



# Economic and Business Research Center

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Arizona Rural Policy Forum  
Education and Research Session

Globe-Miami, Arizona  
August 7, 2014

# Economic and Business Research Center

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- ▶ 60+ Year History
- ▶ Mission
- ▶ Services
  - ▶ Forecasting Project
  - ▶ Arizona's Economy Blog/Newsletter
  - ▶ Funded research
  - ▶ Coming soon!
    - ▶ MAP Dashboard

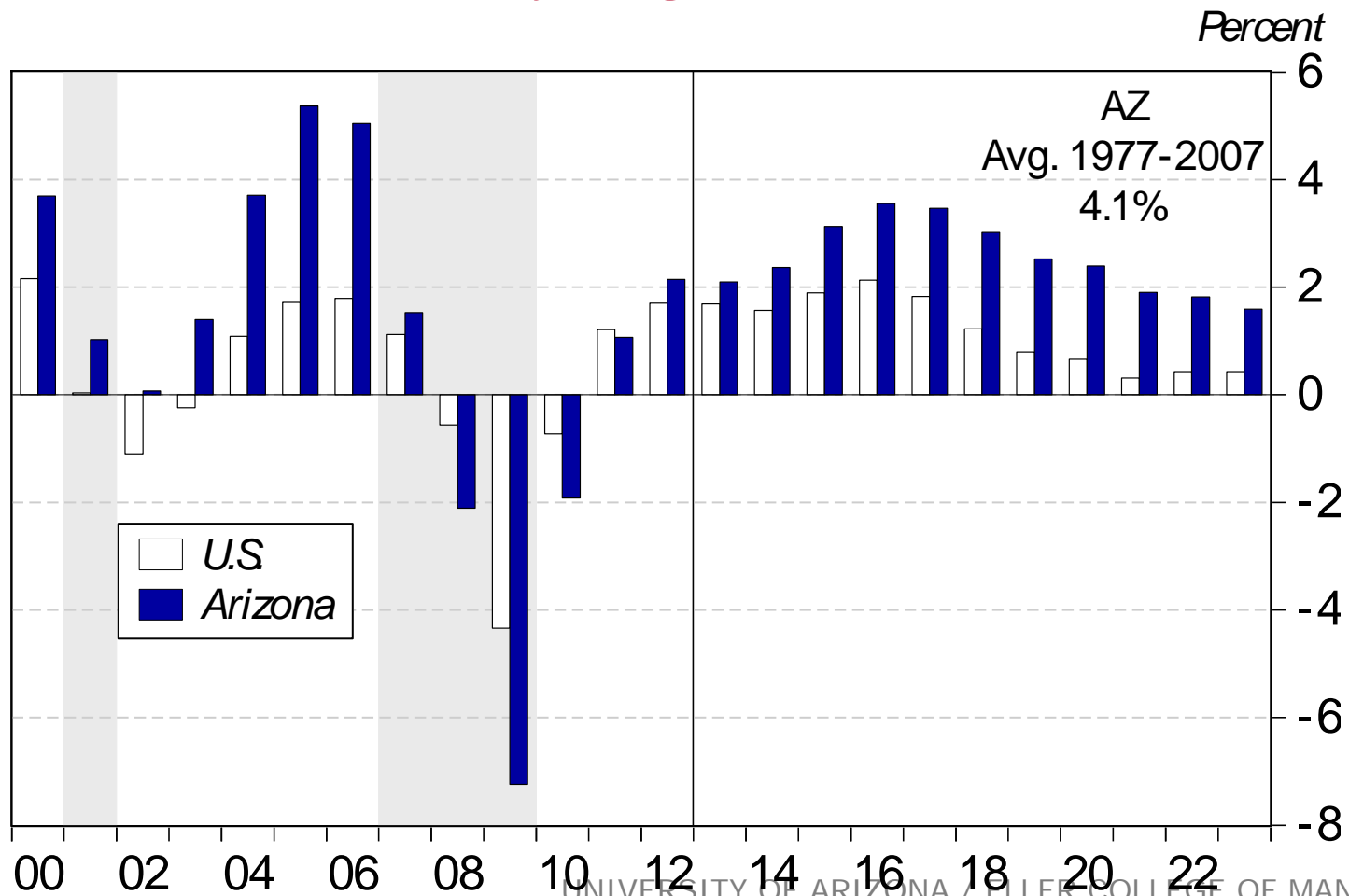
# Forecasting Project

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- ▶ 30-year history of high quality forecasts
- ▶ Quarterly forecast updates
  - ▶ Arizona
  - ▶ Phoenix MSA
  - ▶ Tucson MSA
- ▶ 10-year and 30-year forecasts
- ▶ Jobs by industry, population by component, income by component, housing permits, retail sales
- ▶ Excel, Eviews, dataZoa
- ▶ Two Outlook conferences per year in Tucson

# Arizona and U.S. job growth

## Year-to-year growth rates





# New Arizona's Economy Site

## [azeconomy.eller.arizona.edu](http://azeconomy.eller.arizona.edu)

A screenshot of the Arizona's Economy website. The header includes the Arizona Eller logo and the text 'Arizona's Economy ECONOMIC &amp; BUSINESS RESEARCH CENTER'. The navigation bar contains links for 'ABOUT US', 'CATEGORIES', 'DATA', 'ARCHIVES', 'SUBSCRIBE', and 'EBRC'. The main content area features a large article titled 'The Fresh Produce Industry in Nogales, Arizona: Economic Impacts and Challenges' with a date of Dec 2, 2013. Below this are sections for 'OUTLOOK' with an article 'Clearing, but Still a Bit Cloudy: Second Quarter 2014 Forecast Update' and 'ARTICLES' with two articles: 'Arizona's Sales Tax Base is Eroding' and 'Arizona Has a New Metropolitan Area: Sierra Vista-Douglas'. On the right, there is a 'THIS WEEK' section with an article 'AZ Ranks 4th in Nation for Home Price Appreciation' and an 'AZ FORECAST DATA' section with a dropdown menu for 'Tucson MSA'. The background of the website is a scenic landscape with mountains and saguaro cacti.



