

# 2016 Employer Needs Survey

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# Survey Overview

- ▶ Update & enhancement of 2014 survey
- ▶ 1,900 surveys collected overall
  - ▶ 78% response rate
  - ▶ all sized companies
  - ▶ all 100 counties participated
- ▶ Phone interviews by NCSU  
(Center for Urban Affairs & Community Services)
- ▶ Focus on four industries: Manufacturing, Construction, Healthcare, and STEM



# Survey Goals

1. Assess hiring difficulties of North Carolina employers
2. Understand employers' needs & recruitment strategies
3. Understand job vacancies & hiring demand



# Overview

- I. Trends
- II. Difficulties – skills & otherwise
- III. Recruitment
- IV. Industry differences



# Trends

Compared  
to 2014

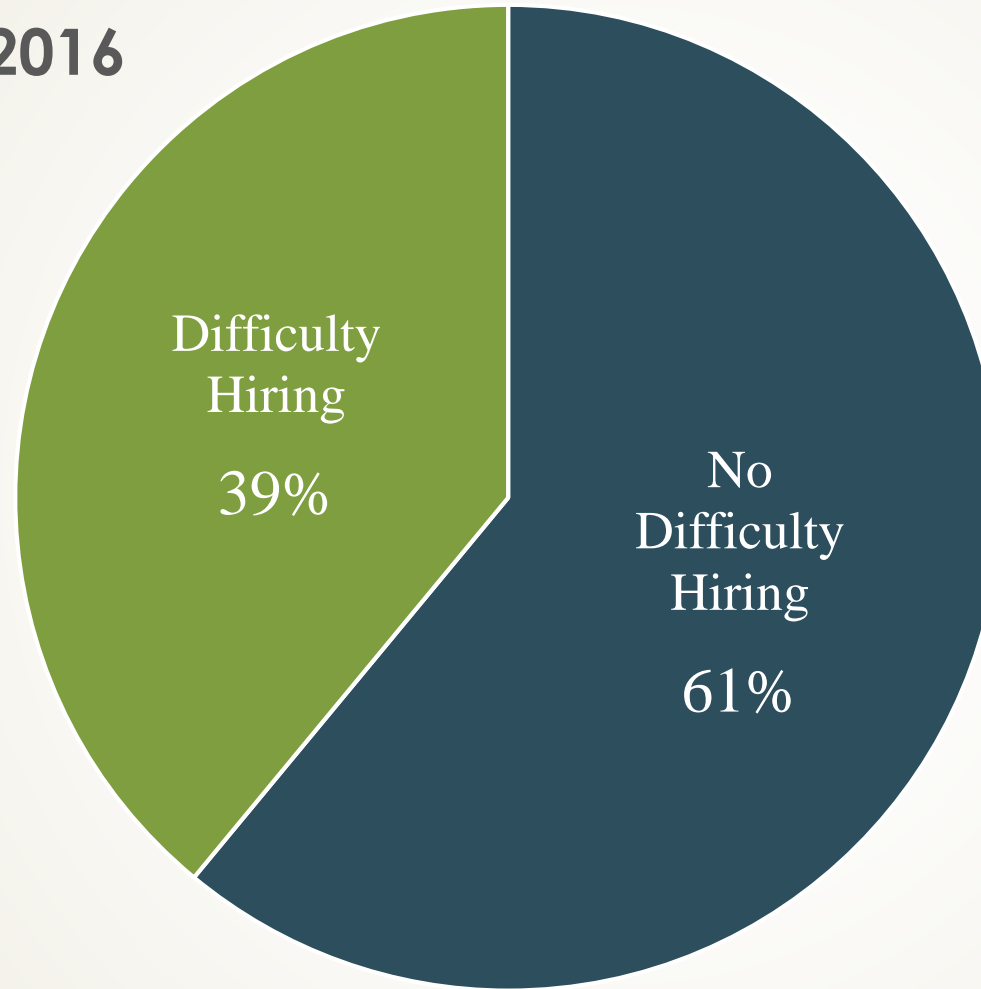
- ▶ Hiring remains strong – equal to last survey
- ▶ Hiring difficulties still exist
- ▶ Still no difference between urban & rural counties
- ▶ Top 3 reasons for difficulties remain
- ▶ Increase in soft skills difficulty



