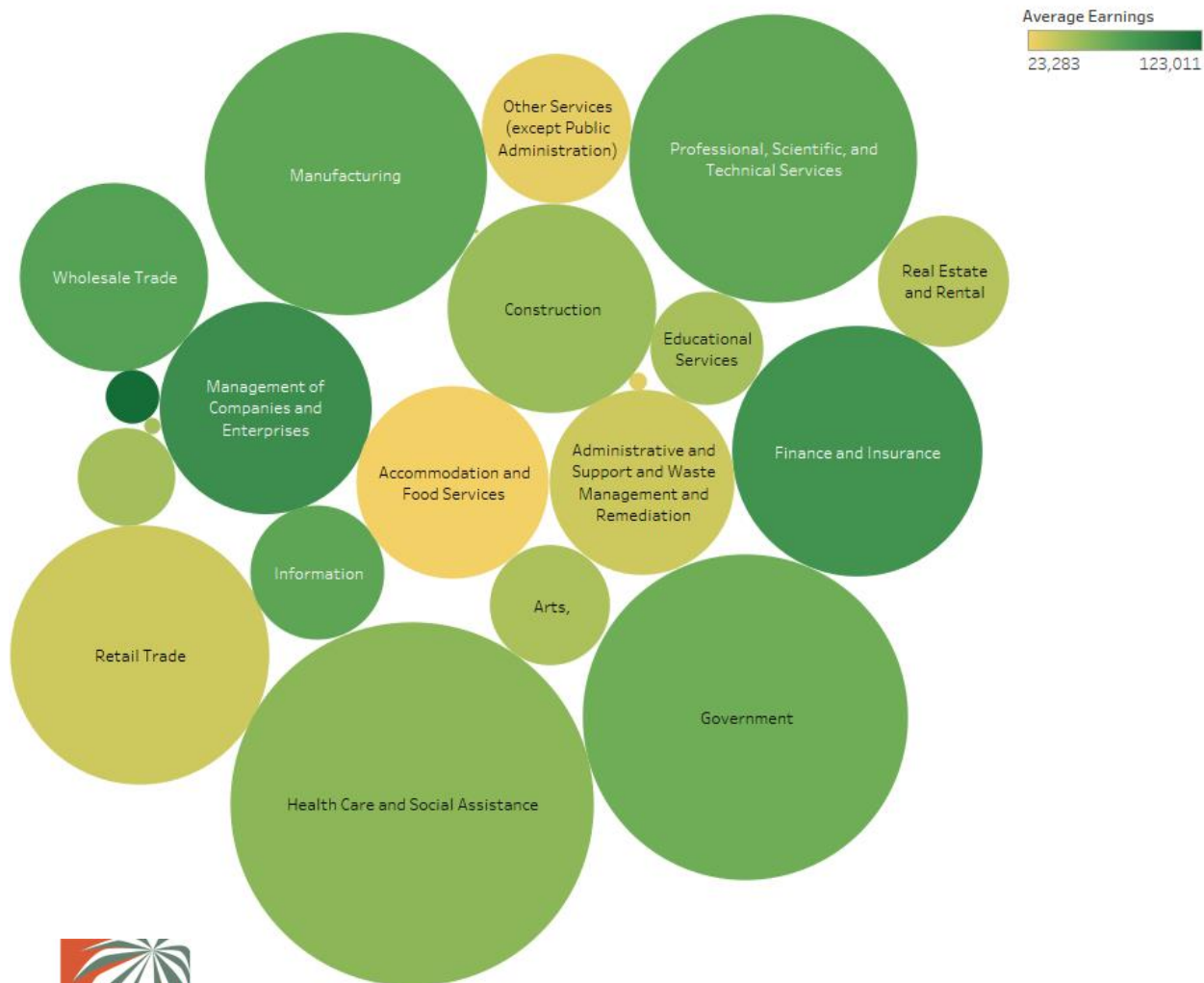


The **Pinellas County Economic Profile** is your guide to the changing demographics, industry and economic data of our dynamic community. Each year, Pinellas County Economic Development publishes this collection of data to ensure that entrepreneurs, business developers, site selectors, and financial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



**PINELLAS
COUNTY**

ECONOMIC DEVELOPMENT
WWW.PCED.ORG

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All data is for Pinellas County unless otherwise noted.

GENERAL DEMOGRAPHICS

2017 Population Estimates by Age		
Age Band	Number	Percentage
0-9	83,272	8.6%
10-17	71,651	7.4%
18-24	71,654	7.4%
25-34	108,447	11.2%
35-44	104,574	10.8%
45-54	132,654	13.7%
55-64	152,988	15.8%
65-74	128,781	13.3%
75+	112,320	11.6%
25-64	498,663	51.6%
18+	811,418	84.0%
<18	154,923	16.0%
Median Age - 48.6		
Source: 2017 ESRI		

Households by Income		
Total	434,729	100%
<\$15,000	52,605	12.1%
\$15,000-\$24,999	55,917	12.9%
\$25,000-\$34,999	50,226	11.6%
\$35,000-\$49,999	66,127	15.2%
\$50,000-\$74,999	81,051	18.6%
\$75,000-\$99,999	48,348	11.1%
\$100,000-\$149,999	45,289	10.4%
\$150,000-\$199,999	16,586	3.8%
\$200,000+	18,580	4.3%
Source: 2017 ESRI		

Population Estimates		
	Pinellas	Tampa-St Petersburg-Clearwater MSA
2022	1,008,080	3,250,743
2017	968,279	3,045,329
2010	916,542	2,783,243
Source: 2017 ESRI		

Household Estimates		
	Pinellas	Tampa-St Petersburg-Clearwater MSA
2022	450,633	1,318,457
2017	434,729	1,242,566
2010	415,876	1,151,263
Source: 2017 ESRI		

Estimated Households/Families and Housing		
	2017	2022
Households	434,729	450,633
Families	242,761	250,622
Average Household Size	2.18	2.19
Owner Occupied Housing Units	272,997	280,905
Renter Occupied Housing Units	161,814	169,837
Source: 2017 ESRI		

2017 Population by Race		
	Total	Percentage
White Alone	775,591	80.1%
Black Alone	105,542	10.9%
American Indian Alone	2,905	0.3%
Asian Alone	34,858	3.6%
Pacific Islander Alone	968	0.1%
Some Other Race Along	23,239	2.4%
Two or More Races	26,144	2.7%
Hispanic Origin (Any Race)	94,891	9.8%
Source: 2017 ESRI		

2017 Net Worth by Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	11,991	48,292	54,788	73,792	90,393	80,600	74,873
<\$15,000	9,398	29,113	22,996	22,613	22,386	10,683	9,790
\$15,000-\$34,999	1,386	7,089	6,609	6,846	6,416	2,424	2,942
\$35,000-\$49,999	426	2,103	3,569	3,263	3,763	2,640	1,321
\$50,000-\$99,999	422	4,618	7,554	8,857	9,097	7,479	6,867
\$100,000-\$149,999	78	2,001	3,452	5,092	6,860	8,140	6,570
\$150,000-\$249,999	166	1,531	4,108	7,265	10,178	11,177	13,541
\$250,000+	115	1,837	6,500	19,856	31,693	38,057	33,842
Median Net Worth	\$9,569	\$12,441	\$25,774	\$67,887	\$122,290	\$223,153	\$214,487
Average Net Worth	\$26,279	\$65,771	\$278,552	\$508,140	\$806,226	\$1,213,251	\$839,090

