2024 Employer Needs Survey Released

- Full Report available at
  - https://analytics.nccommerce.com/Employer-Needs-Survey/PDF/
- Interactive Dashboard available at
  - https://analytics.nccommerce.com/Employer-Needs-Survey/

About the Survey

- Conducted every two years since 2014
  - First assessment of NC's hiring landscape post-COVID-19
- Led by LEAD, supported by NCWorks Commission
  - Phone surveys conducted by NCSU's CUACS
- 5 "industry" samples:
  - **All employers**
  - **Manufacturing**
  - **Healthcare**
  - **Construction**
  - **"STEM"**
- Additional 2nd Overall survey with experimental questions

20 | EMPLOYER NEEDS
22 | SURVEY

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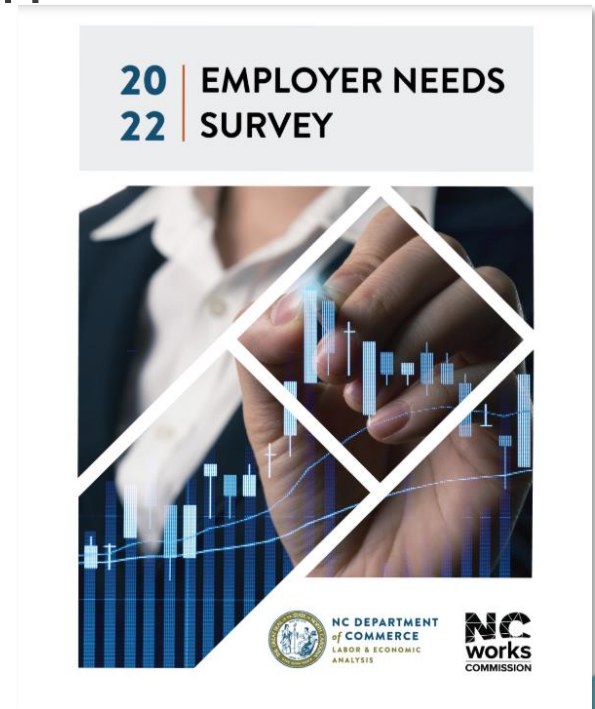
Key Findings

- Hiring difficulties eased from 2021

  - Now similar to pre-pandemic levels

- "Employability" issues dominate reasons for hiring difficulties

- Barriers to employment important to consider

- Opportunities to grow work-based learning

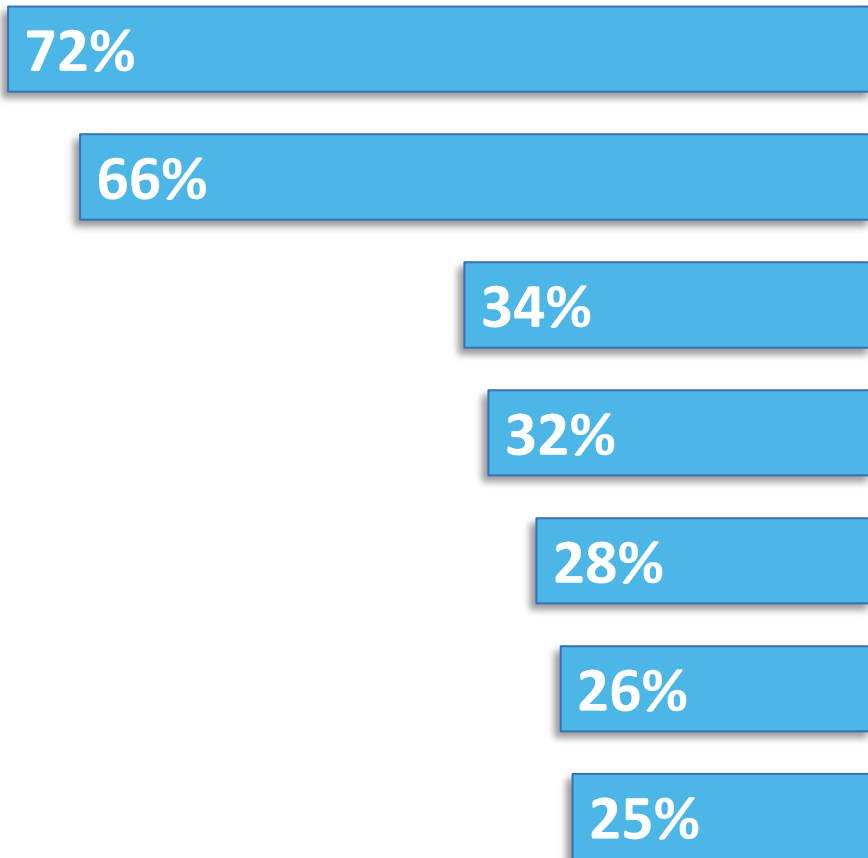- Most employers optimistic about future business conditions

