City of Largo, Florida

2012 Economic Profile

The City of Largo is located in the heart of Pinellas County along the Gulf Coast of West Central Florida and is part of the Tampa Bay Metropolitan Statistical Area (MSA), the 18th largest in the United States. Today, Largo is the fourth largest city in Tampa Bay thanks to a great quality of life for its residents, an affordable cost of living, and proximity to a vast network of diversified businesses.

Population

Population	Largo	Pinellas	Tampa Bay MSA
2011	68,842	920,326	2,785,799
2010	77,648	916,542	2,782,243
2009	76,199	928,947	2,747,020
2000	69,371	921,482	2,395,997
1990	65,690	851,659	2,067,959

Source: 2011 Nielsen

2011 Population by Age	Total	%
Under 5 years	3,173	4.6%
5 to 9 years	3,155	4.6%
10 to 14 years	3,230	4.7%
15 to 17 years	2,057	3%
18 to 20 years	1,883	2.7%
21 to 24	2,378	3.5%
25 to 34 years	7,265	10.6%
35 to 44 years	8,349	12.1%
45 to 54 years	9,485	13.8%
55 to 64 years	9,229	13.4%
65 to 74 years	8,061	11.7%
75 to 84	6,679	9.7%
85 years and over	3,898	5.7%
Median Age	48	

Source: 2011 Nielsen

Households	Largo	Pinellas	Tampa Bay
2011	32,684	410,190	1,154,754
2010	38,022	415,876	1,151,263
2000	34,041	414,968	1,009,316
1990	33,538	380,635	869,481

Source: U.S. Census and 2010 Claritas and 2011 Nielsen

Income & Wealth

Largo Income	
2011 Est. Avg. Household Income	$48,648
2011 Est. Median Household Income	$37,868
2011 Est. Per Capita Income	$23,620
Source:2011 Nielsen	

Pinellas County Deposits (in Millions)			
As of...	Institutions	Offices	Deposits
June 30, 2011	37	311	$26,723
June 30, 2010	37	312	$26,401
June 30, 2009	40	332	$27,838
June 30, 2008	40	340	$25,937
Source: Federal Deposit Insurance Corporation			

Real Estate

Industrial Real Estate Lease Rates*			
	March 12	vs. 3 mo. prior	Y-O-Y
MSA	$5.88	-1.5%	-2.9%
Pinellas**	$5.71	-2.8%	-4.7%
Largo	$6.78	-2.0%	-0.5%
* ($/SF/Year) Source: Loopnet.com ** 8.7% Vacancy Rate			

Retail Real Estate Lease Rates*			
	March 12	vs. 3 mo. prior	Y-O-Y
MSA	$13.94	+0.3%	-0.7%
Pinellas**	$13.71	+0.4%	+1.0%
Largo	$12.60	-0.6%	-3.6%
* ($/SF/Year) Source: Loopnet.com **8.0% Vacancy Rate			

Office Real Estate Lease Rates*			
	March 12	vs. 3 mo. prior	Y-O-Y
MSA	$16.07	+0.2	-0.9%
Pinellas**	$14.77	-0.4	-1.6%
* ($/SF/Year) Source: Loopnet.com ** 14.0% Vacancy Rate			

Pinellas County Residential Median Home Sale Price	
2011	$175,500
2010	$126,300
2009	$139,000
2008	$169,500
Source: Florida Realtor Association	

Climate

Average Temperature °F				Rain
Period	Min.	Avg.	Max.	Inches
January 2012	37	62	82	1.64
April	6652	73	88	2.17
July	57	74	86	12.86
October 2011	75	80	86	3.29
Year	32	74	95	63.95
Source: Weather Underground				

Electricity

Residential - Typical Electric Bill Comparison*							
kWh	Min Customer Charge	100	250	500	750	1,000	1,500
Progress Energy	$8.76	$19.52	$35.67	$62.58	$89.46	$116.36	$180.40
Tampa Electric	$10.50	$19.89	$33.97	$57.43	$80.88	$104.34	$151.27
Source: Florida Public Services Commission, December 31, 2011							

