



Opening Doors to the Aging Services Workforce Research Review

September 2022

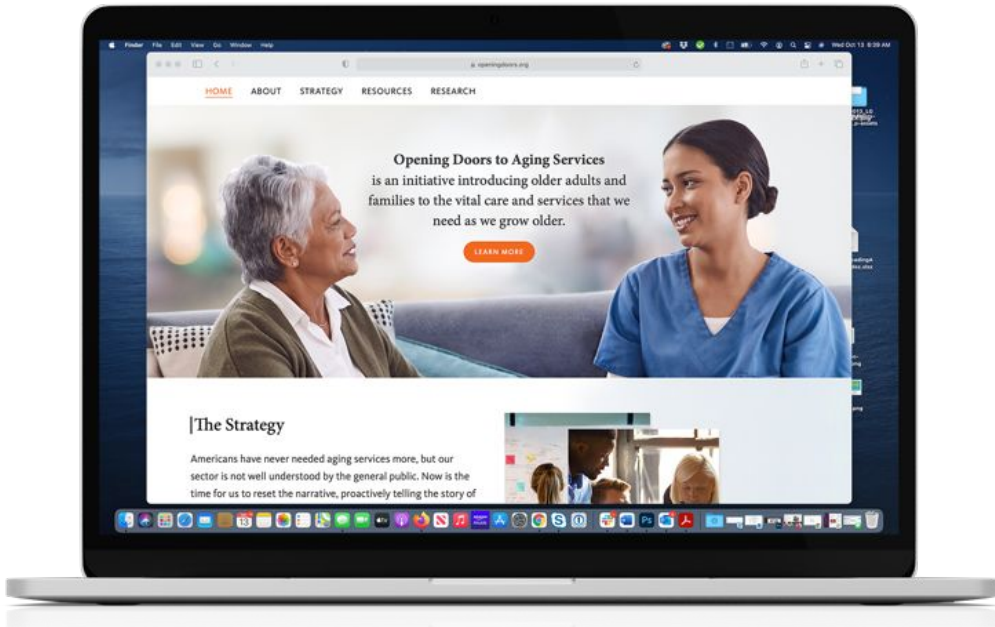
LeadingAge[®]

Introduction

LeadingAge members need staff of all kinds, so a better understanding of potential employees is more important than ever.

That's why LeadingAge expanded our Opening Doors to Aging Services initiative to explore potential employees' perceptions of aging services and how best to talk to them about jobs in our sector.

What is Opening Doors to the Aging Services Workforce?



www.leadingage.org

- An expansion of our **multi-year, national-local** research and communications initiative
- Launched in 2022 to **serve profound member need** around the aging services workforce crisis
- Inclusive of a **range of roles across the aging services continuum**
- Research-informed **guidance on communicating about jobs** to attract potential employees

