



27%

of those surveyed  
said transportation  
is a moderate or  
extreme barrier to  
finding and keeping  
employment.

For those with income less  
than \$25,000, people not  
currently working, and Gen  
Z, the rate approaches 40%.

Welcome to this **Where Are the Workers Lunch  
& Learn on the Northeast Ohio Workforce  
Survey.** We'll begin shortly.

**YOU'RE INVITED!** Join us **Thursday, June 16 at 4:30 at the Agora  
Theatre in Cleveland** for a showcase of innovations across Northeast Ohio  
that have helped employers and workers overcome transportation barriers to  
improve job access, talent attraction and retention through The Paradox Prize.

**TRANSPORTATION AND THE QUEST FOR TALENT:**  
*Putting lessons of The Paradox Prize to work*

**JUNE 16**  
4:30 - 7:30 P.M.  
AGORA THEATRE



Get your free ticket  
Discount code **PP2022VIP** at  
[crainscleveland.com/paradoxprize](https://crainscleveland.com/paradoxprize)



# *What Workers Want*

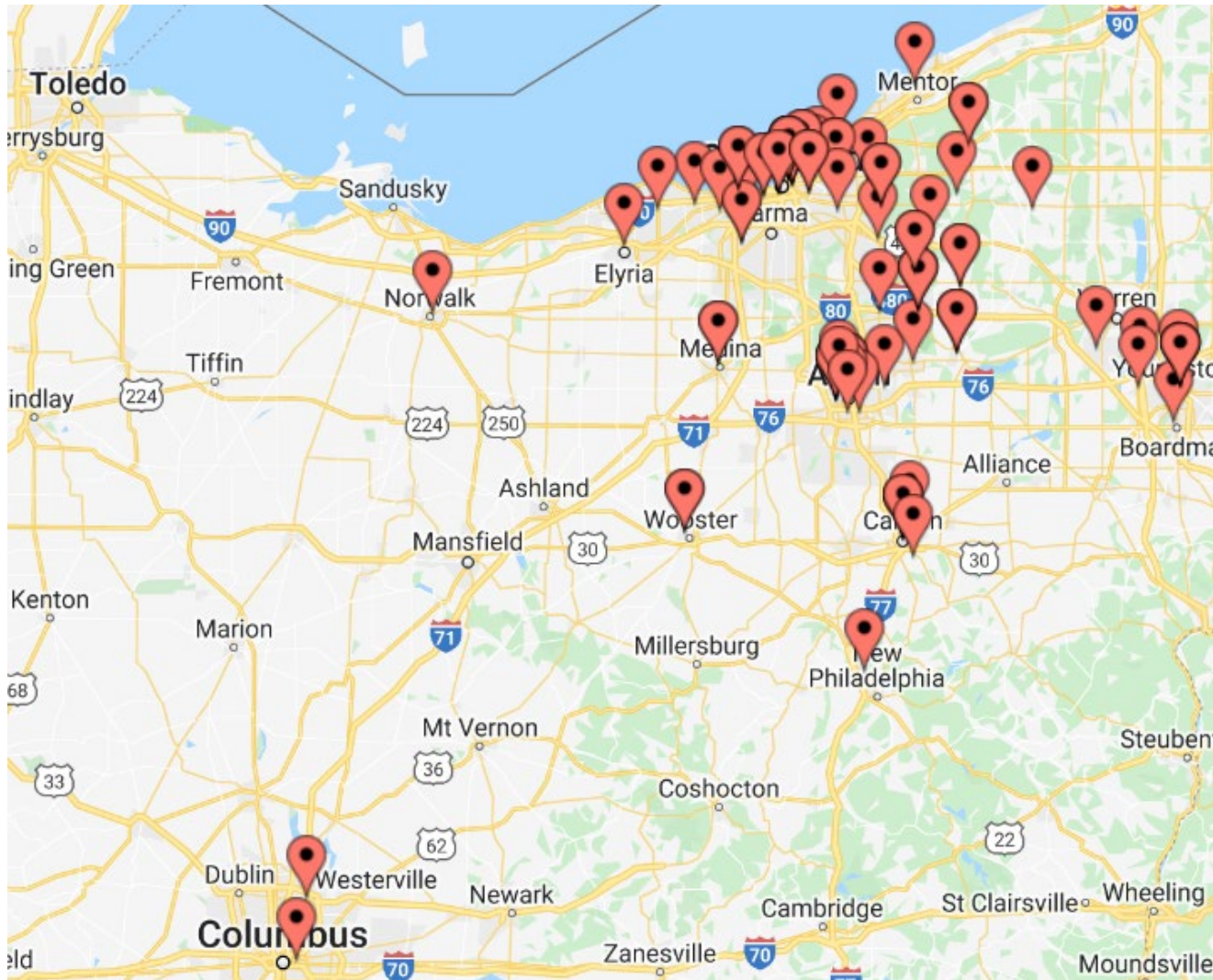
Insights and implications of the working-age adult survey

Lunch & Learn Webinar • June 8, 2022

# *Welcome!*

## Who registered

- Fund members
- Where Are the Workers project partners
- EDOs
- Community colleges
- Career centers
- Employers & recruiters
- Journalists
- Local and state government officials
- Philanthropic & community-based organizations



# *Today's Agenda*

1. ***Introduction***
2. ***Who are the workers?***  
Survey demographics overview
3. ***Where are the workers, and what do they need?***  
Findings and implications
4. ***What's next***

## *Please note:*

- **Chat is open for questions.** A survey link at the end also will invite participants to ask questions, request further analysis and share their thoughts, or email us at [watw@thefundneo.org](mailto:watw@thefundneo.org)
- We are **recording this session** and will share it.

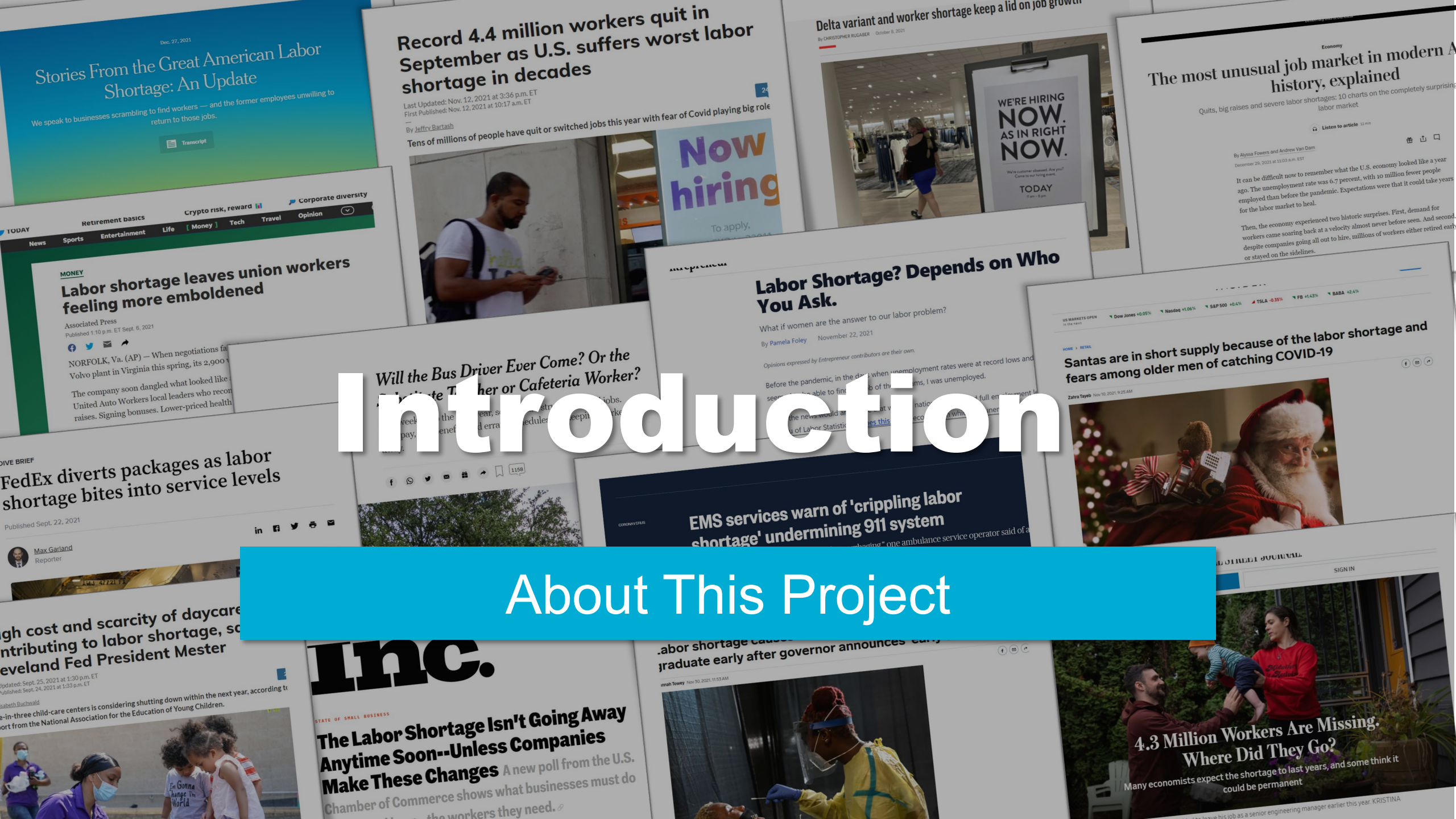


### **Today's Speaker**

**Bethia Burke**

President, Fund for Our Economic Future





# Introduction

## About This Project

# *A Collaborative, Multi-Part Approach*

*Catch up at [thefundneo.org/watw](http://thefundneo.org/watw)*

*Today's focus*

NATIONAL SCAN OF  
EXISTING RESEARCH

EMPLOYER  
PERSPECTIVE

WORKING-AGE  
ADULT  
PERSPECTIVE

**“WHERE ARE THE WORKERS?” REPORT AND INSIGHTS**

Coming June 30

conxusNEO

Team  
neo

POLICYBRIDGE



Summit and Medina  
Workforce Area  
Council of Governments

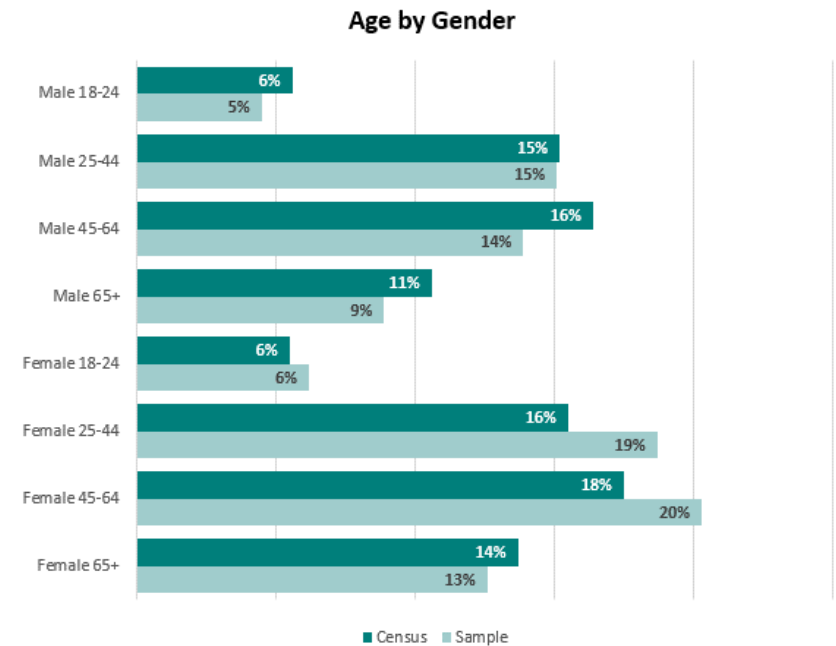
FUND FOR  
OUR  
ECONOMIC  
FUTURE

where are the  
workers?

