

IBM Mexico Skills and Education Study

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November 2 – December 20, 2022

MEXICO KEY FINDINGS

STEM Jobs:

- *Job Seekers* and *Students* report the highest levels of familiarity with STEM jobs, with more than one-third saying they're very or somewhat familiar with these types of jobs. A majority across audiences, however, have little to no familiarity with the idea of STEM jobs.
- Across all audiences, the vast majority of respondents don't currently work in a STEM job, but more than three-in-five *Students*, *Job Seekers*, and *Career Changers* say they're interested in working in STEM. As compared to *Career Changers* in the 12 other countries surveyed, Mexico *Career Changers* are more interested in working in a STEM job.
- More than two-thirds agree that career opportunities in STEM jobs will increase over the next 10 years.
- *Students*, *Job Seekers*, and *Career Changers* are most worried that they won't be able to find a STEM job that pays enough to support themselves or their family. Across all audiences, most respondents agree that there are fewer STEM jobs in Mexico than in other countries.

Digital Credential Programs

- Nearly half of *Students* and *Career Changers*, as well as over two-in-five *Job Seekers*, are familiar with digital credential programs. The vast majority of those that have earned a digital credential agree that it was helpful in achieving their career goals.
- Cost is top-of-mind for all audiences, as it's the most important factor to consider when deciding to earn a digital credential.

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.

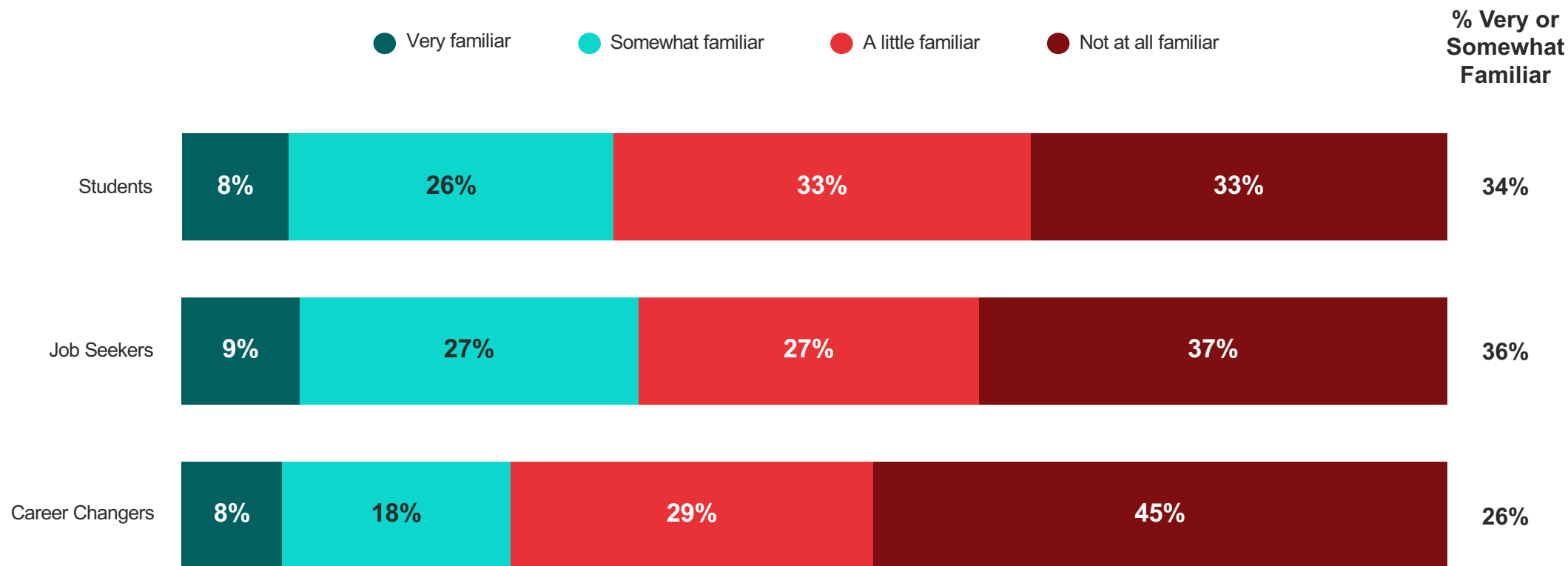
- 61% of *Students* and *Career Changers* are actively looking for a new job now or plan to within the next year.
- More than 80% of all respondents have plans to build their skills in the next two years.
- At least 90% are confident they can develop skills or learn something new from an online program.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

MEXICO: SKILLS AND EDUCATION STUDY

More than one-third of Job Seekers (36%) and Students (34%) say they are familiar with STEM jobs; A majority across audiences have little to no familiarity, with 45% of Career Changers saying they are not at all familiar with STEM jobs

