METHODOLOGY:

2018 Trade Labor Shortage Survey:
The 2018 Trade Labor Shortage Survey was developed by HomeAdvisor’s internal research team. The survey was conducted from April 9-September 4 among over 800 professionals in the HomeAdvisor and Angie’s List networks.
Skilled workers PLANNED to hire in 2017

Skilled workers hired in 2017

Skilled workers PLANNED to hire in the NEXT YEAR

Q: How many SKILLED WORKERS did you plan to hire at the beginning of the previous year?

Q: How many SKILLED WORKERS did you hire in the previous year?

Q: How many SKILLED WORKERS do you plan to hire in the next year?
I could not find skilled workers to fill open positions

I could not find time to search for new skilled workers

I could not compete with the wages of competitors recruiting new skilled workers

The prospective skilled workers I found did not seem suitable

My business wasn’t strong enough to support hiring additional staff

Other, please specify.

Q: Which of the following describes the reason you hired fewer skilled laborers than planned? Please select all that apply.
Workforce – Subcontractors

Q: How often do you hire subcontractors?

- **Never**: 25%
- **Rarely**: 27%
- **Sometimes**: 27%
- **Often**: 15%
- **Always**: 6%
Workforce – Subcontractors

Q: How many SUBCONTRACTORS did you plan to hire at the beginning of 2017?
Q: How many SUBCONTRACTORS did you hire in 2017?
Q: How many SUBCONTRACTORS do you plan to hire in the next year?
I could not find subcontractors to fill open positions

I could not find time to search for new subcontractors

I could not compete with the wages of competitors recruiting new subcontractors

The prospective subcontractors I found did not seem suitable

My business wasn’t strong enough to support hiring additional staff

Other, please specify.

Q: Which of the following describes the reason you hired fewer subcontractors than planned? Please select all that apply.
Q: How often do you see the following groups of people joining the skilled trades industry?

- **Workers 30 years old or younger**
- **Recent high school graduates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Workers 30 years old or younger</th>
<th>Recent high school graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>4%</td>
<td>21%</td>
</tr>
<tr>
<td>Not often</td>
<td>35%</td>
<td>48%</td>
</tr>
<tr>
<td>Somewhat often</td>
<td>41%</td>
<td>23%</td>
</tr>
<tr>
<td>Very often</td>
<td>20%</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Workforce**
Q: What category below best represents the most common age group of candidates applying to open positions for the skilled trades?
Trade Labor Shortage

Q: How understaffed do you feel with your current number of skilled workers?

- Not at all understaffed: 15%
- Not very understaffed: 10%
- Neutral: 25%
- Somewhat understaffed: 36%
- Extremely understaffed: 15%
Q: How do you recruit new skilled laborers for your business? Please select all that apply.

- High school fairs: 3%
- Military associations: 5%
- Job fairs: 4%
- Word of mouth: 74%
- Trade associations: 13%
- Classified ads: 13%
- Flyers: 7%
- Craigslist: 35%
- Other online job posting sites (e.g., Indeed, ZipRecruiter): 39%
- Other, please specify: 12%
Q: When hiring new skilled workers, what is the minimum experience necessary?

- No experience necessary: 22%
- 1 year: 26%
- 2 – 3 years: 32%
- 4 – 5 years: 9%
- 5+ years: 10%
Q: How difficult is it to find candidates with [PREVIOUS ANSWER] years of experience?

- Not at all difficult: 6%
- Not very difficult: 18%
- Somewhat difficult: 49%
- Extremely difficult: 26%
Q: How difficult is it to find candidates with no experience?

- Not at all difficult: 35%
- Not very difficult: 28%
- Somewhat difficult: 28%
- Extremely difficult: 10%
Q: How important are the following when hiring? (actual question not on data sheet)
Q: Please rank the following attributes from most important to least important when considering whether to hire a skilled worker.

