

Summer Youth Jobs:

A Survey of Business Executives

PREPARED FOR:

The United States Conference of Mayors
and The Council on Metro Economies
and the New American City

PREPARED BY:

Zogby
Analytics



THE UNITED STATES CONFERENCE OF MAYORS



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I.

Methodology and Sample Characteristics

Methodology

Zogby Analytics was commissioned by [the US Conference of Mayors] to conduct an online survey of [306 business leaders].

Using trusted interactive partner resources, thousands of business decision makers were invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 306 is +/- 5.7 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question topics and phrasing.

Sample Characteristics	Frequency	Valid Percent*
Owner or partner	132	43
CXO / Administrator/ Director	53	17
Pres/VP/Manager	92	30
HR Decision Maker	14	5
Other Decision maker	15	5
Fewer than 50 Employees	215	70
50-200 Employees	26	9
201-500 Employees	17	6
More than 500 Employees	38	12
Not Sure	2	1
Refuse	8	3

* Numbers have been rounded to the nearest percent and might not total 100.

II. Executive Summary

Today's job market presents many challenges for all adults and does not discriminate based on age, race, education or region. Although the unemployment figures have decreased very slowly over the past four years since the beginning of the "Great Recession," many people have been forced to take part time jobs, work for less and millions have given up altogether looking for employment.

In the midst of a slowing economy and tough job market lurks another potentially harmful problem, which will present a new whole generation of serious issues and problems: youth/young adult unemployment. Many youth/young adults, whether it's high school students, community college/university students or recent graduates are facing one of the toughest job markets in our country's history. A summer job has always been a right passage for youth and young adults as way to develop pertinent skills, earn a little extra money or begin a new and exciting career.

Recent economic conditions have created barriers for companies to have access to the needed capital to fund such workforce development programs and sponsor young adults financially for summer jobs programs. The purpose of this survey of business decision makers is to understand who is hiring, who isn't hiring and why.

By creating a baseline, the information yielded from this survey can serve to identify what the fundamental problems facing summer jobs programs are and what solutions can be implemented to solve the issue at hand.

The survey data does not present a rosy picture for youth/young adult summer employment. More than two-thirds (66.7%) of respondents did not hire any youth/young adults for the summer of 2012. Also 84.3% of respondents say they did not make a contribution to a summer jobs program.

While this is not good, there is some hope: of the nearly three-in-ten (29.7%) who did hire youth/young adults for the summer of 2012, 61.6% said they were likely to hire youth/young adults again for the summer of 2013. Of the companies that did hire youth/young adults, an overwhelming majority (73.7%) characterized the skills and educational capacity of the youth/young adults they hired as excellent (25.3%) and good (48.4%). One possible way to tackle the anemic summer youth employment figures is to promote the benefits of youth employment, whether through improved financial or production figures.

Other highlights: a plurality (39.6%) of youth/young adult summer hires came from large cities (100,000 or more). This bodes well for the overall mission of the US Conference of Mayors, which is to promote summer jobs within inner cities and amongst under privileged youth. Almost a quarter (24.2%) of the summer hires were also from small cities (100,000 or less).

With regard to the relationship between employers and local youth development programs, more than half (51.6%) of respondents say it is unlikely they will consider hiring a youth/young adult if a local development program assisted in identifying a youth/young adult in need of a job next summer.

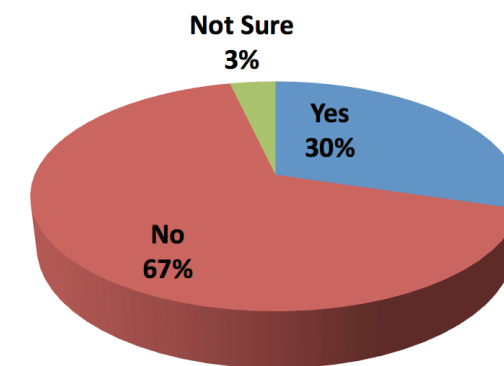
One of the most telling figures from the data and one which might explain the complacency among employers when it comes to the hiring of youth/young adults for summer jobs is, when we asked if they had ever been asked to hire youth/young adults by the Department of Labor, a workforce development board, NGO or other government agency, a resounding 86.3% said no.

