IBM Brazil Skills and Education Study

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November 2 – 28, 2022

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BRAZIL 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 more than half of *Students, Job Seekers,* and *Career Changers* say they're interested in working in STEM.
- All audiences agree that career opportunities in STEM jobs will increase over the next 10 years, with more than 70% of *Students* agreeing with this sentiment.
- *Students, Job Seekers,* and *Career Changers* are worried that they won't be able to find a STEM job that pays enough to support themselves or their family. Across all audiences, respondents agree that there are fewer STEM jobs in their local community than in other areas.

Digital Credential Programs

- Almost half of all audiences are familiar with digital credential programs, and *Job Seekers* had the highest familiarity of these types of programs. 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 401 Students, 400 Job Seekers, and 407 Career Changers in Brazil. 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.

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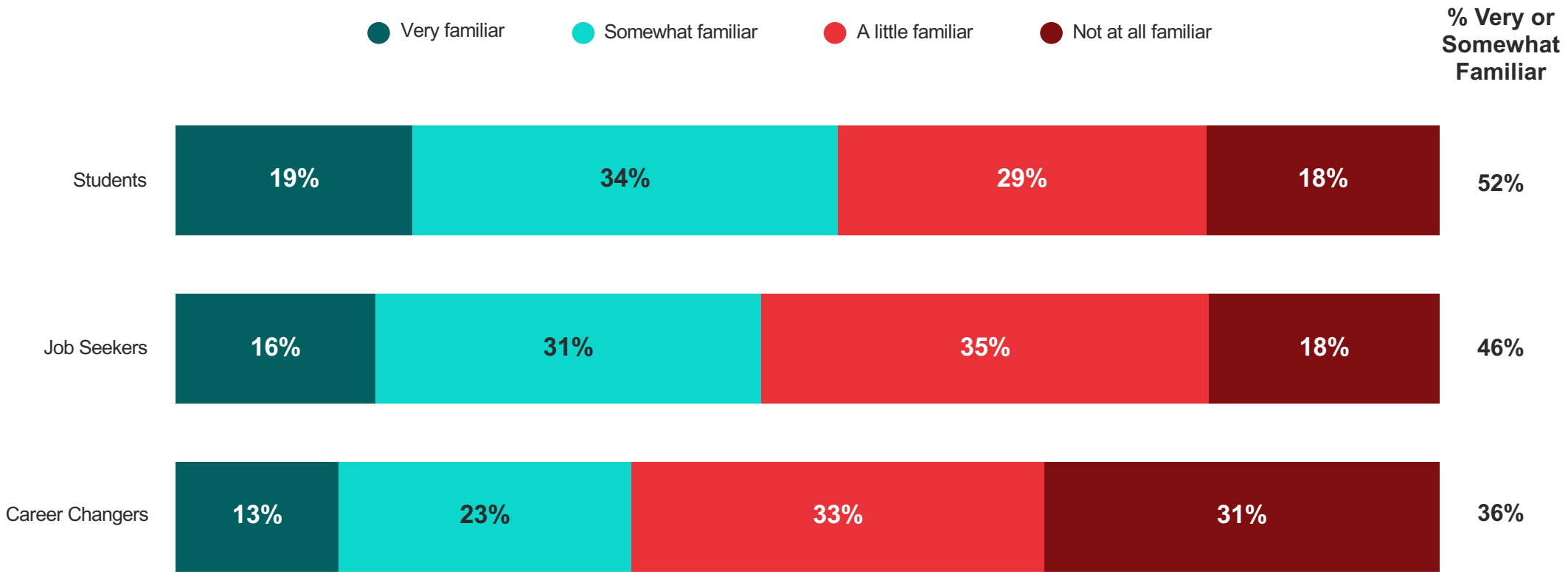
Students (52%) report the highest levels of familiarity with STEM jobs, with Job Seekers (46%) falling closely behind; Over three-in-ten Career Changers (31%) say they're not at all familiar with these types of jobs

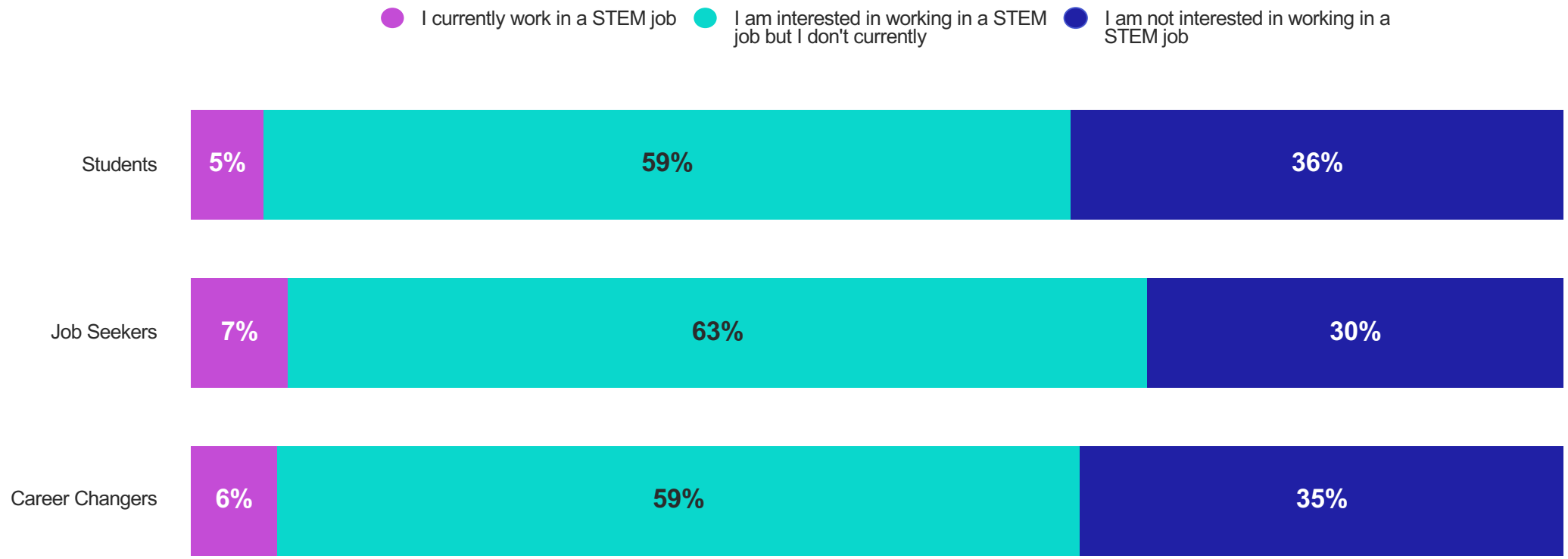
How familiar would you say you are with the idea of STEM jobs?