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

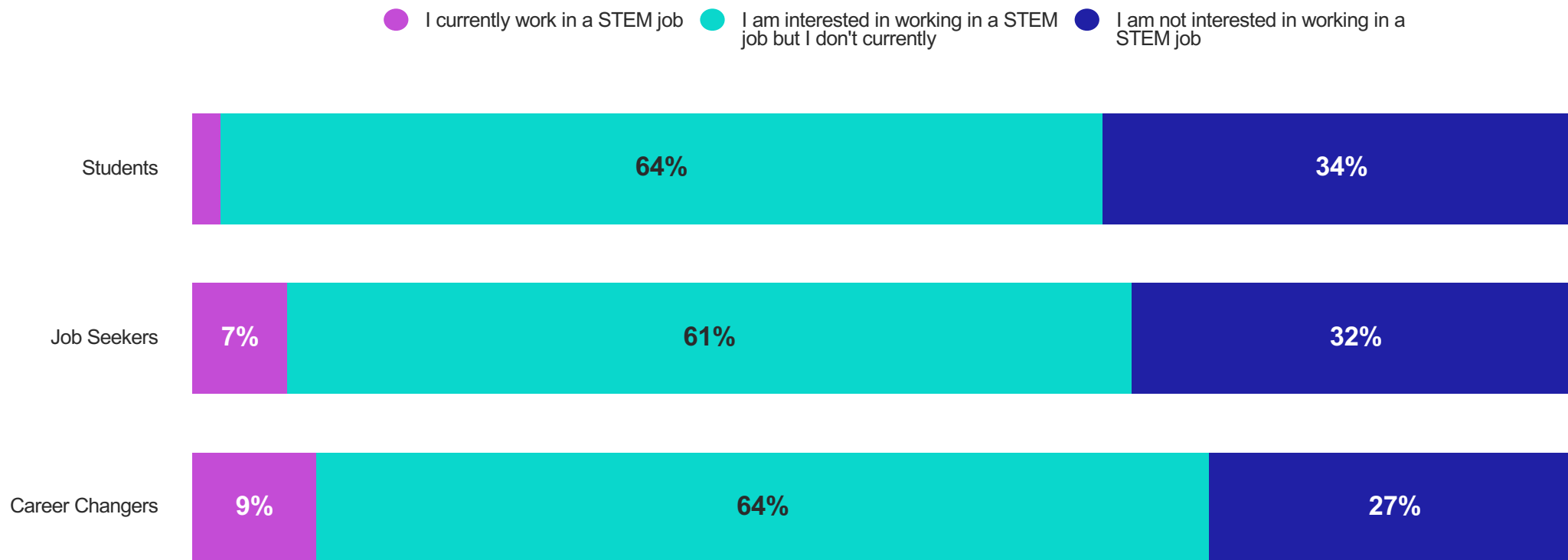
“STEM stands for Science, Technology, Engineering, Math and a STEM job is one that relies on any of those fields.”



MEXICO: SKILLS AND EDUCATION STUDY

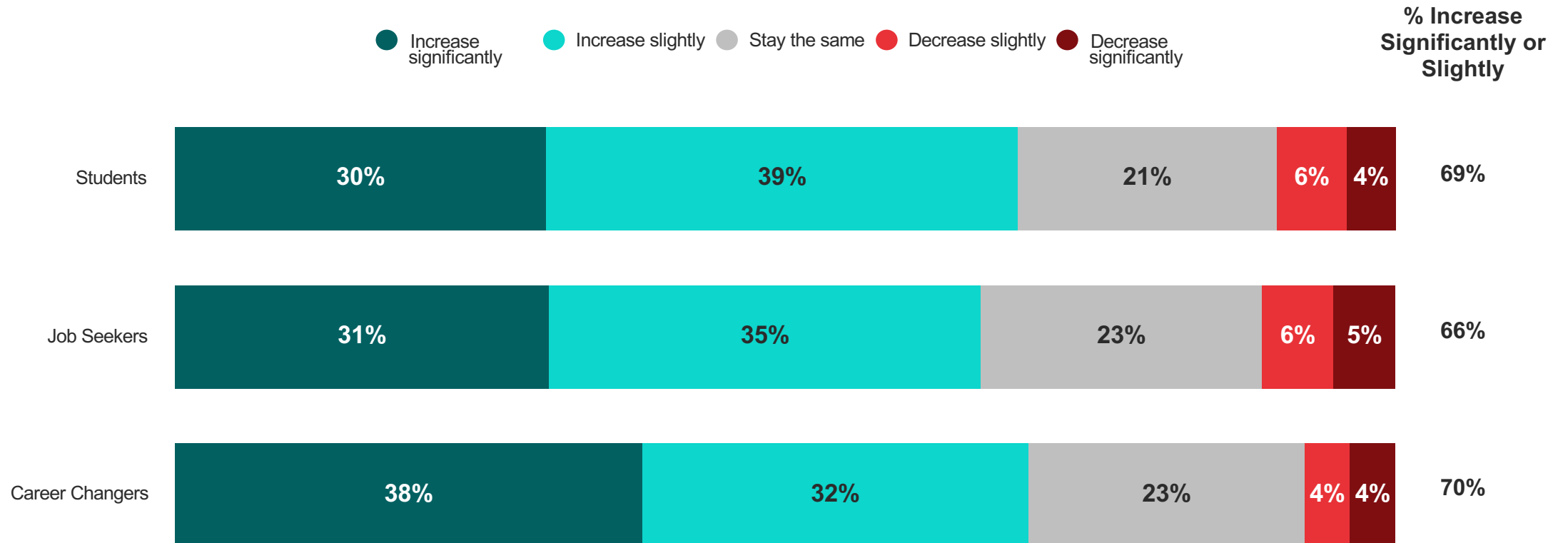
Although more than nine-in-ten in all audiences do not currently work in a STEM job, more than three-in-five Students (64%), Job Seekers (61%) and Career Changers (64%) say they're interested in working in a STEM job

Which of the following would you say describes you?



