

# IBM UK Skills and Education Study

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November 2 – 28, 2022

# UK KEY FINDINGS

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## STEM Jobs:

- *Students* report the highest levels of familiarity with STEM jobs, with about seven-in-ten 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 half of *Students* and more than two-in-five *Career Changers* and *Job Seekers* say they're interested in working in STEM.
- While a majority across all audiences agree that career opportunities in STEM jobs will increase over the next 10 years, two-fifths of *Career Changers* believe that the amount of career opportunities in STEM will remain the same. More than 70% of *Students* think that career opportunities in STEM jobs will increase over the next 10 years.
- Around two-thirds of *Job Seekers* and three-quarters of *Career Changers* think they are not qualified to work in a STEM job because they don't have the right skills or academic degrees. Across all audiences, respondents agree that there are fewer STEM jobs in their local communities than in other places.

## Digital Credential Programs

- At least two-fifths of all audiences are familiar with digital credential programs, with *Job Seekers* being the most familiar with 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. Awareness of IBM SkillsBuild is low across all audiences.

# GLOBAL KEY FINDINGS

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## 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

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## **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.

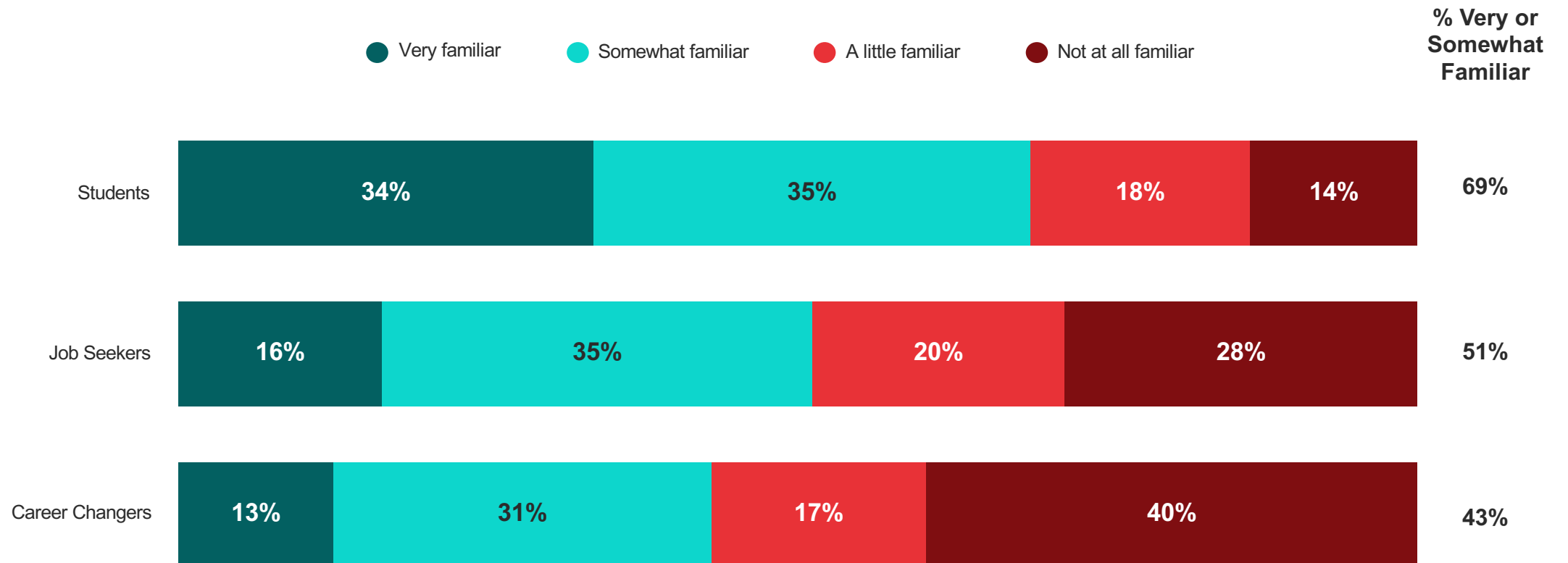
## **4. Learners and workers around the world are planning to make a change, with many looking for a new job in the next 12 months.**

- 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 (69%) report the highest levels of familiarity with STEM jobs; Four-in-ten 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?

