



WHAT DO OUR JOBS PAY?

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We're all curious about how we stack up against others, especially on payday. That's why American City Business Journals has collected an array of salary data for 72 prominent occupations across the country. The charts on these pages display local and national pay levels based on the latest figures from the Occupational Employment Statistics program of the U.S. Bureau of Labor Statistics. ACBJ has also gone a step further, making adjustments to reflect the purchasing power of employees in 107 major metropolitan areas.

PAY LEVELS IN KEY SECTORS

Here are snapshots of select jobs within five sectors of the local economy. Each occupation is followed by the average annual pay in Jacksonville and the number of local jobs as of 2016, according to the U.S. Bureau of Labor Statistics.

BUSINESS AND FINANCE

Human Resources Specialists	\$58,920 (2,440 jobs)
Management Analysts	\$80,450 (4,190)
Accountants and Auditors	\$67,470 (5,980)
Financial Analysts	\$70,040 (1,600)
Loan Officers	\$73,870 (3,790)

HEALTH CARE

Pharmacists	\$113,850 (1,660)
Physicians and Surgeons, All Other	\$188,740 (1,290)
Registered Nurses	\$62,980 (15,680)
Medical and Health Technicians	\$36,550 (1,040)
Medical Assistants	\$30,610 (4,640)

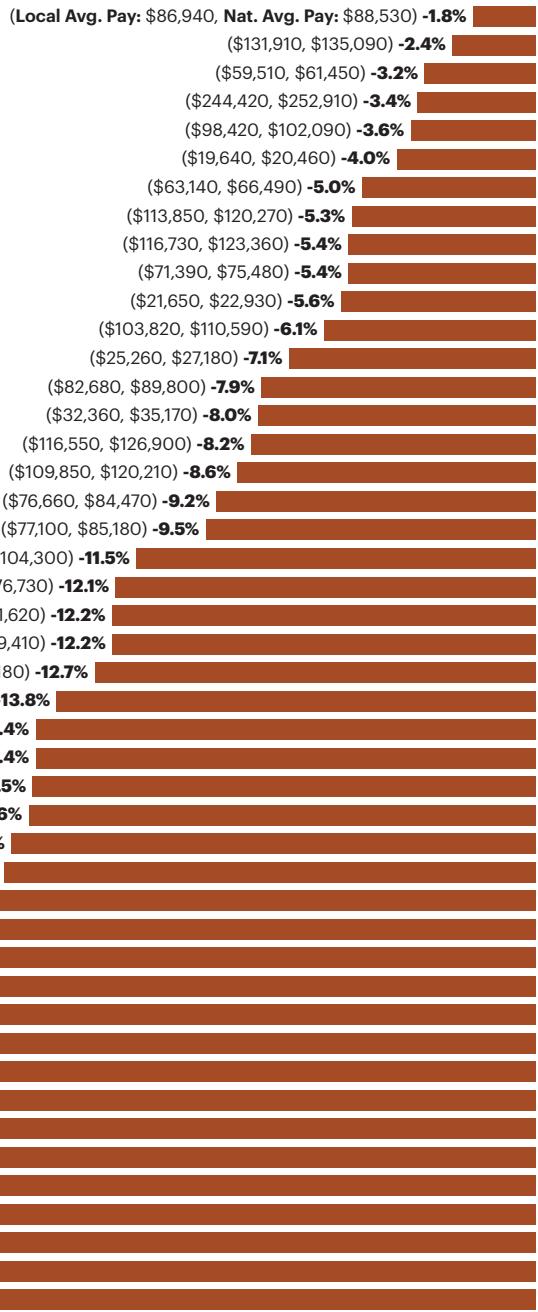
CONSTRUCTION

Construction Supervisors	\$58,730 (2,970)
Carpenters	\$38,300 (3,190)
Electricians	\$44,820 (2,800)
Painters, Construction and Maintenance	\$32,640 (1,650)
Plumbers, Pipefitters, and Steamfitters	\$47,210 (1,690)

