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 is the 11th annual release of the survey.

While the unemployment rate in Central Florida is 3.2% (3/19), employers are very clear that they are having a hard time finding talent. After talking to 81 employers covering 17 sectors – representing, in total over 211,066 employees – hiring is taking place in every industry.

The primary goal of this survey is to get inside the walls of human resource departments to understand where the jobs exist, hiring challenges and exciting tidbits of information that can help employers and job seekers learn about recruiting trends.

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ALL-TIME NUMBER OF PEOPLE ARE WORKING IN THE ORLANDO MSA.

2.52 MILLION (1/19)
METHODOLOGY

OrlandoJobs.com conducted individual phone interviews with 81 companies based in the Orlando MSA between February 11 to March 15, 2019. OrlandoJobs.com account managers spoke directly with key human resource professionals, internal recruiters and business owners for the information compiled in this report.

The 81 companies surveyed employ a total of 211,066 people in Central Florida. The companies represent 17 different industries, including aerospace/aviation, banking/finance, call center, construction, education, government, healthcare, hospitality, legal, insurance, manufacturing, non-profit, retail, technology, timeshare, transportation, and utilities.

We called and spoke with 81 employers representing over 211,066 Central Florida employees to find out the inside scoop on the real trends for hiring in this region.

KEY FINDINGS

Key findings in the 2019 survey include:

- A total of 11,081 currently open within the 81 surveyed companies with another 18,555 open for the rest of 2019.
- 37% of surveyed companies indicated that hiring will be better in 2019 when compared to 2018.
- 98% of companies plan on hiring at least one person in 2019.
- 80% of companies currently have open jobs.
- Largest labor force ever (1.30 million) in the Orlando MSA.
- 32% of companies surveyed will be hiring 50 or more employees in 2019.
- LinkedIn hires are clearly the number one social media recruiting platform.
- Top industries hiring in Central Florida are leisure and hospitality, healthcare, skill trades, technology, sales, construction, and education.
- Hiring challenges in 2019 include employee retention (quit rate is historically high), competition for top talent and lack of resources for hiring.

OrlandoJobs.com Hire Day Orlando on June 8th featured 120 employers, 10 community partners, free resume reviews, professional headshots and career experts. Over 5,000 job seekers attended!
2019 CENTRAL FLORIDA EMPLOYMENT LANDSCAPE

<table>
<thead>
<tr>
<th>MONTH &amp; YEAR</th>
<th>LABOR FORCE</th>
<th>EMPLOYMENT</th>
<th>UNEMPLOYMENT</th>
<th>UNEMPLOYMENT RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY 2019</td>
<td>1,349,719</td>
<td>1,300,688</td>
<td>49,031</td>
<td>3.6%</td>
</tr>
<tr>
<td>DECEMBER 2017</td>
<td>1,298,500</td>
<td>1,256,300</td>
<td>42,200</td>
<td>3.3%</td>
</tr>
<tr>
<td>DECEMBER 2016</td>
<td>1,280,106</td>
<td>1,217,862</td>
<td>62,244</td>
<td>4.9%</td>
</tr>
<tr>
<td>DECEMBER 2015</td>
<td>1,230,194</td>
<td>1,176,170</td>
<td>54,024</td>
<td>4.4%</td>
</tr>
<tr>
<td>DECEMBER 2014</td>
<td>1,207,777</td>
<td>1,145,575</td>
<td>62,202</td>
<td>5.2%</td>
</tr>
<tr>
<td>DECEMBER 2013</td>
<td>1,160,520</td>
<td>1,093,505</td>
<td>67,015</td>
<td>5.8%</td>
</tr>
<tr>
<td>DECEMBER 2012</td>
<td>1,156,753</td>
<td>1,067,743</td>
<td>89,010</td>
<td>7.7%</td>
</tr>
<tr>
<td>DECEMBER 2011</td>
<td>1,128,950</td>
<td>1,017,511</td>
<td>111,439</td>
<td>9.9%</td>
</tr>
<tr>
<td>DECEMBER 2010</td>
<td>1,116,201</td>
<td>994,180</td>
<td>122,021</td>
<td>10.9%</td>
</tr>
<tr>
<td>DECEMBER 2009</td>
<td>1,098,315</td>
<td>972,909</td>
<td>125,406</td>
<td>11.4%</td>
</tr>
<tr>
<td>DECEMBER 2008</td>
<td>1,118,564</td>
<td>1,029,044</td>
<td>89,520</td>
<td>8.0%</td>
</tr>
<tr>
<td>DECEMBER 2007</td>
<td>1,115,486</td>
<td>1,067,595</td>
<td>47,891</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

