

Pinellas

County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

BEBR, April 1, 2025

966,933 2025

Change since 2020

+0.8% 2020 to 2025

BusinessFlare® estimate, April 1, 2026

968,627 2026

Census 2020

959,107 2020

Change since the prior year

-0.4% 2024 to 2025

Basis of the latest figure

estimate 2025

Population, April 1: 966,933



1972

2025

Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Demographic Estimating Conference: Projections of Florida Population by County, with Estimates for the base year, retrieved 2026-10-04

Labor force

Labor force

493,907 Aug 2026

Employment

472,617 Aug 2026

Unemployed

21,290 Aug 2026

Unemployment rate

4.3% Aug 2026

Rate a year earlier

4.0% Aug 2025

Labor force, change on a year earlier

-0.1% Aug 2026

Latest month is preliminary

yes Aug 2026

Unemployment rate, not seasonally adjusted: 4.3%



Aug 2016

Aug 2026

Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending: not shown. the BusinessFlare® estimate is by place; the county's sales are on its Sales and visitor spending page

Tourist tax

Collections, latest month

\$8.74M Jul 2026

Change on the same month a year earlier

+18.2% Jul 2026

Last 12 months

\$99.4M Jul 2026

Fiscal year to date

\$88.5M FY2026 to 2026-07

Series

Pinellas County Jul 2026

Tourist tax collections by month: \$8.74M



Oct 2020

Jul 2026

Source: Pinellas County Tax Collector tourist development tax reports, retrieved 2026-09-28

Business base

Licensed food service, lodging and alcohol businesses

10,925 Aug 2026

Food service licenses

3,250 Aug 2026

Lodging licenses

4,890 Aug 2026

Alcoholic beverage licenses

2,785 Aug 2026

New licenses, last 12 months

585 Aug 2026

New business filings, last 12 months

62,449 Sep 2026

Change on the 12 months before

+23.0% Sep 2026

New filings, latest month

4,545 Sep 2026

Establishments

32,509 2023

Employees, mid March

425,004 2023

Annual payroll

\$25.5B 2023

Establishments, change on the year before

+1.9% 2023

New licenses by month: 42



Sep 2016

Aug 2026

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Source: Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month, retrieved 2026-10-01

Source: County Business Patterns and ZIP Code Business Patterns, complete data files, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months

4,099 Aug 2026

Change on the 12 months before

+76.5% Aug 2026

Permit valuation, last 12 months

\$1.14B Aug 2026

Units, latest month

408 Aug 2026

Single family units, last 12 months

1,449 Aug 2026

Units in buildings of 5 or more, last 12 months

2,530 Aug 2026

Units, latest annual table

4,198 2025

Housing units permitted by month: 408



Sep 2016

Aug 2026

Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value

\$212B 2026 preliminary

Total taxable value (non school)

\$139B 2026 preliminary

Total taxable value (school)

\$148B 2026 preliminary

Just value, change on the prior roll

-2.6% 2025 final roll to 2026 preliminary

Taxable value (non school), change on the prior roll

+4.3% 2025 final roll to 2026 preliminary

Total just value, prior roll

\$217B 2025 final roll

New construction value

\$4.36B 2026 preliminary

Parcels

433,770 2026 preliminary

Median single family just value

\$344K 2026 preliminary

Qualified sales, last 12 months

17,405 2025-06 to 2026-05

Median qualified sale price

\$388K 2025-06 to 2026-05

Just value, residential

\$167B 2026 preliminary

Just value, commercial

\$20.1B 2026 preliminary

Just value, industrial

\$6.51B 2026 preliminary

Just value, agricultural

\$94.6M 2026 preliminary

Just value, vacant

\$4.82B 2026 preliminary

Just value, institutional

\$5.49B 2026 preliminary

Just value, government

\$6.41B 2026 preliminary

Just value, other

\$1.54B 2026 preliminary

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	395,190	\$167B	\$109B	\$3.87B	482,177	-3.7%
Commercial	13,549	\$20.1B	\$19B	\$335M	n/a	+3.9%
Industrial	4,036	\$6.51B	\$6.13B	\$62.8M	n/a	+5.1%
Agricultural	88	\$94.6M	\$30.1M	\$36.7K	n/a	-7.5%
Vacant	14,388	\$4.82B	\$3.22B	\$6.17M	n/a	+19.8%
Institutional	1,604	\$5.49B	\$1.4B	\$29.4M	n/a	-10.2%
Government	1,077	\$6.41B	\$1.77M	\$54M	n/a	-5.1%
Other	3,838	\$1.54B	\$398M	\$4.58M	n/a	-0.3%

Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 88% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll (name, address, legal), 2026 preliminary and final as posted, retrieved 2026-10-04

Housing

Housing units

524,082 2020 to 2024 ACS

Owner occupied households

303,359 2024 1-Year

Cost burdened households, all tenures (over 30% of income)

33.6% 2025

Assisted housing developments

155 Assisted Housing Inventory

Median single family sale price

\$465K 2024

Homeownership rate: 70.0%



Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Occupied units

434,601 2020 to 2024 ACS

Renter occupied households

131,242 2024 1-Year

Cost burdened renter households

51.4% 2025

Assisted units

12,676 Assisted Housing Inventory

Vacant units

89,481 2020 to 2024 ACS

Homeownership rate

69.8% 2020 to 2024 ACS

Severely cost burdened renters (over 50%)

25.6% 2025

Median gross rent

\$1.75K 2020 to 2024 ACS

Fiscal

Half-cent sales tax, latest month

\$4.55M Sep 2026

Half-cent sales tax, change on the 12 months before

-6.1% Sep 2026

State revenue sharing, last 12 months

\$24.5M Sep 2026

Revenues, change on the year before

-14.8% FY2025

Revenues per resident

\$7.04K FY2025

Half-cent sales tax, fiscal year to date

\$55.7M FY2026 to 2026-09

State revenue sharing, latest month

\$2.04M Sep 2026

State revenue sharing, change on the 12 months before

+2.3% Sep 2026

Total expenditures

\$6.61B FY2025

Long-term debt outstanding at year end

\$254M FY2025

Half-cent sales tax, last 12 months

\$55.7M Sep 2026

State revenue sharing, fiscal year to date

\$24.5M FY2026 to 2026-09

Total revenues

\$6.81B FY2025

Expenditures, change on the year before

-13.7% FY2025

Long-term debt, change on the year before

-6.3% FY2025

Half-cent sales tax distributions by month: \$4.55M



Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits

\$74B June 30, 2026

Branches

236 June 30, 2026

Branches closed since the survey a year earlier

3 June 30, 2026

Deposits, June 30 each year: \$74B



Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

Change on a year earlier

+4.2% June 30, 2026

Institutions

33 June 30, 2026

Change, real

+0.1% June 30, 2026

Branches opened since the survey a year earlier

4 June 30, 2026

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