

A large, stylized purple chevron graphic that points to the right, framing the "Accenture Research" text.

**ACCENTURE
RESEARCH**

**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

EXECUTIVE SUMMARY INSIGHTS

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

EXECUTIVE SUMMARY INSIGHTS

Summary

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.

EXECUTIVE SUMMARY INSIGHTS

Summary

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 will 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

THIS STUDY WAS FIELDDED AUGUST 2021

Work in Philadelphia	n=200
Yes	200

County	n=200
Burlington County, New Jersey	1
Camden County, New Jersey	6
Chester County, Pennsylvania	2
Delaware County, Pennsylvania	1
Philadelphia County, Pennsylvania	187
Salem County, New Jersey	3

Revenue	n=200
\$50 billion or more	0
\$20 to \$49.9 billion	5
\$10 to \$19.9 billion	37
\$6 to \$9.9 billion	84
\$1 to \$5.9 billion	68
\$500 to \$999 million	6

Title/Role	n=200
Chief Executive Officer/CEO	23
Chief Operating Officer/COO	28
Chief Financial Officer/CFO	29
Chief Information Officer/CIO	17
Chief Strategy Officer/CSO	66
Chief Technology Officer/CTO	7
Chief Marketing Officer/CMO	20
Chief Human Resources Officer/CHRO	10

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

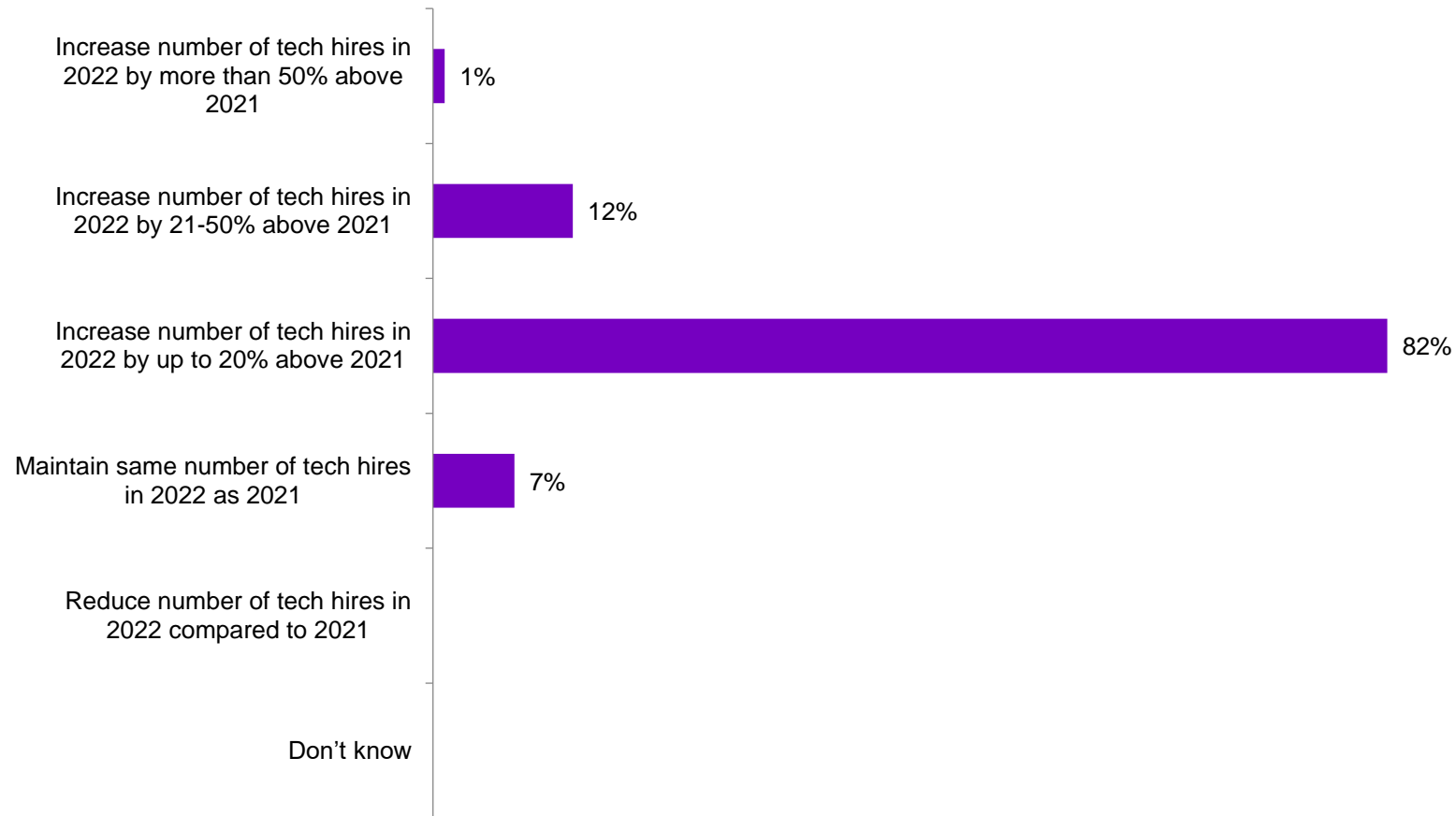
Philadelphia Employees	n=200
Less than 50	0
50-100	5
101-500	14
501-1,000	8
1,001-5,000	98
5,001-10,000	55
More than 10,000	20

Philadelphia Tech Employees	n=200
0-50	58
51-100	128
More than 100	14

RESULTS

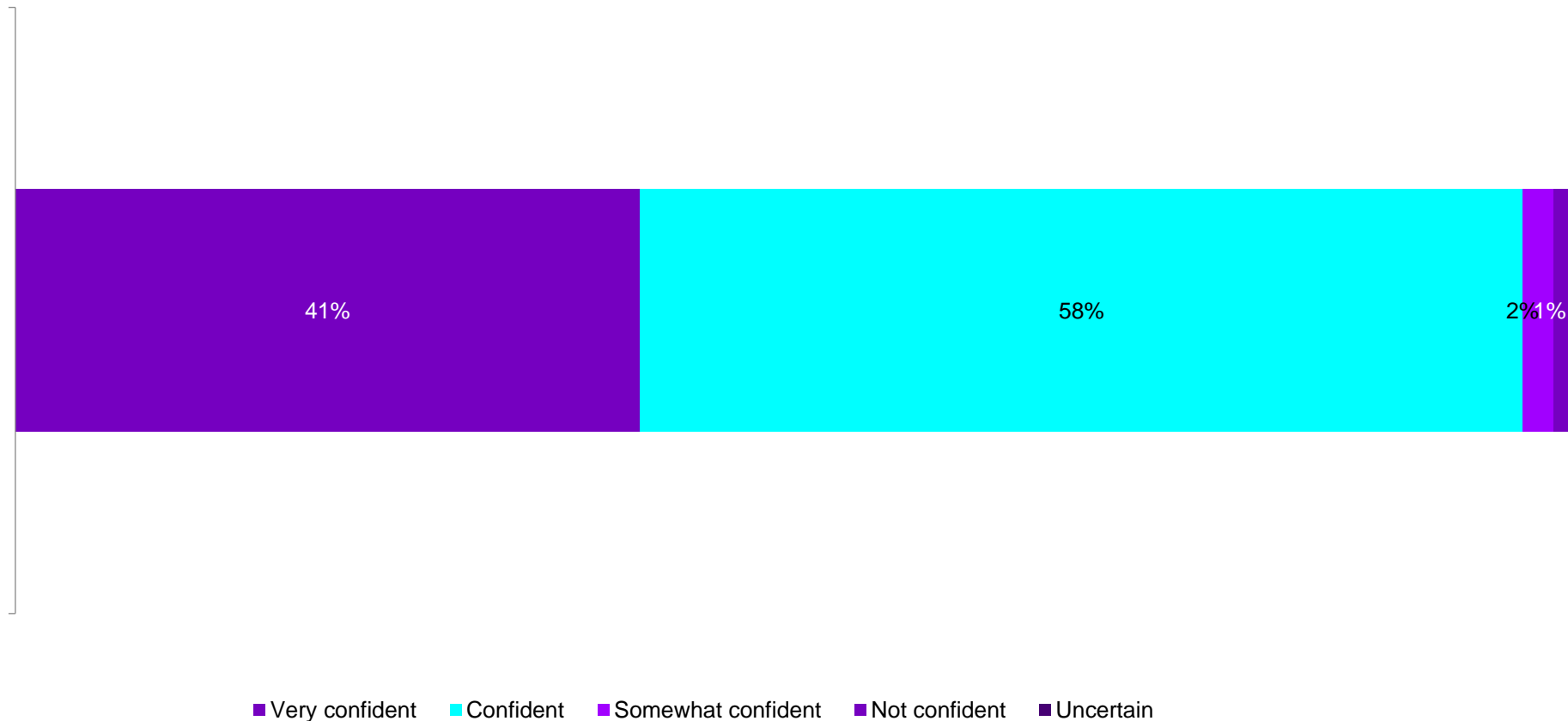
82% of respondents report their organization is planning to increase their number of tech hires in 2022 by up to 20% above 2021