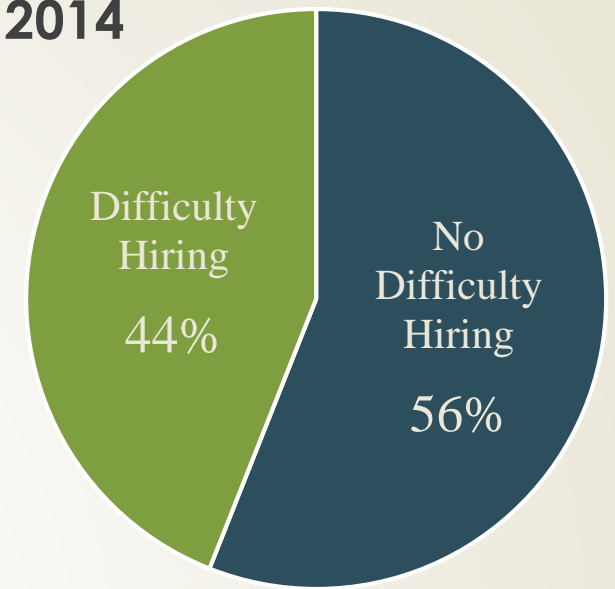


## Hiring employers who had difficulty filling at least one position in the past year

2016



2014



Trends  
Compared  
to 2014\*

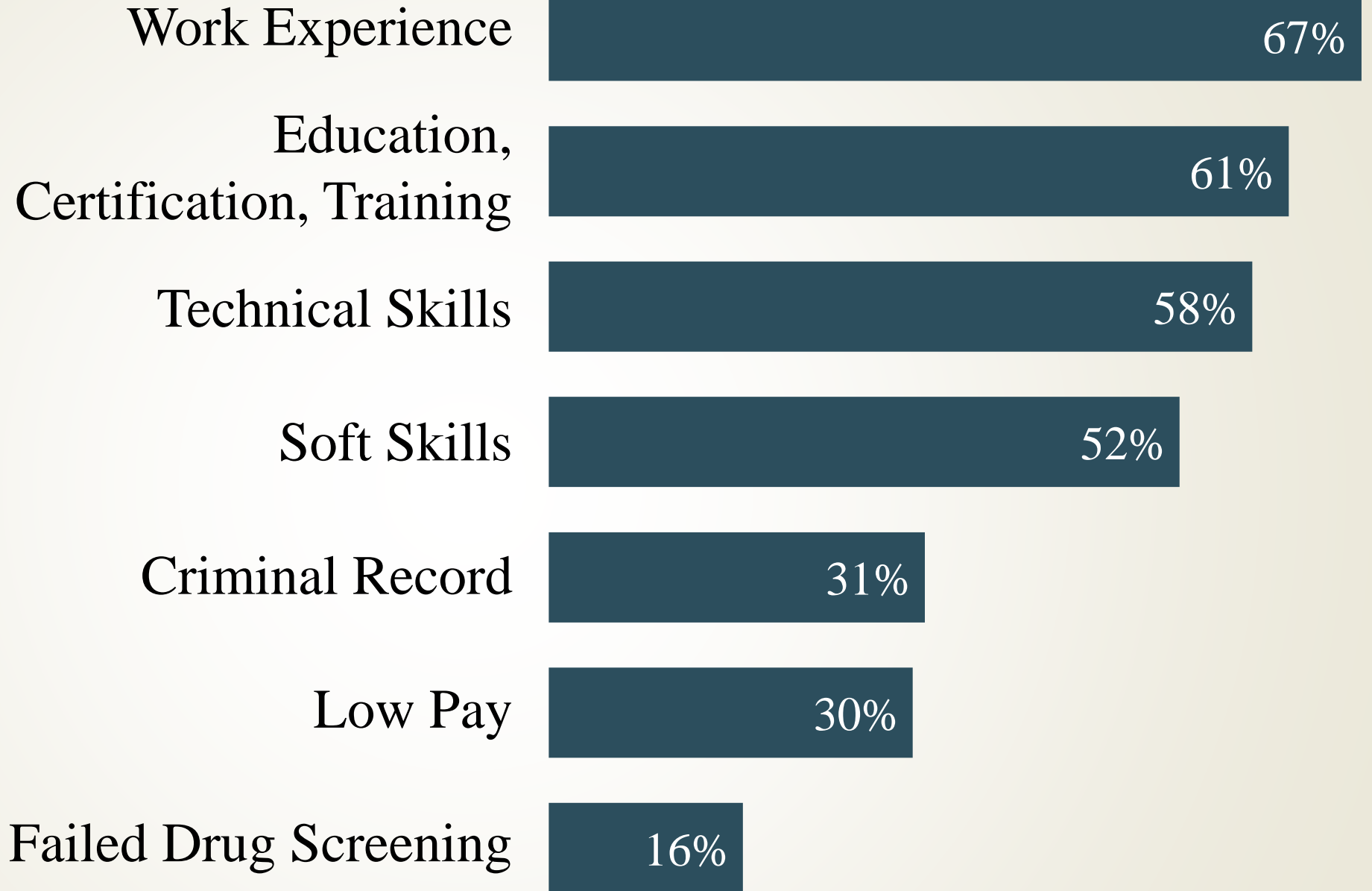
- ▶ Similar to 2014 - despite a more competitive market
- ▶ Slight improvement  
39% vs 44% having difficulty
- ▶ 70% said difficulties are “about same as last year”
  - ▶ 11% *perceive* improving
  - ▶ 19% *perceive* declining

