



CCIM Institute
Commercial Real Estate's
Global Standard for Professional Achievement

How to Estimate Real Estate Demand Using Demographics

Gary M. Ralston

CCIM, SIOR, CPM, CRE, CLS, CDP, CRX, CRRP, FRICS

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"the most accredited commercial real estate practicing professional in the Nation"

Gary M. Ralston, CCIM, SIOR, SRS, CPM, CRE, CLS, CDP, CRX, CRRP, FRICS is a managing partner of SVN Saunders Ralston Dantzler Real Estate – the premier commercial services provider in Central Florida (Polk County). He is a recognized subject matter expert on retail and commercial properties. His experience includes the complete spectrum of commercial real estate services. In addition, he is a successful real estate developer, investor and group investment sponsor.

From the early 1990s through 2004 Gary was the president and a member of the board of directors of Commercial Net Lease Realty, Inc. (NYSE:NNN) the industry leader in single-tenant corporate net-leased real estate. During that time he guided the company's growth from less than \$15 million in real estate assets to over \$1.5 billion.

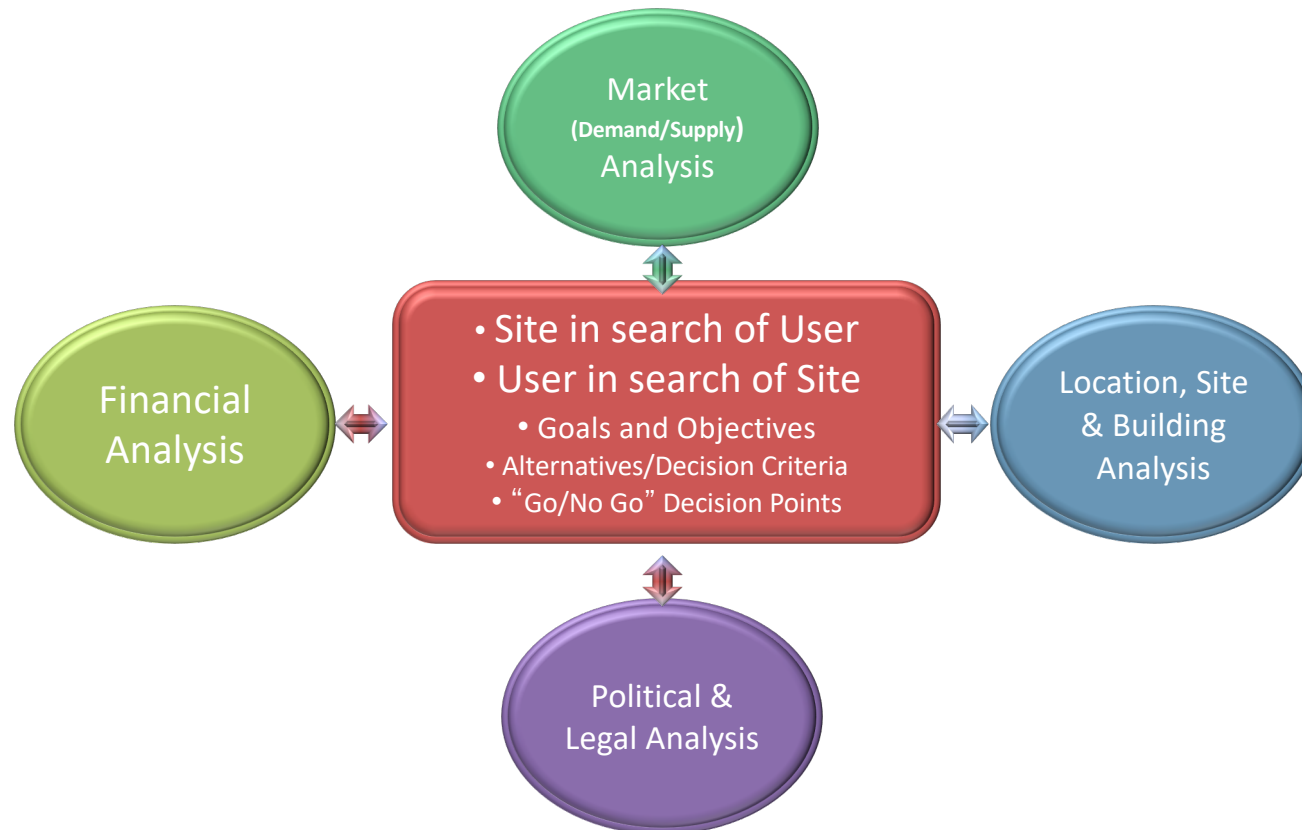
Gary holds the Certified Commercial Investment Member (CCIM), Society of Industrial and Office Realtors (SIOR), Specialist in Real Estate Securities (SRS), Certified Property Manager (CPM), Counselor of Real Estate (CRE), Certified Leasing Specialist (CLS), Certified Development, Design and Construction Professional (CDP), Certified Retail Property Executive (CRX), Certified Retail Real Estate Professional (CRRP) and Fellow of the Royal Institute of Chartered Surveyors (FRICS) professional designations. He is also a Florida licensed real estate broker and certified building contractor.

Gary is a senior instructor for the CCIM Institute and a member of the board of directors of the CCIM Institute. He is a Past President of the Florida CCIM Chapter. Gary is a full member of the Urban Land Institute (ULI) and a former Vice Chairman of the Small Scale Development Council. He is a member of the International Council of Shopping Centers (ICSC) and an instructor for the ICSC University of Shopping Centers at Wharton, the ICSC Executive Learning series and RECon Academy.

Gary holds a Masters in Real Estate and Construction Management from the Franklin L. Burns School of Real Estate and Construction Management at the University of Denver. In 2007 he was named an adjunct faculty member at the University of Denver, in 2011 he was named an adjunct faculty member at Florida Southern College and in 2013 Gary was named an adjunct faculty member at the University of Florida. He is the co-chair of the Florida Southern College real estate conference.

Gary was inducted as a Hoyt Fellow (www.hoyt.org) in 2001. He is a member of the Regional Economic Information Network of the Jacksonville Branch of the Federal Reserve Bank of Atlanta.

