

“Help Wanted”

*Using **supply** and **demand** data
to understand labor market conditions*

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North Carolina Department of Commerce
Labor & Economic Analysis Division (LEAD)

July 20, 2021

NC Labor Supply/Demand Dashboard

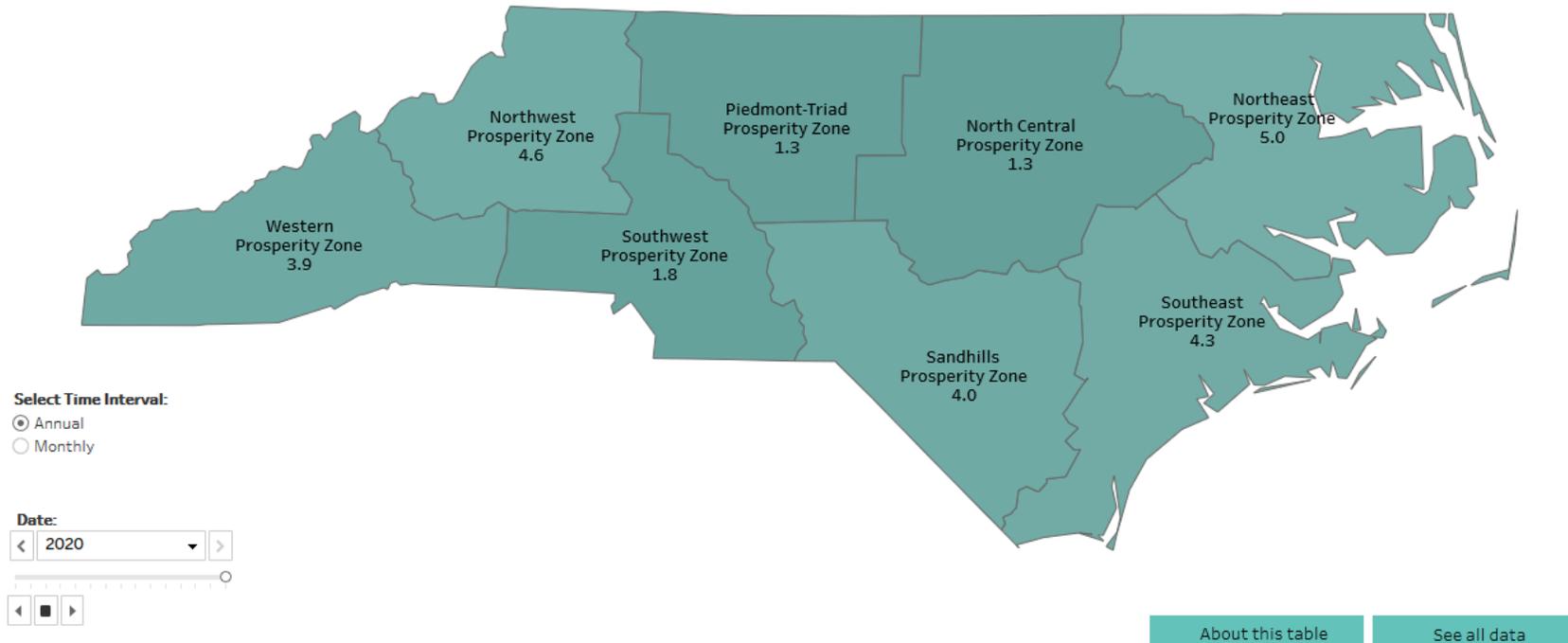
<https://analytics.nccommerce.com/NC-Labor-Supply-Demand/>

North Carolina Labor Supply and Demand

Regional Map	Regional Trends	Occupational Trends	Career Clusters	Career Pathways	Compare Career Clusters in a Region	Compare Career Pathways in a Region	Methodology
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Jobseekers per Job Opening by Region

Darker colored regions have tighter labor markets



Labor supply/demand data can answer important labor market questions...

