



**Human Resources in Georgia
Household Survey**

2018

About the survey

We surveyed more than 1,000 respondents to identify the available workforce suitable for business service jobs. The focus of this study was on the young population ranging from 18-45 who can be easily reskilled and transferred into business service jobs. Survey took place in the period of October-December 2018.

Findings of the survey are arranged in three major sections- Education, Employment and Skills that are discussed in the following aspects:



Gender



Age



Industry



Geographic
Area



Qualification

For more information contact:
getbiinfo@deloitte.ge

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Education

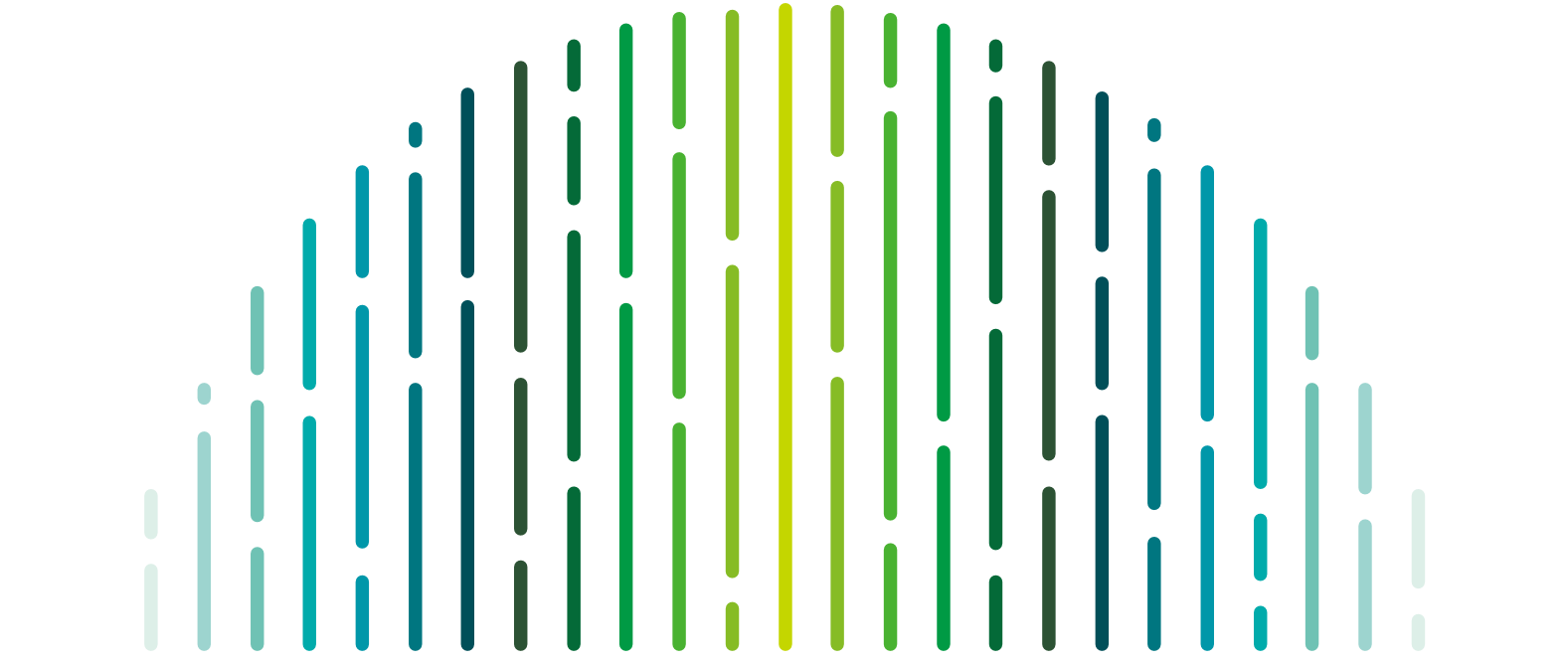
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- By employment status
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- By age
- By industry
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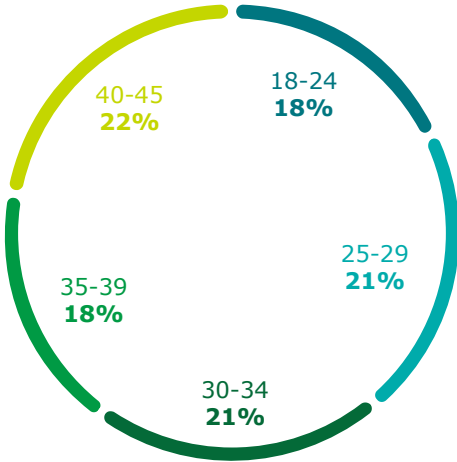


General characteristics

General characteristics of the survey participants

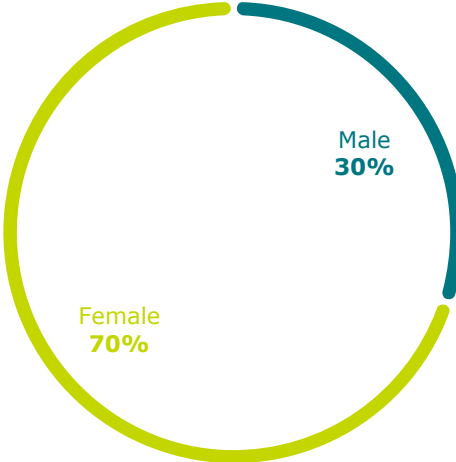
Total number of participants: 1,002

By age



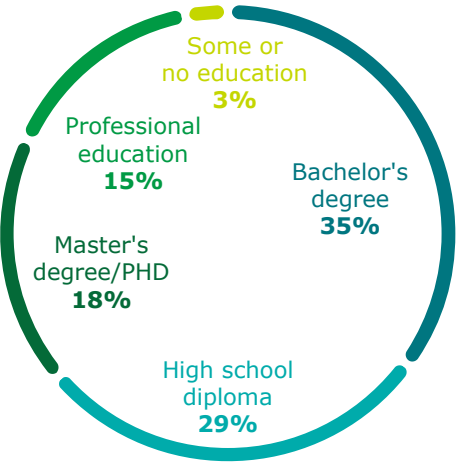
There are no individuals under 18 and over 45 due to the survey's age limit.

By gender



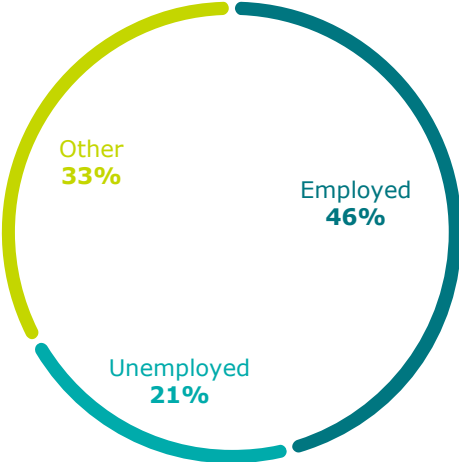
The majority of female respondents in the survey can be attributed to the fact that women are more willing to participate in surveys in general.

By education



99% of the respondents are literate.

By employment



46% of the respondents are employed, which includes full-time, part-time, and self-employed individuals. 21% of the respondents are unemployed individuals who are not working and are actively looking for a job. The "other" category includes students, housewives, and unemployed people who are not looking for a job.

