



Haas Center

UNIVERSITY *of* WEST FLORIDA

Black History Month

A Demographic Overview

Agenda

- About Us
 - Demographics
 - Civic Life
 - Industry Profile
 - Economic Impact
 - Gulf Coast Minority Chamber
-

Haas Center is a member of DRSI

- The Division of Research and Strategic Innovation works to foster a culture of research and innovation within the University.

- Our focus includes:

- Outreach

- Partnerships

- Impact

Inclusiveness is a core value at UWF

Our Values

Our institutional values -- shared by students, faculty and staff -- make UWF a great place to learn and to work.

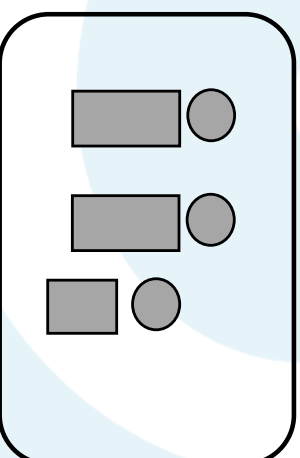
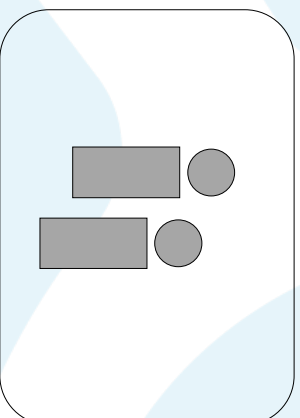
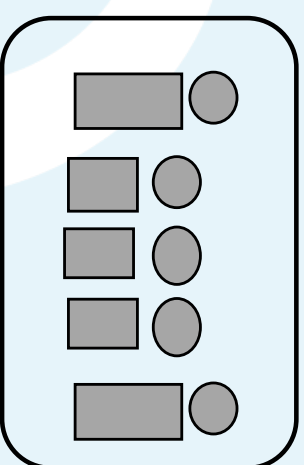
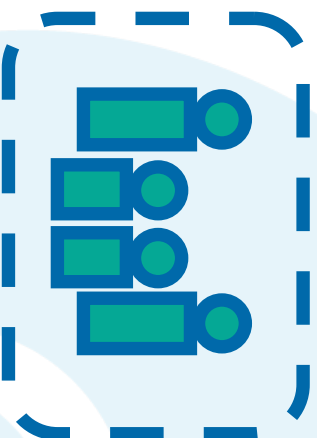
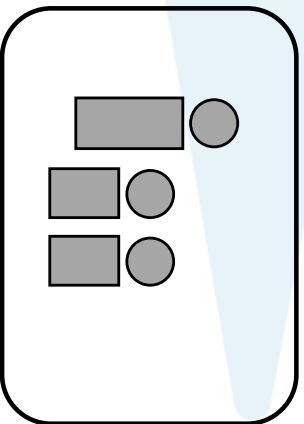
UWF maintains policies and practices and pursues initiatives congruent with our values.

UWF Operates with **Integrity** in All Matters: Doing the Right Thing for the Right Reason.

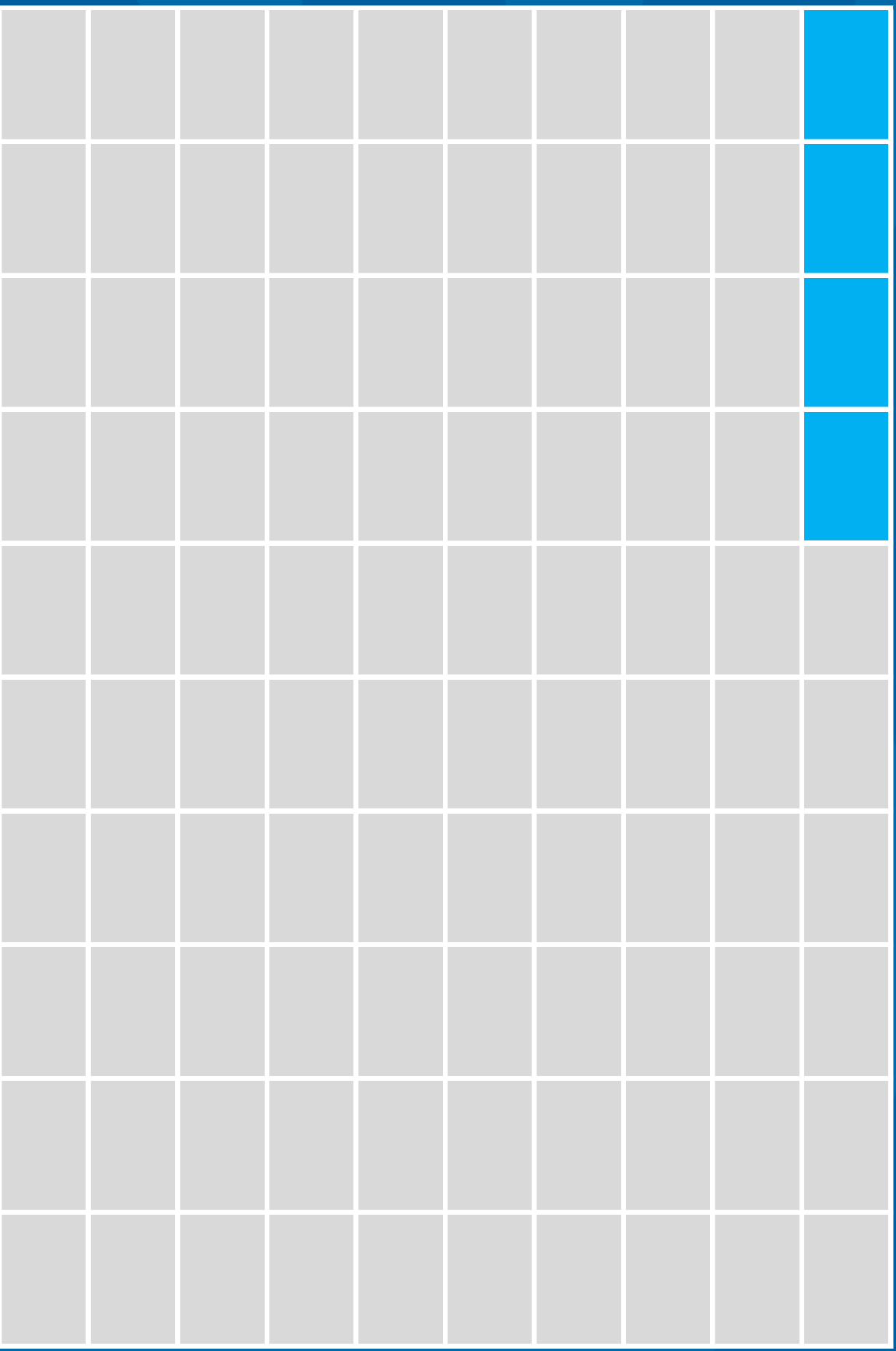
Caring:	Maintaining a safe and dynamic learning and working environment that fosters the development of individual potential.
Collaboration:	Promoting a culture of supportive and cooperative interactions and communication to advance and achieve shared expectations and goals.
Creativity:	Providing opportunities to imagine, innovate, inspire and express different approaches and solutions to existing and anticipated needs and challenges.
Entrepreneurship:	Encouraging a culture that identifies opportunities to initiate change.
Inclusiveness:	Welcoming, respecting and celebrating the differences and the similarities among people and ideas.
Innovation:	Exploring, expanding, and enhancing learning and knowledge through transforming experiences.

Demographic Profile

One in five households in Escambia are African American.

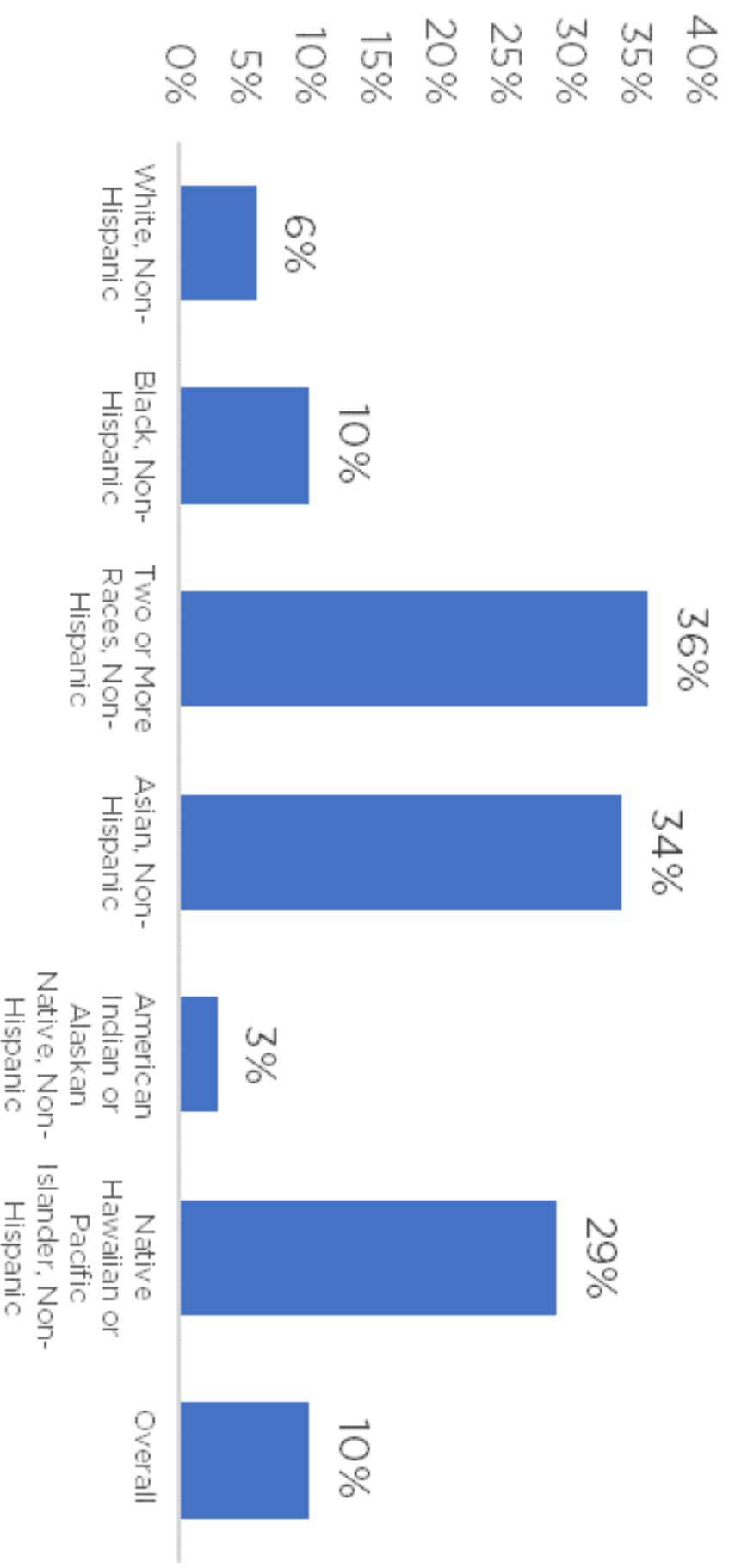


Only 4% of households in Santa Rosa are African-American.



