

Economic Growth Guide 2008



Demographics
Housing
Population
Labor & Employment
Construction
Commercial Real Estate
Retail
Export & Trade



where the future **leads**

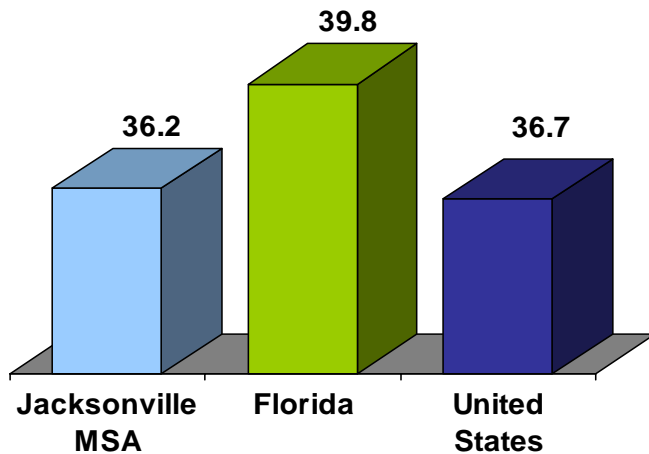
3 Independent Drive
Jacksonville, Florida 32202
904-366-6680
www.expandinjax.com

Jacksonville Regional Overview

(The Jacksonville Region consists of Baker, Clay, Duval, Flagler, Nassau, Putnam and St. Johns counties)

Population	1,457,666
Households	578,708
Land Area	4,428 sq. miles
Labor Force, 2006 Annual	649,056
Unemployment, 2006 Annual	3.3%
Median Household Income	\$51,572
Per Capita Income	\$25,759
Cost of Living Index (<i>National Average = 100</i>)	99.4

Sources: Decision Data, 2007; Florida Agency for Workforce Innovation; ACCRA Cost of Living Index, 3rd Quarter 2007



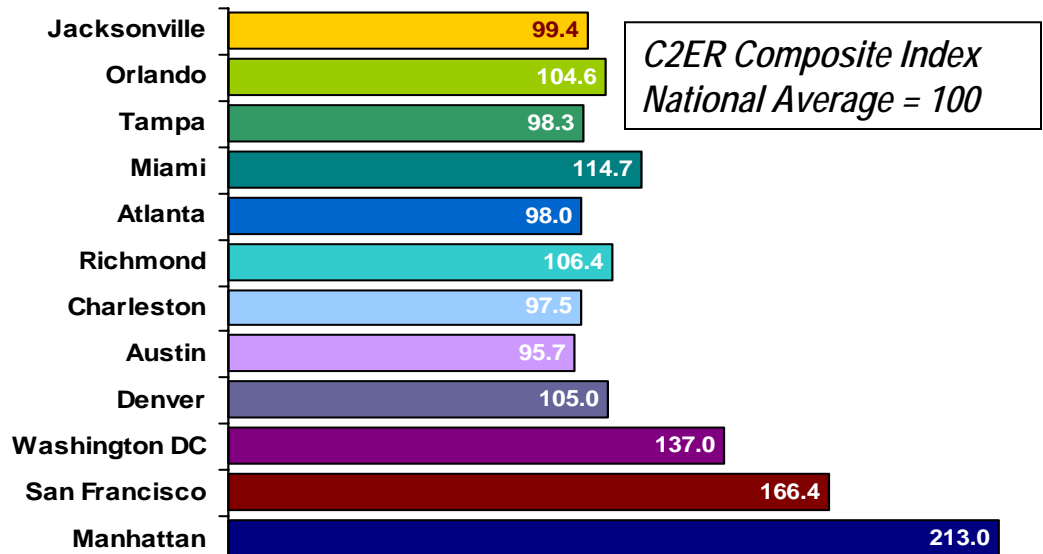
Median Age Comparison

(The Jacksonville MSA consists of Baker, Clay, Duval, Nassau and St. Johns counties)

Source: Decision Data, 2007

Cost of Living Jacksonville MSA

Source: ACCRA- Cost of Living Index, 3rd Quarter 2007

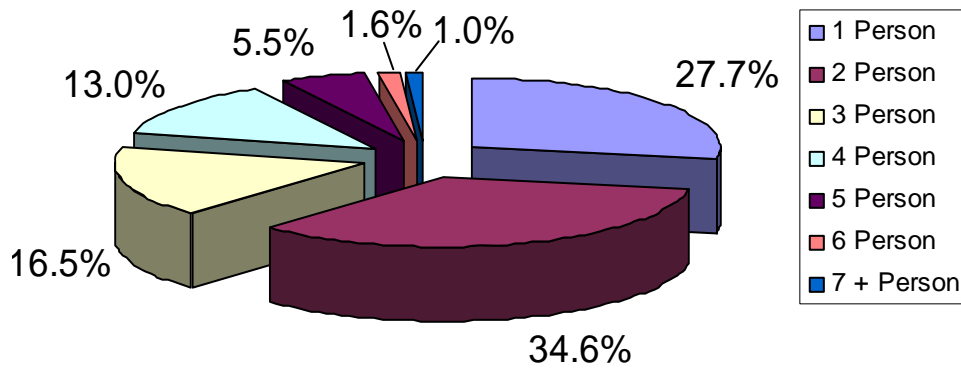
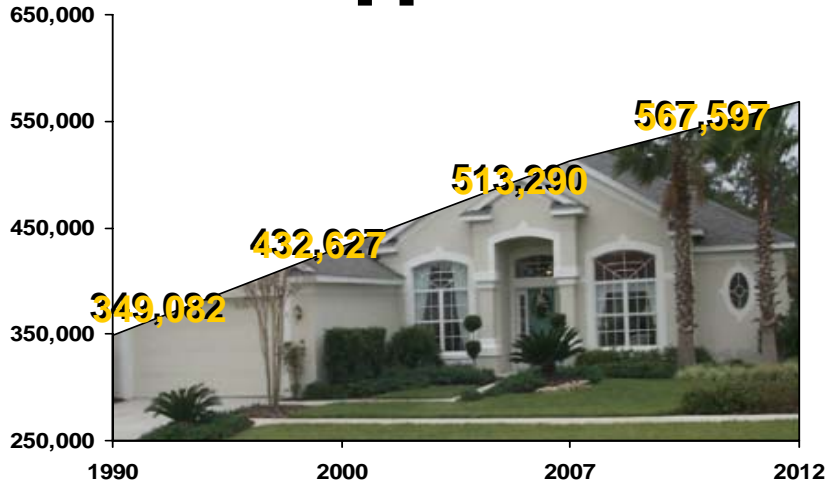


