



Data Digest: Florida

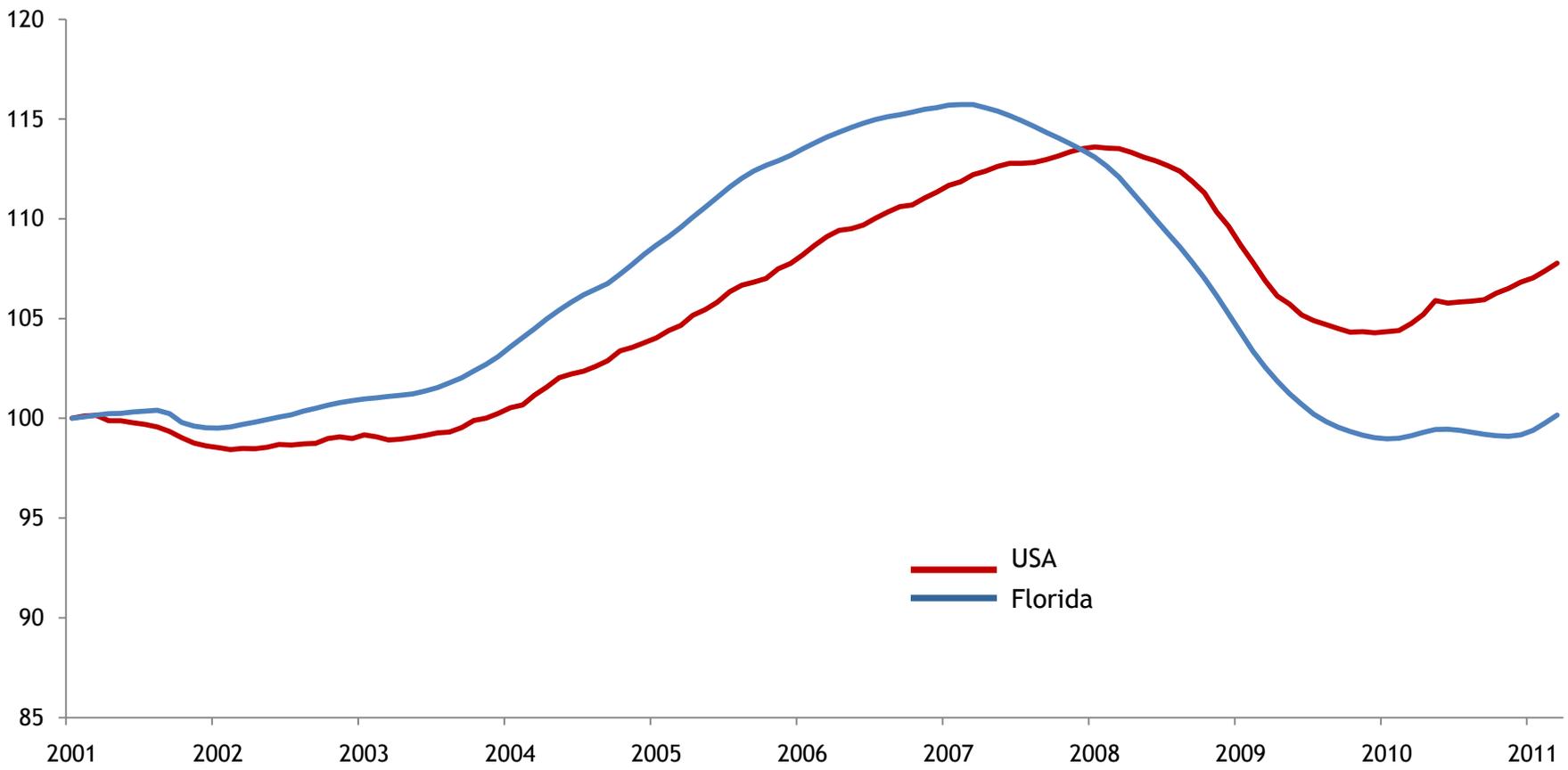
June 2011



Florida's economic performance continues to lag the nation. Broad indicators of economic activity in Florida show stabilization but little improvement. Comparable U.S. data indicate slow but steady gains.

[About the Coincident Economic Indicator](#)

Coincident Economic Indicator March 2011

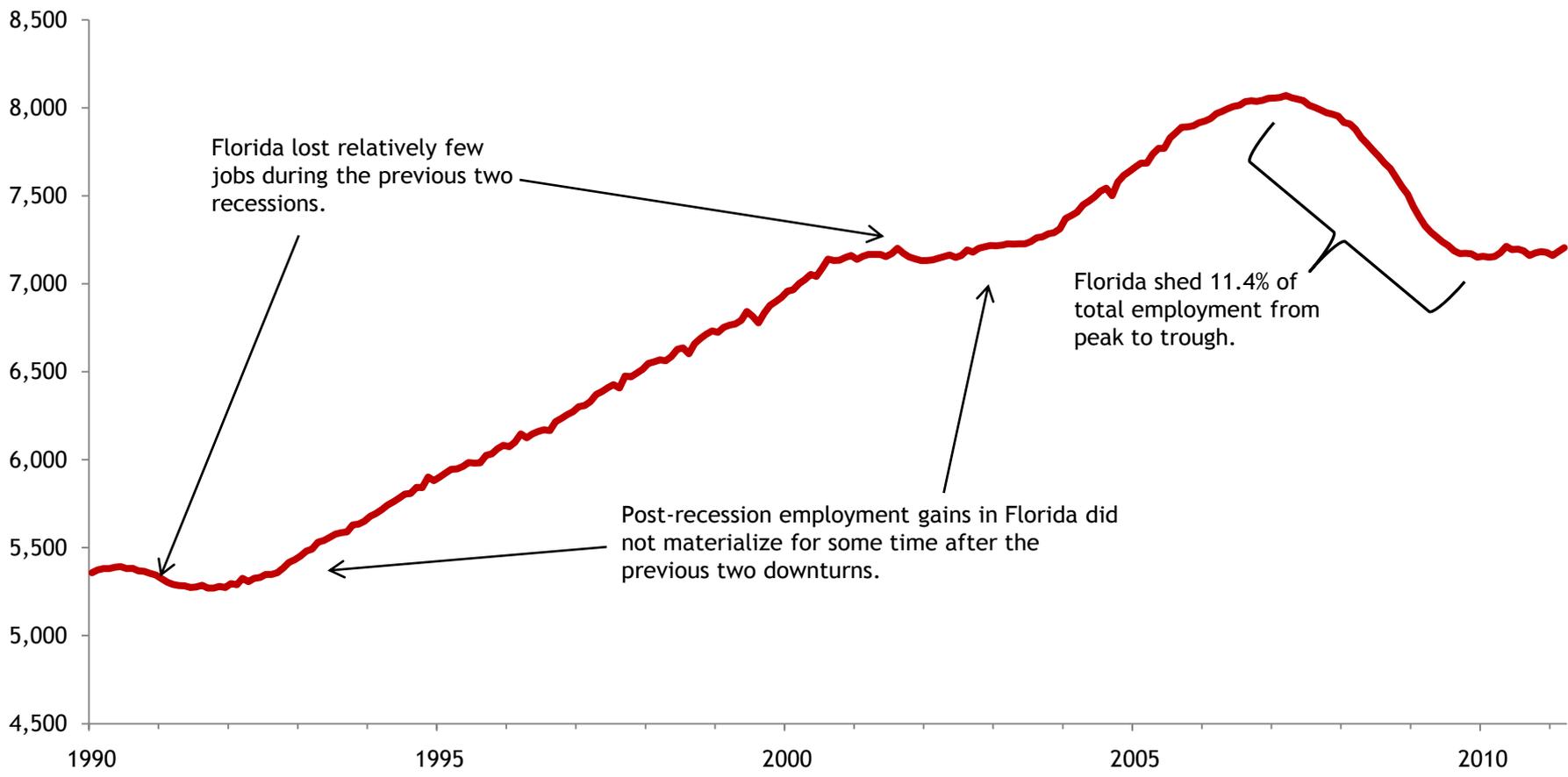


Source: Federal Reserve Bank of Philadelphia

Total employment in Florida has stabilized near recession lows, but job gains remain elusive. The current level of employment is at mid-2002 levels.

Florida Payroll Employment March 2011

Thousands,
Seasonally adjusted



Florida lost relatively few jobs during the previous two recessions.

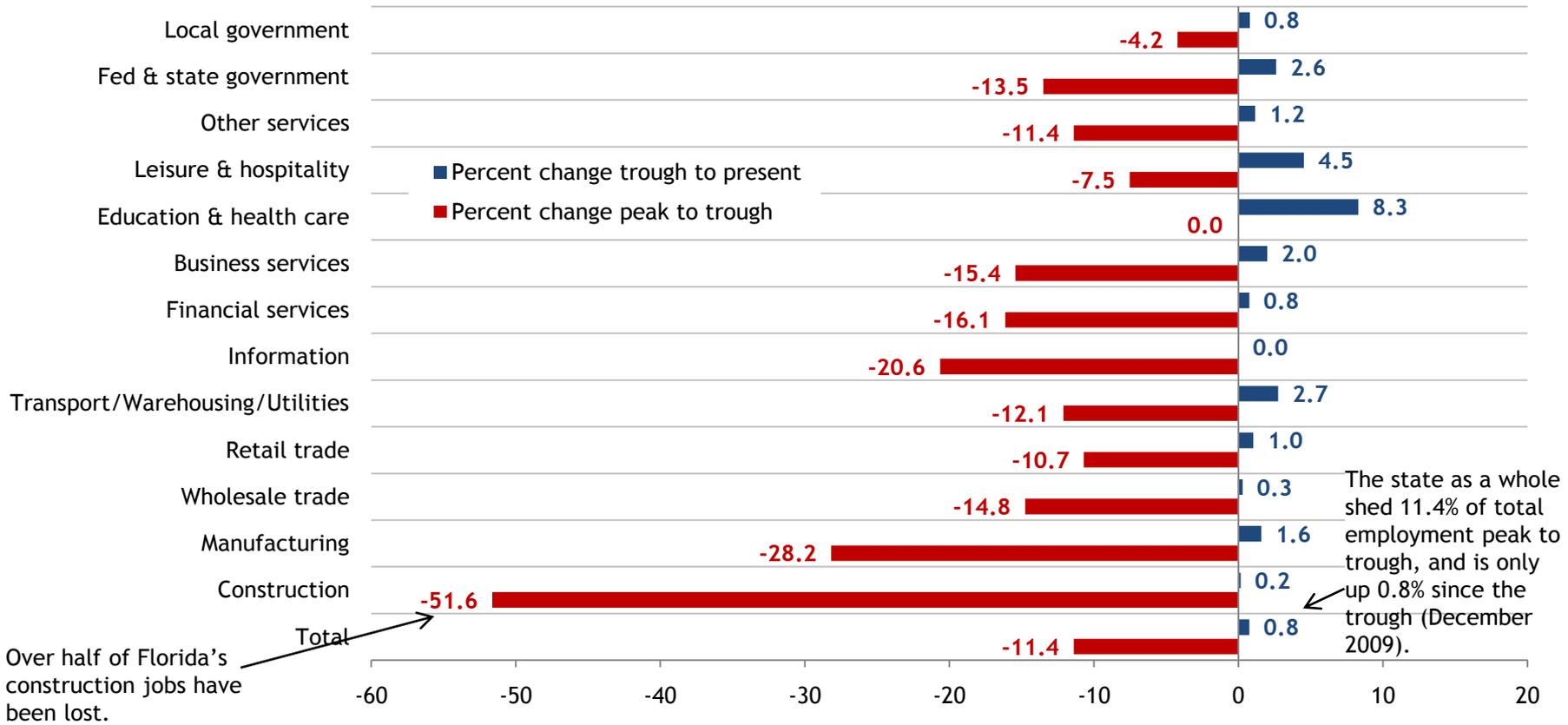
Florida shed 11.4% of total employment from peak to trough.

