



Job Seeker Trends

Longitudinal trending of career pursuits among
the career intent, tech intent and skills intent

Job Seekers Explore Opportunities

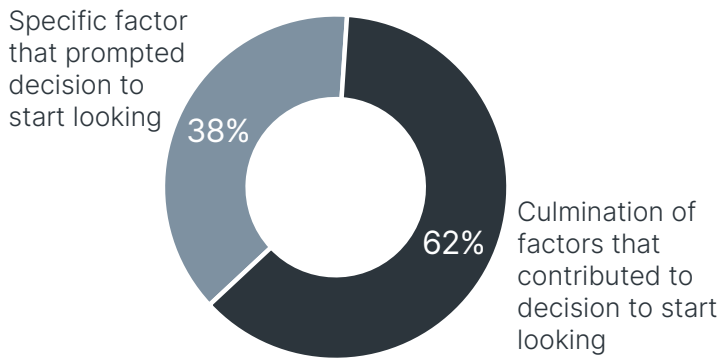
27%

45m

Approximately 27% of the US labor market report pursuing a new job or career change during the past three months, a rate consistent with prior waves of research.

Twenty-seven percent translates to approximately 45 million active job seekers. Two-thirds of job seekers report exploring opportunities in their current field, while 57% are considering a career change into a new field.

Prompt that initiated job seeking



Top factors contributing to job seekers pursuing new employment opportunities

- 1 Financial situation changed
- 2 Stuck in a rut and wanting something new
- 3 Burnout or stress
- 4 Unhappy with current career trajectory
- 5 Values or life priorities changed

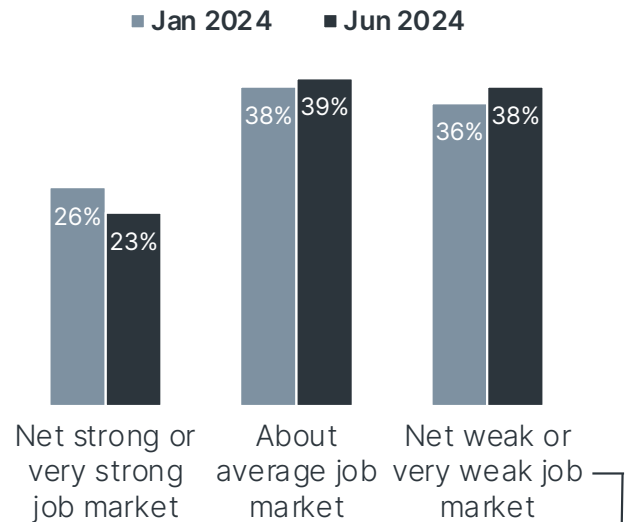
Top factors for not job seeking or exploring new career opportunities

- 1 Content/satisfied in current job
- 2 Waiting for the right opportunity
- 3 Timing/circumstances not right
- 4 Balancing demands of current job, family, etc.
- 5 Need more work experience, skills, etc.

Highest among Baby Boomers (64%); conversely lowest among Gen Z (41%). Gen Z and Millennials rate the need for additional work experience or skills at relatively higher rates.

