

Pinellas County's Existing Economy

OVERVIEW

The Pinellas County economy is a diverse blend of industries that reflect its past, its climate and geography, its unique coastal character and its position as a high-tech, business-oriented community. This chapter of the *Economic Element* begins by covering some of the basic factors and trends that have contributed to the current state of the Pinellas County economy, such as population, age, education and other demographic-related variables. It then examines economic and resource data such as employment levels, income, cost of living and affordability, costs of business, physical resources, educational resources, and infrastructure. After that, the chapter delves into Pinellas County's business sectors, and discusses important trends and changes that have taken place over the past 30 to 40 years. That is followed by a more detailed look at the current state of the economy, in terms of specific economic sector numbers, over the past decade and an assessment of the major sectors of the Pinellas economy. It should be noted that many of the topics covered in this chapter includes data from various comparison areas to help gauge and provide context for Pinellas County data and trends. That way, it is easier to ascertain Pinellas County's position in regards to its peers. There will be a short discussion on each of the comparison areas, including an explanation as to why they were selected for such purposes and their relationship to Pinellas County.

COMPARISON AREAS

As briefly mentioned above, data for comparison areas are included for many topics throughout this chapter in an effort to provide a benchmark and context for Pinellas County numbers. Without comparisons, it would be difficult to properly analyze trends and what the data are actually conveying. Pinellas County has similar economic characteristics with several other counties across the country. The following counties were chosen for analysis based upon those economic attributes: Broward County, Florida; Dallas County, Texas; DeKalb County, Georgia; Denver County, Colorado; Duval County, Florida; and Mecklenburg County, North Carolina. Comparisons were also made to the counties located within the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area, and Manatee and Sarasota Counties, outside of the local MSA but within the Tampa Bay region. Descriptions of each of the areas outside of the local MSA are below. These descriptions give a broad overview of the local economies of the areas and provide an explanation as to why comparison data is included for them in this Element. First, however, a short description of Pinellas County begins the section.

Pinellas County, Florida

Pinellas County is an urban county located along the west coast of Florida on a peninsula separating Tampa Bay from the Gulf of Mexico, within the Tampa-St. Petersburg-Clearwater Metropolitan Statistical Area. In land area, the County is small – only 280 square miles in size – yet its population of over 948,000 permanent residents in 2006 makes it the fifth most populous county in Florida, and the 45th in the nation. Demographically, Pinellas County is one

of the few counties in Florida that is actually getting younger. In 1990, the percentage of residents over the age of sixty-five was 26 percent (%). By 2000 it was down to 23% and in 2006 it further fell to 21% (see **Table 4**). Much of the new population is composed of working-age individuals, as reflected in the growth of the 40-64 year age group from 26.9% in 1990, to 32.34% in 2000, to 36.43% in 2006.

The most recent data show that the services (35%), trade (14%), and healthcare (11%) sectors employ nearly 60% of the Pinellas County workforce (see **Table 27**). The per capita income is \$41,448. In 2006, Pinellas County had less than 8,125 acres of vacant and developable land remaining, which is equivalent to only 5.1% of the total land area. The population in Pinellas County is anticipated to only increase by about 6.59% from 2006 numbers to 1,010,585 by 2030, largely due to the fact that the County is nearing a state of build-out and redevelopment offers the best opportunities for growth within the County. There are 24 separate municipalities within Pinellas County's borders.

Broward County, Florida

Broward County is located on the east coast of Florida in the Southeast Florida Metropolitan Statistical Area (MSA), which is the sixth largest MSA in the United States. Broward County had a 2006 population of 1,772,745 permanent residents clustered onto 423 square miles (the remaining land area of the county – 797 square miles – is designated as conservation and off-limits to development), making it more densely populated than Pinellas County. The Broward County Planning Department is estimating that by 2030, the county will have over 2.4 million permanent residents within its 31 cities and the unincorporated area, a 37.6% increase from 2006. In 2006, the average age of Broward County residents was 39, and the per capita income was \$39,743. Major cities within Broward County include Fort Lauderdale, Pembroke Pines, and Hollywood.

The make-up of the local economy in Broward County has similarities to that of Pinellas County. With a strong tourism component, the trade (34%), services (22%), and health care (13%) sectors employ almost 70% of the local workforce. Broward County is also similar to Pinellas County in that is approaching a state of build-out, with only 18,901 acres (2.4%) of vacant developable land available in 2006. Much like Pinellas, growth in Broward will need to be achieved through redevelopment and the utilization of brownfield areas. The large number of local municipalities is another important similarity.

Dallas County, Texas

Dallas County is located in the Dallas-Fort Worth-Arlington MSA, which is the second-largest in Texas with over three million people. Dallas County had a 2006 population of 2,337,956 permanent residents, making it to ninth most populous county in the United States. Dallas is the largest city within the county, which is the third largest city in Texas and the ninth largest city in the United States. The population is expected to increase to 2,817,200 by 2030, a 20.5% increase from 2006. Dallas County is home to the Dallas-Fort Worth International Airport which encompasses 18,000 acres and is the third busiest airport in the nation. In 2006, the average age of Dallas County residents was 32.8 years, and the per capita income was \$43,520. It is a large county in land area, covering 908 square miles.

The industries employing the greatest number of people include services (30%), trade (16%), manufacturing (8%), and healthcare (8%). Dallas County is similar to Pinellas County in the

large percentage of persons employed in the services, trade and healthcare sectors of the economy. It is also similar in that it is a major component of a much larger metropolitan area located in the southern tier of the nation. One major difference between Dallas County and Pinellas County lies in the fact that while Dallas County has more than twice the population of Pinellas County, over 37% (251,062 acres) of the total acreage in Dallas County is still vacant and developable.

DeKalb County, Georgia

DeKalb County, the third most populous county in Georgia with a 2006 population of 730,455, is located in the Atlanta metropolitan area and in the Atlanta-Sandy Springs-Marietta MSA. In 2006, the average age of DeKalb County residents was 35.4, and the per capita income was \$35,902.

The services (33%), trade (14%), government (12%), and healthcare (10%) sectors employ the greatest numbers of employees in DeKalb County, similar to the employment make-up of Pinellas County and the other comparison areas. DeKalb County is not facing a build-out situation, and is anticipating population growth of nearly 29% by 2030, bringing the county's population to 940,127. It is, however, similar to Pinellas County in that it is an important component of one of the largest metropolitan areas in the southeastern United States. It is also very similar in land area, covering 271 square miles.

Denver County, Colorado

Included in the Denver-Aurora MSA, Denver County is actually the consolidated City and County of Denver, making it the 26th most populous city in the United States. The median age in Denver County is 35 years, significantly younger than Pinellas County, and the per capita income was \$50,193, the second highest of the comparison areas. In 2006, Denver County was home to an estimated 575,817 permanent residents.

The industries employing the greatest number of people include services (32%), government (14%), trade (11%), and healthcare (9%), similar to Pinellas County with the exception of the high percentage of government workers, stemming from its status as the capital of Colorado and the major hub of the Rocky Mountain region of the United States. The population of Denver County is anticipated to increase by 47% by 2030, with a resulting population total of 849,000. Significantly, it is similar to Pinellas County by its small size (155 square miles) and near built-out status.

Duval County, Florida

Located on the Atlantic coast of Florida near the Georgia border, Duval County is part of the Jacksonville, Florida MSA. Of the five cities within its borders, Jacksonville is the largest city of Duval County, with which it shares a consolidated government. With 842,366 residents, Jacksonville is also the largest city in Florida by population. In 2006, the average age of Duval County residents was 36 years, and the per capita income was \$36,616. Duval is a large county geographically, covering 918 square miles, 774 of which is over land.

Duval County is similar to Pinellas County in that its economy is impacted significantly by tourism. Services (28%), trade (15%), government (12%), and healthcare (9%), employ the greatest number of people in Duval County. One stark difference between Duval County and Pinellas County, however, is that in 2005, Duval County still had approximately 26% (129,799

acres) of its land area classified as vacant and developable, compared to just over 4% in Pinellas County. All of this vacant, developable acreage, could easily allow for the projections of 41% population growth (to 1,191,500 residents) by 2030, without the reliance on redevelopment that such counties as Pinellas and Broward will be facing.

Mecklenburg County, North Carolina

Mecklenburg County is located in the Charlotte-Gastonia-Concord MSA. In 2006, the County was home to an estimated 842,366 people. The city of Charlotte is the largest of seven cities within Mecklenburg County, encompassing a large percentage of the total land area of the county. In 2006, the average age of Mecklenburg County residents was 35 years, and the per capita personal income was \$44,267. Mecklenburg covers 546 square miles.

The economy of Mecklenburg County is similar to that of Pinellas County with the greatest number of the residents employed in the services (29%) and trade (16%) sectors, but diverges with the sectors employing third and fourth most amounts of workers being finance and insurance (10%) and government (9%). In 2008, 38% (133,887 acres) of the land area of Mecklenburg County was vacant and developable and the county is anticipating an 80% increase in population by 2030, bringing the number of permanent residents to 1,499,400. Mecklenburg County is poised to become one of the major urban centers of the southeastern United States, and is an important barometer in which to measure Pinellas County's trends and progress.

Manatee County, Florida

Located within the Sarasota-Bradenton-Venice MSA, Manatee County lies just to the south of Pinellas County, on the Gulf coast. Separated by Tampa Bay, it is connected with Pinellas County via Interstate 275 and the Sunshine Skyway Bridge. In 2006 Manatee County had a population of 308,325, with the city of Bradenton being the largest of the six cities located within the county. The average age of Manatee County residents in 2006 was 42.9, and the per capita personal income was \$39,071. Manatee County covers 893 square miles, 741 of which are over land.

The sectors employing the greatest number of people in Manatee County are similar to those in Pinellas; services (37%), trade (13%), and healthcare (8%). Manatee County is anticipating population growth of about 53% by 2030, and has approximately 14% (65,700 acres) of its land classified as vacant and developable in 2008. It is an important comparison area simply due to its geographic proximity to Pinellas County.

Sarasota County, Florida

Sarasota County is located south of Manatee County, also in the Sarasota-Bradenton-Venice MSA. With the city of Sarasota being the largest of the four cities within the county, Sarasota County had a 2006 population of 379,386 permanent residents. The average age of Sarasota County residents in 2006 was 49.6 years (the highest of all of the comparison areas), and the per capita personal income was \$52,772 (also the highest of any of the comparison areas). Sarasota County enjoys a Gulf of Mexico coastline and covers 725 square miles, 572 of which are over land.

Sarasota County is very similar to Pinellas County in the sense that tourism makes up a large component of the local economy, with beaches lining the entire coastline along the Gulf of

Mexico. The sectors employing the greatest number of people in Sarasota County include services (32%), trade (14%), healthcare (12%), and construction (10%). Because of an urban growth boundary, only 6% (17,117 acres) of the land in Sarasota County was classified as vacant and developable as of 2003, a major similarity with Pinellas County. By 2030, Sarasota County anticipates population growth of over 40% from 2006 numbers, bringing the total permanent population to 531,999.

The Tampa-St. Petersburg-Clearwater MSA

In addition to Pinellas County, the Tampa-St. Petersburg-Clearwater MSA consists of Hillsborough, Pasco and Hernando Counties. Due to their proximity and inter-relatedness, these counties serve as important barometers for Pinellas County. Overall, the MSA has a per capita income of \$35,541, and a 2006 resident population of 2,692,888.

Hillsborough County, home to the City of Tampa, shares much of Tampa Bay with Pinellas and are inextricably linked in many ways. They share a common land border toward their northern ends, and are directly connected by three bridges/causeways. With 1,164,425 people as of 2006, Hillsborough County is similar in population size to Pinellas, but is much larger geographically with almost four times the land area. It also has vast areas of vacant, developable land (67,524 acres) and a large agricultural sector. Its 2030 population is expected to increase by 44% over 2006 numbers, to 1,680,605 residents.

Pasco County shares a land border with Pinellas County to the north. It is a fast growing county, with 424,355 residents as of 2006, a 23% increase from 2000. By 2030, Pasco County is expected to be home to 651,003 residents, a 53.4% increase over 2006 numbers. The majority of people live along the Gulf of Mexico coast and the Interstate 75 corridor. Other than being geographic neighbors, the two counties are not that similar. Pasco has many acres of developable land, but the majority of its people commute to either Pinellas or Hillsborough Counties to their places of employment. There is much potential for greenfield development as Pasco County's population continues to grow. It covers 745 square miles of land. Its largest cities include New Port Richey and Dade City.

Hernando County lies just to the north of Pasco County and also enjoys a Gulf of Mexico coastline. Like Pasco, it's coastline lacks sandy beaches and is therefore less of a tourist destination than Pinellas County. Hernando is by far the smallest county in the MSA by population and is the most rural, having over 116,000 remaining acres of vacant, developable land. In 2006, it was home to 157,000 residents, a large number of which live in unincorporated areas. By 2030, it is expected to be home to 232,701 residents, a 48.2% increase over 2006 numbers. Its only significant municipality is Brooksville. Hernando County covers 478 square miles of land.

The State of Florida and the United States of America

Including Florida and the United States as comparison areas gives important frames of reference as to how Pinellas County ranks alongside the state and nation as a whole. Certain trends could be statewide or even nationwide in scope. Examining such numbers could give important insights as to how Pinellas fits as a component of much larger wholes, and how it measures up to the average of everywhere else.

DEMOGRAPHICS AND DEMOGRAPHIC TRENDS

Population and Population Change

As discussed elsewhere in this Element and throughout much of the Comprehensive Plan, Pinellas County is nearing build out status, with little developable greenfield land remaining. The population trends reflect that reality with steadily slowing growth rates. Regardless, Pinellas County remains densely populated with over 3,370 people per square mile. The high density and lack of developable greenfield space are important considerations in formulating local economic strategies. **Table 2** depicts recent Pinellas County and comparison area population figures and their trends since 1970. With the exception of Denver County, which is also near build out, Pinellas County has experienced the least amount of growth since the Year 2000, a significant contrast from the growth explosions of previous decades. The population growth gap is particularly wide when comparing Pinellas County to other counties within the Tampa/St. Petersburg/Clearwater MSA. For additional information on Pinellas County population figures, please see the *Future Land Use and Quality Communities Element* of this Comprehensive Plan.

TABLE 2

POPULATION CHANGE OVER TIME IN PINELLAS COUNTY AND COMPARISON AREAS

	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St Petersburg/Clearwater MSA	Florida
1970															
Total	203,302,037	1,327,696	415,387	514,678	354,656	620,100	528,865	522,329	17,004	490,265	97,115	75,955	120,413	1,105,553	6,791,418
1980															
Total	226,542,250	1,556,419	483,024	492,694	404,270	1,018,257	571,003	728,531	44,469	646,939	148,445	193,661	202,251	1,613,600	9,746,959
% Change from 1970	11.43%	17.23%	16.28%	-4.27%	13.99%	64.21%	7.97%	39.48%	161.52%	31.96%	52.85%	154.97%	67.96%	45.95%	43.52%
1990															
Total	248,709,873	1,852,810	545,837	467,610	511,433	1,255,488	672,971	851,659	101,115	834,054	211,707	281,131	277,776	2,067,959	12,937,926
% Change from 1980	9.79%	19.04%	13.00%	-5.09%	26.51%	23.30%	17.86%	16.90%	127.38%	28.92%	42.62%	45.17%	37.34%	28.16%	32.74%
2000															
Total	281,421,906	2,218,899	665,865	554,636	695,454	1,623,018	778,879	921,482	130,802	998,948	264,002	344,765	325,957	2,395,997	15,982,378
% Change from 1990	13.15%	19.76%	21.99%	18.61%	35.98%	29.27%	15.74%	8.20%	29.36%	19.77%	24.70%	22.63%	17.35%	15.86%	23.53%
2006*															
Total	299,398,485	2,345,818	723,602	566,974	827,445	1,787,636	837,964	948,102	157,006	1,164,425	308,325	424,355	379,386	2,693,888	18,349,132
% Change from 2000	6.39%	5.72%	8.67%	2.22%	18.98%	10.14%	7.59%	2.89%	20.03%	16.57%	16.79%	23.09%	16.39%	12.43%	14.81%

Source: U.S. Census Bureau.

