

## TEAM Santa Rosa

# The Economy of Santa Rosa County

Haas Center for Business Research and Economic Development

Rick Harper, Ph.D., Director

October 2<sup>nd</sup>, 2007

Collect, Analyze, Disseminate  
data on NW FL

Web/Print publications

Free data services

850-474-2657

haas.uwf.edu



A quarterly publication of the Haas Center for Business Research and Economic Development at the University of West Florida • Summer 2002

# Northwest Florida *Economy*

## Census 2000 Changes for Northwest Florida

by Phyllis K. Pooley, MBA, JD

The purpose of the decennial population census is to ensure accurate apportionment of seats in the House of Representatives. A side benefit of this every-10-year headcount is the collection of valuable information used by policy makers at all levels of government, private business, households, researchers and nonprofit organizations.

Census data, for example, helps governments in resource planning and allocation by identifying areas of economic need and at-risk populations. Businesses use census data for product development and marketing decisions,

forecasting demand, site location and legal compliance. The census is often the best source for information, but using it to calculate trends over time can be difficult.

As a case in point, changes in questions and the way questions were asked between the 1990 and 2000 censuses make comparisons between the data difficult. For example, the 2000 census respondents could select more than one race; ethnicity was asked before race and the Asian and Pacific Islander categories were split into two groups. Other comparison problems occur in questions regarding disability (changing the universe of ages 16 to 64 into two categories of 5 to 20 and 21 to 64); industry (the addition of the information industry and regrouping of other industry sectors) and income (the addition of Supplemental Security Income questions) just to name a few.

Such changes make individual variable comparisons to the total universe difficult because it is often unclear what price category answers to the new questions would have fallen. Even if the category is clear, it is impossible to carve out what portion of the larger category falls into the new subcategory.

For example, in trying to study changes in diversity, policy makers may wish to study racial and ethnic change from 1990 to 2000. Because respondents were allowed to check up to six different categories of race in the 2000 census, multi-racial population characteristics were captured, but not what category persons would have placed themselves in if not given this choice, as was done in 1990. The six racial groups used in the 2000 census result in 63 separate racial categories and, if these are divided into those of

*continued on page 2*

Inside this issue:	
Broward's Program.....	6
Tourism.....	7
Fourth Quarter Employment.....	8
Real Estate Activity.....	10
Waiting for Commercial Property.....	11
Cost of Living.....	12
Housing Affordability.....	13
Retail Sales.....	14

### Economic Impact of the Military in Okaloosa County

by Gary Livingston, MS

Military activity in the Okaloosa County area has long been a major source of employment for local residents, of sales for local companies and of tax revenues for local government.

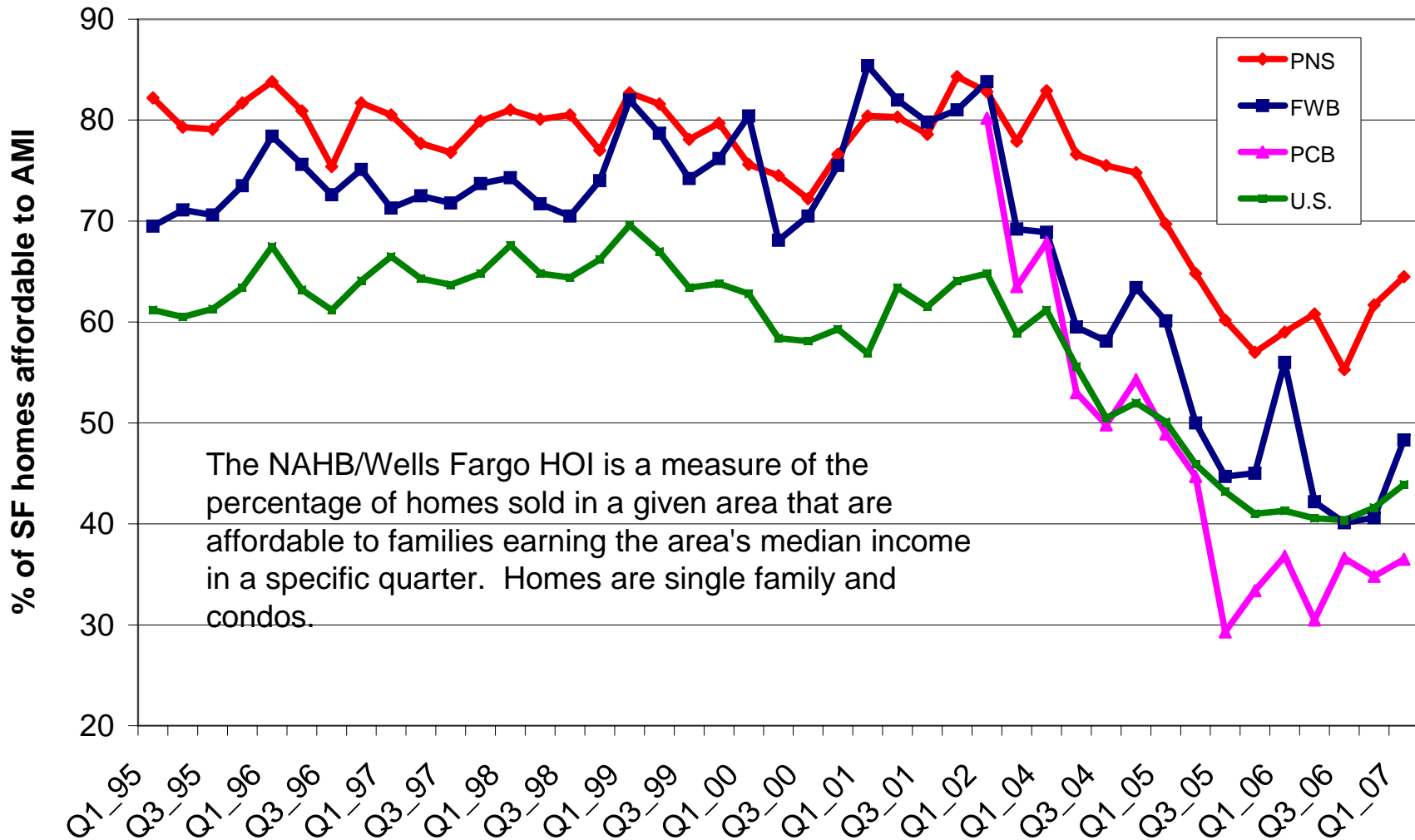
The Haas Center has just completed a study titled "Economic Impact of 2002 Military Wage Increase on Okaloosa County." A Community Defense Grant through the Okaloosa County Economic Development Council funded this study.

