# CompTIA®

Job Seeker Trends 2022

Insights into the desired career pathways of job seekers and the strategies they use to get there

Making Sense of the "Great Resignation"

Approximately **3 in 10** respondents reported pursuing a new job or career change in the past 3 months (Q4 2021), a slight uptick versus the June 2021 wave. This encompasses those currently employed + those actively looking (classified as part of the labor market by the US Bureau of Labor Statistics); those classified as being outside of the labor force, such as retirees or those that cannot work, were excluded from the CompTIA study.

Job seekers exploring same and different career fields

63% — Looked in same or most recent career field

61% — Looked in a different career field
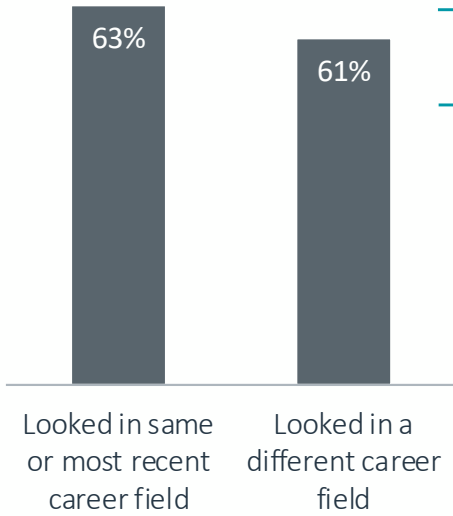
Among the subset of those characterized as a Job Seeker

Incidence rates of looking in same or different career fields revealed few differences across gender, age or education. There was a slight income effect with those reporting >$100K in household income more likely to have explored new career fields than those at <$50K.

Interest in Information Technology (IT) career opportunities skewed male by approximately 2:1, while interest in Data Analyst and related career opportunities was nearly identical between females and males. In both fields, the 35-44 age segment reported the highest rates of interest.

Top 10 Categories of Interest Among Job Seekers

22%	Sales, Marketing, Retail, Real Estate or Related
20%	Healthcare or Medical
20%	Hospitality, Food, Travel and Tourism
20%	Information Technology (IT)
18%	Business, Financial, Accounting, Analyst or Operations
14%	Personal and Professional Care, Service, or Child Care
14%	Education, Teaching, or Instruction
13%	Manufacturing or Production
13%	Data Analyst, Data Science, Database, Data Visualization
11%	Construction, Skilled Trades, Operators, or Architects

The Information Technology (IT) occupation category experienced the **highest rate of positive change** in interest (+7 percentage points) vs. the June 2021 research wave. Conversely, the Hospitality, Food, Travel and Tourism category experienced the highest reversal in interest (-6 percentage points).

