JOBS **e** Q

Economic Overview
Plant City Region
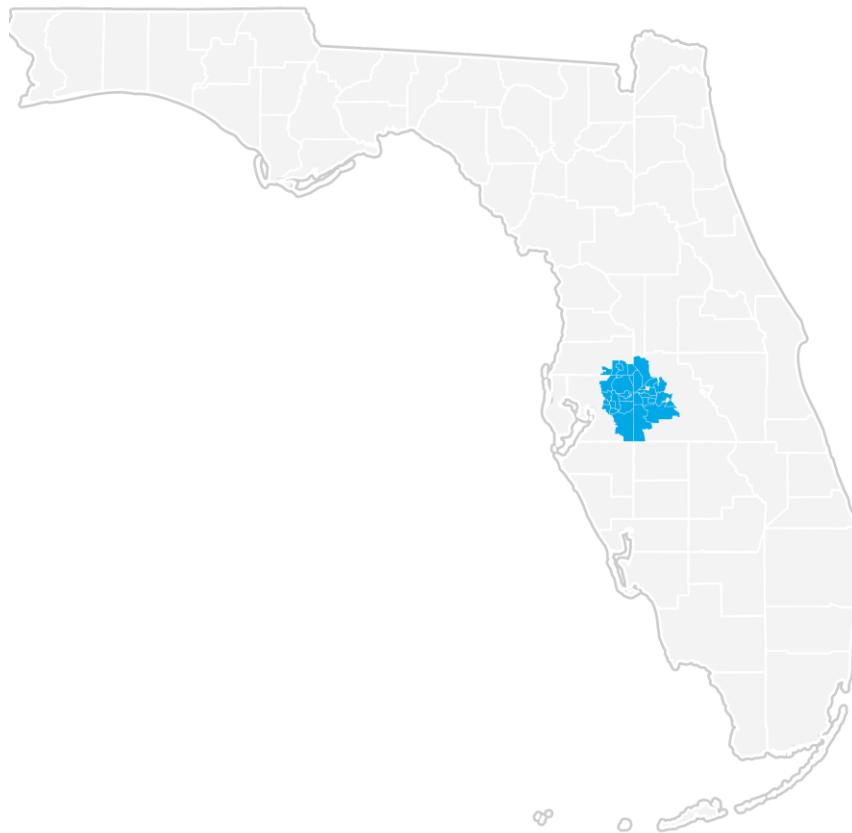
Demographic Profile

In 2010, the population in the Plant City Region[*] was 713,033.

The region has a civilian labor force of 345,717 with a participation rate of 59.4%. Of individuals 25 to 64 in the Plant City Region[*], 23.6% have a bachelor's degree or higher which compares with 28.2% in the nation.

The median household income in the Plant City Region[*] is $51,182 and the median house value is $128,170.

