IBM Canada Skills and Education Study

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November 2 – 28, 2022

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IBM

CANADA KEY FINDINGS

STEM Jobs:

- *Students* report the highest levels of familiarity with STEM jobs, with more than 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, but just under half of *Students, Career Changers and Job Seekers* say they're interested in working in STEM.
- A majority of all audiences agree that career opportunities in STEM jobs will increase over the next 10 years, with more than 70% of *Students* agree that career opportunities in STEM will increase.
- *Students, Job Seekers, and Career Changers* don't feel qualified to work in a STEM job because they don't have the right academic degrees. A majority of Job Seekers and Career Changers agree that there are fewer STEM jobs in their local community than there are elsewhere.

Digital Credential Programs

- More than half all audiences have little to no familiarity with digital credential programs; *Job Seekers* have the highest familiarity of these types of programs. Vast majorities 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.

Methodology: This study was conducted by Morning Consult on behalf of IBM from November 2-28, 2022. The study was conducted among a sample of 400 Students, 401 Job Seekers, and 404 Career Changers in Canada. The interviews were conducted online, and the margin of error is +/- 5 percentage points for all audiences at a 95% confidence level. The data was weighted to target population proportions for a representative sample based on age, gender, and educational attainment.

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

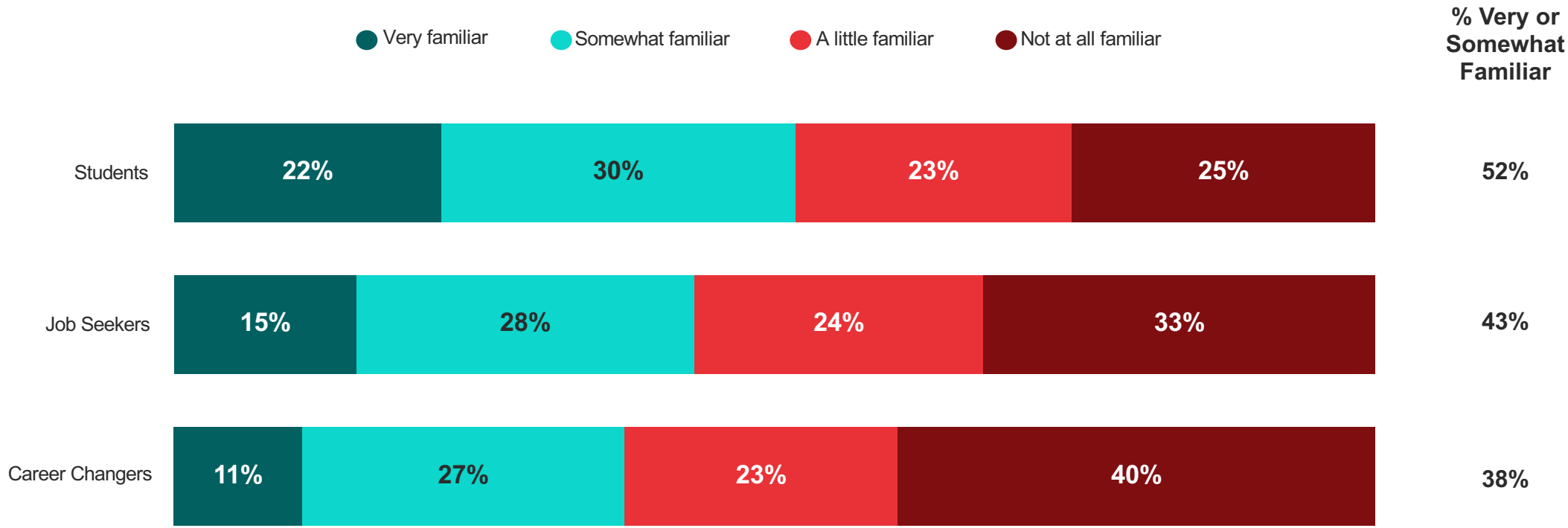
3. **Respondents are optimistic that jobs in STEM fields will increase in the future, and that digital credentials are a good way to supplement traditional education and increase career opportunities.**
   - 66% of all respondents are of the opinion that STEM jobs across industries will increase over 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 report the highest levels of familiarity with STEM jobs (52%); Pluralities of Job Seekers (33%) and Career Changers (40%) 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."