# Methodology and Survey Overview

*A demographically representative sample of nearly 5,000 working-age adults across 11 counties in Northeast Ohio*

COUNTY	N	Margin of Error	Weight
Cuyahoga	443	4.7%	3.81
Geauga	225	6.5%	0.57
Lake	229	6.5%	1.36
Lorain	400	4.9%	1.05
Mahoning	234	6.4%	1.33
Medina	800	3.5%	0.30
Portage	800	3.5%	0.28
Stark	412	4.8%	1.22
Summit	800	3.5%	0.92
Trumbull	244	6.3%	1.11
Wayne	400	4.9%	0.39
REGION	4,987	1.4%	N/A



■ Census ■ Sample

OUR  
ECONOMIC  
FUTURE

where are the  
workers?





# Who Are the Workers?

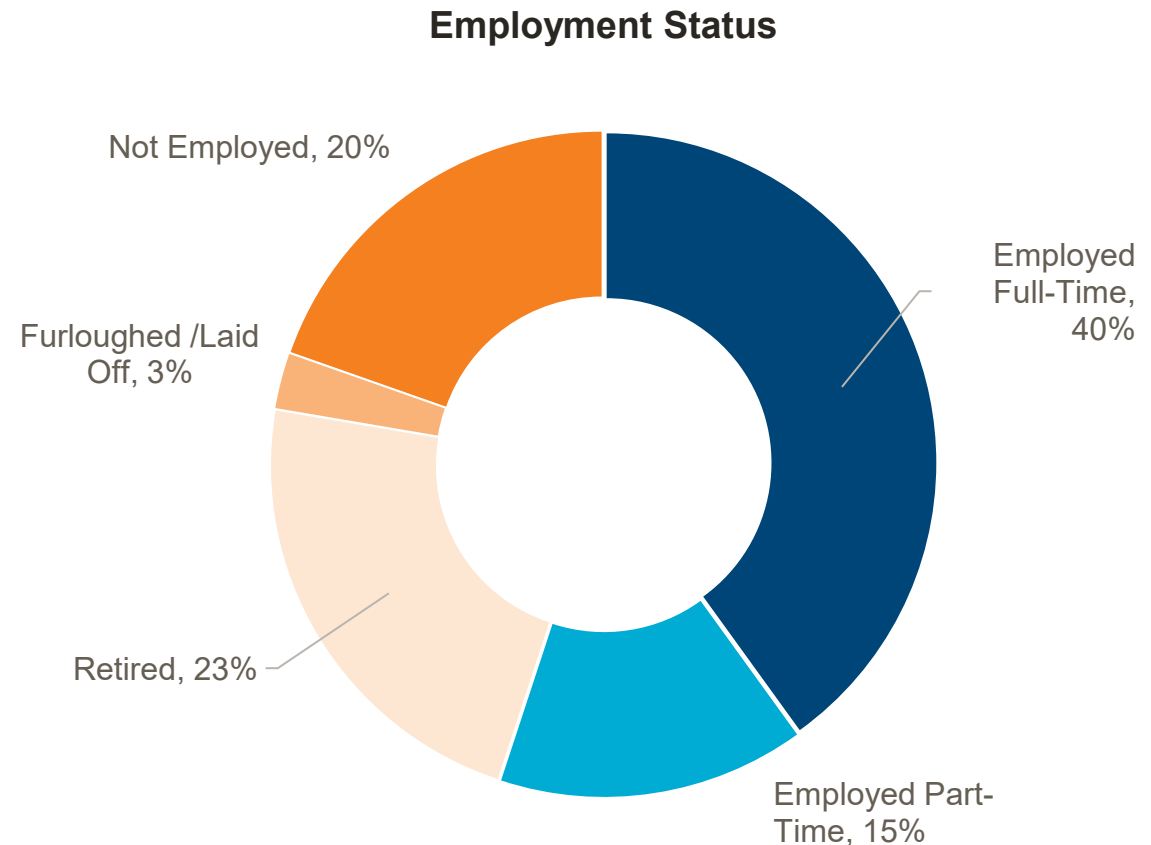
## Demographics of Survey Respondents



## WHO RESPONDED

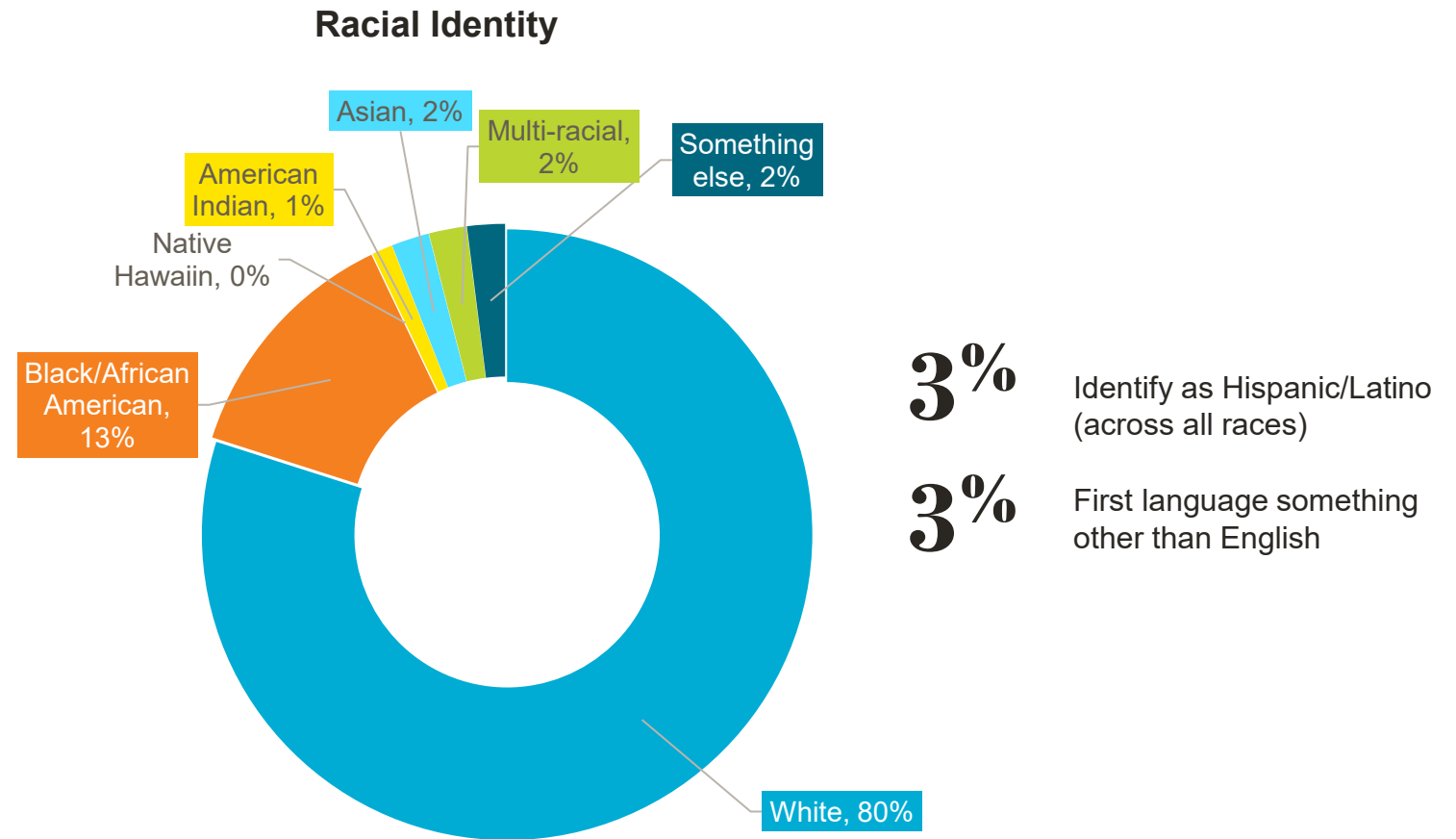
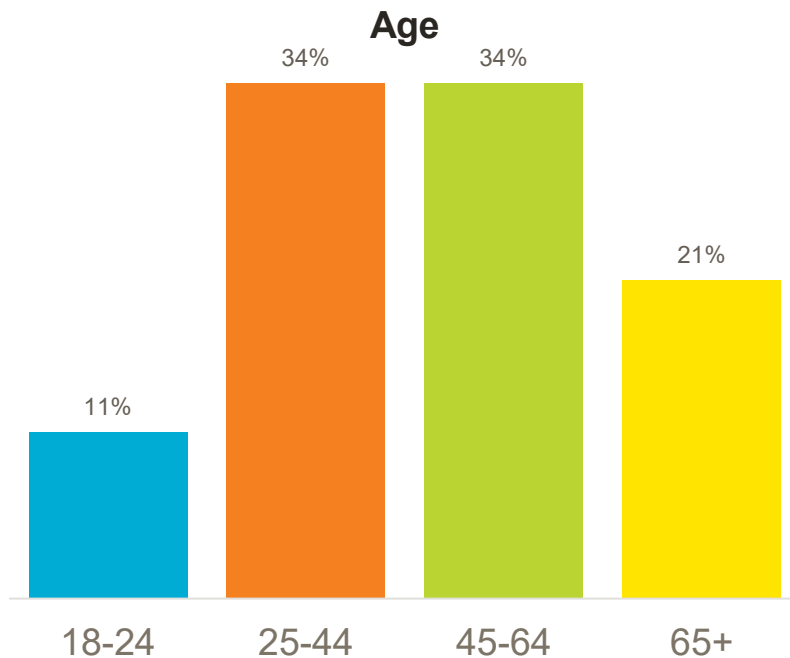
# *Location and Employment Status*

County of residence	Responses
Cuyahoga	443
Geauga	225
Lake	229
Lorain	400
Mahoning	234
Medina	800
Portage	800
Stark	412
Summit	800
Trumbull	244
Wayne	400
<b>Total</b>	<b>4,987</b>



