

WRONG FOR FLORIDA

THE STORY OF HOW OBAMA'S POLICIES
FAILED THE SUNSHINE STATE



PRESS CORPS BRIEFING BOOK

OCTOBER 2012

OBAMANOMICS: WRONG FOR FLORIDA

Unemployment: Since Obama Took Office, Florida Has Lost 86,500 Jobs And The Unemployment Rate Has Remained Unchanged At 8.7 Percent. ([Bureau of Labor Statistics](#), Accessed 10/24/12)

- **Florida's Unemployment Rate Isn't Expected To Fall Below 7 Percent Until 2016.** "Florida's unemployment rate will probably not fall below 7 percent until 2016, and will be higher than the national unemployment rate until 2018." (Toluse Olorunnipa, "Economists: Florida Jobless Rate To Remain Bleak," [The Miami Herald](#), 7/23/12)

According To The Economic Estimating Conference, Florida's Jobs Picture Will Remain Bleak Through 2016. "Florida's unemployment rate probably won't change much between now and the end of the year, and the jobs picture is set to remain bleak through 2016, a team of state economists said Monday." (Toluse Olorunnipa, "Economists: Florida Jobless Rate To Remain Bleak," [The Miami Herald](#), 7/23/12)

- **Florida's Unemployment Rate Isn't Expected To Fall Below 7 Percent Until 2016.** "Florida's unemployment rate will probably not fall below 7 percent until 2016, and will be higher than the national unemployment rate until 2018." (Toluse Olorunnipa, "Economists: Florida Jobless Rate To Remain Bleak," [The Miami Herald](#), 7/23/12)
- **Florida's Economy "Faces A Prolonged Uphill Climb."** "With a troubled real estate market and trouble brewing in Europe, the state economy faces a prolonged uphill climb, according to the Economic Estimating Conference, a group of state labor experts." (Toluse Olorunnipa, "Economists: Florida Jobless Rate To Remain Bleak," [The Miami Herald](#), 7/23/12)

Unemployed: Florida Has 808,471 Unemployed Seeking Work. ([Bureau of Labor Statistics](#), Accessed 10/24/12)

Failed Stimulus Jobs: Since The Stimulus Passed, Florida Has Lost 116,500 Construction Jobs And 28,500 Manufacturing Jobs. ([Bureau of Labor Statistics](#), Accessed 10/24/12)

Median Household Income: Under Obama, Median Household Income In Florida Has Declined From \$49,916 To \$44,299. ([U.S. Census Bureau](#), Accessed 10/24/12)

- **Florida's Median Household Income Dropped 2.9 Percent Last Year, A Sharp Reminder Of The State's "Deflated Economy."** "The income of the typical Florida family dropped 2.9 percent last year, one of the sharpest reminders that the Sunshine State's deflated economy remains mired in unemployment and lower-wage jobs. The decline means we will be financially challenged if we hope to spend our way out of this state's problems." (Robert Trigaux, "Florida's Household Income Slips, Signaling Tougher Recovery Ahead," [Tampa Bay Times](#), 9/21/12)
- **The "Bulk" Of New Jobs In Florida In 2011 "Paid On Average About 25 Percent Less Than The Jobs That Disappeared."** "The drop in Florida unemployment masks a troubling trend: The new jobs continue to pay far less than the ones that have been lost. The state added 114,000 jobs last year. But the bulk of them paid on average about 25 percent less than the jobs that disappeared, according to a Tampa Bay Times analysis of jobs and industry wage data." (Jeff Harrington, "Florida Still Losing Ground In Wages Despite Uptick In Jobs," [Tampa Bay Times](#), 2/6/12)

Florida Will Add 2.9 Million Job Vacancies Between 2010 And 2020, Half Of Which Will Be Jobs For High School Graduates And Dropouts. "Florida is poised to become a state of mostly low-wage, low-skilled jobs, some experts say. Between 2010 and 2020, the state will add 2.9 million job vacancies from new jobs and retiring workers. Of these, almost half will be jobs for high school graduates and dropouts rather than more educated workers, according to a recent Georgetown University study." (Marcia Heroux Pounds, "Good Jobs Are Hard To Find, Studies Say," [Sun Sentinel](#), 8/4/12)