# New Arizona's Economy Site

[azeconomy.eller.arizona.edu](http://azeconomy.eller.arizona.edu)

**Arizona's Economy**  
ECONOMIC & BUSINESS RESEARCH CENTER

Home | ABOUT US | CATEGORIES | DATA | ARCHIVES | SUBSCRIBE | EBRC

## Data

Using the menus to the right, you can navigate through detailed data on Arizona's metro areas and counties. EBRC presents both forecast and indicator data. To graph individual series, just click on titles in any data table presented.

**Unemployment Rate, Arizona & U.S.**

2001 2004 2007 2010 2013 2016

Arizona, seasonally adj. (right scale)  
United States, seasonally adj. (right scale)

**Total Nonfarm Employment (SA) - Arizona**

1999 2001 2004 2008 2010 2012 2016

**All-Transactions House Price Index, FHFA**

1994 1997 2000 2003 2006 2009 2012 2015

Arizona House Price Index, FHFA (right scale)  
U. S. House Price Index, FHFA (right scale)

**Nonfarm Employment, % chg yr ago, AZ & U.S.**

2003 2006 2009 2012 2015

United States (right scale)  
Arizona (right scale)

**Arizona Per Capita Personal Income**

**Labor Force (SA) - Arizona, BLS**

Arizona Forecast Data

Arizona, Phoenix & Tucson  
select area

Arizona Economic Indicators

Arizona, U.S. & Metro Areas  
select metro area

Counties  
select county

Current Articles

Phoenix Home Price Rise by 8.2% Y/Y in May

AZ adds 45,900 private sector jobs Y/Y in June

AZ bankruptcies decline by 13% Y/Y in June



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**Facebook.com/Eller.EBRC**



# Real-time data at your fingertips. The Arizona's Economy App



Free at the Apple App Store and Google Play.



