Demographic and Income Profile

ICOT Center 13501 Icot Blvd, Clearwater, Florida, 33760
13501 Icot Blvd, Clearwater, Florida, 33760
Drive time: 5 minute radius

Prepared by Esri
Latitude: 27.89469
Longitude: -82.71452

Summary	Census 2010	Census 2020	2025	2030
Population	14,958	15,370	15,391	15,540
Households	4,893	5,482	5,583	5,744
Families	2,736	2,917	2,940	3,032
Average Household Size	2.34	2.27	2.21	2.17
Owner Occupied Housing Units	2,515	2,433	2,654	2,801
Renter Occupied Housing Units	2,378	3,049	2,929	2,943
Median Age	35.1	38.3	39.2	39.9

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.19%	1.08%	0.42%
Households	0.57%	1.28%	0.64%
Families	0.62%	1.30%	0.54%
Owner HHs	1.08%	1.83%	0.91%
Median Household Income	2.25%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	592	10.6%	514	9.0%
$15,000 - $24,999	253	4.5%	188	3.3%
$25,000 - $34,999	444	8.0%	373	6.5%
$35,000 - $49,999	823	14.7%	784	13.7%
$50,000 - $74,999	1,233	22.1%	1,219	21.2%
$75,000 - $99,999	673	12.1%	704	12.3%
$100,000 - $149,999	1,086	19.5%	1,299	22.6%
$150,000 - $199,999	290	5.2%	394	6.9%
$200,000+	188	3.4%	267	4.6%
Median Household Income	$62,484		$69,834	
Average Household Income	$79,973		$89,163	
Per Capita Income	$30,097		$34,083	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	808	5.4%	641	4.2%	606	3.9%	600	3.9%
