

ANALYSIS

BUSINESS AND EMPLOYMENT

In April 2000, the Florida Department of Labor reported there were 141,300 people in Volusia County's workforce and that the unemployment rate was 3.7%.

Employment by Industry	1990	2000	Change	1990-00 % Change
Agriculture/Forestry/Fishing	3,185	3,623	438	14%
Mining	-	-	-	0%
Construction	7,789	7,738	(51)	-1%
Manufacturing	11,891	11,512	(379)	-3%
Transportation/Communications/Utilities	3,920	5,318	1,398	36%
Wholesale Trade	3,633	5,167	1,534	42%
Retail Trade	36,623	34,102	(2,521)	-7%
Finance/Insurance/Real Estate	5,669	5,793	124	2%
Services	33,290	47,063	13,773	41%
Government	20,219	20,984	765	4%
TOTAL	126,219	141,300	15,081	12%

Source: Florida Department of Labor, ES202, 2001.

Volusia County – Employment by Industry

The largest increase in employment was in the service sector where 13,723 new jobs were added. Surprisingly, the retail sector lost 2,521 jobs during the 1990s.

BUSINESSES

The number of businesses within Volusia County grew from 8,497 in 1990 to 10,125 in 1999, a 19% increase.

Growth in Business – 1990 to 2000

Industry	1990	2000	Change
Agriculture/Forestry/Fishing	321	383	62
Mining	N/A	N/A	N/A
Construction	1,177	1,184	7
Manufacturing	355	426	71
Transportation/Communications/Utilities	248	322	74
Wholesale Trade	436	601	165
Retail Trade	1,961	2,168	207
Finance/Insurance/Real Estate	681	850	169
Services	3,183	3,908	725

Source: Florida Department of Labor, ES202, 2001.

The service industry also created the most new businesses (725) in the 1990s.

Average wages in Volusia County grew by almost 33% between 1990 and 2000. The average wage in 2000 was only \$25,073.

Industry	1990	2000	Change	
Agriculture/Forestry/Fishing	\$ 11,338	\$ 16,405	4,067	36%
Mining	N/A	N/A	N/A	
Construction	\$ 19,013	\$ 27,001	7,988	42%
Manufacturing	\$ 23,169	\$ 31,167	7,988	35%
Transportation/Communications/Utilities	\$ 24,599	\$ 30,188	5,589	23%
Wholesale Trade	\$ 21,609	\$ 28,362	6,753	31%
Retail Trade	\$ 11,131	\$ 16,221	5,090	46%
Finance/Insurance/Real Estate	\$ 22,579	\$ 30,578	8,049	36%
Services	\$ 16,908	\$ 26,266	9,358	55%

Source: Florida Department of Labor, ES202, 2001.

Changes in Average Wages

Volusia County's wage structure is far below the average wages for the Orlando MSA, Florida and the U.S. as a whole. The County's average wage is only 83% of Orlando's regions.

Wages by Sector 2000 Comparison

	Florida	US	Orlando MSA	Volusia County
Agriculture/Forestry/Fishing	\$ 18,064	\$ 19,411	\$ 21,113	\$ 15,405
Construction	\$ 29,938	\$ 34,812	\$ 33,082	\$ 27,001
Manufacturing	\$ 36,217	\$ 41,941	\$ 42,201	\$ 31,167
Transportation/Communications/Utilities	\$ 37,067	\$ 41,786	\$ 32,942	\$ 30,188
Wholesale Trade	\$ 40,995	\$ 44,185	\$ 43,990	\$ 28,362
Retail Trade	\$ 17,807	\$ 17,802	\$ 18,643	\$ 16,221
Finance/Insurance/Real Estate	\$ 40,666	\$ 50,910	\$ 40,378	\$ 30,578
Services	\$ 27,706	\$ 31,509	\$ 28,722	\$ 26,266
Average	\$ 28,796	\$ 33,465	\$ 30,213	\$ 25,073

Source: Florida Department of Labor, ES202, 2002.