## WHO RESPONDED

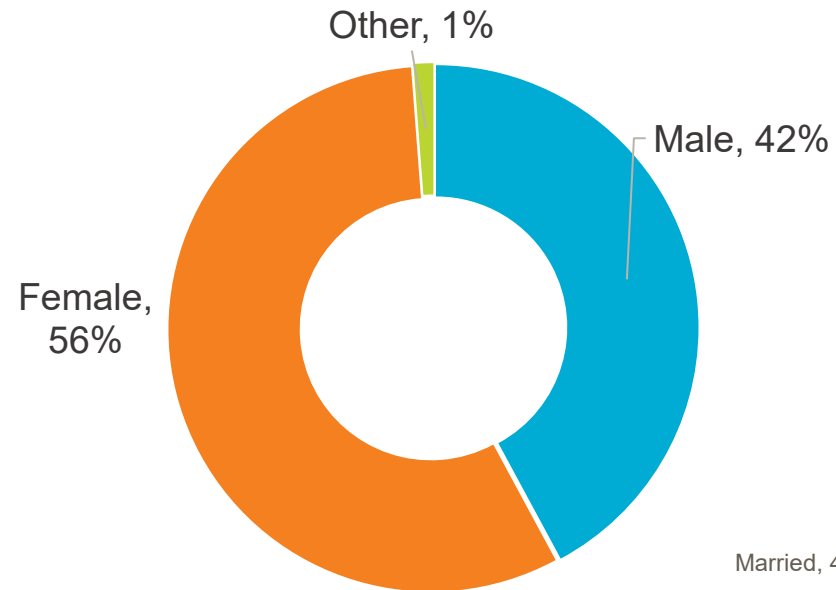
# *Age, Race, Ethnicity and Language*



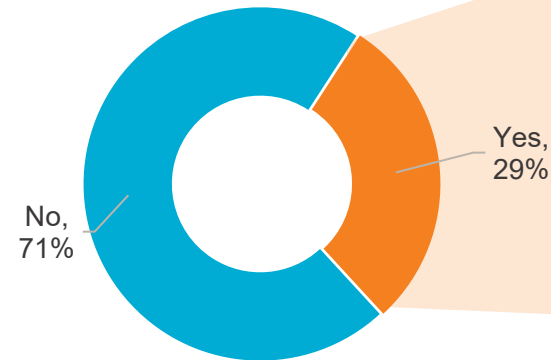
## WHO RESPONDED

# *Gender Identity and Family Composition*

**Respondent Gender**



**Children in Home**



**Pre-K-12/add'l.  
childcare implications  
for work**

18%

Under 18  
months

31%

18 months to  
4 years

47%

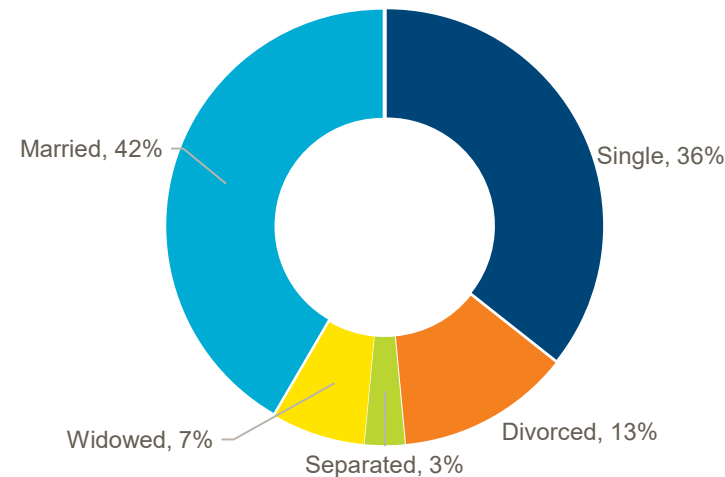
5 to 11 years

49%

12 to 17 years

**Ages of Children**

**Current Marital Status**

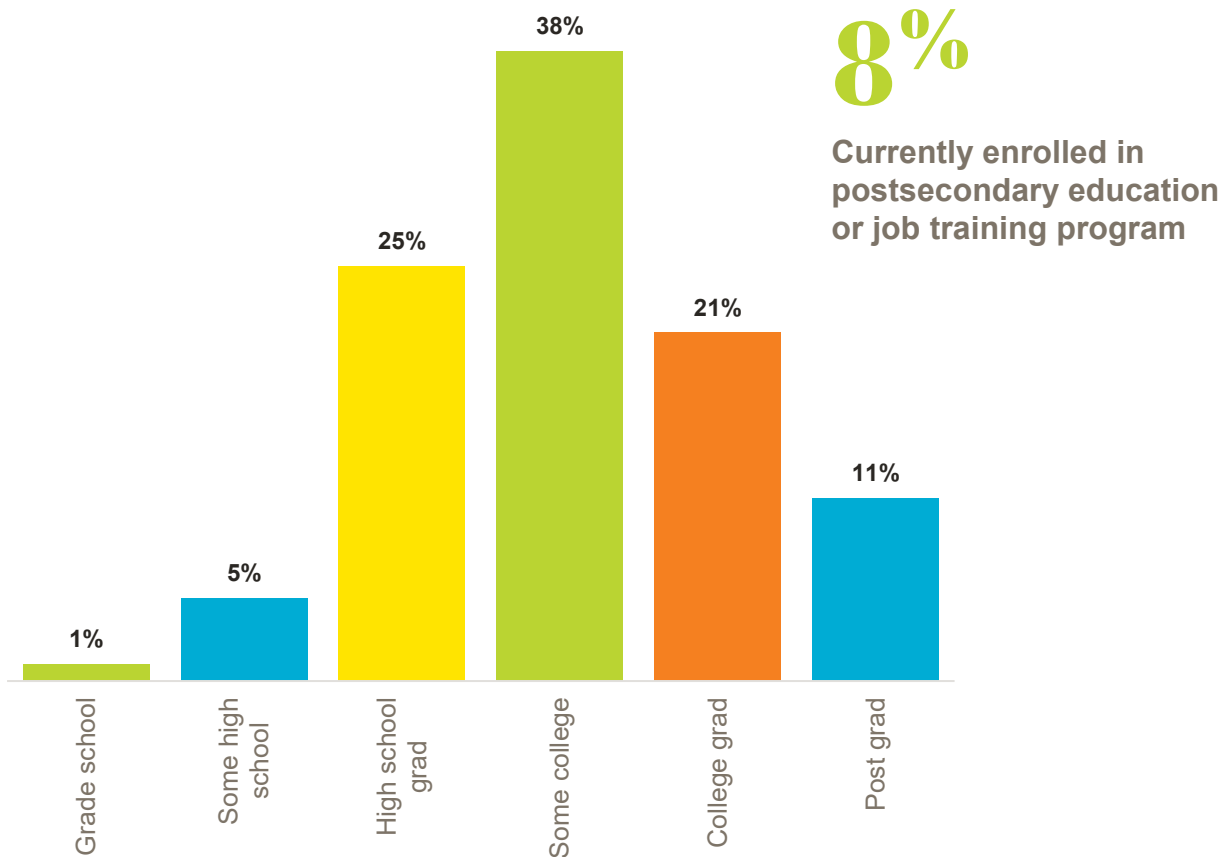




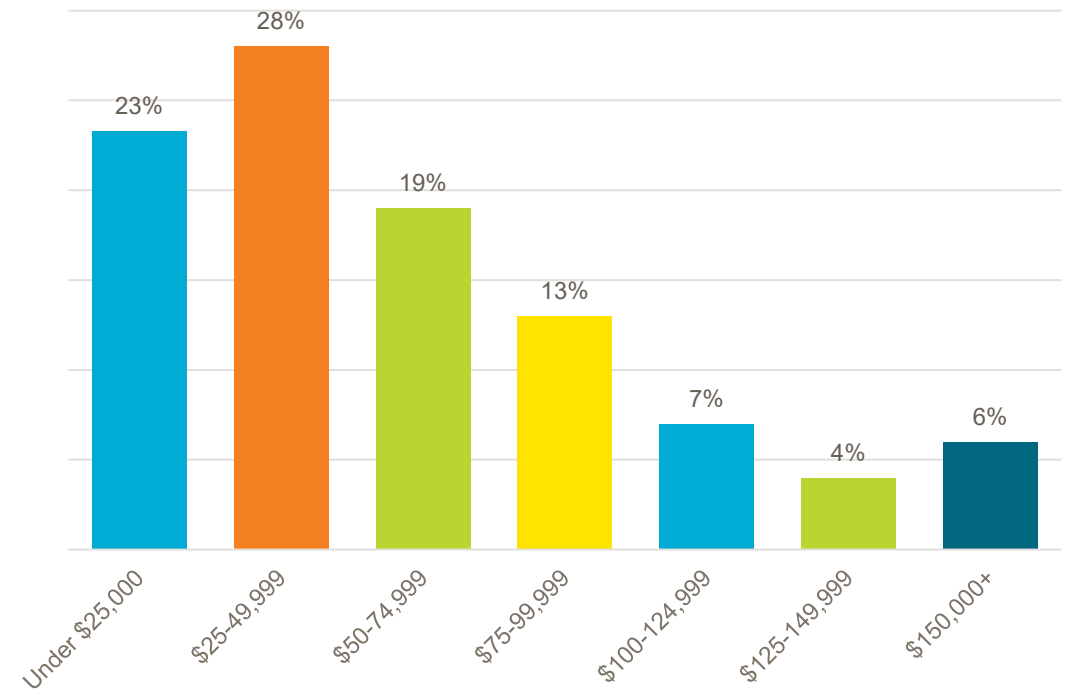
## WHO RESPONDED

# *Education & Income*

**Educational Attainment**



**Family/Household Income**



## Stories From the Great American Labor Shortage: An Update

We speak to businesses scrambling to find workers — and the former employees unwilling to return to those jobs.

Transcript

## Record 4.4 million workers quit in September as U.S. suffers worst labor shortage in decades

Last Updated: Nov. 12, 2021 at 3:36 p.m. ET  
First Published: Nov. 12, 2021 at 10:17 a.m. ET

By Jeffery Bartash

Tens of millions of people have quit or switched jobs this year with fear of Covid playing big role

Delta variant and worker shortage keep a lid on job growth

By CHRISTOPHER RUGABER October 8, 2021

## The most unusual job market in modern American history, explained

Quits, big raises and severe labor shortages: 10 charts on the completely surprising 2021 labor market

Listen to article 11 min

By Alyssa Fowers and Andrew Van Dam  
December 29, 2021 at 11:03 a.m. EST

It can be difficult now to remember what the U.S. economy looked like a year ago. The unemployment rate was 6.7 percent, with 10 million fewer people employed than before the pandemic. Expectations were that it could take years for the labor market to heal.

Then, the economy experienced two historic surprises. First, demand for workers came soaring back at a velocity almost never before seen. And second, despite companies going all out to hire, millions of workers either retired early or stayed on the sidelines.

## Labor shortage leaves union workers feeling more emboldened

Associated Press  
Published 1:10 p.m. ET Sept. 6, 2021

NORFOLK, Va. (AP) — When the Volvo plant in Virginia this spring...

The company soon dangled what it said were record raises, signing bonuses. Lower...

## FedEx diverts packages as labor shortage bites into service levels

Published Sept. 22, 2021

Max Garland  
Reporter

## High cost and scarcity of daycare is contributing to labor shortage, says Cleveland Fed President Mester

Updated: Sept. 25, 2021 at 1:30 p.m. ET  
Published: Sept. 24, 2021 at 1:33 p.m. ET

...three child-care centers is considering shutting down within the next year, according to the National Association for the Education of Young Children.

