

**THE**  
**VOLUSIA COUNTY, FLORIDA**  
**LABOR AVAILABILITY REPORT**

**October, 2008**

**Compiled and Prepared by**  
**THE PATHFINDERS**



**Dallas, Texas**

---

## TABLE OF CONTENTS

<b>I.</b>	<b>INTRODUCTION.....</b>	<b>1</b>
<b>II.</b>	<b>SUMMARY OF FINDINGS .....</b>	<b>2</b>
<b>III.</b>	<b>METHODOLOGY.....</b>	<b>3</b>
<b>IV.</b>	<b>ASSESSMENT OF THE WORKFORCE .....</b>	<b>5</b>
	<b>A. Number of Available Workers for Employers .....</b>	<b>5</b>
	<b>B. Desired Wages of Underemployed Workers.....</b>	<b>7</b>
	<b>C. Characteristics of Underemployed Workers.....</b>	<b>9</b>
	<b>D. Experience and Skills of Underemployed Workers .....</b>	<b>13</b>
	<b>E. Factors Affecting Job Desirability of Underemployed Workers .....</b>	<b>16</b>
	<b>F. Training Interests of Underemployed Workers.....</b>	<b>18</b>
<b>V.</b>	<b>EMPLOYERS' VIEWS OF TOTAL WORKFORCE .....</b>	<b>19</b>
	<b>A. Recruitment Methods .....</b>	<b>19</b>
	<b>B. Turnover, Tardiness and Absenteeism .....</b>	<b>20</b>
	<b>C. Productivity and Attitudes .....</b>	<b>21</b>
	<b>D. Education .....</b>	<b>22</b>
	<b>E. Availability.....</b>	<b>24</b>
	<b>F. Comparisons with Other Areas .....</b>	<b>26</b>
<b>VI.</b>	<b>NATIONAL COMPARATIVE OBSERVATIONS.....</b>	<b>33</b>
	<b>A. Desired Wages .....</b>	<b>35</b>
	<b>B. Experience.....</b>	<b>38</b>
	<b>C. Skills .....</b>	<b>41</b>
<b>VII.</b>	<b>CLOSING REMARKS.....</b>	<b>44</b>
<b>VIII.</b>	<b>SUPPLEMENTAL SECTION.....</b>	<b>45</b>



## INTRODUCTION

The Pathfinders has employed its experience in workforce assessments for corporate site-selection clients and civilian workforce assessments for the Department of Defense in locations that faced military base closures to produce this evaluation of the Volusia County, Florida workforce. The information presented in this report has been developed independently of the client, and the client has not influenced the findings.

The Pathfinders functions as a site-selection consultant to many of America's largest corporations, including companies such as AT&T, DuPont, Celanese, 3M Corporation, IMC Global, Singapore Aerospace, AIG, UPS, and Lockheed Martin. The question that most often drives the search for a new business location is whether the candidate location has the workforce needed, and a workforce analysis has been a key component of the site searches conducted for these clients. Senior human resources executives from among corporate clients assisted in refining this methodology and report format. Companies making location decisions based upon these surveys have reported that when staffing actually began, the numbers reported by The Pathfinders proved to be accurate.

In a poll of its corporate clients, The Pathfinders found that those clients' experiences suggest that new hires for new operations typically do not come from the ranks of the unemployed. Instead, these clients and other companies staff a new operation principally with individuals who are working but who desire better jobs and who appear to possess the skills, education, and experience to qualify them for those better jobs. By that definition, those individuals can be considered "underemployed" and are identified as such in this report. The type of quality employer that Volusia County is attempting to attract will typically hire people who come from this group. As a consequence, The Pathfinders was retained to quantify the extent to which underemployment exists in the area, as well as to document the cost, skills, experience, and education of that hidden workforce. This report represents the objective and professional view of The Pathfinders with regard to workforce availability, cost, skills, and quality that a new employer can expect in Volusia County.



## SUMMARY OF FINDINGS

- Volusia County, referred to in this report as the “labor shed”, has a household population of approximately 485,200 and a civilian labor force of approximately 259,500.
- The labor shed has a pool of approximately 18,000 unemployed persons who are actively seeking work.
- A new employer will be able to attract employees from an additional pool of about 40,200 workers. These individuals are currently employed and have indicated an interest in changing jobs.
- These potentially available workers are referred to in this report as the “underemployed” because they appear to possess the skills, experience, and education to qualify them for the pay rates at which they would take a new job.
- The desired pay rates of these underemployed workers are reasonable when compared to their existing pay rates. The median current pay rate of the underemployed workers is \$15.07 per hour, and the median desired pay rate of the underemployed workers is \$17.19 per hour.
- About 25% of the underemployed workers would take a new job for \$12.33 per hour or less. At the upper end, the 25% most qualified and experienced will command more than \$22.73 per hour.
- In total, Volusia County has approximately 58,200 available workers for new or expanding businesses.



## METHODOLOGY

Published government statistics report wages and employment for the entire workforce of an area, even though most of that workforce has no interest in changing jobs. This report, prepared by The Pathfinders, includes data on those people in the area who desire to change jobs and who would be potential candidate workers for a new employer. As opposed to average wages, this report quantifies the number of those workers available for an employer in various wage ranges. Also included as potential workers are the unemployed who are actively seeking work as obtained from state or national sources.

A random sample of telephone numbers of qualified respondents in the labor shed was obtained for use in the Computer Assisted Telephone Interviewing or CATI system. The Pathfinders then conducted telephone interviews with individuals throughout Volusia County. Those individuals were proportionally stratified across age, household income, and zip codes. The purpose of these interviews was to ascertain availability for work with a new employer; determine desired pay rates; and, collect information on such factors as age, education, commuting patterns, experience, and skills.

The data obtained as a result of those interviews enabled The Pathfinders to apply and employ a proprietary methodology that accurately determined the existence of underemployment as defined in the introduction.

The Pathfinders applied a proprietary process to the analysis of the data to correct for invalid responses. For example, those persons indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable are not counted in the results.



This process considers that to be counted as underemployed, an individual must be currently employed full-time and willing to take another job at a pay rate commensurate with personal skills, education, and experience.

Current pay alone is not the qualifying factor for underemployment status in this study. Individuals, for example, making \$7.50 per hour, possessing no high school degree or skills, and being in the workforce for less than one year may consider themselves to be underemployed but are not considered to be so in this report. On the other hand, education, skills, and experience may qualify the person making \$22.00 per hour as truly underemployed.

Irrespective of the fact that the methodology employed is scientifically proven to produce such results, it is perhaps even more important to note that companies making location decisions based upon these surveys have reported that when staffing actually began, the numbers reported by The Pathfinders proved to be accurate.



## ASSESSMENT OF THE WORKFORCE

The Volusia County labor shed has a household population of approximately 485,200. The civilian labor force numbers approximately 259,500, and the labor shed contains approximately 18,000 unemployed people who are actively seeking work.

The results of this assessment determined that approximately 40,200 workers can be defined as underemployed: those individuals who are currently working but would take a better job if offered by a new or existing employer and who appear to possess the skills, education, and experience to qualify them to do so. In total, Volusia County has approximately 58,200 available workers for new or existing employers.

### AVAILABLE WORKERS

Number of underemployed workers	40,200
Number of unemployed persons who are actively seeking work	18,000
<b>Total Number of Workers Available for Employers</b>	<b>58,200</b>

The reader is cautioned that, while the number of underemployed workers identified in the region, as well as their skills, experience, education, and costs, is accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.

These underemployed workers might also be termed “upgraders”. They desire to move into an upgraded job and appear to possess the skills, education, and experience to enable them to do so. The pay rates they expect to achieve range from under \$8.00 to over \$30.00 per hour.



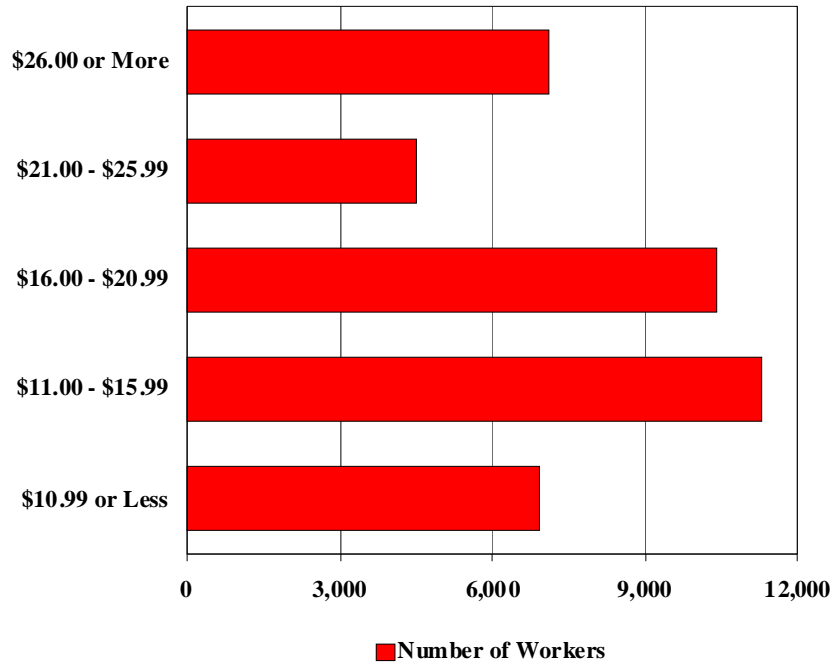
The following data represent the desired pay rates of the underemployed individuals in the labor shed. Many workers expressed their wage requirements in weekly, monthly, or annual terms, but all wage figures in this report are presented in hourly rates. Selected conversions may add perspective to the hourly rates. Figures presented below are rounded and based on a 40-hour workweek.

### CONVERSION CHART

Hourly	Weekly	Monthly	Annually
\$ 8.00	\$ 320.00	\$ 1,387.00	\$ 16,640.00
\$ 10.00	\$ 400.00	\$ 1,733.00	\$ 20,800.00
\$ 12.00	\$ 480.00	\$ 2,080.00	\$ 24,960.00
\$ 14.00	\$ 560.00	\$ 2,427.00	\$ 29,120.00
\$ 16.00	\$ 640.00	\$ 2,773.00	\$ 33,280.00
\$ 18.00	\$ 720.00	\$ 3,120.00	\$ 37,440.00
\$ 20.00	\$ 800.00	\$ 3,467.00	\$ 41,600.00
\$ 22.00	\$ 880.00	\$ 3,813.00	\$ 45,760.00
\$ 24.00	\$ 960.00	\$ 4,160.00	\$ 49,920.00
\$ 26.00	\$ 1,040.00	\$ 4,507.00	\$ 54,080.00
\$ 28.00	\$ 1,120.00	\$ 4,853.00	\$ 58,240.00
\$ 30.00	\$ 1,200.00	\$ 5,200.00	\$ 62,400.00
\$ 32.00	\$ 1,280.00	\$ 5,547.00	\$ 66,560.00
\$ 34.00	\$ 1,360.00	\$ 5,893.00	\$ 70,720.00



**DESIRED WAGE RATES PER HOUR BY RANGE**  
**40,200 Underemployed Workers**



**NUMBER OF UNDEREMPLOYED WORKERS AVAILABLE**  
**AT SPECIFIC WAGE RATES PER HOUR (rounded)**

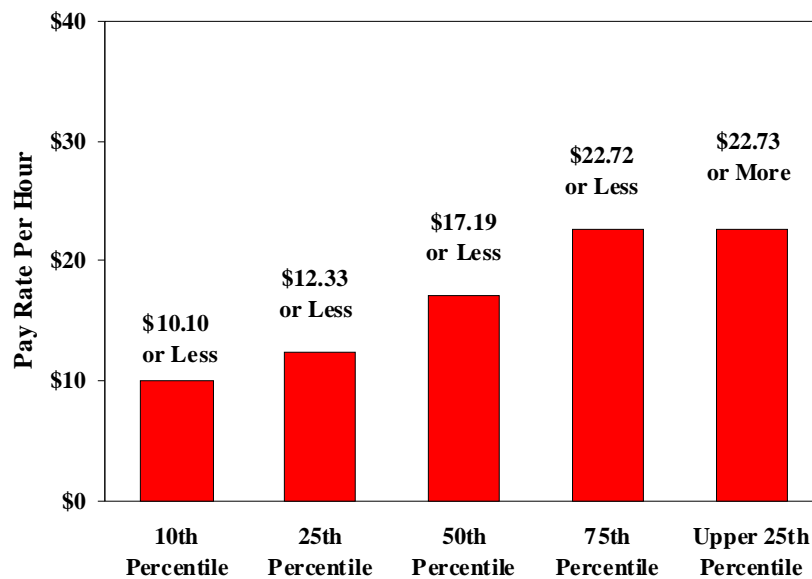
<u>\$7.99 or Less</u> <b>100</b>	<u>\$8.00 - \$8.99</u> <b>1,400</b>	<u>\$9.00 - \$9.99</u> <b>2,200</b>	<u>\$10.00 - \$10.99</u> <b>3,200</b>	<u>\$11.00 - \$11.99</u> <b>1,800</b>
<u>\$12.00 - \$12.99</u> <b>4,100</b>	<u>\$13.00 - \$13.99</u> <b>1,800</b>	<u>\$14.00 - \$14.99</u> <b>900</b>	<u>\$15.00 - \$15.99</u> <b>2,700</b>	<u>\$16.00 - \$16.99</u> <b>1,400</b>
<u>\$17.00 - \$17.99</u> <b>2,700</b>	<u>\$18.00 - \$18.99</u> <b>3,100</b>	<u>\$19.00 - \$19.99</u> <b>1,800</b>	<u>\$20.00 - \$20.99</u> <b>1,400</b>	<u>\$21.00 - \$21.99</u> <b>900</b>
<u>\$22.00 - \$22.99</u> <b>900</b>	<u>\$23.00 - \$23.99</u> <b>900</b>	<u>\$24.00 - \$24.99</u> <b>900</b>	<u>\$25.00 - \$25.99</u> <b>900</b>	<u>\$26.00 - \$26.99</u> <b>900</b>
<u>\$27.00 - \$27.99</u> <b>400</b>	<u>\$28.00 - \$28.99</u> <b>900</b>	<u>\$29.00 - \$29.99</u> <b>100</b>	<u>\$30.00 - \$30.99</u> <b>400</b>	<u>\$31.00 or More</u> <b>4,400</b>



Utilizing the desired wage information as illustrated in the preceding charts, the following conclusions can be drawn concerning the underemployed workers in Volusia County:

- 10% of the underemployed workers will require \$10.10 per hour or less to change jobs.
- 25% of the underemployed workers will require \$12.33 per hour or less to change jobs.
- 50% of the underemployed workers will require \$17.19 per hour or less to change jobs.
- 75% of the underemployed workers will require \$22.72 per hour or less to change jobs.
- The upper 25% of the underemployed workers will require wages beginning at \$22.73 per hour and extending upward to over \$30.00 per hour. These are the most qualified and experienced workers.

