# Florida Strategic Plan for Economic Development

## Technical Appendix

### Data Definitions

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# Alphabetical Listing of Data Definitions

# Alphabetical Listing of Data Definitions (continued)

# Data Definitions

## Florida's Competitive Position – Key Indicators to Watch

### *Total Employment*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Employment (annual average) | 7,151,100 | 8,009,800 | 7,400,100 |
| Florida Growth Rate (annual change from previous year) | 1.3% | 0.2% | 1.8% |
| Florida Rank Among 50 States (based on growth rate) | 6 | 45 | 13 |

Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics.

**What Is This Measuring?**
Total nonfarm jobs based on a survey of business establishments. It does not include agricultural employment or sole proprietorships (the self-employed).

**Why Is This Important?**
Job gains or losses measure regional economic vitality and reflect the ability of residents to earn wage income and provide for themselves and their families.

**How Are We Doing?**
Throughout much of the 2000s, Florida ranked among the fastest growing states in job growth. Job levels dropped sharply during the recession and are now growing moderately.

**Report References**
Figure 3, page 10; Table 1, page 13.

### *Unemployment Rate*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Unemployment Rate (annual average) | 4.7% | 4.0% | 8.6% |
| Florida Rank Among 50 States (1=lowest rate; 50=highest rate) | 31 | 20 | 39 |

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

**What Is This Measuring?**
The unemployment rate is the number of unemployed persons (includes those looking for work and waiting to be recalled to work) as a percentage of the civilian labor force. The unemployment rate does not capture working-age people who have given up looking for a job or people who have part-time jobs but wish for full-time employment, or are working at jobs not reflective of their skill set.

**Why Is This Important?**
A falling unemployment rate suggests those seeking employment are finding job opportunities while a rising rate suggests fewer job opportunities. The unemployment rate can also be a reflection of how well the skills of the regional labor force match regional job opportunities.

**How Are We Doing?**
Florida had one of the lowest unemployment rates in the country during the mid-2000s economic boom. After peaking in 2010, Florida's unemployment rate is continuing to fall and went below the national average in March 2013, but remains high compared to many other states.

**Report References**
Figure 4, Page 11; Table 1, page 13.

## *Initial Jobless Claims*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Initial Jobless Claims | 155,131 | 167,208 | 182,281 |
| Florida Rank (1=highest; 50=lowest) | 13 | 8 | 10 |

Source: U.S. Department of Labor, Unemployment Insurance Data Summary; data are for the fourth quarter of each year.

**What Is This Measuring?**
Initial jobless claims measures the number of jobless claims filed by individuals seeking to receive state reemployment assistance.

**Why Is This Important?**
Initial jobless claims provides insights into the direction of the economy. A rise in jobless claims correlates to a weakening economy while lower jobless claims is indicative of a strengthening.

**How Are We Doing?**
Initial jobless claims reached over 300,000 per quarter in 2009, far higher than figures seen only a few years earlier. Jobless claims have since fallen, but remain significantly higher than during the mid-2000s economic expansion.

**Report References**
Table 1, page 13.

## Average Annual Wage

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Florida Average Annual Wage (Current Year Dollars) | $31,553 | $39,746 | $42,313 |
| In Constant 2011 Dollars | $40,076 | $43,119 | $42,313 |
| Florida Rank Among 50 States | 27 | 23 | 28 |

Source: U.S. Department of Labor, Bureau of Labor Statistics, Quarterly Census of Employment and Wages. Annual averages adjusted to 2011 dollars based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, wage levels from earlier years can be compared.

### What Is This Measuring?

Average annual wages for Florida's business and government establishments based on a quarterly census. The average wage does not include farms and sole proprietorships. See also page 35.

### Why Is This Important?

The average pay per employee is a basic measure of job quality and a key component of Florida's economic vitality. Increasing average pay per employee reflects rising levels of education and productivity.

### How Are We Doing?

Among the states, Florida's wage levels are in the middle of the pack. The relative gains made by Florida during the economic expansion of the previous decade were reduced during the recession.

### Report References

Page 11; Table 1, page 13.

## Per Capita Income

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Per Capita Income (Current Year Dollars) | $29,804 | $39,256 | $40,344 |
| In Constant 2011 Dollars | $37,855 | $42,588 | $39,526 |
| Florida Rank Among 50 States | 21 | 19 | 27 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis. The adjustment to 2011 dollars is based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, per capita income from earlier years can be compared.

### What Is This Measuring?
Per capita income divides income from all sources (wages, investments, interest payments, and transfer payments such as social security and welfare) in Florida by the state's population. It is a mean average and thus does not capture differences in the distribution of income.

### Why Is This Important?
Per capita income measures the average wealth of Floridians and is a fundamental metric for gauging Florida's economic progress with income growth indicating progress. Per capita income is an indicator of standard of living.

### How Are We Doing?
Florida's per capita income has historically hovered at or just below the U.S. average. For a brief period in the mid-2000s, the state's per capita income exceeded the country's. However, this changed with the onset of the recession, and a gap in income levels between Florida and the U.S. has gradually widened.

### Report References
Figure 5, page 11; Table 1, page 13.

## *Gross Domestic Product (GDP)*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Gross Domestic Product (Current Year Dollars) | $511B | $759B | $790B |
| In Constant 2011 Dollars | $649B | $823B | $774B |
| Florida's Share of U.S. GDP | 5.0% | 5.5% | 5.0% |
| Florida Rank Among 50 States | 4 | 4 | 4 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis Real GDP. The adjustment to 2011 dollars is based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, gross domestic product from earlier years can be compared.

### What Is This Measuring?
Gross domestic product (GDP) is the total value of goods and services produced annually in a state or region.

### Why Is This Important?
A faster growing economy, as measured by increases in GDP, brings job and economic opportunities to Florida's residents and businesses. Stronger GDP growth also translates to higher incomes for Floridians.

### How Are We Doing?
Florida surpassed Illinois over a decade ago to become the nation's fourth largest economy. However, due in part to the sharp decline in construction, Florida's economy was smaller in 2012 than it had been in 2007.

### Report References
Page 9; Table 1, page 13.

## Net Business Creation

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Florida Net Business Creation | +5,641 | -3,187 | +4,588 |
| Florida Rank Among 50 States | 1 | 49 | 2 |

Source: U.S. Department of Commerce, Bureau of Labor Statistics, Business Employment Dynamics.

### What Is This Measuring?

Florida generally ranks second, after California, in both business openings and business failures. Net business creation is the difference between the number of openings and the number of closures.

### Why Is This Important?

Businesses churn in all economies – entrepreneurs open new businesses while other businesses fail even in the best of times. Positive net business creation indicates that a larger number of new businesses are taking root than existing businesses are closing, and is indicative of a stronger economy. In a stronger economy, more people are willing to take the risk of starting a business while existing businesses are more likely to generate sufficient sales volumes to remain viable.

### How Are We Doing?

During the economic expansion, Florida ranked near the top in net business formation, with significantly more business startups than failures. During the recession, closures in Florida began to exceed business openings. Even with the larger number of failures, Florida remained the second ranking state in total business openings, indicating that Floridians have maintained their entrepreneurial spirit even during less robust economic circumstances. In 2011, Florida regained a leading position in net business formation.

### Report References

Table 1, page 13.

## Net Business Relocations

| | 2001 | 2008 | 2011 |
|---|---|---|---|
| Net Business Relocations to/from Florida | NA | +332 | +1,152 |
| Florida Rank Among 50 States | NA | NA | 4 |

Source: Dun & Bradstreet as calculated by the Florida Chamber Foundation.

