

## **A BRIEF PROFILE OF PINELLAS COUNTY, FLORIDA**

Pinellas County is the second smallest of Florida's 67 counties in land area, and the sixth largest in population (2011 estimates). It was established in 1912, with the county seat in Clearwater. The following is an overview of the physical area, people and institutions within the county.

### **1. FORM OF GOVERNMENT**

Pinellas County is a political subdivision of the state of Florida. The county operates under a Home Rule Charter originally approved by referendum in 1980. The Board of County Commissioners is the legislative body of county government responsible for the formulation of policy. The county administrator is a professional appointed by the board who is responsible for implementing the Board's policies.

The board is composed of seven commissioners, four from single member districts and three elected at large. The commissioners elect a chairman and vice chairman from among their members. The current commissioners are:

District 1 (at-large):	Neil Brickfield, Commissioner
District 2 (at-large):	Norm Roche, Commissioner
District 3 (at-large):	Nancy Bostock, Commissioner
District 4:	Susan Latvala, Commissioner
District 5:	Karen Williams Seel, Commissioner
District 6:	John Morroni, 2012 Chair
District 7:	Kenneth T. Welch, 2012 Vice-Chair.

The appointed county administrator is Robert S. LaSala.

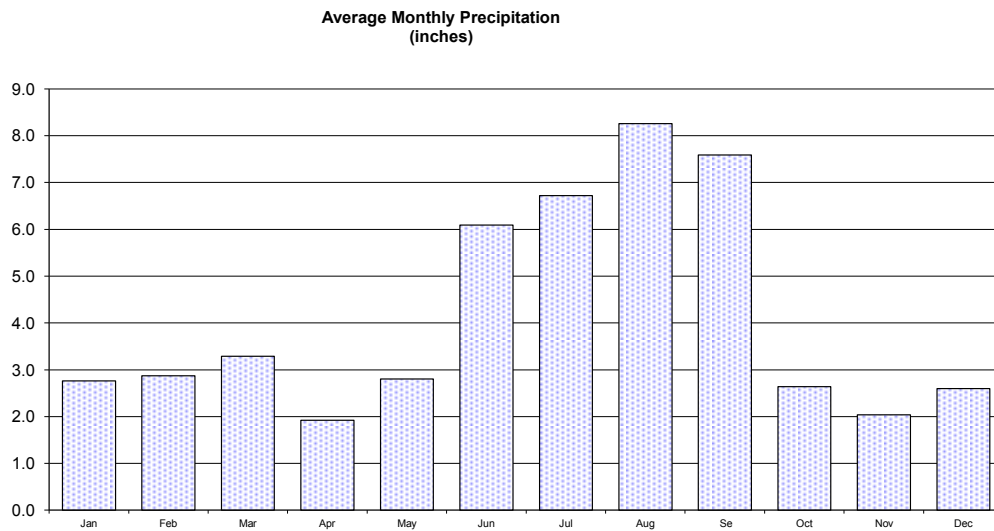
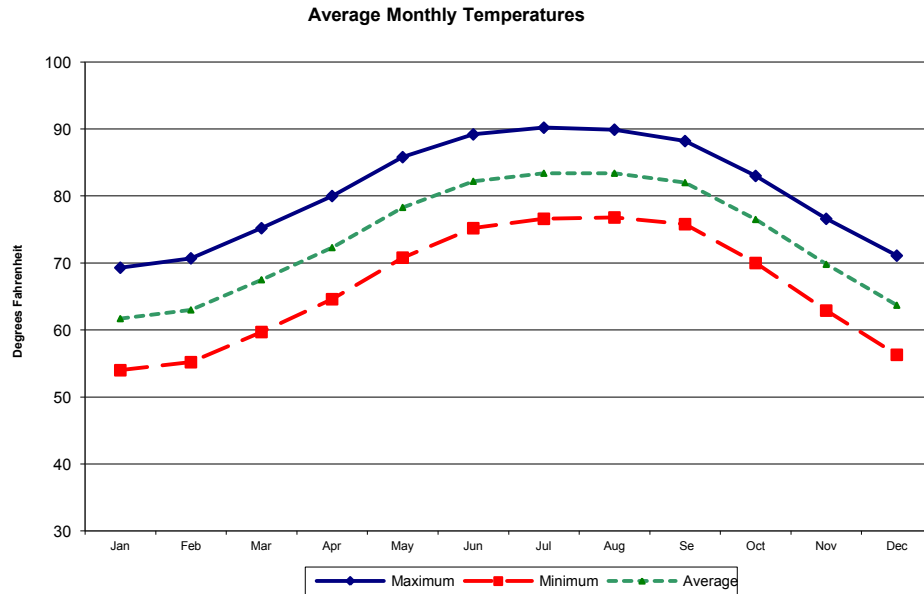
Maps of the board districts are presented in the Elected Officials section of this document.

For a more complete description of the structure of Pinellas County government, please see page B-3. In addition to the county, municipal and special district authorities, and the Pinellas School Board are separately elected governmental units. The Pinellas School Board is responsible for K-12 public education in the school district, which has the same jurisdictional boundaries as the county. The School Board administrative headquarters is located in the city of Largo.

Tarpon Springs was the first incorporated city in Pinellas County (1887). The county currently has 24 incorporated municipalities, and 13 census designated places (CDP) within the unincorporated area (MSTU): Bardmoor\*, Bay Pines, Bear Creek\*, East Lake, Feather Sound, Greenbriar\*, Harbor Bluffs, Lealman\*, Palm Harbor, Ridgecrest, South Highpoint, Tierra Verde, and West Lealman\*. The CDP marked with a '\*' were newly designated in 2010.

