

Demographic summaries of the 8 counties in the Tampa Bay region

Citrus County		Households
Population		
2013 Estimate	140,540	63,026
2018 Projection	141,267	63,379

Population by Single Race Classification			2013 Estimated Population Age 25 and Over by Educational Attainment		
White	130,061	92.54%	High School Diploma (or GED)	43,351	39.40%
Black or African American	4,100	2.92%	Some College, no degree	24,104	21.91%
American Indian & Alaska Native	474	0.34%	Associate Degree	9,196	8.36%
Asian	2,202	1.57%	Bachelor's Degree	10,175	9.25%
Native Hawaiian & Other Pacific Islander	39	0.03%	Master's Degree	5,580	5.07%
Some Other Race	1,220	0.87%	Professional School Degree	1,376	1.25%
Two or More Races	2,444	1.74%	Doctorate Degree	497	0.45%

2013 Estimated Population Hispanic or Latino			Income	
Hispanic or Latino	7,224	5.14%	2013 Estimated Average Household Income	\$43,452
Not Hispanic or Latino	133,316	94.86%	2013 Estimated Median Household Income	\$32,576

Total Age by Population		
Age 0-17	21,664	15.41%
Age 18-34	18,988	13.51%
Age 35-54	29,359	20.89%
Age 55-64	23,591	16.79%
Age 65+	46,938	33.40%
Median Age	55.11	
Average Age	49.87	

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Industry Composition

	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	24	64	Real Estate Rental & Leasing	401	1,574
Mining & Oil & Gas Extraction	4	24	Professional & Technical Services	513	2,1115
Utilities	15	175	Management of Companies & Enterprises	4	53
Construction	841	3,846	Administrative & Support Services	443	1,365
Manufacturing	133	1,169	Education	85	2,733
Wholesale Trade	188	1,260	Healthcare & Social Assistance	920	8,078
Retail Trade	899	7,218	Arts, Entertainment, & Recreation	125	1,276
Transportation & Warehousing	125	567	Accommodation & Food Services	314	3,795
Information	84	707	Other Services	812	3,001
Finance & Insurance	336	1,182	Government	168	2,849
			Total	6,434	43,051

Source: 2013 Nielsen Estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Clearwater		Households
Population		
2013 Estimates	109,032	48,313
2018 Projections	111,556	49,588

Population by Single Race Classification			2013 Estimated Population 25 and Over by Educational Attainment		
White	85,871	78.76%	High School Diploma (or GED)	23,896	29.84%
Black or African American	12,105	11.10%	Some College, no degree	17,417	21.75%
American Indian & Alaska Native	512	0.47%	Associate Degree	6,820	8.52%
Asian	2,457	2.25%	Bachelor's Degree	14,493	18.10%
Native Hawaiian & Other Pacific Islander	166	0.15%	Master's Degree	4,767	5.95%
Some Other Race	5,052	4.63%	Professional School Degree	1,664	2.08%
Two or More Races	2,869	2.63%	Doctorate Degree	837	1.05%

2013 Estimated Population - Hispanic or Latino		Income	
Hispanic or Latino	17,084 15.67%	2013 Estimated Average Household Income	\$56,035
Not Hispanic or Latino	91,948 84.33%	2013 Estimated Median Household Income	\$38,427

Total Population by Age		
Age 0-17	20,271	18.59%
Age 18-34	22,070	20.24%
Age 35-54	28,177	25.84%
Age 55-64	15,550	14.26%
Age 65+	22,964	21.06%
Median Age	44.37	
Average Age	43.44	

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Industry Composition

	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	5	17	Real Estate Rental & Leasing	593	3,314
Mining & Oil & Gas Extraction	1	4	Professional & Technical Services	1,046	5,661
Utilities	4	45	Management of Companies & Enterprises	5	27
Construction	504	3,113	Administrative & Support Services	465	2,600
Manufacturing	213	2,557	Education	108	2,917
Wholesale Trade	227	6,981	Healthcare & Social Assistance	1,535	10,551
Retail Trade	1,099	13,805	Arts, Entertainment, & Recreation	133	1,157
Transportation & Warehousing	163	1,200	Accommodation & Food Services	517	9,384
Information	135	4,207	Other Services	823	5,560
Finance & Insurance	676	4,777	Government	178	5,775
			Total	8,420	83,652