*Florida and Florida county data from the Bureau of Economic and Business Research, 2006.

Population Projections

The projected 2030 population for Pinellas County and the comparison areas are depicted in **Table 3**. As a baseline, the population of the United States is projected to increase by over 21 percent between 2006 and 2030. The state of Florida is projected to grow much faster than the country as a whole, continuing its recent fast pace growth with a projected gain of over 56 percent. Not surprisingly, Pinellas County has the lowest projected population gain among comparison areas, but is still expected to grow by 6.59 percent. Interestingly, Denver County, the other built out locale, is projected to grow by 47.44 percent, driven by strong redevelopment efforts, more intense urbanization, investment in transit systems, and heightened interest in its position as the primary hub of the Rocky Mountain region. Pinellas County's neighbors are all expected to experience gains of 40 percent or greater, due to a large extent by their remaining greenfield development opportunities. Continued population growth in Pinellas County will derive mostly from redevelopment and density increases in appropriate areas.

TABLE 3

POPULATION PROJECTIONS AND PERCENTAGE INCREASE FOR PINELLAS COUNTY AND COMPARISON AREAS

Locality	2006*	2030 Projection**	Percent Increase
United States	298,754,819	363,584,435	21.70%
Dallas County	2,337,956	2,817,200	20.50%
DeKalb County ¹	730,455	940,127	28.70%
Denver County ¹	575,817	849,000	47.44%
Mecklenburg County ¹	835,328	1,499,400	79.50%
Broward County	1,772,745	2,439,293	37.60%
Duval County	842,366	1,191,500	41.45%
Pinellas County²	948,102	1,010,585	6.59%
Hernando County	157,006	232,701	48.21%
Hillsborough County	1,164,425	1,680,605	44.33%
Manatee County	308,325	470,898	52.73%
Pasco County	424,355	651,003	53.41%
Sarasota County	379,386	531,999	40.23%
Tampa/St. Petersburg/ Clearwater MSA ¹	2,693,888	3,647,999	26.15%
Florida	18,349,132	28,685,769	56.33%

*2006 Data compiled from the Bureau of Economic Analysis, 2008.

** Projections compiled from a variety of sources factoring historic population growth figures: U.S. Census Bureau; North Central Texas Council of Governments; DeKalb County Planning Department; Federation for American Immigration Reform; Charlotte Chamber of Commerce; Florida Housing Data Clearinghouse; and Demographia; Pinellas County Planning Department; 2008.

¹ Population projections only available to 2025.

²Bureau of Economic and Business Research 2008 Projections.

Age and Aging Trends

The age demographic of a particular area is an important consideration for the corresponding local economy. It determines the size of the workforce, and provides information on the proportion of the population that is of retirement age. Examining age trends over time provides insight regarding any changing composition of the local economy. For example, a population getting younger likely reveals a shrinking retirement sector, a likely increase in young families, and a potential boost to the number of working age individuals. An aging population, on the other hand, may point to a decline in the number of working age individuals, an increase of retirees, and/or emigration of younger persons to other locales. At the very least, the trend of the age demographic can give clues as to what other variables in relation to the local economy should be examined further.

The age demographic for Pinellas County and the comparison areas is depicted in **Table 4**, at three relatively recent points in time: 1990, 2000 and 2006. This allows for examination of aging trends. The table also breaks down the population for each location into six separate categories and lists median ages. Working age individuals are considered to be between 18 and 64 years of age. The table readily reveals the older population for the Florida locations, particularly those area in the Tampa Bay MSA and Sarasota County. Pinellas County residents' median age of 44.7 in 2006 was the third highest of all the comparison areas. While the population appears to still be aging in Pinellas, it is important to note that as the norm for the United States as a whole. Most of the comparison areas are getting older, but the wide gap between the Florida location and other areas remains, confirming the State's reputation as a retirement haven. It is also important to note that while Pinellas County is getting older, the percentage, and actual number, of the population 65 and older is actually decreasing, while the percentage of working age individuals between 18 and 64 increased by 1.74 percent between 2000 and 2006. A enlarging workforce is generally a positive sign for a growing local economy.

Educational Attainment

Education is another important demographic in gauging the strength and resiliency of local economies. Generally, a more educated populace points to higher wealth and higher paying jobs. Like the age demographic, it is important to note trends of the educational attainment levels of local residents. An increasing education level likely points to a strengthening, healthy economy where new job opportunities are attracting more highly educated individuals from outside areas. It could also point to advancements made at local educational institutions. **Table 5** lists the education levels for residents of Pinellas County and the comparison areas for three separate points in time, again examining the years 1990, 2000 and 2006. The table divides the population into seven categories, from those with an educational attainment of less than 9th grade to those who have obtained graduate degrees.

The education trends shown in **Table 5** reveal positive signs for Pinellas County. Between 1990 and 2006, the percentage of the population with an Associates Degree or higher rose from 25.28 percent to 33.67 percent. Correspondingly, the number of residents without a high school degree declined from 21.95 percent to 12.77 percent. Clearly, the Pinellas County population has become more highly educated over recent years. The latest numbers (2006) for Pinellas County also compare favorably against many of the comparison areas, including those of Florida and the United States as a whole. While there is still room for improvement, it appears that important strides have been made.

TABLE 4

POPULATION OF PINELLAS COUNTY AND COMPARISON AREAS BY AGE

1990	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Total Population	248,709,873	1,852,810	545,837	467,610	511,433	1,255,488	672,971	851,659	101,115	834,054	211,707	281,131	277,776	2,067,959	12,937,926
under 18 years:	63,606,544	495,669	130,231	102,161	123,726	256,272	174,394	150,820	18,702	201,813	40,813	50,204	43,703	421,539	2,864,500
Percentage of Total Population	25.6%	26.8%	23.9%	21.8%	24.2%	20.4%	25.9%	17.7%	18.5%	24.2%	19.3%	17.9%	15.7%	20.4%	22.1%
18 to 19 years:	7,589,506	50,546	16,073	11,345	15,870	26,653	19,828	18,106	1,846	23,951	3,933	5,505	4,869	49,408	337,558
Percentage of Total Population	3.1%	2.7%	2.9%	2.4%	3.1%	2.1%	2.9%	2.1%	1.8%	2.9%	1.9%	2.0%	1.8%	2.4%	2.6%
20-29 years:	39,931,684	352,693	103,578	79,939	94,400	179,048	121,441	106,926	9,120	142,228	24,633	28,540	27,731	286,814	1,898,619
Percentage of Total Population	16.1%	19.0%	19.0%	17.1%	18.5%	14.3%	18.0%	12.6%	9.0%	17.1%	11.6%	10.2%	10.0%	13.9%	14.7%
30-39 years:	42,120,419	357,759	107,178	93,271	98,518	208,400	118,915	125,053	11,220	146,027	28,604	33,508	36,100	315,808	2,036,198
Percentage of Total Population	16.9%	19.3%	19.6%	19.9%	19.3%	16.6%	17.7%	14.7%	11.1%	17.5%	13.5%	11.9%	13.0%	15.3%	15.7%
40-64 years:	64,266,445	444,633	142,482	116,742	131,335	325,017	166,451	229,190	29,149	218,149	54,364	72,617	75,889	549,105	3,432,408
Percentage of Total Population	25.8%	24.0%	26.1%	25.0%	25.7%	25.9%	24.7%	26.9%	28.8%	26.2%	25.7%	25.8%	27.3%	26.6%	26.5%
65 years and over:	31,195,275	151,510	46,295	64,152	47,584	260,098	71,942	221,564	31,078	101,886	59,360	90,757	89,484	445,285	2,368,643
Percentage of Total Population	12.5%	8.2%	8.5%	13.7%	9.3%	20.7%	10.7%	26.0%	30.7%	12.2%	28.0%	32.3%	32.2%	21.5%	18.3%

2000	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Total Population	281,421,906	2,218,899	665,865	554,636	695,454	1,623,018	778,879	921,482	130,802	998,948	264,002	344,765	325,957	2,395,997	15,982,378
under 18 years:	72,293,812	619,031	163,978	121,766	174,249	382,929	204,991	177,533	24,726	253,138	54,647	69,514	52,827	524,911	3,646,340
Percentage of Total Population:	25.69%	27.90%	24.63%	21.95%	25.06%	23.59%	26.32%	19.27%	18.90%	25.34%	20.70%	20.16%	16.21%	21.91%	22.81%
18 to 19 years:	8,179,453	64,834	18,977	14,050	17,881	34,547	21,422	17,665	2,324	26,938	5,307	6,644	5,201	53,571	402,292
Percentage of Total Population:	2.91%	2.92%	2.85%	2.53%	2.57%	2.13%	2.75%	1.92%	1.78%	2.70%	2.01%	1.93%	1.60%	2.24%	2.52%
20-29 years:	38,345,337	377,802	119,433	106,262	114,800	188,650	113,029	92,036	9,770	139,561	25,503	29,530	24,372	270,897	1,923,668
Percentage of Total Population	13.63%	17.03%	17.94%	19.16%	16.51%	11.62%	14.51%	9.99%	7.47%	13.97%	9.66%	8.57%	7.48%	11.31%	12.04%
30-39 years:	43,217,052	385,678	125,588	98,337	129,163	268,525	128,533	128,708	13,526	162,590	33,266	43,782	35,864	348,606	2,349,782
Percentage of Total Population	15.36%	17.38%	18.86%	17.73%	18.57%	16.54%	16.50%	13.97%	10.34%	16.28%	12.60%	12.70%	11.00%	14.55%	14.70%
40-64 years:	84,394,499	592,682	184,665	151,795	199,637	487,258	229,151	297,977	40,103	297,048	79,632	102,892	105,110	738,020	4,852,699
Percentage of Total Population	29.99%	26.71%	27.73%	27.37%	28.71%	30.02%	29.42%	32.34%	30.66%	29.74%	30.16%	29.84%	32.25%	30.80%	30.36%
65 years and over:	34,991,753	178,872	53,224	62,426	59,724	261,109	81,753	207,563	40,353	119,673	65,647	92,403	102,583	459,992	2,807,597
Percentage of Total Population:	12.43%	8.06%	7.99%	11.26%	8.59%	16.09%	10.50%	22.52%	30.85%	11.98%	24.87%	26.80%	31.47%	19.20%	17.57%
Median Age:	35.3	31.1	32.3	33.1	33.1	37.8	34.1	43	49.5	35.1	43.6	44.9	50.5	40	38.7

TABLE 4 (continued)

POPULATION OF PINELLAS COUNTY AND COMPARISON AREAS BY AGE

2006	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Total Population	299,398,485	2,345,815	723,602	566,974	827,445	1,787,636	837,964	924,413	165,409	1,157,738	313,298	450,171	369,535	2,697,731	18,089,889
under 18 years:	73,765,143	670,776	182,633	138,666	215,817	427,483	218,348	178,581	30,979	286,849	65,195	91,259	59,482	587,668	4,018,644
Percentage of Total Population:	24.64%	28.59%	25.24%	24.46%	26.08%	23.91%	26.06%	19.32%	18.73%	24.78%	20.81%	20.27%	16.10%	21.78%	22.21%
18 to 19 years:	8,744,982	60,468	20,425	11,303	21,006	39,630	21,337	17,556	4,373	30,751	5,112	9,555	5,688	62,235	456,718
Percentage of Total Population:	2.92%	2.58%	2.82%	1.99%	2.54%	2.22%	2.55%	1.90%	2.64%	2.66%	1.63%	2.12%	1.54%	2.31%	2.52%
20-29 years:	41,288,248	332,729	95,192	79,013	107,944	203,701	109,582	93,296	20,159	158,516	38,349	57,544	37,405	329,515	2,301,723
Percentage of Total Population	13.79%	14.18%	13.16%	13.94%	13.05%	11.39%	13.08%	10.09%	12.19%	13.69%	12.24%	12.78%	10.12%	12.21%	12.72%
30-39 years:	40,807,544	383,894	126,519	105,992	143,173	251,145	117,052	106,672	16,796	161,154	35,623	54,302	35,855	338,924	2,317,173
Percentage of Total Population	13.63%	16.37%	17.48%	18.69%	17.30%	14.05%	13.97%	11.54%	10.15%	13.92%	11.37%	12.06%	9.70%	12.56%	12.81%
40-64 years:	97,601,564	702,538	238,427	171,111	271,025	615,223	284,864	336,779	50,485	387,090	99,925	142,626	121,793	916,980	5,961,514
Percentage of Total Population	32.60%	29.95%	32.95%	30.18%	32.75%	34.42%	33.99%	36.43%	30.52%	33.44%	31.89%	31.68%	32.96%	33.99%	32.95%
65 years and over:	37,191,004	195,410	60,406	60,889	68,480	250,454	86,781	191,529	42,617	133,378	69,094	94,885	109,312	462,409	3,034,117
Percentage of Total Population:	12.42%	8.33%	8.35%	10.74%	8.28%	14.01%	10.36%	20.72%	25.76%	11.52%	22.05%	21.08%	29.58%	17.14%	16.77%
Median Age:	36.4	32.8	35.4	35	35	39	36.1	44.7	45.3	36.3	42.9	42.1	49.6	40.7	39.8

Source: U.S. Census Bureau, 2008. 1990 & 2000 Census and the 2006 American Community Survey.