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



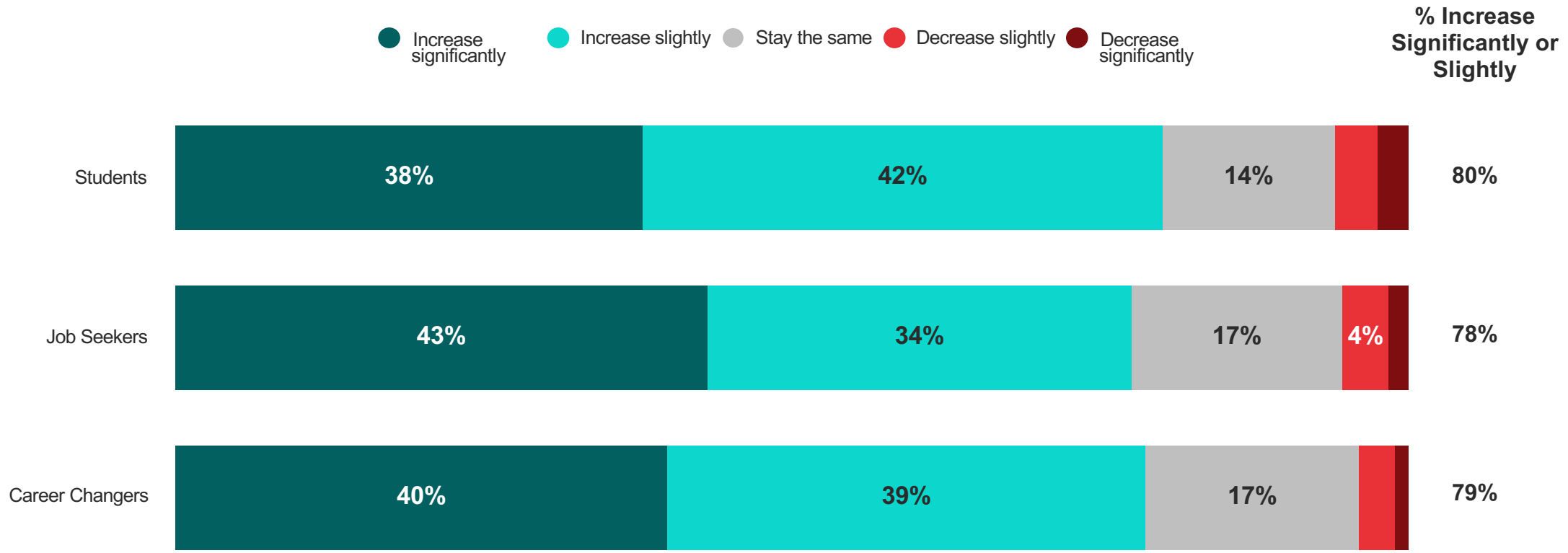
Less than one-in-ten of respondents across all audiences currently work in a STEM job; A majority of all audiences are interested in working in a STEM Job

Which of the following would you say describes you?



Nearly eight-in-ten respondents across all audiences 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

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	57%	44%	39%
Website programmer	52%	38%	40%
Data analyst	49%	33%	35%
Database administrator	45%	32%	32%
Mechanical Engineer	43%	27%	20%
Cybersecurity analyst	41%	27%	30%
Life scientist (biologist, chemist, etc)	38%	29%	24%
IT help desk	38%	22%	25%
Project manager	25%	20%	22%
Social scientist (psychologist, sociologist etc)	23%	25%	19%
Customer service representative	9%	14%	14%
None of the above	7%	11%	13%

