PHILADELPHIA METRO TECH HIRING SURVEY RESULTS
Fall 2021
EXECUTIVE SUMMARY
INSIGHTS

Hiring Tech Talent in 2022

- Almost all (94%) of respondents surveyed report their organization is planning to increase the number of tech hires in 2022 above 2021 levels, with most putting the increase at up to 20% above the 2021 levels; no one said they are planning to reduce the number of tech hires compared to 2021 levels
- Organizations are looking to hire applicants with Artificial Intelligence, Cloud, Cybersecurity and Blockchain expertise in 2022
- Respondents expect their organization will have difficulty hiring employees with Artificial Intelligence, Cybersecurity, Cloud and Quantum computing expertise in 2022
- Over three fourths (77%) say the inability to hire required talent over the next 12 months will negatively impact their business
- Respondents report they would use personal networking, in-house recruiters and employee referrals to recruit talent
- Almost all respondents report their organization has not worked with nonprofit coding schools or apprenticeship programs in order to meet hiring needs
- All respondents report their organization is not investing in alternative talent pipeline programs
Hiring Tech Talent in Philadelphia

- Almost all (98%) of respondents report they are confident or very confident their company will be able to secure tech skill needed from the talent pool in the Philadelphia region in 2022
- Chicago is the top city outside of Philadelphia where tech talent is recruited, followed by New York, Columbus, OH and Austin, TX
- Respondents feel the top cities Philadelphia is losing tech talent to are New York, Pittsburgh and Salt Lake City
- Respondents say diversity of people and diversity of industries currently attract tech talent to stay in or relocate to Philadelphia and almost half (44%) say a safe and healthy workspace would help attract tech talent to Philadelphia
- Almost all (98%) of respondents are confident or very confident that hiring within Philadelphia can help diversify their workforce compared to hiring from other cities
- Respondents report cloud, robotics and self-driving car technology skills are more plentiful in New York compared to Philadelphia, while Philadelphia is seen as having superior skills in the areas of augmented reality/virtual reality, blockchain and cybersecurity
EXECUTIVE SUMMARY
INSIGHTS

Reskilling the Workforce
• The majority of respondents (61%) expect to upskill current talent to meet their tech resource needs over the next year while over half (51%) expect to hire new talent to meet their tech capability needs
• Over two-thirds (69%) report new technology adoption typically triggers upskilling efforts in their company
• All respondents report their organization is upskilling tech employees either through technical apprenticeships, external courses at tech academies, or on-the-job training

Remote Work
• When asked about the employees at their company who have the opportunity to work remotely, almost two-thirds (64%) said that less than half of these employees do in fact work remotely, while another 28% said that almost no one works remotely
• When asked if a remote workforce is sustainable for the long-term, there was almost an even split, with 51% saying at least some of their remote workforce will remain permanently remote, while 49% said their remote workforce will return to the office as soon as possible
• All respondents said that they would consider hiring tech talent outside the Philadelphia region with employees being 100% remote for the duration of their employment
Almost all respondents surveyed report their organization is planning to increase the number of tech hires in 2022 above 2021 levels. Organizations are looking to hire applicants with Artificial Intelligence, cloud, cybersecurity and blockchain expertise and expect to have difficulty hiring employees with Artificial Intelligence, cybersecurity, cloud and quantum computing expertise. Over three-fourths believe that the inability to hire the required tech talent will negatively impact their business, however almost all report their organization has not worked with nonprofit coding schools or apprenticeship programs and all indicate their organization is not investing in alternative talent pipeline.

Almost all report they are confident or very confident their company will be able to secure tech skill needed from the talent pool in Philadelphia in 2022, respondents also indicate Philadelphia is losing tech talent to New York, Pittsburgh and Salt Lake City markets. Respondents report cloud, robotics and self-driving car technology skills are more plentiful in New York than in other cities, while Philadelphia is seen as having superior skills in the areas of augmented reality/virtual reality, blockchain and cybersecurity. Diversity of people and industries are seen as helping to attract tech talent to Philadelphia, and almost half say a safe and healthy workspace would help attract tech talent to the area.
A majority of respondents surveyed expect to upskill current talent to meet their tech capability needs this year and over half anticipate hiring new talent to meet those needs. Over two-thirds say new technology adoption typically triggers upskilling efforts in their company. All respondents report their organization is upskilling tech employees either through an external course at tech academies, technical apprenticeships or on-the-job training.

