



BUREAU OF
ECONOMIC AND
BUSINESS RESEARCH

Christopher McCarty
Florida League of Cities
August 16, 2013

www.bebr.ufl.edu

BEBR Mission

**Collect, generate and analyze
economic data on Florida and its local
areas**

**Conduct economic and demographic
research that will inform public policy
and business decision making**

**Distribute data and research findings
throughout the state and nation**

About BEBR

- **Founded in 1929**
- **College of Liberal Arts & Sciences**
- **Florida's Official Population Estimates**
- **Produces Florida's Price, Wage, and Retail Indexes and the County Price Level Index**
- **Conducts Surveys, Including Monthly Statewide Consumer Sentiment Index**

BEBR's Three Research Programs

- **Population Studies**
- **Economic Analysis**
- **Survey Research**

BEBR Population Studies Program

- Official Population Estimates (revenue sharing)
- Population Projections
- Population Aging
- Migration
- Demography of Florida



www.bebr.ufl.edu/population

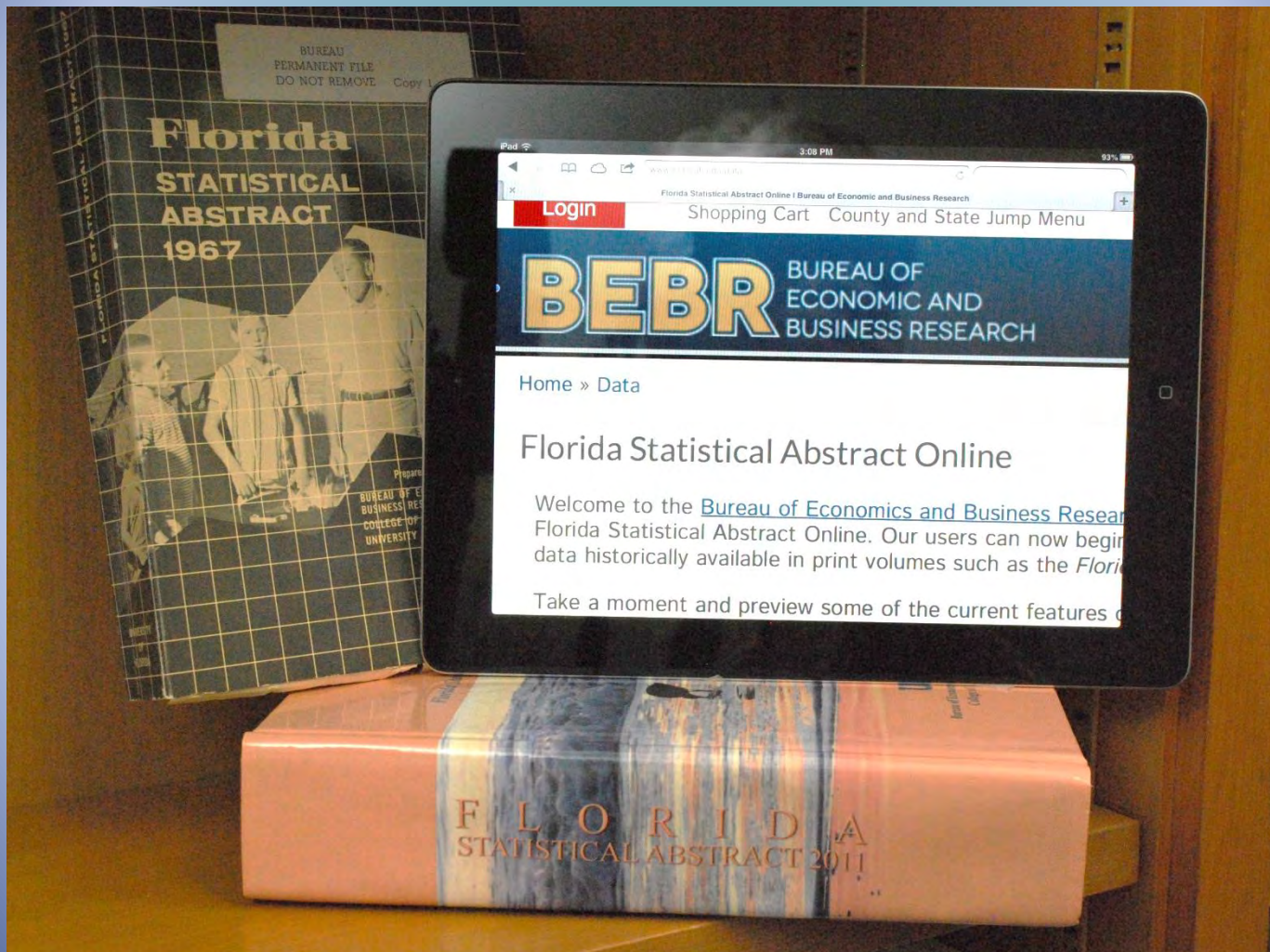
Economic Analysis Program

Conducting research for a variety of local and state government agencies as well as private industry:
Cost Effectiveness, Economic Impact, Fiscal Policy



Published Annually Since 1967

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House Value And Consumer Spending In Florida



The effect of recent increases in home value on additional household spending is not overwhelming, but it helps and is a welcome change of direction.

