

Florida's 2015

# Metropolitan Statistical Area (MSA) Exports to the World

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## Overview of U.S. Metropolitan Statistical Area Exports

In 2015, exports from the United States' 388 Metropolitan Statistical Areas (MSAs) reached \$1.33 trillion, a 7.5% decrease from 2014.

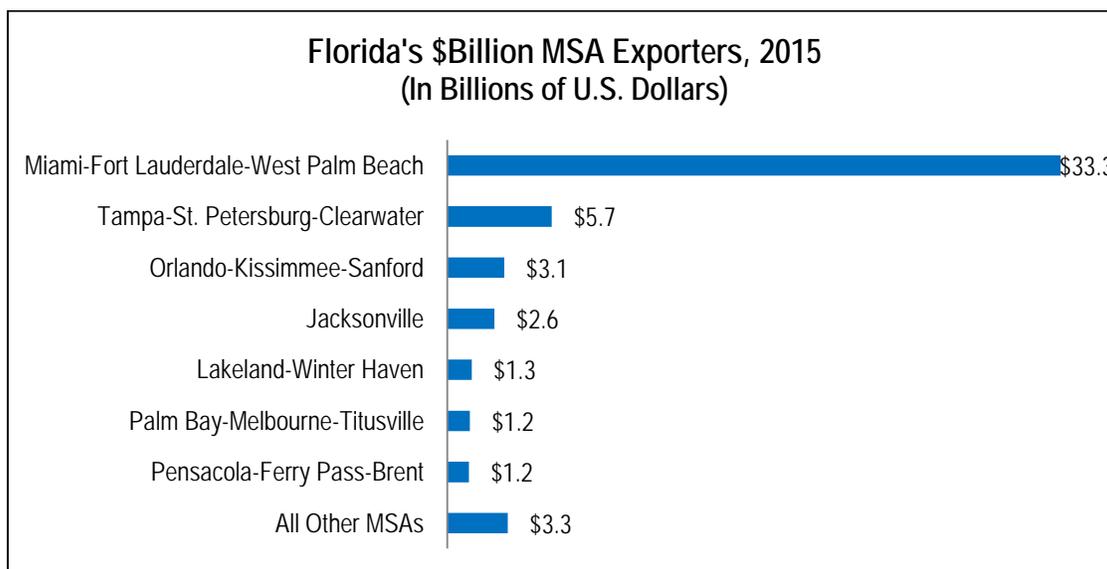
- Of the 388 MSAs, 155 metropolitan areas exported more than \$1.0 billion in merchandise to the world, including seven Florida MSAs.
- Ten metropolitan areas exported merchandise worth more than \$25 billion worldwide.
- Non-metropolitan areas accounted for another 11.0% (\$172.0 billion) of all U.S. exports in 2015.



Top Ten U.S. Metropolitan Statistical Areas, 2015		
Rank	U.S. Metropolitan Statistical Areas	2015 Exports (\$Billions)
1	Houston-The Woodlands-Sugar Land; TX	\$97.1
2	New York-Newark-Jersey City; NY-NJ-PA	\$95.6
3	Seattle-Tacoma-Bellevue; WA	\$67.2
4	Los Angeles-Long Beach-Anaheim; CA	\$61.8
5	Chicago-Naperville-Elgin; IL-IN-WI	\$44.8
6	Detroit-Warren-Dearborn; MI	\$44.3
7	<b>Miami-Fort Lauderdale-West Palm Beach; FL</b>	<b>\$33.3</b>
8	Dallas-Fort Worth-Arlington; TX	\$27.4
9	New Orleans-Metairie; LA	\$27.0
10	San Francisco-Oakland-Hayward; CA	\$25.1
Top Ten MSAs as % of Total U.S. Exports		35.0%

## Florida Metropolitan Statistical Area Export Highlights

- In 2015, 22 Florida MSAs accounted for \$51.6 billion in exports, or 3.9% of all U.S. MSA exports. Another \$750.2 million in exports originated in Florida's non-metropolitan areas, a 2.6% decrease from 2014.
- Over the last five years, from 2011 to 2015, Florida MSA exports have experienced an overall decline of 18.6%. From 2014-2015, Florida MSA exports fell by 10.8%.
- Seven of Florida's MSAs each generated more than \$1.0 billion in exports in 2015 with the Miami-Fort Lauderdale-West Palm Beach MSA accounting for more than twice as much as the others combined.



