

Labor Market

TRENDS

■■■ August 2011 (July 2011 Data Release) ■■■

Florida Employment at a Glance

- Florida's seasonally adjusted unemployment rate in July 2011 is 10.7 percent. This represents 987,000 jobless out of a labor force of 9,220,000.
- The state's unemployment rate is unchanged from the revised June 2011 rate of 10.7 percent but is 0.8 percentage point lower than the year ago rate of 11.5 percent. The U.S. unemployment rate is 9.1 percent in July.
- Florida's seasonally adjusted total nonagricultural employment in July 2011 is 7,225,800, a decline of 22,100 jobs (-0.3 percent) from June 2011. Florida's nonagricultural employment gained 28,100 jobs over the year.

Florida Labor Market Trends is a publication of the Florida Agency for Workforce Innovation's Labor Market Statistics Center. For additional labor market information, please visit our website at: www.floridajobs.org

Rick Scott, Governor
Cynthia R. Lorenzo, Director

Florida's Green Jobs Survey

The Florida Agency for Workforce Innovation, Labor Market Statistics Center (LMS), recently completed and published the state's first Green Jobs Survey. The Green Jobs Survey for Florida and the 24 workforce regions was conducted in 2010 in partnership with Workforce Florida, Inc., and was funded by a competitive grant awarded by the U.S. Department of Labor, Employment and Training Administration. The survey is intended to identify green occupations most in demand and to help tailor training for green jobs.

Short summaries of findings by workforce region and statewide, along with detailed reports and tables, are published on LMS' website, www.labormarketinfo.com.

Green Jobs Definition

In 2008, Workforce Florida, Inc., the state workforce board, published a report "Defining Green Jobs" that presented a definition of green jobs suitable for Florida. The Florida Agency for Workforce Innovation, Labor Market Statistics Center, adopted that definition, modified slightly for statistical purposes, in order to accurately measure the prevalence of green jobs in Florida's economy. For statistical purposes, Florida defines a green job as one that directly produces green products or provides green services in any of the following sectors:

- A. Produce renewable energy
- B. Increase energy efficiency
- C. Conserve natural resources
- D. Prevent, reduce, and clean up pollution
- E. Produce clean transportation and fuels



Green Jobs Estimates in Florida

The Florida Green Jobs Survey estimated 42,422 green jobs statewide in 2010. This represented 0.6 percent of total industry employment. There were 9,119 green establishments in Florida in 2010, representing 1.5 percent of all businesses.

Employers expected to add 3,385 green jobs between 2010 and 2011, amounting to 45,807 green jobs in 2011 at a growth rate of 8.0 percent. If employers are included in this count who did not have green jobs currently but planned to add new green jobs and/or to convert non-green to green jobs within the next year, green jobs were expected to grow by 30.3 percent (12,841 jobs) from 2010 to 2011 for a total of 55,263 green jobs in 2011.

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Green Jobs by NAICS Sector

The top three industry sectors by number of green jobs accounted for close to half of all green jobs. Construction, with 10,438 green jobs, was the industry sector with the highest number of green jobs in Florida in 2010. Construction green jobs accounted for a quarter of all green jobs in the state. Administrative/support and waste management/remediation services ranked second in number of green jobs with 5,243 green jobs in 2010. Professional, scientific, and technical services ranked third with 4,878 green jobs.



Green Businesses by NAICS Sector

The survey estimated 9,119 establishments or 1.5 percent of all establishments in Florida were green in 2010. Construction had the largest number of green establishments (2,491), followed by professional, scientific, and technical services (1,111 establishments), and administrative/support and waste management/remediation services (822 establishments).

Green Occupations

The top green occupation in Florida measured by number of jobs was heating, air conditioning, and refrigeration mechanics and installers with 3,676 jobs in 2010, followed by environmental scientists and specialists (1,650 jobs), and first-line supervisors of construction trades and extraction workers (1,519 jobs).



Green Jobs by Workforce Region

Workforce Central Florida (Orange, Osceola, Seminole, Lake, and Sumter counties) had the most green jobs of any workforce region (9,912 jobs), followed by WorkSource (Baker, Clay, Duval, Nassau, Putnam, and St. Johns counties) with 3,947 green jobs, and Tampa Bay Workforce Alliance, Inc. (Hillsborough County) with 3,139 green jobs in 2010.

