

Tampa's Economic Indicators

December 2004

Unemployment Rate (unadjusted)	Aug-04	Sep-04	Oct-04
Hillsborough	3.8%	3.6%	3.2%
Hernando	5.0%	5.0%	4.5%
Pasco	4.7%	4.7%	4.4%
Pinellas	3.7%	3.7%	3.6%
Tampa MSA	3.9%	3.8%	3.5%
Florida	4.8%	4.9%	4.5%
United States	5.4%	5.1%	5.1%

Source: FL Agency for Workforce Innovation

Hillsborough County's unemployment rate has been consistently less than the MSA, the state and the nation. We are very close to pre-recession numbers.

Standard Industrial Codes (SIC) have been replaced by the North American Industry Classification System (NAICS). The new system is better suited to code the technical and information services brought about by new technology.

Major Industry Employment Quarterly Data (NAICS-ES-202 Data)	2002Q3	2004Q1	% Change
Admin.Spt,Waste Mgmt & Remediation	97,575	90,183	-7.6%
Retail Trade	66,149	65,004	-1.7%
Health Care & Social Services	54,027	57,807	7.0%
Educational Services	37,114	41,324	11.3%
Finance & Insurance	42,626	44,403	4.2%
Accommodation & Food Services	41,226	43,276	5.0%
Professional, Scientific & Tech.Svcs	35,762	36,698	2.6%
Construction	32,211	34,477	7.0%
Manufacturing	31,376	29,257	-6.8%
Wholesale Trade	29,055	27,966	-3.7%
Government	27,384	28,439	3.9%
Transportation & Warehousing	23,220	22,767	-2.0%
Information	22,615	22,367	-1.1%
Other Services	15,825	15,944	0.8%
Agriculture, Forestry, Fishing & Hunting	7,102	15,033	111.7%
Arts Entertainment & Recreation	12,154	11,780	-3.1%
Real Estate, Rental & Leasing	10,294	10,610	3.1%
Management of Companies & Enterprise	4,116	3,927	-4.6%
Utilities	3,445	2,826	-18.0%
Unclassified	447	877	96.2%
Mining	87	75	-13.8%
Total	593,810	605,040	1.9%

Source: Florida Agency for Workforce Innovation

The SIC coded services sector is now broken into several new codes like: professional, scientific & technical services; education services; health care and social assistance and accommodation and food services, to name a few.

Utility customers, a real measure of growth, grew 2.5 percent over the year.

Housing activity has grown considerably in number of units and average price.

After declines in 2000 and 2001 building permits have started to climb, staying up with population growth.

Retail sales have started climbing back up. Projections for 2009 are definitely positive.

Visitors increased in 2003 and visitor expenditures were up.

Airport passenger activity has grown, while air freight numbers have decreased a similar amount.

Utilities (Residents)	Sep-03	Sep-04	% Change
Number of Electrical Power Consumers	447,073	458,155	2.5%

Source: Tampa Electric Co.

Housing Activity (Hillsborough County)	Aug-03	Aug-04	% Change	Y-T-D 2003	Y-T-D 2004	% Change
Number of Homes Sold	1,785	1,952	9.4%	10,804	13,998	29.6%
Average Price of Homes Sold	\$170,725	\$205,220	20.2%	\$165,823	\$182,956	10.3%

Source: Greater Tampa Association of Realtors (includes only those houses sold through real estate agents)

Building Permits & Value	1998	1999	2000	2001	2002	2003
Permitted Housing	12,276	14,951	12,034	11,370	12,502	15,579
Value of Non-Residential Permits	\$482,980,000	\$538,621,000	\$316,732,000	\$493,461,000	\$272,512,000	\$328,023,000

Source: Hillsborough County City-County Planning Commission

Retail Sales	Total 2000	Total 2001	Total 2002	Total 2003	Total 2004	Projected 2009
Total Retail Sales (\$000s)	\$18,623,892	\$17,162,705	\$16,690,211	\$17,767,303	\$18,911,475	\$24,230,650

Source: Demographics USA 2004

Tourism	1998	1999	2000	2001	2002	2003
Total Visitors (in millions)	12.28	13.47	15.39	15.67	15.52	16.60
Total Expenditures (in billions)	\$1.93	\$2.23	\$2.48	\$2.41	\$2.45	\$2.50

Source: Tampa Bay Convention & Visitors Bureau (www.visittampabay.com)

Airport Activity	Sep-03	Sep-04	% Change	Y-T-D 2003	Y-T-D 2004	% Change
Total Passengers	1,043,072	1,051,680	0.8%	11,533,500	12,948,714	12.3%
Total Air Freight (lbs.)	13,089,868	13,932,653	6.4%	131,138,992	123,185,495	-6.1%

Source: Tampa International Airport

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