

# FACTS AND FIGURES

'09

## HILLSBOROUGH COUNTY

### GEOGRAPHY

**Location:**  
Central West Coast of Florida.

**Land Area:**  
1,051 square miles

**Water Area:**  
215 square miles

**Population Density:**  
1,174 persons per sq. miles

**Climate:**  
Sub-tropical/mild Winters

**Average annual rainfall:**  
48 inches

### DISTANCE TO MAJOR MARKETS

Miami - 246 miles  
Atlanta - 461 miles  
Dallas - 1,078 miles  
Detroit - 1,153 miles  
Boston - 1,293 miles  
Denver - 1,523 miles  
Chicago - 1,128 miles  
New York - 1,152 miles  
Philadelphia - 1,040 miles  
San Francisco - 2,989 miles

### TOP INDUSTRIES

1. Health Care & Social Assistance
2. Admin. Support, Waste Management, Remediation Services
3. Accommodation and Food Services
4. Biomedical Research, Science and Technology
5. Tourism/Recreation Industries
6. Wholesale Trade
7. Retail Trade

### DEMOGRAPHICS

White: 76%  
Black: 16%  
Asian: 3%  
Other Race: 5%  
Hispanic Origin: 22%

Median Age: 36 Years

Under 18 Years: 25%  
18-24 Years: 8%  
25-44 Years: 29%  
45-64 Years: 26%  
65+ Years: 12%

Source: 2007 American Community Survey



### FORM OF GOVERNMENT

Unincorporated Hillsborough County is governed by a seven-member Board of County Commissioners. The cities of Plant City, Tampa and Temple Terrace are incorporated with their own governing boards. The Hillsborough County City-County Planning Commission is a consolidated planning agency for the cities of Tampa, Plant City, Temple Terrace and unincorporated Hillsborough County. The City of Tampa is the location for the unincorporated County's and City of Tampa's seat of government.

### POPULATION GROWTH

	Census 2000	Estimates 2009	Change 2000-2009
<b>Jurisdiction</b>			
Tampa	303,447	350,150	46,703
Unincorp County	644,668	824,380	179,712
Plant City	29,915	34,860	4,945
Temple Terrace	20,918	24,620	3,702
<b>TOTAL COUNTY</b>	<b>998,948</b>	<b>1,234,010</b>	<b>235,062</b>

Source: Hillsborough County City-County Planning Commission

### LABOR MARKET

Year	Labor Force	Employed	Unemployment Rate
2006	583,881	564,724	3.3%
2007	596,723	572,796	4.0%
2008	605,536	567,648	6.3%

Source: Agency for Workforce Innovation (LAUS)



### MAJOR PRIVATE EMPLOYERS, 2009

Firm Name	Industry	Employed
Verizon	Telecommunications	7,850
Publix	Supermarket	5,714
Bank of America	Banking	3,876
St. Joseph's Hospital	Medical	3,770
Busch Entertainment	Tourist Attraction	3,737

Source: Hillsborough County City-County Planning Commission

### MAJOR PUBLIC EMPLOYERS, 2009

Firm Name	Industry	Employed
Hillsborough County School Board	Education	25,596
Hillsborough County Government	Government Services	12,246
University of South FL.	Education	8,600
Tampa International Airport	Airport	7,500
MacDill Air Force Base	Military	6,734

Source: Hillsborough County City-County Planning Commission

## LOCAL TAXES

### TOTAL MILLAGE, 2008

Tampa: 21.64-21.68

Plant City: 19.04-19.08

Temple Terrace: 19.9

Hills. County: 20.3

### HOMESTEAD EXEMPTION

\$50,000

### SALES TAX: 7%

### TOURISM (2008)

16.1 million visitors

Visitors spent \$2.73b

Cruise-ship passengers: 785,827

England, Canada & Brazil are the

top three International Markets

for Visitors to the County.

