2023 TAMPA BAY E-INSIGHTS REPORT

PRODUCED BY

USF Muma

College of Business

UNIVERSITY *of* SOUTH FLORIDA

STATE OF THE
REGION

We are excited to present the 2023 Tampa Bay E-Insights Report that unveils new research tracking the status of work and the status of life in the Tampa Bay region.

A companion piece to the Regional Competitiveness Report, which presents research conducted by the Tampa Bay Partnership, this report is a multi-dimensional quantitative assessment that examines where we are compared to top markets nationwide and explores the steps policymakers could take to make Tampa Bay the best place in the nation to work and live.

This work is timely and important as it includes inquiries into the two crucial aspects of a region: work and life. As we move toward the post-pandemic era, it is time for us to assess how attractive the Tampa Bay region is in terms of job opportunities as well as living conditions. Our scholars used real-time big data to analyze the performance of the Tampa Bay region with respect to 19 other metropolitan areas.

What Gets Measured is What Gets Done

We've worked with the Tampa Bay Partnership on this effort since 2017 and one might ask why academics in a business school have taken on this effort? My answer: Yes, we teach business, but we do so much more than simply instruct students. Our business school is shaping business thinkers. Our faculty scholars bring business challenges into the classroom by connecting with civic leaders – people like you – and using our faculty expertise to contribute to the well-being of the greater community – all while providing opportunities for our students to conduct relevant business research. Graduate students worked alongside our faculty on this inquiry, gathering and analyzing data and preparing this report, giving them a learning opportunity that is beyond measure.

To improve our economic health, we must know where we stand relative to similar and aspirant communities. We want to take a scientific approach and work closely with the business community and policymakers to improve the economic health as well as of the region and to make the Tampa Bay area a very attractive destination for both businesses and the people who work in them. Understanding that what gets measured is what gets done, we can then gauge our progress and make timely and effective recommendations that can lead to a maximum impact. Data is the key.

Real-Time Signals, Real-Time Findings

One unique feature of this project is its focus on real-time data. We derive insights about the region by using real-time big data signals, such as Google Trends, LinkedIn, Indeed and Zillow. This approach allows us to look at the most current snapshot of the Tampa Bay region in addition to the historical trend. The historical trend analysis enables us to predict the economic health of the region in the coming years.

The analysis reveals a mixed picture of the Tampa Bay region on both status of work and status of life dimensions. While the Tampa Bay region stands close to the center of the comparison group in terms of the number of job openings per million Individuals, it ranks among the top five in terms of the number of IT jobs per million individuals. There is a strong increasing trend for remote jobs for all MSAs, including Tampa Bay. In terms of the status of life, the performance of Tampa is not so encouraging. The mental health status of the region has been on the decline since the start of the pandemic. Tampa is among the top MSAs searching for drugs online. Also, drug overdose deaths have seen an increasing trend in Tampa Bay in recent years.

Read through the full report to see these insights and the data behind them. As you do, you'll see that there is much to be proud of – and room for improvements. Data is the key.

Enjoy our report,
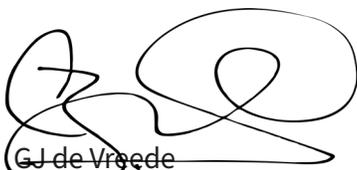
GJ de Vreede
Interim Dean | USF Muma College of Business

# About the USF Muma College of Business

Our mission guides what we do and our vision guides where we want to go. Our strategic priorities and values help us focus our actions.

- **Mission:** The Muma College of Business leverages analytics and critical thinking as a means to advance student success, produce scholarship with impact, and generate innovative solutions in partnership with our stakeholders.

- **Vision:** Our vision is to be a top business school recognized for the transformative solutions produced by its scholars and graduates who lead in business and society.

- **Strategic Priorities:**
  1. **Create an environment that fosters research with impact.** We embrace innovative and interdisciplinary approaches to conduct impactful research for academia and practice.
  2. **Promote student success.** We equip our diverse students with the knowledge and skills necessary to achieve their professional goals.
  3. **Build on our business/community engagement.** We partner with businesses worldwide to co-create and provide ideas, solutions, and intellectual capital.
  4. **Build a culture that values diversity, equity and inclusion.** We embody, develop, and transfer a culture of diversity, equity, and inclusion.
  5. **Build on our business analytics and critical-thinking distinctive identity.** We infuse our teaching, research, and outreach with analytics and critical thinking.

- **Values:**
  - **Respect.** We commit to respecting and appreciating everyone.
  - **Accountability.** We accept responsibility for our actions.
  - **Integrity.** We hold ourselves to the highest ethical standards.
  - **Intellectual Curiosity.** We possess a deep and persistent desire to know and exhibit a lifelong love of learning.
  - **Collaboration.** We work with those around us to produce and create innovative business solutions.
  - **Community Engagement.** We connect to the communities around us at the local, regional, and global level.

2023 Tampa Bay E-Insights Report

The Tampa Bay E-Insights report examines the state of work and state of life in the Tampa Bay region relative to 19 other comparable Metropolitan Statistical Areas. These MSAs were selected based on factors such as demographics, size of the economy, and presence of regional assets such as ports and research universities. The selected MSAs reflect both peer and aspirational relationships with the Tampa Bay Region.

In this report, the Tampa Bay MSA is defined as the region consisting of eight counties: Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota. The eight-county area includes four MSAs: Tampa-St. Petersburg-Clearwater, Homosassa Springs, Lakeland-Winter Haven, and North Port-Sarasota-Bradenton. The data presented in the report for the Tampa Bay region is aggregated for the four MSAs. The MSAs studied in the report are shown in the map to the right.
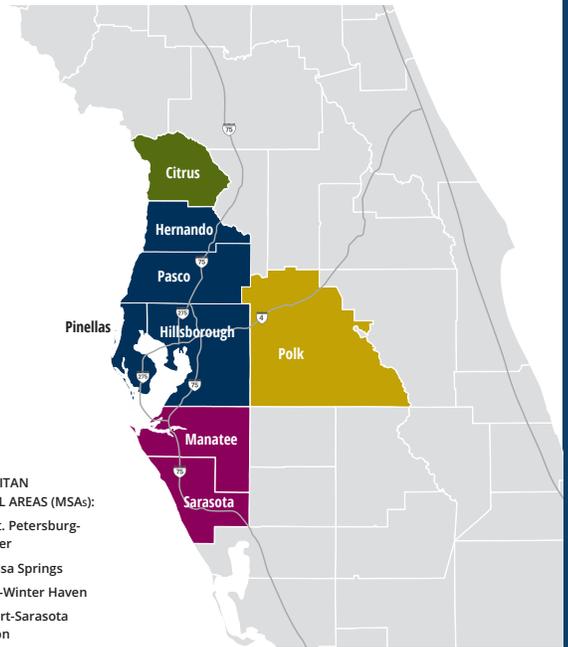
This report analyzes the performance of the Tampa Bay region along two dimensions: status of work and status of life. The report presents insights regarding the job structure in the Tampa Bay region and the performance of Tampa Bay with respect to 19 other MSAs in terms of job opportunities. It also presents an analysis comparing Tampa Bay with the MSAs in the comparison group on indicators related to the quality of life, such as public health status, substance abuse, and housing affordability.

The report primarily uses data from real-time sources such as Google Trends, LinkedIn, Indeed, and Zillow for analysis. This report complements the Tampa Bay Partnership's Regional Competitiveness Report, which presents a benchmarking analysis from the data primarily from traditional sources such as the United States Census Bureau, the U.S. Bureau of Labor Statistics, and the U.S. Bureau of Economic Analysis.

METROPOLITAN STATISTICAL AREAS (MSAs):
- Tampa-St. Petersburg-Clearwater
- Homosassa Springs
- Lakeland-Winter Haven
- North Port-Sarasota Bradenton

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Introduction

The Tampa Bay E-Insights report is the result of a challenging research inquiry by faculty and graduate students from the University of South Florida Muma College of Business. The insights presented in the report complement those presented in the Regional Competitiveness Report presented by the Tampa Bay Partnership. The goal of this initiative was to benchmark the Tampa Bay region across multiple economic indicators relative to 19 other metropolitan statistical areas and to provide policy recommendations to move the proverbial needle when it comes to the Tampa Bay area's positive ranking on different economic indicators. To this end, researchers adopted a data-driven approach because they strongly believe that data-driven insights are key to accurate decision-making and that the resulting analysis could help civic and business leaders to make informed decisions.

Since 2017, USF researchers have released five E-Insights reports. The first was a study of the economic competitiveness of the Tampa Bay region. Later inquiries expanded the analysis to include inclusive economic growth, the impact of COVID-19 on the economy, and racial equity. One salient feature of this analysis is that it uses real-time big data signals such as Google Trends, which tracks search queries and trends, to derive the most recent or current insights. Also, researchers employ rigorous econometric analyses to identify the primary drivers of economic growth, using the results to recommend policy initiatives. The succeeding E-Insights reports presented the analysis of the impact of COVID-19 on the economy of Tampa Bay with a focus on crucial domains of the economy such as education, healthcare, and entrepreneurship.

In this edition of the E-Insights report, the researchers present the analysis of indicators that represent the nature of work and quality of life. The researchers have primarily used the data from real-time sources such as Google Trends, Zillow, LinkedIn, and Indeed for the analysis. As the nation and the world moved into a post-pandemic era, it is evident that the pandemic has changed the work structure and quality of life across the nation. The steep rise in remote work and inflation stands as evidence of the changing nature of work and life. Therefore, it is crucial to assess how the Tampa Bay region is faring with respect to other competitive MSAs in terms of job opportunities and quality of life.

Authors and Contact Information

GJ de Vreede
Interim Dean, USF Muma College of Business
gdevreede@usf.edu

Balaji Padmanabhan
Director, Center for Analytics & Creativity, USF Muma College of Business
bp@usf.edu

Shivendu Shivendu
Associate Professor, USF Muma College of Business
shivendu@usf.edu

Roohid Ahmed Syed
Information Systems Doctoral Student, USF Muma College of Business
roohidahmed@usf.edu

USF Muma College of Business Graduate Students

Yeswanth Chamarthy
MS in Business Analytics and Information Systems Student
chamarthy1@usf.edu

Saranya Chintalapati
MS in Business Analytics and Information Systems Student
chintalapatis@usf.edu

Keerthi Bai Reddy
MS in Business Analytics and Information Systems Student
baireddyk@usf.edu@usf.edu

Uday Ganti
MS in Business Analytics and Information Systems Student
gantiu@usf.edu

Shuvrangshu Mukhopadhyay
MS in Business Analytics and Information Systems Student
shuvrangshum@usf.edu

Abhijeet Sharma
MS in Business Analytics and Information Systems Student
abhijeetsharma@usf.edu

Ananya Shrivastava
MS in Business Analytics and Information Systems Student
ananyas@usf.edu

Baishakhi Mitra
MS in Business Analytics and Information Systems Student
baishakhimitra@usf.edu

Executive Summary

This report presents analyses by the USF team across two dimensions: state of work and state of life. The report presents analyses from the data obtained primarily from real-time sources such as Google Trends, Zillow, LinkedIn and Indeed.

The key takeaways from the analyses are presented below.

Key Takeaways State of Work

The analysis of the state of work of the Tampa Bay MSA paints a not-so-rosy picture.

The Tampa Bay MSA stands in the bottom half of the comparison group in terms of all categories of job openings that were considered for analysis, such as temporary job openings, permanent job openings, IT job openings, healthcare job openings, internship job openings, etc.

Raleigh-Durham is the best-performing MSA in terms of job openings per million individuals.

Google searches related to local commerce and online retail declined in 2022.

The search for remote work has a strong increasing trend for all MSAs, including Tampa Bay.

Key Takeaways State of Life

The analysis of the state of life of the Tampa Bay MSA paints a mixed picture.

The average rental values and average home prices have increased for all the MSAs in recent years.

Mental health indicators, such as depression prevalence rate and frequent mental distress, show an increasing trend over the recent years for the Tampa Bay region.

Tampa Bay is among the worst performing MSAs in terms of drug usage.

However, on a positive note, while the Tampa Bay area's air pollution saw slight decline, Tampa Bay stands among the top MSAs with the least amount of air pollution.

Section 1:
State of Work

In this section, researchers analyzed the state of work of the Tampa Bay region, looking at indicators that correspond to job opportunities and the search for job opportunities.

The data sources for these indicators are LinkedIn, Indeed, and Google Trends.

The indicators from the LinkedIn and Indeed sources correspond to the job openings of different categories per million individuals, such as permanent, temporary, remote, high-paying, low-paying, etc. The indicators represent the job structure in the region.

The second category of indicators correspond to search activity on Google. The indicators include Google Trends corresponding searches related to remote work, temporary job positions, entrepreneurship activity, etc.

Job Opportunities

In this sub-section, the researchers will present insights from the indicators that correspond to job opportunities. The data sources for these indicators are LinkedIn and Indeed. The data was collected during the time period of September 2022 to December 2022.

The job openings data is related to multiple categories that have been collected for the 20 comparison MSAs. For robustness, the data has been collected on five different dates during the timeframe, and the average has been calculated. To account for the varying populations in the MSAs, job openings per million individuals have been considered.

Permanent and Temporary Job Openings

Temporary Job Openings Per Million Individuals
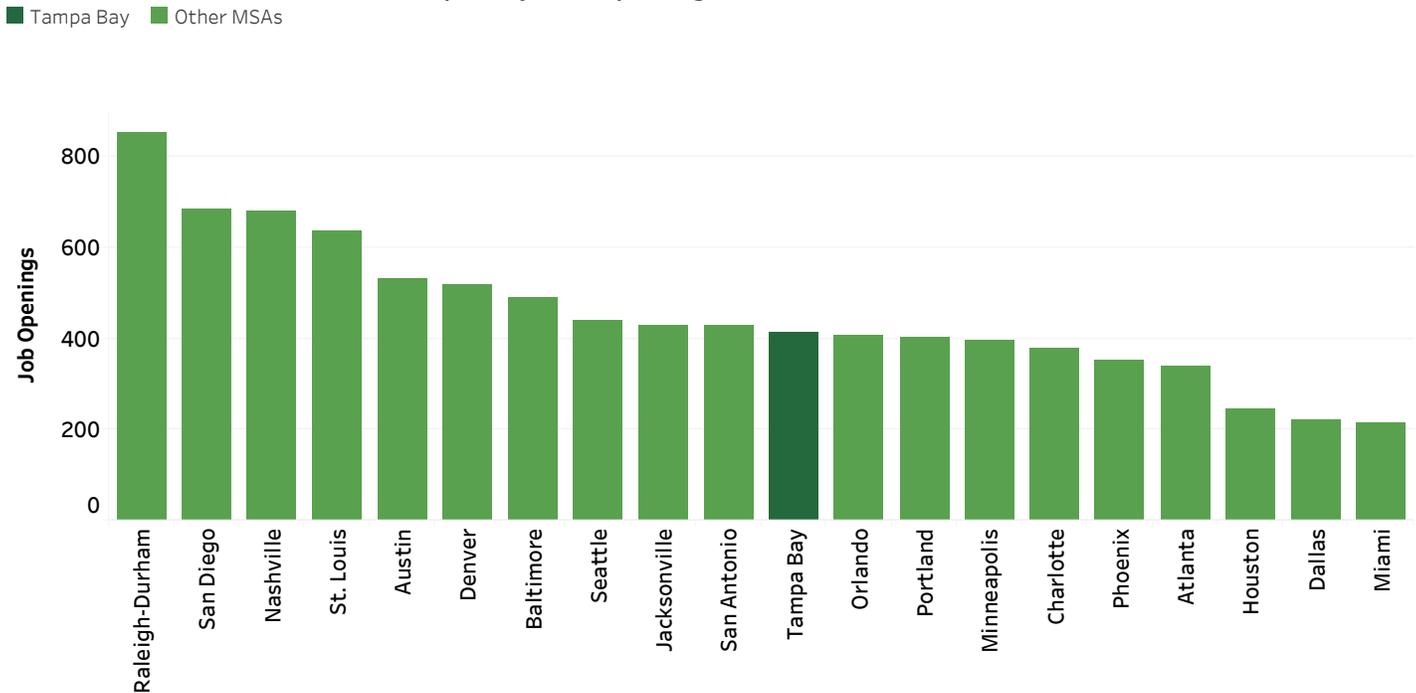
■ Tampa Bay ■ Other MSAs

Y-axis: Job Openings (0, 200, 400, 600, 800)

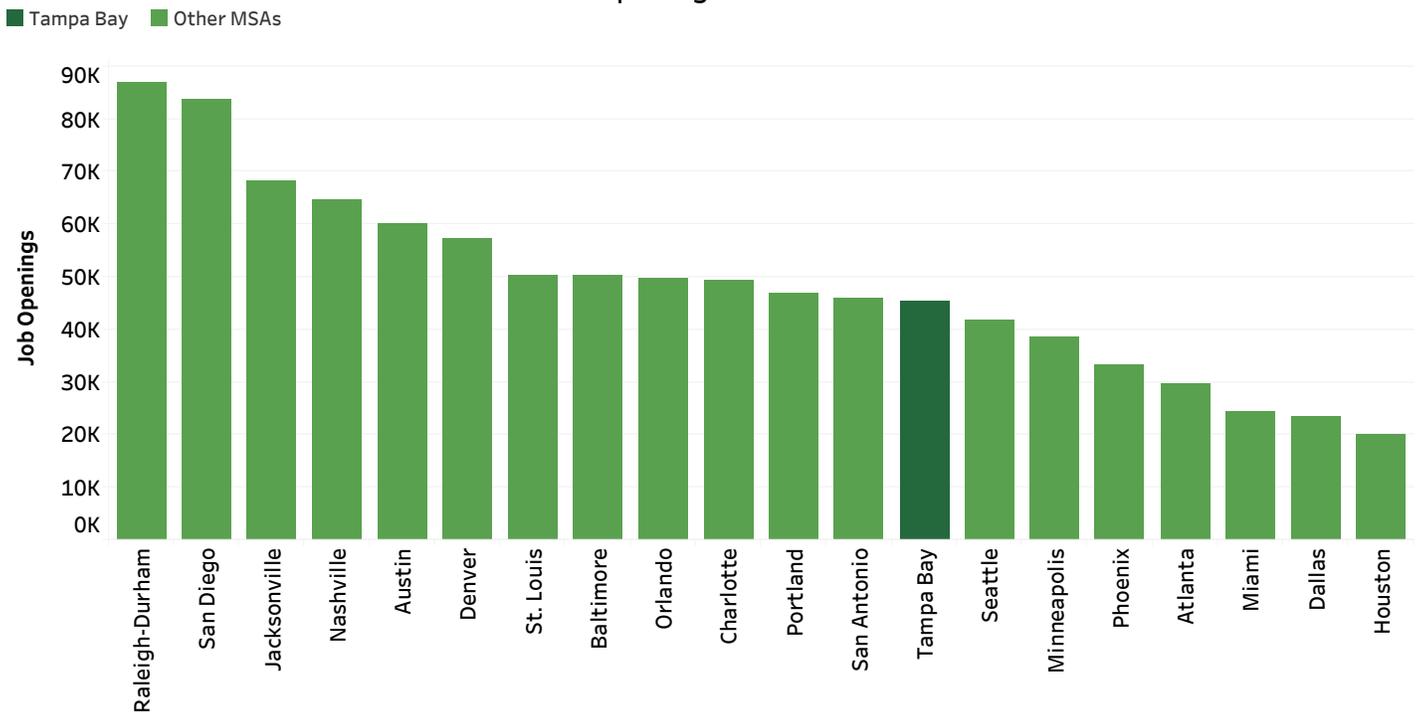Categories: Raleigh-Durham, San Diego, Nashville, St. Louis, Austin, Denver, Baltimore, Seattle, Jacksonville, San Antonio, Tampa Bay, Orlando, Portland, Minneapolis, Charlotte, Phoenix, Atlanta, Houston, Dallas, Miami

Permanent Job Openings Per Million Individuals

■ Tampa Bay ■ Other MSAs

Y-axis: Job Openings (0K, 10K, 20K, 30K, 40K, 50K, 60K, 70K, 80K, 90K)

Categories: Raleigh-Durham, San Diego, Jacksonville, Nashville, Austin, Denver, St. Louis, Baltimore, Orlando, Charlotte, Portland, San Antonio, Tampa Bay, Seattle, Minneapolis, Phoenix, Atlanta, Miami, Dallas, Houston

About: Online platforms such as LinkedIn and Indeed provide real-time signals which can be useful to derive insights about the state of the labor market of a region.

Source: LinkedIn.

☛ The Tampa Bay MSA stands in the middle of the pack in terms of the number Jof temporary jobs per million individuals.

☛ The Raleigh-Durham MSA stands first in terms of the number of temporary jobs per million individuals.

☛ Miami has the least number of temporary jobs per million individuals among the comparison MSAs.