TABLE 5

EDUCATIONAL ATTAINMENT IN PINELLAS COUNTY AND COMPARISON AREAS 1990-2006

1990	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Total Population 18 years and older:	158,868,436	1,158,253	353,321	321,186	330,603	898,829	424,040	637,871	76,525	545,020	156,377	212,612	217,375	1,472,028	8,887,168
Less Than 9th Grade:	16,502,211	113,762	18,955	24,678	19,235	66,349	30,801	41,960	6,521	48,247	12,700	22,484	12,282	119,212	842,811
	10.39%	9.82%	5.36%	7.68%	5.82%	7.38%	7.26%	6.58%	8.52%	8.85%	8.12%	10.58%	5.65%	8.10%	9.48%
9th to 12th Grade:	22,841,507	151,089	37,998	42,117	41,671	141,784	67,261	98,030	16,077	84,751	25,488	47,974	28,473	246,832	1,428,263
	14.38%	13.04%	10.75%	13.11%	12.60%	15.77%	15.86%	15.37%	21.01%	15.55%	16.30%	22.56%	13.10%	16.77%	16.07%
High School Graduate:	47,642,763	272,700	82,260	75,653	76,305	284,651	130,881	201,917	28,555	156,984	54,207	76,418	68,997	463,874	2,679,285
	29.99%	23.54%	23.28%	23.55%	23.08%	31.67%	30.87%	31.65%	37.31%	28.80%	34.66%	35.94%	31.74%	31.51%	30.15%
Some college; no degree:	29,779,777	252,960	75,891	68,886	72,985	178,044	87,370	134,674	13,893	105,852	30,359	35,865	46,073	290,284	1,723,385
	18.74%	21.84%	21.48%	21.45%	22.08%	19.81%	20.60%	21.11%	18.15%	19.42%	19.41%	16.87%	21.20%	19.72%	19.39%
Associate's degree:	9,791,925	62,701	22,550	16,553	26,774	59,202	29,741	43,485	4,045	39,116	9,445	10,623	13,869	97,269	589,019
	6.16%	5.41%	6.38%	5.15%	8.10%	6.59%	7.01%	6.82%	5.29%	7.18%	6.04%	5.00%	6.38%	6.61%	6.63%
Bachelor's degree:	20,832,567	210,561	75,348	59,224	69,928	111,582	55,331	79,438	4,859	74,497	15,831	12,842	30,486	171,636	1,062,649
	13.11%	18.18%	21.33%	18.44%	21.15%	12.41%	13.05%	12.45%	6.35%	13.67%	10.12%	6.04%	14.02%	11.66%	11.96%
Graduate Degree:	11,477,686	94,480	40,319	34,075	23,705	57,217	22,655	38,367	2,575	35,573	8,347	6,406	17,195	82,921	561,756
	7.22%	8.16%	11.41%	10.61%	7.17%	6.37%	5.34%	6.01%	3.36%	6.53%	5.34%	3.01%	7.91%	5.63%	6.32%

2000	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Total Population 18 years and older:	209,279,149	1,601,478	502,403	433,876	521,996	1,241,557	574,206	744,427	106,199	746,902	209,610	275,528	273,249	1,873,056	12,347,806
Less Than 9th Grade:	14,835,153	192,611	30,189	40,124	24,457	65,072	23,904	28,646	5,441	46,355	12,444	15,724	9,342	96,166	795,637
	7.09%	12.03%	6.01%	9.25%	4.69%	5.24%	4.16%	3.85%	5.12%	6.21%	5.94%	5.71%	3.42%	5.13%	6.44%
9th to 12th Grade:	27,715,099	246,592	56,307	58,420	56,092	171,184	81,782	97,666	18,177	105,219	29,656	47,698	28,871	268,760	1,798,234
	13.24%	15.40%	11.21%	13.46%	10.75%	13.79%	14.24%	13.12%	17.12%	14.09%	14.15%	17.31%	10.57%	14.35%	14.56%
High School Graduate:	59,906,752	358,061	103,797	89,837	106,049	354,889	170,599	221,477	40,083	200,812	67,034	100,886	83,104	563,258	3,553,305
	28.63%	22.36%	20.66%	20.71%	20.32%	28.58%	29.71%	29.75%	37.74%	26.89%	31.98%	36.62%	30.41%	30.07%	28.78%
Some college; no degree:	47,636,493	343,583	118,137	88,758	124,067	274,398	142,307	180,254	23,559	166,841	47,495	59,719	63,680	430,373	2,794,786
	22.76%	21.45%	23.51%	20.46%	23.77%	22.10%	24.78%	24.21%	22.18%	22.34%	22.66%	21.67%	23.30%	22.98%	22.63%
Associate's degree:	12,608,526	73,995	28,194	20,105	32,623	91,230	41,712	54,932	6,133	56,179	12,274	17,461	16,852	134,705	858,673
	6.02%	4.62%	5.61%	4.63%	6.25%	7.35%	7.26%	7.38%	5.78%	7.52%	5.86%	6.34%	6.17%	7.19%	6.95%
Bachelor's degree:	30,281,901	262,687	106,822	89,851	130,569	186,102	79,111	107,094	8,284	115,752	26,685	23,034	44,786	254,164	1,650,197
	14.47%	16.40%	21.26%	20.71%	25.01%	14.99%	13.78%	14.39%	7.80%	15.50%	12.73%	8.36%	16.39%	13.57%	13.36%
Graduate Degree:	16,295,225	123,949	58,957	46,781	48,139	98,682	34,791	54,358	4,522	55,744	14,022	11,006	26,614	125,630	896,974
	7.79%	7.74%	11.74%	10.78%	9.22%	7.95%	6.06%	7.30%	4.26%	7.46%	6.69%	3.99%	9.74%	6.71%	7.26%

TABLE 5 (continued)

EDUCATIONAL ATTAINMENT IN PINELLAS COUNTY AND COMPARISON AREAS 1990-2006

2006								Pinellas County								Tampa/St. Petersburg/Clearwater MSA	Florida
	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County		Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County				
Total Population 18 years and older:	225,633,342	1,675,039	540,969	428,308	611,628	1,360,153	619,616	745,832	134,430	870,889	248,103	358,912	310,053	2,110,063	14,071,245		
Less Than 9th Grade:	13,550,778	206,102	33,810	30,425	25,887	60,804	21,984	25,584	5,614	43,296	10,054	13,535	10,414	88,029	771,441		
	6.01%	12.30%	6.25%	7.10%	4.23%	4.47%	3.55%	3.43%	4.18%	4.97%	4.05%	3.77%	3.36%	4.17%	5.48%		
9th to 12th Grade:	23,032,032	230,821	46,488	48,542	51,816	126,900	60,963	69,670	16,586	86,910	26,362	46,773	25,512	219,939	1,478,359		
	10.21%	13.78%	8.59%	11.33%	8.47%	9.33%	9.84%	9.34%	12.34%	9.98%	10.63%	13.03%	8.23%	10.42%	10.51%		
High School Graduate:	69,186,354	432,685	140,190	103,777	140,463	424,220	215,270	241,215	52,966	259,652	87,317	136,436	98,541	690,269	4,476,643		
	30.66%	25.83%	25.91%	24.23%	22.97%	31.19%	34.74%	32.34%	39.40%	29.81%	35.19%	38.01%	31.78%	32.71%	31.81%		
Some college; no degree:	48,508,454	318,689	106,875	80,933	130,227	273,467	137,018	158,201	31,516	171,830	50,232	72,688	70,481	434,235	2,893,767		
	21.50%	19.03%	19.76%	18.90%	21.29%	20.11%	22.11%	21.21%	23.44%	19.73%	20.25%	20.25%	22.73%	20.58%	20.57%		
Associate's degree:	15,906,832	89,326	33,008	20,089	47,600	116,509	48,754	62,329	9,646	87,028	18,700	27,925	21,750	186,928	1,176,834		
	7.05%	5.33%	6.10%	4.69%	7.78%	8.57%	7.87%	8.36%	7.18%	9.99%	7.54%	7.78%	7.01%	8.86%	8.36%		
Bachelor's degree:	35,873,368	263,658	117,897	86,307	149,592	235,524	94,172	123,097	12,421	152,848	35,281	44,763	51,544	333,129	2,155,828		
	15.90%	15.74%	21.79%	20.15%	24.46%	17.32%	15.20%	16.50%	9.24%	17.55%	14.22%	12.47%	16.62%	15.79%	15.32%		
Graduate Degree:	19,575,524	133,758	62,701	58,235	66,043	122,729	41,455	65,736	5,681	69,325	20,157	16,792	31,811	157,534	1,118,373		
	8.68%	7.99%	11.59%	13.60%	10.80%	9.02%	6.69%	8.81%	4.23%	7.96%	8.12%	4.68%	10.26%	7.47%	7.95%		

Source: U.S. Census Bureau: 1990 & 2000 Census, and 2006 American Community Survey; 2008.

PINELLAS COUNTY ECONOMIC DATA – LABOR RESOURCES

Employment Levels

Employment levels and trends are important indicators of economic health. As shown below in **Table 6**, employment levels in Pinellas County since 2001 have remained remarkably stable, pointing to an overall stable local economy. While sustained growth in employment levels is a primary goal, these numbers are promising, showing that the Pinellas County economy has weathered significant national and world events (e.g. terrorist attacks, war, housing bubble, etc.) and the general volatility of the national and global economies over the present decade. As **Table 6** shows, local employment levels have never fluctuated more than 4.05 percent year-to-year since 2001, and have increased by 0.3 percent overall during that time, as of June 2008. Unfortunately, up-to-date employment level data for the comparison areas are unavailable at this time. For more information regarding the employment levels of specific industries in Pinellas County, please see the Business Sector section of this *Economic Element*.

TABLE 6
PINELLAS COUNTY EMPLOYMENT LEVELS (2001-2008)*

Year	Average Monthly Employment for the Year	Net Growth of Average Monthly Employment from Previous Year	% Change From Previous Year
2001	448,607	N/A	N/A
2002	440,138	-8,469	-1.89%
2003	437,872	-2,266	-0.51%
2004	444,768	6,896	1.57%
2005	449,045	4,277	0.96%
2006	462,742	13,697	3.05%
2007	469,123	6,381	1.38%
2008**	450,104	-19,019	-4.05%

Source: Pinellas County Department of Economic Development, 2008.

*Does not include proprietor employment.

**Data only available through June 2008.

Unemployment

Not surprisingly, another key indicator as to the health of a local economy is the unemployment rate. Higher unemployment generally means a shrinking, weak economy. **Table 7** depicts unemployment rates and trends for Pinellas County and the comparison areas for the time period spanning 1990 to 2008. The data is shown in five-year increments, with the exception of the time period between 2005 and 2008. For Pinellas County, unemployment rates have consistently been lower than the national average throughout the timeframe examined, ranging from a low of 3.3 percent in 2000 to a high of 4.8 percent in 2008. Pinellas County also compares favorably to most of the comparison areas, particularly those outside of Florida. The increase in unemployment since 2005 is likely contributable to the slowdown in the construction industry resulting from the housing downturn. This is particularly evident for Florida counties. Regardless, Pinellas County's relatively low unemployment rates since 1990 point to a generally resilient local economy.

Table 8 shows the number of and percent change of Pinellas County unemployment claims for the years 2001 through mid-2008. Interestingly, this data shows much higher fluctuations than the more spread out five-year increment information in **Table 7**. This data clearly points to macroeconomic events. The increase in claims for 2002 are most likely due to the contraction of the economy stemming from the terrorist attacks of 2001 and the decline of the stock market. The decrease in claims during the middle part of the decade coincided with the building boom. The larger increases in claims for 2007 and the first half of 2008 point to the burst of the housing bubble and the resulting financial crisis.

TABLE 7

ANNUAL AVERAGE UNEMPLOYMENT RATES FOR PINELLAS COUNTY AND COMPARISON AREAS (1990-2005)

Locality	1990	1995	2000	2005	2008**
United States	5.6	5.6	4.0	5.1	5.0
Dallas County	5.4	5.2	3.9	5.6	4.5
DeKalb County	4.7	4.8	3.2	5.9	5.2
Denver County	5.6	4.7	3.0	5.8	5.2
Mecklenburg County	2.7	3.1	3.0	5.0	5.2
Broward County	5.9	5.7	3.6	3.7	4.3
Duval County	5.4	3.8	3.3	4.0	4.8
Pinellas County	4.7	4.1	3.3	3.8	4.8
Hernando County	7.5	5.3	4.4	4.7	7.0
Hillsborough County	4.9	4.3	3.3	3.6	4.9
Manatee County	4.0	3.9	3.2	3.4	5.1
Pasco County	6.4	5.0	3.7	4.3	5.9
Sarasota County	3.8	3.4	3.2	3.3	5.5
Tampa/St. Petersburg/Clearwater MSA	5.1	4.3	3.4	3.8	5.1
Florida	6.3	5.5	3.8	3.9	4.8

Source: U.S. Department of Labor, Bureau of Labor Statistics, 2008.

*Unemployment figures are not seasonally adjusted and are the annual average for each year.

**Data from March 2008.

TABLE 8

PINELLAS COUNTY UNEMPLOYMENT CLAIMS

Year	Number of Unemployment Claims	% Change in Unemployment Claims Since Previous Year
2001	26,570	N/A
2002	40,901	53.94%
2003	38,186	-6.64%
2004	29,058	-23.90%
2005	25,817	-11.15%
2006	22,583	-12.53%
2007	29,419	30.27%
2008*	18,644	40.69%

Source: Pinellas County Department of Economic Development, 2008.

*Data available through June 2008. Percent increase measured from same time period in 2007.

Per Capita Income

Per capita income is an important measure of financial economic health. Higher per capita incomes could, in part, stem from a higher proportion of high-wage jobs that act to bring money into the local economy from outside sources. Other potential sources of higher incomes include transfer payments, such as pensions. Later sections of this *Economic Element* delve into more detail regarding primary employers and their industries. For the purposes of this section, **Table 9** depicts per capita income for Pinellas County and the comparison areas between 2001 and 2006. Again, this type of information provides clues as to the overall financial health of each area as well as the recent trends (direction and magnitude) regarding average income gains or losses. For income and wage information regarding specific industries, please see the Business Sector section discussed later on in this Element.

Significantly, **Table 9** shows that Pinellas County and all of the comparison areas enjoyed positive gains in per capita personal income over the examined timeframe. This points to a strong and growing national economy over the past several years. More significantly for Pinellas County, the data shows that incomes in Pinellas have increased more than the national average, 21.4 percent versus 16.7 percent, respectively, between 2001 and 2006. In fact, average income in Pinellas County gained more in terms of percentage than all other comparison areas except Sarasota County. When comparing 2006 per capita income numbers, Pinellas County is once again better than the national and state averages, and is the highest in the Tampa Bay MSA. It remains lower than Sarasota County and a few of the out-of-state comparison areas, but the numbers speak positively nonetheless.

TABLE 9

PER CAPITA INCOME FOR PINELLAS COUNTY AND COMPARISON AREAS (2001-2006)

Locality	2001	2002	2003	2004	2005	2006	% change, 2001-2006
United States	30,574	30,821	31,504	33,123	34,757	36,714	16.7
Dallas County	36,328	36,458	36,957	39,202	41,524	43,520	16.5
DeKalb County	33,556	33,262	32,995	33,770	35,164	35,902	6.5
Denver County	41,646	42,159	42,311	44,452	47,478	50,193	17.0
Mecklenburg County	37,419	38,442	38,415	40,603	42,231	44,267	15.5
Broward County	31,512	32,232	32,650	34,560	37,403	39,743	20.7
Duval County	28,851	29,452	29,452	30,779	34,712	36,616	21.2
Pinellas County	32,588	33,361	33,614	33,614	38,530	41,448	21.4
Hernando County	24,123	24,605	24,854	25,565	26,376	27,478	12.2
Hillsborough County	29,186	29,527	30,274	31,994	33,677	35,079	16.8
Manatee County	32,210	31,919	31,245	33,740	36,832	39,071	17.6
Pasco County	23,425	23,827	24,327	25,015	25,814	27,476	14.7
Sarasota County	40,974	41,784	41,719	46,361	49,455	52,772	22.4
Tampa Bay MSA	29,349	29,828	30,283	31,961	33,678	35,541	17.4
Florida	29,277	29,727	30,330	32,618	34,798	36,720	20.3

Source: Bureau of Economic Analysis, North American Industry Classification System, 2008.

Poverty Levels

Poverty is a concern for all local governments. High poverty rates may reflect an economy that employs low wage jobs and suffers from high unemployment. On the other hand, they could also point to vast wealth discrepancies between rich areas and poor neighborhoods. Pinellas County is committed to having none of its communities or neighborhoods left behind economically (please see the *Planning to Stay Element* for more information). Pervasive poverty constitutes a drain on local tax and charitable resources, and projects a negative image to prospective employers and new businesses. **Table 10** depicts the number and percentage of individuals below, at, or above the poverty level in Pinellas County and the comparison areas at three points in time: 1990, 2000 and 2006. The data compares the extent of the problem for each area and shows whether or not progress has been made over time.

In 2006, poverty levels in Pinellas County, with 12.3 percent of the population below the poverty line, were consistent with many of the comparison areas examined. Sarasota County had the lowest poverty rate at 9.1 percent, while Denver County had the highest at 20 percent. On a positive note, Pinellas County's poverty rate is below that of the national (13.3) and state (12.6) averages. On a negative note, the County's poverty rate was higher in 2006 than it was in either 2000 (10) and 1990 (9.5). Conversely, some counties such as Pasco enjoy lower poverty rates now than in 1990. The growing poverty rate in Pinellas County could be the result of a number of factors, including shifts in types of jobs, changes in the mix of income sources, and/or significantly higher housing costs due to the housing bubble that reached its peak in 2006. For more information on housing affordability, please see the Economic Data – Non-Labor Resources section of this Element.