- **Florida Jobs Available Tend To Be In Areas That Pay Lower Wages.** “J. Antonio Villamil, economist and business dean for St. Thomas University in Miami, said there continues to be a mismatch between jobs and skills in Florida. ‘There are a lot of jobs available, but they tend to be in areas that pay relatively lower wages,’ he said.” (Marcia Heroux Pounds, “Good Jobs Are Hard To Find, Studies Say,” [Sun Sentinel](#), 8/4/12)

National Debt: Since Obama Took Office, Each Floridians Share Of The National Debt Has Increased By \$18,047 To A Total Of \$52,466. (US Department Of The Treasury, [TreasuryDirect.gov](#), Accessed 10/24/12)

College Affordability: The Average Student Graduating From A Four-Year College Institution In Florida Has \$23,054 In Debt. ([Project On Student Debt](#), Accessed 10/24/12)

Tax Hikes: Obama’s Plan To Raise Taxes Would Cost Florida 39,400 Jobs. (Drs. Robert Carroll and Gerald Prante, “Long-Run Macroeconomic Impact Of Increasing Tax Rates On High-Income Taxpayers In 2013,” [Ernst & Young LLP](#), 7/12)

- **Obama’s Plan To Raise Taxes Would Cost Florida \$10.1 Billion In Lost Economic Output.** (Drs. Robert Carroll and Gerald Prante, “Long-Run Macroeconomic Impact Of Increasing Tax Rates On High-Income Taxpayers In 2013,” [Ernst & Young LLP](#), 7/12)

Gas Prices: Since The Week Obama Took Office, The Average Price Per Gallon Of Gas In Florida Has Increased From \$1.862 To \$3.597. (“Current State Averages,” [Fuel Gauge Report](#), 1/16/09; “Current State Averages,” [Fuel Gauge Report](#), 10/24/12)

Food Stamps: Since Obama Took Office, The Number Of People In Florida Receiving Food Stamps Has Increased By 90 Percent. (“Supplemental Nutritional Assistance Program: Number Of Persons Participating,” [Food Research And Action Center](#), Accessed 8/10/12; “Supplemental Nutritional Assistance Program: Number Of Persons Participating,” [USDA Food And Nutrition Service](#), Accessed 10/24/12)

Poverty: Under Obama, 802,648 More People In Florida Have Fallen Into Poverty. (“Poverty: 2007 And 2008,” [U.S. Census Bureau](#), 10/11; “Poverty: 2010 And 2011,” [U.S. Census Bureau](#), 9/12)

Childhood Poverty: 23 Percent Of Florida Children Are Living In Poverty. “In 2010, 23 percent of Florida children were living in poverty. The parents of 34 percent lacked secure employment, up from 28 percent in 2008. Nearly half of Florida households – 49 percent – saw their housing costs grow to 30 percent or more, up from 42 percent in 2005. The number of teens who were neither in school nor working was 10 percent, the same as in 2008.” (“Report Says Recession Hurts More Florida Children,” [Herald-Tribune](#), 7/25/12)

- **The Number Of Florida Children Living In Poverty Has Increased 28 Percent From 2005 To 2010.** “The number of Florida children living in poverty is up 28 percent from 2005 to 2010, the last year for which data were included in the study. That measurement considers such factors as whether the parents have secure employment or the ability to cover their housing costs.” (“Report Says Recession Hurts More Florida Children,” [Herald-Tribune](#), 7/25/12)

Obama’s Housing Policies Devastated Florida

Foreclosures: In September 2012, Florida Had The Nation’s Highest Foreclosure Rate, As One In Every 117 Housing Units Having A Foreclosure Filing. “Florida foreclosure activity in the third quarter increased 14 percent from a year ago, the third consecutive quarter with an annual increase and boosting the state’s foreclosure rate to highest in the nation. One in every 117 Florida housing units had a foreclosure filing in the third quarter, more than twice the national average.” (Press Release, “Foreclosure Activity Drops To 5-Year Low In September,” [RealtyTrac](#), 10/11/12)

Negative Equity: In The Second Quarter Of 2012, Florida Had The Second Highest Percentage Of Negative Equity In The Nation, As 43 Percent Of Mortgaged Properties Are In Negative Equity. “Nevada had the highest percentage of mortgaged properties in negative equity at 59 percent, followed by Florida (43 percent), Arizona (40 percent), Georgia (36 percent) and Michigan (33 percent).”

