

**08**

**County Profiles**

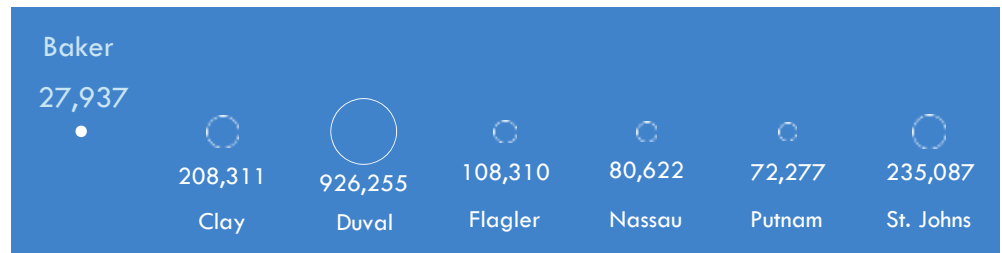
# Baker County

With fewer than 28,000 residents, Baker County is the least populous county in the region. In 2017, Baker County represented less than 2% of the region's total population. The median age in Baker County is 38.7.

Baker County's population increased by approximately 3% between 2010 and 2016. During this same period, the regional population rose by nearly 10%.

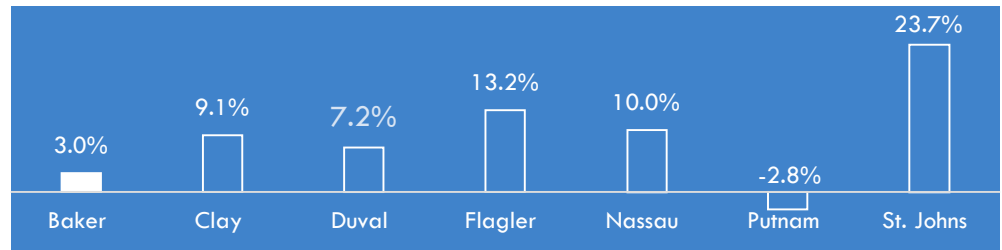


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



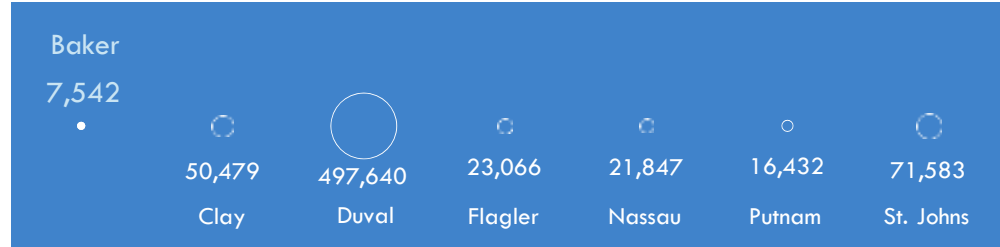
# Baker County, continued

In 2017, employment in Baker County topped 7,500. Baker County currently accounts for approximately one in every 100 jobs within the Northeast Florida region.

Between 2012 and 2017, employment in Baker County increased nearly 15%. During this period, total employment growth in Baker County exceeded the US average, which was just shy of 9%.

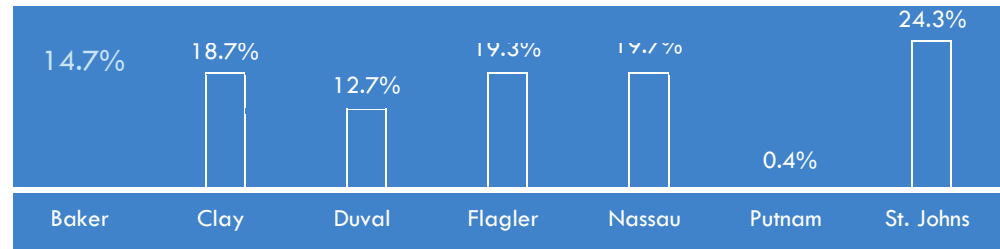
Strong employment growth within Baker County has helped push Baker County's unemployment rate to just 3.4%, its lowest level in a decade. Among other counties in the region, only Clay, Nassau, and St. Johns Counties have lower unemployment rates than Baker County.

EMPLOYMENT, 2017



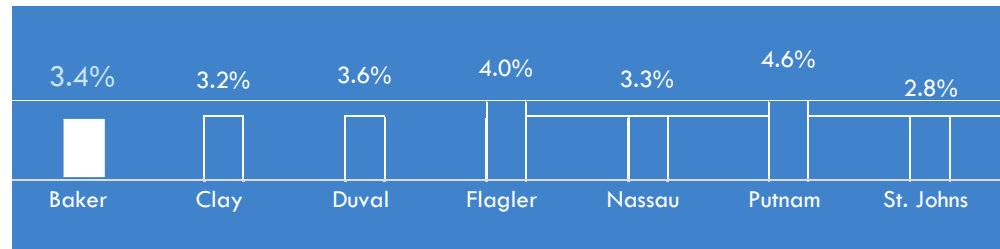
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



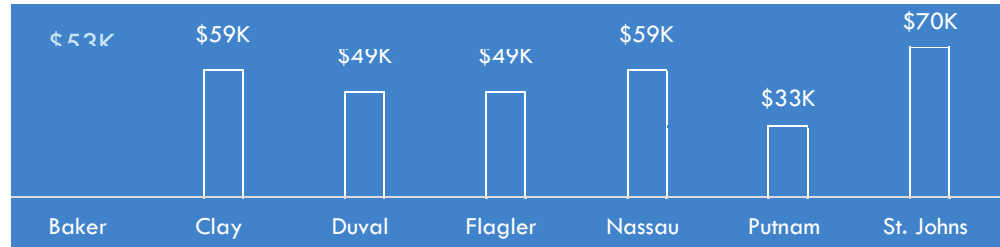
# Baker County, continued

The median age of Baker County is 36.5. Median household income in Baker County is \$53,000 annually. Among the seven counties in Northeast Florida, only Clay, Nassau, and St. Johns Counties have higher median household income levels.

Despite healthy median household income levels, Baker County also has a relatively high poverty rate. In 2016, the poverty rate in Baker County exceeded 18%.

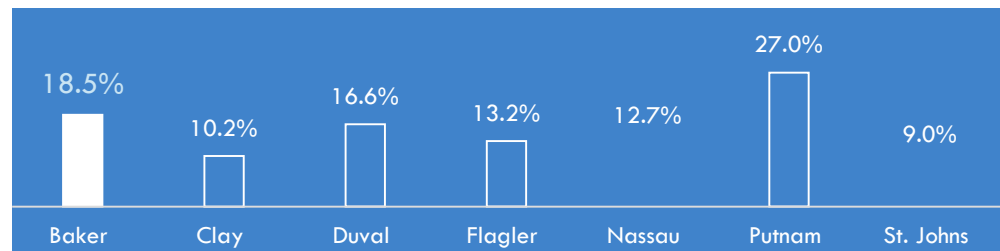
Nearly 13% of Baker County residents age 25 and older possess a Bachelor's degree. An additional 8% hold an Associate's degree.

MEDIAN HOUSEHOLD INCOME, 2016



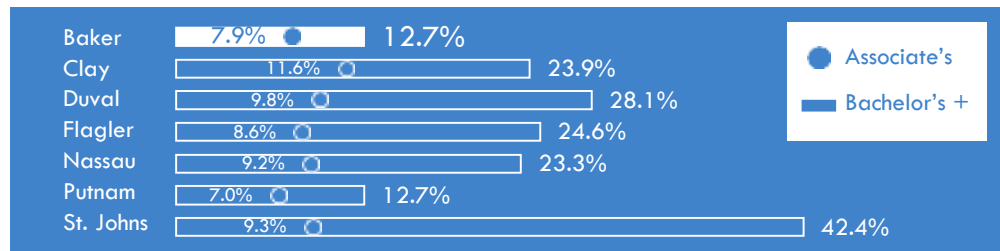
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

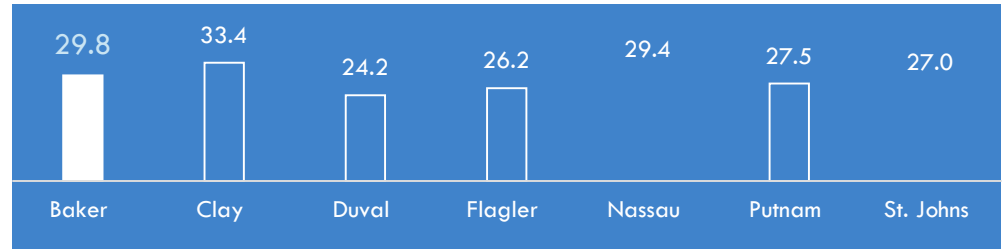


# Baker County, continued

At slightly less than 30 minutes, Baker County residents have the second longest commute times of any workers in the region.

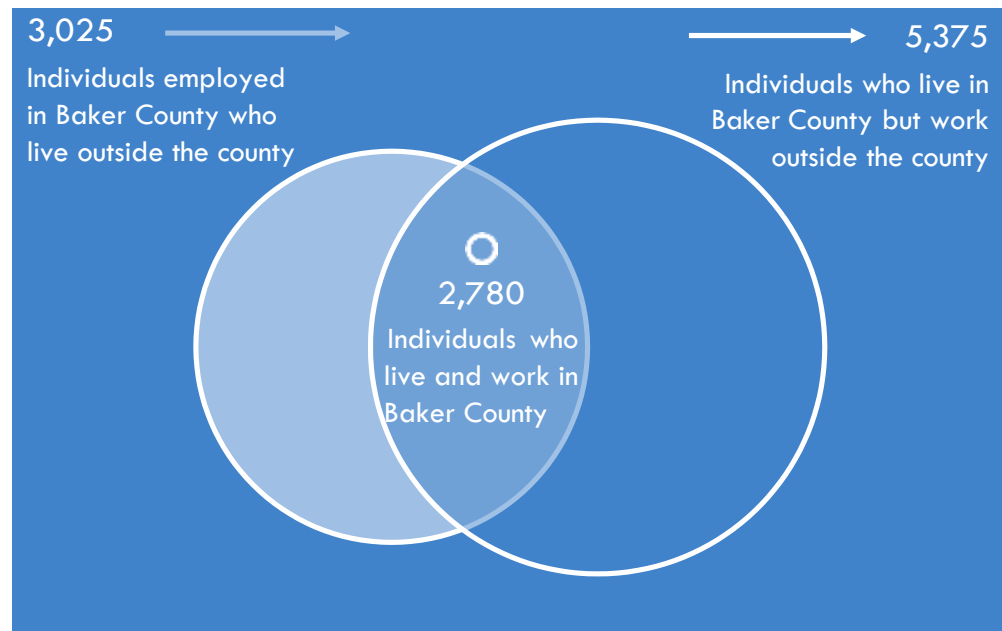
Relatively long commute times in Baker County reflect the significant number of residents who work outside the county. Nearly two-thirds of the 8,150 employed residents of Baker County work elsewhere. Fewer than 2,800 individuals live and work within Baker County.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

BAKER COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



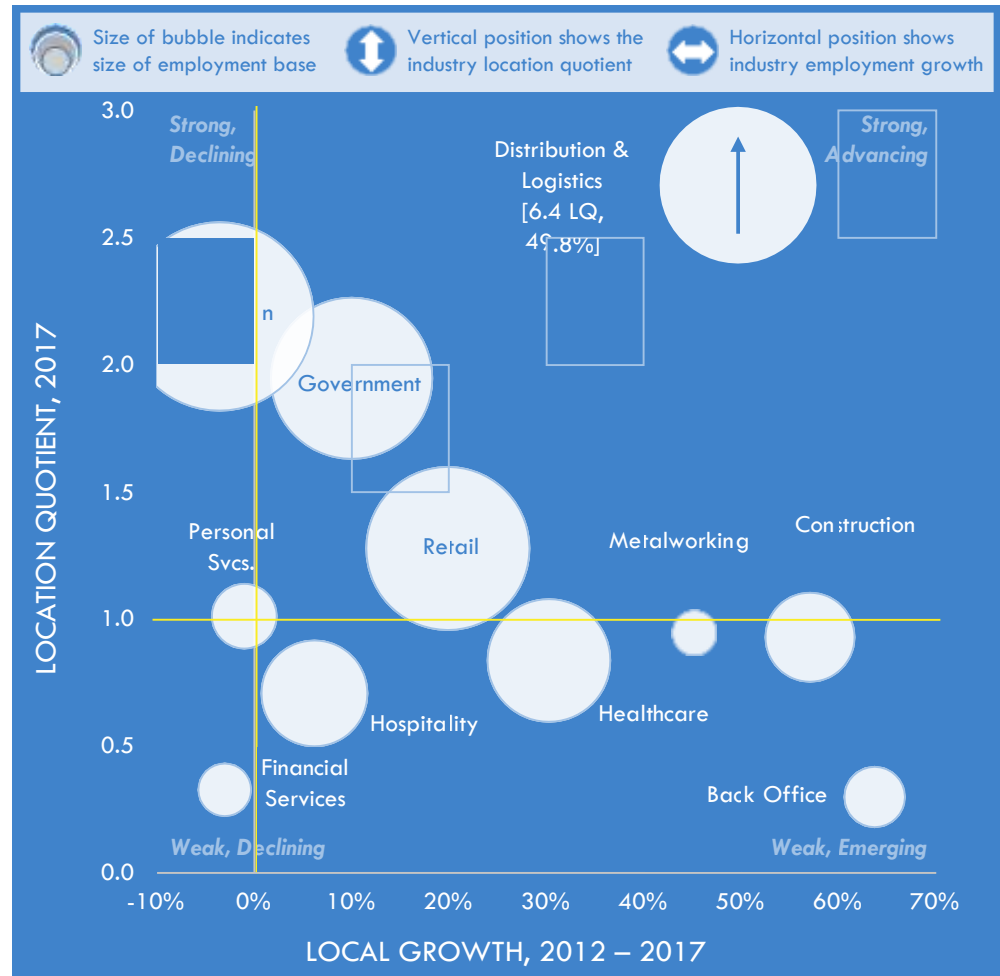
# Baker County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Baker County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Several industries represent a high share of employment within Baker County. The county is home to higher concentration of both Education and Government employment relative to the US average. Distribution & Logistics is the single most concentrated industry in Baker County with nearly seven times as many jobs as the national average.