### What Is This Measuring?

The net difference between companies relocating to Florida from other states and those leaving the state.

### Why Is This Important?

Companies weigh numerous factors when relocating including housing and building costs, weather, transportation, taxes, amenities, education, workforce, regulations, and the ability to recruit skilled labor, among other factors. A positive value for net business relocations helps validate Florida's relative attractiveness as a place to operate a business and underscores that companies from around the nation are identifying opportunities in the state.

**How Are We Doing?**
Florida is continuing to attract more companies than it loses to other states, particularly from the Northeast and Midwest. However, Florida is seeing more companies leave for other Southeastern states and California than it is gaining from those states.

**Report References**
Table 1, page 13; Figure 10, page 38.

## *Capital Investment*

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Florida New Capital Investment in Manufacturing | $2.5B | $3.7B | $2.9B |
| Florida Rank Among 50 States | 24 | 14 | 18 |

Source: U.S. Census Bureau, Economic Census and Annual Survey of Manufactures.

**What Is This Measuring?**
New capital investment measures the level of investments made by manufacturers for new or upgraded plants and equipment.

**Why Is This Important?**
In order to remain competitive and efficient, companies must make investments to modernize their production practices and to expand. Higher levels of investment today will yield greater efficiency and productivity in ensuing years. Additionally, the adoption of modern production practices and technologically advanced machinery will help to increase workforce skills and foster more competitive industries.

**How Are We Doing?**
Florida's new capital expenditures in manufacturing dropped through the recession, but manufacturers remain willing to take on large scale investments in Florida and other states to compete. On a relative basis, Florida has climbed in the rankings since 2001, demonstrating a degree of manufacturer confidence in locating production to Florida.

**Report References**
Table 1, page 13.

## *Florida-Origin Exports*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida-Origin Exports (Current Year Dollars) | $27.2B | $44.9B | $66.4B |
| In Constant 2011 Dollars | $34.5B | $48.7B | $65.1B |
| Florida Rank Among 50 States | 7 | 6 | 6 |

Source: U.S. Census Bureau, Foreign Trade Division. The adjustment to 2011 dollars is based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, export levels from earlier years can be compared.

### What Is This Measuring?
Florida-origin exports are the value of overseas shipments that originate in Florida (indicating that the good was grown, mined, made, or processed at a Florida location prior to export). Florida-origin exports are solely for merchandise trade and do not include services exports, which are only tabulated at the U.S. level. Florida-origin exports can leave the country through any gateway, not just Florida's ports and airports, on their export journey.

### Why Is This Important?
Florida-origin exports is an indicator of the success Florida's businesses are having in tapping into foreign markets. Exports help companies expand and diversify sales, helping them grow and better weather economic cycles. Companies that succeed in exporting also tend to pay higher relative wages than those that do not.

### How Are We Doing?
Florida-origin exports have been an economic success story for the state. Although initially impacted by the recession, Florida's exports reached record levels in 2011 and again in 2012. Florida is the 6th ranking state for exports.

### Report References
Figure 2, page 9; Table 1, page 13; Table 5, page 30.

## *Jobs at Foreign-Owned Firms*

| | 2001 | 2007 | 2010 |
|---|---|---|---|
| Florida Jobs at Foreign-Owned Firms | 305,300 | 248,200 | 223,600 |
| Florida Rank Among 50 States | 5 | 6 | 6 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis. 2010 is the most recent year available for this measure.

### What Is This Measuring?
This measures the number of jobs at affiliates of foreign-owned companies in Florida.

### Why Is This Important?
The economy is globalized, with thousands of foreign-owned companies operating in the U.S. doing everything from manufacturing to personnel services. While the total number of jobs at foreign-owned affiliates can move up and down over short periods of time due to mergers and acquisitions, this measure remains a benchmark for Florida's overall attractiveness to foreign investors.

### How Are We Doing?
Between 2001 and 2010, the number of people employed by foreign companies in both Florida and the U.S. declined. In Florida, jobs at foreign-owned companies fell between 2007 and 2010, with finance and real estate adding jobs over the three-year period.

### Report References
Table 1, page 13; Table 5, page 30.

## Net Domestic Migration

| | 2005 | 2007 | 2012 |
|---|---|---|---|
| Net Domestic Migration | +189,000 | -38,320 | +101,411 |
| Florida Rank Among 50 States | 1 | 43 | 2 |

Source: U.S. Census Bureau, American Community Survey.

### What Is This Measuring?

Net domestic migration is tabulated by the Census Bureau based on the difference between the number of people that moved to a different state and those that moved from a different state.

### Why Is This Important?

Positive net domestic migration indicates that individuals are finding economic opportunity in Florida and retirees are continuing to see Florida as a favorable place to live. Positive net migration also expands the labor pool businesses can draw from for workers.

### How Are We Doing?

Florida has been a leading destination for decades for domestic migrants looking for employment opportunity or to retire. Florida was the top ranking state for domestic migration in 2005 but slipped during the recession to 43rd. As the nation's economy has improved, larger numbers of people resumed moving to Florida, ranking the state 2nd in 2012.

### Report References

Figure 6, page 12; Table 1, page 13; Figure 12, page 46; Table 13, page 46.

## Visitors

| | 2009 | 2010 | 2012 |
|---|---|---|---|
| Visitors to Florida | 80.9M | 82.3M | 89.3M |

Source: VISIT FLORIDA.

### What Is This Measuring?

VISIT FLORIDA tabulates the total number of domestic, overseas and Canadian visitors traveling to the state on an annual basis. It is a custom state-level tabulation performed by VISIT FLORIDA and thus monitors tourism trends in the state of Florida but does not include state rankings. Years prior to 2009 followed a different methodology and are not directly comparable to the 2009 to 2012 data.

### Why Is This Important?

Florida ranks among the top tourism destinations in the world and is a leader among the states along with California and New York. Tourism brings dollars into Florida as visitors spend on accommodations, recreation and restaurants. It also provides Florida with valuable exposure to people from all parts of the U.S. and world. Visitors offer future economic opportunities for Florida both in the form of return visits and the potential for business investments in the state.

### How Are We Doing?

The number of people visiting Florida annually is on a long-term upward trend, and the state has fully recovered, in terms of tourist volumes, from the recession. In available state tourism-related rankings Florida vies with California as the second ranking destination, after New York, for overseas travelers (excludes visitors from Canada and Mexico), and follows California in domestic traveler spending.

### Report References

Table 1, page 13; Table 5, page 30.

## Talent Supply and Education – Key Indicators to Watch

### *8th Grade Test Scores in Reading, Math, and Science*

| | 2003 | 2007 | 2011 |
|---|---|---|---|
| Reading Score | 257 | 260 | 262 |
| Florida Rank Among 50 States | 41 | 33 | 35 |
| Math Score | 271 | 277 | 278 |
| Florida Rank Among 50 states | 38 | 35 | 42 |
| Science Score | NA | NA | 148 |
| Florida Rank Among 50 States | NA | NA | 38 |

Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, National Assessment of Educational Progress (NAEP). Reading and math scores are on a scale ranging from 0 to 500; science is on a 0 to 300 scale.

### What Is This Measuring?

The National Assessment of Educational Progress (NAEP) is the largest nationally representative and continuing assessment of what America's students know and can do in various subject areas. Since NAEP assessments are administered uniformly using the same sets of test booklets across the nation, NAEP results serve as a common metric for all states. The assessment stays essentially the same from year to year, with only carefully documented changes. This permits NAEP to provide a clear picture of student academic progress over time.