More than two-thirds of each audience think that career opportunities in STEM jobs will increase over the next 10 years

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



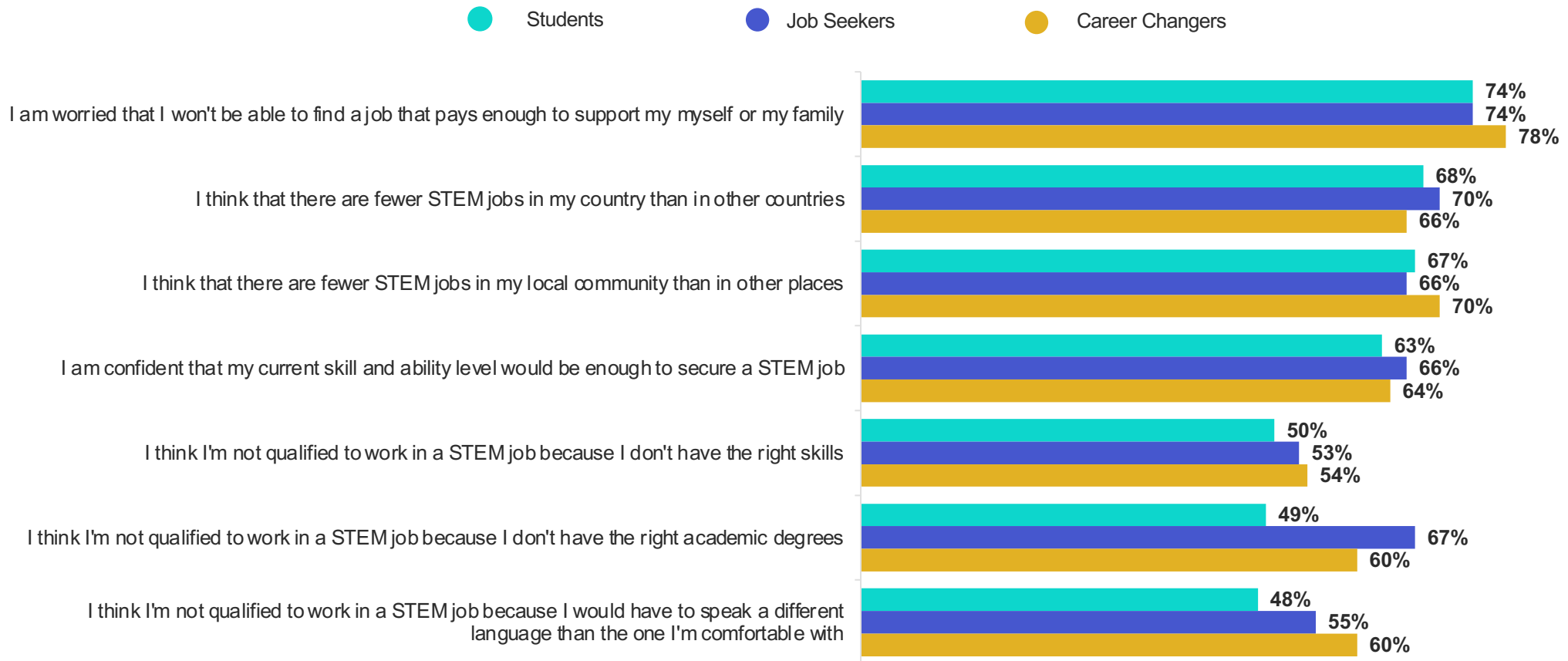
Many respondents are unsure of which careers are considered to be a STEM job, although half of Students correctly identify Software Developer careers to be STEM jobs

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	50%	36%	42%
Website programmer	45%	33%	39%
Mechanical Engineer	41%	30%	24%
Database administrator	38%	34%	37%
Data analyst	36%	29%	34%
Cybersecurity analyst	33%	27%	38%
IT help desk	29%	28%	33%
Life scientist (biologist, chemist, etc)	29%	23%	19%
Project manager	16%	18%	19%
Social scientist (psychologist, sociologist etc)	14%	19%	12%
Customer service representative	7%	10%	17%
None of the above	10%	14%	15%

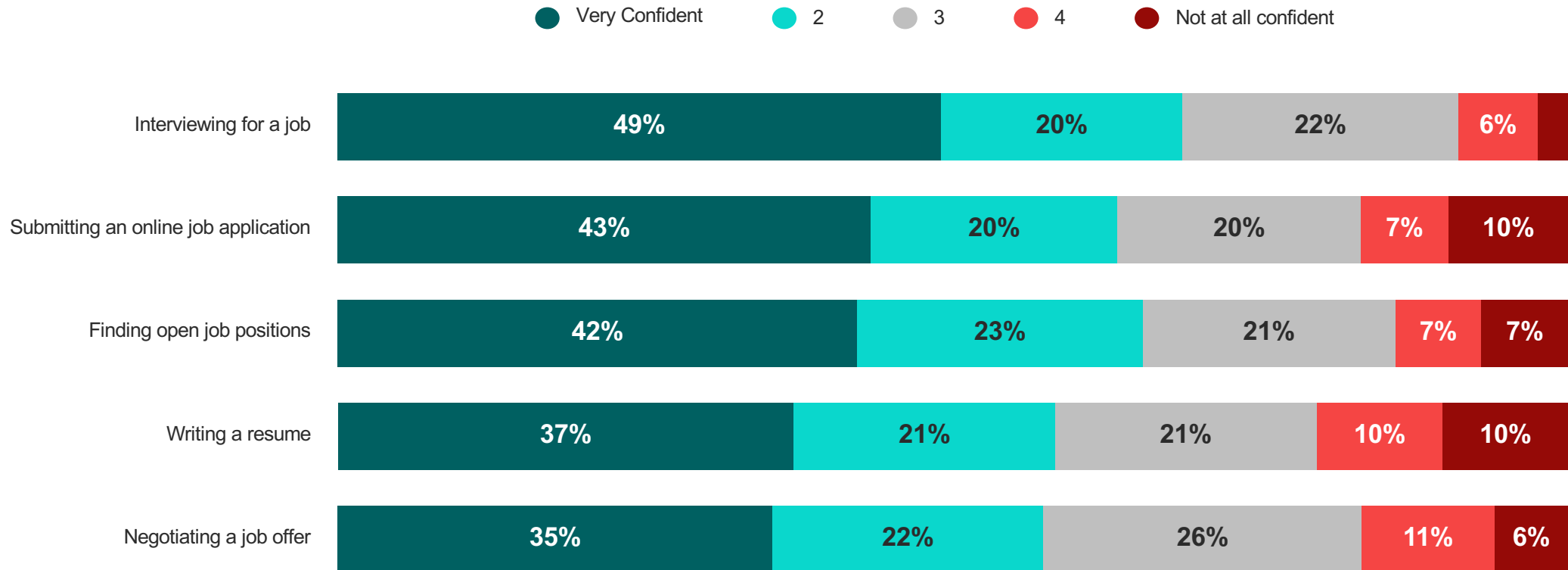
The largest share of all audiences say they are concerned they won't be able to find a STEM job that pays enough to support themselves or their family; Two-thirds or more of each audience thinks there are fewer STEM jobs in Mexico than in other countries and in their local communities than in other places