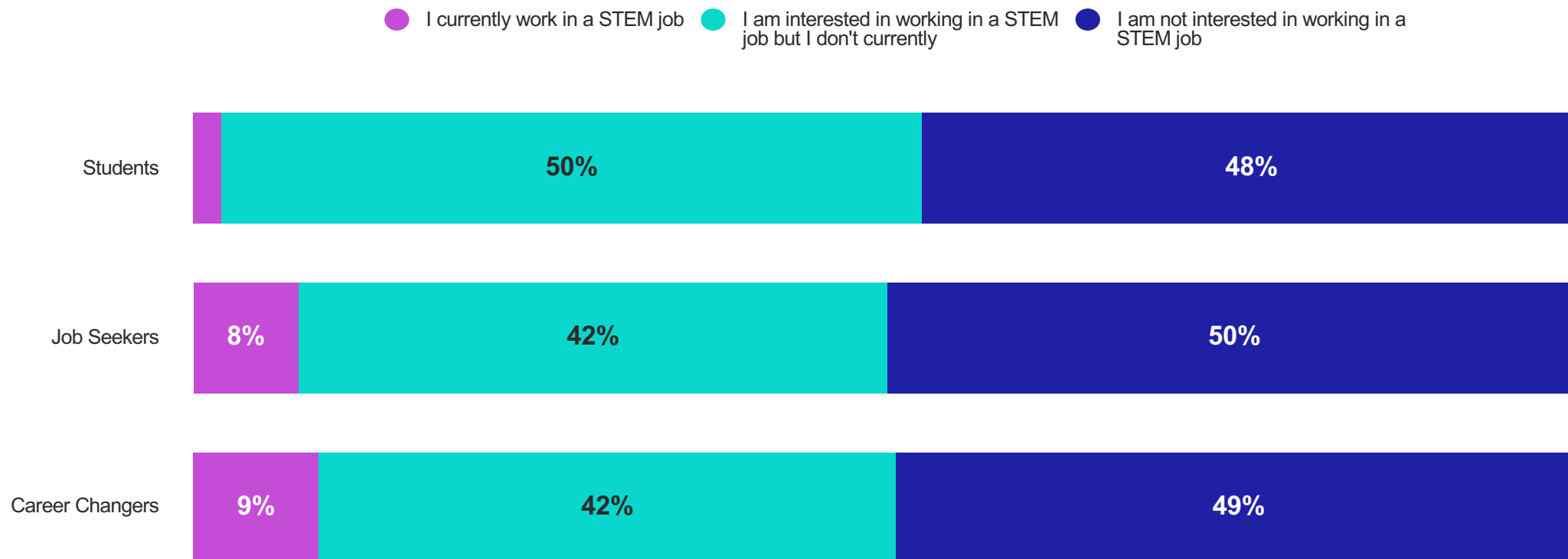
*"STEM stands for Science, Technology, Engineering, Math and a STEM job is one that relies on any of those fields."*



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A majority of respondents across all audiences do not currently work in a STEM job; Around 50% across audiences say they are not interested in working in a STEM job, however, 50% of Students say they are interested in entering the STEM field

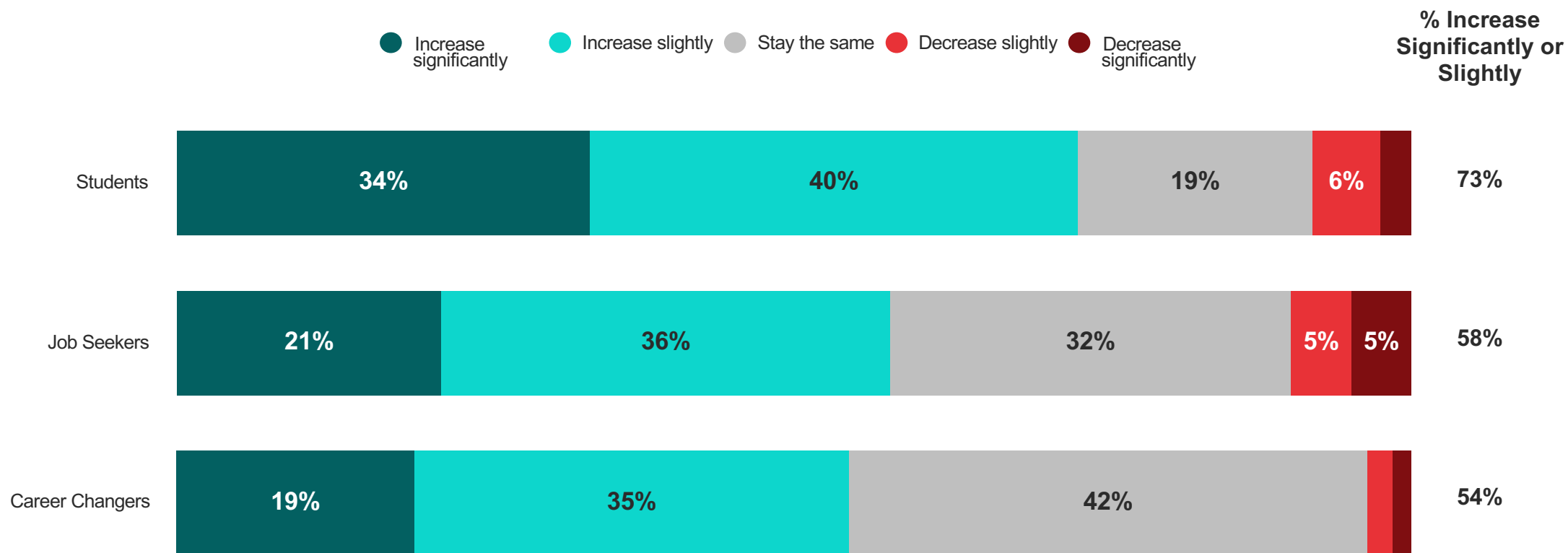
Which of the following would you say describes you?



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Nearly three-quarters of Students (73%) anticipate an increase in career opportunities in STEM jobs in the next ten years, compared to 58% of Job Seekers and 54% of Career Changers; 42% of Career Changers believe that the career opportunities in STEM will remain stagnant

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.

