

Key West and Monroe County Demographics

Key West is an island city some 4 miles long by 1.5 miles wide. The island is located at the southern end of U.S. Highway 1, 153 miles southwest of Miami, Florida and 93 miles northwest of Havana, Cuba, at 24.5 degrees north of the equator. Key West is the county seat of Monroe County. The city occupies the entire island as well as a portion of neighboring Stock Island to the northeast. The principal industry is tourism. The US Navy and Coast Guard maintain presence here as well.

Florida Keys Visitor Person-Trip Estimates

	2003	2004	2005	2006	2007	2008	2009	2010
Key West Overnight Visitors	1,309,559	1,303,633	1,046,111	1,063,752	1,094,647	1,112,978	1,165,327	1,530,200 ¹⁾
Key West Day Trippers	242,268	241,172	237,460	196,794	202,510	205,901	206,263	270,800
Cruise Ship Passengers	1,067,222	934,070	925,795	888,183	816,919	739,218	859,409	850,300
Total Key West Visitors	2,619,049	2,478,875	2,209,366	2,148,729	2,114,076	2,058,097	2,230,999	2,651,300
Key West Lodging Occupancy %	78.8%	78.8%	76.2%	73.5%	75.3%	74.2%	76.9%	78.1%
All Keys Overnight Visitors	2,425,110	2,414,135	1,937,244	2,030,062	2,089,021	2,169,565	2,092,732	2,512,800 ¹⁾
All Keys Day Trippers	448,645	446,615	439,742	375,561	386,469	401,369	370,414	444,700
Cruise Ship Passengers	1,067,222	934,070	925,795	888,183	816,919	739,218	859,409	850,300
Total All Keys Visitors	3,940,977	3,794,820	3,302,781	3,293,806	3,292,409	3,310,152	3,322,555	3,807,800
Monroe County Lodging Occupancy %:	72.2%	71.2%	70.0%	66.5%	68.1%	67.5%	69.4%	70.5%

Note 1) 2010 trend toward lower average length of stay per visitor resulted in greater turnover of guests than indicated solely from occupancy rate increase.

Sources: Monroe County Tourist Development Council; Smith Travel Research

Population:

Year	Monroe County	Key West
1980	63,188	24,382
1990	78,024	24,832
2000	79,589	25,478
2005	75,750	23,935
2010	73,090	24,649

Military - NAS Key West (October 2009 Est)

Base Uniform Personnel

Navy	771
Coast Guard	752
Army/Air Force/Marines	153
Total Uniform Personnel	1,676
Civilian Support Staff	848
Contractors	358
Total Payroll	2,882

Family Members	1,015
Military Present for Training	439
Retired Military Recreating	685
Grand Total	5,021

Sources: US Census Bureau for Decennial Data; US Census Bureau, US Dept of Defense; Key West for Military Data

Population Age Breakdown:	Key West 2010	Monroe County 2010	Florida 2010	Nation 2010
0-19	16%	17%	24%	27%
20-34	23%	18%	19%	20%
35-44	16%	13%	13%	13%
45-54	17%	17%	15%	15%
55-64	15%	18%	12%	12%
65-74	8%	11%	9%	7%
75+	5%	6%	8%	6%

Median Age: 41.5 46.4 40.7 37.2

Source: US Census Bureau, American FactFinder; 2010

Population Racial Breakdown:	Key West 2010	Monroe County 2010	Florida 2010	Nation 2010
White	66.1%	71.3%	57.8%	63.8%
Black	9.7%	5.7%	16.0%	12.6%
Hispanic	21.2%	20.6%	22.5%	16.3%
Other	30.0%	2.4%	3.7%	7.3%

Source: US Census Bureau, American FactFinder; 2010

Registered Voters (As of 6/1/11)

Affiliation	Key West	Monroe County
Democrat:	6,983	17,420
Republican:	3,755	18,815
Other:	4,819	14,254
Total:	15,557	50,489

Source: www.keyselections.org

Monroe County Income (2005-2009 five-year estimate)

Median Household Income:	\$54,946
Per Capita Income:	\$36,086
Average Household Size):	2.36 persons

Sources: US Census Bureau; American Factfinder

Memo: Per Capita Personal Income Incl. Dividends, Interest & Rent (2009) \$60,173

Sources: US Dept of Commerce; Bureau of Economic Analysis

Economy - Gross Sales

Monroe County: (2007)	\$3,795,710,971
Monroe County: (2008)	\$3,695,400,354
Monroe County: (2009)	\$3,352,780,910
Monroe County: (2010)	\$3,428,421,285

Source: Florida Department of Revenue

Ad Valorem Millage Rate 2010-2011

Monroe County	3.3445
School	3.8235
City of Key West	2.9132
South Florida Water Management District	0.6240
Mosquito Control	0.4496
Total per \$1,000 Assessed Value	11.1648

Source: Monroe County Property Appraiser

Employment	Key West	Monroe County	Florida	United States
Per Capita Income 2009	\$60,173 ²	\$60,173 ²	\$38,965 ²	\$39,635 ²
Civilian Labor Force - 9/11	14,449 ¹	45,133 ¹	9,287,928 ¹	154,022,000 ¹
Unemployment Rate - 9/11	5.9% ¹	6.7% ¹	10.1% ¹	8.8% ¹

¹Bureau of Labor Statistics ²Bureau of Economic Analysis

Monroe County 2008 Price Level Index: Florida State Average = 100

<u>Monroe County</u>	<u>Index</u>
Overall	141.80
Food & Beverage	102.44
Health Care	100.98
Housing	181.09
Personal Goods & Services	103.65
Transportation	100.52