# Arizona's Economy App

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- ▶ Data for AZ, all MSAs, all counties, & U.S.
- ▶ Major macroeconomic indicators
  - ▶ Jobs, population income, housing permits, retail sales, real GDP
- ▶ Tables
- ▶ Graphs
- ▶ Data transformations
  - ▶ Level, change, %change, over the year, smoothed

# MAP Dashboard

## Making Action Possible for Southern Arizona

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- ▶ Partnership
- ▶ Business
  - ▶ Southern Arizona Leadership Council (SALC)
- ▶ Non-Profit
  - ▶ Community Foundation for Southern Arizona
- ▶ University of Arizona
  - ▶ Eller College
    - ▶ Economic and Business Research Center

# MAP Dashboard

## Making Action Possible for Southern Arizona

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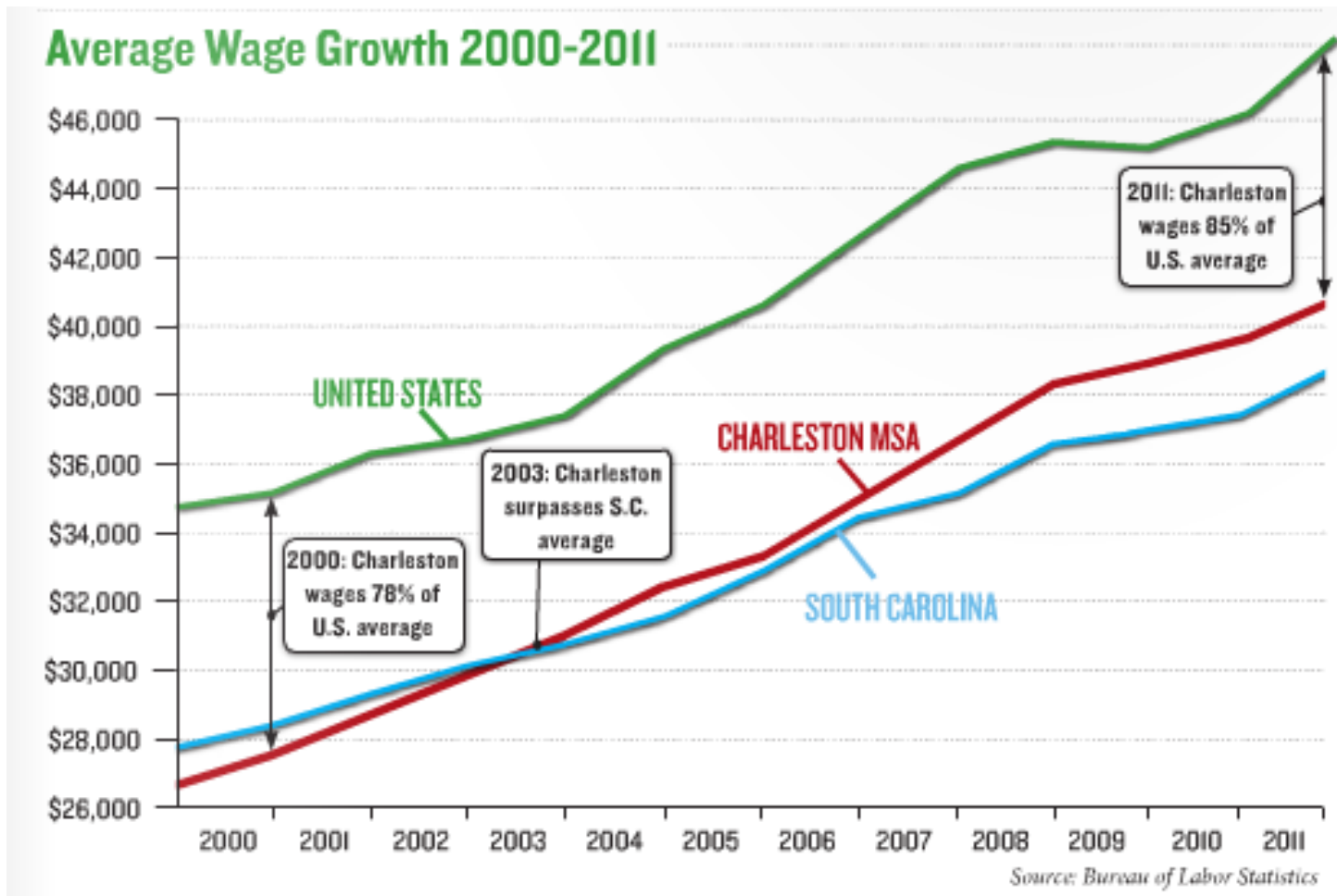
- ▶ Source of INFORMATION
  - ▶ NOT a data warehouse
- ▶ It will address the following:
  - ▶ How are we doing?
  - ▶ How do we compare?
  - ▶ Are we making progress or falling behind?

