



# Economic Overview

## City of Plant City, FL



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# Demographic Profile

The population in the City of Plant City, FL was 38,119 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 18,870 with a participation rate of 65.1%. Of individuals 25 to 64 in the City of Plant City, FL, 21.4% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in the City of Plant City, FL is \$51,427 and the median house value is \$154,300.

Summary <sup>1</sup>						
	Percent			Value		
	City of Plant City, FL	Florida	USA	City of Plant City, FL	Florida	USA
<b>Demographics</b>						
Population (ACS)	—	—	—	38,119	20,598,139	322,903,030
Male	48.9%	48.9%	49.2%	18,632	10,071,925	158,984,190
Female	51.1%	51.1%	50.8%	19,487	10,526,214	163,918,840
Median Age <sup>2</sup>	—	—	—	35.7	41.9	37.9
Under 18 Years	27.2%	20.1%	22.8%	10,376	4,148,552	73,553,240
18 to 24 Years	8.6%	8.6%	9.6%	3,292	1,762,860	30,903,719
25 to 34 Years	13.1%	12.9%	13.8%	5,011	2,665,948	44,567,976
35 to 44 Years	14.6%	12.1%	12.6%	5,554	2,493,759	40,763,210
45 to 54 Years	12.4%	13.3%	13.2%	4,709	2,748,837	42,589,573
55 to 64 Years	10.6%	13.2%	12.8%	4,039	2,713,807	41,286,731
65 to 74 Years	8.1%	10.9%	8.8%	3,105	2,247,594	28,535,419
75 Years, and Over	5.3%	8.8%	6.4%	2,033	1,816,782	20,703,162
Race: White	68.1%	75.4%	72.7%	25,962	15,529,098	234,904,818
Race: Black or African American	15.0%	16.1%	12.7%	5,707	3,316,376	40,916,113
Race: American Indian and Alaska Native	0.2%	0.3%	0.8%	95	58,118	2,699,073
Race: Asian	2.0%	2.7%	5.4%	769	559,168	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	21	12,887	582,718
Race: Some Other Race	12.8%	2.8%	4.9%	4,882	580,152	15,789,961
Race: Two or More Races	1.8%	2.6%	3.2%	683	542,340	10,435,797
Hispanic or Latino (of any race)	30.8%	25.2%	17.8%	11,742	5,184,720	57,517,935
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over) <sup>5</sup>	65.1%	58.5%	63.2%	18,870	9,876,910	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) <sup>5</sup>	84.3%	80.8%	81.8%	12,865	6,364,723	104,136,254
Armed Forces Labor Force <sup>5</sup>	0.0%	0.3%	0.4%	11	54,889	1,028,133
Veterans, Age 18-64 <sup>5</sup>	6.4%	5.4%	4.7%	1,445	670,282	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 <sup>5</sup>	77.6%	73.8%	76.3%	1,121	494,516	7,168,168
Median Household Income <sup>2,5</sup>	—	—	—	\$51,427	\$53,267	\$60,293
Per Capita Income <sup>5</sup>	—	—	—	\$24,275	\$30,197	\$32,621
Mean Commute Time (minutes) <sup>5</sup>	—	—	—	24.0	27.4	26.6
Commute via Public Transportation <sup>5</sup>	0.0%	1.9%	5.0%	0	176,146	7,602,145
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	14.2%	10.9%	11.2%	2,739	1,153,257	18,885,967
High School Graduate	34.6%	28.1%	25.8%	6,684	2,980,014	43,699,272
Some College, No Degree	19.8%	20.4%	21.0%	3,832	2,167,853	35,525,113
Associate's Degree	9.9%	11.0%	9.1%	1,917	1,164,240	15,389,737
Bachelor's Degree	16.1%	19.6%	20.8%	3,118	2,085,923	35,261,652
Postgraduate Degree	5.3%	10.1%	12.1%	1,023	1,071,064	20,445,749
<b>Housing</b>						