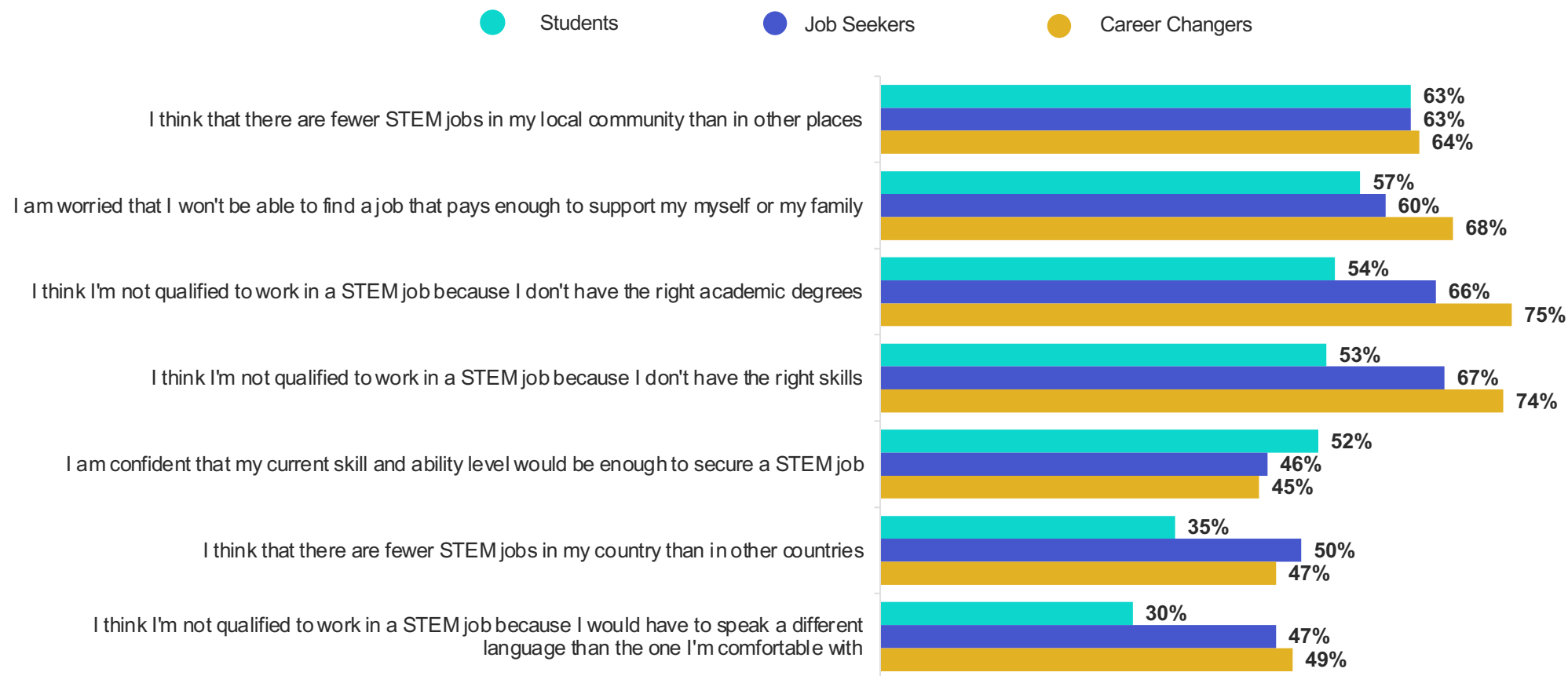
	Students	Job Seekers	Career Changers
Life scientist (biologist, chemist, etc)	60%	37%	40%
Mechanical Engineer	50%	30%	36%
Social scientist (psychologist, sociologist etc)	48%	29%	32%
Software Developer	48%	35%	38%
Cybersecurity analyst	46%	32%	38%
Data analyst	46%	33%	42%
Website programmer	37%	28%	37%
Database administrator	30%	24%	24%
IT help desk	30%	27%	30%
Project manager	12%	13%	18%
Customer service representative	6%	13%	11%
None of the above	10%	12%	20%



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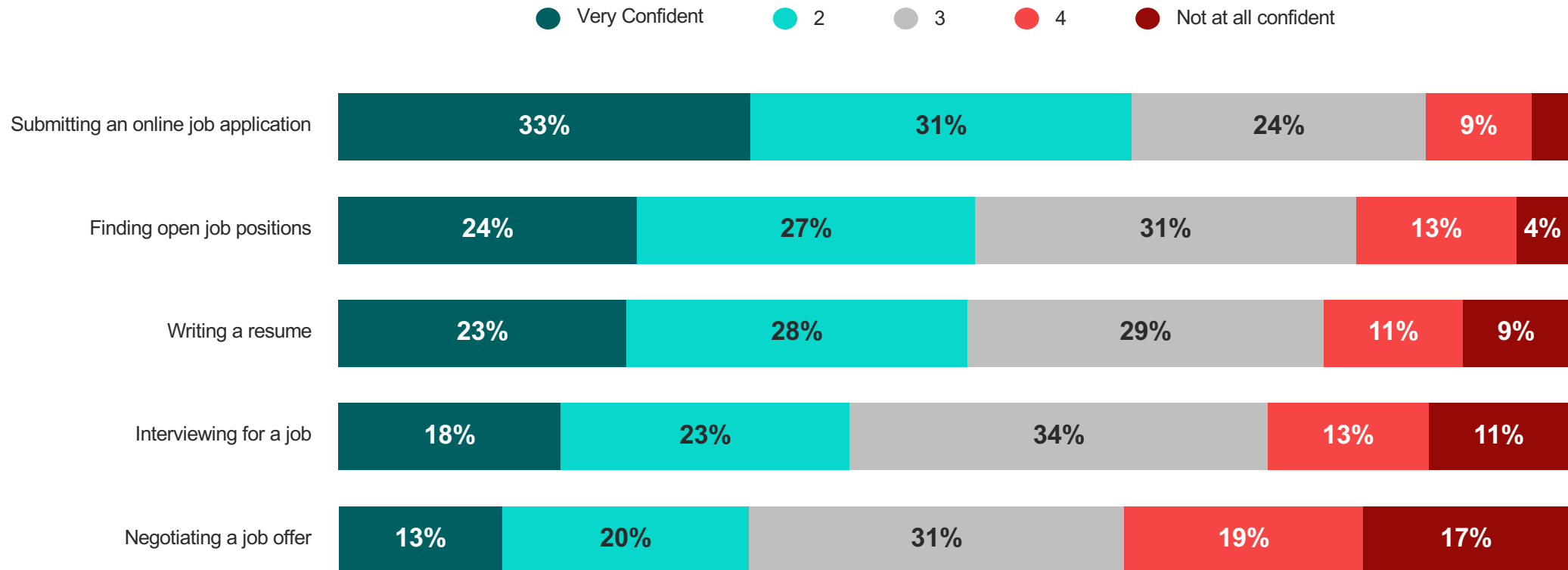
More than six-in-ten across audiences think there are fewer STEM jobs in their local communities than in other places; Both Job Seekers and Career Changers are most likely to believe they are not qualified to work in STEM because they don't have the right academic degrees or the right skills