- The seven Florida MSAs that generated more than \$1.0 billion in exports also hold the largest share of Florida's exports.

2015 MSA Share of Florida Exports		
Florida MSA	% Share of Florida Exports	Change in Share from 2014
Miami-Fort Lauderdale-West Palm Beach	64.5%	▼
Tampa-St. Petersburg-Clearwater	11.0%	▲
Orlando-Kissimmee-Sanford	6.0%	▲
Jacksonville	5.0%	▲
Lakeland-Winter Haven	2.6%	▼
Palm Bay-Melbourne-Titusville	2.4%	▼
Pensacola-Ferry Pass-Brent	2.3%	▲
All Other MSAs Combined	6.3%	▲

- Florida merchandise exports to current U.S. FTA partners in 2015 reached \$21.8 billion – 42.2% of total Florida MSA exports. Just under \$8.5 billion in goods went to the NAFTA region and \$5.1 billion in goods to the DR-CAFTA region.
- Two Florida MSAs ranked in the top 50 for the entire United States in 2015. The [Miami-Fort Lauderdale-West Palm Beach MSA](#) was the 7th largest export market in the U.S., with merchandise shipments totaling \$33.3 billion. The [Tampa-St. Petersburg-Clearwater MSA](#) was the 49th largest export market, with merchandise shipments totaling \$5.7 billion.
- A total of 119 U.S. Metropolitan Areas (31 percent of MSAs) recorded positive growth in exports in 2015. Of the 119 MSAs, eight were from Florida: Homosassa Springs (22.7%), Sebring (18.3%), Tallahassee (9.8%), Naples-Immokalee-Marco Island (5.9%), Jacksonville (3.7%), Deltona-Daytona Beach-Ormond Beach (3.0%), Port St. Lucie (1.0%), and Palm Bay-Melbourne-Titusville (0.1%).

## ***Miami-Fort Lauderdale-West Palm Beach MSA***

- The Miami-Fort Lauderdale-West Palm Beach MSA is one of only 13 U.S. metro areas that accounted for more than half of Florida's exports in 2015 (\$33.3 billion out of the state's \$52.3 billion in exports including non-metropolitan areas ).
- Of the MSA's \$33.3 billion, Miami-Dade County accounted for \$24.8 billion; Broward County – \$6.3 billion, and Palm Beach County \$2.2 billion.
- In 2015, the Miami MSA's top export markets included Mexico (\$2.2 billion); Venezuela (\$2.1 billion); Colombia (\$1.9 billion); Brazil (\$1.8 billion), and Canada (\$1.3 billion). The MSA also ranks among the major metropolitan area exporters to Switzerland, Chile, United Arab Emirates, Dominican Republic and Peru.
- The Miami-Fort Lauderdale-West Palm Beach MSA exported \$13.8 billion in goods to free trade agreement (FTA) countries in 2015.
- More than 29,003 companies exported from the Miami-Fort Lauderdale-West Palm Beach MSA in 2014. (*Latest data available*).

