

# THE FLORIDA SCORECARD

METRICS TO HELP SECURE FLORIDA'S FUTURE

View County Data...

- TALENT SUPPLY & EDUCATION
- INNOVATION & ECON. DEVELOP.
- INFRASTRUCTURE & GROWTH LEADERSHIP
- BUSINESS CLIMATE & COMPETITIVENESS
- CIVICS & GOVERNANCE
- QUALITY OF LIFE

## State of Florida Metrics

Click any metric to get more information! (What is this?)

**FLORIDA POPULATION** 10/28/2019

# 21,743,671

### Florida FutureCast

**UNEMPLOYMENT RATE**

## 3.2%

(Declining)

[View Statewide Heat Map](#)

Jobs Year Over Year Change

## 224,700

[View Statewide Heat Map](#)

**3RD GRADE READING SCORES**

## 58%

(Improving)

[View Statewide Heat Map](#)

## 100%

2030 Goal

**STATE OF FLORIDA VISITORS**

## \$88.6

Billion Visitor Spending

## 124.6

Million Visitors

**STATE HOUSING STARTS & SALES**

## 9,222

Starts (Improving)

## 23,510

Sales (Declining)

**INCOME MIGRATION**

## \$989K

Per Hour

**POVERTY RATE**

## 15.5%

(Worse)

[View Statewide Heat Map](#)

**CONSUMER SENTIMENT**

## 97.3

(Improving)

**HIGH SCHOOL GRADUATION RATE**

## 86.1%

(Improving)

[View Statewide Heat Map](#)

**SALES TAX REVENUE**

## \$2.645

Billion per Month (Declining)

**VOTER PARTICIPATION**

## 62%

(Declining)