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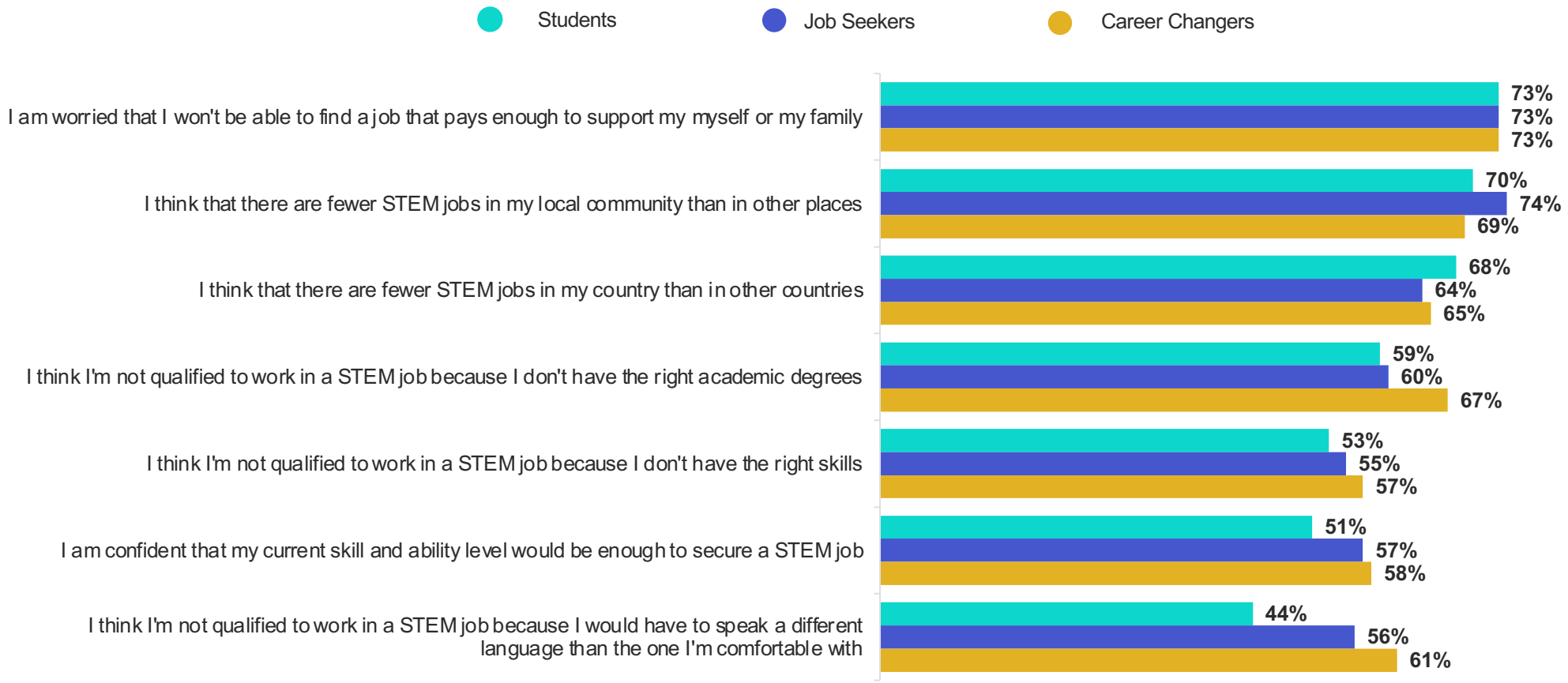
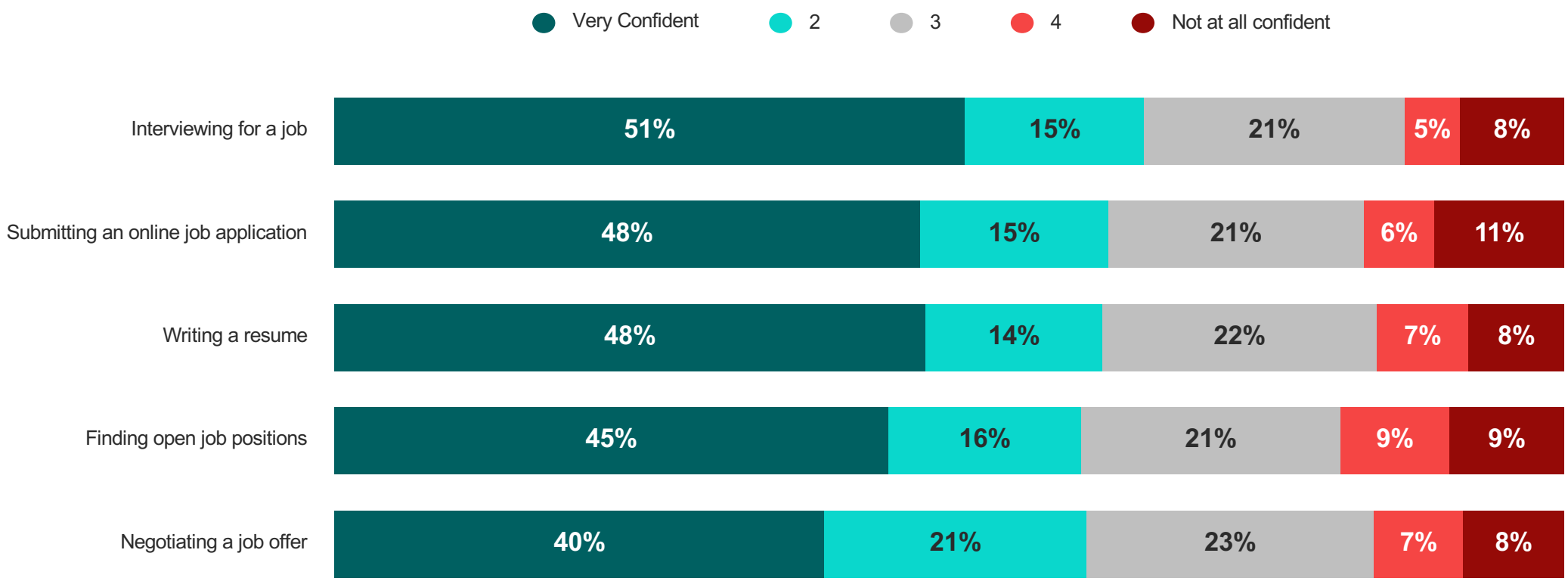
All audiences share concerns that they won't be able to find a STEM job that pays enough to support themselves or their family; 74% of Job Seekers think that there are fewer STEM jobs in their local community than in other places, compared with 70% of Students and 69% of Career Changers

