

The **Pinellas County Economic Profile** is your guide to changing demographics, industry and economic data of our dynamic community. Each year Pinellas County Economic Development publishes this collection of data to ensure that entrepreneurs, businesses, developers, site selectors and financial institutions have a full picture of the evolving economy and workforce, as well as to the factors that contribute and influence changes to Pinellas’ economic health.



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# Demographics

2016 Est. Population By Age						
	Male		Female		Total	Percentage
	Total	Percentage	Total	Percentage		
Age 0-4	20,752	4.6%	20,010	4.1%	40,762	4.3%
Age 5-9	21,645	4.7%	21,010	4.3%	42,655	4.5%
Age 10-14	23,056	5.1%	22,16	4.5%	45,162	4.8%
Age 15-19	23,893	5.2%	22,779	4.6%	46,672	4.9%
Age 20-24	25,603	5.6%	25,758	5.2%	51,361	4.4%
Age 25-29	26,473	5.8%	26,283	5.4%	52,756	5.6%
Age 30-34	25,614	5.6%	26,143	5.3%	51,757	5.5%
Age 35-39	24,817	5.4%	25,137	5.1%	49,954	5.3%
Age 40-44	26,744	5.9%	27,646	5.6%	54,390	5.7%
Age 45-49	30,435	6.7%	31,505	6.4%	61,940	6.5%
Age 50-54	35,447	7.8%	37,552	7.6%	72,999	7.7%
Age 55-59	36,271	8.0%	39,703	8.1%	75,974	8.0%
Age 60-64	34,575	7.6%	38,262	7.8%	72,840	7.7%
Age 65-69	32,042	7.0%	35,786	7.3%	67,828	7.2%
Age 70-74	24,383	5.4%	28,324	5.8%	52,707	5.6%
Age 75-79	18,028	4.0%	21,961	4.5%	39,989	4.2%
Age 80-84	12,976	2.8%	17,567	3.6%	30,543	3.2%
Age 85+	12,976	2.8%	23,583	4.8%	36,559	3.9%
Total	455,730	100.0%	491,118	100.0%	946,848	100.0%
<18	79,646	17.5%	76,598	15.6%	156,244	16.5%
18+	376,084	82.5%	414,520	84.4%	790,604	83.5%
21+	361,256	79.3%	400,068	81.5%	761,324	80.4%
Median Age	46.5		49.6		48.1	
Source: 2016 ESRI						

Regional Population Est.		
	Pinellas	Tampa/St. Petersburg MSA
2021	982,583	3,153,465
2016	946,848	2,966,391
2010	916,542	2,783,243
Source: 2016 ESRI		

Regional Households Est.		
	Pinellas	Tampa/St. Petersburg MSA
2021	439,860	1,275,056
2016	425,675	1,208,340
2010	415,876	1,151,263
Source: 2016 ESRI		

# Demographics

2014 Region of Birth of Foreign Born		
(excluding pop. born at sea)	Total	%
Europe	34,088	32.1%
Asia	23,209	21.8%
Africa	3,841	3.6%
Oceania	400	0.4
Latin America	34,533	32.5%
Northern America	10,247	9.6%
<b>Total</b>	<b>106,318</b>	<b>100.0%</b>

Source: U.S. Census Bureau, 2014 ACS 5 Year Est.

2016 Est. Population by Race	Total	%
White Alone	760,303	80.3%
Black Alone	94,745	10.3%
Amer. Indian Alone	2,892	0.3%
Asian Alone	27,148	3.0%
Pacific Islander Alone	810	2.0%
Some Other Race Alone	18,039	2.0%
Two or More Races	20,016	2.2%
Hispanic Origin (Any Race)	73,241	8.0%

Source: 2016 ESRI

2016 Est. Hispanic Population By Age		
	Total	%
Age 0-4	7,823	8.7%
Age 5-9	7,330	8.1%
Age 10-14	6,925	7.7%
Age 15-19	6,384	7.1%
Age 20-24	7,265	8.1%
Age 25-29	7,872	8.7%
Age 30-34	7,903	8.8%
Age 35-39	6,481	7.2%
Age 40-44	5,692	6.3%
Age 45-49	5,066	5.6%
Age 50-54	4,982	5.5%
Age 55-59	4,1161	4.6%
Age 60-64	3,579	4.0%
Age 65-69	2,812	3.1%
Age 70-74	2,161	2.4%
Age 75-79	1,600	1.8%
Age 80-84	1,002	1.1%
Age 85+	975	1.1%
<b>Total</b>	<b>89,968</b>	<b>100.0%</b>
Median Age	30.9	

Source: 2016 ESRI

Est. Households/Families and Housing		
	2016	2021
Households	425,675	439,860
Families	237,355	243,950
Avg. Household Size	2.18	2.19
Owner Occupied Housing Units	266,862	273,684
Renter Occupied Housing Units	158,813	166,176
Median Value, Owner Occupied	\$169,385	\$201,101
Average Value, Owner Occupied	\$239,724	\$266,403

Source: 2016 ESRI

# Demographics

## Veteran Status

Age	
18 to 34 years	4,912
35 to 54 years	19,185
55 to 64 years	18,351
65 to 74 years	22,707
75 years and over	27,527

Source: U.S. Census, 2014 ACS 5 Year Est.

## Veteran Status by Employment—Population 18 to 64 Years

In labor force	42,469
Employed	30,695
Unemployed	11,774

Source: U.S. Census, 2014 ACS 5 Year Est.

## Veteran Education Attainment 25 Years and Older

Less than high school graduate	6,458
High school graduate or equivalency	26,016
Some college or associate degree	32,659
Bachelor's degree or higher	27,123

Source: U.S. Census, 2014 ACS 5 Year Est.

## Nativity

Total	925,030
Native	818,712
Foreign-Born	106,318

Source: U.S. Census, 2014 ACS 5 Year Est.