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]



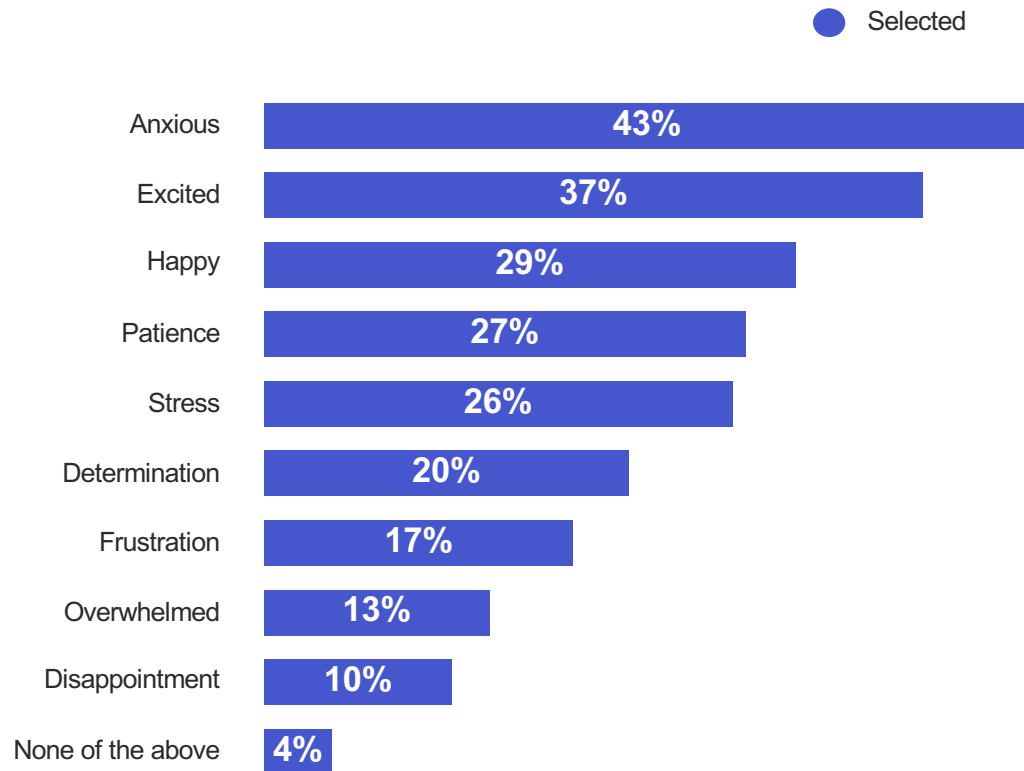
Job Seekers are most confident in interviewing for a job and finding open positions, but have slightly less confidence in writing a resume and negotiating a job offer

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



More than two-in-five Job Seekers (43%) report feeling anxious during the job search process, while more than one-third (37%) say they feel excited

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



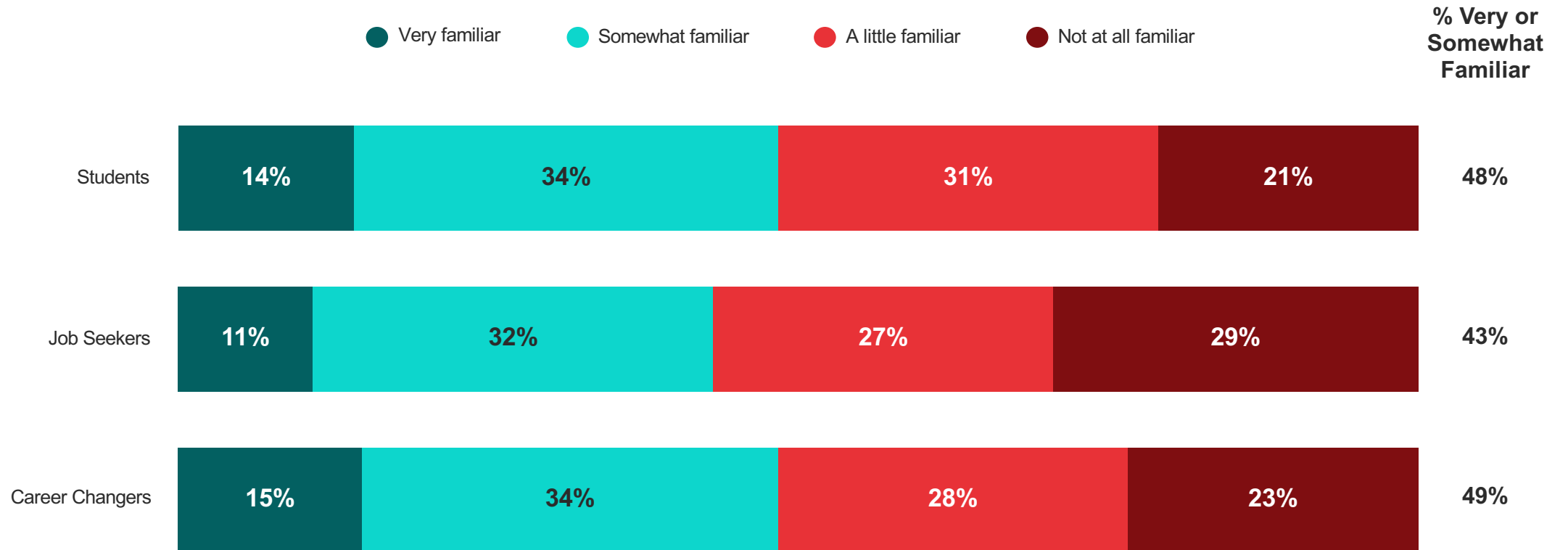
Across all audiences, a safe work environment and competitive pay/salary are the most important aspects when looking for employment