Source: 2017 ESRI

Poverty Status - Living in Poverty						
	2014		2015		2016	
	Number Living in Poverty	% Living in Poverty	Number Living in Poverty	% Living in Poverty	Number Living in Poverty	% Living in Poverty
Overall Population	139,373	15.1%	126,571	13.5%	125,474	13.3%
Children Under 18	34,739	22.0%	31,782	20.2%	30,995	19.7%
Adults 18-64	82,739	14.9%	73,225	13.0%	74,065	13.1%
Adults Over 65	21,895	10.5%	21,564	10.0%	20,414	9.2%
Families	21,322	9.8%	19,251	8.8%	20,011	8.7%

Source: ACS 2016 1 Year Estimate

Income Compared to Poverty Status						
	2014		2015		2016	
	Population for whom poverty status is determined:	923,422	-	935,344	-	946,232
Under 1.00 (Doing Poorly)	139,373	15.1%	126,571	13.5%	125,474	13.3%
1.00 to 1.99 (Struggling)	185,165	20.1%	181,242	19.4%	172,533	18.2%
Under 2.00 (Poor or struggling)	324,538	35.2%	307,813	32.9%	298,007	31.5%
2.00 and Over (Doing ok)	598,884	64.9%	627,531	67.1%	648,225	68.5%

Source: ACS 2016 1 Year Estimate

Poverty by Race/Ethnicity						
	2014		2015		2016	
	White	90,394	12.0%	91,943	12.1%	91,952
Non-Hispanic White	76,680	11.1%	77,433	11.2%	77,874	11.2%
Black	29,277	31.4%	28,395	30.3%	27,469	29.3%
Asian	3,630	12.7%	3,427	11.7%	3,980	13.3%
American Indian/Alaskan Native	437	18.4%	438	17.3%	532	19.5%
Pacific Islander	121	16.1%	129	18.4%	67	8.8%
Other	2,567	28.7%	2,516	27.1%	2,141	21.0%
Multiracial	4,154	20.0%	4,795	20.9%	4,586	19.1%
Hispanic/Latino of Any Race	17,268	22.4%	18,071	22.6%	17,528	21.4%

Source: ACS 2016 5 Year Estimate

MIGRATION PATTERNS

Nativity		
	Pinellas	Tampa-St Petersburg -Clearwater MSA
Total Population	960,730	3,032,171
Native Born	850,454	2,628,176
Foreign Born	110,276	403,995
Naturalized Citizen	69,014	213,420
Not a Citizen	41,262	190,575
Source: ACS 2016 1 Year Estimate		

Foreign Born Population by Nativity			
Foreign Born Population	110,276	% of Foreign Born Population	% of County Population
Europe	33,855	30.7%	3.5%
Asia	27,678	25.1%	2.9%
Africa	3,462	3.1%	0.4%
Oceania	609	0.6%	0.1%
Latin America	36,709	33.3%	3.8%
North America	7,963	7.2%	0.8%
Source: ACS 2016 1 Year Estimate			

Native Population by Nativity			
Native Born Population	850,454	% of Native Born Population	% of County Population
Born in Florida	311,981	36.7%	32.5%
Born in a different state	520,204	61.2%	54.1%
Northeast	212,114	24.9%	22.1%
Midwest	165,639	19.5%	17.2%
South	107,708	12.7%	11.2%
West	34,743	4.1%	3.6%
Born in Puerto Rico, U.S. Island Area, or Abroad of American Parent(s)	18,269	2.1%	1.9%
Source: ACS 2016 1 Year Estimate			

2015-2016 Migration Patterns								
Age	In-migration flow				Out migration flow			Net
	Different Florida County	Different State	Different Country	Total	Different Florida County	Different State	Total	
1 to 4 Years	1,091	1,354	47	2,492	918	652	1,570	922
5 to 17 Years	2,687	2,214	494	5,395	2,394	1,608	4,002	1,393
18 to 24 Years	4,047	2,685	206	6,938	6,441	2,997	9,438	-2,500
25 to 34 Years	4,967	5,821	579	11,367	4,417	4,925	9,342	2,025
35 to 44 Years	3,536	2,790	694	7,020	3,670	1,812	5,482	1,538
45 to 54 Years	3,248	4,789	326	8,363	2,370	1,853	4,223	4,140
55 to 64 Years	1,653	6,849	1,081	9,583	2,514	2,216	4,730	4,853
65 to 74 Years	1,520	3,539	920	5,979	1,112	1,333	2,445	3,534
75 Years and Over	1,317	2,486	170	3,973	820	1,768	2,588	1,385
Sum	24,066	32,527	4,517	61,110	24,656	19,164	43,820	17,290
Source: ACS 2016 1 Year Estimate								

VETERANS

Veteran Status By Age & Sex			
	Male	Female	Total
18 to 34 Years	4,406	1,621	6,027
35 to 54 Years	11,679	1,929	13,608
55 to 64 Years	12,069	2,037	14,106
65 to 74 Years	24,120	498	24,618
75 Years and Over	25,272	815	26,087
Total	77,546	6,900	84,446
Source: ACS 2016 1 Year Estimate			

Veteran Educational Attainment (Age 25+)		
	Number	Percentage
Less Than High School Graduate	5,053	6.0%
High School Graduate (Includes Equivalency)	22,149	26.4%
Some College or Associate's Degree	30,059	35.8%
Bachelor's Degree or Higher	26,653	31.8%
Source: ACS 2016 1 Year Estimate		

Veteran Status and Employment (Civilian Population Age 18-64)		
	Veteran	Non-Veteran
Total	33,741	536,812
Labor Force	24,418	402,556
Employed	22,710	379,252
Unemployed	1,708	23,304
Labor Force Participation Rate	72.4%	75.0%
Employed %	93.0%	94.2%
Unemployed %*	7.0%	5.8%
Source: ACS 2016 1 Year Estimate		
*Census Bureau unemployment figures are higher than other measures because of survey methodology		

EDUCATION AND INNOVATION

Educational Attainment for Population 25 Years and Over		
Less Than High School	69,909	9.5%
High School Graduate (Includes Equivalency)	206,961	28.1%
Some College	243,061	33.0%
Bachelor's Degree	141,216	19.2%
Master's Degree	51,291	7.0%
Professional School Degree	14,619	2.0%
Doctorate Degree	8,504	1.2%
Source: ACS 2016 1 Year Estimate		

Field of Bachelor's Degree for First Major		
Age	Number	Percentage
25 to 39 years	51,426	
Science and Engineering	16,161	31.4%
Science and Engineering Related Fields	5,804	11.3%
Business	11,247	21.9%
Education	4,132	8.0%
Arts, Humanities and Others	14,082	27.4%
40 to 64 years	101,057	
Science and Engineering	27,805	27.5%
Science and Engineering Related Fields	11,404	11.3%
Business	27,801	27.5%
Education	11,186	11.1%
Arts, Humanities and Others	22,861	22.6%
65 years and over	63,147	
Science and Engineering	17,147	27.2%
Science and Engineering Related Fields	5,819	9.2%
Business	13,684	21.7%
Education	14,105	22.3%
Arts, Humanities and Others	12,392	19.6%
Source: ACS 2016 1 Year Estimate		

