

IBM France Skills and Education Study

—
November 2 – 28, 2022

FRANCE KEY FINDINGS

STEM Jobs:

- Less than a quarter of *Students* and *Job Seekers* say 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, and more than half of respondents say that they're not interested in working in these types of jobs.
- More than four-in-ten across all audiences agree that career opportunities in STEM jobs will increase over the next 10 years.
- *Students, Job Seekers, and Career Changers* share concerns that they don't have the right academic degree to feel qualified to work in a STEM job.

Digital Credential Programs

- Less than half of all audiences are familiar with digital credential programs, and *Students* 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.

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.

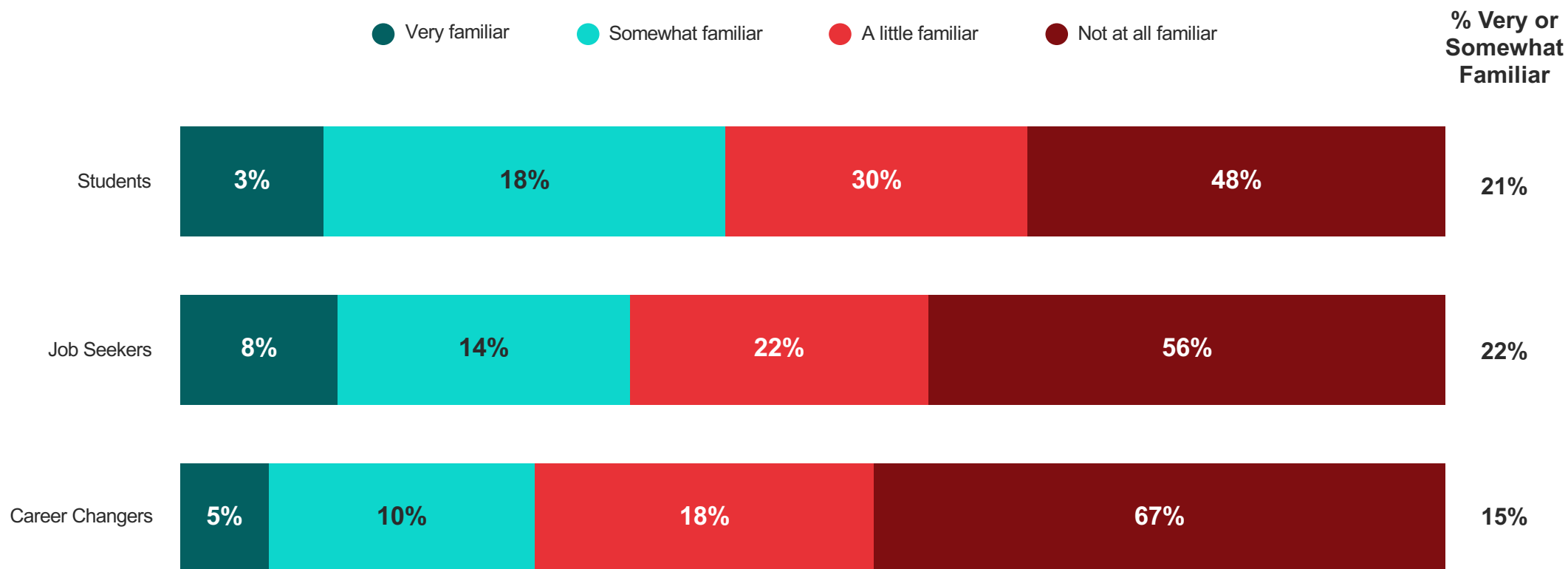
- 61% of *Students* and *Career Changers* are actively looking for a new job now or plan to within the next year.
- More than 80% of all respondents have plans to build their skills in the next two years.
- At least 90% are confident they can develop skills or learn something new from an online program.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

FRANCE: SKILLS AND EDUCATION STUDY

Less than a quarter of Students (21%) and Job Seekers (22%) are familiar with STEM jobs; Career Changers report the lowest levels of familiarity with these types of job across all audiences, with only 15% saying they're familiar

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

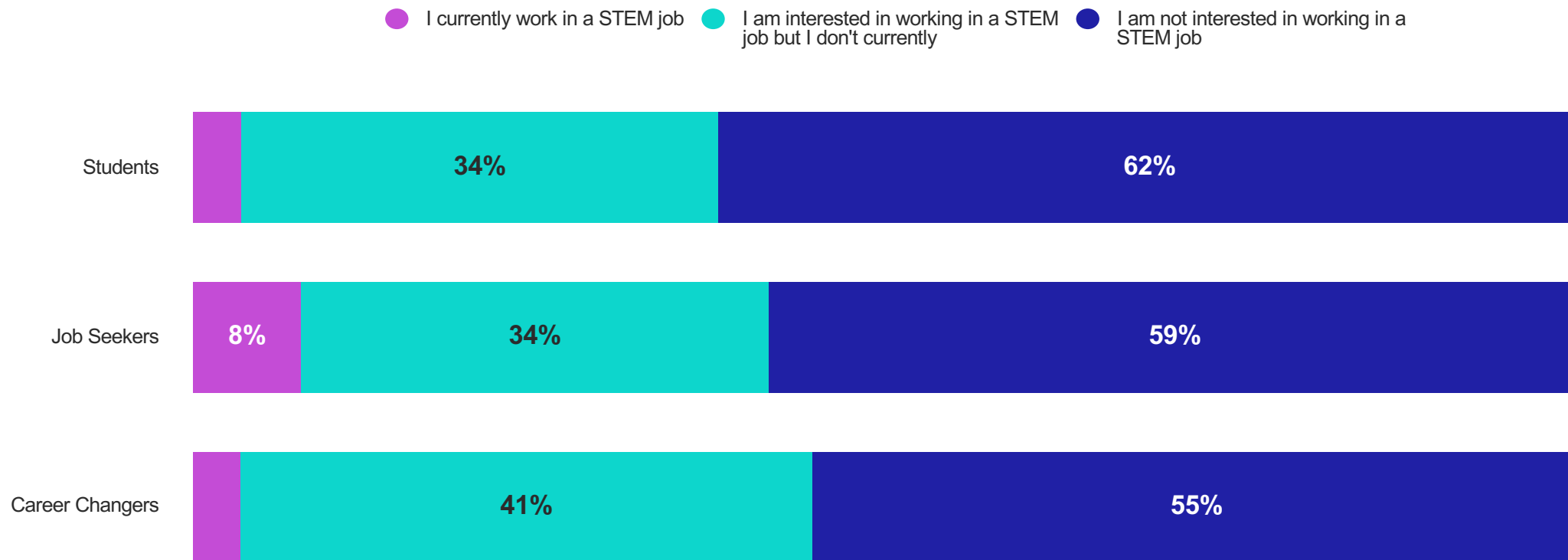
"STEM stands for Science, Technology, Engineering, Math and a STEM job is one that relies on any of those fields."