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	72%	63%	71%
Offers competitive pay/salary	68%	59%	71%
Offers the health care benefits I need/want	66%	55%	66%
Offers continued learning and professional development opportunities	64%	57%	65%
Supports work-life balance (is respectful of personal time/time off work)	64%	57%	59%
Offers a clear path to mobility in the job/company (ability to be promoted)	62%	52%	59%
Believes in the importance of diversity, equity, and inclusion	58%	45%	48%
Offers good vacation/paid time off (PTO) benefits	57%	48%	60%
Offers educational benefits such as tuition assistance	50%	43%	49%
Adjusts workplace policies based on COVID-19 safety guidelines	49%	45%	55%
Offers a fun work environment	49%	43%	50%
Offers remote working options internationally (I can live and work in a different country)	44%	35%	42%
Offers remote working options within my country	43%	37%	44%
Acts in the interests of their own political, cultural, and/or social beliefs and values	32%	28%	31%

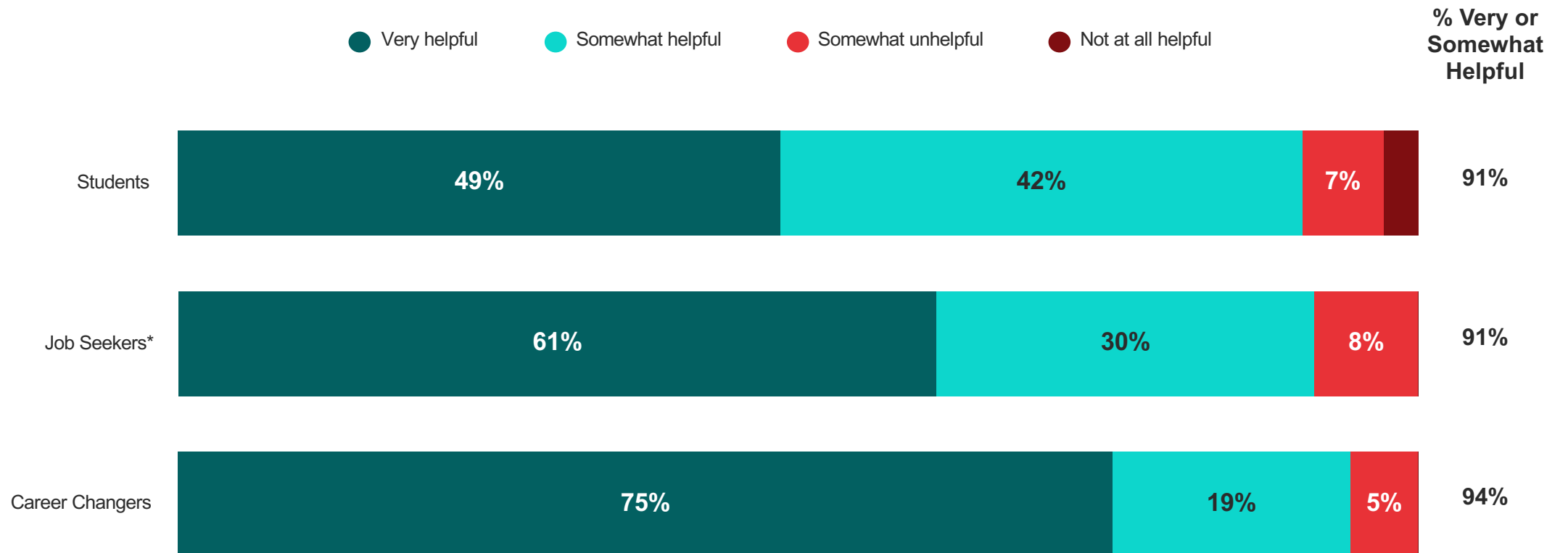
Nearly half of all Students (48%) and Career Changers (49%) are familiar with digital credential programs

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).