School Enrollment			
	Public	Private	Total
Population 3 years and over enrolled in school	146,244	35,767	182,011
Nursery school, preschool	6,722	4,397	11,119
Kindergarten to 12th grade	98,290	18,294	116,584
Kindergarten	7,784	1,817	9,601
Elementary: grade 1 to grade 4	26,867	5,366	32,233
Elementary: grade 5 to grade 8	29,491	6,030	35,521
High school: grade 9 to grade 12	34,148	5,081	39,229
College, undergraduate	35,564	7,197	42,761
Graduate, professional school	5,668	5,879	11,547
Source: ACS 2016 1 Year Estimate			

Pinellas County Schools Enrollment			
	PreK-12	Charter School Enrollment	Adult General Education
2016	103,242	5,844	18,441
2015	103,779	6,820	18,286
2014	104,104	6,248	18,534
Source: Pinellas County Schools			

High School Cohort Graduation Rate*	
2015-2016	80.10%
2014-2015	78.30%
2013-2014	76.20%
2012-2013	71.90%
Source: FL Department of Education	
*Does not include adult diplomas, GEDs, and special diplomas	

AP Testing (Public Schools)	
Test Takers	6,148
Exams Administered	10,461
Exams Scored 3+	4,555
Source: FL Department of Education	

College and Universities Degrees Awarded 2015-2016						
	St Petersburg College	USF - St Petersburg	USF - Entire System	Eckerd College	University of Tampa	St Leo University
Associates	4,545	45	281	492		774
Bachelors	1,216	882	9221	-	1,457	2,646
Masters	-	211	3204	-	466	1,454
Doctoral	-	-	703	-	-	-
Undergraduate Certificates	1,800	-	-	-	-	-
Graduate Certificates	-	-	-	-	8	40

Source: National Center for Education Statistics

Pinellas Technical College - Certificates Awarded 2015-2016		
	St Petersburg	Clearwater
<1 Year Certificate	166	279
1-2 Year Certificate	183	167

Source: National Center for Education Statistics

Stetson University College of Law - Degrees Awarded 2015-2016	
J.D.	287
LL.M. (Advanced Legal Studies)	24
LL.M. (International Legal Studies)	13

Source: National Center for Education Statistics

Regional Research Expenditures (\$000)			
	2013	2014	2015
USF - Tampa	459,409	488,641	485,354
USF - St Petersburg	6,905	6,908	7,292
USF - Sarasota-Manatee	1,041	1,026	1,595
Eckerd College	365	485	415
Florida Polytechnic	*	*	212
University of Tampa	1,197	2,835	1,449

Source: National Science Foundation

Tampa-St Petersburg-Clearwater MSA SBIR/STTR Awards						
	Phase I		Phase II		Total	
	Number of Awards	Amount	Number of Awards	Amount	Number of Awards	Amount
2016	4	\$604,770	0	0	4	\$604,770
2015	8	\$1,524,119	5	\$6,193,579	13	\$7717,698
2014	8	\$1,377,499	3	\$2,689,895	11	\$4,067,394

Source: SBIR.gov

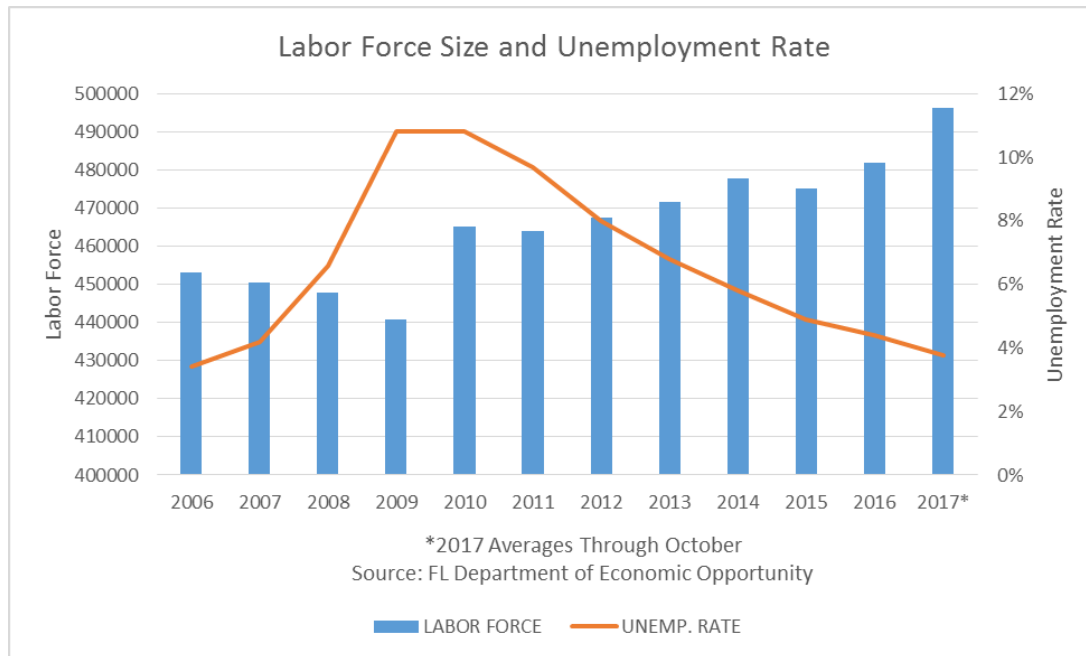
Florida High Tech Corridor Research Funds				
	Corridor Funds Invested	Cash Match	In-kind Match	Total Research Funds Allocated
2015-2016	\$3,548,519	\$7,303,331	\$875,250	\$11,727,100
2014-2015	\$5,275,813	\$7,939,328	\$4,577,988	\$17,793,129
2013-2014	\$4,992,313	\$7,537,405	\$3,869,303	\$16,399,021

Source: Florida High Tech Corridor

EMPLOYMENT

2016 Pinellas County Average Annual Employment				
	Labor Force	Employment	Unemployment	Unemployment Rate
Pinellas County	481,914	460,833	21,081	4.4%
Clearwater	57,109	54,592	2,517	4.4%
Dunedin	18,087	17,317	770	4.3%
Largo	40,019	38,158	1,861	4.7%
Pinellas Park	25,906	24,748	1,158	4.5%
St. Petersburg	137,712	131,802	5,910	4.3%
Tampa-St. Petersburg-Clearwater MSA	1,475,813	1,407,470	68,343	4.6%
Florida	9,838,935	9,358,571	480,364	4.9%