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]**



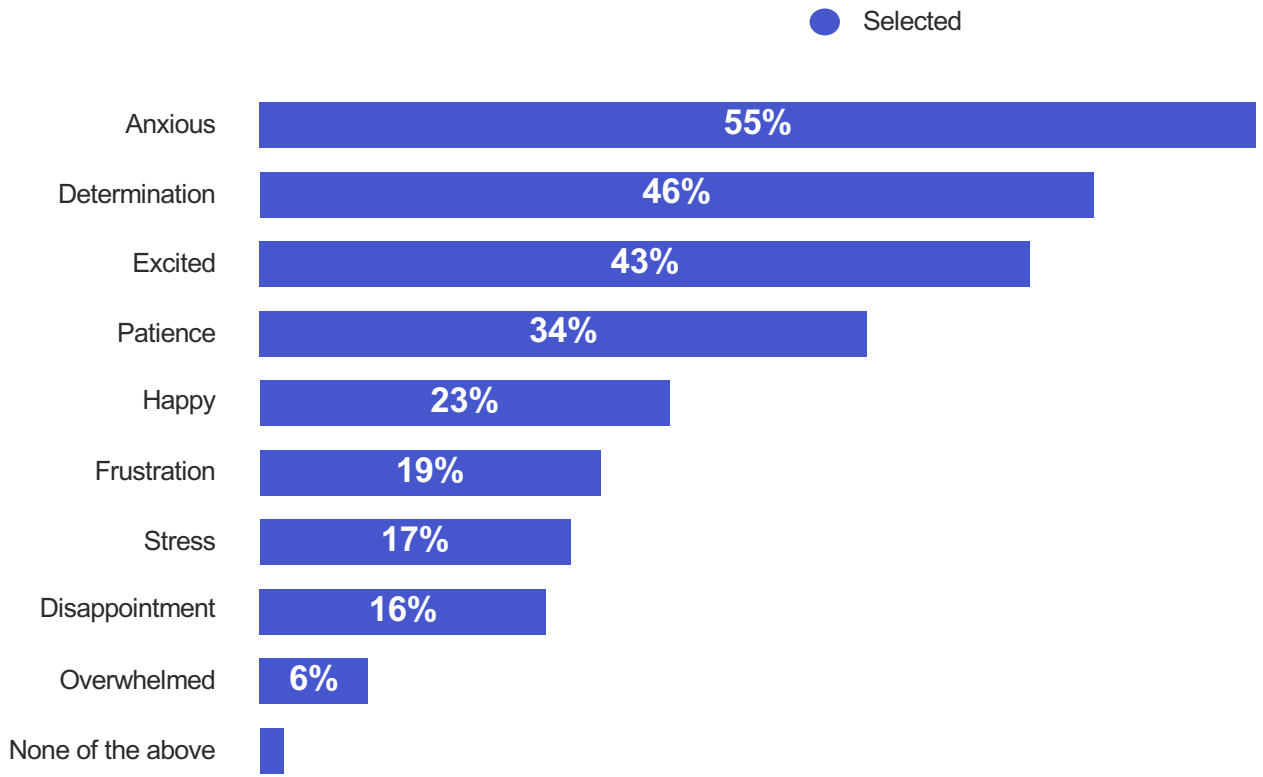
Job Seekers are most confident in interviewing for a job and submitting online job application

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



Job Seekers report feeling anxious (55%), determined (46%), and excited (43%) during the job search

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



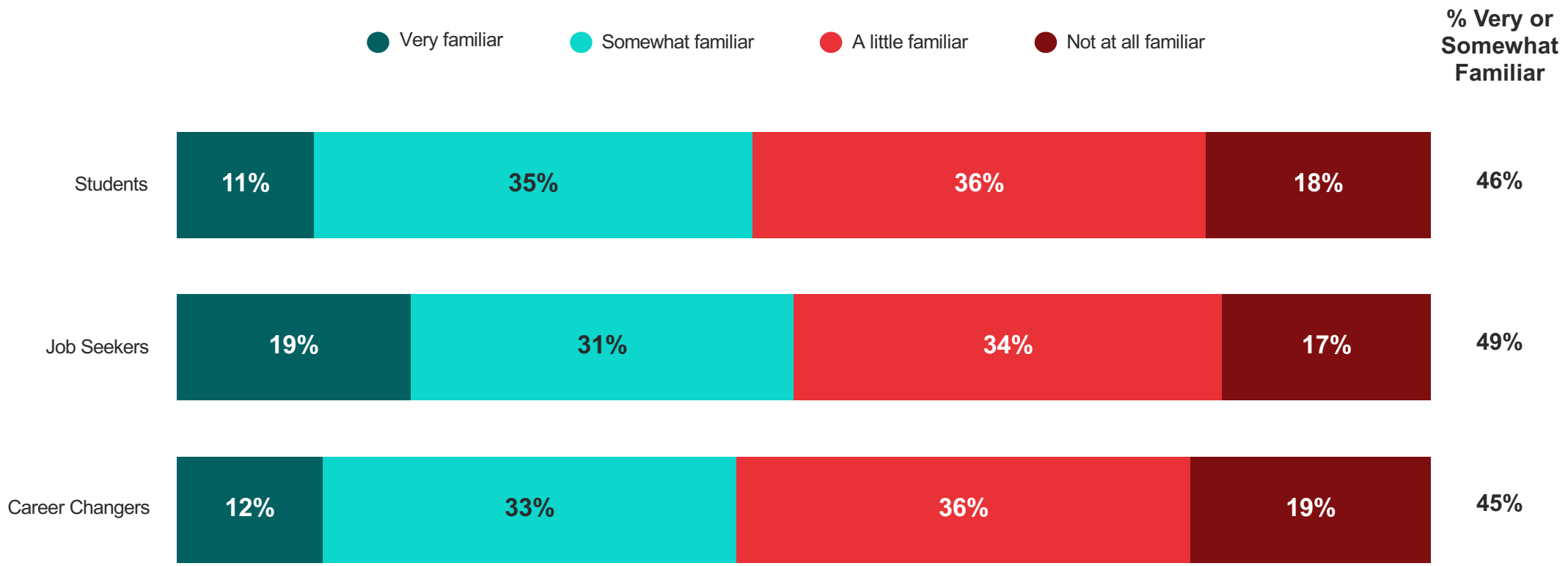
Across all audiences, a safe work environment is the most important aspect when looking for employment