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]



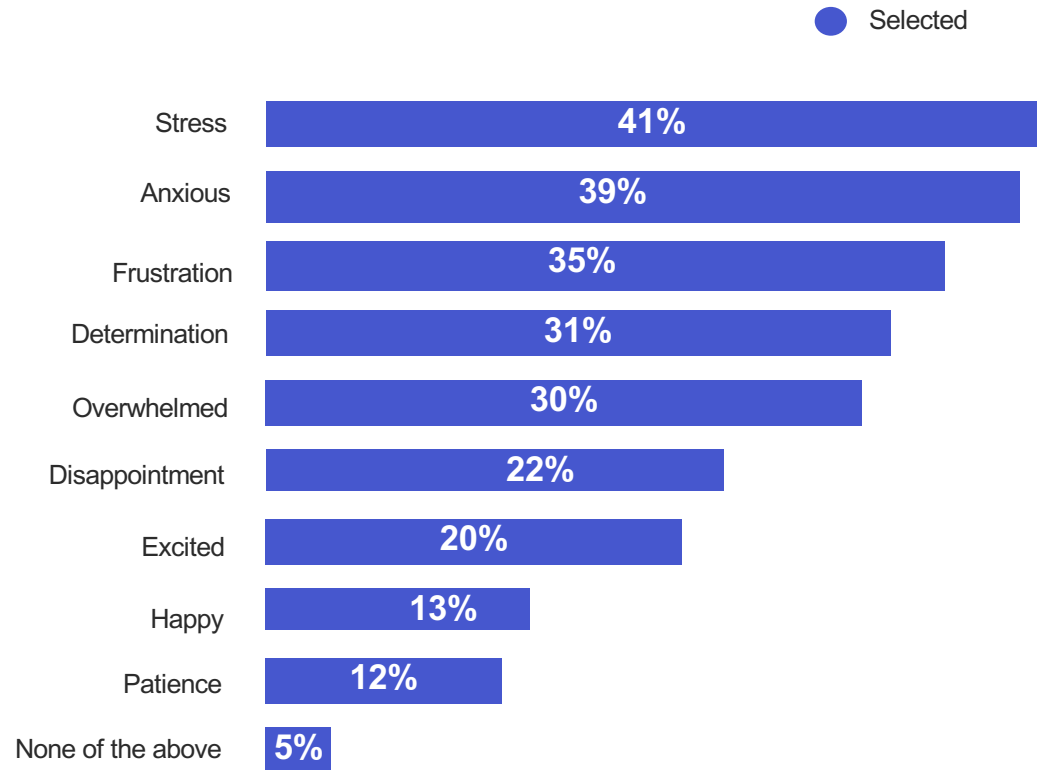
## Job Seekers are most confident in submitting online job applications, followed by finding open job positions and writing resumes; They are less confident in negotiating job offers

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



## Job Seekers report feeling stressed (41%) and anxious (39%) during the job search while 20% 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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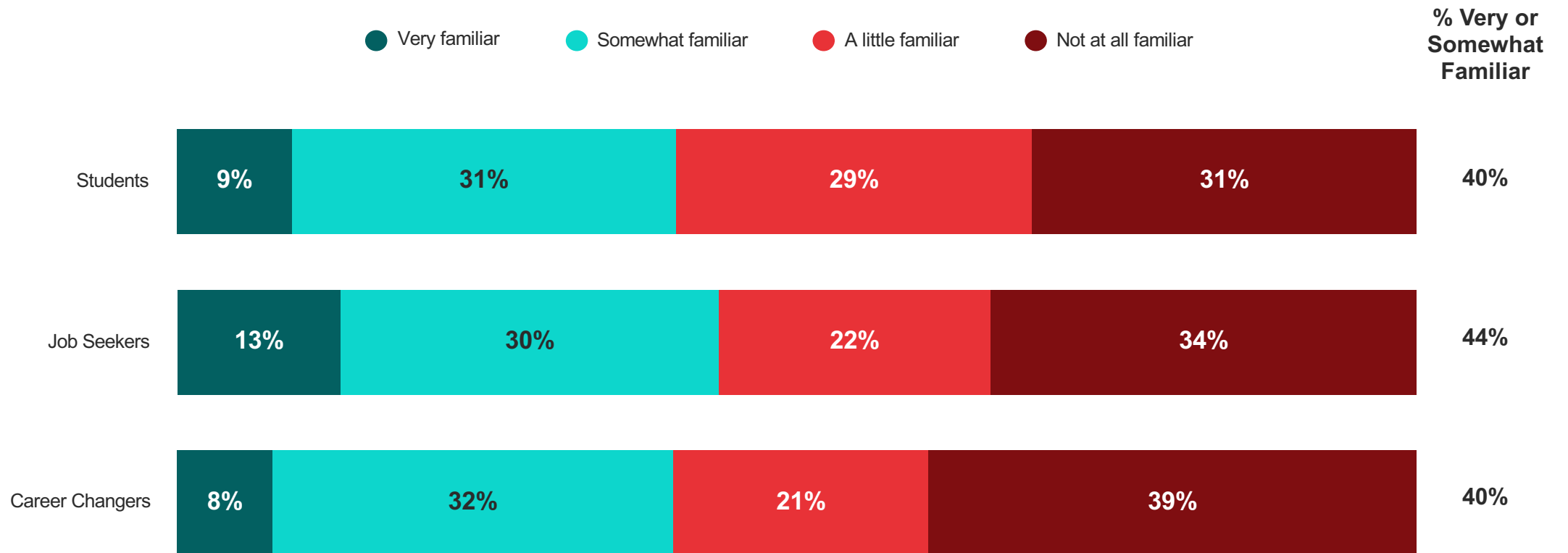
A safe work environment is the most important aspect when looking for employment according to Students (57%) and Job Seekers (49%); Career Changers prioritize competitive pay/salary (56%) when looking for employment

