

IBM Germany Skills and Education Study

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November 2 – 27, 2022

GERMANY KEY FINDINGS

STEM Jobs:

- *Students* report the highest levels of familiarity with STEM jobs, with half saying they're very or somewhat familiar with these types of jobs.
- Across all audiences, the majority of respondents don't currently work in a STEM job. Almost half of *Students* are interested in working in a STEM job.
- Two-thirds of *Students* and around three-in-five *Job Seekers* and *Career Changers* agree that career opportunities in STEM jobs will increase over the next 10 years.
- *Students, Job Seekers, and Career Changers* don't feel qualified to work in a STEM job because they don't have the right skills or academic degrees. Across all audiences, most respondents agree that there are fewer STEM jobs in their communities than in other places.

Digital Credential Programs

- Nearly half of *Job Seekers* are familiar with digital credential programs, compared to almost two-in-five *Career Changers* and a third of *Students*. The vast majority of those that have earned a digital credential agree that it was helpful in achieving their career goals.
- The most important factor for *Students* to consider when thinking about earning a digital credential is if the program comes from a reputable company, while *Job Seekers* and *Career Changers* say the most important factor is the cost of the program.

GLOBAL KEY FINDINGS

1. Awareness of STEM jobs is low, and many are concerned these careers won't pay enough.

- 50% of *Students*, *Job Seekers*, and *Career Changers* are interested in pursuing a STEM-related job.
- 64% of *Career Changers* are not familiar with STEM jobs.
- Many respondents are unsure of which careers are considered to be a STEM job.
- 62% share concerns that they won't be able to find a STEM job that pays enough to support themselves or their family.

2. With misconceptions that STEM training is expensive, many learners say they don't know where to start and that they don't know enough about digital credentials.

- 61% think they are not qualified to work in a STEM job because they don't have the right academic degrees.
- 40% of *Students* say the greatest barrier to professional or technical skill development is that they don't know where to start.
- 60% of respondents worry that digital credentials may be costly to obtain.
- 27% of *Job Seekers* and *Career Changers* say that affordability is the single most important consideration when pursuing digital credentials and training for STEM jobs.
- Being able to continue to work while earning a credential is particularly important to *Career Changers*.

GLOBAL KEY FINDINGS

3. Respondents are optimistic that jobs in STEM fields will increase in the future, and that digital credentials are a good way to supplement traditional education and increase career opportunities.

- 66% of all respondents are of the opinion that STEM jobs across industries will increase over the next decade.
- 47% of *Students*, *Job Seekers*, and *Career Changers* are familiar with digital credential programs.
- 86% of those who have earned a digital credential agree that it helped them achieve career goals.
- 75% of all respondents agree that digital credentials are a good way to supplement traditional education
- Increased career opportunities and qualifications were top reasons why respondents across the globe said they wanted to earn digital credentials.

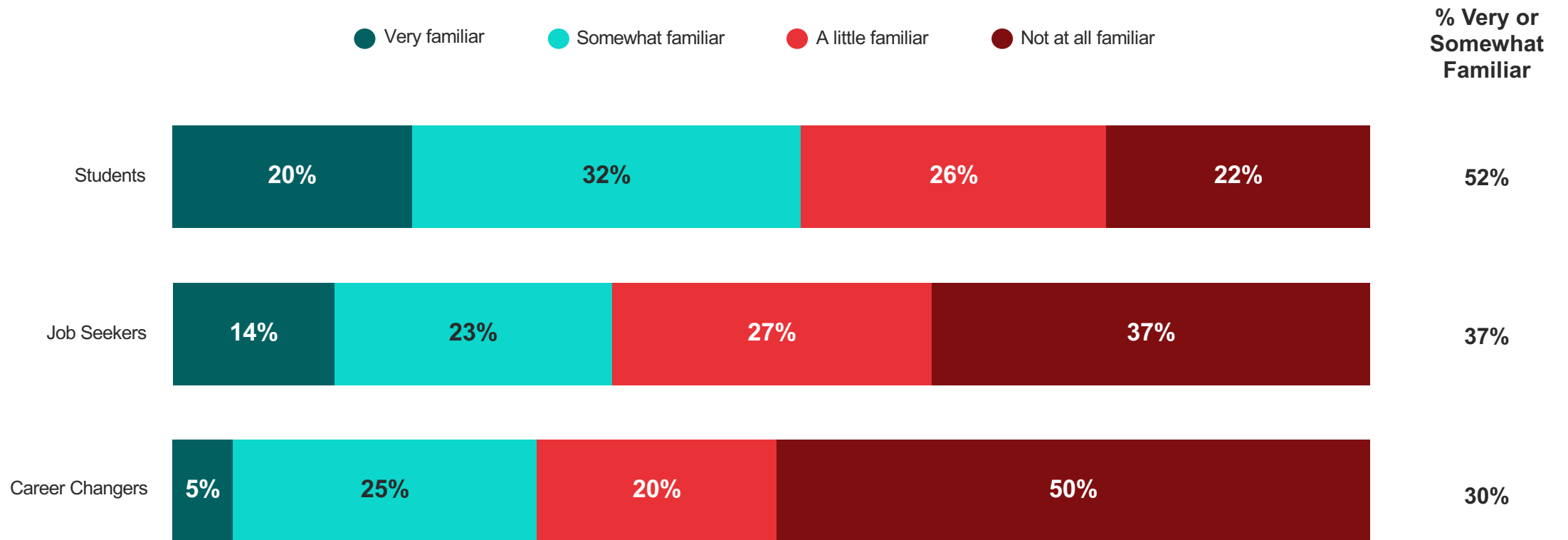
4. Learners and workers around the world are planning to make a change, with many looking for a new job in the next 12 months.

- 61% of *Students* and *Career Changers* are actively looking for a new job now or plan to within the next year.
- More than 80% of all respondents have plans to build their skills in the next two years.
- At least 90% are confident they can develop skills or learn something new from an online program.
- 25% of all respondents say they plan to complete online coursework in the next two years.