Most major industries in Baker County posted employment gains between 2012 and 2017. The fastest growing industries included Back Office (64% job growth), Construction (57%), and Distribution & Logistics (50%). Education, Personal Services, and Financial Services all experienced slight job losses.

BAKER COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 75 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI



# Clay County

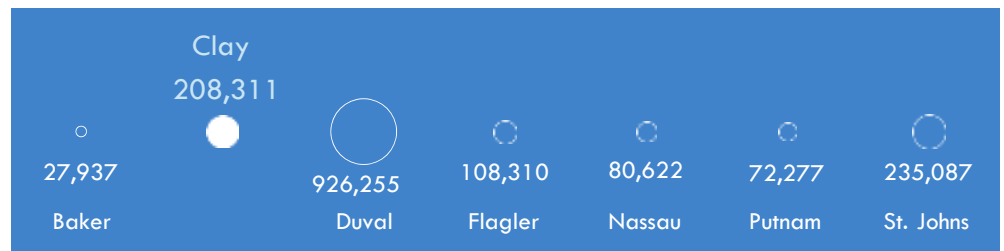
Clay County is home to more than 208,000 residents. Among the seven counties in Northeast Florida, Clay County is the third most populous county after Duval and St. Johns Counties. In 2016, Clay County comprised approximately 13% of the region's total population. The median age in Clay County is 39.4.

Clay County's population increased by more than 9% between 2010 and 2016. During this period, Clay County was the fourth fastest growing county in the region. Clay County's population growth rate also exceeded the national average.

Though Clay County's growth rate trails others, it remains a significant driver of regional population growth in absolute terms. From 2010 to 2016, the population of Clay County increased by more than 17,000. Only Duval and St. Johns Counties added more new residents during this period.

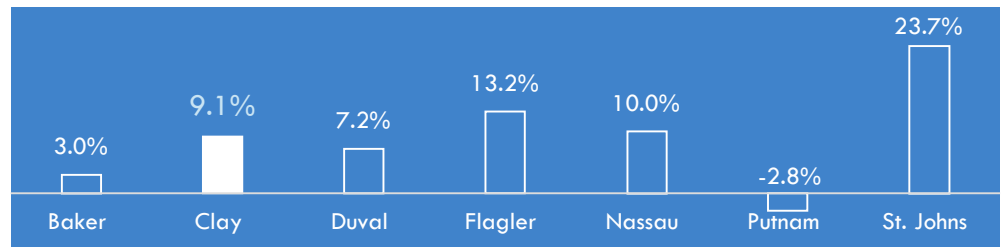


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



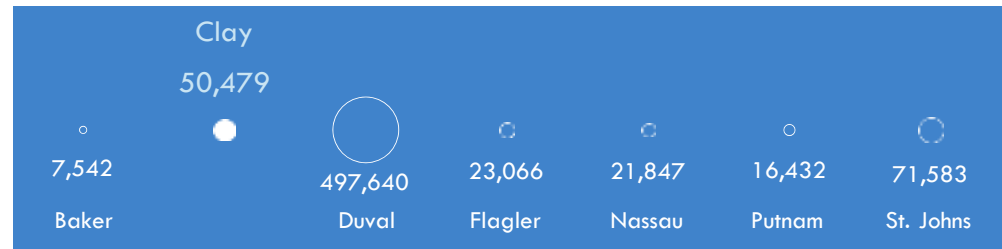
# Clay County, continued

Total employment in Clay County exceeded 50,000 in 2017. Within the region, only Duval and St. Johns Counties feature higher employment numbers. Clay County is home to slightly more than 7% of all jobs within Northeast Florida.

Between 2012 and 2017, Clay County employment increased nearly 19%. Regionally, only St. Johns, Flagler, and Nassau Counties posted greater rates of job growth during this period. Clay County's rate of job creation also exceeded the US and Florida averages (8.8% and 15.1% respectively).

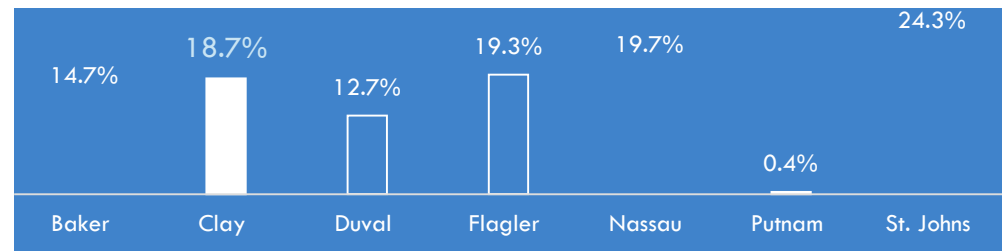
Unsurprisingly, rising employment within Clay County has coincided with a declining unemployment rate. Clay County's unemployment rate fell to just 3.2% at the end of 2017. Within the region, only St. Johns County has a lower unemployment rate.

## EMPLOYMENT, 2017



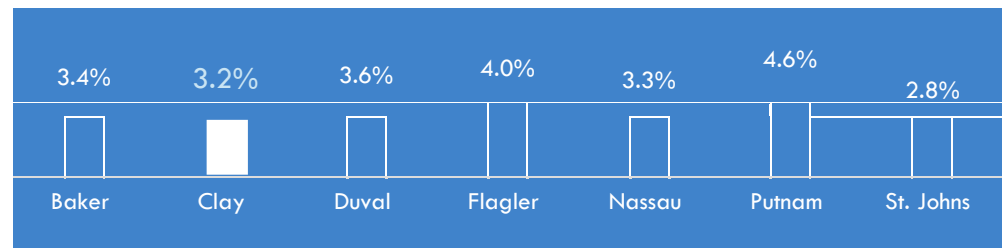
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS





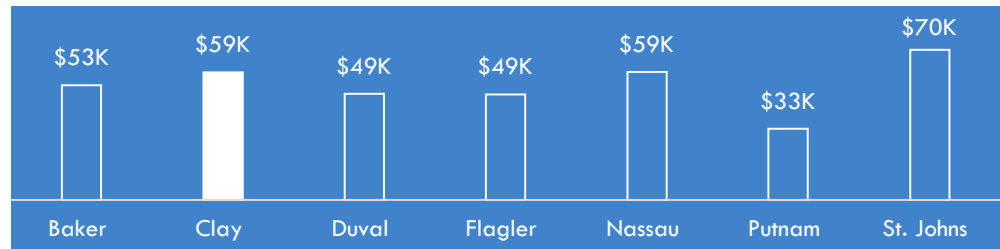
# Clay County, continued

Median household income in Clay County is approximately \$59,000.

Poverty levels within Northeast Florida vary significantly from county to county. At a little over 10%, Clay County's poverty rate is the second lowest in the region.

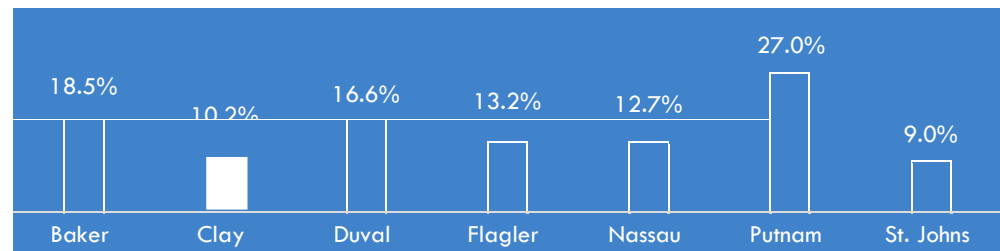
Clay County is a relatively well educated community. Approximately 24% of residents age 25 and older possess a Bachelor's degree or higher level of educational attainment. Nearly 12% of Clay County residents hold an Associate's degree.

MEDIAN HOUSEHOLD INCOME, 2016



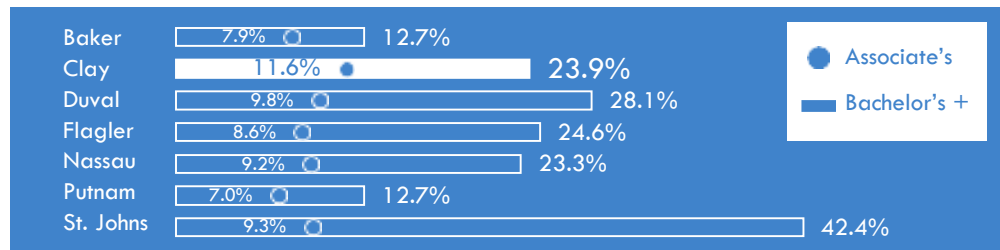
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

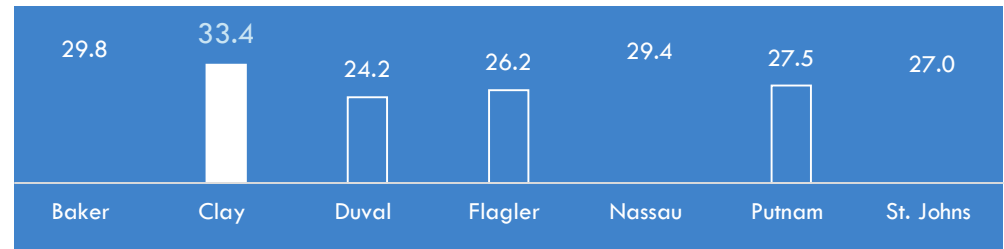


# Clay County, continued

The average commute time for workers residing in Clay County is more than 33 minutes. Clay County residents have the longest commute times of any workers in the region.

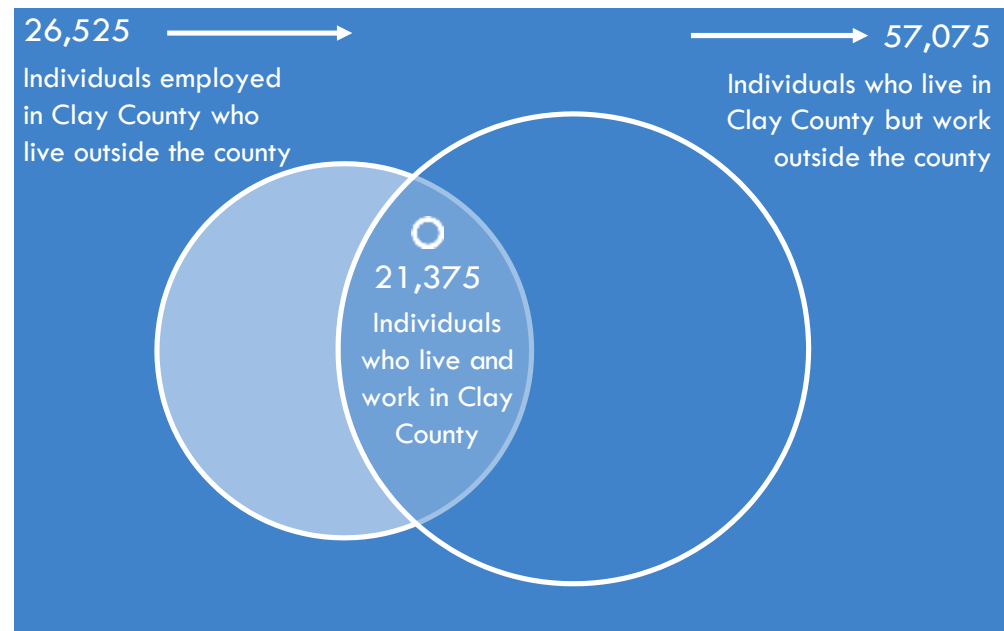
The relatively long times that characterize Clay County commutes are the result of a relatively large number of residents employed outside of the county. More than 57,000 Clay County residents are employed elsewhere. Fewer than 22,000 individuals live and work within Clay County. No other county in the region has a higher share of residents employed outside of their home county.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

