

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. The city 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
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
Key West Day Trippers	242,268	241,172	237,460	196,794	202,510	205,901	206,263
Cruise Ship Passengers	1,067,222	934,070	925,795	888,183	816,919	739,218	859,409
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
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
All Keys Day Trippers	448,645	446,615	439,742	375,561	386,469	401,369	370,414
Cruise Ship Passengers <i>(Key West Only)</i>	1,067,222	934,070	925,795	888,183	816,919	739,218	859,409
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
Monroe County Lodging Occupancy %:	72.2%	71.2%	70.0%	66.5%	68.1%	67.5%	70.3%

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
2009	73,165	22,364 (2008 est)

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, American FactFinder for interim data; US Dept of Defense; Key West for Military Data

Age Breakdown:

Age	Key West 2006-2008 Period	Monroe County 2006-2008 Period
0-19	17%	17%
20-34	17%	13%
35-44	20%	15%
45-54	18%	20%
55-64	17%	19%
65-74	7%	10%
75+	4%	6%
Median Age:	43.4	47.4

Source: US Census Bureau, American FactFinder; 2006-08 American Community Survey 3-Year Estimates

Registered Voters (As of 5/1/10)

Affiliation	Key West	Monroe County
Democrat:	7,660	19,136
Republican:	4,074	19,867
Other:	5,099	14,938
Total:	16,833	53,941

Source: www.keyselections.org

Monroe County Income

Median Household Income (2008):	\$64,248
Per Capita Income (2008):	\$34,174
Average Household Size (2008):	2.31 persons

Sources: US Census Bureau; American Factfinder

Population by Race:

	Key West (2006-08 Estimate)	Monroe County (2006-08 Estimate)
White	68.8%	74.0%
Black	12.4%	5.4%
Hispanic	17.0%	18.3%
Other	1.8%	2.3%

Source: US Census Bureau, 2005-07 American Community Survey 3-Year Estimates

Economy - Gross Sales

Monroe County: (2006)	\$3,840,459,296
Monroe County: (2007)	\$3,795,710,971
Monroe County: (2008)	\$3,695,400,354
Monroe County: (2009)	\$3,352,780,910

Source: Florida Department of Revenue

Ad Valorem Millage Rate 2009-2010

Monroe County	3.0837
School	3.3870
City of Key West	2.6414
South Florida Water Management District	0.6240
Mosquito Control	0.4262
Total per \$1,000 Assessed Value	10.1632

Source: Monroe County Property Appraiser

Employment	Key West	Monroe County	Florida	United States
Per Capita Income 2008	\$61,825 ²	\$61,825 ²	\$39,064 ²	\$40,166 ²
Civilian Labor Force 3/10	14,777 ¹	45,908 ¹	9,238,560 ¹	153,661,000 ¹
Unemployment Rate - 3/10	7.2% ¹	7.7% ¹	12.0% ¹	10.2% ¹
- 4/10	N/A	N/A	N/A ¹	N/A ¹

¹Bureau of Labor Statistics ²Bureau of Economic Analysis

Monroe County 2007 Price Level Index: Florida State Average = 100

<u>Monroe County</u>	<u>Index</u>
Overall	142.82
Food & Beverage	100.38
Health Care	102.112
Housing	194.45
Personal Goods & Services	103.32
Transportation	102.54

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

Housing Profile (2006-2008 three-year estimate)	Key West	Monroe County
Total Housing Units	14,059	53,646
Occupied Housing Units	9,243	29,964
Average Number of Rooms	4.0	4.2
Average Number of Vehicles	1.20	1.55
Median Household Income	\$ 52,175	\$ 56,984
<u>Owner Occupied Housing Units</u>	4,272	20,655
Percent of Occupied Units	46%	69%
Average number of household members	2.47	2.39
Median Value Occupied Unit	\$ 675,200	\$ 613,900
Median monthly housing cost with mortgage	\$ 3,847	\$ 2,720
<u>Renter Occupied Housing Units</u>	4,971	9,309
Percent of Occupied Units	54%	31%
Average number of household members	2.58	2.45
Median monthly housing cost	\$ 1,210	\$ 1,204

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.

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

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

Monroe County Employees by Industry 2008:

Industry	# Jobs	Percentage
Total Employment	57,928	100.0%
Private employment	50,187	86.6%
Utilities	N/A	N/A
Construction	4,257	7.3%
Manufacturing	499	0.9%
Wholesale trade	N/A	N/A
Retail trade	6,496	11.2%
Transportation and warehousing	1,378	2.4%
Information	615	1.1%
Finance and insurance	2,201	3.8%
Real estate and rental and leasing	5,024	8.7%
Professional and technical services	2,800	4.8%
Administrative and waste services	3,455	6.0%
Educational services	553	1.0%
Health care and social assistance	3,138	5.4%
Arts, entertainment, and recreation	2,679	4.6%
Accommodation and food services	10,617	18.3%
Other services, except public administration	3,913	6.8%
Government and government enterprises	7,741	13.4%
Federal, civilian	1,183	2.0%
Military	1,647	2.8%
State and local	4,911	8.4%
State government	666	1.1%
Local government	4,245	7.3%

Source: US Bureau of Economic Analysis

Key West Industry Summary

Number of Business Licenses	Licenses	Units
Hotel/Motels (5/2010)	51	3,843
B&B's (5/2010)	46	413
Resort Condos (5/2010)	20	727
Subtotal Lodging (w/o Vacation Rentals)	117	4,983
Vacation Rentals (5/2010)	335	1,817
Total Lodging	452	6,800
Retail (6/2010)	691	
Rental: Bikes/Scooters/Jet Skis (6/2010)	121	
Food Service (6/2010)	307	
Charter Boats (6/2010)	179	

Source: City of Key West (6/2010) and Florida State Licensing File (5/2010)

Living Here: Schools, Worship, Shopping and Activities

Schools:

Elementary	4
Elementary Parochial	2
Public Middle School	1
Public High School	1
Montessori Charter School	1
HS2 - Home School	1
City enrollment in Monroe County School District (October 2009):	3,792
<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)	Record High	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)	68°F(1961)
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