

Indian Rocks Beach

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

Population

Population
3,433 2025
Change since the prior year
-7.3% 2024 to 2025
Change since 2020
-6.5% 2020 to 2025

Census 2020
3,673 2020
Basis of the latest figure
estimate 2025

Population, April 1: 3,433



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

Labor force

Labor force (Pinellas County)
493,907 Aug 2026
Employment (Pinellas County)
472,617 Aug 2026
Unemployed (Pinellas County)
21,290 Aug 2026

Unemployment rate (Pinellas County)
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%



County figures, no city estimate published by FloridaCommerce

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

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$98.9M 12 months to 2026-03
Estimate runs to
Mar 2026 Mar 2026
Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
yes Mar 2026
Retail trade (NAICS 44-45): Census sales 2017
\$30.7M 2017
Retail trade (NAICS 44-45): Census sales 2022
\$23.4M 2022

Retail trade (NAICS 44-45): 2022 landing error
67.2% 2022
Accommodation and food services (NAICS 72):
Census sales 2017
n/a 2017
Accommodation and food services (NAICS 72):
Census sales 2022
\$77.2M 2022

Accommodation and food services (NAICS 72): 2022
landing error
n/a 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$30.7M	\$23.4M	\$39.1M	67.2%
Accommodation and food services (NAICS 72)	n/a	\$77.2M	n/a	n/a

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Flags: wide error: the 2017 carry-forward landed 67% from the 2022 Census figure for Retail trade (NAICS 44-45); first published in 2022 for Accommodation and food services (NAICS 72): no back-test for this sector.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax

Collections, latest month

\$73.3K Jul 2026

Change on the same month a year earlier

+0.1% Jul 2026

Last 12 months

\$816K Jul 2026

Fiscal year to date

\$735K FY2026 to date (Oct 2025 to Jul 2026)

Series

Indian Rocks Beach Jul 2026

Tourist tax collections by month: \$73.3K



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

Business base

Licensed food service, lodging and alcohol businesses

776 Aug 2026

Food service licenses

32 Aug 2026

Lodging licenses

715 Aug 2026

Alcoholic beverage licenses

29 Aug 2026

New licenses, last 12 months

4 Aug 2026

New business filings, last 12 months (postal city)

150 Sep 2026

Change on the 12 months before

+7.9% Sep 2026

New filings, latest month

8 Sep 2026

Establishments (ZIP basis)

230 2023

Employees, mid March (ZIP basis)

1,950 2023

Annual payroll (ZIP basis)

\$74.6M 2023

New licenses by month: 0



Licenses are placed inside the city limits by their geocoded address.

Business formations are by postal city: Indian Rocks Beach, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 33785.

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 Jun 2020

Change on the 12 months before

-69.2% Jun 2020

Permit valuation, last 12 months

\$2.4M Jun 2020

Units, latest month

1 Jun 2020

Single family units, last 12 months

4 Jun 2020

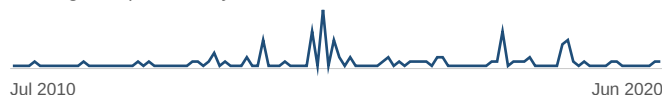
Units in buildings of 5 or more, last 12 months

0 Jun 2020

Units, latest annual table

0 2021

Housing units permitted by month: 1



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

Property roll

Total just value \$2.84B 2026 preliminary	Total taxable value (non school) \$2.22B 2026 preliminary	Total taxable value (school) \$2.32B 2026 preliminary
Just value, change on the prior roll -0.5% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +6.1% 2025 final roll to 2026 preliminary	Total just value, prior roll \$2.85B 2025 final roll
New construction value \$94.9M 2026 preliminary	Parcels 3,469 2026 preliminary	Median single family just value \$787K 2026 preliminary
Qualified sales, last 12 months 145 2025-06 to 2026-05	Median qualified sale price \$850K 2025-06 to 2026-05	Just value, residential \$2.53B 2026 preliminary
Just value, commercial \$148M 2026 preliminary	Just value, vacant \$126M 2026 preliminary	Just value, institutional \$14.9M 2026 preliminary
Just value, government \$16.6M 2026 preliminary	Just value, other \$910K 2026 preliminary	