These top five states combined account for 34.1 percent of the total amount of negative equity in the U.S.” (Press Release, “CoreLogic Reports Number Of Residential Properties In Negative Equity Decreases Again In Second Quarter Of 2012,” [CoreLogic](#), 9/12/12)

Home Values: As Of August 2012, Florida Has Had The Second Largest Peak-To-Current Decline In Home Prices In The Nation, Dropping 44.3 Percent. “The five states with the largest peak-to-current declines, including distressed transactions, are Nevada (-54.7 percent), Florida (-44.3 percent), Arizona (-42.0 percent), California (-37.7 percent) and Michigan (-36.5 percent).” (Press Release, “CoreLogic August Home Price Index Rises 4.6 Percent Year-Over-Year,” [CoreLogic](#), 10/2/12)

Obama Is More Focused On Getting The Votes Of Those Who Have Been Foreclosed Upon Than The Foreclosed Themselves

In Florida, The Obama Campaign Is Knocking On Doors In Hispanic Neighborhoods With Foreclosure Rates As High As 30 Percent, “Where Once-Registered Democrats Have Been Evicted, Their Homes Now Owned By The Bank.” “By day, Lynnette Acosta, a 34-year-old mother of two, is an information-technology manager in Orlando, Florida. By night, she’s a sleuth for President Barack Obama’s re-election campaign, scouring for potential voters. In central Florida, that means knocking on doors in Hispanic neighborhoods with foreclosure rates as high as 30 percent, where once-registered Democrats have been evicted, their homes now owned by the bank. Volunteers walk house-to-house to determine the number of empty homes per precinct, then look for contact information for voters who once lived in them.” (Hans Nichols, “Obama Campaign Detectives Hunt For Foreclosed Florida Voters,” [Bloomberg](#), 7/18/12)

“As Obama Confronts A Housing Crisis That He’s Acknowledged Underestimating, His Campaign Is Facing A Different Kind Of Foreclosure Problem On The Streets Of Florida And Other Battleground States, Where Evictions Have Left Holes In Its Voter Lists.” “As Obama confronts a housing crisis that he’s acknowledged underestimating, his campaign is facing a different kind of foreclosure problem on the streets of Florida and other battleground states, where evictions have left holes in its voter lists.” (Hans Nichols, “Obama Campaign Detectives Hunt For Foreclosed Florida Voters,” [Bloomberg](#), 7/18/12)

According To Darren Soto, Democrat State Representative, Convincing Hispanics In Central Florida That Obama’s Housing Policies Are Working “Is A Daunting Task.” “‘At least in central Florida, he’s got to be at least 66, 67, 68 percent,’ among non-Cuban Hispanics, said Darren Soto, a Democratic state representative whose district includes parts of Osceola County, where the Puerto Rican population increased 138 percent in the last 10 years, according to U.S. Census data. ...Convincing Hispanics in central Florida that his housing prescriptions are working is a ‘daunting task,’ said Soto, who campaigned with Obama in 2008. ‘He’s not quite yet there.’” (Hans Nichols, “Obama Campaign Detectives Hunt For Foreclosed Florida Voters,” [Bloomberg](#), 7/18/12)

OBAMA’S INACTION ON SEQUESTRATION *DIDN’T* WORK FOR FLORIDA

Obama’s Sequestration Would Cost Florida An Additional 41,905 Jobs

According To A Study By George Mason University, The Defense Spending Cuts In Sequestration Would Result In Florida Losing 41,905 Jobs. (Stephen S. Fuller, “The Economic Impact Of The Budget Control Act Of 2011 On DOD And Non-DOD Agencies,” [Report](#), 7/17/12)