Post-recession employment gains in Florida did not materialize for some time after the previous two downturns.

Source: U.S. Bureau of Labor Statistics, Haver Analytics

All industries (except education and health care) saw significant job losses during the downturn, and several continue to post declines. Where job growth has occurred—in leisure and hospitality, for example—gains have been modest to date.

Employment Loss and Gain by Industry: Florida March 2011



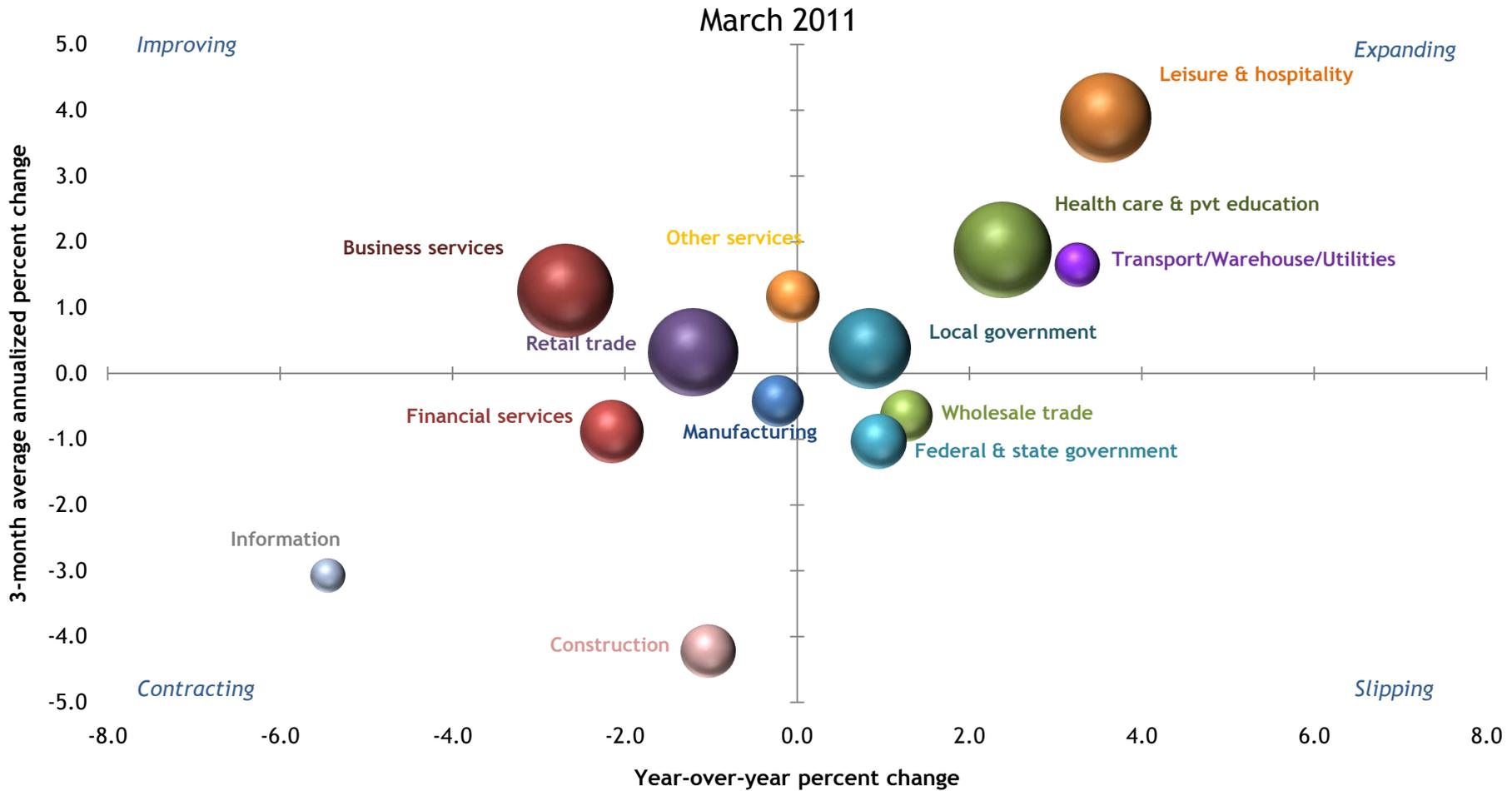
Note: A reading of 0.0 in the "trough to present" measure indicates that employment continues to decline in these industries. Likewise, a reading of 0.0 in the "peak to trough" measure indicates the employment continues to increase in these industries.

Source: U.S. Bureau of Labor Statistics, Haver Analytics, Federal Reserve Bank of Atlanta

Leisure and hospitality as well as education and health care show positive employment momentum, while construction, information, financial services and manufacturing employment remain very weak. Retail shows some improvement.

[About Employment Momentum](#)

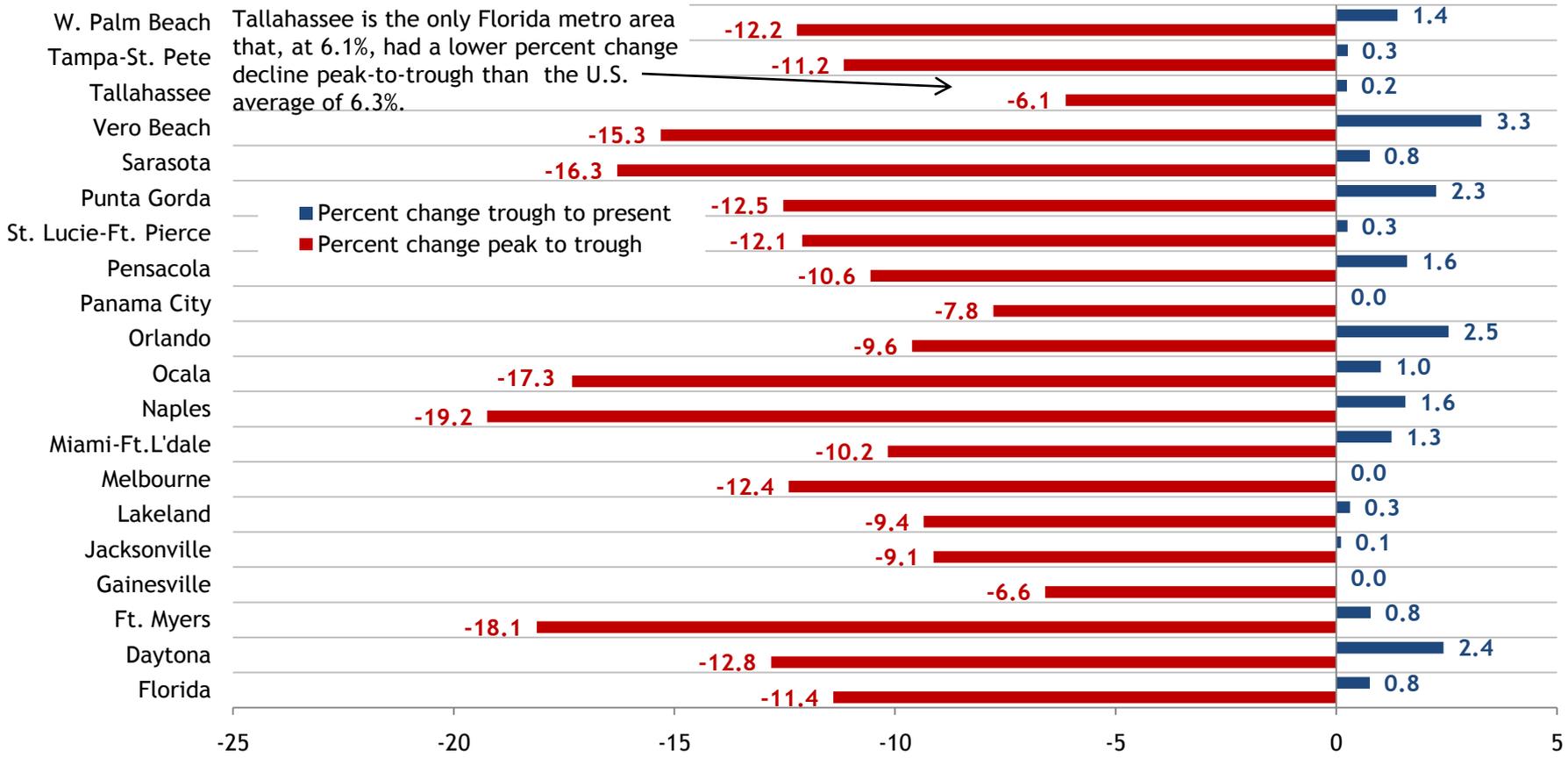
Employment Momentum by Industry: Florida



Source: U.S. Bureau of Labor Statistics, Haver Analytics, Federal Reserve Bank of Atlanta

Job losses in southwestern Florida metro areas have been staggering. Major declines are not limited to coastal areas. Ocala is down over 17 percent. Vero Beach, Orlando, Punta Gorda, and Daytona are the only areas with more than a 2 percent increase since their troughs.