Of their employees who have the opportunity to work remotely, almost two-thirds say that less than half of them actually do work remotely. About half of those surveyed say at least some of their remote workforce will remain permanently remote, while the rest said their remote workforce with return to the office as soon as possible. All respondents said they would consider hiring tech talent outside of Philadelphia with those employees having the opportunity to remain 100% remote.
DEMOGRAPHICS
### Work in Philadelphia

<table>
<thead>
<tr>
<th>County</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Burlington County, New Jersey</td>
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</tr>
<tr>
<td>Camden County, New Jersey</td>
<td>6</td>
</tr>
<tr>
<td>Chester County, Pennsylvania</td>
<td>2</td>
</tr>
<tr>
<td>Delaware County, Pennsylvania</td>
<td>1</td>
</tr>
<tr>
<td>Philadelphia County, Pennsylvania</td>
<td>187</td>
</tr>
<tr>
<td>Salem County, New Jersey</td>
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</table>

### Revenue

<table>
<thead>
<tr>
<th>Range</th>
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</tr>
</thead>
<tbody>
<tr>
<td>$50 billion or more</td>
<td>0</td>
</tr>
<tr>
<td>$20 to $49.9 billion</td>
<td>5</td>
</tr>
<tr>
<td>$10 to $19.9 billion</td>
<td>37</td>
</tr>
<tr>
<td>$6 to $9.9 billion</td>
<td>84</td>
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<tr>
<td>$1 to $5.9 billion</td>
<td>68</td>
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<tr>
<td>$500 to $999 million</td>
<td>6</td>
</tr>
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### Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>n=200</th>
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</thead>
<tbody>
<tr>
<td>Banking</td>
<td>18</td>
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<tr>
<td>Capital Markets</td>
<td>12</td>
</tr>
<tr>
<td>Educational Services/University</td>
<td>2</td>
</tr>
<tr>
<td>Foundation/Non-Profit</td>
<td>0</td>
</tr>
<tr>
<td>Healthcare Payer</td>
<td>7</td>
</tr>
<tr>
<td>Healthcare Provider</td>
<td>10</td>
</tr>
<tr>
<td>Insurance</td>
<td>18</td>
</tr>
<tr>
<td>Advertising/PR/Entertainment</td>
<td>2</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>20</td>
</tr>
<tr>
<td>Retail/Fashion</td>
<td>16</td>
</tr>
<tr>
<td>Technology/High Tech</td>
<td>5</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>13</td>
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<tr>
<td>Chemicals</td>
<td>20</td>
</tr>
<tr>
<td>Architectural/Engineering/Related services</td>
<td>1</td>
</tr>
<tr>
<td>Legal Services</td>
<td>1</td>
</tr>
<tr>
<td>Accounting/Tax preparation/Bookkeeping/Payroll Services</td>
<td>2</td>
</tr>
<tr>
<td>Specialized Design Services</td>
<td>10</td>
</tr>
<tr>
<td>Computer Systems Design &amp; Related Services</td>
<td>9</td>
</tr>
<tr>
<td>Management, Scientific &amp; Technical Consulting Services</td>
<td>18</td>
</tr>
<tr>
<td>Scientific Research &amp; Development Services</td>
<td>16</td>
</tr>
</tbody>
</table>

### Philadelphia Employees

<table>
<thead>
<tr>
<th>Range</th>
<th>n=200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 50</td>
<td>0</td>
</tr>
<tr>
<td>50-100</td>
<td>5</td>
</tr>
<tr>
<td>101-500</td>
<td>14</td>
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<tr>
<td>501-1,000</td>
<td>8</td>
</tr>
<tr>
<td>1,001-5,000</td>
<td>98</td>
</tr>
<tr>
<td>5,001-10,000</td>
<td>55</td>
</tr>
<tr>
<td>More than 10,000</td>
<td>20</td>
</tr>
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### Philadelphia Tech Employees

<table>
<thead>
<tr>
<th>Range</th>
<th>n=200</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-50</td>
<td>58</td>
</tr>
<tr>
<td>51-100</td>
<td>128</td>
</tr>
<tr>
<td>More than 100</td>
<td>14</td>
</tr>
</tbody>
</table>
RESULTS
82% of respondents report their organization is planning to increase their number of tech hires in 2022 by up to 20% above 2021.

Is your company planning to increase, maintain, or decrease the number of tech hires in 2022 compared to 2021?