Labor Market Polarization In Florida



Florida's labor market is polarizing. Florida's lack of high-skill jobs and low investment in education, along with baby boom retirements, mean low-skill jobs will likely replace vanishing mid-skill jobs more so than in the rest of the US.

A Look Back: 2012 Presidential Polls In Florida



Florida Statistical Abstract Online

Two Million
published data points

58,000+
published time series

1,400+
published variables

Our Database is growing

[Read More](#)

Economic Analysis

Research on economic issues and their policy implications for Florida

Population Studies

Population estimates and projections for Florida cities and counties

Survey Research

Surveys for program evaluation and prevalence estimates

Florida Indicators

Jul 24	Northeast Home Price Index	»
	06/01/2013 - 06/30/2013 Indicator Definition	
Jul 24	Midwest Home Price Index	»
	06/01/2013 - 06/30/2013 Indicator Definition	
Jul 23	Florida Home Sales and Median Price	»
	06/01/2013 - 06/30/2013 Indicator Definition	

Data Snapshot

\$34,413.38
Real Per Capita Income (2005 \$)

0.20% **4.06%**
% Chg (1 yr) % Chg (10 yr)

\$40,000

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BEBR's UF Survey Research Center



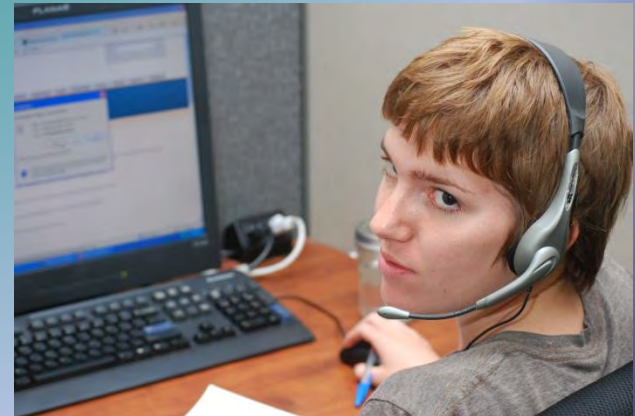
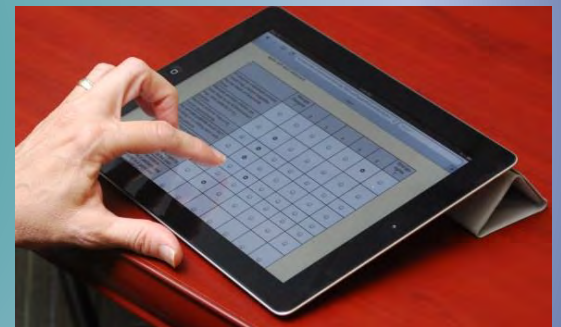
www.bebr.ufl.edu/survey



UFSRC Methods

- Telephone
 - Landline
 - Cell Phone
- Mail

- Focus Groups
- Web
- Face-to-Face



About the Survey Research Center

- State-of-the-art Survey Research Program
- Computerized Telephone Survey Lab

- 93 Stations
- Data Security
- Exacting Standards of Quality Control





Some of our Clients

Fl^orida KidCare



UFSRC Training & Monitoring

Mentor
on
Duty.



Scheduler: Lab Management Software

- Time records & payroll
- Budget tracking
- Employee evaluations
 - Quality control, including call monitoring
 - Productivity & Attendance
- Shift supervision tools
 - Bird's eye view of employee seating, assignments, and real-time phone activity

UFSRC Interviewers: Professional and Friendly

Bilingual Capacity

- English, Spanish, and Haitian Creole
- Spanish-speaking interviewers from many different countries
 - Cuba, Mexico, Peru, Venezuela, Columbia, Argentina, Puerto Rico