## Summary<sup>1</sup>

	Percent			Value		
	City of Plant City, FL	Florida	USA	City of Plant City, FL	Florida	USA
Total Housing Units	—	—	—	14,747	9,348,689	136,384,292
Median House Value (of owner-occupied units) <sup>2</sup>	—	—	—	\$154,300	\$196,800	\$204,900
Homeowner Vacancy	1.7%	2.3%	1.7%	138	119,137	1,304,850
Rental Vacancy	6.5%	8.4%	6.0%	367	249,404	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	39.9%	35.0%	36.2%	5,314	2,667,159	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) <sup>5</sup>	6.6%	6.5%	8.7%	875	493,915	10,424,934
<b>Social</b>						
Poverty Level (of all people) <sup>5</sup>	14.2%	14.8%	14.1%	5,389	2,983,851	44,257,979
Households Receiving Food Stamps/SNAP	17.1%	14.2%	12.2%	2,279	1,080,766	14,635,287
Enrolled in Grade 12 (% of total population)	1.3%	1.3%	1.4%	503	263,066	4,442,295
Disconnected Youth <sup>3,5</sup>	2.0%	3.1%	2.6%	43	30,060	438,452
Children in Single Parent Families (% of all children) <sup>5</sup>	41.8%	39.4%	34.3%	4,138	1,546,120	23,973,249
Uninsured	16.3%	13.5%	9.4%	6,185	2,744,513	29,752,767
With a Disability, Age 18-64 <sup>5</sup>	9.9%	10.0%	10.3%	2,245	1,217,071	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size <sup>5</sup>	43.8%	38.5%	41.6%	984	468,272	8,421,018
Foreign Born	13.1%	20.5%	13.5%	4,999	4,227,210	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	12.5%	11.9%	8.5%	4,408	2,313,865	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, 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.

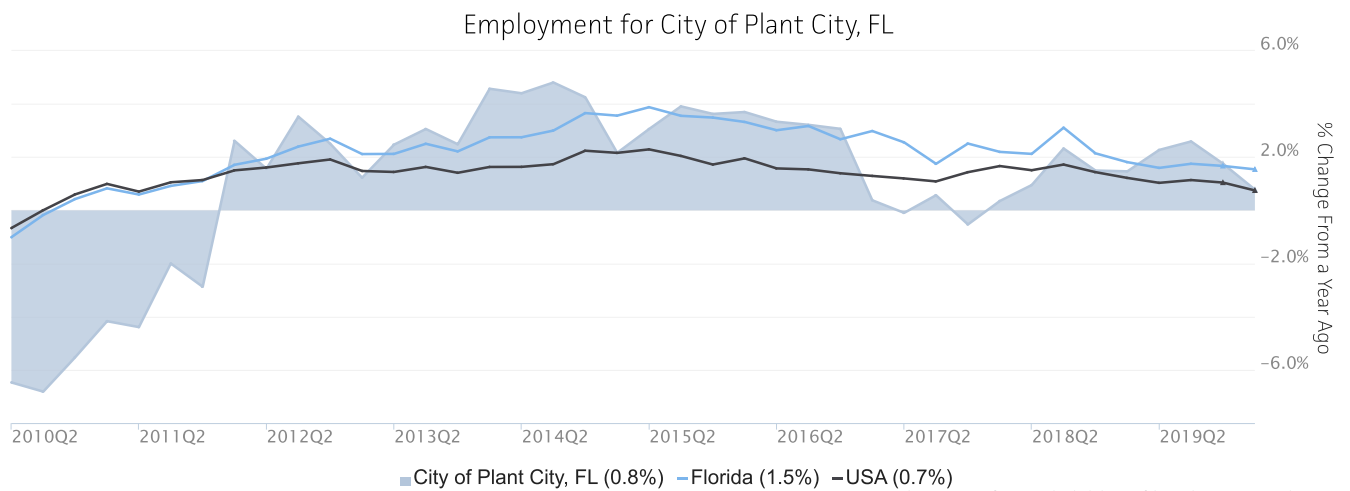
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

