

St. Pete Beach

Demographics

| Summary | Census 2010 | 2020 | 2025 |
|---------------------------------|-------------|-------|----------|
| Population | 9,346 | 9,775 | 9,975 |
| Households | 5,100 | 5,289 | 5,382 |
| Families | 2,563 | 2,628 | 2,671 |
| Average Household Size | 1.83 | 1.85 | 1.85 |
| Owner Occupied Housing Units | 3,440 | 3,439 | 3,517 |
| Renter Occupied Housing Units | 1,657 | 1,847 | 1,864 |
| Median Age | 56.1 | 60.5 | 62.8 |
| Trends: 2020 - 2025 Annual Rate | Area | State | National |
| Population | 0.41% | 1.33% | 0.72% |
| Households | 0.35% | 1.27% | 0.72% |
| Families | 0.33% | 1.23% | 0.64% |
| Average Household Income | 2.54% | 2.12% | 2.02% |
| Median Household Income | 1.61% | 1.51% | 1.60% |

| Population by Age | Census 2010 | | 2020 | | 2025 | |
|-------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 178 | 1.9% | 156 | 1.6% | 160 | 1.6% |
| 5 - 9 | 271 | 2.9% | 196 | 2.0% | 199 | 2.0% |
| 10 - 14 | 290 | 3.1% | 254 | 2.6% | 229 | 2.3% |
| 15 - 24 | 533 | 5.7% | 508 | 5.2% | 469 | 4.7% |
| 25 - 34 | 636 | 6.8% | 645 | 6.6% | 608 | 6.1% |
| 35 - 44 | 897 | 9.6% | 792 | 8.1% | 848 | 8.5% |
| 45 - 54 | 1,682 | 18.0% | 1,310 | 13.4% | 1,137 | 11.4% |
| 55 - 64 | 1,832 | 19.6% | 1,994 | 20.4% | 1,805 | 18.1% |
| 65 - 74 | 1,542 | 16.5% | 2,131 | 21.8% | 2,383 | 23.9% |
| 75 - 84 | 1,065 | 11.4% | 1,242 | 12.7% | 1,556 | 15.6% |
| 85 + | 430 | 4.6% | 538 | 5.5% | 578 | 5.8% |
| 18 + | 8,449 | 90.4% | 9,004 | 92.1% | 9,244 | 92.7% |

| Race and Ethnicity | Census 2010 | | 2020 | | 2025 | |
|----------------------------|-------------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 8,972 | 96.0% | 9,297 | 95.1% | 9,416 | 94.4% |
| Black Alone | 65 | 0.7% | 78 | 0.8% | 90 | 0.9% |
| American Indian Alone | 28 | 0.3% | 20 | 0.2% | 20 | 0.2% |
| Asian Alone | 103 | 1.1% | 137 | 1.4% | 160 | 1.6% |
| Pacific Islander Alone | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| Some Other Race Alone | 84 | 0.9% | 108 | 1.1% | 130 | 1.3% |
| Two or More Races | 93 | 1.0% | 137 | 1.4% | 150 | 1.5% |
| Hispanic Origin (Any Race) | 411 | 4.4% | 606 | 6.2% | 738 | 7.4% |

| Households by Income | 2020 | | 2025 | |
|--------------------------|--------|-----------|--------|-----------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 460 | 8.7% | 398 | 7.4% |
| \$15,000 - \$24,999 | 381 | 7.2% | 328 | 6.1% |
| \$25,000 - \$34,999 | 391 | 7.4% | 355 | 6.6% |
| \$35,000 - \$49,999 | 539 | 10.2% | 501 | 9.3% |
| \$50,000 - \$74,999 | 777 | 14.7% | 753 | 14.0% |
| \$75,000 - \$99,999 | 804 | 15.2% | 834 | 15.5% |
| \$100,000 - \$149,999 | 820 | 15.5% | 867 | 16.1% |
| \$150,000 - \$199,999 | 487 | 9.2% | 587 | 10.9% |
| \$200,000+ | 629 | 11.9% | 753 | 14.0% |
| Median Household Income | | \$77,254 | | \$83,673 |
| Average Household Income | | \$109,690 | | \$124,344 |
| Per Capita Income | | \$59,379 | | \$67,122 |

