



INSIGHTS AND SUMMARIES

« LABOUR NEEDS » SURVEY EMPLOYERS ARE EXPECTING A STRONG UPTURN IN THEIR RECRUITMENT OUTLOOK FOR 2018



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The essentials

Almost 370,000 additional projects in 2018

Employers' hiring intentions are up 18.7% in 2018, after sustained growth in 2017 (+8.2%), representing 2.35 million potential recruitments. Almost 370,000 additional recruitment projects have therefore been identified this year.

This strong increase is explained by a substantial increase in the number of establishments planning to hire: 25.9% of establishments declare that they intend to recruit in 2018 compared to 22.4% in 2017, i.e. 3.5 points more.

More than half of recruitments (63.9%) are considered to be sustainable contracts (open-ended or contracts of six months or more). This proportion is substantially higher than in 2017 (+6.4 points).

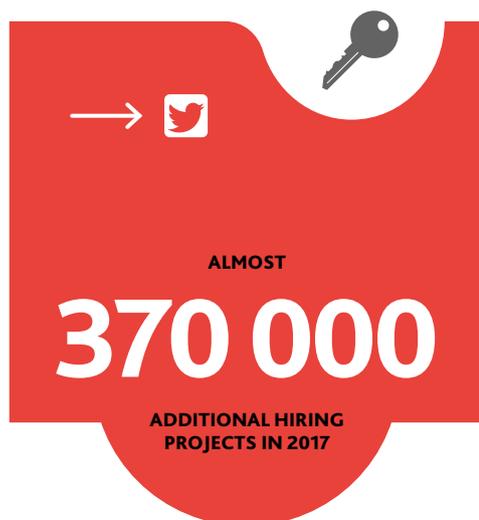
Employers expect a significant increase in difficulties hiring staff: the problems are expected to concern 44.4% of hiring projects in 2018, compared to 37.5% in 2017, a rise of 6.9 points. These expected difficulties remain greater in small structures (up to 55.6% in establishments with 5 to 9 employees) and in construction (61.2% of difficult projects, up 10.4 points) and in industry (50.3% in 2018, up 8.8 points).

The biggest difficulties concern skilled workers and technicians in construction and industry, home helps and butchers.

Most of the employers expecting difficulties think that they are mainly due to the quality of applications or working conditions. In all cases, training is the most frequently proposed solution to respond to this situation.

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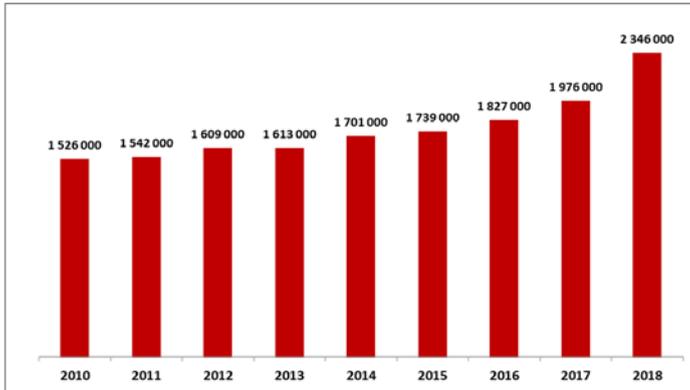


The number of hiring intentions is growing very strongly in 2018

In 2018, hiring intentions are up 18.7 % to 2.35 million projects, the highest level observed over the past nine surveys [see Graph 1].

Graph 1

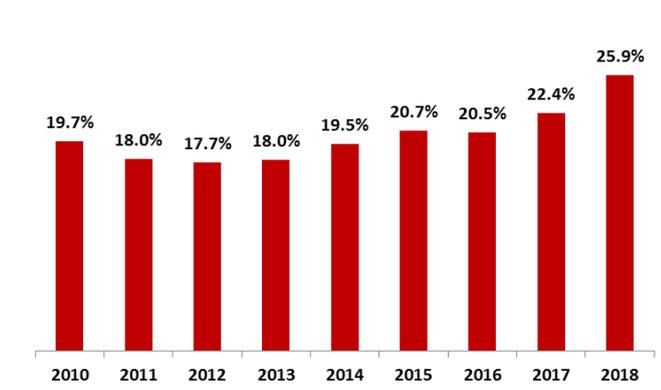
TREND IN THE NUMBER OF HIRING PROJECTS



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

Graph 2

TREND IN THE PROPORTION OF ESTABLISHMENTS LIKELY TO RECRUIT



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

The proportion of establishments planning to hire is up: 25.9% of establishments declare that they intend to recruit in 2018 compared to 22.4 in 2017, a rise of 3.5 points [see Graph 2]. The 599,600 establishments who intend to hire new staff have 3.9 recruitment projects on average, a level equivalent to that 2017.

The growth in recruitment projects is mainly linked to non-seasonal needs (1,534,000 projects, i.e. 333,000 additional projects, up 27.8%). The number of seasonal projects is up by 7.6% (i.e. 36,000 additional projects). Overall, non-seasonal projects represent 65.4% of all projects (as opposed to 60.8% in 2017).

Hiring intentions are increasing in all sectors and are particularly dynamic in construction and industry

With more than 893,600 hiring projects, that is to say 100,400 more projects than in 2017 (+12.7%), the personal services sector represents 38.1% of hiring intentions in 2018 and remains the leading recruitment sector [see Graph 3].

Hiring intentions in business services continue to increase at a sustained pace of 22.5%, driven by a dynamic transport and warehousing sector (+32.4% compared to 2017) and the scientific, technical, administrative and support sector (+20.6%).

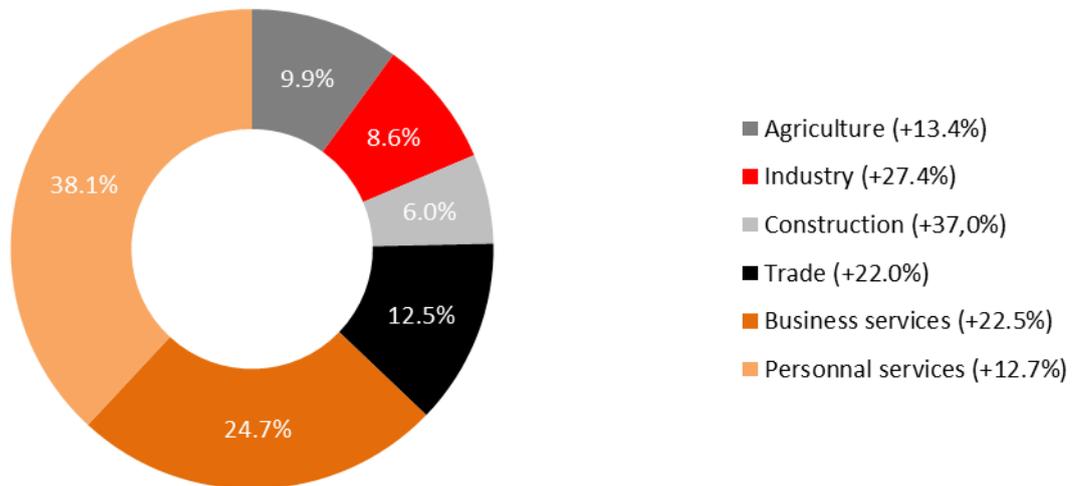
As in 2017, the strongest increase in hiring intentions has been recorded in the construction sector, with 141,900 projects, or an increase of 37.0% (as against +22.5% in 2017).