**RIGHT / WRONG DIRECTION**

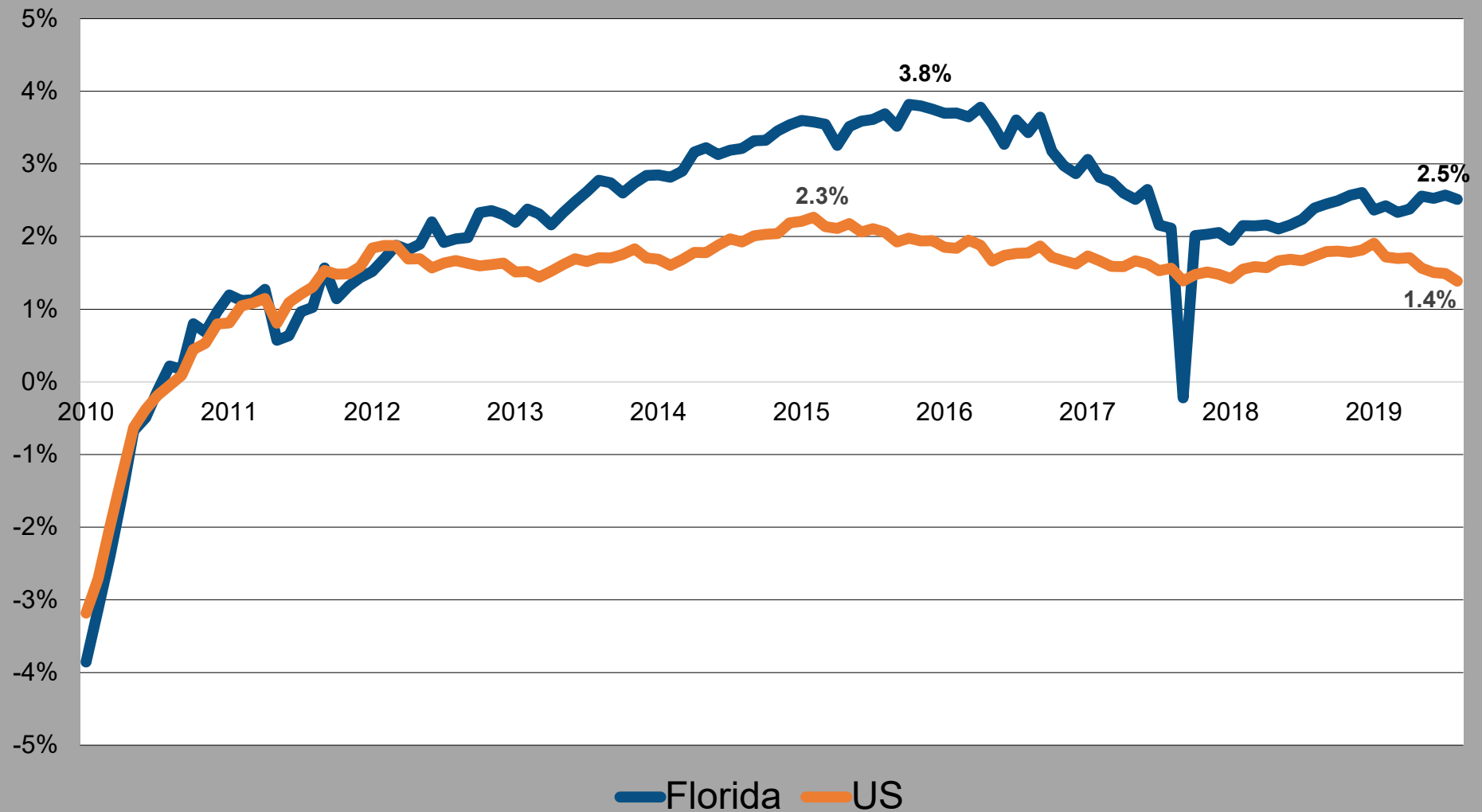
## 56%/26%

**LAND IN CONSERVATION**

## 27%

# Florida and U.S. Job Growth

## Job Growth Rates - Florida versus U.S.



Industry	Jobs – September 2018 thru September 2019	Percent Growth
Education & Health Services	59,600	4.5%