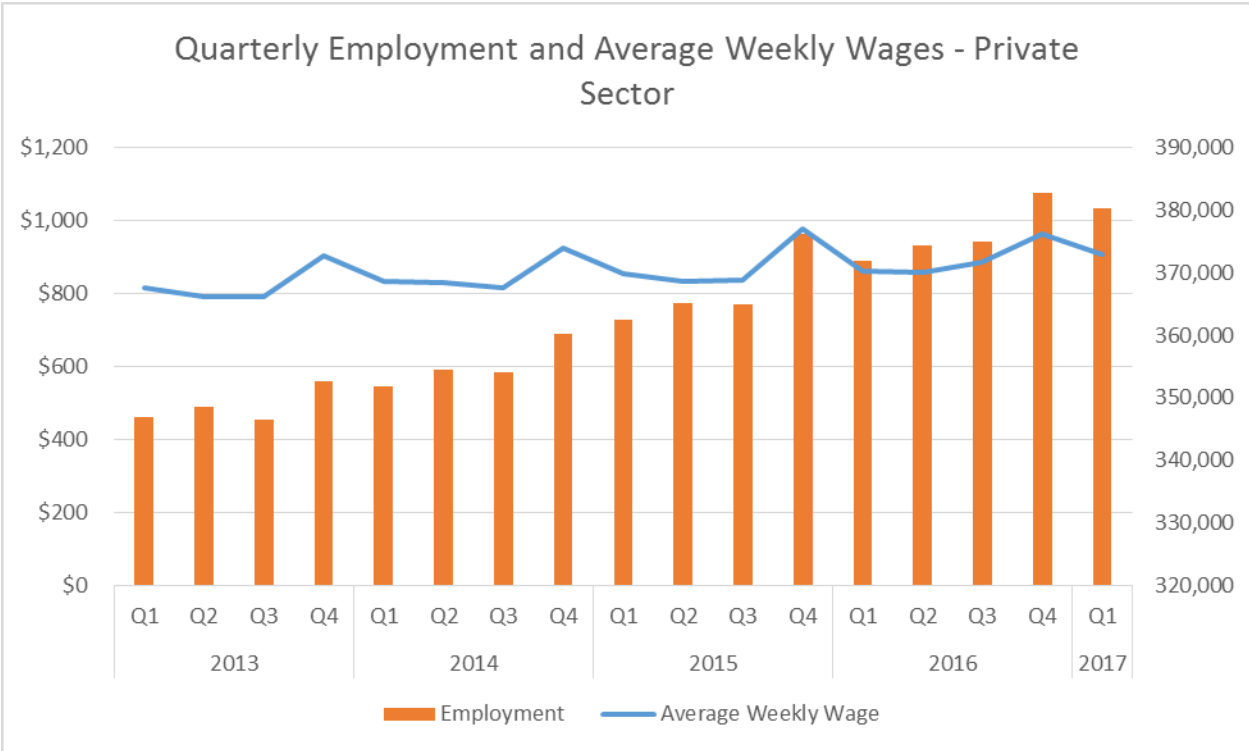
Source: FL Department of Economic Opportunity



2015 Primary Jobs - Inflow/Outflow Analysis	
Employed in with primary job in Pinellas	403,284
Employed in and living in Pinellas	255,252
Employed in Pinellas, but live outside	148,032
Live in Pinellas, but employed outside of the county	128,781
Net Commuters traveling into Pinellas	19,251

Source: US Census Bureau, OnTheMap

2016 Private Sector Employment*				
	Firms	Employees	Annual Payroll	Average Annual Wage
NAICS 11 Agriculture, forestry, fishing and hunting	48	157	\$3,881,501	\$24,710
NAICS 21 Mining, quarrying, and oil and gas extraction	8	11	\$ 434,296	\$40,400
NAICS 22 Utilities	31	684	\$62,508,982	\$91,421
NAICS 23 Construction	3,019	21,248	\$ 1,001,034,745	\$47,111
NAICS 31-33 Manufacturing	1,291	31,889	\$1,898,202,758	\$59,525
NAICS 42 Wholesale trade	1,500	13,176	\$908,207,968	\$68,930
NAICS 44-45 Retail trade	4,001	54,217	\$1,669,299,456	\$30,790
NAICS 48-49 Transportation and warehousing	504	5,002	\$215,146,240	\$ 43,009
NAICS 51 Information	493	6,837	\$425,867,265	\$62,291
NAICS 52 Finance and insurance	1,783	19,470	\$1,559,212,368	\$80,083
NAICS 53 Real estate and rental and leasing	1,995	10,108	\$391,281,031	\$38,710
NAICS 54 Professional and technical services	4,816	30,407	\$2,031,444,077	\$66,809
NAICS 55 Management of companies and enterprises	281	14,119	\$1,156,802,456	\$81,932
NAICS 56 Administrative and waste services	2,296	25,761	\$834,792,002	\$32,405
NAICS 61 Educational services	406	7,382	\$298,185,566	\$40,394
NAICS 62 Health care and social assistance	3,400	66,686	\$3,224,062,685	\$48,347
NAICS 71 Arts, entertainment, and recreation	516	7,823	\$357,637,480	\$45,718
NAICS 72 Accommodation and food services	2,504	47,239	\$959,687,985	\$20,316
NAICS 81 Other services, except public administration	2,718	12,555	\$428,213,568	\$34,107
NAICS 99 Unclassified	247	162	\$6,735,526	\$41,492
Sum	31,857	374,933	\$17,432,637,955	\$46,495
Source: Bureau of Labor Statistics QCEW				
*Does not include the self employed				



Job Counts for Major Occupations (by 2 Digit SOC Codes)			
	2012	2017	2022
Office and Administrative Support Occupations	74,602	80,740	81,902
Sales and Related Occupations	49,155	53,339	54,109
Food Preparation and Serving Related Occupations	40,035	46,446	49,963
Healthcare Practitioners and Technical Occupations	28,933	30,596	32,716
Business and Financial Operations Occupations	24,017	27,378	28,470
Production Occupations	21,821	23,265	22,602
Transportation and Material Moving Occupations	16,811	18,990	19,197
Management Occupations	16,708	18,413	19,529
Installation, Maintenance, and Repair Occupations	16,324	18,409	19,017
Construction and Extraction Occupations	15,280	18,252	18,940
Source: EMSI			

2016 Union Membership Tampa-St Petersburg-Clearwater MSA		
Sector	Number of Members	Percentage of Workforce
Private	27,187	2.3%
Public	35,802	23.3%
Total	62,989	4.7%
Source: Union Stats		

Occupations in Demand - Ranked by Annual Openings Categorized by typical entry level education and listed with average hourly wage			
Less than High School	High School or Equivalent	Some College/Associate's Degree/ Postsecondary Certification	Bachelor's Degree or Higher
Combined Food Preparation and Serving Workers (\$9.74)	Customer Service Representatives (\$14.77)	Nursing Assistants (\$12.41)	Registered Nurses (\$31.51)
Retail Salespersons (\$12.51)	Office Clerks, General (\$13.71)	Bookkeeping, Accounting, and Auditing Clerks (\$17.12)	Accountants and Auditors (\$33.43)
Waiters and Waitresses (\$12.82)	Secretaries and Administrative Assistants (\$15.35)	Medical Assistants (\$14.49)	General and Operations Managers (\$61.23)
Cashiers (\$9.79)	Receptionists and Information Clerks (\$12.94)	Hairdressers, Hairstylists, and Cosmetologists (\$12.79)	Business Operations Specialists (\$31.22)
Maids and Housekeeping Cleaners (\$10.23)	First-Line Supervisors of Office and Administrative Support Workers (\$26.36)	Licensed Practical and Licensed Vocational Nurses (\$20.81)	Postsecondary Teachers (\$35.77)
Stock Clerks and Order Fillers (\$11.97)	Maintenance and Repair Workers, General (\$15.20)	Heavy and Tractor-Trailer Truck Drivers (\$17.30)	Management Analysts (\$35.20)
Cooks, Restaurant (\$12.45)	First-Line Supervisors of Food Preparation and Serving Workers (\$18.41)	Heating, Air Conditioning, and Refrigeration Mechanics and Installers (\$18.10)	Human Resources Specialists (\$25.71)
Janitors and Cleaners (\$11.27)	First-Line Supervisors of Retail Sales Workers (\$20.64)	Automotive Service Technicians and Mechanics (\$18.10)	Market Research Analysts and Marketing Specialists (\$31.59)
Laborers and Freight, Stock, and Material Movers (\$12.01)	Sales Representatives, Services, All Other (\$26.53)	Teacher Assistants (\$12.22)	Elementary School Teachers (\$21.83)
Food Preparation Workers (\$10.95)	Security Guards (\$10.58)	Computer User Support Specialists (\$21.49)	Software Developers (\$39.82)