CCIM Real Estate Feasibility Model





Understanding Your Market

- **People (demographics)**
 - Formal geographies
 - Census QuickFacts
 - Benchmark demographics
- **Jobs (economy)**
 - BLS: Economy at a glance
 - Unemployment



Formal Geographies

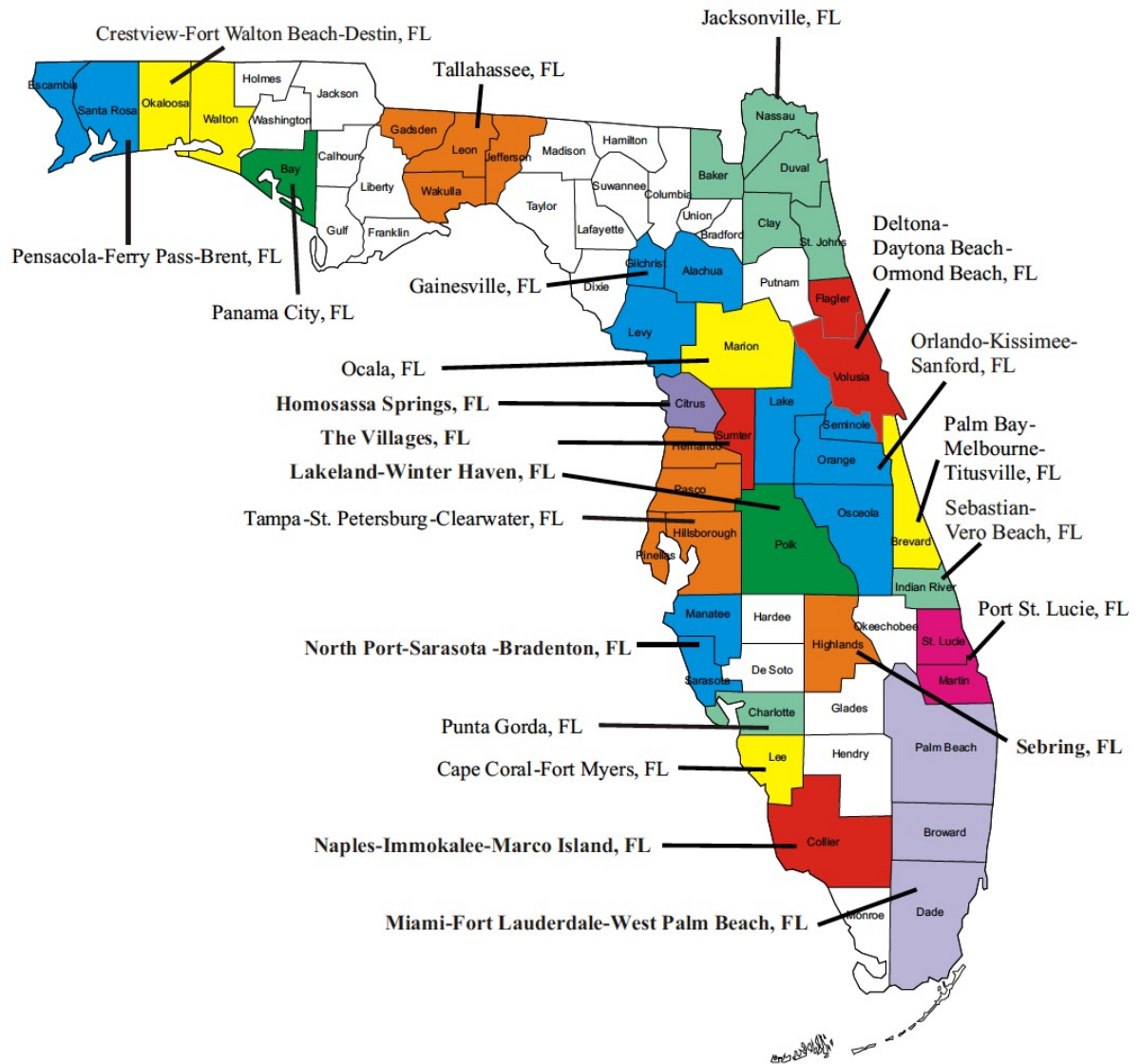
- **Counties (3,141)**
- **General Zip codes (29,801)** www.zip-codes.com/zip-code-statistics.asp
- **Census Tracts (74,002)**
 - About 3 census block groups
- **Census Block Groups (211,267)**
 - About 50 census blocks
 - 250 – 300 housing units
- **Census Blocks (11,155,486)**
 - About 30 people



Florida Metropolitan Statistical Areas

Office of Management and Budget
January 2019

<https://policom.com/>





Census QuickFacts

<https://www.census.gov/quickfacts/fact/table/US/PST045218>

Population ... *select geographies in descending order to create benchmark report*

QuickFacts provides statistics for all states and counties, and for cities and towns with a *population of 5,000 or more*.

-- Select a fact --
CLEAR
TABLE
MAP
CHART
DASHBOARD
MORE

Table

All Topics	United States
Population estimates, July 1, 2018, (V2018)	327,167,434
PEOPLE	
Population	
Population estimates, July 1, 2019, (V2019)	328,239,523
Population estimates, July 1, 2018, (V2018)	327,167,434
Population estimates base, April 1, 2010, (V2019)	308,758,105
Population estimates base, April 1, 2010, (V2018)	308,758,105
Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	6.3%
Population, percent change - April 1, 2010 (estimates base) to July 1, 2018, (V2018)	6.0%
Population, Census, April 1, 2010	308,745,538
Age and Sex	
Persons under 5 years, percent	6.1%
Persons under 18 years, percent	22.4%
Persons 65 years and over, percent	16.0%
Female persons, percent	50.8%

Population ... *select geographies in descending order to create benchmark report*













































Census QuickFacts

<https://www.census.gov/quickfacts/fact/table/US/PST045218>

Population ... *select geographies in descending order to create benchmark report*