But the region's becoming more diverse...

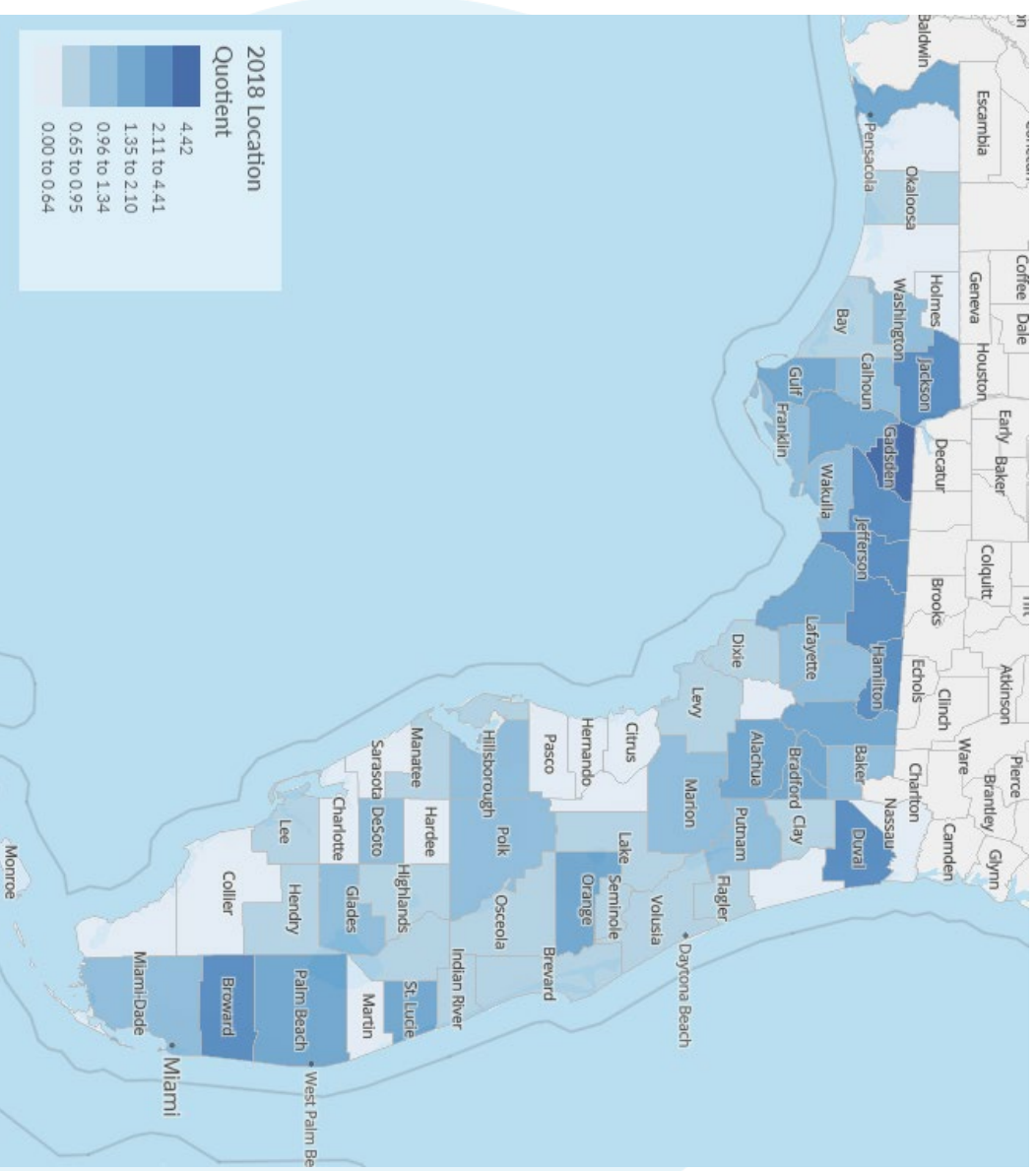
What was the rate of growth for non-Hispanic people in the MSA over the past 10 years?

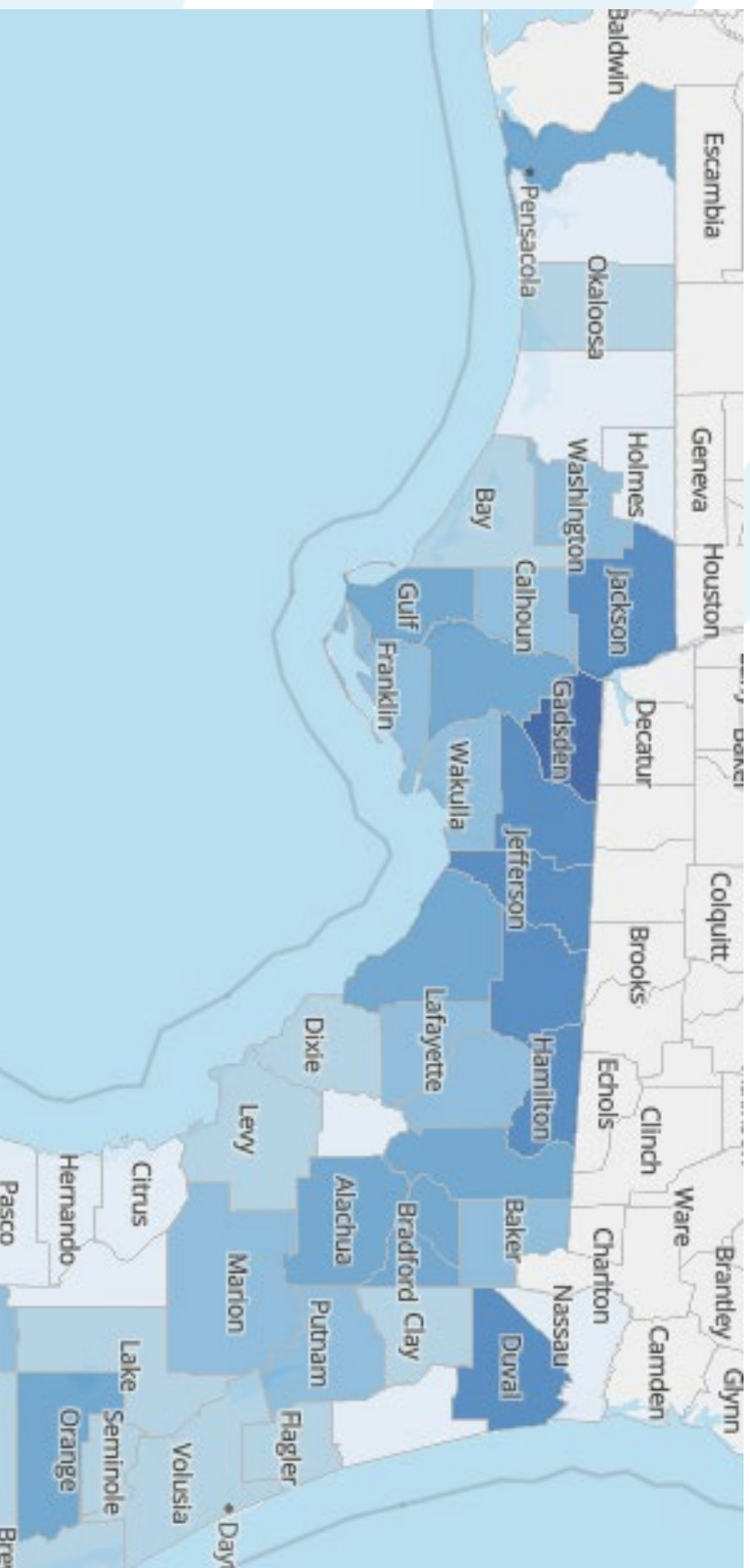


Location Quotient

Measure of concentration of a demographic group is in a **region** as compared to the **nation**.

It can reveal what makes a particular region “**unique**” in comparison to the national average.