5. See Rio Arriba errata note in the Data Dictionary.

# Employment Trends

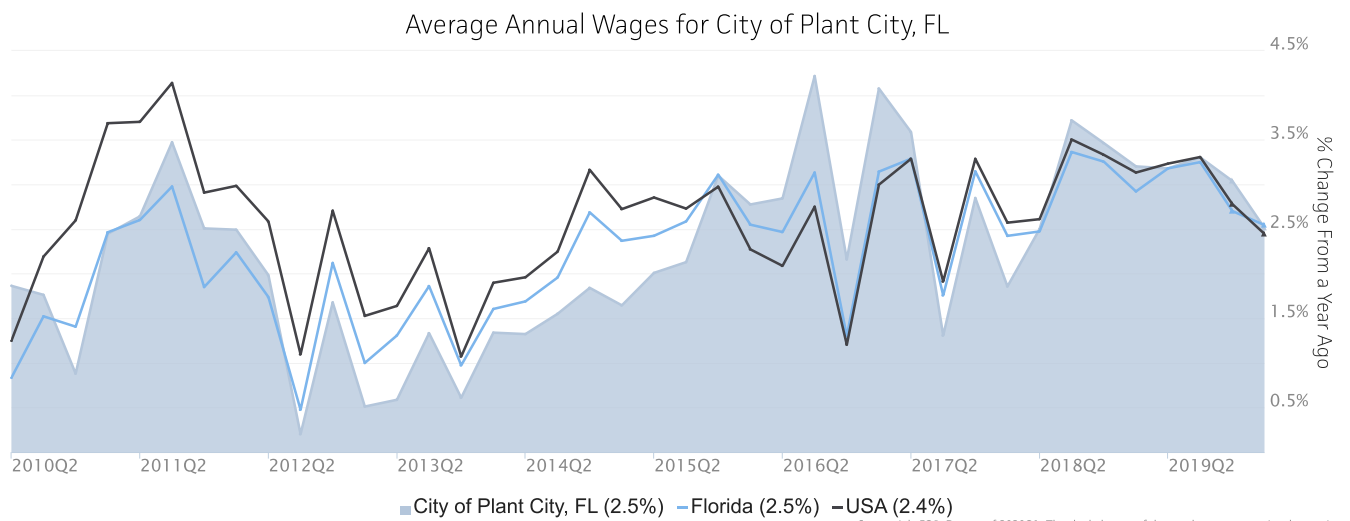
As of 2020Q1, total employment for the City of Plant City, FL was 22,261 (based on a four-quarter moving average). Over the year ending 2020Q1, employment increased 0.8% in the region.



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 2019Q3 with preliminary estimates updated to 2020Q1.

# Wage Trends

The average worker in the City of Plant City, FL earned annual wages of \$54,087 as of 2020Q1. Average annual wages per worker increased 2.5% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,624 in the nation as of 2020Q1.



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 2019Q3 with preliminary estimates updated to 2020Q1.

# 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 6.1% lower in City of Plant City, FL than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
City of Plant City, FL	\$54,087	93.9	\$57,608
Florida	\$50,344	99.8	\$50,455
USA	\$57,624	100.0	\$57,624

Source: [JobsEQ®](#)