Students (52%) report the highest levels of familiarity with STEM jobs; Half of Career Changers say they're "not at all familiar" with STEM jobs

How familiar would you say you are with the idea of STEM jobs?

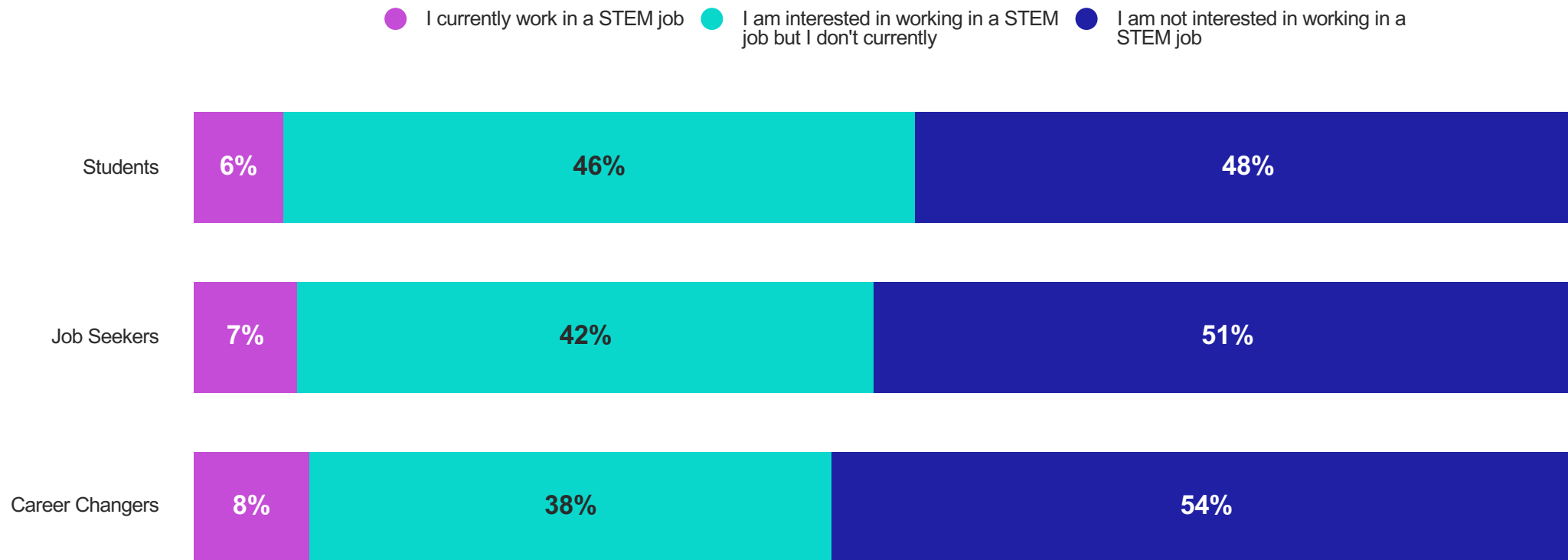
"STEM stands for Science, Technology, Engineering, Math and a STEM job is one that relies on any of those fields."



GERMANY: SKILLS AND EDUCATION STUDY

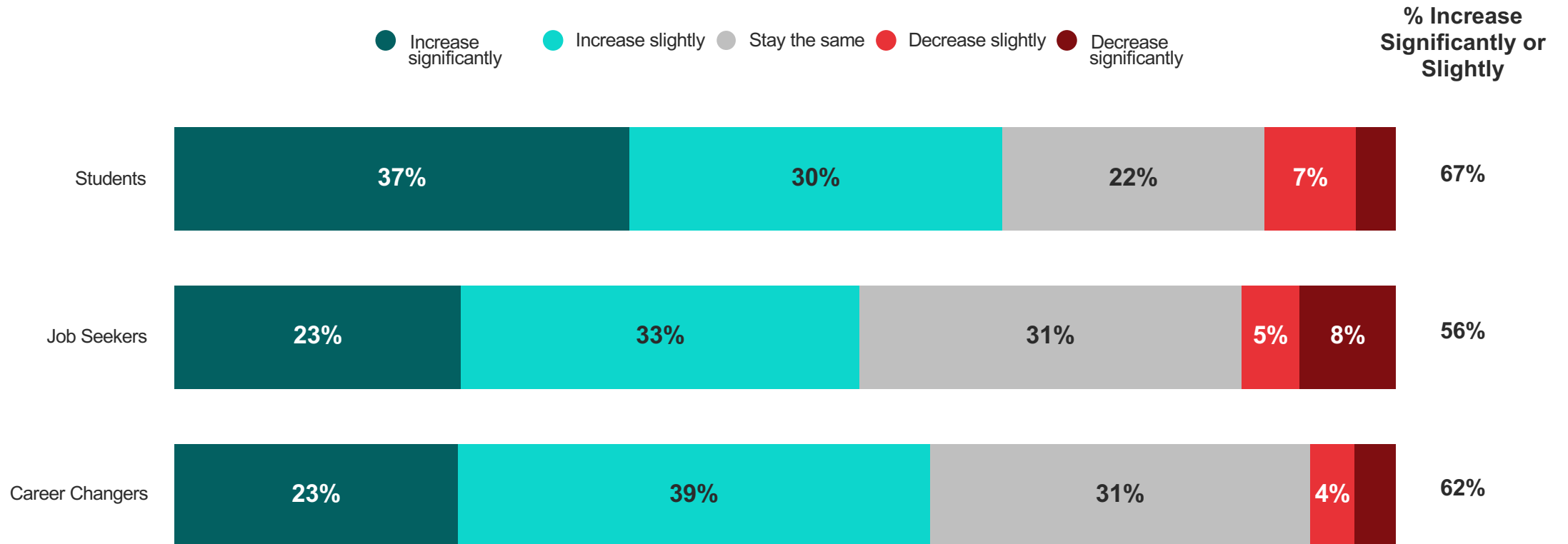
The vast majority of respondents across all audiences do not currently work in a STEM job; Students are split on whether they're interested in working in a STEM job, but majorities of Job Seekers (51%) and Career Changers (54%) say they are not interested in doing so

Which of the following would you say describes you?



