

## Regional Profile: Florida

This profile provides hiring intentions for employers who are located in Florida. The University of Tampa and University of South Florida are key partners in this project who asked their employer contacts to participate. This information should be used carefully. The respondents do not necessarily reflect all employers in Florida. You should take into consideration information from employers visiting your campus, regional economic development agencies, and state labor reports to confirm the situation your students face during the 2009-2010 academic year.

### Employer Characteristics

- 205 companies, organizations and government agencies provided information.
- Size Distribution:
  - Eight or fewer employees 15%
  - 9-100 employees 32%
  - 101-500 employees 22%
  - 501-3999 employees 14%
  - 4000 or more employees 17%
- Key Economic Sectors:
  - Professional and Scientific Services 28%
  - Educational Services 8%
  - Manufacturing 7%
  - Administrative Services 7%
  - Government 6%
  - Non-Profit 6%
  - Health Services 6%
  - Financial Services 5%
  - Insurance 4%
  - Entertainment 4%
- Key Economic Subsectors (52 Subsectors Represented):
  - Administrative Services 7%
  - Computer Systems Services 6%
  - Accounting Services 6%
  - Non-Profit 6%
  - Financial Services (not banks) 5%
  - Insurance 4%
  - K-12 Schools 4%
  - Marketing Services 3%
  - Wholesalers 3%

## Hiring Intentions

- Definitely Hire This Year 21%
- Possibly Hire This Year 19%
- Uncertain About Hiring 50%
- Not Hiring This Year 10%

## Hiring Targets for 2009-2010

Degree	Hired in 2009	Anticipated in 2010	Percent Change
<b>Total (All Degrees)</b>	10.8	10.9	0.9
<b>Associate</b>	4.3	5.4	25.6
<b>Bachelor</b>	8.1	8.1	0.0
<b>MBA</b>	1.7	2.5	47.1
<b>MS/MA</b>	3.2	2.9	-9.4
<b>PhD</b>	1.6	1.4	-12.5
<b>Professional</b>	6.9	5.5	-20.3

## Hiring By Size (Reported by Degree Level with Adequate Responses)

- Eight or Fewer Employees

	Average 2009	Average 2010	Percent Change
<b>BA</b>	1.4	2.1	50.0
<b>Total</b>	2.0	3.2	60.0

- 9-100 Employees

	Average 2009	Average 2010	Percent Change
<b>Associate</b>	2.1	2.5	19.0
<b>BA</b>	2.8	3.2	14.3
<b>Total</b>	3.6	4.1	13.9

- 101-500 Employees

	Average 2009	Average 2010	Percent Change
<b>Associate</b>	4.9	5.2	6.1
<b>BA</b>	3.8	3.7	-2.6
<b>MS</b>	1.1	1.2	9.1
<b>Total</b>	7.7	7.5	-2.6

- 501-3999 Employees

	Average 2009	Average 2010	Percent Change
Associate	5.0	4.5	-10.0
BA	6.4	9.9	54.7
MBA	1.0	0.6	-40.0
MS	8.2	7.6	-7.3
<b>Total</b>	<b>12.5</b>	<b>14.8</b>	<b>18.4</b>

- 4000 or More Employees

	Average 2009	Average 2010	Percent Change
Associate	6.9	9.6	39.1
BA	27.8	24.1	-13.3
MBA	3.6	6.1	69.4
MS	7.0	4.7	-32.9
<b>Total</b>	<b>35.2</b>	<b>30.8</b>	<b>-12.5</b>

### Hiring By Economic Sector (Bachelors Only)

	Average 2009	Average 2010	Percent Change
Utilities	8.0	7.7	-3.8
Manufacturing	0.4	1.4	250.0
Wholesale	1.3	1.0	-23.1
Information	1.7	2.5	47.1
Finance	12.1	15.6	28.9
Insurance	3.3	3.7	12.1
Professional Services	2.8	4.4	57.1
Administrative Services	4.8	7.3	52.1
Educational Services	57.2	39.5	-30.9
Health Services	2.0	3.2	60.0
Entertainment	13.4	14.0	4.5
Hospitality	1.7	2.2	29.4
Non-Profit	2.1	3.1	47.6
Government	3.3	8.0	142.4