5 - 9	666	4.5%	707	4.6%	604	3.9%	562	3.6%
10 - 14	600	4.0%	730	4.7%	640	4.2%	566	3.6%
15 - 19	961	6.4%	740	4.8%	835	5.4%	761	4.9%
20 - 24	1,510	10.1%	1,136	7.4%	1,122	7.3%	1,275	8.2%
25 - 34	2,903	19.4%	2,917	19.0%	2,832	18.4%	2,674	17.2%
35 - 44	2,255	15.1%	2,320	15.1%	2,438	15.8%	2,537	16.3%
45 - 54	2,222	14.9%	2,150	14.0%	2,016	13.1%	2,038	13.1%
55 - 64	1,543	10.3%	2,129	13.9%	1,971	12.8%	1,861	12.0%
65 - 74	856	5.7%	1,215	7.9%	1,426	9.3%	1,560	10.0%
75 - 84	454	3.0%	508	3.3%	701	4.6%	837	5.4%
85+	180	1.2%	178	1.2%	200	1.3%	269	1.7%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	10,350	69.2%	8,939	58.2%	8,801	57.2%	8,593	55.3%
Black Alone	2,345	15.7%	2,410	15.7%	2,362	15.3%	2,397	15.4%
American Indian Alone	88	0.6%	78	0.5%	79	0.5%	81	0.5%
Asian Alone	774	5.2%	889	5.8%	940	6.1%	1,024	6.6%
Pacific Islander Alone	54	0.4%	23	0.1%	24	0.2%	26	0.2%
Some Other Race Alone	967	6.5%	1,550	10.1%	1,611	10.5%	1,708	11.0%
Two or More Races	379	2.5%	1,482	9.6%	1,573	10.2%	1,710	11.0%
Hispanic Origin (Any Race)	2,487	16.6%	3,105	20.2%	3,267	21.2%	3,511	22.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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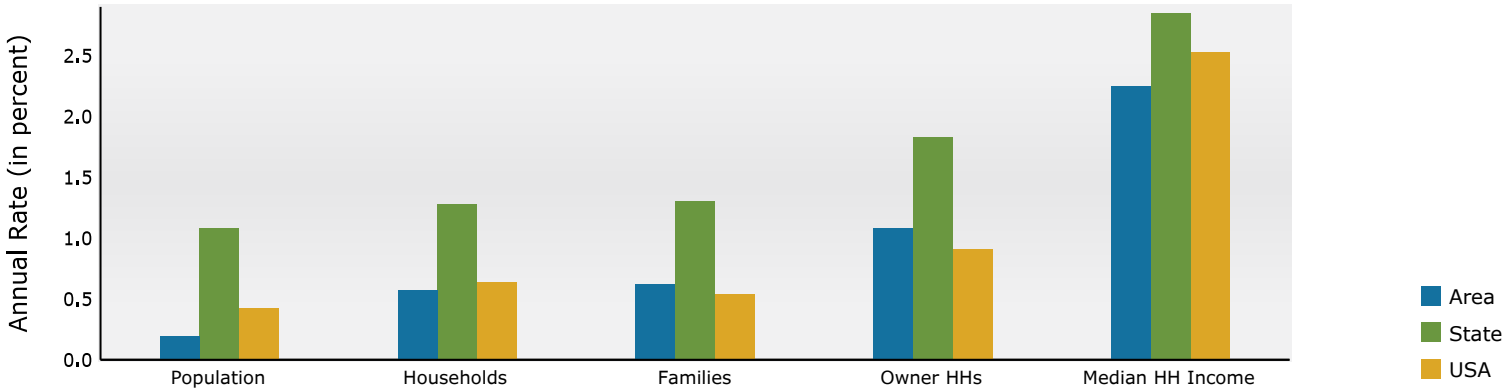
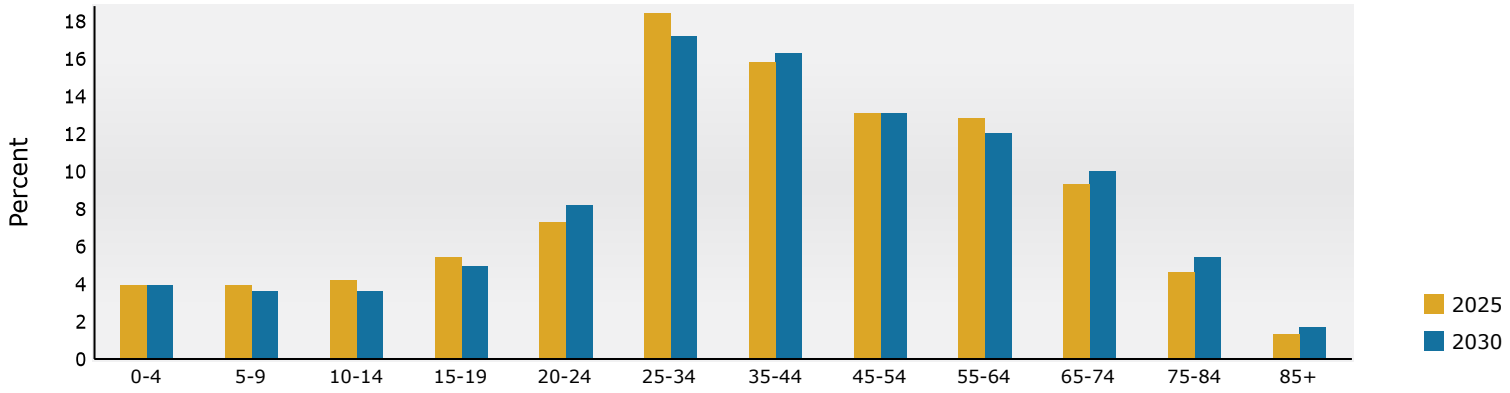
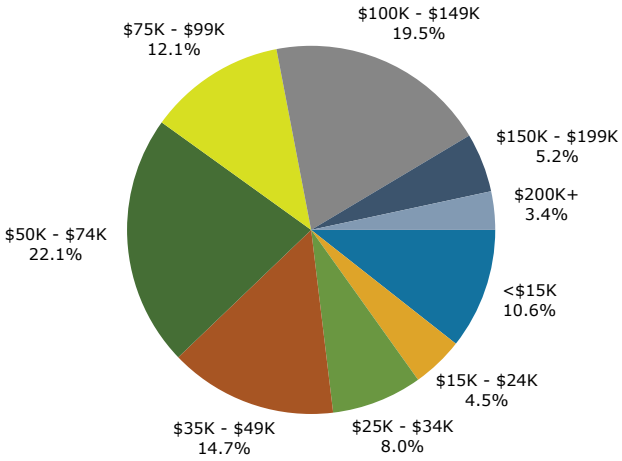
Trends 2025-2030