## ***Tampa-St. Petersburg-Clearwater MSA***

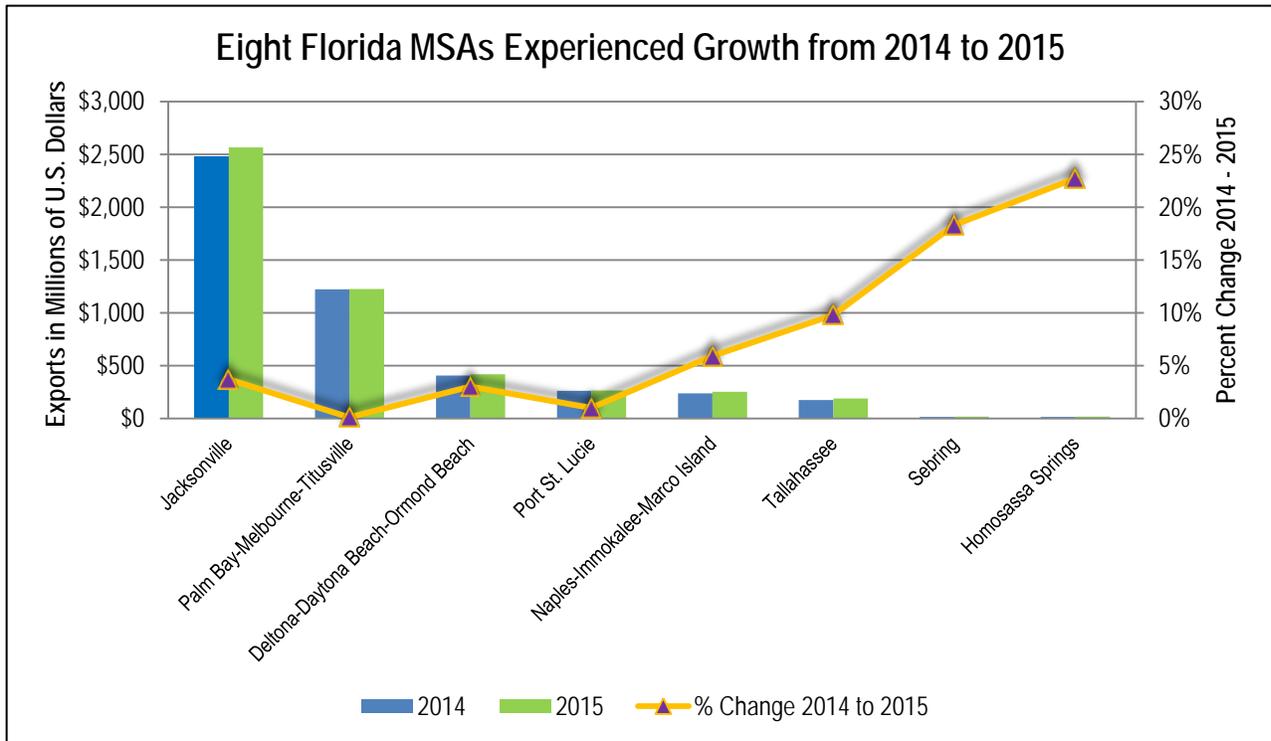
- Of the Tampa MSA's \$5.7 billion in exports, the breakdown by county was as follows: Hillsborough County (\$3.0 billion); Pinellas County (\$2.5 billion); Pasco County (\$157 million), and Hernando County (\$29 million).
- The top export markets included Mexico (\$1.5 billion); Canada (\$529 million); India (\$346 million), and Australia (\$191 million) with \$2.9 billion in goods exported to FTA countries.
- In 2015, \$2.9 billion in goods were exported to FTA countries, accounting for 51% of Tampa area exports.
- More than 3,406 companies exported from the Tampa-St. Petersburg-Clearwater MSA in 2014. (*Latest data available*).

## Exports from all Florida MSAs – 2011 to 2015

2015 Rank	Florida Metropolitan Statistical Areas	2011	2012	2013	2014	2015
1	Miami-Fort Lauderdale-West Palm Beach	43,129,863,646	47,858,713,857	41,771,504,748	37,969,453,744	33,258,546,103
2	Tampa-St. Petersburg-Clearwater	7,736,650,172	7,190,041,538	6,673,044,350	5,817,256,543	5,660,423,267
3	Orlando-Kissimmee-Sanford	3,229,989,189	3,850,647,288	3,227,697,744	3,134,807,409	3,082,669,677
4	Jacksonville	2,385,248,229	2,595,020,515	2,467,786,307	2,473,662,925	2,564,415,477
5	Lakeland-Winter Haven	1,045,098,085	1,870,842,265	1,907,154,200	2,151,920,723	1,318,558,893
6	Palm Bay-Melbourne-Titusville	1,297,627,519	1,133,649,844	1,226,272,753	1,430,398,983	1,224,462,098
7	Pensacola-Ferry Pass-Brent	1,162,785,117	982,260,844	984,285,702	1,223,275,278	1,171,014,743
8	North Port-Sarasota-Bradenton	804,275,389	804,454,845	869,737,406	837,948,724	759,986,952
9	Cape Coral-Fort Myers	305,066,675	509,837,300	442,609,535	496,614,135	487,343,008
10	Deltona-Daytona Beach-Ormond Beach	421,330,702	311,150,617	380,106,308	407,168,230	419,407,171
11	Gainesville	182,450,539	109,911,218	275,508,283	388,316,373	291,628,294
12	Port St. Lucie	305,091,490	348,627,963	295,047,761	304,319,755	264,640,698
13	Naples-Immokalee-Marco Island	275,649,568	245,256,372	240,151,660	262,136,913	253,155,165
14	Panama City	464,314,834	263,509,945	242,389,296	239,143,318	195,948,136
15	Tallahassee	118,059,725	130,752,507	122,502,739	174,044,413	191,154,966
16	Ocala	171,788,064	161,615,157	160,923,603	167,842,492	142,222,781
17	Sebastian-Vero Beach	177,499,882	175,509,416	138,187,666	137,584,380	123,431,672
18	Crestview-Fort Walton Beach-Destin	96,354,425	106,972,709	120,294,242	86,836,357	67,577,385
19	Punta Gorda	29,535,229	34,754,171	33,243,790	50,723,002	32,960,930
20	Sebring	NA	NA	20,273,454	14,738,819	17,440,502
21	Homosassa Springs	NA	NA	13,030,237	13,891,654	17,040,245
22	The Villages	NA	NA	10,284,323	8,773,215	6,633,463
	<b>TOTAL</b>	<b>63,338,678,479</b>	<b>68,683,528,371</b>	<b>61,622,036,107</b>	<b>57,790,857,385</b>	<b>51,550,661,626</b>