Majorities of all audiences think that career opportunities in STEM jobs will increase over the next 10 years, with a notable two-thirds of Students (67%) saying so

Over the next 10 years, do you think career opportunities in STEM jobs will:



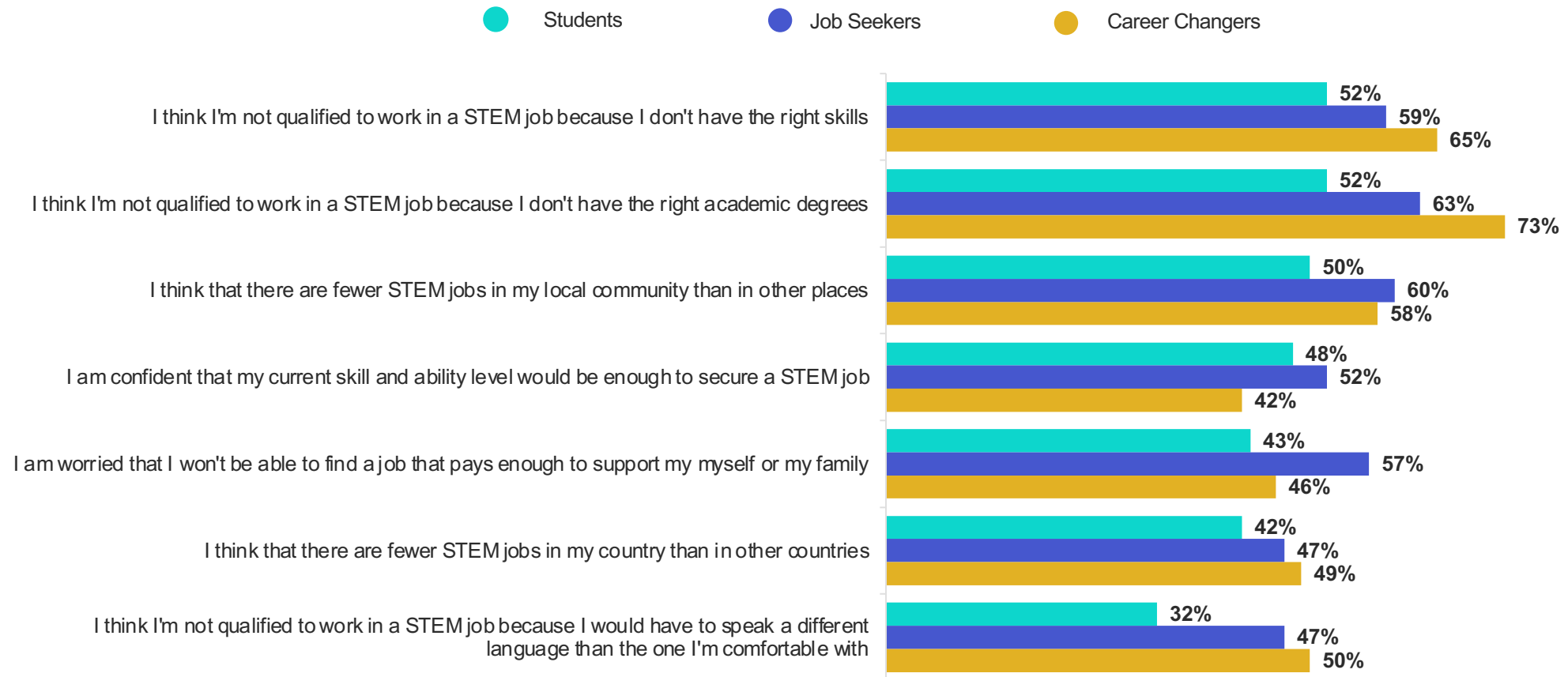
Respondents are largely unsure of which careers are considered to be a STEM job

Which of the following careers would you consider to be a STEM job? Please select all that apply.

	Students	Job Seekers	Career Changers
Software Developer	58%	45%	50%
IT help desk	55%	41%	40%
Website programmer	53%	41%	45%
Data analyst	53%	39%	48%
Life scientist (biologist, chemist, etc)	49%	31%	36%
Cybersecurity analyst	49%	39%	43%
Database administrator	46%	33%	42%
Mechanical Engineer	42%	26%	31%
Project manager	17%	15%	18%
Social scientist (psychologist, sociologist etc)	10%	11%	12%
Customer service representative	7%	9%	9%
None of the above	10%	21%	19%