CLAY COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



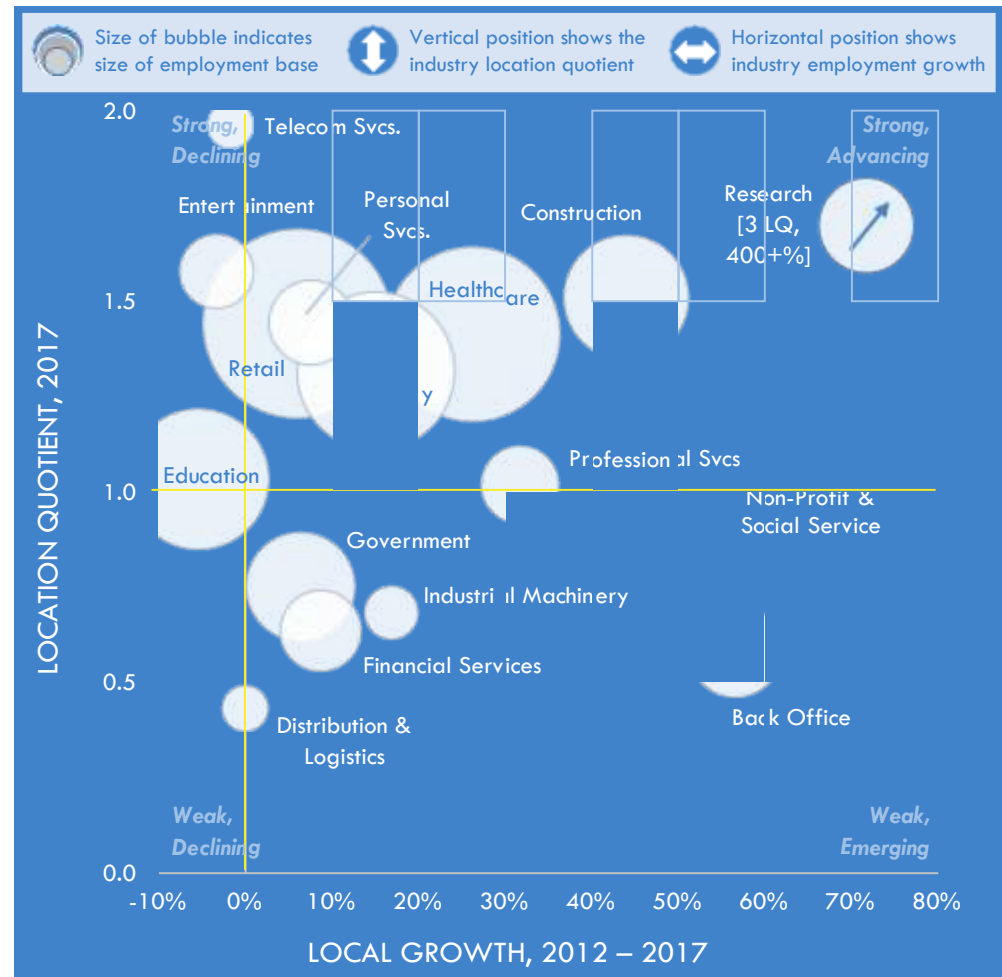
# Clay County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Clay County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

The three largest industries in Clay County by total employment include Retail, Healthcare, and Hospitality. All three industries posted job gains between 2012 and 2017. Healthcare employment rose 26%, Hospitality was up 15%, and Retail grew 6%. The fastest growing industries include Research, Non-Profits & Social Services, and Back Office.

Several of Clay County's largest industries also have high LQs relative to the US average. Research is three times more concentrated than the US average, and Construction is 50% more concentrated.

CLAY COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 500 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI



# Duval County

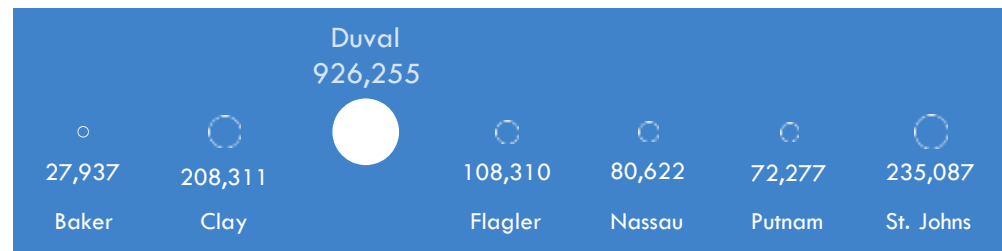
Duval County is home to the City of Jacksonville and is the most populous county in the region. Duval County's population topped 926,000 in 2016 and accounts for approximately 56% of the region's total population.

Duval County's population increased by more than 7% between 2010 and 2016. While Duval County is growing faster than the US as a whole (4% growth), several smaller counties in the region are experiencing even greater levels of growth. Such counties include St. Johns (23.7% growth), Flagler (13.2%), Nassau (10.0%), and Clay (9.1%).

Though Duval County's growth rate trails some other counties in the region, it remains the largest driver of population growth in absolute terms. From 2010 to 2016, Duval County added nearly 62,000 new residents and accounted for more than 43% of all population growth in the region.

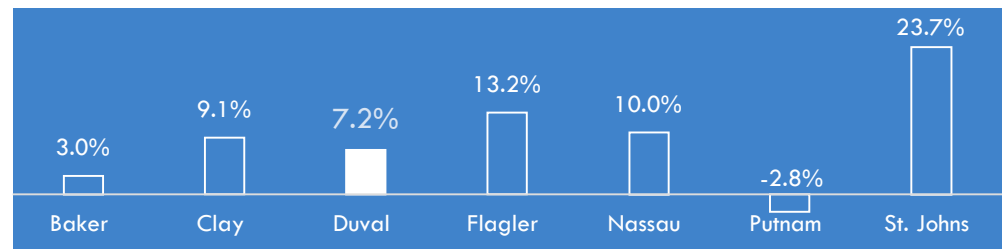


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



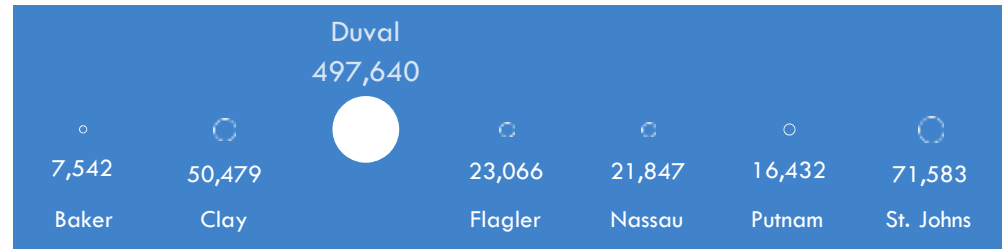
# Duval County, continued

In addition to being the most populous county in the region, Duval County is also home to the largest employment base. In 2017, employed in Duval County approached 500,000. This represents more than 72% of all jobs within Northeast Florida.

Between 2012 and 2017, employment in Duval County increased nearly 13%. While employment growth in Duval County exceeded the US average (8.8% growth), most other counties in the region posted greater rates of job growth.

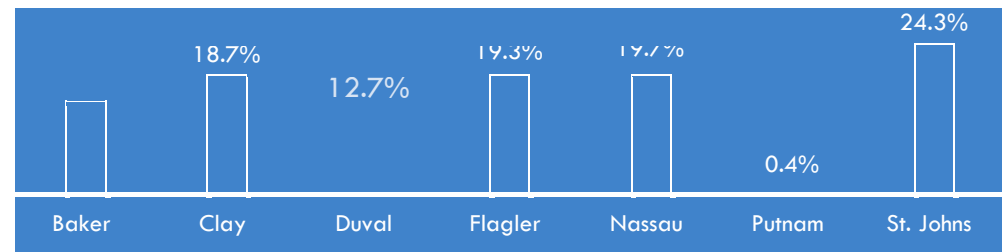
Duval County's unemployment rate fell to 3.6% at the end of 2017. Notably, Duval County's very low unemployment rate was not the lowest in the region. At less than 3%, St. Johns County has the lowest levels of unemployment in the region.

## EMPLOYMENT, 2017



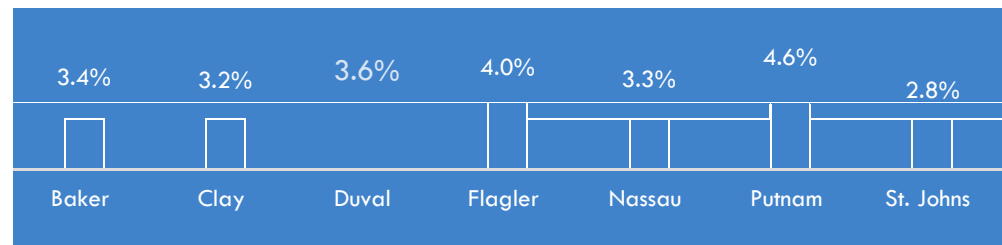
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



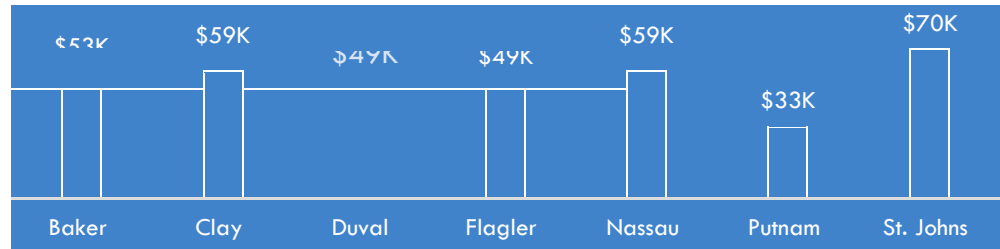
# Duval County, continued

Median household income in Duval County is approximately \$49,000. Duval County's low household levels are likely the result of the community's relative youth. Duval County has the lowest median age (36) of any county in the region. Younger residents are more likely to earn less than their more experienced counterparts. Younger individuals are also more likely to live alone, a dynamic that tends to depress household income.

Poverty levels vary widely in the region. In Duval County, nearly 17% of residents live in poverty. At 27%, Putnam County has the highest poverty rate in the region.

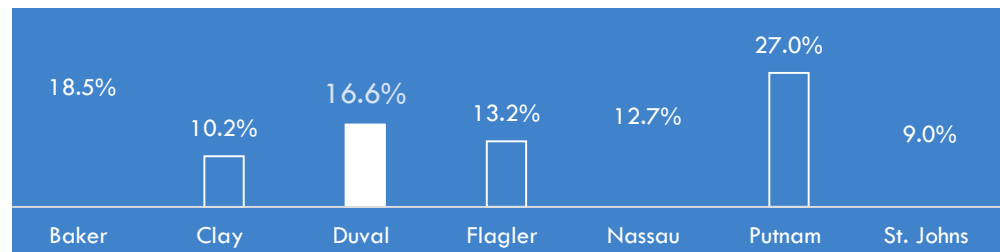
There is also a significant variation in educational attainment levels among individual counties in Northeast Florida. Duval County, however, is among the most educated counties in the region. Approximately 28% of Duval County residents age 25 and older possess a Bachelor's degree or higher level of educational attainment. At more than 42%, only St. Johns has a higher level of educational attainment among the seven counties in Northeast Florida. Approximately 10% of Duval County residents age 25 and older hold an Associate's degree, second only to Clay County.

MEDIAN HOUSEHOLD INCOME, 2016



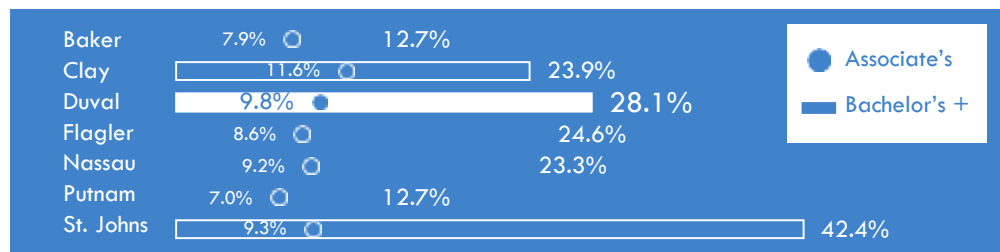
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

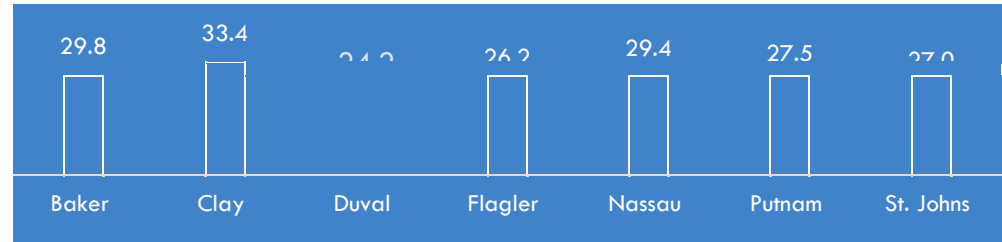


# Duval County, continued

At slightly more than 24 minutes, the shortest commute times in the region are in Duval County.