FUTURE EMPLOYMENT PROJECTIONS

The state projects that Volusia County will add approximately 3,108 new jobs each year for an annual rate of growth of 2%.

Annual Rate of Growth: 2%			
	2001	2009	Annual Change
Agriculture/Forestry/Fishing	4,912	5,233	40
Mining	3	3	-
Construction	7,541	8,322	98
Manufacturing	10,998	11,595	68
Transportation/Communications/Utilities	5,700	6,267	71
Wholesale Trade	41,499	47,001	689
Retail Trade	35,900	40,721	603
Finance/Insurance/Real Estate	6,714	7,512	100
Services	54,305	67,210	1,613
Total	167,572	193,864	3,282

Source: Florida Department of Workforce Innovation, 2002.

Job Growth Occupations: 2001-2009

The state projects that health care and business services will lead job growth over the next 10 years.

Rank	Industry		Employment		Annual Change	
	Code	Title	2001	2009	Total	Percent
1	80	Health Services	17,494	22,215	590	3.4%
2	73	Business Services	8,984	11,610	328	3.7%
3	93	Local Government	16,076	18,447	296	1.8%
4	58	Eating and Drinking Places	12,203	13,894	211	1.7%
5	83	Social Services	3,966	5,213	156	3.9%
6	54	Food Stores	7,762	8,960	150	1.9%
7	70	Hotels and Other Lodging Places	4,201	5,075	109	2.6%
8	86	Membership Organizations	3,538	4,385	106	3.0%
9	82	Educational Services	5,235	6,069	104	2.0%
10	17	Speical Trade Contractors	5,418	6,070	382	1.5%
11	59	Miscellaneous Retail Stores	3,595	4,142	68	1.9%

Sources: Florida Agency for Workforce Innovation, 2002.

Fast Growth Industries: 2001-2009

Rank	Industry		Employment		Annual Change	
	Code	Title	2001	2009	Total	Percent
1	62	Security and Commodity Brokers	418	576	20	4.72%
2	83	Social Services	3,966	5,213	156	3.93%
3	45	Transportation by Air	575	750	22	3.80%
4	73	Business Services	8,984	11,611	328	3.65%
5	80	Health Services	17,494	22,215	590	3.37%
6	75	Auto Repair Services and Parking	1,586	2,002	52	3.28%
7	61	Nondepository Institutions	597	753	20	3.27%
8	7	Agricultural Services	1,808	2,245	55	3.02%
9	86	Membership Organizations	3,538	4,385	106	2.99%
10	44	Water Transportation	233	287	7	2.90%

Sources: Florida Agency for Workforce Innovation, 2002.

Fast Growth Occupations: 2001-2009

On the flip side, the following occupations will continue to lose jobs.

Slow Growth Occupations: 2001-2009

Rank	Occupation		Employment		Annual	Average Annual Openings			Average	Training
	Code	Title	2001	2009	Percent Change	Due to Growth	Due to Separations	Total	Wage	Needed
1	79856	Farm Worker, Food and Fiber Crops	1,813	1,699	-0.79	-14	57	57	6.00	11
2	71002	Farmer	1,026	941	-1.04	-11	16	16	NA	9
3	55307	Typist, including Word Processing	305	250	-2.25	-7	6	6	10.04	10
4	53502	Welfare Eligibility Worker	207	177	-1.81	-4	5	5	14.03	10
5	92721	Sewing Machine Operator, Non-Garment	142	120	-1.94	-3	2	2	8.33	10
6	93905	Electrical, Electronic Assembler Nonprecision	655	625	-0.38	-3	12	12	9.32	11
7	97805	Service Station Attendant	145	120	-2.16	-3	7	7	7.18	11
8	56011	Computer Operator, Exc. Peripheral Equip.	121	109	-1.24	-2	2	2	13.15	10
9	93114	Electrical, Electronic Assembler Precision	129	111	-1.74	-2	3	3	8.25	8
10	21102	Underwriter	31	27	-1.61	-1	1	1	20.07	5

Sources: Florida Agency for Workforce Innovation, 2002.