## Migration Into Pinellas County

	Different County Within Florida	Moved from Different State	Moved From Abroad
1 to 4 Years	996	804	253
5 to 17 Years	2,514	3,195	445
18 to 19 Years	768	916	86
20 to 24 Years	2,906	2,316	247
25 to 29 Years	2,974	2,867	298
30 to 34 Years	2,214	1,785	406
35 to 39 Years	1,795	1,550	406
40 to 44 Years	1,287	1,848	203
45 to 49 Years	1,603	1,803	216
50 to 54 Years	1,299	1,497	372
55 to 59 Years	1,084	1,637	311
60 to 64 Years	1,144	1,775	600
65 to 69 Years	532	1,857	705
70 to 74 Years	377	1,172	380
75 Years and Over	996	1,730	413
<b>Total</b>	<b>22,489</b>	<b>26,752</b>	<b>5,341</b>

Source: U.S. Census, 2014 ACS 5 Year Est.

# Demographics

Language Spoken at Home			
English	764,346	Other Indic Languages	1,111
Spanish or Spanish Creole	54,322	Other Indo-European Languages	3,282
French (incl. Patois, Cajun)	5,117	Chinese	2,435
French Creole	1,024	Japanese	579
Italian	2,965	Korean	515
Portuguese or Portuguese Creole	2,402	Mon-Khmer, Cambodian	760
German	4,718	Hmong	247
Yiddish	20	Thai	630
Other Western Germanic Languages	742	Laotian	1,943
Scandinavian	388	Vietnamese	5,781
Greek	5,316	Other Asian Languages	1,526
Russian	1,960	Tagalog	3,169
Polish	2,964	Other Pacific Island Languages	279
Serbo-Croatian	5,324	Navajo	0
Other Slavic Languages	2,260	Other Native American Languages	58
Armenian	68	Hungarian	755
Persian	257	Arabic	2,548
Gujarati	838	Hebrew	386
Hindi	716	African Languages	477
Urdu	304	Other and Unspecified Languages	104

Source: U.S. Census, 2014 ACS 5 Year Est.

Employed Population 16+ by Occupation			
Total	424,921		
White Collar	84.1%	Blue Collar	15.9%
Management/Business/Financial	15.5%	Farming/Forestry/Fishing	0.2%
Professional	22.3%	Construction/Extraction	4.0%
Sales	12.6%	Instillation/Maintenance/Repair	3.1%
Administrative Support	14.8%	Production	4.2%
Services	18.8%	Transportation	4.5%

Source: 2016 ESRI

# Education

School Enrollment for Population 3 Years and Above			
Nursery school, preschool	10,973	Grade 9 to Grade 12	37,641
Public	6,242	Public	33,491
Private	4,731	Private	4,150
Kindergarten	8,988	College, undergraduate years	46,203
Public	7,876	Public	36,542
Private	1,112	Private	9,661
Grade 1 to Grade 4	35,075	Graduate or professional school	9,275
Public	30,668	Public	5,203
Private	4,407	Private	4,072
Grade 5 to Grade 8	36,935		
Public	31,801		
Private	5,134		

Source: U.S. Census, 2014 ACS 5 Yr. Est.

College Testing & Graduation Rate			
	SAT (Mean)	ACT (Mean)	Grad. Rate
2012-2013	1,504	19.9	71.9%
2011-2012	1,503	19.9	72.0%
2010-2011	1,500	19.9	65.2%

Source: Florida Dept. of Education

St. Petersburg College— Degrees Awarded 2014-2015	
Associate in Arts	2,874
Associate in Science	1,072
Associate in Applied Science	0
Baccalaureate	1,166
Professional Certificate	40
Advanced Technical Certificates	14
Technical Certificates	739
Applied Technology Diploma	81
Vocational Certificates	256

Source: St. Petersburg College

Field of Bachelor's Degree for First Major Population 25 Years and Older	
25 to 39 Years:	45,546
Science and Engineering	16,209
Science and Engineering Related	4,221
Business	11,011
Education	6,274
Arts, Humanities and Others	10,334
40 to 64 Years:	99,992
Science and Engineering	31,880
Science and Engineering Related	10,319
Business	26,108
Education	12,169
Arts, Humanities and Others	19,516
65 Years and Over	51,486
Science and Engineering	15,615
Science and Engineering Related	4,879
Business	10,353
Education	11,892
Arts, Humanities and Others	8,747

Source: U.S. Census, 2014 ACS 5 Yr. Est.

# Education

## University of South Florida—Degrees Awarded 2015-2016

	St. Petersburg Campus Only	USF Total
Associate	44	280
Bachelors	892	9,349
Masters	210	3,149
Doctoral—Research	0	314
Doctoral—Professional	0	389
Ed. Specialist	0	9

Source: University of South Florida

## University of Tampa—Degrees Awarded 2014-2015

Associate	1
Bachelors	1,412
Masters	348

Source: IES, National Center for Education Statistics

## Eckerd College—Degrees Awarded 2014-2015

Bachelors	507
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Source: IES, National Center for Education Statistics

## Stetson University College of Law Enrollment

Fall 2015	Part-time	Full-time
Juris Doctor	159	672
LL.M. International Law		10
LL.M Elder Law		36
LL.M. Advocacy		26
J.D./LL.M in Advocacy		3

Source: Stetson University, College of Law

## Population 25+

	Total	%
Less than 9th grade	22,980	3.3%
9th to 12th Grade, No Diploma	50,834	7.3%
High School Graduate/GED)	207,517	29.8%
Some College, No Degree	151,111	21.7%
Associate Degree	66,851	9.6%
Bachelor's Degree	129,524	18.6%
Graduate/Professional Degree	67,548	9.7%

Source: U.S. Census Bureau, 2014 ACS 5 Year Est.