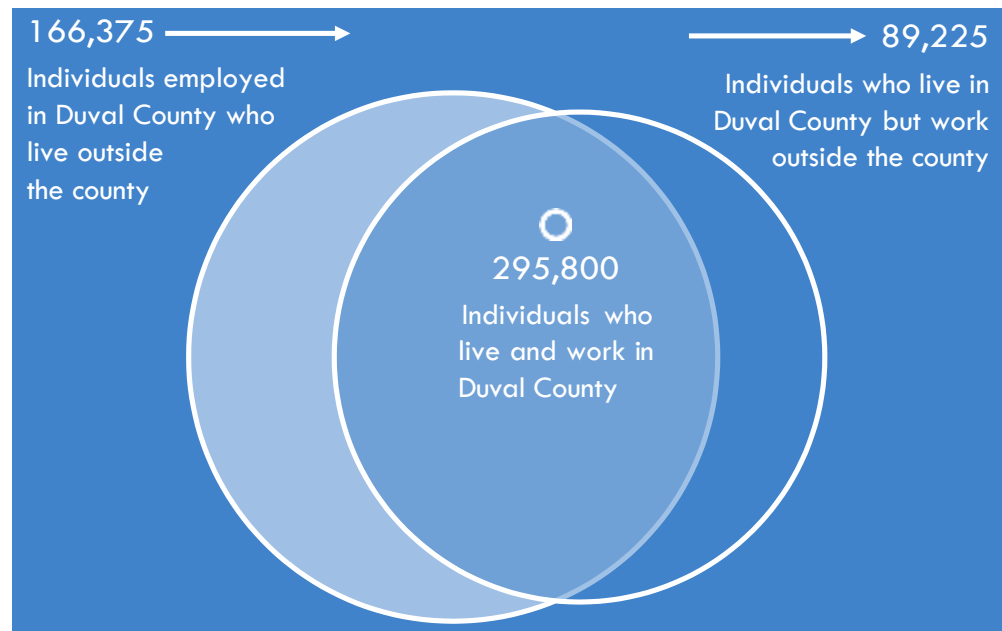
Duval County's relatively short commute times reflect the large number of residents who live and work within the county. More than 295,000 individuals live and work within Duval County. Duval County residents represent approximately 64% of workers within the county. No other county in the region has a higher share of jobs filled by local residents.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

DUVAL COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



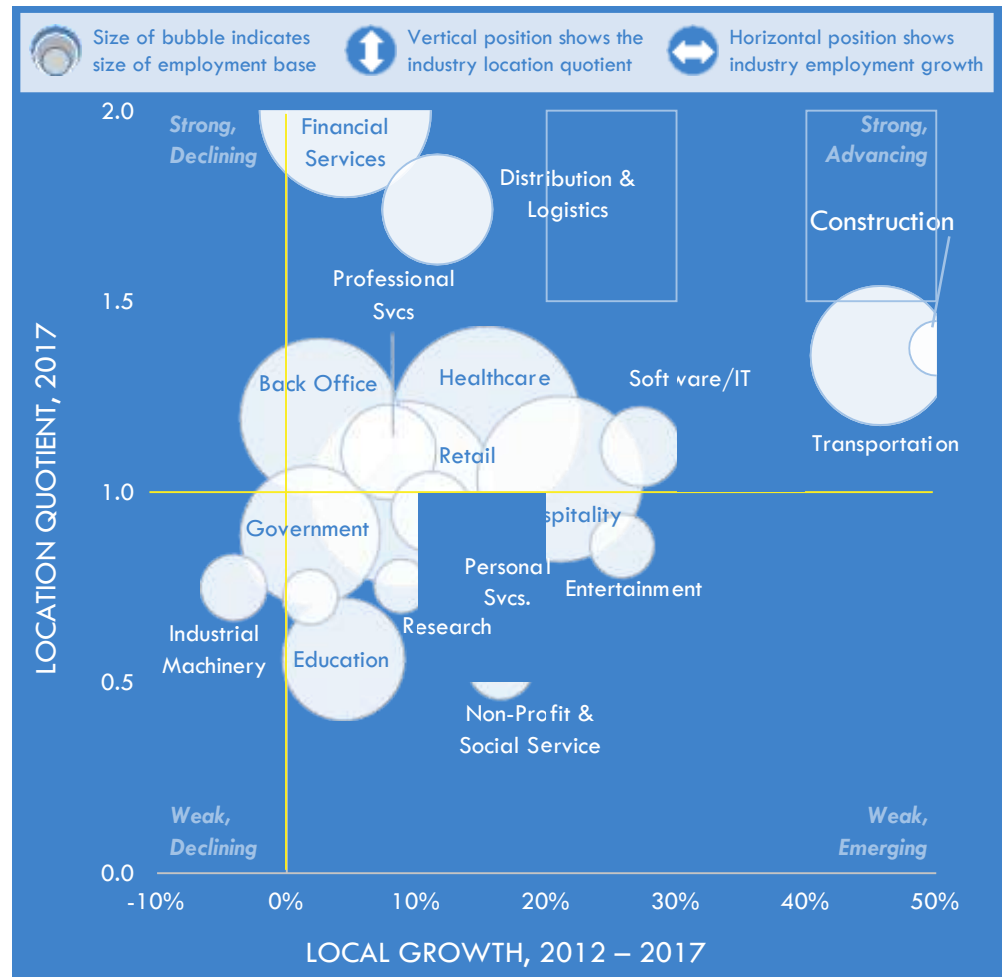
# Duval County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Duval County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Virtually all major industries in Duval County increased employment between 2012 and 2017. The fastest growing included Construction (46% job growth), Transportation (51%), Software/IT (27%), Entertainment (27%), and Hospitality (21%).

Several industries represent a high share of employment within Duval County. For example, Duval County is home to twice as many Financial Services jobs than the US. Other concentrated industries include Distribution & Logistics (70% more concentrated than the nation), Transportation (40%), and Construction (40%).

DUVAL COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 5,000 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI





# Flagler County

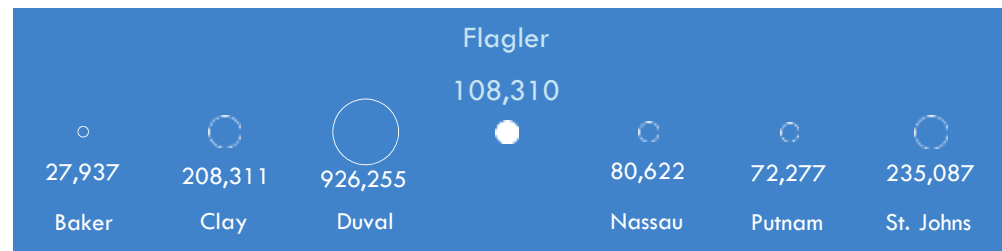
In 2016, the population of Flagler County approached 110,000. Flagler County is the fourth most populous county in the region. Flagler County represents 6.5% of the region's total population.

Between 2010 and 2016, Flagler County's population increased by more than 13%. In addition to outpacing the US and Florida average rates during this period (4.0% and 9.9% respectively), Flagler County's population growth rate also topped most other counties in the region. Since 2010, only St. Johns County has experienced faster population growth.

In absolute terms, Flagler County added more than 12,000 new residents between 2010 to 2016, representing approximately 8% of all regional growth during this period.

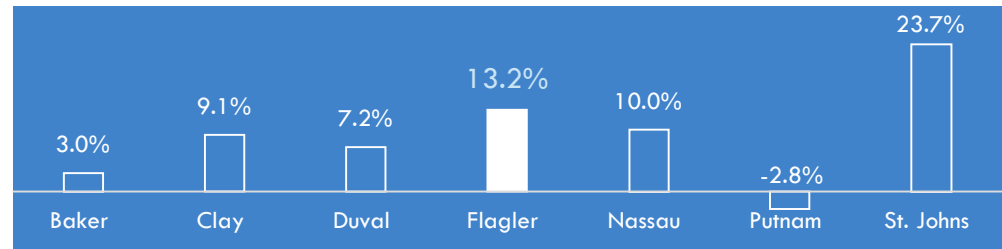


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



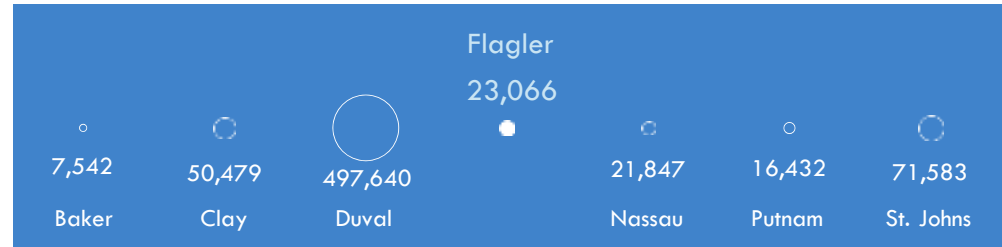
# Flagler County, continued

Total employment in Flagler County is approximately 23,000. Within the region, Flagler County ranks fourth in employment. Flagler County represents slightly more than 3% of all jobs within Northeast Florida.

Between 2012 and 2017, employment in Flagler County increased by more than 19%. During this period, only St. Johns and Nassau Counties experienced a greater rate of job creation. Job growth within Flagler County also outpaced the national and statewide averages (8.8% and 15.1% respectively).

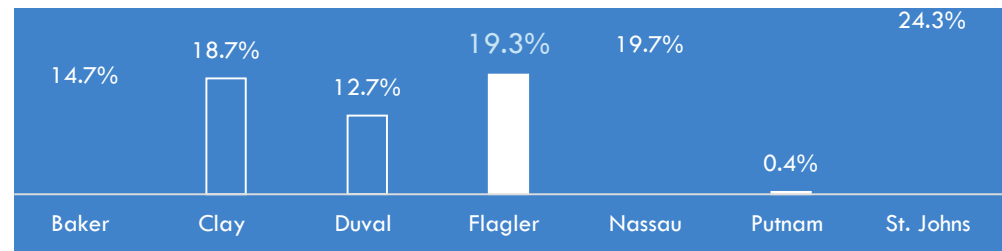
In 2017, Flagler County's unemployment rate hovered at 4%. Given the healthy job gains within Flagler County in recent years, the elevated unemployment rate is likely driven by strong population growth.

## EMPLOYMENT, 2017



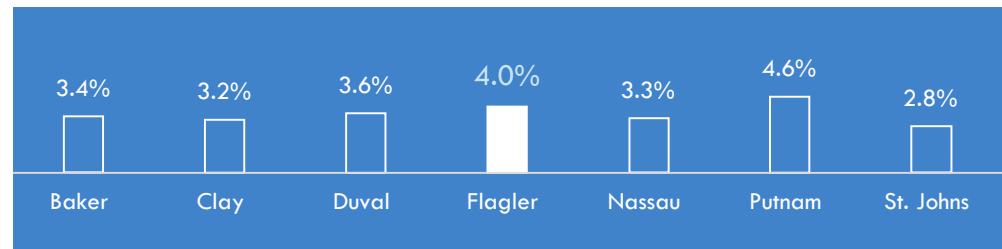
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



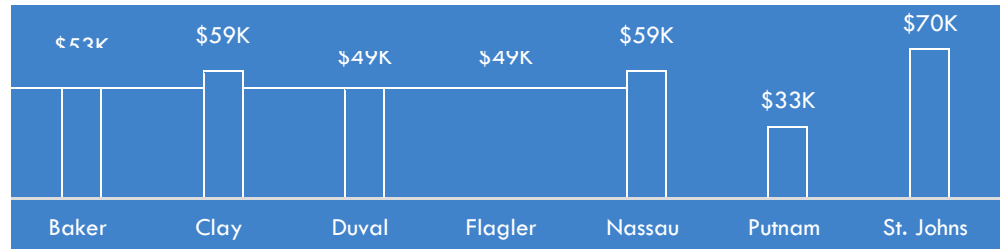
# Flagler County, continued

Median household income in Flagler County is approximately \$49,000, the same level as Duval County. Flagler County's low household levels could be associated with the community's large share of older residents. Flagler County has the highest median age in the region (50.1), and many residents may no longer be employed and/or earning a wage.

At slightly more than 13%, Flagler County's poverty rate is firmly in the middle of the pack within the region.

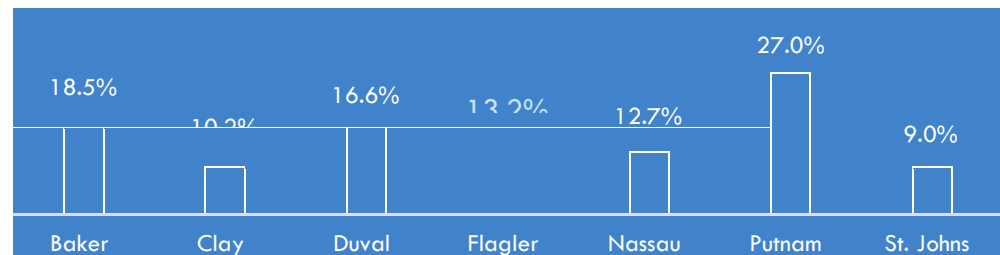
Within the region, Flagler County has relatively high levels of educational attainment. Approximately 25% of residents age 25 and older possess a Bachelor's degree or higher level of educational attainment, trailing only St. Johns and Duval Counties. Nearly 9% of Flagler County residents age 25 and older hold an Associate's degree.

MEDIAN HOUSEHOLD INCOME, 2016



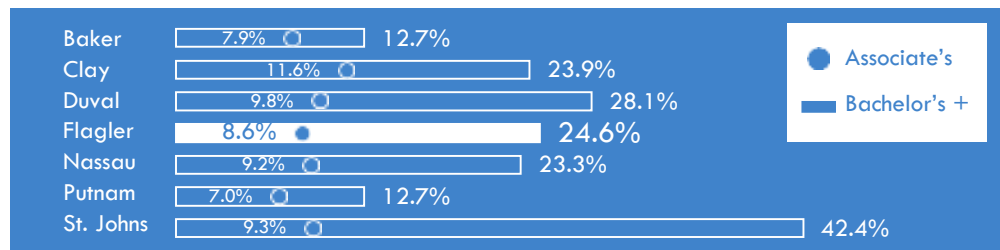
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

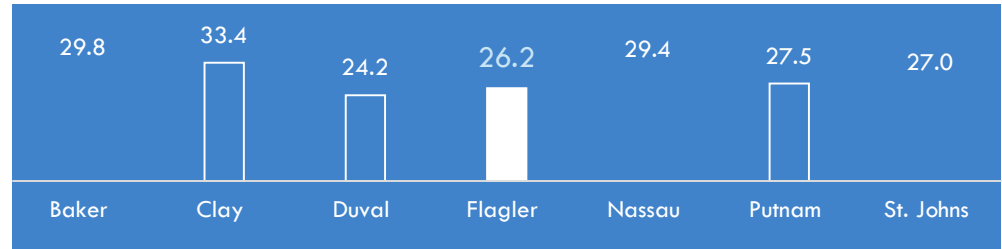


# Flagler County, continued

The average commute time for workers living in Flagler County is approximately 26 minutes. Only Duval County has shorter average commute times.

