

Creating an Equitable Economic Recovery Centering Workers' Needs

Results from a National Survey of Adults in the Workforce

Conducted for Goodwill
By PerryUndem

May 06, 2022



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**Introduction, key research
questions, and methods.**



Introduction.

For nearly 120 years, Goodwill has been one of the leading workforce providers in North America, helping individuals empower themselves with the skills and job support services they need and want to thrive.

The recent pandemic significantly impacted both people and jobs, prompting Goodwill to launch a new five-year strategic initiative called Rising Together. With companies and leaders who share a passion for equitable workforce development, Rising Together establishes a system of partnerships that enables faster, more equitable economic recovery and mobility for job seekers.

To inform that work, Goodwill commissioned PerryUndem to conduct a national survey of adults to quantify the gaps and solutions around sustainable careers and economic recovery, and explore how people feel about their work, what they want in an ideal job, and what's keeping job seekers from finding jobs.

The goal is to inform how Goodwill, Rising Together partners, and others can serve as a solution to barriers to an equitable economic recovery.

The following page presents our key research questions.



Key research questions:

- How has COVID-19 impacted people's work?
- What has the job search process looked like in the past two years, from the perspective of job seekers?
- What are the results of their job searches? Were they offered jobs? Did they turn jobs down? Why?
- How are people feeling right now about their work life? Are employees feeling burned out or considering quitting?
- What are the barriers to work that provides security and opportunities for a career path?
- What resources and trainings do job seekers want?

Methods.

This report presents findings from a national survey of n = 2,318 adults ages 18 to 65 who are currently working, looking for work, or would be working if they didn't face barriers to employment. The survey includes oversamples by race and ethnicity for totals of:

- N = 521 Black respondents
- N = 601 Latina/o/x respondents
- N = 439 AAPI respondents


The survey was administered March 17 through April 4, 2022, using YouGov's online panel. The margin of sampling error for the total results is ± 3 percentage points.

The following table provides a snapshot of the survey composition.

Sample Composition

	%	Unweighted N
Women	44%	1,179
Men	56%	1,139
White	60%	681
Black	12%	521
Latina/o/x	18%	601
AAPI	7%	439
Ages 18 to 29	20%	485
Ages 30 to 44	37%	865
Ages 45 to 54	19%	413
Ages 55 to 65	24%	555
Less than \$30K	22%	507
\$30K to under \$60K	25%	584
\$60K to under \$100K	20%	474
\$100K or more	20%	496
< College	63%	1,297
College +	37%	1,021
Northeast	18%	485
Midwest	20%	383
South	36%	791
West	21%	552
Urban / suburban	71%	1,632
Town / rural area	29%	478
Working	80%	1,874
Looking for work / if had choice would be working for pay	21%	444

Detailed summary.



COVID-19 disrupted much of the workforce, particularly for Latina/o/x adults, young adults, and adults in the lowest income brackets.

Many have experienced a loss of hours, pay, or their jobs – and some haven’t recovered. Data suggest that 44% of adults who were working at the outset of the pandemic lost hours, pay, or their job as a result of COVID-19. Respondents most likely to have had their work affected by the pandemic include young adults in the workforce (61% of 18 to 29-year-olds), Latina/o/x adults (53%), and those earning the lowest incomes (66% with less than \$30,000 annual household income).

Close to half of 18 to 29-year-olds (45%) say they don’t have the same job they had at the start of the pandemic.

Latina/o/x respondents are among the most likely to say they’re making less than they were when COVID-19 first hit (32%). Young adults (29% of 18 to 29-year-olds) and women (27%) are more likely than their counterparts to report earning less now.

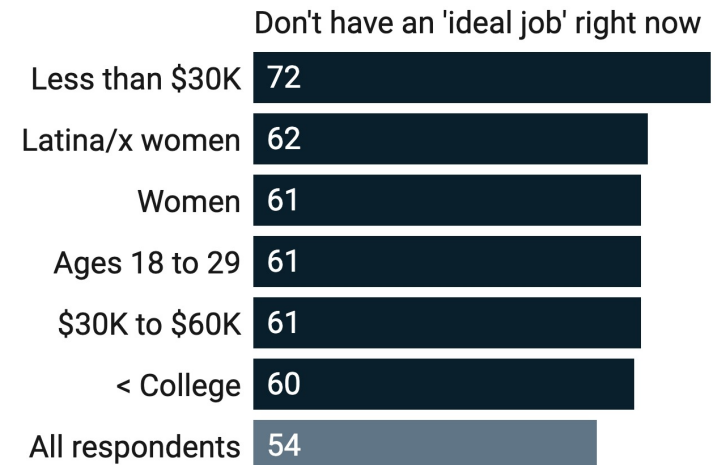
Others are experiencing burnout in their current jobs. Fifty-five percent of respondents who’ve been in the same job throughout the pandemic say they feel “burned out” at their job. Close to one-third of these workers (31%) thinks about leaving their job at least once a month; 31% have searched for a job in the past two years.


A slight majority of adults (54%) are not in an ideal job with a path for growth. Respondents read the following question:

Think about an ideal job scenario. Maybe you have a stable, good-paying job that lets you have a comfortable quality of life. You can pay all your bills, have savings, and money for extras. You're able to be physically and emotionally healthy – both at work and at home. You are on a career path with opportunities to grow. Do you have a job like this right now?

Forty-six percent say “yes” and 54% say “no.” Fifty-five percent of respondents currently working say “yes.”

Respondents most likely to not have their ideal job include women (61%), 18 to 29-year-olds (61%), those without a college degree (60%), and individuals in the lowest income brackets (e.g., 72% of those under \$30,000).





The survey sheds light into the recent job searching process – and the results.

The survey suggests that fewer than half of job seekers were offered and accepted a job. In the past two years, 50 percent of respondents have looked for a job – and 51 percent of all respondents applied for at least one job. Among all applicants:

- 36% applied for one to two jobs
- 22% applied for three or four jobs
- 42% applied for five jobs or more

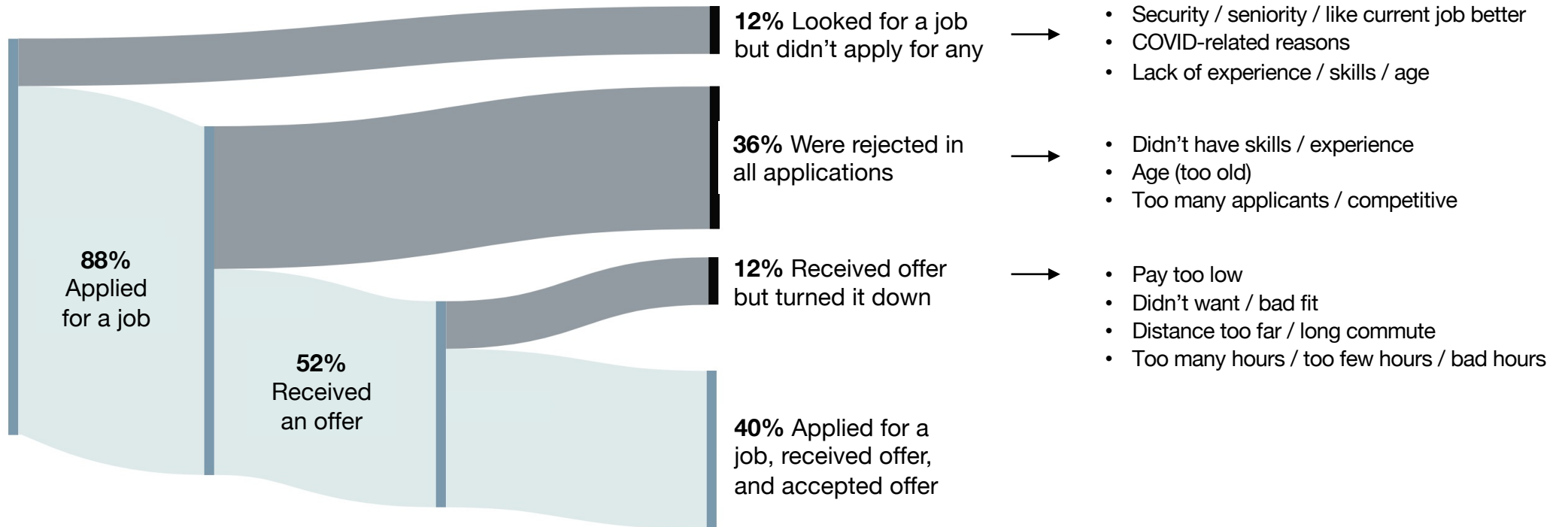
Forty percent of job seekers were offered a job and accepted it. One in three (36%) applied for at least one job but did not receive any offers. When asked why, respondents mention a lack of skills or experience, age (“too old”), or a very competitive job market.

About 12% of job seekers were offered a job but turned it down – primarily due to low pay, a long commute, or hours.

See illustration on the next page.

Job search results in past 2 years

Base n = 1,148 respondents who looked for work in past 2 years





A lack of skills / training is a primary barrier to employment.

Throughout the survey, data suggest that a lack of skills / training is among the top challenges to securing work and a meaningful job. For example:

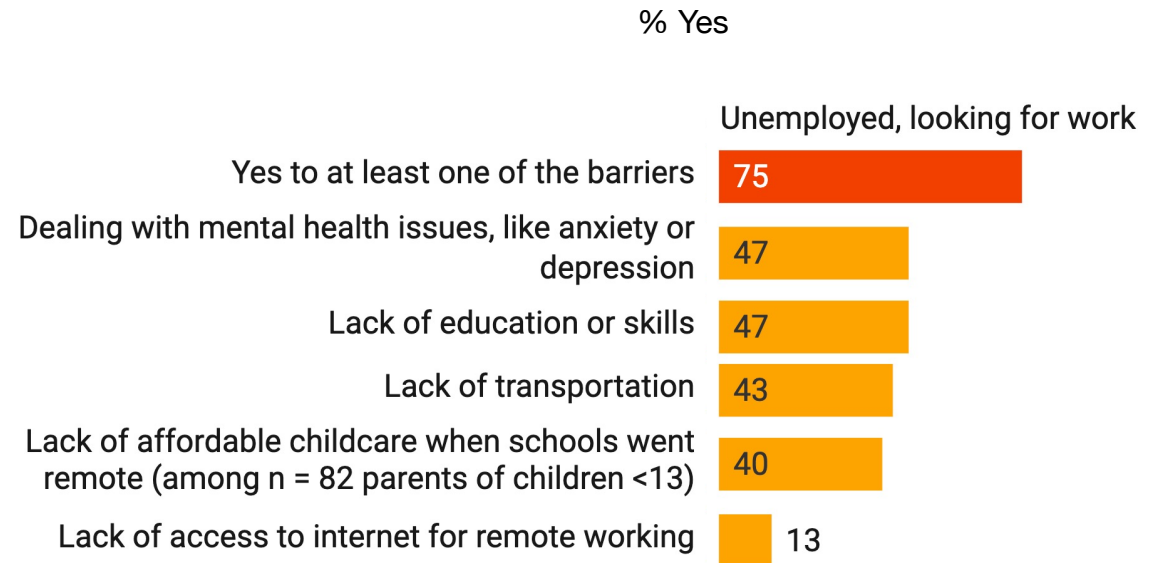
- 68% of adults who are not in an ideal work scenario say they would need more skills or training in order to get that ideal job;
- 57% of job seekers in the past two years say a lack of skills or training prevented them from applying for a job they wanted; and
- Nearly half of unemployed adults looking for work (47%) say a lack of skills or education has made it hard to maintain work or get a better job during the pandemic.

Other barriers include mental health issues and a lack of childcare and transportation.

All of these barriers are more prevalent among:

- Unemployed adults (75% say yes to at least one of the given barriers)
- Young adults (70%)
- Respondents with low incomes (67%)
- Latina/x women (62%)
- Parents with children <13 (61%)

For some people, COVID-19 has made it harder to keep working or look for a better job. Have any of these things made it harder for you to keep working or find a better job?



