

Workforce Now

A Regional Research Initiative

Workforce Overview Study

2013



PREPARED BY:
WORKFORCE NOW STUDY TEAM



***School of Business &
Technology***

***Regional Economic
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WORKFORCE NOW INITIATIVE

Workforce Overview Study

PREFACE

Workforce Now is a regional research initiative to identify current and future talent requirements for the five counties of Southwest Florida. The initiative was created in October 2012 as an outcome of discussions following the Education Summits produced by The News-Press Media Group. It is envisioned as a systematic, strategic multi-year focus on understanding and meeting critical workforce needs.

The initiative is designed to provide better information on workforce gaps including skills, knowledge, and characteristics desired by regional employers. The plan is to provide a continuous stream of labor force information to employers and educational institutions and to look for ways to create dialogue and new partnerships between businesses and educational institutions. The quality of the regional workforce is a primary competitive factor in the region's ability to grow and prosper in a global marketplace.

This report is an annual overview of the Southwest Florida labor market that identifies the mix of industries, the industry growth trends, occupational mix, current employment gaps, and the average annual projected demand for regional occupations through 2020. This study will be used to define the size of the regional employment gaps and identify areas for further research. Additional research will be needed to identify the regional specific skills, tasks, knowledge, abilities, and work activities for the occupational gaps identified by this study. This information will help students, parents, businesses, and educators make more informed decisions about careers, employees, and programs.

This project and report would not be possible without the assistance of the Florida Department of Economic Opportunity and the generous support of the founding Workforce Now investors:

The News-Press Media Group
Partnership for Collier's Future Economy
The Lee County Industrial Development Authority
The Southwest Florida Workforce Development Board
Arthrex, Inc.
Busey Bank
Chico's FAS, Inc.
Florida Gulf Coast University

Edison State College
Hodges University
Manhattan Construction

A special thanks to Mei-Mei Chan, President and Publisher of the News-Press Media Group, for leading the effort and to the numerous sponsors. Florida Gulf Coast University, Edison State College, and Hodges University provided the research leadership and staff to complete this fourth Workforce Now report.

The views expressed in the report and any errors contained are those of the authors and not of the institutions or companies that supported or participated in the Workforce Now project. The Workforce Now Reports are available at:

www.fgcu.edu/cob/eri/wfn.html.

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TABLE OF CONTENTS

		Page
	Preface.....	i
	Executive Summary.....	vii
1.0	Introduction.....	1
2.0	Employment Ranked by Industry.....	2
3.0	Employment Mix.....	4
4.0	Employment by Major Occupational Group.....	12
5.0	Top 50 Current Employment Gaps by Occupational Group.....	17
6.0	Current Employment Gaps by Major Occupational Group.....	24
7.0	Long-Term Average Annual Occupation Projections.....	43
8.0	Long-Term Occupational Projections by Minimum Education Requirements.....	51
9.0	Summary/Conclusions.....	62

LIST OF TABLES AND CHARTS

Table	Chart	Description	Page
1	1	Southwest Florida Employment by Industry	3
2	2	Employment Mix by Industry	5-6
3	3	Fastest/Slowest Growing Industries 2009-2012	7-8
4	4	Southwest Florida Average Annual Wage 2012	9-10
5	5	Average Annual Wage Increase by Industry 2009-2012	11-12
6	6	Southwest Florida Major Occupational Groups 2012	13-14
7	7	Occupational Mix	15-16
8	8	Southwest Florida Top 10 Current Employment Gaps	18
9	9	Southwest Florida Top 11-20 Current Employment Gaps	19-20
10	10	Southwest Florida Top 21-30 Current Employment Gaps	20-21

Table	Chart	Description	Page
11	11	Southwest Florida Top 31-40 Current Employment Gaps	22
12	12	Southwest Florida Top 41-50 Current Employment Gaps	23
13	13	Southwest Florida Employment Gap: Management	25
14	14	Southwest Florida Employment Gap: Business & Financial	26
15	15	Southwest Florida Employment Gap: Computer/Mathematics	27
16	16	Southwest Florida Employment Gap: Architecture/Eng.	28
17	17	Southwest Florida Employment Gap: Community/Soc.Servc.	29
18	18	Southwest Florida Employment Gap: Ed/Training/Library	30
19	19	Southwest Florida Employment Gap: Art, Design, Ent., Sports and Media	31
20	20	Southwest Florida Employment Gap: Healthcare Professional and Technical	32-33
21	21	Southwest Florida Employment Gap: Healthcare Support	33-34
22	22	Southwest Florida Employment Gap: Food Preparation and Serving Related	34-35
23	23	Southwest Florida Employment Gap: Building Grounds and Maintenance.	35-36
24	24	Southwest Florida Employment Gap: Personal Care & Servc.	36-37
25	25	Southwest Florida Employment Gap: Sales & Related	37-38
26	26	Southwest Florida Employment Gap: Office & Admin. Supp.	38-39
27	27	Southwest Florida Employment Gap: Construction/Extraction	39-40
28	28	Southwest Florida Employment Gap: Installation, Maintenance, and Repair	40-41
29	29	Southwest Florida Employment Gap: Production	41-42
30	30	Southwest Florida Employment Gap: Transportation and Material Moving	42-43
31	31	Top 10 Employment Growth Occupations 2012-2020	44
32	32	Top 11-20 Employment Growth Occupations 2012-2020	45-46
33	33	Top 21-30 Employment Growth Occupations 2012-2020	47

Table	Chart	Description	Page
34	34	Top 31-40 Employment Growth Occupations 2012-2020	48-49
35	35	Top 41-50 Employment Growth Occupations 2012-2020	50
36	36	Top 10 Adult Vocational LT Growth Occupations 2012-2020	51-52
37	37	Top 1-20 Adult Vocational LT Growth Occupations 2012-2020	53
38	38	Top 10 Some College LT Growth Occupations 2012-2020	54-55
39	39	Top 11-20 Some College LT Growth Occupations 2012-2020	56
40	40	Top 10 Bachelor Deg. LT Growth Occupations 2012-2020	57
41	41	Top 11-20 Bachelor Deg. LT Growth Occupations 2012-2020	58-59
42	42	Top 10 Master Deg. LT Growth Occupations 2012-2020	60
43	43	Top 11-20 Master Deg. LT Growth Occupations 2012-2020	61-62

Note: "LT" is long term.

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EXECUTIVE SUMMARY

This study identifies the mix of industries, the industry growth trends, occupational mix, current employment gaps, and the average annual projected demand for regional occupations through the year 2020. This information can be used by key stakeholders throughout the region to define the size of the regional employment gaps. In addition, the information will help students, parents, businesses, and educators make more informed decisions about careers, employees, and programs. Finally, the study helps researchers target future areas of investigation that will be needed to identify the regional specific skills, tasks, knowledge, abilities, and work activities for the occupational gaps identified by this study.

The study was started in the middle of July 2013 and was completed in October 2013. Primary data collection and analysis was conducted by Dr. Gary Jackson and the Regional Economic Research Institute at Florida Gulf Coast University. The dominate source of workforce data for the study came from the Florida Department of Economic Opportunity. Final Report editing and formatting was supported by the Workforce Now team. The Southwest Florida region is defined as Charlotte, Collier, Glades, Hendry, and Lee Counties. The key findings of the Workforce Overview Study of 2013 include the following:

KEY FINDINGS

Employment

- Economic recovery has been positive but somewhat choppy and the regional economy has been hit very hard by the housing bubble and financial crisis. This has been a very long recovery with elevated unemployment as the housing and financial markets continue to recover.
- The average 2012 monthly employment in the Southwest Florida region is 488,324 with a workforce of 528,117 based on Local Area Unemployment Statistics (LAUS). The average annual wage is \$38,897 for the region, according to Quarterly Census of Employment and wages (QCEW). The industry employment information shows that the largest industries are retail trade, health care, hospitality, construction, and education. The Southwest Florida region has a higher percentage of its workforce in health care, retail trade, hospitality, recreation, and especially construction when compared to the state.
- The fastest-growing industries from 2009 to 2012 have been accommodation and food services, retail trade, health care, and professional and technical services, increasing regional employment by 11,157. The slowest-growing industries were construction, public administration, finance and insurance, and information, losing a total of 5,185 employees.
- The highest 2012 average annual wages were in management of companies at \$118,595, followed by finance and insurance at \$71,506, utilities at \$64,919, and professional and technical services at \$58,738. The lowest 2012 average annual wages were in accommodation and food services at \$20,336, followed by retail trade at \$27,088, agriculture at \$27,404, and other services at \$29,153.
- The industries with the largest average annual wage increases from 2009 to 2012 were agriculture with an 11.0 percent increase, finance and insurance with a 4.8 percent increase, mining and quarrying with a 4.1 percent increase, and information with a 3.0 percent increase. Construction had an average annual wage decrease of 1.3 percent, public administration's average annual wage decreased 0.3 percent, and utilities decreased 0.1 percent from 2009 to 2012.

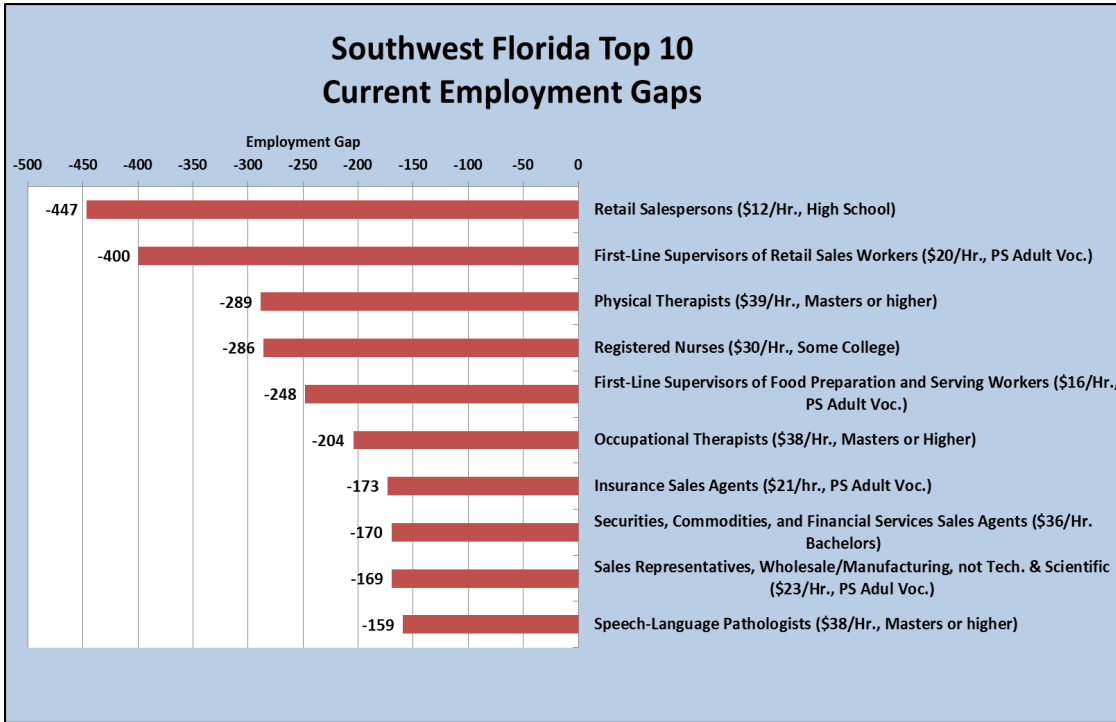
Occupation Mix

- Southwest Florida region's occupational mix is driven by five major groups:
 - ✓ Office and Administrative Support Occupations;
 - ✓ Sales and Related Occupations;
 - ✓ Food Preparation and Serving Related Occupations;
 - ✓ Healthcare Practitioners and Technical Occupations; and
 - ✓ Construction and Extraction.

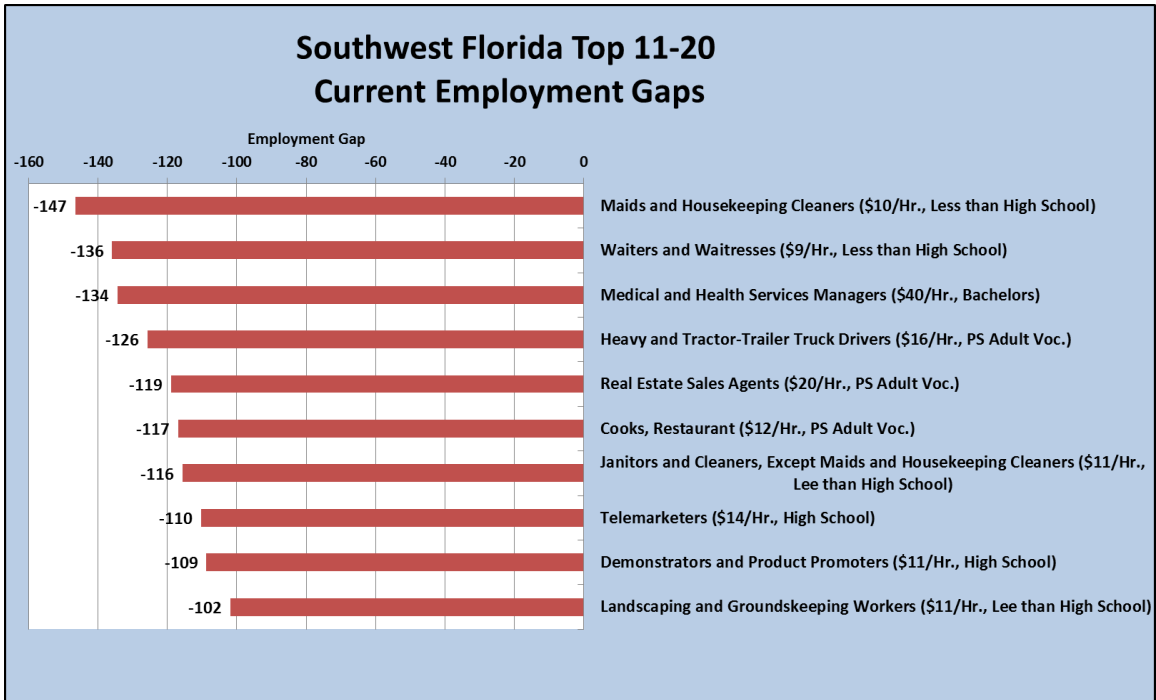
- These five groups account for 206,350 employees or approximately 55 percent of the total Southwest Florida workforce. When compared to the state, Southwest Florida's mix of occupations is more heavily weighted toward sales and related occupations, food preparation and serving related occupations, health care, construction, building and grounds cleaning and maintenance, and farming. A large number of employees are in these occupations since Southwest Florida has a comparative advantage in tourism and farming as well as a retirement location due to the mild winters, beaches, sunshine, and cultural and recreational opportunities.

Employment Gaps

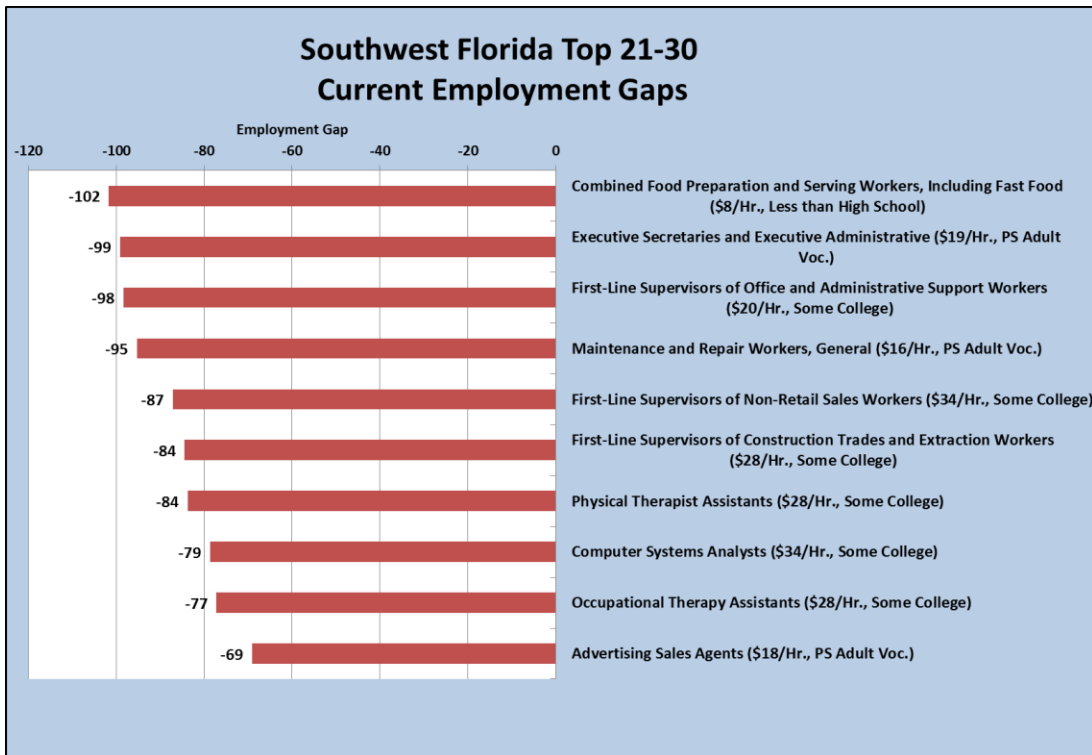
- Employment gaps are defined as average monthly demand over the last year minus the supply of applicants and graduates. Employment gaps are identified for occupations that have a regional demand greater than the estimated regional supply available from the Southwest Florida market.
- The overall current employment gaps identified by this study using the Florida Department of Economic Opportunity demand and supply analysis was approximately 7,800 positions with an entry level income value of approximately \$245 million. These are very rough estimates due to missing data on certain occupations and entry level wages. This study is designed to highlight the regional employment gaps which are potential occupational and training opportunities.
- The highest paid among the top 10 occupations was physical therapists at \$39 per hour which requires a master's degree, while the lowest wage was for retail salespersons earning \$12 per hour which require a high school diploma. The top 10 current employment gaps total 2,545 positions with an estimated total annual income of approximately \$133.4 million. This is considered to be a conservative estimate since the supply side mapping to the occupations is expected to overstate the available supply for the overall group.



- The highest paid occupation in the top 11 to 20 employment gap chart is medical and health service managers at \$40 per hour these positions require a bachelor's degree. The lowest paid is waiters and waitresses at \$9 per hour. Overall for the top 11 to 20 employment gap occupations, there are 1,215 jobs to be filled beyond the regional supply estimate with a total income value of \$39.7 million.



- The highest paid occupation in the top 21 to 30 employment gap chart is computer systems analysts and first-line supervisors of non-retail sales workers at \$34 per hour, both requiring some college. The lowest hourly wage was for food preparation and serving workers at \$8 per hour. A current construction employment gap of 84 was identified for first-line supervisors of construction trades. Other current construction trade employment gaps were identified by the study, including carpenters, and drywall and tile installers. Overall, for the top 21 to 30 employment gap occupations, there are 24,729 jobs to be filled beyond the regional supply estimate. The total income value of the top 21 to 30 employment gaps is approximately \$41.3 million.



- The current top 31 to 50 Southwest Florida employment gaps are provided within the main body of this report. These include web developers, personal financial advisors, technical and scientific product sales representatives, first-line supervisors of installers and repairs, physicians including surgeons, nurse practitioners, physician assistants, medical laboratory technologists, dentists, and loan officers. Many of these employment gaps were identified in earlier Workforce Now studies of key companies and industry sectors.

Forecasted Demand

- In order to determine the future occupational needs of Southwest Florida Labor market, the study team obtained the Florida Department of Economic Opportunity’s forecast average annual demand for Southwest Florida employees for the period 2012 to 2020.

Southwest Florida Long Term Employment Growth Occupations 2012 to 2020		
1-10	11-20	21-30
1. Cashiers	11. First-line supervisors of retail sales workers	21. First-line supervisors of office workers
2. Waiters and waitresses	12. Restaurant cooks	22. Farmworkers and laborers
3. Retail salespersons	13. Receptionists and information clerks	23. Construction laborers
4. Registered nurses	14. Elementary school teachers	24. Janitors and cleaners
5. Store clerks and order fillers	15. Carpenters	25. Sales representatives
6. Landscaping and groundskeepers	16. Food preparation workers	26. Executive secretaries and administrative assistants
7. Customer service representatives	17. Bookkeeping, accounting, and auditing clerks	27. Accountants and auditors
8. Food preparation and serving workers	18. First-line supervisors of construction trades	28. Laborers and material movers
9. Secretaries and administrative assistants	19. Dishwashers	29. Hosts and hostesses
10. Office clerks	20. Sales representatives	30. Maintenance and repair workers

- The top 31 through 50 average annual growth occupations for Southwest Florida are shown in the main body of the report and included licensed practical and vocational nurses, teachers, general managers, plumbers, pipefitters, and steamfitters, automotive service technicians and mechanics, real estate agents, insurance agents, childcare workers, HVAC and refrigeration mechanics and installers.

Occupational Growth by Education

- The study finally looked at long-run occupational growth by identifying the fastest-growing occupations by the minimal educational requirement including:
 - ✓ Post-Secondary Adult Vocational
 - ✓ Some College
 - ✓ Bachelor's Degree
 - ✓ Masters or Higher

Post-Secondary Education:

- The expected top 10 long-run growth occupations requiring a minimum of post-secondary adult vocational training are customer service representatives, secretaries and administrative assistants, supervisors of retail sales workers, cooks, carpenters, sales representatives, executive secretaries, maintenance and repair workers, licensed practical and vocational nurses, and heavy and tractor truck drivers.
- The forecast top 11 to 21 occupations for growth from 2012 to 2020 requiring a minimum of post-secondary adult vocational training are security guards, plumbers, pipefitters, and steamfitters, automotive service technicians and mechanics, childcare workers, real estate agents, painters, delivery service drivers, insurance agents, heating, cooling, and refrigeration mechanics and installers, and electricians.

Some College

- The forecast top 10 occupations for growth from 2012 to 2020 requiring a minimum of “some college” are registered nurses, bookkeeping, accounting, and auditing clerks, first-line construction supervisors, general and operations managers, business operations specialists, construction managers, food service managers, cost estimators, and preschool teachers.
- The forecast top 11 to 20 occupations for growth from 2012 to 2020 requiring a minimum of “some college” are loan officers, recreation workers, first-line supervisors of non-retail sales workers, property and real estate managers, dental hygienists, graphic designers, managers, veterinary technologists and technicians, medical records and health information technicians, and purchasing agents.

Bachelor's Degree

- The forecast top 10 occupations for growth from 2012 to 2020 requiring a bachelor's degree include teachers, accountants, management analysts, securities and financial sales agents, chief executives, financial advisors, and civil engineers.

- The 11 through 20 top growth occupations requiring a minimum of a Bachelor's degree are clergy, kindergarten teachers, sales managers, public relations specialists, medical and health services managers, financial managers, labor relations specialists, directors of religious activities and education, training and development specialists, and physician assistants (which generally require a master's degree).

Master's Degree

- The forecast top 10 occupations for growth from 2012 to 2020 requiring a Master's degree or higher include lawyers, physicians and surgeons, pharmacists, physical therapists, guidance counselors, dentists, librarians, speech-language pathologists, mental health and substance abuse social workers, and child, family and school social workers.
- The forecast top 11 to 20 occupations for growth from 2012 to 2020 requiring a Master's degree or higher includes healthcare social workers, veterinarians, occupational therapists, psychologists, family practitioners, operations research analysts, chiropractors, architects, mental health counselors, and instructional coordinators.

Summary & Recommendations

This study was an important first step in providing an annual overview of Southwest Florida's labor market including identification of current employment gaps and projected growth occupations. This provides an overall market assessment of the current and expected occupational needs which is an important component in development of new or modified educational programs. The information gathered in this report includes the median hourly wage and the minimum educational requirements complementing the three Workforce Now studies completed earlier this year. In closing, below are recommendations that address some of these requests as well as general recommendations put forward by the study team:

Recommendations

1. A Southwest Florida Labor Market overview should be completed annually and timed to use the latest forecasts provided by the Florida Department of Economic Opportunity.
2. The labor market overviews should identify future research opportunities and collaborative opportunities for businesses and educators.
3. Further study of the employment gaps is needed to explore local skills, knowledge, tasks, abilities and activities required to fill the employment gaps and increased demand.

Workforce Now

Workforce Overview Study 2013

1.0 Introduction

Workforce Now is a new regional initiative to better understand Southwest Florida's labor market including employment gaps, specific skills desired, and forecast occupational growth. Thus far, four reports have been developed. Report one and two consisted of interviews with three major employers, Arthrex, Chicos FAS, and Lee Memorial Health System; and three business sectors, Finance, Construction/Manufacturing, and Tourism/Hospitality. Report Three consisted of interviews with key stakeholders for the region's educational institutions.

The purpose of this fourth report is to conduct retrospective and prospective data analysis of existing data from the *Florida Department of Economic Opportunity* to identify the mix of industries, the industry growth trends, occupational mix, current employment gaps, and the average annual projected demand for regional occupations through the year 2020.