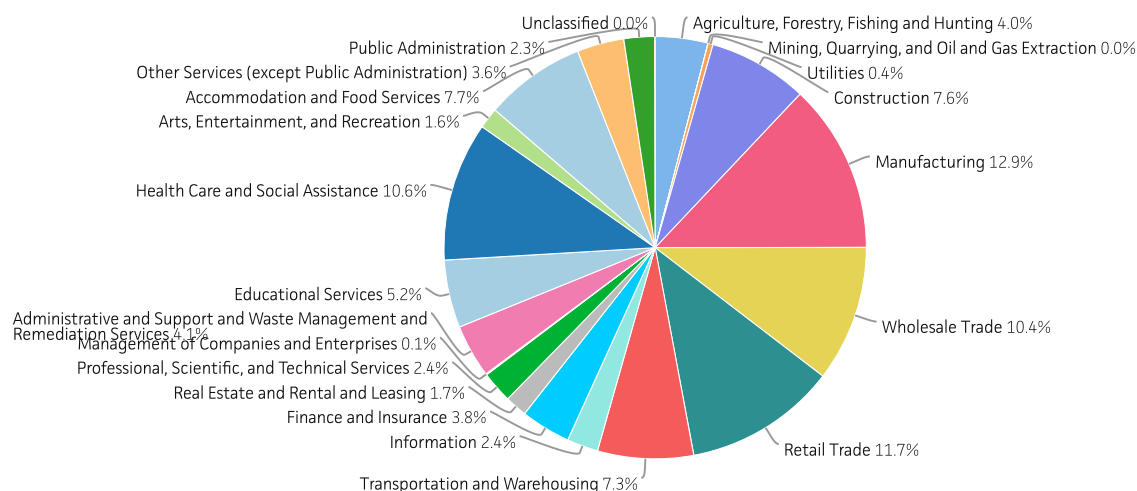
Data as of 2020Q1

Cost of Living per C2ER, data as of 2020q1, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the City of Plant City, FL is Manufacturing, employing 2,878 workers. The next-largest sectors in the region are Retail Trade (2,595 workers) and Health Care and Social Assistance (2,371). 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 = 3.08), Wholesale Trade (2.77), and Transportation and Warehousing (1.59).

Total Workers for City of Plant City, FL by Industry



Source: JobsEQ®, Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1.

Sectors in the City of Plant City, FL with the highest average wages per worker are Management of Companies and Enterprises (\$103,665), Utilities (\$99,432), and Information (\$90,781). Regional sectors with the best job growth (or most moderate job losses) over the last 10 years are Wholesale Trade (+1,237 jobs), Construction (+501), and Accommodation and Food Services (+466).

Over the next 1 year, employment in the City of Plant City, FL is projected to expand by 261 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 (+45 jobs), Accommodation and Food Services (+30), and Construction (+30).

NAICS	Industry	Empl	Current		10-Year History		1-Year Forecast				
			Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
31	Manufacturing	2,878	\$58,143	1.58	278	1.0%	307	111	189	7	0.2%
44	Retail Trade	2,595	\$34,913	1.14	103	0.4%	366	154	194	18	0.7%
62	Health Care and Social Assistance	2,371	\$55,395	0.74	320	1.5%	270	110	114	45	1.9%
42	Wholesale Trade	2,323	\$74,004	2.77	1,237	7.9%	261	92	152	16	0.7%
72	Accommodation and Food Services	1,719	\$22,471	0.86	466	3.2%	309	124	156	30	1.7%
23	Construction	1,699	\$54,058	1.33	501	3.6%	198	60	107	30	1.8%
48	Transportation and Warehousing	1,632	\$45,829	1.59	114	0.7%	197	74	100	23	1.4%
61	Educational Services	1,156	\$45,852	0.64	129	1.2%	122	52	56	14	1.2%
56	Administrative and Support and Waste Management and Remediation Services	906	\$39,942	0.64	191	2.4%	118	44	61	13	1.5%
11	Agriculture, Forestry, Fishing and Hunting	900	\$26,467	3.08	-1,892	-10.7%	109	42	56	11	1.2%
52	Finance and Insurance	851	\$82,197	0.97	392	6.4%	88	30	49	9	1.0%
81	Other Services (except Public Administration)	800	\$29,780	0.81	11	0.1%	99	42	50	8	1.0%
54	Professional, Scientific, and Technical Services	541	\$85,722	0.36	156	3.5%	54	17	29	8	1.5%
51	Information	532	\$90,781	1.22	264	7.1%	62	19	33	10	1.9%
92	Public Administration	522	\$57,649	0.50	-43	-0.8%	53	20	28	5	1.0%
53	Real Estate and Rental and Leasing	375	\$56,995	0.97	114	3.7%	43	17	21	5	1.3%
71	Arts, Entertainment, and Recreation	353	\$46,303	0.79	63	2.0%	56	22	28	6	1.6%
22	Utilities	83	\$99,432	0.73	12	1.6%	8	3	5	0	0.4%
55	Management of Companies and Enterprises	17	\$103,665	0.05	-6	-3.0%	2	1	1	0	1.2%
99	Unclassified	7	\$44,004	0.36	7	n/a	1	0	0	0	1.3%
21	Mining, Quarrying, and Oil and Gas Extraction	1	\$63,770	0.01	-133	-40.9%	0	0	0	0	1.2%
<b>Total - All Industries</b>		<b>22,261</b>	<b>\$54,087</b>	<b>1.00</b>	<b>2,285</b>	<b>1.1%</b>	<b>2,695</b>	<b>1,041</b>	<b>1,394</b>	<b>261</b>	<b>1.2%</b>

Source: [JobsEQ®](#)

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 2019Q3 with preliminary estimates updated to 2020Q1. Forecast employment growth uses national projections adapted for regional growth patterns.