Conclusion

Green jobs represented a small but growing share of the Florida economy in 2010. Most green jobs consisted of existing jobs whose duties evolved to include green activities, such as electricians, or whose duties were “re-labeled” to be green, such as hazardous waste removal workers. One emerging occupation where green jobs were newly created was solar photovoltaic panel installers.

Estimated growth rates showed that green jobs had a good potential for job creation both in the short and long term. Green jobs were expected to grow significantly faster than total jobs.

Regional estimates suggested that green jobs concentrations showed a correlation with the economic health of the respective region. Green jobs were more concentrated in regions that had emerged sooner from the recession, such as Workforce Central Florida (Lake, Orange, Osceola, Seminole, and Sumter counties).

Survey results reflected the challenging economic conditions that employers faced during the survey time period. The number of green jobs in Florida was negatively affected by the recession due to declines in construction and manufacturing, lack of business financing, contractions in consumer spending, and declines in consumer confidence related to the Gulf oil spill. In addition, production of green products and services and employment of green jobs may have been negatively impacted by the loss of energy incentives during 2010.

The survey exemplified that the green economy is highly integrated into the broader economy and its business cycle. The green economy was clearly not exempt from general recessionary conditions. As the broader economy in Florida recovers, it is expected that the green economy will expand as well, fueled by the ever-increasing consumer demand to save natural resources and produce more green products and services.



Back to School: 2011-2012



Back-to-school time is here. It's a time that many children eagerly anticipate catching up with old friends, making new ones and settling into a new daily routine. Many statistics associated with the return to classrooms by our nation's students and teachers are highlighted below.

Students

77 million . . . The number of children and adults enrolled in school throughout the country in October 2009 — from nursery school to college. They comprised 27 percent of the entire population age 3 and older.

19.7 million . . . The projected number of students enrolled in the nation's colleges and universities this fall. This is up from 14.4 million 20 years ago.

56% . . . Percentage of college students who were women in October 2009.

Teachers

7.2 million . . . Number of teachers in the United States in 2009. Almost 3 million taught at the elementary and middle school level. The remainder included those teaching at the postsecondary, secondary, preschool, and kindergarten levels.

\$65,800 . . . Average annual salary of public school teachers in California as of the 2007-2008 school year — the highest of any state. Teachers in South Dakota received the lowest pay — \$36,700. The national average was \$52,800. **Florida's** average was \$46,900. High school principals earned \$99,365 annually in 2008-09.

The Rising Cost of College

\$15,876 . . . Average tuition, room and board (for in-state students) at the nation's four-year public colleges and universities for an academic year (2008-09). That was more than double the cost in 1990.

\$40,633 . . . Average tuition, room and board at the nation's four-year private colleges and universities for one academic year (2008-09). That also was more than double the 1990 figure.

Government Spending on Public Education

\$10,499 . . . The per-pupil expenditure on public elementary and secondary education nationally in 2009. New York (\$18,126) spent the most among states, followed by District of Columbia (\$16,408), and New Jersey (\$16,271). Utah (\$6,356) spent the least per student, followed by Idaho (\$7,092). **Florida** spent \$8,760 per pupil in 2009.



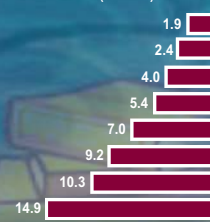
The Rewards of Staying in School

\$66,144 . . . Average annual 2010 earnings of workers 18 and older with an advanced degree. This compares with \$23,088 for those without a high school diploma. In addition, those with a bachelor's degree earned an average of \$53,976 in 2010, while those with a high school diploma earned \$32,552.

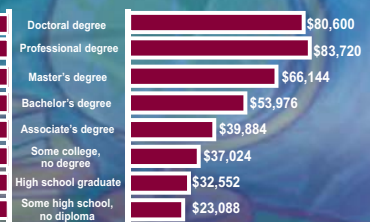
\$85,417 . . . Average starting salary offered to bachelor's degree candidates in petroleum engineering in 2009, among the highest of any field of study. At the other end of the spectrum were those majoring in a social science who were offered an average of \$36,217.