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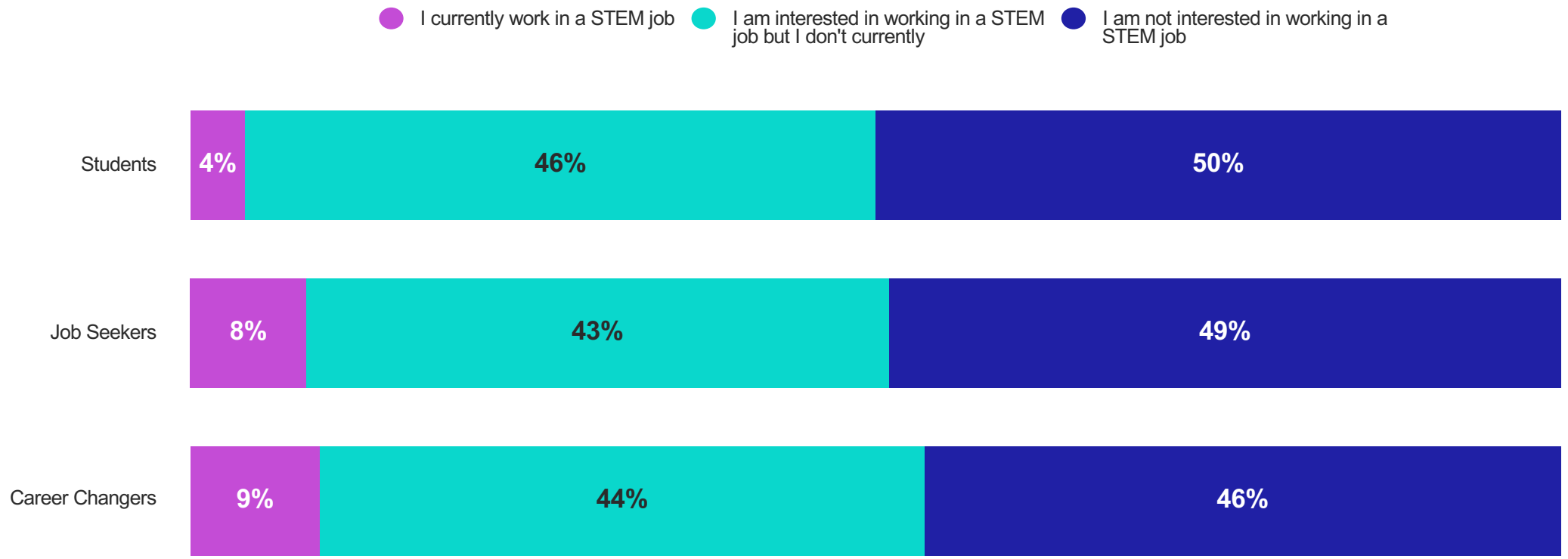
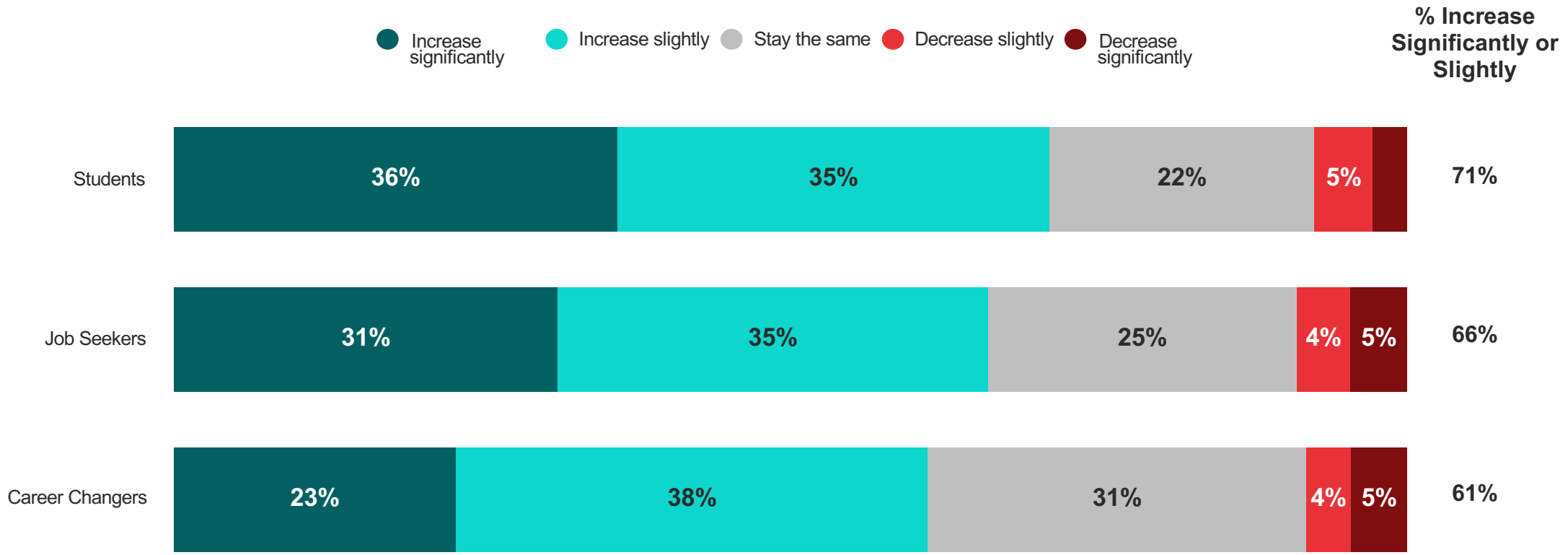
More than nine-in-ten respondents across all audiences do not currently work in a STEM job; For the most part, audiences are split on whether they want to work in a STEM job or not, with Students (46%) being the most likely group to say they are interested in working in a STEM position

Which of the following would you say describes you?



A majority of each audience thinks that career opportunities in STEM jobs will increase over the next 10 years, with over one-third of Students (36%) saying that STEM career opportunities will increase significantly

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; More than one-in-five Career Changers (22%) would not classify any of these positions as 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
Life scientist (biologist, chemist, etc)	53%	43%	43%
Software Developer	51%	41%	39%
Mechanical Engineer	48%	42%	42%
Website programmer	45%	39%	39%
Data analyst	45%	43%	39%
Cybersecurity analyst	41%	39%	36%
Social scientist (psychologist, sociologist etc)	37%	33%	29%
Database administrator	31%	31%	29%
IT help desk	30%	33%	32%
Project manager	17%	21%	18%
Customer service representative	8%	12%	13%
None of the above	12%	16%	22%

