

Key West and Monroe County Demographics and Economy (as of July 2014)

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, and the U. S. Navy and Coast Guard maintain a presence here as well.

Florida Keys Visitor Person-Trip Estimates

	2006	2007	2008	2009	2010	2011	2012	2013
Key West Overnight Visitors	1,063,752	1,094,647	1,112,978	1,165,300	1,517,600	1,577,500	1,588,607	1,588,845
Key West Day Trippers	196,794	202,510	205,901	238,400	299,100	313,300	311,337	314,915
Cruise Ship Passengers	888,183	816,919	739,218	859,409	850,270	811,458	813,713	765,132
Total Key West Visitors	2,148,729	2,114,076	2,058,097	2,263,109	2,666,970	2,702,258	2,713,658	2,668,892
Key West Lodging Occupancy %:	73.5%	75.3%	74.2%	76.9%	78.1%	82.5%	83.1%	87.0%
All Keys Overnight Visitors	2,030,062	2,089,021	2,169,565	2,103,100	2,502,200	2,742,500	3,026,165	3,090,267
All Keys Day Trippers	375,561	386,469	401,369	404,400	473,300	519,400	565,785	580,667
Cruise Ship Passengers	888,183	816,919	739,218	859,409	850,270	811,458	813,713	765,132
Total All Keys Visitors	3,293,806	3,292,409	3,310,152	3,366,909	3,825,770	4,073,358	4,405,662	4,436,066
Monroe County Lodging Occupancy %:	66.5%	68.1%	67.5%	69.4%	70.3%	74.3%	75.0%	79.1%

Sources: [Monroe County Tourist Development Council](#); [Smith Travel Research](#)

Population (as of 07/01/2013) ¹

<u>Year</u>	<u>Monroe County</u>	<u>Key West</u>
1970	52,543	29,312
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
2011	74,028	24,873
2012	74,849	25,119
2013	76,351	25,550

Source: [US Census Bureau](#); [American Fact Finder](#); [University of Florida](#); [Bureau of Economic and Business Research](#); [Population Studies Program](#)

Military - Uniform Personnel (October 2014 Estimate)

Navy	618
Coast Guard	671
Army/Air Force/Marines	115
Total Uniform Personnel.....	1,404
Civilian Support Staff	933
Contractors	327
Total Payroll.....	2,664
Family Members	2,457
Military Present for Training	No Data
Retired Military Recreating	No Data
Grand Total	5,121

Source: [U. S. Dept. of Defense](#); [Key West for Military Data](#)

¹ 7/01/2013 is the last estimate that is available; the next census estimate will be released on 11/20/2014.

<u>Population Age Breakdown:</u>	<u>Key West 2012</u>	<u>Monroe County 2012</u>	<u>Florida 2012</u>	<u>United States 2012</u>
0-19	16%	17%	24%	27%
20-34	22%	17%	19%	21%
35-44	18%	13%	13%	13%
45-54	16%	17%	15%	14%
55-64	15%	18%	12%	12%
65-74	7%	11%	9%	7%
75+	6%	7%	8%	6%
<u>Median Age:</u>	<u>41.2</u>	<u>46.4</u>	<u>40.8</u>	<u>37.2</u>

Source: [US Census Bureau, American FactFinder](#); 2012

<u>Population Racial Breakdown:</u>	<u>Key West 2012</u>	<u>Monroe County 2012</u>	<u>Florida 2012</u>	<u>United States 2012</u>
White	68.3%	69.9%	57.0%	63.7%
Black	9.9%	6.4%	16.6%	12.2%
Hispanic	18.2%	21.4%	23.2%	16.4%
Other	3.6%	2.3%	3.2%	7.7%

Source: [US Census Bureau, American FactFinder](#); 2012

Registered Voters (as of May 14, 2014)

<u>Affiliation</u>	<u>Key West</u>	<u>Monroe County</u>
Democrat:	6,891	17,803
Republican:	3,432	19,609
Other:	<u>5,040</u>	<u>16,076</u>
Total:	15,363	53,488

Source: [Monroe County Supervisor of Elections](#)

Key West Income (2008-2012 Five-Year Estimate)

Median Household Income.....\$52,660

(Median income is the amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount.)

Per Capita Income.....\$31,993

(Per capita income, also known as income per person, is the mean income of the people in an economic unit such as a country or city. It is calculated by taking a measure of all sources of income in the aggregate (such as GDP or Gross national income) and dividing it by the total population.)(The arithmetic mean (or simply "mean") of a sample is the sum of the sampled values divided by the number of items in the sample.)