Escambia: 1.74

Santa Rosa: 0.48

Florida: 1.27

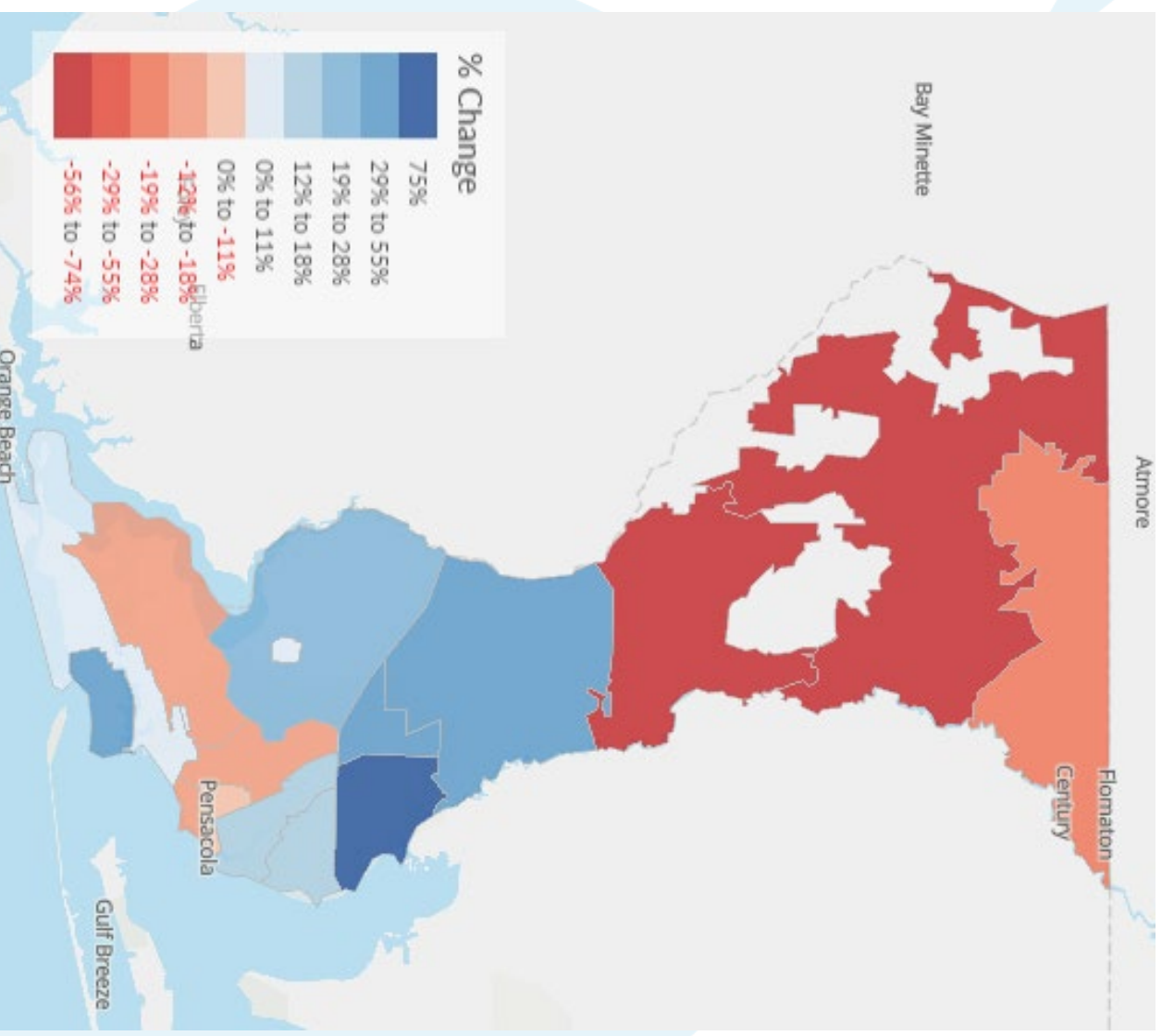
above national
below national
above national

Location Quotient 2017

2008 → 2017

Where did black
residents move
within Escambia
County?

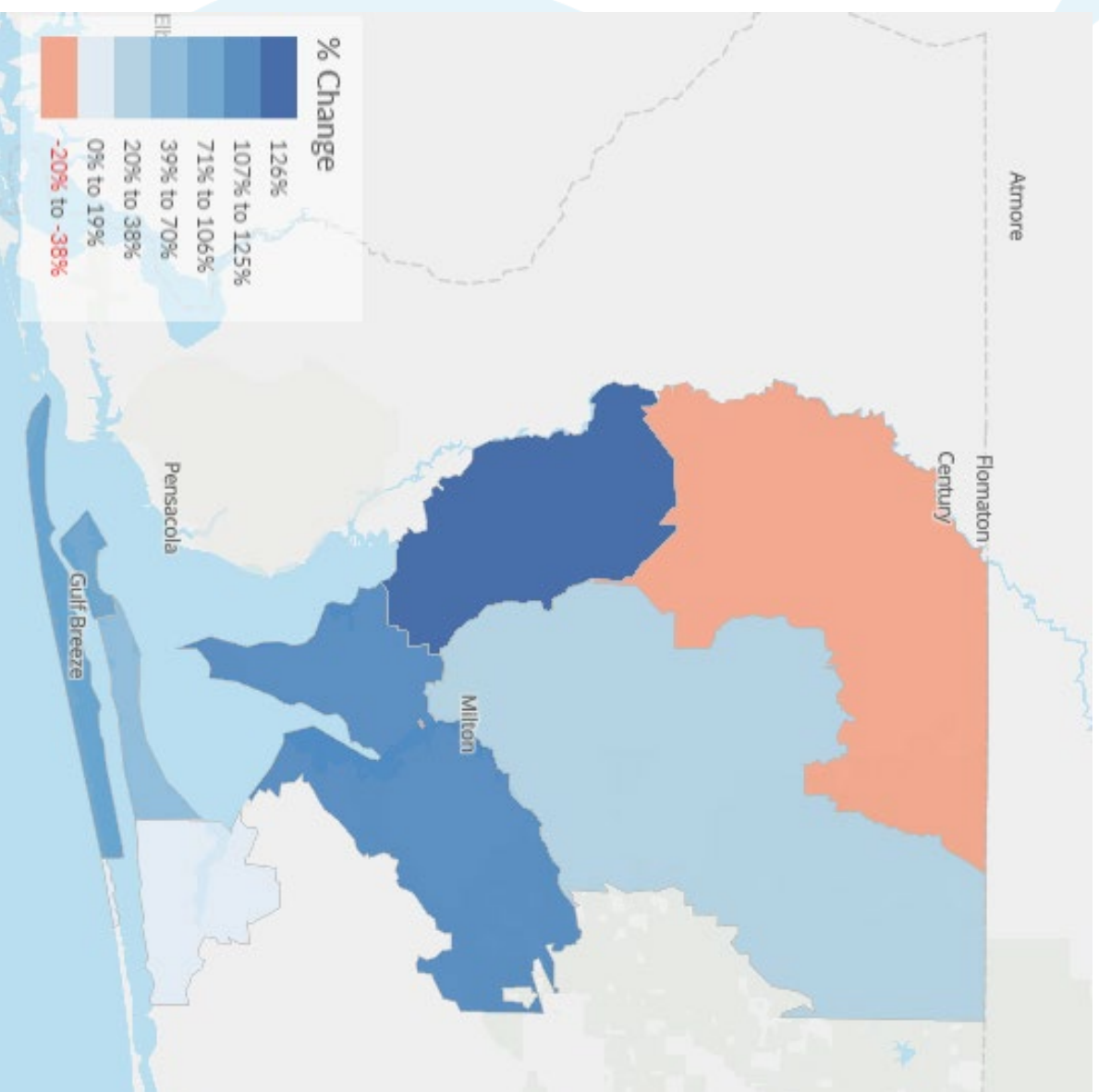
Total population '17:
71,270



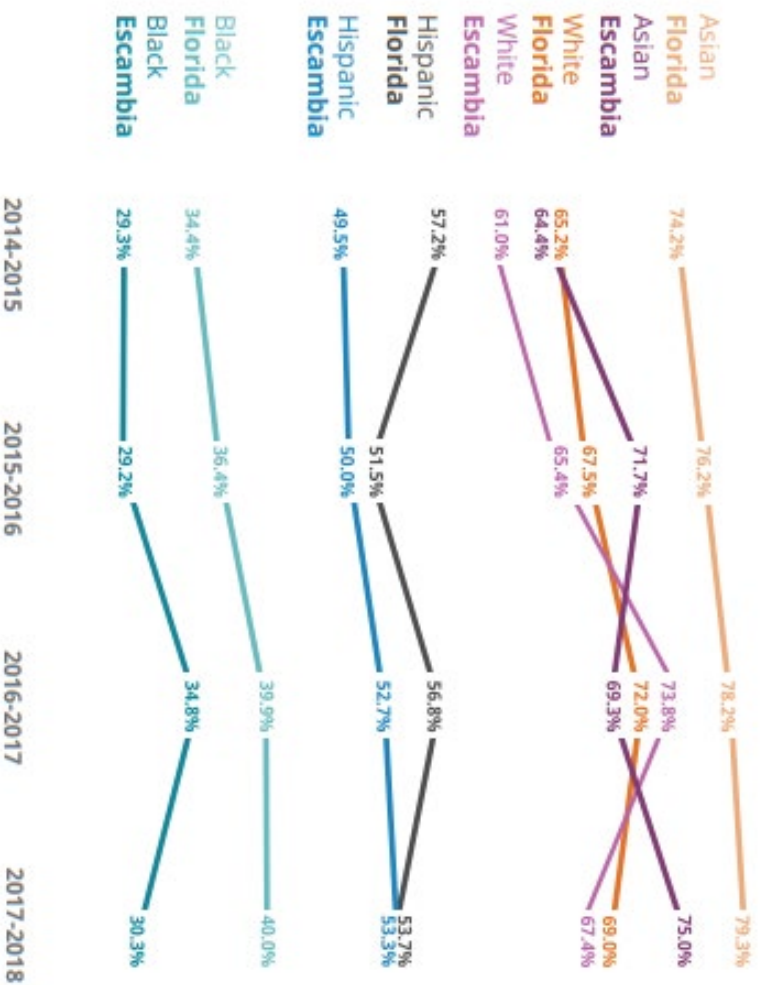
2008 → 2017

Where did black residents move within Santa Rosa County?

