

SEMPERSM

INTERNATIONAL

PRINT & PREMEDIA POLL
Q2 2023

Focus is on Hiring as the Economy Bounces Back



Welcome Back,

We purposely delayed the second quarter survey results, wanting to review the summer employment numbers. As expected, their forecasts were lower than in previous month, reflecting what we have been seeing with our employers and past surveys. Often times economic information can get blurry and misleading, but we have found when we use the information gathered alongside large HR industry statistics like the Morningstar MarketWatch Report, we are able to grab an accurate assessment.

The Semper second quarter survey tells us that we are still in a changing economy but there are some bright spots in comparison to the first quarter stats. Hiring has returned as the number one constraint and most companies are expecting an increase in sales or to stay the same in the coming third quarter. There has been a fairly significant change in the labor force throughout the first half of 2023 as skilled labor is more readily available today than in previous years. This trend is true across all geographic areas in the US.

If you have questions, please feel free to reach out to daver@semperllc.com.

Lets get right to the results!

Thank You,

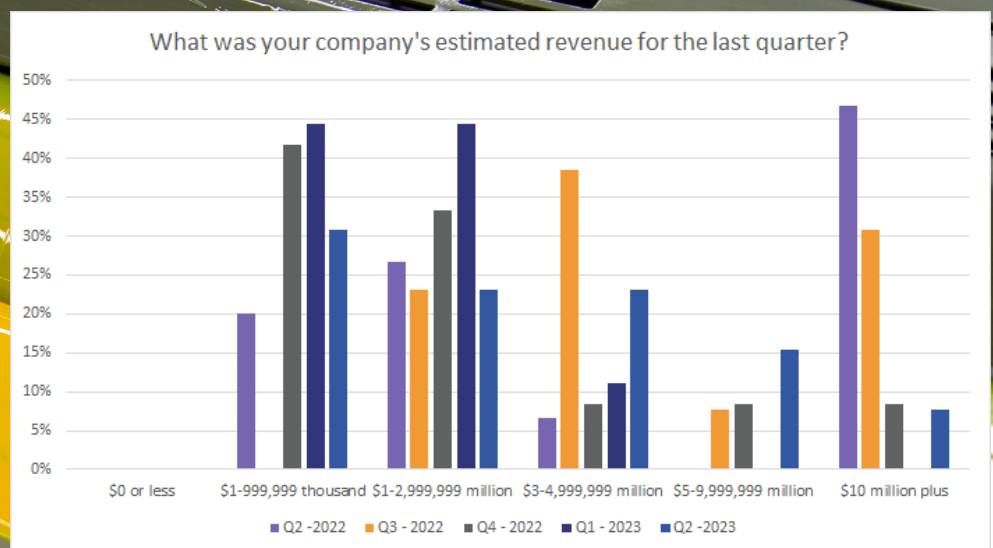
Dave Regan, CEO Semper International

Poll Results

Question One

**What was your company's estimated revenue for the last quarter:
April - June 2023?**

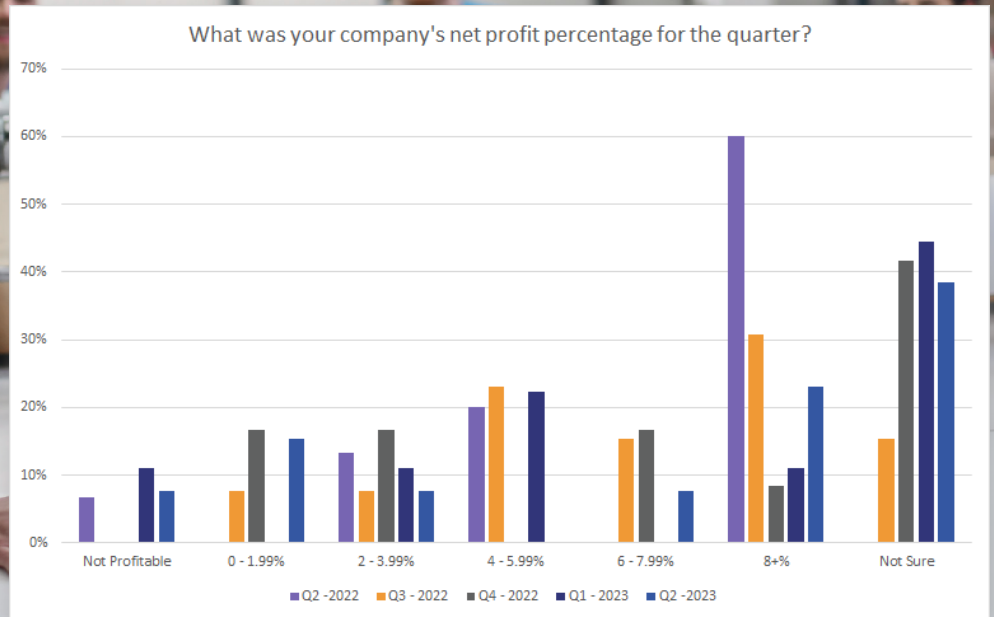
Here we see a reasonably accurate response based on company size vs the industry as a whole.



Question Two

What was your company's net profit percentage (Net Income / Total Sales x 100) for the quarter?

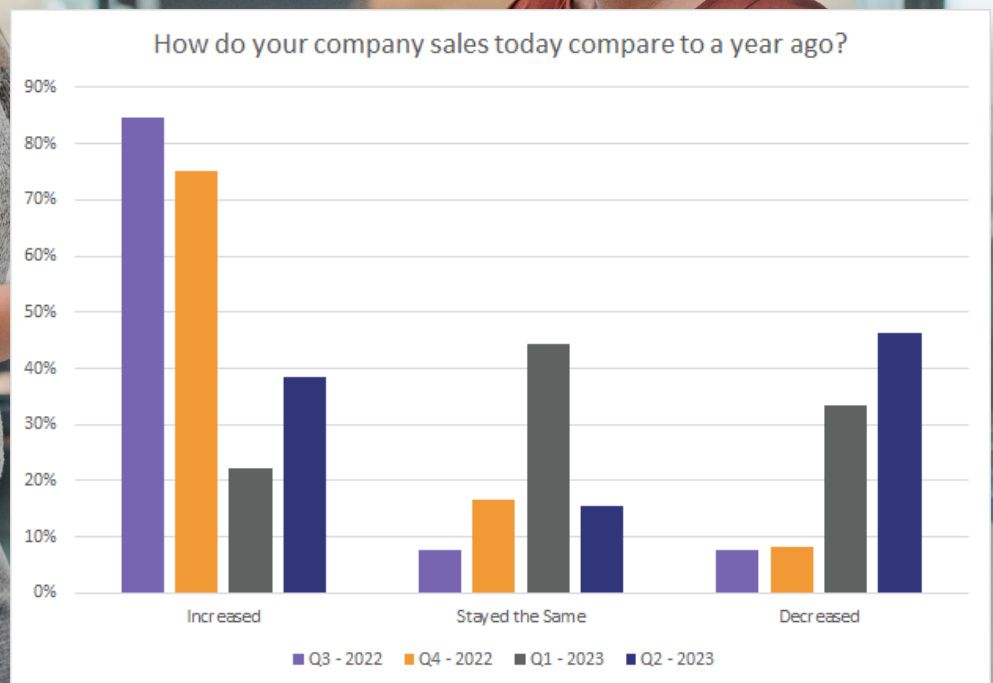
Based on the results, it appears that profits have in fact been negatively impacted by the overall economic slowdown when compared to previous quarters. At Semper we have seen many companies implement short-term cost reductions and efficiencies to try and manage through this period.



Question Three

How do your company sales today compare to a year ago?