### Why Is This Important?

Success with reading, math and science skills in grade school is an indicator of how well Florida's schools are challenging its students and how well its students are prepared to learn. Florida's competitiveness tomorrow will increasingly require skills in these areas.

### How Are We Doing?

Florida tends to rank in the bottom third of states in NAEP test scores. Florida's reading scores have shown some improvement in recent years but there has been less relative progress in math.

### Report References

Table 3, page 26.

## High School Graduation Rates

| | 2002-2003 | 2007-2008 | 2011-2012 |
|---|---|---|---|
| Federal Uniform Graduation Rate | 56.5% | 62.7% | 74.5% |
| Florida Rank Among 50 States | NA | NA | NA |

Source: Florida Department of Education, Education Information & Accountability Services.

### What Is This Measuring?

Florida adopted the Federal Uniform Gradation Rate calculation in 2011, which counts the percent of 9th grade students achieving standard diplomas and certificates of attendance within four years. This rate replaced the National Governors Association (NGA) graduation rate calculation used in previous years. The Federal Uniform Graduation Rate differs from the NGA as it counts as graduates only students who earn a standard diploma within four years. It does not count students with disabilities who earn "special" diplomas. It also doesn't allow schools to wipe from their books students who transferred to adult education programs. Instead, those students count against a school because they are not graduates.

### Why Is This Important?

Successful completion of high school enables Florida's youth to pursue secondary career training or higher education and enter the workforce prepared to meet the needs of tomorrow's economy.

### How Are We Doing?

Florida's graduation rate, reported consistent with national standards, has improved progressively over the past five years.

### Report References

Table 3, page 26.

## College Graduation Rates

| | 2002 | 2010 |
|---|---|---|
| Share of Undergraduates in Public Colleges Completing a Bachelor's Degree within Six Years | 56.4% | 61.4% |
| Florida Rank Among 50 States | NA | 13 |

Source: The Chronicle of Higher Education. 2010 is the most recent year available for this measure.

### What Is This Measuring?

Percent of full-time bachelor degree seeking students completing a degree program within six years of starting at public colleges.

### Why Is This Important?
Meeting the workforce needs of tomorrow's economy is essential for Florida's businesses and workers. Increasing the ability and efficiency of degree granting institutions to support students who pursue four-year degrees is one key strategy. Finishing college on-time is more challenging for nontraditional students, students who were under-prepared in high school or students who are working part-time to support their educations.

### How Are We Doing?
The six-year graduation rates for full-time Bachelor's degree-seeking students at public colleges in Florida is above the national average. Northeastern states tend to lead in this measure. The graduation rate at Florida's private colleges, however, tends to be lower. About 53 percent of private college students graduate within six years, ranking Florida 37th in 2010.

### Report References
Table 3, page 26.

## *Middle Skill Workers*

| | 2001 | 2005 | 2011 |
|---|---|---|---|
| Share of Population 25-64 with Some College or an Associate Degree | NA | 31.0% | 31.6% |
| Florida Rank Among 50 States | NA | 20 | 26 |

Source: U.S. Census Bureau.

### What Is This Measuring?
This measures the share or working age people, between 25 and 64, who have completed some college work or an Associate's degree.

### Why Is This Important?
More than one-half of the net new jobs expected to be generated by the Florida economy through 2019 (according to the DEO's occupational projections) will require a postsecondary vocational certificate, college credit certificate, or Associate degree. Individuals who have completed these degrees are also more likely to be employed and earn more than those having a high school degree or less.

### How Are We Doing?
Florida's middle skill labor force is relatively strong, ranking in the middle tier. According to a National Skills Coalition study that matches existing labor force skills with occupational skill needs, 51 percent of jobs in Florida are middle-skill jobs (those requiring training and education beyond high school but less than a bachelor's degree), but only 43 percent of Florida workers have the necessary education to fill these jobs. This underscores the importance of Florida's vocational and community college programs to supply Florida's businesses with the skills needed for the majority of the state's positions.

### Report References
Table 3, page 26.

## Workers with a College Degree

| | 2001 | 2005 | 2011 |
|---|---|---|---|
| Share of Population 25-64 with At Least a College Degree | NA | 26.7% | 26.8% |
| Florida Rank Among 50 States | NA | 31 | 33 |

Source: U.S. Census Bureau.

### What Is This Measuring?

This measures the share of the population between the ages of 25 and 64 with a Bachelor's degree or higher.

### Why Is This Important?

A highly educated workforce is the foundation for an advanced, innovative economy that can successfully compete with other global regions. People with college or more advanced degrees earn the highest income levels and are more likely to be employed than all other groups.

### How Are We Doing?

Florida has over 2.7 million working age people with at least a Bachelor's degree who can or are already applying their skills to a host of advanced industries. However, the share of all working age people in this category remains below that of major competitor states in innovation, including Virginia, Washington, and California.

### Report References

Table 3, page 26.

## Workers with a STEM Degree

| | 2001 | 2005 | 2011 |
|---|---|---|---|
| Share of College-Educated People Over 25 with a STEM Degree | NA | NA | 41.3% |
| Florida Rank Among 50 States | NA | NA | 32 |

Source: U.S. Census Bureau; data only became available in 2009 for this measure.

### What Is This Measuring?

The share of the population over 25 years or older with a Bachelor's degree or higher educational attainment who have a first major in science, technology, engineering, and mathematics (STEM)-related fields. This includes computers, mathematics, statistics, biological, agricultural and environmental sciences, physical and related sciences, psychology, social sciences, engineering, and other science and engineering fields.

### Why Is This Important?

The competitiveness and innovative capacity of Florida will be determined in part by a labor force with advanced skills in science, technology, engineering, and mathematics. People with these skills are on the cutting edge of the research, applications and productivity enhancements that will guide future growth in the Florida and U.S. economies.

### How Are We Doing?

Florida has the fourth highest number of people, 1.4 million, with advanced STEM degrees in the U.S., but the share total graduates with a STEM degree is fairly low compared to leaders such as Maryland, Washington, California, and Virginia.

### Report References

Table 3, page 26.

## Innovation and Economic Development – Key Indicators to Watch

### *Gross Domestic Product per Capita*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida Gross Domestic Product per Capita (Current Year Dollars) | $31,229 | $41,306 | $40,913 |
| In Constant 2011 Dollars | $39,664 | $44,812 | $40,084 |
| Florida Rank among 50 States | 37 | 33 | 40 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis real gross domestic product. The adjustment to 2011 dollars is based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, gross domestic product per capita from earlier years can be compared.

### What Is This Measuring?

Gross domestic product per capita is the total value of goods and services produced in Florida divided by the state's population.

### Why Is This Important?

A rise in per capita GDP signals growth in the economy and tends to indicate an increase in productivity. Rises in productivity signify the more effective use of labor and capital can support increases in wages without producing inflation.

### How Are We Doing?

Florida's GDP per capita has declined with the recession as the value of goods produced by the state fell while the population continued to increase. Between 2007 and 2012, only Nevada and Arizona experienced sharper declines in GDP per capita. Florida's per capita GDP was 19 percent below the U.S. level, $50,297, in 2012.

### Report References

Page 9; Table 5, page 30.

## Research and Development (R&D) Spending

| | 2000 | 2006 | 2010 |
|---|---|---|---|
| R&D Spending | $4.7B | $6.3B | $8.0B |
| Florida Rank Among 50 States | 15 | 16 | 15 |
| R&D Spending as a Percentage of GDP | 1.0% | 0.9% | 1.1% |
| Florida Rank Among 50 States | 36 | 42 | 37 |

Source: National Science Foundation and Bureau of Economic Analysis. 2010 is the most recent year available for this measure.