Source: 2013 Nielsen Estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Hernando County	Population	Households
2013 Estimate	174,538	72,238
2018 Projections	179,538	73,855

Population By Single Race Classification			Estimated Population Age 25 and Over by Educational Attainment		
White	154,975	88.68%	High School Diploma (or GED)	47,584	37.14%
Black or African American	9,309	5.33%	Some College, no degree	31,410	24.52%
American Indian & Alaska Native	639	0.37%	Associate Degree	9,980	7.79%
Asian	2,056	1.18%	Bachelor's Degree	14,661	11.44%
Native Hawaiian & Other Pacific Islander	85	0.05%	Master's Degree	4,459	3.48%
Some Other Race	3,770	2.16%	Professional School Degree	1,252	0.98%
Two or More Races	3,925	2.25%	Doctorate Degree	435	0.34%

Estimated Population - Hispanic or Latino			Income	
Hispanic or Latino	20,239	11.58%	2013 Estimated Average Household Income	\$43,112
Not Hispanic or Latino	154,520	88.42%	2013 Estimated median Household Income	\$33,512

Total Population by Age		
Age 0-17	33,816	19.35%
Age 18-34	28,285	16.19%
Age 35-54	40,752	23.32%
Age 55-64	24,584	14.07%
Age 65+	47,322	27.08%
Median Age	48.23	

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Average Age 45.61

Industry Composition

	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	29	135	Real Estate Rental & Leasing	417	2,020
Mining & Oil & Gas Extraction	7	233	Professional & Technical Services	619	2,252
Utilities	4	89	Management of Companies & Enterprises	1	6
Construction	655	2,762	Administrative & Support Services	405	1,531
Manufacturing	157	1,327	Education	97	3,970
Wholesale Trade	195	1,880	Healthcare & Social Assistance	1,120	11,438
Retail Trade	864	9,272	Arts, Entertainment, & Recreation	103	1,063
Transportation & Warehousing	114	588	Accommodation & Food Services	320	4,907
Information	90	1,266	Other Services	805	3,223
Finance & Insurance	456	2,257	Government	163	2,560
			Total	6,621	52,779

Source: 2013 Nielsen Estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Hillsborough County

	Population	Households
2013 Estimate	1,293,525	497,897
2018 Projection	1,392,976	535,787

Population by Single Race

White	907,620	70.17%
Black or African American	219,896	17.00%
American Indian & Alaska Native	4,970	0.38%
Asian	48,016	3.71%
Native Hawaiian & Other Pacific Islander	975	0.08%
Some Other Race	69,098	5.34%
Two or More Races	42,950	3.32%

2013 Population Age 25 and Over by Educational Attainment

High School Diploma (or GED)	240,414	27.99%
Some College, no degree	176,248	20.52%
Associate Degree	76,476	8.90%
Bachelor's Degree	162,563	18.93%
Master's Degree	57,038	6.64%
Professional School Degree	17,340	2.02%
Doctorate Degree	8,661	1.01%

2013 Estimated Population - Hispanic or Latino

Hispanic or Latino	344,319	26.62%	2013 Estimated Average Household Income	\$63,323
Not Hispanic or Latino	949,206	73.38%	2013 Estimated Median Household Income	\$44,470

Total Population by Age

Age 0-17	305,030	23.58%
Age 18-34	312,151	24.13%
Age 35-54	363,349	28.09%
Age 55-64	149,318	11.54%
Age 65+	163,677	12.65%
Median Age	36.66	
Average Age	37.58	