Source: EFlorida.com reporting University of Florida Bureau of Economic & Business Research data

Housing Profile (2005-2009 five-year estimate)	Key West	Monroe County
Total Housing Units	13,174	53,852
Occupied Housing Units	8,925	30,831
Average Number of Rooms	4.1	4.2
Average Number of Vehicles	1.27	1.56
Median Household Income	\$ 52,004	\$ 54,946
<u>Owner Occupied Housing Units</u>	4,175	20,519
Percent of Occupied Units	47%	67%
Average number of household members	2.39	2.34
Median Value Occupied Unit	\$ 640,000	\$ 570,500
Median monthly housing cost with mortgage	\$ 2,968	\$ 2,450
<u>Renter Occupied Housing Units</u>	4,750	10,312
Percent of Occupied Units	53%	33%
Average number of household members	2.56	2.40
Median monthly housing cost	\$ 1,279	\$ 1,190

Source: U.S. Census Bureau; American FactFinder

Median Property Sales – *The median value represents that value at which one-half of the unit sales are above and one-half of the unit sales are below the value.*

	2010	2009	2008
Key West Single Family Home:	\$375,000	\$349,000	\$525,000.
Key West Condominium:	\$316,000	\$236,000	\$304,500

Source: Monroe County Property Appraiser Qualified sales including short sales and bank sales

Monroe County Employees by Industry 2009:

Industry	# Jobs	Percentage
Total Employment	54,470	100.0%
Private employment	46,777	85.9%
Utilities	N/A	N/A
Construction	3,426	6.3%
Manufacturing	437	0.8%
Wholesale trade	N/A	N/A
Retail trade	6,188	11.4%
Transportation and warehousing	1,294	2.4%
Information	595	1.1%
Finance and insurance	1,974	3.6%
Real estate and rental and leasing	4,424	8.1%
Professional and technical services	2,631	4.8%
Administrative and waste services	3,294	6.0%
Educational services	472	0.9%
Health care and social assistance	3,024	5.6%
Arts, entertainment, and recreation	2,450	4.5%
Accommodation and food services	10,444	19.2%
Other services, except public administration	3,715	6.8%
Government and government enterprises	7,693	14.1%
Federal, civilian	1,252	2.3%
Military	1,543	2.8%
State and local	4,898	9.0%
State government	653	1.2%
Local government	4,245	7.8%

Source: US Bureau of Economic Analysis

Key West Industry Summary		
Number of Business Licenses	Licenses	Units
Hotel/Motels (5/2011)	53	3,987
B&B's (5/2011)	46	430
Resort Condos (5/2011)	19	702
Subtotal Lodging (w/o Vacation Rentals)	118	5,119
Vacation Rentals (5/2011)	331	1,764
Total Lodging	449	6,883
Retail (6/2011)	682	
Rental: Bikes/Scooters/Jet Skis (6/2011)	105	
Food Service (6/2011)	286	
Charter Boats (6/2011)	175	

Source: City of Key West (6/2011) and Florida State Licensing File (5/1/11)

Living in Key West: Schools, Worship, Shopping and Activities

Schools:

Elementary	4
Elementary Parochial	2
Public Middle School	1
Public High School	1
Charter Schools (Montessori, Sigsbee, Academic Center For Excellence, Key West Collegiate School)	4
HS2 - Home School	1
City enrollment in Monroe County School District (October 2010):	3,823
<i>Source: Monroe County School District</i>	

Places of Worship:

Churches	37
Synagogues	2

Shopping & Activities:

Large Grocery Stores	5
Public Beaches	5
Movie Theaters	2
Dramatic Theaters	3
Hospitals	1
Community College	1
Public Parks	3
Playing Fields	7
Stadium	1
Airport	1

Climate

Key West has a mild climate because of the nearness of the Gulf Stream in the Straits of Florida and the tempering effects of the Gulf of Mexico to the west and north. Average temperature during the winter is only about 14 degrees lower than in the summer. Daily variations throughout the year average only about 10 degrees. There is no record of frost, ice, sleet, or snow in Key West.

The period of December through April receives abundant sunshine and slightly less than 25% of the annual rainfall. June through October normally receive 53% of the yearly rainfall total, with numerous showers and thundershowers.

	Average High	Average Low	Mean	Average Precipitation (inches)	Modern Era Record High	Modern Era Record Low
January	75°F	65°F	70°F	2.22	86°F(1991)	41°F(1981)
February	76°F	66°F	71°F	1.51	86°F(1957)	45°F(1996)
March	79°F	69°F	74°F	1.86	88°F(1994)	47°F(1986)
April	82°F	72°F	77°F	2.06	90°F(1991)	48°F(1987)
May	85°F	76°F	81°F	3.48	92°F(1953)	64°F(1992)
June	88°F	79°F	83°F	4.57	94°F(1957)	67°F(1956)
July	89°F	80°F	85°F	3.27	95°F(1957)	69°F(1952)
August	90°F	79°F	84°F	5.40	97°F(1956)	68°F(1952)
September	88°F	79°F	83°F	5.45	95°F(1956)	69°F(1985)
October	85°F	76°F	80°F	4.34	93°F(1962)	60°F(1957)
November	81°F	72°F	76°F	2.64	89°F(1988)	49°F(1959)
December	77°F	67°F	72°F	2.14	86°F(1994)	44°F(1989)

Source: www.srh.noaa.gov