Source: EMSI

Major Targeted Industry Employers			
Aviation Aerospace	Information Technology	Business and Financial Services	Life Sciences and Medical Technology
GE Aviation Systems	Home Shopping Network	Raymond James	ConMed Linvatec
Lockheed Martin	Tech Data	Fidelity Information Services	Baxter Healthcare Manufacturing
AAR Manufacturing	Vology	Ceridian Benefits Services	Catalent Pharma Solutions
Belac	ComDesign	SKULocal	Bausch and Lomb
Jormac Aerospace	Verifone	Accenture	Lincare
Basewest	Nielsen Media Research	Transamerica	Oscor
Defense and Homeland Security			
Raytheon Services	General Dynamics	Draper	SRI International
Honeywell	DRS Technologies	Homeland Intelligence Technologies	National Forensic Science Technology Center

INDUSTRY

2016 Location Quotients by Industry - Private Sector			
Pinellas LQ vs...	MSA	State	National
NAICS 11 Agriculture, forestry, fishing and hunting	0.05	0.04	0.04
NAICS 21 Mining, quarrying, and oil and gas extraction	0.20	0.08	0.01
NAICS 22 Utilities	0.47	0.59	0.42
NAICS 23 Construction	0.92	0.89	1.08
NAICS 31-33 Manufacturing	1.49	1.80	0.88
NAICS 42 Wholesale trade	0.84	0.77	0.76
NAICS 44-45 Retail trade	0.97	0.97	1.16
NAICS 48-49 Transportation and warehousing	0.59	0.40	0.36
NAICS 51 Information	0.84	0.99	0.83
NAICS 52 Finance and insurance	0.76	1.07	1.13
NAICS 53 Real estate and rental and leasing	1.18	1.11	1.61
NAICS 54 Professional and technical services	0.94	1.15	1.17
NAICS 55 Management of companies and enterprises	1.59	2.79	2.15
NAICS 56 Administrative and waste services	0.88	0.78	0.98
NAICS 61 Educational services	1.00	0.98	0.91
NAICS 62 Health care and social assistance	1.14	1.24	1.20
NAICS 71 Arts, entertainment, and recreation	0.93	0.70	1.19
NAICS 72 Accommodation and food services	1.13	0.98	1.20
NAICS 81 Other services, except public administration	1.03	0.92	0.97
NAICS 99 Unclassified	0.83	0.77	0.20
Source: Bureau of Labor Statistics QCEW			

Manufacturing						
	Pinellas		Tampa-St. Petersburg-Clearwater MSA		Florida	
	Number of Firms	Number of Employees	Number of Firms	Number of Employees	Number of Firms	Number of Employees
2016	1,291	31,889	2,850	63,777	20,271	354,863
2015	1,303	30,913	2,833	61,181	19,590	342,380
2014	1,306	30,142	2,857	60,561	19,253	331,059
Source: Bureau of Labor Statistics QCEW						

Arts and Culture Industry Impact - FY2015			
	Nonprofit Art and Culture Organizations	Art and Culture Audience Spending	Total
Total Organization Expenditures	\$100,195,060	\$140,781,982	\$240,977,042
Full-Time Equivalent Jobs	3,889	3,322	7,211
Resent Household Income	\$82,083,000	\$73,161,000	\$155,244,000
Local Government Revenue	\$5,489,000	\$6,132,000	\$11,621,000
State Government Revenue	\$8,814,000	\$9,316,000	\$18,130,000
Source: Americans for the Arts - Arts & Economic Prosperity 5			

Tourism						
	Total Visitors	Occupancy Rate	Visitor Median HH Income	Avg. Room Rate	Average Length of Stay in Area	Room Nights
2016	6,349,500	76.8%	\$123,022	\$146.29	5.6	7,354,900
2015	6,197,500	77.2%	\$121,030	\$138.26	5.6	7,310,800
2014	5,885,800	74.4%	\$117,559	\$119.32	5.8	7,021,700
Source: Research Data Services						

Food & Drink	
Type	Number
Restaurants w/ Seating	1,867
Restaurants w/o Seating	172
Mobile Restaurants	150
Breweries	35
Wineries	12
Florida Department of Professional and Business Regulations	

Lodgings		
	# of Businesses	# of Units
Hotels	78	8,312
Motels	217	9,019
Bed & Breakfasts	14	90
Vacation Rentals	219	3,906
Temporary Apartments	98	1,369
Florida Department of Professional and Business Regulations		

Exports			
	2014	2015	2016
Total MSA Exports	\$5,817,256,543	\$5,660,423,267	\$5,702,874,344
% of State Exports	9.90%	10.80%	11.20%
MSA County Totals & Percentage of MSA Exports			
Pinellas	\$3,176,196,558 (54.6%)	\$2,486,576,307 (43.9%)	\$2,949,390,796 (51.7%)
Hillsborough	\$2,488,093,288 (42.8%)	\$2,987,996,043 (52.8%)	\$2,640,514,761 (46.3%)
Pasco	\$119,608,796 (2.1%)	\$156,855,381 (2.8%)	\$87,085,497 (1.5%)
Hernando	\$33,357,901 (0.6%)	\$28,995,536 (0.5%)	\$25,883,290 (0.5%)
Top 3 Export Markets			
1	Mexico (\$1,960,432,515)	Mexico (\$1,452,572,333)	Mexico (\$1,881,250,810)
2	Canada (\$582,857,480)	Canada (\$528,957,013)	Canada (\$448,766,551)
3	Brazil (\$433,919,877)	India (\$346,364,255)	India (\$265,955,335)
Top 5 Exported Products			
1	Computer and Electronic Product Manufacturing (\$2,075,748,736)	Chemical Manufacturing (\$1,860,214,873)	Computer and Electronic Product Manufacturing (\$1,952,343,049)
2	Chemical Manufacturing (\$1,286,083,589)	Computer and Electronic Manufacturing (\$1,477,693,321)	Chemical Manufacturing (\$1,646,925,146)
3	Machinery Manufacturing (\$376,515,087)	Machinery Manufacturing (\$359,818,841)	Machinery Manufacturing (\$303,634,831)
4	Miscellaneous Manufacturing (\$276,351,383)	Electrical Equipment, Appliance, and Component Manufacturing (\$277,382,509)	Miscellaneous Manufacturing (\$272,131,281)
5	Food Manufacturing (\$268,244,718)	Miscellaneous Manufacturing (\$266,515,909)	Electrical Equipment, Appliance, and Component Manufacturing (\$264,134,722)
Source: International Trade Administration			

CONSUMER SPENDING

Consumer Spending		
	Total Spent	Average Spending
Apparel & Services	\$797,953,063	\$1,835.52
Education	\$526,923,679	\$1,212.07
Entertainment/Recreation	\$1,181,703,042	\$2,718.25
Food at Home	\$1,916,446,399	\$4,408.37
Food Away from Home	\$1,253,552,145	\$2,883.53
Health Care	\$2,183,254,010	\$5,022.10
HH Furnishings & Equipment	\$738,310,445	\$1,698.32
Personal Care Products & Services	\$304,428,701	\$700.27
Shelter	\$6,153,929,609	\$14,155.78
Support Payments/Cash Contributions/Gifts in Kind	\$917,825,927	\$2,111.26
Travel	\$776,322,631	\$1,785.76
Vehicle Maintenance & Repairs	\$409,814,410	\$942.69
Source: 2017 ESRI		