FRANCE: SKILLS AND EDUCATION STUDY

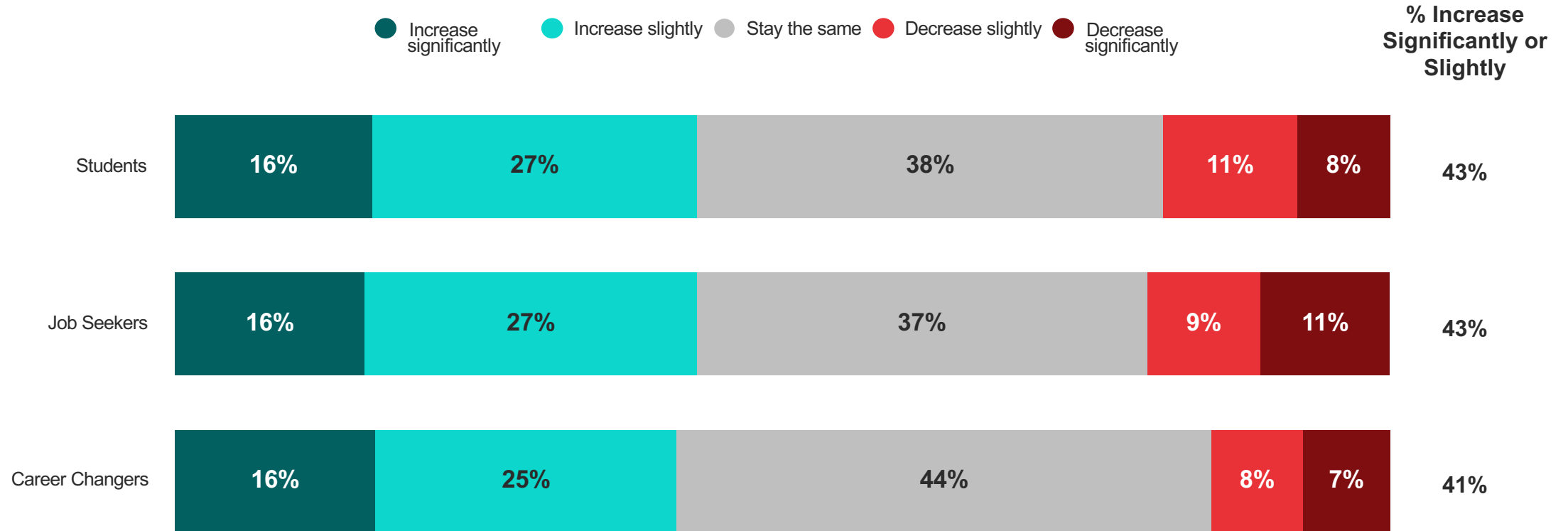
Across all audiences, a majority of respondents don't currently work in a STEM job; Career Changers (41%) are most interested in working in a STEM job while around 60% of Students (62%) and Job Seekers (59%) share they are not interested in working in these types of jobs

Which of the following would you say describes you?



More than four-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:



