BEARFACTS 1996 – 2006
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 2006 population of 144,569 ranked 30th in the state.

PER CAPITA PERSONAL INCOME

In 2006 Santa Rosa had a per capita personal income (PCPI) of $30,351. This PCPI ranked 26th in the state and was 83 percent of the state average, $36,720, and 83 percent of the national average, $36,714. The 2006 PCPI reflected an increase of 6.6 percent from 2005. The 2005-2006 state change was 5.5 percent and the national change was 5.6 percent. In 1996 the PCPI of Santa Rosa was $20,181 and ranked 26th in the state. The 1996-2006 average annual growth rate of PCPI was 4.2 percent. The average annual growth rate for the state was 4.5 percent and for the nation was 4.3 percent.

TOTAL PERSONAL INCOME

In 2006 Santa Rosa had a total personal income (TPI) of $4,387,850*. This TPI ranked 32nd in the state and accounted for 0.7 percent of the state total. In 1996 the TPI of Santa Rosa was $2,136,603* and ranked 33rd in the state. The 2006 TPI reflected an increase of 8.2 percent from 2005. The 2005-2006 state change was 7.4 percent and the national change was 6.7 percent. The 1996-2006 average annual growth rate of TPI was 7.5 percent. The average annual growth rate for the state was 6.6 percent and for the nation was 5.4 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 2006 net earnings accounted for 67.5 percent of TPI (compared with 68.9 in 1996); dividends, interest, and rent were 16.8 percent (compared with 18.0 in 1996); and personal current transfer receipts were 15.7 percent (compared with 13.1 in 1996). From 2005 to 2006 net earnings increased 8.4 percent; dividends, interest, and rent increased 8.0 percent; and personal current transfer receipts increased 7.5 percent. From 1996 to 2006 net earnings increased on average 7.2 percent each year; dividends, interest, and rent increased on average 6.7 percent; and personal current transfer receipts increased on average 9.4 percent.

EARNINGS BY PLACE OF WORK

Earnings of persons employed in Santa Rosa increased from $1,561,381* in 2005 to $1,729,811* in 2006, an increase of 10.8 percent. The 2005-2006 state change was 6.8 percent and the national change was 5.7 percent. The average annual growth rate from the 1996 estimate of $843,119* to the 2006 estimate was 7.5 percent. The average annual growth rate for the state was 6.8 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