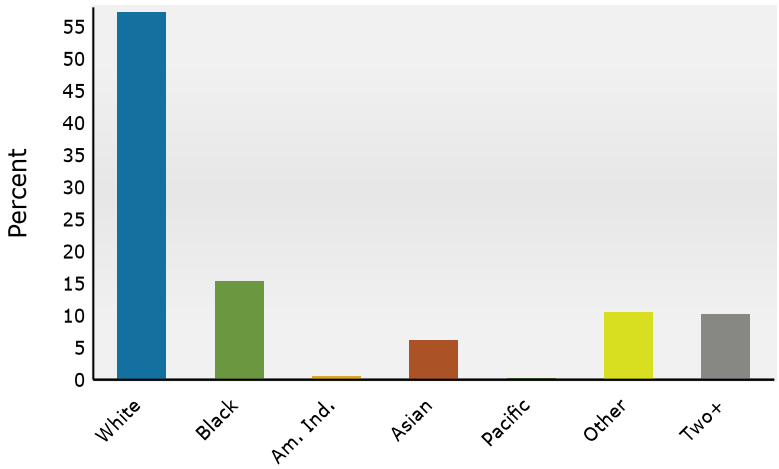
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:21.2%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2025	2030
Population	106,227	113,888	118,016	119,734
Households	47,146	51,853	54,759	56,211
Families	26,122	27,827	29,026	29,849
Average Household Size	2.15	2.12	2.08	2.06
Owner Occupied Housing Units	30,342	30,436	32,371	34,083
Renter Occupied Housing Units	16,804	21,417	22,388	22,127
Median Age	43.5	45.8	46.3	47.2