Education

Education

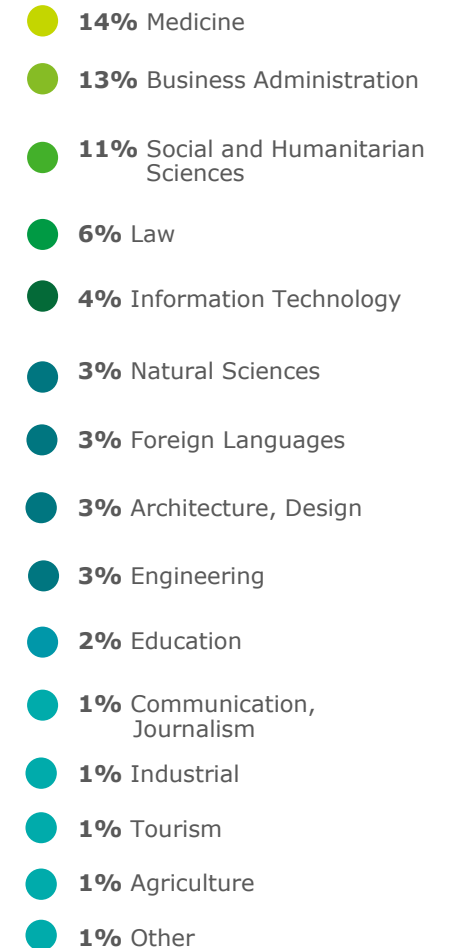
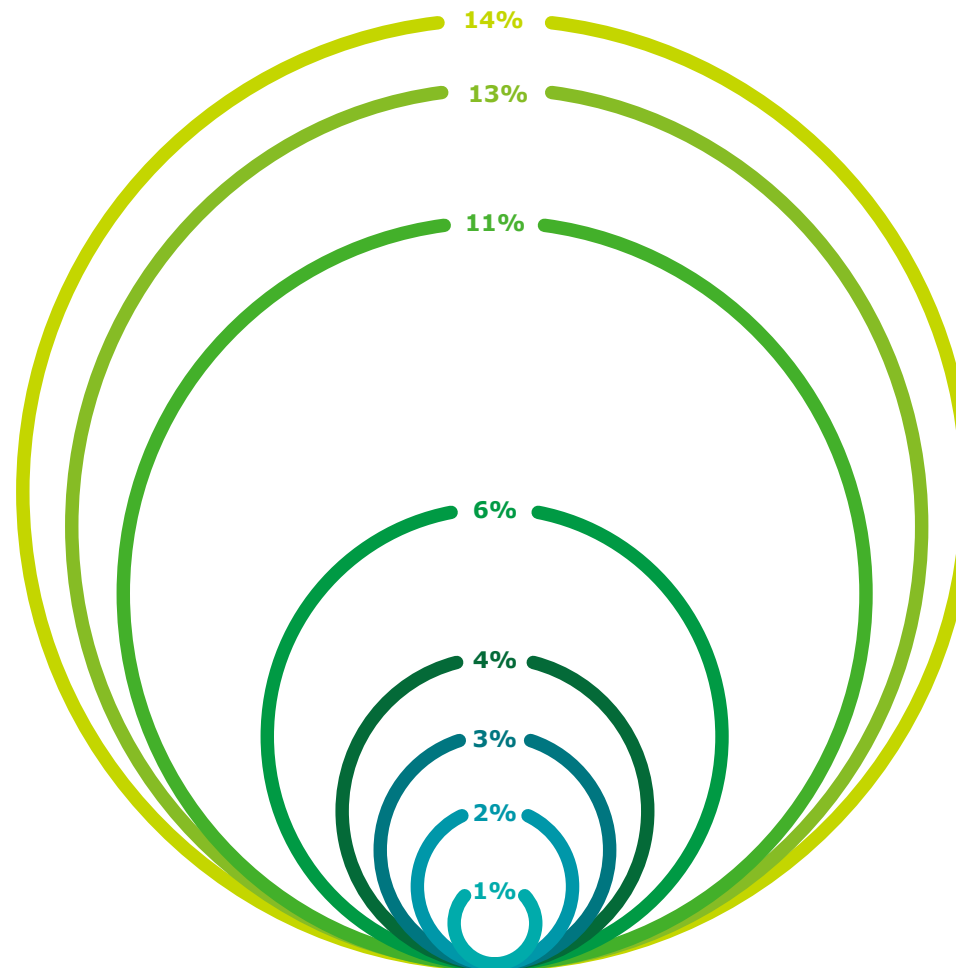
By field of study within the age range of 18-45

The survey demonstrates that the Georgian labor market lacks professionals with technical backgrounds – only 3% of respondents study engineering (56% of them live in Batumi). The lack of Science, Technology, Engineering and Mathematics (STEM) graduates poses a serious threat to Georgia's progress as these professionals are crucial in advancing the country's innovation, as well as sustaining ongoing development.

The survey also demonstrates that the most popular field of study is medicine (14%). However, according to Curatio International Foundation's research conducted in Georgia, there is a quantitative imbalance of nurses and doctors. There are approximately 10,000 more doctors in Georgia than in Average EU country and 12,500 less nurses than in Average EU country. Analysts also drew attention to the uneven distribution of doctors in the country. For example, in Tbilisi, where the population is approximately 30% of the total number of citizens, there are approximately 15,000 doctors. In all other regions – which account for 70% of the population – there are only 8,000 doctors.

Note: *Business administration includes management, marketing, finance, accounting, statistics, and economics.

Note: *33% of respondents did not answer the question.



Education

Structure of employment by field of study within the age range of 18-45

The highest employment rate is evident for IT followed by Architecture, Design and Engineering (ADE), with 73% and 71% rates respectively.

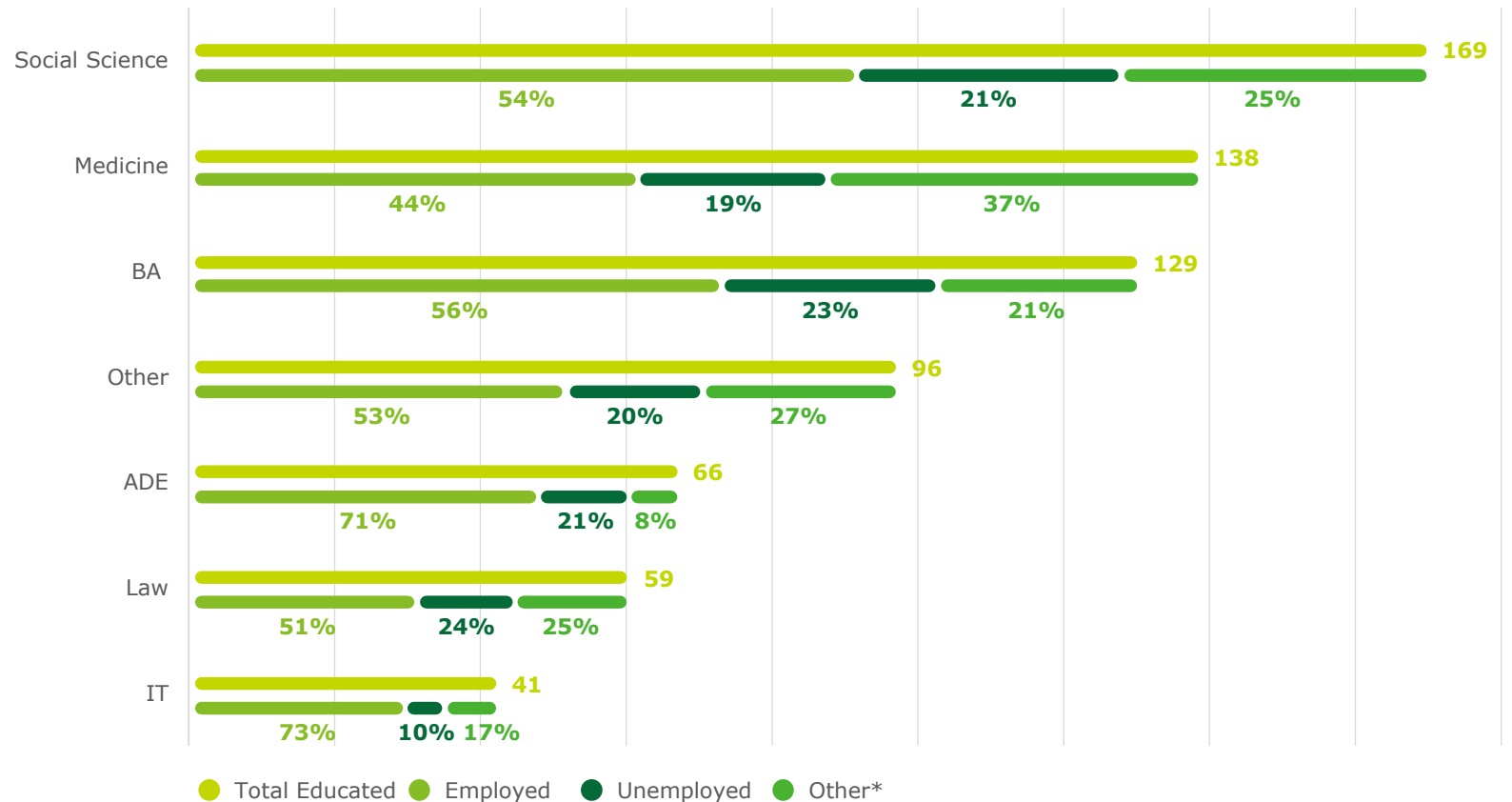
On the other hand medicine has the lowest employment rate (44%) out of all the listed categories.