### What Is This Measuring?

Research and development spending covers investments made by universities, industries, and public and private institutions to develop new products, devise new applications, and advance our stock of knowledge.

### Why Is This Important?

The innovation yielded by R&D spending allows advances in medicine, mechanics, software, electronics, energy, agriculture, and other fields. Industry investments in R&D result in efficiencies, new products, and competitive advantage that help to expand markets and, in some instances, create entirely new markets. These new opportunities also generate prosperity in state and regional economies as innovation drives sales growth, both domestically and abroad.

### How Are We Doing?

R&D spending in Florida is significant ($6 to $8 billion per year). However, with a ranking of 15$^{th}$ in 2010, Florida's R&D spending is not commensurate with the state's economic size (4$^{th}$ largest state economy). Given this disparity, Florida's "R&D intensity" (R&D as a percentage of state GDP) is low, 1.1 percent, ranking the state 37$^{th}$ in 2010. The state, however, is showing recent improvements in this measure. Florida is particularly strong in university-related research, ranking 11$^{th}$ among the states.

### Report References

Figure 9, page 30; Table 5, page 30.

## Patents

| | 2002 | 2007 | 2012 |
|---|---|---|---|
| Patents Issued | 2,397 | 3,092 | 3,686 |
| Florida Rank among 50 States | 11 | 11 | 10 |

Source: United States Patent and Trademark Office.

### What Is This Measuring?

This measures the number of utility patents originating in Florida. Utility patents are issued for the invention of new and useful processes, materials, machines, and manufactured goods.

### Why Is This Important?
Technology and knowledge are important factors for economic growth and development. The patent system promotes innovation and economic development by offering inventors exclusive rights for a limited period of time, allowing research and development and other investment costs to be recovered. Further, the system is designed to disseminate knowledge and information to the public though publication of patent applications and granted patents.

### How Are We Doing?
The number of patents originating in Florida rose by over 50 percent between 2002 and 2012. Florida is gradually accounting for a greater share of all patents issued in the United States. Between 2002 and 2012, the state's share of U.S. patents increased from 2.8 percent to 3.1 percent.

### Report References
Figure 9, page 30.

## *University Licensing Income*

| | 2002 | 2006 | 2012 |
|---|---|---|---|
| Licensing Income (in millions of dollars) | $85.9M | $47.6M | $33.9M |
| Florida Share of U.S. | 7.0% | 2.6% | 1.9% |

Source: Association of University Technology Managers.

### What Is This Measuring?
Universities may retain title to inventions and intellectual property developed on their campuses. University licensing income measures licensing revenue and returns on equity stakes in start-ups generated by university research.

### Why Is This Important?
The university licensing income data offers a way to measure technology transfer and academic technology commercialization taking place at the nation's research universities.

### How Are We Doing?
In the 1990s and early 2000s, Florida earned very high licensing royalties primarily due to the success of Taxol, an anti-cancer medication developed at Florida State University. The introduction of generic competitors in more recent years, however, has resulted in a decline in the state's university royalties. In 2011, the University of Florida ranked 15$^{th}$ among the nation's universities in licensing income. Future breakthroughs, like Taxol, will also have the potential to generate significant royalties.

### Report References
Figure 9, page 30.

## Venture Capital

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Venture Capital | $723M | $541M | $203M |
| Florida Rank Among 50 States | 13 | 10 | 18 |

Source: PricewaterhouseCoopers MoneyTree™.

### What Is This Measuring?

Cash investments to startup firms and small businesses with perceived long-term growth potential by venture capital firms, Small Business Investment Companies (SBIC), venture arms of corporations, institutions, investment banks, and similar entities whose primary activity is financial investing in addition to other participants such as angel investors and governments. All recipient companies are private, and may have been newly created or spun-out of existing companies.

### Why Is This Important?

Startup firms and small businesses looking to commercialize new products and practices frequently lack sufficient access to capital to bring their products to market. Venture capital is a crucial source of funding that allows innovators to continue research, create business plans, perfect products, and bring them to market.

### How Are We Doing?

Overall venture capital funding in the United States has declined since the late 1990s/early 2000s. Florida presently ranks 18th in venture capital funding but is well below national leaders, California, Massachusetts, and New York.

### Report References

Figure 9, page 30; Table 5, page 30.

## Business Startups

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Business Startups | 102,905 | 129,216 | 129,059 |
| Florida Rank Among 50 States | 2 | 2 | 2 |
| Business Closures | 97,264 | 132,403 | 124,471 |
| Florida Rank Among 50 States | 3 | 2 | 2 |
| Net Business Formation | +5,641 | -3,187 | +4,588 |
| Florida Rank Among 50 States | 1 | 49 | 2 |

Source: Bureau of Labor Statistics, Business Employment Dynamics (BDM).

### What Is This Measuring?

The number of new, private business establishments that are opening ("business startups") on an annual basis. When combined with the number of business establishments that are closing, "net business formation" (openings minus closures) can be measured.

### Why Is This Important?

Business startups show the entrepreneurial energy of a state and the willingness of its people to take the risk to open a new business. High levels of business startups also reflect the regulatory ease (or lack thereof) of opening a new business. Net business formation is a measure of the current economic climate of the state, indicating a more buoyant economy when positive and a more recessionary economy when negative.

### How Are We Doing?

Florida consistently ranks second to much larger California in total business startups. This indicates that Floridians are willing to take risks and be entrepreneurial. The rise of business failures during the recession took a toll on net business formation, with Florida dropping from being a top performer in 2001 to being in the lowest quintile among states in 2007. 2011, however, saw the state regain a top position in net business formations as start-ups, once again, well-outpaced failures.

### Report References

Table 5, page 30.

## *Florida-Origin Exports*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Florida-Origin Exports (Current Year Dollars) | $27.2B | $44.9B | $66.4B |
| In Constant 2011 Dollars | $34.5B | $48.7B | $65.1B |
| Florida Rank Among 50 States | 7 | 6 | 6 |

Source: U.S. Census Bureau, Foreign Trade Division. The adjustment to 2011 dollars is based on the BLS's Consumer Price Index (CPI). Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. By making the adjustment to constant $2011, export levels from earlier years can be compared.

### What Is This Measuring?

Florida-origin exports are the value of overseas, shipments that originate in Florida (indicating that the good was grown, mined, made, or processed at a Florida location prior to export). Florida-origin exports are solely for merchandise trade and do not include services exports, which are only tabulated at the U.S. level. Florida-origin exports can leave the country through any gateway, not just Florida's ports and airports, on their export journey.

### Why Is This Important?

Florida-origin exports is an indicator of the success Florida's businesses are having in tapping into foreign markets. Exports help companies expand and diversify sales, helping them grow and better weather economic cycles. Companies that succeed in exporting also tend to pay higher relative wages than those that do not.

### How Are We Doing?

Florida-origin exports have been an economic success story for the state. Although initially impacted by the recession, Florida's exports reached record levels in 2011 and 2012. Florida is the 6$^{th}$ ranking state for exports.

### Report References

Figure 2, page 9; Table 1, page 13; Table 5, page 30.

## Jobs at Foreign-Owned Firms

| | 2001 | 2007 | 2010 |
|---|---|---|---|
| Florida Jobs at Foreign-Owned Firms | 305,300 | 248,200 | 223,600 |
| Florida Rank Among 50 States | 5 | 6 | 6 |

Source: U.S. Department of Commerce, Bureau of Economic Analysis. 2010 is the most recent year available for this measure.