LOGISTICS

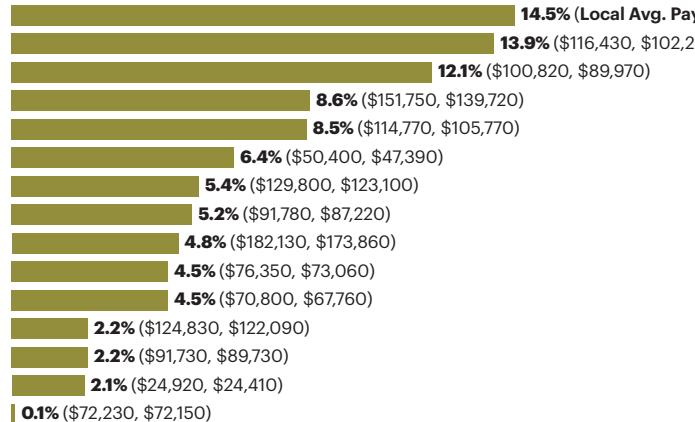
Laborer and Mover Supervisors	\$48,340 (1,010)
Vehicle Operator Supervisors	\$58,980 (1,060)
Heavy and Tractor-Trailer Truck Drivers	\$46,090 (9,520)
Light Truck or Delivery Services Drivers	\$36,380 (3,770)
Hand Packers and Packagers	\$21,410 (3,460)

Chief Executives
Securities, Commodities, and Financial Services Sales Agents
Biomedical Engineers
Financial Managers
Education Administrators, Postsecondary
Chefs and Head Cooks
Personal Financial Advisors
Physical Therapists
Dentists, General
Urban and Regional Planners
Insurance Sales Agents
General and Operations Managers
Civil Engineers
Waiters and Waitresses
Web Developers



LOCAL PAY VS. NATIONAL PAY

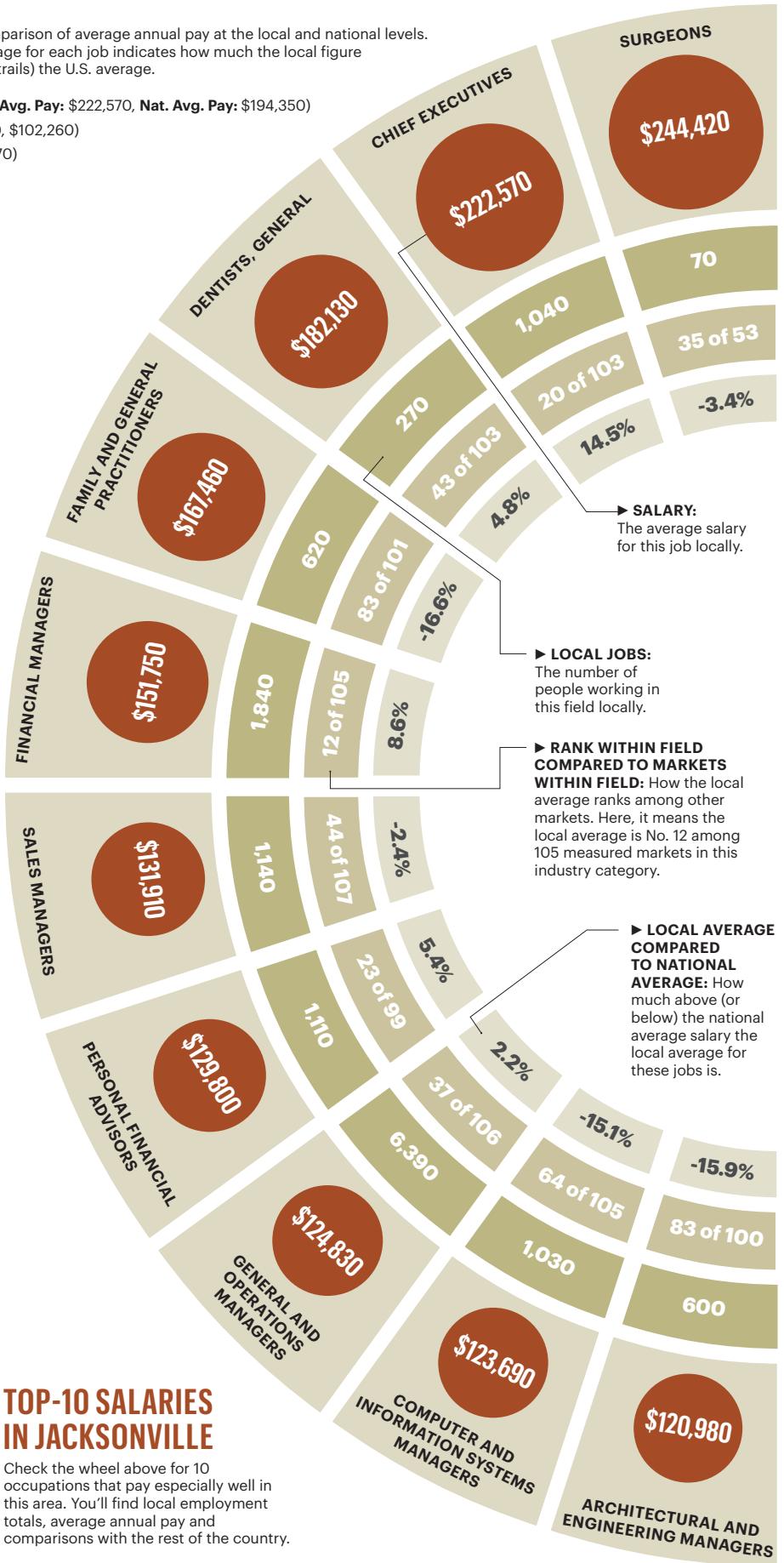
Here's a comparison of average annual pay at the local and national levels. The percentage for each job indicates how much the local figure exceeds (or trails) the U.S. average.



