



## INSIGHTS AND SUMMARIES

### “LABOUR NEEDS SURVEY” EMPLOYERS PLAN TO RECRUIT MORE IN 2017



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#### The essentials

##### Almost 150,000 additional hiring projects in 2017

Employers' hiring intentions are up 8.2% in 2017, after sustained growth in 2016 (+5.1%), representing almost 2 million potential recruitments. Almost 150,000 additional recruitment projects have therefore been identified this year.

This development is explained by the increase in the number of establishments planning to hire: 22.4% of establishments declare that they intend to recruit in 2017 compared to 20.5% in 2016, i.e. 1.9 points more. Hiring intentions grew by more than 20% in the construction sector and are more dynamic than in previous years in industry (+8.7%).

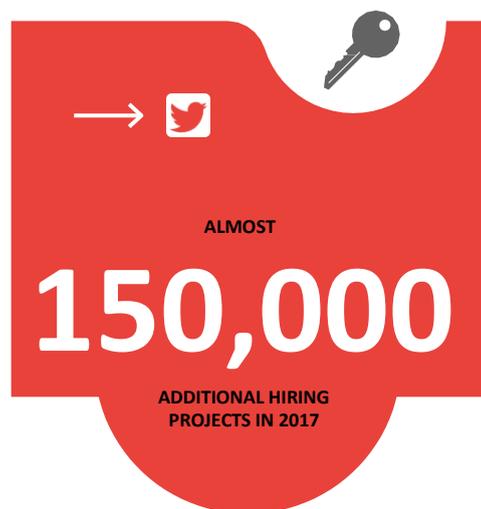
More than half of recruitments (57.5%) are considered to be sustainable contracts (open-ended or contracts of six months or more). This proportion is higher than in 2016 (+1.2 points).

Employers expect to find it harder to recruit this year. In their opinion, 37.5% of hiring projects shall encounter difficulties in 2017, i.e. 5 points more than in 2016. These expected difficulties are greater in small structures (up to 44.6% in establishments with 5 to 9 employees). They firstly affect skilled workers, technicians, carers of fragile persons or IT engineers.

According to employers, these difficulties are mostly related to the shortage of candidates, inadequate profiles or working conditions. In all cases, training is still the most frequently proposed solution to respond to this situation.

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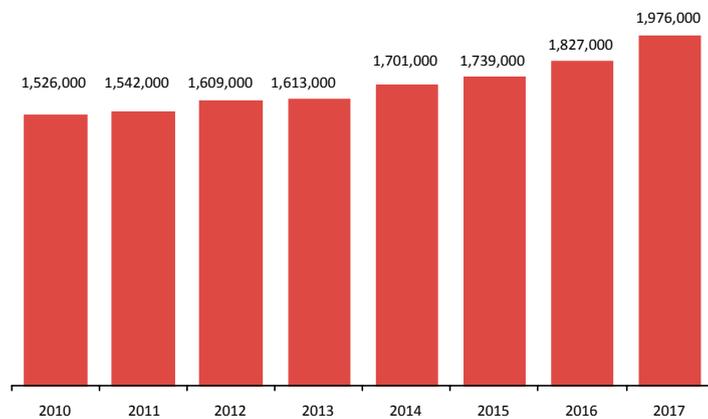


## The number of hiring intentions is growing strongly in 2017

In 2017, hiring intentions are up 8.2 %, to reach almost 2 million projects, the highest level observed over the past eight surveys [see Graph 1].

Graph 1:

### EVOLUTION OF THE NUMBER OF HIRING PROJECTS

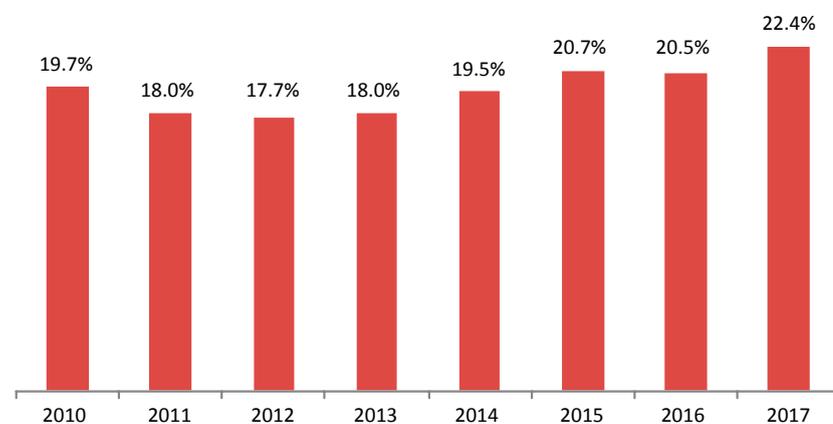


Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

This development is explained by the increase in the number of establishments planning to hire: 22.4% of establishments declare that they intend to recruit in 2017 compared to 20.5% in 2016, i.e. 1.9 points more [see Graph 2]. However, of the 512,600 establishments that intend to recruit, the average number of projects is stable (3.9 projects, as in 2016).

Graph 2

### EVOLUTION OF THE PROPORTION OF ESTABLISHMENTS LIKELY TO RECRUIT



Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

The growth in recruitment projects is mainly linked to non-seasonal needs (1,200,000 projects, i.e. 115,000 additional projects, up 10.6%). The number of seasonal projects is up by 4.6% to 776,000 (i.e. 34,000 additional projects). In all, non-seasonal projects represent 60.8% of all projects (as opposed to 59.4% last year).

Over 45% of recruitment projects emanate from establishments with fewer than 10 employees, a 9.5% increase between 2016 and 2017.

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

With almost 794,000 hiring projects, i.e. 42,600 more than 2016, the personal service sector represents 40.1% of hiring intentions in 2017 and remains France's leading recruitment sector. [See Graph 3].

Hiring intentions in business services continue to increase at a strong pace of 9.3%, after +8.0% last year. This sector represents 24.0% of all recruitment projects.