- US
- Florida
- Volusia County
- Deltona
- Daytona Beach
- Port Orange

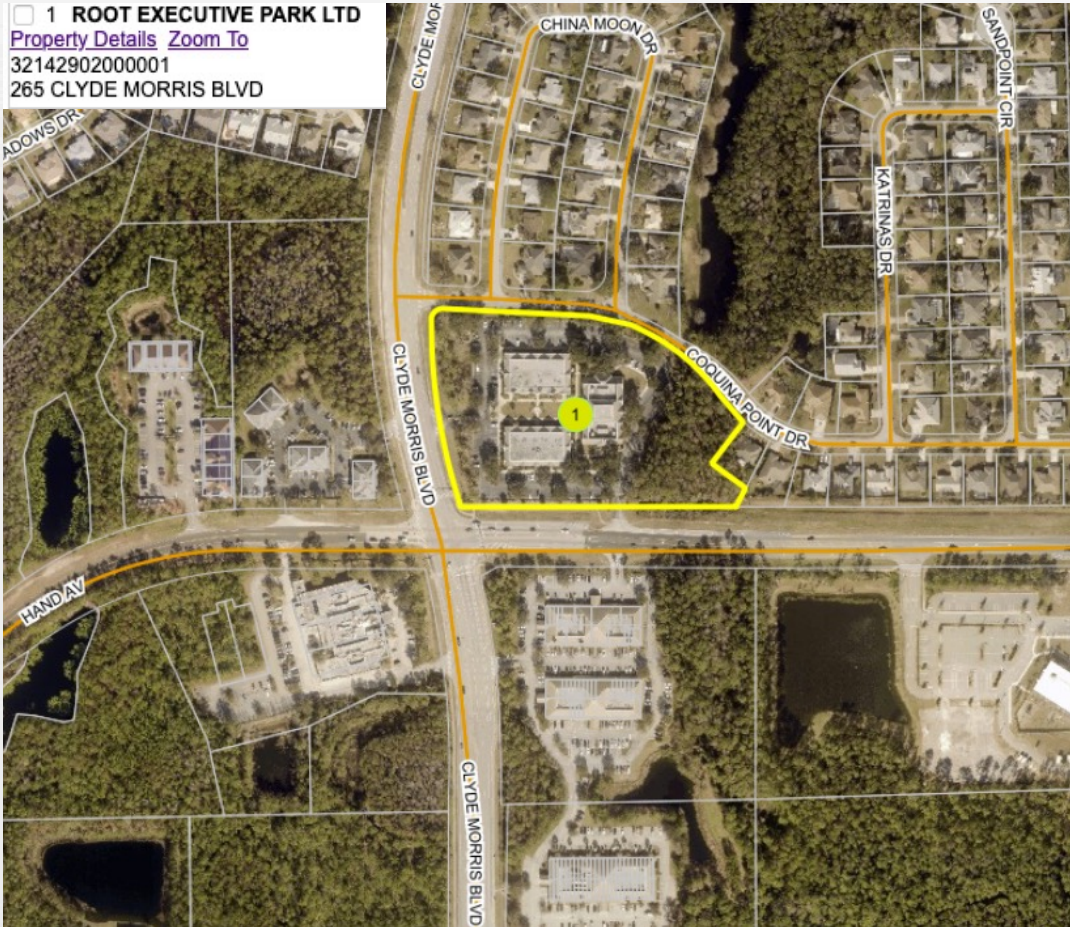
<https://www.census.gov/quickfacts/fact/table/portorangepcityflorida,daytonabeachcityflorida,deltonacityflorida,volusiacityflorida,FL,US/PST045219>

All Topics 	 Port Orange city, Florida 	 Daytona Beach city, Florida 	 Deltona city, Florida 	 Volusia County, Florida 	 Florida 	United States 
 Population estimates, July 1, 2019, (V2019)	64,842	69,186	92,757	553,284	21,477,737	328,239,523
Housing						
 Housing units, July 1, 2019, (V2019)				264,113	9,673,682	139,684,244
 Owner-occupied housing unit rate, 2015-2019	72.4%	44.0%	77.0%	70.3%	65.4%	64.0%
 Median value of owner-occupied housing units, 2015-2019	\$179,400	\$153,000	\$155,000	\$175,000	\$215,300	\$217,500
 Median selected monthly owner costs -with a mortgage, 2015-2019	\$1,280	\$1,199	\$1,154	\$1,272	\$1,503	\$1,595
 Median selected monthly owner costs -without a mortgage, 2015-2019	\$469	\$419	\$390	\$454	\$505	\$500
 Median gross rent, 2015-2019	\$1,161	\$934	\$1,174	\$1,046	\$1,175	\$1,062
 Building permits, 2019				2,985	154,302	1,386,048
Families & Living Arrangements						
 Households, 2015-2019	26,185	29,265	30,336	216,495	7,736,311	120,756,048
 Persons per household, 2015-2019	2.39	2.20	2.97	2.43	2.65	2.62
 Living in same house 1 year ago, percent of persons age 1 year+, 2015-2019	85.6%	81.2%	90.5%	86.3%	84.5%	85.8%
 Language other than English spoken at home, percent of persons age 5 years+, 2015-2019	11.0%	12.4%	30.1%	13.9%	29.4%	21.6%
Computer and Internet Use						
 Households with a computer, percent, 2015-2019	93.2%	86.3%	94.9%	91.5%	91.5%	90.3%
 Households with a broadband Internet subscription, percent, 2015-2019	82.9%	70.2%	84.1%	80.2%	83.0%	82.7%
Education						
 High school graduate or higher, percent of persons age 25 years+, 2015-2019	92.0%	88.2%	88.5%	90.5%	88.2%	88.0%
 Bachelor's degree or higher, percent of persons age 25 years+, 2015-2019	25.8%	23.1%	16.2%	23.7%	29.9%	32.1%
Health						
 With a disability, under age 65 years, percent, 2015-2019	10.9%	13.2%	10.7%	11.6%	8.6%	8.6%
 Persons without health insurance, under age 65 years, percent	 13.5%	 18.4%	 12.7%	 15.6%	 16.3%	 9.5%



Functional Geography Example

1 ROOT EXECUTIVE PARK LTD
[Property Details](#) [Zoom To](#)
 32142902000001
 265 CLYDE MORRIS BLVD



Owner and Property Description		Parcel Map					
Owner Name:	ROOT EXECUTIVE PARK LTD						
Mailing Address:	275 CLYDE MORRIS BLVD ORMOND BEACH FL 32174						
Site Address:	265 CLYDE MORRIS BLVD ORMOND BEACH FL 32174						
Subdivision:	CLYDE MORRIS - HAND AVE						
County:	VOLUSIA						
Land Use Code:	1700						
Land Use Desc:	Office Buildings/Nonprof/One						
Land Use FDOR Code:	17						
Land Use FDOR Desc:	One Story Office						
Zoning:							
Acres:	6.78						
Number of Parcels:							
PIN:	32142902000001						
ALTKEY:	5157083						
Last Data Update:	03/15/2021						
Legal Description (not official)							
TRACT A COQUINA POINT MB 43 PGS 40-41 INC PER OR 3670 PGS 1117-1119 INC							
Building Summary		2020 Certified Values					
Actual Year Built:	1999	Land: \$417,343					
Effect. Year Built:	2001	Land Agricultural: \$0					
Living SqFt:	45407	Building: \$0					
Total SqFt:	46606	Misc: \$52,065					
Adjusted SqFt:		Just Value: \$3,094,938					
Beds:		Assessed Value: \$3,094,938					
Baths:							
Stories:							
Num. of Buildings:							
Recent Sales							
Sale Date	Book/Page	Docnum	Price	Instrument	Qualified	Vac. or Impr.	Grantor
1991-07-15	3670 / 1117		\$3,000,000	WD		V	



Functional Geography Example

- 265 Clyde Morris Blvd, Ormond Beach, FL 32174
- Volusia County
- Deltona – Daytona Beach – Ormond Beach MSA
- FL
- US