Summary[1]						
	Percent			**Value**		
	Proxy for Plant City Region*	**Tampa-St. Petersburg-Clearwater, FL MSA**	**Florida**	**Proxy for Plant City Region***	**Tampa-St. Petersburg-Clearwater, FL MSA**	**Florida**
Demographics						
Population[4]	—	—	—	713,033	2,783,243	18,801,310
Median Age[2,4]	—	—	—	38.9	41.4	40.7
Under 18 Years[4]	24.6%	21.2%	21.3%	175,474	589,827	4,002,091
18 to 24 Years[4]	8.8%	8.6%	9.3%	62,836	239,731	1,739,657
25 to 34 Years[4]	11.9%	12.1%	12.2%	85,150	337,822	2,289,545
35 to 44 Years[4]	13.2%	13.1%	12.9%	94,099	365,509	2,431,254
45 to 54 Years[4]	14.3%	14.9%	14.6%	101,905	415,956	2,741,493
55 to 64 Years[4]	11.9%	12.7%	12.4%	84,803	354,294	2,337,668
65 to 74 Years[4]	8.5%	9.0%	9.2%	60,623	249,169	1,727,940
75 Years, and Over[4]	6.8%	8.3%	8.1%	48,143	230,935	1,531,662
Race: White[4]	78.1%	78.8%	75.0%	556,784	2,193,411	14,109,162
Race: Black or African American[4]	11.8%	11.8%	16.0%	84,337	329,334	2,999,862
Race: American Indian and Alaska Native[4]	0.4%	0.4%	0.4%	2,985	9,930	71,458
Race: Asian[4]	2.1%	2.9%	2.4%	15,143	80,879	454,821
Race: Native Hawaiian and Other Pacific Islander[4]	0.1%	0.1%	0.1%	443	2,079	12,286
Race: Some Other Race[4]	4.9%	3.4%	3.6%	34,788	94,965	681,144
Race: Two or More Races[4]	2.6%	2.6%	2.5%	18,553	72,645	472,577
Hispanic or Latino (of any race)[4]	17.0%	16.2%	22.5%	121,186	452,208	4,223,806
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	59.4%	59.5%	58.8%	345,717	1,405,803	9,457,267
Armed Forces Labor Force	0.2%	0.3%	0.3%	1,184	6,943	53,414
Veterans, Age 18-64	7.5%	7.2%	6.1%	32,698	126,271	724,272
Median Household Income[2]	—	—	—	$51,182	$47,085	$47,507
Per Capita Income	—	—	—	$24,081	$27,617	$26,829
Poverty Level (of all people)	15.4%	15.6%	16.5%	111,270	442,846	3,180,109
Households Receiving Food Stamps	14.4%	14.4%	14.8%	37,702	165,427	1,079,549
Mean Commute Time (minutes)	—	—	—	26.1	26.3	26.4

Summary[1]						
	Percent			**Value**		
	Proxy for Plant City Region*	**Tampa-St. Petersburg-Clearwater, FL MSA**	**Florida**	**Proxy for Plant City Region***	**Tampa-St. Petersburg-Clearwater, FL MSA**	**Florida**
Commute via Public Transportation	0.4%	1.3%	2.1%	1,382	16,397	178,238
Union Membership[3]	3.9%	3.5%	5.5%	—	—	—
Educational Attainment, Age 25-64						
No High School Diploma	12.9%	10.0%	11.6%	48,581	152,717	1,177,582
High School Graduate	32.3%	27.9%	28.6%	121,888	424,618	2,904,510
Some College, No Degree	21.0%	21.7%	21.1%	79,205	330,376	2,149,341
Associate's Degree	10.2%	11.2%	10.6%	38,460	169,993	1,079,924
Bachelor's Degree	16.2%	19.4%	18.6%	61,128	295,890	1,894,726
Postgraduate Degree	7.3%	9.8%	9.5%	27,640	149,625	967,131
Housing						
Total Housing Units	—	—	—	308,647	1,368,924	9,094,999
Median House Value (of owner-occupied units)[2]	—	—	—	$128,170	$144,600	$159,000
Homeowner Vacancy	2.7%	2.7%	2.7%	5,080	20,822	134,967
Rental Vacancy	7.7%	8.0%	8.9%	6,856	36,153	253,624
Renter-Occupied Housing Units (% of Occupied Units)	31.1%	35.6%	34.7%	81,378	408,090	2,535,234
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.0%	7.4%	7.1%	15,606	85,323	516,293
Social						
Enrolled in Grade 12 (% of total population)	1.4%	1.2%	1.3%	10,273	34,175	251,254
Disconnected Youth[5]	3.6%	4.1%	3.8%	1,383	5,550	35,763
Children in Single Parent Families (% of all children)	37.5%	39.7%	39.7%	60,845	222,653	1,519,332
Disabled, Age 18-64	11.1%	11.0%	10.0%	48,688	192,655	1,174,949
Disabled, Age 18-64, Labor Force Participation Rate and Size	36.1%	37.4%	38.1%	17,589	71,976	447,990
Foreign Born	10.0%	12.8%	19.7%	73,348	371,090	3,875,699
Speak English Less Than Very Well (population 5 yrs and over)	6.4%	7.1%	11.7%	43,909	192,532	2,167,671

Source: JobsEQ®

1. ACS 2011-2015, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

3. 2014; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Census 2010

5. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

6. Census 2016, annual average growth rate since 2006

* This user-defined region contains one or more partial ZCTA areas. Any such partial ZCTA within this region definition has been replaced by the full ZCTA for purposes of being described via the above data.