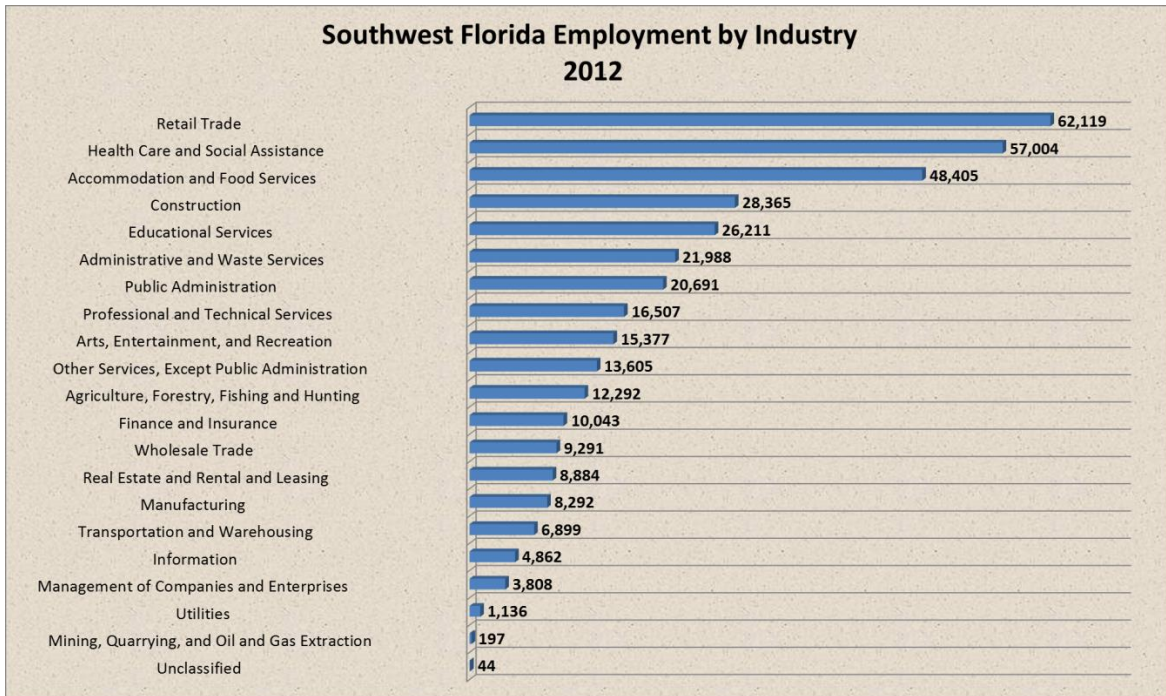
The study was started in the middle of July 2013 and was completed in October 2013. Primary data collection and analysis was conducted by Dr. Gary Jackson and the Regional Economic Research Institute at Florida Gulf Coast University. For the purposes of this study the Southwest Florida region is defined as Collier, Glades, Hendry, and Lee Counties.

2.0 Employment Ranked by Industry

The largest industry when ranked by employment is retail trade with 62,119 employees and almost 17 percent of all employment, as shown in Chart 1 and Table 1 which is based on the Quarterly Census of Employment and Wages (QCEW). The second largest industry employer is health care and social assistance at 57,004 which represent slightly over 15 percent of the region's employment. The third largest industry is accommodation and food services with 48,405 employees and almost 15 percent of regional employment. Even with the downturn and slow economic recovery, construction is the fourth largest industry with 28,365 employees and almost eight percent of the regions employment. The fifth largest industry is education with 26,211 employees and seven percent of total employment. The top four industries employ 59 percent of the workforce. The fifth largest industry is Administrative and Waste Services employing 21,988 and with approximately six percent of the region's workforce. This industry includes many service-type occupations.

Southwest Florida has a comparative advantage in weather (sunshine and mild winter temperatures), beaches, and recreational activities. These quality of life characteristics are drivers that support the key industries in Southwest Florida, such as retail trade, health care, accommodation and food services, construction, and support services. Population growth has been a strong driver of wealth for the region creating the need for housing, recreation, and services.

Chart 1



Source: QCEW, Florida Department of Economic Opportunity

Table 1

Industry	Average Monthly Employment	Percent of Total Employment
Total, All Industries	376,020	100.0%
Retail Trade	62,119	16.5%
Health Care and Social Assistance	57,004	15.2%
Accommodation and Food Services	48,405	12.9%
Construction	28,365	7.5%
Educational Services	26,211	7.0%
Administrative and Waste Services	21,988	5.8%
Public Administration	20,691	5.5%
Professional and Technical Services	16,507	4.4%
Arts, Entertainment, and Recreation	15,377	4.1%
Other Services, Except Public Administration	13,605	3.6%
Agriculture, Forestry, Fishing and Hunting	12,292	3.3%
Finance and Insurance	10,043	2.7%
Wholesale Trade	9,291	2.5%
Real Estate and Rental and Leasing	8,884	2.4%
Manufacturing	8,292	2.2%
Transportation and Warehousing	6,899	1.8%

Southwest Florida Employment by Industry for 2012		
Industry	Average Monthly Employment	Percent of Total Employment
Information (media)	4,862	1.3%
Management of Companies and Enterprises	3,808	1.0%
Utilities	1,136	0.3%
Mining, Quarrying, and Oil and Gas Extraction	197	0.1%
Unclassified	44	0.0%

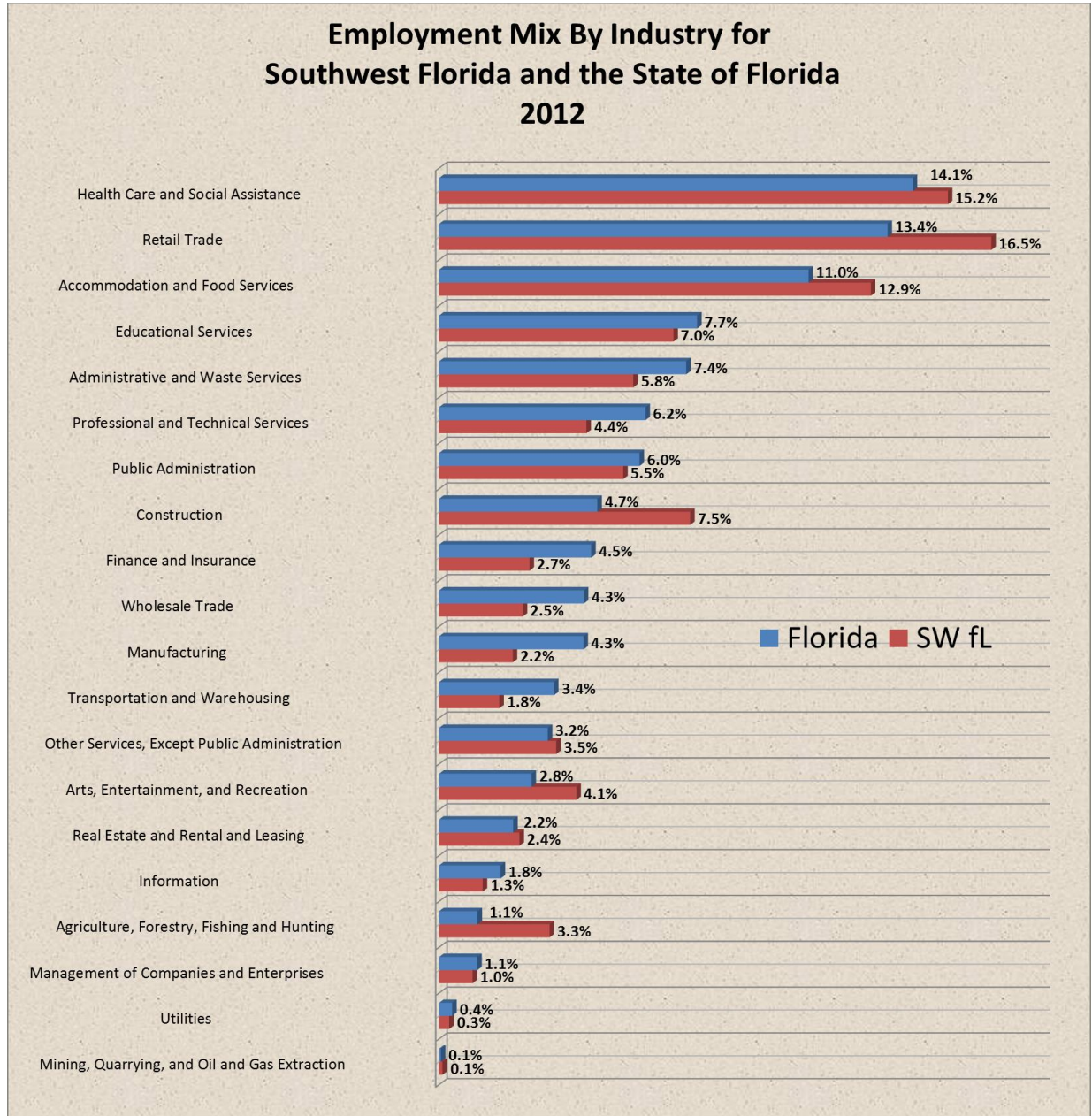
Source: QCEW, Florida Department of Economic Opportunity

3.0 Southwest Florida Employment Mix by Industry Compared to the State of Florida

Southwest Florida has a higher percentage of employees in health care, retail trade, and accommodation and food services, compared to the State of Florida as shown in Chart 2 and Table 2. Arts, entertainment, and recreation are a higher percentage of employment in the region than the state. Construction is 7.5 percent of employment in Southwest Florida, compared to 4.7 percent at the state level. Construction slowed considerably during the last recession and is still in recovery so the percentage of employment is expected to rise. The region is very dependent on construction and the housing bubble, along with the financial crisis caused a substantially higher level of unemployment in the region during the recession and the recovery. Southwest Florida’s competitive advantage as a preferred location for tourism and retirement certainly helps to explain why the region differs from the state-level percentages.

The region has a smaller percentage of employment in wholesale trade, finance and insurance, transportation and warehousing, and manufacturing than the state average. Professional and technical services employment in Southwest Florida is only 4.4 percent of employment, compared to 6.2 percent for the state as whole.

Chart 2



Source: QCEW, Florida Department of Economic Opportunity

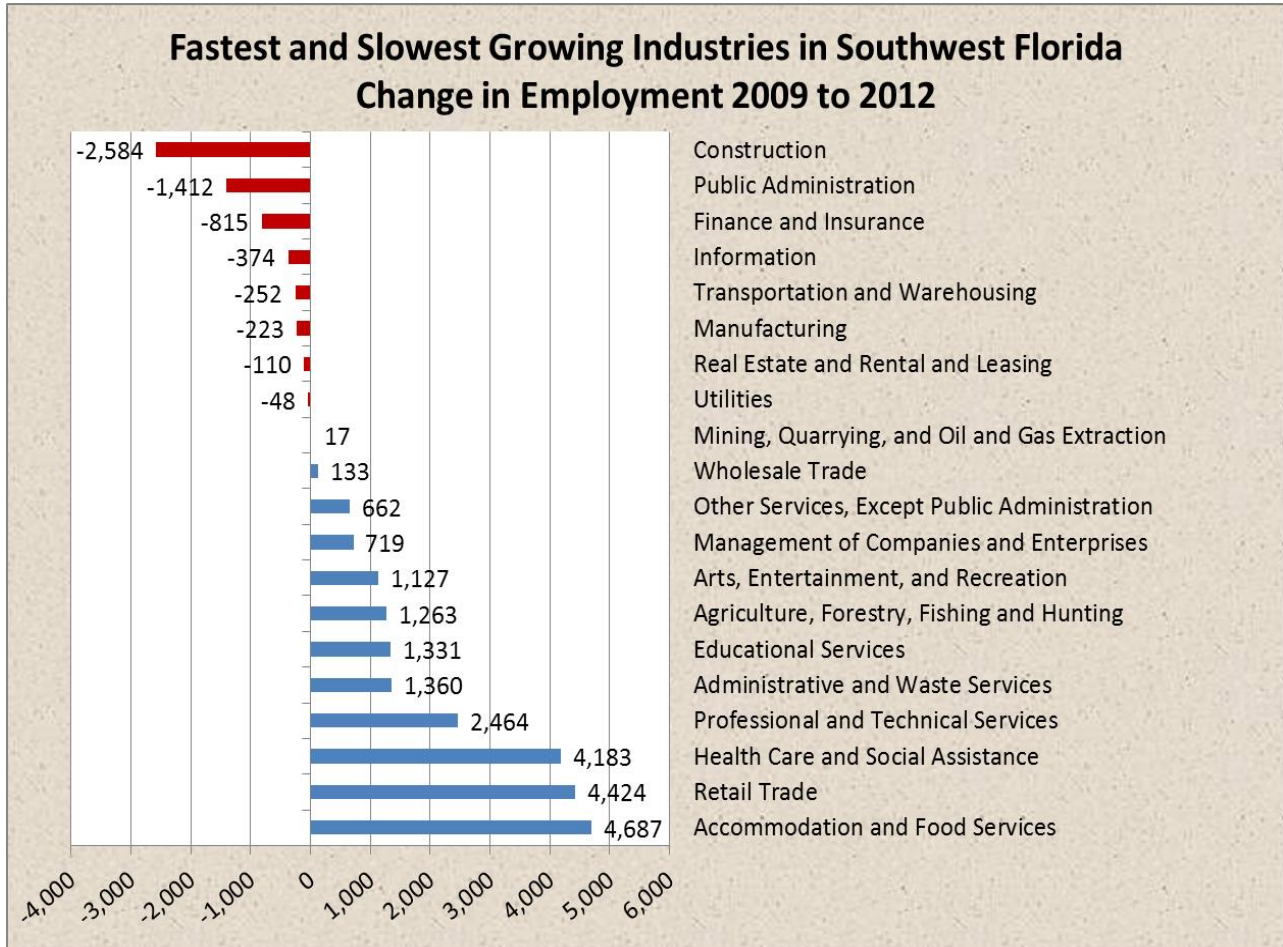
Table 2

Industry Mix for Florida and Southwest Florida for 2012		
Industry Group	Florida	Southwest Florida
Total, All Industries	100.0%	100.0%
Health Care and Social Assistance	14.1%	15.2%
Retail Trade	13.4%	16.5%
Accommodation and Food Services	11.0%	12.9%
Educational Services	7.7%	7.0%
Administrative and Waste Services	7.4%	5.8%
Professional and Technical Services	6.2%	4.4%
Public Administration	6.0%	5.5%
Construction	4.7%	7.5%
Finance and Insurance	4.5%	2.7%
Wholesale Trade	4.3%	2.5%
Manufacturing	4.3%	2.2%
Transportation and Warehousing	3.4%	1.8%
Other Services, Except Public Administration	3.2%	3.5%
Arts, Entertainment, and Recreation	2.8%	4.1%
Real Estate and Rental and Leasing	2.2%	2.4%
Information	1.8%	1.3%
Agriculture, Forestry, Fishing and Hunting	1.1%	3.3%
Management of Companies and Enterprises	1.1%	1.0%
Utilities	0.4%	0.3%
Mining and Quarrying	0.1%	0.1%

Source: QCEW, Florida Department of Economic Opportunity

Economic recovery has been positive but somewhat choppy and the regional economy has been hit very hard by the housing bubble and financial crisis. This has been a very long recovery and housing and financial markets continue to recover. The fastest growing industries from 2009 to 2012 have been accommodation and food services, retail trade, health care, and professional and technical services, increasing regional employment by 11,157 as shown in Chart 3 and Table 3. The slowest growing industries were construction, public administration, finance and insurance, and information, losing a total of 5,185 employees.

Chart 3



Source: QCEW, Florida Department of Economic Opportunity

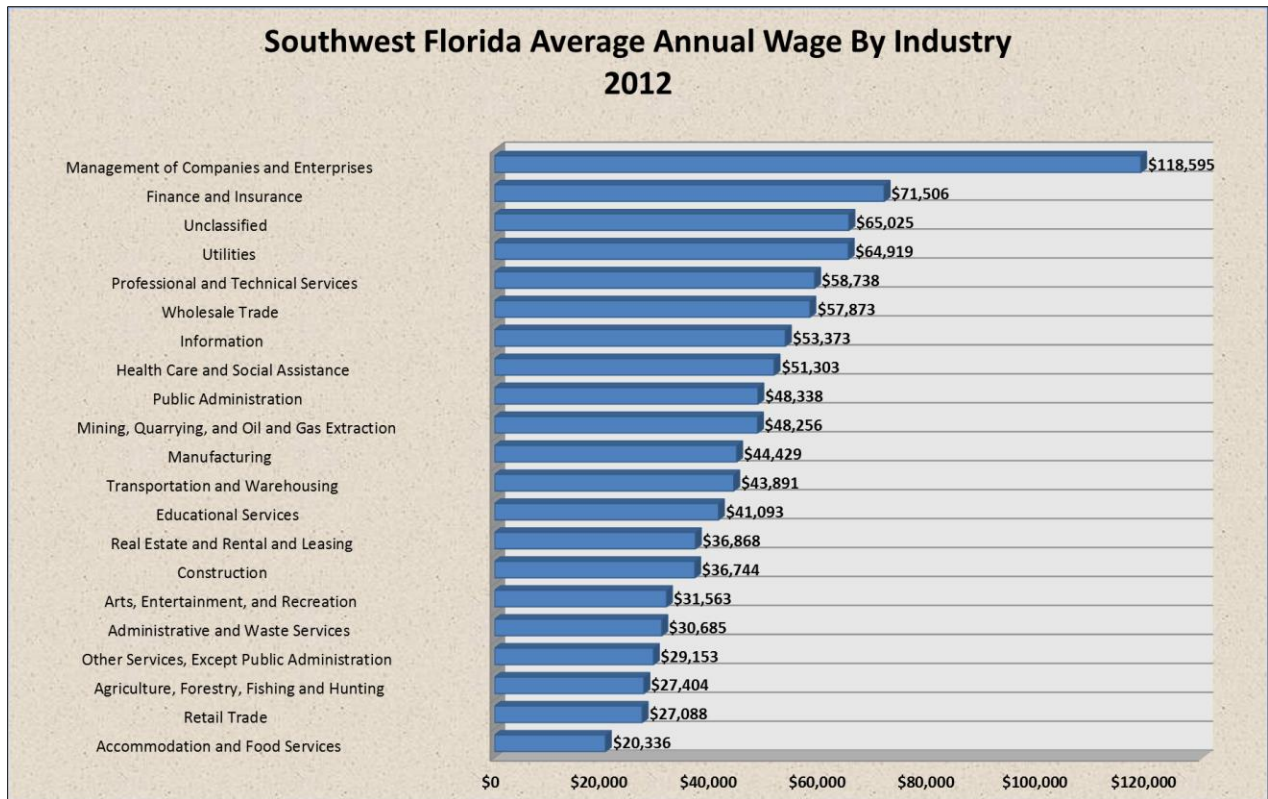
Table 3

Fastest and Slowest Growing Industries in Southwest Florida				
2009 to 2012				
Industry Title	NAICS Code	Employment Growth	Period Growth %	Annual Growth %
Accommodation and Food Services	72	4,687	10.7%	3.5%
Retail Trade	44-45	4,424	7.7%	2.5%
Health Care and Social Assistance	62	4,183	7.9%	2.6%
Professional and Technical Services	54	2,464	17.5%	5.5%
Administrative and Waste Services	56	1,360	6.6%	2.2%
Educational Services	61	1,331	5.3%	1.8%
Agriculture, Forestry, Fishing and Hunting	11	1,263	11.5%	3.7%
Arts, Entertainment, and Recreation	71	1,127	7.9%	2.6%
Management of Companies and Enterprises	55	719	23.3%	7.2%
Other Services, Except Public Administration	81	662	5.1%	1.7%
Wholesale Trade	42	133	1.5%	0.5%
Mining, Quarrying, and Oil and Gas Extraction	21	17	9.4%	3.1%
Utilities	22	-48	-4.1%	-1.4%
Real Estate and Rental and Leasing	53	-110	-1.2%	-0.4%
Manufacturing	31-33	-223	-2.6%	-0.9%
Transportation and Warehousing	48-49	-252	-3.5%	-1.2%
Information	51	-374	-7.1%	-2.4%
Finance and Insurance	52	-815	-7.5%	-2.6%
Public Administration	92	-1,412	-6.4%	-2.2%
Construction	23	-2,584	-8.3%	-2.9%

Source: QCEW, Florida Department of Economic Opportunity

The highest 2012 average annual wages were in management of companies at \$118,595, followed by finance and insurance at \$71,506, utilities at \$64,919, and professional and technical services at \$58,738. The lowest 2012 average annual wages were in accommodation and food services at \$20,336, followed by retail trade at \$27,088, agriculture at \$27,404, and other services at \$29,153.

Chart 4



Source: QCEW, Florida Department of Economic Opportunity

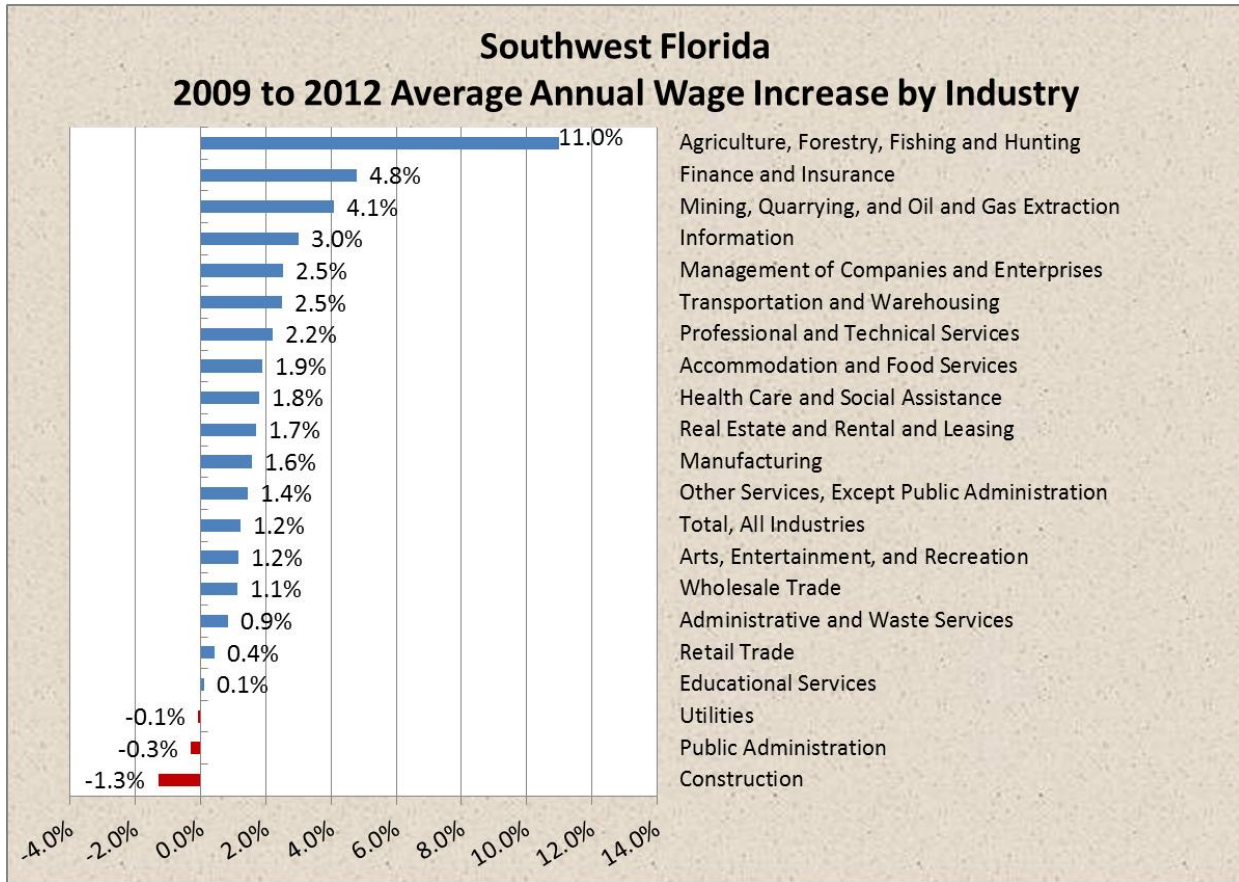
Table 4

Southwest Florida Average Annual Wages by Industry for 2012	
Industry	Average Annual Wages
Total, All Industries	\$38,897
Management of Companies and Enterprises	\$118,595
Finance and Insurance	\$71,506
Unclassified	\$65,025
Utilities	\$64,919
Professional and Technical Services	\$58,738
Wholesale Trade	\$57,873
Information	\$53,373
Health Care and Social Assistance	\$51,303
Public Administration	\$48,338
Mining, Quarrying, and Oil and Gas Extraction	\$48,256
Manufacturing	\$44,429
Transportation and Warehousing	\$43,891
Educational Services	\$41,093
Real Estate and Rental and Leasing	\$36,868
Construction	\$36,744
Arts, Entertainment, and Recreation	\$31,563
Administrative and Waste Services	\$30,685
Other Services, Except Public Administration	\$29,153
Agriculture, Forestry, Fishing and Hunting	\$27,404
Retail Trade	\$27,088
Accommodation and Food Services	\$20,336

Source: QCEW, Florida Department of Economic Opportunity

The industries with the largest average annual wage increases from 2009 to 2012 were agriculture with an 11.0 percent increase, finance and insurance with a 4.8 percent increase, mining and quarrying with a 4.1 percent increase, and information (media) with a 3.0 percent increase as shown in Chart 5 and Table 5. Construction had an average annual wage decrease of 1.3 percent, public administration’s average annual wage decreased 0.3 percent, and utilities decreased 0.1 percent from 2009 to 2012.