- **“Under Sequestration, 7,107 Civilian DOD Employees Could Lose Their Jobs.”** (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

Florida Will Lose 56,000 Jobs In 2014 Due To Sequestration. “‘This is a national problem, but it hits especially close to home for Floridians,’ said AIF President and CEO Tom Feeney. ‘With Florida set to lose approximately 56,000 jobs in 2014 alone, the pain from these cuts will be felt across the state. These manufacturing, aerospace and defense jobs are high-tech, high-wage positions that pay substantially better wages than the average Florida income. Manufacturing jobs generally pay 55 percent more than other non-farm employment. Jobs lost in these sectors also have a trickle-down effect on the more than

900,000 Florida jobs indirectly connected to the vitality of our manufacturing industry.” (The National Center For Simulation, “Study Says Sequestration Defense Cuts Would Cost More Than 56,000 Florida Jobs,” [Press Release](#), 10/8/12)

- **Florida Would Lose \$2.30 Billion In Lose Earnings.** (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)
- **Florida Could See A \$3.35 Billion Decrease In Gross State Product.** (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

Florida Businesses Are “At Risk” Under Obama’s Sequestration

According To A Study By George Mason University, The Defense Spending Cuts In Sequestration Would Result In Florida Losing 20,000 Small Business Jobs. (Stephen S. Fuller, Committee On Small Business, U.S. House Of Representatives, [Testimony](#), 9/20/12, p. 7)

- **According To A Study By George Mason University, The Non-Defense Spending Cuts In Sequestration Would Result In Florida Losing 15,626 Small Business Jobs.** (Stephen S. Fuller, Committee On Small Business, U.S. House Of Representatives, [Testimony](#), 9/20/12, p. 7)
- **According To A Study By George Mason University, The DOD And Non-DOD Spending Cuts In Sequestration Would Result In Florida Losing A Total Of 35,626 Small Business Jobs.** (Stephen S. Fuller, Committee On Small Business, U.S. House Of Representatives, [Testimony](#), 9/20/12, p. 7)

“Florida Defense Contractor Revenue Losses Could Be Greater Than \$2.40 Billion – Each Year.”

“Florida defense prime contractors earned over \$13.34 billion in 2011 protecting America, but now they may face 18% revenue cuts under Sequestration - starting in 2013. Florida defense contractor revenue losses could be greater than \$2.40 billion – each year.” (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

“Florida Job Losses Under Sequestration Could Be Permanent.” (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

Florida Could Lose As Many As 40,000 Jobs Next Year From Companies That Do Work For The U.S. Military. “Florida could lose as many as 40,000 jobs next year from companies that do work for the U.S. military if Congress doesn't delay billions in automatic defense spending reductions slated to take effect in January -- a move that has even critics of federal spending on edge. Most defense contractors who operate in Manatee believe it's still too early to gauge the full scope of the cuts. But they all agree they will hurt.” (Josh Salman, “Manatee Defense Contractors Brace for Cuts,” [Bradenton Herald](#), 8/8/12)

A Company At MacDill Airforce Base In Tampa May Have To Lay Off 200 Workers If A Defense Contract Is Not Renewed. “Already, a company that operates at MacDill Airforce Base in Tampa has filed a notice that it may lay off 200 workers if a defense contract is not renewed.” (Josh Salman, “Manatee Defense Contractors Brace for Cuts,” [Bradenton Herald](#), 8/8/12)

Pierce Manufacturing in Bradenton Will Lay Off 325 Workers Next Year As It Closes Its MedTec Ambulance Line Due To Dwindling Federal Spending. “The parent of Pierce Manufacturing in Bradenton also has said dwindling federal spending likely will eat away at its profits from tactical military vehicles. The company will lay off 325 Bradenton workers by next year as it closes its MedTec ambulance line.” (Josh Salman, “Manatee Defense Contractors Brace for Cuts,” [Bradenton Herald](#), 8/8/12)

