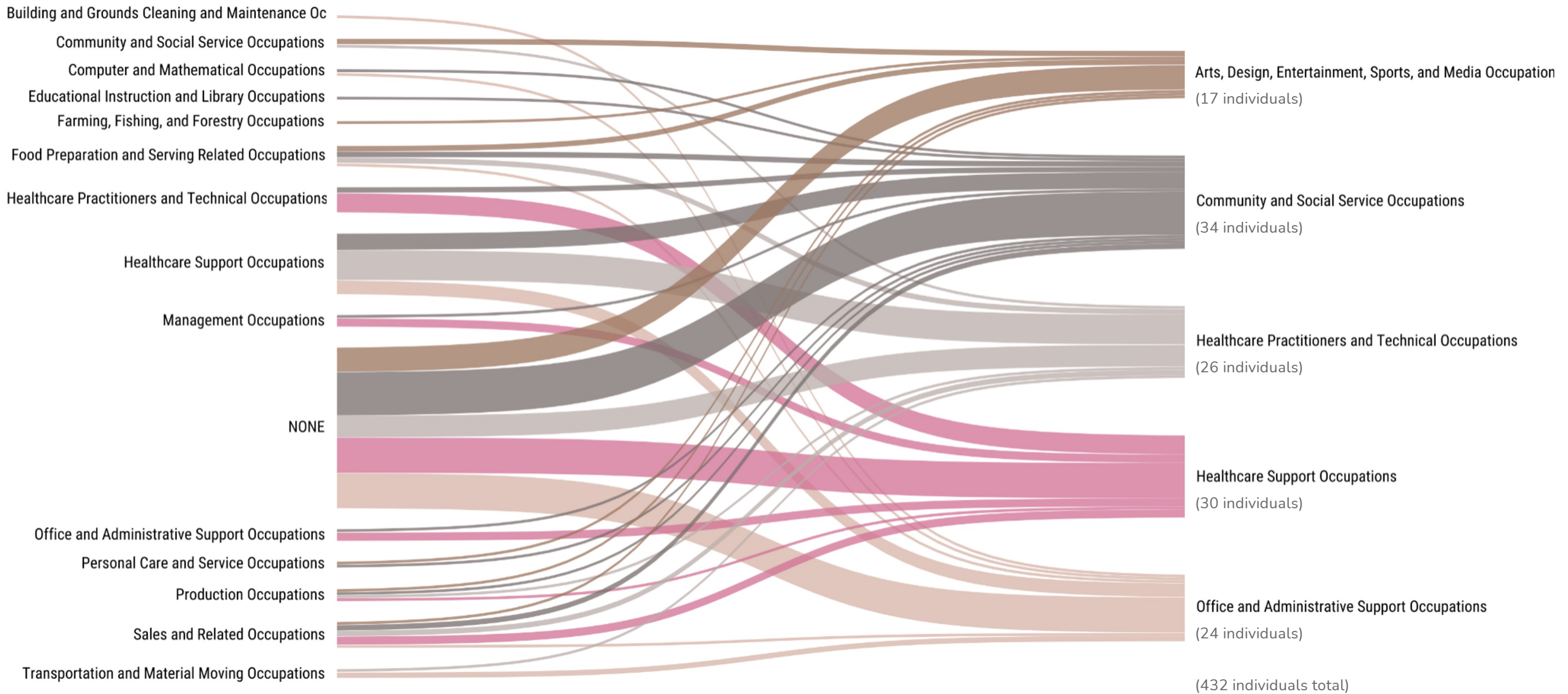


# Dreams Pursued Survey + Results

# Dreams Pursued Survey

- 431 respondents
  - 75% from East Side (based on zip codes). Roughly  $\frac{3}{4}$  of respondents identified as Black, Indigenous, Latinx, Asian or multi-racial.
  - 45% indicated they sometimes or frequently encounter barriers to transportation in their daily lives.
  - 60% of respondents were 18-34 years old; an additional 25% were 35-44 years old. A lot of their work lives ahead of them.
  - Roughly 30% are speaking English and another language at home -- strong linguistic fluency.
  - Roughly  $\frac{3}{4}$  of respondents reported they had no post-secondary diploma.
  - Just under 30% indicated they were not working; nearly  $\frac{2}{3}$  of these individuals answered they they were currently looking for work.
  - Half of respondents overall were looking for work. More than half had applied to a job in the previous six months.
- December 2020 - February 2021
- Word spread among Ramsey County Workforce participants, xChange partners, WEQY, etc.
- Incentives offered



## THE TOP FIVE

Here are the top five occupational categories (on the right) that respondents want to pursue, and the occupations those individuals currently hold (on the left).

# Feedback for Employers

## Most important criteria for considering a job:

- Wages/Salaries (71%)
- Shifts/Schedule (69%)
- Benefits (52%)

**Company culture is important:** Workers often experience and witness favoritism and bias in the workplace

**Job opportunities for justice-involved candidates are critical**

**Be willing to train people**, not relying on “required” or “preferred” experience and qualifications.

Automated application screenings might lighten the hiring workload, but they can also lead to **missing out on exceptional candidates** whose applications don't pass through the system

# Major Findings

**Many respondents are unsure what their “dream” career is.** This is especially true among New Americans, younger respondents, and women.

**The dream careers of respondents vary widely, but tend to emphasize “helping” occupations** (healthcare, social service, and office support occupations). In terms of target industries, healthcare and social assistance are clear stand-outs.

**Most individuals want a change of career field.** The likelihood of that desire varies widely by current occupation. Both New Americans and white respondents are less likely to seek a change in career field, though their reasons might differ.

Broadly speaking, **many differences in current employment and future aspirations fall along lines of gender identity.** Men are more likely to be employed and to be seeking work, but women are more likely to be planning a change of career field. Men appear more content with their current field, and the distribution of their dream occupations is more uniform and less focused on the “helping” occupations.

**Respondents’ dream occupations do not always align with occupations in demand by employers.**

# Implications

**The lack of access** to career exposure, exploration, and other essential tools, resources, and programs represents significant gaps in our current education and workforce systems.

To support individual job seekers effectively, it is important to **understand the purpose of work for each individual** and then offer resources and coaching that align with their unique aspirations and goals.

Demand-driven strategies often focus on half of the labor market – the half that has the larger voice. However, to establish a more equitable workforce system, **additional information on labor supply is essential** to address the needs and perspectives of all individuals in the job market.