### What Is This Measuring?

This measures the number of jobs at affiliates of foreign-owned companies in Florida.

### Why Is This Important?

The economy is globalized, with thousands of foreign-owned companies operating in the U.S. doing everything from manufacturing to personnel services. While the total number of jobs at foreign-owned affiliates can move up and down over short periods of time due to mergers and acquisitions, this measure remains a benchmark for Florida's overall attractiveness to foreign investors.

### How Are We Doing?

Between 2001 and 2010, the number of people employed by foreign companies in both Florida and the U.S. declined. In Florida, jobs at foreign-owned companies fell slightly between 2007 and 2010 with the finance and real estate sector adding jobs over the two-year period.

### Report References

Table 1, page 13; Table 5, page 30.

## Visitors

| | 2009 | 2010 | 2012 |
|---|---|---|---|
| Visitors to Florida | 80.9M | 82.3M | 89.3M |

Source: VISIT FLORIDA.

### What Is This Measuring?

VISIT FLORIDA tabulates the total number of domestic, overseas, and Canadian visitors traveling to the state on an annual basis. It is a custom state-level tabulation performed by VISIT FLORIDA and thus monitors tourism trends in the State of Florida but does not include state rankings. Years prior to 2009 followed a different methodology and are not directly comparable to the 2009-2011 data.

### Why Is This Important?

Florida ranks among the top tourism destinations in the world and is a leader among the states with California and New York. Tourism brings dollars into Florida as visitors spend on accommodations, recreation and restaurants. It also provides Florida with valuable exposure to people from all parts of the U.S. and world. Visitors offer future economic opportunities for Florida both in the form of return visits and the potential for business investments in the state.

### How Are We Doing?

The number of people visiting Florida annually is on a long-term upward trend, and the state has fully recovered, in terms of tourist volumes, from the recession. In available state tourism-related rankings Florida vies with California as the second ranking destination, after New York, for overseas travelers (excludes visitors from Canada and Mexico) and follows California in domestic traveler spending.

### Report References

Table 1, page 13; Table 5, page 30.

## Infrastructure and Growth Leadership – Key Indicators to Watch

### *Highway Condition*

| | 2002 | 2007 | 2011 |
|---|---|---|---|
| Percent of Highway Miles with Poor Pavement Condition | 1.2% | 1.5% | 2.9% |
| Florida Rank Among 50 States | 5 | 5 | 9 |

Source: Federal Highway Administration.

### What Is This Measuring?

Pavement condition on Florida's highway based on the International Roughness Index, a standard measure of pavement condition based on scientific measures of ride vibration. Highways include Interstates, arterials, and other freeways and expressways.

### Why Is This Important?

Poor pavement condition adds to wear and tear on vehicles forcing costly repairs to suspension systems and tires. Severely deteriorated pavement may require roads to be rebuilt, which is more expensive than routine maintenance costs for their upkeep. Poor pavement is also a safety concern.

### How Are We Doing?

Florida has an excellent record in maintaining its highway and roadway network. The pavement condition continues to exceed statutory targets for the Florida Department of Transportation.

### Report References

Table 7, page 34.

## Urban Traffic Congestion – Annual Hours of Delay per Auto Commuter

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Cape Coral | 33 | 40 | 30 |
| Jacksonville | 30 | 38 | 30 |
| Miami | 49 | 51 | 47 |
| Orlando | 57 | 50 | 45 |
| Pensacola | 19 | 28 | 22 |
| Sarasota | 25 | 26 | 21 |
| Tampa-St. Petersburg | 34 | 41 | 38 |

Source: Texas Transportation Institute Urban Mobility Report.

### What Is This Measuring?

This represents the extra travel time commuters accumulate annually due to traffic delays during peak travel periods (morning and evening commutes).

### Why Is This Important?

Traffic delays have economic costs in terms of lost time, additional fuel consumption, and wear and tear on vehicles. Higher levels of traffic congestion limit the size of labor and supplier markets, increasing business costs. Congestion also diminishes quality of life.

### How Are We Doing?

Congestion levels in major Florida metropolitan areas increased in step with rising population and economic growth through the mid-2000s. Congestion levels came down somewhat during the recession. A return to stronger long-term economic growth will put more pressure on Florida's roadways. In the past, congestion levels in Florida have risen quickly in times of expansion.

### Report References

Table 7, page 34.

## Public Transit Use

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Percent of Workers Using Public Transit | 1.9% | 1.9% | 2.1% |
| Florida Rank Among 50 States | 23 | 21 | 20 |

Source: U.S. Census Bureau.

### What Is This Measuring?
This measures the percent of workers over the age of 16 who traveled to work by public transportation such as rail, transit, and bus.

### Why Is This Important?
The availability and use of transit increases mobility, provides alternatives to auto travel, and helps to reduce congestion on Florida's roadways. Transit also helps to focus growth by supporting the development of higher density residential and commercial areas, saving on infrastructure costs and consuming less land.

### How Are We Doing?
The share of Florida workers, two percent, using public transit has increased slightly in recent years. Florida now ranks 20th in this measure.

### Report References
Table 7, page 34.

## *Air Passengers*

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Air Passenger Enplanements | 56.5M | 69.7M | 69.4M |
| Florida Rank | 3 | 3 | 2 |

Source: Federal Aviation Administration (FAA).

### What Is This Measuring?
Enplanements measure the total number of air passengers boarding aircraft at Florida's commercial airports.

### Why Is This Important?
Air service is crucial to support Florida's tourism, cruise and convention industries and provides Florida's businesses with the domestic and global connections to capitalize on commerce opportunities. The availability of air service has become a top consideration for companies looking to locate or expand, particularly in technology, services, and finance-related industries.

### How Are We Doing?
Florida just passed Texas to become the second ranking state in total air passenger enplanements.

### Report References
Table 7, page 34.

## *Containers Handled at Seaports*

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Containers Handled at Florida Ports | 2.5M | 2.9M | 3.1M |
| Florida Rank | 4 | 4 | 4 |

Source: American Association of Port Authorities.

**What Is This Measuring?**
This measures the total container volumes of the 10 Florida seaports that handle containers as tabulated by the American Association of Port Authorities. Four ports (Miami, Port Everglades, Jacksonville, and Palm Beach) account for about 96 percent of Florida's total container traffic volume.

**Why Is This Important?**
Container shipping is a facilitator of international trade and has supported higher productivity and efficiencies in global supply chains. Seaports that can support growing volumes of container traffic and international trade will also introduce other economic opportunities (e.g., warehousing, distribution, manufacturing) into their regions.

**How Are We Doing?**
Florida's seaports have experienced moderate growth in container volumes, and competition for incremental growth with other seaports is intensifying as the completion of the expanded Panama Canal draws closer.

**Report References**
Table 7, page 34.

## *Broadband Access*

| | 2001 | 2007 | 2010 |
|---|---|---|---|
| Share of Florida Households with Access to Broadband Service | NA | 53.2% | 70.2% |
| Florida Rank Among 50 States | NA | 21 | 22 |

Source: National Telecommunications and Information Administration. 2010 is the most recent year available for this measure.

**What Is This Measuring?**
Percent of Florida households with Internet broadband access.

**Why Is This Important?**
In today's economy, fast and equitable access to broadband wireless and wired service is directly connected with economic growth, job creation, business expansion, and educational opportunities in Florida's communities. Today, 70 percent of all households in the state currently subscribe to broadband services, higher than the national average of 68 percent.

