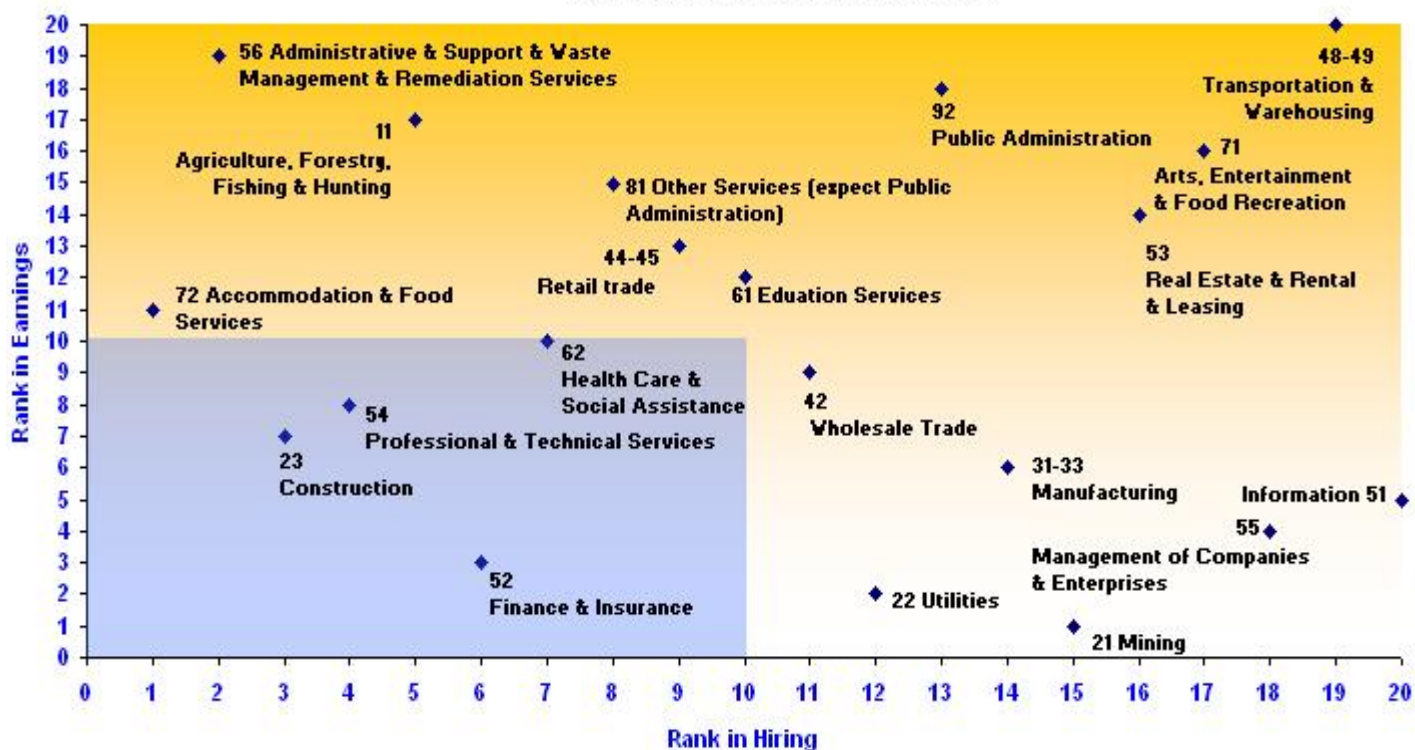


This profile uses Local Employment Dynamics (LED) data to illustrate whether worker hiring is occurring in high-paying industry sectors within the Citrus, Levy & Marion counties. Specifically, sectors are compared and ranked in both hiring and earnings strength using various measures, in order to show which sectors rank highly in both.

CLM Sector Hiring and Earning Ranks



The Jacob France Institute, 2005

This graph illustrates how the twenty NAICS (North American Industrial Classification System) sectors in the CLM area rank in both their hiring (x-axis) and earnings (y-axis) strength. The rankings in each category have been established by determining a “score” for both hiring activity and earnings strength, based, in turn, on an aggregate of a sector’s rank in each of several measures. The data which were compared in order to arrive at these scores and rankings appear on Page 2.