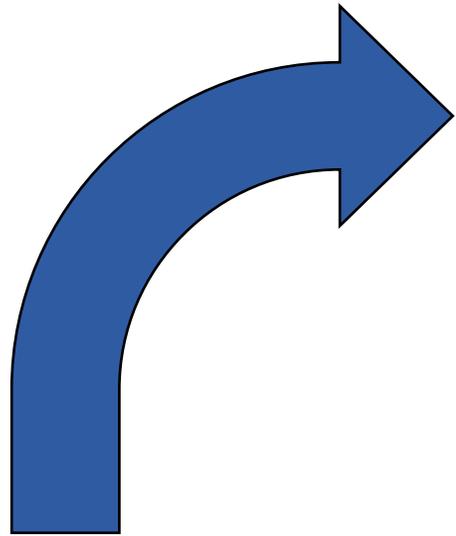
“How many workers are **looking for a job?**” “How many **jobs** are **available?**”

“**How difficult** is it to **hire workers?**” “**How difficult** is it to **land a job?**”

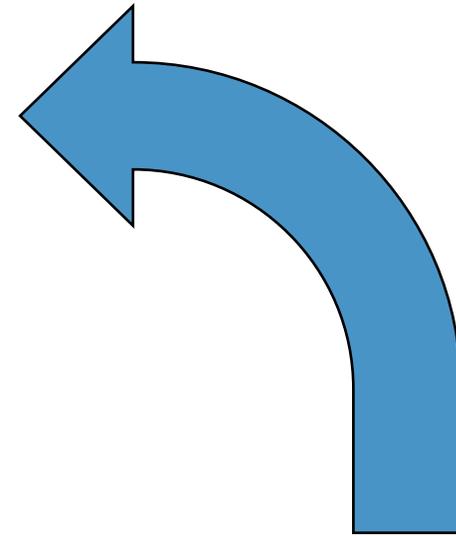
“Is there a **mismatch** between jobseekers and employers?”

“Which fields are most **in-demand?**”

Labor markets 101



Hire



Labor demand

Employer → Job opening

Labor supply

Jobseeker

Tight labor markets

A **tight** labor market has **few** jobseekers per job opening

- “Hot”
- “In-demand”
- “Plenty of jobs available”
- “Not enough jobseekers”
- “Labor shortage”

Workers may find it *easier* to land a job

Employers may find it *harder* to fill open positions

Slack labor markets

A **slack** labor market has **many** jobseekers per job opening

- “Labor surplus”
- “Can’t find a job”
- “Not enough job opportunities”
- “Plenty of job candidates”

Workers may find it *harder* to land a job

Employers may find it *easier* to fill open positions

Question:

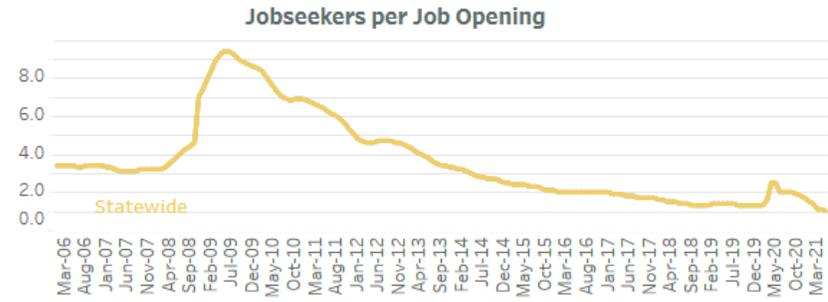
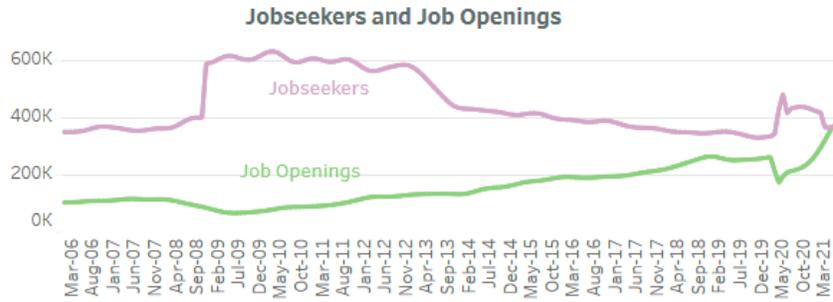
**“Why is it so much harder
to find workers
these days?”**

Trends:

Tracking our changing labor market

[Regional Map](#)
[Regional Trends](#)
[Occupational Trends](#)
[Career Clusters](#)
[Career Pathways](#)
[Compare Career Clusters in a Region](#)
[Compare Career Pathways in a Region](#)
[Methodology](#)

