



The average age of the U.S. population is increasing as the Baby Boomers move up the age spectrum, while at the same time, the Hispanic population is growing rapidly. These population shifts are likely the two most influential demographic trends for the next thirty years. According to the Brookings Institution's new report, "State of Metropolitan America," our nation faces "new realities" that are redefining who we are, where and with whom we live, and how we provide for our own welfare.<sup>10</sup> These changing demographics will have an impact on how we grow and provide for ourselves in the future including how we tailor our health programs and community infrastructure to help all populations prosper.

### Population

#### Age

Florida has long been known as the retiree state and the Tampa Bay region is no exception. Estimates for 2009 indicate that the percentage of Tampa Bay's population 65 years and over is nearly 20% while the national average is nearly 13%.<sup>11</sup> Our region's experience with its senior population has generated some of the most comprehensive "Aging in Place" strategies in the country. This population accesses the health care system more frequently than other age groups and has created greater demand for health care services and end of life care.<sup>12</sup>

Tampa Bay residents under 18 years old comprise 21% of our population compared to 25% nationally. A little over 20% of our population are in the 18-34 age bracket, an important demographic among employers and retailers.<sup>13</sup>

### Spotlight: SCOPE: Institute for the Ages

SCOPE (Sarasota County Openly Plans for Excellence) has been working to create the Institute for the Ages. With nearly 30% of the population age 65 or older, Sarasota County is uniquely poised to be at the leading edge of creative thinking, policy changes and the emergence of new products and services that a community can draw upon in response to an aging population.

[www.scopexcel.org](http://www.scopexcel.org)

#### Race and Ethnicity

About 80% of the Tampa Bay region is white and about 11% are African American. The percentage of residents of Hispanic or Latino origin is increasing nationally. In 1970, those of Hispanic heritage comprised less than 5% of the U.S. population. In 2050, that number is projected to be over 30%.<sup>14</sup>

The percentage of Tampa Bay residents of Hispanic origin has increased from 9.4% of the population in 2000 to over 14% in 2009.

### Economy

#### Median Household Income

Median household income in Tampa Bay dropped 1% from 2007 to 2008, and has consistently lagged behind state and national figures. Hillsborough County leads the region with median household income of \$49,762 but is below the \$52,209 U.S. average.

### *Per Capita Personal Income*

Per capita personal income is the total of all income, including wages, proprietor income and transfer payments, such as Social Security, coming into a region divided by the region's population.<sup>15</sup>

Per capita personal income in Tampa Bay has increased 15% since 2004, yet it still trails state and national figures. Sarasota County leads the region with a per capita personal income of \$55,856.

### *Unemployment*

At the midpoint of the previous decade, when touted as the champion job-generating region, Tampa Bay enjoyed an unemployment rate of 4.5%, lower than the state and nation which recorded rates of 4.7% and 5.5% respectively. At the close of that decade however, Tampa Bay bore the brunt of the near shut-down in the housing market cluster (construction, retail sales, mortgage transaction processing), and regional unemployment rate of 11.2% soared beyond the rates of the state and nation, 10.5% and 9.3% respectively.

### *Families Living Below Poverty Level*

Federal poverty thresholds are set every year by the Census Bureau and vary by size of family and ages of family members. A high poverty rate is both a cause and a consequence of poor economic conditions. A high poverty rate indicates that local employment opportunities are not sufficient to provide for the local community.

In 2008, the percentage of families living in the Tampa Bay region with incomes below the poverty rate stood at its highest rate in the last five years at 12.9%, yet below the state (13.3%) and national (13.2%) figures.

**15%**  
growth in  
personal income  
between 2004-2008  
in Tampa Bay

2009 regional  
unemployment  
rate was

**11.2%**



**78.5%**  
students graduate  
high school within  
four years  
in Tampa Bay

**1/5**  
of Tampa Bay  
residents  
25 years and older  
have a Bachelor's  
degree

### Education

#### *High School Graduation Rates*

For the 2008-2009 school year in Tampa Bay, the percentage of students who graduated within four years of their first enrollment in 9th grade was 78.5%. In the last five years, regional and state graduation rates have gradually increased. It is difficult to compare to national averages as many states calculate graduation rates differently. The U.S. Department of Education has mandated that states implement a "uniform, comparable graduation rate" by the 2010-2011 school year.<sup>16</sup>

Individuals who do not finish high school may lack the basic skills required to function in an increasingly complicated job market and society.

#### *College Graduates*

Attainment of a higher level of education is associated with higher income, better working conditions, and more opportunities for promotion. Specifically, those who have a Bachelor's degree average almost twice the earnings of those with only a high school education.<sup>17</sup>

According to the Brookings Institution, more than one-third of U.S. adults had a post-secondary degree in 2008, up from one-quarter in 1990.<sup>18</sup> But younger adults, especially in large metro areas, are not registering the same high levels of degree attainment as their predecessors.

In Tampa Bay, 21.4% of the region's population age 25 and above has a Bachelor's degree. Among the counties, there is great variability in the percentage of residents who have completed a Bachelor's degree or above, from a low of 13% to a high of 26%.

Some communities have identified an education gap and developed training programs to meet the needs of both its residents and employers. (CareerEdge pg. 35)