

	Pinellas Coun...
<b>Population Summary</b>	
2010 Total Population	916,542
2020 Total Population	959,107
2020 Group Quarters	20,350
2024 Total Population	967,797
2024 Group Quarters	20,690
2029 Total Population	966,036
2024-2029 Annual Rate	-0.04%
2024 Total Daytime Population	987,185
Workers	513,242
Residents	473,943
<b>Household Summary</b>	
2010 Households	415,876
2010 Average Household Size	2.16
2020 Total Households	442,789
2020 Average Household Size	2.12
2024 Households	451,261
2024 Average Household Size	2.10
2029 Households	457,554
2029 Average Household Size	2.07
2024-2029 Annual Rate	0.28%
2010 Families	234,268
2010 Average Family Size	2.79
2024 Families	243,773
2024 Average Family Size	2.78
2029 Families	246,264
2029 Average Family Size	2.73
2024-2029 Annual Rate	0.20%
<b>Housing Unit Summary</b>	
2000 Housing Units	481,573
Owner Occupied Housing Units	61.0%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	13.8%
2010 Housing Units	503,634
Owner Occupied Housing Units	55.7%
Renter Occupied Housing Units	26.9%
Vacant Housing Units	17.4%
2020 Housing Units	516,324
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	14.2%
2024 Housing Units	523,121
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	13.7%
2029 Housing Units	529,615
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	13.6%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Pinellas Coun...**

**2024 Households by Income**

Household Income Base	451,252
<\$15,000	9.9%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	14.2%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	18.4%
\$150,000 - \$199,999	8.4%
\$200,000+	11.4%
Average Household Income	\$107,021

**2029 Households by Income**

Household Income Base	457,545
<\$15,000	8.1%
\$15,000 - \$24,999	5.4%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	9.0%
\$50,000 - \$74,999	13.3%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	11.4%
\$200,000+	14.0%
Average Household Income	\$127,207

**2024 Owner Occupied Housing Units by Value**

Total	297,810
<\$50,000	5.5%
\$50,000 - \$99,999	4.5%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	4.6%
\$200,000 - \$249,999	5.4%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	18.2%
\$400,000 - \$499,999	18.9%
\$500,000 - \$749,999	19.0%
\$750,000 - \$999,999	6.5%
\$1,000,000 - \$1,499,999	3.5%
\$1,500,000 - \$1,999,999	1.5%
\$2,000,000 +	2.1%
Average Home Value	\$489,401

**2029 Owner Occupied Housing Units by Value**

Total	310,105
<\$50,000	2.2%
\$50,000 - \$99,999	1.3%
\$100,000 - \$149,999	1.1%
\$150,000 - \$199,999	1.5%
\$200,000 - \$249,999	2.5%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	17.4%
\$400,000 - \$499,999	24.0%
\$500,000 - \$749,999	27.0%
\$750,000 - \$999,999	9.3%
\$1,000,000 - \$1,499,999	4.8%
\$1,500,000 - \$1,999,999	2.1%
\$2,000,000 +	2.7%
Average Home Value	\$599,646

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Pinellas Coun...
<b>Median Household Income</b>	
2024	\$72,965
2029	\$90,923
<b>Median Home Value</b>	
2024	\$408,137
2029	\$483,097
<b>Per Capita Income</b>	
2024	\$49,985
2029	\$60,331
<b>Median Age</b>	
2010	46.2
2020	49.3
2024	49.8
2029	50.6
<b>2020 Population by Age</b>	
Total	959,107
0 - 4	3.8%
5 - 9	4.2%
10 - 14	4.6%
15 - 24	9.5%
25 - 34	11.6%
35 - 44	11.2%
45 - 54	12.8%
55 - 64	16.9%
65 - 74	14.4%
75 - 84	7.7%
85 +	3.2%
18 +	84.5%
<b>2024 Population by Age</b>	
Total	967,797
0 - 4	3.7%
5 - 9	4.0%
10 - 14	4.2%
15 - 24	9.5%
25 - 34	11.4%
35 - 44	11.8%
45 - 54	12.1%
55 - 64	15.7%
65 - 74	15.2%
75 - 84	9.1%
85 +	3.3%
18 +	85.4%
<b>2029 Population by Age</b>	
Total	966,036
0 - 4	3.6%
5 - 9	3.7%
10 - 14	4.1%
15 - 24	8.9%
25 - 34	10.9%
35 - 44	12.0%
45 - 54	11.9%
55 - 64	13.9%
65 - 74	16.0%
75 - 84	11.0%
85 +	4.0%
18 +	86.1%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Pinellas Coun...
<b>2020 Population by Sex</b>	
Males	460,299
Females	498,808
<b>2024 Population by Sex</b>	
Males	470,521
Females	497,276
<b>2029 Population by Sex</b>	
Males	466,955
Females	499,081
<b>2010 Population by Race/Ethnicity</b>	
Total	916,542
White Alone	82.1%
Black Alone	10.3%
American Indian Alone	0.3%
Asian Alone	3.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.0%
Two or More Races	2.2%
Hispanic Origin	8.0%
Diversity Index	41.4
<b>2020 Population by Race/Ethnicity</b>	
Total	959,107
White Alone	73.9%
Black Alone	9.8%
American Indian Alone	0.4%
Asian Alone	3.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.4%
Two or More Races	8.8%
Hispanic Origin	10.7%
Diversity Index	54.2
<b>2024 Population by Race/Ethnicity</b>	
Total	967,797
White Alone	72.8%
Black Alone	9.8%
American Indian Alone	0.4%
Asian Alone	3.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.6%
Two or More Races	9.4%
Hispanic Origin	11.5%
Diversity Index	56.1
<b>2029 Population by Race/Ethnicity</b>	
Total	966,036
White Alone	71.1%
Black Alone	10.0%
American Indian Alone	0.4%
Asian Alone	4.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	10.3%
Hispanic Origin	12.6%
Diversity Index	58.8

