

IBM US Skills and Education Study

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November 2 – 28, 2022

US KEY FINDINGS

STEM Jobs:

- *Students* report the highest levels of familiarity with STEM jobs, with seven-in-ten saying they're very or somewhat familiar with these types of jobs. As compared to *Students* in the 12 other surveyed countries, US *Students* report the highest levels of familiarity with these types of jobs.
- Across all audiences, the majority of respondents don't currently work in a STEM job, but nearly 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. More than 70% of *Students* think career opportunities in STEM 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 academic degrees. Across all audiences, most respondents agree that there are fewer STEM jobs in their communities than there are in other places.

Digital Credential Programs

- Around half of all audiences are familiar with digital credential programs, with *Students* and *Career Changers* having slightly higher overall awareness than *Job Seekers*. 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.

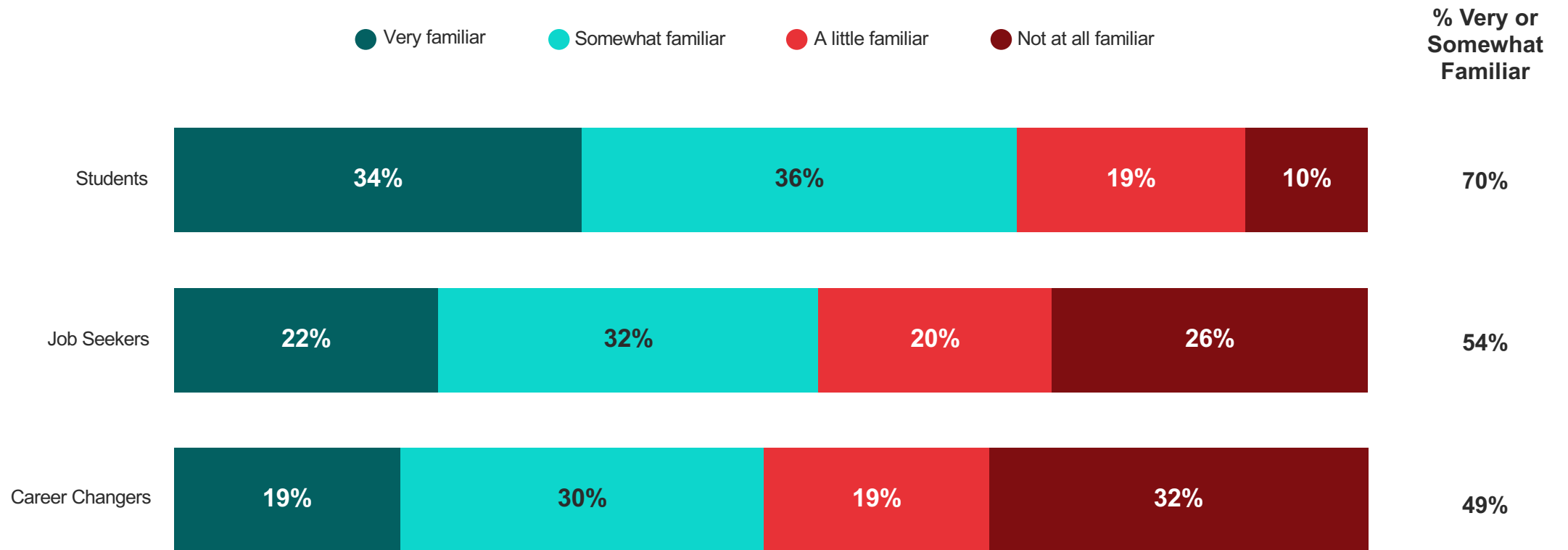
4. Learners and workers around the world are planning to make a change, with many looking for a new job in the next 12 months.

- 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.

Students (70%) report the highest levels of familiarity with STEM jobs; One-in-four Job Seekers (26%) and one-in-three Career Changers (32%) say they're “not at all familiar” with STEM jobs

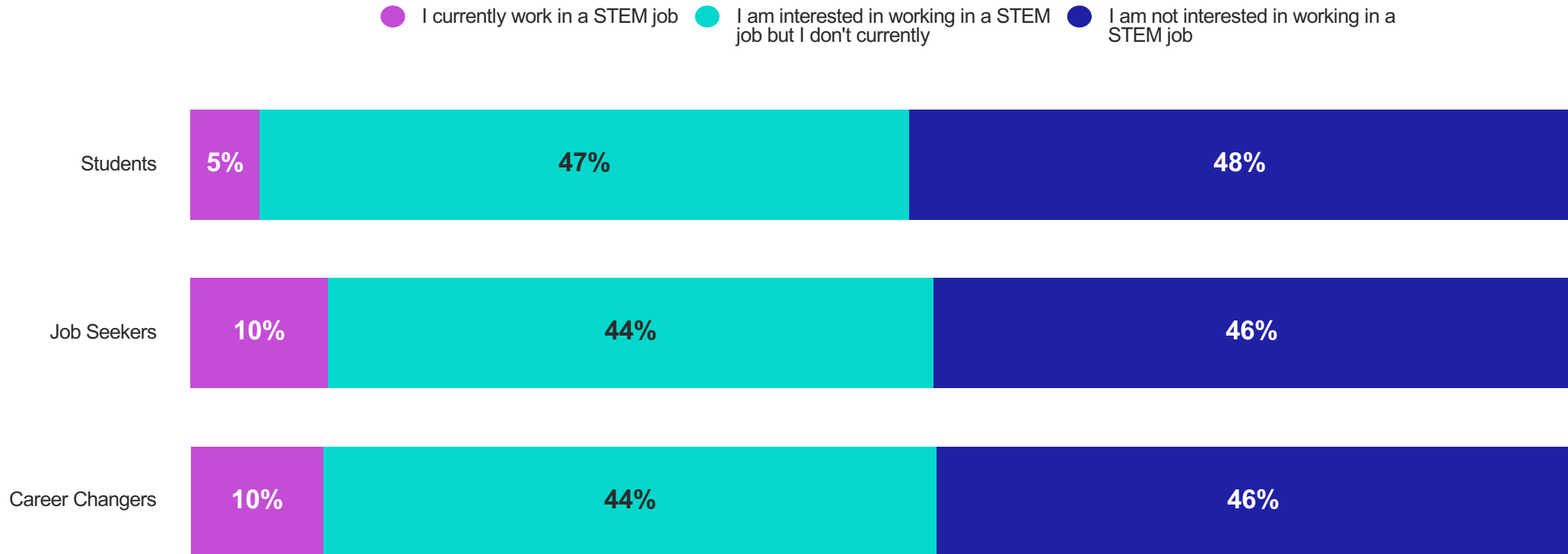
How familiar would you say you are with the idea of STEM jobs?