Chart 5



Source: QCEW, Florida Department of Economic Opportunity

Table 5

Southwest Florida Average Annual Wage Increase 2009 to 2012 by Industry				
Industry	NAICS	Increase in Annual Wage	Percentage Change for 2009 to 2012	Annual Percentage Change
Construction	23	-\$1,480	-3.9%	-1.3%
Public Administration	92	-\$447	-0.9%	-0.3%
Utilities	22	-\$162	-0.2%	-0.1%
Educational Services	61	\$138	0.3%	0.1%
Retail Trade	44-45	\$355	1.3%	0.4%
Administrative and Waste Services	56	\$771	2.6%	0.9%
Wholesale Trade	42	\$1,904	3.4%	1.1%
Arts, Entertainment, and Recreation	71	\$1,072	3.5%	1.2%
Total, All Industries	10	\$1,407	3.8%	1.2%
Other Services, Except Public Administration	81	\$1,217	4.4%	1.4%
Manufacturing	31-33	\$2,049	4.8%	1.6%
Real Estate and Rental and Leasing	53	\$1,825	5.2%	1.7%
Health Care and Social Assistance	62	\$2,662	5.5%	1.8%
Accommodation and Food Services	72	\$1,116	5.8%	1.9%
Professional and Technical Services	54	\$3,708	6.7%	2.2%
Transportation and Warehousing	48-49	\$3,116	7.6%	2.5%
Management of Companies and Enterprises	55	\$8,523	7.7%	2.5%
Information	51	\$4,524	9.3%	3.0%
Mining, Quarrying, and Oil and Gas Extraction	21	\$5,479	12.8%	4.1%
Finance and Insurance	52	\$9,335	15.0%	4.8%
Agriculture, Forestry, Fishing and Hunting	11	\$7,358	36.7%	11.0%

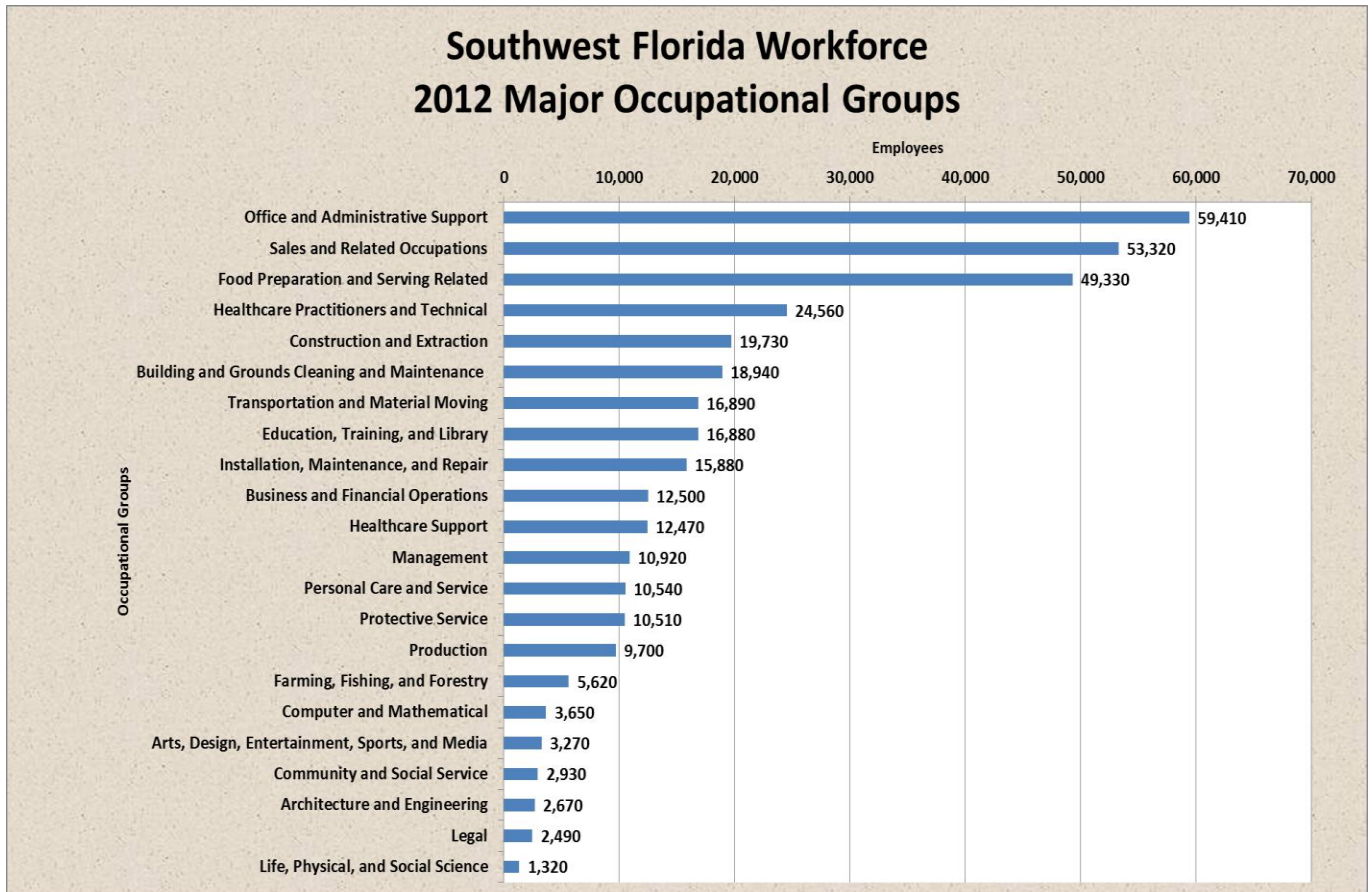
Source: QCEW, Florida Department of Economic Opportunity

4.0 Southwest Florida Employment Ranked by Major Occupational Groups

Five major occupational groups account for 206,350 employees or approximately 55 percent of the total Southwest Florida workforce, as shown in Chart 6 and Table 6 and is based on the occupational employment statistics (OES) provided by the Florida Department of Economic Opportunity. These include office and administrative support, sales and related occupations, food preparation and serving, healthcare practitioners,

and construction. When compared to the state, Southwest Florida’s mix of occupations is more heavily weighted toward sales and related occupations, food preparation and serving related occupations, health care, construction, building and grounds cleaning and maintenance, and farming. A large number of employees are in these occupations, since Southwest Florida has a comparative advantage in tourism and farming, as well as a retirement location due to the mild winters, beaches, sunshine, and cultural and recreational opportunities.

Chart 6



Source: OES, Florida Department of Economic Opportunity

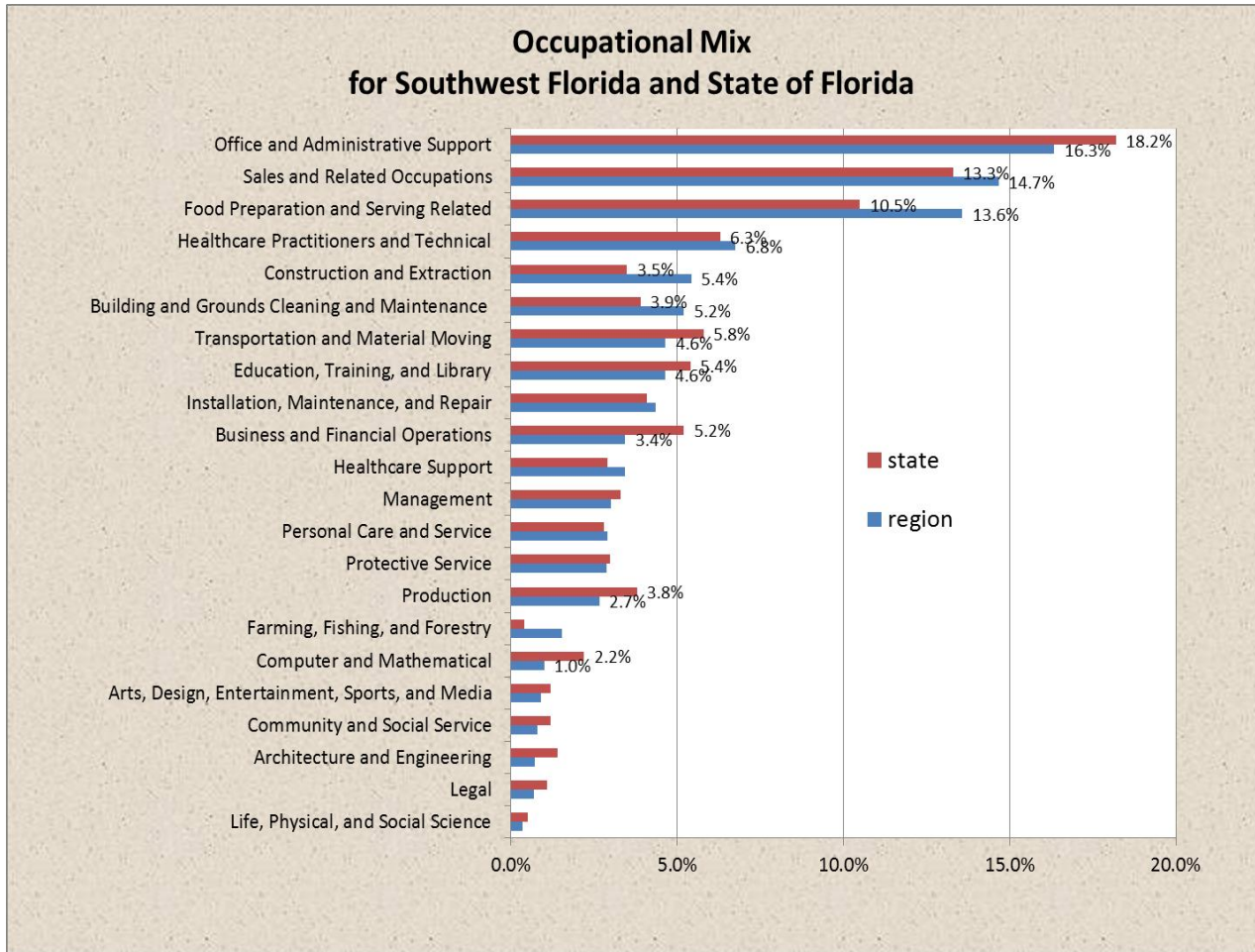
Table 6

Southwest Florida Workforce		
	2012 Major Occupational Groups	Number Employed
1	Office and Administrative Support	59,410
2	Sales and Related Occupations	53,320
3	Food Preparation and Serving Related	49,330
4	Healthcare Practitioners and Technical	24,560
5	Construction and Extraction	19,730
6	Building and Grounds Cleaning and Maintenance	18,940
7	Transportation and Material Moving	16,890
8	Education, Training, and Library	16,880
9	Installation, Maintenance, and Repair	15,880
10	Business and Financial Operations	12,500
11	Healthcare Support	12,470
12	Management	10,920
13	Personal Care and Service	10,540
14	Protective Service	10,510
15	Production	9,700
16	Farming, Fishing, and Forestry	5,620
17	Computer and Mathematical	3,650
18	Arts, Design, Entertainment, Sports, and Media	3,270
19	Community and Social Service	2,930
20	Architecture and Engineering	2,670
21	Legal	2,490
22	Life, Physical, and Social Science	1,320

Source: QES, Florida Department of Economic Opportunity

The occupational mix for the region and Florida is shown in Chart 7 and Table 7. Southwest Florida has a much larger share of its occupations driven by sales and related occupations, food preparation and serving, and construction. The state economy is larger in office and administrative support occupations, transportation and material moving occupations, education, training and library occupations, business and financial operations occupations, production service occupations, and computer and mathematical occupations.

Chart 7



Source: QES, Florida Department of Economic Opportunity

Table 7

Southwest Florida Workforce		
Major Occupational Groups	Regional Percentage	State Percentage
Life, Physical, and Social Science	0.4%	0.5%
Legal	0.7%	1.1%
Architecture and Engineering	0.7%	1.4%
Community and Social Service	0.8%	1.2%
Arts, Design, Entertainment, Sports, and Media	0.9%	1.2%
Computer and Mathematical	1.0%	2.2%
Farming, Fishing, and Forestry	1.5%	0.4%
Production	2.7%	3.8%
Protective Service	2.9%	3.0%
Personal Care and Service	2.9%	2.8%
Management	3.0%	3.3%
Healthcare Support	3.4%	2.9%
Business and Financial Operations	3.4%	5.2%
Installation, Maintenance, and Repair	4.4%	4.1%
Education, Training, and Library	4.6%	5.4%
Transportation and Material Moving	4.6%	5.8%
Building and Grounds Cleaning and Maintenance	5.2%	3.9%
Construction and Extraction	5.4%	3.5%
Healthcare Practitioners and Technical	6.8%	6.3%
Food Preparation and Serving Related	13.6%	10.5%
Sales and Related Occupations	14.7%	13.3%
Office and Administrative Support	16.3%	18.2%

Source: QES, Florida Department of Economic Opportunity

5.0 Southwest Florida Current Top 50 Employment Gaps by Occupation

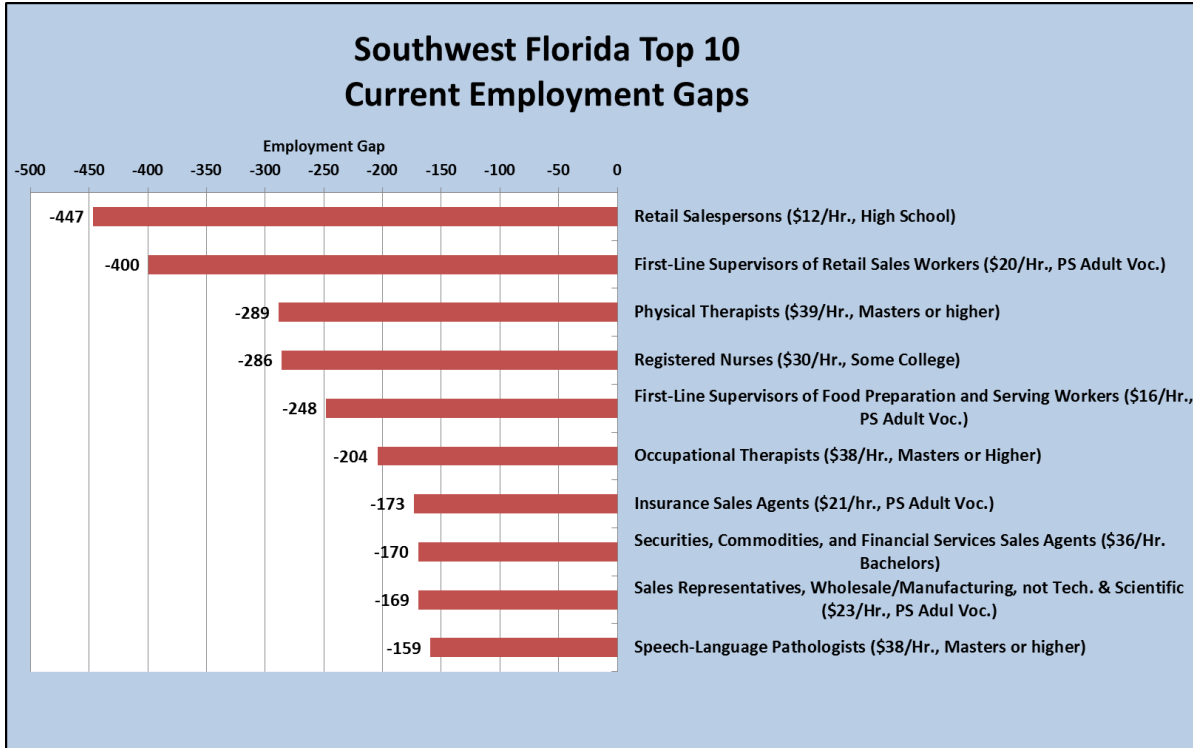
The study team worked with the Florida Department of Economic Opportunity to identify estimates of the current Southwest Florida employment gaps by using online job postings and graduations to identify current employment gaps. Employment gaps are defined as average monthly demand over the last year minus the supply of applicants and graduates. The overall current employment gaps identified by this study using the Florida Department of Economic Opportunity demand and supply analysis was approximately 7,800 positions. A conservative estimate of the potential income lost due to the employment gaps is \$245 million. This is very rough estimate since there were a large number of employment gaps that were not used to calculate income due to a lack of entry-level wage information and not all positions were at the entry-level wage.

Employment gaps are positions that have a regional demand greater than the estimated supply available for the Southwest Florida market. Some of these positions will be filled from outside the region, firms may hire less qualified candidates, or the positions may be left vacant for an extended period of time. It is our hope that identifying these regional employment gaps can assist parents, students, employers, and educators in identifying potential opportunities. This section provides charts and tables identifying the top 50 current employment gaps for Southwest Florida.

The top 10 employment gaps were in retail salespersons, first-line supervisors of retail sales workers, physical therapists, registered nurses, first-line supervisors of food preparation and serving workers, occupational therapists, insurance sales agents, securities, commodities, and financial services sales agents, sales representatives, and

speech-language pathologists, as shown in Chart 8 and Table 8. The median hourly wage and minimum education requirements for each occupation are provided as well.

Chart 8



Source: Florida Department of Economic Opportunity

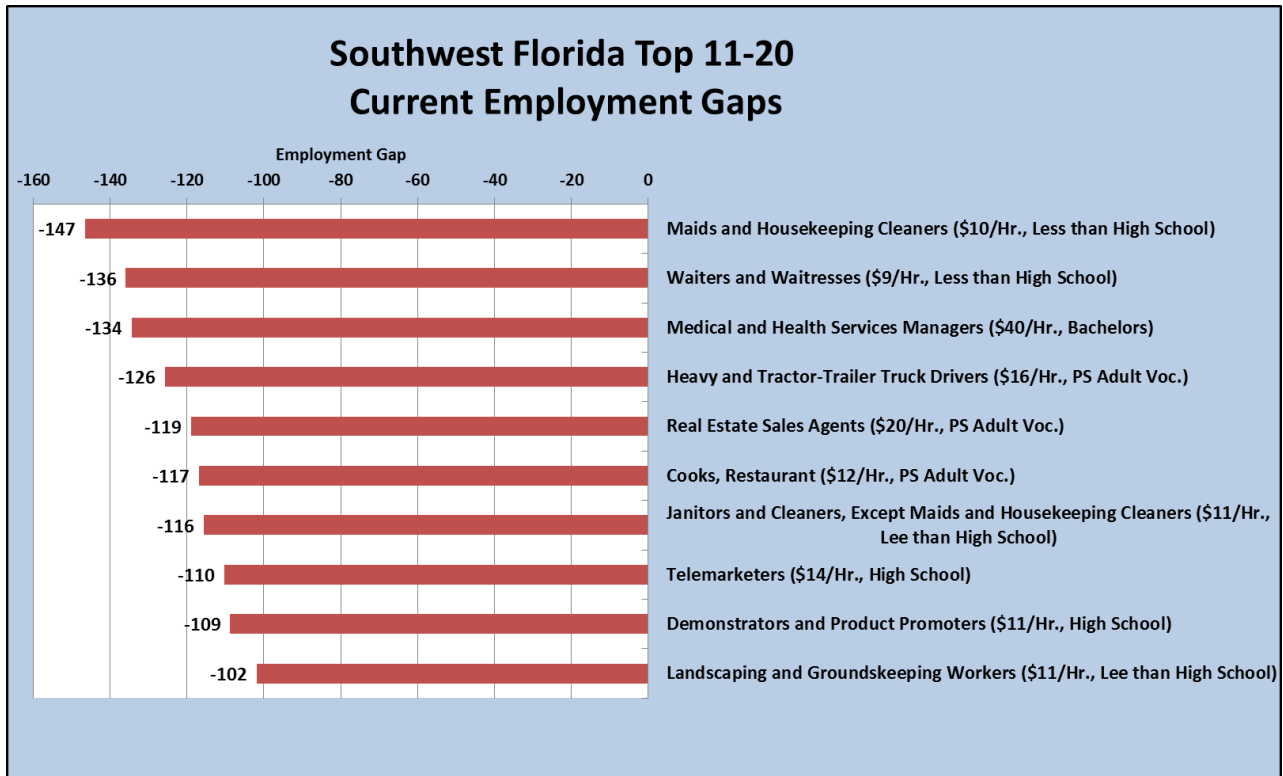
Table 8

Occupation	Current Supply Gap	Current Employment	Median Wage	Minimum Education
Retail Salespersons	-447	15,695	\$11.63	HS/GED
First-Line Supervisors of Retail Sales Workers	-400	6,345	\$19.60	PS Adult Voc
Physical Therapists	-289	719	\$38.71	Masters or higher
Registered Nurses	-286	9,262	\$30.13	Some College
Serving Workers	-248	3,001	\$15.67	PS Adult Voc
Occupational Therapists	-204	265	\$37.57	Masters or higher
Insurance Sales Agents	-173	2,086	\$21.73	PS Adult Voc
Securities, Commodities, and Financial Services Sales Agents	-170	1,048	\$35.17	Bachelors
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	-169	2,936	\$23.30	PS Adult Voc
Speech-Language Pathologists	-159	420	\$38.08	Masters or higher

Source: Florida Department of Economic Opportunity

The top 11 to 20 current employment gaps for Southwest Florida are shown in Chart 9 and Table 9. These include a number of occupations in support of hospitality, healthcare, and real estate, with minimum educational requirements varying from less than high school to a Bachelor's degree. The median hourly wage ranges from \$9 per hour to \$40 per hour.

Chart 9



Source: Florida Department of Economic Opportunity

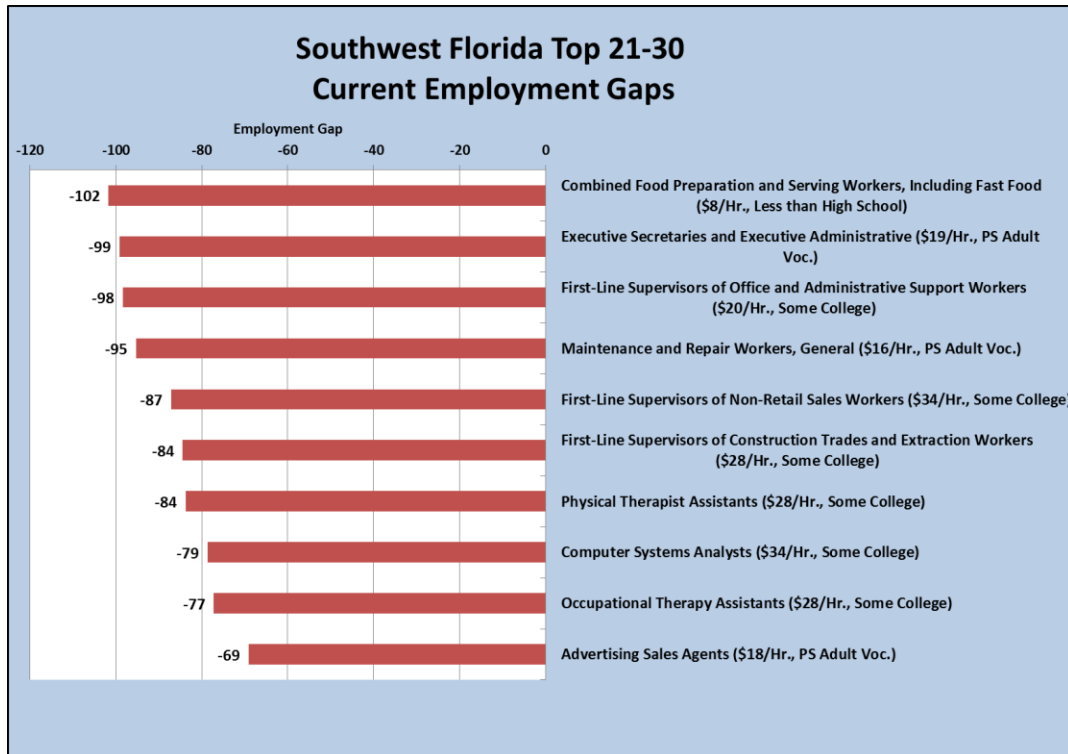
Table 9

The Top 11 to 20 Current Employment Gaps for Southwest Florida				
Occupation	Current Supply Gap	Current Employment	Median Wage	Minimum Education
Maids and Housekeeping Cleaners	-147	4,676	\$9.59	LTHS
Waiters and Waitresses	-136	11,468	\$9.25	LTHS
Medical and Health Services Managers	-134	553	\$40.30	Bachelors
Heavy and Tractor-Trailer Truck Drivers	-126	2,831	\$16.16	PS Adult Voc
Real Estate Sales Agents	-119	2,354	\$20.25	PS Adult Voc
Cooks, Restaurant	-117	4,745	\$12.11	PS Adult Voc
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	-116	5,212	\$10.63	LTHS
Telemarketers	-110	447	\$14.19	HS/GED
Demonstrators and Product Promoters	-109	381	\$11.43	HS/GED
Landscaping and Groundskeeping Workers	-102	9,339	\$11.16	LTHS

Source: Florida Department of Economic Opportunity

The top 21 to 30 current employment gaps for Southwest Florida are shown in Chart 10 and Table 10. These include a number of occupations in support of hospitality, healthcare, administrative support, and computer systems.