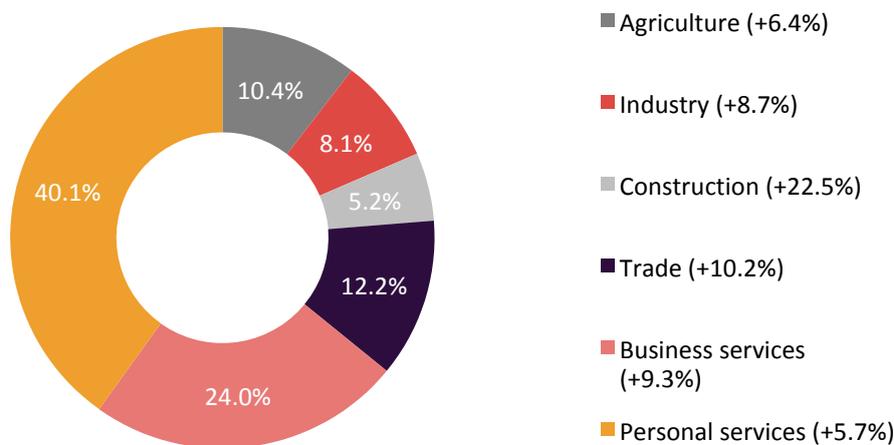
Hiring intentions in the trade sector are sharply rising (+10.2%, i.e. 22,000 additional projects). This dynamism is driven by the trade sector and motor repairs (+22.5%) and retail (+10.0%). This sector represents 12.2% of intentions and 240,000 projects.

The strongest increase in hiring intentions is recorded in the construction sector: +22.5% in 2017, representing 104,000 projects, i.e. 19,000 additional productions. The recovery started last year (+12.4%) is therefore confirmed after several difficult years.

The dynamism of the industrial sector is worth noting. Labour needs in this sector are up by 8.7% in 2017, after a 2.6% increase the previous year. The same is true in the agricultural sector, where, after a moderate increase in 2016 (+1.2%), hiring intentions are up 6.4% in 2017.

Graph 3

### EVOLUTION (2017/2016) AND DISTRIBUTION OF THE NUMBER OF HIRING PROJECTS BY SECTOR

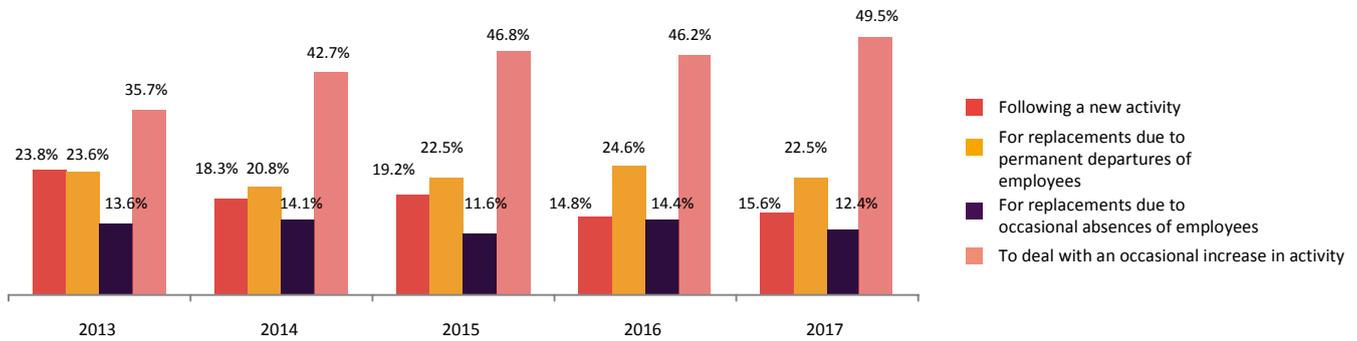


Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

## One in two hiring projects is envisaged in response to increased activity

The proportion of hiring projects for increased activity is up 3.3 points to 49.5%, i.e. the highest proportion for five years [see Graph 4]. The proportion of projects linked to a new activity is also up in 2017 (+0.8 points) whereas those linked to replacements, whether definitive or occasional, are down by around 2 points each.

Graph 4  
EVOLUTION IN THE MAIN REASONS FOR HIRING

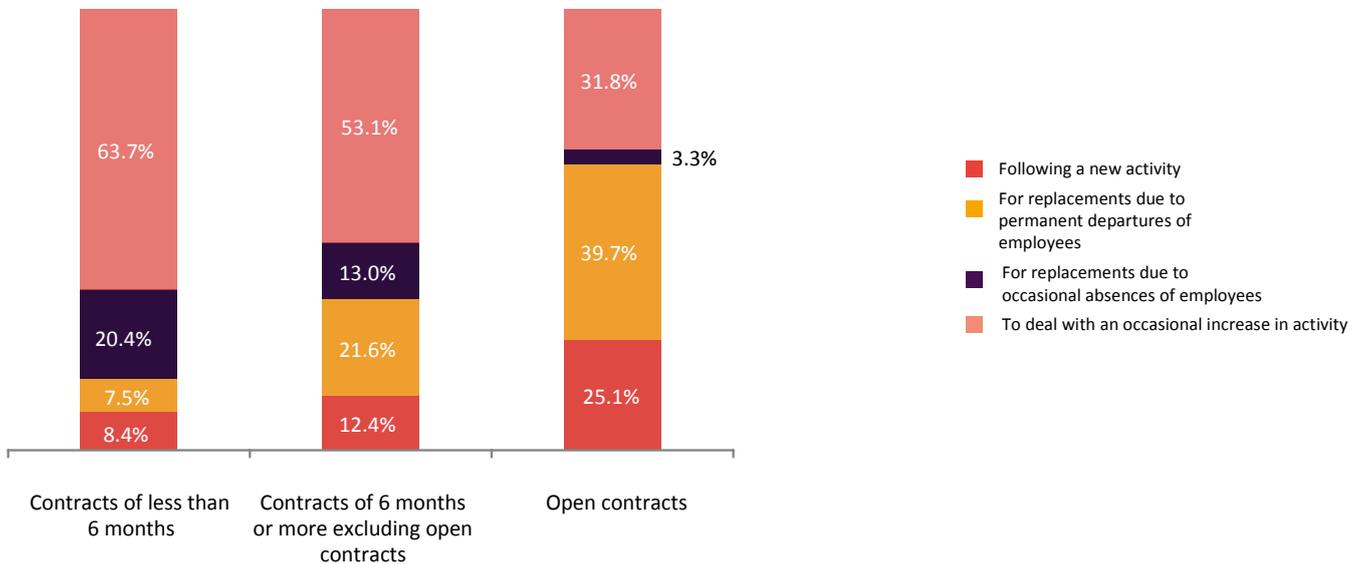


Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

## Sustainable jobs are rising among hiring intentions

The proportion of sustainable jobs (open contract and fixed-term contract over six months) in hiring projects amounts to 57.5% in 2017, i.e. a 1.2% increase on 2016, owing to the increase in planned open contract recruitments (38.4% of open contract recruitments in 2017 for 35.9% in 2016). The open contract is often used to replace employees having left the company (39.7% of open contracts) or for projects linked to new activity (25.1% of open contract hiring intentions), whereas fixed-term contracts of less than six months are logically more often envisaged as means to deal with occasional extra activity or a temporary absence [see Graph 5].