Average Household Size.....2.53 Persons

Per Capita Personal Income.....\$56,745

including Dividends, Interest & Rent (Monroe County 2012)

(Per capita personal income is the broadest measure of individual economic well-being available by county. Personal income includes earnings (consisting of wages and salaries of workers, other labor income, and proprietors' income); dividends, interest, and rent; and transfer payments (such as retirement benefits, food stamps, and unemployment compensation). Per capita personal income is calculated by dividing personal income by population.)

Source: [U. S. Census Bureau; American Fact Finder; U. S. Dept. of Commerce; Bureau of Economic Analysis; University of Florida; Bureau of Economic and Business Research](#)

Economy - Gross Sales

Monroe County (2009):	\$3,352,780,910
Monroe County (2010):	\$3,428,421,285
Monroe County (2011):	\$3,787,980,413
Monroe County (2012):	\$3,950,239,774
Monroe County (2013):	\$4,127,027,833

Source: [Florida Department of Revenue](#)

2013 Tax Roll Ad Valorem Millage Rate

Monroe County:	3.138
Monroe County School District:	3.681
City of Key West:	2.7976
South Florida Water Management District:	0.4111
Mosquito Control:	0.5069
Total per \$1,000 Assessed Value:	10.5345

Source: [Monroe County Property Appraiser](#)

Employment

(Not Seasonally Adjusted)

	<u>Key West</u>	<u>Monroe County</u>	<u>Florida</u>	<u>United States</u>
Per Capita Income (2012):	\$31,993¹	\$34,277 ¹	\$26,451 ¹	\$28,051 ¹
Civilian Labor Force (2013):	17,218²	49,398 ²	9,432,291 ²	155,389,000 ²
Civilian Employment (2013):	16,554²	47,339 ²	8,749,588 ²	143,929,000 ²
Unemployment Rate (2013):	3.9%²	4.2% ²	7.2% ²	7.4% ²

¹ [U. S. Dept. of Commerce; Bureau of Economic Analysis](#) ² [U. S. Bureau of Labor Statistics](#)

Monroe County 2013 Florida Price Level Index for School Personnel (Florida Population – Weighted Average = 100)

Monroe County:	2008 = 100.85
(including housing)	2009 = 102.15
	2010 = 103.16
	2011 = 104.03
	2012 = 102.96
	2013 = 100.24

Source: EFlorida.com reporting: [University of Florida; Bureau of Economic & Business Research](#)

Key West Housing Profile (2008 – 2012 Five-Year Estimate)

	<u>Key West</u>	<u>Monroe County</u>
Total Housing Units:	17,735	52,827
Occupied Housing Units:	11,739 (66.2%)	29,241 (55.4%)
Average Number of Rooms:	4.1	4.4
Average Number of Vehicles:	1.9	2.0
Median Household Income:	\$52,660	\$53,418
<u>Owner Occupied Housing Units:</u>	5,869	17,696
Percent of Occupied Units:	50%	61%
Average Number of Household Members:	2.58	2.34
Median Value Occupied Unit:	\$432,600	\$357,200
Median Monthly Housing Cost with Mortgage:	\$2,584	\$2,084
<u>Renter Occupied Housing Units:</u>	5,870	11,545
Percent of Occupied Units:	50%	39%
Average Number of Household Members:	2.71	2.72
Median Monthly Housing Cost	\$1,409	\$1,390

Source: [U. S. Census Bureau](http://U.S.CensusBureau.com); [American Fact Finder](http://AmericanFactFinder.com); CLRsearch.com

Key West 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.)*

	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
<u>Key West Single Family Home:</u>	\$532,000	\$425,000	\$420,000	\$375,000
<u>Key West Condominium:</u>	\$375,000	\$330,000	\$325,000	\$316,000

Source: [Monroe County Property Appraiser](http://MonroeCountyPropertyAppraiser.com), *Qualified Sales (not including short sales and bank sales)*

Key West Business Licenses
(as of May 2014)

<u>Number of Lodging Licenses</u>	<u>Number of Licenses</u>	<u>Units</u>
Hotels	25	2,307
Motels	26	1,531
Bed and Breakfasts	47	453
Transient Multi-Unit Complexes	<u>127</u>	<u>1,073</u>
Sub-Total Lodging (without vacation rentals)	225	5,364
Vacation Rentals	<u>262</u>	<u>843</u>
Grand Total Lodging	<u>487</u>	<u>6,207</u>

Other Licenses

	<u>Number of Licenses</u>
Retail:	738
Motorized Rentals (Autos, Scooters, and Jet Skis):	60
Non-Motorized Rentals (Bikes, Kayaks, and Paddleboards):	71
Charter Boats:	192
Food Services:	311

Source: [City of Key West](http://CityofKeyWest.com); [Florida Dept. of Business & Professional Regulation](http://FloridaDept.ofBusiness.com)

Monroe County Employees by Industry for 2012:
(last updated May 5, 2014)