Remote Job Openings Per Million Individuals
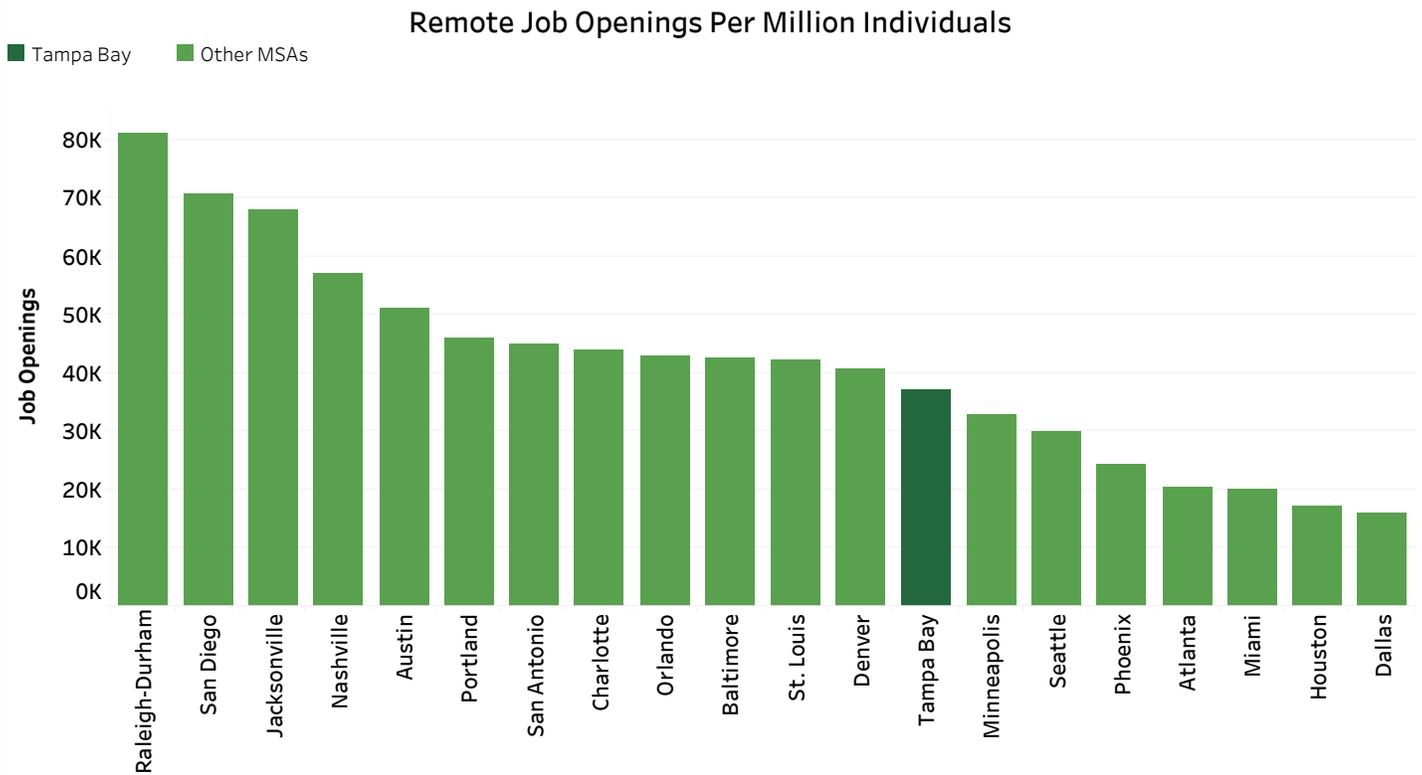
■ Tampa Bay   ■ Other MSAs

About: Online platforms such as LinkedIn and Indeed provide real-time signals which can be useful to derive insights about the state of the labor market of a region.

Source: LinkedIn.

☛ Tampa Bay ranks in the lower half of the comparison group in terms of remote job openings per million individuals.

☛ Raleigh-Durham ranks first in terms of remote job openings per million individuals.

IT Job Openings

IT Job Openings Per Million Individuals

■ Tampa Bay ■ Other MSAs

Remote IT Job Openings Per Million Individuals
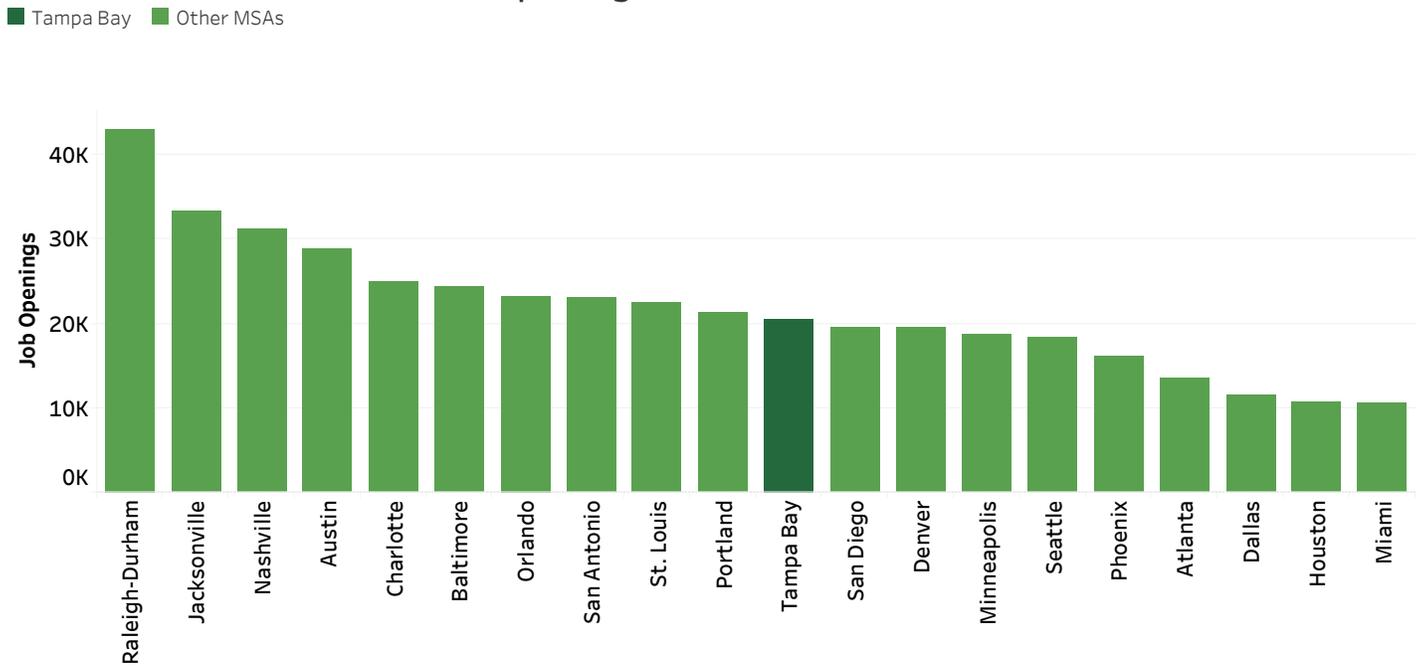
■ Tampa Bay ■ Other MSAs

About: Online platforms such as LinkedIn and Indeed provide real-time signals which can be useful to derive insights about the state of the labor market of a region.
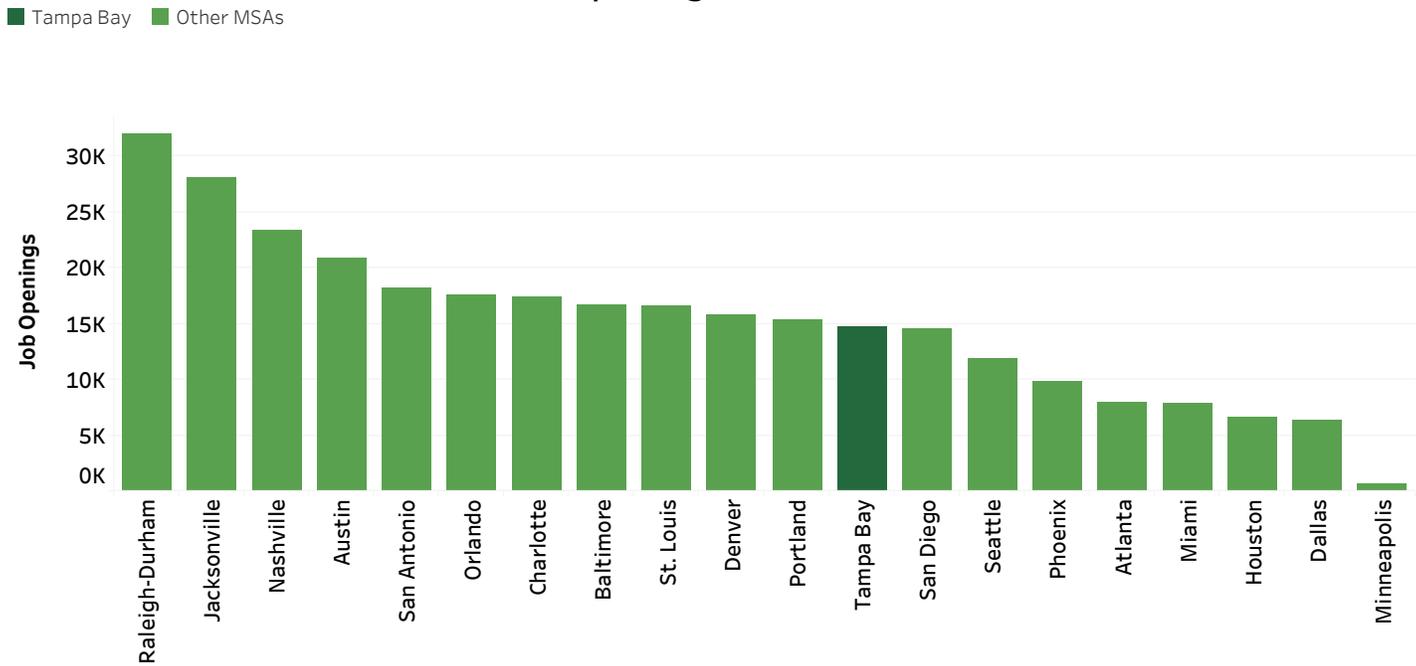
Source: LinkedIn.

- Tampa Bay is in the middle of the comparison groups in terms of IT job openings per million individuals.
- Raleigh-Durham ranks first in terms of IT job openings per million individuals.
- In terms of remote IT job openings per million individuals, Tampa Bay ranks among the lower half of the comparison groups.

Healthcare Job Openings

Healthcare Job Openings Per Million Individuals

Legend: ■ Other MSAs ■ Tampa Bay

Y-axis: Job Openings (0K, 2K, 4K, 6K, 8K, 10K, 12K, 14K, 16K)

X-axis categories: Raleigh-Durham, Nashville, Austin, Denver, Baltimore, San Antonio, Portland, Jacksonville, Charlotte, Tampa Bay, St. Louis, Orlando, Seattle, Minneapolis, San Diego, Atlanta, Phoenix, Dallas, Houston, Miami

Remote Healthcare Job Openings Per Million Individuals

Legend: ■ Other MSAs ■ Tampa Bay

Y-axis: Job Openings (0K, 2K, 4K, 6K, 8K, 10K, 12K)

X-axis categories: Jacksonville, Raleigh-Durham, Nashville, Austin, San Antonio, Charlotte, Orlando, Baltimore, St. Louis, Denver, Portland, San Diego, Tampa Bay, Minneapolis, Seattle, Phoenix, Atlanta, Miami, Houston, Dallas
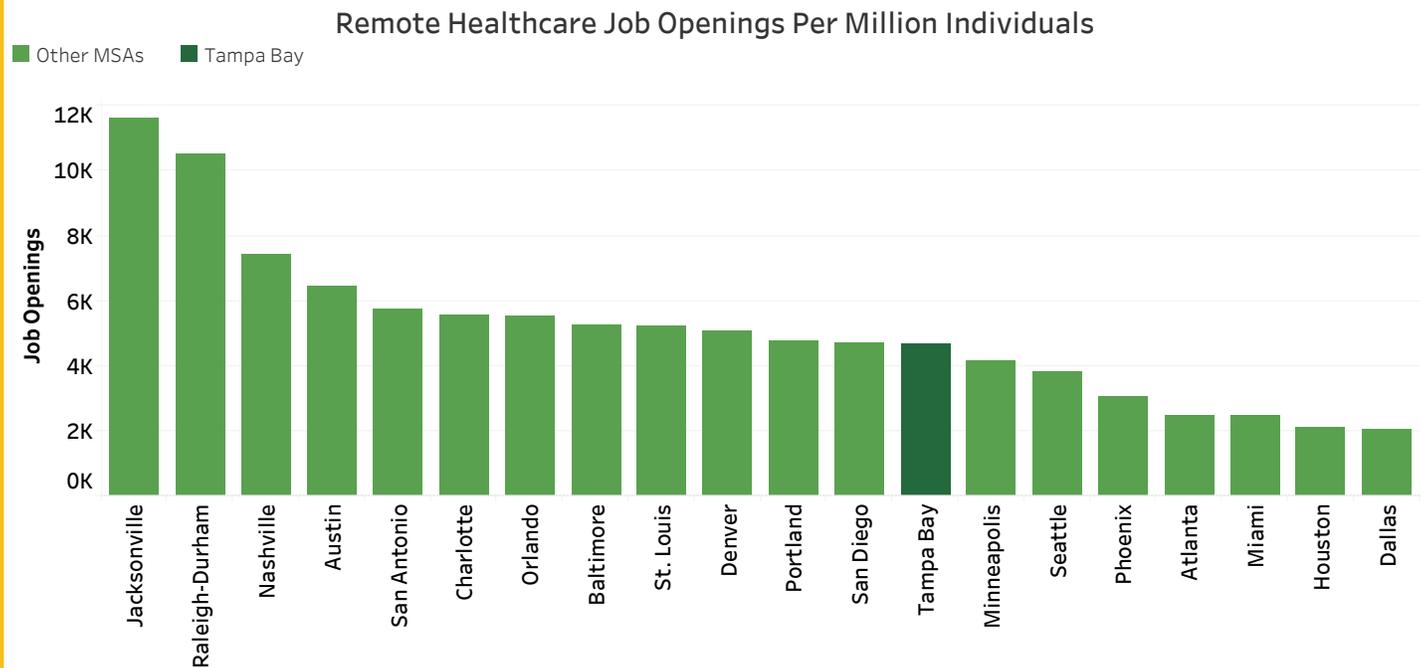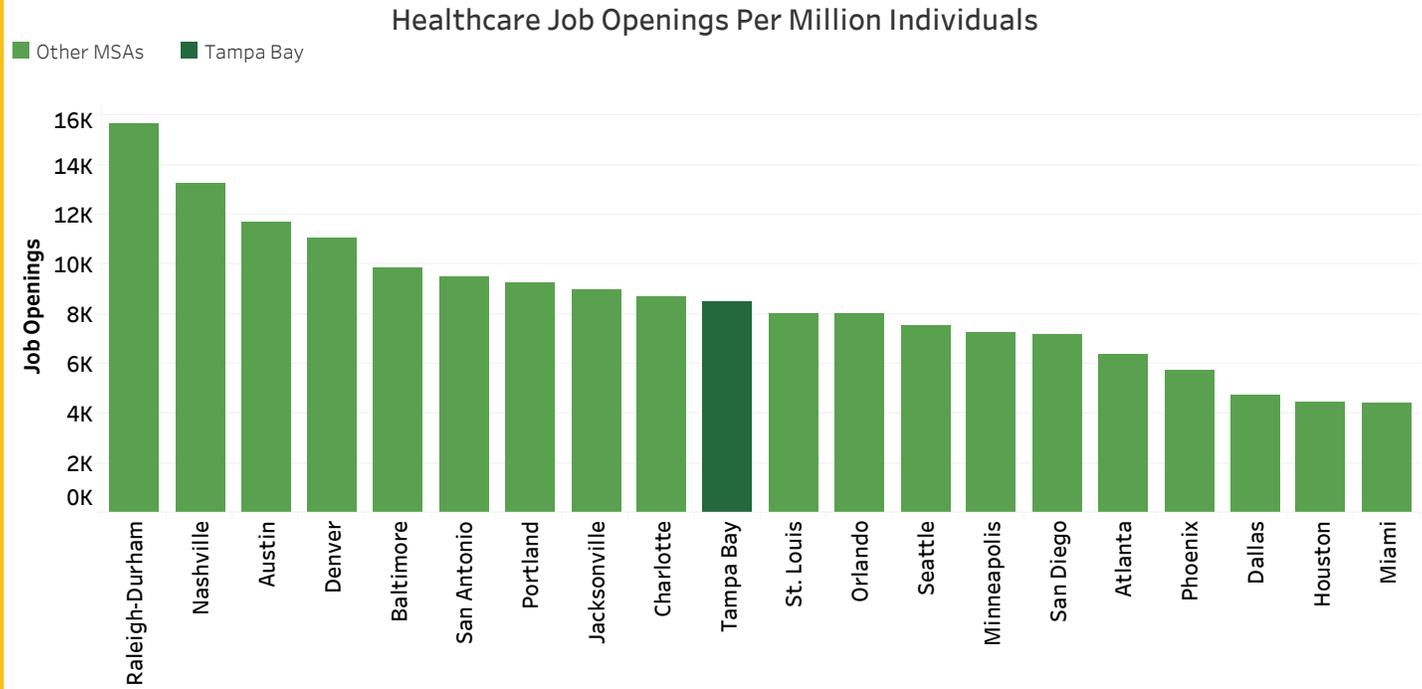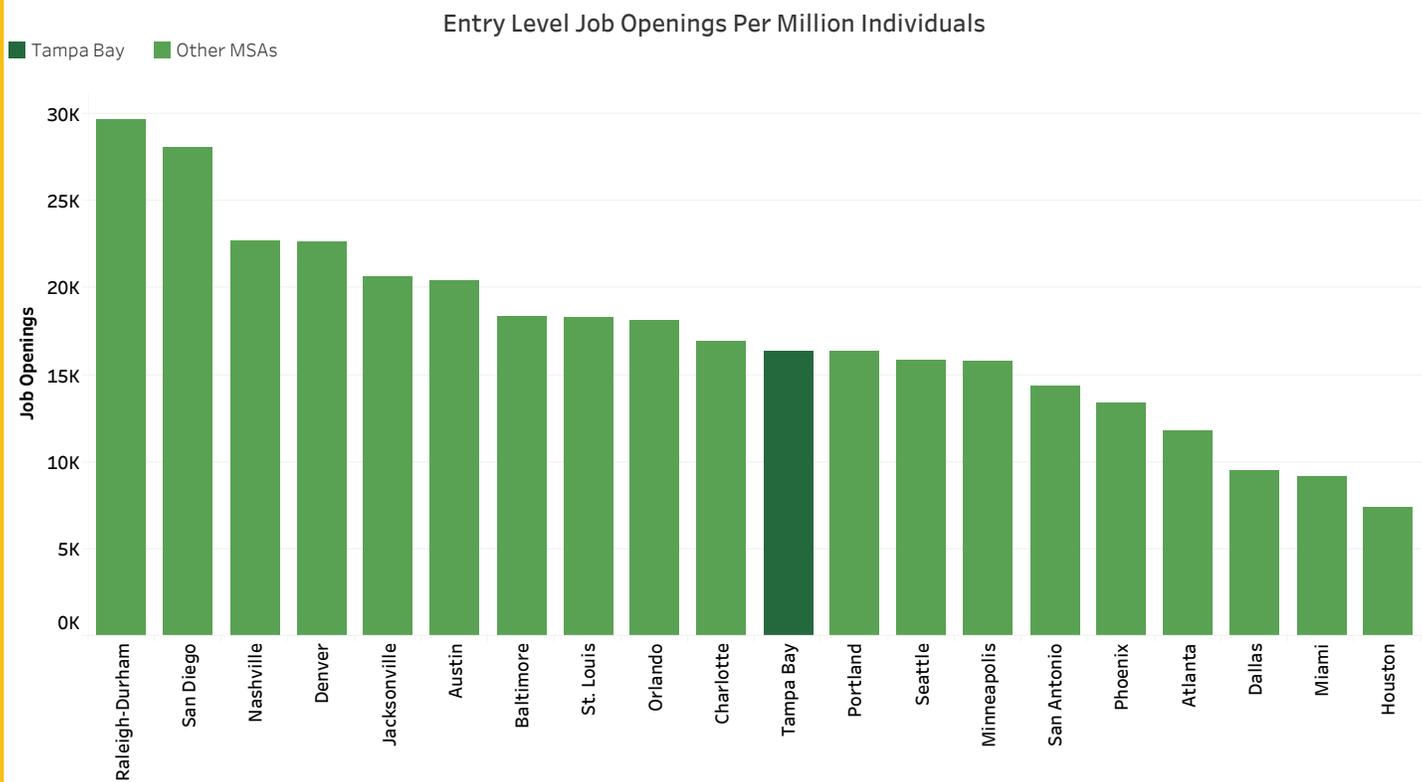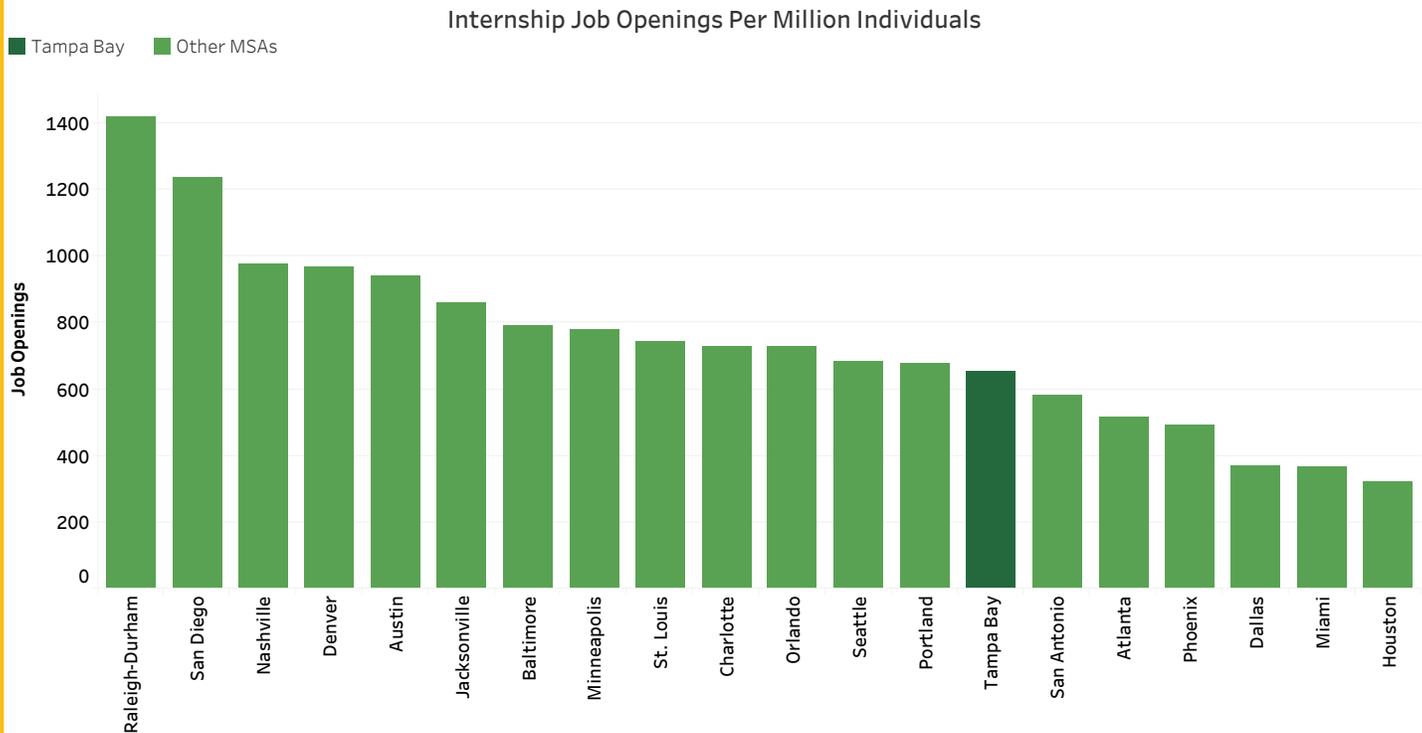
About: Online platforms such as LinkedIn and Indeed provide real-time signals which can be useful to derive insights about the state of the labor market of a region.