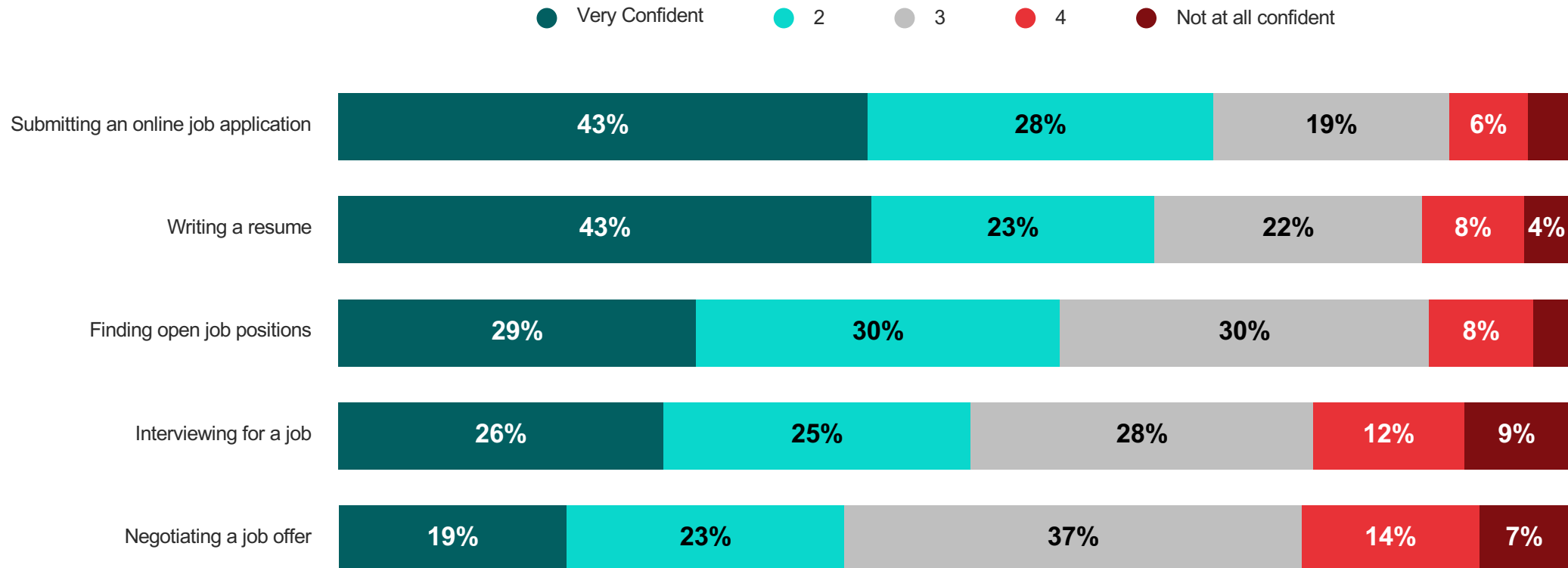
All audiences agree that they aren't qualified to work in STEM because they don't have the right skills or academic degrees, and that there are fewer STEM jobs in their local community than in other places

If you were searching for a STEM job for your next position, to what extent do you agree or disagree with the following? [Showing % Strongly + Somewhat Agree]



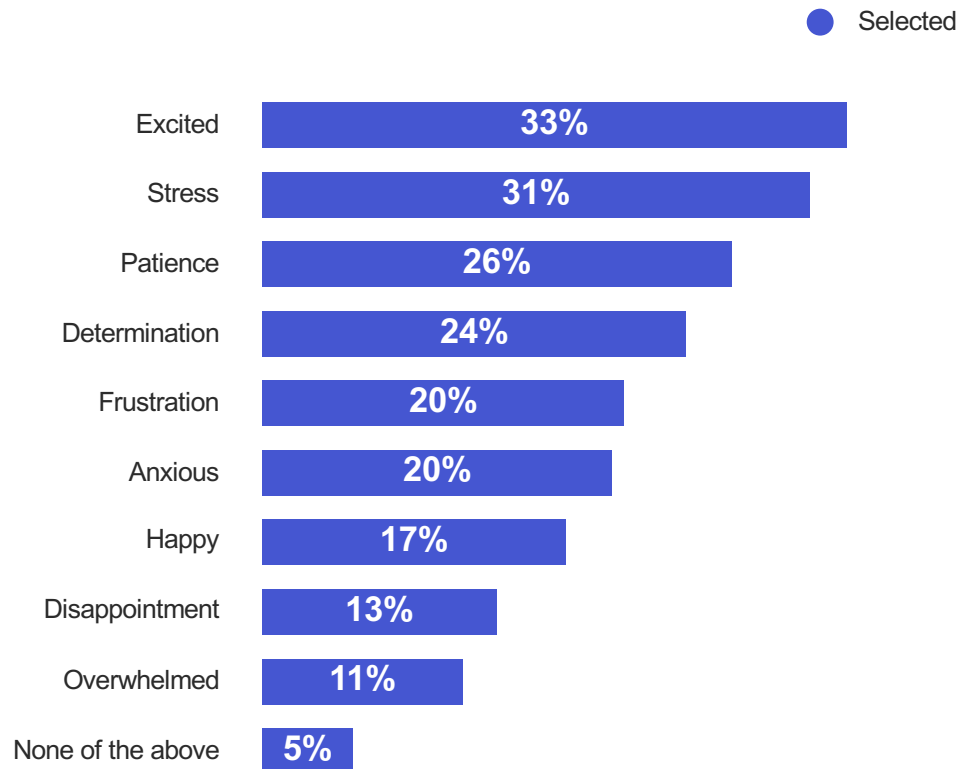
Job Seekers are most confident in submitting online job applications and writing resumes, and are least confident negotiating job offers

How confident are you with each of the following? [Showing for Job Seekers]



Job Seekers report feeling positive emotions such as excitement (33%), patience (26%), and determination (24%) during the job search while 31% report feeling stressed

Which emotions do you feel during the job search? Please select all that apply. [Showing for Job Seekers]