Gross and Taxable Sales: Pinellas County			
	Gross	Taxable	Collected
2016	\$40,701,102,275	\$15,916,954,790	\$963,954,541
2015	\$40,275,452,592	\$15,440,961,511	\$937,005,740
2014	\$37,169,561,656	\$ 14,382,960,332	\$877,272,764
Source: Florida Department of Revenue			

Gross and Taxable Sales: Tampa-St. Petersburg-Clearwater MSA			
	Gross	Taxable	Collected
2016	\$130,248,771,238	\$55,262,912,380	\$2,979,423,523
2015	\$126,462,920,073	\$52,672,596,932	\$2,842,111,888
2014	\$120,162,563,223	\$48,696,266,988	\$2,636,231,155
Source: Florida Department of Revenue			

TAXES

2017 Real Property Tax Millage Rates					
County Wide	17.0957	Indian Shores	17.13	Safety Harbor	19.21
Belleair	21.1857	Kenneth City	19.2692	St. Pete Beach	17.66
Belleair Beach	16.5494	Largo	21.0013	St. Petersburg	23.882
Belleair Bluffs	20.61	Madeira Beach	17.46	Seminole	17.7393
Belleair Shore	15.1694	North Redington Beach	16.26	South Pasadena	18.51
Clearwater	20.415	Oldsmar	19.31	Tarpon Springs	20.68
Dunedin	19.3945	Pinellas Park	21.0433	Treasure Island	17.8468
Gulfport	19.299	Redington Beach	17.0749		
Indian Rocks Beach	17.19	Redington Shores	17.06		

Source: Pinellas County Tax Collectors Office

Sales Tax Collections			
	Local Option Sales Tax	Tourist Development Tax	Local Option Gas Taxes
FY 2017	\$137,838,271.76	\$53,367,870.54	\$29,167,496.20
FY 2016	\$134,146,416.00	\$46,413,256.00	\$29,014,195.00
FY 2015	\$128,422,172.00	\$38,217,428.00	\$27,870,670.00

Source: Florida Department of Revenue

Tourism Development Tax*			
	FY 15	FY 16	FY 17
Total Collected	\$38,825,114.30	\$48,989,895.13	\$54,787,340.25

Source: Pinellas County Tax Collector's Office

* Tax increased from 5% to 6% on January 1, 2016

Tourism Development Tax				
	FY 16	FY 17	Change	% Change
October	\$2,659,745.54	\$3,472,835.47	\$813,089.93	30.6%
November	\$2,359,229.32	\$3,101,037.59	\$741,808.27	31.4%
December	\$2,836,704.49	\$3,460,437.23	\$623,732.74	22.0%
January*	\$3,883,063.97	\$4,472,160.34	\$589,096.37	15.2%
February	\$5,114,170.55	\$5,249,386.32	\$135,215.77	2.6%
March	\$7,580,357.36	\$7,799,932.91	\$219,575.55	2.9%
April	\$5,224,561.17	\$5,936,231.51	\$711,670.34	13.6%
May	\$4,206,164.29	\$4,596,180.48	\$390,016.19	9.3%
June	\$4,474,646.99	\$4,709,369.71	\$234,722.72	5.2%
July	\$4,830,809.13	\$5,210,931.19	\$380,122.06	7.9%
August	\$3,325,707.80	\$3,562,407.65	\$236,699.85	7.1%
September	\$3,006,698.42	\$3,216,429.85	\$209,731.43	7.0%

Source: Pinellas County Tax Collector's Office

* Tax increased from 5% to 6% on January 1, 2016

REAL ESTATE

Industrial Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	NNN Rent
Q3 2017	60,133,781	2.8%	\$5.30
Q3 2016	59,920,161	4.2%	\$5.26
Q3 2015	59,850,043	5.3%	\$5.36
Source: CoStar 11/21/17			

Flex Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	NNN Rent
Q3 2017	9,736,395	6.7%	\$8.97
Q3 2016	9,959,239	9.6%	\$7.83
Q3 2015	9,959,239	10.7%	\$6.60
Source: CoStar 11/21/17			

Office Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	Gross Rent
Q3 2017	41,334,969	7.8%	\$17.99
Q3 2016	41,954,403	9.9%	\$17.67
Q3 2015	42,005,263	11.0%	\$16.97
Source: CoStar 11/21/17			

Retail Real Estate			
	Total Rentable Sq. Ft.	Vacancy Rate	NNN Rent
Q3 2017	55,876,915	5.6%	\$17.29
Q3 2016	56,281,971	5.9%	\$15.69
Q3 2015	56,052,592	6.5%	\$14.26
Source: CoStar 11/21/17			

Multi-Family Real Estate Rentals					
	Vacancy	Effective Rent Per Unit	Units Under Construction	Effective Rent Per Sq Ft	Concessions
Q3 2017	5.4%	\$1,038	2,831	\$1.18	1.3%
Q3 2016	5.9%	\$999	2,280	\$1.13	1.3%
Q3 2015	5.4%	\$947	1,811	\$1.08	0.7%
Source: CoStar 11/21/17					

2016 Housing Unit Building Permits			
	Buildings	Units	Value
Single Family	1,007	1,007	\$ 291,924,853
Duplex	2	4	\$ 466,040
Triplex/Quadplex	1	3	\$ 897,000
Apartment Complex	17	1,118	\$ 173,696,152
Total	1,027	2,132	\$ 466,984,045
Source: US Census Bureau			

Housing Stock Age										
	Built 1939 or Earlier	Built 1940 To 1949	Built 1950 To 1959	Built 1960 To 1969	Built 1970 To 1979	Built 1980 To 1989	Built 1990 To 1999	Built 2000 To 2009	Built 2010 or Later	Total
All Residential	19,587	17,582	69,425	73,774	133,663	93,558	53,346	36,718	9,819	507,472
All Occupied	16,222	13,128	59,912	61,249	101,333	73,904	42,826	29,999	8,695	407,268
Owner Occupied	9,553	7,750	43,867	40,160	65,638	49,788	27,018	17,880	3,528	265,182
Renter Occupied	6,669	5,378	16,045	21,089	35,695	24,116	15,808	12,119	5,167	142,086
"Vacant"*	3,365	4,454	9,513	12,525	32,330	19,654	10,520	6,719	1,124	100,204
Source: American Community Survey 1 Year 2016										
*Figures includes vacation homes, vacation rental properties, and time shares										

