

Jacksonville & Louisville

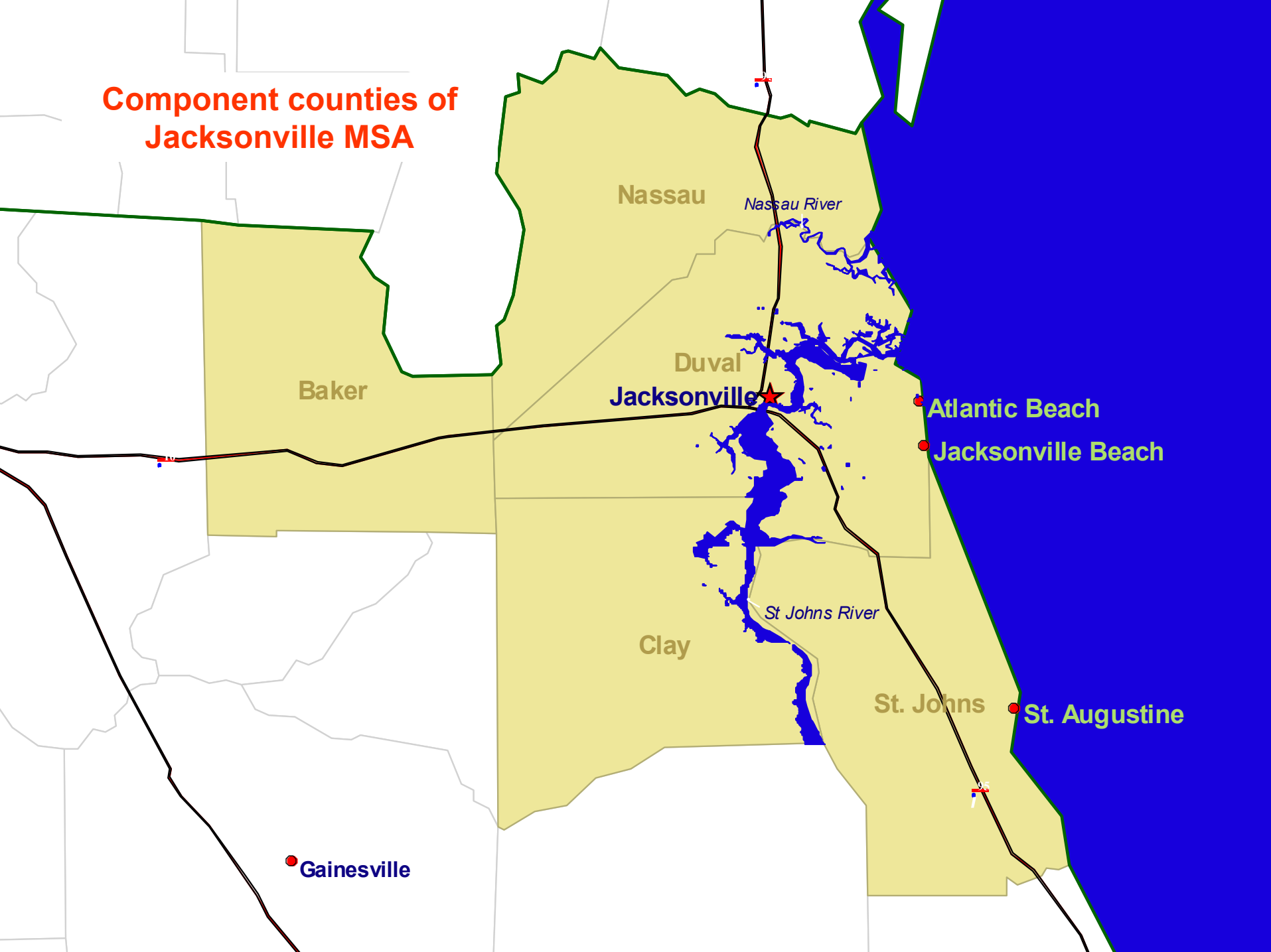
demographic and economic comparisons

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Topics Today

- Jacksonville and metro area
- Population and growth
- Economic structure
- Human capital measures
- Tax climate

Component counties of Jacksonville MSA



	Population, 2002
Duval County, FL	806,120
Clay County, FL	152,093
St. Johns County, FL	136,038
Nassau County, FL	60,558
Baker County, FL	22,793
Jacksonville MSA	1,177,602

	Population, 2002
Jefferson County, KY	698,080
Clark County, IN	98,198
Floyd County, IN	71,633
Bullitt County, KY	63,800
Oldham County, KY	49,310
Nelson County, KY	38,823
Harrison County, IN	35,244
Shelby County, KY	35,125
Washington County, IN	27,618
Meade County, KY	27,439
Henry County, KY	15,367
Spencer County, KY	13,523
Trimble County, KY	8,672
Louisville MSA	1,182,832

Demographic/Economic Comparison

- Louisville and Jacksonville fairly similar at first blush – size, age, education, income, housing, colleges
- but Jacksonville growing three times as fast
- Louisville much stronger in manufacturing
- Jacksonville stronger in professional services, headquarters