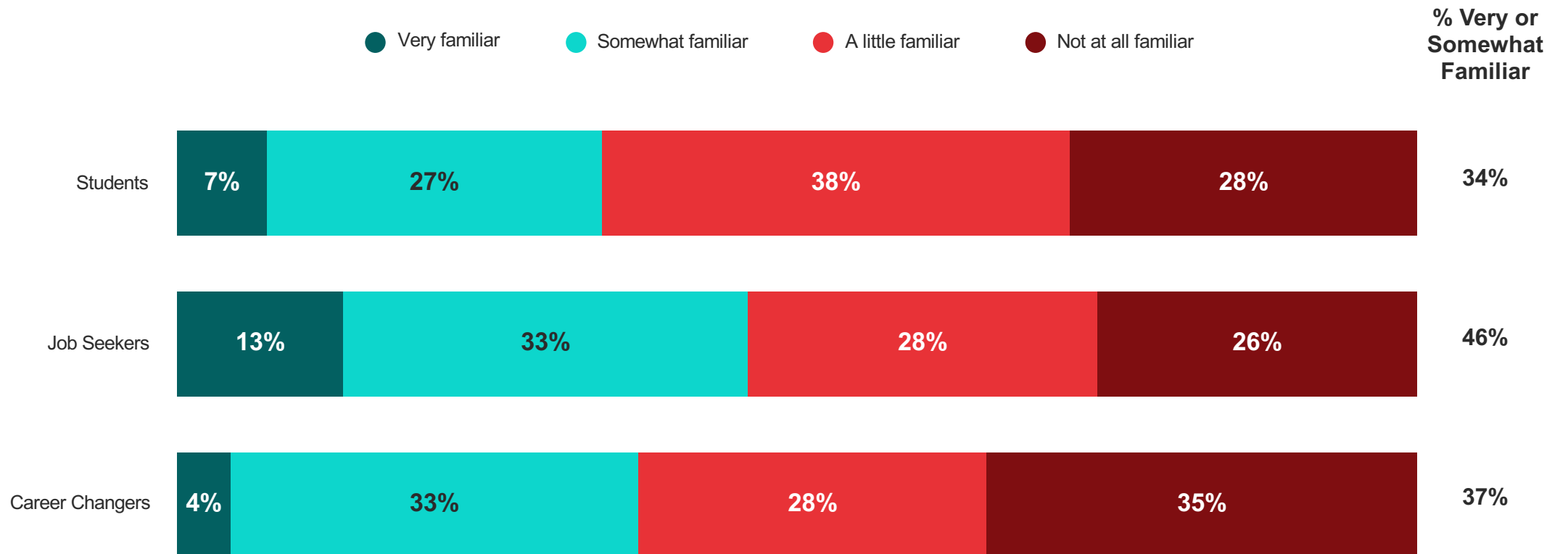
A safe and a fun work environment, as well as competitive pay, are consistently important aspects across all audiences when looking for employment

On a scale of zero to ten where zero is not important at all and ten is very important, how important are each of the following to you if you were looking for employment? The company/organization... **[Showing % Top Two Box]**

	Students	Job Seekers	Career Changers
Offers a safe work environment	56%	46%	55%
Offers a fun work environment	52%	48%	56%
Offers competitive pay/salary	41%	39%	50%
Supports work-life balance (is respectful of personal time/time off work)	41%	40%	41%
Offers good vacation/paid time off (PTO) benefits	39%	38%	47%
Offers the health care benefits I need/want	34%	34%	36%
Offers educational benefits such as tuition assistance	31%	24%	21%
Offers continued learning and professional development opportunities	30%	28%	31%
Believes in the importance of diversity, equity, and inclusion	30%	25%	21%
Offers a clear path to mobility in the job/company (ability to be promoted)	26%	28%	29%
Adjusts workplace policies based on COVID-19 safety guidelines	22%	19%	24%
Offers remote working options internationally (I can live and work in a different country)	19%	16%	14%
Offers remote working options within my country	17%	19%	19%
Acts in the interests of their own political, cultural, and/or social beliefs and values	17%	17%	22%

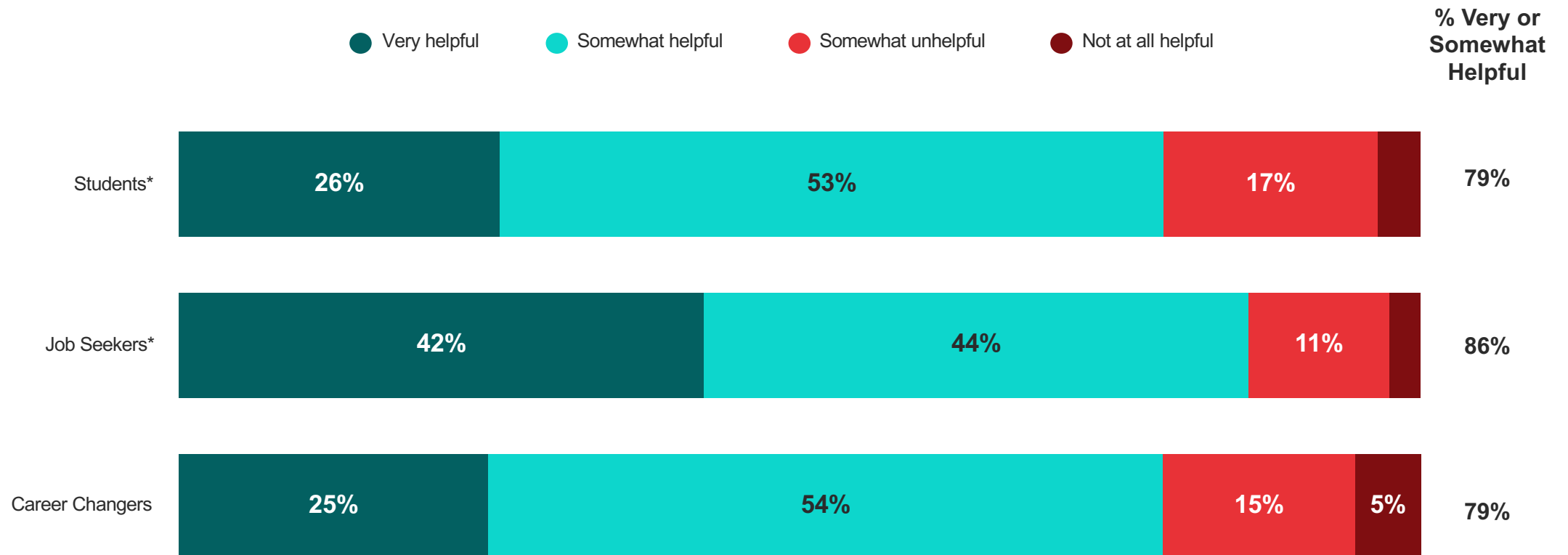
Almost half of Job Seekers (46%) are familiar with digital credential programs, compared to almost two-in-five Career Changers (37%) and one-in-three Students (34%)

How familiar are you with digital credentials programs (These are online programs for professional or technical skill development where you can earn a credential for completion of the program).



The vast majority of respondents that have earned a digital credential agree that it was helpful in achieving their career goals

How helpful do you think your digital credential(s) were in helping you achieve your career goals?