C2ER Composite Index
National Average = 100

HOUSEHOLDS

Total Household Growth Jacksonville MSA

Source: Decision Data, 2007

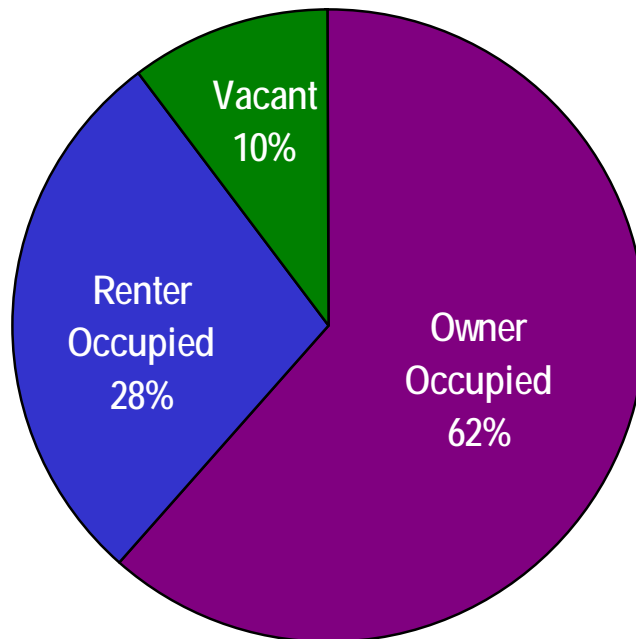


Household Size Jacksonville MSA

Source: Decision Data, 2007

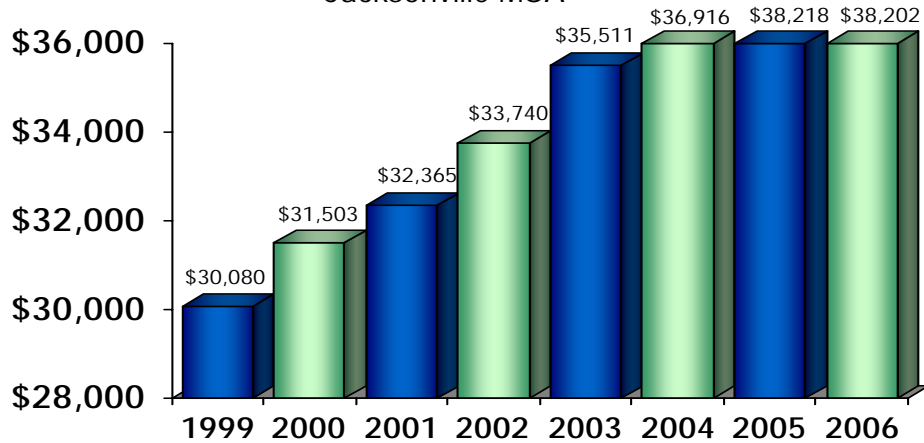
Housing Units Jacksonville MSA

Source: Decision Data, 2007



Average Annual Wage Growth

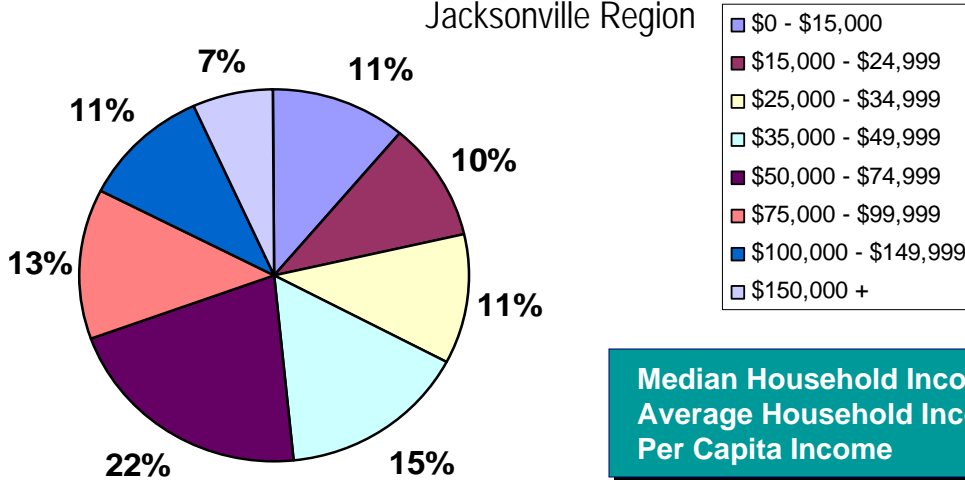
Jacksonville MSA



Source: Florida Agency for Workforce Innovation, Quarterly Census of Employment & Wages (ES-202) reports

Households by Income

Jacksonville Region



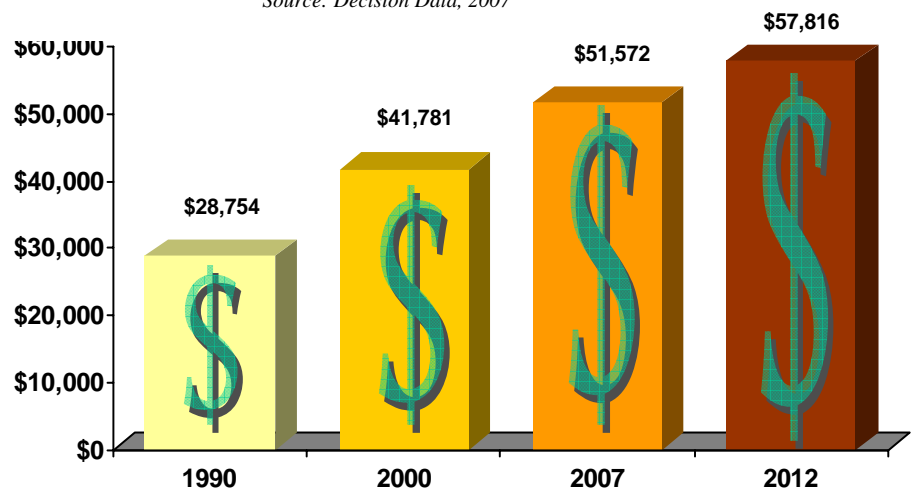
Median Household Income	\$51,572
Average Household Income	\$63,434
Per Capita Income	\$25,759