Basic Demographic Data, 2000 Census*

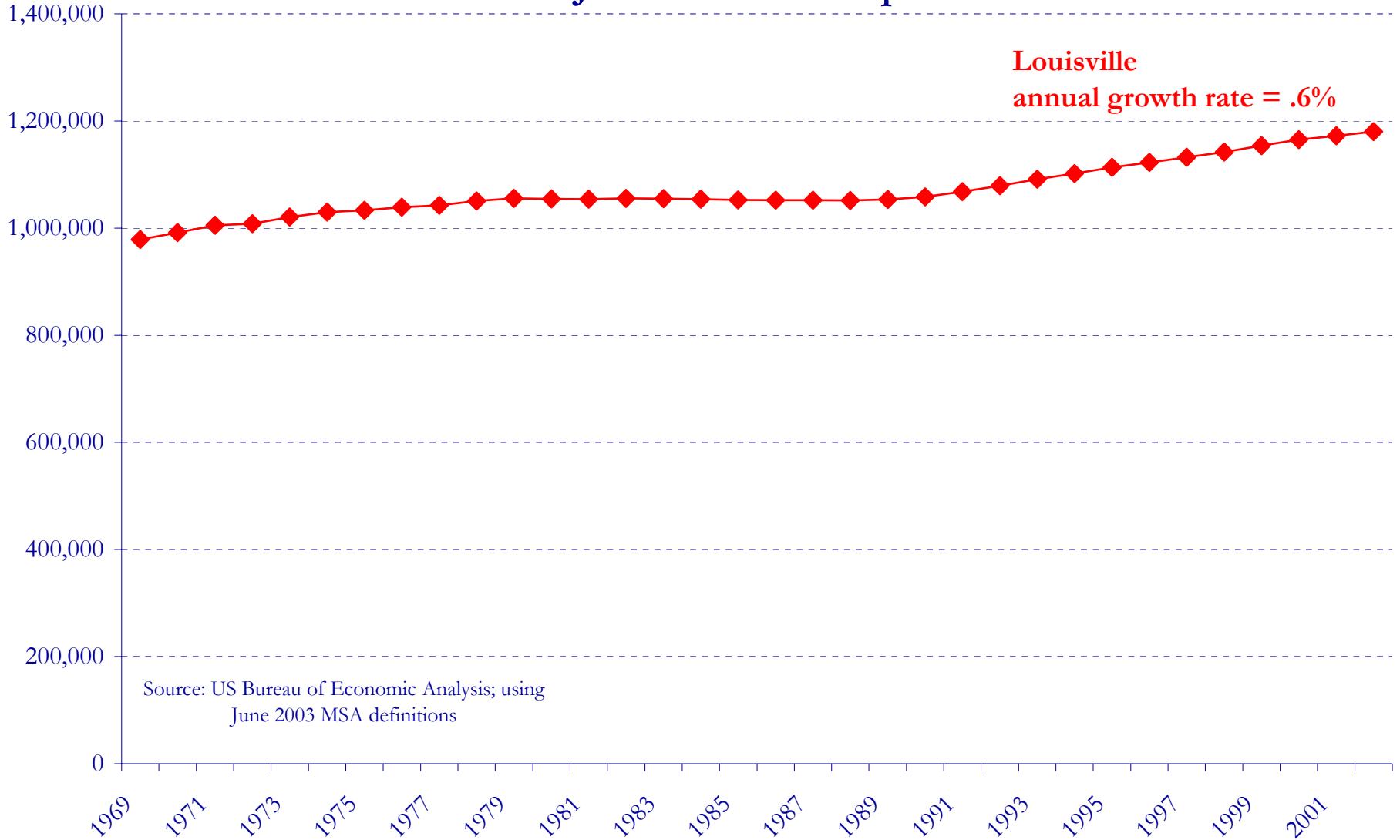
	Jacksonville MSA	Louisville MSA
metro population	1,100,491	1,025,598
median age (years)	35.3	36.5
% population aged 65+	11.1%	12.6%
% white	74.1%	83.9%
% foreign born	5.4%	2.7%
% growth, 1990 to 2000	21.4%	8.1%
high school attainment rate, aged 25+	83.6%	81.3%
college attainment rate, aged 25+	22.9%	22.2%

* pre-June 2003 metro definitions

Pretty similar, except for Jacksonville's much higher growth rate.

Population Growth - Last 33 Years

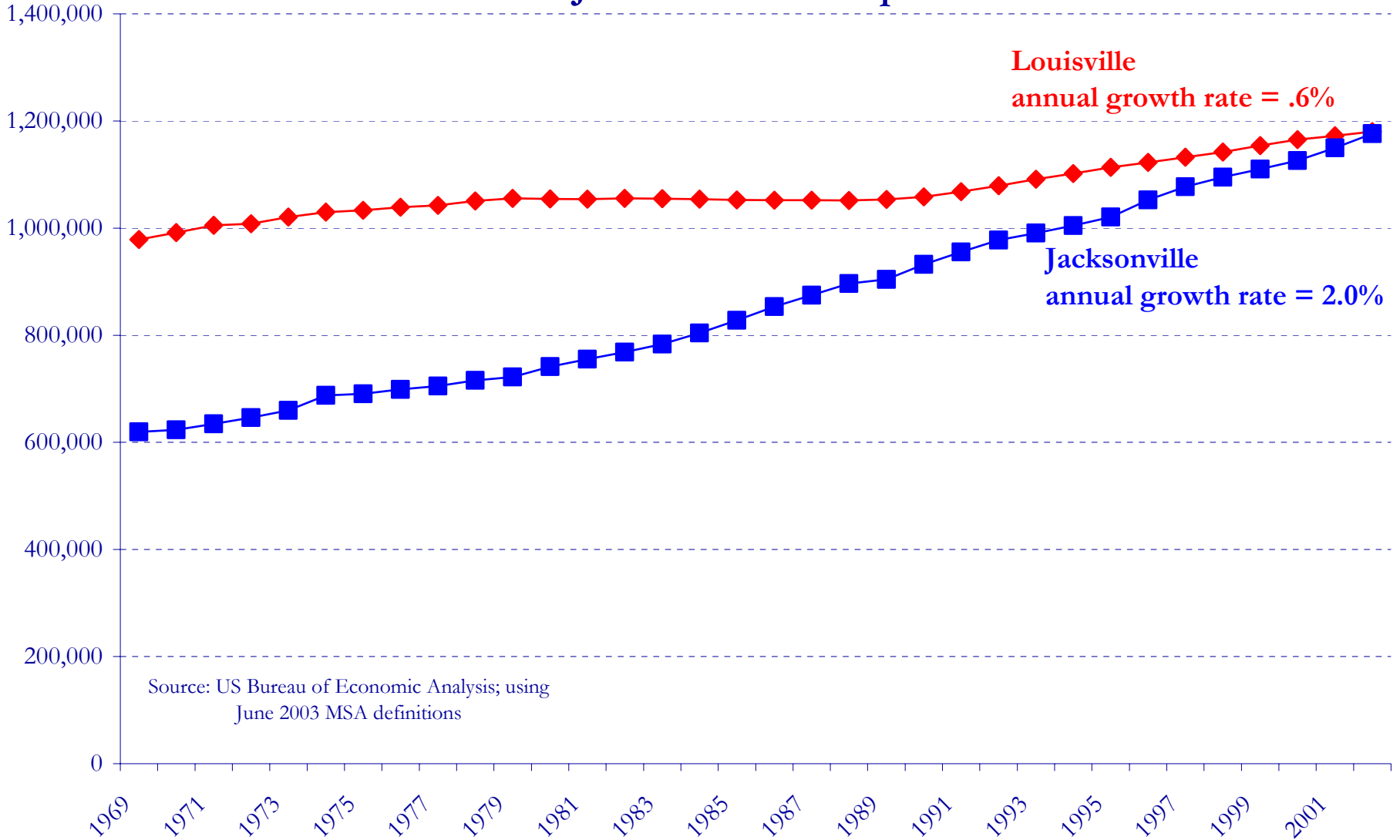
Louisville and Jacksonville Metropolitan Areas