### DESIRED WAGE RATES BY PERCENTILE

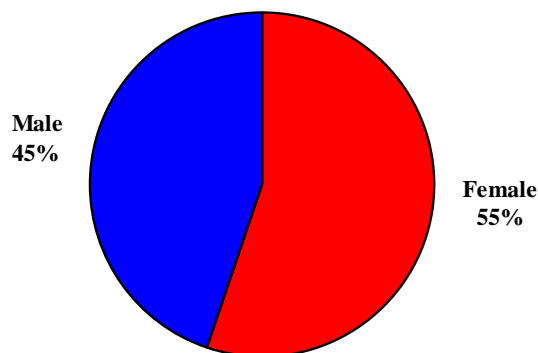


## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

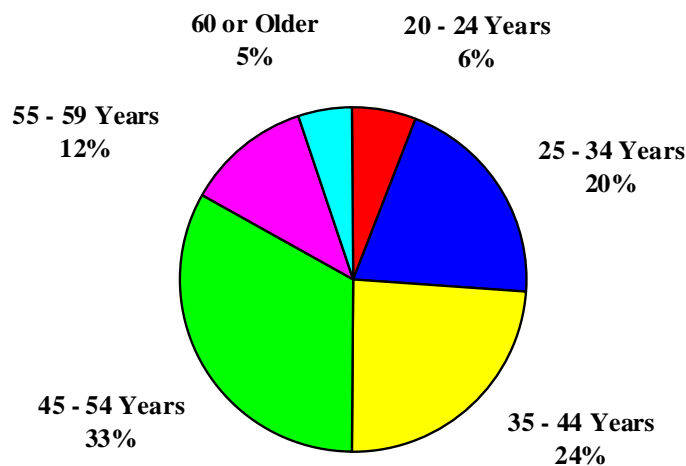
### The Volusia County Labor Shed

The following charts provide information on various characteristics of the underemployed workers in the labor shed. **As these data relate solely to those individuals in the labor shed who are underemployed, they will vary from data representative of the population as a whole.**

#### UNDEREMPLOYED WORKERS - GENDER

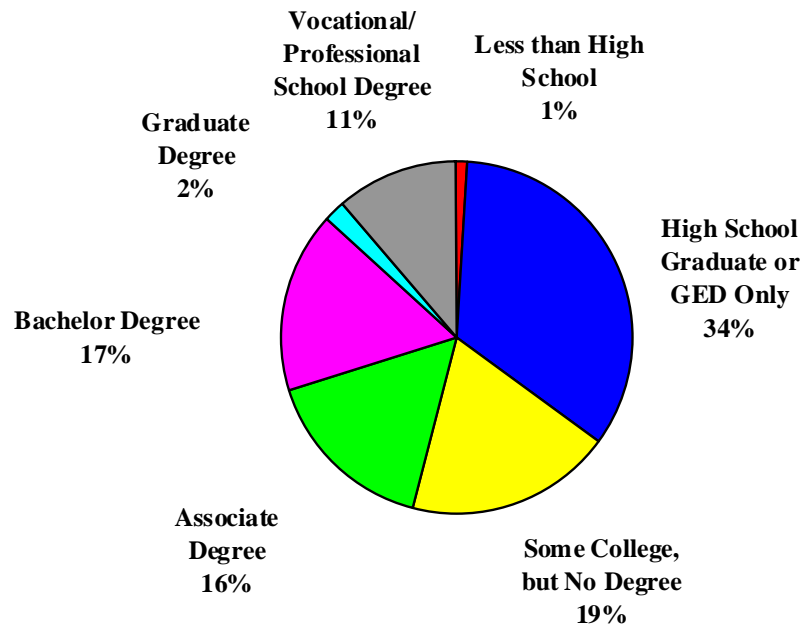


#### UNDEREMPLOYED WORKERS - AGE



## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### EDUCATION

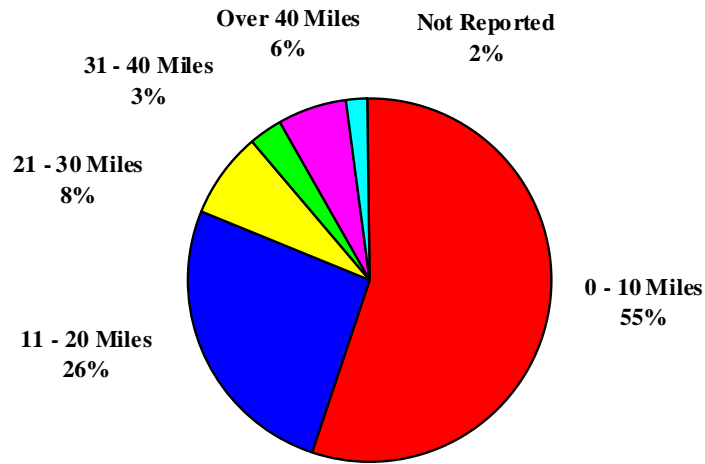


### LENGTH OF TIME IN CURRENT JOB

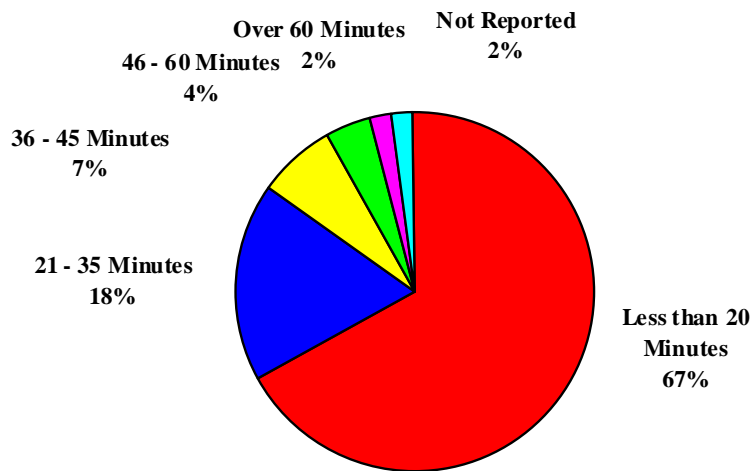


## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### CURRENT COMMUTE DISTANCE

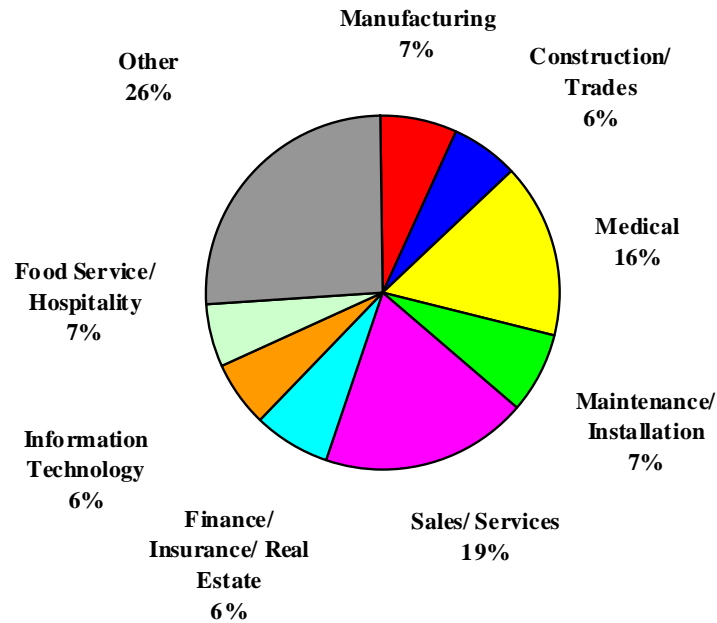


### CURRENT COMMUTE TIME

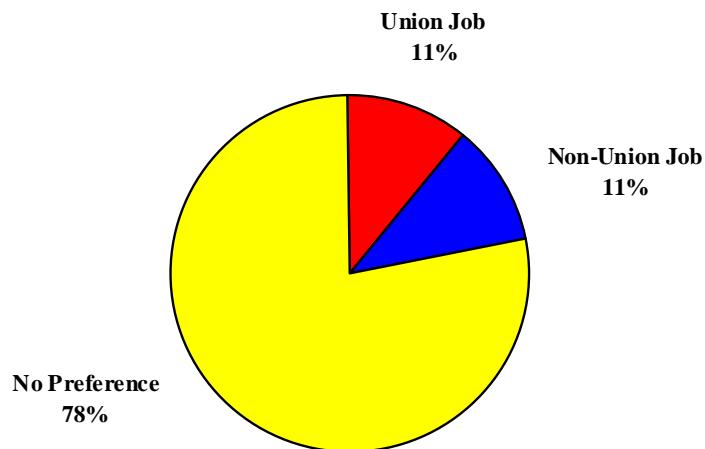


## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### CURRENT SECTOR OF EMPLOYMENT



### UNION PREFERENCE



## **EXPERIENCE AND SKILLS – UNDEREMPLOYED WORKERS**

### **The Volusia County Labor Shed**

The experience and skills categories used in this report are designed to provide accurate workforce data for employers which fall into one or more of the following four broad groups:

- manufacturing, assembly, fabrication or other industrial operations;
- back office, data processing, call centers, information technology, customer service or sales operations;
- distribution or transportation operations; and,
- biotechnology, pharmaceuticals or medical research operations.

The experience and skills categories are purposefully similar in order to present the most accurate worker availability for operations in one of those four groups.

An employee in the front office of a manufacturing operation will be considered to have “manufacturing” experience but may only have “office” skills. Someone with “manufacturing” experience may not have “manufacturing” skills, but could have “materials handling” skills if they work in shipping or receiving. “Sales and customer service” experience crosses many other experience and skills categories and ideally would be possessed by anyone with customer contact to any degree.

The similarities between the skills and experience categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. Additionally, what may appear to some observers as redundancy is, in reality, a proven mechanism to cross-check the validity of responses and to identify the degree to which workplace and professional competencies are truly transferable to new positions and employers.



**EMPLOYMENT EXPERIENCE OF UNDEREMPLOYED WORKERS****The Volusia County Labor Shed****40,200 Underemployed Workers**

<b>Experience Category*</b>	<b>Total Number of Persons Experienced**</b>	<b>Percentage of Total Underemployed</b>	<b>Average Number of Years of Experience</b>
Customer Service	34,200	85%	12
Office Operations	28,500	71%	10
Sales	20,900	52%	10
Warehouse/Distribution/Transportation	18,500	46%	6
Telecommunications	18,500	46%	8
Information Technology	16,100	40%	9
Maintenance/Installation/Repair	15,300	38%	12
Manufacturing/Assembly/Fabrication	14,900	37%	10
Call Center	14,900	37%	6
Medical/Health Sciences	11,700	29%	11

\* Individuals polled may have experience in more than one job classification.

\*\* Rounded



**EMPLOYMENT SKILLS OF UNDEREMPLOYED WORKERS****The Volusia County Labor Shed****40,200 Underemployed Workers**

<b>Skills*</b>	<b>Total Number of Persons Skilled**</b>	<b>Percentage of Total Underemployed</b>
Office Operations	29,700	74%
Information Technology	22,500	56%
Warehouse/Materials Handling	22,100	55%
Telecommunications	18,100	45%
Manufacturing/Assembly/Fabrication	15,300	38%
Maintenance/Installation/Repair	14,500	36%
Technician/Quality Assurance	13,300	33%
Medical/Health Sciences	12,900	32%
Electronics/Engineering	10,100	25%

\* Individuals polled may have skills in more than one job classification.

\*\* Rounded



## FACTORS AFFECTING JOB DESIRABILITY

### The Volusia County Labor Shed 40,200 Underemployed Workers

In an effort to identify those factors most important to Volusia County's underemployed workers relative to consideration of an employer's desirability, the surveyed individuals were asked to rate the following job factors on a scale of 1 to 5, with 5 being "extremely important" and 1 being "not important". The table below presents the ratings for each factor.

Factor	5 Extremely Important	4 Very Important	3 Important	2 Somewhat Important	1 Not Important
Salary	65%	27%	5%	2%	1%
Location	48%	26%	20%	3%	3%
Insurance Benefits	65%	23%	7%	1%	4%
Retirement Benefits	58%	26%	11%	3%	2%
Physical Working Environment	45%	31%	17%	4%	3%
Paid Training Programs	51%	30%	14%	2%	3%
Flexible Work Schedule	40%	28%	21%	8%	3%
Opportunity for Advancement	57%	30%	11%	1%	1%
Financial Stability of the Company	66%	25%	7%	1%	1%
Reputation of the Company	62%	27%	8%	2%	1%



In the table below, the factors are presented in order by “extremely important”. Bear in mind that the scores should be viewed in relation to each other. In other words, respondents ranked opportunity for advancement as more “extremely important” as a job factor than paid training programs, although such a ranking does not mean that workers in Volusia County consider paid training programs to be unimportant in their evaluation of new job opportunities.