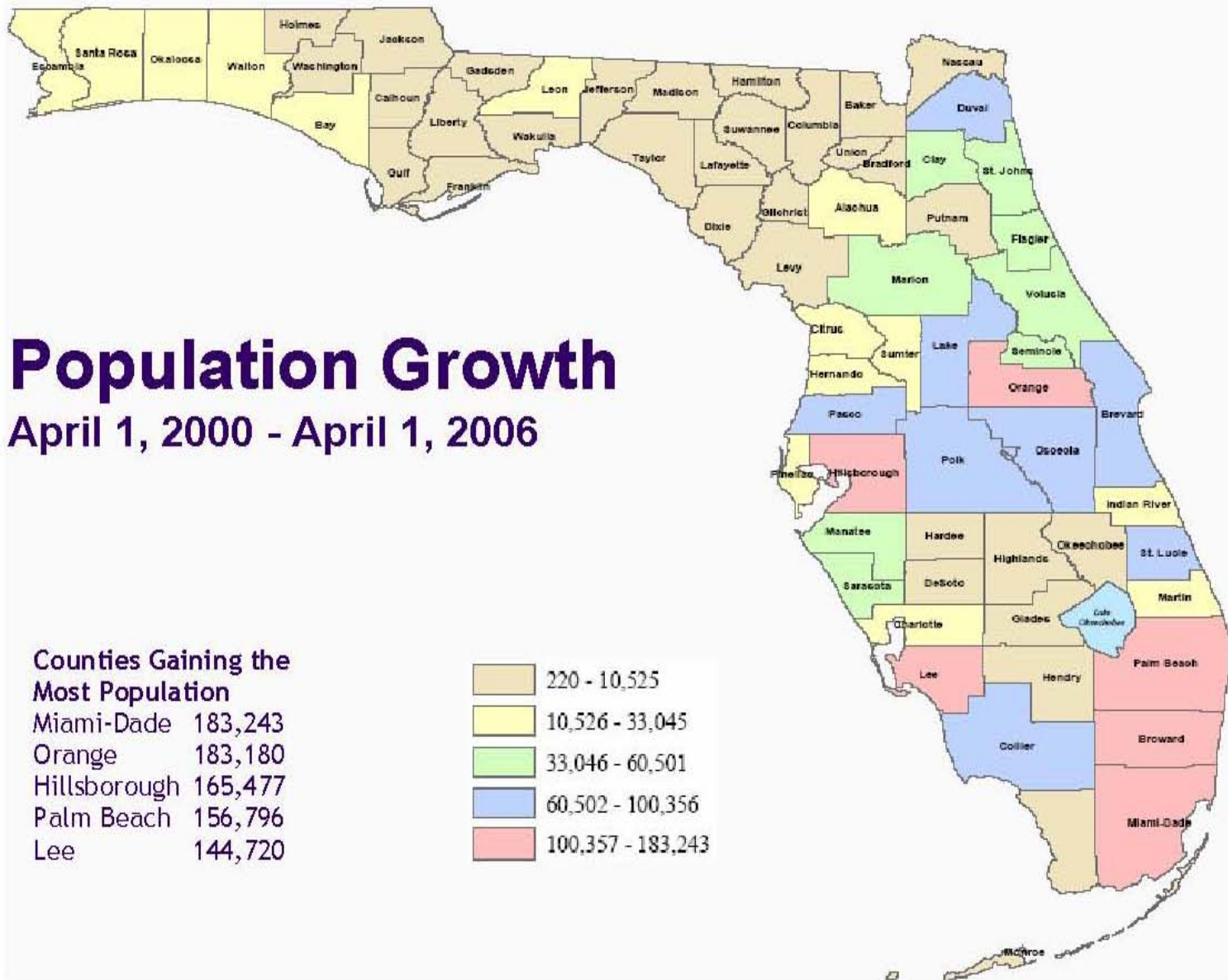
*continued on page 4*

## Northwest Florida Outlook 2008/2009:

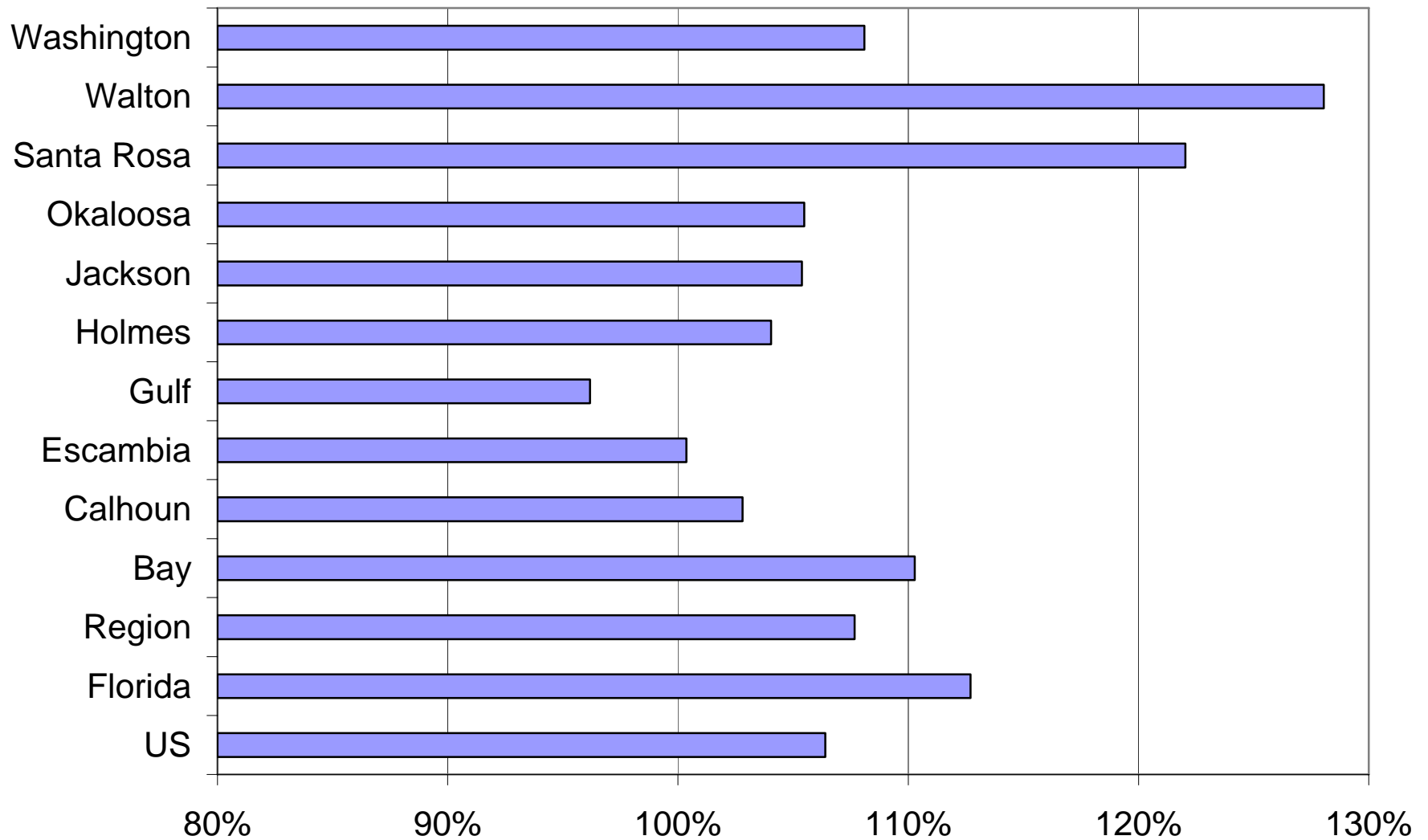
- Insurance crisis
- Housing affordability
- Growth somewhat faster than national average, fail to close the gap with downstate
- Real estate market begins to recover
- Unemployment rises
- Availability of skilled labor
- Growing importance of quality of life issues