Chart 10



Source: Florida Department of Economic Opportunity

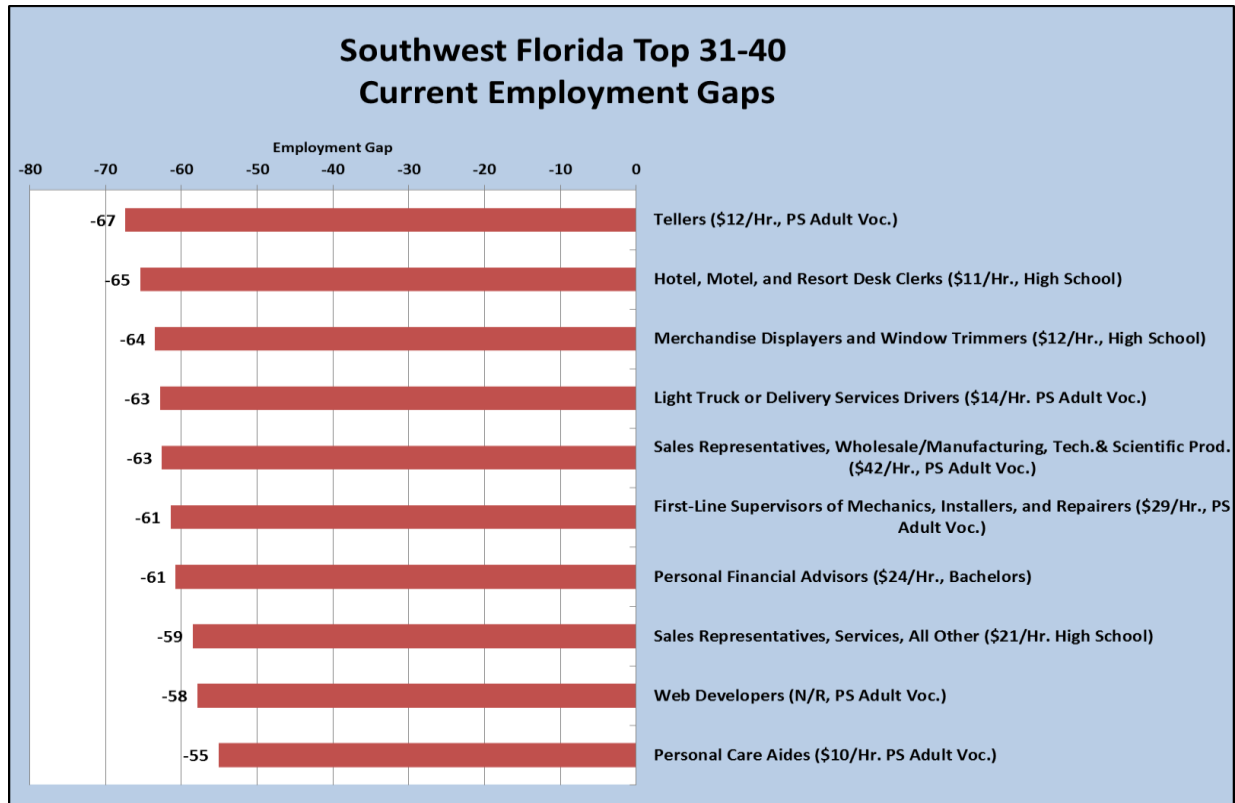
Table 10

The Top 21 to 30 Current Employment Gaps for Southwest Florida				
Occupation	Current Supply Gap	Current Employment	Median Wage	Minimum Education
Combined Food Preparation and Serving Workers, Including Fast Food	-102	7,365	\$8.23	LTHS
Executive Secretaries and Executive Administrative	-99	3,990	\$19.25	PS Adult Voc
First-Line Supervisors of Office and Administrative Support Workers	-98	3,743	\$20.47	Some College
Maintenance and Repair Workers, General	-95	4,157	\$15.50	PS Adult Voc
First-Line Supervisors of Non-Retail Sales Workers	-87	989	\$33.54	Some College
First-Line Supervisors of Construction Trades and Extraction Workers	-84	3,281	\$27.95	Some College
Physical Therapist Assistants	-84	208	\$27.58	Some College
Computer Systems Analysts	-79	336	\$33.63	Some College
Occupational Therapy Assistants	-77	76	\$28.28	Some College
Advertising Sales Agents	-69	584	\$17.50	PS Adult Voc

Source: Florida Department of Economic Opportunity

The top 31 to 40 current employment gaps for Southwest Florida are shown in Chart 11 and Table 11. These include a number of occupations in support of financial and banking, hospitality, transportation, wholesale trade, computer systems, and healthcare.

Chart 11



Source: Florida Department of Economic Opportunity

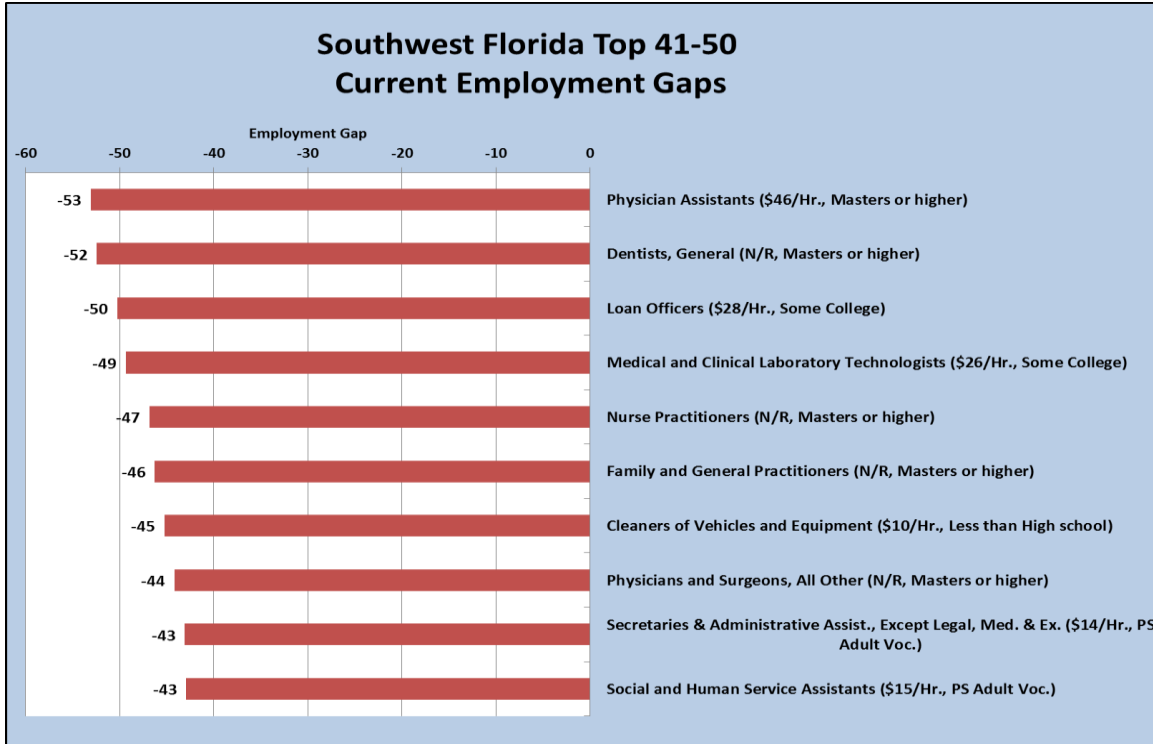
Table 11

Occupation	Current Supply Gap	Current Employment	Median Wage	Minimum Education
Tellers	-67	1,515	\$12.29	PS Adult Voc
Hotel, Motel, and Resort Desk Clerks	-65	1,351	\$11.08	HS/GED
Merchandise Displayers and Window Trimmers	-64	167	\$11.56	HS/GED
Light Truck or Delivery Services Drivers	-63	2,221	\$14.28	PS Adult Voc
Sales Representatives, Wholesale/Manufacturing, Tech.& Scientific Prod.	-63	691	\$42.47	PS Adult Voc
First-Line Supervisors of Mechanics, Installers, and Repairers	-61	1,213	\$29.15	PS Adult Voc
Personal Financial Advisors	-61	735	\$23.95	Bachelors
Sales Representatives, Services, All Other	-59	3,013	\$21.16	HS/GED
Web Developers	-58	N/R	N/R	PS Adult Voc
Personal Care Aides	-55	863	\$10.23	PS Adult Voc

Source: Florida Department of Economic Opportunity

The top 41 to 50 current employment gaps for Southwest Florida are shown in Chart 12 and Table 12. These include a number of occupations in support of healthcare, banking, and administration.

Chart 12



Source: Florida Department of Economic Opportunity

Table 12

Occupation	Current Supply Gap	Current Employment	Median Wage	Minimum Education
Physician Assistants	-53	236	\$46.37	Masters or higher
Dentists, General	-52	448	N/R	Masters or higher
Loan Officers	-50	1,135	\$28.10	Some College
Medical and Clinical Laboratory Technologists	-49	377	\$26.18	Some College
Nurse Practitioners	-47	N/R	N/R	Masters or higher
Family and General Practitioners	-46	255	N/R	Masters or higher
Cleaners of Vehicles and Equipment	-45	1,034	\$10.09	LTHS
Physicians and Surgeons, All Other	-44	940	N/R	Masters or higher
Secretaries & Administrative Assist., Except Legal, Med. & Ex.	-43	9,238	\$13.73	PS Adult Voc
Social and Human Service Assistants	-43	423	\$14.67	PS Adult Voc

Source: Florida Department of Economic Opportunity

6.0 Southwest Florida Current Employment Gaps by Major Occupational Group

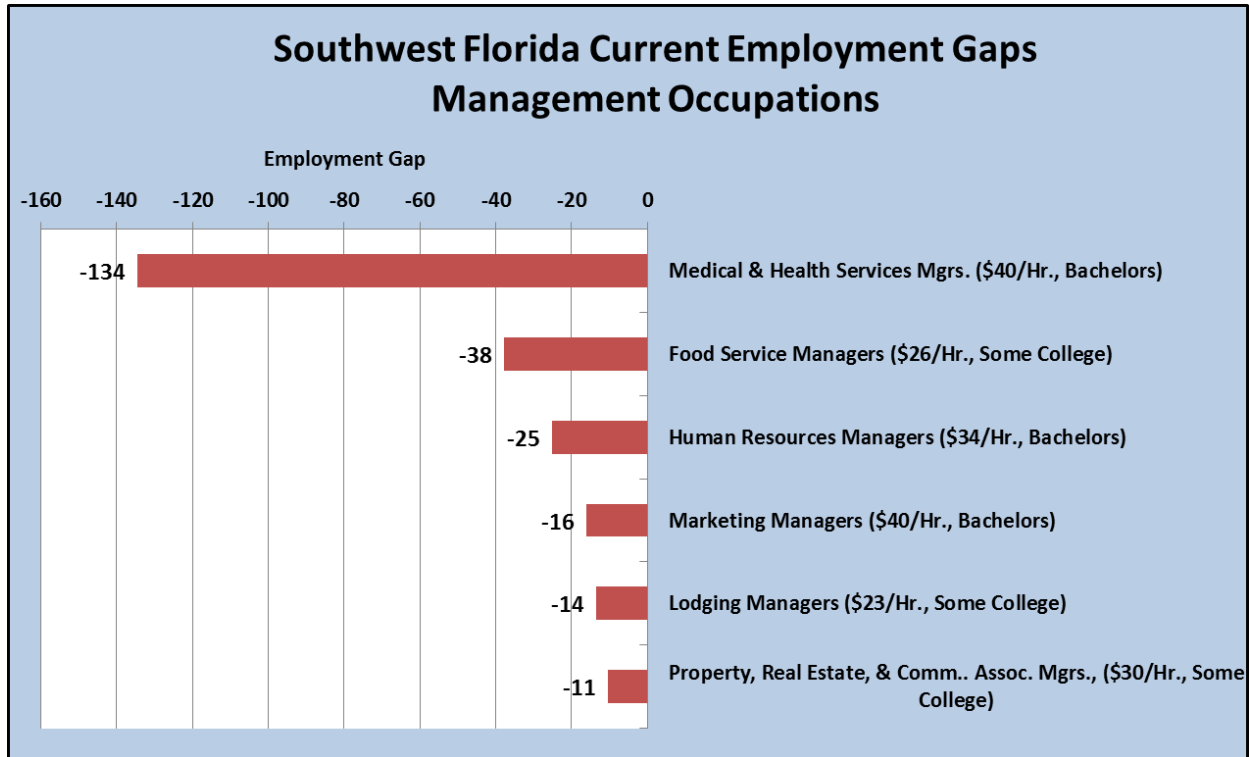
Another way to view the Southwest Florida employment gaps is by grouping the current employment gap occupations into the 18 major occupational groups. These include: Management

- Business and financial
- Computer and mathematics
- Architecture and engineering
- Community and social services
- Education, training, and library
- Arts, design, entertainment, sports, and media
- Healthcare practitioners and technical
- Healthcare support
- Food preparation and serving
- Building, grounds, and maintenance
- Personal care and service
- Sales
- Office and administrative support
- Construction
- Installation, maintenance, and repair
- Production
- Transportation and material moving

Charts and tables 13 to 30 provide a review of current employment gaps by major occupational groups. The major occupational groups showing the largest number of occupational employment gaps are healthcare, food preparation and serving, sales, and office and administrative support.

A number of management occupations are identified to have employment gaps, including medical and health care services managers, food service managers, human resource managers, and marketing managers.

Chart 13



Source: Florida Department of Economic Opportunity

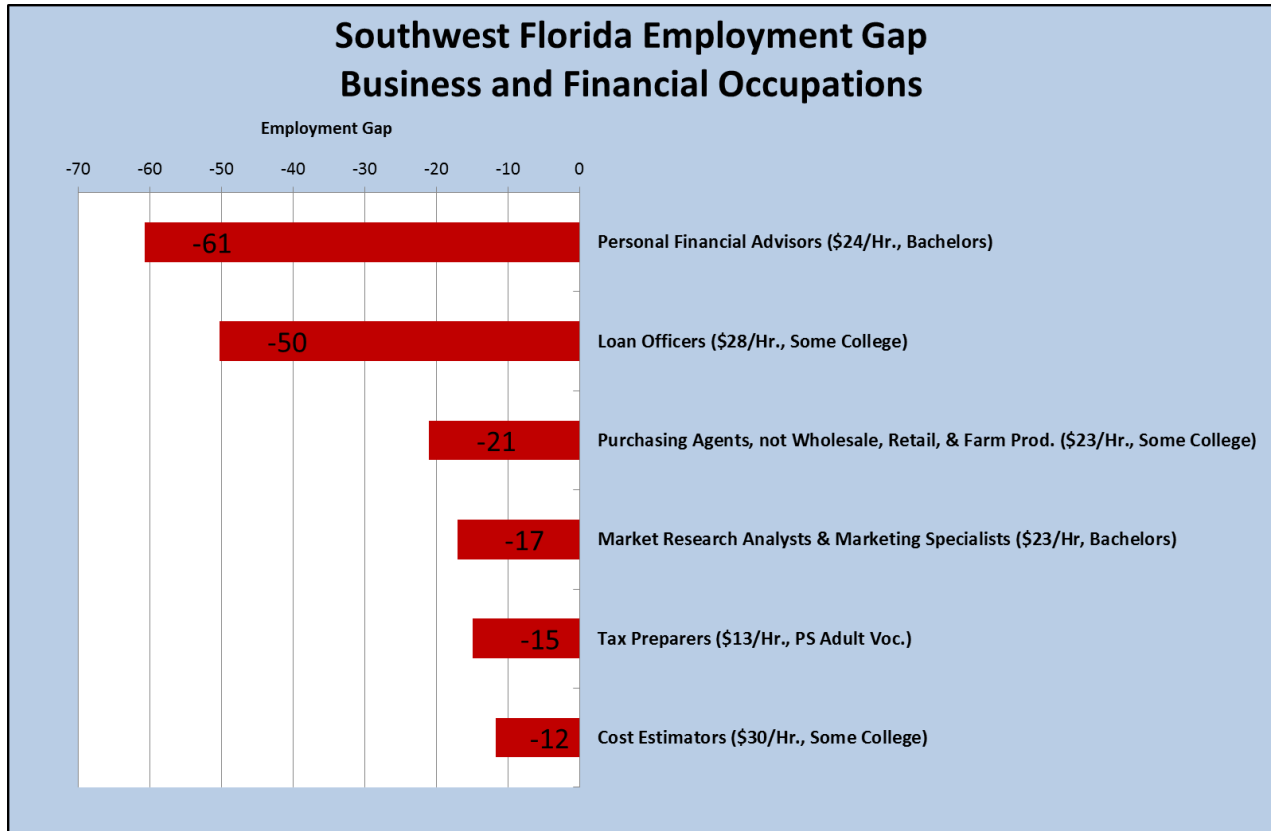
Table 13

Southwest Florida Management Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Medical and Health Services Managers	149	15	-134	553	\$40.30	Bachelors
Food Service Managers	72	34	-38	1,843	\$26.26	Some College
Human Resources Managers	26	1	-25	62	\$34.30	Bachelors
Marketing Managers	79	63	-16	172	\$39.72	Bachelors
Lodging Managers	15	1	-14	244	\$23.36	Some College
Property, Real Estate, and Community Association Managers	73	62	-11	1,130	\$30.49	Some College

Source: Florida Department of Economic Opportunity

Chat 14 and Table 14 show the current employment gaps for the major occupational group, business and financial occupations. The two largest gaps are for personal financial advisors and loan officers.

Chart 14



Source: Florida Department of Economic Opportunity

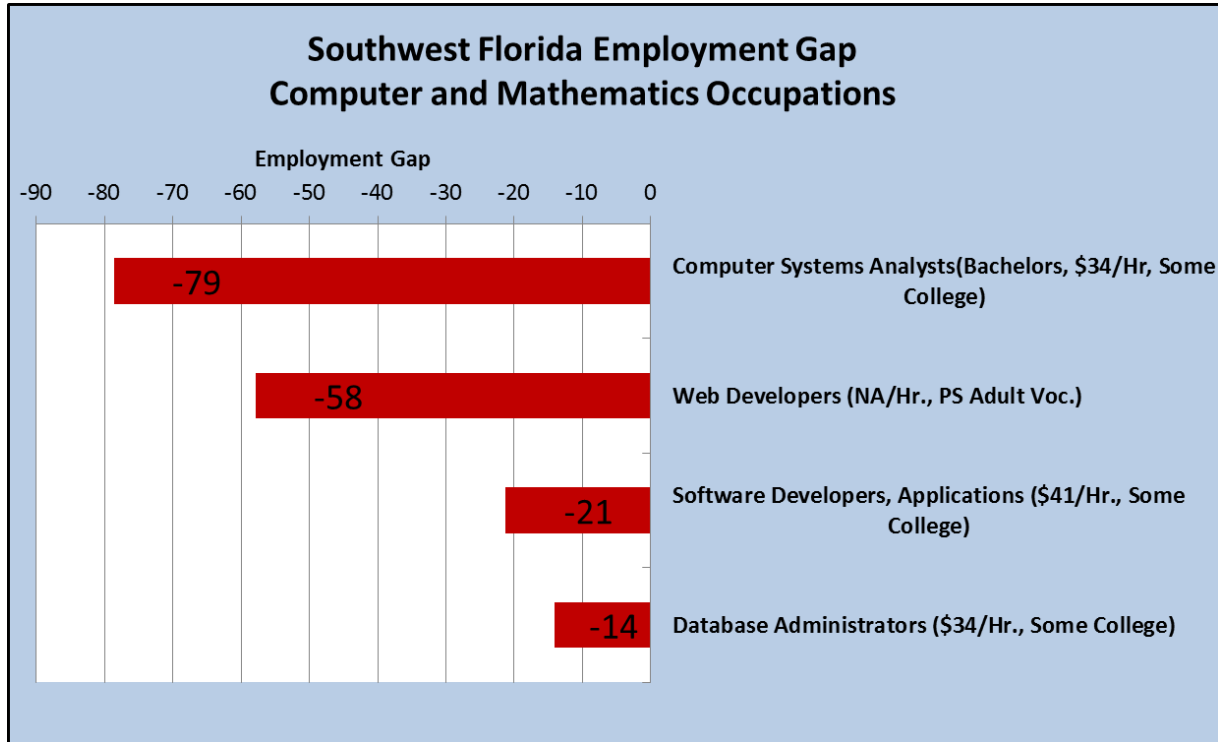
Table 14

Southwest Florida Business and Financial Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Personal Financial Advisors	85	24	-61	735	\$23.95	Bachelors
Loan Officers	57	7	-50	1,135	\$28.10	Some College
Purchasing Agents, Except Wholesale, Retail, & Farm Products	25	4	-21	404	\$23.34	Some College
Market Research Analysts and Marketing Specialists	19	2	-17	136	\$23.47	Bachelors
Tax Preparers	18	3	-15	260	\$13.49	PS Adult Voc.
Cost Estimators	15	3	-12	830	\$30.17	Some College

Source: Florida Department of Economic Opportunity

Chart 15 and Table 15 show the current employment gaps for the major occupational group, computer and mathematics occupations. All four employment gaps are in the information technology (IT) area including computer systems analysts, web developers, software application developers, and database administrators.

Chart 15



Source: Florida Department of Economic Opportunity

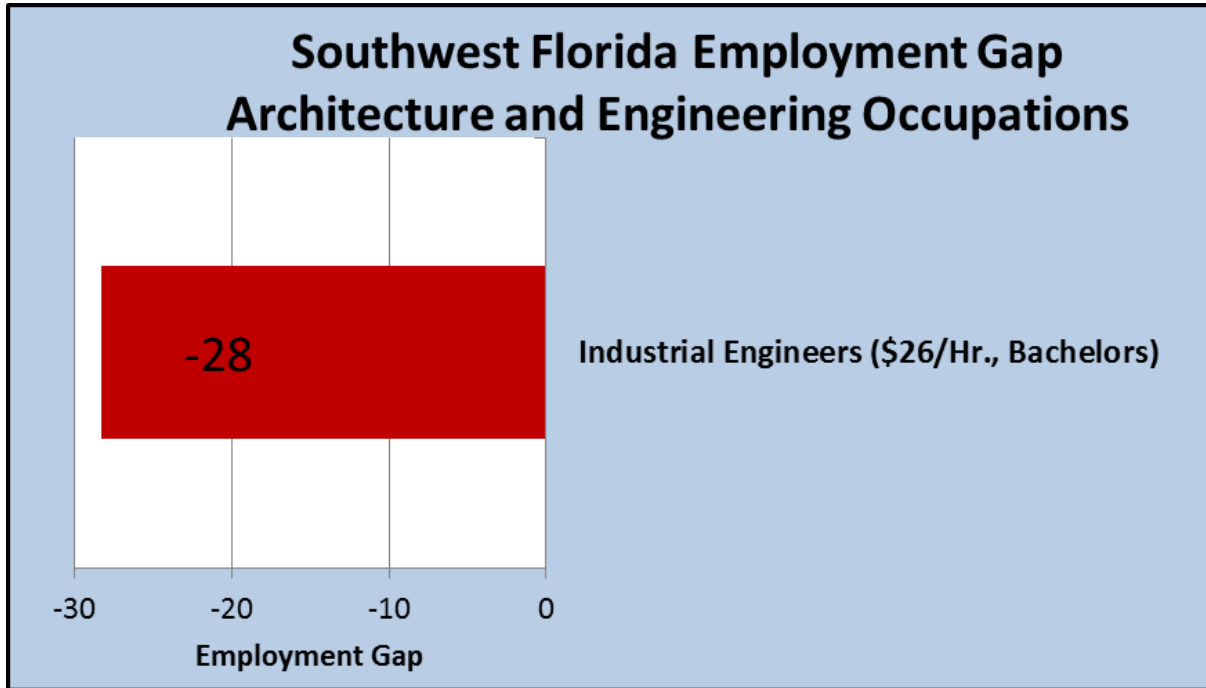
Table 15

Southwest Florida Computer and Mathematics Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Computer Systems Analysts	93	14	-79	336	\$33.63	Some College
Web Developers	66	8	-58	N/R	N/R	PS Adult Voc.
Software Developers, Applications	33	12	-21	360	\$41.23	Some College
Database Administrators	25	11	-14	111	\$34.34	Some College

Source: Florida Department of Economic Opportunity

Chart 16 and Table 16 show the current employment gaps for the major occupational group, architecture and engineering occupations. A current gap exists for industrial engineers. As the economy recovers, the need for engineering occupations is expected to grow.