Top 5 <u>Positive</u> Change[1] vs. June 2021

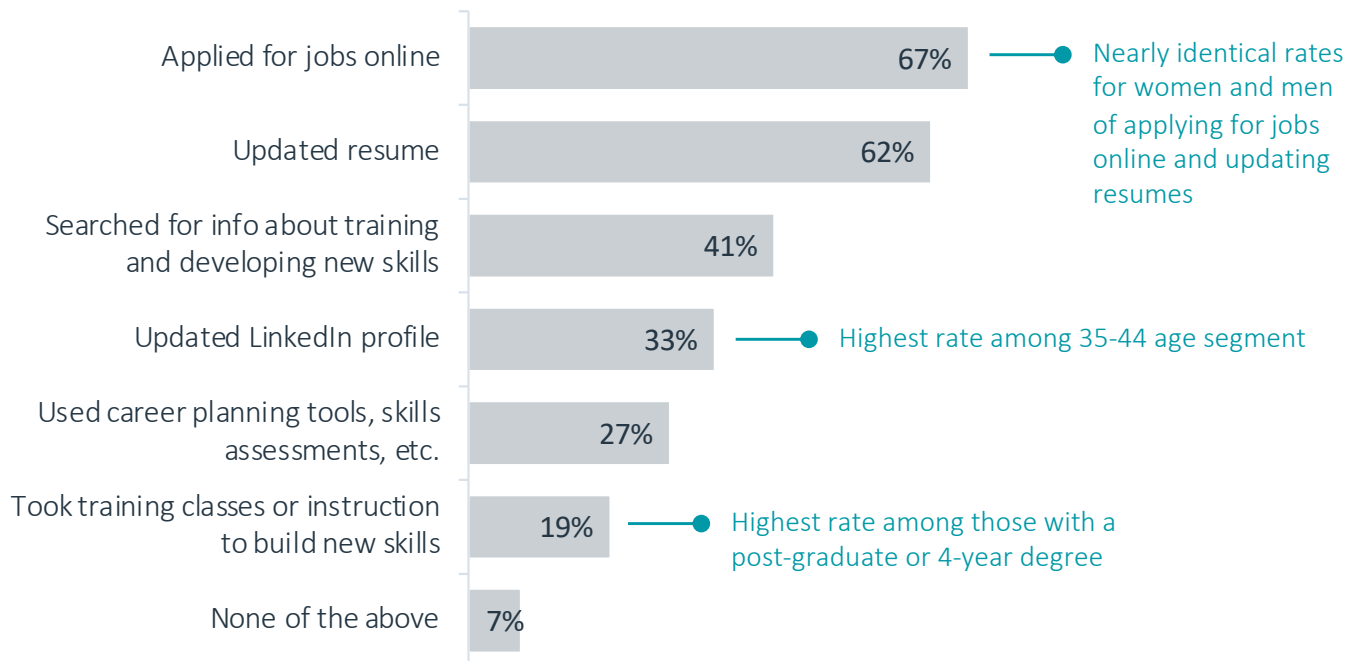|	
+7	Information Technology (IT)
+4	Business, Financial, Accounting, Analyst or Operations
+3	Education, Teaching, or Instruction
+3	Communications, Multimedia, Journalism or Social Media
+2	Healthcare or Medical

Top 5 <u>Negative</u> Change[1] vs. June 2021

-6	Hospitality, Food, Travel and Tourism
-5	Transportation, Drivers, or Material Moving
-4	Arts, Design, Entertainment or Sports
-4	Installation, Maintenance, Mechanics, or Repair
-3	Manufacturing or Production

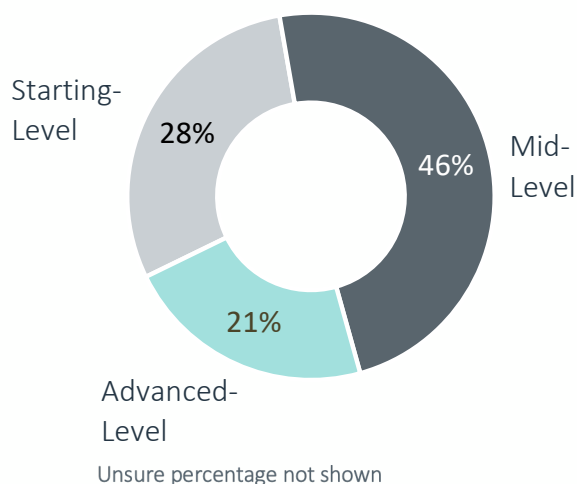[1]Estimated percentage point change

See Methodology Page for research study details

The Work...Behind Finding Work

Actions taken by Job Seekers in pursuing career opportunities

Action	Percentage
Applied for jobs online	67%
Updated resume	62%
Searched for info about training and developing new skills	41%
Updated LinkedIn profile	33%
Used career planning tools, skills assessments, etc.	27%
Took training classes or instruction to build new skills	19%
None of the above	7%

Applied for jobs online — 67%: Nearly identical rates for women and men of applying for jobs online and updating resumes

Updated LinkedIn profile — 33%: Highest rate among 35-44 age segment

Took training classes or instruction to build new skills — 19%: Highest rate among those with a post-graduate or 4-year degree

Many Job Seekers aim to climb the career ladder

Level of job sought in employment pursuits

- Starting-Level 28%
- Mid-Level 46%
- Advanced-Level 21%

Unsure percentage not shown

1 in 4 Job Seekers accepted a job offer and started a new position
Another 19% are still going through the interview process or waiting to hear.

