



THE 2018 CENTRAL FLORIDA EMPLOYMENT OUTLOOK SURVEY

Goal of Survey

The OrlandoJobs.com Central Florida Employment Outlook Survey is a trusted survey dedicated to understanding employment trends in the Orlando MSA. This year marks the 10th annual release of this report. Over the years, this survey has been committed to report employment findings by going directly to the source; employers. We have shared stories of the challenges from the great recession in 2009 (13% unemployment), record employment in the hospitality industry, the growing professional services industry and the evolution of how social media plays a role in today's hiring process.

This year is no different. The Orlando MSA has the lowest unemployment rate (3.3% - Dec. 17) ever, and this is causing tremendous challenges for employers as well as job seekers. In talking with 67 employers representing 167,000 employees across 17 sectors, these survey results will dig into the employment and hiring landscape in Central Florida.

Employers can use this survey to get insight to what other Central Florida employers are doing to hire the best and the brightest. We thank all the employers over the last ten years who have taken time to share their stories on the state of jobs, hiring and challenges in the Orlando employment marketplace.



The Central Florida community adds over 3,400 jobs a month to its economy. OrlandoJobs.com does over 40 events a year to connect employers and job seekers!

*All-time number of people are working in the Orlando MSA.
1.25 Million (01/18)*



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Methodology

OrlandoJobs.com conducted individual phone interviews with 67 companies based in the Orlando MSA between February 12 to March 9, 2018. We called and spoke directly with critical human resource professionals, internal recruiters and business owners for the information compiled in this report.

The 67 companies surveyed employ a total of 167,000 people in the Orlando MSA. The companies represent 17 sectors including aerospace/aviation, banking/finance, call center, construction, education, government, healthcare, hospitality, insurance, manufacturing, non-profit, real estate, retail, sports/entertainment, technology, timeshare, and transportation.

We called and spoke with 67 employers representing over 167,000 Central Florida employees to find out the inside scoop on the real trends for hiring in this region.



Key Findings

The Orlando MSA added over 40,000 jobs in 2017 (BLS). To offset this gain in jobs, the Orlando MSA also saw a record increase in our population. Over [2.5 million](#) people now call Central Florida home. While this should be great news to employers, this survey will break down the hiring challenges; finding “good fits” for the jobs they have open. We hope this information helps employers and job seekers draft a plan to help find each other.

Key findings in the 2018 survey include:

- A total of **9,432 jobs** currently open within the 67 surveyed companies.
- This same group of companies predicts another **16,876 jobs** will open in the last three quarters of 2018.
- 52% of surveyed companies indicate that hiring will be better in 2018 when compared to 2017.
- 94% of companies plan on hiring at least one person in 2018.
- 88% of companies currently have open jobs.
- 35% of companies surveyed will be hiring 50 or more employees in 2017.
- LinkedIn is leading the way for hires using social media. Facebook is gaining.
- Top industries hiring in Central Florida are healthcare, skill trades, sales, hospitality, construction and education.
- The number one hiring challenge for the 10th straight year-too many unqualified job seekers. For employers this is a drain on their human and financial resources.
- **New this year**- We asked employers what changes they have made or need to make in their recruiting strategies to find talent in 3.3% unemployment. (page 9)



The largest Diversity Job Fair in the Southeast at the AMWAY CENTER every year (November 16, 2018 this year). It features over 100 employers, career sessions and over 6,000 open jobs. Each year, we donate 60% of gross revenues to scholarships at Bethune Cookman University and Florida A&M. In 2017, over \$30,000 was raised!

2017 Central Florida Employment Landscape

MONTH & YEAR	LABOR FORCE	EMPLOYMENT	UNEMPLOYMENT	UNEMPLOYMENT RATE
DECEMBER 2017	1,298,500	1,256,300	42,200	3.3%
DECEMBER 2016	1,280,106	1,217,862	62,244	4.9%
DECEMBER 2015	1,230,194	1,176,170	54,024	4.4%
DECEMBER 2014	1,207,777	1,145,575	62,202	5.2%
DECEMBER 2013	1,160,520	1,093,505	67,015	5.8%
DECEMBER 2012	1,156,753	1,067,743	89,010	7.7%
DECEMBER 2011	1,128,950	1,017,511	111,439	9.9%
DECEMBER 2010	1,116,201	994,180	122,021	10.9%
DECEMBER 2009	1,098,315	972,909	125,406	11.4%
DECEMBER 2008	1,118,564	1,029,044	89,520	8.0%
DECEMBER 2007	1,115,486	1,067,595	47,891	4.3%

Source: Local Area Unemployment Statistics (LAUS) Bureau of Labor Statistics (BLS)

Make no mistake about it. Central Florida is growing and once again breaking population (2.5 million) and employment records (1.2 million employed). 2017 also saw Central Florida lead the state in job growth as well as ranking eighth nationally regarding added jobs.