## 2. GEOGRAPHY AND CLIMATE

- Land Area: 280 square miles
- 587.77 miles of coastline
- Highest natural elevation: 110 Feet NGVD (near State Rd. 580 and Countryside Blvd.)
- Average annual temperatures: high 80.8 °F, low 66.5 °F, average 73.7 °F
- Average annual precipitation: 49.58 inches



Source: National Weather Service (temperature and precipitation for St. Petersburg)

### **3. COMMUNITY PROFILE**

#### **HISTORY\***

Pinellas is a small peninsula roughly 34.5 miles in length and 5.2 to 15 miles in width. This fact of geography has had a tremendous influence on the history of the county. First of all there are few counties or cities in the United States that are located on a peninsula. Portland, Maine; Charleston, South Carolina; and San Francisco may come to mind, but there are few others. This small fraternity of peninsular counties and cities means that their defining characteristics are shared by few others. For example the surrounding shoreline helps to physically define, and at the same time separate, the peninsula from surrounding areas. The proximity to the Gulf of Mexico beaches and Tampa Bay has made Pinellas County a popular destination for tourists, retirees, and others who value ready accessibility to gulf beaches and coastal waters, or at least a view of these amenities.

Initially, the peninsula was occupied for centuries by Native Americans. The initial European settlers, however, found the Pinellas peninsula to be extremely remote and access was difficult. Farming sustained the pioneers of Pinellas, and water was their only link with what little civilization existed elsewhere in Florida. The first communities in Pinellas, therefore, were located on sites conducive to agriculture and on sheltered coastal areas convenient to boats.

It wasn't until 1887 that the Orange Belt Railroad arrived to end the isolation of the Pinellas peninsula from the rest of Florida. Until that time, the easiest way to enter or leave the peninsula was by boat. The arrival of the Orange Belt Railway, and later the Tampa and Gulf Coast Railroad, along with the dissemination of a leading doctor's conclusion in 1885 that the Pinellas peninsula was the healthiest place on earth, precipitated a movement of people from colder climes to the Pinellas peninsula. Most of these people settled in St. Petersburg, which was at the terminus of the railroad. But in addition to St. Petersburg, other small settlements were established in the peninsula. These were located, with few exceptions, on the coast reflecting their primary means of outside contact prior to the railroads. Examples of these communities include Gulfport (then Disston City), Clearwater, Anona, Dunedin, Ozona, Tarpon Springs, Bayview, and Safety Harbor. After the arrival of the railroads, these communities continued to grow, albeit slowly, and a few small towns were established away from the coast along one of the railroads, often serving as centers for the local citrus industry (Largo is an example).

It is important to understand that, unlike development on the east side of Tampa Bay, which was concentrated around the Port of Tampa, settlement in the Pinellas peninsula was more dispersed since there was no single economic catalyst such as a major port that focused and concentrated settlement in one area. In Pinellas County the economic catalysts at the end of the 19<sup>th</sup> century and in the early 20<sup>th</sup> century were the citrus industry, tourism, and the sponge industry (the latter focused on the community of Tarpon Springs), which allowed for a dispersed settlement pattern among small towns throughout the peninsula. These three elements of the local economy did not depend on access to the urban services provided by large towns and cities resulting in a settlement pattern of dispersed small towns and villages in Pinellas by the beginning of the 20<sup>th</sup> century. There was no city whose direct or indirect influence was felt through the length and breadth of the peninsula. By the 1920s, the barrier islands began to be settled, their narrow linear geography encouraging several discrete communities including Pass-a-Grille, Indian Shores and Clearwater Beach. It was this dispersed settlement pattern that has had such a marked impact on the county's existing urban environment and system of governance. The diversity is seen not only in the variety of communities but in the large number of local governments.

The lack of an adequate road system was a principal cause for the creation of Pinellas County when it split away from Hillsborough County in 1912. The deficient road system was one consequence of having politicians in Tampa making decisions on how to spend tax dollars collected across the bay. After secession was effected, a road building program during the 1910s and 1920s further connected the numerous Pinellas communities and helped enable them to

grow until the 1926 land bust and the Great Depression put a stop to economic growth and noticeably slowed development. By the time growth resumed after World War II, the economic underpinnings of the local economy had changed. While tourism was still important, the citrus industry was declining and being replaced by retirees and manufacturing as major components of the local economy. A surge of development occurred throughout the county as the numerous small towns and cities established in the late 19th and early 20<sup>th</sup> centuries began to expand outward eventually coalescing into a large urban area covering almost four fifths of the county at the end of the 20<sup>th</sup> century. The residential development consisted primarily of single-family dwellings on separate lots, while commercial development eschewed the historic downtown areas for the new and upgraded roadway corridors. In these respects, Pinellas County's development followed a pattern similar to other urbanizing areas around the country. Primarily shaped by the requirements and demands of an automobile-oriented society, Pinellas County's growth and development exhibited characteristics that have come to exemplify Post-WW II urban areas throughout the United States.

The significant number of retirees who moved to Pinellas County in the decades following World War II had a tremendous impact on local demographics and the local economy. Those sixty-five years of age and older have represented twenty-five percent or more of the county's population since at least 1960, resulting in Pinellas County having a median age that ranks as one of the highest in the nation. This large retiree population, in combination with a healthy tourist industry, helped to make retail and services the dominant sectors of the local economy.

The manufacturing sector of the Pinellas economy did not develop to any great extent until the advent of the space program in the late 1950s, when new industry, primarily electronic and electronic component firms, began moving to Pinellas, helping to diversify the economy. Although the manufacturing sector grew steadily during the 1960s, the service and trade sectors continued to dominate the county's economy. The nascent electronics industry of the 1950s has matured in Pinellas County such that 17 percent of all jobs in this industry within the state of Florida were located here in the year 2000.

The local economy maintained a similar pattern of development throughout the 1970s and into the 1980s. Many new companies, including high technology firms, were established in Pinellas County or relocated here from other areas. The financial sector, including the insurance and real estate industry, grew to meet the demands resulting from this economic growth and development. The transition from an economic base dominated by the tourism industry and retirees has helped strengthen and diversify the local economy. Additionally, expansion of the technology and services sectors of the economy in Pinellas has created job opportunities that helped attract large numbers of young working-age people. One result was that the county's median age decreased by 3.8 years between 1980 and 1990.