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



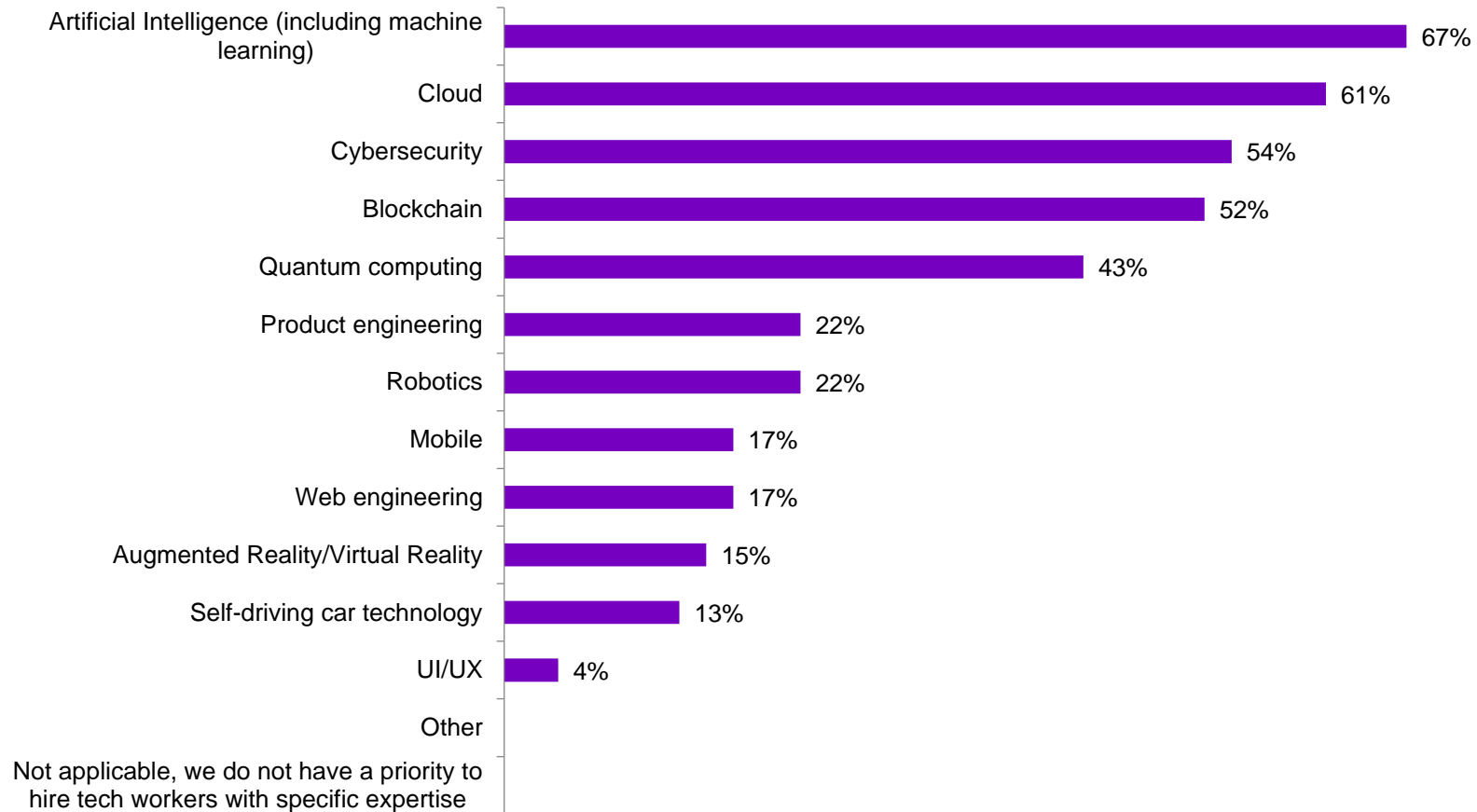
Almost all respondents report they are confident or very confident their company will be able to secure tech skill needed from the talent pool in Philadelphia in 2022

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?



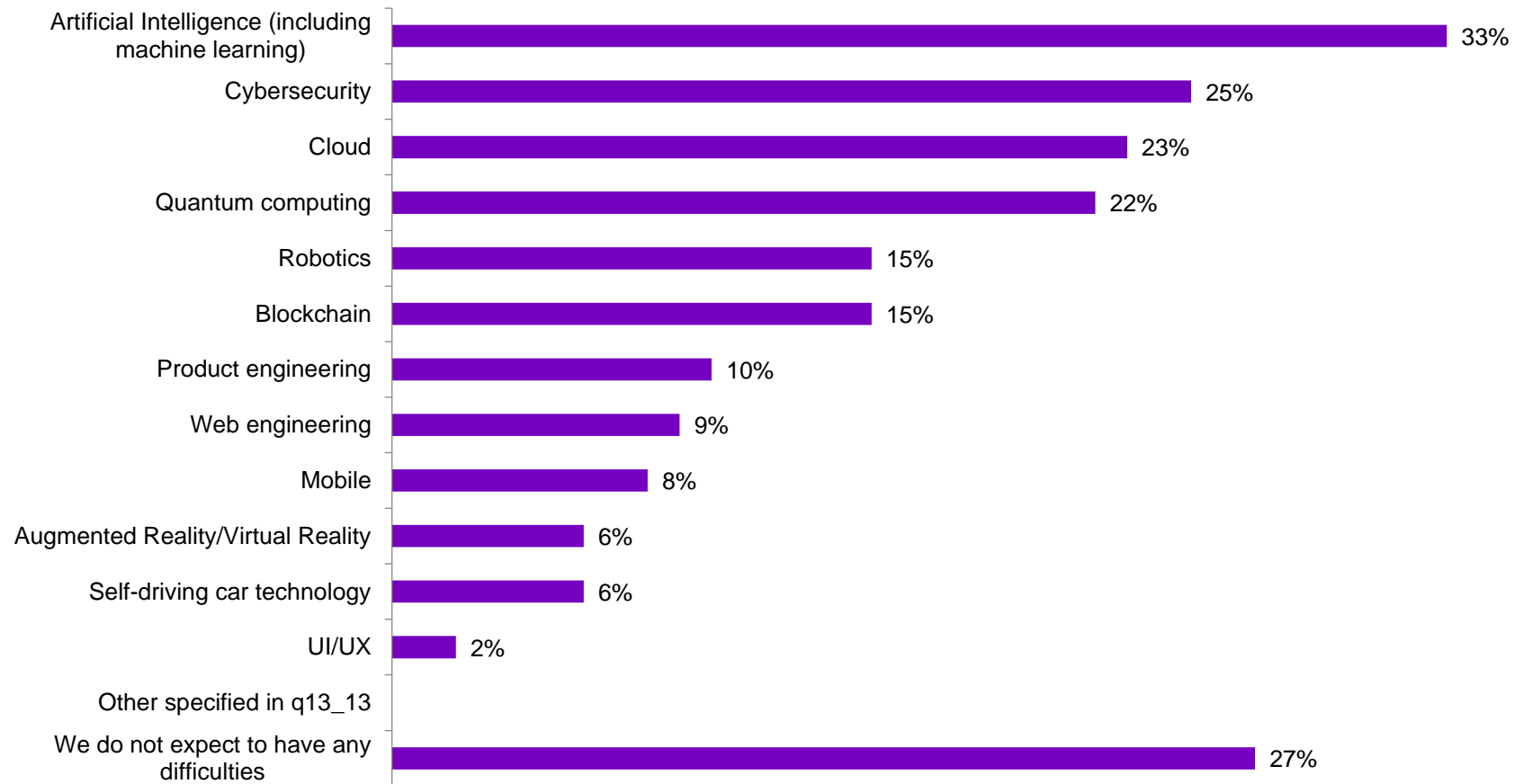
About two-thirds of respondents say their organization is looking to hire employees with Artificial Intelligence expertise in 2022

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



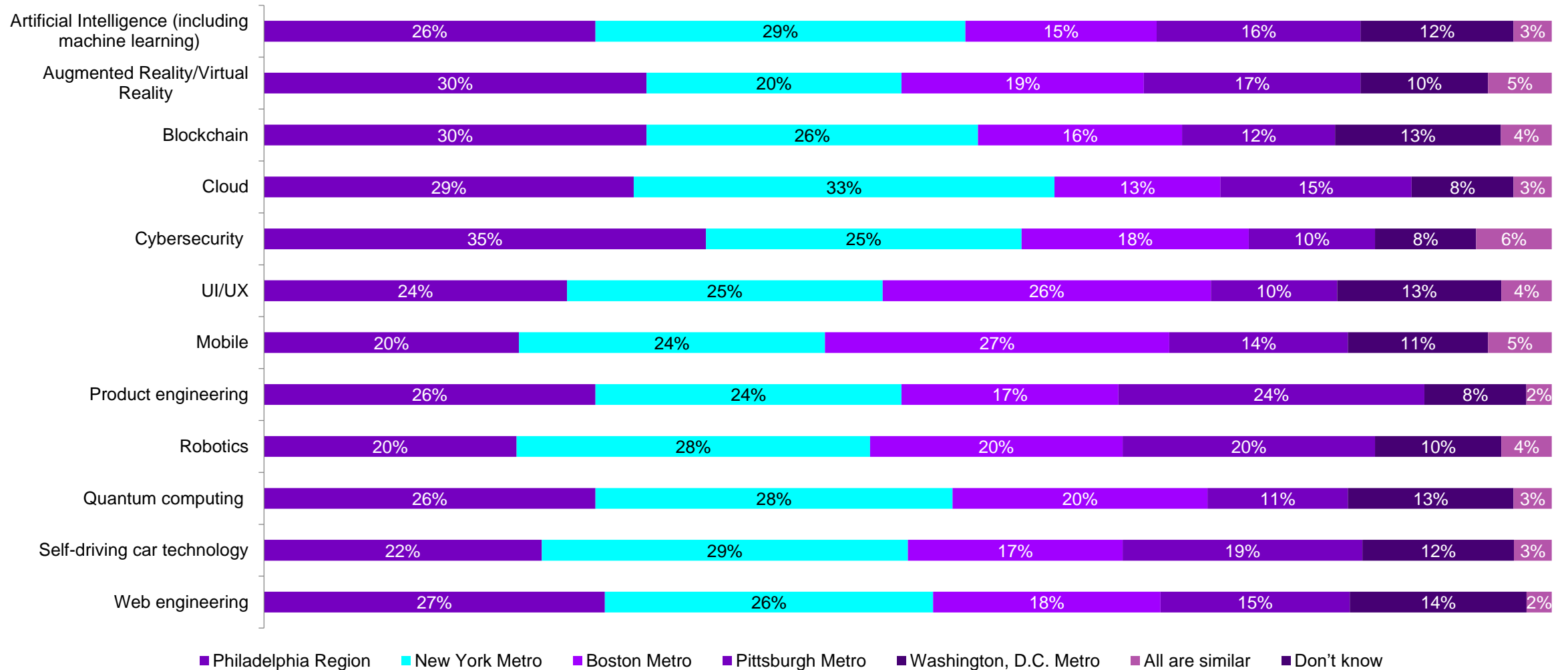
A third of respondents believe their organization will have difficulty hiring employees with **Artificial Intelligence** expertise in 2022