- Increase number of tech hires in 2022 by more than 50% above 2021: 1%
- Increase number of tech hires in 2022 by 21-50% above 2021: 12%
- Increase number of tech hires in 2022 by up to 20% above 2021: 82%
- Maintain same number of tech hires in 2022 as 2021: 7%
- Reduce number of tech hires in 2022 compared to 2021: 1%

Don't know: 12%

Q1

Base = Total sample; n=200
Almost all respondents report they are confident or very confident their company will be able to secure tech skill needed from the talent pool in Philadelphia in 2022.

How confident are you that your company will be able to secure the tech talent needed in 2022 from the talent pool in the Philadelphia region?

- 41% Very confident
- 58% Confident
- 2% Somewhat confident
- 1% Not confident
- 1% Uncertain

Base = Total sample; n=200
About two-thirds of respondents say their organization is looking to hire employees with Artificial Intelligence expertise in 2022.

In 2022, is your company's priority to hire tech workers with the following expertise?

*Multiple responses*

- Artificial Intelligence (including machine learning): 67%
- Cloud: 61%
- Cybersecurity: 54%
- Blockchain: 52%
- Quantum computing: 43%
- Product engineering: 22%
- Robotics: 22%
- Mobile: 17%
- Web engineering: 17%
- Augmented Reality/Virtual Reality: 15%
- Self-driving car technology: 13%
- UI/UX: 4%
- Other

Not applicable, we do not have a priority to hire tech workers with specific expertise

Q3

Base = Total sample; n=200
A third of respondents believe their organization will have difficulty hiring employees with **Artificial Intelligence** expertise in 2022

For which areas of expertise that you selected in the prior question do you expect to have difficulty hiring in 2022?

*Multiple responses*

- **Artificial Intelligence (including machine learning)**: 33%
- **Cybersecurity**: 25%
- **Cloud**: 23%
- **Quantum computing**: 22%
- **Robotics**: 15%
- **Blockchain**: 15%
- **Product engineering**: 10%
- **Web engineering**: 9%
- **Mobile**: 8%
- **Augmented Reality/Virtual Reality**: 6%
- **Self-driving car technology**: 6%
- **UI/UX**: 2%
- **Other specified in q13_13**: 2%
- **We do not expect to have any difficulties**: 27%

**Q4**

Base = Has priority to hire tech workers; n=200
Over a third report cybersecurity skills are more plentiful in the Philadelphia region compared to other metros.

To the best of your knowledge, where are the skills more plentiful for each of the following?

<table>
<thead>
<tr>
<th>Skill</th>
<th>Philadelphia Region</th>
<th>New York Metro</th>
<th>Boston Metro</th>
<th>Pittsburgh Metro</th>
<th>Washington, D.C. Metro</th>
<th>All are similar</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial Intelligence (including machine learning)</td>
<td>26%</td>
<td>29%</td>
<td>15%</td>
<td>16%</td>
<td>12%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Augmented Reality/Virtual Reality</td>
<td>30%</td>
<td>20%</td>
<td>19%</td>
<td>17%</td>
<td>10%</td>
<td>5%</td>
<td></td>
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<tr>
<td>Blockchain</td>
<td>30%</td>
<td>26%</td>
<td>16%</td>
<td>12%</td>
<td>13%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Cloud</td>
<td>29%</td>
<td>33%</td>
<td>13%</td>
<td>15%</td>
<td>8%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>35%</td>
<td>25%</td>
<td>18%</td>
<td>10%</td>
<td>8%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>UI/UX</td>
<td>24%</td>
<td>25%</td>
<td>26%</td>
<td>10%</td>
<td>13%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Mobile</td>
<td>20%</td>
<td>24%</td>
<td>27%</td>
<td>14%</td>
<td>11%</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Product engineering</td>
<td>26%</td>
<td>24%</td>
<td>17%</td>
<td>24%</td>
<td>8%</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Robotics</td>
<td>20%</td>
<td>28%</td>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Quantum computing</td>
<td>26%</td>
<td>28%</td>
<td>20%</td>
<td>11%</td>
<td>13%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Self-driving car technology</td>
<td>22%</td>
<td>29%</td>
<td>17%</td>
<td>19%</td>
<td>12%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Web engineering</td>
<td>27%</td>
<td>26%</td>
<td>18%</td>
<td>15%</td>
<td>14%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Q5 Base = Total sample; n=200
15% report **Chicago, IL and New York City** are the top cities where tech talent is recruited

From which of the following cities are you recruiting tech talent outside of the Philadelphia region?

