



# Industry Spotlight

# Information Technology

Polk County, Florida



*Polk County's Economic  
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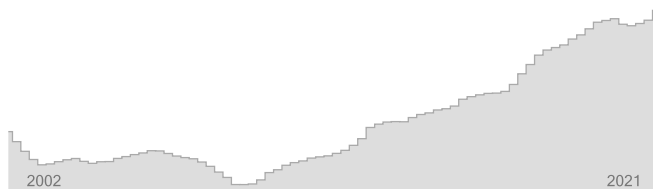
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# Spotlight Summary

Information Technology  
Polk County, Florida – 2021Q2

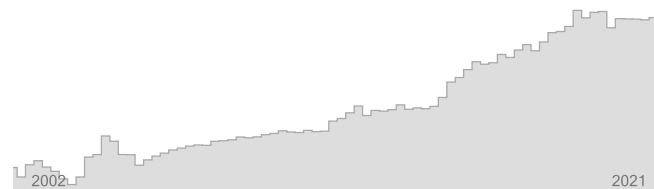
## EMPLOYMENT



**2,205**

Regional employment / 5,301,197 in the nation

## WAGES



**\$58,854**

Avg Wages per Worker / \$137,557 in the nation

**4.4%** ↑

Avg Ann % Change Last 10 Years / +2.8% in the U.S.



**0.9%**

% of Total Employment / 3.5% in the U.S.

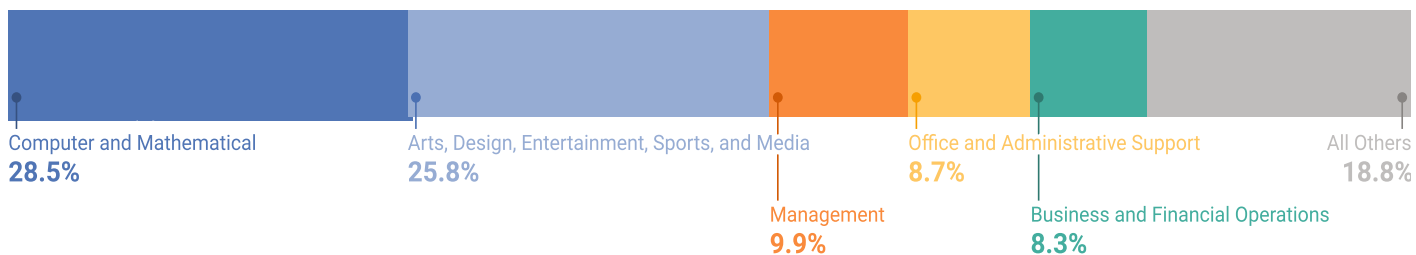


**3.2%** ↑

Avg Ann % Change Last 10 Years / +4.8% in the U.S.