More than nine-in-ten respondents in all audiences that have earned a digital credential agree that it was helpful in achieving their career goals

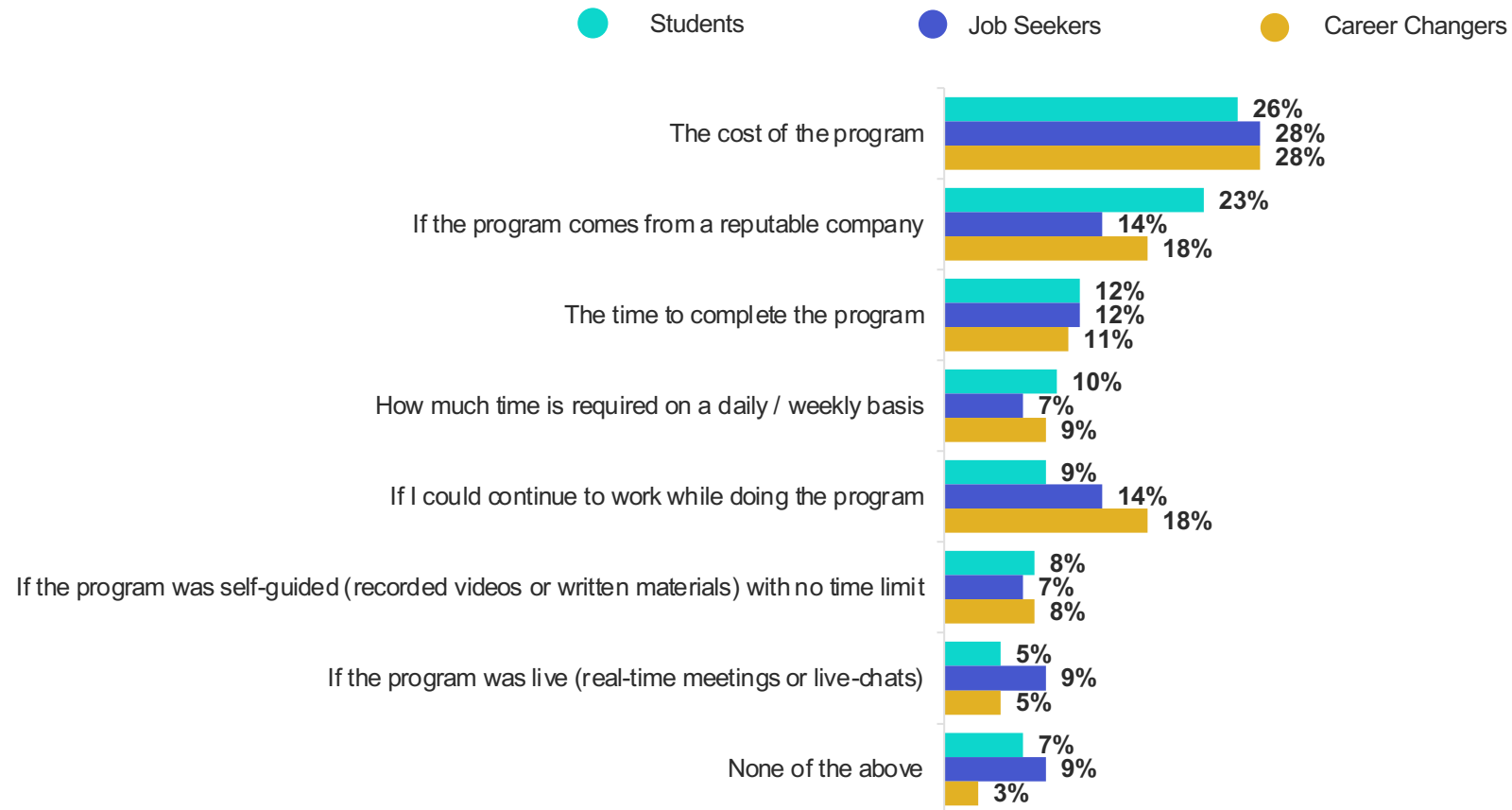
How helpful do you think your digital credential(s) were in helping you achieve your career goals?



Among respondents that have earned a digital credential
*Sample size less than 100

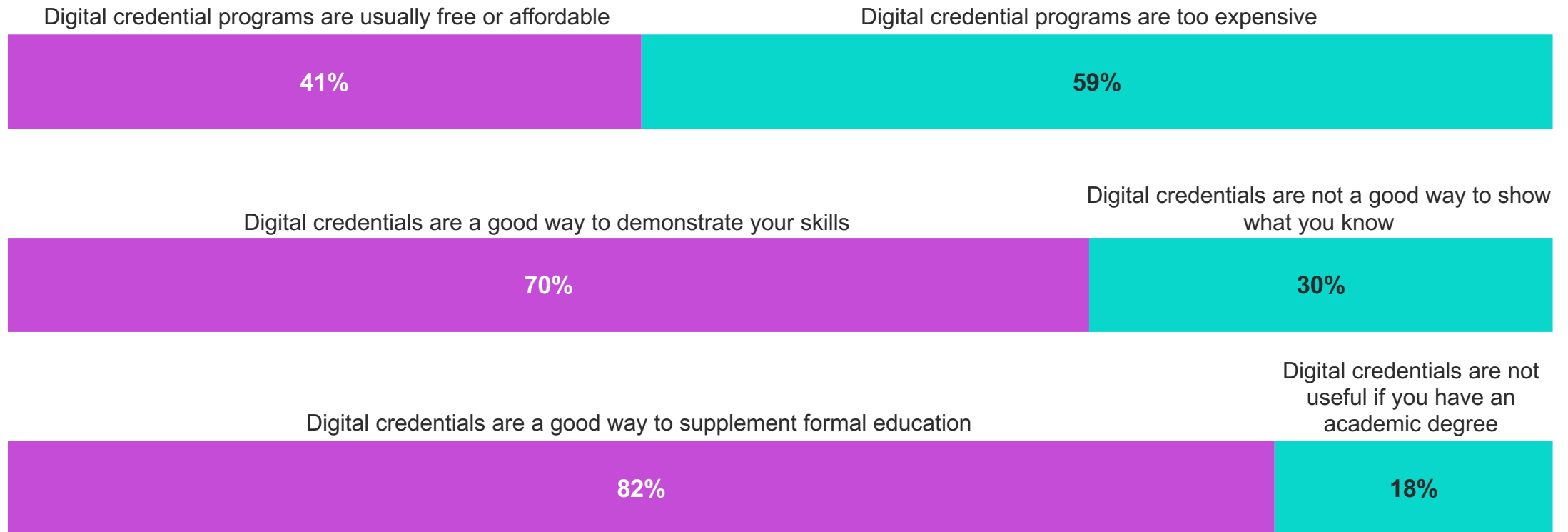
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program

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.