## NAHB/Wells Fargo Housing Opportunity Index

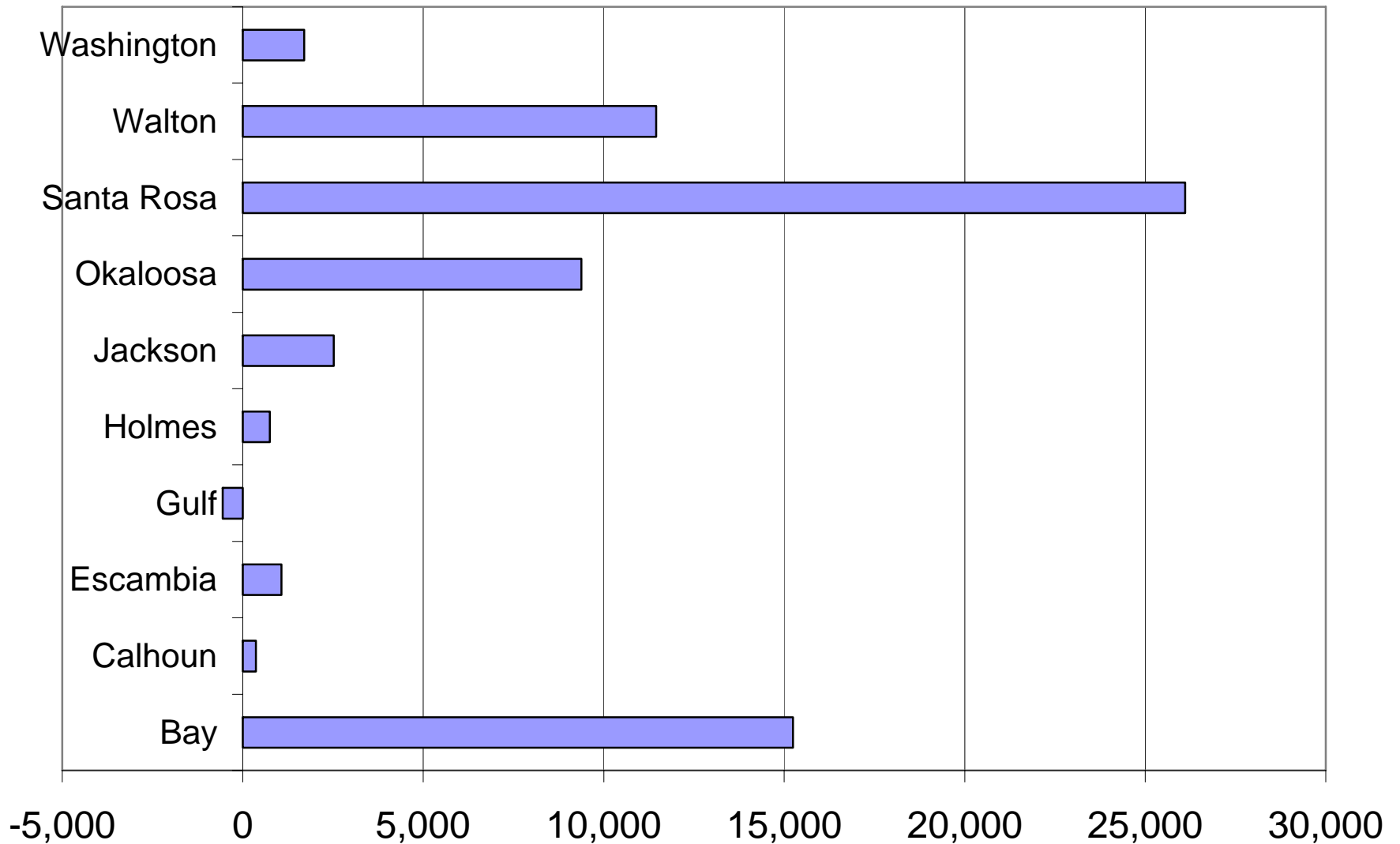




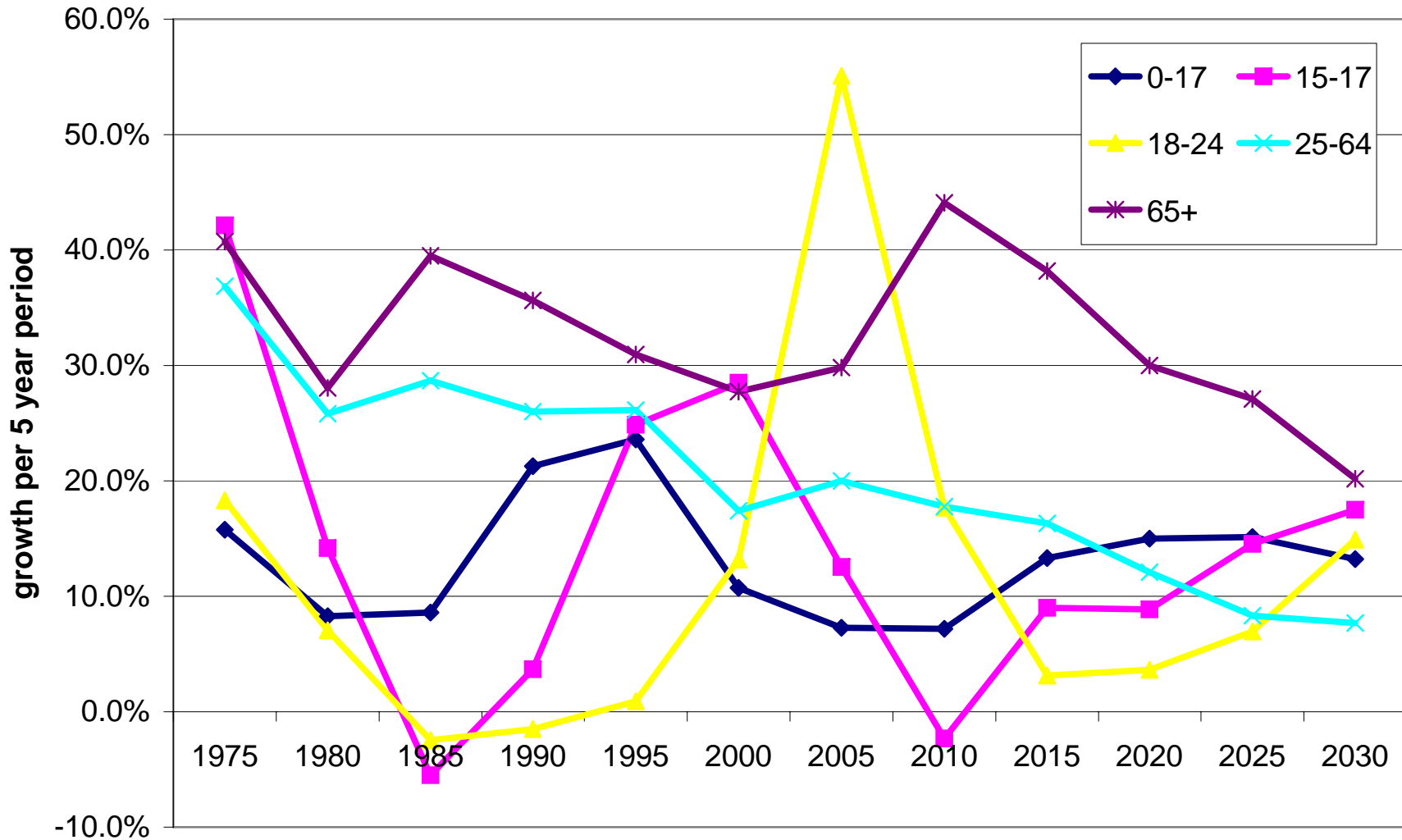
## July 2006 population as percent of July 2000 Population



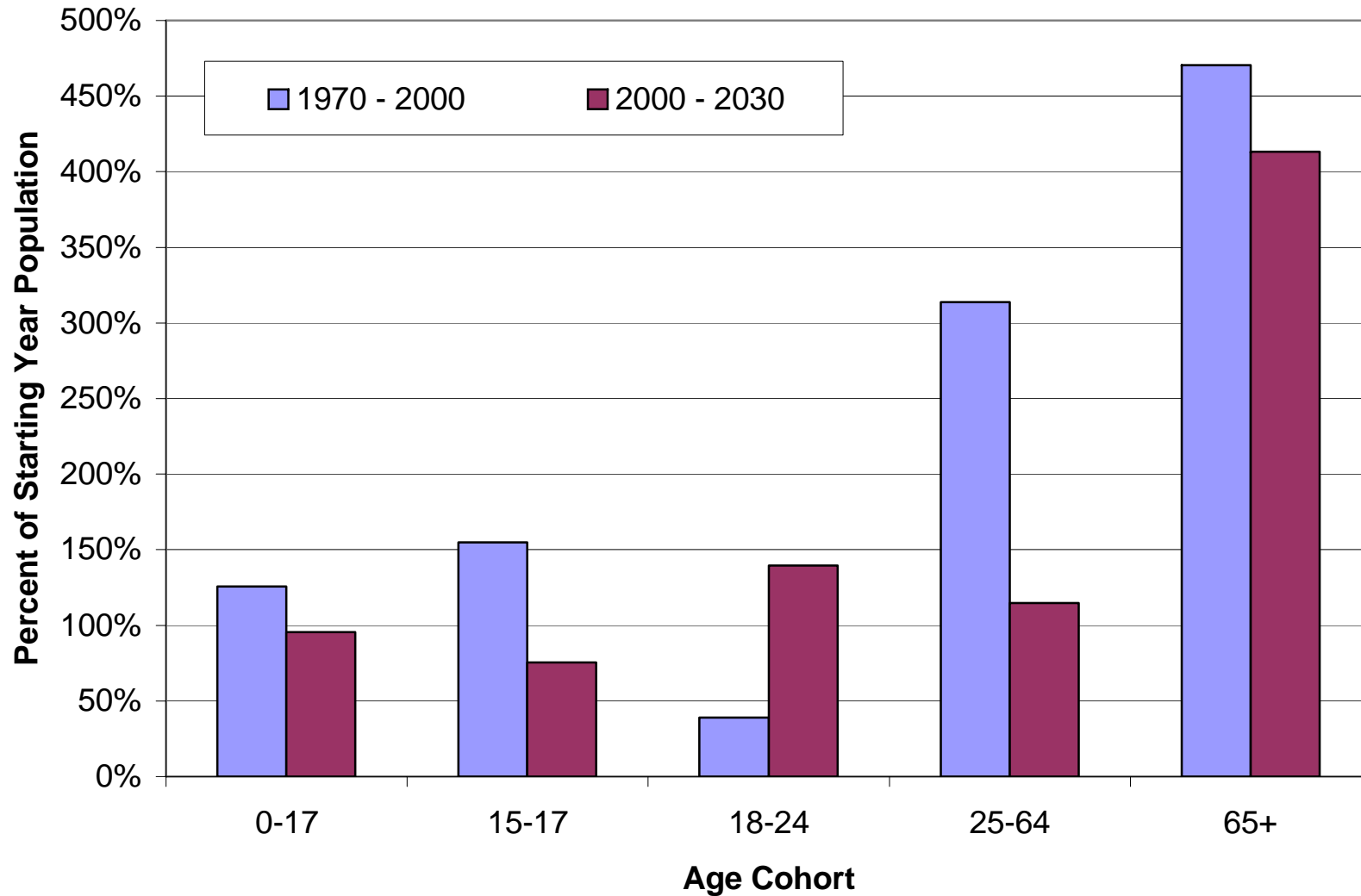
### Population Gain (number of people), 7/00 - 7/06



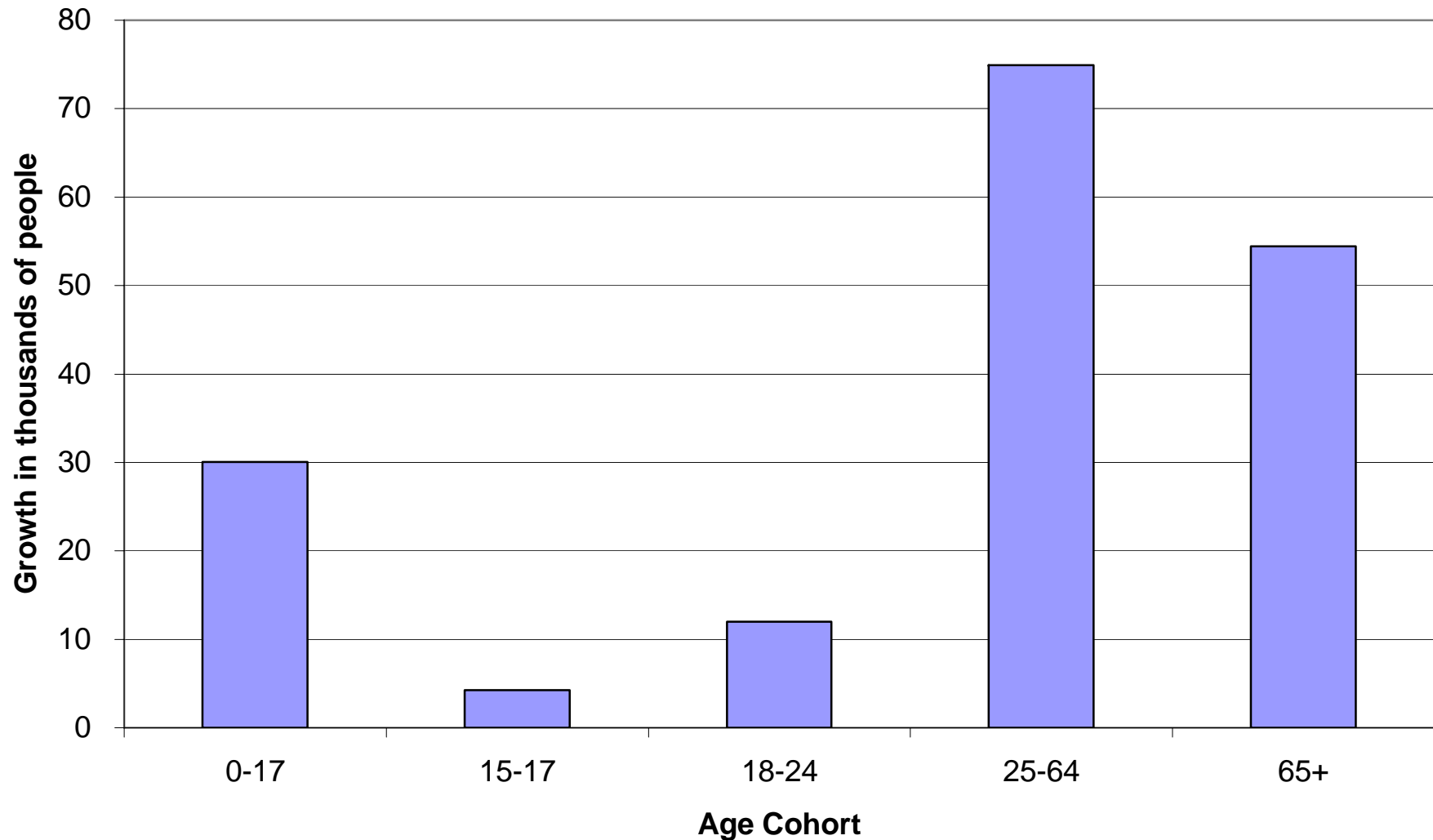
### Santa Rosa: Population Growth by Age Cohort, 1975 - 2030