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	57%	49%	54%
Supports work-life balance (is respectful of personal time/time off work)	50%	46%	50%
Believes in the importance of diversity, equity, and inclusion	49%	38%	36%
Offers competitive pay/salary	46%	48%	56%
Offers good vacation/paid time off (PTO) benefits	44%	44%	47%
Offers a clear path to mobility in the job/company (ability to be promoted)	38%	29%	29%
Offers a fun work environment	38%	33%	30%
Offers continued learning and professional development opportunities	32%	33%	31%
Offers the health care benefits I need/want	32%	30%	25%
Adjusts workplace policies based on COVID-19 safety guidelines	25%	24%	30%
Offers educational benefits such as tuition assistance	24%	23%	22%
Offers remote working options within my country	24%	31%	30%
Offers remote working options internationally (I can live and work in a different country)	21%	22%	24%
Acts in the interests of their own political, cultural, and/or social beliefs and values	19%	19%	22%

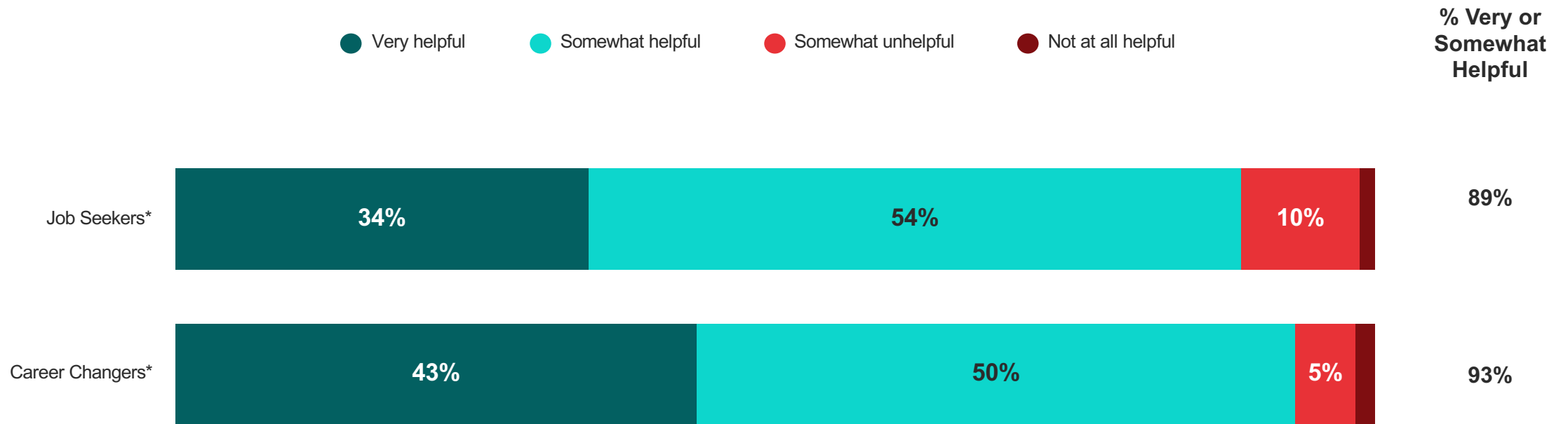
## 40% of Students and Career Changers are very or somewhat familiar with digital credential programs; Job Seekers are most familiar with the programs (44%)

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).



# Respondents across all audiences agree that receiving digital credentials were very or somewhat helpful in achieving career goals; Only 7% of Career Changers responded with negative sentiment