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\* From A Short History of Urban Development in Pinellas County, Florida (Pinellas County Planning Department, 2003)

## **INFRASTRUCTURE**

- Served by major highways including Interstate-275, Interstate-175, Interstate-375, U.S. Highway 19, and U.S. Highway 92
- There are 115 bridges in the county
- Airports: County: St. Petersburg-Clearwater International Airport (PIE)  
Others: Clearwater Executive Airpark  
Albert Whitted Airport
- Aviation history was made in Pinellas County as Tony Jannus piloted the world's first scheduled commercial airline flight from St. Petersburg to Tampa.\*
- The original Gandy Bridge opened in 1924, and shortened the traveling distance between St. Petersburg and Tampa from 43 to 19 miles.\*
- The first span of the Sunshine Skyway Bridge opened in 1954, linking south Pinellas County with Manatee County. The current bridge, with a four lane, cable-stayed concrete 1,200 foot main span, was completed in 1987. Vertical clearance in the shipping channel is 190 feet.\*

## **CULTURAL, EDUCATIONAL, ENVIRONMENTAL AND RESEARCH INSTITUTIONS**

The St. Petersburg/Clearwater area is the leading destination on Florida's Gulf Coast, drawing 13.7 million visitors in 2011. Overnight visitors staying with friends/family or in commercial lodgings numbered over 5.2 million. Two of the top beaches in the United States are located in Pinellas County, according to America's Best Beaches list. The county's Fort De Soto Park, in 2005, and Caladesi Island State Park, in 2008, were named "America's Number One Beach" by Dr. Stephen Leatherman of the Laboratory for Coastal Research / National Healthy Beaches Campaign. The county has over 35 miles of sandy beaches and 588 miles of coastline\*

## **LOCAL DESTINATIONS/INSTITUTIONS**

County: Pinewood Cultural Park / Heritage Village / The Florida Botanical Gardens  
Brooker Creek and Weedon Island environmental education centers

### Others:

Ruth Eckerd Hall	Florida Holocaust Museum
American Stage	Leepa-Rattner Museum of Art
Mahaffey Theater	St. Petersburg College
Florida Orchestra	Eckerd College
Palladium Theater	Poynter Institute of Media Studies
Tarpon Springs Performing Arts Center	United States Geological Survey Florida
Largo Cultural Center	Integrated Science Center
University of South Florida, St. Petersburg	Pinellas National Wildlife Refuge (Bird Key)
Dali Museum	Florida Marine Research Institute

## **SPORTS AND RECREATIONAL ACTIVITIES**

Tampa Bay Rays Major League Baseball (Tropicana Field, St. Petersburg)  
Spring training baseball: Phillies (Clearwater), Blue Jays (Dunedin)

## **THIRTY-TWO (32) COUNTY PARKS, ENCOMPASSING OVER 4,300 ACRES\***

Fred E. Marquis Pinellas Trail/Progress Energy Trail

### State Parks:

Honeymoon Island State Recreational Area	Anclote Key Preserve State Park
Caladesi Island State Park	Skyway Fishing Pier State Park
Egmont Key State Park	

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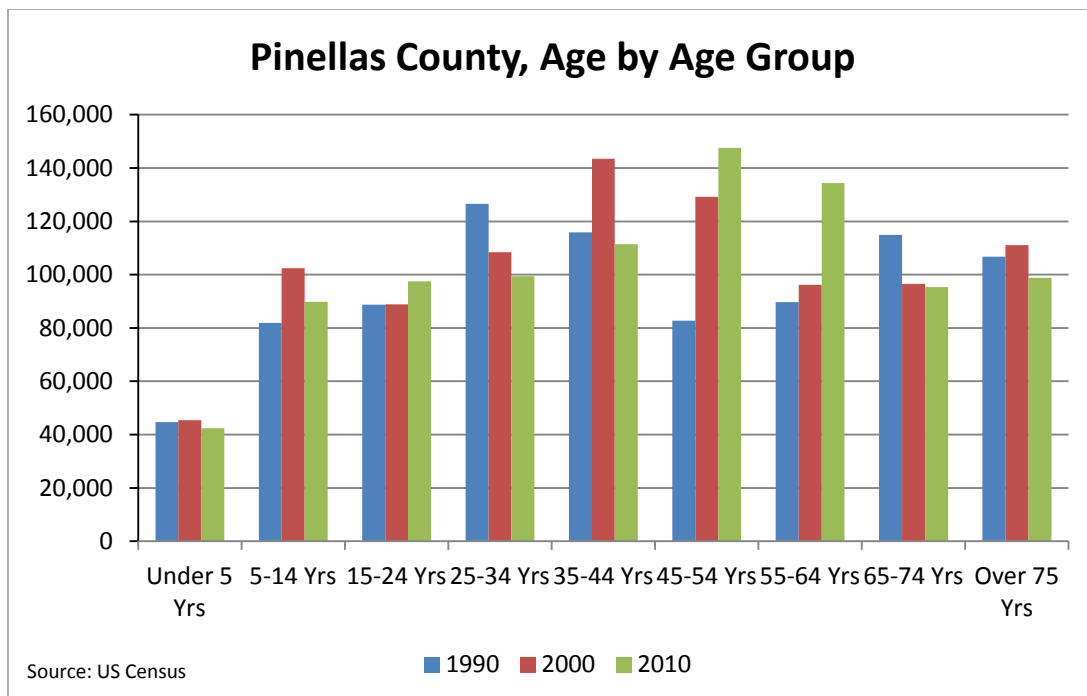
\* Source: Pinellas County Planning Department Website

