

# St. Petersburg

## Demographics

Summary	Census 2010	2018	2023
Population	244,720	260,094	271,211
Households	108,784	114,678	119,576
Families	59,110	61,031	63,069
Average Household Size	2.19	2.21	2.21
Owner Occupied Housing Units	65,971	64,013	68,018
Renter Occupied Housing Units	42,817	50,637	51,615
Median Age	41.6	43.6	43.9
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	0.84%	1.41%	0.83%
Households	0.84%	1.36%	0.79%
Families	0.66%	1.30%	0.71%
Owner HHs	1.22%	1.92%	1.13%
Median Household Income	2.47%	2.52%	2.50%

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	13,215	5.4%	12,745	4.9%	13,289	4.9%
5 - 9	12,725	5.2%	13,005	5.0%	13,018	4.8%
10 - 14	13,215	5.4%	13,005	5.0%	13,289	4.9%
15 - 24	30,101	12.3%	30,171	11.6%	30,376	11.2%
25 - 34	31,569	12.9%	34,333	13.2%	37,427	13.8%
35 - 44	33,037	13.5%	31,471	12.1%	32,003	11.8%
45 - 54	39,889	16.3%	35,893	13.8%	33,359	12.3%
55 - 64	32,792	13.4%	39,014	15.0%	38,783	14.3%
65 - 74	19,333	7.9%	28,610	11.0%	33,630	12.4%
75 - 84	12,725	5.2%	14,565	5.6%	18,442	6.8%
85 +	6,118	2.5%	7,543	2.9%	7,865	2.9%
18 +	197,000	80.5%	213,538	82.1%	223,750	82.5%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	167,878	68.6%	173,223	66.6%	175,745	64.8%
Black Alone	58,488	23.9%	64,243	24.7%	68,617	25.3%
American Indian Alone	734	0.3%	780	0.3%	814	0.3%
Asian Alone	7,831	3.2%	9,623	3.7%	11,120	4.1%
Pacific Islander Alone	245	0.1%	260	0.1%	271	0.1%
Some Other Race Alone	3,426	1.4%	4,422	1.7%	5,424	2.0%
Two or More Races	6,118	2.5%	7,803	3.0%	9,492	3.5%
Hispanic Origin (Any Race)	16,152	6.6%	21,328	8.2%	26,308	9.7%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	15,252	13.3%	13,153	11.0%
\$15,000 - \$24,999	12,614	11.0%	11,001	9.2%
\$25,000 - \$34,999	13,188	11.5%	12,077	10.1%
\$35,000 - \$49,999	17,775	15.5%	17,697	14.8%
\$50,000 - \$74,999	21,330	18.6%	23,078	19.3%
\$75,000 - \$99,999	12,614	11.0%	14,588	12.2%
\$100,000 - \$149,999	12,385	10.8%	15,665	13.1%
\$150,000 - \$199,999	4,587	4.0%	5,859	4.9%
\$200,000+	4,931	4.3%	6,577	5.5%
Median Household Income		\$48,338		\$54,617
Average Household Income		\$69,751		\$82,058
Per Capita Income		\$31,719		\$37,118

## Demographics (cont.)

### 2018 Households by Disposable Income

	Number	Percent
Total	114,678	100.0%
<\$15,000	17,246	15.0%
\$15,000-\$24,999	15,703	13.7%
\$25,000-\$34,999	15,641	13.6%
\$35,000-\$49,999	18,932	16.5%
\$50,000-\$74,999	21,099	18.4%
\$75,000-\$99,999	10,854	9.5%
\$100,000-\$149,999	10,079	8.8%
\$150,000-\$199,999	2,582	2.3%
\$200,000+	2,542	2.2%
Median Disposable Income	\$40,667	
Average Disposable Income	\$55,864	

### 2018 Disposable Income by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,630	16,670	17,109	20,382	23,437	18,145	14,309
<\$15,000	876	2,123	1,776	2,248	3,971	2,990	3,263
\$15,000-\$24,999	747	2,262	1,673	2,183	2,810	3,109	2,919
\$25,000-\$34,999	811	2,685	2,461	2,008	2,749	2,640	2,287
\$35,000-\$49,999	987	3,357	2,914	3,222	3,649	2,672	2,131
\$50,000-\$74,999	834	3,312	3,407	4,273	4,390	2,826	2,058
\$75,000-\$99,999	175	1,292	2,497	2,453	2,159	1,573	705
\$100,000-\$149,999	149	1,255	1,652	2,403	2,474	1,563	583
\$150,000-\$199,999	38	176	456	780	612	301	220
\$200,000+	13	208	273	812	623	471	143
Median Disposable Income	\$33,078	\$39,349	\$48,141	\$52,063	\$42,778	\$36,375	\$28,464
Average Disposable Income	\$39,745	\$50,511	\$60,661	\$68,738	\$58,926	\$53,704	\$40,954