Source: Tampa Bay Convention and  
Visitors Bureau

### COMMUTING

Workers 16 years and over

Driving alone: 80%

Carpooling: 10%

Public transit: 2%

Other means: 3%

Worked at home: 5%

Source: 2007 American Community Survey

### HOUSEHOLDS

Median income/households: \$50,572

Total households : 458,000

Avg. household size: 2.5 persons

Family households : 65 percent

Married couple-families : 47 percent

Source: 2007 American Community Survey

### AGRICULTURE

Hillsborough County's principal agricultural products are strawberries, ornamental plants, vegetables, citrus and aquaculture.

These five commodities generate 87% of Agricultural sales utilizing only 17% of the land.

Source: Hillsborough County Economic  
Development, Agricultural Industry  
Department

### TRANSPORTATION

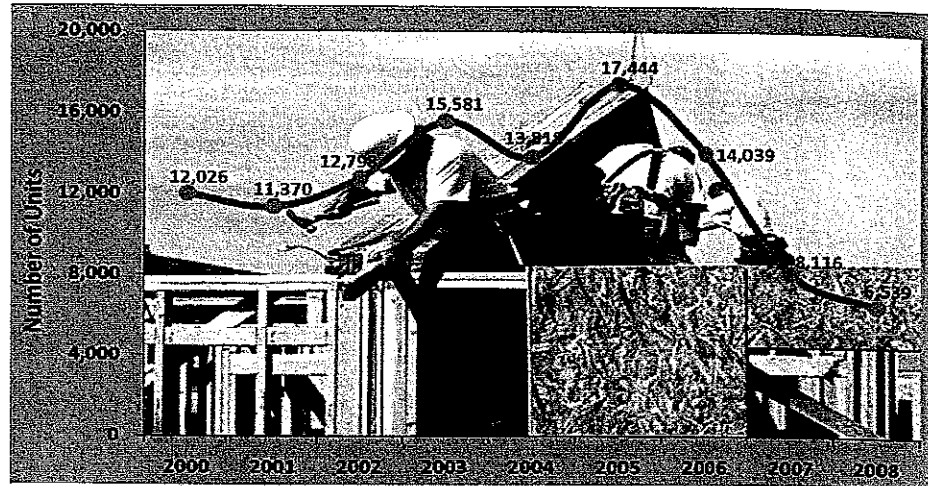
Tampa International Airport: A world class air transportation complex, serving more than 18 million passengers annually.

Port Tampa: Florida's largest cargo-tonnage port.

Rail Service: CSX Railroad, Amtrak  
Rail Service.

Bus Service: Hillsborough Area  
Regional Transit (HART)

## RESIDENTIAL PERMITS ACTIVITY 2000-2008



Source: Hillsborough County City-County Planning Commission

## EDUCATIONAL ATTAINMENT

### PERCENT OF POPULATION 25 YEARS & OLDER

High School Diploma or Equivalency	29 %
Some College, No Degree	17 %
Associate's Degree	10 %
Bachelor's Degree	20 %
Graduate or Professional Degree	10 %

Source: 2007 American Community Survey

### PUBLIC SCHOOL ENROLLMENT (2008)

GRADE	ENROLLMENT
Kindergarten	13,369
Elementary (1-5)	71,410
Middle (6-8)	40,415
Senior High (9-12)	49,088
Exceptional Child	5,754
<b>Total</b>	<b>180,036</b>
<b>Total Pre-school-Grade 12</b>	<b>192,054</b>

Source: School District of Hillsborough County



# THE GREATER TAMPA BAY AREA

Tampa Bay is a four-county metropolitan statistical area consisting of *Hillsborough, Pinellas, Pasco and Hernando Counties*. The area is often referred to as Tampa/St. Petersburg/Clearwater Metropolitan Statistical Area (MSA).