# Context Matters!

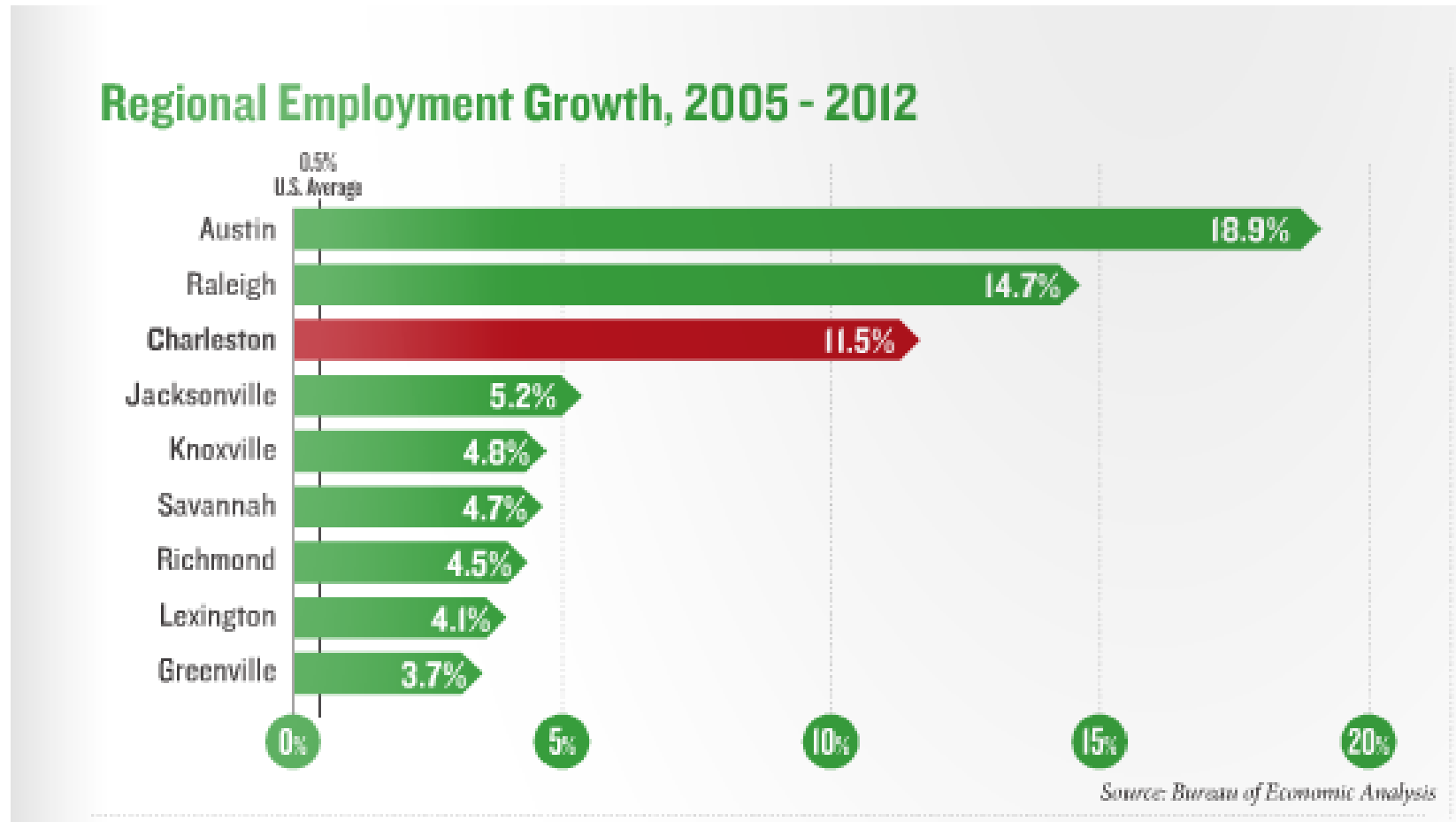
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- ▶ Explain why the indicator matters
- ▶ What the indicator means
  - ▶ What it measures, what it does not
- ▶ Comparison to other “regions”
- ▶ Comparison to the past (trends)