## TOP OCCUPATION GROUPS



## TOP INDUSTRIES

Avg Ann % Change in Employment, Last 10 Years

**10.2%** ↑



Custom Computer Programming Services

**1.8%** ↑



Independent Artists, Writers, and Performers

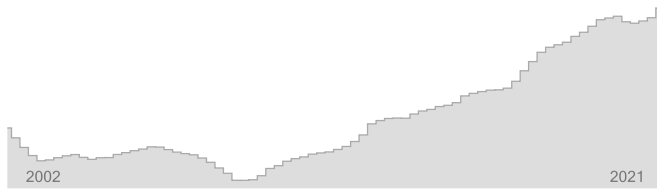
**7.2%** ↑



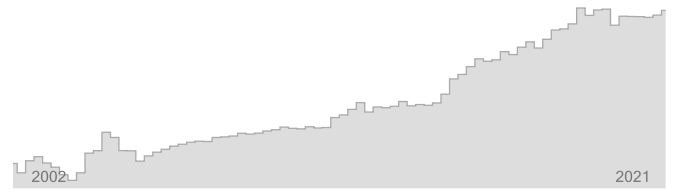
Graphic Design Services

# Industry Snapshot


## EMPLOYMENT



## WAGES

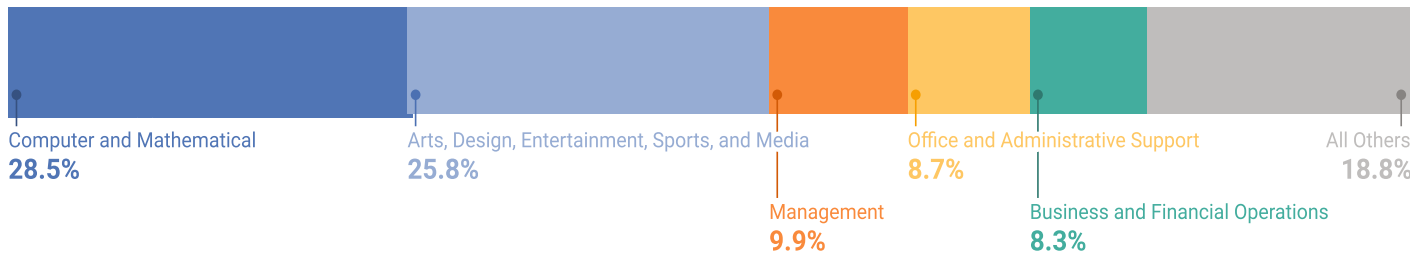


6-Digit Industry	Empl	Avg Ann Wages	LQ	5yr History	Annual Demand	Forecast Ann Growth
Custom Computer Programming Services	606	\$71,115	0.35		68	3.5%
Independent Artists, Writers, and Performers	429	\$40,499	0.82		47	2.1%
Graphic Design Services	198	\$39,271	1.29		21	1.1%
Computer Systems Design Services	153	\$73,735	0.08		16	2.9%
Communication Equipment Repair and Maintenance	124	\$39,743	4.36		15	2.7%
Software Publishers	110	\$86,026	0.12		12	3.0%
Data Processing, Hosting, and Related Services	104	\$77,509	0.16		11	2.0%
Other Computer Related Services	89	\$84,384	0.41		10	3.5%
Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing	79	\$58,181	0.34		9	1.8%
Computer and Office Machine Repair and Maintenance	51	\$85,520	0.70		6	2.4%
Remaining Component Industries	261	\$34,165	0.18		28	1.3%
<b>Information Technology</b>	<b>2,205</b>	<b>\$58,854</b>	<b>0.24</b>		<b>244</b>	<b>2.6%</b>


 Employment is one of the broadest and most timely measures of a region's economy. Fluctuations in the number of jobs shed light on the health of an industry. A growing employment base creates more opportunities for regional residents and helps a region grow its population.

 Since wages and salaries generally compose the majority of a household's income, the annual average wages of a region affect its average household income, housing market, quality of life, and other socioeconomic indicators.

# Staffing Pattern



6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Software Developers and Software Quality Assurance Analysts and Testers	223	\$92,300	27
Writers and Authors	111	\$79,000	14
Computer User Support Specialists	98	\$56,400	12
Computer Systems Analysts	84	\$82,200	9
Sales Representatives of Services, Except Advertising, Insurance, Financial Services, and Travel	58	\$87,200	10
Project Management Specialists and Business Operations Specialists, All Other	55	\$78,900	8
Computer and Information Systems Managers	51	\$136,600	6
General and Operations Managers	51	\$120,900	7
Customer Service Representatives	51	\$37,700	8
Graphic Designers	49	\$48,100	6
Remaining Component Occupations	1,337	\$60,800	174
<b>Total</b>	<b>2,167</b>		

 The mix of occupations points to the ability of a region to support an industry and its flexibility to adapt to future demand. Industry wages are a component of the cost of labor for regional employers.

# Employment Distribution by Type

The table below shows the employment mix by ownership type for Information Technology for Polk County, Florida. Four of these ownership types — federal, state, and local government and the private sector — together constitute “Covered Employment” (employment covered by the Unemployment Insurance programs of the United States and reported via the Quarterly Census of Employment and Wages).

