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## SUMMARY – Survey Results New Jersey Employer Survey August 2006 John J. Heldrich Center for Workforce Development

*Note: Due to rounding, some percentages may not sum to 100%*

Hello, my name is \_\_\_ and I'm calling on behalf of Rutgers University. We are conducting a brief survey of New Jersey employers. This survey will help us understand the most pressing issues currently facing New Jersey businesses.

Is your establishment a for-profit company, a not-for-profit organization or an educational institution?

- For-profit (Go to Question 1)
- Non-profit (Go to Question 1)
- Educational institution (Go to Question 1)
- Government agency (Do not continue with survey)

May I please speak to the head of your firm (organization) or the person responsible for most hiring decisions?

### I. BENCHMARKING WORKFORCE CHALLENGES FACING BUSINESS

1. I am going to read a list of issues important to many New Jersey businesses (and organizations). Please indicate whether each issue is very important, somewhat important, not too important or not at all important to your business (organization).

For each issue, ask whether it is:

- A. Very important
- B. Somewhat important
- C. Not too important
- D. Not at all important
- E. No response/Did not answer

Read each of the following issues, rotating the order:

|                            |     |
|----------------------------|-----|
| <b>A. State taxes</b>      |     |
| Very important             | 65% |
| Somewhat important         | 22% |
| Not too important          | 5%  |
| Not at all important       | 5%  |
| No response/Did not answer | 3%  |
| Count                      | 300 |

|  |     |  |     |
|--|-----|--|-----|
| <b>B. State regulations</b>  |     | <b>H. Energy costs</b>   |     |
| Very important   | 64% | Very important   | 63% |
| Somewhat important   | 28% | Somewhat important   | 24% |
| Not too important  | 4%  | Not too important  | 9%  |
| Not at all important   | 2%  | Not at all important   | 3%  |
| No response/Did not answer   | 2%  | No response/Did not answer   | 1%  |
| Count  | 300 | Count  | 300 |
| <b>C. Local taxes</b>  |     | <b>2. Of those issues, which is the most important to your business (organization)? Which is the second most important? (Ask as open-ended questions with pre-coded responses)</b> |     |
| Very important   | 53% | <b>MOST IMPORTANT?</b>   |     |
| Somewhat important   | 29% | State taxes  | 13% |
| Not too important  | 10% | State regulations  | 8%  |
| Not at all important   | 6%  | Local taxes  | 2%  |
| No response/Did not answer   | 2%  | Local services   | 2%  |
| Count  | 300 | Quality of applicants for new or open positions with your firm   | 20% |
| <b>D. Local services</b>   |     | Quality of workers currently employed with your firm   | 33% |
| Very important   | 32% | Health insurance costs   | 16% |
| Somewhat important   | 42% | Energy costs   | 7%  |
| Not too important  | 17% | Count  | 300 |
| Not at all important   | 6%  | <b>SECOND MOST IMPORTANT?</b>  |     |
| No response/Did not answer   | 3%  | State taxes  | 16% |
| Count  | 300 | State regulations  | 11% |
| <b>E. Quality of applicants for new or open positions with your firm</b> |     | Local taxes  | 6%  |
| Very important   | 76% | Local services   | 4%  |
| Somewhat important   | 19% | Quality of applicants for new or open positions with your firm   | 18% |
| Not too important  | 4%  | Quality of workers currently employed with your firm   | 17% |
| Not at all important   | 1%  | Health insurance costs   | 20% |
| No response/Did not answer   | 1%  | Energy costs   | 8%  |
| Count  | 300 | Count  | 300 |
| <b>F. Quality of workers currently employed with your firm</b>           |     | <b>3. What is the most important action that state government should undertake to help your business succeed? (Ask as open-ended questions with pre-coded responses)</b>           |     |
| Very important   | 86% | Reduce business taxes  | 23% |
| Somewhat important   | 9%  | Reduce state regulations   | 12% |
| Not too important  | 3%  | Reduce health insurance costs  | 19% |
| Not at all important   | 1%  | Improve K-12 education   | 2%  |
| No response/Did not answer   | 1%  | Improve higher education   | 4%  |
| Count  | 300 | Assist with screening and recruitment of workers   | 1%  |
| <b>G. Health insurance costs</b>   |     | Assist with training currently employed workers  | 1%  |
| Very important   | 83% |  |     |
| Somewhat important   | 11% |  |     |
| Not too important  | 2%  |  |     |
| Not at all important   | 4%  |  |     |
| No response/Did not answer   | 1%  |  |     |
| Count  | 300 |  |     |

|       |     |
|-------|-----|
| Other | 38% |
| Count | 300 |

Read each of the following issues, rotating the order:

**4. What is the next most important action that state government should undertake to help your business succeed?**

|  |     |
|--|-----|
| Reduce business taxes                            | 26% |
| Reduce state regulations                         | 14% |
| Reduce health insurance costs                    | 19% |
| Improve K-12 education                           | 2%  |
| Improve higher education                         | 5%  |
| Assist with screening and recruitment of workers | 4%  |
| Assist with training currently employed workers  | 5%  |
| Other  | 25% |
| Count  | 300 |