The shaded area in the graph represents a “target zone”. The sectors plotted in this graph- Construction, Finance & Insurance, Health Care & Social Assistance, and Professional, Scientific & Technical Services – are those which rank in the top half of both hiring activity and earnings strength. In addition, two sectors fall just outside the target zone, being one ranking slot removed in one measure or another. One of these, Accommodation & Food Services, shows promise for moving into the target zone. While the sector ranked 11<sup>th</sup> in earnings strength, it scored highly in the two earnings *growth* measures, indicating the potential to improve its overall earnings score (see Table 2- Earnings Rankings on Page 2).

Table 1 CLM Sector Hiring Rankings

| NAICS Sector Code | Employment 2003 (Quarterly avg.) | Employment Rank | Stable Employment Growth (2001-2003) | Stable Employment Growth Rank | Stable New Hires | Stable New Hires Rank | Stable New Hires Growth (2001-2003) | Stable New Hires Growth Rank | Score |
|-------------------|----------------------------------|-----------------|--------------------------------------|-------------------------------|------------------|-----------------------|-------------------------------------|------------------------------|-------|
| 72                | 9,510                            | 6               | 24.4%                                | 2                             | 5,678            | 3                     | 26.1%                               | 1                            | 6     |
| 56                | 6,225                            | 8               | 11.2%                                | 5                             | 3,382            | 5                     | 25.0%                               | 2                            | 12    |
| 23                | 9,833                            | 5               | 11.0%                                | 6                             | 4,247            | 4                     | 9.6%                                | 4                            | 14    |
| 54                | 3,888                            | 11              | 27.2%                                | 1                             | 1,529            | 9                     | 4.6%                                | 7                            | 17    |
| 52                | 3,508                            | 12              | 19.8%                                | 3                             | 1,187            | 12                    | 7.0%                                | 5                            | 20    |
| 62                | 18,213                           | 2               | 9.6%                                 | 7                             | 6,041            | 2                     | -0.3%                               | 11                           | 20    |
| 11                | 3,252                            | 13              | 15.3%                                | 4                             | 1,197            | 11                    | 5.7%                                | 6                            | 21    |
| 61                | 12,722                           | 3               | 3.0%                                 | 13                            | 2,169            | 7                     | 16.8%                               | 3                            | 23    |
| 81                | 4,151                            | 9               | 8.3%                                 | 8                             | 1,604            | 8                     | 2.1%                                | 8                            | 24    |
| 44-45             | 20,471                           | 1               | 4.4%                                 | 11                            | 7,472            | 1                     | -3.4%                               | 13                           | 25    |
| 42                | 3,993                            | 10              | 3.5%                                 | 12                            | 1,397            | 10                    | -1.4%                               | 12                           | 34    |
| 92                | 6,695                            | 7               | 8.0%                                 | 9                             | 1,604            | 13                    | -5.9%                               | 14                           | 36    |
| 22                | 2,113                            | 14              | 4.7%                                 | 10                            | 172              | 18                    | 1.8%                                | 9                            | 37    |
| 31-33             | 11,063                           | 4               | 1.8%                                 | 14                            | 2,733            | 6                     | -29.6%                              | 19                           | 39    |
| 53                | 1,759                            | 16              | -6.40%                               | 16                            | 735              | 15                    | -10.3%                              | 15                           | 46    |
| 21                | 307                              | 20              | -11.2%                               | 17                            | 92               | 20                    | 1.1%                                | 10                           | 47    |
| 55                | 336                              | 19              | 0.68%                                | 15                            | 104              | 19                    | -12.6%                              | 16                           | 50    |
| 71                | 1,525                            | 18              | -20.3%                               | 20                            | 823              | 14                    | -21.4%                              | 17                           | 51    |
| 51                | 1802                             | 15              | -19.6%                               | 19                            | 395              | 17                    | -27.0%                              | 18                           | 54    |
| 48-49             | 1,528                            | 17              | -13.5%                               | 18                            | 441              | 16                    | -43.8%                              | 20                           | 54    |