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.29%	1.08%	0.42%
Households	0.52%	1.28%	0.64%
Families	0.56%	1.30%	0.54%
Owner HHs	1.04%	1.83%	0.91%
Median Household Income	2.77%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	4,279	7.8%	3,680	6.5%
$15,000 - $24,999	3,050	5.6%	2,346	4.2%
$25,000 - $34,999	3,784	6.9%	3,175	5.6%
$35,000 - $49,999	7,553	13.8%	6,668	11.9%
$50,000 - $74,999	10,582	19.3%	10,370	18.4%
$75,000 - $99,999	7,121	13.0%	7,257	12.9%
$100,000 - $149,999	10,478	19.1%	12,177	21.7%
$150,000 - $199,999	4,402	8.0%	5,677	10.1%
$200,000+	3,508	6.4%	4,861	8.6%
Median Household Income	$69,933		$80,175	
Average Household Income	$91,740		$103,527	
Per Capita Income	$42,619		$48,651	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,172	4.9%	4,662	4.1%	4,645	3.9%	4,611	3.9%
5 - 9	4,831	4.5%	4,936	4.3%	4,847	4.1%	4,573	3.8%
10 - 14	4,789	4.5%	5,050	4.4%	4,893	4.1%	4,770	4.0%
15 - 19	5,486	5.2%	4,840	4.2%	5,071	4.3%	4,885	4.1%
20 - 24	6,554	6.2%	6,257	5.5%	6,268	5.3%	6,571	5.5%
25 - 34	14,790	13.9%	16,436	14.4%	16,352	13.9%	15,269	12.8%
35 - 44	13,619	12.8%	13,618	12.0%	15,174	12.9%	15,917	13.3%
45 - 54	15,661	14.7%	14,446	12.7%	13,846	11.7%	14,349	12.0%
55 - 64	14,243	13.4%	17,915	15.7%	16,950	14.4%	15,128	12.6%
65 - 74	11,171	10.5%	14,960	13.1%	16,343	13.8%	17,325	14.5%
75 - 84	7,161	6.7%	7,975	7.0%	10,372	8.8%	12,171	10.2%
85+	2,751	2.6%	2,793	2.5%	3,256	2.8%	4,164	3.5%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	87,436	82.3%	79,346	69.7%	80,798	68.5%	79,432	66.3%
Black Alone	6,708	6.3%	8,900	7.8%	8,945	7.6%	9,269	7.7%
American Indian Alone	380	0.4%	501	0.4%	524	0.4%	544	0.5%
Asian Alone	5,330	5.0%	7,180	6.3%	7,972	6.8%	8,875	7.4%
Pacific Islander Alone	138	0.1%	106	0.1%	115	0.1%	124	0.1%
Some Other Race Alone	3,607	3.4%	6,366	5.6%	6,886	5.8%	7,448	6.2%
Two or More Races	2,627	2.5%	11,488	10.1%	12,776	10.8%	14,041	11.7%
Hispanic Origin (Any Race)	11,758	11.1%	16,364	14.4%	18,047	15.3%	19,845	16.6%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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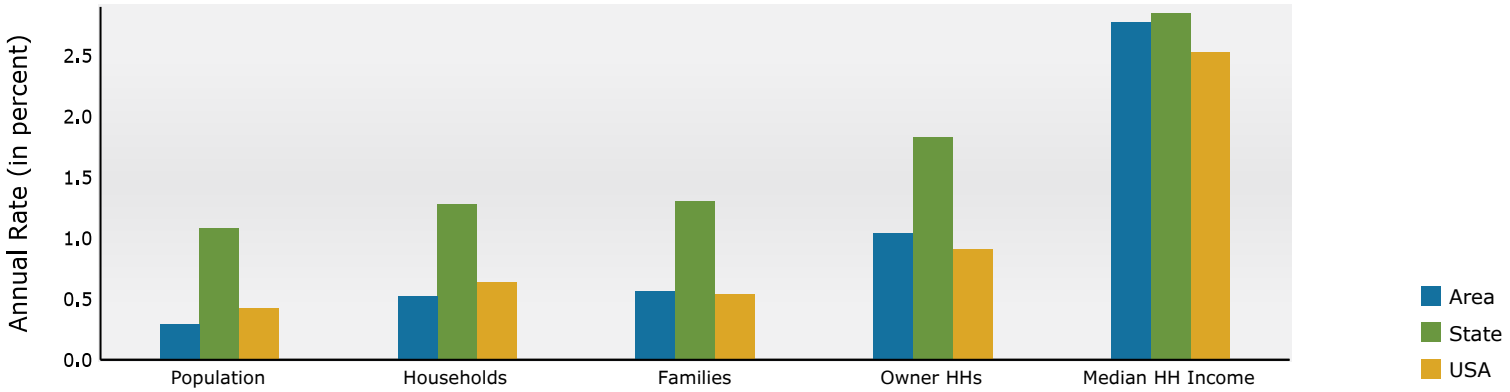
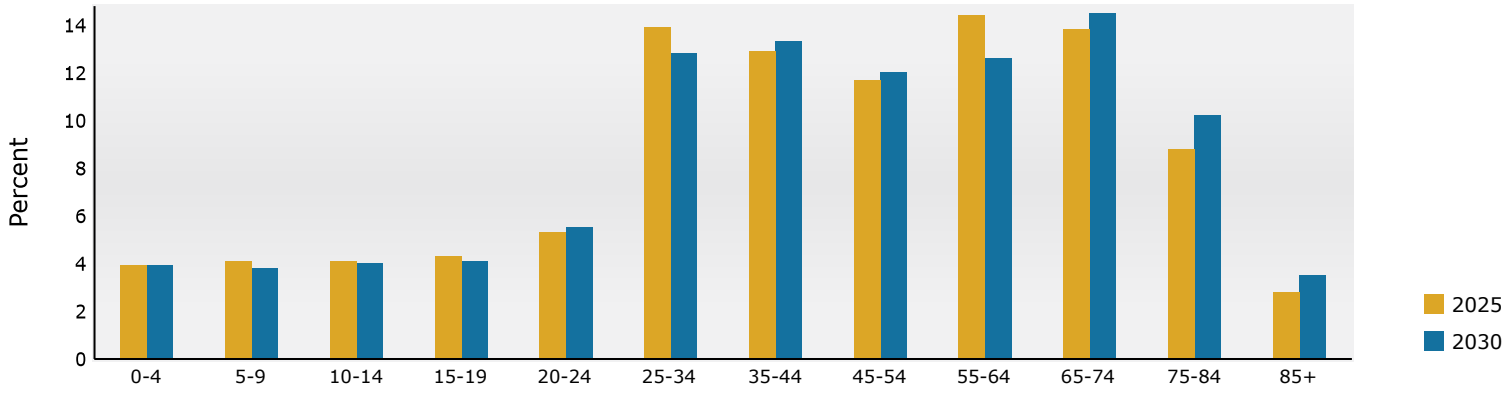
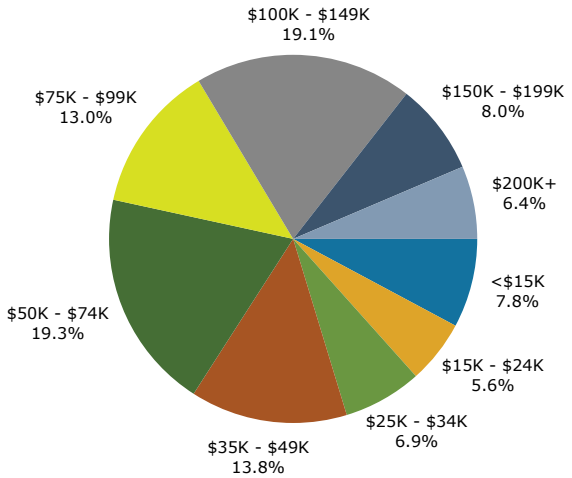
Trends 2025-2030