There is obviously a disconnect among government agencies and employers and if more is done to establish communication between each, the number of youth/young adults employed during the summer may increase.

III. Analysis

1. *Did your company hire any youths (age 23 or under) for a job this past summer (2012)?*

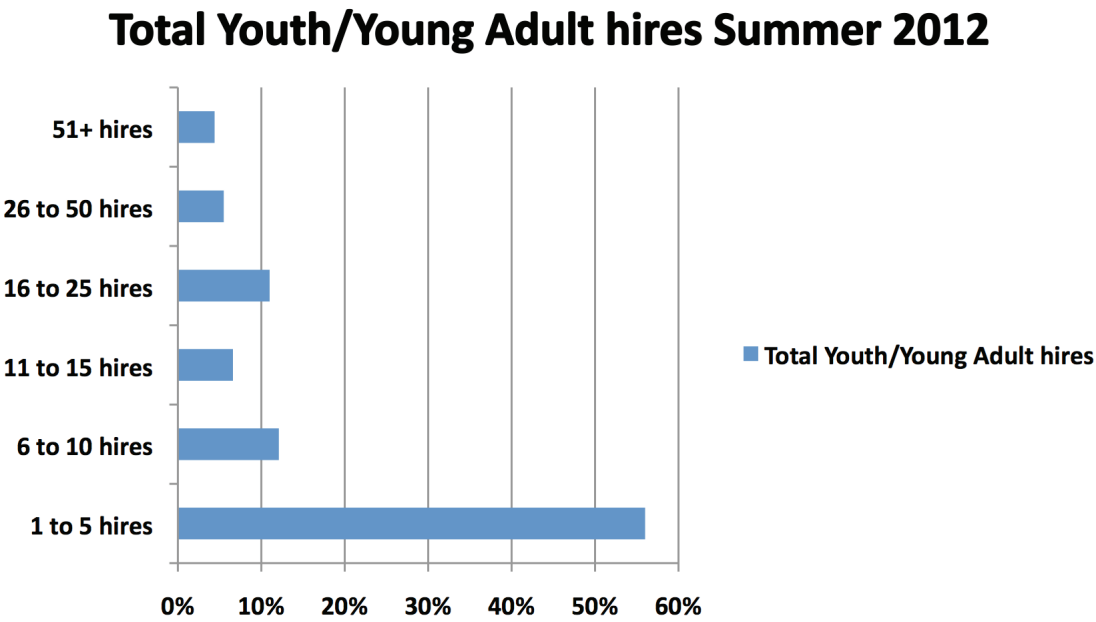
Youth Hires Summer 2012?



Overall, slightly more than two-thirds (67%) of business decision makers said they did not hire any youth (age 23 or under) for a job this past summer, while three-in-ten (30%) did hire a youth (age 23 or under) this summer. Only three percent were not sure.

When we drill down, CXO/Administrator/Directors (50.9%) and HR Decision Makers (50%) were more likely than other job titles to have hired a youth/young adult for the summer of 2012. Among the size of companies, those who have 201-500 employees (76.5%) were most likely to have hired youth/young adults for the summer of 2012.