Hann Powerboats, A Company That Builds Specialty Armored Boats And Smaller Target Boats For Military Shooting Drills Is Preparing To Extend Its Reach Into International Markets. “For Hann Powerboats, the cuts will force a tightening of the belt. The company builds specialty armored boats designed to go extremely fast and also smaller target boats for military shooting drills. A quarter of the firm's business is directly tied to government spending. Now working on a \$425,000 Air Force contract to build 17 boats, Hann is preparing next year to extend its reach into international markets to supplement the expected loss of income.” (Josh Salman, “Manatee Defense Contractors Brace for Cuts,” [Bradenton Herald](#), 8/8/12)

- **C Products Defense That Sells Magazines For AR Rifles To The Military Is Also Preparing For A Shift In Demand.** “C Products Defense, which recently completed its move to South Manatee, sells magazines for AR rifles to law enforcement, the military and some private distributors. Anticipated reductions in defense spending have been countered with strong demand from private gun holders, fearing potential weapon bans following the mass shootings in Colorado and Wisconsin.” (Josh Salman, “Manatee Defense Contractors Brace for Cuts,” [Bradenton Herald](#), 8/8/12)

Veteran Businesses: Under The Anticipated 18 Percent Budget Cuts In Sequestration, Florida’s Veteran And Service-Disabled Veteran Businesses Will Lose A Combined \$267,071,672 In Revenue. (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

Women-Owned Businesses: Under The Anticipated 18 Percent Budget Cuts In Sequestration, Florida’s Women Owned Businesses Would Lose \$81,643,032 In Revenue. (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

Minority-Owned Businesses: Under The Anticipated 18 Percent Budget Cuts In Sequestration, Florida’s Minority Owned Businesses Will Lose \$240,215,781 In Revenue. (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

- **Black American Businesses: Under The Anticipated 18 Percent Budget Cuts In Sequestration, Florida’s Black American Owned Businesses Will Lose \$31,149,038 In Revenue.** (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)
- **Hispanic American Businesses: Under The Anticipated 18 Percent Budget Cuts In Sequestration, Florida’s Hispanic American Owned Businesses Will Lose \$102,632,034 In Revenue.** (Center For Security Policy, [The United States Defense Breakdown Economic Impact Reports 2011 Data Edition](#), 6/6/12)

OBAMACARE LED TO FLORIDANS SEEING INSURANCE HIKES AND LOSING COVERAGE

In 2014, According To A Florida State Senate Analysis, ObamaCare Will Cost Florida \$142 Million. “The costs of PPACA to Florida Medicaid will be significant. Florida is expected to have over 379,000 new enrollees from the expanded PPACA Medicaid population in 2014, at a cost of \$1.5 billion (of which \$142 million will be paid by the state), bringing the total cost of Medicaid that year to \$25 billion.” (SM 1854, [Florida State Senate](#), 2/17/12)

- **By The End Of The Decade, ObamaCare Will Cost Florida \$1 Billion Annually.** “By 2019, Florida Medicaid will have 1.9 million additional enrollees, at an additional cost of over \$7.7 billion (of which \$1 billion will be paid by the state). In subsequent years, the state share may increase.” (SM 1854, [Florida State Senate](#), 2/17/12)

In 2012, Florida Is Expected To See An 8 Percent Increase In Employer-Sponsored Health Insurance Costs. “The cost for employer-sponsored health insurance in Florida is expected to increase 8 percent next year or about half that if companies offer higher deductible plans, according to a national survey by Mercer, a benefits consulting company.” (Liz Freeman, “Study: Florida Workers Face 8 Percent Health Insurance Cost Hike Or Higher Deductible,” [Naples News](#), 11/21/11)

The University Of North Florida Area Director For The Small Business Development Said ObamaCare’s Mandates On Insurance Companies Will “Drive Up Premiums.” “Reform contains the immediate ending of several practices health care insurance companies used to hold down costs. The law includes a requirement to cover children through age 26, ending of the rejection of people who have pre-existing medical conditions and the placement of caps on what policies pay out. ‘One of the things all this will do is drive up premiums,’ Hagan said.” (Kevin Turner, “Health Care Reform May Not Offer Enough To Small Businesses,” [The Florida Times-Union](#), 4/25/10)

ObamaCare’s Medical Devices Tax Threatens Florida Businesses

Florida Has 528 Medical Device Manufacturers, The Second Most In The Nation, Employing More Than 20,000 People. “According to the Florida Medical Manufacturers Consortium, Florida has 528 medical device manufacturers — second-most in the nation — employing more than 20,000 people.”