Graph 5  
REASONS FOR HIRING BY TYPE OF CONTRACT



Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

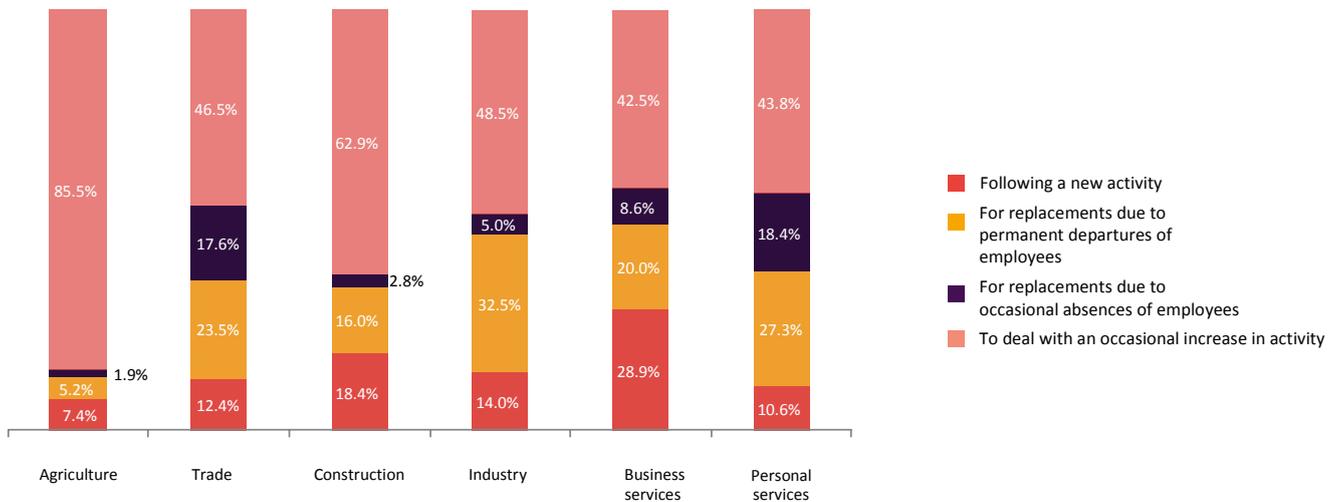
The proportion of open contracts is considerably growing in the construction (+10 points) and trade sectors and motor repairs (+7.2 points), consequence of the strong dynamism of hiring intentions in these sectors.

The development of new activities is probably behind the brisk pace of hiring intentions observed in the business service sector in recent years. This reason affects 28.9% of recruitment projects announced by employers in this sector [see Graph 6].

Like the previous year, the industry remains the sector where the share of recruitments linked to permanent departures of employees is highest with 32.5% of recruitments (-3.4% points on 2016 however).

Graph 6

## REASONS FOR HIRING BY SECTOR



Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

## The most sought-after sectors in 2017 present a great diversity of profiles

Whether seasonal or not, not at all, moderately or highly qualified, the most sought-after sectors in 2017 present a great diversity of profiles [see Table 1].

Agricultural worker jobs, which are mainly seasonal, are among the most sought-after (111,800 projects for vineyard workers, fruit growers and pickers, 63,800 projects for farmers and agricultural workers). Hotel-catering jobs are also highly sought-after. They include many seasonal jobs and expected recruitment difficulties are higher than average [see Graph 7, 4<sup>th</sup> quadrant]. They include café and restaurant waiting staff (79,600 projects), kitchen helps, apprentices and staff (73,800 projects), cooks (41,300 projects) and hotel staff (35,500 projects).

Retail jobs such as self-service employees (39,200 projects) and clothing sales staff (31,700 projects) are also ranked among the top 15 most sought-after jobs.

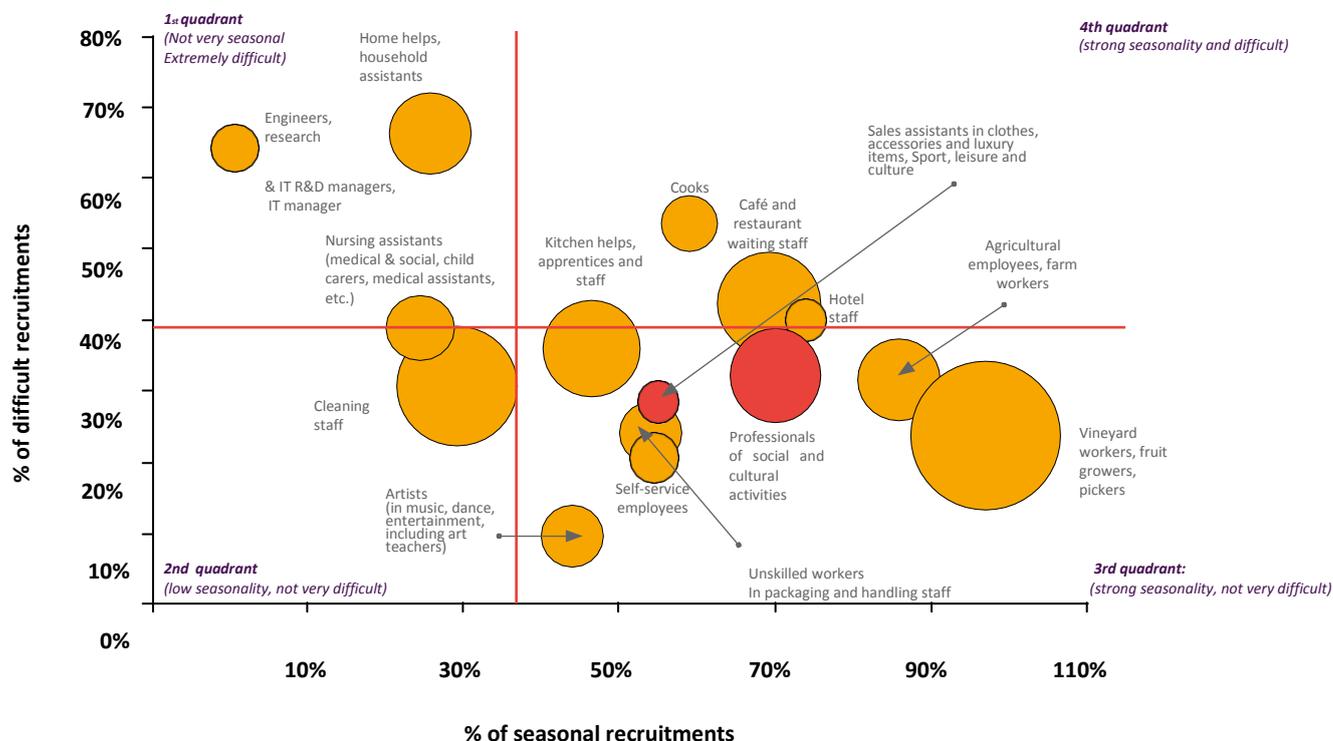
Jobs involving the care of fragile persons embodied by nursing assistants (50,700 projects) and home and household helps (59,900 projects), reveal hiring difficulties expected to be higher than average (respectively 38.9% and 70.0%).