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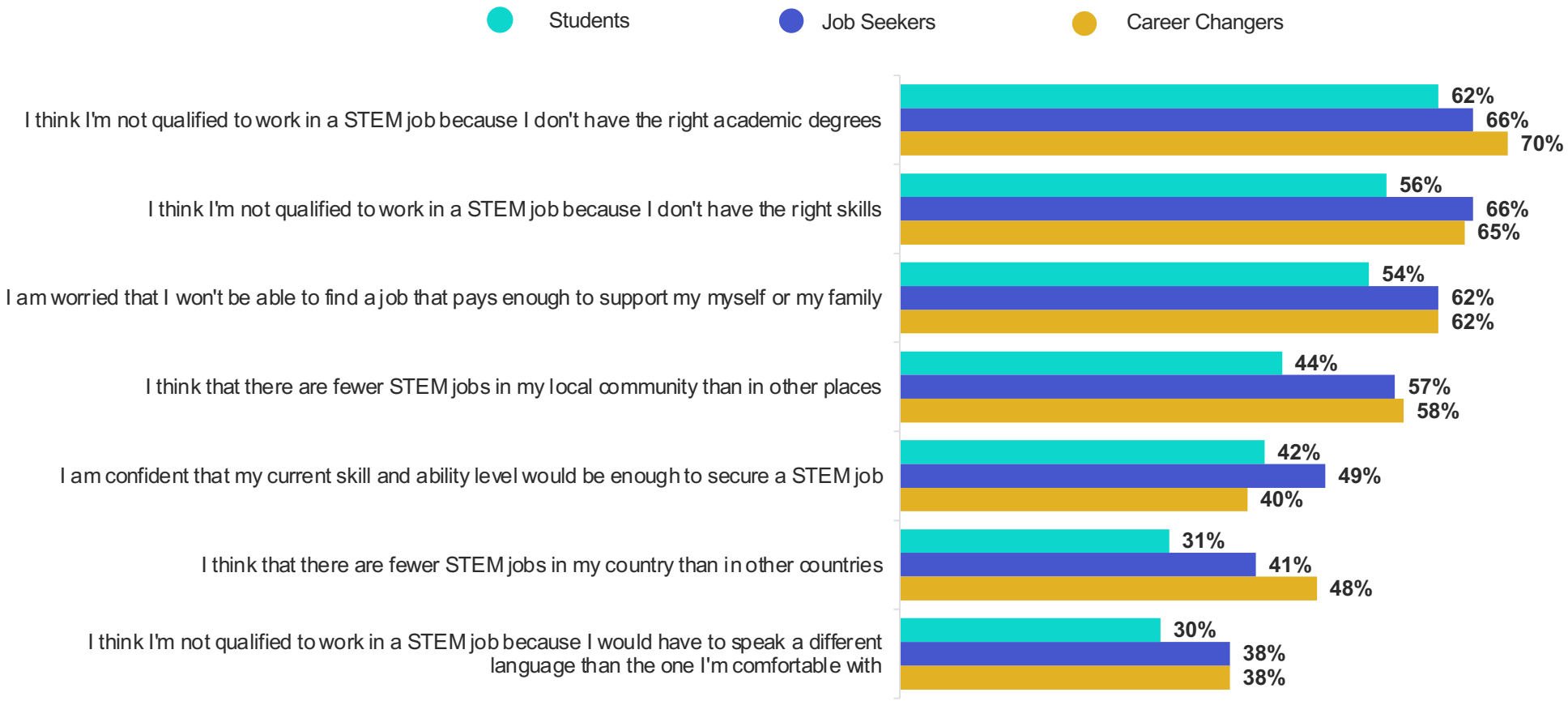
More than three-in-five in all audiences don't feel qualified to work in a STEM job because they don't have the right academic degrees; Majorities of Job Seekers (57%) and Career Changers (58%) think that there are fewer STEM jobs in their local community than other places, compared to 44% of Students