Education and Training pay . . .

Unemployment Rate in 2010 (Percent)



Median Earnings in 2010 (Dollars)



Source: U.S. Department of Labor, Bureau of Labor Statistics, national unemployment rates and median earnings for workers 25 and older, by educational attainment; earnings for full-time wage and salary workers, 2010. Median earnings were based on median weekly earnings multiplied by 52.



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Source: U.S. Census Bureau, www.census.gov



Florida Back-to-School Sales Tax Holiday

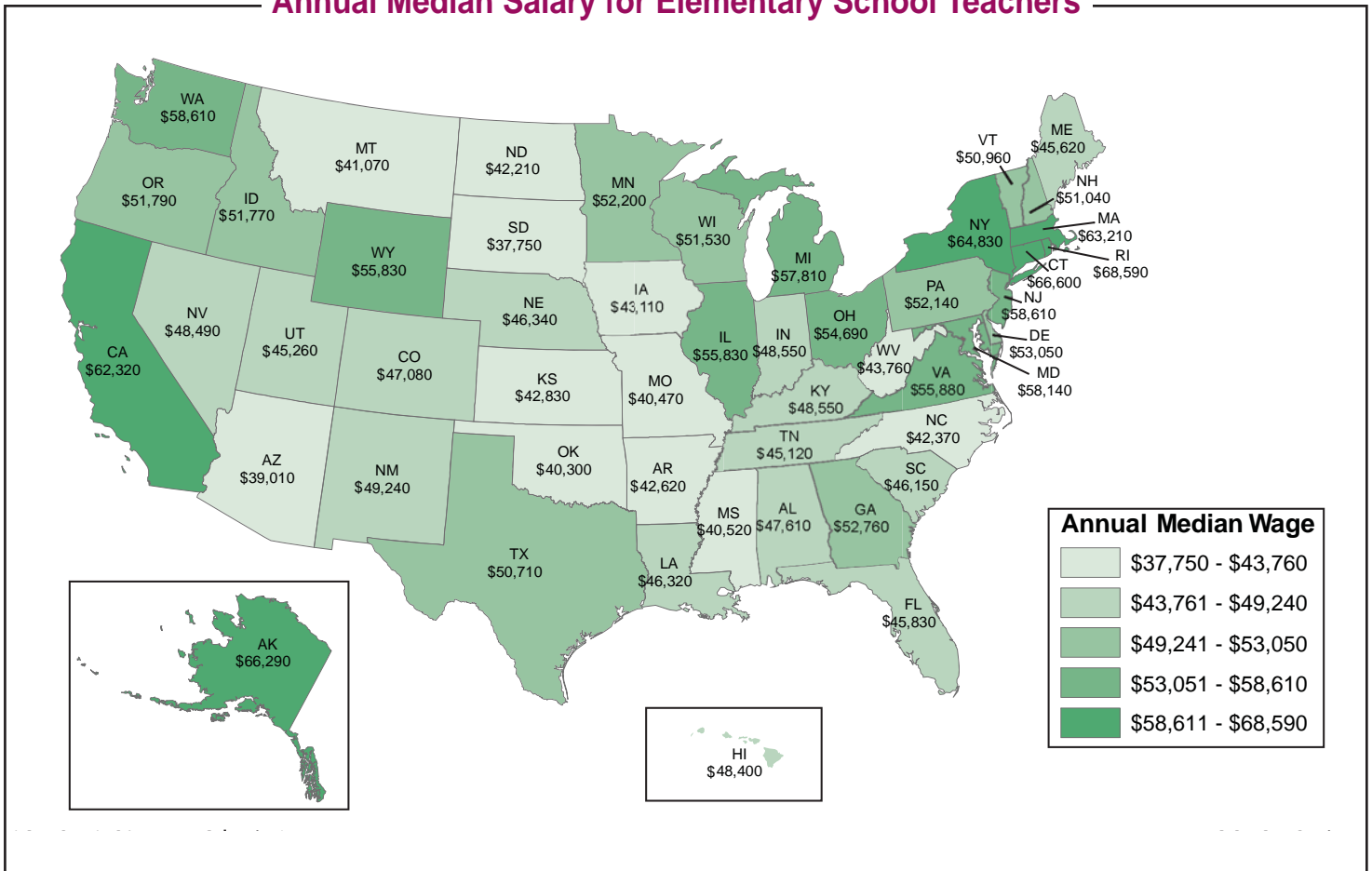
Retailers enjoyed a boost in sales over the three-day sales tax holiday, August 12-14, 2011, as shoppers prepared for the new 2011-2012 school year. The three-day sales tax holiday offered consumers the opportunity to buy certain eligible clothing, footwear, accessories, and school supplies without paying the normal 6 percent state sales tax. For every \$100 of eligible purchases, consumers were able to save \$6. According to many shoppers, the holiday offered welcome savings during the back-to-school buying season.