Business administration and law graduates are under the highest risk of unemployment with 24% and 23% rate of total graduates.

Chart notes

- Business administration includes management, marketing, finance, accounting, statistics, and economics
- ADE includes architecture, design and engineering
- Social science includes social and humanitarian studies, education, foreign languages, journalism and communication
- Other category includes natural sciences, industrial, tourism, agriculture and other categories

Higher/professional education vis-à-vis employment



*other category includes, students housewives, and people not actively looking for a job

Education

Field of study versus actual employment within the age range of 18-45

There are 460 employed respondents.

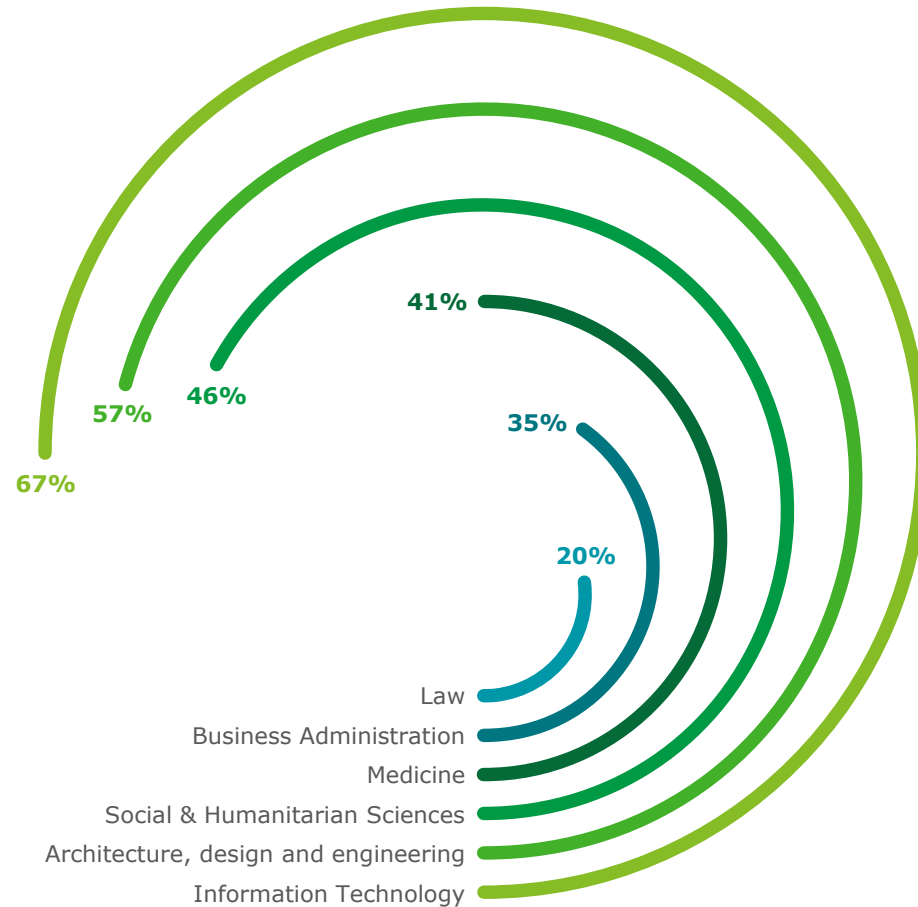
We compared the respondents' educational background and their actual employment industries.

Overall, only 32% of the respondents are working in the industry that relates to their degrees.

19% of employed do not have higher education or professional education.

67% of people with educational background in information technology (IT) actually work in their industry, 57% in ADE and 46% in social sciences respectively.

Percentage of people working in their industry with regard to their academic background



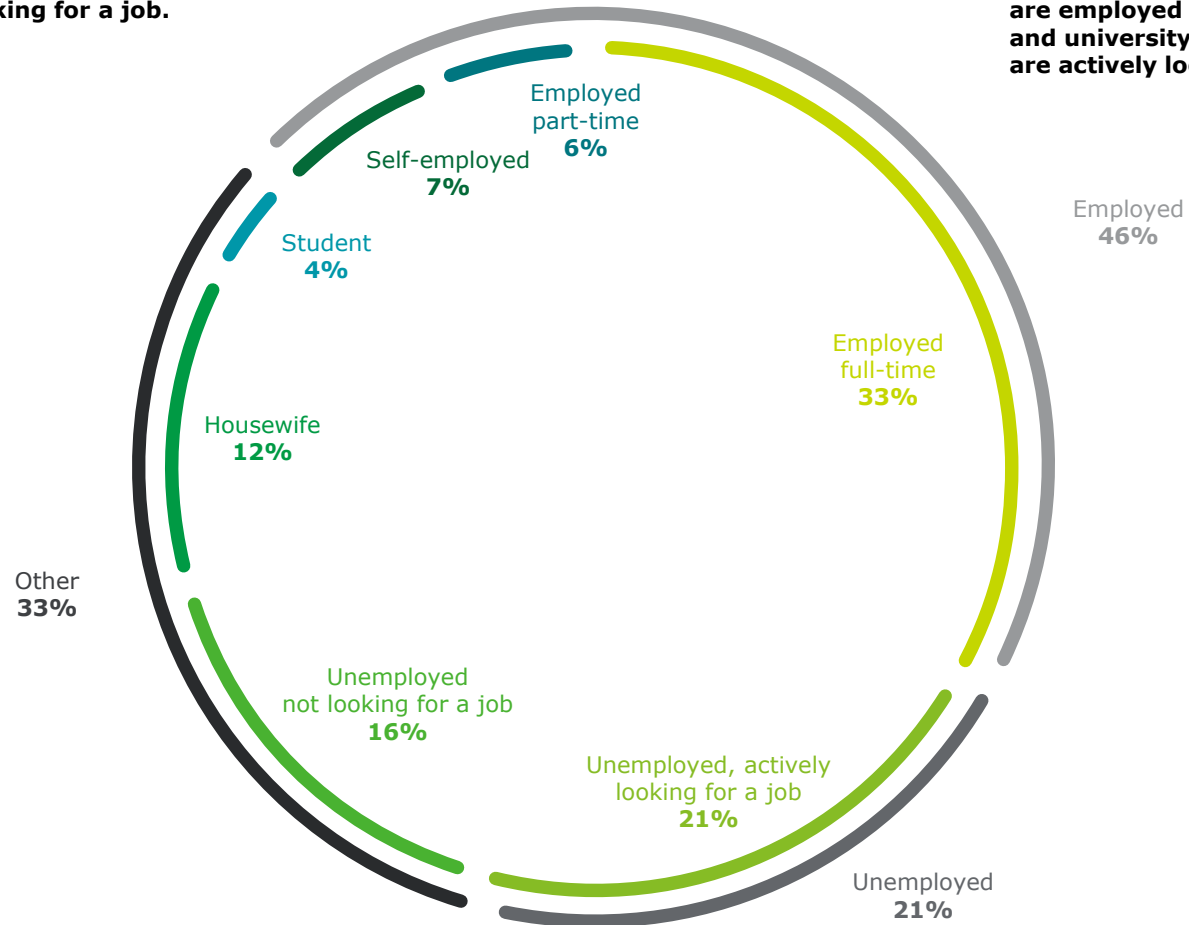
Employment

Employment

By employment status within the age range of 18-45

Only 4% of housewives are actively looking for a job.

