



2024 Talent Trends



Methodology

The survey was fielded to a sample of HR professionals via SHRM's Voice of Work Research Panel from January 10 –January 19, 2024.

In total, **2,366** HR professionals participated in the survey. Respondents represented organizations of all sizes in a wide variety of industries across the United States.

Note: For comparison purposes, a subset of the questions asked to respondents in the 2024 survey tracked questions from previous SHRM surveys. All pre-2022 data was sourced from *The New Talent Landscape*, SHRM, 2016. Data from 2022 was sourced from *2022 Talent Trends*, SHRM, 2022.

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Key Findings

- **Over 3 in 4** organizations have had difficulty recruiting for full-time regular positions while **nearly half** have had difficulties retaining full-time regular employees in the last 12 months. While the percentage of organizations experiencing recruiting difficulties has decreased from a high of **91%** in 2022, **47%** of HR professionals say it has been *somewhat* or *much more* difficult for their organization to recruit for these positions compared to one year ago.
- Among organizations experiencing recruitment difficulties in the last 12 months, the top three challenges include a low number of applicants (**60%**), competition from other employers (**55%**), and an increase in candidate “ghosting” (**46%**).
- Organizations in certain industries continue to struggle to make meaningful progress on their most difficult-to-fill positions. Seven of the top ten positions organizations had the most difficulty filling in 2016 remain in the top ten **eight years later** in 2024. **High-skilled medical positions** and positions in the **skilled trades** were the 1st and 3rd most difficult positions to fill in 2016, respectively. These positions were the top two most difficult-to-fill positions in 2024, with **55%** and **46%** reporting these positions as “very difficult” to fill, respectively.
- In contrast, the heightened difficulties organizations faced filling **hourly service worker**, **production operator**, and **hourly laborer** positions in 2022 have lessened, and these positions have dropped out of the list of top ten most difficult-to-fill positions in 2024.
- **1 in 4** organizations report that full-time regular positions they’ve hired for in the last 12 months have required new skills. While the top two reasons driving these new skill requirements are organizational growth (**55%**) and changing technology (**51%**), **3 in 4** report that it has been *somewhat* or *very* difficult to find qualified individuals with the new skills they need.
- Although the pandemic led many organizations to try a wider menu of recruitment strategies to enhance their ability to find talent in 2022, results show that recruitment strategy utilization rates decreased across the board in 2024. Notably, in 2024, the percentage of organizations offering flexible work arrangements as a recruitment strategy **decreased by 16 percentage points** and the percentage improving compensation **decreased by 16 percentage points** from 2022.
- **Around 4 in 5** organizations that do offer apprenticeships or returnships say these programs have been *somewhat* or *very* effective in addressing talent shortages. Yet, few organizations that don’t offer these programs plan to start one in the next five years (only 9% and 4%, respectively).
- **54%** of organizations use pre-employment assessments to gauge applicants’ knowledge, skills, and abilities during the hiring process. While **78%** say these assessments have improved the quality of their organization’s hires, **36%** also say these assessments have increased their time-to-fill.

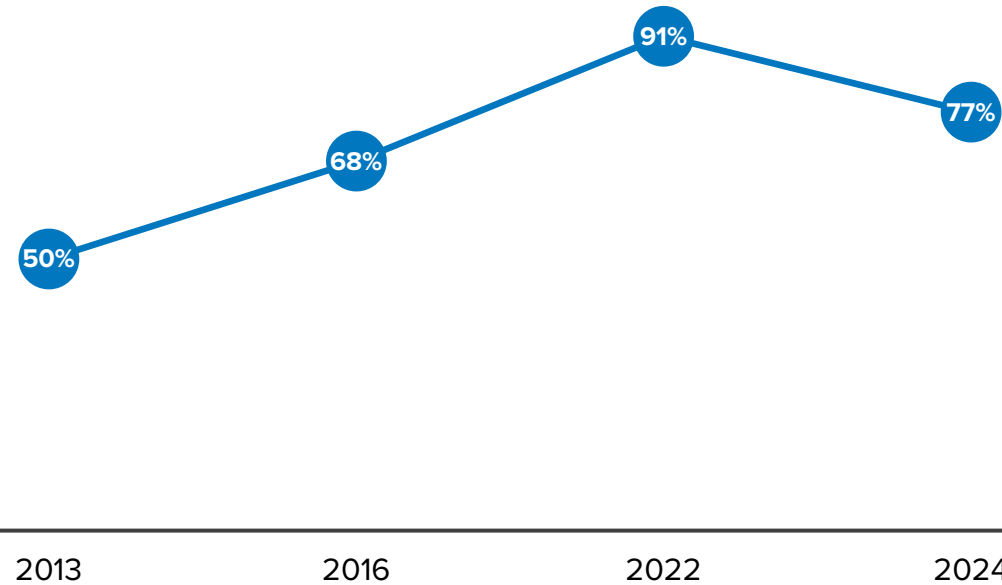


Recruitment Challenges & Skills Shortages

Over 3 in 4 organizations have had difficulty **recruiting** for full-time regular positions in the last 12 months.

While the percentage of organizations experiencing difficulties has decreased from a high of 91% in 2022, recruiting difficulties remain elevated.

Percentage of organizations reporting difficulty recruiting for full-time regular positions in the last 12 months by year

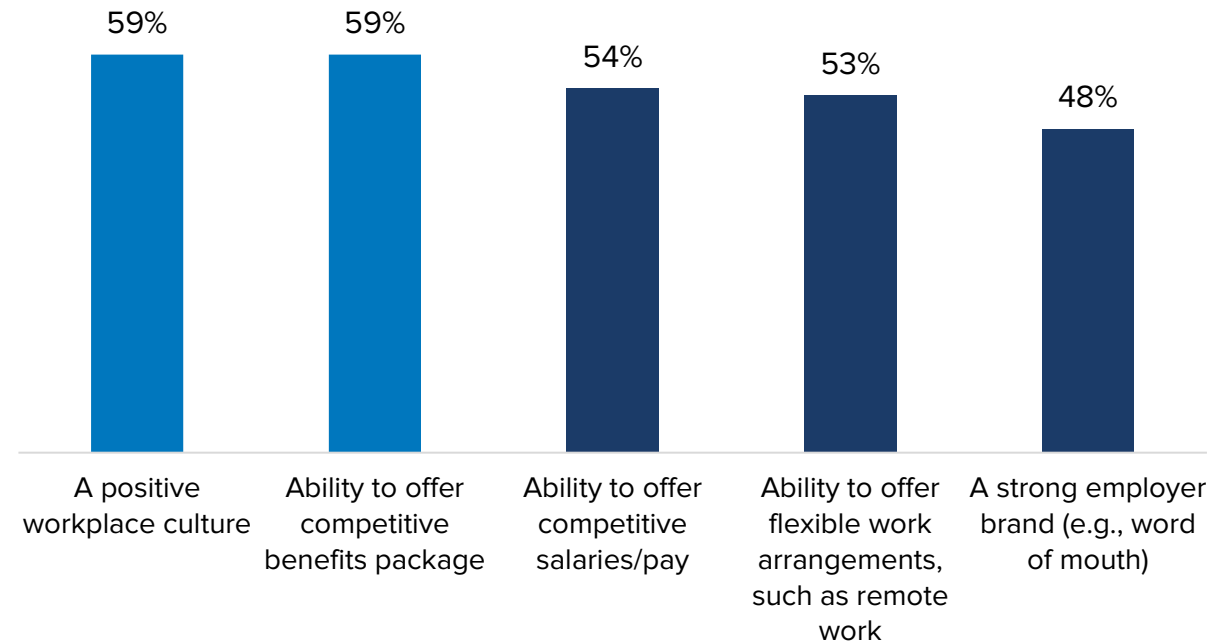


47% of HR professionals say it has been somewhat (39%) or much more difficult (8%) for their organization to recruit for full-time regular positions compared to one year ago.

Among organizations that **didn't** have trouble recruiting for full-time regular positions in the last 12 months, having **a positive workplace culture** and **the ability to offer a competitive benefits package** were the top two reasons why.

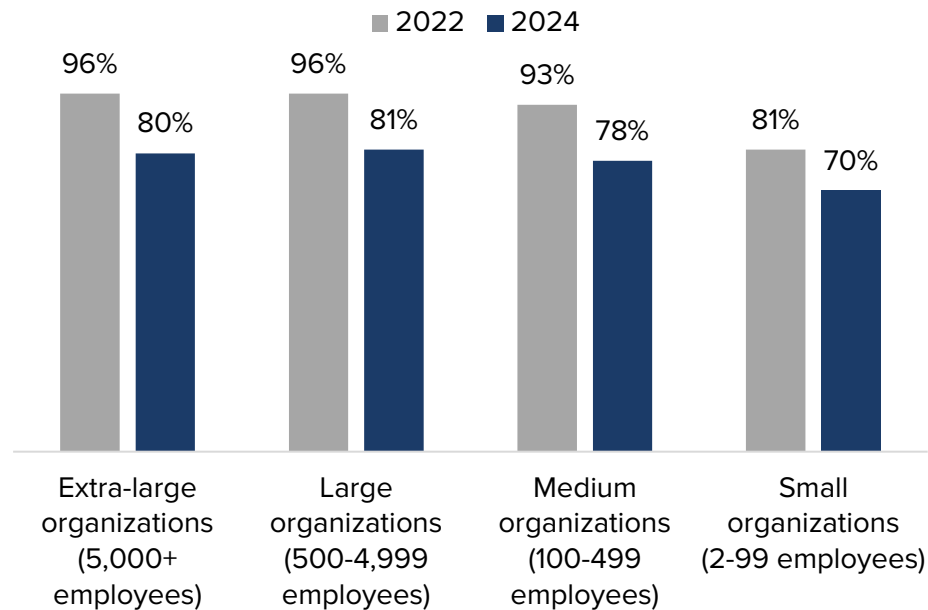
Reasons for ease of recruitment in the last 12 months

**Question was select all that apply.*



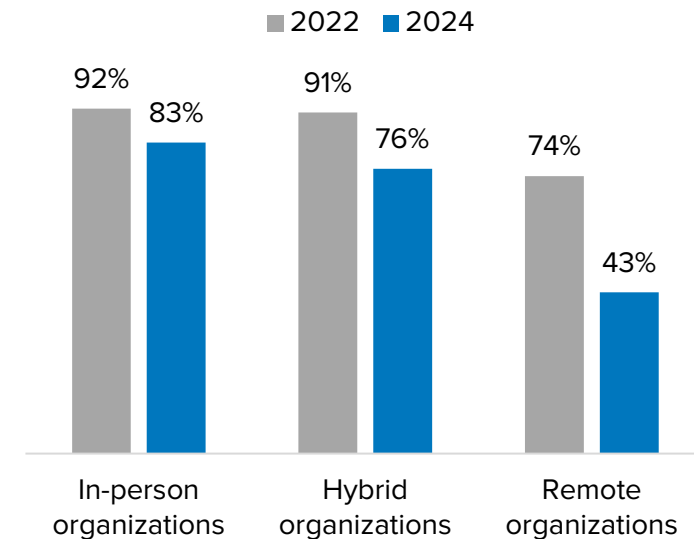
Extra-large, large, and medium-sized organizations are more likely to report difficulties recruiting for full-time regular positions in the last 12 months than **small organizations**.