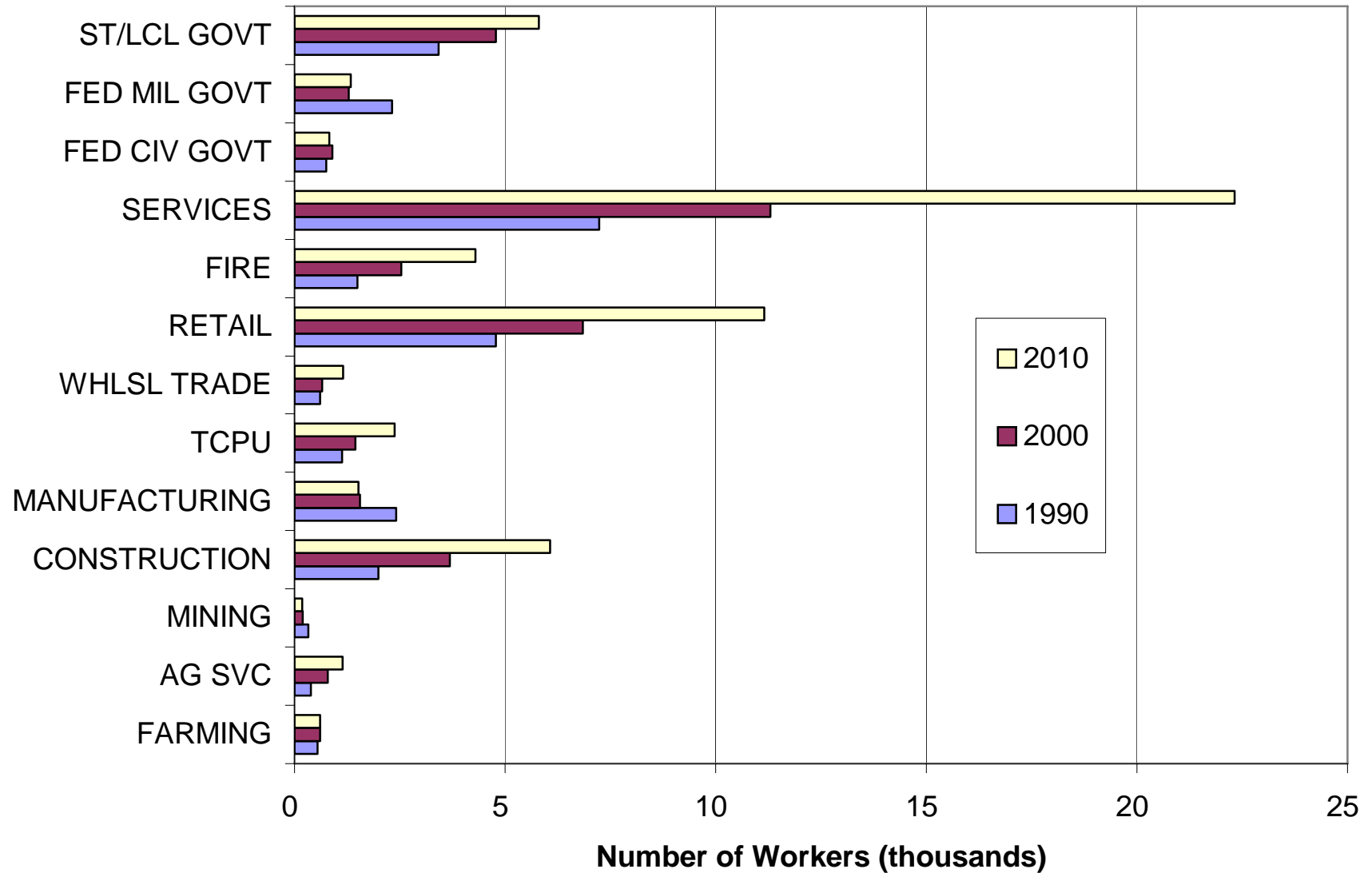
### Santa Rosa: Cumulative Population Growth over 30 Year Periods



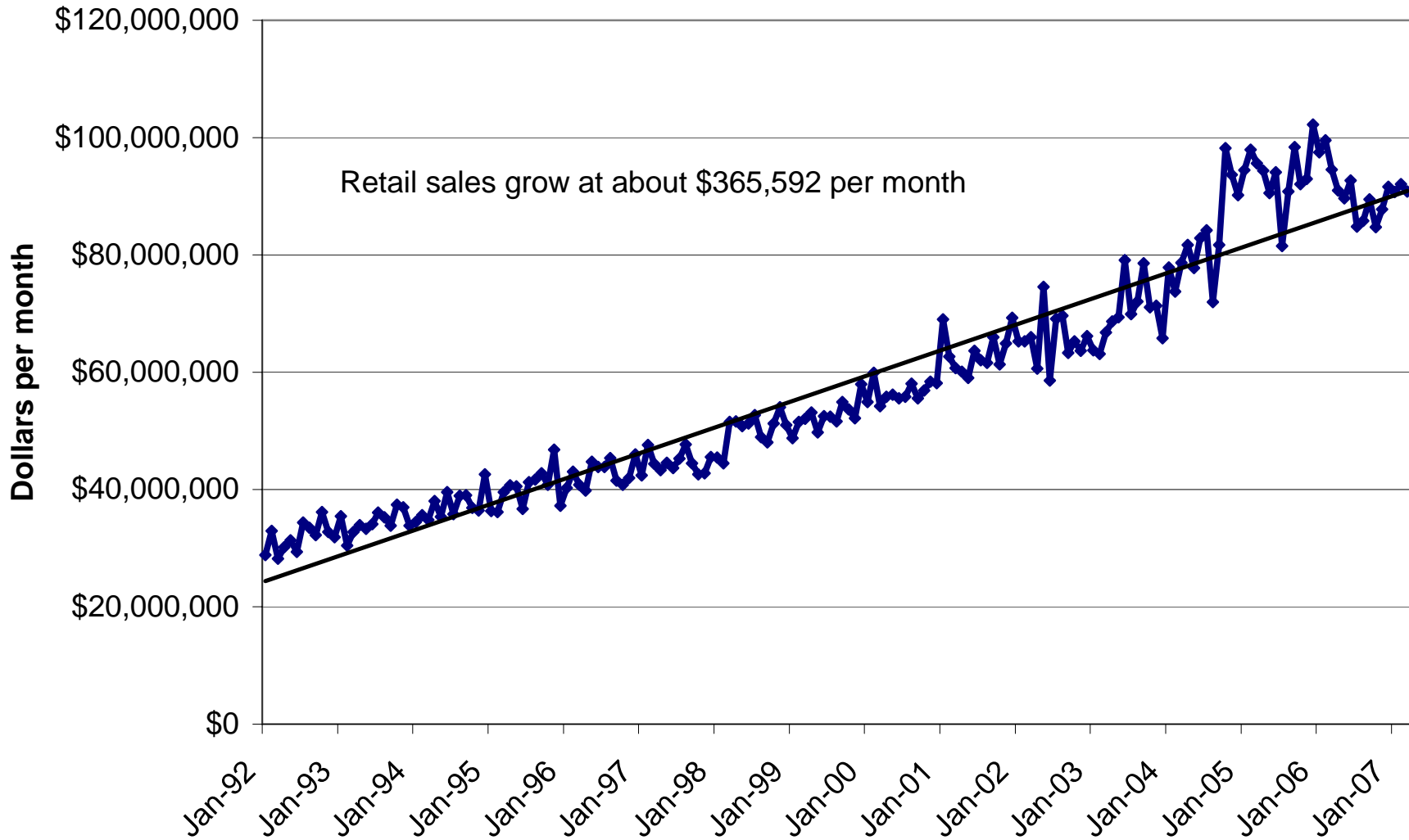
## Santa Rosa: Population Growth by Age Cohort, 2000 - 2030