Artistic and sociocultural coordination sectors also represent many hiring intentions with a strong proportion of seasonal jobs and a recruitment difficulty rate that is below average [see Graph 7, 3<sup>rd</sup> quadrant].

IT research and development engineers and managers are the most qualified profiles sought. For these occupations, the proportion of recruitments deemed difficult (62.8%) is well above average.

Graph 7

**POSITIONING OF THE 15 MOST SOUGHT-AFTER JOBS IN 2017 ACCORDING TO DIFFICULTIES IN FINDING PROFILES TO FILL THEM AND THEIR SEASONALITY.**



Source: Labour Needs Survey 2016, Pôle emploi - CREDOC Reading note: each bubble size is proportional to the number of recruitment projects. Jobs with a growing number of projects compared to 2016, are in yellow, and reductions in the number of projects are shown in red.

This representation highlights four sets [see Graph 7]:

- **1st quadrant:** Profiles for which hiring difficulties are high and recruitment projects not closely related to the season. These are personal service jobs (home helps and household assistants), nursing assistants and engineers and IT managers. Labour needs are rising for this set (with home helps and household assistants and nursing assistants strongly increasing and engineers and IT managers rising more moderately).
- **2nd quadrant:** The sectors in which it is relatively difficult to recruit and whose share of seasonal projects is lower than the national average. These include cleaning staff for whom the number of projects is rising.
- **3rd quadrant:** Activities for which employers expect few difficulties and have a high proportion of seasonal projects for very varied 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 artists.
- **4th quadrant:** Catering professions (waiters, cooks and hotel staff) are characterised by strong difficulties and a large proportion of seasonal projects. The number of projects expressed for these jobs, as in 2016, are tending to increase.

**Table 1**  
**THE 15 MOST SOUGHT AFTER CATEGORIES IN 2017**

Activity	All hiring projects	% of difficult projects	% of seasonal projects
Vineyard workers, fruit growers, pickers	111,800	23.8%	97.1%
Cleaning staff	85,700	30.4%	29.7%
Café and restaurant waiting staff	79,600	42.4%	69.2%
Kitchen helps, apprentices and staff	73,800	36.0%	46.5%
Professionals of social and cultural activities (coordinators and directors)	71,400	32.4%	70.1%
Agricultural employees, farm workers	63,800	31.5%	86.1%
Home helps and household assistants	59,900	70.0%	24.9%
Nursing assistants	50,700	38.9%	24.6%
Unskilled workers in packaging and handling	47,600	24.2%	54.1%
Artists (music, dance, entertainment, incl. art teachers)	42,300	9.8%	44.3%
Cooks	41,300	53.5%	59.2%
Self-service employees	39,200	21.1%	54.3%
Hotel staff	35,500	40.1%	73.4%
Engineers, research & IT R&D managers, IT managers	33,400	62.8%	0.7%
Sales assistants in clothes, accessories and luxury items, sport, leisure and culture	31,700	27.1%	54.8%

Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

A large proportion of the most sought-after occupations showing the highest increases in the number of hiring projects compared to the previous year [see Table 1a]. This is the case of vineyard workers, fruit growers and pickers, maintenance staff, café and restaurant waiting staff, kitchen helps, apprentices and staff, home helps, household assistants, nursing assistants and cooks. Other professionals also benefit from an increase in the number of hiring intentions such as road drivers, various sales staff (furniture, food products) and sales representatives.

**Table 1a**  
**15 JOBS WITH THE MOST SIGNIFICANT INCREASES IN THE NUMBER OF RECRUITMENT PROJECTS (2017/2016)**

Activity	Variation in the number of recruitment projects over five years	Variation in the number of recruitment projects (2017/2016)	Number of recruitment projects for 2017
Vineyard workers, fruit growers, pickers	24,700	7,300	111,800
Home helps and household assistants	6,900	6,500	59,900
Café and restaurant waiting staff	15,900	5,200	79,600
Road and long-haul truck drivers	8,600	4,400	19,300
Nursing assistants	10,300	4,400	50,700
Domestic and household workers	4,100	4,000	26,200
Cooks	11,100	3,700	41,300
Maintenance staff	15,600	3,700	85,700
Kitchen helps, apprentices and staff	7,500	3,100	73,800
Office secretaries and similar (incl. medical secretaries)	4,200	2,700	30,100
Sales representatives (company sales technicians)	100	2,600	28,800
Furniture, household equipment, DIY sales staff	3,900	2,600	9,200
Builders, plasterers, tilers (skilled workers)	-1,100	2,300	11,600
Skilled public works, concrete and mining workers	2,000	2,200	7,200
Sales assistants of food products	7,100	2,200	21,900
All hiring projects	367,800	149,200	1,976,500

Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

Reading note for 2017, there are 41,300 recruitment projects for cooks, i.e. 3,700 more than in 2016.

## The increase in the number of non-seasonal projects is accelerating

Hiring intentions for non-seasonal projects increased by 10.6% compared to 2016. In all, employers anticipate 1,200,000 non-seasonal projects i.e. 60.8% of all projects (as opposed to 59.4% last year).

The fifteen sectors showing the most non-seasonal projects represent more than a third (36%) of all non-seasonal labour needs for 2017 [see Table 2].

These sectors include low-skilled jobs (cleaning staff, home helpers and household assistants, kitchen helps, apprentices and staff and short-haul delivery drivers) and qualified jobs or those including an intellectual aspect (IT engineers, sales representatives, artists, socio-cultural coordination professionals).

Cleaning staff is the profession for which the number of non-seasonal recruitment projects is the highest in 2017 (60,200 projects), up 4.2% compared to 2016.