Interviewing staff often exceeds 200



News sources that have used our data

TALLAHASSEE DEMOCRAT
Tallahassee.com

South Florida
Sun-Sentinel

The Miami Herald 

TV20^{abc}
WCJB GAINESVILLE

**THE
TAMPA
TRIBUNE**
LIFE. PRINTED DAILY.

SARASOTA
Herald-Tribune

The Gainesville
Sun

St. Petersburg
Times

FLORIDA'S
89.1
WUFT-FM

The Florida Times-Union

The Palm Beach Post
BREAKING NEWS STARTS HERE

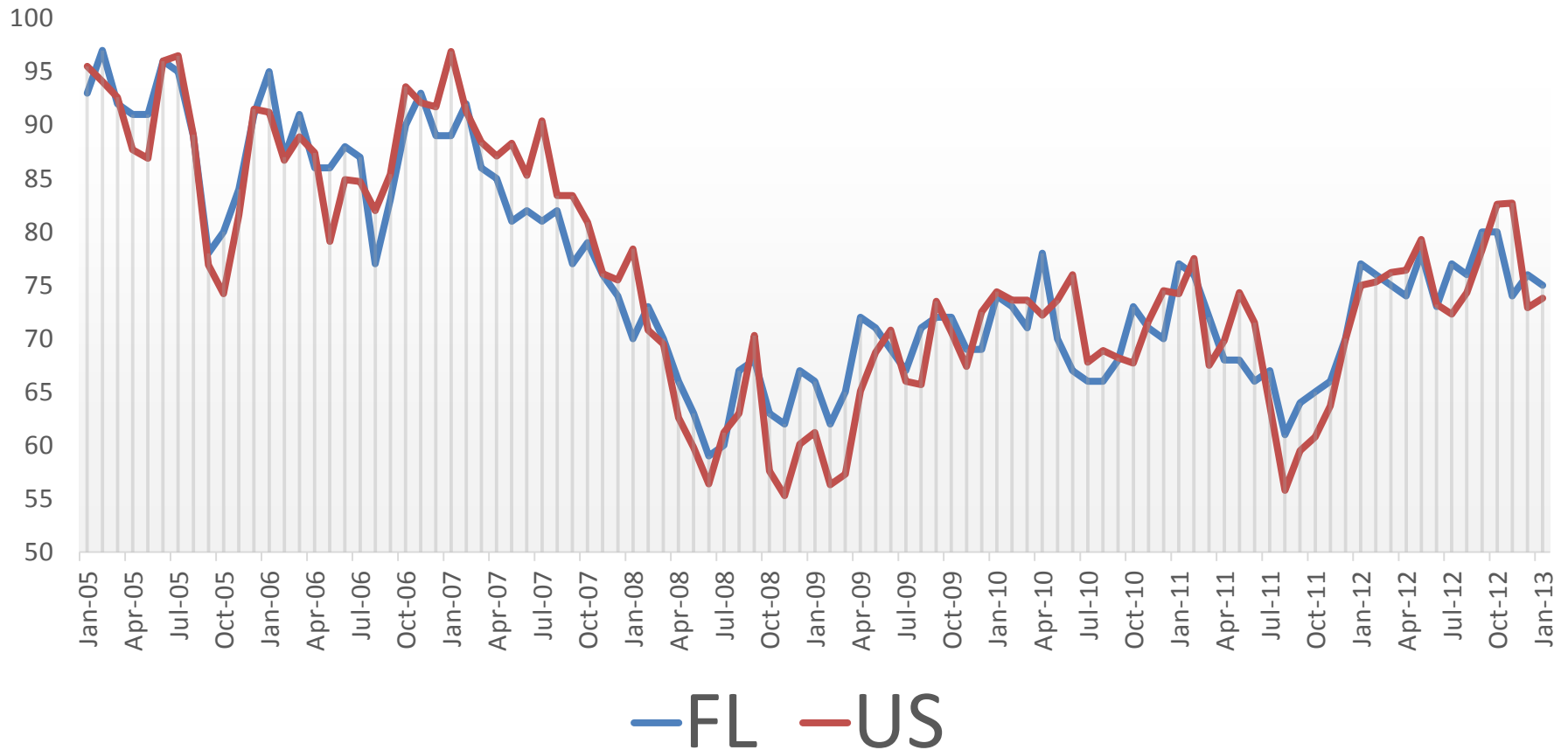
The New York Times

Consumer Sentiment Index Survey

- Calculated each month from telephone responses of approximately 500 Florida households
- Designed to predict consumer spending which accounts for 70% of Gross Domestic Product (GDP)
- Barometer of public opinion about economy
- Conducted since 1983