## 4. DEMOGRAPHICS AND ECONOMICS

### POPULATION

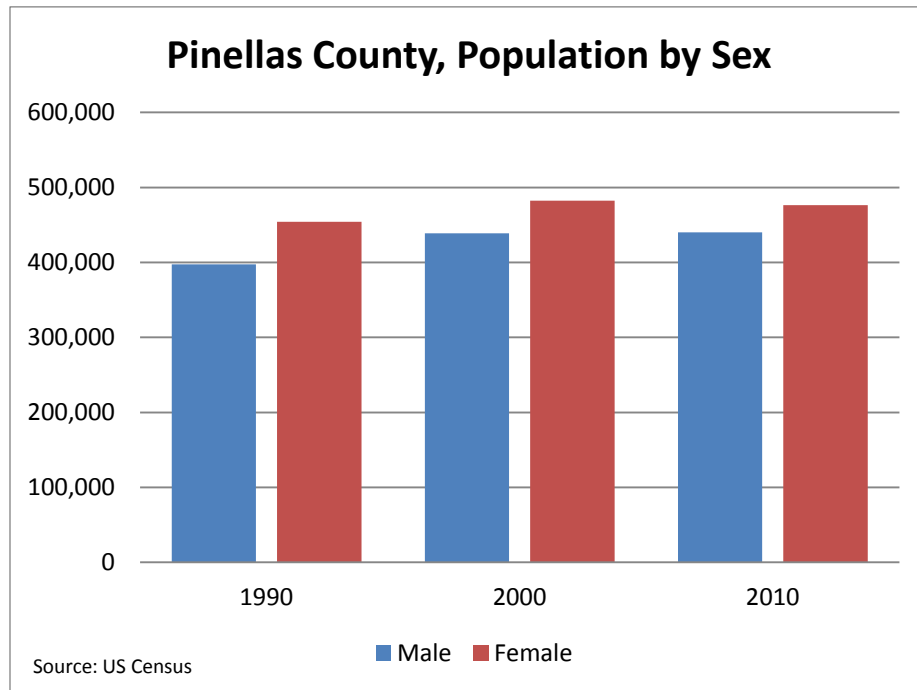
- The county's permanent population estimate, as of April 1, 2010, was 916,542. This represented a 0.5 percent decrease from 2000 estimates. Final 2010 census figures indicate that Pinellas County is one of two counties in the state that lost permanent residents in the past decade. Pinellas County remains the most densely populated county in Florida.
- Unincorporated Pinellas County's permanent population estimate, as of April 1, 2010, was 270,494. This represented a 6.1 percent decrease between 2000 and 2010. The incorporated population estimates during this same time period increased by 2.0 percent. This trend is primarily the result of annexations performed by the county's municipalities.
- Since 1960 the median age of Pinellas County residents has always been greater than the national median age. Pinellas County's median age was 15.4 years older than the national median age in 1960. However, in 2010 the difference was only 9.1 years; however, the difference between the county's and the nation's median ages increased by 1.4 percent over the past decade. The median age of Pinellas County population is approximately 46.3 years according to the 2010 census.
- In 2010, the average household size in Pinellas County was 2.16 persons, slightly smaller than both the statewide and the national averages.
- Permanent residents between the ages of 45 and 64 years accounted for 30.8 percent of the county's 2010 permanent population. This group was the largest single age group within the county.
- Permanent residents 65 years of age or older accounted for 21.2 percent of the 2010 permanent population.
- The total number of households in Pinellas County in the 2010 census was 415,876.

Source: Pinellas County Planning Department, 2010 Census

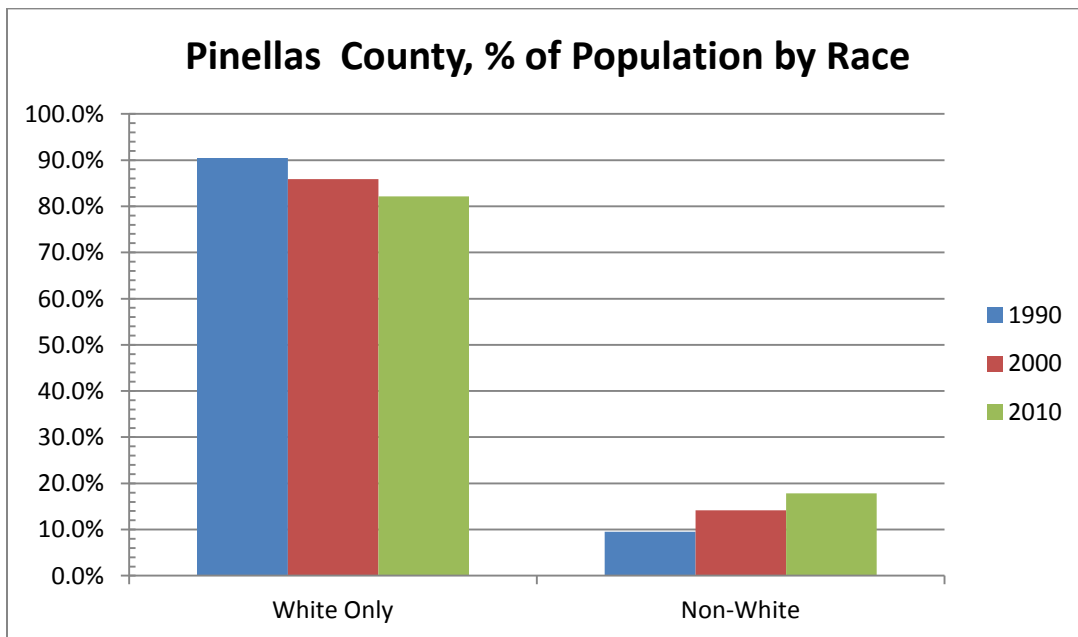


The chart above shows a trend of the largest age group is aging over the last 30 years: 1990, 25-34 year-olds were 14.9 percent of the total population; 2000, 35-44 year-olds were 15.6 percent; and in 2010, 45-54 year-olds were 16.1 percent of the total population.