COMPARISONS WITH SEMINOLE COUNTY

In comparison with Volusia County, Seminole County's employment grew by 54% (versus 18%) during the 1990s. Or to express it differently, Seminole County added jobs at three times the rate of Volusia County.

	Volusia County		Seminole County	
	1990-2000	%	1990-2000	%
	Job Growth	Growth	Job Growth	Growth
Agriculture/Forestry/Fishing	438	14%	319	21%
Mining	NA	NA	NA	NA
Construction	(51)	-1%	5,738	70%
Manufacturing	(379)	-3%	(676)	-6%
Transportation/Communications/Utilities	1,398	36%	2,997	107%
Wholesale Trade	1,534	42%	3,925	85%
Retail Trade	(2,521)	-0.07%	10,771	46.00%
Finance, Insurance & Real Estate	124	2%	2,784	61%
Services	13,773	41%	17,932	78%
Total	14,316	18%	43,790	54%

Source: Florida Department of Labor, ES202, 2002.

Employment Growth

During the 1990s, Seminole County added 5,739 construction jobs while Volusia County employment within this sector held steady. Both counties lost then regained manufacturing jobs during the 1990s. Seminole County added twice as many jobs in transportation, communications & utilities, and in wholesale trade. Seminole County added two new regional shopping malls and 10,771 retail jobs in the 1990s while Volusia County lost 2,521 jobs. While both counties added service jobs, Seminole County added 4,000 more than Volusia County.

Seminole County has a unique location within the Orlando MSA. While Seminole County has 22% of the region's population, it contains only 16% of all the region's employment. This reflects Orlando's importance as a central business district. Yet within the various occupation areas there are interesting differences, especially in construction, where 27% of the entire region's construction jobs are within Seminole County.

Seminole County	% of Orlando MSA
Industry	Employment
Agriculture/Forestry/Fishing	16%
Construction	12%
Manufacturing	27%
Transportation/Communications/Utilities	20%
Wholesale Trade	13%
Retail Trade	18%
Finance, Insurance & Real Estate	21%
Services	16%

Source: Florida Department of Labor, ES202, 2002.

Although Volusia County, with 443,343 people, is 21% larger than Seminole County, the two counties have almost the same number of their residents employed, which is a reflection of Volusia County's larger concentration of retirees.

Both counties have strong manufacturing components that employ 10% of the workforce versus 5% nationwide.

Volusia County has more people employed in agriculture, manufacturing and services, while Seminole County has a significant lead in construction, wholesale trade and finances.

Volusia Population: 443,343				
Seminole Population: 365,196		Seminole	Volusia	Difference In
		Average	Average	Average
	Industry	Employment	Employment	Employment
Total All Industries		139,654	141,640	1,986
	Private	124,183	120,654	(3,529)
001-09	Agriculture/Forestry/Fishing	1,870	3,623	1,753
010-14	Mining	NA	NA	NA
015-17	Construction	13,789	7,738	(6,051)
020-39	Manufacturing	11,115	11,512	397
040-49	Transportation/Communications/Utilities	5,804	5,318	(486)
050-51	Wholesale Trade	8,518	5,167	(3,351)
052-59	Retail Trade	34,375	34,102	(273)
060-67	Finance, Insurance & Real Estate	7,358	5,793	(1,565)
070-89	Services	40,777	47,063	6,286
<i>Source: Florida Department of Labor, ES202, 2002.</i>				