The second biggest increase concerns industry. Here labour needs are up 27.4%. The transport equipment manufacturing (+49.7%) and the metalworking and metal products (+46.1%) sectors are particularly dynamic.

Hiring intentions are up 22.0% in trade (i.e. almost 53,000 additional projects), with a particularly strong increase in car sales and repairs (+30.8% compared to 2017).

Finally, in agriculture, hiring intentions are up 13.4%.

Graph 3

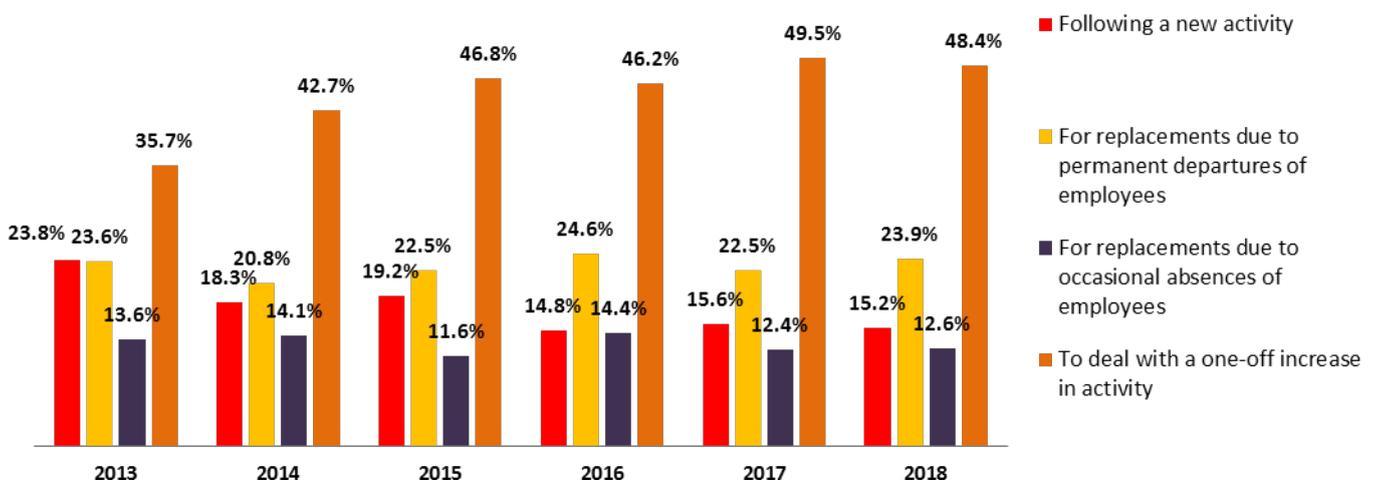
TREND (2018/2017) AND DISTRIBUTION OF THE NUMBER OF HIRING PROJECTS BY SECTOR

Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

A temporary rise in activity remains the main reason for hiring for almost one in two establishments

In 2018, a one-off increase in activity remains the main reason for plans to hire staff and concerns 48.4% of establishments with hiring intentions. The proportion of recruitment projects linked to replacements following permanent departures is up slightly to 23.9%, whilst the proportions linked to temporary absences of employees or a new activity have remained stable [see Graph 4].

Graph 4

TRENDS IN THE MAIN REASONS FOR HIRING

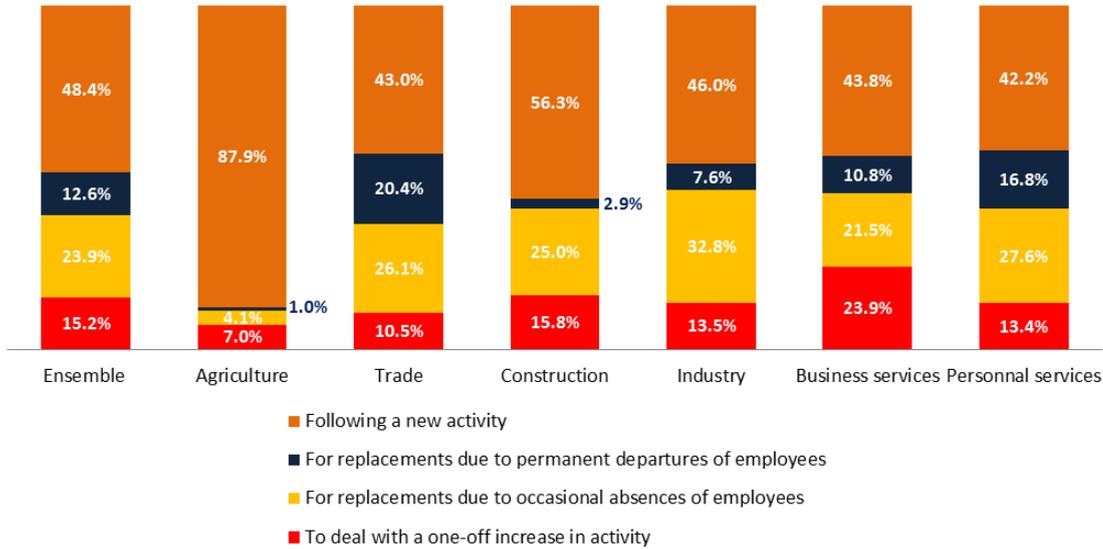
Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC

Reading note: in 2018, 48.4% of establishments expecting to hire more staff are doing it to deal with a one-off increase in activity.

The reasons for hiring vary considerably from one sector to another. In agriculture, most recruitments (87.9%) are envisaged to cope with a temporary surge in activity. In other sectors, such as personal services, trade and construction, at least one in four recruitments is to replace permanent departures, this proportion amounting to a third in industry (32.8%) [see Graph 5].

Graph 5

REASONS FOR HIRING BY SECTOR



Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC
 Reading note: in 2018, 87.9% of hiring envisaged in the agricultural sector is to deal with a one-off increase in activity.

Sustainable jobs are growing strongly among hiring intentions

63.9% of recruitment projects correspond to sustainable jobs in 2018 (open-ended and fixed-term contracts over six months), i.e. a 6.4-point increase on 2017.