Difficulty recruiting by organization size



Organizations operating **in-person** or via a **hybrid approach** are more likely to report difficulties recruiting for full-time regular positions in the last 12 months than organizations operating **remotely**.

Difficulty recruiting by remote status



Do the open positions your organization is having the most difficulty filling tend to be hourly or salaried positions?

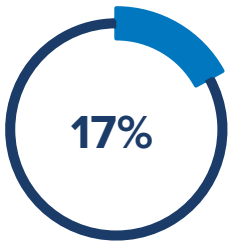
- Mostly salaried positions
 Approximately even
- Slightly more hourly positions
 Mostly hourly positions



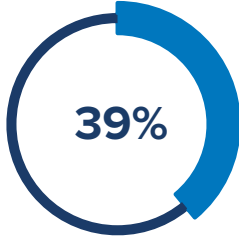
The positions businesses are having the toughest time filling include entry-level and mid-level non-managerial positions.

Which types of positions is your organization currently finding difficult to fill?

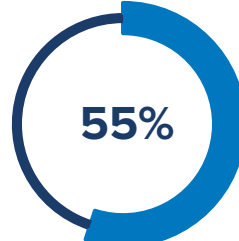
**Question was select all that apply.*



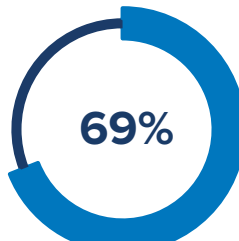
Senior or executive-level positions



Mid-level (managerial) positions



Entry-level positions



Mid-level (non-managerial) positions

Why Organizations Are Experiencing Recruitment Challenges









**Question was select all that apply.*

Supply & Demand Challenges	
Low number of applicants	60%
Competition from other employers	55%
An increase in candidate “ghosting”	46%
The local market isn’t producing enough qualified job candidates	33%
Lack of interest in type of job among job seekers	28%
Qualified candidates are not interested in moving to the local area	25%
Lengthy or complicated hiring process	19%

Skills Challenges	
Candidates don’t have the needed work experience	40%
Candidates don’t have the right technical skills	37%
Candidates don’t have the right soft skills	30%
Candidates don’t have the needed credentials / certifications	19%
Candidates don’t have the right basic skills	18%
Candidates don’t meet minimum education requirements	14%
Candidates are overqualified	9%

Compensation & Benefits Challenges	
Salaries are not competitive for the market	39%
Inability to offer flexible work arrangements	37%
Candidates reject compensation package	27%
Qualified candidates are not able to move to the local area (due to mortgage or other issues)	14%
Relocation package not competitive or not provided	10%
Candidates reject benefits package	7%

Recruitment Challenges by Industry

<p>Industries most likely to report that candidates don't have the needed credentials / certifications <i>(versus 19% across all industries)</i></p>	<p>Healthcare & Social Assistance  31%</p>	<p>Government & Education  26%</p>	
<p>Industries most likely to report candidates don't have the right technical skills <i>(versus 37% across all industries)</i></p>	<p>Manufacturing  53%</p>	<p>Professional, Scientific, & Technical Services  49%</p>	<p>Construction, Utilities, Agriculture, & Mining  47%</p>
<p>Industries most likely to report an increase in candidate "ghosting" <i>(versus 46% across all industries)</i></p>	<p>Healthcare & Social Assistance  60%</p>	<p>Wholesale/Retail Trade, Transport & Warehousing  60%</p>	<p>Manufacturing  56%</p>



Spotlight:
Additional challenges for the Government & Education industries

Organizations in the Government and Education industries reported a few other recruitment challenges at higher rates than other industries:

Salaries/pay are not competitive for the market
56% (vs. **39%**)

A lengthy or complicated hiring process
35% (vs. **19%**)

Candidates do not meet the minimum education requirements for their positions
26% (vs. **14%**)

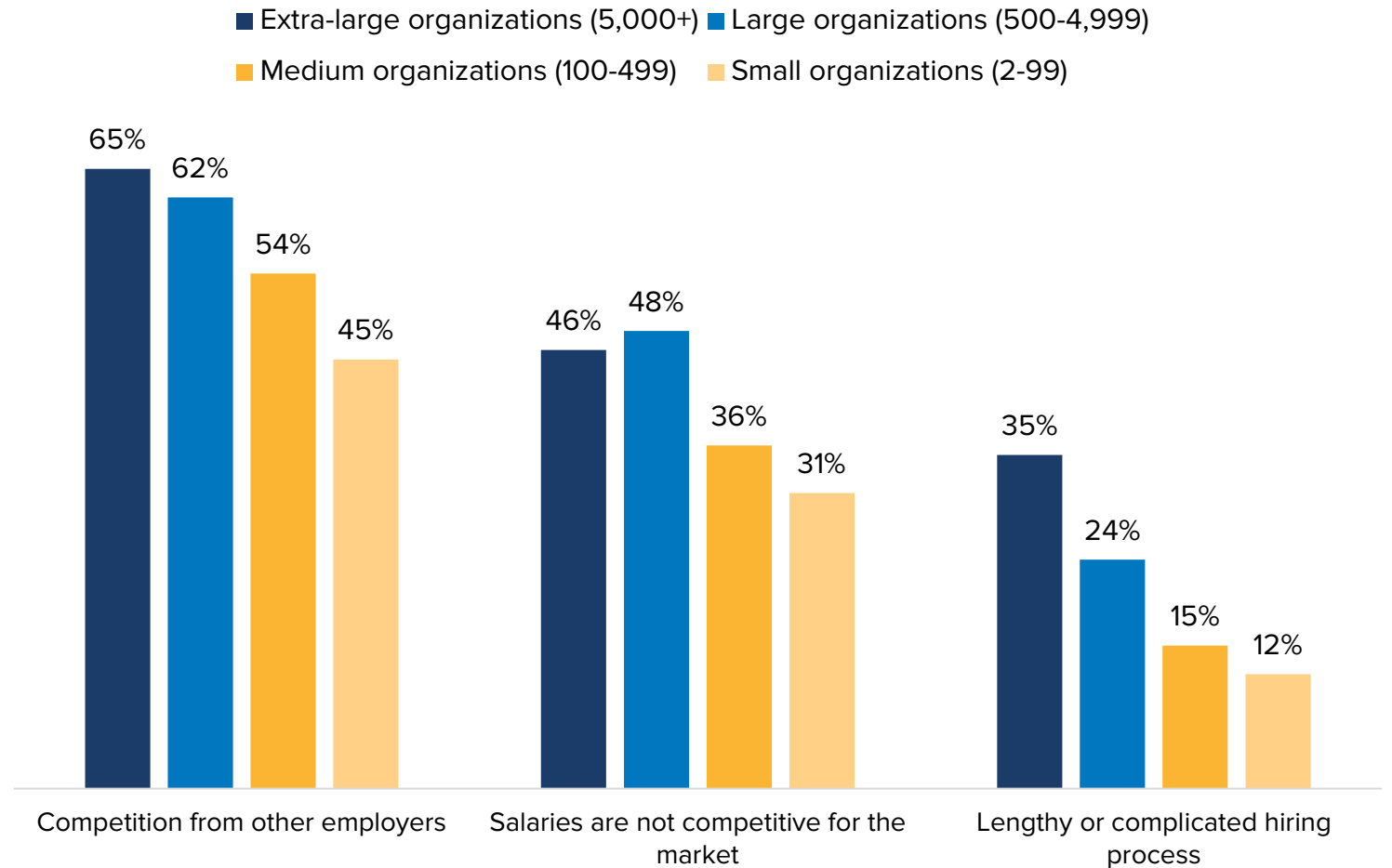
Qualified candidates are not able to move to the local area
22% (vs. **14%**)

Recruitment Challenges by Organization Size

Larger organizations are more likely than smaller organizations to report recruitment challenges tied to competition from other employers.

These employers are also more likely to report challenges related to uncompetitive salaries and a lengthy or complicated hiring process.

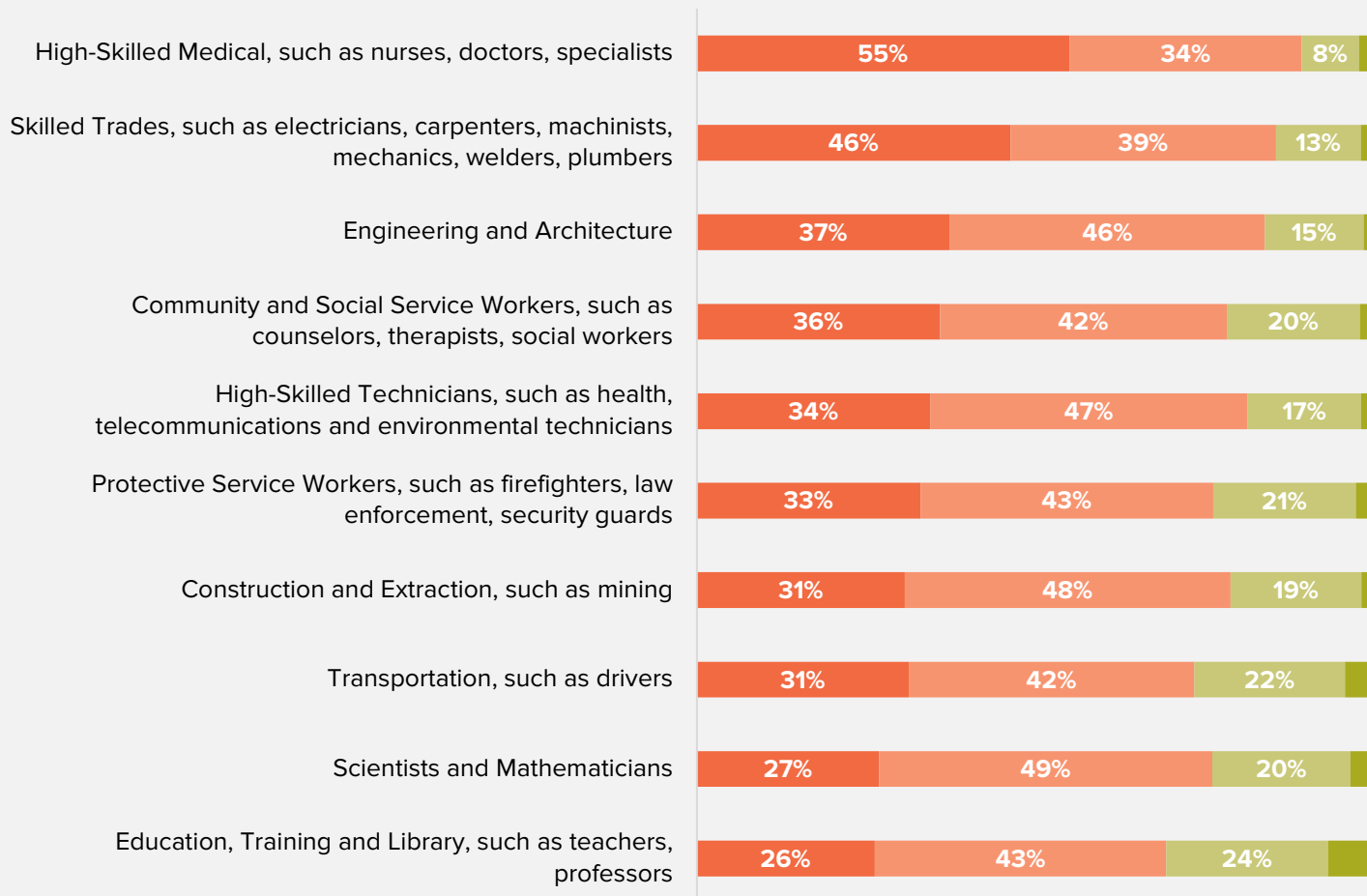
Percentage of organizations, by size, reporting the following recruitment challenges