5% of students in higher education are employed full-time, combining both work and university studies. 10% of students are actively looking for a job.



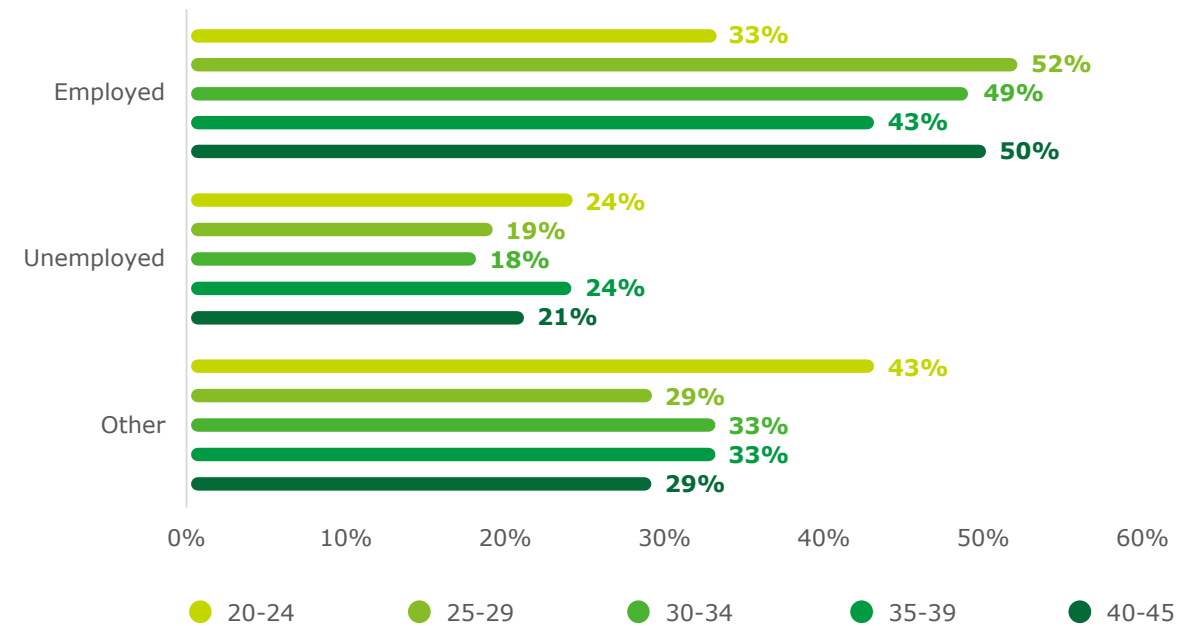
Employment By gender and age

Employment by gender



57% of men and 41% of women are employed. Even though female employment is lower than that of males, more men (23%) are looking for a job than women (20%).

Employment by age



Employment is the highest among adults between the ages of 25 and 29 (52%) and adults between the ages of 40 and 45 (50%). **Unemployment** is highest (22%) between 18-24 and 35-39 age group and lowest in 30-34 (18%) age group. It should also be noted that this constitutes unemployment data for cities. Rural unemployment is expected to be higher.

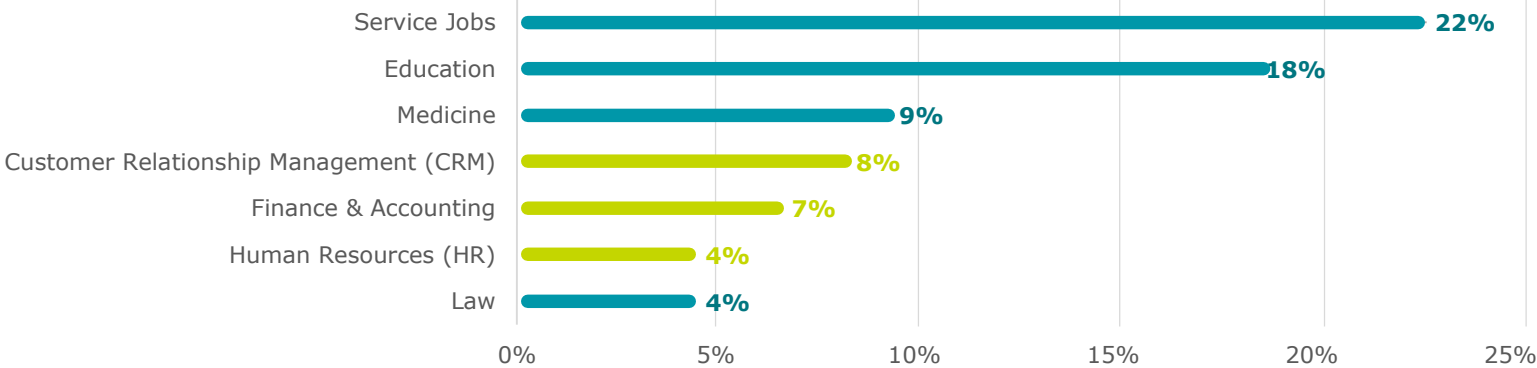
Employment

By industry within the age range of 18-45

In total, 369 respondents were identified by random sampling.

The top three most popular industries among respondents are:

1. Service jobs, including jobs in hospitality and other service sectors
2. Education, also including private tutors and instructors
3. Medicine



● Color denotes to the survey focus sectors that included: Finance & Accounting, Customer Relationship Management, Architecture Design and Engineering, Human Resources and Information Technology

Chart notes:

- The "other" (marine, art, food, construction, other) category accounts for 25 %.
- Architecture and design as well as information technology account for 1% each.

Employment

By industry in case of employment within 18-45 age category

In total, 518 unemployed respondents were asked to choose an industry that they would want to work in if employed.

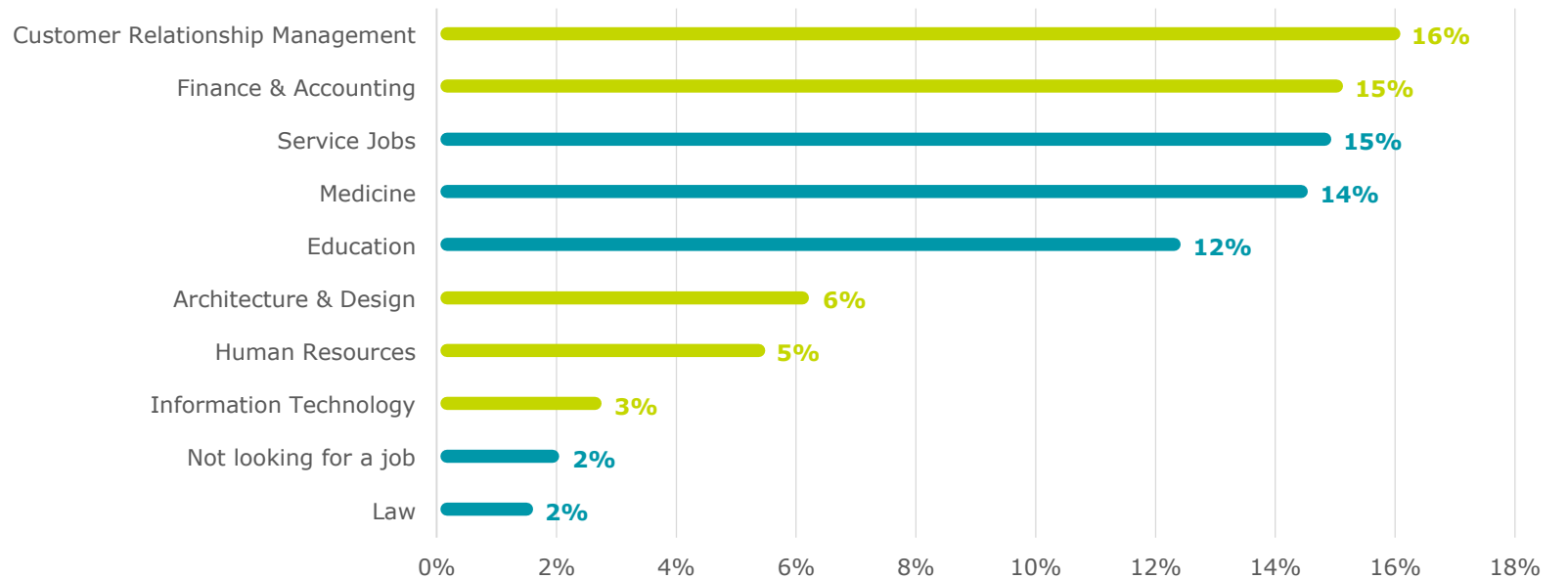
People who want to work in **CRM** come from different educational backgrounds, such as business (16%), medicine (14%), and social and humanitarian sciences (13%).