Employment Trends

As of 2016Q4, total employment for the Plant City Region was 276,171 (based on a four-quarter moving average). Over the year ending 2016Q4, employment increased 2.7% in the region.
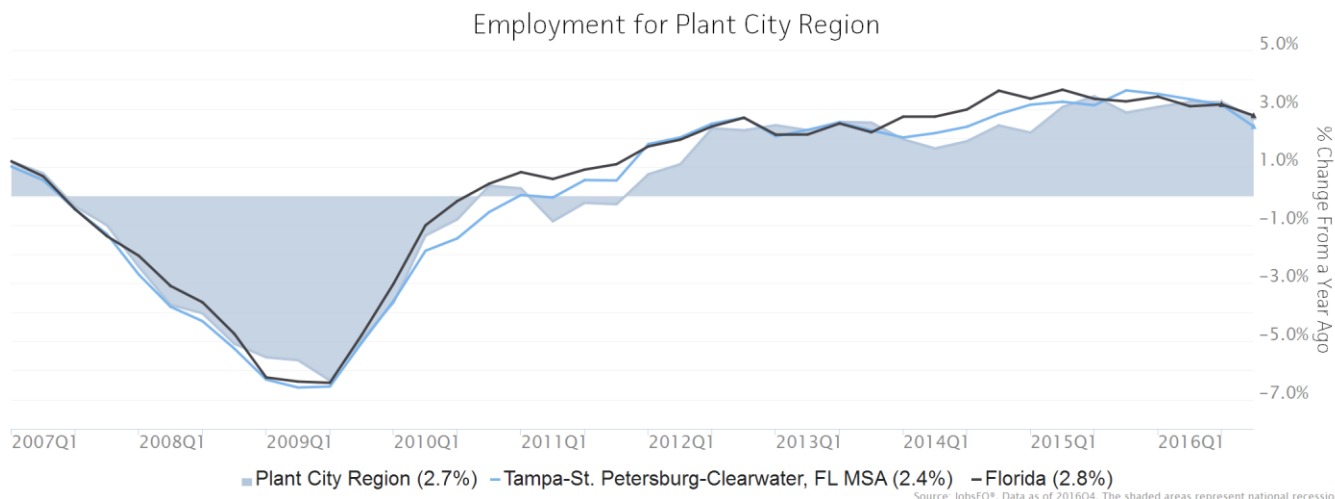
Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q2 with preliminary estimates updated to 2016Q4.