Organizations have had difficulties filling a wide variety of positions in the last 12 months, with the top ten most difficult-to-fill positions shown in the figure on the right.

Top 10 positions that were “very difficult” to fill in the last 12 months

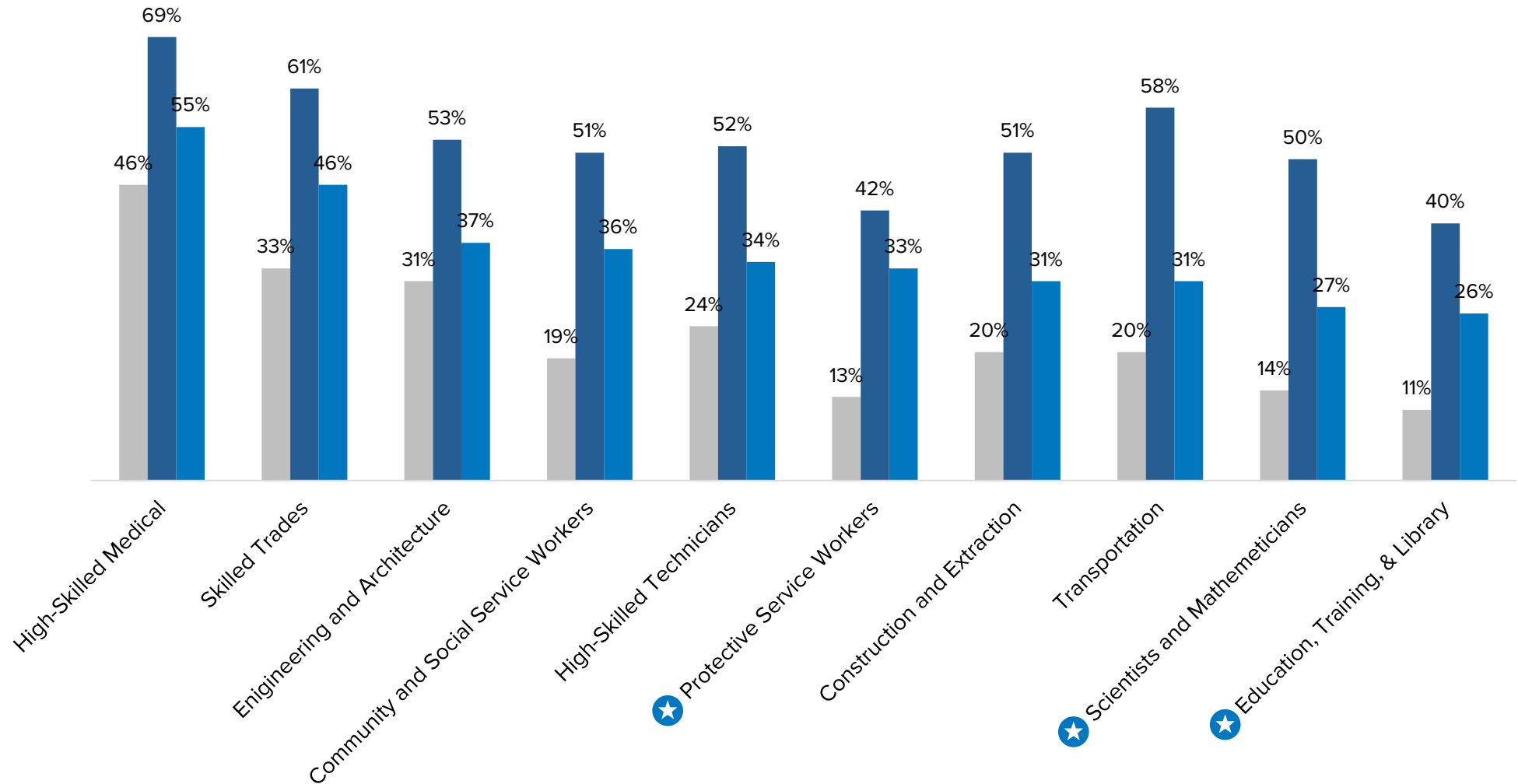
Very difficult Somewhat difficult Somewhat easy Very easy



*For a full list of job categories, please see the Appendix.

Percentage of organizations reporting the following position types were “very difficult” to fill in the last 12 months by year

■ 2016 ■ 2022 ■ 2024



Seven of the top ten positions organizations had the most difficulty filling in 2016 remain in the top ten *eight years later*.

High-skilled medical positions and positions in the **skilled trades** were the 1st and 3rd most difficult to fill in 2016, respectively. These positions remained at the top in 2022 and 2024.

New to the top 10 in 2024 were **protective service workers**, **scientists and mathematicians**, and **education, training, and library** positions.

★ Indicates a position type that entered the top 10 list in 2024

1 in 4 organizations report that full-time regular positions they've hired for in the last 12 months have required new skills.

76% say that it has been *somewhat* (62%) or *very* (14%) difficult to find qualified individuals for their open positions requiring these skills.

Top 5 reasons positions have required new skills

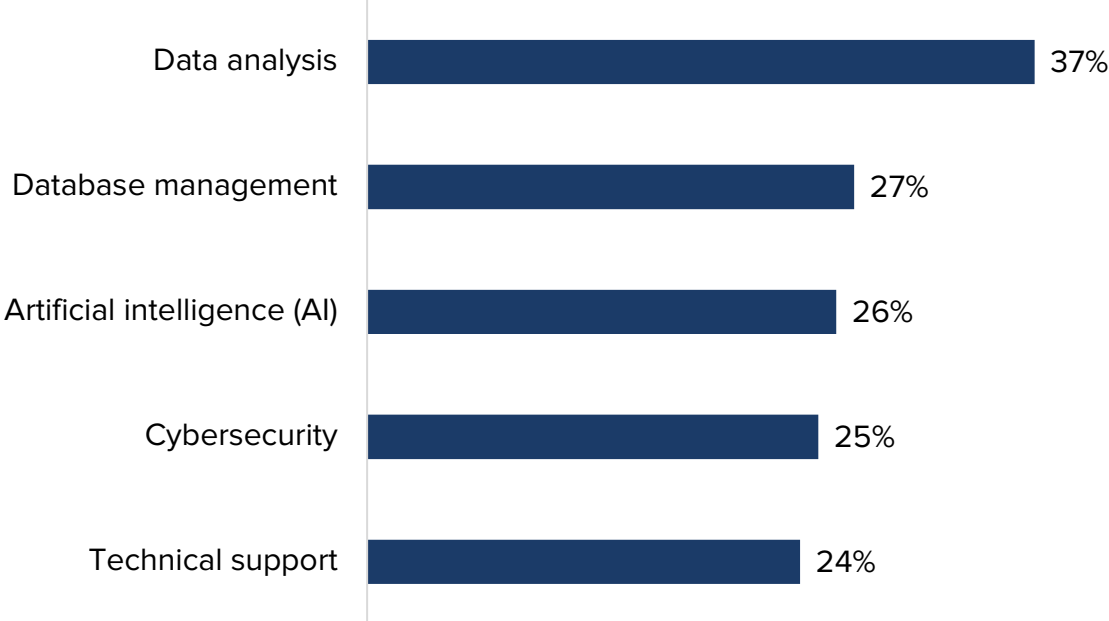
*Question was select all that apply

Reason	2024	Percentage point change from 2022
Growth of organization (e.g., staff size, revenue, sales)	55%	-6
Changing technology	51%	+3
Developing or offering new products/services	41%	+12
Changing customer/client expectations	40%	+6
An increase in the required pace of work/productivity	38%	N/A

Top New Skills Required in the Last 12 Months

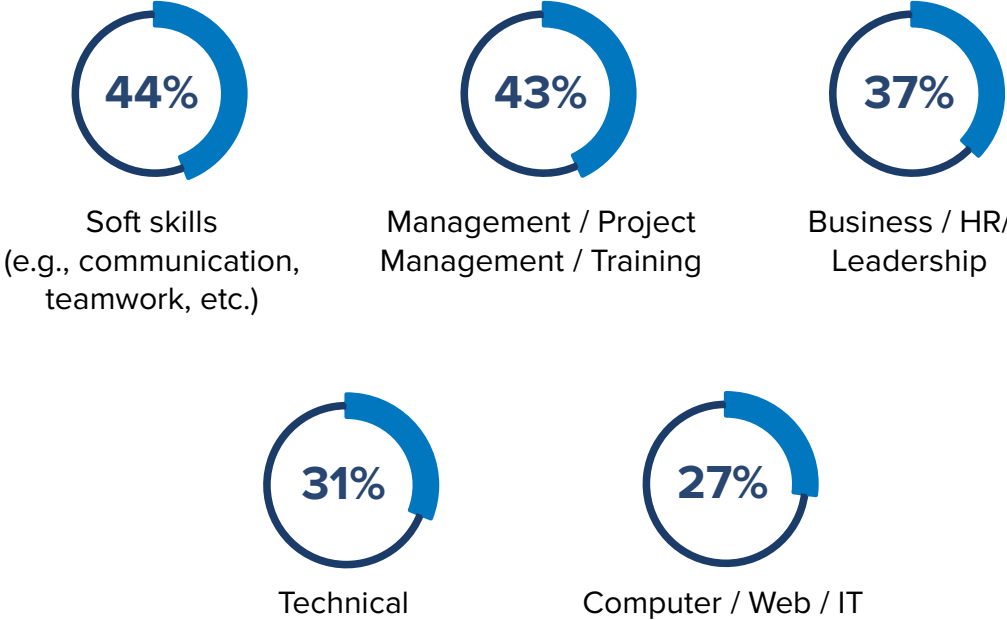
Top 5 new technology-related skills that these positions have required