Professional & Business Services	49,200	3.6%
Leisure & Hospitality	30,300	2.5%
Trade, Transportation & Utilities	20,400	1.1%
Financial Activities	19,100	3.3%
Construction	16,200	2.9%
Manufacturing	7,700	2.1%

# Florida's Industry Diversification

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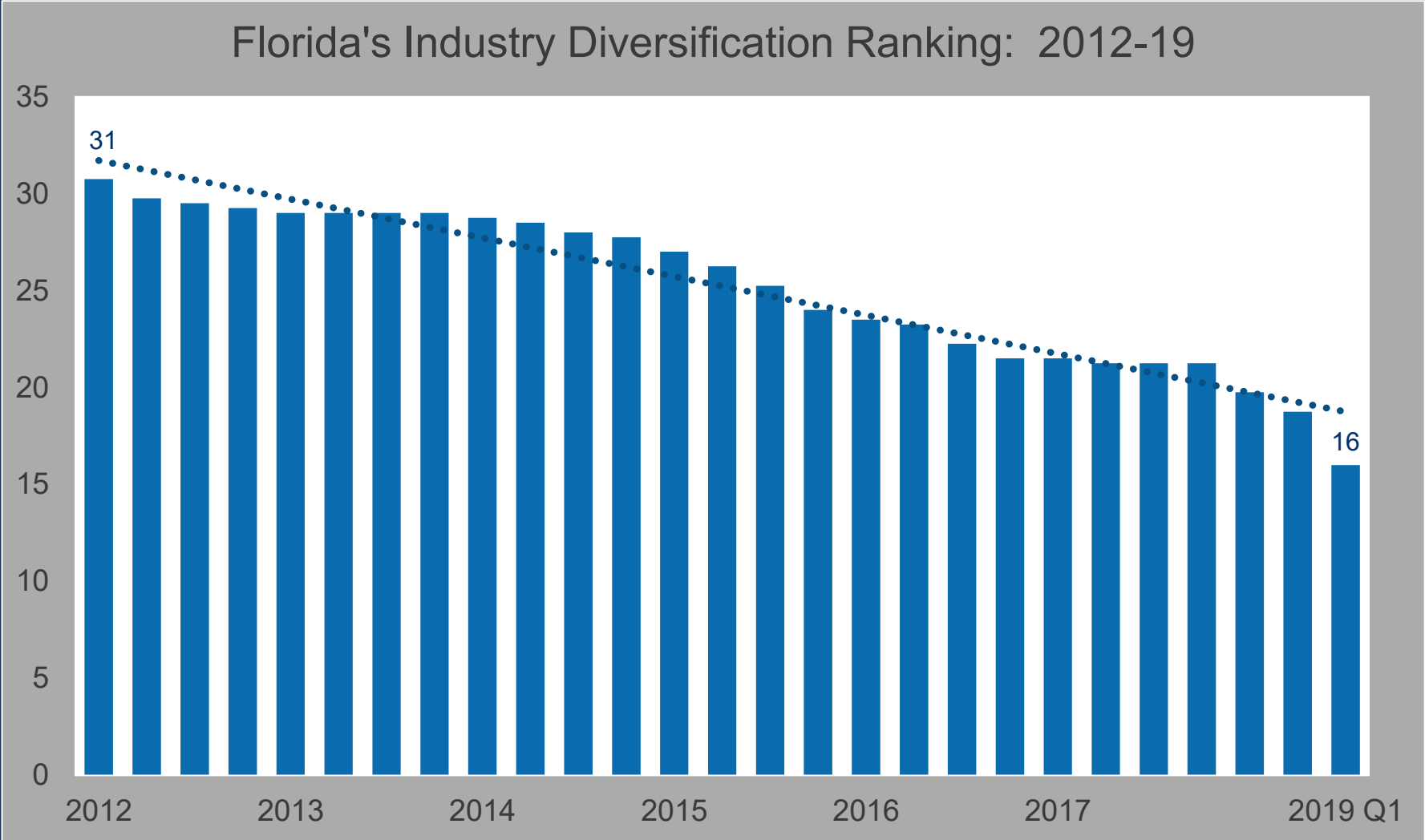