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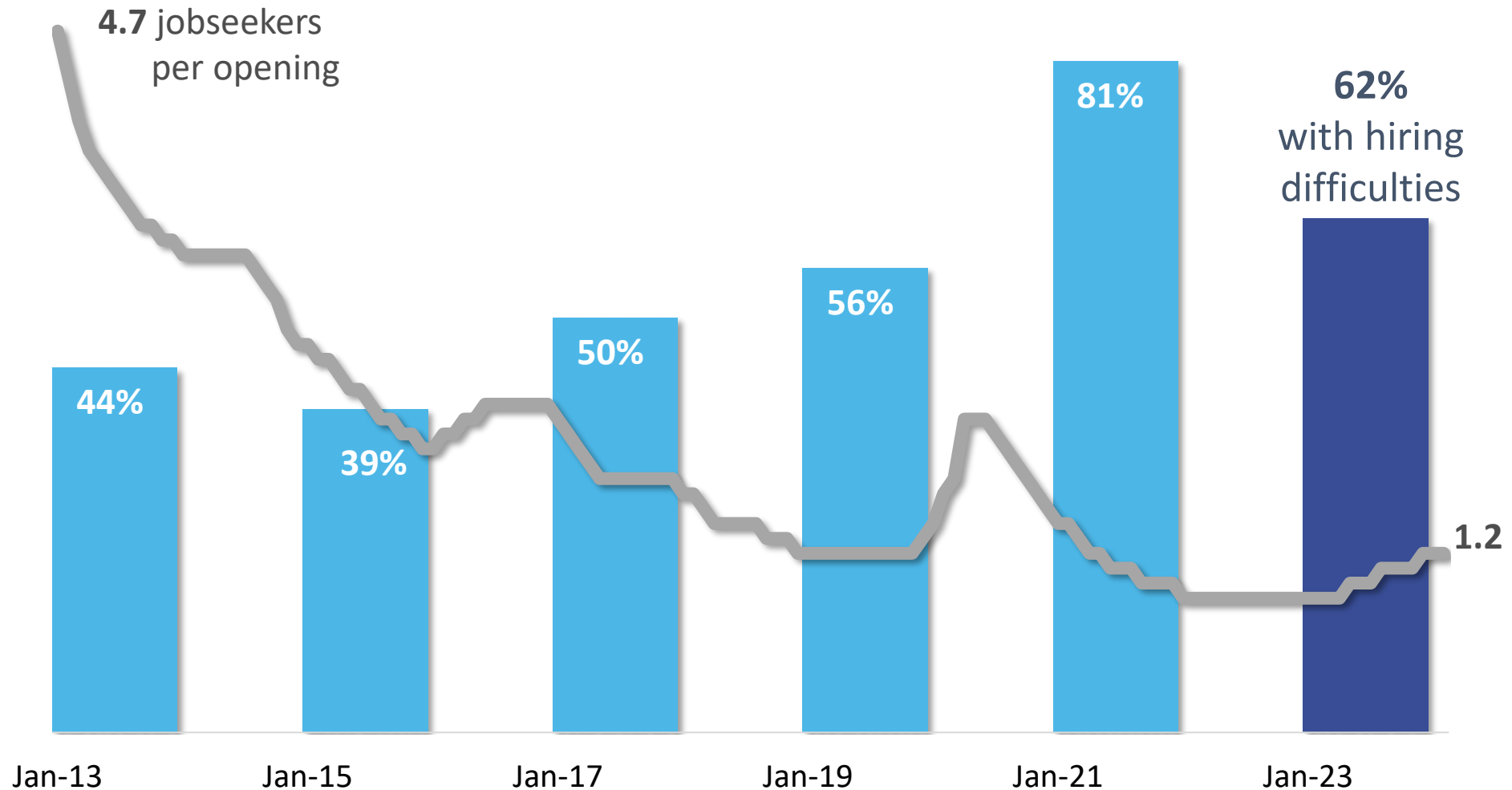
Skill Gaps Exist, But Overshadowed
Causes of Hiring Difficulties

Entry-Level Positions

Experienced Positions

Entry-Level	Category	Experienced
72%	Employability Skills	46%
66%	Low # of Applicants	63%
34%	Work Experience	52%
32%	Low Pay	35%
28%	Education	49%
26%	Soft Skills	23%
25%	Technical Skills	41%