“Self-Employment” refers to unincorporated self-employment and represents workers whose primary job is self-employment (that is, these data do not include workers whose primary job is a wage-and-salary position that is supplemented with self-employment).



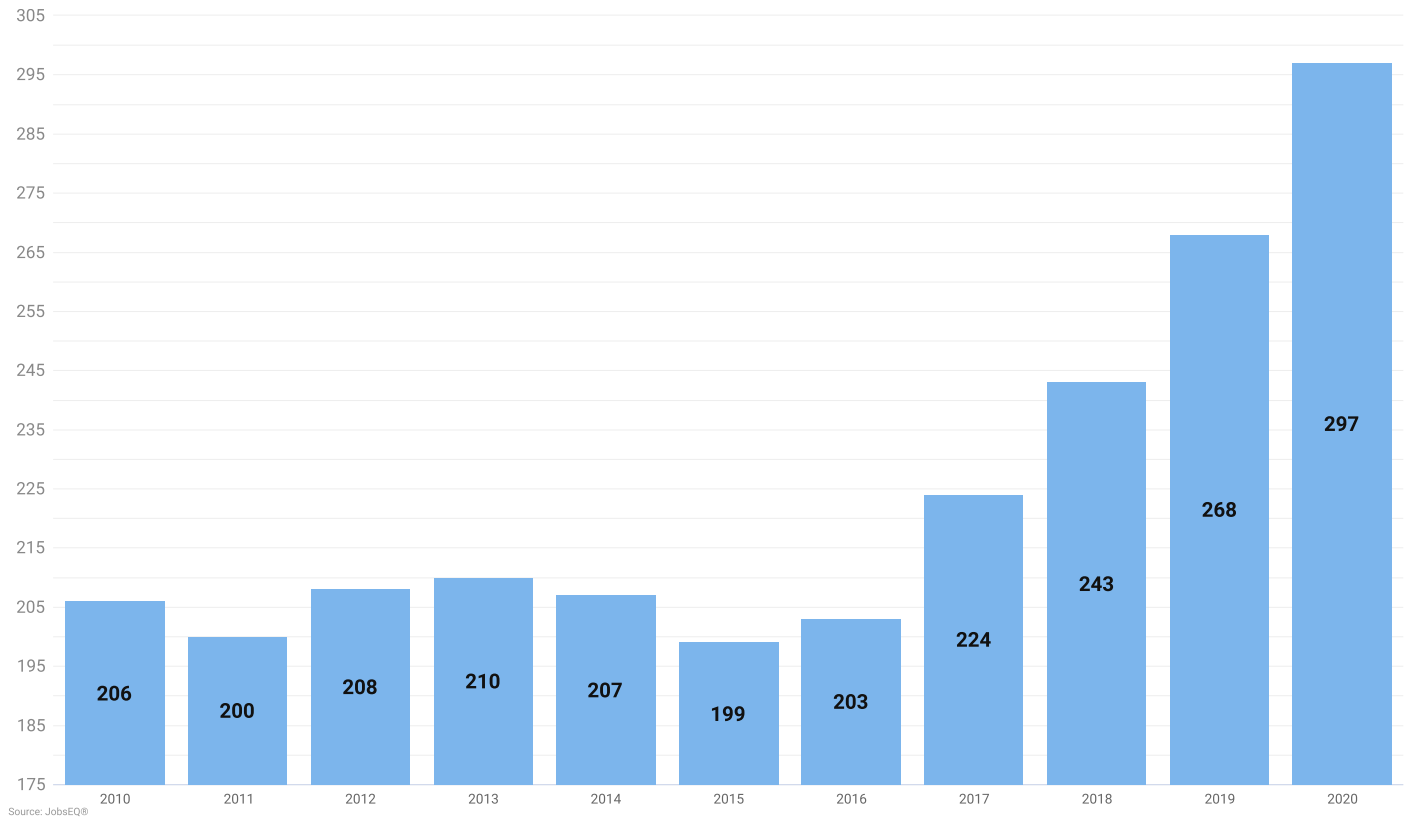
	Empl	%
Private	1,621	73.5%
Self-Employment	584	26.5%
Other Non-Covered	0	0.0%


Source: JobsEQ®

 Strong entrepreneurial activity is indicative of growing industries. Using self-employment as a proxy for entrepreneurs, a higher share of self-employed individuals within a regional industry points to future growth.

