

2024 North Carolina Employer Needs Survey

Governor's Council on Workforce & Apprenticeships
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of COMMERCE
LABOR & ECONOMIC
ANALYSIS

How many jobs and business establishments in NC?

- **Quarterly Census of Employment of Wages (QCEW)** is the best source for employment data, based on Unemployment Insurance records
- Covers most employers and includes **industry, establishments** and **wages**
- Distinguishes between **Firms** (businesses) and **Establishments** (locations)
- Employer Needs Survey samples are drawn from this set of over **350,000 establishments** in QCEW

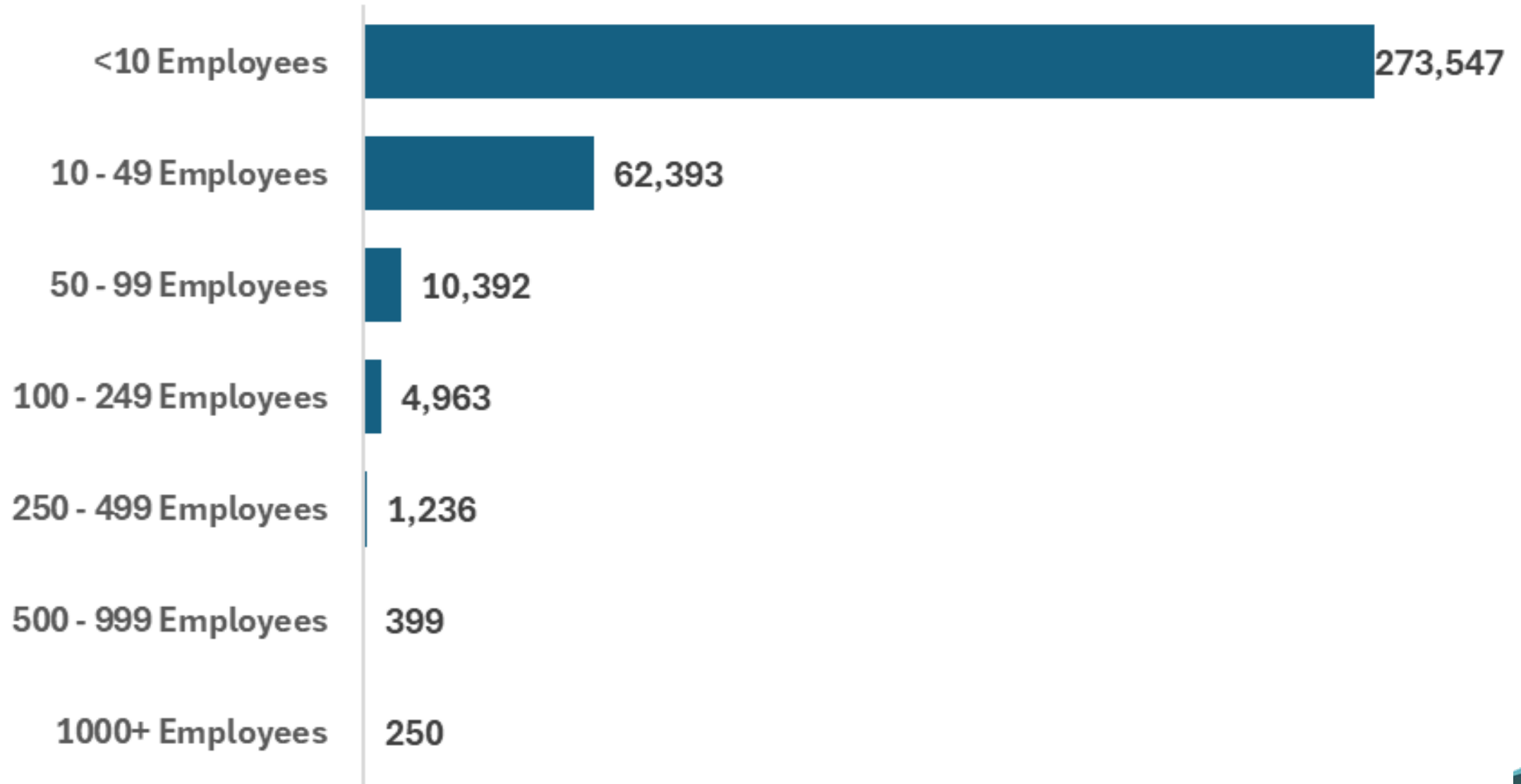


Employment and Establishments by Industry

Industry	% Total		% Total	
	Employment	Employment	Establishments	Establishments
Health Care and Social Assistance	665,289	13.8%	33,091	9.4%
Retail Trade	531,318	11.0%	37,338	10.6%
Manufacturing	469,461	9.7%	11,020	3.1%
Accommodation and Food Services	452,898	9.4%	24,977	7.1%
Educational Services	387,408	8.0%	8,050	2.3%
Administrative and Support & Waste Mgmt.	331,652	6.9%	25,863	7.3%
Professional, Scientific, and Technical Svcs.	331,548	6.9%	56,830	16.1%
Construction	261,398	5.4%	33,854	9.6%
Public Administration	254,080	5.3%	2,771	0.8%
Finance and Insurance	228,721	4.7%	18,951	5.4%
Wholesale Trade	208,596	4.3%	22,576	6.4%
Transportation and Warehousing	205,065	4.2%	10,729	3.0%
Other Services (except Public Administration)	129,908	2.7%	28,707	8.1%
Management of Companies and Enterprises	86,057	1.8%	1,991	0.6%
Information	86,051	1.8%	9,525	2.7%
Arts, Entertainment, and Recreation	83,383	1.7%	5,300	1.5%
Real Estate and Rental and Leasing	71,406	1.5%	17,437	4.9%
Agriculture, Forestry, Fishing and Hunting	25,167	0.5%	3,309	0.9%
Utilities	17,034	0.4%	757	0.2%