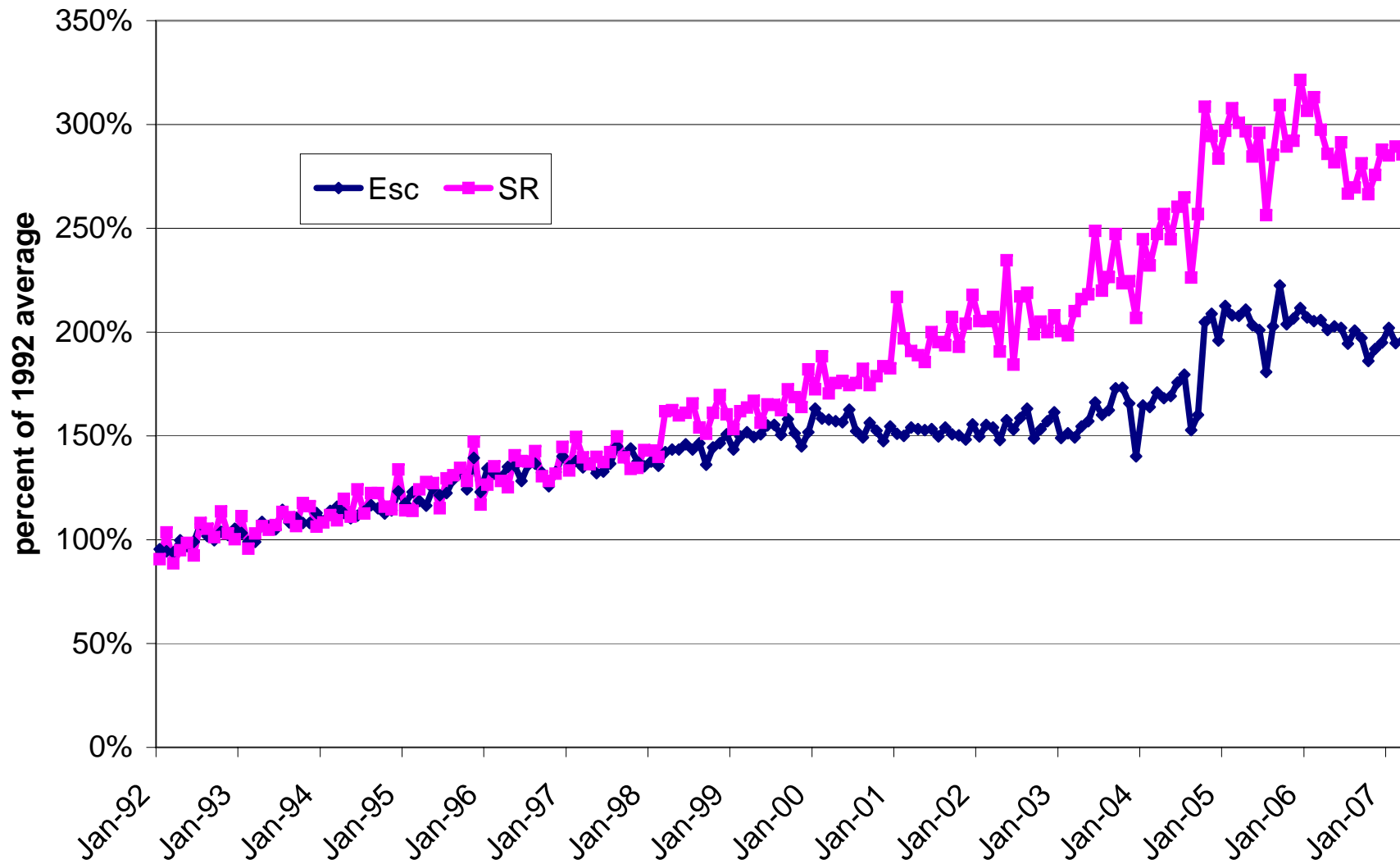
## Santa Rosa: Employment by Sector



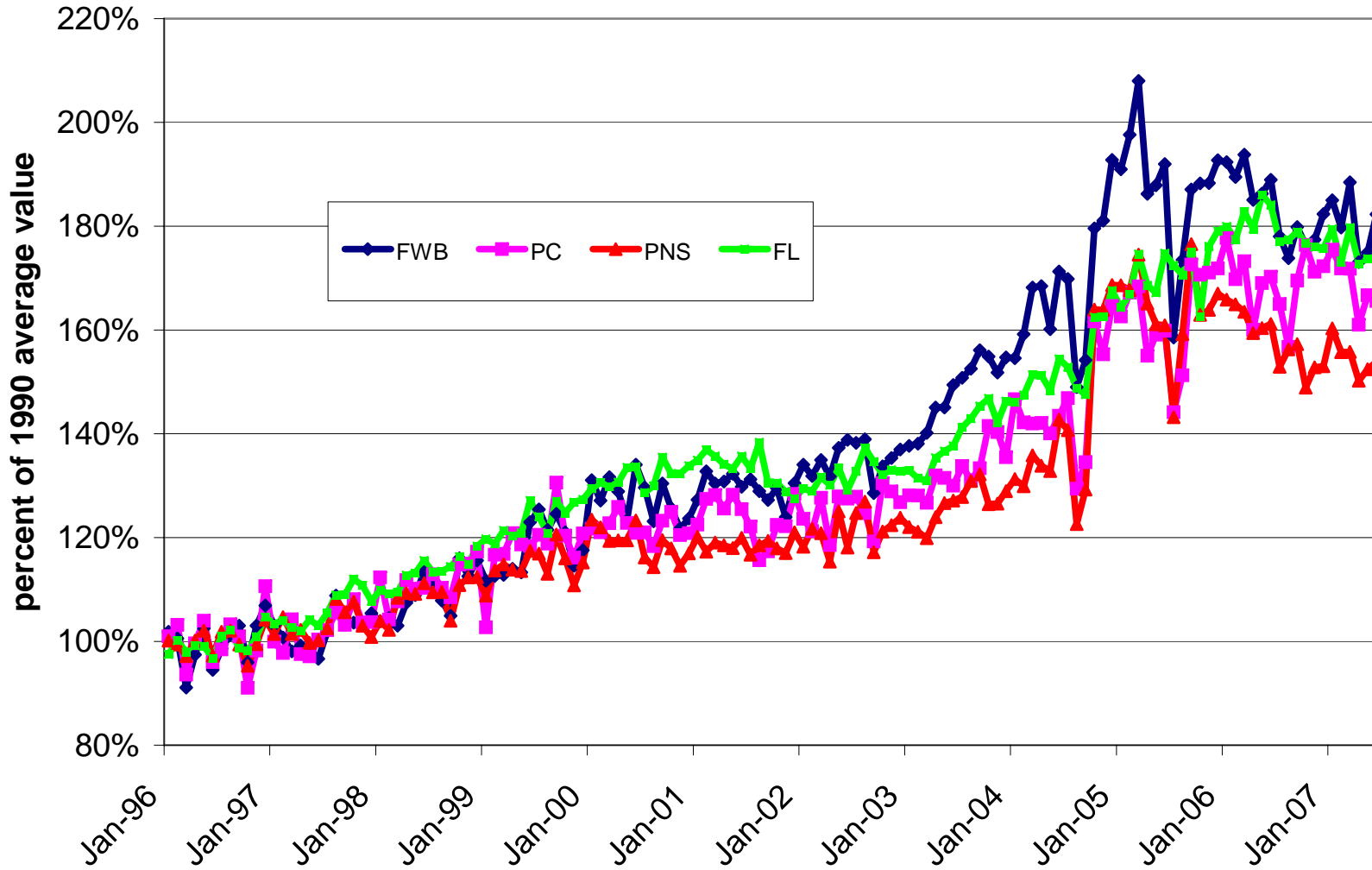
### Santa Rosa: Taxable Retail Sales, 1/92 - 3/07, s.a.



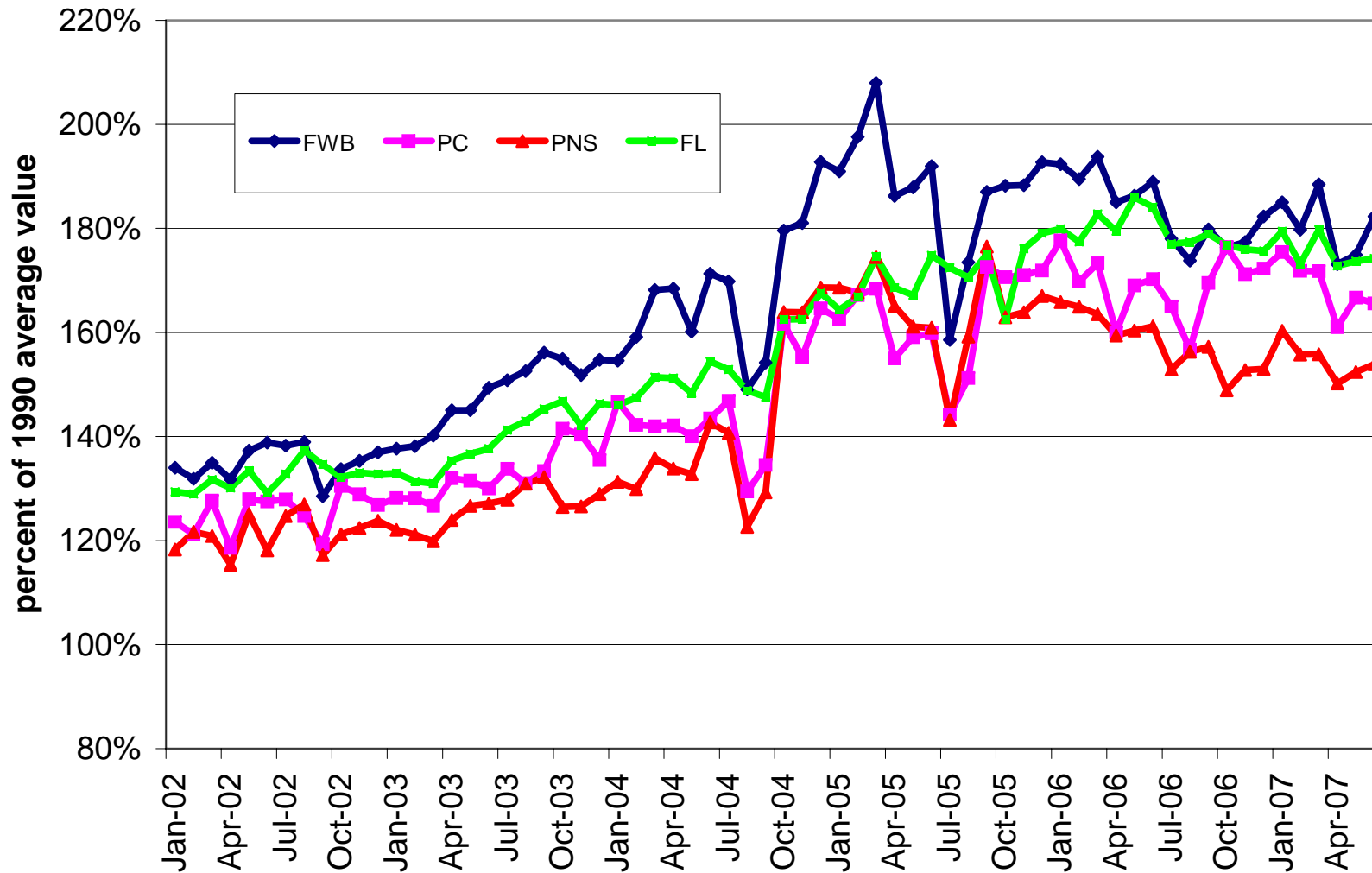
### Retail Sales as % of 1992 sales, 1/92 - 3/07