Migration

Migration is another statistic that reflects the strength of a local economy. A robust economy tends to attract job seekers from outside of the area. A stagnant economy forces local residents to relocate elsewhere to seek greater employment opportunities. Results from the United States Census Bureau's 2006 American Community Survey (ACS) shown in **Table 11** provide information on the migration pattern for Pinellas County and the comparison areas. The ACS compared the 2006 residence location of citizens to their residence locations in 2005. It found that 93.0 percent of the Pinellas County population resided within Pinellas County the year before. Therefore, seven percent of the population migrated from elsewhere. It should be noted that 2005-2006 was at the height of the housing boom that led to significant property turnover. It is also notable that Pinellas County had the most stable resident population of all the comparison areas. The numbers ranged from Pinellas County's 93.0 percent of residents residing in the same county as the year before to DeKalb County's 86.9 percent. Pasco County had the lowest percentage of the Florida comparison areas at 88.6 percent.

For Pinellas County, the more stable population likely reflects the built out nature of the area. There is simply less room to build new housing, with the exception of redevelopment opportunities with higher densities. It would be interesting to examine trend data for migration over time, and to get a better feel for how many and what type of individuals are emigrating from the area. The ACS did show that the majority of people moving into Pinellas originated from other parts of Florida, 2.2 percent of the total 2006 population. Following that, 0.9 percent came from the Midwest, 0.8 percent from the Northeast, 0.7 percent from the South, and 0.4 percent from the West.

TABLE 10

NUMBER AND PERCENTAGE OF INDIVIDUALS BELOW, AT, OR ABOVE THE POVERTY LEVEL IN PINELLAS COUNTY AND COMPARISON AREAS

1990	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/ Clearwater MSA	Florida
Number of Individuals Whose Income in the Past 12 Months is Below the Poverty Level	31,742,864	245,395	52,779	78,515	47,910	126,311	83,815	78,994	10,970	108,772	21,241	31,986	18,935	230,722	1,604,186
Percentage of Population Whose Income in the Past 12 Months is Below the Poverty Level	13.1%	13.5%	9.9%	17.1%	9.6%	10.2%	12.8%	9.5%	11.0%	13.3%	10.2%	11.6%	6.9%	11.4%	12.7%
Number of Individuals Whose Income in the Past 12 Months is At or Above the Poverty Level	210,234,995	1,579,038	482,227	379,728	452,437	1,113,102	570,566	752,405	88,939	709,753	187,092	243,971	254,269	1,795,068	11,037,300
Percentage of Population Whose Income in the Past 12 Months is At or Above the Poverty Level	86.9%	86.5%	90.1%	82.9%	90.4%	89.8%	87.2%	90.5%	89.0%	86.7%	89.8%	88.4%	93.1%	88.6%	87.3%

2000	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/ Clearwater MSA	Florida
Number of Individuals Whose Income in the Past 12 Months is Below the Poverty Level	33,899,812	262,439	70,484	77,813	62,652	184,589	90,828	90,059	13,307	122,872	26,104	36,201	24,817	262,439	1,952,629
Percentage of Population Whose Income in the Past 12 Months is Below the Poverty Level	12.4%	11.2%	10.8%	14.3%	9.2%	11.5%	11.9%	10.0%	10.3%	12.5%	10.1%	10.7%	7.8%	11.2%	12.5%
Number of Individuals Whose Income in the Past 12 Months is At or Above the Poverty Level	239,982,420	2,090,964	582,046	466,767	618,558	1,419,646	671,898	813,157	115,454	859,140	232,924	303,213	294,453	2,090,964	13,652,738
Percentage of Population Whose Income in the Past 12 Months is At or Above the Poverty Level	87.6%	88.8%	89.1%	85.7%	90.8%	88.5%	88.1%	90.0%	89.7%	87.5%	89.9%	89.3%	92.2%	88.8%	87.5%

TABLE 10 (continued)

NUMBER AND PERCENTAGE OF INDIVIDUALS BELOW, AT, OR ABOVE THE POVERTY LEVEL IN PINELLAS COUNTY AND COMPARISON AREAS

2006	United States	Dallas County	DeKalb County	Denver County	Mecklenburg County	Broward County	Duval County	Pinellas County	Hernando County	Hillsborough County	Manatee County	Pasco County	Sarasota County	Tampa/St. Petersburg/Clearwater MSA	Florida
Number of Individuals Whose Income in the Past 12 Months is Below the Poverty Level	38,757,253	382,161	101,280	112,155	91,504	197,642	113,630	111,578	20,213	145,972	36,081	43,877	33,096	321,640	2,226,587
Percentage of Population Whose Income in the Past 12 Months is Below the Poverty Level	13.3%	16.5%	14.4%	20.0%	11.3%	11.2%	13.9%	12.3%	12.4%	12.8%	11.7%	9.9%	9.1%	12.1%	12.6%
Number of Individuals Whose Income in the Past 12 Months is At or Above the Poverty Level	252,773,838	1,928,524	603,339	447,300	719,508	1,569,636	704,212	796,002	142,660	994,593	272,500	399,774	330,900	2,333,029	15,459,708
Percentage of Population Whose Income in the Past 12 Months is At or Above the Poverty Level	86.7%	83.5%	85.6%	80.0%	88.7%	88.8%	86.1%	87.7%	87.6%	87.2%	88.3%	90.1%	90.9%	87.9%	87.4%

Source: U.S. Census Bureau: 1990 & 2000 Census; 2006 American Community Survey; 2008.

TABLE 11

2006 RESIDENCE STATUS FROM THE PREVIOUS YEAR FOR PINELLAS COUNTY AND COMPARISON AREAS (MIGRATION)

Locality	Percentage of Population Residing in the Same County as a Year Ago
United States	91.9
Dallas County	92.0
DeKalb County	86.9
Denver County	88.5
Mecklenburg County	89.4
Broward County	92.1
Duval County	91.6
Pinellas County	93.0
Hernando County	89.6
Hillsborough County	90.9
Manatee County	92.3
Pasco County	88.6
Sarasota County	91.6
Tampa/St. Petersburg/Clearwater MSA	91.1
Florida	91.1

Source: U.S. Census Bureau, 2008 American Community Survey.

PINELLAS COUNTY ECONOMIC DATA – NON-LABOR RESOURCES

Cost of Business

An important factor in attracting new businesses to a local area and encouraging existing businesses to grow is the cost of doing business, considering such factors as wage rates, taxes, utilities, rent, impact fees, and so on. Generally, low costs of business are a positive influence in growing an economy, although other factors such as quality of life play key roles as well. The paragraphs below describe some key cost of business variables for Pinellas County and the comparison areas.

Wages

Overall per capita income for Pinellas County and the comparison areas was discussed in an earlier section of this Element and depicted in **Table 9**. In that discussion, it was described that incomes in Pinellas County were the fifth highest of the 15 comparison areas (\$41,448) and had enjoyed sizable gains over the past several years (21.4 percent from 2001 to 2006). A detailed examination of the growth in per capita wages for Pinellas County and the comparison areas can be found in **Appendix A** of this Element. The tables in **Appendix A** break down the wage data into separate sector categories. The latest year of available data is 2006. While businesses often look to areas with low wage costs, they also want the benefit of skilled workers. Therefore, just because an area has low wages doesn't mean a business will be attracted there. The optimum combination for many employers is having skilled workers with lower wage costs. Such a combination may be possible in lower cost of living areas. Still, those industries that demand highly skilled workers will be willing to pay the higher salaries such

workers command and deserve. These are the jobs many local governments want to attract because they raise the standard of living of the area and generally have positive quality of life impacts. Such jobs are derived from so-called ‘primary employers’, a subject discussed later on in this Element. Also, please see the Business Sector section of this section for more information on the major industries found in Pinellas County.

Taxes

Taxes are an important consideration for businesses in their (re)location and expansion decisions. State and local taxes can vary widely from location to location. Incentives and exemptions/rebates are often tools used by municipalities and other local governments in their attempts to stand out from the competition and successfully attract businesses, particularly those that employ high-wage jobs. **Table 12** lists selected tax rate information for Pinellas County and the comparison areas. Note that property taxes are not listed in the table. To compile a complete list of property taxes would be difficult and cumbersome. Pinellas County alone has 25 separate local governments, each with different millage rates, taxing districts, etc. Property tax rates are highly variable and change often. For more information on property taxes and their use in incentives such as tax increment financing, please see the Assistance Programs and Incentives section of this Economic Element.

TABLE 12

LOCAL AND STATE TAXES FOR PINELLAS COUNTY AND COMPARISON COUNTIES

Locality	Sales Tax Rate*	State Income Tax (Y/N)	Corporate Income Tax
			Franchise Tax (1% of revenues over \$300,000 or 0.5% of retail revenues)
Dallas County**	8.25%	Y	
DeKalb County	7.00%	Y	6%
Denver County	7.72%	Y	4.63%
Mecklenburg County	7.50%	Y	6.90%
Broward County	6.00%	N	5.5% less an exemption of \$5,000
Duval County	7.00%	N	5.5% less an exemption of \$5,000
Pinellas County	7.00%	N	5.5% less an exemption of \$5,000
Hernando County	6.50%	N	5.5% less an exemption of \$5,000
Hillsborough County	7.00%	N	5.5% less an exemption of \$5,000
Manatee County	6.50%	N	5.5% less an exemption of \$5,000
Pasco County	7.00%	N	5.5% less an exemption of \$5,000
Sarasota County	7.00%	N	5.5% less an exemption of \$5,000
Tampa/St. Petersburg/Clearwater MSA	N/A	N	5.5% less an exemption of \$5,000
Florida	6.00%	N	5.5% less an exemption of \$5,000

Source: Property Appraiser and Tax Collector offices from each of the localities listed above, 2007/2008 tax rates.

*Taxes are calculated millage rates for the unincorporated areas of the counties only. Municipal taxes and special district taxes (with the exception of school districts and other countywide millage rates) are not included in this calculation.

**Dallas County taxes are highly dependent upon which municipality a property is located within. The County does not have the authority to operate schools, water and sewer systems, electric utilities, or commercial airports, levying only a small millage rate for countywide operations. The countywide millage rate is for the county budget, the Dallas County Hospital District, and Dallas County School Equalization.

Corporate income taxes are less in Florida than in Mecklenburg and DeKalb Counties. Again, property taxes are not included in the table due to their complexity. All of the counties outside of Florida have state income taxes. A lack of a state income tax generally means that lost source of revenue is made up somewhere else. In Florida, that is primarily done via sales taxes focused on tourists and tourist activities. In terms of sales tax, Florida has a base rate of 6.00 percent, but allows each county to levy a surtax that can range from 0.25 to 1.50 percent. Many Florida counties exercise that option, which is the legislative source behind the 'Penny for Pinellas', the one cent sales tax Pinellas County voters approved to fund certain capital projects. All of the comparison counties outside of Florida levy at least a 7.00 percent sales tax rate. Again, property taxes were not included in the table due to their variable nature and complexity.

Utilities (Electricity)

For the purposes of this Element, commercial utility rates for the comparison counties proved difficult to obtain. Complexity and a lack of response led to a complete picture of only electricity rates in terms of business costs. Naturally, business costs are expected and variable for a range of other public utilities such as water, sewer, solid waste and stormwater. Moving forward, **Table 13** lists average electricity rates for Pinellas County and the comparison areas. As depicted, Pinellas County is on the high end in terms of electricity costs per kilowatt hour. Although some neighboring counties have equally high rates, only Dallas County is higher. Pinellas County has higher rates than Florida as a whole and is significantly higher than the United States on average. This presents a clear disadvantage for Pinellas County when paired against comparison areas in Colorado, Georgia and North Carolina.

TABLE 13
AVERAGE ELECTRICITY COSTS FOR PINELLAS COUNTY AND COMPARISON AREAS

Locality	2008 Average Electricity Rate (cents per kilowatt hour)*
United States	8.90
Dallas County	13.10-18.80**
Texas	10.34
DeKalb County	9.20
Georgia	7.63
Denver County	7.67
Colorado	7.61
Mecklenburg County	7.54
North Carolina	7.53
Broward County, Florida	9.93
Duval County, Florida	9.90
Pinellas County	11.20
Hernando County	11.20
Hillsborough County	11.20
Manatee County	9.93
Pasco County	11.20
Sarasota County	9.93
Florida	10.45

Source: Data compiled from various sources including the individual electricity providers, the Energy Information Administration, and the Florida Municipal Electric Association; June 2008.

*Based upon the average rates for the utility servicing the above areas.

**Dallas County is serviced by more than one utility; the range above shows the highest and lowest rates offered per kilowatt hour.

Rent and Vacancy Rates

Like utilities, rental rates were difficult to obtain for the comparison areas. Data for Pinellas County was readily available, however, and is depicted below in **Table 14**, which depicts both office and industrial rental and vacancy rates from 2002 through June 2008. In terms of office space, both rental and vacancy rates have generally increased since 2002. Increasing property values from the real estate boom are possible reasons why rental rates continue to rise even though vacancy is increasing as well. On the industrial side, rental rates have fluctuated a bit, spiking in 2005 and dropping off ever since. Vacancy rates for industrial sites have been more positive than office locations, remaining relatively stable throughout the examined timeframe. While it would be useful to examine these numbers with those of the comparison areas, this trend data for Pinellas County provides important clues nonetheless. Please see **Figure 1** for a graphical depiction of vacancy rates and **Figure 2** for a graphical depiction of rental rates.

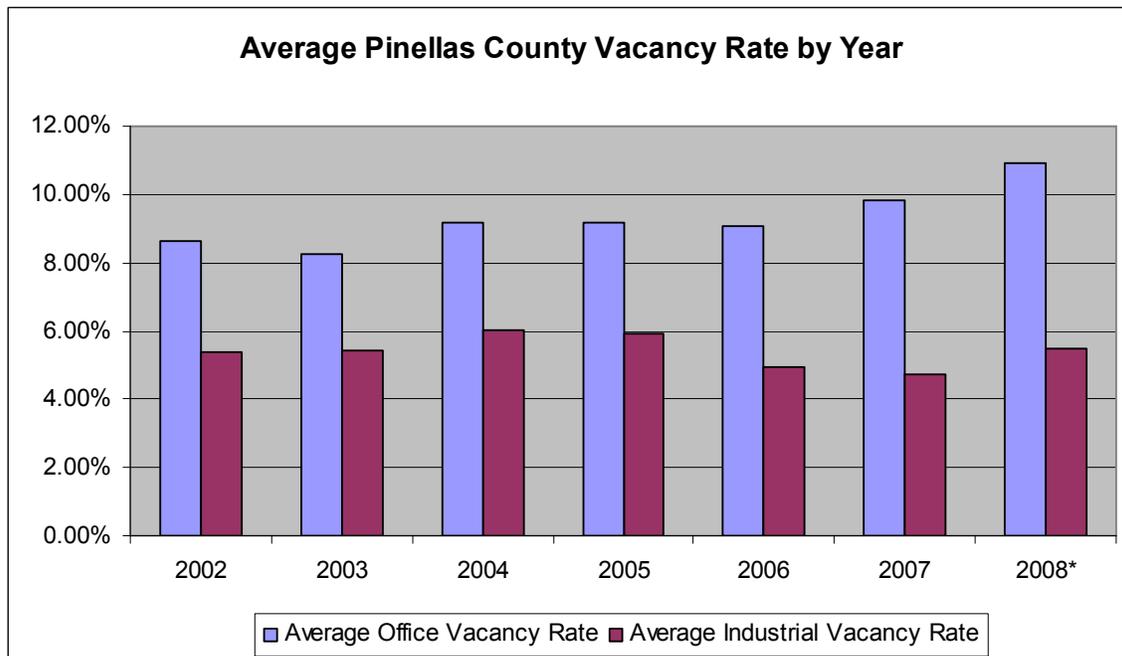
TABLE 14
PINELLAS COUNTY VACANCY AND RENTAL RATES

Year	Average Office Vacancy Rate	Average Rate per Square Foot	Average Industrial Vacancy Rate	Average Rate per Square Foot
2002	8.63%	\$15.84	5.35%	\$5.72
2003	8.25%	\$16.01	5.43%	\$5.89
2004	9.20%	\$16.58	6.03%	\$6.01
2005	9.20%	\$17.29	5.90%	\$8.75
2006	9.05%	\$18.27	4.93%	\$7.14
2007	9.83%	\$19.93	4.70%	\$7.21
2008*	10.90%	\$19.93	5.50%	\$7.12

Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008.