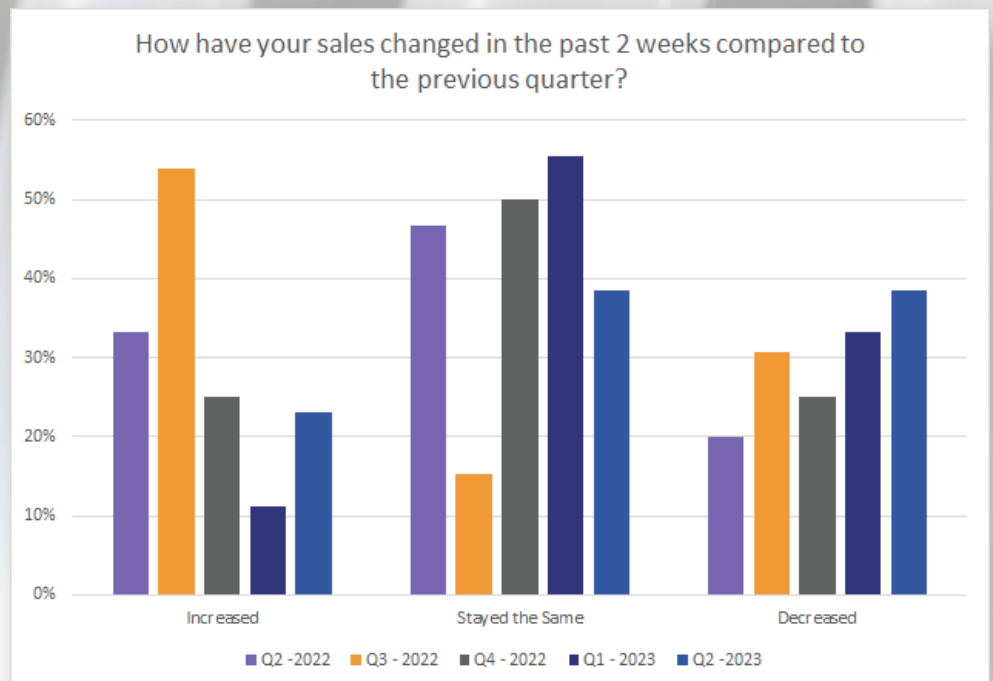
These results show a mixed bag, again noting a shift from staying the same to either growth or more pronounced, a loss in sales year over year. Continued cost cutting measures with a focus on efficiencies seems to be the order of the day, with continued reinvestment in newer technologies and forecasting on the next set of hiring needs as the silver lining.



Question Four

How have your sales changed in the past 2 weeks compared to the previous quarter?

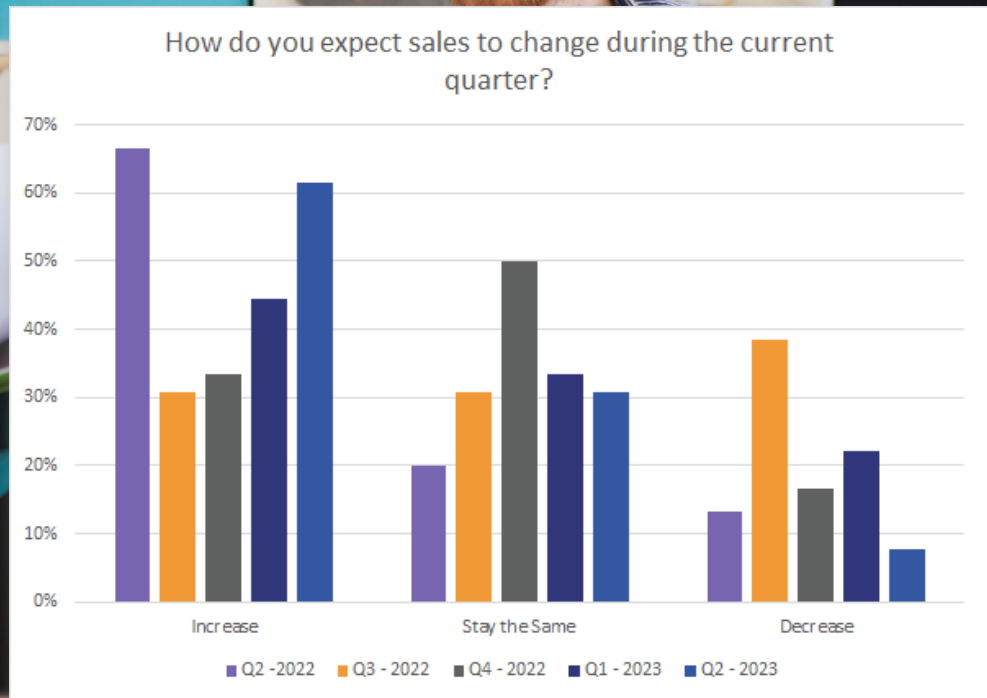
Clearly the short-term sales volatility continues between increases for some and decreases for others while most continue to remain flat. This up and down trend seems to have become more pronounced and even has accelerated quarter over quarter. We are optimistic that 3rd quarter numbers will show a positive turn in the overall economic landscape.