**Question was select all that apply.*



Other new skills that these positions have required (Top 5)

**Question was select all that apply.*





Recruitment Strategies

Top 10 Most Utilized Recruitment Strategies

**Question was select all that apply.*



60%
Using
social media



51%
Improving
compensation



49%
Promoting a positive
culture



45%
Voluntarily including
pay ranges in job
postings



43%
Expanding
advertising efforts



42%
Increasing retention
efforts



37%
Streamlining the
application process
to make it easier
to complete



37%
Collaborating with
educational
institutions



37%
Using/enhancing
employee referral
program



35%
Training existing
employees to take
on hard-to-fill
positions

Less Utilized Recruitment Strategies

**Question was select all that apply.*



33%

Using a recruitment agency



33%

Providing monetary incentives to candidates (e.g., signing bonus)



32%

Targeting passive job seekers



30%

Offering more flexible work arrangements



28%

Expanding training programs to help improve the skills of new hires



26%

Candidate nurturing



25%

Improving benefits package



24%

Eliminating college degree requirements for certain positions



24%

Expanding geographic Search region



23%

Seeking talent from non-traditional sources (e.g., veterans, retirees, people with disabilities)



8%

Seeking international talent (e.g., workers on temporary visas)

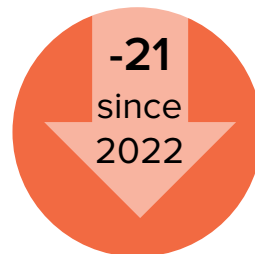


8%

Offering new job perks

Although the pandemic temporarily led many organizations to try a wider menu of recruitment strategies in 2022, most recruitment strategies experienced a notable decrease in utilization in 2024.

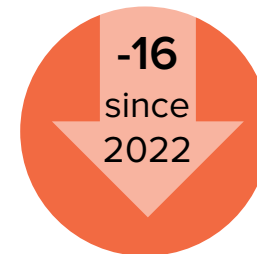
Recruitment strategies with the largest decrease in utilization between 2022 and 2024 (shown right):



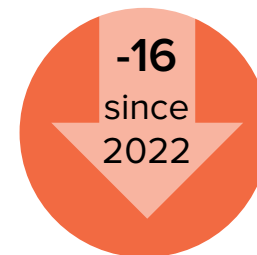
43%
Organizations that have expanded their advertising efforts



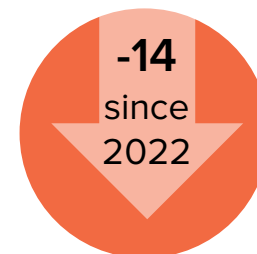
49%
Organizations that have increased their retention efforts



30%
Organizations that have offered more flexible work arrangements



51%
Organizations that have improved compensation



49%
Organizations that have streamlined their application process to make it easier to complete



Recruitment Strategies by Industry

Healthcare & Social Assistance



Improving compensation
62% (vs. **51%** for all industries)

Collaborating with educational institutions
49% (vs. **37%** for all industries)

Providing monetary incentives to candidates (e.g., signing bonus)
49% (vs. **33%** for all industries)

Streamlining our application process to make it easier to complete
48% (vs. **37%** for all industries)

Hospitality, Food, & Leisure

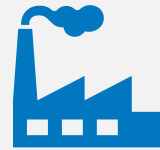


Voluntarily including pay ranges in job postings
59% (vs. **45%** for all industries)

Eliminating college degree requirements for certain positions
34% (vs. **24%** for all industries)

Seeking international talent
18% (vs. **8%** for all industries)

Manufacturing



Using a recruitment agency
48% (vs. **33%** for all industries)

Training existing employees to take on hard-to-fill positions
45% (vs. **35%** for all industries)

Using/enhancing employee referral program
45% (vs. **37%** for all industries)

Government & Education



Expanding advertising efforts
54% (vs. **43%** for all industries)

Seeking talent from non-traditional sources (e.g., veterans, retirees, people with disabilities)
33% (vs. **23%** for all industries)

Professional, Scientific, & Technical Services



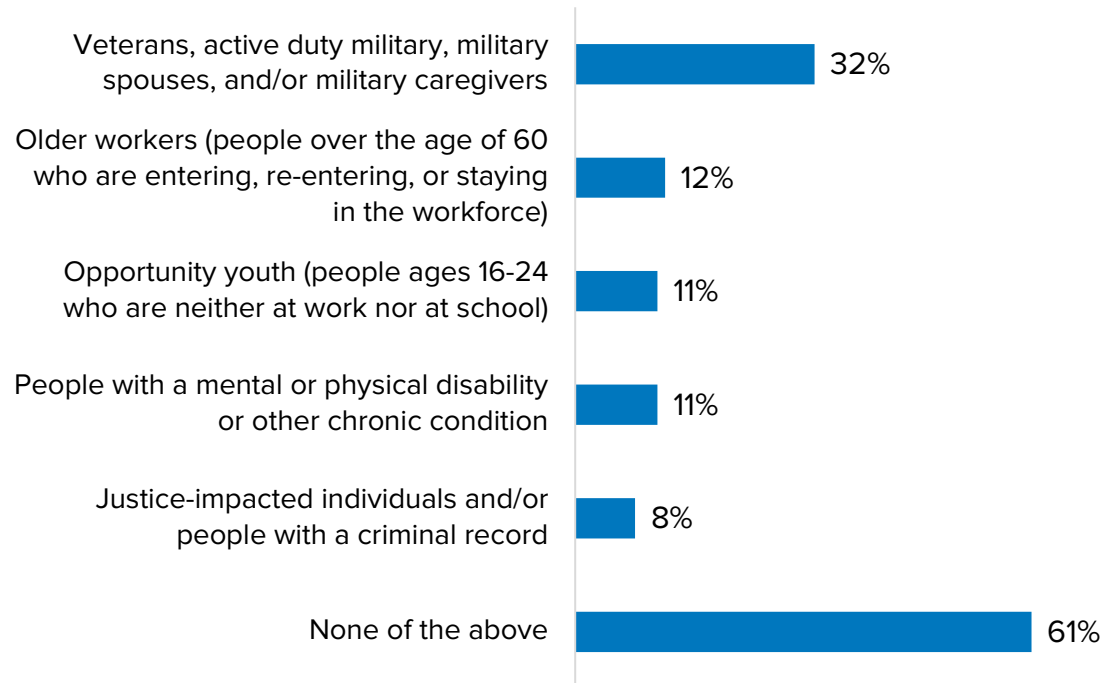
Offering more flexible work arrangements
42% (vs. **30%** for all industries)

Candidate nurturing
34% (vs. **26%** for all industries)

Spotlight: Seeking Talent From Non-Traditional Sources

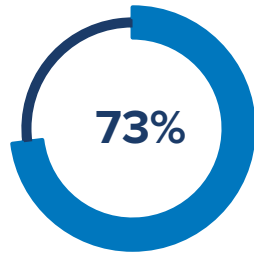
Percentage of organizations with formal initiatives designed to recruit or hire the following populations

**Question was select all that apply.*



Spotlight: Eliminating College Degree Requirements

Although most organizations that eliminated college degree requirements for certain positions as a recruitment strategy have only done so for a small portion of the positions that they hired for, **nearly 3 in 4** of them have successfully hired one or more candidates that would have previously been deemed unqualified for the positions as a result.



Percentage of organizations that successfully hired one or more candidates after eliminating degree requirements for certain positions



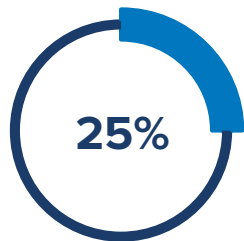


Spotlight: Internal Talent Marketplaces

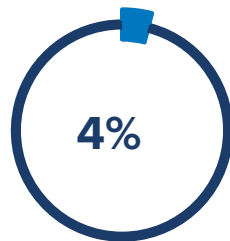
Are internal talent marketplaces a growing trend?

An internal talent marketplace is an internally mobile market for talent to move from one part of the organization to another based upon skills-based talent management.

Often supported by digital or technology-powered platforms, internal talent marketplaces help create visibility into open opportunities within the organization by identifying internal talent based on their skillsets and matching them to open roles.



1 in 4 organizations use an internal talent marketplace



However, **only 4%** of organizations that use an internal talent marketplace say their platform uses AI to match employees with relevant opportunities



Are the recruitment strategies organizations are using most frequently also the *most effective*?

Not necessarily.

Interestingly, **training existing employees to take on hard-to-fill positions** tied for the 3rd most effective recruitment strategy in 2024 yet it is only the 10th most utilized among employers. Notably, HR professionals ranked this strategy as their #1 most effective in 2016.

Top 4 Most Effective Recruitment Strategies



56%

Improving compensation
2nd most utilized strategy



54%

Offering more flexible
work arrangements
14th most utilized strategy



40%

Providing monetary
incentives to
candidates
12th most utilized strategy



40%

Training existing
employees to take on
hard-to-fill positions
10th most utilized strategy



Retention Challenges

49%
of organizations have had difficulty **retaining** full-time regular employees in last 12 months.

Top 6 reasons for retention challenges		
<i>*Among organizations experiencing retention challenges in the last 12 months</i>		
1.	Salaries/pay are not competitive for the market	56%
2.	Employees' personal reasons	54%
3.	Poor people managers / leaders	50%
4.	Limited advancement opportunities	49%
5.	Inability to offer flexible work arrangements, such as remote work	44%
6.	A lack of work-life integration/balance	27%

Top 6 reasons for <u>lack of</u> retention challenges		
<i>*Among organizations <u>not</u> experiencing retention challenges in the last 12 months</i>		
1.	A positive workplace culture	70%
2.	Benefits packages are competitive for the market	68%
3.	Positive work-life integration / balance	61%
4.	Salaries/pay are competitive for the market	58%
5.	Good people managers / leaders	54%
6.	Ability to offer flexible work arrangements, such as remote work	51%



41% of HR professionals whose organizations have **not** had trouble retaining full-time regular employees in the last 12 months say their organization provides **realistic job reviews** (i.e., communicates both the good and bad aspects of a job and realistic view of what the job entails) when hiring



Internships, Apprenticeships, Returnships, & Mentorships

70%
of organizations offer **internship**
programs.