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]**



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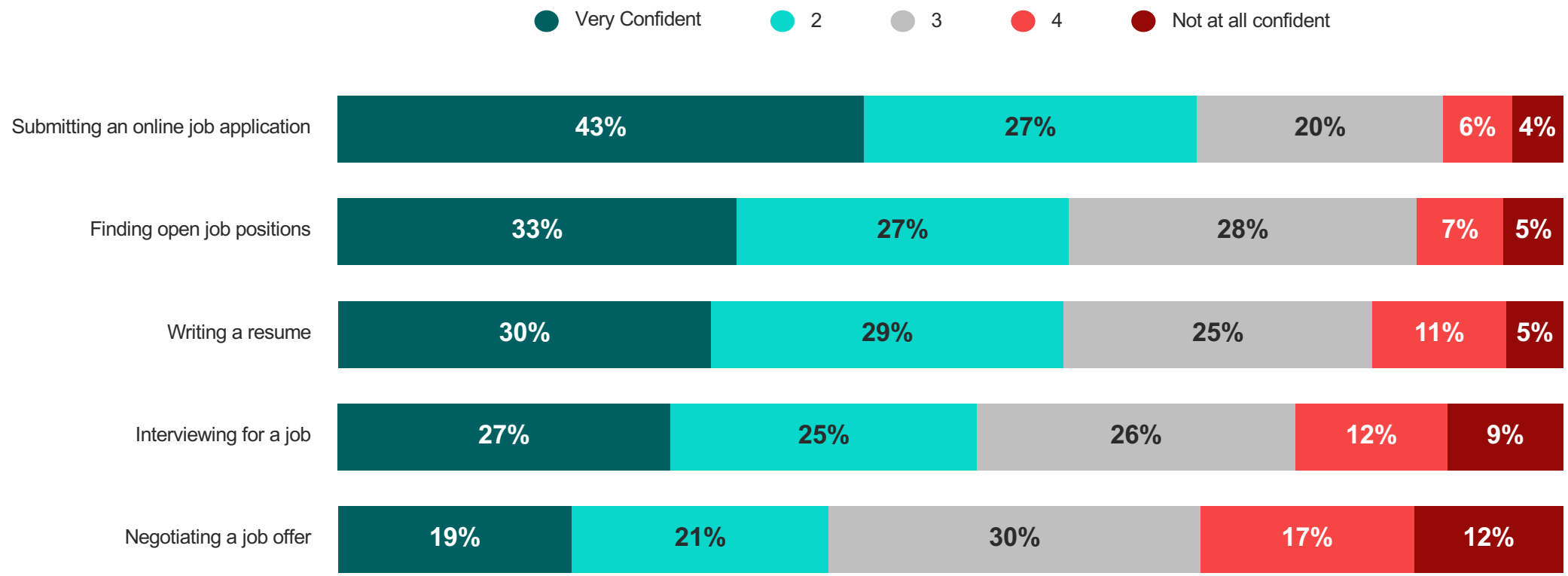
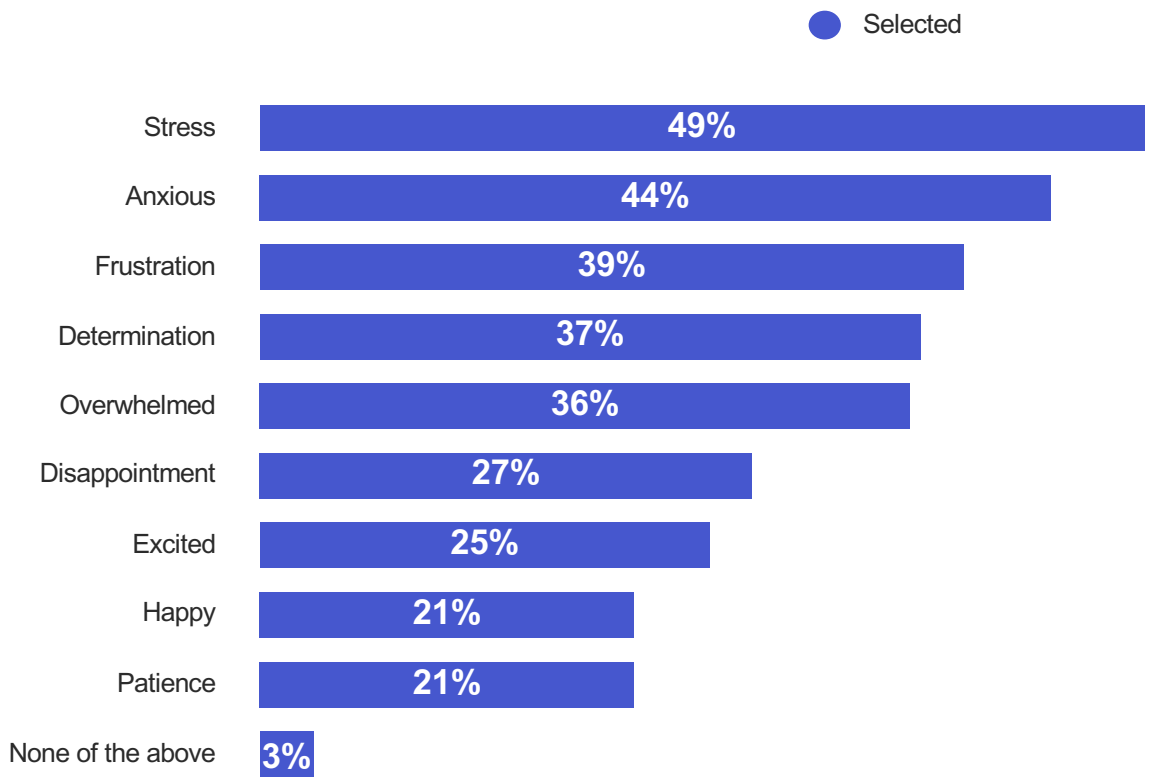
Job Seekers are most confident in submitting online job applications (70%), followed by finding open positions (60%) and writing resumes (59%); However, just two-in-five (40%) are confident in negotiating a job offer

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



Job Seekers are most likely to report feeling stressed (49%) and anxious (44%) during the job search while only a quarter (25%) report feeling excited

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



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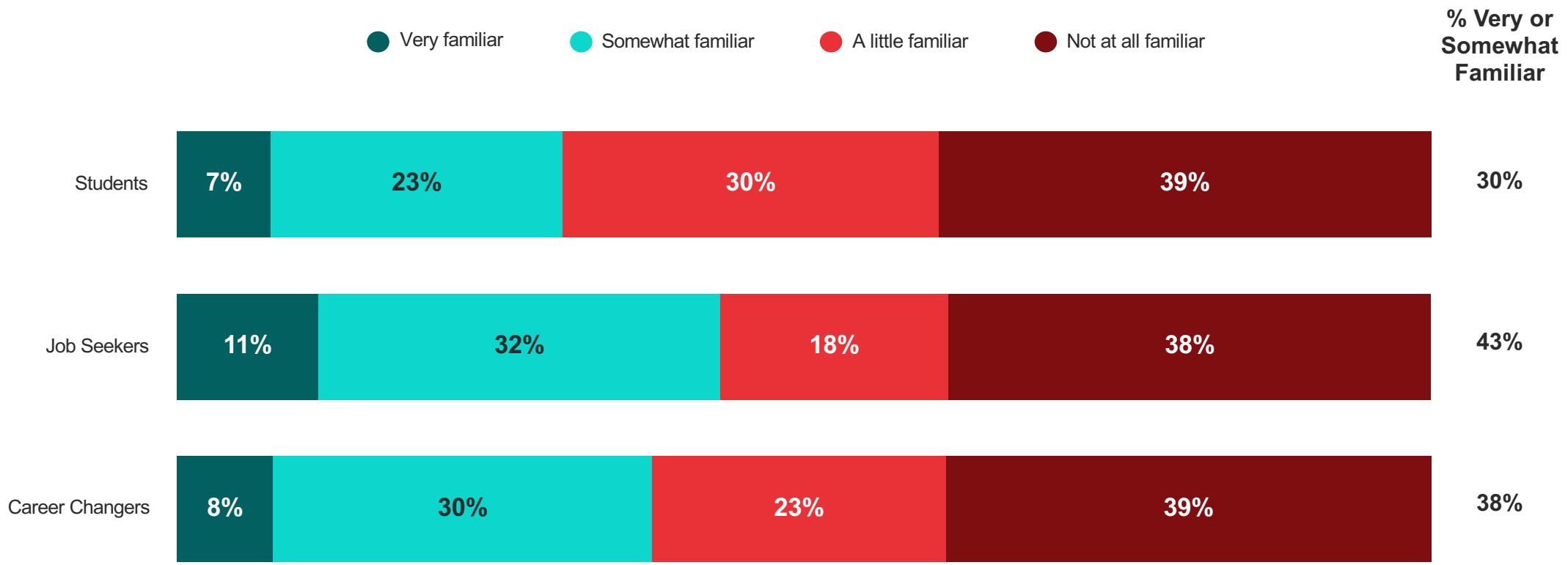
Across audiences, a safe work environment and work-life balance are two of the most important employment aspects; Job Seekers and Career changers are more likely to rank competitive pay as important, while Students are more likely to value a company believing in the importance of DEI

