



Foundation for a  
Healthy St. Petersburg

## REPORT

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# ECONOMIC GAINS, ROADBLOCKS & GAPS FOR BLACK RESIDENTS OF PINELLAS COUNTY, FLORIDA

*ANALYSIS & REPORTING BY URBAN MARKET ANALYTICS (UMA),  
A DIVISION OF POWER BROKER MEDIA GROUP*

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# About the Employment Data in This Report

This report uses four sources of data to quantify the number of Black residents of Pinellas County who are employed and the number who are earning (called “earners” in this report), as well as how much they earn:

- Local Employment Dynamics (LED) Partnership data, which provides quarterly employment data as recent as four quarters old, and several earnings metrics
- American Community Survey (ACS) Sex by Employment 5-Year Estimates
- ACS Selected Population Profile 1-Year Estimates
- ACS Sex by Work Experience 5-Year Estimates

Each of these tools produces different employment and earnings figures for the county’s Black workforce, giving us a more rounded view of labor market dynamics.

The table below illustrates the variance between reported figures. Note that LED data yields the highest number of employed African Americans (as it captures people employed in Pinellas but who may not live in the county).

LED data were used to analyze job stability and turnover rates as well as changes in employment pre- and post-COVID, and growth in Black employment in industries targeted for growth by economic development leaders. LED’s quarterly data inventory enabled analysis of employment changes in the wake of the March 2020 pandemic-related shutdown, and comparison to changes during the Great Recession of 2007-2009.

ACS data, which report on Black residents of the county, were used to present a picture of labor force participation by age and gender, as well as full-time versus other workers including part-timers.

Both 1-Year and 5-Year ACS data sets were used; the former provided more current insights while the later offered more stable figures.

**Table 1: Change in Black Workforce, by Data Source**

	2010	2021	No. Δ	% Δ
All 16+ ACS	69,063	76,770	7,707	11%
16+ In labor force ACS	43,095	49,593	6,498	15%
All 15+ Earners ACS	44,086	50,784	6,698	15%
Employed ACS	35,291	46,216	10,924	31%
Employed full-time ACS	25,265	33,126	7,861	31%
Employed in management ACS	9,073	14,454	5,381	59%
Full-time earners ACS	27,923	33,800	5,877	21%
	2010	2022	No. Δ	% Δ
Employed LED	37,096	60,867	23,771	64%

*SOURCES: 1) ACS 1-Year Selected Population Profile, 2) U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts, and 3) Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over*

*SOURCES: 1) ACS Selected Population Profile, 2) U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts, and 3) Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over*

# About Terms & Census Data Used in This Report

## RACIAL & ETHNIC GROUPS

The use of the term “racial and ethnic groups” in this report refers to the four largest demographic groups reported on by the U.S. Census in Pinellas County – White Americans, Black Americans, Hispanic Americans, and Asian Americans.

This report asserts that Black Americans are in worst or last place in a large majority of the metrics featured herein. The assertion applies only to the four racial and ethnic groups analyzed.

It should be known that Individuals who self-identify in Census groups called “Two or More Races” or “Some Other Race” fare worse than Black individuals in some metrics, as do American Indian or Alaska Natives.

The term “race” is sometimes substituted for “racial and ethnic,” mostly for brevity in captions.

## AMERICANS

This term is used to refer to the racial and ethnic groups reported on, e.g., White Americans, Black Americans, African Americans, etc. This usage may not be considered appropriate by some, such as foreign-born non-naturalized Russians who may not prefer to be called “American.” Even in the case of the term African American, which is commonly perceived as interchangeable with the term Black, may be unwelcomed by some of the 2,600 Black Pinellas residents who are foreign-born and unnaturalized. The term is used for ease of reference.

## BLACK ALONE & BLACK IN COMBINATION

Throughout this report, the terms “Black” and “African American” refer to all people who self-identify as Black or African American to the U.S. Census, including single-race Black, multiracial Black, and Black Hispanic.

This report captures data on both the Census group called “Black or African American alone or in combination with one or more races” and the group called “Black or African American alone.”

Note that some data sources don’t offer this distinction and report solely under the header “Black.”

## MALE & FEMALE

Many official data sources continue to report on only two gender groups - male or female - which leaves us blind as to the size and economic standing of individuals who do not identify as cisgender, male or female. Because of the limitations, this report documents outcomes for male and female.

## ACS & LED

These acronyms are seen in source notes primarily. ACS refers to the U.S. Census American Community Survey; and LED refers to Local Employment Dynamics (LED) Partnership data, which provides quarterly employment data used extensively throughout this report.

## EMPLOYMENT RATE

The U.S. Census and other official data sources typically report employment as the percentage of the 16+ population that is employed. This report deviates from the standard. Throughout this document, employment rate is calculated as the percentage of those in the labor force who are employed. This choice was made to emphasize the near parity in the employment-to-labor force ratio across race groups..

# Black Americans' Economic Contributions in Pinellas

THE MOST RECENT CENSUS DATA SHOW THAT BLACK RESIDENTS ARE A GROWING PART OF THE PINELLAS COUNTY ECONOMY.

Black residents generated over \$2.4 billion in income in Pinellas County in 2021, for nominal growth of 56% and real growth of 25% since 2010.

From 2010 to 2021, the county's resident Black workforce grew by 46% from the post-recession low of 2010. Black individuals are now 11% to 13% of Pinellas County's employed workers, up from 10% to 10.5% in 2010.

Black Americans play an outsized role in some local markets and sectors. As one example, Black households are only 9% of the county total but make-up 18% of the renter market. They are also 20% of the next generation workforce (which is Black children's share of the population under age 18 in Pinellas).

**Table 2: Growth in African American Population, Income & Workforce**

	2010	2021	\$ / No. Δ	% Δ
<b>PEOPLE &amp; HOUSEHOLDS</b>				
Population	102,385	113,000	10,615	10%
Households	35,093	37,045	1,952	6%
<b>ECONOMY</b>				
	<b>2010</b>	<b>2021/22*</b>		
Aggregate income	\$1,940,378,610	\$2,429,161,000	\$488,782,390	25%
Employed workforce LED	<del>38,107</del>	<del>60,977</del>	<del>22,864</del>	<del>60%</del>
Employed workforce ACS	35,291	51,612	16,321	46%
Full-time earners	27,923	33,800	5,877	21%

SOURCES: 1) ACS 1-Year Selected Population Profile, 2) U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts, and 3) Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over



# Why Focus on the Economic Standing of Black Residents

For decades, conversations about racial economic disparities in Pinellas County have centered solely or primarily on gaps between White and Black residents. Yet Pinellas County has become more racially and ethnically diverse in recent years. Public discourse should evolve with the changing demographics.

In 2000, Pinellas County was home to 158,659 people of color, 55% of them Black or African American. As of 2021, the county had 260,066 residents of color, and 44% were Black.

In addition, the county's racial economic hierarchy has shifted of late. Whereas White residents once had the best economic outcomes across the board, Asian Americans now outperform them in a host of economic metrics, and non-White groups, including Black residents, have had stronger growth rates in some metrics, e.g., Asian and Hispanic entrepreneurs had stronger growth in business revenue.

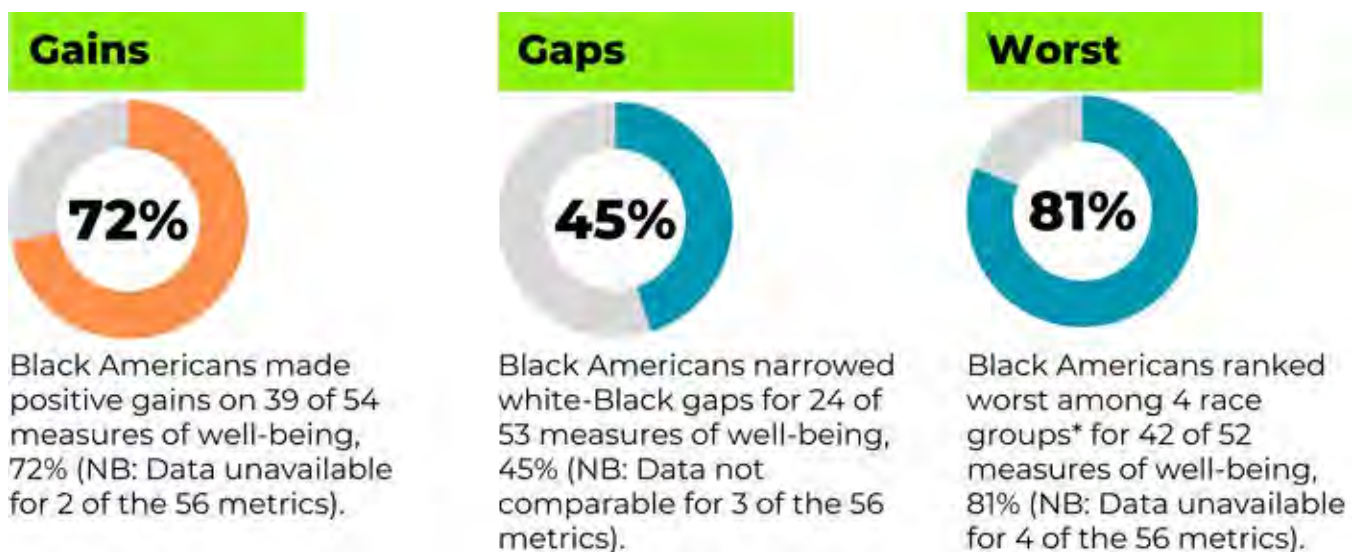
What has not changed though is that Black or African Americans remain the most economically challenged racial or ethnic group in Pinellas County.

Black residents have made significant progress (as readers will see in Part 1). But they are still in worst or last place for 81% of the cross-race comparison metrics analyzed for this report. Net, net, African Americans are no better able to build generational wealth today than they were a decade ago (which is discussed in Part 2). This leaves generations of Black children (current and future) without access to the same breadth of opportunities available to their non-Black peers.

The status quo also undermines the strength and resiliency of the local economy, while challenging the ability of economic development leaders to achieve future-looking goals such as building a knowledge-based workforce to drive growth.

For these reasons, this report attempts to incorporate insights that reflect the county's growing diversity, while centering the unique economic status of African Americans.

**Figure 1: Economic Status & Progress of African Americans in Pinellas\* (Of 56 Metrics Analyzed)**



\*Gains & changes in economic status and capacity are from 2010 to 2021 or 2022, depending on data available.

SOURCES: 1) Decennial Census 2000 DP1 Profile of General Demographic Characteristics, 2) \*ACS Demographics and Housing Estimates, and 3) See Sources & Methods Section for metrics analyzed

# Metric Snapshot: Economic Status of Diverse Groups in Pinellas

This table offers a snapshot of the relative economic standing of racial and ethnic groups in Pinellas County. It highlights groups with the best (blue boxes) and worst (red boxes) status for various indicators of economic wellbeing and capacity. Most data points are for 2021. See Sources & Methods Section for details.

**Table 3: Economic Status of County's Largest Racial & Ethnic Groups**

			Asian	White	Hispanic	Black Alone	Black in Comb.	All
<b>CAREER TRACK EDUCATION</b>								
1	High school graduation rate (22)	PCS	94.93%	91.16%	86.20%	78.46%		88.14%
<b>ADULTS 25+</b>								
2	High school or higher	1 Yr	80.1%	95.3%	84.1%	89.6%		93.0%
3	Some college or higher	1 Yr	60.8%	70.1%	57.3%	56.9%		67.1%
4	Associate's or higher	1 Yr	49.7%	49.2%	39.6%	31.7%		46.8%
5	Bachelor's or higher	1 Yr	42.2%	39.6%	27.5%	18.5%		36.9%
<b>EMPLOYMENT &amp; JOB QUALITY</b>								
6	Labor force participation	SPP1	65.5% 5	55.9%	65.7%	64.6%	64.1%	58.3%
7	Employment rate DEF	SPP1	95.3% 5	95.2%	93.6%	93.2%	93.1%	94.9%
8	Households with earnings		85.6% 5	66.0%	81.6%	75.60%	75.60%	68.8%
9	Full-time employment rate	SPP1	72.6% M	71.9%	70.8%	71.7%	70.0%	71.6%
10	Stable employment rate	LED	30.9%	89.4%	85.8%	80.9%	81.0%	87.6%
11	Employed in management	5Y	44.3% 5	47.1%	33.7%	31.3%	32.5%	43.8%
12	Working remotely		10.2%	23.7%	17.7%	13.4%	14.7%	21.4%
13	With private health insurance			66.4%	54.7%	52.5%	52.8%	63.3%
<b>EARNINGS &amp; INCOME</b>								
14	Average full-time earnings	SPP1	\$81,951	\$77,206	\$57,400	\$42,747	\$43,944	\$71,742
15	Median earnings all workers	5Y	\$37,320	\$41,291	\$29,593	28,233		37,514
16	Median earnings full time male	5Y	\$51,868	\$58,079	\$41,643	38,950		53,247
17	Median earnings full time female	5Y	\$41,506	\$49,483	34,246	36,486		45,656
18	Average household earnings	SPP1	\$108,346 5	\$96,845	\$77,208	\$60,495	\$62,677	\$93,062
19	Per capita income	SPP1	\$43,990	\$46,250	\$28,414	\$22,625	\$21,497	\$40,998
20	Median household income	SPP1	\$71,252 5	\$64,968	\$54,645	\$42,502	\$43,631	\$61,947
21	Median family income	M	\$98,490	\$89,353	\$60,749	\$58,505	\$58,881	\$84,494
22	Average social security income	M	\$20,429	\$21,662	\$18,788	\$14,553	\$13,905	\$20,986
23	Average supplemental security	M	\$8,977	\$11,222	\$10,322	\$11,405	\$10,337	\$10,820
24	Average cash public assistance	M	\$5,393	\$4,485	\$3,780	\$2,307	\$2,287	\$3,979
25	Average retirement income	M	\$34,669	\$28,296	\$28,980	\$18,167	\$17,956	\$27,460
<b>BUSINESS</b>								
26	Average annual revenue	17	\$1.09M	\$1.82M	\$1.22M	\$546K		\$1.75M
27	Average employees	17	6.5	12.5	9.9	5.0		11.9
<b>SELF-EMPLOYMENT</b>								
28	Self-employed	BA	11.9%	13.5%	8.8%	4.5%	4.8%	12.0%
29	Self-employed in incorp. biz.		6.0%	7.3%	3.9%	1.9%	2.0%	6.3%
30	% Self-employed in incorp. biz.		50.1%	53.8%	44.5%	42.5%	42.4%	52.2%

SOURCES: See Sources & Methods Section for data sources for metrics analyzed

**Table 4: Economic Status of County's Largest Racial & Ethnic Groups**

<b>CAREER TRACK EDUCATION</b>			<b>2011</b>	<b>2022</b>	<b>Pt. Δ</b>	<b>% Δ</b>
1	High school graduation rate	PCSB	47.1%	78.5%	31.4%	66.7%
<b>ADULTS 25+</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
2	High school or higher	1 Yr	75.7%	89.6%	14.0%	18.4%
3	Some college or higher	1 Yr	43.9%	56.9%	12.9%	29.5%
4	Associate's or higher	1 Yr	23.3%	31.7%	8.5%	36.4%
5	Bachelor's or higher	1 Yr	16.1%	18.5%	2.5%	15.3%
<b>EMPLOYMENT</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
6	Labor force participation	SPP1	62.4%	64.6%	2.2%	4%
7	Employment rate	SPP1	81.9%	93.2%	11.3%	14%
8	Households with earnings	SPP1	75.6%	75.6%	0.0%	0%
9	Full-time employment rate	SPP1	71.6%	71.7%	0.1%	0%
10	Stable employment rate**	LED	85.8%	80.9%	-5.0%	-6%
11	Employed in management	5 Yr	24.0%	32.0%	8.0%	33%
12	Working remotely	SPP1	3.6%	13.4%	9.8%	272%
13	With private insurance	SPP1	42.2%	52.5%	10.3%	24%
<b>EARNINGS &amp; INCOME</b>			<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
14	Average full-time earnings	5 Yr	\$48,198	\$42,747	\$(5,451)	-11%
15	Median earnings all workers	5 Yr	\$29,112	\$28,233	\$(879)	-3%
16	Median earnings full time male	5 Yr	\$39,726	\$38,950	\$(776)	-2%
17	Median earnings full time female	5 Yr	\$35,338	\$36,486	\$1,148	3%
18	Average household earnings	SPP1	\$53,049	\$60,495	\$7,446	14%
19	Per capita income	SPP1	\$19,817	\$22,625	\$2,808	14%
20	Median household income	SPP1	\$38,112	\$42,502	\$4,390	12%
21	Median family income	SPP1	\$45,273	\$58,505	\$13,232	29%
22	Average social security income	SPP1	\$15,180	\$14,553	\$(627)	-4%
23	Average supplemental security	SPP1	\$12,241	\$11,405	\$(836)	-7%
24	Average cash public assistance	SPP1	\$4,688	\$2,307	\$(2,381)	-51%
25	Average retirement income	SPP1	\$18,970	\$18,167	\$(803)	-4%
<b>BUSINESS</b>			<b>2012</b>	<b>2017</b>	<b>\$/No. Δ</b>	<b>% Δ</b>
26	Average annual revenue		\$900,117	\$546,498	\$(353,619)	-39%
<b>SELF-EMPLOYMENT</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
27	Employees		5,750	1,508	(4,242)	-74%
28	Self-employed	BA	5.7%	4.5%	-1.1%	-20%
29	Self-employed in incorp. biz.		1.3%	1.9%	0.6%	51%
30	% Self-employed in incorp. Biz.		22.5%	42.5%	20.0%	89%

\*\*Stable Jobs figures are Q1 2010 and Q1 2022

SOURCES: See Sources & Methods Section for data sources for metrics analyzed

**Table 4: Economic Status of County's Largest Racial & Ethnic Groups (Continued)**

			Asian	White	Hispanic	Black Alone	Black in Comb.	All
<b>BURDENS/DUTIES AT HOME</b>								
31	Working age people w/ a disability	SPPI	4.5% M	10.20%	11.8%	14.3%	15.3%	10.8%
32	Children w/ a disability	M	3.2%	6.8%	4.1%	14.5%	12.8%	7.1%
33	Single mother families w/ children	M	12.7%	22.1%	29.0%	63.0%	57.5%	27.3%
34	Grandparents raising grandkids	M	0.8%	0.6%	0.7%	1.4%	1.3%	0.7%
35	Other relatives living in household	M	11.9%	4.6%	10.7%	13.9%	13.9%	6.5%
36	Women's share of full-time earnings	M	37.3%	39.5%	38.8%	58.6%	57.7%	40.8%
<b>TRANSPORTATION</b>								
37	Households w/ no vehicle		6.1% M	6.3%	6.2%	12.0%	12.0%	6.9%
38	Household members per vehicle		1.73	1.30	2.04	2.05	2.21	1.47
39	Mean travel time to work	M	25.7	23.9	23.6	23.7	23.9	23.7
<b>POVERTY</b>								
40	Poverty - All	SPPI	11.0%	10.4%	16.0%	21.3%	20.2%	12.1%
41	Poverty - Children		12.7%	9.4%	16.0%	26.9%	23.4%	14.2%
42	Poverty - Adults 18 to 64		9.8%	10.6%	12.7%	18.2%	17.7%	11.8%
43	Poverty - Adults 65+		22.4%	10.2%	20.3%	26.6%	25.8%	11.4%
<b>CRIMINAL/LEGAL</b>								
44	Males incarcerated as % of males		0.1%	0.4%	0.7%	3.0%		0.6%
45	Incarcerated as % of 18 to 64 yr olds		0.1%	0.4%	0.5%	1.9%		0.5%

			Asian	White	Hispanic	Black Alone	Black in Comb.	All
<b>HOMEOWNERSHIP &amp; HOUSING</b>								
46	Homeownership rate		71.7% 5	74.8%	56.5%	40.4%	40.6%	70.4%
47	Homeowners w/ a mortgage		53.9% 5	50.9%	60.3%	70.5%	69.4%	52.7%
48	High cost home purchase loans		3.3%	3.6%	8.4%	5.8%		3.5%
49	Home purchase loans denied		32.5%	23.7%	54.3%	49.7%		25.3%
50	Cost-burdened homeowners	SCH	23.3%	24.4%	25.2%	28.5%		26.0%
51	Cost-burdened renters	SPPI	51.3% M	54.7%	60.9%	69.6%	67.2%	57.8%
52	Median value of owned homes	M	\$353,700	\$297,500	\$290,200	\$223,600	\$225,800	\$292,200

SOURCES: See Sources & Methods Section for data sources for metrics analyzed

# Still a Disproportionate Share of County's Challenge Populations

After decades of concerted efforts and progress, Black individuals still make-up an outsized portion of groups experiencing challenges that inhibit or limit economic potential. The graphics below illustrate the degree of Black residents' over-representation.