Internships are a form of experiential learning that integrates knowledge and theory learned in the classroom with practical application and skills development in a professional setting. Internships can be paid or unpaid and give students the opportunity to gain valuable applied experience and make connections in professional fields they are considering for career paths and give employers the opportunity to guide and evaluate talent.

23%
of organizations offer **micro-**
internship programs.

Micro-internships are short-term, paid, professional projects for college students and recent graduates that allow them to build their resume without taking on a full-time internship.



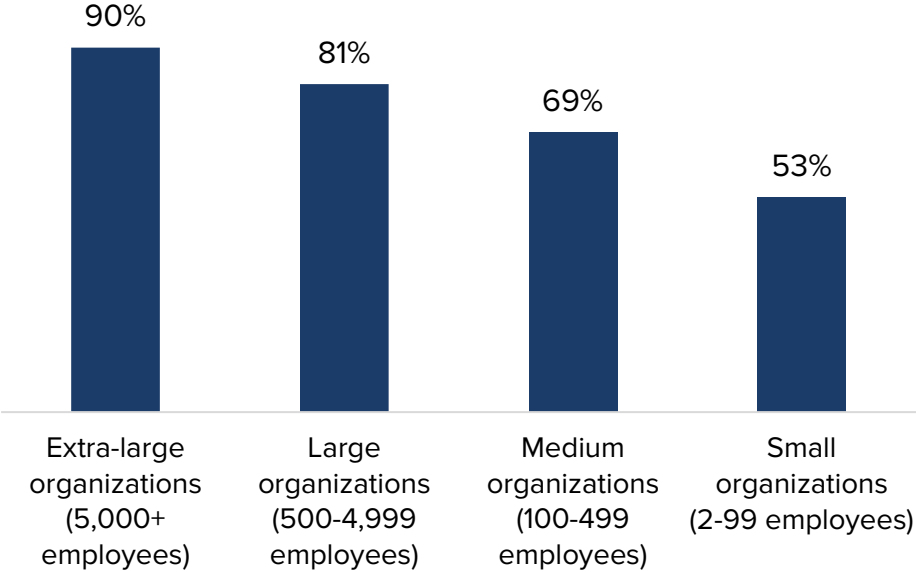
Spotlight: How Effective Are Internships Versus Micro-Internships?

Organizations rate the effectiveness of internships and micro-internships similarly in terms of their ability to help address talent shortages, with longer-term internships being rated as slightly more effective.

77%
of organizations that offer **internships** say these programs have been *somewhat* **(51%)** or *very* **(26%)** effective in addressing talent shortages.

70%*
of organizations that offer **micro-internships** say these programs have been *somewhat* **(43%)** or *very* **(26%)** effective in addressing talent shortages.

Medium, large, and extra-large organizations are more likely to offer internship programs than **small organizations.**



Organizations in the **Government & Education** industry and the **Healthcare & Social Assistance** industry are more likely to offer internship programs than others.



75%
Government & Education



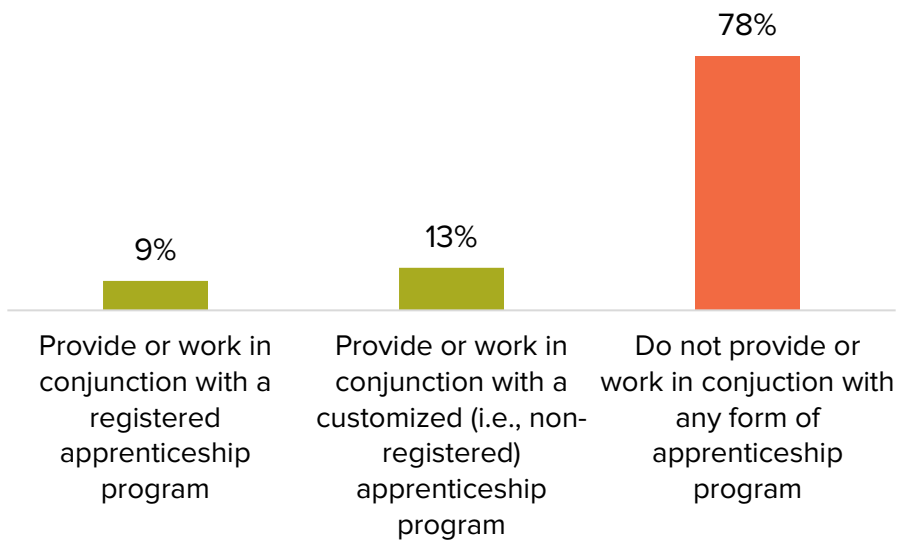
75%
Healthcare & Social Assistance



70%
All industries

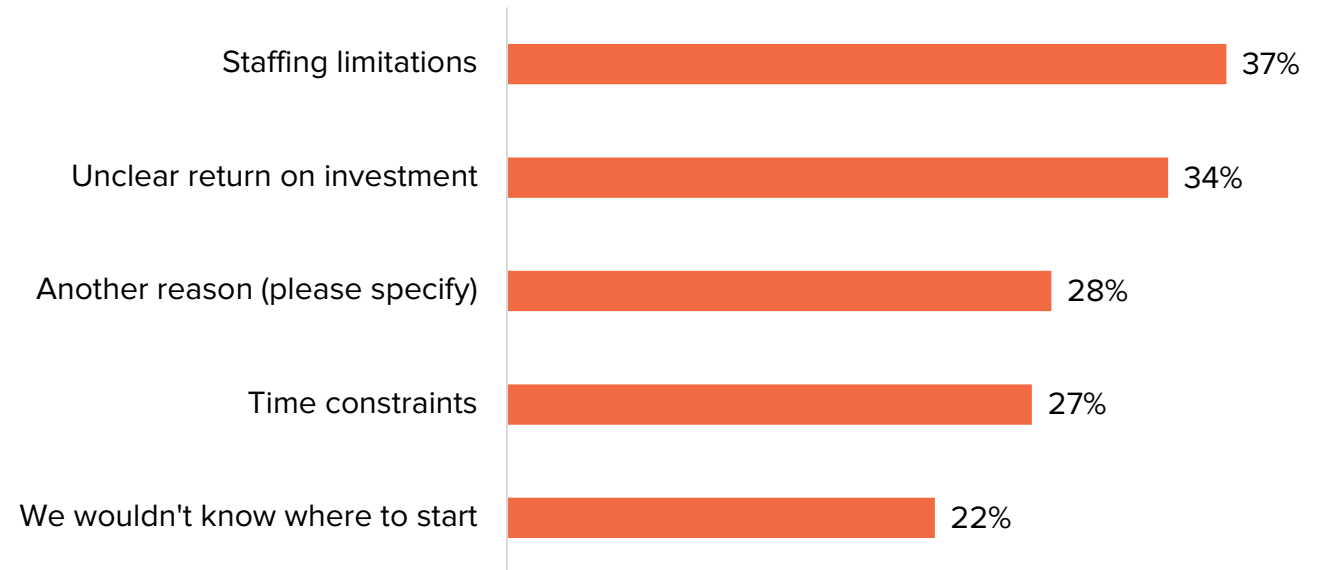
21%
of organizations offer an
apprenticeship program.

**Percentage of organizations offering
apprenticeship programs by type**



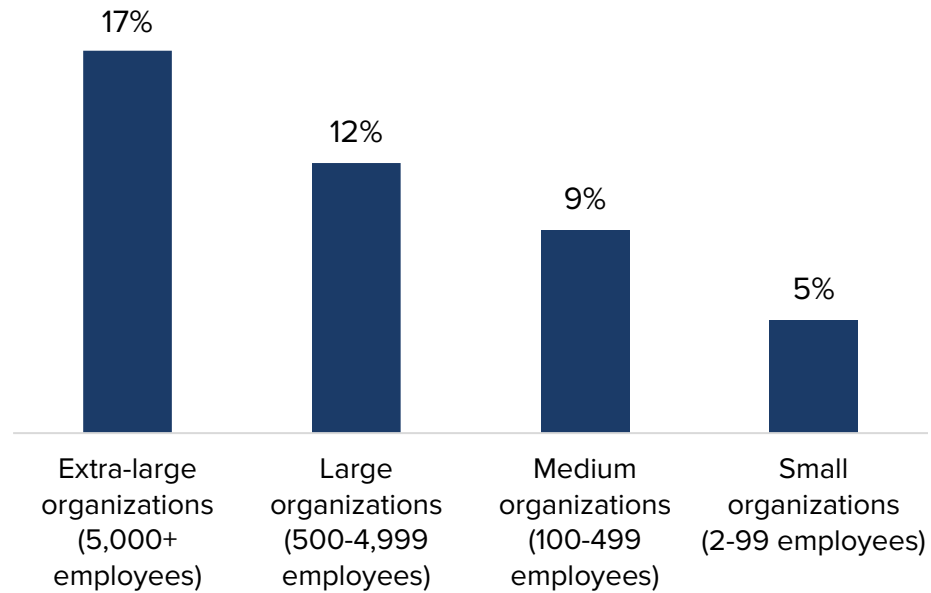
**Top 5 reasons preventing organizations from providing
work in conjunction with registered apprenticeship
programs**

**Question was select all that apply*



Among HR professionals who provided “another reason,” many indicated that they either do not have the need for an apprenticeship program or that apprenticeships aren’t applicable to their organization or industry.

Medium, large, and extra-large organizations are more likely to offer registered apprenticeship programs than **small organizations**.

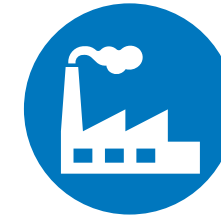


Organizations in the **Construction, Utilities, Agriculture, and Mining** industry and the **Manufacturing** industry are more likely to offer registered apprenticeship programs than others.



27%

Construction, Utilities,
Agriculture & Mining



17%

Manufacturing



9%

All industries

Nearly 4 in 5

organizations that offer registered or customized apprenticeship programs say these programs have been somewhat **(54%)** or very effective **(24%)** in addressing talent shortages.

Yet, few organizations that don't currently offer apprenticeship programs plan to start a program in the future...

Among organizations that already offer apprenticeships, **48%** plan to **expand** their programs over the next five years.

In contrast, among those that do not currently offer apprenticeships, only **9%** plan to **start** a program in the next five years.