Table 2

### LIST OF 15 SECTORS FOR WHICH THE NUMBER OF NON-SEASONAL RECRUITMENT PROJECTS IS HIGHEST IN 2017

Activity	Number of non-seasonal recruitment projects in 2017	Evolution in the number of non-seasonal recruitment projects (2017/2016)	Evolution as a % in the number of non-seasonal recruitment projects (2017/2016)	Proportion of non-seasonal recruitment projects in 2017	Total number of recruitment projects in 2017
Cleaning staff	60,200	2,400	4.2%	70.3%	85,700
Home helps and household assistants	45,000	3,900	9.4%	75.1%	59,900
Kitchen helps, apprentices and staff	39,500	1,900	5.1%	53.5%	73,800
Nursing assistants	38,200	3,300	9.4%	75.4%	50,700
Engineers, research & IT R&D managers, IT managers	33,200	2,200	7.0%	99.3%	33,400
Sales representatives (company sales technicians)	27,700	2,600	10.5%	96.1%	28,800
Office secretaries and similar (incl. medical secretaries)	26,500	2,600	11.0%	87.8%	30,100
Café and restaurant waiting staff	24,500	3,400	16.1%	30.8%	79,600
Artists (music, dance, entertainment, incl. art teachers)	23,600	-200	-0.9%	55.7%	42,300
Unskilled workers in packaging and handling	21,900	300	1.3%	45.9%	47,600
Professionals of social and cultural activities (coordinators and directors)	21,300	-3,400	-13.7%	29.9%	71,400
Various civil servants (data input, HR assistantship, surveys, etc.)	20,100	2,000	11.3%	76.6%	26,300
Domestic and household workers	19,500	3,900	24.8%	74.7%	26,200
Self-service employees	17,900	-700	-3.9%	45.7%	39,200
Short-haul drivers and delivery staff	17,800	1,300	8.1%	76.8%	23,200
All hiring projects	1,200,700	115,300	10.6%	60.8%	1,976,500

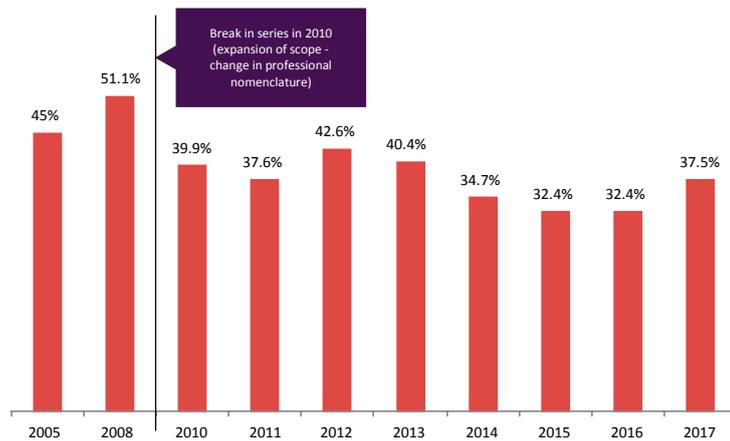
Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

## Employers expect to encounter more hiring problems

The increase in hiring intentions is accompanied by an increase in expectations of recruitment difficulties: 37.5% of projects are affected in 2017 as opposed to 32.4% in 2016, i.e. 5.1 additional points [see Graph 8]. The difficulties are greater in the smallest structures. It affects almost 42.9% of establishments' projects employing 1 to 4 people and 44.6% of establishments employing 5 to 9 people.

Graph 8

### EVOLUTION OF THE PROPORTION OF DIFFICULT RECRUITMENT PROJECTS



Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

## Difficulties are focused on skilled workers' and home and household helps' jobs

In several skilled worker and technician jobs, the proportion of anticipated hiring difficulties is largely higher than the national average [see Table 3]. In particular, there is the vehicle body builder profession for which the percentage of hiring projects deemed difficult is the highest in 2017 (77.4%), up 16.6 points on 2016.

Several construction professions are encountering high levels of difficulty: qualified roofers and zinc roofers (74.1%), plumbers and heating engineers (60.6%), carpenters and skilled fitting and insulation workers, linked to the strong increase in the number of projects in this sector.

Moreover, several qualified industrial jobs also show high levels of hiring difficulty: Boilermakers, sheet metal workers, metal removal workers, electricity or electronics technicians, qualified mechanical maintenance workers.

Finally, some jobs related to healthcare or the assistance of fragile people are also in this list: doctors, other paramedical professions, home helps.

Like the previous year, the proportion of recruitments deemed difficult is high for engineers and research and IT R&D managers (62.8%), but remains at the same level as the average in the five previous years.

Table 3

**LIST OF 15 SECTORS FOR WHICH THE PROPORTION OF RECRUITMENT PROJECTS DEEMED DIFFICULT IS HIGHEST IN 2017**

Activity	Total number of recruitment projects for 2017	Evolution of the proportion of difficult recruitment projects (2017/2016)	Average proportion of difficult projects (2013-2016)	Number of difficult recruitment projects in 2017	Proportion of the proportion of difficult recruitment projects for 2017
Vehicle body builders	2,400	16.6	62.5%	1,900	77.4%
Roofers, qualified zinc roofers	4,100	6.9	69.0%	3,000	74.1%
Vehicle mechanics and electronics engineers	7,100	14.9	59.9%	5,000	70.1%
Home helps and household assistants	59,900	9.5	62.7%	42,000	70.0%
Boilermakers, sheet metal workers, fitters, locksmiths, metalworkers, skilled blacksmiths	3,900	5.9	69.6%	2,700	68.5%
Doctors	5,200	-2.5	69.9%	3,600	68.1%
Butchers	3,900	3.0	61.3%	2,600	65.2%
Other paramedical professionals	5,900	-2.7	65.2%	3,800	64.5%
Qualified workers working by removal of metal	4,100	-6.3	67.6%	2,600	63.2%
Engineers, research & IT R&D managers, IT managers	33,400	1.0	62.8%	21,000	62.8%
Plumbers, heating engineers (qualified workers)	6,600	6.4	57.5%	4,000	60.6%
Electricity and electronics technicians	2,600	8.0	44.2%	1,600	60.6%
Carpenters and skilled fitting and insulation workers	6,900	7.7	57.0%	4,200	60.5%
Representatives working with private customers (incl. non-executive real estate reps)	6,900	-3.3	63.2%	4,200	60.3%
Qualified mechanical maintenance workers	8,400	8.9	55.5%	5,000	60.0%
Total projects	1,976,500	5.1	35.0%	740,900	37.5%

Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

NOTE: only those categories for which at least 2000 recruitment projects are envisaged are retained.

## According to employers, recruitment difficulties are more often related to applications and work conditions

Most employers expect difficulties linked to applications, either through inappropriate profiles in 81.3% (as opposed to 81.9% in 2016) by lack of experience, qualifications or motivation, or through fear of a shortage of applicants for 80.2% of recruiters [see Graph 9]. Over the years, this last reason has affected an increasing share of recruiters (two-thirds mentioned in 2013).

Half of employers (52.5% in 2017 as opposed to 53.9% in 2016) also expect that work conditions related to the type of position proposed (hardship of work, staggered working hours, lack of attractiveness of wages, etc.) may be a hindrance to hiring.