The U-3, U-6 Unemployment Rate In Florida

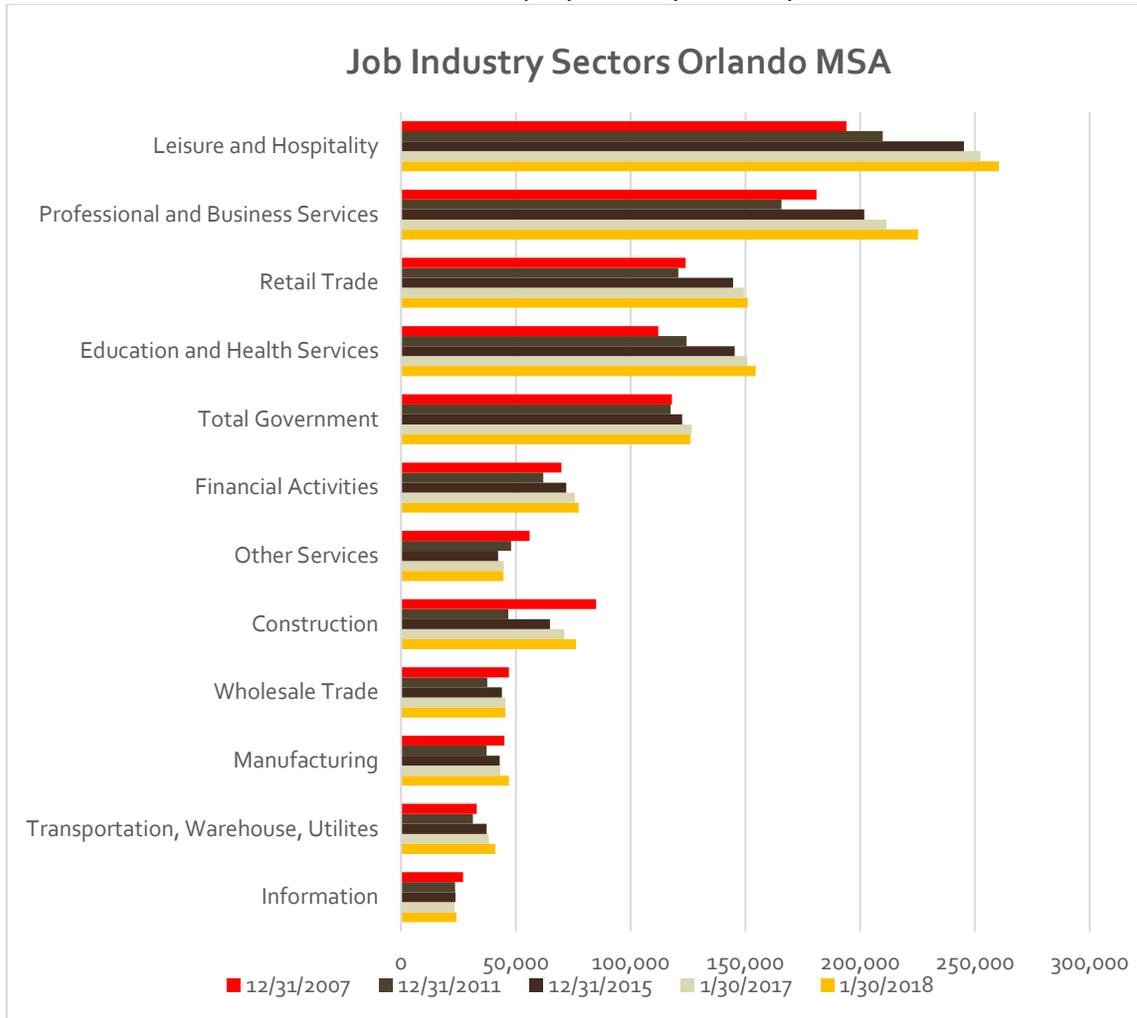
The “U-6” unemployment rate includes those people who have been looking for full-time work but settled for a part-time job during the last twelve months. For Florida, the U-6 rate for 2017 was 9.1%. This rate has been declining since it reached its high of 19.8% in 2010.