Source: LinkedIn.

- The Tampa Bay MSA is in the middle of the pack for healthcare job openings whereas in terms of remote healthcare job openings, it is in the bottom half of the comparison groups.
- Raleigh-Durham stands highest among all the MSAs in terms of both healthcare and remote healthcare job openings.
- Miami stands lowest in the comparison group.

Internship and Entry-Level Job Openings

Internship Job Openings Per Million Individuals

■ Tampa Bay   ■ Other MSAs

Job Openings (Y-axis: 0, 200, 400, 600, 800, 1000, 1200, 1400)

Raleigh-Durham, San Diego, Nashville, Denver, Austin, Jacksonville, Baltimore, Minneapolis, St. Louis, Charlotte, Orlando, Seattle, Portland, Tampa Bay, San Antonio, Atlanta, Phoenix, Dallas, Miami, Houston

Entry Level Job Openings Per Million Individuals

■ Tampa Bay   ■ Other MSAs

Job Openings (Y-axis: 0K, 5K, 10K, 15K, 20K, 25K, 30K)

Raleigh-Durham, San Diego, Nashville, Denver, Jacksonville, Austin, Baltimore, St. Louis, Orlando, Charlotte, Tampa Bay, Portland, Seattle, Minneapolis, San Antonio, Phoenix, Atlanta, Dallas, Miami, Houston
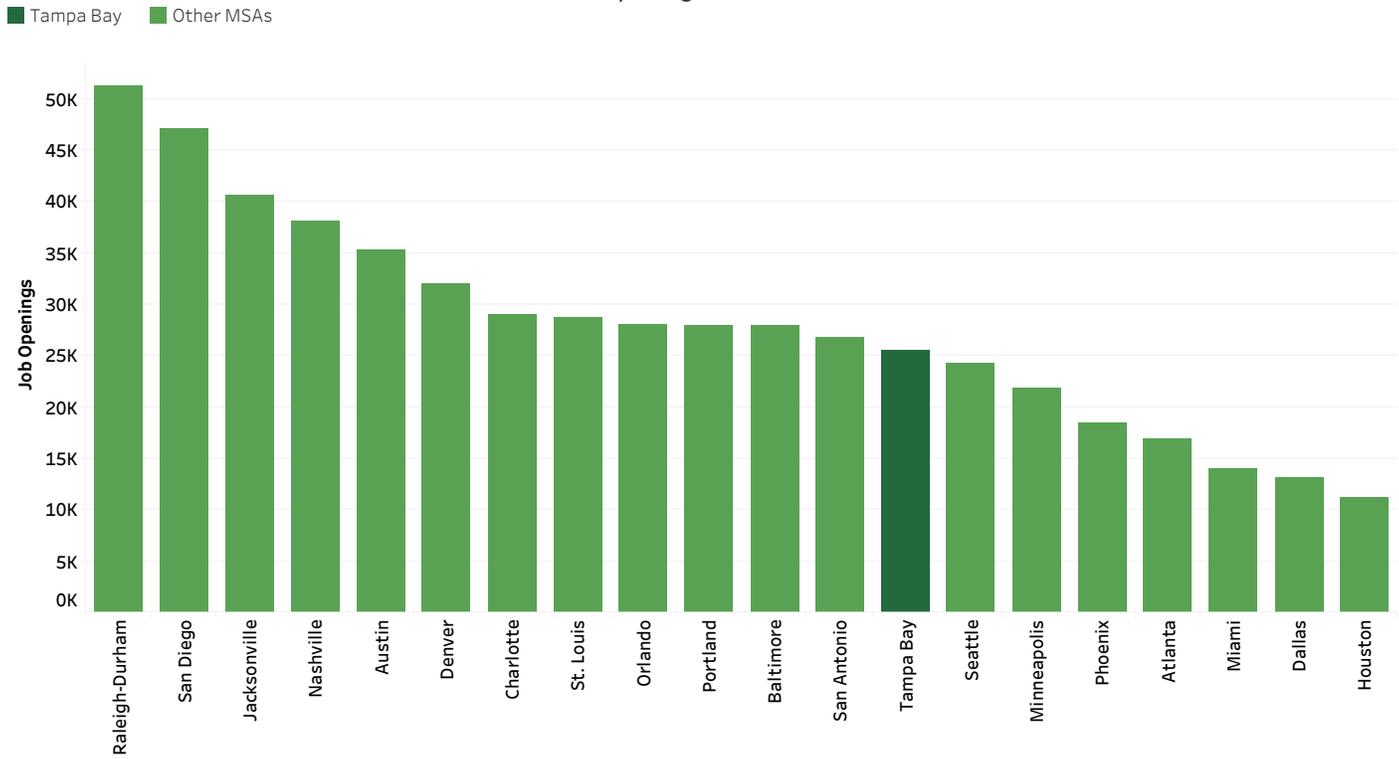
About: Online platforms such as LinkedIn and Indeed provide real-time signals, which can be useful to derive insights about the state of the labor market of a region.
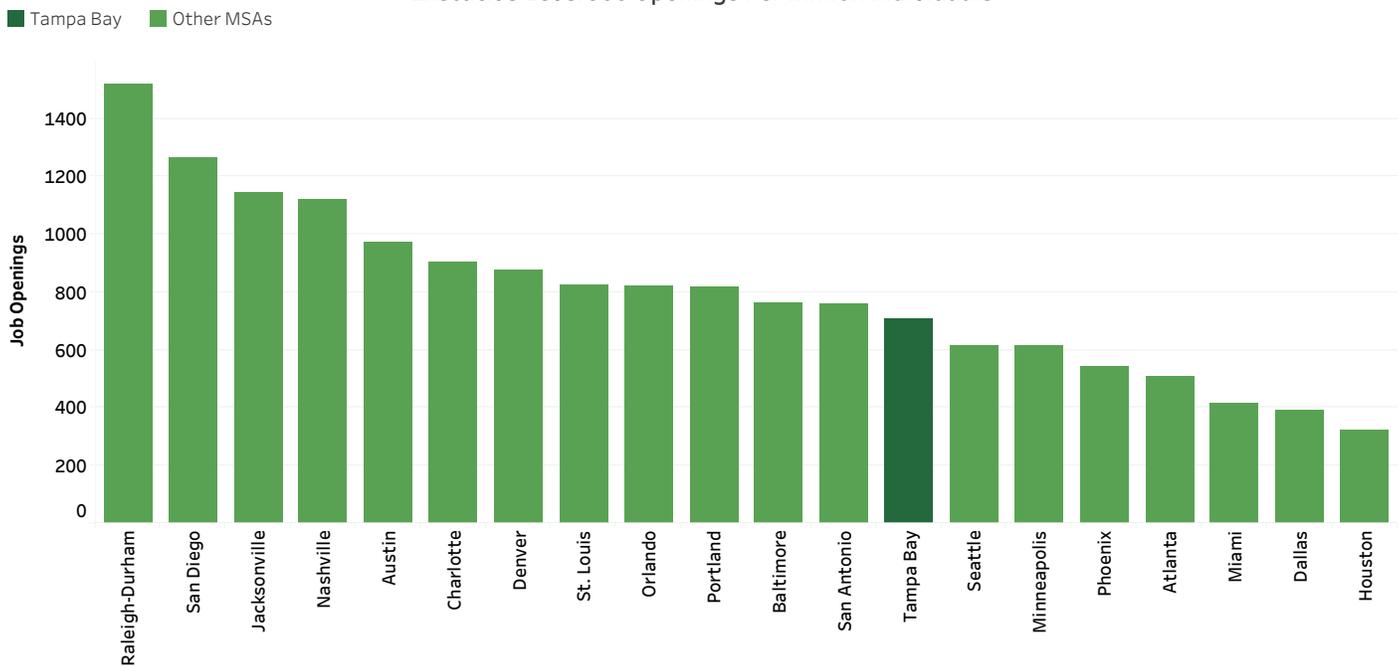
Source: LinkedIn.

- The Tampa Bay region stands in the bottom half of the comparison group.
- Raleigh-Durham stands first in the comparison group.

Mid-Level and Executive-Level Job Openings

Mid-Level Job Openings Per Million Individuals

■ Tampa Bay ■ Other MSAs

Executive-Level Job Openings Per Million Individuals
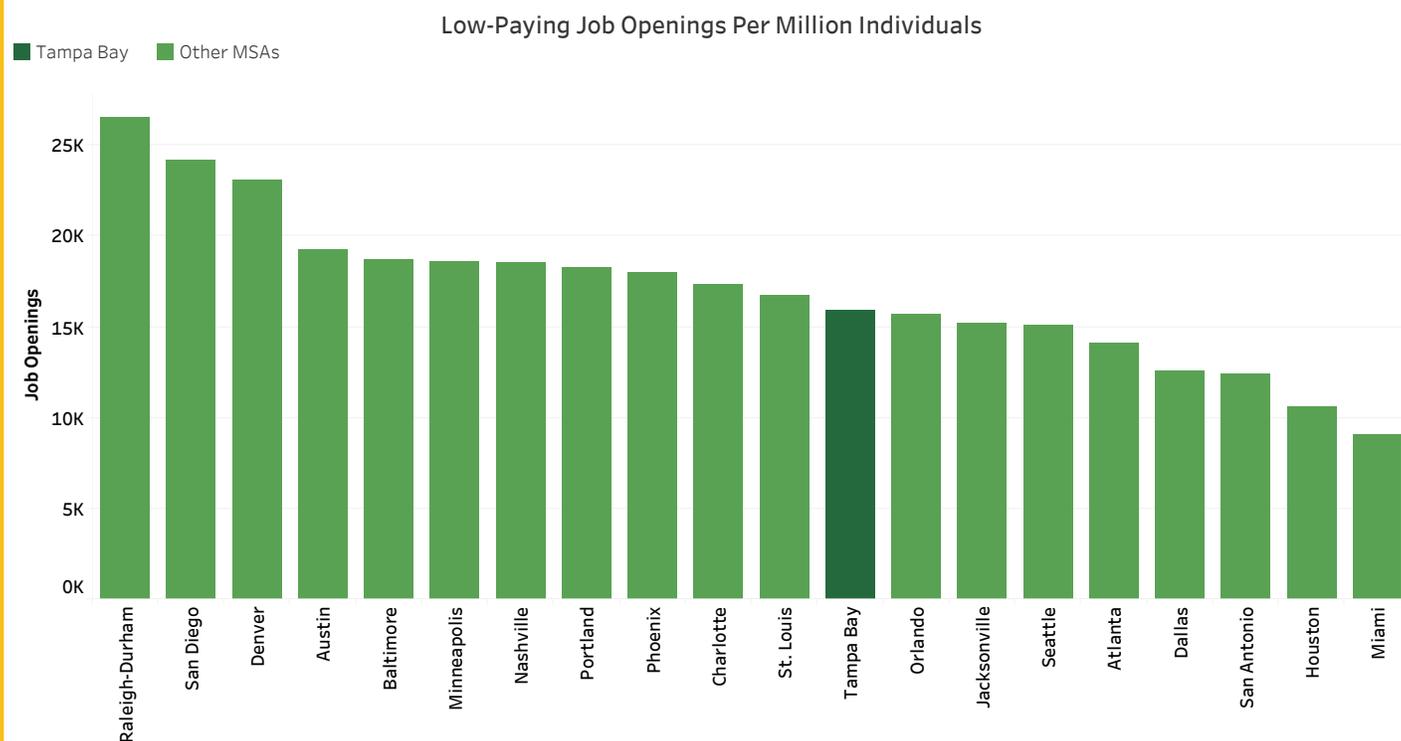
■ Tampa Bay ■ Other MSAs

About: Online platforms such as LinkedIn and Indeed provide real-time signals which can be useful to derive insights about the state of the labor market of a region.

Source: LinkedIn.

☞ Tampa stands in the bottom half of the comparison group.

☞ Raleigh-Durham stands first in the comparison group.

High-Paying and Low-Paying Job Openings

High-Paying Job Openings Per Million Individuals

■ Tampa Bay ■ Other MSAs

Low-Paying Job Openings Per Million Individuals
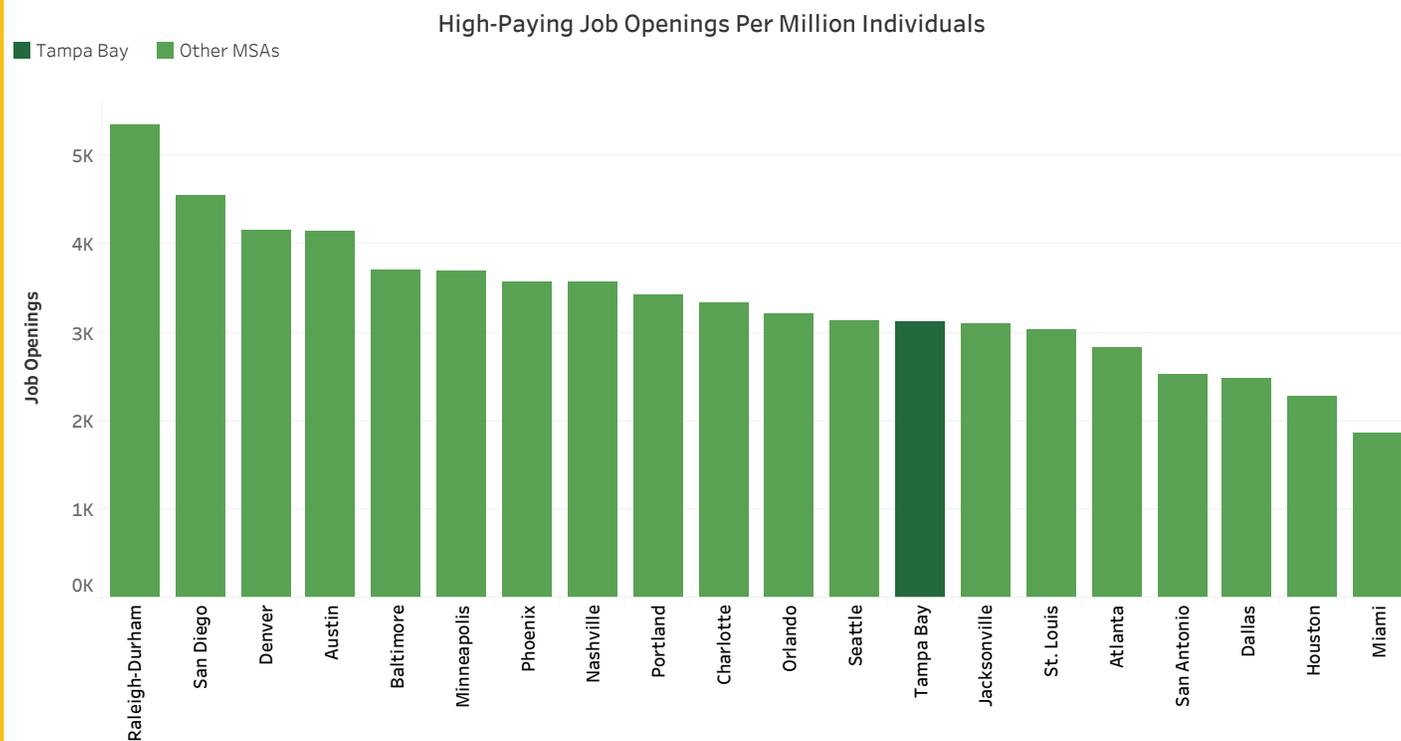
■ Tampa Bay ■ Other MSAs

About: Online platforms such as LinkedIn and Indeed provide real-time signals, which can be useful to derive insights about the state of the labor market of a region.

Source: Indeed.

- The Tampa Bay MSA stands in the bottom half of the group in terms the number of high-paying job openings per million individuals.

- Raleigh-Durham stands first in the comparison group in terms of the number of high-paying jobs per million individuals.

- Miami ranks last in the comparison group.

Key Takeaways
Job Openings

1. The Tampa Bay MSA stands in the bottom half of the comparison group in terms of all categories of job openings that were considered for analysis, such as temporary job openings, permanent job openings, IT job openings, healthcare job openings, internship job openings, etc.

2. Raleigh-Durham is the best-performing MSA in terms of job openings per million individuals.

Signals on Job Structure from Google Trends

What is the job market scenario in the Tampa Bay region? What kinds of jobs are being sought after in the region? How is the economy of the Tampa Bay area performing? Some of these questions may be answered in part from interesting real-time data on searches that people conduct on Google. Here, scholars used real-time data from Google Trends to gauge various aspects related to job market structure. Google Trends is an online tool that analyzes the popularity of search queries on Google across multiple regions. Google Trends is helpful in tracking the movements in the markets or economy on real-time basis. The tool creates a search index for each search unit based on its popularity relative to all other search terms queried in a region. The index value ranges between 0 and 100. The higher the index value for a search query, the higher the popularity for that search query.

The index data was collected for 20 MSAs between September 2022 and December 2022. The index values for the Tampa Bay MSA are for the Tampa-St Petersburg-Clearwater MSA alone and do not include the three other MSAs considered part of the Tampa Bay region in this report.

1. Search for remote jobs
This is the proxy for the level of search for remote jobs in the region.
"work from home jobs" + "remote jobs" + "best work from home jobs" + "highest paying remote jobs" + "remote jobs for women."

2. Search for part-time jobs
This is the proxy for the level of search for part-time jobs in the region.
"best part-time jobs" + "part time jobs near me" + "local part time jobs" + "part time jobs for women" + "highest paying part time jobs."

3. Local commerce
This is the proxy for the regular commercial activity of a region.
"concert tickets" + "events near me" + "malls near me" + "movies near me" + "opera tickets."

4. Online Retail
This is the proxy for the e-commerce activity in a region.
"Amazon grocery" + "canned food" + "food delivery" + "grocery delivery" + "online grocery."

5. Innovation activity
This is the proxy for innovation activity in the region.
"research jobs" + "USPTO" + "marketing ideas" + "new product development" + " process improvement."

6. Entrepreneurship activity
This is the proxy for entrepreneurship activity in the region.
"how to start business" + "business loans" + "office space for rent" + "ideas for business" + "business registration."

