

# St. Petersburg

## Demographics

Summary	Census 2010	2019	2024
Population	245,295	263,815	274,557
Households	109,142	116,445	121,224
Families	59,242	61,858	63,846
Average Household Size	2.19	2.21	2.21
Owner Occupied Housing Units	66,184	68,105	71,392
Renter Occupied Housing Units	42,955	48,412	49,904
Median Age			
Trends: 2019 - 2024 Annual Rate	Area	State	National
Population	0.80%	1.37%	0.77%
Households	0.81%	1.31%	0.75%
Families	0.63%	1.26%	0.68%
Average Household Income	2.83%	2.73%	2.66%
Median Household Income	2.47%	2.37%	2.70%

Population by Age	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,246	5.4%	12,663	4.8%	13,453	4.9%
5 - 9	12,510	5.1%	12,927	4.9%	12,904	4.7%
10 - 14	13,246	5.4%	13,191	5.0%	13,453	4.9%
15 - 24	29,926	12.2%	29,811	11.3%	30,201	11.0%
25 - 34	31,643	12.9%	35,088	13.3%	37,065	13.5%
35 - 44	33,115	13.5%	31,658	12.0%	32,672	11.9%
45 - 54	39,983	16.3%	35,351	13.4%	33,496	12.2%
55 - 64	32,870	13.4%	40,100	15.2%	38,987	14.2%
65 - 74	19,378	7.9%	29,811	11.3%	34,594	12.6%
75 - 84	12,755	5.2%	15,301	5.8%	19,768	7.2%
85 +	6,132	2.5%	7,651	2.9%	7,962	2.9%
18 +	197,462	80.5%	217,121	82.3%	226,508	82.5%

Race and Ethnicity	Census 2010		2019		2024	
	Number	Percent	Number	Percent	Number	Percent
White Alone	168,518	68.7%	174,382	66.1%	176,815	64.4%
Black Alone	58,626	23.9%	65,690	24.9%	70,287	25.6%
American Indian Alone	736	0.3%	791	0.3%	824	0.3%
Asian Alone	7,849	3.2%	10,025	3.8%	11,257	4.1%
Pacific Islander Alone	245	0.1%	264	0.1%	275	0.1%
Some Other Race Alone	3,434	1.4%	4,485	1.7%	5,491	2.0%
Two or More Races	6,132	2.5%	8,178	3.1%	9,609	3.5%
Hispanic Origin (Any Race)	16,189	6.6%	22,424	8.5%	27,181	9.9%

Households by Income	2019		2024	
	Number	Percent	Number	Percent
<\$15,000	13,391	11.5%	11,516	9.5%
\$15,000 - \$24,999	12,343	10.6%	10,789	8.9%
\$25,000 - \$34,999	11,528	9.9%	10,425	8.6%
\$35,000 - \$49,999	16,419	14.1%	16,123	13.3%
\$50,000 - \$74,999	21,542	18.5%	22,426	18.5%
\$75,000 - \$99,999	15,254	13.1%	17,214	14.2%
\$100,000 - \$149,999	14,090	12.1%	17,214	14.2%
\$150,000 - \$199,999	5,473	4.7%	7,758	6.4%
\$200,000+	6,404	5.5%	7,879	6.5%
Median Household Income		\$53,706		\$60,687
Average Household Income		\$76,923		\$88,425
Per Capita Income		\$34,027		\$39,112