Job seeker perceptions of the job market

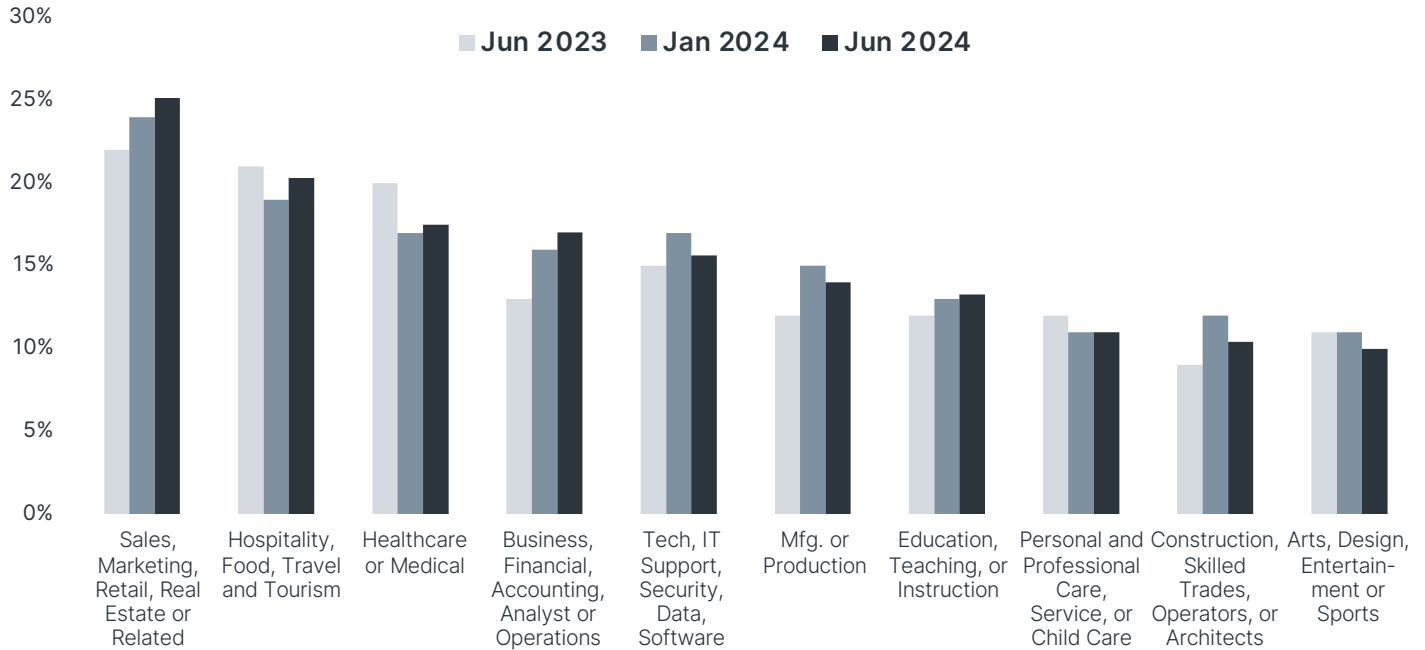
Perceived availability of job opportunities and hiring



The data indicates correlation with income: those with lower incomes report more pessimism with job prospects.

Consideration for Range of Career Fields

Career fields Job Seekers considered during the Q2 2024 time period



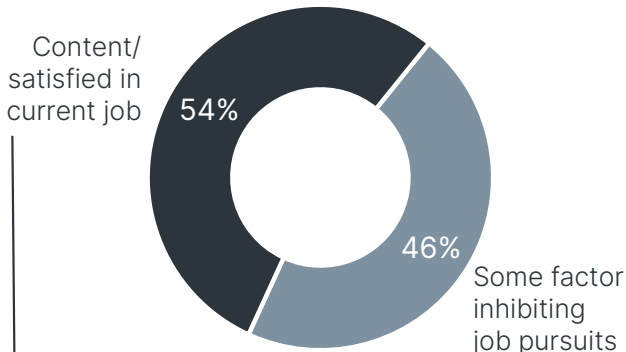
Job seeker consideration for career change options dipped slightly across many occupation categories, possibly a reflection of ongoing market uncertainty.

Technology career consideration followed the pattern of many occupation categories and fell slightly (although possibly within the margin of error), but remains a top 5 selection.

	June 2021	June 2022	June 2023	June 2024
Sales, Marketing, Retail, Real Estate or Related	22%	23%	22%	25%
Hospitality, Food, Travel and Tourism	26%	23%	21%	20%
Healthcare or Medical	18%	21%	20%	17%
Business, Financial, Accounting, Analyst or Operations	14%	18%	13%	17%
Technology, IT Support, Cybersecurity, Data, Software or IT Proj. Mgt.	13%	17%	15%	16%
Manufacturing or Production	16%	16%	12%	14%
Education, Teaching, or Instruction	11%	12%	12%	13%
Transportation, Drivers, or Material Moving	14%	12%	11%	11%
Personal and Professional Care, Service, or Child Care	16%	12%	12%	11%
Construction, Skilled Trades, Operators, or Architects	13%	11%	9%	10%
Arts, Design, Entertainment or Sports	13%	10%	11%	10%
Community, Social Service, Psychology or Non-profit	11%	10%	10%	10%
Comm., Multimedia, Journalism or Social Media	8%	10%	9%	10%
Engineering or Technicians	7%	8%	5%	7%
Installation, Maintenance, Mechanics, or Repair	10%	6%	6%	7%
Life, Physical, or Social Science	5%	7%	6%	6%
Legal, Criminal Justice, Law Enforcement or Armed Forces	6%	6%	5%	6%
Farming, Fishing, or Forestry	6%	5%	4%	4%