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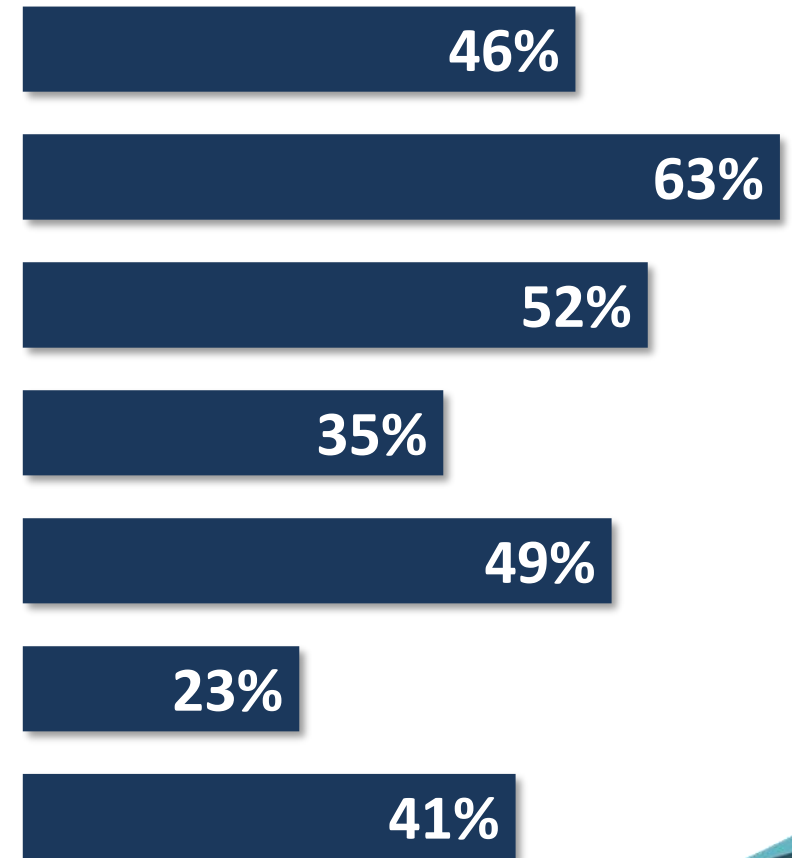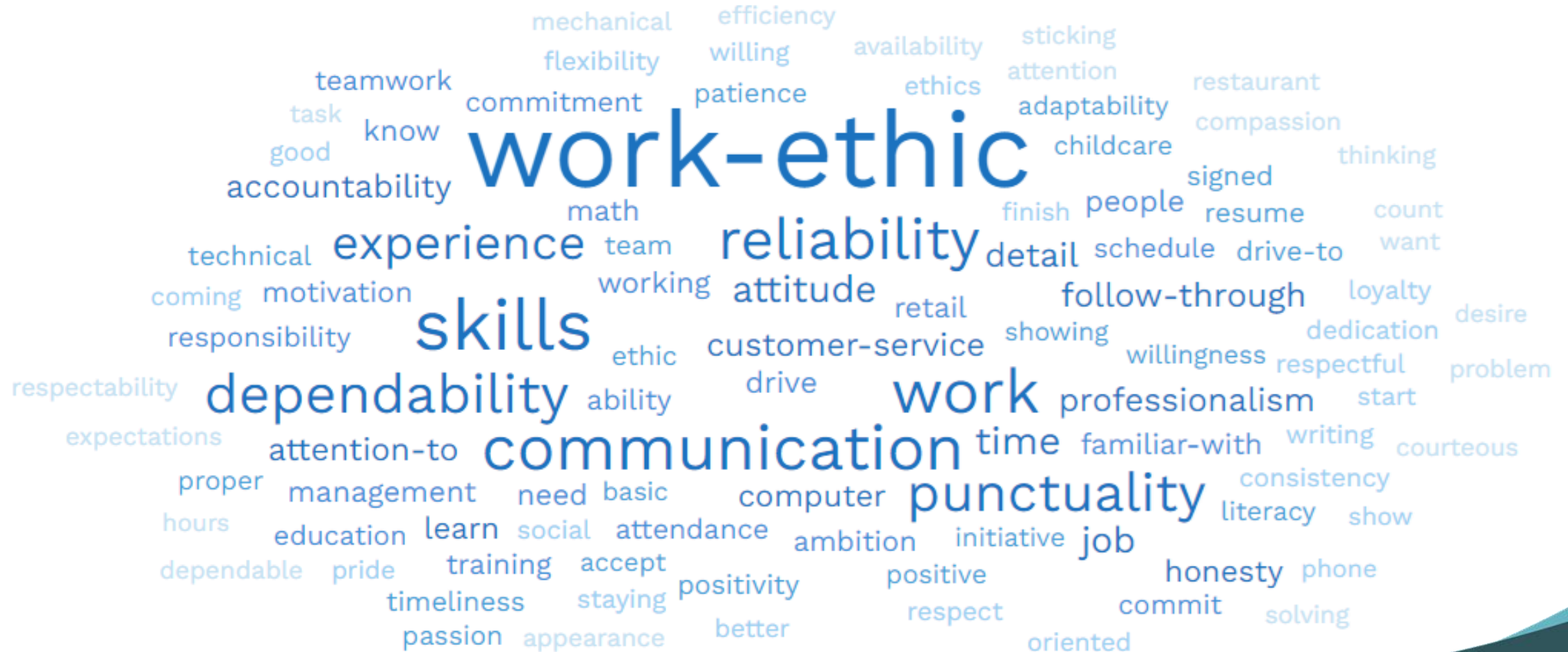
Barriers to Applying, Nearly as Great
Issues causing hiring difficulties