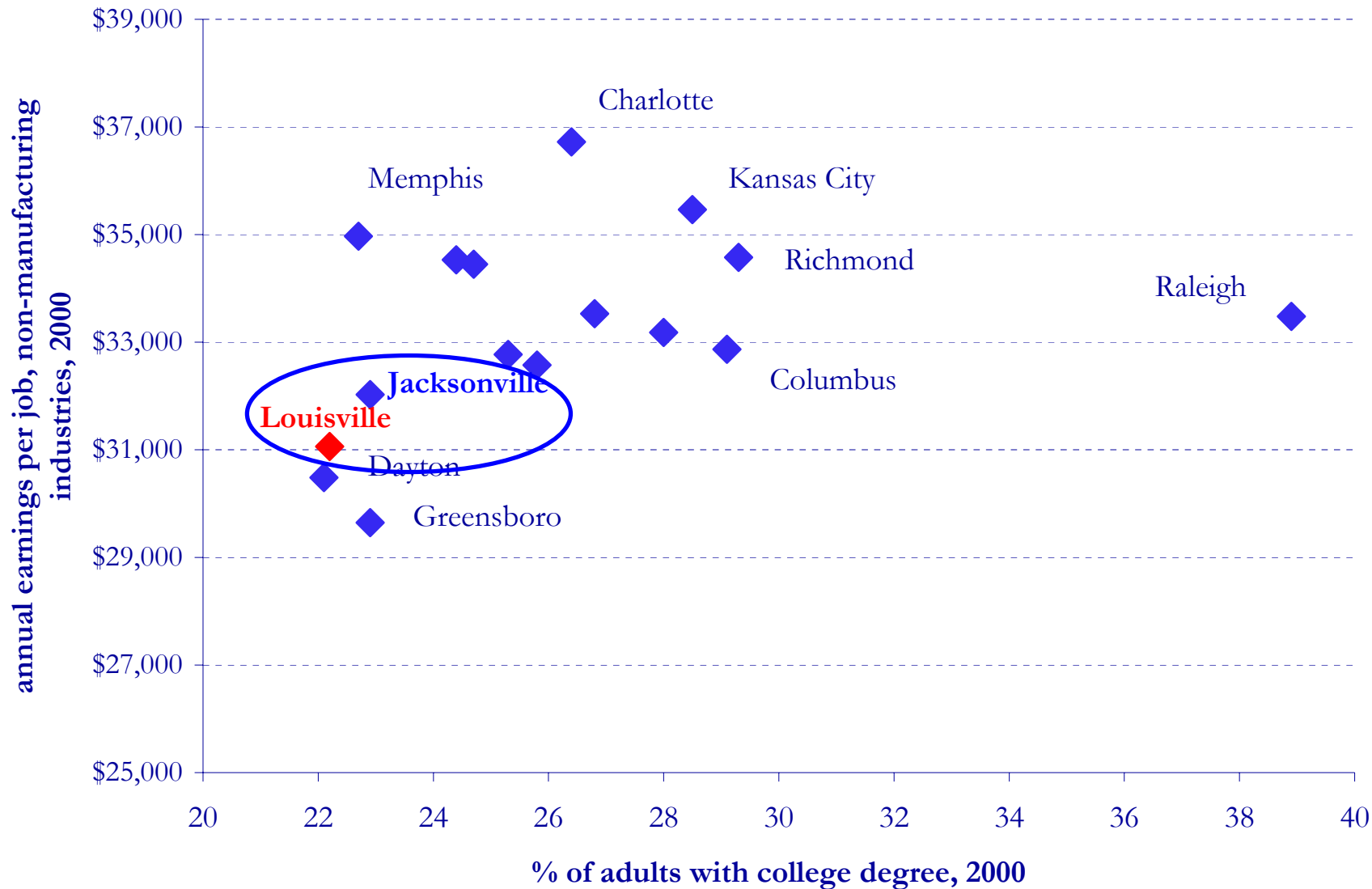
Source: US Bureau of Economic Analysis; using
June 2003 MSA definitions

Population Growth - Last 33 Years

Louisville and Jacksonville Metropolitan Areas



College Attainment and Earnings per Job Louisville and 14 Comparison Metro Areas, 2000



Basic Economic Data

	Jacksonville MSA	Louisville MSA
median household income*	\$42,439	\$40,813
median value of home*	\$98,100	\$103,380
persons per household*	2.54	2.44
rate of home ownership*	67.3%	68.6%
average commute time to work (minutes)*	26.6	22.7
average annual earnings per job, all sectors**	\$37,485	\$37,984
jobs in manufacturing**	35,750	86,578
average annual earnings, manufacturing jobs**	\$36,778	\$59,516
jobs in info, finance, prof services**	143,289	111,927
average earnings per job, info, finance, prof svc**	\$43,986	\$42,571

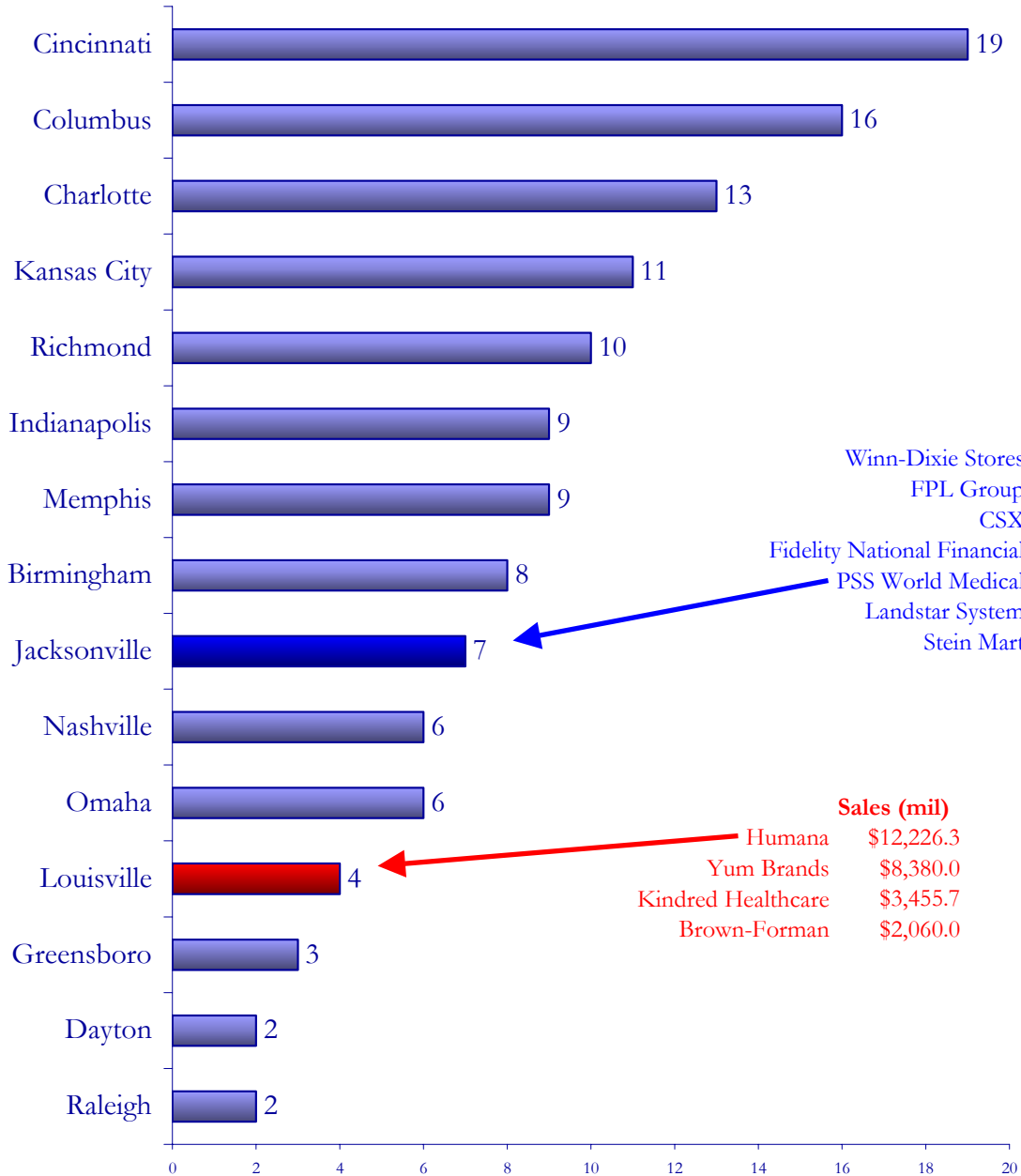
* from 2000 Census, using pre-June 2003 metro definitions