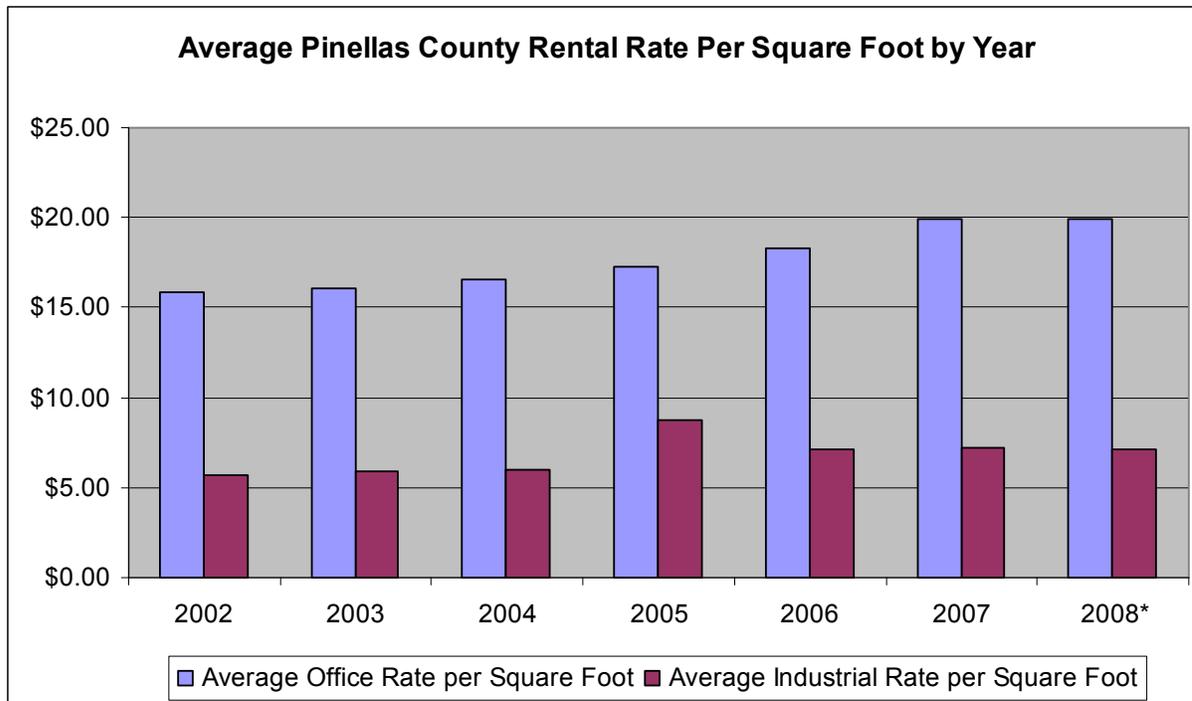
FIGURE 1



Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008.

FIGURE 2



Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008.

Impact Fees

Depending on their scope, impact fees can substantially increase the costs of new development. Impact fees are designed to help offset the ‘impact’ of new development on infrastructure and public services, such as roads, parks, schools, police, fire protection, and utilities. The fees are generally used to make improvements to or expand existing services and infrastructure. Because impact fees are generally assessed on new development and because Pinellas County is practically built out, impact fees stand to have more of an impact in areas of greenfield development, although they still can affect certain redevelopment initiatives. **Table 15** lists the range of impact fees assessed by Pinellas County and the comparison areas in 2007. It is important to notice that four of the comparison areas, Dallas County, DeKalb County, Mecklenburg County, and Duval County do not assess impact fees at all. This could clearly lead to a cost benefit for newly locating and expanding businesses and industries in those areas. Of those jurisdictions that impose impact fees, Pinellas County does so on the least amount of items – only roads and water. In contrast, neighboring Hillsborough County also assesses fees on sewer, parks, fire services and schools. Sarasota County assesses impact fees on the most items. Again, while their reasoning and functions are clear, impact fees are not necessarily business friendly applications. They are wide-ranging and district-specific. Because of their limited use in Pinellas County, impact fees are likely less of a cost issue to most business location decisions, as compared to other jurisdictions that impose a broader range of fees.

TABLE 15**IMPACT FEES ASSESSED BY PINELLAS COUNTY AND COMPARISON AREAS IN 2007**

Locality	Infrastructure for which an Impact Fee is Assessed*
United States	N/A
Dallas County	None Assessed
DeKalb County	None Assessed
Denver County	Roads, parks and trails, fire, and drainage.**
Mecklenburg County	None Assessed
Broward County	Roads, parks, and schools.
Duval County	None Assessed
Pinellas County	Roads and water.
Hernando County	Roads, parks, library, fire police, general government, schools and emergency medical services.
Hillsborough County	Roads, water, sewer, parks, fire, and schools.
Manatee County	Roads, parks, fire, police, schools, water and sewer.
Pasco County	Roads, water, sewer, parks, library, fire, schools, and hurricane preparedness.
Sarasota County	Roads, water, sewer, parks, library, fire, police, general government, emergency medical services, and justice.
Tampa Bay MSA	N/A
Florida	N/A

Source: 2007 National Impact Fee Survey, Duncan Associates, 2007; Denver County; Hernando County Development Department; Manatee County Planning Department; Pasco County Building Department; and Sarasota County Planning and Development Services.

*Fees are only charged on the infrastructure that the new development will be impacting; not all developments pay all of the impact fees.

**Impact fees charged only within the Gateway Impact Fee Assessment Area.

Physical Resources

A major consideration that is discussed throughout a large portion of this *Economic Element* is Pinellas County's near-build out status and corresponding scarcity of vacant, developable land. As mentioned previously, because no demolition or other site remediation efforts are required, greenfield development is generally less expensive and easier for businesses to relocate to and/or expand upon. The redevelopment process is simply more challenging. **Table 16** enumerates the vacant developable land that is available in Pinellas County and the comparison areas, respectively. Please note that data was unavailable for DeKalb, Denver and Pasco counties. Clearly, there is a wide range of developable acreage remaining within the counties examined. Three counties have over 30 percent of their land areas remaining as developable, while on the other hand, three other counties (Pinellas, Broward and Sarasota) have less than six percent remaining. Of the latter three, Broward County's situation is due to large areas of preservation land being off-limits to development, while Sarasota's stems from a self-imposed urban growth boundary. Because of its small geographic size, Pinellas County has the least land area available for greenfield development. Clearly, this situation puts Pinellas County somewhat at a disadvantage, particularly with neighboring jurisdictions within the Tampa Bay MSA. For further discussion on this subject, please see the 'Local/Regional Strengths and Weaknesses' section of this *Economic Element*.

TABLE 16**VACANT DEVELOPABLE LAND IN PINELLAS COUNTY AND COMPARISON AREAS**

Locality	Total Acreage of Vacant Developable Land	Percentage of Total Land within Jurisdiction
Dallas County	251,062*	37.10%
DeKalb County	unavailable	-
Denver County	unavailable	-
Mecklenburg County	133,887	38.00%
Broward County	18,901	2.40%
Duval County	129,799	26.30%
Pinellas County	8,124	5.10%
Hernando County	116,033	36.60%
Hillsborough County	67,524	12.00%
Manatee County	65,700	13.80%
Pasco County	unavailable	-
Sarasota County**	17,113	5.90%

Compiled from a variety of sources; June 2008.

*The physical boundaries of some of the municipalities in Dallas County extend beyond the border of Dallas County. As Counties in Texas do not have land use authority, the total acreage of vacant and developable land for Dallas County was calculated based upon the municipal existing land use values.

**Sarasota County has an urban growth boundary which restricts development outside of the boundary, limiting development potential of vacant parcels and decreasing the number of vacant developable land.

Educational Resources

A strong assortment of educational institutions and programs is important toward having a highly-trained workforce, and is an integral tool in recruiting new and expanding industries to a local area. Pinellas County has a wide range of post secondary and vocational training resources, as depicted in **Table 17**. Many of the organizations listed provide four-year and post-graduate degrees. Other institutions of higher learning are also available in nearby Hillsborough County and the City of Tampa. In addition, the Pinellas County Economic Development Department coordinates training programs, education and classes for small businesses and entrepreneurs. To see how Pinellas County matches up to its peers, please see **Appendix B** for a complete list of educational institutions within the comparison areas.

TABLE 17**POST SECONDARY/VOCATIONAL TRAINING RESOURCES IN PINELLAS COUNTY**

Name of Educational Resource	
Clearwater Christian College	St. Petersburg College
Eckerd College	St. Petersburg Theological Seminary
Florida Institute of Technology	Stetson University College of Law
National Aviation Academy	Tampa Technical Institute
Pinellas Technical Education Center	University of Phoenix
Remington College	University of South Florida, St. Petersburg
Shiller International University	

Source: Pinellas County Planning Department, 2008.

Transportation Resources

An area's transportation network is an important consideration for business location decisions. An efficient, convenient transportation system is a must have necessity for a local economy to successfully compete in today's modern, competitive society. Many industries and businesses require close proximity to a well-developed and well-designed network of roads and other types of transportation infrastructure such as railroads, airports and seaports. Congested roadways and difficult-to-reach transportation hubs can negatively affect a company's bottom line and subsequently hurt the local economy. **Table 18** lists the major transportation facilities available in Pinellas County and the comparison areas. As evidenced in the table, Pinellas County is well-situated with a diverse mixture of available transportation types and facilities.

TABLE 18

MAJOR TRANSPORTATION FACILITIES AVAILABLE IN PINELLAS COUNTY AND COMPARISON AREAS

Locality	Seaport		Amtrak Service (Y/N)	Major Airport	Number of Annual Passengers (2007)	Number of Passenger Airlines
	Cargo	Passenger				
Dallas County	N	N	Y	Dallas/Fort Worth International	59,784,876	20
DeKalb County	N	N	Y	Hartsfield/Jackson Atlanta International Airport*	84,846,639**	32
Denver County	N	N	Y	Denver International Airport	49,863,352	20
Mecklenburg County	N	N	Y	Charlotte/Douglas International	33,165,688	11
Broward County	Y	Y	Y	Fort Lauderdale/Hollywood International Airport	21,400,000	34
Duval County	Y	Y	Y	Jacksonville International	6,319,016	11
Pinellas County	Y	Y	Y***	St. Pete/Clearwater International	747,369	6
				Tampa International*	19,145,563	20
Hernando County	N	N	N	Tampa International*	19,145,563	20
Hillsborough County	Y	Y	Y	Tampa International	19,145,563	20
Manatee County	Y	N	Y***	Sarasota/Bradenton International*	1,560,000	12
Pasco County	N	N	Y***	Tampa International*	19,145,563	20
Sarasota County	N	N	Y***	Sarasota/Bradenton International	1,560,000	12

Data Compiled from a variety of sources; June 2008.

*Denotes nearby major airport; airport not located within the physical boundary of the county.

**2006 statistics.

***Amtrak bus service only.

In addition to out-of-area transportation opportunities, alternative modes of local transportation and commuting are becoming increasingly important. Efficient mass transit systems can help alleviate congestion on local roads and provide viable options for an area’s workforce to commute back and forth from home to work. **Table 19** lists the local transportation and commuting options available in Pinellas County and the comparison areas. In regards to commuting opportunities, Pinellas and other Florida counties seem to be lagging behind their counterparts in other areas of the nation. Pinellas County has only buses and paratransit currently available for use. In contrast, counties outside of Florida also enjoy a mixture of light rail, commuter rail, HOV lanes, and bus rapid transit.

It should be noted that improved transit can reduce transportation costs for households in Pinellas County. A study conducted by the Center for Neighborhood Technology concludes that transportation accounted for 20 percent of the average household expenditures within the Tampa Bay Metropolitan Area in 2005, ranking it fourth highest among the major metropolitan areas studied. When expenditures for both housing and transportation are considered, the Tampa Bay area ranked number one among the metropolitan areas. Tampa Bay has the dubious distinction as the least affordable metropolitan area studied in the Report, requiring the highest percentage of average household expenditures (58 percent) for housing and transportation. The Report states that there appears to be a relationship between transportation choices and the level of household transportation expenditures. Those metro areas where “a household’s ability to replace vehicle use and ownership with bus, rail, walking, or biking translates into a lower portion of its budget going for transportation”. Greater choices for using alternatives to the automobile in the Tampa Bay area would help reduce the level of expenditures on transportation for at least some households and render the metropolitan area a more affordable place to live.

TABLE 19
TRANSPORTATION AND COMMUTING OPTIONS IN PINELLAS COUNTY AND THE COMPARISON AREAS

Locality	Buses	Bus Rapid Transit	Light Rail	Commuter Train	HOV Lanes	Paratransit	Average Commute Time (in minutes)
Dallas County	X		X	X	X	X	24.3
DeKalb County	X		X		X	X	28.3
Denver County	X		X		X	X	22.6
Mecklenburg County	X	X	X		X	X	25.0
Broward County	X					X	26.5
Duval County	X		X ¹			X	23.3
Pinellas County	X					X	23.1
Hernando County	X					X	unavailable
Hillsborough County	X		X ²			X	24.2
Manatee County	X					X	20.9
Pasco County	X					X	28.5
Sarasota County	X					X	20.7

Average commute time data from the U.S. Census Bureau, American Community Survey, 2003. Transit data compiled from a variety of sources; June 2008.

¹ Limited to the JTA Skyway Monorail – connects points downtown Jacksonville and across the St. Johns River.

² Limited to the streetcar system connecting downtown Tampa with Ybor City.

Table 19 also lists the average commute times for each locality. Interestingly, Pinellas County has among the lowest average commute times, even without many of the transportation alternatives other locations employ. Reasons for this could include the county's small geographic size and sizeable retirement population. For more information on Pinellas County's commuting alternatives and future transportation plans, please see the *Transportation Element* of this Comprehensive Plan.

Cost of Living and Housing Affordability

Cost of living and housing affordability are important factors in business location and expansion decisions, and their trends provide important clues regarding the health of an area's economy. Businesses need readily available housing at reasonable prices for their employees. Higher costs of living generally means that higher salaries will be required by workers. At the same time, however, higher salaries and a good quality of life help attract more highly skilled workers to a particular location. **Table 20** provides information on the cost of living for Pinellas County and the comparison areas, based on a 2006 national average cost of living index. With a score of 100 being the national average, Pinellas County comes in at 98, meaning that the cost of living in Pinellas County is two percent less than the national average. Even though this is lower than the national average, it is also the highest in the Tampa Bay MSA. Of all the comparison areas, Broward County has the highest cost of living with a score of 124. Mecklenburg and Duval Counties tie for the lowest at 91.