1 (Most Important) 2 3 4 5 6 7 8 9 10 11 12 (Least Important)

- No Criminal History
- Driver’s License
- Physical Ability and Endurance
- Strong Recommendation from a Trusted Source
- Strong Work Ethic
- Experience in the Trade
- Speaks English Fluently
- Positive Attitude
- Owns a Car
- Desire to Learn Your Trade
- Physical Ability and Endurance
- Positive Experience Working with in the Past
- Great Reputation as a Worker
Q: How are you trying to attract skilled laborers to work for your business? Please select all that apply.
Q: What is the average hourly salary for an entry level worker in your trade?
Q: Which of the following, if any, would you be willing to do to help increase the availability of skilled laborers in your trade?

- 23% Teach a class once a week
- 10% Donate money to create training programs
- 45% Work with local high schools to create apprenticeship programs
- 36% Speak at local high schools about becoming a tradesperson
- 45% Participate in career days at local high schools or trade schools
- 2% Other, please specify
- 30% None of the above
Trade Labor Shortage

I struggle to attract skilled laborers even though I offer above-average wages

Disagree: 18%
Neutral: 28%
Agree: 54%

Lack of available workforce is stunting my business’ growth

Disagree: 19%
Neutral: 27%
Agree: 54%
Trade Labor Shortage

If I could find more quality skilled laborers I could grow my business

Disagree Neutral Agree
10% 20% 70%

I don’t know where to find good skilled laborers

Disagree Neutral Agree
26% 27% 47%
Trade Labor Shortage

The labor shortage is getting worse as demand for skilled laborers is getting stronger

- Disagree: 11%
- Neutral: 21%
- Agree: 69%

The labor shortage is increasing my business costs

- Disagree: 18%
- Neutral: 31%
- Agree: 51%
Trade Labor Shortage

There is a lack of respect for blue-collar work in America

- Disagree: 14%
- Neutral: 25%
- Agree: 61%

How would increasing the number of female trade workers impact the labor shortage?

- Little to no effect: 20%
- Neutral: 35%
- Moderate to major effect: 45%
### Trade Labor Shortage

#### How would putting vocational programs back in high schools impact the labor shortage?

<table>
<thead>
<tr>
<th>Effect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Little to no effect</td>
<td>7%</td>
</tr>
<tr>
<td>Neutral</td>
<td>13%</td>
</tr>
<tr>
<td>Moderate to major effect</td>
<td>80%</td>
</tr>
</tbody>
</table>

#### How would regional partnerships to create sponsorship programs impact the labor shortage?

<table>
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<td>14%</td>
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<tr>
<td>Neutral</td>
<td>32%</td>
</tr>
<tr>
<td>Moderate to major effect</td>
<td>54%</td>
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</table>
Trade Labor Shortage

How would improved perception of blue collar work impact the labor shortage?

- Little to no effect: 10%
- Neutral: 26%
- Moderate to major effect: 63%

How would sponsored scholarships for trade school students impact the labor shortage?

- Little to no effect: 12%
- Neutral: 23%
- Moderate to major effect: 65%
Q: How is the labor shortage currently affecting your business?

- 51% reported they are considering operating the business solely by myself.
- 26% reported they are on the verge of being put out of business.
- 21% reported they have to turn down jobs.
- 21% reported decreasing their take-home pay.
- 36% reported it is currently having an adverse effect on their business.
- 5% reported other, please specify.
- 4% reported it is not currently having an adverse effect on their business.
Q: If the labor shortage continues to worsen, how do you think it will adversely affect your business in the next two years?

- 34% It will decrease my profits
- 24% It will decrease my take-home pay
- 54% I will have to turn down jobs
- 35% I will have to raise my prices
- 11% It will put me out of business
- 22% I will have to operate the business solely by myself
- 4% Other, please specify
- 19% None of the above, it will not adversely affect my business
Q: How likely are you to be working in the skilled trades industry next year?

- Not at all likely: 2%
- Not very likely: 3%
- Somewhat likely: 15%
- Extremely likely: 81%