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	73%	60%	57%
Supports work-life balance (is respectful of personal time/time off work)	58%	57%	54%
Believes in the importance of diversity, equity, and inclusion	58%	45%	38%
Offers the health care benefits I need/want	49%	54%	54%
Offers good vacation/paid time off (PTO) benefits	48%	47%	49%
Offers competitive pay/salary	47%	55%	59%
Offers a fun work environment	44%	38%	33%
Offers a clear path to mobility in the job/company (ability to be promoted)	39%	43%	33%
Offers educational benefits such as tuition assistance	34%	29%	22%
Offers continued learning and professional development opportunities such as on the job trainings or mentorship	34%	38%	32%
Adjusts workplace policies based on COVID-19 safety guidelines	28%	29%	31%
Offers remote working options within my country	25%	33%	33%
Offers remote working options internationally (I can live and work in a different country)	23%	29%	21%
Acts in the interests of their own political, cultural, and/or social beliefs and values	21%	20%	14%

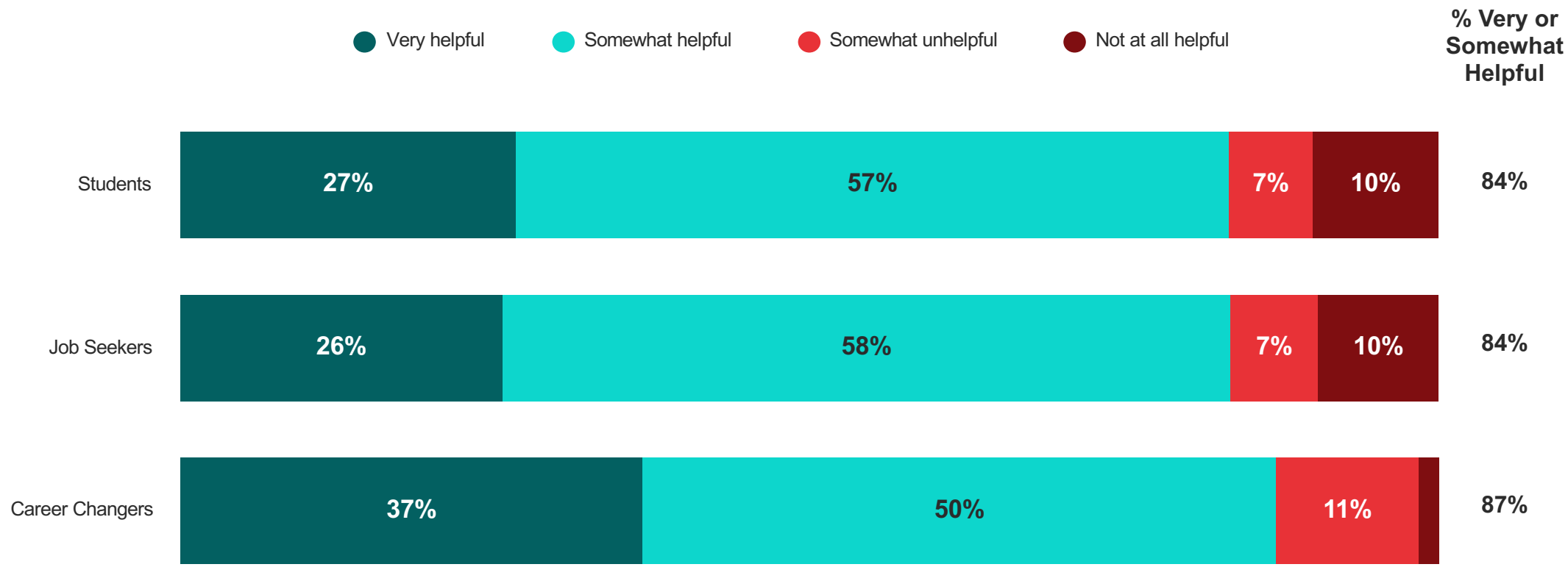
A plurality of all audiences are not at all familiar with digital credential programs; Job Seekers are the most likely group to be very or somewhat familiar with digital credential programs (43%)

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 four-in-five respondents that have earned a digital credential in all audiences 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