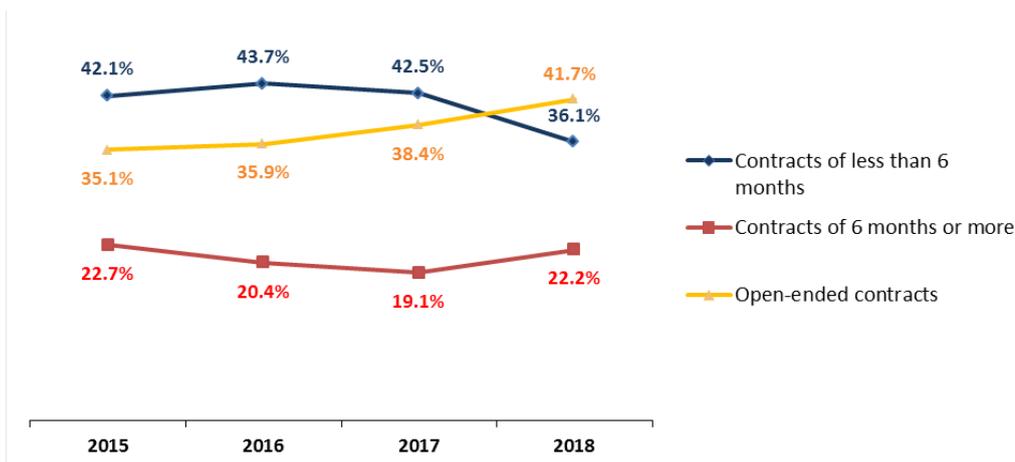
In 2018, the number of recruitment projects is up 18.7%. This rise is mainly driven by a strong increase in long-term contracts (+37.3% for fixed-term contracts over 6 months and +29.1% for open-ended contracts). The increase in fixed-term contracts of less than 6 months is more moderate (+0.9%).

Since 2015, the share of hiring intentions on open-ended contracts has grown, to the detriment of the share of projects on short contracts.¹ In 2018, open-ended contracts accounted for the largest portion of hiring intentions (41.7% compared to 36.1% for short contracts) [see Graph 6].

The increase in the share of open-ended contract hiring intentions is particularly sharp in industry (+12 points) and trade (+4 points), two sectors where the total rise in hiring intentions is higher than average (+27.4% and +22.0% respectively).

Graph 6

TREND IN THE DISTRIBUTION OF HIRING INTENTIONS ACCORDING TO TYPE OF HIRING CONTRACT



Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC
 Reading note: in 2018, 41.7% of establishments expect to hire on open-ended contracts.

There are more open-ended contracts to replace permanent departures (71.4% of hiring projects for this reason) or following the creation of a new activity (60.8%). Conversely, short contracts (less than 6 months) are used more for replacements following temporary absences (56.3% of hiring projects for this reason) or to cope with a one-off increase in activity (49.2%).

The highest-demand jobs in 2018 concern a great diversity of profiles

Whether seasonal or not and whether unskilled or moderately or highly skilled, the jobs where there is the highest demand in 2018 concern a great diversity of profiles [see Table 1].

Agricultural worker jobs, which are mainly seasonal, are among the most in-demand (128,800 projects for vineyard workers, fruit growers and pickers, 73,200 for farmers and agricultural workers). Hotel and food service workers are also in high demand. These include many seasonal jobs and expected recruitment difficulties are in most cases higher than the average [see Graph 4, 4th quadrant]. They include café and restaurant waiting staff (89,200 projects), kitchen helps, apprentices and staff (83,500 projects), cooks (46,700 projects) and hotel staff (40,300 projects).

Care and support jobs are also among those where demand for staff is highest, with home helps and household assistants (65,600 projects) and nursing assistants (58,500 projects). For these two areas, the expected recruitment difficulties are higher than average. They are even particularly high for home helps and household assistants (76.8%).

Business services also feature among the jobs where demand for staff is highest: cleaning staff (105,400 projects), unskilled packaging and handling workers (58,100 projects).

Table 1

THE 15 MOST IN-DEMAND CATEGORIES IN 2018

Activity	All hiring projects	% of difficult projects	% of seasonal projects
Vineyard workers, fruit growers, pickers	128,800	26.4%	95.4%
Cleaning staff	105,400	35.1%	26.2%
Café and restaurant waiting staff (incl. commis waiters)	89,200	49.3%	63.0%
Professionals of social and cultural activities (coordinators and directors)	85,300	37.4%	67.3%
Kitchen helps, apprentices and staff	83,500	43.1%	40.9%
Agricultural employees, farm workers	73,200	36.4%	84.5%
Home helps and household assistants	65,600	76.8%	21.3%
Nursing assistants	58,500	48.0%	22.3%
Unskilled packaging and handling workers	58,100	32.8%	47.2%
Self-service employees	57,400	21.9%	37.9%
Performers (music, dance, entertainment, incl. art teachers)	50,700	9.4%	41.7%
Cooks	46,700	61.0%	51.4%
Engineers, research & IT R&D managers, IT managers	42,700	62.0%	1.4%
Hotel staff	40,000	50.2%	68.6%
Sales assistants in clothing, accessories and luxury items, sport, leisure and culture	37,700	31.4%	45.1%
All hiring projects	2,346,000	44.4%	34.6%

Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

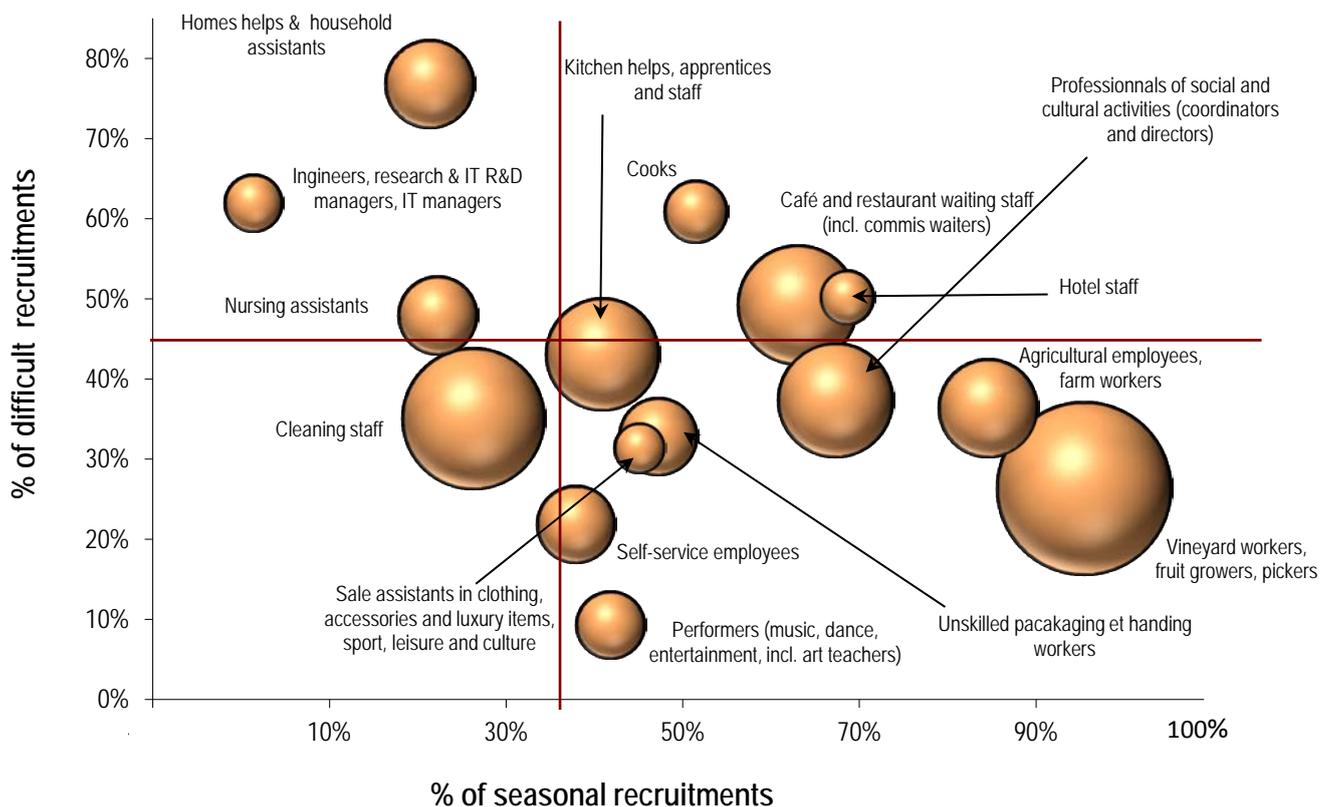
Jobs in trade are represented through self-service employees (57,400 projects) and clothing sales assistants (37 700 projects).