Source: Decision Data, 2007

Median Household Income Growth

Jacksonville MSA

Sources: U.S. Census; Decision Data, 2007



HOUSING

City	Housing Index ¹	Median New Home Price ²
Jacksonville, FL	96.2	\$273,521
Orlando, FL	98.5	\$292,593
Tampa, FL	94.0	\$296,884
Charlotte, NC	75.1	\$230,131
Charleston, SC	91.1	\$270,172
Atlanta, GA	93.5	\$292,227
Austin, TX	81.2	\$226,360

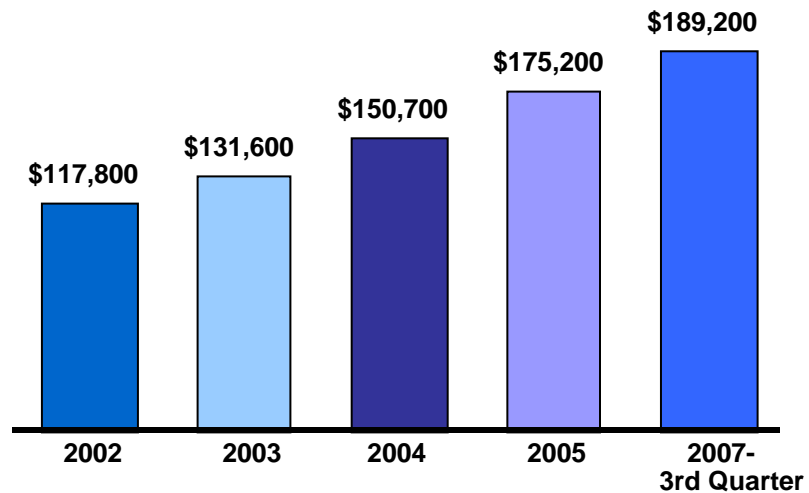
Housing Price Comparison

¹Based on National Average of 100
²Based 2,400 sqft new construction

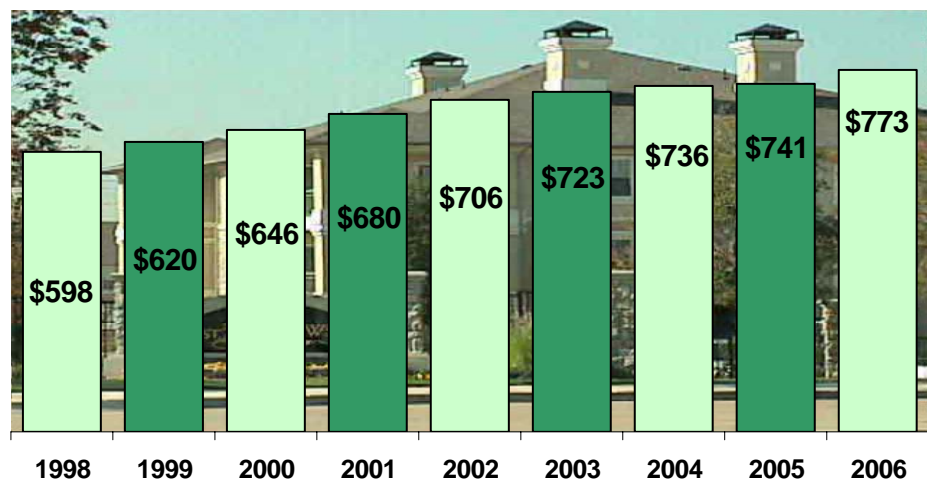
Source: ACCRA- Cost of Living Index, 3rd Quarter 2007

Median Home Sales Price Jacksonville MSA

Source: National Association of Realtors



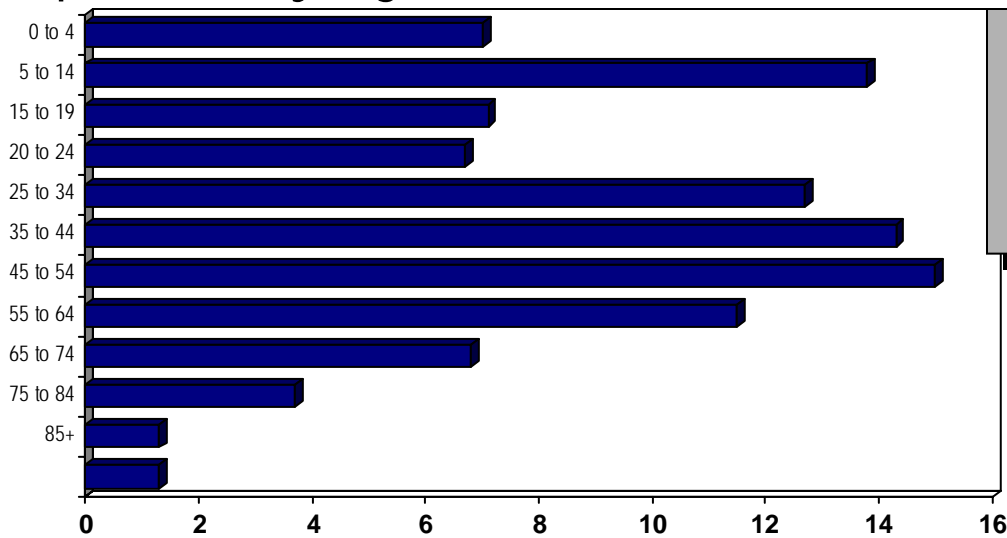
Jacksonville Average Rent Price (2 Bedroom, 2 Bath)