50% of Job Seekers previously made a significant career change
Among those in this segment, 52% report an overall positive experience, while 43% indicate an experience with some positives and some negatives. Interestingly, only 5% said their last significant career change was mostly negative.

Reported reasons for not getting or not accepting a new job offer

| %	Reason
39%	Salary or benefits not sufficient
28%	Work flexibility or WFH not sufficient
15%	Perceived lack of skills or expertise
12%	Perceived lack of work experience
9%	Perceived lack of fit with culture
7%	Did not meet 4-year degree req.
19%	Not sure

Additional Training Expected, But Gaps Exist

The majority of Job Seekers expect to need additional training when transitioning into a new career field. However, a relatively small subset of Job Seekers have reported taking a training class or other instruction (19%). This could be a function of some Job Seekers still deciding which career field to pursue; the logistical or financial considerations of training; or uncertainty (see below). Segments of Job Seekers could also be casually looking with a corresponding level of time and investment of resources.

Job Seeker expectations for needing additional training to transition into a new career field	Some Additional Training	A Lot of Additional Training	NET
Data Analyst, Data Science, Database, Data Visualization	60%	29%	89%
Communications, Multimedia, Journalism, Social Media	59%	29%	88%
Information Technology (IT)	50%	34%	84%
Business, Financial, Accounting, Analyst, Operations	60%	21%	81%
Engineering or Technicians	48%	28%	76%
Sales, Marketing, Retail, Real Estate or Related	58%	18%	76%
Healthcare or Medical	46%	28%	74%
Education, Teaching, Instruction	54%	19%	73%

For the purposes of this study, the data provides directional insight into Job Seeker expectations around the need for additional training and instruction. Within each occupation category, training needs will vary according to job level. For example, within the Healthcare category, training requirements to become a surgeon will obviously be significantly higher than an entry-level healthcare aide.

Confidence varies in navigating training and education options

- Very confident: 42%
- Somewhat confident: 49%
- Not too confident or Unsure: 10%
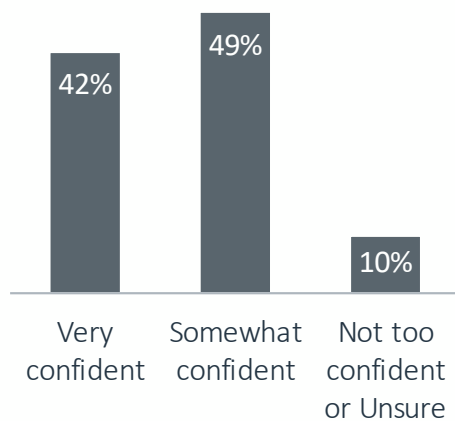
Training Intent[1] in Pursuit of New Career Opportunities
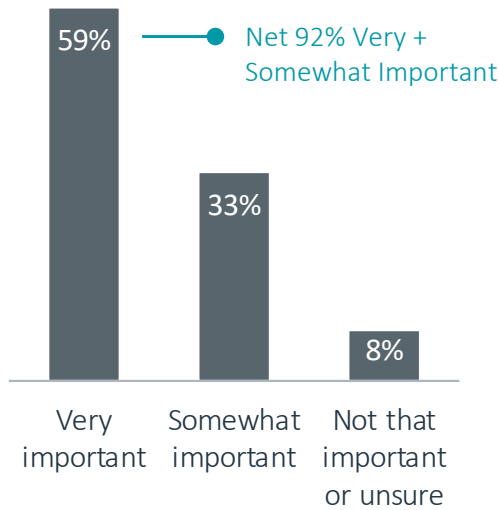
60%	Take an online training course
50%	Self-study on own
41%	Take an in-person training course
30%	Look for an apprenticeship opportunity
30%	Take courses at a community college
29%	Take courses at a university