Many hiring intentions are expressed for arts performers and the sociocultural coordination professions, with a high proportion of seasonal jobs.

Finally, IT design and R&D managers are profiles that are much in demand where the proportion of recruitments deemed likely to be difficult is high (62%) [see Graph 7, 1st quadrant].

Graph 7

POSITIONING OF THE 15 JOBS WHERE DEMAND IS HIGHEST IN 2018 ACCORDING TO DIFFICULTY IN FILLING THEM AND SEASONALITY



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

Reading note: each bubble size is proportional to the number of recruitment projects. Jobs with a growing number of projects compared to 2017 are in yellow, and those with a falling number are shown in red. In 2018, all the bubbles are yellow insofar as all these jobs are seeing a rising number of projects.

Graph 7 shows the 15 jobs where demand is highest according to seasonality and difficulty in filling them. This diagram shows four sets of jobs [see Graph 7] :

- **1st quadrant:** profiles for which hiring difficulties are high and recruitment projects not closely related to the season. These are personal services jobs (home helps and household assistants), nursing assistants and IT engineers.
- **2nd quadrant:** the jobs that are relatively easy to recruit and where the share of seasonal projects is lower than the national average. These include cleaning staff.
- **3rd quadrant:** jobs that employers expect few difficulties in filling and where there is a high proportion of seasonal projects. These include a very variety of profiles: agricultural jobs (vineyard workers, farmers and farm workers), kitchen assistants, self-service employees, clothing sales assistants, unskilled workers in packaging and handling, professionals in social and cultural activities and performers.
- **4th quadrant:** food services professions (waiters, cooks and hotel staff) are characterised by serious difficulties and a large proportion of seasonal projects.

A large proportion of the jobs where demand is highest [see Table 1] are among the jobs seeing the sharpest increases in the number of hiring intentions [see Table 2]. This is the case of cleaning staff, self-service employees, vineyard employees, etc. Other areas are benefiting from a rise in the number of hiring intentions such as truck drivers, short distance drivers and delivery staff and technicians and supervisors in maintenance and the environment.

Table 2

THE 15 JOBS WITH THE MOST SIGNIFICANT INCREASES IN THE NUMBER OF RECRUITMENT PROJECTS (2018/2017)

Activity	Variation in the number of recruitment projects over 5 years	Variation in the number of recruitment projects (2018/2017)	Number of recruitment projects for 2018
Cleaning staff	28,700	19,700	105,400
Self-service employees	29,800	18,200	57,400
Vineyard workers, fruit growers, pickers	36,100	17,100	128,800
Professionals of social and cultural activities (coordinators and directors)	21,000	13,900	85,300
Unskilled packaging and handling workers	31,000	10,500	58,100
Truck and long-haul truck drivers	19,600	10,300	29,600
Kitchen helps, apprentices and staff	19,800	9,700	83,500
Café and restaurant waiting staff (incl. commis waiters)	22,800	9,600	89,200
Agricultural employees, farm workers	11,300	9,400	73,200
Engineers, research & IT R&D managers, IT managers	16,000	9,200	42,700
Performers (music, dance, entertainment, incl. art teachers)	24,200	8,500	50,700
Nursing assistants	17,800	7,800	58,500
Technicians and supervisors in maintenance and the environment	7,600	6,000	18,000
Short-distance drivers and delivery staff	8,900	6,300	29,500
Sales assistants in clothing, accessories and luxury items, sport, leisure and culture	7,300	6,000	37,700
All hiring projects	733,000	369,000	2,346,000

Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

A sustained acceleration in non-seasonal projects

Hiring intentions for non-seasonal projects have increased by 27.8% compared to 2017. A total of 1,534,000 non-seasonal hiring recruitment projects have been identified, accounting for almost two thirds of hiring intentions (65.4% in 2018 compared to 60.8% in 2017).

The fifteen jobs with the most non-seasonal projects represent more than a third (36.4%) of all non-seasonal labour needs for 2018 [see Table 3].

Among the jobs for which there are the most non-seasonal, we find projects business services (cleaning staff, unskilled packaging and handling workers), personal services (home helps, nursing assistants, kitchen helps, waiters) and IT engineers.

Cleaning is the job with the highest number of non-seasonal recruitment projects in 2018 (77,700 projects), up 29.2% on 2017.