Chart 16



Source: Florida Department of Economic Opportunity

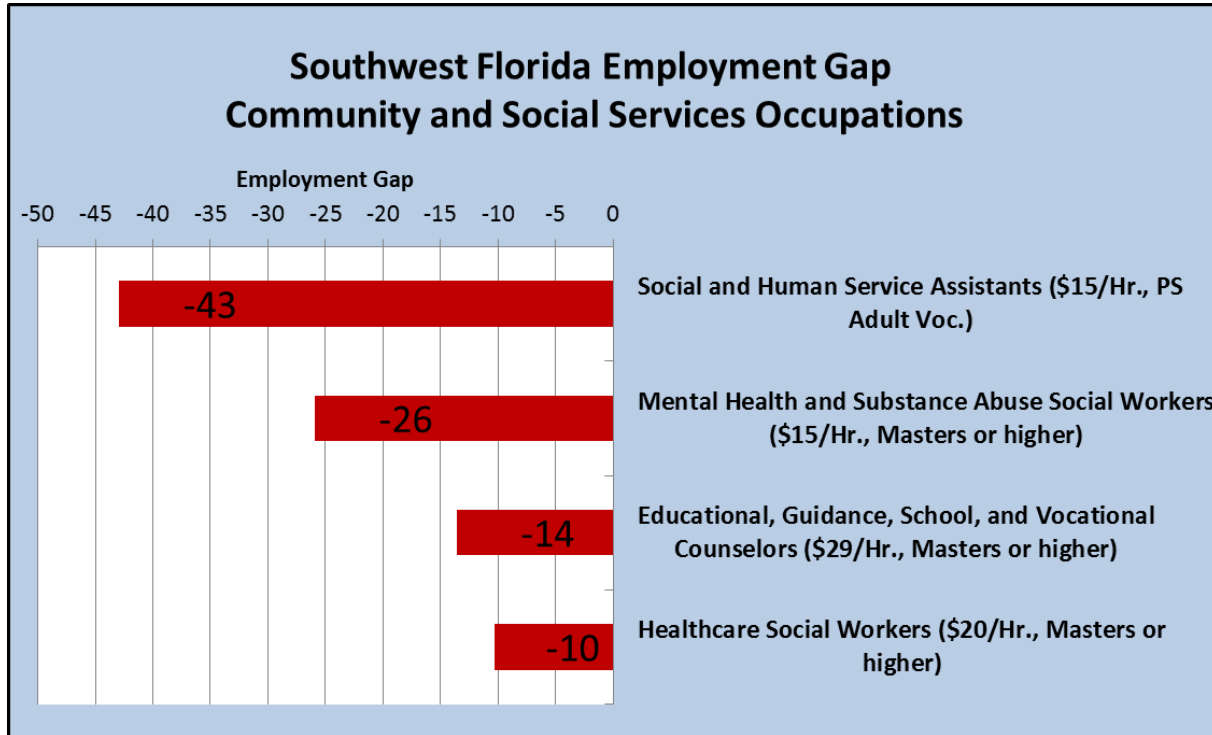
Table 16

Southwest Florida Architecture and Engineering Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Industrial Engineers	29	1	-28	147	\$26.13	Bachelors

Source: Florida Department of Economic Opportunity

Chart 17 and Table 17 show the current employment gaps for the major occupational group, community and social service occupations. There are a number of occupational gaps identified for the region, including social and human service assistants, mental health and substance abuse social workers, and educational, guidance, school, and vocational counselors.

Chart 17



Source: Florida Department of Economic Opportunity

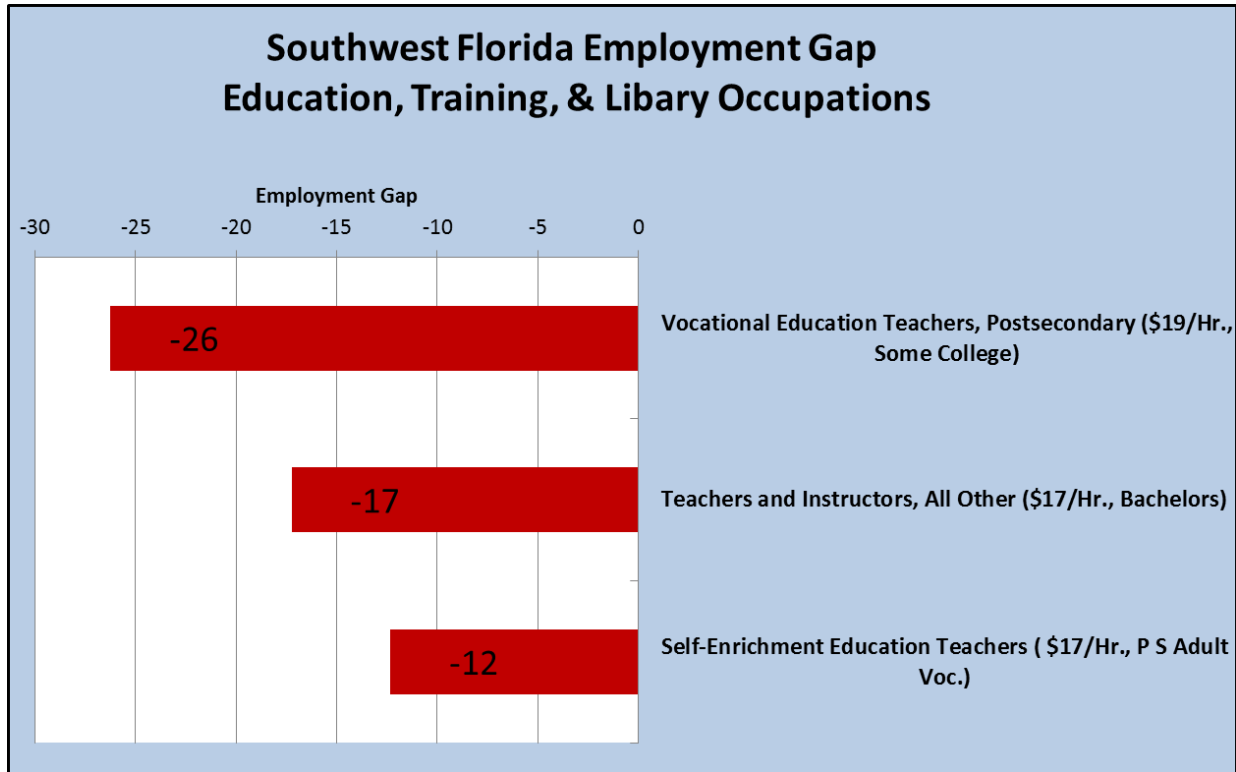
Table 17

Southwest Florida Community and Social Services Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Social and Human Service Assistants	56	13	-43	423	\$14.67	PS Adult Voc.
Mental Health and Substance Abuse Social Workers	27	1	-26	N/R	\$15.01	Masters or higher
Educational, Guidance, School, and Vocational Counselors	16	2	-14	512	\$28.94	Masters or higher
Healthcare Social Workers	12	2	-10	263	\$20.14	Masters or higher

Source: Florida Department of Economic Opportunity

Chart 18 and Table 18 show the current employment gaps for the major occupational group, education, training, and library occupations. The largest employment gap was for vocational educational teachers, followed by teachers and instructors.

Chart 18



Source: Florida Department of Economic Opportunity

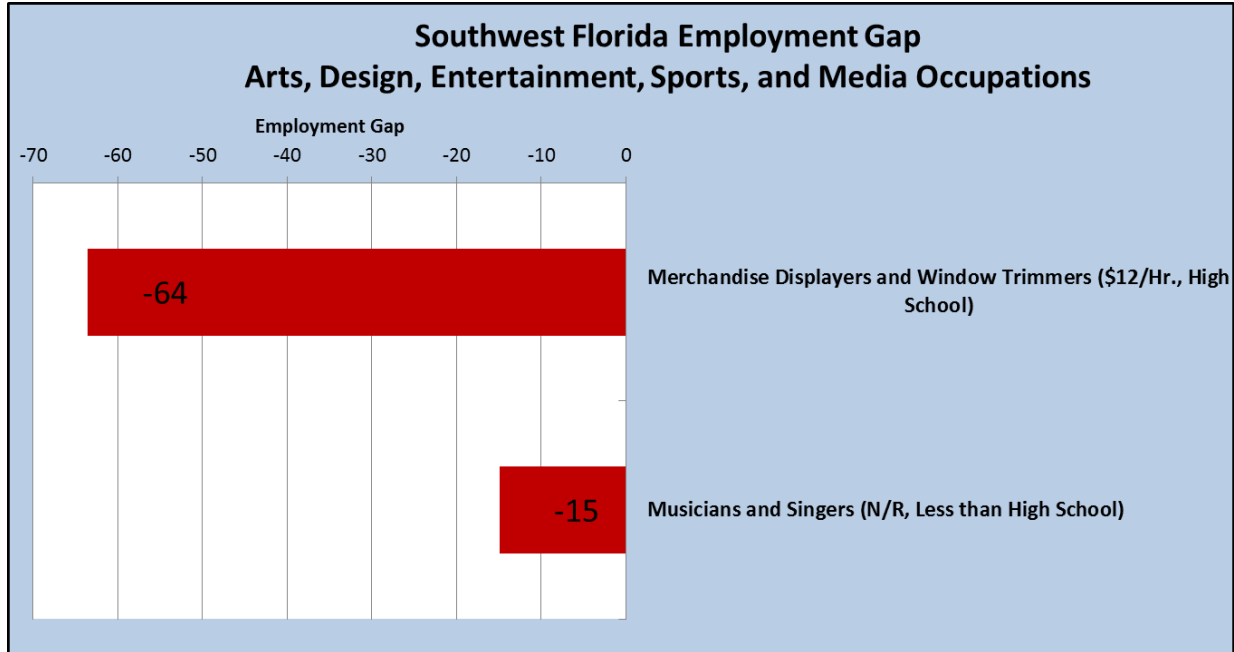
Table 18

Southwest Florida Education, Training, & Library Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Vocational Education Teachers, Postsecondary	27	1	-26	325	\$19.35	Some College
Teachers and Instructors, All Other	41	24	-17	3,122	\$16.68	Bachelors
Self-Enrichment Education Teachers	12	0	-12	415	\$17.31	PS Adult Voc.

Source: Florida Department of Economic Opportunity

Chart 19 and Table 19 show the current employment gaps for the major occupational group, arts, design, entertainment, sports, and media occupations. The largest employment gap was for merchandise displayers and window trimmers.

Chart 19



Source: Florida Department of Economic Opportunity

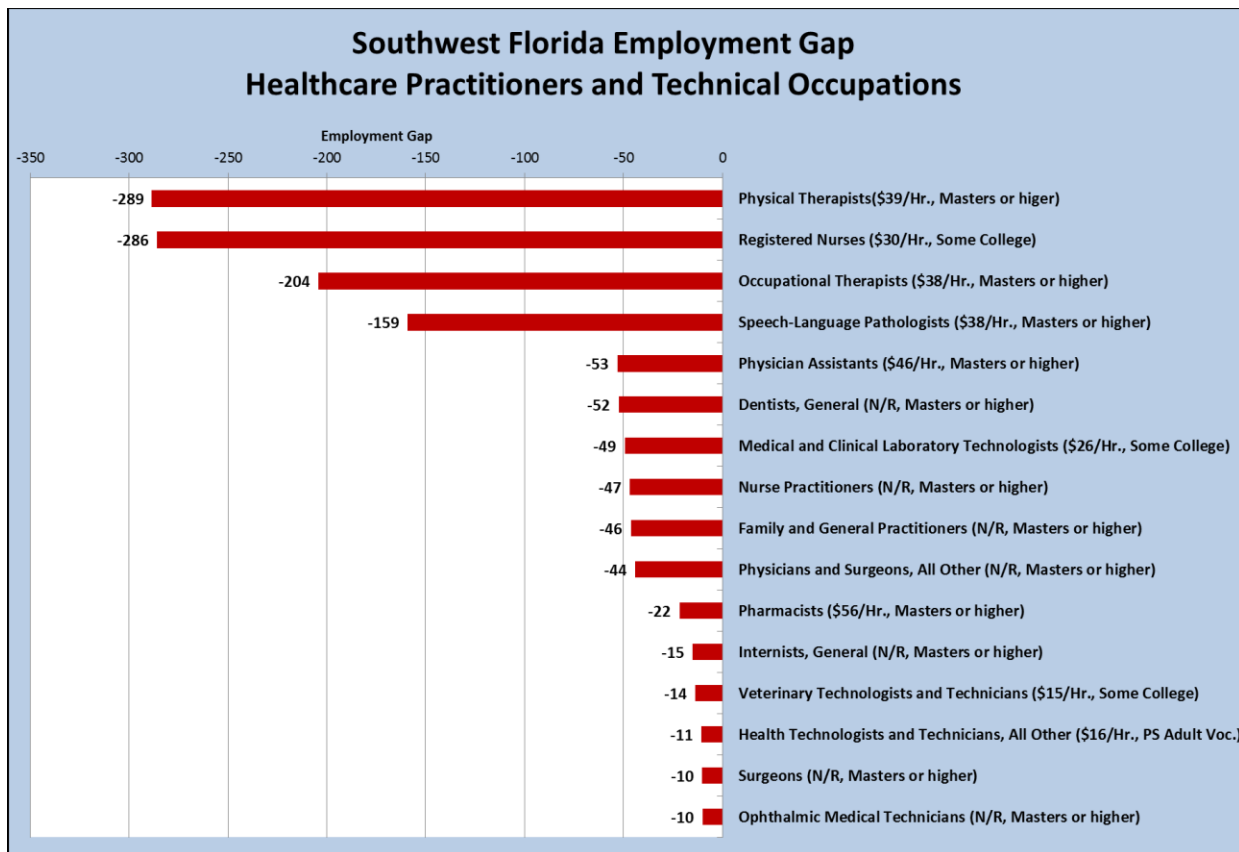
Table 19

Southwest Florida Arts, Design, Entertainment, Sports, and Media Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Merchandise Displayers and Window Trimmers	70	6	-64	167	\$11.56	HS/GED
Musicians and Singers	17	2	-15	N/R	N/R	LTHS

Source: Florida Department of Economic Opportunity

Chart 20 and Table 20 show the current employment gaps for the major occupational group, healthcare practitioners and technical occupations. Sixteen different occupations were identified to have an employment gap. The four largest were physical therapists, registered nurses, occupational therapists, and speech-language pathologists. The next group of occupational employment gaps was for physician assistants, dentists, medical and clinical laboratory technologists, nurse practitioners, family and general practitioners, physicians and surgeons, and pharmacists.

Chart 20



Source: Florida Department of Economic Opportunity

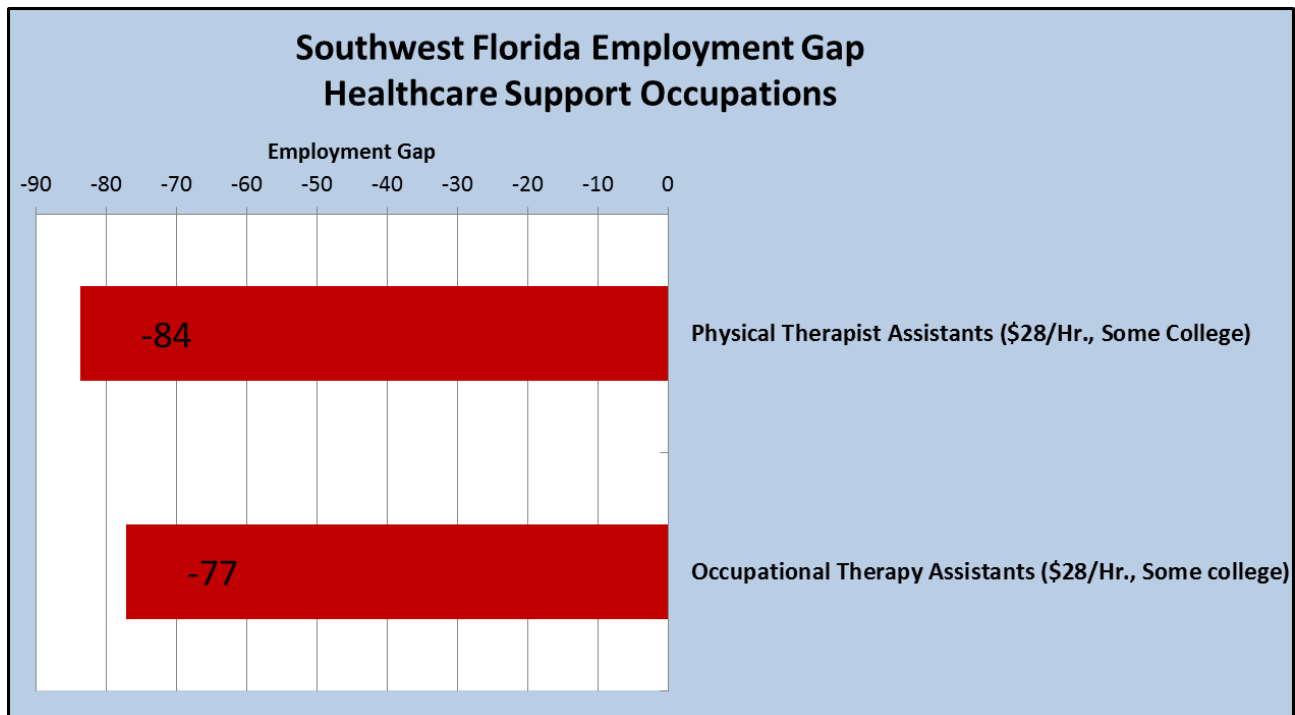
Table 20

Southwest Florida Healthcare Practitioners and Technical Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Physical Therapists	290	1	-289	719	\$38.71	Masters or higher
Registered Nurses	719	433	-286	9262	\$30.13	Some College
Occupational Therapists	204	0	-204	265	\$37.57	Masters or higher
Speech-Language Pathologists	159	0	-159	420	\$38.08	Masters or higher
Physician Assistants	54	1	-53	236	\$46.37	Masters or higher
Dentists, General	52	0	-52	448	N/R	Masters or higher
Medical and Clinical Laboratory Technologists	51	2	-49	377	\$26.18	Some College
Nurse Practitioners	47	0	-47	N/R	N/R	Masters or higher
Family and General Practitioners	46	0	-46	255	N/R	Masters or higher
Physicians and Surgeons, All Other	47	3	-44	940	N/R	Masters or higher
Pharmacists	27	5	-22	853	\$56.11	Masters or higher
Internists, General	16	1	-15	159	N/R	Masters or higher
Veterinary Technologists and Technicians	16	2	-14	349	\$14.70	Some College
Health Technologists and Technicians, All Other	16	5	-11	138	\$16.33	PS Adult Voc.
Surgeons	10	0	-10	107	N/R	Masters or higher
Ophthalmic Medical Technicians	10	0	-10	N/R	N/R	Masters or higher

Source: Florida Department of Economic Opportunity

Chart 21 and Table 21 show the current employment gaps for the major occupational group, healthcare support occupations. The employment gaps were for physical therapist assistants and occupational therapy assistants.

Chart 21



Source: Florida Department of Economic Opportunity

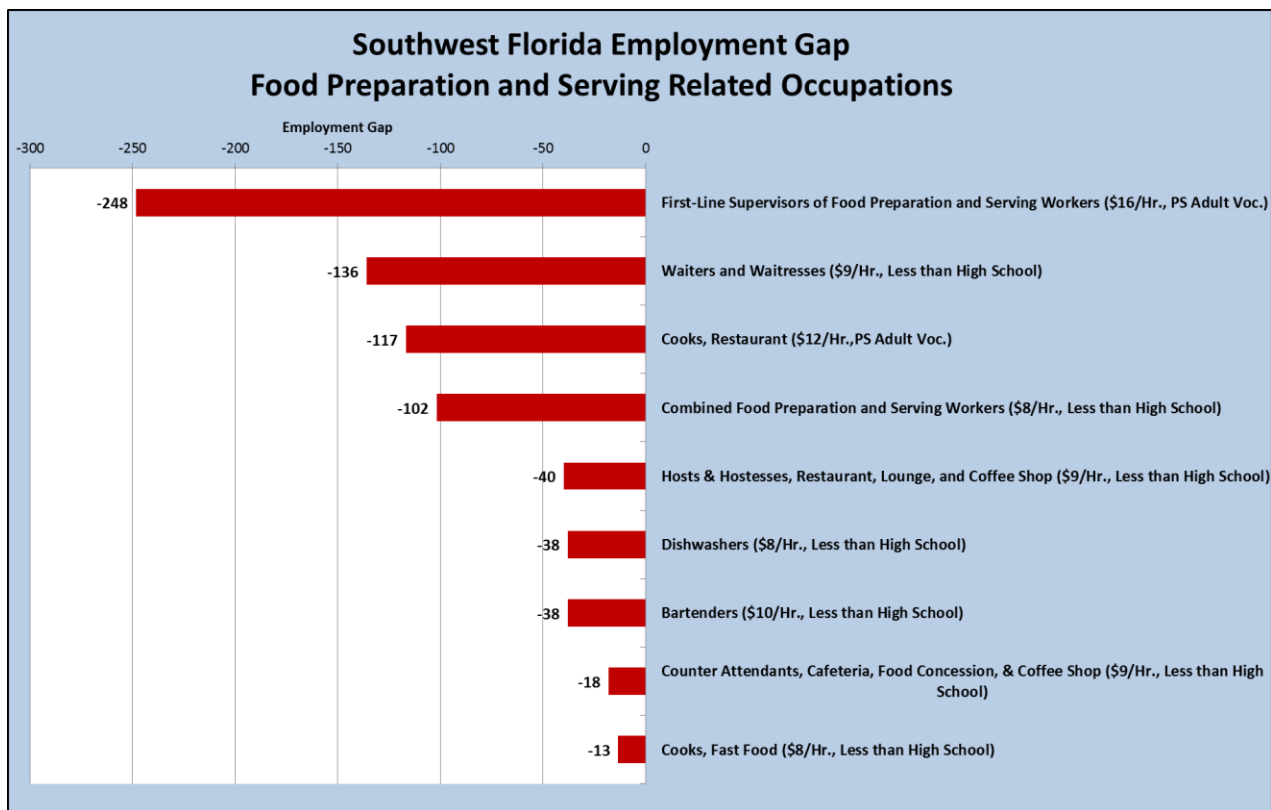
Table 21

Southwest Florida Healthcare Support Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Physical Therapist Assistants	90	6	-84	208	\$27.58	Some College
Occupational Therapy Assistants	79	2	-77	76	\$28.28	Some College

Source: Florida Department of Economic Opportunity

Chart 22 and Table 22 show the current employment gaps for the major occupational group, food preparation and serving related occupations. The employment gaps were for first-line supervisors for food preparation and serving, waiters and waitresses, and cooks.

Chart 22



Source: Florida Department of Economic Opportunity

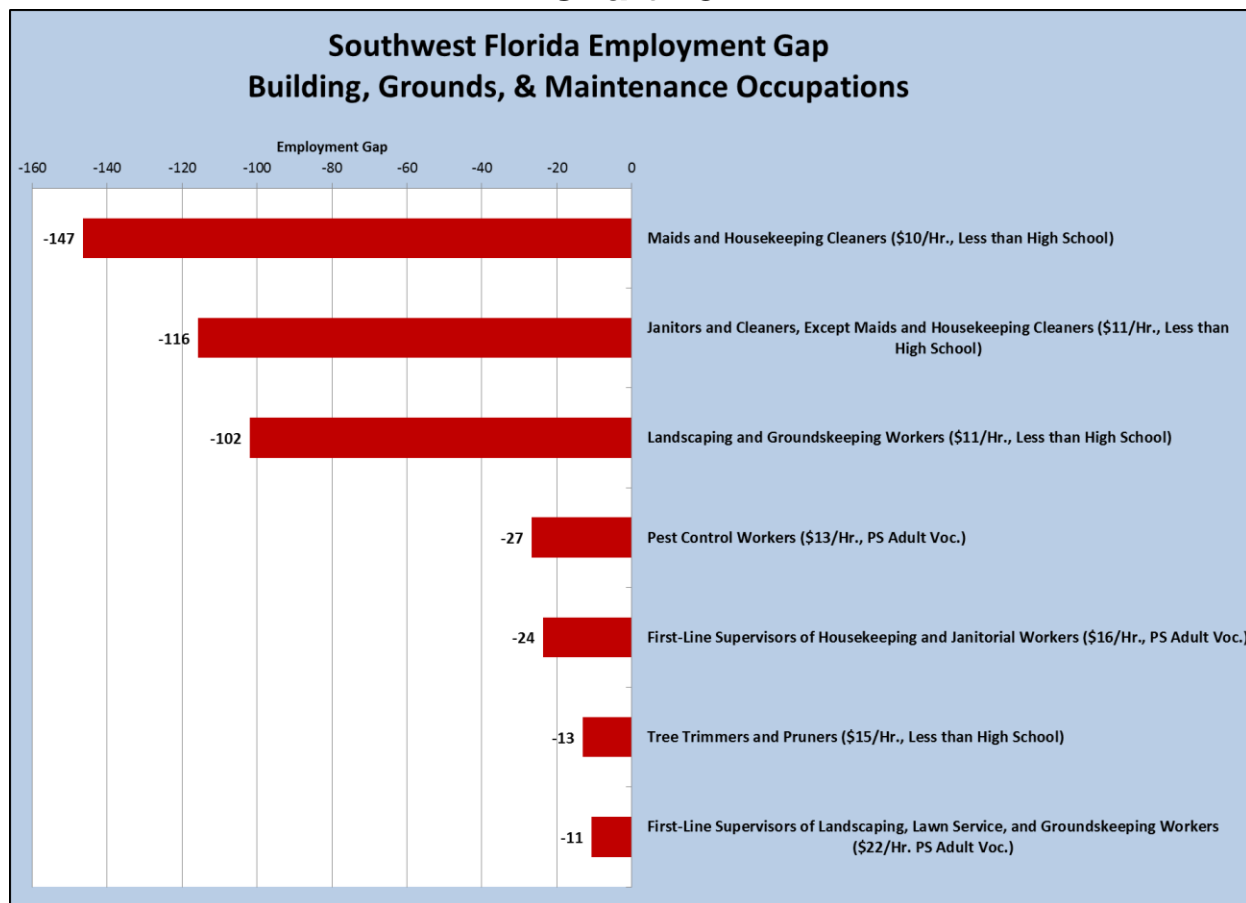
Table 22

Southwest Florida Food Preparation and Serving Related Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
First-Line Supervisors of Food Preparation and Serving Workers	317	69	-248	3,001	\$15.67	PS Adult Voc.
Waiters and Waitresses	214	78	-136	11,468	\$9.25	LTHS
Cooks, Restaurant	212	95	-117	4,745	\$12.11	PS Adult Voc.
Combined Food Preparation and Serving Workers, Including Fast Food	129	27	-102	7,365	\$8.23	LTHS
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	56	16	-40	1,519	\$9.07	LTHS
Dishwashers	55	17	-38	2,665	\$8.25	LTHS
Bartenders	63	25	-38	1,903	\$10.29	LTHS
Counter Attendants, Cafeteria, Food Concession, and Coffee Shop	26	8	-18	1,176	\$8.94	LTHS
Cooks, Fast Food	28	15	-13	1,199	\$8.28	LTHS

Source: Florida Department of Economic Opportunity

Chart 23 and Table 23 show the current employment gaps for the major occupational group, building, grounds, and maintenance occupations. The employment gaps were for maids and housekeeping cleaners, janitors, landscaping and grounds, and pest control workers.