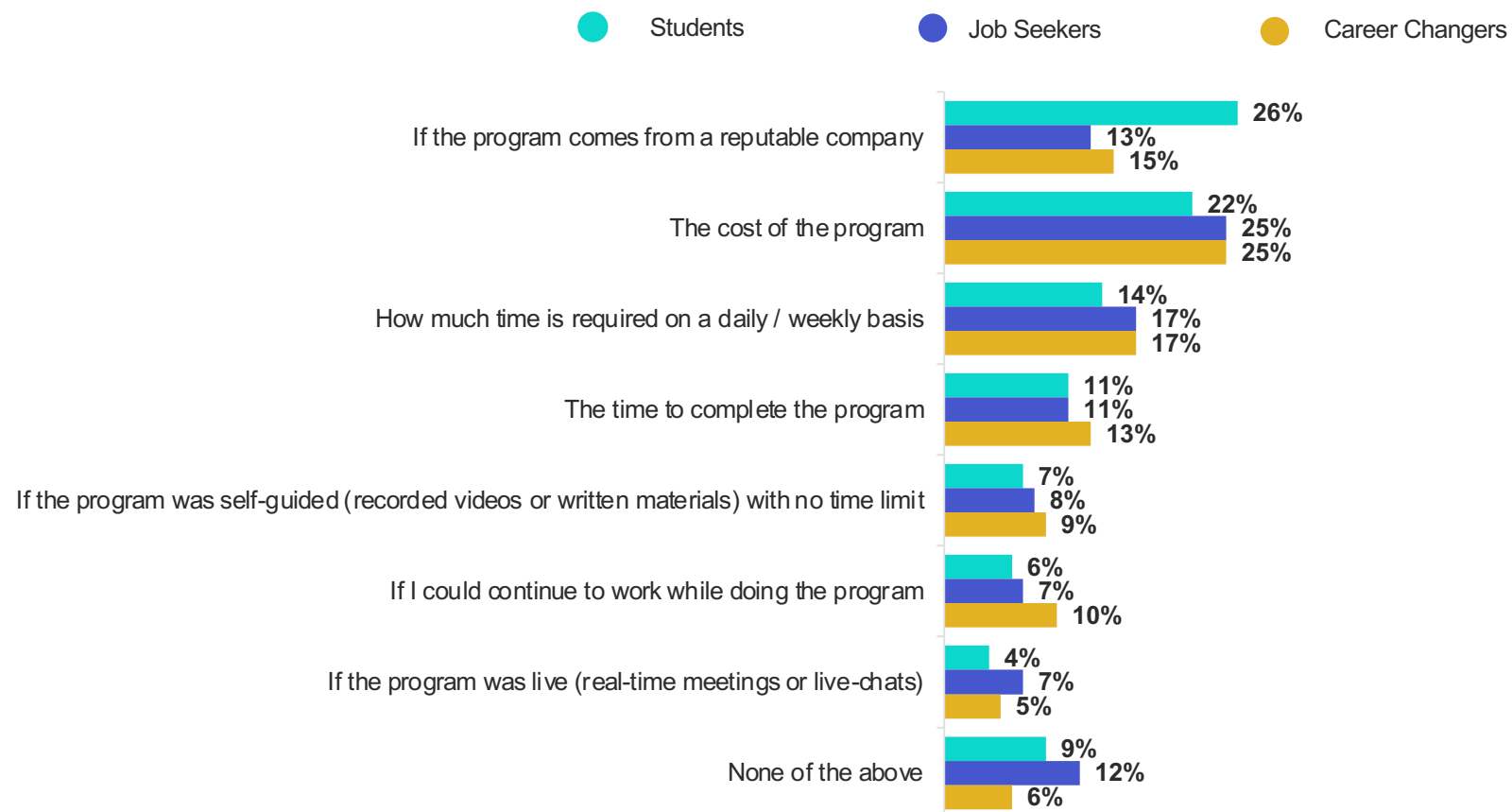
Among respondents that have earned a digital credential. Student data not shown due to low sample size.

*Sample size less than 100

GERMANY: SKILLS AND EDUCATION STUDY

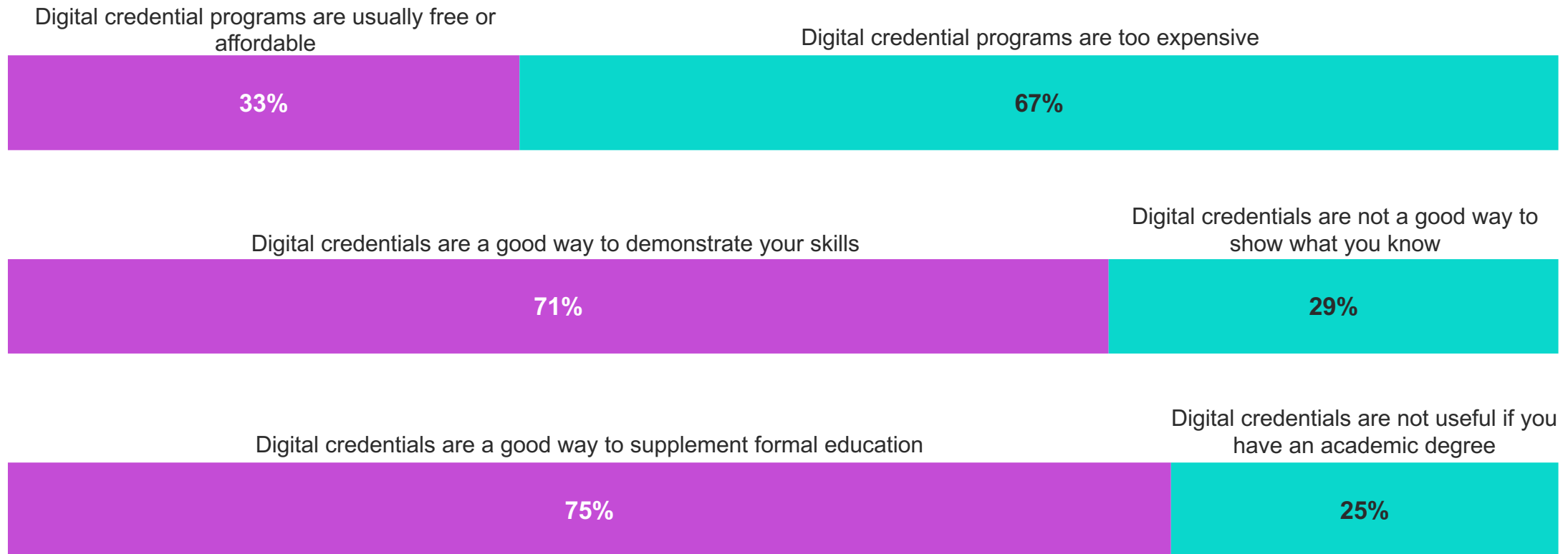
The most important factor for Students to consider when thinking about developing their skills and earning a digital credential is if the program comes from a reputable company (26%); Job Seekers (25%) and Career Changers (25%) say the most important factor is the cost of the program