# Florida's Industry Diversification

**INDUSTRY DIVERSIFICATION**

**16th**  
(Improving)

**Top 12**  
2030 Goal

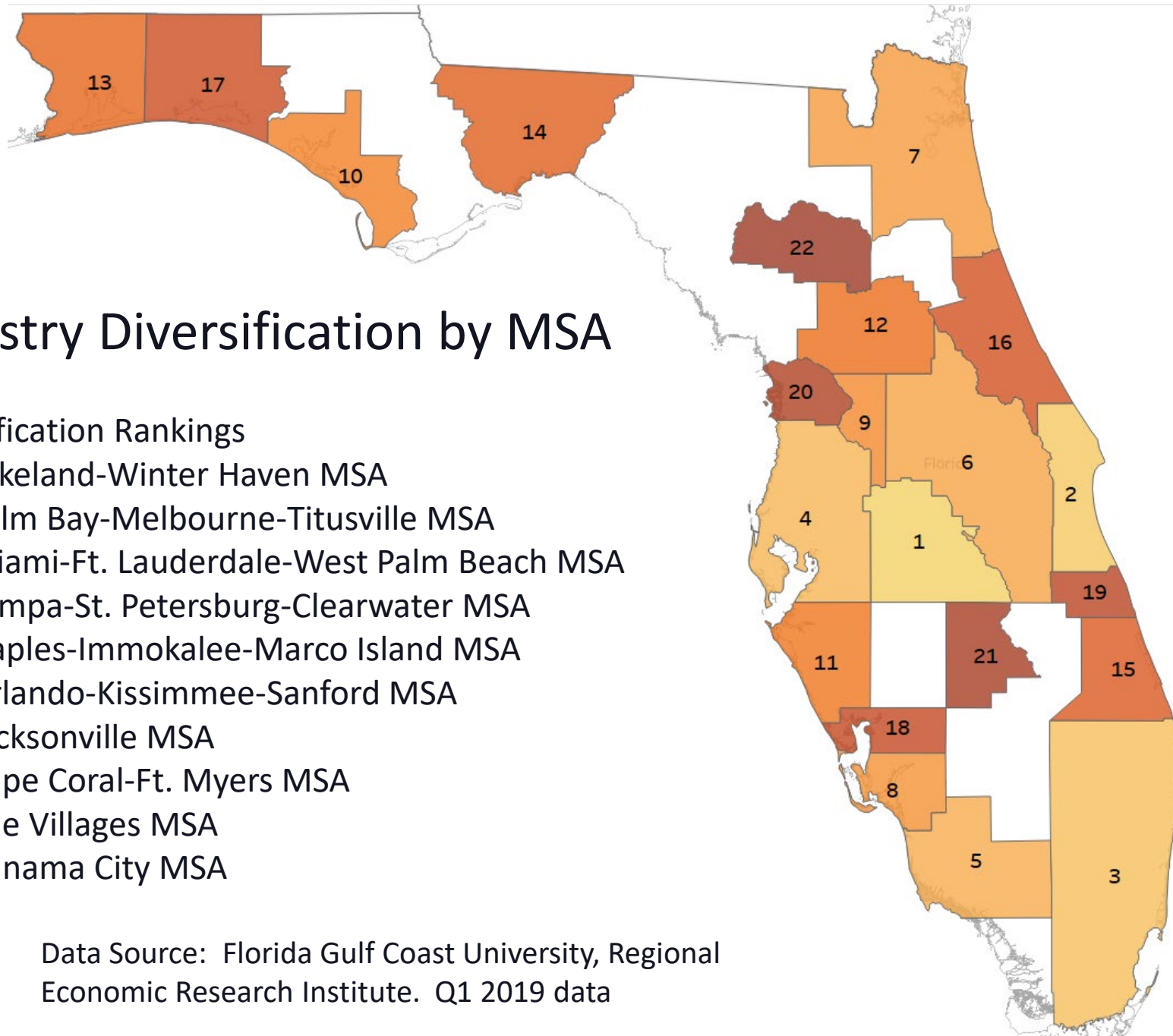


Florida

**INDUSTRY DIVERSIFICATION**

**16th**  
(Improving)

**Top 12**  
2030 Goal



## Industry Diversification by MSA

### Diversification Rankings

- #1 Lakeland-Winter Haven MSA
- #2 Palm Bay-Melbourne-Titusville MSA
- #3 Miami-Ft. Lauderdale-West Palm Beach MSA
- #4 Tampa-St. Petersburg-Clearwater MSA
- #5 Naples-Immokalee-Marco Island MSA
- #6 Orlando-Kissimmee-Sanford MSA
- #7 Jacksonville MSA
- #8 Cape Coral-Ft. Myers MSA
- #9 The Villages MSA
- #10 Panama City MSA