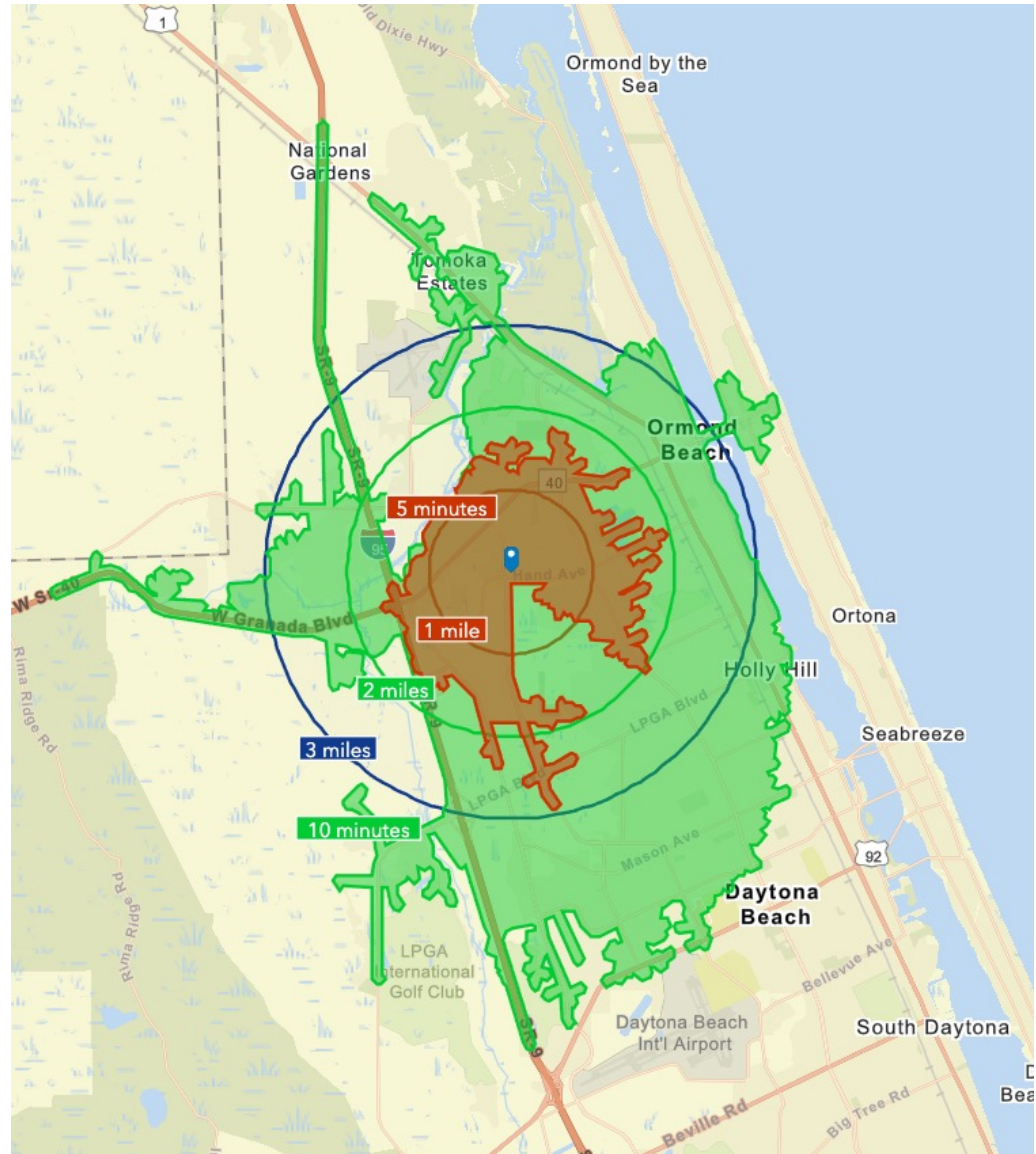
Ask a CCIM
CCIM Tools

- STDB
- ESRI/Business Analyst

**265 Clyde Morris Blvd
Ormond Beach, FL 32174**

**1, 2, 3 mile radius
5 & 10 minute drive**

***Radius and drive time
functional
geographies example***



Benchmark Demographics	1 mile	2 miles	3 miles	5 minutes	10 minutes	Volusia	MSA	FL	US
Population	8,454	24,903	46,750	14,540	67,870	561,048	679,090	21,587,015	333,793,107
Households	4,256	11,273	20,785	6,904	29,864	234,109	281,663	8,438,100	126,083,849
Families	2,194	6,386	12,044	3,831	16,748	145,084	178,604	5,454,945	82,747,156
Average Household Size	1.98	2.19	2.22	2.10	2.23	2.33	2.36	2.51	2.58
Owner Occupied Housing Units	2,763	7,419	13,329	4,584	17,178	157,979	192,158	5,459,375	80,135,109
Renter Occupied Housing Units	1,493	3,854	7,456	2,319	12,686	76,130	89,505	2,978,725	45,948,740
Median Age	55.9	51.2	50.1	53.7	47.0	47.6	48.10	42.5	38.5
Trends: 2015 - 2020 Annual Rate									
Population	1.59%	1.27%	1.16%	1.27%	1.25%	1.13%	1.31%	1.33%	0.72%
Households	1.59%	1.25%	1.13%	1.30%	1.25%	1.11%	1.25%	1.27%	0.72%
Families	1.54%	1.15%	1.06%	1.19%	1.09%	1.04%	1.20%	1.23%	0.64%
Owner HHs	0.97%	1.01%	0.95%	0.80%	0.90%	1.04%	1.21%	1.22%	0.72%
Median Household Income	1.25%	1.06%	1.28%	1.36%	1.12%	1.15%	1.19%	1.51%	1.60%
Households by Income									
<\$15,000	12.20%	11.50%	12.50%	11.10%	14.40%	10.90%	10.80%	10.60%	10.30%
\$15,000 - \$24,999	12.10%	10.60%	11.00%	10.70%	12.30%	9.70%	9.70%	9.80%	8.80%
\$25,000 - \$34,999	13.00%	13.90%	12.80%	14.10%	12.70%	11.50%	10.80%	9.80%	8.70%
\$35,000 - \$49,999	19.10%	16.90%	16.10%	17.60%	16.90%	16.00%	15.50%	13.60%	12.20%
\$50,000 - \$74,999	15.20%	16.10%	17.00%	17.00%	17.20%	19.50%	19.80%	18.30%	17.30%
\$75,000 - \$99,999	12.40%	12.40%	11.50%	12.60%	10.20%	12.40%	12.70%	12.30%	12.60%
\$100,000 - \$149,999	11.10%	11.90%	11.90%	11.60%	10.00%	12.20%	12.40%	13.80%	15.30%
\$150,000 - \$199,999	1.90%	3.10%	3.10%	2.00%	2.50%	3.60%	3.90%	5.50%	6.90%
\$200,000+	3.10%	3.60%	4.00%	3.20%	3.60%	4.30%	4.40%	6.30%	7.90%
Median Household Income	\$43,730	\$46,623	\$47,049	\$46,156	\$43,138	\$51,640	\$52,788	\$56,362	\$62,203
Average Household Income	\$62,892	\$67,116	\$67,836	\$64,977	\$63,128	\$71,736	\$73,145	\$81,549	\$90,054
Per Capita Income	\$31,054	\$30,751	\$30,360	\$30,697	\$27,733	\$30,029	\$30,436	\$31,970	\$34,136
Population by Age									
0 - 4	3.70%	4.00%	4.30%	4.00%	4.60%	4.50%	4.50%	5.20%	6.00%
5 - 9	3.40%	3.80%	4.30%	3.70%	4.50%	4.60%	4.70%	5.40%	6.10%
10 - 14	3.80%	4.20%	4.60%	4.00%	4.70%	4.90%	4.90%	5.60%	6.30%
15 - 19	3.50%	4.10%	4.40%	3.90%	4.80%	5.20%	5.10%	5.60%	6.30%
20 - 24	5.70%	5.90%	5.40%	5.20%	6.40%	5.50%	5.30%	6.10%	6.70%
25 - 34	10.60%	11.60%	11.60%	10.70%	12.80%	11.90%	11.60%	13.30%	14.00%
35 - 44	8.60%	9.50%	9.80%	9.30%	10.10%	10.50%	10.40%	11.70%	12.60%
45 - 54	9.50%	11.50%	11.80%	10.60%	11.70%	12.00%	11.90%	12.40%	12.40%
55 - 64	14.80%	15.60%	15.60%	15.40%	15.00%	15.40%	15.40%	13.70%	13.00%
65 - 74	18.70%	15.60%	14.60%	17.20%	13.40%	14.10%	14.50%	11.70%	9.80%
75 - 84	11.80%	9.40%	8.70%	10.50%	7.80%	7.90%	8.20%	6.60%	4.80%
85+	6.00%	4.80%	4.90%	5.40%	4.40%	3.50%	3.50%	2.80%	2.00%
Race and Ethnicity									
White Alone	85.20%	86.20%	82.90%	85.40%	72.20%	79.60%	80.00%	72.50%	69.40%
Black Alone	6.60%	6.40%	9.70%	6.70%	20.20%	11.10%	10.90%	16.40%	13.00%
American Indian Alone	0.40%	0.40%	0.30%	0.50%	0.30%	0.40%	0.40%	0.40%	1.00%
Asian Alone	3.90%	3.20%	2.80%	3.60%	2.60%	2.00%	2.10%	2.90%	5.90%
Pacific Islander Alone	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.10%	0.10%	0.20%
Some Other Race Alone	1.50%	1.50%	1.50%	1.60%	1.80%	4.10%	3.70%	4.60%	7.10%
Two or More Races	2.40%	2.30%	2.60%	2.20%	2.90%	2.80%	2.80%	3.10%	3.60%
Hispanic Origin (Any Race)	8.00%	8.00%	7.90%	7.90%	8.00%	15.70%	14.90%	27.20%	18.80%