Table 3

LIST OF 15 JOB CATEGORIES FOR WHICH THE NUMBER OF NON-SEASONAL RECRUITMENT PROJECTS IS HIGHEST IN 2018

Activity	Number of non-seasonal recruitment projects in 2018	Change in the number of non-seasonal recruitment projects (2018/2017)	Change as a % in the number of non-seasonal recruitment projects (2018/2017)	Proportion of non-seasonal recruitment projects in 2018	Total number of recruitment projects in 2018
Cleaners	77,700	17,600	29.2%	73.8%	105,400
Home helps and household assistants	51,600	6,000	14.7%	78.7%	65,600
Kitchen helps, apprentices and staff	49,400	9,900	25.1%	59.1%	83,500
Nursing assistants	45,500	7,300	19.0%	77.7%	58,500
Engineers, research & IT R&D managers, IT managers	42,100	8,900	26.6%	98.6%	42,700
Self-service employees	35,700	17,800	99.2%	62.1%	57,400
Café and restaurant waiting staff (incl. commis waiters)	33,000	8,500	34.6%	37.0%	89,200
Office secretaries and similar (incl. medical secretaries)	32,400	6,000	22.6%	89.9%	36,100
Unskilled packaging and handling workers	30,700	8,800	40.4%	52.8%	58,100
Performers (music, dance, entertainment incl. art teachers)	29,600	6,000	25.4%	58.3%	50,700
Sales representatives (sales technicians in companies)	29,200	1,500	5.5%	96.2%	30,400
Professionals in social and cultural activities (coordinators and directors)	27,900	6,000	31.0%	32.7%	85,300
Various administrative staff (data input, HR assistantship, surveys, etc.)	25,200	5,100	25.2%	82.0%	30,800
Short-distance drivers and delivery staff	24,400	6,000	37.1%	82.9%	29,500
Truck and long-haul truck drivers	24,100	9,800	68.7%	81.3%	29,600
All recruitment projects	1,534,000	333,000	27.8%	65.4%	2,346,000

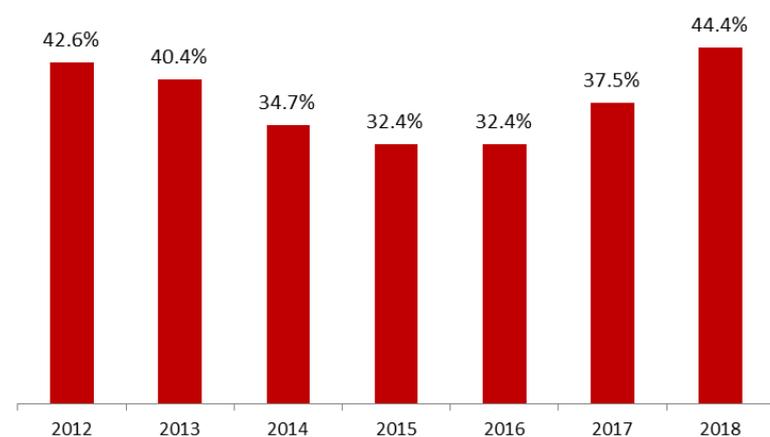
Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

Employers expect an increase in hiring problems

The increase in hiring intentions is accompanied by an increase in expectations of recruitment difficulties: 44.4% of projects expected to be affected in 2018 as opposed to 37.5% in 2016, i.e. 6.9 additional points [see Graph 8]. Difficulties are expected to remain particularly serious for small structures: 50.7% for establishments with 1 to 4 employees, 55.6% for establishments with 5 to 9 employees. It is in the construction sector that the most difficulties are expected (61.2%, or +10.4 points compared to 2017), as well as in industry (50.3%, or +8.8 points compared to 2017).

Graph 8

TREND IN THE PROPORTION OF DIFFICULT RECRUITMENT PROJECTS



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

Many difficulties expected in skilled work in industry and construction

For many skilled and technician-type jobs, the proportion of anticipated hiring difficulties is much higher than the national average [see Table 4]. Roofers and skilled zinc roofers is the area reporting the highest level of recruitment projects deemed to be difficult (79.5%), up 5.4 points on 2017.

Several construction jobs are encountering high levels of difficulty this year: plumbers and heating engineers, draughtsmen in building and public works, works superintendents, works supervisors, linked to the sharp rise in the number of projects in this branch.

In addition, several industrial skilled jobs are also reporting high levels of hiring difficulty: boilermakers, sheet metal workers, skilled electrical and electronics maintenance workers, skilled metal removal workers, electricity or electronics technicians, skilled mechanical maintenance workers.

Finally, some healthcare or personal assistance jobs are also in this list: paramedical professions and home helps.

Truck drivers and long-haul truck drivers are among the jobs where the expected level of difficulty hiring has risen sharply (+18.7 points compared to 2017).

Table 4

THE 15 JOBS FOR WHICH THE PROPORTION OF RECRUITMENT PROJECTS DEEMED DIFFICULT IS HIGHEST IN 2018

Activity	Total number of recruitment projects for 2018	Change in the proportion of difficult recruitment projects (2017/2016) in points	Average proportion of difficult projects (2014-2017)	Number of difficult recruitment projects in 2018	Proportion of the proportion of difficult recruitment projects for 2017
Roofers, skilled zinc roofers	5,900	5.4	69.1%	4,700	79.5%
Boilermakers, sheet metal workers, markers, locksmiths, metalworkers, skilled blacksmiths	5,500	10.0	68.1%	4,300	78.5%
Car body repairers	3,500	0.6	64.4%	2,800	78.1%
Home helps and household assistants	65,600	6.8	63.9%	50,400	76.8%
Plumbers, heating engineers (skilled workers)	9,900	14.3	55.9%	7,400	74.9%
Draughtsmen in building and public works	3,600	21.6	51.6%	2,700	74.4%
Butchers	4,200	8.8	61.1%	3,100	74.0%
Other paramedical professionals (physiotherapists, dieticians, etc.)	6,200	8.9	64.5%	4,500	73.4%
Vehicle mechanics and electronics engineers	9,600	2.9	62.5%	7,000	72.9%
Skilled electrical and electronics maintenance workers	4,100	15.5	53.0%	3,000	72.9%
Draughtsmen in mechanical engineering and metalworking	2,500	15.5	58.3%	1,800	72.1%
Skilled workers working by removal of metal (mould makers, machining workers, etc.)	5,200	8.8	65.2%	3,700	72.1%
Job superintendents, work supervisors (non-management)	7,700	14.6	56.8%	5,500	71.8%
Truck and long-haul truck drivers	29,600	18.7	45.4%	21,200	71.5%
Skilled mechanical maintenance workers	10,600	10.8	55.6%	7,500	70.8%
All hiring projects	2,346,000	6.9	34.2%	1,042,000	44.4%

Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

NOTE: only those categories for which at least 2,000 recruitment projects are envisaged are included.

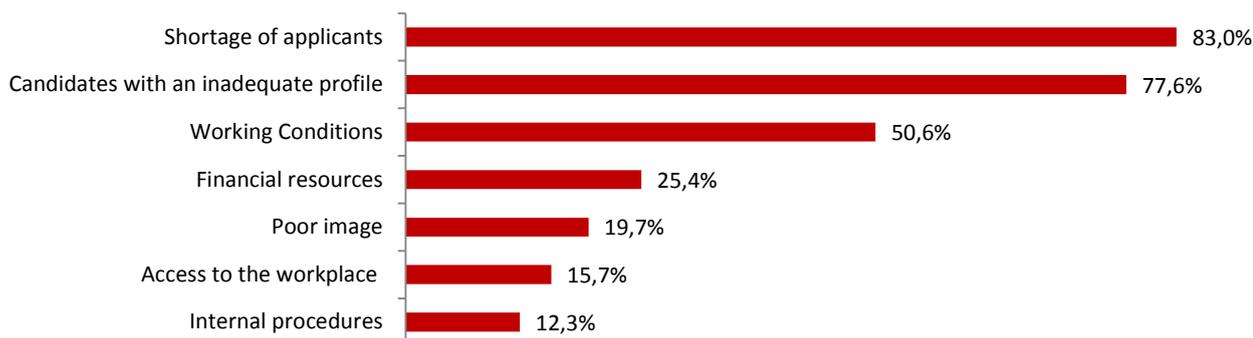
More than eight employers in ten expect hiring difficulties due to a shortage of applicants

Most employers anticipating difficulties think that they are mainly linked to applications, whether this concerns a lack of applicants, as for 83.0% of recruiters (compared to 80.2% in 2017) or unsuitability with regard to the profiles sought, a reason mentioned by 77.6% of recruiters [see Graph 9]. Virtually all establishments anticipating recruitment difficulties (95.8%) are confronted with one or other of these problems.

