

5.1 New Jobs Created

5.1.1 Net annual job growth rate

5.1.2 Broward County's ranking in net job growth rate

Measurement: The net annual job growth rate is (1) the average number of jobs this year minus (2) the average number of jobs last year divided by (3) the average number of jobs last year, multiplied by (4) 100. For the ranking in job growth, Broward County's growth rate is compared to six other similar counties in Florida (based on the size of their population). Data for both is drawn from the Local Area Unemployment Statistics, as reported by Florida's Labor Market Information System, and refer to the civilian labor force.

Explanation: Job growth is needed to keep pace with the county's population growth and to offset job loss in existing industries.

Data source: Florida Agency for Workforce Innovation, Local Area Unemployment Statistics, available online at <http://lmi.floridajobs.org/laus/laus.htm>.

5.2 Unemployment

5.2.1 Unemployment rate

Measurement: The unemployment rate is the number of unemployed people age 16 and older divided by the number of people in the civilian labor force. Broward County's unemployment rate as a percentage of the Florida (or U.S.) employment rate is (1) the county's unemployment rate divided by (2) the state (or national) unemployment rate, multiplied by (3) 100. If this percentage is above 100%, Broward County is doing worse than Florida (or the nation). If it is less than 100%, Broward County is doing better than

Florida (or the nation). The number of unemployed people is estimated from the Current Population Survey, a household survey of the civilian, non-institutional population conducted by the U.S. Bureau of the Census for the U.S. Bureau of Labor Statistics. People are counted as unemployed if they (1) have not worked during the survey week, (2) are available for work, and (3) have looked for work during the preceding four weeks.

Explanation: Job loss can have a devastating impact on people's lives as well as state and local economies.

Data source: Florida Agency for Workforce Innovation, Local Area Unemployment Statistics, available online at <http://lmi.floridajobs.org/laus/laus.htm>.

5.3 Teenage Unemployment

5.3.1 Teenage unemployment rate

Measurement: Teenage unemployment by race and ethnicity is taken from the US Census Bureau's decennial censuses and from the annual American Community Survey, a pilot program that is expected to replace the socioeconomic data collected in the decennial census with an annual survey.

Explanation: Job loss can have a devastating impact on people's lives as well as state and local economies.

Data sources: US Bureau of the Census, *1990 Census of Population, Social and Economic Characteristics: Florida, Section 1 (CP-2-11-1)*, Tables 49, 144 and 154, available online at www.census.gov/prod/www/abs/decenial.html; *2000 Census of Population and Housing (Summary File 4)*, Table PCT079; *2001 Supplementary Survey*, Table PCT047; data for

2000 and 2001 available online at <http://factfinder.census.gov>.

5.4 Equal Employment Opportunity

5.4.1 Job discrimination

Measurement: Complaints alleging employment discrimination based on race, color, sex, age, religion, national origin, disability or marital status are investigated by the Federal Equal Opportunity Employment Commission. Resolved complaints are those substantiated by investigations and settled, either by arbitration or negotiation, referral to another agency for handling, or court action.

Explanation: Employment discrimination unfairly limits people's economic opportunities by restricting job access and career advancement.

Broward data source: Equal Employment Opportunity Commission, Miami, FL District Office, (305) 536-4491.

Florida data source: U.S. Equal Employment Opportunity Commission, (202) 663-4900.

5.5 Personal Income

5.5.1 Average personal income

5.5.2 Broward County's ranking in average personal income

Measurement: Average personal income is the total personal income of Broward County residents divided by the county population. Broward County's average personal income as a percentage of the Florida (or U.S.) average personal income is (1) the county's average personal income divided by (2) the state (or national) average personal income, multiplied by (3) 100. If this percentage is above 100%,



Broward County is doing better than Florida (or the nation). If it is less than 100%, Broward County is doing worse than Florida (or the nation). Total personal income is estimated annually by the Bureau of Economic Analysis, U.S. Department of Commerce, from the best available data sources on wages and salaries, interest, dividends, rental income, public pensions, health benefits, transfer payments (e.g., public assistance, Medicare/Medicaid), farm income, and other income sources. Average personal income excludes private pensions and therefore will be underestimated in areas such as Florida and Broward County where there are a large number of retirees. Also, income estimates do not correct for regional differences in the cost of living. Average personal income is expressed in nominal dollars, which are not adjusted for inflation. Broward County's ranking in personal income shows how the county compares in average personal income to the other 66 counties in Florida.