18% of people who want to work in **finance** have a medical education and another 17% have a business education.

21% of the respondents who want to work in **service jobs** and 21% of the respondents who want to work in **medicine** have business administration degrees.

19% of the respondents who want to work in **education** have social and humanitarian sciences degrees.

Desired Employment



● Color denotes to the survey focus sectors that included: Finance & Accounting, Customer Relationship Management, Architecture Design and Engineering, Human Resources and Information Technology

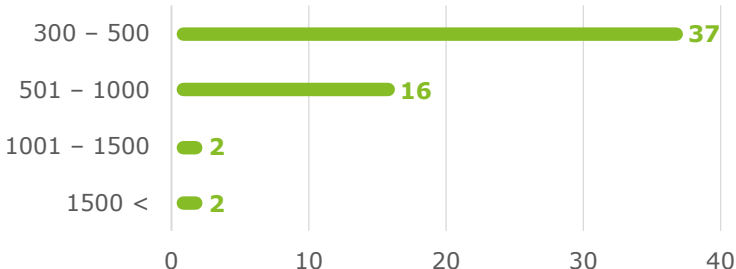
Chart Note:

10% are other industries (art, marine, diplomacy, communications/journalism, construction, cosmetology, food technology, and tourism).

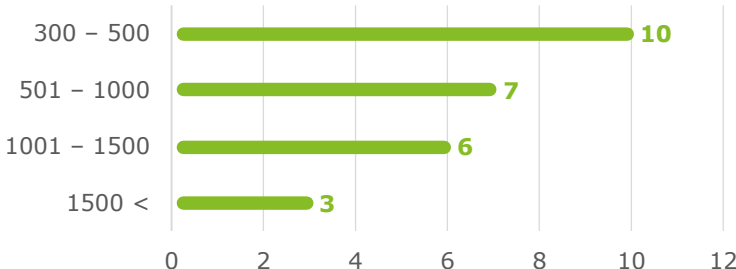
Employment

Salaries by industry within the age range of 18-45

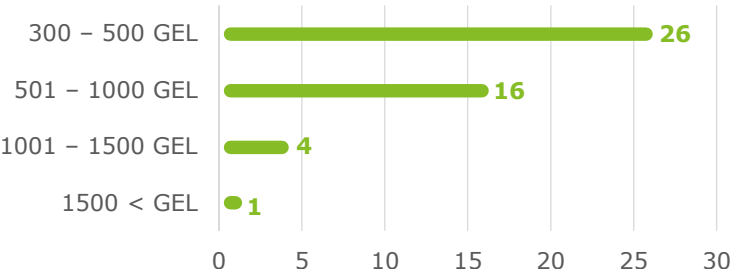
Social and humanitarian sciences



Legal

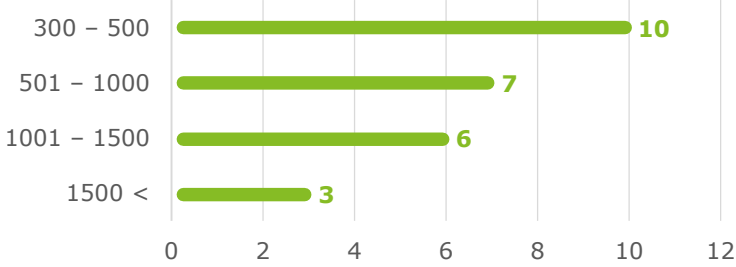


Medicine

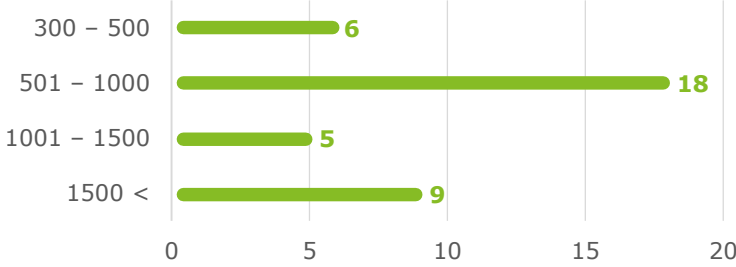


Salaries between GEL 300 and 500 are most common among respondents working in social and humanitarian sciences, legal, and medicine

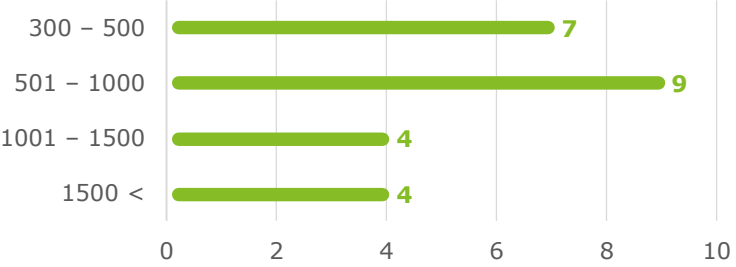
Business administration



Architecture/engineering



Information technology



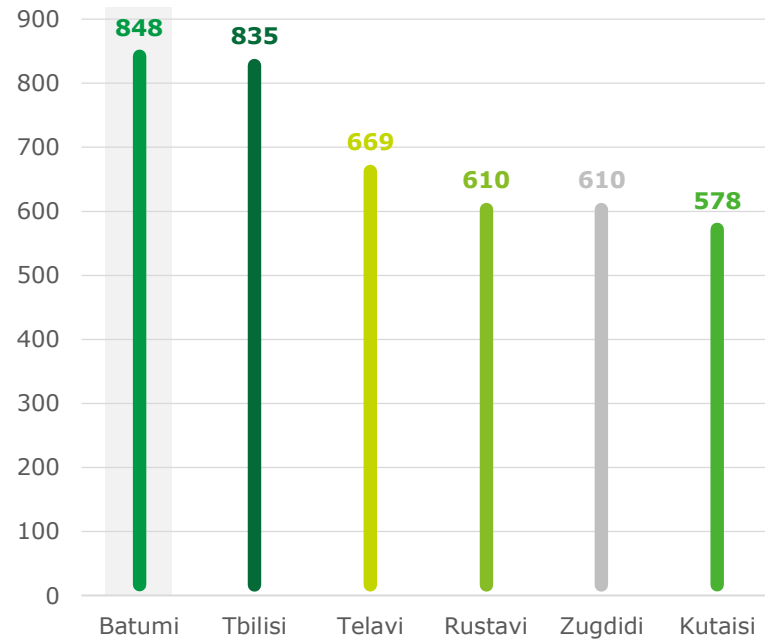
Salaries between GEL 501 and 1,000 are most common among respondents working in business administration, architecture/design, and information technology.