## The Labor Shortage Isn't Going Away Anytime Soon--Unless Companies Make These Changes

A new poll from the U.S. Chamber of Commerce shows what businesses must do to attract the workers they need.

## 4.3 Million Workers Are Missing. Where Did They Go?

Many economists expect the shortage to last years, and some think it could be permanent

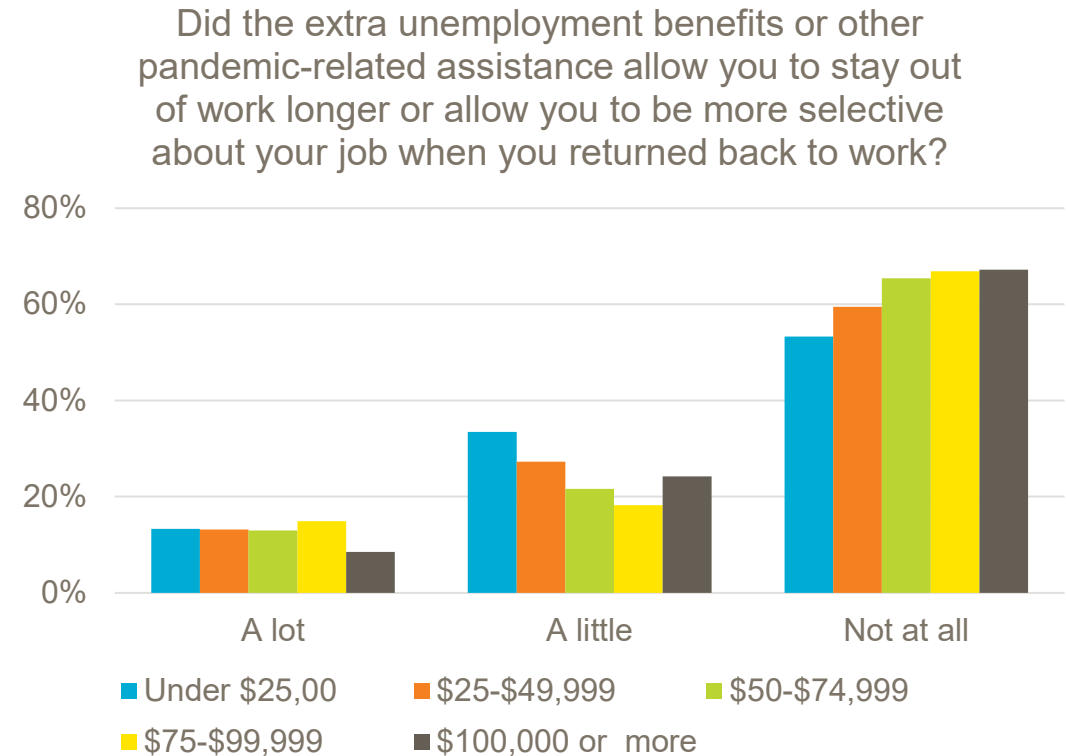
# Where Are the Workers, and What Do They Need?

## Findings and Implications

# *Work, interrupted (by the pandemic)*

- About 30% of all workers were laid off
- About 30% of workers had hours cut/took a pay cut
- The lower a worker's household income, the more likely they were to have had their hours cut, and this income loss has sustained.

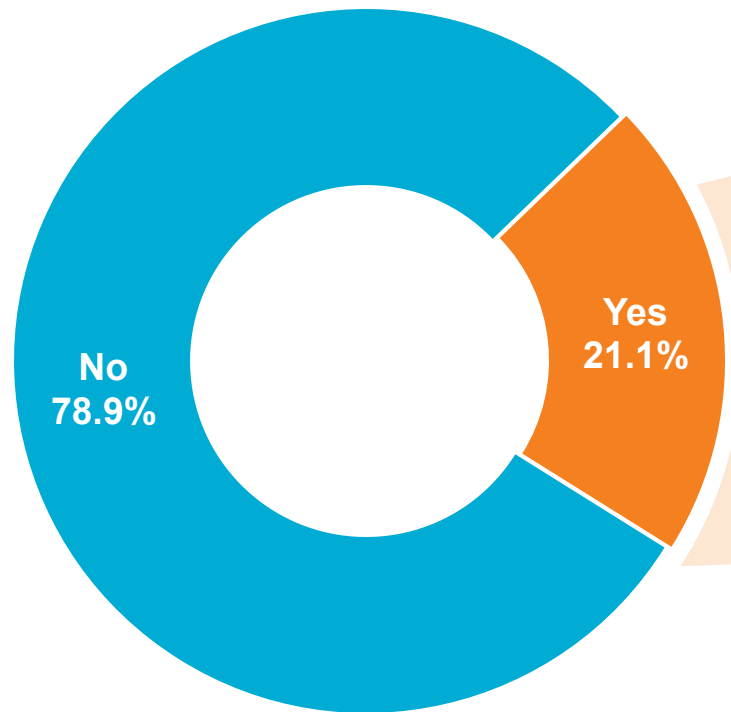
**With inflation, 82% of respondents making < \$25k are materially worse off than they were before the pandemic began.**



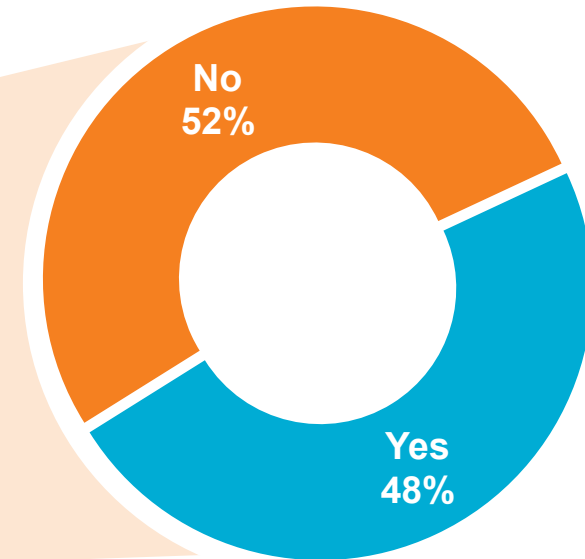


# *People are quitting without jobs lined up.*

In the past 12 months, have you quit or left your job?



Did you have another job lined up before you quit?

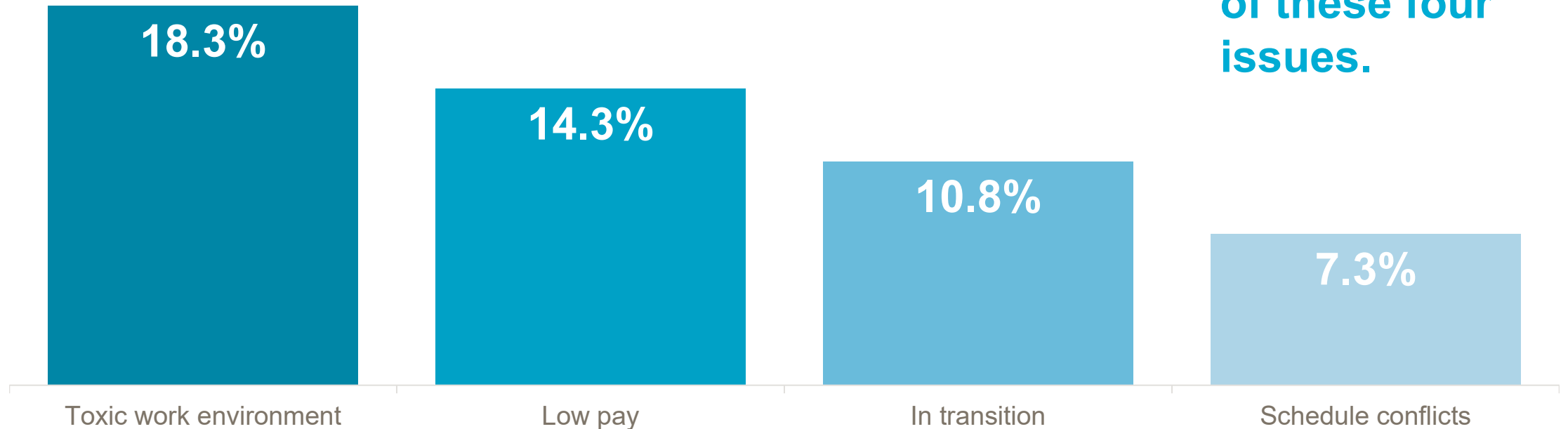


*Among currently employed and not employed (within the past year). N=3,156*

# *They're leaving for a few key reasons.*

What is the main reason you left your last job?  
(Those who quit within last 12 months)

More than half  
said it was one  
of these four  
issues.



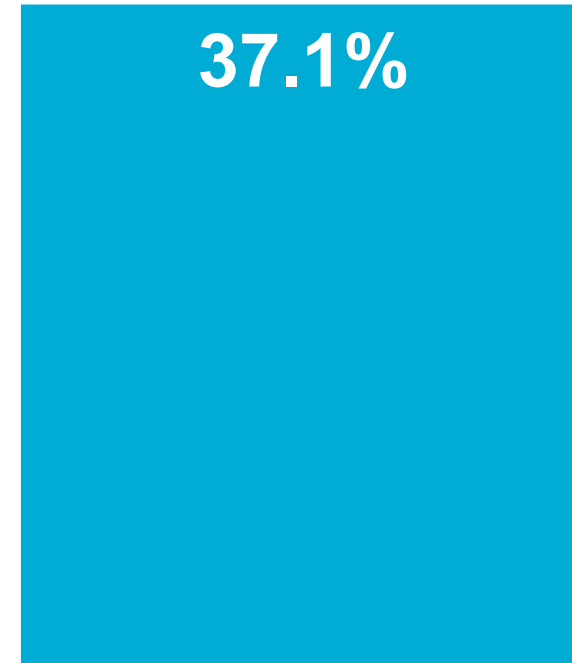
# *Today's employees feel overworked.*

In the past 12 months, have you...