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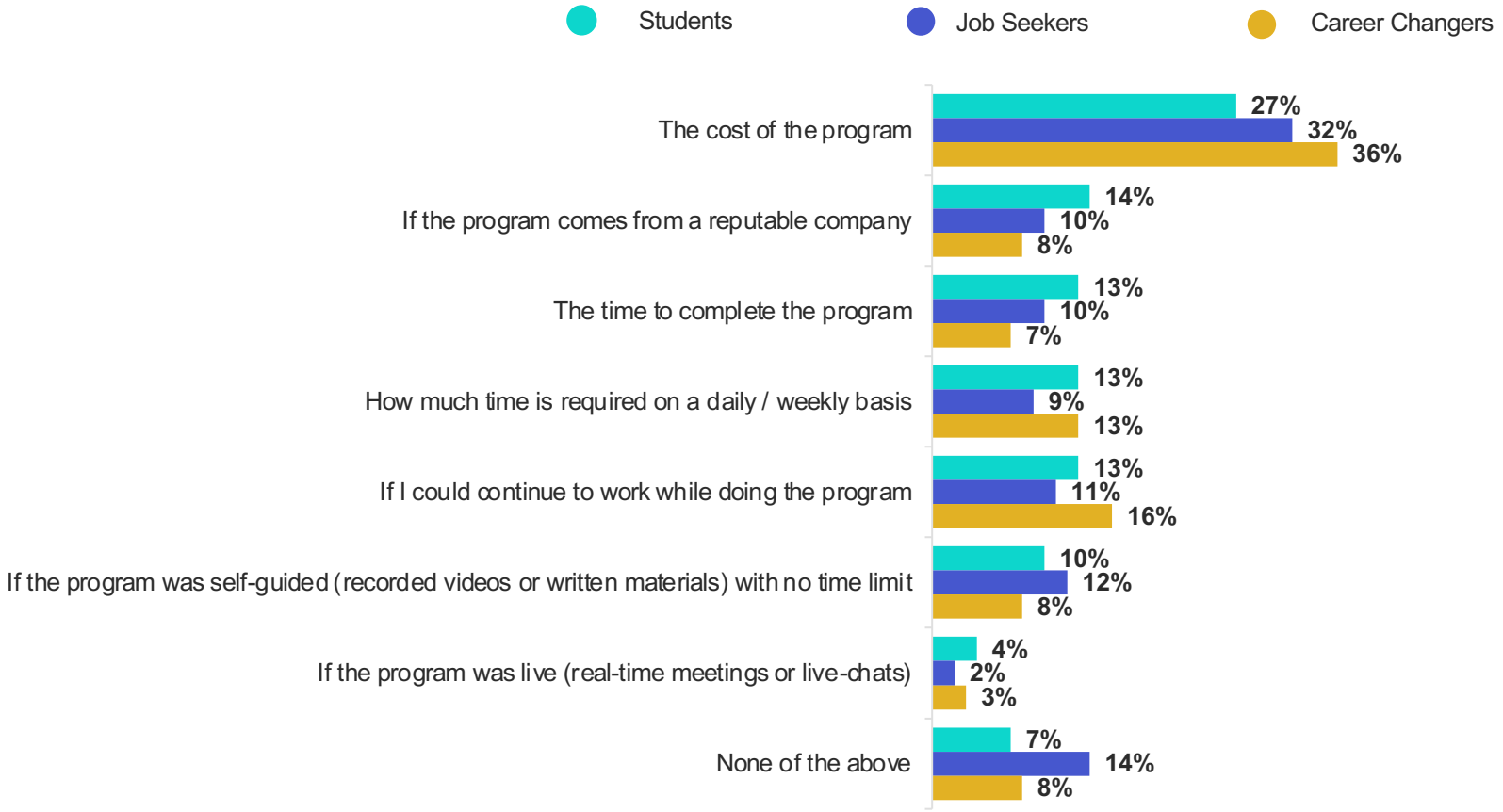
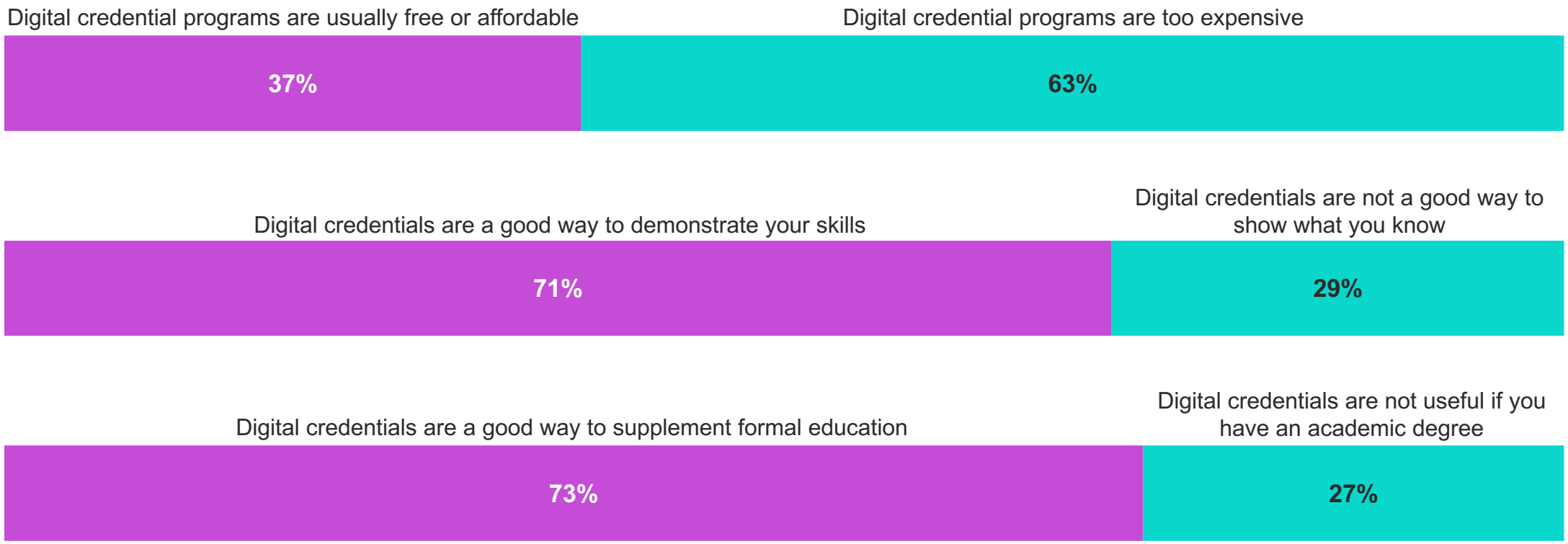
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program; Over one-third of Career Changers (36%) say that the cost of the program is the most important factor for them to consider

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.