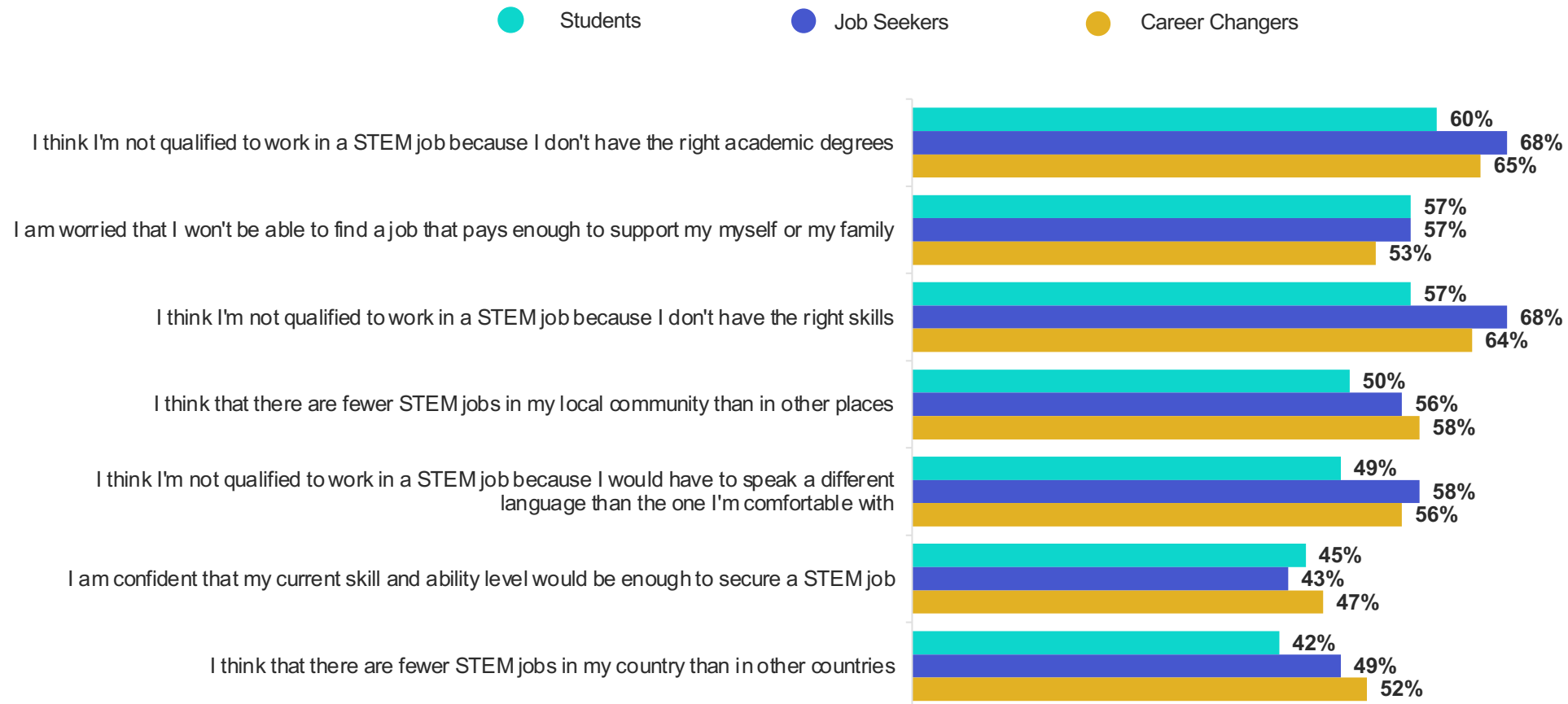
There is low awareness among respondents regarding which jobs are in the STEM industry

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 | 37% | 35% | 38% |
| Website programmer | 37% | 34% | 36% |
| IT help desk | 34% | 34% | 35% |
| Data analyst | 34% | 34% | 36% |
| Cybersecurity analyst | 32% | 35% | 34% |
| Life scientist (biologist, chemist, etc) | 29% | 33% | 28% |
| Mechanical Engineer | 28% | 24% | 25% |
| Database administrator | 27% | 27% | 27% |
| Social scientist (psychologist, sociologist, etc) | 21% | 22% | 15% |
| Project manager | 13% | 11% | 16% |
| Customer service representative | 9% | 7% | 8% |
| None of the above | 16% | 21% | 21% |

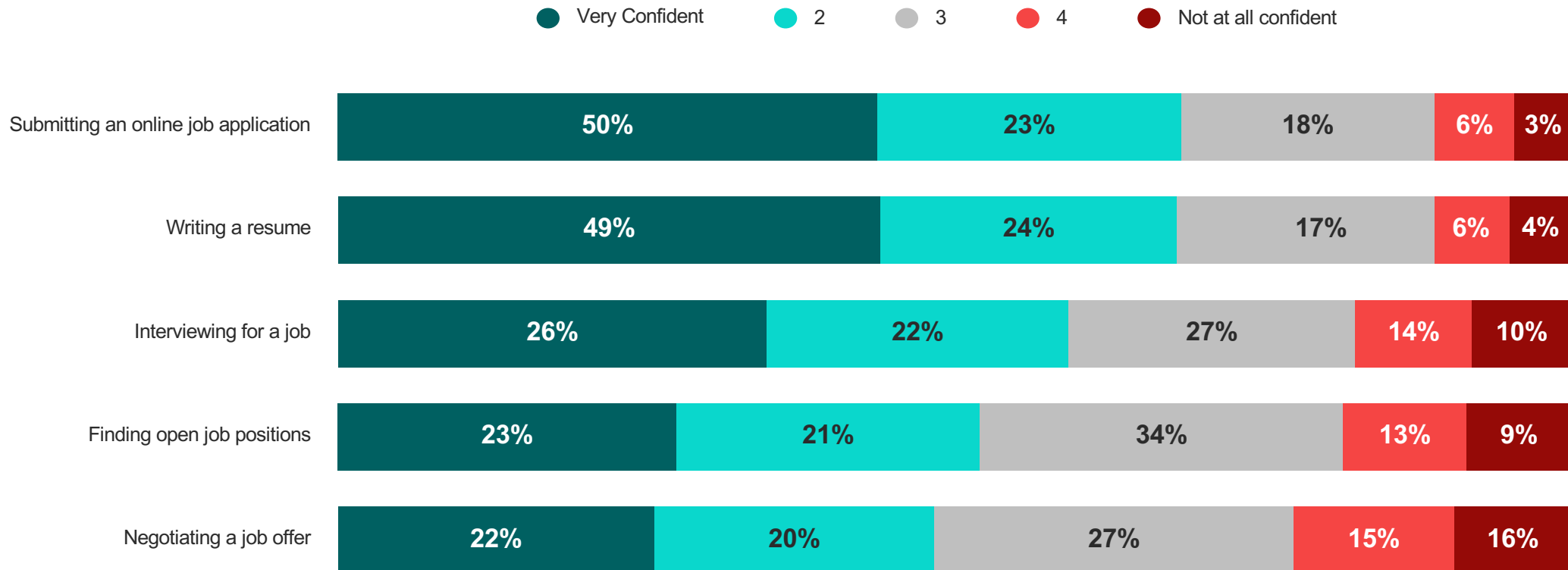
At least three-in-five respondents in each audience don't feel qualified to work a STEM job because they don't have the right academic degrees