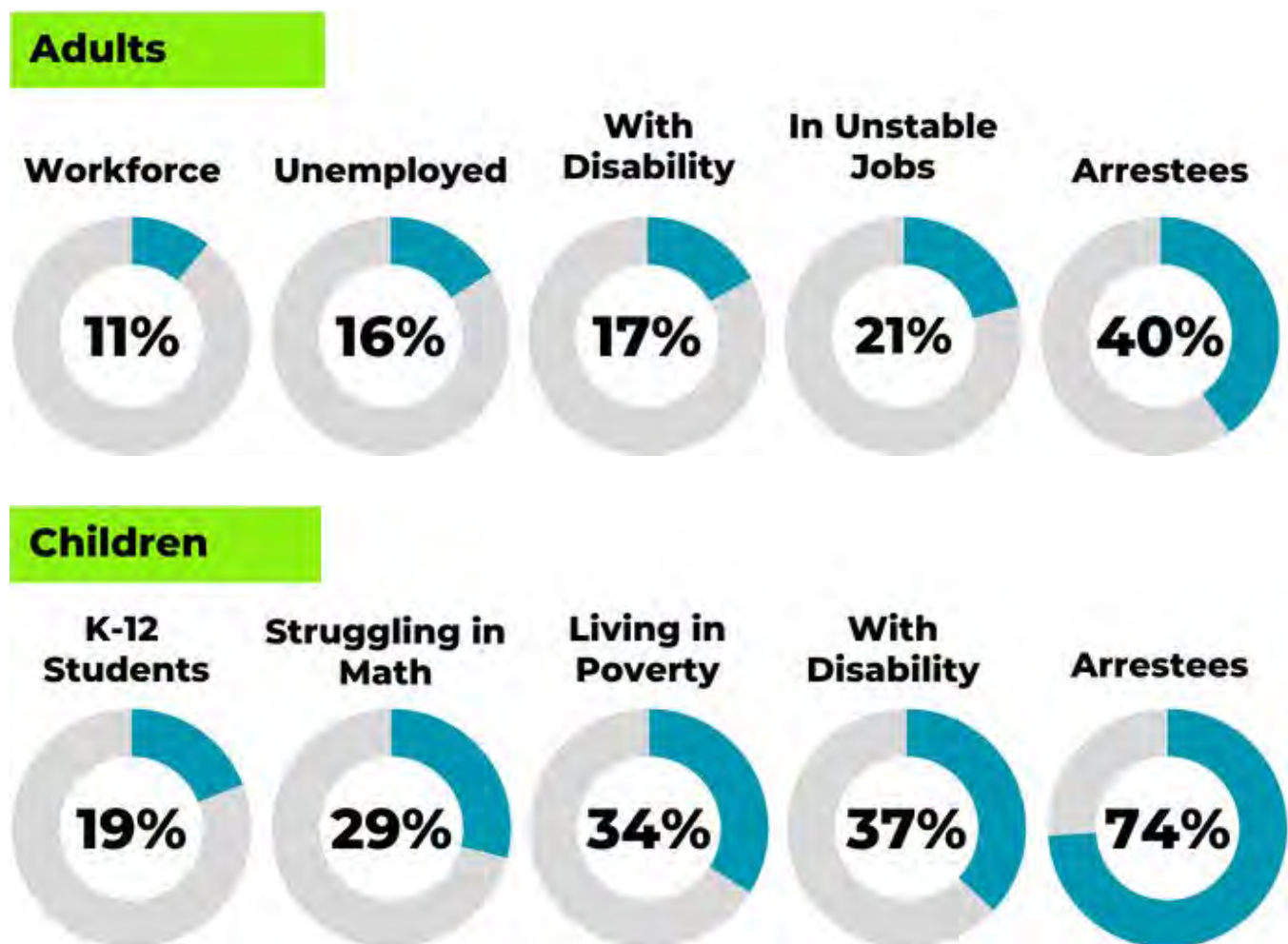
## TODAY'S WORKERS & ENTREPRENEURS

Black individuals are 11% of the county's workforce but are 16% of the county's unemployed workforce; 17% of people 18 to 64 with a disability; and 21% of the county's non-stable workforce. Though far fewer Black residents are being arrested and incarcerated, they are still significantly overrepresented in the system-involved population, e.g., Black residents were 40% of Pinellas County's imprisoned population in 2020.

## FUTURE WORKERS & ENTREPRENEURS

Disproportionality is even more extreme for the population under age 18. Black children are 19% of K-12 students in the county but make-up 29% of students struggling in math; 34% of children living in poverty; 37% of children with a disability; and 74% of juveniles arrested from April 2022 to March 2023.

Figure 2: African Americans' Share of Challenged Populations



SOURCES: See Sources & Methods Section for data sources for metrics analyzed

# Introduction & Major Findings

This three-part report sheds light on the economic status and progress of Black residents of Pinellas County, Florida, over the past decade of available census data. In all, this report features 75 measures of economic well-being and capacity; 56 metrics were captured within three tables that assess 1) the relative standing of Pinellas' four largest racial and ethnic groups; 2) how far the needle has moved for Black residents; and 3) changes in White-Black gaps over time.

This page and the next summarize major findings.

## RECORD-SETTING ECONOMIC GAINS

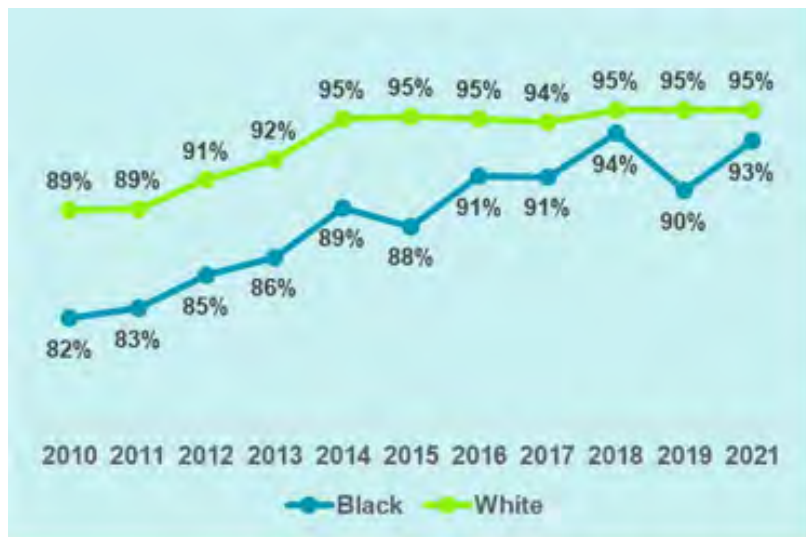
Black residents of Pinellas County have made record-setting progress in recent years. They paced ahead of their race peers across Florida and the nation in education and employment gains, and in some metrics, also outpaced gains by White neighbors in Pinellas. For example, Black residents have had higher college enrollment rates than Whites for nearly 20 years, plus higher growth rates in employment over the past decade.

Gains were most impressive in career-track education and the labor market. Since 2010, Black Americans' labor force participation rate is up and their employment rate rose to a record 94% in 2018, creating the smallest White-Black unemployment gap of the 21st century (see Figure 3). Partly as a result, Black poverty reached an all-time low in 2019.

One of the most emphatic indicators of progress is the rise in Black residents in management, business and professional occupations. This group became a plurality (i.e., the largest share) of the Black workforce for the first time in approximately 2018.

Part 1 offers brief summaries on several major points-of-progress, along with tabular snapshots of changes in the economic status and capacity of Black individuals from 2010 to 2021 or 2022 (depending upon the vintage of the most recent data available).

**Figure 3: Employment Rates in Pinellas County**



SOURCE: ACS S0201 Selected Population Profile

## **YET, THE MOST MATERIAL GAPS WIDENED**

Though White-Black education and employment gaps narrowed over the past decade, the most material economic gaps widened.

- The earnings gap grew.
- The homeownership gap grew.
- And based on limited data, it appears that the wealth gap also grew.

Despite the thousands of Black individuals who upskilled and earned credentials, and the thousands of added workers in management jobs, Black residents in Pinellas County are no better able to invest and build generational wealth today than they were 10 years ago.

## **BLACK AMERICANS ARE THE ONLY GROUP THAT SLID BACKWARDS**

Black Americans are the only racial and ethnic group that lost economic ground in Pinellas County over the past decade.

From 2010 to 2021, White, Asian, and Hispanic workers experienced real earnings growth. Black residents did not, despite having stronger education and employment gains than most.

And while White, Asian, and Hispanic families grew the number of homes they own, Black residents had a net loss in both the number of homes they own, and in their homeownership rate.

## **ECONOMY BECAME LESS INCLUSIVE OF BLACK AMERICANS**

Due to the dynamics above, the economy of Pinellas County is less inclusive of Black residents today than it was in the year 2010.

Black workers are active in the economy in record numbers but are not reaping a representative share of the county's economic growth. Black Americans' share of income and earnings has declined over the past decade.

In Pinellas in 2021, Black residents were 10% of the workforce and 8.4% of management workers but produced only 6.2% of aggregate income.

This means that Black individuals generated only 55% of their representative share of income in 2021, down from 69% in 2010.

## **REASONS FOR THE PARADOX**

Since the civil rights era, local leaders have posited **education and employment gaps** as the leading proximate causes of persistent earnings gaps.

Yet the recent widening of the racial earnings gap – and the resultant widening of the racial wealth gap - appear to be caused by factors not fully accounted for by yesterday's paradigm, since education and employment gaps have narrowed.

For one, Pinellas County's Black workforce has experienced a troubling erosion in job stability and an increase in job separations that other racial and ethnic groups have not experienced.

At the market level, the earnings gap is mathematically driven, in part, by an influx of higher-income non-Black residents causing non-Black income growth rates to be higher than they would be organically. Meanwhile, an apparent outmigration of better educated Black individuals is driving Black earnings lower than they otherwise would be. This "Black Brain Drain" phenomenon is the subject of a recent report.

In this vein, though, the earnings gap may be both cause and consequence.

## A COMPREHENSIVE & COURAGEOUS EXAMINATION IS NEEDED

Underlying reasons for the racial differences in growth (and the regress in Black economic outcomes) remain largely unexamined.

The recent structural racism study – commissioned by the City of St. Petersburg and concluded in late 2021 – was a first attempt to document the existence of bias as a factor in Black residents' lower earnings. It illustrated that Black workers are paid less than peers of other races, even when they have the same educational credentials.

A deep and comprehensive analysis is needed that includes examination of the extent to which structurally normalized bias still exists among decision makers – including both people who make decisions on hiring, promotions, compensation, and business contracting, and those who lead Pinellas County's approach to economic growth.

## Part 1: Gains

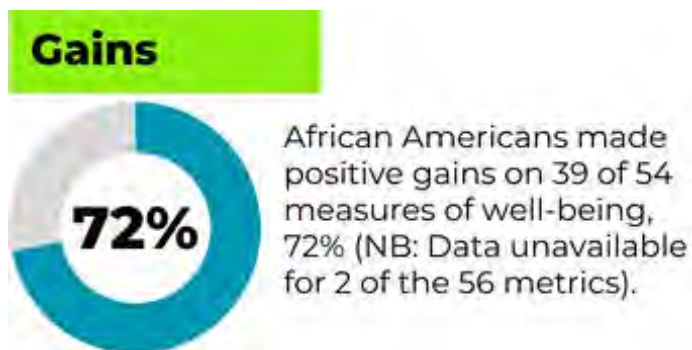
Black Pinellas County residents achieved historic and healthy gains in many of the metrics analyzed for this report. From 2010 to 2021, they paced ahead of their race peers across Florida and/or the nation in education and employment gains, as well as poverty reduction. In some metrics, they also outpaced gains by White neighbors in Pinellas.

Among the most pronounced points of progress:

- The Black male high school graduation rate has more than tripled since 2008.
- Black Americans in management, business & professional occupations became a plurality (i.e., the largest share) of the Black workforce for the first time, in roughly 2018.
- The percentage of self-employed Black individuals who have incorporated their businesses more than doubled from 2010 to 2021.

In all, Black Americans made positive progress on nearly three-fourths (72%) of the metrics analyzed for this report.

**Figure 4: Metrics Analyzed Where Black Americans Had Positive Progress**





# Metric Snapshot: Changes in Economic Outcomes for Black Residents in Pinellas

This table offers a snapshot of changes in economic outcomes for Black Americans in Pinellas County. For most metrics, changes are measured between 2010 and 2021. See Sources & Methods Section for details.

**Table 4: Changes in Economic Outcomes for Black Americans**

<b>CAREER TRACK EDUCATION</b>			<b>2011</b>	<b>2022</b>	<b>Pt. Δ</b>	<b>% Δ</b>
1	High school graduation rate	PCSB	47.1%	78.5%	31.4%	66.7%
<b>ADULTS 25+</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
2	High school or higher	1 Yr	75.7%	89.6%	14.0%	18.4%
3	Some college or higher	1 Yr	43.9%	56.9%	12.9%	29.5%
4	Associate's or higher	1 Yr	23.3%	31.7%	8.5%	36.4%
5	Bachelor's or higher	1 Yr	16.1%	18.5%	2.5%	15.3%
<b>EMPLOYMENT</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
6	Labor force participation	SPP1	62.4%	64.6%	2.2%	4%
7	Employment rate	SPP1	81.9%	93.2%	11.3%	14%
8	Households with earnings	SPP1	75.6%	75.6%	0.0%	0%
9	Full-time employment rate	SPP1	71.6%	71.7%	0.1%	0%
10	Stable employment rate**	LED	85.8%	80.9%	-5.0%	-6%
11	Employed in management	5 Yr	24.0%	32.0%	8.0%	33%
12	Working remotely	SPP1	3.6%	13.4%	9.8%	272%
13	With private insurance	SPP1	42.2%	52.5%	10.3%	24%
<b>EARNINGS &amp; INCOME</b>			<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
14	Average full-time earnings	5 Yr	\$48,198	\$42,747	\$(5,451)	-11%
15	Median earnings all workers	5 Yr	\$29,112	\$28,233	\$(879)	-3%
16	Median earnings full time male	5 Yr	\$39,726	\$38,950	\$(776)	-2%
17	Median earnings full time female	5 Yr	\$35,338	\$36,486	\$1,148	3%
18	Average household earnings	SPP1	\$53,049	\$60,495	\$7,446	14%
19	Per capita income	SPP1	\$19,817	\$22,625	\$2,808	14%
20	Median household income	SPP1	\$38,112	\$42,502	\$4,390	12%
21	Median family income	SPP1	\$45,273	\$58,505	\$13,232	29%
22	Average social security income	SPP1	\$15,180	\$14,553	\$(627)	-4%
23	Average supplemental security	SPP1	\$12,241	\$11,405	\$(836)	-7%
24	Average cash public assistance	SPP1	\$4,688	\$2,307	\$(2,381)	-51%
25	Average retirement income	SPP1	\$18,970	\$18,167	\$(803)	-4%
<b>BUSINESS</b>			<b>2012</b>	<b>2017</b>	<b>S/No. Δ</b>	<b>% Δ</b>
26	Average annual revenue		\$900,117	\$546,498	\$(353,619)	-39%
<b>SELF-EMPLOYMENT</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
27	Employees		5,750	1,508	(4,242)	-74%
28	Self-employed	BA	5.7%	4.5%	-1.1%	-20%
29	Self-employed in incorp. biz.		13%	1.9%	0.6%	51%
30	% Self-employed in incorp. Biz.		22.5%	42.5%	20.0%	89%

**Table 4: Changes in Economic Outcomes for Black Americans (Continued)**

<b>BARRIERS &amp; CHALLENGES</b>						
<b>BURDENS/DUTIES AT HOME</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
31	Working age people w/ disability	SPP1	15.4%	14.3%	-1.1%	-7%
32	Children w/ a disability	SPP1	2.5%	14.5%	12.0%	480%
33	Single mother families w/ children	SPP1	58.8%	63.0%	4.2%	7%
34	Grandparents raising grandkids	SPP1	3.2%	1.4%	-1.7%	-54%
35	Other relatives living in household	SPP1	10.4%	13.9%	3.5%	34%
36	Women's share of full-time earnings	SPP1	49.6%	58.6%	9.0%	18%
<b>HEALTH</b>			<b>2010</b>	<b>2021</b>	<b>Rate Δ</b>	<b>% Δ</b>
37	Hospitalizations	FLCH	17,652	15,668	(1,985)	-11%
38	Life Expectancy	FLCH	73.2	73.3	0.10	0.1%
39	Deaths from 12 chronic diseases**	FLCH	477.1	333.5	(143.60)	-30%
<b>TRANSPORTATION</b>			<b>2010</b>	<b>2021</b>	<b>Rate Δ</b>	<b>% Δ</b>
40	Households w/ no vehicle	5Y	14.6%	15.6%	0.01	0.07
41	Household members per vehicle	5Y	2.09	2.05	(0.04)	(0.02)
42	Mean travel time to work	SPP1	22.1	23.7	1.60	0.07
<b>POVERTY</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
43	Poverty - All	SPP1	30.9%	21.3%	-9.6%	-31%
44	Poverty - Children	SPP1	46.7%	26.9%	-19.8%	-42%
45	Poverty - Adults 18 to 64	SPP1	25.1%	18.2%	-6.9%	-27%
46	Poverty - Adults 65+	SPP1	17.7%	26.6%	8.9%	50%
<b>CRIMINAL/LEGAL</b>			<b>2010</b>	<b>2020</b>	<b>Pt. Δ</b>	<b>% Δ</b>
47	Arrests as % of adults		21%	10%	-11%	-53%
48	Males incarcerated as % of Males		4.1%	3.0%	-1.1%	-27%
49	Incarcerated as % of 18 to 64 yr olds		2.6%	1.9%	-0.7%	2.6%

<b>HOMEOWNERSHIP &amp; HOUSING</b>			<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
50	Homeownership rate	SPP1	44.7%	40.4%	-4.3%	-10%
51	Homeowners w/ a mortgage	SPP2	73.5%	70.5%	-3.0%	-4%
52	High cost home purchase loans	SHI		5.80%		
53	Home purchase loans denied	SHI		49.70%		
54	Cost-burdened homeowners	SPP1**	53.8%	36.0%	-17.8%	-33%
55	Cost-burdened renters	SPP1	65.9%	69.6%	3.7%	6%
56	Median value owned homes	SPP1	\$148,458	\$223,600	\$75,142	51%

SOURCES: See Sources & Methods Section for data sources for metrics analyzed

# Black Workforce Growing Faster Than County Averages

## TRENDS

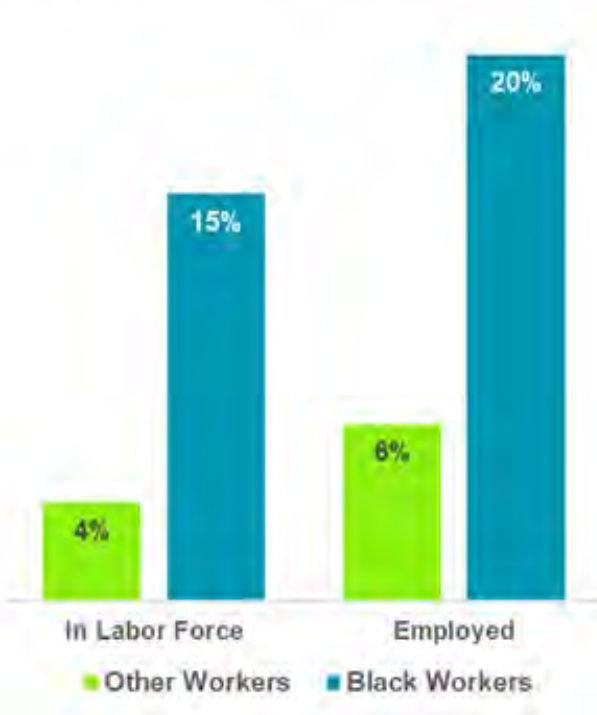
Black residents play a larger role in the Pinellas economy than in most Florida counties and cities. This is due in part to population size. Pinellas ranks 8th among Florida's 67 counties for largest Black population.