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



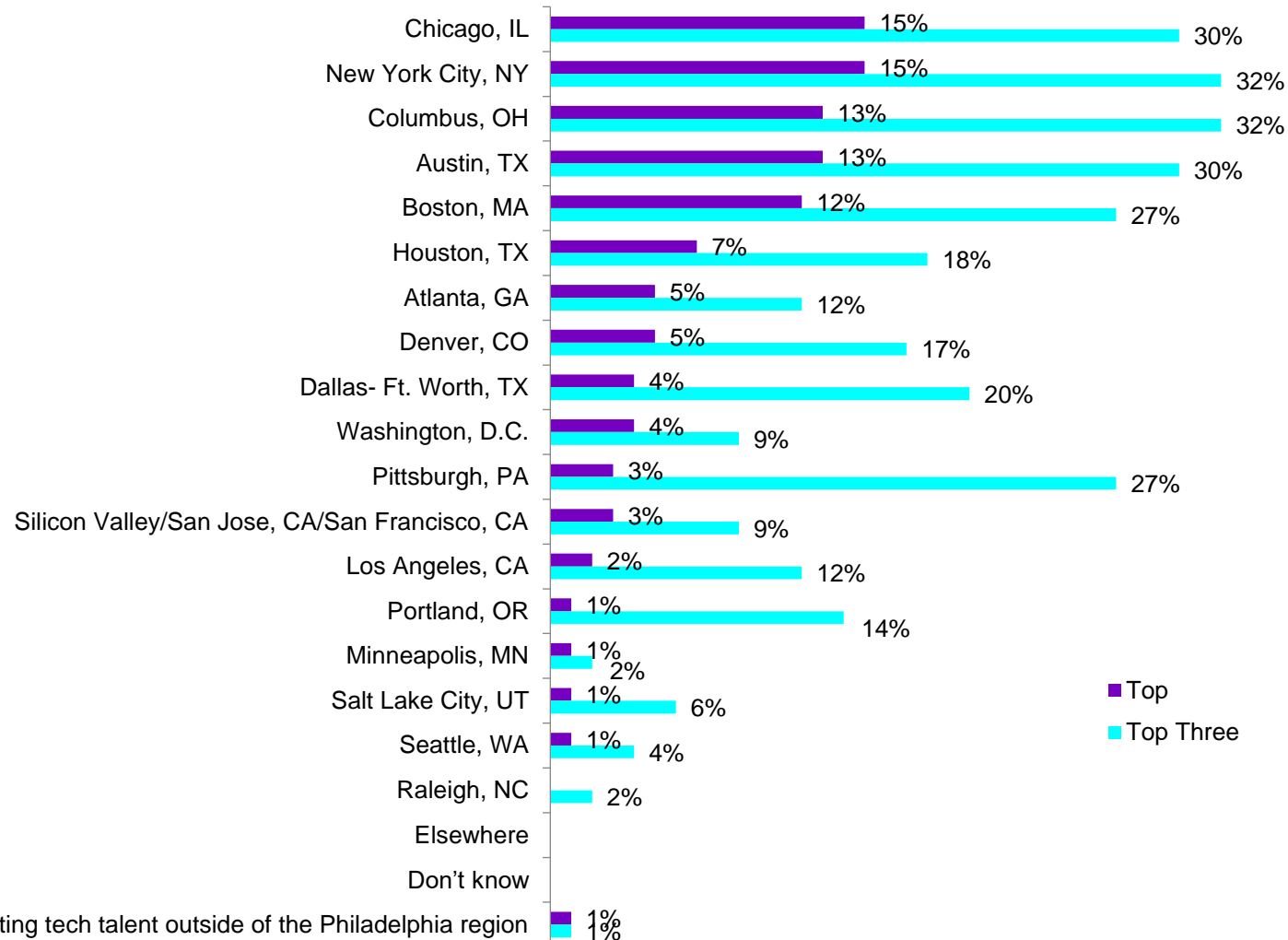
Over a third report cybersecurity skills are more plentiful in the Philadelphia region compared to other metros

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



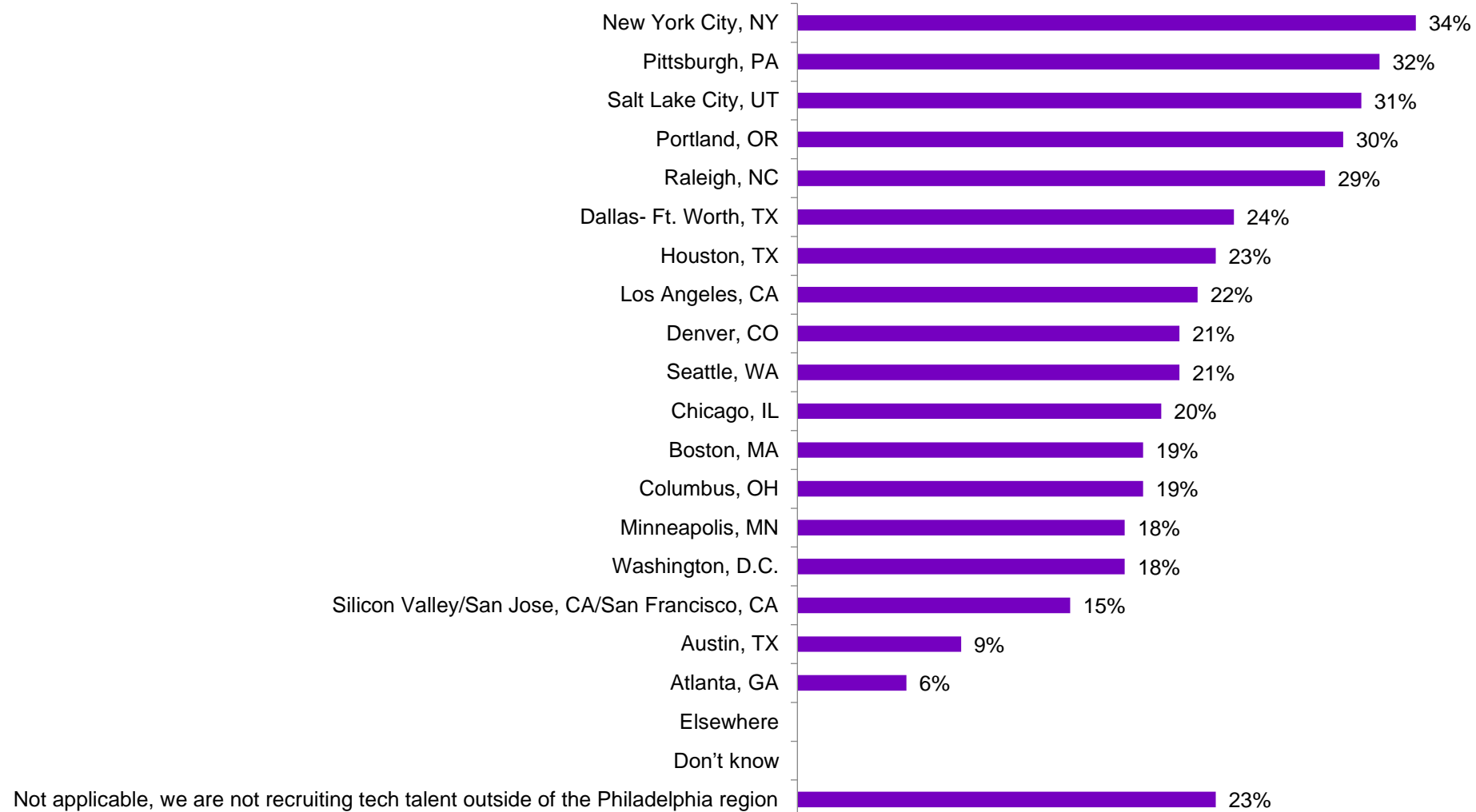
15% report Chicago, IL and New York City are the top cities where tech talent is recruited