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]



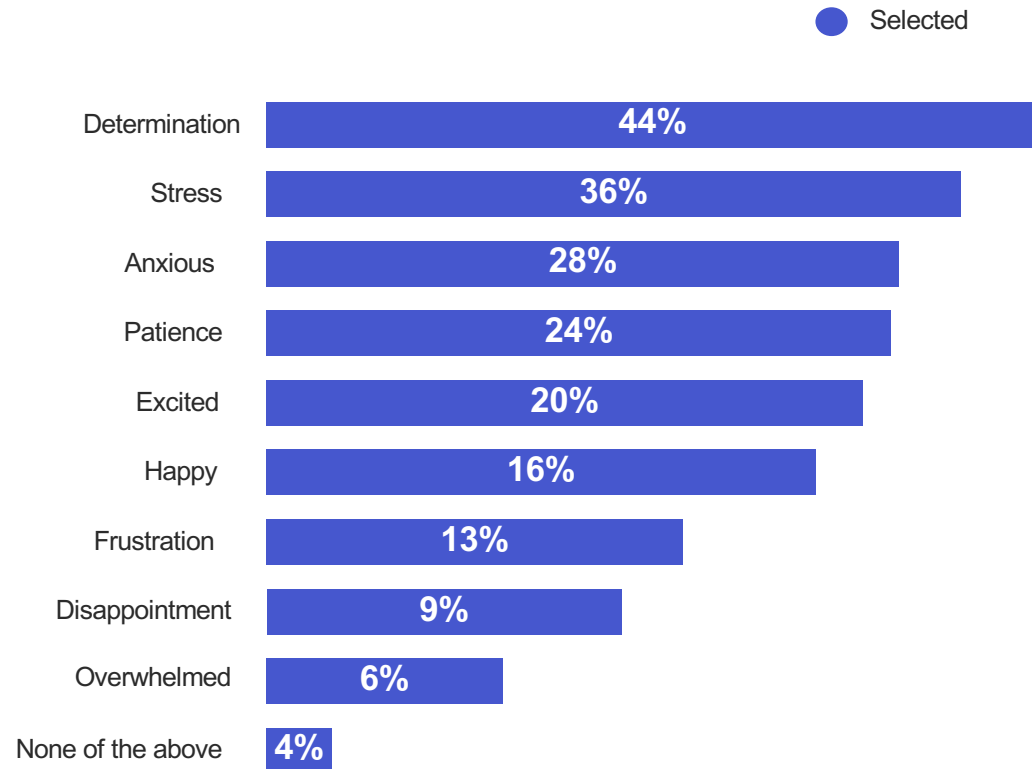
Job Seekers are confident in submitting online job applications and writing resumes but are less confident in finding open positions and negotiating job offers

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



Job Seekers report feeling determined (44%) and stressed (36%) 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]**



FRANCE: SKILLS AND EDUCATION STUDY

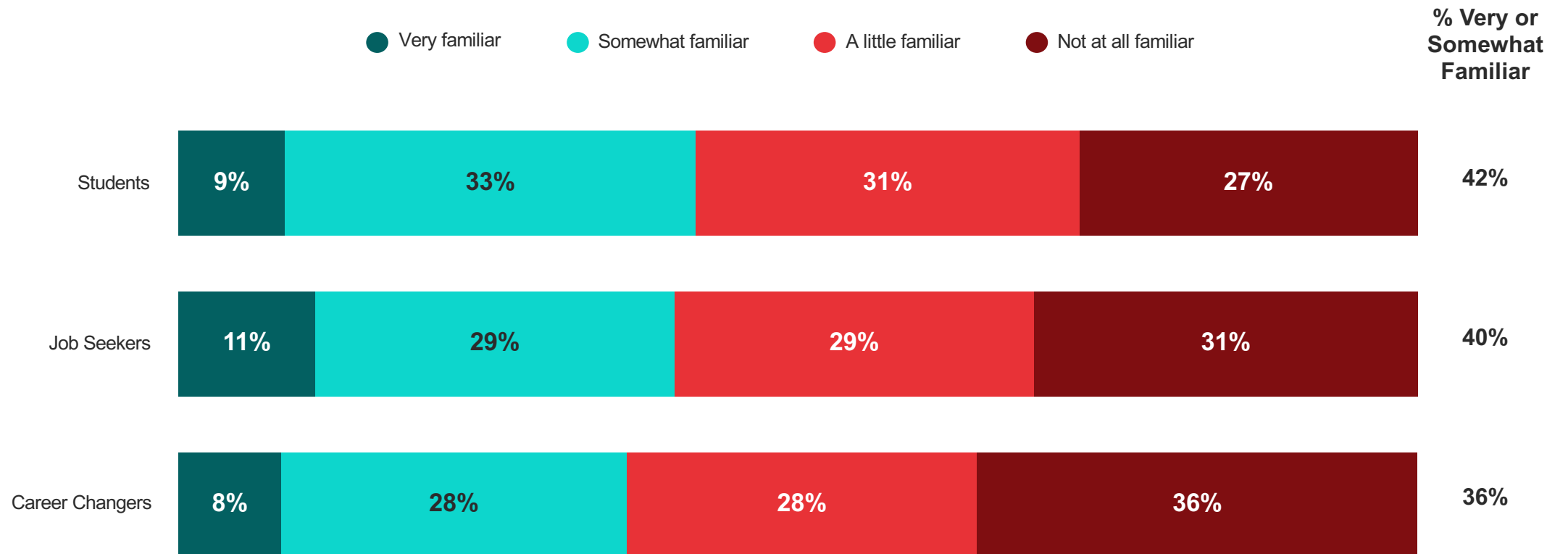
Students (46%) hold a safe work environment as being the most important attribute when looking for employment while Job Seekers (48%) think a fun work environment is most important; Career Changers (45%) prioritize a competitive pay/salary