(Anthony Clark, “Medical Device Makers Fear New Tax Would Cripple Them,” [The Gainesville Sun](#), 6/03/12)

Bill Petty, CEO Of Exactech In Florida, Says The Medical Device Tax Could Cost More Than \$3 Million And Lead To Fewer New Jobs. “For an established company like Exactech, an excise tax scheduled to start next year on medical devices could cost more than \$3 million and lead to fewer new jobs, CEO Bill Petty says.” (Anthony Clark, “Medical Device Makers Fear New Tax Would Cripple Them,” [The Gainesville Sun](#), 6/03/12)

President Stephanie Warrington Of TrueMotion Spine Says The Tax Would Deter Interest From Investors And Have A Disproportionate Effect On Florida. “For an early stage company like TrueMotion Spine, the cost of the tax could cool interest from investors, slowing development of implants to restore spinal mobility, President Stephanie Warrington says. ... Warrington said Florida would be disproportionately impacted by the tax because of the size of the medical device industry in the state.”

(Anthony Clark, “Medical Device Makers Fear New Tax Would Cripple Them,” [The Gainesville Sun](#), 6/03/12)

CEO Of The BioFlorida Trade Association Russell Allen Says “The Costs Will Be Passed To The Consumer And Defeat The Purpose Of Health Care Reform.” “Proponents of the tax say the expanded pool of insured people will increase demand for devices and ultimately help the manufacturers. Russell Allen, president and CEO of the BioFlorida trade association, said the industry universally disagrees. ‘The costs will be passed to the consumer and defeat the purpose of health care reform,’ he said.” (Anthony Clark, “Medical Device Makers Fear New Tax Would Cripple Them,” [The Gainesville Sun](#), 6/03/12)

Chief Executive Officer Of C2C Said ObamaCare’s Medical Device Tax Will Lead To “Layoffs And Less Investment” And Smaller Companies Will “Ow[e] More In Taxes Than They Earn In Profit.” “‘The way the bill is currently written, the impact of the device tax will have some smaller medical device companies owing more in taxes than they earn in profit,’ said Matt Solar, C2C’s chief executive officer. ‘The overall effect will be layoffs and less investment in research and development. This needs to be fixed.’” (Wayne T. Price, “Tax A Concern In Medical Device Field,” *Florida Today*, 4/7/10)

The Florida Software-Engineering Firm Audigence Inc Doesn’t “See The Benefit” Of The Medical Device Tax And Says “It Will Really Hurt Device Development.” “Lee Krause, chief executive officer of Melbourne-based Audigence Inc., a software-engineering firm for hearing aid systems, said while the impact on the tax will not affect his company, as an entrepreneur in a medical field he sees where it might stifle innovation and research. ‘In general I don’t see the benefit in creating this device tax and agree it will really hurt device development,’ Krause said.” (Wayne T. Price, “Tax A Concern In Medical Device Field,” *Florida Today*, 4/7/10)

CEO Of AxoGen In Alachua, Florida The Tax Would Take Money From All Sales And Hinder The Young Company’s Expansion Efforts As It Works To Break Even. “AxoGen, a nerve repair company based in Alachua, has grown quickly in a few years to just fewer than 70 employees. CEO Karen Zaderej said the problem is that the tax would take money from all sales instead of just profits, which would hurt the young company’s expansion efforts as it works toward break-even.” (Anthony Clark, “Medical Device Makers Fear New Tax Would Cripple Them,” [The Gainesville Sun](#), 6/03/12)

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