Over the past decade, the Black workforce grew faster than other groups.

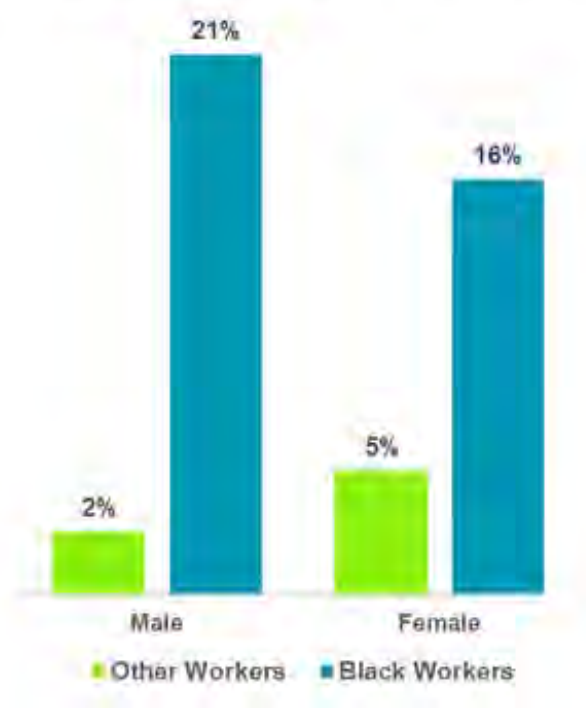
The number of Black residents participating in the labor market grew by 15% versus 4% for non-Black workers. The number of employed Black workers grew by 20% versus 6% growth for other workers.

Across Pinellas, Black workers accounted for 44.5% of total growth in people in the labor force between 2010 and 2021. Growth was strongest among Black males, ages 16 to 64, whose number grew by 21% versus only 2% for other males.

**Figure 5:**  
Growth in No. of Workers All Ages,  
2010 to 2021



**Figure 6:**  
Growth in No. of Workers Ages 16 to 64  
by Gender, 2010 to 2021



SOURCE: ACS Sex by Age & Employment

# Fastest-Growing Worker Groups

Much of this report uses the American Community Survey (ACS) 1-Year dataset. The figures below are from the ACS 5-Year estimates, however, which allow analysis of changes in employment by age group.

## EMPLOYMENT RATES

From 2010 to 2021, Black Americans in Pinellas County saw a healthy gain in their employment rate (92.3% across all age groups). Growth was strongest for Black males ages 16 to 64 (prime working years).

Their employment rate rose by 5.3% to 93%, surpassing Black women’s 92% rate.

## EMPLOYMENT, BY NUMBER

Women here continue to outnumber men in the Black workforce, but among the age and gender groupings below, Black males in their prime working years had more growth than women in the number of employed workers (+3,559).

**Table 5: Number of Black Americans in the Labor Force & Employed**

LABOR FORCE	2010	2021	No. Δ	% Δ
<b>ALL</b>				
All ages	43,416	49,754	6,338	14.6%
Ages 16 to 64	41,933	47,618	5,685	13.6%
Ages 65+	1,483	2,136	653	44.0%
<b>MALE</b>				
All ages	19,994	22,988	2,994	15.0%
Ages 16 to 64	19,277	21,988	2,711	14.1%
Ages 65+	717	1,000	283	39.5%
<b>FEMALE</b>				
All ages	23,422	26,766	3,344	12.5%
Ages 16 to 64	<b>22,656</b>	<b>25,630</b>	<b>2,974</b>	13.1%
Ages 65+	766	1,136	370	48.3%

**Table 6: Percentage of Black Americans in the Labor Force & Employed**

LABOR FORCE	2010	2021	Pt. Δ	% Δ
<b>ALL</b>				
All ages	64%	64%	0.3%	0.5%
Ages 16 to 64	70%	73%	3.0%	4.3%
Ages 65+	19%	17%	-1.0%	-5.5%
<b>MALE</b>				
All ages	64%	64%	-0.1%	-0.2%
Ages 16 to 64	69%	71%	2.1%	3.1%
Ages 65+	22%	20%	-2.1%	-9.5%
<b>FEMALE</b>				
All ages	64%	64%	0.7%	1.1%
Ages 16 to 64	<b>70%</b>	<b>74%</b>	3.7%	5.3%
Ages 65+	16%	16%	-0.3%	-1.9%

EMPLOYED	2010	2021	No. Δ	% Δ
<b>ALL</b>				
All ages	38,278	45,781	7,503	19.6%
Ages 16 to 64	6,881	43,739	6,858	18.6%
Ages 65+	1,397	2,042	645	46.2%
<b>MALE</b>				
All ages	17,403	21,214	3,811	21.9%
Ages 16 to 64	16,718	20,277	3,559	21.3%
Ages 65+	685	1,000	315	46.0%
<b>FEMALE</b>				
All ages	20,875	24,567	3,692	17.7%
Ages 16 to 64	20,163	23,462	3,299	16.4%
Ages 65+	712	1,105	393	55.2%

EMPLOYED	2010	2021	Pt. Δ	% Δ
<b>ALL</b>				
All ages	88.4%	92.3%	3.9%	4.4%
Ages 16 to 64	88.2%	92.1%	3.9%	4.5%
Ages 65+	94%	96%	1.4%	1.5%
<b>MALE</b>				
All ages	87%	93%	5.1%	5.8%
Ages 16 to 64	87%	93%	5.3%	6.1%
Ages 65+	96%	94%	-1.8%	-1.9%
<b>FEMALE</b>				
All ages	89%	92%	2.8%	3.2%
Ages 16 to 64	89%	92%	2.7%	3.1%
Ages 65+	93%	97%	4.3%	4.6%

# Rapid Growth in Skilled & Management Workforce

One of the most emphatic indicators of progress is the rise in Black workers in management, business & professional occupations. This group became a plurality (i.e., the largest share) of the Black workforce for the first time in about 2018.

For at least 50 years prior, the plurality of Black residents in Pinellas worked in service jobs, which are typically lower-paying.

Management jobs are now the largest Tier 1\* occupational group for Black workers; they were also the fastest growing group and had the biggest gain in sheer numbers of workers, from 2010 to 2021.

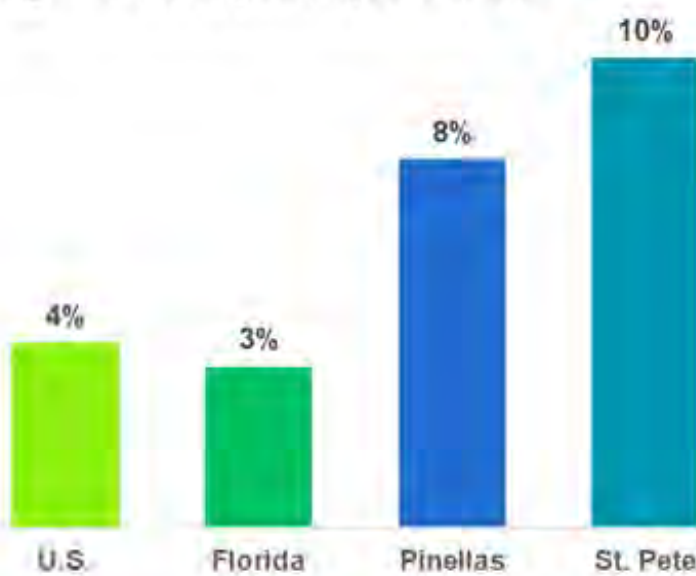
Sales & office workers are now the second largest group of Black workers in Pinellas County (falling from first place in 2010). Service workers also slipped in rank and had the slowest growth rate over the 11 years.

**Table 7: Number of African Americans by Tier 1 Occupation Group**

Occupation Group	2010	2021	No. Δ	% Δ
Management	9,089	14,472	5,383	59%
Sales and office	10,633	11,802	1,169	11%
Service	8,973	10,953	1,980	22%
Production, transportation	4,762	6,110	1,348	28%
Construction & maintenance	1,845	2,842	997	54%

\*Tier 1 refers to the largest summary grouping the ACS reports; Tier 2 (reported on the next page) are the second largest summary groupings.

**Figure 7: Increase in Share of Black Workers in Management Occupations, 2010 to 2021**



SOURCE: ACS Sex by Occupation for the Civilian Employed Population 16 Years and Over (for this and the following page)

# Fastest-Growing Occupations

## LARGEST OCCUPATIONAL GROUPS FOR BLACK WORKERS

From 2010 to 2021, office and administrative support remained the largest Tier 2 occupational group for Black workers in Pinellas. Management, business & financial rose to the second largest group.

**Table 8: Largest Occupation Groups for Black Workers, by Number**

Category	Tier 2 Occupation Group	2010	2021	No. Δ	% Δ
Sales & office	Office & admin. support	7,243	7,451	208	3%
Management	Management, business & financial	3,201	5,782	2,581	81%
Sales & office	Sales and related	3,390	4,351	961	28%
Service	Healthcare support	2,240	4,100	1,860	83%
Management	Education, legal, comm. svc., arts & media	2,140	4,058	1,918	90%
Service	Food preparation & serving	2,141	3,421	1,280	60%
Management	Healthcare practitioners and technical	3,341	3,247	-94	-3%
Prod., transport.	Production	1,670	2,733	1,063	64%
Prod., transport.	Material moving	1,265	2,238	973	77%
Constr., Maint.	Construction and extraction	986	1,822	836	85%

## FASTEST-GROWING BY NUMBER OF WORKERS

Management, business & financial had the largest gain by number of added workers (+2,581). Education, legal, service, arts & media had the second largest gain (+1,918).

**Table 9: Fastest-Growing Occupations for Black Workers, by Number**

Category	Tier 2 Occupation Group	2010	2021	No. Δ	% Δ
Management	Management, business & financial	3,201	5,782	2,581	81%
Management	Education, legal, comm. svc., arts & media	2,140	4,058	1,918	90%
Service	Healthcare support	2,240	4,100	1,860	83%
Service	Food preparation & serving	2,141	3,421	1,280	60%
Prod., transport.	Production	1,670	2,733	1,063	64%
Management	Computer, engineering & science	407	1,385	978	240%
Prod., transport.	Material moving	1,265	2,238	973	77%
Sales & office	Sales and related	3,390	4,351	961	28%
Constr., Maint.	Construction and extraction	986	1,822	836	85%
Service	Protective service	556	968	412	74%

## FASTEST-GROWING BY GROWTH RATE

Computer, engineering & science had the highest growth rate (240%), followed by education, legal, service, arts & media (90%).

**Table 10: Fastest-Growing Occupation Groups for Black Workers, by Growth Rate**

Category	Tier 2 Occupation Group	2010	2021	No. Δ	% Δ
Management	Computer, engineering & science	407	1,385	978	240%
Management	Education, legal, comm. svc., arts & media	2,140	4,058	1,918	90%
Constr., Maint.	Construction and extraction	986	1,822	836	85%
Service	Healthcare support	2,240	4,100	1,860	83%
Management	Management, business & financial	3,201	5,782	2,581	81%
Prod., transport.	Material moving	1,265	2,238	973	77%
Service	Protective service	556	968	412	74%
Prod., transport.	Production	1,670	2,733	1,063	64%
Service	Food preparation & serving	2,141	3,421	1,280	60%
Sales & office	Sales and related	3,390	4,351	961	28%

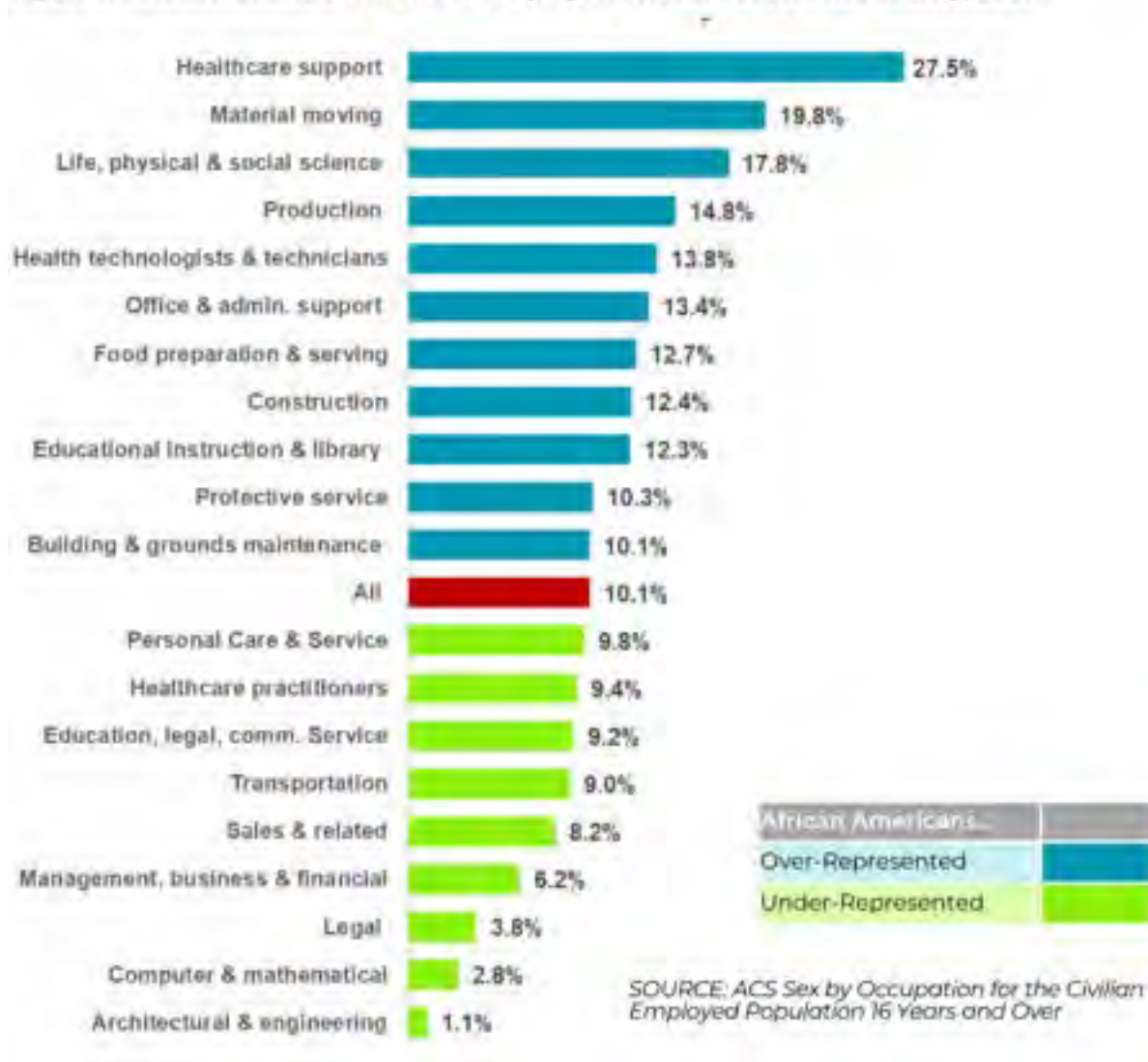
# Occupations Where Black Workers Play An Outsized Role

Black workers play an outsized role (i.e., more than their representative share) in a number of occupations locally. Black Americans were 10%\* of employed workers in the ACS 2021 1-Year Sex by Occupation tables; however, they were 27.5% of healthcare support workers, nearly 20% of the material moving workforce and nearly 18% of workers in life, physical and social sciences.

Black workers were significantly under-represented in some occupation groups. Black Americans are only 3.8% of workers in legal occupations; 2.8% of workers in computer and mathematical jobs; and 1.1% of workers in architectural and engineering jobs.

\*This figure differs from the 11% used elsewhere in this report; it is for the Census' Black Alone group versus the Black in Combination group, in order to match the group reported in the ACS Sex by Occupation table used for this and the previous two pages.

**Figure 8: African Americans' Share of Employed Workers in Pinellas County, 2021**





# Job Quality Gains

From the limited data available, some indicators of job quality improved for Black residents during the past decade. Comparing data for 2021 to 2010, more Black workers are working full-time; more Black workers are enjoying the convenience and cost savings of working from home; and more have employment benefits, judging by the increase in employed Black residents with private health insurance.

As this graph illustrates, from 2010 to 2021, the number of Black residents working full-time grew by 31% versus 12% for other workers; and employed Black residents with private health insurance grew by 26% versus 4% for others.

**Figure 9: Growth in Number of Workers 2010 to 2021**



**Table 11: Black Workers' Employment Outcomes**

NUMBER OF WORKERS		2010*	2021	No. Δ	% Δ
Full-time employed	SPP1	25,265	33,126	7,861	31%
Full-time earners	ACS5	27,923	33,800	5,877	21%
Employed w/ private health insurance	ACS5	25,578	32,231	6,653	26%
Worked at home	SPP1	1,260	5,835	4,575	363%
In stable jobs	LED	32,710	46,665	13,955	43%
PERCENTAGE OF WORKERS		2010	2021	No. Δ	% Δ
Full-time employed	SPP1	72%	72%	0.1%	0.1%
Full-time earner	ACS5	63%	67%	3.2%	5.1%
Employed w/ private health insurance	ACS5	65%	75%	10.6%	16%
Worked at home	SPP1	3.6%	13%	9.8%	272%
In stable jobs	LED	86%	82%	-3.6%	-4%

\*Employed w/ private health insurance 2010 figure is 2015

SOURCES: 1) ACS Selected Population Profile, 2) ACS Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over, 3) ACS Health Insurance Coverage Status and Type by Employment Status, 4) ACS Selected Economic Characteristics, and 5) U.S. Census Bureau LED Extraction Tool, Full Quarter Employment (Stable)

# Gains in Targeted Growth Sector Workforce

## TREND

More Black residents are working in sectors targeted for growth by local economic development leaders. The goal of Pinellas County officials is to foster growth in six major industry clusters, which substantially overlap with the five “Grow Smarter” sectors targeted for growth by the City of St. Petersburg.