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



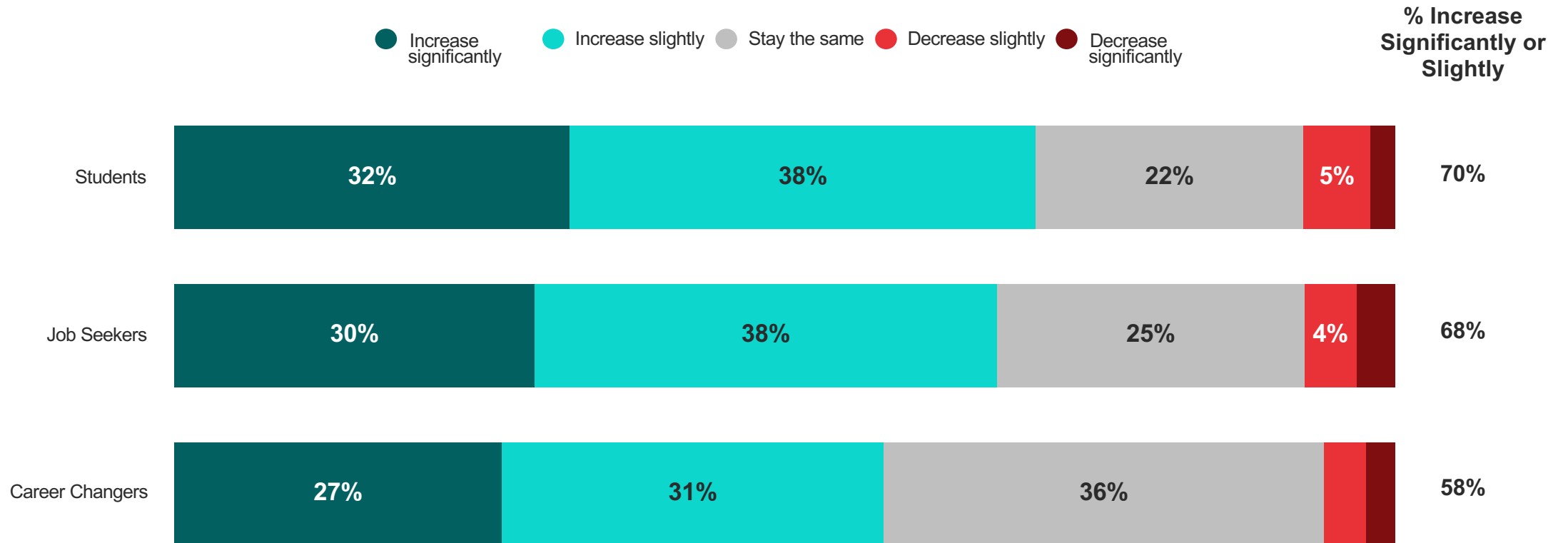
The vast majority of respondents across all audiences do not currently work in a STEM job; Each audience is split on whether they want to work in a STEM job or not

Which of the following would you say describes you?



About seven-in-ten Students (70%) and Job Seekers (68%) and about three-in-five Career Changers (58%) 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