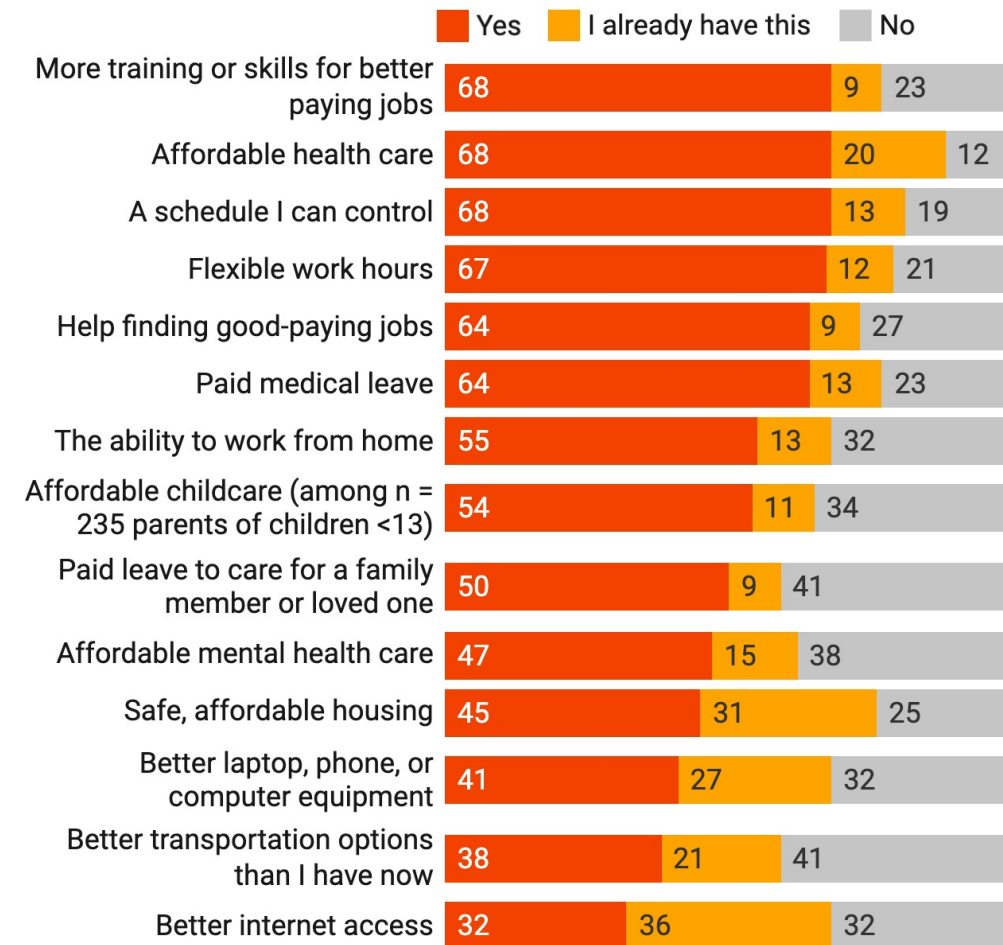
Think again about an ideal job that lets you live a comfortable, healthy life and has opportunities to grow. In order for you to have a job like this, would you need any of these things, or not?

RANDOMIZE N = 1,218 adults who do not have an “ideal job”

Respondents identify several workforce-related needs.

Topping the list of needs are:

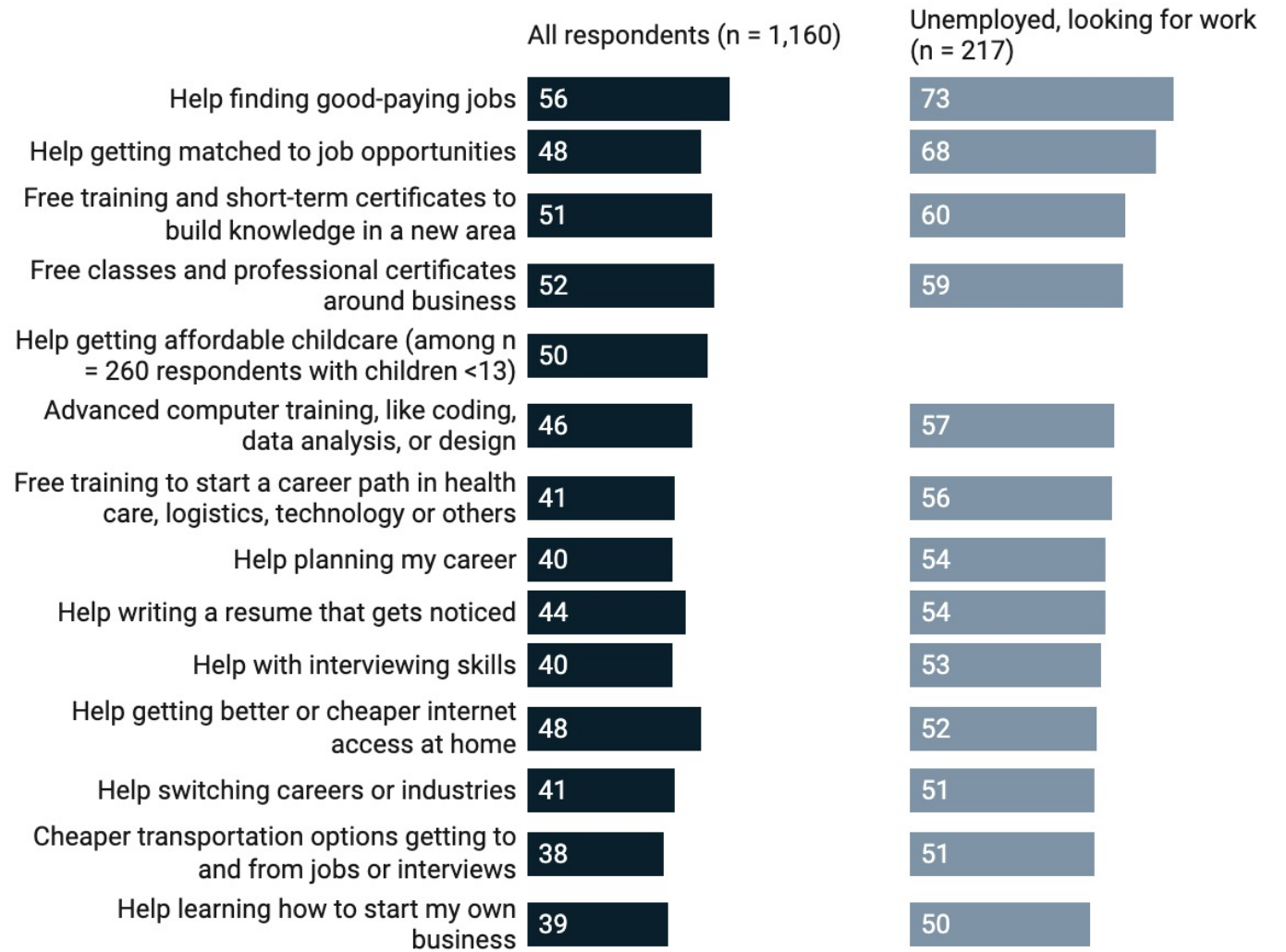
- More training or skills
- Affordable health care
- A schedule they can control
- Flexible work hours
- Help finding good-paying jobs
- Paid medical leave



The survey identifies several solutions driven by respondents' interests and needs.

Unemployed respondents looking for work say help finding jobs, help with childcare, and trainings, classes, and certificates are among their top needs.

How interested would you be in...



Detailed findings.



SECTIONS

- 18 Impact of COVID-19 on work.
- 25 Experiences searching and applying for work during COVID-19.
- 35 Barriers to a career path with opportunities to grow.
- 46 Work-related needs and skills.

Impact of COVID-19 on work.

44%

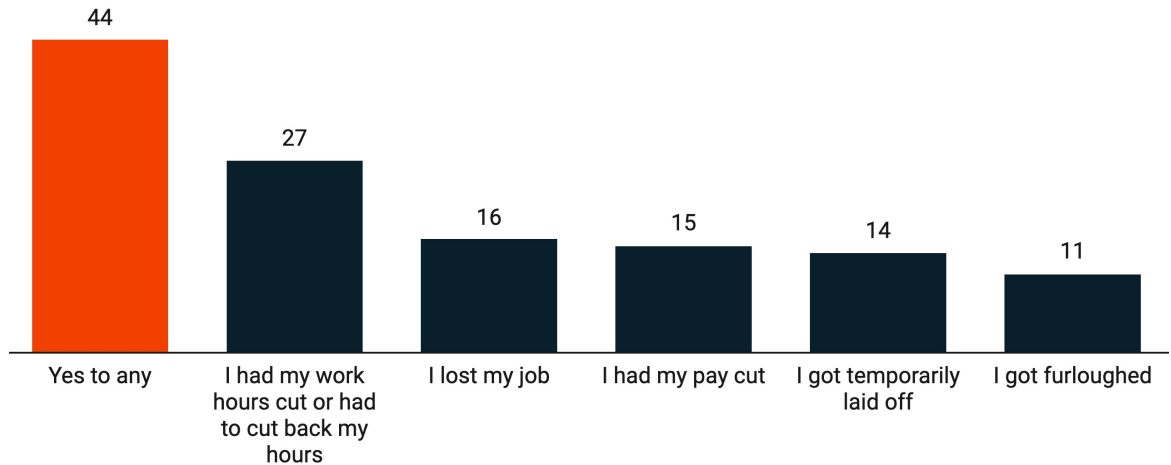
Of adults say they either lost their job or had their pay / hours cut since COVID-19.

47% haven't lost hours or pay and continue to be in the same job they had pre-pandemic.

Since COVID-19 hit in March of 2020, have any of these things happened to you?

RANDOMIZE

N = 1,912 adults who were working for pay at the beginning of the COVID-19 pandemic

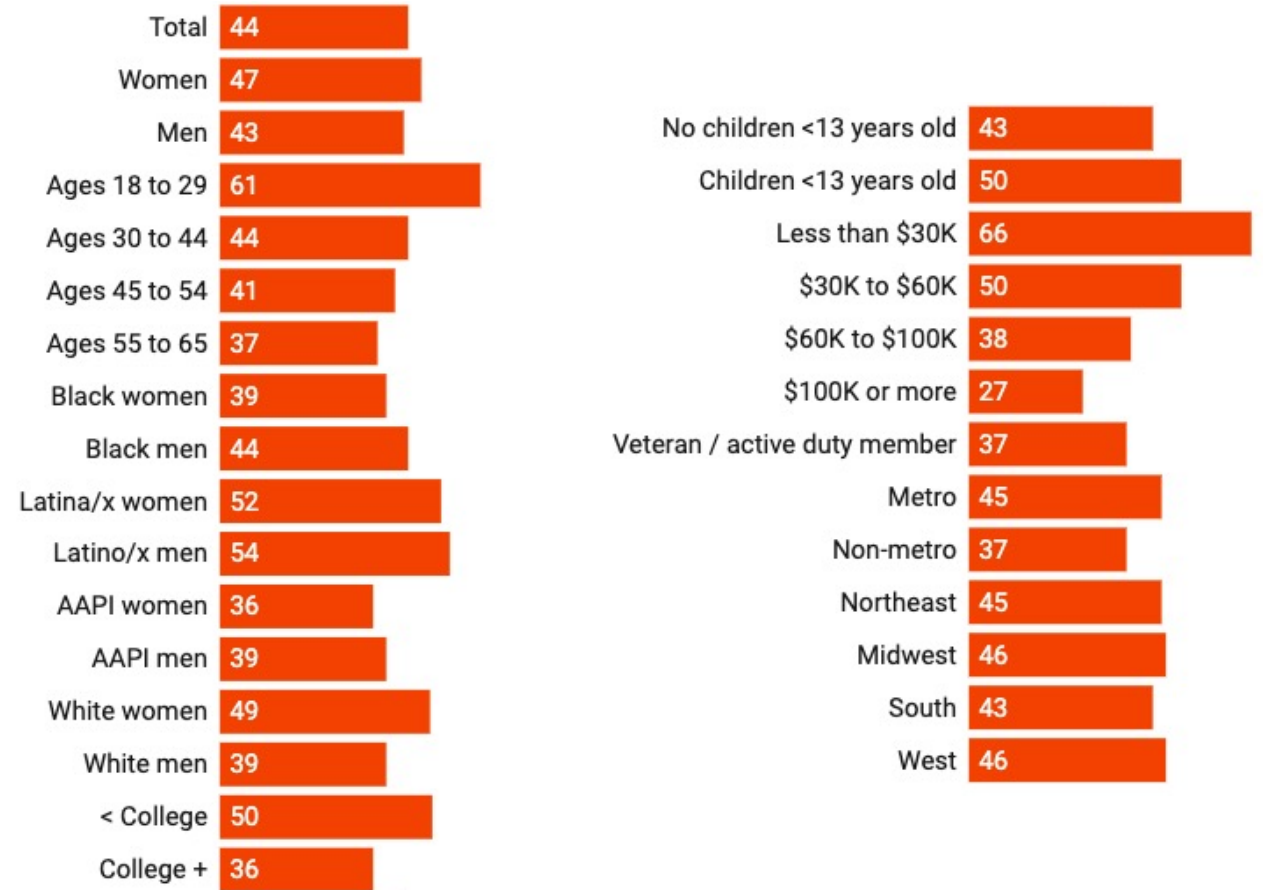




% Have lost their job or had their pay / hours cut

N = 1,912 adults who were working for pay at the beginning of the COVID-19 pandemic