**Figure 10: Growth Growth Smarter Workers, 2010 to 2022**



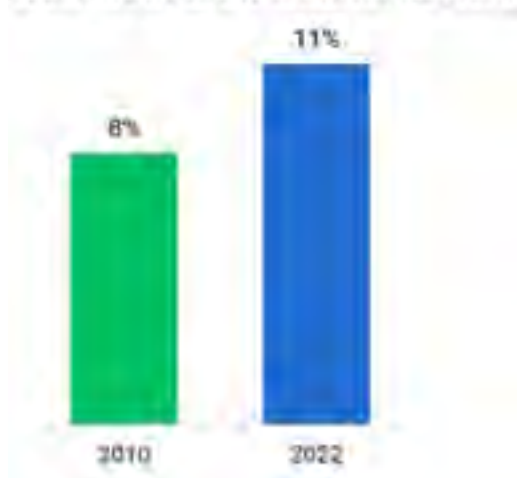
The number of Black residents working in Grow Smarter sectors\* has grown by 66% since 2010, which is over three times the 20% growth rate for other workers. In addition, the percentage of Black workers employed in Grow Smarter sectors rose from 8% in 2010 to 11% in 2022.

**Figure 11: Local Governments' Target Industries**

St. Petersburg	Pinellas County
1. Specialized	1. Advanced Manufacturing
2. Manufacturing	2. Aviation & Aerospace
3. Financial Services	3. Business & Financial Services
4. Data Analytics	4. Defense & Homeland Security
5. Marine & Life Sciences	5. Information Technology
6. Creative Arts & Design	6. Life Sciences & Medical Technology

*SOURCES: 1) City of St. Petersburg, Grow Smarter Cluster NAICS Codes (Undated; received June 2023), and 2) U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts*

**Figure 12: Percentage of Black Workers in Grow Smarter Sectors**



*\*Grow Smarter employment should be considered indicative of trends but not precise. The data source used for this report used LED data, which was available at the 4-digit North American Industry Classification System (NAICS) level, while the City of St. Pete targets sectors at the 6-digit level of specificity in many cases.*

*SOURCES: 1) City of St. Petersburg, Grow Smarter Cluster NAICS Codes (Undated; received June 2023), and 2) U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts*

## Gains in Business Incorporations

### TRENDS

Though Black residents still have the lowest rate of business incorporation for self-employed individuals, they had the largest gain in incorporation rate\* in Pinellas County over the past decade.

From 2010 to 2021, Asians saw a sharp decline in their incorporation rate (-13.8%) while White-owned firms saw a modest decline (-1.6%) and Hispanic-owned firms had a small uptick (+0.8%)

By contrast, Black Americans saw their incorporation rate nearly double. In 2010, only 22.5% of self-employed African Americans worked in their own incorporated business. By 2021, the figure had climbed to 42.5% (a 20-point increase).

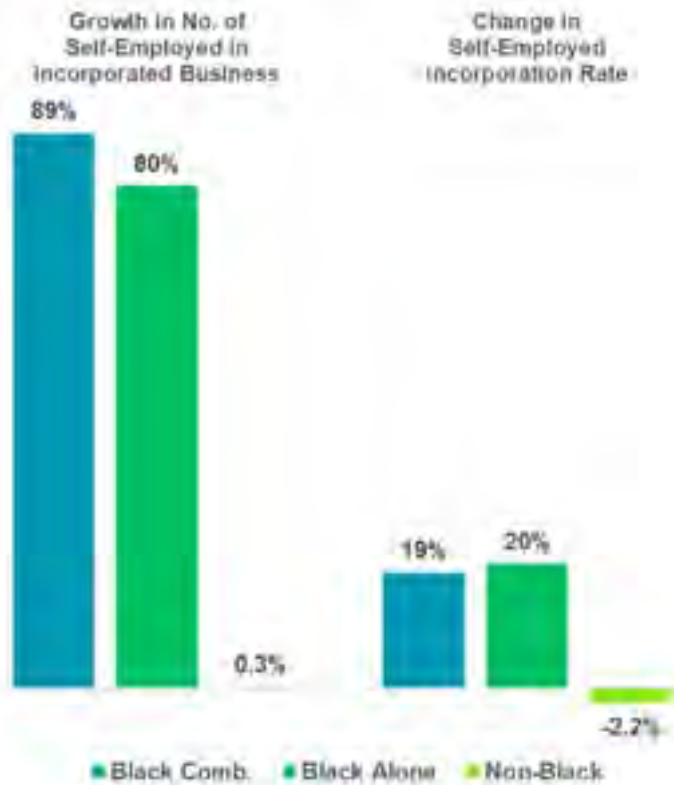
The shift means that many more Black entrepreneurs are formalizing their enterprises.

The number of self-employed Black Americans in incorporated businesses grew by 80% versus 0.3% growth in the number of non-Black business owners.

The trend is driven in part by the “E3” strategy that has been in effect since 2014 in Pinellas County. E3 stands for equity-focused entrepreneurial ecosystem. Spearheaded by the Tampa Bay Black Business Investment Corporation, the City of St. Pete Urban Affairs division, Florida SBDC at Pinellas County Economic Development, and The 2020 Plan, and supported by many partners, the E3 strategy has spawned dozens of targeted business capacity-building programs, tailored to the needs of Black-owned enterprises.

Initiatives such as the CATCH program aided dozens of Black residents to formalize their business operations.

**Figure 13: Business Incorporation Growth Indicators**



**Table 12: Percentage of the Self-Employed Who Work in Their Own Incorporated Business**

	2010	2021	Pt. Δ	% Δ
Black Alone	22.5%	42.5%	+20.0%	89%
Black in Comb.	23.8%	42.4%	+18.6%	78%
Hispanic	43.7%	44.5%	+0.8%	2%
White	55.3%	53.8%	-1.6%	-3%
Asian	63.9%	50.1%	-13.8%	-22%
Non-Black	54.9%	52.7%	-2.2%	-4%
Total	53.5%	52.2%	-1.3%	-2%

SOURCE: ACS Sex by Class of Worker for the Civilian Employed Population 16 Years and Over

\*The percentage of self-employed individuals who work in their own incorporated business..

# Gains in High School Graduation

## TREND

The Black student graduation rate in Pinellas County increased for 10 consecutive years (2012 through 2021) before a steep decline in 2022.

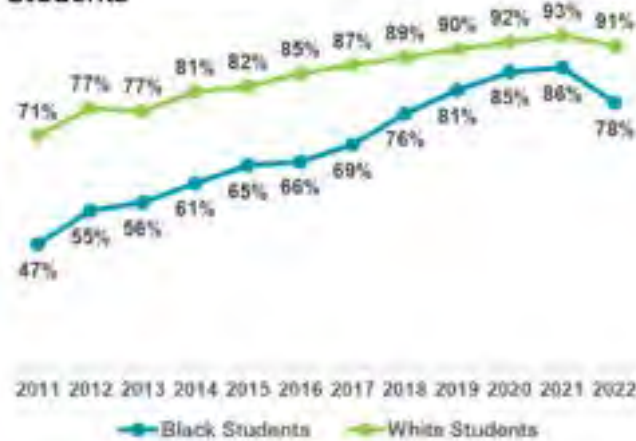
By 2021, the White-Black graduation rate gap (7 points) had shriveled to less than one-third of what it was in 2011 (24 points)

Gains have been even more impressive for Black males, whose graduation rate increased more than three-fold from 2008\* to 2022, from 21% to 75%.

## RECENT PEAK & DECLINE

The Black graduation rate reached an all-time high in 2021 of 86%, but then reversed its decade-long climb and fell to 78%. Though the White student graduation rate also fell in 2022 (by -2 points), the drop-off for Black students was four times as large (-8 points).

**Figure 14: Graduation Rate for Pinellas County Students**



**Figure 15: Graduation Rate for Males in Pinellas County**



**Table 13: Graduation Rates in Pinellas County**

	2011	2022	Pt. Δ	% Δ
Black	47.08%	78.46%	31.4%	66.7%
Hispanic	56.44%	86.20%	29.8%	52.7%
White	71.21%	91.16%	20.0%	28.0%
Asian	77.16%	94.93%	17.8%	23.0%
All	65.15%	88.14%	23.0%	35.3%

SOURCES: 1) Florida Department of Education, Cohort Graduation Rate Using Federal Guidelines, 2) Pinellas County Schools, Federal Graduation Rates District Breakdown by Race and Gender (multiple years), and 3) Pinellas County Schools, Federal Graduation Rate Comparison Subgroup: Pinellas vs State

\*Schott Foundation for Public Education, "Yes We Can: The 2010 Schott 50 State Report on Public Education and Black Males"

# Gains in College Enrollment

## TREND

Black college enrollment increased early in the 21st century and remained elevated over the past decade. In every period reflected in the top graph at right, a higher percentage of Black adults were enrolled in college, compared to White adults in Pinellas County.

In addition, Black residents have become a larger part of the college-enrolled population in Pinellas County. In the year 2000, Black students were 9% of the county’s college-enrolled population. The figure rose to 13% in 2021 and peaked at 14.4% in 2019.

## LOCAL INSTITUTIONS

Enrollment data by race is publicly available from the National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) for three of the post-secondary institutions with operations in Pinellas County - University of South Florida, St. Petersburg College, and Pinellas Technical College (St. Petersburg and Clearwater campuses).

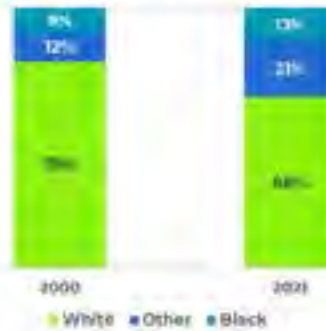
All three have had gains in either Black student enrollment and or Black student completions over the past decade.

St. Petersburg College (SPC) had the largest gains and has achieved a fully representative presence of Black students in its student body. According to its 2021 College Annual Equity Update\*, 16.9% of SPC’s first-time-in-college students identify as Black, as do 15.1% of all SPC students.

**Figure 16: Percentage of Pinellas County Adults Enrolled in College**



**Figure 17: College Enrolled Population by Race Pinellas County**



SOURCES: 1) Decennial Census 2000 School Enrollment by Level of School by Type of School for the Population 3 Years and Over, and 2) ACS School Enrollment by Detailed Level of School for the Population 3 Years and Over, 3) Decennial Census 2000 Sex by Age, and 4) ACS Sex by Age.

\*St. Petersburg College, "College Annual Equity Update, 2020-2021," April 30, 2021

# Gains in Workforce Education Levels

Pinellas County’s Black workforce has far more educational credentials today compared to 2010.

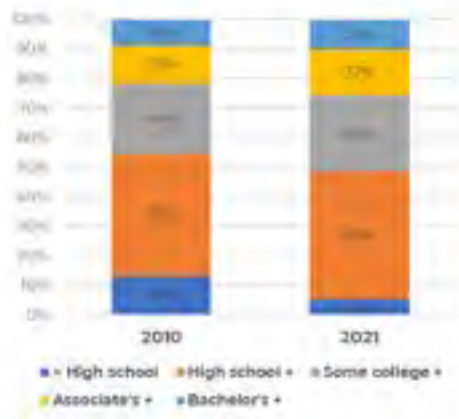
Over half of Black adults age 25+ have at least some college education (54%), while roughly one-third (32%) holds an associate’s degree or higher level of education, and one in five Black residents (21%) has a bachelor’s degree or higher level of education such as a graduate or professional degree.

The percentage of Black adults with less than a high school credential fell by nearly half (from 23% in 2010 to 13% in 2021).

Across Pinellas, the number of Black residents with a bachelor’s degree or higher grew by 46%.

Pinellas now has 20,247 Black residents (age 25+) who are college-degreed (with an associate’s or higher); 13,230 with a bachelor’s degree or higher; and over 34,300 with some college education. The latter figures include many who earned career skill certifications and credentials through schools such as Pinellas Technical College and St. Petersburg College.

**Figure 18: Educational Attainment By Black Adults 25+**



**Table 14: Workforce Educational Attainment Levels (Ages 25+)**

NUMBER OF	2010	2021	No. Δ	% Δ
< High school	13,699	7,145	-6,554	-48%
High school +	42,665	56,889	14,224	33%
Some college +	24,758	34,314	9,556	39%
Associate's +	13,113	20,247	7,134	54%
Bachelor's +	9,060	13,230	4,170	46%
Total	56,364	64,034	7,670	14%
PERCENT OF	2010	2021	Pt. Δ	% Δ
< High school	24%	11%	-13%	-54%
High school +	76%	89%	13%	17%
Some college +	44%	54%	10%	22%
Associate's +	23%	32%	8%	36%
Bachelor's +	16%	21%	5%	29%

SOURCE: ACS Sex by Educational Attainment for the Population 25 Years and Over

# Historically Low Poverty Rates

The percentage of Black residents living in poverty reached an all-time low in Pinellas County in 2019.

Though the COVID-19 pandemic stalled progress in the years-long coordinated push by local leaders to reduce poverty, Black residents continue to pace ahead of other racial and ethnic groups in the county (and throughout Florida) in lifting themselves and their families out of poverty.

While White poverty hovered within the same range over the past decade (between a low of 9.2% and a high of 11.8%), the poverty rate for Black residents trended downward at a relatively rapid clip for much of the same timeframe.

As a result, from 2010 to 2021, the Black-White poverty gap narrowed by nearly half, from 19.9% in 2010 to 10.9% in 2021.

The poverty rate fell even more dramatically for Black children - from 47% in 2010 to 27% in 2021 (a decline of -20 points).

The racial gap in children's poverty rates narrowed by more than half, from 36.2% in 2010 to 17.5% in 2021.

Organizations leading poverty reduction efforts, from 2014 onward, include the City of St. Petersburg, Pinellas County, St. Petersburg College, Pinellas Opportunity Council, Pinellas County Urban League, and The 2020 Plan.

**Figure 19: Poverty Rates in Pinellas County**





**Table 15: Black & White Poverty Rates**

	<b>2010</b>	<b>2019</b>	<b>Pt. Δ</b>	<b>% Δ</b>
Black Pinellas	30.9%	19.9%	-11.0%	-36%
White Pinellas	11.0%	9.2%	-1.8%	-16%
Black-White Gap	19.9%	10.7%	-9.2%	-46%
	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
Black Pinellas	30.9%	21.3%	-9.6%	-31%
White Pinellas	11.0%	10.4%	-0.6%	-5%
Black-White Gap	19.9%	10.9%	-9.0%	-45%

**Table 16: Black & White Child Poverty Rates**

	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
Black Pinellas	46.7%	26.9%	-20%	-42%
White Pinellas	10.5%	9.4%	-1%	-10%
Black-White Gap	36.2%	17.5%	-19%	-52%

SOURCE: ACS Selected Population Profile

# Racial Differences in Poverty Rate Over Time

From 2010 to 2021, Black residents had the largest reductions in poverty rate for children and adults ages 18 to 64. They also had the largest increase in poverty rate for people ages 65+. Asians were the only group whose poverty rates declined for all age groups below. Notably, the poverty rate rose for Black, Hispanic, and White seniors alike, which is cause for further analysis and responsive action.

**Table 17: Changes in Poverty Rate**

<b>BLACK</b>	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
All	30.9%	21.3%	-9.6%	-31%
Children	46.7%	26.9%	-19.8%	-42%
Adults 18 to 64	25.1%	18.2%	-6.9%	-27%
Adults 65+	17.7%	26.6%	8.9%	50%
Adults	24.1%	19.6%	-4.5%	-19%

<b>BLACK COMB.</b>	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
All	29.6%	20.2%	-9.4%	-32%
Children	42.5%	23.4%	-19.1%	-45%
Adults 18 to 64	24.4%	17.7%	-6.7%	-27%
Adults 65+	17.8%	25.8%	8.0%	45%
Adults	23.6%	19.0%	-4.6%	-19%

<b>HISPANIC</b>	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
All	22.1%	16.0%	-6.1%	-28%
Children	28.9%	16.0%	-12.9%	-45%
Adults 18 to 64	19.1%	12.7%	-6.4%	-34%
Adults 65+	20.1%	20.3%	0.2%	1%
Adults	19.2%	13.9%	-5.3%	-28%

<b>WHITE</b>	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
All	11.0%	10.4%	-0.6%	-5%
Children	10.5%	9.4%	-1.1%	-10%
Adults 18 to 64	12.3%	10.6%	-1.7%	-14%
Adults 65+	7.8%	10.2%	2.4%	31%
Adults	11.0%	10.5%	-0.5%	-5%

<b>ASIAN</b>	<b>2010</b>	<b>2021</b>	<b>Pt. Δ</b>	<b>% Δ</b>
All	11.9%	11.0%	-0.9%	-8%
Children	16.3%	12.7%	-3.6%	-22%
Adults 18 to 74	10.2%	9.8%	-0.4%	-4%
Adults 75+	23.9%	22.4%	-1.5%	-6%
Adults	10.7%	10.7%	0.0%	-0.43%

Figure 20: Change in Child Poverty Rate



Figure 21: Change in Adult 18-64 Poverty

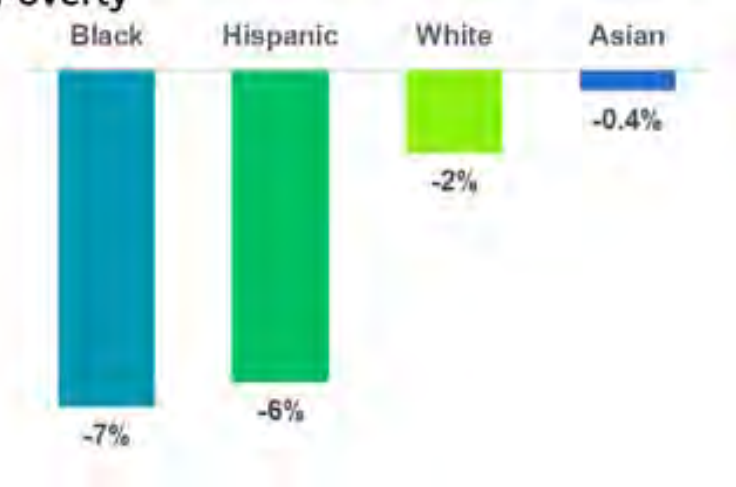
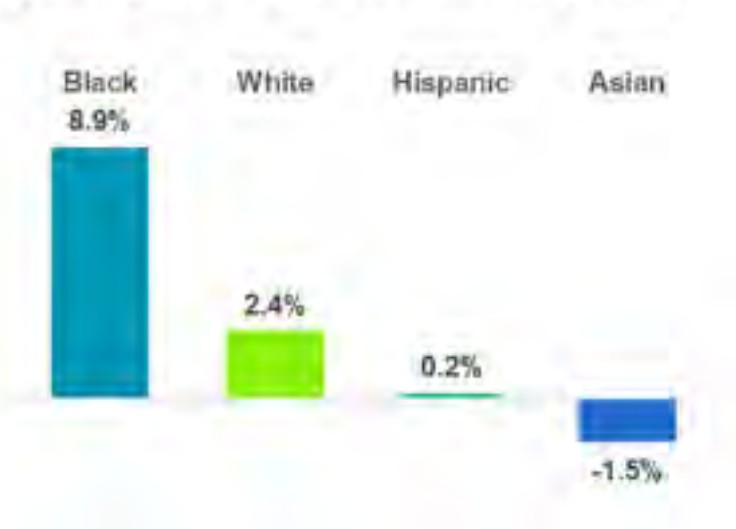


Figure 22: Change in 65+\* Poverty Rate



Sources: 1) Black, White, and Hispanic ACS S0201 Selected Population Profile and 2) Asian ACS Poverty Status in the past 12 months by age

# Incarceration Down; More Black Men Available & Working

## DEMOGRAPHIC BLACK HOLE

In 2014, the Equity Institute of St. Pete (formerly The 2020 Plan) was first to report on a demographic “Black Hole for Black Men” in St. Petersburg i.e., a sudden, sustained drop in the Black male population, compared to Whites, starting at about age 20. The analysis found that incarceration claimed the largest part of the drop-off of Black men. Premature death (due to accident, homicide, and disease) claimed the second largest part.