Source: Real Data, Apartment Market Research

POPULATION

Population by Age & Gender



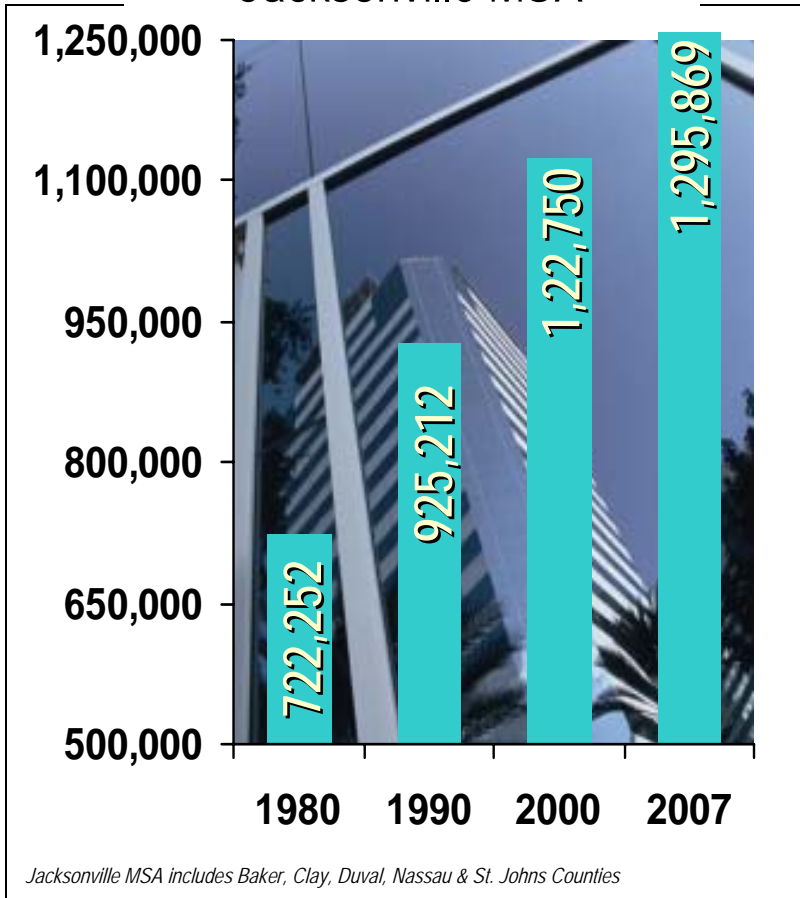
Female: 51.0%
 Median Age = 38.1

Male: 49.0%
 Median Age = 35.8

Source: Decision Data, 2007

Population Growth

Jacksonville MSA



Jacksonville MSA includes Baker, Clay, Duval, Nassau & St. Johns Counties

Source: Decision Data, 2007

County	Population	Growth Rate 1990-2007
Baker County	1990: 18,487 2007: 24,585	24.8%
Clay County	1990: 105,986 2007: 189,130	43.9%
Duval County	1990: 672,968 2007: 846,356	20.5%
Flagler County	1990: 28,701 2007: 37,516	23.5%
Nassau County	1990: 43,942 2007: 65,196	32.6
Putnam County	1990: 65,070 2007: 74,929	13.1%
St. Johns County	1990: 83,829 2007: 176,602	52.5%