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	3,128	\$2.53B	\$1.97B	\$94.1M	3,458	-1.5%
Commercial	177	\$148M	\$144M	\$536K	n/a	+1.1%
Vacant	138	\$126M	\$104M	\$298K	n/a	+25.6%
Institutional	5	\$14.9M	\$0	\$0	n/a	-18.3%
Government	12	\$16.6M	\$0	\$0	n/a	-4.1%
Other	10	\$910K	\$886K	\$0	n/a	+2.7%

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, 2026 preliminary and final as posted, retrieved 2026-10-03

Housing

Housing units 3,415 2020 to 2024 ACS	Occupied units 1,936 2020 to 2024 ACS	Vacant units 1,479 2020 to 2024 ACS
Owner occupied households 1,480 2020-2024 5-Year	Renter occupied households 456 2020-2024 5-Year	Homeownership rate 76.4% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 30.9% 2025	Cost burdened renter households 41.7% 2025	Severely cost burdened renters (over 50%) 18.8% 2025
Assisted housing developments n/a Assisted Housing Inventory	Assisted units n/a Assisted Housing Inventory	Median gross rent \$1.86K 2020 to 2024 ACS
Median single family sale price \$1.1M 2024		



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

Fiscal

Half-cent sales tax, latest month
\$22.8K Sep 2026

Half-cent sales tax, change on the 12 months before
-6.1% Sep 2026

State revenue sharing, last 12 months
\$113K Sep 2026

Revenues, change on the year before
+36.2% FY2024

Revenues per resident
\$3.28K FY2024

Half-cent sales tax, fiscal year to date
\$279K FY2026 to 2026-09

State revenue sharing, latest month
\$9.01K Sep 2026

State revenue sharing, change on the 12 months before
-0.1% Sep 2026

Total expenditures
\$11.5M FY2024

Long-term debt outstanding at year end
\$0 FY2024

Half-cent sales tax, last 12 months
\$279K Sep 2026

State revenue sharing, fiscal year to date
\$113K FY2026 to 2026-09

Total revenues
\$12.1M FY2024

Expenditures, change on the year before
+42.6% FY2024

Long-term debt, change on the year before
n/a FY2024

Half-cent sales tax distributions by month: \$22.8K



Oct 2016

Sep 2026

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: not shown. no FDIC office reports this city as its location

Sources

University of Florida Bureau of Economic and Business Research, Florida Estimates of Population

<https://bebr.ufl.edu/population/>, retrieved 2026-10-01

US Bureau of Labor Statistics, Local Area Unemployment Statistics

<https://www.bls.gov/lau/>, retrieved 2026-10-01

Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022

<https://www2.census.gov/programs-surveys/economic-census/data/>, retrieved 2026-10-01

Florida Department of Revenue, Local Government Tax Distributions by County (Form 4), Tourist Development Tax

<https://floridarevenue.com/dataPortal/Pages/TaxResearch.aspx>, retrieved 2026-09-28

Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted

https://floridarevenue.com/property/Pages/DataPortal_RequestAssessmentRollGISData.aspx, retrieved 2026-10-03

BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data)

sources/#estimate, retrieved 2026-10-04

Pinellas County Tax Collector tourist development tax reports

<https://pinellastaxcollector.gov/property-tax/tourist-development-taxes/>, retrieved 2026-09-28

Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses

<https://www2.myfloridalicense.com/hotels-restaurants/public-records/>, retrieved 2026-10-01

Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month

<https://dos.fl.gov/sunbiz/other-services/data-downloads/>, retrieved 2026-10-01

County Business Patterns and ZIP Code Business Patterns, complete data files

<https://www2.census.gov/programs-surveys/cbp/datasets/>, retrieved 2026-10-01

US Census Bureau, Building Permits Survey, place and county residential permits

<https://www.census.gov/construction/bps/>, retrieved 2026-10-01

Florida Department of Revenue, NAL tax roll, 2025 (2025F), from the data portal's public records folders

<https://floridarevenue.com/property/dataportal/Pages/default.aspx?path=/property/dataportal/Documents/PTO%20Data%20Portal/~Public%20Records>, retrieved 2026-10-04

Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse

<https://flhousingdata.shimberg.ufl.edu/>, retrieved 2026-10-01

Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments

<https://taxapps.floridarevenue.com/RevenueConfirmationOnline/Distribution>, retrieved 2026-10-01

Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments

<https://edr.state.fl.us/Content/local-government/data/revenues-expenditures/index.cfm>, retrieved 2026-10-01

Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding

<https://logerx.myfloridacfo.gov/LogerX/PublicReportsMenu>, retrieved 2026-10-04