Chart 23



Source: Florida Department of Economic Opportunity

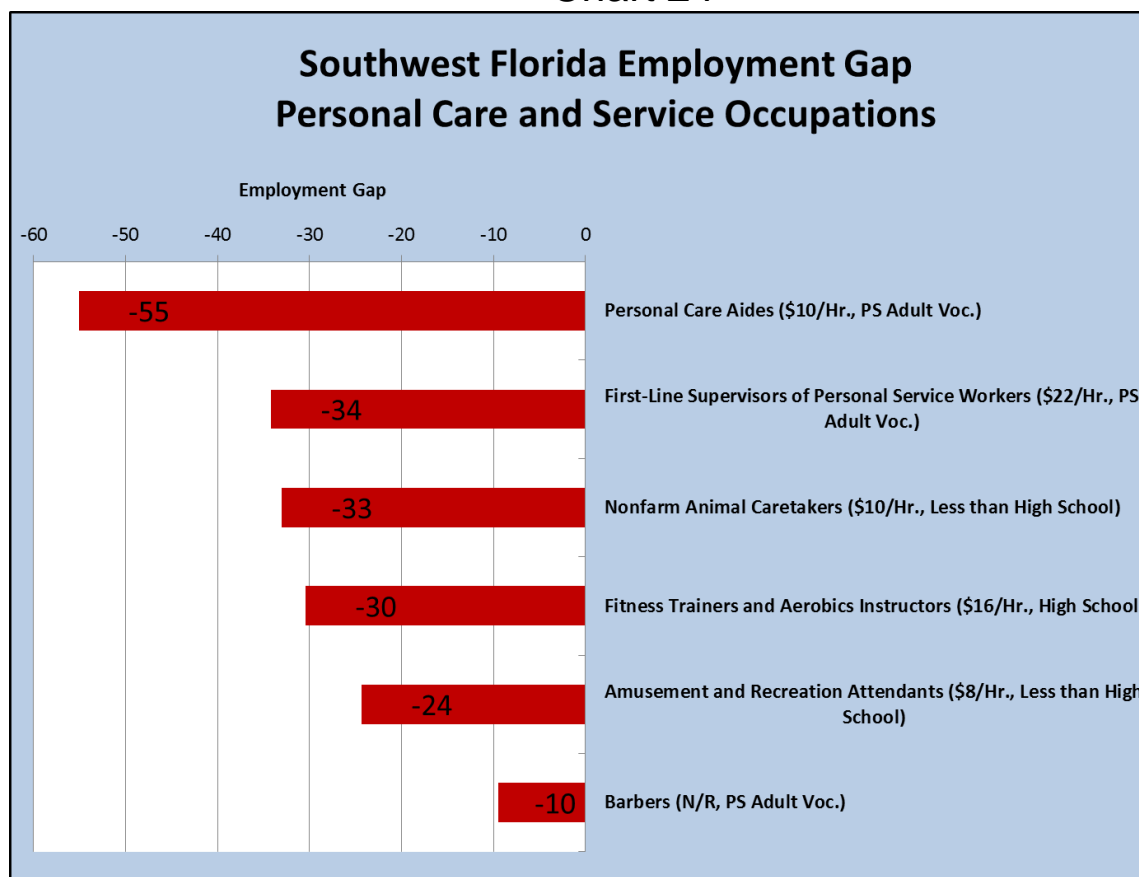
Table 23

Southwest Florida Building, Grounds, & Maintenance Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Maids and Housekeeping Cleaners	179	32	-147	4,676	\$9.59	LTHS
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	145	29	-116	5,212	\$10.63	LTHS
Landscaping and Groundskeeping Workers	138	36	-102	9,339	\$11.16	LTHS
Pest Control Workers	33	6	-27	678	\$13.33	PS Adult Voc.
First-Line Supervisors of Housekeeping and Janitorial Workers	35	11	-24	701	\$15.78	PS Adult Voc.
Tree Trimmers and Pruners	15	2	-13	N/R	\$15.15	LTHS
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	18	7	-11	1,441	\$22.31	PS Adult Voc.

Source: Florida Department of Economic Opportunity

Chart 24 and Table 24 show the current employment gaps for the major occupational group, personal care and service occupations. The employment gaps were for personal care aides, first-line supervisors of personal service workers, nonfarm animal caretakers, and fitness and aerobics instructors.

Chart 24



Source: Florida Department of Economic Opportunity

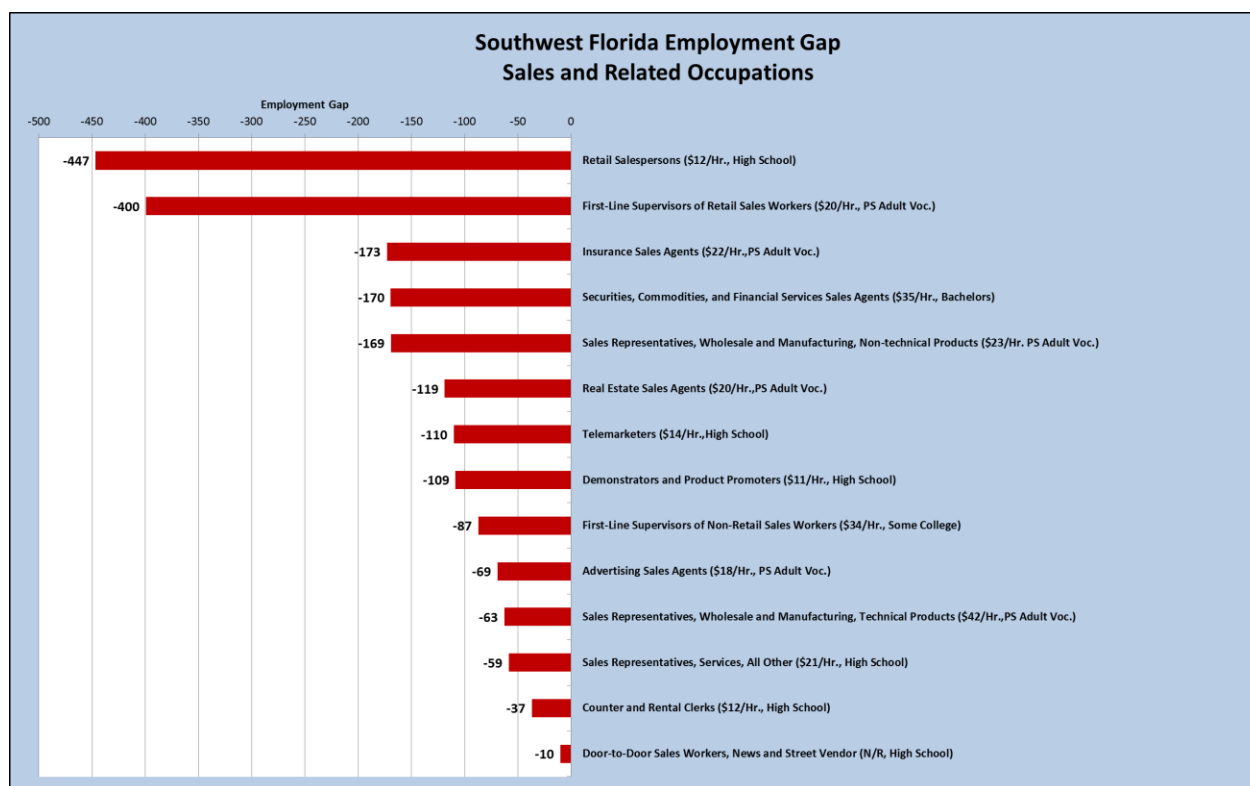
Table 24

Southwest Florida Personal Care and Service Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Personal Care Aides	70	15	-55	863	\$10.23	PS Adult Voc
First-Line Supervisors of Personal Service	36	2	-34	740	\$21.52	PS Adult Voc
Nonfarm Animal Caretakers	34	1	-33	481	\$10.32	LTHS
Fitness Trainers and Aerobics Instructors	33	3	-30	580	\$15.42	HS/GED
Amusement and Recreation Attendants	33	9	-24	1,926	\$8.45	LTHS
Barbers	18	8	-10	N/R	N/R	PS Adult Voc

Source: Florida Department of Economic Opportunity

Chart 25 and Table 25 show the current employment gaps for the major occupational group, sales and related occupations. The major employment gaps were for retail salespersons, first-line supervisors of retail sales workers, insurance agents, securities and financial sales agents, sales representatives, and real estate agents.

Chart 25



Source: Florida Department of Economic Opportunity

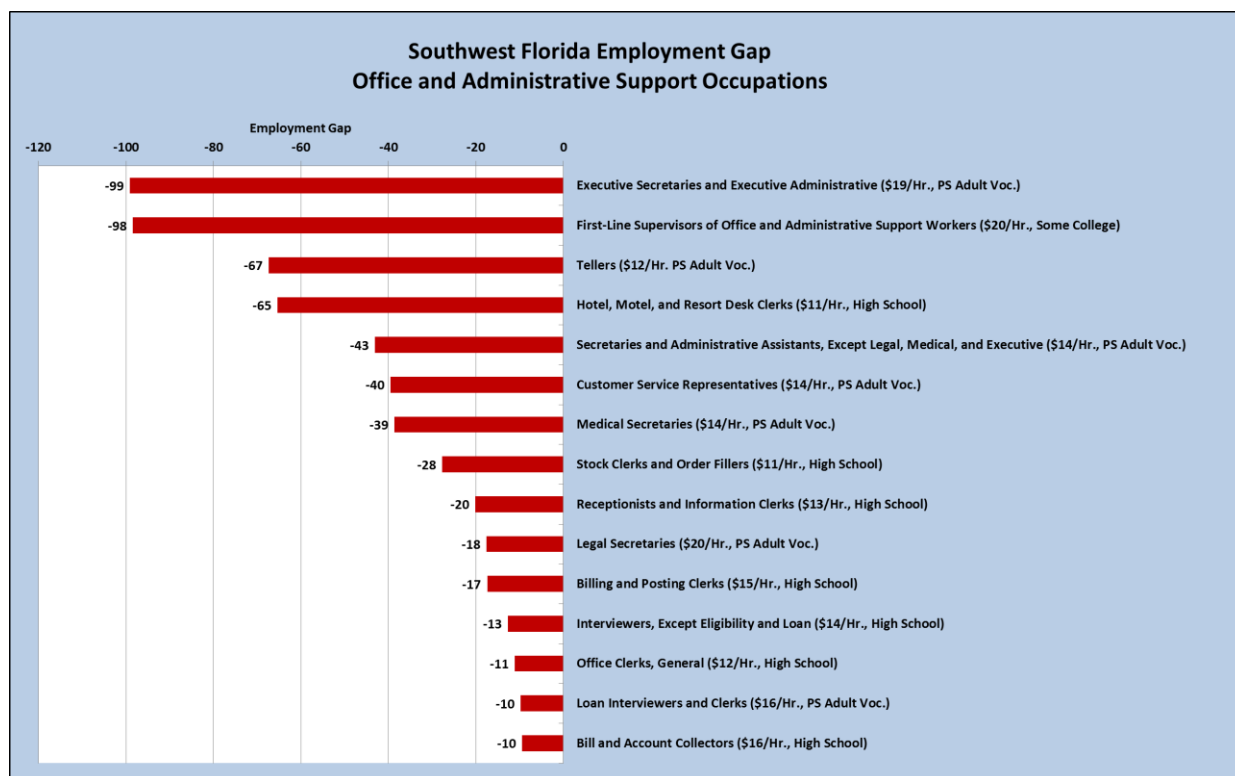
Table 25

Southwest Florida Sales and Related Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Retail Salespersons	577	130	-447	15,695	\$11.63	HS/GED
First-Line Supervisors of Retail Sales Workers	441	41	-400	6,345	\$19.60	PS Adult Voc.
Insurance Sales Agents	182	9	-173	2,086	\$21.73	PS Adult Voc.
Securities, Commodities, and Financial Services Sales Agents	175	5	-170	1,048	\$35.17	Bachelors
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	191	22	-169	2,936	\$23.30	PS Adult Voc.
Real Estate Sales Agents	169	50	-119	2,354	\$20.25	PS Adult Voc.
Telemarketers	117	7	-110	447	\$14.19	HS/GED
Demonstrators and Product Promoters	109	0	-109	381	\$11.43	HS/GED
First-Line Supervisors of Non-Retail Sales Workers	94	7	-87	989	\$33.54	Some College
Advertising Sales Agents	86	17	-69	584	\$17.50	PS Adult Voc.
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	78	15	-63	691	\$42.47	PS Adult Voc.
Sales Representatives, Services, All Other	132	73	-59	3,013	\$21.16	HS/GED
Counter and Rental Clerks	41	4	-37	1,114	\$11.69	HS/GED
Door-to-Door Sales Workers, News and Street Vendor	10	0	-10	N/R	N/R	HS/GED

Source: Florida Department of Economic Opportunity

Chart 26 and Table 26 show the current employment gaps for the major occupational group, office and administrative support occupations. The major employment gaps were for executive secretaries and administration, first-line supervisors, tellers, hotel desk clerks, secretaries, and customer service representatives.

Chart 26



Source: Florida Department of Economic Opportunity

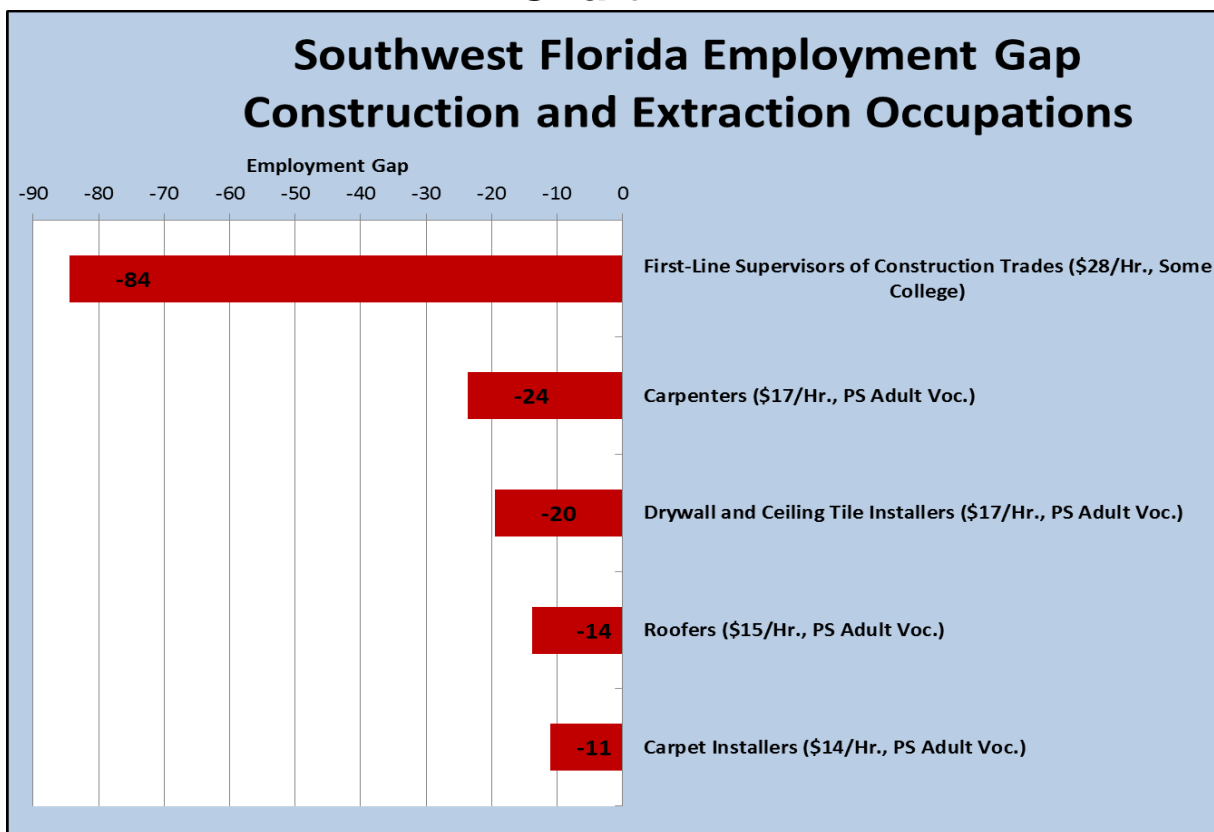
Table 26

Southwest Florida Office and Administrative Support Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Executive Secretaries and Executive Administrative	143	44	-99	3,990	\$19.25	PS Adult Voc.
First-Line Supervisors of Office and Administrative Support Workers	196	98	-98	3,743	\$20.47	Some College
Tellers	78	11	-67	1,515	\$12.29	PS Adult Voc.
Hotel, Motel, and Resort Desk Clerks	84	19	-65	1,351	\$11.08	HS/GED
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	81	38	-43	9,238	\$13.73	PS Adult Voc.
Customer Service Representatives	264	224	-40	4,774	\$13.67	PS Adult Voc.
Medical Secretaries	106	67	-39	1,193	\$14.07	PS Adult Voc.
Stock Clerks and Order Fillers	111	83	-28	8,640	\$10.50	HS/GED
Receptionists and Information Clerks	109	89	-20	4,149	\$12.79	HS/GED
Legal Secretaries	29	11	-18	544	\$20.03	PS Adult Voc.
Billing and Posting Clerks	24	7	-17	793	\$15.25	HS/GED
Interviewers, Except Eligibility and Loan	14	1	-13	1,449	\$13.73	HS/GED
Office Clerks, General	88	77	-11	6,224	\$11.65	HS/GED
Loan Interviewers and Clerks	13	3	-10	664	\$16.36	PS Adult Voc.
Bill and Account Collectors	21	11	-10	1,329	\$16.31	HS/GED

Source: Florida Department of Economic Opportunity

Chart 27 and Table 27 show the current employment gaps for the major occupational group, office and administrative support occupations. The major employment gaps were for executive secretaries and administration, first-line supervisors, tellers, hotel desk clerks, secretaries, and customer service representatives.

Chart 27



Source: Florida Department of Economic Opportunity

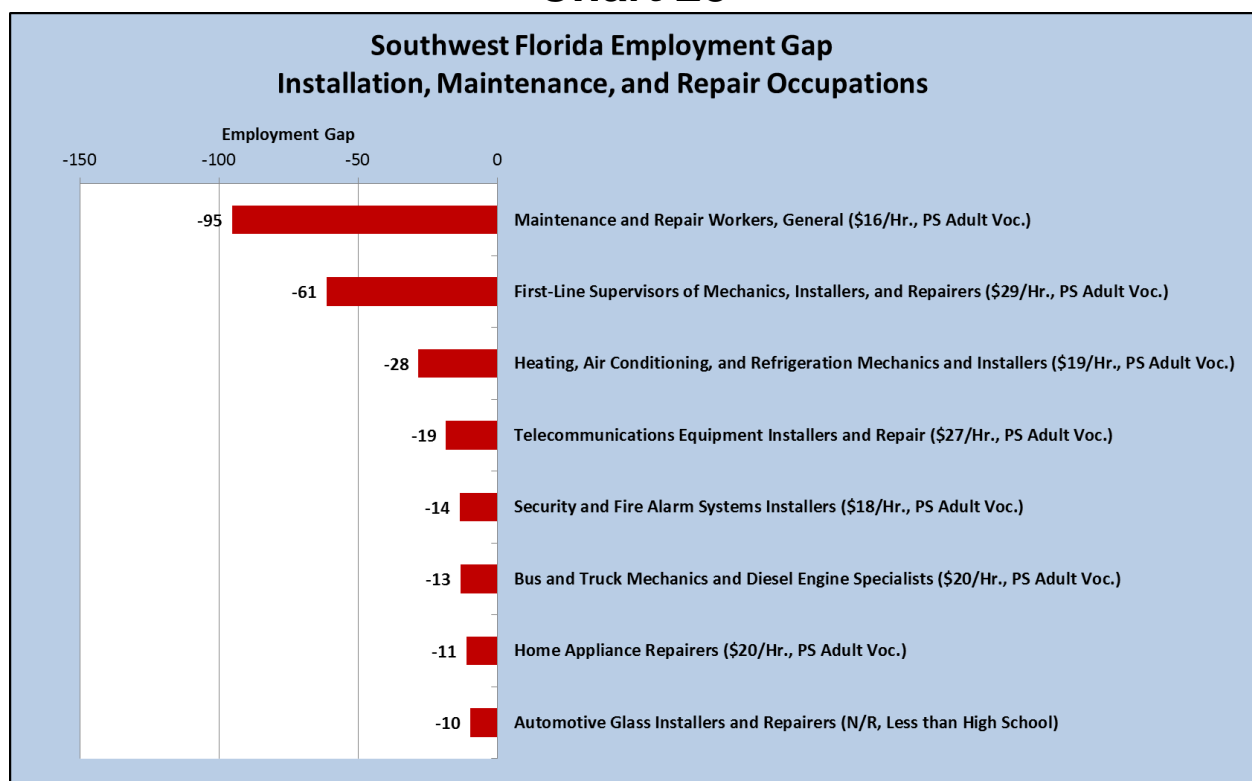
Table 27

Southwest Florida Construction and Extraction Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
First-Line Supervisors of Construction Trades	100	16	-84	3,281	\$27.95	Some College
Carpenters	101	77	-24	3,978	\$16.90	PS Adult Voc.
Drywall and Ceiling Tile Installers	28	8	-20	379	\$17.38	PS Adult Voc.
Roofers	21	7	-14	784	\$15.34	PS Adult Voc.
Carpet Installers	13	2	-11	127	\$13.85	PS Adult Voc.

Source: Florida Department of Economic Opportunity

Chart 28 and Table 28 show the current employment gaps for the major occupational group, installation, maintenance, and repair occupations. The major employment gaps were for maintenance and repair workers, first-line supervisors of mechanics, installers, and repairers, HVAC mechanics and installers, and telecommunication equipment installers and repair.

Chart 28



Source: Florida Department of Economic Opportunity

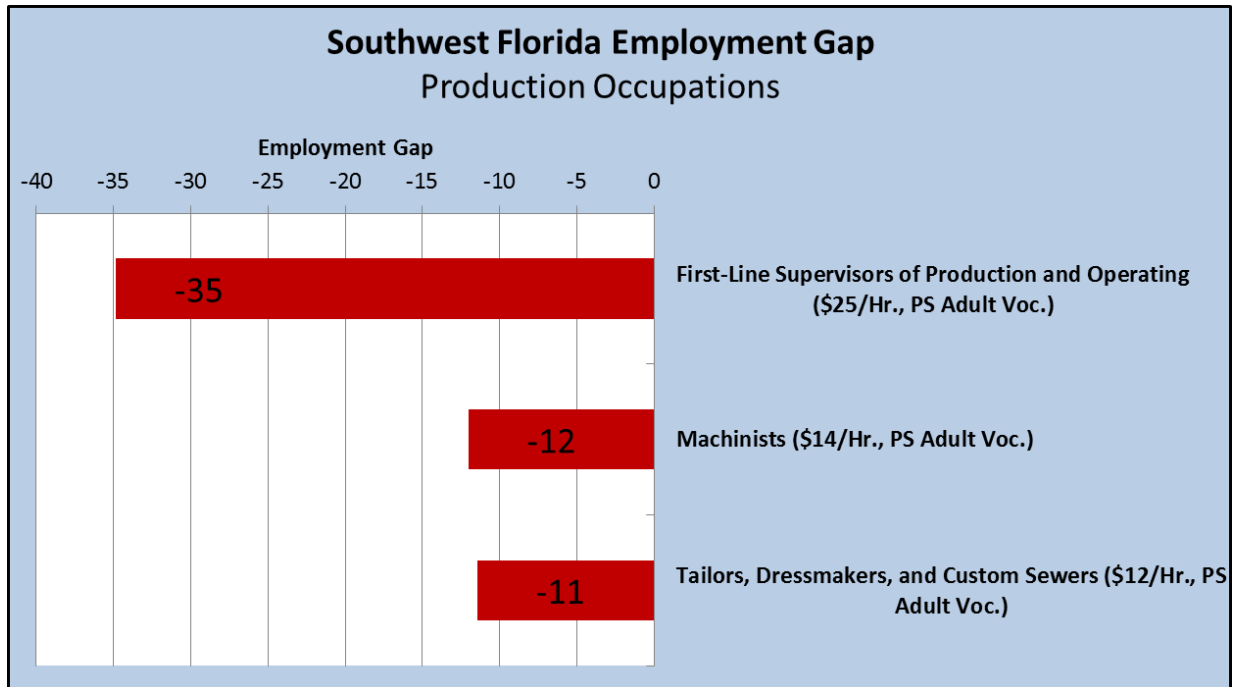
Table 28

Southwest Florida Installation, Maintenance, and Repair Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median hourly Wage	Minimum Education Level
Maintenance and Repair Workers, General	190	95	-95	4,157	\$15.50	PS Adult Voc.
First-Line Supervisors of Mechanics, Installers, and Repairers	78	17	-61	1,213	\$29.15	PS Adult Voc.
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	86	58	-28	1,352	\$19.06	PS Adult Voc.
Telecommunications Equipment Installers and Repairers	29	10	-19	782	\$26.98	PS Adult Voc.
Security and Fire Alarm Systems Installers	19	5	-14	329	\$18.48	PS Adult Voc.
Bus and Truck Mechanics and Diesel Engine Specialists	44	31	-13	340	\$20.20	PS Adult Voc.
Home Appliance Repairers	15	4	-11	201	\$20.18	PS Adult Voc.
Automotive Glass Installers and Repairers	11	1	-10	N/R	N/R	LTHS

Source: Florida Department of Economic Opportunity

Chart 29 and Table 29 show the current employment gaps for the major occupational group, Production occupations. The major employment gaps were for first-line supervisors of production and operating, machinists, machinists, and tailors and custom sewers.