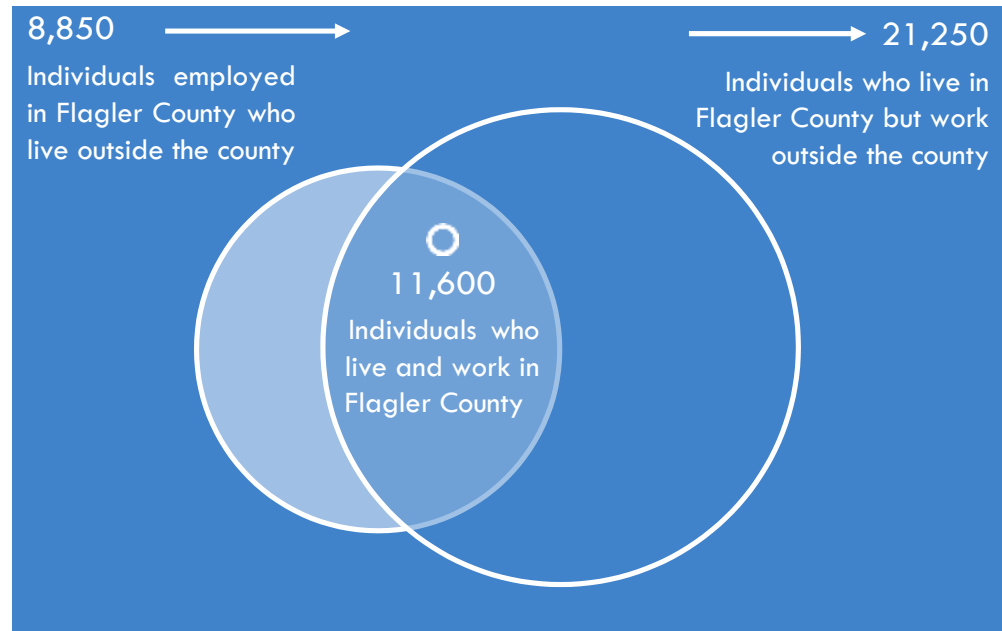
Although Flagler County residents enjoy relatively short commute times, the majority of residents are employed outside of the county. Each day, more than 21,000 Flagler County residents commute to another county to reach their places of employment. Fewer than 12,000 individuals live and work in Flagler County.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

FLAGLER COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



# Flagler County, continued

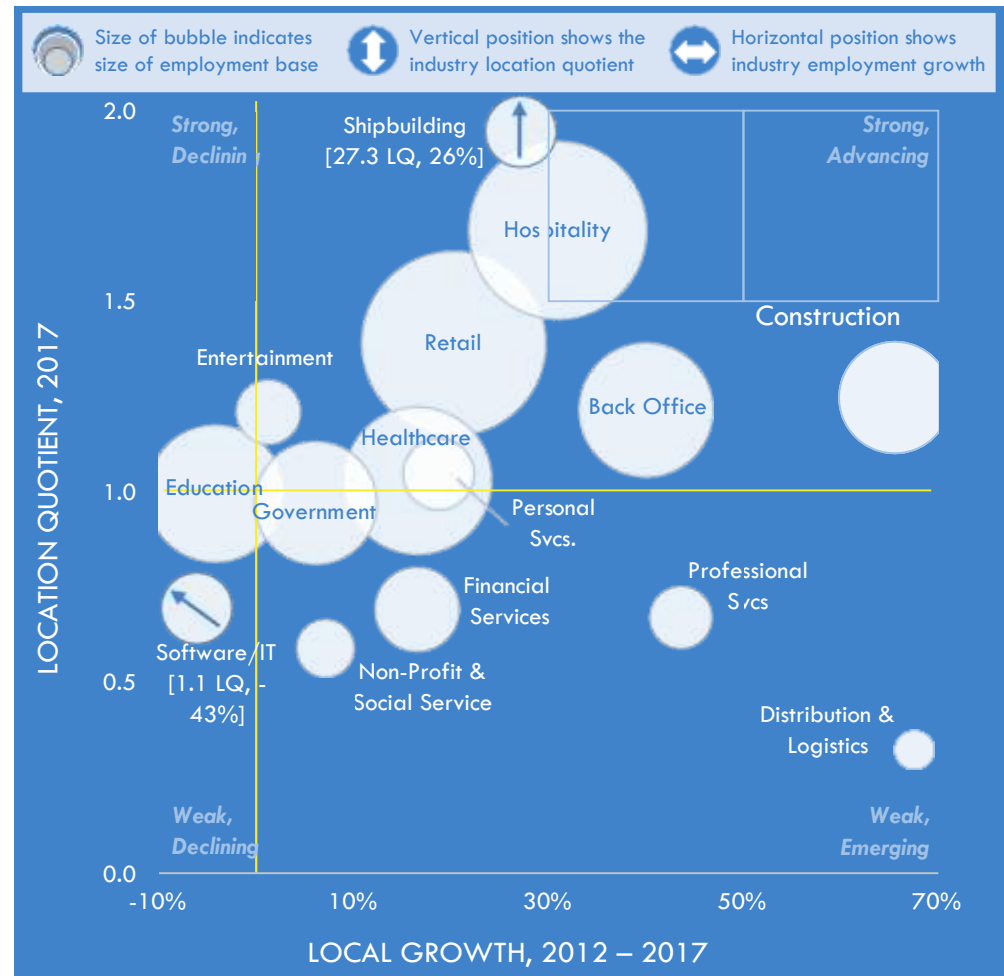
The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Flagler County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Virtually all major industries in Flagler County posted employment gains between 2012 and 2017. The fastest growing industries included Distribution & Logistics (68%), Construction (66%), and Professional Services (44%). Other industries in Flagler County experiencing strong growth include Back Office (40%), Hospitality (31%), and Retail (20%).

The three largest industries in Flagler County by total employment include Hospitality, Retail, and Healthcare. All three industries grew between 2012 and 2017.

Several industries represent a high share of employment within Flagler County. Flagler County is home to 27 times as many Shipbuilding jobs relative to the US. Other concentrated industries include Hospitality (70% more concentrated), Retail (40%), and Construction (40%).

FLAGLER COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 150 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI



# Nassau County

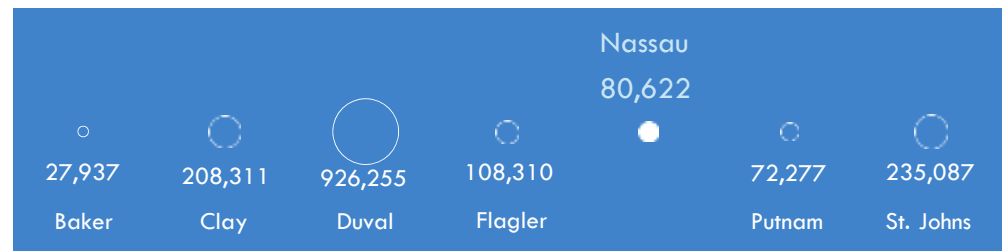
Nassau County is home to more than 80,000 residents. Within Northeast Florida, Nassau County is the fifth most populous county. In 2016, Nassau County represented 5% of the region's total population. The median age for Nassau residents is 44.6 years old.

Between 2010 and 2016, Nassau County's population increased by 10%. During this period, Nassau County's population increased at a faster pace than the national and statewide averages (4.0% and 9.9% respectively). Within the region, only St. Johns and Flagler Counties experienced faster population growth.

In absolute terms, the population of Nassau County rose by more than 7,000 new residents between 2010 to 2016, representing approximately 5% of all regional growth during this period.

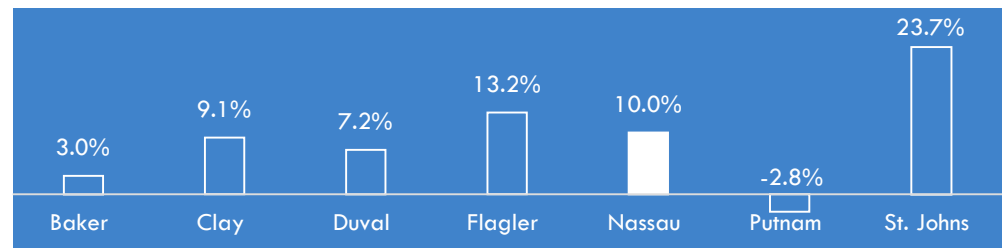


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



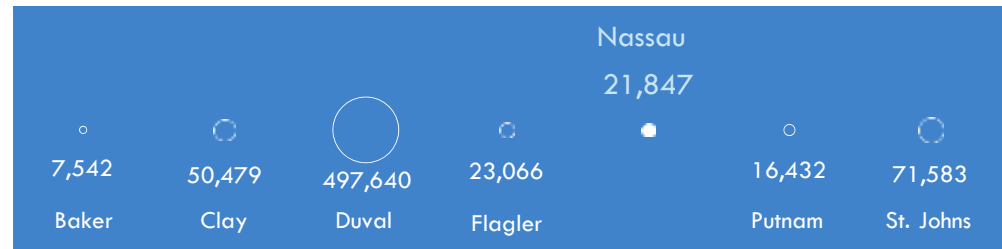
# Nassau County, continued

In addition to being the most fifth populous county in the region, Nassau County is also home to the fifth largest employment base. In 2017, the number of employed in Nassau County approached 22,000. Employment in Nassau County represents slightly more than 3% of all jobs within the region.

Nassau County employment rose nearly 20% between 2012 and 2017. Nassau County's rate of job creation exceeded the US and Florida averages (8.8% and 15.1% respectively). Within the region, Nassau's job gains ranked second in the region on a percentage basis.

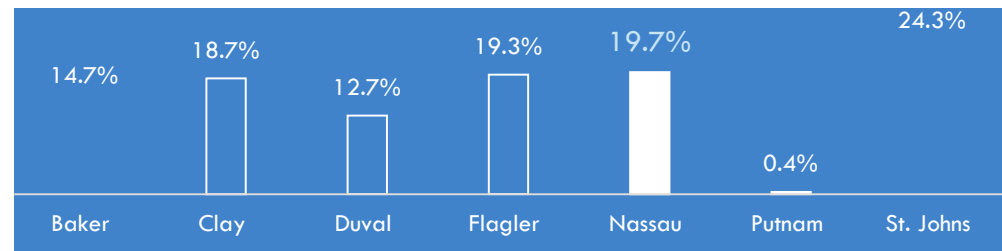
In 2017, Nassau County's unemployment rate fell to just 3.3%, the lowest level in a decade. Within the region, only Clay and St. Johns Counties have lower levels of unemployment in the region.

## EMPLOYMENT, 2017



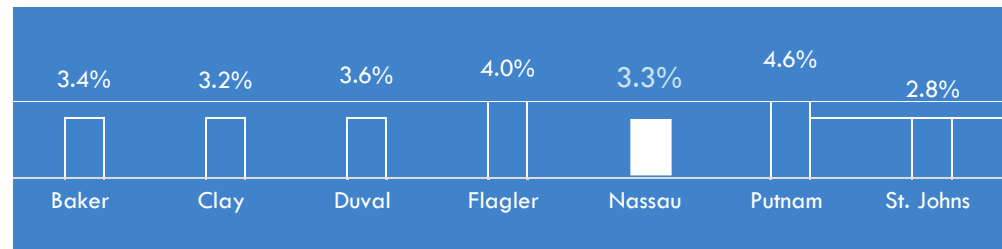
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



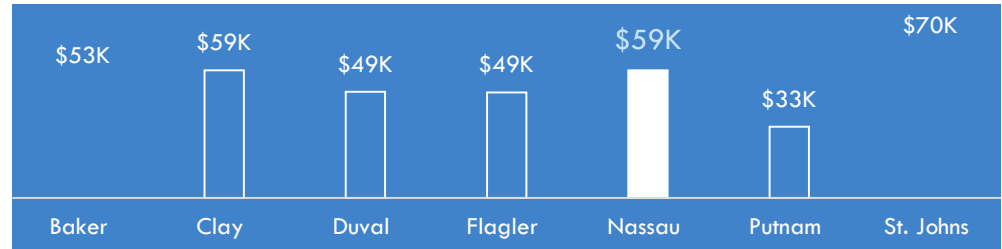
# Nassau County, continued

Median household income in Nassau County is approximately \$59,000. Nassau County's healthy household levels are likely bolstered by the community's high number workers in their prime professional years. The median age for Nassau residents is 44.6.

Poverty levels within Northeast Florida vary significantly from county to county. In Nassau County, fewer than 13% of residents live in poverty.

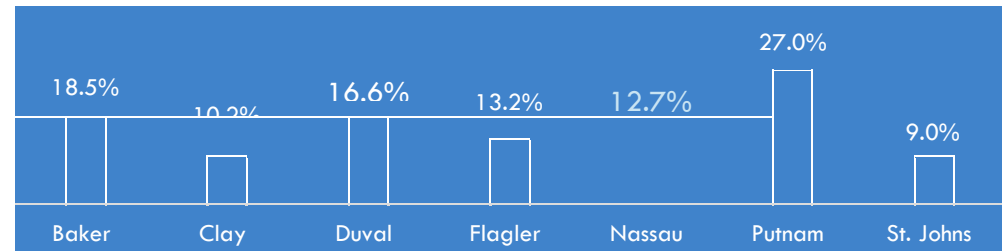
Educational attainment levels among individual counties in Northeast Florida also vary widely. Within the region, Nassau County is relatively well educated. Slightly more than 23% of Nassau County residents age 25 and older possess a Bachelor's degree or higher level of educational attainment. More than 9% of Nassau County residents age 25 and older hold an Associate's degree.