Explanation: Average income generally reflects people's standard of living.

Data source: US Department of Commerce, Bureau of Economic Analysis, *Regional Economic Information System (REIS), 1969-2000* (CD-ROM, May, 2002). This data is available online at www.bea.gov/region/reis/.

5.5.3 Growth in personal income adjusted for inflation

Measurement: Inflation-adjusted means that average personal income for each year is expressed in terms of constant-value dollars, as corrected by the Consumer Price Index (CPI-U). Annual growth in average personal income adjusted for inflation is calculated as (1) the average inflation-adjusted personal income for a given year minus (2) the average inflation-adjusted personal income for the previous year,

divided by (3) the average inflation-adjusted personal income for the previous year, multiplied by 100.

Explanation: Growth in personal income adjusted for inflation indicates whether people's incomes are keeping pace with the cost of living.

Data source: US Department of Commerce, Bureau of Economic Analysis, *Regional Economic Information System (REIS), 1969-2000* (CD-ROM, May, 2002). This data is available online at www.bea.gov/region/reis/.

5.5.4 Average personal income by race

Measurement: Per capita personal income by race/ethnicity is obtained from the decennial Census and from the annual American Community Survey in Broward County.

Explanation: Average income generally reflects people's standard of living.

Data sources: US Bureau of the Census, *1990 Census of Population and Housing (STF3A)*, Tables P114A, P115A and P116A; *2000 Census of Population and Housing (Summary File 3)*, Tables P82 and P157A-H; and *2001 American Community Survey*, Tables P109A-J; all tables available online at <http://factfinder.census.gov>.

5.6 Perception of Financial Situation

5.6.1 How people perceive their financial situation

Measurement: People's perception of their financial situation is a self-reported measure of economic well-being obtained by telephone survey of a statistically valid sample of 2,400 Broward County and Florida residents age 18 and older. Specifically, the survey asks, "We are also interested in how people are getting along financially these days. Would you say

that you (and your family living in this household) are better off or worse financially than you were a year ago?" Possible responses are better, worse, or same. The sampling error for the Broward County survey is $\pm 2.2\%$. The Florida Annual Policy Survey was administered by phone to 1,094 respondents, and has a sampling error of $\pm 3.0\%$.

Explanation: People who believe their financial situation is improving are more likely to raise their standard of living and contribute to the local economy as consumers.

Broward data source: Quality of Life Assessments of Broward County, Florida, by Professional Research Consultants, Inc., Omaha, Nebraska (1997 - Q126, 1999/2000 - Q128, 2002 - Q129), www.sfrpc.com/ccb/prchome.htm.

Florida data source: Florida State University, Survey Research Laboratory, *Florida Annual Policy Survey*, available online at www.fsu.edu/~survey/FAPS/index.htm.

5.7 Wages

5.7.1 Average wage

Measurement: Wages are defined as pre-tax income from wages and salaries earned by people in the workforce in full or part-time jobs. Employer paid benefits, such as health insurance and pension plans, are excluded. The average annual wage is (1) total wages reported by Broward County employers to the Florida Unemployment Compensation Program divided by (2) the average monthly number of employees working during the week of the 12th. The average wage is expressed in nominal dollars, which are not adjusted for inflation. Broward County's average wage as a percentage of the Florida (or U.S.) average



wage is (1) the county's average wage divided by (2) the state (or national) average wage, multiplied by (3) 100. If this percentage is above 100%, Broward County is doing better than Florida (or the nation). If it is less than 100%, Broward County is doing worse than Florida (or the nation).

Explanation: People need to have a good income and earn good wages in order to achieve a quality standard of living.

Data Source: Florida Agency for Workforce Innovation, Covered Employment and Wages, www.labormarketinfo.com/es202/es202.htm.