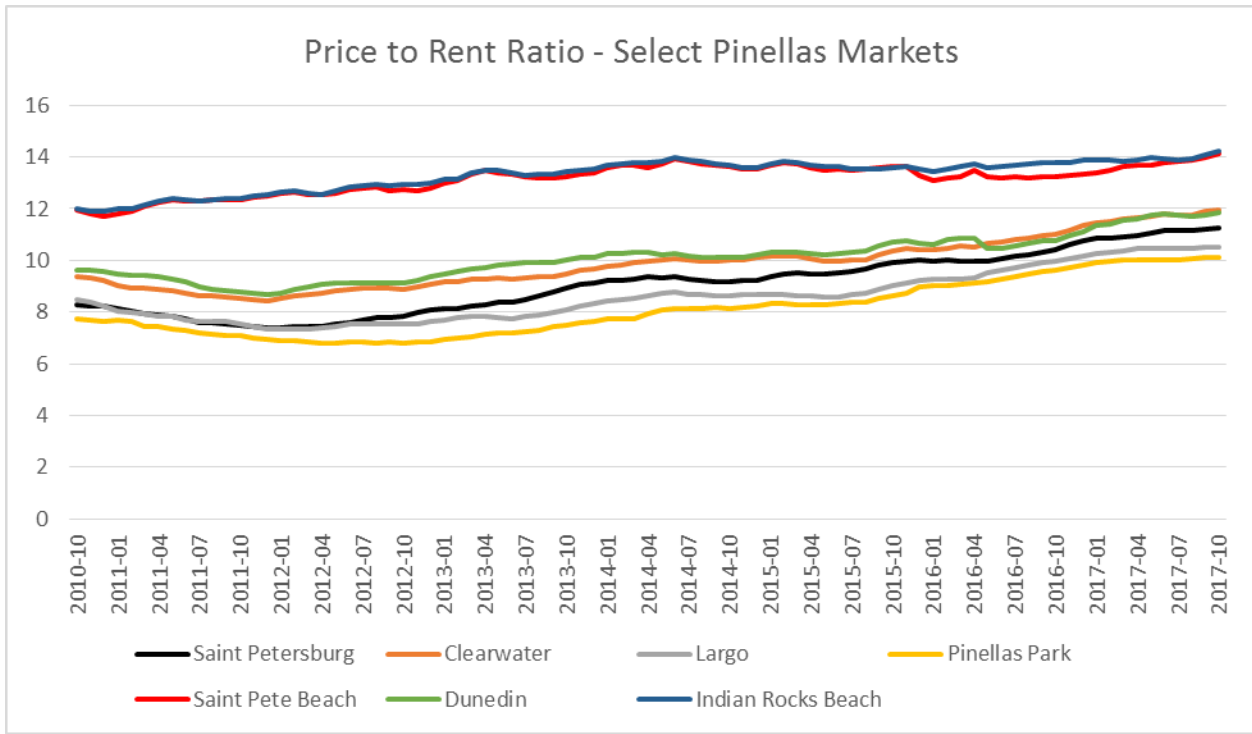
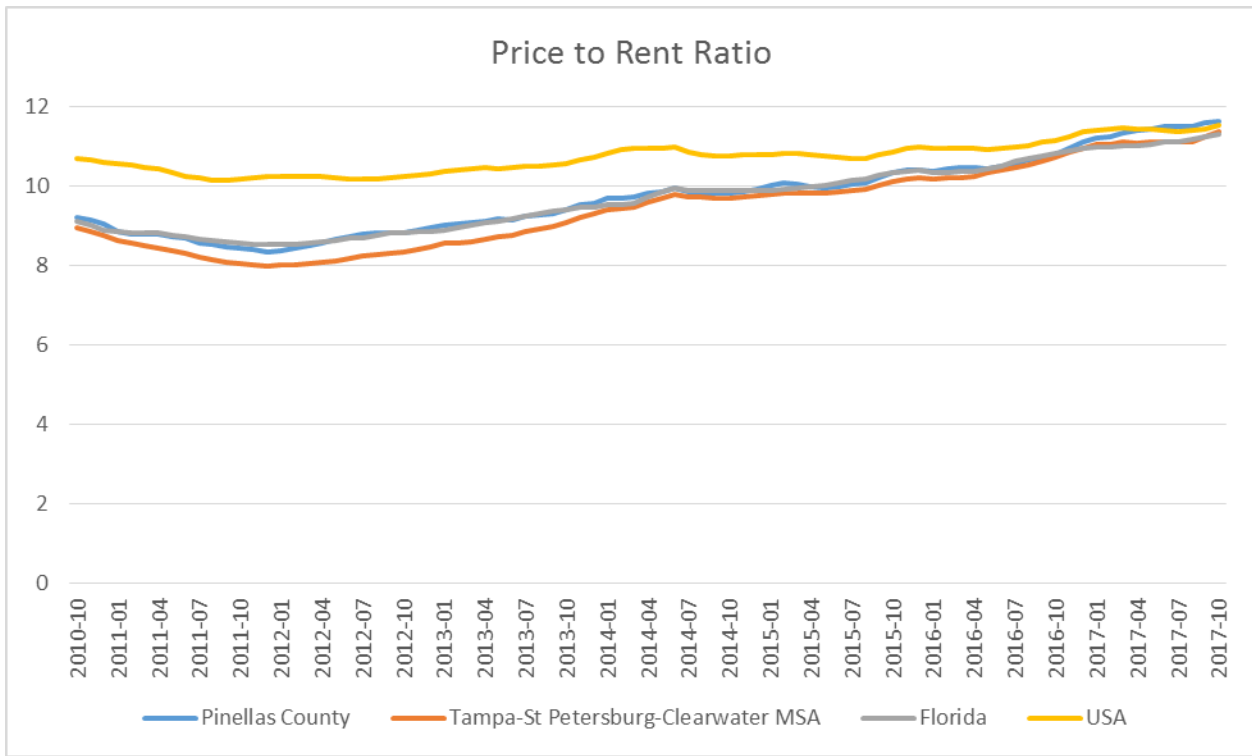
Residential Vacancy by Type		
Total	100,204	
For Rent	8,761	8.7%
Rented, Not Occupied	2,381	2.4%
For Sale Only	8,541	8.5%
Sold, Not Occupied	4,238	4.2%
For Seasonal, Recreational, or Occasional Use	50,077	50.0%
Other Vacant	26,206	26.2%
Source: ACS 2016 1 Year Estimate		

Housing Median Sales Price						
	2011	2012	2013	2014	2015	2016
Single Family Homes	\$150,000	\$155,000	\$170,000	\$185,900	\$197,500	\$215,000
Condominiums	\$90,000	\$93,000	\$100,000	\$109,000	\$114,700	\$118,000
Source: Florida Housing Data Clearinghouse						

Average Sale Price						
	2011	2012	2013	2014	2015	2016
Single Family Homes	\$222,661	\$222,113	\$236,087	\$252,122	\$257,425	\$272,862
Condominiums	\$160,000	\$167,669	\$171,609	\$183,208	\$194,510	\$189,625
Source: Florida Housing Data Clearinghouse						

Gross Rent								
Rent	Less Than \$300	\$300 to \$599	\$600 to \$799	\$800 to \$999	\$1,000 to \$1,249	\$1,250 to \$1,499	\$1,500 to \$1,999	\$2,000 or More
Units	3,827	8,240	24,534	33,507	30,150	15,393	14,721	6,039
Source: ACS 2016 1 Year Estimate								

Median Gross Rent						
Studio	1 Bedroom	2 Bedrooms	3 Bedrooms	4 Bedrooms	5 or More Bedrooms	Overall
\$775	\$809	\$1,056	\$1,356	\$1,567	\$1,259	\$988
Source: ACS 2016 1 Year Estimate						



Source: Zillow Open Data

Price to Rent Ratio: Projected median house sale price divided by the projected median annual rent in a location based on Zillow’s house value algorithms (“Zestimate” and “Rental Zestimate”). Approximately the inverse of cap rate. Generally, higher numbers suggest renting is a better deal and lower numbers suggest owning is a better deal.