Chart 29



Source: Florida Department of Economic Opportunity

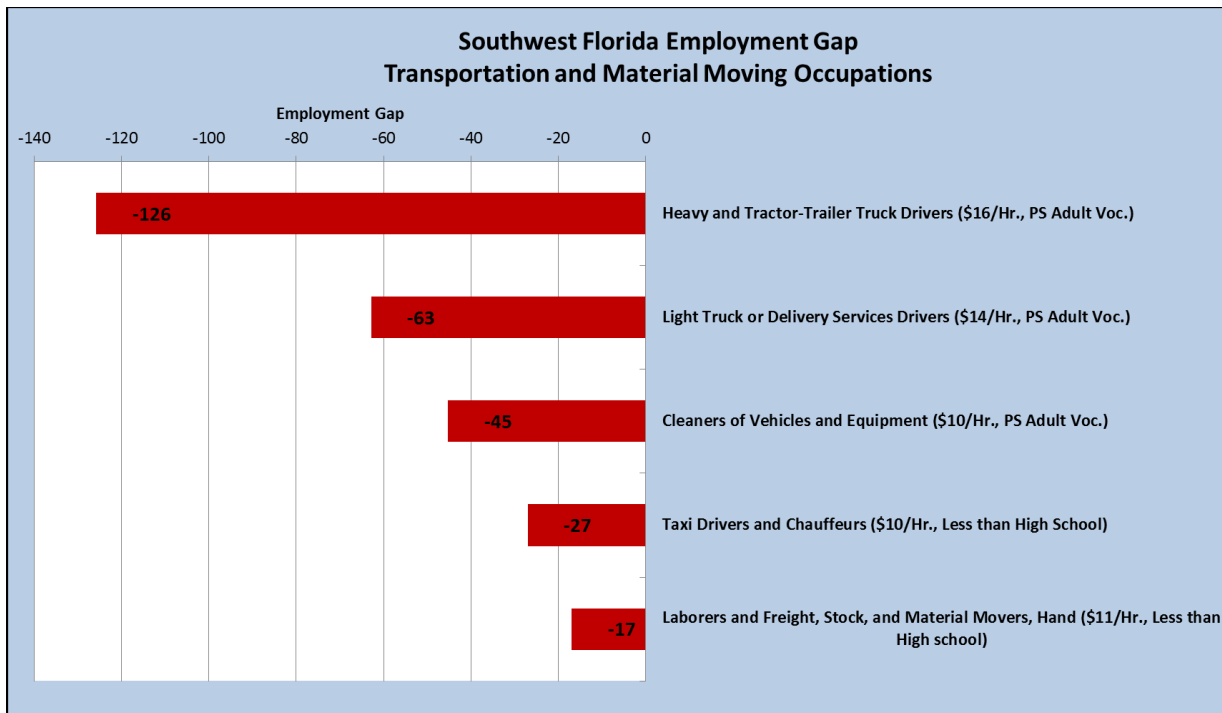
Table 29

Southwest Florida Production Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
First-Line Supervisors of Production and Operating	55	20	-35	751	\$25.17	PS Adult Voc.
Machinists	16	4	-12	262	\$14.48	PS Adult Voc.
Tailors, Dressmakers, and Custom Sewers	12	1	-11	N/R	\$11.52	PS Adult Voc.

Source: Florida Department of Economic Opportunity

Chart 30 and Table 30 show the current employment gaps for the major occupational group, transportation and material moving occupations. The major employment gaps were for heavy truck drivers, delivery service drivers, cleaners of vehicles and equipment, taxi drivers, and laborers.

Chart 30



Source: Florida Department of Economic Opportunity

Table 30

Southwest Florida Transportation and Material Moving Occupations						
Occupations	Short Term Demand	Short Term Supply	Supply Gap	Current year Employment	Median Hourly Wage	Minimum Education Level
Heavy and Tractor-Trailer Truck Drivers	240	114	-126	2,831	\$16.16	PS Adult Voc
Light Truck or Delivery Services Drivers	114	51	-63	2,221	\$14.28	PS Adult Voc
Cleaners of Vehicles and Equipment	52	7	-45	1,034	\$10.09	PS Adult Voc
Taxi Drivers and Chauffeurs	33	6	-27	629	\$9.92	LTHS
Laborers and Freight, Stock, and Material Movers, Hand	65	48	-17	3,051	\$11.18	LTHS

Source: Florida Department of Economic Opportunity

7.0 Southwest Florida Long-term Average Annual Employment Growth by Occupation 2012 to 2020

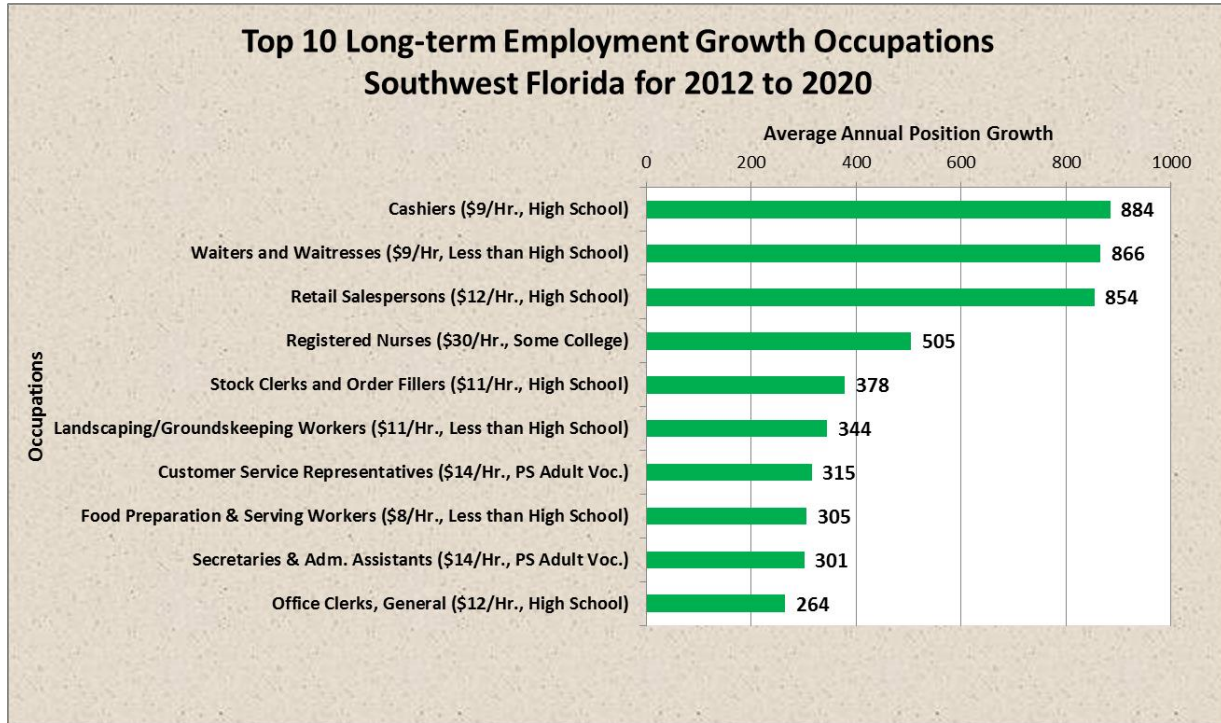
The Florida Department of Economic Opportunity provided its forecast average annual demand for Southwest Florida employees for the period 2012 to 2020. This forecast provides additional information about expected occupational demands for the region. Information is presented for the top 50 growth occupations along with the current hourly wage and educational requirements. The top 10 employment growth occupations are:

1. Cashiers
2. Waiters and waitresses
3. Retail salespersons
4. Registered nurses
5. Store clerks and order fillers
6. Landscaping and groundskeepers
7. Customer service representatives
8. Food preparation and serving workers
9. Secretaries and administrative assistants
10. Office clerks

The top 10 growth occupations are shown in chart 31 and Table 31 and provide the average annual growth per occupation along with the current median wage and

minimum educational requirement. These occupations primarily reflect the expected growth in retail, hospitality, and healthcare.

Chart 31



Source: Florida Department of Economic Opportunity

Table 31

Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Cashiers	884	13,898	\$8.96	HS/GED
Waiters and Waitresses	866	11,468	\$9.25	LTHS
Retail Salespersons	854	15,695	\$11.63	HS/GED
Registered Nurses	505	9,262	\$30.13	Some College
Stock Clerks and Order Fillers	378	8,640	\$10.50	HS/GED
Landscaping and Groundskeeping Workers	344	9,339	\$11.16	LTHS
Customer Service Representatives	315	4,774	\$13.67	PS Adult Voc
Combined Food Preparation and Serving Workers, Inc. Fast Food	305	7,365	\$8.23	LTHS
Secretaries & Adm. Assistants, Except Legal, Medical, & Exec.	301	9,238	\$13.73	PS Adult Voc
Office Clerks, General	264	6,224	\$11.65	HS/GED

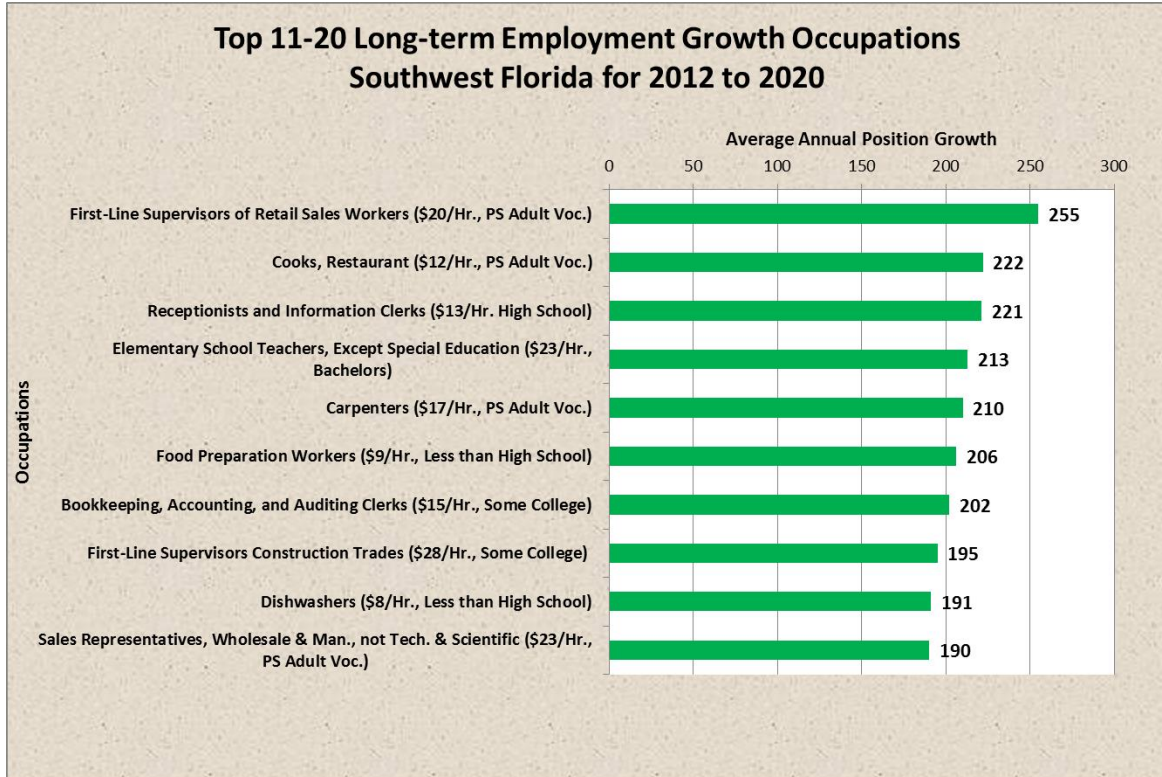
Source: Florida Department of Economic Opportunity

The next highest growth occupations for Southwest Florida include:

11. First-line supervisors of retail sales workers
12. Restaurant cooks
13. Receptionists and information clerks
14. Elementary school teachers
15. Carpenters
16. Food preparation workers
17. Bookkeeping, accounting, and auditing clerks
18. First-line supervisors of construction trades
19. Dishwashers
20. Sales representatives

Again, the expected growth in the retail and hospitality industries is driving the growth of many of these occupations, but construction trades and supervisors, along with school teachers, are included in the 11 to 20 highest growth occupations for Southwest Florida.

Chart 32



Source: Florida Department of Economic Opportunity

Table 32

The Top 11 to 20 Long-Term Growth Positions Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
First-Line Supervisors of Retail Sales Workers	255	6,345	\$19.60	PS Adult Voc
Cooks, Restaurant	222	4,745	\$12.11	PS Adult Voc
Receptionists and Information Clerks	221	4,149	\$12.79	HS/GED
Elementary School Teachers, Except Special Education	213	3,558	\$23.06	Bachelors
Carpenters	210	3,978	\$16.90	PS Adult Voc
Food Preparation Workers	206	3,787	\$9.31	LTHS
Bookkeeping, Accounting, and Auditing Clerks	202	5,693	\$15.45	Some College
First-Line Supervisors Construction Trades	195	3,281	\$27.95	Some College
Dishwashers	191	2,665	\$8.25	LTHS
Sales Representatives, Wholesale & Man., not Tech. & Scientific	190	2,936	\$23.30	PS Adult Voc

Source: Florida Department of Economic Opportunity

The next highest growth occupations for Southwest Florida are include:

21. First-line supervisors of office workers
22. Farmworkers and laborers
23. Construction laborers
24. Janitors and cleaners
25. Sales representatives
26. Executive secretaries and Executive administrative
27. Accountants and auditors
28. Laborers and material movers
29. Hosts and Hostesses
30. Maintenance and repair workers

The information on these high-growth occupations is shown in Chart 33 and Table 33.

Chart 33



Source: Florida Department of Economic Opportunity

Table 33

Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
First-Line Supervisors of Office and Administrative Support Workers	177	3,743	\$20.47	Some College
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	177	6,379	\$8.46	LTHS
Construction Laborers	169	3,452	\$12.33	LTHS
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	162	5,212	\$10.63	LTHS
Sales Representatives, Services, All Other	162	3,013	\$21.16	HS/GED
Executive Secretaries and Executive Administrative	160	3,990	\$19.25	PS Adult Voc
Accountants and Auditors	155	3,391	\$28.53	Bachelors
Laborers and Freight, Stock, and Material Movers, Hand	154	3,051	\$11.18	LTHS
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	150	1,519	\$9.07	LTHS
Maintenance and Repair Workers, General	150	4,157	\$15.50	PS Adult Voc

Source: Florida Department of Economic Opportunity

The next highest growth occupations for Southwest Florida include:

- 31. Amusement and recreation attendants
- 32. Licensed practical and vocational nurses
- 33. Dining room attendants and bartenders
- 34. Heavy tractor-trailer truck drivers
- 35. Teachers and instructors
- 36. General and operations managers
- 37. Counter attendants, cafeteria and coffee shops
- 38. Security guards
- 39. Plumbers, pipefitters, and steamfitters
- 40. Automotive service technicians and mechanics

The information on these forecast high-growth occupations is shown in Chart 34 and Table 34.

Chart 34



Source: Florida Department of Economic Opportunity

Table 34

The Top 31 to 40 Long-Term Growth Positions Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Amusement and Recreation Attendants	148	1,926	\$8.45	LTHS
Licensed Practical and Licensed Vocational Nurses	145	2,341	\$19.82	PS Adult Voc
Dining Room and Cafeteria Attendants and Bartender	138	2,102	\$8.12	LTHS
Heavy and Tractor-Trailer Truck Drivers	134	2,831	\$16.16	PS Adult Voc
Teachers and Instructors, All Other	129	3,122	\$16.68	Bachelors
General and Operations Managers	127	3,081	\$38.05	Some College
Counter Attendants, Cafeteria & Coffee Shop	127	1,176	\$8.94	LTHS
Security Guards	118	2,899	\$11.02	PS Adult Voc
Plumbers, Pipefitters, and Steamfitters	115	2,249	\$19.35	PS Adult Voc
Automotive Service Technicians and Mechanics	114	2,567	\$19.95	PS Adult Voc

Source: Florida Department of Economic Opportunity

The next highest growth occupations for Southwest Florida include:

41. Maids and housekeeping cleaners
42. Childcare workers
43. Real estate sales agents
44. Secondary school teachers
45. Bartenders
46. Painters
47. Delivery service drivers
48. Business operations specialists
49. Insurance sales agents
50. Heating, cooling, and refrigeration mechanics and installers

The information on these forecast high-growth occupations is shown in Chart 35 and Table 35.

Chart 35



Source: Florida Department of Economic Opportunity

Table 35

**The Top 41 to 50 Long-Term Growth Positions
Southwest Florida 2012 to 2020**

Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Maids and Housekeeping Cleaners	111	4,676	\$9.59	LTHS
Childcare Workers	108	1,978	\$9.29	PS Adult Voc
Real Estate Sales Agents	107	2,354	\$20.25	PS Adult Voc
Secondary School Teachers, Except Sp. & Career/Tech. Ed.	104	1,785	\$29.99	Bachelors
Bartenders	103	1,903	\$10.29	LTHS
Painters, Construction and Maintenance	102	2,070	\$15.12	PS Adult Voc
Light Truck or Delivery Services Drivers	99	2,221	\$14.28	PS Adult Voc
Business Operations Specialists, All Other	96	2,190	\$25.90	Some College
Insurance Sales Agents	95	2,086	\$21.73	PS Adult Voc
Heating, Air Conditioning, & Refrigeration Mechanics and Installers	94	1,352	\$19.06	PS Adult Voc

Source: Florida Department of Economic Opportunity

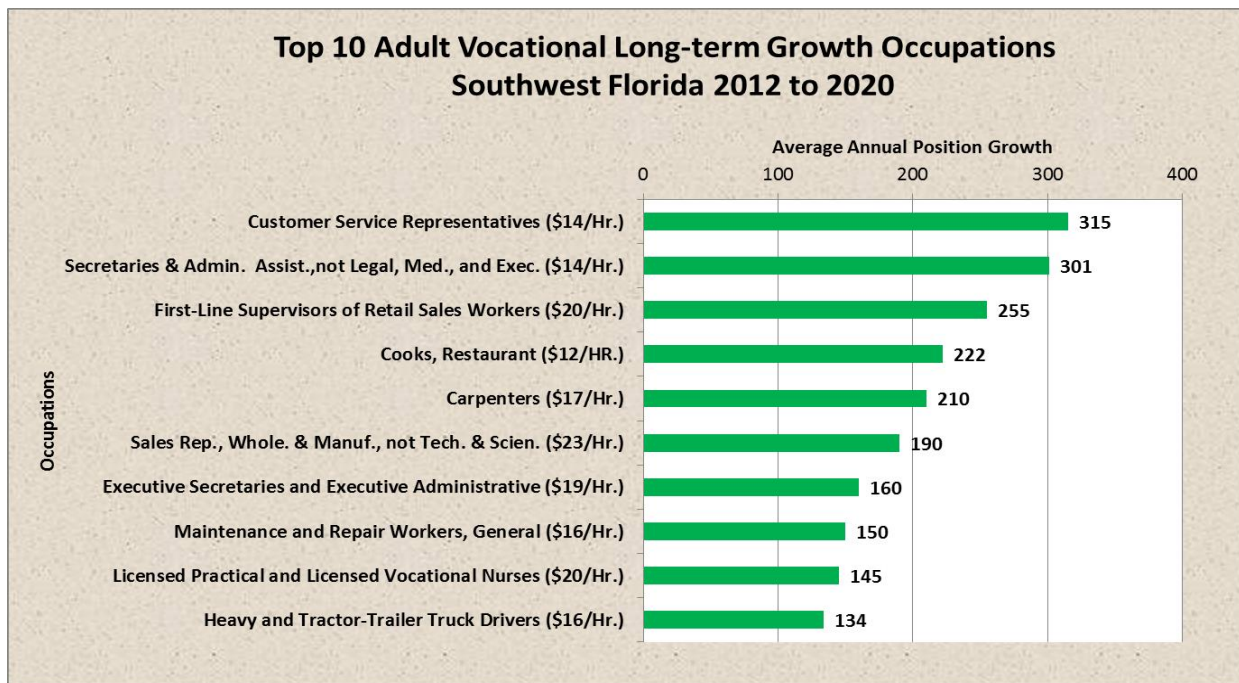
8.0 Top Growth Occupations by Minimum Educational Requirement

Finally, the study looked at long-run occupational growth by identifying the fastest growing occupations by the minimal educational requirement including:

- Post-Secondary Adult Vocational
- Some College
- Bachelor’s Degree
- Masters or Higher

The expected top long-run growth occupations requiring a minimum of Post-secondary adult vocational training are customer service representatives, secretaries and administrative assistants, supervisors of retail sales workers, cooks, carpenters, sales representatives, executive secretaries, maintenance and repair workers, licensed practical and vocational nurses, and heavy and tractor truck drivers, as shown in Chart 36 and Table 36 along with the median wage.

Chart 36



Source: Florida Department of Economic Opportunity

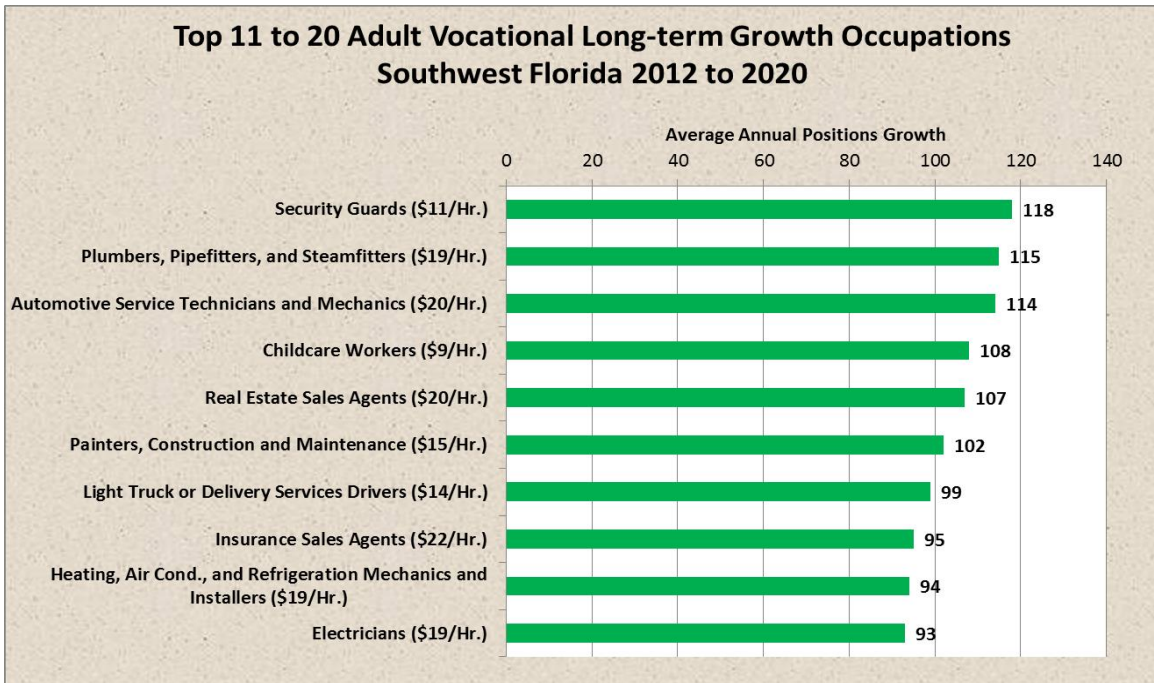
Table 36

The Top 10 Vocational/Adult Education Long-Term Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Customer Service Representatives	315	4,774	\$13.67	PS Adult Voc
Secretaries & Admin. Assist., Except Legal, Medical, and Exec.	301	9,238	\$13.73	PS Adult Voc
First-Line Supervisors of Retail Sales Workers	255	6,345	\$19.60	PS Adult Voc
Cooks, Restaurant	222	4,745	\$12.11	PS Adult Voc
Carpenters	210	3,978	\$16.90	PS Adult Voc
Sales Representatives, Wholesale & Manuf., not Techn. & Scien.	190	2,936	\$23.30	PS Adult Voc
Executive Secretaries and Executive Administrative	160	3,990	\$19.25	PS Adult Voc
Maintenance and Repair Workers, General	150	4,157	\$15.50	PS Adult Voc
Licensed Practical and Licensed Vocational Nurses	145	2,341	\$19.82	PS Adult Voc
Heavy and Tractor-Trailer Truck Drivers	134	2,831	\$16.16	PS Adult Voc

Source: Florida Department of Economic Opportunity

The forecast top 11 to 21 occupations for growth from 2012 to 2020 requiring a minimum of Post-secondary adult vocational training are security guards, plumbers, pipefitters, and steamfitters, automotive service technicians and mechanics, childcare workers, real estate agents, painters, delivery service drivers, insurance agents, heating, cooling, and refrigeration mechanics and installers, and electricians, as shown in Chart 37 and Table 37.

