

FAST FACTS

SARASOTA COUNTY, FLORIDA



2011 Paradise by the Numbers

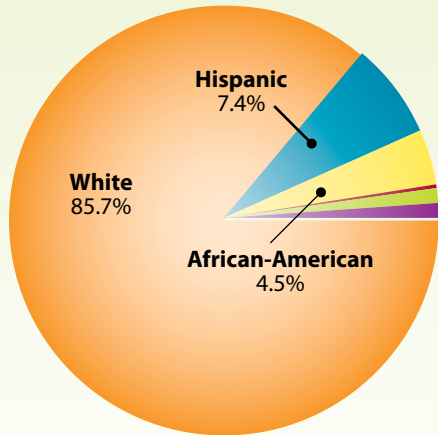
This handy brochure provides a quick snapshot of Sarasota County's vital statistics. It contains important information on population, workforce, schools and other aspects of this vibrant community.

If you don't find what you are looking for, please contact our Market Research Manager at 941.309.1200, ext. 105.

Population Characteristics

Population by Race & Hispanic Origin

2009 Estimates

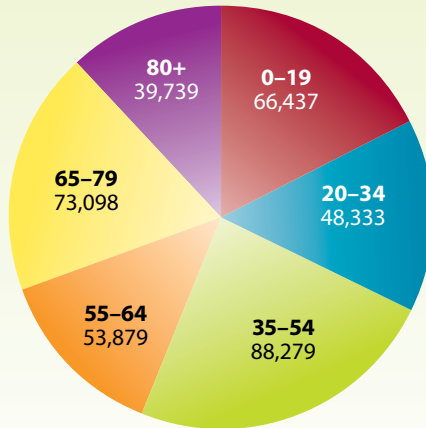


White	316,926	85.7%
Hispanic or Latino	27,413	7.4%
African American	16,706	4.5%
Native American	753	0.2%
Asian	4,603	1.2%
Some other race	116	0.0%
Two or more races	3,248	0.9%
Total	369,765	100.0%

SOURCE: U.S. Census Bureau, Population Estimates Program

Population by Age

2009 Estimates



SOURCE: U.S. Census Bureau, Population Estimates Program

Population by Jurisdiction

2009 Estimates

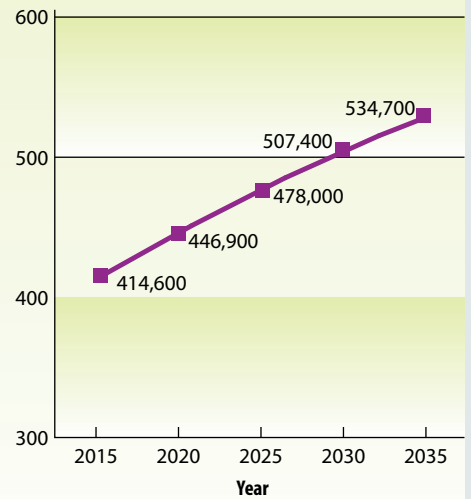
City of Sarasota	52,025
Longboat Key (Sarasota County)*	5,031
North Port	54,223
Venice	20,770
Unincorporated	237,716
Total	369,765

SOURCE: U.S. Census Bureau, Population Estimates Program

*Florida Estimates of Population, 2009, Bureau of Economic and Business Research, University of Florida

Population Projections

In Thousands



SOURCE: Projections of Florida Population by County, 2009-2035, Bureau of Economic and Business Research, University of Florida

Sarasota County: Paradise Found

Area573 square miles Average Annual Rainfall54 inches
 Average Annual Temperature...72 degrees Coastline35 miles

SOURCE: Sarasota County School Board

FAST FACTS

Employment

Employment Summary

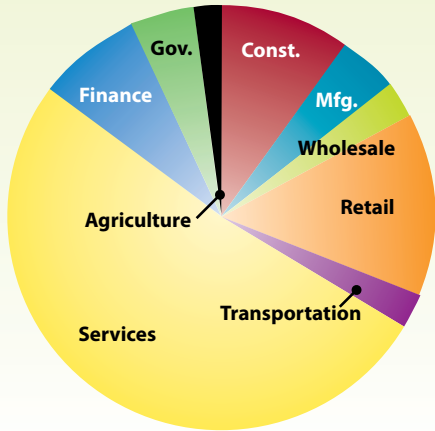
Sarasota County, Annual Averages

Year	Labor Force	Employment	Unemployment Rate
2009	167,473	148,798	11.2%
2008	170,903	158,944	7.0%
2007	178,448	170,749	4.3%
2006	178,009	172,521	3.1%
2005	174,728	169,451	3.0%

SOURCE: Florida Agency for Workforce Innovation, Labor Market Statistics, Local Area Unemployment Program released 3/10/10.