Environmental Engineers
Sales Managers
First-Line Supervisors of Production and Operating Workers
Surgeons
Physician Assistants
Combined Food Preparation and Serving Workers, Including Fast Food
Compensation, Benefits, and Job Analysis Specialists
Pharmacists
Public Relations and Fundraising Managers
Insurance Underwriters
Childcare Workers
Software Developers, Systems Software
Retail Salespersons
Mechanical Engineers
Customer Service Representatives
Compensation and Benefits Managers
Human Resources Managers
Architects, Except Landscape and Naval
Computer Programmers
Software Developers, Applications
Accountants and Auditors
Computer Systems Analysts
Lodging Managers
Registered Nurses
Meeting, Convention, and Event Planners
Elementary School Teachers, Except Special Education
Legal Secretaries
Executive Secretaries and Executive Administrative Assistants
Electrical Engineers
Computer and Information Systems Managers
Aerospace Engineers
Plumbers, Pipefitters, and Steamfitters
Architectural and Engineering Managers
Family and General Practitioners
Marketing Managers
Tax Examiners and Collectors, and Revenue Agents
Financial Examiners
Information Security Analysts
Public Relations Specialists
Lawyers
Carpenters
Chemists
Tax Preparers
Environmental Scientists and Specialists, Including Health
Financial Analysts
Real Estate Sales Agents

TOP-10 SALARIES IN JACKSONVILLE

Check the wheel above for 10 occupations that pay especially well in this area. You'll find local employment totals, average annual pay and comparisons with the rest of the country.





RECRUITS COME DESPITE LOWER PAY

The ease of attracting and retaining workers could be one reason some Jacksonville's workers see salaries below the national average

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On average, financial analysts, financial examiners, accountants and auditors in Jacksonville are paid less than the national average — but that doesn't mean it's hard to attract workers in those fields.

The cost of living in Jacksonville hovers above the national average — just seven-tenths of a percent higher — the economy is growing, and warm weather and proximity to the beach certainly doesn't hurt.

"Jacksonville is not very hard to sell," said Julie Lamey, partner in charge of Grant Thornton's Jacksonville office.