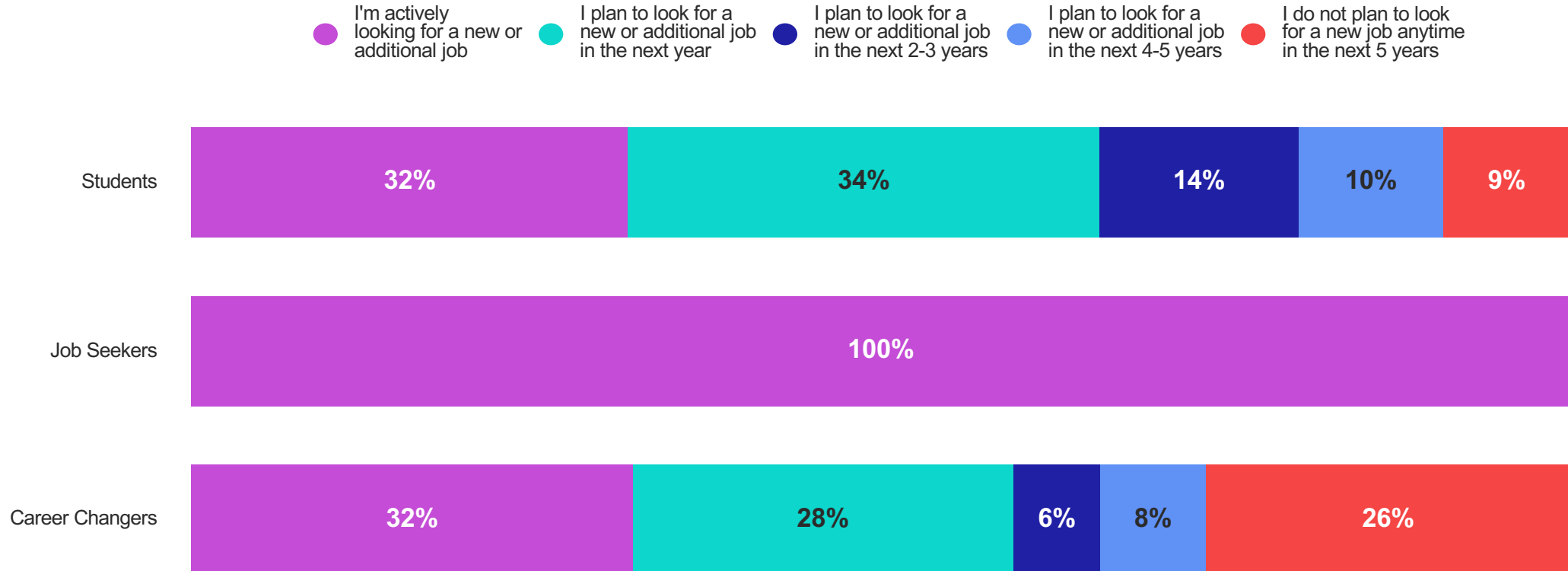
59% think that digital credential programs are too expensive; 82% think that digital credentials are a good way to supplement formal education

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]