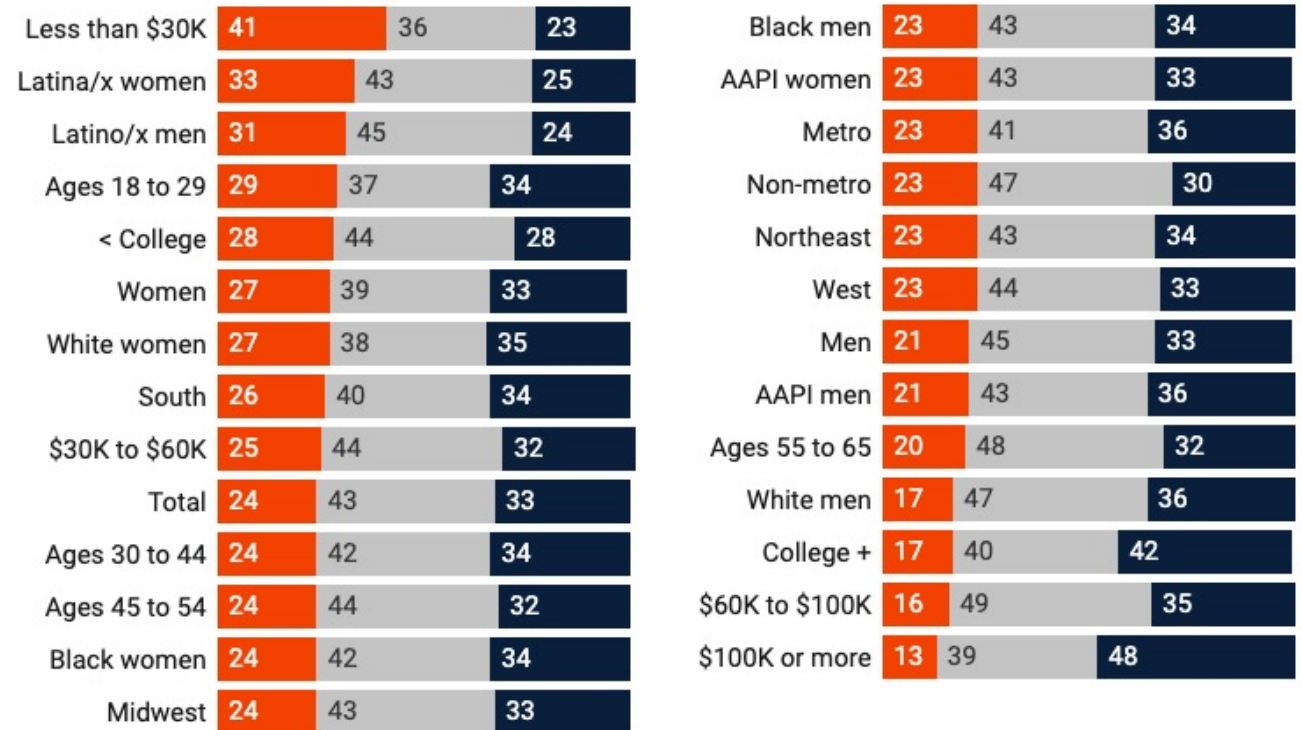
Latina/o/x adults, young adults, and adults with low incomes are among the most likely to have had their work impacted since COVID-19.



As of right now, are you personally making _____ vs. when COVID-19 first hit:

Less income About the same income More income

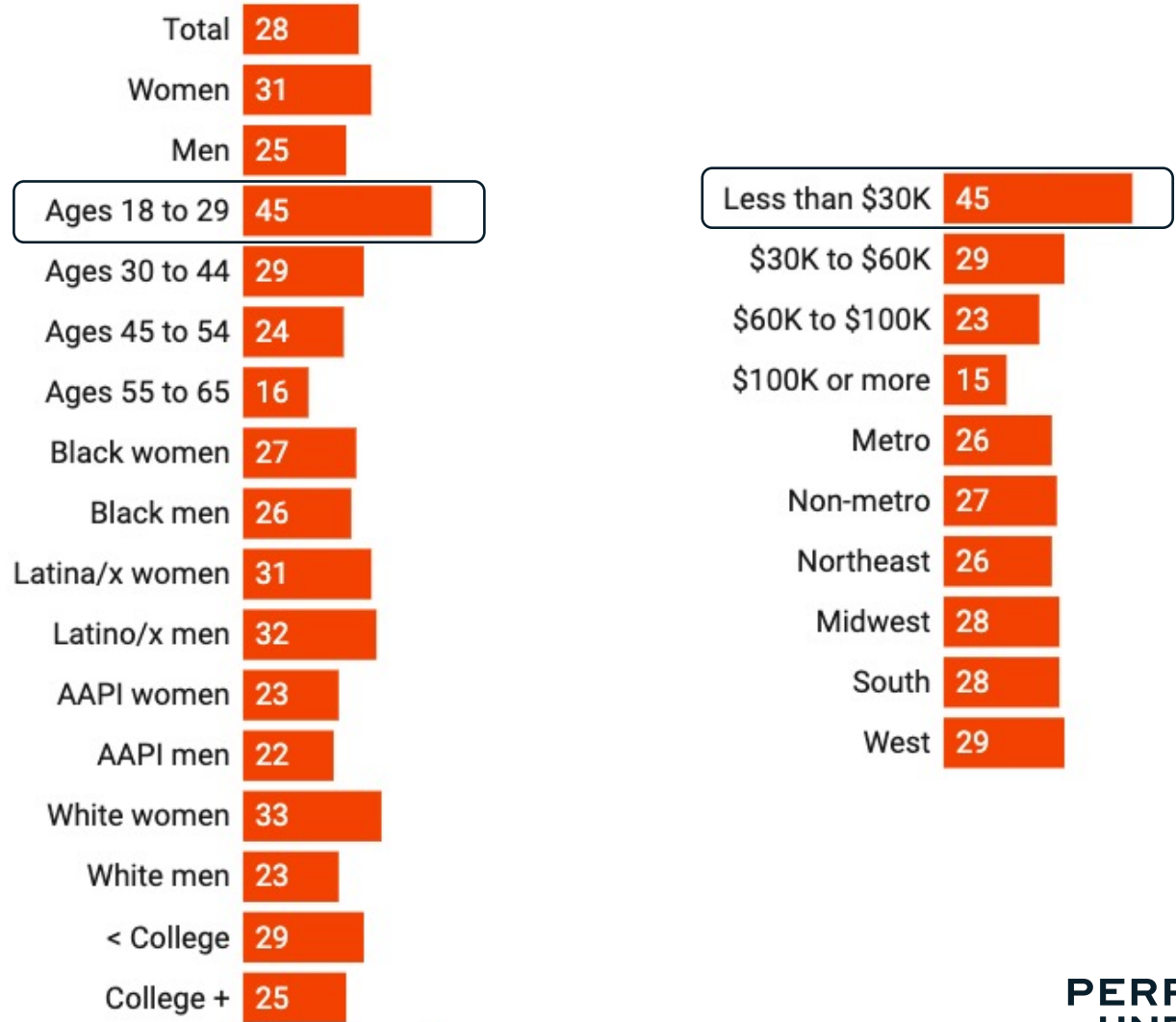
Latina/o/x adults, young adults, and adults with low incomes are also more likely to be making less money than they did pre-pandemic.



% Don't have the same job they had as when COVID-19 first hit
 N = 1,912 adults who were working for pay at the beginning of the COVID-19 pandemic

About three in ten adults (28%) who were working at the start of the pandemic no longer have the same job.

Younger respondents and those in the lowest income brackets are most likely to say they don't have the same job.





Many workers are feeling burned out.

About half of current workers (53%) say they are feeling burned out at their job. One in three (34%) says they consider leaving their job at least once a month.

N = 1,874 currently employed respondents

How often do you consider quitting or leaving your job / main job?



How burned out do you feel at your job, if at all?

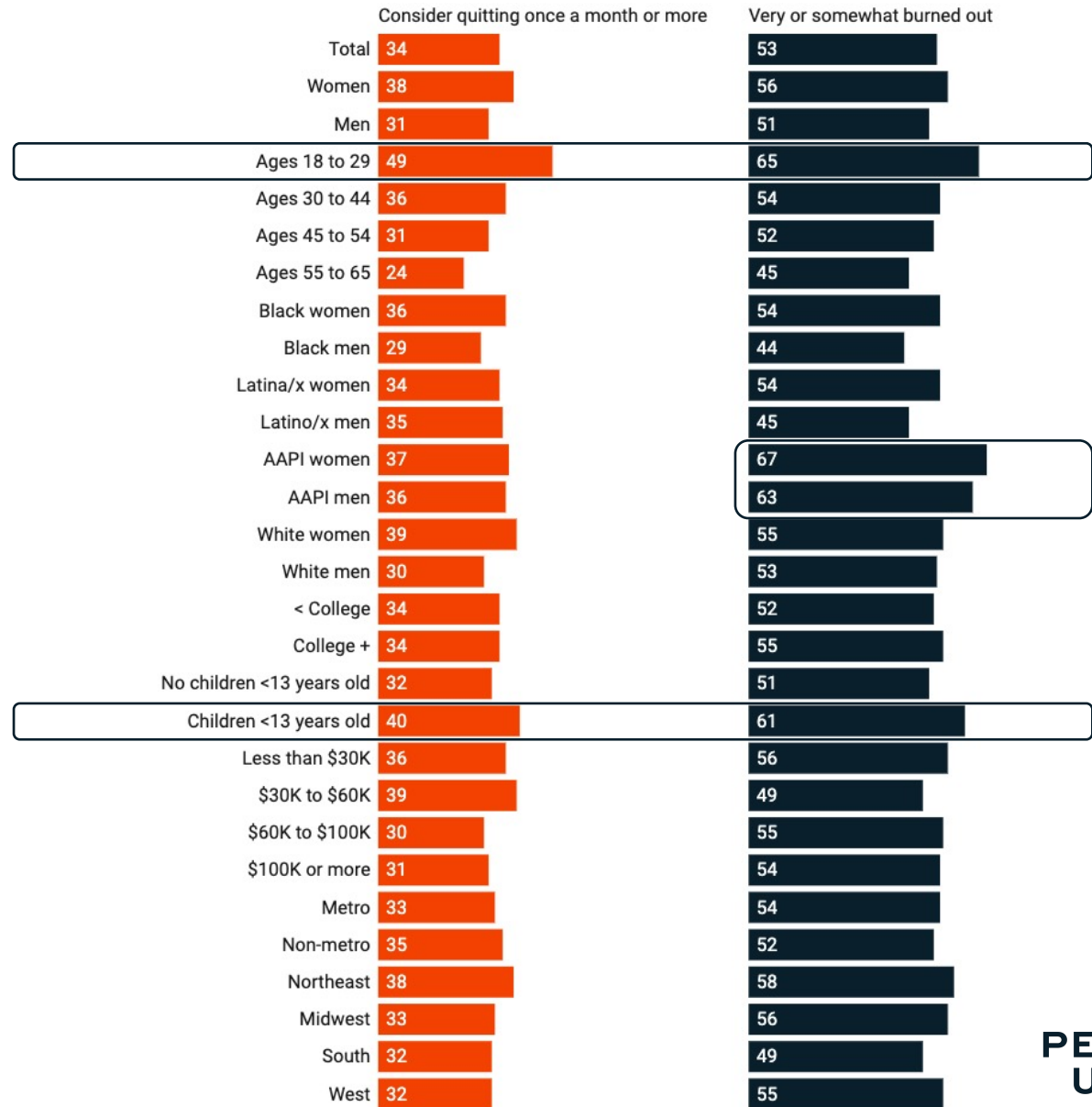




N = 1,874 currently employed respondents

Young workers and those with children under 13 are among the most likely to be burned out and considering leaving their job.

Asian American / Pacific Islander respondents are also among the most likely to say they are currently feeling burned out at work.



Experiences searching and applying for work during COVID-19.

We explored the job search – and results – during COVID-19.

Here's a summary of what we found. Details follow.