Opening Doors Workforce Research

August–September 2022



**Focus group
discussions
with Hispanic
and Black
women**



**Public
opinion
survey of
U.S. adults**

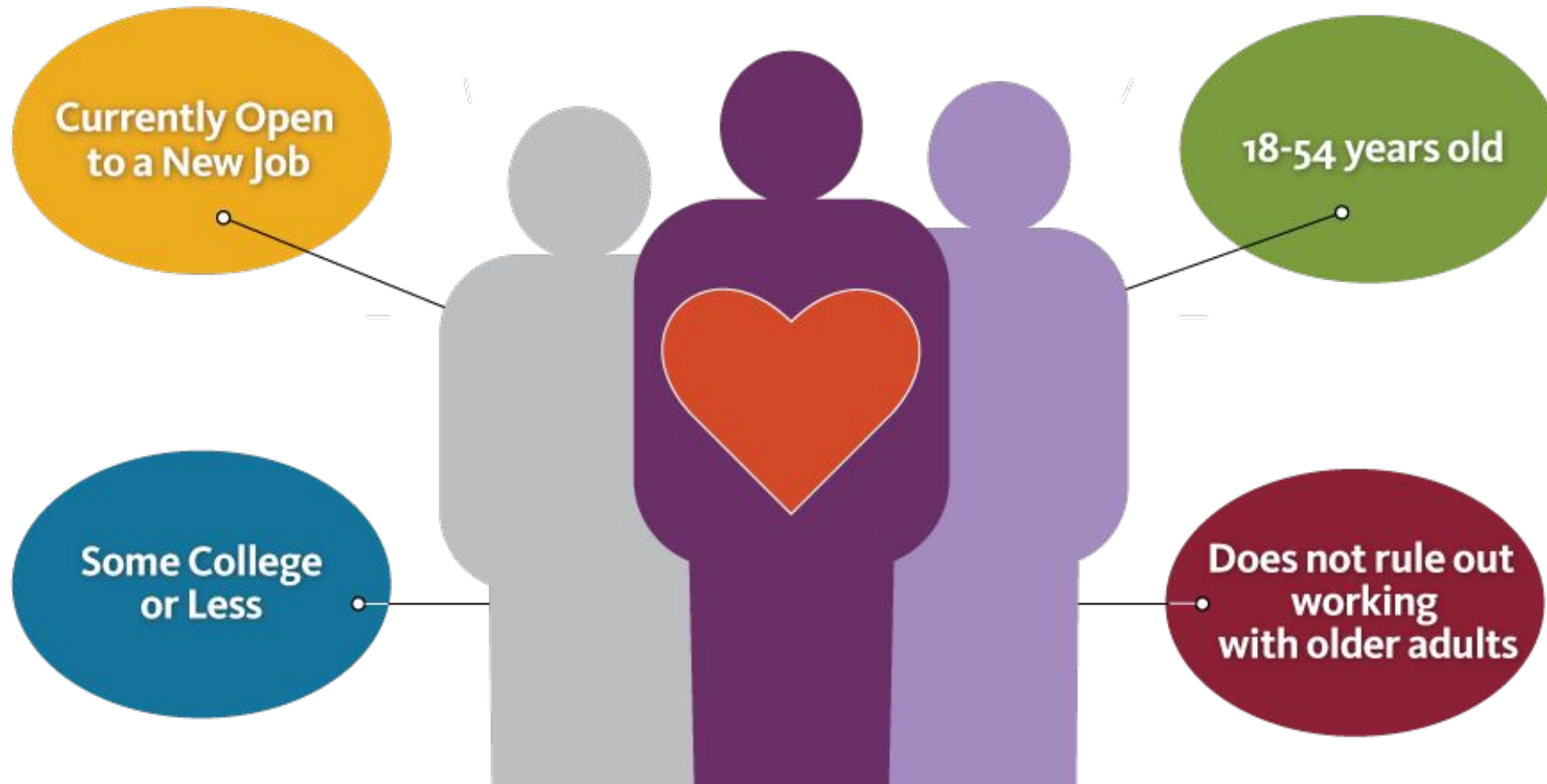


**Focus group
discussions with
male refugees and
community college
students**

See Appendix, slides 29- 30, for additional details.

Who Our Research Looked At

Prospective Aging Services Workers



Key Takeaway #1

This research explores the views of potential employees—not the public at-large.

- 50 million total potential employees
- 37.5 million “interested” potential employees
- 13.5 million of “prime” potential employees

The pool is not as small as you may think!

Reality Check: What the Sector Needs



7.9 million total jobs will need to be filled—*only in direct care*—between 2020 and 2030.