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	81%	76%	75%
Supports work-life balance (is respectful of personal time/time off work)	69%	65%	64%
Believes in the importance of diversity, equity, and inclusion	68%	56%	52%
Offers continued learning and professional development opportunities	67%	59%	64%
Offers good vacation/paid time off (PTO) benefits	66%	65%	72%
Offers the health care benefits I need/want	64%	65%	70%
Adjusts workplace policies based on COVID-19 safety guidelines	60%	56%	62%
Offers educational benefits such as tuition assistance	58%	53%	57%
Offers a clear path to mobility in the job/company (ability to be promoted)	54%	59%	55%
Offers remote working options within my country	48%	51%	51%
Offers remote working options internationally (I can live and work in a different country)	45%	44%	41%
Offers competitive pay/salary	42%	48%	65%
Offers a fun work environment	42%	50%	55%
Acts in the interests of their own political, cultural, and/or social beliefs and values	28%	35%	39%

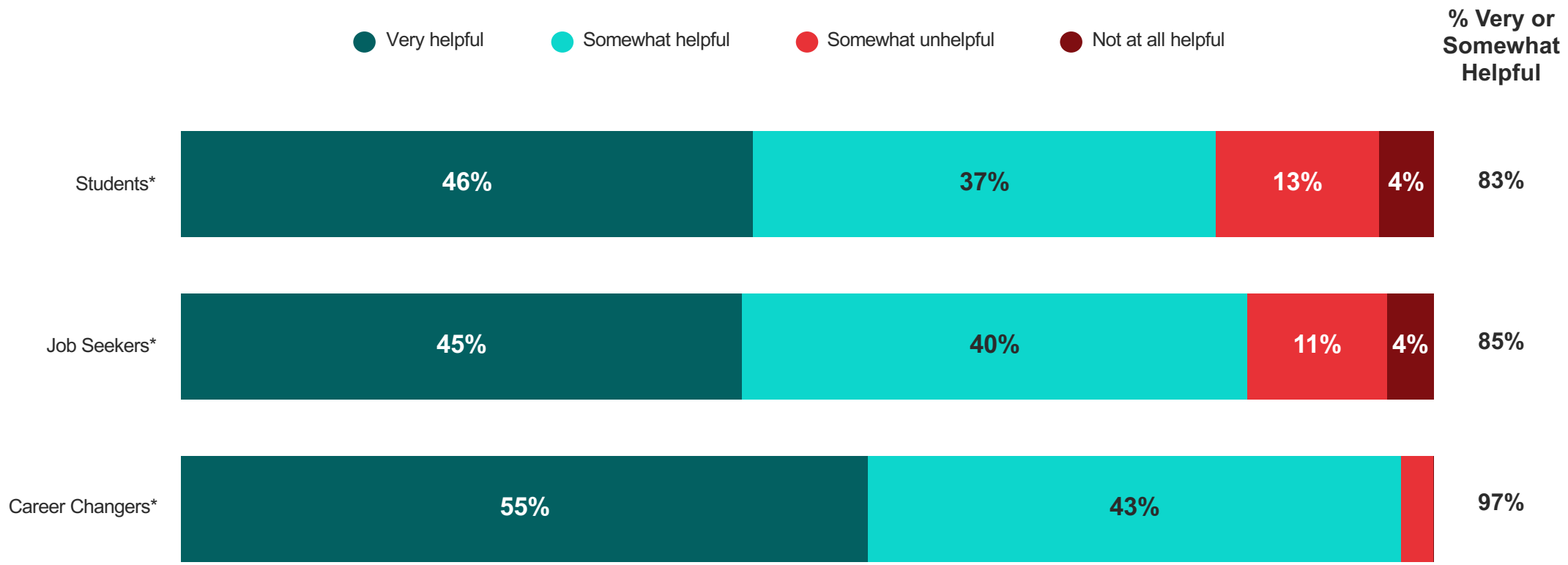
Almost half of all audiences are familiar with digital credential programs; Job Seekers had the highest familiarity, with 19% saying they're very familiar with these programs

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 eight-in-ten respondents that have earned a digital credential agree that it was helpful in achieving their career goals