# Occupation Snapshot

The largest major occupation group in the City of Plant City, FL is Transportation and Material Moving Occupations, employing 3,145 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (2,740 workers) and Sales and Related Occupations (2,573). 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 = 3.66), Transportation and Material Moving Occupations (1.72), and Production Occupations (1.30).

Occupation groups in the City of Plant City, FL with the highest average wages per worker are Management Occupations (\$113,600), Legal Occupations (\$88,500), and Computer and Mathematical Occupations (\$87,200). The unemployment rate in the region varied among the major groups from 1.1% among Legal Occupations to 6.8% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the City of Plant City, FL is expected to be Healthcare Support Occupations with a +2.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Transportation and Material Moving Occupations (+34 jobs) and Food Preparation and Serving Related Occupations (+32). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Transportation and Material Moving Occupations (409 jobs) and Sales and Related Occupations (361).

City of Plant City, FL, 2020Q1<sup>1</sup>

SOC	Occupation	Empl	Avg Ann Wages <sup>2</sup>	Current			10-Year History			1-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
53-0000	Transportation and Material Moving	3,145	\$36,000	1.72	111	4.4%	n/a	762	2.8%	443	146	263	34	1.1%
43-0000	Office and Administrative Support	2,740	\$40,100	0.97	66	2.8%	n/a	-5	0.0%	338	135	192	12	0.4%
41-0000	Sales and Related	2,573	\$45,200	1.19	76	3.9%	n/a	573	2.6%	384	139	222	22	0.9%
35-0000	Food Preparation and Serving Related	1,762	\$26,300	0.92	112	5.2%	n/a	413	2.7%	356	131	194	32	1.8%
51-0000	Production	1,711	\$37,500	1.30	53	3.8%	n/a	118	0.7%	204	70	131	3	0.2%
11-0000	Management	1,421	\$113,600	0.99	12	1.3%	n/a	-97	-0.7%	146	44	83	19	1.4%
47-0000	Construction and Extraction	1,248	\$42,200	1.21	78	4.6%	n/a	254	2.3%	168	42	104	22	1.7%
29-0000	Healthcare Practitioners and Technical	1,050	\$83,400	0.83	7	1.3%	n/a	238	2.6%	82	29	34	19	1.8%
25-0000	Educational Instruction and Library	948	\$53,300	0.76	16	2.4%	n/a	61	0.7%	102	40	49	13	1.4%
49-0000	Installation, Maintenance, and Repair	945	\$45,700	1.11	25	2.4%	n/a	197	2.4%	108	31	65	11	1.2%
13-0000	Business and Financial Operations	900	\$71,000	0.74	12	2.1%	n/a	281	3.8%	102	26	64	12	1.3%
37-0000	Building and Grounds Cleaning and Maintenance	719	\$31,400	0.95	43	4.6%	n/a	174	2.8%	109	37	61	11	1.5%
31-0000	Healthcare Support	530	\$31,900	0.55	16	3.0%	n/a	94	2.0%	82	31	37	13	2.4%
45-0000	Farming, Fishing, and Forestry	513	\$28,400	3.66	28	6.8%	n/a	-1,077	-10.7%	93	21	66	6	1.1%
39-0000	Personal Care and Service	422	\$29,200	0.67	16	3.5%	n/a	-23	-0.5%	77	33	38	6	1.5%
15-0000	Computer and Mathematical	407	\$87,200	0.61	4	1.9%	n/a	141	4.4%	40	7	25	8	1.9%