Employment

Salaries by region within the age range of 18-45

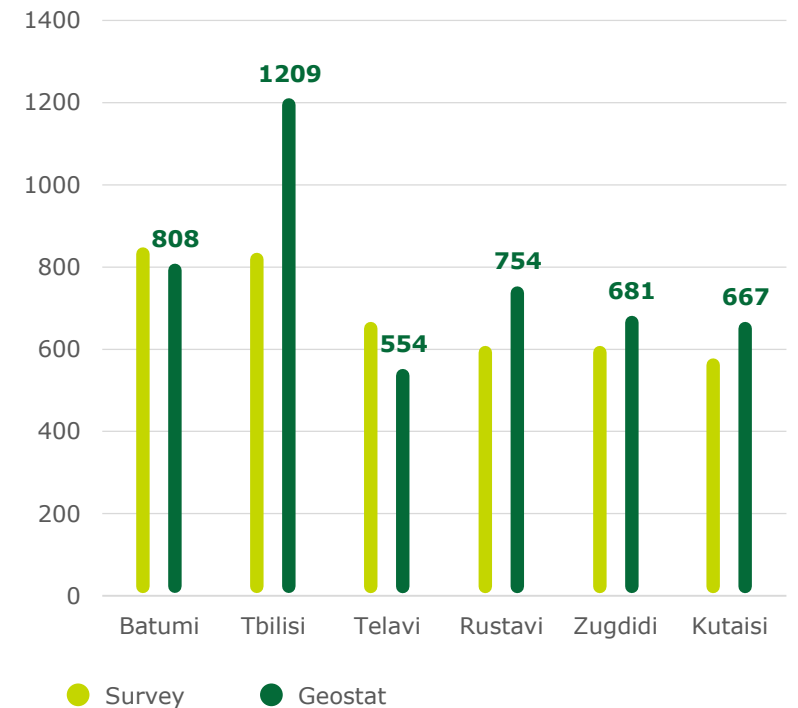
According to our survey, the highest average salaries are in Batumi (GEL 848) and Tbilisi (GEL 835). The lowest average salary is in Kutaisi (GEL 578).

Average salary



Below is a comparison of our survey results and GeoStat data. It should be noted that GeoStat results are not only for cities, but for *the entire regions* (except Tbilisi), including rural areas. It also does not include the age restriction. The GeoStat data is from 2017.

Geostat vs. survey salary



Skills

Skills

Language skills within the age range of 18-45

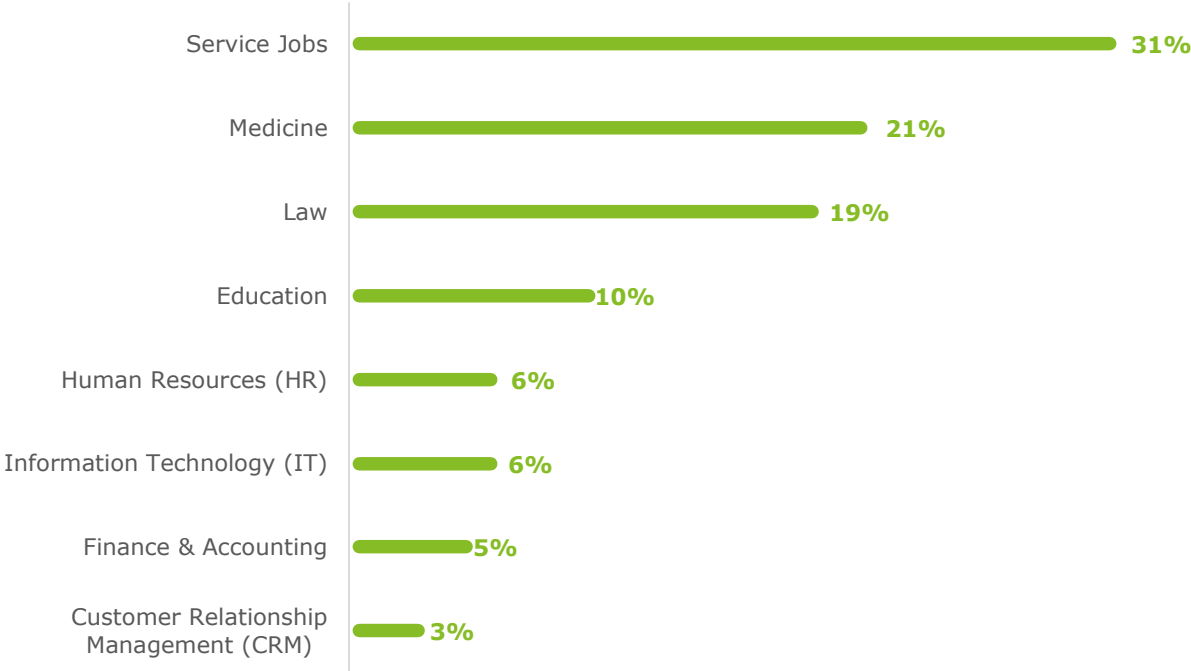
By profession

The highest number of employees (31%) in service jobs do not know any foreign language. Out of those who speak foreign language Russian has the highest stake (56%).

All respondents in ADE speak foreign language. 81% of those speak English and 68% Russian.

The highest rate of Russian speaking respondents come from CRM while for English F&A leads by 82%.

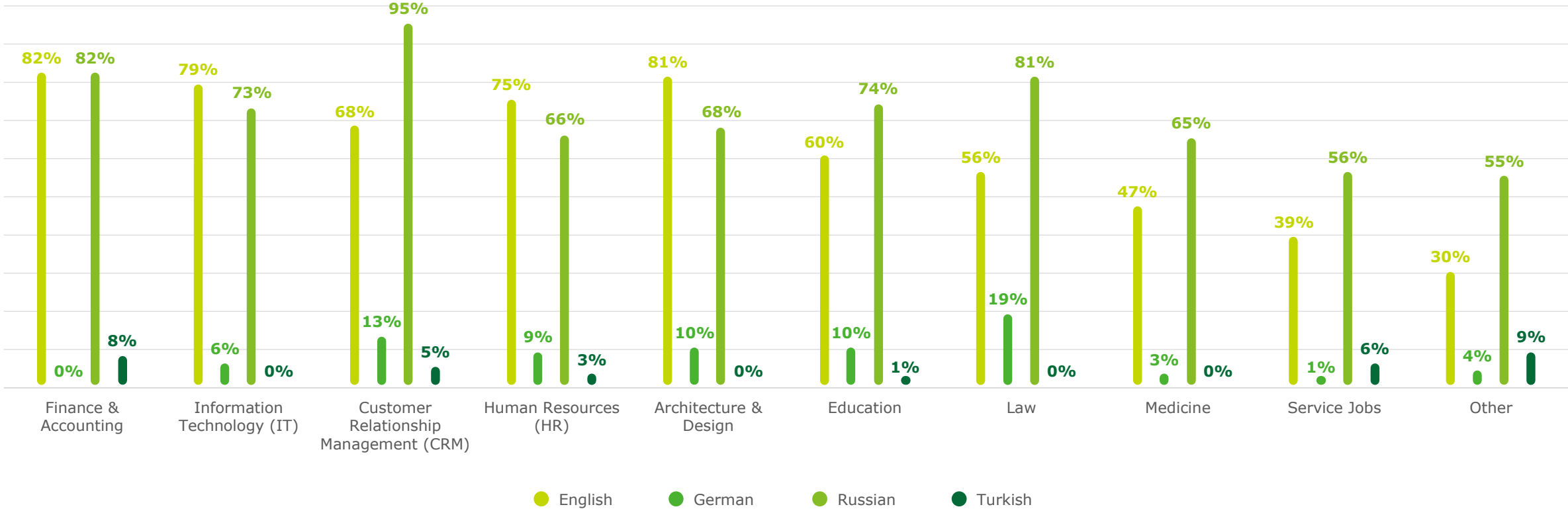
No foreign language knowledge: professions



Skills

Language skills within the age range of 18-45

Language skills by profession



Skills

Language skills

By region

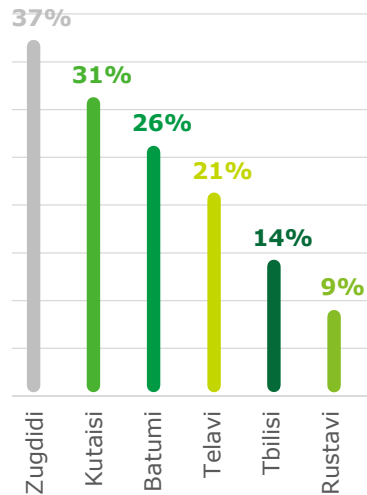
37% of respondents in Zugdidi do not know any foreign language.

Turkish is most spoken in Batumi (55%), which can be explained by the proximity of Turkey to Batumi and by the high volume of Turkish businesses in the city.