## APPLIED TO PINELLAS

Much has changed over the years as racial health and incarceration gaps narrowed for Black men (though they are still overrepresented in the imprisoned population, see next page).

In 2021, the Black Hole equated to 5.3% of the county’s Black male population, down by one-third from 8.0% in 2000.

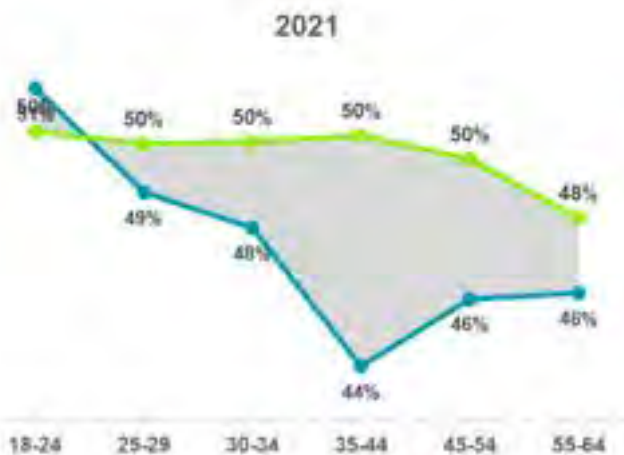
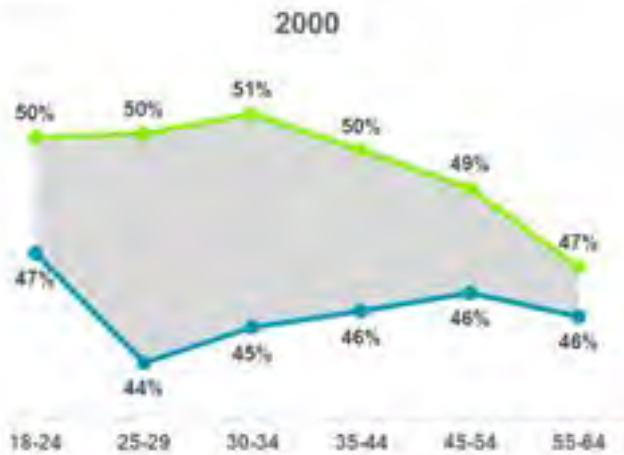
Positive progress was strongest for men ages 18 to 34. In 2021, only the equivalent of 1.3% of Black males in this age group were “missing” from the labor market, down from nearly 10% in 2000 and 5.9% in 2010.

**Table 18: "Missing" Black Men by Age Group**

<b>AGES 18-34</b>	<b>2000</b>	<b>2010</b>	<b>2021</b>	<b>No. Δ</b>	<b>% Δ</b>
Missing Men	897	621	160	(737)	-82%
Male Pop.	9,034	10,562	12,568	3,534	39%
Missing %	9.9%	5.9%	1.3%	-8.7%	-87%
<b>AGES 35-64</b>	<b>2000</b>	<b>2010</b>	<b>2021</b>	<b>No. Δ</b>	<b>% Δ</b>
Missing Men	853	1,004	1,403	551	65%
Male Pop.	12,979	15,883	16,909	3,930	30%
Missing %	6.6%	6.3%	8.3%	1.7%	26%
<b>AGES 18-64</b>	<b>2000</b>	<b>2010</b>	<b>2021</b>	<b>No. Δ</b>	<b>% Δ</b>
Missing Men	1,750	1,625	1,564	-187	-11%
Male Pop.	22,013	26,445	29,477	7,464	34%
Missing %	8.0%	6.1%	5.3%	-2.6%	-33%

*SOURCES: 1) ACS Sex by Age, and 2) Decennial Census 2000 Sex by Age*

**Figure 23: The Black Hole for Black Men in Pinellas**



*"Missing Men" = The added number of Black men ages 18+ that the county would have, if men's share of the Black population was as high as men's share of the white population.*

SOURCES: 1) ACS Sex by Age, and 2) Decennial Census 2000 Sex by Age

# Racial Differences in Arrests & Incarceration

## ARRESTS

From 2010 to 2020, African Americans had the second largest reduction in number of arrests per year (-45%). Whites saw the largest reduction (-52%).

Black residents continue to be over-represented among arrestees. They are 10% of the county's adult population but were the subject of 28.8% of arrests, a higher ratio than in 2010 (26.5%).

## INCARCERATION

Fewer Black residents were incarcerated in 2020 than in 2010; the number fell by 16% (and by 14% for Black men).

Yet African Americans are vastly over-represented in the imprisoned population, particularly men. Black individuals were 40% of the county's incarcerated population in 2020; Black men were 43% of males incarcerated.

**Table 19: Number of Arrests in Pinellas by Race\* & Representation Ratios**

Arrests	Number of People				Arrests / Adult Population			% of Total Arrested			Representation Ratio		
	2010	2020	# C	% C	2010	2020	# C	2010	2020	# C	2010	2020	# C
Black	13,486	7,381	-6,105	-45%	21%	10%	-11%	26.5%	28.8%	2.4%	3.07	3.08	0.01
White	36,890	17,873	-19,017	-52%	6%	3%	-3%	72.4%	69.8%	-2.6%	0.89	0.91	0.02
Asian	461	293	-168	-36%	2%	1%	-1%	0.9%	1.1%	0.2%	0.32	0.34	0.01
Non-Black	37,466	18,214	-14,060	-38%	5%	2%	-3%	73.5%	71.2%	-2.4%	0.80	0.79	(0.02)
All	50,952	25,595	-25,357	-50%	7%	3%	-4%						

**Table 20: Number of People Incarcerated in Pinellas by Race\* & Representation Ratios**

	Number of People				% of 18 to 64 Year Old Pop.			% of Total Incarcerated			Representation Ratio		
	2010	2020	# C	% C	2010	2020	Pt C	2010	2020	Pt C	2010	2020	Pt C
Black	1,470	1,236	-234	-16%	2.6%	1.9%	-0.7%	36.5%	39.9%	3.4%	3.60	3.58	(0.02)
Hispanic	298	292	-6	-2%	0.7%	0.5%	-0.2%	7.4%	9.4%	2.0%	0.98	0.89	(0.09)
White	2,223	1,562	-661	-30%	0.5%	0.4%	-0.1%	55.2%	50.4%	-4.8%	0.71	0.70	(0.01)
Asian	35	17	-18	-51%	0.2%	0.1%	-0.1%	0.9%	0.5%	-0.3%	0.26	0.14	(0.12)
All	4,029	3,101	-928	-23%	0.7%	0.5%	-0.2%						

**Table 21: Number of Men Incarcerated in Pinellas by Race\* & Representation Ratios**

	Number of People				Population Incarcerated			% of Total Incarcerated			Representation Ratio		
	2010	2020	# C	% C	2010	2020	# C	2010	2020	# C	2010	2020	# C
Black	1,220	1,048	-172	-14%	4.1%	3.0%	-1.1%	39.7%	42.7%	2.9%	4.75	4.69	(0.05)
Hispanic	243	233	-10	-4%	1.0%	0.7%	-0.4%	7.9%	9.5%	1.6%	1.20	1.06	(0.13)
White	1,584	1,176	-408	-26%	0.5%	0.4%	-0.2%	51.6%	47.9%	-3.7%	0.63	0.62	(0.01)
Asian	27	11	-16	-59%	0.3%	0.1%	-0.2%	0.9%	0.4%	-0.4%	0.33	0.14	(0.19)
All	3,070	2,457	-613	-20%	0.9%	0.6%	-0.2%						

SOURCES: 1) Florida Department of Law Enforcement, UCR Arrest Data, 2) ACS Sex by Age, 3) Decennial Census 2010, Group Quarters Population by Sex by Group Quarters Type for the Population 18 Years and Over, and 4) Decennial Census 2020 Group Quarters Population by Sex by Age by Major Group Quarters Type

## Part 2: Roadblocks

Despite the thousands of Black residents who have upskilled – through college and professional development programs – and the thousands of additional Black workers in management occupations, Black residents are not reaping commensurate earnings gains in Pinellas County.

The COVID-19 pandemic played a role in the recent stagnation of results for Black workers.

Yet even before the pandemic, Census data had begun to show a sharp divergence in earnings for Black versus other workers and entrepreneurs.

In the traditional employment market, the earnings gap grew almost yearly from 2016 onward.

Likewise, data on entrepreneurs (though dated) also show a significant pre-COVID deterioration in the size and revenues of Black-owned firms in both Pinellas and St. Petersburg.

Factors weighing on results include the difference in Black and White migration patterns (i.e., higher-income Whites moving in, while better educated Black residents move out).

The data suggest the existence of on-going bias among individuals who make decisions on hiring, promotion, compensation and contracting, as another factor.

UMA recommends that causal factors be comprehensively studied.

# The Racial Earnings Gap Has Grown

## TREND

Despite a significant narrowing of education and employment gaps between White and Black workers, the racial earnings gap has grown over the past decade.

This graph illustrates the monthly earnings of White versus Black workers, and the percentage difference between the two (unadjusted for inflation).

It illustrates a widening of the gap in percentage and dollar terms.

## WHITE EARNINGS EDGE

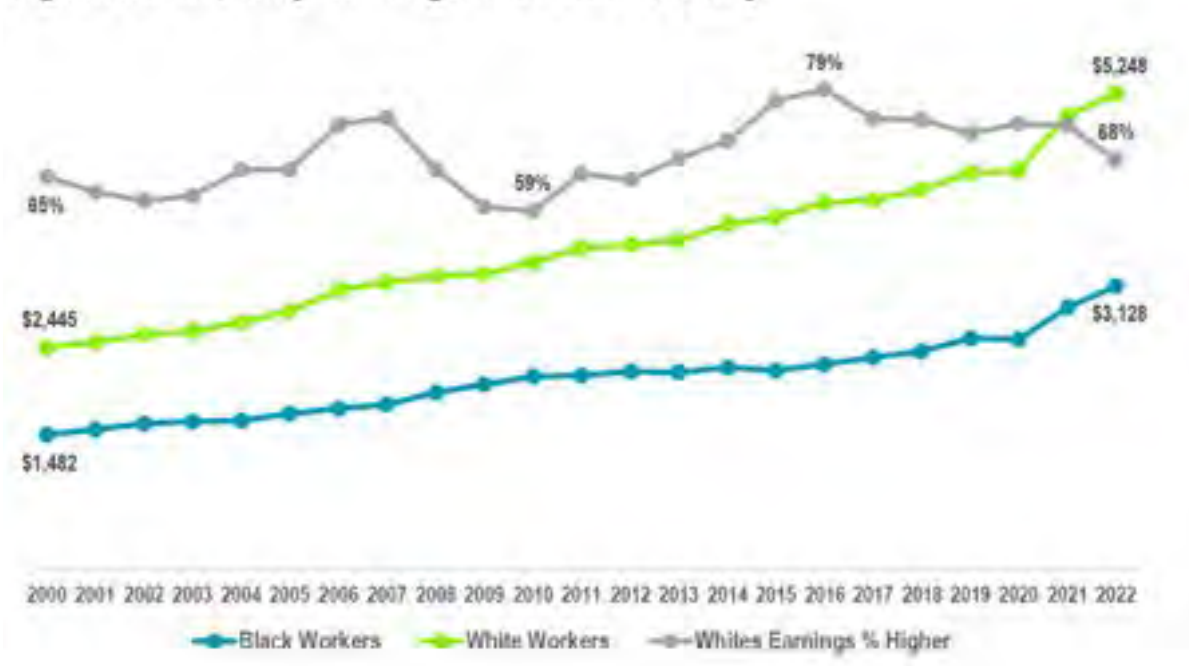
In the year 2000, White workers earned 65% more than Black workers; by 2022, White workers' earnings edge was higher, at 68%.

The White earnings edge shrank during the Great Recession (to a low of 59% in 2010) but recovered and grew to a peak of 79% in 2016.

## WHITE-BLACK GAP IN DOLLARS

In dollar terms, the racial earnings gap was about \$1,573 per month in 2010 (inflation adjusted to 2022 dollars). As of Q2 2022, White workers in Pinellas County earned \$2,120 more per month than the average Black worker (representing 35% growth in the racial gap).

Figure 24: Monthly Earnings in Pinellas County



SOURCE: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment: Average Monthly Earnings



# Other Workers Had Real Earnings Growth; Black Workers Did Not

## TREND

In addition to having higher earnings than Black workers, White workers have also experienced real earnings growth (defined here as growth above and beyond consumer price inflation) over the past decade.

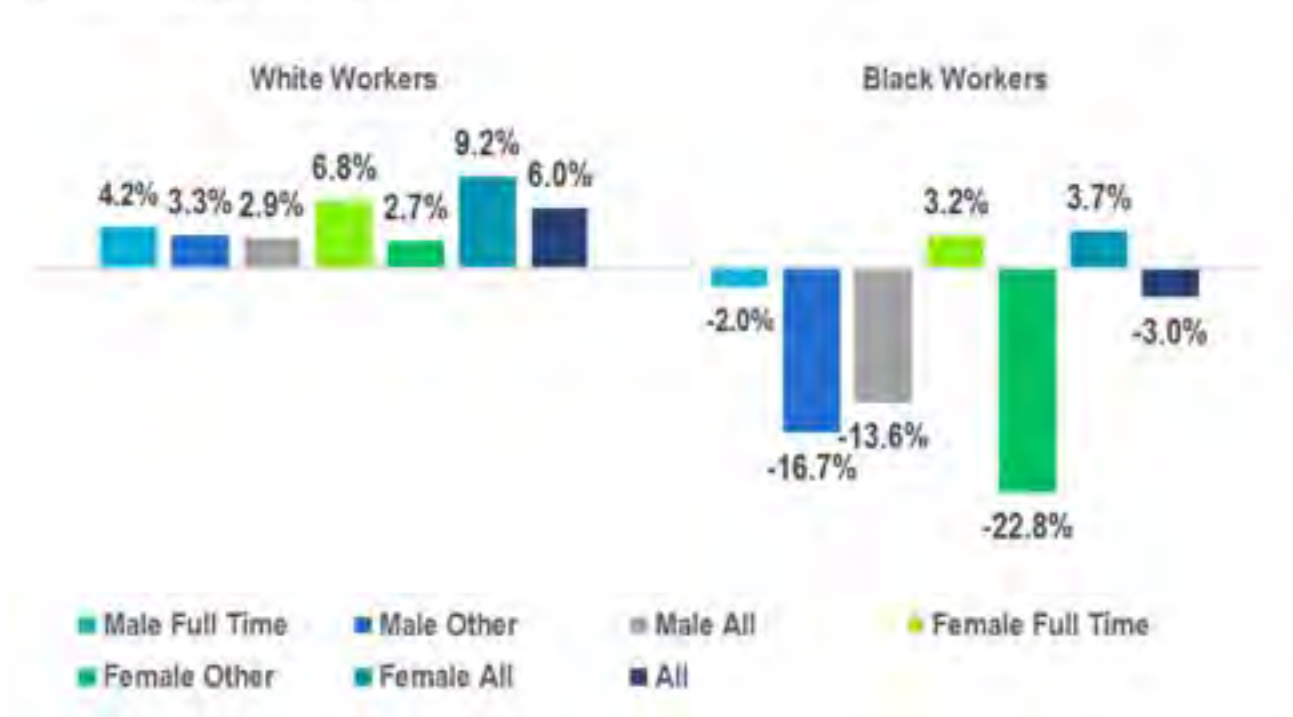
As the figure below illustrates, every group of White workers featured in the graph had positive earnings growth over the 11 years studied (from 2010 to 2021).

Only two of the Black worker groups had positive earnings growth over the period (Females Full-Time and Females All). Even then, growth rates were half those of White counterparts.

For all worker groups combined, White workers saw their median earnings grow by 6% in real terms, while Black workers experienced -3% shrinkage in their earnings over the same timeframe.

In dollar terms, the biggest racial growth disparities were for all men and full-time men. For all men, the earnings gap widened by \$5,505.

**Figure 25: Median Earnings Growth for White and Black Workers in Pinellas County, 2010 to 2021**



SOURCE: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment: Average Monthly Earnings

# Racial Differences in Earnings Growth

White workers are the only race group with positive earnings growth for all of the worker types in the table below. By contrast, Black workers are the only race group with negative earnings growth overall, and negative growth for four of the six worker types.

**Table 22: Black Workers Median Earnings Growth**

<b>BLACK</b>	<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
Male Full-Time	\$39,726	\$ 38,950	\$(776)	-2.0%
Male Other	\$11,219	\$ 9,341	\$(1,878)	-16.7%
Male All	\$30,820	\$ 26,615	\$(4,205)	-13.6%
Female Full-Time	\$35,338	\$ 36,486	\$1,148	3.2%
Female Other	\$13,285	\$ 10,260	\$(3,025)	-22.8%
Female All	\$28,244	\$ 29,303	\$1,059	3.7%
All	\$29,112	\$ 28,233	\$(879)	-3.0%

*SOURCE: ACS  
Median Earnings in  
the Past 12 Months  
by Sex by Work  
Experience in the  
Past 12 Months for  
the Population 16  
years and Over*

<b>HISPANIC</b>	<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
Male Full-Time	\$33,526	\$41,643	\$8,117	24.2%
Male Other	\$15,367	\$13,635	\$(1,732)	-11.3%
Male All	\$30,231	\$32,183	\$1,952	6.5%
Female Full-Time	\$ 33,068	\$34,246	\$1,178	3.6%
Female Other	\$14,068	\$12,401	\$(1,667)	-11.8%
Female All	\$26,498	\$26,436	\$(62)	-0.2%
All	\$27,937	\$29,593	\$1,656	5.9%

<b>WHITE</b>	<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
Male Full-Time	\$55,756	\$58,079	\$2,323	4.2%
Male Other	\$15,139	\$15,642	\$503	3.3%
Male All	\$44,178	<b>\$45,479</b>	\$1,301	2.9%
Female Full-Time	\$46,344	\$49,493	\$3,149	6.8%
Female Other	\$14,938	\$15,347	\$409	2.7%
Female All	\$34,224	\$37,358	\$3,134	9.2%
All	\$38,958	\$41,291	\$2,333	6.0%

<b>ASIAN</b>	<b>2010</b>	<b>2021</b>	<b>\$ Δ</b>	<b>% Δ</b>
Male Full-Time	\$47,770	\$51,868	\$4,098	8.6%
Male Other	\$16,261	\$12,470	\$(3,791)	-23.3%
Male All	\$39,215	\$39,886	\$671	1.7%
Female Full-Time	\$36,936	\$41,506	\$4,570	12.4%
Female Other	\$15,745	\$14,882	\$(863)	-5.5%
Female All	\$27,272	\$32,172	\$4,900	18.0%
All	\$32,237	\$37,320	\$5,083	15.8%

*SOURCE: ACS Median Earnings in the Past 12 Months by Sex by Work Experience in the Past 12 Months for the Population 16 Years and Over*

# Other Businesses Grew; Black-Owned Business Did Not

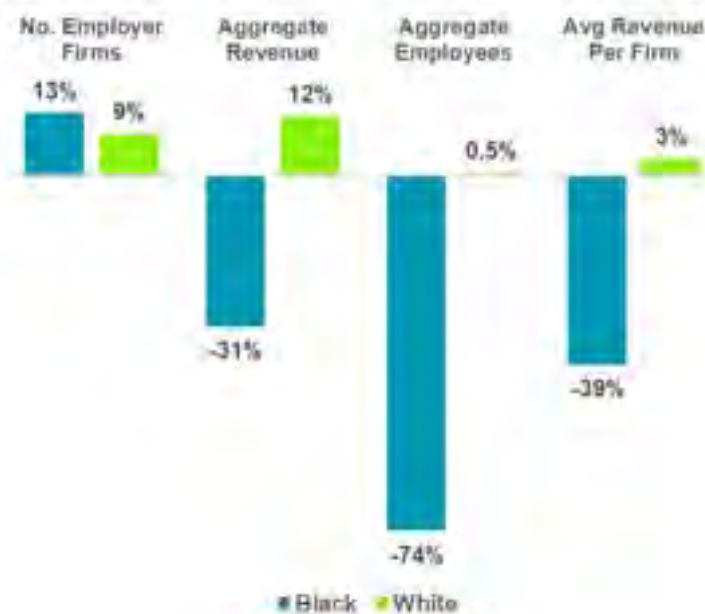
Though dated and potentially no longer reflective of the reality in Pinellas County, the most recent U.S. Census Annual Business Survey data (for 2012 and 2017) show a decline in the size and strength of Black-owned businesses in Pinellas, while other groups experienced growth.