## Florida MSA Export Growth Trends, 2014-2015

- Despite declining exports in some of Florida's larger metropolitan areas, eight Florida MSAs saw increases in exports from 2014 to 2015. The top five MSAs reporting the highest export growth rates were: Homosassa Springs (22.7%); Sebring (18.3%); Tallahassee (9.8%); Naples-Immokalee-Marco Island (5.9%), and Jacksonville (3.7%).



Florida MSAs with Export Gains from 2014 to 2015 (U.S. Millions)								
	Jacksonville	Palm Bay-Melbourne-Titusville	Deltona-Daytona Beach-Ormond Beach	Port St. Lucie	Naples-Immokalee-Marco Island	Tallahassee	Sebring	Homosassa Springs
2014	\$2,473.7	\$1,223.3	\$407.2	\$262.1	\$239.1	\$174.0	\$14.7	\$13.9
2015	\$2,564.4	\$1,224.5	\$419.4	\$264.6	\$253.2	\$191.2	\$17.4	\$17.0
% Change 2014-2015	3.7%	0.1%	3.0%	1.0%	5.9%	9.8%	18.3%	22.7%

- From 2014 to 2015, Homosassa Springs MSA exports experienced a growth rate of 22.7%, the highest growth of all Florida MSAs for that period.
- The Sebring MSA had the second highest growth rate from 2014-2015 at 18.3%.
- Fourteen (14) Florida MSAs experienced declines from 2014 to 2015, including the three largest MSAs – Miami-Fort Lauderdale-West Palm Beach (-12.4%); Tampa-St. Petersburg-Clearwater (-2.7%), and Orlando-Kissimmee-Sanford (-1.7%).



## Florida MSA Export Growth Trends, 2011-2015

- Five of the state's 22 MSAs showed positive growth from 2011 to 2015; three were flat, and another eleven reported negative growth.
- The Cape Coral-Fort Myers, Lakeland-Winter Haven and Punta Gorda MSAs reported double-digit growth of 59.7%, 26.2% and 11.6% respectively.
- Out of the MSAs reporting negative growth, Sebastian-Vero Beach and Crestview-Fort Walton Beach-Destin demonstrated the highest rates of decline at -30.5% and -29.9%.