## Adult/Technical Centers Enrollment

Program Area	2011-2012	2012-2013	2013-2014
Agriculture/Natural Resources	6	0	34
Business Technology	347	291	399
Career & Tech Ed. For Special Needs	200	69	58
Diversified	0	0	0
Family/Consumer Sciences	1,082	873	962
Health Sciences	767	522	622
Industrial	1,971	1,733	2,100
Marketing	0	0	0
Other Career Technical	0	0	113
Public Service	45	56	0
<b>Total Enrollment</b>	<b>4,418</b>	<b>3,544</b>	<b>4,288</b>

Source: Florida Dept. of Education

# Income

**2016 Est. Household by Income and Age of Householder**

	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
Less than \$15,000	2,106	6,227	6,097	7,834	12,970	9,372	13,514	58,120
\$15,000 to \$24,999	1,820	5,030	4,975	6,291	9,095	10,465	16,615	54,291
\$25,000 to \$34,999	2,132	5,848	5,926	9,970	8,665	10,642	11,121	51,304
\$35,000 to \$49,999	2,337	8,003	8,557	9,553	11,736	13,451	11,449	65,086
\$50,000 to \$74,999	2,399	10,279	10,726	14,827	16,383	14,469	9,768	78,851
\$75,000 to \$99,999	624	4,991	6,854	10,367	10,917	6,383	4,445	44,581
\$100,000 to \$149,999	531	4,306	7,141	10,675	10,313	6,292	3,236	42,494
\$150,000 to \$199,999	72	1,363	2,291	4,069	4,001	2,329	913	15,038
\$200,000	89	770	2,332	4,870	4,321	2,673	855	15,910
<b>Total</b>	<b>12,110</b>	<b>46,817</b>	<b>54,899</b>	<b>75,456</b>	<b>88,401</b>	<b>76,076</b>	<b>71,916</b>	<b>425,675</b>
Median Household Income	\$34,981	\$45,895	\$53,064	\$59,476	51,801	\$42,110	\$29,437	\$45,362
Avg. Household Income	\$44,260	\$59,408	\$73,598	\$84,256	73,897	\$63,065	\$44,046	\$66,279

Source: 2016 ESRI

**2016 Disposable Income by Age of Householder**

	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
Less than \$15,000	2,400	6,686	6,556	9,079	14,785	12,500	16,829	68,835
\$15,000 to \$24,999	2,075	6,251	5,655	7,115	11,602	11,576	15,498	59,772
\$25,000 to \$34,999	2,183	7,307	7,303	8,712	10,147	11,763	14,595	62,010
\$35,000 to \$49,999	2,375	9,933	10,290	10,180	14,037	15,286	9,630	71,731
\$50,000 to \$74,999	2,002	9,135	14,067	16,577	16,956	11,697	8,539	78,973
\$75,000 to \$99,999	565	4,026	6,378	9,482	8,365	5,060	3,386	37,262
\$100,000 to \$149,999	389	2,747	2,475	8,597	8,540	5,246	2,566	30,560
\$150,000 to 199,999	50	476	1,265	2,768	1,710	1,574	325	8,168
\$200,000+	71	256	910	2,946	2,259	1,374	548	8,364
<b>Total</b>	<b>12,110</b>	<b>46,817</b>	<b>54,899</b>	<b>75,456</b>	<b>88,401</b>	<b>76,076</b>	<b>71,916</b>	<b>425,675</b>
Median Disposable Income	\$31,517	\$38,550	\$45,556	\$52,664	\$41,935	\$36,499	\$26,823	\$38,576
Avg. Disposable Income	\$39,412	\$47,743	\$55,572	\$68,643	\$57,367	\$50,568	\$37,064	\$52,920

Source: 2016 ESRI



# Income

2016 Net Worth by Age of Householder								
	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
Less than \$15,000	9,274	28,475	23,556	23,580	23,212	10,942	10,215	129,254
\$15,000 to \$34,999	1,519	6,803	6,897	6,799	6,485	2,400	2,949	33,852
\$35,000 to \$49,999	454	2,098	3,452	3,511	3,734	2,580	1,284	17,113
\$50,000 to \$99,999	474	4,521	7,535	9,439	8,976	7,277	6,946	45,168
\$100,000 to \$149,999	114	1,894	3,555	5,088	6,683	7,820	6,519	31,673
\$150,000 to \$249,999	163	1,332	3,840	7,332	9,758	10,555	12,609	45,589
\$250,000+	112	1,694	6,064	19,707	29,553	34,502	31,394	123,026
<b>Total</b>	<b>12,110</b>	<b>46,817</b>	<b>54,899</b>	<b>75,456</b>	<b>88,401</b>	<b>76,076</b>	<b>71,916</b>	<b>425,675</b>
<b>Median Net Worth</b>	<b>\$9,794</b>	<b>\$12,331</b>	<b>\$23,577</b>	<b>\$64,892</b>	<b>\$110,818</b>	<b>\$207,417</b>	<b>\$203,589</b>	<b>\$82,279</b>
<b>Avg. Net Worth</b>	<b>\$26,273</b>	<b>\$63,561</b>	<b>\$256,123</b>	<b>\$476,906</b>	<b>\$740,418</b>	<b>\$1,126,828</b>	<b>\$788,768</b>	<b>\$613,716</b>

Source: 2016 ESRI

# Innovation

Pinellas County SBIR/STTR Awards						
Year	Phase I			Phase II		
	Awards	Companies	Total Award Amount	Awards	Companies	Total Award Amount
2015	0	0	\$0	2	2	\$2,944,504
2014	4	4	\$545,633	0	0	\$0
2013	2	2	\$249,933	1	1	\$699,961

Source: Small Business Administration

Patents Awarded			
	2013	2014	2015
Pinellas County	1,052	1,128	968
Tampa-St. Petersburg MSA	3,426	2,730	3,259
Florida	5,945	6,339	6,164

Source: United States Patent and Trademark Office

2013-2015 University of South Florida Research Funding			
	2013	2014	2015
Federal	\$150,392,289	\$148,383,562	\$165,686,779
Non-Federal	\$259,067,897	\$273,149,719	\$266,003,165
<b>Total</b>	<b>\$409,460,186</b>	<b>\$421,533,280</b>	<b>\$431,689,944</b>

Source: University of South Florida

# Tourism

Tourist							
	Total Visitors	Expenditures	Occp. Rate	Visitor Median HH Income	Avg. Room Rate	Avg. Length of Stay in St. Pete/Ciwr Area (Days)	Room Nights
2015	6,197,500	4,646,463,700	77.2%	\$121,030	\$138.26	5.6	7,310,800
2014	5,885,800	\$4,260,061,600	74.4%	\$117,559	\$128.20	5.8	7,021,700
2013	5,579,900	\$3,880,540,000	71.2%	\$114,817	\$119.32	5.9	6,664,500

Source: Research Data Services, Inc.

