2024 North Carolina Employer Needs Survey

Governor's Council on Workforce & Apprenticeships April 28, 2025

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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

		% Total	-	% Total
Industry	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%

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Establishments by Employment Size

<10 Employees	2	273,547
10 - 49 Employees	62,393	
50 - 99 Employees	10,392	
100 - 249 Employees	4,963	
250 - 499 Employees	1,236	
500 - 999 Employees	399	
1000+ Employees	250	



Industry by Employment Size

	<10	10 - 49	50 - 99	100 - 249	250 - 499	500 - 999	1000+
Industry	Employees	Employees	Employees	Employees	Employees	Employees	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 <i>,</i> 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 <i>,</i> 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
 - <u>https://analytics.nccommerce.com/Employer-Needs-Survey/PDF/</u>
- Interactive Dashboard available at
 - <u>https://analytics.nccommerce.com/Employer-Needs-Survey/</u>



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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"

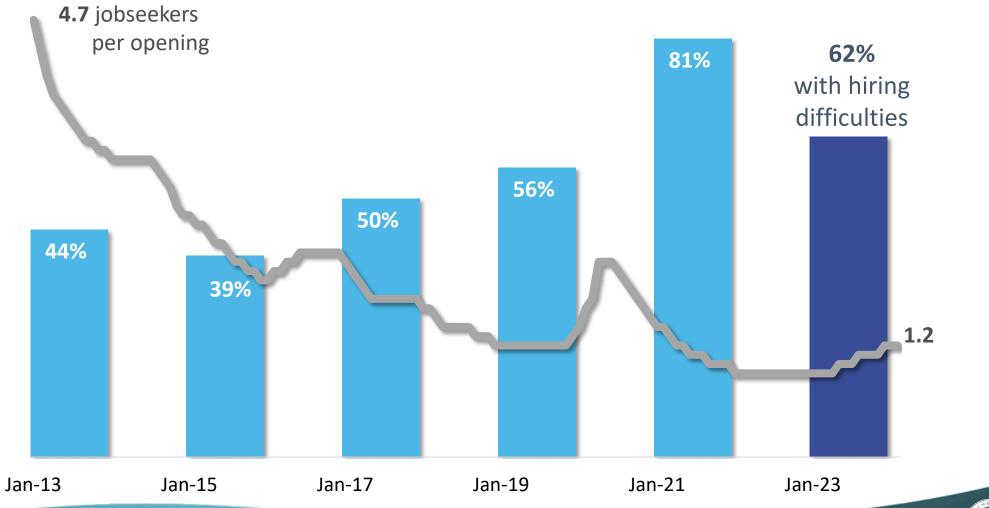
Additional 2nd Overall survey with experimental question

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



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Skill Gaps Exist, But Overshadowed Causes of Hiring Difficulties

Entry-Level Positions

Experienced Positions

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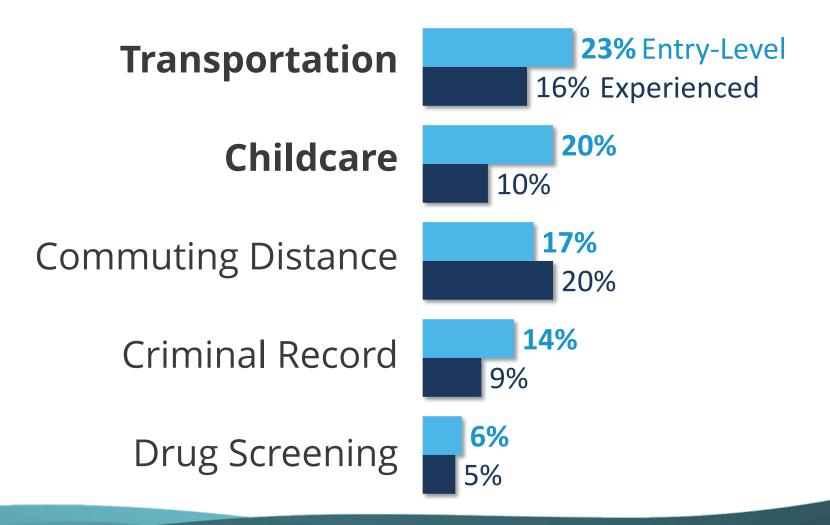
72%		Employability Skills	46%
66%		Low # of Applicants	63%
	34%	Work Experience	52%
	32%	Low Pay	35%
	28%	Education	49%
	26%	Soft Skills	23%
	25%	Technical Skills	41%
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Missing Workforce Qualities of young workers under 30

mechanical efficiency sticking availability willing flexibility teamwork restaurant ethics patience commitment adaptability compassion work-ethic childcare know good thinking signed accountability finish people resume count technical experience team reliability detail schedule drive-to want working attitude retail follow-through responsibility Skills loyalty desire customer-service showing dedicati willingness respectful dedication ethic problem dependability ability drive Work professionalism start attention-to communication time familiar-with writing courteous management need basic computer punctuality literacy show proper education learn social attendance ambition initiative job show hours dependable pride training accept honesty phone positive timeliness staying positivity commit respect solving better passion appearance oriented