Transportation
- **23%** Entry-Level
- 16% Experienced

Childcare
- **20%**
- 10%

Commuting Distance
- **17%**
- 20%

Criminal Record
- **14%**
- 9%

Drug Screening
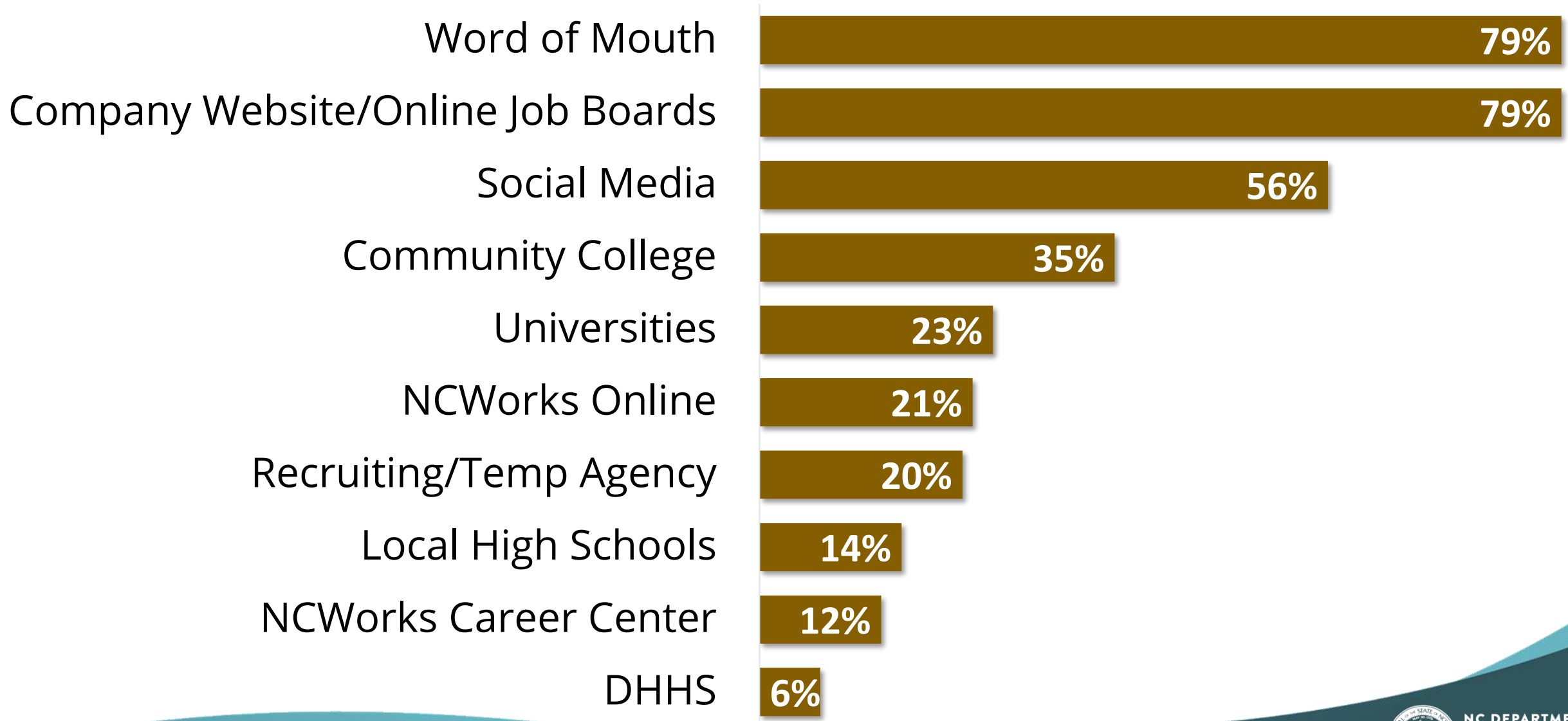- **6%**
- 5%

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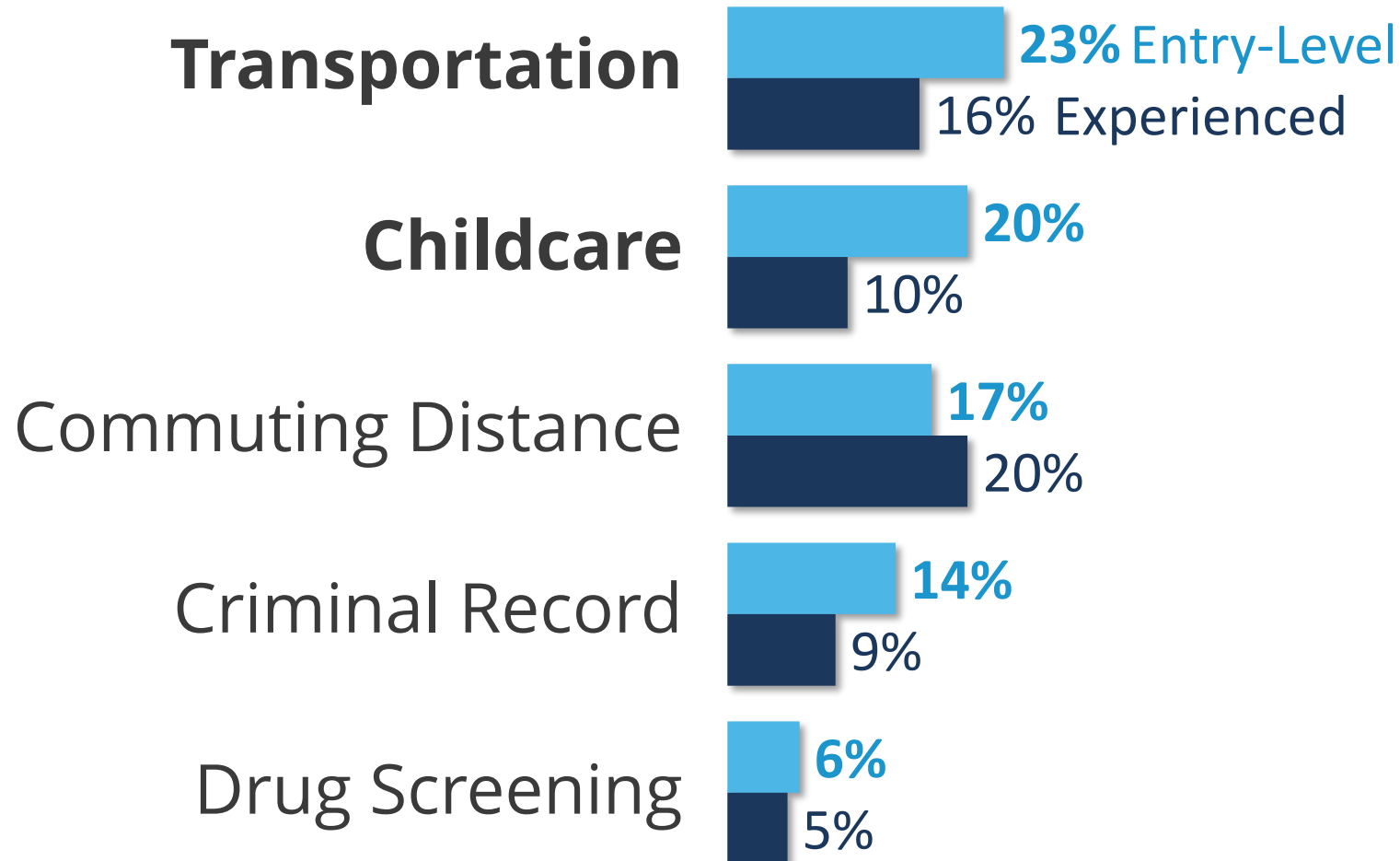
Top Recruitment Methods

Method	Percentage
Word of Mouth	79%
Company Website/Online Job Boards	79%
Social Media	56%
Community College	35%
Universities	23%
NCWorks Online	21%
Recruiting/Temp Agency	20%
Local High Schools	14%
NCWorks Career Center	12%
DHHS	6%

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Employee Benefits Offered

76%	66%	50%	17%	3%
Paid leave	Health insurance	Retirement plan contributions	Tuition reimbursement	Childcare or subsidy