Wage Trends

The average worker in the Plant City Region earned annual wages of $42,790 as of 2016Q4. Average annual wages per worker increased 2.4% in the region during the preceding four quarters. For comparison purposes, annual average wages were $53,271 in the nation as of 2016Q4.
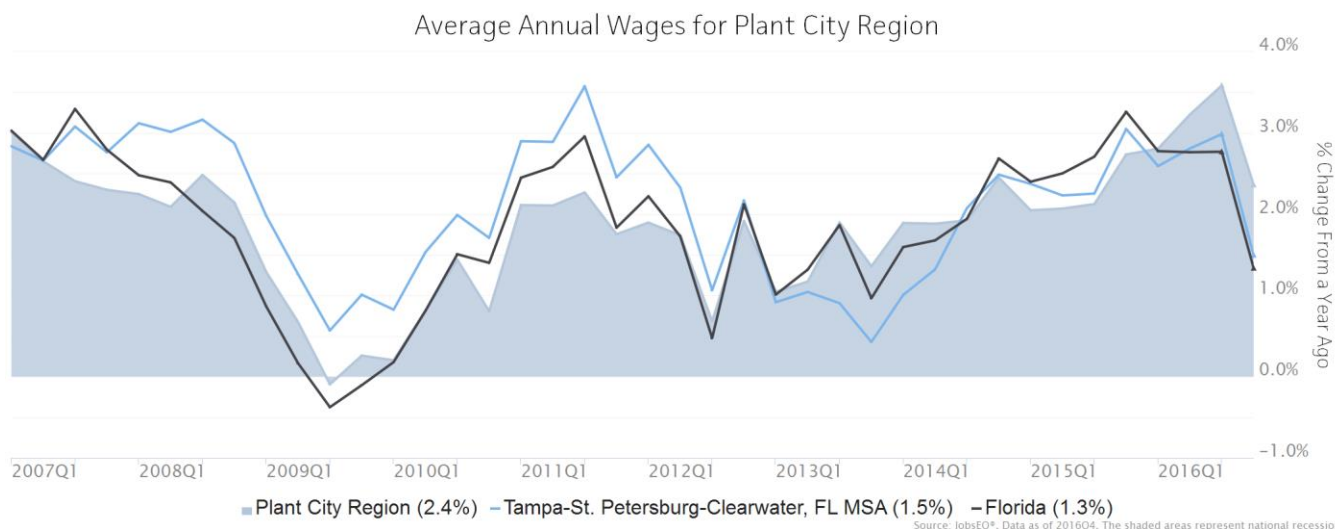
Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q2 with preliminary estimates updated to 2016Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 8.8% lower in Plant City Region than the U.S. average.

| Cost of Living Information			
	Annual Average Salary	**Cost of Living Index (Base US)**	**US Purchasing Power**
Plant City Region	$42,790	91.2	$46,936
Tampa-St. Petersburg-Clearwater, FL MSA	$46,839	96.6	$48,512
Florida	$46,072	102.4	$44,991
USA	$52,285	100.0	$52,285

Source: JobsEQ®
Data as of 2016Q4
The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in the Plant City Region is Retail Trade, employing 42,973 workers. The next-largest sectors in the region are Health Care and Social Assistance (37,063 workers) and Accommodation and Food Services (26,507). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 2.07), Management of Companies and Enterprises (1.51), and Retail Trade (1.43).

Total Workers for Plant City Region by Industry
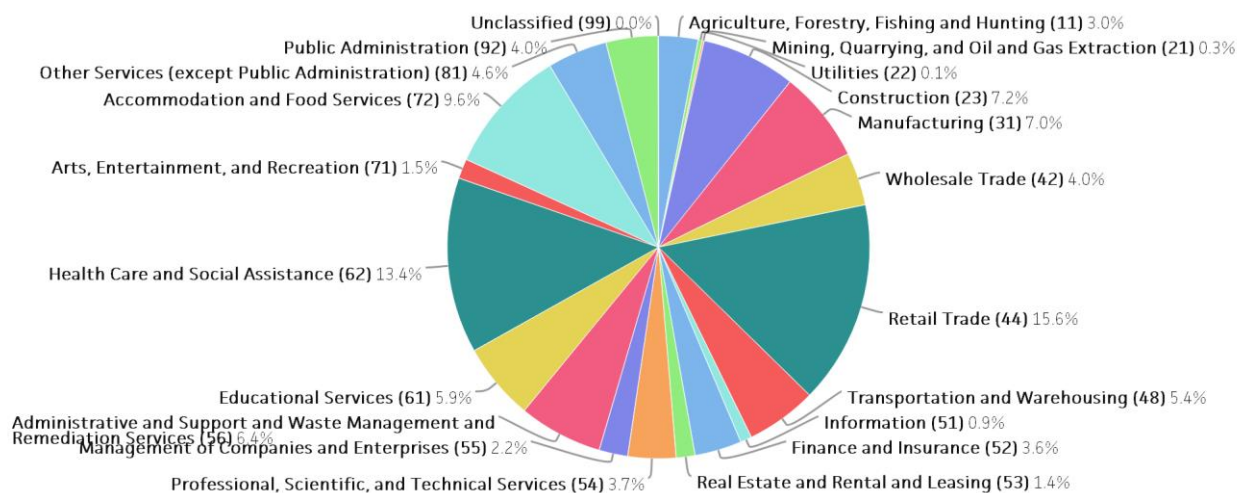
Source: JobsEQ®,Data as of 2016Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2016Q2 with preliminary estimates updated to 2016Q4.

