

executive summary

state of florida salary, wage & benefits survey

2010-2011



SalarySurveyOnline.com

800-288-6044

a comprehensive survey with
regional details

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2010 – 2011 State of Florida Salary, Wage and Benefits Survey

A comprehensive survey with regional details

Since 2001, Effective Resources, Inc. has been providing salary, wage, and benefit data for major metropolitan areas in the Southeast. We are pleased to present our tenth annual survey for the State of Florida and its major metropolitan regions via *SalarySurveyOnline.com*. Our surveys are developed by professionals for professionals. The survey is an invaluable source of information for employers of all sizes, business owners, Human Resource professionals, and educational institutions with graduating seniors.

Wage and salary data is provided for hundreds of jobs in a variety of easy-to-use breakouts including Industry, Region, Company Size by Employees, and Company Size by Sales/Assets. The survey also contains comprehensive benefits sections with details for medical premium increases, life insurance and disability plans, medical out-of-pocket costs, 401(k) matching, vacation and sick time, and other important issues facing today's employers.

The following Executive Summary provides an overview of this year's survey results.

METHODOLOGY

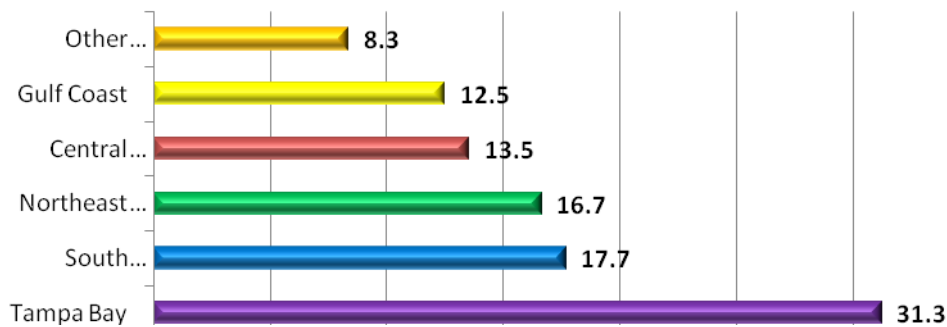
The 2010 – 2011 State of Florida Salary, Wage and Benefits Survey, and its regional surveys, were conducted, tabulated and reported by *SalarySurveyOnline.com*, a web-based data collection and reporting system designed and managed by Effective Resources, Inc. For returning survey participants, basic company information was provided upon login for review and updating as necessary. Additionally, returning participants had access to their prior year data submitted to aid in survey completion.

Beginning summer 2010, *SalarySurveyOnline.com* e-mailed monthly survey information to all individuals in its database. More than 8,000 individuals were e-mailed invitations to participate via the web site. The collection period was from August 1, 2010 through August 31, 2010.

Real-time and server validations are built into the questionnaire process. These checks flag data that is unexpected or out of acceptable range (i.e. below minimum wage) as it is being entered providing the participant opportunity to review and/or correct their entry. A final validation check flags other errors or shortcomings to survey completion and provides areas of correction to the participant. In order for the survey to be accepted, the participant had to correct these issues. Partially completed or inadequate responses are excluded from this report.

Data was collected from 192 participating firms representing 867,367 employees with 130,497 employees in the survey area. Surveys were compiled for Central Florida, Gulf Coast, Northeast Florida, South Florida, Tampa Bay and the State of Florida.

Figure 1: % Participation by Region



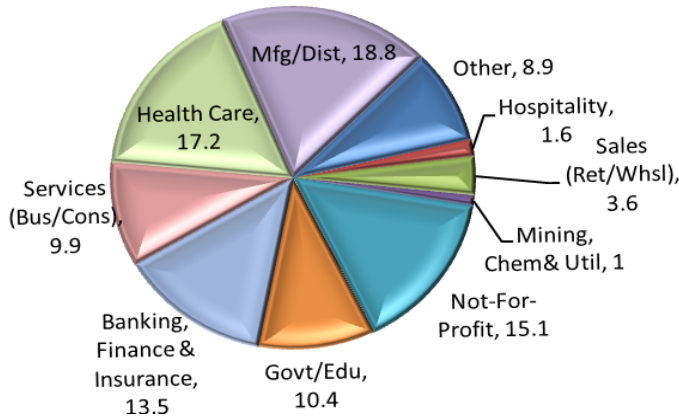
Compensation data for 345 positions was surveyed for 17 functional areas: Banking and Finance, Government/Education, Healthcare, Hospitality, Manufacturing and Distribution, Sales (Retail/Wholesale), Services (Business/Consumer), and other industry groups. Wage and salary data was provided for 328 jobs in a variety of easy-to-use breakouts including Industry, Region, Company Size by Employees, and Company Size by Sales/Assets. The wages reported were those in effect as of August, 2010.