## 2019 Daytime Population

Workers	Residents	Total	Net Commuters
136,999	133,558	270,557	5,153

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	4,592	16,861	17,259	20,098	23,906	18,907	14,824	116,445
<\$15,000	912	1,984	1,608	1,867	3,349	2,683	3,252	15,654
\$15,000-\$24,999	753	2,169	1,280	1,440	2,715	2,865	3,604	14,827
\$25,000-\$34,999	691	2,090	1,786	2,081	2,413	2,304	1,872	13,237
\$35,000-\$49,999	884	3,244	2,970	3,328	3,372	3,066	1,832	18,696
\$50,000-\$74,999	841	3,908	4,024	4,031	5,194	4,010	2,122	24,130
\$75,000-\$99,999	239	1,371	2,763	2,638	2,793	1,367	847	12,017
\$100,000-\$149,999	197	1,607	1,913	2,686	2,293	1,489	735	10,920
\$150,000-\$199,999	39	282	517	989	873	635	351	3,686
\$200,000+	36	206	398	1,038	904	488	209	3,278
Median Disposable Income	\$33,861	\$43,861	\$54,212	\$56,123	\$50,313	\$41,562	\$27,378	\$45,711
Average Disposable Income	\$42,233	\$54,755	\$66,764	\$76,280	\$65,405	\$57,485	\$43,869	\$61,001

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	4,592	16,861	17,260	20,099	23,906	18,908	14,823	116,446
<\$15,000	3,551	9,150	6,626	5,352	5,189	2,835	1,690	34,392
\$15,000-\$34,999	541	2,553	2,425	2,327	1,829	1,385	543	11,603
\$35,000-\$49,999	150	839	1,037	935	1,117	655	252	4,985
\$50,000-\$74,999	102	1,169	1,184	940	978	928	745	6,046
\$75,000-\$99,999	112	834	1,046	1,246	993	810	532	5,572
\$100,000-\$149,999	58	980	1,267	1,436	2,024	1,565	1,003	8,333
\$150,000-\$249,999	39	658	1,451	2,415	2,774	2,403	1,758	11,498
\$250,000-\$499,999	18	432	1,178	2,376	3,086	2,764	2,412	12,266
\$500,000-\$999,999	21	155	446	1,206	1,939	2,254	1,931	7,951
\$1,000,000+	0	91	600	1,866	3,977	3,309	3,957	13,800
Median Net Worth	\$9,699	\$13,820	\$29,714	\$83,730	\$144,387	\$193,585	\$314,203	\$79,594
Average Net Worth	\$21,548	\$61,533	\$209,861	\$564,535	\$1,006,170	\$1,008,771	\$1,329,727	\$677,938

2019 Highest Completed Education (Age 25+)	Area		MSA Percentage	Florida Percentage	USA Percentage
	Number	Percentage			
Less than 9th Grade	5,464	2.8%	3.5%	4.5%	4.9%
9th - 12th Grade, No Diploma	11,514	5.9%	6.3%	6.6%	6.7%
High School Graduate	41,566	21.3%	24.5%	24.6%	23.1%
GED/Alternative Credential	8,391	4.3%	4.3%	4.1%	3.9%
Some College, No Degree	39,029	20.0%	20.2%	19.6%	20.2%
Associate Degree	20,881	10.7%	10.4%	10.2%	8.6%
Bachelor's Degree	42,932	22.0%	19.8%	19.3%	20.0%
Graduate/Professional Degree	25,564	13.1%	10.9%	11.0%	12.5%
Bachelor's Degree or Higher	68,496	35.1%	30.7%	30.3%	32.5%

Resident Workforce					
Population by Industry	Number	Percentage	Population by Occupation		Percentage
			Number	Percentage	
Agriculture/Mining	396	0.3%	<b>White Collar</b>		65.8%
Construction	6,724	5.1%	Management/Business/Financial		14.6%
Manufacturing	7,647	5.8%	Professional		24.7%
Wholesale Trade	2,505	1.9%	Sales		11.6%
Retail Trade	15,030	11.4%	Administrative Support		14.9%
Transportation/Utilities	5,669	4.3%	<b>Services</b>		19.5%
Information	2,505	1.9%	<b>Blue Collar</b>		14.6%
Finance/Insurance/Real Estate	13,185	10.0%	Farming/Forestry/Fishing		0.4%
Services	72,383	54.9%	Construction/Extraction		3.1%
Public Administration	5,933	4.5%	Installation/Maintenance/Repair		3.1%
			Production		3.9%
Employed Population	131,846		Transportation/Material Moving		4.1%