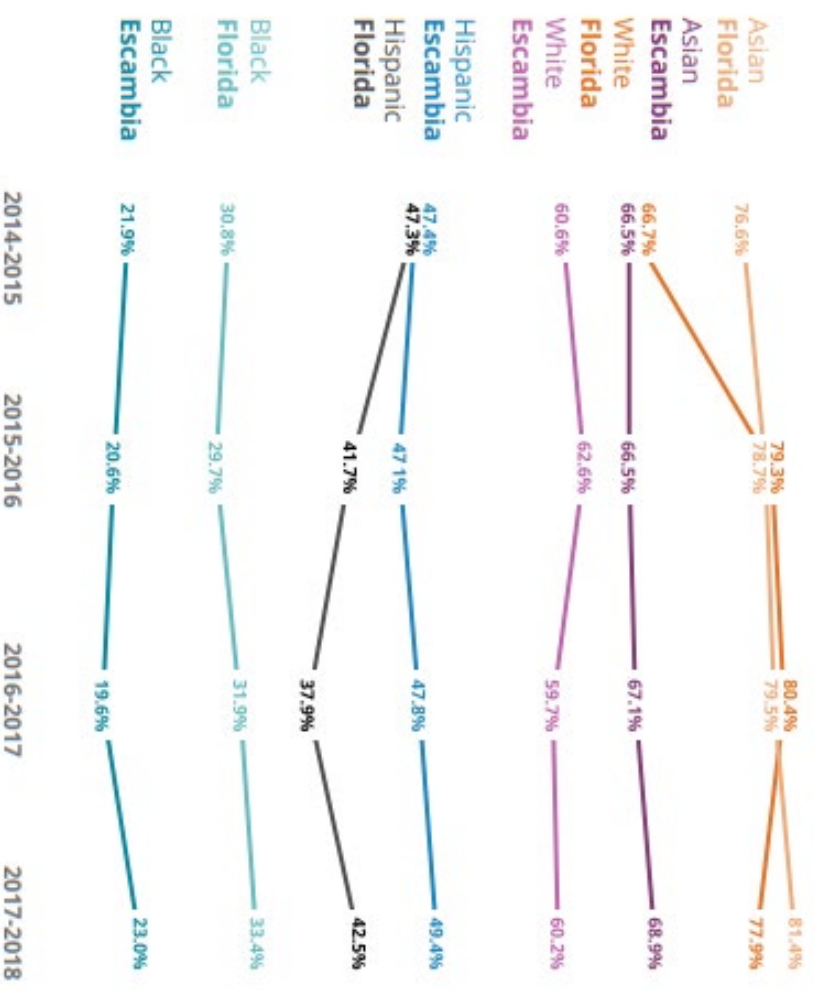
Total population '17:
10,629



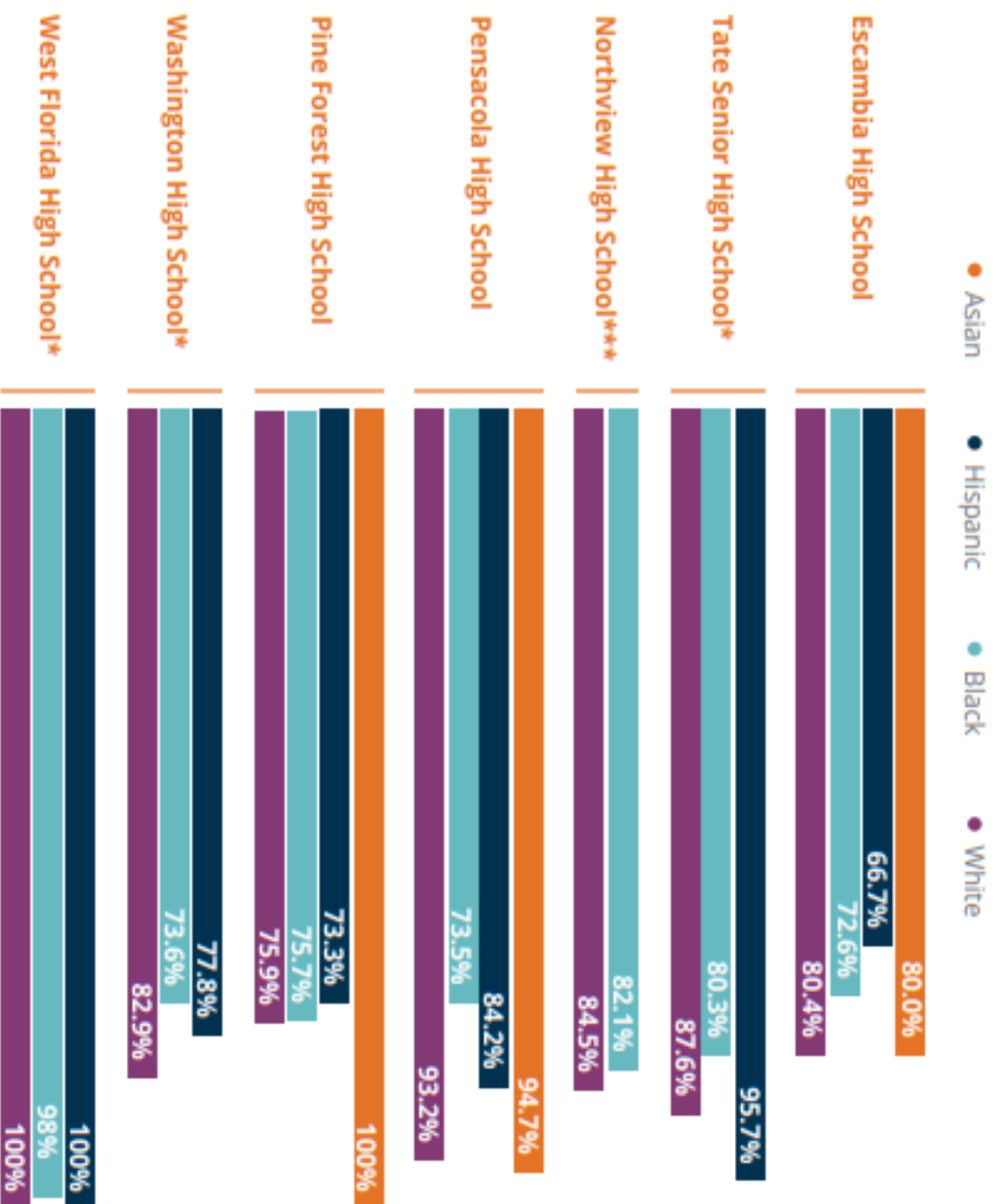
3rd Grade Reading



7th Grade Math



Graduation Rates by School



Graduation Rates

Escambia:

50% in ('13 - '14) to
76% in ('17 - '18)

Santa Rosa:

75% in ('13 - '14) to
83% in ('17 - '18)



Education Levels Are Rising, Especially for Black Men

Percentage Change
between 2008 and 2017

Degree Level	Year	Female	Male
Bachelor's degree or higher	2008		
	2017	17.3%	64.6%
Some college or associate's degree	2008		
	2017	32.2%	67.0%
High school graduate, GED, or alternative	2008		
	2017	8.0%	12.9%
Less than high school diploma	2008		
	2017	-42.4%	-13.0%

Households

- Home Ownership
 - Owner-occupied Household: 55% 2008 ➡ 48% 2017
- Nonfamily households consist of people who live alone or who share their residence with unrelated individuals.
 - Such as unmarried partners or roommates.
 - 31% rise in non-family HH from '08 to '17
 - Not unique to one demographic group

Key Stats

- Income
 - Median Household Income: \$26,349 2008 → \$34,557 2017
 - Significantly different even after adjusted for inflation
- Poverty
 - 29.9% Below Poverty 2008 → 25.2% 2017

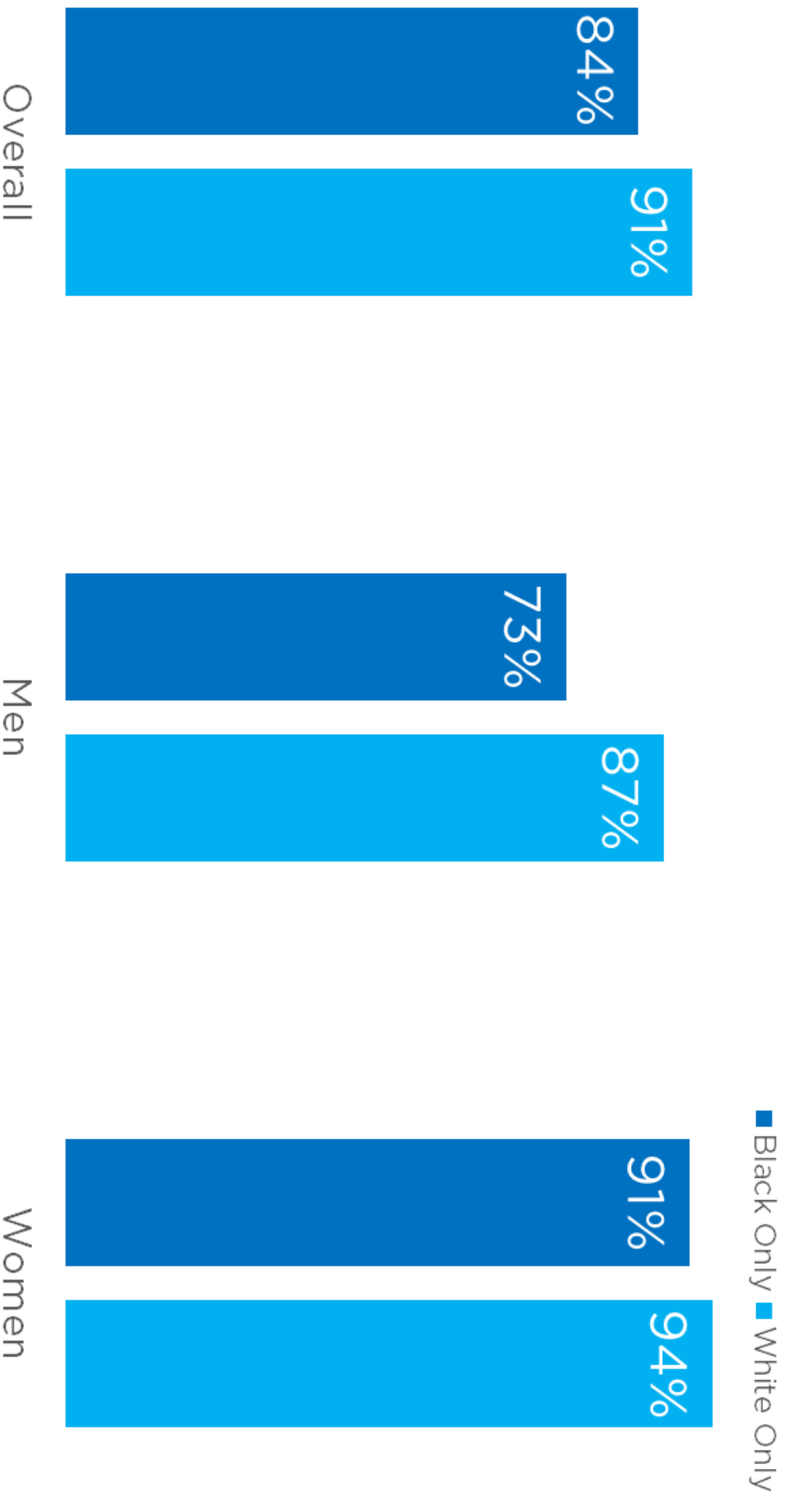
Key Stats

- Unemployment
 - Statistically the same for nearly all groups b/t '08 and '17
 - Roughly 13%
 - More unemployed females aged 16 - 24
- SNAP
 - Received in past 12 months:
19% 2008 → 32% 2017