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



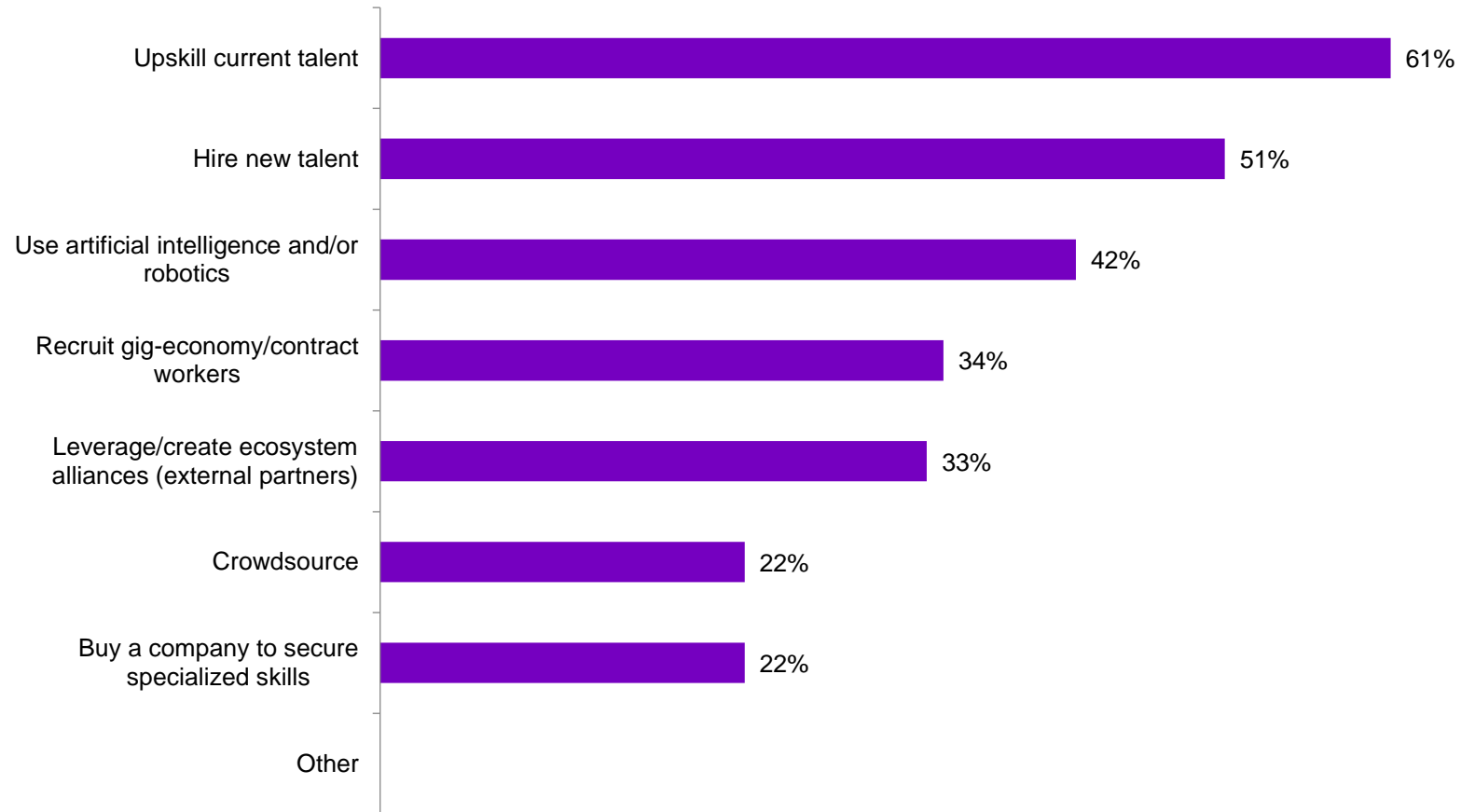
Over a third report Philadelphia region tech talent is lost to New York City

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



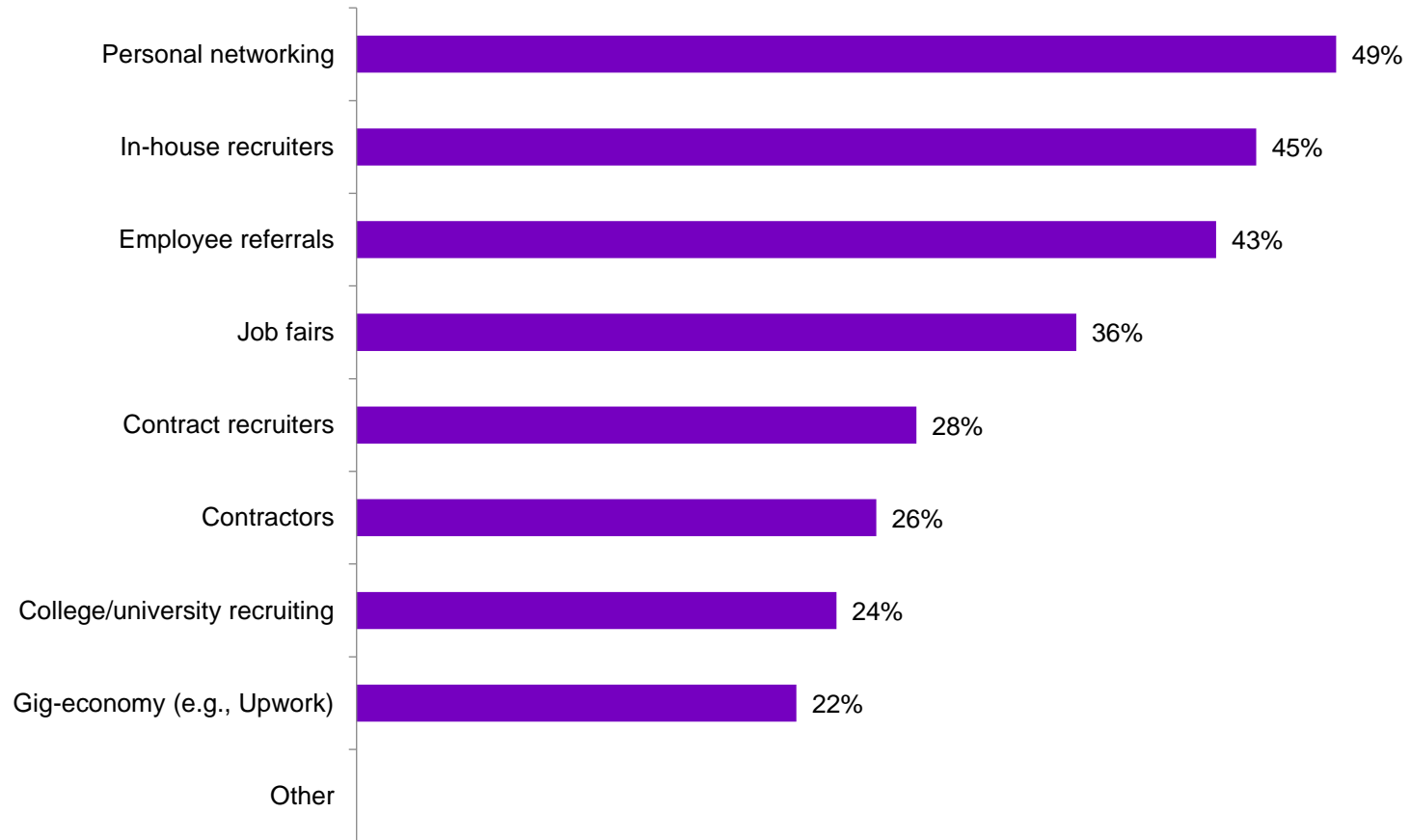
Over three-fifths expect to upskill current talent in order to meet their tech resource needs over the next year