*Among currently employed. N=2,762*



Called in sick due to burnout



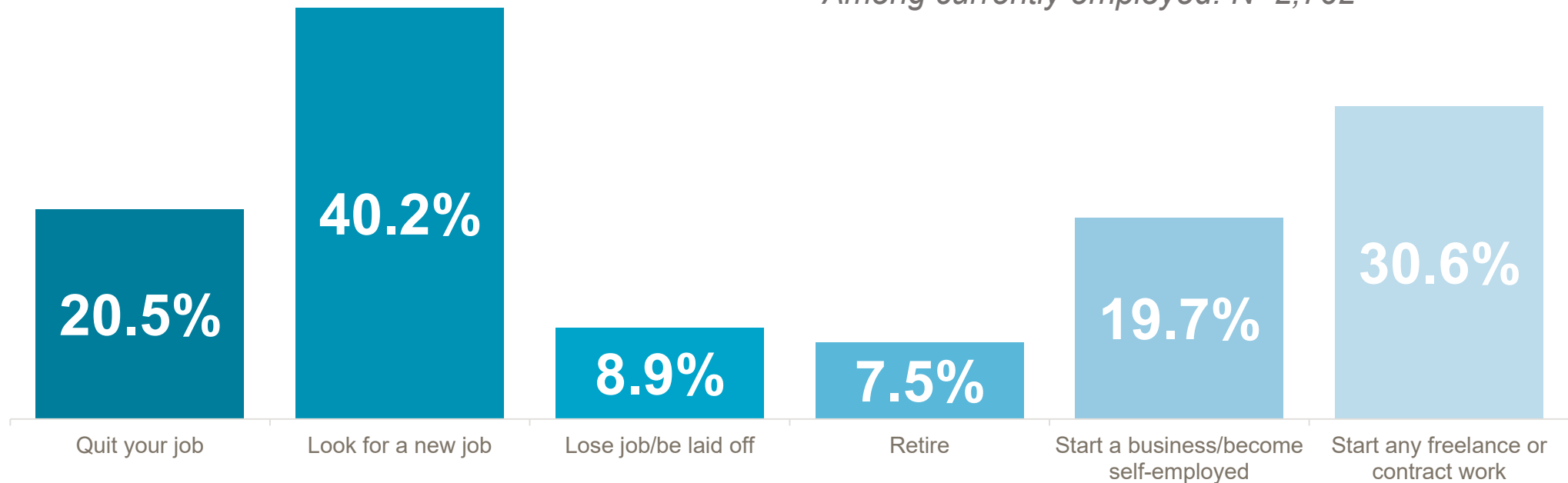
Felt you had too much to do at work  
and not enough time to finish everything



# *They will probably keep leaving.*

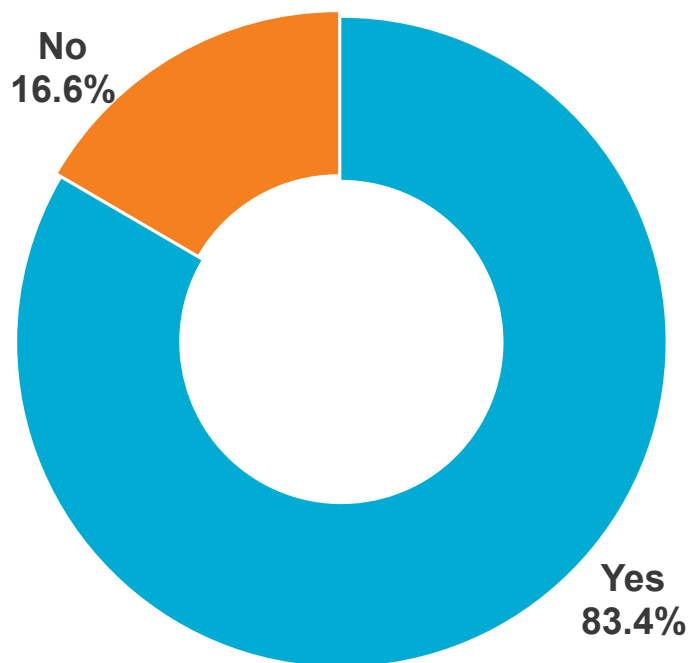
In the next 12 months, how likely will you... (very or somewhat likely)

*Among currently employed. N=2,762*

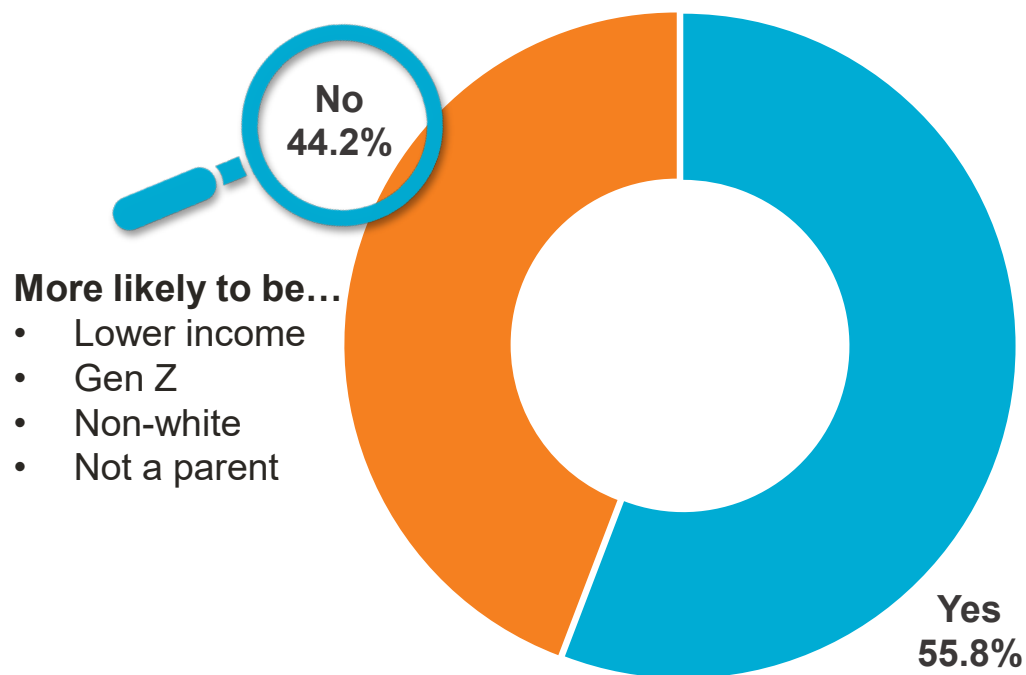


*Most planning to quit will look for another job.  
A smaller majority **could be convinced to stay** in  
their role for the right incentives.*

Of those planning to quit, do you plan  
to look for another job?

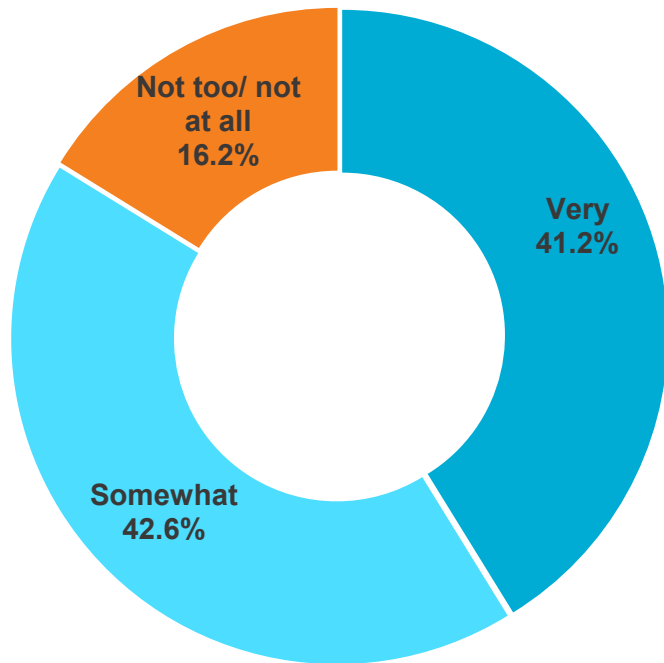


Is there anything your employer could  
do to encourage you to stay?

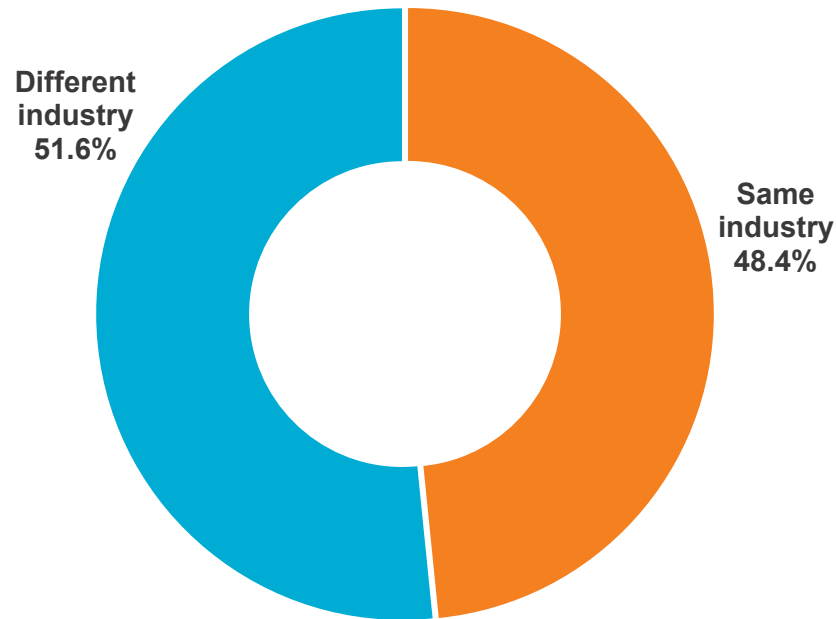


*The 40% of employed people planning to look for another job are **largely looking for a change** and **confident they'll find a new job that's at least as good as what they have.***

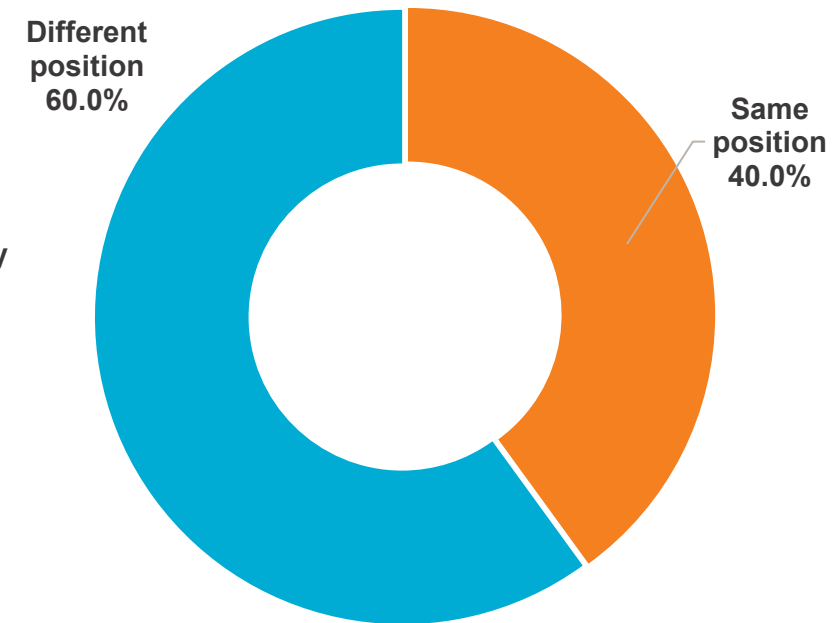
How confident are you in being able to find a job with the same income/benefits?



Will you look in the same industry or a different industry?