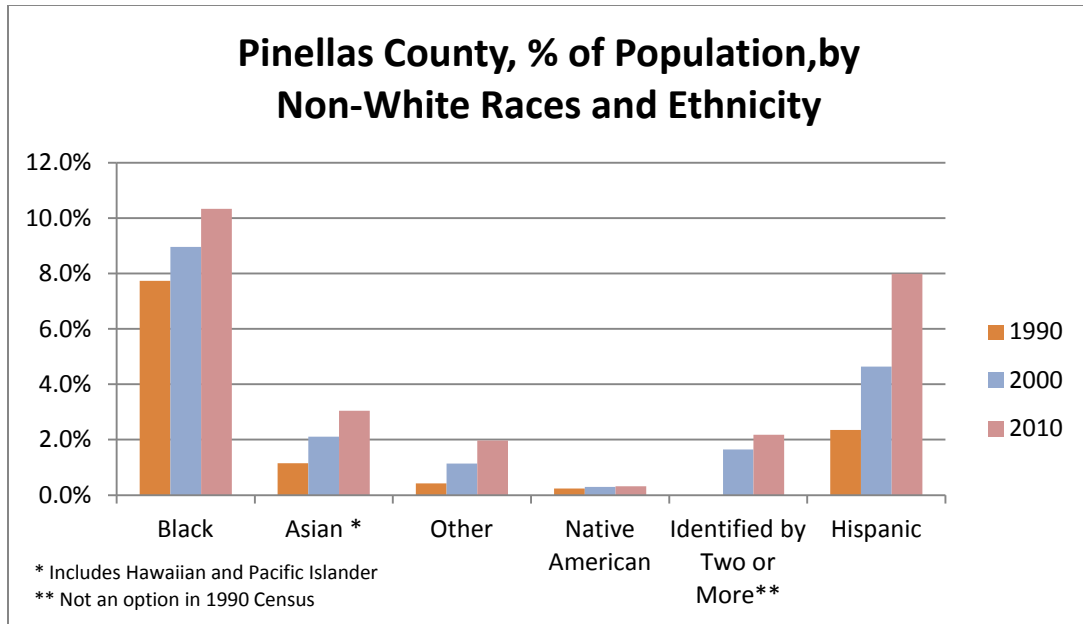
The median age of the county was 42.1 (1990), 43.0 (2000) and 46.3 (2010) while the state's median age was 36.3 (1990), 38.7 (2000) and 40.7 (2010).



The above chart shows the population of the county by gender. The percentage of males has increase by 1.3 percentage points since 1990.



The above chart indicates that the county is becoming more race diversified over the last 30 years. However the majority of the county's population self identifies as white.



The chart above shows that the county is becoming more diversified within the non-white categories.

The 2011 estimates for the county are below as well as the 24 municipalities within the county. Municipal and unincorporated areas population estimates have slightly increased since 2010.

County / Municipality	April 1, 2011 Population *
<b>Pinellas County</b>	<b>918,496</b>
Unincorporated County	270,559
St. Petersburg	246,293
Clearwater	107,805
Largo	77,653
Pinellas Park	49,286
Dunedin	35,307
Tarpon Springs	23,465
Seminole	17,215
Safety Harbor	16,881
Oldsmar	13,597
Gulfport	12,022
St. Pete Beach	9,334
Treasure Island	6,715
Kenneth City	4,989
South Pasadena	4,981
Madeira Beach	4,295
Indian Rocks Beach	4,102
Belleair	3,877
Redington Shores	2,128
Belleair Bluffs	2,048
Belleair Beach	1,563
North Redington Beach	1,427
Redington Beach	1,424
Indian Shores	1,421
Belleair Shore	109

\*Bureau of Economic and Business Research, UF



## ECONOMY

The most recent data show that the health care and social assistance (18.0 percent), professional, management & administrative services (14.95 percent), retail trade (13.2 percent), accommodation and food services (10.1 percent), and manufacturing (8.2 percent) sectors employ 64 percent of the Pinellas County workforce. The 2010 median household income for the county was \$42,628; a 1.3 percent decrease from 2009. Total employment for the county has increased from 388,391 in July 2010 to 408,907 in July 2012. The July 2012 unemployment rate was 8.9 percent. The 2011 average unemployment rate was 10.5 percent which decreased from the 11.5 average in 2010.

- Pinellas has the second largest base of manufacturing employment in Florida, and more manufacturing employment than Hillsborough, Pasco and Hernando counties combined. This results in excellent availability of a quality workforce in engineering, production, research and management of manufacturing firms.
- The county has well-developed targeted industry clusters in medical technologies/life sciences, aviation/aerospace, defense/national security, business services, financial services, information technology and microelectronics. This means there is an extensive network of suppliers, service-providers, joint venture partners and business associations to support operations in these fields.
- In addition, Pinellas has become a center for research and development in marine sciences. Marine science research is clustered around the USF-St. Petersburg campus and includes SRI St. Petersburg, USGS (United States Geological Survey), and numerous other state and federal marine institutes.
- Pinellas County offers excellent existing industry support programs. For each of the past eight years, Pinellas County led the state in the amount of incumbent worker training (IWT) dollars awarded to local companies.
- The Pinellas County unemployment rate has ranged from a high 11.5 percent in 2010 to a low of 3.3 percent in 2000. Between 2000 and 2007, the county's unemployment rates have been similar to the state and consistently lower than the national rates. In 2008 the trend reversed and the county is experiencing higher unemployment rates than the state and the nation.
- The total number of people employed in Pinellas County has grown by 13,000 from July 2011 to July 2012 and by 33,000 since the lowest level back in January of 2010. Still, the county has only regained a little over 25 percent of the peak level employment we achieved in July 2007. Economists expect that it will take until December 2014 to recover all of the jobs lost during the recession.
- Pinellas' July 2012 unemployment rate was 8.9 percent, lower than the state and lower than any other county in the Tampa Bay area. The lowest pre-recession unemployment rate was 2.8 percent in December 2006. The rate peaked at 12.3 percent in January 2010. The rate is expected to remain above 8 percent for quite some time.
- From 1990 to 2010, Pinellas County had a higher per capita income than the MSA, Florida, and the U.S. The average wage in Pinellas has increased from \$33,096 in 2003 to \$42,319 in 2011, actually continuing to rise throughout the recession. The average wage for our targeted industries grew even faster – from \$54,694 to \$69,615.
- The largest major industry employment sector was health care & social assistance (18 percent of the employment), followed by retail trade (13 percent), and accommodation and food services (10 percent). The total number of employees located in Pinellas County averaged 395,412 in 2011.
- The Young-Rainey STAR Center (Science Technology and Research) is the first and only Department of Energy plant in the nation to be transitioned from nuclear weapons-related production to a commercially viable high tech center.

