

Community Profile

Indian Rocks Beach City, FL
 Indian Rocks Beach City, FL (1233625)
 Geography: Place

Prepared by Esri

Indian Rocks ...

Population Summary

2010 Total Population	4,114
2020 Total Population	3,673
2020 Group Quarters	0
2024 Total Population	3,657
2024 Group Quarters	0
2029 Total Population	3,563
2024-2029 Annual Rate	-0.52%
2024 Total Daytime Population	3,112
Workers	1,412
Residents	1,700

Household Summary

2010 Households	2,190
2010 Average Household Size	1.88
2020 Total Households	1,954
2020 Average Household Size	1.88
2024 Households	1,915
2024 Average Household Size	1.91
2029 Households	1,876
2029 Average Household Size	1.90
2024-2029 Annual Rate	-0.41%
2010 Families	1,093
2010 Average Family Size	2.43
2024 Families	1,019
2024 Average Family Size	2.35
2029 Families	998
2029 Average Family Size	2.33
2024-2029 Annual Rate	-0.42%

Housing Unit Summary

2000 Housing Units	4,036
Owner Occupied Housing Units	44.8%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	33.1%
2010 Housing Units	3,479
Owner Occupied Housing Units	38.7%
Renter Occupied Housing Units	24.2%
Vacant Housing Units	37.1%
2020 Housing Units	3,422
Owner Occupied Housing Units	40.9%
Renter Occupied Housing Units	16.2%
Vacant Housing Units	42.9%
2024 Housing Units	3,423
Owner Occupied Housing Units	41.4%
Renter Occupied Housing Units	14.5%
Vacant Housing Units	44.1%
2029 Housing Units	3,423
Owner Occupied Housing Units	42.4%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	45.2%

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.

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Indian Rocks ...

2024 Households by Income

Household Income Base	1,915
<\$15,000	7.7%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	7.0%
\$50,000 - \$74,999	10.9%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	13.6%
\$200,000+	19.8%
Average Household Income	\$145,676

2029 Households by Income

Household Income Base	1,876
<\$15,000	5.4%
\$15,000 - \$24,999	3.1%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	11.4%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	20.5%
\$150,000 - \$199,999	16.8%
\$200,000+	23.9%
Average Household Income	\$172,190

2024 Owner Occupied Housing Units by Value

Total	1,418
<\$50,000	0.1%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.4%
\$250,000 - \$299,999	0.4%
\$300,000 - \$399,999	2.9%
\$400,000 - \$499,999	21.4%
\$500,000 - \$749,999	30.9%
\$750,000 - \$999,999	20.9%
\$1,000,000 - \$1,499,999	11.3%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	11.2%
Average Home Value	\$887,782

2029 Owner Occupied Housing Units by Value

Total	1,452
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.0%
\$150,000 - \$199,999	0.0%
\$200,000 - \$249,999	0.1%
\$250,000 - \$299,999	0.1%
\$300,000 - \$399,999	1.3%
\$400,000 - \$499,999	17.1%
\$500,000 - \$749,999	33.0%
\$750,000 - \$999,999	23.7%
\$1,000,000 - \$1,499,999	12.3%
\$1,500,000 - \$1,999,999	0.6%
\$2,000,000 +	11.8%
Average Home Value	\$926,188

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.

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		Indian Rocks ...
Median Household Income		
2024		\$107,569
2029		\$122,282
Median Home Value		
2024		\$701,484
2029		\$737,996
Per Capita Income		
2024		\$76,284
2029		\$90,662
Median Age		
2010		52.0
2020		58.0
2024		58.7
2029		59.6
2020 Population by Age		
Total		3,673
0 - 4		2.0%
5 - 9		2.5%
10 - 14		3.0%
15 - 24		5.9%
25 - 34		5.6%
35 - 44		7.9%
45 - 54		15.1%
55 - 64		25.8%
65 - 74		21.0%
75 - 84		9.2%
85 +		2.0%
18 +		90.0%
2024 Population by Age		
Total		3,657
0 - 4		2.0%
5 - 9		2.5%
10 - 14		2.8%
15 - 24		5.8%
25 - 34		5.7%
35 - 44		8.3%
45 - 54		14.7%
55 - 64		23.9%
65 - 74		21.7%
75 - 84		10.7%
85 +		2.1%
18 +		90.7%
2029 Population by Age		
Total		3,563
0 - 4		1.9%
5 - 9		2.3%
10 - 14		2.6%
15 - 24		5.3%
25 - 34		5.4%
35 - 44		8.2%
45 - 54		14.3%
55 - 64		21.9%
65 - 74		22.8%
75 - 84		12.9%
85 +		2.5%
18 +		91.5%

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

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Indian Rocks ...	
2020 Population by Sex	
Males	1,755
Females	1,918
2024 Population by Sex	
Males	1,781
Females	1,876
2029 Population by Sex	
Males	1,742
Females	1,821
2010 Population by Race/Ethnicity	
Total	4,114
White Alone	96.2%
Black Alone	1.0%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.6%
Two or More Races	1.3%
Hispanic Origin	5.1%
Diversity Index	16.3
2020 Population by Race/Ethnicity	
Total	3,673
White Alone	90.5%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	0.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	6.3%
Hispanic Origin	5.9%
Diversity Index	26.7
2024 Population by Race/Ethnicity	
Total	3,657
White Alone	89.8%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	6.9%
Hispanic Origin	6.4%
Diversity Index	28.6
2029 Population by Race/Ethnicity	
Total	3,563
White Alone	88.8%
Black Alone	0.8%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	7.6%
Hispanic Origin	7.2%
Diversity Index	31.0

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.