Employment Loss and Gain by Metro Area: Florida March 2011



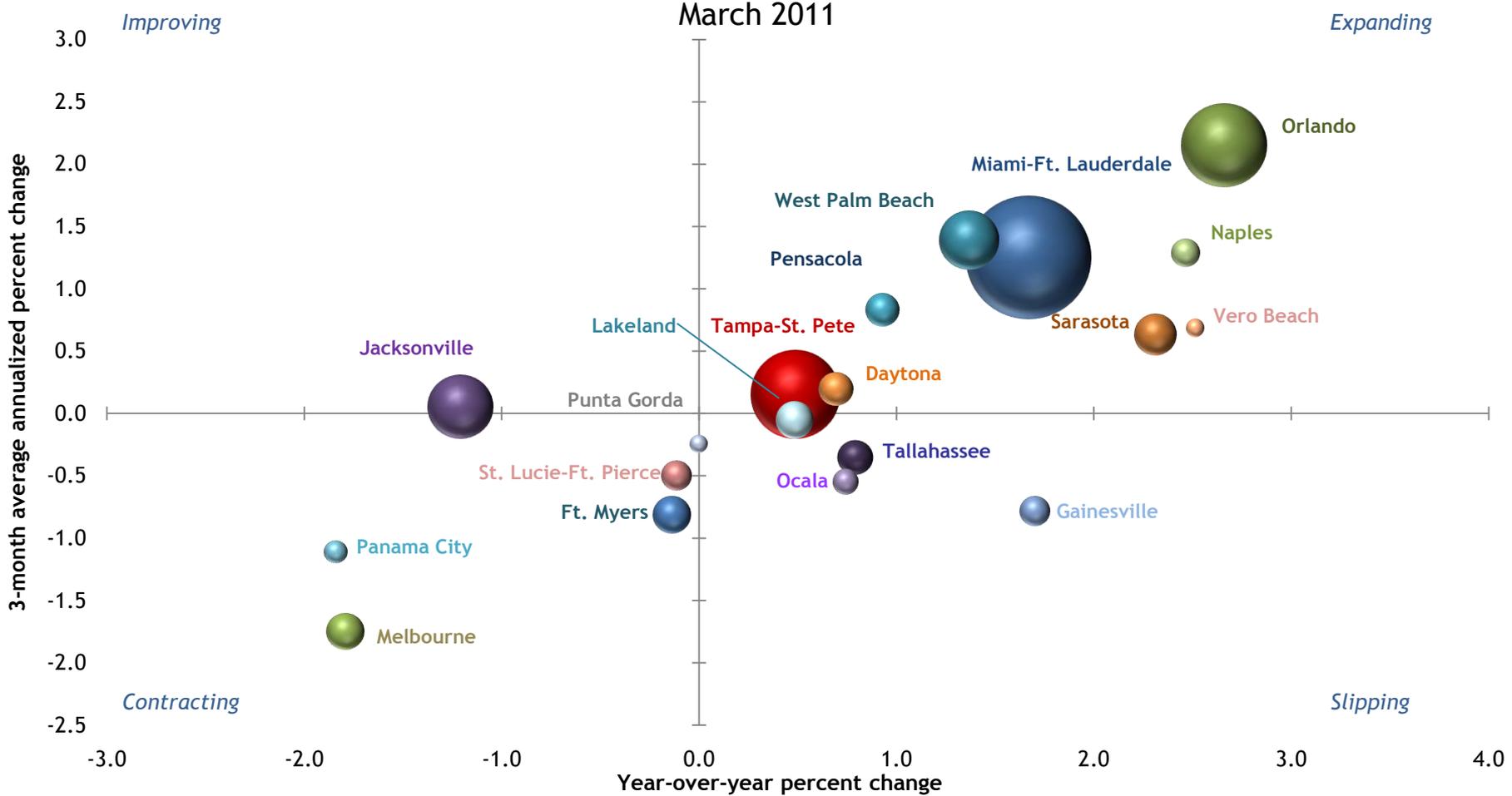
Tallahassee is the only Florida metro area that, at 6.1%, had a lower percent change decline peak-to-trough than the U.S. average of 6.3%.

Note: A reading of 0.0 in the "trough to present" measure indicates that employment continues to decline in these industries.
Source: U.S. Bureau of Labor Statistics, Haver Analytics, Federal Reserve Bank of Atlanta

Orlando and Miami-Ft. Lauderdale show positive employment momentum. Jacksonville employment momentum is improving, while several comparably smaller metro areas, like Melbourne and Panama City, remain very weak.

[About Employment Momentum](#)

Employment Momentum by Metro Area: Florida

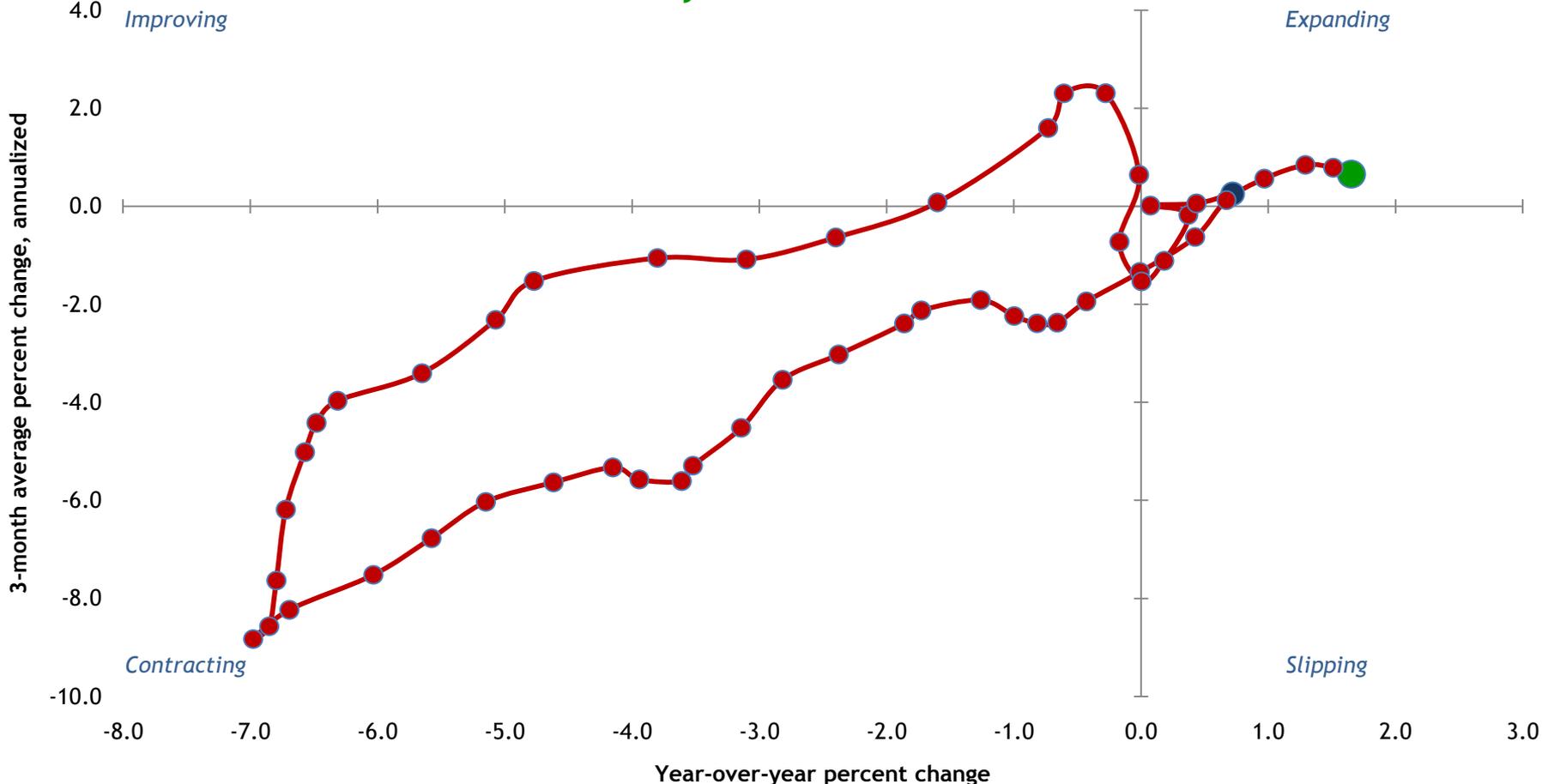


Source: U.S. Bureau of Labor Statistics, Haver Analytics, Federal Reserve Bank of Atlanta

January 2011 marked the first month since May 2007 that Florida's employment momentum was in the "expanding" quadrant, albeit barely. Florida spent 33 months in the "contracting" quadrant.