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 | 46% | 45% | 42% |
| Supports work-life balance (is respectful of personal time/time off work) | 44% | 47% | 40% |
| Offers a fun work environment | 42% | 48% | 40% |
| Offers good vacation/paid time off (PTO) benefits | 36% | 38% | 36% |
| Offers the health care benefits I need/want | 34% | 34% | 32% |
| Offers competitive pay/salary | 33% | 39% | 45% |
| Believes in the importance of diversity, equity, and inclusion | 30% | 30% | 22% |
| Offers a clear path to mobility in the job/company (ability to be promoted) | 29% | 31% | 26% |
| Offers educational benefits such as tuition assistance | 27% | 28% | 19% |
| Offers remote working options internationally (I can live and work in a different country) | 22% | 21% | 17% |
| Offers remote working options within my country | 21% | 31% | 28% |
| Acts in the interests of their own political, cultural, and/or social beliefs and values | 19% | 21% | 17% |
| Offers continued learning and professional development opportunities | 18% | 30% | 27% |
| Adjusts workplace policies based on COVID-19 safety guidelines | 18% | 27% | 18% |

Students (42%) had the highest familiarity with these programs, while more than one-in-three Career Changers (36%) are not at all familiar with digital credential programs

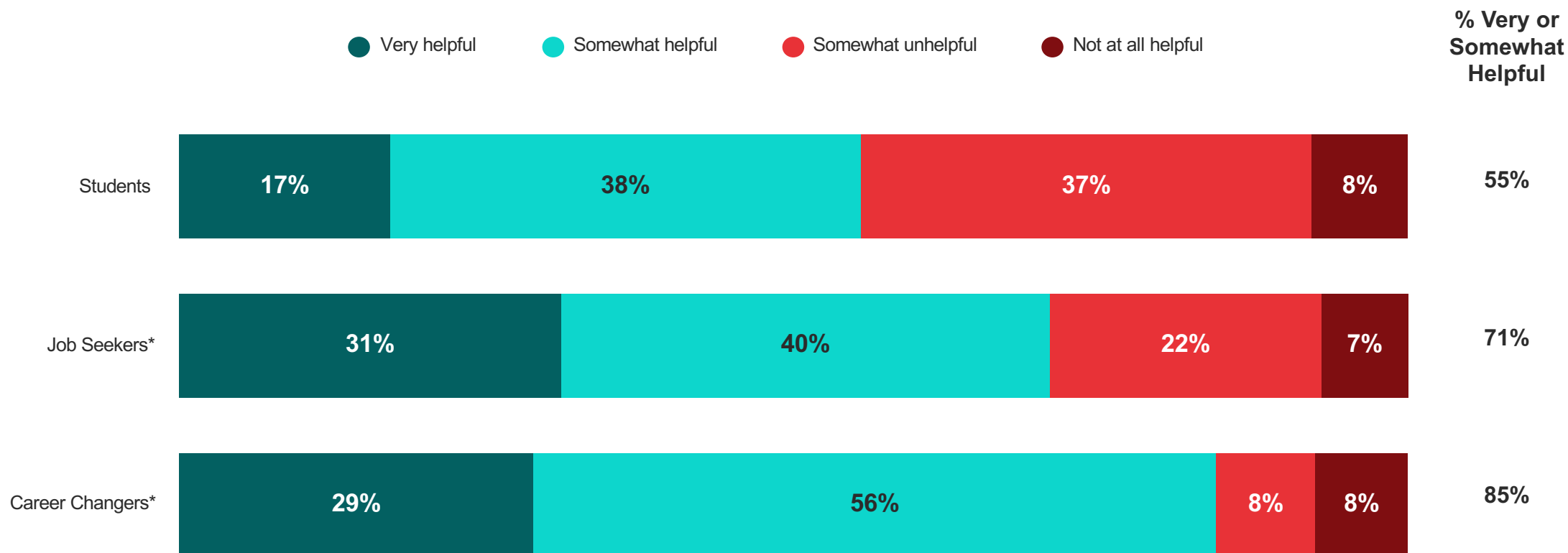
How familiar are you with digital credentials programs (These are online programs for professional or technical skill development where you can earn a credential for completion of the program).