Sectors in the Plant City Region with the highest average wages per worker are Utilities ($93,889), Management of Companies and Enterprises ($72,431), and Mining, Quarrying, and Oil and Gas Extraction ($68,235). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Retail Trade (+6,485 jobs), Accommodation and Food Services (+5,184), and Construction (+4,248).

Over the next 10 years, employment in the Plant City Region is projected to expand by 23,759 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.9% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+7,870 jobs), Retail Trade (+3,848), and Construction (+2,986).

NAICS	Industry	Current			Historical				Forecast		
		Four Quarters Ending with 2016q4			Total Change over the Last 5 Years	Average Annual % Change in Employment 2011q4-2016q4			Over the Next 10 Years		
		Empl	Avg. Annual Wages	Location Quotient	Empl	Plant City Region	Tampa-St. Petersburg-Clearwater, FL MSA	Florida	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	8,363	$23,261	2.07	-1,501	-3.2%	-2.2%	-1.5%	2,882	-312	-0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	872	$68,235	0.77	-56	-1.2%	-7.8%	1.4%	212	13	0.2%
22	Utilities	387	$93,889	0.26	56	3.2%	2.2%	0.4%	96	-21	-0.6%
23	Construction	19,968	$44,002	1.32	4,248	4.9%	5.3%	5.9%	4,171	2,986	1.4%
31	Manufacturing	19,404	$51,557	0.85	2,899	3.3%	1.8%	2.6%	4,391	-951	-0.5%
42	Wholesale Trade	11,160	$58,556	1.03	1,665	3.3%	2.0%	1.9%	2,500	465	0.4%
44	Retail Trade	42,973	$29,268	1.43	6,485	3.3%	3.0%	2.8%	13,819	3,848	0.9%
48	Transportation and Warehousing	14,958	$46,396	1.31	1,246	1.8%	2.8%	3.2%	3,943	475	0.3%
51	Information	2,447	$59,719	0.44	191	1.6%	-0.8%	0.4%	570	-162	-0.7%
52	Finance and Insurance	9,897	$64,529	0.90	1,493	3.3%	2.3%	2.3%	2,369	411	0.4%
53	Real Estate and Rental and Leasing	3,963	$43,841	0.85	166	0.9%	4.3%	3.7%	897	165	0.4%
54	Professional, Scientific, and Technical Services	10,170	$62,685	0.56	176	0.3%	4.3%	3.4%	2,222	1,385	1.3%
55	Management of Companies and Enterprises	6,078	$72,431	1.51	846	3.0%	7.3%	4.4%	1,316	317	0.5%
56	Administrative and Support and Waste Management and Remediation Services	17,711	$30,880	0.99	2,402	3.0%	3.4%	4.0%	4,151	1,908	1.0%
61	Educational Services	16,353	$42,926	0.72	201	0.2%	1.0%	1.0%	3,590	1,891	1.1%
62	Health Care and Social Assistance	37,063	$48,214	0.95	3,930	2.3%	1.8%	2.5%	7,767	7,870	1.9%
71	Arts, Entertainment, and Recreation	4,184	$31,540	0.77	437	2.2%	1.7%	3.0%	1,320	368	0.8%
72	Accommodation and Food Services	26,507	$19,011	1.08	5,184	4.4%	4.1%	4.3%	9,533	1,812	0.7%
81	Other Services (except Public Administration)	12,661	$28,375	1.03	919	1.5%	2.0%	2.2%	3,262	850	0.7%
92	Public Administration	10,975	$45,987	0.83	-181	-0.3%	-0.2%	-0.3%	2,698	433	0.4%
99	Unclassified	77	$31,429	0.13	26	8.5%	28.2%	10.2%	19	7	0.9%
	Total - All Industries	276,171	$42,790	1.00	30,830	2.4%	2.7%	2.8%	69,624	23,759	0.8%

Occupation Snapshot

The largest major occupation group in the Plant City Region is Office and Administrative Support Occupations, employing 42,607 workers. The next-largest occupation groups in the region are Sales and Related Occupations (34,085 workers) and Food Preparation and Serving Related Occupations (26,459). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 2.69), Transportation and Material Moving Occupations (1.25), and Construction and Extraction Occupations (1.24).