Question Five

How do you expect sales to change during the current quarter?

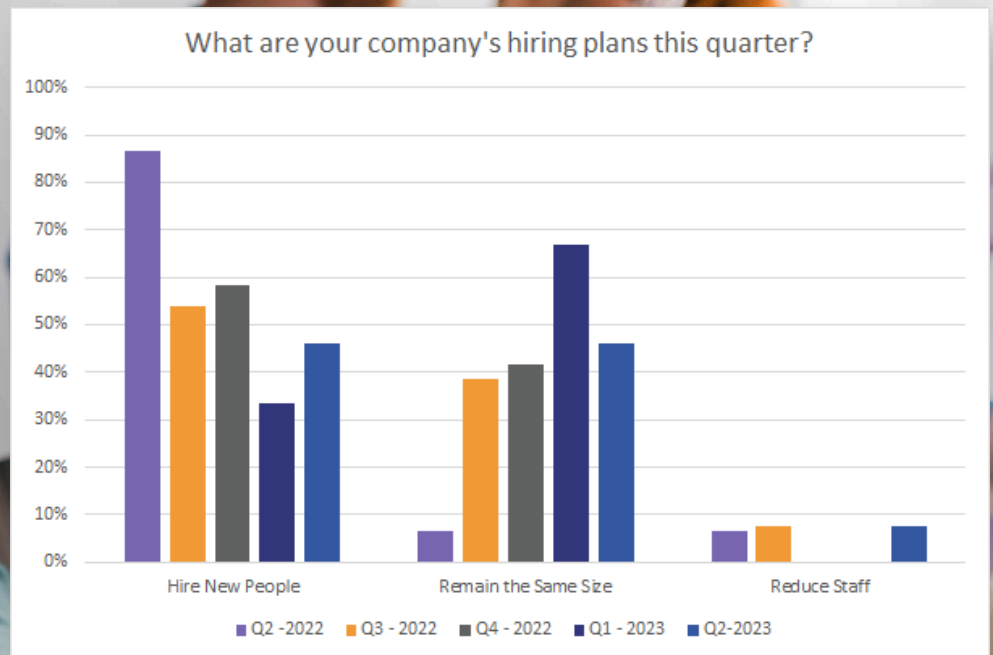
Expectations of sales look decidedly better! As with inflation expectations a mixed bag, so too can expectations around increases or decreases be a self-fulfilling prophesy. To add a bit more insight, I can say at Semper we also are seeing positive sales trend these last 4-6 weeks. I would suggest, barring some unexpected event or economic emergency in the third quarter, we may well be at a turning point to the positive into the latter half of 2023.



Question Six

What are your company's hiring plans this quarter?