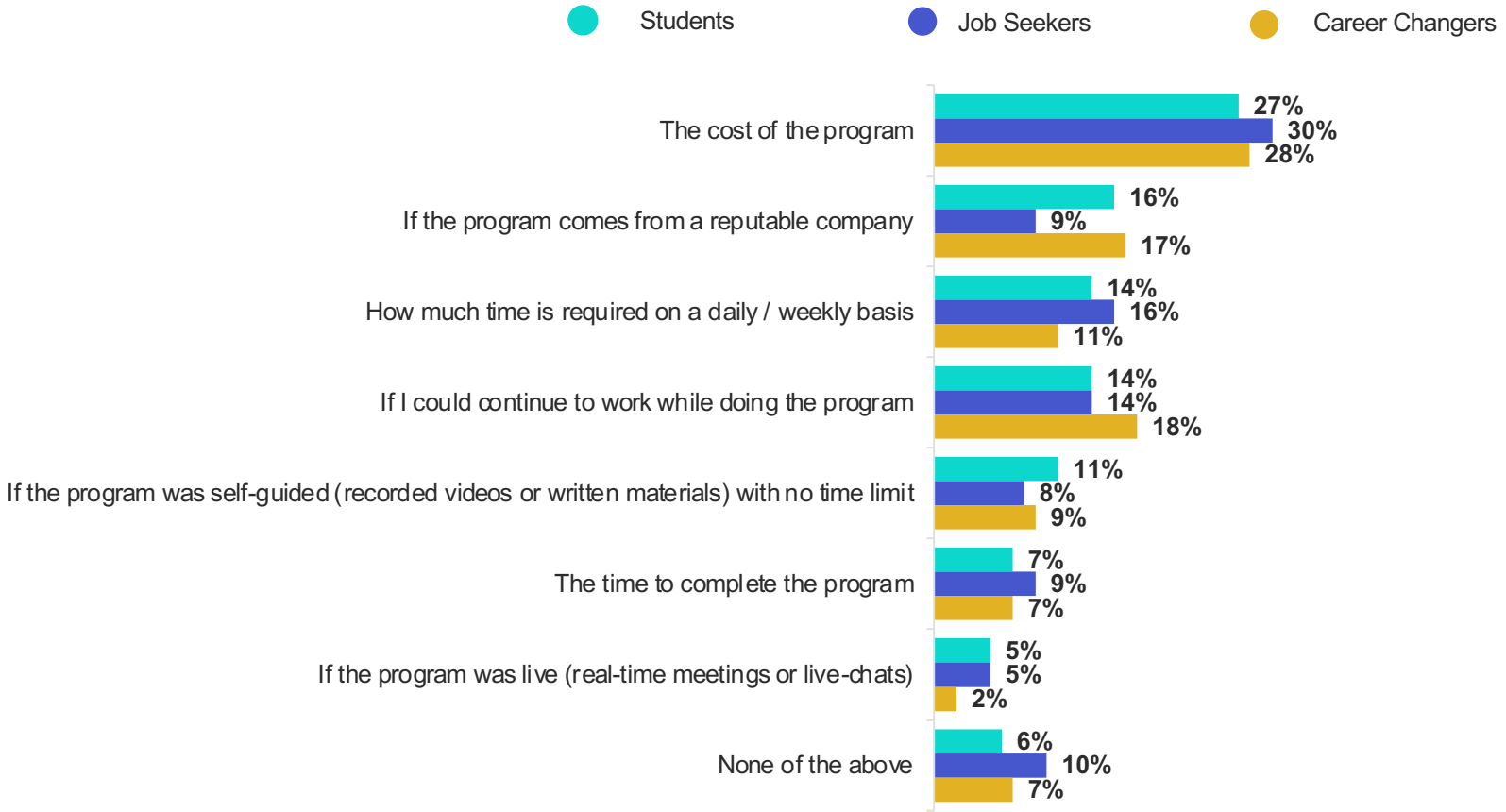
How helpful do you think your digital credential(s) were in helping you achieve your career goals?



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

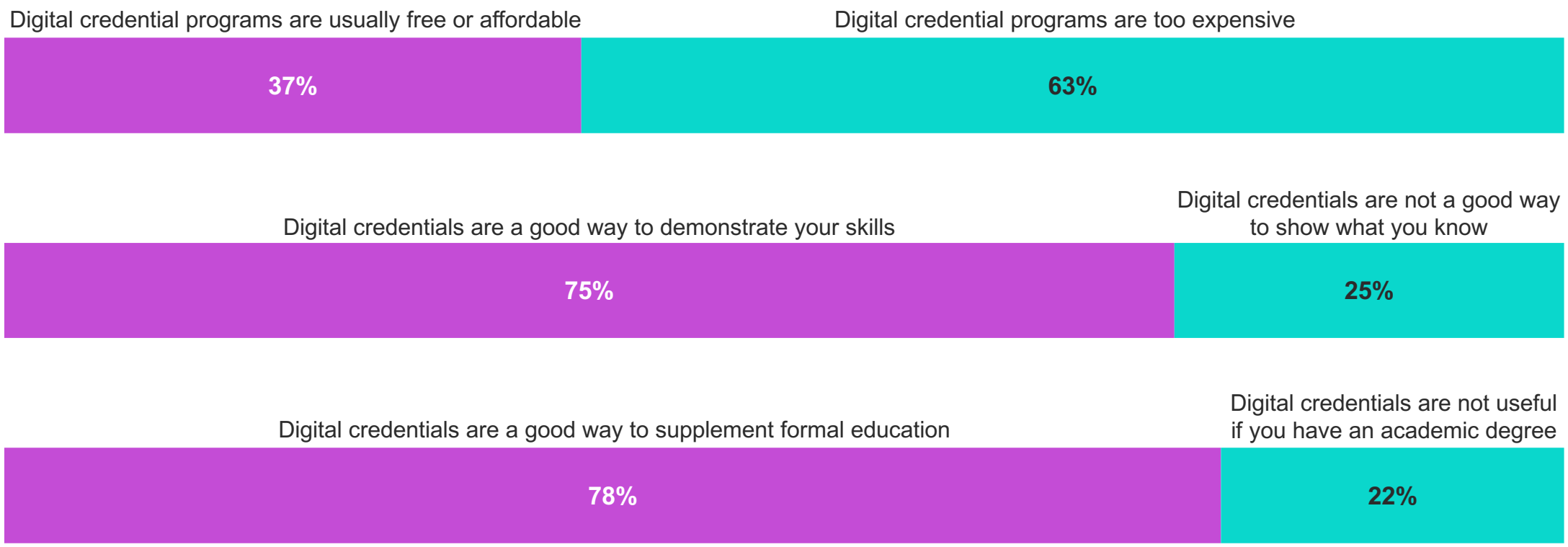
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program

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.