FRANCE: SKILLS AND EDUCATION STUDY

85% of Career Changers found their digital credentials to be very or somewhat helpful in achieving career goals; Students struggle the most to see the value in their digital credentials, with more than two-fifths (45%) saying that it was somewhat unhelpful or not at all helpful

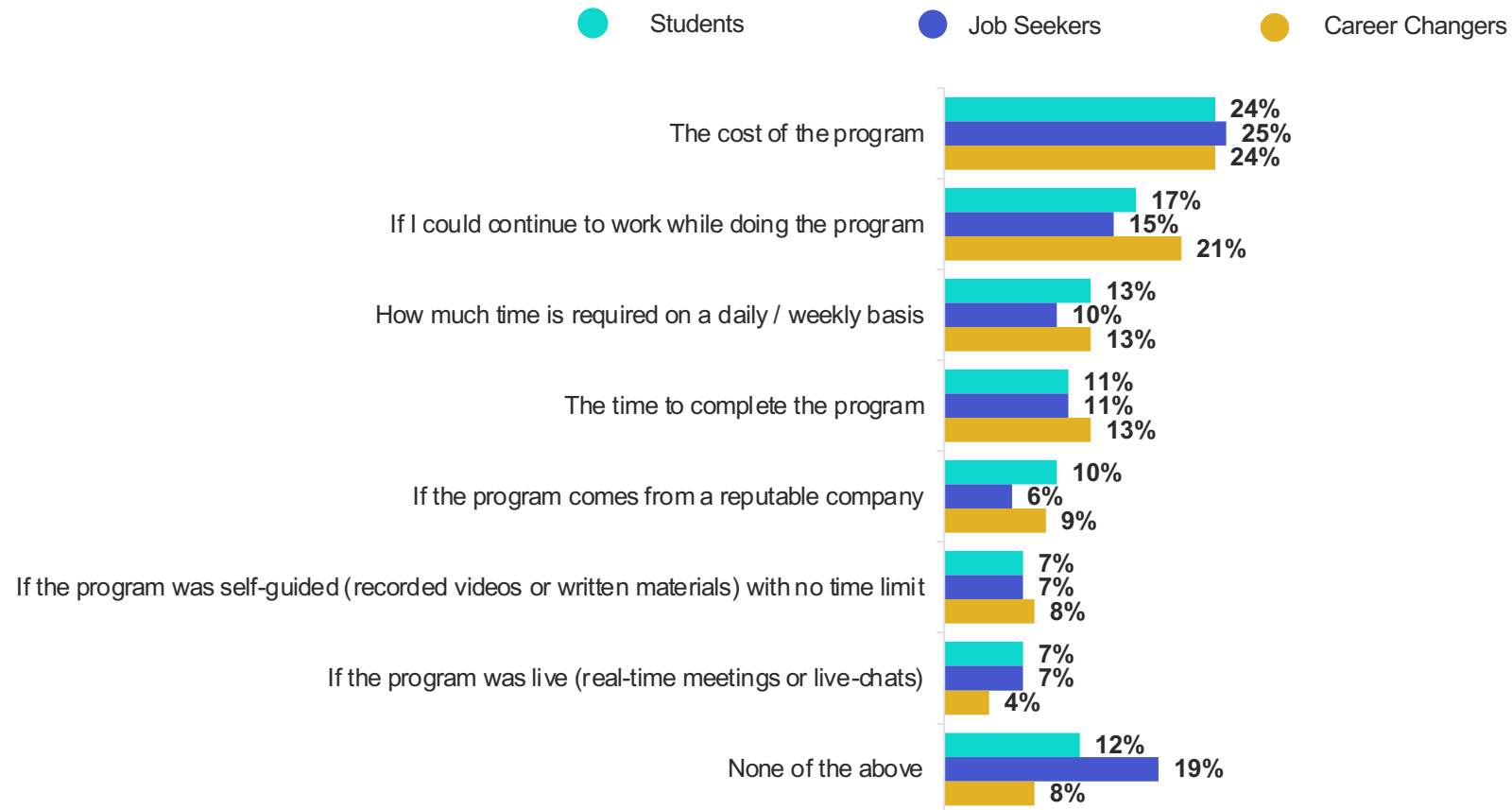
How helpful do you think your digital credential(s) were in helping you achieve your career goals?



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

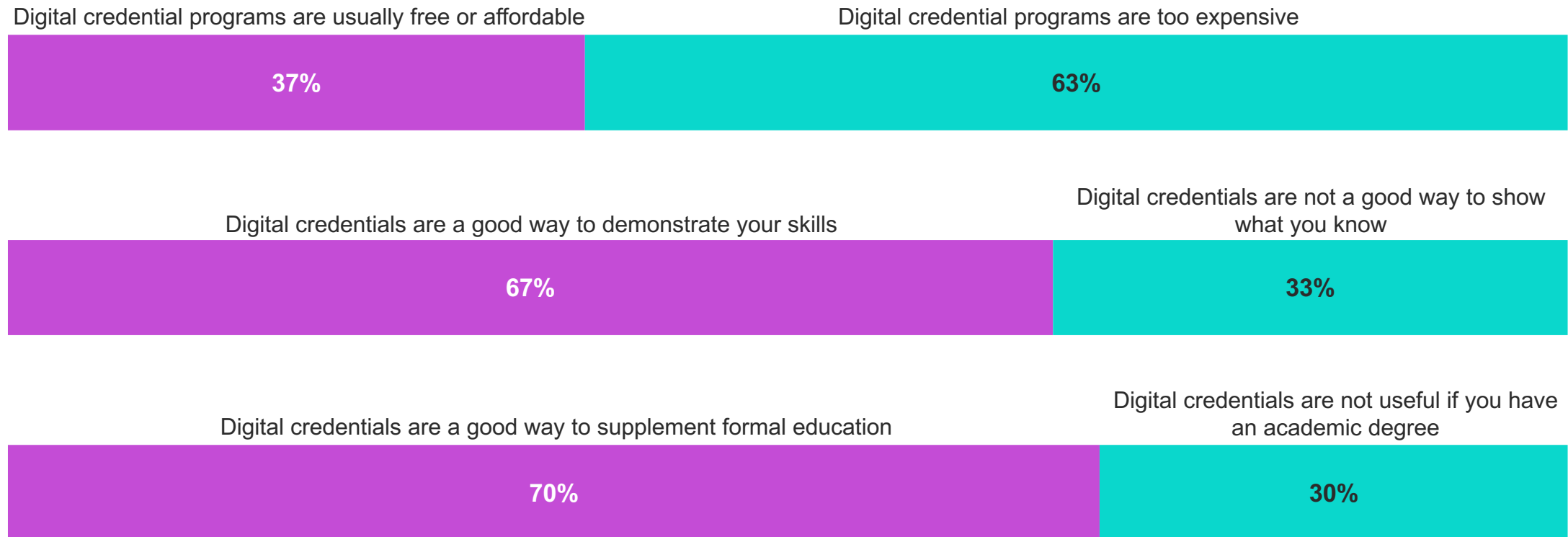
The most important factor for all audiences to consider when thinking about developing their skills and earning a digital credential is the cost of the program