50%

Looked for a job in the past two years

6%

Looked for a job but didn't apply for one

37%

Saw a job they wanted but didn't apply because they didn't have the skills required

51%

Applied for at least one job

22%

Applied for a job and wasn't offered a job

7%

Applied for a job, was offered one, didn't accept offer

22%

Looked for a job, applied, and accepted a job offer

50%

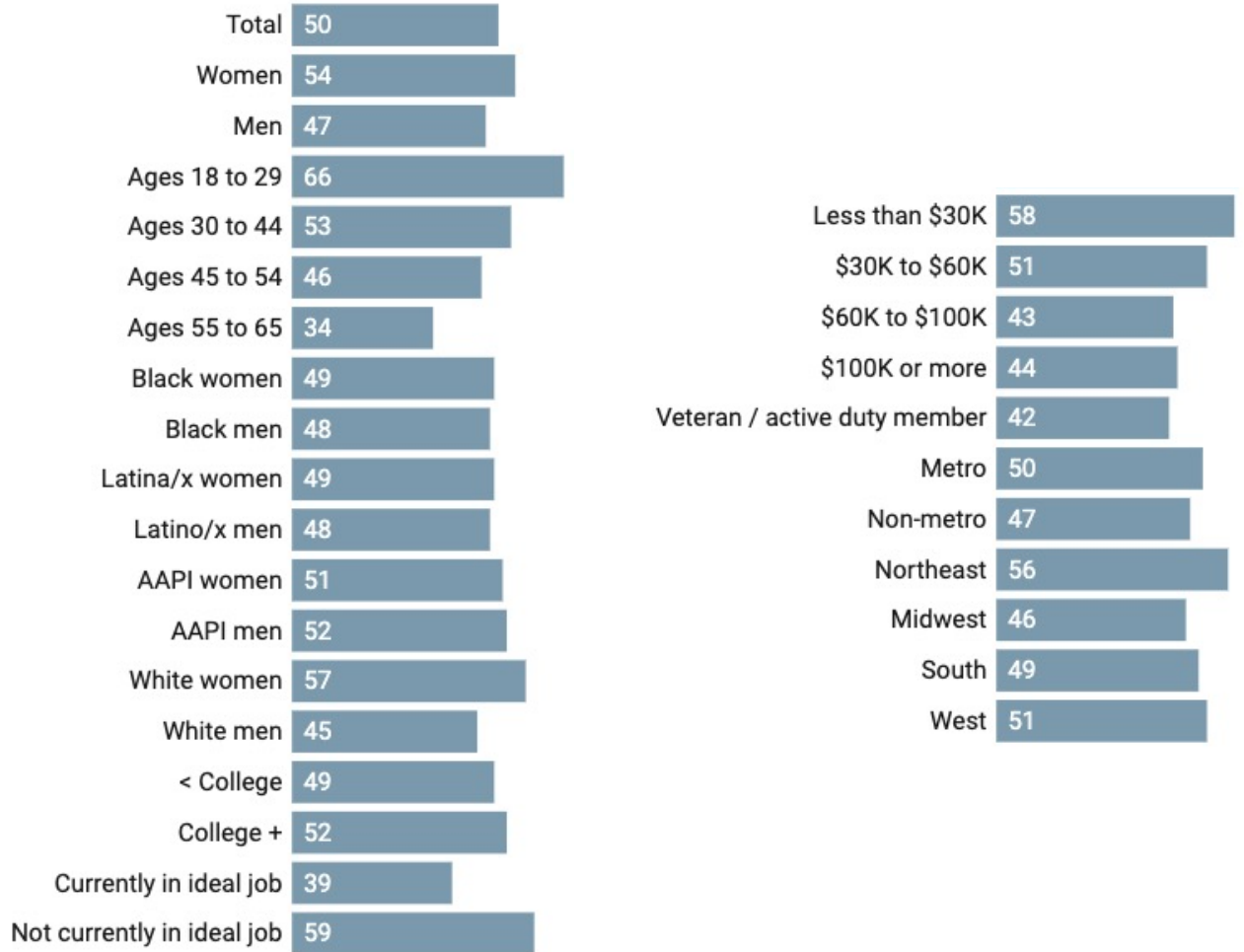
Have looked for a job in the past two years

Younger respondents and employees who've expressed job dissatisfaction are among the most likely to have looked for a new job.

Most recent job seekers have applied for more than two jobs:

- One to two jobs (27% of job seekers)
- Three to four jobs (20%)
- Five to nine jobs (13%)
- 10 jobs or more (27%)

% Looked for a job since COVID-19 hit

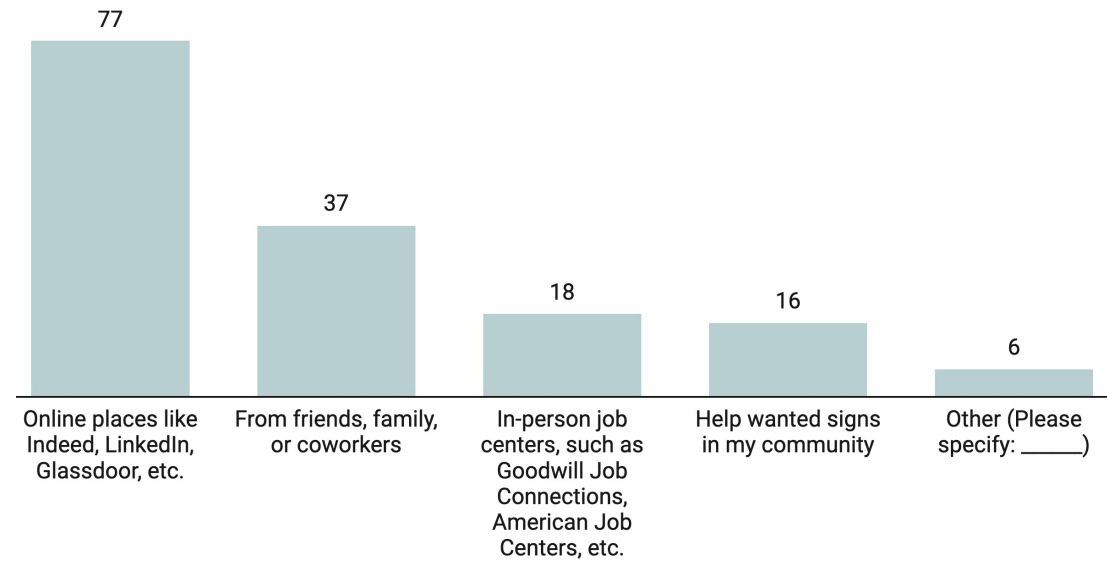


Where did you look for job openings? / When you were looking for the job you have now, how did you find out about it? Select any that apply.

N = 1,320 adults who have looked for a job in past two years or have been at their current job for fewer than two years

Most job seekers are looking for jobs through online resources.

One in six says they looked for job openings via in-person job centers.

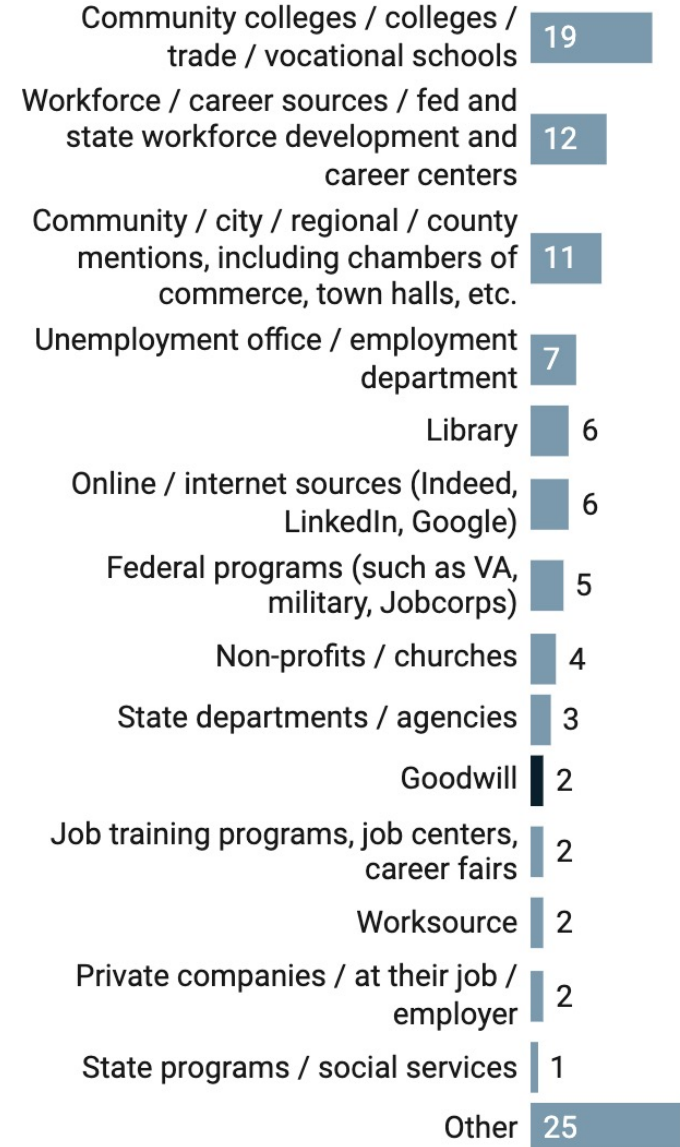


Awareness of community resources.

Where in your community can you get job training and resources?

Open-ended question

N = 765 respondents who know of places in their community to get job training and resources



Six percent of all respondents looked for a job but didn't apply for one.

What kept you from applying for any new jobs?
(Top responses from open-ended question)

N = 141 adults who looked for jobs in past two years but didn't apply for any



In their own words

Flexibility at current job, fear of change at a different job environment

The benefits of the companies I looked at don't match my current ones

Salary level, compared to what I'm currently earning

Risking my health and the health of those I care about for 12 hour shifts just to be able to get a semi-decent wage

I am deciding whether to return to an office setting or work from my home office. I am leaning towards remote work

Most were requiring mask and / or vaccines and I don't do either

Scary time to move and be last hired

Didn't think it was a good time to leave my employment in the midst of a pandemic

51%

Applied for a job

29%

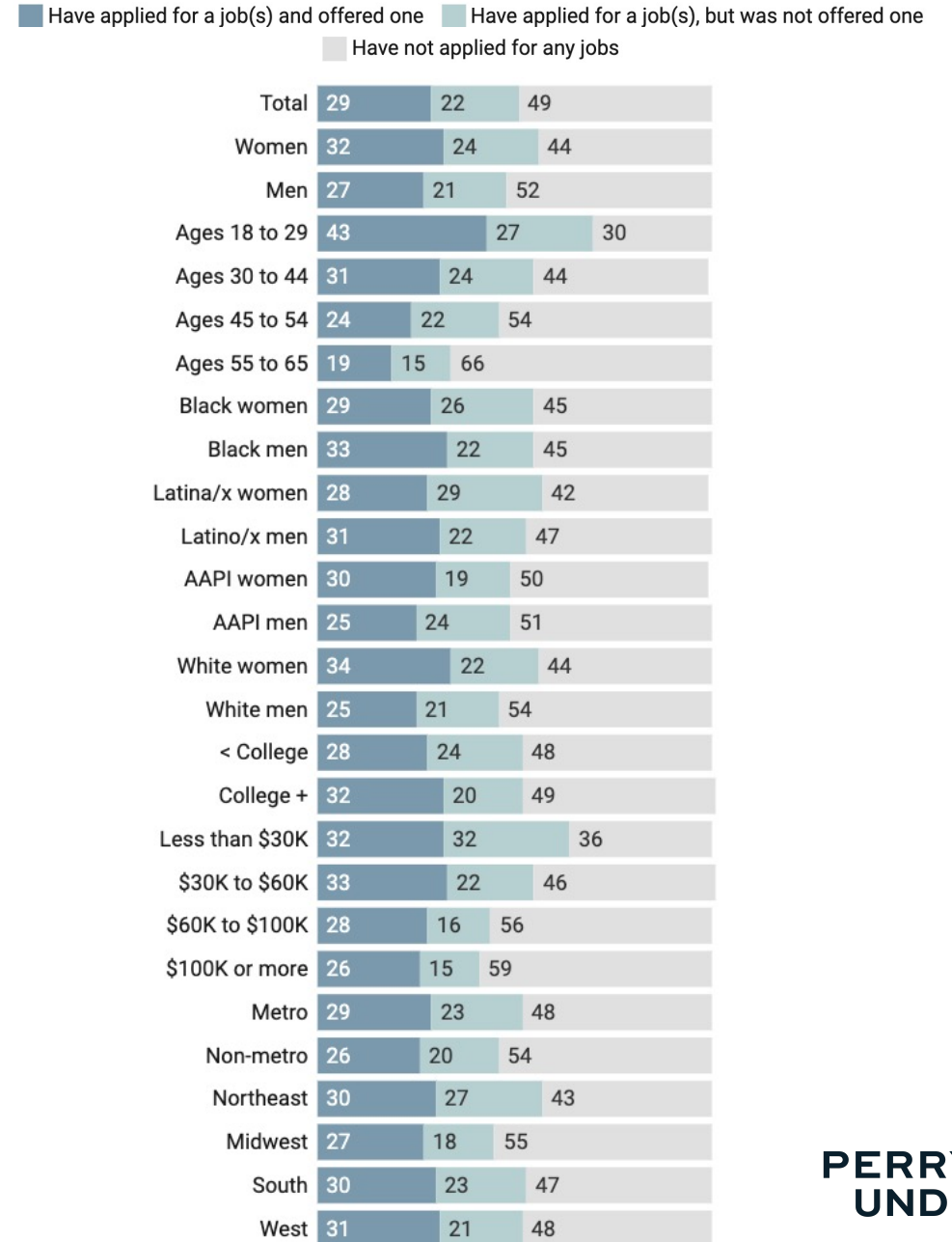
Applied for a job(s) and offered one

22%

Applied for a job(s) but not offered one

Among all respondents, half (51%) applied for a job in the past two years. Most of those who applied received at least one offer (29% of all respondents, 57% among those who applied).

