



## Doing Business in Florida: Florida Statistical Data Resources

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With a population of over 17 million residents, Florida is the fourth most populous and the third fastest growing state in the nation.<sup>1</sup> It garners national and international interest in demographic, economic, and social statistics from people interested in moving to or visiting the state, starting businesses, financing business ventures, or planning for the state's growth.

### What is BEBR?

The Bureau of Economic and Business Research (BEBR) is an excellent first stop for data about Florida. Founded in 1929, BEBR is an applied research bureau located in the Warrington College of Business at the University of Florida. BEBR plays a number of roles within the state, the college, and the university. Its research provides decision makers with data and analyses that contribute to a deeper understanding of Florida's rapidly changing economic and demographic climate. Much of the data sought from BEBR revolves around Florida's population, housing, and retail sales.

<sup>1</sup> Population Division, U.S. Census Bureau (2004, December 22), "Cumulative Estimates of Population Change for the United States and States, and for Puerto Rico and State Rankings: April 1, 2000 to July 1, 2004" (NST-EST2004-02), retrieved February 4, 2005 from <http://eire.census.gov/popeststates/tables/NST-EST2004-02.xls>.

BEBR's mission is to: 1) collect, analyze, and generate economic and demographic data on Florida and its local areas; 2) conduct economic, demographic, and public policy research on topics of particular importance to the State of Florida; and 3) distribute data and research findings throughout the state and the nation. BEBR accomplishes its mission through three research and two support services programs.

### BEBR Programs

**Population.** Contracted by the State of Florida, BEBR's Population Program annually produces and publishes the state's official population estimates and projections. State estimates are published for counties, cities, and unincorporated areas. Population projections for counties include age, race, sex, and Hispanic origin breakdowns through the year 2030.

BEBR began making population estimates for Florida and its counties in the 1950s. The Population Program was formally established in 1972, when BEBR received the first of a continuous series of annual contracts from the State of Florida to produce the state's official city and county population estimates. These estimates are used for revenue-sharing and a variety of

other planning and analytical purposes. The Population Program has expanded its scope of analysis over time. Currently, it produces population estimates for each county and incorporated city in Florida; population estimates and projections by age, sex, race, and Hispanic origin for the state and each of its counties; and estimates of households and average household size for the state and each of its counties.

Members of the Population Program work on a variety of demographic research projects and publish the results in books, monographs, scholarly journals, and technical reports. They also make presentations on Florida's demographic trends to business, government, and civic groups throughout the state and respond to many telephone requests for demographic data and analysis. BEBR is Florida's representative to the Federal-State Cooperative Programs for Population Estimates and Projections, and works closely with the U.S. Census Bureau to improve the quality of demographic data in Florida. In recent years, staff members have served on the U.S. Census Bureau Advisory Committee, the National Research Council's Panel to Evaluate Alternative Census Methodologies, the Board of Directors of the Southern Demographic Association, and the Population Association of America's Committee on Applied Demography.

**Economic Analysis.** The Economic Analysis Program was formed in 2002 through the merger of two longstanding BEBR programs: Forecasting and Policy Studies. Staff members conduct research on a variety of economic issues that have policy implications for the state of Florida. Recent topics have included economic conditions that affect the demand for transportation infrastructure; the relationship between income growth, population growth, and

regional physical characteristics; and regional differences in price level indexes. The Economic Analysis Program annually produces and publishes the *Florida Price Level Index* (FPLI) for the state Department of Education comparing price levels among Florida's 67 counties. Categories include food, health care, housing, personal goods and services, and transportation. The FPLI is available on the BEBR web site at [www.bebr.ufl.edu/Publications/Data\\_Series.shtml](http://www.bebr.ufl.edu/Publications/Data_Series.shtml).

The Economic Analysis Program receives research contracts from a variety of state and federal agencies and often collaborates with research centers at other universities in Florida. Its research is published regularly in scholarly journals and as technical reports for government agencies. Staff members make presentations on Florida's economy to business, civic, and government groups throughout the state and often provide analytical insights to members of the media. Over the years, staff members have served on the Governor's Council of Economic Advisors, the Post-Secondary Education Finance Task Force, and the Trends and Conditions Group of the Florida Department of Transportation.

**Survey Research.** The Survey Program was established in 1979 to conduct research on consumer attitudes and buying behavior in Florida. It operates the **UF Survey Research Center (UFSRC)**, a 75-station computerized lab operating seven days a week. The UFSRC conducts a regular monthly survey of some 500 households in Florida and generates an index that measures changes in Floridians' consumer confidence. Staff members conduct research on a variety of survey-related topics, publish the results in scholarly journals, and make presentations at professional conferences.