Skills Intent Workers Plan for the Future

Among non-job seekers, about half fall into the Career Content category



The data indicates Gen Z are most restless in their job with 41% content/satisfied (vs. 64% for Baby Boomers, 51% for Gen X and 52% for Millennial)

73%

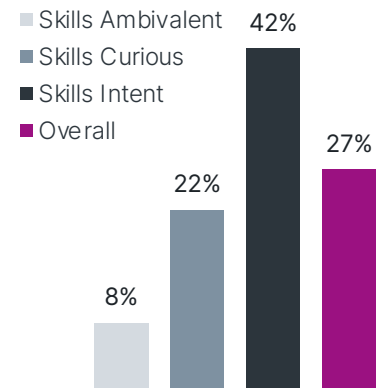
Non-job seekers represent 73% of the labor market. CompTIA further segments into the Career Content (39%) and the Career Curious (34%)

Top reported reasons for not pursuing new job opportunities

- 1 Waiting for the right opportunity
- 2 Timing/circumstances not right
- 3 Balancing current job or family responsibilities
- 4 Paused looking, plan to resume at a later time
- 5 Need more experience or training

Intent to train to develop skills over next 3 months

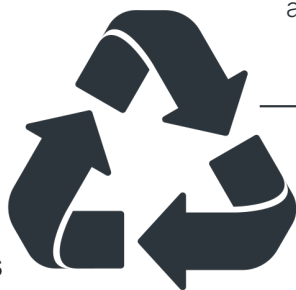
Among non-job seekers | training for skills development may entail formal paid learning or informal free learning content



Intent over next 3 months

Skills Intent 48%

Skills development rating of very important to career advancement and/or career maintenance



Adjusted rates as a % of the overall labor market:

- 35% Skills Intent
- 15% Skills Curious
- 23% Skills Ambivalent

Skills Ambivalent 31%

Skills Curious 21%

Importance rating (net) of skills development focus areas	Skills Ambivalent	Skills Curious	Skills Intent
Leadership, communication or team skills	54%	76%	87%
Skills specific to job role	50%	77%	86%
Digital fluency skills	24%	47%	85%
Project management skills	43%	62%	76%
Data or analysis skills	37%	59%	72%
Technical skills, e.g. cybersecurity	34%	55%	70%
Creative skills	31%	51%	61%
Artificial intelligence (AI) skills	25%	45%	53%

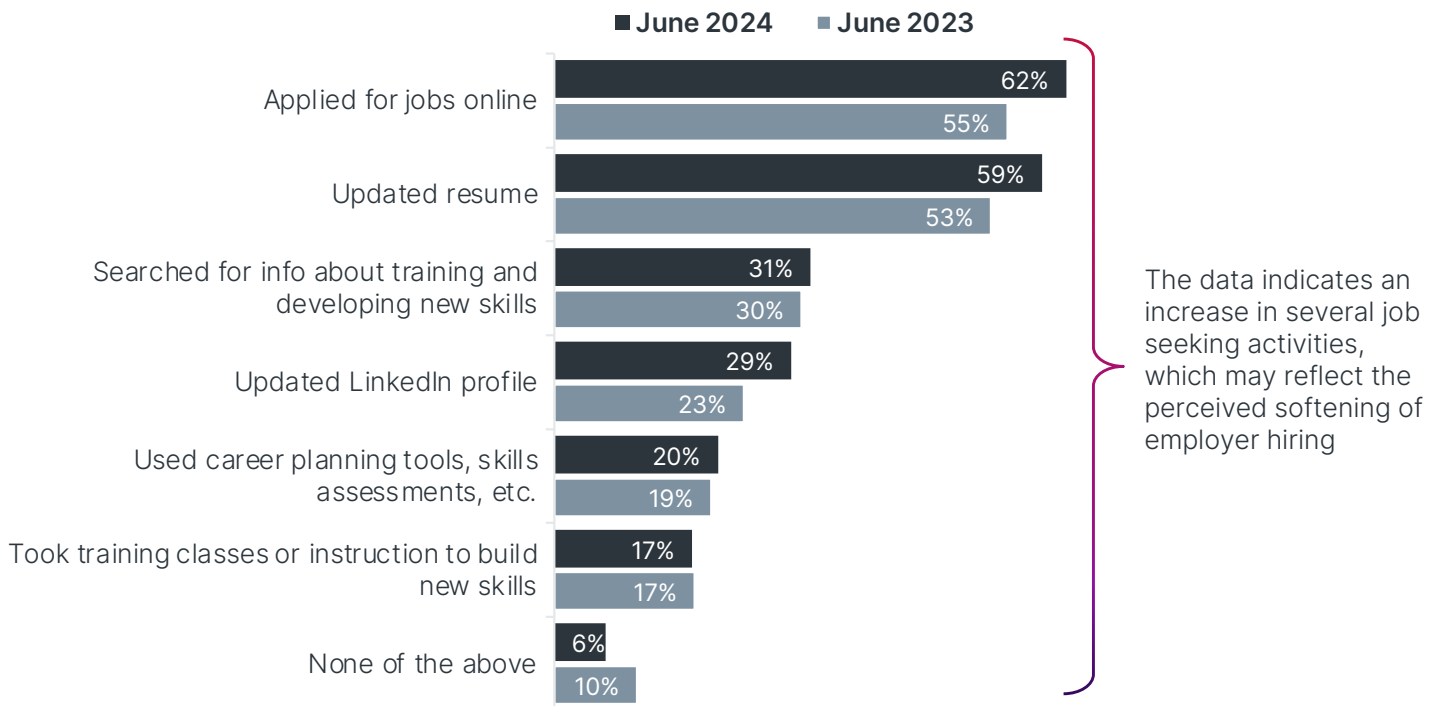
Expectation for who will drive skills development training