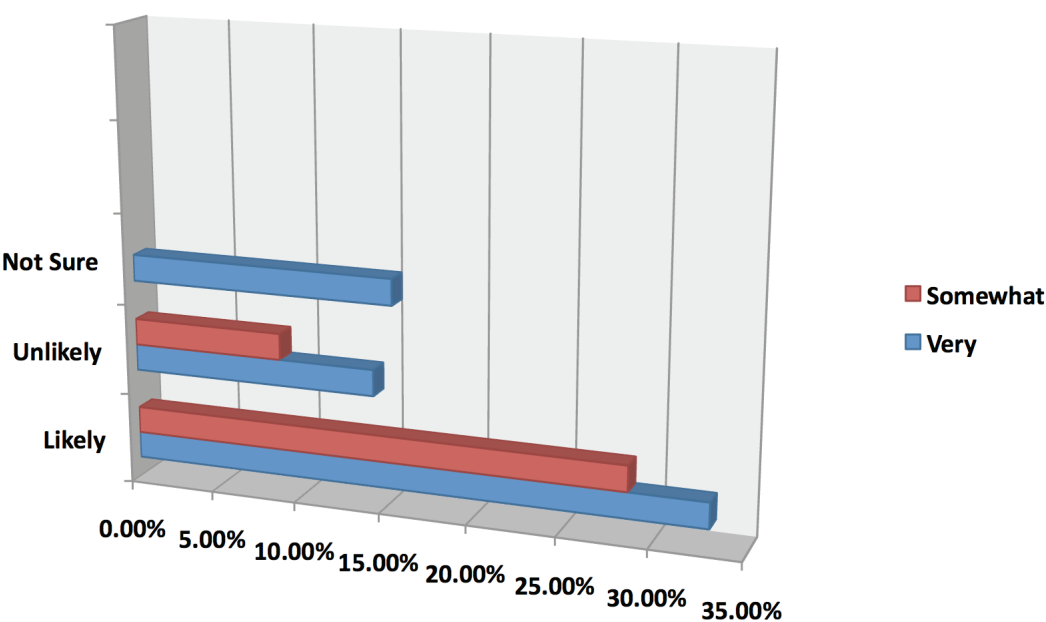
2. Thinking of all of the youth/young adults you hired for a summer job this past summer, how many in total worked directly for your company?



More than half (56.0%) of participants say the total number of youth/young adults that worked for their company this past summer was between 1-5 hires. The only other categories to crack double digits were 16-25 hires (12.1%), followed by 6-10 hires (12%).

The category of 1-5 hires was also most prevalent among companies with 50 or fewer employees (81.4%). Nearly six-in-ten (58.8%) respondents whose companies have between 50-200 employees also were more likely to hire a total of 1-5 youth/young adults as compared to any other group.

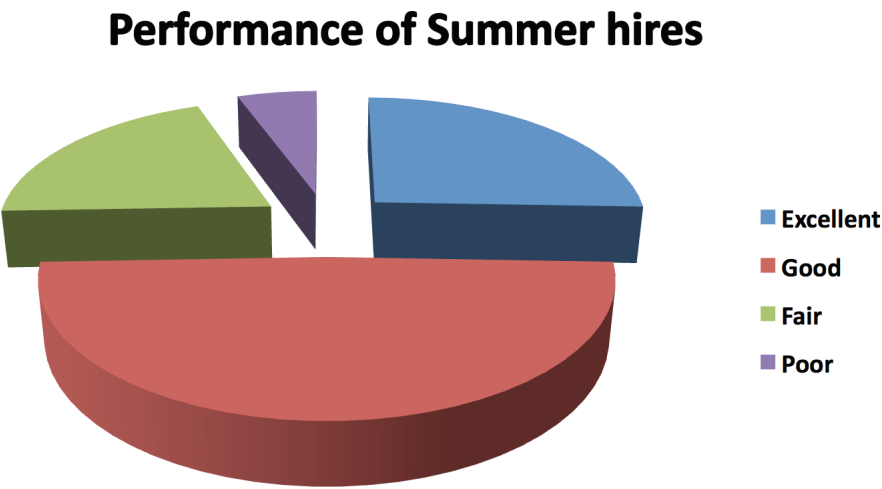
3. How likely is it that your company will consider increasing the number of youth/young adult employees hired for summer 2013?



One-third (33.0%) of business decision makers that hired youth/young adult employees in 2012 say they are very likely to increase the number of youth/young adult employees for the summer of 2013. This was closely followed by 28.6% of business decision makers who say they are somewhat likely to hire next summer.

Among sub-groups, owners/partners (42.1%) and companies with 50-200 employees (41.2%) were the most likely to say they are “very” likely to hire youth/young adult employees for the summer of 2013.