# Establishments

In 2020, there were 297 Information Technology establishments in Polk County, Florida (per covered employment establishment counts), an increase from 206 establishments ten years earlier in 2010.

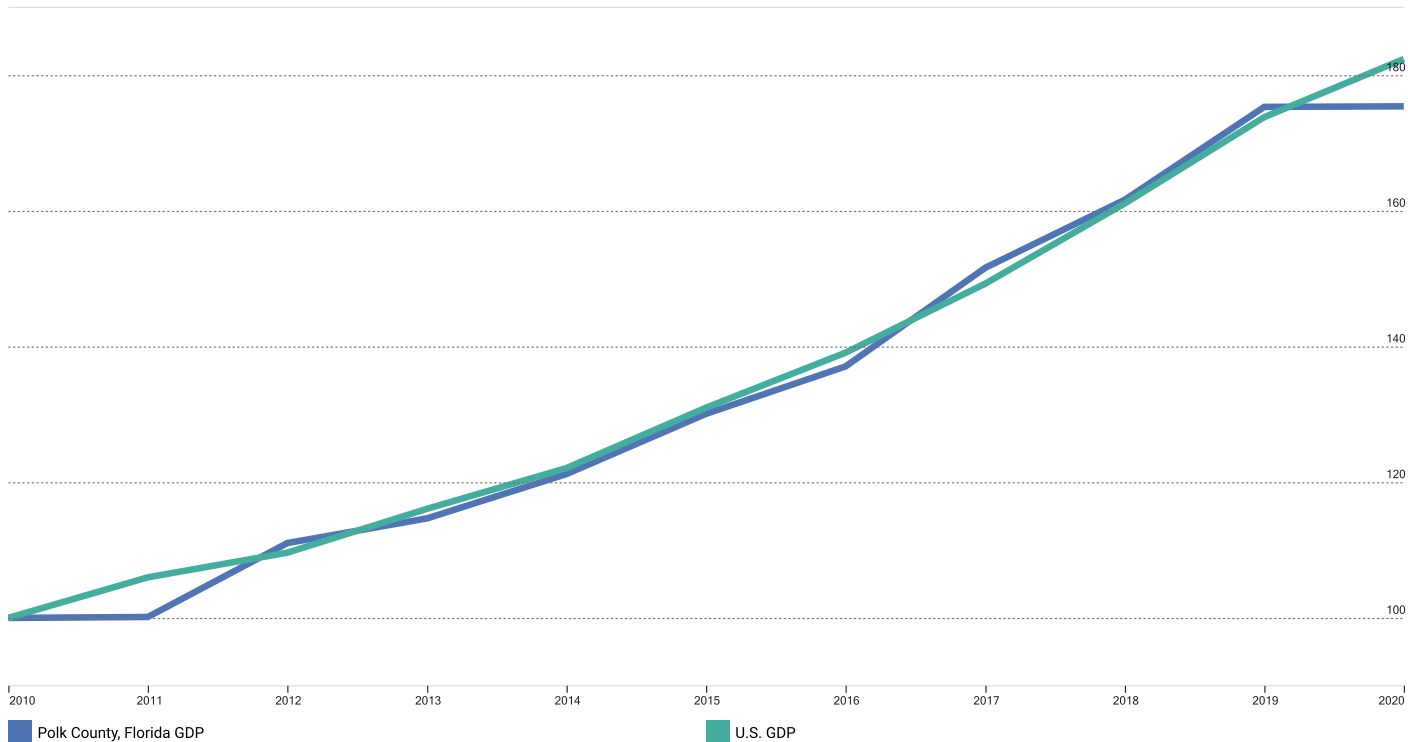


 New business formations are an important source of job creation in a regional economy, spurring innovation and competition, and driving productivity growth. Establishment data can provide an indicator of growth in businesses by counting each single location (such as a factory or a store) where business activity takes place, and with at least one employee.