# City of Plant City, FL, 2020Q1<sup>1</sup>

SOC	Occupation	Empl	Avg Ann Wages <sup>2</sup>	Current			10-Year History			1-Year Forecast				
				LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
27- 0000	Arts, Design, Entertainment, Sports, and Media	278	\$50,600	0.69	3	2.7%	n/a	69	2.9%	34	11	20	3	1.1%
33- 0000	Protective Service	256	\$45,700	0.53	8	2.9%	n/a	-2	-0.1%	31	12	16	3	1.1%
17- 0000	Architecture and Engineering	254	\$78,100	0.67	1	1.5%	n/a	73	3.4%	24	6	15	3	1.1%
21- 0000	Community and Social Service	233	\$47,200	0.62	1	1.5%	n/a	-18	-0.8%	31	10	17	4	1.6%
23- 0000	Legal	112	\$88,500	0.60	1	1.1%	n/a	43	5.0%	10	3	5	2	1.5%
19- 0000	Life, Physical, and Social Science	94	\$70,100	0.50	0	n/a	n/a	16	1.8%	10	2	7	1	1.4%
<b>Total - All Occupations</b>		<b>22,261</b>	<b>\$51,800</b>	<b>1.00</b>	<b>688</b>	<b>3.6%</b>	<b>n/a</b>	<b>2,285</b>	<b>1.1%</b>	<b>2,975</b>	<b>1,008</b>	<b>1,706</b>	<b>261</b>	<b>1.2%</b>

Source: [JobsEQ®](#)

Data as of 2020Q1 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

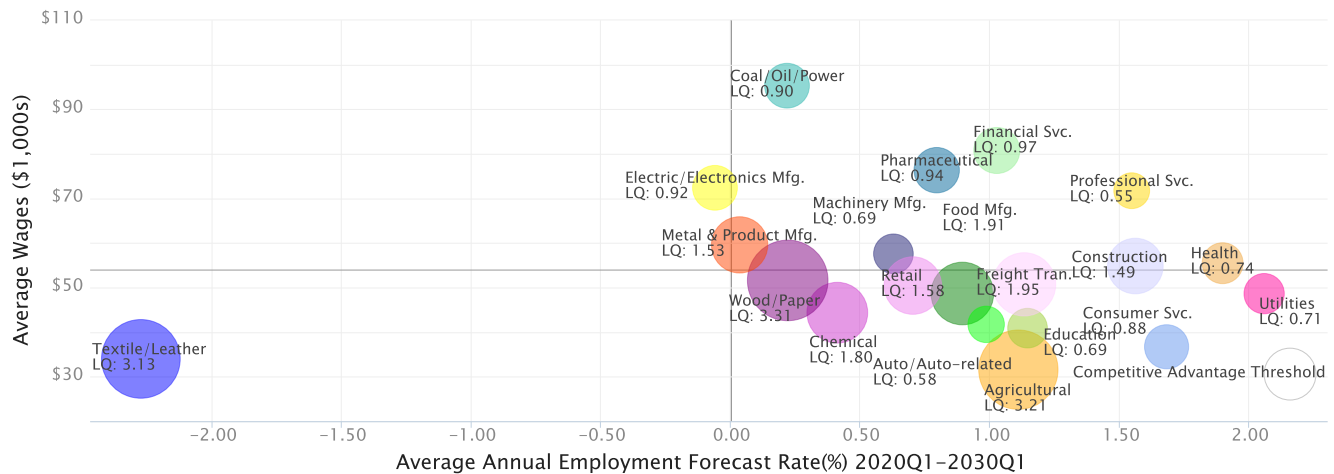
2. Wage data are as of 2019 and represent the average for all Covered Employment

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 2019Q3, imputed where necessary with preliminary estimates updated to 2020Q1. Wages by occupation are as of 2019 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 City of Plant City, FL with the highest relative concentration is Wood/Paper with a location quotient of 3.31. This cluster employs 586 workers in the region with an average wage of \$51,627. Employment in the Wood/Paper cluster is projected to expand in the region about 0.2% per year over the next ten years.