Black-owned firms lost over one-quarter of their aggregate revenue (-31%) and three-quarters of their paid workforce (-74%).

Average sales per Black-owned firm shrank by over one-third (39%).

As can be seen on the following page, other racial and ethnic groups did not experience the same losses.

**Figure 26: Growth Rates for Pinellas County Employer Firms, 2012 to 2017**



**Table 23: Data on Black-Owned Employer Firms in Pinellas County**

	2012	2017	Pt. Δ	% Δ
No. of Firms	268	303	35	13%
Sales	\$241.2M	\$165.5M	-\$75.6M	-31%
No. Employees	5,750	1,508	-4,242	-74%
Payroll	\$102.2M	\$57.6M	-\$44.6M	-44%
Avg Sales/Firm	\$900,117	\$546,498	-\$353,619	-39%
Avg Pay/Employee	\$17,774	\$38,204	\$20,430	115%

SOURCES: U.S. Census Bureau Economic Surveys 1) Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places, and 2) Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places

# Racial Differences in Business Growth

Black Americans were the only racial and ethnic group who experienced losses in average sales per employer firm. The average revenue of Black-owned firms declined by 39%.

**Table 24: Number of Employer Firms, by Race of Firm Owner**

	2012	2017	Pt. Δ	% Δ
Black	268	303	35	13.1%
Hispanic	852	952	100	11.7%
White	18,124	19,682	1,558	8.6%
Asian	1,019	1,331	312	30.6%
All	20,754	22,653	1,899	9.2%

**Table 25: Average Revenue Per Employer Firm, by Race of Firm Owner**

	2012	2017	Pt. Δ	% Δ
Black	\$900,117	\$546,498	\$(353,619)	-39.3%
Hispanic	\$724,233	\$1,222,116	\$497,882	68.7%
White	\$1,759,397	\$1,820,390	\$60,992	3.5%
Asian	\$ 653,570	\$ 1,098,246	\$ 444,675	68.0%
All	\$1,627,246	\$1,730,944	\$ 103,698	6.4%

**Table 26: Aggregate Number of Paid Employees Per Firm, by Race of Firm Owner**

	2012	2017	Pt. Δ	% Δ
Black	5,750	1,508	(4,242)	-73.8%
Hispanic	4,669	9,425	4,756	101.9%
White	244,955	246,147	1,192	0.5%
Asian	4,895	8,671	3,776	77.1%
All	263,965	268,746	4,781	1.8%

**Table 27: Average Pay Per Employee, by Race of Firm Owner**

	2012	2017	Pt. Δ	% Δ
Black	\$17,774	\$38,204	\$20,430	115%
Hispanic	\$30,061	\$38,836	\$8,775	29.2%
White	\$40,923	\$39,762	\$(1,161)	-2.8%
Asian	\$ 28,381	\$ 36,568	\$ 8,187	28.8%
All	\$ 39,817	\$ 39,657	\$ (160)	-0.4%

SOURCES: U.S. Census Bureau Economic Surveys 1) Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places, and 2) Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places

# Rankings: Size & Strength of Black-Owned Firms, By County

Pinellas County ranks #8 in Florida for counties with the largest Black populations. The county holds a similar rank at #9 for counties with the most Black-owned employer firms.

Pinellas ranks much lower, at #17, when it comes to average revenue per Black-owned employer firm; and at #12 for average number of employees.

**Table 28: Pinellas' Rank for Number and Size of Black-Owned Employer Firms**

No. of Employer Firms			Avg. Annual Sales		Avg. No. Paid Workers			
	County	No. firms		Avg Annual Sales		Avg Emps.		
1	Broward	2,259	1	Martin	\$4,328,450	1	Okaloosa	14.5
2	Miami-Dade	1,902	2	Okaloosa	\$3,819,821	2	Martin	12.1
3	Orange	1,191	3	Leon	\$1,102,586	3	Leon	8.0
4	Palm Beach	1,038	4	St. Lucie	\$1,061,420	4	Duval	7.7
5	Duval	871	5	Polk	\$872,765	5	Miami-Dade	7.4
6	Hillsborough	841	6	Flagler	\$824,087	6	Palm Beach	6.1
7	Lee	319	7	Lake	\$787,845	7	Hillsborough	5.6
8	Seminole	304	8	Palm Beach	\$772,656	8	Broward	5.4
<b>9</b>	<b>Pinellas</b>	<b>303</b>	9	Miami-Dade	\$771,695	9	Polk	5.4
10	Brevard	269	10	Lee	\$764,784	10	Lee	5.2
11	Leon	268	11	Hillsborough	\$657,254	11	Escambia	5.0
12	Polk	196	12	Broward	\$645,558	<b>12</b>	<b>Pinellas</b>	<b>5.0</b>
13	Lake	193	13	Escambia	\$639,351	13	Brevard	4.7
14	Osceola	184	14	Orange	\$631,230	14	Orange	4.6
15	Escambia	148	15	Brevard	\$614,840	15	Lake	4.5
16	St. Lucie	119	16	Duval	\$ 606,723	16	Osceola	4.3
17	Collier	113	<b>17</b>	<b>Pinellas</b>	<b>\$ 546,498</b>	17	Collier	4.1
19	Pasco	86	19	Seminole	\$ 455,036	19	Seminole	3.9
20	Manatee	60	20	Osceola	\$ 399,750	20	St. Lucie	3.7
21	Martin	40	21	Collier	\$ 355,876	21	Manatee	3.7
22	Okaloosa	28	22	Manatee	\$ 341,883	22	Flagler	3.3
23	Flagler	23	23	Pasco	\$ 225,860	23	Pasco	2.6

SOURCE: U.S. Census Bureau Economic Surveys, Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places

# Job Stability Declining for Black Workers

## TREND

The past decade saw a steady decline in the stable jobs rate for Black workers in Pinellas County, accompanied by a steady rise in their job separation and turnover rates.

## STABLE JOBS RATE DOWN

COVID-19 appears to have exacerbated a slow-moving pre-existing trend of decreasing job stability for Pinellas County workers. Across all racial and ethnic groups, the stable jobs rate fell by -1.8% between 2010 and 2022. Black residents experienced a sharper decline than other workers.

As of 2022, the stable jobs rate for Black residents of 81% is five points below the 2010 level, while other racial and ethnic groups are about one point or less down from their 2010 levels.

## JOB SEPARATION RATE UP

Black residents had the highest job separation rate during 10 of the 13 years graphed in Figure 28. Black workers' job separation rate of 19% in Q2 2022 was nearly two times the 10% rate for Asian Americans and over 1.6 times the 12% rate for White workers.

## TURNOVER RATE UP

In addition to indications of high rates of temporary work for Black residents, their stable job turnover rate rose over the past decade, from 9.1% in 2010 to 12.3% in 2022. By comparison, the rate held fairly level for other groups).

Figure 27: Stable Jobs Rate in Pinellas County

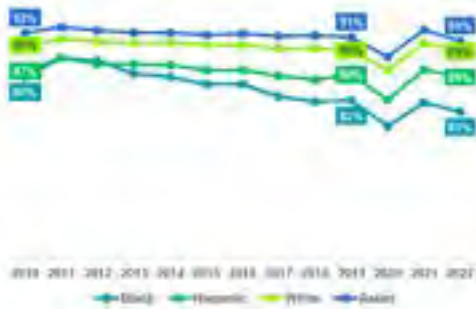


Figure 28: Beginning of Quarter Job Separation Rate in Pinellas County

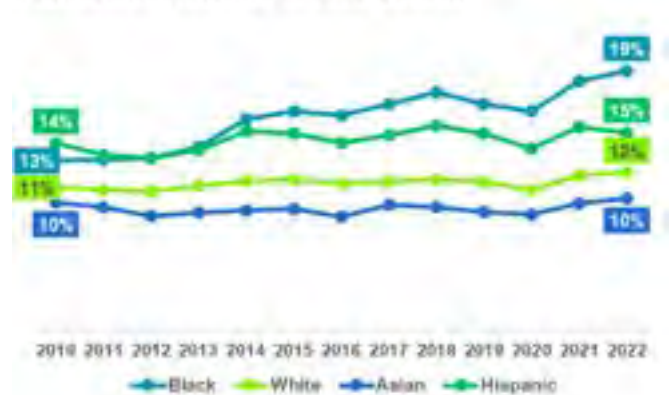
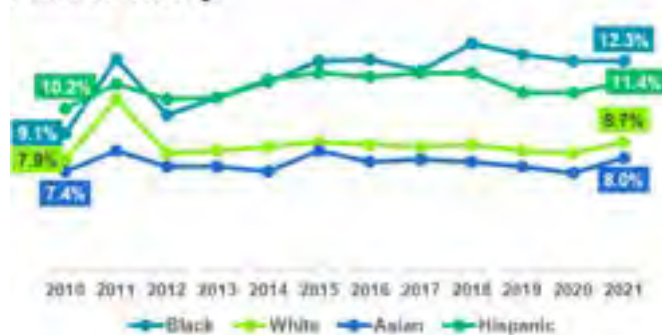


Figure 29: Stable Jobs Turnover Rate in Pinellas County



SOURCES: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable), 2) Beginning of Quarter Separations, and 3) Turnover (Stable)

# Racial Differences in Job Stability Changes Over Time

## STABLE JOBS RATE

From 2010 to 2022, Black workers' stable jobs rate fell by 5.0%, which was over five times the .9% decline for White workers.

## JOB SEPARATION RATE

From 2010 to 2022, Black workers' job separation rate rose by 6.7%, which was over six times the 1.1% increase in White workers' job separation rate.

## TURNOVER RATE

From 2010 to 2021, Black workers' stable jobs turnover rate rose by 3.2%, four times the .8% rise for White workers.

Table 29: Stable Jobs Rate [A. Pre-COVID & B. Post-COVID]

A. Pre-COVID 2010 to 2019					B. Post-COVID 2010 to 2022				
	2010	2019	Pt. Δ	% Δ		2010	2022	Pt. Δ	% Δ
Black	85.8%	82.5%	-3.4%	-3.9%	Black	85.8%	80.9%	-5.0%	-5.8%
Hispanic	86.6%	86.1%	-0.5%	-0.6%	Hispanic	86.6%	85.8%	-0.9%	-1.0%
White	90.3%	89.6%	-0.7%	-0.8%	White	90.3%	89.4%	-0.9%	-1.0%
Asian	92.1%	91.5%	-0.6%	-0.7%	Asian	92.1%	90.9%	-1.1%	-1.2%
All	89.5%	88.2%	-1.3%	-1.4%	All	89.5%	87.7%	-1.8%	-2.0%
Black-to-White Ratio	0.95	0.92	-0.03		Black-to-White Ratio	0.95	0.90	-0.05	

Table 30: Beginning of Quarter Separation Rate\*\*

A. Pre-COVID 2010 to 2019					B. Post-COVID* 2010 to 2022				
	2010	2019	Pt. Δ	% Δ		2010	2022	Pt. Δ	% Δ
Black	12.6%	16.8%	4.2%	33.3%	Black	12.6%	19.3%	6.7%	53.2%
Hispanic	13.9%	14.6%	0.7%	5.0%	Hispanic	13.9%	14.7%	0.8%	5.8%
White	10.6%	11.0%	0.4%	3.8%	White	10.6%	11.7%	1.1%	10.4%
Asian	9.5%	8.8%	-0.7%	-7.4%	Asian	9.5%	9.8%	0.3%	3.2%
All	11.2%	12.3%	1.1%	9.8%	All	11.2%	13.1%	1.9%	17.0%
Black-to-White Ratio	1.19	1.53	0.34		Black-to-White Ratio	1.19	1.65	0.46	

Table 31: Stable Jobs Turnover Rate\*\*\*

A. Pre-COVID 2010 to 2019					B. Post-COVID* 2010 to 2021				
	2010	2019	Pt. Δ	% Δ		2010	2021	Pt. Δ	% Δ
Black	9.1%	12.6%	3.5%	38.5%	Black	9.1%	12.3%	3.2%	35.2%
Hispanic	10.2%	10.9%	0.7%	6.9%	Hispanic	10.2%	11.4%	1.2%	11.8%
White	7.9%	8.3%	0.4%	5.1%	White	7.9%	8.7%	0.8%	10.1%
Asian	7.4%	7.6%	0.2%	2.7%	Asian	7.4%	8.0%	0.6%	8.1%
All	8.3%	0.092	0.9%	10.8%	All	0.083	0.095	1.2%	14.5%
Black-to-White Ratio	1.15	1.52	0.37		Black-to-White Ratio	1.15	1.41	0.26	

SOURCES: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable), 2) Beginning of Quarter Separations, and 3) Turnover (Stable)

# Still Concentrated in Occupations Harder Hit by Recessions

Black Americans are often harder hit during economic downturns than other workers. This is due to factors that include Black workers' concentration in industries more vulnerable to recession, such as retail and hospitality, coupled with their disproportionate concentration in certain occupational groups.

The COVID-19 pandemic offers a glimpse of the phenomenon. Though all of Pinellas County suffered job losses during the pandemic, Black workers suffered bigger losses than others.

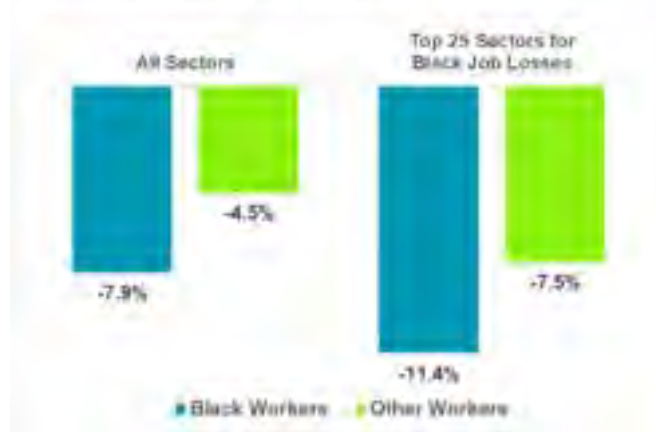
Pre-COVID, 71% of Black versus 61% of White workers were employed in the top 20 sectors for biggest job losses in the wake of pandemic shutdowns.

Equally troubling is that within those sectors, Black workers suffered disproportionate losses. The graph below shows the racial difference in employment losses in the wake of pandemic-related shutdowns.

Between 2020 Q1 (most of the quarter was pre-shutdown) and 2020 Q4, the number of employed Black residents fell by -7.9%, which was 1.7 times more than the -4.5% loss in employment for non-Black workers.

In the 25 sectors with the biggest job losses for Black workers, the number of employed African Americans fell by 11.4% versus 7.5% for other workers.

**Figure 30: Change in Number of Employed Workers, 2021 Q1 to 2020 Q4**



SOURCES: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable), 2) Beginning of Quarter Separations, and 3) Turnover (Stable)

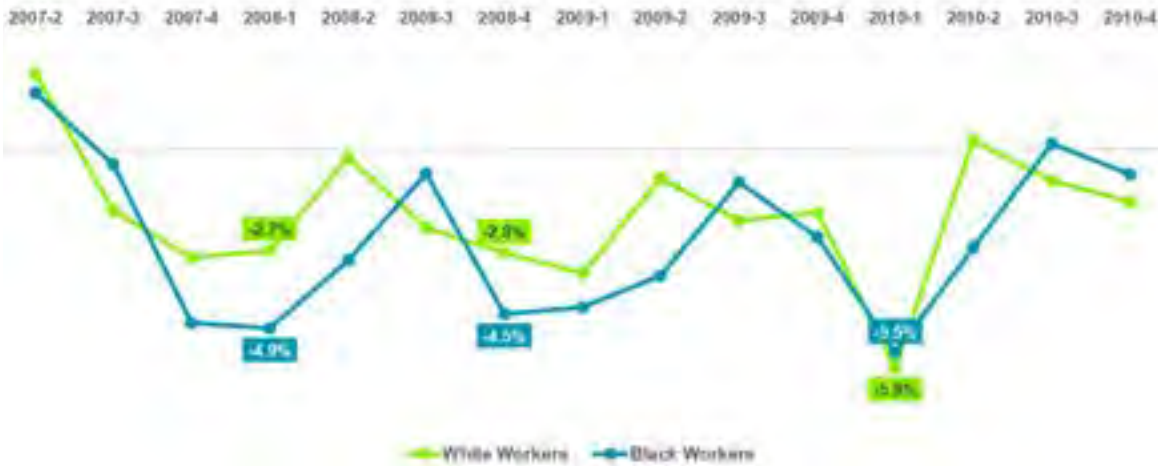


# Black Job Losses During Two Recent Downturns

Figure 31: Black Workers Share of Job Losses



Figure 33: Change in Number of Employed Workers in Pinellas County, Before & After the Great Recession



SOURCE: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts

# Within Sectors, Black Workers Overrepresented in Job Losses

In addition to Black workers' concentration in sectors harder hit by the pandemic, they suffered a larger share of job losses within those sectors.