**Rank top five**

<table>
<thead>
<tr>
<th>City</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, IL</td>
<td>15%</td>
</tr>
<tr>
<td>New York City, NY</td>
<td>15%</td>
</tr>
<tr>
<td>Columbus, OH</td>
<td>13%</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>13%</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>12%</td>
</tr>
<tr>
<td>Houston, TX</td>
<td>4%</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>3%</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>3%</td>
</tr>
<tr>
<td>Dallas-Ft. Worth, TX</td>
<td>2%</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>2%</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>2%</td>
</tr>
<tr>
<td>Silicon Valley/San Jose, CA/San Francisco, CA</td>
<td>1%</td>
</tr>
<tr>
<td>Los Angeles, CA</td>
<td>1%</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>1%</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>1%</td>
</tr>
<tr>
<td>Salt Lake City, UT</td>
<td>1%</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>1%</td>
</tr>
<tr>
<td>Raleigh, NC</td>
<td>1%</td>
</tr>
<tr>
<td>Elsewhere</td>
<td>1%</td>
</tr>
<tr>
<td>Don't know</td>
<td>1%</td>
</tr>
</tbody>
</table>

Not applicable, we are not recruiting tech talent outside of the Philadelphia region

Q6

Base = Total sample; n=200
Over a third report Philadelphia region tech talent is lost to New York City

To the best of your knowledge, which cities do you believe you are losing the most tech talent to?

Select top five

- New York City, NY: 34%
- Pittsburgh, PA: 32%
- Salt Lake City, UT: 31%
- Portland, OR: 30%
- Raleigh, NC: 29%
- Dallas-Ft. Worth, TX: 24%
- Houston, TX: 23%
- Los Angeles, CA: 22%
- Denver, CO: 21%
- Seattle, WA: 21%
- Chicago, IL: 20%
- Boston, MA: 19%
- Columbus, OH: 19%
- Minneapolis, MN: 18%
- Washington, D.C.: 18%
- Silicon Valley/San Jose, CA/San Francisco, CA: 15%
- Austin, TX: 9%
- Atlanta, GA: 6%
- Elsewhere: 6%
- Don’t know: 9%
- Not applicable, we are not recruiting tech talent outside of the Philadelphia region: 23%
Over three-fifths expect to upskill current talent in order to meet their tech resource needs over the next year.

How do you anticipate meeting your tech talent capability needs over the next year?

Multiple responses

- Upskill current talent: 61%
- Hire new talent: 51%
- Use artificial intelligence and/or robotics: 42%
- Recruit gig-economy/contract workers: 34%
- Leverage/create ecosystem alliances (external partners): 33%
- Crowdsource: 22%
- Buy a company to secure specialized skills: 22%
- Other: 22%

Base = Total sample; n=200
Almost half say they would utilize **personal networking** to help fill tech talent needs

Q9

Which of the following would you use to help fill your tech talent needs?

*Multiple responses*

- Personal networking: 49%
- In-house recruiters: 45%
- Employee referrals: 43%
- Job fairs: 36%
- Contract recruiters: 28%
- Contractors: 26%
- College/university recruiting: 24%
- Gig-economy (e.g., Upwork): 22%
- Other

Base = Total sample; n=200
Over half report mid-level tech talent employees are the most difficult to find while hiring

Where do you experience the greatest difficulty in hiring tech talent?

- Entry level: 1%
- Mid-level – manager level (with 5-10 years of experience): 54%
- Senior level – more than 10 years: 46%
- Not applicable, we do not experience any difficulty in hiring

Base = Total sample; n=200
Over half say their organization would **face immediate failure and/or a reduction in market share** if they are unable to hire required talent over the next 12 months.

If you are unable to recruit the talent you need over the next 12 months, how will that impact your business?

- **We would face immediate failure**: 29%
- **We would face a reduction in market share**: 27%
- **No impact at all**: 23%
- **We would not be able to innovate at the same pace**: 12%
- **We would not be as competitive**: 10%
- **Other**: 10%

Base = Total sample; n=200
If you choose to use contract workers, which of the following do you believe your company will be able to do?

- Attract talent more easily: 63%
- Attract talent at a point of need: 55%
- Access better talent pools: 49%
- Retain talent at a higher rate: 37%
- Eliminate costs associated with full-time employees: 34%
- None of the above

Base = Total sample; n=200
Over two-thirds report new technology adoption typically triggers reskilling efforts in their company.