Select Area: Annual Monthly

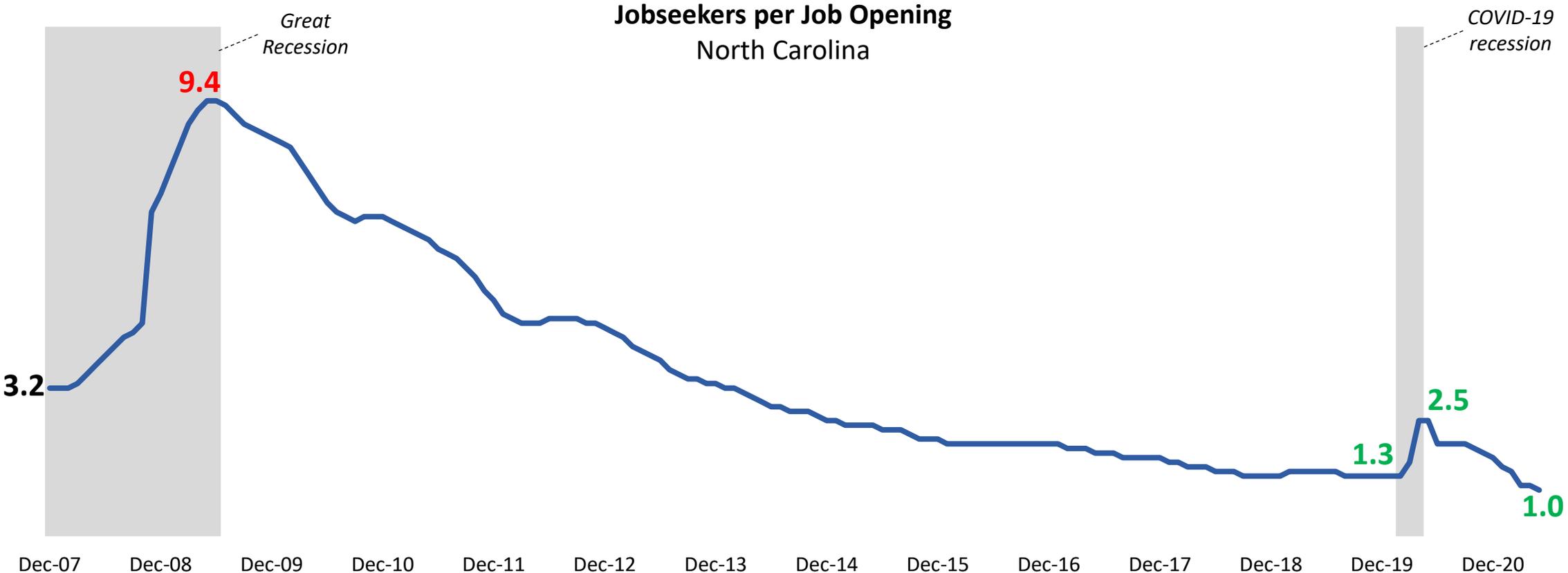


		Job Openings	Jobseekers	Jobseekers per Job Opening
North Carolina (statewide)	Jan-06	101,981	348,465	3.4
	Feb-06	102,221	348,278	3.4
	Mar-06	102,719	348,618	3.4
	Apr-06	103,438	349,439	3.4
	May-06	104,497	351,198	3.4
	Jun-06	105,745	354,027	3.3
	Jul-06	106,854	357,929	3.3
	Aug-06	107,626	362,224	3.4
	Sep-06	107,956	365,716	3.4
	Oct-06	108,029	367,449	3.4
	Nov-06	108,189	367,341	3.4
	Dec-06	108,709	365,829	3.4
	Jan-07	109,751	363,826	3.3
	Feb-07	111,199	361,818	3.3
	Mar-07	112,794	359,400	3.2
	Apr-07	113,995	356,627	3.1