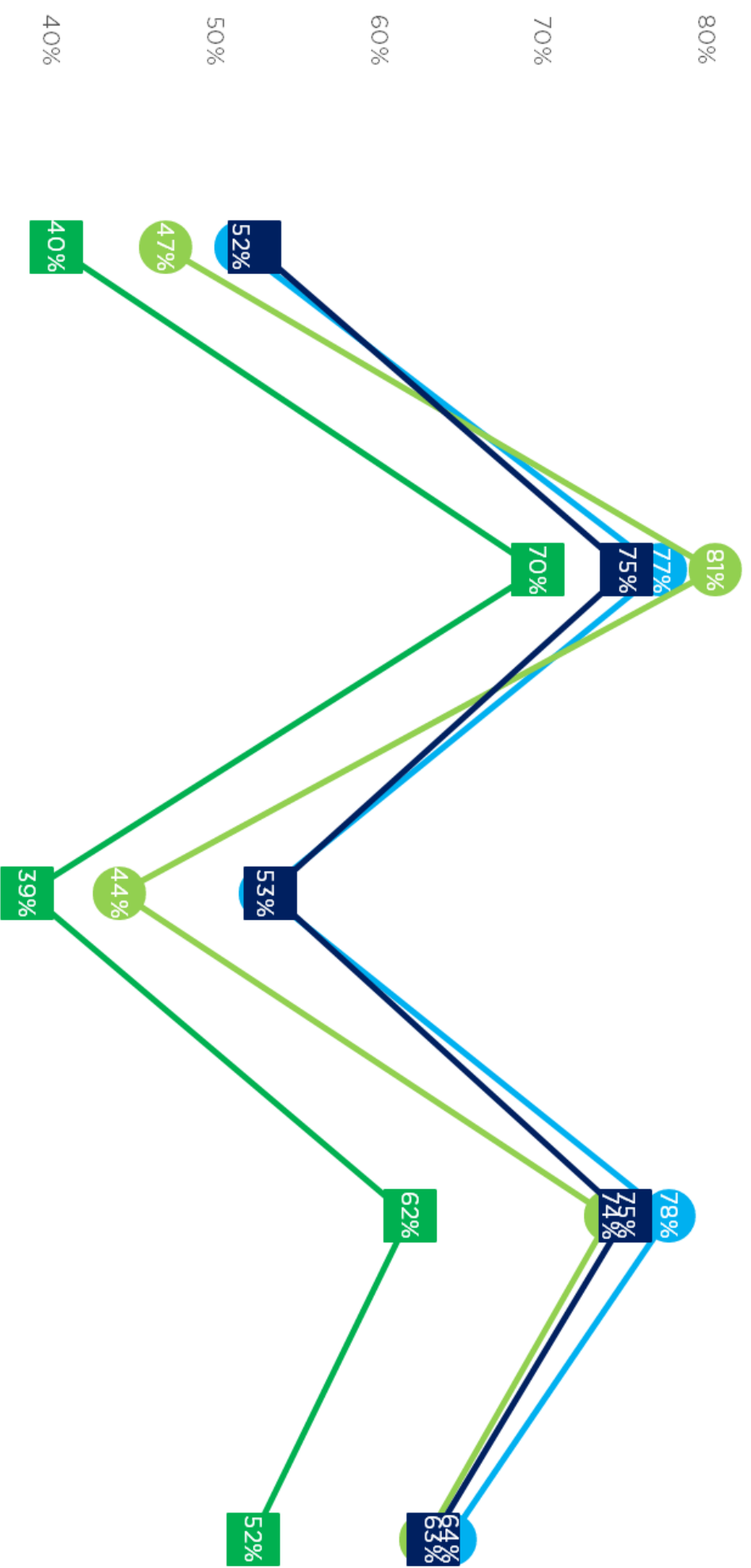
The background is a solid blue color with several abstract geometric shapes. There are several large, light blue circles of varying sizes. Overlaid on these are several dark blue, elongated, teardrop-like shapes that point towards the top right corner, creating a sunburst or fan-like effect.

Civic Profile

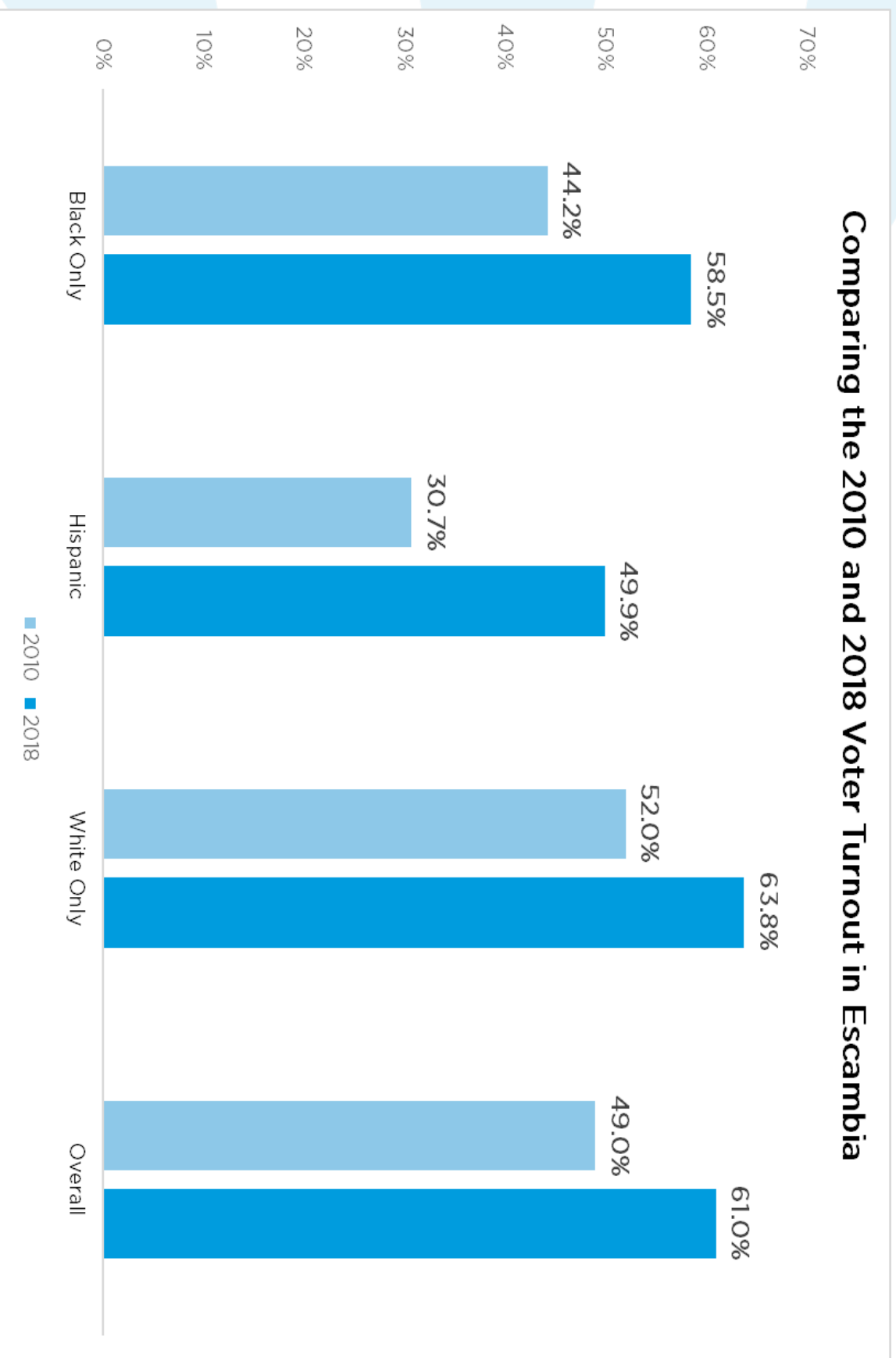
What are Voter Registration levels like for **black residents** in Escambia County?



What is Voter Turnout like in Escambia County for **black women** and **black men**?