5.7.2 Growth in average wage adjusted for inflation

Measurement: Wages are defined as pre-tax income from wages and salaries earned by people working for Florida employers in both the public and private sectors. The growth in wages adjusted for inflation shows how well wages have kept up with changes in the cost of living. This index measures the prices of a wide range of consumer goods and services taking into account changes in consumption patterns over time. Growth in the average wage in real or inflation-adjusted dollars is calculated annually by subtracting the average real wage for a given year from the average real wage for the previous year, (2) dividing by the average real wage for the previous year, and (3) multiplying by 100.

Explanation: Increased wages produce a higher standard of living and a stronger economy for the state as a whole.

Data source: Florida Agency for Workforce Innovation, Covered Employment and Wages, www.labormarketinfo.com/es202/es202.htm.

5.7.3 Average wage by industry

Measurement: Wages are defined as pre-tax income from wages and salaries earned by

people in the workforce in full or part-time jobs. Employer-paid benefits, such as health insurance and pension plans, are excluded. The average annual wage by industry is computed as (1) total wages reported to the Florida Unemployment Compensation Program by Broward County employers in a given industry, divided by (2) the average monthly number of employees working in that industry during the week of the 12th. The industry of employers is identified by their 1987 Standard Industrial Classification (SIC) code. The average annual wage for each industry is expressed in nominal dollars, which are not adjusted for inflation.

Explanation: Increased wages produce a higher standard of living and a stronger economy for the state as a whole.

Data source: Florida Agency for Workforce Innovation, Covered Employment and Wages, www.labormarketinfo.com/es202/es202.htm.

5.8 Wage Distribution

5.8.1 Wage distribution

Measurement: The wage distribution is a frequency distribution showing the proportion of all full and part-time workers earning annual wages ranging from the lowest to the highest. Data are provided for Florida only; information is currently unavailable by county.

Explanation: To improve their standard of living, people need to move out of lower wage jobs and into higher wage jobs.

Data source: Florida Department of Labor and Employment Security, Division of Unemployment Compensation, Bureau of Tax.

5.9 Output of Goods and Services

5.9.1 Growth in output

Measurement: Although estimates of the Gross Domestic Product and Gross State Product are prepared annually, no similar estimates of output are available at the county level. As a result, Total Earnings by Place of Work are used as an alternative measure, based on the Regional Economic Information System at the Bureau of Economic Analysis.

Explanation: The value of goods and services produced in each location is a general measure of economic activity. The value of labor and proprietor incomes generated in each location is a significant part of the overall value of economic output.

Data source: US Department of Commerce, Bureau of Economic Analysis, *Regional Economic Information System (REIS), 1969-2000* (CD-ROM, May, 2002). This data is available online at www.bea.gov/beat/regional/reis/.

5.10 Major Industries

5.10.1 Jobs by major industry

5.10.2 Government jobs

5.10.3 Change in jobs by major industry

Measurement: The number of jobs in a given industry is calculated by averaging the number of public and private sector jobs reported quarterly by employers to the Unemployment Compensation program. Both full and part-time jobs are counted. Jobs are classified into nine major industries based on the employer's primary line of business, identified by the first digit of the employer's 1987 Standard Industrial Classification (SIC) code. Public employers include federal, state and local government. For each industry, the percentage change in



employment is (1) the number of jobs during the current year minus the number of jobs the previous year, divided by (2) the number of jobs the previous year, and multiplied by (3) 100. A positive number indicates growth in the number of jobs for a particular industry; a negative number indicates a decline.

Explanation: Job growth by industry shows how Broward County's major industries are expanding and contracting over time.

Data source: Florida Agency for Workforce Innovation, Covered Employment and Wages, www.labormarketinfo.com/es202/es202.htm.

5.11 Tourism

5.11.1 Tourist arrivals and expenditures

Measurement: The number of yearly tourist arrivals to and expenditures in Greater Fort Lauderdale.

Explanation: Due to South Florida's weather, beaches, and other attractions, tourists are an important source of revenue for Broward County.

Broward data source: Broward County Convention and Visitors Bureau (Kelly Tortarello, 954-765-4661).

Florida data source: Visit Florida (Robin Phillips, 850-488-5607).