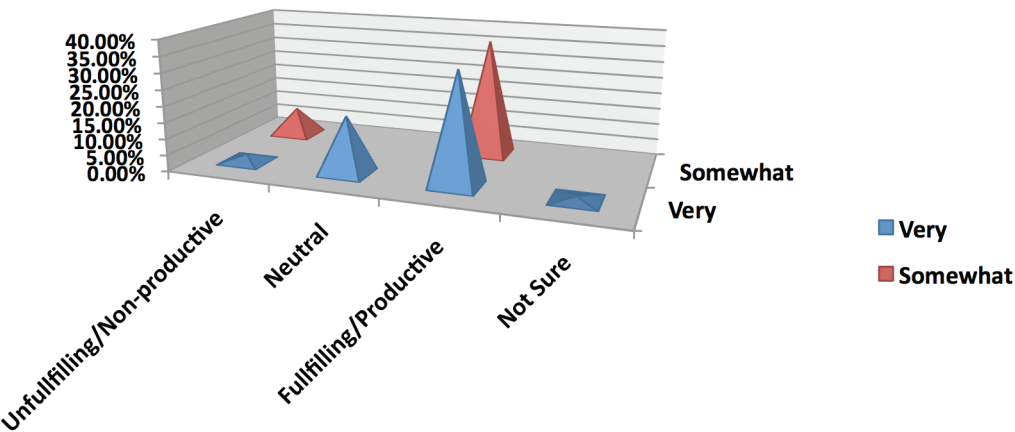
4. *How would you characterize the skills and educational capacity of the youth/young adult employees that your company hired this past summer?*



An overwhelming majority (73.7%) of business decision makers who hired youth/young adults this past summer deemed their skills and educational capacity as either excellent or good. Also, there were majorities among all job titles and company sizes who expressed then same sentiment.

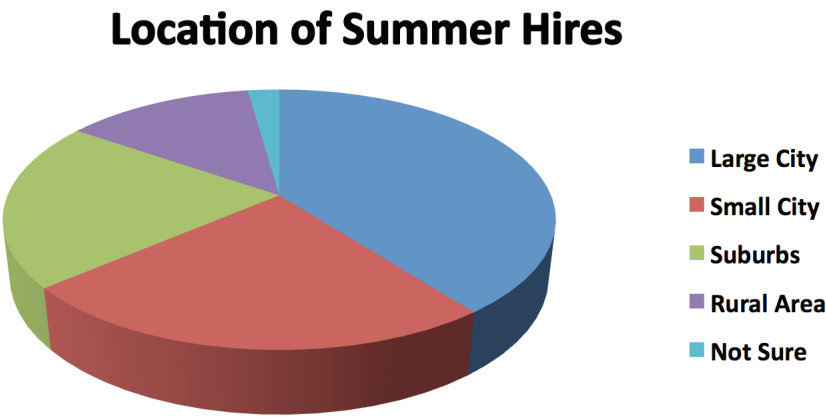
Only 25.2% of respondents rated the skills and educational capacity of this past summer hires as either fair or poor. This is an important finding considering the number of employers who did not hire youth/young adults for summer jobs and might be something to market further as way a to increase summer jobs.

5. *On a scale of 1 to 5, with 1 being very unfulfilling and non-productive, 3 being neutral and 5 being very fulfilling and productive, overall how would you rate your experience in providing a summer job to a youth/young adult?*



On a very positive note, of the respondents who did hire youth/young adults in 2012, slightly more than seven-in-ten (70.4%) thought the experience was fulfilling and productive. Of this small contingency, 34.1% said the experience was very fulfilling and productive, while 36.3% said the experience was somewhat fulfilling and productive. Only 17.6 were neutral about the experience, while 11.0% thought the experience was unfulfilling and unproductive.