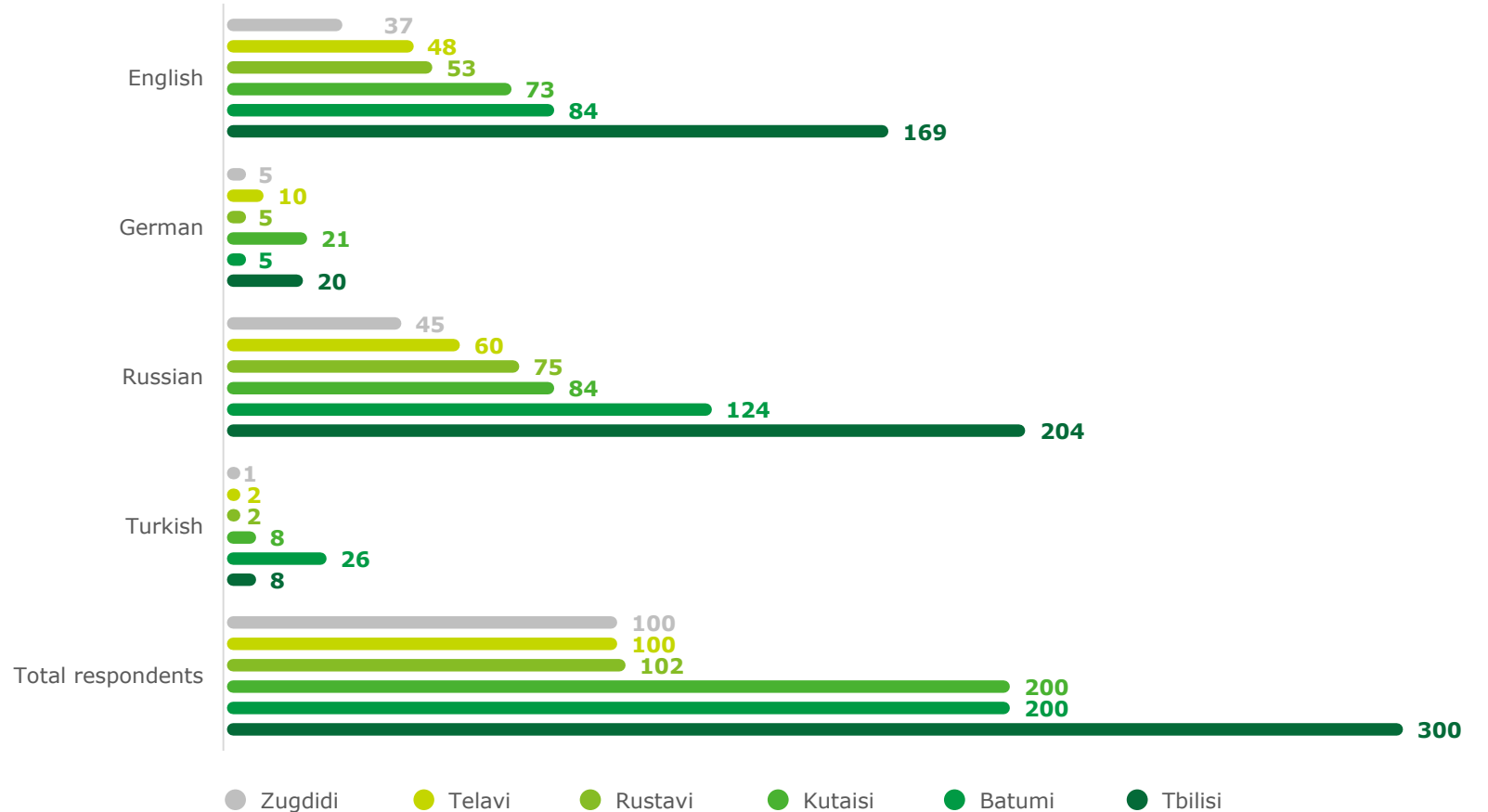
Russian (34%) and English (36%) are most spoken by people in Tbilisi.

German is most spoken by people in Kutaisi (32%), which can be explained by the three German CRM companies operating in the city.

No foreign language Knowledge: regions



Language skills by region in percentage



Skills

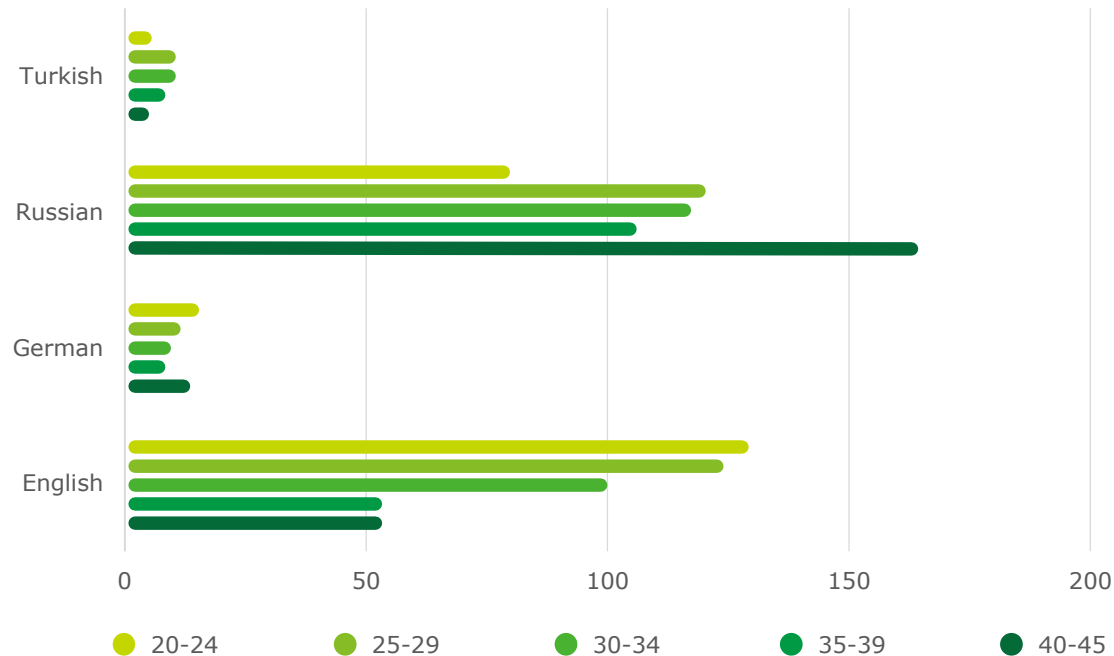
Language skills within the age range of 18-45

Total respondents: 1,002

Language skills by age

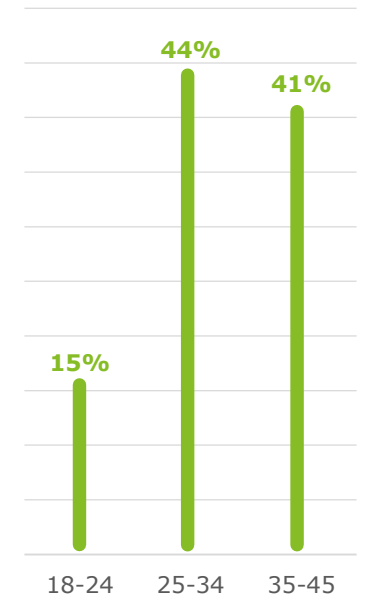
Russian is most spoken by people between the ages of 40 and 45 (165 people) and least known by young adults between the ages of 20 and 24 (81 people).

There is a negative correlation between age and English language knowledge. For example, English is most spoken by people between the ages of 20-24 (130 people). This number declines as the age of a respondent increases.



No language skills: age

44 % of the respondent between the ages of 25 and 34 and 41% of the respondents between the ages of 35 and 45 do not know any foreign language. 85% of young adults (18-24) know at least one foreign language.