# GDP & Productivity

In 2020, Information Technology produced \$0.2 billion in GDP for Polk County, Florida.

GDP: Indexed 2010 = 100



## 0.9 %

Industry Share of Total GDP /  
6.4 % in the nation



## 5.8 % ↑

Avg Ann % Change Last 10 Yrs /  
6.2 % in the nation



## \$249k

Output per Worker /  
\$399k in the nation



💡 Gross domestic product (GDP) is the most comprehensive measure of regional economic activity, and an industry's contribution to GDP is an important indicator of regional industry strength. It is a measure of total value-added to a regional economy in the form of labor income, proprietor's income, and business profits, among others.

💡 Growth in productivity (output per worker) leads to increases in wealth and higher average standards of living in a region.



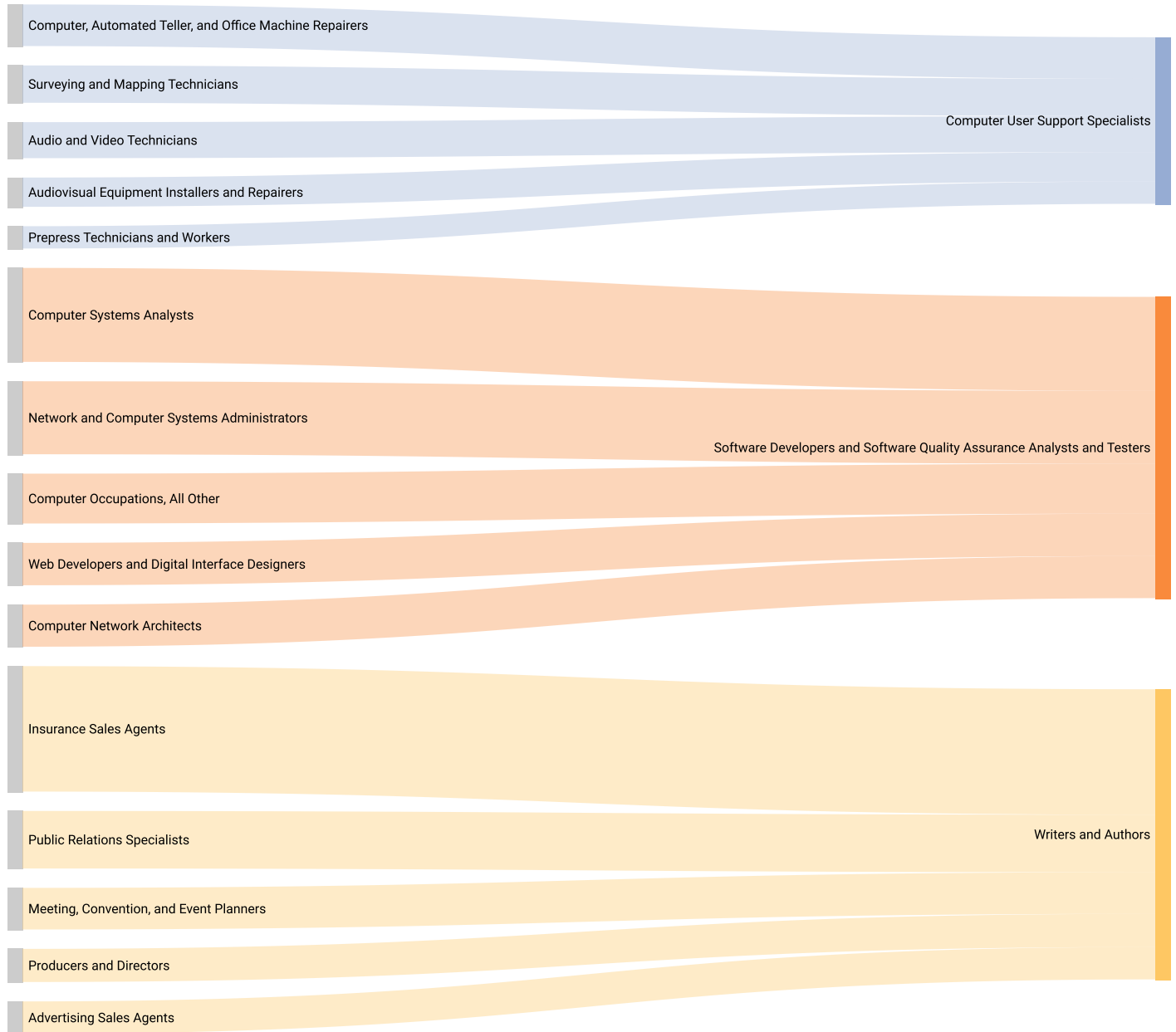
# Supply Chain: Top Suppliers


As of 2021Q2, Information Technology in Polk County, Florida are estimated to make \$217.2 million in annual purchases from suppliers in the United States with about 52% or \$112.9 million of these purchases being made from businesses located in Polk County, Florida.