<u>Industry</u>	<u>Number of Jobs</u>	<u>Percentage of Total</u>
Forestry, Fishing and Related Activities	(D) ¹	(D) ¹
Mining	(D) ¹	(D) ¹
Utilities	(D) ¹	(D) ¹
Construction	3,161	5.44%
Manufacturing	392	0.67%
Wholesale Trade	(D) ¹	(D) ¹
Retail Trade	6,364	10.95%
Transportation and Warehousing	1,927	3.32%
Information	611	1.05%
Finance and Insurance	1,989	3.42%
Real Estate and Rental and Leasing	5,515	9.49%
Professional, Scientific, and Technical Services	2,866	4.93%
Management of Companies and Enterprises	486	0.84%
Administrative and Waste Management Services	3,102	5.34%
Educational Services	673	1.16%
Health Care and Social Assistance	3,052	5.25%
Arts, Entertainment, and Recreation	2,499	4.30%
Accommodation and Food Service	12,224	21.04%
Other Services, except Public Administration	<u>486</u>	<u>0.84%</u>
Total Private Non-Farm Employment <i>(Farm Employment in Monroe County is Zero.)</i>	50,853	87.52%
Federal, Civilian Workers	1,248	2.15%
Military	1,495	2.57%
Local Government	3,887	6.69%
State Government	<u>622</u>	<u>1.07%</u>
Total Government and Government Enterprises	7,252	12.48%
Total Employment in Monroe County:	<u>58,105</u>	<u>100.00%</u>

Source: [U. S. Department of Commerce; Bureau of Economic Analysis](#)

¹(D) Not shown to avoid disclosure of confidential information, but the estimates for this item are included in the total.

Key West Schools, Worship, Shopping, & Activities

Schools

Public Elementary:	2
Elementary Parochial:	2
Public Elementary & Middle School:	1
Public High School:	1
Charter Schools:	3
Key West City Enrollment in the Monroe County School District: (October 2013)	3,954

Places of Worship

Churches:	38
Synagogues:	2

Shopping & Activities

Large Grocery Stores:	5
Public Beaches:	5
Movie Theaters:	2
Dramatic Theaters:	3
Hospitals:	1
Colleges:	3
Public Parks:	7
State Park:	1
National Park	1
Playing Fields:	9
Stadium:	1
Airport:	1
Restaurants:	269
Museums:	15
Art Galleries	52

Sources: [Wikipedia](#); [WhitePages](#); [City-Data.com](#) (05/2014)

Key West Climate

Due to the proximity of the Gulf Stream in the Straits of Florida, and the tempering effects of the Gulf of Mexico, Key West has a notably mild, tropical-maritime climate.

Daily temperature variations throughout the year range about 10 degrees. Winter cold fronts tend to be modified by the warm water as they move in from the north, keeping monthly average temperatures typically only 15 degrees lower in the winter than during the summer. There is still no record of frost, ice, sleet, or snow in ever occurring in Key West, but ice has been reported in the Upper Keys.

December through April, referred to as the dry season, receives roughly 25 percent of the annual rainfall, usually ahead of cold fronts. June through October is considered the wet season, receiving approximately 60 percent of the yearly total in showers and thunderstorms.

	<u>Average High</u>	<u>Average Low</u>	<u>Mean</u>	<u>Average Precipitation (inches)</u>	<u>Record High (1873–2014)</u>	<u>Record Low (1873–2014)</u>
<u>January</u>	75°F	65°F	70°F	2.22	90°F (1877)	41°F(1981)
<u>February</u>	76°F	66°F	71°F	1.51	87°F (1874)	44°F (1917)
<u>March</u>	79°F	69°F	74°F	1.86	89°F (1874)	47°F (1986)
<u>April</u>	82°F	72°F	77°F	2.06	91°F (1881)	48°F (1987)
<u>May</u>	85°F	76°F	81°F	3.48	93°F (1881)	63°F (1877)
<u>June</u>	88°F	79°F	83°F	4.57	96°F (1881)	65°F (1932)
<u>July</u>	89°F	80°F	85°F	3.27	97°F (1880)	68°F (1888)
<u>August</u>	90°F	79°F	84°F	5.40	97°F (1956)	68°F (1913)
<u>September</u>	88°F	79°F	83°F	5.45	95°F (1956)	69°F (1985)
<u>October</u>	85°F	76°F	80°F	4.34	93°F (1962)	59°F (1910)
<u>November</u>	81°F	72°F	76°F	2.64	91°F (1876)	49°F (1959)
<u>December</u>	77°F	67°F	72°F	2.14	88°F (1876)	44°F (1989)

*(All-time records in **bold**)*

Source: [NOAA, National Weather Service](#)