When Grant Thornton opened its Jacksonville office in late 2015, half of their 20 new hires voluntarily relocated to Jacksonville from the firm's other offices across the country. For the rest, Grant Thornton focused on recruiting those "in Jacksonville who want to stay in Jacksonville," 70 percent of which were from UNF.

That ease of attracting workers here — and the desire of many to stay — may contribute to less-than-average wages in the area. According to the Bureau of Labor Statistics, Jacksonville's 5,980 accountants' and auditors' average pay is \$67,470 annually, 12.1 percent below the national average for that field. Out of 106 metropolitan areas with more than 500,000 people, Jacksonville ranks 75th in terms of pay.

For the 1,600 financial analysts in Jacksonville, pay was even lower. They're paid \$70,040 annually, leaving them 28.3 percent below the national average of \$97,640 and ranked 93rd out of 104 metropolitan areas.

Jacksonville is ranked 7th in Florida, behind significantly smaller Florida markets like Palm Bay-Melbourne, Lakeland and Bradenton-Sarasota.

Financial examiners rank in the lower half as well. Although there are only 470 in the Jacksonville market, their pay is 17.6 percent below the national average. They are paid \$73,280 annually, whereas the national average is \$88,940 annually, ranking them at 55th

out of 71 metropolitan areas.

UNF master's of accountancy graduates, for the most part, want to stay in Jacksonville, said David Jaeger, director of the program. Some students who grew up on the First Coast will complete their undergraduate degrees out of state, but they will then complete their master's at UNF, live at home, work locally to complete their 150-hour requirement to get their license and, once they graduate, continue working locally.

"With our students overall and employers have even kind of said this, most are from northeast Florida or a little wider than that," Jaeger said. "Most of our students are from this region and want to stay in this region."

And since people want to stay in Jacksonville, companies don't need to incentivize new recruits with higher compensation.

"Jacksonville has been seen as a location to find good talent for less-than-top-market rates," said Don Capener, dean of Jacksonville University's Davis College of Business. "I think that companies have targeted the value there, and so we've seen a lot of growth with financials and others in and around this area in the past two years."

With financial services companies targeting the area, though, Capener said he expects pay in these fields to increase in coming years as more companies move into Jacksonville.

Grant Thornton, for example, says it pays employees higher than the Jacksonville average, as does the Macquarie Group, whose office opened in Jacksonville in 2015 and hired a number of recent graduates from area master's programs.

Jaeger said he sees Jacksonville pay in the three fields on the upswing.

"If things keep going the way they're going, there's probably going to be a tipping point," Jaeger said. "Demand is going to be so much greater than the supply, and if they can't import people from other offices, they'll have to bump up salaries."

TOP 25 HIGHEST PAID PROFESSIONS

If you're motivated solely by money, go into health care. That's the clear takeaway from our study, which is focused on 72 prominent occupations. The three leaders in national average annual pay — and the only three jobs above \$200,000 — are in the health field, with surgeons topping the list at \$252,910. Chief executives are the salary leaders outside of health care, posting an annual average of \$194,350.



WHAT PEOPLE ARE SAYING

Employers across the country offer their thoughts on the nation's evolving workforce.

"Data analytics, cybersecurity and IT security are some areas that have really grown. On the one side, now we have so much more data, that data is enabling us to do more and better things. So we need analytical capabilities to help us do that to serve our guests better. At the same time, we want to make sure we are protecting that data and make sure we are very careful with the information that we have, so cyber and IT security become critically important as well."

— **Matt Welsh**, Hilton Worldwide, vice president of recruiting

"Generally speaking, (talent acquisition) is getting more challenging in most of our locations. We've got a mix. We're in larger markets like San Antonio, Houston and Miami, but we're also in smaller communities across the U.S., so we see a big cross-section of what's happening where. A year or two ago, it was really easy for the talent-acquisition team. Now, our recruiters have to source. They have to go out and find candidates."

— **Jeff Luttrell**, Alorica, senior director of talent acquisition

"The way that we think about the talent space is through supply and demand. So, Bank of America, AT&T, Amazon: We're the demand for talent. The question is, so where is the supply? We're looking at all these different channels. We're always thinking, 'Where is the supply of talent coming from in the STEM fields?' ... We may be Bank of America, but we're as much a technology company as we are a financial institution."