Mostly driven by self [63%]
 Mostly driven by employer [13%]
 About an even split [19%]
 Unsure [4%]

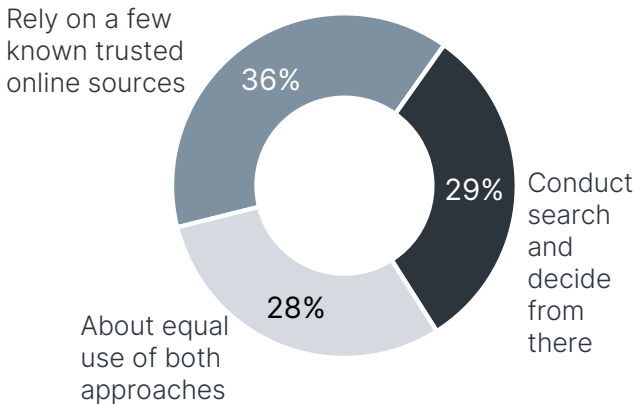
The Skills Intent segment reports a slightly higher rate of proactive self-driven training vs. the Skills Ambivalent relying more on the employer to drive the decision.

The Work...Behind Finding Work

Actions taken by job seekers in pursuing career opportunities



Approach to finding career exploration resources



Unsure percentage not shown | January 2024 wave of Job Seeker data

Top reported challenges of pursuing a new job

- 1 Time to apply for jobs, fill out applications, interviews
- 2 Mental fatigue and stress of lengthy job searches
- 3 Figuring out where/how to start job search strategy
- 4 Balancing job searches with the demands of work or family
- 5 Automated application systems that screen out candidates
- 6 Information overload with job boards and career sites
- 7 Too many rounds of interviews

● Women report seeking career exploration information and resources from known trusted sources at a higher rate than men (41% vs. 31%), whereas men report relying on search engines as the starting point at a slightly higher rate (32% vs. 25%).

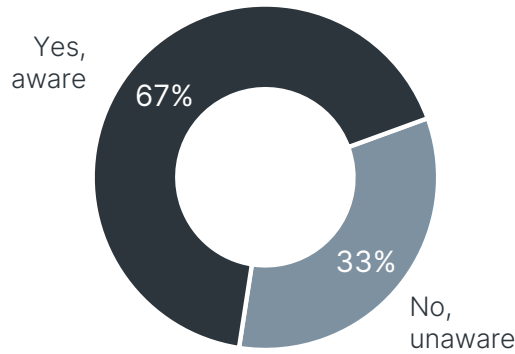
● Time remains the top challenge in pursuing a new career opportunity. Forty-eight percent of job seekers cite this factor, an increase of 5 percentage points compared to the June 2023 rate.

● Figuring out where/how to get started with a job search also moved up the rankings to the #3 position vs. #7 in the June 2023 wave.