The UFSRC also conducts customized surveys for a variety of government agencies, university research centers, and businesses. Recent clients have included the UF Department of Anthropology, the UF Department of Forestry, the UF Department of Parks and Recreation, the UF Institute for Child Health Policy, the Florida Agency for Health Care Administration, the Florida Department of Education, the Florida Department of Elder Affairs, the Florida Department of Health, the Florida Public Service Commission, the Kansas Health Institute, and the National Science Foundation.

The Survey Program accepts proposals for funded survey research from outside sources. Staff members can provide assistance in sample design, wording of questions, survey implementation, and data analysis.

**Support Services Programs.** BEBR's **Information/Publication Services** Program produces and publishes three annual statistical reference volumes, a series of county-level reports, manages the BEBR web site, and is responsible for marketing all of BEBR's publications and products. In addition, Information/Publication Services publishes monthly and annual state and county building permit, housing start, and gross and taxable sales data from the BEBR database.

The **Administrative and Information Technology** Program provides operational background support for all of BEBR's programs. BEBR's database and network are managed through this program.

Additionally, the staff handles publication orders, distribution, and promotion mailings.

## **Where to Look for Florida Data: BEBR First**

BEBR offers a variety of demographic and economic subject reports of interest to persons conducting business in Florida. Users are referred to the BEBR web site ([www.bebbr.ufl.edu](http://www.bebbr.ufl.edu)) for a complete list of publications, summaries, and price and ordering information. Table 1 offers a snapshot of some of the data provided by BEBR in some of its publications. BEBR produces an annual population report, *Florida Estimates of Population* which features statewide population estimates for counties, cities, and unincorporated areas and includes figures from the 2000 census for comparison. Components of population change, persons per square mile, age and race, and ranked data are also presented.

Household data and population projections (Figure 1) can be found in the BEBR series *Florida Population Studies*. Persons interested in Florida's construction industry may find what they need in the monthly and annual publication, *Building Permit Activity in Florida*, which provides single- and multifamily residential unit permit issuance data along with estimated costs of construction for the state, counties, municipalities, and unincorporated areas. BEBR offers additional county-level construction permit and housing start data in unpublished form from the BEBR database. BEBR also distributes Florida's monthly and annual gross and taxable sales data presented by county or by kind of business as reported by the state Department of Revenue. BEBR's UF Survey Research Center publishes a monthly online *Florida Consumer Confidence Index* on or around the 25<sup>th</sup> of each month.

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**Table 1. Florida Statistics in Brief**

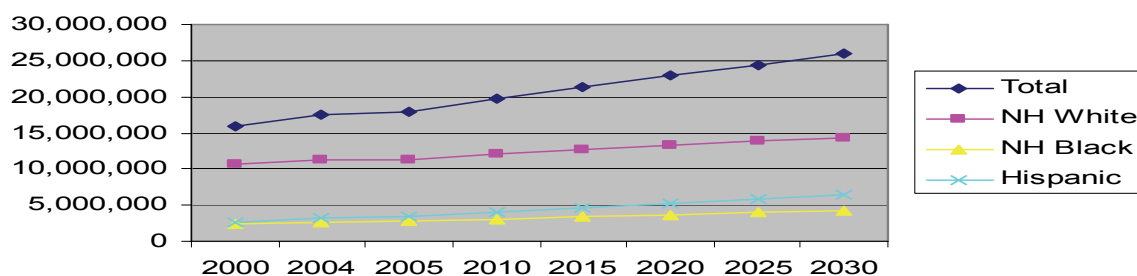
Item	Number	Item	Number
Population estimate, 2004	17,516,732	Public school enrollment, 2003-04	2,600,521
Percentage female	51.1	Average teacher's salary (\$)	40,598
Under 5 years old	1,040,894	Nonagricultural employment, 2003 (1,000)	7,285.5
School-age (5-17)	2,898,006	Civilian labor force, 2003	8,164,000
Voting-age (18+)	13,577,832	Unemployment	420,000
Aged 65+	3,051,568	Rate	5.1
White Non-Hispanic	11,196,128	Personal income, 2002 (\$1,000)	496,706,399
Black Non-Hispanic	2,659,154	Per capita amount (\$)	29,758
Hispanic	3,247,188	Disposable (\$1,000,000)	469,892
Projection, 2030	25,898,476		
Households, 2004	6,949,759	Domestic visitors, 2003	74,595
Average household size	2.46	Crime rate per 100,000 population, 2003	5,164.2
Housing starts, 2003	203,548	Change from 2002 (%)	-2.3
Single-family	150,967	Lottery sales, 2003-04 (\$1,000)	3,137,259
Multifamily	52,581		

Source: BEBR, *Florida Population Studies*, 2005, Volume 38, No. 3, Bulletin 142, and Volume 38, No. 1, Bulletin 140; *Annual Historical Building Permits and Housing Starts, 1976-2004*; and *Florida Statistical Abstract*, 2004.