Factor	Extremely Important
Financial Stability of the Company	66%
Salary	65%
Insurance Benefits	65%
Reputation of the Company	62%
Retirement Benefits	58%
Opportunity for Advancement	57%
Paid Training Programs	51%
Location	48%
Physical Working Environment	45%
Flexible Work Schedule	40%



## INTEREST IN TRAINING COURSES

### The Volusia County Labor Shed 40,200 Underemployed Workers

A component was added to this survey which was designed to determine possible interest in training courses on the part of the underemployed workers in the Volusia County workforce. In the table that follows, it should be noted that many of the respondents indicated interest in more than one program, therefore, the percent total will not equal 100.

Type of Training Course	Number of Persons	Percentage
Computer Software Applications	17,700	44%
Computer Programming	17,300	43%
Computer Maintenance or Repair	14,100	35%
Human Resources	8,400	21%
Health Care	8,000	20%
Real Estate or Insurance	6,800	17%
Industrial Machine Operations	4,800	12%
Auto or Maintenance Mechanics	4,000	10%
Construction Trades	3,600	9%
Technical Trades	3,200	8%
Food Service/Hospitality	3,200	8%
Restaurant/Retail Management	2,400	6%
Commercial Vehicle Operations	2,000	5%



## EMPLOYERS' VIEWS OF THE THE FLAGLER/VOLUSIA COUNTY AREA TOTAL WORKFORCE

In developing a profile of existing workers in the Flagler/Volusia County region, The Pathfinders considered such factors as labor availability, productivity, unionization, attitudes, costs, and education. The analysis was based upon interviews conducted with senior management and human resources professionals from companies located in the labor shed. Each of these companies operated in the industrial, commercial, or service sectors. The interview sampling was sufficiently large to make valid workforce judgments.

As determined from the employer interviews, the tables below reflect the top three methods used to recruit hourly and salaried workers in the Flagler/Volusia County region and the percent of employers utilizing each method. Many use more than one method, therefore, the percentages will not add up to 100%.

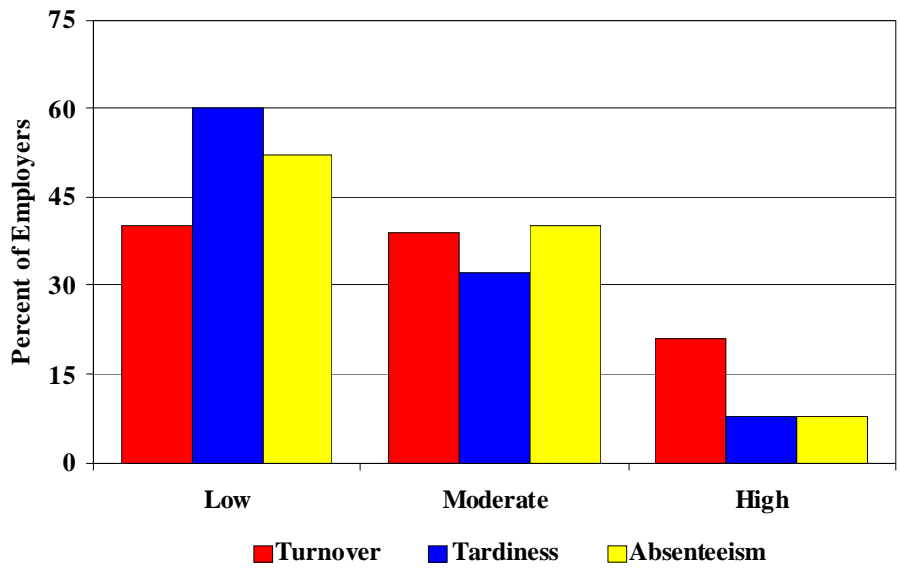
Recruiting Method – Hourly Workers	% of Employers
Newspaper Ads	75%
Internet	36%
Word of Mouth	29%

Recruiting Method – Salaried Workers	% of Employers
Internet	68%
Newspaper Ads	46%
Referrals	14%

43% of the employers interviewed stated their companies had operations in other regions of the United States. Of these employers, those familiar with the workforces in those other locations reported that their Flagler/Volusia County area operations were comparable to or better than the other regions in terms of profitability and production. This is indicative not only of good management but also of a productive workforce.

Based upon the experience of The Pathfinders in evaluating labor forces in numerous locations, a definite correlation between productivity, absenteeism, tardiness, turnover, and substance abuse appears to exist. That correlation goes beyond the fact that an absent worker is obviously unproductive. Rather, those factors are indicative of an employee’s attitude toward the job. The chart below shows the percent of employers rating for turnover, tardiness and absenteeism in the Flagler/Volusia County region.

**PERCENT OF EMPLOYERS RATING  
THE FLAGLER/VOLUSIA COUNTY AREA TOTAL WORKFORCE**

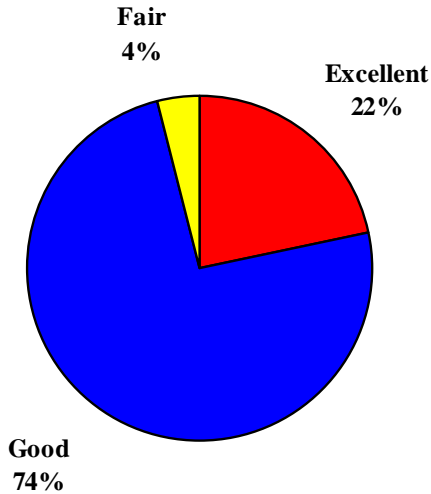


Additionally, in the Flagler/Volusia County region, 93% of the employers interviewed stated their companies tested for substance abuse, primarily pre-employment. Substance abuse within the individual companies’ workforces was reported as very low.

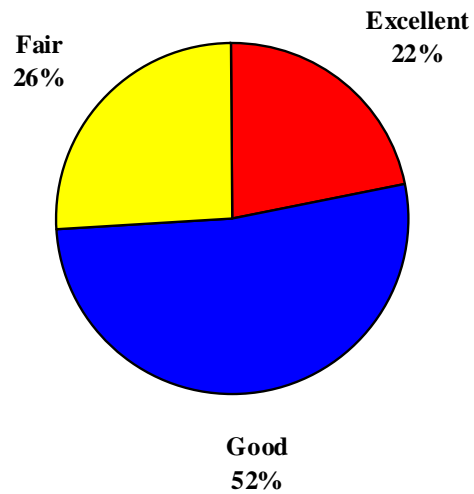


In consideration of all factors, 96% of the employers in the Flagler/Volusia County area rated the productivity of the workforce as “Good” to “Excellent”. Worker attitudes received high marks from 89% of the employers.

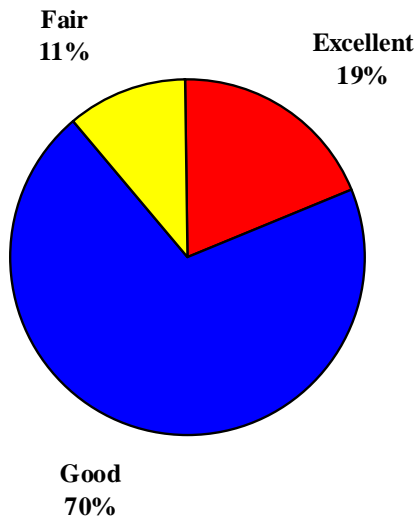
### WORKER PRODUCTIVITY



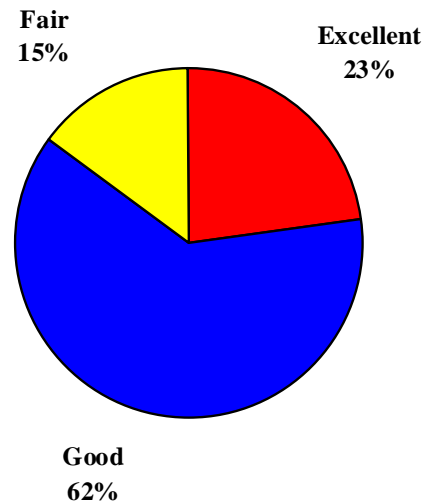
### WORKER RELIABILITY



### WORKER ATTITUDES

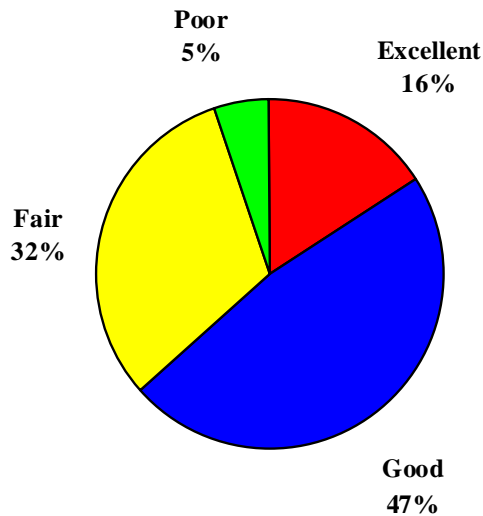


### WORKER TEAMWORK SKILLS

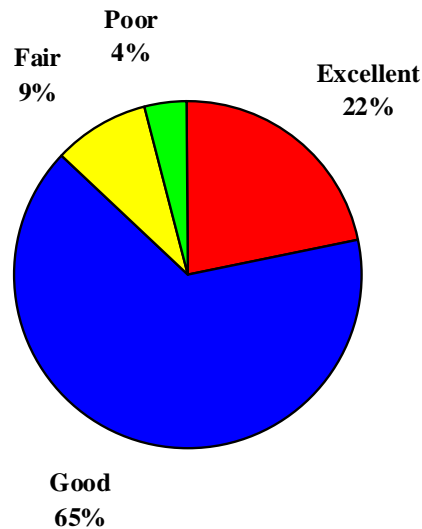


The educational competencies of employees are additional factors used to evaluate an area’s labor force. In the Flagler/Volusia County area, 63% of the employers interviewed rated the local public schools as “Excellent” or “Good”, and 87% of the employers rated the local community colleges and technical schools as “Excellent” or “Good”.

### LOCAL PUBLIC SCHOOLS

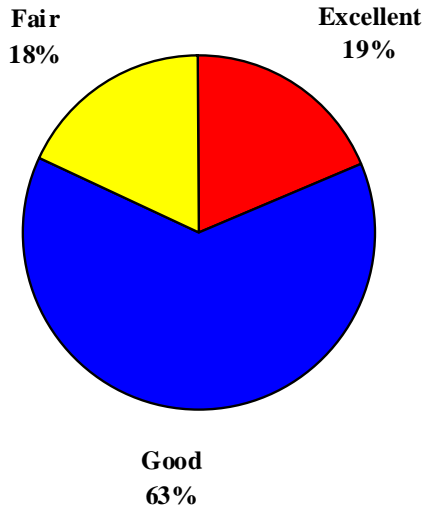


### LOCAL COMMUNITY COLLEGES AND TECH SCHOOLS

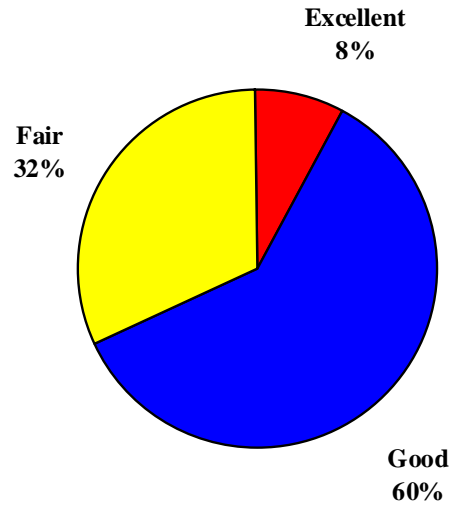


Further, employers gave the following ratings to their employees relative to competency in basic skills and entry level skills.