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

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 part-time job during the last twelve months. For Florida, the U-6 rate for 2018 was 9.5%. It was the first uptick in this rate since 2010.

U-3 unemployment is 3.2%. The U-3 is the most widely reported rate and is at an all-time low as well in Central Florida. Central Florida has jobs, and if you want to work, employment is available. We had come a long way since 2010 when the U-3 rate was over 11 percent.

The Orlando MSA has more job openings than ever before. Over 30,000 jobs need talent. Employers indicated many hiring challenges but one stands out more than any other; unqualified talent applying to open jobs. See full list on page 6. Picture is some of our volunteers for Hire Day Orlando from UCF.
The only sector that lost jobs in 2018 were found in the retail sector. Some highlights include all-time record employment in leisure and hospitality jobs with over 272,000 people in this industry. The professional services sector added 21,000 jobs for a total of over 246,600 jobs. Construction jobs gained the most jobs and are almost back to the level it was before the great recession.
SURVEY BREAKDOWN

**QUESTION 1:** COMPARED TO 2018, WILL YOUR OVERALL TOTAL HIRING FORECAST BE BETTER, THE SAME OR WORSE IN 2019?

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>WORSE</td>
<td>7%</td>
<td>2%</td>
<td>6%</td>
<td>9%</td>
<td>10%</td>
<td>10%</td>
<td>27%</td>
</tr>
<tr>
<td>SAME</td>
<td>56%</td>
<td>46%</td>
<td>55%</td>
<td>49%</td>
<td>51%</td>
<td>51%</td>
<td>64%</td>
</tr>
<tr>
<td>BETTER</td>
<td>37%</td>
<td>52%</td>
<td>39%</td>
<td>42%</td>
<td>39%</td>
<td>39%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**QUESTION 2:** DOES YOUR COMPANY HAVE ANY CURRENT JOB OPENINGS IN CENTRAL FLORIDA?

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>YES</td>
<td>80%</td>
<td>88%</td>
<td>83%</td>
<td>89%</td>
<td>89%</td>
<td>67%</td>
<td>45%</td>
</tr>
<tr>
<td>NO</td>
<td>20%</td>
<td>12%</td>
<td>17%</td>
<td>11%</td>
<td>11%</td>
<td>33%</td>
<td>55%</td>
</tr>
</tbody>
</table>

**QUESTION 3:** WHAT IS YOUR CENTRAL FLORIDA HIRING OUTLOOK FOR THE 2ND, 3RD AND 4TH QUARTERS OF 2019, BY NUMBER OF FUTURE HIRES?