TABLE 20
**COST OF LIVING FOR PINELLAS COUNTY AND
 COMPARISON AREAS**

Locality*	Cost of Living Index Based on the National Average**
United States	100
Dallas County	93
DeKalb County	108
Denver County	105
Mecklenburg County	91
Broward County	124
Duval County	91
Pinellas County	98
Hernando County	96
Hillsborough County	95
Manatee County	98
Pasco County	94
Sarasota County	109

Source: Sperling's Best Places, 2008.

*Comparison based on city where county seat is located.

**Based on the 2006 median national income of \$48,451.

While **Table 20** examines a cost of living index comprised of multiple factors, the issue of housing affordability is more closely examined in **Table 21**, which offers an affordability index derived by dividing median existing home sale prices by median household income. Lower index numbers suggest greater home affordability. Clearly, Pinellas County homes are less affordable than the national average, yet fall somewhere near the middle of the comparison areas. With the exception of Denver, Pinellas is higher than other comparison counties outside of Florida. This suggests a mild concern may be warranted in terms of housing affordability for Pinellas County. It is important to note, however, that the information in **Table 21** is derived from 2006 numbers, which was at the height of the housing boom. It would be interesting to see more recent numbers that reflect the result of the subsequent nationwide housing downturn, which has been particularly strong in Florida.

Table 22 helps shed some light on the above question, listing the number of home sales and median home sale prices for the Tampa Bay MSA during the years 2001 through mid-2008. The effect of the housing boom and the beginning of the subsequent correction are readily apparent and striking. **Figures 3** and **4** show these results graphically. Clearly, housing seems to becoming more affordable once again. For more information on Pinellas County housing and housing affordability, please see the *Housing Element* of this Comprehensive Plan.

TABLE 21

HOUSEHOLD INCOME VERSUS PRICE OF EXISTING SINGLE FAMILY HOMES FOR PINELLAS COUNTY AND COMPARISON AREAS

Locality	Median Household Income (2006)	Median Sales Price of Existing Single Family Homes 2006*	Affordability Index**
United States	48,451	221,900	4.58
Dallas County	44,815	149,500	3.34
DeKalb County	50,373	171,800	3.41
Denver County	40,900	249,500	6.10
Mecklenburg County	51,945	190,600	3.67
Broward County	50,499	371,200	7.35
Duval County	45,756	193,000	4.22
Pinellas County	41,945	228,900	5.46
Hernando County	40,347	228,900	5.67
Hillsborough County	46,766	228,900	4.89
Manatee County	45,272	334,300	7.38
Pasco County	41,939	228,900	5.46
Sarasota County	48,416	334,300	6.90
Florida	45,495	239,900	5.27

Source: U.S. Census Bureau American Community Survey, 2006; and National Association of Realtors June 2008.

*Sales Prices medians are for the Metropolitan Statistical Area in which each county is located.

**Sales Price divided by median household income; lower figures denote more affordability.

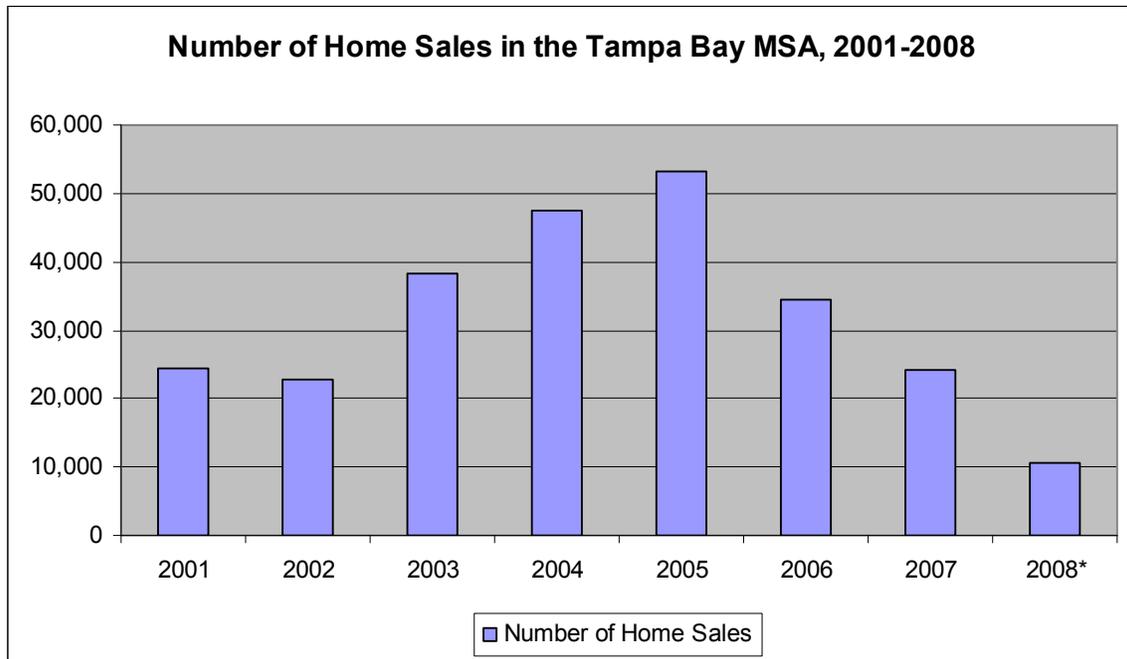
TABLE 22
TAMPA BAY MSA HOME SALES & MEDIAN PRICE

Year	Number of Home Sales	% Change from Previous Year	Median Home Sale Price	% Change from Previous Year
2001	24,489	N/A	120,783	N/A
2002	22,699	-7.31%	132,583	9.77%
2003	38,208	68.32%	140,225	5.76%
2004	47,639	24.68%	159,300	13.60%
2005	53,183	11.64%	202,925	27.39%
2006	34,491	-35.15%	228,033	12.37%
2007	24,074	-30.20%	208,375	-8.62%
2008*	10,560	-19.12%	179,550	-15.69%

Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008. Figures are calculated from same time period in previous year.

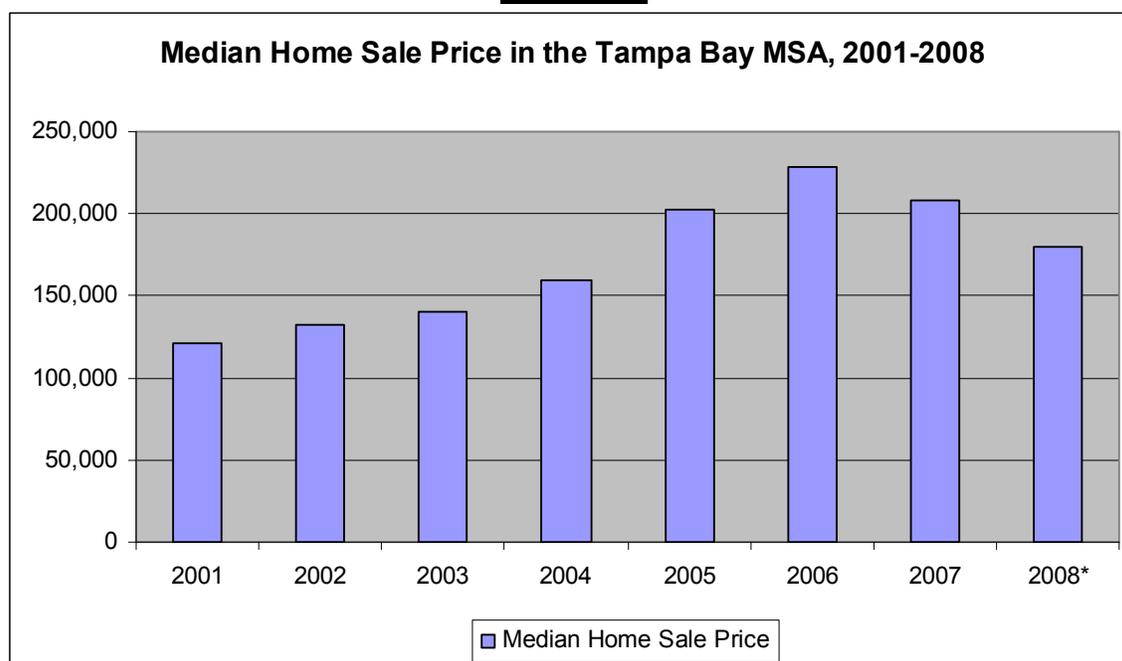
FIGURE 3



Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008. Figures are calculated from same time period in previous year.

FIGURE 4



Source: Pinellas County Department of Economic Development, 2008.

*Data only available through June 2008. Figures are calculated from same time period in previous year.

BUSINESS INDUSTRIES IN PINELLAS COUNTY

Historical Employment by Industry – 1970 through 2000

Business in Pinellas County changed remarkably during the last three decades of the twentieth century. The County continued to grow and add jobs. The percentage of the total population employed climbed dramatically, coinciding with the decline of the retirement sector and the surge of women entering the workforce. The agricultural industry remained small while manufacturing, retail and services demonstrated large gains. With the growing population requiring more public services, the number of government employees climbed as well. **Table 23** depicts these changes, arranged by industry and trending in five-year increments. The data is based on the Standard Industrial Classification (SIC) from the Bureau of Economic Analysis, and on information from the U.S. Census Bureau. See **Appendix C** for employment changes over time in percentage terms.

As of 2000, the five largest non-government industries of the Pinellas County economy in terms of employment numbers were Services (240,008), Retail Trade (95,333), Finance, Insurance and Real Estate (55,461), Manufacturing (49,885), and Construction (28,821). Changes within these industries over the past 30 years are graphically depicted in **Figure 5**.

Remarkably, all of the Pinellas County industries that were examined grew larger in employment terms between 1970 and 2000. Total employment grew by almost 200 percent over the 30-year time frame (see **Appendix C**). Between the most recent time interval of 1995 to 2000, the only industries examined in decline were Mining, Military and State Government. All of these factors point to a growing economy in terms of job quantity.

TABLE 23
TOTAL EMPLOYMENT BY INDUSTRY IN PINELLAS COUNTY, 1970-2000

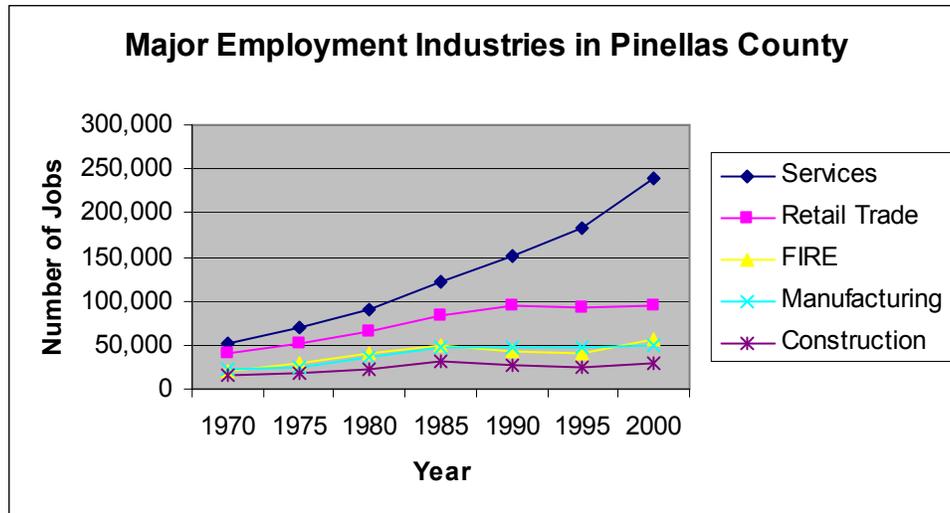
	1970	1975	1980	1985	1990	1995	2000
Farm Employment	591	475	516	362	346	266	311
<i>Private Employment</i>							
Agricultural services, forestry, fishing & other*	1,973	2,483	3,367	4,762	4,607	5,287	5,852
Mining	48	62	260	580	587	457	342
Construction	16,562	16,933	23,429	32,577	27,329	24,203	28,821
Manufacturing	22,081	24,041	36,586	47,516	48,255	46,977	49,885
Transportation and public utilities	6,937	8,862	10,160	12,115	13,615	15,397	20,662
Wholesale trade	5,864	9,247	12,276	15,297	17,667	21,992	25,835
Retail trade	41,203	52,169	65,962	82,835	95,282	92,173	95,333
Finance, insurance, real estate	21,224	30,389	41,588	48,747	42,154	39,569	55,461
Services	52,655	69,807	91,268	121,780	150,095	182,259	240,008
Private Employment Total	168,547	213,993	284,896	366,209	399,591	428,314	522,199
<i>Government & Govt. Enterprises</i>							
Federal, civilian	4,009	4,669	5,107	5,516	6,256	6,067	6,398
Military	2,247	2,307	2,619	2,961	3,551	3,067	3,060
State & Local	16,912	20,840	24,694	26,296	34,082	36,304	37,545
State government	(N)	(N)	2,722	3,060	4,185	4,629	4,618
Local government	(N)	(N)	21,972	23,236	29,897	31,675	32,927
Government & Government Enterprises Total	23,168	27,816	32,420	34,773	43,889	45,438	47,003
TOTAL EMPLOYMENT	191,715	241,809	317,316	400,982	443,480	473,752	569,202
Proprietor Employment**	34,751	45,876	59,611	76,006	71,670	75,752	87,299
Percentage of Total Population Employed	36.7%	36.3%	43.6%	50.1%	52.1%	54.1%	61.8%

Source: Bureau of Economic Analysis, Standard Industrial Classification, 2008 and the U.S. Census Bureau.

**"Other" consists of the number of jobs held by U.S. residents employed by international organizations and foreign embassies and consulates in the U.S.

** Includes sole proprietors and partnerships. Included in Total Employment numbers.

FIGURE 5



Source: Bureau of Economic Analysis, Standard Industrial Classification
FIRE = Finance, Insurance and Real Estate

Historical Wage Growth by Industry – 1970 through 2000

Like the total employment numbers discussed above, wage growth in Pinellas County has been robust over the past 30+ years. **Table 24** depicts the growth in wages by industry in Pinellas County between the years 1970 and 2000. The data is displayed in absolute and percentage terms over five-year increments. With the exception of the Mining outlier, wages increased by at least 288 percent for every industry examined. The average wage per job overall increased by 435 percent, with strong gains experienced continually throughout the time period. The industries with the five highest incomes in 2000 were Federal Government Civilian (\$66,110), Wholesale Trade (\$55,051), Manufacturing (\$46,078), Transportation and Public Utilities (\$44,837), and Local Government (\$41,606). Once again, the numbers and trends point to a healthy and growing local economy. However, comparisons are needed to examine such trends against national, state and other local area averages to clarify the extent of the wage growth. The comparison information for private employment wage growth is displayed in **Table 25** and depicted graphically in **Figure 6**.