As this rate declines, so does the candidate pool in Central Florida. The U-3 unemployment is 3.3%. The U-3 is the most widely reported rate and is at an all-time low as well in Central Florida. With so many people moving to Central Florida every day, this number could be higher. Central Florida is also gaining residents who have been displaced from Puerto Rico following the aftermath of Hurricane Maria. (Measurable numbers for this group are not available yet.)

Orlando metro population now totals over 2,500,000 people.



Historical Employment by Industry



Central Florida is growing and once again breaking population (2.5 million) and employment records (almost 1.3 million employed). 2017 also saw Central Florida lead the state in job growth as well as ranking [seventh nationally](#) regarding added jobs.

The Central Florida workforce makes up this chart. Once again, we set many records. The professional services sector (higher paying jobs) reached an all-time high of 225,000 adding over 13,000 jobs. This is huge for Central Florida. It is showing the world that we do have many industries that are growing and creating higher paying jobs. Also, the hospitality and leisure sector set another record for employment for the *seventh straight year*. Over 260,000 people now work in this industry. This sector itself makes up 19.8% of the regions workforce. Central Florida is known for its world-class tourism and lodging and this industry see no sign of slowing down. To put this in perspective, the hospitality and leisure industry has added over 66,000 jobs since the recession. You will not find this type of growth anywhere in the world. On top of that, while the “knock” is always these are lowing paying jobs, a vast majority of the jobs are with world-class companies. It is a tremendous starting ground for many who realize a vibrant job market creates many future opportunities. It indeed is a land of opportunity.



Survey Breakdown

QUESTION 1: Compared to 2017, will your overall total hiring forecast be better, the same or worse in 2018?

	February 2018	February 2017	February 2016	February 2015	January 2013	February 2010	December 2009
WORSE	2%	6%	9%	4%	10%	10%	27%
SAME	46%	55%	49%	54%	51%	51%	64%
BETTER	52%	39%	42%	42%	39%	39%	9%

QUESTION 2: Does your company have any current job openings in Central Florida?

	February 2018	February 2017	February 2016	February 2015	January 2013	February 2010	December 2009
YES	88%	83%	89%	71%	89%	67%	45%
NO	12%	17%	11%	29%	11%	33%	55%

QUESTION 3: What is your Central Florida hiring outlook for the 2nd, 3rd and 4th quarters of 2017, by number of future hires?

<i>Forecasted Hires in Q2, Q3 & Q4 of 2017</i>	Feb. 2018	Feb. 2017	Feb. 2016	Feb. 2015	Jan. 2013	Feb. 2010	Sept. 2009
<i>NO Hires</i>	6.2%	4.4%	3.47%	3.3%	2.1%	9.1%	41.5%
<i>1-5 Hires</i>	25%	28.2%	17.36%	30.5%	13.7%	27.3%	24.4%
<i>6-10 Hires</i>	16.6%	8.28%	7.64%	8.4%	13.7%	13%	10.4%
<i>11-20 Hires</i>	14.5%	14.82%	15.28%	13%	16.3%	10.4%	7.4%
<i>21-50 Hires</i>	14.5%	11.85%	19.44%	9.7%	21.8%	15.6%	11.9%
<i>51-100 Hires</i>	8.3%	11.8%	15.28%	9.7%	8.6%	7.8%	5.2%
<i>101-200 Hires</i>	6.2%	8.8%	10.42%	8.4%	9.6%	9.1%	3.7%
<i>201 or More Hires</i>	20.83	11.85%	11.11%	17.0%	17.3%	13%	2.2%

This survey found more than 9,432 open positions at the 67 surveyed companies. Projections for the remainder of 2018 shows over 25,670 more job will need to be filled.

Orlando, Florida registered the top annual growth of any large region, with its monthly average employment climbing 3.5 percent for the year (2017).

<http://www.governing.com/topics/urban/gov-metro-areas-2017-job-growth-economy.html>



QUESTION 4: Has your company hired anyone directly using social media (Facebook, LinkedIn or Twitter) in 2017? If yes, please indicate the source and number of total hires.