— **Chris Payton**, Bank of America, global talent acquisition executive

"We committed to invest \$350 million to equip students of all ages — no matter their background — with the skills to succeed in school and beyond. Our programs like those with Udacity help AT&T and other companies widen, develop and diversify the talent pipeline to address the shortage of current and future employees with technology skills."

— **Scott Smith**, AT&T Inc. senior vice president, human resources operations

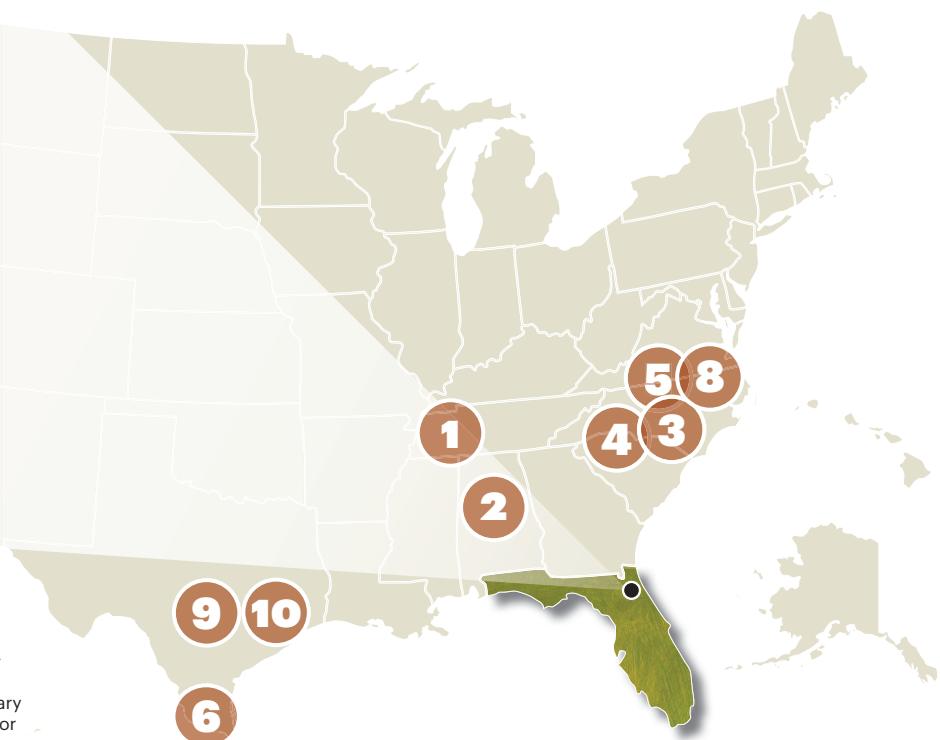
► ABOUT THIS PROJECT

By delving into reams of federal data, the Business Journals have broken down who gets paid the most — and where that money goes the furthest.

BANG FOR THE BUCK LEADERBOARD

Raw dollar figures don't tell the whole story. Workers in bigger metropolitan areas generally earn more money, but their living expenses tend to be equally inflated. What's really important is what an employee's paycheck will buy. That's why we came up with LAPAPP (local average pay adjusted for purchasing power). Below are this area's jobs with the strongest LAPAPP. If we look at all of the nation's insurance sales agents, for example, local agents rank sixth in purchasing power.

Local Rank (National rank), Field title	LAPAPP	Jobs
1. (4), Biomedical Engineers	\$105,020	60
2. (8), Securities, Commodities, and Financial Services Sales Agents	\$121,280	2,780
3. (8), Financial Managers	\$158,070	1,840
4. (11), Urban and Regional Planners	\$79,530	120
5. (15), Chief Executives	\$231,840	1,040
6. (17), Personal Financial Advisors	\$135,210	1,110
7. (17), Civil Engineers	\$95,550	1,320
8. (19), Web Developers	\$75,240	950
9. (20), Education Administrators, Postsecondary	\$119,550	110
10. (22), Physical Therapists	\$95,600	840



NATIONAL LEADERS FOR THE FIRST COAST'S TOP JOBS

The previous page's wheel displayed 10 local occupations that pay especially well. Here is a comparison of those local fields with their corresponding national leaders. Memphis, for example, has the highest locally adjusted average pay for surgeons: The average salary of \$282,680 there climbs to \$307,540 after we make adjustments for the cost of living. The profile for each occupation compares this area with the national leaders in LAPAPP.