\* Comparing only those w/ 10+ employees



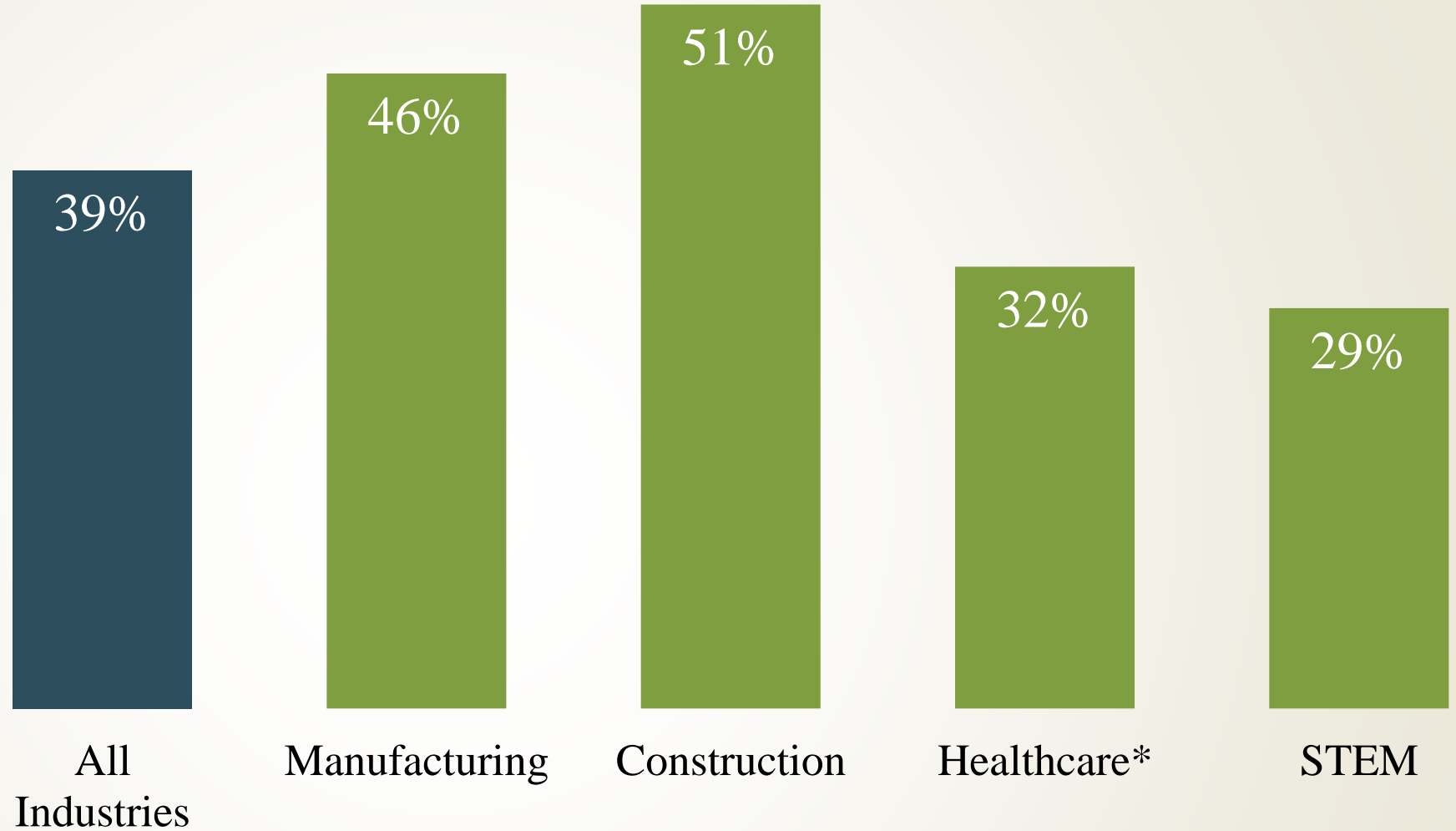
# Hiring Difficulties

*among all hiring employers experiencing difficulties*



# Hiring Difficulties

among all hiring employers by Industry



*\* Healthcare difficulty mostly in establishments w/ 10+ employees*





# Top Reasons for Hiring Difficulties by Industry

## **Many Similarities Between Industries**

- ▶ Technical or Occupation-Related Skills
- ▶ Relevant Work Experience
- ▶ Education Level, Certification, or Training

## **Some Differences**

- ▶ Soft Skills - STEM
- ▶ Failing a Drug Test - Manufacturing & Construction
- ▶ Low Pay - Healthcare



Among the Four Industries...

- ▶ Entry-level positions much easier to fill
- ▶ The more experience needed, the greater hiring difficulty
- ▶ 58% of “experienced” positions are very difficult to fill