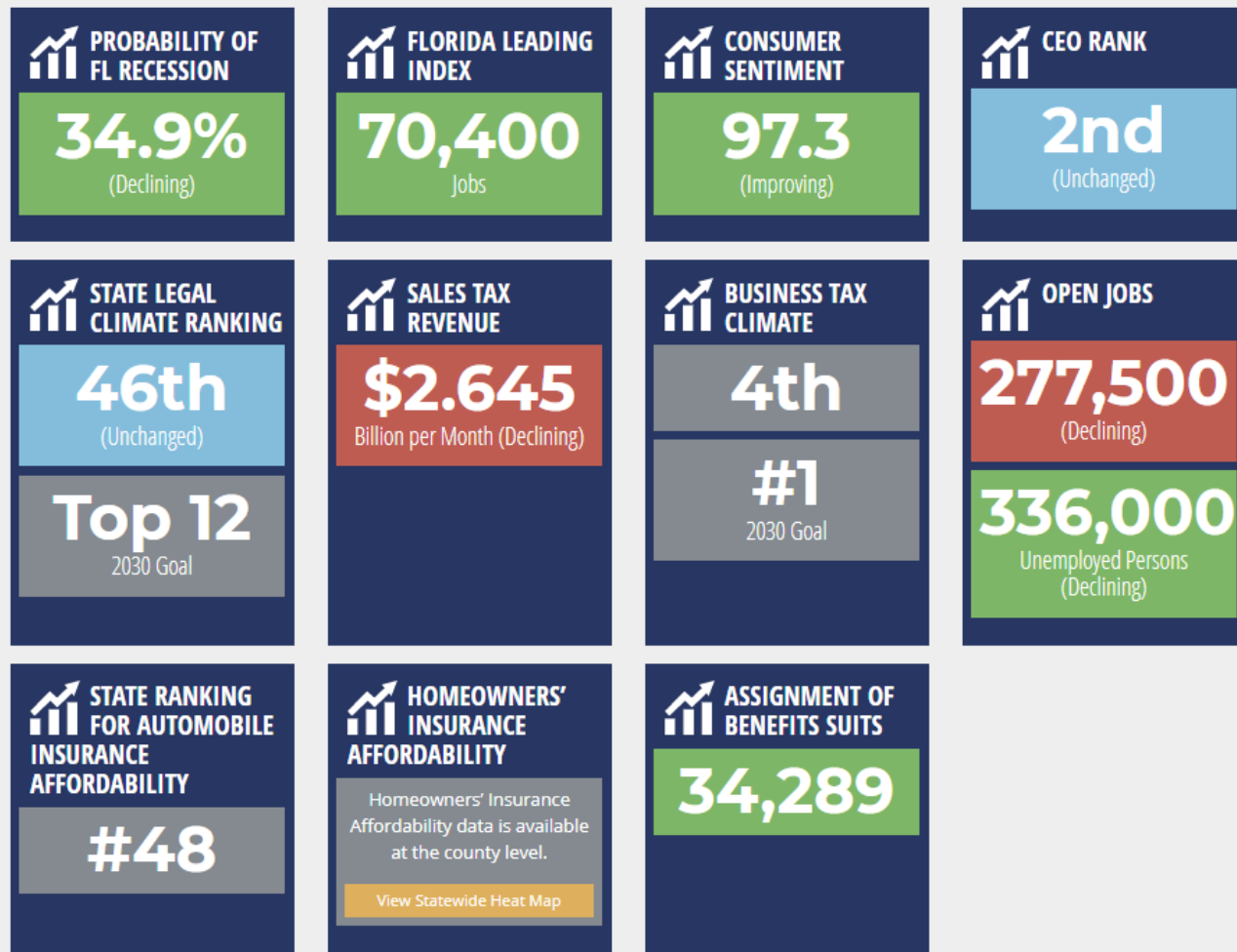
Data Source: Florida Gulf Coast University, Regional Economic Research Institute. Q1 2019 data

## State of Florida Metrics (What is this?)

State of Florida FutureCast

### Business Climate & Competitiveness

Click any metric to get more information!

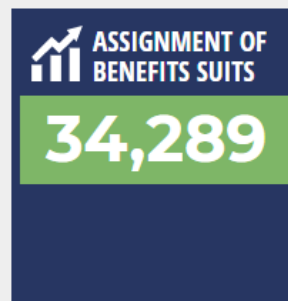
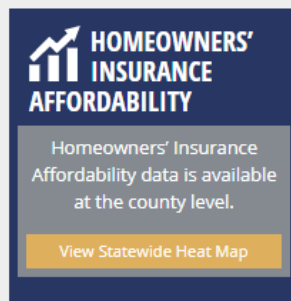
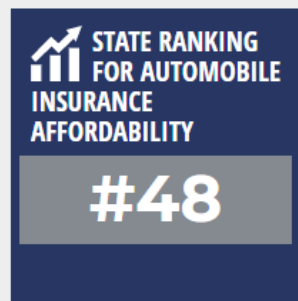
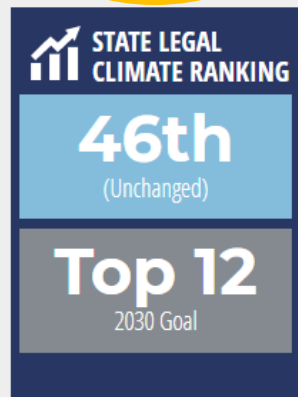
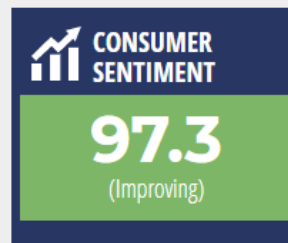
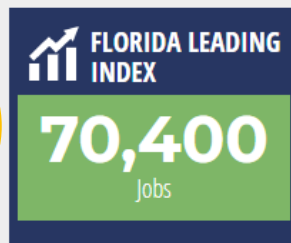
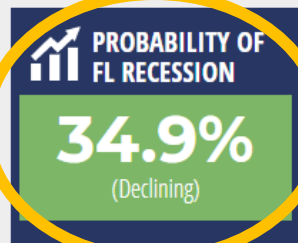