** from US Bureau of Economic Analysis, data for 2002, using post-June 2003 metro definitions

Number Fortune 1000 Headquarters, 2004

Louisville and 14 Comparison Metros

Source: www.fortune.com



Sales (mil)

Winn-Dixie Stores	\$12,168.4
FPL Group	\$9,630.0
CSX	\$7,793.0
Fidelity National Financial	\$7,715.2
PSS World Medical	\$1,623.5
Landstar System	\$1,596.6
Stein Mart	\$1,358.4

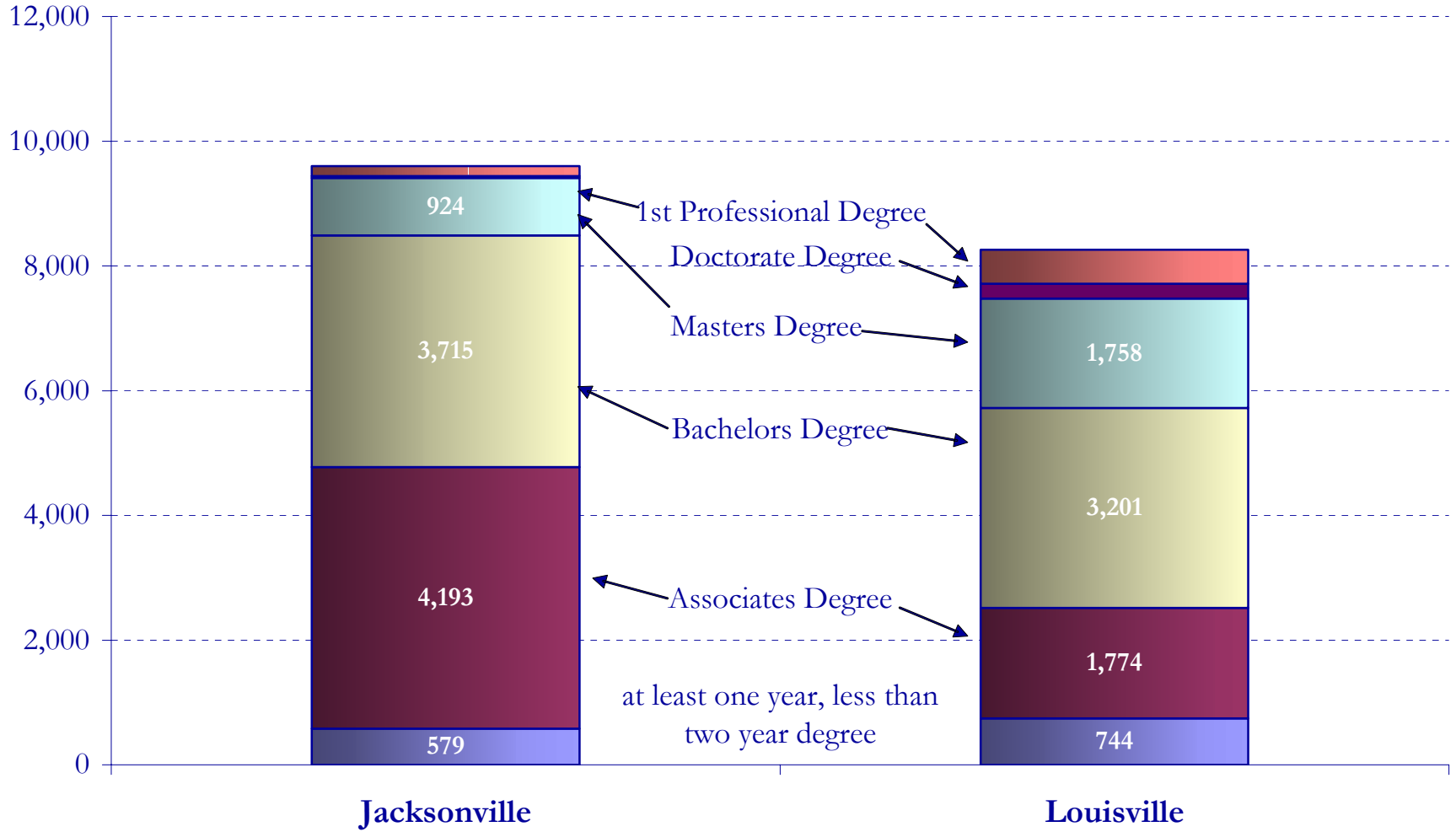
Sales (mil)

Humana	\$12,226.3
Yum Brands	\$8,380.0
Kindred Healthcare	\$3,455.7
Brown-Forman	\$2,060.0

Education Measures

- Louisville stands out in doctoral, professional, and masters degree production
- Jacksonville stands out in associate degree production
- Louisville much more active in research, due to medical school, B4B