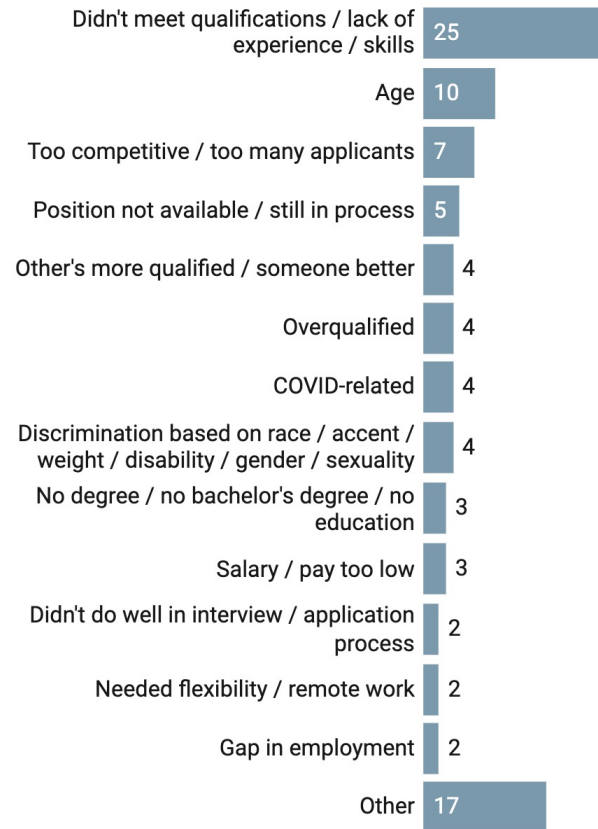
Across demographic groups, respondents were similarly likely to be offered a job.



Why didn't you get an offer?

What would be your best guess as to why you didn't get the job?
(Top responses from open-ended question)

N = 520 adults who applied for job(s) but didn't get any offers



In their own words

A lot of the jobs I applied for all require at least a couple months of knowledge of the job, but how are you to learn a new job/skill if they won't hire you and train you

Managers said they wanted someone with more experience

My resume wasn't good enough. Someone better qualified was chosen instead

Too few jobs in my rural area for too many applications

Pivoting industries is difficult when there is lots of competition with more direct experience in a hot job market

I honestly don't know. I am over 50, and I think that has a lot to do with it, even though it's not legal

They did not want a person my age, my color and my lack of recent job experiences or education completion to work for them – also with consumer debt, I have been told

I am overweight that makes it difficult

I'm Hispanic with dark skin

I needed more money than they were offering

76%

Accepted offer

N = 704 adults who received a job offer

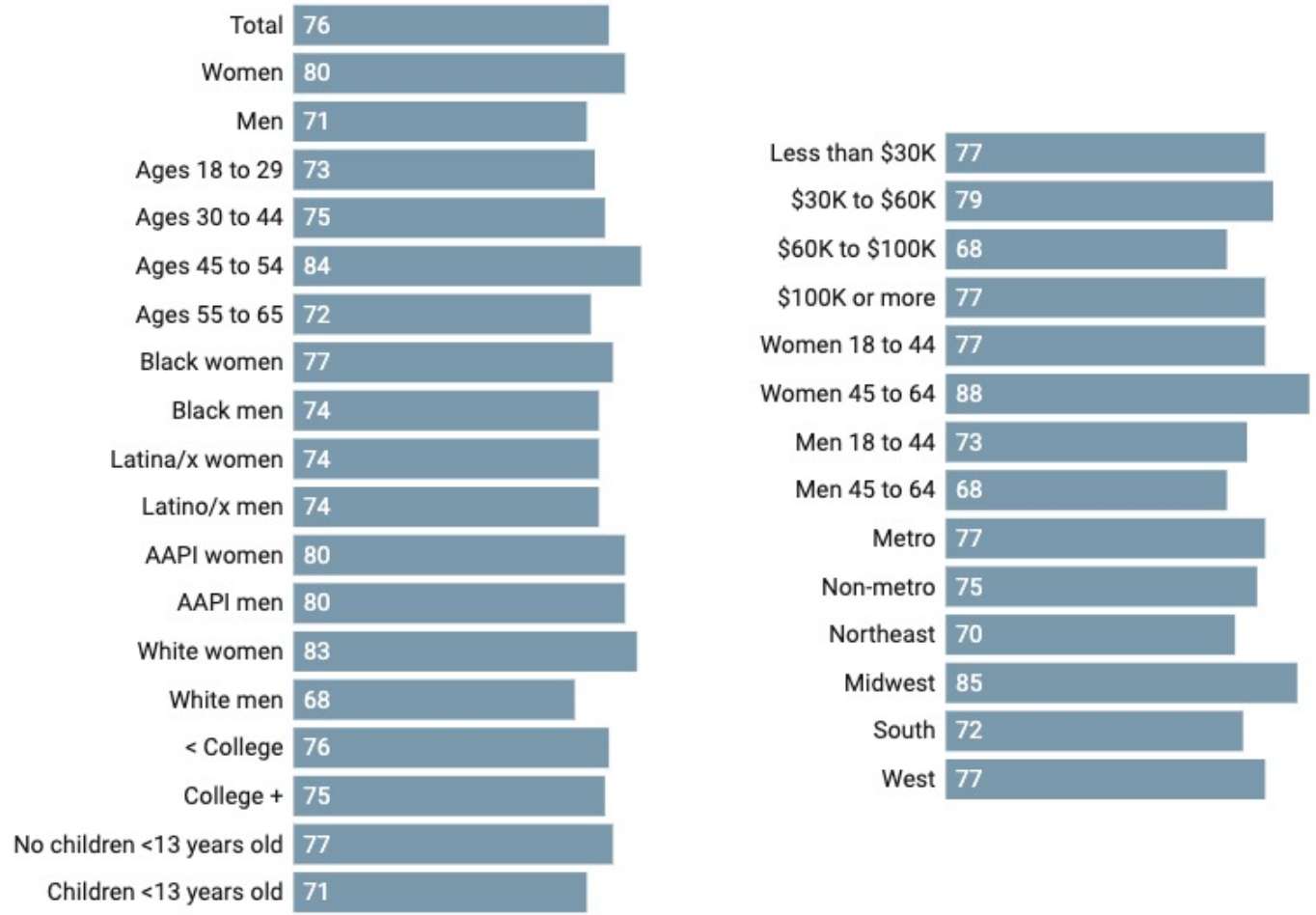
24%

Did not accept offer

N = 704 adults who received a job offer

Three-quarters of those who received a job offer accepted it. Across demographics, respondents were similarly likely to accept their job offers.

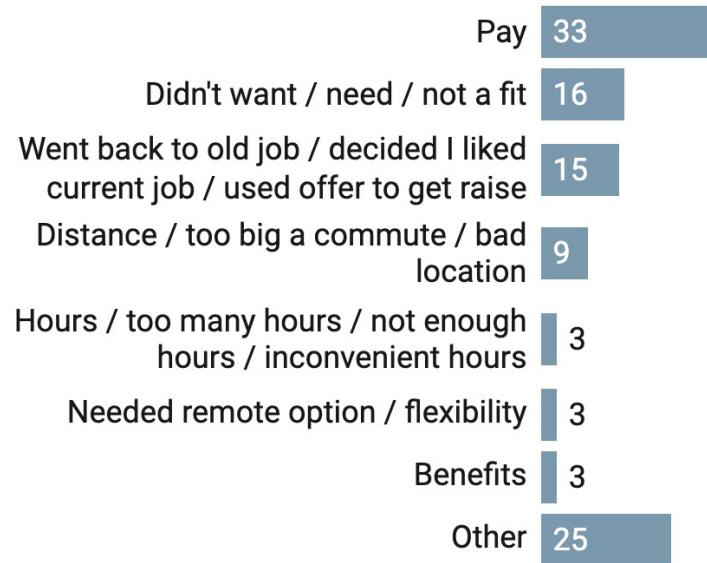
% Accepted an offer
N = 704 adults who received a job offer



Why didn't you accept an offer?

Why didn't you take the job(s) you were offered?
(Top responses from open-ended question)

N = 171 adults who were offered job(s) but did not accept them



In their own words



It was too far of a distance and not enough pay

My employer matched the offer, and I thought the work life balance would be better at my current employer

Because I'm a mother with a baby who isn't even one yet, and my husband makes enough money for the three of us

Wasn't enough of a pay increase and would be physical labor

I wanted to get a sense of my pay scale in the market, and at the end of the day, my market value is much higher

I did not actually need them, and my boss changed so I was satisfied to stay with my current employment

Didn't offer remote work. Pay was also not high enough to warrant a change

They weren't offering enough pay to justify the commute

Weren't enough days/hours therefore I'd barely make anything

Because I could not commute or move to new area

Not enough pay, bad hours, bad location

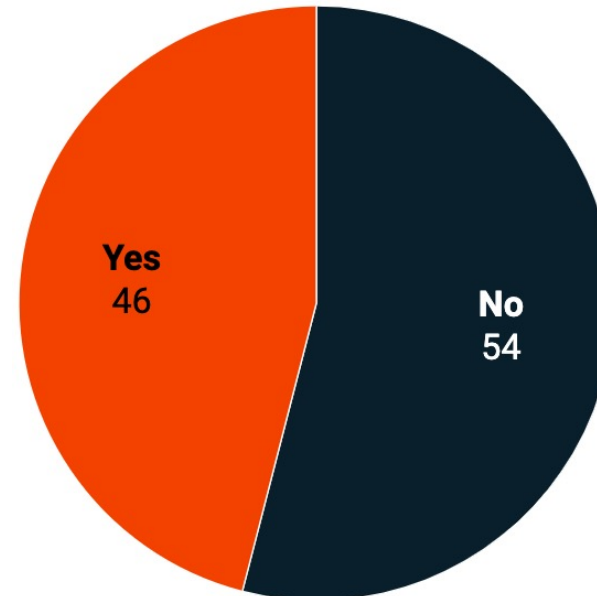
**Barriers to a career path with
opportunities to grow.**

Think about an ideal job scenario. Maybe you have a stable, good-paying job that lets you have a comfortable quality of life. You can pay all your bills, have savings, and money for extras. You're able to be physically and emotionally healthy – both at work and at home. You are on a career path with opportunities to grow.

Do you have a job like this right now?

We asked respondents whether they have their “ideal” job scenario right now.

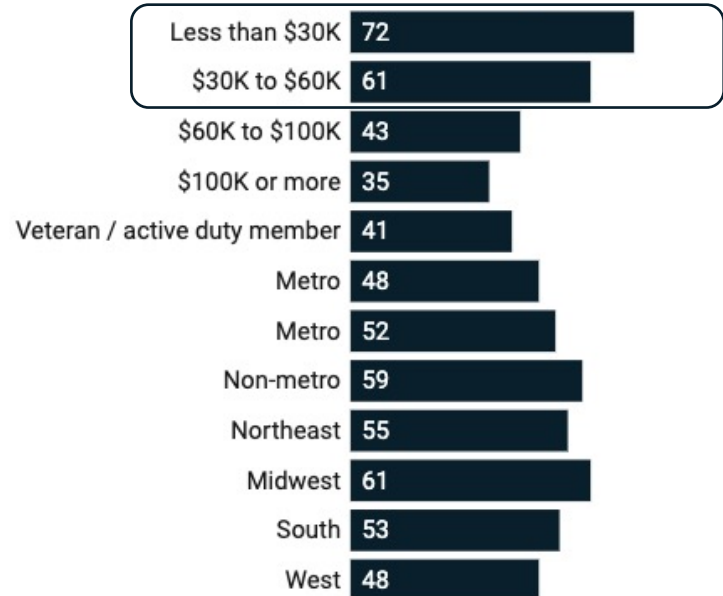
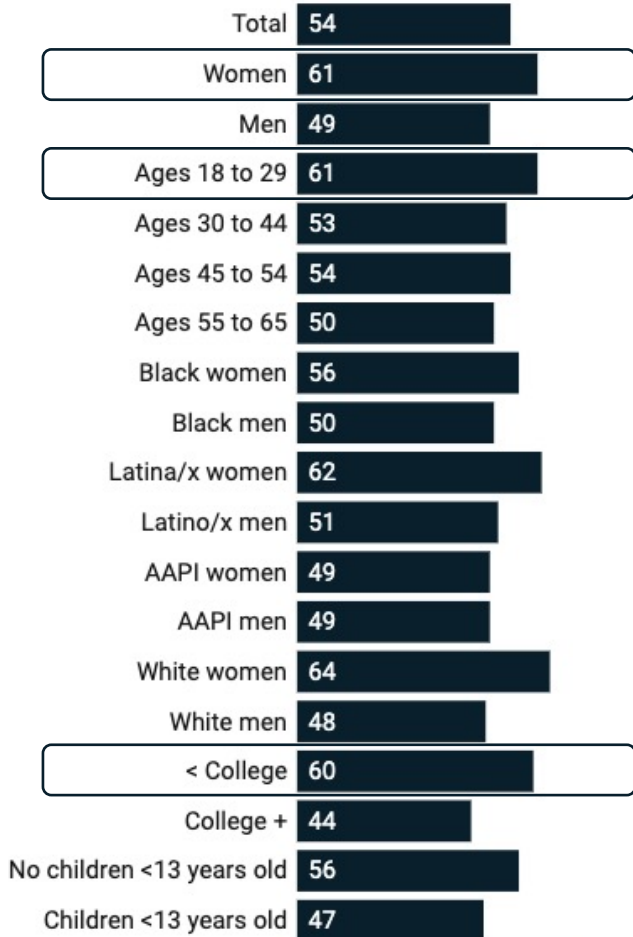
A small majority (54%) says no.



% Do not have an “ideal job” right now

Segments least likely to say they have an “ideal job” right now:

- Adults with lower incomes
- Non-college-educated adults
- Women
- Younger adults



Think again about an ideal job that lets you live a comfortable, healthy life and has opportunities to grow. In order for you to have a job like this, would you need any of these things, or not?

