Value-Added Economic Information and Community Economic Development

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Outline

• Value-added economic information

• Building links with business and economic developers

• Examples of research
Value-Added Information

• A chance to explain how the economy works
• Types of value-added information
  – Economic and Demographic Forecasts
  – Leading Economic Indicator (monthly)
  – Business and Household Surveys (monthly)
  – Quarterly and Annual Business Indicators
  – Housing Affordability Indexes
  – Skills Gap Analysis
How Is It Done?

• Research with the community
  – College, public sector and private sector economists
  – Institutions interested in research

• Providing students with opportunities to build their skills
  – Advanced undergraduate students
  – MBA and Other Masters’ Students
Specifically, How Is It Done?

• Long-Run Economic Forecasting (3-Year)
  – Economic model
  – Expert Opinion on Nebraska Business Forecasting Council (universities, state government, private sector economists)

• Monthly Leading Economic Indicator – Nebraska
  – Data from utilities, airports, local governments

• Monthly Survey of Nebraska Business
  – 500 Surveys sent to Nebraska Business
Specifically, How Is It Done? (Continued)

- Monthly Survey of Nebraska Households/Consumer Confidence Index
  - 500 Surveys sent to Nebraska Business
- Housing Affordability Index
  - Data from Nebraska Realtors Association
- Skills Gap Analysis
  - Surveys and partnership with NEDED and NDOL
Geography

• Regularly released:
  – Statewide
  – Specific regions (Omaha Metro, Southeast, Northeast, Central and West Nebraska)
  – Individual cities

• Most information can be modified for release in any geography, with sufficient lead time
Methods of Releasing Information

• Media (via press release)
  – Newspaper
  – Radio/television
• Meeting presentations
  – By geography
  – By subject
• Email List
• Webinars
• Social Media
  – Twitter
  – Facebook
Impact

• Increased opportunities to develop information for business and economic development organizations

• Underscores that the University is involved

• The key is continuous presentation
  – Occasional large reports have a complementary impact
Opportunity

• The Bureau hopes to identify partners to share value-added information via
  – local media
  – local presentations
  – local email lists
Example: Long-Run Economic Forecast

Business in Nebraska

POWERING THROUGH THE GLOBAL SLOWDOWN

By the Bureau of Business Research and the Nebraska Business Forecast Council
Example: Long-Run Economic Forecast

Table 1—Key Economic Growth Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>Nonfarm Employment</th>
<th>Nonfarm Personal Income (nominal)</th>
<th>Net Farm Income (nominal)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1.1%</td>
<td>4.5%</td>
<td>-24.5%</td>
</tr>
<tr>
<td>2016</td>
<td>1.3%</td>
<td>4.2%</td>
<td>-11.2%</td>
</tr>
<tr>
<td>2017</td>
<td>1.2%</td>
<td>4.0%</td>
<td>11.2%</td>
</tr>
<tr>
<td>2018</td>
<td>1.2%</td>
<td>3.9%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>
Example: Leading Economic Indicator - Nebraska

Figure 2: Change in LEI - N
Last 6 Months

- August 15: 0.62%
- September 15: -1.48%
- October 15: 1.69%
- November 15: 0.68%
- December 15: -0.55%
- January 16: 0.11%
Example: Survey of Nebraska Households
Most Important Financial Issue Facing Nebraska Households
Example: Housing Affordability Index

Housing Affordability Index
January 2016

- Grand Island: 265
- Hastings: 342
- Lincoln County: 326
- Norfolk: 256
- Omaha Area: 261
- Midlands: 253
- Scottsbluff County: 232
- Tri-County: 419
THANK YOU

Any Questions?