If you wanted to develop your skills and earn a digital credential, which of the following would be the most important factor for you to consider? Please choose the most important.



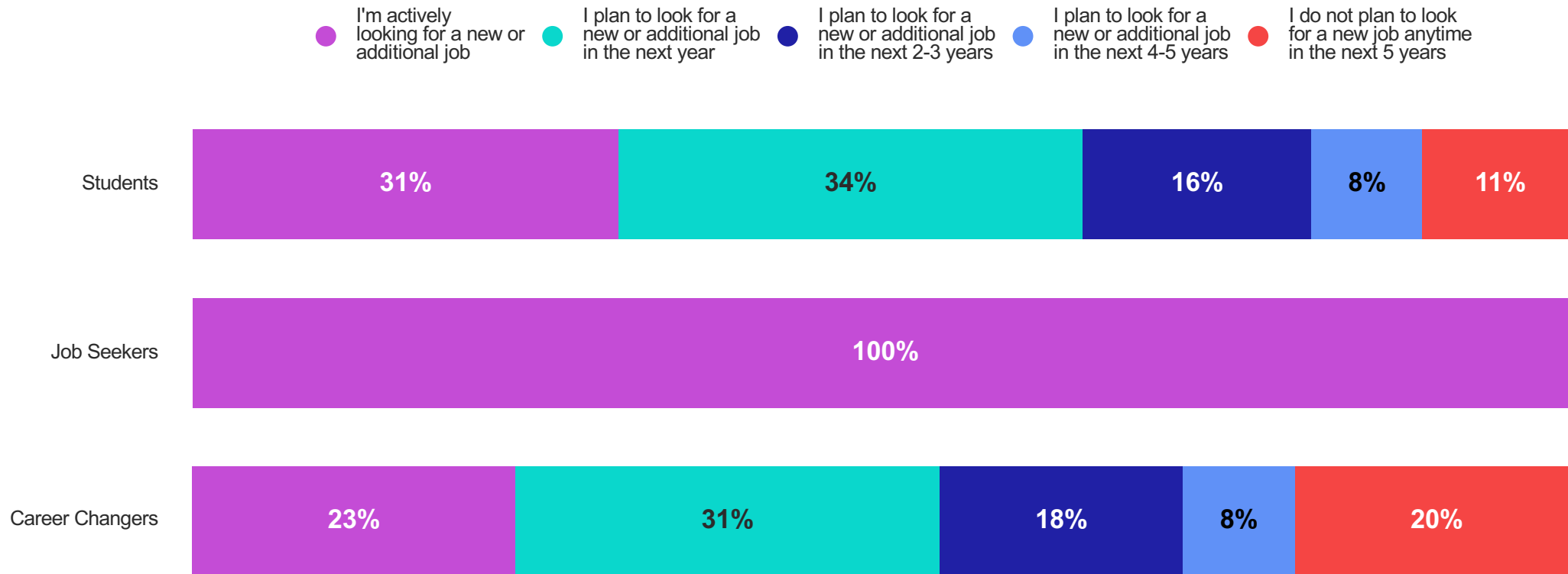
Two-thirds think that digital credential programs are too expensive (67%)

Based on what you know about digital credential programs, which of the following statements do you agree with most, even if neither one is exactly right?
[Showing Across Students, Job Seekers, and Career Changers]



31% of Students and 23% of Career Changers say they are actively looking for a new or additional job