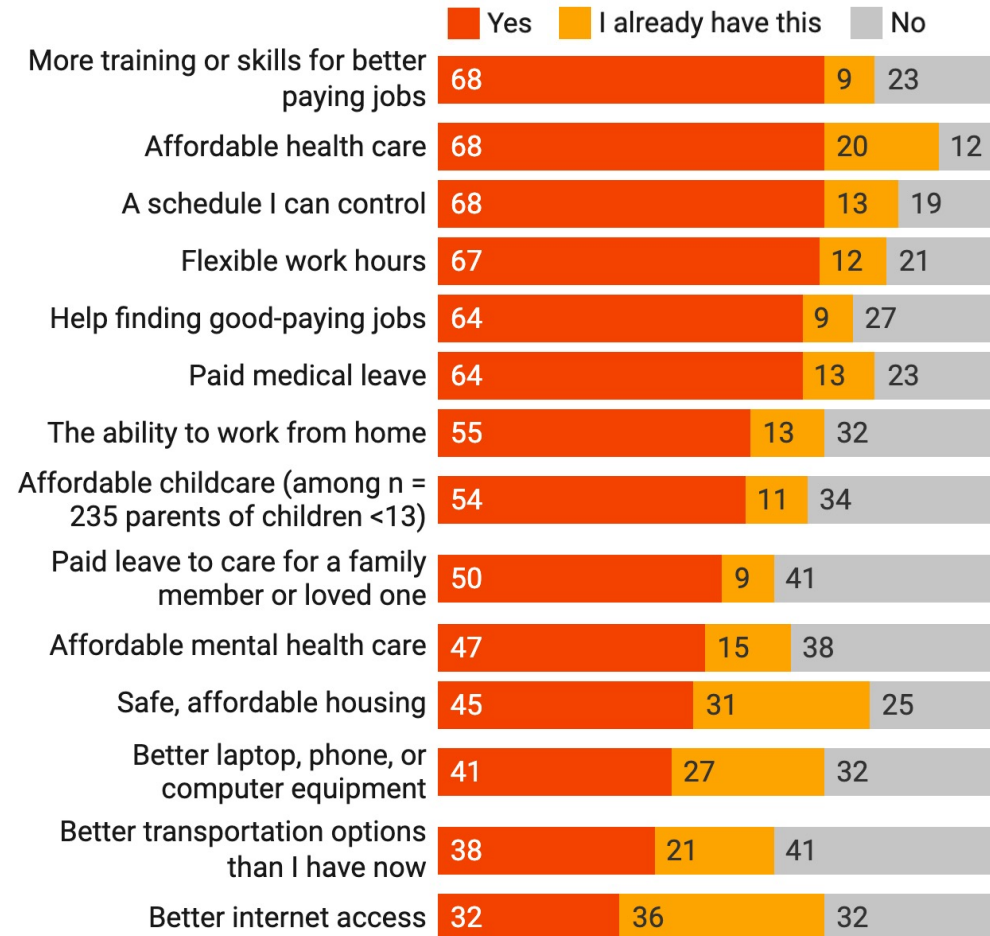
RANDOMIZE

N = 1,218 adults who do not have an “ideal job”

What do people need in order to have an ideal job?

The most common needs include:

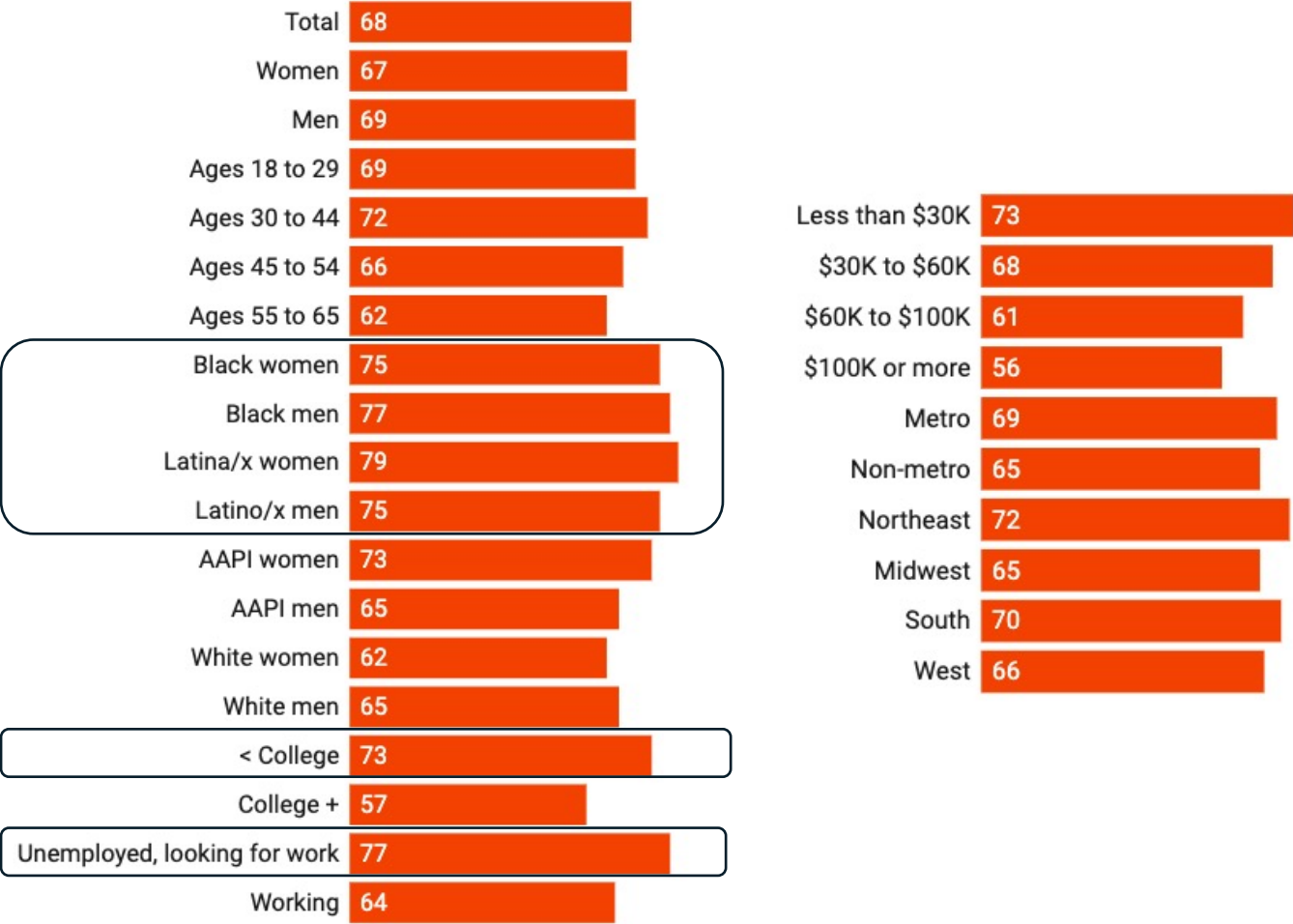
- More training or skills
- Health care
- A schedule they can control
- Flexible work hours
- Help finding jobs
- Paid medical leave



% Say more training or skills would be needed for an ideal job

N = 1,218 adults who do not have an “ideal job”

Black and Latina/o/x respondents, non-college-educated respondents, and respondents looking for work are among the most likely to say they’d need more training and skills for an “ideal job”



Aside from compensation (hourly wages, salary, etc.), what's the most important part of an ideal job like this?

Open-ended question

Aside from pay, what is most important in an ideal job?

Many respondents mention factors related to time:

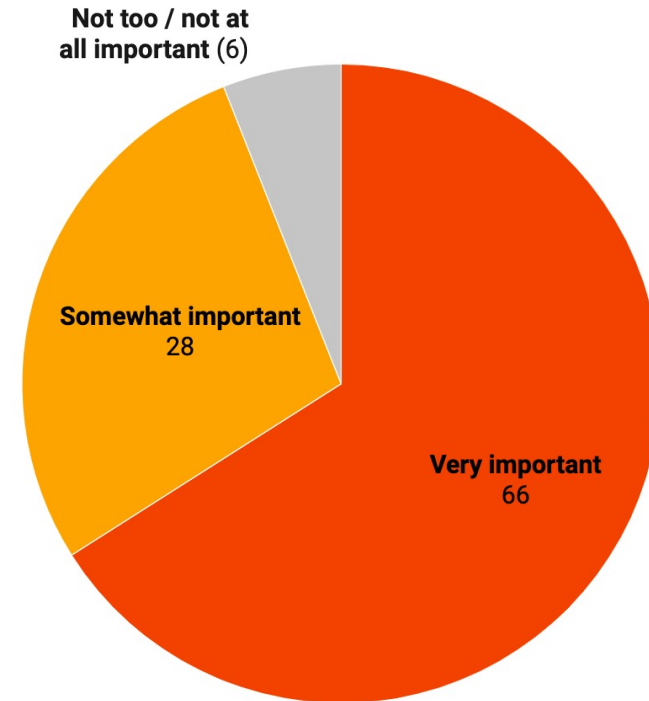
- Flexible schedule / free time
- Work-life balance / time for family
- PTO
- Hours and schedule



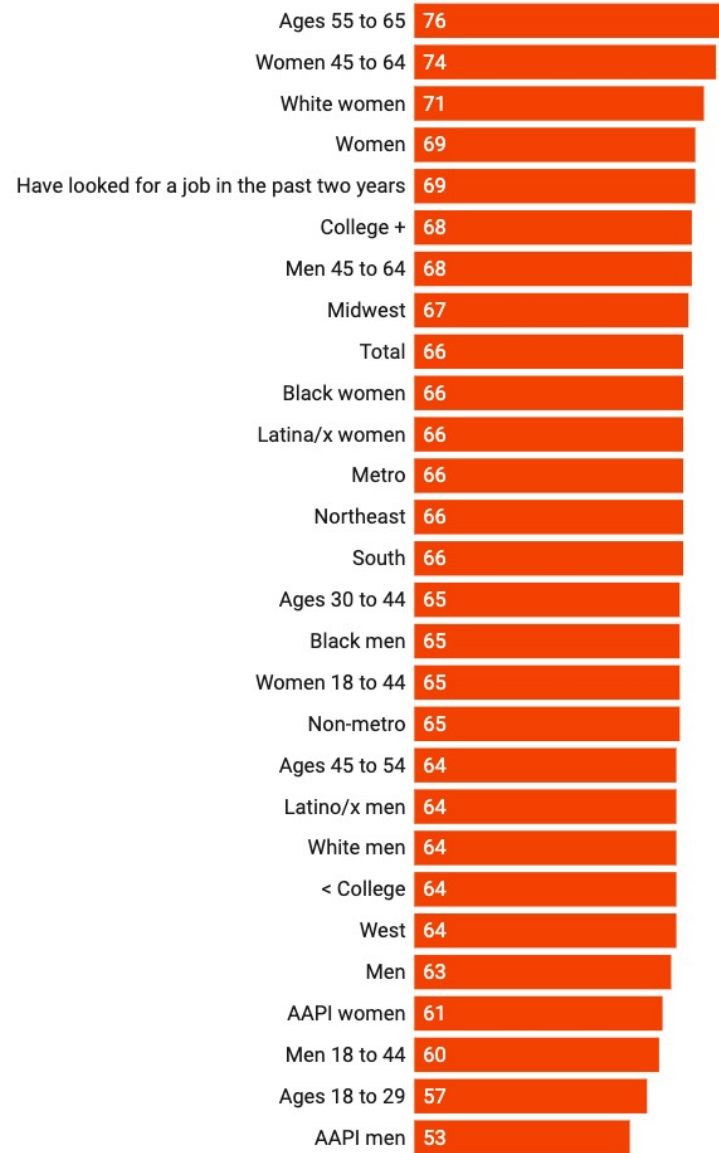
66%

Say it's very important for people to have access to job training and skills as an alternative to college.

How important is it for people to have access to job training and skills as an alternative to college?



% Very important for people to have job training and skills as an alternative to college



Segments most likely to say it's very important:

- Older respondents
- Women
- Recent job seekers

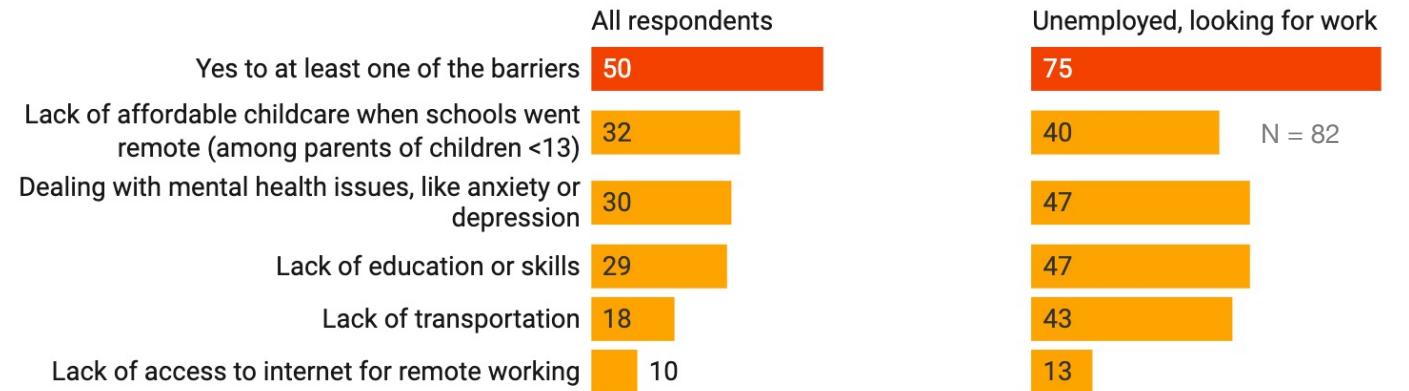


For some people, COVID-19 has made it harder to keep working or look for a better job. Have any of these things made it harder for you to keep working or find a better job?