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>NO Hires</td>
<td>2%</td>
<td>6.2%</td>
<td>4.4%</td>
<td>3.47%</td>
<td>3.3%</td>
<td>2.1%</td>
<td>9.1%</td>
<td>41.5%</td>
</tr>
<tr>
<td>1-5 Hires</td>
<td>16%</td>
<td>25%</td>
<td>28.2%</td>
<td>17.36%</td>
<td>30.5%</td>
<td>13.7%</td>
<td>27.3%</td>
<td>24.4%</td>
</tr>
<tr>
<td>6-10 Hires</td>
<td>10%</td>
<td>16.6%</td>
<td>8.28%</td>
<td>7.64%</td>
<td>8.4%</td>
<td>13.7%</td>
<td>13%</td>
<td>10.4%</td>
</tr>
<tr>
<td>11-20 Hires</td>
<td>20%</td>
<td>14.5%</td>
<td>14.82%</td>
<td>15.28%</td>
<td>13%</td>
<td>16.3%</td>
<td>10.4%</td>
<td>7.4%</td>
</tr>
<tr>
<td>21-50 Hires</td>
<td>20%</td>
<td>14.5%</td>
<td>11.85%</td>
<td>19.44%</td>
<td>9.7%</td>
<td>21.8%</td>
<td>15.6%</td>
<td>11.9%</td>
</tr>
<tr>
<td>51-100 Hires</td>
<td>14%</td>
<td>8.3%</td>
<td>11.8%</td>
<td>15.28%</td>
<td>9.7%</td>
<td>8.6%</td>
<td>7.8%</td>
<td>5.2%</td>
</tr>
<tr>
<td>101-200 Hires</td>
<td>6%</td>
<td>6.2%</td>
<td>8.8%</td>
<td>10.42%</td>
<td>8.4%</td>
<td>9.6%</td>
<td>9.1%</td>
<td>3.7%</td>
</tr>
<tr>
<td>201 or More Hires</td>
<td>12%</td>
<td>20.83%</td>
<td>11.85%</td>
<td>11.11%</td>
<td>17.0%</td>
<td>17.3%</td>
<td>13%</td>
<td>2.2%</td>
</tr>
</tbody>
</table>

This survey found more than 13,232 open positions at the 135 surveyed companies. The year 2017 doesn’t look like it will be slowing down anytime soon with a robust 24,300 jobs projected to be filled just from the surveyed companies.
**QUESTION 4**: HAS YOUR COMPANY HIRED ANYONE DIRECTLY USING SOCIAL MEDIA (FACEBOOK, LINKEDIN OR TWITTER) IN 2018? IF YES, PLEASE INDICATE THE SOURCE AND NUMBER OF TOTAL HIRES.

<table>
<thead>
<tr>
<th>YEAR</th>
<th>YES</th>
<th>NO</th>
<th>Companies Reporting</th>
<th>LinkedIn Hires</th>
<th>Facebook Hires</th>
<th>Twitter Hires</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 2019</td>
<td>49%</td>
<td>51%</td>
<td>71</td>
<td>2,371</td>
<td>365</td>
<td>21</td>
</tr>
<tr>
<td>Feb 2018</td>
<td>41%</td>
<td>59%</td>
<td>67</td>
<td>154</td>
<td>234</td>
<td>2</td>
</tr>
<tr>
<td>Feb. 2017</td>
<td>34%</td>
<td>66%</td>
<td>80</td>
<td>167</td>
<td>27</td>
<td>0</td>
</tr>
<tr>
<td>Feb. 2016</td>
<td>31%</td>
<td>69%</td>
<td>113</td>
<td>141</td>
<td>25</td>
<td>15</td>
</tr>
<tr>
<td>Feb. 2015</td>
<td>20%</td>
<td>80%</td>
<td>90</td>
<td>54</td>
<td>32</td>
<td>0</td>
</tr>
<tr>
<td>Feb. 2014</td>
<td>21%</td>
<td>79%</td>
<td>107</td>
<td>66</td>
<td>15</td>
<td>0</td>
</tr>
<tr>
<td>Jan. 2013</td>
<td>27%</td>
<td>73%</td>
<td>187</td>
<td>123</td>
<td>12</td>
<td>0</td>
</tr>
<tr>
<td>Jan. 2012</td>
<td>19%</td>
<td>81%</td>
<td>159</td>
<td>57</td>
<td>2</td>
<td>0</td>
</tr>
</tbody>
</table>

Asking this question to employers has been challenging over the years. When social media first came on the scene as a recruiting source, companies were scared to post anything about their open jobs fearing ugly, unsolicited feedback. Today, our survey has found while companies are seeing many more hires via social media, very few have a social media recruiting strategy. Leading the way in hires is LinkedIn. This could be misleading since most are using LinkedIn as a job board and posting jobs; which is working but not really social media recruiting. Companies that are using social media to brand their employment (videos, articles, etc.) recognize the importance of this to help attract top talent to their organization. The challenge is a recruiting strategy that is consistent and on point with the branding message.

**QUESTION 5**: EMPLOYERS, WHAT ARE YOUR GREATEST HIRING CHALLENGES IN CENTRAL FLORIDA IN 2019?

We love asking this question. It gives a lot of insight to employers struggling to find great talent for their open positions.