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

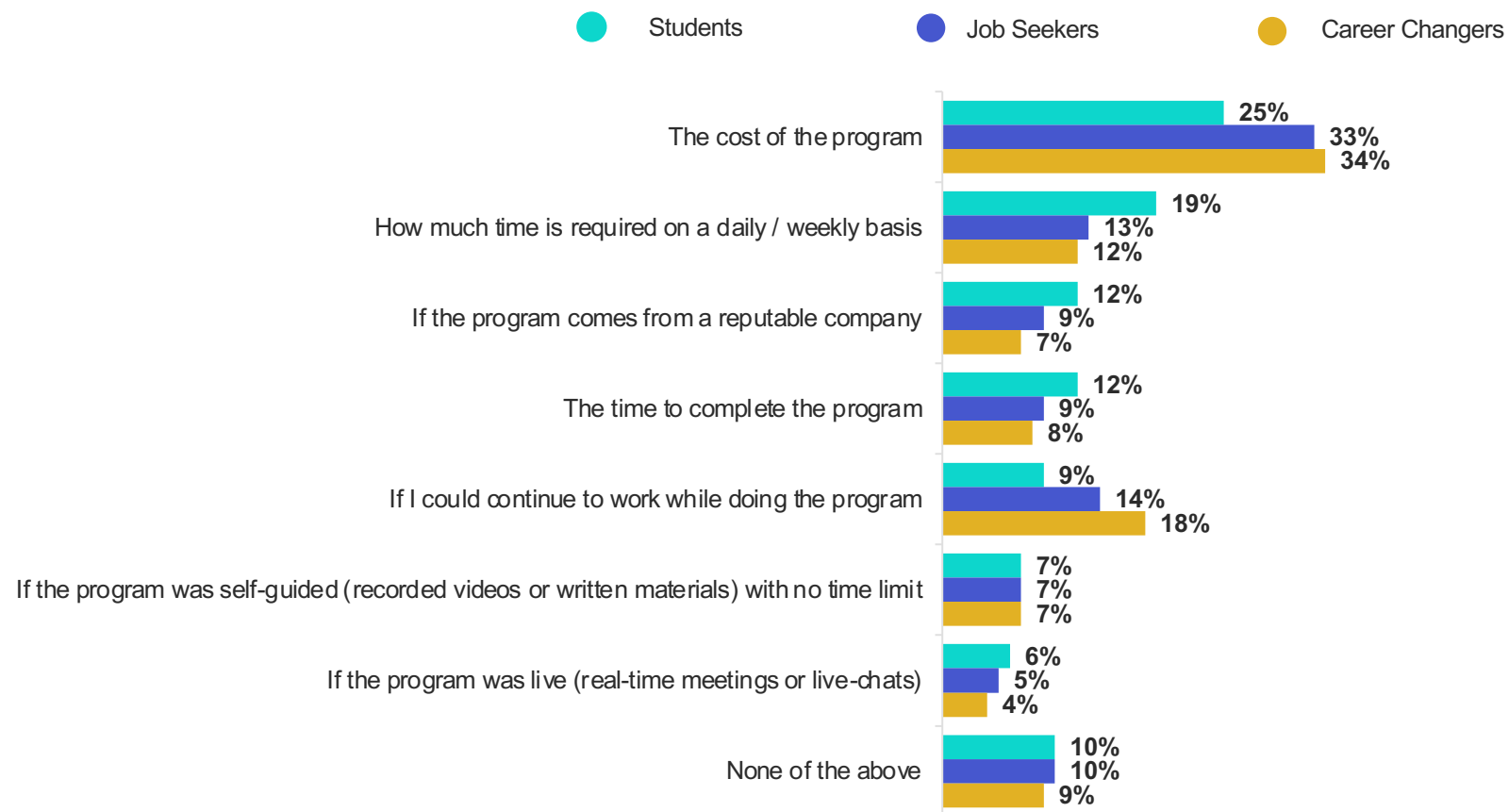


Among respondents that have earned a digital credential  
\*Sample size less than 100; Student data not shown due to low sample size

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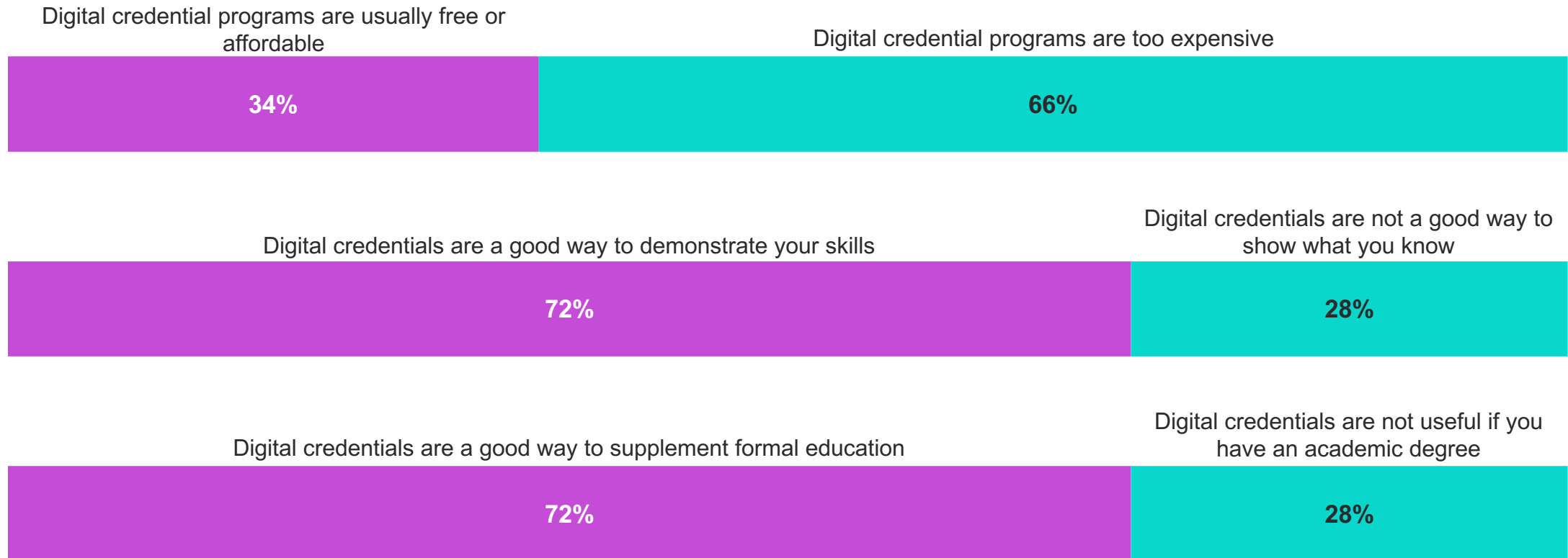
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program; Nearly one-fifth of Students (19%) consider how much time is required on a daily/weekly basis to be the second most important factor