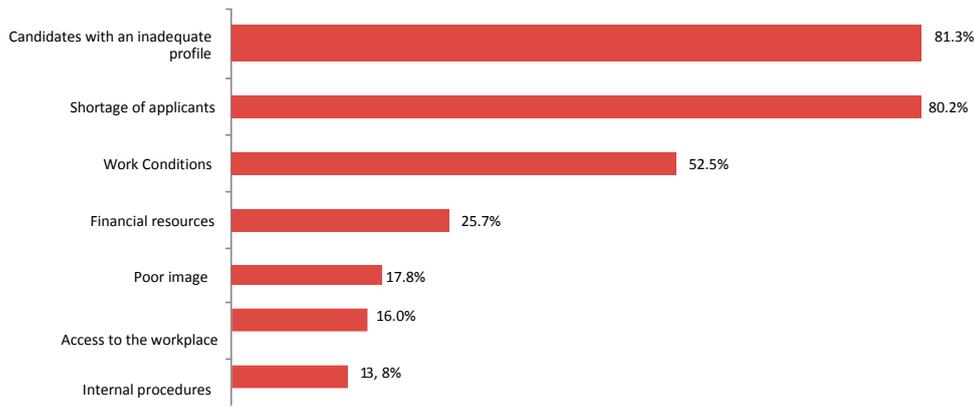
Other kinds of difficulties are mentioned but less frequently. A quarter of establishments declare that their financial resources could impede their recruitments, 17.9% believe that the poor image of the branch or sector sought may be to their disadvantage, like the difficulty of accessing the workplace for 16.0% of establishments. Finally, sometimes complex internal recruitment processes are put forward by 13.8% of employers.

The type of difficulties differs from one sector to another or according to the size of the establishment. Construction and industrial establishments frequently mention the shortage of applicants (nine out of ten as opposed to three out of four in the retail sector), whereas a poor image is often cited by agricultural establishments (39.2% against 14.0% of business service establishments, i.e. a 25-point difference), as well as work conditions (67.0% of establishments affected as opposed to 47.9% in construction).

Small establishments are more constrained by their financial resources (30.2% of establishments with fewer than 10 employees state they are affected as opposed to 15.5% of establishments with 10 to 49 employees). They also more frequently mention difficulties linked to internal procedures (16.3% of establishments with fewer than 10 employees as opposed to 6.4% of establishments with 50 to 99 employees), which is explained by the fact that these employers rarely have dedicated recruitment departments and do not have enough time to spend on the latter.

Graph 9

#### NATURE OF EXPECTED RECRUITMENT DIFFICULTIES



Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

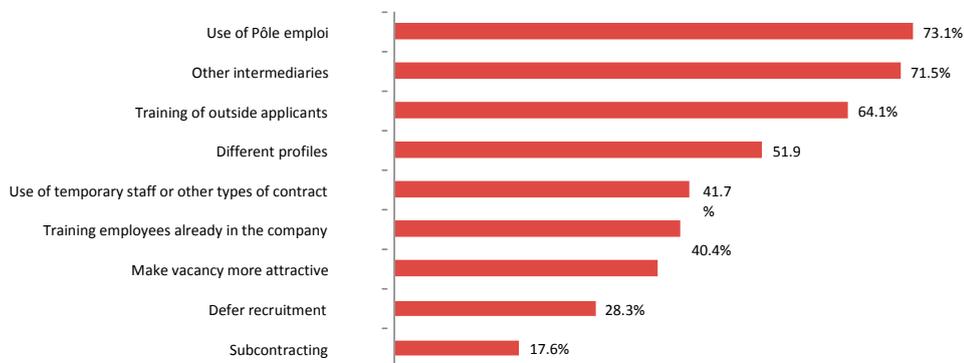
## Training and the use of labour market intermediaries to solve recruitment difficulties

To deal with recruitment difficulties, two out of three establishments (64.1% against 62.0% in 2016) envisage training outside applicants and four out of ten establishments state they are prepared to train employees already present in the company [see Graph 10]. In all, training, whether of outside applicants or employees already in the company, appears to be the solution most envisaged by establishments (75.4% of them) to remedy recruitment difficulties.

A large share of establishments intends to call on specialised intermediaries to accompany them in their recruitments: more than seven out of ten contact Pôle emploi or another labour market intermediary.

Graph 10

#### TYPE OF SOLUTIONS ENVISAGED TO SOLVE RECRUITMENT DIFFICULTIES



Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

However, there are differences depending on the establishment.

In the construction sector, establishments consider training less often (68.2% of establishments in this sector as opposed to 78.7% of industrial establishments for example) but more often plan to resort to subcontracting (37.7% of establishments as opposed to 17.6% of establishments in general), or, as in industry, plan to defer recruitment (37.9% of construction companies and 35.9% of industrial companies as opposed to 28.3% of all sectors).

Personal service establishments prefer to contact Pôle emploi to help them (80.4% of them) and will make very little use of subcontracting (9.4% of them).

Making the job vacancy more attractive in terms of work conditions (flexible working hours, higher salary or offering various benefits) is more easily envisaged by construction companies (44.2%) than by industrial companies (26.1%).

Agricultural establishments are more likely to put their trust in different applicant profiles (65.4% as opposed to 47.9% of retail companies) and will less often resort to labour market intermediaries to solve their difficulties (68.1% intend to call on Pôle emploi and 59.2% on other intermediaries).

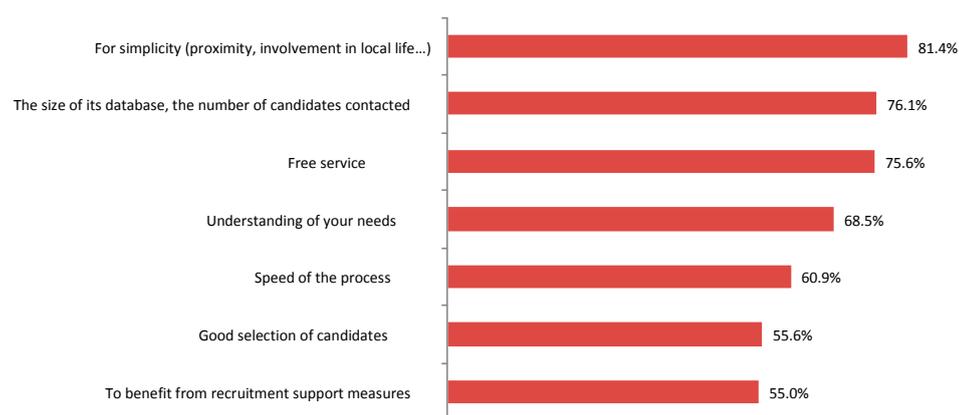
## The simplicity of procedures and free services are highlighted by establishments considering using Pôle emploi

Among establishments that are planning to recruit, 22% exclusively rely on Pôle emploi from the outset and 29% envisage to use its services in association with other modes of recruitment. The use of Pôle emploi is scheduled in a second phase by 14% 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, organisations using the services of Pole emploi highlight the simplicity of procedures and the accessibility of its services [cf. Graph 11]. The size of its database (i.e. the number of applicants that may potentially be contacted) and its free services remain advantages mentioned by more than three quarters or establishments using Pôle emploi. The good understanding of their needs (for 68.5% of them) is also mentioned as is the rapidity of procedures (mentioned in six out of ten cases).