Jacksonville MSA	28.6%
Northeast Florida	30.1%
Florida	30.0%
United States	17.6%

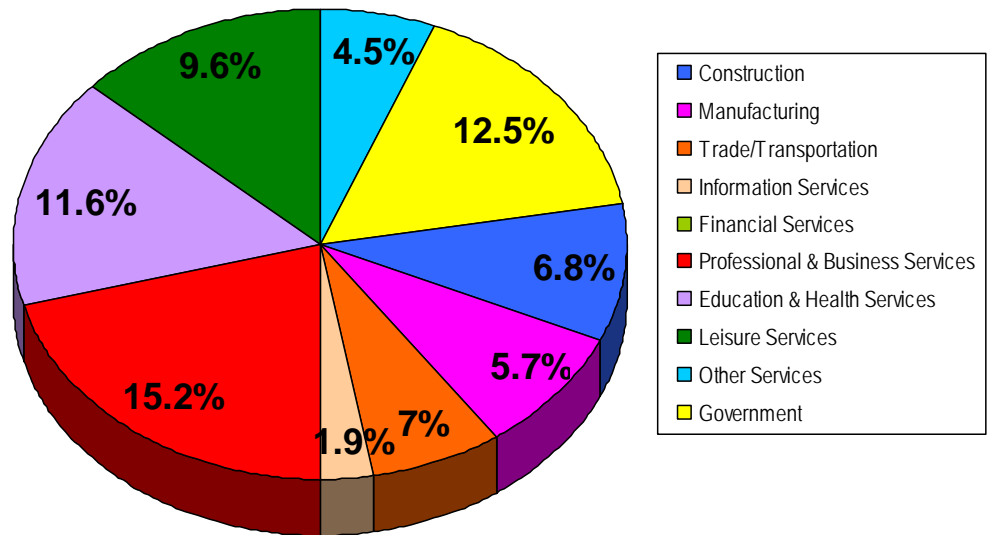
LABOR & EMPLOYMENT

Labor Force Statistics Northeast Florida, 2006 Annual

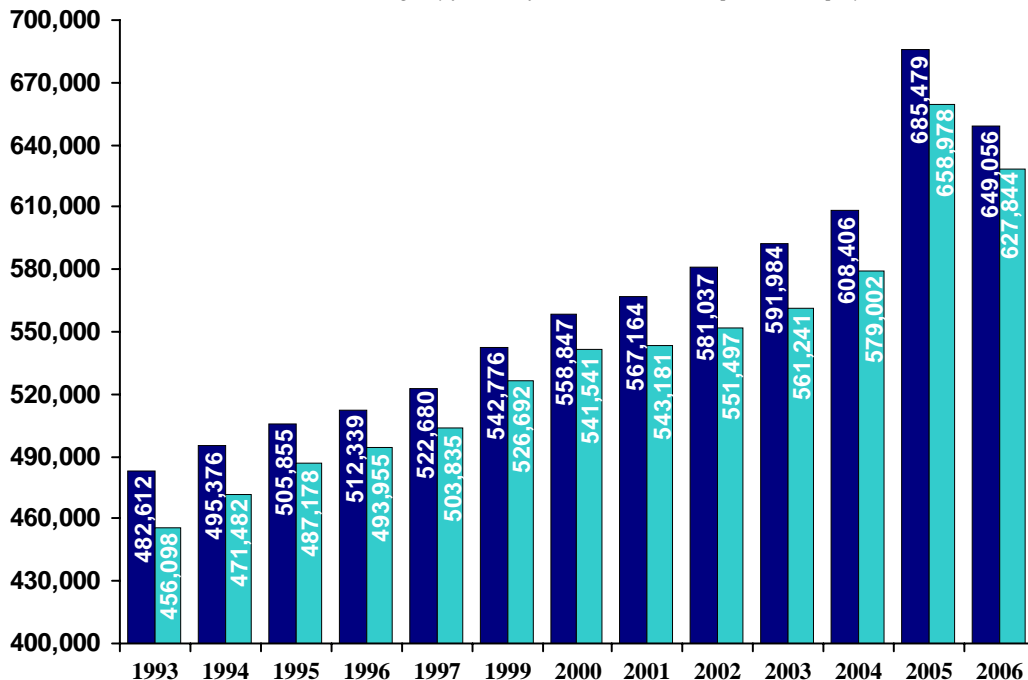
Labor Force.....	649,056
Employment.....	627,844
Unemployment.....	21,212
Unemployment %.....	3.3%

Source: Florida Agency for Workforce Innovation, Local Area Unemployment Statistics, 2006 Annual

Employment by Industry Northeast Florida



Source: Florida Agency for Workforce Innovation, Occupational Employment Statistics, 2006 Annual



Labor & Employment Growth 1993-2006

Jacksonville MSA

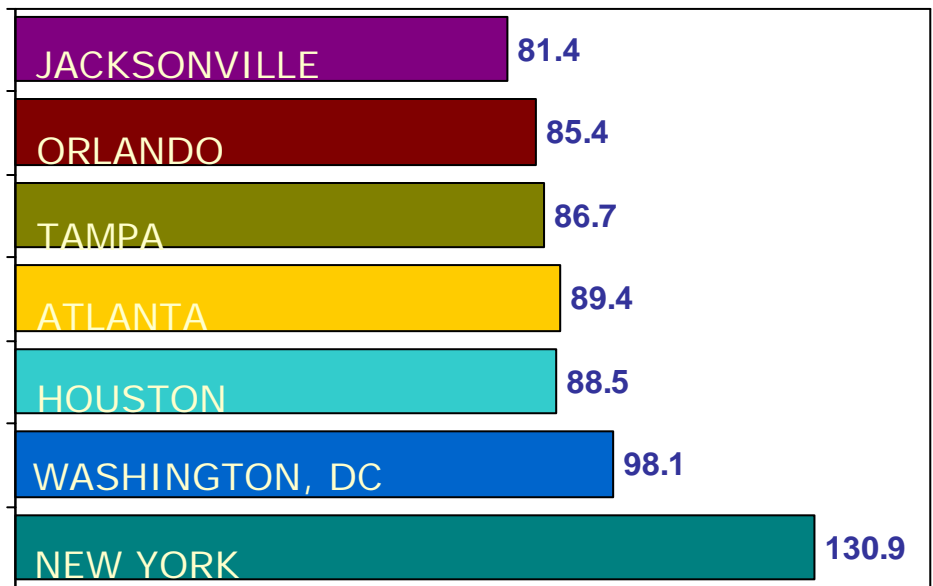
- Labor Force
- Employment

Source: U.S. Department of Labor, Bureau of Labor Statistics

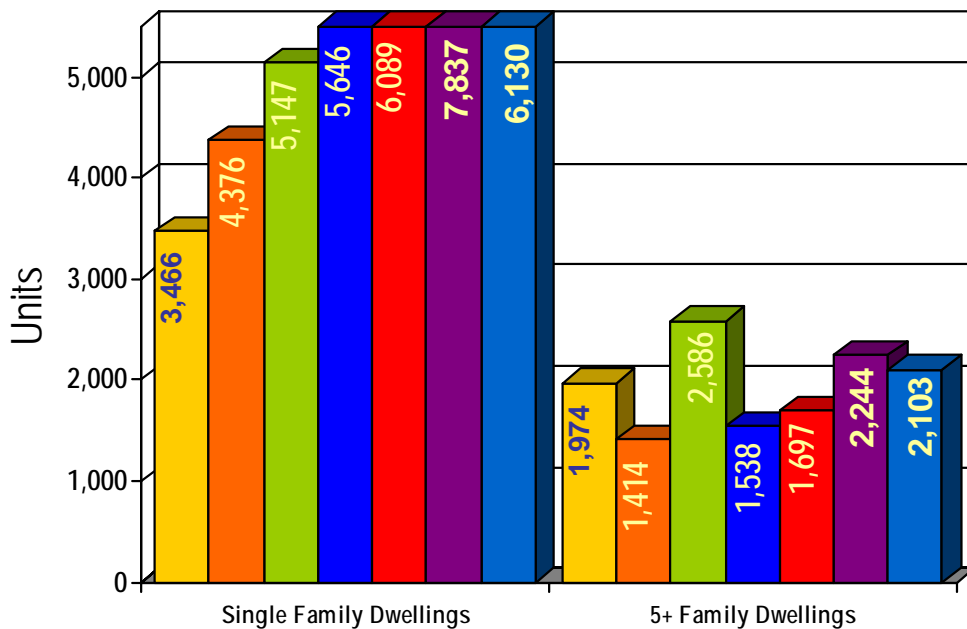
C ONSTRUCTION

Construction Cost Comparison

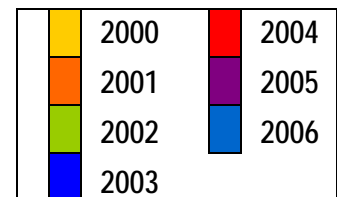
National Average = 100



Source: RS Means Building Construction Cost Data, 2007



New Home Construction City of Jacksonville



Source: City of Jacksonville, Office of Building Inspection Annual Reports 2000-2006

Total Constructed Value in millions

	SINGLE FAMILY	5+ FAMILY DWELLINGS	CONDOS
2002	\$645.5	\$96.6	\$14.3
2003	\$717.9	\$57.9	\$132.5
2004	\$872.4	\$97.4	\$220.2
2005	\$1,212.3	\$426.1	\$355.1
2006	\$966.0	\$122.5	\$97.7