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 | 75 | 301 | 433 | 782 | 1,177 | 1,307 | 1,218 | 5,290 |
| <\$15,000 | 7 | 19 | 34 | 55 | 130 | 137 | 141 | 523 |
| \$15,000-\$24,999 | 8 | 31 | 31 | 40 | 93 | 125 | 145 | 472 |
| \$25,000-\$34,999 | 12 | 30 | 35 | 54 | 61 | 91 | 132 | 415 |
| \$35,000-\$49,999 | 14 | 42 | 52 | 82 | 107 | 171 | 189 | 657 |
| \$50,000-\$74,999 | 21 | 70 | 85 | 92 | 205 | 276 | 234 | 982 |
| \$75,000-\$99,999 | 6 | 34 | 53 | 95 | 161 | 175 | 178 | 701 |
| \$100,000-\$149,999 | 4 | 57 | 86 | 187 | 191 | 195 | 131 | 851 |
| \$150,000-\$199,999 | 2 | 7 | 33 | 76 | 120 | 72 | 30 | 340 |
| \$200,000+ | 1 | 11 | 24 | 101 | 109 | 65 | 38 | 349 |
| Median Disposable Income | \$45,181 | \$57,615 | \$67,056 | \$91,506 | \$73,720 | \$59,186 | \$50,138 | \$62,337 |
| Average Disposable Income | \$54,945 | \$73,788 | \$86,800 | \$111,945 | \$95,669 | \$77,901 | \$65,030 | \$84,137 |

| 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 | 75 | 301 | 432 | 781 | 1,175 | 1,307 | 1,217 | 5,288 |
| <\$15,000 | 55 | 146 | 174 | 211 | 247 | 175 | 61 | 1,069 |
| \$15,000-\$34,999 | 11 | 56 | 46 | 78 | 73 | 70 | 15 | 349 |
| \$35,000-\$49,999 | 4 | 21 | 28 | 30 | 43 | 37 | 10 | 173 |
| \$50,000-\$74,999 | 1 | 31 | 35 | 33 | 42 | 53 | 49 | 244 |
| \$75,000-\$99,999 | 3 | 8 | 22 | 48 | 45 | 53 | 37 | 216 |
| \$100,000-\$149,999 | 1 | 11 | 39 | 60 | 97 | 105 | 50 | 363 |
| \$150,000-\$249,999 | 0 | 12 | 22 | 81 | 111 | 137 | 107 | 470 |
| \$250,000-\$499,999 | 0 | 14 | 21 | 69 | 107 | 148 | 213 | 572 |
| \$500,000-\$999,999 | 0 | 0 | 22 | 63 | 99 | 208 | 227 | 619 |
| \$1,000,000+ | 0 | 2 | 23 | 108 | 311 | 321 | 448 | 1,213 |
| Median Net Worth | \$10,227 | \$15,859 | \$32,288 | \$94,204 | \$178,702 | \$276,091 | \$595,847 | \$190,320 |
| Average Net Worth | \$20,220 | \$77,378 | \$353,627 | \$871,935 | \$1,617,356 | \$1,331,382 | \$1,848,553 | \$1,275,998 |

| 2020 Highest Completed Education (Age 25+) | Area | | MSA | Florida | USA |
|--|--------|------------|------------|------------|------------|
| | Number | Percentage | Percentage | Percentage | Percentage |
| Less than 9th Grade | 113 | 1.3% | 3.5% | 4.5% | 4.8% |
| 9th - 12th Grade, No Diploma | 251 | 2.9% | 6.5% | 6.7% | 6.5% |
| High School Graduate | 1,333 | 15.4% | 24.4% | 24.4% | 22.8% |
| GED/Alternative Credential | 113 | 1.3% | 4.4% | 4.1% | 3.9% |
| Some College, No Degree | 1,827 | 21.1% | 20.1% | 19.5% | 20.1% |
| Associate Degree | 840 | 9.7% | 9.7% | 9.7% | 8.7% |
| Bachelor's Degree | 2,580 | 29.8% | 20.0% | 19.4% | 20.2% |
| Graduate/Professional Degree | 1,610 | 18.6% | 11.5% | 11.6% | 12.9% |
| Bachelor's Degree or Higher | 4,190 | 48.4% | 31.5% | 31.0% | 33.1% |