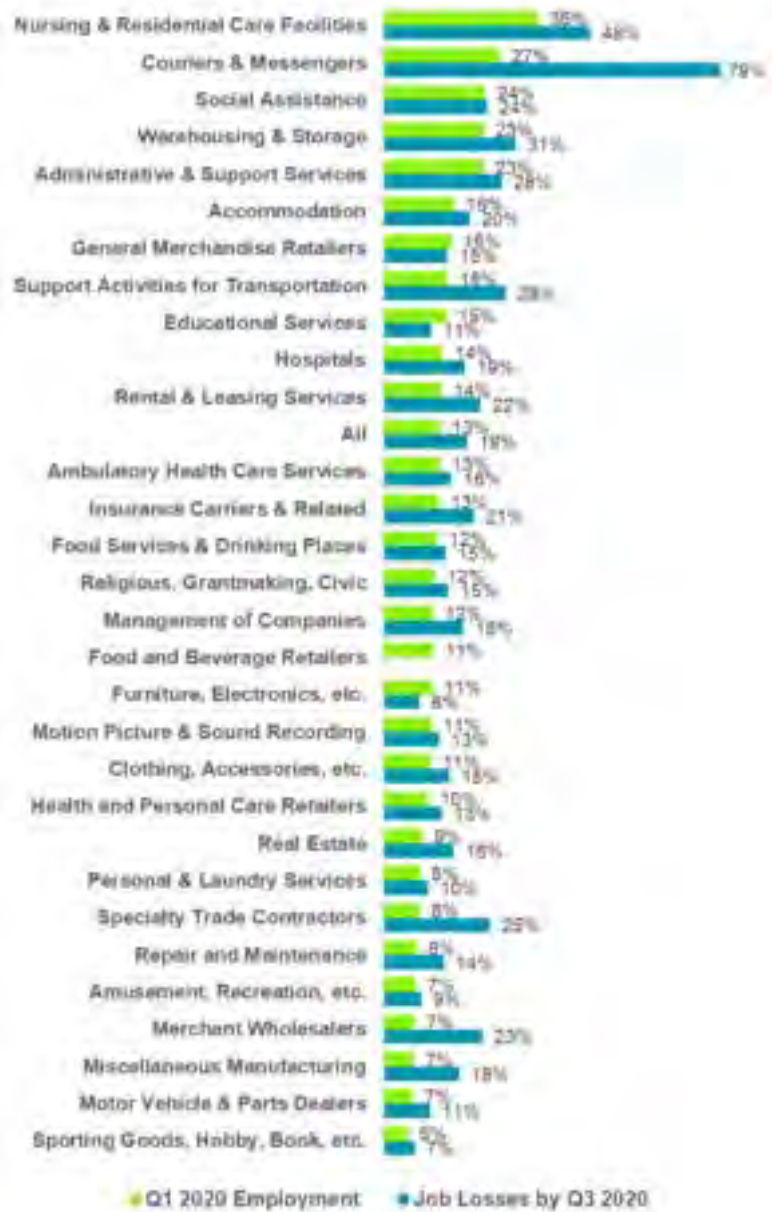
Black residents were 13% of the county's employed workers in 2020 Q1 but suffered 19% of the county's job losses by 2020 Q3 and 21% by 2020 Q4.

An analysis of 30 sectors where Black workers had the biggest job losses (by number) found that Black workers suffered an outsized share of job losses in 26 of the 30 sectors.

This graph illustrates Black workers' share of employment versus their share of job losses from Q1 2020 to Q3 2020 in the sectors. The top three most extreme cases of overrepresentation were:

- **Merchant Wholesalers:** Black workers were only 7% of the pre-COVID workforce but suffered 23% of job losses (i.e., over three times their fair or representative share of job losses).
- **Special Trade Contractors:** Black workers were only 8% of the pre-COVID workforce but suffered 25% of job losses (i.e., over three times their fair share of job losses)
- **Couriers & Messengers:** Black workers were 27% of the pre-COVID workforce but suffered 79% of job losses (i.e., nearly three times their fair share of job losses).

**Figure 34: Black Share of Pre-COVID Employment vs Black Share of COVID Job Losses (Ranked by Pre-COVID Employment Share)**



SOURCE: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts

# The Difference Between Pandemic & Great Recession Job Losses

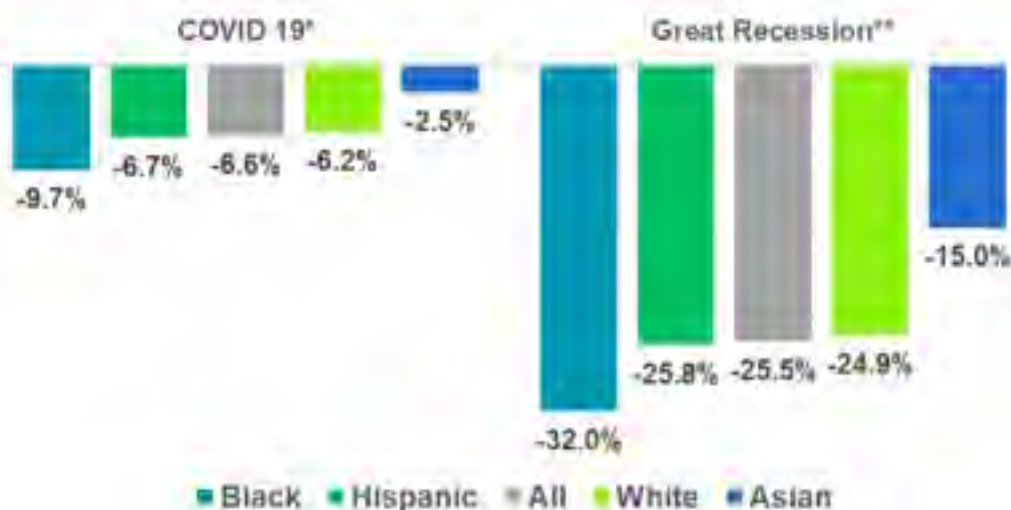
Job losses were more severe for Black workers during both periods shown in the graph below (the Great Recession of 2007-2009 and the first wave of COVID-19 shutdowns in quarters 1 and 2 of 2020).

However, Black workers proved more disproportionately vulnerable during the pandemic, compared to the Great Recession.

While job losses were more severe for all groups during the Great Recession, the relative loss for Black workers was greater during the pandemic shutdown of 2020.

- During the Great Recession, the employment loss for Black workers was 1.3 times higher than the loss for White workers (32.0% for Black workers versus 24.9% for White workers)
- Following the pandemic shutdowns of 2020, the employment loss for Black workers was 1.6 times higher than for White workers (9.7% for Black workers versus 6.2% for White workers).

**Figure 35: Employment Losses by Race During Two Periods of Economic Downturn**



\*Percentage change in the number of workers employed

\*\*The timeframe reflected under the Great Recession header is for Q2 2007 through Q4 2010 (which includes roughly two quarters prior to and one year after the actual recession)

SOURCE: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts

# Fewer Black Students Graduating With All Requirements Met

## TREND

Though more Black students are graduating from high school in Pinellas County, far fewer are graduating with all requirements met (i.e., having passed required courses, earned a minimum number of credits, earned a minimum GPA, and passed required state assessments).

The ratio of Black students who met all requirements fell from 25% in 2018 to only 11% in 2022 (i.e., only about 1 in 10 Black students who began 9th grade four years prior graduated with all requirements met).

Note that in 2022 the ratio of Black students who met all requirements (11%) was lower than the ratio who dropped out or left school without graduating (14%).

Also note that the percentage of Black students who failed to graduate remained effectively unchanged over the five years shown in the graph (15% in 2018 and 14% in 2022).

## CHANGES IN GRADUATION PATHWAYS

Among Black students who graduated from high school, the ratio who met all requirements fell from 33% in 2018 to only 14% in 2022.

The percentage of Black students who failed to pass state assessments but had a sufficient comparative score (e.g., achieved a certain minimum SAT score) rose from 50% to 62% (nearly two-thirds of all Black student graduates). According to a recent report by the Pinellas County School District, this was in part the result of intentional efforts.

**Figure 36: Black Students Disposition 4 Years After Starting High School (Shares Are of All Students)**



**Figure 37: Black Student Graduation Types (Graduating Students)**



SOURCES: Florida Department of Education, Florida PK-20 Education Information Portal 1) High School Graduation Pathways, and 2) High School Graduation Rates

# Pinellas Still Ranks Low for Black Student Graduation Rate

Among the 69 districts that reported Black student graduation rates for 2022, Pinellas County ranks #49 with a graduation rate of 78.5%.

Pinellas has made progress since the 2000s when the district made news for ranking dead last in Florida for Black student graduation rate (2007) and last among the nation's largest school districts for Black male graduation rate (2008).\*

Yet progress has slowed and reversed in recent years.

In 2021, the Black student graduation rate in Pinellas rose by only 0.8% from the prior year (compared to an average annual 4.2% increase from 2011 to 2020).

In 2022, the Black student graduation rate fell by nearly four times as much as the White student graduation rate did (the decline for Black students was 7.8 points compared to a decline of 2.2 points for White students).

\*Schott Foundation for Public Education, "Yes We Can: The 2010 Schott 50 State Report on Public Education and Black Males"

**Table 32: Black Student Graduation Rates for Florida School Districts, 2021-22**

District	Rate (%)	District	Rate (%)
1 FAU Lab Sch	100	36 Broward	83.2
2 FSU Lab Sch	100	37 Bay	82.6
3 Wakulla	97.1	38 Miami-Dade	82.4
4 Washington	97.1	39 Gulf	82.4
5 Nassau	94.4	40 Hardee	82.4
6 Famu Lab Sch	94.3	<b>Florida</b>	<b>82</b>
7 Walton	93.6	41 Highlands	81.8
8 Calhoun	92.9	42 Columbia	81.4
9 Taylor	92.7	43 Hillsborough	81
10 Flagler	92.6	44 Union	81
11 UF Lab Sch	92.3	45 Orange	80.4
12 Collier	91.1	46 Brevard	79.8
13 St. Lucie	91.1	47 Lee	79.6
14 Indian River	90.2	48 Okaloosa	78.8
15 Clay	90.2	<b>49 Pinellas</b>	<b>78.5</b>
16 Gilchrist	90	50 Leon	78
17 Fl Virtual	89.9	51 Madison	77.3
18 Suwannee	89.6	52 Marion	77.1
19 St. Johns	88.2	53 Gadsden	77.1
20 Santa Rosa	87.4	54 Deaf/Blind	76.9
21 Pasco	87	55 Liberty	76.9
22 Lake	86.6	56 Alachua	76.8
23 Levy	86.4	57 Martin	76.3
24 Seminole	86.3	58 Hendry	76
25 Charlotte	86.2	59 Jackson	75.9
26 Volusia	85.5	60 Baker	75
27 Monroe	85.4	61 Polk	74.4
28 Putnam	85.1	62 Manatee	73.6
29 Osceola	84.6	63 Sarasota	71.7
30 Sumter	84.4	64 Bradford	68.4
31 Okeechobee	84.4	65 Jefferson	68.2
32 Hernando	84.1	66 Hamilton	67.4
33 Palm Beach	83.8	67 Escambia	67.4
34 Duval	83.8	68 Citrus	65.3
35 Dixie	83.3	69 Desoto	52.9

SOURCE: Florida Department of Education, Federal Graduation Rate by Race by District

# Black Workers Reap Half Their Representative Share of Income

## TREND

Black residents are active in the economy in record numbers but are not reaping a representative share of earnings and income in Pinellas County.

In addition, Black workers' share of income and earnings has declined over the past decade.

## INCOME & EARNINGS

In Pinellas County, Black residents are 11.3% of the available labor force and 8.4% of management workers but produce only 6.5% of the county's aggregate household earnings and only 6.2% of aggregate income.

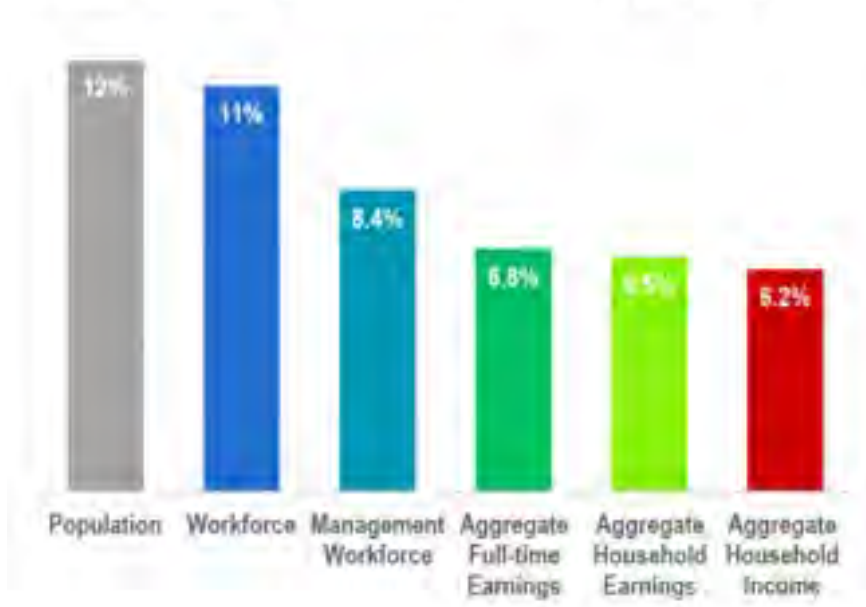
*Net-net, Black workers reap 55% of their representative share of total income in Pinellas County.*

## BUSINESS REVENUE & EMPLOYMENT

In the business community, Black individuals are an estimated 13% of entrepreneurs in Pinellas County, yet they are only 1.3% of businesses with paid employees; they produce half of one percent (0.5%) of payroll by local businesses; and they earn less than half of one percent (0.4%) of aggregate revenue to Pinellas County businesses\*.

*Net-net, Black workers reap only 3% of their representative share of aggregate revenue to Pinellas County's employer firms.*

**Figure 38: African Americans' Share of Pinellas County Earners, Income & Earnings**



SOURCES: See Sources & Methods Section for data sources for metrics analyzed

# Pinellas Economy is Less Inclusive Today Than in 2010

## TREND

Black workers are a larger part of the Pinellas workforce than they were a decade ago. They are also a larger part of the county’s management workforce.

Yet Black residents’ shares of county income, earnings and homeownership have declined. The Pinellas County economy was less inclusive in 2021 than it was in 2010.

## AGGREGATE INCOME

In 2021, Black residents’ income was only 55% of the community’s representative share, down 14 points from a 69% representation ratio in 2010.

## BUSINESS REVENUE

In 2021, Black business revenue (for employer firms) was less than half of one percent of the community’s representative share, down slightly from 2010.

## HOMEOWNERSHIP

Homeownership is one of the few local data points available to measure the wealth of residents. In 2021, Black-owned homes equated to 58% of the community’s representative share, down from 66% in 2010.

**Table 33: African Americans' Shares of Pinellas County Totals and Representation Ratios**

### A. Workforce, Earnings & Income

	Shares of County Totals			Representation Ratios		
	2010	2021	C Pts	2010	2021	Pt. Δ
Workforce	9.1%	11.3%	2.2%			
Management Workforce	6.3%	8.4%	2.0%	70%	74%	5%
Aggregate Full-time Earnings	6.9%	6.8%	-0.1%	75%	60%	-15%
Aggregate Household Earnings	6.6%	6.5%	-0.1%	73%	58%	-15%
Aggregate Income	6.3%	6.2%	-0.1%	69%	55%	-14%

### B. Entrepreneurship, Business Ownership & Business Revenue

	Shares of County Totals			Representation Ratios		
	2012	2017	C Pts	2012	2017	Pt. Δ
Entrepreneurs	18%	13%	-5.1%			
Business Owners w/ Paid Staff	1.3%	1.3%	0.1%	7%	10%	3%
Aggregate Employment	2.2%	0.6%	-1.6%	12%	4%	-8%
Aggregate Payroll	1.0%	0.5%	-0.4%	5%	4%	-1%
Aggregate Business Revenue	0.7%	0.4%	-0.3%	4%	3%	-1%

### C. Households & Homeowners

	Shares of County Totals			Representation Ratios		
	2010	2021	C Pts	2010	2021	Pt. Δ
Households	8.7%	8.8%	0.1%			
Homeowners	1.3%	1.3%	0.1%	66%	58%	-6%

SOURCES: See Sources & Methods Section for data sources for metrics analyzed

# Part 3: Gaps

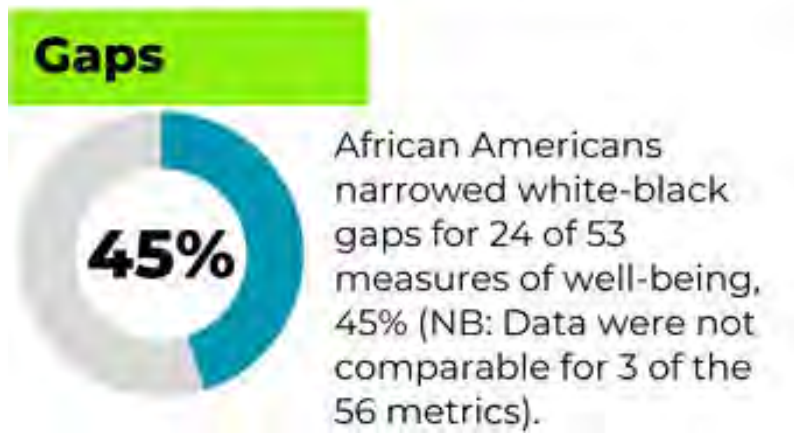
Some White-Black education and employment gaps narrowed over the past decade. For example, the Black employment rate rose to a record 94% in 2018, creating the smallest Black-White unemployment gap of the 21st century. Partly as a result, Black poverty reached an all-time low in 2019.

Yet the most material economic gaps widened (“most material” meaning those most proximate to one’s ability to build wealth).

- The earnings gap grew.
- The homeownership gap grew.
- And based on limited data, it appears that the wealth gap also grew.

As readers will see in the metric snapshot tables on the following pages, White-Black economic gaps widened for over half (55%) of the metrics analyzed for this report, including virtually all of the earnings, income and wealth related metrics reported.

**Figure 40: Percentage of Gaps Analyzed that Narrowed**





# Metric Snapshot: Changes in Black-White Economic Gaps in Pinellas

This table captures changes in White-Black gaps over time. For most metrics, gap changes are measured for 2010 versus 2021. See Sources & Methods Section for details.