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 (66%)

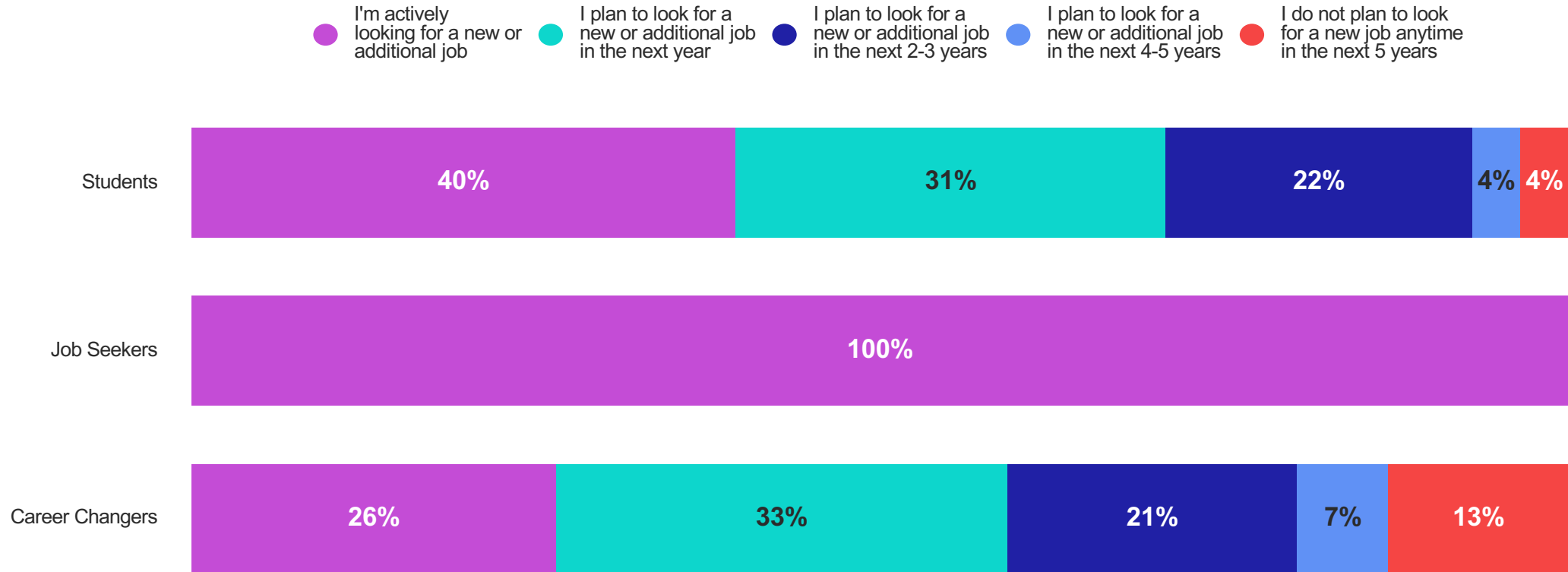
Based on what you know about digital credential programs, which of the following statements do you agree with most, even if neither one is exactly right?  
[Showing Across Students, Job Seekers, and Career Changers]