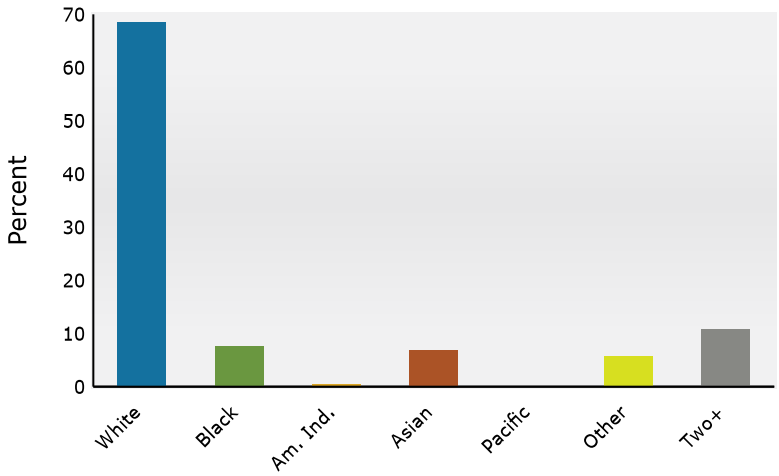
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:15.3%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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Summary	Census 2010	Census 2020	2025	2030
Population	329,426	347,474	352,362	353,356
Households	147,901	158,623	163,985	166,490
Families	81,400	85,352	87,392	88,767
Average Household Size	2.17	2.14	2.10	2.07
Owner Occupied Housing Units	95,855	96,426	102,422	107,516
Renter Occupied Housing Units	52,047	62,197	61,563	58,974
Median Age	44.1	46.2	46.8	47.8

Trends: 2025-2030 Annual Rate	Area	State	National
Population	0.06%	1.08%	0.42%
Households	0.30%	1.28%	0.64%
Families	0.31%	1.30%	0.54%
Owner HHs	0.98%	1.83%	0.91%
Median Household Income	2.73%	2.85%	2.53%

	2025		2030	
Households by Income	Number	Percent	Number	Percent
<$15,000	13,489	8.2%	11,543	6.9%
$15,000 - $24,999	9,811	6.0%	7,554	4.5%
$25,000 - $34,999	12,319	7.5%	10,347	6.2%
$35,000 - $49,999	22,482	13.7%	20,011	12.0%
$50,000 - $74,999	31,119	19.0%	30,194	18.1%
$75,000 - $99,999	21,161	12.9%	21,381	12.8%
$100,000 - $149,999	29,495	18.0%	33,898	20.4%
$150,000 - $199,999	12,853	7.8%	16,448	9.9%
$200,000+	11,256	6.9%	15,112	9.1%
Median Household Income	$68,438		$78,299	
Average Household Income	$91,603		$103,299	
Per Capita Income	$42,769		$48,818	