Commercial Construction Starts

Number of Permits
City of Jacksonville

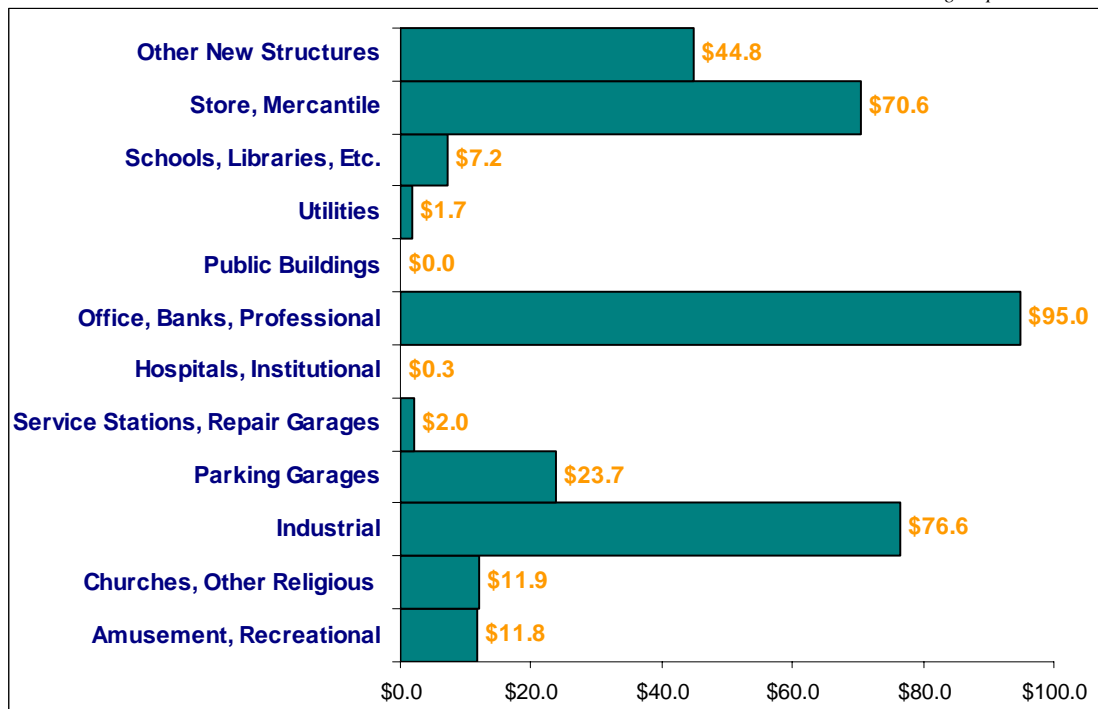
Source: City of Jacksonville, Office of Building
Inspection Annual Reports

Description	2000	2001	2002	2003	2004	2005	2006
Amusement, Recreational	18	10	26	22	11	26	30
Churches, Other Religious	11	15	14	13	15	17	16
Industrial	63	51	27	37	63	31	34
Parking Garages	4	2	1	1	0	5	5
Service Stations, Repair Garages	12	7	4	4	5	5	6
Hospitals, Institutional	0	2	1	10	2	3	1
Office, Banks Professional	105	63	87	108	213	130	280
Public Buildings	5	3	2	1	2	3	0
Utilities	5	2	9	5	1	2	5
Schools, Libraries, etc.	5	6	6	23	10	4	15
Store, Mercantile	61	40	60	86	148	66	94