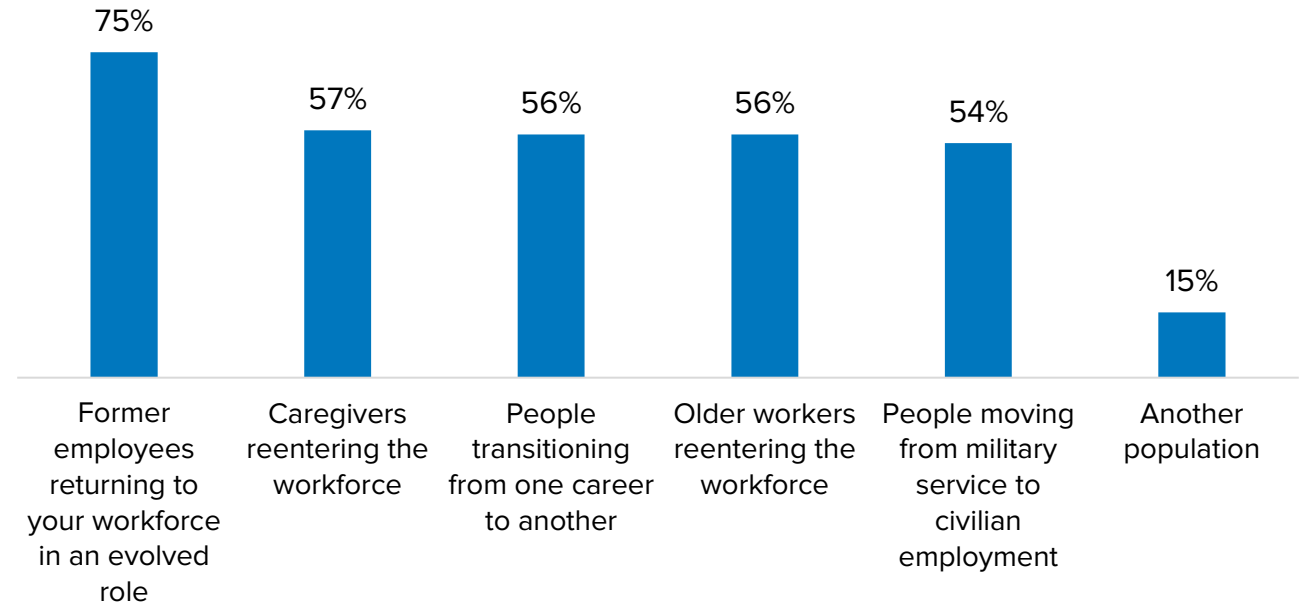


9%
of organizations offer
returnship programs.

Returnships are workforce re-entry programs that draw on applicants that have been out of the workforce for some time (e.g., for caregiving responsibilities, injury or illness, etc.). Rather than settling for jobs not commensurate with their expertise, returnships provide opportunities for workers to re-enter the workforce through roles that are better aligned with their experience and knowledge.

Populations organizations target with their returnship programs

*Question was select all that apply.



Over 4 in 5

organizations that offer returnship programs say these programs have been somewhat **(65%)** or very effective **(19%)** in addressing talent shortages.

Yet, few organizations without a returnship program plan to start a program in the next five years...

Among organizations that already offer returnships, **36%** plan to **expand** their programs over the next five years.

In contrast, among those that do not currently offer returnships, only **4%** plan to **start** a program in the next five years.

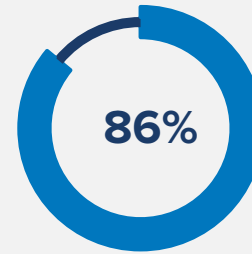


31%
of organizations offer
mentorship programs.

Mentorships are programs that formally match one employee (the mentor, typically someone with more experience) with another employee (the mentee, typically someone with less experience) to provide support and help them clarify career goals, develop career plans, and strengthen their skillsets.

Types of mentorship programs that organizations offer

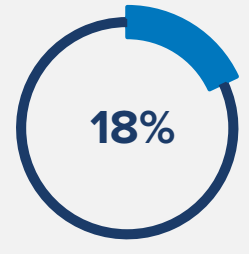
**Question was select all that apply.*



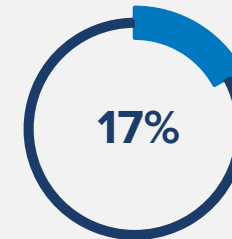
Traditional mentorships
(a one-on-one relationship where a more experienced employee partners with a less experienced employee to provide career guidance and support)



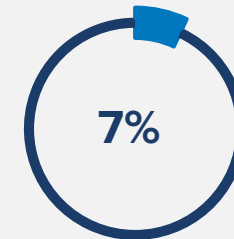
Peer mentorship
(a type of mentorship where employees at the same or similar skill levels mentor each other)



Diversity-focused mentorship
(a type of mentorship that connects employees from underrepresented groups to an influential mentor within the organization who can help support the individual's career development)

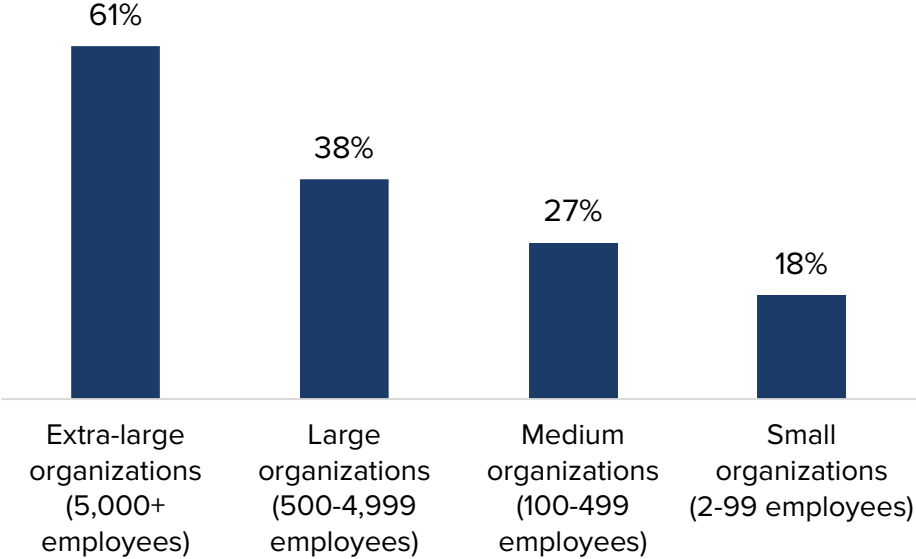


Group mentorship
(a type of mentorship that pairs a group of employees with one or more experienced employee mentors)

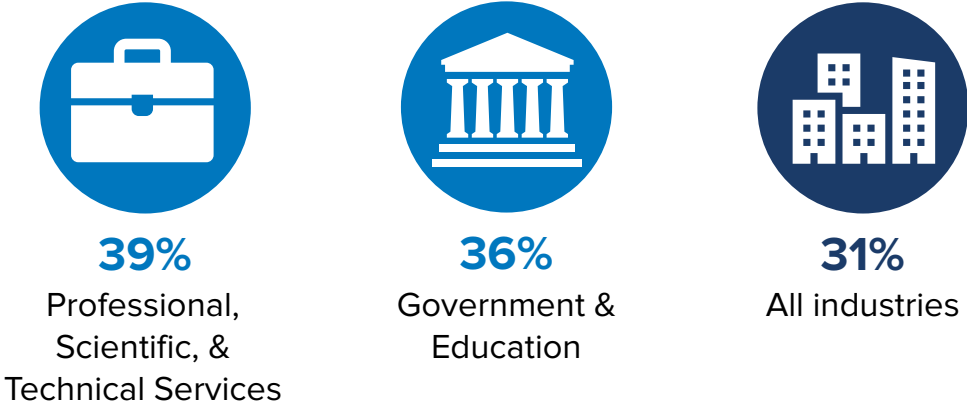


Reverse mentorship
(a type of mentorship where a less experienced employee becomes the mentor to someone more experienced in the field)

Medium, large, and extra-large organizations are more likely to offer mentorship programs than **small organizations.**



Organizations in the **Professional, Scientific, & Technical Services** industry and the **Government & Education** industry are more likely to offer mentorship programs than others.



4 in 5

organizations that offer mentorship programs say these programs have been somewhat **(57%)** or very effective **(23%)** in addressing talent shortages.

Among organizations that already offer mentorships, **45%** plan to **expand** their programs over the next five years.

In contrast, among those that do not currently offer mentorships, **24%** plan to **start** a program in the next five years.





Pre-Employment Assessments

54%

of organizations use pre-employment assessments to gauge applicants' knowledge, skills, and abilities during the hiring process.



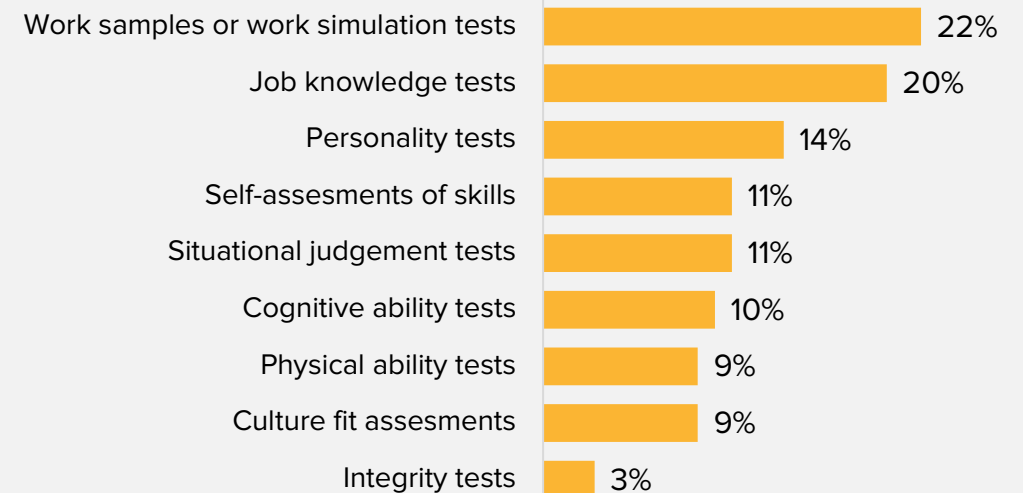
Spotlight:

Among organizations that use pre-employment assessments....

- When asked for what percentage of their positions they use pre-employment assessments when hiring, only **1 in 5 (21%)** said their organization uses assessments across all positions.
- **1 in 10 (11%)** organizations have decreased their use of pre-employment assessments whereas **15%** have increased their use of these assessments over the last 12 months.
- Among organizations that use pre-employment assessments, **21%** plan to **expand** their use of these assessments in the next 5 years. In contrast, only **9%** of organizations that don't these assessments plan to **start** using them in the next 5 years.