Florida MSA Export Growth from 2011-2015



Florida MSA Growth Trends from 2011-2015					
Florida MSA	2011-2012	2012-2013	2013-2014	2014-2015	2011-2015
Cape Coral-Fort Myers	67.1%	-13.2%	12.2%	-1.9%	59.7%
Lakeland-Winter Haven	79.0%	1.9%	12.8%	-38.7%	26.2%
Punta Gorda	17.7%	-4.3%	52.6%	-35.0%	11.6%
Jacksonville	8.8%	-4.9%	0.2%	3.7%	7.5%
Palm Bay-Melbourne-Titusville	-15.5%	0.2%	24.3%	0.1%	5.3%
Naples-Immokalee-Marco Island	-43.2%	-8.0%	-1.3%	5.9%	0.0%
Panama City	-39.8%	150.7%	40.9%	-49.5%	0.0%
Tallahassee	10.8%	-6.3%	42.1%	9.8%	0.0%
Deltona-Daytona Beach-Ormond Beach	-26.2%	22.2%	7.1%	3.0%	-0.5%
Port St. Lucie	-11.0%	-2.1%	9.2%	1.0%	-4.0%
Gainesville	14.3%	-15.4%	3.1%	-4.2%	-4.4%
Orlando-Kissimmee-Sanford	19.2%	-16.2%	-2.9%	-1.7%	-4.6%
North Port-Sarasota-Bradenton	0.0%	8.1%	-3.7%	-9.3%	-5.5%
Pensacola-Ferry Pass-Brent	-12.6%	8.2%	16.6%	-18.1%	-9.8%
Ocala	-5.9%	-0.4%	4.3%	-15.3%	-17.2%
Miami-Fort Lauderdale-West Palm Beach	11.0%	-12.7%	-9.1%	-12.4%	-22.9%
Tampa-St. Petersburg-Clearwater	-7.1%	-7.2%	-12.8%	-2.7%	-26.8%
Crestview-Fort Walton Beach-Destin	11.0%	12.5%	-27.8%	-22.2%	-29.9%
Sebastian-Vero Beach	-1.1%	-21.3%	-0.4%	-10.3%	-30.5%
Sebring	N/A	N/A	-27.3%	18.3%	N/A
Homosassa Springs	N/A	N/A	6.6%	22.7%	N/A
The Villages	N/A	N/A	-14.7%	-24.4%	N/A
<b>All Florida MSAs</b>	<b>8.4%</b>	<b>-10.3%</b>	<b>-6.2%</b>	<b>-10.8%</b>	<b>-18.6%</b>

## Florida Exports by Region

- Florida's eight regions are represented in the standard metropolitan statistical areas. Of those eight regions, **Southeast Florida** had the highest level of exports in 2015 with a combined total of \$33.6 billion, a decrease of 12.3% from 2014.
- The **Tampa Bay** and **East Central** regions were second and third with exports of \$7.8 billion and \$4.7 billion, respectively.
- Two of the eight regions had positive growth from 2014 to 2015. **South Central** Florida had the largest increase at a rate of 18.3%. **North Central** Florida experienced the second largest increase at a rate of 3.7%.
- **Northwest** Florida had the largest decline from 2014 to 2015 at a rate of -21.8%, followed by **Southeast** Florida (-12.3%) and Tampa Bay (-12.1%).

*Regions are listed in alphabetical order*

<p><b>East Central</b></p> <p>MSAs: Deltona-Daytona Beach-Ormond Beach, Orlando-Kissimmee-Sanford, Palm Bay-Melbourne-Titusville, The Villages</p> <p>2014   \$4.8 billion 2015   \$4.7 billion 2014-2015 Percent Change   -0.9% 2015 Share of Florida   9.2%</p>	<p><b>South Central</b></p> <p>MSA: Sebring</p> <p>2014   \$14.7 million 2015   \$17.4 million 2014-2015 Percent Change   18.3% 2015 Share of Florida   &lt;0.1%</p>
<p><b>North Central</b></p> <p>MSAs: Gainesville, Ocala</p> <p>2014   \$472.2 million 2015   \$433.9 million 2014-2015 Percent Change   -8.1% 2015 Share of Florida   0.8%</p>	<p><b>Southeast</b></p> <p>MSAs: Miami-Fort Lauderdale-West Palm Beach, Sebastian-Vero Beach, Port St. Lucie</p> <p>2014   \$38.4 billion 2015   \$33.6 billion 2014-2015 Percent Change   -12.3% 2014 Share of Florida   65.3%</p>
<p><b>Northeast</b></p> <p>MSAs: Jacksonville</p> <p>2014   \$2.5 billion 2015   \$2.6 billion 2014-2015 Percent Change   3.7% 2015 Share of Florida   5.0%</p>	<p><b>Southwest</b></p> <p>MSAs: Cape Coral-Fort Myers, Naples-Immokalee-Marco Island, Punta Gorda</p> <p>2014   \$786.5 million 2015   \$773.5 million 2014-2015 Percent Change   -1.7% 2015 Share of Florida   1.5%</p>
<p><b>Northwest</b></p> <p>MSAs: Crestview-Fort Walton Beach-Destin, Pensacola-Ferry Pass-Brent, Tallahassee, Panama City</p> <p>2014   \$2.1 billion 2015   \$1.6 billion 2014-2015 Percent Change   -21.8% 2015 Share of Florida   3.2%</p>	<p><b>Tampa Bay</b></p> <p>MSAs: Homosassa Springs, Lakeland-Winter Haven, North Port- Sarasota-Bradenton, Tampa-St. Petersburg-Clearwater</p> <p>2014   \$8.8 billion 2015   \$7.8 billion 2014-2015 Percent Change   -12.1% 2015 Share of Florida   15.0%</p>