**How Are We Doing?**
While most of Florida's households have access to broadband that meets national goals for speed and service, there are still major service gaps in Florida's rural communities, and many lower-income households do not subscribe.

**Report References**
Table 7, page 34.

## Energy Consumption

| | 2001 | 2005 | 2010 |
|---|---|---|---|
| Per Capita Energy Consumption (in millions of BTUs) | 253 | 257 | 233 |
| Florida Rank Among 50 States (1=lowest energy consumption; 50=highest) | 6 | 5 | 9 |

Source: U.S. Department of Energy, Energy Information Administration. 2010 is the most recent year available for this measure.

### What Is This Measuring?

The per capita consumption of energy in Florida by all users (industrial, commercial, residential, and transportation) from all energy sources (coal, natural gas, nuclear, renewable, and petroleum). The standard measure of energy usage is a British thermal unit (BTU), the amount of energy needed to raise the temperature of one pound of water by one degree Fahrenheit.

### Why Is This Important?

By reducing their energy consumption, Florida's residents and businesses can lower their costs, reduce air emissions and help conserve energy for future needs. Additionally, Florida ranks 3rd and 2nd in the U.S. for solar energy and clean-burning natural gas electricity production, respectively.

### How Are We Doing?

Florida's per capita energy consumption, 233 BTUs in 2010, is low compared to the nation and most other states. Per capita energy consumption in Florida has been declining in recent years following decades of growth.

### Report References

Table 7, page 34.

## Electricity Costs

| | 2002 | 2007 | 2012 |
|---|---|---|---|
| Electricity Costs – Cents per Kilowatt Hour | 7.31 | 10.33 | 10.52 |
| Florida Rank Among 50 States (1=lowest electricity costs; 50=highest) | 37 | 37 | 36 |

Source: U.S. Energy Information Administration, U.S. Department of Energy.

### What Is This Measuring?

Average retail price of electricity to ultimate customers. This measure of electricity cost is the average for all electrical use sectors – residential, commercial, industrial, and transportation.

### Why Is This Important?

Electricity represents a major cost for Florida's businesses and residents, and is a consideration when businesses analyze locations for expansion or relocation. Electricity costs are particularly important to certain types of manufacturing industries, including primary metals, cement, chemicals, fertilizers, and some food products, among others. Several nonmanufacturing industries important to Florida, including accommodations (hotels), farming, and restaurants are also intensive users of electricity.

### How Are We Doing?

Florida's electricity costs are moderately high compared to other states and were seven percent higher than the U.S. average in 2012. Although electricity costs increased by 44 percent between 2002 and 2012, Florida's ranking among the states has remained essentially constant.

### Report References

Table 7, page 34.

## *Water Consumption*

| | 1985 | 1995 | 2005 |
|---|---|---|---|
| Per Capita Water Consumption in Florida (in gallons) | 174 | 170 | 158 |
| Per Capita Water Consumption in U.S. (in gallons) | 183 | 179 | 171 |

Source: U.S. Department of the Interior, U.S. Geological Survey, Water Use Program. 2005 is the most recent data available. 2010 will be released in 2014.

### What Is This Measuring?

Total water withdrawals, per publicly supplied population in gallons per day. Public-supply water is withdrawn by public and private water suppliers largely to supply drinking water to consumers.

### Why Is This Important?

Changes in technology, regulation, economic factors, and increased awareness of water conservation have resulted in more efficient use of fresh water over time. As Florida continues to grow, water represents an increasing challenge to communities and an issue likely to affect the location and potential of future growth.

### How Are We Doing?

Florida's per capita daily water consumption has fallen over the last several decades reflecting increased attention to the importance of water in the state. On a per capita basis, Florida uses less water than the United States. Water consumption per capita has also been declining faster in Florida than the United States. In 2005 the national average was 171 gallons per day per person, while Florida residents used just 158 gallons.

### Report References

Table 7, page 34.

## Land Conservation

| | 2001 | 2006 | 2011 |
|---|---|---|---|
| Acres Conserved | 8,712,982 | 9,880,360 | 9,308,040 |
| Florida Rank Among 50 States | NA | NA | NA |

Source: Florida Natural Areas Inventory.

### What Is This Measuring?

Acreage of federal, state, local, and private managed areas, including national parks, state parks, forests, and wildlife management areas, local preserves and parks, and private conservation easements.

### Why Is This Important?

Florida's natural resources provide significant economic and ecological benefits, and remain among the state's greatest assets.

### How Are We Doing?

At the start of the Florida Forever Program in 2001, there were 8.7 million acres of land managed for conservation in Florida. In 2011, 9.3 million acres were actively managed, including critical areas of habitat conservation, aquifer preservation, and shared use such as agriculture and recreation.

### Report References

Table 7, page 34.

## Building Permits

| | 2001 | 2007 | 2012 |
|---|---|---|---|
| Building Permits | 123,397 | 72,525 | 43,384 |
| Florida Rank Among 50 States | 1 | 2 | 2 |

Source: U.S. Census Bureau.

### What Is This Measuring?

Building permits show the number of permits authorized for new housing construction in Florida.

### Why Is This Important?

The level of building activity in Florida can be seen as a barometer of the overall health of the state's economy due to its links to construction, employment conditions, and finance.

### How Are We Doing?

After peaking at 215,000 in 2005, the number of building permits authorized in Florida has dropped sharply since the mid-2000s. Even with the drop-off, Florida remains the second ranking state in building permits, behind only Texas.

### Report References

Table 7, page 34.

# Business Climate and Competitiveness – Key Indicators to Watch

## *Best and Worst States in Which to Do Business*

| | 2001 | 2008 | 2012 |
|---|---|---|---|
| Florida Rank (1=best; 50=worst) | NA | 10 | 2 |

Source: Chief Executive Magazine.

### What Is This Measuring?

This is an aggregate measure tabulated annually by Chief Executive Magazine and is based on a survey asking CEOs to grade each state based on the following criteria: 1) taxation and regulation; 2) workforce quality; and 3) living environment.

### Why Is This Important?

Chief Executive Magazine's survey is nationwide and the results demonstrate that Florida projects a positive image as a place to locate and operate a business.

### How Are We Doing?

Florida has steadily maintained a ranking in the top quintile of states considered the best for doing business based on this survey of chief executives.

### Report References

Page 38; Table 9, page 39.

## *Health Insurance Costs*

| | 2001 | 2006 | 2011 |
|---|---|---|---|
| Health Insurance Premium per Enrolled Employee | $2,980 | $3,936 | $5,216 |
| Florida Rank Among 50 States (1=lowest cost; 50=highest cost) | 26* | 17 | 28 |

Source: Agency for Healthcare Research and Quality, Medical Expenditure Panel Survey; *ranked 26 out of 42 reporting states. No 2007 data are available for this measure.

### What Is This Measuring?

Average total single premium per enrolled employee at establishments that offer health insurance.

### Why Is This Important?

The increased cost of health insurance affects employers, both large and small. Both employees and employers shared the cost of health insurance premiums. In Florida, businesses cover on average 80 percent of the costs of workers enrolled in single coverage.

### How Are We Doing?

Florida, like the nation, is experiencing dramatic increases in health insurance costs. In 2011, 42 percent of Florida businesses offered health insurance, compared to a national average of 51 percent. These employers are facing double-digit percent increases in annual costs. Overall, health costs in Florida are lower than the national average but are fast increasing.

### Report References

Page 38; Table 9, page 39.