Working conditions related to the type of job (arduous work, staggered working hours, lack of attractiveness) are thought to be an obstacle to hiring by 50.6% of employers.

Graph 9

NATURE OF EXPECTED RECRUITMENT DIFFICULTIES



Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC
Scope: establishments with at least one hiring project in 2018 for which they expect difficulties

Other kinds of difficulties are mentioned but less frequently. A lack of financial resources (25.4% of establishments anticipating difficulties) could restrict recruitment. 19.7% of establishments in difficulty (1.9 points more than in 2017) think that a poor image could be an obstacle to hiring. Difficulties accessing the workplace (15.7% of establishments) or sometimes complex internal procedures (12.3%, down 1.5 points on 2017) are also cited.

However, the type of difficulties differs from one sector to another or according to the size of the establishment. Accordingly, more agricultural establishments mention poor image (more than a third). The lack of financial resources affects personal services establishments more (35.4%, compared to 18.7% of business services establishments), as well as small structures with fewer than ten employees (30.7% of cases, compared to 12.1% of structures with 100 employees or more).

Use of labour market intermediaries and training to solve recruitment difficulties

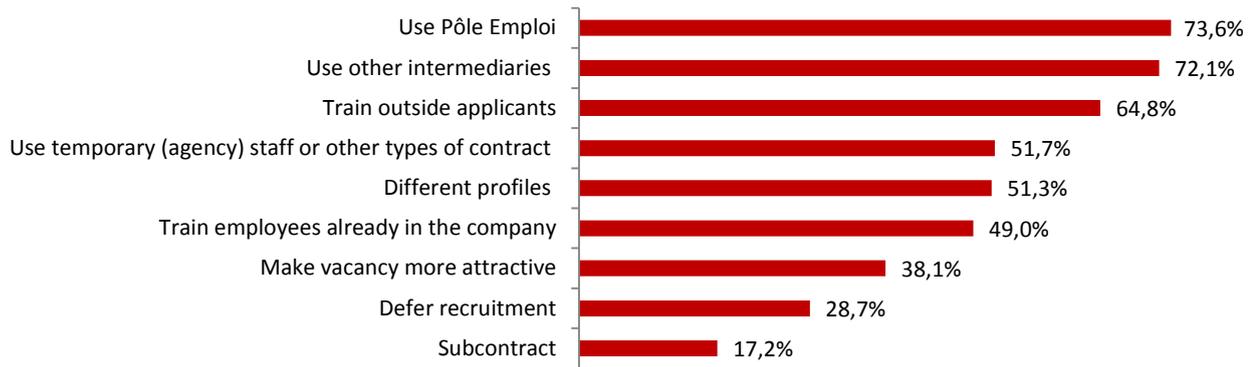
To deal with recruitment difficulties, 64.8% of establishments envisage training outside applicants and 49.0% state they are prepared to train employees already present in the company [see Graph 10]. Overall, training is the solution most often envisaged by establishments (79.1% of them) to overcome recruitment difficulties. The number of establishments envisaging this solution is up compared to 2017 (+3.7 points), whether it concerns employees already present in the company (+8.6 points compared to 2017) or outside applicants (+0.7 point).

More than nine establishments in ten facing difficulties (92.7%) intend to call on a professional to help them. Although the majority use Pôle Emploi (73.6%), almost as many establishments (72.1%) will turn to another labour market intermediary (recruitment agencies, local job exchanges, regional councils, etc.).

Also substantially up on 2017 is the use of temporary workers and other types of contracts such as apprenticeship contracts, these solutions being widely cited by establishments (51.7% of them, compared to 41.7% in 2017). Similarly, recourse to atypical candidate profiles (staff from abroad, retirees, unqualified persons, etc.) has an appeal for half (51.3%) of employers anticipating difficulties.

38.1% of establishments plan to make their offers more attractive. 28.7% envisage postponing the recruitment and 17.2% the possibility of subcontracting the activity.

Graph 10

TYPES OF SOLUTIONS ENVISAGED TO SOLVE RECRUITMENT DIFFICULTIES

Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC
 Scope: establishments with at least one hiring project in 2018 for which they expect difficulties

Small structures (fewer than ten employees) are more likely to consider subcontracting a part of their activity or seeking non-standard profiles (18.9% and 52.5% respectively compared to 13.5% and 45.7% in entities with 100 employees or more). Conversely, these larger structures will resort to temporary (agency) workers and other contracts (68.8% compared to 49.6% in smaller establishments), to different intermediaries (84.0% compared to 70.5%) or training of either applicants or existing employees (89.7% compared to 76.9%).

The use of temporary workers, qualification or apprenticeship contracts is one of the solutions most often envisaged in the construction sector (67.4%) and in industry (65.6%), but much less so in agricultural establishments (36.7%). The latter more often envisage recruiting atypical profiles (60.6%). Construction establishments are more likely to consider subcontracting a part of their activity (34.9% compared to 17.2% on average).

As for personal services establishments, more of them envisage using the services of Pôle Emploi to help them find the right candidate (82.1%).