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Source: Pinellas County Economic Development Webpage

## MAJOR EMPLOYERS

### Top 10 Private Employers

Raymond James & Associates  
Home Shopping Network  
Fidelity Information Services  
The Nielsen Company  
Honeywell Aerospace  
Tech Data Corporation  
Jabil Circuit  
Raytheon Company  
Conmed Linvatec  
Transamerica Insurance

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Source: Pinellas County Economic Development, October 2012

### Top Public Employers

Pinellas County School District  
Bay Pines VA Medical Center  
City of St. Petersburg  
Pinellas County Government  
Pinellas County Sheriff's Office

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Source: 2011 Comprehensive Annual Financial Report

## PROPERTY TAXES

### Top Ten Property Taxpayers (2010)

- 1 Bellweather Properties Florida (real estate)
  - 2 DeBartolo (Tyrone Square, Inc.) (shopping mall)
  - 3 Raymond James & Associates, Inc. (financial advisor)
  - 4 Crystal Beach Capital LLC (developer)
  - 5 Publix Super Market (grocery)
  - 6 Walmart Stores East LP (retail)
  - 7 Largo Medical Center (teaching hospital)
  - 8 Florida Progress Corporation (electric utility)
  - 9 Franklin/Templeton Investor Svc Inc (misc intermediation)
  - 10 Pinellas County (government – leased lands)
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Source: 2011 Final (post VAB) Roll, Pinellas County Property Appraiser

**Assessed Value of Real Property (Preliminary Tax Year 2012 for Fiscal Year 2013 Budget)\***

Category	Number of Parcels	Just Value	Taxable Value
Residential	402,599	51,285,259,156	37,983,355,308
Commercial	17,673	9,828,160,950	8,994,566,954
Industrial	4,826	2,475,242,252	2,425,346,147
Government	830	3,241,718,817	1,559,041
Institutional	1,698	3,018,754,981	713,301,868
Other	6,404	720,066,078	245,458,068
<b>Total</b>	<b>434,030</b>	<b>70,569,202,234</b>	<b>50,363,587,386</b>

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Source: Pinellas County Property Appraiser, Preliminary Land Use Recap Report 2012. Final (Post VAB) Roll Certified values for FY2012 will not be available until February 2013.

**Additional Information on Economic Trends may be found in Sections A and B of this document.**

The following three pages are a profile of Pinellas County produced by the Florida Legislature's **Office of Economic and Demographic Research**. Similar profiles for the other sixty-six counties in the state, as well as other excellent reference materials, are available on the office's website, [www.edr.state.fl.us](http://www.edr.state.fl.us).

# Pinellas County

Florida's 6th most populous county  
with 4.9% of Florida's population



Population			Housing		
Population (Census, Estimates, & Projections)	Pinellas County	Florida	Housing Counts	Pinellas County	Florida
1980 Census	728,531	9,746,961	Housing units, 2000 Census	481,573	7,302,947
1990 Census	851,659	12,938,071	Occupied	414,968	6,337,929
% change 1980-90	16.9%	32.7%	Owner-occupied	293,866	4,441,799
2000 Census	921,495	15,982,824	Renter-occupied	121,102	1,896,130
% change 1990-00	8.2%	23.5%	Vacant	66,605	965,018
2010 Census	916,542	18,801,310	Housing units, 2010 Census	503,634	8,989,580
% change 2000-10	-0.5%	17.6%	Occupied	415,876	7,420,802
2011 Estimate	918,496	18,905,048	Owner-occupied	280,458	4,998,979
% change 2010-11	0.2%	0.6%	Renter-occupied	135,418	2,421,823
			Vacant	87,758	1,568,778
2010 Population					
Hispanic or Latino	73,241	4,223,806		Pinellas County	Florida
% Hispanic or Latino	8.0%	22.5%	Units Permitted		
Under 18 years of age	162,888	4,002,091	2000	2,776	155,269
% Under 18 years of age	17.8%	21.3%	2001	4,405	167,035
65 years of age and over	194,099	3,259,602	% change 2000-01	58.7%	7.6%
% 65 years of age and over	21.2%	17.3%	2002	2,336	185,431
Median Age	46.3	40.7	% change 2001-02	-47.0%	11.0%
			2003	3,543	213,567
2015 Projection based on 2011 estimate	917,520	19,664,972	% change 2002-03	51.7%	15.2%
% change 2010-15	0.1%	4.6%	2004	3,569	255,893
2020 Projection based on 2011 estimate	915,536	21,021,643	% change 2003-04	0.7%	19.8%
% change 2015-20	-0.2%	6.9%	2005	3,871	287,250
			% change 2004-05	8.5%	12.3%
Persons per square mile			2006	2,180	203,238
2000	3,292.0	296.4	% change 2005-06	-43.7%	-29.2%
2010	3,347.5	350.6	2007	1,099	102,551
2011	3,354.6	352.5	% change 2006-07	-49.6%	-49.5%
			2008	652	61,042
			% change 2007-08	-40.7%	-40.5%
			2009	1,222	35,329
			% change 2008-09	87.4%	-42.1%
			2010	697	38,679
			% change 2009-10	-43.0%	9.5%
			2011	355	42,360
			% change 2010-11	-49.1%	9.5%

## Households and Family Households

	Pinellas County	Florida
Households		
Total households, 2000 Census*	414,974	6,338,075
Family households, 2000 Census	243,339	4,210,760
% with own children under 18	37.7%	42.3%
Total households, 2010 Census	415,876	7,420,802
Family households, 2010 Census	234,268	4,835,475
% with own children under 18	35.3%	40.0%
Average Household Size, 2010 Census	2.16	2.48
Average Family Size, 2010 Census	2.79	3.01

According to Census definitions, a household includes all of the people who occupy a housing unit. The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated people who share living quarters. A family includes a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption.