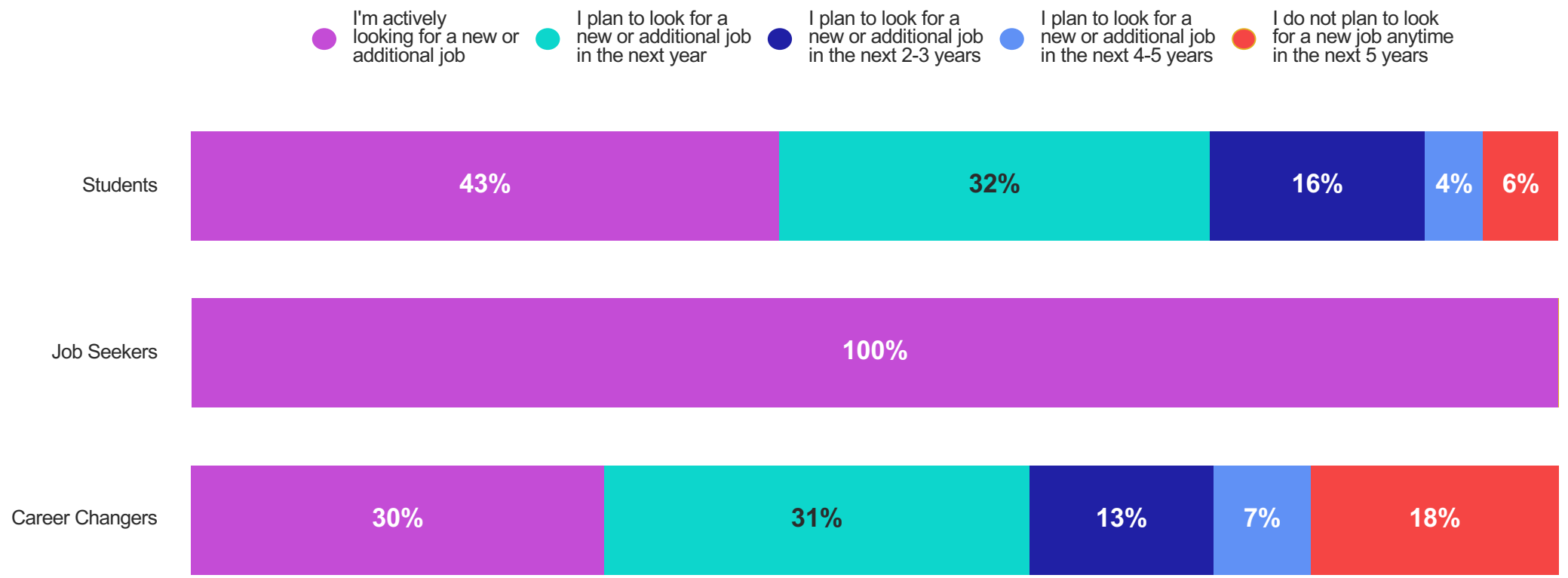
73% also think that digital credentials are a good way to supplement formal education

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]