Table 2 CLM Sector Earnings Rankings

| NAICS Sector Code | Employment Monthly Earnings 2003 | Employment Earnings Rank | Stable Employment Monthly Earnings 2003 | Stable Employment Earnings Rank | Growth in Stable Employment Monthly Earnings ('01-03) | Growth in Stable Employment Earnings Rank | Stable New Hires Earnings 2003 | Stable New Hires Earnings Rank | Growth in Stable New Hires Earnings ('01-03) | Growth in Stable New Hires Earnings Rank | Score |
|-------------------|----------------------------------|--------------------------|---|---------------------------------|---|---|--------------------------------|--------------------------------|--|--|-------|
| 21                | \$2,705                          | 6                        | \$2,885                                 | 6                               | 14.7%   | 1   | \$2,366                        | 2                              | 33.8%  | 2  | 11    |
| 22                | \$5,539                          | 1                        | \$5,675                                 | 1                               | 4.4%  | 13  | \$3,740                        | 1                              | 16.6%  | 5  | 20    |
| 52                | \$2,888                          | 2                        | \$3,080                                 | 3                               | 6.4%  | 8   | \$2,336                        | 3                              | 12.1%  | 6  | 20    |
| 55                | \$2,501                          | 9                        | \$2,688                                 | 9                               | 8.6%  | 5   | \$2,060                        | 6                              | 21.0%  | 3  | 23    |
| 51                | \$2,838                          | 3                        | \$2,979                                 | 5                               | 3.7%  | 17  | \$2,037                        | 7                              | 43.7%  | 1  | 30    |
| 31-33             | \$2,603                          | 7                        | \$2,798                                 | 7                               | 10.9%   | 3   | \$2,032                        | 8                              | -2.3%  | 17                                       | 35    |
| 23                | \$2,207                          | 13                       | \$2,531                                 | 12                              | 10.6%   | 4   | \$1,943                        | 10                             | 7.7%   | 10                                       | 36    |
| 54                | \$2,800                          | 4                        | \$3,157                                 | 2                               | 4.6%  | 12  | \$2,216                        | 5                              | -4.2%  | 19                                       | 38    |
| 42                | \$2,757                          | 5                        | \$2,996                                 | 4                               | 3.7%  | 16  | \$2,225                        | 4                              | 1.7%   | 16                                       | 40    |
| 62                | \$2,576                          | 8                        | \$2,791                                 | 8                               | 5.4%  | 10  | \$1,963                        | 9                              | 4.4%   | 15                                       | 42    |
| 72                | \$1,036                          | 20                       | \$1,234                                 | 20                              | 11.3%   | 2   | \$1,067                        | 20                             | 18.3%  | 4  | 46    |
| 61                | \$2,421                          | 10                       | \$2,534                                 | 11                              | 6.1%  | 9   | \$1,329                        | 19                             | 11.2%  | 8  | 47    |
| 44-45             | \$1,791                          | 16                       | \$2,003                                 | 16                              | 7.8%  | 6   | \$1,436                        | 17                             | 5.3%   | 13                                       | 52    |
| 53                | \$1,878                          | 14                       | \$2,086                                 | 14                              | 4.4%  | 14  | \$1,683                        | 14                             | 7.0%   | 12                                       | 54    |
| 81                | \$1,680                          | 17                       | \$1,880                                 | 18                              | 7.2%  | 7   | \$1,496                        | 16                             | 5.3%   | 14                                       | 55    |
| 11                | \$1,830                          | 15                       | \$2,073                                 | 15                              | 3.3%  | 18  | \$1,695                        | 13                             | 7.3%   | 11                                       | 57    |
| 71                | \$1,352                          | 19                       | \$1,559                                 | 19                              | 4.7%  | 11  | \$1,431                        | 18                             | 8.2%   | 9  | 57    |
| 92                | \$2,366                          | 11                       | \$2,457                                 | 13                              | 4.2%  | 15  | \$1,743                        | 12                             | -3.9%  | 18                                       | 58    |
| 56                | \$1,635                          | 18                       | \$1,954                                 | 17                              | 1.5%  | 20  | \$1,680                        | 15                             | 11.3%  | 7  | 59    |
| 48-49             | \$2,298                          | 12                       | \$2,582                                 | 10                              | 2.8%  | 19  | \$1,867                        | 11                             | -15.6%                                       | 20                                       | 60    |

The tables at left reveal all of the data used to establish the sectors rankings and positioning illustrated on Page 1. Each yellow column contains the data for a given sector and measure; each blue column indicates the rank according to the data that precedes it. The scores appearing in the green column represent the sum of the rankings in that table, with the lowest total representing the “best” score and the highest ranking. The data and rankings reflected in the orange columns are for illustrative purposes only, and were not factored into the determination of the rankings. A guide to sector codes and titles appears at the bottom of this page.