7. Business traveler persona
This is the proxy for the region's activity related to business travel.
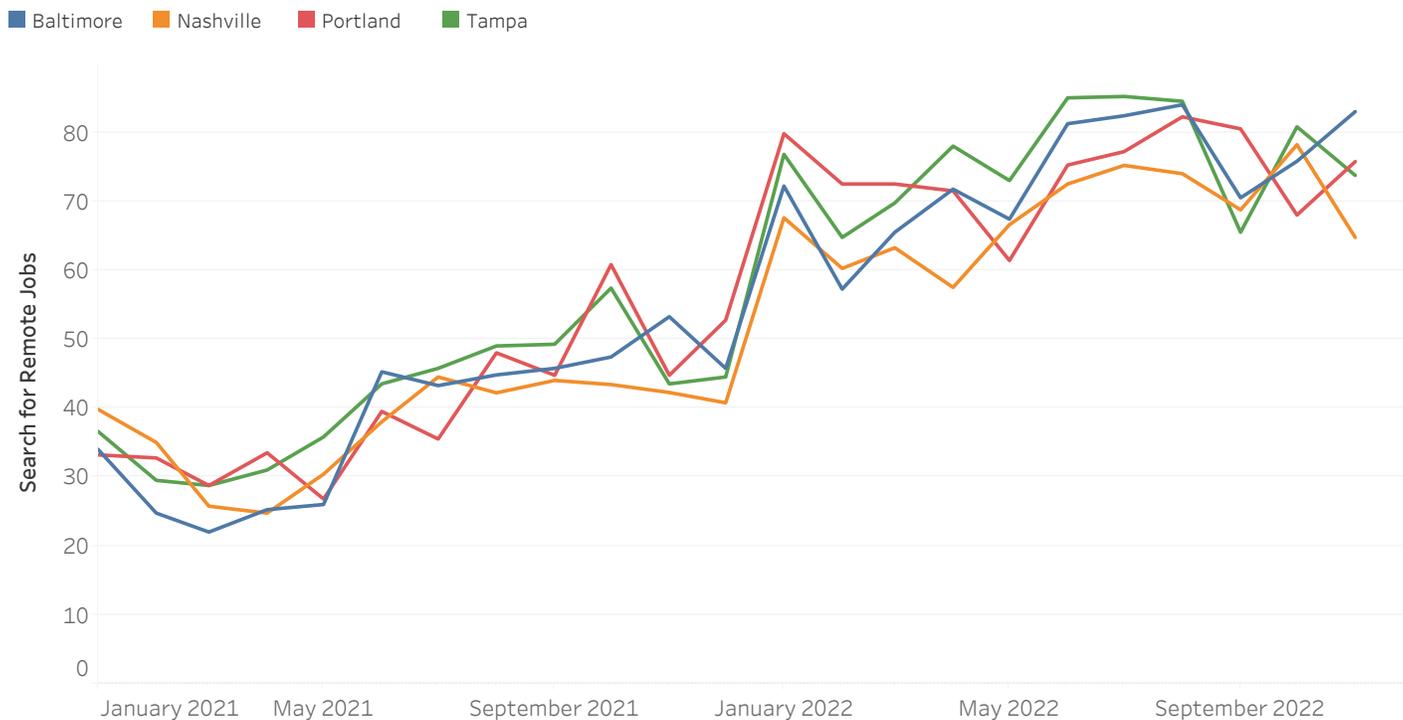*"accommodation" + "travel tickets" + "rental cars" + "conferences."*

8. Zoom queries
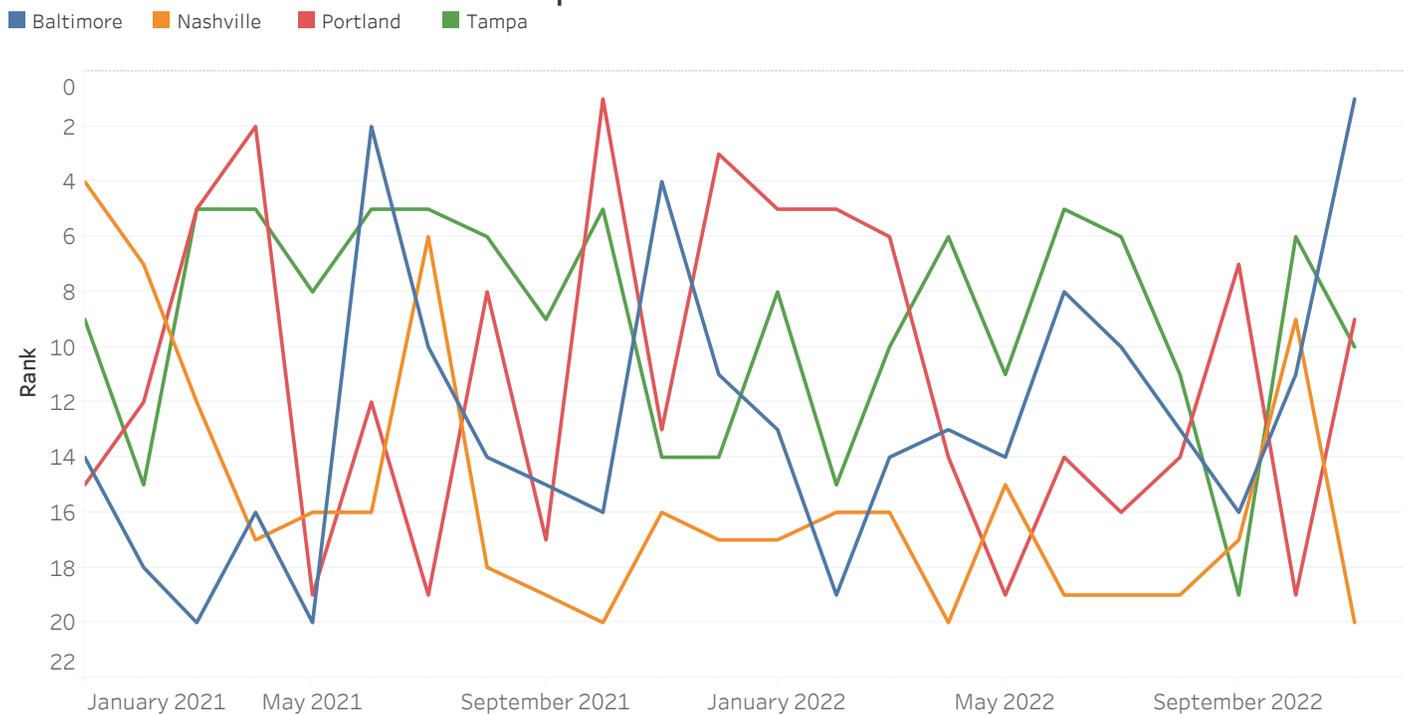This is the proxy for remote work activity in the region
"install Zoom" + "Zoom not working" + "change Zoom background" + "Zoom support" + "Zoom meeting setup."

Search for Remote Jobs

Search for Remote Jobs

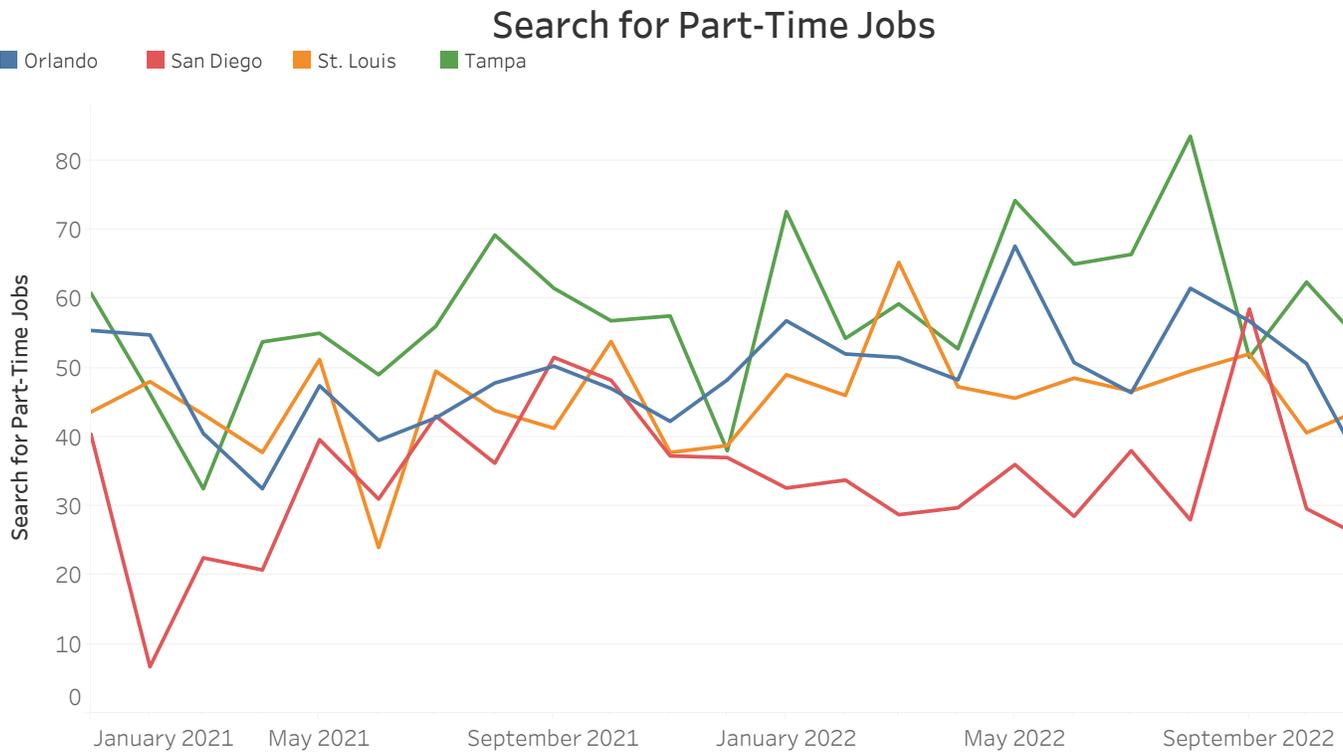## Competitive Position Trend

About: Google Trends-based proxy for search for remote jobs in the region.

Source: Google Trends.

- The search for remote jobs increased gradually in all the MSAs during the period studied, including the Tampa region.
- The Tampa Bay region has performed relatively well compared to other MSAs.

Search for Part-Time Jobs

Search for Part-Time Jobs

Legend: Orlando | San Diego | St. Louis | Tampa

Competitive Position Trend

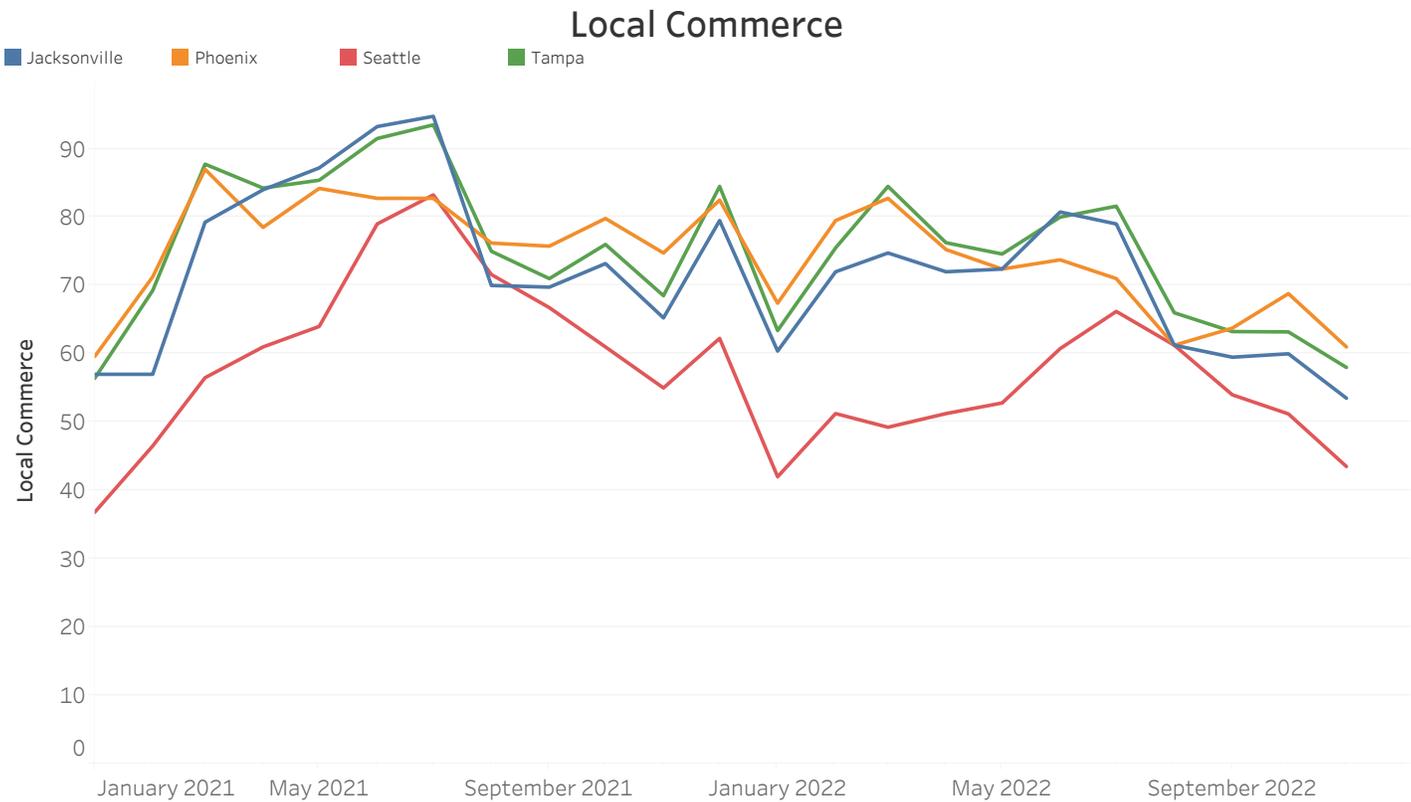Legend: Orlando | San Diego | St. Louis | Tampa

About: Google Trends-based proxy for search for part-time jobs in the region.

Source: Google Trends.

- The search for part-time jobs remained constant but saw its peak in the month of August 2022 in Tampa and thereafter declined.

- The Tampa Bay region has the highest number of searches for part-time jobs compared to other MSAs, and San Diego has the lowest.
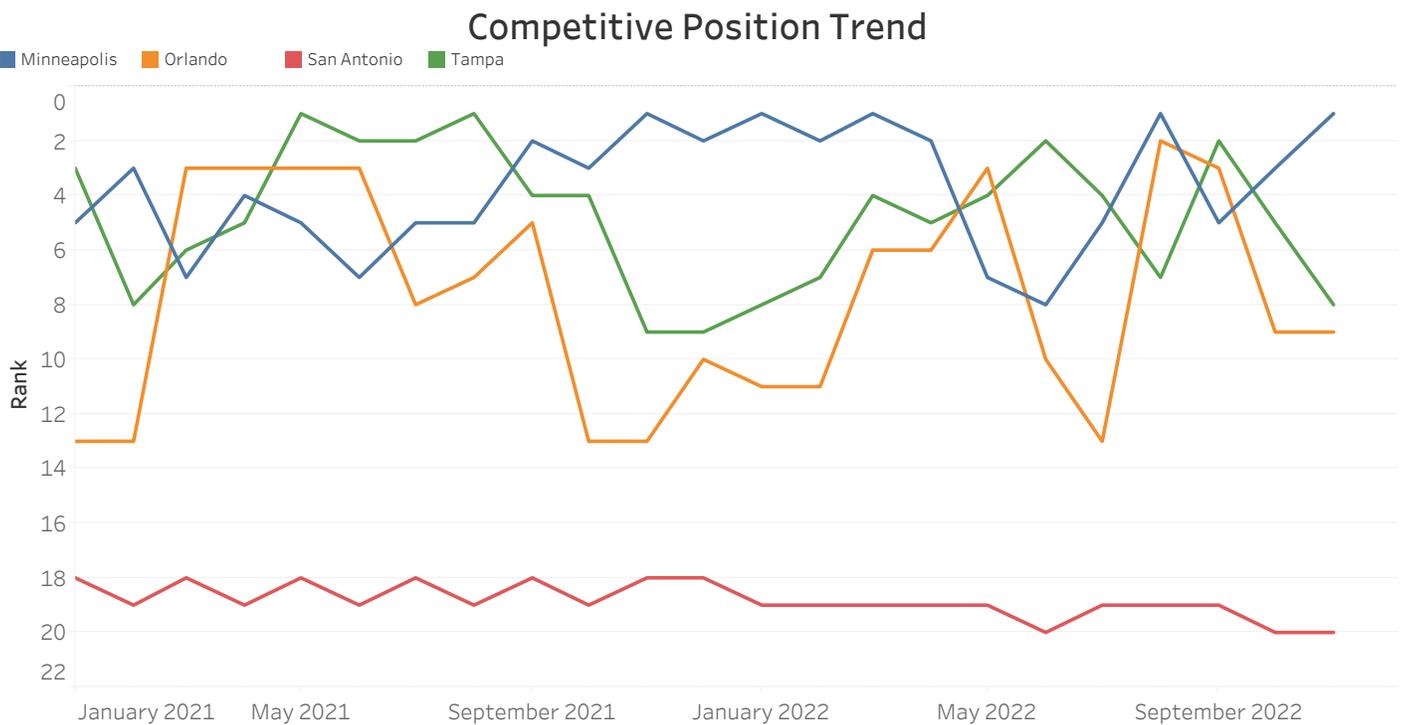
Local Commerce

Local Commerce

Legend: Jacksonville, Phoenix, Seattle, Tampa

Competitive Position Trend

Legend: Jacksonville, Phoenix, Seattle, Tampa
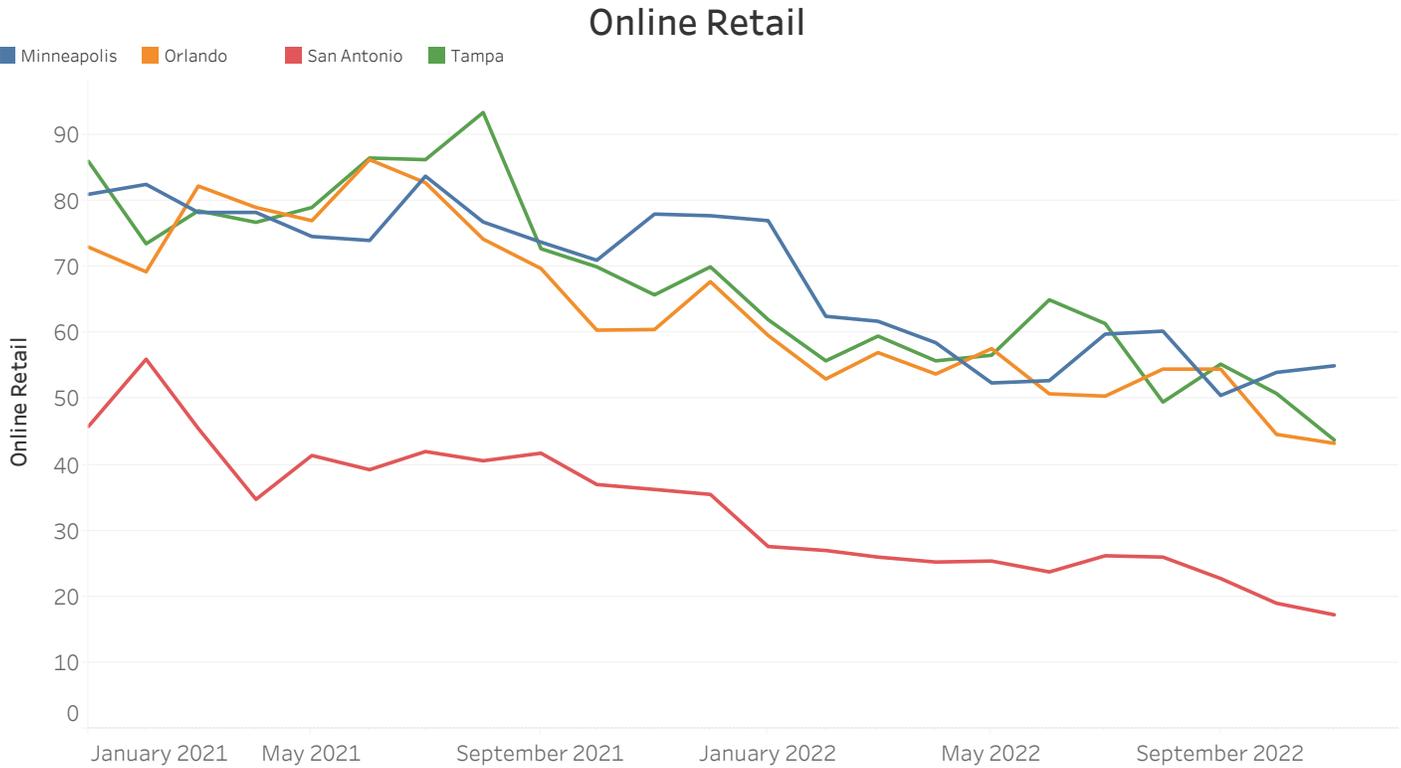

About: Google Trends-based proxy for local commerce in the region.

Source: Google Trends.

☛ Local commerce across all MSAs has shown an upward trend from January to July 2021 and a dip from July to September 2021.

☛ In comparison to other MSAs, Tampa has been positioned in the top 5 during most of the months. Tampa was in the No. 1 postion from March to May 2022.

Online Retail

Online Retail

Legend: Minneapolis, Orlando, San Antonio, Tampa

Competitive Position Trend

Legend: Minneapolis, Orlando, San Antonio, Tampa
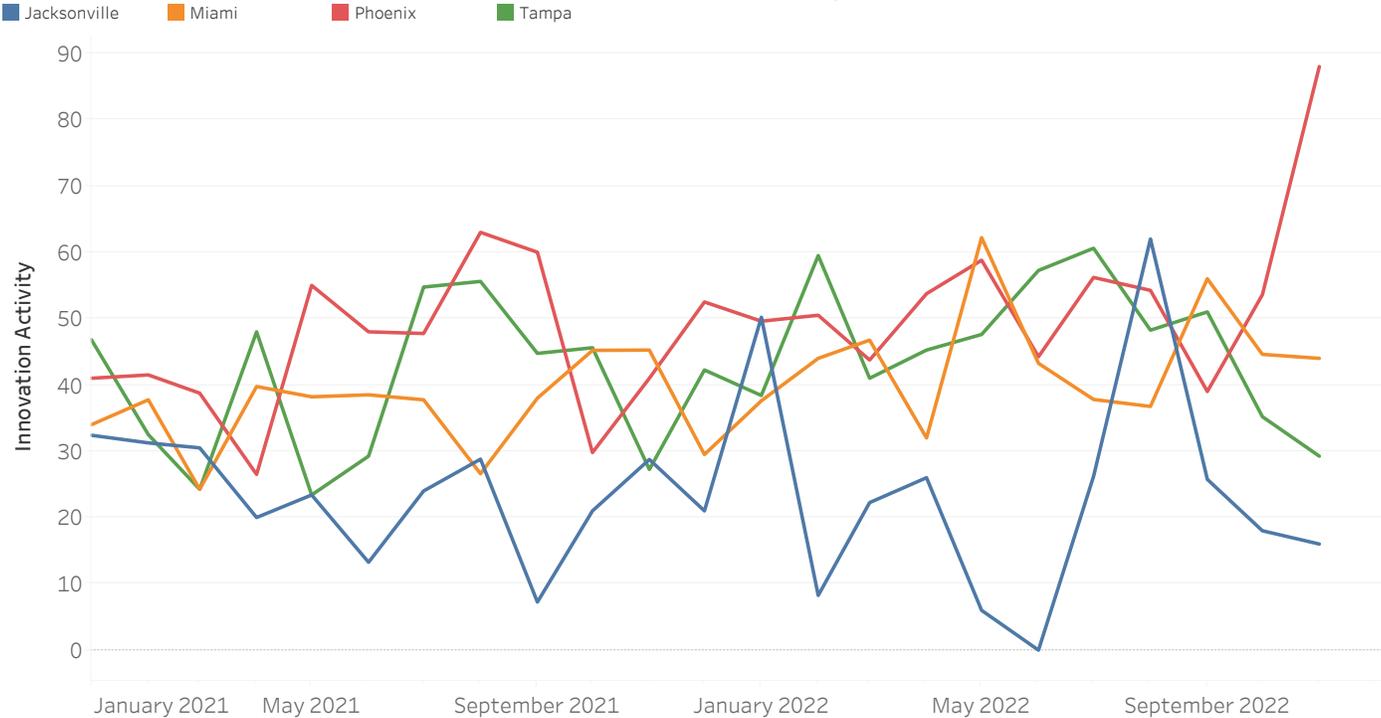
About: Google Trends-based proxy for search for online retail activity in the region.
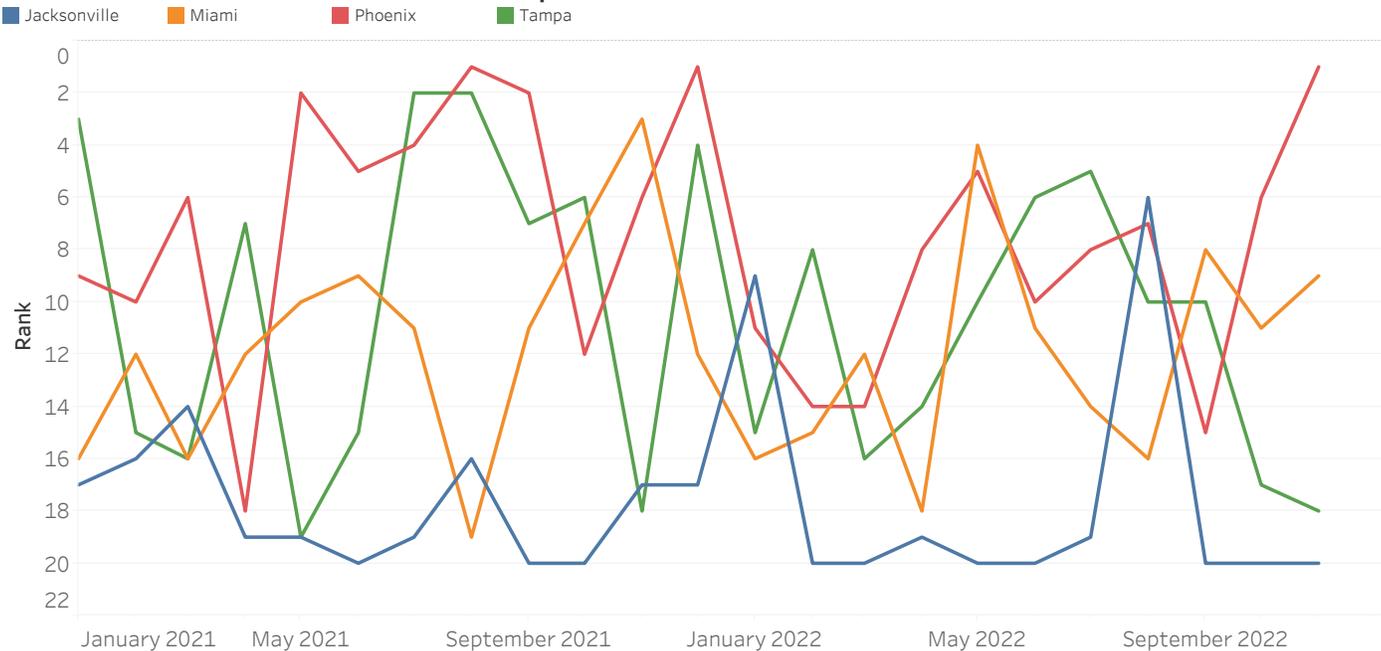
Source: Google Trends.