## Experience Gap ?

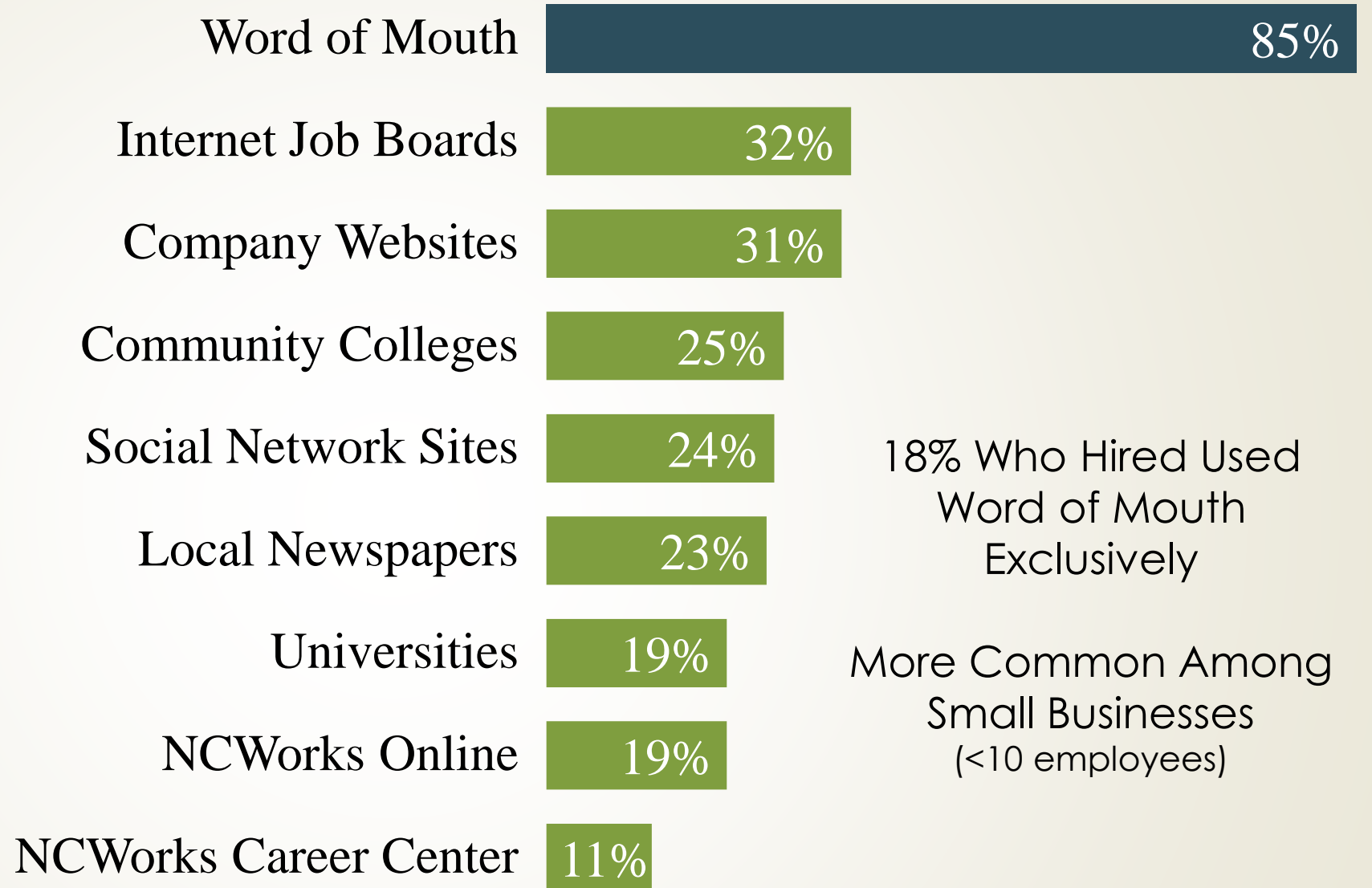
Hiring Difficulty by Position Experience Required

	<u>Entry</u>	<u>Mid</u>	<u><b>Experienced*</b></u>
Manufacturing	23%	30%	<b>50%</b>
Construction	33%	38%	<b>65%</b>
Health Care	13%	15%	<b>50%</b>
STEM	10%	14%	<b>62%</b>

*\* Experienced positions =  
5 or more years experience*