What typically triggers upskilling efforts in your company?

- New technology adoption: 69%
- Employee departures: 54%
- Winning new business/clients: 49%
- Shifts in industry/market trends: 38%
- Other
- Not applicable, we do not offer upskilling

Base = Total sample; n=200

Q13
Almost three-fourths say they reskill tech employees through technical apprenticeships.

Which of the following are you using to upskill tech employees in your company?

- Technical apprenticeships: 73%
- External courses at tech academies: 52%
- On-the-job training: 44%
- Other
- Not applicable, we do not offer upskilling

Base = Total sample; n=200
18% of respondents say **diversity of people** attracts tech talent to stay in or relocate to the Philadelphia region.

In your opinion, what entices tech talent to stay or relocate to the Philadelphia region?

*Rank top three*

- **Diversity of people**: 18% (Top: 44%)
- **Diversity of industries**: 17% (Top: 42%)
- **Access to public transportation**: 15% (Top: 48%)
- **Access to parks and recreation**: 15% (Top: 45%)
- **Access to educational institutions**: 14% (Top: 49%)
- **Access to cultural institutions, entertainment, restaurants, and sports**: 12% (Top: 39%)
- **Cost of living**: 11% (Top: 35%)
- **Other**: Base = Total sample; n=200
44% of respondents say **a safe and healthy workspace** would help attract tech talent to stay in or relocate to the Philadelphia region.

Which of the following would help attract tech talent to Philadelphia region?

*Multiple responses*

- **A safe and healthy workspace**: 44%
- **Availability of affordable office space**: 40%
- **Better public transportation**: 39%
- **More affordable housing**: 33%
- **Increase the number of incubators**: 32%
- **Increased efforts around diversity**: 29%
- **Lower state and city taxes**: 28%
- **More city/state grants for startups and businesses looking to relocate**: 27%
- **Affordable office space**: 23%
- **More educational institutions offering tech training**: 23%
- **Other**: 23%

Base = Total sample; n=200
Almost all respondents are confident or very confident that hiring within the Philadelphia region can help diversify their workforce compared to hiring from other cities.

How confident are you that hiring within the Philadelphia region can help diversify your workforce, compared to hiring from other cities?

- Very confident: 37%
- Confident: 62%
- Somewhat confident: 2%
- Not confident: 1%
- Uncertain: 1%

Base = Total sample; n=200
Almost all respondents report their organization has not worked with nonprofit coding schools or apprenticeship programs in order to meet hiring needs.
All respondents report their organization is not investing in apprenticeships as an alternative talent pipeline.
Most respondents report their organization is using a skills-based hiring process to identify the correct at-risk talent for their needs.

Skilling and training workers of diversity, those displaced by the pandemic, and those whose jobs are at risk of automation, emerged as essential strategies to prepare the workforce for the jobs of the future. With that said, are you using a skills-based hiring process to identify the correct at-risk talent for your needs?

Yes: 98%
No: 2%

Base = Total sample; n=200
Almost two-thirds report less than half of all employees who have the option to work remotely are currently working remotely.

Please complete the following statement: Among the employees at my company who have the flexibility/opportunity to work remotely, …

- Everyone works remotely: 3%
- More than half (but not everyone) work remotely: 6%
- Less than half work remotely: 64%
- Almost no one works remotely: 28%
- Not applicable, employees are not allowed to work remotely
- Don’t know/Unsure

Base = Total sample; n=200
Almost half of respondents believe their remote workforce will return to the office as soon as possible

Do you believe that remote working is sustainable for the long-term?

- Yes, some of our remote workforce will remain permanently remote: 17%
- Yes, the majority of our remote workforce will remain permanently remote: 34%
- No, our remote workforce will return to the office as soon as possible: 49%
- Don’t know/Unsure

Base = Has remote workers; n=144
Over half would consider hiring tech talent living outside of the Philadelphia region for specific roles with the expectation that the employee would be 100% remote for the duration of their employment.

Would you consider hiring tech talent living outside of the Philadelphia region with the expectation that the employee would be 100% remote for the duration of their employment?

- Yes, for all open roles: 20%
- Yes, for specific roles: 56%
- Yes, for specific and high demand roles: 25%
- No, employees should live in the Philadelphia region

Base = Total sample; n=200