Industry Distribution

Average Monthly Employment for Sarasota County 2009 by Industry Classification



Industry Sector	Employment	Pct.
Agriculture	339	0.25%
Construction	9,711	7.21%
Manufacturing	5,028	3.73%
Wholesale Trade	3,435	2.55%
Retail Trade	19,295	14.33%
Transportation, Warehousing, and Utilities	2,567	1.90%
Services	75,845	56.36%
Finance, Real Estate, Insurance	11,541	8.57%
Government	6,727	4.99%
Total, all industries	134,570	100.00%

SOURCE: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Quarterly Census of Employment and Workforce Innovation

International Trade



Port Manatee

- Fourth largest of Florida's 14 deepwater seaports
- Cargo volume: 8.3 million tons (Fiscal Year 2009)
- Berthing: 1.5 miles, 40 feet of draft
- Maximum vessel length: Panamax

SOURCE: Manatee County Port Authority

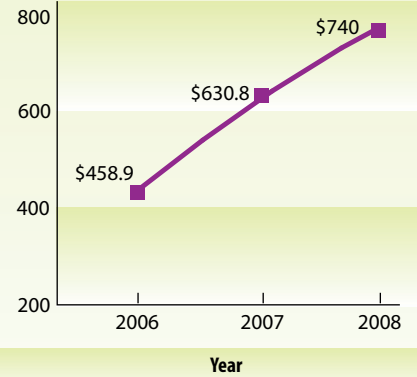
Top Export Destinations

- Canada
- Mexico
- China
- Japan
- United Kingdom
- Germany

SOURCE: U.S. Census Bureau Foreign Trade Division, 2009 Annual Port-level Exports

Metro Exports Value

In Millions



SOURCE: Bureau of the Census, U.S. Department of Commerce.

Top Foreign-Direct Investment Origins

- Canada
- United Kingdom
- Japan
- France
- Germany
- Belgium

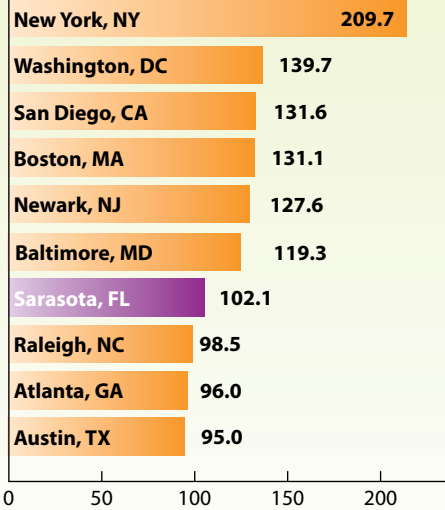
SOURCE: Tampa Bay Partnership, 2009 Tampa Bay Foreign Direct Investment Study



Income & Buying Power

Cost of Living Comparison

ACCRA Composite Index. 100 = Average



SOURCE: ACCRA Second Quarter 2010, selected cities or Metropolitan Statistical Areas in the US, by components of the average index (avg=100)

Gross Metropolitan Product

Sarasota, Bradenton, Venice, FL

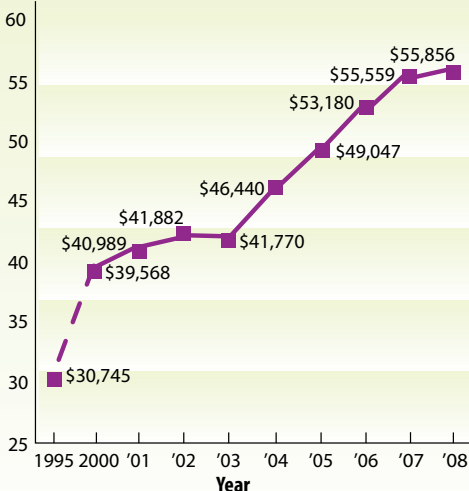
In Billions:	2007	2008	2009	2010
	24.6	23.8	22.7	23.06*

*Estimate

SOURCE: U.S. Conference of Mayors & Council for the New American City, Metro Economies Report, January 2010

Per-Capita Personal Income

Thousands of dollars per year



SOURCE: Regional Economic Information System, Bureau of Economic Analysis, CA30

Sarasota County Effective Buying Income 2010

Estimated Average Household Effective Buying Income	\$60,326
Estimated Median Household Effective Buying Income	\$43,624

SOURCE: Nielsen Business Facts

Housing



Sarasota Home Sales

Sept. 2009 – Sept. 2010

	Units Sold
0-2 bedrooms	1,361
3 bedrooms	2,939
4+ bedrooms	1,056
Condos	2,130

Median Sales Price

	Sept. '09	Sept. '10
Single-family homes	\$165,000	\$155,500
Condos	162,500	150,450

SOURCE: My Regional MLS Provided by the Sarasota Association of Realtors

Apartment, monthly rent	\$757
2 BR, unfurnished, excluding all utilities except water, 1.5 or 2 BA, 950 sq. ft.	