Commercial Construction Starts, 2006

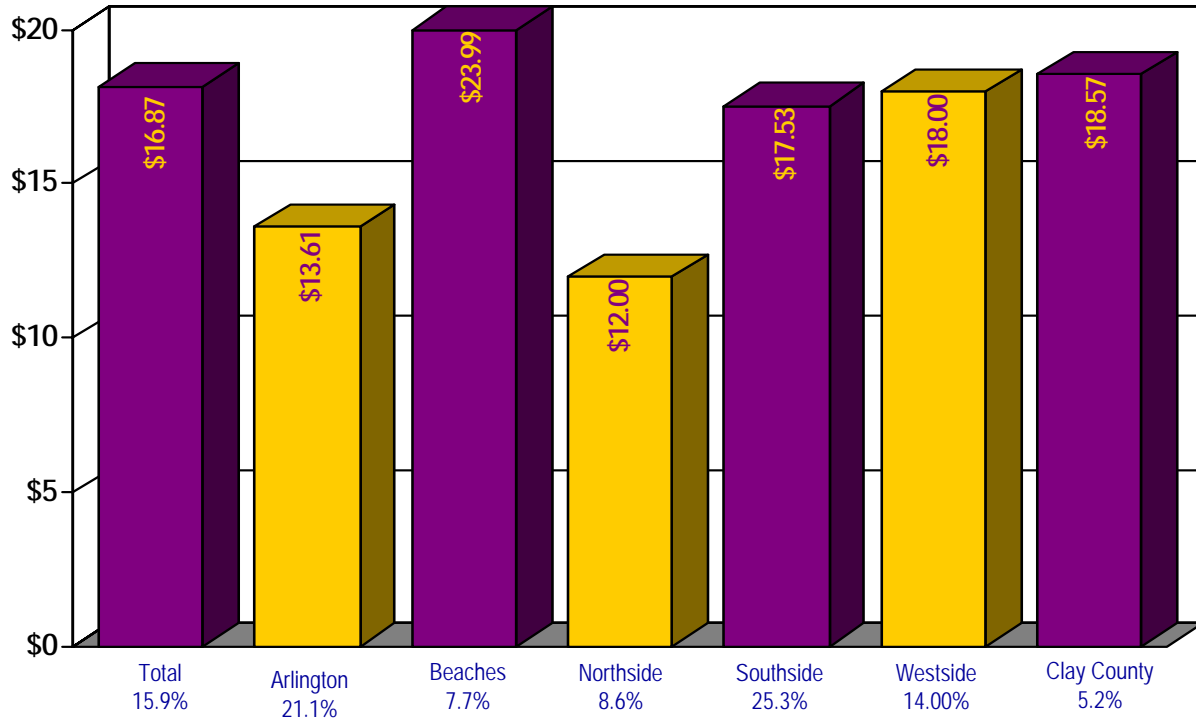
Dollar Value

Source: City of Jacksonville, Office of
Building Inspection Annual Reports 2006



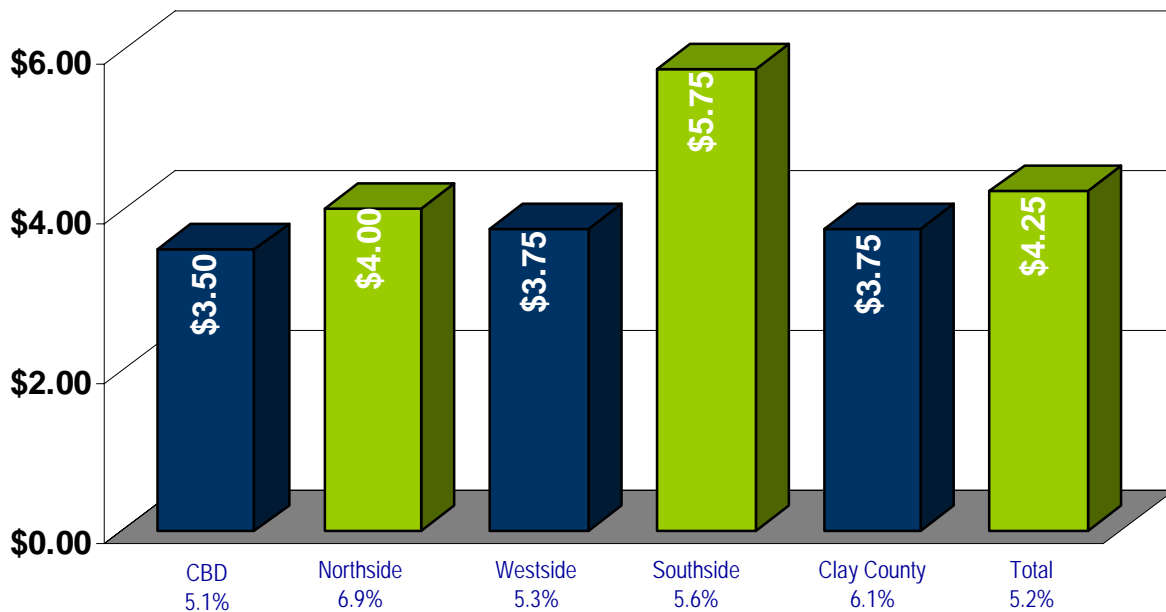
Jacksonville Office Real Estate Market

Weighted Average Lease Rate/square ft. & Vacancy Rate *Source: CB Richard Ellis, Market Index Brief, 3rd Quarter 2007*



Jacksonville Industrial Real Estate Market

Weighted Average Lease Rate/sqft. & Vacancy Rate

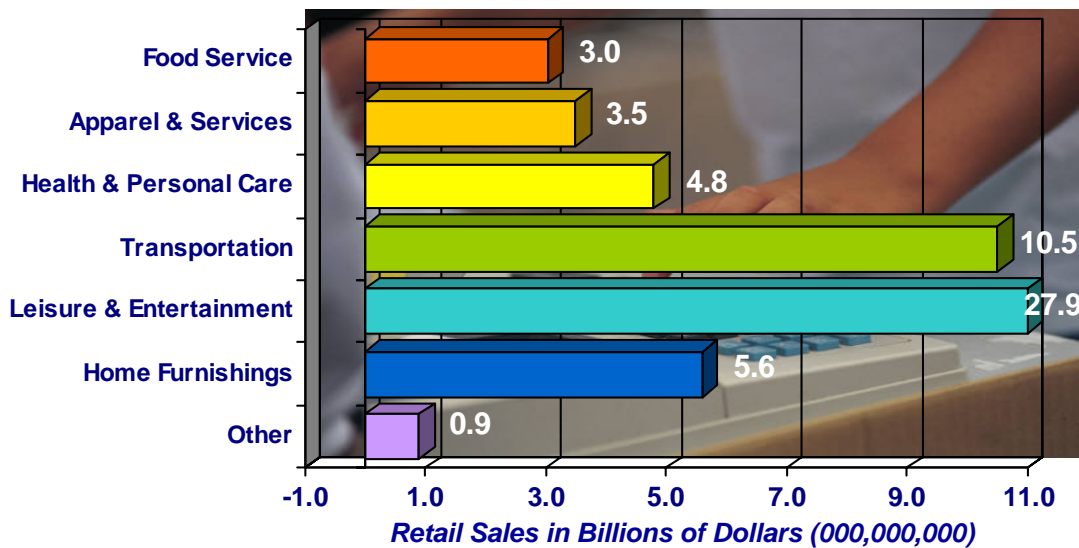
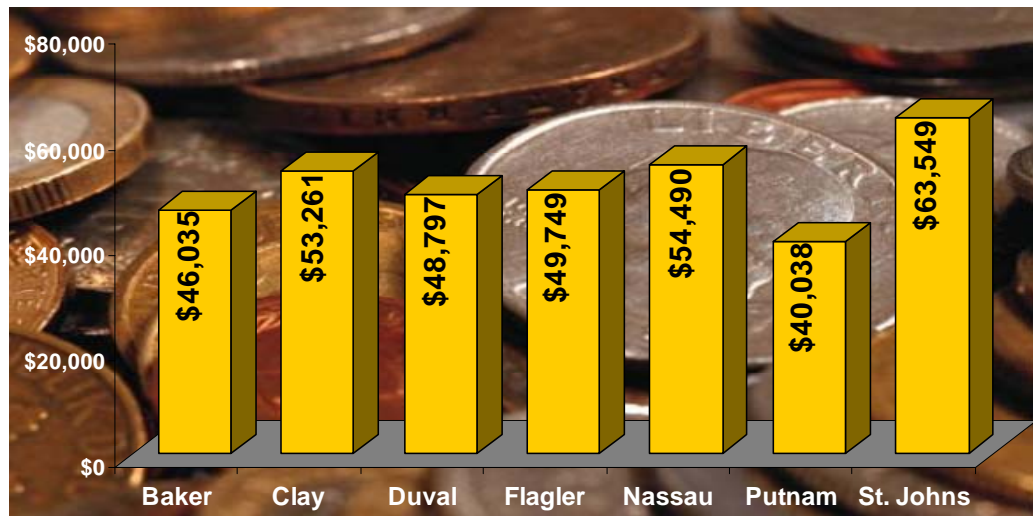