MEDIAN HOUSEHOLD INCOME, 2016



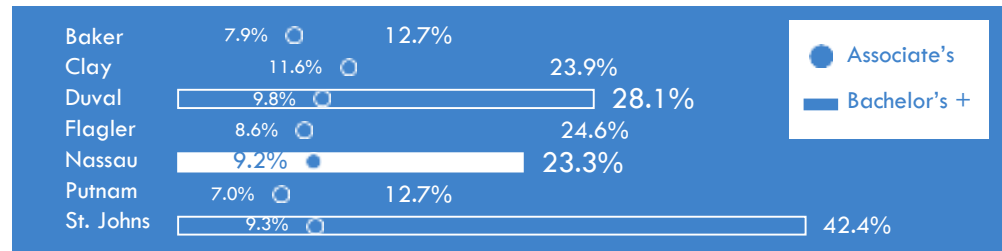
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



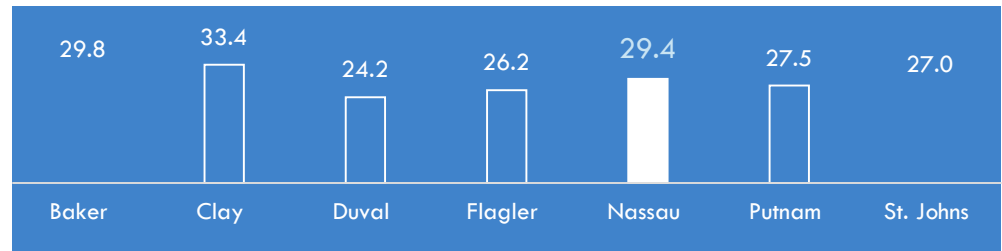


# Nassau County, continued

At slightly more than 29 minutes, Nassau County residents have slightly longer commutes than the regional average (26.3 minutes).

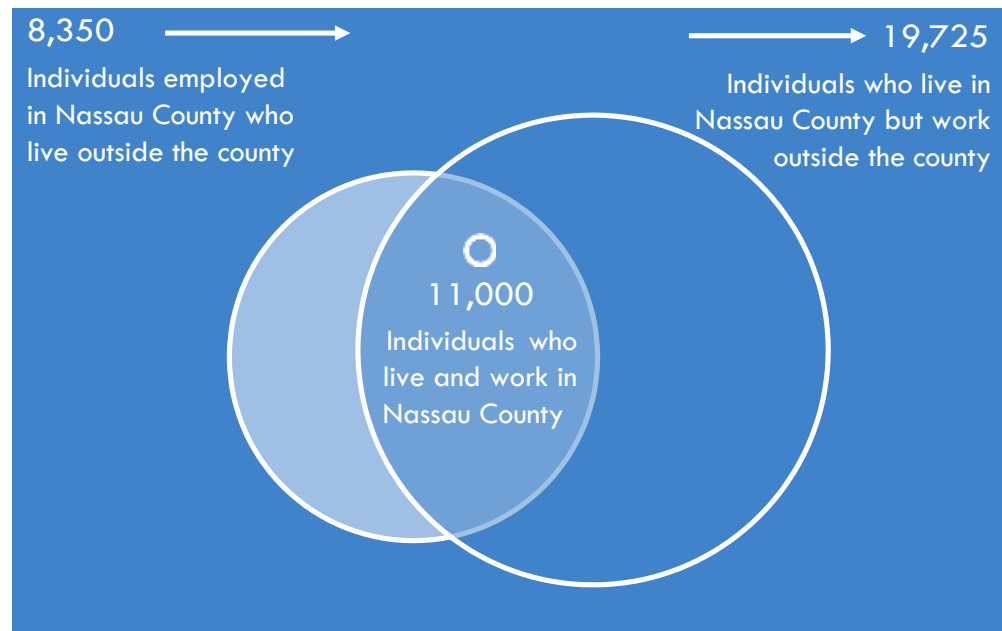
Nassau County's commute times reflect the healthy number of residents who live and work within the county. Approximately 11,000 individuals live and work within Nassau County. Although Nassau County residents represent approximately 57% of workers within the county, an even greater number of residents work outside of the county. Nearly 18,000 Nassau County are employed outside of their home county.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

NASSAU COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



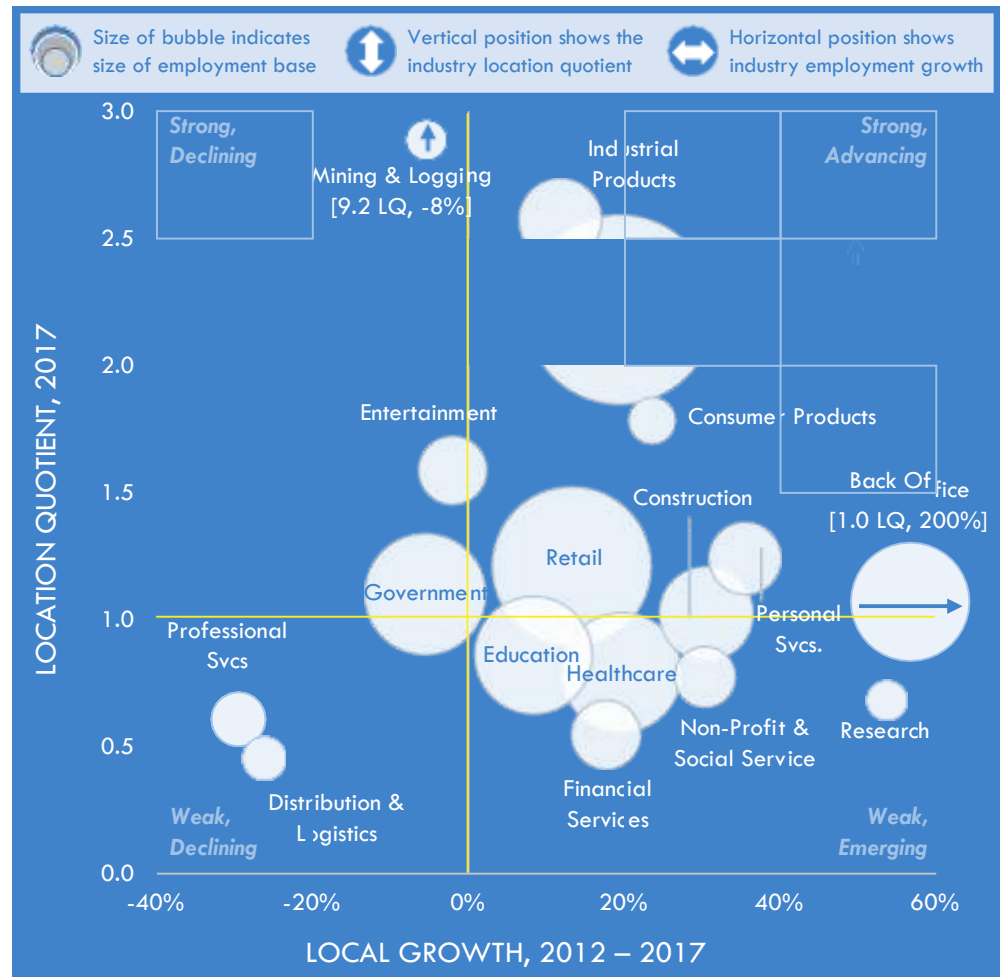
# Nassau County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Nassau County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Most major industries in Nassau County increased jobs between 2012 and 2017. The fastest growing industries included Back Office (200% job growth), Research (54%), Personal Services (35%), and Construction (30%). The county's largest employers – Hospitality and Retail – also grew in the past five years.

Nassau County's most concentrated industries include both small and large industries. Mining & Logging is a small industry in terms of total employment, but it is the most concentrated relative to the national average (nine times greater). Other relatively concentrated industries include Industrial Products (more than 2.5 times more concentrated) and Hospitality (more than 2.0). The county is also home to more Consumer Products and Entertainment jobs relative to the US average.

NASSAU COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 200 jobs displayed

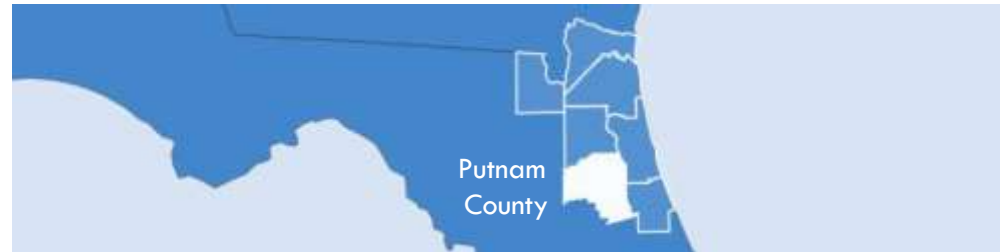
SOURCE: AVALANCHE CONSULTING / EMSI



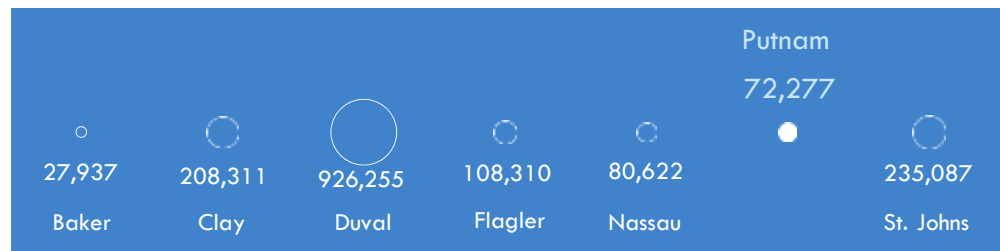
# Putnam County

In 2016, the population of Putnam County topped 72,000. Putnam County is the second least populous county in the region. Putnam County represents less than 5% of the region's total population. The median age in Putnam County is 44.5.

Between 2010 and 2016, Putnam County's population dipped 3%. During this period, the overall population of Northeast Florida increased. In absolute terms, Putnam County lost approximately 2,000 residents during this period.

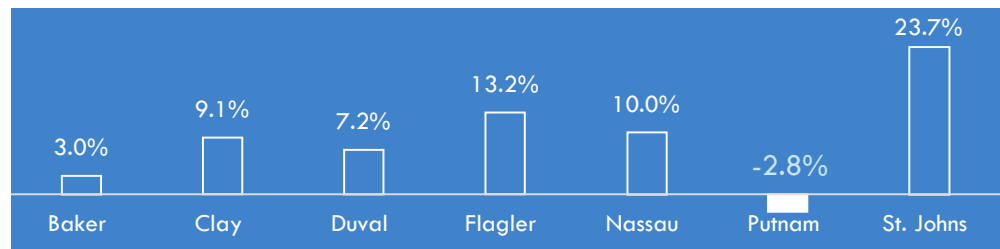


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



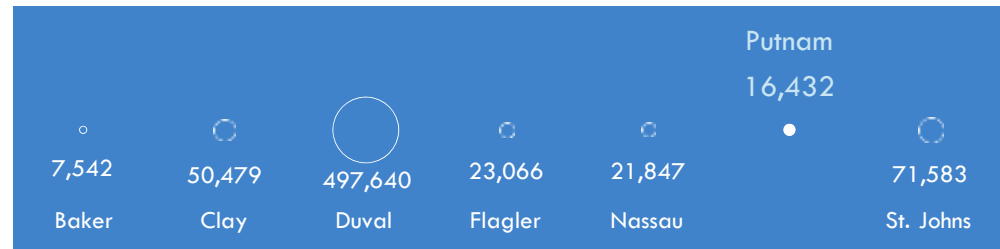
# Putnam County, continued

In 2016, total employment in Putnam County approached 16,500.

Between 2012 and 2017, employment in Putnam County remained relatively flat.

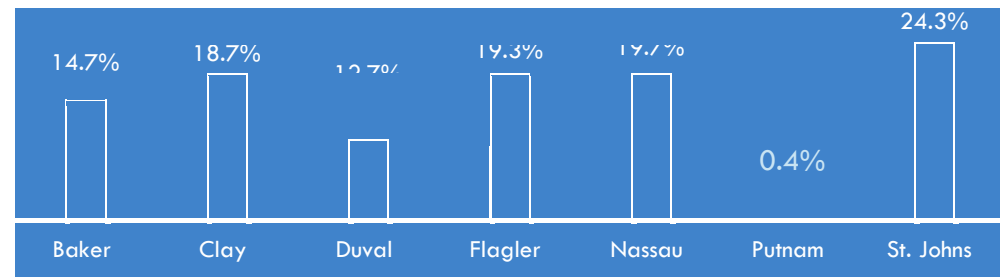
Putnam County's unemployment rate dropped below 5% at the end of 2017, its lowest level in 10 years.