Economic

Employment – local

BLS Economy at a Glance – BLS EAG

<https://www.bls.gov/eag/>

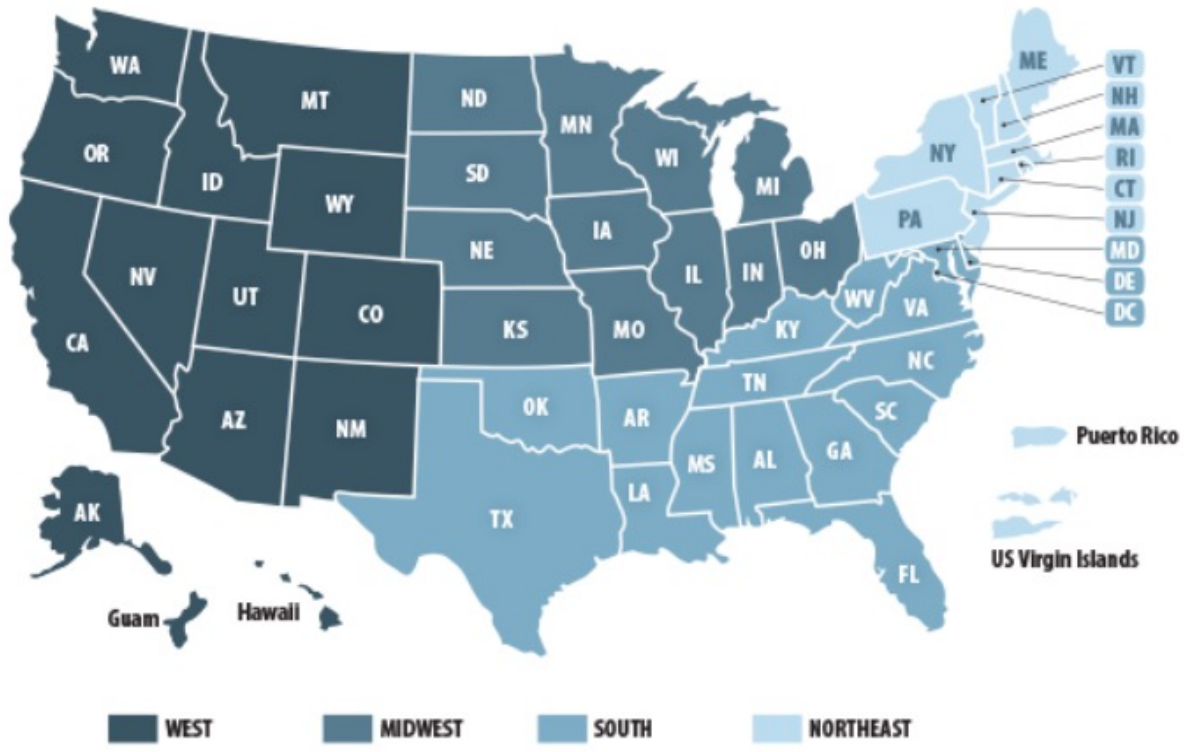
Economy at a Glance

BROWSE EAG























- U.S. ECONOMY
- CENSUS REGIONS **▶**
- ABOUT THE DATA

BROWSE ALL STATES

- ALABAMA
- ALASKA
- ARIZONA
- ARKANSAS
- CALIFORNIA
- COLORADO
- CONNECTICUT
- DELAWARE
- D.C.