6. *In general, where did the majority of summer youth/young adult employees you hired this past summer live?*

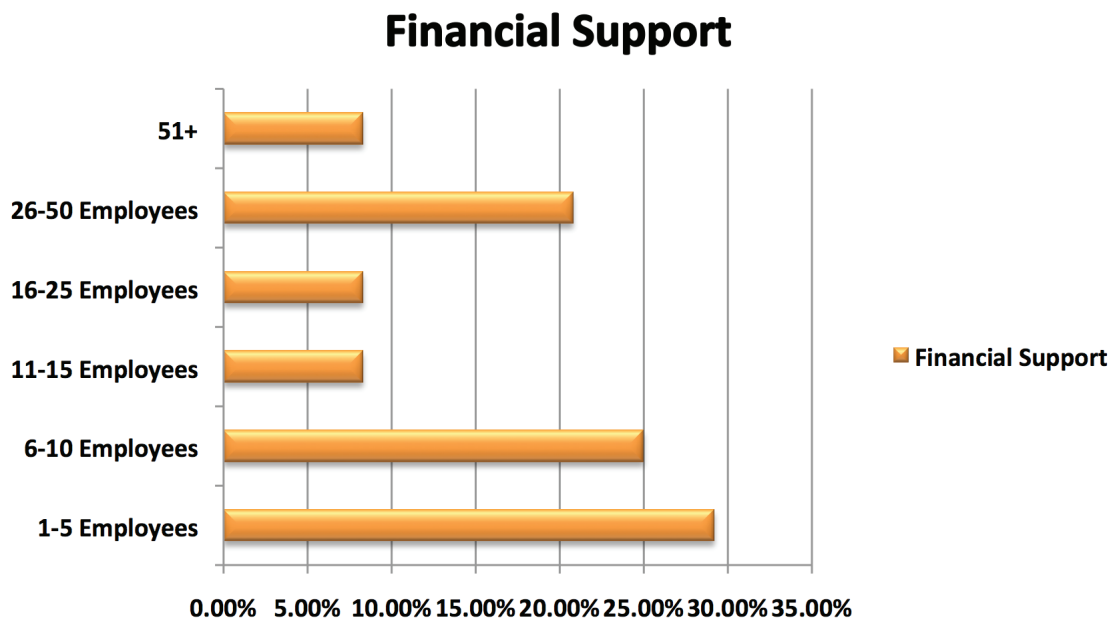


A plurality (39.6%) of respondents state that a majority of the youth/young adult employees hired this past summer are from large cities (100,000 or more), while nearly a quarter (24.2%) are from small cities (less than 100,000).

7. Did your company make a financial contribution to a summer jobs program to support the hiring of youth/young adult (age 23 or under) employees by a community based summer employment program this past summer?

Answer	Percentage	Frequency-# of Respondents
Yes	7.8%	24
No	84.3%	254
Not Sure	7.8%	24
Total	100%	306

8. Thinking of all of the youth/young adults your company made a financial contribution to a summer jobs program to support the hiring for summer jobs, for how many in total did your company directly provide financial support?



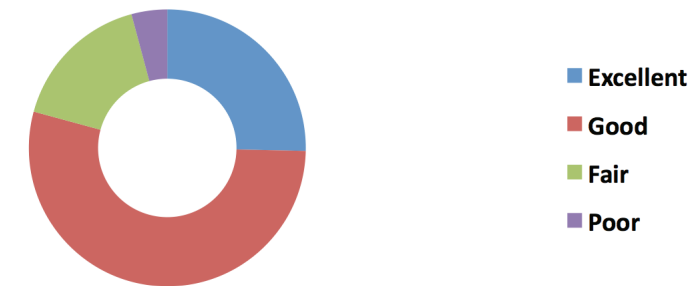
Financial support for youth/young adults was non-existent. Only 7.8% of respondents, who are business decision makers, made a financial contribution to a summer jobs program to support the hiring for summer jobs. Of this small group, nearly thirty percent (29.4%) provided support for 1-5 hires, followed by 25% for 6-10 hires. All other categories were under 10%.

9. How likely is it that your company will consider increasing the financial contribution to a summer jobs program to support the hiring of youth/young adult employees by a community based summer employment program for the summer of 2013?