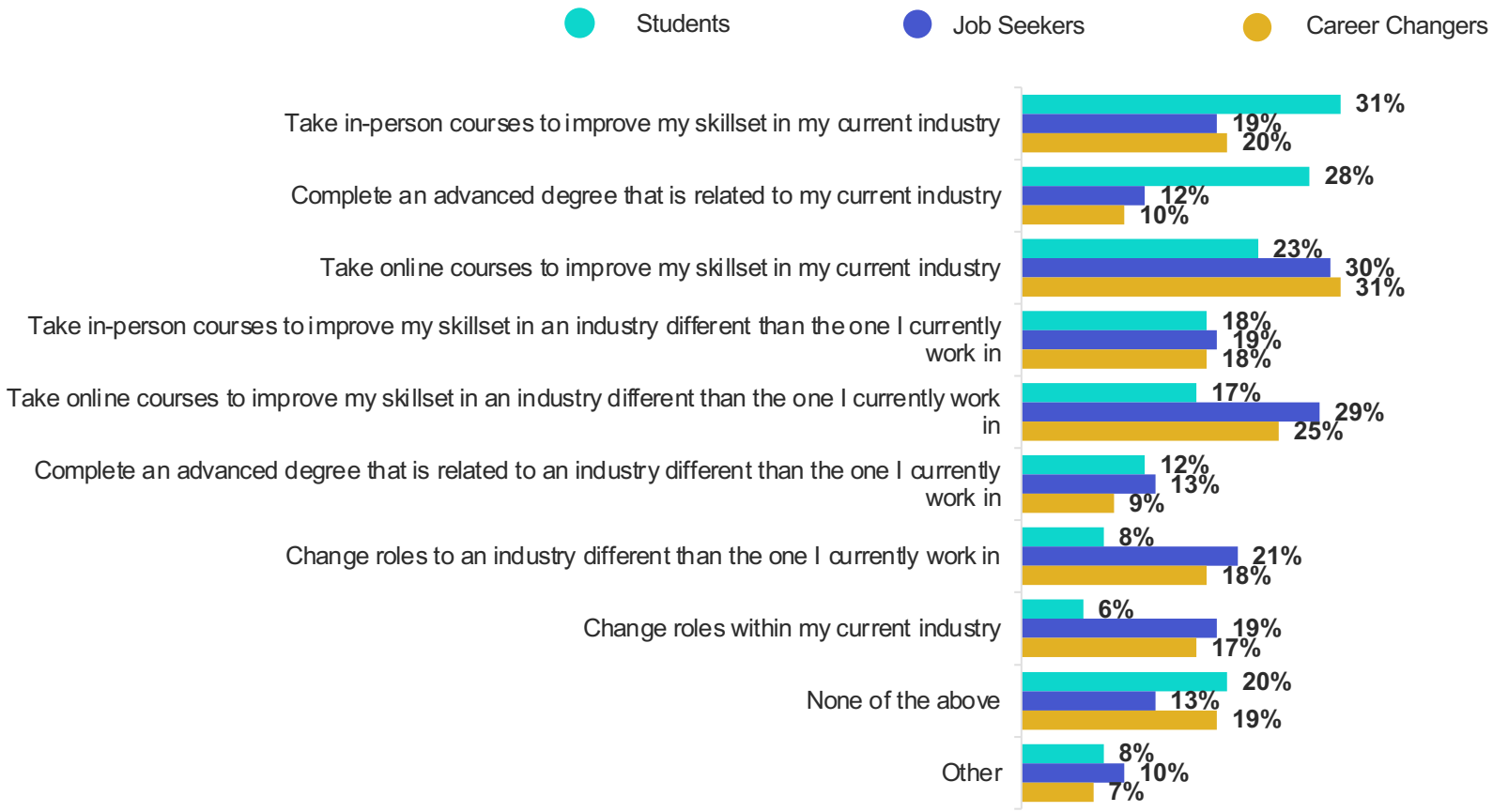
43% of Students and 30% of Career Changers are actively looking for a new or additional job

Which best describes your current situation?



Three-in-ten Job Seekers (30%) and Career Changers (31%) plan to take online courses to improve their skillset in their current industry in the next two years, compared to 23% of Students

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



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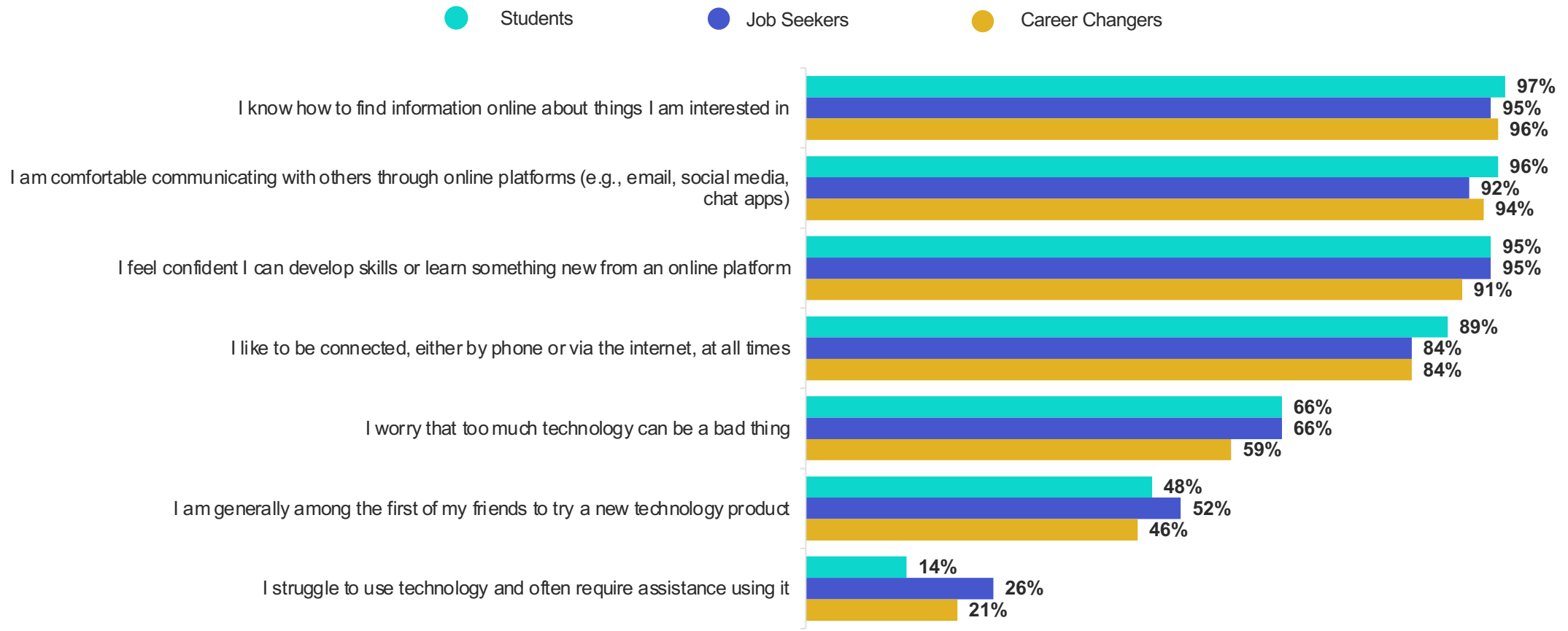
More than nine-in-ten respondents across all audiences know how to find information online about things they are interested in, are comfortable communicating with others online, and feel confident that they can develop skills or learn something new from an online platform

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



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