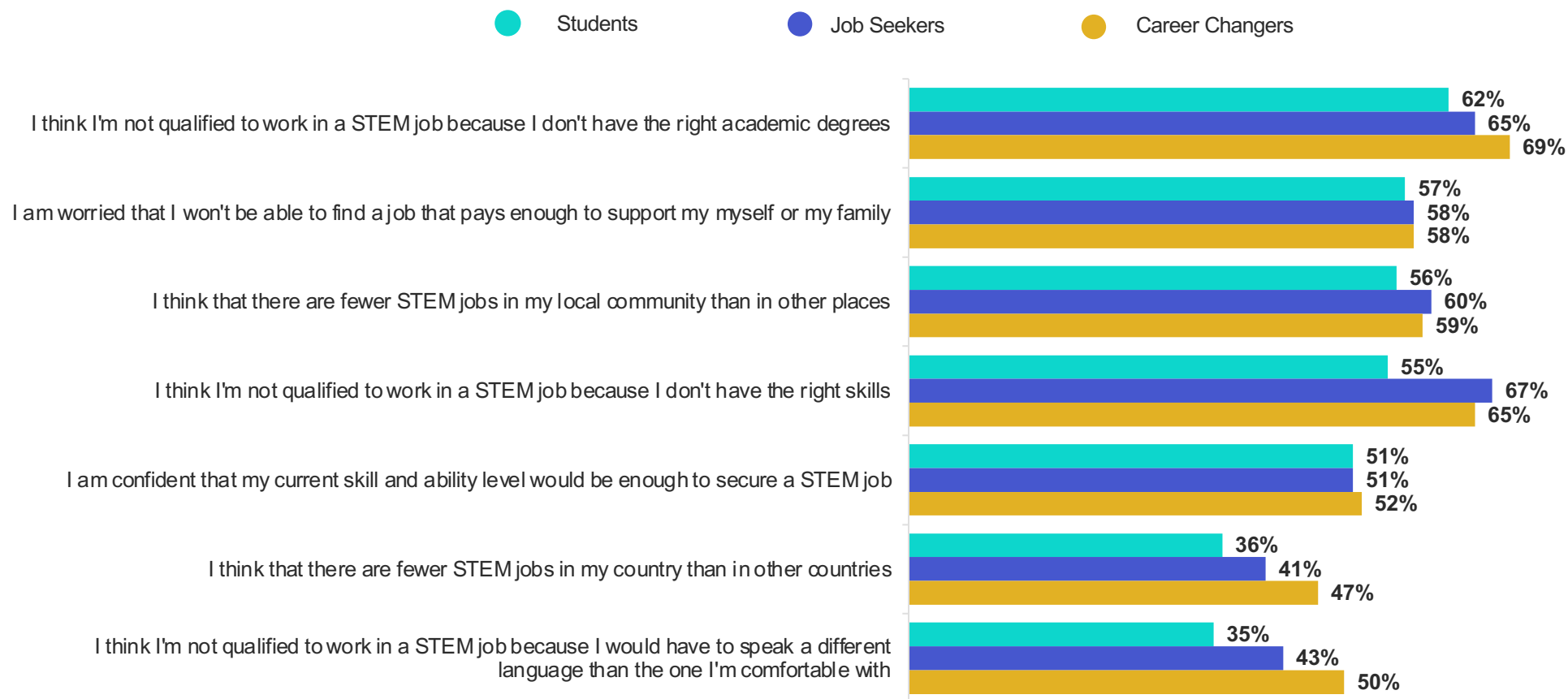
Which of the following careers would you consider to be a STEM job? Please select all that apply.

	Students	Job Seekers	Career Changers
Life scientist (biologist, chemist, etc)	46%	42%	35%
Software Developer	44%	42%	35%
Mechanical Engineer	43%	38%	33%
Data analyst	39%	42%	32%
Cybersecurity analyst	37%	36%	30%
Social scientist (psychologist, sociologist etc)	36%	35%	29%
Website programmer	34%	37%	33%
IT help desk	28%	33%	27%
Database administrator	26%	28%	25%
Project manager	14%	22%	17%
Customer service representative	9%	17%	14%
None of the above	12%	16%	21%

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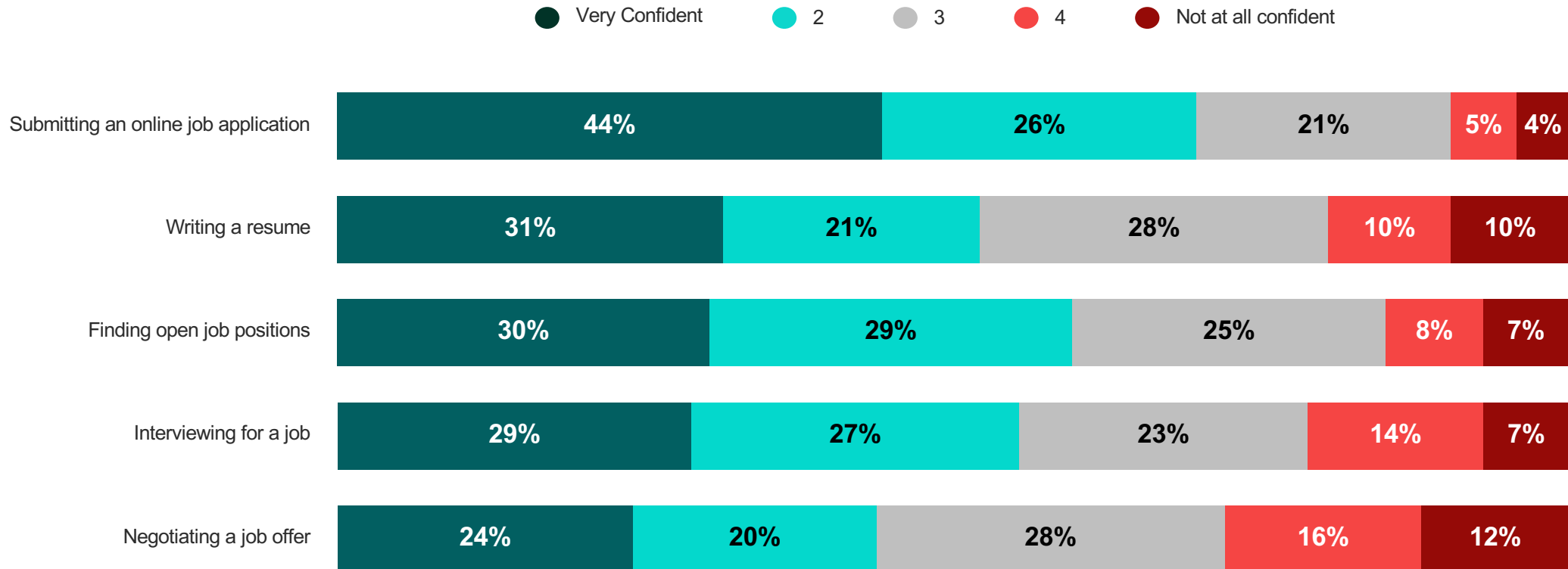
All audiences share concerns that they aren't qualified to work in STEM because they don't have the right degrees, won't be able to find a STEM job that pays enough to support themselves or their family, and that there are fewer STEM jobs in their community than in other places