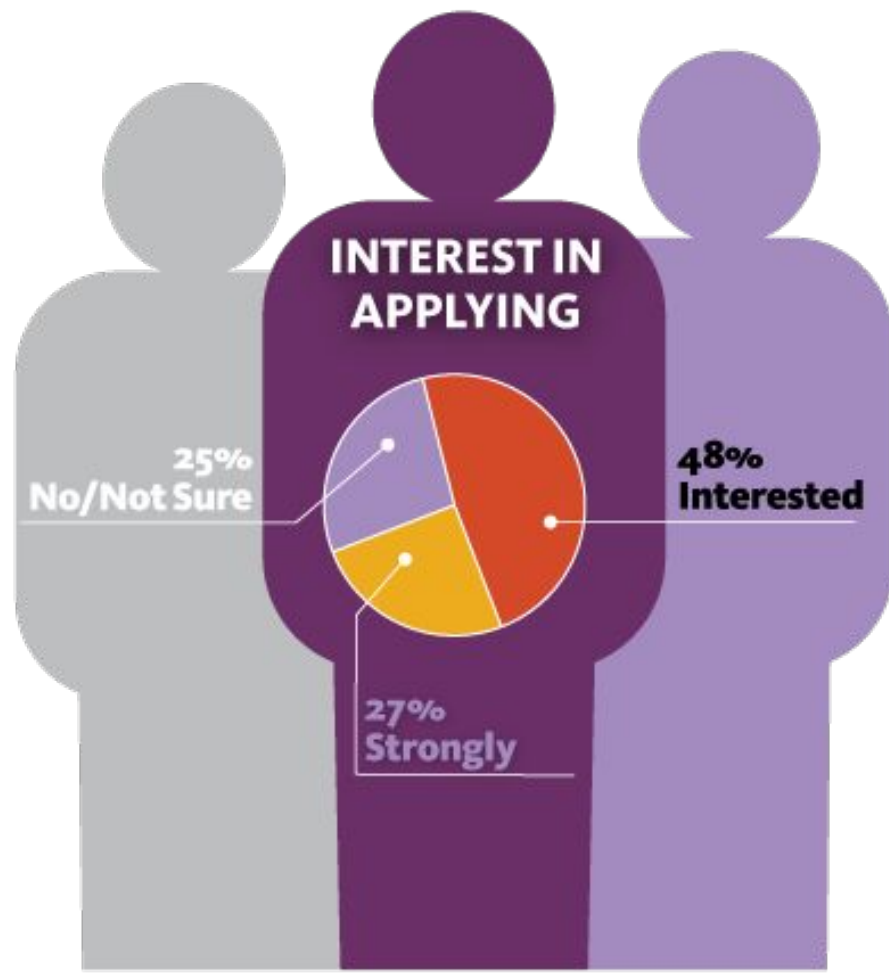
Source: *Direct Care Workers in the US*, 2022. PHI.

Key Takeaway #2

Providers don't need to change potential employees' views on aging services.

- 75% of prospective employees would apply for a job in the field today!

Broad Interest in Applying for Sector Jobs



Key Takeaway #3

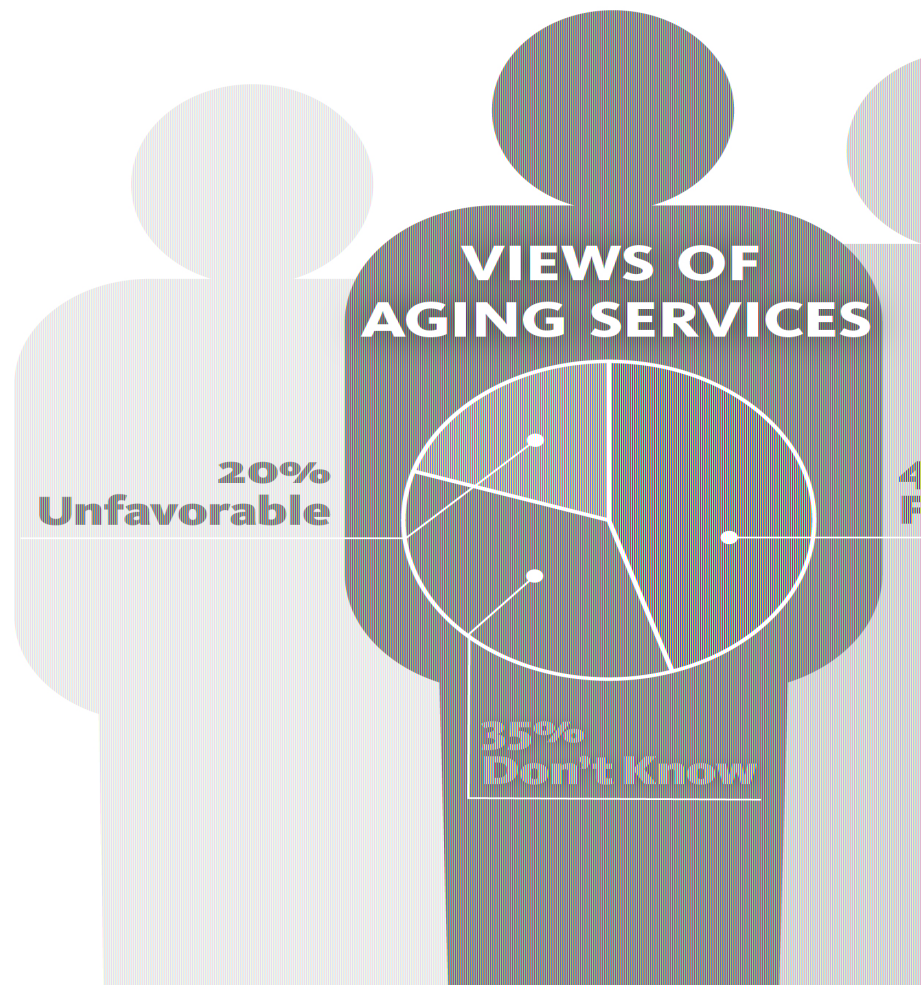
Aging services workforce recruiting is an No Spin Zone.
Potential employees need information, not a “sales pitch.”