	Census 2010		Census 2020		2025		2030	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,478	5.0%	14,424	4.2%	14,072	4.0%	13,691	3.9%
5 - 9	15,656	4.8%	15,423	4.4%	14,921	4.2%	13,866	3.9%
10 - 14	16,128	4.9%	16,340	4.7%	15,216	4.3%	14,725	4.2%
15 - 19	17,430	5.3%	15,740	4.5%	15,859	4.5%	14,760	4.2%
20 - 24	18,927	5.7%	18,078	5.2%	18,382	5.2%	18,756	5.3%
25 - 34	42,452	12.9%	47,324	13.6%	45,262	12.8%	42,241	12.0%
35 - 44	41,624	12.6%	41,506	11.9%	45,168	12.8%	45,952	13.0%
45 - 54	50,560	15.3%	44,095	12.7%	41,586	11.8%	42,711	12.1%
55 - 64	44,541	13.5%	55,450	16.0%	51,007	14.5%	45,100	12.8%
65 - 74	32,541	9.9%	45,106	13.0%	49,113	13.9%	51,803	14.7%
75 - 84	22,600	6.9%	24,250	7.0%	30,825	8.7%	36,127	10.2%
85+	10,490	3.2%	9,741	2.8%	10,952	3.1%	13,624	3.9%

	Census 2010		Census 2020		2025		2030	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	273,976	83.2%	249,015	71.7%	248,207	70.4%	241,850	68.4%
Black Alone	21,538	6.5%	25,969	7.5%	25,489	7.2%	25,996	7.4%
American Indian Alone	1,166	0.4%	1,598	0.5%	1,675	0.5%	1,752	0.5%
Asian Alone	14,402	4.4%	18,695	5.4%	20,343	5.8%	22,339	6.3%
Pacific Islander Alone	388	0.1%	311	0.1%	338	0.1%	373	0.1%
Some Other Race Alone	9,796	3.0%	16,707	4.8%	17,887	5.1%	19,255	5.4%
Two or More Races	8,160	2.5%	35,179	10.1%	38,422	10.9%	41,792	11.8%
Hispanic Origin (Any Race)	33,897	10.3%	47,451	13.7%	51,638	14.7%	56,324	15.9%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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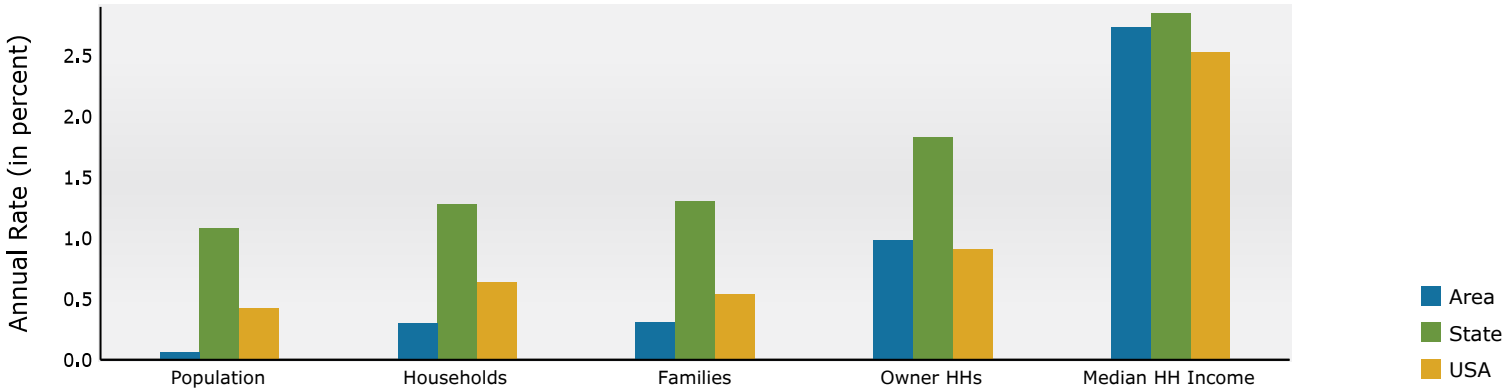
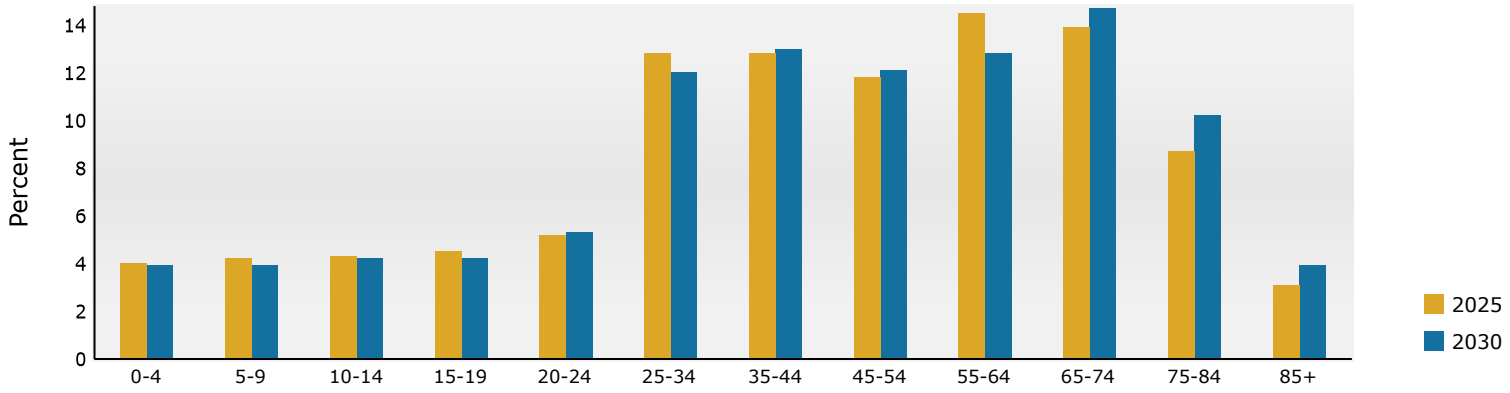
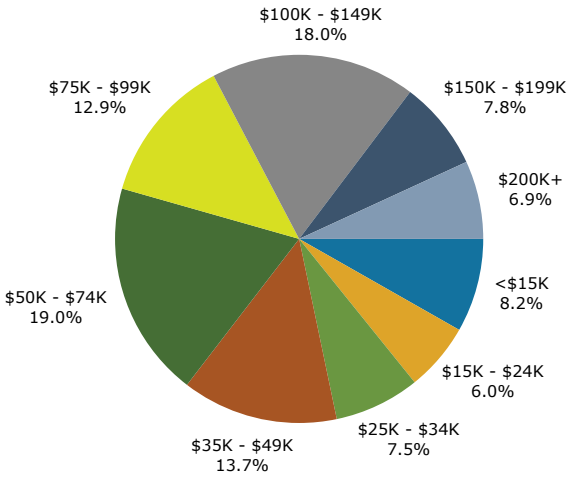
Trends 2025-2030



