0.3%	2,948	0.3%	3,053	0.3%
Asian Alone	27,496	3.0%	35,377	3.6%	40,707	4.0%
Pacific Islander Alone	917	0.1%	983	0.1%	1,018	0.1%
Some Other Race Alone	18,331	2.0%	25,550	2.6%	30,530	3.0%
Two or More Races	20,164	2.2%	27,516	2.8%	32,566	3.2%
Hispanic Origin (Any Race)	73,323	8.0%	105,149	10.7%	127,209	12.5%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
<\$15,000	47,758	10.8%	44,319	9.7%
\$15,000 - \$24,999	45,989	10.4%	43,406	9.5%
\$25,000 - \$34,999	48,642	11.0%	47,061	10.3%
\$35,000 - \$49,999	61,024	13.8%	60,311	13.2%
\$50,000 - \$74,999	76,501	17.3%	78,587	17.2%
\$75,000 - \$99,999	55,276	12.5%	59,397	13.0%
\$100,000 - \$149,999	58,813	13.3%	66,708	14.6%
\$150,000 - \$199,999	25,206	5.7%	30,612	6.7%
\$200,000+	22,552	5.1%	26,500	5.8%
Median Household Income		\$54,148		\$58,381
Average Household Income		\$77,540		\$86,146
Per Capita Income		\$34,978		\$38,760

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	11,622	48,938	54,808	69,004	92,214	85,654	79,964	442,204
<\$15,000	2,065	5,376	5,031	6,196	12,237	11,446	13,569	55,920
\$15,000-\$24,999	1,732	6,296	4,852	4,204	10,018	12,499	19,067	58,668
\$25,000-\$34,999	2,291	5,843	5,853	6,963	7,672	9,977	10,961	49,560
\$35,000-\$49,999	1,945	8,883	8,870	10,073	13,101	15,259	12,421	70,552
\$50,000-\$74,999	2,180	10,731	10,899	12,775	18,553	15,765	11,202	82,105
\$75,000-\$99,999	840	5,206	8,195	8,653	12,052	7,855	6,258	49,059
\$100,000-\$149,999	408	5,350	8,350	13,297	11,265	8,187	4,551	51,408
\$150,000-\$199,999	74	567	1,574	3,129	3,953	2,503	873	12,673
\$200,000+	87	686	1,184	3,714	3,363	2,163	1,062	12,259
Median Disposable Income	\$33,378	\$45,781	\$54,603	\$61,421	\$52,846	\$42,442	\$31,010	\$46,278
Average Disposable Income	\$42,898	\$57,058	\$68,097	\$81,424	\$68,759	\$58,719	\$45,453	\$62,519

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	11,622	48,938	54,808	69,004	92,214	85,654	79,964	442,204
<\$15,000	8,927	26,757	22,398	18,798	21,362	13,865	8,321	120,428
\$15,000-\$34,999	1,387	7,230	7,052	8,079	6,490	5,966	2,529	38,733
\$35,000-\$49,999	461	2,596	2,998	3,030	4,331	3,306	1,413	18,135
\$50,000-\$74,999	290	2,999	3,993	3,290	3,821	4,566	4,608	23,567
\$75,000-\$99,999	269	2,417	3,350	4,417	3,634	3,607	3,337	21,031
\$100,000-\$149,999	141	2,446	4,006	5,110	8,138	7,054	6,038	32,933
\$150,000-\$249,999	77	2,235	4,100	7,991	10,986	11,608	11,267	48,264
\$250,000-\$499,999	49	1,689	3,927	8,022	11,317	12,486	17,129	54,619
\$500,000-\$999,999	21	400	1,598	5,207	8,443	10,643	10,629	36,941
\$1,000,000+	0	169	1,386	5,060	13,692	12,553	14,693	47,553
Median Net Worth	\$9,764	\$13,717	\$26,773	\$81,338	\$137,241	\$179,545	\$270,927	\$98,874
Average Net Worth	\$20,369	\$61,375	\$179,980	\$494,842	\$871,419	\$800,791	\$973,046	\$619,640