Likely			Not Likely		
Overall	Very	Somewhat	Overall	Very	Somewhat
87.5%	58.3%	29.2%	12.5%	8.3%	4.2%

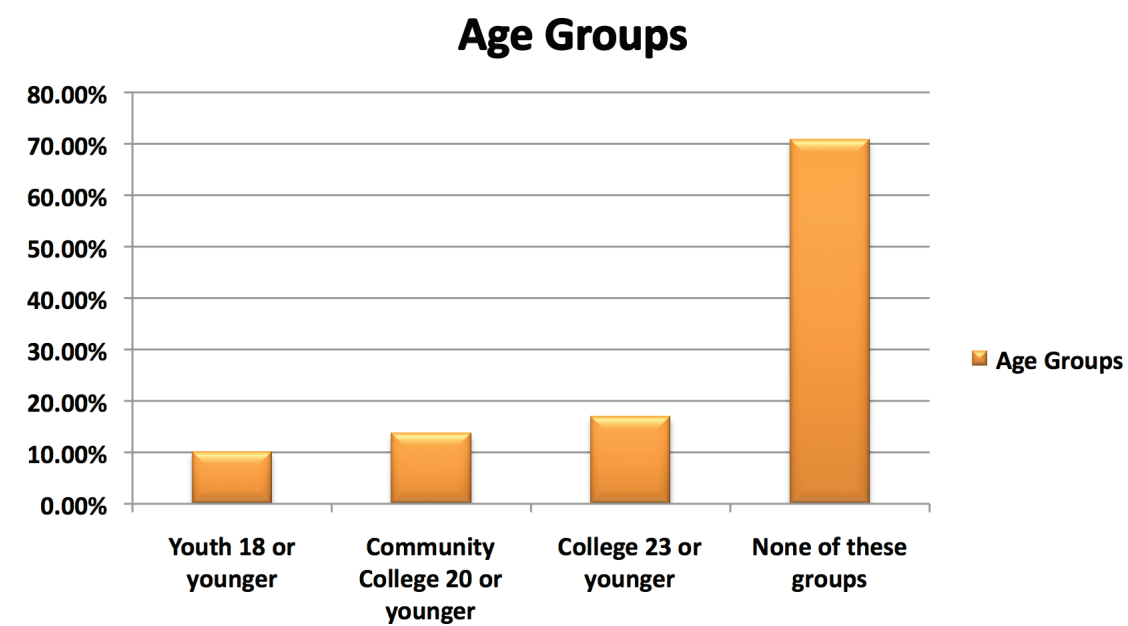
10. How would you characterize the skills and educational capacity of the youth/young adult employees that your company provided a financial contribution to a summer jobs program for this past summer?

Youth/Young Adult Skills



Nearly eight-in-ten (79.2%) of respondents who did provide a financial contribution to a program that supports summer hires, thought the skills and educational capacity of those they did sponsor are excellent or good. Only 16.7% thought their skills and educational capacity are fair, while 4.2% thought their skills are poor.

11. Which of the following age groups, if any, did your company hire for summer jobs this past summer?(choose all that apply)

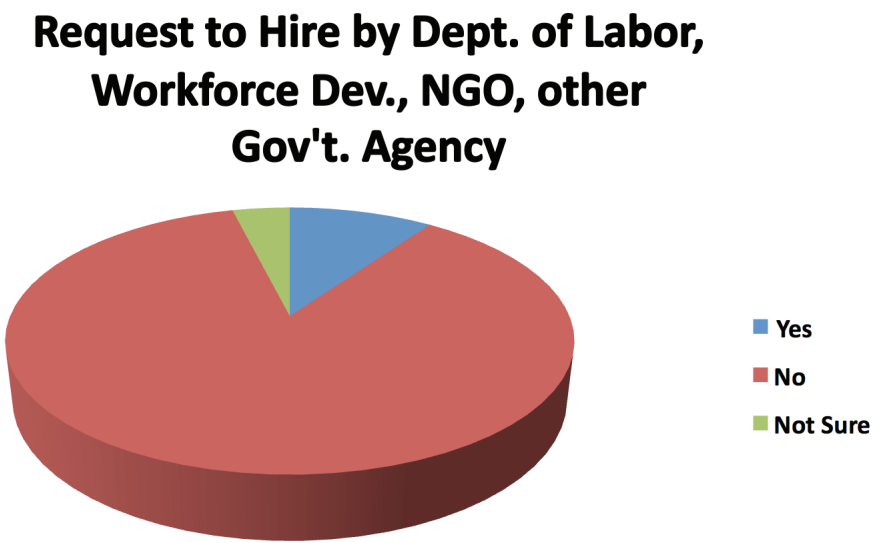


Slightly more than seventy percent (70.9%) said none of the categories mentioned above describe their hires for summer jobs this past summer.