- Potential employees have a favorable view of the sector—by 4 to 1.

Favorable Views of Sector

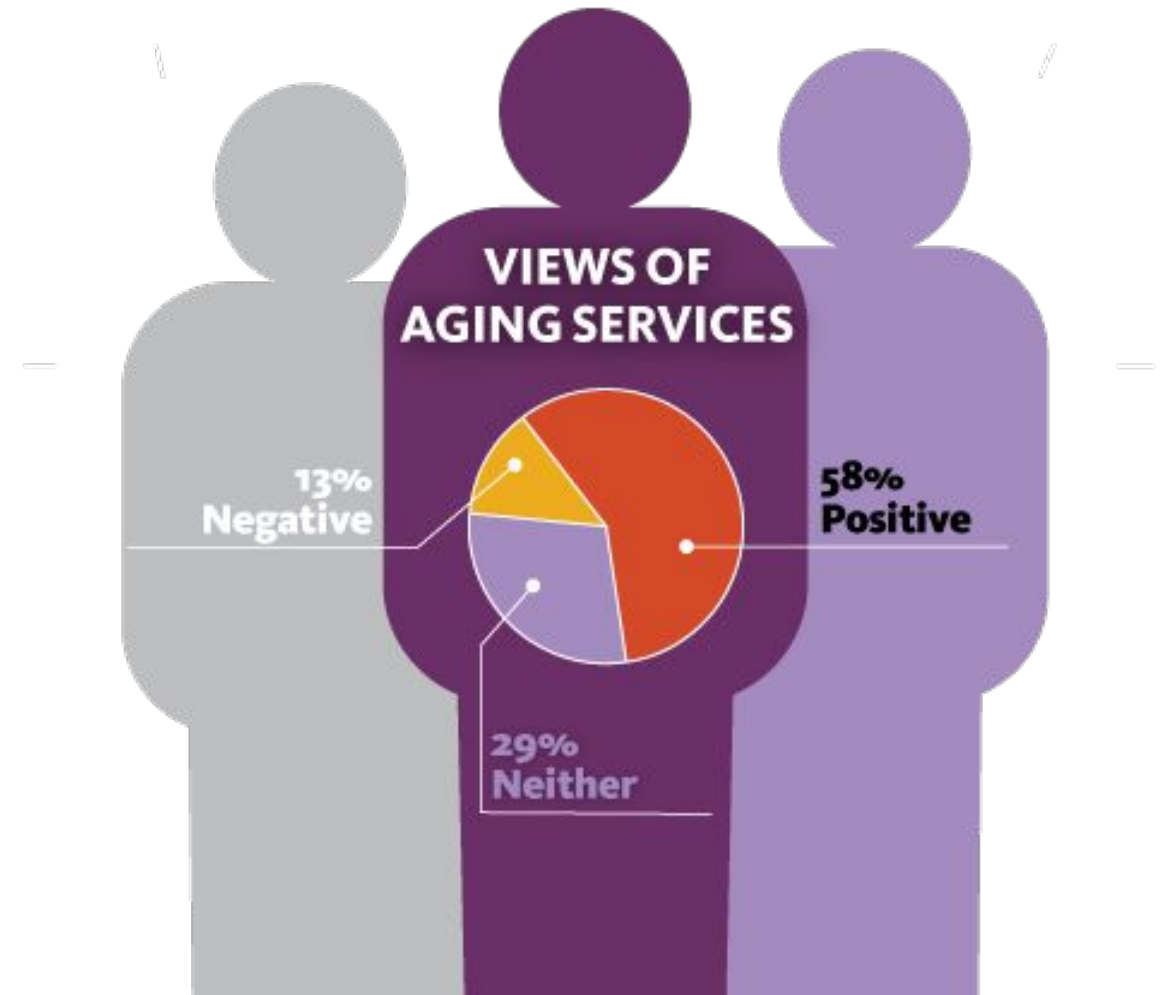
General Public

2021



Potential Employees

2022



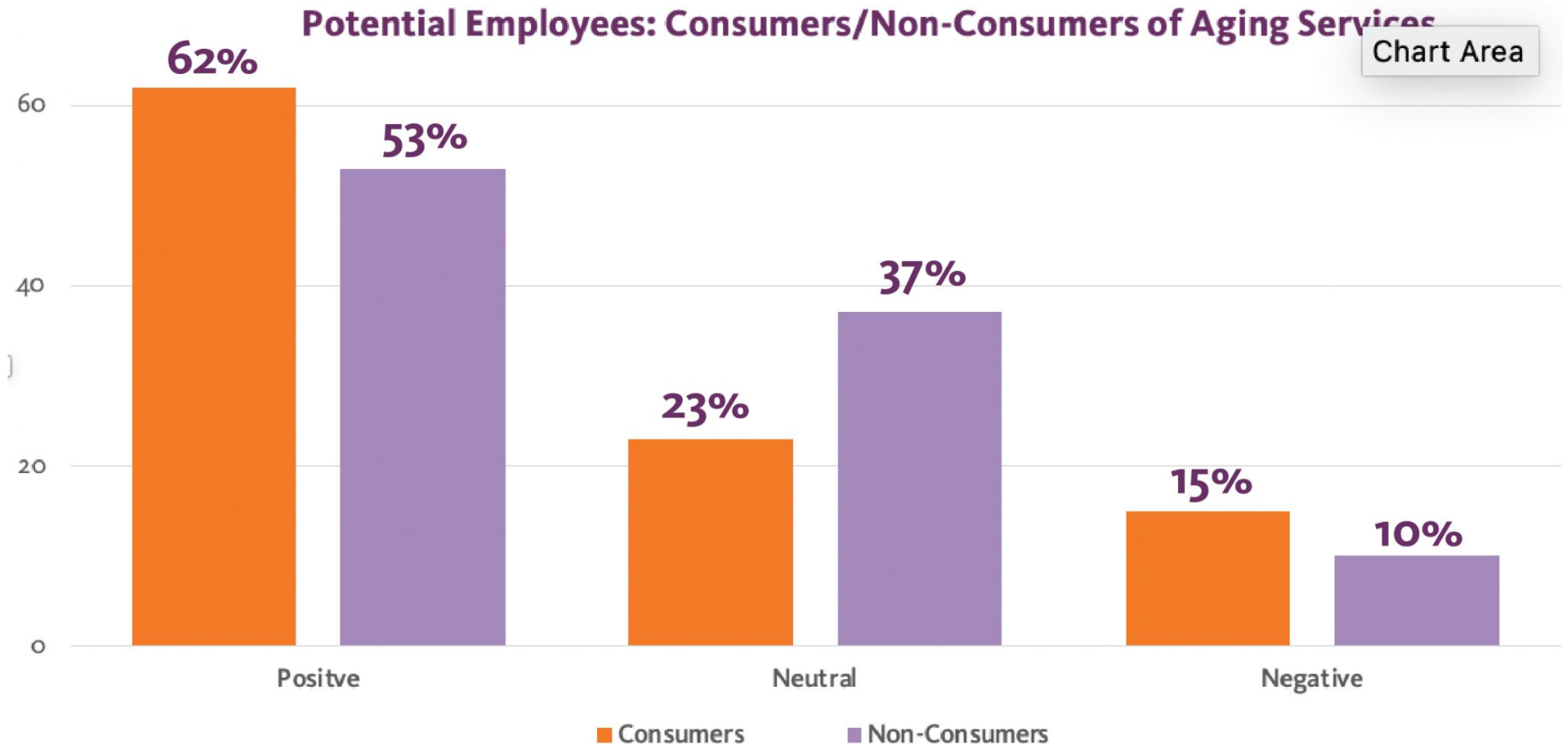
Key Takeaway #4

To Know Us Is to Love Us!

- 62% of potential employees who have personal experience with aging services (themselves or a relative) have a positive view of the sector. That's nine points higher than those without experience.

(Sound familiar? We found that consumers with direct experience are more likely to have a positive view, too.)

Perceptions Improve with Personal Experience





Willingness vs. Action

Despite all this good news, 72% of potential employees **have not applied** for a job in aging service.

WHY?

Key Takeaway #5

Sector leaders may have the perception that wages are the principal barrier to hiring new staff, but a range of factors affect potential employees' behavior.