**Table 34: Changes in White-Black Economic Gaps in Pinellas County**

	2011			2022					
<b>CAREER TRACK EDUCATION</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
1 High school graduation rate	47.1%	71.2%	24.1%	78.5%	91.2%	12.7%	-11.4%		-47.4%
	2010			2021					
<b>ADULTS 25+</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
2 High school or higher	75.7%	91.1%	-15.4%	88.8%	95.3%	-6.4%	8.9%	>>	-58.2%
3 Some college or higher	43.9%	60.6%	-16.7%	53.6%	70.1%	-16.5%	0.2%	>>	-1.0%
4 Associate's or higher	23.3%	38.4%	-15.1%	31.6%	49.2%	-17.6%	-2.4%	X	16.1%
5 Bachelor's or higher	16.1%	29.4%	-13.4%	20.7%	39.6%	-18.9%	-5.6%	<<<>	41.6%
	2010			2021					
<b>EMPLOYMENT</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
6 Labor force participation	62.4%	58.8%	3.6%	64.6%	55.9%	8.7%	5.1%	RGW	142%
7 Employment rate	81.9%	88.8%	-6.9%	93.2%	95.2%	-2.0%	4.9%	>>	-71.2%
8 Households with earnings	75.6%	67.5%	8.1%	75.6%	66.0%	9.6%	1.5%	RGW	18.5%
9 Full-time employment rate	71.6%	69.7%	1.9%	71.7%	71.9%	-0.2%	-2.1%	RGR	-111%
10 Stable employment rate**	85.8%	90.3%	-4.5%	80.9%	89.4%	-8.6%	-4.1%	X	90.0%
11 Employed in management	24.0%	38.8%	-14.8%	32.0%	45.0%	-13.0%	1.8%	>>	-12.5%
12 Working remotely	3.6%	5.4%	-1.8%	13.4%	23.7%	-10.3%	-8.5%	X	472%
13 With private insurance	42.2%	67.0%	-24.8%	52.5%	66.4%	-13.9%	10.9%	>>	-44.0%
	2010			2021					
<b>EARNINGS &amp; INCOME (IA)</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
14 Average full-time earnings	\$48,198	\$67,972	\$(19,775)	\$42,747	\$77,206	\$(34,459)	\$(14,685)	X	74.3%
15 Median earnings all workers	\$29,112	\$38,958	\$(9,846)	\$28,233	\$41,291	\$(13,058)	\$(3,212)	X	32.8%
16 Median earnings FT male	\$39,726	\$55,756	\$(16,030)	\$38,950	\$58,079	\$(19,129)	\$(3,099)	X	19.3%
17 Median earnings FT female	\$35,338	\$46,344	\$(11,005)	\$36,486	\$49,493	\$(13,007)	\$(2,002)	X	18.2%
18 Average household earnings	\$53,049	\$80,071	\$(27,023)	\$60,495	\$96,845	\$(36,350)	\$(9,327)	X	34.5%
19 Per capita income	\$19,817	\$37,607	\$(17,790)	\$22,625	\$46,250	\$(23,625)	\$(5,835)	X	32.8%
20 Median household income	\$38,112	\$55,999	\$(17,887)	\$42,502	\$64,968	\$(22,466)	\$(4,579)	X	25.6%
21 Median family income	\$45,273	\$75,754	\$(30,481)	\$58,505	\$89,353	\$(30,848)	\$(367)	X	1.2%
22 Avg social security income	\$15,180	\$20,502	\$(5,323)	\$14,553	\$21,662	\$(7,109)	\$(1,786)	X	33.6%
23 Avg supplemental security	\$12,241	\$12,332	\$(91)	\$11,405	\$11,222	\$183	\$274	R	-301%
24 Avg cash public assistance	\$4,688	\$4,588	\$100	\$2,307	\$4,485	\$(2,178)	\$(2,278)	RGR	-2284%
25 Avg retirement income	\$18,970	\$26,603	\$(7,632)	\$18,167	\$28,296	\$(10,129)	\$(2,497)	X	32.7%
	2010			2021					
<b>BUSINESS</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
26 Average annual revenue	\$900.1K	\$1,759M	-\$859.2K	\$546.4K	\$1,820M	-\$1,273M	-\$414.6K	X	48.3%
27 Average employees	21.5	13.5	7.9	5.0	12.5	(7.5)	(15.5)	R	-195%
	2010			2021					
<b>SELF-EMPLOYED</b>	Black	White	Gap	Black	White	Gap	Gap Δ		% Δ
28 Self-employed	5.7%	13.6%	-7.9%	4.5%	13.5%	-9.0%	-1.1%	X	14.0%
29 Self-employed in incorp. biz	1.3%	7.5%	-6.2%	1.9%	7%	-5.4%	0.9%		-14.0%
30 % Self-employed in incorp. Biz	22.5%	55.3%	-32.9%	42.5%	53.8%	-11.3%	21.6%		-65.6%

\*\*Stable Jobs figures are Q1 2010 and Q1 2022

# Appendices

## SOURCES & METHODS

All metrics are for Pinellas County except where otherwise indicated. The abbreviation ACS stands for American Community Survey, a U.S. Census product. LED stands for Local Employment Data, also published by the U.S. Census.

### African Americans' Economic Contributions in Pinellas

- Population: ACS 1-Year Selected Population Profile (2010 & 2021)
- Households: Ibid.
- Aggregate income: Ibid.
- Employed workforce LED: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment Counts (Q1 2010-Q1 2022)
- Employed workforce ACS: ACS 1-Year Selected Population Profile (2010 & 2021)
- Full-time workforce: ACS 5-Year Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over (2010 & 2021)

### Why Focus on the Economic Standing of African Americans

- Population – Total & People of Color: U.S. Census Bureau Decennial Census DP1 Profile of General Demographic Characteristics (2000), and 2) \*ACS 5-Year Demographics and Housing Estimates (2021)

## STILL A DISPROPORTIONATE SHARE OF COUNTY'S CHALLENGE POPULATIONS

### Adults

- Workforce: ACS S0201 Selected Population Profile (2021)
- Unemployed: Ibid.
- With Disability: Ibid.
- In Unstable Jobs: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable) Counts (Q1 2010 & 2022), divided by 2) Beginning of Quarter Employment Counts (Q2 2010 & 2022)
- Arrestees: Florida Department of Law Enforcement, UCR Arrest Data, Total UCR Arrests for Florida by Jurisdiction, Offense Type, and Race (2010 & 2020)

### Children

- K-12 Students: Florida Department of Education, Membership in Florida Public Schools, Survey 2 (2022-23)
- Struggling in Math: Florida Department of Education, Florida PK-20 Education Information Portal, Student Assessments (School Year 2021-22)
- Living in Poverty: ACS 5-Year B17020 Poverty Status in the Past 12 Months by Age (2021)
- With Disability: ACS 1-Year S0201 Selected Population Profile (2021)
- Arrestees: Florida Department of Juvenile Justice, Civil Citation & Other Alternatives to Arrest Dashboard (Apr 2022-Mar 2023)

### Introduction & Major Findings

- Figure 1: ACS 1-Year S0201 Selected Population Profile (2010-2021)

## **METRIC SNAPSHOTS**

### **Career-Track Education**

- High School Graduation Rate: 1) Florida Department of Education, Cohort Graduation Rate Using Federal Guidelines (School Year 2010-2011), and 2) Pinellas County Schools, Federal Graduation Rate Comparison Subgroup: Pinellas vs State (School Year 2021-2022)
- Education Adults 25+: ACS 1-Year B15002 Sex by Educational Attainment for the Population 25 Years and Over (2010 & 2021)

### **Employment**

- Labor force participation: ACS 1-Year S0201 Selected Population Profile (2021)
- Employment rate: Ibid.
- Households with earnings: Ibid.
- Full-time employment rate: Ibid.
- Working remotely: Ibid.
- With private insurance: Ibid.
- Stable employment rate: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable) Counts (Q1 2010 & 2022), divided by 2) Beginning of Quarter Employment Counts (Q2 2010 & 2022)
- Employed in management: ACS 5-Year C24010 Sex by Occupation for the Civilian Employed Population 16 Years and Over (2010 & 2021)

### **Earnings & Income**

- Average full-time earnings: ACS 1-Year S0201 Selected Population Profile (2010 & 2021)
- Average household earnings: Ibid.
- Per capita income: Ibid.
- Median household income: Ibid.
- Median family income: Ibid.
- Average social security income; Average supplemental security; Average cash public assistance; and Average retirement income: Ibid.
- Median earnings all workers: ACS 5-Year B20017 Median Earnings in the Past 12 Months by Sex by Work Experience in the Past 12 Months for the Population 16 years and Over (2010 & 2021)
- Median earnings full time male and full-time female: Ibid.

### **Business**

- All metrics: 1) U.S. Census Bureau Economic Surveys SB1200CSA01 Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places (2012), and 2) U.S. Census Bureau Economic Surveys AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places (2017)

### **Self-Employment**

- All metrics: ACS 5-Year B24080 Sex by Class of Worker for the Civilian Employed Population 16 Years and Over (2010 & 2021)

## **Burdens/Duties at Home**

- All metrics: ACS S0201 Selected Population Profile (2010 & 2021)

## **Health**

- Hospitalizations: Florida Department of Health, Division of Public Health Statistics and Performance Management FL HealthCharts (using data from Florida Agency for Health Care Administration), Age-Adjusted Hospitalizations, Rate Per 100,000 Population, Single Year (2010 & 2021)
- Life Expectancy: Florida Department of Health, Division of Public Health Statistics and Performance Management FL HealthCharts (using data from Florida Bureau of Vital Statistics (death data) and Florida Legislature Office of Economic and Demographic Research (population data), Life Expectancy (95% Confidence Interval) Report (2008-2010 for 2010 figure and 2019-2021 for 2021 figure)
- Deaths from 12 chronic diseases: Florida Department of Health, Division of Public Health Statistics and Performance Management FL HealthCharts (using data from various sources), Chronic Disease Profile (UMA calculated aggregate death rates for 1) Coronary Heart Disease; 2) Acute Myocardial Infarction (Heart Attack); 3) Heart Failure; 4) Stroke; 5) Breast Cancer; 6) Cervical Cancer; 7) Colorectal Cancer; 8) Lung Cancer; 9) Melanoma; 10) Prostate Cancer; 11) Diabetes; and 12) Chronic Lower Respiratory Diseases) (2010 & 2021, with data of varying vintages)

## **Transportation**

- Households w/ no vehicle: ACS 5-Year B25044 Tenure by Vehicles Available (2010 & 2021)
- Household members per vehicle (est. by Urban Market Analytics): Ibid.
- Mean travel time to work: ACS 1-Year S0201 Selected Population Profile (2010 & 2021)

## **Poverty**

- All metrics: 1) Black, White and Hispanic: ACS 1-Year S0201 Selected Population Profile (2010 & 2021) and 2) Asian: ACS 5-Year B17020 Poverty Status in the Past 12 Months by Age (2010 & 2021)

## **Criminal/Legal**

- Arrests as % of adults: 1) Florida Department of Law Enforcement, UCR Arrest Data, Total UCR Arrests for Florida by Jurisdiction, Offense Type, and Race (2010 & 2020), divided by 2) ACS 5-Year B01001 Sex by Age (2010 & 2020)
- Males incarcerated as % of males; Incarcerated as % of 18- to 64-year-olds: 1) Decennial Census PCT22 Group Quarters Population by Sex by Group Quarters Type for the Population 18 Years and Over (2010), and 2) Decennial Census P18 Group Quarters Population by Sex by Age by Major Group Quarters Type (2020), divided by 3) ACS 5-Year B01001 Sex by Age (2010 & 2020)

## **Homeownership & Housing**

- Homeownership rate: ACS 1-Year S0201 Selected Population Profile (2010 & 2021)
- Homeowners with a mortgage: Ibid.
- High-cost home purchase loans: Shimberg Center for Housing, Florida Housing Data Clearinghouse, Lending/HMDA, High-Cost, Owner-Occupied Home Purchase Loans by Race (2021)
- Home purchase loans denied: Shimberg Center for Housing, Florida Housing Data Clearinghouse, Lending/HMDA, Home Purchase Loan Applications Approved/Denied by Race (2021)
- Cost-burdened homeowners with a mortgage: ACS 1-Year S0201 Selected Population Profile (2010 & 2021)
- Cost-burdened renters: Ibid.
- Median value owned homes: Ibid.

## **Black Workforce Growing Faster Than County Averages**

- All Metrics: ACS 5-Year B23001 and C23002 Sex by Age & Employment (2010 & 2021)

## **Fastest-Growing Worker Groups**

- Tables 5 and 6: ACS 5-Year C23002 Sex by Age & Employment (2010 & 2021)
- Rapid Growth in Skilled & Management Workforce; Fastest-Growing Occupations; and Occupations Where African Americans Play An Outsized Role
- All Metrics: ACS 1-Year B24010 Sex by Occupation for the Civilian Employed Population 16 Years and Over (2021)

## **Job Quality Gains**

- Full-time employed: ACS 1-Year S0201 Selected Population Profile (2021)
- Full-time earners: ACS 5-Year B20005 Sex by Work Experience in the Past 12 Months by Earnings in the Past 12 Months for the Population 16 Years and Over (2010 & 2021)
- Employed w/ private health insurance: 1) ACS 5-Year B27011 Health Insurance Coverage Status and Type by Employment Status Black Alone (2015); ACS 5-Year DPO3 Selected Economic Characteristics, Black Alone (2021)
- Worked at home: ACS 1-Year S0201 Selected Population Profile (2021)
- In stable jobs: U.S. Census Bureau LED Extraction Tool, 1) Full Quarter Employment (Stable) (Q1 2010-2022)

## **Gains in Targeted Growth Sector Workforce**

- Target Industries Pinellas County: Pinellas County, Target Industries (web page), sourced June 2023, available at <https://www.pced.org/target-industries/>
- Target Industries St. Petersburg: City of St. Petersburg, Target Industries (About the Districts (web page), sourced June 2023, available at [https://www.stpete.org/business/economic\\_development/about\\_the\\_districts.php](https://www.stpete.org/business/economic_development/about_the_districts.php)

## **African Americans Employed in Grow Smarter Sectors**

- Black Workers Employed in Grow Smarter Sectors: Calculations by UMA using 1) City of St. Petersburg, Grow Smarter Cluster NAICS Codes (Received June 2023), and 2) LED Extraction Tool, Beginning of Quarter Employment Counts (Q2 2010 & 2022)

## **Gains in Business Incorporations**

- All Metrics: ACS 5-Year B24080 Sex by Class of Worker for the Civilian Employed Population 16 Years and Over (2010 & 2021)

## **Gains in High School Graduation**

- Graduation Rates: 1) Florida Department of Education, Cohort Graduation Rate Using Federal Guidelines (School Year 2010-11), 2) Pinellas County Schools, Federal Graduation Rates District Breakdown by Race and Gender (multiple years), and 3) Pinellas County Schools, Federal Graduation Rate Comparison Subgroup: Pinellas vs State (School Year 2021-2022)

## **Gains in College Enrollment**

- Percent of Adults Enrolled: Calculations by UMA using 1) Decennial Census P147 School Enrollment by Level of School by Type of School for the Population 3 Years and Over (2000), and 2) ACS 5-Year B14007 School Enrollment by Detailed Level of School for the Population 3 Years and Over (2010-2021), divided by (respectively) 3) Decennial Census P012 Sex by Age (2000), and 4) ACS 5-Year B01001 Sex by Age (2010-2021)
- Enrollment at Post-Secondary Institutions: National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS) (Please note: data were analyzed but not reported within this document).
- St. Petersburg College's Black Enrollment Ratios: St. Petersburg College, "College Annual Equity Update, 2020-2021" (April 30, 2021)

## **Gains in Workforce Education Levels**

- Educational Attainment Levels: ACS 1-Year B15002 Sex by Educational Attainment for the Population 25 Years and Over ((2010 & 2021)

## **Historically Low Poverty Rates and Racial Differences in Poverty Rate Over Time**

- Poverty Rates: 1) Black, White and Hispanic: ACS 1-Year S0201 Selected Population Profile (2010 & 2021) and 2) Asian: ACS 5-Year B17020 Poverty Status in the Past 12 Months by Age (2010 & 2021)

## **Incarceration Down; More Black Men Available & Working**

- The Black Hole for Black Men: This analysis method, created by Urban market Analytics to illustrate the effect of Black male incarceration on African American economies, is calculated using: 1) Decennial Census P012 Sex by Age (2000), and 2) ACS 5-Year B01001 Sex by Age Black Alone (2010 & 2021)

## **Racial Differences in Arrests & Incarceration**

- Arrests as % of Adults: 1) Florida Department of Law Enforcement, UCR Arrest Data, Total UCR Arrests for Florida by Jurisdiction, Offense Type, and Race (2010 & 2020), divided by 2) ACS 5-Year B01001 Sex by Age Black Alone (2010 & 2020)
- Males Incarcerated as % of Males and Incarcerated as % of 18 to 64 Year Olds: 1) Decennial Census PCT22 Group Quarters Population by Sex by Group Quarters Type for the Population 18 Years and Over (2010), and 2) Decennial Census P18 Group Quarters Population by Sex by Age by Major Group Quarters Type (2020), both divided by 3) ACS 5-Year B01001 Sex by Age (2010 & 2020)

## **The Racial Earnings Gap Has Grown**

- Monthly Earnings: LED Extraction Tool, Beginning of Quarter Employment: Average Monthly Earnings (Q2 2000-Q2 2022)

## **Other Workers Had Real Earnings Growth; Black Workers Did Not; and Racial Differences in Earnings Growth**

- Earnings Change: ACS 5-Year B20017 Median Earnings in the Past 12 Months by Sex by Work Experience in the Past 12 Months for the Population 16 years and Over (2010 & 2021)

## **Other Businesses Grew; Black-Owned Business Did Not and Racial Differences in Business Growth**

- All Metrics: 1) U.S. Census Bureau Economic Surveys SB1200CSA01 Statistics for All U.S. Firms by Industry, Gender, Ethnicity, and Race for the U.S., States, Metro Areas, Counties, and Places (2012), and 2) U.S. Census Bureau Economic Surveys AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places (2017)

## **Rankings: Size & Strength of Black-Owned Firms, By County**

- All Metrics: U.S. Census Bureau Economic Surveys AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places (2017)

## **Job Stability Declining for Black Workers; and Racial Differences in Job Stability Changes Over Time**

- Stable Jobs Rate: U.S. Census Bureau LED Extraction Tool, Full Quarter Employment (Stable) (Q1 2010-Q1 2022)
- Job Separation Rate: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Separations (Q2 2010-Q2 2022)
- Turnover Rate: U.S. Census Bureau LED Extraction Tool, Turnover (Stable) (Q2 2010-Q2 2022)

## **Still Concentrated in Occupations Harder Hit by Recessions**

- Change in Employed Workers: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment: Counts (Q1 2020 & Q4 2020)

## **African American Job Losses During Two Recent Downturns; and The Difference Between Pandemic & Great Recession Job Losses**

- Change in Employed Workers: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment: Counts (Pandemic Q4 2019-Q3 2020) and (Great Recession Q2 2007-Q4 2010)

## **Within Sectors, African Americans Overrepresented in Job Losses**

- Figure X: U.S. Census Bureau LED Extraction Tool, Beginning of Quarter Employment: Counts (Q1 2020 – Q3 2020)

## **Fewer Black Students Graduating With All Requirements Met**

- Black Students Disposition 4 Years After Starting High School: Florida Department of Education, Florida PK-20 Education Information Portal, High School Graduation Pathways (School Years 2018-2022), and 2) Florida Department of Education, Florida PK-20 Education Information Portal, High School Graduation Rates (School Years 2018-2022)
- Black Student Graduation Types: Florida Department of Education, Florida PK-20 Education Information Portal, High School Graduation Pathways (School Years 2018 & 2022)

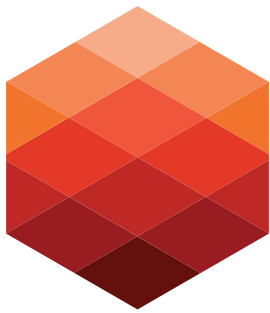
## **Pinellas Still Ranks Low for Black Student Graduation Rate**

- Black Student Graduate Rates: Florida Department of Education, Federal Graduation Rate by Race by District (School Year 2021-2022)
- 2008 Ranking of Pinellas District: Schott Foundation for Public Education, “Yes We Can: The 2010 Schott 50 State Report on Public Education and Black Males” (2010)

## **African Americans Reap Half Their Representative Share of Income; and Pinellas Economy is Less Inclusive Today Than in 2010**

- African Americans' Shares of Pinellas County Earners, Income & Earnings: 1) Population: ACS 5-Year DP05 ACS Demographic and Housing Estimates (2021), and 2) All Other Metrics: ACS 1-Year S0201 Selected Population Profile (2021)
- African Americans' Share of Pinellas County Entrepreneurs, Business Revenue & Job Creation: 1) Entrepreneurs: Estimate by Urban Market Analytics using; All Other Metrics: U.S. Census Bureau Economic Surveys AB1700CSA01 Annual Business Survey: Statistics for Employer Firms by Industry, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, Metro Areas, Counties, and Places (2017)
- Housing & Homeownership: ACS 1-Year S0201 Selected Population Profile (2021)





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