Graph 11

### REASONS FOR USING PÔLE EMPLOI BY ESTABLISHMENTS



Source: Complementary Labour Needs Survey 2017, Pôle emploi and CRÉDOC

Among the establishments not wishing to benefit from the services of Pôle emploi, two thirds (66.3% of them) do not need them as they declare that they already have an applicant in view or recruit mainly on the basis of unsolicited applications

## Boxed item. Recruitment difficulties encountered in 2016

Almost 29% of establishments having sought to recruit in 2016 declare that they effectively encountered difficulties in the process. Moreover, 15% state that they struggled to keep their staff and this proportion doubles almost (27%) among those that encountered hiring difficulties, proof that the two phenomena are partially correlated. Accommodation-catering, retail and motor repairs, personal services (hairdressing, body care, etc.) and IT activities more often state the dual difficulty of recruiting and keeping staff. Industry, real estate and health and social action activities more frequently state that they struggle to recruit whereas the agriculture sector mentions the difficulty of keeping its staff. Within the scope of identical sectors and establishment sizes, keeping staff is more difficult in dynamic urban employment areas.

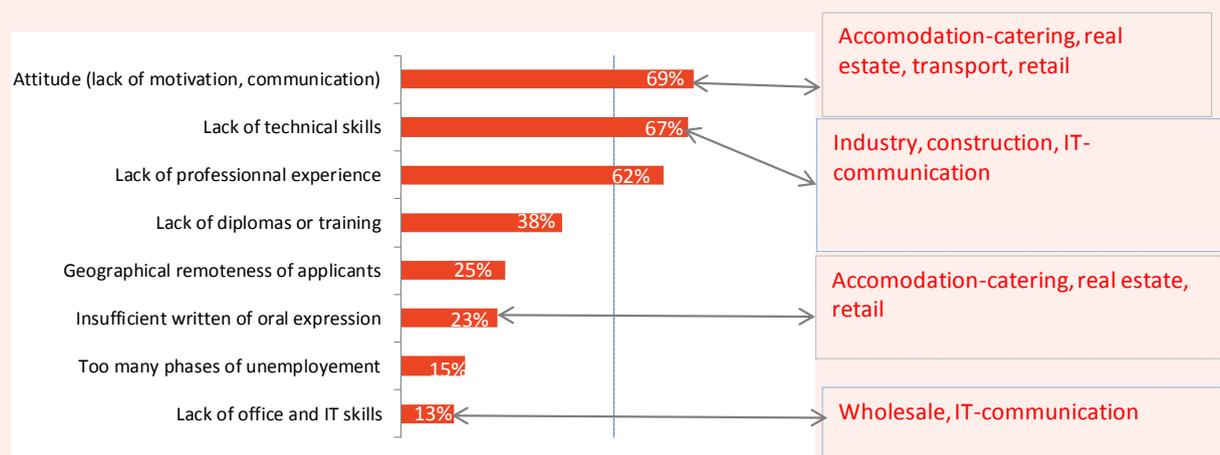
Recruitment difficulties in 2016 are firstly attributed to the shortage or inappropriate profiles of applicants (a little less than 78% of establishments). Then come the type of position in view of working hours or conditions (48% of establishments), the fact that recruitment was urgent (37%), the lack of financial resources (14%), difficulties to access the workplace (13%), the large number of recruitments to be done (13%), poor image (12%) or a difficulty related to internal recruitment procedures (9%).

Access to the workplace (transport problem) tends to be more mentioned by the healthcare and social action sectors, agriculture, retail and accommodation-catering, undoubtedly owing to their location or existence of staggered hours. Within the scope of identical sectors and establishment sizes, this is more often mentioned in rural employment areas.

There are many reasons for which applicants' profiles are considered as inadequate. The attitude (lack of motivation, communication problem) is mentioned by 69% of establishments and a lack of technical skills - excluding IT - is expressed in 67% of cases [see Graph 12]. Insufficient written or oral expression are mentioned by 23% of establishments and the lack of office and IT skills and by 13% of recruiters.

Graph 12

### RECRUITMENT DIFFICULTIES AND INADEQUATE APPLICANT PROFILES REASONS PUT FORWARD BY EMPLOYERS



Source: Complementary Labour Needs Survey 2017, Pôle emploi and Crédoc Those establishments reporting recruitment difficulties mention sectors that most frequently lack a specific skill.

The lack of technical skills is most often mentioned by the construction, industry (excluding the food-processing industries) and IT-communication sectors whereas problems of attitude are often put forward by sectors in contact with the public: accommodation-catering, real estate, transport and warehousing and retail. The same sectors, except for transport, evoke applicants' difficulties in written or oral expression. The lack of office or IT skills is most often cited by the IT, communication and wholesale sectors.

Generally speaking, the lack of professional experience is put forward in 62% of cases, in particular in construction, retail and motor repairs. This criterion is cited much more often than a lack of diplomas or training (38% of establishments).

Geographical remoteness of applicants is cited by a quarter of establishments, in priority in agriculture and accommodation and catering. For a given sector, this reason is more often mentioned in the Greater Paris area, excluding the Paris employment area. Finally, 15% of establishments mention the fact that applicants had accumulated several phases of unemployment.

Almost half of employers (45%) declare having reduced their demands regarding the profile of applicants sought, namely in accommodation and catering. The search for different profiles is more often cited by industry. Making the job vacancy more attractive has been chosen by 29% of establishments, in particular establishments with more than 100 employees (45% are affected).

Among establishments having tried to recruit in 2016, 12.4% declare that they gave up on a proportion of their recruitments that year and 5.9% mention having given up recruiting altogether. This more frequently involves the construction and information and communication sectors.