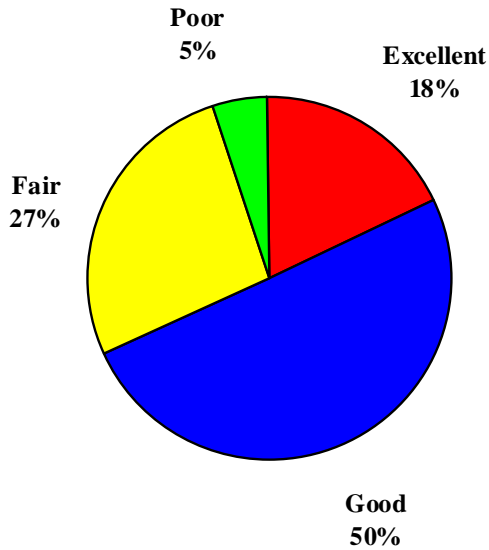
### READING SKILLS



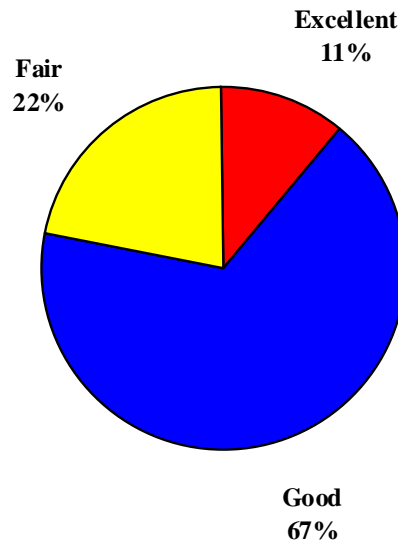
### WRITING SKILLS



### MATH SKILLS

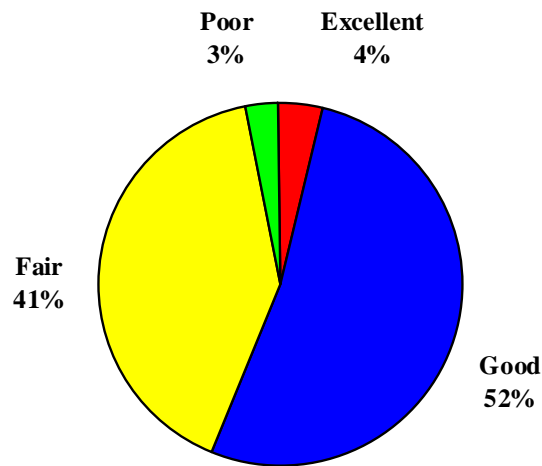


### ENTRY LEVEL SKILLS

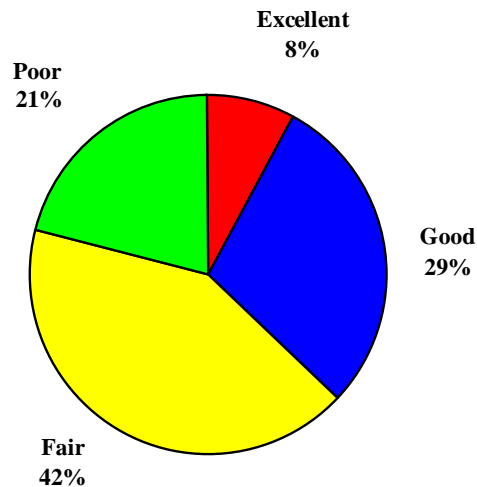


A common employer complaint relates to the shortage of skilled and technical workers. These workers are in great demand and difficult to find in the vast majority of locations. Of the companies in the labor shed interviewed, 56% considered skilled worker availability to be “Excellent” or “Good”, while 41% considered it to be “Fair”. The availability of technical workers in the labor shed was rated “Excellent” or “Good” by 37% of the interviewed companies and “Fair” by 42%.

### SKILLED WORKERS AVAILABILITY

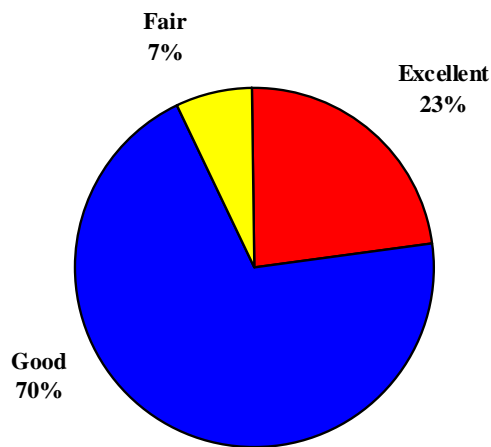


### TECHNICAL WORKERS AVAILABILITY

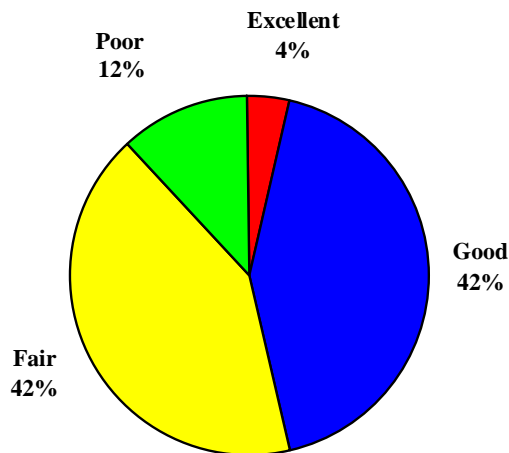


Although in most locations the availability of unskilled labor is sufficient, the availability of professional workers is often akin to that of skilled and technical workers, wherein the supply is not available to meet the demand. Of the companies in the labor shed interviewed, 93% considered unskilled worker availability to be “Excellent” or “Good”, while 7% considered it to be “Fair”. The availability of professional workers in the labor shed was rated “Excellent” or “Good” by 46% of the interviewed companies and “Fair” by 42%.

### UNSKILLED WORKERS AVAILABILITY



### PROFESSIONAL WORKERS AVAILABILITY



**COMPARISONS OF EMPLOYERS RATINGS**  
**TOTAL WORKFORCE**  
**The Flagler/Volusia County Area Labor Shed /**  
**Locations Previously Surveyed**

In the course of workforce surveys, local employers are asked to rate their workers on a number of factors. Those factors include: worker productivity; worker reliability and attitudes; reading/writing/calculations competency; teamwork skills; entry level skills; availability of skilled workers; availability of unskilled workers; availability of technical workers; and, availability of professional workers. Local employers are asked to rate each factor either “Excellent”, “Good”, “Fair”, or “Poor”.

The purpose of these interviews and ratings is not only to determine how local employers rate their workers but also to provide a means for comparing local ratings to those of all locations surveyed during the past eighteen months. Such comparison will enable you to assess your employers’ ratings of their workers in contrast to the body of thousands of employer ratings recorded in that period.

The following charts present the comparative results for each factor. They compare the percentages of the Flagler/Volusia County area employers who rated their workers “Excellent”, “Good”, “Fair”, or “Poor” on each factor with the “Highest” rating of that factor in all areas surveyed in the last eighteen months and the “Median” rating for that factor in all areas surveyed during that time. As a result, the “Highest” and “Median” ratings do not add to 100%.

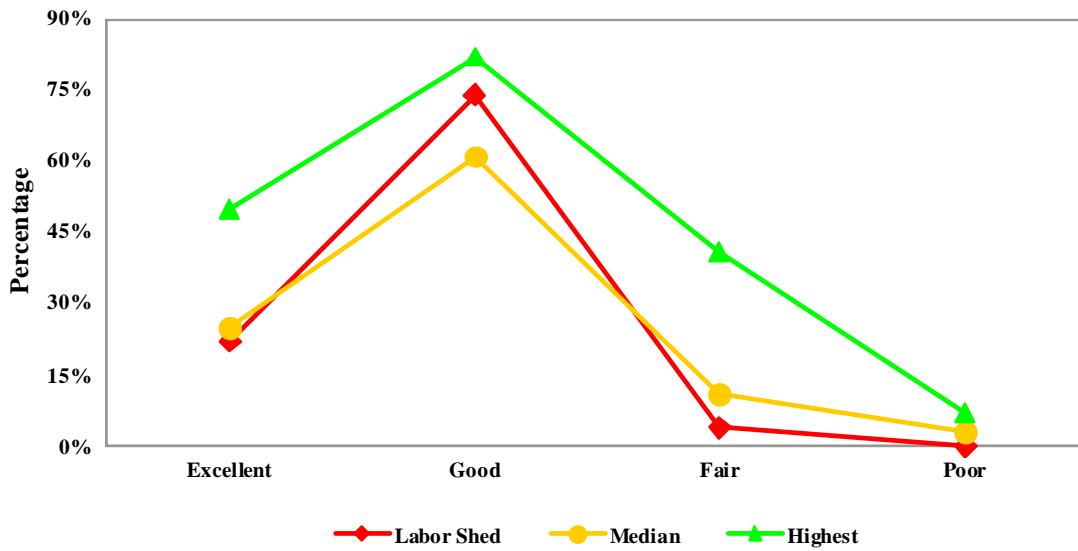
For example, 22% of the Flagler/Volusia County area employers rated “Worker Productivity” as “Excellent”. Of all the locations surveyed during the last eighteen months, the “Median” for that rating is 21%, and the “Highest” rating recorded in the “Excellent” category is 50%. The same comparison applies for each of the other factors. In these charts, the Flagler/Volusia County area is shown as “Labor Shed”.