### 2018 Households by Net Worth

	Number	Percent
Total	114,678	100.0%
<\$15,000	38,627	33.7%
\$15,000-\$34,999	11,008	9.6%
\$35,000-\$49,999	5,023	4.4%
\$50,000-\$74,999	6,045	5.3%
\$75,000-\$99,999	5,357	4.7%
\$100,000-\$149,999	7,733	6.7%
\$150,000-\$249,999	11,256	9.8%
\$250,000-\$499,999	12,379	10.8%
\$500,000+	17,250	15.0%
Median Net Worth	\$59,535	
Average Net Worth	\$605,181	

### 2018 Net Worth by Age of Householder

	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	4,629	16,668	17,110	20,381	23,438	18,143	14,309
<\$15,000	3,756	9,858	6,988	6,713	5,929	3,313	2,070
\$15,000-\$34,999	454	2,527	2,269	2,218	1,776	1,213	551
\$35,000-\$49,999	132	747	983	1,010	1,213	694	244
\$50,000-\$99,999	200	1,788	2,350	1,955	1,993	1,694	1,422
\$100,000-\$149,999	30	747	1,239	1,513	1,966	1,298	939
\$150,000-\$249,999	36	519	1,331	2,313	2,875	2,591	1,592
\$250,000+	21	482	1,950	4,659	7,686	7,340	7,491
Median Net Worth	\$9,243	\$12,681	\$26,299	\$54,211	\$117,158	\$174,791	\$250,001
Average Net Worth	\$19,188	\$50,036	\$182,223	\$489,733	\$873,083	\$961,859	\$1,220,541

# Business Summary (2018)

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	6	0.1%	38	0.0%
Mining	9	0.1%	58	0.0%
Utilities	6	0.1%	1,667	1.3%
Construction	460	5.0%	2,669	2.0%
Manufacturing	232	2.5%	5,975	4.5%
Wholesale Trade	174	1.9%	3,708	2.8%
Retail Trade	1,172	12.8%	23,727	17.9%
Motor Vehicle & Parts Dealers	132	1.4%	1,319	1.0%
Furniture & Home Furnishings Stores	77	0.8%	405	0.3%
Electronics & Appliance Stores	58	0.6%	1,271	1.0%
Bldg Material & Garden Equipment & Supplies Dealers	73	0.8%	1,160	0.9%
Food & Beverage Stores	152	1.7%	2,251	1.7%
Health & Personal Care Stores	145	1.6%	1,461	1.1%
Gasoline Stations	44	0.5%	184	0.1%
Clothing & Clothing Accessories Stores	158	1.7%	1,081	0.8%
Sport Goods, Hobby, Book, & Music Stores	69	0.8%	414	0.3%
General Merchandise Stores	59	0.6%	1,936	1.5%
Miscellaneous Store Retailers	191	2.1%	1,218	0.9%
Nonstore Retailers	14	0.2%	11,027	8.3%
Transportation & Warehousing	113	1.2%	1,438	1.1%
Information	193	2.1%	6,201	4.7%
Finance & Insurance	612	6.7%	14,325	10.8%
Central Bank/Credit Intermediation & Related Activities	184	2.0%	2,812	2.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	156	1.7%	6,778	5.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	272	3.0%	4,735	3.6%
Real Estate, Rental & Leasing	553	6.0%	3,317	2.5%
Professional, Scientific & Tech Services	1,111	12.1%	9,329	7.0%
Legal Services	414	4.5%	2,295	1.7%
Management of Companies & Enterprises	21	0.2%	208	0.2%
Administrative & Support & Waste Management & Educational Services	353	3.8%	2,264	1.7%
Educational Services	202	2.2%	7,422	5.6%
Health Care & Social Assistance	1,011	11.0%	19,896	15.0%
Arts, Entertainment & Recreation	220	2.4%	2,743	2.1%
Accommodation & Food Services	626	6.8%	10,719	8.1%
Accommodation	82	0.9%	1,980	1.5%
Food Services & Drinking Places	544	5.9%	8,739	6.6%
Other Services (except Public Administration)	1,173	12.8%	7,981	6.0%
Automotive Repair & Maintenance	139	1.5%	875	0.7%
Public Administration	181	2.0%	6,382	4.8%
Unclassified Establishments	762	8.3%	2,855	2.1%
Total	9,190	100.0%	132,922	100.0%