Florida Economy at a Glance

	Back Data	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021
Labor Force Data							
Civilian Labor Force ⁽¹⁾		(R) 10,052.9	(R) 10,010.5	(R) 10,025.1	(R) 10,044.0	10,068.7	(P) 10,124.1
Employment ⁽¹⁾		(R) 9,333.7	(R) 9,427.1	(R) 9,485.3	(R) 9,528.9	9,587.1	(P) 9,650.0
Unemployment ⁽¹⁾		(R) 719.2	(R) 583.4	(R) 539.7	(R) 515.1	481.6	(P) 474.1
Unemployment Rate ⁽²⁾		(R) 7.2	(R) 5.8	(R) 5.4	(R) 5.1	4.8	(P) 4.7
Nonfarm Wage and Salary Employment							
Total Nonfarm ⁽³⁾		8,460.8	8,473.8	8,474.6	8,492.0	8,492.5	(P) 8,512.1
12-month % change		-5.9	-6.1	-6.2	-6.1	-6.3	(P) -6.2
Mining and Logging ⁽⁴⁾		5.4	5.3	5.4	5.5	5.4	(P) 5.5
12-month % change		-3.6	-3.6	-1.8	0.0	-1.8	(P) 0.0
Construction ⁽³⁾		557.9	559.1	558.6	561.9	565.4	(P) 562.2
12-month % change		-1.9	-2.0	-2.6	-2.0	-1.7	(P) -2.6
Manufacturing ⁽³⁾		373.7	376.5	378.4	379.2	378.0	(P) 378.7
12-month % change		-3.1	-2.8	-2.5	-2.5	-2.8	(P) -2.7
Trade, Transportation, and Utilities ⁽³⁾		1,753.8	1,750.5	1,740.0	1,742.4	1,748.5	(P) 1,757.9
12-month % change		-3.1	-3.7	-4.1	-4.1	-4.0	(P) -3.3
Information ⁽³⁾		129.8	128.8	127.0	127.2	128.0	(P) 128.5
12-month % change		-6.8	-7.7	-8.7	-8.3	-7.7	(P) -7.3
Financial Activities ⁽³⁾		593.2	593.5	594.0	597.6	597.5	(P) 599.7
12-month % change		-0.5	-0.8	-1.0	-0.8	-0.9	(P) -0.7
Professional & Business Services ⁽³⁾		1,355.3	1,355.1	1,355.7	1,366.2	1,366.2	(P) 1,373.0
12-month % change		-3.2	-3.1	-3.1	-2.5	-2.7	(P) -2.5
Education & Health Services ⁽³⁾		1,300.9	1,304.4	1,307.4	1,306.1	1,308.4	(P) 1,310.3
12-month % change		-3.6	-3.9	-4.0	-4.1	-4.1	(P) -4.3
Leisure & Hospitality ⁽³⁾		964.5	988.0	1,000.2	1,000.6	990.7	(P) 990.3
12-month % change		-23.2	-22.0	-21.3	-21.4	-22.3	(P) -22.4
Other Services ⁽³⁾		317.3	320.9	321.5	322.0	323.8	(P) 324.9
12-month % change		-10.1	-9.3	-9.3	-9.1	-8.9	(P) -8.5
Government ⁽³⁾		1,108.4	1,091.6	1,086.4	1,083.3	1,080.7	(P) 1,081.1
12-month % change		-1.9	-3.4	-4.1	-4.3	-4.6	(P) -4.5

Florida Economy at a Glance

	Back Data	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021
Labor Force Data							
Civilian Labor Force ⁽¹⁾		(R) 10,052.9	(R) 10,010.5	(R) 10,025.1	(R) 10,044.0	10,068.7	(P) 10,124.1
Employment ⁽¹⁾		(R) 9,333.7	(R) 9,427.1	(R) 9,485.3	(R) 9,528.9	9,587.1	(P) 9,650.0
Unemployment ⁽¹⁾		(R) 719.2	(R) 583.4	(R) 539.7	(R) 515.1	481.6	(P) 474.1
Unemployment Rate ⁽²⁾		(R) 7.2	(R) 5.8	(R) 5.4	(R) 5.1	4.8	(P) 4.7
Nonfarm Wage and Salary Employment							
Total Nonfarm ⁽³⁾		8,460.8	8,473.8	8,474.6	8,492.0	8,492.5	(P) 8,512.1
12-month % change		-5.9	-6.1	-6.2	-6.1	-6.3	(P) -6.2
Mining and Logging ⁽⁴⁾		5.4	5.3	5.4	5.5	5.4	(P) 5.5
12-month % change		-3.6	-3.6	-1.8	0.0	-1.8	(P) 0.0
Construction ⁽³⁾		557.9	559.1	558.6	561.9	565.4	(P) 562.2
12-month % change		-1.9	-2.0	-2.6	-2.0	-1.7	(P) -2.6
Manufacturing ⁽³⁾		373.7	376.5	378.4	379.2	378.0	(P) 378.7
12-month % change		-3.1	-2.8	-2.5	-2.5	-2.8	(P) -2.7
Trade, Transportation, and Utilities ⁽³⁾		1,753.8	1,750.5	1,740.0	1,742.4	1,748.5	(P) 1,757.9
12-month % change		-3.1	-3.7	-4.1	-4.1	-4.0	(P) -3.3
Information ⁽³⁾		129.8	128.8	127.0	127.2	128.0	(P) 128.5
12-month % change		-6.8	-7.7	-8.7	-8.3	-7.7	(P) -7.3
Financial Activities ⁽³⁾		593.2	593.5	594.0	597.6	597.5	(P) 599.7
12-month % change		-0.5	-0.8	-1.0	-0.8	-0.9	(P) -0.7
Professional & Business Services ⁽³⁾		1,355.3	1,355.1	1,355.7	1,366.2	1,366.2	(P) 1,373.0
12-month % change		-3.2	-3.1	-3.1	-2.5	-2.7	(P) -2.5
Education & Health Services ⁽³⁾		1,300.9	1,304.4	1,307.4	1,306.1	1,308.4	(P) 1,310.3
12-month % change		-3.6	-3.9	-4.0	-4.1	-4.1	(P) -4.3
Leisure & Hospitality ⁽³⁾		964.5	988.0	1,000.2	1,000.6	990.7	(P) 990.3
12-month % change		-23.2	-22.0	-21.3	-21.4	-22.3	(P) -22.4
Other Services ⁽³⁾		317.3	320.9	321.5	322.0	323.8	(P) 324.9
12-month % change		-10.1	-9.3	-9.3	-9.1	-8.9	(P) -8.5
Government ⁽³⁾		1,108.4	1,091.6	1,086.4	1,083.3	1,080.7	(P) 1,081.1
12-month % change		-1.9	-3.4	-4.1	-4.3	-4.6	(P) -4.5




