► SURGEONS, GENERAL

1 MEMPHIS

Local Average Salary in Field

\$282,630

Local average pay adjusted for purchasing power

\$307,540

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Memphis	\$307,540	110
2. Louisville	\$306,890	350
3. Cleveland	\$301,820	230
4. Birmingham	\$301,740	290
5. Syracuse	\$299,510	90
29. Jacksonville	\$254,600	70

► CHIEF EXECUTIVES

2 BIRMINGHAM

Local Average Salary in Field

\$250,750

Local average pay adjusted for purchasing power

\$278,920

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Birmingham	\$278,920	270
2. Winston-Salem	\$267,730	270
3. Durham	\$265,790	340
4. Houston	\$257,670	1,580
5. Greensboro	\$256,470	380
15. Jacksonville	\$231,840	1,040

► DENTISTS, GENERAL

3 CHARLOTTE

Local Average Salary in Field

\$271,240

Local average pay adjusted for purchasing power

\$289,790

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Charlotte	\$289,790	840
2. Greensboro	\$283,630	170
3. Fayetteville	\$273,770	150
4. Winston-Salem	\$266,410	270
5. Durham	\$266,350	90
43. Jacksonville	\$189,720	270

► FAMILY/GENERAL PRACTITIONERS

4 GREENVILLE

Local Average Salary in Field

\$261,130

Local average pay adjusted for purchasing power

\$289,500

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Greenville	\$289,500	760
2. Little Rock	\$267,250	300
3. Des Moines	\$266,650	410
4. Youngstown	\$265,870	170
5. Augusta	\$265,530	260
77. Jacksonville	\$174,440	620

► FINANCIAL MANAGERS

5 WINSTON-SALEM

Local Average Salary in Field

\$151,400

Local average pay adjusted for purchasing power

\$168,220

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Winston-Salem	\$168,220	990
2. Charlotte	\$165,110	7,080
3. San Antonio	\$164,660	2,420
4. Houston	\$162,800	8,780
5. Denver	\$159,770	4,270
8. Jacksonville	\$158,070	1,840

► SALES MANAGERS

6 MCALLEN-EDINBURG

Local Average Salary in Field:

\$153,330

Local average pay adjusted for purchasing power

\$178,910

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. McAllen-Edinburg	\$178,910	190
2. Winston-Salem	\$175,210	300
3. Fayetteville	\$174,140	970
4. Durham	\$169,550	490
5. El Paso	\$167,590	280
40. Jacksonville	\$137,410	1,140

► PERSONAL FINANCIAL ADVISORS

7 FRESNO

Local Average Salary in Field:

\$169,720

Local average pay adjusted for purchasing power

\$174,430

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Fresno	\$174,430	230
2. Winston-Salem	\$163,110	230
3. Rochester	\$161,580	570
4. Portland, Maine	\$152,300	300
5. Lakeland	\$151,450	180
17. Jacksonville	\$135,210	1,110

► GENERAL AND OPERATIONS MANAGERS

8 DURHAM

Local Average Salary in Field:

\$148,680

Local average pay adjusted for purchasing power

\$155,850

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Durham	\$155,850	4,040
2. Greensboro	\$150,830	4,730
3. Houston	\$150,470	47,800
4. Bridgeport-Stamford	\$149,240	9,490
5. Charlotte	\$147,290	17,550
29. Jacksonville	\$130,030	6,390

► COMPUTER INFO SYSTEMS MANAGERS

9 SAN ANTONIO

Local Average Salary in Field:

\$156,120

Local average pay adjusted for purchasing power

\$165,380

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. San Antonio	\$165,380	1,150
2. Colorado Springs	\$159,550	770
3. San Jose	\$158,880	13,690
4. Columbus	\$158,510	3,720
5. Denver	\$157,340	4,290
6. Jacksonville	\$128,840	1,030

► ARCHITECTURAL/ENGINEERING MGRS.