Occupation groups in the Plant City Region with the highest average wages per worker are Management Occupations ($109,300), Healthcare Practitioners and Technical Occupations ($78,100), and Legal Occupations ($76,700). The unemployment rate in the region varied among the major groups from 1.5% among Healthcare Practitioners and Technical Occupations to 11.6% among Farming, Fishing, and Forestry Occupations.

Over the next 10 years, the fastest growing occupation group in the Plant City Region is expected to be Healthcare Support Occupations with a +2.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Healthcare Practitioners and Technical Occupations (+3,072 jobs) and Office and Administrative Support Occupations (+2,446). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Sales and Related Occupations (11,479 jobs) and Food Preparation and Serving Related Occupations (10,529).

Occupation Snapshot in Plant City Region													
		Current					Historical				Forecast		
		Four Quarters Ending with 2016q4			2016q4		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2011q4-2016q4			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages[1]	LQ	Unempl	Unempl Rate	Empl	Plant City Region	Tampa-St. Petersburg-Clearwater, FL MSA	Florida	Current Online Job Ads[2]	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	15,886	$109,300	0.95	459	2.3%	1,365	1.8%	2.6%	2.6%	401	5,475	1,002	0.6%
13-0000	Business and Financial Operations Occupations	11,320	$64,200	0.83	598	3.5%	1,011	1.9%	3.3%	2.7%	246	2,649	1,136	1.0%
15-0000	Computer and Mathematical Occupations	4,583	$69,200	0.59	324	3.9%	685	3.3%	3.9%	2.9%	226	720	613	1.3%
17-0000	Architecture and Engineering Occupations	2,840	$68,700	0.61	128	3.0%	266	2.0%	2.3%	2.5%	75	733	171	0.6%
19-0000	Life, Physical, and Social Science Occupations	1,340	$59,000	0.61	51	2.7%	105	1.6%	2.5%	2.2%	75	442	143	1.0%
21-0000	Community and Social Service Occupations	3,745	$43,000	0.85	96	2.2%	162	0.9%	1.2%	1.7%	105	851	449	1.1%
23-0000	Legal Occupations	1,623	$76,700	0.74	44	1.6%	16	0.2%	0.8%	1.2%	7	337	146	0.9%