Food Services		
2015-2016	# of Estbs.	# of Seats
Seating	2,138	210,400
Non-Seating	292	0
Catering	51	0
Mobile Food Dispensing Vehicle	107	0
Hot Dog Carts	42	0

Florida Dept. of Professional & Business Regulations

Tourism Establishments		
2015-2016	# of Estbs.	Units
Hotels	88	10,041
Motels	234	9,912
Bed & Breakfast	14	81
Vacation Condo	310	4,137
Other Vacation Rentals	1	22

Source: FL Dept. of Business & Professional Regulation

# Finance & Taxes

Gross & Taxable Sales				
	Pinellas		Tampa/St. Petersburg/Clearwater MSA	
	Gross Sales	Taxable Sales	Gross Sales	Taxable Sales
2015	\$40,275,452,592	\$15,440,961,511	\$126,462,920,072	\$46,839,323,035
2014	\$37,169,561,656	\$14,382,960,332	\$114,162,563,223	\$43,315,692,473
2013	\$35,305,485,627	\$13,602,937,523	\$116,133,991,764	\$40,931,192,093

Source: FL Dept. of Revenue

Pinellas Sales Tax Collections				
	Sales Tax	Tourist Development Tax	1 Cent Gas Tax	Optional Gas Tax
2015	\$937,005,740	\$40,059,665	\$4,064,134	\$24,334,231
2014	\$877,272,764	\$35,358,976	\$3,934,712	\$23,540,634
2013	\$827,346,014	\$31,311,676	\$3,936,107	\$23,549,349

Source: Florida Dept. of Revenue

## Finance & Taxes

2015 Real Property Tax Millage Rates *					
County Wide	17.8721	Indian Shores	17.8869	Safety Harbor	20.0648
Belleair	21.9426	Kenneth City	20.0456	St. Pete Beach	18.4364
Belleair Beach	17.3258	Largo	21.3874	St. Petersburg	22.7869
Belleair Bluffs	21.3669	Madeira Beach	18.2169	Seminole	18.4962
Belleair Shore	16.0147	North Redington Beach	16.7680	South Pasadena	19.2669
Clearwater	21.1719	Oldsmar	20.0669	Tarpon Springs	21.4669
Dunedin	20.1514	Pinellas Park	21.6031	Treasure Island	18.6232
Gulfport	20.0559	Redington Beach	17.9579		
Indian Rocks Beach	18.0169	Redington Shores	18.0169		

Source: Pinellas County Tax Collector, Diane Nelson \*Millage may change based on actual property location and change in millage for 2016

Deposits (In 000's)			
As of ...	Institutions	Offices	Deposits
June 30, 2015	37	304	\$34,935,411
June 30, 2014	37	313	\$32,623,219
June 30, 2013	33	312	\$30,642,751

Source: Federal Deposit Insurance Corporation

SBA Loans — Pinellas			
	# of Loans	Total Amount of Loans	Jobs Created
FY2015	215	\$107,725,100	1,282
FY2014	147	\$85,854,100	758
FY2013	157	\$94,469,900	784

Source: Small Business Administration

## Employment

2015 Pinellas Average Annual Employment				
	Labor Force	Employment	Unemployment	Unemployment Rate
Pinellas	476,203	453,092	23,111	4.9%
Clearwater	55,896	53,239	2,657	4.8%
Dunedin	17,939	17,076	863	4.8%
Largo	38,874	37,058	1,816	4.7%
Pinellas Park	25,392	24,316	1,076	4.2%
St. Petersburg	135,754	129,477	6,277	4.6%
Tampa-St. Petersburg MSA	1,447,077	1,372,918	74,159	5.1%
Florida	9,675,000	9,153,000	522,000	5.4%

Source: Florida Dept. of Economic Development Opportunity, Labor Market Statistics

# Employment

## 2014 Pinellas County Avg. Employment and Wages by Industry

Industry	Establishments	Avg. Employment	Annual Payroll (\$1,000)
Agriculture, forestry, fishing and hunting	22	37	\$1,297
Mining, quarrying, oil/gas extraction	8	ND	\$1,579
Utilities	39	1,634	\$129,235
Construction	2,215	14,805	\$618,117
Manufacturing	1,021	28,515	\$1,485,226
Wholesale trade	1,341	14,423	\$842,086
Retail trade	3,597	50,288	\$1,393,686
Transportation & warehousing	415	3,928	\$153,081
Information	393	10,668	\$579,004
Finance and insurance	1,827	24,339	\$1,648,756
Real estate and rental/leasing	1,599	6,791	\$254,785
Professional and technical services	4,067	28,669	\$1,665,539
Management of companies/enterprises	146	8,989	\$768,196
Administrative and waste services	1,780	28,,669	\$1,665,539
Education services	384	6,689	\$194,397
Health care and social assistance	3,251	67,654	\$3,123,989
Arts, entertainment, and recreation	409	6,969	\$241,787
Accommodation and food services	2,098	43,853	\$780,746
Other services, except public administration	2,387	18,226	\$440,977
Unclassified	24	ND	\$509

Source: U.S. Census Bureau ND=Not Disclosed

## Annual Average Wage

	Pinellas <sup>1</sup>	Pinellas County Targeted Industries <sup>2</sup>	Tampa/St. Petersburg/Clearwater MSA <sup>1</sup>
2014	\$44,758	\$73,052	\$45,470
2013	\$43,494	\$71,562	\$44,416
2012	\$43,960	\$74,279	\$44,228

Source: (1) U.S. Dept. of Labor, Bureau of Labor Statistics (2) Pinellas County Economic Development

## 2014 Inflow—Outflow of Primary Jobs

Employed as Primary Job in Pinellas	392,258
Living in Pinellas	372,713
Living and Employed in Pinellas	245,161
Living in Pinellas but Employed Outside of Pinellas	127,552
Employed in Pinellas but Living Outside of Pinellas	147,097
Net Job Inflow	19,545
U.S. Census, On The Map Application	

