BEARFACTS 1994 – 2004
Santa Rosa , Florida [12113]

Santa Rosa is one of 67 counties in Florida. It is part of the Pensacola-Ferry Pass-Brent, FL (MSA). Its 2004 population of 138,329 ranked 30th in the state.

PER CAPITA PERSONAL INCOME

In 2004 Santa Rosa had a per capita personal income (PCPI) of $26,621. This PCPI ranked 30th in the state and was 82 percent of the state average, $32,618, and 80 percent of the national average, $33,123. The 2004 PCPI reflected an increase of 6.1 percent from 2003. The 2003-2004 state change was 7.5 percent and the national change was 5.1 percent. In 1994 the PCPI of Santa Rosa was $18,342 and ranked 27th in the state. The 1994-2004 average annual growth rate of PCPI was 3.8 percent. The average annual growth rate for the state was 4.2 percent and for the nation was 4.1 percent.

TOTAL PERSONAL INCOME

In 2004 Santa Rosa had a total personal income (TPI) of $3,682,491*. This TPI ranked 32nd in the state and accounted for 0.7 percent of the state total. In 1994 the TPI of Santa Rosa was $1,790,836* and ranked 33rd in the state. The 2004 TPI reflected an increase of 10.7 percent from 2003. The 2003-2004 state change was 10.0 percent and the national change was 6.1 percent. The 1994-2004 average annual growth rate of TPI was 7.5 percent. The average annual growth rate for the state was 6.3 percent and for the nation was 5.2 percent.

COMPONENTS OF TOTAL PERSONAL INCOME

Total personal income includes net earnings by place of residence; dividends, interest, and rent; and personal current transfer receipts received by the residents of Santa Rosa. In 2004 net earnings accounted for 67.2 percent of TPI (compared with 70.0 in 1994); dividends, interest, and rent were 12.8 percent (compared with 17.0 in 1994); and personal current transfer receipts were 20.0 percent (compared with 13.0 in 1994). From 2003 to 2004 net earnings increased 9.0 percent; dividends, interest, and rent decreased 9.1 percent; and personal current transfer receipts increased 36.5 percent. From 1994 to 2004 net earnings increased on average 7.0 percent each year; dividends, interest, and rent increased on average 4.4 percent; and personal current transfer receipts increased on average 12.2 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Rosa increased from $1,234,030* in 2003 to $1,355,510* in 2004, an increase of 9.8 percent. The 2003-2004 state change was 8.4 percent and the national change was 6.5 percent. The average annual growth rate from the 1994 estimate of $741,921* to the 2004 estimate was 6.2 percent. The average annual growth rate for the state was 6.5 percent and for the nation was 5.5 percent.

**Note: All income estimates with the exception of PCPI are in thousands of dollars, not adjusted for inflation.*

USDOC, Bureau of Economic Analysis, April 24, 2008