Chart 37



Source: Florida Department of Economic Opportunity

Table 37

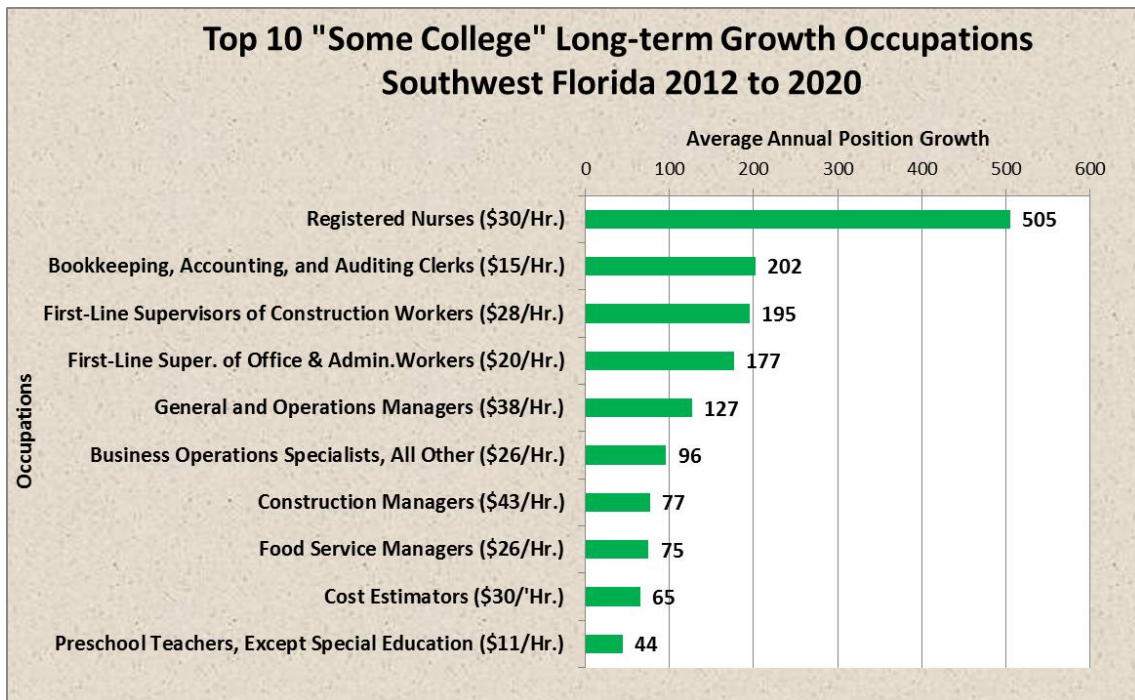
**The Top 11 to 20 Vocational/Adult Education Long-Term Growth Occupations
Southwest Florida 2012 to 2020**

Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Security Guards	118	2,899	\$11.02	PS Adult Voc
Plumbers, Pipefitters, and Steamfitters	115	2,249	\$19.35	PS Adult Voc
Automotive Service Technicians and Mechanics	114	2,567	\$19.95	PS Adult Voc
Childcare Workers	108	1,978	\$9.29	PS Adult Voc
Real Estate Sales Agents	107	2,354	\$20.25	PS Adult Voc
Painters, Construction and Maintenance	102	2,070	\$15.12	PS Adult Voc
Light Truck or Delivery Services Drivers	99	2,221	\$14.28	PS Adult Voc
Insurance Sales Agents	95	2,086	\$21.73	PS Adult Voc
Heating, Air Cond., and Refrigeration Mechanics and Installers	94	1,352	\$19.06	PS Adult Voc
Electricians	93	1,679	\$18.50	PS Adult Voc

Source: Florida Department of Economic Opportunity

The forecast top 10 occupations for growth from 2012 to 2020 requiring a minimum of “some college” are registered nurses, bookkeeping, accounting, and auditing clerks, first-line construction supervisors, general and operations managers, business operations specialists, construction managers, food service managers, cost estimators, and preschool teachers, as shown in Chart 38 and Table 38.

Chart 38



Source: Florida Department of Economic Opportunity

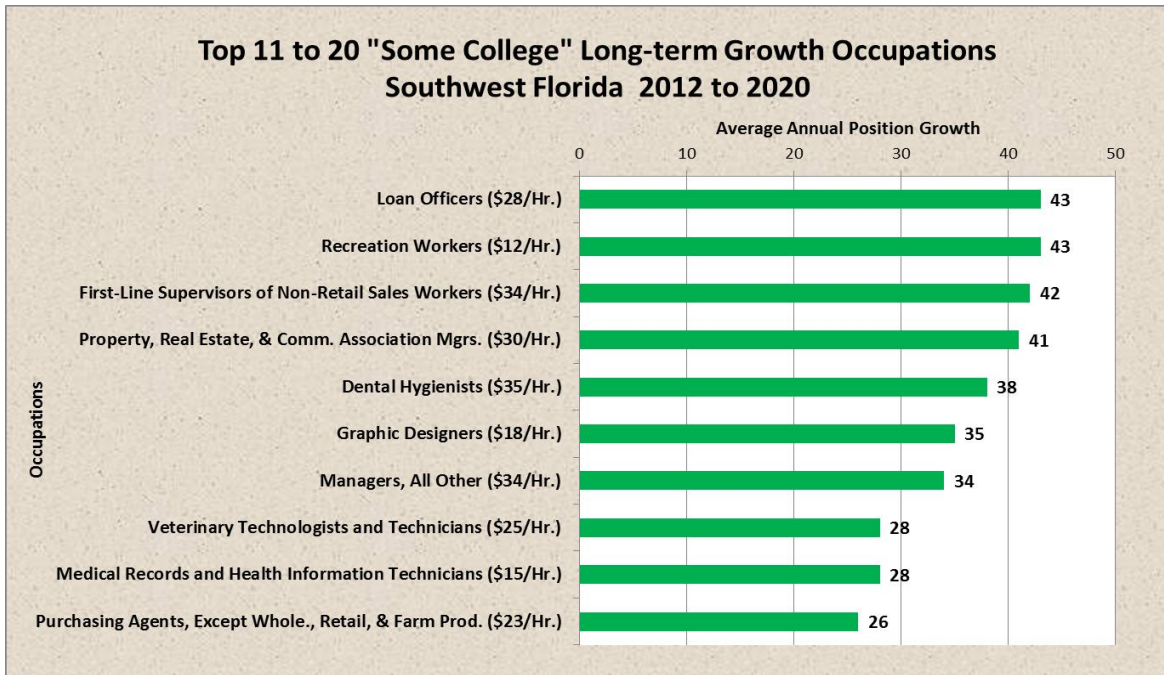
Table 38

The Top 10 "Some College" Long-Term Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Registered Nurses	505	9,262	\$30.13	Some College
Bookkeeping, Accounting, and Auditing Clerks	202	5,693	\$15.45	Some College
First-Line Supervisors of Construction Trades Workers	195	3,281	\$27.95	Some College
First-Line Super. of Office & Admin. Support Workers	177	3,743	\$20.47	Some College
General and Operations Managers	127	3,081	\$38.05	Some College
Business Operations Specialists, All Other	96	2,190	\$25.90	Some College
Construction Managers	77	1,883	\$42.91	Some College
Food Service Managers	75	1,843	\$26.26	Some College
Cost Estimators	65	830	\$30.17	Some College
Preschool Teachers, Except Special Education	44	973	\$11.27	Some College

Source: Florida Department of Economic Opportunity

The forecast top 11 to 20 occupations for growth from 2012 to 2020 requiring a minimum of “some college” are loan officers, recreation workers, first-line supervisors of non-retail sales workers, property and real estate managers, dental hygienists, graphic designers, managers, veterinary technologists and technicians, medical records and health information technicians, and purchasing agents, as shown in Chart 39 and Table 39.

Chart 39



Source: Florida Department of Economic Opportunity

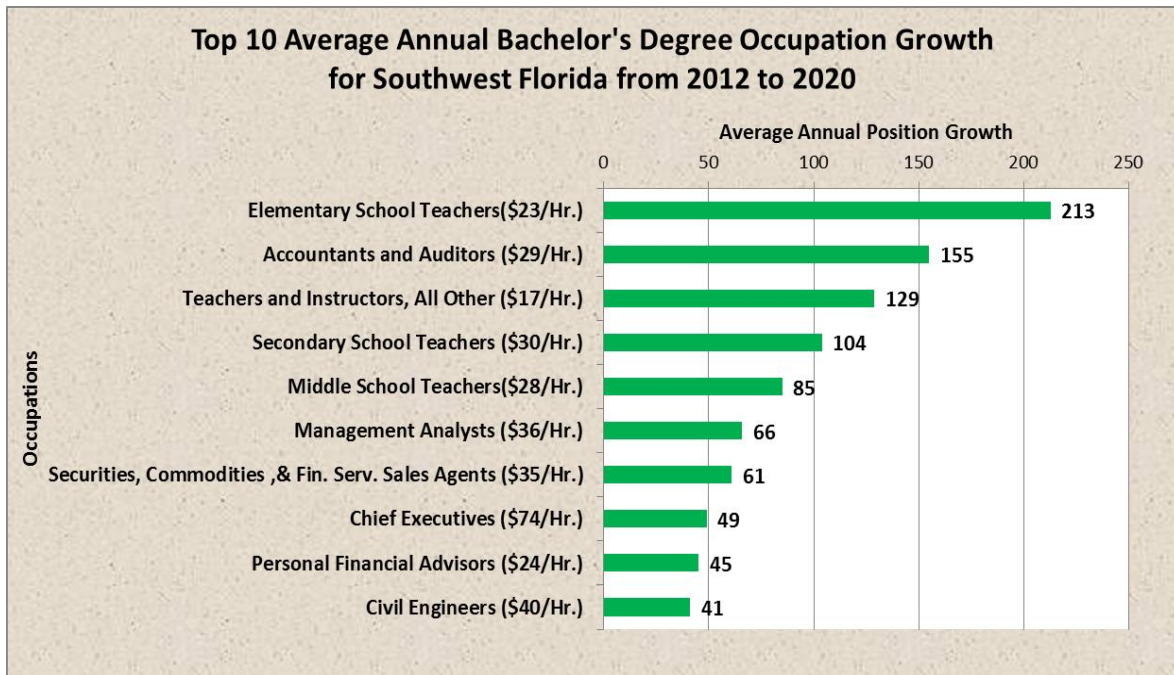
Table 39

The Top 11 to 20 "Some College" Long-Term Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Loan Officers	43	1,135	\$28.10	Some College
Recreation Workers	43	1,124	\$11.51	Some College
First-Line Supervisors of Non-Retail Sales Workers	42	989	\$33.54	Some College
Property, Real Estate, and Community Association Managers	41	1,130	\$30.49	Some College
Dental Hygienists	38	624	\$35.30	Some College
Graphic Designers	35	527	\$18.03	Some College
Managers, All Other	34	791	\$34.35	Some College
Veterinary Technologists and Technicians	28	349	\$14.70	Some College
Medical Records and Health Information Technicians	28	543	\$15.44	Some College
Purchasing Agents, Except Wholesale, Retail, and Farm Products	26	404	\$23.34	Some College

Source: Florida Department of Economic Opportunity

The forecast top 10 occupations for growth from 2012 to 2020 requiring a bachelor's degree include teachers, accountants, management analysts, securities and financial sales agents, chief executives, financial advisors, and civil engineers. These occupations along with the current median hourly wage are shown in Chart 40 and Table 40.

Chart 40



Source: Florida Department of Economic Opportunity

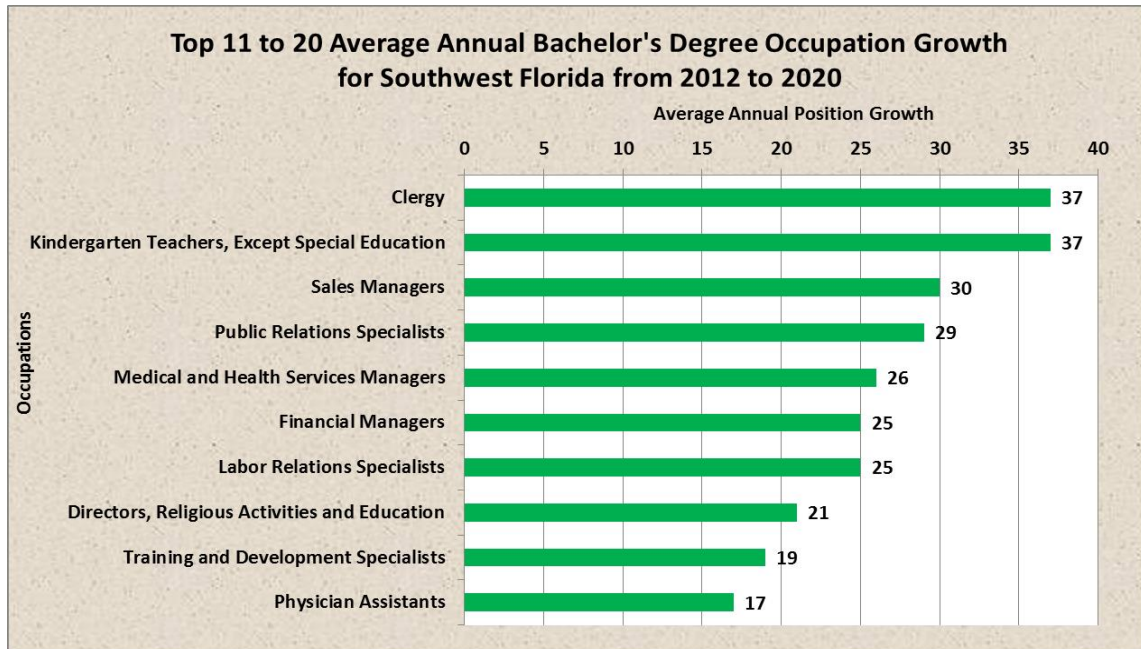
Table 40

The Top 10 Bachelor's Degree Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Average Annual Growth	Current Employment	Median Wage	Minimum Education
Elementary School Teachers, Except Special Education	213	3,558	\$23.06	Bachelors
Accountants and Auditors	155	3,391	\$28.53	Bachelors
Teachers and Instructors, All Other	129	3,122	\$16.68	Bachelors
Secondary School Teachers, Except Special & Career/Tech. Edu.	104	1,785	\$29.99	Bachelors
Middle School Teachers, Except Sp. & Career/Tech. Edu.	85	1,445	\$28.41	Bachelors
Management Analysts	66	1,330	\$35.90	Bachelors
Securities, Commodities, and Financial Services Sales Agents	61	1,048	\$35.17	Bachelors
Chief Executives	49	1,141	\$73.93	Bachelors
Personal Financial Advisors	45	735	\$23.95	Bachelors
Civil Engineers	41	653	\$39.35	Bachelors

Source: Florida Department of Economic Opportunity

The 11 through 20 top growth occupations requiring a minimum of a Bachelor's degree are clergy, kindergarten teachers, sales managers, public relations specialists, medical and health services managers, financial managers, labor relations specialists, directors of religious activities and education, training and development specialists, and physician assistants (which generally require a master's degree), as shown in Chart 41 and Table 41.

Chart 41



Source: Florida Department of Economic Opportunity

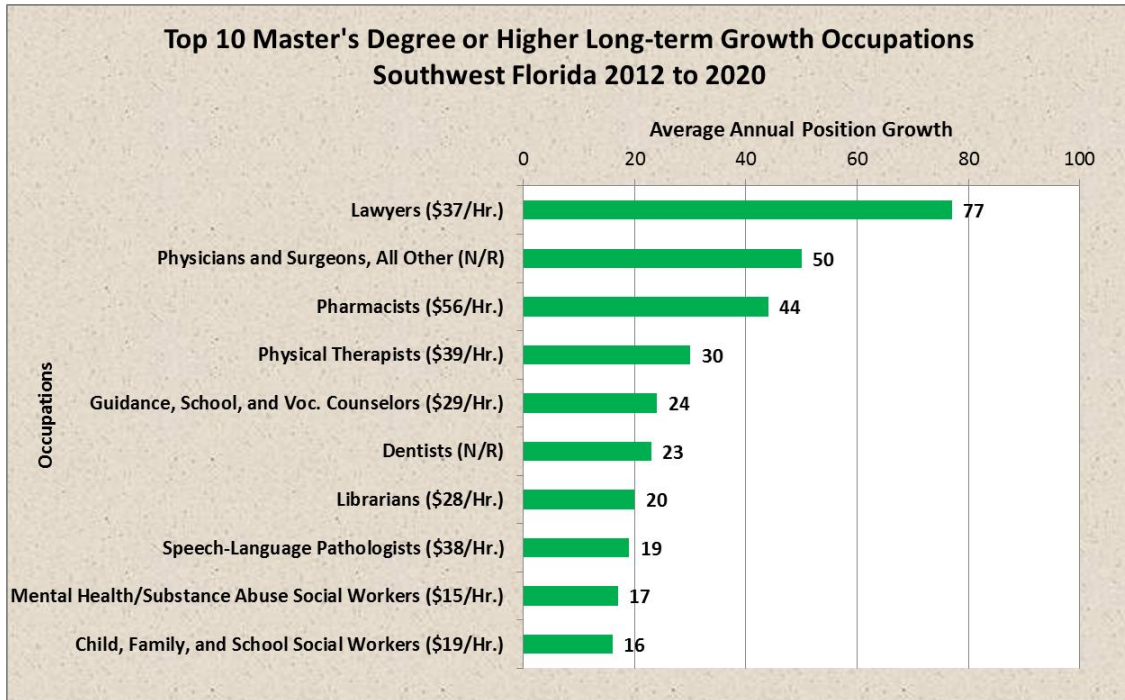
Table 41

The Top 11 to 20 Bachelor's Degree Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Average Annual Growth	Current Employment	Median Wage	Minimum Education
Clergy	37	1,106	\$16.59	Bachelors
Kindergarten Teachers, Except Special Education	37	667	\$27.57	Bachelors
Sales Managers	30	551	\$52.21	Bachelors
Public Relations Specialists	29	510	\$23.56	Bachelors
Medical and Health Services Managers	26	553	\$40.30	Bachelors
Financial Managers	25	665	\$46.87	Bachelors
Labor Relations Specialists	25	441	\$24.45	Bachelors
Directors, Religious Activities and Education	21	621	\$17.49	Bachelors
Training and Development Specialists	19	296	\$21.80	Bachelors
Physician Assistants	17	236	\$46.37	Bachelors

Source: Florida Department of Economic Opportunity

The forecast top 10 occupations for growth from 2012 to 2020 requiring a Master’s degree or higher include lawyers, physicians and surgeons, pharmacists, physical therapists, guidance counselors, dentists, librarians, speech-language pathologists, mental health and substance abuse social workers, and child, family and school social workers, as shown in Chart 42 and Table 42.

Chart 42



Source: Florida Department of Economic Opportunity

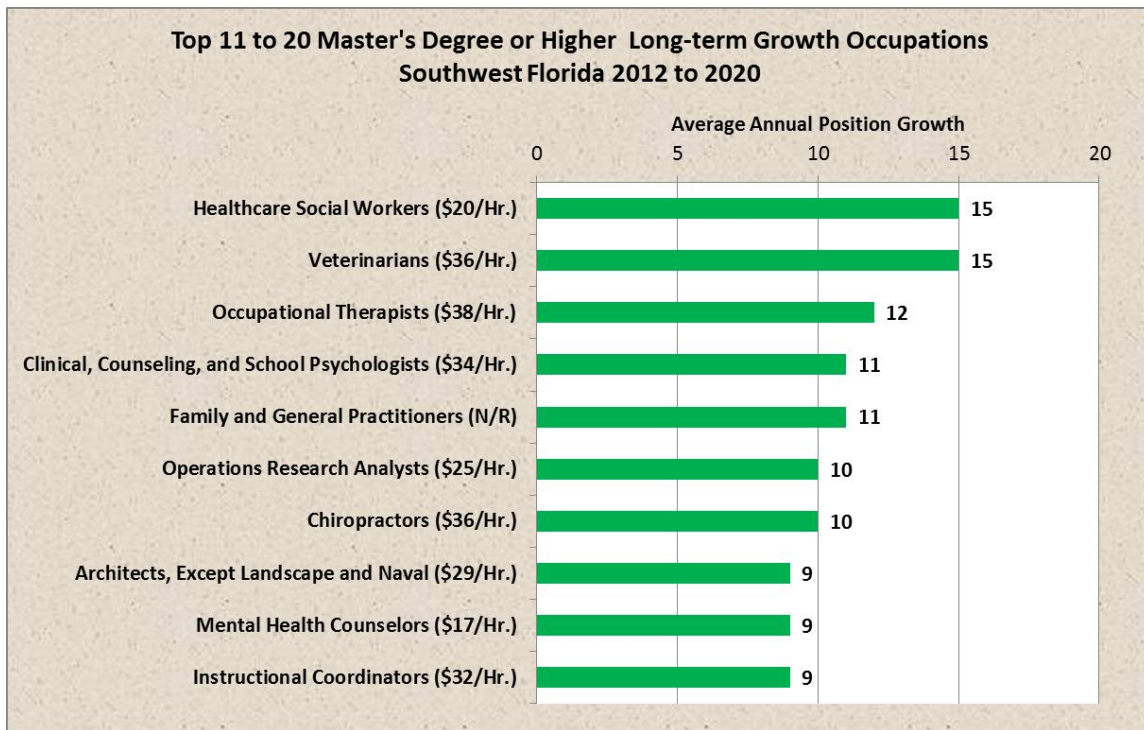
Table 42

The Top 10 Master's Degree or Higher Long-Term Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Lawyers	77	1,973	\$37.35	Masters or higher
Physicians and Surgeons, All Other	50	940	N/R	Masters or higher
Pharmacists	44	853	\$56.11	Masters or higher
Physical Therapists	30	719	\$38.71	Masters or higher
Educational, Guidance, School, and Vocational Counselors	24	512	\$28.94	Masters or higher
Dentists, General	23	448	N/R	Masters or higher
Librarians	20	415	\$28.45	Masters or higher
Speech-Language Pathologists	19	420	\$38.08	Masters or higher
Mental Health and Substance Abuse Social Workers	17	N/R	\$15.01	Masters or higher
Child, Family, and School Social Workers	16	367	\$19.26	Masters or higher

Source: Florida Department of Economic Opportunity

The forecast top 11 to 20 occupations for growth from 2012 to 2020 requiring a Master’s degree or higher includes healthcare social workers, veterinarians, occupational therapists, psychologists, family practitioners, operations research analysts, chiropractors, architects, mental health counselors, and instructional coordinators, as shown in Chart 43 and Table 43

Chart 43



Source: Florida Department of Economic Opportunity

Table 43

The Top 11 to 20 Master's Degree or Higher Long-Term Growth Occupations Southwest Florida 2012 to 2020				
Occupation	Long-term Growth	Current Employment	Median Wage	Minimum Education
Healthcare Social Workers	15	263	\$20.14	Masters or higher
Veterinarians	15	211	\$36.27	Masters or higher
Occupational Therapists	12	265	\$37.57	Masters or higher
Clinical, Counseling, and School Psychologists	11	203	\$34.42	Masters or higher
Family and General Practitioners	11	255	N/R	Masters or higher
Operations Research Analysts	10	182	\$24.74	Masters or higher
Chiropractors	10	212	\$36.34	Masters or higher
Architects, Except Landscape and Naval	9	179	\$29.30	Masters or higher
Mental Health Counselors	9	200	\$17.46	Masters or higher
Instructional Coordinators	9	165	\$31.91	Masters or higher

Source: Florida Department of Economic Opportunity

9.0 Summary/Conclusions

This study has provided an overview of Southwest Florida’s labor market including the mix of industries, occupations, historical growth, current employment gaps and forecast growth occupations. The quality, depth, and diversity of a region’s workforce are critical components in fostering economic growth and development. The importance of this information in understanding what opportunities exist for students, parents, businesses, and educators will help foster discussion, better decisions, and more collaboration. Technology and globalization are driving change in our lives and employment opportunities. The Workforce Now research is designed to provide a continuous flow of research focused on Southwest Florida’s labor market.