# Recruiting Resources all industries



## 94% Offer Some Level of On-the-Job Training

### Skill Training

What we Don't Know (area of future study?)

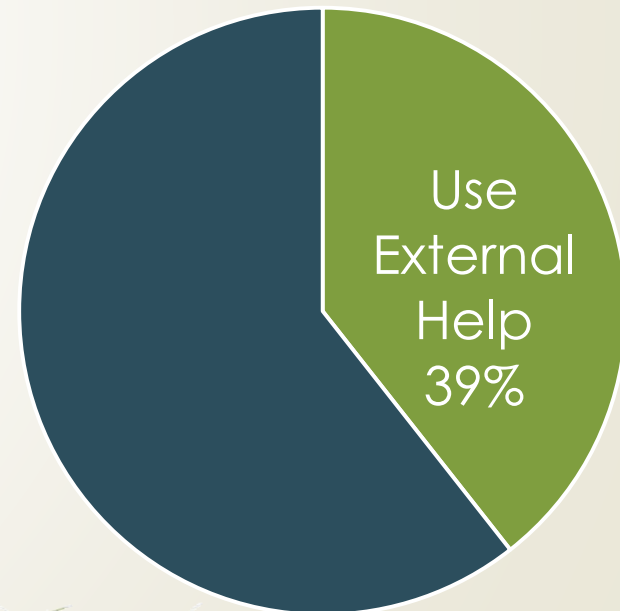
- ▶ *What level of On-the-Job Training is offered?*
- ▶ *Types of training and for whom?*
- ▶ *How many companies do not offer structured training?*