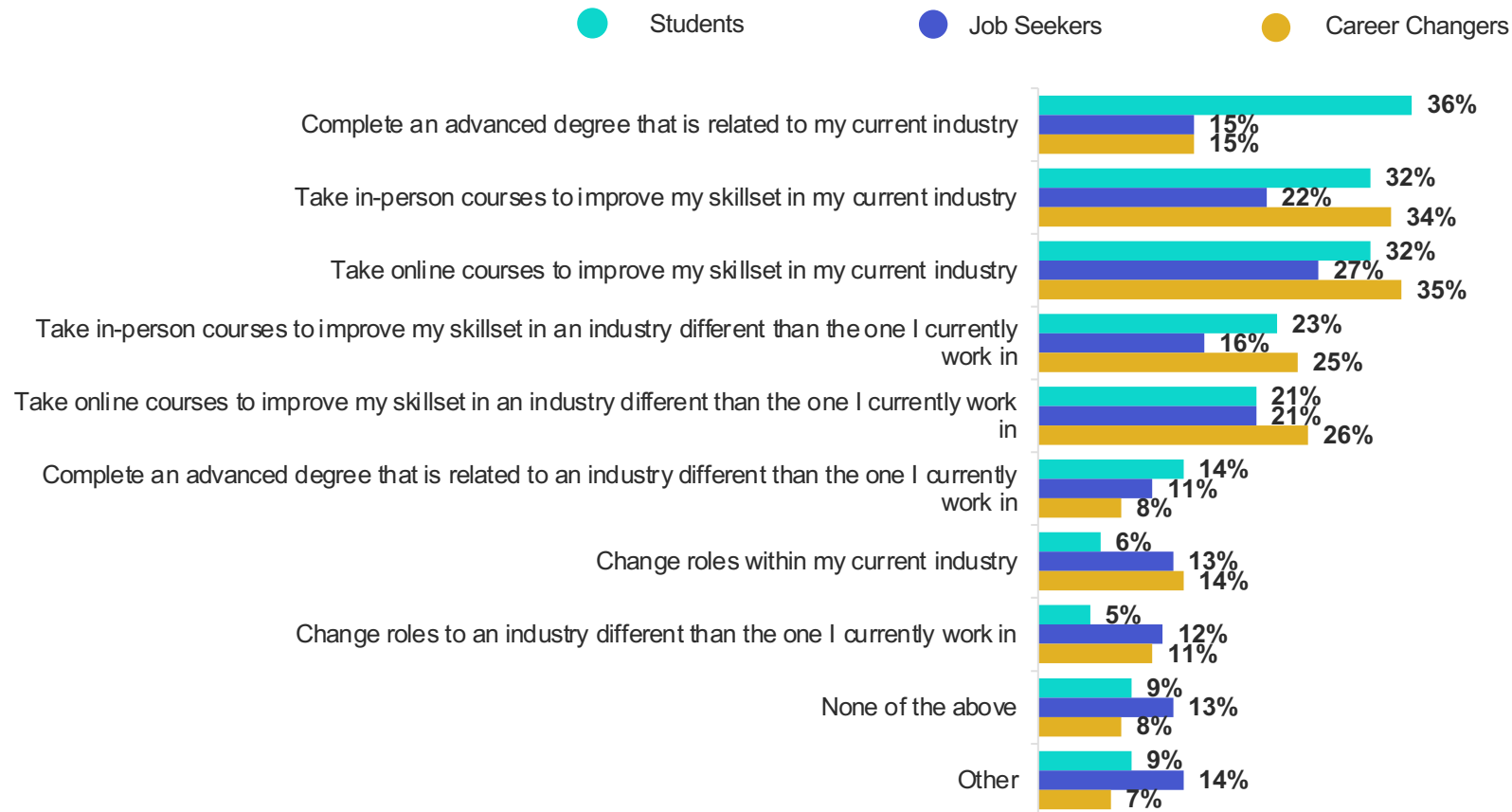
One-fourth of Career Changers (26%); Nearly one-third of Students (32%) and Career Changers (32%) say they are actively looking for a new or additional job

Which best describes your current situation?



Around one-third of Students (32%) and Career Changers (35%), as well as 27% of Job Seekers, plan to take online courses to improve their skillsets in their current industry in the next two years

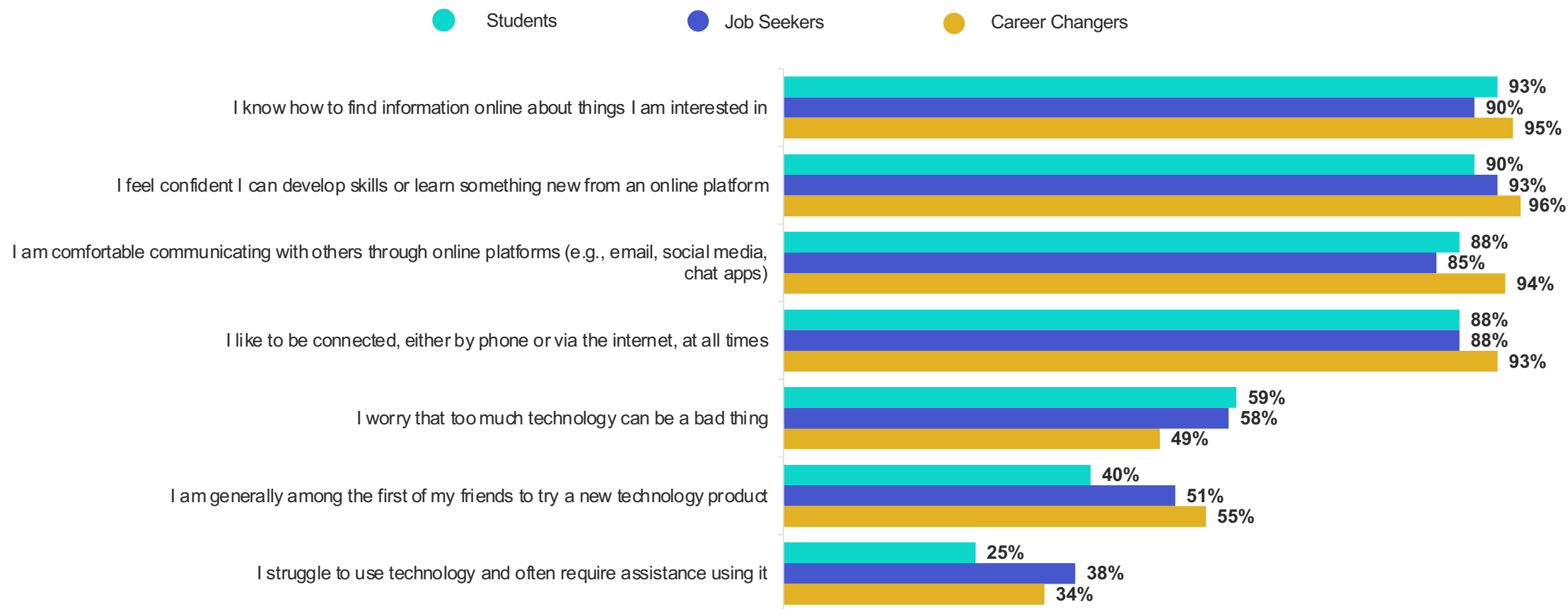
Do you plan to do any of the following in the next 2 years? Please select all that apply.



MEXICO: SKILLS AND EDUCATION STUDY

More than nine-in-ten in all audiences agree that they know how to find information online about things they are interested in and that they feel confident in developing skills or learning something new from an online platform

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





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