**5a. How likely would it be for your firm to relocate to another state in the next year?**

|                   |     |
|-------------------|-----|
| Very likely       | 5%  |
| Somewhat likely   | 5%  |
| Not very likely   | 30% |
| Will not relocate | 60% |
| Count             | 300 |

**5b. If you were to relocate to another state, what would be the principal reason for doing so? (Ask as open-ended, with pre-coded responses, and only to respondents indicating they were either very likely or somewhat likely to relocate)**

|                   |     |
|-------------------|-----|
| State taxes       | 30% |
| State regulations | 7%  |
| Local taxes       | 3%  |
| Local services    | 7%  |
| Other             | 53% |

**A. Recruiting skilled employees**

|                            |     |
|----------------------------|-----|
| Very important             | 68% |
| Somewhat important         | 23% |
| Not too important          | 5%  |
| Not at all important       | 4%  |
| No response/Did not answer | 0%  |
| Count                      | 300 |

**B. Retaining skilled employees**

|                      |     |
|----------------------|-----|
| Very important       | 82% |
| Somewhat important   | 13% |
| Not too important    | 4%  |
| Not at all important | 1%  |
| Count                | 300 |

**C. Training or retraining your current workforce**

|                      |     |
|----------------------|-----|
| Very important       | 53% |
| Somewhat important   | 32% |
| Not too important    | 9%  |
| Not at all important | 6%  |
| Count                | 300 |

**D. Introducing new technology to your workforce**

|                            |     |
|----------------------------|-----|
| Very important             | 39% |
| Somewhat important         | 40% |
| Not too important          | 12% |
| Not at all important       | 9%  |
| No response/Did not answer | 0%  |
| Count                      | 300 |

**E. Developing programs to improve employee performance**

|                            |     |
|----------------------------|-----|
| Very important             | 53% |
| Somewhat important         | 31% |
| Not too important          | 12% |
| Not at all important       | 4%  |
| No response/Did not answer | 1%  |
| Count                      | 300 |

**F. Addressing the needs of your aging workforce**

|                            |     |
|----------------------------|-----|
| Very important             | 36% |
| Somewhat important         | 30% |
| Not too important          | 18% |
| Not at all important       | 14% |
| No response/Did not answer | 2%  |
| Count                      | 300 |

**II. WORKFORCE ISSUES**

**6. How important are the following workforce issues to your business (organization)?**

For each issue, ask whether it is:

- A. Very important
- B. Somewhat important
- C. Not too important
- D. Not at all important

**G. Developing programs for telecommuting**

|                            |     |
|----------------------------|-----|
| Very important             | 13% |
| Somewhat important         | 27% |
| Not too important          | 24% |
| Not at all important       | 34% |
| No response/Did not answer | 2%  |
| Count                      | 300 |

**H. Offering adequate benefits to employees**

|                            |     |
|----------------------------|-----|
| Very important             | 67% |
| Somewhat important         | 25% |
| Not too important          | 4%  |
| Not at all important       | 4%  |
| No response/Did not answer | 1%  |
| Count                      | 300 |

**I. Ensuring that your workforce is diverse**

|                      |     |
|----------------------|-----|
| Very important       | 48% |
| Somewhat important   | 34% |
| Not too important    | 11% |
| Not at all important | 8%  |
| Count                | 300 |

**6. Overall, how much difficulty has your firm (organization) experienced in hiring qualified applicants for job openings in the past 12 months?**

|  |     |
|--|-----|
| A lot of difficulty  | 29% |
| Some difficulty  | 38% |
| Not much difficulty  | 18% |
| No difficulty  | 11% |
| My business (organization) has not tried to hire in the past 12 months | 4%  |
| Count  | 300 |

**7. How much difficulty has your firm (organization) experienced in retaining qualified workers in the past 12 months?**

|                     |     |
|---------------------|-----|
| A lot of difficulty | 9%  |
| Some difficulty     | 30% |
| Not much difficulty | 35% |
| No difficulty       | 26% |
| Count               | 300 |

Now I am going to ask more specifically about your experience in hiring workers at different educational levels.

**8. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require less than a high school diploma?**

|  |     |
|--|-----|
| A lot of difficulty  | 13% |
| Some difficulty  | 14% |
| Not much difficulty  | 16% |
| No difficulty  | 26% |
| My business (organization) does not hire workers at this educational level | 32% |
| Count  | 300 |

**9. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require a high school diploma?**

|  |     |
|--|-----|
| A lot of difficulty  | 9%  |
| Some difficulty  | 24% |
| Not much difficulty  | 27% |
| No difficulty  | 27% |
| My business (organization) does not hire workers at this educational level | 13% |
| Count  | 300 |

**10. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require a college degree?**

|  |     |
|--|-----|
| A lot of difficulty  | 12% |
| Some difficulty  | 30% |
| Not much difficulty  | 23% |
| No difficulty  | 21% |
| My business (organization) does not hire workers at this educational level | 14% |
| Count  | 300 |