<b>6-digit Supplier Industries</b>	<b>Purchases from In-Region (\$M)</b>	<b>Purchases from Out-of-Region (\$M)</b>
Software Publishers	\$1.2	\$12.7
Promoters of Performing Arts, Sports, and Similar Events with Facilities	\$2.0	\$7.2
Corporate, Subsidiary, and Regional Managing Offices	\$7.6	<\$0.1
Offices of Lawyers	\$3.9	\$3.2
Residential Property Managers	\$4.9	\$2.0
Remaining Supplier Industries	\$93.2	\$79.1
<b>Total</b>	<b>\$112.9</b>	<b>\$104.3</b>

 Supplier-buyer networks can indicate local linkages between industries, regional capacity to support growth in an industry, and potential leakage of sales out of the region.

# Sector Strategy Pathways





 The graphics on this page illustrate relationships and potential movement (from left to right) between occupations that share similar skill sets. Developing career pathways as a strategy promotes industry employment growth and workforce engagement.

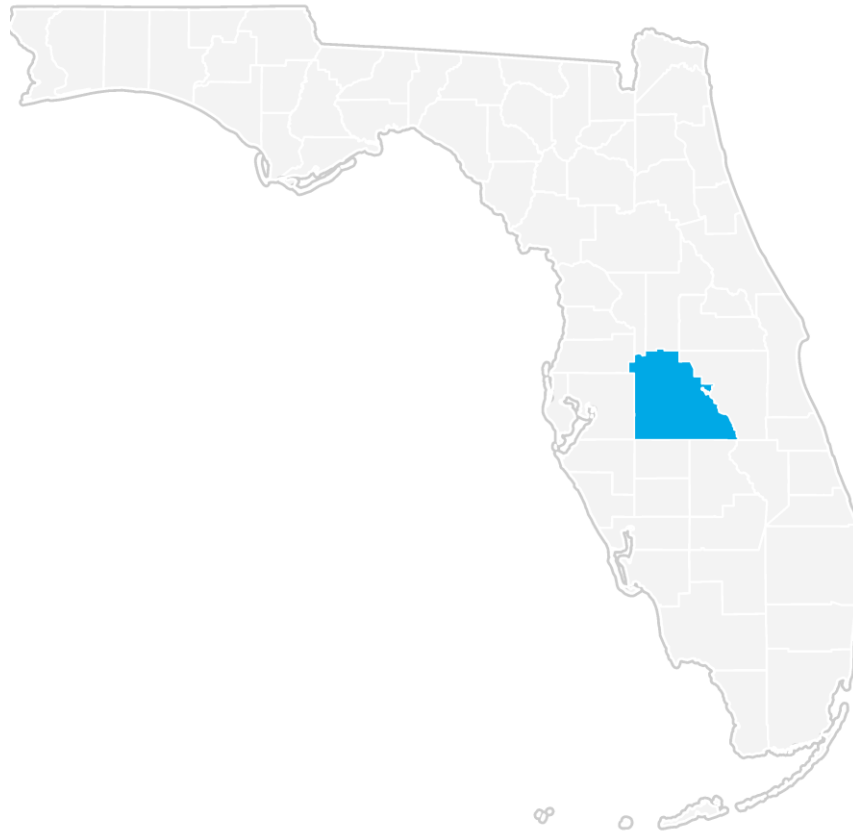
# Postsecondary Programs Linked to Information Technology