- There is no clear trend among the MSAs in terms of online retail.
- San Antonio was last in tems of competitive trend.
- There was a short-term boom in Tampa when compared to the other MSAs during June to August 2021. The region performed better during May to July 2022.

Innovation Activity

Innovation Activity

Legend: Jacksonville, Miami, Phoenix, Tampa

Competitive Position Trend

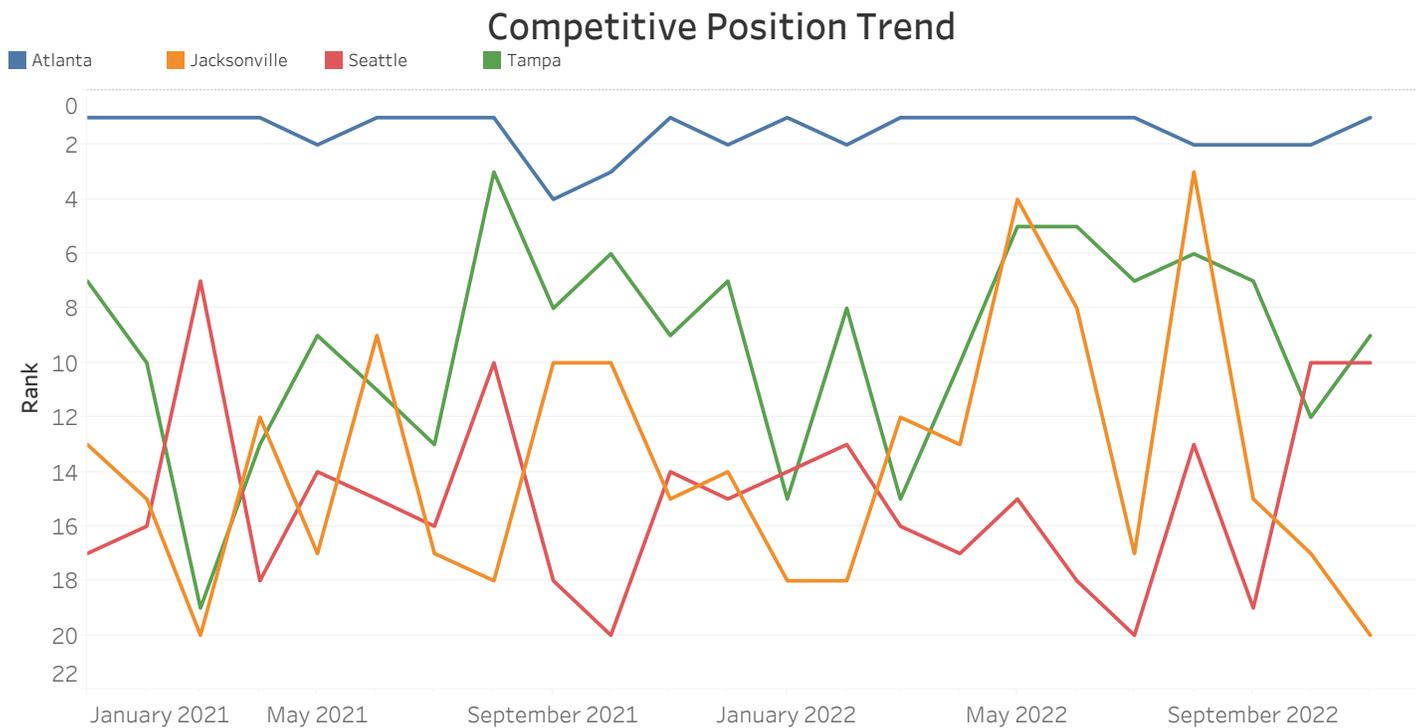Legend: Jacksonville, Miami, Phoenix, Tampa

About: Google Trends-based proxy for innovation activity in the region.

Source: Google Trends.

- There is no clear trend among the MSAs.
- Phoenix has performed relatively better compared to the other MSAs in recent months.

Entrepreneurship Activity

Entrepreneurship Activity

Legend: Atlanta, Jacksonville, Seattle, Tampa

Competitive Position Trend

Legend: Atlanta, Jacksonville, Seattle, Tampa
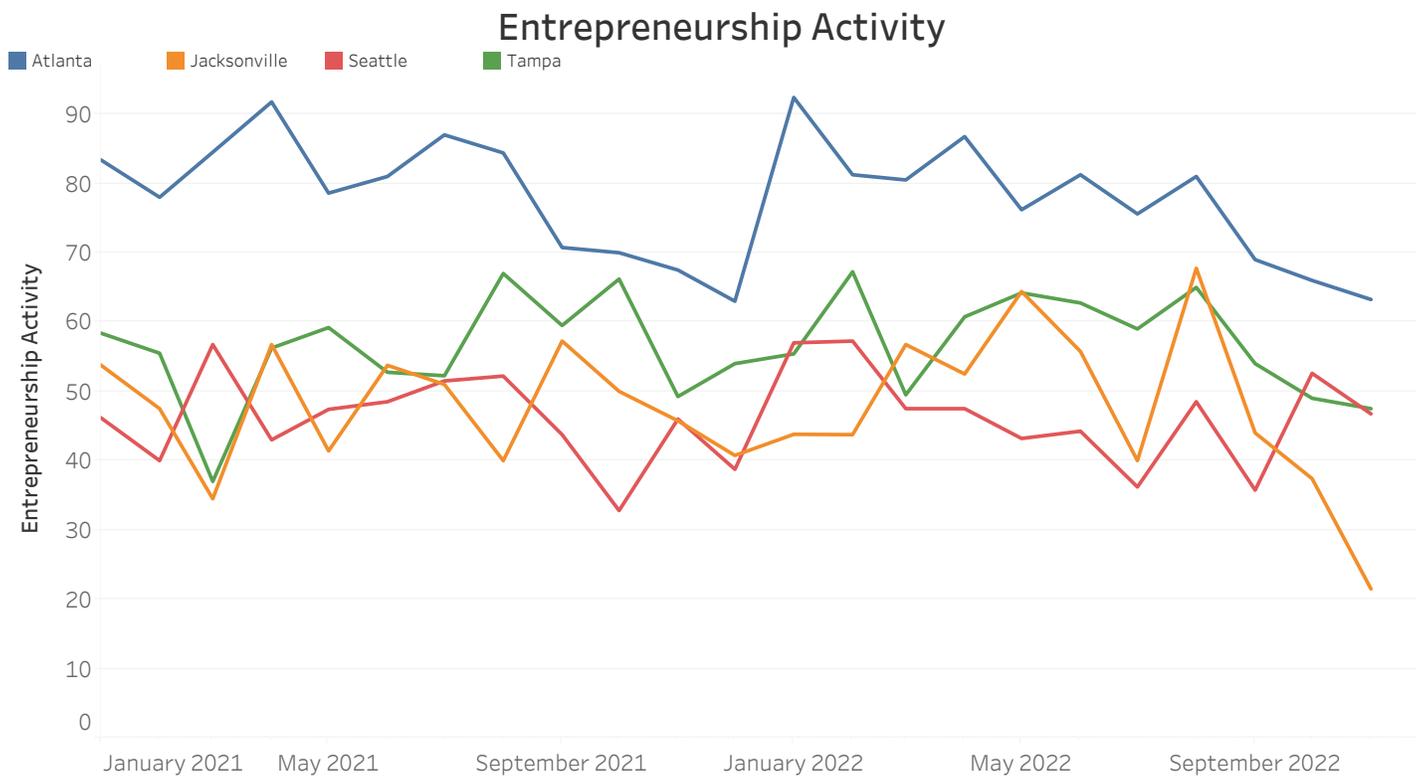
About: Google Trends-based proxy for search for entrepreneurship activity in the region.

Source: Google Trends.

- There is no clear trend among the MSAs.
- Atlanta consistently had the most number of searches related to entrepreneurship activity.

Business Traveler Persona

Legend: Jacksonville, Minneapolis, Portland, Tampa

Competetive Position Trend

Legend: Jacksonville, Minneapolis, Portland, Tampa

About: Google Trends-based proxy for business traveler persona in the region.

Source: Google Trends.

- The business traveler persona's trend peaked in April and May 2021, then fell sharply until September 2021 when it remained constant.
- The Tampa region has performed relatively well compared to other MSAs.

Zoom Queries
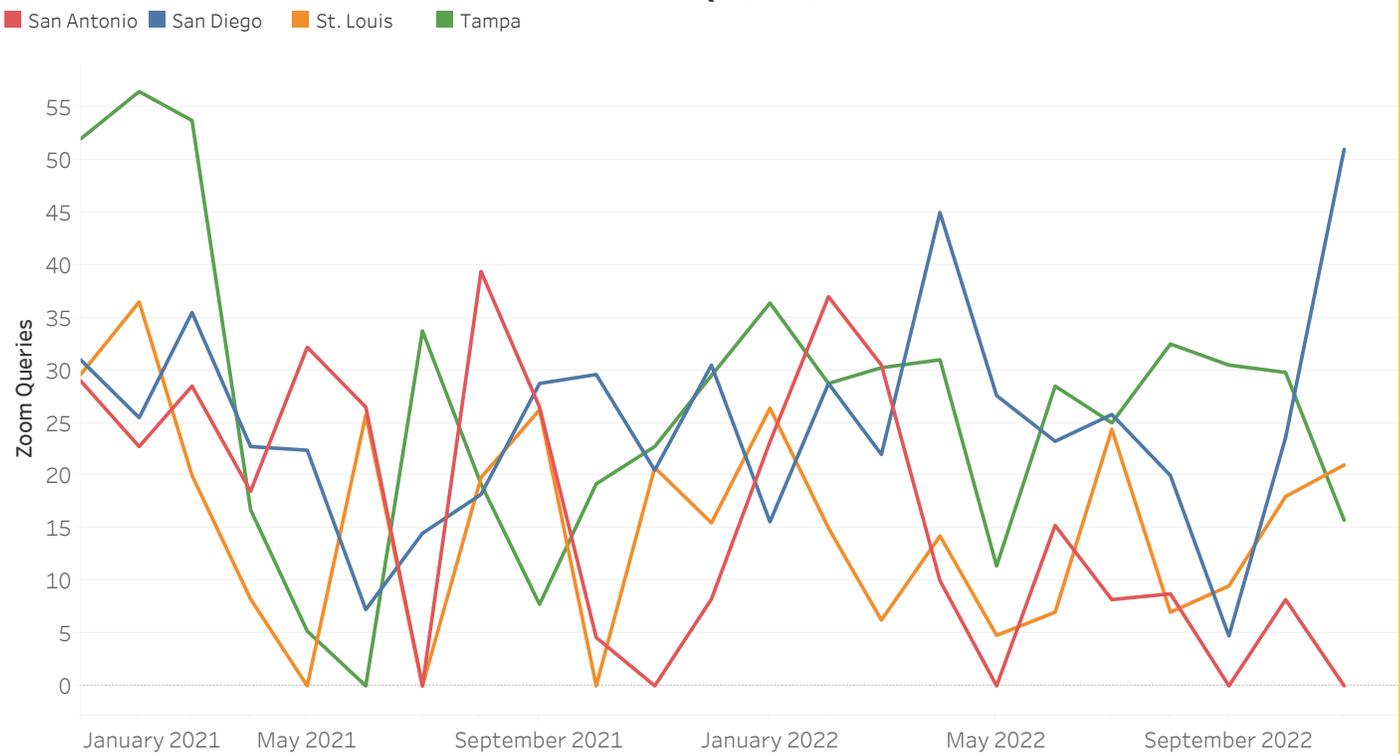
Competitive position Trend
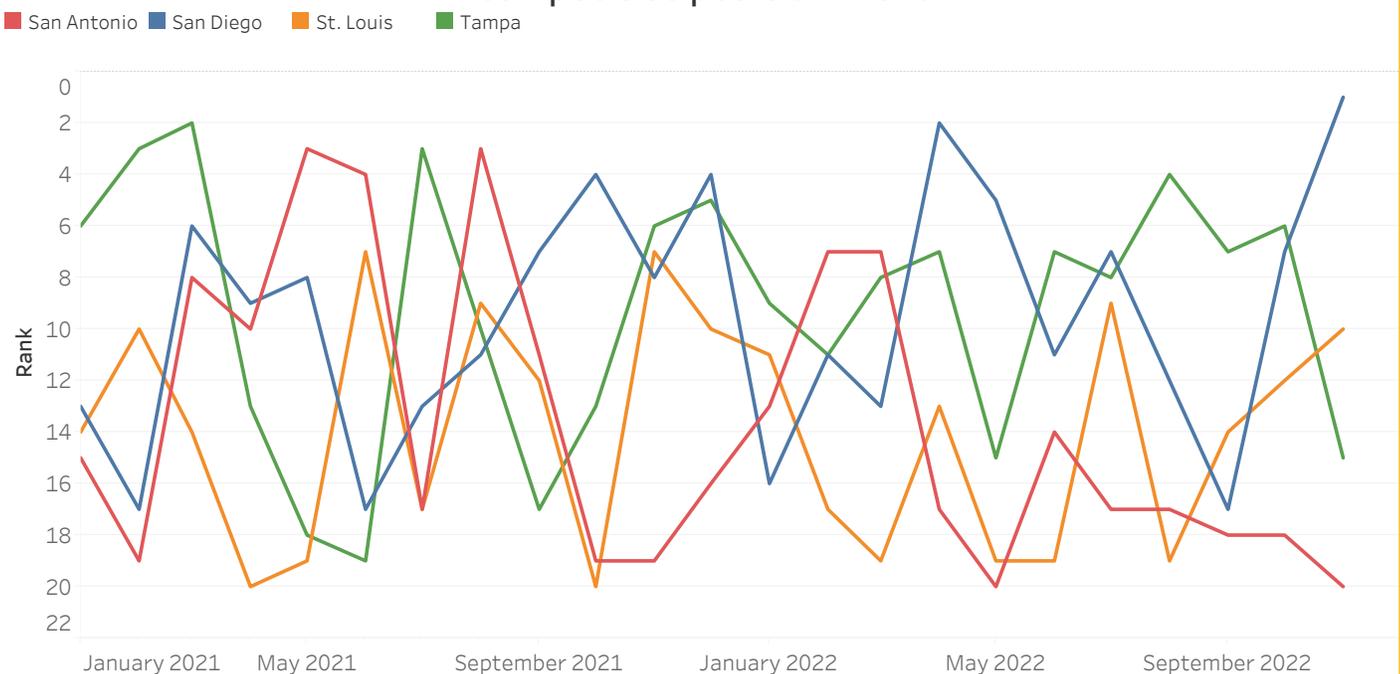
About: Google Trends-based proxy for search for Zoom queries in the region.
Source: Google Trends.

- The search for Zoom queries peaked in January followed by a declining trend for all MSAs.
- San Diego region performed better compared to other MSAs.

Key Takeaways
Google Trends: State of Work

1. Search related to local commerce and online retail declined in 2022.

2. There is a strong increasing trend for all MSAs, including Tampa Bay, when it comes to searches related to remote work.

3. No clear trend could be observed for searches related to entrepreneurship and innovation activity.

Key Takeaways:
State of Work

1. The Tampa Bay MSA is in the bottom half of the comparison group in terms of job openings per million individuals, regardless of the category.

2. Raleigh-Durham MSA tops the list regardless of the category.

3. Search related to local commerce and online retail declined in 2022.

4. There is a strong increasing trend in terms of search for remote jobs for all MSAs, including Tampa.

5. No clear trend could be observed for searches related to entrepreneurship activity and innovation activity.

Section 2:
State of Life

In the previous section, researchers presented data and analyses related to the state of job market structure in the area.

In this section, researchers analyzed the state of life of the Tampa Bay region, looking at indicators that correspond to public health status, substance abuse, and housing affordability. The data sources for these indicators are Zillow, Google Trends, and countyhealthrankings.org.

The researchers also analyzed other indicators related to the quality of life, using measures such as air pollution, availability of child care centers, etc.

Housing Affordability

This section presents an analysis on the housing affordability in the Tampa Bay region. The indicators analyzed in this section represent the average rental value and average home price for the regions. The data for the analysis was gathered from Zillow. The data was available on a daily basis and has been averaged to determine monthly average values.

Zillow Observed Rent Index

Zillow Observed Rent Index

Legend: 2016, 2019, 2022

MSAs: Atlanta, Austin, Baltimore, Charlotte, Dallas, Denver, Houston, Jacksonville, Miami, Minneapolis, Nashville, Orlando, Phoenix, Portland, Raleigh-Durham, San Antonio, San Diego, Seattle, St. Louis, Tampa Bay

Zillow Observed Rent Index Trend

Legend: Austin, San Diego, St. Louis, Tampa Bay

Competitive Position Trend

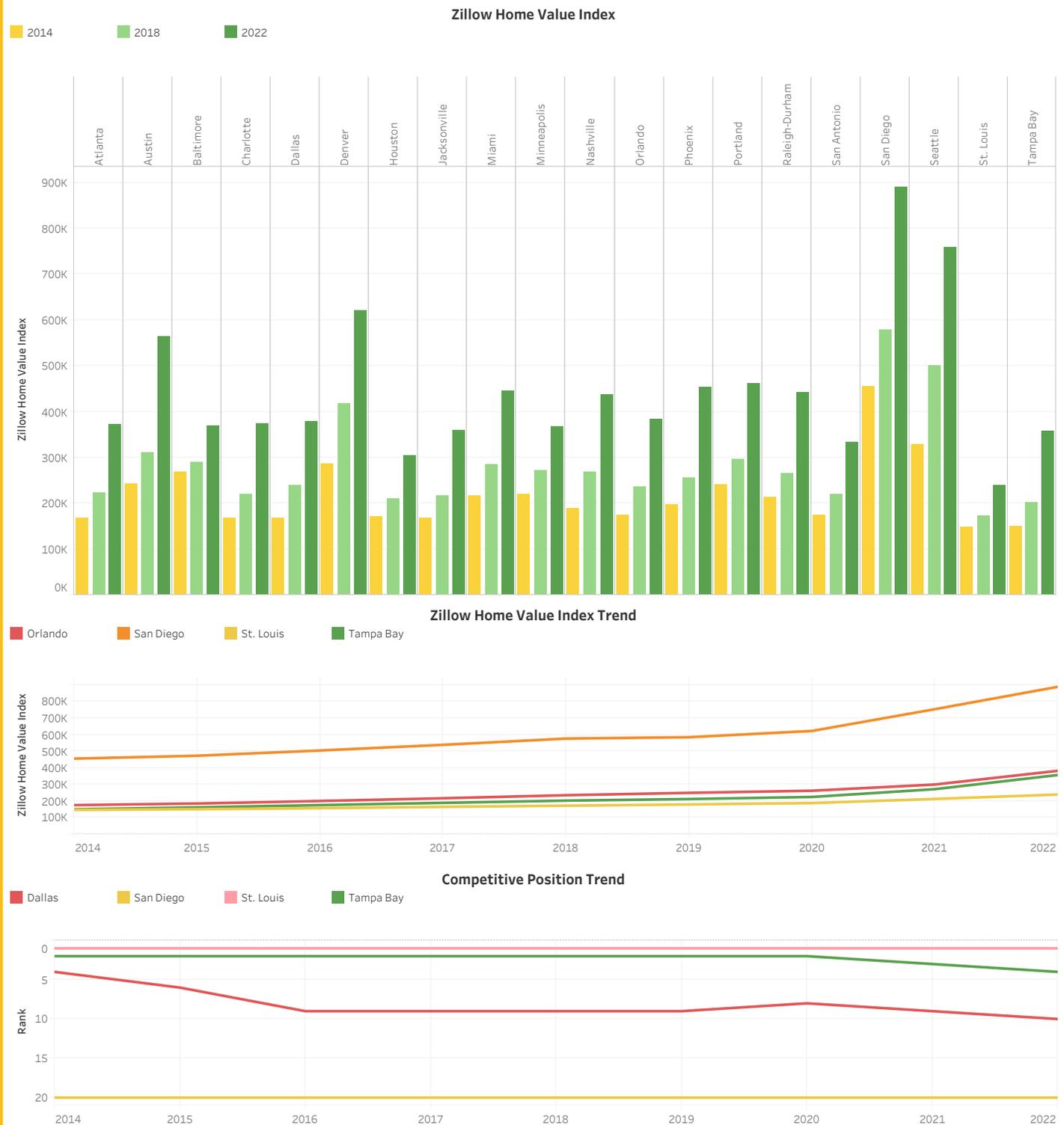Legend: Nashville, San Diego, St. Louis, Tampa Bay

About: Zillow Observed Rent index is dollar-denominated by computing the mean of listed rents that fall into the 40th to 60th percentile range for all homes and apartments in a given region.