*Abstract*, *Florida County Rankings*, and *Florida County Perspective*. Similar to the *Statistical Abstract of the United States*,<sup>2</sup> and referred to as “the state data book,” the *Florida Statistical Abstract* is an 870-page tabular reference volume of statistics. Now in its 37<sup>th</sup> year, the *Abstract* covers 26 major topic areas (e.g., population, housing,

construction, income, employment, tourism, and finance, insurance, and real estate, etc.) and offers both state and international comparison sections as well as data graphs and maps. Statewide data appear on every table, with county-level data on most. Some data are also presented by Metropolitan Statistical Area (MSA) and future editions

**Population Projection by Race and Hispanic Origin, 2000 - 2030**



Source: University of Florida, Bureau of Economic and Business Research, *Florida Population Studies*, Volume 38, No. 3, Bulletin 141, June 2005.

<sup>2</sup> Published annually by the U.S., Department of Commerce, Bureau of the Census and available online at [www.census.gov/statab/www/](http://www.census.gov/statab/www/).



will include Micropolitan Statistical Area data as well. Data sources are cited on each table to aid the user.

*Florida County Rankings* ranks approximately 800 county-level data variables among all 67 Florida counties. This publication is of particular interest to the media and for those seeking comparisons between counties.

*Florida County Perspective* provides ranked statistical variables for a single county. In addition, *Perspective* includes a historical series of demographic, economic, and social data for the county dating back to 1980. Counties are available separately, or on a CD-ROM of all 67 county perspectives.

BEBR also distributes U.S. Bureau of Economic Analysis (BEA) Regional Economic Information System (REIS) personal income data on DVD-ROM. The REIS DVD includes state and county annual personal income by major source, per capita personal income, earnings by industry, full- and part-time employment, industry regional economic profiles, transfer payments by major program, and farm income and expenses. Total and per capita personal income for the state, MSAs, and counties are available on the BEBR web site at [www.bibr.ufl.edu/Publications/Data\\_Series.shtml](http://www.bibr.ufl.edu/Publications/Data_Series.shtml).

### **Online Sources of Florida Economic and Demographic Data**

A wealth of Florida statistical data can now be found on the Internet from various public and private agencies. Many of these agencies publish county-level data and some produce city data. Other agencies provide data by zip code or industry classification codes. Most agency web sites offer downloads of publications or data directly,

or provide the user with information about where to find data. Most public and college and university libraries within the state have BEBR publications and/or publications from state and federal government agencies. Many of these libraries also subscribe to online publications.

**State Agencies.** Most Florida government agencies can be accessed through the state's portal at [www.myflorida.com](http://www.myflorida.com). Space does not allow for a discussion of all of the agencies here; however, a few are particularly noteworthy to those doing business in Florida.

State and county-level employment and payroll data by industry are available from the Florida Agency for Workforce Innovation ([www.floridajobs.org](http://www.floridajobs.org)) along with state, county, and MSA labor force, employment, and unemployment statistics and unemployment compensation data.

Information on community planning, housing and community development, and emergency management can be found on the Florida Department of Community Affairs web site ([www.dca.state.fl.us/index.cfm](http://www.dca.state.fl.us/index.cfm)). The Florida Legislature's Office of Economic and Demographic Research ([www.state.fl.us/edr](http://www.state.fl.us/edr)) forecasts economic and social trends affecting policy, revenues, and appropriations and offers data on Florida's regional economic activity at the metropolitan statistical area level along with county and municipal revenue estimates. Florida property and sales tax collections and distribution data can be obtained from the Department of Revenue ([www.state.fl.us/dor](http://www.state.fl.us/dor)).