# Types of Visuals

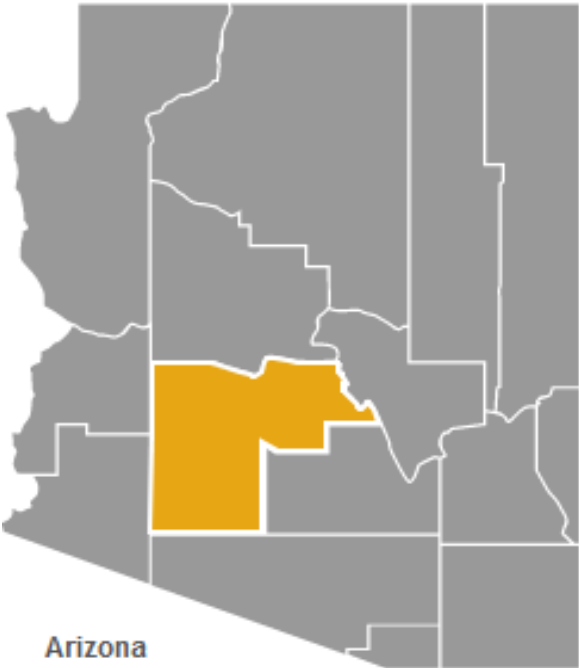


# Types of Visuals



# Types of Visuals

Maricopa County: Total Population Demographics

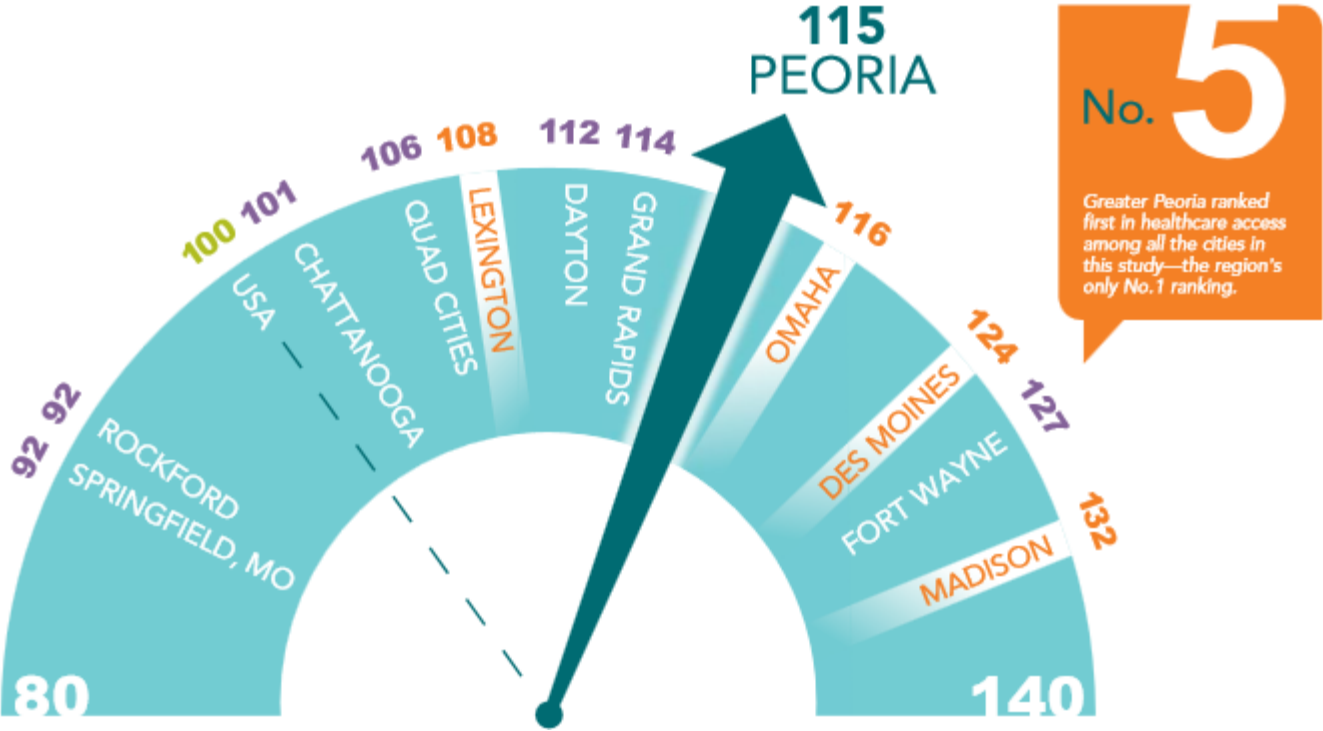


Arizona  
Phoenix Metro  
Tucson Metro

<i>Population</i>	
Total Population	3,751,410
Under 5 years	7.8%
18 years and over	73.2%
65 years and over	11.7%
<i>Race and Ethnicity</i>	
White alone	59.7%
Hispanic or Latino (of any race)	29.0%
American Indian and Alaska Native alone	1.5%
Black or African American alone	4.5%
Asian alone	3.3%
Other	2.0%
<i>Education (25 years and over)</i>	
Percent bachelor's degree or higher	29.0%
<i>Other Statistics</i>	
Percent Foreign Born	15.9%
Percent with a Disability*	10.6%
Median Household Income (in 2010 inflation-adjusted dollars)	\$55,054
Civilian Labor Force	1,873,484

\*Disability status is for the total civilian non-institutionalized population and comes from the single year, 2009 American Community Survey.