RANDOMIZE

Pandemic-related barriers.

Mental health issues, childcare, and lack of education / skills are top barriers. Nearly half of unemployed respondents (47%) say dealing with mental health has made it hard to work or find a better job.

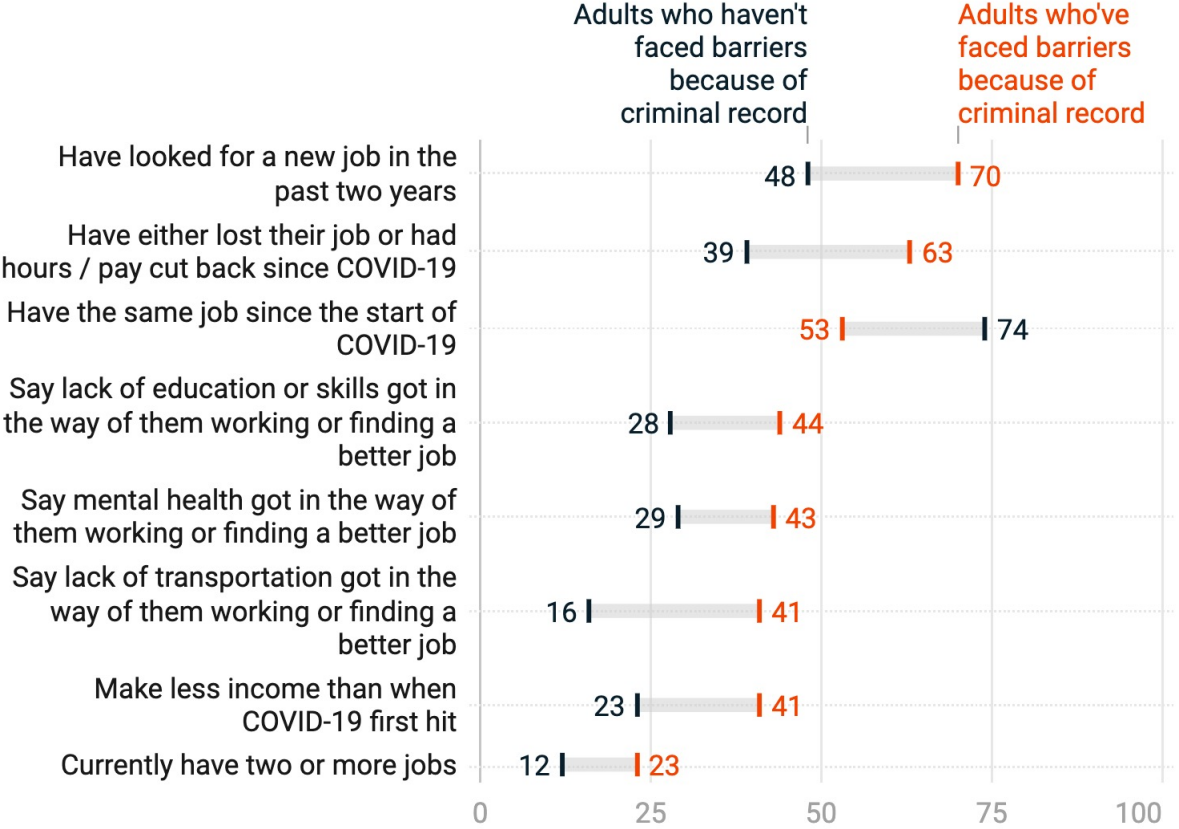


All of these barriers are more prevalent among young adults, Latina/x women, respondents with low incomes, and parents with caregiving responsibilities.

One in three parents of children under 13 years old says a lack of affordable childcare has been a barrier to working and looking for a better job.

	Yes to at least one	Mental health issues	Lack of education or skills	Lack of transportation	Lack of affordable childcare	Lack of internet access
Total	50%	30%	29%	18%	10%	10%
Women	55%	35%	31%	18%	10%	10%
Men	46%	25%	27%	18%	9%	9%
Ages 18 to 29	70%	44%	43%	33%	12%	16%
Ages 30 to 44	54%	33%	29%	20%	16%	10%
Ages 45 to 54	45%	28%	25%	13%	7%	9%
Ages 55 to 65	31%	14%	19%	6%	1%	4%
Black women	49%	25%	29%	24%	12%	11%
Black men	45%	18%	23%	20%	12%	9%
Latina/x women	62%	39%	39%	24%	19%	16%
Latino/x men	56%	27%	34%	18%	16%	13%
AAPI women	50%	28%	30%	16%	12%	10%
AAPI men	47%	25%	27%	19%	11%	12%
White women	55%	37%	29%	15%	7%	9%
White men	43%	26%	26%	17%	7%	7%
< College	54%	30%	34%	22%	10%	11%
College +	43%	29%	20%	11%	9%	7%
Currently in ideal job	35%	20%	17%	11%	10%	8%
Not in ideal job	63%	38%	39%	24%	10%	11%
Without children <13	47%	29%	28%	17%	4%	9%
Children <13 years old	61%	32%	30%	23%	33%	14%
Less than \$30K	67%	41%	39%	32%	13%	16%
\$30K to \$60K	51%	32%	32%	18%	9%	10%
\$60K to \$100K	43%	21%	24%	10%	10%	9%
\$100K or more	37%	22%	16%	9%	9%	5%
Veteran / active-duty member	41%	20%	25%	15%	11%	11%

Adults who've faced barriers due to criminal records have faced higher levels of employment instability since COVID-19 and report more barriers to employment.



Work-related needs and skills.

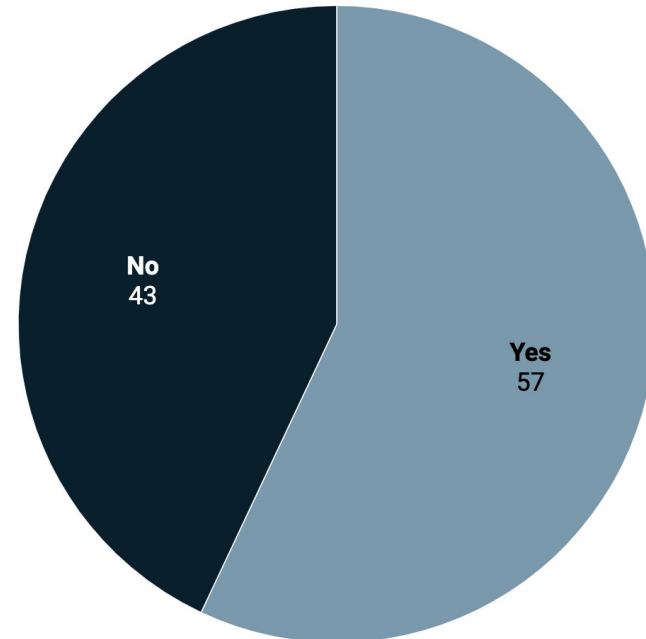


In the past two years, have you seen a job that you wanted, but did not apply for because you didn't have the skills or training needed?

N = 1,148 adults who've looked for a job in the past two years

57%

Of job seekers say a lack of skills and training prevented them from applying for jobs.

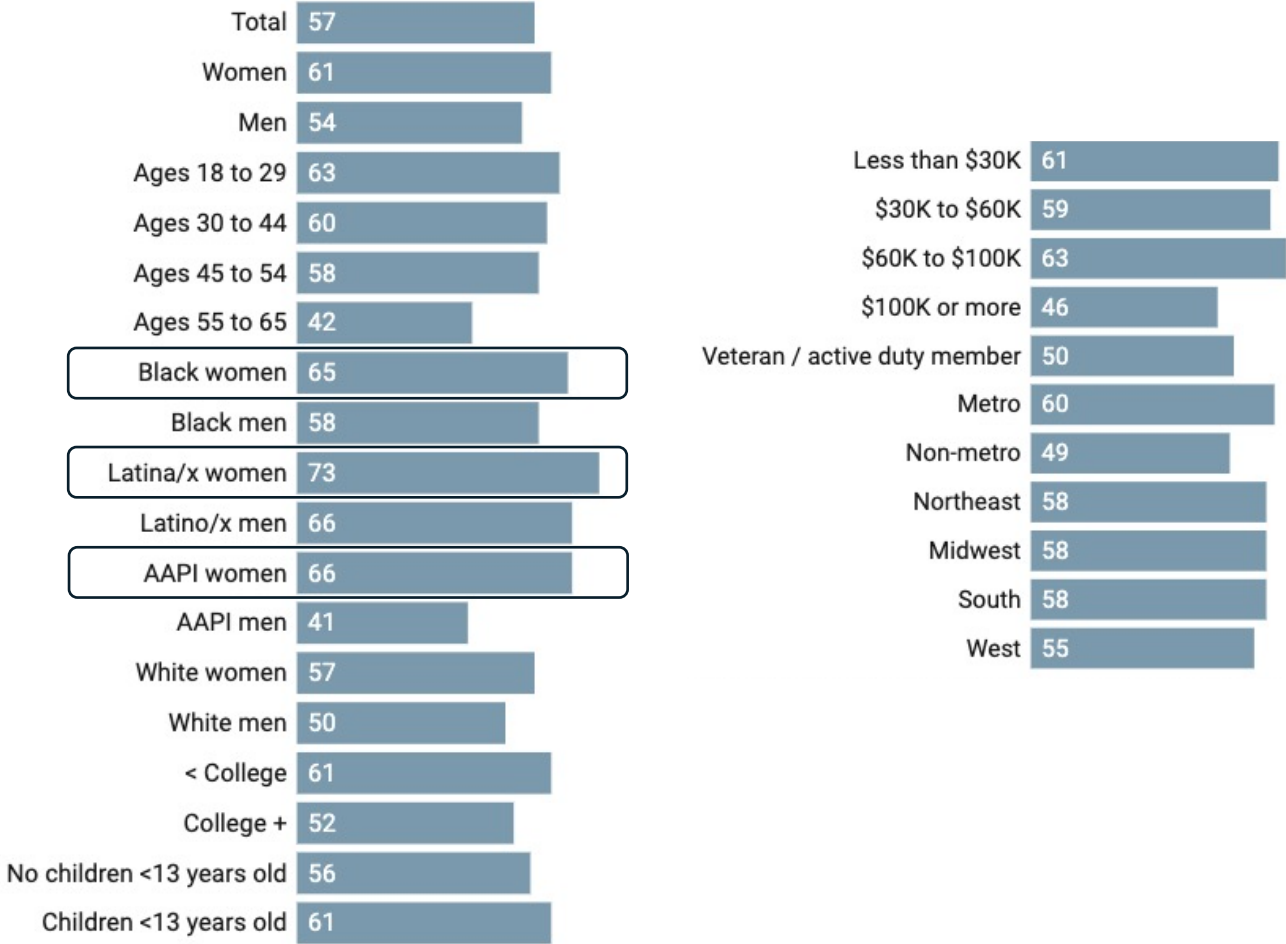




% Didn't apply for a job in past two years because didn't have the skills or training needed

N = 1,148 adults who've looked for a job in the past two years

Women of color are among the most likely to say they saw a job they wanted but didn't apply because they felt they didn't have the skills or training required.