10 HOUSTON

Local Average Salary in Field

\$189,140

Local average pay adjusted for purchasing power

\$188,570

TOP 5 MARKETS

Market	LAPAPP	Jobs
1. Houston	\$188,570	4,520
2. Baton Rouge	\$164,570	340
3. Austin	\$163,180	1,020
4. Portland, Ore.	\$161,630	3,500
5. St. Louis	\$160,040	1,490
8. Jacksonville	\$126,020	600



JAX CEOS LEAD THE STATE

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For chief executives, Jacksonville is not a bad place to be.

Jacksonville chief executive pay ranks 20th out of 103 metropolitan markets with more than 500,000 people, according to the Bureau of Labor Statistics' Occupational Employment Statistics report.

When that salary is adjusted for the city's lower cost of living, the First Coast comes out looking even better for top business leaders.

Jacksonville chief executives average \$222,570 a year, not including bonuses or other compensations. The national average pay for chief executives is \$194,350, setting Jacksonville's pay 14.5 percent above that mark.

The Bureau of Labor Statistics defines a chief executive as someone who "determine[s] and formulate[s] policies and provide[s] overall direction of companies or private and public sector organizations within guidelines set up by a board of directors or similar governing body." They also "plan, direct, or coordinate operational activities at the highest level of management with the help of subordinate executives and staff managers."

Generally, chief executives don't include small business owners since their companies often lack a board of directors or governing body. They can, however, include government workers like commissioners. Jacksonville is home to 1,040 chief executives, as defined by these standards.

In Florida, Jacksonville ranks only behind Miami, where chief executives are paid \$227,420 on average annually.

Jeff Davis, the founder of 12 Mavens, an invitation-only community of CEOs, said while he could not speak on behalf of all chief executives, for those he knows, "they earn what they validate within their company's earnings."

For those outside the Jacksonville community, chief executive pay statistics in the city may be surprising. But Mark Dawkins, dean of UNF's Coggin College of Business, said he wasn't shocked. The city's "vibrant business community" is retaining talent and with help from the JaxChamber, overflowing with opportunity.

"I think [the ranking] is good news for Jacksonville," Dawkins said. "It speaks to the talent pool and the opportunity. Having good talent at the top helps drive talent throughout the organization."

To attract top talent in chief executives, high pay is a must. And with talented chief executives at the helm, companies grow, and so does Jacksonville.

"It's particularly important that CEO pay and leadership is strong if we want as a city to be seen as world class," said Don Capener, dean of Jacksonville University's Davis College of Business.

When cities are ranked by how much CEOs have

to spend, Jacksonville moves up in the ranking. After using regional price parities to measure the difference in local price levels of goods and services, Jacksonville chief executives moved up to No. 15 in adjusted income, putting Jacksonville as the top city in Florida.

Partly why chief executives do well in Jacksonville is because of the area's relatively low cost of living, making it attractive to chief executives who are looking to relocate.

"Jacksonville provides a great value for a CEO of a company to relocate because real estate is fairly inexpensive in comparison to New York, Los Angeles or Chicago," Capener said. "A nice home in Jacksonville can be had for \$200 per square foot where in San Francisco it's \$450 or \$500."

Capener said as companies in Jacksonville keep growing, and others relocate here, chief executive pay will only continue to increase.

The top market for chief executives is Houston, Texas, where they're paid \$258,440 annually.

Having highly-paid chief executives is a double-edged sword. From an average worker's perspective, chief executives may be grossly overpaid. But from the board of director's standpoint, chief executives need to be highly paid to attract and retain top talent.

"Haters are always going to hate," Davis said. "People who haven't gotten themselves to that point are going to speak poorly of those who make that much money."

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