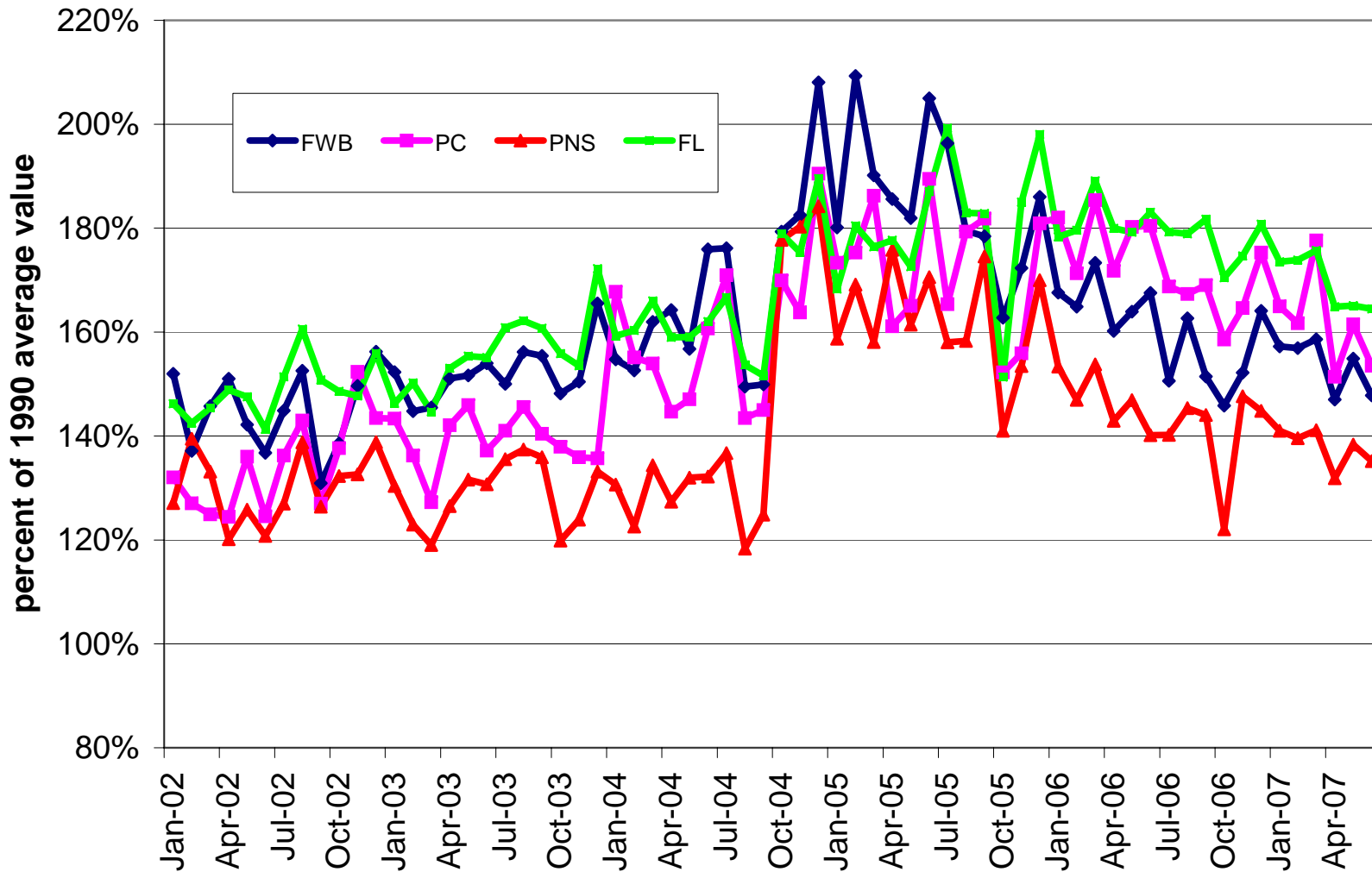
### Total Taxable Retail Sales, 1/96 - 6/07, s.a., 1996 = 100



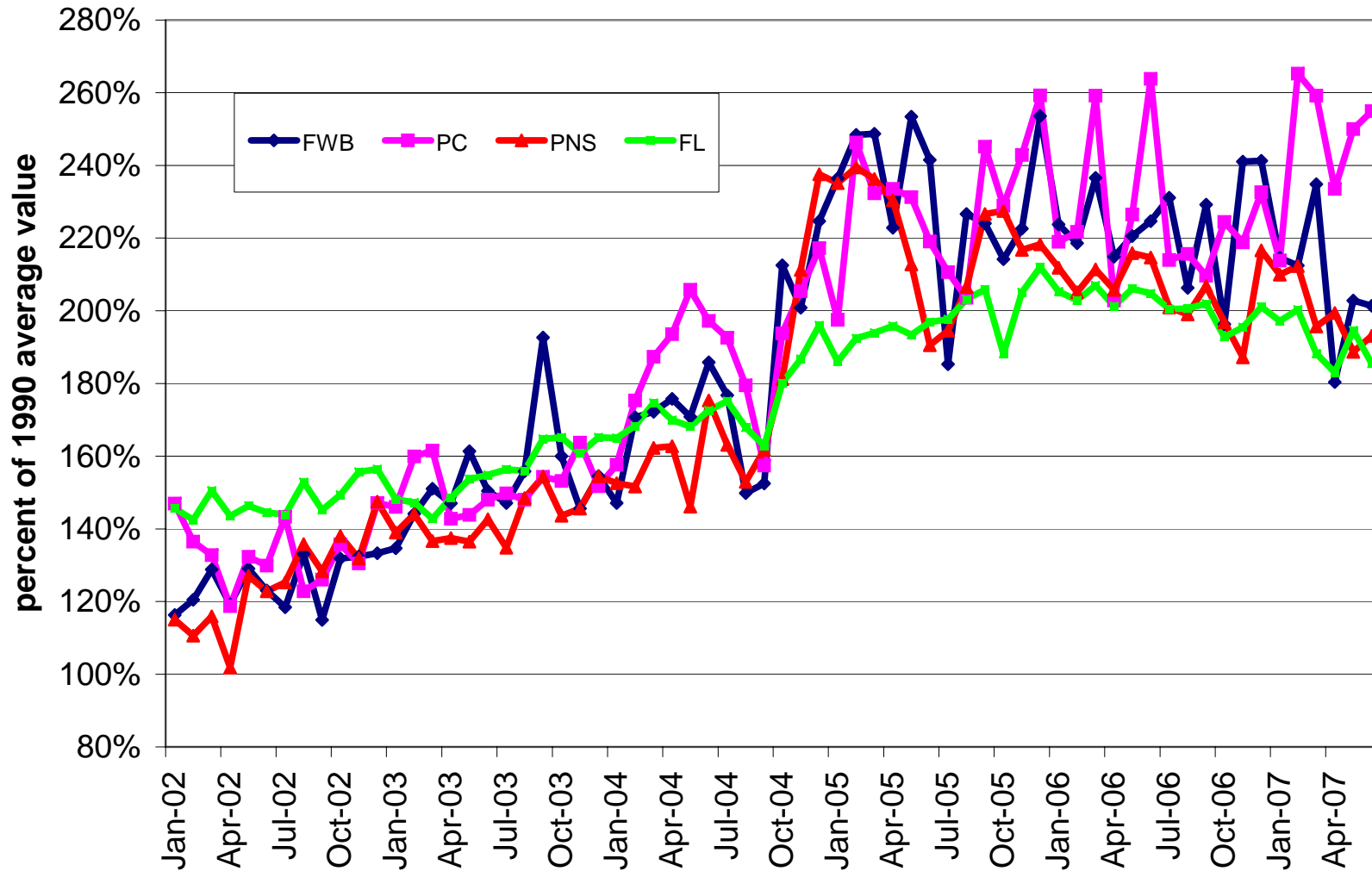
**Total Taxable Retail Sales, 1/02 - 6/07, s.a., 1996 = 100**