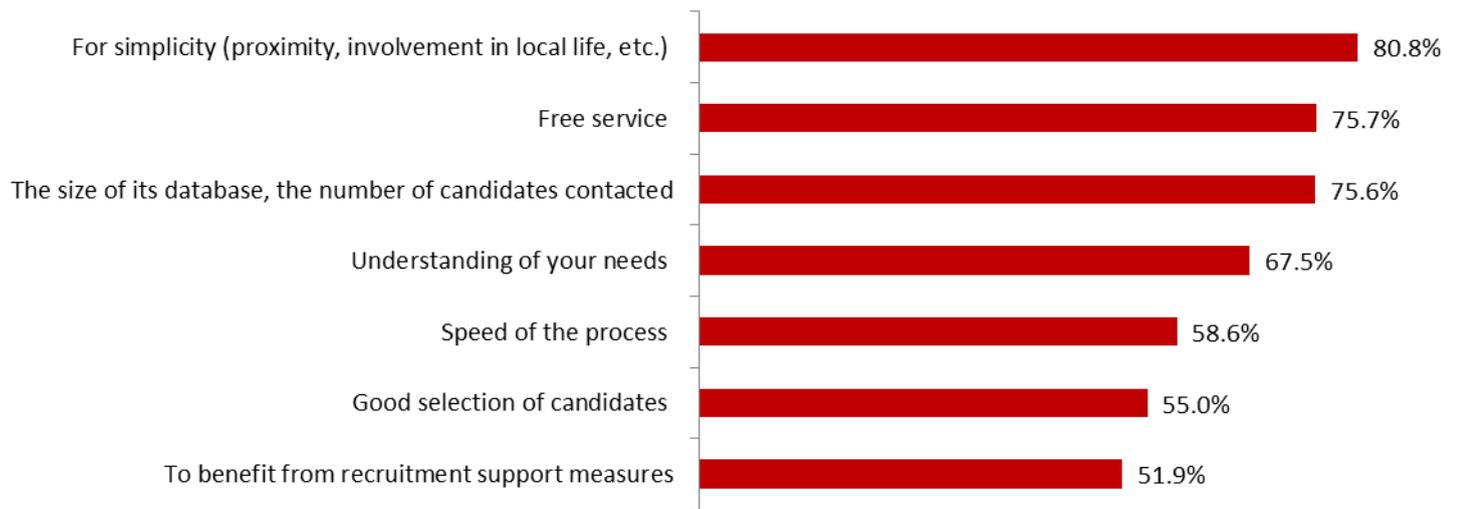
Simple procedures, free services and the high number of candidates are highlighted by employers considering using Pôle Emploi.

Among establishments that are planning to recruit, 22.7% intend to rely exclusively on Pôle Emploi from the beginning of the process and 30.4% envisage using its services in combination with other means. The use of Pôle Emploi is planned in a second phase by 13.3% of establishments (after having called on other intermediaries or as a last resort, for example in the event of recruitment difficulties).

In eight out of ten cases, establishments using the services of Pole Emploi highlight the simplicity of procedures and the proximity of the operator [see Graph 11]. Its free services and the size of its database (i.e. the number of applicants that may potentially be contacted) are cited by more than three quarters of employers. A good understanding of their needs (67.5%) and the speed of the process (58.6%) are also mentioned.

Graph 11

REASONS FOR USING PÔLE EMPLOI BY ESTABLISHMENTS



Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and CRÉDOC
Scope: establishments with at least one hiring project in 2018

Among the establishments not wishing to benefit from the services of Pôle Emploi, six out of ten say they do not need them as they already have an applicant in mind or they receive enough unsolicited applications.

Box. Recruitment difficulties encountered in 2017

Among establishments that tried to recruit in 2017, 34% state that they did in fact encounter difficulties (up 5 points on 2016). These difficulties were greater in industry, the agrifood sector, construction, car sales and repairs, IT activities, accommodation and food services and personal services (hairdressing, repairs of personal goods, etc.). Furthermore, 17% stated that they had difficulties keeping staff : this mainly affected transport and warehousing and accommodation and food services.

Recruitment difficulties in 2017 are attributed firstly to a shortage of applicants (81% of employers) or to their unsuitable profiles (75% of establishments), with few differences between sectors. Almost half of establishments then mention the nature of the position with regard to its working hours and conditions, in particular in agriculture, transport, healthcare and social work activities. The urgent nature of the recruitment need or a lack of time is cited by 38% of establishments. Then come the high number of positions to fill or a lack of financial resources (14% of employers in each case), difficulties accessing the workplace (13%), poor image (12%, peaking at 29% in agriculture) or a difficulty linked to internal recruitment procedures (10%).

The unsuitability of applicants' profiles can be attributed to a lack of skills or other factors (applicants' motivation, training, experience, etc.). With regard to skills, employers emphasise a lack of technical skills (67%) [see Graph 12], in particular in car sales and repairs, construction and industry. Poor presentation or people skills are mentioned by 44% of employers and highlighted more in the retail trade and accommodation and food services. Finally come poor writing and speaking skills (24%, this reason being cited more often in the retail trade) and a lack of office and IT skills (13%).

Apart from skills, 65% employers mention a lack of motivation among applicants. This opinion is expressed more often in the agriculture, transport and accommodation and food services sectors and by small establishments with fewer than 5 employees as well as by those who say that they have difficulty keeping staff. A lack of professional experience is cited by 63% of employers, in particular in construction and the car sales and repairs sector. This criterion is cited far more often than insufficient qualifications or training (41% of establishments, in particular in healthcare and social work activities).

Geographical remoteness of applicants is cited by 28% of establishments. Finally, 15% of establishments mention the fact that applicants had accumulated numerous periods of unemployment.

Graph 12

RECRUITMENT DIFFICULTIES AND INADEQUATE APPLICANT PROFILES REASONS PUT FORWARD BY EMPLOYERS



Source: Complementary Labour Needs Survey 2018, Pôle Emploi – BVA and Crédoc. For establishments reporting recruitment difficulties, the sectors or sizes of establishment mentioning these reasons most often are included

More than (55%) of employers facing difficulties recruiting say that they used Pôle Emploi (in particular in health and social work activities and in teaching and public administration, whilst the agricultural sector or construction resorted to it less), and 58% have called upon specialist service providers (in particular in industry - excluding the agrifood sector - and specialist scientific and technical activities). Just over 44% of establishments have also made compromises with regard to the profile of applicant they were initially looking for, whilst 34% have tried to make the offer more attractive: these two solutions are used more by establishments that are also exposed both to unwanted staff turnover (difficulty keeping staff).

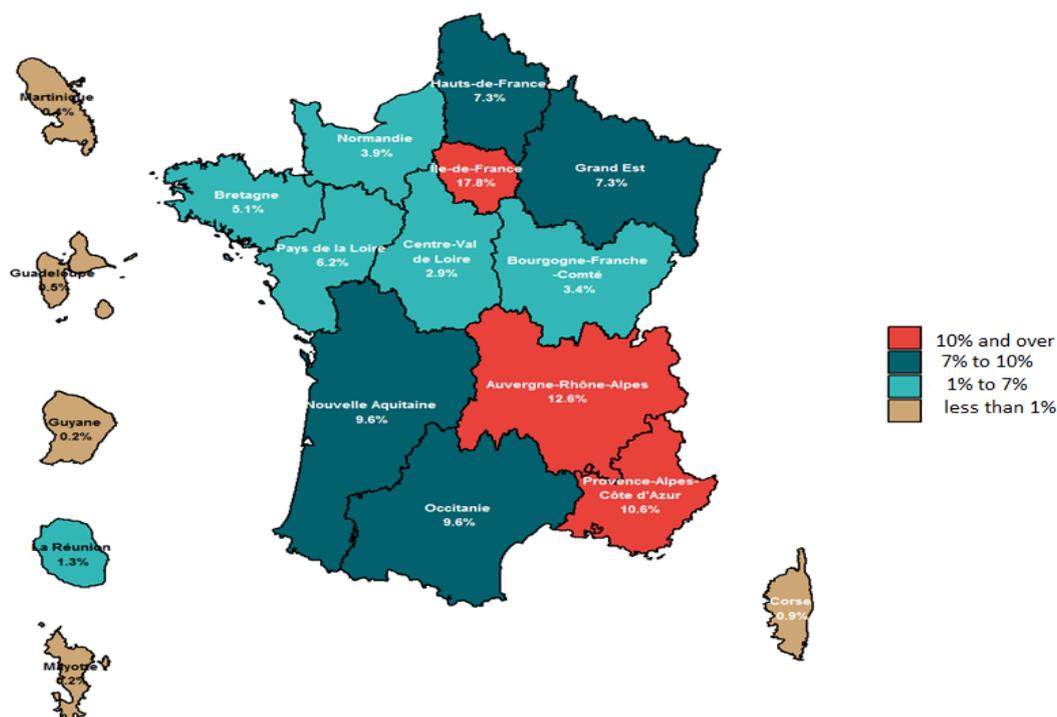
Among establishments that tried to recruit in 2017, 14.7% state that they abandoned some of their planned recruitments that year and 7.5% said that they had abandoned the idea of recruiting completely. Most often this concerns the industry and construction sectors.