Only specific items were identified as exempt school supplies in the law passed by the 2011 Florida Legislature and approved by the Governor. The sales tax exemption applies to eligible items of clothing selling for \$75 or less and school supplies selling for \$15 or less. This was a significant increase from the 2010 clothing eligibility limit of \$50 and the school supplies eligibility limit of \$15. While certain books selling for \$50 or less were tax exempt in 2010, books were not included in the list of tax exempt items during the 2011 holiday.

The sales tax holiday is a win-win for both consumers and retailers. Consumers benefit from the increased competition and tax savings while retailers benefit from the noticeable increase in store traffic. The sunshine state is one of only 17 states offering a tax holiday in 2011. As a result, Florida stores are reporting a significant increase in sales on both tax free and taxable goods.



Annual Median Salary for Elementary School Teachers



Source: United States Department of Labor, Bureau of Labor Statistics, May 2010.

Florida Nonagricultural Employment

Not Seasonally Adjusted

	July 2011*	June 2011	July 2010	Over-the-Year Change Level	Over-the-Year Change Percent
Florida	7,118,200	7,165,100	7,066,700	51,500	0.7
Mining & Logging	5,500	5,500	5,300	200	3.8
Mining Except Oil & Gas-----	2,900	2,900	3,000	-100	-3.3
Construction	335,500	342,100	354,300	-18,800	-5.3
Manufacturing	308,100	309,200	307,800	300	0.1
Trade, Transportation, Utilities	1,457,900	1,458,900	1,443,200	14,700	1.0
Wholesale Trade-----	301,800	300,900	305,300	-3,500	-1.2
Retail Trade-----	930,600	929,600	915,600	15,000	1.6
Utilities-----	22,300	22,400	22,400	-100	-0.5
Transportation, Warehousing & Utilities-----	225,500	228,400	222,300	3,200	1.4
Information	129,100	130,800	135,200	-6,100	-4.5
Financial Activities	469,900	470,200	470,600	-700	-0.2
Finance & Insurance-----	315,900	315,300	320,300	-4,400	-1.4
Real Estate, Rental, & Leasing-----	154,000	154,900	150,300	3,700	2.5
Professional & Business Services	1,038,600	1,048,600	1,031,900	6,700	0.7
Professional & Technical Services-----	438,600	439,900	426,200	12,400	2.9
Management of Companies & Enterprises-----	79,300	79,200	77,800	1,500	1.9
Administrative & Waste Services-----	520,700	529,500	527,900	-7,200	-1.4
Education & Health Services	1,083,200	1,089,100	1,065,800	17,400	1.6
Educational Services-----	140,200	143,100	139,600	600	0.4
Health Care & Social Assistance-----	943,000	946,000	926,200	16,800	1.8
Leisure & Hospitality	958,800	970,300	906,400	52,400	5.8
Arts, Entertainment, & Recreation-----	195,500	195,300	182,900	12,600	6.9
Accommodation & Food Services-----	763,300	775,000	723,500	39,800	5.5
Other Services	311,700	314,800	310,300	1,400	0.5
Government	1,019,900	1,025,600	1,035,900	-16,000	-1.5