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Industry Composition						
	Establishments	Employment		Establishments	Employment	
Agriculture & Forestry	135	824	Real Estate Rental & Leasing	3,547	20,507	
Mining & Oil & Gas Extraction	17	1,134	Professional & Technical Services	7,865	55,361	
Utilities	39	31,491	Management of Companies & Enterprises	63	910	
Construction	3,973	31,491	Administrative & Support Services	3,087	26,228	
Manufacturing	1,517	29,374	Education	1,052	51,043	
Wholesale Trade	2,470	35,064	Healthcare & Social Assistance	10,726	102,229	
Retail Trade	7,628	86,534	Arts, Entertainment, & Recreation	912	11,320	
Transportation & Warehousing	1,063	14,717	Accommodation & Food Services	3,136	64,010	
Information	961	17,427	Other Services	6,245	33,217	
Finance & Insurance	4,407	31,008	Government	710	21,156	
			Total	59,553	634,477	

Source: 2013 Nielsen Estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Lakeland	Population	Households
2013 Estimate	242,422	93,448
2018 Projection	252,014	96,958

Population by Single Race Classification				2013 Estimated Population Age 25 & Over by Educational Attainment		
White	184,143	76.95%	High School Diploma (or GED)	56,312	34.65%	
Black or African American	35,124	14.49%	Some College, no degree	32,999	20.30%	
American Indian & Alaska Native	1,017	0.42%	Associate Degree	13,783	8.48%	
Asian	5,353	2.21%	Bachelor's Degree	22,827	14.04%	
Native Hawaiian & Other Pacific Islander	164	0.07%	Master's Degree	7,585	4.67%	
Some Other Race	10,066	4.15%	Professional School Degree	1,989	1.22%	
Two or More Races	6,555	2.70%	Doctorate Degree	1,109	0.68%	

2013 Estimated Population - Hispanic or Latino			Income	
Hispanic or Latino	35,465	14.63%	2013 Estimated Average Household Income	\$52,063
Not Hispanic or Latino	206,957	85.37%	2013 Estimated Median Household Income	\$39,494

Total Population by Age		
Age 0-17	56,404	23.27%
Age 18-34	52,036	21.47%
Age 35-54	61,519	25.38%
Age 55-64	29,813	12.30%
Age 65+	42,650	17.59%
Median Age	39.40	
Average Age	39.84	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition					
	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	31	263	Real Estate Rental & Leasing	598	2,687
Mining & Oil & Gas Extraction	0	0	Professional & Technical Services	1,069	7,193
Utilities	6	33	Management of Companies & Enterprises	3	32
Construction	823	5,472	Administrative & Support Services	509	3,505
Manufacturing	316	6,517	Education	172	7,118
Wholesale Trade	485	5,973	Healthcare & Social Assistance	1,709	20,665
Retail Trade	1,375	15,608	Arts, Entertainment, & Recreation	105	1,052
Transportation & Warehousing	177	3,536	Accommodation & Food Services	461	8,030
Information	116	1,317	Other Services	1,177	6,266
Finance & Insurance	734	8,166	Government	125	4,386
			Total	9,991	107,819

Source: 2013 Nielsen Estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Manatee County	Population	Households
2013 Estimate	333,951	139,934
2018 Projection	352,747	147,457

Population by Single Race Classification			2013 Estimated Population 25 and Over by Educational Attainment		
White	270,318	80.95%	High School Diploma (or GED)	78,395	32.57%
Black or African American	29,525	8.84%	Some College, no degree	50,487	20.98%
American Indian & Alaska Native	1,112	0.33%	Associate Degree	19,424	8.07%
Asian	6,041	1.81%	Bachelor's Degree	37,853	15.73%
Native Hawaiian & Other Pacific Islander	244	0.07%	Master's Degree	15,981	6.64%
Some Other Race	19,477	5.83%	Professional School Degree	4,113	1.71%
Two or More Races	7,234	2.17%	Doctorate Degree	2,457	1.02%

2013 Estimated Population - Hispanic or Latino			Income	
Hispanic or Latino	54,072	16.19%	2013 Estimated Average Household Income	\$58,234
Not Hispanic or Latino	279,879	83.81%	2013 Estimated Median Household Income	\$42,022