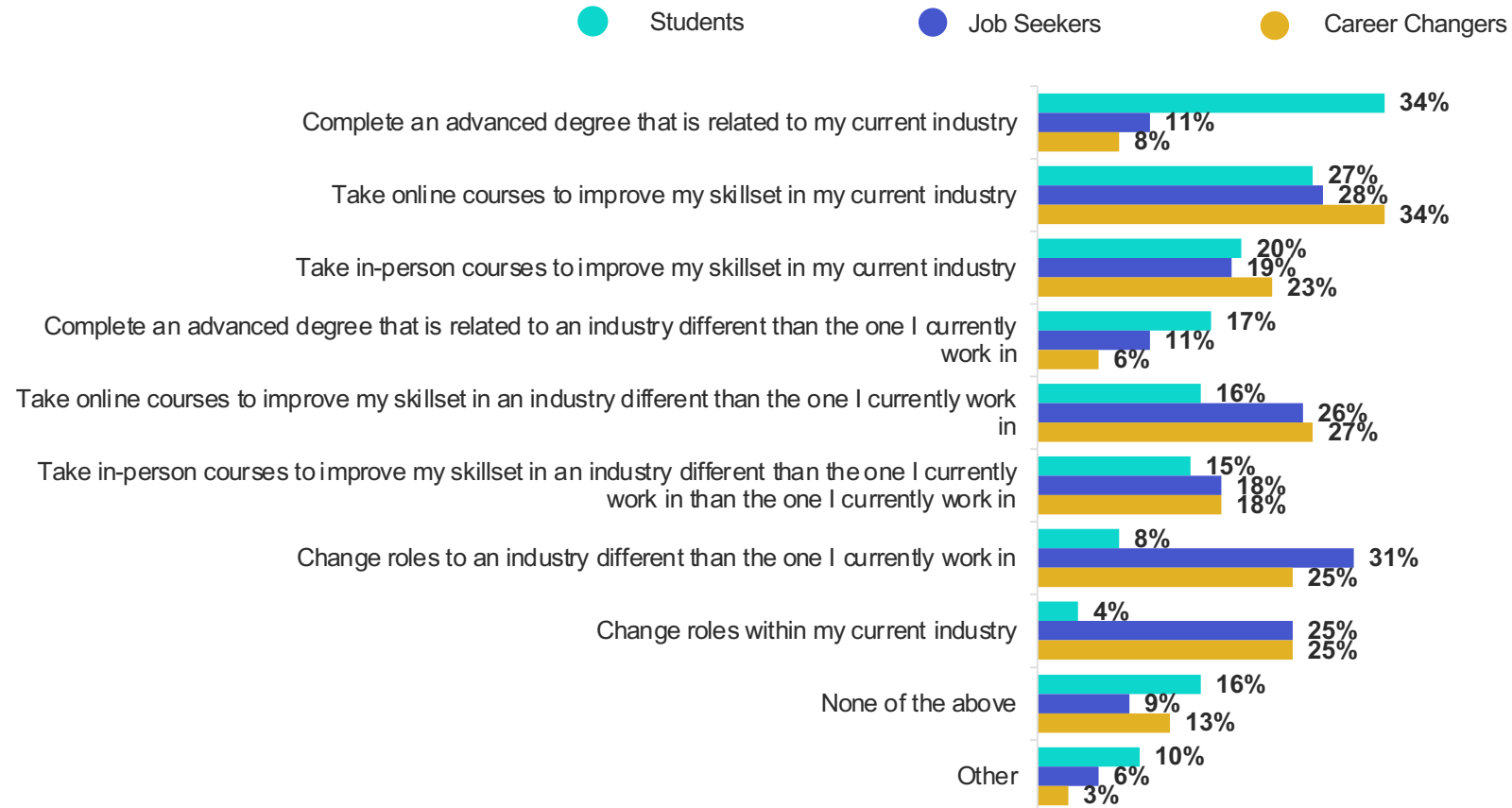
# Nearly three-quarters of Students are actively looking for a new or additional job or plan to look for one within the next year

Which best describes your current situation?



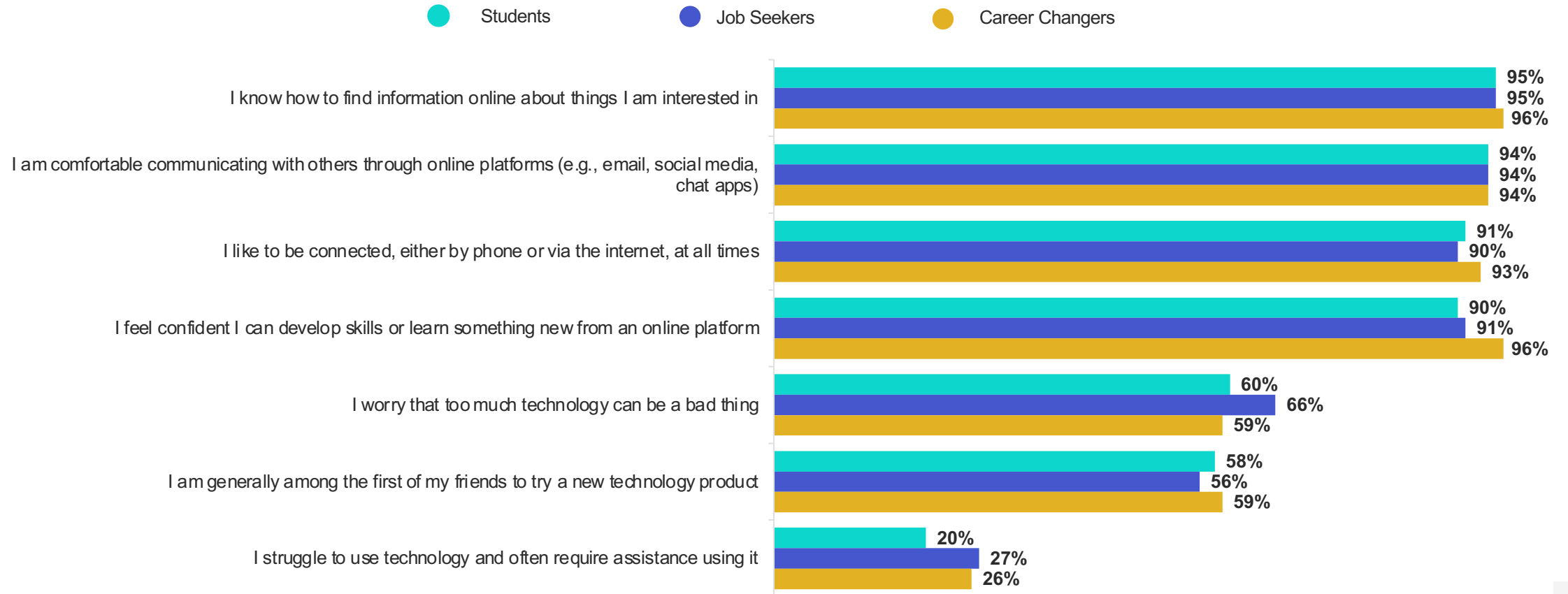
## 34% of Students plan to complete an advanced degree in the next 2 years while 34% of Career Changers plan to take an online course to improve their skillset in their industry over the next 2 years

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



# 94% of respondents across each audience feel comfortable communicating with others through an online platform, such as email, social media, or chat apps

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





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