# Types of Visuals





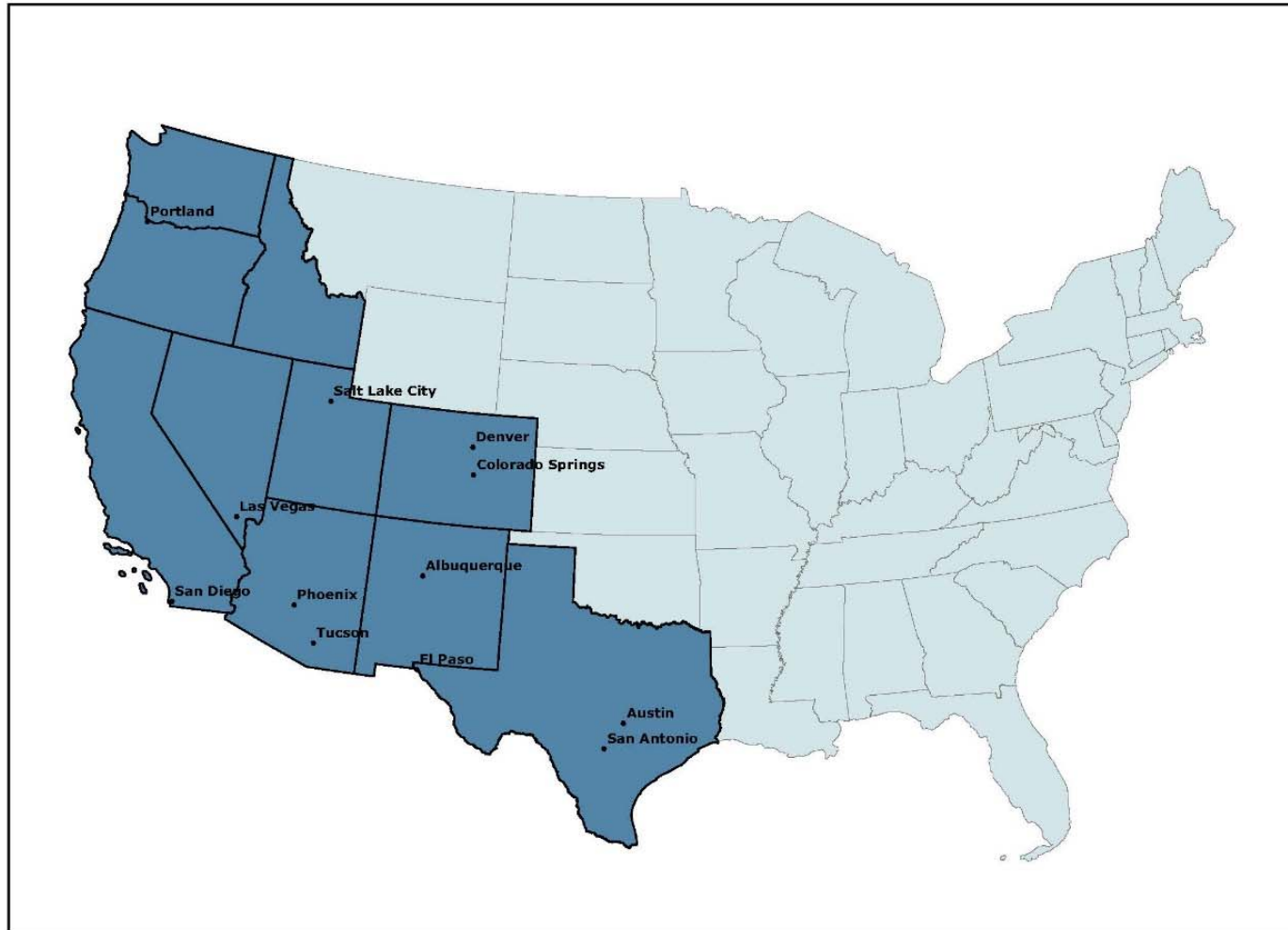
# Geographies

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- ▶ Regional comparisons
  - ▶ United States
  - ▶ Western states
    - ▶ California, Nevada, Oregon, Washington, Idaho, Utah, Colorado, New Mexico, Texas
  - ▶ Western MSAs
    - ▶ Albuquerque, Austin, Colorado Springs, Denver, El Paso, Las Vegas, Phoenix, Salt Lake City, San Antonio, San Diego
  - ▶ All Arizona counties

# Geographies

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# Structure

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- ▶ Six Categories
- ▶ Economy
- ▶ Workforce and Demographics
- ▶ Health and Social Well-Being
- ▶ Quality of Place
- ▶ Infrastructure
- ▶ Education

# Structure

## Economy

- Business Growth
- Employment Growth by Industry
- GDP by Industry
- Median Home Price
- Median Household Income
- Patents

## Workforce & Demographics

- Employment Share by Industry
- Labor Force Participation Rates
- Occupational Wages
- Population Profile
- Wage Distribution
- Working Age College Graduates

# Structure

## Health and Social Well-Being

- Cost of Living
- Health Insurance Coverage
- Housing Cost Burden
- Poverty Rate
- Primary Care Access
- Teen Birth Rate

## Quality of Place

- Air Quality
- Bicycling Capacity
- Jobs in Leisure and Arts
- Outdoor Recreational Opportunities
- Public Safety
- Voter Turn-Out

# Structure

## Infrastructure

- Air Travel
- Commute Time
- Energy Use
- Internet Access
- Residential Water Use
- Transportation to Work

## Education

- College Major
- Educational Attainment
- High School Graduation Rates
- PreK – 12 Enrollment
- Student Achievement
- Teacher Wages

# **MAP Dashboard**

## **Making Action Possible for Southern Arizona**

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- ▶ Rollout: December 5, 2014
- ▶ Sign up now for email alerts!
- ▶ [mapazdashboard.com](http://mapazdashboard.com)

# MAP Dashboard


## Making Action Possible for Southern Arizona

**COMING SOON**

**MAP** MAKING ACTION POSSIBLE  
*for Southern Arizona*

Many community dashboards track important changes and trends. The new MAP Dashboard will put reliable local and regional data at your fingertips, providing economic, demographic, and social indicators. Even more, it's powered by the University of Arizona Eller College Economic and Business Research Center.

**Measuring Progress. Inspiring Action.**



**Be the first to know.**

**CONNECT**