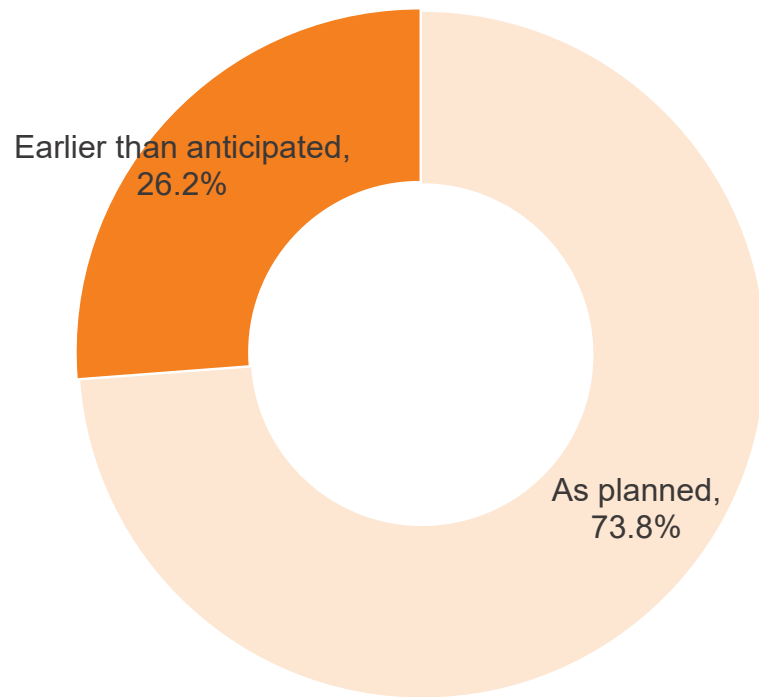
Will you look for the same position or a different position?



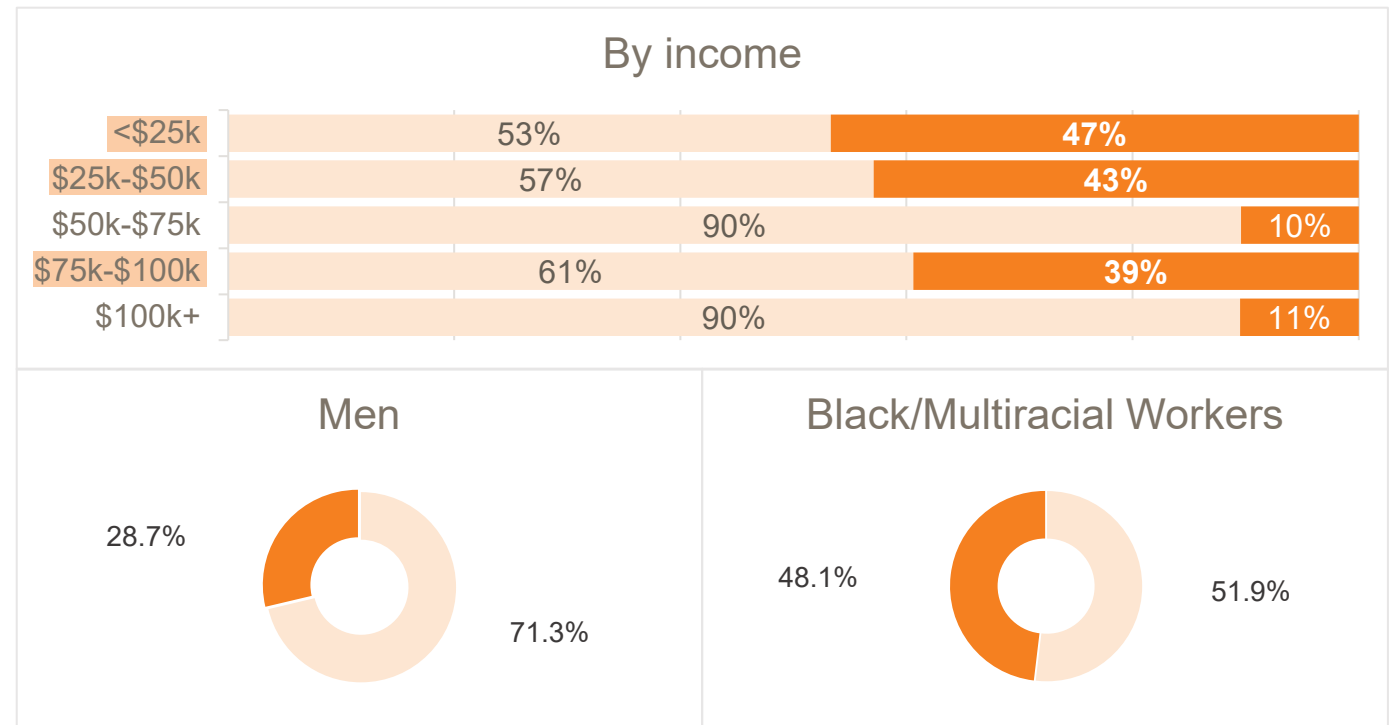


# *More than **one in four** retiring this year is doing so earlier than planned.*

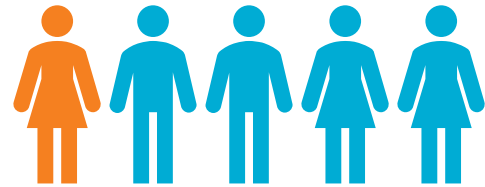
All Workers Planning to Retire



Who is retiring earlier than anticipated at higher rates

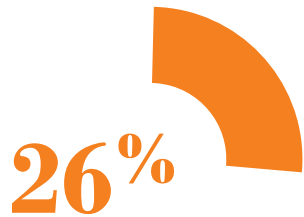


# *Gig work has expanded options for workers in a time of uncertainty.*

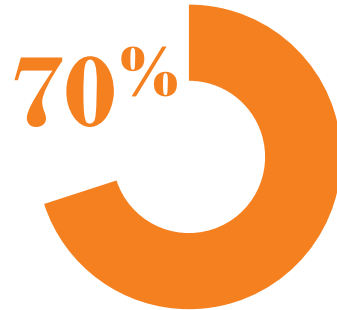


21%

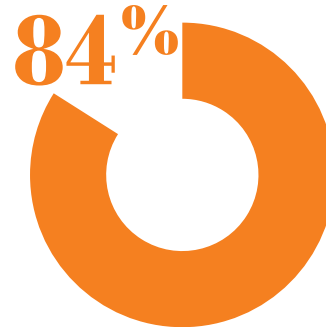
Have done freelance or contract work in the past year (Uber, DoorDash, babysitting, yardwork, etc.)



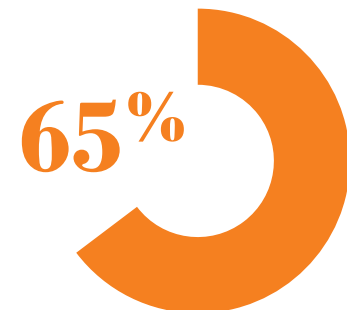
See it as their **MAIN JOB**



Started within the past **TWO YEARS**



**ENJOY** this type of work



are **CURRENTLY** doing this type of work

4%

Of retired respondents have done this type of work in the past year

23%



Of “not employed” respondents have done this type of work in the past year.

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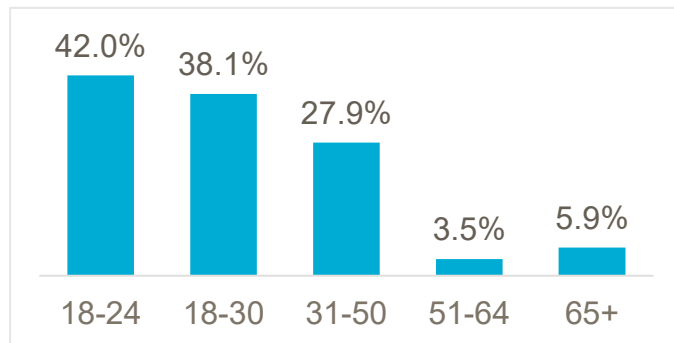
where are the  
**workers?**

# Who is choosing gig work?

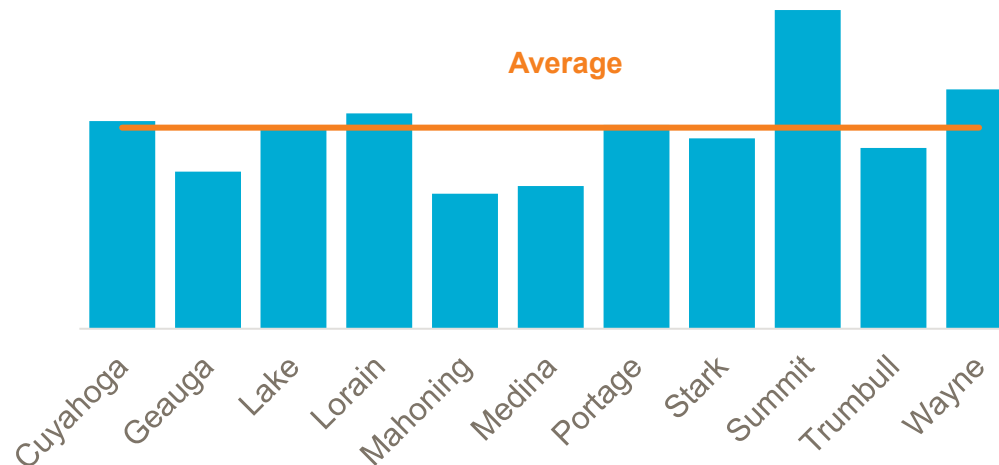


31%

More people with children under 5 did gig work in the past year than other groups (no kids, and all households with kids <18).

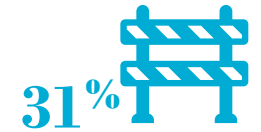


Younger people  
(note some overlap in age groups).



30%

of Black/multiracial respondents have done gig work in the past year, and one in three say it's their main job.