The definitions of each of the measures in the two tables appear below. All measures, whether totals or quarterly averages, represent the four quarters of the year(s) indicated, to minimize seasonal factors.

**Employment 2003 (Quarterly avg.)-** the number of workers employed by businesses at the beginning of the quarter, averaged for the four quarters of 2003.

**Stable Employment Growth (2001-2003)-** ‘Stable’ Employment refers to the number of workers at the beginning of the quarter who have been employed by a particular business in at least three consecutive quarters. Growth is measured by comparing the quarterly averages for 2001 and 2003.

**Stable New Hires 2003-** the number of newly hired workers that were now employed at a particular business in a third consecutive quarter; totaled for the year 2003.

**Stable New Hires Growth (2001-2003)-** measures the difference between the four quarter totals of Stable New Hires between 2001 and 2003.

**Employment Monthly Earnings 2003-** the average monthly earnings within a given quarter for workers; averaged for the four quarters of 2003.

**Stable Employment Monthly Earnings 2003-** the average monthly earnings within a given quarter for workers who have been employed by a particular business in at least three consecutive quarters; averaged for the four quarters of 2003.

**Growth in Stable Employment Monthly Earnings (’01-’03)-** measures the difference between the four quarter averages of Stable Employment Monthly Earnings in 2001 and 2003.

**Stable New Hire Earnings 2003-** the average monthly earnings within a given quarter for newly hired workers that were now employed at a particular business in a third consecutive quarter; averaged for the four quarters of 2003.

**Growth in Stable New Hire Earnings 2003 (’01-’03)-** measures the difference between the four quarter averages of Stable New Hire Earnings in 2001 and 2003.

These measures represent a combination of ‘point in time’ and ‘directional’ values. The measures have not been weighted here, but could be according to how a data user might want to emphasize the importance of some measures versus others.

The tables add valuable detail in to the information shown on the graph on Page 1. For example, while Accommodations & Food Service (Sector 72) is ranked 11<sup>th</sup> in earnings strength, Table 2 reveals how this overall position includes bottom rankings in the static measures, but very high rankings in the growth measures. In fact, of the ten sectors that make of the bottom half of the Stable New Hires Earnings rankings, eight of them boasted a higher ranking in the Growth measure.

In the hiring rankings, Health Care & Social Assistance (Sec. 62) ranks very highly in the number Stable New Hires, but shows virtually no Stable New Hire Growth. Conversely, Financial Services and Education Services (Sectors 52 and 61, respectively) are among those whose rank in Stable New Hires is well exceeded by their rank in Stable New Hires Growth. Data users can examine the earnings performance of these sectors to see if that hiring growth is leading to opportunities for higher earnings.

### Guide to NAICS Sector Codes and Titles

|       |  |    |  |
|-------|--|----|--|
| 11    | Agriculture, Forestry, Fishing & Hunting | 54 | Professional, Scientific, & Technical Services                     |
| 21    | Mining                                   | 55 | Management of Companies & Entertainment                            |
| 22    | Utilities                                | 56 | Administrative & Support & Waste Management & Remediation Services |
| 23    | Construction                             | 61 | Education Services   |
| 31-33 | Manufacturing                            | 62 | Health Care & Social Assistance                                    |
| 42    | Wholesale                                | 71 | Arts, Entertainment & Food Service                                 |
| 44-45 | Retail Trade                             | 72 | Accommodation & Food Service                                       |
| 48-49 | Transportation & Warehousing             | 81 | Other Services ( except public Administration)                     |
| 51    | Information                              | 92 | Public Administration  |
| 52    | Finance & Insurance                      |    |  |
| 53    | Real Estate & Rental & Leasing           |    |  |