Degrees Awarded by Level, 2002-03 Academic Year All Institutions in Metro Areas



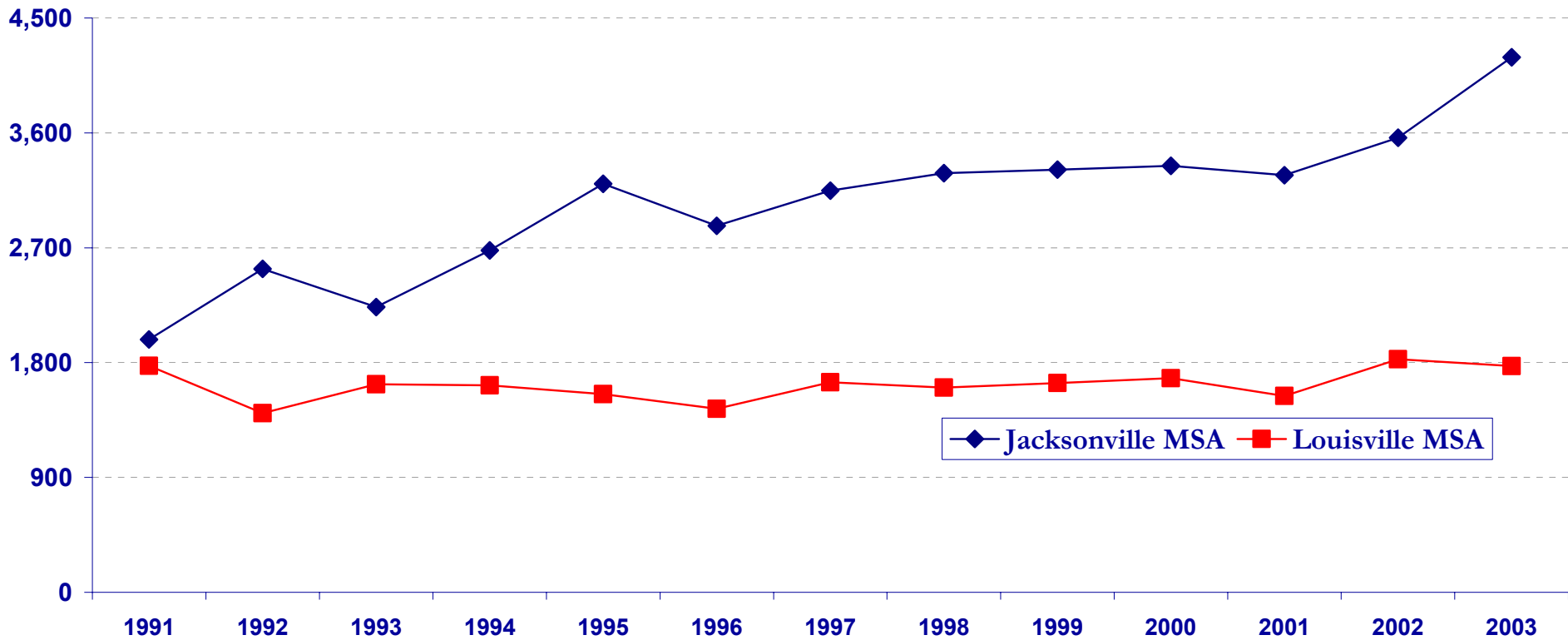
College Enrollees, 2000 Census (by place of residence)

Jacksonville MSA: 58,856

Louisville MSA: 50,942

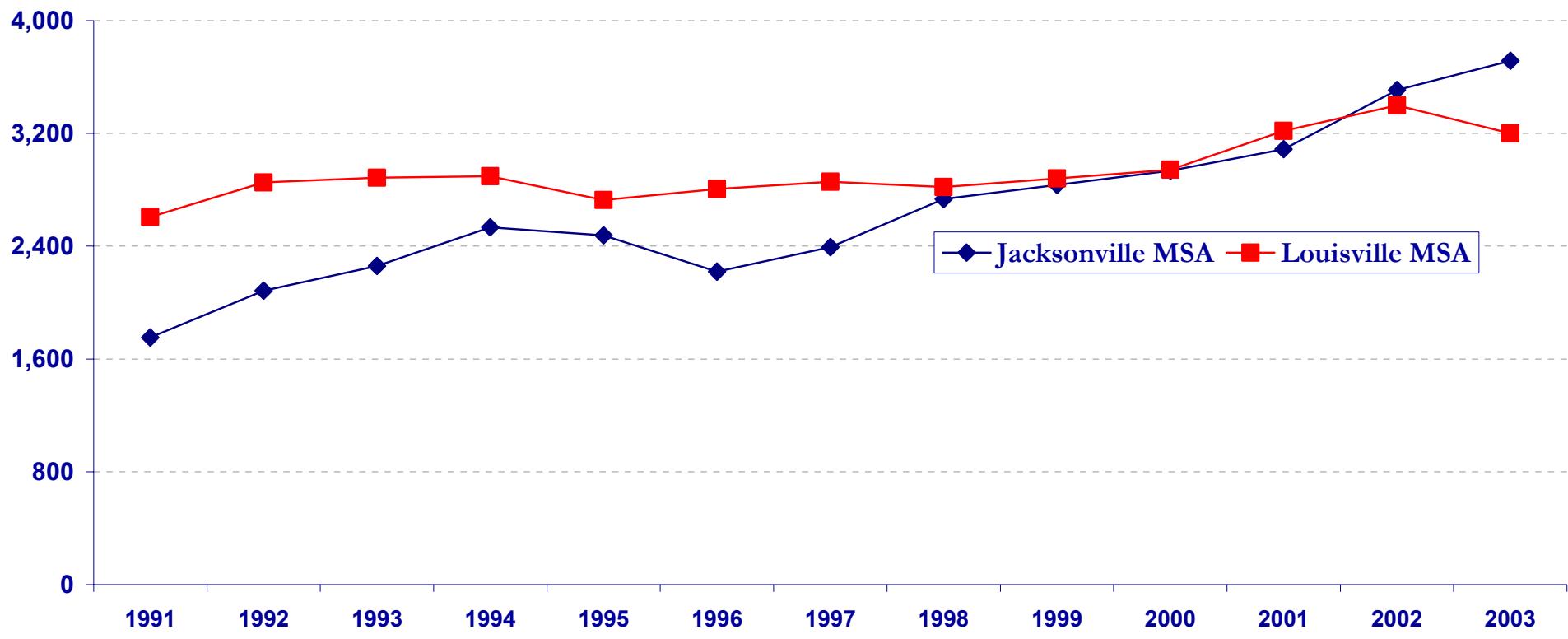
College Degrees Granted, by Institutions in Each MSA