31%

of construction workers



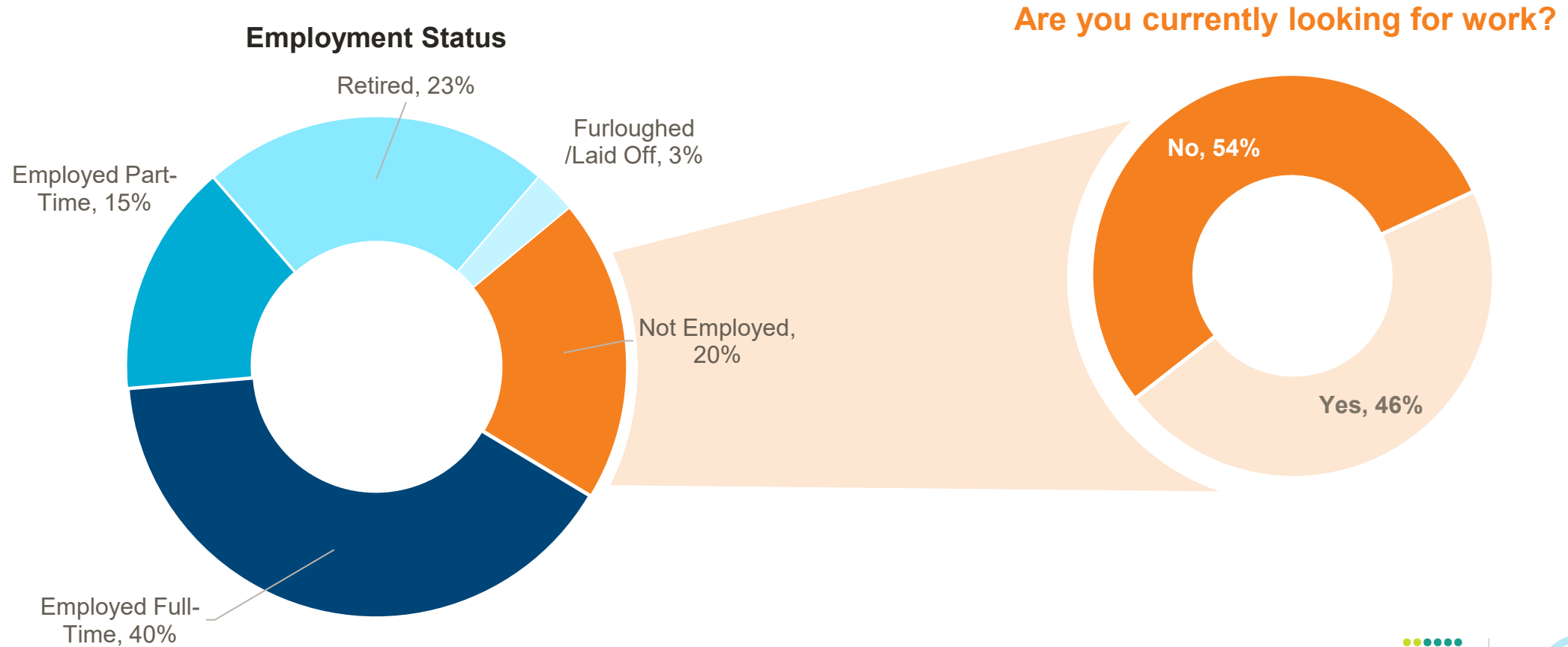
40%

of hospitality workers



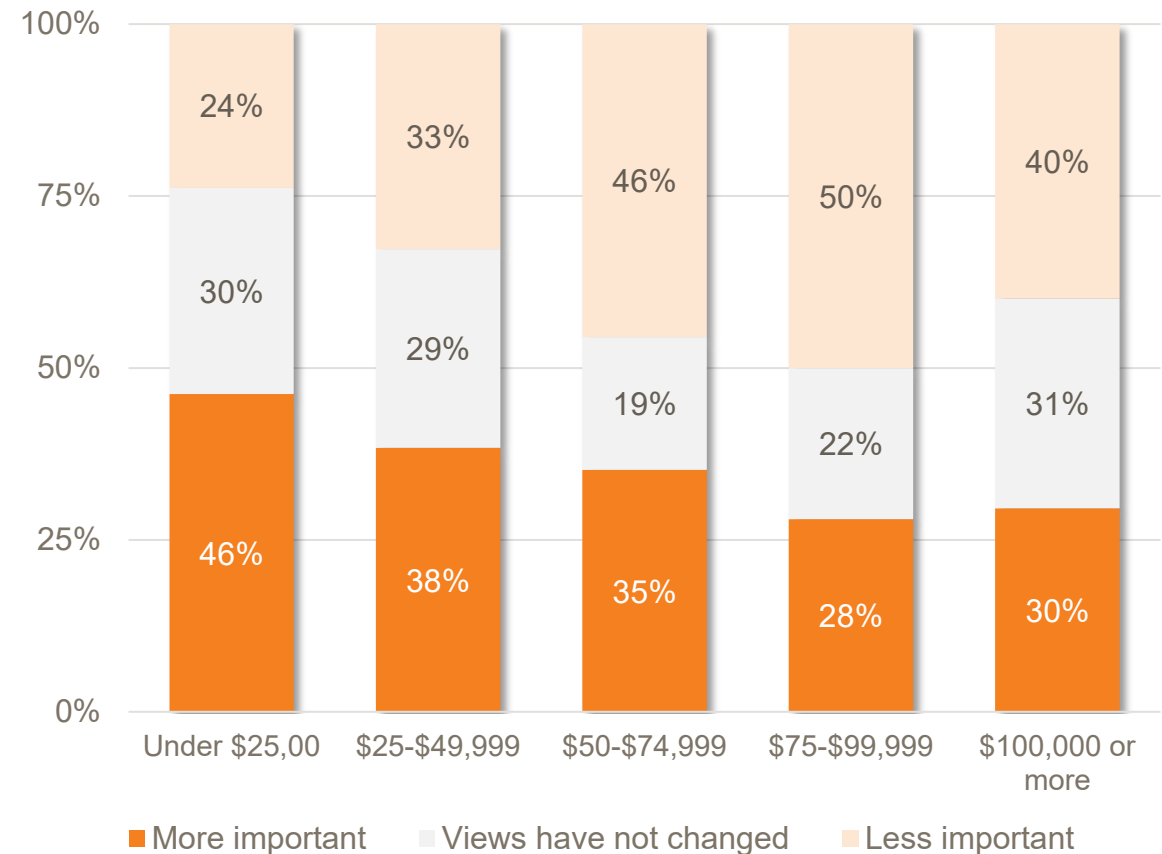
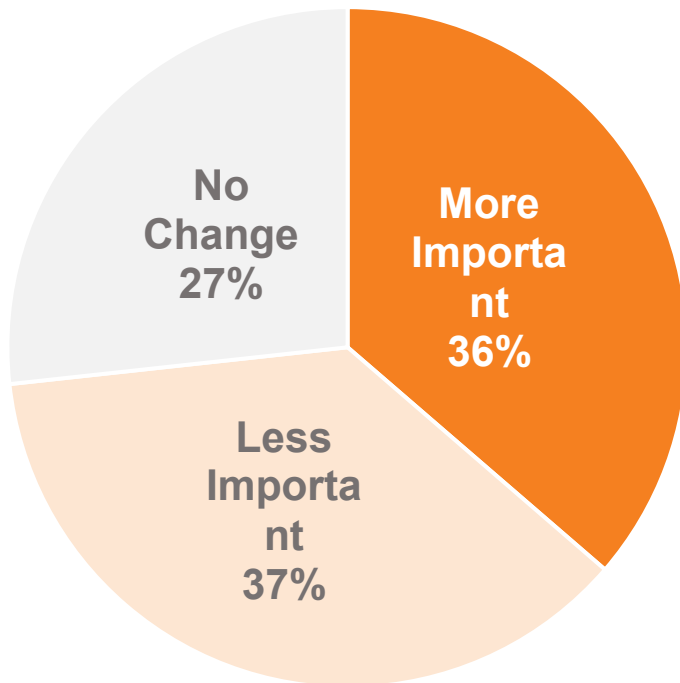
Which industries' workforce have side hustles most frequently? TBD.

# *Most people without jobs aren't looking for one.*



# Attitudes and priorities are shifting.

Since the pandemic, has work become more or less important to you?  
(All respondents)

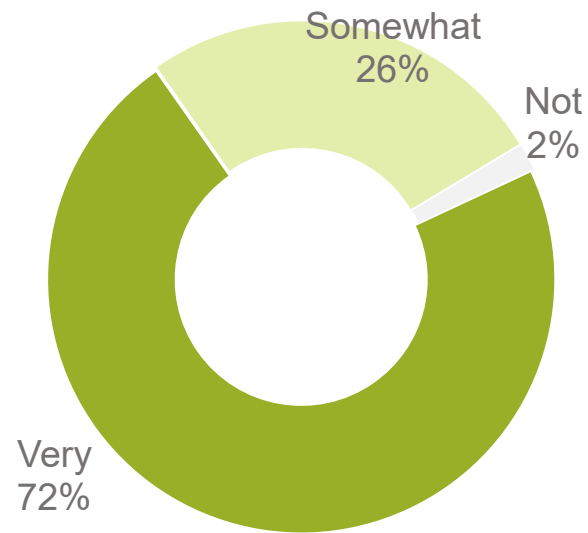


**More than half of workers over 50 say work is less important now than it was pre-pandemic, while almost half of workers 18-30 say it's more important.**



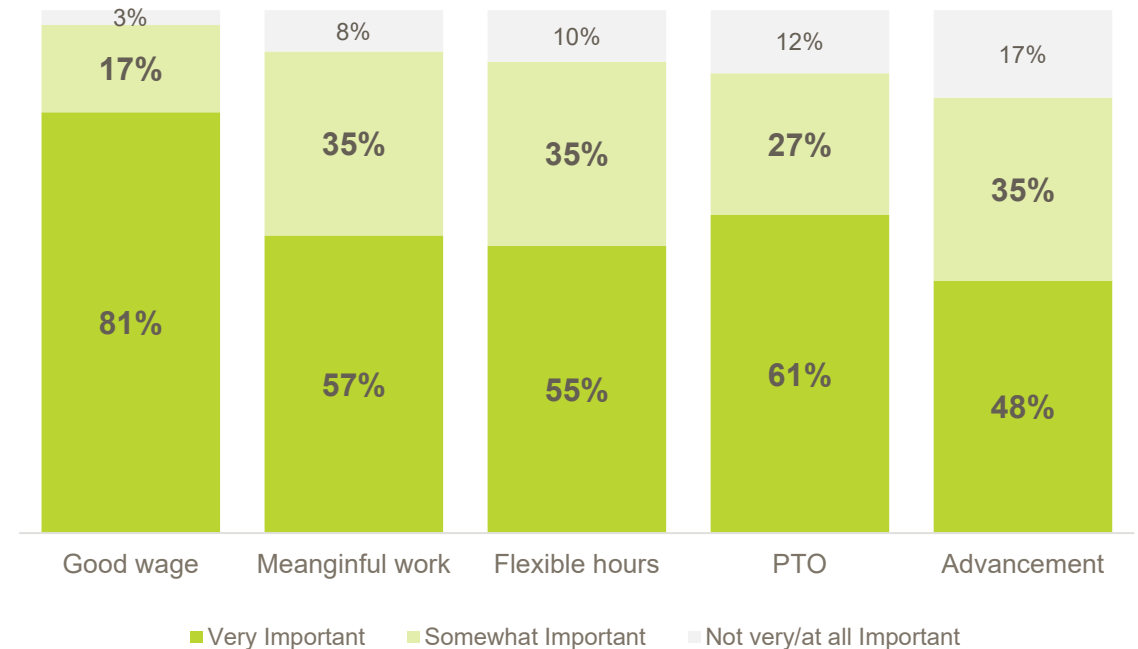
# *Money talks. But it's not everything.*

Importance of salary information inclusion  
in job listing (all respondents)