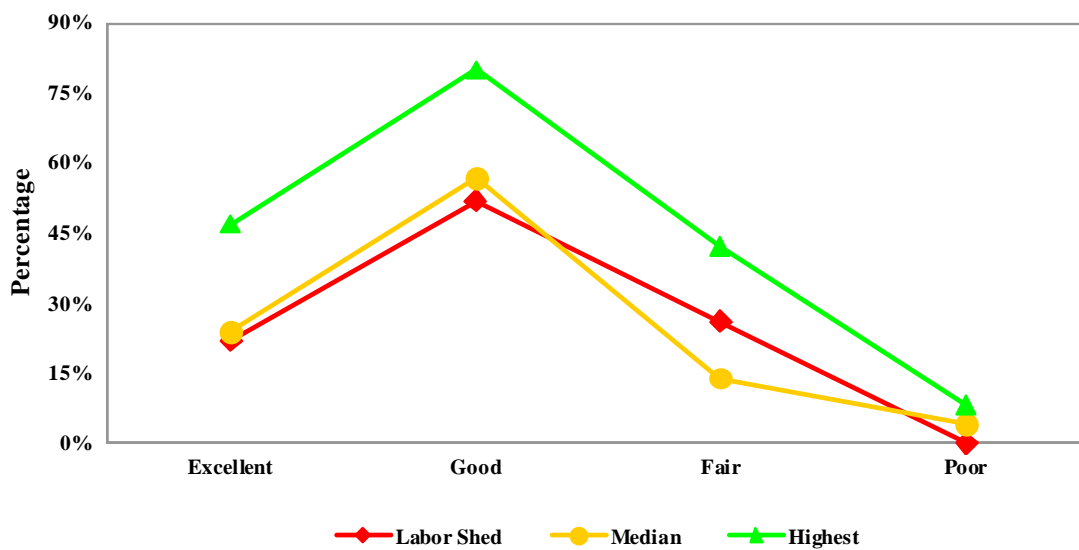
## COMPARISON OF EMPLOYER RATINGS

### The Flagler/Volusia County Area / Locations Surveyed Over the Past 18 Months

#### Worker Productivity



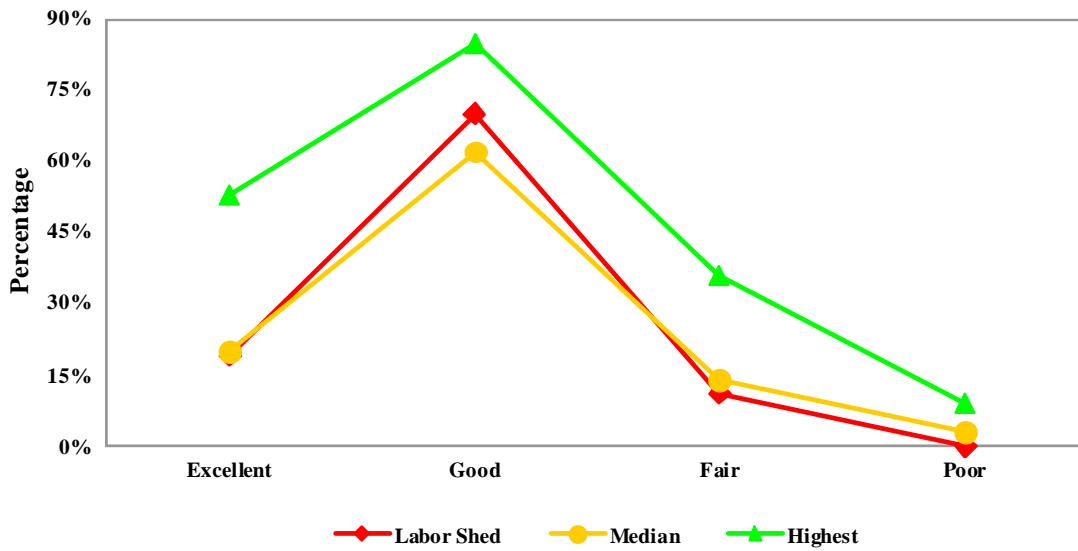
#### Worker Reliability



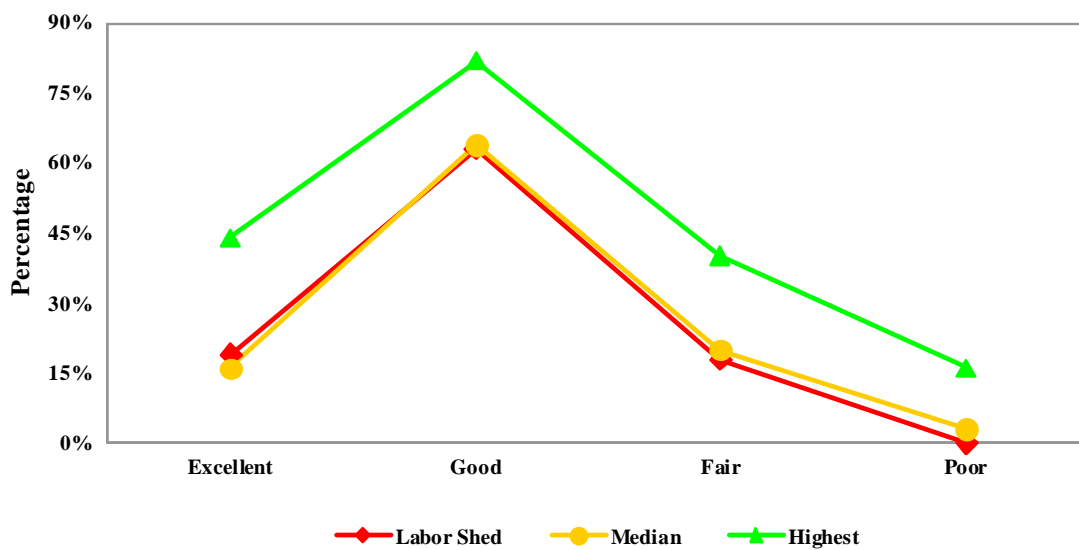
## COMPARISON OF EMPLOYER RATINGS

### The Flagler/Volusia County Area / Locations Surveyed Over the Past 18 Months

#### Worker Attitudes



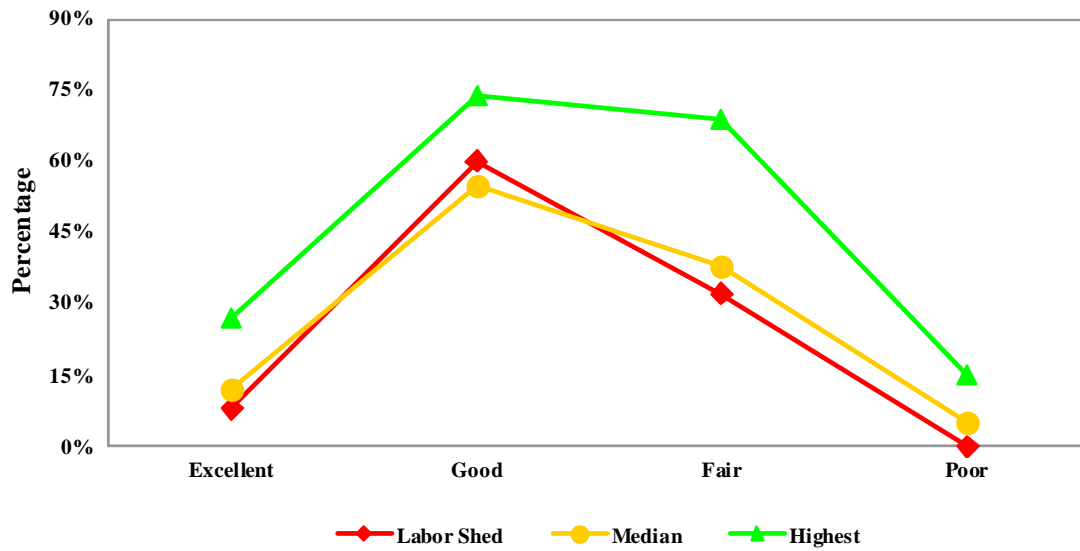
#### Worker Reading Competency



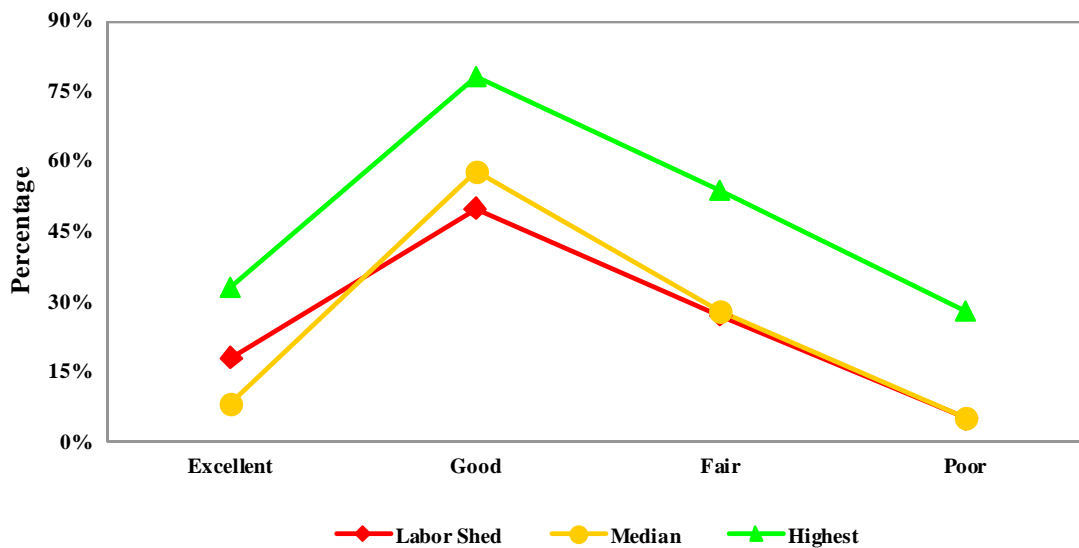
## COMPARISON OF EMPLOYER RATINGS

### The Flagler/Volusia County Area / Locations Surveyed Over the Past 18 Months

#### Worker Writing Competency

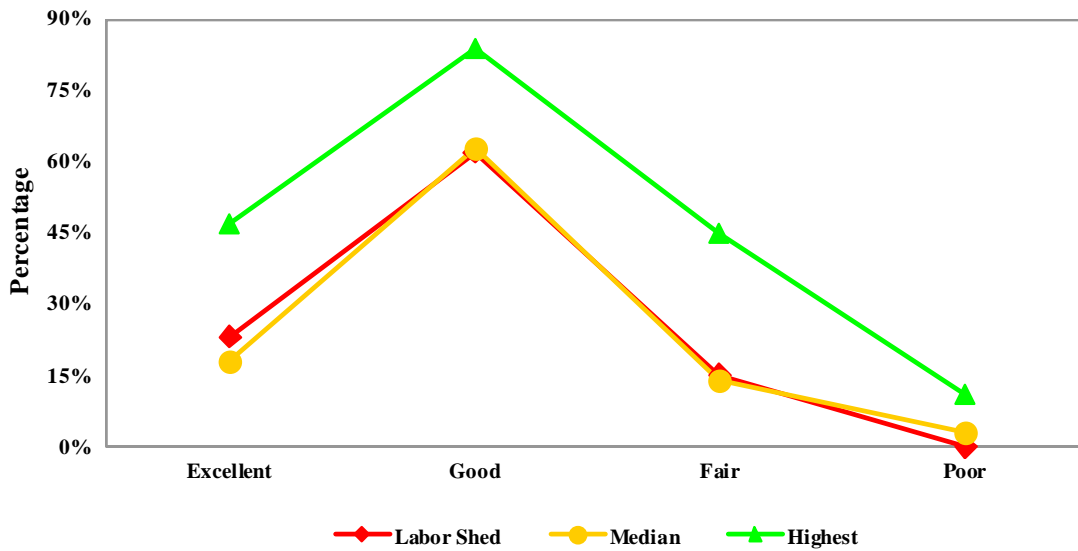


#### Worker Calculations Competency

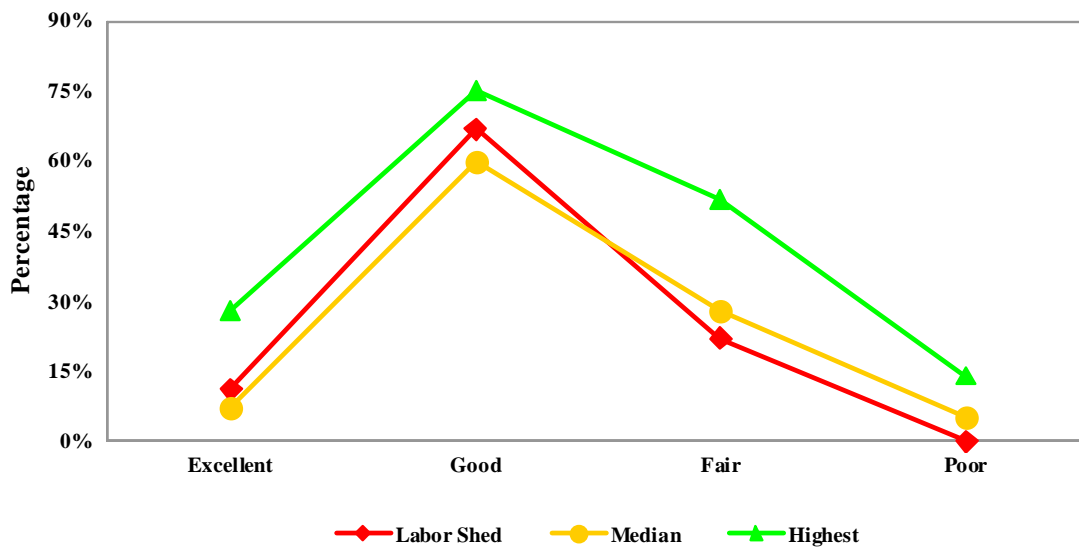


**COMPARISON OF EMPLOYER RATINGS**  
**The Flagler/Volusia County Area /**  
**Locations Surveyed Over the Past 18 Months**