5.12 Defense Industry

5.12.1 Defense spending

Measurement: The dollars spent by the Department of Defense (DOD) in Florida include payroll outlays to active duty military, civilians working for the military, reservists and members of the National Guard and retired military living in Florida. Prime defense

contract dollars are for those that are \$25,000 or more and include supply, research and development, service, construction and civil function contracts. Subcontractor information is not available. Military is defined as U.S. Army, Navy, Marine Corps, and Air Force. Defense spending is expressed in nominal dollars, which are not adjusted for inflation.

Explanation: Defense spending in Florida, as home to major military installations and destination for military retirees, represents an important element of our economy. By establishing baseline data on military spending, the effect of base closures can be calculated in future years.

Data source: U.S. Bureau of the Census, *Consolidated Federal Funds Report* (annual). Both detailed data and publications are available at www.census.gov/govs/www/cffr.html

5.13 Business Starts

5.13.1 Business starts

Measurement: A corporation is a business entity owned by stockholders that is incorporated under the laws of a state. New business entities are defined as any for-profit corporation, limited partnership, limited liability company, professional association, or similar entity establishing a business in Florida for the first time. Broward trend data includes businesses designating Broward County as principal place of business in the state. Non-profit corporations and foreign corporations (corporations headquartered out-of-state) are excluded. A fictitious name is any name other than the legal name, under which a person or entity transacts business in Florida (Section 865.09, *Florida Statutes*). Fictitious names, which are legally required to register with the

Department of State, include (1) general partnerships and limited partnerships, (2) corporations and similar business entities, and (3) sole proprietorships. Only those fictitious names designating Broward County as their principal place of business in Florida are included in this measure. Duplication between corporations and fictitious names is minimal because corporations generally do not file fictitious names unless they start a new business venture or activity. Business entities, such as corporations, limited partnerships and limited liability companies, and fictitious names are registered with the Division of Corporations at the Florida Department of State. Only new filings designating Broward County as their principal place of business are reported for this indicator; renewals are excluded.

Explanation: Business starts strengthen the economy by increasing job growth and the production of goods and services in Florida.

Broward data source: Florida Department of State, Division of Corporations.

5.14 Business Failures

5.14.1 Business failures

Measurement: Business failures are defined as businesses that (1) ceased operations following assignment or bankruptcy, (2) ceased operations with loss to creditors after such actions as foreclosure or attachment, (3) were involved in court actions such as receivership, reorganization or arrangement, or (4) voluntarily compromised with creditors. Voluntary business closures involving no loss to creditors are excluded. Data are gathered from bankruptcy courts and Dun & Bradstreet field reporters. Preliminary data are reported for 1994. The Dun & Bradstreet Corporation



reports that, historically, preliminary data have closely approximated the final numbers. Information is provided for Florida only; data for Broward County will be included in a future edition of *The Broward Benchmarks*.

Explanation: A strong economy depends not only on business starts, but also on business survival.

Florida data source: The Dun & Bradstreet Corporation, Economic Analysis Department, Wilton, Connecticut.

5.15 Business Ownership

5.15.1 Minority-owned businesses

5.15.2 Women-owned businesses

Measurement: Nationally, business ownership is measured by the Survey of Minority and Women-Owned Businesses conducted every 5 years as part of the US Economic Census. Included in the survey are all sole proprietorships, partnerships, and corporations with fewer than 35 shareholders filing tax returns with the Internal Revenue Service. Race and gender are measured based on survey responses and information obtained from Social Security Administration records. Information is available separately for women and for minority racial/ethnic groupings, including Black, Hispanic, Asian and Pacific Islander, and American Indian and Alaskan Native. The 1997 owners of 2.5 million businesses were surveyed compared to the previous 1992 surveys of 1.2 million businesses. This increased 1997 sample is due to the inclusion of "C" corporations to provide more detailed comprehensive estimates for both minority- and women-owned businesses; meet the need for reliable estimates at the state level by 2-digit Standard Industrial Classification (SIC) code;

and provide better estimates for American Indian-Owned businesses. A "C" corporation is a legally incorporated business under state laws. Unlike a subchapter S corporation, a "C" corporation has no restrictions. "C" corporations account for approximately 75 percent of all US business receipts.

