Future of Work

Consumer Technology Association™

The Authorative Source for Consumer Technologies Market Research
research@CTA.tech | 703-907-7600

Executive Summary

The Consumer Technology Association (CTA)™ surveyed 314 tech industry leaders on current and future workforce issues. The results show that tech companies, both large and small, anticipate challenges in finding and retaining qualified people across the next five years. As a result, they are focusing on strategically recruiting and retaining more technically skilled candidates now. Surveyed companies also believe salary requirements — especially for technical positions — will be another potential challenge.

Job Skill Requirements

Most companies surveyed mention they "will need more employees with technical skills" (86%) and "will hire more employees" (70%) in the coming years—particularly larger organizations. Four out of five companies within the tech industry do not believe their full-time workforce will decrease over the next five years.

Technical Skills Wanted:
86% will need more employees with technical skills.

	Strongly Agree + Agree [% NET]
We will need more employees with technical skills.	86%
We will hire more employees.	70%
We will automate certain job functions to remain competitive.	55%
We will hire more part-time or contract workers.	48%
We will shift more work outside the U.S. if we can't hire the employees we need here.	32%
We will seek to hire more foreign born workers who have higher technical job skills.	26%
Our full-time workforce will be smaller.	18%

Q. What is your level of agreement with the below statements pertaining to future job skills requirements at your business within the next five years? (n=274)

Automated Job Functions

While approximately half (52%) say most or some job functions will be automated in the next five years, 17% of industry leaders say no job functions will be automated.
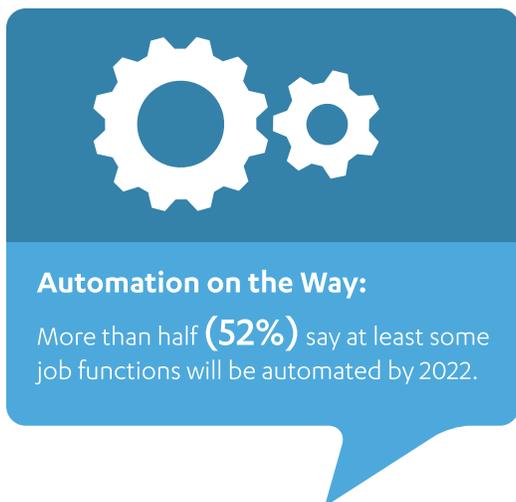
Automation on the Way:

More than half **(52%)** say at least some job functions will be automated by 2022.

	% of Respondents
SOME + MOST	**52%**
Most	7%
Some	44%
Very few	29%
No functions will be automated	17%
Don't know/Refused	*3%*

Q. How much will job functions at your business become automated in the next five years? (n=271)

Ease of Finding Skilled Candidates

A majority of industry leaders (71%) say it is difficult to find candidates with the right skills and abilities today, and only 9% believe it will become easier to fill positions with qualified candidates in the next five years.

Finding Mr./Ms. Right:
71% have difficulty finding properly-skilled candidates.

	% of Respondents
SOMEWHAT + DIFFICULT	**71%**
Difficult	34%
Somewhat difficult	37%
Neither easy nor difficult	14%
Somewhat easy	11%
Easy	1%
SOMEWHAT + EASY	**13%**
Don't know/Refused	*1%*

Q. Thinking about your current business requirements, finding candidates with the right skills and abilities today is: (n=270)

	% of Respondents
It will become easier	9%
Stay the same	43%
It will become more difficult	44%
Don't know/Refused	4%

Q. How do you expect finding qualified candidates to fill positions at your company will change in the next five years? (n=268)

Recruitment Efforts

Almost two-thirds (60%) of companies advertise on social media (e.g., LinkedIn) to help find qualified candidates.

Although slightly less than half of companies use these resources, 41% say they work with professional associations and 39% use online job banks to find candidates. Other companies rely on personal networks, word of mouth and technical recruiters.
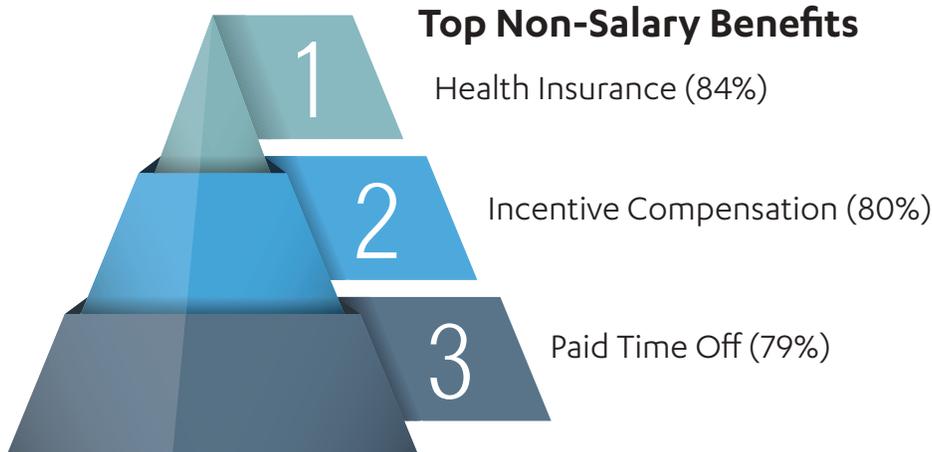