PARTICIPANT COMPANY PROFILE (Figure 1 and Figure 2)

This year's survey was completed by 192 companies with employees in Florida. We are pleased that participation has increased by 15 percent over last year. Since our survey originated in Tampa Bay, that region historically has the highest participation level.

The Manufacturing and Distribution, Health Care, Not-For-Profit, Services (Business/Consumer), Banking, Finance, Insurance and Government &

Figure 2: % of Participation by Industry



Education industries are relatively well represented in the survey. Sales (Retail/Wholesale), Hospitality, Mining/Chemicals/Utilities, and the elusive “Other” category played a smaller role in the results again this year.

MERIT INCREASES (Figure 3)

The overall merit increase projected in Florida next year is 2.8 percent (for those employers who are planning to grant a merit increase). Our survey shows 78.4 percent of Florida employers are planning a

merit increase for next year – about 5 percent more employers than last year.

The 2.8 percent projected merit is slightly lower than the 2.9 percent projected for Florida from WorldatWork and 3.0 percent from Towers Watson.¹ It is not surprising that the merit increase amounts this year are down from last year. As with most annual projections, the actual will very likely be something less than the projected.

The National Bureau of Economic Research, the official arbiter of the U.S. business cycle, said the recession ended in June 2009. The committee did not conclude that economic conditions since that month have been favorable or that the economy has returned to operating at normal capacity. Its members felt the sting of indignant reaction from a public for whom economic pain continues to be an everyday reality. With unemployment high, job creation low, the housing market on life support and other day-to-day economic realities still bad, most Americans see little difference between the recession and current conditions. Not surprisingly, base pay increases will be non-existent in 21.6 percent of Florida employers.

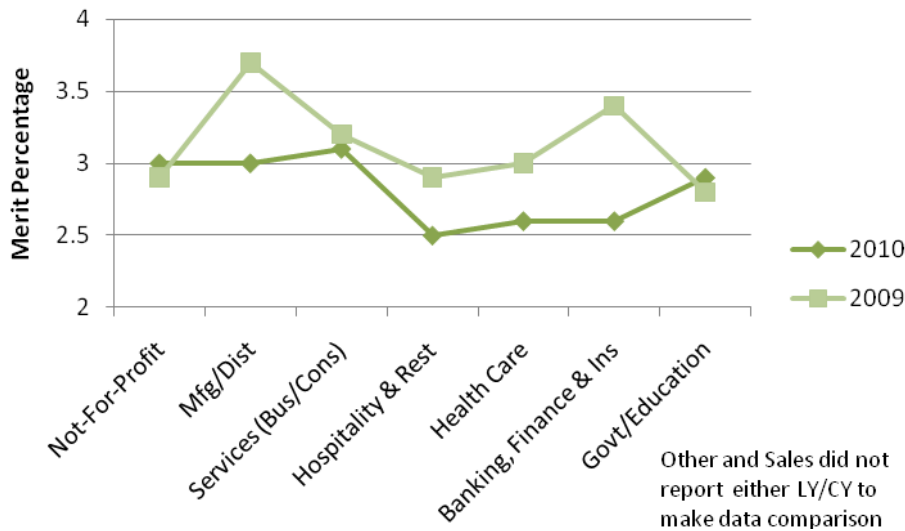
¹ WorldatWork 2010-2011 Salary Budget Survey ; Towers Watson, 2009/2010 US Strategic Rewards

SALARY RANGE ADJUSTMENTS

Planned Salary Range Adjustments are down. Exempt salary range adjustments went from an average increase of 2.9 percent last year to 2.8 percent this year.

Non-exempt salary range adjustments stayed steady at 2.8 percent.

Figure 3: Planned Merit Increase

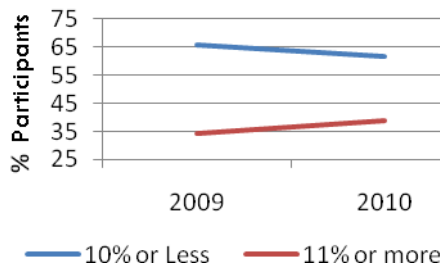


TURNOVER

Florida's 11.7 percent unemployment rate as of August 2010 is up from 10.7 percent in August 2009. These figures reflect the reaction to the recession. Florida is much higher than the national rate of 9.6 percent.² Even

though the supply of labor exceeds the demand for many openings, there are still spot shortages for skilled and technical employees. Last year monthly turnover was 2.3 percent as compared to 2.1 percent this year. The overall average monthly turnover rate had risen slowly by one-tenth of one percent each year for the last few survey years and this is the first tick downward we have seen in a while. The cuts have been made and most employees are staying put. Services and Not-for-Profit experienced the highest turnover at 2.7 percent, followed by Banking, Finance & Insurance with 2.5 percent turnover. It's no surprise that Government/Education had the lowest turnover at 0.9 percent again this year.