Source: Colliers Dickinson, Industrial Market Report, 3rd Quarter 2007

Average Household Expenditures by County

Northeast Florida Region

Source: Decision Data, 20067



Retail Sales by Category

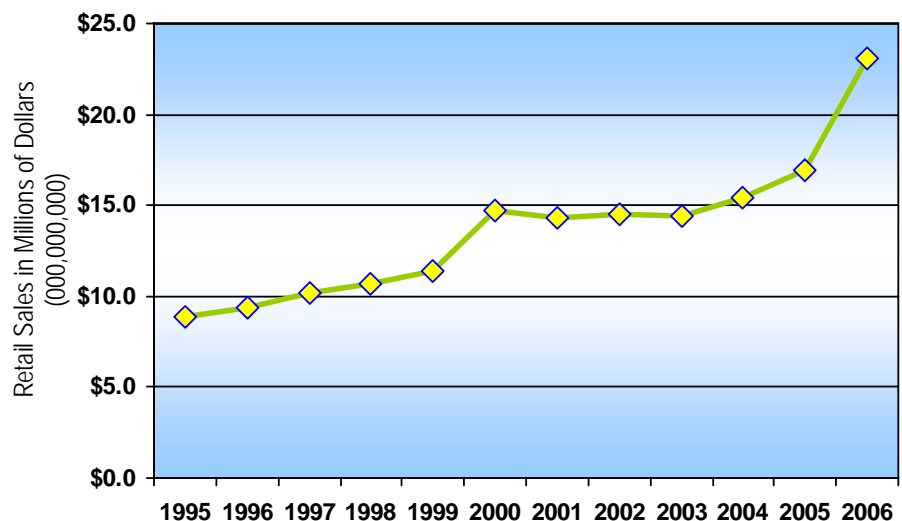
Jacksonville MSA

Source: Florida Statistical Abstract 2006

Retail Sales 1995-2006

Jacksonville MSA

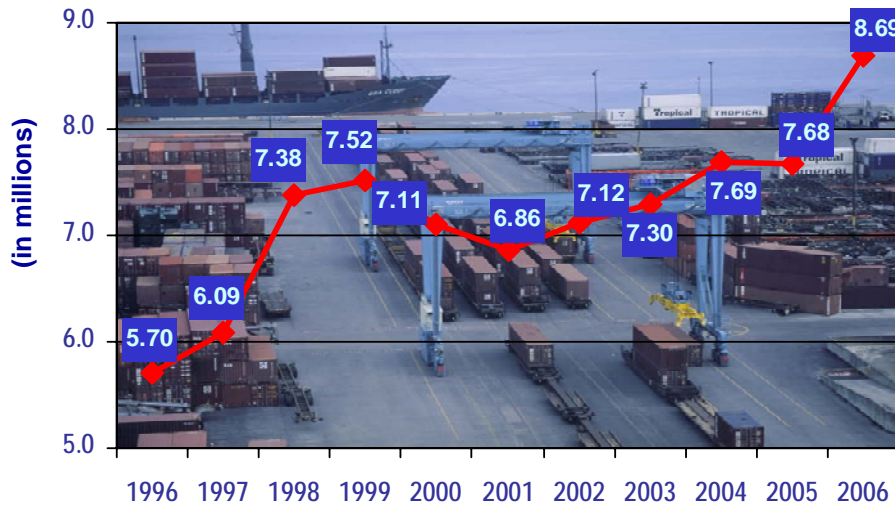
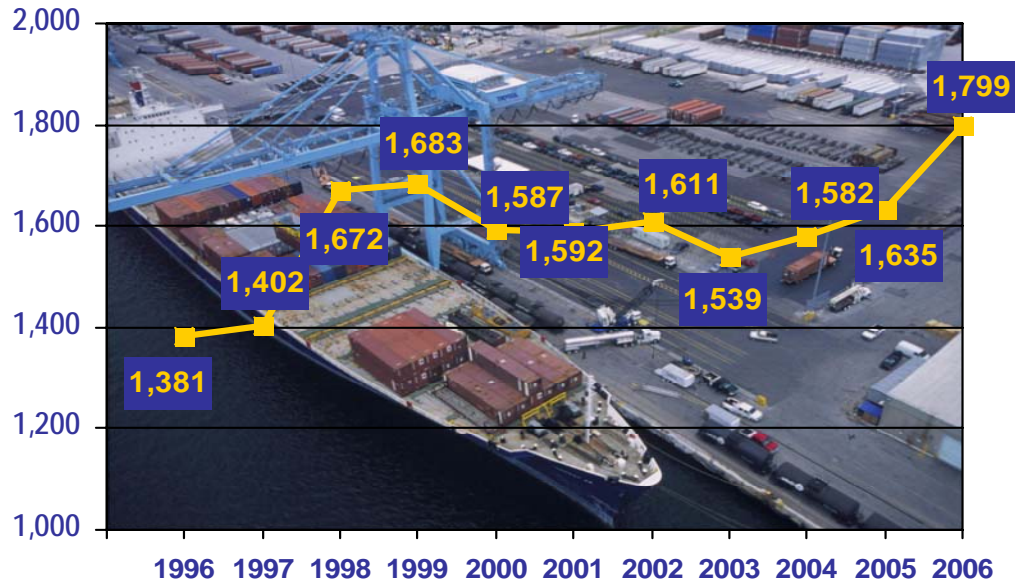
Source: Demographics USA



EXPORT & TRADE

JAXPORT Total Marine Vessel Calls 1996-2006

Source: JAXPORT Public Affairs Office



JAXPORT Total Cargo Tonnage 1995-2006

Source: JAXPORT Public Affairs Office

Jacksonville International Airport

Total Passengers and Cargo
1995-2005

Passengers (in millions)
Cargo (in thousands of pounds)

Source: Jacksonville International Airport