Program	Awards
<b>Florida Polytechnic University</b>	
Computer Engineering, General	42
<b>Florida Southern College</b>	
Acting	9
Digital Arts	11
Film/Cinema/Media Studies	7
Fine/Studio Arts, General	4
Musical Theatre	8
<b>Southeastern University</b>	
Communication, General	29
Digital Communication and Media/Multimedia	22
Graphic Design	11
Radio and Television	9

Source: [JobsEQ®](#)

-  The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.
-  Among postsecondary programs at schools located in Polk County, Florida, the sampling above identifies those most linked to occupations relevant to Information Technology. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

# Polk County, Florida Regional Map



# Industry Definition

Information Technology is defined as the following NAICS industries:

Code	Description
333242	Semiconductor Machinery Manufacturing
333314	Optical Instrument and Lens Manufacturing
333316	Photographic and Photocopying Equipment Manufacturing
334210	Telephone Apparatus Manufacturing
334220	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing
334290	Other Communications Equipment Manufacturing
334310	Audio and Video Equipment Manufacturing
334412	Bare Printed Circuit Board Manufacturing
334413	Semiconductor and Related Device Manufacturing
334416	Capacitor, Resistor, Coil, Transformer, and Other Inductor Manufacturing
334417	Electronic Connector Manufacturing
334418	Printed Circuit Assembly (Electronic Assembly) Manufacturing
334419	Other Electronic Component Manufacturing
334511	Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing
334512	Automatic Environmental Control Manufacturing for Residential, Commercial, and Appliance Use
334513	Instruments and Related Products Manufacturing for Measuring, Displaying, and Controlling Industrial Process Variables
334514	Totalizing Fluid Meter and Counting Device Manufacturing
334515	Instrument Manufacturing for Measuring and Testing Electricity and Electrical Signals
334519	Other Measuring and Controlling Device Manufacturing
334613	Blank Magnetic and Optical Recording Media Manufacturing
334614	Software and Other Prerecorded Compact Disc, Tape, and Record Reproducing
335313	Switchgear and Switchboard Apparatus Manufacturing
335314	Relay and Industrial Control Manufacturing
335921	Fiber Optic Cable Manufacturing
335929	Other Communication and Energy Wire Manufacturing
511210	Software Publishers
512110	Motion Picture and Video Production
512191	Teleproduction and Other Postproduction Services
512199	Other Motion Picture and Video Industries
512240	Sound Recording Studios
517410	Satellite Telecommunications
517919	All Other Telecommunications
518210	Data Processing, Hosting, and Related Services
519130	Internet Publishing and Broadcasting and Web Search Portals
541430	Graphic Design Services
541511	Custom Computer Programming Services
541512	Computer Systems Design Services
541513	Computer Facilities Management Services
541519	Other Computer Related Services
611420	Computer Training
711510	Independent Artists, Writers, and Performers
811211	Consumer Electronics Repair and Maintenance
811212	Computer and Office Machine Repair and Maintenance
811213	Communication Equipment Repair and Maintenance

# Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2021Q2 and are based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Occupation employment is as of 2021Q2 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OES data. Occupation wages are per the BLS OES data and are as of 2020.
- GDP is derived from BEA data and imputations by Chmura. Productivity (output per worker) is calculated by Chmura using industry employment and wages as well as GDP and BLS output data. Supply chain modeling including purchases by industry are developed by Chmura.
- Postsecondary awards are per the NCES and are for the 2019-2020 academic year.
- Establishment counts are per the BLS QCEW data.
- Figures may not sum due to rounding.

## FAQ

### What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

### What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

### What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.