Artificial Intelligence Enters the Picture

Aware of artificial intelligence (AI) and potential impact on workforce

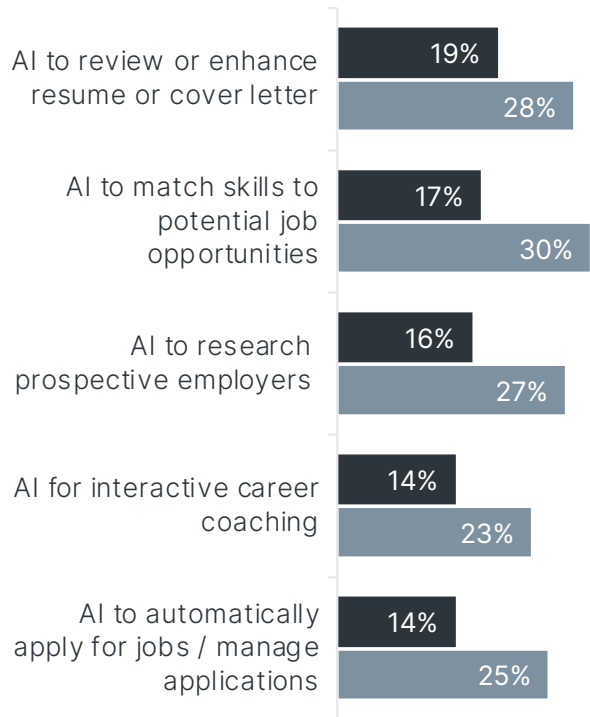
January 2024 wave of Job Seeker data



- Awareness of the discussion around AI and its potential impact on the workforce is mostly evenly known across demographic segments. The data indicates a slight education effect with those with a 4-year degree or higher more aware of the AI discussion than those without a degree (75% vs. 61%).
- As the use of automated hiring systems increases – especially those with AI-enabled capabilities, employers and job seekers will face new challenges as they weigh hiring strategies, effectiveness tradeoffs and ethics.

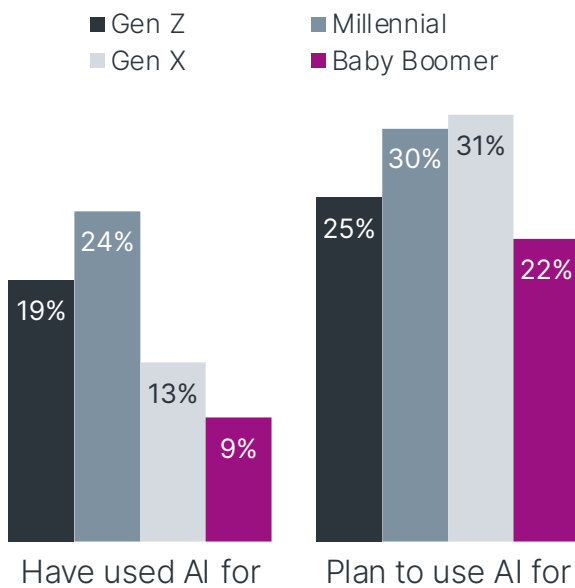
Use of AI-enabled career tools

■ Have used AI for ■ Plan to use AI for



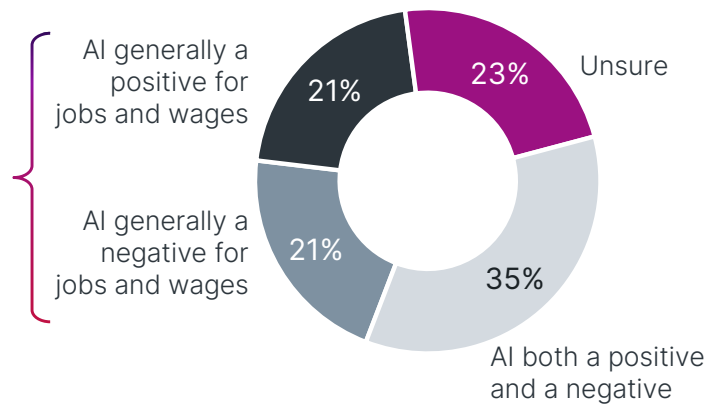
Use of AI-enabled tools to review/enhance resume or cover letters

January 2024 wave of Job Seeker data



Perceived impact of AI to jobs and wages

June 2024 wave of Job Seeker data



- There are still many unknown variables and assumptions in assessing AI's impact on jobs and wages. Arguably, Job Seekers have a more realistic take than many professional prognosticators in expecting upsides, downsides and unknowns.