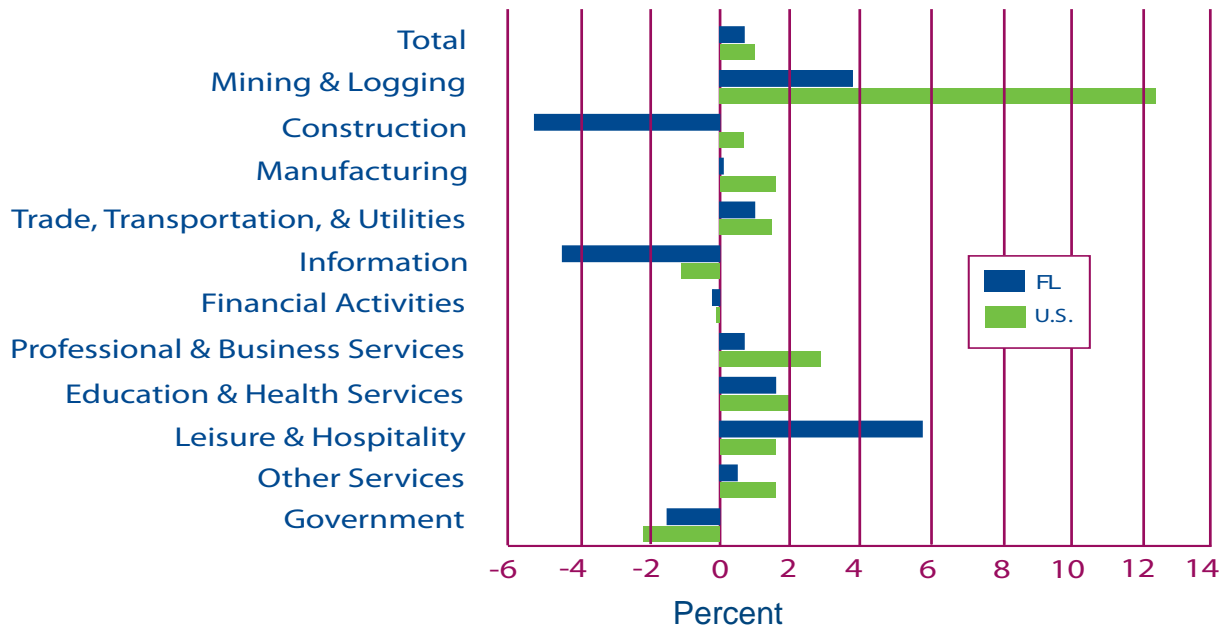
* Preliminary

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released 8/5/11 (U.S.) and 8/19/11 (Florida).

Florida and U.S. Employment by Industry

Not Seasonally Adjusted

Over-the-Year Percent Change, July 2011



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Current Employment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released 8/5/11 (U.S.) and 8/19/11 (Florida).

Local Area Unemployment Statistics (Not Seasonally Adjusted)

In July 2011, Monroe County has the state's lowest unemployment rate (6.6 percent), followed by Walton County (6.9 percent), Liberty County (7.2 percent), Okaloosa County (7.4 percent), and Franklin County (7.8 percent). Most of the counties with the lowest unemployment rates are those with relatively high proportions of government employment. Others have seasonal increases in tourism-related employment.

Hendry County has the highest unemployment rate (18.8 percent) in Florida in July 2011, followed by Flagler County (14.7 percent); Indian River and St. Lucie counties (13.8 percent each); and Hernando County (13.7 percent). Seasonal declines in agriculture and layoffs in state government contributed to Hendry County's high unemployment rate. There are 44 Florida counties with double-digit unemployment rates in July.

Florida Unemployment Rates by Metropolitan Statistical Areas (MSAs) and Counties Not Seasonally Adjusted