\*Corrected for Census Count Question Resolution (CQR).

## Existing Single-Family Home Sales

Percent Change in Homes Sold	Pinellas County	Florida	Percent Change in Median Sales Price	Pinellas County	Florida
2001-02	8.9%	9.9%	2001-02	6.2%	8.8%
2002-03	17.8%	13.1%	2002-03	7.8%	11.8%
2003-04	16.6%	10.7%	2003-04	14.8%	17.1%
2004-05	11.6%	2.5%	2004-05	26.1%	29.2%
2005-06	-35.5%	-27.6%	2005-06	13.6%	5.6%
2006-07	-34.9%	-29.2%	2006-07	-7.0%	-5.5%
2007-08	-2.9%	-4.3%	2007-08	-18.9%	-19.8%
2008-09	21.2%	31.4%	2008-09	-18.9%	-24.0%
2009-10	2.7%	4.9%	2009-10	-4.1%	-4.2%
2010-11	5.7%	7.8%	2010-11	-9.3%	-3.1%

Note: Home sales data are calculated for Metropolitan Statistical Areas (MSAs). Data shown here reflect the value for the MSA in which the county is located.

## Employment by Industry

Average Annual Employment, % by Category, 2010	Pinellas County	Florida	Average Annual Wage, 2010	Pinellas County	Florida
			All industries	\$41,098	\$41,570
Natural Resource & Mining	0.0%	1.2%	Natural Resource & Mining	\$27,227	\$24,287
Construction	4.6%	4.9%	Construction	\$40,086	\$41,088
Manufacturing	8.0%	4.3%	Manufacturing	\$52,605	\$51,847
Trade, Transportation and Utilities	17.3%	20.5%	Trade, Transportation and Utilities	\$34,138	\$37,111
Information	1.8%	1.9%	Information	\$53,371	\$61,487
Financial Activities	7.3%	6.6%	Financial Activities	\$56,842	\$57,043
Professional & Business Services	16.6%	14.7%	Professional & Business Services	\$45,314	\$49,155
Education & Health Services	18.0%	14.8%	Education & Health Services	\$43,067	\$43,685
Leisure and Hospitality	11.6%	12.9%	Leisure and Hospitality	\$20,507	\$21,448
Other Services	2.8%	3.2%	Other Services	\$28,928	\$29,608
Government	11.9%	15.0%	Government	\$46,468	\$47,360

## Labor Force

Labor Force as Percent of Population Aged 18 and Older	Pinellas County	Florida	Unemployment Rate	Pinellas County	Florida
1990	60.4%	64.3%	1990	4.7%	6.3%
2000	63.3%	63.8%	2000	3.3%	3.8%
2010	57.8%	61.7%	2010	11.5%	11.3%
2011	58.4%	62.1%	2011	10.5%	10.5%

## Financial Health

Personal Income (\$000s)	Pinellas County	Florida	Per Capita Personal Income	Pinellas County	Florida
2000	\$29,772,294	\$466,644,105	2000	\$32,286	\$29,079
2001	\$30,153,070	\$487,498,511	2001	\$32,638	\$29,804
% change 2000-01	1.3%	4.5%	% change 2000-01	1.1%	2.5%
2002	\$31,338,426	\$508,399,908	2002	\$33,876	\$30,462
% change 2001-02	3.9%	4.3%	% change 2001-02	3.8%	2.2%
2003	\$32,247,807	\$531,218,073	2003	\$34,815	\$31,241
% change 2002-03	2.9%	4.5%	% change 2002-03	2.8%	2.6%
2004	\$34,422,792	\$582,765,910	2004	\$37,081	\$33,463
% change 2003-04	6.7%	9.7%	% change 2003-04	6.5%	7.1%
2005	\$36,616,565	\$633,192,675	2005	\$39,397	\$35,489
% change 2004-05	6.4%	8.7%	% change 2004-05	6.2%	6.1%
2006	\$38,741,910	\$690,268,109	2006	\$41,920	\$37,996
% change 2005-06	5.8%	9.0%	% change 2005-06	6.4%	7.1%
2007	\$39,670,930	\$721,051,518	2007	\$43,185	\$39,256
% change 2006-07	2.4%	4.5%	% change 2006-07	3.0%	3.3%
2008	\$40,313,360	\$740,675,674	2008	\$43,988	\$39,978
% change 2007-08	1.6%	2.7%	% change 2007-08	1.9%	1.8%
2009	\$37,628,910	\$697,273,654	2009	\$41,110	\$37,382
% change 2008-09	-6.7%	-5.9%	% change 2008-09	-6.5%	-6.5%
2010	\$38,448,216	\$719,828,478	2010	\$41,964	\$38,210
% change 2009-10	2.2%	3.2%	% change 2009-10	2.1%	2.2%

## Earnings by Place of Work

Earnings (\$000s)	Pinellas County	Florida	Percent in Poverty, 2010	Pinellas County	Florida
2000	\$19,626,955	\$312,145,185	All ages in poverty	14.2%	16.5%
2001	\$19,476,801	\$325,018,624	Under age 18 in poverty	20.4%	23.6%
% change 2000-01	-0.8%	4.1%	Ages 5-17 in families in poverty	18.2%	21.9%
2002	\$20,292,057	\$340,360,544			
% change 2001-02	4.2%	4.7%			
2003	\$21,007,677	\$361,091,583			
% change 2002-03	3.5%	6.1%			
2004	\$22,248,024	\$389,502,660			
% change 2003-04	5.9%	7.9%			
2005	\$23,413,535	\$423,331,870			
% change 2004-05	5.2%	8.7%			
2006	\$24,636,572	\$452,353,587			
% change 2005-06	5.2%	6.9%			
2007	\$24,941,205	\$462,342,755			
% change 2006-07	1.2%	2.2%			
2008	\$24,709,957	\$455,850,665			
% change 2007-08	-0.9%	-1.4%			
2009	\$23,412,823	\$434,455,883			
% change 2008-09	-5.2%	-4.7%			
2010	\$23,747,476	\$442,407,289			
% change 2009-10	1.4%	1.8%			

Personal Bankruptcy Filing Rate  
(per 1,000 population)

Pinellas County	Florida
2000	4.45
2010	4.67
State Rank	NA

Note: Florida numbers exclude Miami-Dade County.