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.



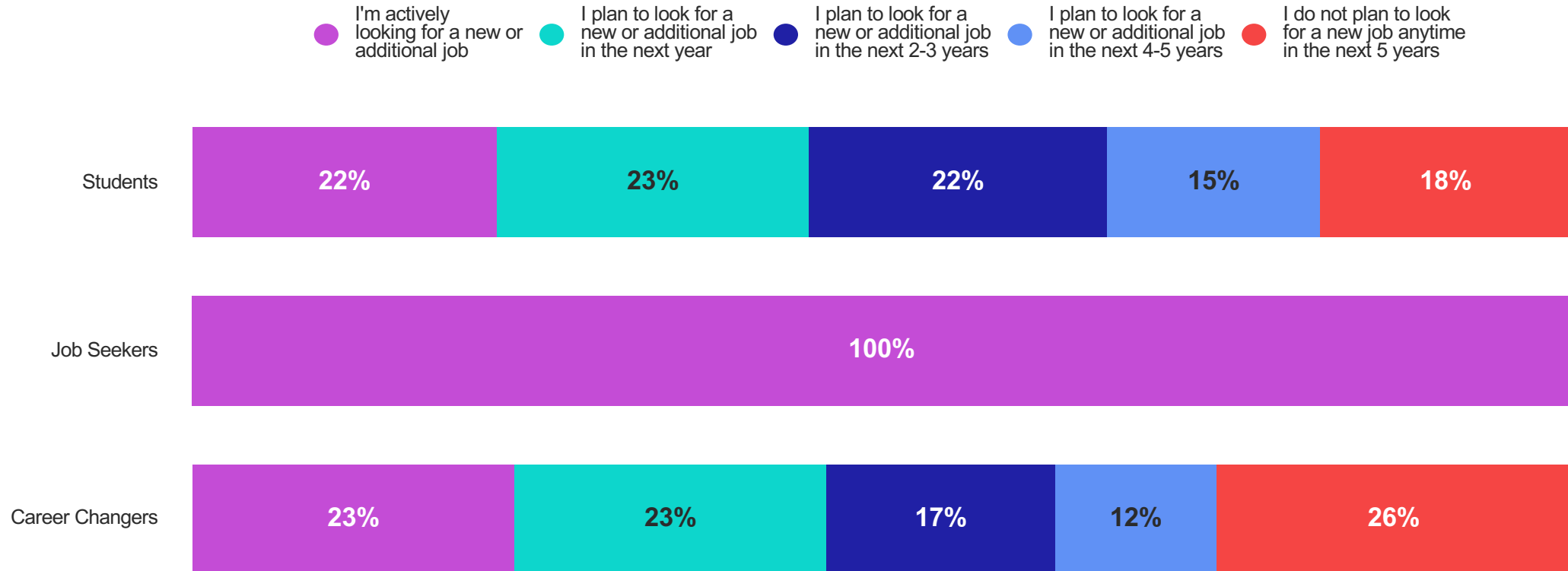
63% think that digital credential programs are too expensive; 70% also think that digital credentials are a good way to supplement formal education

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]