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



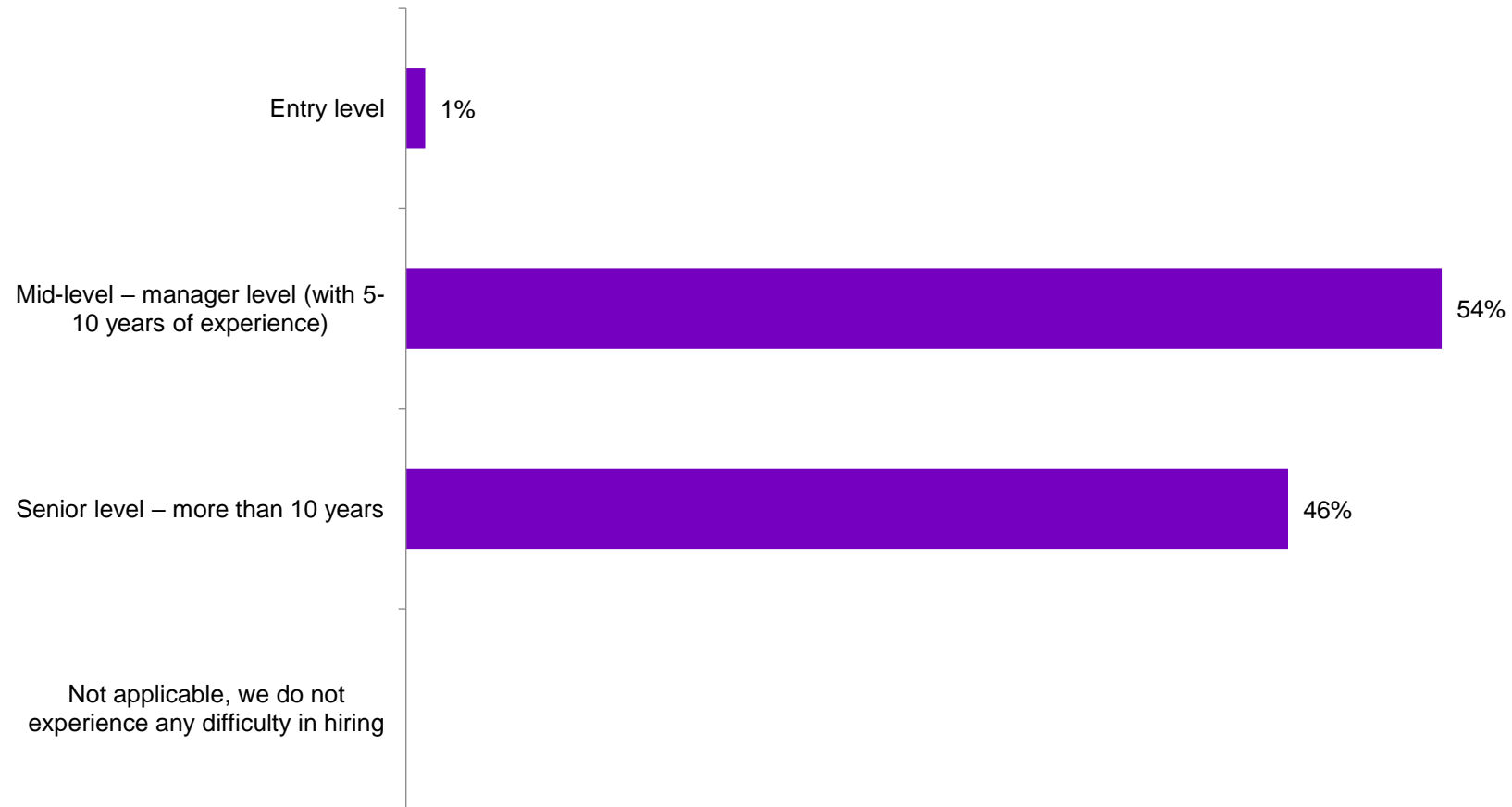
Almost half say they would utilize **personal networking** to help fill tech talent needs

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



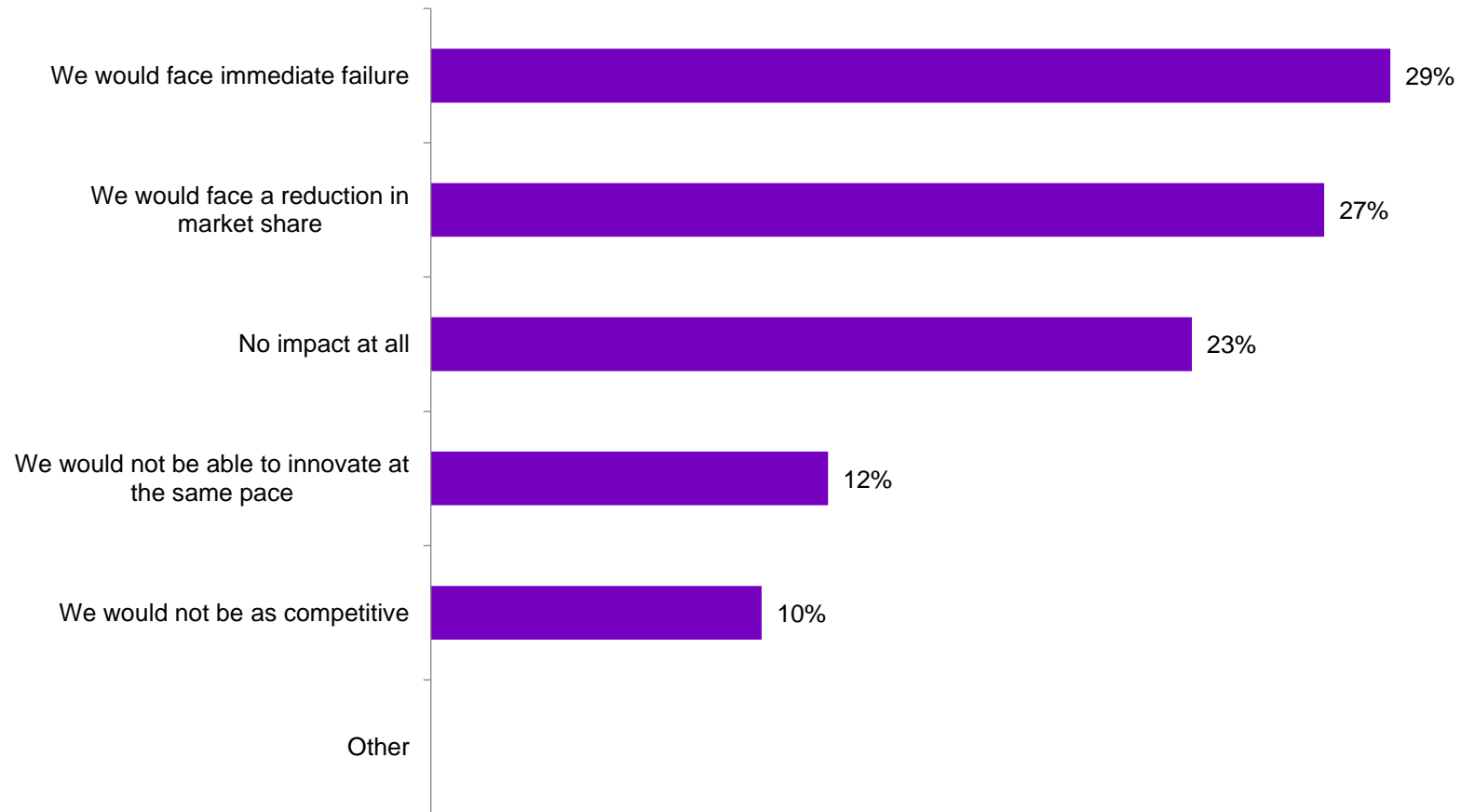
Over half report mid-level tech talent employees are the most difficult to find while hiring

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



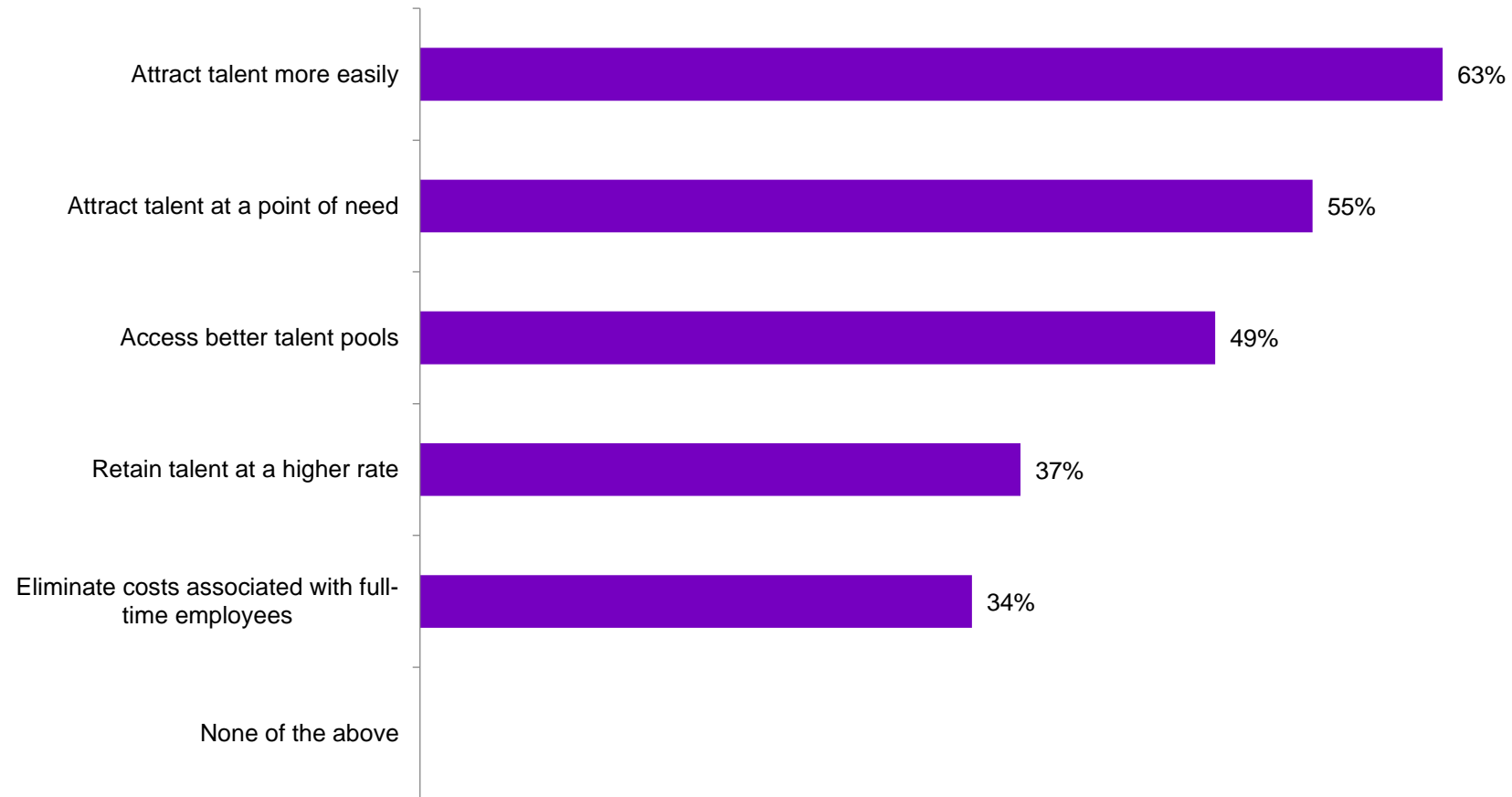
Over half say their organization would face immediate failure and/or a reduction in market share if they are unable to hire required talent over the next 12 months