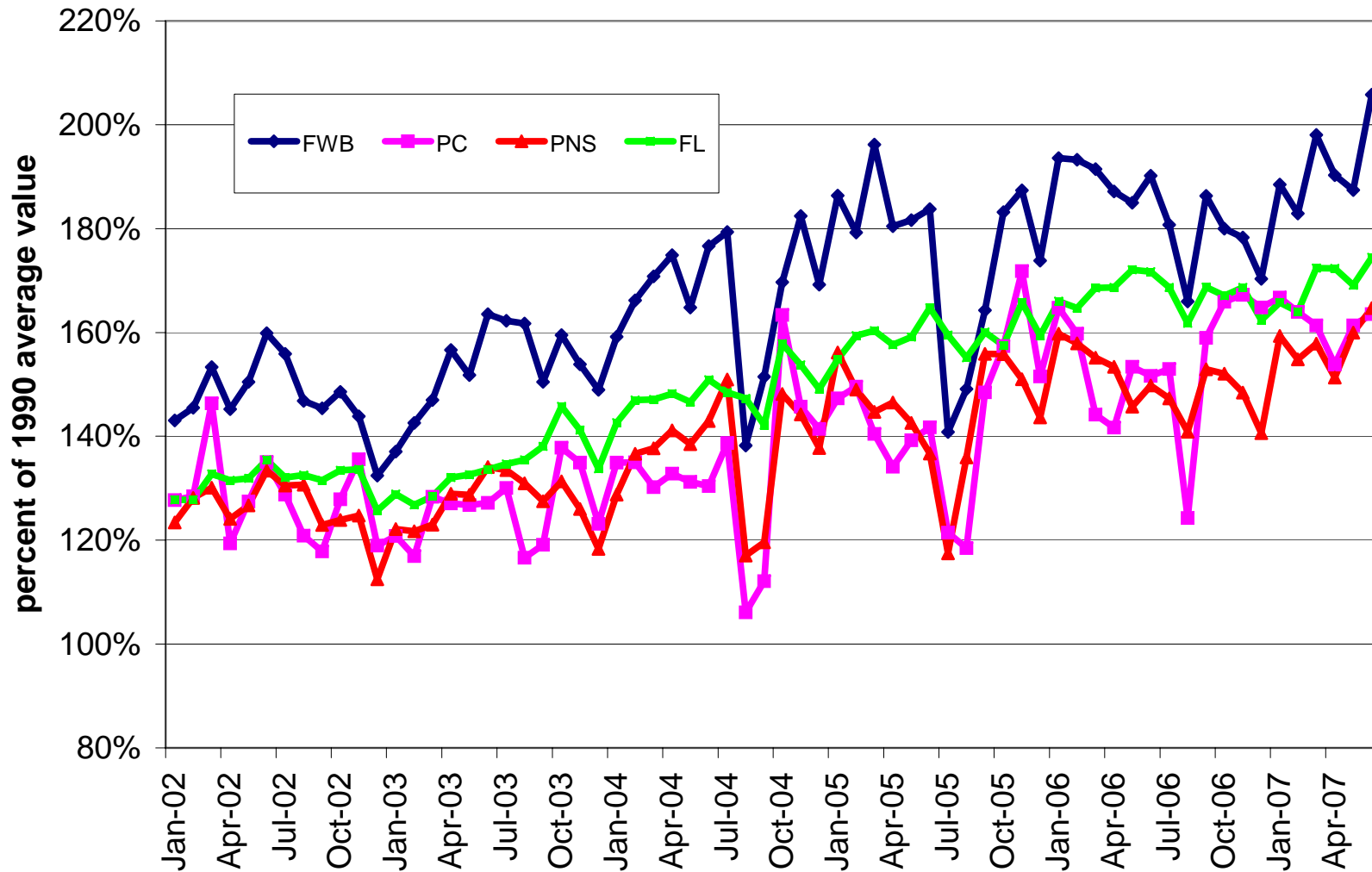
**Taxable Retail Sales: autos, 1/02 - 6/07, s.a., 1996 = 100**



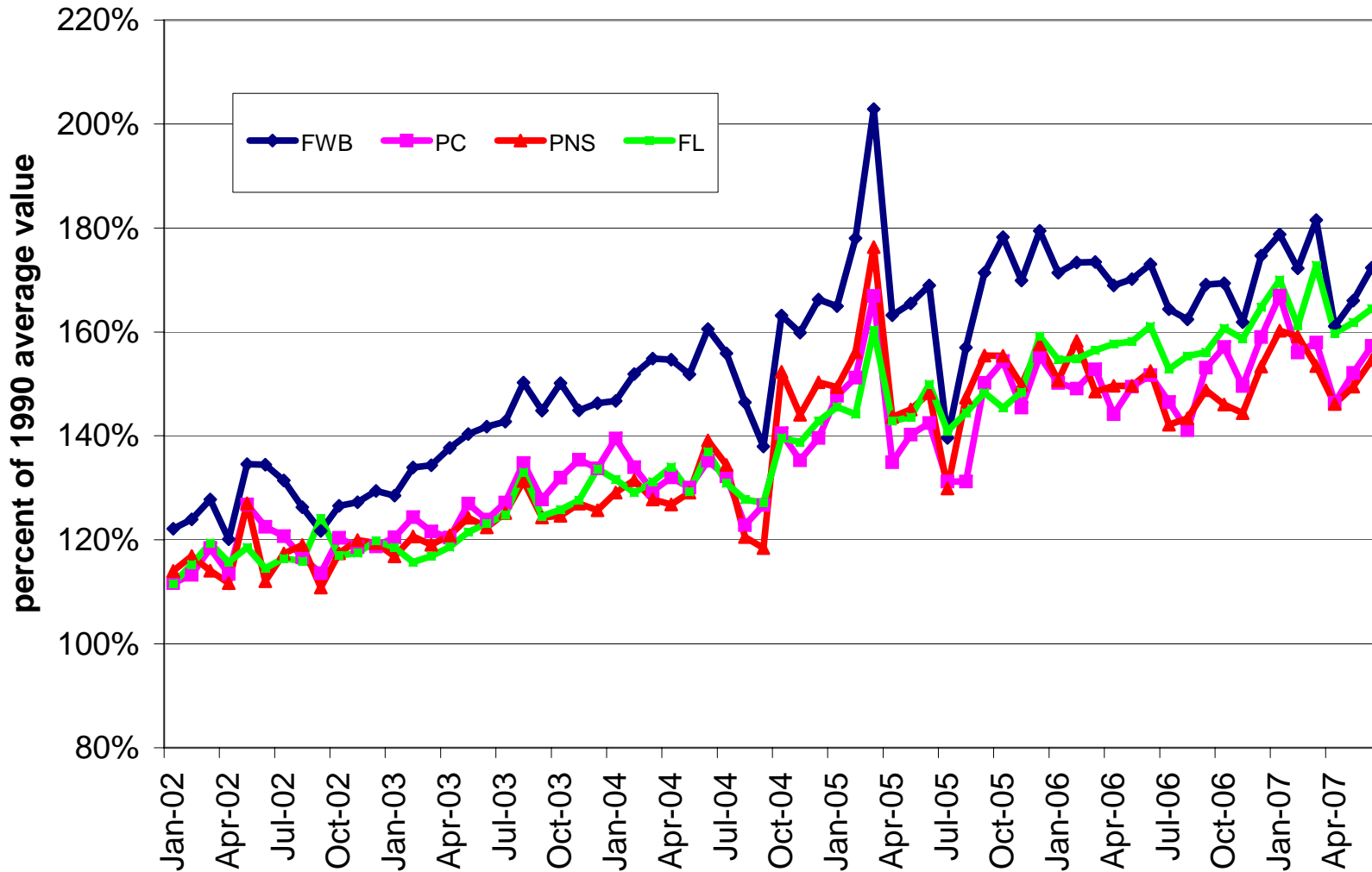
**Taxable Retail Sales: durables, 1/02 - 6/07, s.a., 1996 = 100**



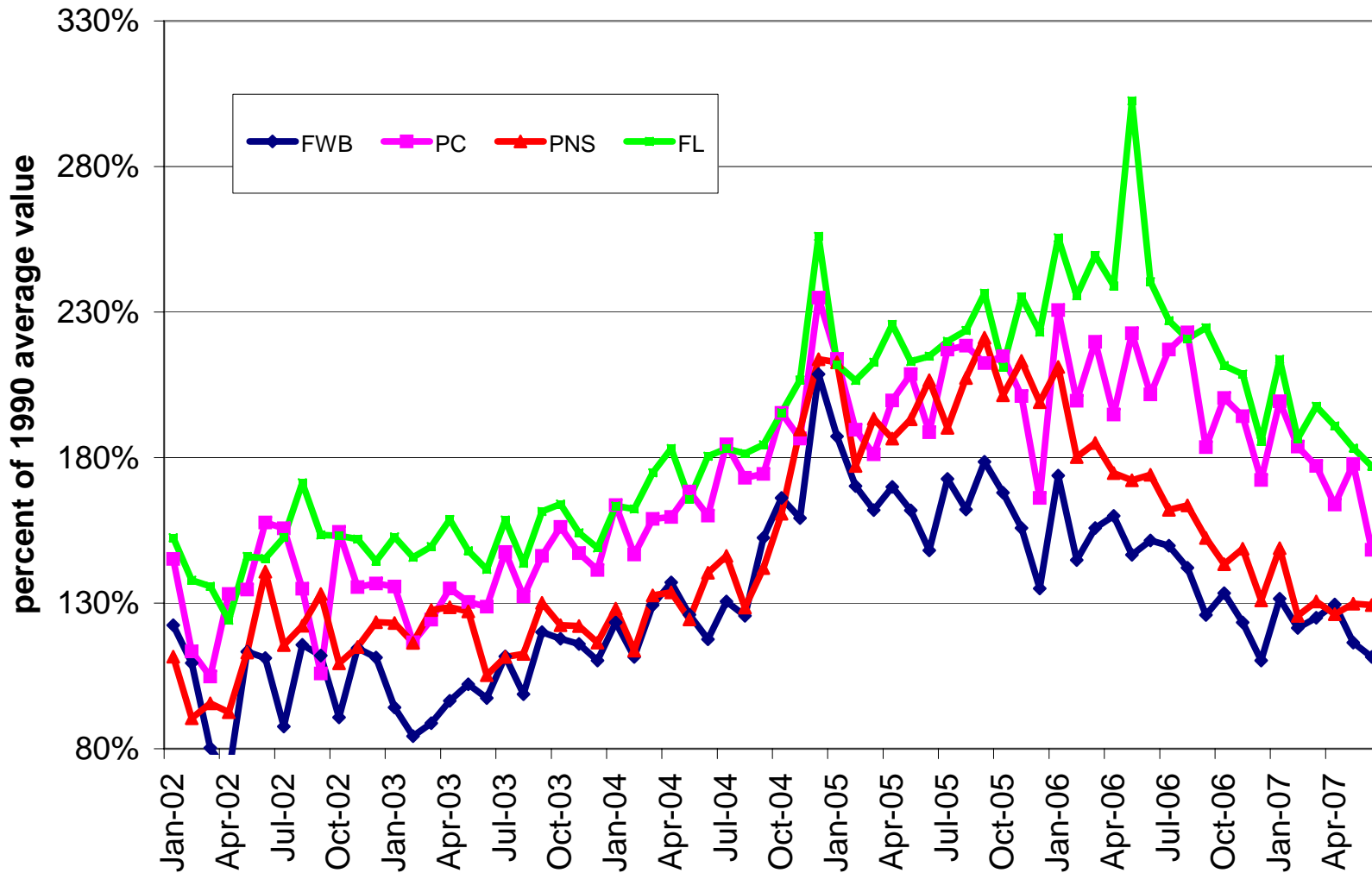
**Taxable Retail Sales: tourism, 1/02 - 6/07, s.a., 1996 = 100**