## 2015 Union Membership Tampa-St. Petersburg MSA

Sector	Members	% of Members
Private	22,137	2.0
Public	28,758	18.2
Total	50,896	4.0

Source: UnionStates.com, Current Pop. Survey

# Employment

2015 Average Hourly Wages for Selected Occupations					
SOC Code	Title	Wage	SOC Code	Title	Wage
13-2011	Accountants & Auditors	\$30.03	43-3031	Bookkeeping, Accting, & Auditing Clerk	\$16.08
13-1161	Market Research Analyst	\$27.03	43-9061	Office Clerk, General	\$12.63
13-2051	Financial Analyst	\$34.27	47-2031	Carpenter	\$16.54
15-1131	Computer Programmers	\$37.25	47-2111	Electrician	\$18.61
15-1141	Database Administrator	\$41.86	47-2211	Sheet Metal Worker	\$14.48
17-2011	Aerospace Engineer	\$19.67	49-9021	HVAC Mechanic & Installer	\$18.60
17-2071	Electrical Engineer	\$40.68	51-2022	Electrical Equip Assembler	\$17.08
17-2141	Mechanical Engineer	\$34.94	51-2099	Assembler & Fabricator	\$11.99
17-3011	Architect & Civil Drafters	\$24.13	51-4011	Computer Cntrl. Mach. Tool Operator	\$14.82
19-1029	Biological Scientists	\$32.25	51-4031	Cutting, Punching, Press Mach. Oper.	\$14.08
19-2031	Chemist	\$31.27	51-4041	Machinist	\$18.81
29-2012	Medical/Clinical Lab Tech.	\$14.91	51-4121	Welder, Cutter, Solderer and Brazer	\$16.38
29-2021	Dental Hygienists	\$34.20	51-7011	Cabinetmaker	\$15.05
35-2014	Cook, Restaurant	\$11.40	51-4111	Tool & Die Maker	\$22.88

Source: Florida Dept. of Economic Opportunity. Labor Market Statistics

2015 Location Quotients— Florida Base			
Industry	Pinellas	Industry	Pinellas
Base Industry: Total, All Industries	1.00	Real estate and rental/leasing	1.12
Agriculture, forestry, fishing and hunting	0.03	Professional and technical services	1.12
Mining, quarrying, oil/gas extraction	0.05	Management of companies/enterprises	2.72
Utilities	0.58	Administrative and waste services	0.72
Construction	0.86	Education services	0.91
Manufacturing	1.73	Health care and social assistance	1.21
Wholesale trade	0.76	Arts, entertainment, and recreation	0.72
Retail trade	0.96	Accommodation and food services	0.94
Transportation & warehousing	0.41	Other services, except public administration	0.90
Information	1.04	Unclassified	0.40
Finance and insurance	1.07		

Source: U.S. Department of Labor, Bureau of Labor Statistics

# Industry

2014 Pinellas County Number of Establishment by Employment Size										
Industry	Total	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1,000+
Agriculture, forestry, fishing and hunting	22	20	2	0	0	0	0	0	0	0
Mining, quarrying, oil/gas extraction	8	7	0	1	0	0	0	0	0	
Utilities	39	20	2	2	4	3	8	0	0	0
Construction	2,215	1,611	280	162	121	27	11	2	1	0
Manufacturing	1,021	496	149	155	102	55	40	19	3	2
Wholesale trade	1,341	868	220	126	78	25	19	4	0	1
Retail trade	3,597	1,930	728	492	253	84	95	13	1	1
Transportation & warehousing	415	298	44	33	24	10	4	1	1	0
Information	393	234	56	42	29	16	11	2	0	3
Finance and insurance	1,827	1,150	376	168	70	27	18	8	8	2
Real estate and rental/leasing	1,599	1,249	211	93	30	13	2	1	0	0
Professional and technical services	4,067	3,126	481	246	151	28	25	6	2	2
Management of companies/enterprises	146	55	13	18	30	12	12	3	1	2
Administrative and waste services	1,780	1,249	204	129	104	42	33	10	8	1
Education services	384	213	52	50	38	24	4	2	0	1
Health care and social assistance	3,251	1,670	706	423	235	76	106	22	6	7
Arts, entertainment, and recreation	409	276	34	38	33	13	11	3	1	0
Accommodation and food services	2,094	741	318	390	446	156	38	6	2	1
Other services, except public administration	2,387	1,640	408	198	105	15	15	4	1	1
Unclassified	24	24	0	0	0	0	0	0	0	0
<b>Total for All Sectors</b>	<b>27,019</b>	<b>16,877</b>	<b>4,284</b>	<b>2,766</b>	<b>1,853</b>	<b>626</b>	<b>452</b>	<b>106</b>	<b>35</b>	<b>24</b>

Source: U.S. Census Bureau

Manufacturing						
	Pinellas		Tampa-St. Petersburg MSA		Florida	
	Avg. Establishments	Avg. Employment	Avg. Establishments	Avg. Employment	Avg. Establishments	Avg. Employment
2015	1,313	30,913	2,836	61,180	19,812	342,411
2014	1,267	30,144	2,754	60,566	18,795	331,038
2013	1,299	30,391	2,837	59,324	18,886	322,025

Source: FL Labor Market Statistics, Quarterly Census of Employment and Wages Program

# Industry

Consumer Spending		
	Total Spent	Average Spent
Apparel & Service	\$728,645,463	\$1,714.74
Computer & Accessories	\$77,070,555	\$181.06
Entertainment/Recreation	\$1,072,786,605	\$2,520.20
Food at Home	\$1,851,100,380	\$4,348.62
Food Away From Home	\$1,131,689,445	\$2,658.58
Health Care	\$243,268,777	\$571.49
HH Furnishings & Equipment	\$404,798,661	\$950.96
Home, Mortgage and Utilities	\$5,674,173,447	\$13,329.82
Financial and Investments	\$14,240,886,459	\$33,454.82
Household Operations	\$582,177,286	\$1,367.66
Travel	\$503,880,759	\$1,183.73