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



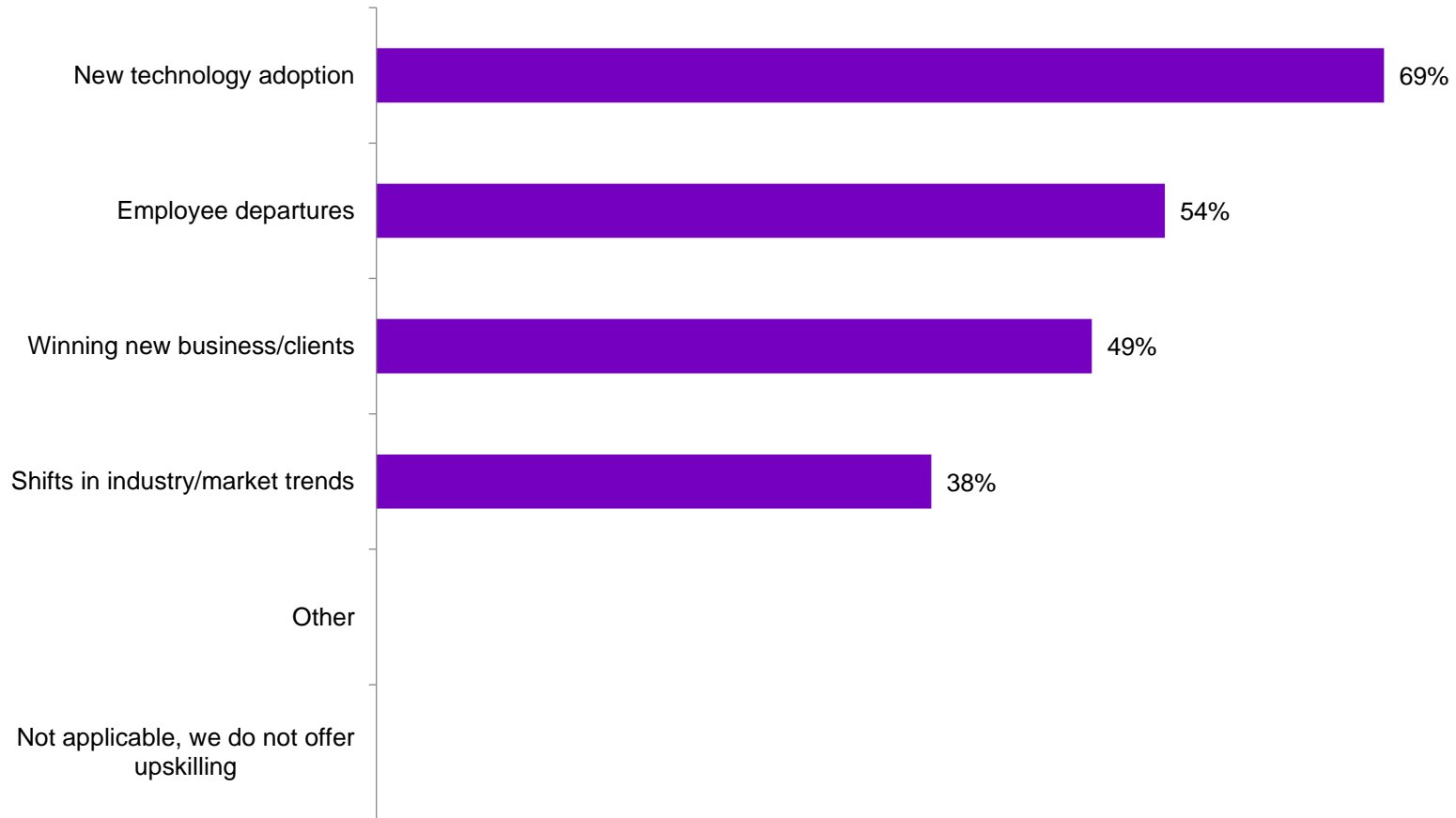
63% believe they would be able to attract talent more easily if their company chooses to use contract workers

If you choose to use contract workers, which of the following do you believe your company will be able to do?
Multiple responses



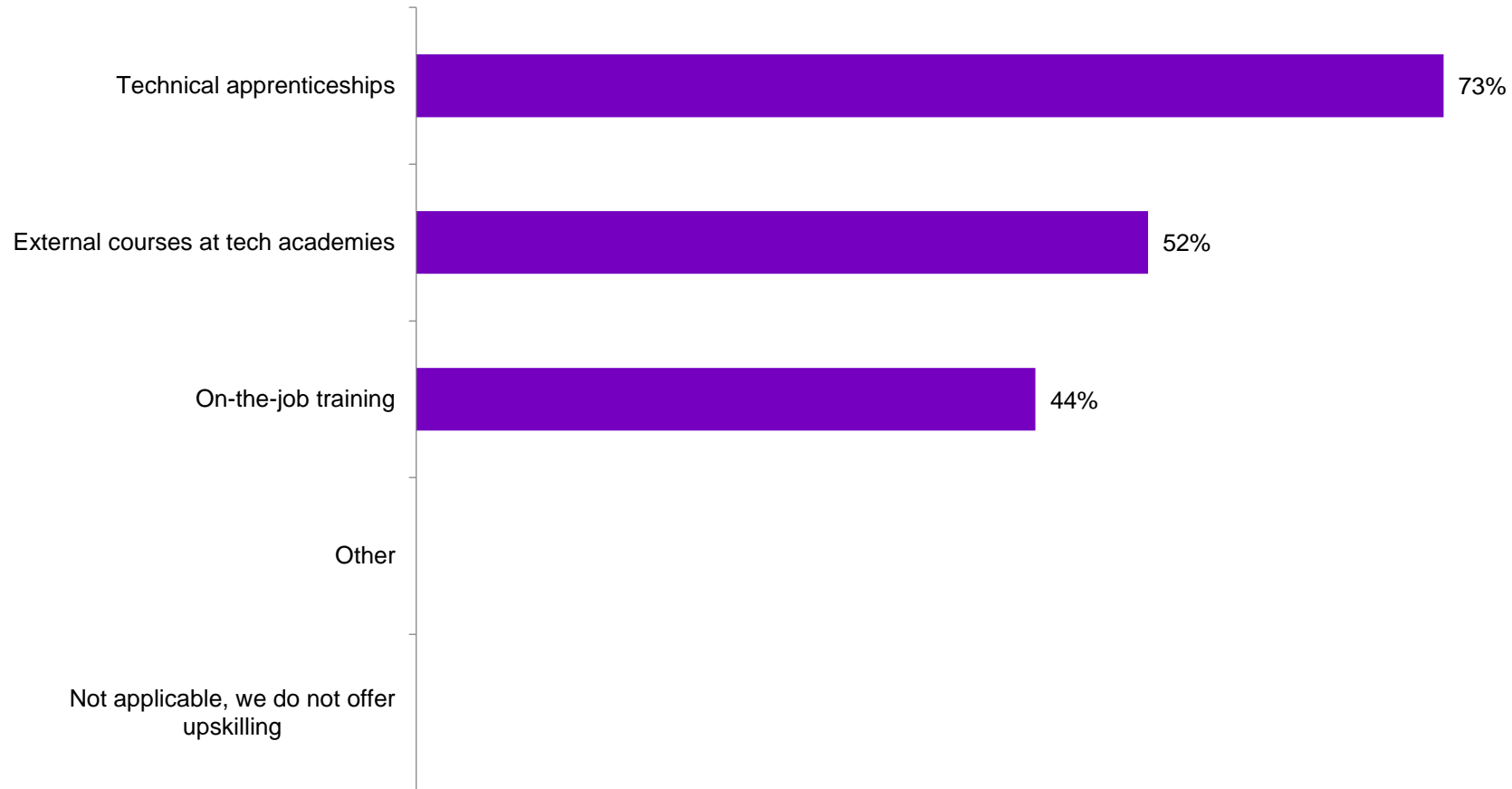
Over two-thirds report new technology adoption typically triggers reskilling efforts in their company

