

St. Petersburg

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

Population

Population
266,153 2025

Change since the prior year
-0.3% 2024 to 2025

Change since 2020
+3.0% 2020 to 2025

Census 2020
258,308 2020

Basis of the latest figure
estimate 2025

Population, April 1: 266,153



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

Labor force

Labor force
148,112 Aug 2026

Employment
141,901 Aug 2026

Unemployed
6,211 Aug 2026

Unemployment rate
4.2% Aug 2026

Rate a year earlier
3.9% 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: 4.2%



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

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$6,764.2M 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
\$5.65B 2017

Retail trade (NAICS 44-45): Census sales 2022
\$5.6B 2022

Retail trade (NAICS 44-45): 2022 landing error
33.3% 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$658M 2017

Accommodation and food services (NAICS 72):
Census sales 2022
\$965M 2022

Accommodation and food services (NAICS 72): 2022
landing error
7.3% 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)	\$5.65B	\$5.6B	\$7.47B	33.3%
Accommodation and food services (NAICS 72)	\$658M	\$965M	\$1.04B	7.3%

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 33% from the 2022 Census figure for Retail trade (NAICS 44-45).

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

Tourist tax

Collections, latest month
\$814K Jul 2026

Change on the same month a year earlier
+23.2% Jul 2026

Last 12 months
\$12.1M Jul 2026

Fiscal year to date
\$10.7M FY2026 to date (Oct 2025 to Jul 2026)

Series
St. Petersburg Jul 2026

Tourist tax collections by month: \$814K



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

Business base

Licensed food service, lodging and alcohol businesses
2,395 Aug 2026

Food service licenses
915 Aug 2026

Lodging licenses
755 Aug 2026

Alcoholic beverage licenses
725 Aug 2026

New licenses, last 12 months
159 Aug 2026

New business filings, last 12 months (postal city)
49,797 Sep 2026

Change on the 12 months before
+28.2% Sep 2026

New filings, latest month
3,752 Sep 2026

Establishments (ZIP basis)
8,914 2023

Employees, mid March (ZIP basis)
125,775 2023

Annual payroll (ZIP basis)
\$8.89B 2023

New licenses by month: 9



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

Business formations are by postal city: Saint Petersburg, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 33701, 33702, 33703, 33704, 33705, 33710, 33711, 33712, 33713, 33716.

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
3,100 Aug 2026

Change on the 12 months before
+186.5% Aug 2026

Permit valuation, last 12 months
\$663M Aug 2026

Units, latest month
357 Aug 2026

Single family units, last 12 months
667 Aug 2026

Units in buildings of 5 or more, last 12 months
2,349 Aug 2026

Units, latest annual table
2,641 2025

Housing units permitted by month: 357



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

Property roll

Total just value \$59.4B 2026 preliminary	Total taxable value (non school) \$37.7B 2026 preliminary	Total taxable value (school) \$40.3B 2026 preliminary
Just value, change on the prior roll -1.1% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +7.0% 2025 final roll to 2026 preliminary	Total just value, prior roll \$60.1B 2025 final roll
New construction value \$2.17B 2026 preliminary	Parcels 108,584 2026 preliminary	Median single family just value \$319K 2026 preliminary
Qualified sales, last 12 months 4,713 2025-06 to 2026-05	Median qualified sale price \$413K 2025-06 to 2026-05	Just value, residential \$46.5B 2026 preliminary
Just value, commercial \$5.41B 2026 preliminary	Just value, industrial \$1.2B 2026 preliminary	Just value, agricultural \$1.18M 2026 preliminary
Just value, vacant \$1.49B 2026 preliminary	Just value, institutional \$2.17B 2026 preliminary	Just value, government \$2.07B 2026 preliminary
Just value, other \$577M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	99,226	\$46.5B	\$30.4B	\$1.95B	136,064	-2.0%
Commercial	2,928	\$5.41B	\$4.82B	\$154M	n/a	+5.3%
Industrial	811	\$1.2B	\$1.11B	\$10.5M	n/a	+2.5%
Agricultural	2	\$1.18M	\$192K	\$0	n/a	-0.8%
Vacant	4,103	\$1.49B	\$892M	\$1.42M	n/a	+15.8%
Institutional	526	\$2.17B	\$364M	\$22M	n/a	-7.0%
Government	265	\$2.07B	\$1.49M	\$34.9M	n/a	-1.8%
Other	724	\$577M	\$135M	\$4.35M	n/a	-0.5%

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 141,689 2020 to 2024 ACS	Occupied units 123,734 2020 to 2024 ACS	Vacant units 17,955 2020 to 2024 ACS
Owner occupied households 76,831 2024 1-Year	Renter occupied households 46,903 2024 1-Year	Homeownership rate 62.1% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 34.5% 2025	Cost burdened renter households 49.9% 2025	Severely cost burdened renters (over 50%) 23.7% 2025
Assisted housing developments 70 Assisted Housing Inventory	Assisted units 5,486 Assisted Housing Inventory	Median gross rent \$1.8K 2020 to 2024 ACS
Median single family sale price \$425K 2024		

Homeownership rate: 63.0%



1990

2024

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

Fiscal

Half-cent sales tax, latest month
\$1.64M Sep 2026

Half-cent sales tax, change on the 12 months before
-5.3% Sep 2026

State revenue sharing, last 12 months
\$11.4M Sep 2026

Revenues, change on the year before
+19.0% FY2024

Revenues per resident
\$5.45K FY2024

Half-cent sales tax, fiscal year to date
\$20.1M FY2026 to 2026-09

State revenue sharing, latest month
\$930K Sep 2026

State revenue sharing, change on the 12 months before
+1.1% Sep 2026

Total expenditures
\$1.15B FY2024

Long-term debt outstanding at year end
\$938M FY2025

Half-cent sales tax, last 12 months
\$20.1M Sep 2026

State revenue sharing, fiscal year to date
\$11.4M FY2026 to 2026-09

Total revenues
\$1.46B FY2024

Expenditures, change on the year before
+13.7% FY2024

Long-term debt, change on the year before
+7.0% FY2025

Half-cent sales tax distributions by month: \$1.64M



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

Deposits (offices reporting this city)
\$52.4B June 30, 2026

Branches
67 June 30, 2026

Branches closed since the survey a year earlier
2 June 30, 2026

Deposits, June 30 each year: \$52.4B



1994

2026

Offices whose reported city is St. Petersburg.

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

Change on a year earlier
+6.4% June 30, 2026

Institutions
27 June 30, 2026

Change, real
+2.3% June 30, 2026

Branches opened since the survey a year earlier
2 June 30, 2026

Sources

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