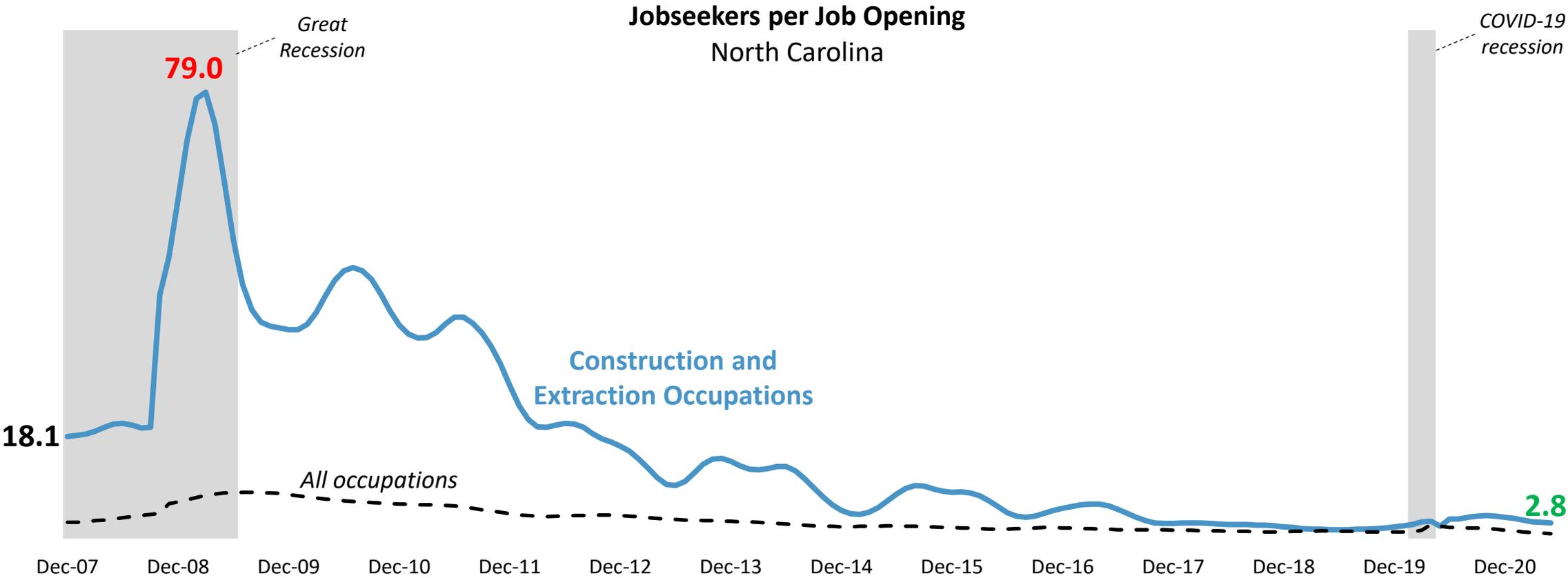
[About this table](#)
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Labor shortage

Tightest labor market on record



Construction jobs Tightened dramatically over past decade



Answer:

**The labor market has *tightened*
 (“labor shortage”)**

**The market for *certain jobs* has
 tightened faster than others
 (e.g., construction)**

Question:

“What types of jobs should I pursue?”

