

Existing Conditions

Demographic and Economic Profile

While the Gateway Area is already recognized as an employment and economic center of Pinellas County, it is also home to over 33,000 people. The 2000 Census indicates that the Gateway Area has a large percentage of its population in the labor force age. Compared with the countywide population, 39 percent of the residents in the Gateway Area are between the ages of 25 and 44 years old, while countywide, 27 percent are in this age group.

TABLE 1
Comparison of Population¹ by Age Group
Gateway Area: 1990 and 2000

1990					2000				
Age Group (in years)	County- wide	%	Gateway	%	Age Group (in years)	County- wide	%	Gateway	%
>19	169,303	20%	5,166	3.1%	>19	195,198	21%	5,144	2.6%
20-24	45,951	5%	3,184	6.9%	20-24	41,432	4%	2,909	7.0%
25-44	242,382	28%	12,539	5.1%	25-44	251,954	27%	12,560	5.0%
45-64	172,355	20%	5,108	3.0%	45-64	225,335	24%	6,555	2.9%
65+	221,668	26%	7,387	3.3%	65+	207,563	23%	5,948	2.9%

SOURCE: U.S. Census, 2000.

¹ Permanent Population

The demographic composition of the Gateway Area is diverse and representative of several income levels. Household income data show that both the Gateway Area, and Pinellas County as a whole, have 53 percent of their households earning less than \$40,000 a year. However, the Feather Sound area (bounded by the St. Petersburg-Clearwater International Airport to the west, eastward to Tampa Bay and north of Ulmerton Road) has a median household income of \$71,310 and a household poverty level of 0.8 percent. In contrast, the neighboring South Highpoint area (bounded by U.S. 19 eastward to 49th Street N. and Roosevelt Boulevard southward to Ulmerton Road) has a median household income of \$29,440 and a household poverty level of 21.4 percent. The area is also home to a large number of retirees. The following table compares the countywide population by age group to the Gateway Area to give an idea of the demographic composition in the area.

There are currently 1,652 companies operating in the Gateway Area, employing a total of 52,065 people. The average employment size for an Area business is 31 people. The average yearly wage (estimated) per employee is \$42,508.¹ This figure is notably higher than the countywide average yearly wage of \$33,384 for the same timeframe.²

¹ Es202 data (estimated for 1st quarter, 2004), Pinellas County Economic Development

² Es202 data, countywide (estimated for 1st quarter 2004), Pinellas County Planning Department