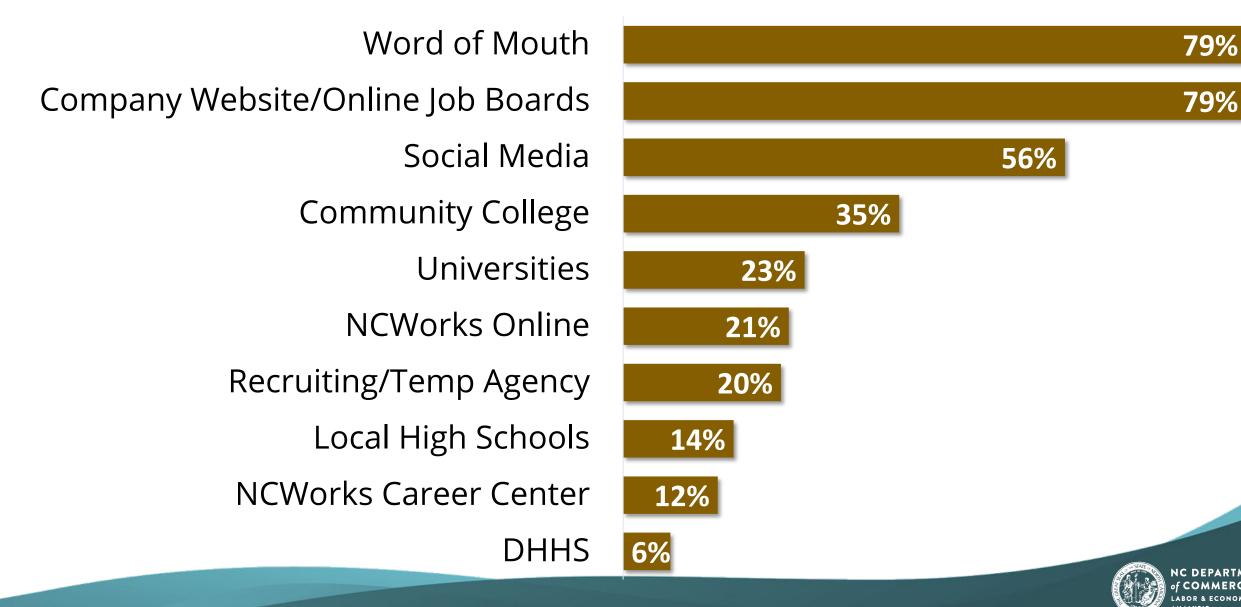


Barriers to Applying, Nearly as Great Issues causing hiring difficulties

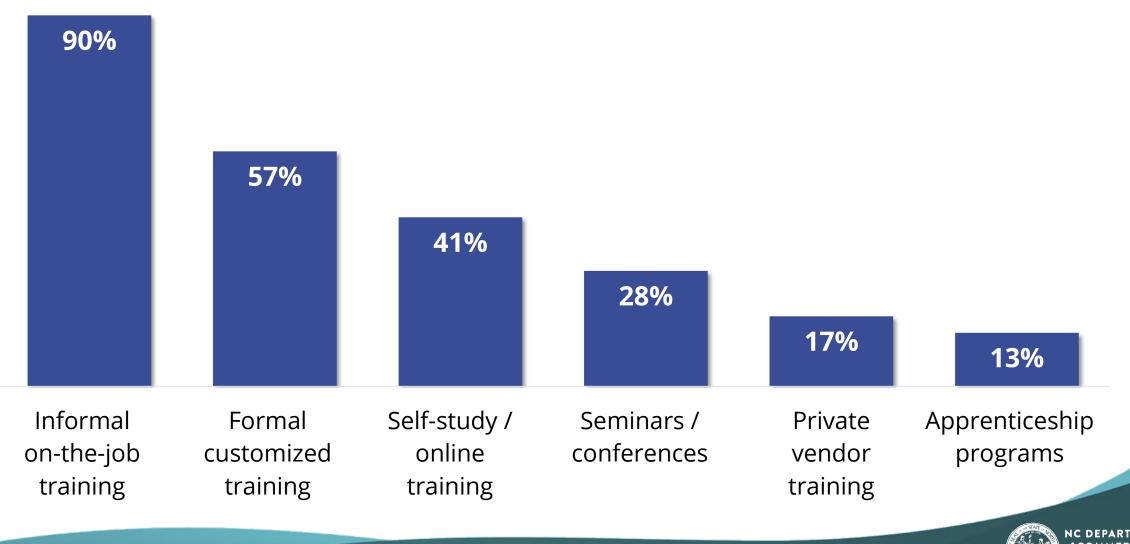


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Top Recruitment Methods

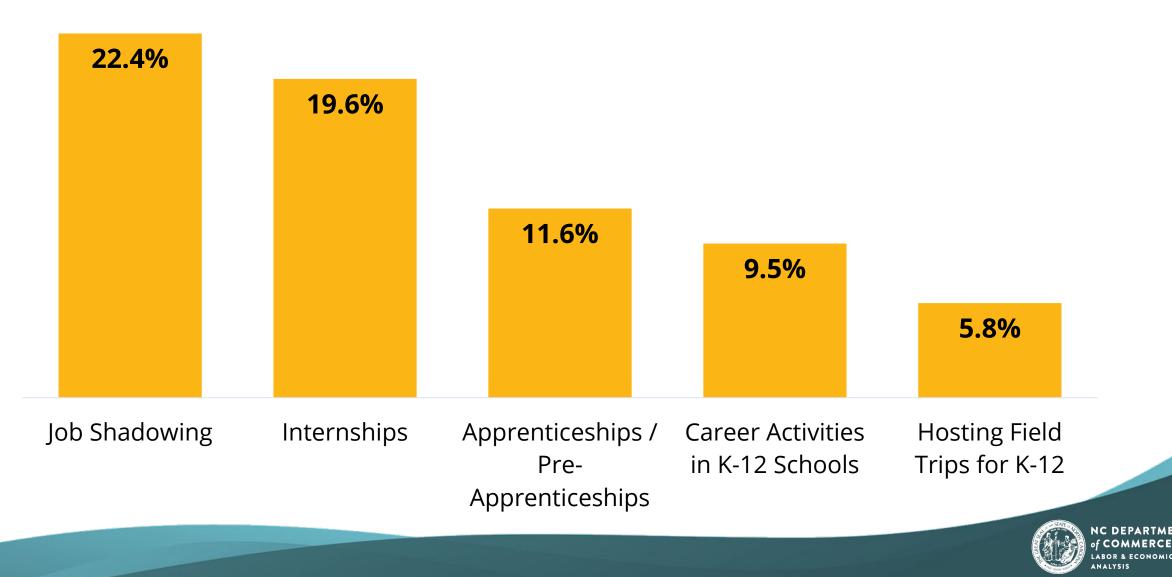


Types of Training Offered



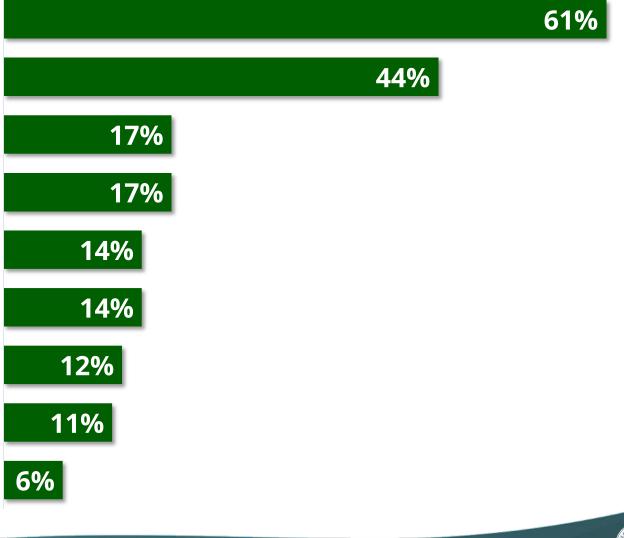
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Overall, 37% Offer Work-Based Learning



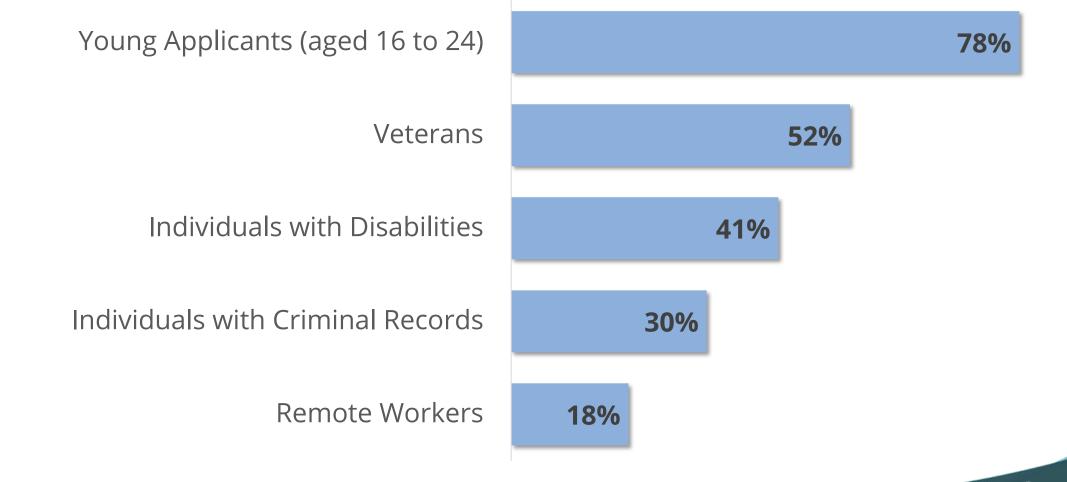
Responses to Workforce Challenges

Revise Pay **Increase Training** Used Workforce System Intern/Apprentice **Turned Down Business** Temp Agency Outsourced Automated Work Lowered Requirements



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Efforts to Recruit among select groups



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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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