What typically triggers upskilling efforts in your company?
Multiple responses



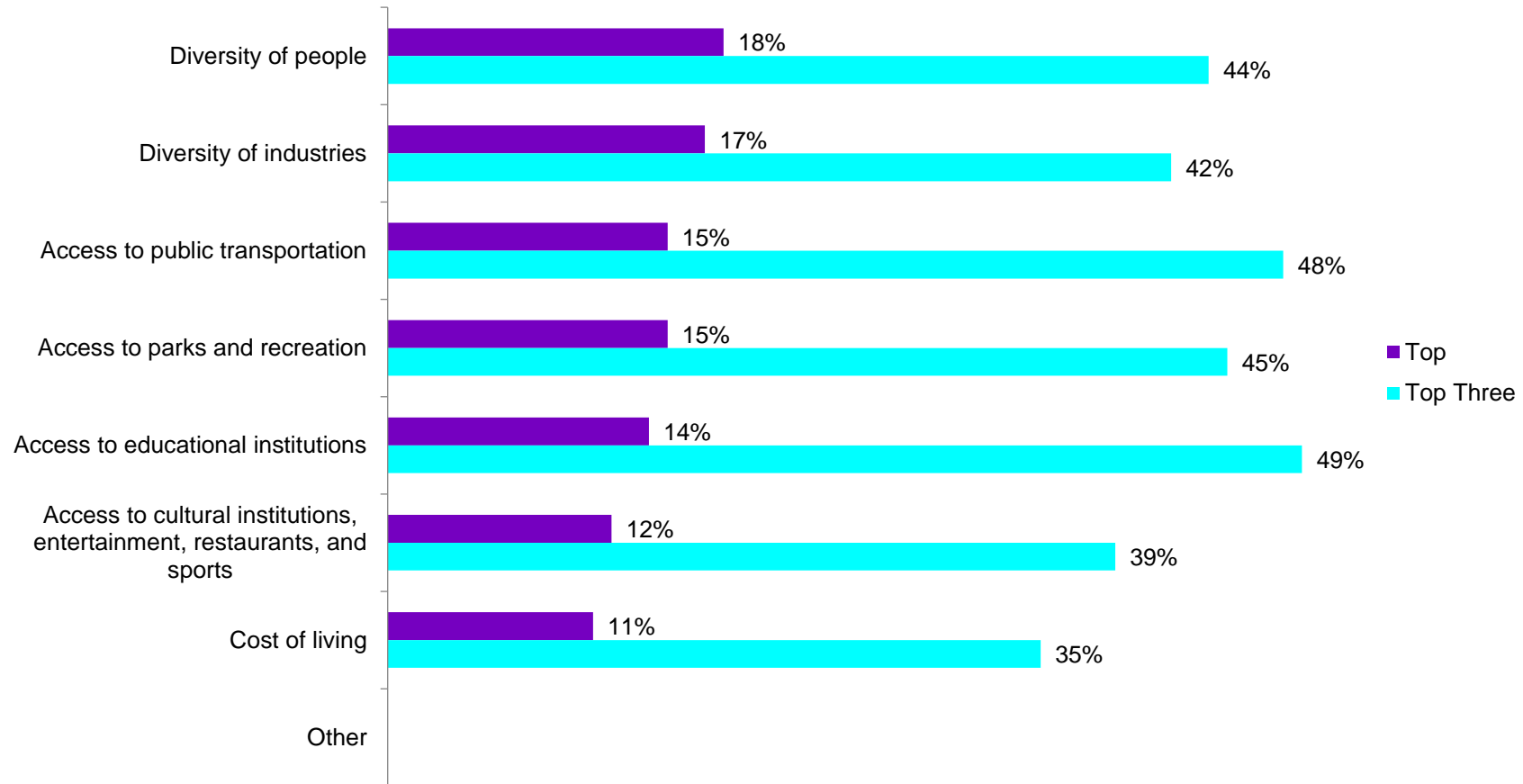
Almost three-fourths say they reskill tech employees through technical apprenticeships

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



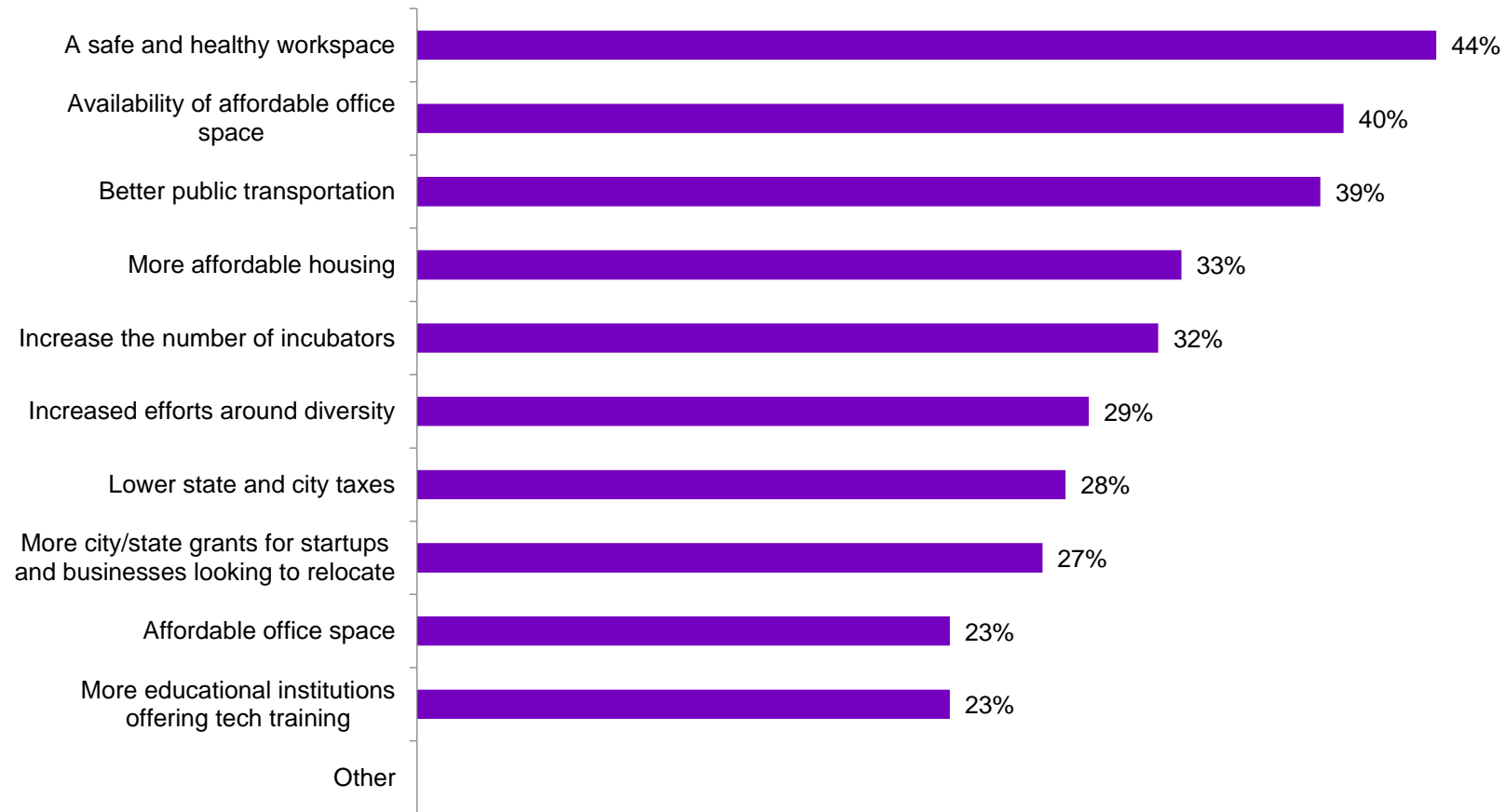
18% of respondents say diversity of people attracts tech talent to stay in or relocate to the Philadelphia region

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



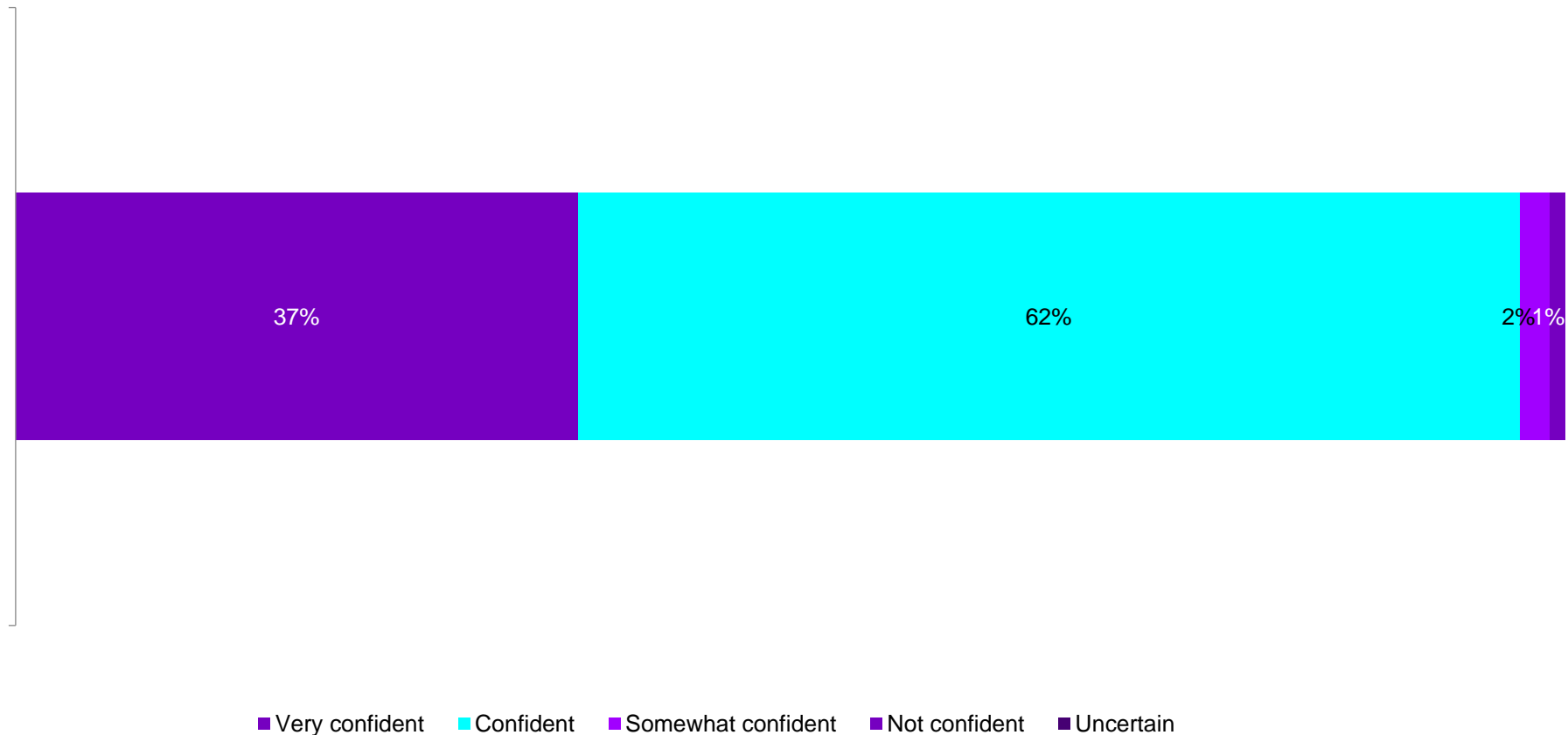
44% of respondents say a safe and healthy workspace would help attract tech talent to stay in or relocate to the Philadelphia region

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



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?