Associate Degrees Awarded
1991-2003



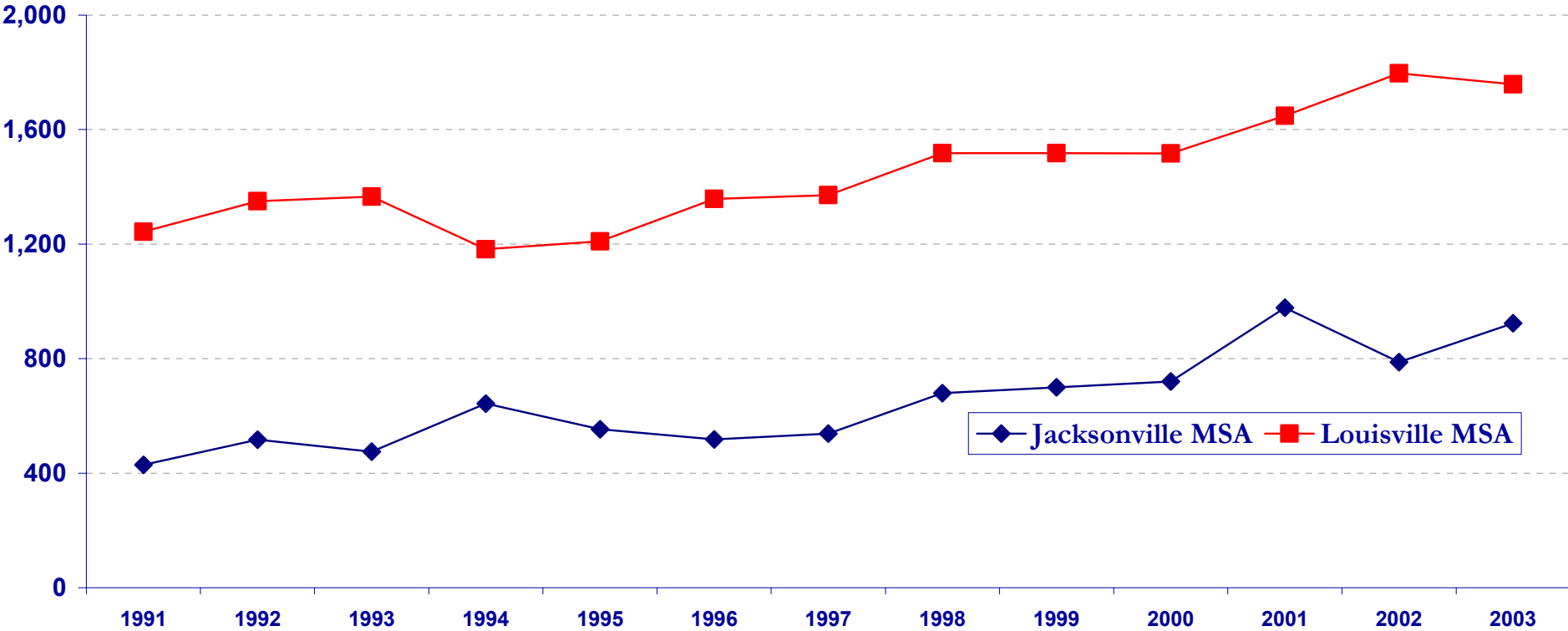
Source: US Department of Education, IPEDS database.

Bachelor's Degrees Awarded 1991-2003



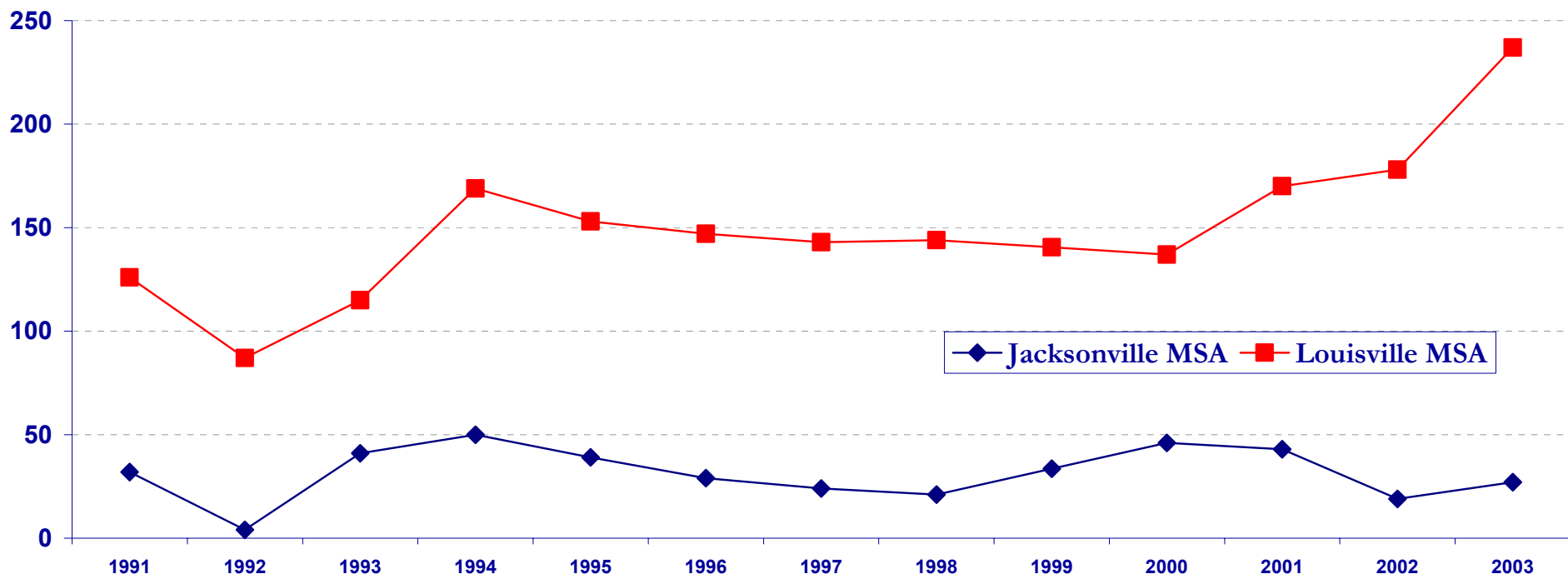
Source: US Department of Education, IPEDS database.

