

	South Pasadena	St. Pete Beach	Treasure Island	Madeira Beach	Redington Beach	North Redington Beach
Population Out of Season	5,317	9,739	6,903	4,613	1,460	1,430
Population In Season	7,751	13,439	9,854	5,383	4,284	1,572
Households	3,429	5,256	3,885	2,457	677	744
Families	1,188	2,612	1,833	1,142	414	444
Average Household Size	1.48	1.85	1.78	1.88	2.16	1.92
Owner Occupied Housing Units	1,771	3,300	2,323	1,335	451	455
Renter Occupied Housing Units	1,463	1,960	1,564	1,125	227	289
Millage Rate	3.25	3.15	3.3368	2.2	1.8149	1
Median Age	69.6	59.4	59.3	55.8	59.9	59.2
Median Household Income	\$35,426	\$64,713	\$61,461	\$54,525	\$70,526	\$68,494
Median Disposable Income	\$31,006	\$55,021	\$51,811	\$45,713	\$58,318	\$57,204
Median House or Condo Value	\$153,758	\$312,891	\$298,226	\$307,061	\$335,390	\$447,976
Traffic Count:	28,000	22,000	18,880	26,000	16,700	16,700
Number of Businesses	238	576	281	330	24	64
Number of Employees	2,782	7,821	2,407	2,612	89	615
Number of Restaurants	18	89	21	35	1	8
Number of Hotels	0	53	46	19	0	15
Number of Rooms	0	3087	1193	528	0	500

	Redington Shores	Indian Shores	Indian Rocks Beach	Belleair Shores	Belleair Beach	Belleair Bluffs
Population Out of Season	2,222	1,499	4,377	104	1,487	2,089
Population In Season	2,534	3,837	7,209	N/A	N/A	N/A
Households	1,154	844	2,305	42	707	1,153
Families	613	455	1,140	29	477	577
Average Household Size	1.93	1.78	1.9	2.48	2.1	1.81
Owner Occupied Housing Units	744	597	1,295	37	614	768
Renter Occupied Housing Units	410	247	1,009	6	92	386
Millage Rate	1.8	1.87	1.93	0.6594	2.0394	5.35
Median Age	58.6	63.3	55.3	59.8	60.4	56.1
Median Household Income	\$55,800	\$71,270	\$73,356	\$93,904	\$91,810	\$43,600
Median Disposable Income	\$47,836	\$58,566	\$57,951	\$72,539	\$75,000	\$43,115
Median House or Condo Value	\$283,287	\$251,770	\$375,434	\$2,307,644	\$487,782	\$151,208
Traffic Count:	17,013	17,013	17,000	17,000	15,000	18,700
Number of Businesses	55	87	163	2	25	161
Number of Employees	223	743	1,239	3	91	1,226
Number of Restaurants	9	6	27	0	0	11
Number of Hotels	4	4	9	0	1	0
Number of Rooms	82	167	347	0	40	0

	Tierra Verde	Clearwater
Population Out of Season	3,731	114,858
Population In Season	9,863	N/A
Households	1,661	50,234
Families	1,132	27,363
Average Household Size	2.10	2.22
Owner Occupied Housing Units	1,397	27,283
Renter Occupied Housing Units	255	22,952
Millage Rate	5.3377	5.155
Median Age	55.6	45.7
Median Household Income	\$91,678	\$44,877
Median Disposable Income	N/A	\$38,644
Median House or Condo Value	\$337,303	\$152,800
Traffic Count:	4,400	34,500
Number of Businesses	81	5,429
Number of Employees	N/A	71,275
Number of Restaurants	N/A	354
Number of Hotels	0	100
Number of Rooms	0	3,341

Nearest College Institutions with over 2,000 Full-Time Enrolled	Miles From Beach	Full-Time Enrolled
Eckerd College	4	2,437
University of Florida - St. Pete	8	4,459
St. Petersburg College	13	21,467
Strayer University-Florida	22	2,723
State College of Florida	22	8,012
The University of Tampa	23	7,216

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Pinellas County Top Employers	
Raymond James Financial	3,500
Home Shopping Network	2,800
Bright House Networks	2,000
Fidelity Information Svc	1,800
Nielsen Media Research	1,800
Jabil Circuit Inc	1,600
Tech Data Corp	1,500
Honeywell Aerospace	1,500
ThinkDirect Marketing Group	1,000
Ceridian Benefits Services	1,000
Cox Target Media Inc	1,000
Macy's Credit Operations, Inc.	1,000
Progress Energy Florida Inc	1,000
Conmed Linvatec	970
Transamerica Life Insurance	900
Franklin Templeton Invest	900
PSCU Financial Svc Inc	850
Regions Bank	850
Raytheon Co	800
Lockheed Martin Corp	780

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Pinellas County Stats
Population: 946,848
Visitors: 16,664,320
Over Night Visitors: 11.5 Million
Daytrippers: 5.1 Million
Visitors created a \$8.9 billion economic impact
Tourism contributes \$269 to our local economy every second of every day
Over \$62 million in Bed Tax Collections
The average hotel stay is 5.9 nights
Over 81,000 residents work in the tourism industry supporting \$3 billion in area wages
Almost \$5 million in sales tax collected
#1 Gulf Coast tourist destination in the nation
75% full-time employment
\$125,413 medium household income
66% have children
77% married
82% own their home
28% Boomers, 45% GenX, 27% Millennials

Florida Stats
Population 2017: 20.3 Million
Population 2030: 26 Million+
Households: 7.9 Million
An average of 1,036 new residents move to Florida each day
Florida has no state income tax
Education
Florida's high school graduation rate is at an 11 year high
Florida's 4th grade reading scores are #1 in the nation
Florida has record funding for k-12 schools
Florida has the highest quality of teachers in the nation
Energy
Record funding for environmental projects
Florida's Energy bills lowed by 14%
Tourism
Annual Visitors: 106 Million+
Daily Visitors: 1.2 Million+
Every 85 visitors to Florida equals one job
1.1 million employed in Florida's tourism industry
Tourism generates 23% of the states sales tax revenue
Business Climate
Florida is ranked the best state for business
Florida's infrastructure is ranked 2nd in the nation
Florida has 2.3 million small businesses
Florida's small businesses employ 3.1 million people
Small business make up 98.9% of Florida's employers
17 Fortune 500 companies are headquartered in Florida
Florida has the 18th largest economy in the world
Florida's 3rd in the nation for future job growth
Florida's labor force is 3rd largest in the nation
200,000+ Job Openings; average opening \$27 an hour
79.1% of businesses opened in 2014 survived through 2015