**Land Area:** 2,555 sq. miles.

**Major Cities:**

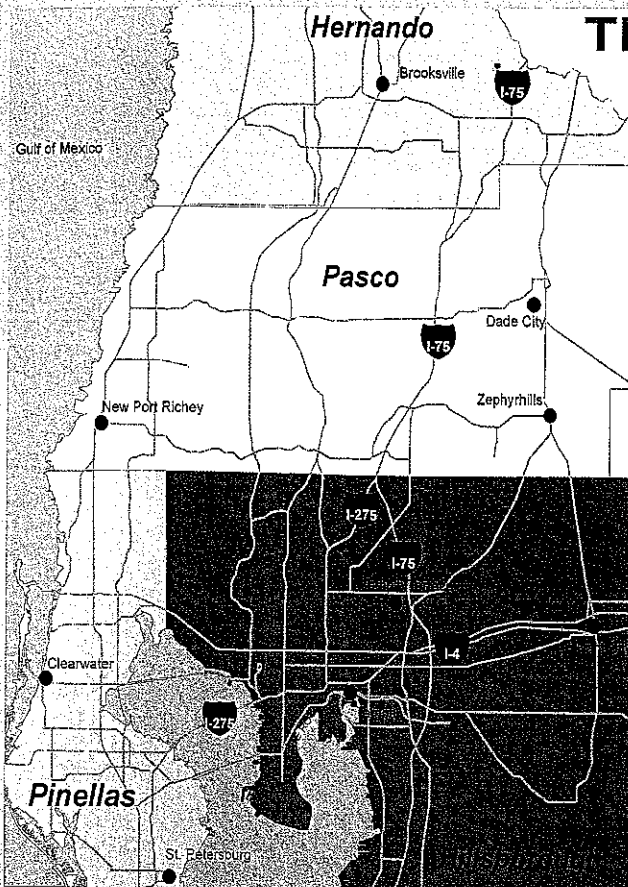
City of Tampa - *Hillsborough County*

St. Pete/Clearwater - *Pinellas County*

New Port Richey - *Pasco County*

Brooksville - *Hernando County*

**Climate:** Subtropical climate with rainy season from June through October. The average year-round temperature is 72 degrees.



## POPULATION GROWTH (2000-08)

County	2000 Population	2008 (estimates) Population	Change 2000-2008
Hillsborough	998,948	1,200,541	201,593
Pinellas	921,495	938,461	16,966
Pasco	344,768	438,668	93,900
Hernando	130,802	164,907	34,105
<b>Tampa Bay</b>	<b>2,396,013</b>	<b>2,742,577</b>	<b>346,564</b>

Source: Bureau of Economic and Business Research, 2009

## GEOGRAPHIC MOBILITY

Same Residence	83%
Different Residence, Same County	10%
Different County, Same State	3%
Different State	3%
Abroad	1%

Source: 2007 American Community Survey

## HOUSEHOLDS AND FAMILIES

Family Households	62%
Non-Family Households	38%
Married Couple Families	46%
Other Families	16%
People Living Alone	31%
Other Nonfamily Households	7%

Source: 2007 American Community Survey



## DEMOGRAPHICS

### POPULATION:

- 2.7 million people
- Median age: 40.8 years
- Age Group Breakdown:
- Under 18 Years: 22%
- 18-24 Years: 8%
- 25-44 Years: 26%
- 45-64 Years: 27%
- 65+ Years: 17%

### RACE

- White: 83%
- Black: 12%
- Asian: 3%
- Other Race: 2%
- Hispanic Origin: 14%

### INCOME & POVERTY:

Median Household Income in 2007 was \$46,607.