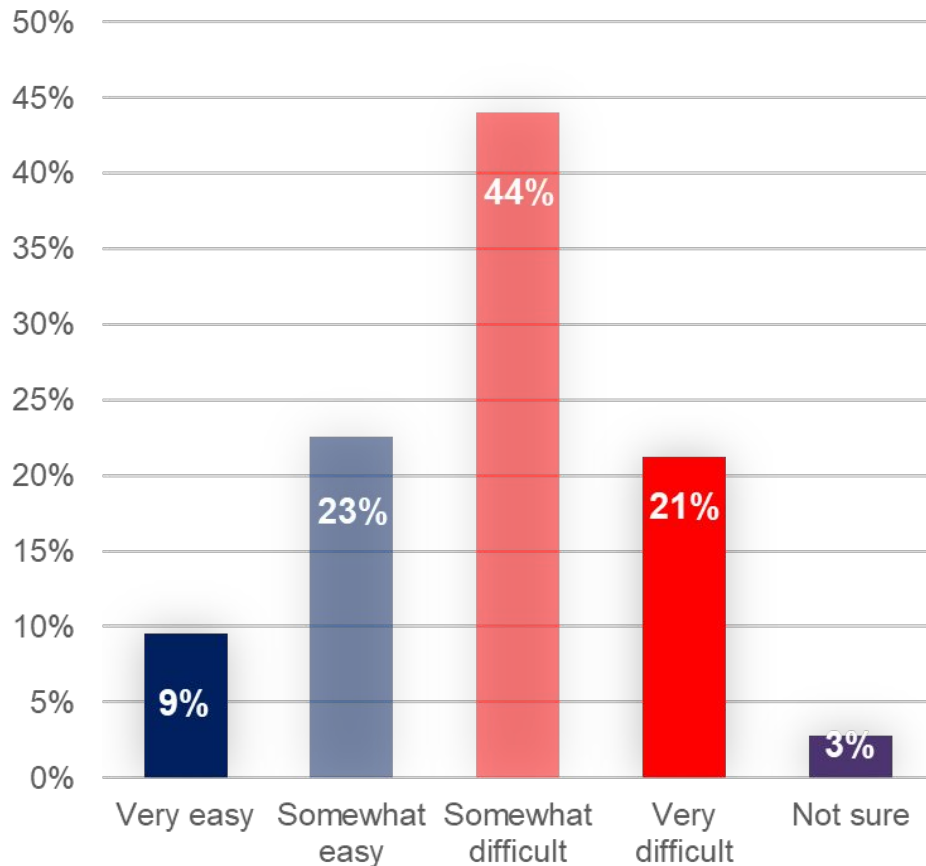
They Say Practical Issues Are Barriers

Among those who have not applied for a job in the sector, the top reasons are:

- 27%: Pay not high enough
- 27%: Too far from me
- 25%: Didn't need a new job
- 17%: Benefits not good enough
- 16%: Not flexible enough

They Feel the Job Market Is Tough

How difficult is it to find a good job in your area?



- 65% of potential employees say it is difficult to find a good job in their area
- Many are on a prolonged job search
 - 57% < six months
 - 18% 6 months-year
 - 25% > one year

Key Takeaway #6

Don't overlook those who are already employed—they are viable candidates for jobs in the aging services workforce.

Wages alone are not their prime motivator for making a job change. They value attributes that enhance quality of life: PTO, stability, affordable health care benefits, chances to get promoted.

Many potential employees have jobs now

70%

**of potential employees are
already employed.**

- Three in four potential employees are looking for full-time work.
- Half are interested in part-time employment.



Overcoming Barriers

Findings on what potential
employees want

Key Takeaway #7

Practical benefits are most important.

Some employees prioritize meeting basic needs → then focus on non-monetary benefits or core job satisfaction.