Source: Zillow Research.

- The Zillow Observed Rent Index for Tampa Bay has registered steep increase since 2020.
- The Tampa Bay MSA has experienced a significant decline in terms of competitive position since 2019.
- San Diego has been the worst performing MSA with highest Zillow Observed Rent Index over the years.
- St. Louis has been the best performing MSA with the lowest Zillow Observed Rent Index over the years.

Zillow Home Value Index

Zillow Home Value Index

Legend: 2014, 2018, 2022

Zillow Home Value Index Trend

Legend: Orlando, San Diego, St. Louis, Tampa Bay

Competitive Position Trend

Legend: Dallas, San Diego, St. Louis, Tampa Bay

About: Zillow Home Value Index indicates the typical value of homes in the 35th to 65th percentile range in a region.

Source: Zillow Research.

- The Zillow Home Value Index for Tampa Bay has been increasing over the years.
- However, it has been increasing more steeply since 2020. Tampa Bay has experienced a slight decline in competitive position since 2020.
- San Diego has been the worst performing MSA with highest Zillow Home Value Index over the years.
- St Louis has been the best performing MSA with the lowest Zillow Home Value Index over the years.

Key Takeaways
Housing Affordability

1. The average rental value in the Tampa Bay region has increased over the years. The Tampa Bay region is in the bottom five in terms of average rental index.

2. Tampa Bay's average home price index saw a slight increase in recent years.

3. San Diego has consistently been the worst-performing MSA with the highest rental and home price values.
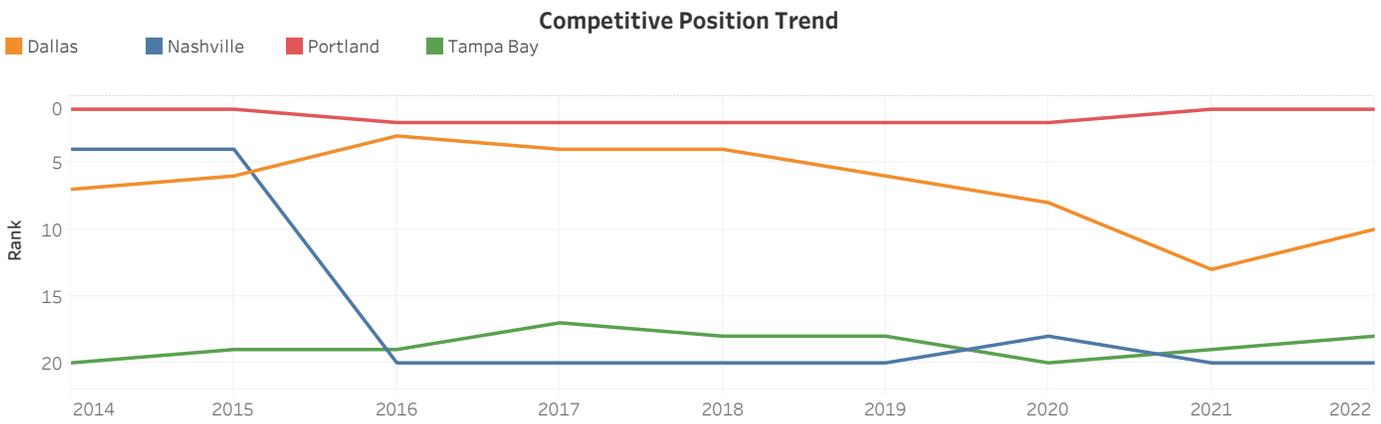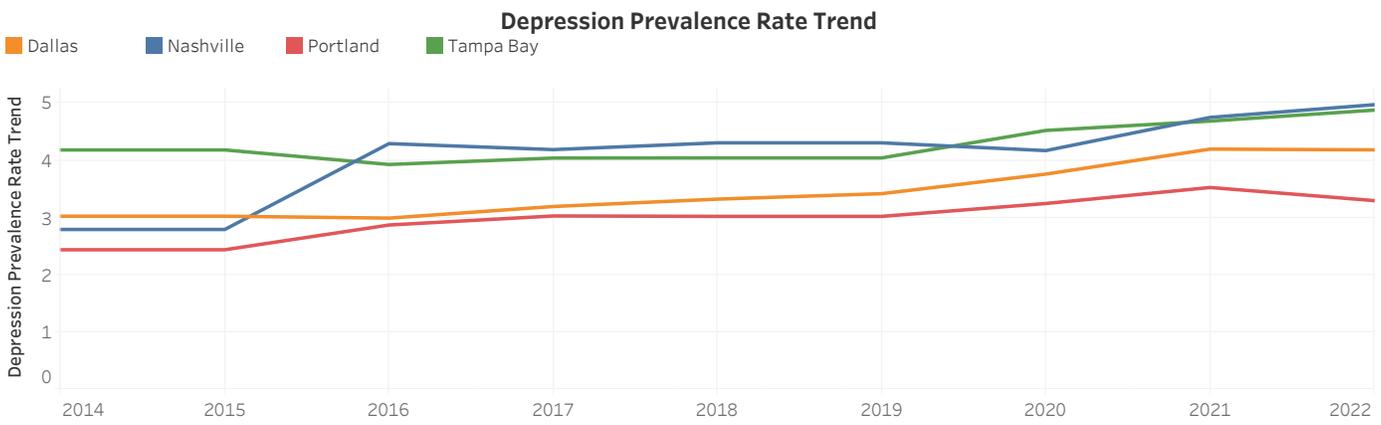
Public Health Status

In this section, researchers present an analysis related to the state of public health. Specifically, the researchers focus on mental health status and substance abuse.

The indicators related to mental health status are the depression prevalence rate and frequent mental distress. Drug overdose deaths and alcohol-impaired driving deaths indicators correspond to substance abuse. The data has been downloaded from the countyhealthrankings.org.

Depression Prevalence Rate

Depression Prevalence Rate

Legend: 2014, 2018, 2022

Bar chart showing Depression Prevalence Rate (y-axis 0 to 5) across MSAs: Atlanta, Austin, Baltimore, Charlotte, Dallas, Denver, Houston, Jacksonville, Miami, Minneapolis, Nashville, Orlando, Phoenix, Portland, Raleigh-Durham, San Antonio, San Diego, Seattle, St. Louis, Tampa Bay.

Depression Prevalence Rate Trend

Legend: Dallas, Nashville, Portland, Tampa Bay

Line chart, Depression Prevalence Rate Trend (y-axis 0 to 5), years 2014–2022.

Competitive Position Trend

Legend: Dallas, Nashville, Portland, Tampa Bay

Line chart, Rank (y-axis 0 to 20, inverted), years 2014–2022.
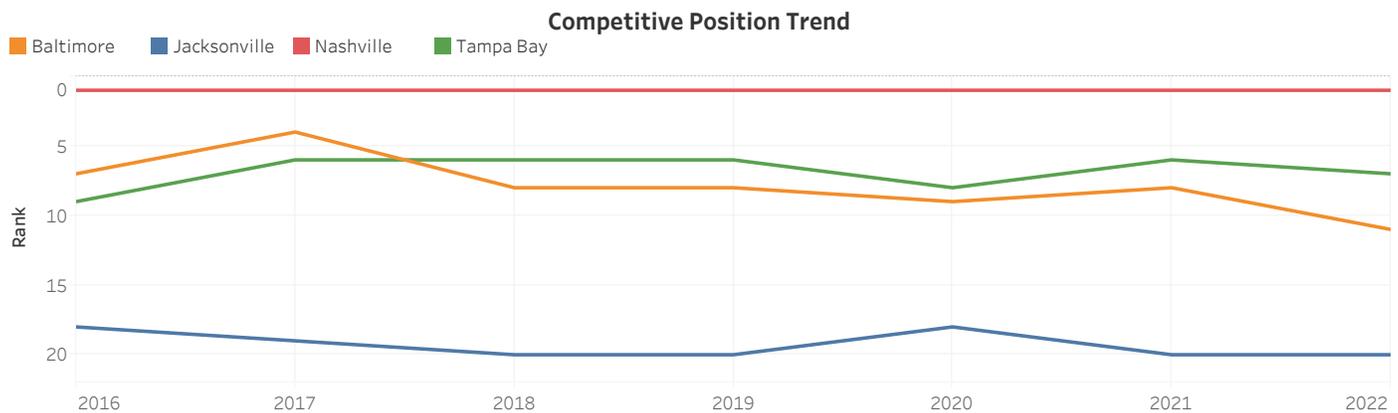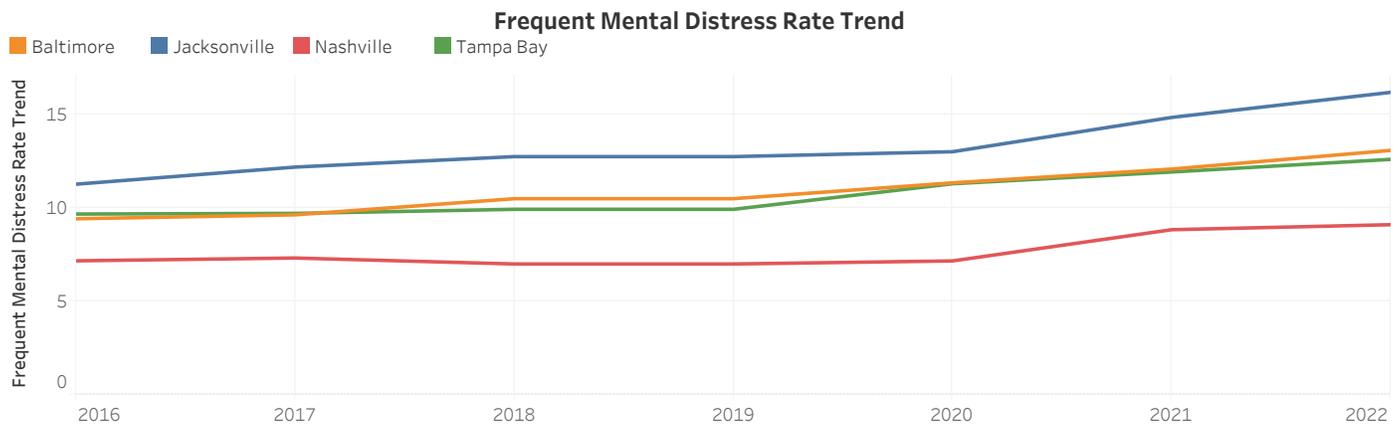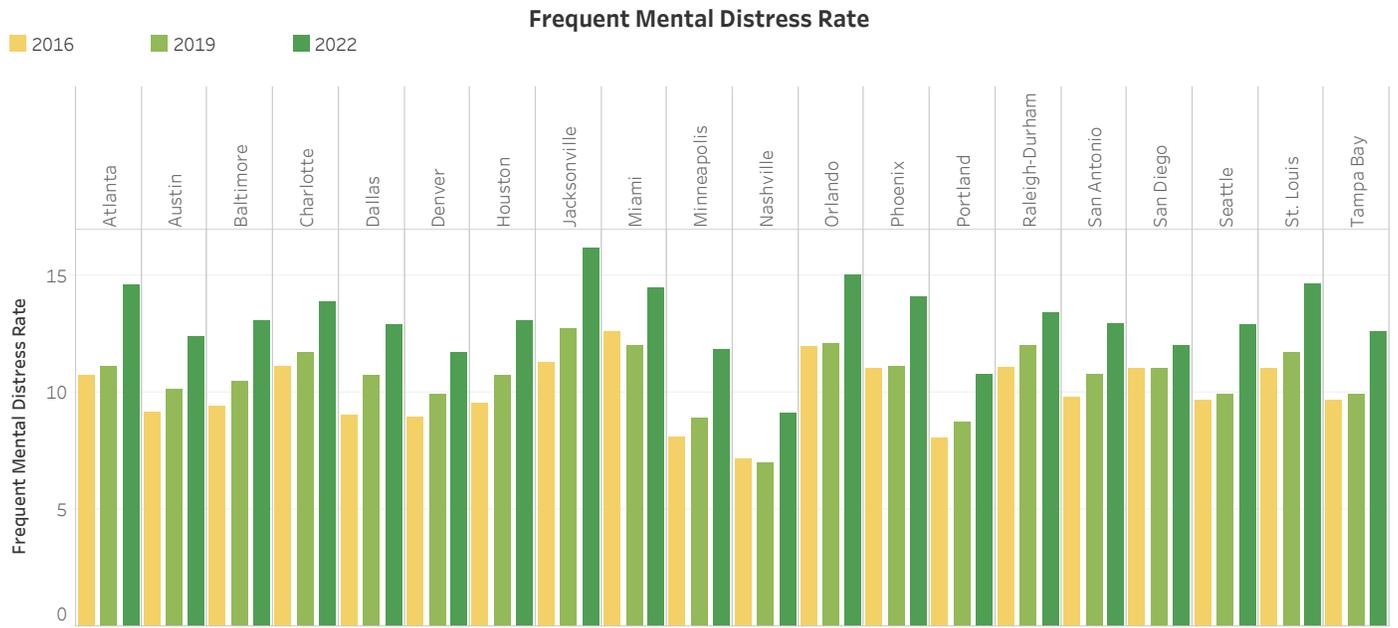
About: Measures depression prevalence based on percentage of surveyed respondents who responded "Yes" to the question "Ever told you that you have a form of depression?"

Source: countyhealthrankings.org.

- Over the years, the depression prevalence rate has risen to an all time high in Tampa Bay Region.
- Raleigh-Durham has been able to maintain its depression prevalence rate over the last four years.
- Overall, depression prevalence rate has increased across all MSAs.

Frequent Mental Distress Rate

Frequent Mental Distress Rate

Legend: 2016, 2019, 2022

MSAs shown: Atlanta, Austin, Baltimore, Charlotte, Dallas, Denver, Houston, Jacksonville, Miami, Minneapolis, Nashville, Orlando, Phoenix, Portland, Raleigh-Durham, San Antonio, San Diego, Seattle, St. Louis, Tampa Bay

Frequent Mental Distress Rate Trend

Legend: Baltimore, Jacksonville, Nashville, Tampa Bay

Competitive Position Trend

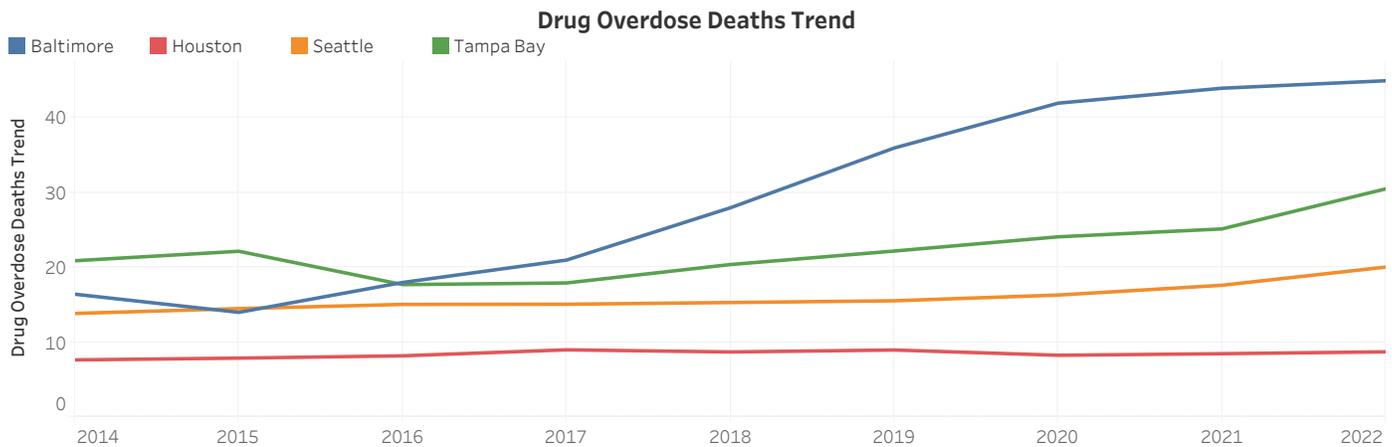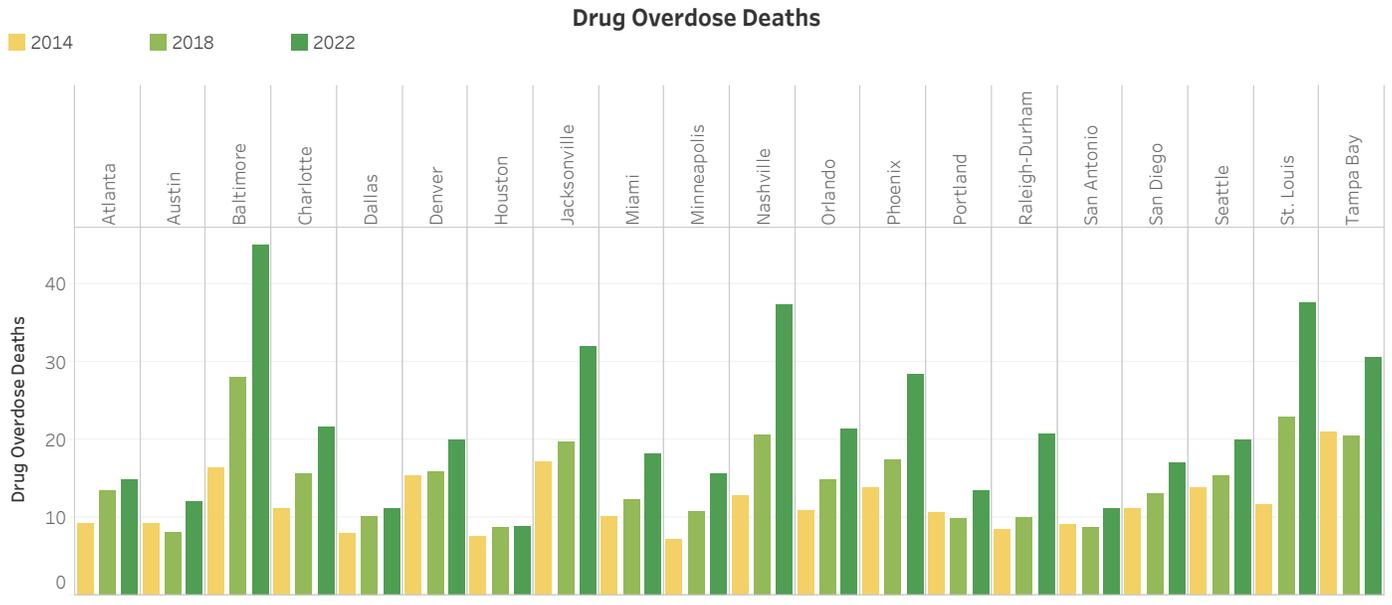Legend: Baltimore, Jacksonville, Nashville, Tampa Bay

About: The frequent mental distress rate represents the percentage of adults reporting 14 or more days of poor mental health per month.

Source: countyhealthrankings.org.

☛ In Tampa Bay region, there has been a dramatic increase in the number of people presenting frequent mental distress over the last four years.

☛ Nashville has the lowest overall rate of frequent mental distress comapred to all other MSAs.

Drug Overdose Deaths

Drug Overdose Deaths

Legend: 2014, 2018, 2022

Cities (left to right): Atlanta, Austin, Baltimore, Charlotte, Dallas, Denver, Houston, Jacksonville, Miami, Minneapolis, Nashville, Orlando, Phoenix, Portland, Raleigh-Durham, San Antonio, San Diego, Seattle, St. Louis, Tampa Bay

Y-axis: Drug Overdose Deaths (0–40+)

Drug Overdose Deaths Trend

Legend: Baltimore, Houston, Seattle, Tampa Bay

Y-axis: Drug Overdose Deaths Trend (0–40+)
X-axis: 2014–2022

Competitive Position Trend

Legend: Baltimore, Houston, Seattle, Tampa Bay

Y-axis: Rank (0–20)
X-axis: 2014–2022

About: The drug overdose death rate represents the number of drug poisoning deaths per 100,000 population.

Source: countyhealthrankings.org.

- Drug overdose deaths have been steadily rising in all MSAs, including Tampa Bay region.
- Baltimore has the most alarming increase in the number of drug overdose deaths.
- Houston has been able to maintain the number of drug overdose deaths over the past 12 years.