Average Employment - 2000

	Volusia	Seminole
Agriculture/Forestry/Fishing	2,023	
Agriculture		
Construction		
General		1,462
Heavy		1,336
Special Trade		3,342
Manufacturing		
Printing & Publishing	617	
Chemical & Allied Products	590	
Transportation Equipment	594	
Instruments & Related Products	1,190	
Electronic & Electric Equipment		2,132
Transportation/Communications/Utilities		
Trucking & Warehousing	657	
Transportation by Air	531	
Communications		1,607
Wholesale Trade		
Durable Goods		3,472
Retail Trade		
Food Stores	1,618	
Auto Dealers & Service Stations	753	
Eating & Drinking Places	1,105	
Building & Hardware		852
Apparel & Accessories		518
Home Furnishing		797
Miscellaneous		966
Finance, Insurance & Real Estate		
Depository Institutions	490	
Insurance		781
Services		
Hotels & Lodging Places	3,637	
Amusement & Recreation	1,290	
Health Care	7,776	
Educational	1,503	
Social	1,660	
Business		6,629
Engineering & Management		3,683
<i>Source: Florida Department of Labor, ES202, 2002.</i>		

Employment Differences

- ☞ **Agriculture sector** - Volusia had far more lower paying farming jobs (2,023).
- ☞ Within the relatively well paying **construction sector** Seminole has almost twice as many jobs as Volusia.
- ☞ Within the relatively well paying **manufacturing sector** Volusia leads (by over 500 jobs) in printing & publishing (+617 jobs), chemical & allied products (+590), transportation

equipment (+594) and instruments & related products (+1,190 jobs). Seminole County led in only electric & electronic equipment (2,132 jobs)

- ☞ Within the well paying **transportation sector**, Volusia County led in more modest paying trucking and warehousing (+1,142 jobs), but followed Seminole in the high paying communications (-1,023).
- ☞ Volusia County significantly lagged Seminole (-3,351 jobs) in **wholesale trade** employment (a well paying sector). Although both counties have equal **retail trade** employment and low paying eating & drinking (+1,105). Seminole leads in modest paying building supplies & hardware (+852) and home furnishing (+797) and miscellaneous retail stores (2,023) and lower paying apparel & accessories (+528).
- ☞ Within the well paying **finance/insurance/real estate sector**, Volusia County has more bank jobs (+490) but follows Seminole County in all other areas of finance/insurance/real estate.
- ☞ Within the **services sector** Volusia led significantly in lower paying hotel (+3,267 jobs) modest paying amusement & recreation (+1,290), health care (+7,776), education (+1,503) and social services (+1,660). The County lagged behind Seminole in better paying business services (-6,629) and engineering & management consultants (-3,683 jobs).

Average private sector wages within Volusia County are 22% less than in neighboring Seminole County or approximately \$3.33 per hour.

		Seminole	Volusia	
		Average	Average	
	Industry	Annual Wages	Annual Wages	Difference
	Total All Industries	\$ 30,914	\$ 25,073	(5,841)
	Private	\$ 30,873	\$ 24,076	(6,797)
001-09	Agriculture/Forestry/Fishing	\$ 20,297	\$ 15,405	(4,892)
010-14	Mining	NA	NA	NA
015-17	Construction	\$ 33,465	\$ 27,001	(6,464)
020-39	Manufacturing	\$ 38,238	\$ 31,167	(7,071)
040-49	Transportation/Communications/Utilities	\$ 51,728	\$ 30,188	(21,540)
050-51	Wholesale Trade	\$ 47,546	\$ 28,362	(19,184)
052-59	Retail Trade	\$ 18,385	\$ 16,221	(2,164)
060-67	Finance, Insurance & Real Estate	\$ 39,584	\$ 30,578	(9,006)
070-89	Services	\$ 30,921	\$ 26,266	(4,655)

Source: Florida Department of Labor, ES202, 2002.

Comparison of Average Wages - 2000

In August 2001, PFResources, Inc., a corporate site selection company, conducted a workforce assessment of the Daytona Beach MSA (Flagler & Volusia counties). Volusia County's workforce was "underemployed." Over 30% of these underemployed workers (approximately 8,800+) have earned college degrees.

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