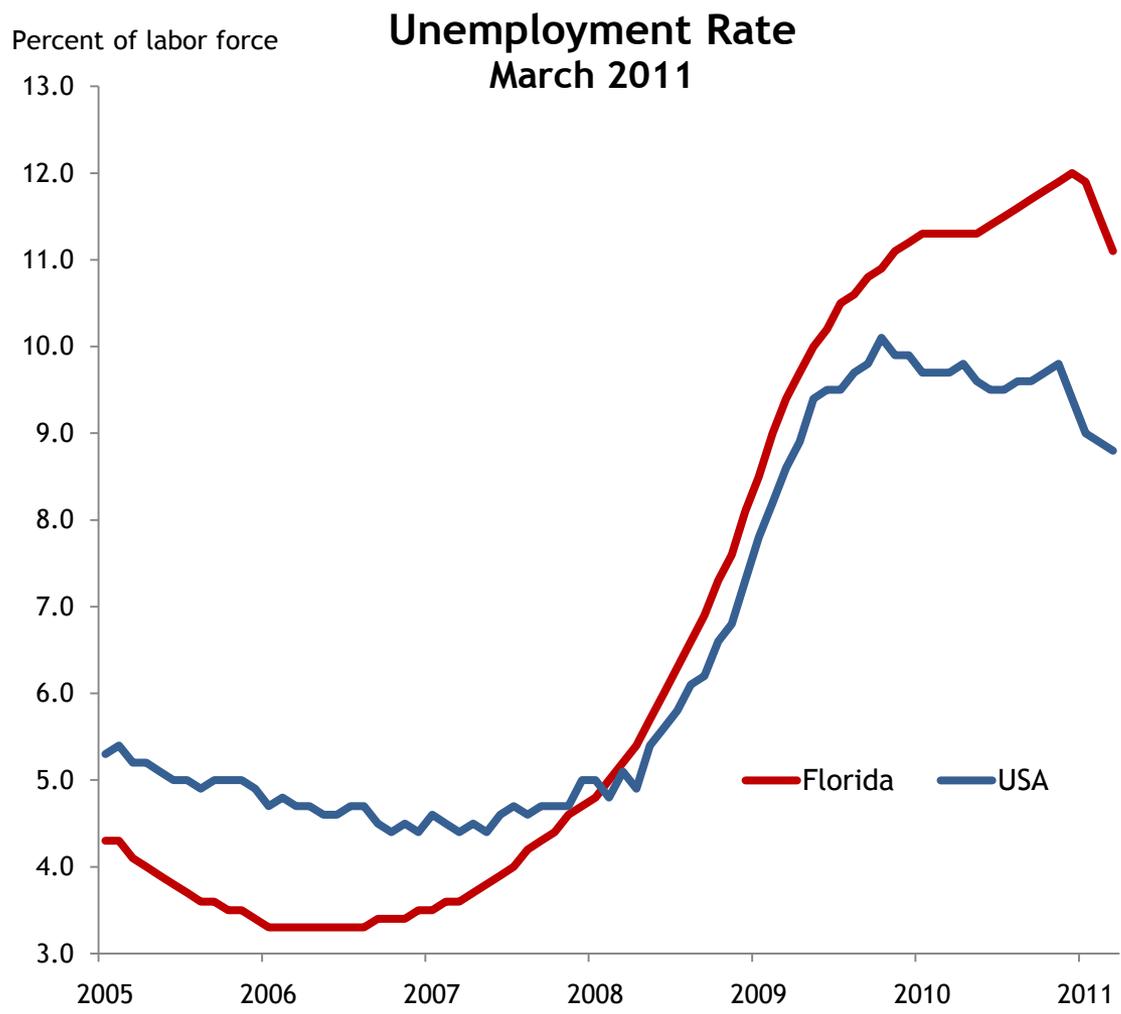
[About Employment Momentum Track](#)

Employment Momentum Track: Florida January 2007–March 2011



Source: U.S. Bureau of Labor Statistics, Haver Analytics, Federal Reserve Bank of Atlanta

Florida's unemployment rate (11.9 percent in January 2011) continued to climb long after the overall U.S. rate stabilized and began to fall.



| Unemployment Rates | | | |
|--------------------|---------|----------|----------|
| | Current | Year Ago | Jan 2007 |
| USA | 8.8 | 9.7 | 4.6 |
| Florida | 11.1 | 11.3 | 3.5 |
| Ft. Myers | 11.2 | 12.5 | 3.4 |
| Daytona | 10.9 | 11.7 | 3.8 |
| Gainesville | 7.5 | 8.0 | 2.8 |
| Jacksonville | 10.2 | 11.2 | 3.6 |
| Lakeland | 11.3 | 12.1 | 3.9 |
| Miami-Ft. L'dale | 10.9 | 11.0 | 3.6 |
| Naples | 10.2 | 11.4 | 3.1 |
| Ocala | 12.5 | 13.9 | 4.0 |
| Orlando | 10.4 | 11.3 | 3.4 |
| Melbourne | 11.1 | 11.4 | 3.9 |
| Panama City | 10.3 | 9.8 | 4.0 |
| Pensacola | 9.9 | 10.4 | 3.5 |
| Punta Gorda | 11.0 | 12.2 | 3.9 |
| Sarasota | 10.8 | 12.1 | 3.6 |
| Vero Beach | 12.2 | 12.8 | 4.5 |
| Tallahassee | 7.8 | 8.2 | 3.1 |
| Tampa-St. Pete | 11.0 | 11.9 | 3.8 |

The table shows unemployment rates for metro areas. Current = March 2011. Year-ago and January 2007 are included for comparison.

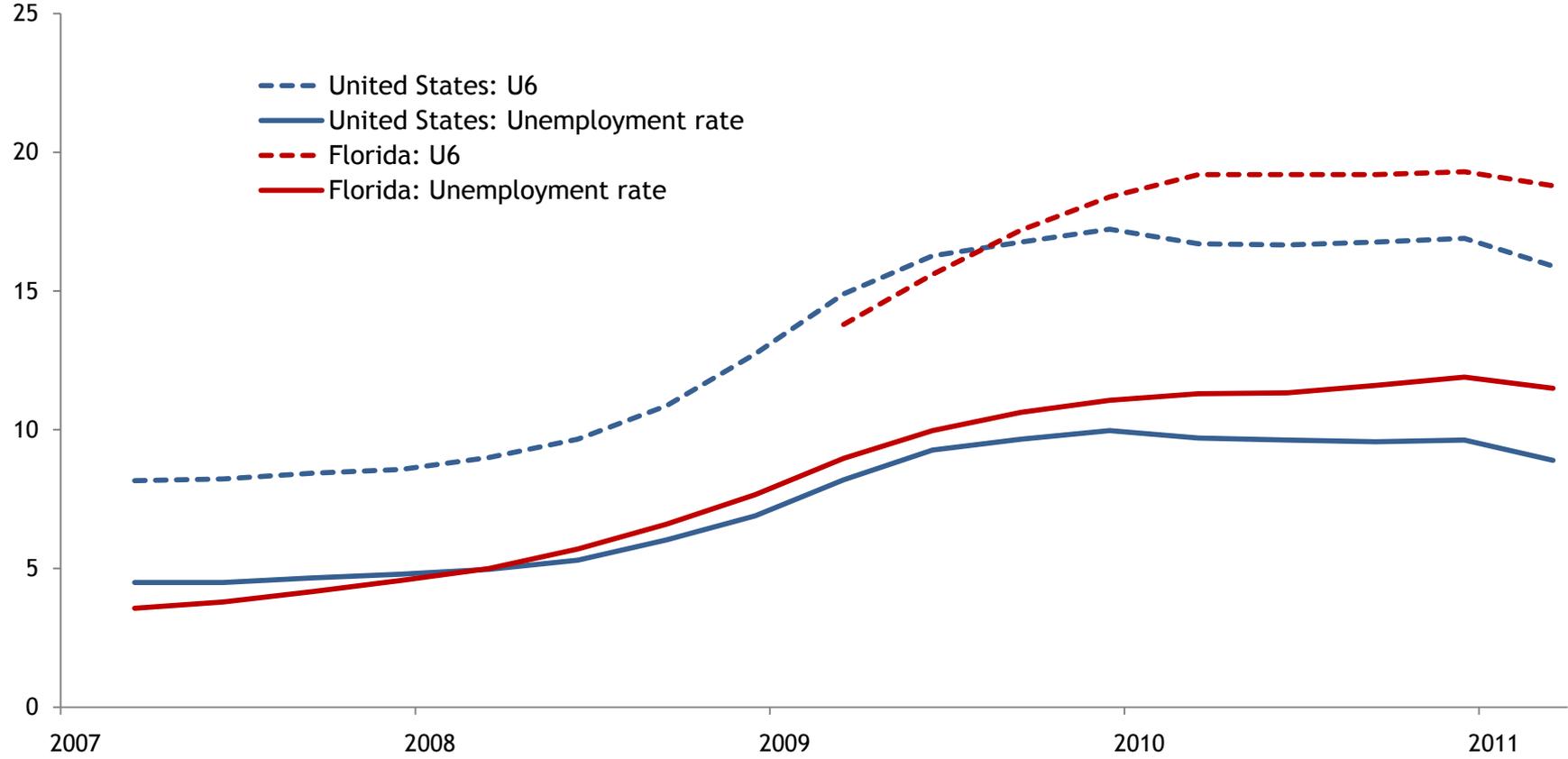
Source: U.S. Bureau of Labor Statistics, Haver Analytics

Alternative measures of labor underutilization for Florida—namely, the U6 figure—show that nearly 20 percent of the state’s labor force is unemployed or underemployed, a number that is higher than comparable U.S. measures.

[About Unemployment Rates](#)