Area	July 2011	June 2011	July 2010	Area	July 2011	June 2011	July 2010	Area	July 2011	June 2011	July 2010
Florida	11.0	11.1	11.9	Counties							
United States	9.3	9.3	9.7	Alachua	8.6	8.2	9.1	Lake	10.6	10.7	11.9
Metropolitan Statistical Areas (MSAs)				Baker	10.1	10.0	10.8	Lee	11.6	11.7	13.1
Cape Coral-Ft. Myers	11.6	11.7	13.1	Bay	9.5	9.5	9.4	Leon	8.9	8.4	9.1
Crestview-Ft. Walton Beach-Destin	7.4	7.4	7.9	Bradford	9.2	9.0	10.2	Levy	11.6	11.1	12.6
Deltona-Daytona Beach-Ormond Beach	11.0	11.0	12.2	Brevard	11.3	11.3	11.4	Liberty	7.2	7.0	7.3
Gainesville	8.7	8.3	9.1	Broward	9.6	9.6	10.4	Madison	12.5	12.2	12.4
Jacksonville	10.4	10.4	11.6	Calhoun	9.2	9.0	9.2	Manatee	11.4	11.0	12.7
Lakeland-Winter-Haven	12.1	11.7	13.1	Charlotte	11.0	11.1	12.5	Marion	12.8	12.6	13.9
Miami-Ft. Lauderdale-Pompano Beach	11.3	11.8	11.9	Citrus	11.7	11.8	13.2	Martin	11.2	10.9	12.1
Ft. Lauderdale-Pompano Beach-Deerfield Beach MD	9.6	9.6	10.4	Clay	9.4	9.5	10.5	Miami-Dade	12.5	13.9	12.9
Miami-Miami Beach-Kendall MD	12.5	13.9	12.9	Collier	11.9	11.4	13.0	Monroe	6.6	6.7	7.5
West Palm Beach-Boca Raton-Boynton Beach MD	11.2	11.0	12.3	Columbia	10.5	10.4	10.9	Nassau	9.2	9.2	10.9
Naples-Marco Island	11.9	11.4	13.0	DeSoto	11.6	9.9	13.0	Okaloosa	7.4	7.4	7.9
North Port-Bradenton-Sarasota	11.0	10.9	12.4	Dixie	12.6	12.0	13.1	Okeechobee	13.3	12.0	13.9
Ocala	12.8	12.6	13.9	Duval	11.2	11.1	12.4	Orange	10.5	10.4	11.6
Orlando-Kissimmee-Sanford	10.4	10.4	11.6	Escambia	10.5	10.5	11.0	Osceola	11.2	11.1	12.5
Palm Bay-Melbourne-Titusville	11.3	11.3	11.4	Flagler	14.7	14.7	15.5	Palm Beach	11.2	11.0	12.3
Palm Coast (Flagler)	14.7	14.7	15.5	Franklin	7.8	7.8	7.9	Pasco	12.0	12.0	13.0
Panama City-Lynn Haven-Panama City Beach	9.5	9.5	9.4	Gadsden	10.5	9.8	10.4	Pinellas	10.5	10.6	11.8
Pensacola-Ferry Pass-Brent	10.4	10.3	10.9	Gilchrist	10.2	9.8	10.2	Polk	12.1	11.7	13.1
Port St. Lucie (St. Lucie)	12.9	12.6	14.1	Glades	9.7	9.3	10.5	Putnam	12.1	11.8	13.2
Punta Gorda (Charlotte)	11.0	11.1	12.5	Gulf	10.1	10.2	10.0	St. Johns	8.3	8.3	9.6
Sebastian-Vero Beach (Indian River)	13.8	13.5	15.1	Hamilton	12.8	12.0	12.8	St. Lucie	13.8	13.4	15.1
Tallahassee	9.0	8.6	9.2	Hardee	12.2	10.1	13.5	Santa Rosa	10.2	9.9	10.6
Tampa-St. Petersburg-Clearwater	11.1	11.1	12.3	Hendry	18.8	16.3	18.5	Sarasota	10.6	10.8	12.2
				Hernando	13.7	13.7	14.5	Seminole	9.7	9.9	11.1
				Highlands	12.3	11.6	12.8	Sumter	8.2	8.2	9.3
				Hillsborough	11.0	11.0	12.2	Suwannee	10.1	10.0	10.5
				Holmes	8.4	8.4	9.4	Taylor	10.8	10.5	12.1
				Indian River	13.8	13.5	15.1	Union	8.6	8.4	9.1
				Jackson	9.0	8.2	8.6	Volusia	11.0	11.0	12.2
				Jefferson	9.2	8.8	9.3	Wakulla	8.4	8.6	8.3
				Lafayette	7.9	7.7	8.2	Walton	6.9	6.9	7.5
								Washington	11.2	11.2	11.4

Note: MD=Metropolitan Division

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released 8/5/11(U.S.) and 8/19/11(Florida).