		Current					Historical				Forecast			
		Four Quarters Ending with 2016q4			**2016q4**		**Total Change over the Last 5 Years**	**Avg Ann % Chg in Empl 2011q4-2016q4**			**Over the Next 10 Years**			
SOC	**Title**	**Empl**	**Avg. Annual Wages[1]**	**LQ**	**Unempl**	**Unempl Rate**	**Empl**	**Plant City Region**	**Tampa-St. Petersburg-Clearwater, FL MSA**	**Florida**	**Current Online Job Ads[2]**	**Total Repl Demand**	**Total Growth Demand**	**Avg. Annual Growth Percent**
25-0000	Education, Training, and Library Occupations	12,080	$47,000	0.77	386	2.3%	142	0.2%	1.1%	1.1%	217	2,654	1,514	1.2%
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	3,631	$45,300	0.75	233	4.8%	396	2.3%	1.9%	2.2%	96	1,329	223	0.6%
29-0000	Healthcare Practitioners and Technical Occupations	16,308	$78,100	1.04	284	1.5%	1,936	2.6%	2.0%	2.4%	652	3,749	3,072	1.7%
31-0000	Healthcare Support Occupations	7,518	$27,600	0.93	564	6.0%	760	2.2%	1.6%	2.2%	315	1,710	1,839	2.2%
33-0000	Protective Service Occupations	4,366	$36,800	0.81	287	4.1%	51	0.2%	1.7%	1.0%	105	1,080	284	0.6%
35-0000	Food Preparation and Serving Related Occupations	26,459	$22,600	1.11	2,722	8.4%	4,726	4.0%	3.9%	4.2%	1,223	10,529	1,995	0.7%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	9,743	$24,400	0.99	1,103	7.7%	643	1.4%	1.5%	2.8%	251	2,296	825	0.8%
39-0000	Personal Care and Service Occupations	8,772	$24,300	0.79	657	5.5%	861	2.1%	2.0%	2.4%	349	2,793	1,291	1.4%
41-0000	Sales and Related Occupations	34,085	$35,400	1.19	2,328	5.7%	3,813	2.4%	2.6%	2.7%	1,727	11,479	2,281	0.6%
43-0000	Office and Administrative Support Occupations	42,607	$32,100	1.04	2,954	5.1%	5,315	2.7%	2.9%	2.7%	1,045	9,690	2,446	0.6%
45-0000	Farming, Fishing, and Forestry Occupations	4,822	$22,700	2.69	499	11.6%	-945	-3.5%	-2.1%	-1.8%	10	1,392	-213	-0.5%
47-0000	Construction and Extraction Occupations	15,230	$35,800	1.24	1,585	8.3%	2,956	4.4%	4.9%	5.4%	158	2,933	2,197	1.4%
49-0000	Installation, Maintenance, and Repair Occupations	10,873	$40,000	1.03	597	4.3%	1,200	2.4%	2.7%	3.0%	525	2,772	936	0.8%
51-0000	Production Occupations	14,903	$33,100	0.88	1,214	7.1%	2,225	3.3%	2.4%	3.0%	387	4,074	-71	0.0%
53-0000	Transportation and Material Moving Occupations	23,439	$32,200	1.25	2,157	7.5%	3,143	2.9%	3.3%	3.4%	658	6,145	1,481	0.6%
00-0000	Total - All Occupations	276,171	$42,300	1.00	n/a	n/a	30,830	2.4%	2.7%	2.8%	8,853	75,831	23,759	0.8%

Source: JobsEQ®
Data as of 2016Q4 unless noted otherwise
Note: Figures may not sum due to rounding.
1. Occupation wages are as of 2015 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2016Q2, imputed where necessary with preliminary estimates updated to 2016Q4. Wages by occupation are as of 2015 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Plant City Region with the highest relative concentration is Agricultural with a location quotient of 2.41. This cluster employs 10,073 workers in the region with an average wage of $33,835. Employment in the Agricultural cluster is projected to contract in the region about 0.5% per year over the next ten years.
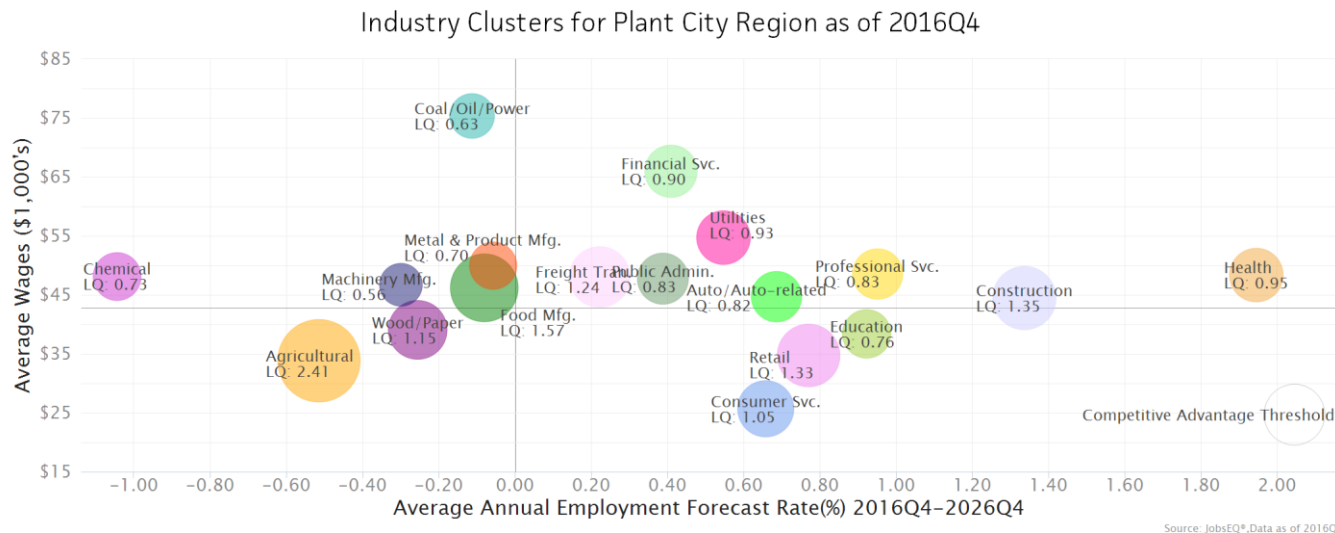