**Worker Teamwork Skills**



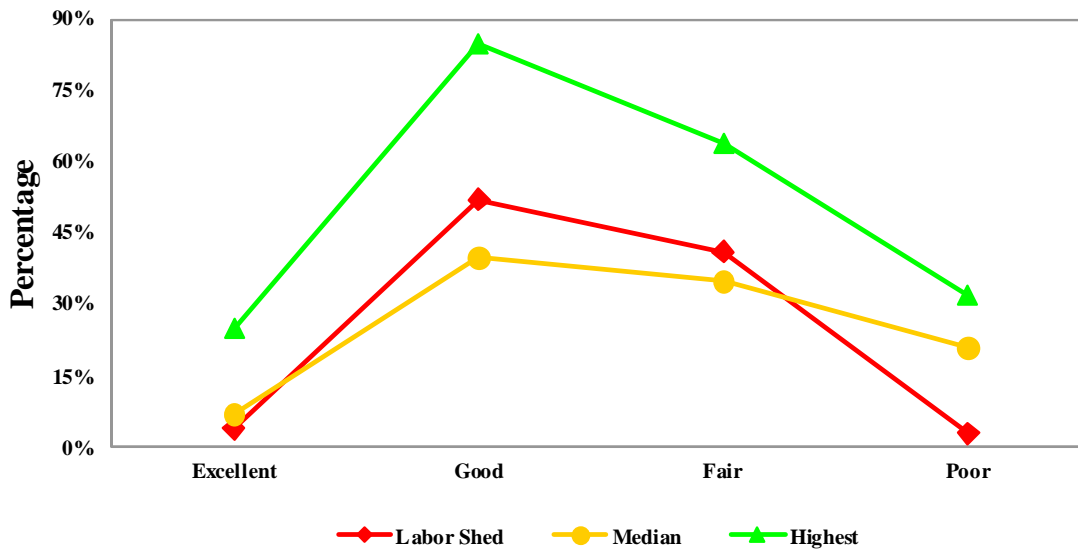
**Worker Entry Level Skills**



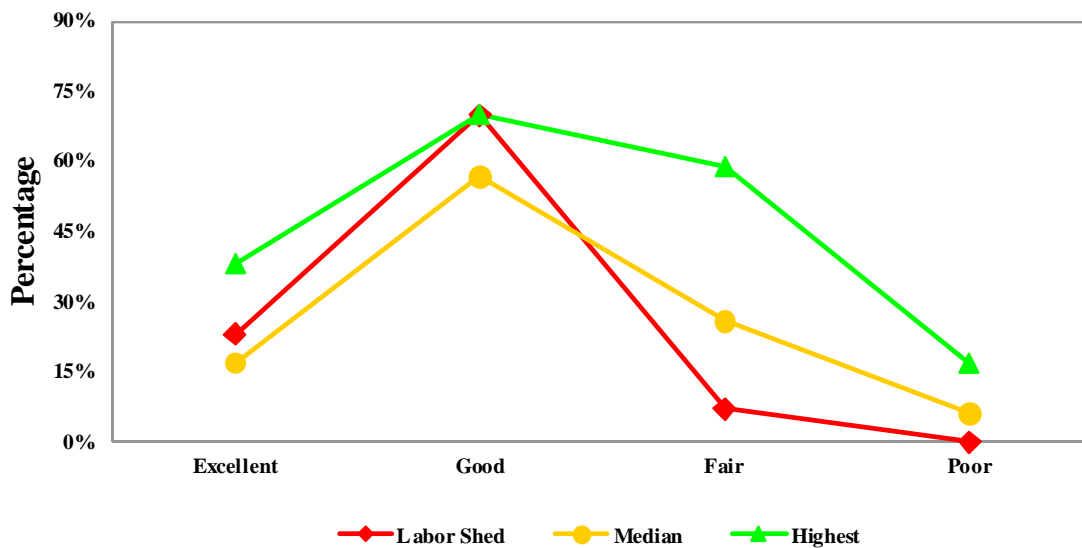
## COMPARISON OF EMPLOYER RATINGS

### The Flagler/Volusia County Area / Locations Surveyed Over the Past 18 Months

#### Availability of Skilled Workers



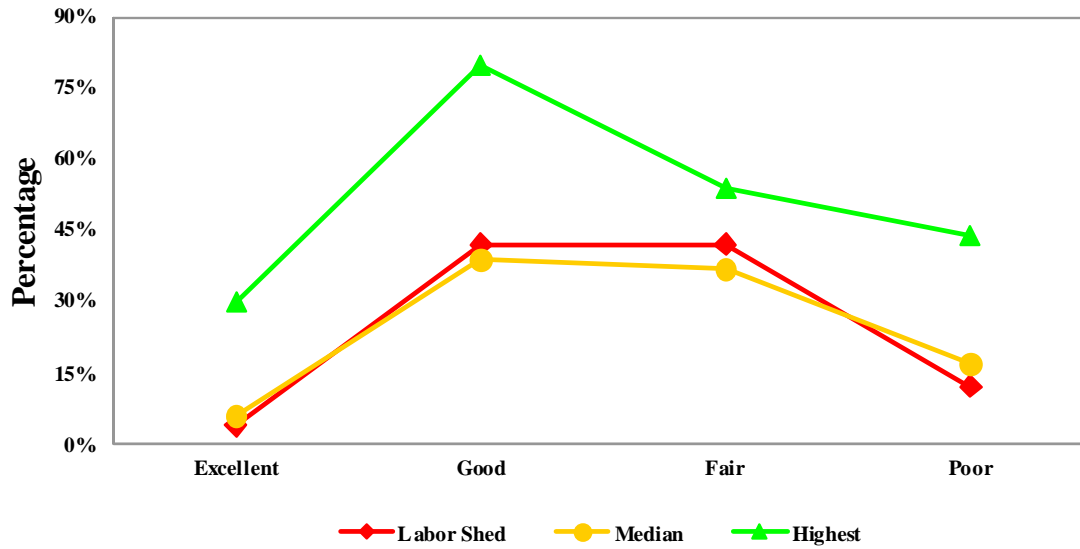
#### Availability of Unskilled Workers



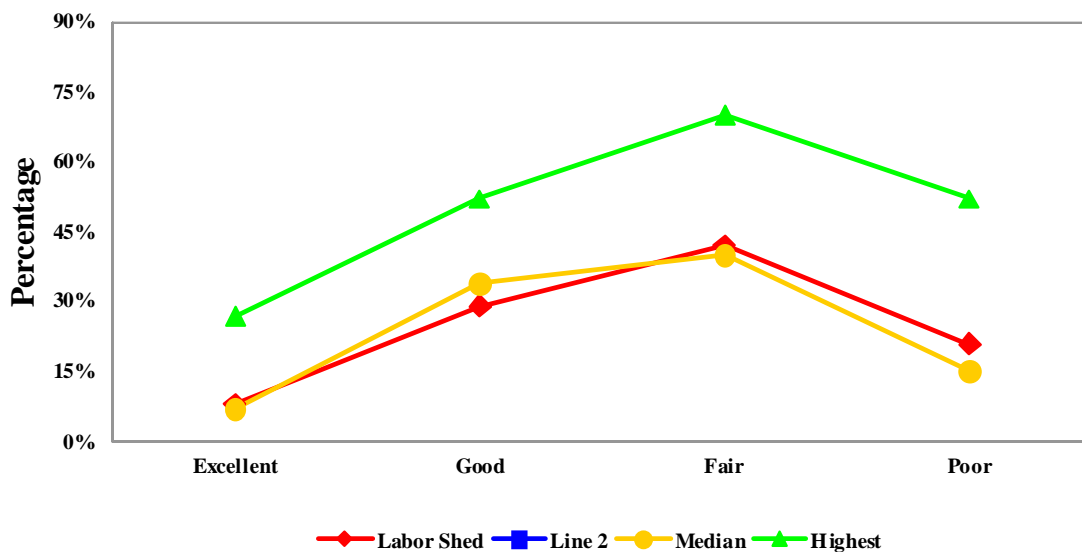
## COMPARISON OF EMPLOYER RATINGS

### The Flagler/Volusia County Area / Locations Surveyed Over the Past 18 Months

#### Availability of Professional Workers



#### Availability of Technical Workers



## NATIONAL COMPARATIVE OBSERVATIONS

As a matter of course in site-selection projects, The Pathfinders evaluates published government workforce statistics. Those statistics, however, depict the entire workforce while only a minority segment of those workers will be considered for or have an interest in new jobs with a company. The characteristics of the select, underemployed workforce group represented in this report may vary significantly from the workforce as a whole as reported in published government data.

Accordingly, the information presented in the workforce report for Volusia County covers those members of the workforce who are, by virtue of their underemployment, potential candidates for new jobs. Existing employers, or new employers recruited to Volusia County, typically will not depend heavily on the unemployed to staff a new operation or to fill vacancies in existing operations caused by turnover or expansions. Companies look to the ranks of people who are already employed but are seeking to better themselves. Those individuals in that category who appear to possess the education, skills, and experience to merit a better job are classified as underemployed.

The workforce report issued by The Pathfinders documents the availability of underemployed workers as well as the skills, experience, education, and costs of individuals in that hidden workforce in Volusia County. This section of the report provides a comparison of the characteristics of the labor shed's underemployed workforce with the underemployed workforces in other communities previously surveyed throughout the nation. A prospect company considering Volusia County as a location will judge its workforce on a comparative basis. This section of the report will allow local economic development professionals to view the region's workforce in relation to others across the country.

The comparative data for other locations used in the following charts and tables reflect information accumulated over the past eighteen months. The Pathfinders maintains a continuing database of over 600 surveyed counties and communities and more than 30 million workers.



## Locations Used In Comparative Analysis (Partial Listing)

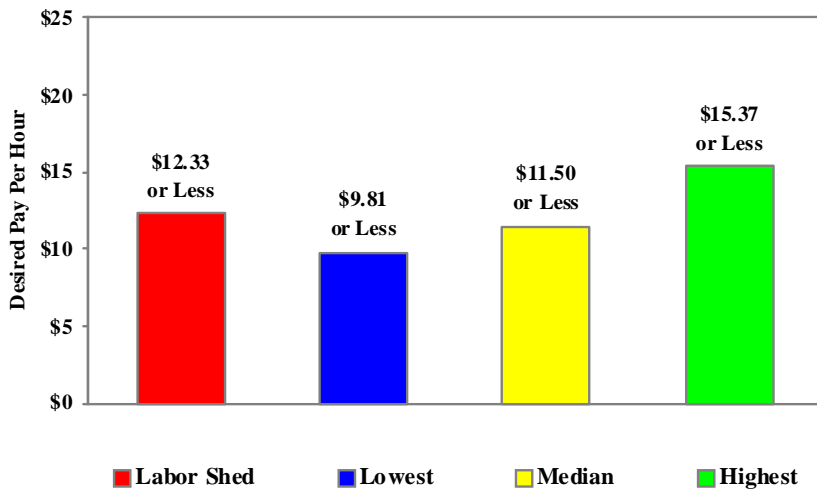
In the various charts which follow this page, this labor shed is compared with others for the purpose of making the data meaningful. In the charts, figures for this labor shed are shown alongside the “lowest”, “median” and “highest” figures from other workforce surveys conducted by The Pathfinders. The comparisons are with communities and counties representing both larger and smaller and those similar in size to this labor shed. They are also scattered throughout the nation, and a partial listing of locations from which the “low”, “median” and “high” data reported are derived includes:

Albany, NY	Cullman County, AL	Laramie, WY	Rockford, IL
Albuquerque, NM	Culpeper County, VA	Larimer County, CO	Salem, IL
Allegany County, MD	Danville, IL	LaSalle, IL	San Marcus, TX
Amarillo, TX	Daytona Beach, FL	Lea County, NM	Scranton, PA
Anderson, IN	Decatur, AL	Lebanon, KY	Seneca County, NY
Ardmore, OK	Eastern Shore, MD	Lee’s Summit, MO	Shasta County, CA
Ashland, KY	Elizabethtown, KY	Lexington, KY	Shreveport, LA
Atascadero, CA	Evansville, IN	Lincoln County, NE	Sikeston, MO
Atlanta, GA	Fairfield County, OH	Long Island, NY	Silver City, NM
Auburn, AL	Fargo, ND	Longview, TX	Spartanburg, SC
Baldwin County, AL	Fauquier County, VA	Louisville, KY	Spokane, WA
Bay County, FL	Fulton County, KY	Madison, SD	Springfield, IL
Bedford, TX	Grant County, NM	Meridian, MS	Sullivan County, NY
Beeville, TX	Grant County, WA	McDowell County, NC	Sumter County, SC
Binghamton, NY	Grays Harbor, WA	Mobile, AL	Syracuse, NY
Birmingham, AL	Greene County, NY	Mohawk Valley, NY	Tallahassee, FL
Boone County, IN	Grenada, MS	Monroe County, NY	Taylor, TX
Bowie, TX	Harrison County, IN	Montgomery, AL	Terre Haute, IN
Bryan/College Station, TX	Hazleton, PA	Moorhead, MN	Tioga County, NY
Buffalo, NY	Henderson, KY	Muncie, IN	Tipton County, IN
Bullitt County, KY	Hendricks County, IN	New Braunfels, TX	Tupelo, MS
Cambridge, MD	Hernando County, FL	New York City, NY	Tuscaloosa, AL
Cape Girardeau, MO	Hillsdale County, MI	Obion County, TN	Ulster County, NY
Casper, WY	Hudson Valley, NY	Ontario County, NY	Vermillion County, IN
Catawba County, NC	Huntsville, AL	Oswego County, NY	Vineland, NJ
Centralia, IL	Hutto, TX	Owsley County, KY	Warren County, VA
Champaign County, IL	Independence, MO	Panama City, FL	Wasatch County, UT
Cheyenne, WY	Indianapolis, IN	Pensacola, FL	Watertown, SD
Cleveland County, NC	Jackson, MS	Pierre, SD	Weld County, CO
Clinton, SC	Jackson County, MO	Polk County, NC	Wilkes-Barre, PA
Columbia, SC	Jay County, IN	Ponca City, OK	Williamsport, PA
Conroe, TX	Kalamazoo, MI	Prescott Valley, AZ	Winnebago County, IL
Corpus Christi, TX	Lake Havasu, AZ	Reno, NV	Yankton, SD



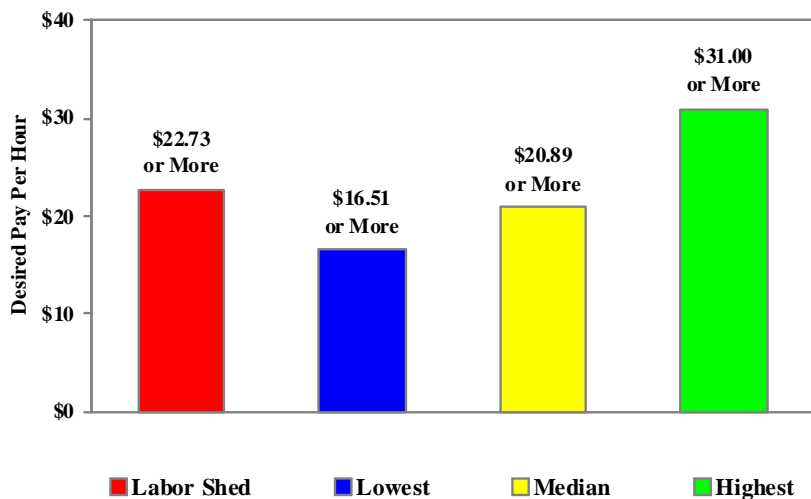
The workforce report documented the number of underemployed workers in the labor shed who would be available for an employer at various pay rates ranging from \$8.00 per hour or below to \$25.00 per hour or above and who appear to have the skills, experience, and education to justify the desired pay rates. The chart below shows that 25% (lower quartile) of the underemployed workers in the labor shed would take a new job for \$12.33 per hour or less. In locations surveyed over the past eighteen months, the lowest desired pay rate in the lower quartile of underemployed workers was \$9.81 per hour or less, the median \$11.50 or less, and the highest desired pay rate was \$15.37 per hour or less.

**COMPARISON OF DESIRED WAGES (per hour)  
UNDEREMPLOYED WORKERS - LOWER QUARTILE  
The Volusia County Labor Shed /  
Locations Surveyed Over the Past 18 Months**



Those underemployed workers in the upper quartile have more education, better skills, and greater experience. Yet based on current pay rates, they are considered to be underemployed. In the labor shed, the underemployed individuals in the upper 25% desire \$22.73 per hour or more. In locations surveyed over the past eighteen months, the lowest desired pay rate in the upper quartile of underemployed workers was \$16.51 or more, the median \$20.89 or more, and the highest was \$31.00 per hour or more.

**COMPARISON OF DESIRED WAGES (per hour)**  
**UNDEREMPLOYED WORKERS - UPPER QUARTILE**  
**The Volusia County Labor Shed /**  
**Locations Surveyed Over the Past 18 Months**



The following charts compare the percentages of underemployed workers in Volusia County who have experience in various fields of employment with the percentages of underemployed workers in locations surveyed over the past eighteen months who have the same type of experience. In the charts, Volusia County is referred to as “labor shed”.

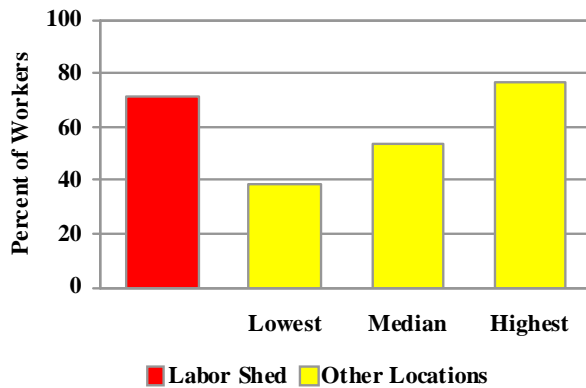
The experience charts are followed by skills charts, which compare the percentages of underemployed workers in Volusia County who possess various types of employment skills with the percentages of underemployed workers in locations surveyed over the past eighteen months who possess the same skills. In the charts, Volusia County is referred to as “labor shed”.