Master's Degrees Awarded 1991-2003



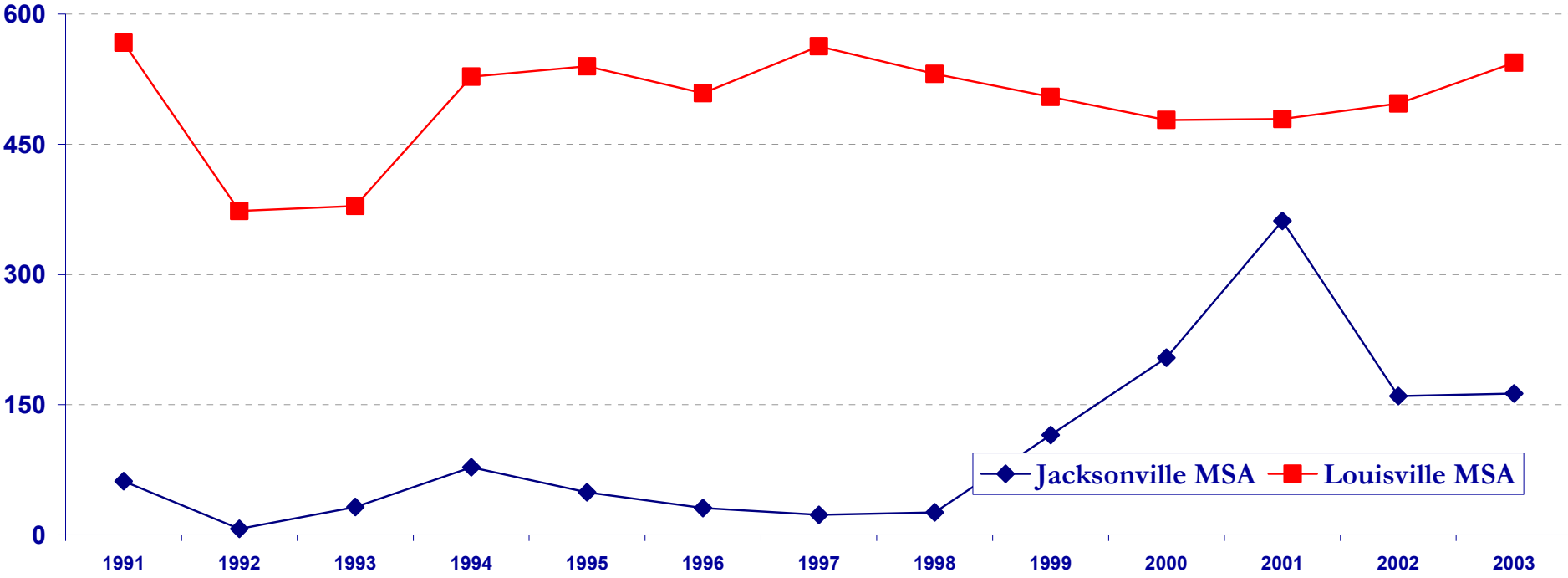
Source: US Department of Education, IPEDS database.

Doctoral Degrees Awarded 1991-2003



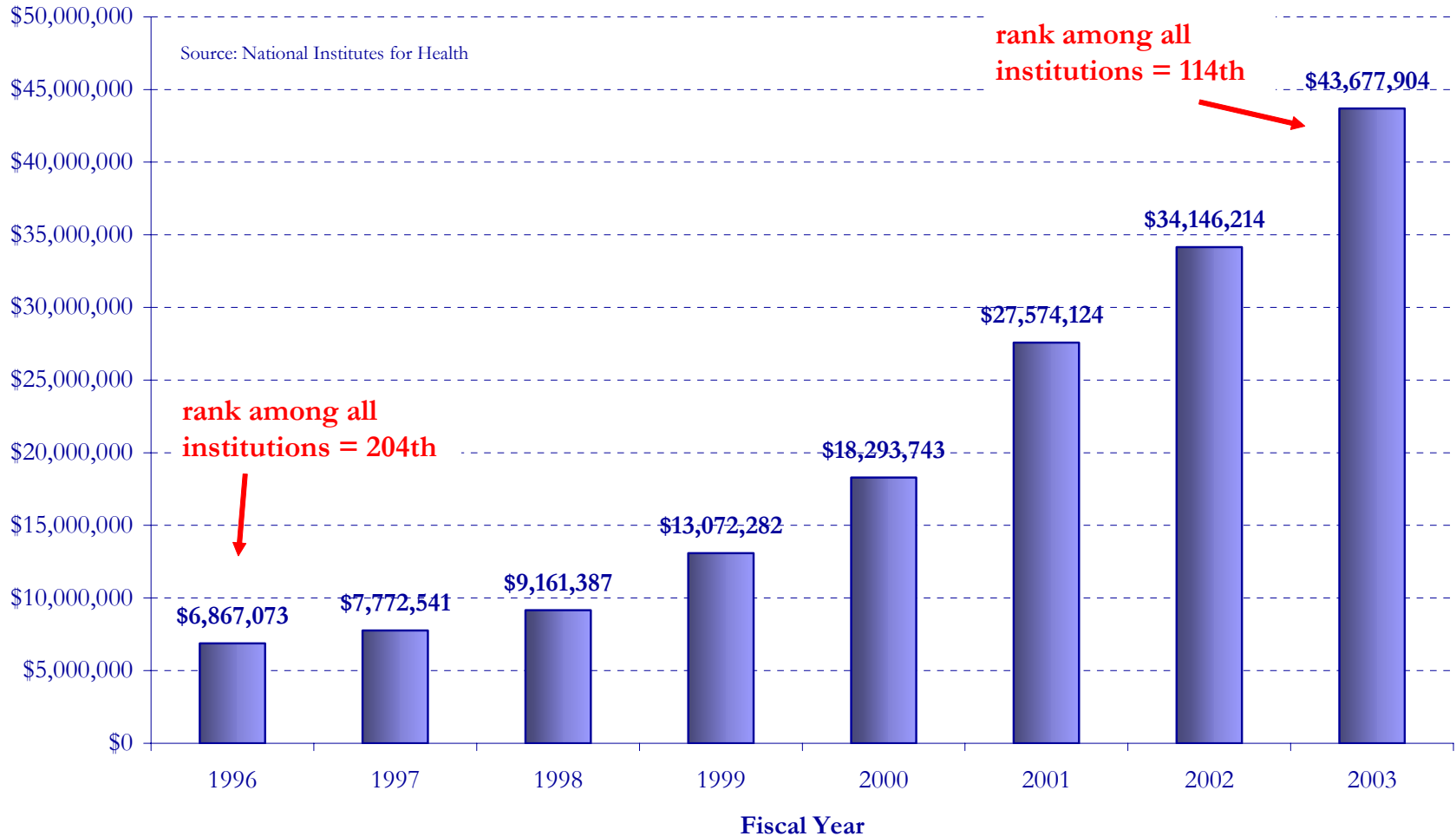
Source: US Department of Education, IPEDS database.

First Professional Degrees (law, medicine, dental, divinity...)
1991-2003



Source: US Department of Education, IPEDS database.