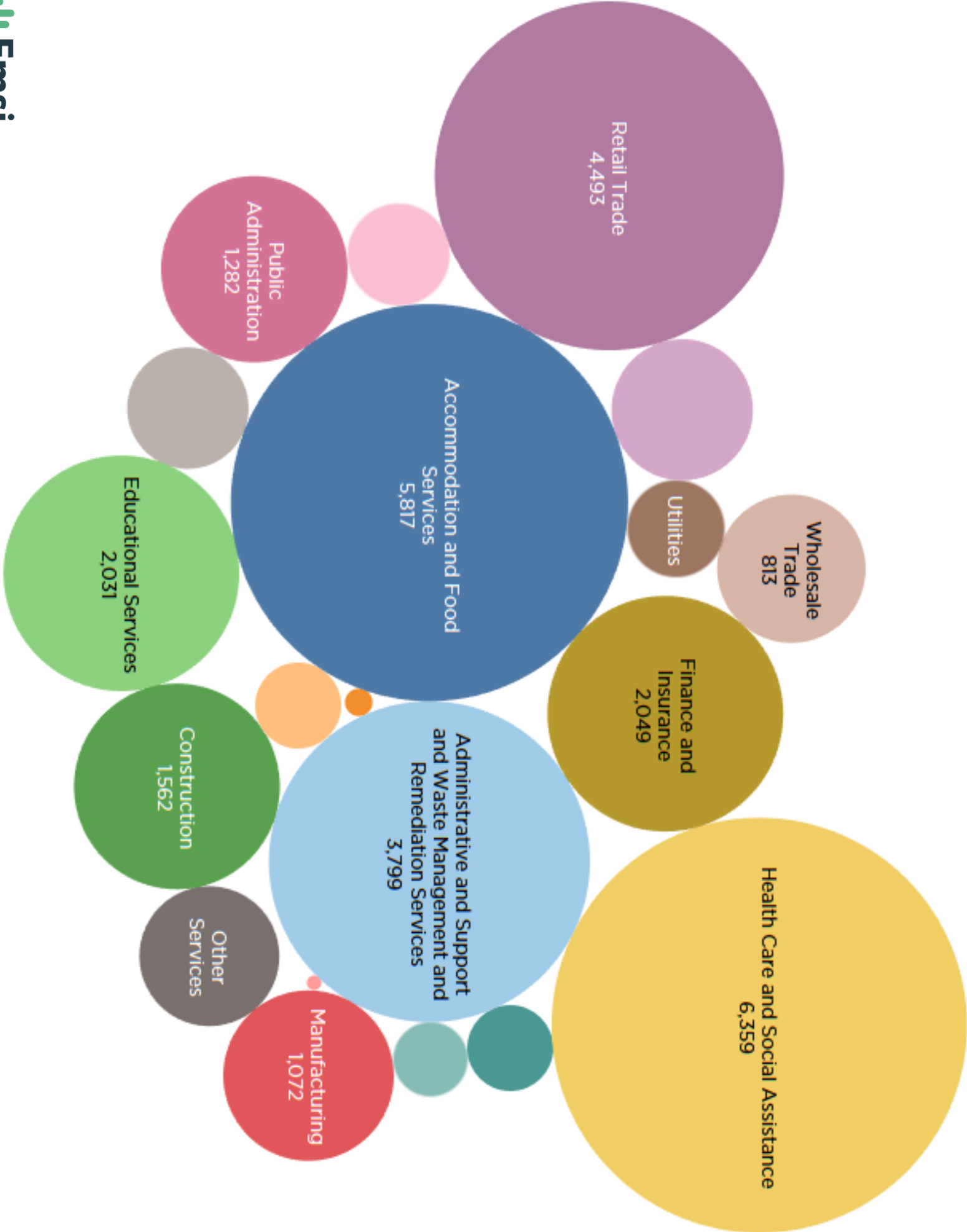
Midterm Voter Turnout Was Up



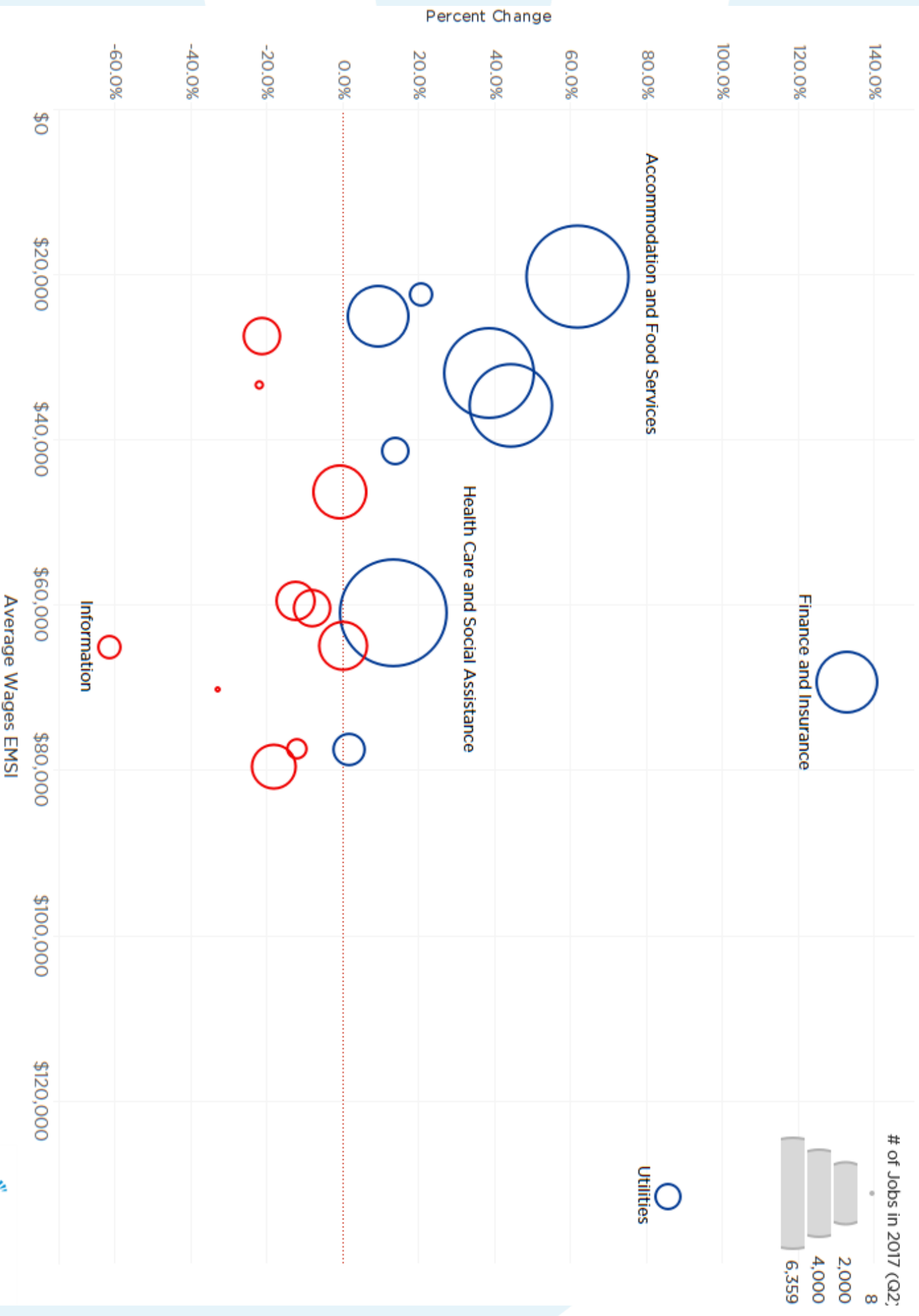
The background is a solid blue color with several large, overlapping geometric shapes. A large circle is positioned in the lower-left quadrant. Several elongated, triangular shapes point towards the center from the top and right edges. The overall effect is a modern, abstract design.

Employment

Industries that Employ Black Residents



Job Growth for African Americans by Wages and # Employed



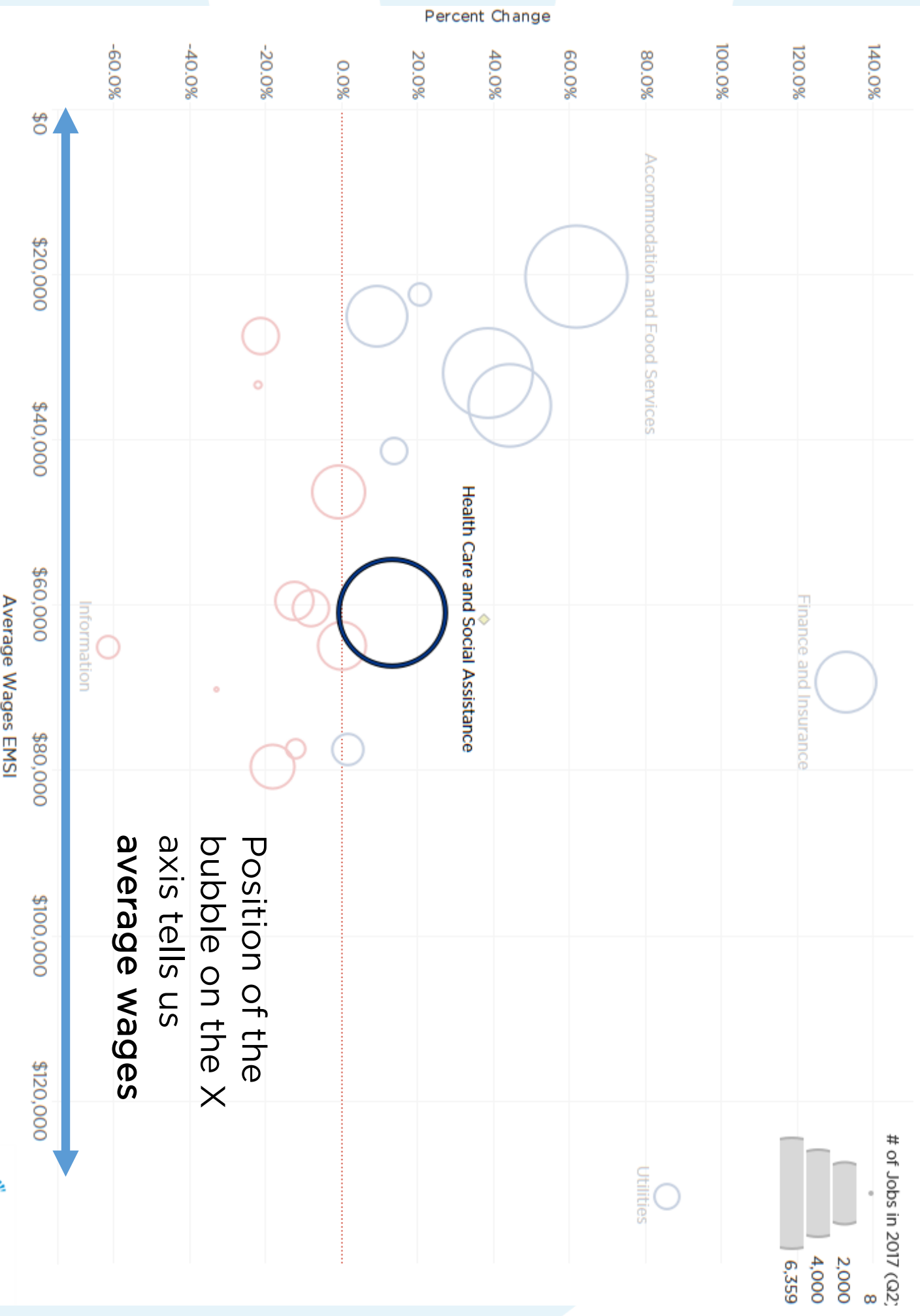
Job Growth for African Americans by Wages and # Employed