Establishments by Employment Size



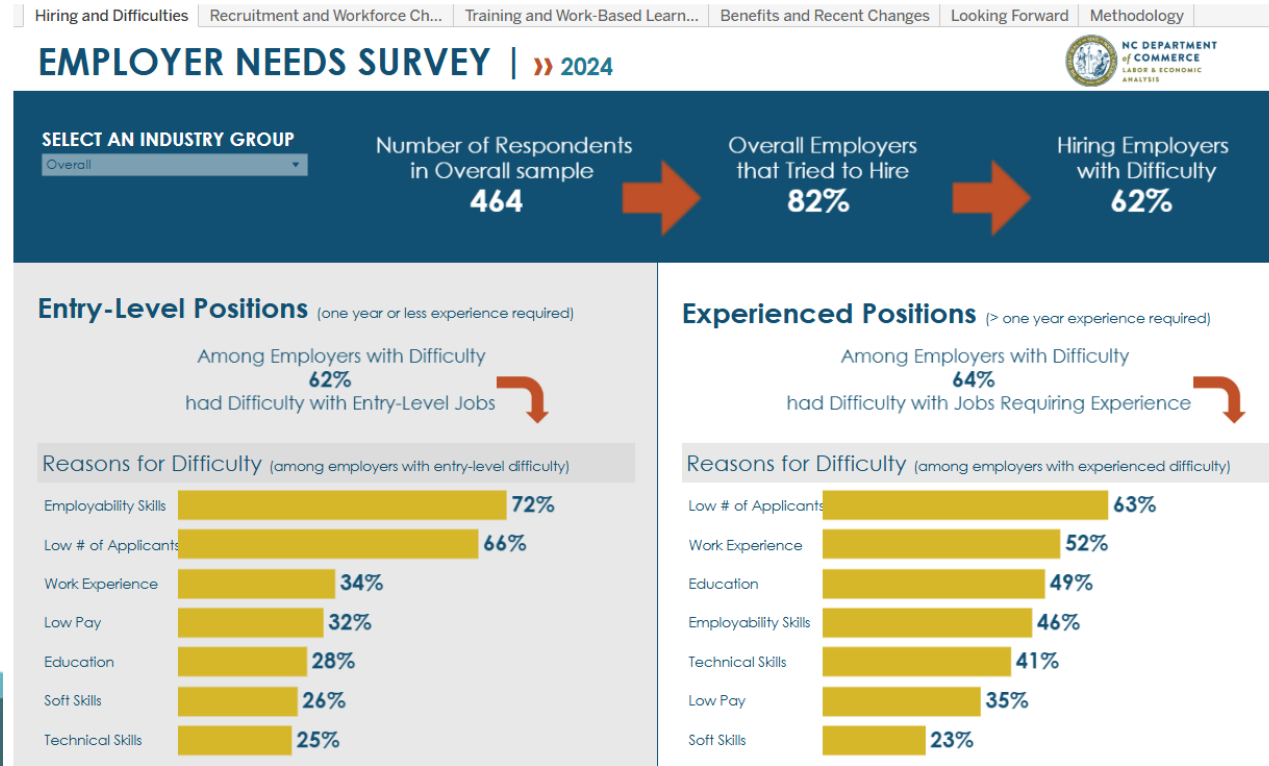
Industry by Employment Size

Industry	<10 Employees	10 - 49 Employees	50 - 99 Employees	100 - 249 Employees	250 - 499 Employees	500 - 999 Employees	1000+ Employees
Professional, Scientific, and Technical Services	51,129	4,680	607	299	81	18	17
Construction	28,198	4,763	567	264	51	8	4
Retail Trade	26,083	9,026	1,297	733	183	0	0
Other Services (except Public Administration)	25,641	2,807	168	73	13	5	0
Health Care and Social Assistance	23,118	8,018	1,145	566	135	50	60
Administrative and Support & Waste Mgmt.	20,668	3,917	677	424	121	46	11
Wholesale Trade	18,501	3,291	469	236	61	16	4
Finance and Insurance	16,415	2,075	213	131	50	37	29
Real Estate and Rental and Leasing	16,038	1,211	133	50	0	0	0
Accommodation and Food Services	11,142	12,113	1,408	286	23	0	0
Transportation and Warehousing	8,307	1,692	388	221	62	36	23
Information	8,302	939	154	84	24	18	5
Manufacturing	6,121	2,994	867	689	204	100	45
Educational Services	4,090	1,707	1,654	457	80	0	0
Arts, Entertainment, and Recreation	3,790	1,146	213	117	27	0	0
Agriculture, Forestry, Fishing and Hunting	2,775	479	32	17	5	3	0
Public Administration	1,360	795	232	180	90	62	52
Management of Companies and Enterprises	1,275	437	118	105	26	0	0
Utilities	473	205	43	27	0	0	0