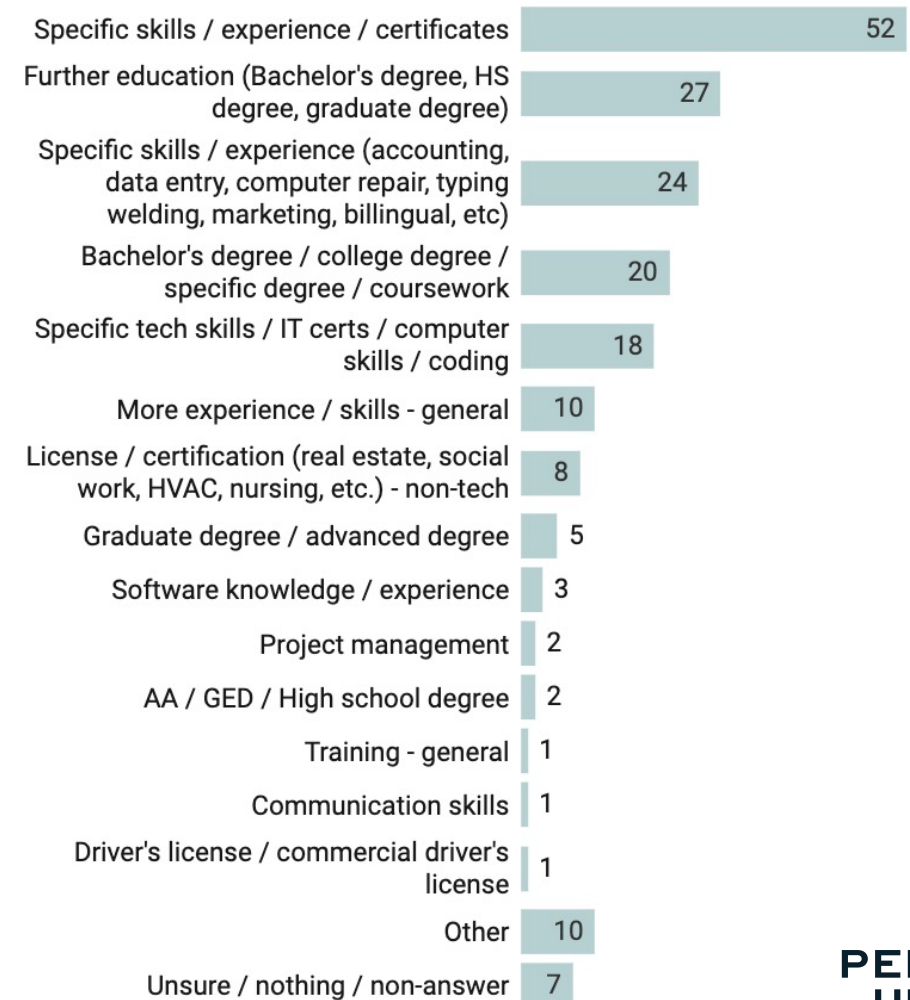
What's keeping job seekers from applying to jobs they want?

Many respondents say specific skills and licenses are keeping them from applying for jobs they want.

What skills or training would you need?

OPEN END

N = 912 respondents who've seen a job they wanted, but did not apply for it because they lacked the skills or training



How interested would you be in... / Here are a few more things. How interested are you in...

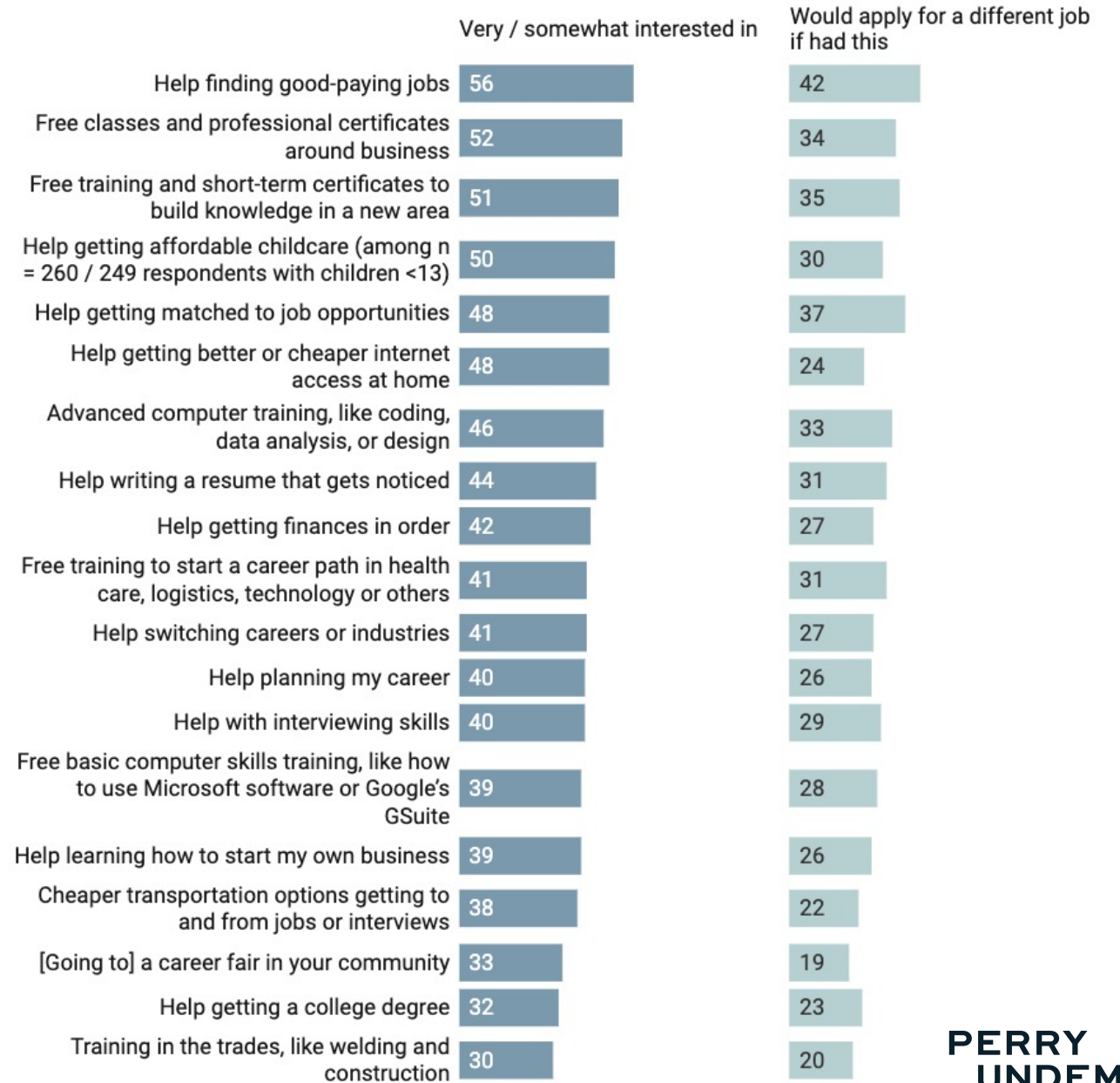
RANDOMIZE (n = 1,160)

Would you apply for a new or different job if you had...

RANDOMIZE (n = 1,158)

Help finding jobs, trainings and classes, and affordable childcare are seen as most important to respondents.

Half of respondents were asked how interested they are in a set of opportunities while the other half were asked if they'd apply for a new or different job if they had that opportunity.



Among unemployed respondents

(n = 217 / 204)



Majorities of unemployed respondents are interested in several opportunities.

Interest in opportunities by demographics

% Would apply for a new or different job if had...

(Top highlighted)

	Total	Women	Men	Ages 18 to 29	Ages 30 to 44	Ages 45 to 54	Ages 55 to 65
Finding good-paying jobs	42%	46%	38%	51%	45%	39%	29%
Getting matched to job opportunities	37%	42%	32%	47%	39%	33%	26%
Free training and certificates	35%	39%	32%	41%	38%	37%	25%
Free business certificates and classes	34%	37%	32%	41%	38%	28%	26%
Advanced computer training	33%	35%	31%	42%	34%	35%	21%
Affordable childcare	33%	35%	31%				
Help writing a resume	31%	36%	28%	36%	35%	28%	24%
Training to start a career in health care, logistics, technology	31%	34%	28%	39%	34%	31%	19%
Help with interviewing	29%	31%	27%	34%	33%	22%	22%
Free basic computer skills training	28%	30%	27%	36%	29%	28%	20%
Help switching career	27%	29%	25%	30%	31%	30%	15%
Getting finances in order	27%	31%	24%	35%	30%	22%	17%
Help starting own business	26%	27%	26%	35%	31%	19%	17%
Help planning my career	26%	29%	24%	41%	29%	19%	13%
Better / cheaper internet access	24%	26%	23%	28%	25%	24%	19%
Help getting a college degree	23%	24%	22%	37%	25%	15%	12%
Cheaper transportation options	22%	24%	20%	32%	25%	16%	12%
Training in the trades	20%	16%	23%	26%	25%	15%	10%
Career fair	19%	20%	18%	25%	22%	13%	15%

% Would apply for a new or different job if had...
(Top highlighted)

	Black women	Black men	Latina/x women	Latino/x men	AAPI women	AAPI men	White women	White men
Finding good-paying jobs	56%	55%	63%	43%	47%	50%	38%	32%
Getting matched to job opportunities	45%	55%	59%	37%	53%	44%	34%	25%
Free training and certificates	52%	45%	53%	41%	45%	31%	31%	26%
Free business certificates and classes	48%	47%	45%	36%	48%	37%	30%	26%
Advanced computer training	45%	46%	51%	39%	45%	43%	26%	24%
Affordable childcare								
Help writing a resume	43%	46%	51%	31%	39%	33%	30%	23%
Training to start a career in health care, logistics, technology	46%	49%	50%	37%	41%	35%	26%	21%
Help with interviewing	39%	48%	46%	30%	33%	34%	25%	22%
Free basic computer skills training	35%	46%	50%	33%	41%	23%	22%	22%
Help switching career	33%	38%	37%	27%	42%	34%	24%	22%
Getting finances in order	42%	46%	48%	29%	36%	29%	23%	17%
Help starting own business	40%	42%	35%	34%	30%	35%	21%	19%
Help planning my career	34%	39%	42%	33%	41%	37%	23%	17%
Better / cheaper internet access	36%	46%	42%	26%	32%	30%	18%	17%
Help getting a college degree	30%	35%	34%	29%	33%	29%	19%	17%
Cheaper transportation options	31%	41%	39%	29%	34%	23%	17%	13%
Training in the trades	19%	36%	27%	32%	24%	23%	11%	18%
Career fair	29%	37%	40%	22%	30%	27%	11%	13%

% Would apply for a new or different job if had...
(Top highlighted)

	< College	College +	Less than \$30K	\$30K to \$60K	\$60K to \$100K	\$100K or more	Unemployed looking for work	Lost job, hours, or pay post-COVID	Looked for job in past 2 years
Finding good-paying jobs	45%	36%	53%	46%	38%	25%	58%	53%	55%
Getting matched to job opportunities	39%	33%	47%	39%	33%	26%	57%	43%	48%
Free training and certificates	40%	27%	48%	38%	34%	22%	48%	43%	48%
Free business certificates and classes	39%	26%	45%	37%	33%	22%	49%	40%	45%
Advanced computer training	34%	30%	37%	37%	35%	21%	43%	40%	41%
Affordable childcare	32%	34%						35%	35%
Help writing a resume	34%	27%	39%	36%	29%	15%	51%	39%	42%
Training to start a career in health care, logistics, technology	35%	23%	40%	34%	30%	18%	42%	38%	39%
Help with interviewing	31%	24%	37%	30%	25%	16%	51%	35%	38%
Free basic computer skills training	33%	20%	39%	28%	30%	15%	39%	35%	34%
Help switching career	28%	25%	32%	32%	26%	19%	32%	33%	37%
Getting finances in order	30%	20%	40%	28%	23%	14%	42%	36%	36%
Help starting own business	30%	20%	37%	26%	30%	14%	35%	36%	35%
Help planning my career	28%	22%	33%	30%	24%	14%	40%	33%	36%
Better / cheaper internet access	28%	16%	34%	27%	25%	11%	33%	34%	29%
Help getting a college degree	27%	15%	27%	28%	23%	13%	33%	30%	29%
Cheaper transportation options	26%	15%	36%	23%	16%	11%	42%	31%	29%
Training in the trades	24%	12%	25%	21%	22%	12%	25%	26%	26%
Career fair	22%	14%	25%	18%	21%	11%	25%	26%	22%

% Would apply for a new or different job if had...
(Top highlighted)

	City	Suburb	Town	Rural area	Northeast	Midwest	South	West
Finding good-paying jobs	42%	44%	36%	32%	42%	38%	45%	41%
Getting matched to job opportunities	41%	38%	28%	24%	39%	31%	37%	41%
Free training and certificates	38%	36%	27%	30%	34%	33%	40%	32%
Free business certificates and classes	35%	36%	27%	27%	31%	26%	40%	35%
Advanced computer training	39%	33%	20%	24%	31%	25%	36%	37%
Affordable childcare								
Help writing a resume	34%	33%	24%	23%	32%	26%	33%	32%
Training to start a career in health care, logistics, technology	35%	30%	21%	27%	27%	21%	38%	32%
Help with interviewing	32%	29%	20%	21%	31%	25%	31%	30%
Free basic computer skills training	33%	31%	18%	17%	27%	25%	32%	29%
Help switching career	29%	27%	22%	22%	26%	21%	31%	27%
Getting finances in order	29%	25%	27%	18%	28%	20%	31%	28%
Help starting own business	30%	21%	22%	21%	27%	22%	29%	27%
Help planning my career	26%	29%	23%	15%	28%	21%	27%	29%
Better / cheaper internet access	27%	21%	20%	22%	22%	21%	24%	27%
Help getting a college degree	22%	25%	16%	19%	23%	19%	27%	21%
Cheaper transportation options	24%	19%	21%	17%	27%	19%	24%	19%
Training in the trades	19%	20%	11%	16%	21%	13%	23%	19%
Career fair	25%	18%	10%	12%	19%	14%	21%	20%