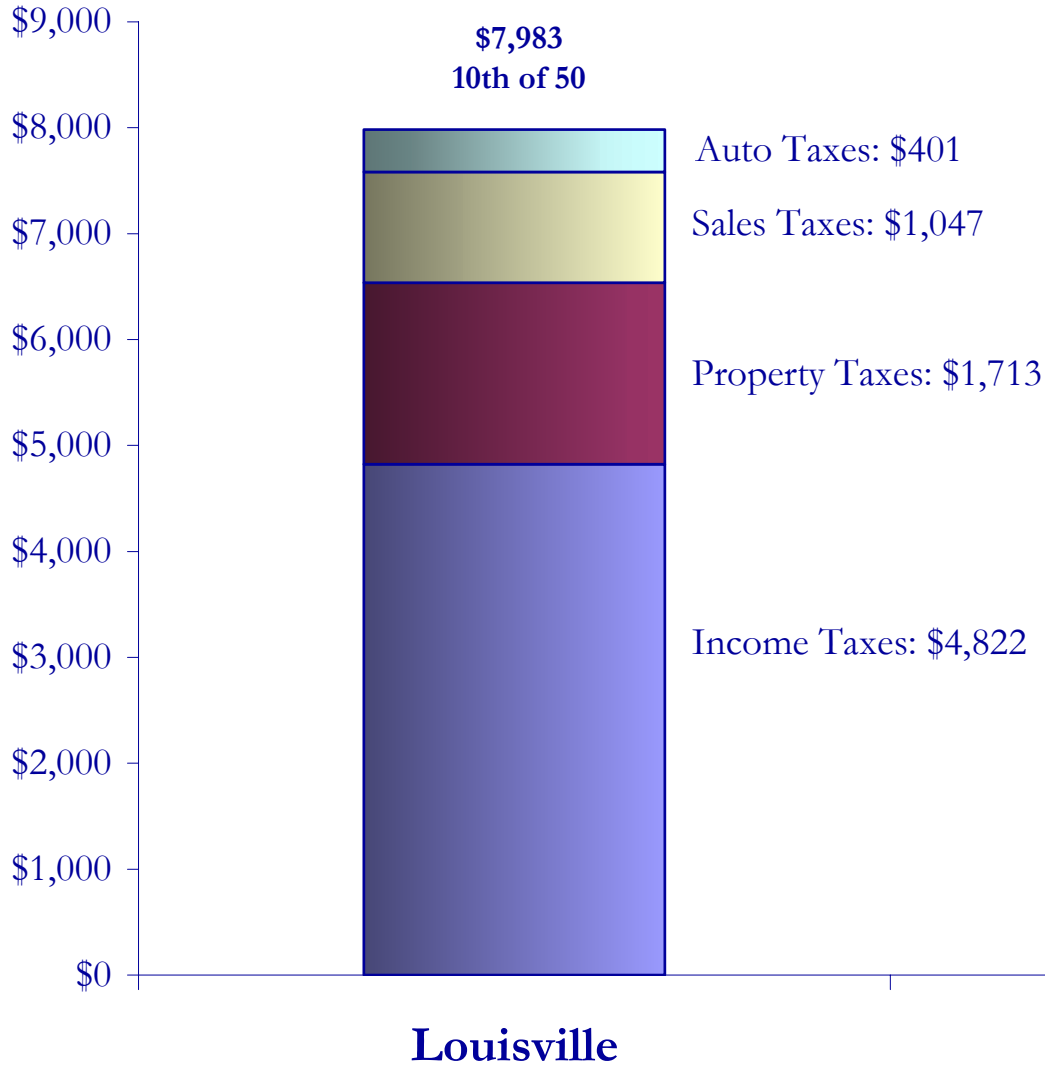
Awards from National Institutes of Health to the University of Louisville



University of North Florida had less than \$1 million in NIH Funding.

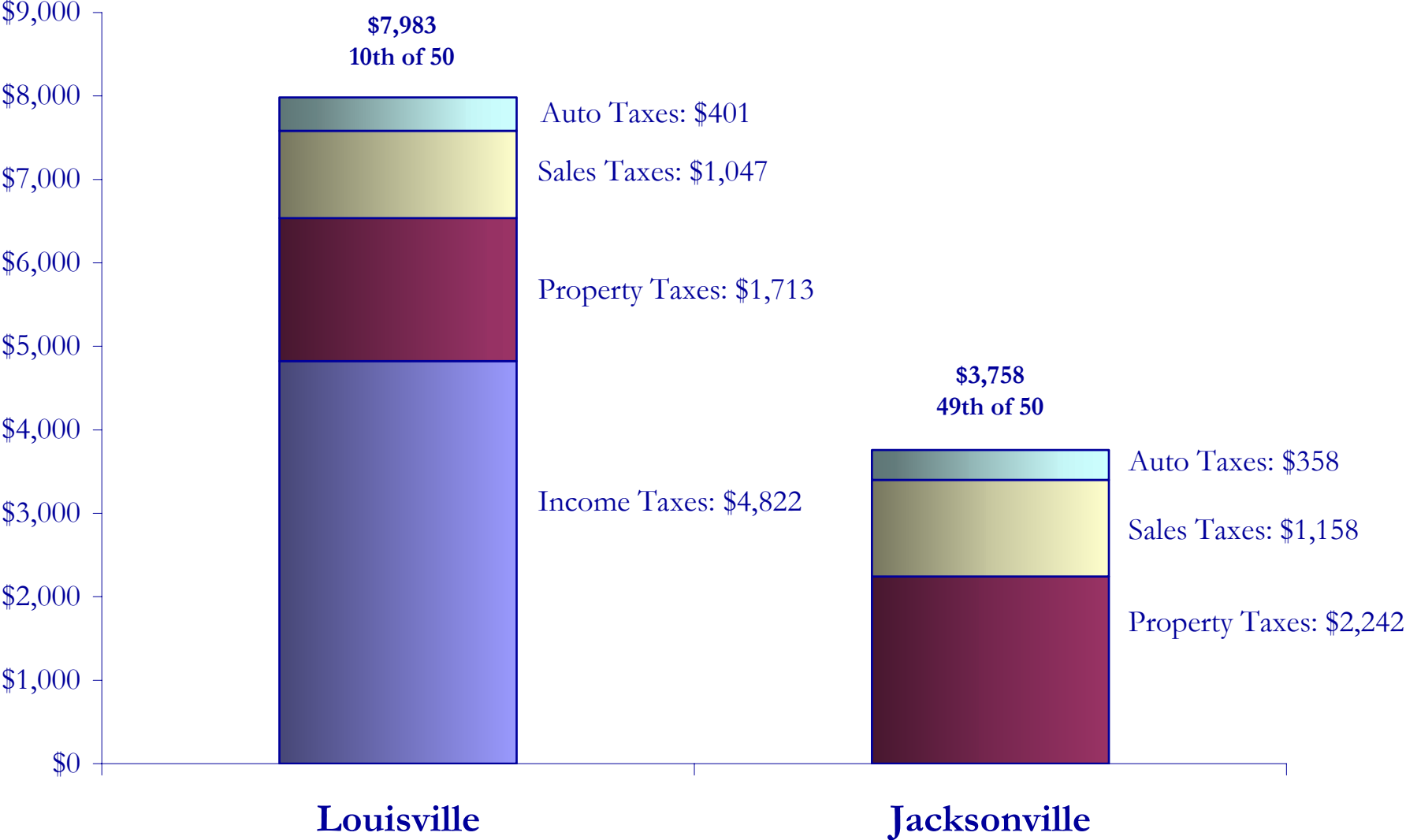
Tax Climate

Estimated Annual State and Local Tax Burden Family of Four, \$75,000 Income



Source: Government of the District of Columbia, Tax Rates and Tax Burdens in the District of Columbia - A Nationwide Comparison 2002, August 2003.

Estimated Annual State and Local Tax Burden Family of Four, \$75,000 Income



for research reports, see

<http://monitor.louisville.edu>

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