

St. Pete Beach

Demographics

Summary	Census 2010	2018	2023
Population	9,346	9,735	10,051
Households	5,100	5,234	5,375
Families	2,563	2,601	2,664
Average Household Size	1.83	1.86	1.87
Owner Occupied Housing Units	3,440	3,315	3,522
Renter Occupied Housing Units	1,657	1,923	1,860
Median Age	56.1	59.7	61.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.64%	1.41%	0.83%
Households	0.53%	1.36%	0.79%
Families	0.48%	1.30%	0.71%
Owner HHs	1.22%	1.92%	1.13%
Median Household Income	3.41%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	178	1.9%	175	1.8%	181	1.8%
5 - 9	271	2.9%	214	2.2%	221	2.2%
10 - 14	290	3.1%	263	2.7%	231	2.3%
15 - 24	533	5.7%	516	5.3%	492	4.9%
25 - 34	636	6.8%	672	6.9%	673	6.7%
35 - 44	897	9.6%	789	8.1%	844	8.4%
45 - 54	1,682	18.0%	1,392	14.3%	1,206	12.0%
55 - 64	1,832	19.6%	1,986	20.4%	1,859	18.5%
65 - 74	1,542	16.5%	2,054	21.1%	2,331	23.2%
75 - 84	1,065	11.4%	1,168	12.0%	1,447	14.4%
85 +	430	4.6%	526	5.4%	553	5.5%
18 +	8,449	90.4%	8,938	91.8%	9,264	92.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	8,972	96.0%	9,277	95.3%	9,518	94.7%
Black Alone	65	0.7%	78	0.8%	80	0.8%
American Indian Alone	28	0.3%	19	0.2%	20	0.2%
Asian Alone	103	1.1%	127	1.3%	151	1.5%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	84	0.9%	97	1.0%	121	1.2%
Two or More Races	93	1.0%	127	1.3%	151	1.5%
Hispanic Origin (Any Race)	411	4.4%	545	5.6%	673	6.7%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	377	7.2%	290	5.4%
\$15,000 - \$24,999	434	8.3%	339	6.3%
\$25,000 - \$34,999	523	10.0%	425	7.9%
\$35,000 - \$49,999	560	10.7%	532	9.9%
\$50,000 - \$74,999	932	17.8%	968	18.0%
\$75,000 - \$99,999	508	9.7%	559	10.4%
\$100,000 - \$149,999	822	15.7%	936	17.4%
\$150,000 - \$199,999	518	9.9%	613	11.4%
\$200,000+	560	10.7%	715	13.3%
Median Household Income		\$67,643		\$79,988
Average Household Income		\$104,654		\$124,034
Per Capita Income		\$56,322		\$66,413

Demographics (cont.)

2018 Households by Disposable Income

	Number	Percent
Total	5,233	100.0%
<\$15,000	452	8.6%
\$15,000-\$24,999	558	10.7%
\$25,000-\$34,999	562	10.7%
\$35,000-\$49,999	694	13.3%
\$50,000-\$74,999	896	17.1%
\$75,000-\$99,999	600	11.5%
\$100,000-\$149,999	883	16.9%
\$150,000-\$199,999	295	5.6%
\$200,000+	293	5.6%
Median Disposable Income	\$57,616	
Average Disposable Income	\$79,455	

2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	78	315	427	831	1,167	1,258	1,158
<\$15,000	6	20	19	32	102	129	144
\$15,000-\$24,999	6	33	29	57	98	162	172
\$25,000-\$34,999	10	35	42	54	98	119	204
\$35,000-\$49,999	16	54	50	88	133	149	205
\$50,000-\$74,999	22	61	71	138	187	201	216
\$75,000-\$99,999	5	34	72	115	142	161	72
\$100,000-\$149,999	6	54	87	175	250	225	87
\$150,000-\$199,999	5	11	36	82	77	45	38
\$200,000+	2	13	21	90	80	67	20
Median Disposable Income	\$50,647	\$54,574	\$75,622	\$83,438	\$68,937	\$56,725	\$38,269
Average Disposable Income	\$65,202	\$72,775	\$89,572	\$105,348	\$88,636	\$76,542	\$53,762

2018 Households by Net Worth

	Number	Percent
Total	5,234	100.0%
<\$15,000	859	16.4%
\$15,000-\$34,999	344	6.6%
\$35,000-\$49,999	188	3.6%
\$50,000-\$74,999	252	4.8%
\$75,000-\$99,999	235	4.5%
\$100,000-\$149,999	369	7.1%
\$150,000-\$249,999	590	11.3%
\$250,000-\$499,999	696	13.3%
\$500,000+	1,701	32.5%
Median Net Worth	\$203,898	
Average Net Worth	\$1,619,163	

2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	78	315	428	829	1,168	1,258	1,157
<\$15,000	49	151	132	160	177	130	60
\$15,000-\$34,999	9	55	51	81	72	57	20
\$35,000-\$49,999	5	23	26	42	47	34	11
\$50,000-\$99,999	12	44	69	89	96	96	79
\$100,000-\$149,999	1	12	34	70	104	90	58
\$150,000-\$249,999	2	12	28	107	154	171	117
\$250,000+	0	18	88	280	518	680	812
Median Net Worth	\$11,939	\$16,312	\$52,160	\$126,877	\$197,571	\$250,001	\$250,001
Average Net Worth	\$33,071	\$81,079	\$501,605	\$1,202,186	\$1,928,704	\$1,934,384	\$2,203,199

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	14	2.4%	53	0.5%
Manufacturing	5	0.9%	36	0.3%
Wholesale Trade	8	1.4%	43	0.4%
Retail Trade	74	12.7%	1,165	10.4%
Motor Vehicle & Parts Dealers	4	0.7%	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	5	0.9%	27	0.2%
Food & Beverage Stores	12	2.1%	343	3.1%
Health & Personal Care Stores	5	0.9%	81	0.7%
Gasoline Stations	5	0.9%	19	0.2%
Clothing & Clothing Accessories Stores	20	3.4%	98	0.9%
Sport Goods, Hobby, Book, & Music Stores	4	0.7%	17	0.2%
General Merchandise Stores	3	0.5%	13	0.1%
Miscellaneous Store Retailers	14	2.4%	538	4.8%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	15	2.6%	128	1.1%
Information	5	0.9%	39	0.3%
Finance & Insurance	20	3.4%	94	0.8%
Central Bank/Credit Intermediation & Related Activities	10	1.7%	61	0.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	7	1.2%	21	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	3	0.5%	12	0.1%
Real Estate, Rental & Leasing	71	12.2%	428	3.8%
Professional, Scientific & Tech Services	43	7.4%	156	1.4%
Legal Services	10	1.7%	48	0.4%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Educational Services	17	2.9%	41	0.4%
Educational Services	4	0.7%	54	0.5%
Health Care & Social Assistance	6	1.0%	69	0.6%
Arts, Entertainment & Recreation	17	2.9%	148	1.3%
Accommodation & Food Services	147	25.3%	7,988	71.1%
Accommodation	56	9.6%	3,620	32.2%
Food Services & Drinking Places	91	15.7%	4,368	38.9%
Other Services (except Public Administration)	66	11.4%	351	3.1%
Automotive Repair & Maintenance	7	1.2%	15	0.1%
Public Administration	24	4.1%	444	4.0%
Unclassified Establishments	45	7.7%	0	0.0%
Total	581	100.0%	11,237	100.0%