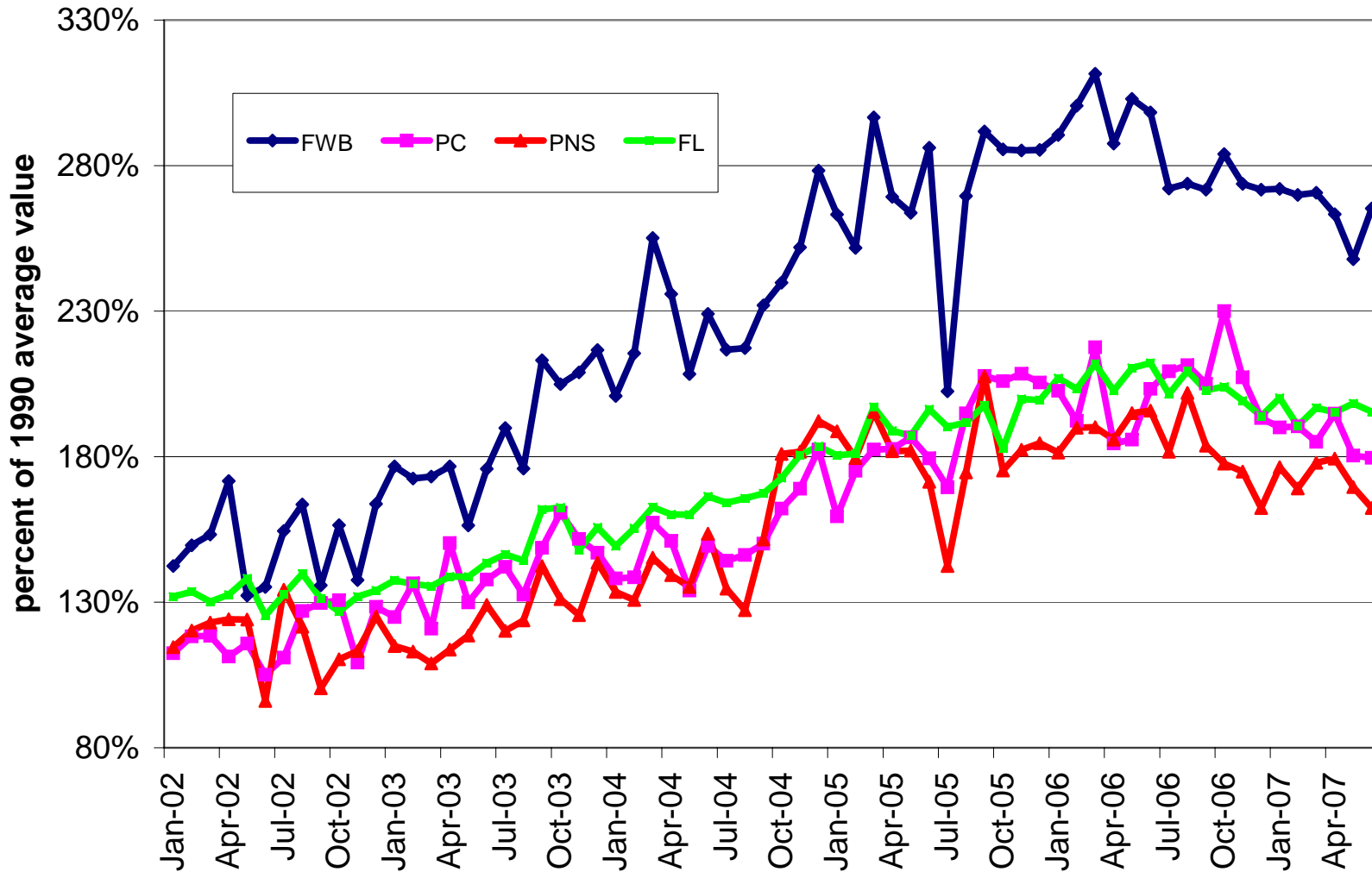
**Taxable Retail Sales: nondurables, 1/02 - 6/07, s.a., 1996 = 100**



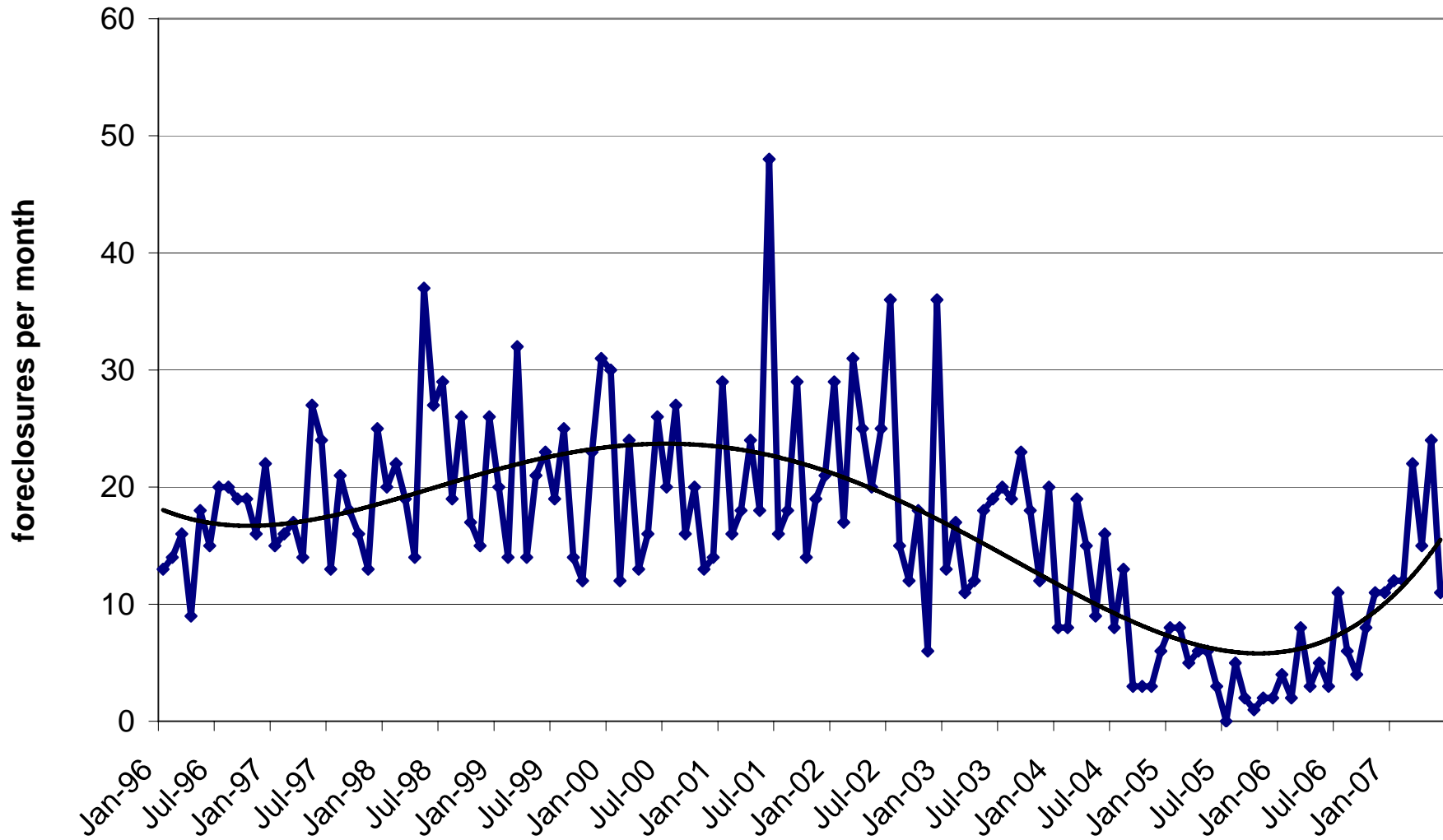
**Taxable Retail Sales: construction, 1/02 - 6/07, s.a., 1996 = 100**



**Taxable Retail Sales: business, 1/02 - 6/07, s.a., 1996 = 100**



## Foreclosures in 5-County Region, 1/96 - 6/07



## TEAM Santa Rosa

# The Economy of Santa Rosa County

Haas Center for Business Research and Economic Development

Rick Harper, Ph.D., Director

October 2<sup>nd</sup>, 2007