The Expectations Balancing Act

The data confirms job seekers continue to place a high priority on pay increases. Work flexibility also rates as a top factor reflecting the likely permanent shift in expectations around remote work.

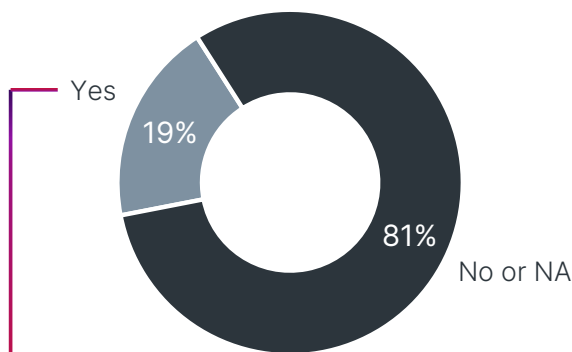
Employee experience (EX) factors such as work-life balance and personal wellbeing remain important considerations, especially for job seekers in the 18-34 age group. Conversely, red flags with hiring managers or poor work culture pose a significant risk to successfully recruiting job candidates for employers.

Top reported factors among job seekers in considering a new job opportunity	Jun 2023	Jun 2024	Gen Z	Gen X
Higher pay / benefits	65%	68%	67%	67%
Job security / stability	36%	41%	34%	35%
Better work-life balance / personal wellbeing	39%	42%	25%	23%
Work from home / remote work option	35%	33%	25%	32%
Career growth / advancement opportunities	30%	33%	37%	30%
More meaningful / fulfilling career	27%	28%	32%	26%

Top reported barriers among job seekers in forgoing a job opportunity	Jun 2023	Jun 2024	Men	Women
New position not sufficiently better, e.g. work, salary, etc.	NA	45%	45%	44%
Red flags with hiring manager / team	42%	44%	40%	48%
Job posting unrealistic, e.g exp., skill, educ. requirements	NA	38%	36%	39%
Employer not committed to supporting career growth	29%	33%	34%	31%
Employer reputation / cultural fit with your values	29%	32%	35%	28%
Lack of WFH option / work location	28%	26%	23%	31%

Incidence of current job seekers resigning from a previous position

Leaving job during past 12 months time period | rate unchanged vs. January 2024 data

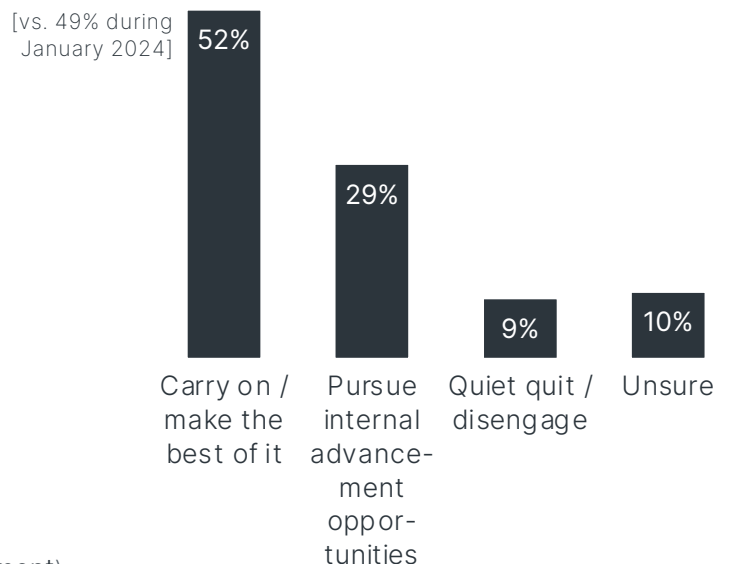


Reported reasons for resigning

- 40% Take another job
- 19% Take personal time off / Recharge
- 17% Medical reasons
- 16% Moving to new location
- 15% Leaving the workforce
- 23% Other (childcare, eldercare, retirement)

Lack of success in career change can lead to dejection and disengagement

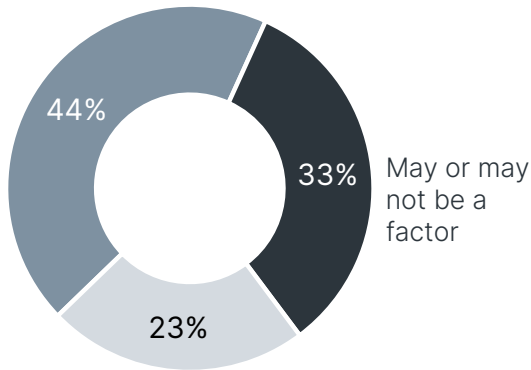
29% report redoubling their efforts to pursue internal advancement opportunities



Overcoming Barriers to Career Change

Confidence gap¹ remains a significant issue for many job seekers

Net definitely or probably a factor



Net definitely or probably not a factor

¹For the purposes of this study, the confidence gap was described as the often mistaken belief that working in technology is not possible due to real or perceived barriers that discourage some candidates.