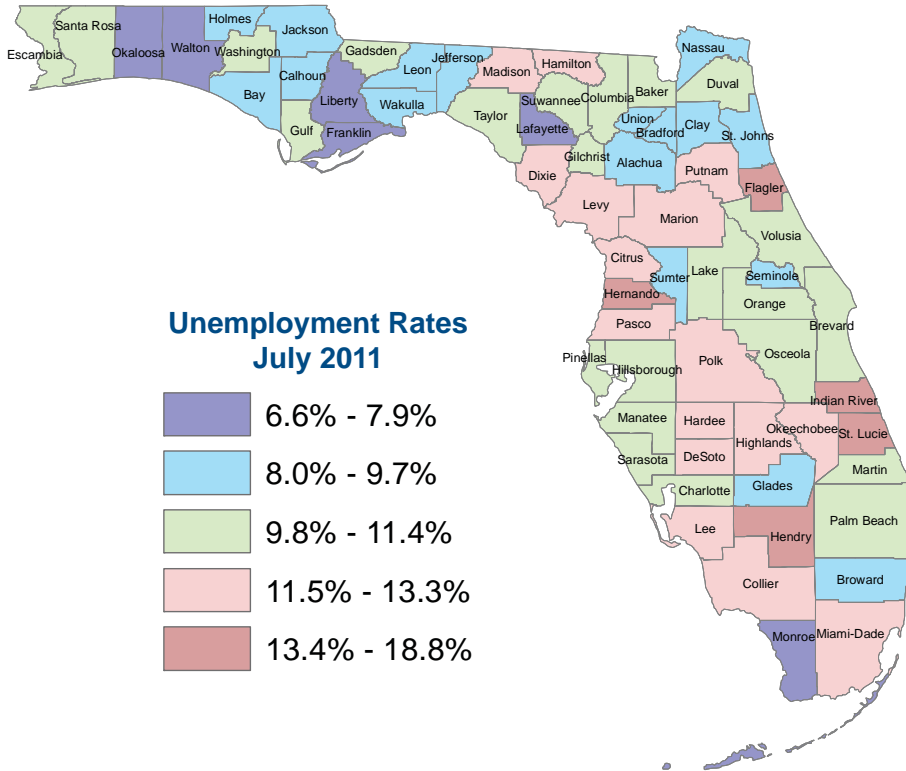
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Florida Unemployment Rates by County (Not Seasonally Adjusted)



Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Local Area Unemployment Statistics Program, in cooperation with the U.S. Department of Labor, Bureau of Labor Statistics, released 8/19/11.

Mass Layoff Statistics

- Lack of work was cited most frequently (31 percent) as the reason for large layoff events in the second quarter 2011. There were 14 layoffs due to lack of work during second quarter, resulting in 2,075 workers being separated from their jobs.
- Contracts completed or cancelled and seasonal reasons each accounted for 11 events, involving 3,014 workers and 2,920 workers, respectively.

Florida Mass Layoff Statistics

Reasons	2011 Quarter 2		2010 Quarter 2	
	Layoff Events	Separations	Layoff Events	Separations
Total, All Reasons	45	8,864	83	13,380
Lack of Work	14	2,075	20	2,076
Contract Completed/Cancelled	11	3,014	7	1,008
Seasonal	11	2,920	38	8,436
Ownership Change/Reorganization	*	*	5	471
Financial Reasons	*	*	9	963
Excess Inventory	*	*	0	0
Non-natural Disaster	*	*	0	0
Vacation	0	0	*	*
Other Reasons	9	855	4	426

* Included in Other Reasons due to confidentiality restrictions.

Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center, Mass Layoff Statistics Program, released August 2011.



Mass Layoff Statistics Program Definitions

- **Mass Layoff Events** - Layoffs where at least 50 workers were separated from their jobs for longer than 30 days, as identified through claims for unemployment insurance.
- **Separations** - Workers that were laid off as part of a mass layoff event. Total separations are based on information obtained from employers. This number includes, but is not limited to, initial claims.