Industry Clusters for City of Plant City, FL as of 2020Q1



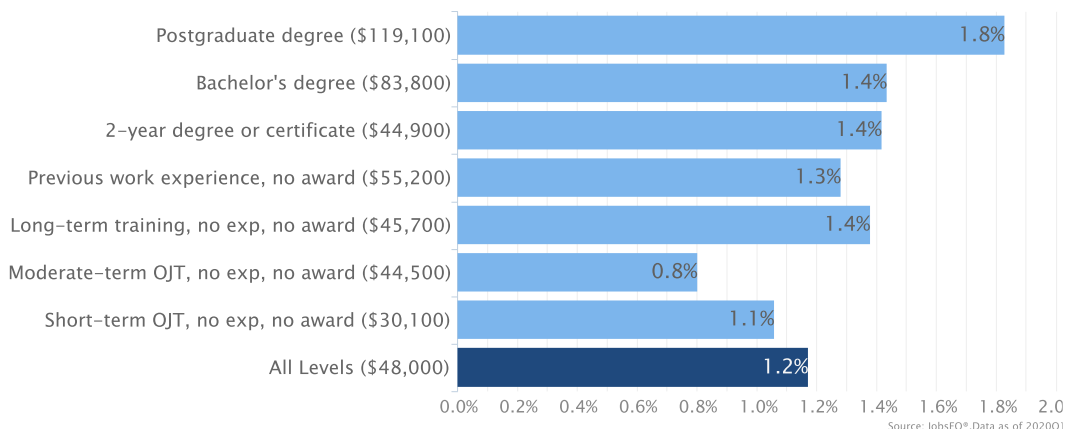
Source: JobsEQ®, Data as of 2020Q1

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 2019Q3 with preliminary estimates updated to 2020Q1. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

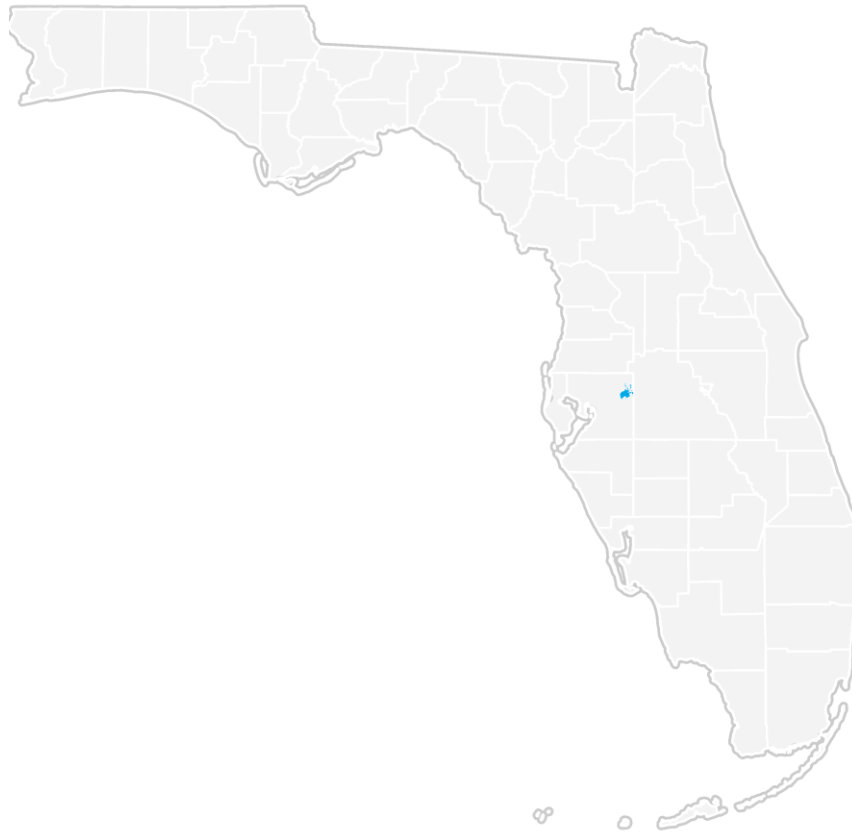
Expected growth rates for occupations vary by the education and training required. While all employment in the City of Plant City, FL is projected to grow 1.2% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.8% per year, those requiring a bachelor's degree are forecast to grow 1.4% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 1.4% per year.

Annual Average Projected Job Growth by Training Required for City of Plant City, FL



Employment by occupation data are estimates as of 2020Q1. 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.

# City of Plant City, FL Regional Map



# 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 separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation 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 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

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