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Pinellas Coun...**

**2020 Population by Relationship and Household Type**

Total	959,107
In Households	97.9%
Householder	46.2%
Opposite-Sex Spouse	17.7%
Same-Sex Spouse	0.4%
Opposite-Sex Unmarried Partner	3.4%
Same-Sex Unmarried Partner	0.3%
Biological Child	19.8%
Adopted Child	0.5%
Stepchild	0.9%
Grandchild	1.9%
Brother or Sister	1.0%
Parent	1.1%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	1.0%
Foster Child	0.1%
Other Nonrelatives	3.1%
In Group Quarters	2.1%
Institutionalized	1.3%
Noninstitutionalized	0.8%

**2024 Population 25+ by Educational Attainment**

Total	760,361
Less than 9th Grade	2.1%
9th - 12th Grade, No Diploma	4.2%
High School Graduate	22.0%
GED/Alternative Credential	4.2%
Some College, No Degree	18.1%
Associate Degree	10.9%
Bachelor's Degree	24.8%
Graduate/Professional Degree	13.7%

**2024 Population 15+ by Marital Status**

Total	852,089
Never Married	29.7%
Married	48.4%
Widowed	7.8%
Divorced	14.1%

**2024 Civilian Population 16+ in Labor Force**

Civilian Population 16+	515,821
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	10.1%
Population 16-24 Unemployment rate	9.2%
Population 25-54 Employed	57.6%
Population 25-54 Unemployment rate	3.1%
Population 55-64 Employed	20.7%
Population 55-64 Unemployment rate	3.2%
Population 65+ Employed	11.6%
Population 65+ Unemployment rate	2.8%

**Pinellas Coun...**

**2024 Employed Population 16+ by Industry**

Total	496,366
Agriculture/Mining	0.2%
Construction	5.9%
Manufacturing	7.4%
Wholesale Trade	2.0%
Retail Trade	11.4%
Transportation/Utilities	4.5%
Information	1.8%
Finance/Insurance/Real Estate	9.9%
Services	53.2%
Public Administration	3.7%

**2024 Employed Population 16+ by Occupation**

Total	496,366
White Collar	67.5%
Management/Business/Financial	21.0%
Professional	24.8%
Sales	10.2%
Administrative Support	11.5%
Services	16.8%
Blue Collar	15.7%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.6%
Production	4.1%
Transportation/Material Moving	5.4%

**2020 Households by Type**

Total	442,789
Married Couple Households	39.2%
With Own Children <18	10.1%
Without Own Children <18	29.2%
Cohabiting Couple Households	8.0%
With Own Children <18	1.7%
Without Own Children <18	6.2%
Male Householder, No Spouse/Partner	20.9%
Living Alone	15.6%
65 Years and over	5.9%
With Own Children <18	1.2%
Without Own Children <18, With Relatives	2.5%
No Relatives Present	1.7%
Female Householder, No Spouse/Partner	31.9%
Living Alone	20.4%
65 Years and over	10.9%
With Own Children <18	4.0%
Without Own Children <18, With Relatives	6.2%
No Relatives Present	1.4%

**2020 Households by Size**

Total	442,789
1 Person Household	36.0%
2 Person Household	37.9%
3 Person Household	12.6%
4 Person Household	8.4%
5 Person Household	3.3%
6 Person Household	1.2%
7 + Person Household	0.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Pinellas Coun...
<b>2020 Households by Tenure and Mortgage Status</b>	
Total	442,789
Owner Occupied	65.1%
Owned with a Mortgage/Loan	37.5%
Owned Free and Clear	27.7%
Renter Occupied	34.9%
<b>2024 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	71
Percent of Income for Mortgage	35.0%
Wealth Index	105
<b>2020 Housing Units By Urban/ Rural Status</b>	
Total	516,324
Urban Housing Units	99.9%
Rural Housing Units	0.1%
<b>2020 Population By Urban/ Rural Status</b>	
Total	959,107
Urban Population	99.8%
Rural Population	0.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	Pinellas Coun...
<b>Top 3 Tapestry Segments</b>	
1.	Rustbelt Traditions (5D)
2.	Midlife Constants (5E)
3.	Senior Escapes (9D)
<b>2024 Consumer Spending</b>	
Apparel & Services: Total \$	\$1,002,256,135
Average Spent	\$2,221.01
Spending Potential Index	93
Education: Total \$	\$717,209,433
Average Spent	\$1,589.35
Spending Potential Index	92
Entertainment/Recreation: Total \$	\$1,759,577,840
Average Spent	\$3,899.25
Spending Potential Index	95
Food at Home: Total \$	\$3,151,067,534
Average Spent	\$6,982.80
Spending Potential Index	96
Food Away from Home: Total \$	\$1,670,802,297
Average Spent	\$3,702.52
Spending Potential Index	95
Health Care: Total \$	\$3,382,021,405
Average Spent	\$7,494.60
Spending Potential Index	97
HH Furnishings & Equipment: Total \$	\$1,357,843,229
Average Spent	\$3,009.00
Spending Potential Index	95
Personal Care Products & Services: Total \$	\$438,128,717
Average Spent	\$970.90
Spending Potential Index	97
Shelter: Total \$	\$11,495,201,797
Average Spent	\$25,473.51
Spending Potential Index	96
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,561,926,937
Average Spent	\$3,461.25
Spending Potential Index	99
Travel: Total \$	\$1,296,192,548
Average Spent	\$2,872.38
Spending Potential Index	95
Vehicle Maintenance & Repairs: Total \$	\$646,434,087
Average Spent	\$1,432.51
Spending Potential Index	97

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.