SOURCE: ACCRA Second Quarter 2010, Average Prices

Education

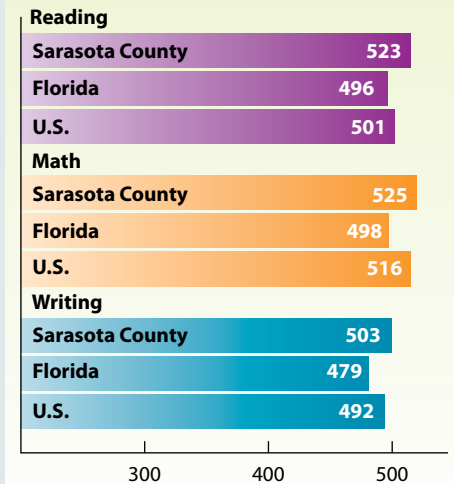
Number of Public Schools

Elementary	24
Middle	9
High	9
Special Schools	7
Charter Schools	10
Post-Secondary Schools Serving Sarasota County and Surrounding Area	16

SOURCE: Sarasota County School Board

Average SAT Scores

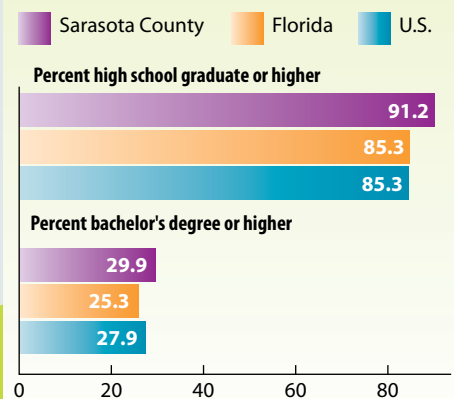
2010



SOURCE: Sarasota County School Board

Educational Attainment

2009 Estimates



SOURCE: American Community Survey

FAST FACTS

Paradise by the Numbers

Airport Statistics

Sarasota Bradenton International Airport

Oct. 2009–Sept. 2010

Major Airlines

Enplanements	662,374
Deplanements	650,810
Total	1,313,184

Major Airlines Commuters

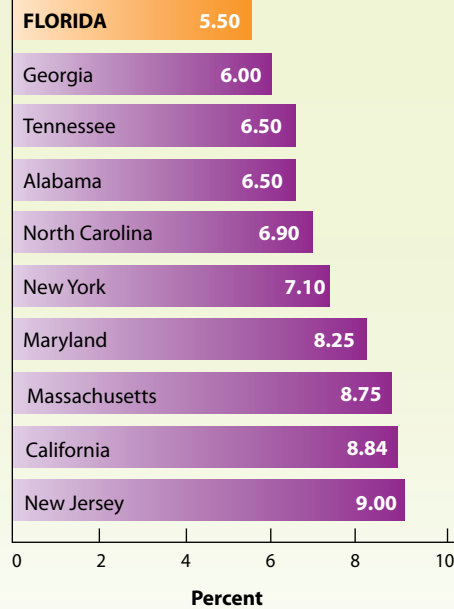
Runway Numbers	14/32	4/22
Runway Length	9,500 ft.	5,009 ft.

SOURCE: Sarasota Manatee Airport Authority



Taxes & Power Cost Comparisons

Corporate Tax Rates



SOURCE: Federation of Tax Administrators, January 2010

Electric Rates

Year Ending June 30, 2010

(Average Retail Price of Electricity in cents per kilowatt-hour)

Commercial	
Total United States	9.97
Florida	9.82
Sarasota (FPL)	9.40
California	13.95
Georgia	8.68
Maryland	9.92
Massachusetts	14.92
New Jersey	15.10
New York	17.42
North Carolina	7.53
South Carolina	8.44
Texas	6.73
Industrial	
Total United States	6.51
Florida	8.83
Sarasota (FPL)	7.64
California	10.14
Georgia	6.00
Maryland	5.19
Massachusetts	13.31
New Jersey	13.48
New York	12.27
North Carolina	5.96
South Carolina	5.63
Texas	4.55

SOURCE: Edison Electric Institute



Live Oak Corporate Center
2601 Cattlemen Road, Suite 102
Sarasota, FL 34232

www.edcsarasotacounty.com

telephone: 941.309.1200 e-mail: info@edcsarasotacounty.com

The information contained here is obtained from many different sources and is known to be accurate at the time of publication. It is, however, subject to change without notice.