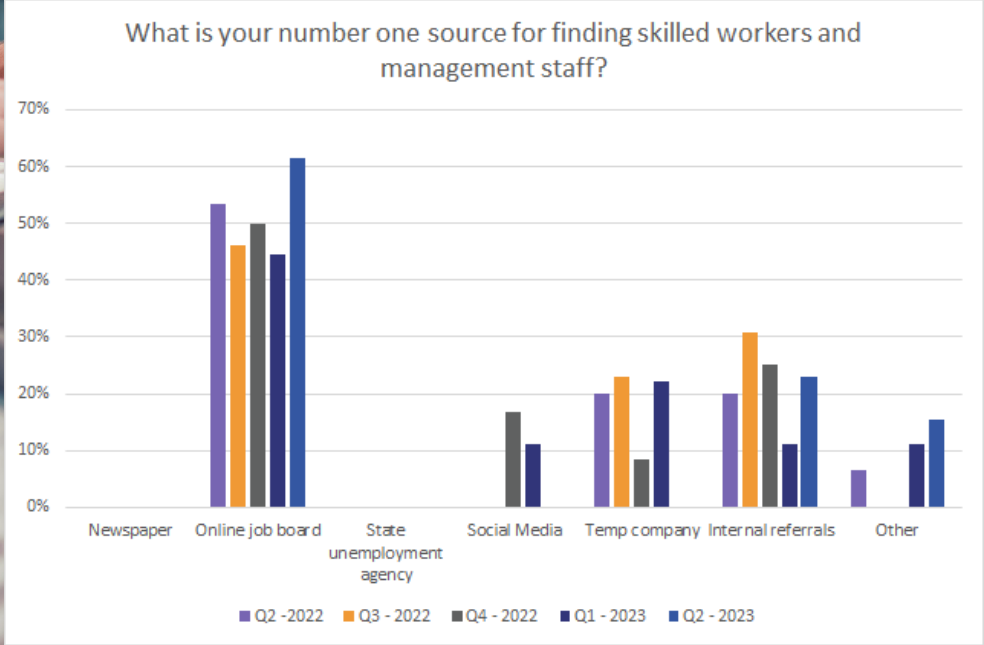
It seems that the smart money is on preparing for an increase in demand by hiring the skills now vs laying off or holding steady. The worst thing is to see a significant uptick in demand or landing a new large customer and not being able to be at the ready with the right staff.



Question Seven

What is your number one source for finding skilled workers and management staff?

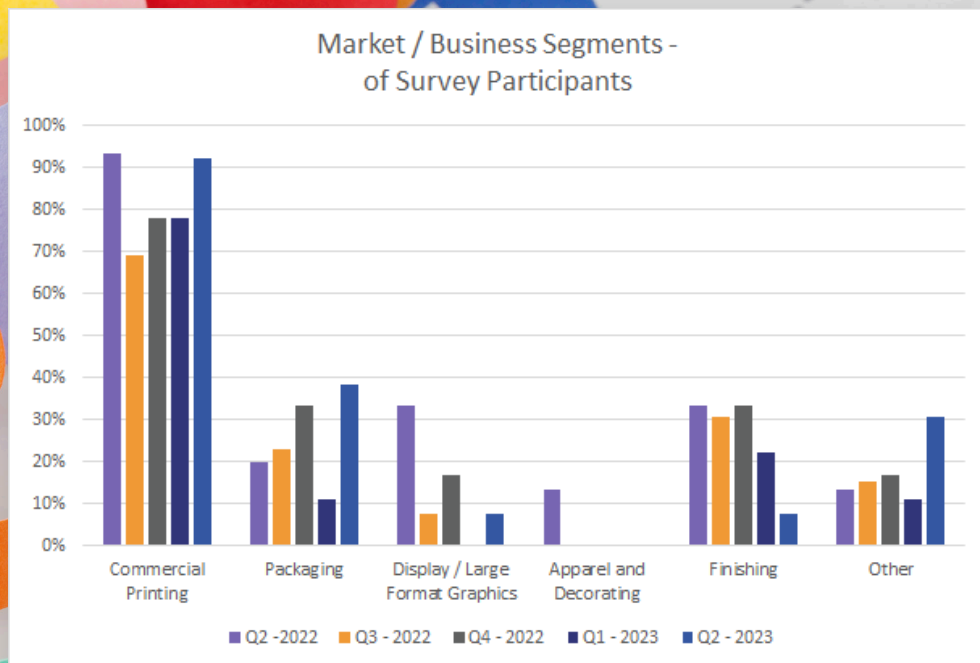
This question makes us happy as our sister company PrintWorkers.com has just gone through a major technological upgrade to help companies source skilled workers more effectively. Keywords and AI driven tools mean that when you run an ad for a highly skilled KBA operator, you won't get gas station attendants. Interesting to note – temporary staffing agency companies in this survey are no longer a place to find full time workers as many clients have recently converted those hires already. We're seeing the pendulum swing as Semper is now seeing a rapid new wave of flex and temporary replacement worker requests to the field.