Total Population by Age		
Age 0-17	68,599	20.99%
Age 18-34	58,194	17.43%
Age 35-54	79,335	23.76%
Age 55-64	46,139	13.82%
Age 65+	81,684	24.46%
Median Age	45.97	
Average Age	44.07	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition						
	Establishments	Employment		Establishments	Employment	
Agriculture & Forestry	78	1,096	Real Estate Rental & Leasing	1,082	5,038	
Mining & Oil & Gas Extraction	11	38	Professional & technical Services	1,386	5,873	
Utilities	11	65	Management of Companies & Enterprises	9	92	
Construction	1,390	9,675	Administrative & Support Services	810	4,438	
Manufacturing	442	10,794	Education	218	7,374	
Wholesale Trade	495	6,143	Healthcare & Social Assistance	2,423	24,218	
Retail Trade	2,021	21,138	Arts, Entertainment, & Recreation	279	3,597	
Transportation & Warehousing	257	2,551	Accommodation & Food Services	791	12,670	
Information	208	1,580	Other Services	1,666	7,316	
Finance & Insurance	936	4,079	Government	246	4,571	
			Total	14,759	132,391	

Source: 2013 Nielsen estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Pasco County	Population	Households
2013 Estimates	472,388	191,029
2018 Projections	488,439	196,192

Population by Single Race Classification			2013 Estimated Population Age 25 and Over by Educational Attainment		
White	409,972	86.79%	High School Diploma (or GED)	113,451	33.64%
Black or African American	23,739	5.03%	Some College, no degree	77,879	23.09%
American Indian & Alaska Native	1,679	0.36%	Associate's Degree	31,568	9.36%
Asian	11,278	2.39%	Bachelor's Degree	48,422	14.36%
Native Hawaiian & Other Pacific Islander	305	0.06%	Master's Degree	15,096	4.48%
Some Other Race	13,781	2.92%	Professional School Degree	2,977	0.88%
Two or More Races	11,634	2.46%	Doctorate Degree	2,070	0.81%

2013 Estimated Population - Hispanic or Latino		Income
Hispanic or Latino	62,424 13.21%	2013 Estimated Average Household Income \$55,642
Not Hispanic or Latino	409,964 86.79%	2013 Estimated Median Household Income \$42,474

Total Population by Age		
Age 0-17	98,951	20.95%
Age 18-34	83,697	17.72%
Age 35-54	124,812	26.42%
Age 55-64	61,368	12.99%
Age 65+	103,560	21.92%
Median Age	44.16	
Average Age	42.92	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition						
	Establishments	Employment		Establishments	Employment	
Agriculture & Forestry	75	363	Real Estate Rental & Leasing	1,009	4,023	
Mining & Oil & Gas Extraction	7	20	Professional & Technical Services	1,434	6,549	
Utilities	27	389	Management of Companies & Enterprises	9	57	
Construction	1,716	8,520	Administrative & Support Services	1,119	5,571	
Manufacturing	444	3,797	Education	292	13,219	
Wholesale Trade	529	3,257	Healthcare & Social Assistance	2,851	26,793	
Retail Trade	2,444	23,952	Arts, Entertainment, & Recreation	273	2,055	
Transportation & Warehousing	334	2,044	Accommodation & Food Services	854	12,553	
Information	217	1,444	Other Services	2,030	8,525	
Finance & Insurance	1,001	3,678	Government	287	8,252	
			Total	16,952	135,061	

Source: 2013 Nielsen estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Pinellas County	Population	Households
2013 Estimate	926,610	420,854
2018 Projection	951,364	432,921

Population by Single Race Classification			2013 Estimated Population Age 25 and Over by Educational Attainment		
White	753,362	81.30%	High School Diploma (or GED)	212,092	30.46%
Black or African American	98,516	10.63%	Some College, no degree	153,497	22.05%
American Indian & Alaska Native	2,954	0.32%	Associate Degree	60,157	8.64%
Asian	29,320	3.16%	Bachelor's Degree	127,565	18.32%
Native Hawaiian & Other Pacific Islander	900	0.10%	Master's Degree	41,264	5.93%
Some Other Race	20,026	2.16%	Professional School Diploma	12,432	1.79%
Two or More Races	21,532	2.32%	Doctorate Degree	7,124	1.02%