## Reported County Government Revenues and Expenditures

Revenue	Pinellas County	Florida*	Expenditures	Pinellas County	Florida*
Total - All Revenue Account Codes (\$000s)	\$1,338,927.8	\$36,374,756.2	Total - All Expenditure Account Codes (\$000s)	\$ 1,380,132.9	\$ 36,616,300.3
Per Capita \$	\$1,460.85	\$2,027.91	Per Capita \$	\$ 1,505.80	\$ 2,041.38
% of Total	100.0%	100.0%	% of Total	100.0%	100.0%
Taxes (\$000s)	\$517,342.4	\$11,620,845.4	General Government Services** (\$000s)	\$ 305,341.5	\$ 6,284,042.5
Per Capita \$	\$564.45	\$647.87	Per Capita \$	\$ 333.15	\$ 350.34
% of Total	38.6%	31.9%	% of Total	22.1%	17.2%
Permits, Fee, and Special Assessments (\$000s)	\$8,258.6	\$1,100,663.6	Public Safety (\$000s)	\$ 425,786.1	\$ 8,098,640.5
Per Capita \$	\$9.01	\$61.36	Per Capita \$	\$ 464.56	\$ 451.50
% of Total	0.6%	3.0%	% of Total	30.9%	22.1%
Intergovernmental Revenues (\$000s)	\$148,141.3	\$4,482,088.0	Physical Environment (\$000s)	\$ 227,590.3	\$ 4,075,797.4
Per Capita \$	\$161.63	\$249.88	Per Capita \$	\$ 248.31	\$ 227.23
% of Total	11.1%	12.3%	% of Total	16.5%	11.1%
Charges for Services (\$000s)	\$469,955.4	\$10,526,473.0	Transportation (\$000s)	\$ 84,254.7	\$ 4,454,280.8
Per Capita \$	\$512.75	\$586.86	Per Capita \$	\$ 91.93	\$ 248.33
% of Total	35.1%	28.9%	% of Total	6.1%	12.2%
Judgments, Fines, and Forfeits (\$000s)	\$3,308.0	\$120,971.0	Economic Environment (\$000s)	\$ 52,635.1	\$ 1,389,572.1
Per Capita \$	\$3.61	\$6.74	Per Capita \$	\$ 57.43	\$ 77.47
% of Total	0.2%	0.3%	% of Total	3.8%	3.8%
Miscellaneous Revenues (\$000s)	\$70,979.8	\$1,174,700.3	Human Services (\$000s)	\$ 58,603.4	\$ 3,339,215.3
Per Capita \$	\$77.44	\$65.49	Per Capita \$	\$ 63.94	\$ 186.16
% of Total	5.3%	3.2%	% of Total	4.2%	9.1%
Other Sources (\$000s)	\$120,942.4	\$7,349,014.8	Culture / Recreation (\$000s)	\$ 27,087.5	\$ 1,640,080.8
Per Capita \$	\$131.96	\$409.71	Per Capita \$	\$ 29.55	\$ 91.44
% of Total	9.0%	20.2%	% of Total	2.0%	4.5%
			Other Uses and Non-Operating (\$000s)	\$ 137,271.1	\$ 6,457,672.2
			Per Capita \$	\$ 149.77	\$ 360.02
			% of Total	9.9%	17.6%
			Court-Related Expenditures (\$000s)	\$ 61,563.3	\$ 876,998.8
			Per Capita \$	\$ 67.17	\$ 48.89
			% of Total	4.5%	2.4%

\* All County Governments Except Duval - The consolidated City of Jacksonville / Duval County figures are included in municipal totals rather than county government totals.

\*\* (Not Court-Related)

## Quality of Life

Educational attainment	Pinellas County	Florida
Persons aged 25 and older 2006-2010 ACS		
% HS graduate or higher	88.1% +/- 0.3%	85.3% +/- 0.1%
% bachelor's degree or higher	27.1% +/- 0.4%	25.9% +/- 0.1%

+/- = margin of error based on a 90% confidence level.

Crime	Pinellas County	Florida
Crime rate, 2011 (index crimes per 100,000 population)	4,448.9	4,070.2
Admissions to prison FY 2010-11	2,242	34,992
Admissions to prison per 100,000 population FY 2010-11	244.1	185.1

## State and Local Taxation

2011 Ad Valorem Millage Rates	Pinellas County	Not County-Wide*
County	4.8730	1.7247
School	8.3850	
Municipal		3.3967
Special Districts	1.2390	0.9189

\*MSTU included in Not County-Wide "County" category

## State Infrastructure

Transportation	Pinellas County	Florida
State Highway		
Centerline Miles	221.4	12,081.8
Lane Miles	1,062.4	42,882.7
State Bridges		
Number	179	6,638

State Facilities	Pinellas County	Florida
Buildings/Facilities		
Number	128	13,366
Square Footage	1,856,322	153,464,293

State Lands	Pinellas County	Florida
Conservation Lands		
Parcels	265	38,585
Acreage	7,144.1	3,206,381.2
Non-Conservation Lands		
Parcels	147	6,213
Acreage	1,628.5	250,469.1

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