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]



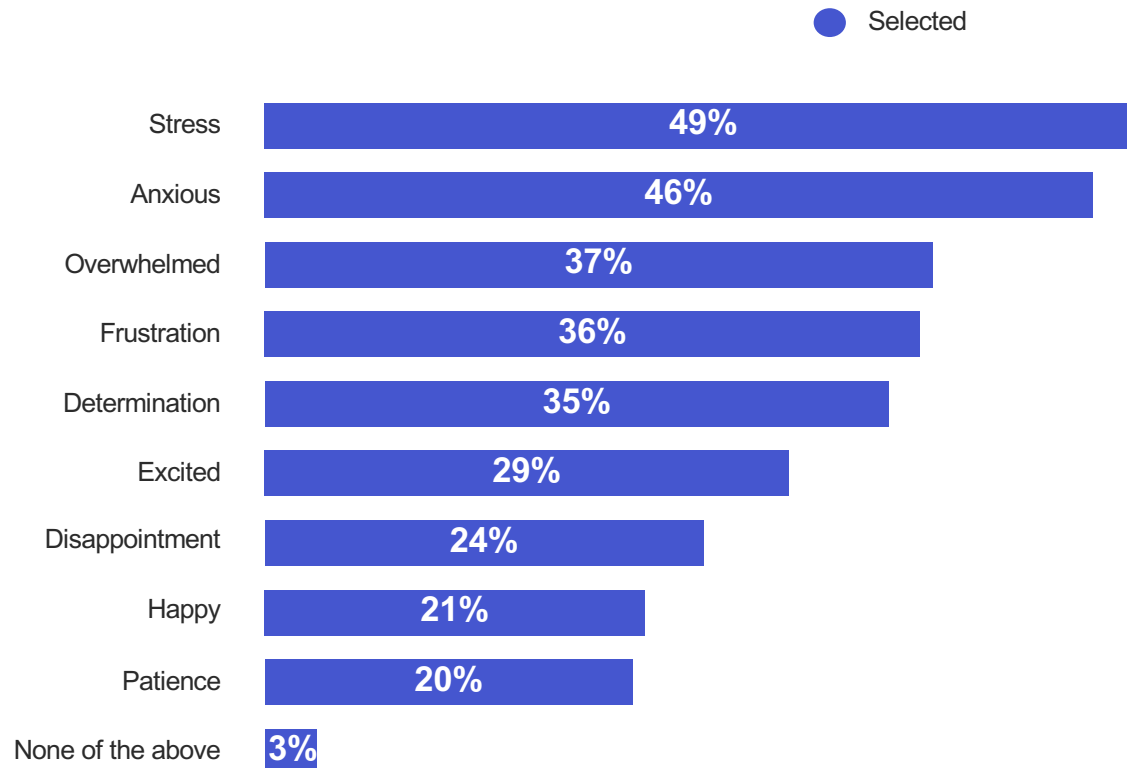
Job Seekers are most confident in submitting online job applications (70%) and finding open positions (59%), but are not as confident in negotiating job offers (44%)

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



Job Seekers report feeling stressed (49%), anxious (46%), and overwhelmed (37%) during the job search while 29% 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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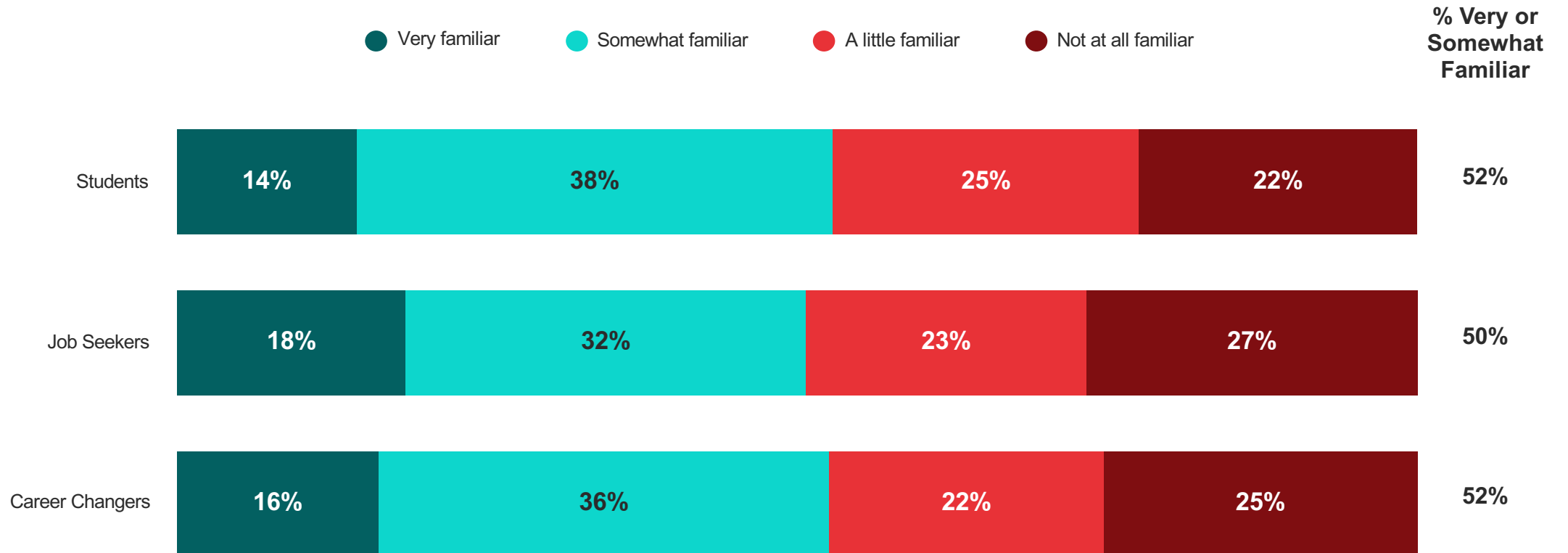
A safe work environment and work-life balance are important aspects to all audiences when looking for employment; A competitive salary, health care, and vacation benefits are more important to Job Seekers and Career Changers than to Students