Florida Exports by Region and MSA			
Region and MSAs	2014	2015	Percent Change 2014-2015
<b>Southeast</b> <ul style="list-style-type: none"> <li>Miami-Fort Lauderdale-West Palm Beach</li> <li>Sebastian-Vero Beach</li> <li>Port St. Lucie</li> </ul>	38,369,175,037	33,646,618,473	-12.3%
<b>Tampa Bay</b> <ul style="list-style-type: none"> <li>Homosassa Springs</li> <li>Lakeland-Winter Haven</li> <li>North Port- Sarasota-Bradenton</li> <li>Tampa-St. Petersburg-Clearwater</li> </ul>	8,821,017,644	7,756,009,357	-12.1%
<b>East Central</b> <ul style="list-style-type: none"> <li>Deltona-Daytona Beach-Ormond Beach</li> <li>Orlando-Kissimmee-Sanford</li> <li>Palm Bay-Melbourne-Titusville</li> <li>The Villages</li> </ul>	4,774,024,132	4,733,172,409	-0.9%
<b>Northeast</b> <ul style="list-style-type: none"> <li>Jacksonville</li> </ul>	2,473,662,925	2,564,415,477	3.7%
<b>Northwest</b> <ul style="list-style-type: none"> <li>Crestview-Fort Walton Beach-Destin</li> <li>Pensacola-Ferry Pass-Brent</li> <li>Tallahassee</li> <li>Panama City</li> </ul>	2,079,596,126	1,625,695,230	-21.8%
<b>Southwest</b> <ul style="list-style-type: none"> <li>Cape Coral-Fort Myers</li> <li>Naples-Immokalee-Marco Island</li> <li>Punta Gorda</li> </ul>	786,480,455	773,459,103	-1.7%
<b>North Central</b> <ul style="list-style-type: none"> <li>Gainesville</li> <li>Ocala</li> </ul>	472,162,247	433,851,075	-8.1%
<b>South Central</b> <ul style="list-style-type: none"> <li>Sebring</li> </ul>	14,738,819	17,440,502	18.3%
<b>State Totals</b>	<b>57,790,857,385</b>	<b>51,550,661,626</b>	<b>-10.8%</b>

## Florida Metropolitan Statistical Areas and Components

- **Cape Coral-Fort Myers, FL Metropolitan Statistical Area**
  - Principal Cities: Cape Coral, Fort Myers
    - Lee County
  
- **Crestview-Fort Walton Beach-Destin, FL Metropolitan Statistical Area**
  - Principal Cities: Crestview, Fort Walton Beach, Destin
    - Okaloosa County, Walton County
  
- **Deltona-Daytona Beach-Ormond Beach, FL Metropolitan Statistical Area**
  - Principal Cities: Deltona, Daytona Beach, Ormond Beach
    - Flagler County, Volusia County
  
- **Gainesville, FL Metropolitan Statistical Area**
  - Principal City: Gainesville
    - Alachua County, Gilchrist County
  
- **Homosassa Springs, FL Metropolitan Statistical Area**
  - Principal City: Homosassa Springs
    - Citrus County
  
- **Jacksonville, FL Metropolitan Statistical Area**
  - Principal City: Jacksonville
    - Baker County, Clay County, Duval County, Nassau County, St. Johns County
  
- **Lakeland-Winter Haven, FL Metropolitan Statistical Area**
  - Principal Cities: Lakeland, Winter Haven
    - Polk County
  