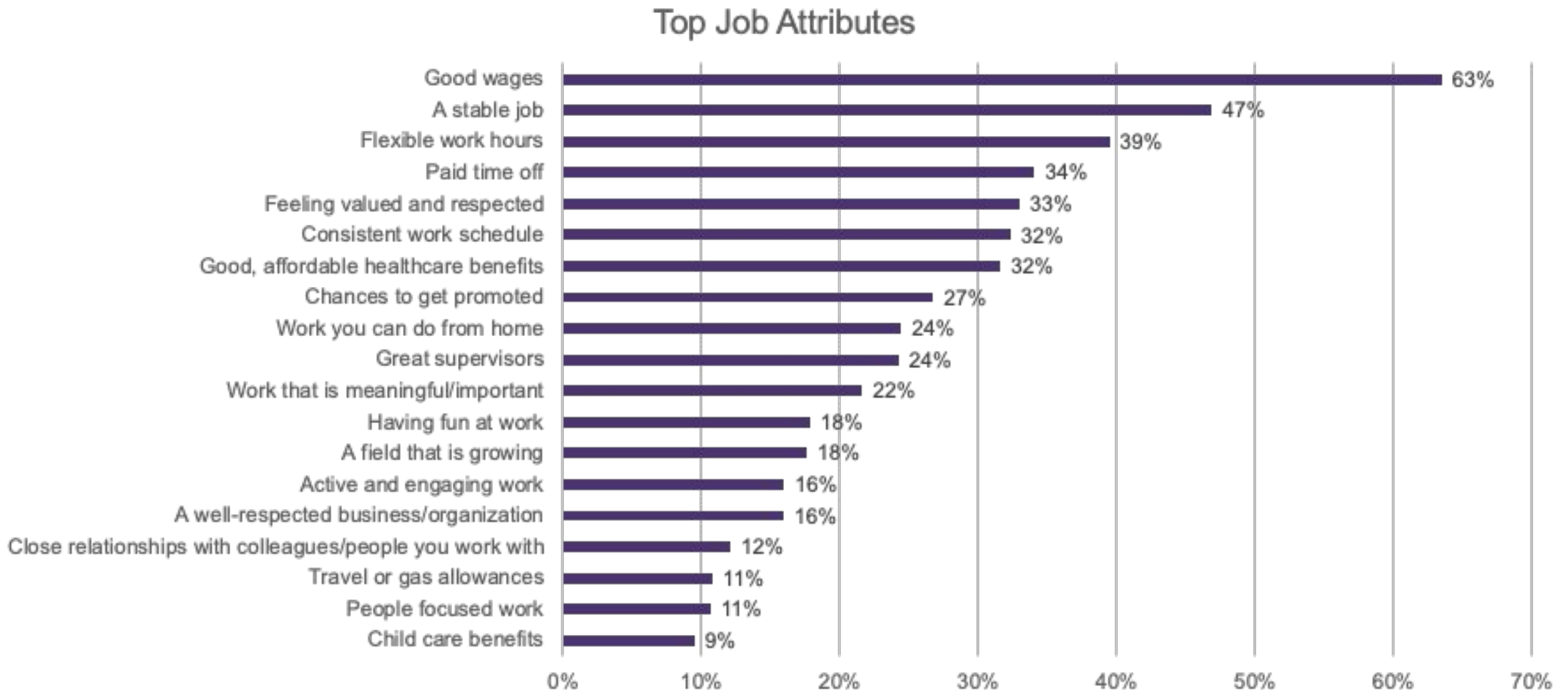
What Potential Employees Seek

Top 5 Attributes

- Good wages
- A stable job
- Flexible work hours
- Paid time off
- Feeling valued & respected



What Potential Employees Seek



Key Takeaway #8

Wages are important—but good benefits and job attributes/practicalities help drive prospects to apply.

- 64% of potential employees would consider a job with lower wages than desired—if the job offered better benefits and attributes.

Focus on what people need—and it's not *just* the paycheck.

What Job Seekers Want Beyond Wages

Job attributes NOT including good wages	Most important attributes	If lower wages – most important attributes	Net Difference
Good, affordable healthcare benefits	32%	42%	+10
A stable job	47%	42%	-5
Paid time off	34%	41%	+7
Flexible work hours	39%	39%	--
Chances to get promoted	27%	30%	+3
Consistent work schedule	32%	30%	-2
Feeling valued and respected	33%	30%	-3
Work you can do from home	24%	26%	+2
Great supervisors	24%	23%	-1
Work that is meaningful/important	22%	20%	-2
Travel or gas allowances	11%	19%	+8
Having fun at work	18%	19%	+1
A field that is growing	18%	17%	-1
Active and engaging work	16%	16%	--
Child care benefits	9%	14%	+5
A well-respected business/organization	16%	13%	-3
Close relationships w/ colleagues/people you work with	12%	12%	--
People focused work	11%	10%	-1

When “good wages” is removed from the list of job attributes, interest in some other benefits and attributes increases, see right column.