Explanation: Broward County's economy could be strengthened by giving people of all races, cultures, and genders the opportunity to own and operate their own businesses.

Data sources: US Bureau of the Census, *Economic Censuses: Surveys of Minority- and Women-Owned Business Enterprises* (1987, 1992, 1997). Data and publications are available at www.census.gov/csd/mwb/.

5.16 Construction Activity

5.16.1 Housing starts

5.16.2 Dollar value of new construction

Measurement: A housing start is defined as the start-up of construction of single or multi-family housing units, excluding mobile homes. The dollar value of residential construction is the total value of winning contract bids for the construction of new single-family and multi-family housing permitted in a given year. Construction value is expressed in nominal dollars, which are not adjusted for inflation.

Explanation: Increased construction activity is a sign of economic strength and recovery.

Data source: University of Florida, Bureau of Economic and Business Research, *Florida Statistical Abstract* (annual), Tables 11.05 and 11.15.

5.17 International Trade

5.17.1 Imports and exports shipped through Broward

Measurement: The dollar value of U.S. exports and imports shipped through Broward County.

Explanation: A comparison of this data versus other ports can determine performance and revenue of services.

Data source: Vice President of the Florida Ports Council, Tallahassee, Florida, (850) 222-8028.

5.17.2 Merchandise exports

Measurement: State and metropolitan area export values are taken from the US Bureau of the Census's Exporter Location (EL) series, which allocates exports to states and localities based on the location of the exporter of record. The exporter of record is the party principally responsible for effecting export from the United States, and is not necessarily the entity that produced the merchandise.

Explanation: Considering Broward County's growing connection to the global economy, growth in the volume and dollar value of exports is a strong indicator of economic performance for the local economy.

Data source: U.S. Department of Commerce, International Trade Administration, *Metropolitan Area Exports*, available at www.ita.doc.gov/td/industry/otea/metro/.

5.18 Private Capital Investment

This item may be included in a future edition of *The Broward Benchmarks*.



5.19 Public Capital Investment

This item may be included in a future edition of *The Broward Benchmarks*.

5.20 Retirement

5.20.1 Pension coverage

Measurement: For statewide information on the number of employees participating and vested in employer-sponsored pension plans, the GAP Commission requested a special analysis of data from the Employee Benefits Supplement to the April 1993 Current Population Survey, conducted by the U.S. Bureau of the Census. This survey is administered to a national sample of wage and salary workers, excluding the self-employed and enlisted military personnel. An employer pension plan is a 401(k), annuity, profit sharing or other type of retirement plan sponsored by an employer. Social Security and personal retirement plans, such as Individual Retirement Accounts (IRAs), are excluded. Employees are participating in an employer pension plan if they and/or their employer are making contributions to a retirement plan sponsored by their employer. Employees are vested in an employer pension plan if they have had sufficient time with a current or previous employer to receive benefits upon retirement. Results are statistically valid for Florida's wage and salary employees.

Explanation: Retirement income is essential to the quality of life and economic self-sufficiency of the elderly.

Florida data source: US Department of Labor, Pension and Welfare Benefits Administration, Office of Research and Economic Analysis.

5.20.2 Retirement income and assets

Measurement: For statewide information on retiree income and net worth, the GAP Commission requested a special analysis of Florida data from *Asset and Health Dynamics Among the Oldest Old (AHEAD)*, a survey sponsored by the National Institute on Aging. Statistically valid data on Florida residents age 70 and older was possible because of the oversample of Florida households. This survey provides up-to-date information on changes in the health and financial status of older-age households. Household income and net worth are calculated based on answers to multiple questions related to the household's financial situation. A median household income of \$16,010 means that 50% of households with residents age 70 and older have an annual income below \$16,010. Likewise, a median net worth of \$71,325 means that 50% of these households have a net worth below \$71,325. The survey excludes people living in institutions. Income and net worth are expressed in nominal dollars, which are not adjusted for inflation.

Explanation: Retirement income is essential to the quality of life and economic self-sufficiency of the elderly.

Florida data source: Florida State University, The Pepper Institute on Aging and Public Policy.