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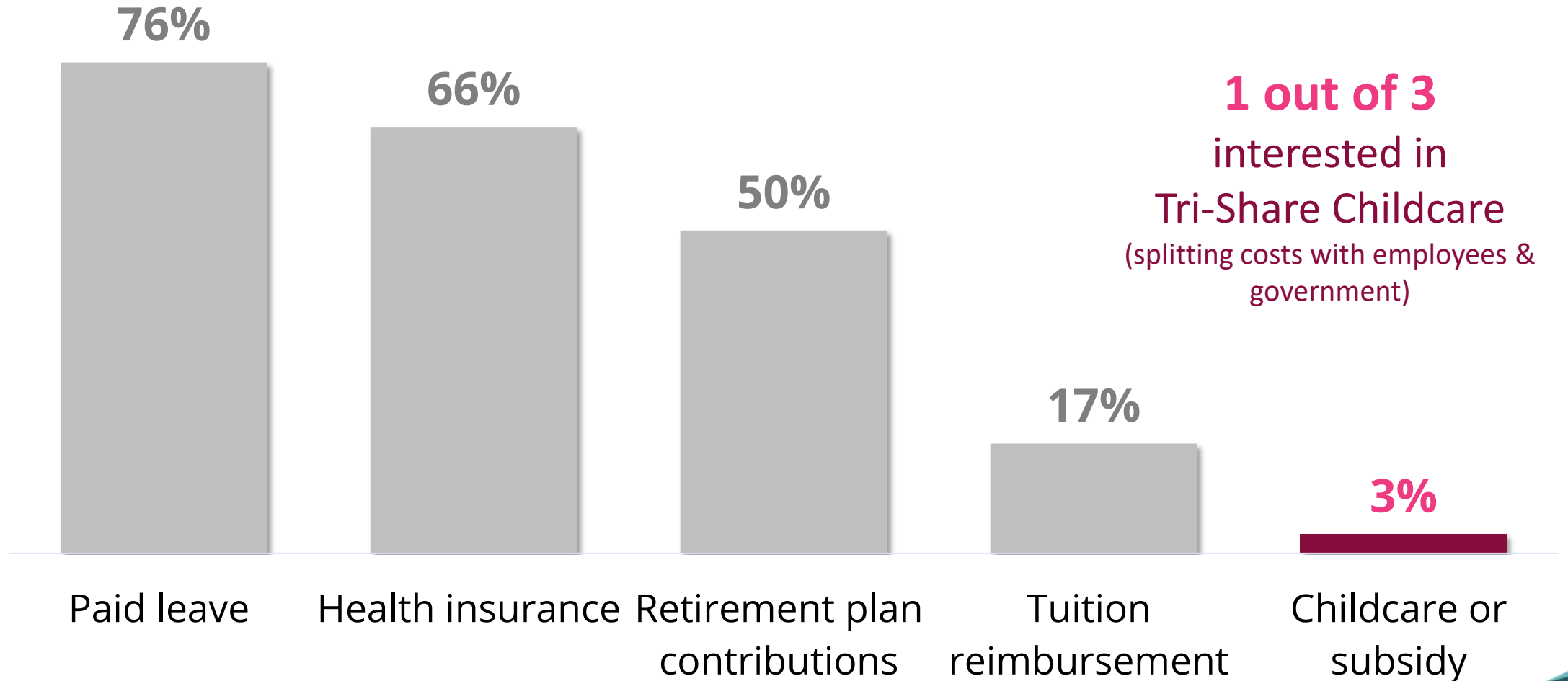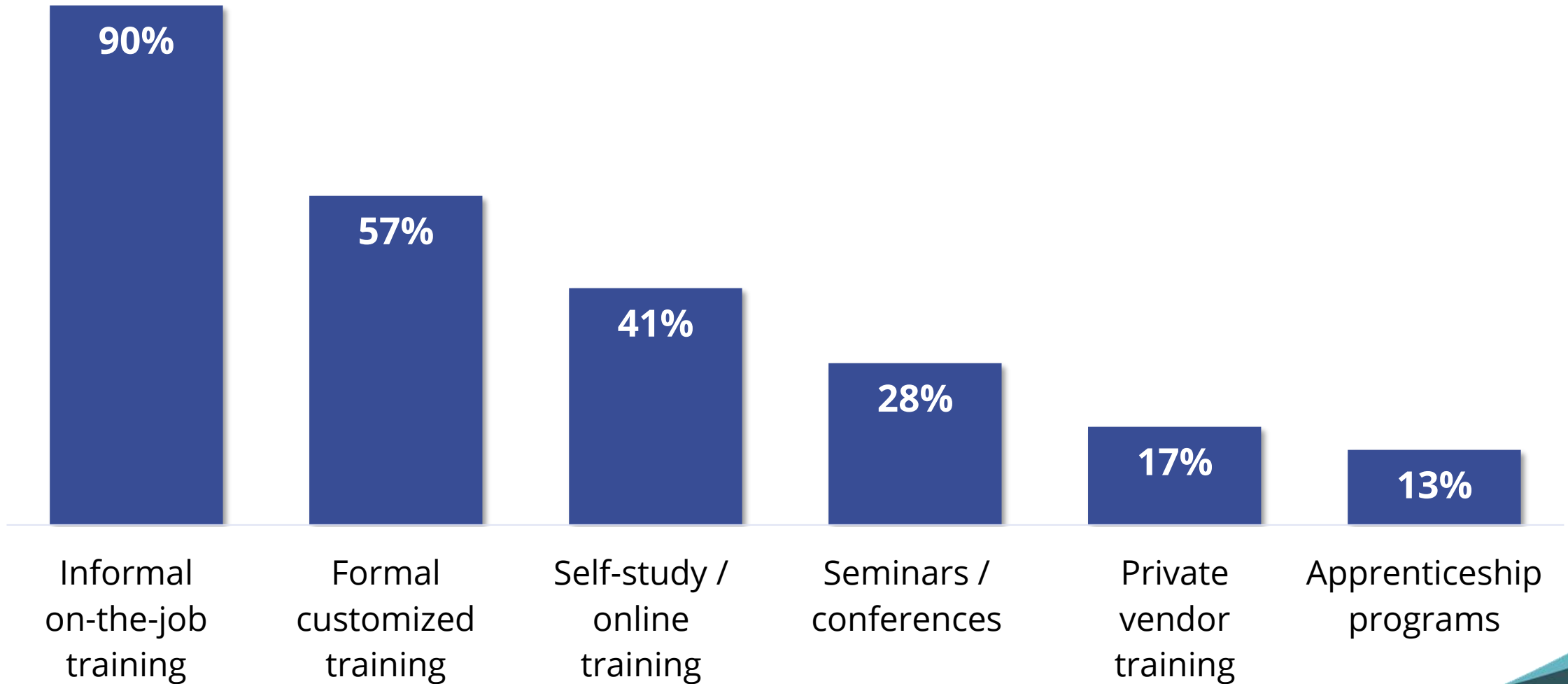
Overall, 37% Offer Work-Based Learning