Alcohol-Impaired Driving Deaths

Alcohol-Impaired Driving Deaths

Alcohol-Impaired Driving Deaths Trend

Competitive Position Trend
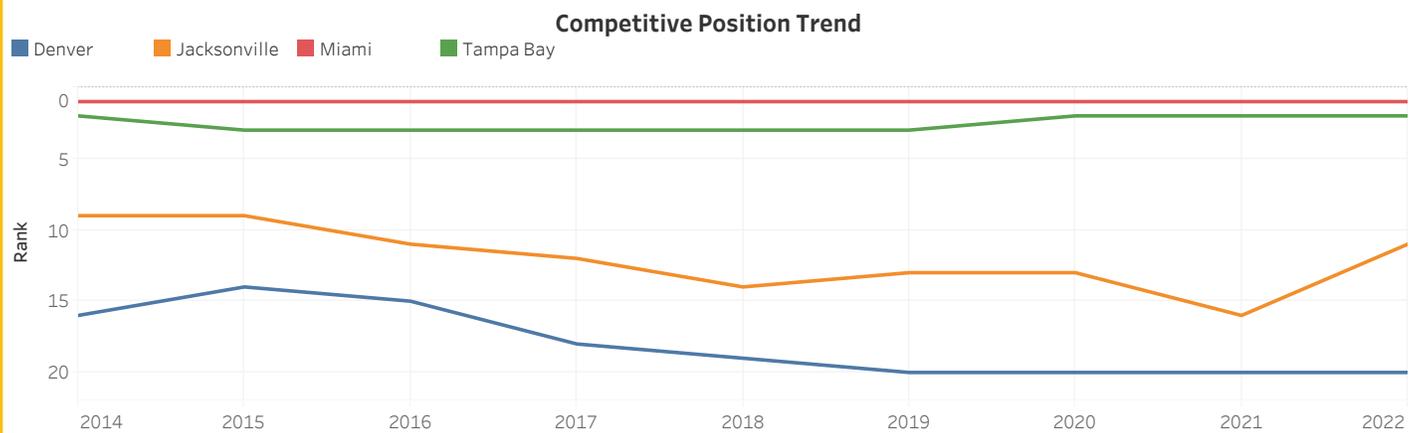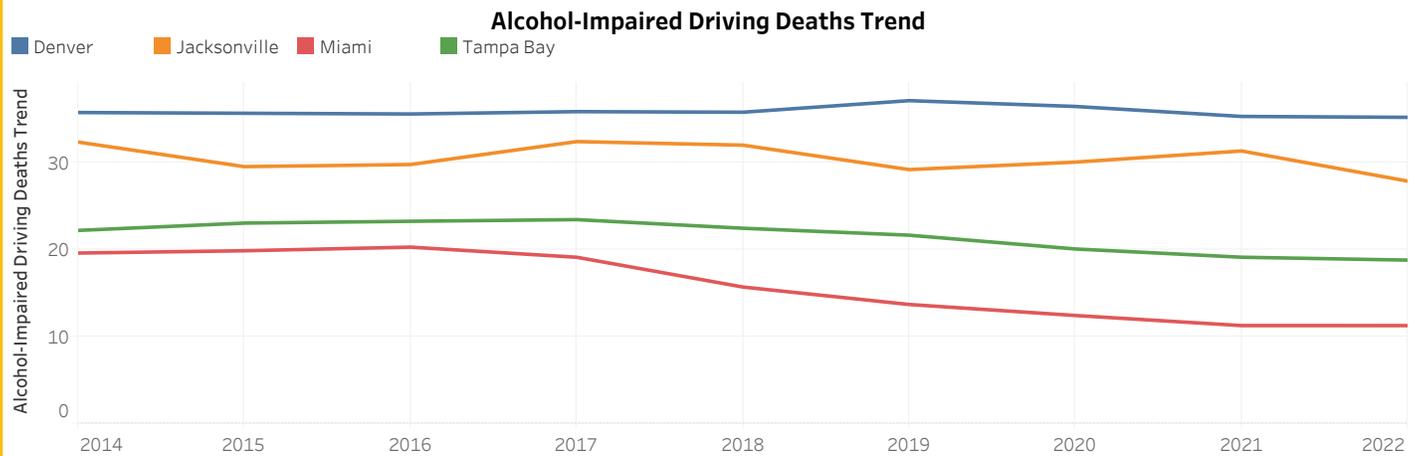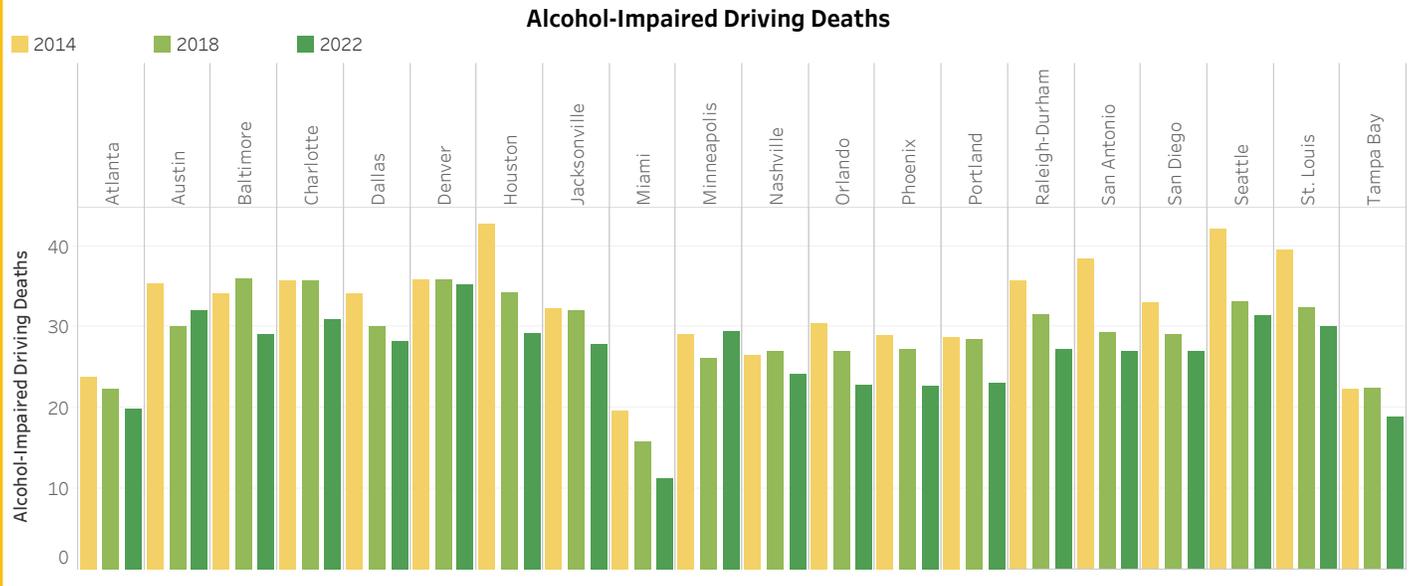
About: The alcohol-impaired driving death rate represents the percentage of driving deaths with alcohol involvement.

Source: countyhealthrankings.org.

- The number of alcohol-impaired driving deaths in Tampa Bay region has decreased by a slight margin.
- Miami has the lowest number of alcohol-impaired driving deaths at an all-time low over the last 12 years.
- Alcohol-impaired driving deaths have decreased in all MSAs.

Key Takeaways
Public Health Status

1. Indicators related to mental health, the depression prevalence rate, and frequent mental distress have been increasing for the Tampa Bay region.

2. There has been an increase in drug overdose deaths in the Tampa Bay region over recent years.

3. Alcohol-impaired driving deaths have declined slightly over the years.

Google Trends: State of Life Introduction

In this section the researchers present the analysis of trends in Google searches related to the state of life.

1. Search for Housing
This is the proxy for the search for housing.

"apartments for rent" + "apartments for lease" + "apartments near me" + "houses for lease near me" + "cheap apartments near me."

2. Search for Drugs
This is the proxy for the region's activity related to drugs.

"heroin" + "cannabis"+ "cocaine" + "weed near me" + "lsd."

3. Search for Divorce Lawyers
This is the proxy for divorce activity

"divorce lawyers."

4. Family Moving to City Persona
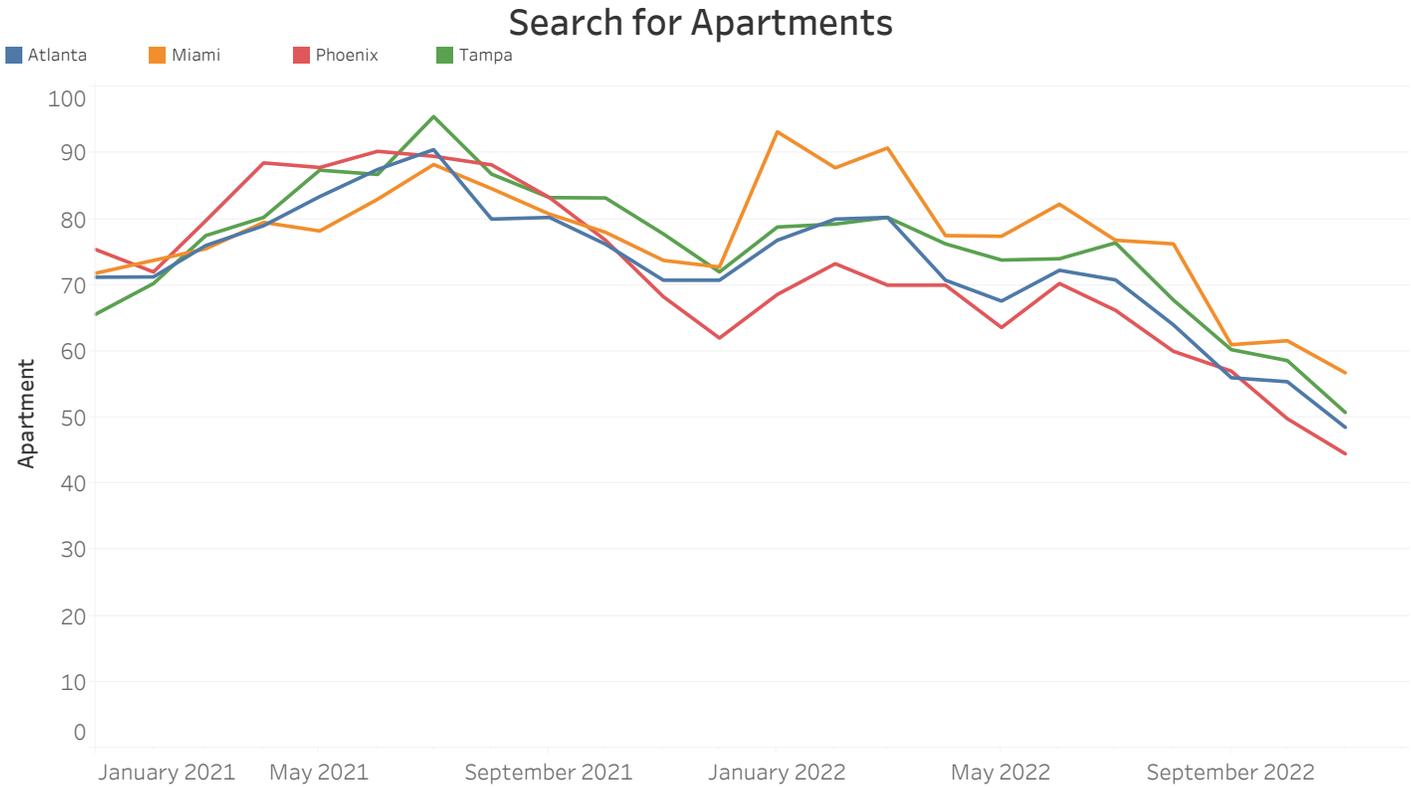**This is the proxy for migration to the city.**

"houses for sale" + "elementary schools" + "cost of living" + "jobs" + "insurance cost."

5. Leisure Traveler Persona
This is the proxy for the tourist activity in the region

"tourist attractions" + "travel tickets" + "places to visit" + "things to do."

Search for Apartments

Search for Apartments

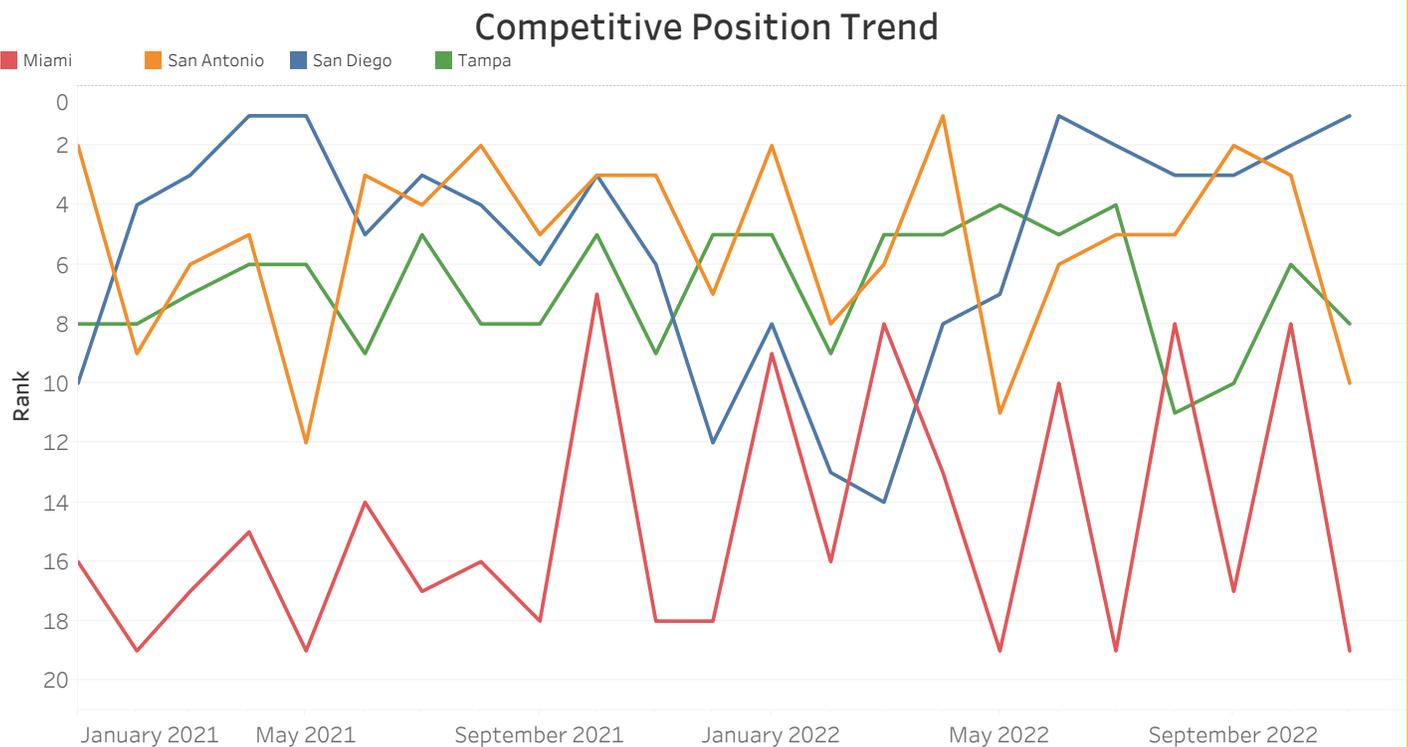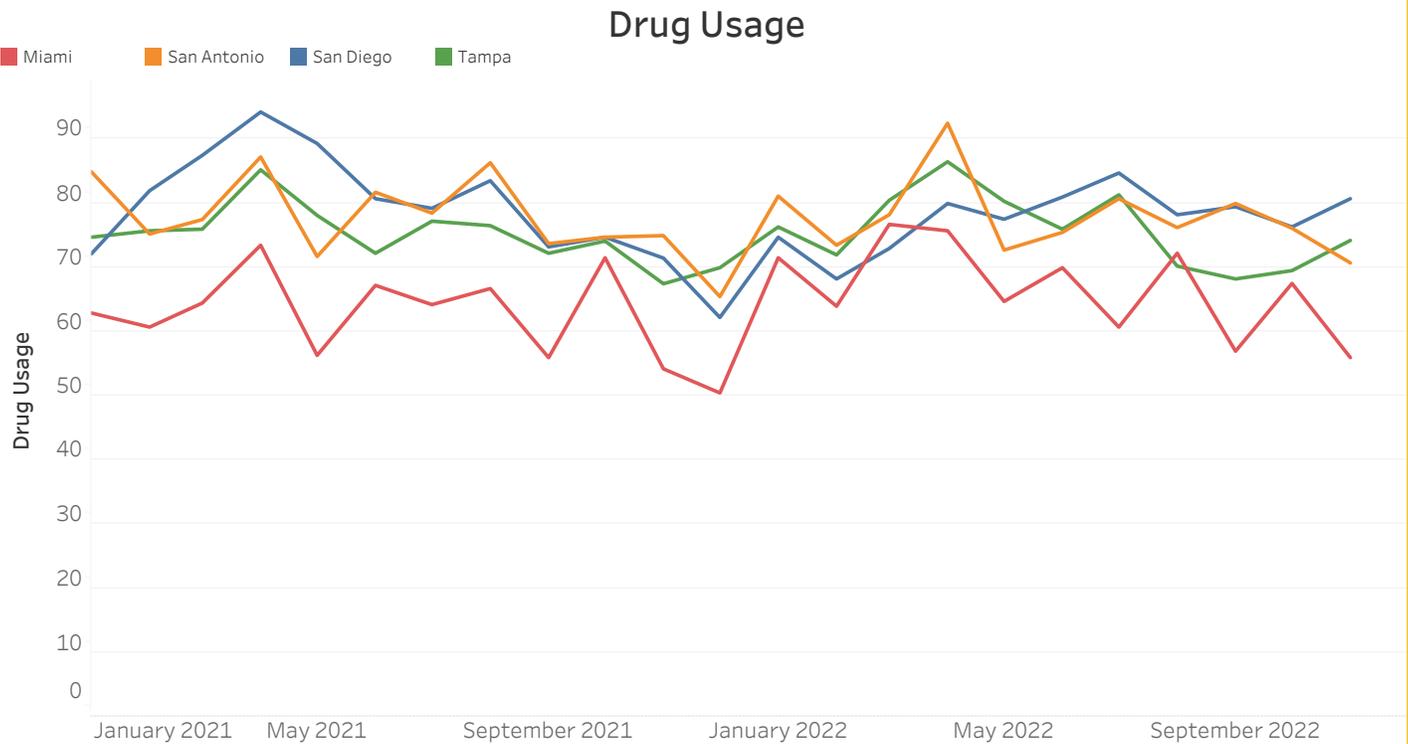

Competitive Position Trend

About: Google Trends proxy for apartment in the region.

Source: Google Trends.

- The search for apartments peaked in July 2021 and thereafter followed a declining trend.
- Houston has relatively performed better compared to the other MSAs in recent months.

Drug Usage
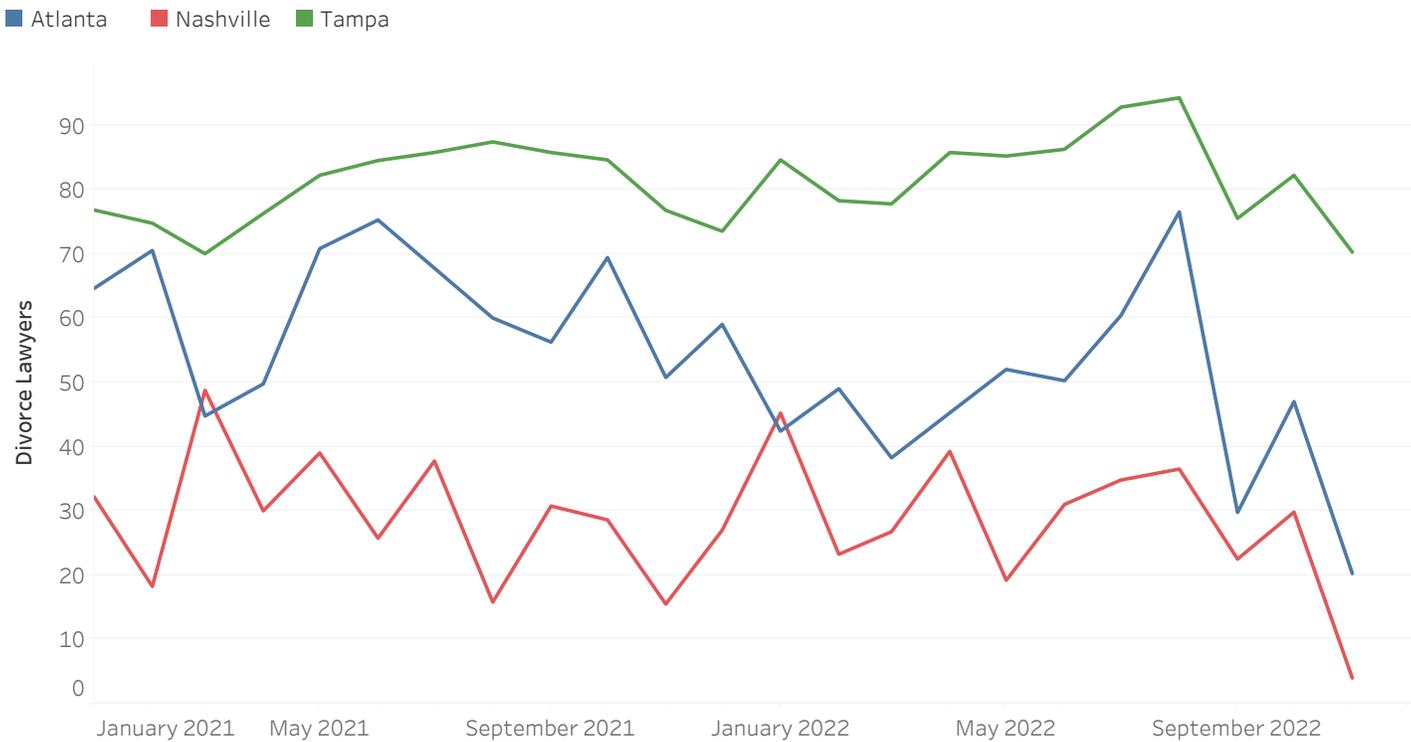

Competitive Position Trend

About: Google Trends-based proxy for drug usage in the region.

Source: Google Trends.

- Drug usage followed a constant trend throughout 2021-2022 but saw its peak in April 2022.
- In terms of drug usage searches, Tampa's competitive position remained constant.

Search for Divorce Lawyers

Search for Divorce Lawyers



Competitive Position Trend

About: Google Trends-based proxy for divorce lawyers in the region.

Source: Google Trends.

- The Tampa MSA has consistently recorded the highest level of search activity for divorce lawyers during 2021 and 2022.
- In terms of the search for divorce lawyers, the Tampa region has been at the top of the list from 2021-2022.