[1]Weighted average across all occupation categories

Slight age effect with the 18-34 and 35-44 age segments expressing slightly more confidence in being able to navigate training and education options.
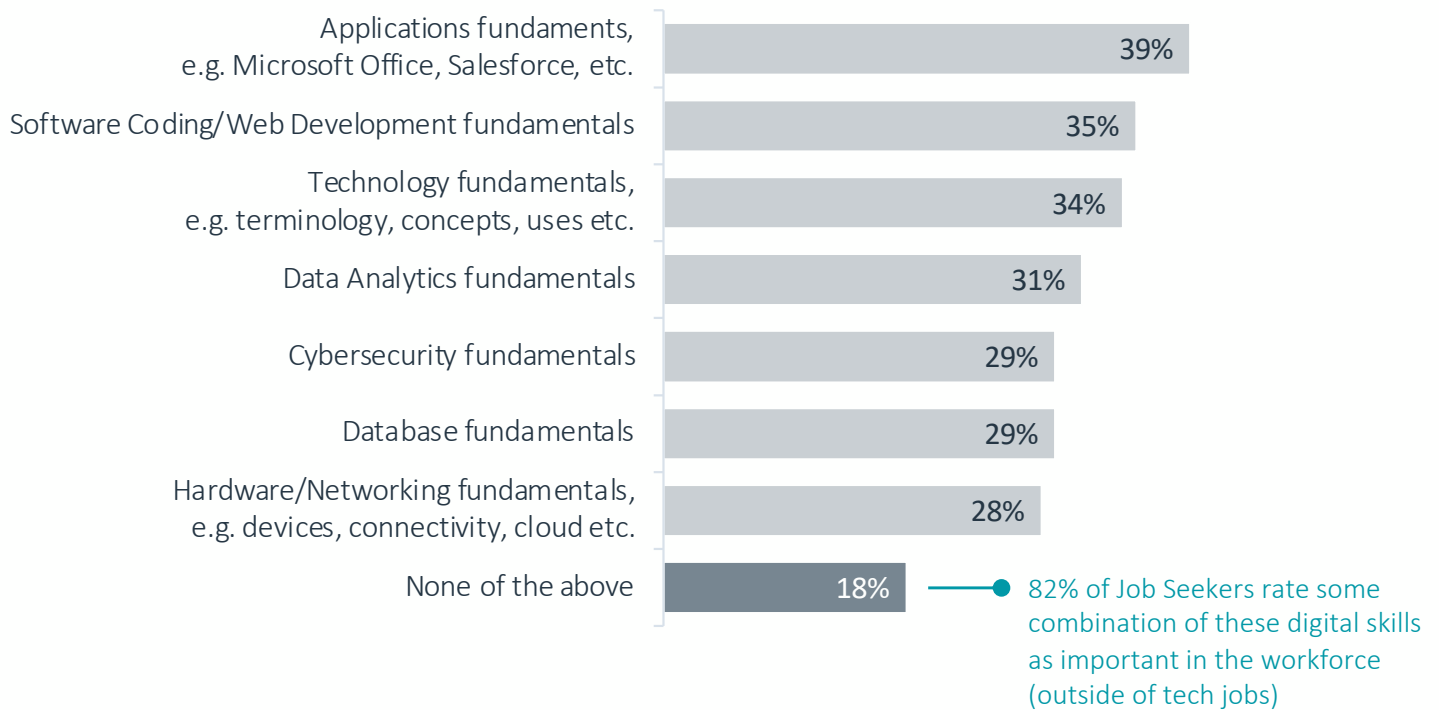
Confirming the Importance of Digital Skills

Rating of importance of digital skill needs in workforce (outside of tech jobs)

59% — Net 92% Very + Somewhat Important

Very important	Somewhat important	Not that important or unsure
59%	33%	8%

Digital Skills Need	Very important ratings summary
Job Seekers Overall	59%
Female	59%
Male	58%
Age: 18-34	60%
Age: 35-44	57%
Age: 45-64	58%
< 4-yr Degree	52%
4-yr Degree	64%
Post-Grad	72%