## *Legal System*

| | 2002 | 2007 | 2012 |
|---|---|---|---|
| Florida Rank Among 50 States (1=high; 50=low) | 33 | 36 | 41 |

Source: U.S. Chamber of Commerce, State Liability Systems Ranking Study.

### What Is This Measuring?

Scores and rankings are based on the results from interviews with a nationally representative sample of in-house general counsel, senior litigators or attorneys, and other senior executives who are knowledgeable about litigation matters at public and private companies with annual revenues of at least $100 million.

### Why Is This Important?

A fair and reasonable litigation environment serves as a foundation for businesses.

### How Are We Doing?

Florida has recently ranked in the bottom quintile for this measure with the state performing neither particularly well nor poorly in any single measure used in the ranking.

### Report References

Page 38; Table 9, page 39.

## *Tax Burden*

| | 2001 | 2007 | 2010 |
|---|---|---|---|
| State and Local Taxes as a Percent of Income | 8.2% | 8.8% | 9.3% |
| Florida Rank (1=lowest tax burden; 50=highest) | 11 | 15 | 23 |

Source: The Tax Foundation. 2010 is the most recent year available for this measure.

### What Is This Measuring?

Per capita state and local taxes paid as a percent of per capita income.

**Why Is This Important?**
There is a balance between generating sufficient tax revenues to cover government expenses and having taxes that become onerous to income earners.

**How Are We Doing?**
Florida's tax burden continues to be below the U.S. average but has increased in recent years as a percentage of the economy.

**Report References**
Page 38; Table 9, page 39.

### *Business Tax Climate*

| | 2001 | 2007 | 2013 |
|---|---|---|---|
| Florida Rank Among 50 States | NA | 5 | 5 |

Source: The Tax Foundation, State Business Tax Climate Index.

**What Is This Measuring?**
The business tax climate ranking is based on a composite index combining several components, including corporate taxes, individual income taxes, sales taxes, unemployment insurance, and property taxes.

**Why Is This Important?**
The business tax burden is one consideration among many that companies weigh when making location decisions.

**How Are We Doing?**
Florida has consistently ranked among the states with the least onerous business taxes, according to the Tax Foundation.

**Report References**
Page 38; Table 9, page 39.

## Civic and Governance Systems – Key Indicators to Watch

### *Voter Turnout*

| | 2004 | 2008 | 2012 |
|---|---|---|---|
| Voter Turnout | 64% | 66% | 64% |
| Florida Rank Among 50 States | 19 | 19 | 14 |

Source: George Mason University, United States Elections Project.

### What Is This Measuring?
Voter turnout measures the percentage of the voting eligible population (excludes voting age non-citizens, felons, mentally incapacitated, etc.) casting a vote in the most recent presidential elections.

### Why Is This Important?
Voter participation is an important indicator of Florida residents' participation and engagement in civic society. Turnout may be affected by years in which a national presidential election is held but is influenced by an active media, civic groups, and an educated and committed populace.

### How Are We Doing?
Florida's swing state status keeps interest levels high and is raising voter turnout: 64% of all eligible voters cast a ballot in 2012 and participation rates in Florida are highest among the large states. The Florida Department of State tabulates the share of registered voters, as opposed to the share of the voting eligible population, voting in elections. These data show a decline in participation from 75 percent in 2008 to 72 percent in 2012

### Report References
Table 11, page 42.

## *Volunteerism*

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Volunteer Rate | 22.4% | 19.0% | 22.9% |
| Florida Rank among 50 States | 45 | 47 | 44 |

Source: Corporation for National and Community Service, Volunteering in America.

### What Is This Measuring?
The percent of population volunteering time to nonprofit or community organizations.

### Why Is This Important?
In 2011, 3.4 million Florida residents volunteered a collective 458.7 million hours of service valued at nearly $10.0 billion within their communities. Volunteerism is a measure of civic health and civic engagement of residents.

### How Are We Doing?
Florida ranked 44$^{th}$ among the states with volunteerism recently increasing.

### Report References
Table 11, page 42.

## Charitable Contributions

| | 2001 | 2006 | 2010 |
|---|---|---|---|
| Percent of Taxpayers with Contributions | 24.8% | 23.9% | 20.1% |
| Florida Rank Among 50 States | 39 | 31 | 37 |

Source: National Center for Charitable Statistics. 2010 is the most recent year available for this measure.

### What Is This Measuring?

Percent of taxpayer returns with itemized charitable contributions.

### Why Is This Important?

Florida's thousands of nonprofits and community groups rely on donations from individuals to support a wide variety of work and causes. The percent of all taxpayers engaged in philanthropy is a measure of the civic health and income levels of a state. Not all households itemize the charitable donations made on their tax returns.

### How Are We Doing?

In 2010, one fifth of all Floridians gave away some of their income to nonprofits and charities, ranking 37th highest in the nation. However, in terms of the average value of contributions, $4,804, Florida ranked 13th highest.

### Report References

Table 11, page 42.

## Nonprofit Organizations

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Registered Nonprofit Organizations | 52,033 | 68,635 | 78,066 |
| Florida Rank Among 50 States | 7 | 4 | 4 |

Source: National Center for Charitable Statistics.

### What Is This Measuring?

The number of registered nonprofit organizations located in Florida.

### Why Is This Important?

In 2011, Florida's 78,000 nonprofit organizations brought in revenues of $75 billion. These organizations range from large research hospitals to small community groups and cover interest areas ranging from the arts to athletics, youth to elderly, and from food to financial counseling. During tough economic times it is often these organizations that step up to meet the needs of communities and help provide essential services.

### How Are We Doing?

The number of nonprofit organizations registered in Florida has grown since 2001 and the state ranks 4th highest in the nation in terms of the total number of 501(c)(3)s. On a per capita basis, Florida has a greater number of residents for every organization than most states.

### Report References

Table 11, page 42.

## Quality of Life – Key Indicators to Watch

### *Net Domestic Migration*

| | 2005 | 2007 | 2012 |
|---|---|---|---|
| Net Domestic Migration | +189,000 | -38,320 | +101,411 |
| Florida Rank Among 50 States | 1 | 43 | 2 |

Source: U.S. Census Bureau, American Community Survey.

### What Is This Measuring?

Net domestic migration is tabulated by the Census Bureau based on the difference between the number of people that moved to a different state and those that moved from a different state.

### Why Is This Important?

Positive net domestic migration indicates that individuals are finding economic opportunity in Florida and retirees are continuing to see Florida as a favorable place to live. Positive net migration also expands the labor pool businesses can draw from for workers.

### How Are We Doing?

Florida has been a leading destination for decades for domestic migrants looking for employment opportunity or to retire. Florida was the top ranking state for domestic migration in 2005 but slipped during the recession to 43rd. As the nation's economy has improved, larger numbers of people resumed moving to Florida, ranking the state 2nd in 2012.

### Report References

Figure 6, page 12; Table 1, page 13; Figure 12, page 46; Table 13, page 46.

### *Housing Affordability*

| | 2000 | 2007 | 2011 |
|---|---|---|---|
| Share of Homeowners Paying More Than 30 Percent of Income on Housing Costs | 24.8% | 38.7% | 35.7% |
| Florida Rank among 50 States | 44 | 47 | 45 |

Source: Bureau of the Census, American Community Survey.

**What Is This Measuring?**
Percentage of all homeowners with or without mortgages paying greater than 30 percent of household annual income in gross homeownership costs.