Question Eight

What is your business market segment? Mark all that apply.

We try to provide our information to the entire industry. When we started this survey decades ago, we were an informal source to the broader industry. We have significantly expanded our relevance with top recruiters, candor, and professional discretion in an effort to serve a number of verticals in the greater graphic communications segments. Nice to see those attributes are respected in all the niche markets of this survey.

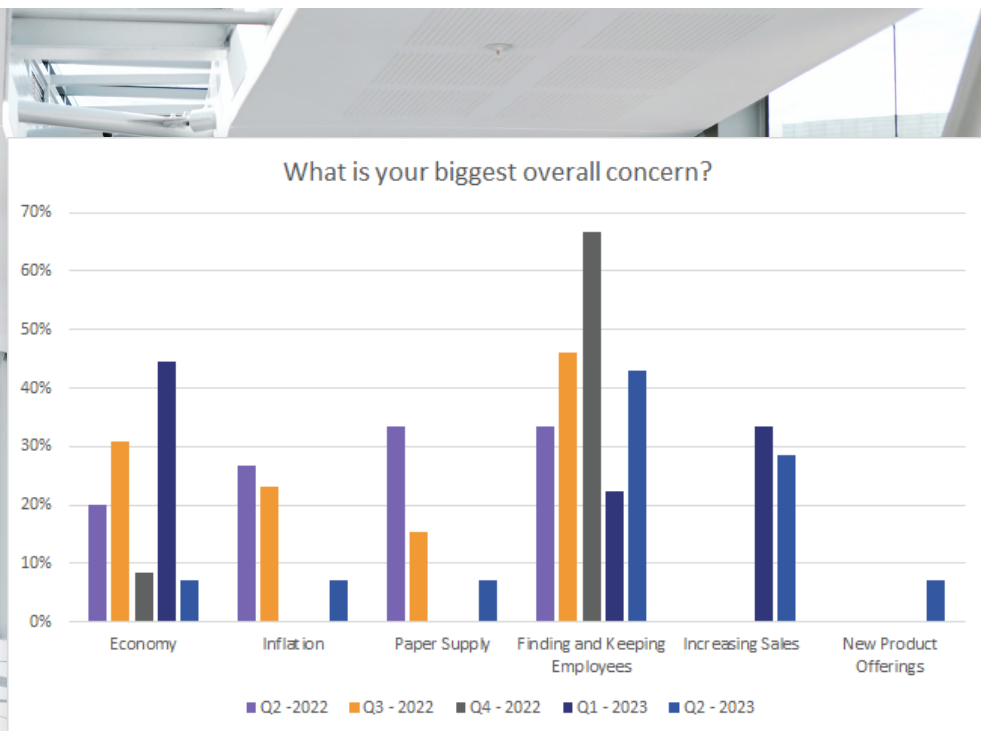


The 2023 Q3 Semper survey will open October 16th!
Watch for our email invitation to participate. Your shared information is always confidential and helps the print community focus on the future.

Question Nine

What is your biggest overall concern when looking ahead into 2023?

Last survey increasing sales was the number one concern with finding and retaining workers dropping to second after a long run of being the top concern. Now that the fear of a hard landing for the economy is waning, we are definitely seeing that finding skilled folk is back on top. Just in time for the new PrintWorkers.com to help!



Speak to our expert team and find out how we can help with your skilled staffing needs. Click the button to contact us!

GET STARTED TODAY!