EMPLOYMENT, 2017



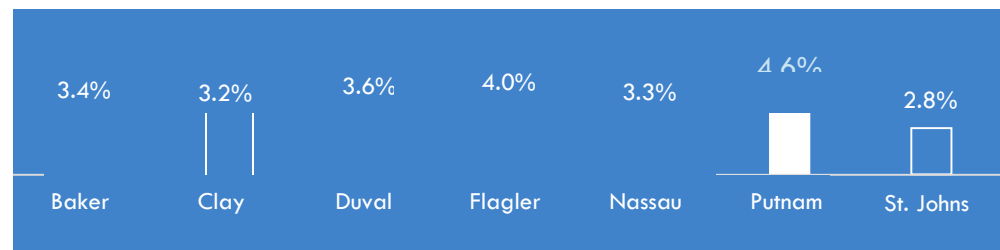
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



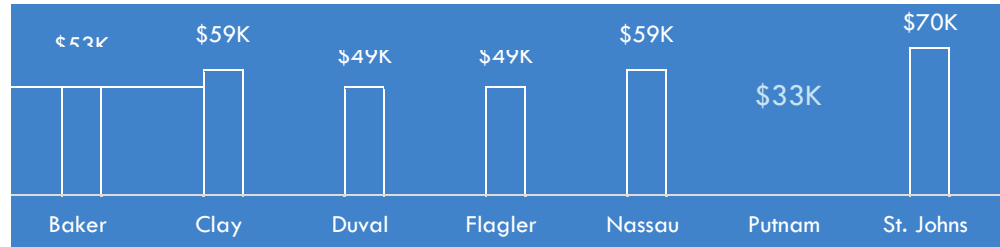
# Putnam County, continued

The median age of Putnam County is 44.5. Median household income in Putnam County is approximately \$33,000. Among all counties in Northeast Florida, Putnam County has the lowest median household income.

Poverty levels vary widely in the region. In Putnam County, 27% of residents live in poverty.

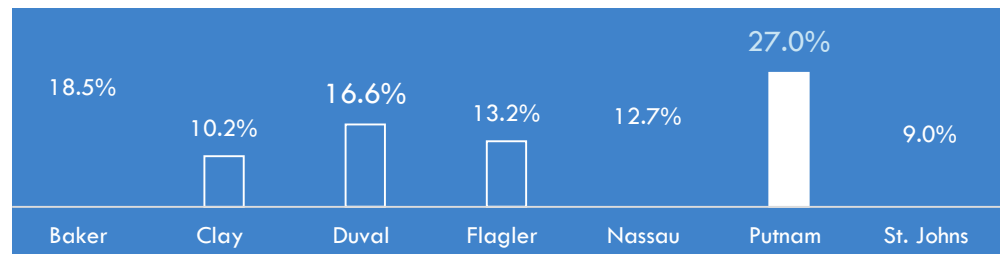
Fewer than 13% of Putnam County residents age 25 and older possess a Bachelor's degree or higher level of educational attainment. Of Putnam County residents age 25 and older, 7% hold an Associate's degree.

MEDIAN HOUSEHOLD INCOME, 2016



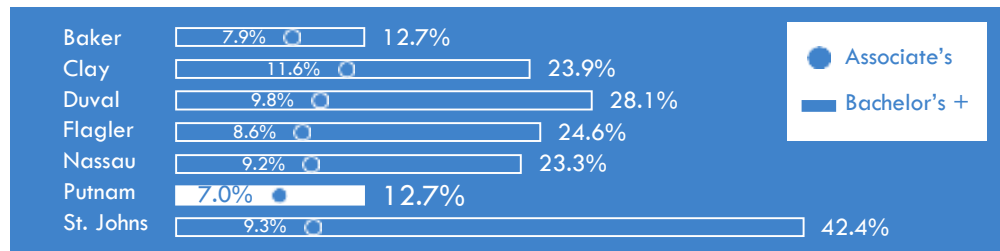
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

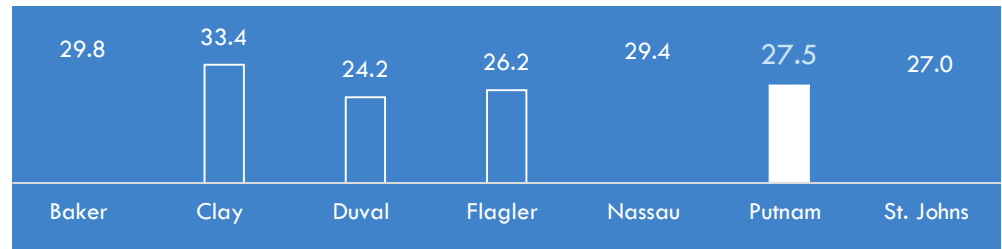


# Putnam County, continued

At slightly more than 27 minutes, commute times for Putnam County residents are on par with the regional average (26.3 minutes).

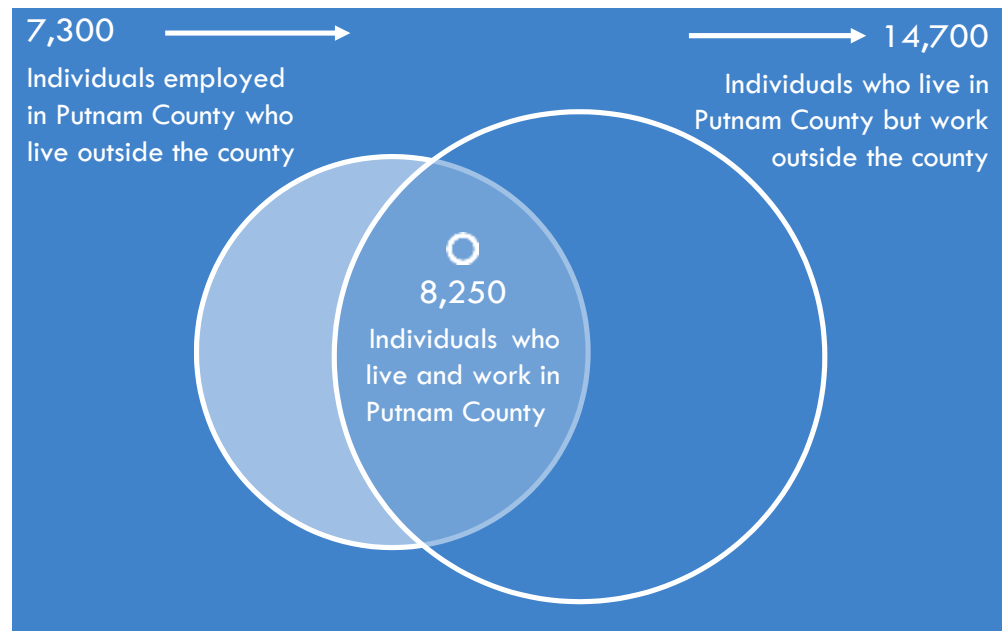
Putnam County residents fill slightly more than half of all local jobs, with more than 8,200 individuals living and working within the community. Most employed residents of Putnam County are employed elsewhere. Nearly 15,000 Putnam County residents are employed outside of the county.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

PUTNAM COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



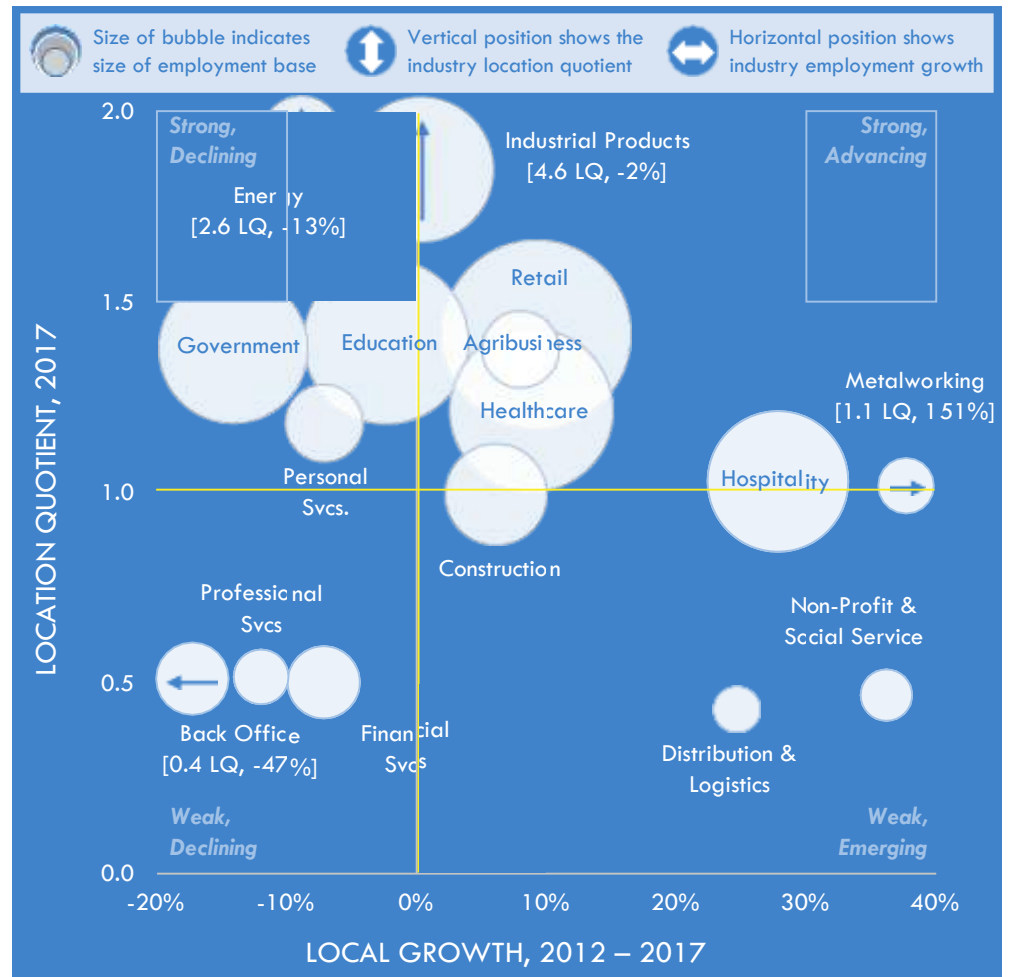
# Putnam County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for Putnam County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Despite overall job losses in recent years, several Putnam County industries created jobs over the past five years. The fastest growing included Metalworking (151% job growth), Non-Profit & Social Service (36%), Hospitality (28%), and Distribution (25%). Both Retail and Healthcare – two of the county's largest employers – experienced job growth between 2012 and 2017, with each industry increasing 9%, respectively.

Putnam County has more than four times as many jobs in Industrial Products than the US average, and Energy has twice as many jobs. Other relatively concentrated industries include Retail (40% more concentrated than the US average), Education (40%), and Government (40%). Putnam County is also home to more Personal Services and Healthcare jobs relative to the US average.

PUTNAM COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 5,000 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI



# St. Johns County

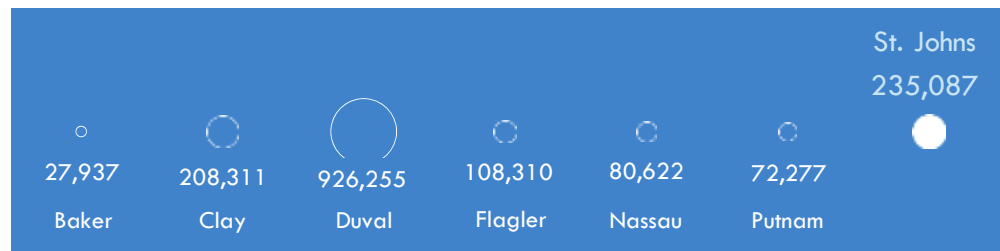
In 2016, the population of St. Johns County totaled 235,000. St. Johns is the second most populous county in the region. St. Johns County represents more than 14% of the region's total population. The median age in St. Johns County is 42.9.

Between 2010 and 2016, St. Johns County's population increased by nearly 24%. In addition to outpacing the US and Florida averages rate during this period (4.0% and 9.9% respectively), St. Johns County's population growth rate also exceeded the growth of all other counties in the region.

In absolute terms, St. Johns County added more than 45,000 new residents between 2010 to 2016, representing nearly a third of all regional growth during this period.

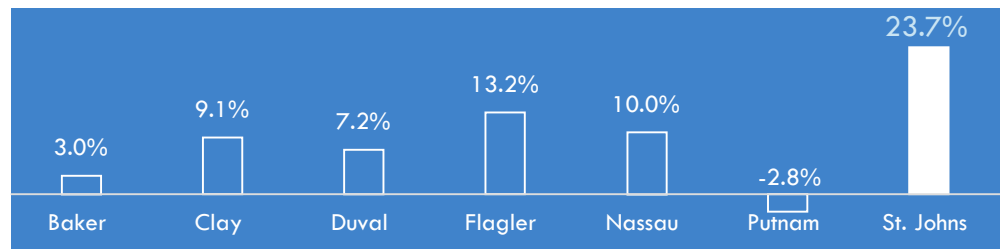


POPULATION, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POPULATION GROWTH, 2010 - 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU





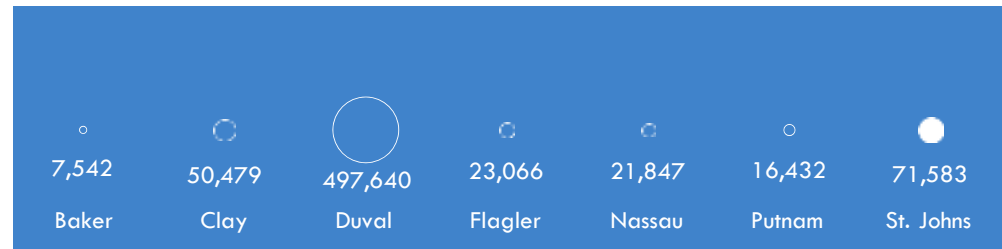
# St. Johns County, continued

In addition to being the second most populous county in the region, St. Johns County is also home to the second largest employment base. In 2017, employment in St. Johns County exceeded 71,000. This represents more than 10% of all jobs within Northeast Florida.