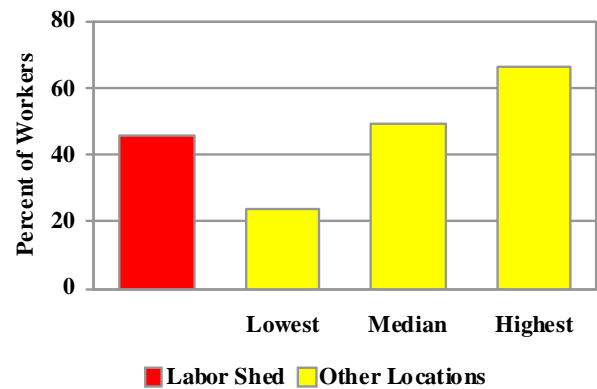
**COMPARISON OF EXPERIENCE  
UNDEREMPLOYED WORKERS**

**The Volusia County Labor Shed /  
Locations Surveyed Over the Past 18 Months**

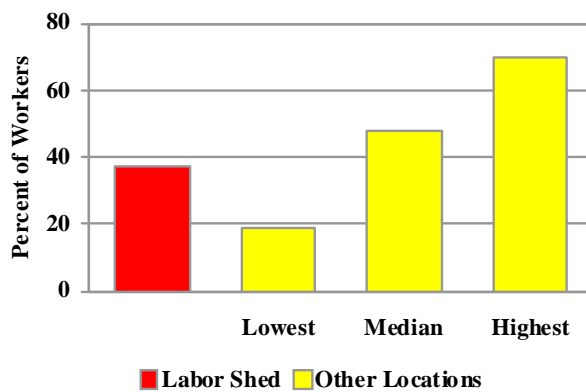
**OFFICE**



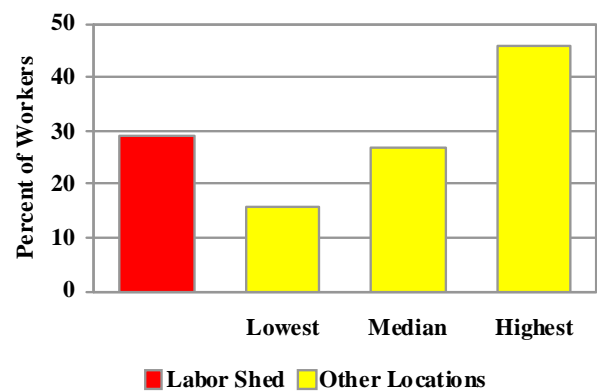
**WAREHOUSE / DISTRIBUTION /  
TRANSPORTATION**



**MANUFACTURING / ASSEMBLY /  
FABRICATION**



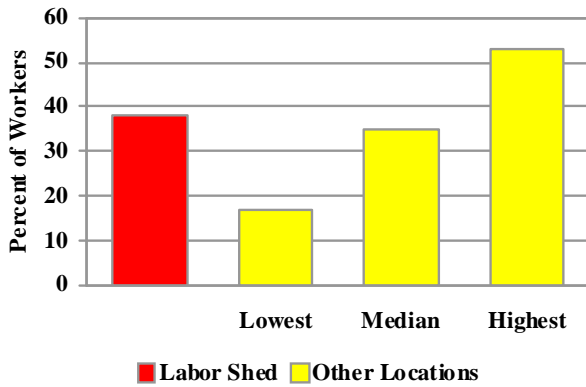
**MEDICAL /  
HEALTH SCIENCES**



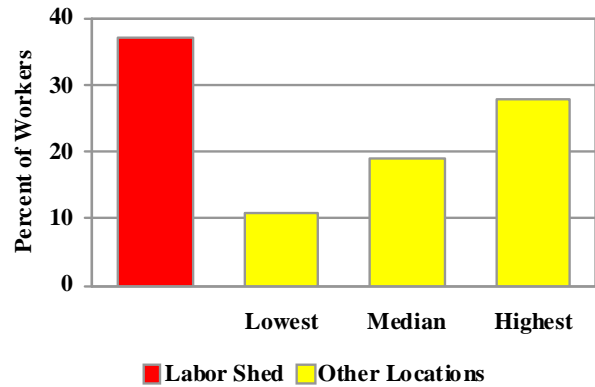
**COMPARISON OF EXPERIENCE  
UNDEREMPLOYED WORKERS**

**The Volusia County Labor Shed /  
Locations Surveyed Over the Past 18 Months**

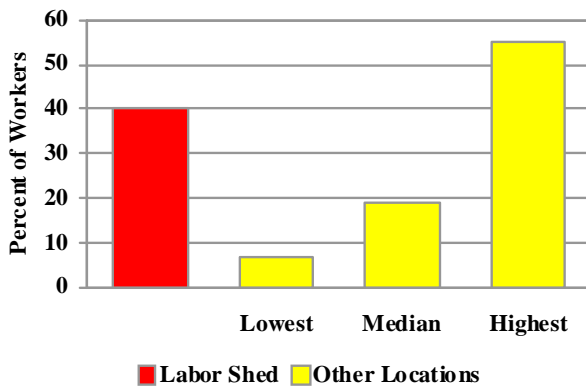
**MAINTENANCE /  
INSTALLATION / REPAIR**



**CALL CENTER**



**INFORMATION TECHNOLOGY**



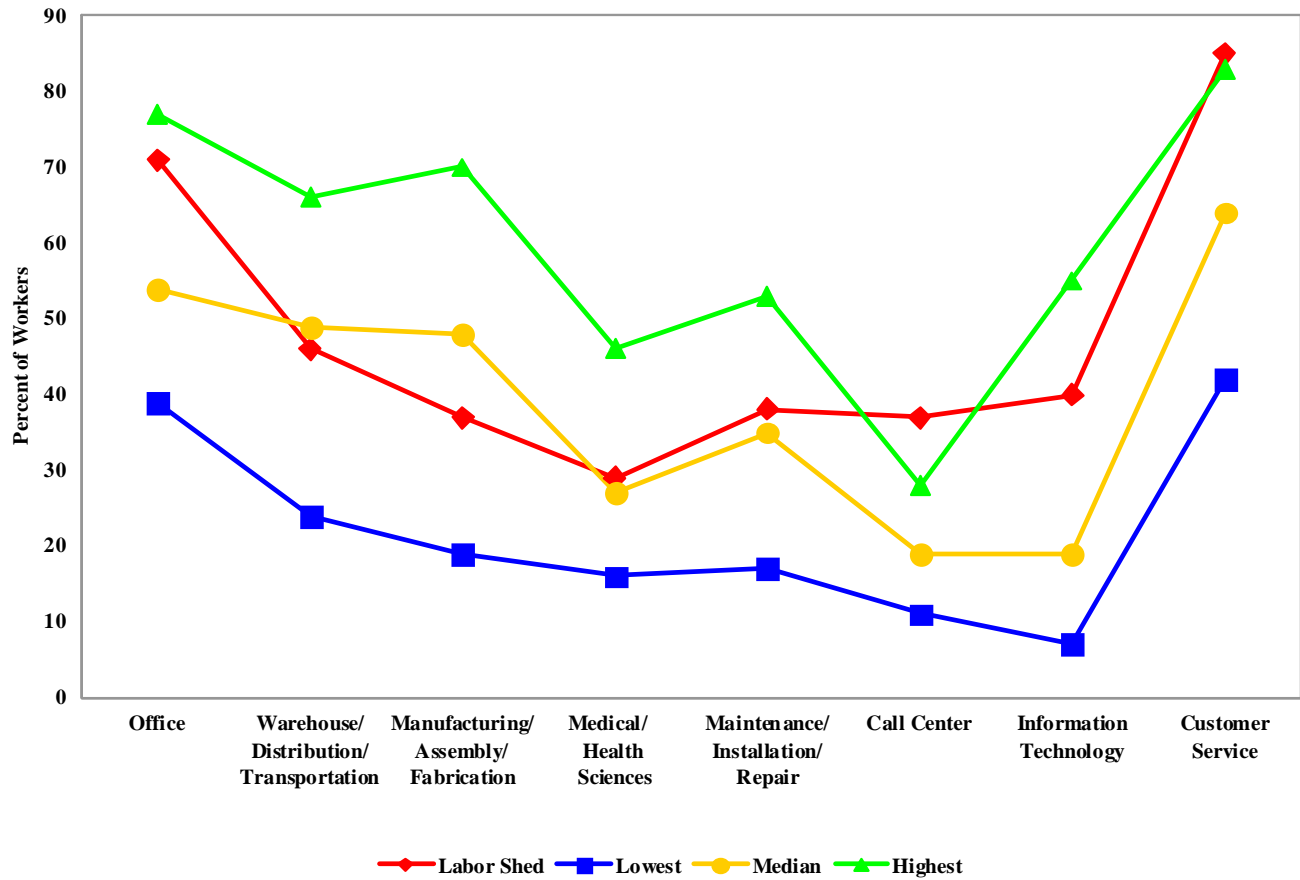
**CUSTOMER SERVICE**



**SUMMARY COMPARISON OF EXPERIENCE**

**UNDEREMPLOYED WORKERS**

**The Volusia County Labor Shed/  
Locations Surveyed Over the Past 18 Months**



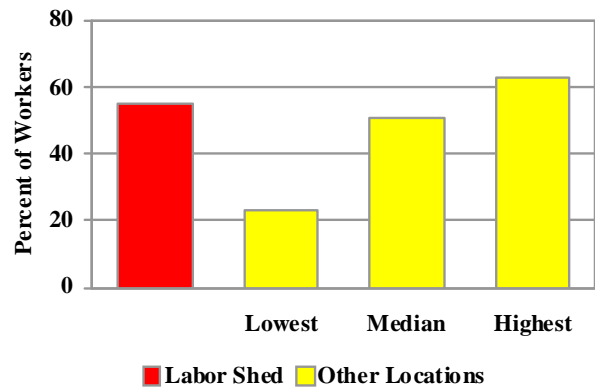
**COMPARISON OF SKILLS  
UNDEREMPLOYED WORKERS**

**The Volusia County Labor Shed /  
Locations Surveyed Over the Past 18 Months**

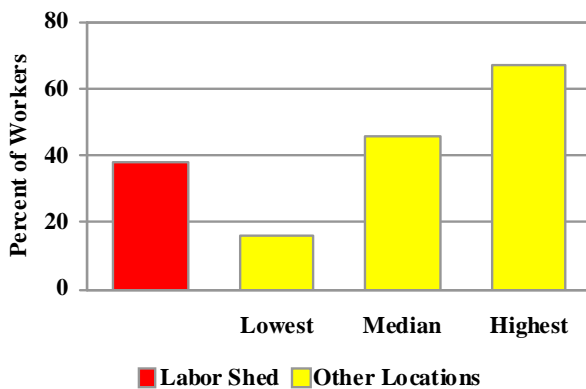
**OFFICE**



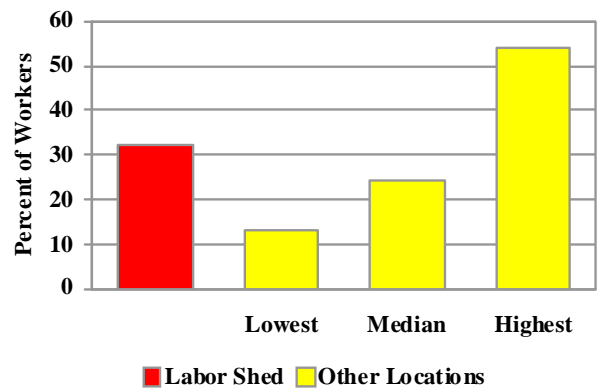
**WAREHOUSE / MATERIALS  
HANDLING**



**MANUFACTURING / ASSEMBLY /  
FABRICATION**



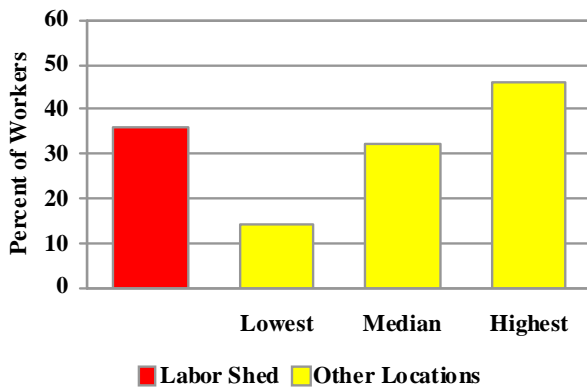
**MEDICAL /  
HEALTH SCIENCES**



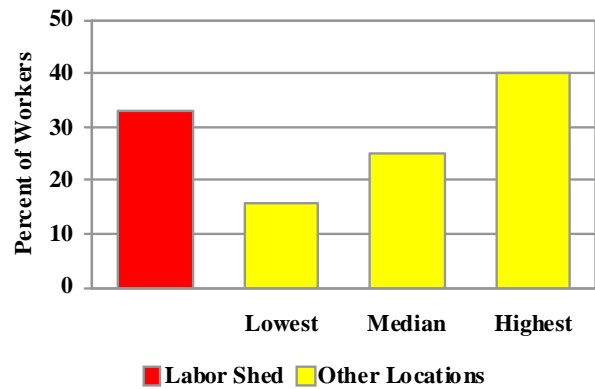
## COMPARISON OF SKILLS UNDEREMPLOYED WORKERS

### The Volusia County Labor Shed / Locations Surveyed Over the Past 18 Months

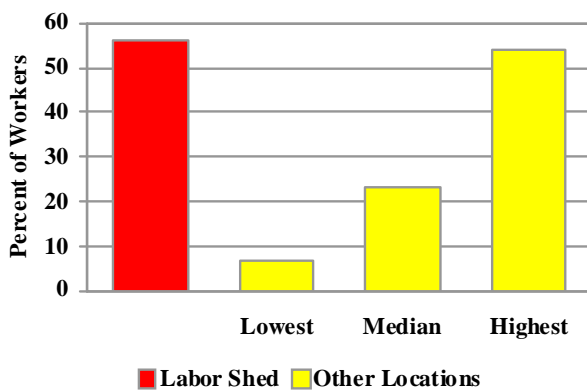
**MAINTENANCE /  
INSTALLATION / REPAIR**