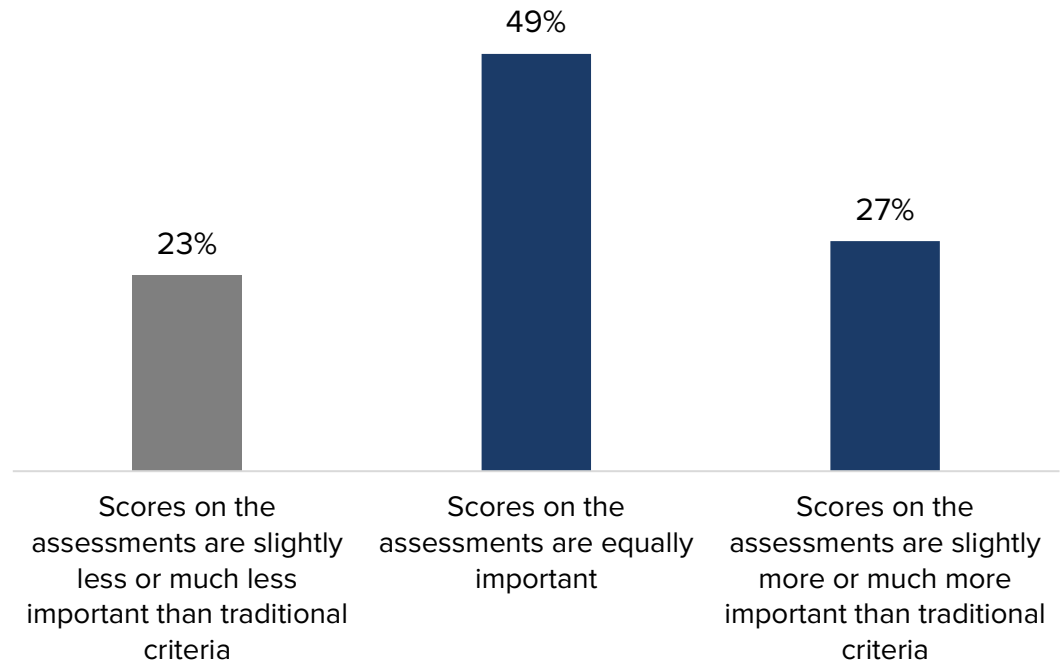
Types of pre-employment assessments organizations are using

**Question was select all that apply.*



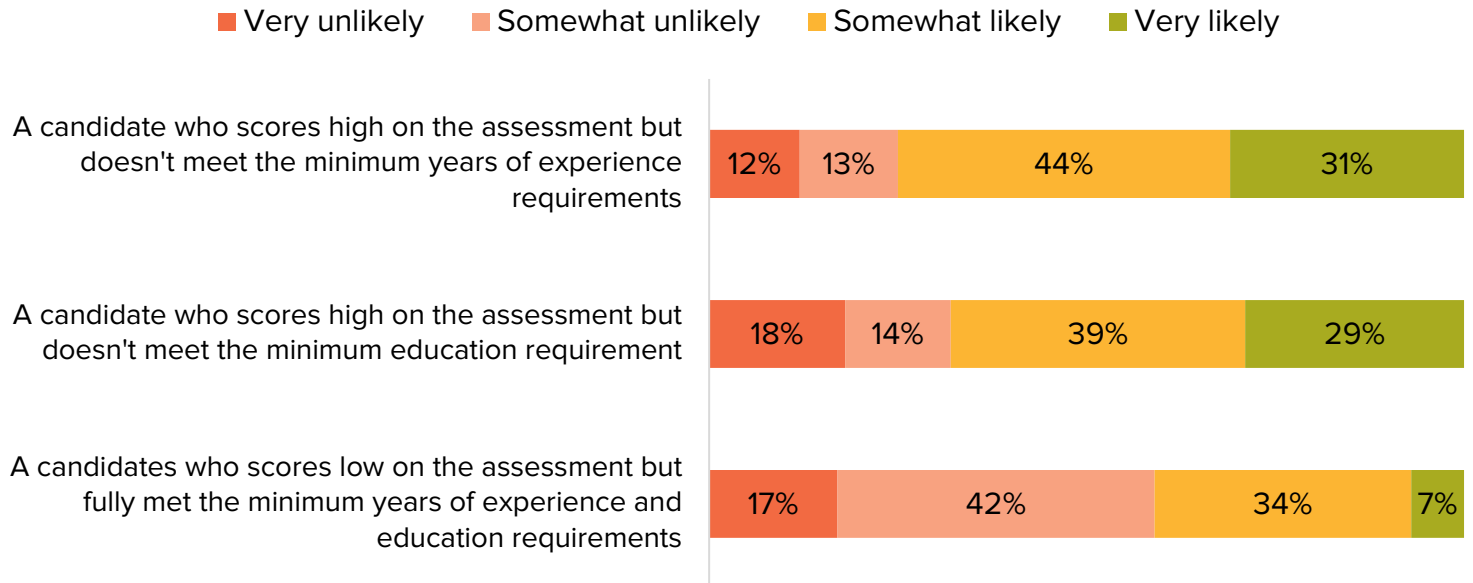
Over 3 in 4

HR professionals say that scores on pre-employment assessments are *just as important as* or *more important than* traditional criteria like degrees or years of experience when deciding which applicants are the most qualified.



HR professionals are more likely to consider a candidate who scores high on a pre-employment assessment but didn't meet the minimum education or experience requirements than they are to consider a candidate who meets these requirements but scores low on the assessment.

Likelihood of making it onto an organization's list of candidates for final consideration



There are several issues to consider when utilizing pre-employment assessments.

Although pre-employment assessments can clearly enhance **the quality of organizations' hires**, they can also increase employers' **time-to-fill**.

Additionally, reports on how these assessments impact **diversity metrics** are mixed.

Notably, in 2022, SHRM Research found that many employers choose to administer these assessments only to candidates identified for further consideration. Because these assessments are administered after many candidates have already been screened out, the effectiveness of these assessments on diversity may be diminished.



78%

of HR professionals say the **quality of their organization's hires** has improved due to their use of assessments.

36%

of HR professionals say their **time-to-fill open positions** has worsened due to their use of assessments.



19%

report that the diversity of their hires has **improved** using these assessments.

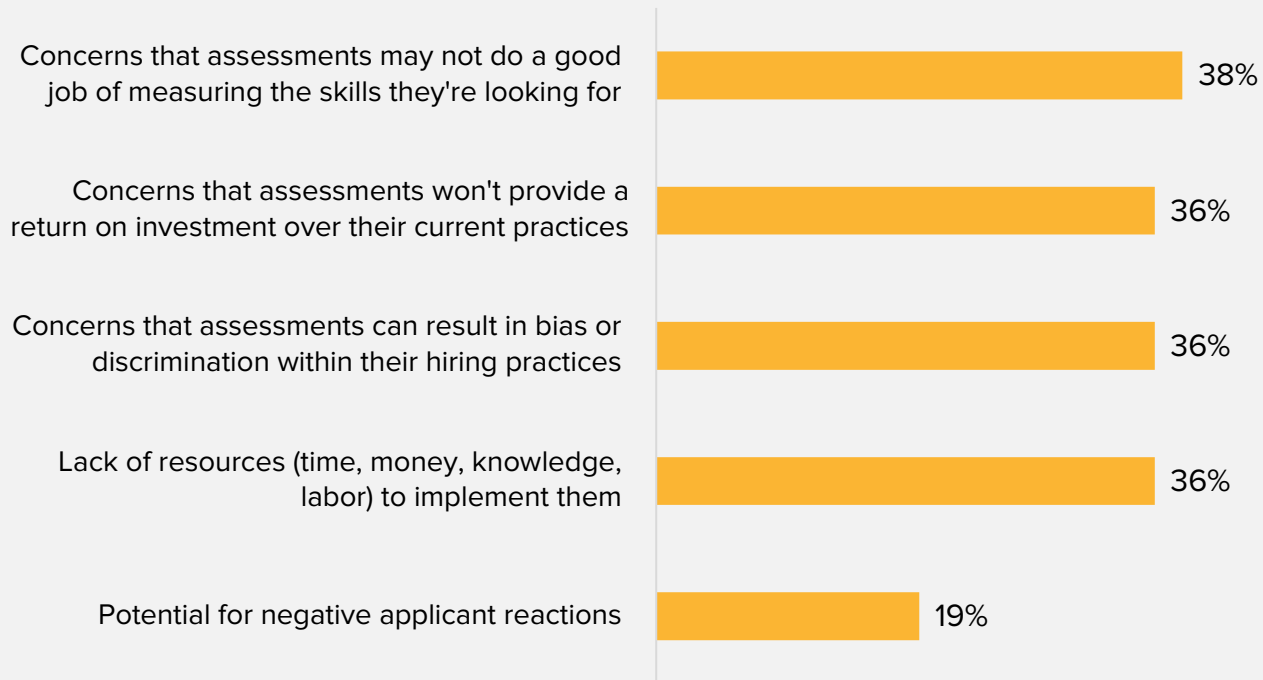
72%

say these assessments have had **no impact** on the diversity of their hires.



Top 5 reasons why organizations don't use pre-employment assessments

**Question was select all that apply.*



Organizations may also be opting out of using pre-employment assessments due to concerns it could extend the hiring process or that such assessments are not relevant.

"We used to use them, but we stopped due to a number of candidates dropping out of the process."

- *Employer in the Manufacturing industry*

"[We have] concerns over adding to an already long process."

- *Employer in the Healthcare & Social Assistance industry*

"[We] don't need an extra barrier to having a candidate apply."

- *Employer in the Construction, Utilities, Agriculture, & Mining Industry*

"Not necessary for the jobs being filled."

- *Employer in the Government & Education industry*



Educational Assistance & Section 127



Spotlight:

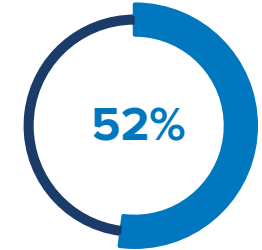
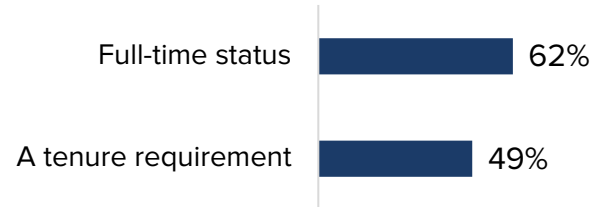
Among organizations that offer student loan repayment...

Among the organizations surveyed...

57% offer **tuition assistance** as a benefit to employees.

Only 9% offer **student loan repayment** as a benefit to employees.

Many base eligibility on:



Percentage of organizations that pay the benefit directly to the student loan servicer on behalf of the employee

Student loan repayment is more likely to be offered by organizations in the **Healthcare & Social Assistance** industry than others.