12. How likely are you to consider hiring a youth/young adult next summer if an organization like a local youth development program or your local government assisted you in identifying a youth/young adult in need of a summer job?

Likely			Not Likely		
Overall	Very	Somewhat	Overall	Very	Somewhat
29.7%	12.4%	17.3%	51.6%	41.5%	10.1%

13. Have you ever been asked to hire a youth/young adult employee for the summer by a youth development program, the Department of Labor, workforce development board, an NGO or another government agency?

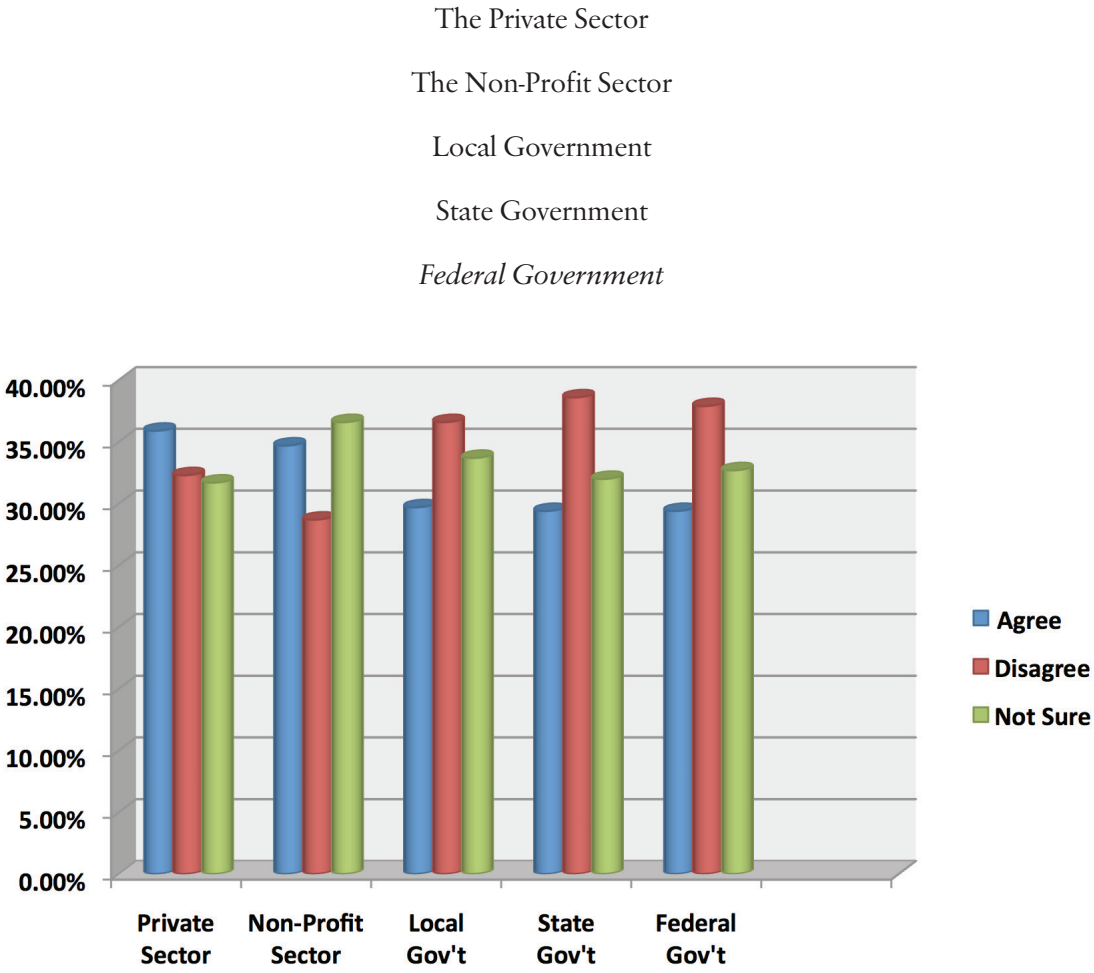


When respondents were asked if they had ever been asked by the Department of Labor, Workforce Development, NGO or another government agency to hire youth/young adults, a resounding 86.3% said no. This is a major problem and can be contributing factor to why so few companies are hiring youth/young adults for summer jobs. More communication is needed and should be tested in a follow-up survey.