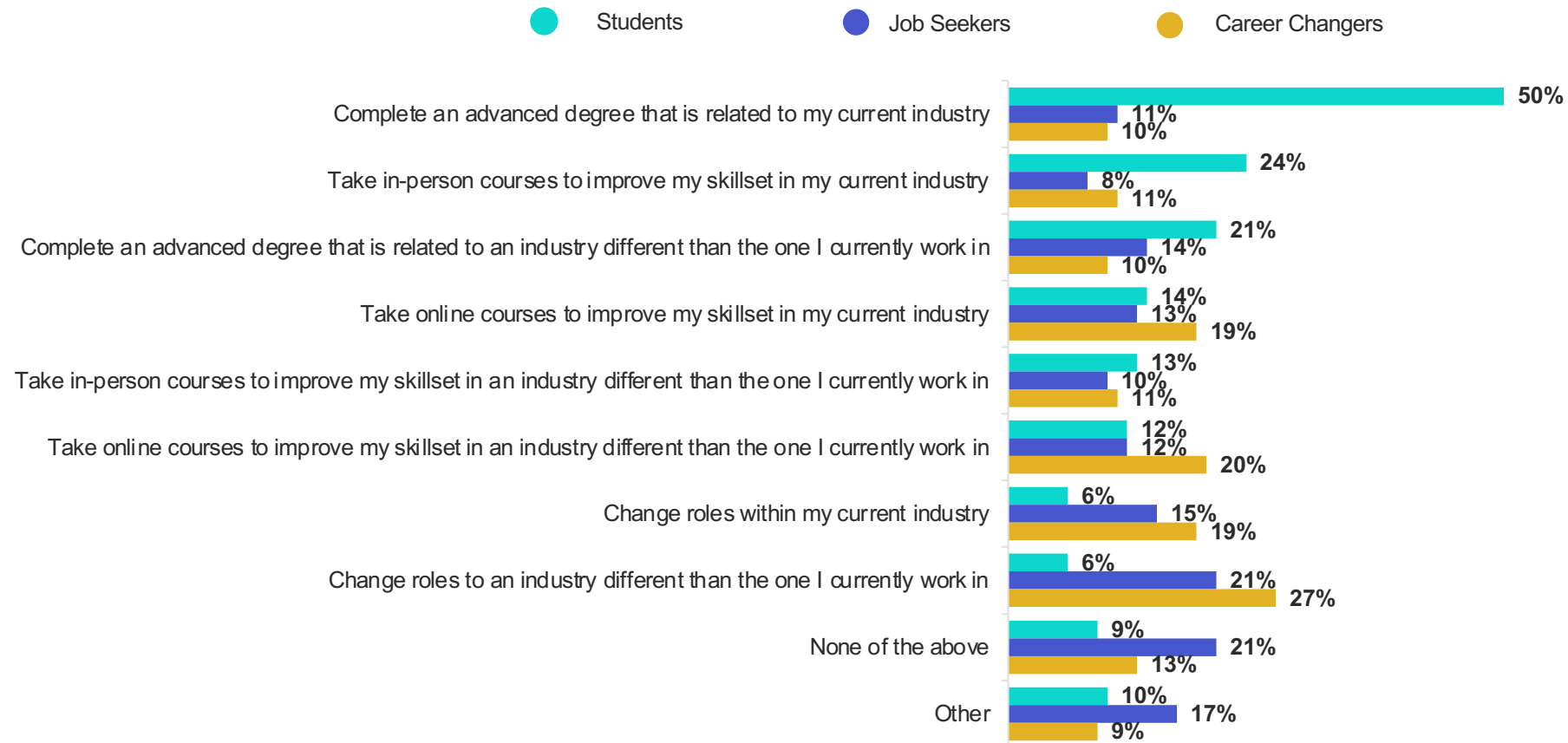
More than one-in-five Students (22%) and Career Changers (23%) are actively looking for a new or additional job

Which best describes your current situation?



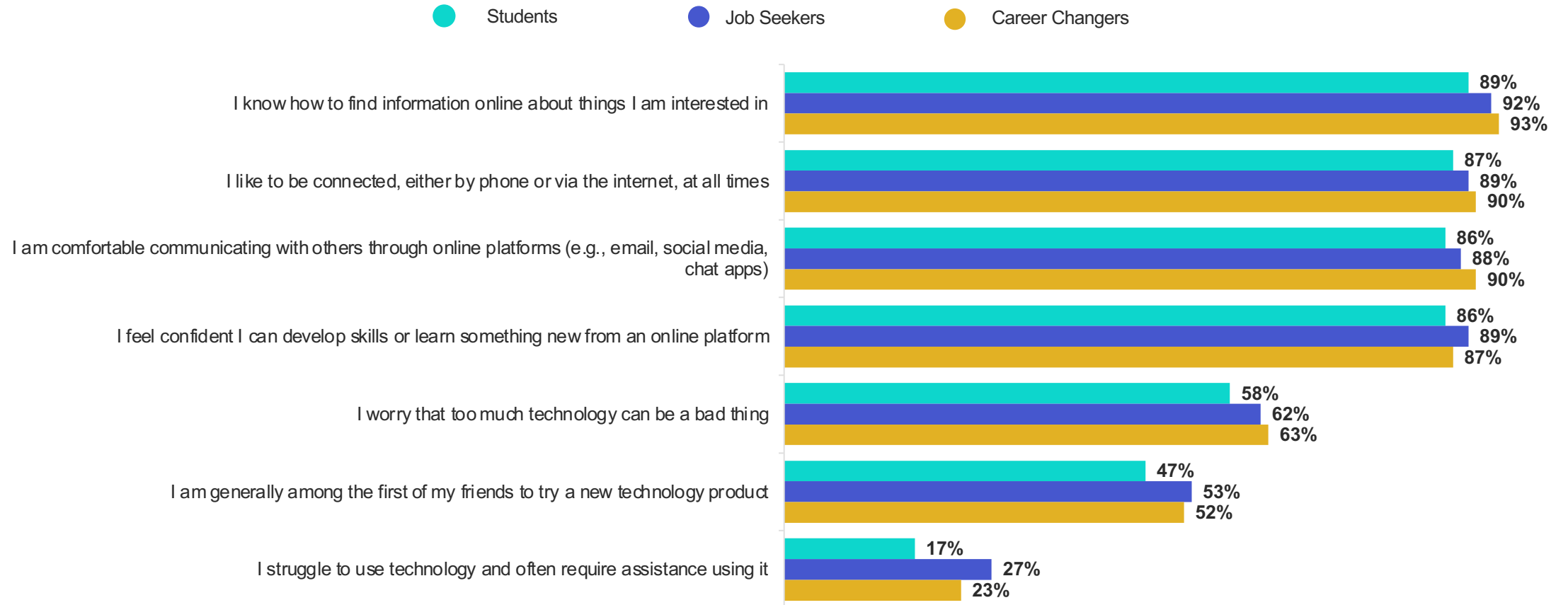
50% of Students plan to complete an advanced degree in the next 2 years; Job Seekers (21%) and Career Changers (27%) are most likely to change roles to an industry different in the next 2 years

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



Just under 9-in-10 across audiences feel confident 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]





MORNING CONSULT®