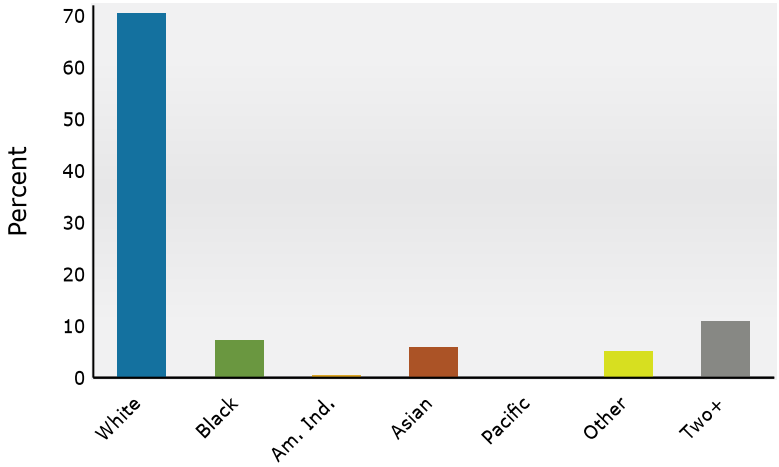
Population by Age



2025 Household Income



2025 Population by Race



2025 Percent Hispanic Origin:14.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

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