Measures of Labor Utilization: Unemployment Rate and U6 March 2011

Percent,
seasonally adjusted



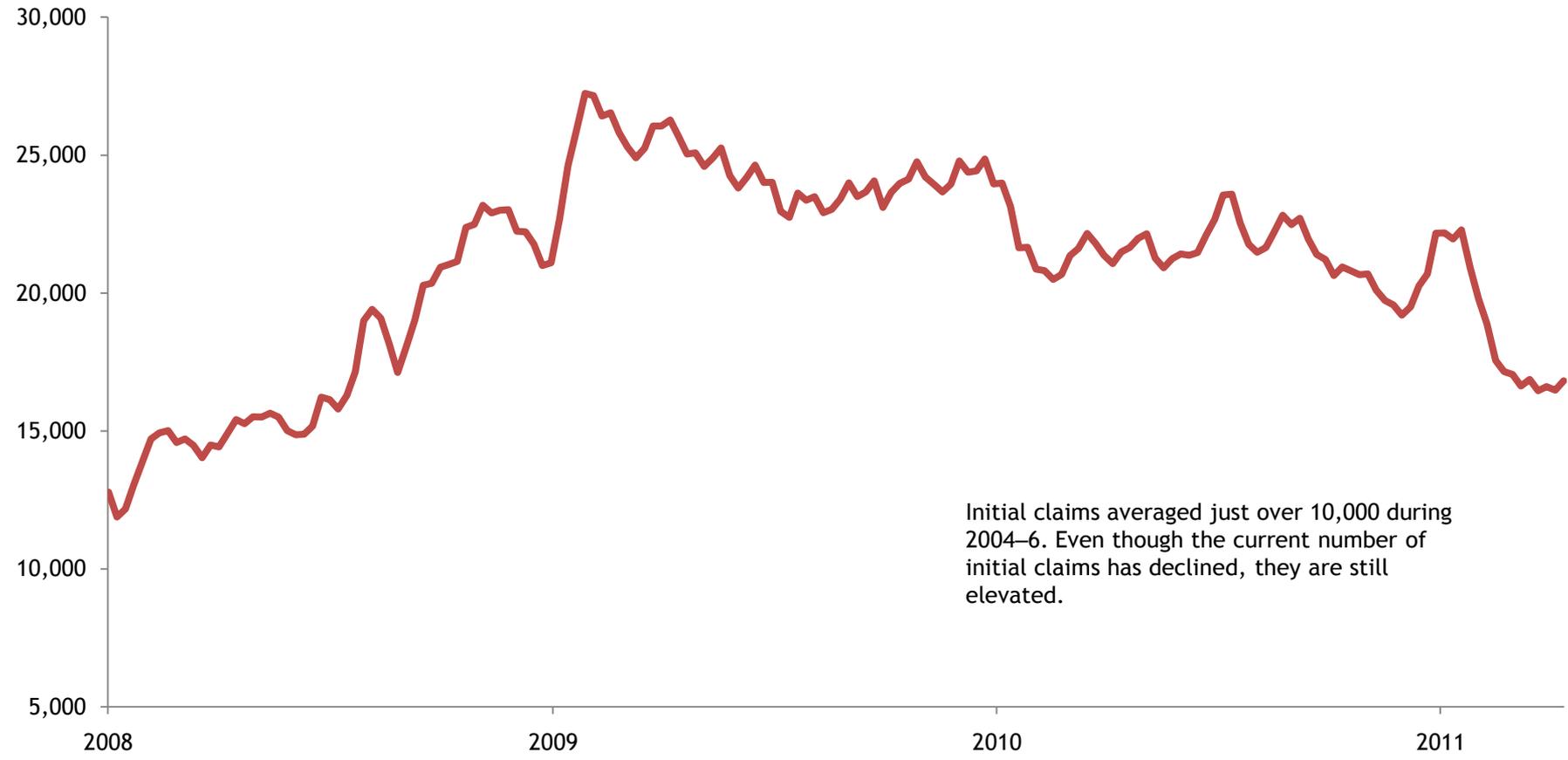
Note: U6=Unemployed + Marginally attached + Part-time economic reasons/Civilian labor force + Marginally attached

Source: U.S. Bureau of Labor Statistics, Haver Analytics

Initial claims for unemployment have declined substantially in 2011, which may indicate that unemployment has peaked.

Initial Unemployment Insurance Claims: Florida April 16, 2011

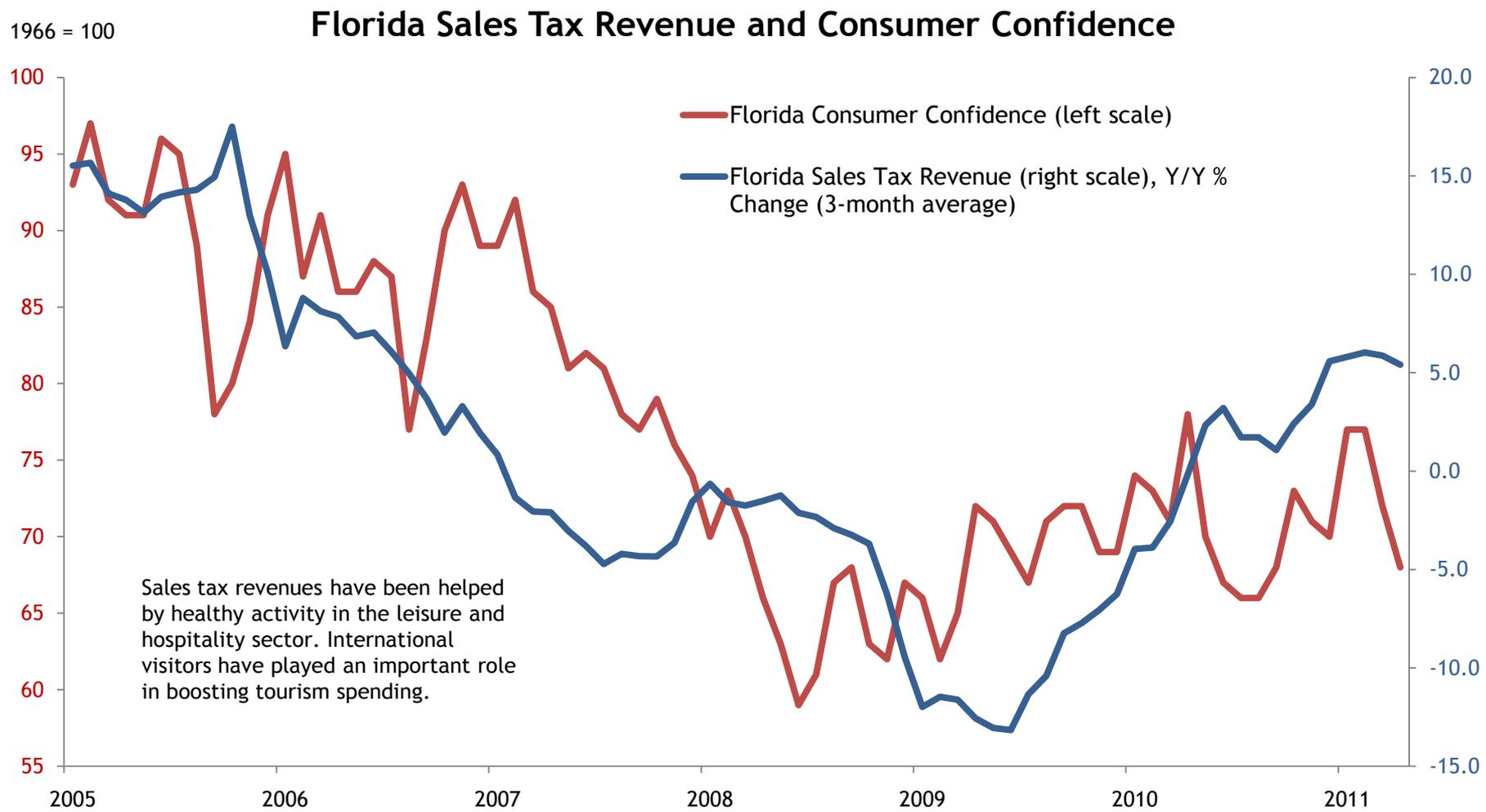
4-week moving average



Initial claims averaged just over 10,000 during 2004–6. Even though the current number of initial claims has declined, they are still elevated.

Source: U.S. Department of Labor-Employment and Training Administration, Haver Analytics

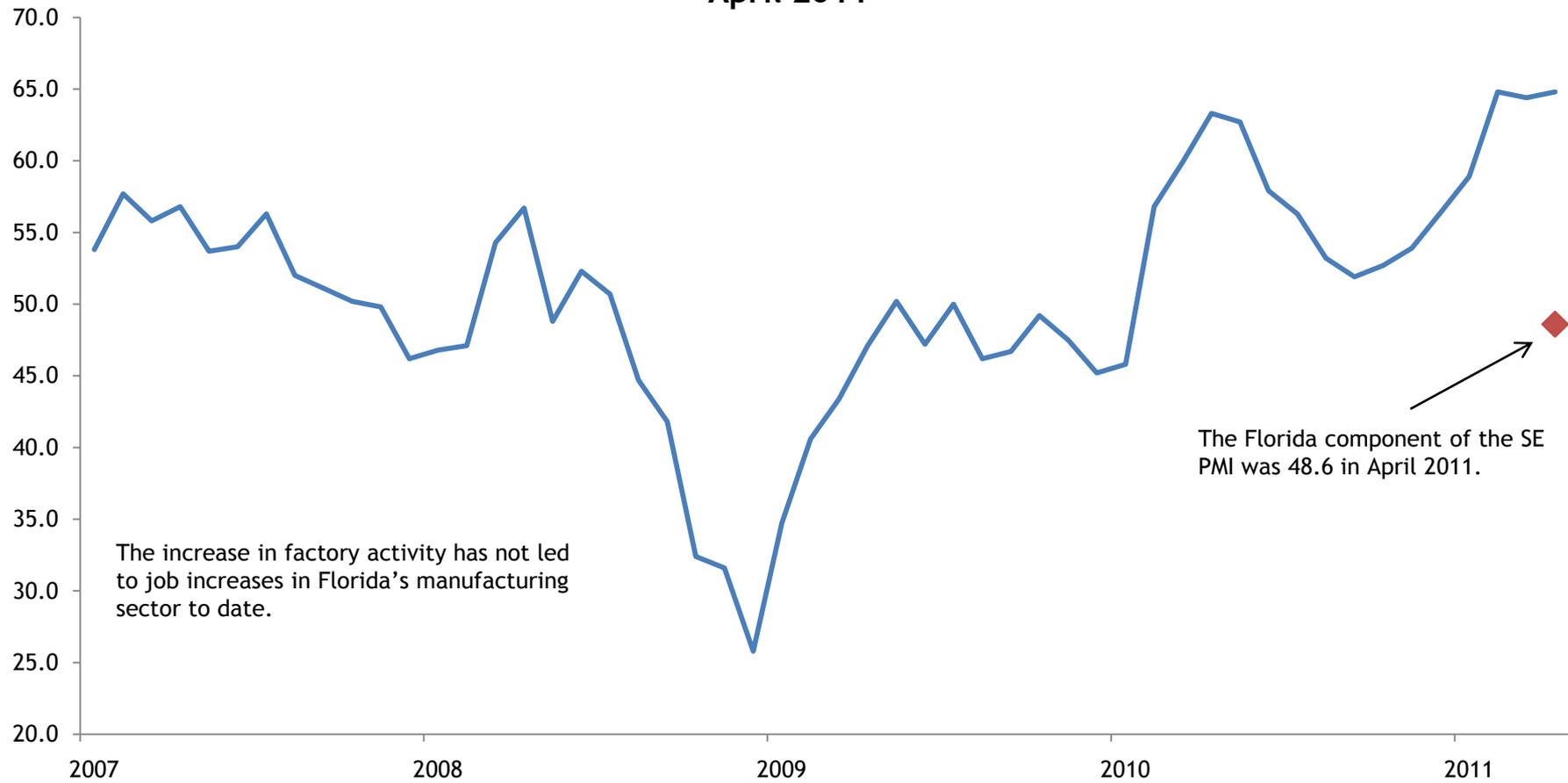
Measures of consumer activity have recovered from recession lows. Sales tax revenues are posting year-over-year increases, but consumer confidence fell again in April as perceptions of personal finances a year from now declined sharply.