Almost all respondents report their organization has not worked with nonprofit coding schools or apprenticeship programs in order to meet hiring needs

Have you worked with any nonprofit coding schools or apprenticeship programs to meet hiring needs?



All respondents report their organization is not investing in apprenticeships as an alternative talent pipeline

Are you investing in apprenticeships as an alternative talent pipeline?



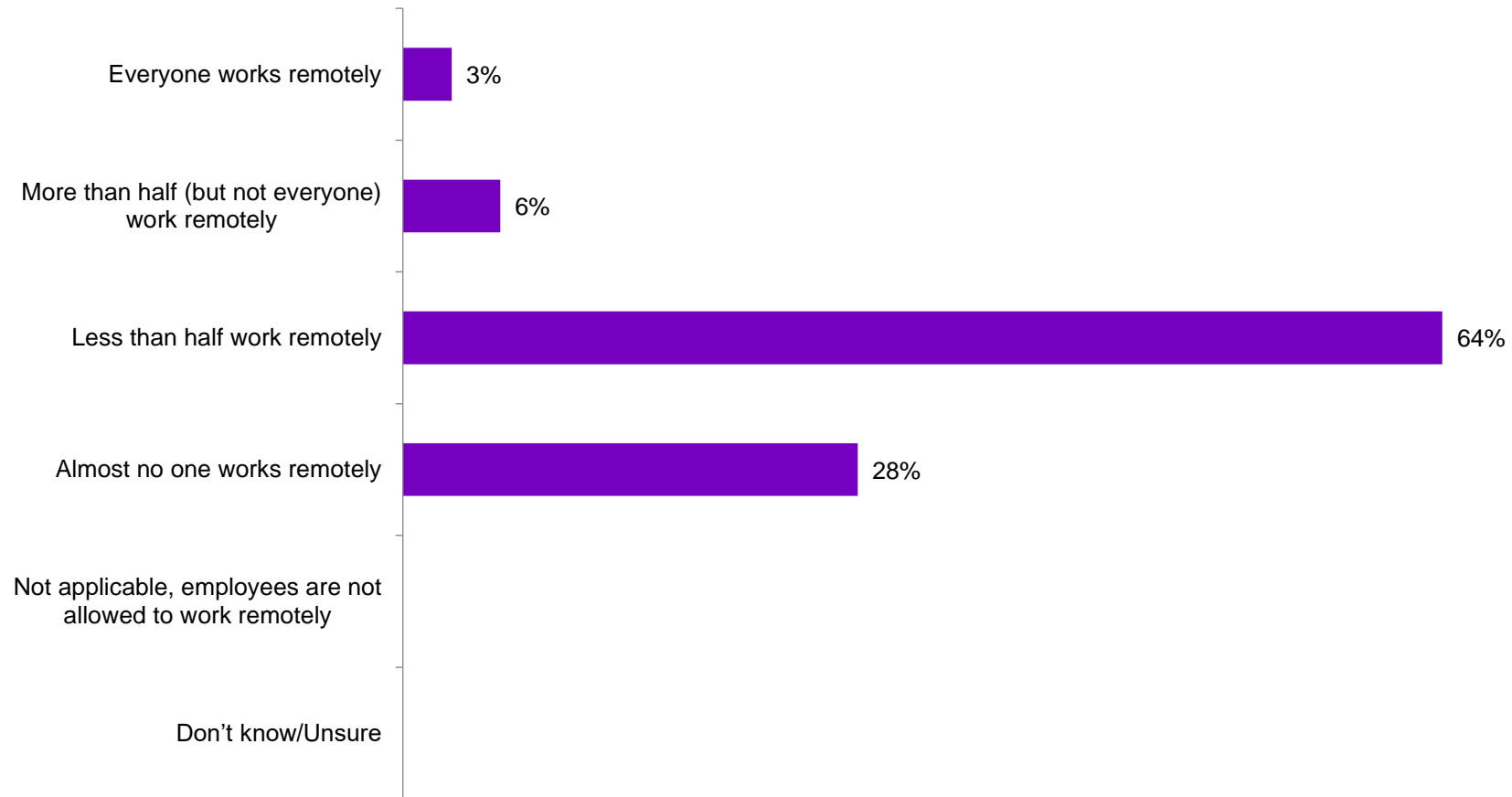
Most respondents report their organization is using a skills-based hiring process to identify the correct at-risk talent for their needs

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?



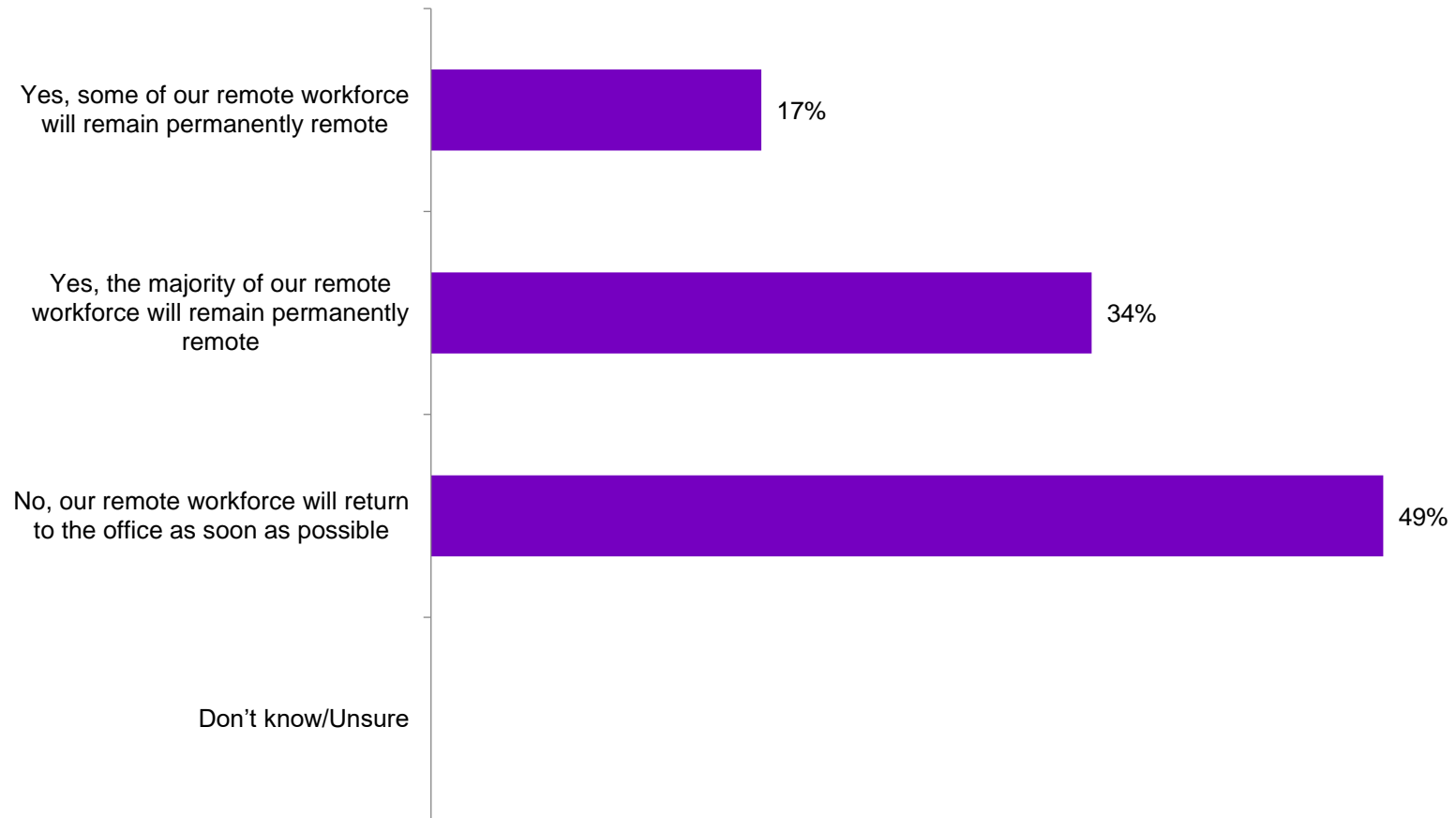
Almost two-thirds report less than half of all employees who have the option to work remotely are currently working remotely

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



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?



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?