Family-Moving-to-City Persona

Legend: Atlanta, Austin, Miami, Tampa

Competitive Position Trend



Legend: Atlanta, Austin, Miami, Tampa
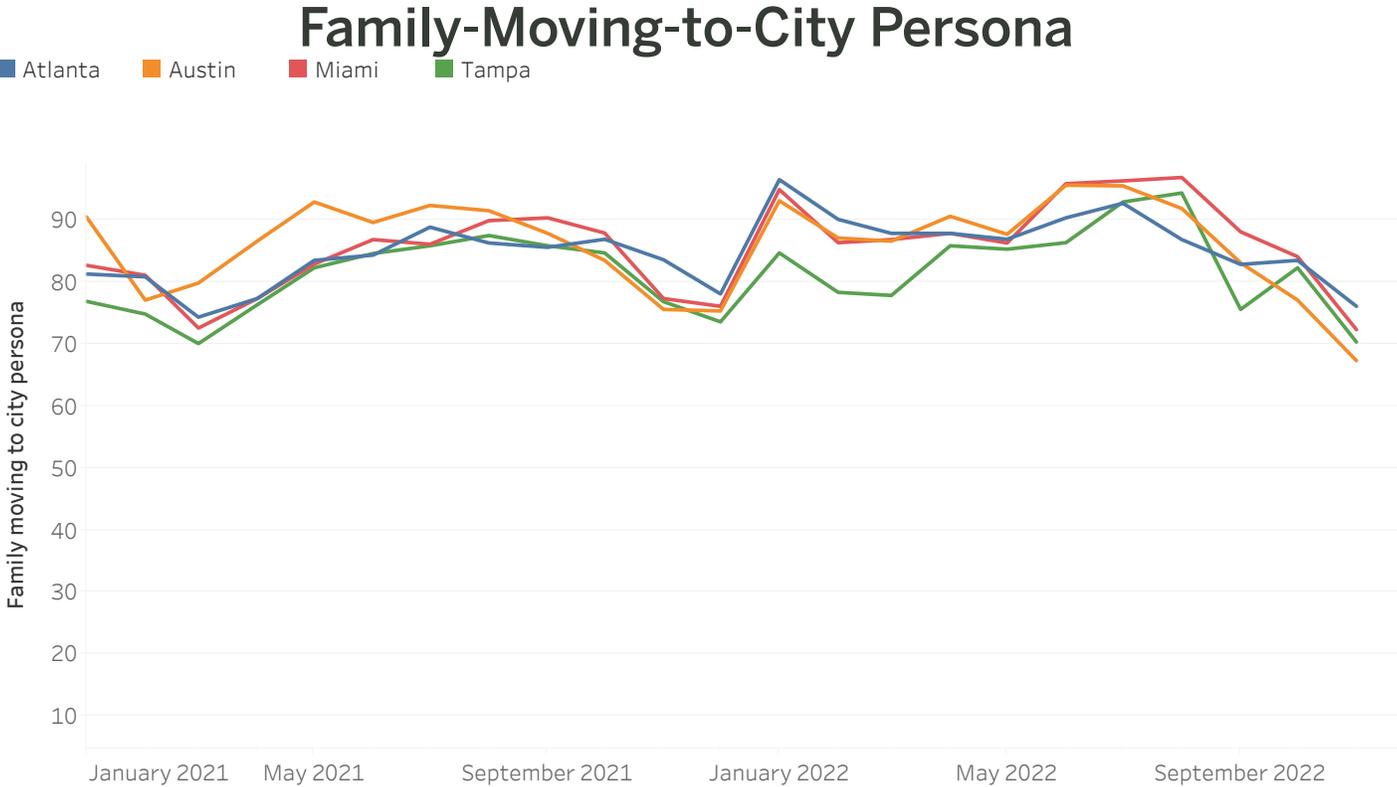
About: Google Trends-based proxy for family-moving-to-city persona in the region.

Source: Google Trends.

- The family-moving-to-city persona trend followed a similar pattern among all the MSAs and remained constant throughout 2021-2022.

- The competitive position of Tampa is the lowest when compared to other MSAs.

Leisure Traveler Persona

Competitive Position Trend
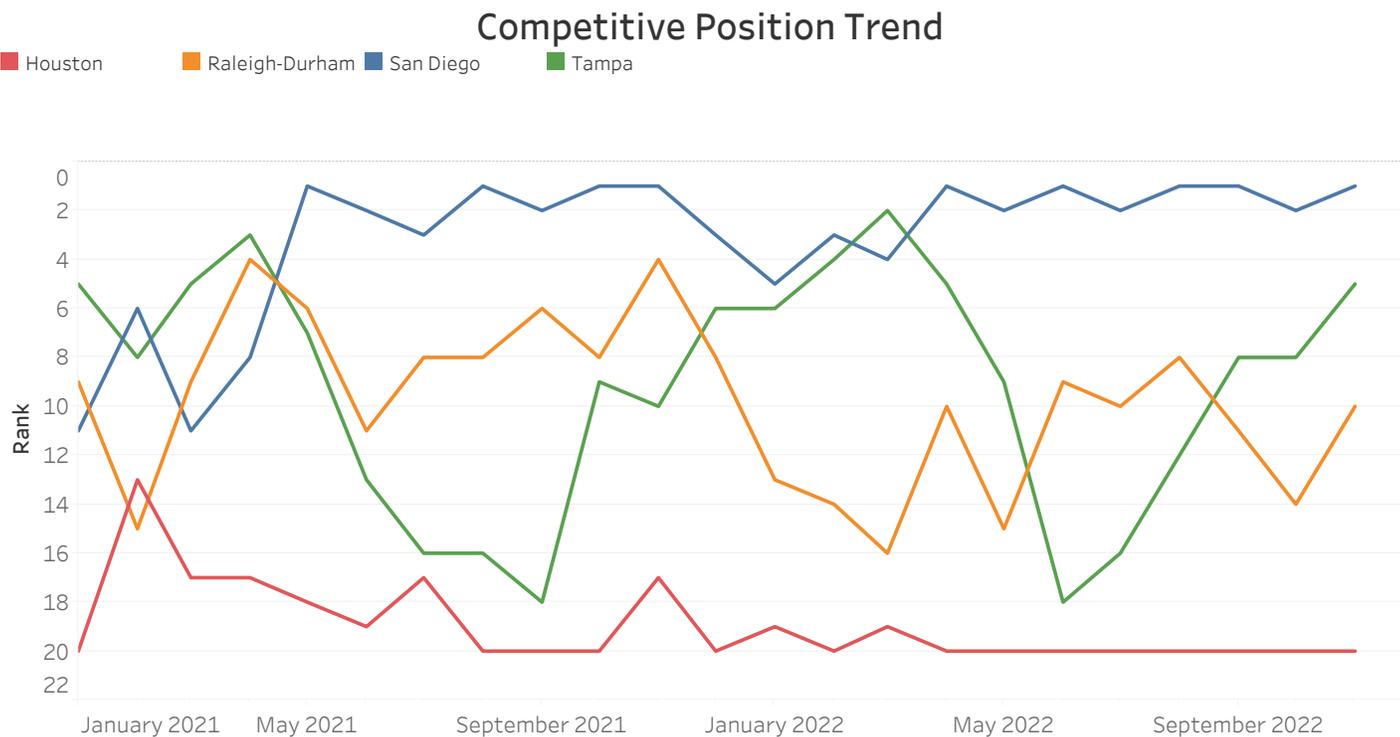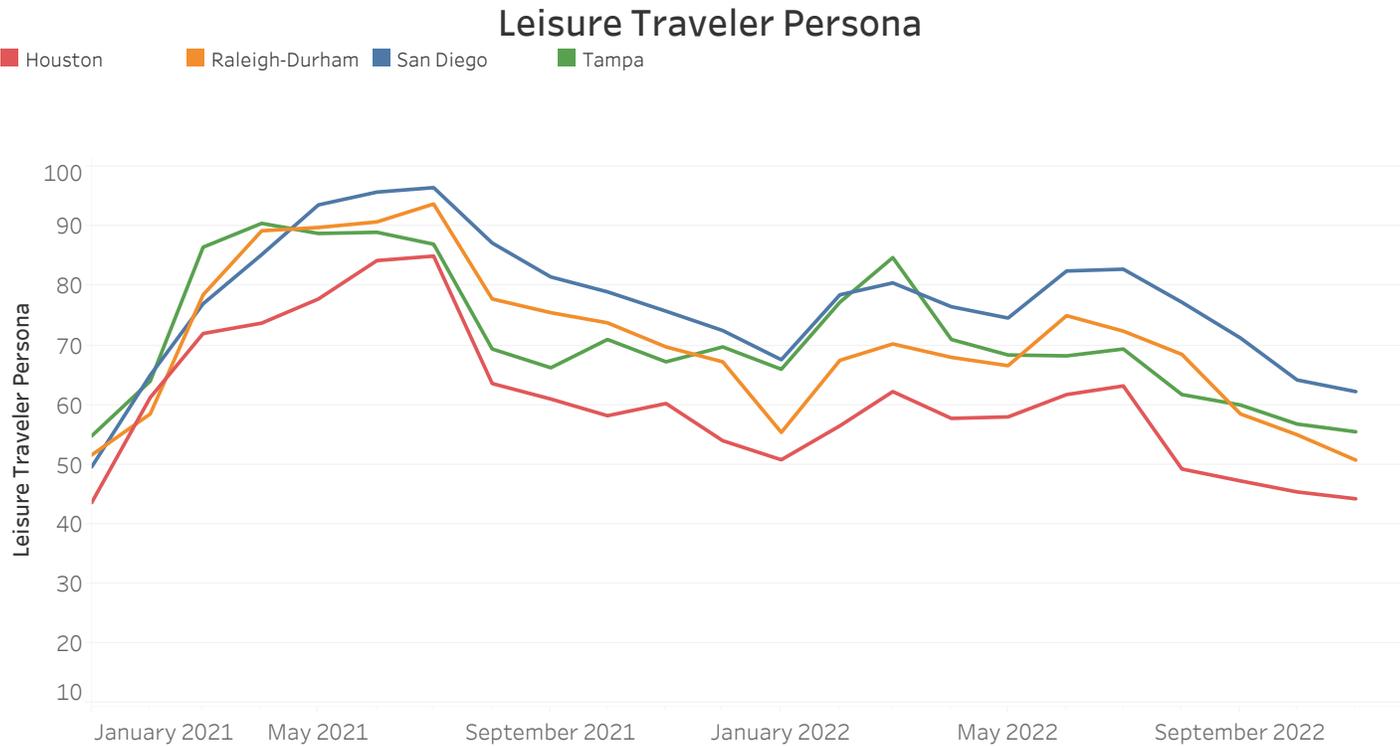
About: Google Trends-based proxy for leisure traveler persona in the region.

Source: Google Trends.

- The search activity related to the leisure traveler persona for all the MSAs, including Tampa, increased till July 2021 and decreased since then.

- Tampa's competitive position dropped in September 2021 and again in June 2022.

Key Takeaways
Google Trends: State of Life

1. The Tampa Bay MSA is among the worst performing MSAs in terms of drug usage.

2. The Tampa Bay MSA has been the worst performing MSA in terms of search for divorce lawyers.

3. The search for housing within The Tampa Bay MSA has seen a declining trend.

Miscellaneous Indicators

In this section, researchers present the analysis of additional indicators related to the state of life, such as air pollution, children eligible for free or reduced-price lunch, and availability of child care centers.

Air pollution is tracked by the CDC National Environmental Public Health Tracking program.

The data for the children eligible for free or reduced-price lunch and the availability of child care centers is obtained from countyhealthrankings.org.

Air Pollution

Air Pollution

Legend: 2014, 2018, 2022

Cities: Atlanta, Austin, Baltimore, Charlotte, Dallas, Denver, Houston, Jacksonville, Miami, Minneapolis, Nashville, Orlando, Phoenix, Portland, Raleigh-Durham, San Antonio, San Diego, Seattle, St. Louis, Tampa Bay

Air Pollution Trend

Legend: Orlando, San Diego, Seattle, Tampa Bay

Competitive Position Trend
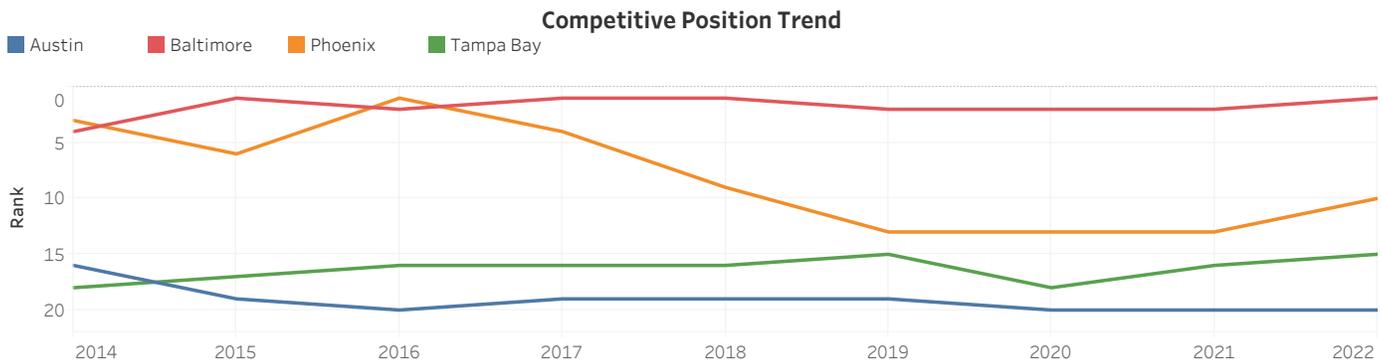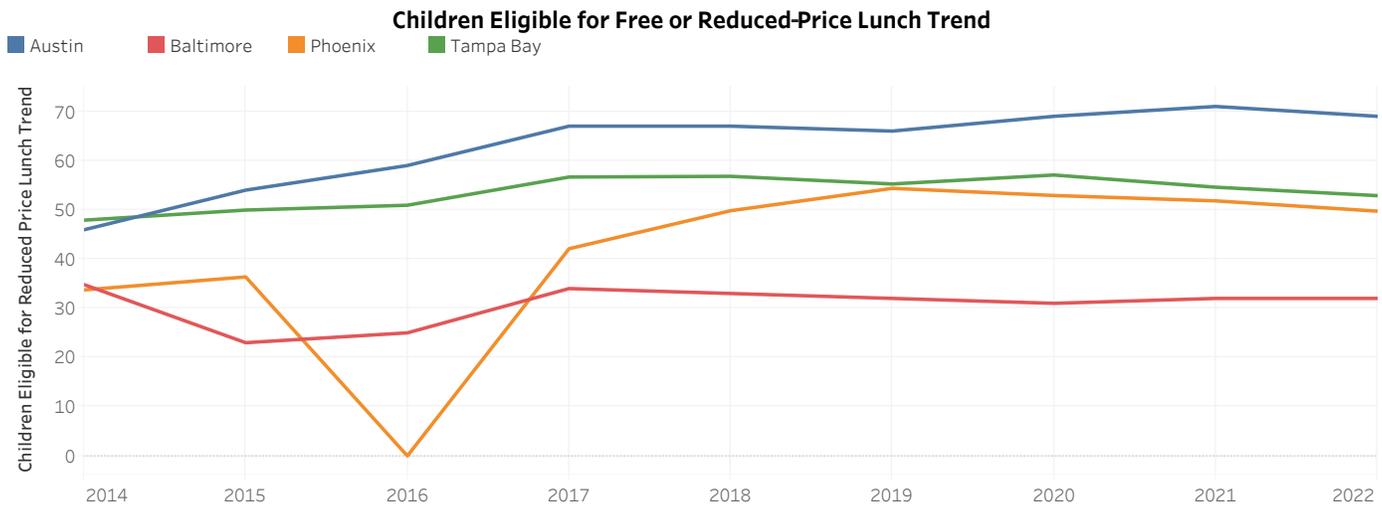
Legend: Orlando, San Diego, Seattle, Tampa Bay

About: Air Pollution is a measure of the fine particulate matter in the air. It is reported as the average daily density of fine particulate matter in micrograms per cubic meter. Fine particulate matter is defined as particles of air pollutants with an aerodynamic diameter less than 2.5 micrometers.

Source: CDC's National Environmental Public Health Tracking program.

- The Tampa Bay region has seen a slight increase in air pollution over the last four years.
- Nashville has seen a significant decrease in air pollution over the last eight years.
- The overall air pollution is lower for all the MSAs than it was in the year 2014.

Children Eligible for Free or Reduced-Price Lunch

Children Eligible for Free or Reduced-Price Lunch

Legend: 2014, 2018, 2022

Children Eligible for Free or Reduced-Price Lunch Trend

Legend: Austin, Baltimore, Phoenix, Tampa Bay

Competitive Position Trend

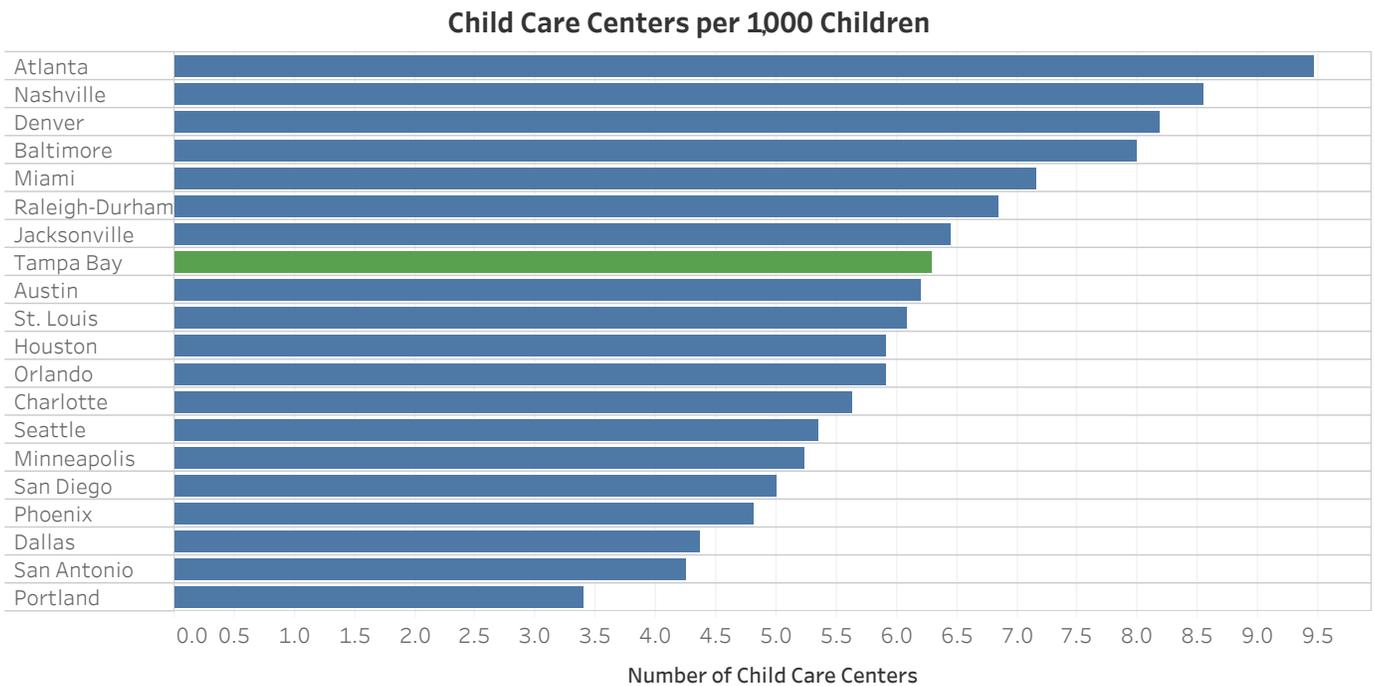Legend: Austin, Baltimore, Phoenix, Tampa Bay

About: The children eligible for free food represents percentage of children enrolled in public schools that are eligible for free or reduced-price lunch.

Source: countyhealthrankings.org.

- The Tampa Bay region remains one of the MSAs with the highest percentage of children eligible for free or reduced-price lunch.

- The percentage of children who has access to free or reduced-price lunch in Austin has a significant rise and is highest among all the MSAs.

Child Care Centers per 1,000 Children

Child Care Centers per 1,000 Children

Region	Value
Atlanta	9.5
Nashville	8.6
Denver	8.2
Baltimore	8.0
Miami	7.2
Raleigh-Durham	6.8
Jacksonville	6.4
Tampa Bay	6.3
Austin	6.1
St. Louis	6.0
Houston	5.8
Orlando	5.8
Charlotte	5.5
Seattle	5.3
Minneapolis	5.2
San Diego	4.9
Phoenix	4.7
Dallas	4.3
San Antonio	4.2
Portland	3.4

Number of Child Care Centers

About: The data represents number of child care centers per 1,000 population under 5 years old.

Source: countyhealthrankings.org.

- The Tampa Bay region is in the top half of the comparision group.
- Atlanta has the highest number of child care centers in the comparision group.

Key Takeaways
Miscellaneous Indicators

1. The Tampa Bay region's air pollution has declined in recent years.

2. The percentage of children eligible for free or reduced-price lunch has slightly declined in the recent years.

3. The Tampa Bay region is in the top half of the comparison group in terms of child care centers per 1,000 children.

Key Takeaways:
State of Life

1. The average rental value and average home price has increased for all the MSAs in recent years.

2. Mental health indicators, such as depression prevalence rate and frequent mental distress, show an increasing trend over the recent years for the Tampa Bay region.

3. The Tampa Bay region is among the worst-performing MSAs in terms of drug usage.

4. The Tampa Bay region's air pollution has declined in recent years.

Final Key Takeaways

State of Work

1. The Tampa Bay MSA is in the bottom half of the comparison group in terms of remote job openings per million individuals.

2. The Tampa Bay MSA is in the bottom half of the comparison group in terms of job openings per million individuals, while the Raleigh-Durham MSA tops the list regardless of the category.

3. Search related to local commerce and online retail witnessed a declining trend in 2022.

4. The search for remote work has been increasing for all MSAs, including Tampa Bay.

5. No clear trend could be observed for searches related to entrepreneurial and innovation activity.

State of Life

1. The average rental value and average home price has increased for all the MSAs in recent years.

2. In the Tampa Bay region, mental health indicators, such as the depression prevalence rate and frequent mental distress, have been increasing in recent years.

3. The Tampa Bay area is among the worst-performing MSAs in terms of drug usage searches.

4. Tampa Bay's air pollution has declined in recent years.

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REGION