2020 Highest Completed Education (Age 25+)	Area		MSA	Florida	USA
	Number	Percentage	Percentage	Percentage	Percentage
Less than 9th Grade	19,776	2.6%	3.5%	4.5%	4.8%
9th - 12th Grade, No Diploma	43,354	5.7%	6.5%	6.7%	6.5%
High School Graduate	179,501	23.6%	24.4%	24.4%	22.8%
GED/Alternative Credential	32,706	4.3%	4.4%	4.1%	3.9%
Some College, No Degree	161,247	21.2%	20.1%	19.5%	20.1%
Associate Degree	73,778	9.7%	9.7%	9.7%	8.7%
Bachelor's Degree	160,486	21.1%	20.0%	19.4%	20.2%
Graduate/Professional Degree	89,750	11.8%	11.5%	11.6%	12.9%
Bachelor's Degree or Higher	250,236	32.9%	31.5%	31.0%	33.1%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		
			Number	Percentage	
Agriculture/Mining	1,385	0.3%	White Collar	300,987	65.2%
Construction	29,545	6.4%	Management/Business/Financial	70,630	15.3%
Manufacturing	33,238	7.2%	Professional	103,868	22.5%
Wholesale Trade	10,618	2.3%	Sales	55,396	12.0%
Retail Trade	50,780	11.0%	Administrative Support	71,092	15.4%
Transportation/Utilities	20,774	4.5%	Services	84,018	18.2%
Information	7,848	1.7%	Blue Collar	76,170	16.5%
Finance/Insurance/Real Estate	44,779	9.7%	Farming/Forestry/Fishing	923	0.2%
Services	245,129	53.1%	Construction/Extraction	19,850	4.3%
Public Administration	17,081	3.7%	Installation/Maintenance/Repair	14,772	3.2%
			Production	19,850	4.3%
Employed Population	461,636		Transportation/Material Moving	20,774	4.5%

Business Summary (2020)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	78	0.2%	253	0.1%
Mining	22	0.0%	171	0.0%
Utilities	26	0.1%	2,436	0.5%
Construction	2,637	5.8%	22,367	4.8%
Manufacturing	1,488	3.3%	25,837	5.6%
Wholesale Trade	1,196	2.7%	17,809	3.9%
Retail Trade	5,987	13.3%	70,470	15.3%
Motor Vehicle & Parts Dealers	818	1.8%	9,051	2.0%
Furniture & Home Furnishings Stores	321	0.7%	2,308	0.5%
Electronics & Appliance Stores	232	0.5%	2,590	0.6%
Bldg Material & Garden Equipment & Supplies Dealers	436	1.0%	5,365	1.2%
Food & Beverage Stores	771	1.7%	14,161	3.1%
Health & Personal Care Stores	663	1.5%	6,219	1.3%
Gasoline Stations	123	0.3%	509	0.1%
Clothing & Clothing Accessories Stores	632	1.4%	3,467	0.8%
Sport Goods, Hobby, Book, & Music Stores	394	0.9%	2,491	0.5%
General Merchandise Stores	344	0.8%	9,389	2.0%
Miscellaneous Store Retailers	956	2.1%	7,341	1.6%
Nonstore Retailers	297	0.7%	7,579	1.6%
Transportation & Warehousing	630	1.4%	7,821	1.7%
Information	747	1.7%	14,763	3.2%
Finance & Insurance	2,302	5.1%	28,149	6.1%
Central Bank/Credit Intermediation & Related Activities	679	1.5%	7,008	1.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	736	1.6%	11,101	2.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	887	2.0%	10,040	2.2%
Real Estate, Rental & Leasing	2,757	6.1%	15,726	3.4%
Professional, Scientific & Tech Services	4,293	9.5%	36,036	7.8%
Legal Services	1,056	2.3%	5,545	1.2%
Management of Companies & Enterprises	240	0.5%	1,196	0.3%
Administrative & Support & Waste Management & Educational Services	1,808	4.0%	11,444	2.5%
Health Care & Social Assistance	784	1.7%	26,153	5.7%
Arts, Entertainment & Recreation	3,492	7.7%	67,525	14.6%
Accommodation & Food Services	1,035	2.3%	11,282	2.4%
Accommodation	3,114	6.9%	50,461	10.9%
Food Services & Drinking Places	463	1.0%	10,086	2.2%
Other Services (except Public Administration)	2,651	5.9%	40,375	8.7%
Automotive Repair & Maintenance	4,870	10.8%	28,671	6.2%
Public Administration	866	1.9%	3,865	0.8%
Public Administration	676	1.5%	21,372	4.6%
Unclassified Establishments	6,931	15.4%	1,870	0.4%
Total	45,113		461,812	

Source: Esri Community Analyst