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	54%	53%	48%
Supports work-life balance (is respectful of personal time/time off work)	45%	48%	41%
Believes in the importance of diversity, equity, and inclusion	40%	42%	35%
Offers the health care benefits I need/want	38%	44%	43%
Offers competitive pay/salary	36%	47%	49%
Offers good vacation/paid time off (PTO) benefits	35%	46%	41%
Offers educational benefits such as tuition assistance	32%	24%	21%
Offers a clear path to mobility in the job/company (ability to be promoted)	31%	36%	31%
Offers a fun work environment	30%	36%	34%
Offers continued learning and professional development opportunities such as on the job trainings or mentorship	28%	37%	28%
Adjusts workplace policies based on COVID-19 safety guidelines	28%	29%	29%
Offers remote working options within my country	23%	34%	32%
Offers remote working internationally (I can live/work in a different country)	21%	26%	23%
Acts in the interests of their own political, cultural, and/or social beliefs and values	16%	21%	21%

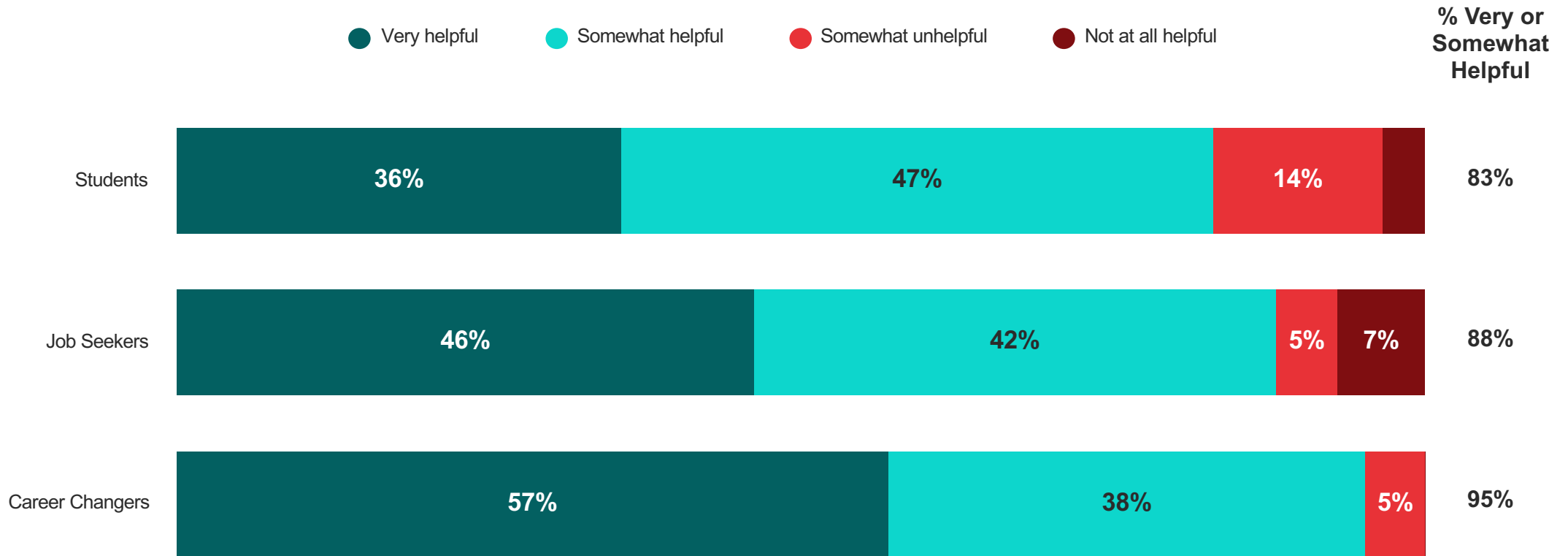
Around half of all audiences are familiar with digital credential programs; 18% of Job Seekers say they're very familiar with these programs

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).