VISIT FLORIDA, Inc. is Florida's official tourism industry marketing corporation ([www.flausa.com](http://www.flausa.com)). Its research department tracks air and non-air visitors

and tourism trends. The Governor's Office of Tourism, Trade, and Economic Development (OTTED) works with public and private agencies developing policies to provide economic opportunities to Floridians. OTTED links to agency web sites with Florida data can be found at (<http://www.myflorida.com/myflorida/government/governorinitiatives/otted/index.html>)

Florida's Business and Professional Regulation department ([www.myflorida.com/dbpr](http://www.myflorida.com/dbpr)) offers licensing data and information on numerous professions throughout the state. Enterprise Florida, Inc. ([www.effl.com](http://www.effl.com)) represents a partnership between government and private business leaders and is the primary economic development organization for the state. EFI is a helpful source of Florida customs trade data.

**Federal Agencies.** Probably the most comprehensive source of demographic, economic, and social data at the state and frequently at the MSA and county level is the U.S. Census Bureau ([www.census.gov](http://www.census.gov)). The Census Bureau web site offers an extensive subject index to their data and links to other federal and state government agencies. Every five years the Census Bureau conducts an economic census. State, county, and small area data from the Economic Census are released on the Census Bureau's web site ([www.census.gov/econ/census02](http://www.census.gov/econ/census02)) along a timeline as the data become available. Data from the 2002 Economic Census for Florida are scheduled to be released in the second quarter of 2005.

Other Census Bureau releases from the 2002 Economic Census include minority- and women-owned businesses, and the commodity flow and vehicle and inventory use survey results.

FirstGov ([www.firstgov.gov](http://www.firstgov.gov)) is the official portal of the U.S. government and features a data and statistics reference center with a variety of links to federal, state, and county data and agencies. Topics include aging, children and families, health, labor, crime, transportation, geography, population, and economic indicators.

The Bureau of Labor Statistics ([www.bls.gov](http://www.bls.gov)) produces the national consumer price index and provides employment and wage data for the state by industry and for large counties and Metropolitan Statistical Areas.

An excellent source of national, state, and local personal income data is the Bureau of Economic Analysis (BEA). The BEA also provides gross state product, poverty statistics, and median family and household income on their web site at [www.bea.gov](http://www.bea.gov).

### Online Sources of Social and Other Data

Several state and federal agencies provide online sources of social and other data for Florida at the county level. Table 2 provides a listing of selected social data resources by subject. Additional agencies providing Florida social data may be located on the state's official web site at [www.myflorida.com](http://www.myflorida.com).

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Table 2. Sources of Florida Social and Other Data

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Subject	Agency	Web site
Agriculture	US Dt. of Agriculture, Natural Agricultural Statistics Service	<a href="http://www.nass.usda.gov">www.nass.usda.gov</a>
	FL Dt. of Agriculture & Consumer Services, FL Agricultural Statistics Service	<a href="http://www.nass.usda.gov/fl/">http://www.nass.usda.gov/fl/</a>
Climate	US National Oceanic & Atmospheric Administration	<a href="http://nndc.noaa.gov">http://nndc.noaa.gov</a>
Crime	US Dt. of Justice, Bureau of Justice Statistics	<a href="http://www.ojp.usdoj.gov">www.ojp.usdoj.gov</a>
	FL Dt. of Corrections	<a href="http://www.dc.state.fl.us">www.dc.state.fl.us</a>
	FL Dt. of Juvenile Justice	<a href="http://www.djj.state.fl.us">www.djj.state.fl.us</a>
	FL Dt. of Law Enforcement	<a href="http://www.fdle.state.fl.us">www.fdle.state.fl.us</a>
Education	FL Dt. of Education	<a href="http://www.firn.edu.doe">www.firn.edu.doe</a>
Elderly	FL Dt. of Elder Affairs	<a href="http://elderaffairs.state.fl.us">http://elderaffairs.state.fl.us</a>
Elections	FL Dt. of State, Division of Elections	<a href="http://election.dos.state.fl.us">http://election.dos.state.fl.us</a>
Environment –air pollution –parks –solid waste	FL Dt. of Environmental Protection	<a href="http://www.dep.state.fl.us">www.dep.state.fl.us</a>
Geography	US Census Bureau	<a href="http://www.census.gov">www.census.gov</a>
Medicare & Medicaid	US Dt. of Health & Human Services, Centers for Medicare & Medicaid Services	<a href="http://cms.hhs.gov">http://cms.hhs.gov</a>
Social Security, Supplemental Security Income	US Dt. of Health & Human Services, Social Security Administration	<a href="http://www.ssa.gov">www.ssa.gov</a>
Vital statistics (births/deaths)	FL Dt. of Health, Office of Vital Statistics, Public Health Statistics Section	<a href="http://www.doh.state.fl.us">www.doh.state.fl.us</a>

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