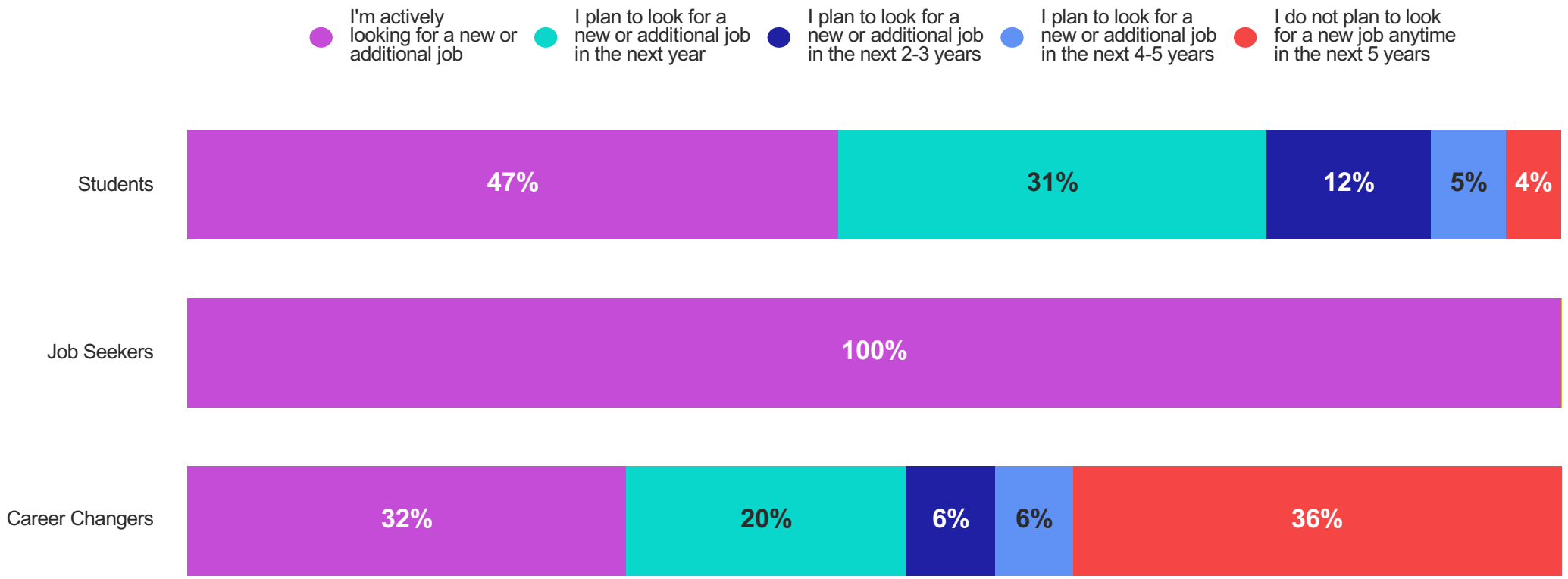
63% think that digital credential programs are too expensive; 75% also think that digital credentials are a good way to demonstrate your skills

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]**



Nearly half of Students (47%) are actively looking for a new or additional job

Which best describes your current situation?