The top five hiring challenges employers are facing:

1. **Unqualified Candidates are applying to open positions.** No matter what source is being used, all employers indicated they are just getting too many unqualified applicants. This has been the number one issue for the last ten years of this survey. When we asked a few employers why they think the wrong people are applying to their jobs and find some interesting answers. The top response from employers was no one reads the job description. Other reasons include record low unemployment and how it has decreased the volume of qualified job seekers. Unqualified job...
seekers have always applied to jobs but this year, very few qualified job seekers are part of the application pool.

2. **Retention of current employees.** Companies indicated they are losing employees to their competitors. This seems to be a trend not only in Florida but the entire country. The “quit rate” is 2.7% and is the highest it has been since the great recession. People are quitting for better jobs and compensation without the fear of being the “low man” on the totem pole. Employers surveyed that they are having a hard time increasing salary to stay competitive and keep employees. This is not only in the professional services sector but also in the hourly wage sector. Companies like Amazon ($15.00 hr.) and Universal ($12.00 hr.) have raised their starting minimum wages. Disney has already committed to $15.00 over the next couple of years. For employers who are still under $10.00 an hour, this is a huge issue. Especially since our service industry has over 270,000 employees.

3. **Budget and resources to recruit top talent.** How do you find great talent if everyone is working? Just posting a job on the company career site isn’t attracting the talent at the pace necessary to grow businesses. Surveyed companies mentioned they need more budget so they can use multiple resources to find talent. Many companies also indicated they are spending money at live job fairs, social media recruiting campaigns and multiple job boards at the same time to fill open requisitions.

4. **Construction/Skilled Trade jobs in a huge shortage.** Central Florida is growing and with that is a tremendous number of openings in the skilled trades and construction sector. These higher paying jobs are everywhere. Employers indicated finding skilled workers so difficult that many jobs go unfilled causing delays in projects and slowing down growth. Construction jobs are almost back to an all-time high.

5. **Time to hire.** In extremely low unemployment, companies with drawn-out hiring processes are losing good talent before they can even get a chance to offer them the job. Initial contact, background checks, drug screens, multiple interviews, and scheduling are the main reasons employers indicated they could get qualified talent in their workforce. All employers understand the issues. They just have their hands tied with company policies that are not very flexible. Four companies indicated that they are giving more contingent offers based on passing the background checks and drug screens.

**QUESTION 6: IF YOU COULD GIVE SOME JOB SEEKERS SOME ADVICE BEFORE APPLYING TO YOUR COMPANY, WHAT WOULD YOUR BEST ADVICE BE?**

We appreciate the time that employers take to help job seekers get a peek inside the “wall” to understand better why they may not get selected or perform horribly in an interview. Over seventy employers gave us their thoughts, and these are the top ten:

1. Invest a lot of time researching the company. Understand how the company makes money and the different departments (teams) that exist contribute to the bottom line.
Read the job description thoroughly before applying. Employers ask you not to apply if you do not meet the minimum qualifications even knowing that job seekers think employers will call for other jobs that may have open. Employers are clear...this doesn’t happen!

Prepare for the interview by not only researching the company but also the leaders within the organization. Use sources like LinkedIn to get an idea of the backgrounds of past and current employees. This will help you during the interview.

Be honest. Many good job seekers lose job offers by having false information on their resumes. Also, be honest about jobs that you may have been fired from during the interview. Finally, if you have a great interview and may have some background check issues, let the interviewer know what they can expect to find out. Employers can work with honesty; they hate surprises.

When applying online, fill out all the required information. Leaving sections blank does not paint you in the brightest light.

When interviewing, know how the job you want is directly related to the bottom line. Be able to express how your skills match well and that you understand your direct link to profitability.

Know how to dress for an interview. Too many employers said they are shocked how casual many are showing up for interviews.

Don’t ghost. May employers are shocked at how many job seekers never show up for an interview, return emails, voice mails or answer their phone. If you are in a job search, answer your phone, check your voice mails and emails and if you can’t make an interview, call the company and let them know. Not doing so will catch up with you at some point in your career.