Job Shadowing	Internships	Apprenticeships / Pre-Apprenticeships	Career Activities in K-12 Schools	Hosting Field Trips for K-12
22.4%	19.6%	11.6%	9.5%	5.8%

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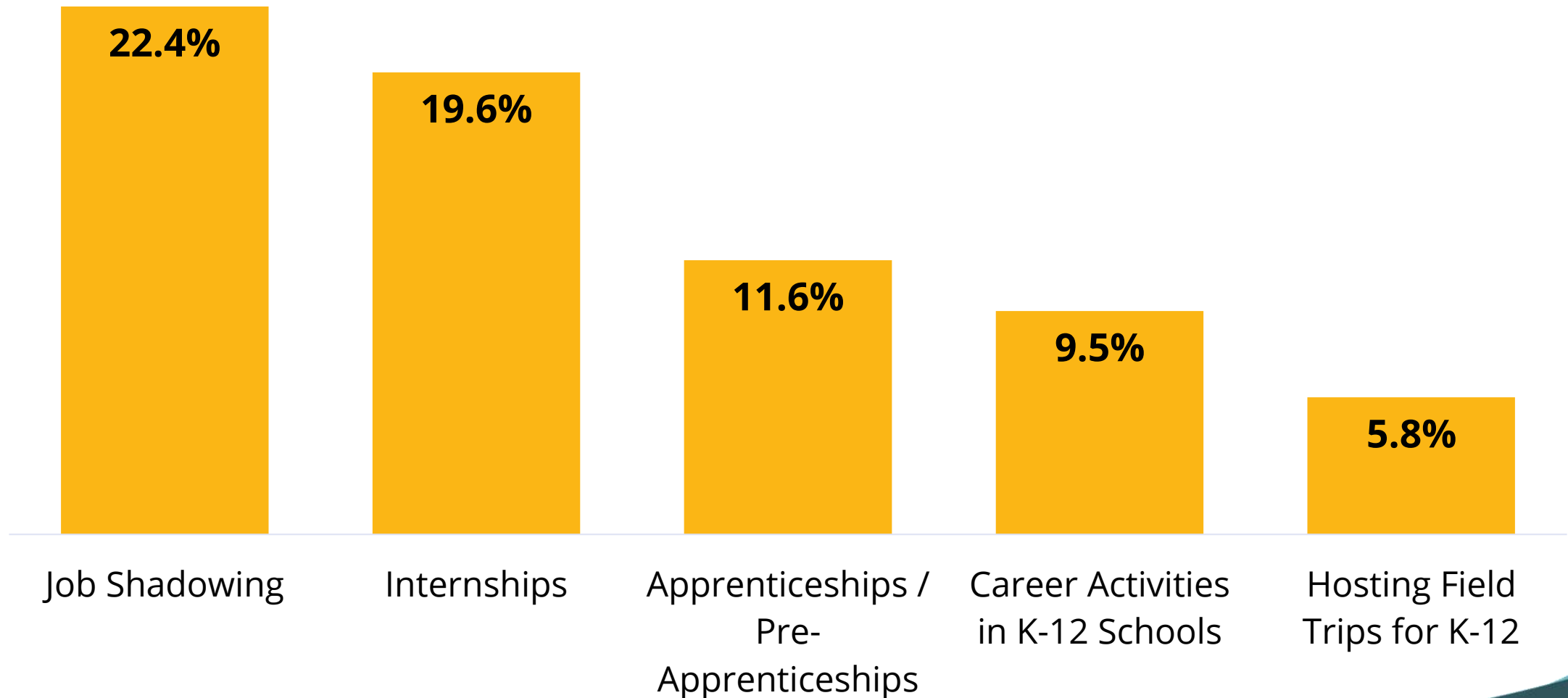
Responses to Workforce Challenges

Revise Pay	**61%**
Increase Training	**44%** — Similar to last survey
Used Workforce System	**17%**
Intern/Apprentice	**17%**
Turned Down Business	**14%**
Temp Agency	**14%** — Declined from last survey
Outsourced	**12%**
Automated Work	**11%**
Lowered Requirements	**6%**