Economic

Employment – local

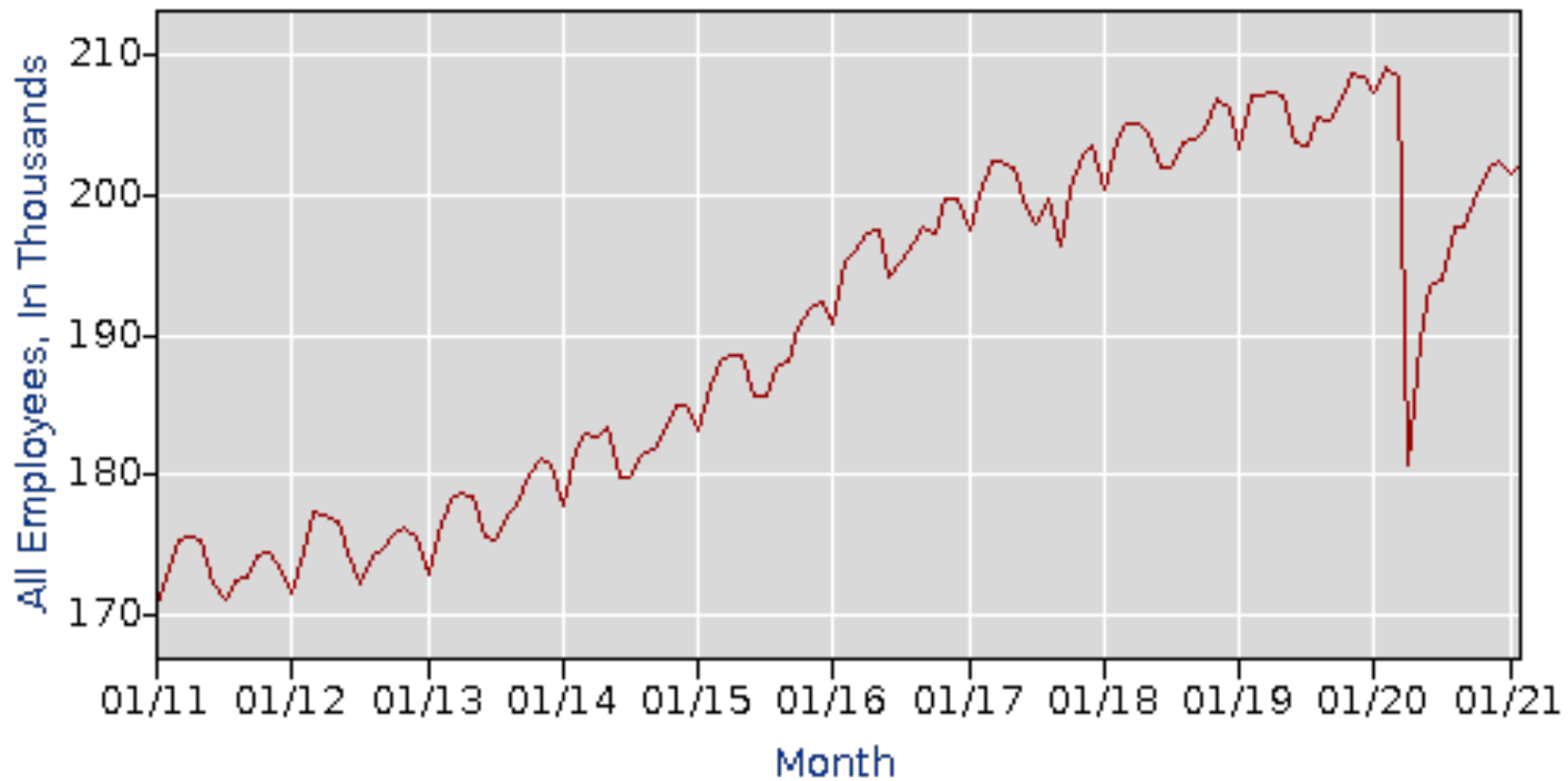
BLS Economy at a Glance – BLS EAG

Example for Deltona MSA

https://www.bls.gov/regions/southeast/fl_deltona_msa.htm

Deltona-Daytona Beach-Ormond Beach, FL Economy at a Glance:	Back Data	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021
Labor Force Data							
Civilian Labor Force(1)		295.6	297.5	296.1	(P) 296.7	(P) 297.2	
Employment(1)		278.1	280.6	278.8	(P) 280.0	(P) 282.0	
Unemployment(1)		17.5	17.0	17.3	(P) 16.7	(P) 15.2	
Unemployment Rate(2)		5.9	5.7	5.8	(P) 5.6	(P) 5.1	
Nonfarm Wage and Salary Employment							
Total Nonfarm(3)		197.7	200.3	202.1	202.5	201.6	(P) 202.
12-month % change		-3.7	-3.2	-3.2	-2.9	-2.8	(P) -3.
Mining, Logging, and Construction(3)		14.1	14.7	14.8	14.9	14.7	(P) 14.
12-month % change		0.0	3.5	3.5	4.9	4.3	(P) 4.
Manufacturing(3)		10.5	10.8	10.8	11.0	10.9	(P) 10.
12-month % change		-5.4	-3.6	-3.6	-1.8	-1.8	(P) -1.
Trade, Transportation, and Utilities(3)		38.2	38.4	39.2	39.4	38.1	(P) 38.
12-month % change		0.0	-0.8	-1.3	-1.3	-1.8	(P) -1.
Information(3)		1.9	1.9	1.9	1.9	1.9	(P) 1.
12-month % change		-17.4	-17.4	-17.4	-17.4	-17.4	(P) -17.
Financial Activities(3)		9.1	9.1	9.1	9.2	9.0	(P) 9.
12-month % change		3.4	3.4	3.4	3.4	0.0	(P) 0.
Professional and Business Services(3)		23.3	24.1	25.0	24.6	24.4	(P) 24.
12-month % change		-0.9	2.6	5.9	4.7	3.4	(P) 0.
Education and Health Services(3)		39.5	39.7	39.4	39.4	40.1	(P) 39.
12-month % change		-2.9	-3.4	-5.3	-5.1	-2.2	(P) -4.
Leisure and Hospitality(3)		27.5	28.0	28.2	28.2	28.4	(P) 29.
12-month % change		-14.6	-13.3	-12.1	-11.3	-12.1	(P) -10.
Other Services(3)		8.0	8.0	8.0	8.0	8.0	(P) 8.
12-month % change		-10.1	-11.1	-10.1	-9.1	-10.1	(P) -9.
Government(3)		25.6	25.6	25.7	25.9	26.1	(P) 26.