Consumer Sentiment Survey Results

Index of Consumer Sentiment



Consumer Sentiment Survey Methods

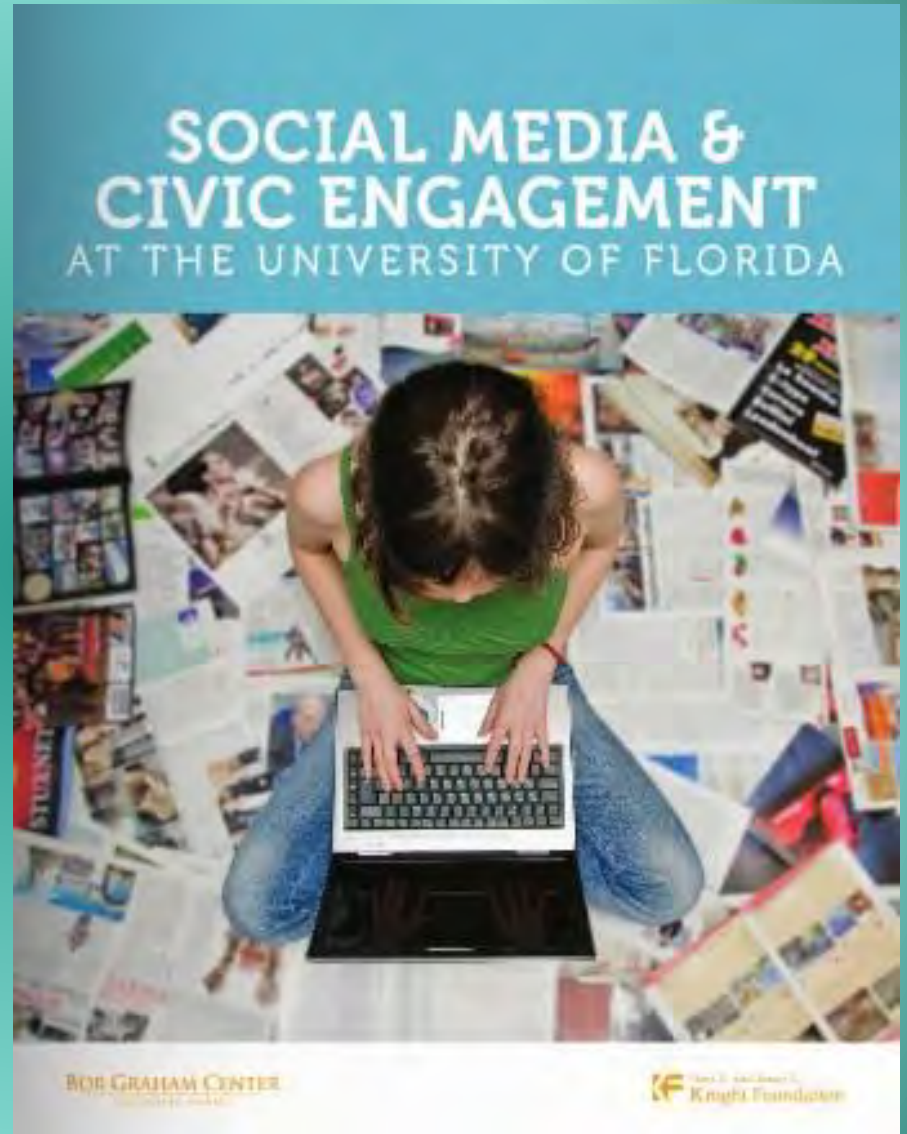
- Approximately 5,000 Random Digit Dial phone numbers released each month
- Proportionate to households by county
- Preliminary consumer confidence release the last Tuesday of each month with at least 400 completed interviews
- By the end of the month we collect at least 500 interviews
- ***Additional questions can be added***

Partnership with Graham Center



Polling on current issues

- BEBR provides survey expertise
- Graham Center provides context and releases data



Partnership with Graham Center: Issues Facing 2013 Legislature

- Allow undocumented students to receive in-state tuition at Florida's public colleges and universities
- Require Internet retailers to pay state sales tax
- Ban discrimination based on sexual orientation and gender identity
- Close the state's pension plan to new employees
- Ban texting while driving

