

FL



Florida

WHY SERVICES ARE IMPORTANT TO FLORIDA



SERVICES SNAPSHOT

85.2% of Florida's GDP is generated by the service sector

85% of Florida's employment is in the service sector

194,000 Jobs in Florida are supported by foreign investment in services



Selected Services Employers and Exporters

- American Airlines Inc.
- Citigroup Inc.
- FedEx Corp.
- UPS
- Verizon Inc. (MCI & Cellco)
- Walt Disney Co.

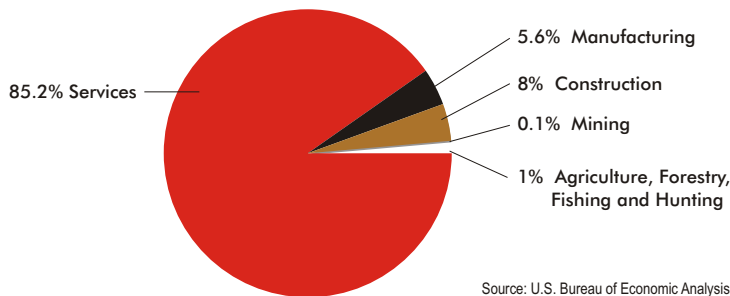
Source: Dun & Bradstreet and company data

A LEADING SERVICES EXPORTER

In 2005, Florida exported \$22.9 billion in services including:

- Business, professional, and technical services
- Travel services
- Royalties and license fees
- Transportation services
- Financial services

FLORIDA ECONOMY



Source: U.S. Bureau of Economic Analysis

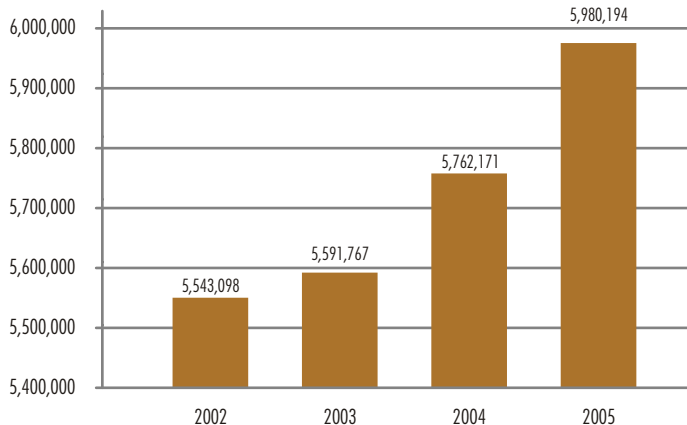
MANY SERVICES JOBS PAY WELL

Highest Paying Services Occupations	Compensation (2005)
Management of Companies and Enterprises (investment management services, private equity firms, etc.)	\$95,500
Utilities (electric power generation, natural gas, water, sewage, and related services)	\$88,600
Finance and Insurance	\$71,900
Professional and Technical Services (legal services, accounting, consulting services, research services, advertising, engineering, etc.)	\$65,500
Information (publishing, software, broadcasting, telecommunications, IT services, etc.)	\$65,500

Source: U.S. Bureau of Economic Analysis

FLORIDA'S SERVICES EMPLOYMENT IS GROWING

Number of service sector employees, 2002 - 2005



Source: U.S. Bureau of Economic Analysis