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State of Florida FutureCast

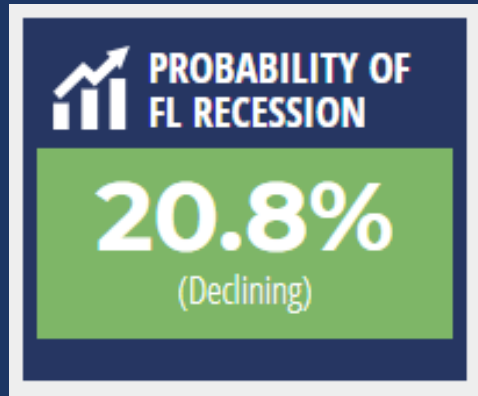
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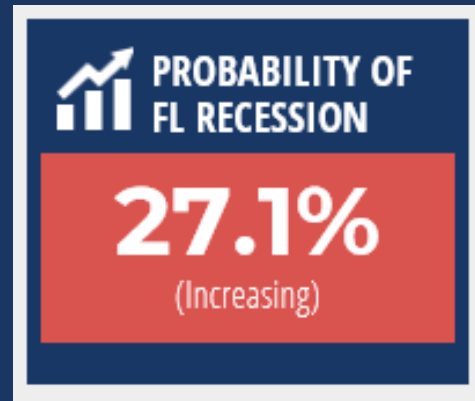




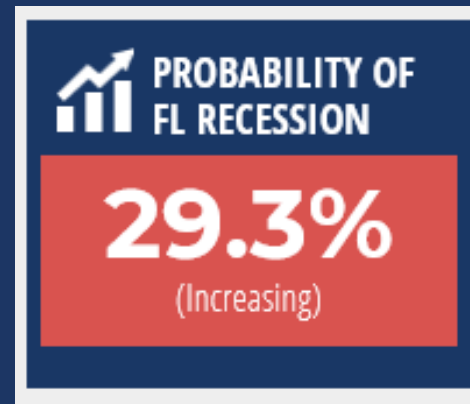
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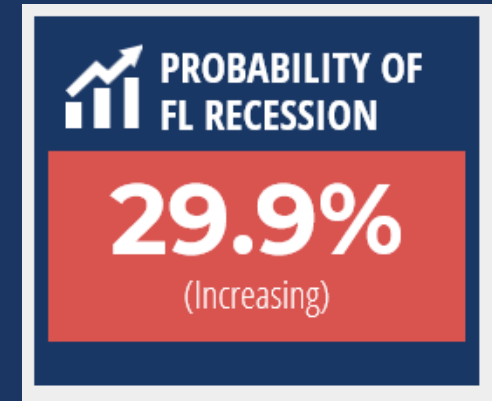
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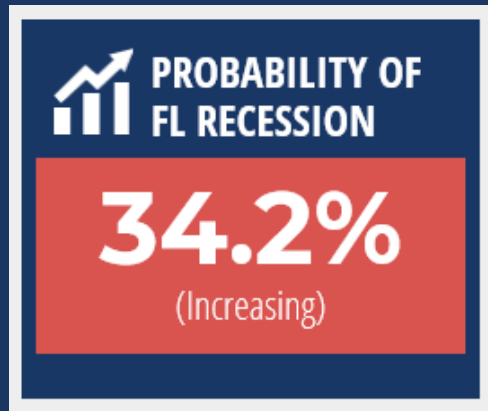
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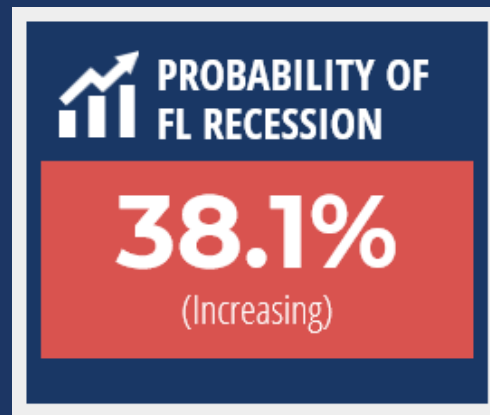
July 2019



August 2019



September 2019



October 2019