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

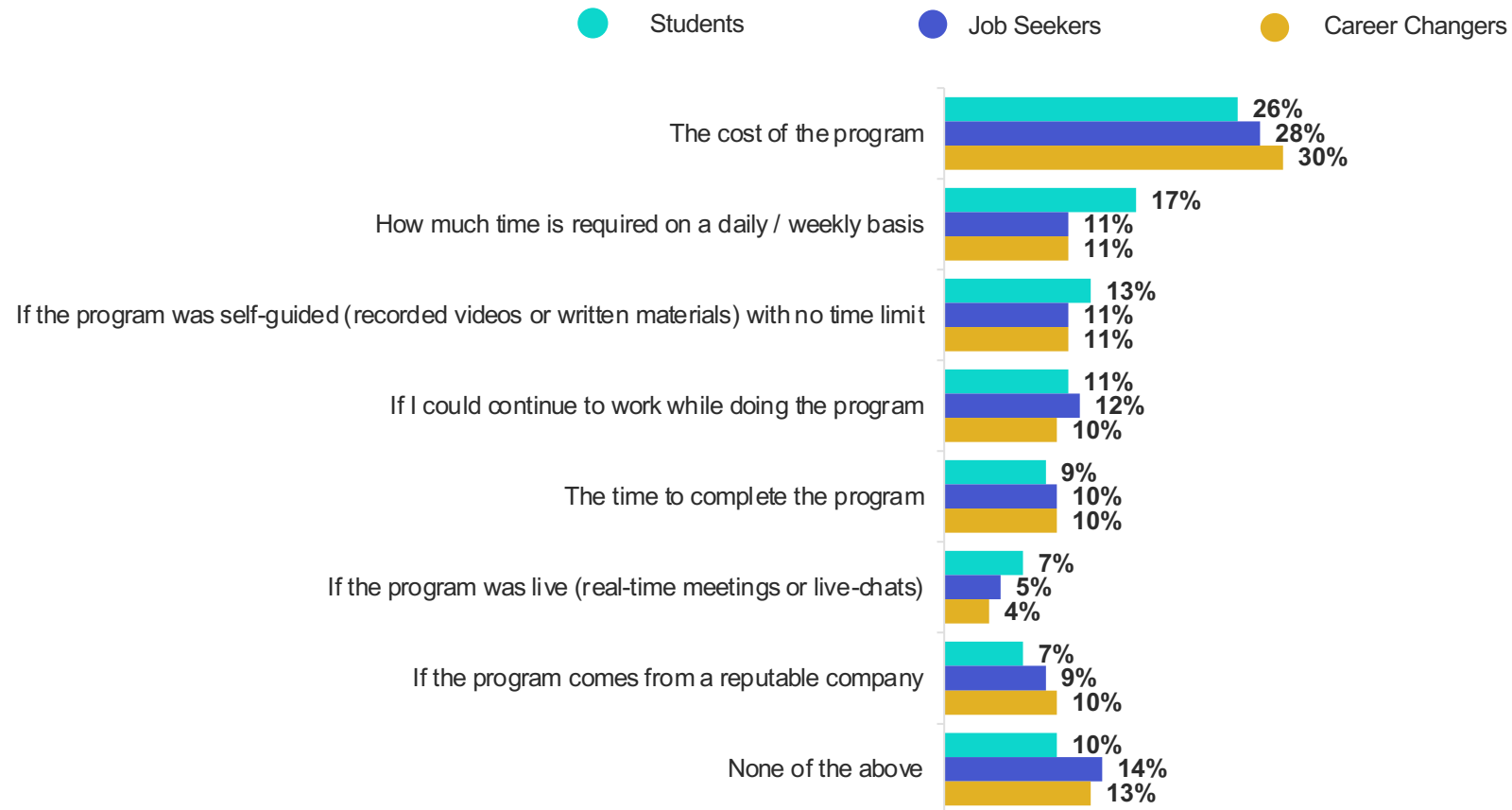
How helpful do you think your digital credential(s) were in helping you achieve your career goals?



Among respondents that have earned a digital credential

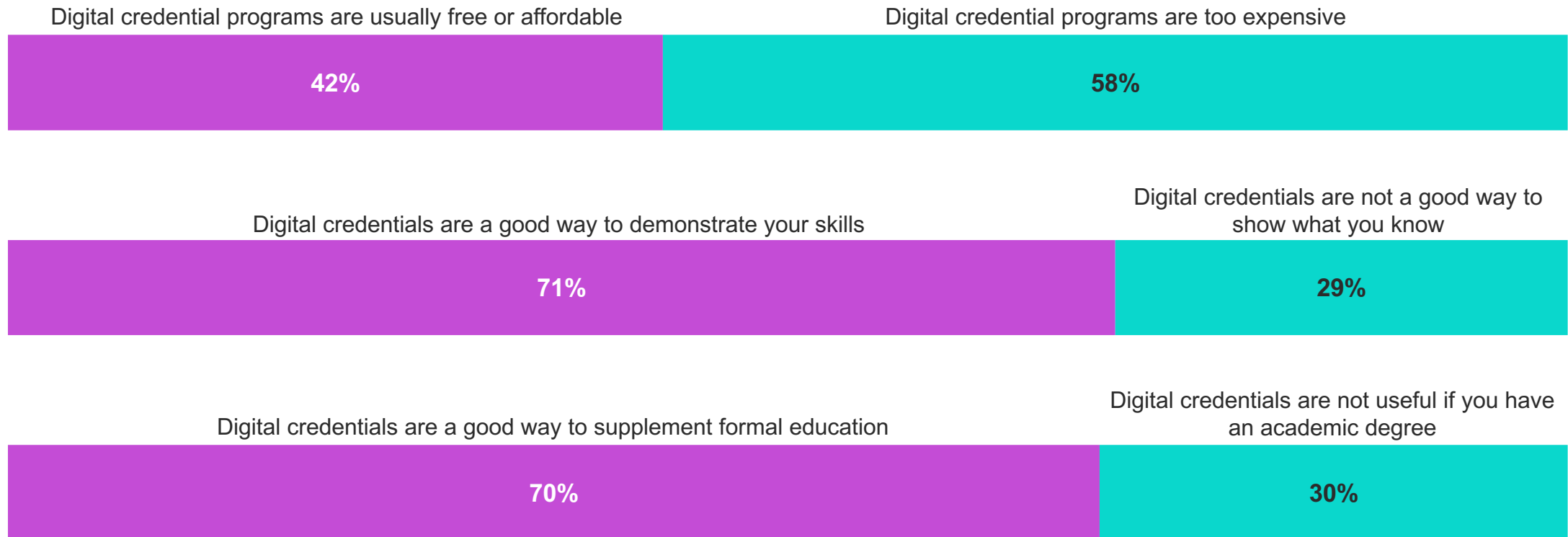
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program

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.