Healthcare & Social Assistance









All industries



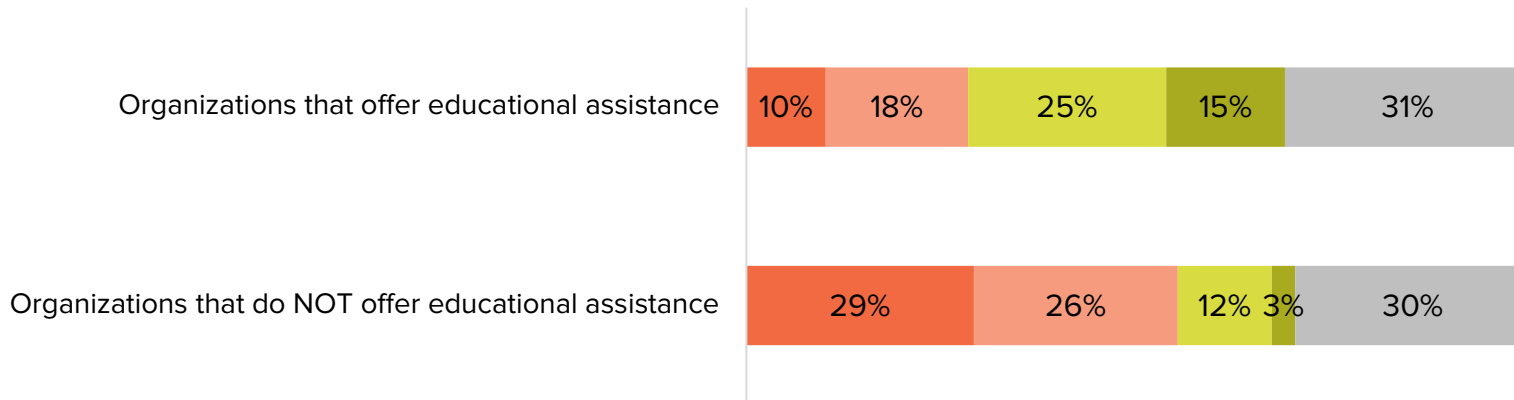
Section 127 of the Internal Revenue Code currently allows employers to offer up to \$5,250 in educational assistance, including student loan repayment, as a tax-free benefit to employees.

However, **utilization and awareness is currently low among employers, particularly when offering student loan repayment.**

Tuition Assistance <i>*Among organizations that offer this benefit</i>	Student Loan Repayment <i>*Among organizations that offer this benefit</i>
 50% Say their organization <i>takes advantage</i> of Section 127 when offering tuition assistance	 35% Say their organization <i>takes advantage</i> of Section 127 when offering student loan repayment
 24% Say their organization <i>does not take advantage</i> of Section 127 when offering tuition assistance	 24% Say their organization <i>does not take advantage</i> of Section 127 when offering student loan repayment
 26% Say they are <i>unsure</i> if their organization takes advantage of Section 127 when offering tuition assistance	 41% Say they are <i>unsure</i> if their organization takes advantage of Section 127 when offering student loan repayment

How likely would your organization be to start offering or to increase the educational assistance benefits it offers to employees if the \$5,250 limit under Section 127 was increased?

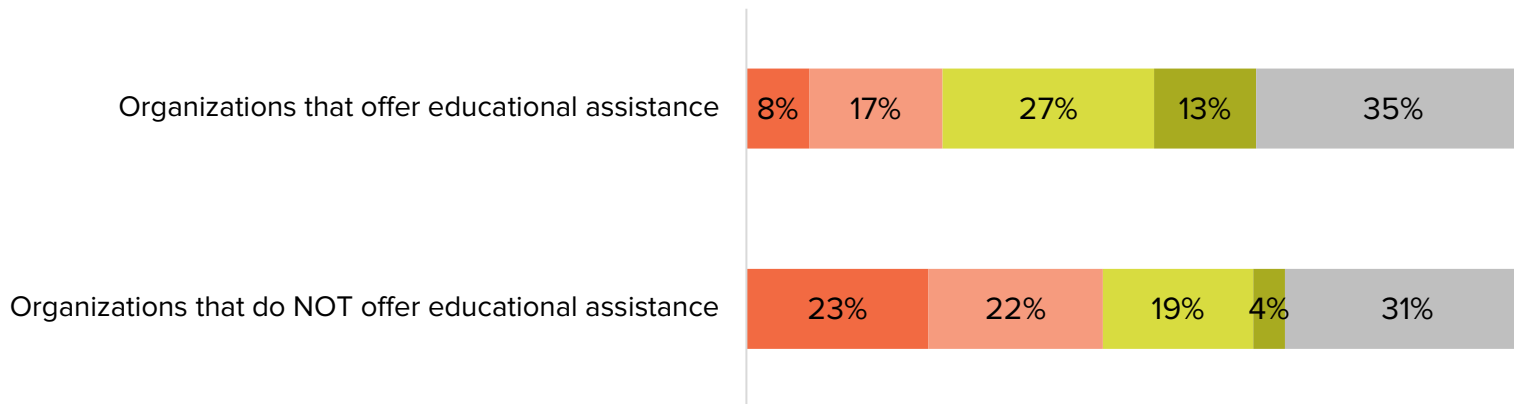
■ Not at all likely ■ Not too likely ■ Somewhat likely ■ Very likely ■ Unsure



An increase to the \$5,250 limit under Section 127 would be more likely to encourage organizations that currently offer education assistance benefits to **expand** their offerings than to encourage those that do not currently offer these benefits to **start offering** them.

If the IRS expanded Section 127 to also include education-related tools and technologies (such as hand tools, computers, virtual reality learning tools, or internet access) as qualified education expenses, how likely would your organization be to offer this benefit to employees?

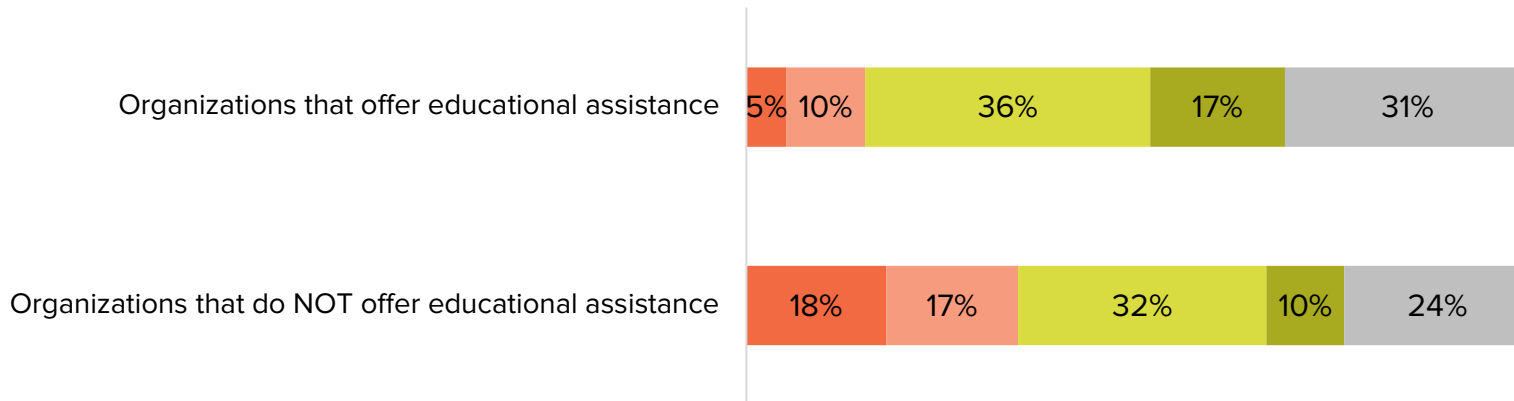
■ Not at all likely ■ Not too likely ■ Somewhat likely ■ Very likely ■ Unsure



An expansion to Section 127 that included education-related tools and technologies would be more likely to encourage organizations that currently offer education assistance benefits to **expand** their offerings than to encourage those that do not currently offer educational assistance benefits to **start offering** them.

How interested would your organization be if the IRS offered tailored resources to aid employers seeking to take advantage of Section 127 benefits?

■ Not at all likely ■ Not too likely ■ Somewhat likely ■ Very likely ■ Unsure



Organizations that currently offer education assistance benefits are more likely than those that do not currently offer these benefits to say they would be interested in tailored resources from the IRS intended to aid employers seeking to take advantage of Section 127 benefits.



Appendix

Difficulty Filling Positions in the Last 12 Months, by Job Category

2024 “very difficult” rank	Change in rank from 2022	Job Category	Very difficult	Somewhat difficult	Somewhat easy	Very easy
1	--	High-Skilled Medical, such as nurses, doctors, specialists	55%	34%	8%	2%
2	--	Skilled Trades, such as electricians, carpenters, machinists, mechanics, welders, plumbers	46%	39%	13%	2%
3	↑4	Engineering and Architecture	37%	46%	15%	2%
4	↑5	Community and Social Service Workers, such as counselors, therapists, social workers	36%	42%	20%	2%
5	↑3	High-Skilled Technicians, such as health, telecommunications and environmental technicians	34%	47%	17%	2%
6	↑7	Protective Service Workers, such as firefighters, law enforcement, security guards	33%	43%	21%	3%
7	↑3	Construction and Extraction, such as mining	31%	48%	19%	2%
8	↓4	Transportation, such as drivers	31%	42%	22%	4%
9	↑2	Scientists and Mathematicians	27%	49%	20%	4%
10	↑4	Education, Training and Library, such as teachers, professors	26%	43%	24%	7%
11	↑1	IT/Computer Specialists, such as IT analysts, software developers and programmers, database administrators	25%	43%	28%	4%
12	↓9	Hourly Service Workers, such as cashiers, retail sales, food service workers	25%	42%	26%	8%
13	↓7	Hourly Laborers	24%	44%	26%	6%
14	↑2	Legal occupations, such as lawyers and legal support workers	22%	42%	30%	6%
15	↓10	Production operators	21%	47%	27%	5%
16	↑5	Executives	21%	46%	28%	5%
17	↓2	Farming, Fishing and Forestry	20%	48%	22%	10%
18	↓1	Accounting and Finance Professionals	19%	46%	31%	4%
19	↓1	Sales	18%	42%	33%	7%
20	--	Managers	15%	57%	25%	3%
21	↑2	Military occupations	15%	50%	25%	10%
22	↑8	Art and Design	14%	38%	39%	9%
23	↑1	Human Resources	11%	43%	38%	8%
24	↓5	Customer Service Representatives	11%	41%	39%	8%
25	--	Business	9%	51%	36%	4%
26	--	Advertising	9%	42%	44%	6%
27	↑1	Communications, Media and Public Relations	9%	39%	43%	8%
28	↓6	Entertainment and Sports	9%	35%	44%	13%
29	--	Administrative Support Staff	8%	37%	44%	11%
30	↓3	Marketing	7%	39%	46%	8%