**Why Is This Important?**
In 2011, 1.8 million Florida homeowners were paying more than 30 percent of their annual income in home-ownership costs, primarily mortgages, taxes, and insurance. This rising cost burden, largely due to slow earnings growth and fast growing home prices over the past decade, endangers Florida's residents and communities. Recent trends in foreclosures throughout the state also indicate the perilous financial position faced by many Florida families.

**How Are We Doing?**
Florida has traditionally been a low-cost state to live and work. The number and percent of homeowners paying significant home ownership costs has risen dramatically in Florida since 2000 – ranking 6th highest in the nation in 2011. In recent years, the state has also had one of the higher rates of foreclosures and mortgage default rates in the county.

**Report References**
Table 13, page 46.

## *Poverty Rate*

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Share of Florida Population Living Below the Poverty Level | 12.8% | 12.1% | 17% |
| Florida Rank Among 50 States (1=lowest poverty rate; 50=highest) | 33 | 25 | 34 |

Source: U.S. Census Bureau.

**What Is This Measuring?**
This measures the share of all individuals living below the poverty threshold which is based on family income levels and family size. The Census Bureau's poverty estimates combine data from administrative records, intercensal population estimates, and the decennial census with direct estimates from the American Community Survey to provide consistent and reliable single-year estimates of poverty.

**Why Is This Important?**
Poverty rates signify the share of the population that is unable to secure sufficient economic opportunity to adequately cover basic needs. Poverty is also negatively correlated with the educational performance of children.

**How Are We Doing?**
After making progress during the middle part of the previous decade, Florida's poverty rate rose during the recession.

**Report References**
Page 12; Table 13, page 46.

## Healthy Infants

| | 2001 | 2007 | 2010 |
|---|---|---|---|
| Low Birth Weight Babies as a Percentage of Births | 8.2% | 8.7% | 8.7% |
| Florida Rank Among 50 States | 36 | 35 | 35 |

Source: Florida Department of Health, Office of Health Statistics & Assessment. 2010 is the most recent year available for this measure.

### What Is This Measuring?
This measures the share of all babies born that weigh less than 5 pounds 8 ounces.

### Why Is This Important?
Lower weight babies have a higher risk of developing health problems into adulthood and do not perform as well in school as normal birth weight children.

### How Are We Doing?
The share of low birth weight babies is rising in both Florida and the United States.

### Report References
Table 13, page 46.

## Healthy Children

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Child Obesity Rate | NA | 34.5% | 34.3% |
| Florida Rank Among 50 States | NA | NA | NA |

Source: Florida Department of Health, Growth and Development Screening Program.

### What Is This Measuring?
Percentage of students in Grades 1, 3, and 6 with a Body Mass Index considered to be either overweight or obese according to national standards and tested through the Florida Growth and Development Screening Program.

### Why Is This Important?
Preventative care and lifestyle habits such as healthy eating and physical activity can lower risks of continuing obesity and developing related diseases later in life. Promoting healthily living beginning in grade school will help Florida maintain a productive workforce and reduce healthcare costs in the future.

### How Are We Doing?
While consistent recent national data are not readily available, in the U.S. 33 percent of children 6 to 11 years old were considered overweight in 2007 and the numbers appear to be increasing. In 2011, more than one third of all children in Florida grade schools were considered overweight or obese.

### Report References
Table 13, page 46.

## Crime Rate

| | 2001 | 2007 | 2011 |
|---|---|---|---|
| Violent Crime Rate per 100,000 Residents | 798 | 723 | 542 |
| Florida Rank Among 50 States (1=lowest crime rate; 50=highest) | 50 | 46 | 42 |

Source: Federal Bureau of Investigation.

### What Is This Measuring?

Violent crime includes murder, forcible sex offenses, robbery, and aggravated assault. The rate is measured as the number of violent crime incidents per 100,000 residents. Due to the large numbers of visitors in Florida, Florida's crime rates may be higher compared to other states that have less tourism-intensive economies. A crime against a visitor is tabulated within the total number of crimes in Florida but the rate is then calculated based on the resident population of the state.

### Why Is This Important?

The reduction and elimination of crime is fundamental to the quality of life in every community. Crime discourages business investment and can stifle economic growth. Lastly, crime burdens communities, counties, and the state with direct costs related to health care, the justice system, police protection, and prisons.

### How Are We Doing?

Florida's violent crime rate has dropped over the last decade, but remains one of the highest in the nation.

### Report References

Page 12; Table 13, page 46.

## Technical Notes

All efforts were made to ensure the data used in this report were the most up-to-date available. Data for several measures were adjusted for inflation to allow better comparability between years. In most instances, the plan shows mean averages rather than median averages. For clarity, the inflation adjustment factors applied to some measures in the plan and the difference between mean and median averages are explained here.

### *Inflation Adjustment Factors*

Due to inflation, the purchasing power of a dollar changes over time so in order to compare one year to another, dollar values need to be converted into constant dollars. Throughout the report, many concepts, including per capita income and average wages have been adjusted to constant 2011 dollars ($2011). By converting values into constant dollars using the Bureau of Labor Statistics' Consumer Price Index (CPI), annual figures can be compared and Florida's progress shown for a number of indicators. The BLS adjustment inflation adjustment factors to convert dollar figures into constant 2011 dollars are included in the following table:

| | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Adjustment Factor | 1.31 | 1.27 | 1.25 | 1.22 | 1.19 | 1.15 | 1.12 | 1.08 | 1.04 | 1.05 | 1.03 | 1.00 | 0.98 |

Source: Bureau of Labor Statistics Consumer Price Index (CPI).

### *Difference Between Mean and Median Averages*

Throughout the report, the general term "average," unless specified otherwise, corresponds to the "mean average." The mean average is generated by summing all values and then dividing by the number of values (a.k.a., the "universe"). For example, per capita income is a mean average representing the sum of all income for all individuals in Florida divided by the state's population. In Figure 8, "The Benefits of an Educated Workforce," annual earnings by educational attainment are shown using a "median average." The median average represents the middle value in a range of values sequenced by size. For example, in Figure 8, the annual median earnings of a Floridian with an Associate's degree or some college is $30,565. This signifies that exactly half of Floridians with this level of education earn less than $30,565 and exactly half earn more than that amount. The mean average, in contrast, would sum the incomes of all people with this level of educational attainment and divide that total by the population within this group.

## Other Data Sources with References in Report

Page 9. Florida GDP (economic size) compared to other countries. Sources: The International Monetary Fund, World Bank, and the Central Intelligence Agency (CIA).

Page 9. International visitors to Florida. Source: U.S. Department of Commerce, Office of Travel and Tourism Industries.

Page 9. Imports destined for Florida. Source: U.S. Census Bureau, Foreign Trade.

Page 12. Underwater mortgages in Florida. Source: CoreLogic.

Page 12. Health insurance coverage in Florida. Source: U.S. Census Bureau, American Community Survey as reported by the Kaiser Family Foundation.

Page 26. Florida workforce size. Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics.

Page 26. STEM wage levels and jobs growth in the U.S. Source: U.S. Department of Commerce, Economics and Statistics Administration.

Page 26. College participation rates in Florida. Source: Tom Mortenson, Post Secondary Opportunity as reported in National Center for Higher Education Management Systems (NCHES).

Page 29. Industry sector trends in Florida. Source: U.S. Department of Labor, Bureau of Labor Statistics, Current Employment Statistics.

Page 38. Small business share of establishments and jobs in Florida. Source: U.S. Census Bureau, County Business Patterns.

Page 38. Workers' compensation premiums in Florida. Source: Oregon Department of Consumer and Business Services.


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