All employees, thousands, total nonfarm, seasonally adjusted



Employment, Hours, and Earnings from the Current Employment Statistics survey (National)

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	170.7	173.3	175.4	175.6	175.2	172.1	171.1	172.4	172.6	174.2	174.3	173.1
2012	171.6	174.5	177.4	177.1	176.7	174.3	172.2	174.1	174.6	175.7	176.3	175.5
2013	172.9	175.8	178.3	178.7	178.4	175.6	175.3	177.1	177.7	180.0	181.2	180.7
2014	177.8	181.8	182.9	182.8	183.3	179.8	179.7	181.3	181.8	183.2	185.0	185.0
2015	183.1	186.4	188.0	188.6	188.6	185.6	185.6	187.6	188.1	190.5	192.0	192.3
2016	190.8	195.2	195.9	197.3	197.6	194.2	195.2	196.7	197.8	197.2	199.7	199.7
2017	197.6	200.0	202.4	202.5	202.0	199.1	198.0	199.7	196.3	200.5	202.9	203.6
2018	200.4	204.1	205.2	205.2	204.5	202.0	201.9	203.7	204.1	204.7	207.0	206.3
2019	203.4	207.1	207.2	207.4	207.1	203.9	203.5	205.7	205.4	207.0	208.7	208.5
2020	207.5	209.3	208.6	180.8	189.7	193.4	193.9	197.8	197.7	200.3	202.1	202.5
2021	201.6	202.3										

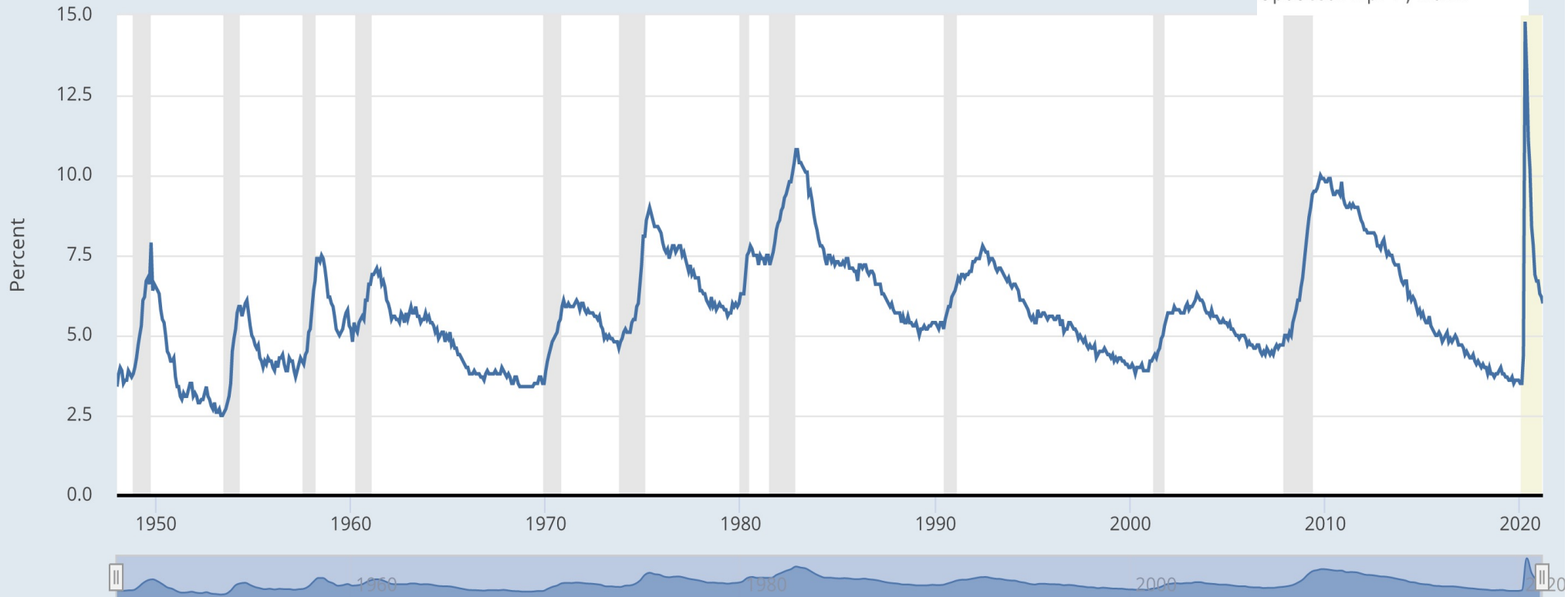
https://data.bls.gov/timeseries/SMU1219660000000001?amp%253bdata_tool=XGtable&output_view=data&include_graphs=true

NAICS Sector	Quarterly Establishments	July Employment	August Employment	September Employment	Total Quarterly Wages	Average Weekly Wage	September Employment Location Quotient	Total Quarterly Wages Location Quotient
NAICS 11 Agriculture, forestry, fishing and hunting	122	1,293	1,280	1,277	\$7,818,662	\$469	0.80	0.71
NAICS 21 Mining, quarrying, and oil and gas extraction	4	18	17	16	207,118	937	0.03	0.02
NAICS 22 Utilities	27	297	297	297	6,730,810	1,743	0.46	0.55
NAICS 23 Construction	2,015	11,606	11,579	11,749	136,325,043	901	1.34	1.34
NAICS 31-33 Manufacturing	451	9,744	9,774	9,794	132,954,668	1,047	0.68	0.77
NAICS 42 Wholesale trade	516	4,061	4,063	4,075	58,003,556	1,097	0.61	0.63
NAICS 44-45 Retail trade	2,062	25,731	25,918	25,838	202,440,260	603	1.45	1.80
NAICS 48-49 Transportation and warehousing	286	2,173	2,152	2,181	21,798,908	773	0.33	0.35
NAICS 51 Information	168	1,268	1,255	1,267	17,672,401	1,076	0.40	0.24
NAICS 52 Finance and insurance	714	4,319	4,322	4,332	80,037,963	1,424	0.60	0.62
NAICS 53 Real estate and rental and leasing	833	3,330	3,338	3,327	32,695,662	755	1.30	1.22
NAICS 54 Professional and technical services	1,668	7,362	7,324	7,311	97,916,336	1,027	0.65	0.50
NAICS 55 Management of companies and enterprises	80	992	998	995	42,605,809	3,294	0.36	0.75
NAICS 56 Administrative and waste services	1,387	9,489	9,682	9,551	93,491,356	751	0.93	1.18
NAICS 61 Educational services	177	4,883	5,334	5,668	66,692,365	969	1.77	2.10
NAICS 62 Health care and social assistance	1,628	28,833	29,061	28,956	371,519,384	987	1.24	1.68
NAICS 71 Arts, entertainment, and recreation	248	3,292	3,657	3,325	25,528,592	573	1.64	1.67
NAICS 72 Accommodation and food services	1,255	19,787	20,051	20,066	104,531,657	403	1.52	2.05
NAICS 81 Other services, except public administration	1,251	5,022	5,022	5,116	46,690,962	711	1.09	1.31
NAICS 99 Unclassified	356	172	192	180	1,633,094	693	0.87	0.79

Unemployment Rate [1948 to 3/2021]

FRED  — Unemployment Rate

Mar 2021: **6.0** (+ more)
Updated: Apr 2, 2021



Source: U.S. Bureau of Labor Statistics

fred.stlouisfed.org

<https://fred.stlouisfed.org/series/UNRATE>

CCIM Real Estate Feasibility Model