# External Skill Training Resources



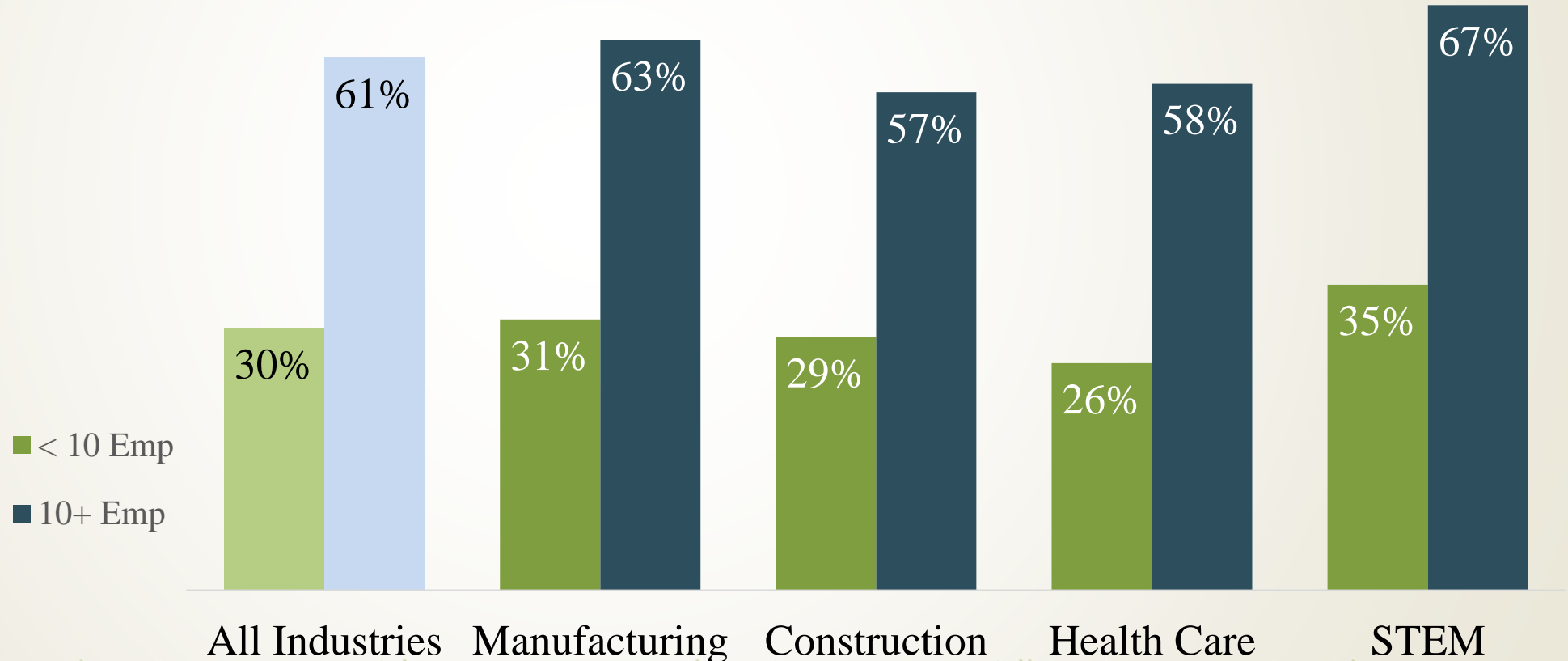
\* percentage of those who use at least one external training resource





# Hiring Outlook

- ▶ 45% of all organizations plan to hire in the next 12 months
  - 61% with 10+ employees
  - 30% of small employers (<10 employees)
- ▶ Similar across all 4 industries



## Next Steps

- ▶ Publish report in March/April
  - ▶ More on industry differences
  - ▶ Data on specific occupations
  - ▶ Analysis of job vacancies
  - ▶ Analysis of additional business comments/feedback
- ▶ Work w/ WDB's Business Services Reps for additional info
- ▶ Continue to research & publish articles on data trends
- ▶ Conduct follow-up study in 2017-18



Questions?