2013 Estimated Population - Hispanic or Latino			Income	
Hispanic or Latino	81,533	8.80%	2013 Estimated Average Household Income	\$58,645
Not Hispanic or Latino	845,077	91.20%	2013 Estimated Median Household Income	\$42,117

Total Population by Age		
Age 0-17	161,434	17.42%
Age 18-34	168,361	18.17%
Age 35-54	246,587	26.61%
Age 55-64	141,491	15.27%
Age 65+	208,737	22.53%
Median Age	46.93	
Average Age	44.93	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition					
	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	37	143	Real Estate Rental & Leasing	3,065	15,687
Mining & Oil & Gas Extraction	8	21	Professional & Technical Services	4,997	33,627
Utilities	22	1,813	Management of Companies & Enterprises	30	360
Construction	2,964	22,078	Administrative & Support Services	2,369	14,902
Manufacturing	1,597	32,203	Education	684	23,533
Wholesale Trade	1,632	26,104	Healthcare & Social Assistance	7,893	76,253
Retail Trade	6,113	66,146	Arts, Entertainment, & Recreation	846	8,526
Transportation & Warehousing	784	8,374	Accommodation & Food Services	2,827	46,969
Information	699	21,510	Other Services	5,059	27,877
Finance & Insurance	3,427	28,410	Government	781	24,085
			Total	45,834	478,621

Source: 2013 Nielsen estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Polk County

	Population	Households
2013 Estimate	618,135	232,425
2018 Projection	647,038	242,625

Population by Single Race Classification

White	457,342	73.99%
Black or African American	92,578	14.98%
American Indian & Alaska Native	2,881	0.47%
Asian	11,026	1.78%
Native Hawaiian & Other Pacific Islander	404	0.07%
Some Other Race	37,586	6.08%
Two or More Races	16,318	2.64%

2013 Estimated Population Age 25 and Over by Educational Attainment

High School Diploma (or GED)	150,109	35.98%
Some College, no degree	82,659	19.81%
Associate Degree	33,034	7.92%
Bachelor's Degree	52,209	12.52%
Master's Degree	15,951	3.82%
Professional School Degree	3,739	0.90%
Doctorate Degree	2,806	0.67%

2013 Estimated Population - Hispanic or Latino

Hispanic or Latino	121,838	19.71%	2013 Estimated Average Household Income	\$48,094
Not Hispanic or Latino	496,297	80.29%	2013 Estimated Median Household Income	\$37,137

Total Population by Age

Age 0-17	144,831	23.43%
Age 18-34	128,514	20.79%
Age 35-54	152,664	24.70%
Age 55-64	75,127	12.15%
Age 65+	116,999	18.93%
Median Age	39.86	
Average Age	40.22	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition

	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	156	5,161	Real Estate Rental & leasing	1,356	5,985
Mining & Oil & Gas Extraction	7	50	Professional & Technical Services	2,126	11,892
Utilities	37	409	Management of Companies & Enterprises	12	95
Construction	1,908	13,565	Administrative & Support Services	1,085	8,520
Manufacturing	708	14,087	Education	392	17,592
Wholesale Trade	959	13,753	Healthcare & Social Assistance	3,409	38,201
Retail Trade	2,999	33,184	Arts, Entertainment, & Recreation	264	2,840
Transportation & Warehousing	500	6,360	Accommodation & Food Services	1,156	17,250
Information	294	2,632	Other Services	2,685	12,413
Finance & Insurance	1,507	11,008	Government	572	17,323
			Total	22,131	232,320

Source: 2013 Nielsen estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Sarasota County	Population	Households
2013 Estimate	387,680	179,677
2018 Projection	403,420	187,230

Population by Single Race Classification			2013 Estimated Population Age 25 and Over by Educational Attainment		
White	347,235	89.57%	High School Diploma (or GED)	97,343	32.07%
Black or African American	18,608	4.80%	Some College, no degree	68,181	22.44%
American Indian & Alaska Native	982	0.25%	Associate Degree	25,928	8.54%
Asian	5,467	1.41%	Bachelor's Degree	50,875	16.76%
Native Hawaiian & Other Pacific Islander	145	0.04%	Master's Degree	23,816	7.85%
Some Other Race	8,549	2.21%	Professional School Degree	7,088	2.34%
Two or More Races	6,694	1.73%	Doctorate Degree	4,019	1.32%