Source: Esri Community Analyst

## Business Summary (2019)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	12	0.1%	50	0.0%
Mining	10	0.1%	64	0.0%
Utilities	6	0.1%	1,632	1.2%
Construction	526	4.7%	3,128	2.3%
Manufacturing	260	2.3%	5,474	4.0%
Wholesale Trade	200	1.8%	3,690	2.7%
<b>Retail Trade</b>	<b>1,340</b>	<b>12.1%</b>	<b>20,976</b>	<b>15.3%</b>
Motor Vehicle & Parts Dealers	156	1.4%	1,791	1.3%
Furniture & Home Furnishings Stores	77	0.7%	387	0.3%
Electronics & Appliance Stores	59	0.5%	1,287	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	83	0.7%	1,231	0.9%
Food & Beverage Stores	185	1.7%	3,028	2.2%
Health & Personal Care Stores	146	1.3%	1,461	1.1%
Gasoline Stations	52	0.5%	194	0.1%
Clothing & Clothing Accessories Stores	182	1.6%	1,110	0.8%
Sport Goods, Hobby, Book, & Music Stores	92	0.8%	455	0.3%
General Merchandise Stores	77	0.7%	1,969	1.4%
Miscellaneous Store Retailers	204	1.8%	1,035	0.8%
Nonstore Retailers	27	0.2%	7,028	5.1%
<b>Transportation &amp; Warehousing</b>	<b>132</b>	<b>1.2%</b>	<b>1,256</b>	<b>0.9%</b>
<b>Information</b>	<b>219</b>	<b>2.0%</b>	<b>11,044</b>	<b>8.0%</b>
<b>Finance &amp; Insurance</b>	<b>662</b>	<b>6.0%</b>	<b>14,026</b>	<b>10.2%</b>
Central Bank/Credit Intermediation & Related Activities	187	1.7%	1,961	1.4%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	205	1.8%	7,716	5.6%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	270	2.4%	4,349	3.2%
<b>Real Estate, Rental &amp; Leasing</b>	<b>614</b>	<b>5.5%</b>	<b>3,743</b>	<b>2.7%</b>
<b>Professional, Scientific &amp; Tech Services</b>	<b>1,234</b>	<b>11.1%</b>	<b>9,394</b>	<b>6.8%</b>
Legal Services	429	3.9%	2,296	1.7%
<b>Management of Companies &amp; Enterprises</b>	<b>55</b>	<b>0.5%</b>	<b>344</b>	<b>0.3%</b>
<b>Administrative &amp; Support &amp; Waste Management &amp; Educational Services</b>	<b>400</b>	<b>3.6%</b>	<b>2,689</b>	<b>2.0%</b>
Health Care & Social Assistance	228	2.1%	7,484	5.4%
Arts, Entertainment & Recreation	1,070	9.6%	20,647	15.0%
Accommodation & Food Services	263	2.4%	3,354	2.4%
Accommodation	659	5.9%	10,753	7.8%
Food Services & Drinking Places	77	0.7%	2,022	1.5%
Food Services & Drinking Places	582	5.2%	8,731	6.4%
<b>Other Services (except Public Administration)</b>	<b>1,243</b>	<b>11.2%</b>	<b>7,983</b>	<b>5.8%</b>
Automotive Repair & Maintenance	141	1.3%	650	0.5%
<b>Public Administration</b>	<b>170</b>	<b>1.5%</b>	<b>6,510</b>	<b>4.7%</b>
<b>Unclassified Establishments</b>	<b>1,789</b>	<b>16.1%</b>	<b>3,099</b>	<b>2.3%</b>
<b>Total</b>	<b>11,092</b>		<b>137,340</b>	

Source: Esri Community Analyst