14. If your company was to be provided the appropriate materials and/or venue, how likely is it that you would consider incorporating some form of financial education/“money management” skills training into your summer job program?

Likely			Not Likely		
Overall	Very	Somewhat	Overall	Very	Somewhat
30.1%	9.2%	20.9%	52.6%	41.5%	11.1%

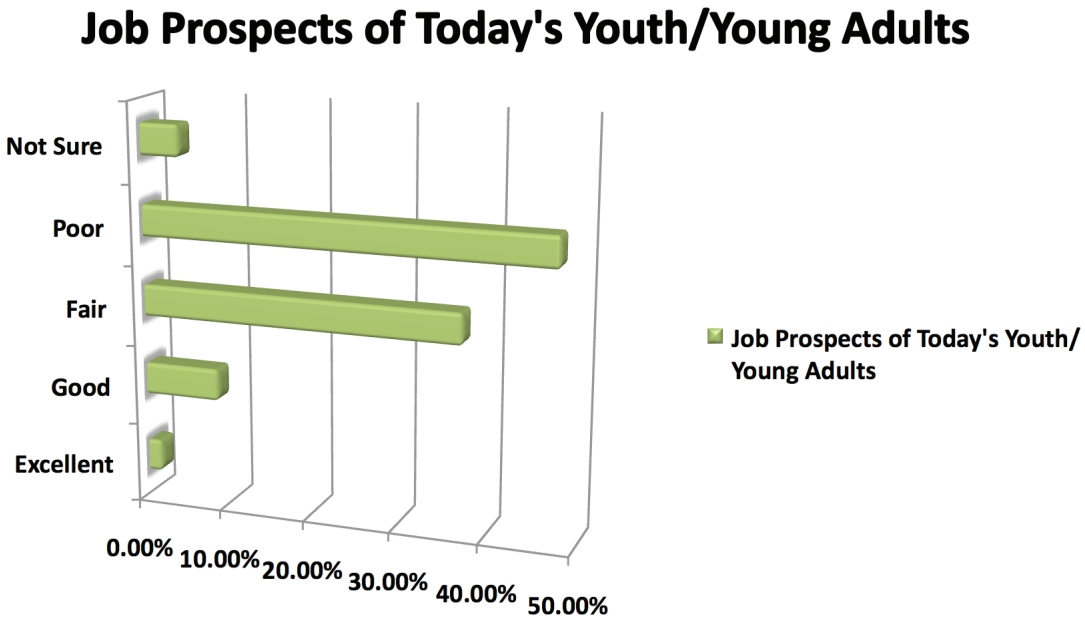
15. In your opinion, please tell me if you agree or disagree that the following sectors have provided enough funding and support for programs to hire summer youth/young adult employees?



More respondents (35.9%) agreed that the private sector has provided enough financial support for programs to hire summer youth/young adults when compared to the same questions asked about the non-profit sector (34.7%), local government (29.7%), state government (29.4%), and the federal government (29.4%)

When it came to disagreement, more people disagreed that state government (38.6%) has provided enough financial support for programs to hire summer youth/young adults when compared to the same questions asked about the private sector (32.3%), the federal government (37.9%), local government (36.6%), and the non-profit sector (28.7%).

16. On a related matter, how would you characterize the job prospects of today's youth/young adults as they enter the adult job market place?



Nearly half (47.7%) of respondents thought the job prospects of today's youth/young adults are poor, while 37.3% of respondents thought job prospects are fair. Only 8.8% of respondents thought job prospects are good and a minuscule (1.6%) amount thought prospects are excellent.



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