Source: 2016 ESRI

Major Targeted Industry Leaders			
Aviation/Aerospace	Information Technology	Business & Fin. Services	Life Sciences & Medical Tech.
AAR Aerostructures	Clarifire	Bankers Insurance	Bausch & Lomb Surgical
BELAC	iDatix	Franklin Templeton Invest.	OneBlood
Jabil Aerospace	Nielsen Media Research	McKinsey & Co.	Oscor, Inc.
Aerosonic	Crystal Clear Technologies	Catalina Marketing	Bovie Medical Corp.
The Bernd Group	Integra Business Systems	Parallon	Formulated Solutions
Jormac Aerospace	Systems Made Simple	PSCU Financial Svcs.	Tampa Bay Research Inst.
Aviation Engineering Consultants	Fair Warning	Ceridian	Catalent
Lockheed Martin	KTek	HSN	Halkey Roberts
L-3 Communications	Tech Data	Raymond James Fin.	Alps Corporation
Basewest	Geographic Solutions	Fidelity National Information Sys.	ConMed Linvatec
GE Aviation	Spatial Networks	iQor	MTS Medication Tech.
SmartSat	Vology	Transamerica	West Pharmaceuticals
Defense & Homeland Security			
Alakai Defense Systems	Custom Manufacturing Engineering	Draper	DRS Technologies
EEI Manufacturing	General Dynamics OTS	Homeland Intelligence Tech.	Honeywell
Lockheed Martin	National Forensic Technology Center	Raytheon	SRI International

# Industry

Foreign Direct Investment		
Total Countries 30	Total Establishments 502	Total Companies 240
Countries (# Establishments)		
Australia (5)	France (54)	Mexico (9)
Austria (1)	Germany (65)	Netherlands (31)
Belgium (6)	Greece (1)	New Zealand (1)
Bermuda (8)	Hong Kong (4)	Philippines (1)
Canada (55)	Ireland (13)	Saudi Arabia (1)
Cayman Island (2)	Israel (2)	Singapore (1)
China (3)	Italy (19)	Sweden (5)
Denmark (5)	Japan (111)	Switzerland (21)
El Salvador (1)	Republic of Korea (5)	Taiwan (1)
Finland (1)	Luxemburg (7)	United Kingdom (64)

Source: Avention

Foreign Direct Investment			
NAICS Code	Establishments	NAICS Code	Establishments
22 Utilities	1	54 Prof., Scientific, Technical Services	13
23 Construction	16	55 Management of Companies & Enterprises	1
31-33 Manufacturing	42	56 Administrative & Support & Waste Management & Remediation Services	9
42 Wholesale Trade	42	61 Education Services	2
44-45 Retail	192	62 Healthcare & Social Services	0
48-49 Transportation & Warehousing	7	71 Arts, Entertainment & Recreation	1
51 Information	60	72 Accommodation & Food Services	20
52 Finance & Insurance	35	81 Other Services	48
53 Real Estate & Leasing	13		

Source: Avention



# Industry

Tampa-St. Petersburg MSA Export			
	2012	2013	2014
Total MSA Exports	\$7,190,041,538	\$6,673,044,350	\$5,817,256,543
MSA % of State Exports	10.4%	10.7%	9.9%
MSA County Totals & Percentage of MSA Total Exports			
Pinellas	\$3,639,575,200 (50.6%)	\$3,515,221,087 (52.7%)	\$3,176,196,558 (54.6%)
Hillsborough	\$3,449,056,121 (48.0%)	\$3,074,294,015 (46.1%)	\$2,488,093,288 (42.8%)
Pasco	\$77,442,194 (1.1%)	\$53,379,738 (0.8%)	\$119,608,796 (2.1%)
Hernando	\$23,968,023 (0.3%)	\$30,149,510 (0.5%)	\$33,357,901 (0.6%)
Top 5 Export Markets	Mexico (\$2,515,762,508) Canada (\$607,612,933) Brazil (\$430,171,493) Australia (\$293,345,531) China (\$259,800,457)	Mexico (\$2,434,352,837) Canada (\$587,982,125) Brazil (\$361,258,912) China (\$291,309,676) United Kingdom (\$150,663,342)	Mexico (\$1,960,432,515) Canada (\$582,857,480) Brazil (\$433,919,877) China (\$217,257,393) Japan (\$206,822,173)
Top 5 Exported Products	Computer & Electronic Prod. Mfg. (\$2,639,694,439) Chemical Mfg. (\$1,885,203,893) Transportation Equip. Mfg. (\$330,739,379) Machinery Mfg. (\$327,296,934) Miscellaneous Mfg. (\$294,012,663)	Computer & Electronic Prod. Mfg. (\$2,547,234,678) Chemical Mfg. (\$1,445,161,346) Transportation Equip. Mfg. (\$348,981,521) Machinery Mfg. (\$343,735,055) Food Mfg. (\$282,498,817)	Computer & Electronic Prod. Mfg. (\$2,075,748,736) Chemical Mfg. (\$1,286,083,589) Machinery Mfg. (\$376,515,087) Miscellaneous Mfg. (\$276,351,383) Food Mfg. (\$268,244,718)
Source: U.S. Department of Commerce, International Trade Administration			

Creative Industries		
	Businesses	Employees
Art Schools and Services	59	197
Design and Publishing	1,004	3,537
Film, Radio and TV	366	6,389
Museums and Collections	43	367
Performing Arts	445	1,302
Visual Arts/Photography	747	2,128
Total	2,664	13,920
Source: Americans for The Arts, 2015		

# Area Costs

Worker's Compensation			
	2013	2014	2015
Worker's Comp. Administration Trust Fund Assessments Rates	1.68%	1.61%	1.50%
Source: Florida Dept. of Financial Services			

Commercial-Industrial—Typical Monthly Electric Bill Comparison							
Utility	KW Demand						
			75	150	500	1,000	2,000
	KWH						
	750	1,500	15,000	45,000	150,000	400,000	800,000
Duke Energy	\$97.00	\$183.00	\$1,508.00	\$4,059.00	\$13,501.00	\$34,023.00	\$68,035.00
Tampa Electric	\$91.00	\$164.00	\$1,717.00	\$4,283.00	\$14,208.00	\$34,248.00	\$68,466.00
Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)							