Have your resume professionally written. This is a must if you are having issues getting interviews. A poorly written resume, even if you are qualified, most likely will go unnoticed.

Make sure your resume fits the job you that you are applying to; even if you have tons of other experience that isn’t relevant.

**QUESTION 7: DOES YOUR COMPANY DO ANYTHING UNIQUE TO RESPOND TO ALL THE RESUMES YOU RECEIVE FOR EACH JOB POSTING TO HELP THE CANDIDATE EXPERIENCE?**

Over 50% of the companies surveyed indicated they don’t do anything special at all for unqualified candidates. Most have an automated email when the job seeker applies, but very few send a rejection or not qualified email after they close a job requisition. When we ask, the typical answer is manpower or lousy technology. “We receive over 500 applications a week, and without a CRM ATS, there is no way we can get back with every job seeker”, one of the employers indicated.

Some companies have exceptional technology that allows to the job seeker to see in real time where their application stands and sends them an email when they are declined, moved to interview, on hold or request additional information.

Make no mistake about it; most employers would love to get back with everyone who applies. However, with so many job seekers applying to jobs that they don’t qualify for, this makes it very hard for the employer. Employers know that job seekers can be customers, stockholders, referral sources and possible candidates for other positions within their organization. Many don’t have the workforce to work with so many applicants.
ANALYSIS

CENTRAL FLORIDA LEADS FLORIDA AND THE NATION IN JOB GROWTH AND IT ISN’T SLOWING DOWN ANYTIME SOON!

Anyone living in the Orlando MSA knows it is growing; especially if they drive. The Economic Development Commission indicated that over 1,000 people a week are added to the population of Central Florida. We now have over 2.5 million people, growing at a rate of 2.3% and will have over 5 million by 2030 (the same year senior citizens will outnumber children). Additionally, the Orlando area added over 60,000 jobs in 2018.

What is going on with employment in Central Florida? It is just getting better. We have an all-time record number of workers in the professional services industry. These are typically salaried, higher paying jobs. Every sector saw job growth in 2018 and 2019 seems to be red hot as well. Higher paying jobs are a must in Central Florida if we want to maintain long term growth.

Low unemployment, world-class international airport (MCO), many colleges, universities and trade schools, Orlando is a prime candidate to keep attracting companies to the area because we have the talent base to service almost any industry. Companies like Amazon, Deloitte Consulting, Qorvo, Luminar technologies, Wyndham Destinations, and KPMG have invested millions in Central Florida and have hired thousands of workers. A massive challenge for Central Florida is to keep our local talent here because of high paying jobs. While we have a long way to go, the world is noticing all the benefits of moving (or starting) their companies here, and the ones that do are not looking back.

You can’t talk about Central Florida without mentioning we are the number one tourist destination in the world. With a record number of visitors to Central Florida in 2018 (72 million). Over 270,000 workers have jobs in this industry which is also a record. Many of these jobs are low paying jobs which makes hiring challenging for many reasons; especially as companies like Universal Orlando raised their minimum wage to $12.00 hour and Disney moving to $15.00 in a couple of years. Workers in this industry change jobs frequently for more hourly wage opportunity with no worries since so many jobs are open. Yes, this sector has lower paying jobs, but it also has thousands of well-paid jobs as well in all areas; marketing, technology, healthcare, management, etc. Most companies hire from within and promote their own as well making it a viable career choice.

The employment scene in Central Florida is exuberating. Each year employers give us great insight into what is going on when it comes to hiring. In 2019, employers will continue to be challenged to find talent that has the skill set that matched their current needs.

Some additional reading on Orlando’s growing job market:

1. Construction Boom
2. Orlando’s Job Growth-National Perspective
3. Best Cities to find a job- Orlando rocks this list.
4. Wall Street Journal- Where are the Jobs?
5. Orlando’s immigration adding to job growth boom.
CONTACT INFORMATION

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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 and GOSHRM.

To request a media kit, please contact Brad Sparrow in our Marketing Department via Bradley@orlandojobs.com or 407-645-4224.

Survey written by Roger Lear