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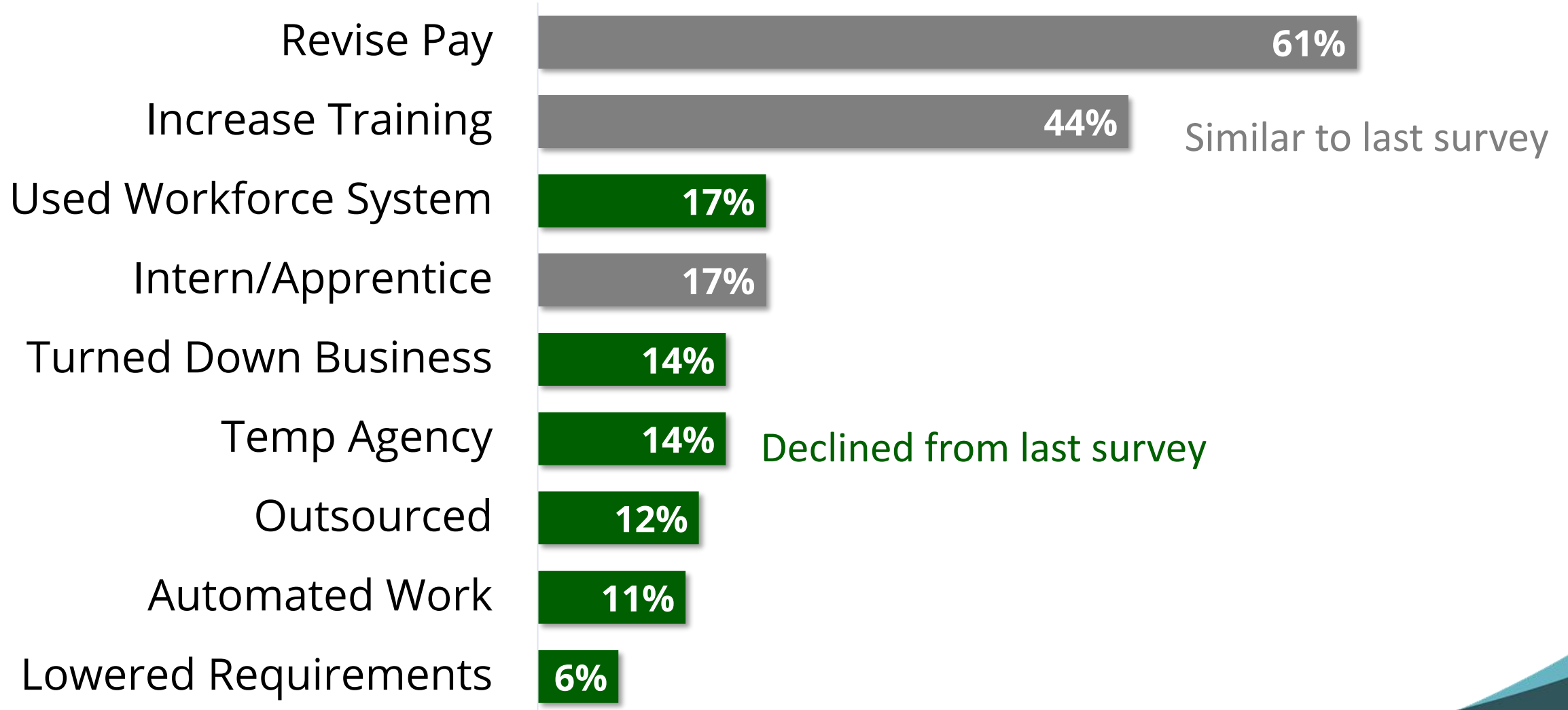
Employer Needs from the Workforce System

Category	Percentage
Finding new workers	47%
Expanding markets/reaching new customers	35%
Training existing workers	26%
Identifying/implementing new technology	25%
Managing turnover and retirements	22%
Succession Planning	17%
Business/Finance Planning	17%

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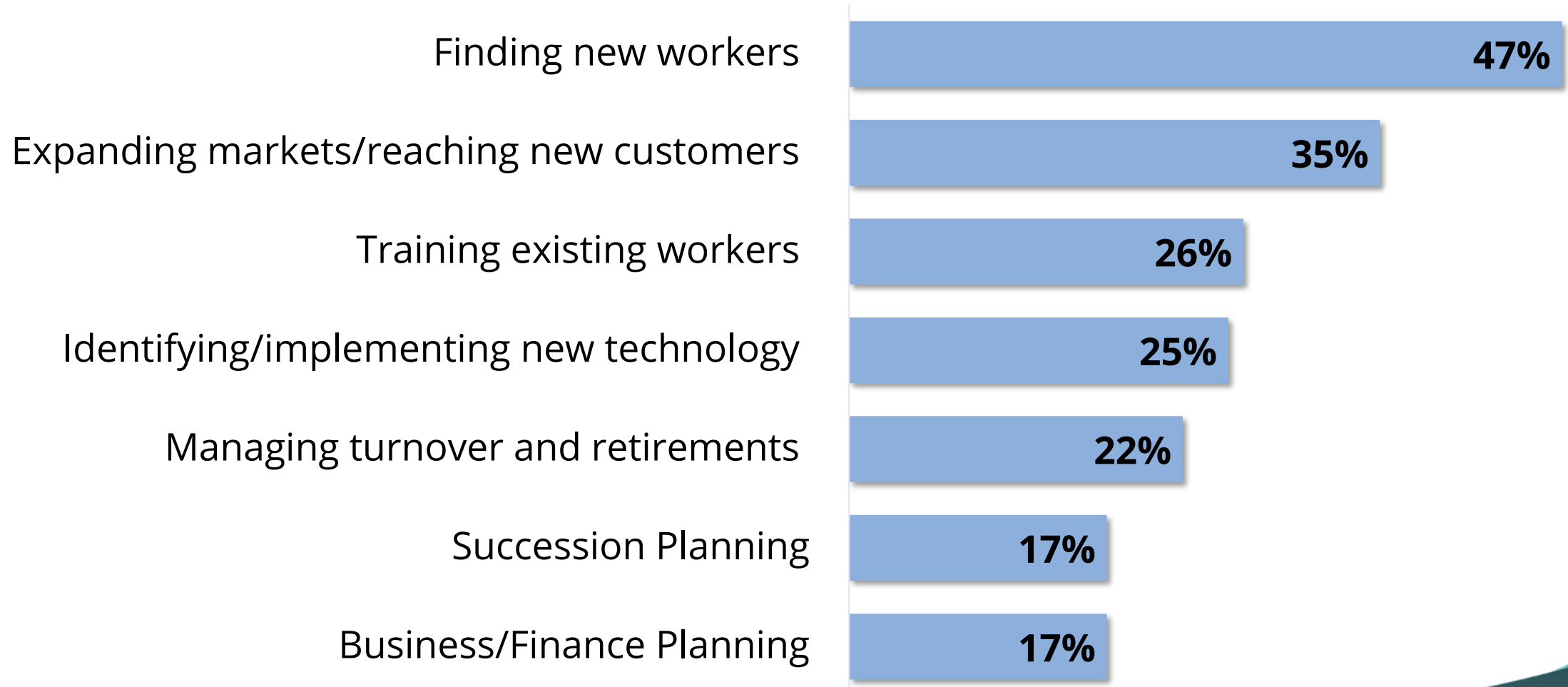
Future Business Outlook
Confidence in Next Year