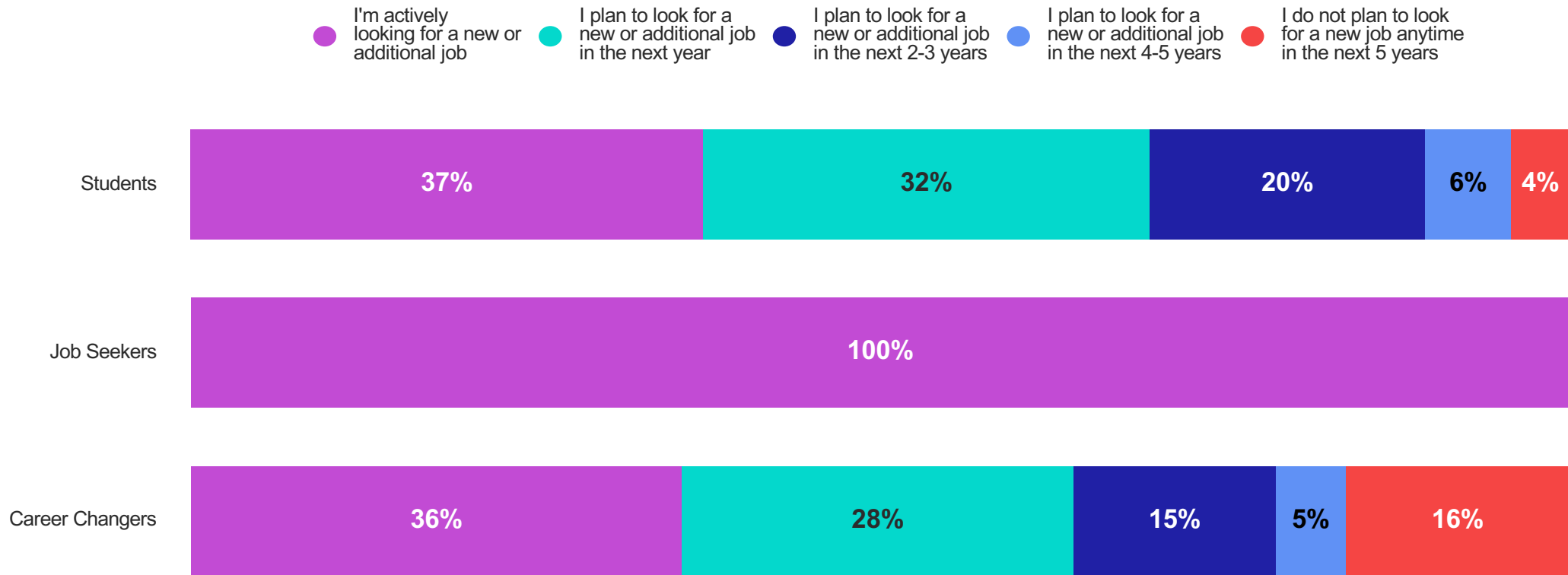
58% think that digital credential programs are too expensive; 71% think that digital credentials are a good way to demonstrate your skills

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]