| Resident Workforce | | | | | |
|-------------------------------|--------|------------|---------------------------------|--------|------------|
| Population by Industry | Area | | Population by Occupation | Area | |
| | Number | Percentage | | Number | Percentage |
| Agriculture/Mining | 4 | 0.1% | White Collar | 3,155 | 75.0% |
| Construction | 97 | 2.3% | Management/Business/Financial | 825 | 19.6% |
| Manufacturing | 172 | 4.1% | Professional | 1,111 | 26.4% |
| Wholesale Trade | 97 | 2.3% | Sales | 673 | 16.0% |
| Retail Trade | 400 | 9.5% | Administrative Support | 547 | 13.0% |
| Transportation/Utilities | 210 | 5.0% | Services | 766 | 18.2% |
| Information | 244 | 5.8% | Blue Collar | 290 | 6.9% |
| Finance/Insurance/Real Estate | 501 | 11.9% | Farming/Forestry/Fishing | 0 | 0.0% |
| Services | 2,326 | 55.3% | Construction/Extraction | 38 | 0.9% |
| Public Administration | 160 | 3.8% | Installation/Maintenance/Repair | 67 | 1.6% |
| | | | Production | 29 | 0.7% |
| Employed Population | 4,207 | | Transportation/Material Moving | 160 | 3.8% |

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 | 25 | 3.4% | 86 | 0.9% |
| Manufacturing | 8 | 1.1% | 52 | 0.5% |
| Wholesale Trade | 8 | 1.1% | 43 | 0.4% |
| Retail Trade | 96 | 13.2% | 1,096 | 11.1% |
| Motor Vehicle & Parts Dealers | 4 | 0.6% | 17 | 0.2% |
| Furniture & Home Furnishings Stores | 0 | 0.0% | 0 | 0.0% |
| Electronics & Appliance Stores | 2 | 0.3% | 12 | 0.1% |
| Bldg Material & Garden Equipment & Supplies Dealers | 7 | 1.0% | 33 | 0.3% |
| Food & Beverage Stores | 16 | 2.2% | 257 | 2.6% |
| Health & Personal Care Stores | 4 | 0.6% | 78 | 0.8% |
| Gasoline Stations | 3 | 0.4% | 11 | 0.1% |
| Clothing & Clothing Accessories Stores | 28 | 3.9% | 108 | 1.1% |
| Sport Goods, Hobby, Book, & Music Stores | 8 | 1.1% | 32 | 0.3% |
| General Merchandise Stores | 4 | 0.6% | 15 | 0.2% |
| Miscellaneous Store Retailers | 14 | 1.9% | 530 | 5.4% |
| Nonstore Retailers | 6 | 0.8% | 3 | 0.0% |
| Transportation & Warehousing | 16 | 2.2% | 86 | 0.9% |
| Information | 7 | 1.0% | 55 | 0.6% |
| Finance & Insurance | 25 | 3.4% | 109 | 1.1% |
| Central Bank/Credit Intermediation & Related Activities | 11 | 1.5% | 56 | 0.6% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 10 | 1.4% | 33 | 0.3% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 4 | 0.6% | 20 | 0.2% |
| Real Estate, Rental & Leasing | 80 | 11.0% | 410 | 4.1% |
| Professional, Scientific & Tech Services | 42 | 5.8% | 154 | 1.6% |
| Legal Services | 11 | 1.5% | 49 | 0.5% |
| Management of Companies & Enterprises | 1 | 0.1% | 4 | 0.0% |
| Administrative & Support & Waste Management & Educational Services | 24 | 3.3% | 73 | 0.7% |
| Health Care & Social Assistance | 8 | 1.1% | 24 | 0.2% |
| Arts, Entertainment & Recreation | 11 | 1.5% | 107 | 1.1% |
| Accommodation & Food Services | 16 | 2.2% | 150 | 1.5% |
| Accommodation | 151 | 20.8% | 6,585 | 66.6% |
| Food Services & Drinking Places | 51 | 7.0% | 2,309 | 23.3% |
| Other Services (except Public Administration) | 100 | 13.8% | 4,276 | 43.2% |
| Automotive Repair & Maintenance | 75 | 10.3% | 416 | 4.2% |
| Public Administration | 9 | 1.2% | 23 | 0.2% |
| Public Administration | 23 | 3.2% | 435 | 4.4% |
| Unclassified Establishments | 111 | 15.3% | 8 | 0.1% |
| Total | 727 | | 9,893 | |

Source: Esri Community Analyst