Labour needs by region

The regions [see Map 1] with the most recruitment projects are also the densely populated regions with large urban centres like Île-de-France (17.8% of the territory’s recruitment projects), Auvergne-Rhône-Alpes (12.6%) or Provence-Alpes-Côte d’Azur (10.6%).

Map 1

BREAKDOWN OF RECRUITMENT PROJECTS BY REGION



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

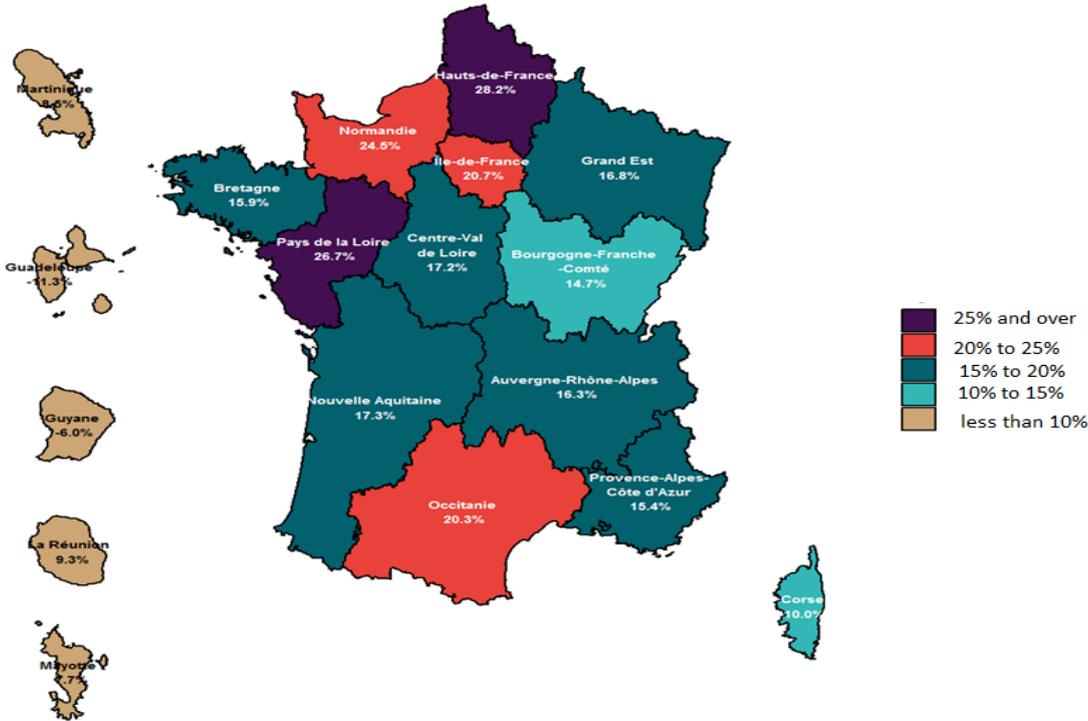
The DOMs (French Overseas Departments) and Corsica, highly agricultural or tourist regions that are not highly urbanised, are home to a small proportion of French companies and accordingly they account for a smaller number of recruitment projects (2.6% for DOMs and 0.9% for Corsica).

To a lesser extent, the metropolitan regions which are also very agricultural and have a sparse entrepreneurial network, such as Normandy (3.9%), Bourgogne-Franche-Comté (3.4%) or Centre-Val de Loire (2.9%) have a lower number of recruitment projects.

In Metropolitan France, all regions are anticipating an increase in their labour needs in 2018 [see Map 2]. The sharpest increases in the numbers of projects concern Hauts-de-France (+28.2%), Pays de la Loire (+26.7%), Normandy (+24.5%), l’Île-de-France (20.7%) and Occitanie (+20.3%).

Guadeloupe is seeing a fall in the number of recruitment projects (-11.3%), as is French Guiana (-6%).

Map 2
2018/2017 TREND IN THE NUMBER OF RECRUITMENT PROJECTS BY REGION



Source: Labour Needs Survey 2018, Pôle Emploi – CRÉDOC

Sources and methods :

The « Labour Needs » Survey is an initiative of Pôle Emploi, with all the regional departments and the assistance of the CREDOC. The Labour Needs survey is above all a decision-making tool for Pôle emploi. It is used to get a better picture of establishments' recruiting intentions and thus adapt financing for training preparing for in-demand professions.

The Labour Needs survey 2018 was conducted between October and December 2016 in the 13 regions of Metropolitan France and 5 overseas departments (Guadeloupe, Martinique, French Guiana, Reunion, Mayotte). The scope of this fifteenth wave is the same as last year: on the one hand, establishments in the private sector and, on the other hand, establishments with 0 employees having issued at least one hiring statement in the recent period, establishments in the agricultural sector, establishments in the public sector related to territorial authorities (municipalities, regions, etc.), public administrative establishments, (inter-communal associations, hospitals, schools, etc.) and finally, public or ministerial officers (notaries, etc.). The survey therefore includes neither State administrative bodies (ministries, police, justice, etc.) nor certain public companies (Banque de France, etc.). The questionnaire submitted to employers covers a list of 200 professions which correspond to the French occupation types ("FAP") and are provided in six different versions, in order to adjust the list of categories proposed to the establishment's sector of activity.

1.7 million of the 2.3 million establishments falling within the scope of the survey, were questioned by post, web or telephone. A specific procedure enables questioning of the largest companies in order to take into account their centralised recruitment policy. Overall, 436,600 responses were collected and exploited for the whole of France. The results were then processed to be representative of all establishments, with a standard marginal calibration defined from the structure of establishments' parent population.



MORE INFORMATION

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