2024 Employer Needs Survey

- 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 by Center for Urban Affairs and Community Services at NC State University
- 5 “industry” samples:
 - **All employers**
 - **Manufacturing**
 - **Healthcare**
 - **Construction**
 - **“STEM”**
- Additional 2nd Overall survey with experimental questions

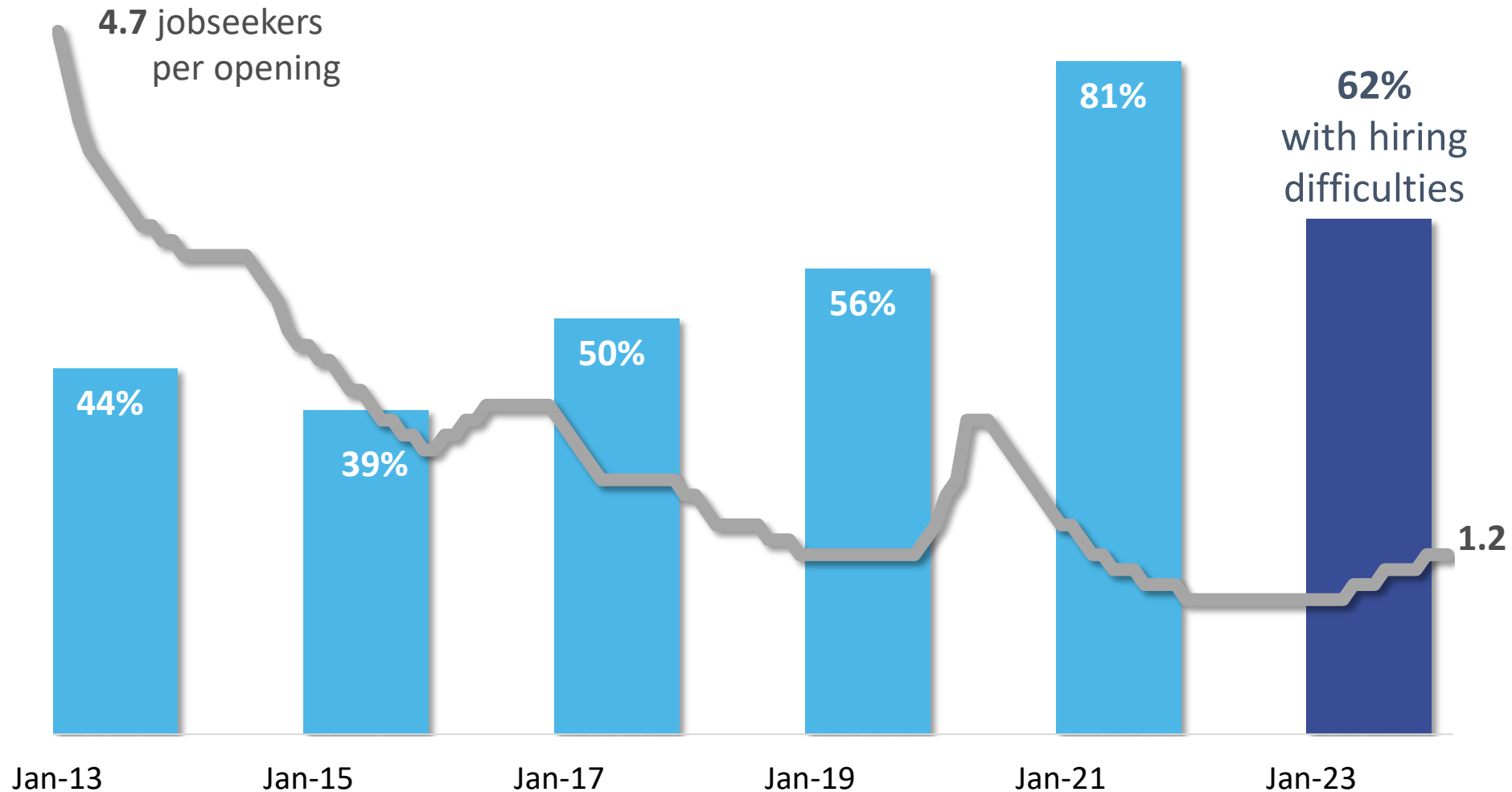


Key Findings

- 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



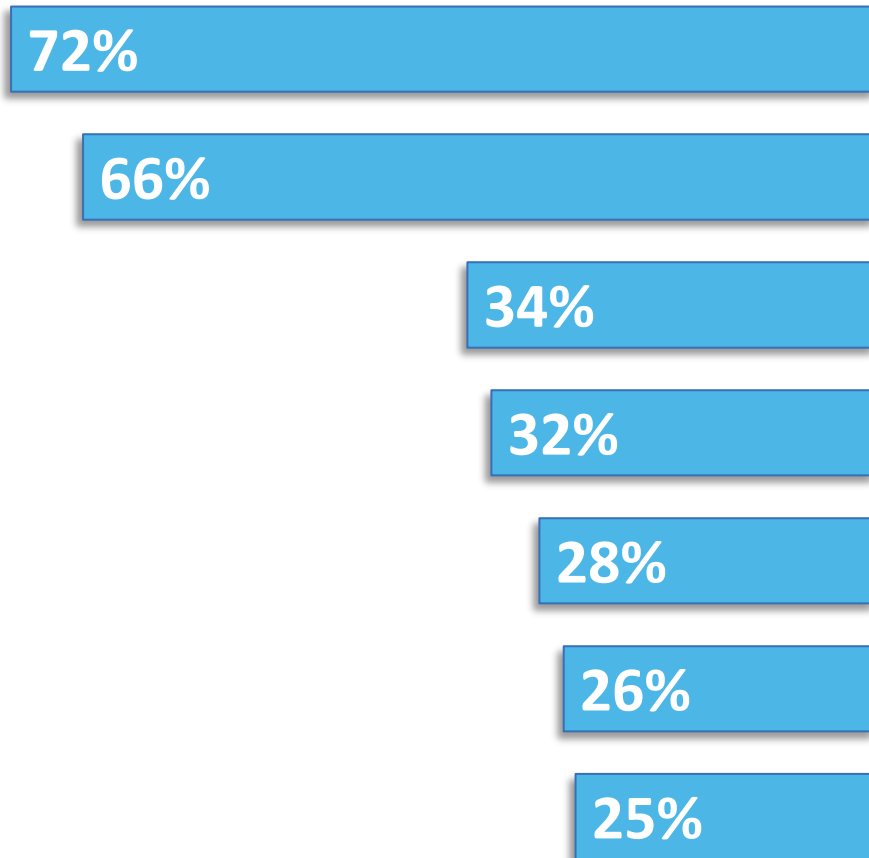
10 Years Reporting Hiring Difficulties



Skill Gaps Exist, But Overshadowed

Causes of Hiring Difficulties

Entry-Level Positions



Employability Skills

Low # of Applicants