Source: Florida Department of Revenue, University of Florida Bureau of Economic and Business Research Center, Federal Reserve Bank of Atlanta

Regional manufacturing activity accelerated in April, according to the Southeast Purchasing Managers Index produced by Kennesaw State University, based on increases for new orders, production, and employment.

Southeast Purchasing Managers Index April 2011

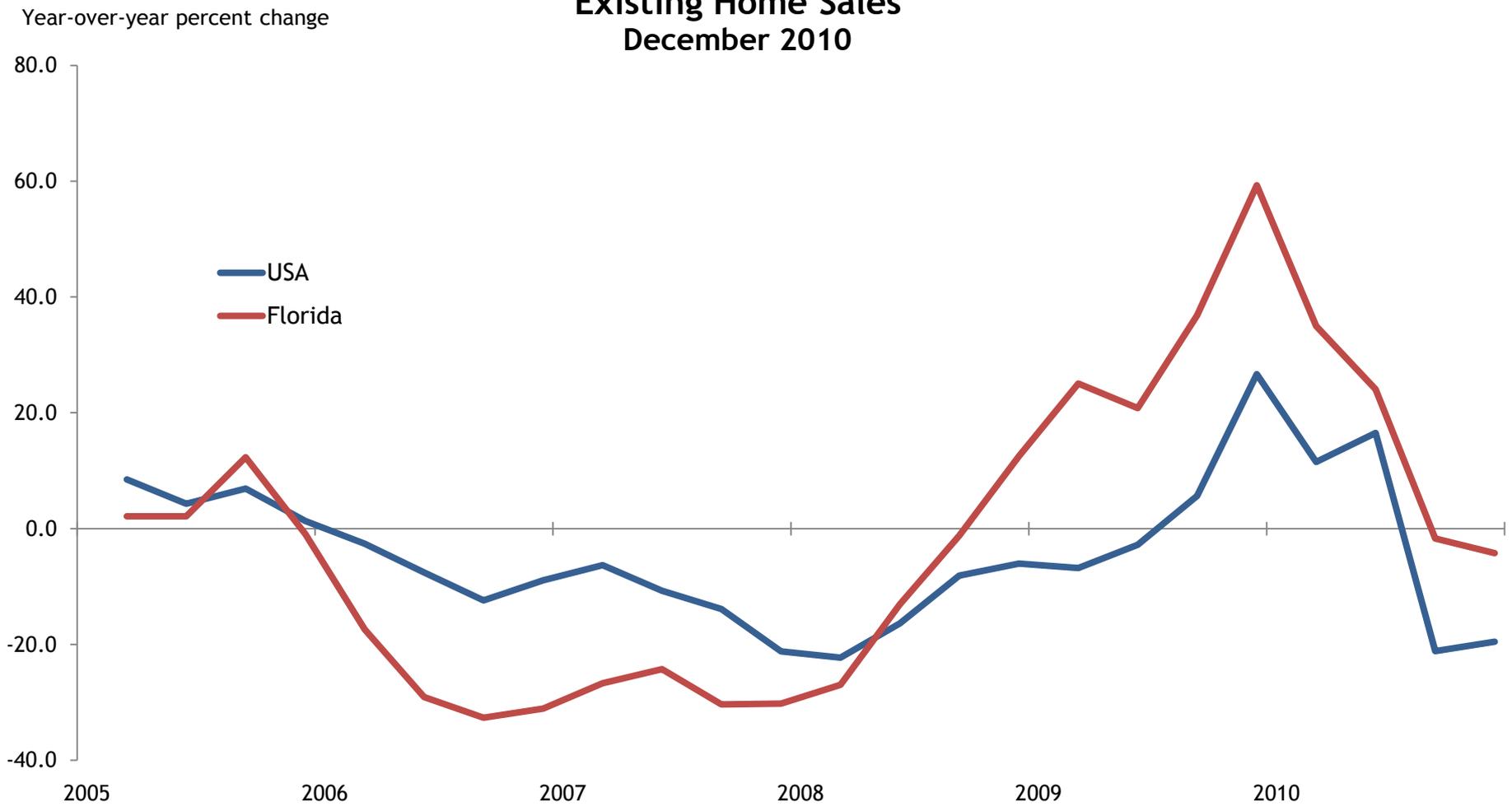


Note: 50+ = Expansion

Source: Kennesaw State University, Coles College of Business Econometric Center

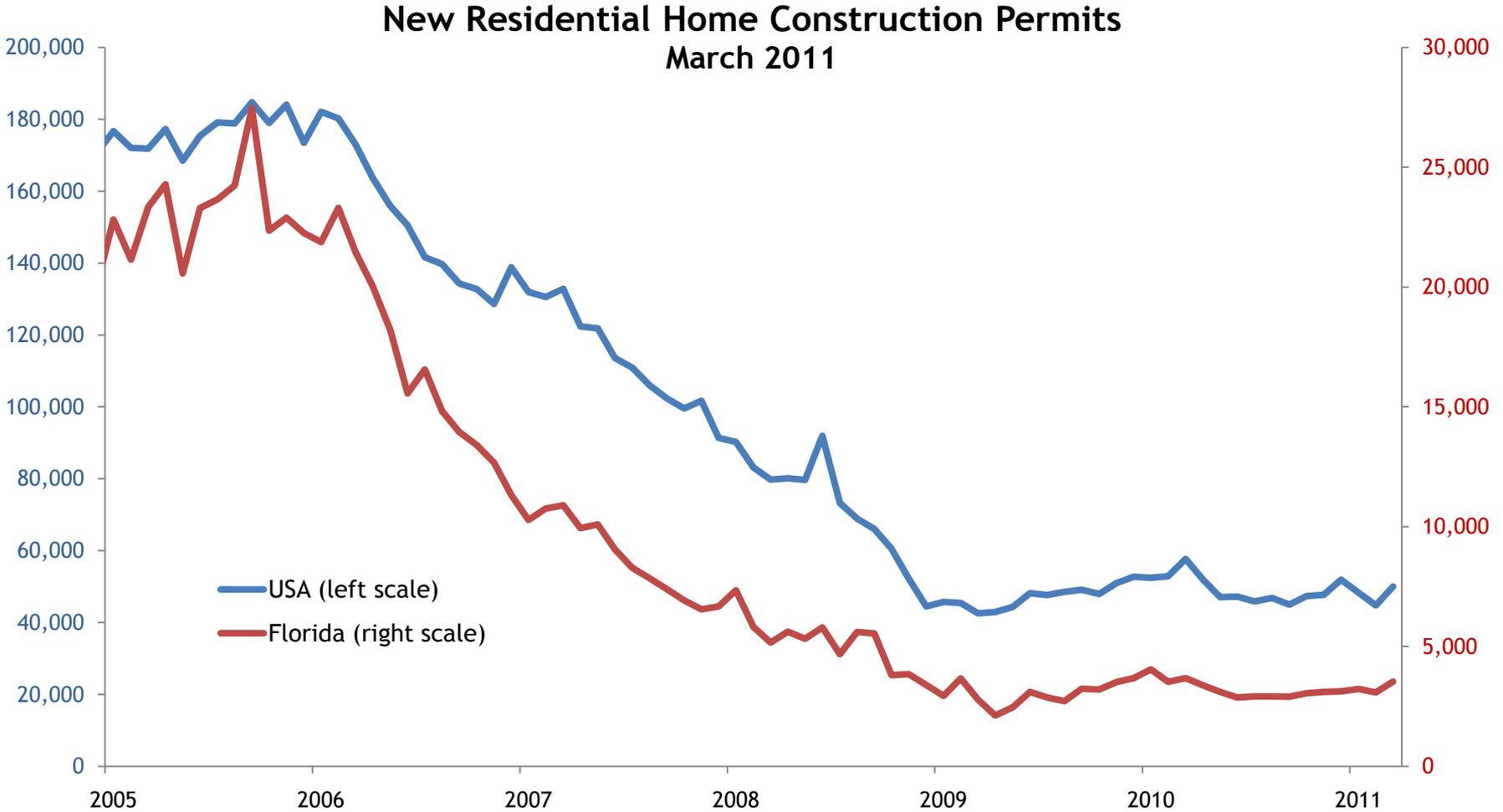
Existing home sales have declined after showing improvement in late 2009 and early 2010. Foreclosure and other distressed sales were driving activity in Florida. The level of sales in Florida is well above the 2007–8 lows.