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Indian Rocks ...

2020 Population by Relationship and Household Type

Total	3,673
In Households	100.0%
Householder	53.0%
Opposite-Sex Spouse	23.5%
Same-Sex Spouse	0.2%
Opposite-Sex Unmarried Partner	3.4%
Same-Sex Unmarried Partner	0.2%
Biological Child	12.6%
Adopted Child	0.5%
Stepchild	0.5%
Grandchild	1.0%
Brother or Sister	0.7%
Parent	0.7%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.5%
Foster Child	0.1%
Other Nonrelatives	2.6%
In Group Quarters	0.0%
Institutionalized	0.0%
Noninstitutionalized	0.0%

2024 Population 25+ by Educational Attainment

Total	3,182
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	2.0%
High School Graduate	14.6%
GED/Alternative Credential	1.1%
Some College, No Degree	21.6%
Associate Degree	10.0%
Bachelor's Degree	32.0%
Graduate/Professional Degree	17.4%

2024 Population 15+ by Marital Status

Total	3,393
Never Married	20.3%
Married	55.7%
Widowed	6.9%
Divorced	17.1%

2024 Civilian Population 16+ in Labor Force

Civilian Population 16+	2,053
Population 16+ Employed	96.0%
Population 16+ Unemployment rate	4.0%
Population 16-24 Employed	5.4%
Population 16-24 Unemployment rate	0.0%
Population 25-54 Employed	43.9%
Population 25-54 Unemployment rate	7.6%
Population 55-64 Employed	33.0%
Population 55-64 Unemployment rate	1.8%
Population 65+ Employed	17.8%
Population 65+ Unemployment rate	0.0%

Indian Rocks ...

2024 Employed Population 16+ by Industry

Total	1,970
Agriculture/Mining	0.5%
Construction	9.3%
Manufacturing	8.5%
Wholesale Trade	6.3%
Retail Trade	7.7%
Transportation/Utilities	1.7%
Information	4.7%
Finance/Insurance/Real Estate	13.9%
Services	43.5%
Public Administration	3.9%

2024 Employed Population 16+ by Occupation

Total	1,970
White Collar	68.9%
Management/Business/Financial	32.5%
Professional	15.0%
Sales	14.2%
Administrative Support	7.2%
Services	14.9%
Blue Collar	16.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.3%
Installation/Maintenance/Repair	5.2%
Production	2.8%
Transportation/Material Moving	2.9%

2020 Households by Type

Total	1,954
Married Couple Households	44.9%
With Own Children <18	6.7%
Without Own Children <18	38.3%
Cohabiting Couple Households	7.2%
With Own Children <18	0.7%
Without Own Children <18	6.5%
Male Householder, No Spouse/Partner	20.6%
Living Alone	16.3%
65 Years and over	6.9%
With Own Children <18	0.8%
Without Own Children <18, With Relatives	1.8%
No Relatives Present	1.6%
Female Householder, No Spouse/Partner	27.3%
Living Alone	20.1%
65 Years and over	8.9%
With Own Children <18	1.6%
Without Own Children <18, With Relatives	4.4%
No Relatives Present	1.3%

2020 Households by Size

Total	1,954
1 Person Household	36.4%
2 Person Household	45.5%
3 Person Household	7.9%
4 Person Household	6.3%
5 Person Household	1.9%
6 Person Household	1.0%
7 + Person Household	1.0%

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

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		Indian Rocks ...
2020 Households by Tenure and Mortgage Status		
Total		1,954
Owner Occupied		71.5%
Owned with a Mortgage/Loan		37.3%
Owned Free and Clear		34.3%
Renter Occupied		28.5%
2024 Affordability, Mortgage and Wealth		
Housing Affordability Index		61
Percent of Income for Mortgage		40.8%
Wealth Index		177
2020 Housing Units By Urban/ Rural Status		
Total		3,422
Urban Housing Units		100.0%
Rural Housing Units		0.0%
2020 Population By Urban/ Rural Status		
Total		3,673
Urban Population		100.0%
Rural Population		0.0%

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.

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		Indian Rocks ...
Top 3 Tapestry Segments		
1.		The Great Outdoors (6C)
2.		Golden Years (9B)
3.		In Style (5B)
2024 Consumer Spending		
Apparel & Services: Total \$		\$5,139,758
Average Spent		\$2,683.95
Spending Potential Index		113
Education: Total \$		\$3,433,974
Average Spent		\$1,793.20
Spending Potential Index		104
Entertainment/Recreation: Total \$		\$10,699,507
Average Spent		\$5,587.21
Spending Potential Index		137
Food at Home: Total \$		\$17,984,482
Average Spent		\$9,391.37
Spending Potential Index		129
Food Away from Home: Total \$		\$9,005,142
Average Spent		\$4,702.42
Spending Potential Index		121
Health Care: Total \$		\$22,003,110
Average Spent		\$11,489.87
Spending Potential Index		149
HH Furnishings & Equipment: Total \$		\$8,220,183
Average Spent		\$4,292.52
Spending Potential Index		136
Personal Care Products & Services: Total \$		\$2,365,277
Average Spent		\$1,235.13
Spending Potential Index		124
Shelter: Total \$		\$64,736,788
Average Spent		\$33,805.11
Spending Potential Index		127
Support Payments/Cash Contributions/Gifts in Kind: Total \$		\$10,285,069
Average Spent		\$5,370.79
Spending Potential Index		153
Travel: Total \$		\$7,794,246
Average Spent		\$4,070.10
Spending Potential Index		134
Vehicle Maintenance & Repairs: Total \$		\$3,971,747
Average Spent		\$2,074.02
Spending Potential Index		140

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.

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