Work Experience

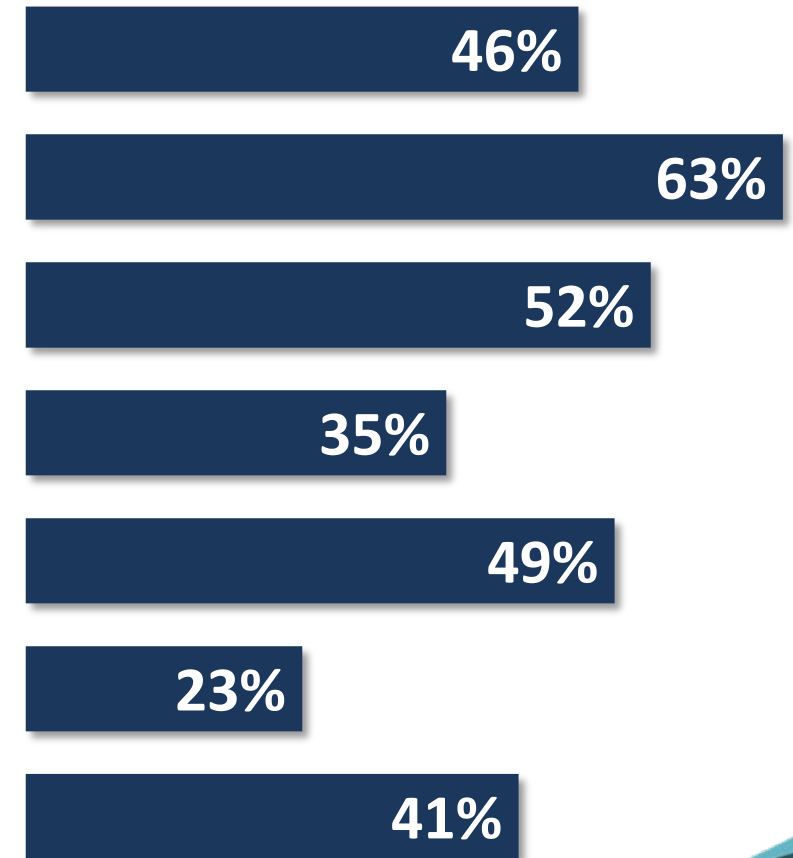
Low Pay

Education

Soft Skills

Technical Skills

Experienced Positions



46%

63%

52%

35%

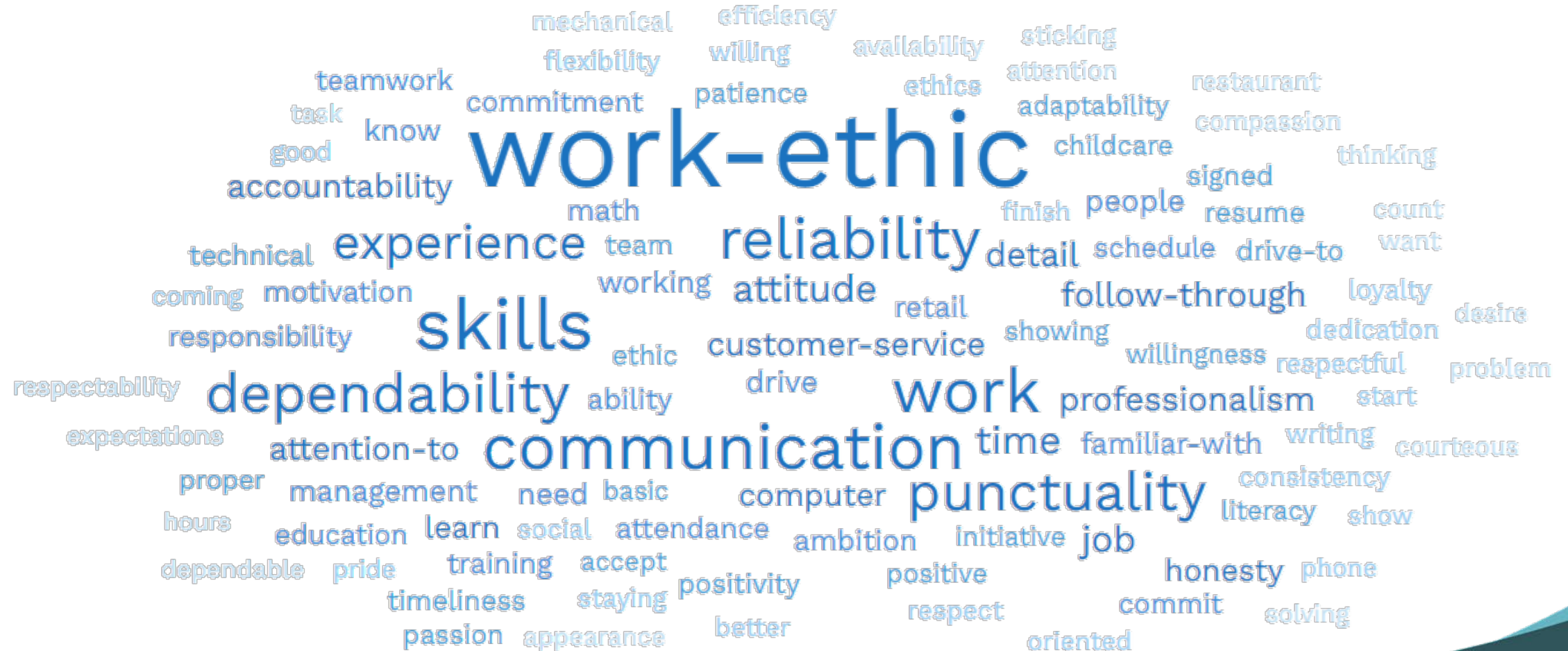
49%

23%

41%

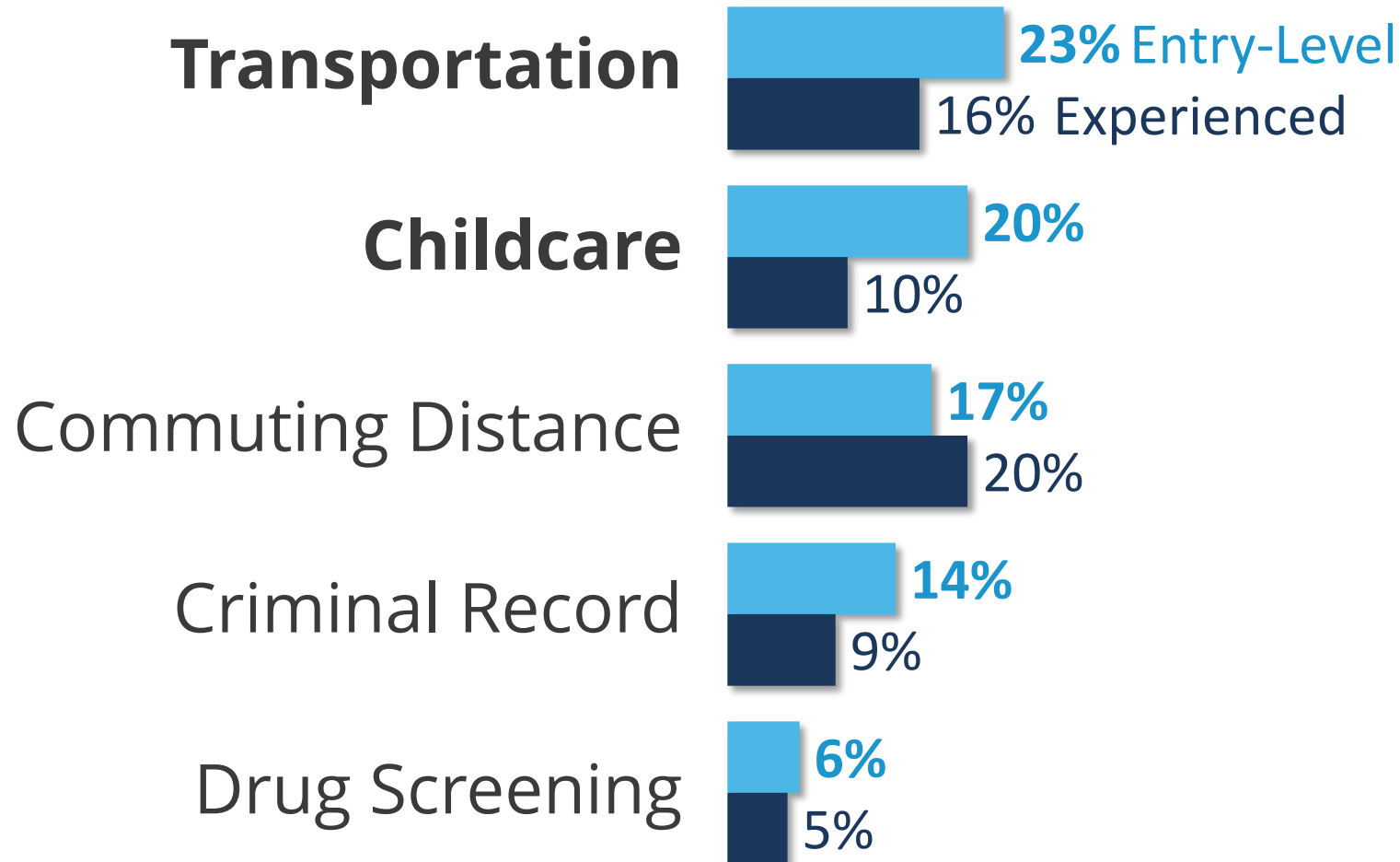


Missing Workforce Qualities of young workers under 30