2013 Estimated Population - Hispanic or Latino			Income	
Hispanic or Latino	34,024	8.78%	2013 Estimated Average Household Income	\$48,094
Not Hispanic or Latino	353,656	91.22%	2013 Estimated Median Household Income	\$37,137

Total Population by Age		
Age 0-17	59,586	15.37%
Age 18-34	56,703	14.47%
Age 35-54	85,409	22.03%
Age 55-64	59,917	15.46%
Age 65+	126,686	32.68%
Median Age	53.53	
Average Age	49.56	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition						
	Establishments	Employment		Establishments	Employment	
Agriculture & Forestry	56	643	Real Estate Rental & Leasing	1,864	9,633	
Mining & Oil & gas Extraction	13	80	Professional & Technical Services	3,088	14,640	
Utilities	21	266	Management of Companies & Enterprises	20	192	
Construction	2,676	12,189	Administrative & Support Services	1,471	8,047	
Manufacturing	656	8,275	Education	336	9,099	
Wholesale Trade	727	5,148	Healthcare & Social Assistance	4,352	48,752	
Retail Trade	3,178	30,404	Arts, Entertainment, & Recreation	438	4,695	
Transportation & Warehousing	382	2,612	Accommodation & Food Services	1,176	19,513	
Information	396	4,191	Other Services	2,557	12,715	
Finance & Insurance	1,739	9,561	Government	360	11,810	
			Total	25,506	213,555	

Source: 2013 Nielsen estimates

Demographic summaries of the 8 counties in the Tampa Bay region

Tampa		Households
Population		
2013 Estimate	352,284	143,256
2018 Projection	374,991	153,659

Population by Single Race Classification			2013 Estimated Population Age 25 and Over by Educational Attainment		
White	220,694	62.65%	High School Diploma (or GED)	62,805	27.06%
Black or African American	91,122	25.87%	Some College, no degree	42,856	18.56%
American Indian & Alaska Native	1,313	0.37%	Associate Degree	17,545	7.58%
Asian	13,260	3.76%	Bachelor's Degree	44,997	19.38%
Native Hawaiian & Other Pacific Islander	278	0.08%	Master's Degree	16,604	7.15%
Some Other Race	14,006	3.98%	Professional School Degree	7,438	3.20%
Two or More Races	11,611	3.30%	Doctorate Degree	3,018	1.30%

2013 Estimated Population - Hispanic or Latino		Income
Hispanic or Latino	84,878 24.09%	2013 Estimated Average Household Income \$62,880
Not Hispanic or Latino	267,406 75.91%	2013 Estimated Median Household Income \$38,458

Total Population by Age		
Age 0-17	79,144	22.47%
Age 18-34	95,049	26.98%
Age 35-54	98,090	27.84%
Age 55-64	39,058	11.09%
Age 65+	40,943	11.62%
Median Age	35.40	
Average Age	37.00	

Demographic summaries of the 8 counties in the Tampa Bay region

Industry Composition

	Establishments	Employment		Establishments	Employment
Agriculture & Forestry	14	41	Real Estate Rental & Leasing	1,431	8,664
Mining & Oil & Gas Extraction	10	1,065	Professional & Technical Services	4,578	34,934
Utilities	18	626	Management of Companies & Enterprises	38	760
Construction	1,220	11,395	Administrative & Support Services	1,196	11,900
Manufacturing	558	10,201	Education	412	28,327
Wholesale Trade	898	11,151	Healthcare & Social Assistance	4,273	53,976
Retail Trade	2,928	28,544	Arts, Entertainment, & Recreation	365	6,278
Transportation & Warehousing	406	8,167	Accommodation & Food Services	1,457	29,378
Information	462	13,004	Other Services	2,579	14,859
Finance & Insurance	2,016	18,792	Government	446	15,843
			Total	25,305	307,905

Source: 2013 Nielsen estimates