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2016Q2 with preliminary estimates updated to 2016Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Plant City Region is projected to grow 0.8% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.6% per year, those requiring a bachelor's degree are forecast to grow 1.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.2% per year.
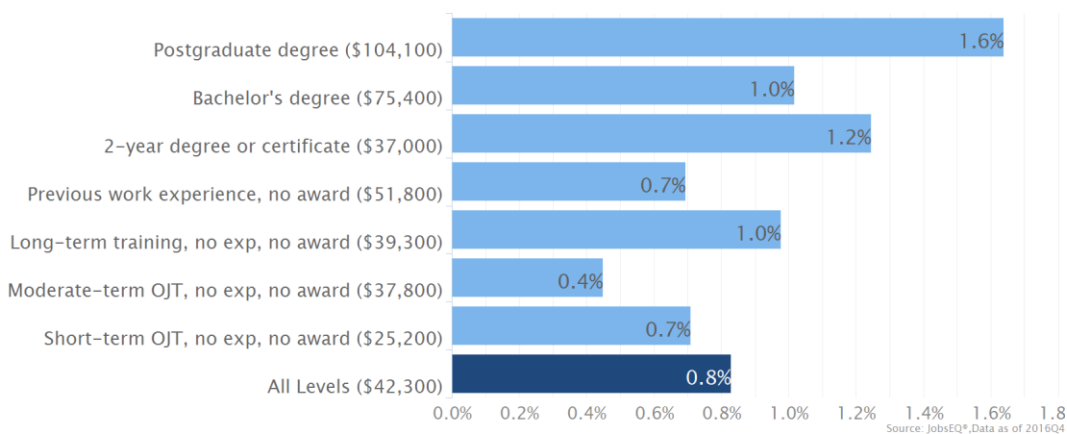
Employment by occupation data are estimates are as of 2016Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Region Definition

Plant City Region is defined as the following zip code tabulation areas: ZCTA 33510; ZCTA 33511; ZCTA 33527; ZCTA 33540 (Hillsborough County, FL portion); ZCTA 33540 (Pasco County, FL portion); ZCTA 33541; ZCTA 33542; ZCTA 33543; ZCTA 33547; ZCTA 33563; ZCTA 33565; ZCTA 33566; ZCTA 33567; ZCTA 33584; ZCTA 33592; ZCTA 33594; ZCTA 33596; ZCTA 33801; ZCTA 33803; ZCTA 33805; ZCTA 33809; ZCTA 33810 (Hillsborough County, FL portion); ZCTA 33810 (Polk County, FL portion); ZCTA 33811; ZCTA 33812; ZCTA 33813; ZCTA 33815; ZCTA 33823; ZCTA 33830; ZCTA 33849; ZCTA 33860; ZCTA 33880

Tampa-St. Petersburg-Clearwater, FL MSA is defined as the following counties: Hernando County, Florida; Hillsborough County, Florida; Pasco County, Florida; Pinellas County, Florida

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the "all industry" level to the 6-digit level. The first two digits define the top level category, known as the "sector," which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report