	% of Respondents
Advertising on social media (e.g., LinkedIn)	60%
Working with professional associations	41%
Using online job banks	39%
On-campus recruiting with universities and community colleges	29%
Hiring more veterans	21%
Hosting or participating in job fairs	20%
Working with vocational schools	16%
Working with labor unions	2%
Other	21%
Don't know/Refused	*7%*

Q. What hiring practices are you using to find qualified candidates? (Select ALL that apply) (n=261)

Non-Salary Benefit Importance

Traditional non-salary benefits such as health insurance (84%), incentive compensation (80%) and paid time off (79%) are the most important benefits in retaining employees in the next five years. And three out of four (74%) organizations say flexible work arrangements are also important. Overall, larger companies (those with 10 or more full-time workers) place higher importance on these benefits.

Top Non-Salary Benefits

1 Health Insurance (84%)

2 Incentive Compensation (80%)

3 Paid Time Off (79%)

	Very Important + Important [% NET]		
	Total Respondents	Small Companies	Large Companies
Health insurance (e.g., dental, vision)	84%	74%	94%
Incentive compensation (bonuses)	80%	76%	84%
Paid time off (PTO) (e.g., vacation time, sick leave)	79%	71%	89%
Flexible work arrangements (e.g., scheduling, working remotely)	74%	74%	73%
Retirement plans (e.g., 401k)	70%	59%	82%
Stock options	40%	40%	40%
Wellness programs (e.g., gym membership, weight management programs)	37%	37%	38%
Tuition reimbursement	36%	33%	40%
Transportation subsidies	21%	23%	18%
Charitable gift matching	14%	14%	15%

Q. How important will each of the following non-salary benefits be in retaining employees at your company in the next five years? (n=256)

Contracted and Part-Time Employees

Two-thirds of companies surveyed (64%) employ workers on a contract basis. More than half (56%) do not think they will replace full-time positions with part-time or contract positions within the next five years. However, approximately one in five (21%) believe this will depend on government policy.

Contracting:

56% *will not* replace full-time positions with part-time/contract workers in the next five years.

	% of Respondents
Yes	64%
No	35%
Don't know/Refused	1%

Q. Does the company you work for now employ workers on a contract basis? (n=256)

	% of Respondents
Yes	17%
No	56%
It depends on government policy	21%
Don't know/Refused	6%

Q. Do you think more of your company's full-time positions will be replaced with part-time or contract positions in the next five years? (n=256)

Training and Development Programs

Regardless of size, a majority of companies provide conference and event opportunities (62%) and internal training classes (61%) as their top training and development program offerings.

	% of Respondents
Conferences and events	62%
Internal training classes	61%
External training and certification programs	39%
Mentor programs	39%
Executive coaching	33%
Tuition reimbursement for higher education	19%
Working with vocational and trade schools	10%
Other	6%
Don't know/Refused	7%

Q. What types of training and professional development programs does your company currently offer to prepare new employees and retain experienced workers? (Select ALL that apply) (n=252)

Methodology

CTA's Future of Work study — conducted between March 9, 2017, and March 16, 2017 — aimed to gain knowledge about tech industry leaders' views on jobs and hiring issues for their respective companies. Of the survey respondents, 54% comprised smaller companies with less than 10 full-time workers employed in the U.S. and the other 46% included larger U.S. companies.

About Consumer Technology Association:

Consumer Technology Association (CTA)™ is the trade association representing the $292 billion U.S. consumer technology industry, which supports more than 15 million U.S. jobs. More than 2,200 companies — 80 percent are small businesses and startups; others are among the world's best known brands — enjoy the benefits of CTA membership including policy advocacy, market research, technical education, industry promotion, standards development and the fostering of business and strategic relationships. CTA also owns and produces CES® — the world's gathering place for all who thrive on the business of consumer technologies. Profits from CES are reinvested into CTA's industry services.

Any general questions should be directed to research@CTA.tech.