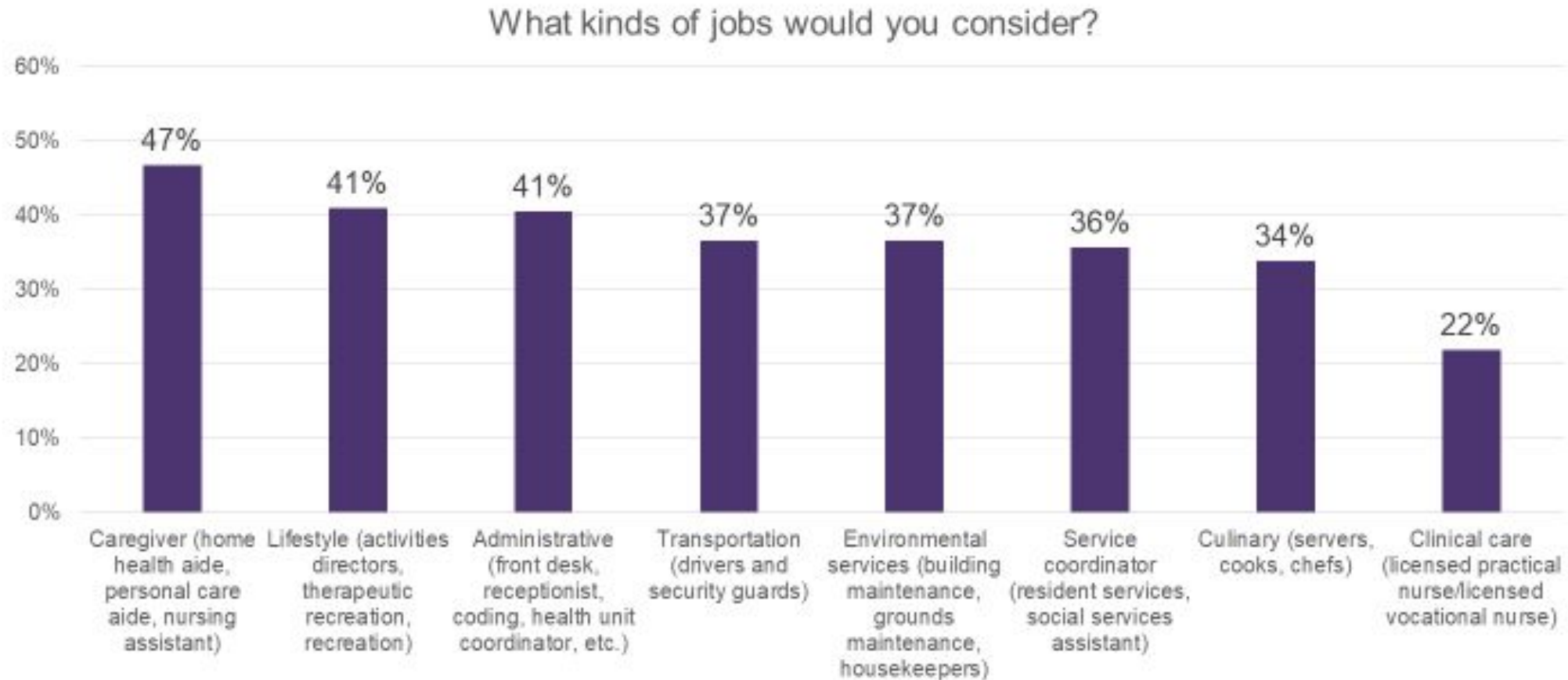
Key Takeaway #9

Prospective employees are not solely seeking direct care jobs.

The sector offers a variety of jobs people want!

Awareness of the range of jobs may be low.

Most sector jobs generate interest from prospective employees



Q26. From the following list, what types of jobs working with older adults might you be open to considering?

Communications strategy and tools for LeadingAge members
coming in October 2022!

LeadingAge.org

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Appendix: Survey sample

The national online survey was conducted August 18 - 24, 2022, with 800 potential sector employees defined as:

- U.S. adults between ages of 18-54
- Looking for work
- Open to working with older adults

The margin of error = +/- 3.5%.

Conducted by 3W Insights for LeadingAge.

Appendix: Focus Groups

Five focus groups were conducted between August 15 and September 13, 2022, with:

- Black women
- Hispanic women
- Refugee men
- Community college students

Qualified participants were:

- Between ages of 18-54
- Looking for work
- Open to working with older adults

Conducted by 3W Insights for LeadingAge.