## Labour needs by region

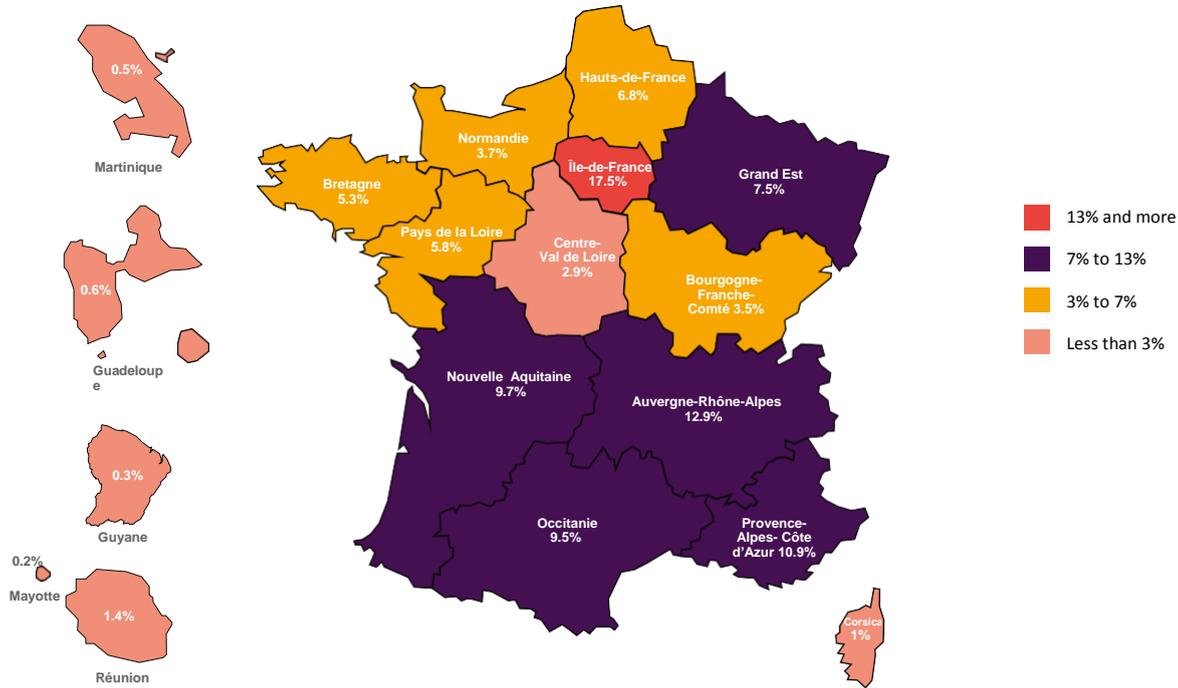
The regions [see Map 1] with the most recruitment projects are also densely populated regions with large urban centres like Ile-de-France (17.5% of the territory's recruitment projects), Auvergne- Rhône- Alpes (12.9%) or PACA (10.9%).

The DOMs (French overseas departments) and Corsica, highly agricultural or tourist regions, not strongly urbanised, comprise few recruitment projects (3.0% for DOMs and 1.0% for Corsica).

To a lesser extent, the central regions of France which are also very agricultural and have a sparse entrepreneurial network such as Normandie (3.7%), Centre-Val de Loire (2.9%) or Bourgogne and Franche-Comté (3.5%) and have a small number of recruitment projects.

Map 1

**BREAKDOWN OF RECRUITMENT PROJECTS BY REGION (AS %)**

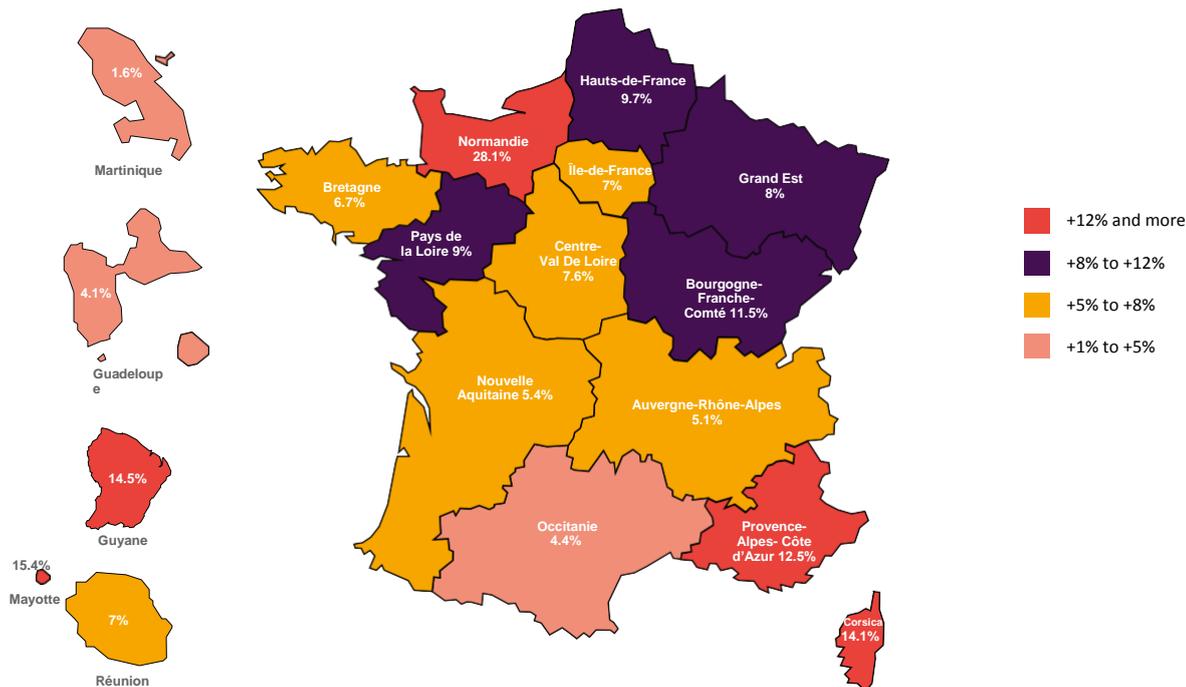


Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

All the regions expect an increase in their labour needs in 2017 [see Map 2]. Normandie (+28.1%), Mayotte (+15.4%), Guyane (14.5%) and PACA (12.5%) show the highest increases. Martinique is experiencing the lowest growth (+1.6%), followed by Guadeloupe (+4.1%) and by Occitanie (+4.4%).

Map 2

**INCREASE IN THE NUMBER OF RECRUITMENT PROJECTS BY REGION (AS %)**



Source: Labour Needs Survey 2017, Pôle emploi - CRÉDOC

## Sources and methods:

The "Labour Needs" Survey (Labour Needs) is an initiative carried out by Pôle emploi, with all regional directions and the assistance of the CREDOC. The BMO survey is above all a decision-making tool for Pôle emploi. It is used to better know establishments' recruiting intentions and thus adapt financing for training preparing for in-demand professions.

The BMO survey - 2017 - was conducted between October and December 2016 in the 13 regions of metropolitan France and 5 overseas departments (Guadeloupe, Martinique, French Guiana, Réunion, 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 employee 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.

1.6 million of the 2.3 million of 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, nearly 436,200 responses were collected and exploited throughout 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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