- **Miami-Fort Lauderdale-West Palm Beach, FL Metropolitan Statistical Area**
  - Principal Cities: Miami, Fort Lauderdale, West Palm Beach, Pompano Beach, Miami Beach, Boca Raton, Kendall, Deerfield Beach, Delray Beach, Jupiter
    - Broward County, Miami-Dade County, Palm Beach County
  
- **Naples-Immokalee-Marco Island, FL Metropolitan Statistical Area**
  - Principal Cities: Naples, Immokalee, Marco Island
    - Collier County
  
- **North Port- Sarasota-Bradenton, FL Metropolitan Statistical Area**
  - Principal Cities: North Port, Sarasota, Bradenton, Venice
    - Manatee County, Sarasota County
  
- **Ocala, FL Metropolitan Statistical Area**
  - Principal City: Ocala
    - Marion County

- **Orlando-Kissimmee-Sanford, FL Metropolitan Statistical Area**
  - Principal Cities: Orlando, Kissimmee, Sanford
    - Lake County, Orange County, Osceola County, Seminole County
- **Palm Bay-Melbourne-Titusville, FL Metropolitan Statistical Area**
  - Principal Cities: Palm Bay, Melbourne, Titusville
    - Brevard County
- **Panama City, FL Metropolitan Statistical Area**
  - Principal City: Panama City
    - Bay County, Gulf County
- **Pensacola-Ferry Pass-Brent, FL Metropolitan Statistical Area**
  - Principal Cities: Pensacola, Ferry Pass, Brent
    - Escambia County, Santa Rosa County
- **Port St. Lucie, FL Metropolitan Statistical Area**
  - Principal City: Port St. Lucie
    - Martin County, St. Lucie County
- **Punta Gorda, FL Metropolitan Statistical Area**
  - Principal City: Punta Gorda
    - Charlotte County
- **Sebastian-Vero Beach, FL Metropolitan Statistical Area**
  - Principal Cities: Sebastian, Vero Beach
    - Indian River County
- **Sebring, FL Metropolitan Statistical Area**
  - Principal City: Sebring
    - Highlands County
- **Tallahassee, FL Metropolitan Statistical Area**
  - Principal City: Tallahassee
    - Gadsden County, Jefferson County, Leon County, Wakulla County
- **Tampa-St. Petersburg-Clearwater, FL Metropolitan Statistical Area**
  - Principal Cities: Tampa, St. Petersburg, Clearwater, Largo
    - Hernando County, Hillsborough County, Pasco County, Pinellas County
- **The Villages, FL Metropolitan Statistical Area**
  - Principal City: The Villages
    - Sumter County

*NOTE: Delineations for U.S. Metropolitan Statistical Areas (MSAs) are established by the Office of Management and Budget (OMB) and reflect the Standards for Delineating Metropolitan and Micropolitan Statistical Areas. As such, over time the delineations of some MSAs may change. For the latest bulletin regarding the status and delineations of U.S. MSAs, please visit: <https://obamawhitehouse.archives.gov/sites/default/files/omb/bulletins/2015/15-01.pdf>.*

## Methodology

All state and metro area export values are from the U.S. Census Bureau's Origin of Movement-ZIP Code Based Series (OM-ZIP). This series, which the Census Bureau reintroduced in 2006, allocates exports to states and localities based on the address of the United States Principal Party in Interest (USPPI) of record.

The USPPI of record is not necessarily the entity that produced the merchandise; hence, the series does not furnish complete and reliable data on the production origin of U.S. exports. For a complete description of the methodology used by the International Trade Administration, please visit: [http://www.trade.gov/mas/ian/metroreport/tg\\_ian\\_002825.asp](http://www.trade.gov/mas/ian/metroreport/tg_ian_002825.asp)

## Data Source

Information found in this report has been derived from the International Trade Administration's "Metropolitan Export Series" which contains merchandise trade exports to the world for 388 U.S. Metropolitan Statistical Areas. Please visit their website for further information at <http://www.trade.gov/mas/ian/metroreport/index.asp>

For further information about Enterprise Florida's international trade programs, please visit our website at [www.enterpriseflorida.com/export](http://www.enterpriseflorida.com/export), or contact:

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