Job seeker assessment of perceived difficulty of transitioning into new career fields

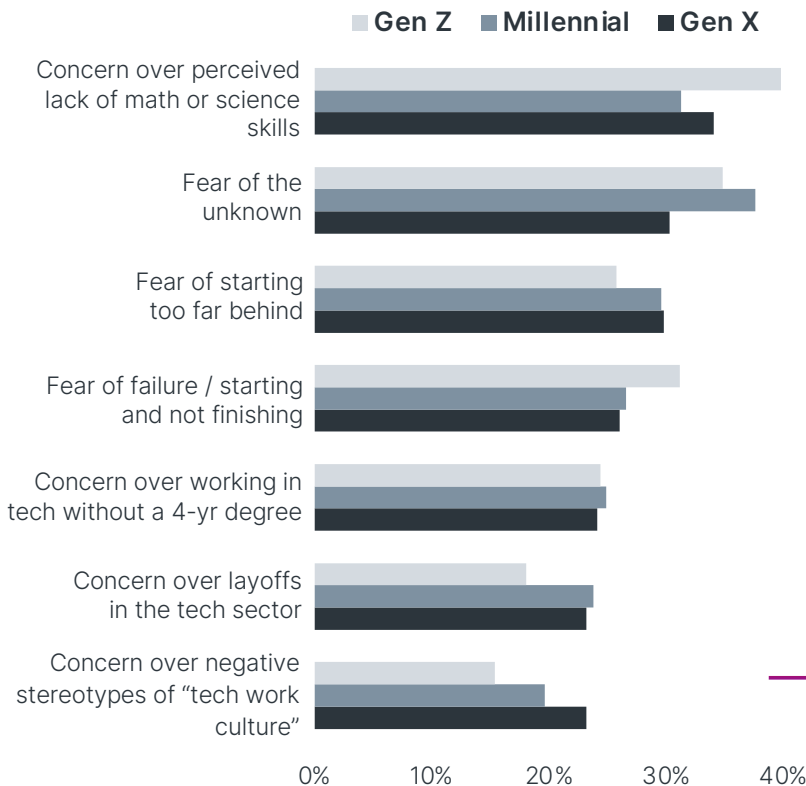
Rank order of perceived difficulty (net of very and somewhat)

- 1 Healthcare or Medical
- 2 Technology, IT Support, Cybersecurity, Data, Software...
- 3 Communications, Multimedia, Journalism or Social Media
- 4 Business, Financial, Accounting, Analyst or Operations
- 5 Education, Teaching, or Instruction
- 6 Sales, Marketing, Retail, Real Estate or Related
- 7 Manufacturing or Production
- 8 Hospitality, Food, Travel and Tourism

Reported confidence gap rates are similar across gender and mostly similar across age cohorts.

Occupation categories obviously span many job levels and job types. Job seeker ratings of the difficulty of transitioning into new career fields should be interpreted as directional guidance to inform where additional support may be needed to ensure a healthy level of talent mobility.

Confidence gap concerns across age cohorts



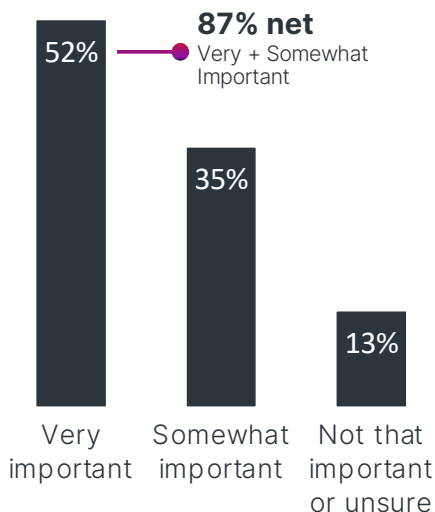
Reported challenges and perceived barriers to pursuing a tech job

- 28% Not interested in technology
- 25% Believe tech jobs don't pay enough
- 23% Believe training takes too long
- 22% Believe insufficient math/science skills a barrier to working in a tech job
- 22% Believe not enough tech jobs in region
- 22% Believe training too expensive

Reported challenges and perceived barriers to pursuing a career in technology remain consistent with earlier waves of research. The data tends to fluctuate within a couple of points, while maintaining the same approximate rank order.