UTILITIES

Residential Electricity							
		kWh					
Utility	Minimum Bill kWh Utility or Customer Charge	100	250	500	750	1,000	1,500
Duke Energy Florida, LLC	\$8.76	\$18.73	\$33.70	\$58.64	\$83.55	\$108.48	\$170.17
Tampa Electric Company	\$15.00	\$23.85	\$37.15	\$59.29	\$81.43	\$103.56	\$157.85
Florida Public Service Commission Dec 31, 2016							

Residential Natural Gas								
		Therms						
	Minimum Bill or Customer Charge	10	20	30	40	50	75	100
Peoples Gas System	\$15 - \$20	\$28.14	\$41.28	\$59.42	\$72.56	\$85.70	\$118.55	\$151.40
Florida Public Service Commission Dec 31, 2016								

Commercial Electricity								
		kWh						
Utility		750	1,500	15,000	45,000	150,000	400,000	800,000
Duke Energy Florida, LLC		\$88	\$165	\$1,315	\$3,465	\$11,523	\$28,682	\$57,352
Tampa Electric Company		\$89	\$160	\$1,665	\$4,154	\$13,777	\$33,212	\$66,394
Florida Public Service Commission Dec 31, 2016								

Commercial Gas								
		Therms						
	Minimum Bill or Customer Charge	30	50	70	90	150	200	300
Peoples Gas System	\$25 - \$35	\$65.84	\$93.06	\$120.29	\$147.51	\$229.19	\$287.15	\$413.23
Florida Public Service Commission Dec 31, 2016								

Residential Water				
	Base Charge	Charge Per M Gallons	5M Bill	10M Bill
Utilities, Inc. of Florida - Pinellas	\$12.33	\$6.96	\$47.13	\$81.90
Florida Public Service Commission Dec 31, 2016				

Residential Wastewater				
	Base Charge	Charge Per M Gallons	Maximum Gallons	Maximum Bill
Utilities, Inc. of Florida - Mid-County	\$16.22	\$3.33	10M	\$49.52
Florida Public Service Commission Dec 31, 2016				

COST OF LIVING

Cost of Living Index (COLI)							
	Composite Index	Grocery	Housing	Utilities	Transportation	Healthcare	Misc.
Tampa, FL*	94.7	96.7	76.7	122.7	111.2	98.6	95.1
Denver, CO	110.7	98.1	131.5	92.5	102.5	104	107.6
Atlanta, GA	97.8	107.2	94.1	81.3	98.8	108.2	100.2
Durham, NC	91.9	99.4	82.3	83.2	103.3	93	95.7
Charlotte, NC	96.9	101	86.9	103.8	98.4	106.8	99.7
Cleveland, OH	101.2	110.2	87.6	103.4	103.1	101.7	107.2
Pittsburgh, PA	97.9	110.2	88.6	113	103.6	93.8	94.9
Charleston-North Charleston, SC	103.9	99.3	94.8	120.5	94	103.6	110.7
Nashville- Murfreesboro, TN	96.9	95	90.9	91.8	101.3	81.6	104.4
Austin, TX	96.5	86.5	101.5	83.7	92.4	99.7	101
New Orleans, LA	101.3	98.7	109.1	82.6	107.7	97.4	100.2
Little Rock-North Little Rock, AR	95.1	95.2	89.9	114	92	93.3	94.9
San Diego, CA	146.9	115.5	241.7	123.5	123.7	106.8	102.2
Richmond, VA	95.4	88.7	87.9	104.7	93.8	109	100.1
Dallas, TX	100.8	95.8	105.1	105.9	101.2	99	97.9
Las Vegas, NV	104.7	103.8	109.7	86.3	108.3	104.2	105.4
Minneapolis, MN	104.8	104.9	103.4	92	107.2	101.9	109.1
Baltimore, MD	114.1	101.3	143.3	106.7	96.8	89.5	105.8
Miami-Dade County, FL	111.8	99.5	139	99.7	110.5	98.1	100.6
Fort Lauderdale, FL	117.3	99.5	156.1	98.4	112	97.2	102.8
Source: The Council for Community and Economic Research (C2ER)							
*Tampa is the closest participating city							

TRANSPORTATION

International Airports			
	Passengers (2016)	Gates	Non-stop Destinations
St Petersburg-Clearwater International (PIE)	1,837,035	10	62
Tampa International Airport (TPA)	18,931,922	62	85
Sarasota-Bradenton International (SRQ)	1,186,605	14	14

General Aviation Airports	
Albert Whitted Airport (St Petersburg)	Clearwater Air Park

Pinellas County Registered Aircrafts	
Ownership	Total
Co-owned	55
Corporation	407
Government	8
Individual	357
Other	2
Partnership	4
Total	833
Source: FAA as of October 13, 2017	

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

Public Transportation	
Total Fixed Route Passenger Trips	13,081,182
Total DART Passenger Trips (ADA Paratransit)	303,041
Total Passenger Trips	13,384,223
Total Revenue Miles	8,782,696
Full Time Employees	604
Source: PSTA, 2016	

Registered Vehicles									
	Autos & Pickups	Motorcycles	Mobile Homes	Heavy Trucks	Travel Trailers	Vessels	Vehicle Trailers	Buses & Tools	Totals
September 2017	689,890	32,122	54,923	51,941	6,737	44,030	65,336	2,729	947,708
September 2016	680,586	32,669	54,963	49,409	6,320	43,487	64,335	2,735	934,504
September 2015	663,695	32,632	55,473	46,169	6,143	42,484	62,115	2,714	911,425
Source: Florida Department of Highway Safety and Motor Vehicles									

Licensed Drivers by Age and Gender											
	15-18	19-29	30-39	40-49	50-59	60-64	65-69	70-79	80-89	90+	Total
Female	11,714	57,571	54,126	56,562	75,173	36,486	32,684	42,454	20,047	3,896	390,713
Male	11,261	57,055	53,932	55,814	71,742	33,290	30,208	37,913	16,158	2,820	370,193
Total	22,975	114,626	108,058	112,376	146,915	69,776	62,892	80,367	36,205	6,716	760,906
Source: Florida Department of Highway Safety and Motor Vehicles											

Travel Time to Work		
	Number	Percent
Less Than 5 Minutes	7,689	1.9%
5 to 14 Minutes	96,169	24.0%
15 to 29 Minutes	161,779	40.4%
30 to 44 Minutes	83,185	20.8%
45 to 59 Minutes	29,108	7.3%
60 to 89 Minutes	16,513	4.1%
90 or More Minutes	6,419	1.6%
Source: ACS 2016 1 Year Estimate		

Means of Transportation to Work for Workers 16 Years and Over		
Workers 16 Years and Over:	436,805	
Car, Truck, or Van	372,145	85.2%
Drove Alone	338,061	77.4%
Carpooled	34,084	7.8%
Public Transportation (Includes Taxi)	8,510	2.0%
Motorcycle	2,306	0.5%
Bicycle	5,663	1.3%
Walked	7,524	1.7%
Other Means	4,714	1.1%
Worked At Home	35,943	8.2%
Source: ACS 2016 1 Year Estimate		

2016 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	9,709	6,366	23,893	6,090	1,012	58	2	899	48,029
Commercial	74	133	621	276	80	16	1	10	1,211
Total	9,783	6,499	24,514	6,366	1,092	74	3	909	49,240
Source: Florida Department of Highway Safety and Motor Vehicles									

Port of Tampa Bay	
Dry Bulk Cargo Tons	13,618,586
Liquid Bulk Cargo Tons	22,821,560
General Cargo Tons	1,085,308
Container	439,800
Scrap	370,775
Steel Products	247,438
Vehicles	7,187
Other General Cargo	20,108
Cruise Passengers	813,800
TEUS	49,716
Source: Port of Tampa Bay FY 16 Report	

Port of Manatee	
Dry Bulk Tons	1,326,741
Break Bulk Tons	548,855
Liquid Bulk Tons	5,571,068
Container Tons	363,195
TEUS	39,726
Source: Port of Manatee FY 2017 Report	