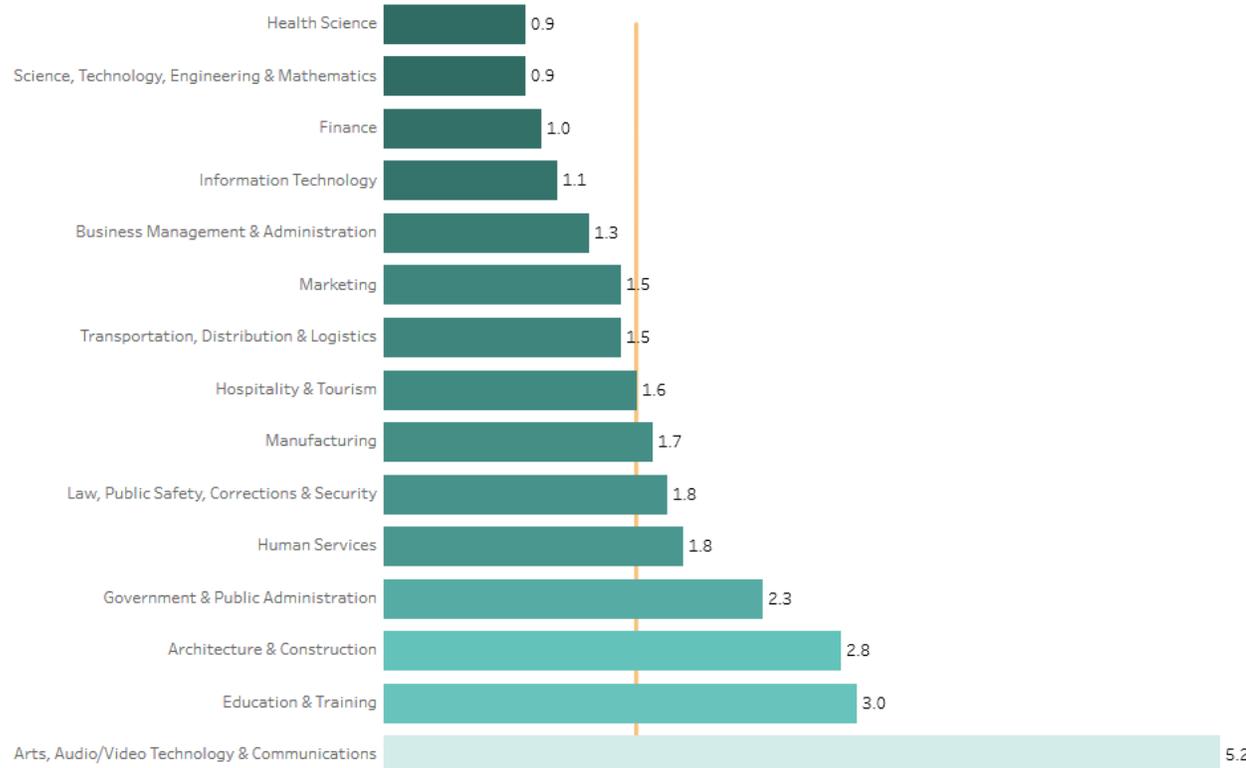
Comparisons:

Identifying “in-demand” labor markets

North Carolina Labor Supply and Demand

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Jobseekers per Job Opening in North Carolina (statewide) by Career Cluster
2017-2019 (average)



Select Area:

- North Carolina (statewide)
- North Central Prosperity Zone
- Northeast Prosperity Zone
- Northwest Prosperity Zone
- Piedmont-Triad Prosperity Zone
- Sandhills Prosperity Zone
- Southeast Prosperity Zone
- Southwest Prosperity Zone
- Western Prosperity Zone

Select Education Level:

- All education levels
- 1) High school diploma or below
- 2) Post-secondary, below Bachel...
- 3) Bachelor's degree
- 4) Above Bachelor's degree