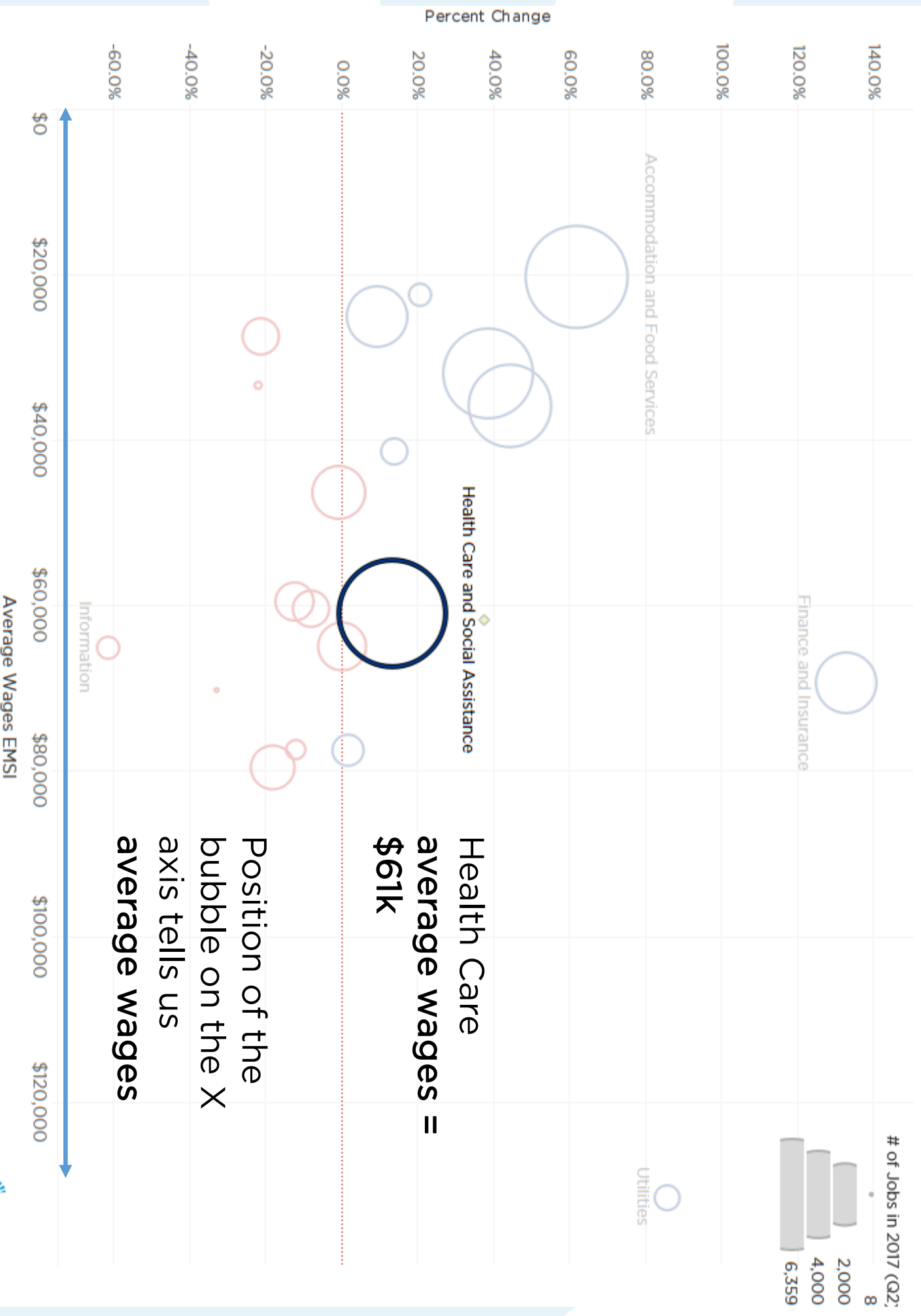
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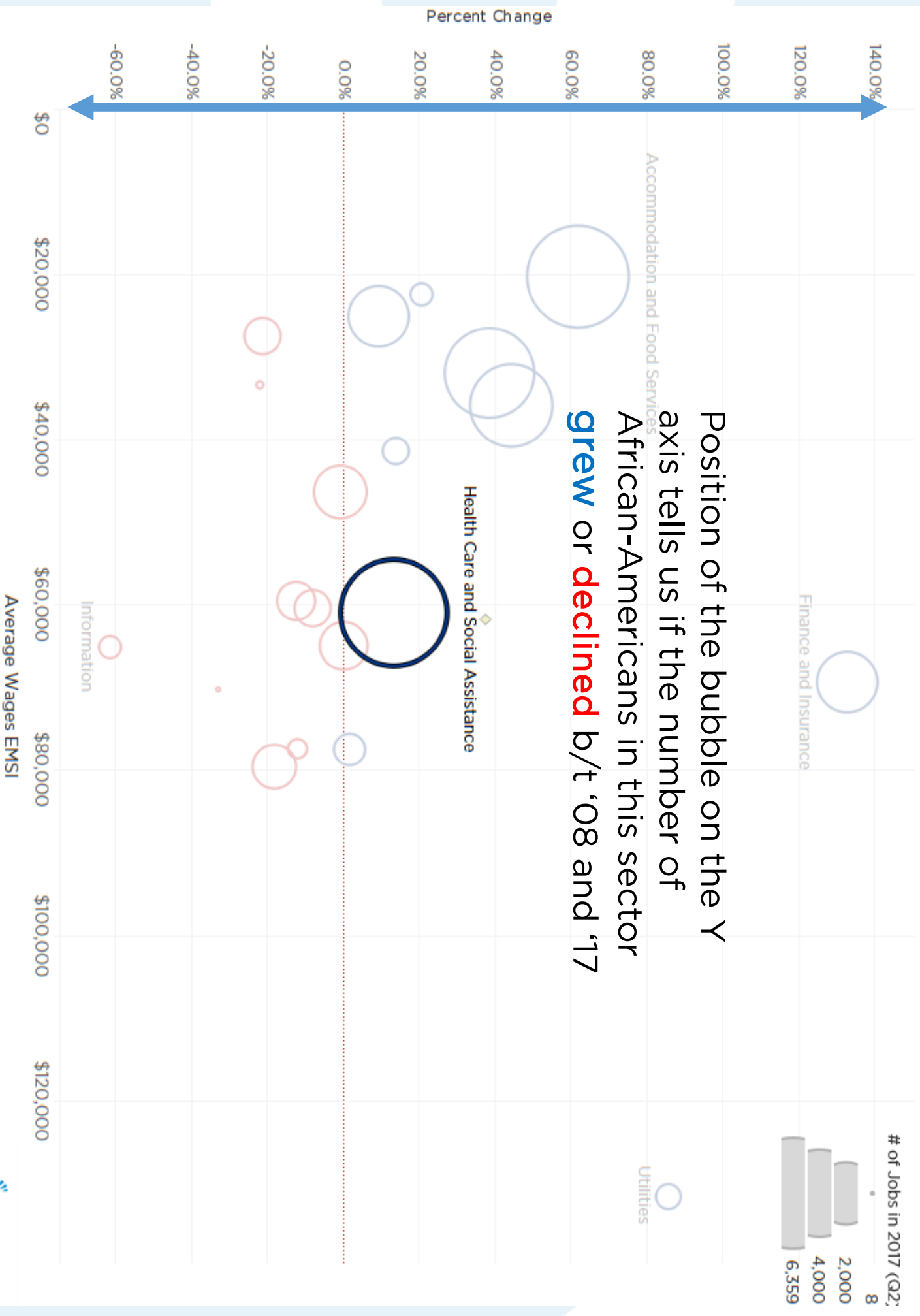
Job Growth for African Americans by Wages and # Employed



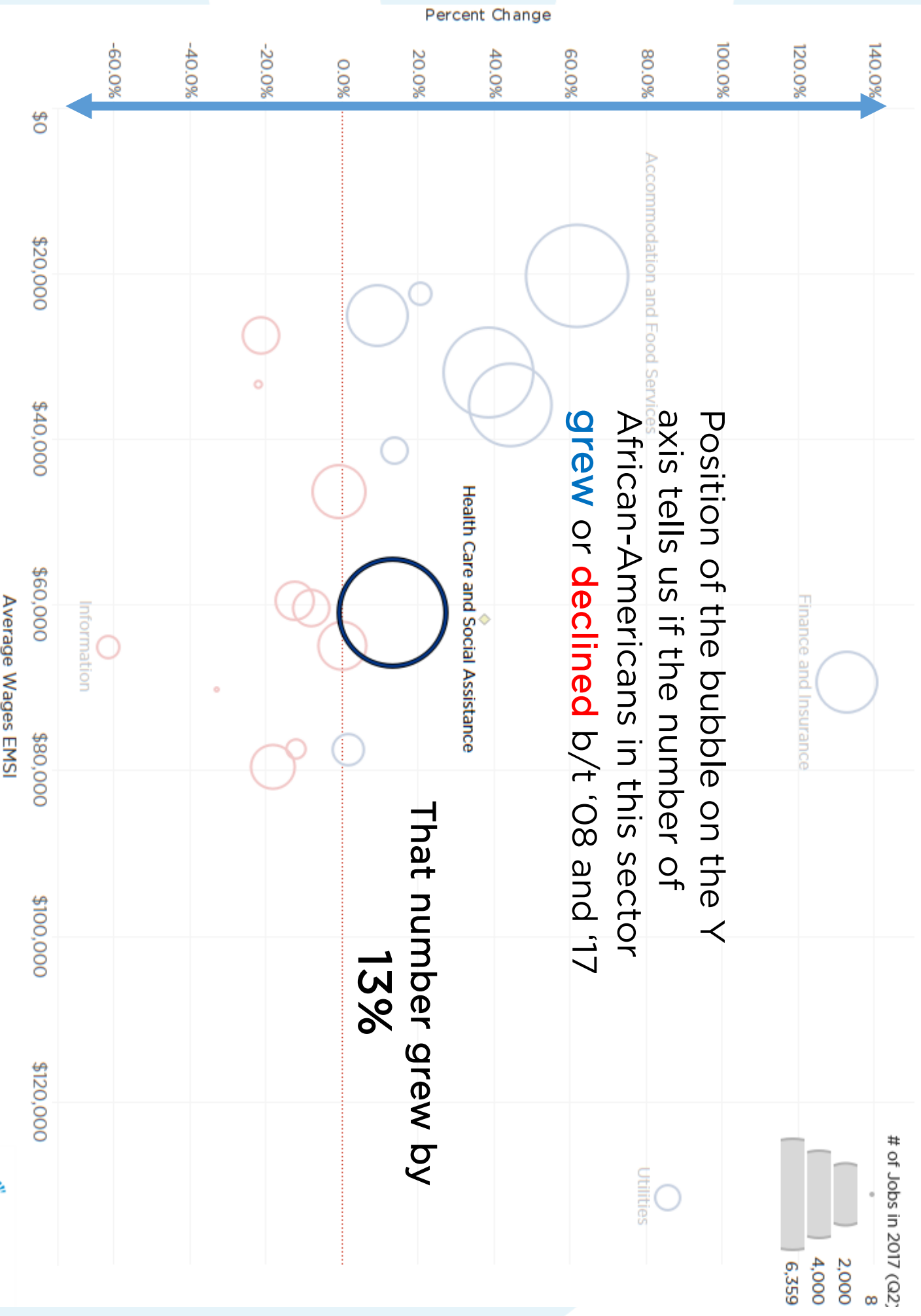
Job Growth for African Americans by Wages and # Employed