TABLE 24

GROWTH IN WAGES BY INDUSTRY IN PINELLAS COUNTY

	1970			1975			1980			1985			1990			1995			2000		
	AVERAGE WAGE BY INDUSTRY	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1970	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1975	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1975	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1980	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1985	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1990	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1995	AVERAGE WAGE BY INDUSTRY	PERCENT CHANGE FROM 1995	PERCENT CHANGE FROM 1970			
Farm earnings	\$5,203.05	\$7,741.05	48.78%	\$12,874.03	66.31%	\$19,850.83	54.19%	\$21,251.45	7.06%	\$16,161.65	-23.95%	\$19,141.48	18.44%	267.89%							
<i>Private Employment</i>																					
Agricultural services, forestry, fishing and other*	\$4,820.58	\$5,727.35	18.81%	\$6,594.89	15.15%	\$8,276.77	25.50%	\$14,308.44	72.87%	\$14,709.29	2.80%	\$18,738.38	27.39%	288.72%							
Mining	\$63,145.83	\$196,274.19	210.83%	\$174,096.15	-11.30%	\$70,487.93	-59.51%	\$10,497.44	-85.11%	\$3,470.46	-66.94%	\$6,201.75	78.70%	-90.18%							
Construction	\$7,445.05	\$11,025.45	48.09%	\$15,275.30	38.55%	\$19,288.18	26.27%	\$23,950.64	24.17%	\$26,964.47	12.58%	\$33,108.95	22.79%	344.71%							
Manufacturing	\$8,492.96	\$12,247.95	44.21%	\$17,586.34	43.59%	\$25,225.23	43.44%	\$31,659.25	25.51%	\$36,878.92	16.49%	\$46,078.18	24.94%	442.55%							
Transportation and public utilities	\$7,973.76	\$12,981.72	62.81%	\$20,659.55	59.14%	\$26,623.44	28.87%	\$30,030.63	12.80%	\$36,388.78	21.17%	\$44,837.00	23.22%	462.31%							
Wholesale trade	\$7,338.85	\$11,038.07	50.41%	\$15,617.71	41.49%	\$20,770.54	32.99%	\$29,882.66	43.87%	\$39,525.83	32.27%	\$55,050.82	39.28%	650.13%							
Retail trade	\$4,960.73	\$6,682.00	34.70%	\$9,371.94	40.26%	\$12,498.63	33.36%	\$14,393.85	15.16%	\$16,913.84	17.51%	\$21,070.86	24.58%	324.75%							
Finance, insurance, and real estate	\$5,990.25	\$7,286.59	21.64%	\$15,625.44	114.44%	\$11,976.00	-23.36%	\$18,513.07	54.58%	\$28,933.43	56.29%	\$38,375.62	32.63%	540.63%							
Services	\$5,399.92	\$7,551.08	39.84%	\$11,964.73	58.45%	\$15,827.89	32.29%	\$21,368.41	35.00%	\$25,564.84	19.64%	\$30,253.22	18.34%	460.25%							
<i>Government and Government Enterprises</i>																					
Federal, civilian	\$10,017.71	\$16,185.91	61.57%	\$25,111.81	55.15%	\$36,807.65	46.58%	\$45,796.20	24.42%	\$61,833.36	35.02%	\$66,109.57	6.92%	559.93%							
Military	\$2,567.42	\$4,809.71	87.34%	\$9,187.48	91.02%	\$14,719.01	60.21%	\$17,520.98	19.04%	\$21,813.50	24.50%	\$28,335.95	29.90%	1003.67%							
State and local	\$6,998.88	\$10,664.97	52.38%	\$15,366.97	44.09%	\$23,199.76	50.97%	\$27,379.29	18.02%	\$34,950.94	27.65%	\$41,371.07	18.37%	491.11%							
State government	(N)	(N)	(N)	\$14,329.17	(N)	\$20,061.44	40.00%	\$27,861.17	38.88%	\$32,258.37	15.78%	\$39,697.27	23.06%	177.04%**							
Local government	(N)	(N)	(N)	\$15,495.54	(N)	\$23,613.06	52.39%	\$29,318.73	24.16%	\$35,344.44	20.55%	\$41,605.83	17.72%	168.50%**							
Average Wage Per Job	\$5,801.00	\$8,118.00	39.94%	\$11,801.00	45.37%	\$16,292.00	38.06%	\$20,342.00	24.86%	\$24,748.00	21.66%	\$31,057.00	25.49%	435.37%							
Per Capita Personal Income***	\$4,184.00	\$6,128.00	46.46%	\$10,975.00	79.10%	\$16,264.00	48.19%	\$21,115.00	29.83%	\$24,849.00	17.68%	\$31,781.00	27.90%	659.58%							

Source: Bureau of Economic Analysis, Standard Industrial Classification, 2008

(N) Data not available this year.

Other consists of the number of jobs held by U.S. residents employed by international organizations and foreign embassies and consulates in the U.S.

**Figures are a comparison with data from 1980; the earliest available data.

***Per capita personal income includes wage earners and non-wage earners, such as those who collect pensions and social security.

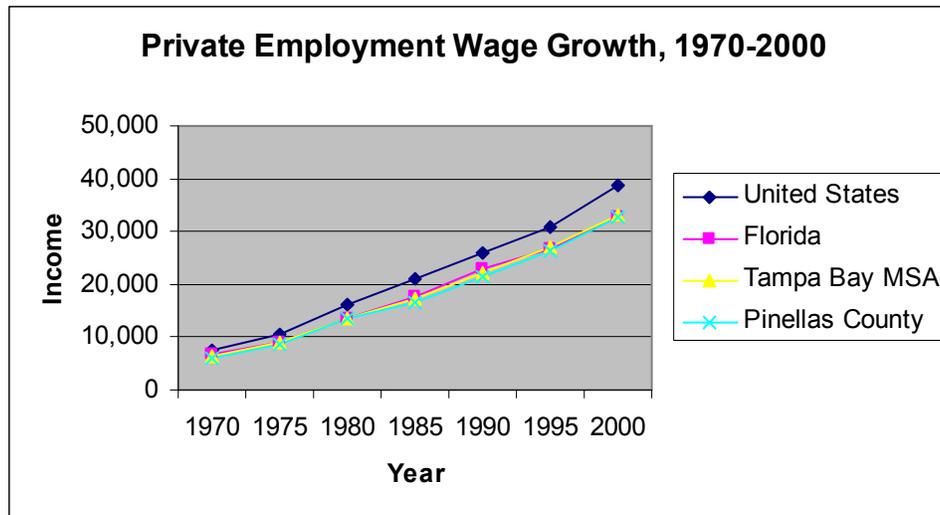
TABLE 25

AVERAGE PRIVATE EMPLOYMENT WAGE GROWTH FOR PINELLAS COUNTY AND THE COMPARISON AREAS, 1970-2000

Locality	1970	1975	1980	1985	1990	1995	2000	Percent Change, 1970-2000
United States	7,672	10,701	16,083	21,216	26,044	30,677	38,838	406%
Dallas County	7,962	11,275	18,131	25,377	31,299	38,459	54,126	580%
DeKalb County	7,178	10,362	15,333	21,613	27,436	34,882	42,701	495%
Denver County	7,954	11,755	18,461	24,344	29,264	36,994	53,017	567%
Mecklenburg County	7,441	10,664	15,954	22,441	29,209	26,010	46,509	525%
Broward County	6,709	8,838	13,380	17,780	23,617	27,510	34,555	415%
Duval County	6,747	9,850	14,829	19,977	24,317	29,054	36,082	435%
Pinellas County	6,156	8,513	13,445	16,641	21,398	26,283	32,768	432%
Hernando County	6,038	7,472	10,570	13,486	16,773	19,827	23,263	285%
Hillsborough County	6,748	9,767	14,245	18,937	23,623	28,757	34,944	418%
Manatee County	6,000	8,291	12,141	15,618	19,420	22,433	27,697	362%
Pasco County	5,437	7,616	11,223	13,924	17,829	21,147	23,740	337%
Sarasota County	5,960	8,018	12,094	15,003	19,917	23,096	29,133	389%
Tampa Bay MSA	6,418	9,059	13,628	17,445	22,089	26,950	32,996	414%
Florida	6,710	9,192	13,621	17,723	22,752	26,695	32,717	388%

Source: Bureau of Economic Analysis, Standard Industrial Classification, 2008

FIGURE 6

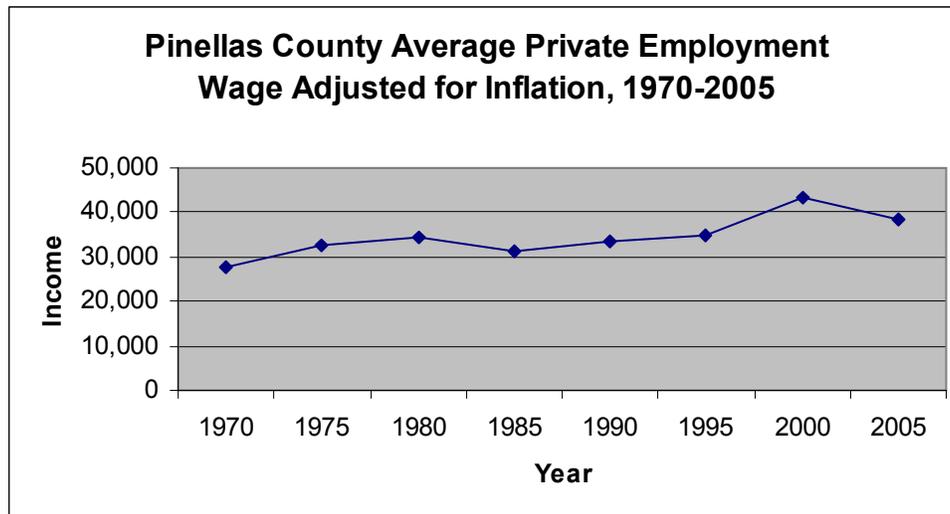


Source: Bureau of Economic Analysis, Standard Industrial Classification, 2008

The information displayed in **Table 25** and **Figure 6** shows a sizable private employment wage increase for the nation as a whole over the 30 year time period examined. Dallas County had the highest private employment wage growth of all the comparison areas, followed by Denver, and Mecklenburg Counties, all enjoying increases in excess of 500 percent over the timeframe examined. Pinellas County wasn't far behind, and outpaced the national average, as well as

the averages for Florida and the Tampa Bay MSA. This helps provide a clearer picture as to the relative strength of the Pinellas County economy over recent history. More detailed information regarding the growth in per capita wages by industry for the comparison areas can be found in **Appendix A** of this element. A way to further clarify the strength of wage gains over time is to adjust the data for inflation. **Figure 7** shows the average private employment wage between 1970 and 2005 in Pinellas County adjusted for inflation, based on 2006 dollars. The gain over time is much more muted when including adjustments for inflation.

FIGURE 7



Source: Bureau of Labor Statistics; Bureau of Economic Analysis Standard Industrial Classification, 2008; and Bureau of Economic Analysis North American Industry Classification System, 2008.
 *Based on the Inflation rate from January of each of the above listed years to January 2006.

Top Five Industries with the Largest Employment in Pinellas County

According to the Bureau of Economic Analysis, Pinellas County's top five industries in terms of employment numbers as of 2006 are: 1) Administrative and Waste Services, 2) Healthcare and Social Assistance, 3) Retail Trade, 4) Government and Government Enterprises, and 5) Professional and Technical Services. These five industries have largely enjoyed top status throughout the present decade, with the exception of the Manufacturing industry cracking the top five in 2001 and 2002. **Table 26** lists the top sectors from 2001 through 2006.

TABLE 26**TOP 5 INDUSTRIES WITH THE LARGEST NUMBER OF EMPLOYEES IN
PINELLAS COUNTY**

YEAR	INDUSTRY	NUMBER OF WORKERS
2001	Administrative and Waste Services	96,544
	Retail Trade	67,007
	Healthcare and Social Assistance	63,488
	Government and Government Enterprises	48,071
	Manufacturing	44,649
2002	Administrative and Waste Services	92,159
	Retail Trade	65,790
	Healthcare and Social Assistance	65,379
	Government and Government Enterprises	48,446
	Manufacturing	41,719
2003	Healthcare and Social Assistance	66,423
	Retail Trade	65,479
	Administrative and Waste Services	64,407
	Government and Government Enterprises	48,980
	Professional and Technical Services	41,210
2004	Administrative and Waste Services	71,566
	Healthcare and Social Assistance	67,704
	Retail Trade	65,794
	Government and Government Enterprises	49,282
	Professional and Technical Services	42,697
2005	Administrative and Waste Services	80,326
	Healthcare and Social Assistance	68,531
	Retail Trade	66,739
	Government and Government Enterprises	49,490
	Professional and Technical Services	43,070
2006	Administrative and Waste Services	84,257
	Healthcare and Social Assistance	68,450
	Retail Trade	66,515
	Government and Government Enterprises	49,560
	Professional and Technical Services	44,284

Source: Bureau of Economic Analysis, 2008.

The following are brief descriptions of the top five employment industries in Pinellas County:

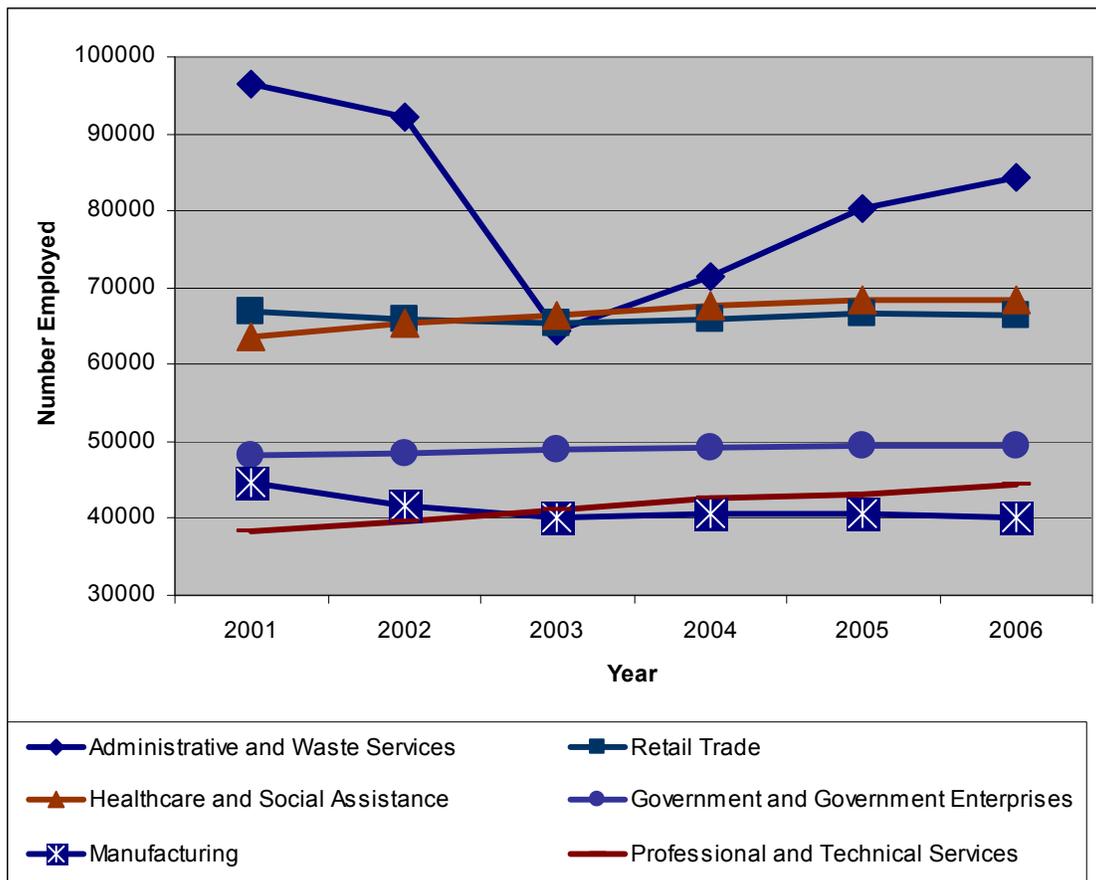
1. The Administrative and Waste Services industry is comprised of establishments performing routine support activities for the day-to-day operations of other organizations. Activities include office administration, clerical services, security, cleaning and waste disposal.