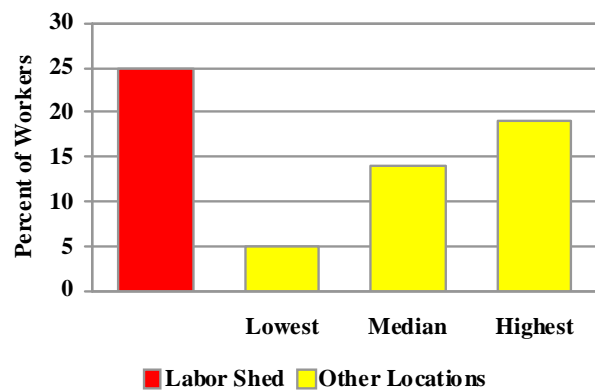
**TECHNICIAN / QUALITY  
ASSURANCE**



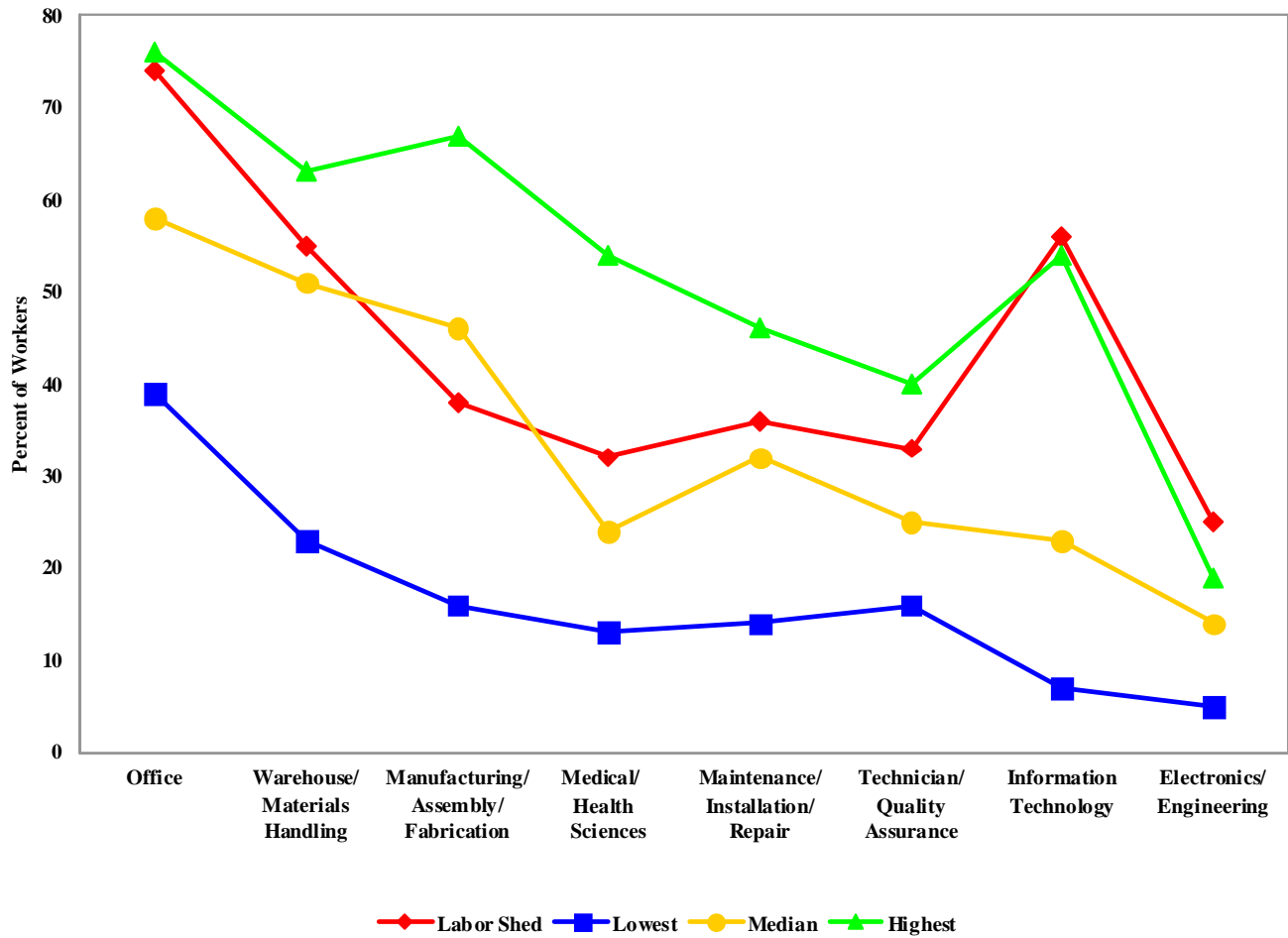
**INFORMATION TECHNOLOGY**



**ELECTRONICS / ENGINEERING**



**SUMMARY COMPARISON OF SKILLS  
UNDEREMPLOYED WORKERS  
The Volusia County Labor Shed /  
Locations Surveyed Over the Past 18 Months**



## CLOSING REMARKS

The foregoing report represents an assessment of the underemployment that exists in Volusia County. It includes a set of important interlocking measurements of the number of underemployed workers, their cost, skills, experience, education, reliability, productivity, and other related factors. The information allows the economic development professional and the site-selection team to view the area in comparison to other locations.

Attention should be given to the “Employers’ Views of the Flagler/Volusia County Area Total Workforce” section of this report in which local employers’ views of the characteristics of local workers are compared with employers’ views in other locations where the identical questions have been asked in identical fashion.

Similarly, attention should be given to the final section of this report, “National Comparative Observations”, which compares, employing an identical methodology, the costs, experience, and skills of local underemployed workers with those underemployed workers in locations surveyed by The Pathfinders over the past eighteen months.

While the number of underemployed workers in Volusia County, including their cost, skills, and experience, is the focus of this report, the data should be interpreted in a comparative perspective just as the corporate site selector will in deciding among competing locations.

**For Informational Purposes:**

<b>The Volusia County Civilian Workforce .....</b>	<b>259,500</b>
<b>Largest Workforce Surveyed by The Pathfinders .....</b>	<b>5,000,000</b>
<b>Median Workforce Surveyed by The Pathfinders .....</b>	<b>165,050</b>
<b>Smallest Workforce Surveyed by The Pathfinders.....</b>	<b>3,350</b>



## SUPPLEMENTAL SECTION

This supplemental section of the report shows the skills and desired pay of the underemployed workers in Volusia County by their current experience.

As stated earlier, the experience and skills categories are purposefully similar in order to present the most accurate picture of worker availability. The similarities between the skills and experience categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. Additionally, what may appear to some observers as redundancy is, in reality, a proven mechanism to cross-check the validity of responses and to identify the degree to which workplace and professional competencies are truly transferable to new positions and employers.

With respect to desired pay rates, there is no single, identifiable pattern in the amount of pay increase desired by workers who indicated a desire to change or upgrade their job status. Some would make a level move while some would accept less pay than their current rate. Most specified a reasonable pay increase, and those specifying unreasonable increases were eliminated from consideration.

The skills by current experience section provides data that suggest a reservoir of underutilized skills that may be tapped in order to satisfy the needs of expanding and new employers in a diversity of fields.



**DESIRED PAY RATES OF UNDEREMPLOYED WORKERS  
IN VOLUSIA COUNTY  
WHOSE CURRENT EXPERIENCE IS IN:**

<b>OFFICE OPERATIONS</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	14%	21%	9%	18%	15%	9%	14%

<b>WAREHOUSE / DISTRIBUTION / TRANSPORTATION</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	16%	8%	8%	36%	4%	12%	16%

<b>MANUFACTURING / ASSEMBLY / FABRICATION</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	10%	14%	10%	37%	5%	10%	14%

<b>MEDICAL / HEALTH CARE</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	6%	38%	6%	11%	11%	17%	11%



**DESIRED PAY RATES OF UNDEREMPLOYED WORKERS  
IN VOLUSIA COUNTY  
WHOSE CURRENT EXPERIENCE IS IN:**

<b>MAINTENANCE / INSTALLATION / REPAIR</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	15%	22%	7%	33%	4%	4%	15%

<b>CALL CENTER</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	11%	21%	-	21%	26%	5%	16%

<b>INFORMATION TECHNOLOGY</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	12%	20%	4%	8%	24%	16%	16%



**DESIRED PAY RATES OF UNDEREMPLOYED WORKERS  
IN VOLUSIA COUNTY  
WHOSE CURRENT EXPERIENCE IS IN:**

<b>SALES</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	7%	25%	7%	18%	14%	-	29%

<b>TELECOMMUNICATIONS</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	7%	26%	7%	7%	12%	15%	26%

<b>CUSTOMER SERVICE</b>							
<b>Desired Pay Per Hour</b>	<b>\$10.99 or Less</b>	<b>\$11.00 - \$13.99</b>	<b>\$14.00 - \$16.99</b>	<b>\$17.00 - \$19.99</b>	<b>\$20.00 - \$24.99</b>	<b>\$25.00 - \$30.99</b>	<b>\$31.00 or More</b>
<b>Percentage of Workers</b>	12%	21%	12%	17%	14%	9%	15%



**CURRENT EXPERIENCE – OFFICE OPERATIONS**

Among the underemployed workers in Volusia County who use office operations experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

<b>Skills</b>	<b>Percentage of Workers</b>
Office Operations	91%
Information Technology	59%
Telecommunications	56%
Warehouse/Materials Handling	53%
Technician/Quality Assurance	39%
Manufacturing/Assembly/Fabrication	35%
Medical/Health Sciences	33%
Maintenance/Installation/Repair	32%
Electronics/Engineering	23%



**CURRENT EXPERIENCE – WAREHOUSE / DISTRIBUTION / TRANSPORTATION**

Among the underemployed workers in Volusia County who use warehouse/distribution/transportation experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Warehouse/Materials Handling	92%
Manufacturing/Assembly/Fabrication	72%
Maintenance/Installation/Repair	72%
Office Operations	56%
Technician/Quality Assurance	52%
Information Technology	52%
Telecommunications	36%
Electronics/Engineering	32%
Medical/Health Sciences	16%



**CURRENT EXPERIENCE – MANUFACTURING / ASSEMBLY / FABRICATION**

Among the underemployed workers in Volusia County who use manufacturing/assembly/fabrication operations experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Warehouse/Materials Handling	91%
Maintenance/Installation/Repair	86%
Manufacturing/Assembly/Fabrication	81%
Technician/Quality Assurance	57%
Office Operations	57%
Information Technology	57%
Electronics/Engineering	52%
Telecommunications	48%
Medical/Health Sciences	14%

**CURRENT EXPERIENCE – MEDICAL / HEALTH CARE**

Among the underemployed workers in Volusia County who use medical/health care experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Medical/Health Sciences	83%
Office Operations	83%
Information Technology	67%
Telecommunications	67%
Warehouse/Materials Handling	44%
Technician/Quality Assurance	39%
Maintenance/Installation/Repair	33%
Electronics/Engineering	22%
Manufacturing/Assembly/Fabrication	17%



**CURRENT EXPERIENCE – MAINTENANCE / INSTALLATION / REPAIR**

Among the underemployed workers in Volusia County who use maintenance/installation/repair experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Maintenance/Installation/Repair	85%
Warehouse/Materials Handling	81%
Manufacturing/Assembly/Fabrication	74%
Office Operations	56%
Information Technology	52%
Technician/Quality Assurance	52%
Electronics/Engineering	44%
Telecommunications	30%
Medical/Health Sciences	19%

**CURRENT EXPERIENCE – CALL CENTER**

Among the underemployed workers in Volusia County who use call center experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

<b>Skills</b>	<b>Percentage of Workers</b>
Office Operations	95%
Information Technology	79%
Telecommunications	74%
Technician/Quality Assurance	58%
Manufacturing/Assembly/Fabrication	53%
Medical/Health Sciences	47%
Warehouse/Materials Handling	42%
Electronics/Engineering	32%
Maintenance/Installation/Repair	26%



**CURRENT EXPERIENCE – INFORMATION TECHNOLOGY**

Among the underemployed workers in Volusia County who use information technology experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Office Operations	92%
Information Technology	92%
Telecommunications	52%
Technician/Quality Assurance	48%
Warehouse/Materials Handling	48%
Medical/Health Sciences	44%
Manufacturing/Assembly/Fabrication	44%
Electronics/Engineering	36%
Maintenance/Installation/Repair	28%

**CURRENT EXPERIENCE – SALES**

Among the underemployed workers in Volusia County who use sales experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

Skills	Percentage of Workers
Office Operations	93%
Information Technology	79%
Telecommunications	71%
Warehouse/Materials Handling	64%
Technician/Quality Assurance	46%
Manufacturing/Assembly/Fabrication	43%
Maintenance/Installation/Repair	39%
Medical/Health Sciences	36%
Electronics/Engineering	18%



**CURRENT EXPERIENCE – TELECOMMUNICATIONS**

Among the underemployed workers in Volusia County who use telecommunications experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

<b>Skills</b>	<b>Percentage of Workers</b>
Office Operations	93%
Information Technology	78%
Telecommunications	74%
Warehouse/Materials Handling	56%
Technician/Quality Assurance	41%
Manufacturing/Assembly/Fabrication	37%
Medical/Health Sciences	33%
Maintenance/Installation/Repair	26%
Electronics/Engineering	22%



**CURRENT EXPERIENCE – CUSTOMER SERVICE**

Among the underemployed workers in Volusia County who use customer service experience in their current jobs, the figures below show the percentages of those workers who have the specific skills listed. Those skills may or may not be utilized in their current position:

<b>Skills</b>	<b>Percentage of Workers</b>
Office Operations	86%
Information Technology	64%
Warehouse/Materials Handling	55%
Telecommunications	50%
Technician/Quality Assurance	35%
Medical/Health Sciences	35%
Manufacturing/Assembly/Fabrication	35%
Maintenance/Installation/Repair	33%
Electronics/Engineering	21%





## **THE PATHFINDERS**

**P.O. Box 702317  
Dallas, Texas 75370**

**Telephone: 972-387-3750  
Fax: 469-916-6878**

**E-Mail: [info@thepathfindersus.com](mailto:info@thepathfindersus.com)**

**Web site: [www.thepathfindersus.com](http://www.thepathfindersus.com)**