About this table

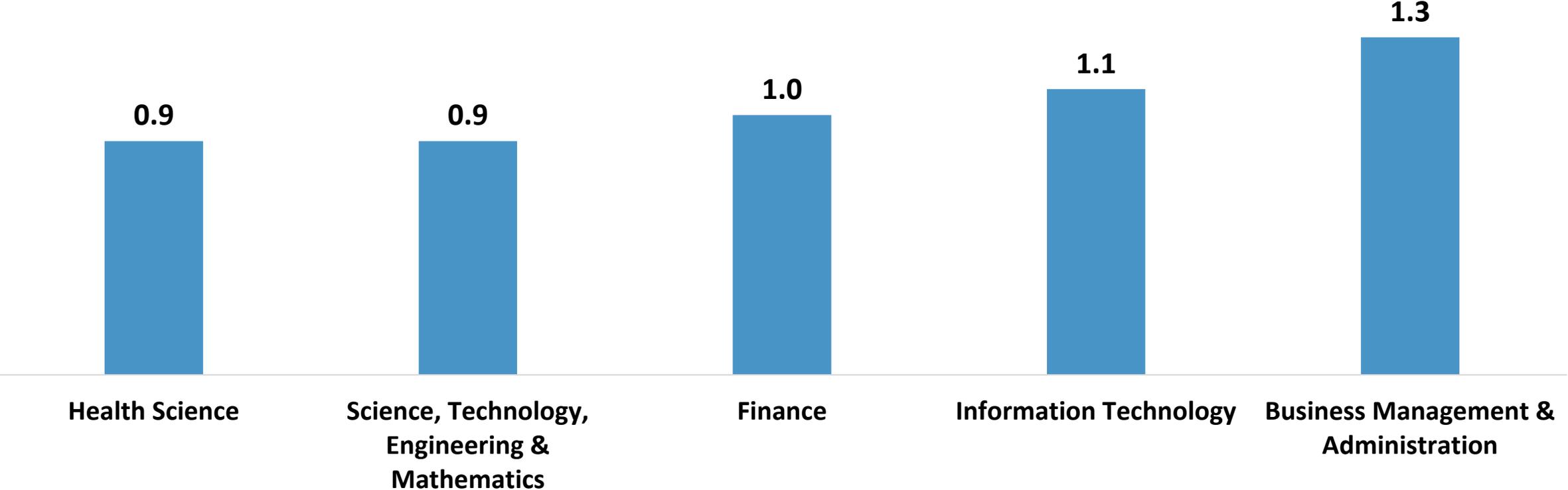
See All Data

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The statewide situation

“Knowledge jobs” are most in-demand

Jobseekers per Job Opening (2017-2019)
Tightest occupational labor markets in North Carolina

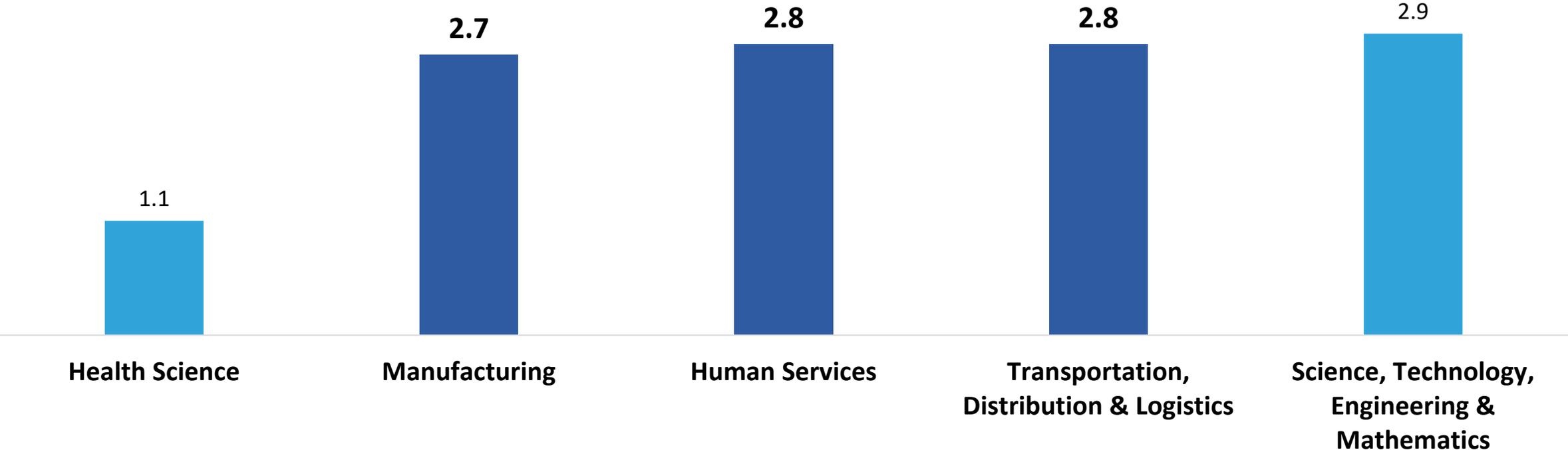


The Asheville situation

“Knowledge” + “Blue Collar” + “Service” jobs

Jobseekers per Job Opening (2017-2019)

Tightest occupational labor markets in Western Prosperity Zone



Answer:

**The most in-demand jobs
are “knowledge jobs”**

**However, labor markets differ
from region-to-region**

Takeaways

Labor supply and demand data can help you understand labor market conditions

- <https://analytics.nccommerce.com/NC-Labor-Supply-Demand/>

Tight labor markets are better for workers but worse for employers

- **Few** jobseekers per job opening

Slack labor markets are better for employers but worse for workers

- **Many** jobseekers per job opening

“Thank you!”

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