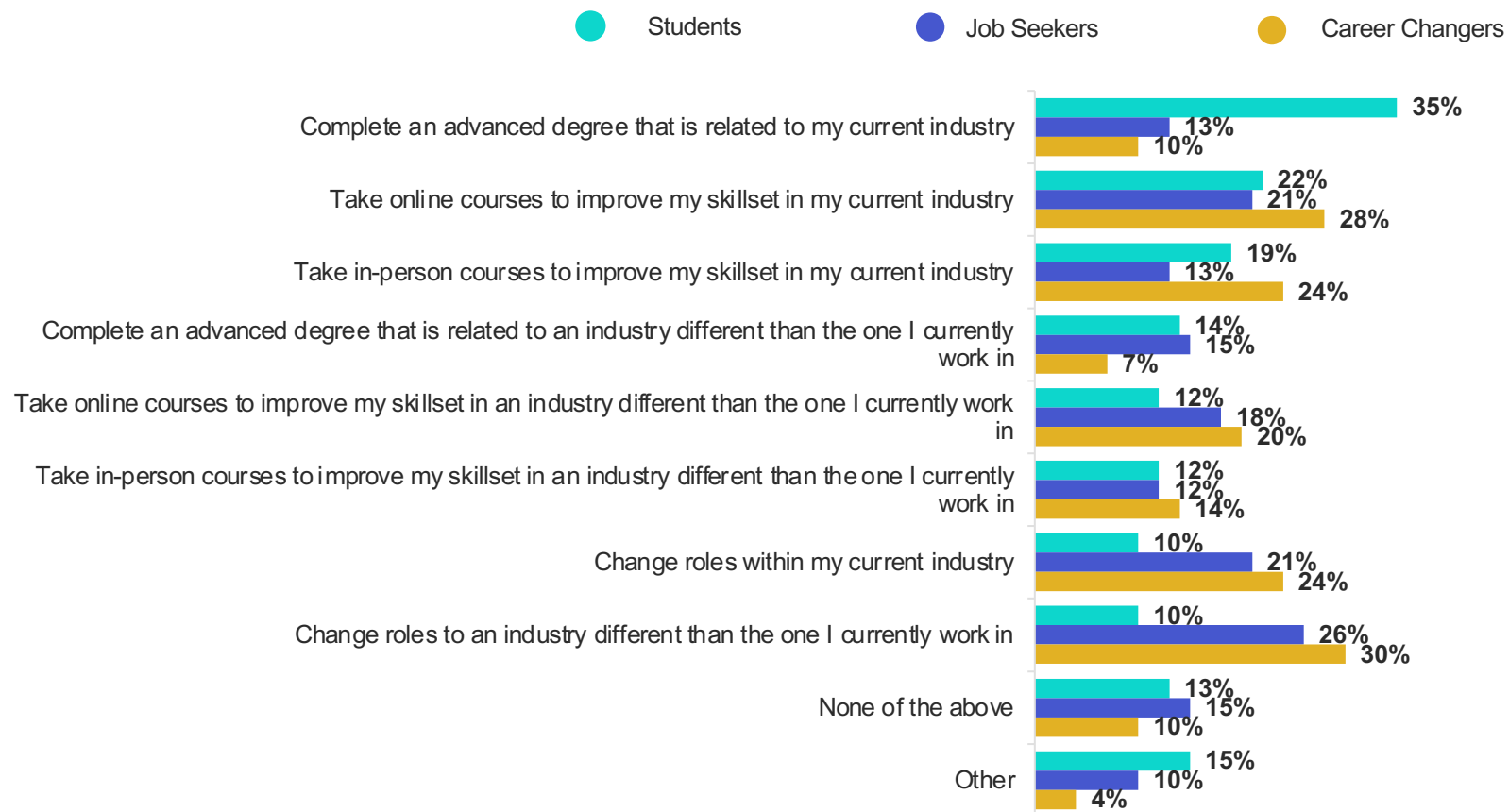
Which best describes your current situation?



GERMANY: SKILLS AND EDUCATION STUDY

In the next 2 years, more than one-third of Students (35%) plan to complete an advanced degree related to their current industry; About three-in-ten Career Changers plan to change roles to a different industry (30%) and take online courses to improve skills in their current industry (28%)

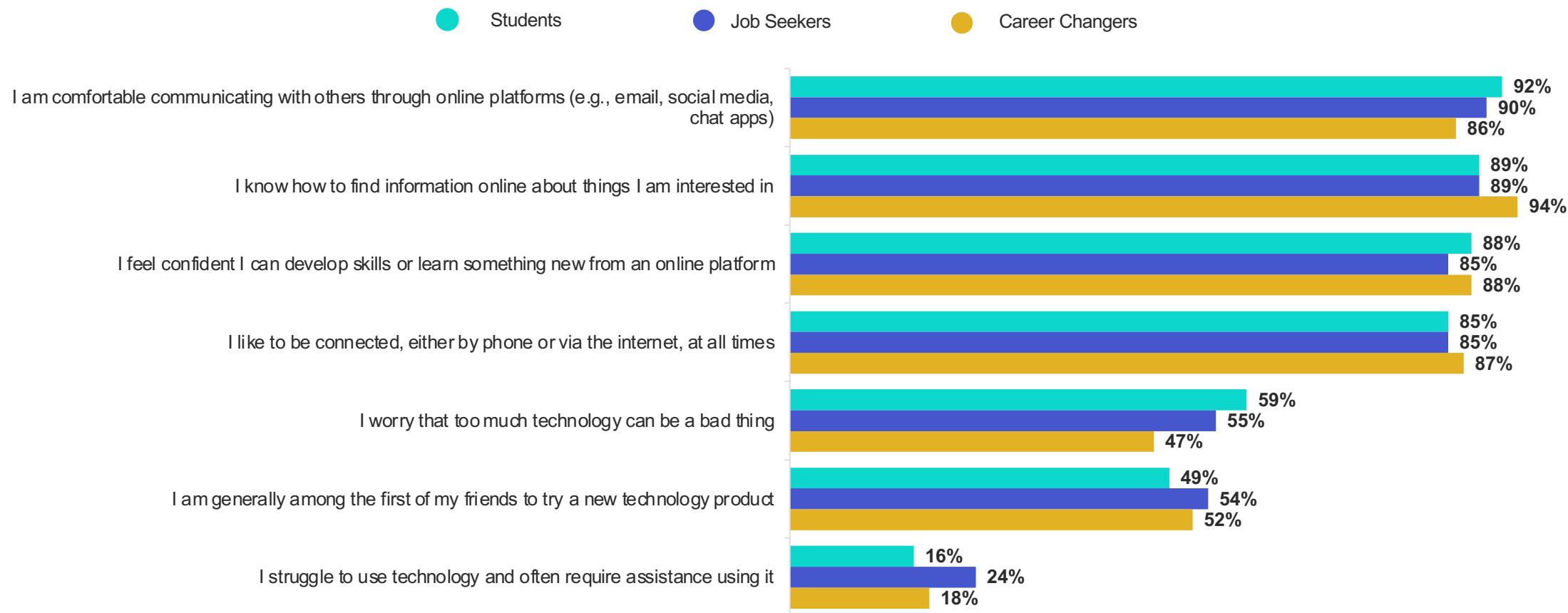
Do you plan to do any of the following in the next 2 years? Please select all that apply.



GERMANY: SKILLS AND EDUCATION STUDY

More than four-in-five respondents across all audiences are comfortable communicating online, know how to find information online about things they are interested in, feel confident in developing skills from an online platform, and like to be connected via phone or internet at all times

To what extent do you agree with the following statements? [Showing % Strongly + Somewhat Agree]





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