Top 5 perceived digital skill needs in workforce (outside of tech jobs)

Applications fundaments, e.g. Microsoft Office, Salesforce, etc.	39%
Software Coding/Web Development fundamentals	35%
Technology fundamentals, e.g. terminology, concepts, uses etc.	34%
Data Analytics fundamentals	31%
Cybersecurity fundamentals	29%
Database fundamentals	29%
Hardware/Networking fundamentals, e.g. devices, connectivity, cloud etc.	28%
None of the above	18%

82% of Job Seekers rate some combination of these digital skills as important in the workforce (outside of tech jobs)

Segmentation of top 5 perceived digital skill needs

	Age 18-34	Age 35-44	Age 45-64
1.	Software Coding/Web Dev.	Software Coding/Web Dev.	Applications
2.	Applications	Applications	Database
3.	Technology	Technology	Data Analytics
4.	Data Analytics	Hardware/Networking	Software Coding/Web Dev.
5.	Hardware/Networking	Data Analytics	Cybersecurity

A Closer Look at Job Seeker Interest in Information Technology (IT) and Data Fields

	All Job Seekers	Job Seekers Considering Technology Positions	Job Seekers Considering Data Positions
Applied for jobs online	67%	71%	75%
Updated resume	62%	66%	71%
Searched for information re: training/skills development	41%	66%	68%
Updated LinkedIn profile	33%	55%	53%
Used career planning tools, skills assessments, etc.	27%	48%	48%
Took training classes or instruction to build new skills	19%	33%	36%
None of the above	7%	2%	1%

———● This indicates Job Seekers considering positions in technology or data tend to engage in activities such as searching for information about training and skills development, updating LinkedIn profiles or taking training classes at higher rates than Job Seekers in general.

———● Job Seekers considering information technology career opportunities are slightly more likely to report pursuing mid-level or advanced-level positions.
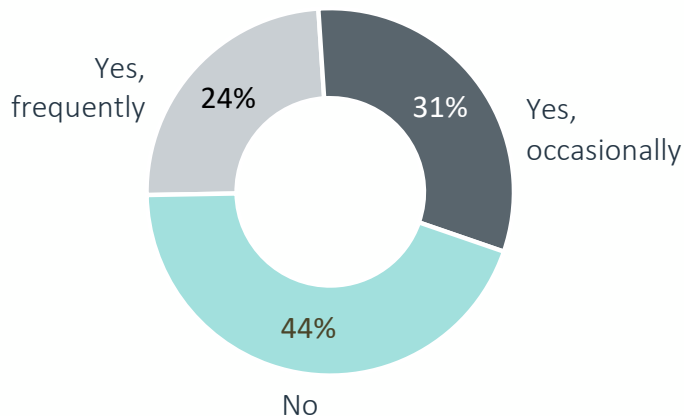
Reasons given for not considering career opportunities in these fields

■ Information Technology (IT) Jobs   ■ Data-Related Jobs

Just not interested in the field — 36% / 37%

Perception training takes too much time — 27% / 20%

Perception not good enough at math and science — 23% / 20%

Perception too expensive to train for a job — 22% / 19%

Perception not enough jobs in the field where I live — 15% / 19%

Perception jobs in the field require working too many hours — 12% / 14%

Perception jobs in the field don't pay enough — 12% / 15%

———● The top perceived reason 'just not interested' was consistent with the June 2021 wave; although slightly higher during the January 2022 wave.

———● The reason 'training takes too much time' moved up in the rankings vs. the June 2021 wave.