YEAR	YES	NO	Companies Reporting	LinkedIn Hires	Facebook Hires	Twitter Hires
Feb 2018	41%	59%	67	154	234	2
Feb. 2017	34%	66%	80	167	27	0
Feb. 2016	31%	69%	113	141	25	15
Feb. 2015	20%	80%	90	54	32	0
Feb. 2014	21%	79%	107	66	15	0
Jan. 2013	27%	73%	187	123	12	0
Jan. 2012	19%	81%	159	57	2	0

How companies use social media to find and hire people is still a work in progress. This challenge resides in the fact that it is hard to measure where a hire initially found out about the job opening in the first place. However, all employers surveyed believe social media is powerful for employment branding and should part of every recruiting strategy. With that said, 84% of our surveyed companies do not have a formal social media recruiting plan in place.

Companies this year reported 234 hires from Facebook. The one change mentioned by surveyed employers was that Facebook allowed them to post jobs free to their corporate FB career pages. Whether this accounted for an increase in hires is not scientific; however, more companies are using this free option to reach out to Facebook users.

Finally, many employers just said they don't have the time or support internally to post jobs, maintain and follow up on social media. Their workload to keep traditional recruiting methods working is hard enough without adding in a sophisticated social media recruiting strategy. The needle to change is just not moving fast enough.

Using social media to find talent is definitely top of mind with employers but in 2018, the majority of employers do not have a strategic plan to use this medium.



QUESTION 5: Employers, what are your greatest hiring challenges in Central Florida in 2018?

This list has not changed much from last year's survey. Employers have many hiring challenges, and with unemployment at 3.3% in the Orlando MSA, this causes even more difficulties. We have highlighted some new problems this year in blue.

The top ten hiring challenges employers are facing:

1. **Posting jobs and not getting qualified candidates.** This is the number one challenge every year. The difference this year is that employers are getting a lot of job seekers to apply for jobs; they just are not qualified for the jobs they have open.
2. **Time from job requisition to hire is taking 30-45 days longer.** Finding great talent in Central Florida that fits the job employers have open is causing positions to go unfilled for an extended period of time. For some companies, too many open jobs are stifling the growth of their companies.
3. **Cost of hiring is increasing.** The cost to recruit candidates in a tight labor market is expanding.
4. **Jobseekers are not passing background checks.** With background checks almost automatic with most companies today, many candidates are failing and therefore not getting hired. The big issue is that this is usually the final part of the hiring process, so a lot of valuable time and resources are used, but no hire is ever made.
5. **Healthcare worker shortage.** Central Florida's population is growing, baby boomers are getting old, and we have an influx of evacuees from Puerto Rico. These events are adding even more jobs to our already large healthcare system.
6. **Turnover/Retention.** Employers indicated that employees are not staying very long. The job market is strong, and workers (especially lower paying jobs) are leaving for more money, better commute and better benefits.
7. **Skilled Trades and Construction jobs in high demand.** You don't have to look far in Central Florida to find a construction project, a road project or homes being built. Companies need all types of skilled trade workers like plumbers, welders, drywall hangers, painters, mechanics, boat builders and many more.
8. **Not enough budget for hiring.** Lack of funds is mentioned by over 30% of the surveyed companies. Many are working to increase their budget in 2018.
9. **Hospitality and Leisure Jobseeker Shortage.** This hiring challenge is just part of the Central Florida landscape and makes a list every year. With the continuous opening of venues like theme parks, new hotels, and new attractions, this sector is sizzling.
10. **Teacher shortage.** The growing Central Florida population is making our teacher shortage even more challenging. Compounding the problem in Central Florida, it is reported that current teachers are leaving to take other jobs creating ongoing openings.

"It is interesting that we really have not seen a decrease in applications this year (2017). The challenge has been the skill set miss from this pool of candidate which is taking so much time to decipher. More applications may not be the answer". Surveyed Employer



QUESTION 6: Employers, With the unemployment rate at 3.3% in Central Florida, what changes will you make in your recruiting strategy to fill open positions?

How are employers changing their recruiting strategies to find, recruit and hire talent in very low unemployment? Over 60% of surveyed employers shared what they are doing today that they didn't do just a couple years ago. The top ten:

1. **The need to use multiple hiring resources.**
2. **Implementation or "training pay".** During training, paying new employees \$15.00 hour instead of \$10.00. This is helping recruiting by getting candidates to take the job. Once in training, employers spend time onboarding and training.
3. **Leveraging resources like Central Florida Career Source and other nonprofits that specialize in getting employees ready for the workforce.**
4. **Using staffing agencies for the first time.**
5. **Double referral bonuses for any employee who refers a future employee.** Over 35% of the employers said they have made their employee referral programs more lucrative for current employees. At one healthcare facility, they are offering employees \$7,000 if the refer a nurse.
6. **Hiring from pool of talent from Puerto Rico.** Hurricane Maria impact on Puerto Rico is amazing. Over [239,000 have arrived](#) in Florida since October 3rd with many staying in Orlando. While there are no official BLS statistics yet, it is predicted that 100,000 will make their home in Orlando to join the areas growing Hispanic population. Today, one in three Central Floridians are Hispanic. Many employers are really relying on our new residents from Puerto Rico to help fill jobs because they are US citizens with no need for any special visas; interestingly forgotten by many.
7. **Bringing in J-1 student visas to fill open positions.**
8. **Using headhunters.**
9. **Attending more live career fairs and do onsite interviews with hiring managers.**
10. **Speed up interview to hire process from two weeks to one week.** This time it takes companies to hire varies greatly from company to company. In low unemployment, hiring decisions have to be made quickly to get the best candidates.

Analysis

The Central Florida Job Market is still on fire with over 3,400 plus jobs created each month.

Central Florida employers who participated in this survey share valuable information on how their companies are keeping up with the demand for great talent.

Central Florida has jobs, lots of jobs. If you don't live in Orlando, you may think our job market is vibrant because of our hospitality jobs. You may also think most of the jobs are lower paying jobs. The real deal is Central Florida is growing in all sectors. Higher paying professional service jobs added over 13,000 jobs in 2017 bringing the total number of jobs in this sector to an all-time record. Careers in education, healthcare, construction, technology and our simulation industry also added a record amount of jobs.

For employers, the talent pool (especially for skilled workers) is very unique. However, with over 150 people (net) moving into Central Florida every day, the Puerto Rico evacuees from hurricane Maria and Orlando being a very desirable place to live, employers have "fresh" job seekers to



help fill positions. Also, for very skilled positions, surveyed employers indicated they go recruit in other states and put together compelling offers to get skilled workers to relocate to Orlando. With no state income tax, affordable housing, road improvements, growing industries and great weather, Orlando is a great place to live. For many employers and companies who reside in Central Florida, it is our areas competitive advantage when competing for relocatable talent.

What is the big takeaway from this year survey? It is the fact that employers have to change the way they hire and retain workers if they want to be competitive. In 2018, it will cost more money to recruit, hire and onboard workers and many of the surveyed companies still don't have large enough recruiting budgets. Many employers see the need to redo their hiring process since the job market is healthy and good candidates are getting numerous offers. Hiring process takes a long time are losing significant candidates their competitors. Also, the national "quit rate" is at an all-time high. What this means is that for the first time in a long time, employees are confident in the economy and the job market that if they change jobs, it is not a huge risk. With wage stagnation still a huge issue nationally, a job change is the only way many can increase their income. Employers who recognize this and act on retention will have a better chance of keeping their employees. Surveyed employers in Central Florida who stated turnover as a huge issue are really using tremendous resources to refill these positions in addition to all the new job requisitions.

This report is to give employers an update on employment trends, issues, and challenges for 2018. It is evident that finding talented workers at ANY level is prevalent across ALL sectors. For job seekers, this is an excellent opportunity to upgrade your career (as long as you have to skill sets). For employers, with so many jobs open in Central Florida, many have to look at their recruiting strategy to make sure they are getting qualified candidates in a talent short marketplace. The list of what your competitors are doing to recruit in 3.3% unemployment is the real meat of this report. Without great employees, Central Florida companies can't grow. It is evident if a company's recruiting strategy doesn't make changes from their recruiting strategy they were using during the great recession, they will be left in the dust.



OrlandoJobs.com IOA 5K Team and Diversity Job Fair (Amway Center) Team Meeting



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About OrlandoJobs.com

OrlandoJobs.com, part of the Great Job Spot Network, is the powerful, pre-eminent career platform in Central Florida, and the only digital job board optimized for mobile, on-the-go usage by jobseekers. With more than 100,000 visitors per month, and over 2,400 employers, there is no better place to find a job. The site was founded in 2005 by Roger Lear and Scott Kotroba, and is the official employment website of the Great Orlando Society of Human Resources (www.GoSHRM.com). OrlandoJobs.com's sister company, the GreatInsuranceJobs.com Network, is the leading insurance employment network in the nation. The OrlandoJobs.com and Great Job Spot Network proudly partner with and power the career centers on OrlandoWeekly.com, GOSHRM and WKMG Local 6 ClickOrlando.com.

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All previous Central Florida Employment Outlooks are located at OrlandoJobs.com/jobreport