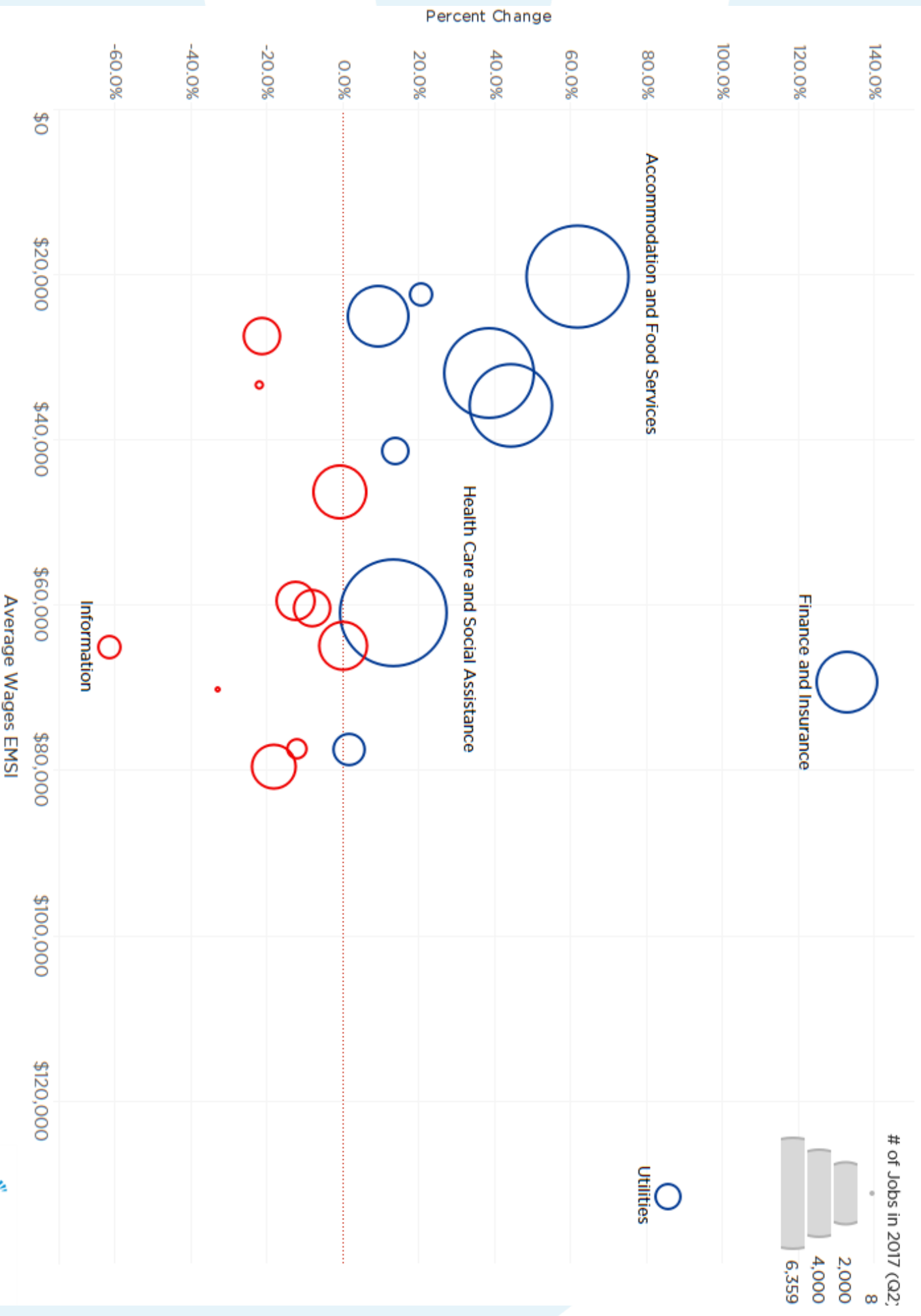
Job Growth for African Americans by Wages and # Employed



Job Growth for African Americans by Wages and # Employed



Job Growth for African Americans by Wages and # Employed



Industry Sector	African American	
	alone	All races
Finance and Insurance	132.6%	59.8%
Utilities	85.6%	112.6%
Accommodation and Food Services	61.5%	38.9%
Administrative and Support and Waste Ma..	44.2%	7.0%
Retail Trade	38.2%	9.3%
All Industries	21.6%	6.2%
Arts, Entertainment, and Recreation	20.3%	36.0%
Real Estate and Rental and Leasing	13.6%	5.8%
Health Care and Social Assistance	12.9%	14.2%
Educational Services	9.1%	23.6%
Professional, Scientific, and Technical Serv..	1.3%	8.1%
Public Administration	-0.2%	-7.8%
Construction	-1.0%	-11.2%
Transportation and Warehousing	-8.5%	-27.3%
Management of Companies and Enterprises	-12.4%	10.1%
Wholesale Trade	-12.7%	-9.0%
Manufacturing	-18.3%	-6.1%
Other Services (except Public Administrati..	-21.5%	1.9%
Agriculture, Forestry, Fishing and Hunting	-22.2%	28.1%
Mining, Quarrying, and Oil and Gas Extract..	-33.3%	10.1%
Information	-61.8%	-41.1%

Economic Impact

*Understanding the impact of one
demographic group*

Economic Impact Analysis

What is an economic multiplier?

As applied to a local community, a multiplier is a measure of how **dollars interjected into a community are respent**, thereby leading to additional economic activity.



\leq A \$ comes in from the outside world.

\leq Part of the \$ is respent locally; the rest leaks out.

Round 1

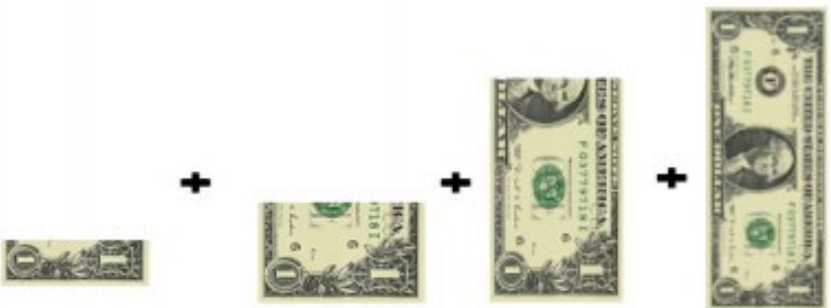
\leq Part of what remains is respent locally; the rest leaks out.

Round 2

\leq Part of what remains is respent locally; the rest leaks out.

Round 3

Economic Impact Analysis



**Adding All Local
Responding Dollars Gives
Us a Multiplier**

Economic Multiplier

Scenario One: What if black-only household spending disappeared from the economy?

**PERSONAL
INCOME**
The value of economic
activity received by people

OUTPUT
The amount of industry
production or sales.

GDP
The value of ALL goods
and services produced.

\$425
Million

\$1.2
Billion

\$767
Million

Scenario One: What if black-only households spending disappeared from the economy?

-10,198 Jobs



RFMI



Scenario Two: What if black-only employees were removed from the MSA's workforce?

PERSONAL INCOME
The value of economic activity received by people

OUTPUT
The amount of industry production or sales.

GDP
The value of ALL goods and services produced.

\$1.2

Billion

\$3.6

Billion

\$2.2

Billion

Scenario Two: What if black-only employees were removed from the MSA's workforce?

-24,932 jobs

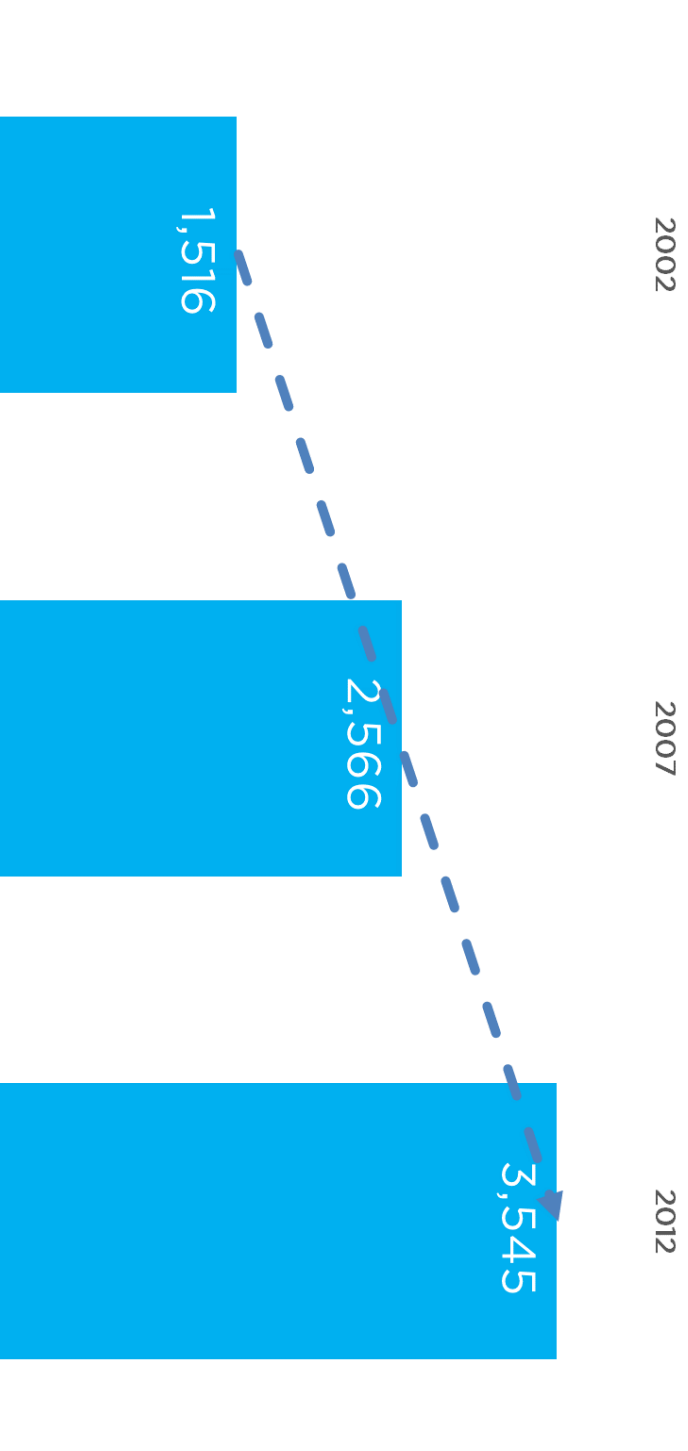


RFMI



Minority-Owned Businesses

How Many African-American Owned Businesses in the MSA?



The U.S. Census Bureau's Economic Census (the above data) won't be released for our region until 2020.

Luckily, the Gulf Coast Minority Chamber can give us a more real-time update on how minority-owned businesses are faring in our region.



Gulf Coast Minority

Chamber of Commerce