**11. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require a specialized technical credential?**

|  |     |
|--|-----|
| A lot of difficulty  | 19% |
| Some difficulty  | 29% |
| Not much difficulty  | 10% |
| No difficulty  | 19% |
| My business (organization) does not hire workers at this educational level | 22% |
| Count  | 300 |

**12. How much difficulty has your firm (organization) experienced in hiring qualified workers for jobs that require a professional or graduate degree?**

|  |     |
|--|-----|
| A lot of difficulty  | 13% |
| Some difficulty  | 17% |
| Not much difficulty  | 13% |
| No difficulty  | 22% |
| My business (organization) does not hire workers at this educational level | 35% |
| Count  | 300 |

**13. Of all the educational qualifications, which is the most difficult to hire for? (Ask as open-ended question with pre-coded responses.)**

|                                  |     |
|----------------------------------|-----|
| Less than high school diploma    | 10% |
| High school diploma              | 10% |
| College degree                   | 17% |
| Specialized technical credential | 30% |
| Professional or graduate degree  | 19% |
| No response/did not answer       | 14% |
| Count                            | 300 |

**14. Overall, when you think about recruiting workers to fill job openings, have you found that it is more difficult, less difficult, or the same compared with last year?**

|                        |     |
|------------------------|-----|
| More difficult         | 30% |
| Less difficult         | 3%  |
| Same difficulty        | 59% |
| Did not hire last year | 4%  |
| Other                  | 4%  |
| Count                  | 300 |

**III. RECRUITMENT METHODS**

**15. Employers use a variety of methods to recruit workers. Of all the methods you use, which one has been the most effective? (Ask open-ended question with pre-coded responses.)**

|   |     |
|---|-----|
| Company website                           | 4%  |
| Internet job posting sites (general)      | 13% |
| Internet job boards (industry specific)   | 2%  |
| Help wanted ads in newspapers             | 29% |
| Help wanted ads in trade publications     | 1%  |
| Referrals from current employees          | 19% |
| Referrals from private recruiting firms   | 4%  |
| Referrals from public employment agencies | 2%  |
| Career fairs/Job fairs                    | 3%  |
| Campus recruiting                         | 2%  |
| Other                                     | 21% |
| Count                                     | 300 |

**16. What has been your second most effective method of recruiting workers? (Ask open-ended question with pre-coded responses.)**

|   |     |
|---|-----|
| Company website                           | 12% |
| Internet job posting sites (general)      | 10% |
| Internet job boards (industry specific)   | 3%  |
| Help wanted ads in newspapers             | 21% |
| Help wanted ads in trade publications     | 3%  |
| Referrals from current employees          | 14% |
| Referrals from private recruiting firms   | 3%  |
| Referrals from public employment agencies | 4%  |
| Career fairs/Job fairs                    | 4%  |
| Campus recruiting                         | 5%  |
| Other                                     | 22% |
| Count                                     | 300 |

**IV. FIRM DEMOGRAPHICS**

Now, I just have a few questions for classification purposes.

**D1. I am going to read you a list of general activities undertaken by firms (organizations). Please tell me the one that most closely corresponds to the primary work done by your business (organization): ROTATE**

|   |     |
|---|-----|
| Agriculture, Forestry, Fishing            | 2%  |
| Construction                              | 6%  |
| Manufacturing                             | 11% |
| Transportation, Communications, Utilities | 6%  |
| Wholesale trade                           | 7%  |
| Retail trade                              | 17% |
| Services                                  | 31% |
| Finance, Insurance, and Real Estate       | 6%  |
| Hospitality Services                      | 5%  |
| Education                                 | 3%  |
| Non-profit                                | 5%  |
| Count                                     | 300 |

**D2. For how long has your company (organization) been in operation?**

|                    |     |
|--------------------|-----|
| Less than 5 years  | 5%  |
| 5 to 9 years       | 8%  |
| 10 to 14 years     | 13% |
| 15 to 20 years     | 14% |
| More than 20 years | 56% |
| Declined to answer | 3%  |
| Count              | 300 |

**D3. How many people are employed at your company (organization)?**

|               |     |
|---------------|-----|
| Up to 10      | 34% |
| 11 to 25      | 20% |
| 26 to 50      | 10% |
| 51 to 100     | 9%  |
| 101 to 250    | 10% |
| 251 to 500    | 6%  |
| More than 500 | 11% |

**D4. Is your business (organization) headquartered in New Jersey?**

|     |     |
|-----|-----|
| Yes | 84% |
| No  | 16% |

**D5. What were the gross revenues at your firm (organization) during the most recently completed fiscal year?**

|  |     |
|--|-----|
| Less than \$1 million                  | 18% |
| \$1 million to less than \$3 million   | 16% |
| \$3 million to less than \$5 million   | 6%  |
| \$5 million to less than \$10 million  | 6%  |
| \$10 million to less than \$20 million | 4%  |
| \$20 million to less than \$50 million | 3%  |
| More than \$50 million                 | 8%  |
| Declined to answer                     | 38% |