Total employment in St. Johns County increased 24% between 2012 and 2017. St. Johns County's employment growth rate outpaced both the US and statewide averages (8.8% and 15.1% respectively), as well as all other counties in the region.

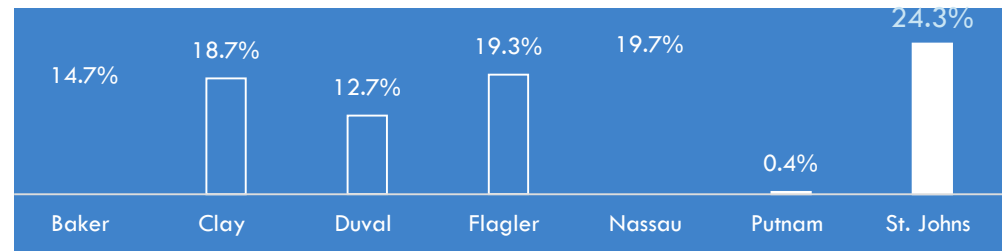
St. Johns County's unemployment rate fell to just 2.8% at the end of 2017. St. Johns County's unemployment rate is the lowest in the region.

## EMPLOYMENT, 2017



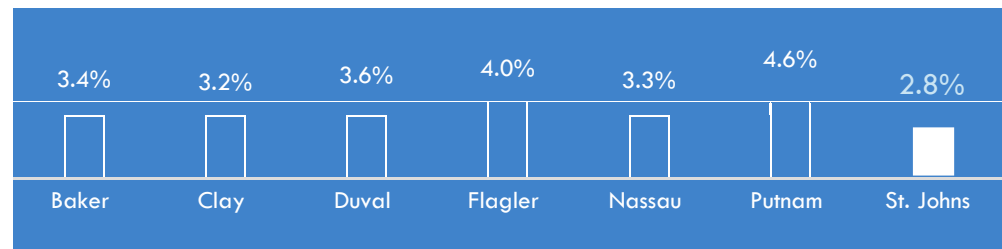
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## EMPLOYMENT GROWTH, 2012 - 2017



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

## UNEMPLOYMENT RATE, DECEMBER 2017



SOURCE: BUREAU OF LABOR STATISTICS



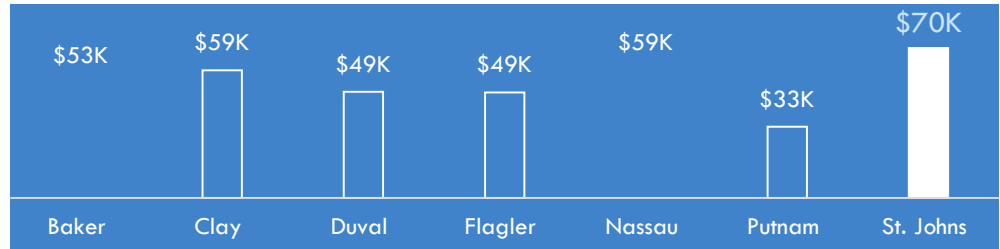
# St. Johns County, continued

The median age of St. Johns County is 42.9. Median household income in St. Johns County is nearly \$70,000. St. Johns has the highest median household income in the region. St. Johns elevated household income levels are fueled by very high rates of post-secondary educational attainment.

While educational attainment levels among individual counties in Northeast Florida vary widely, St. Johns has the highest educational attainment at the Bachelor's degree and above level. More than 42% of St. Johns residents age 25 and older possess a Bachelor's degree or higher level of educational attainment. More than 9% of St. Johns County residents age 25 and older hold an Associate's degree, the third highest level in the region.

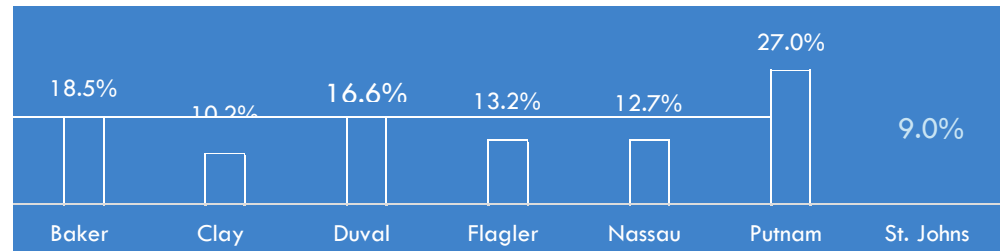
Given the community's high levels of household income and educational attainment, St. Johns County's low poverty rate is unsurprising. In St. Johns County, 9% of residents live in poverty, the smallest percentage in the region.

MEDIAN HOUSEHOLD INCOME, 2016



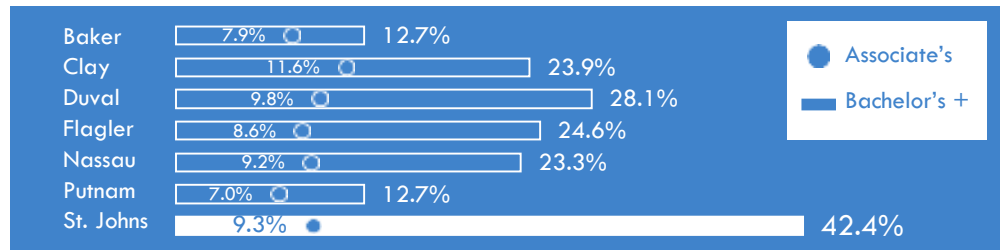
SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

POVERTY RATE, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

EDUCATIONAL ATTAINMENT



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

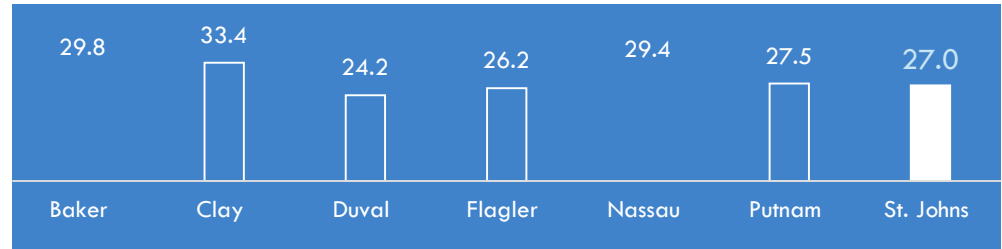


# St. Johns County, continued

At 27 minutes, St. Johns County residents have the third shortest commute times of any workers in the region.

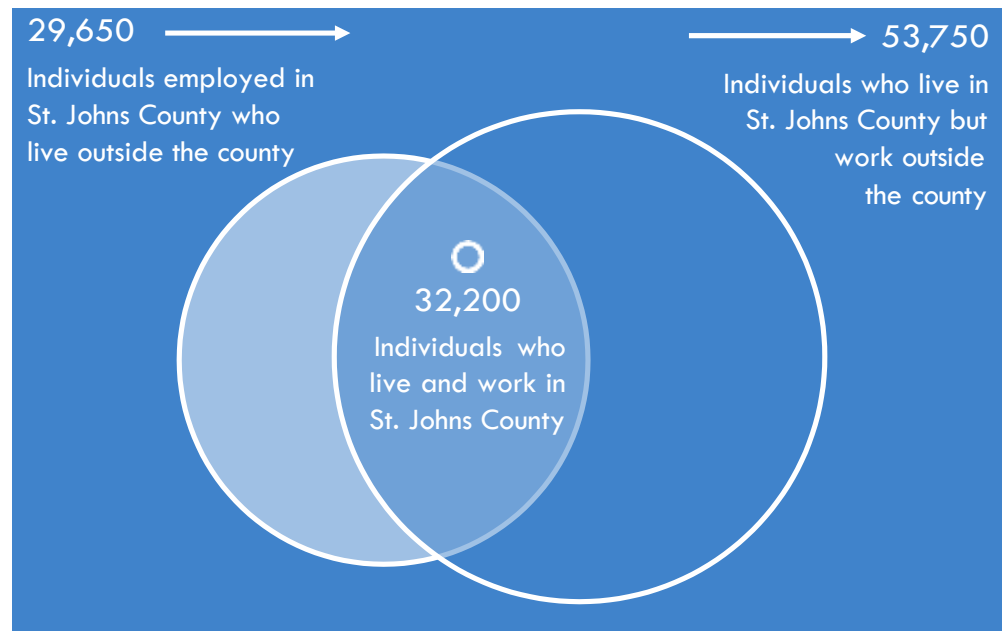
Like most other counties in the region, most employed residents of St. Johns County work outside of their home county. Slightly more than 32,000 individuals live and work in St. Johns County. St. Johns County residents represent approximately 39% of workers within the county. Nearly 54,000 St. Johns residents work elsewhere.

AVERAGE TRAVEL TIME TO WORK, 2016



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU

PUTNAM COUNTY COMMUTING PATTERNS



SOURCE: AVALANCHE CONSULTING / US CENSUS BUREAU



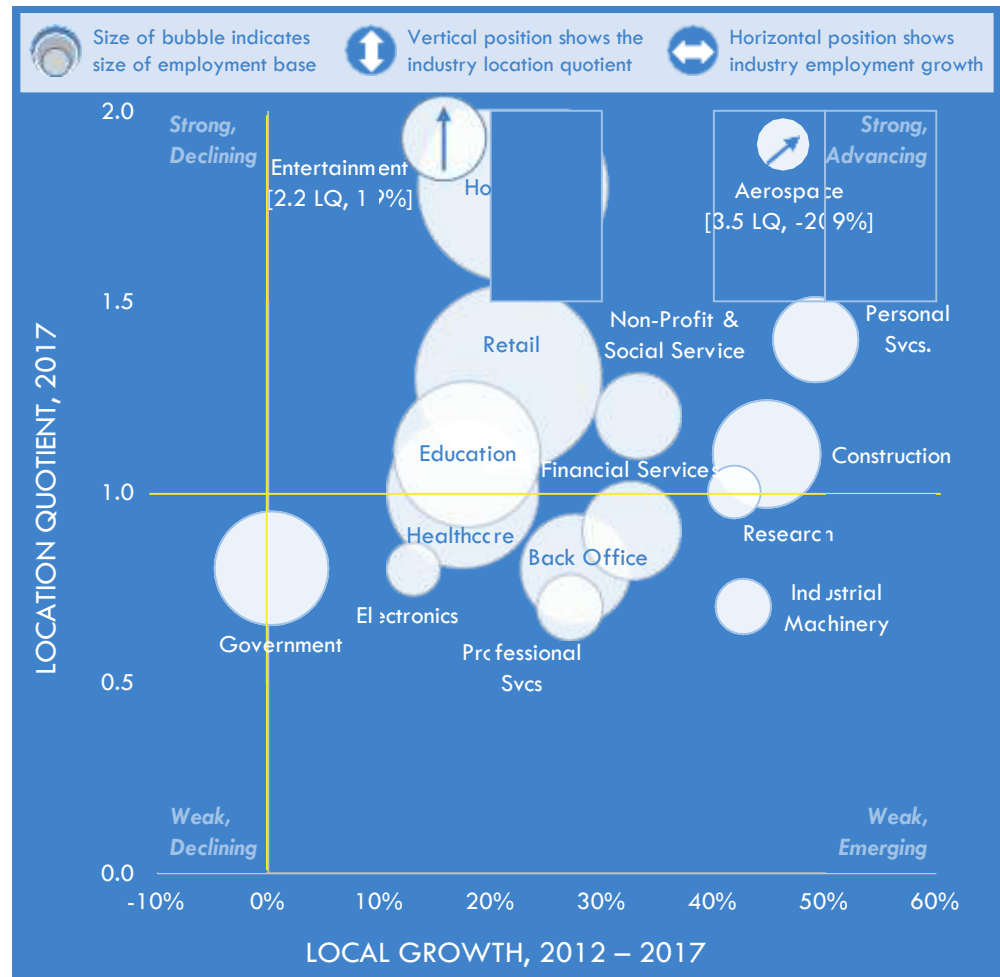
# St. Johns County, continued

The graphic to the right illustrates industry location quotient (LQ) data (vertical axis), total employment (size of the bubble), and growth rates (horizontal axis) for St. Johns County. Location quotients reflect the concentration of employment in a community's industries relative to the US average (1.0). An industry with an LQ of 2.0, for example, has twice the concentration of jobs locally compared to the US. Fast-growing industries with below average LQs (<1.0) are emerging and often could be considered as economic development targets. Industries with high LQs but slowing growth could be in need of focused support.

Virtually all major industries in St. Johns County grew between 2012 and 2017. The fastest growing industries included Aerospace (200+% job growth), Personal Services (49%), Construction (45%), Industrial Machinery (43%), and Research (42%). The three largest industries in St. Johns County by total employment include Hospitality, Retail, and Healthcare. All three industries posted double-digit job gains between 2012 and 2017.

St. Johns County features more than three times as many Aerospace jobs as the US average. Entertainment employment is more than twice as concentrated. Other relatively concentrated industries include Hospitality (40% more concentrated than the US average), Retail (20%), and Non-Profits & Social Services (20%).

ST. JOHNS COUNTY MAJOR INDUSTRIES PAST PERFORMANCE  
2012 - 2017



Only industries with more than 700 jobs displayed

SOURCE: AVALANCHE CONSULTING / EMSI