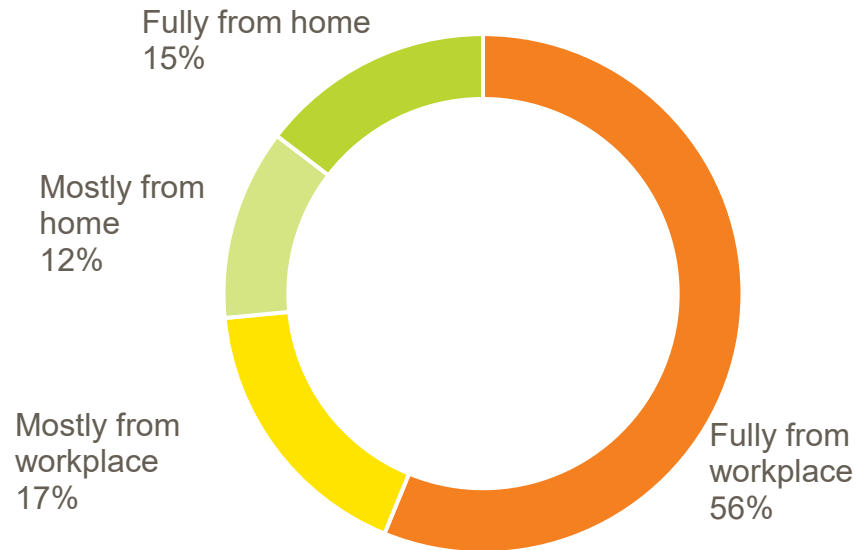
## Other top factors

*In thinking about the ways you earn money both now and in the future, how important are each of the following. . .*

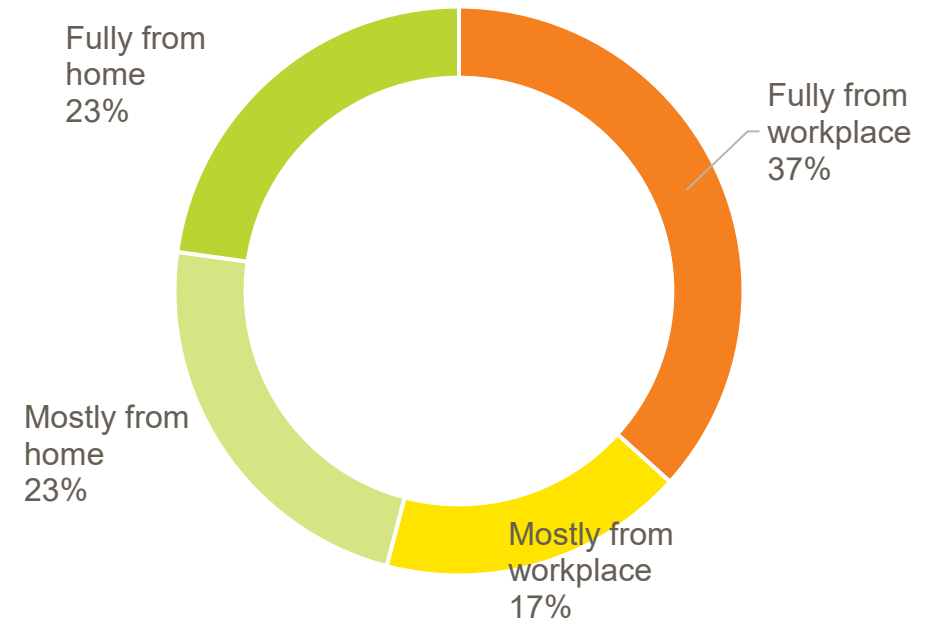


# *Work environment flexibility is also important to many workers.*

Current work environment for employed workers

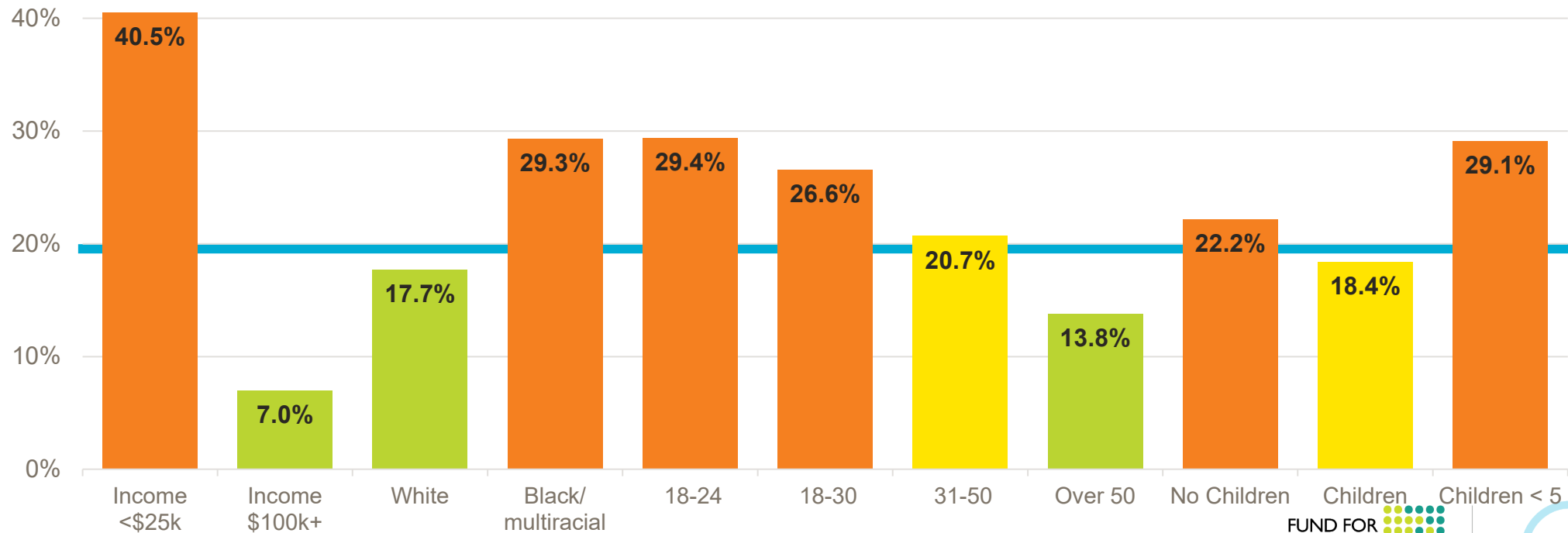


Workers' desired environment

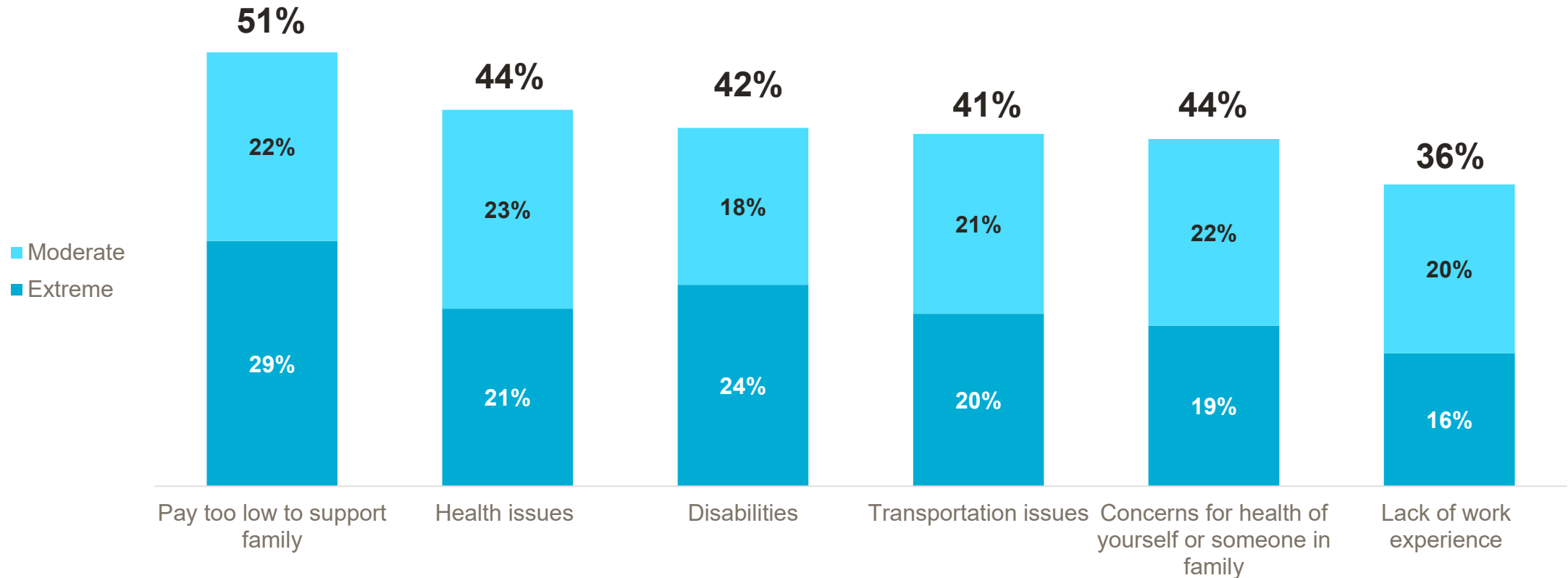


# *However, it's not a “choice economy” for every worker.*

“It has been difficult to find or keep employment in  
the past 12 months” **(19.8% Overall Agree)**



# *Top barriers to employment, according to those who are not employed*





**A closer  
look:**

## *Profiles of lower-income workers*

### **Household income under \$25k**

*Compared with combined survey results, respondents are...*

- **59% women** (also highest rate of non-binary or gender-nonconforming respondents)
- **20% are Black**; highest non-white representation across all income groups (29.8% total report something other than white)
- **Lowest educational attainment** (half high school or less)
- **Least likely to have children in the household** (78% no kids)
- **Younger** – More 18-30-year-olds than other income groups.

## Getting Ahead: Training and Mobility

Training needs and barriers high.

- highest need for more training and education to get ahead,
- highest level of difficulty getting necessary training,
- lowest likelihood of seeking additional training in the next three years,
- lowest awareness of available training, and
- lowest likelihood of saying available training that they're aware of is a good fit for their needs.

Digital access and literacy: Lowest access to internet and devices; lowest comfort levels using technology. Those with access use a smart phone.

## Sentiments, Behaviors and Priorities

- Least satisfied; feel least safe, least appreciated, least appropriately compensated; least likely to say they earn enough to meet their needs.
- Report employment barriers as “extreme or moderate” at higher rates than other groups with few exceptions.
- Planning to look for a new job in the next year (almost 75%)
- Most likely to start a business and to start gig work.
- Want flexible work hours and accessible, affordable childcare more than any other income group.





# What's Ahead

Online Report & Dedicated Website

# *Share your thoughts*



- What is the most surprising or interesting thing you took away from this session?
- What additional analyses, questions or implications would you like to see in future sessions, reports and tools?
- Get notified when the report is launched

<https://www.surveymonkey.com/r/WATWworkforcewebsinar>

*Thank you!*

[watw@thefundneo.org](mailto:watw@thefundneo.org)  
[thefundneo.org/watw](https://thefundneo.org/watw)

**TRANSPORTATION AND THE QUEST FOR TALENT:**  
*Putting lessons of The Paradox Prize to work*

**JUNE 16**  
4:30 - 7:30 P.M.  
AGORA THEATRE



Reminder: Get your free ticket!  
Discount code **PP2022VIP** at  
[crainscleveland.com/paradoxprize](https://crainscleveland.com/paradoxprize)  
Register by June 9.

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