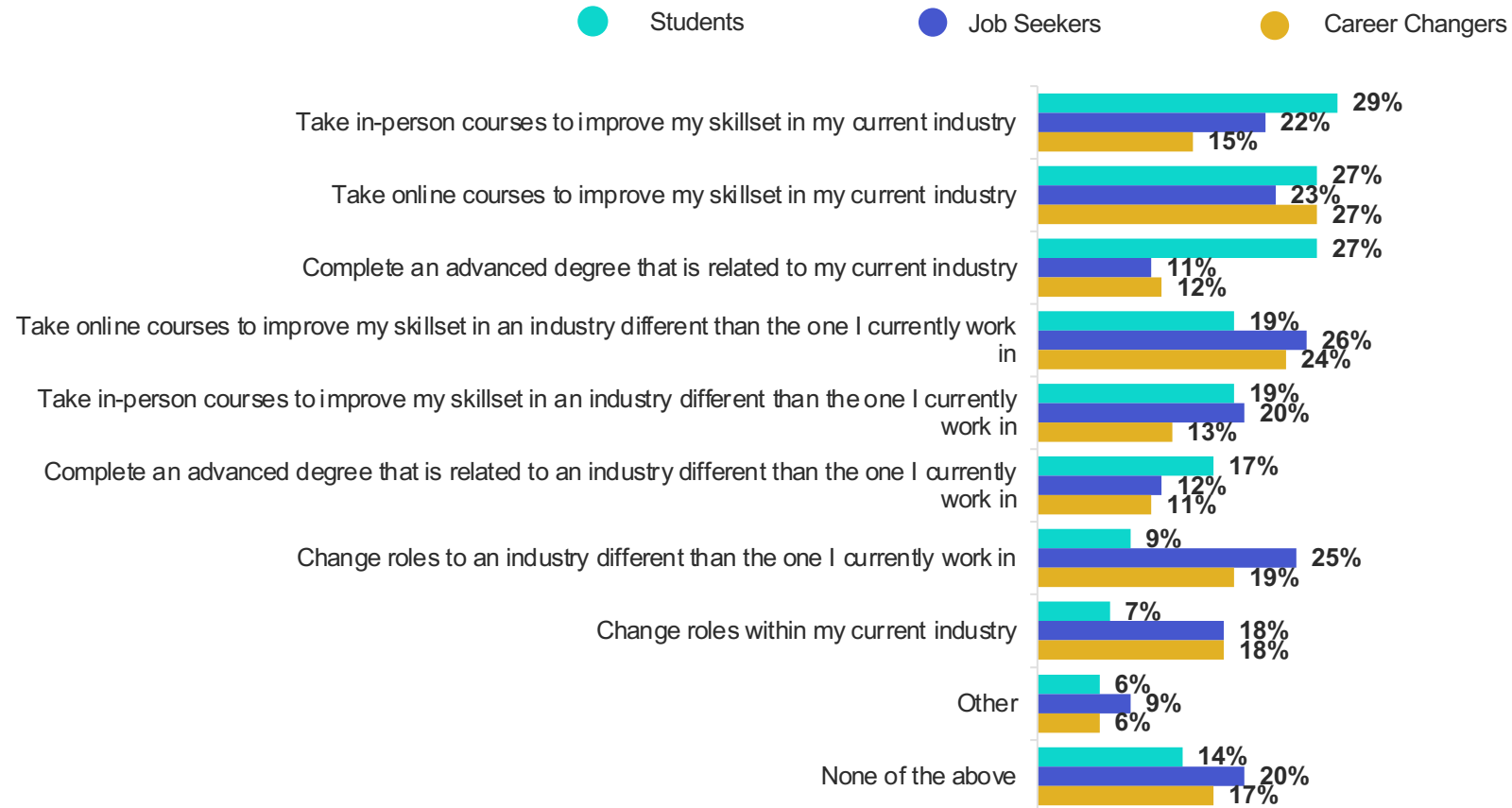
Just over one-third of Students (37%) and Career Changers (36%) are actively looking for a new or additional job

Which best describes your current situation?



About one-quarter of all audiences say they plan to take online courses to improve their skillset in their current industry in the next 2 years

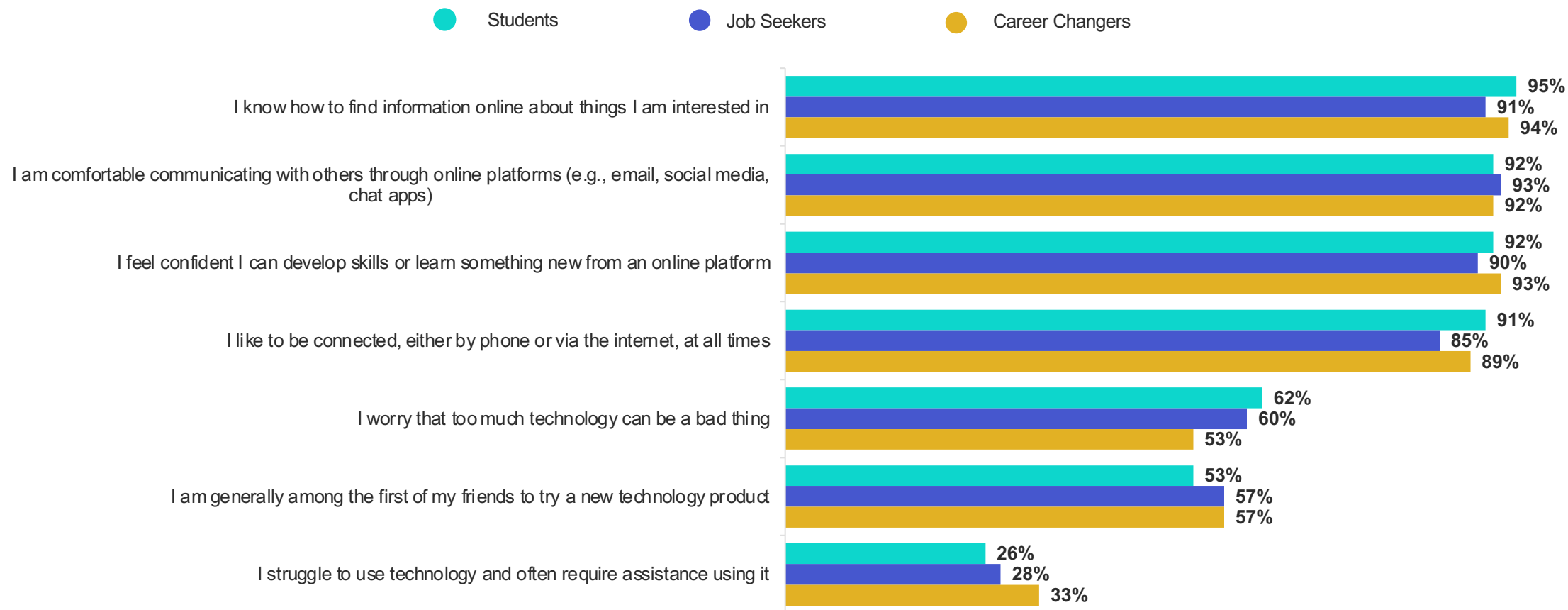
Do you plan to do any of the following in the next 2 years? Please select all that apply.



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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 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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