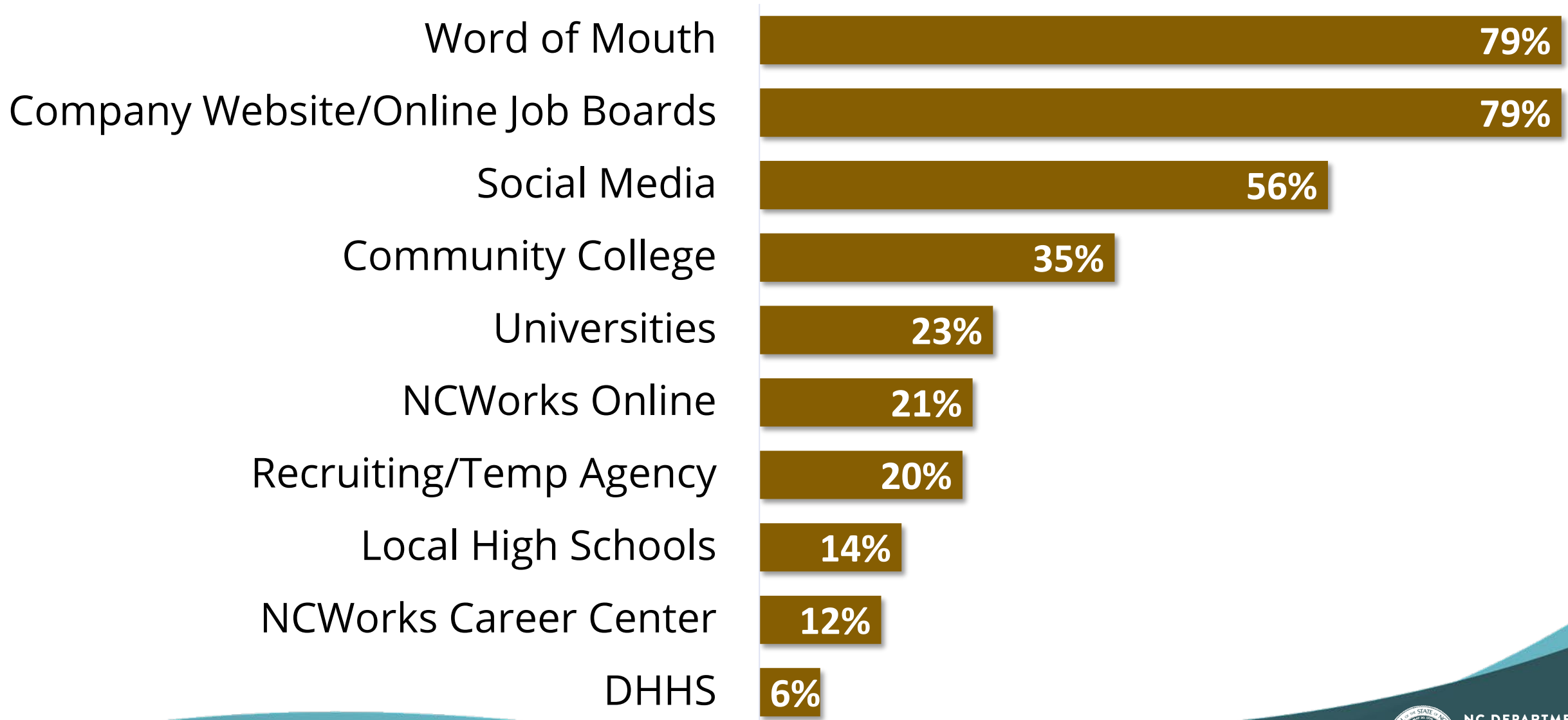


Barriers to Applying, Nearly as Great

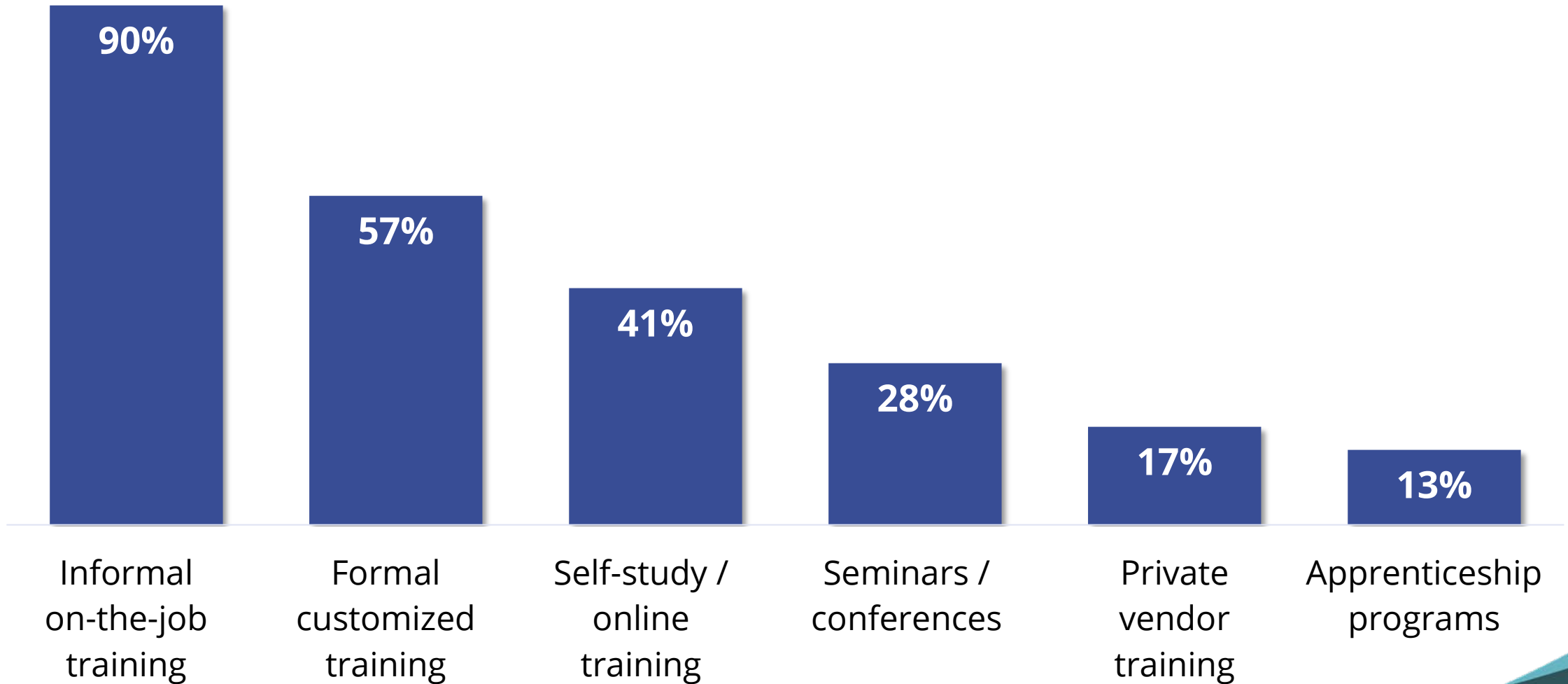
Issues causing hiring difficulties



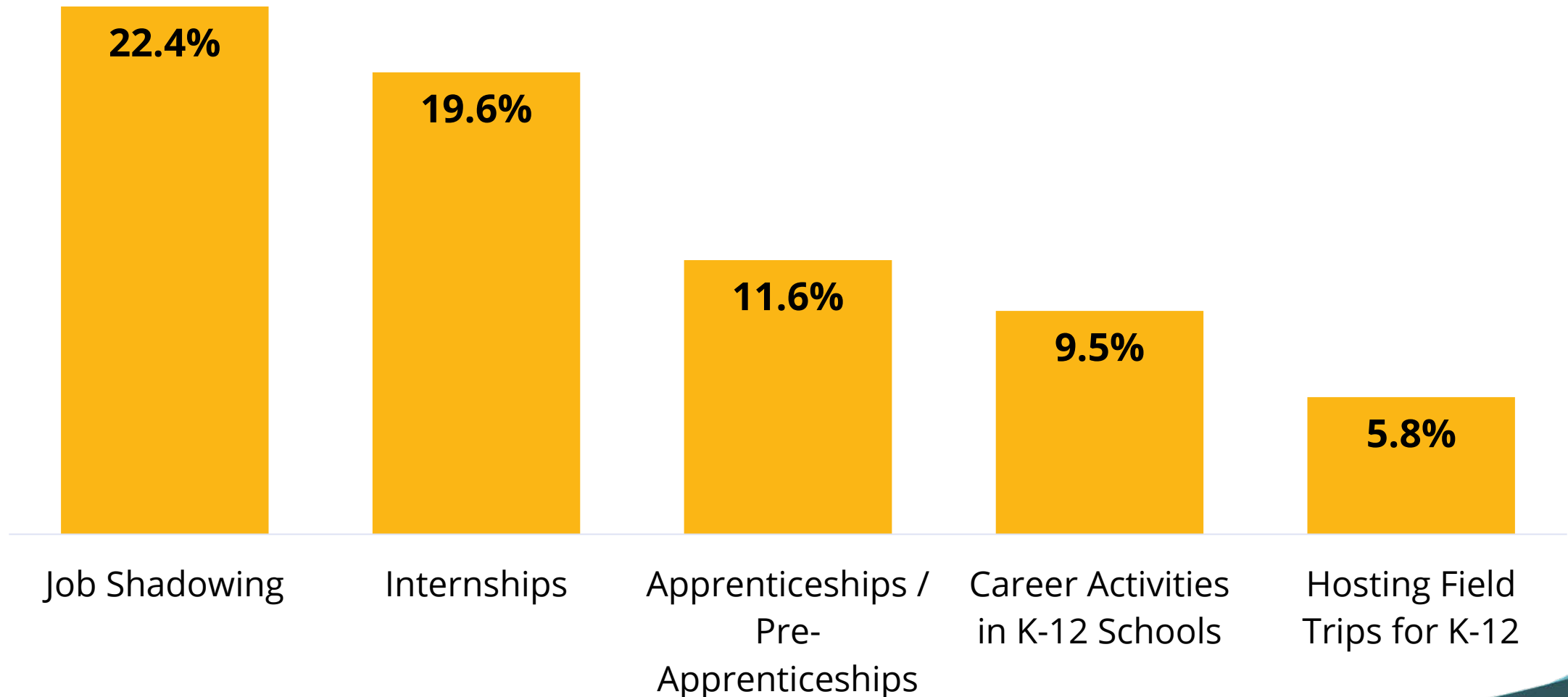
Top Recruitment Methods



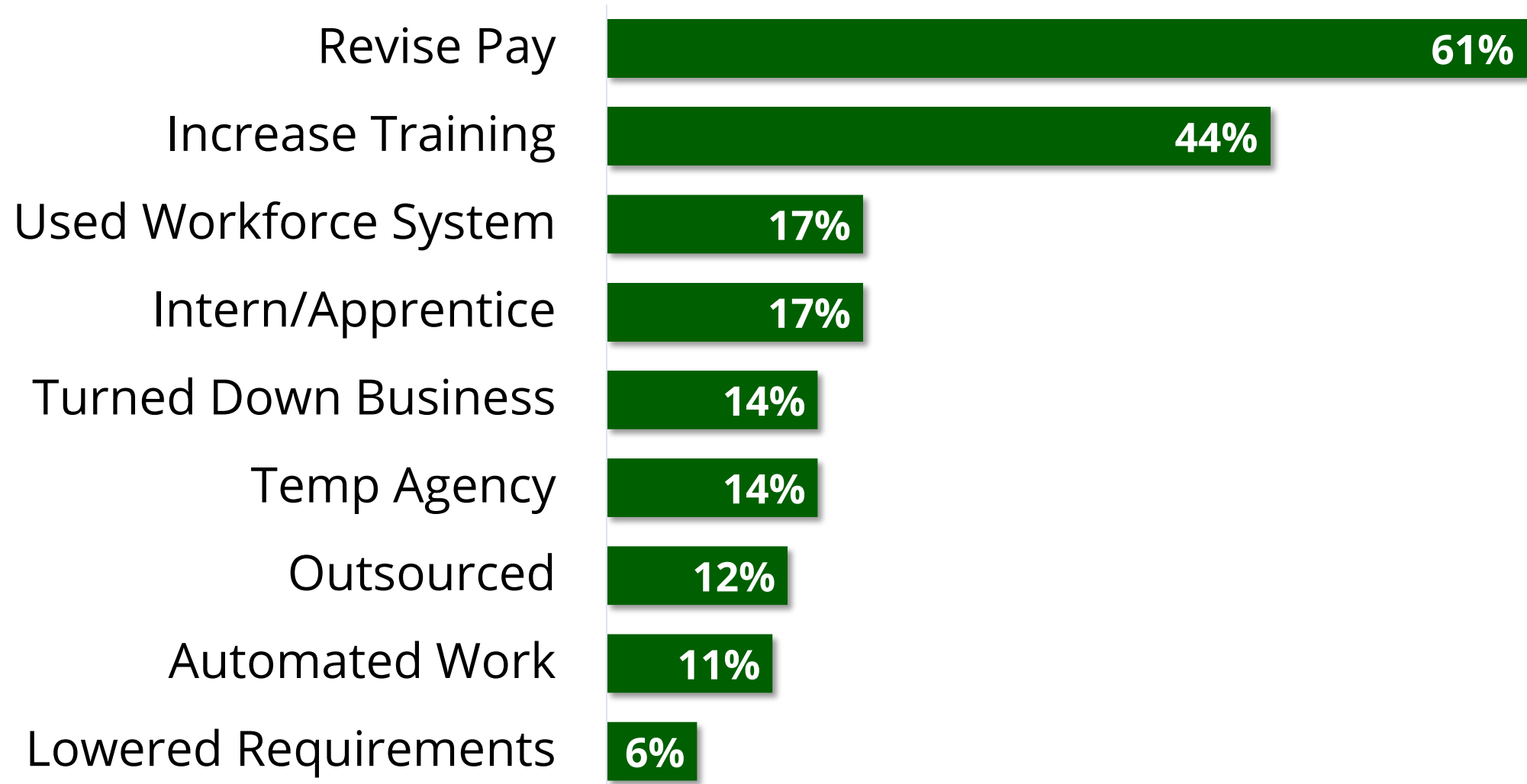
Types of Training Offered



Overall, 37% Offer Work-Based Learning



Responses to Workforce Challenges



Efforts to Recruit among select groups

Young Applicants (aged 16 to 24)

78%

Veterans

52%

Individuals with Disabilities

41%

Individuals with Criminal Records

30%

Remote Workers

18%



Diversity is very important to employers

- Employers asked to rank importance of diversity on a 10-point scale; average was 8.5
- Over half (52%) ranked diversity as “extremely important” (10 out of 10)
- 26% ranked diversity as an “8” or “9” out of 10
- Only 5% of employers ranked diversity as less than a “5”



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



Thank you!



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