Commercial/Industrial - Typical Electric Bill Comparison *							
	Kw Demand						
			75	**150**	**500**	**1000**	**2000**
	kWh						
	750	**1,500**	**15,000**	**45,000**	**150,000**	**400,000**	**800,000**
Progress Energy	$94.00	$176.00	$1,523	$4,241	$14,109	$36,251	$72,490
Tampa Electric	$86.00	$161.00	$1,621	$4,116	$13,587	$33,327	$66,597
Source: Florida Public Services Commission, December 31, 2011							

* excludes local taxes, franchise fees & gross receipts taxes

Education

2011 Est Population 25+ by Education Attainment	52,966	%
Less than 9th Grade	1,741	3.29
Some High School, no diploma	4,986	9.41
High School or GED	19,863	37.50
Some College, no degree	12,145	22.93
Associate Degree	4,127	7.79
Bachelor's Degree	6,665	12.58
Master's Degree	2,448	4.62
Professional School Degree	658	1.24
Doctorate Degree	333	.63
Source: 2011 Nielsen		

Pinellas County School K Thru 12 Enrollment				
	Elem.	Middle	High	Total
10-11	45,617	23,162	32,841	103,705
09-10	45,878	23,348	33,905	104,001
08-09	46,207	23,827	34,405	104,439
Source: Florida Department of Education				

College Scores & Graduation Rate - Pinellas County Schools			
	SAT mean	ACT mean	Graduation Rate
10-11	1,500	19.9	80.1%
09-10	1,515	19.7	78.8%
08-09	1,503	19.8	80.6%
Source: Florida Department of Education			

Cost of Living

ACCRA Cost of Living Index 2011- 1Q							
Area	Composite Index	Grocery	Housing	Utilities	Transp.	Health	Misc.
Tampa	92.2	97.4	78.8	96.3	103.2	97.7	96.6
Boston	137.6	120.5	157.6	146.4	107.1	121.9	135.2
San Francisco	163.6	113.1	279.6	90.8	110.9	112.7	126.1
New York (Manhattan)	218.4	154.8	397.9	158.9	119.9	130.3	144.3
Source: The Council For Community and Economic Research (C2ER)							

Employment

2011 Average Annual Employment			
	Largo	Pinellas County	**Tampa Bay** MSA
Labor Force	35,579	441,627	1,308,380
Employment	31,978	395,412	1,166,322
Unemployment	3,601	46,215	142,058
Unemployment Rate	10.1%	10.5%	10.9%
Source: Florida Agency for Workforce Innovation			

Annual Average Wage			
	Pinellas	Tampa/St. Pete/Largo /Clearwater MSA	Florida
2011	$41,098	$42,090	$41,574
2010	$39,572	$41,750	$42,232
2009	$39,961	$36,943	$40,970
Source: U.S. Bureau of Labor Statistics; Florida Research and Economic Database			

2011 Largo Employment by Industry		
Business Description	Total Establishments	Total Employees
Industries (All)	4404	43,095
Agriculture	12	35
Mining	1	0
Construction	313	2707
Manufacturing	181	2395
Trans./Comm./ Public Utilities	63	1100
Wholesale Trade	189	2042
Retail	610	7673
Finance	272	2020
Service	536	2647
Public Administration	65	2073
Source: 2011 Nielsen		

Est. Population Age 16+ By Occupation Classification		
	Total	%
Blue Collar	5,644	18.87%
White Collar	18,879	63.12%
Service & Farm	5,389	18.02%
Source: 2011 Nielsen		

Largo Industry Sectors:

- Life Sciences
- Information Technology
- Aviation & Aerospace
- Homeland Security
- Manufacturing
- Financial/Professional Services
- Corporate HQ Operations