Existing Home Sales December 2010



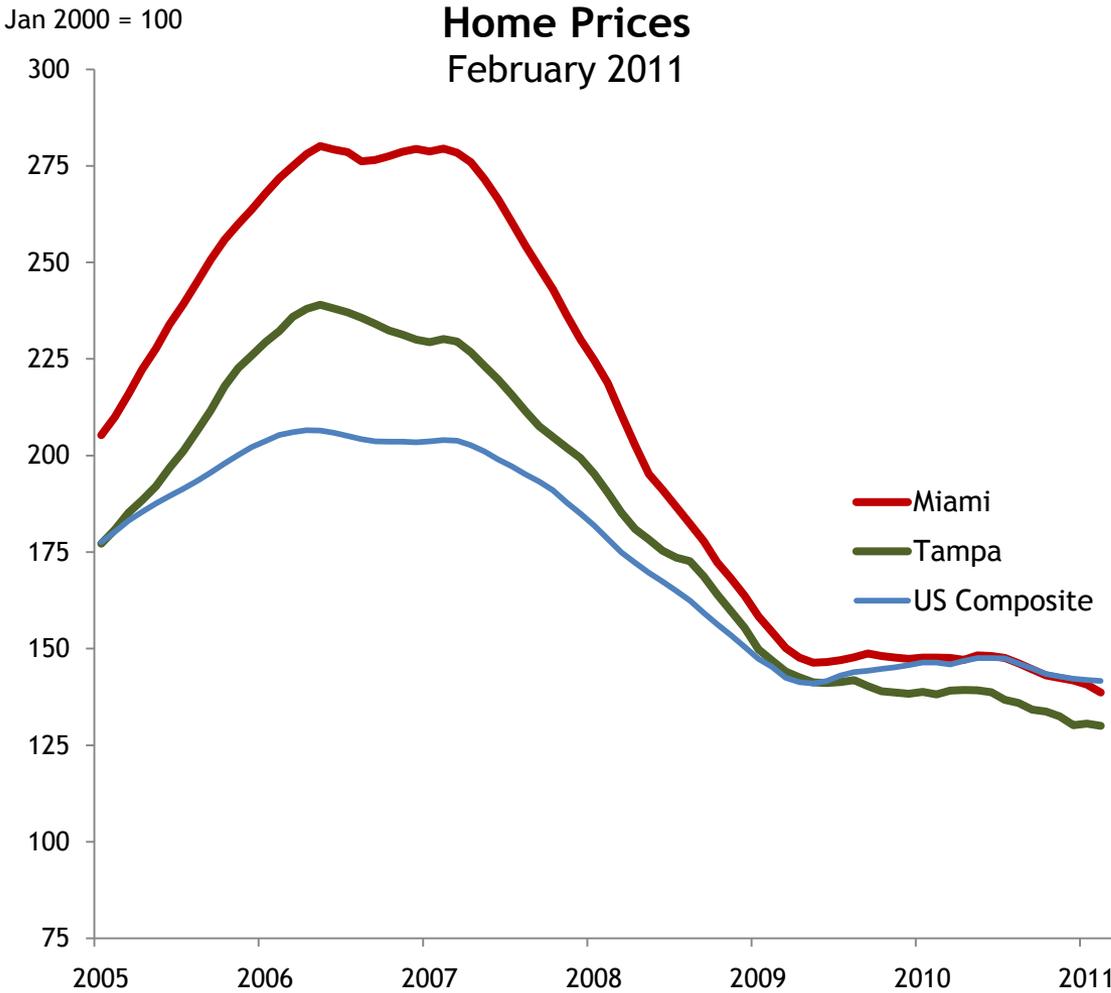
Source: National Association of Realtors, Haver Analytics, Federal Reserve Bank of Atlanta

As a result of low sales and high inventories, new home construction fell to historic lows in Florida and the United States as a whole.



Source: U.S. Bureau of the Census, Haver Analytics

Home prices in Florida have declined substantially over the past five years. After stabilizing somewhat in 2009 and early 2010, prices declined a bit further.



| FHFA House Price Index | 1-yr % change | 5-yr % change | 10-yr % change |
|------------------------|---------------|---------------|----------------|
| USA | -1.3 | -6.3 | 41.0 |
| Florida | -5.7 | -31.8 | 41.9 |
| Ft. Myers | 1.4 | -47.3 | 22.5 |
| Daytona | -5.6 | -36.2 | 36.0 |
| Ft. Lauderdale | -0.8 | -38.0 | 46.3 |
| Gainesville | -4.0 | -9.2 | 63.0 |
| Jacksonville | -7.3 | -19.4 | 42.0 |
| Lakeland | -9.3 | -28.9 | 28.6 |
| Miami | -4.0 | -30.8 | 58.7 |
| Naples | 1.9 | -44.2 | 32.7 |
| Ocala | -8.0 | -26.4 | 36.4 |
| Orlando | -8.1 | -33.3 | 31.0 |
| Melbourne | -4.5 | -42.6 | 32.4 |
| Panama City | -4.9 | -24.3 | 54.1 |
| Pensacola | -7.0 | -21.5 | 37.3 |
| St. Lucie-Fort Pierce | -1.9 | -47.4 | 27.2 |
| Punta Gorda | -4.7 | -43.9 | 23.7 |
| Tallahassee | -6.8 | -11.2 | 48.6 |
| Tampa-St. Petersburg | -6.5 | -30.7 | 36.0 |
| Vero Beach | -6.5 | -42.2 | 26.0 |
| West Palm Beach | -3.2 | -38.0 | 43.0 |

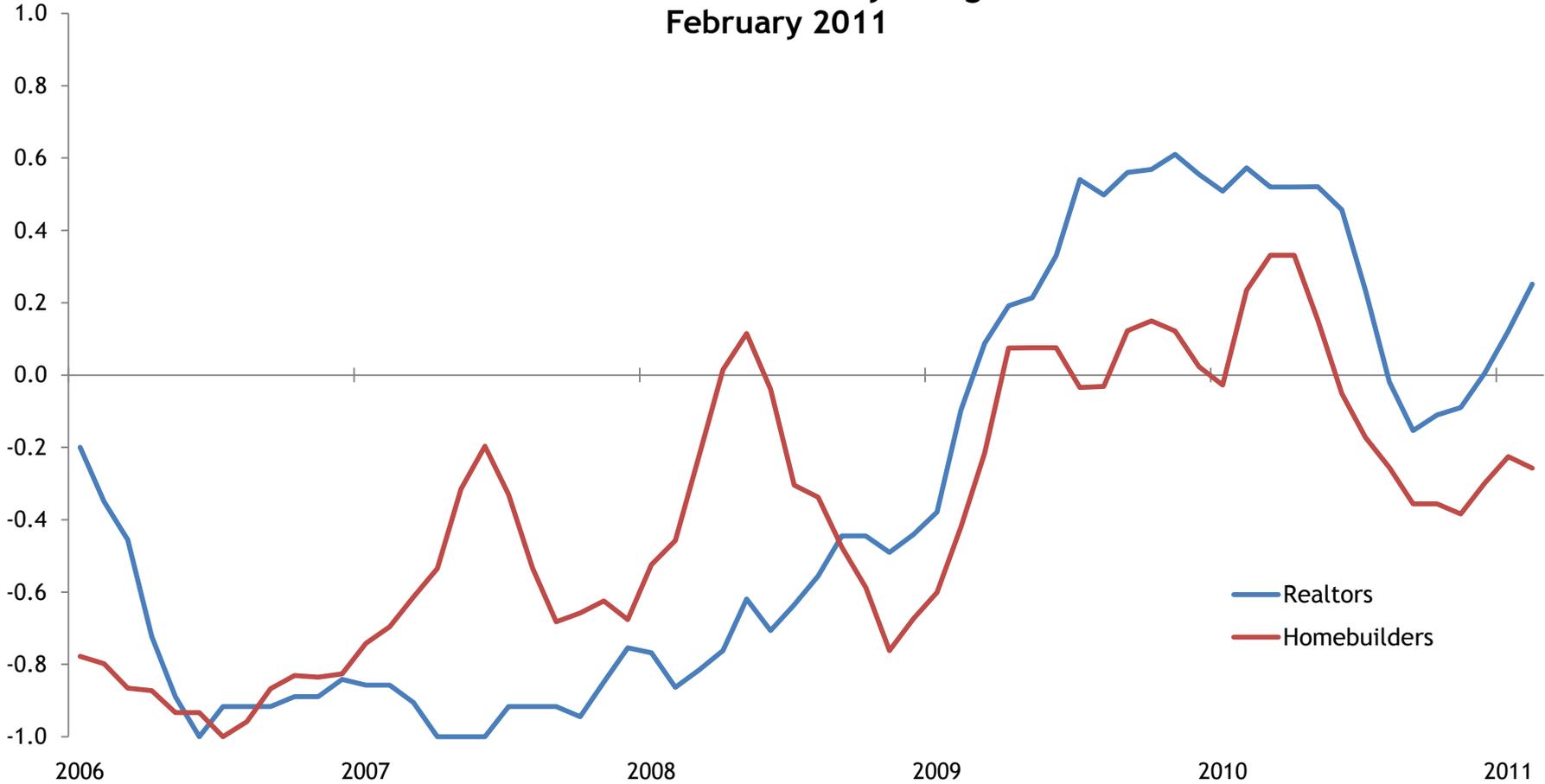
Source: S&P, Haver Analytics

Source: Federal Housing Finance Agency, Haver Analytics, Federal Reserve Bank of Atlanta

Florida Realtors reported that sales were up modestly from year-ago levels, while builders noted sales were down a bit over the same period.

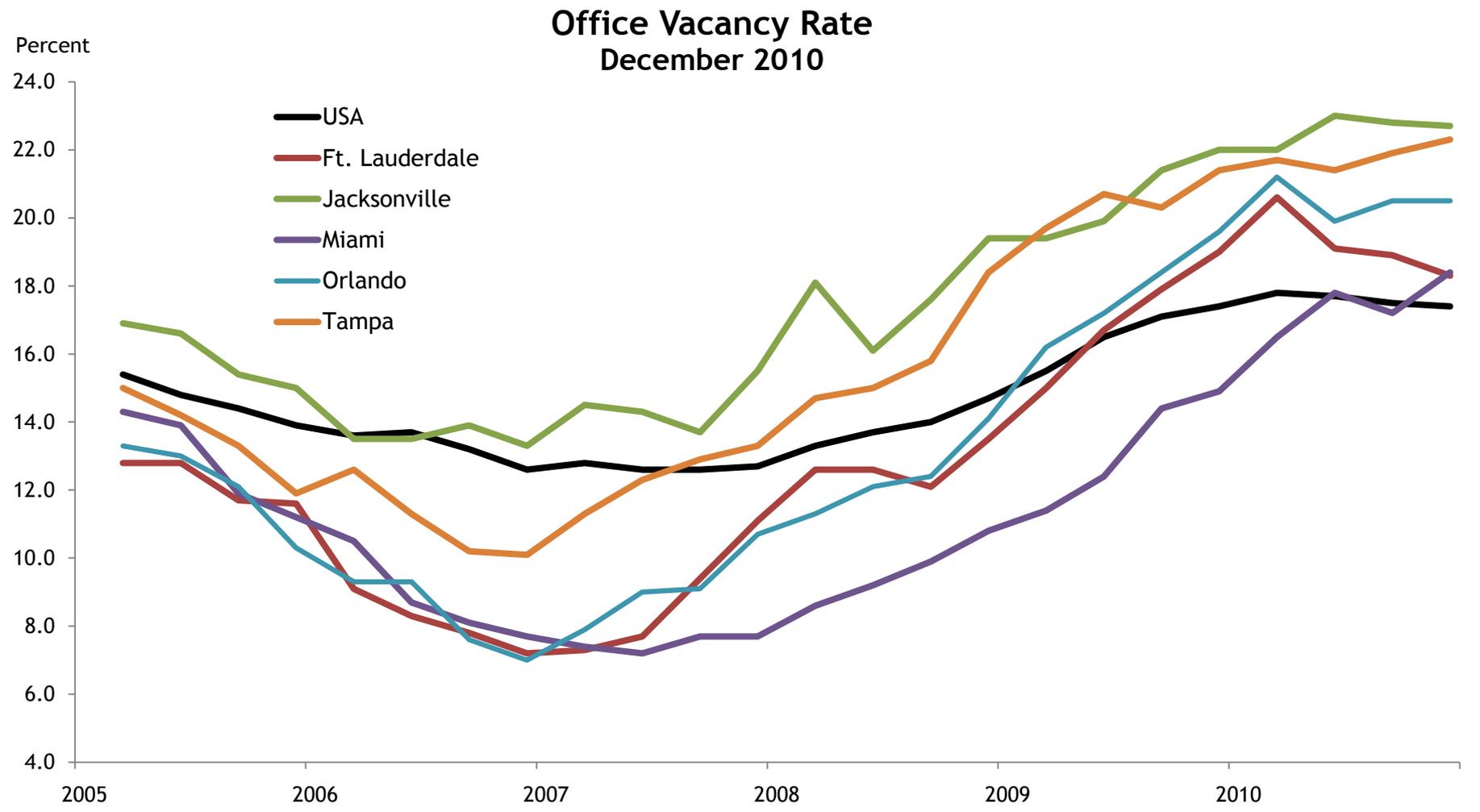
[About the Real Estate Contact Poll](#)