- 75% of Households received work earnings
- 21% received retirement income other than social security
- 33% received social security income
- 11% of people were in poverty
- Of people 65 years and older, 9% were in poverty

## HOUSING (MEDIAN SALES PRICE -- \$1000)

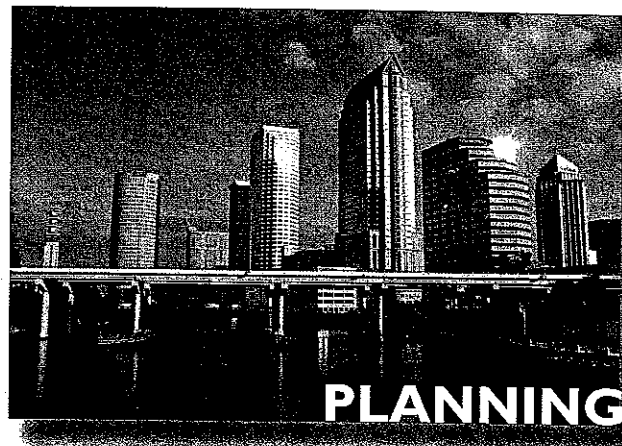
Metro Area	2007	2008	Percent Change 2007-2008
Honolulu, HI	\$643.5	\$624.0	-3.0%
New York, NY	\$540.3	\$494.3	-8.0%
Los Angeles, CA	\$593.6	\$402.1	-32.3%
Boston, MA	\$395.6	\$361.1	-8.7%
Miami, FL	\$365.5	\$285.1	-22.0%
Portland, OR	\$295.2	\$280.1	-5.1%
New Haven, CT	\$286.5	\$263.8	-7.9%
Chicago, IL	\$276.6	\$245.6	-11.2%
Salt Lake City, UT	\$232.0	\$229.6	-1.0%
Las Vegas, NV	\$297.7	\$220.5	-25.9%
Denver, CO	\$245.4	\$219.3	-10.7%
Tampa-St. Pete., FL	\$214.9	\$173.0	-19.5%
U. S.	\$217.9	\$196.6	-9.8%

Source: National Association of Realtors

## LABOR MARKET, 2008

County/Area	Labor Force	Unempl. Rate
Hillsborough	605,536	6.3%
Pinellas	458,103	6.3%
Pasco	197,207	7.4%
Hernando	63,144	8.5%
Tampa Bay	1,323,990	6.5%

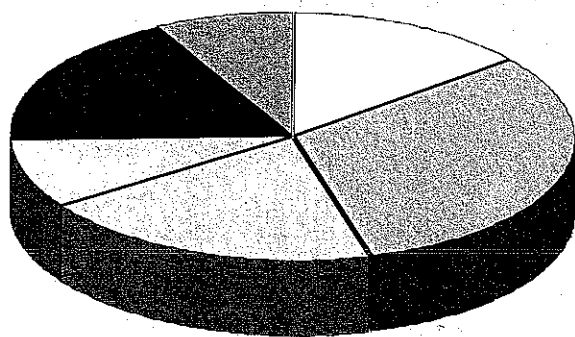
Source: Agency for Workforce Innovation (LAUS)



## EDUCATIONAL ATTAINMENT

### Population 25 Years & Over

Percent High Sch. Grad	87%
Percent Bachelor Degree	26%



- Less than HS diploma
- Some college, no degree
- Bachelor's degree
- High School diploma or equiv.
- Associate's degree
- Graduate or Prof. degree

Source: 2007 American Community Survey

For more information call: (813) 272-5940  
or visit: [www.theplanningcommission.org](http://www.theplanningcommission.org)

## EMPLOYMENT BY INDUSTRY, 2007

### Employed Population 16 Years & Over

Agriculture, Forestry, Fishing and Hunting and Mining	1%
Construction	8%
Manufacturing	7%
Wholesale Trade	3%
Retail Trade	13%
Transportation, Warehousing & Utilities	5%
Information	3%
Financing, Insurance, Real Estate and Real Estate Leasing	10%
Professional, Scientific, and Management and Administrative and Waste Management Services	12%
Educational Services, Health Care and Social Assistance	20%
Arts, Entertainment and Recreation, Accomodation and Food Services	9%
Other Services	9%

Source: 2007 American Community Survey