Figure 4: Medical Premium Rate Increase



BENEFITS (Figure 4 and Figure 5)

As the uncertainty of federal health insurance reform started to lift, employers didn't rush to overhaul benefits this year. There was good news for 61.4 percent of

² United States Department of Labor, Regional and State Employment and Unemployment Summary, August 2010

employers in the form of medical insurance premium rate increases of 10 percent or less. Last year, 65.8 percent of employers reported a premium increase of 10 percent or less. Conversely, however, 38.6 percent of employers have gotten hit with high premium increases of 11 percent or

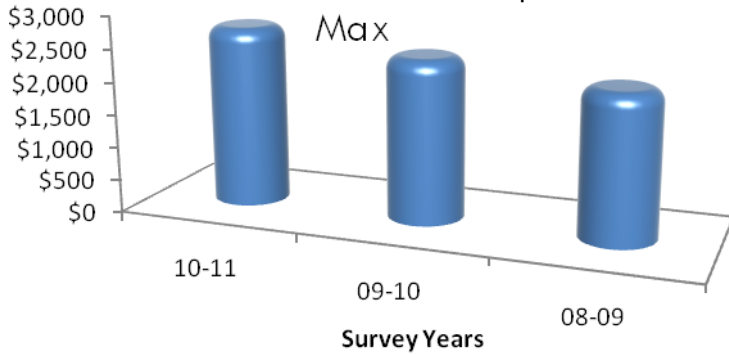
more and this is up considerably from 34.2 percent last year. Can this be the beginning of the affects of reform? Time will tell.

Employee average annual out-of-pocket expenses for employee only coverage has increased by \$280.74 this year to \$2746.35. After a few years of decreases in family out-of-pocket expenses, we had a large jump in 08-09, small increase in 09-10 and a big rate increase again this year by

\$781.91 to a total average of \$5843.90. Employees are obviously carrying much more of the medical expense burden.

The employee's portion of the medical premium for employee only and family coverage hasn't varied by more than +/- 2 percent over the last seven years. This year is the second 'down' year in a row with the employee paying 23.7 percent for employee only and 43.6 percent for family coverage.

Figure 5: Average Employee Only Out of Pocket Medical Expense



Summary

Employers and employee are both being pressed by external economic forces. Employers have done about all the plan re-design and cost-shifting possible over the past two years. Only time will tell how plan design, costs, and national healthcare will affect both employers and employees.

Job Report

Each job report contains a full page of data as shown in the thumbnail example to the

Category	Company Size	Compensation	Industry
Company Size	1-99 employees	100-499 employees	500+ employees
Compensation	Average Salary: \$23,200	Average Salary: \$28,500	Average Salary: \$35,000
Industry	Health Care	Manufacturing	Retail

right. Included is the job description, number of companies and number of incumbents reporting, average hire rate, average weighted pay rate, pay range, bonus, rate by union status, rate by region, rate by industry and rate by company size.

Rates for Selected Jobs

A sampling of some jobs across the State are listed to the left. Note that the rates reflect average weighted annual base pay only and do not include differentials, premiums or incentives.

Job Title	State of Florida		
	Average Weighted Base Pay		
	2010-2011	2009-2010	Change
	\$	\$	%
Accounts Payable Clerk	33,651	31,616	6.4%
Accountant	44,434	41,735	6.5%
Registered Nurse (RN)	55,955	55,474	0.9%
Machine Operator 1	25,382	25,243	0.6%
Purchasing Clerk	33,252	32,066	3.7%
Receptionist/Switchboard Operator	26,844	26,333	1.9%
Administrative Assistant	34,838	33,918	2.7%
Executive Secretary	45,721	44,080	3.7%
Human Resource Assistant	34,421	33,527	2.7%
Human Resource Director	100,199	96,951	3.4%

Accessing Survey Results

The surveys at SalarySurveyOnline.com are excellent support tools for your benchmarking, planning and budgeting processes. Our surveys afford you the ability to review benefits and compare your pay rates with others of similar size, industry and geographic region so you can make informed decisions.

Survey results are available in a variety of formats to suit your work style and priced to fit the tightest budget. Be sure to check out the new Customized Market Analysis format which enables you to set your own parameters for data by selecting specific companies, industry, company size, and more, to see only the data that is relevant to your company.

To review the surveys available and/or purchase the results, go to www.SalarySurveyOnline.com or call us at (800) 288-6044 during normal business hours.

Our managing firm, Effective Resources, Inc., also provides consulting services in Affirmative Action plan preparation, compensation planning, performance management, incentive plan design, market pricing, employee opinion surveys, and other analytically-demanding projects.



Developers of *SalarySurveyOnline.com*

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