Atlanta Fed Real Estate Contact Poll: Florida Current home sales versus year-ago levels February 2011



Source: Federal Reserve Bank of Atlanta

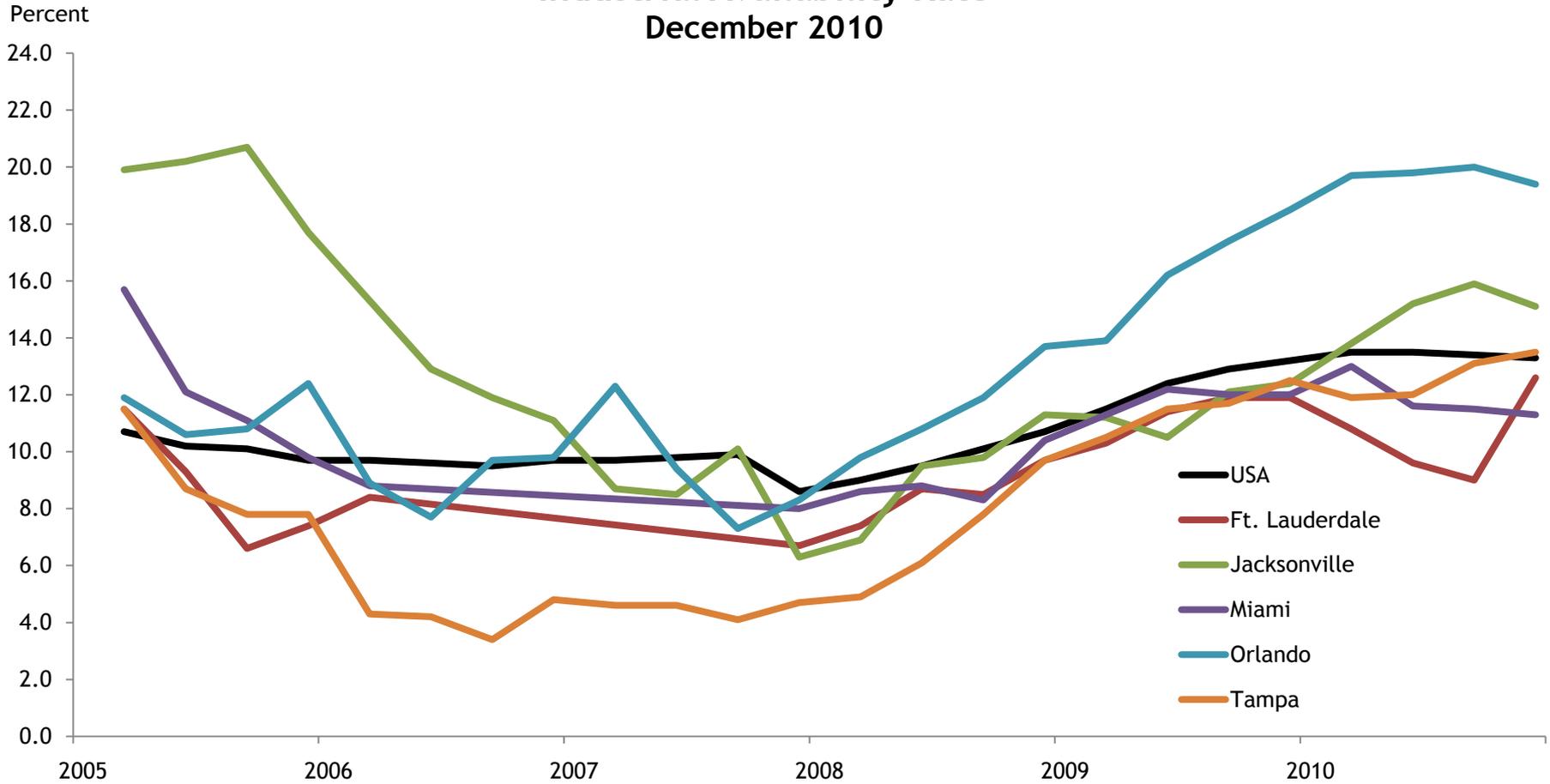
Office vacancy rates rose throughout the recession but have stabilized in most areas. As a result, commercial construction activity remains at low levels.



Source: CB Richard Ellis, Haver Analytics

Despite the national pickup in manufacturing activity, industrial availability rates remain elevated in Florida. Jacksonville's rate deteriorated throughout 2010.

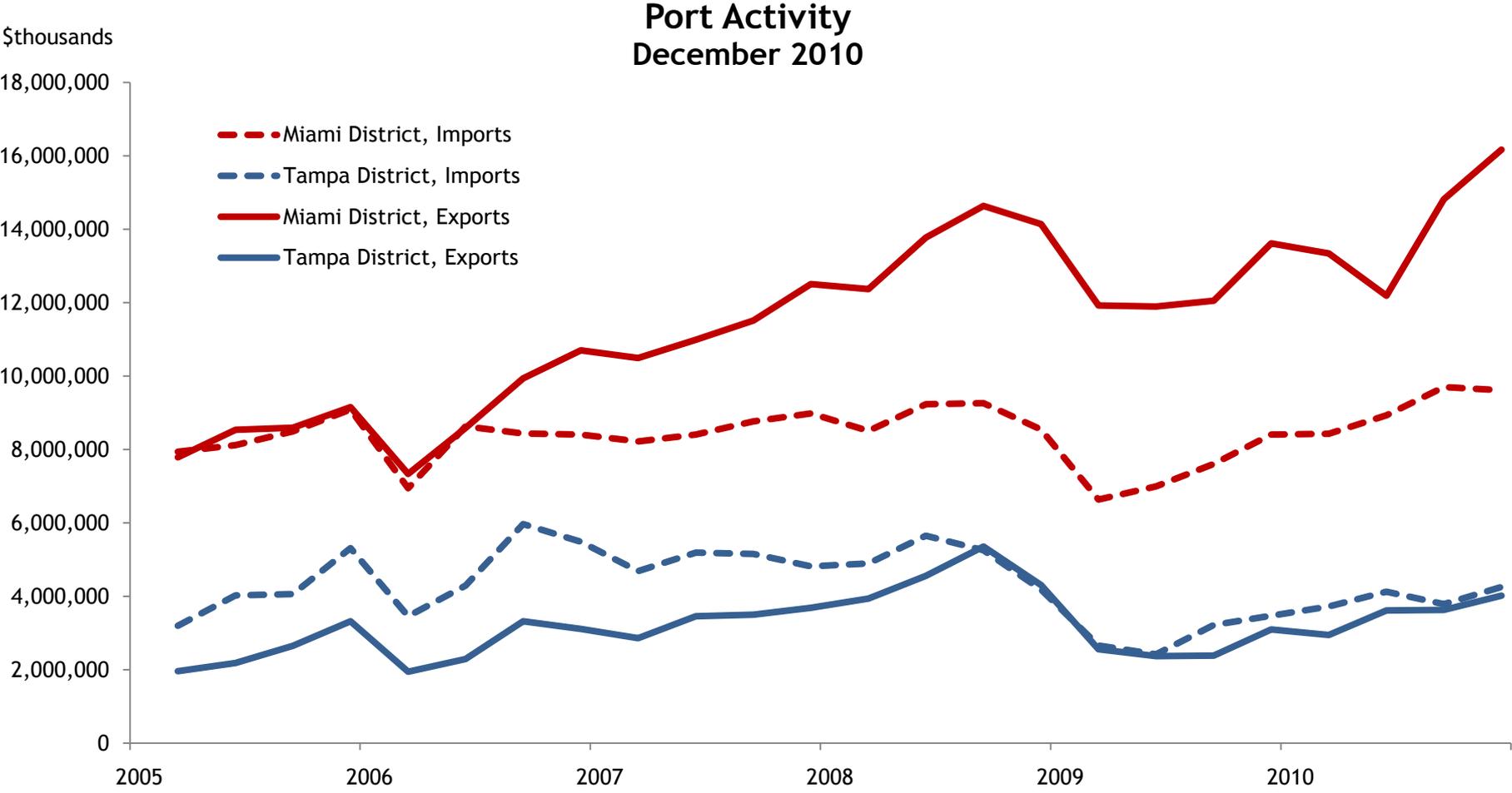
Industrial Availability Rate December 2010



Note: There was a break in the series for Fort Lauderdale and Miami from Q2 2006 through Q3 2007.

Source: CB Richard Ellis, Haver Analytics

Activity through Florida's ports is rebounding from the downturn during the recession. Exports through southeast Florida in particular have accelerated.



Note: The Miami District includes ports from Key West up the eastern coast to Port St. Lucie. All other Florida ports are in the Tampa District.
Source: U.S. Bureau of the Census, Haver Analytics

For additional sources of information, see our Local Economic Analysis Research Network membership at www.frbatlanta.org/rein/learn/map/learn_members.cfm