Talent Marketplaces Make Their Mark

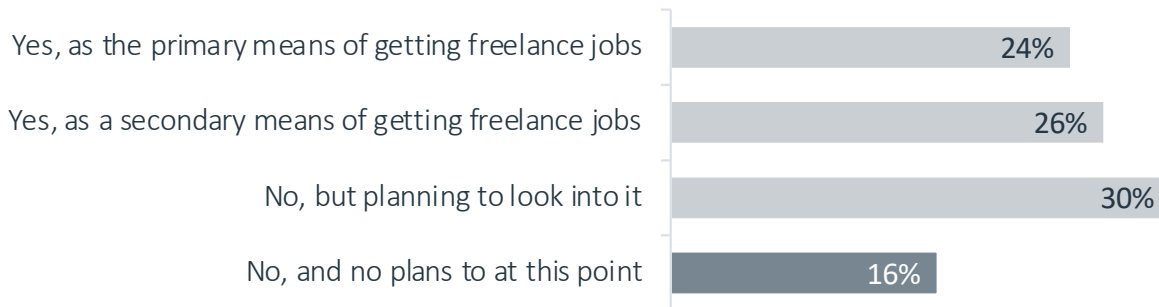## Incidence of Job Seekers engaging in freelance, gig or "side hustle" work

- Yes, frequently: 24%
- Yes, occasionally: 31%
- No: 44%

Incidence of Freelance, gig, etc. work	NET Frequently + Occasionally
Job Seekers Overall	55%
Female	51%
Male	62%
Age: 18-34	67%
Age: 35-44	59%
Age: 45-64	41%
Hispanic / Latino	64%
Black / African American	59%
White	55%

Interestingly, the reported rates of frequently or occasionally engaging in freelance or gig work are fairly similar across residents living in an urban metro area, a suburban area or a rural area.

Incidence of using freelance platforms
e.g. Upwork, Fiverr, Toptal, Freelancer.com, etc.

Yes, as the primary means of getting freelance jobs	24%
Yes, as a secondary means of getting freelance jobs	26%
No, but planning to look into it	30%
No, and no plans to at this point	16%

Reported Positives of Freelance Platforms

- 43% Ease of getting started and gaining experience with freelancing
- 40% Overall convenience of platforms vs. doing everything yourself
- 36% Expanding / reaching more potential clients
- 28% Tools to screen for best potential jobs / clients
- 28% Tools to manage time / projects / client engagement, etc.
- 26% Payment processing / financial management
- 24% Certifications / credentials to validate expertise

Reported Negatives of Freelance Platforms

- 44% Unpredictability of workflow / earnings
- 31% Fees / commissions paid to platform
- 31% Challenge of standing out among large pool of freelancers
- 29% Pricing competition / pressure to offer low prices to win jobs
- 28% Stress of maintaining a high user rating
- 17% Exclusivity / not being able to work with clients independent of the platform

Methodology

CompTIA's *Job Seeker Trends* study was conducted via a quantitative survey fielded online during January 10-17, 2022. The data was weighted to approximate a target sample of U.S. adults based on gender, educational attainment, age, race, and region. Results from the full survey with n=1,119 have an approximate margin of error of +/- 3 percentage points.

The survey was administrated by the research firm Morning Consult.

Within the context of this study, job seekers are defined as adults who have looked for a new job within their current or most recent career field or explored new jobs in a different career field in the past 3 months. Note: the data suggests some respondents interpreted 'new career' pathway as a new job role within an existing field (e.g. transitioning from an IT support role to a cybersecurity role). Overall, this had little effect on the key themes of the findings.

Caveats to Keep in Mind:
- The intent of this study was to capture a broad-based look at career exploration, allowing for comparisons across occupation categories. The trade-off with this approach is less detail in any one occupation category. Occupations were described at a high level without providing detailed definitions or an extensive list of jobs falling within the category.

- Past CompTIA research indicates certain segments new to the field of information technology (IT) have a number of preconceived notions of what the career field entails. In some cases, Job Seekers may have an interest in a job role with a significant technology or data or digital component without thinking of it in the context of a traditional "IT" role.

- The reported rates of engaging in training in this study pertain to active job seekers only. The large segment of workers that routinely train to improve their skills or prepare for a certification exam that are not actively looking (although could be planning for career advancement with their existing employer) are not included in the training figures.

CompTIA is a member of the market research industry's Insights Association and adheres to its internationally respected Code of Standards. Any questions regarding the study should be directed to CompTIA Research and Market Intelligence staff at research@comptia.org.

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