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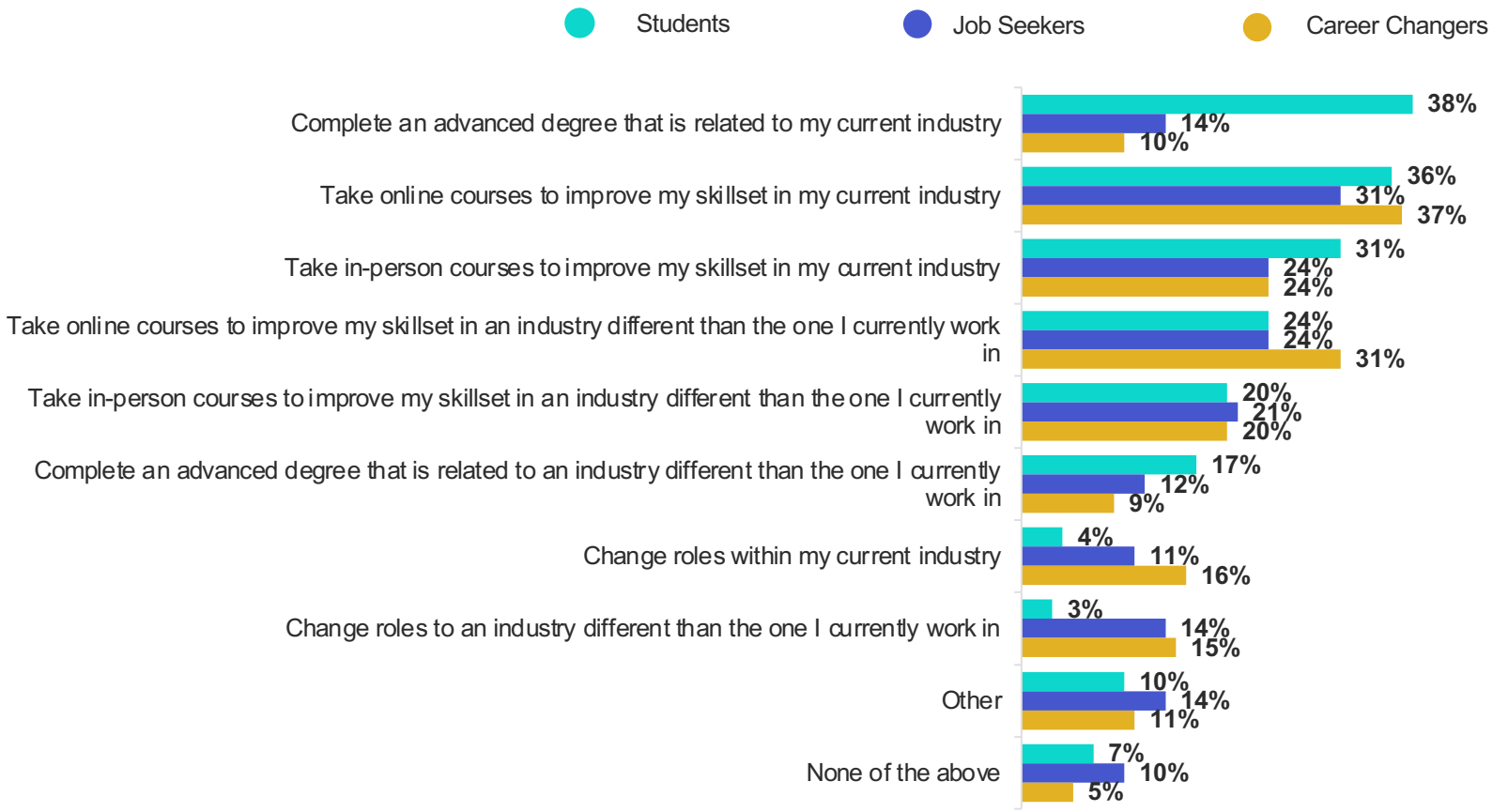
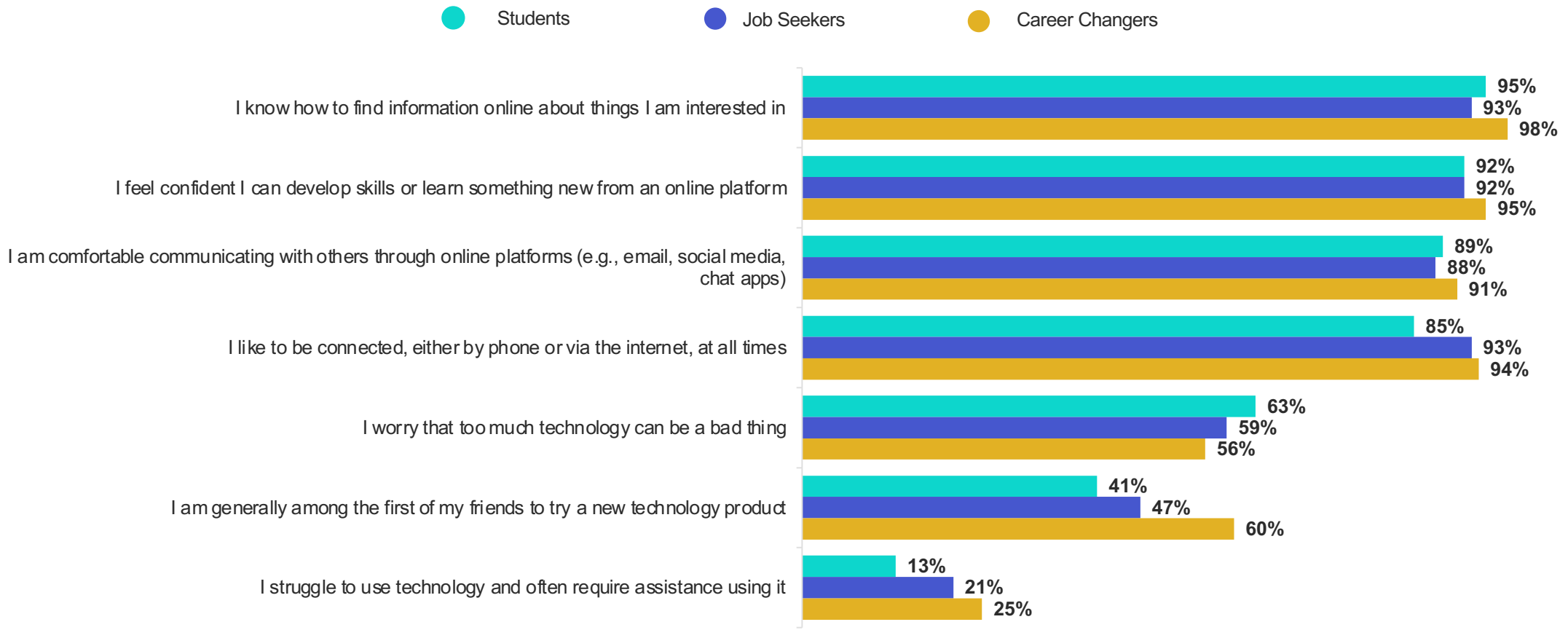
More than three-in-ten of each audience say they plan to take online courses to improve their skillset in their current industry in the next 2 years

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



Nearly all respondents across all audiences 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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