Overall language skills in 18-45 age category

Out of 1,002 respondents

59%
know Russian



46%
know English



22%
know *only* Georgian



7%
know German

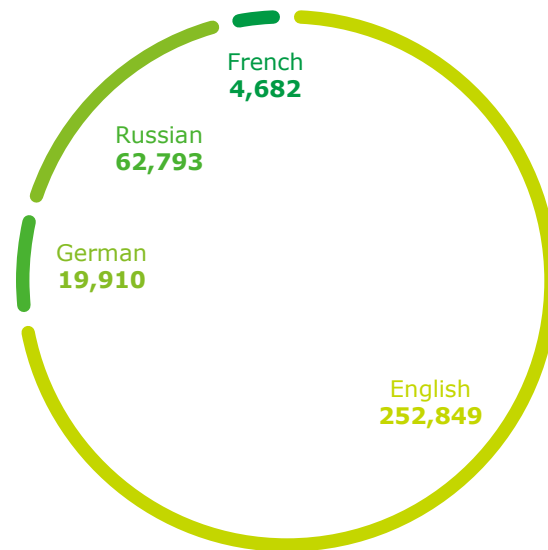


5%
know Turkish



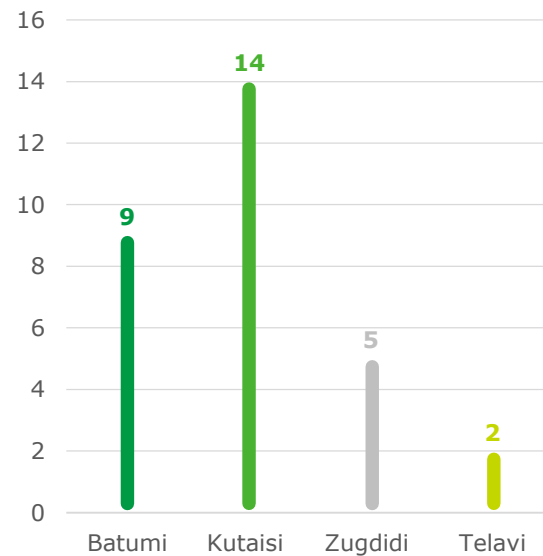
4%
know other languages

General population passing foreign language exam



- The aggregated amount of students that have taken foreign language exams through Unified National Exams between 2009-2018

Number of language centers in the regions



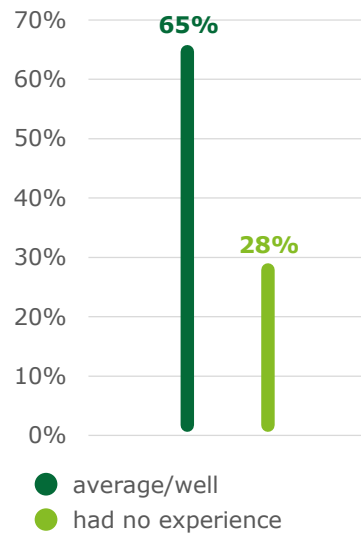
- There are 30 active language centers in the regions in selected cities. Most of the centers offer two or more languages. 73% of centers teach English, 33% Russian, 20% German, 13% French, and only 10% teach Italian.

Skills

Qualifications within the age range of 18-45

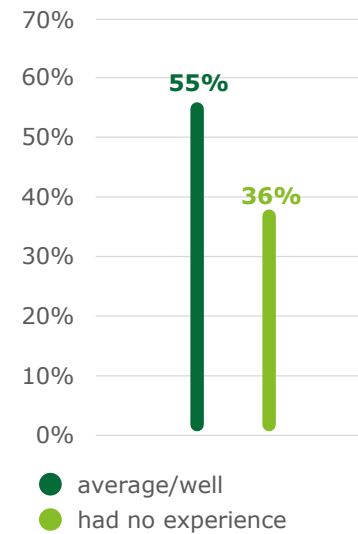
According to the survey, 65 % of people in CRM professions, 55 % in HR, and 51 % in architecture and design are not familiar with programs/software typically used in their respective positions. This is not surprising since the majority of companies in Georgia are small-sized enterprises. They mostly deal with small data sets and tasks that do not require computer software. Therefore, they do not require automatization to conduct their operations.

CRM programs



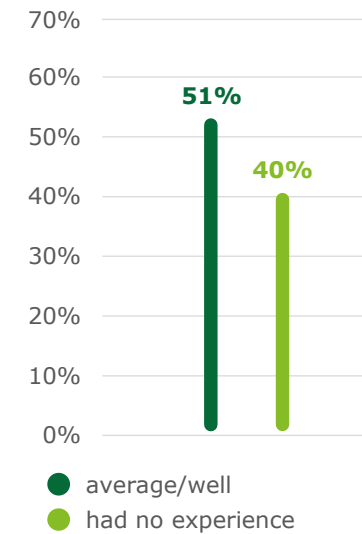
SalesForce, Telemation, Parature eTicket, Microsoft Access, Enterprise Resource Planning (ERP) software, Intuit QuickBooks Enterprise Solutions, NetSuite ERP, Oracle People Soft, SAP

HR programs



Filemaker pro, LinkedIn, Microsoft Access, Business intelligence and data analysis software, IBM Cognos Impromptu, Oracle, Qlik, Microsoft Dynamics, Net Suite ERP, Oracle Peoplesoft, SAP, Human Resources Software, ADP Workforce, Oracle Taleo

Architecture programs



CAD programs, Alias Waterfront Design Studio, AutoDesk Revit, Dassault Systemes CATiA, Development Environment Software, Microsoft .NET Framework, Development Management Software, Adobe Systems, Microsoft Visio

Note: *The rest did not answer the question

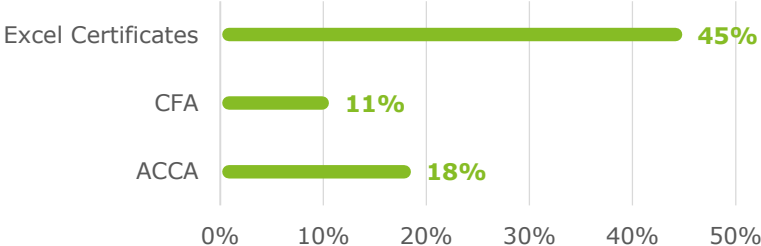
Skills

Qualifications within the age range of 18-45

Finance and accounting

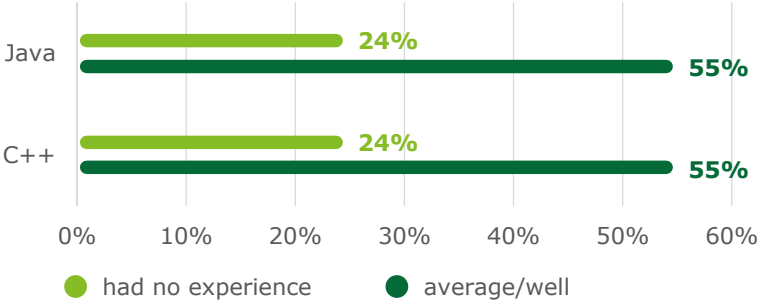
The two most widespread certifications in finance are ACCA and CFA. Out of the surveyed respondents 18% hold ACCA 11% CFA certifications.

Based on the information provided by certification units there are over 900 ACCA students in Georgia out of which 109 are full members. As for CFA, it has 29 active full members and 200 students in Georgia.



Information technology

The majority of respondents in IT have basic knowledge of Java and C++.



In total, **1,002 respondents** participated in the survey. **910** out of these respondent were identified by a random sampling method of households and **92** were intentionally targeted by the snowball method to ensure that every category of the population (by occupation) was represented in the sample. The snowball method is a nonprobability sampling technique where existing study subjects recruit future subjects from among their acquaintances. The survey was performed every day, including weekends from 10:00 a.m. to 10:00 p.m. for four consecutive weeks. The survey was conducted in six cities across Georgia: Tbilisi, Batumi, Rustavi, Zugdidi, Telavi, and Kutaisi. Participation in the survey was restricted by age – only respondents **from 18 to 45 years** of age were eligible to take part.

The survey respondents were asked to provide information regarding their age, gender, education, skills and employment. Survey topics entailed questions regarding the respondents' level of education, occupation, language and professional skills, as well as technical qualifications and salaries.



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