Residential—Typical Monthly Electric Bill Comparison							
Utility	Min. Charge	100KWH	250KWH	500KWH	750KWH	1,000KWH	1,500KWH
Duke Energy	\$8.76	\$19.73	\$36.23	\$63.66	\$91.12	\$118.55	\$185.26
Tampa Electric	\$15.00	\$24.12	\$37.81	\$60.61	\$83.40	\$106.20	\$161.81
Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)							

Commercial—Typical Monthly Natural Gas Bill Comparison								
Utility	Min. Customer Charge	Therms Sold						
		30	50	70	90	150	200	300
Peoples Gas	\$25.00-\$35.00	\$66.62	\$94.36	\$122.11	\$149.85	\$233.09	\$302.45	\$441.18
Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)								
* Clearwater Gas System also available in Pinellas County								

Industrial—Typical Monthly Natural Gas Bill Comparison								
Utility	Min. Customer Charge	Therms Sold						
		400	500	600	700	800	900	1,000
Peoples Gas	\$35.00-\$50.00	\$579.90	\$718.63	\$857.35	\$996.08	\$1,134.80	\$1,273.53	\$1,412.25
Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)								
* Clearwater Gas System also available in Pinellas County								

# Area Costs

## Residential—Typical Monthly Natural Gas Bill Comparison

Utility	Min. Customer Charge	Therms Sold						
		10	20	30	40	50	75	100
Peoples Gas	\$15.00-\$20.00	\$25.62	\$39.24	\$52.87	\$66.49	\$80.11	\$114.16	\$151.22

Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)

\* Clearwater Gas System also available in Pinellas County

## Residential —Typical Monthly Water/Waste Water Bill Comparison

Utility	Water				Wastewater			
	Base Rate	Gallonge Rate Per M	5M	10M	Base Rate	Gallonge Rate Per M	Max. Gallonge	Max. Charge
Mid-County Services					\$16.14	\$3.31	10M	\$49.24
Tierre Verde Utilities					\$47.68			\$47.68
Utilities of Florida (0-3M=\$3.90, >3M=\$4.23)	\$11.30	\$6.39	\$43.25	\$75.20				

Source: Florida Public Services Commission, December 31, 2015 (excluding local taxes, franchise fees and gross receipts taxes)

## ACCRA Cost of Living Index

Area	Composite Index	Grocery	Housing	Utilities	Transp.	Health	Misc.
Raleigh, NC	91.0	101.0	73.8	98.3	91.7	100.1	97.8
Tampa, FL*	91.6	97.5	78.1	100.1	99.7	90.9	95.1
Kansas City, MO	95.3	92.0	92.0	92.0	95.8	96.7	100.4
Austin, TX	95.5	84.0	89.7	102.6	98.0	102.5	101.5
Detroit, MI	95.6	90.1	91.3	103.7	104.4	96.3	95.8
Richmond, VA	95.6	93.5	88.1	108.0	92.2	103.8	99.2
Phoenix, AZ	95.7	97.7	95.4	95.3	100.3	97.7	93.3
Atlanta, GA	100.4	104.8	98.6	92.7	104.3	102.2	100.8
Milwaukee-Waukesha, WI	101.1	102.6	101.1	109.1	97.7	117.1	96.9
Charleston, SC	101.1	107.1	96.7	114.3	91.8	106.5	100.5
Cleveland, OH	101.3	107.7	93.8	100.2	100.2	109.8	104.8
Minneapolis, MN	108.0	106.5	113.2	92.6	108.4	105.1	109.4
Denver, CO	109.3	98.0	129.8	95.2	100.1	107.2	104.6
Chicago, IL	116.2	112.4	136.8	104.6	116.6	98.9	105.8
Philadelphia, PA	119.6	115.0	136.1	121.0	108.8	99.9	113.5
Newark-Elizabeth, NJ	126.9	109.2	165.8	113.8	107.3	10.7	114.9
Seattle, WA	138.2	121.5	184.2	105.01	119.2	120.6	125.6
Boston, MA	142.6	105.7	190.9	147.8	109.4	129.1	129.4
San Francisco, CA	174.7	126.1	319.7	106.2	124.5	118.6	117.7
New York (Manhattan), NY	225.8	125.2	457.7	130.0	128.3	115.8	149.6

\* Tampa is closest participating city

Source: The Council For Community and Economic Research (C2ER)

Index and average prices are based on data gathered between 3rd Quarter 2014 and 3rd Quarter 2015

# Transportation

International Airports (2015)				
	Passengers (enplaned & deplaned)	Cargo (tons)	Mail (tons)	Gates
St. Petersburg-Clearwater International	1,645,402	24,028		10
Tampa International Airport	18,815,425	93,678	11,633	59
Sarasota-Bradenton International <sup>3</sup>	1,220,363			13

(1) St. Petersburg-Clearwater International Airport (2) Tampa International Airport (3) Sarasota-Manatee Airport Authority

General Aviation Airports	
Albert Whitted Municipal Airport	Clearwater Airpark

Pinellas County Registered Aircrafts	
Ownership	Total
Co-Owned	61
Corporation	443
Government	10
Individual	386
Partnership	5
<b>Total</b>	<b>905</b>

Source: Federal Aviation Administration, as of 07/28/2016

Public Transportation	
Total Fixed Route Passenger Trips	14.6 million
Total Revenue Miles	8.8 million
Full Time Employees	604

Pinellas Suncoast Transit Authority, 2015

Major Roadways	
Fed. Interstates	I-175, I-275, I-375
Fed. Highways	US 19, Alt. US 19, US 92
State Highways	SR-60, SR-686, SR-590, SR-580

Source: Enterprise Florida

Port Tampa Bay		
Dry Bulk Cargo (tons)		14,674,000
Liquid Bulk Cargo (tons)		21,527,567
General Cargo (tons)		
Containerized	487,410	
Other General Cargo	94,255	
Scrap Metal	228,419	
Steele Products	358,405	
Vehicles	4,234	
<b>Total General Cargo</b>		<b>1,172,723</b>
Passengers		867,114