Not Confident
1%

Very Confident
55%

Somewhat
Confident
8%

Confident
36%

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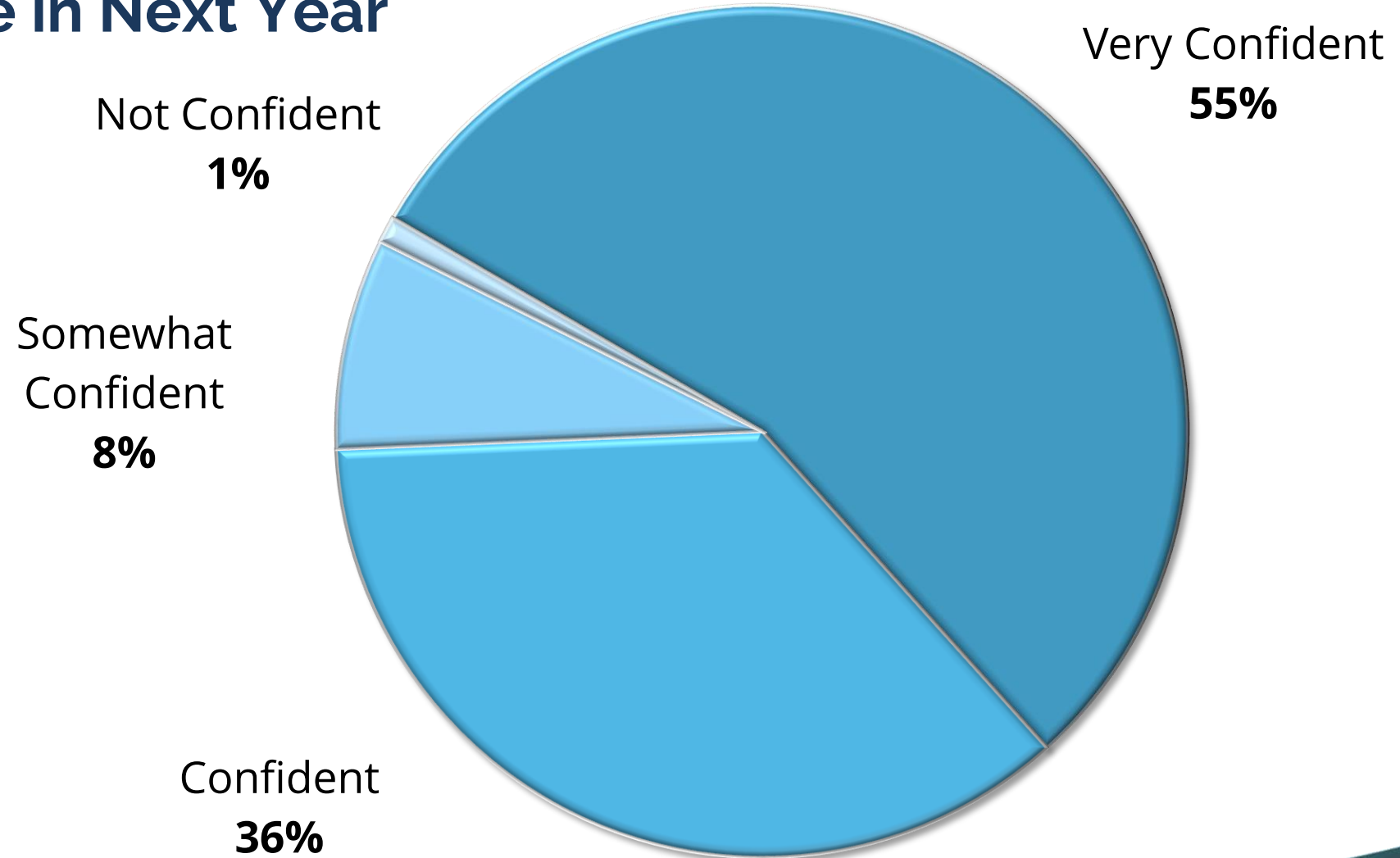
AI & Automation Projected to Impact Jobs & Skills

- Of all employers **21% expect to increase use** of AI/Automation in next year
  - **37% of employers experiencing hiring difficulties**

- Roughly <u>half</u> expect AI/Automation to *increase* demand for **Administrative/Clerical** & **Production/Operations** workers over next 2 yrs
  - Only <u>one-third</u> expect increase in **Professional/Creative/Technical** or **Sales/Customer Assistance** staff

- **80%+** expect **Communications** & **Problem-Solving** skills to be <u>Very</u> or <u>Extremely Important</u> due to AI/Automation over next 2 years
  - **40%+** expect **Data Analysis/Interpretation** & **Technical Operational/Programming** skills to be of <u>low</u> or <u>no importance</u> due to AI/Automation

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Opportunities to Support Employers

- Expand efforts to engage underutilized talent pools

- Comprehensively address challenges around "Employability"

- Prioritize addressing barriers to employment

- Facilitate employer-driven talent development initiatives

- Prepare employers and workforce for automation/new tech.

- Continue to strengthen industry-specific partnerships