2. The Healthcare and Social Assistance industry provides healthcare and social assistance for individuals.
3. The Retail Trade industry engages in retailing merchandise and rendering services incidental to the sale of merchandise.
4. The Government and Government Enterprises industry consists of federal, state and local government agencies.
5. The Professional and Technical Services industry specializes in performing professional and technical services for others. Among a long list, activities include legal representation, accounting, engineering, computer services, and advertising.

Figure 8 displays the recent trend data for the top five employment industries (six are displayed due to Manufacturing cracking the top five in 2001 and 2002). All have been relatively steady with the exception of the Administrative and Waste Services industry. The large dip occurring in 2003 and subsequent partial rebound is curious and the reasoning behind it is unclear.

FIGURE 8

TREND DATA FOR TOP 5 EMPLOYMENT INDUSTRIES IN PINELLAS COUNTY



Source: Bureau of Economic Analysis, 2008.

Percent of Workers per Industry in Pinellas County

While determining the top industries in Pinellas County is important, it is also beneficial to get a glimpse of all the industries that comprise the local economy and their relative proportions. **Table 27** takes that extra step and displays Pinellas County employment for all industries, including in percentage terms. This provides a more complete picture of the components of the local economy. The top five industries discussed above employ over half of all the workers in Pinellas County (approximately 51.4 percent). **Table 27** also provides a glimpse of the most recently available trend data, again spanning the timeframe between 2001 and 2006.

As can be seen, Pinellas County employs many different industries, some of which have relatively few workers. As expected in a near built out county, the Farm industry is virtually non-existent, and the Mining and Forestry industries are very small as well. The industries with consistent growth include Finance and Insurance, Real Estate, and Construction. **Table 27** reveals no industries that seem to be in a steady decline. Besides the unexplained hiccup in 2003, total employment numbers look strong. The bottom row in **Table 27** shows proprietor employment. This is included in the total employment figures and is listed separately for informational purposes. The category include sole proprietors and partnerships. The numbers reveal that proprietors comprise a significant proportion of the Pinellas County workforce, employing almost 20 percent of residents in 2006.

TABLE 27: PERCENT OF WORKERS PER INDUSTRY IN PINELLAS COUNTY

INDUSTRY	2001		2002		2003		2004		2005		2006	
	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS	NUMBER OF WORKERS	PERCENT OF TOTAL WORKERS
Farm employment	298	0.05%	470	0.08%	399	0.07%	250	0.04%	196	0.03%	204	0.03%
<i>Private employment</i>												
Forestry, fishing, related activities, and other*	808	0.14%	(D)		664	0.12%	942	0.16%	(D)		673	0.11%
Mining	357	0.06%	(D)		429	0.08%	395	0.07%	(D)		390	0.06%
Utilities	2,251	0.39%	1,962	0.34%	1,711	0.30%	1,921	0.33%	1,753	0.29%	1,692	0.28%
Construction	29,962	5.13%	29,919	5.14%	31,406	5.59%	32,905	5.68%	34,162	5.73%	36,391	5.97%
Manufacturing	44,649	7.64%	41,719	7.17%	40,091	7.13%	40,523	6.99%	40,545	6.81%	40,113	6.58%
Wholesale trade	20,092	3.44%	19,225	3.30%	17,895	3.18%	17,600	3.04%	18,252	3.06%	18,294	3.00%
Retail trade	67,007	11.47%	65,790	11.30%	65,478	11.65%	65,794	11.35%	66,739	11.20%	66,515	10.91%
Transportation and warehousing	8,115	1.39%	7,564	1.30%	8,097	1.44%	8,626	1.49%	8,461	1.42%	8,833	1.45%
Information	16,183	2.77%	12,192	2.09%	12,549	2.23%	10,923	1.88%	11,008	1.85%	11,526	1.89%
Finance and insurance	31,894	5.46%	32,721	5.62%	33,580	5.97%	33,816	5.83%	33,955	5.70%	36,604	6.00%
Real estate/rental/leasing	23,356	4.00%	24,201	4.16%	27,074	4.82%	30,306	5.23%	34,172	5.74%	37,411	6.14%
Professional and technical services	38,321	6.56%	39,662	6.81%	41,210	7.33%	42,697	7.37%	43,070	7.23%	44,284	7.26%
Management of companies & enterprises	9,065	1.55%	10,135	1.74%	10,558	1.88%	10,184	1.76%	9,559	1.60%	10,139	1.66%
Administrative and waste services	96,544	16.53%	92,159	15.84%	64,407	11.46%	71,566	12.34%	80,326	13.48%	84,257	13.82%
Educational services	6,429	1.10%	6,885	1.18%	6,973	1.24%	7,788	1.34%	7,617	1.28%	7,750	1.27%
Health care and social assistance	63,488	10.87%	65,379	11.23%	66,423	11.82%	67,704	11.68%	68,531	11.50%	68,450	11.23%
Arts, entertainment, and recreation	11,213	1.92%	11,745	2.02%	11,758	2.09%	12,214	2.11%	12,553	2.11%	12,475	2.05%
Accommodation and food services	35,253	6.04%	37,707	6.48%	38,923	6.92%	40,371	6.96%	40,417	6.78%	39,721	6.51%
Other services, except public administration	30,771	5.27%	32,919	5.66%	33,555	5.97%	33,915	5.85%	33,784	5.67%	34,429	5.65%
TOTAL PRIVATE EMPLOYMENT	535,758	91.72%	533,068	91.59%	512,781	91.22%	530,190	91.46%	546,098	91.66%	559,947	91.84%
<i>Government and government enterprises</i>												
Federal, civilian	6,238	1.07%	6,170	1.06%	6,342	1.13%	6,327	1.09%	6,611	1.11%	6,506	1.07%
Military	3,090	0.53%	3,106	0.53%	3,036	0.54%	2,835	0.49%	2,791	0.47%	2,916	0.48%
State and local	38,743	6.63%	39,170	6.73%	39,602	7.04%	40,120	6.92%	40,088	6.73%	40,138	6.58%
State government	4,535	0.78%	4,299	0.74%	4,336	0.77%	4,214	0.73%	4,267	0.72%	4,145	0.68%
Local government	34,208	5.86%	34,871	5.99%	35,266	6.27%	35,906	6.19%	35,821	6.01%	35,993	5.90%
TOTAL GOVERNMENT AND GOVERNMENT ENTERPRISES	48,071	8.23%	48,446	8.32%	48,980	8.71%	49,282	8.50%	49,490	8.31%	49,560	8.13%
TOTAL EMPLOYMENT	584,127		581,984		562,160		579,722		595,784		609,711	
Proprietor Employment**	87,998	15.06%	91,780	15.77%	99,131	17.63%	105,914	18.27%	110,862	18.61%	117,917	19.34%

Source: Bureau of Economic Analysis, 2008.

(D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the totals.

*"Other" consists of the number of jobs held by U.S. residents employed by international organizations and foreign embassies and consulates in the U.S.

**Includes sole proprietors and partnerships. Included in Total Employment.

Top Five Earning Industries in Pinellas County

Due to varying pay scales, the top five industries in the number of workers employed are not necessarily the top five industries in total employee earnings. While there are similarities, the data in **Table 28** confirms expected differences and changing trends from year to year.

TABLE 28
TOP FIVE INDUSTRIES FOR EMPLOYEE EARNINGS IN PINELLAS COUNTY

YEAR	INDUSTRY	EARNINGS*
2001	Administrative and Waste Services	2,418,436
	Health Care and Social Assistance	2,168,242
	Government and Government Enterprises	2,148,221
	Manufacturing	2,047,956
	Retail Trade	1,619,590
2002	Administrative and Waste Services	2,389,582
	Health Care and Social Assistance	2,302,634
	Government and Government Enterprises	2,254,740
	Manufacturing	2,019,505
	Retail Trade	1,629,469
2003	Health Care and Social Assistance	2,460,791
	Government and Government Enterprises	2,396,922
	Manufacturing	2,073,047
	Finance and Insurance	1,759,404
	Retail Trade	1,667,864
2004	Health Care and Social Assistance	2,613,966
	Government and Government Enterprises	2,540,077
	Manufacturing	2,141,197
	Finance and Insurance	1,732,904
	Retail Trade	1,711,075
2005	Health Care and Social Assistance	2,794,009
	Government and Government Enterprises	2,669,939
	Manufacturing	2,218,618
	Administrative and Waste Services	1,876,493
	Retail Trade	1,771,108
2006	Health Care and Social Assistance	2,832,155
	Government and Government Enterprises	2,790,700
	Manufacturing	2,280,701
	Administrative and Waste Services	2,034,478
	Finance and Insurance	1,979,861

Source: Bureau of Economic Analysis, 2008.

*Earnings in thousands of dollars

According to **Table 28**, the Health Care and Social Assistance industry has been the top earning industry in Pinellas County since 2003, replacing Administrative and Waste Services. Government and Government Enterprises has held the number two spot since 2003 as well, and Manufacturing has solidly been number three. The differences between the industry lists for top employers and top earners simply reflects wage rates. For example, although the Manufacturing industry employs significantly fewer workers than the Administrative and Waste Services industry, the total earnings is so much higher in the Manufacturing industry that it propels it higher in overall earnings as well.

The following are brief descriptions of the top five earnings industries in Pinellas County, as of 2006 (note that some of these repeat the descriptions of top employers):

1. The Healthcare and Social Assistance industry provides healthcare and social assistance for individuals.
2. The Government and Government Enterprises industry consists of federal, state and local government agencies.
3. The Manufacturing industry comprises establishments engaged in the mechanical, physical or chemical transformation of materials, substances or components into new products. The assembling of component parts is included.
4. The Administrative and Waste Services industry is comprised of establishments performing routine support activities for the day-to-day operations of other organizations. Activities include office administration, clerical services, security, cleaning and waste disposal.
5. The Finance and Insurance industry is primarily engaged in financial transactions, including banking, insurance underwriting and financial intermediation.

Mean Wage per Industry in Pinellas County

The mean wages for each employment industry in Pinellas County between the years 2001 and 2006 are revealed in **Table 29**. The mean wage statistic is important because higher paying jobs boost the local economy and are therefore generally the focus of economic recruiting and expansion efforts. Attracting those industries that support higher wages helps raise standards of living and provides greater opportunities for a higher quality of life for everyone. Those non-government industries that paid the highest wages in Pinellas County as of 2006 were 1) Utilities (\$88,320), 2) Management of Companies and Enterprises (\$74,283), 3) Wholesale Trade (\$58,234), 4) Manufacturing (\$56,857), and 5) Finance and Insurance (\$54,089). The mean wages of the 18 highest-paying industries in Pinellas County are depicted graphically in **Figure 9**.

Wage rates across the industries generally trended higher throughout the examined timeframe (2001-2006), but not always. The industries that enjoyed the highest percentage gain were Arts, Entertainment and Recreation (38.7 percent), followed by Professional and Technical Services (30.0 percent) and Utilities (23.7 percent). For a glimpse at how mean wages in Pinellas County relate to the various comparison areas, please see **Appendix D**.

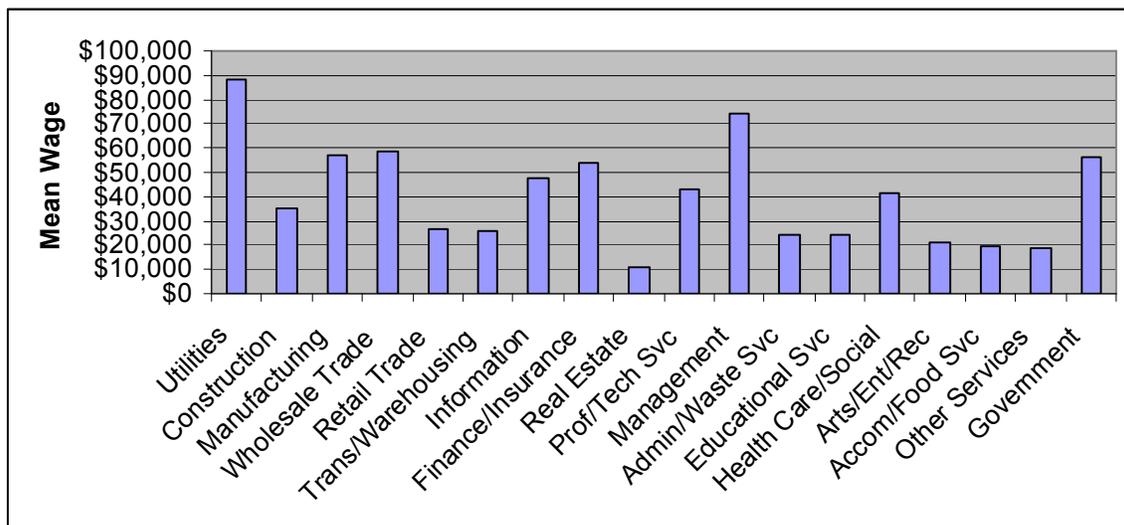
TABLE 29
MEAN WAGE PER INDUSTRY IN PINELLAS COUNTY

INDUSTRY	2001	2002	2003	2004	2005	2006
Farm	\$12,480	\$13,055	\$11,707	\$11,184	\$12,168	\$9,475
Forestry, Fishing, Related Activities, & Other*	\$7,496	N/A	\$5,476	\$6,700	N/A	\$3,192
Mining	\$723	N/A	\$1,128	\$3,086	N/A	\$749
Utilities	\$67,405	\$69,649	\$78,026	\$92,764	\$92,033	\$88,320
Construction	\$30,052	\$31,737	\$31,275	\$32,563	\$33,697	\$35,242
Manufacturing	\$45,870	\$48,407	\$51,709	\$52,839	\$54,720	\$56,857
Wholesale Trade	\$53,845	\$53,770	\$53,101	\$54,388	\$57,214	\$58,234
Retail Trade	\$24,170	\$24,768	\$25,472	\$26,007	\$26,538	\$26,900
Transportation & Warehousing	\$20,252	\$19,408	\$21,232	\$23,393	\$24,879	\$25,603
Information	\$44,050	\$39,554	\$40,726	\$42,851	\$44,693	\$47,842
Finance & Insurance	\$42,965	\$45,827	\$52,394	\$51,245	\$51,015	\$54,089
Real Estate & Rental and Leasing	\$11,388	\$11,561	\$11,649	\$11,324	\$11,313	\$10,980
Professional & Technical Services	\$29,901	\$38,116	\$37,488	\$38,239	\$40,296	\$42,707
Management of Companies & Enterprises	\$69,814	\$66,661	\$66,054	\$79,508	\$80,472	\$74,273
Administrative & Waste Services	\$25,050	\$25,929	\$21,059	\$21,971	\$23,361	\$24,146
Educational Services	\$22,203	\$22,844	\$22,234	\$23,797	\$23,787	\$23,994
Health Care & Social Assistance	\$34,152	\$35,220	\$37,047	\$38,609	\$40,770	\$41,376
Arts, Entertainment, & Recreation	\$13,031	\$12,754	\$13,307	\$20,471	\$21,265	\$21,242
Accommodation & Food Services	\$15,420	\$16,914	\$17,656	\$18,440	\$19,046	\$19,291
Other Services, Except Public Admin.	\$17,233	\$17,567	\$18,049	\$18,192	\$18,542	\$18,806
Government & Government Enterprises	\$44,689	\$46,541	\$48,937	\$51,542	\$53,949	\$56,310

Source: Bureau of Economic Analysis, 2008.

**"Other" consists of the number of jobs held by U.S. residents employed by international organizations and foreign embassies and consulates in the U.S.

FIGURE 9
MEAN WAGES FOR SELECT BUSINESS INDUSTRIES IN PINELLAS COUNTY, 2006



Source: Bureau of Economic Analysis, 2006