Source: Tampa Port Authority, FY 2015

Port of Manatee		
Dry Bulk Cargo (tons)		806,000
Liquid Bulk Cargo (tons)		349,000
General Cargo (tons)		
Food Products	499,000	
Paper & Lumber	132,000	
Water Sales	9,000	
Construction Products	125,000	
Other	57,000	
<b>Total General Cargo</b>		<b>822,000</b>
Passengers		0

Source: Manatee County Port Authority, FY 2015

# Transportation

Registered Vehicles								
	Autos & Pickups	Motorcycles	Mobile Homes	Heavy Trucks	Travel Trailers	Vessels	Vehicle Trailers	Buses & Tools
June 6, 2016	632,556	32,868	54,442	47,813	6,291	43,294	63,961	2,457
June 1, 2015	662,219	32,747	55,068	45,171	6,127	42,395	62,130	2,740
June 1, 2014	648,358	32,618	55,196	42,166	5,933	41,372	60,379	2,749

Florida Dept. of Motor Vehicles, June 1, 2015

Licensed Divers by Age and Sex												
	15-18	19	20	21-29	30-39	40-49	50-59	60-64	65-69	70-79	80+	Total
Female	11,577	4,094	4,338	48,047	52,744	56,758	75,270	35,512	31,765	40,076	23,769	383,950
Male	11,233	4,204	4,486	47,314	51,883	56,027	71,267	31,975	29,616	35,478	18,814	362,297
Total	22,810	8,298	8,824	95,361	104,627	112,785	146,537	67,487	61,381	75,554	42,583	746,247

Florida Dept. of Motor Vehicles, January 1, 2016

2015 Vessel Statistics									
	Class A-1	Class A-2	Class 1	Class 2	Class 3	Class 4	Class 5		
	< Than 12"	12-15'11"	16-25'11"	26-39'11"	40-64'11"	65-109'11"	110' +	Canoes	Total
Pleasure	9,448	6,381	23,247	5,781	961	39	2	908	46,767
Commercial	84	145	626	280	80	14	1	13	1,243
Total	9,532	6,526	23,873	6,061	1,041	53	3	921	48,010

Florida Dept. of Motor Vehicles

Travel Time to Work			
	Estimate		Estimate
Less than 5 Minutes	49,250	30 to 34 Minutes	59,100
10 to 14 Minutes	60,742	35 to 44 Minutes	23,804
15 to 19 Minutes	72,234	45 to 59 Minutes	26,677
20 to 24 Minutes	70,592	60 or More Minutes	19,700
25 to 29 Minutes	28,729		

U.S. Census, 2014 ACS 5yr Est.

# Real Estate

Median Sales Price						
	2010	2011	2012	2013	2014	2015
Single Family Homes	\$157,000	\$150,000	\$155,000	\$170,000	\$180,000	\$192,000
Condominiums	\$115,000	\$90,000	\$93,000	\$100,000	\$105,000	\$112,000

Source: Florida Housing Data Clearinghouse

Mean Sales Price						
	2010	2011	2012	2013	2014	2015
Single Family Homes	\$233,554	\$233,849	\$228,498	\$239,330	\$244,060	\$252,285
Condominiums	\$207,364	\$168,039	\$172,488	\$173,966	\$178,198	\$189,280

Source: Florida Housing Data Clearinghouse

Households by Monthly Rent Paid							
<\$200	\$200-\$299	\$300-\$499	\$500-\$749	\$750-\$999	\$1,000-\$1,499	\$1,500 or More	No Cash Rent
1,021	2,037	4,652	24,361	41,279	42,894	16,657	6,090

Source: Florida Housing Data Clearinghouse, U.S. Census Bureau, 2014 ACS 5 Yr. Est.

2015 Residential Building Permits			
Type	Buildings	Units	Construction Costs
Single Family	1,648	1,648	\$447,968,459
Two Family	0	0	\$0.00
Three & Four Family	4	15	\$3,738,500
Five or More Family	27	1,279	\$178,687,975
Total	1,679	2,942	\$630,394,937

Source: U.S. Census Bureau

Year Residential Structure Built							
1939 or Earlier	1940-1949	1950-1959	1960-1969	1970-1979	1980-1989	1990-1999	2000 or After
17,617	12,540	66,518	80,780	143,975	102,517	46,477	33,004

Source: Florida Housing Data Clearinghouse, U.S. Census Bureau, 2014 ACS 5 Yr. Est.

Apartments		
	# of Estbs.	# of Units
Non-Transient Apts. (1)	1,309	64,530
Transient Apts. (1)	113	1,052
Median Gross Rent (2)	\$955.00	

(1) Florida Dept. of Professional & Business Regulations (2013-2014) (2) U.S. Census Bureau, 2014 ACS 5 Yr. Est.

# Real Estate

Office Real Estate			
	Total Rentable Sq. Ft	Vacancy Rate	Lease Rate
2015	40,921,872	11.0%	\$17.09
2014	41,021,713	12.5%	\$16.09
2013	40,890,609	13.5%	\$15.38

Source: Co-Star, as of 8/15/2016

Retail Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	Lease Rate
2015	54,831,771	6.4%	\$14.14
2014	54,782,020	6.5%	\$14.27
2013	54,518,847	7.3%	\$13.49

Source: Co-Star, as of 8/15/2016

Industrial Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	Lease Rate
2015	59,457,525	5.1%	\$5.31
2014	59,374,087	6.0%	\$5.15
2013	59,368,269	6.6%	\$4.94

Source: Co-Star, as of 8/15/2016

Flex Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	Lease Rate
2015	9,868,848	11.0%	\$7.14
2014	9,868,848	11.9%	\$5.53
2013	9,868,848	13.5%	\$5.89

Source: Co-Star, as of 8/15/2016

Multi-Family Real Estate							
	Buildings	Units	Avg. Sq. Ft.	Vacancy	Effective Rent Per Unit	Units Under Construction	Units Deliverer
2015	1,446	94,674	893	3.7%	\$967	1,864	749
2014	1,447	94,027	892	5.2%	\$868	1,886	2,637
2013							

Source: Co-Star, as of 8/15/2016