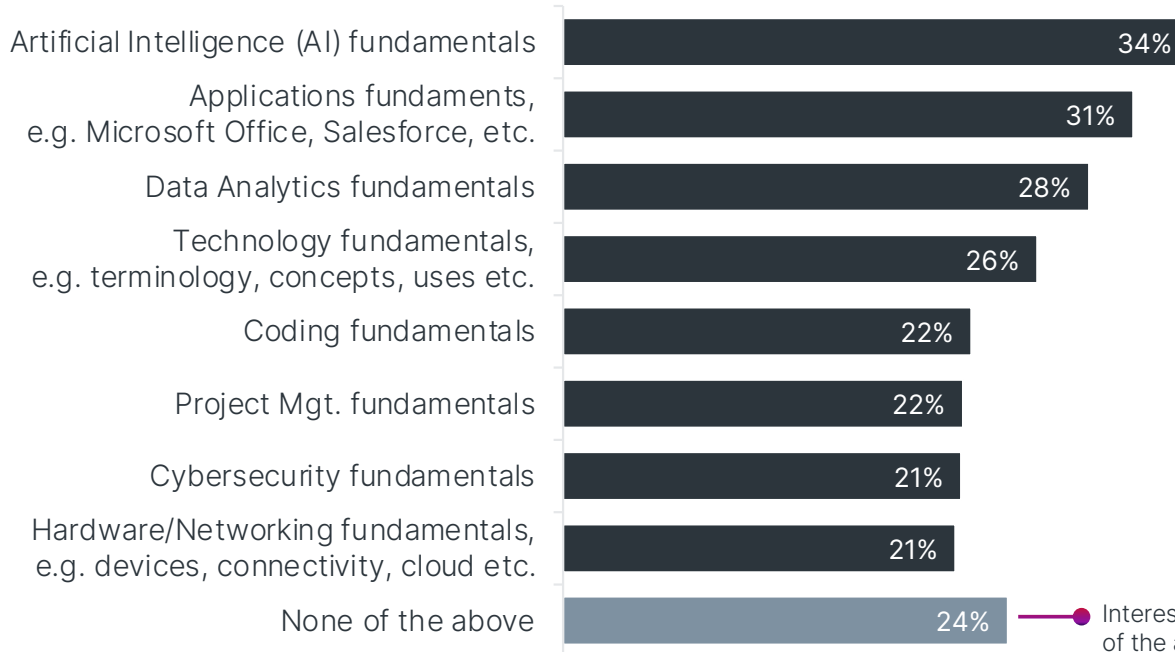
Confirming the Importance of Digital Skills and Career Readiness

Importance of digital skill needs in workforce (outside of tech jobs)



Digital Skills Need	Net important ratings summary
Job Seekers Overall	87%
Women	88%
Men	86%
Gen Z	84%
Millennial	86%
Gen X	88%
Baby Boomer	91%
< 4-yr Degree	85%
4-yr Degree	92%
Post-Grad	93%

Rating of digital fluency skills development focus areas



The rating percentage for AI did not change at 34% (same as the prior research period), but AI did move up the rankings advancing to #1 (from #2 previously). This reflects savvy jobs seekers responding to real and perceived market demand for AI skills; combined with maturing AI business use cases providing companies with better insight into the mix of AI fluency skills needed across various job roles.

Interestingly, the 'none of the above' increased to 24% from a prior rate of 16%. The Baby Boomer segment and females reported higher rates of none of the above for digital skills.

Among age cohorts, Millennials report the highest digital fluency skills priority.

Methodology

CompTIA's Job Seeker Trends study was conducted via a quantitative survey fielded online during June 24 to July 4, 2024. The data was weighted to approximate a target sample of U.S. adults based on gender, educational attainment, age, race, and region. The full survey sample of n=2,002 was evenly segmented between active job seekers and non-seekers. The n=1,000 segmentations 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.
- See prior waves of Job Seeker Trends for additional insight on topics such as gig work and the use of talent marketplaces.

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