Partnership with Graham Center: Texting and Driving



Florida poll shows support for ban on texting and driving

UNIVERSITY OF FLORIDA
Special to Florida Weekly

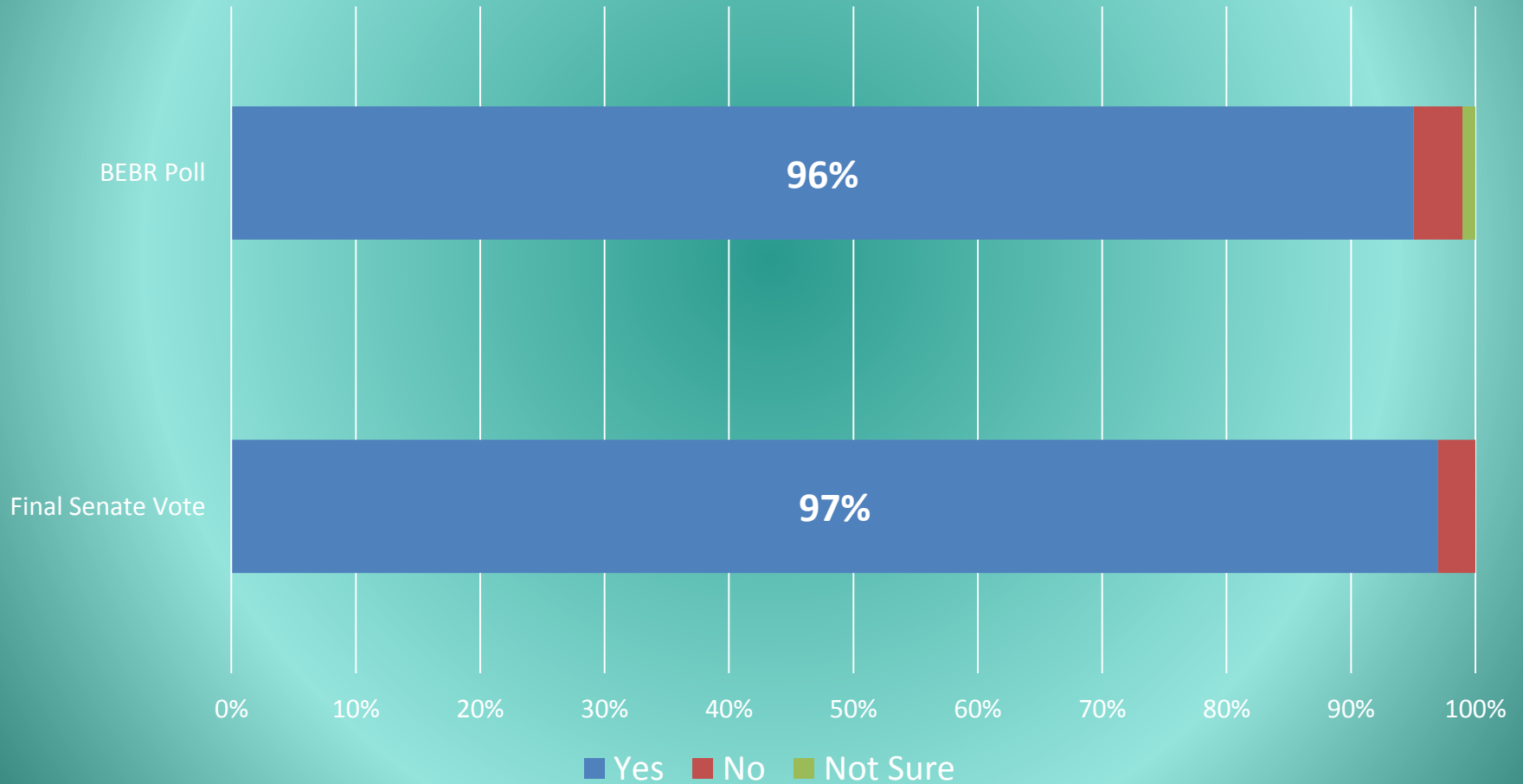


A new University of Florida poll concludes that an overwhelming majority of Florida citizens support legislation that would ban texting while driving.

The poll was conducted by the Bob Graham Center for Public Service in collaboration with the University of Florida's Bureau of Economic and Business Research. Ninety-five percent of respondents support legislation that would ban texting while driving. Only 4 percent oppose the legislation.

In the past three years, attempts to pass such legislation have failed, leaving Florida as one of only five states without restrictions on texting and driving.

Partnership with Graham Center: Texting and Driving *Our Poll vs. Legislature Vote*



Partnership with Graham Center: Polling on Competitive Workforce Act



Florida lawmakers also abandoned the Competitive Workforce Act, which would have updated the state's Civil Rights Act of 1992 to include protections against discrimination for reasons of sexual orientation and gender identity.

Tallahassee dropped the ball on the act, which 73 percent of Floridians support according to a Bob Graham Center for Public Service poll.

Partnership with Graham Center



Quality data collection and
analysis &



Insightful explanation of
what the data mean