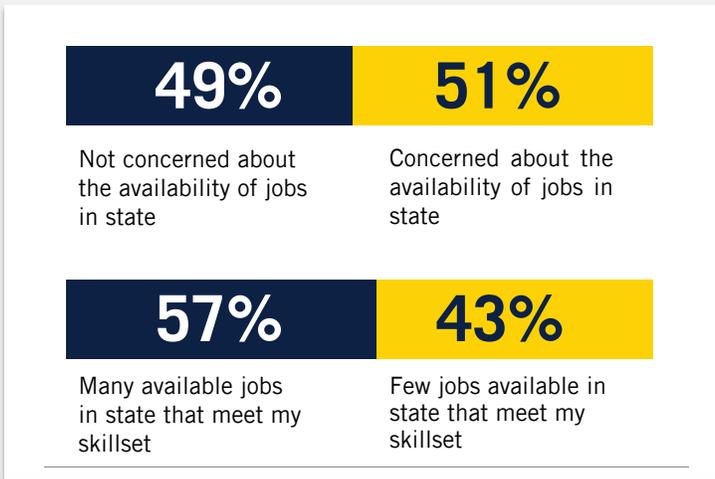


The Geography of Jobs

Opportunity Across America

The following results are based on Prudential's Pulse of the American Worker Survey conducted by Morning Consult in November 2019. (See methodology for more information.)

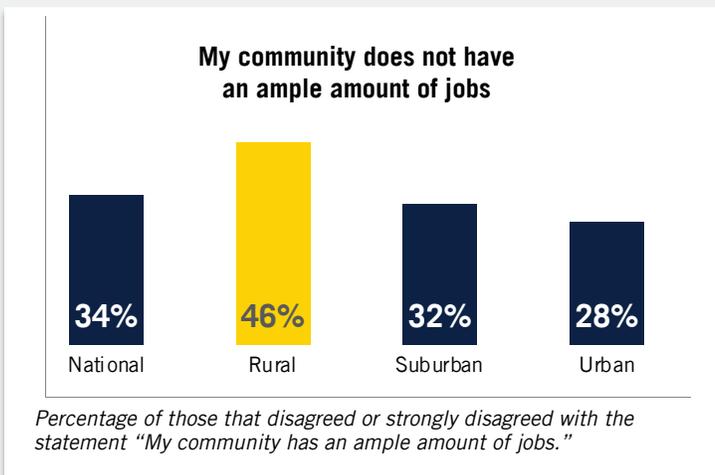
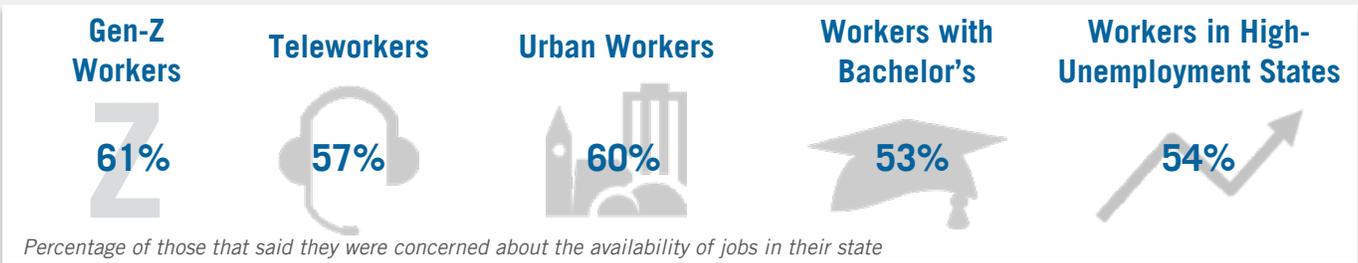
Workers Split on Job Concerns



Workers across states and communities have differing views on the availability of jobs and the adequacy of jobs that meet their skillsets. Even during the current extended period of low unemployment, **more than half** of workers are concerned about the availability of jobs, and **4 in 10** believe there are few jobs available that meet their skillsets in their state.

Differences are even more pronounced when comparing workers in states with low and high unemployment (see methodology). Only **30%** of workers in low-unemployment states are concerned about the availability of jobs versus **54%** of workers in high-unemployment states.

Who's most concerned about jobs in their state?



Rural and urban challenges

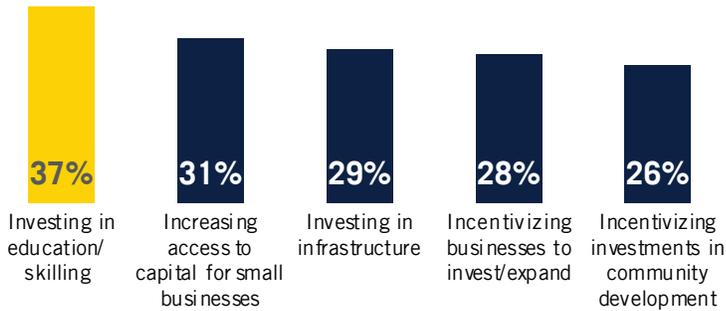
While workers were split about the amount of jobs in their state, almost half of workers in rural areas say their *community* does not have an ample amount of jobs.

Urban workers, however, were more concerned about their job security, with **4 in 10** saying they are worried about their job security.



The Importance of Skilling

Policies that would have the biggest impact on your community



Percentage listed are of those that selected each option as one of their top two choices.

Skills training crucial for communities

Workers also show concern about jobs in the future. More than **4 in 10** are concerned that their state will not have jobs that meet their skillsets in the next five years.

As such, workers tend to say skilling would make the biggest impact on their community.

What workers need to upskill

When asked what they would need to improve their job prospects and skills, workers say helping with cost of training, increasing access to job training programs, and more time to upskill would make the most difference.

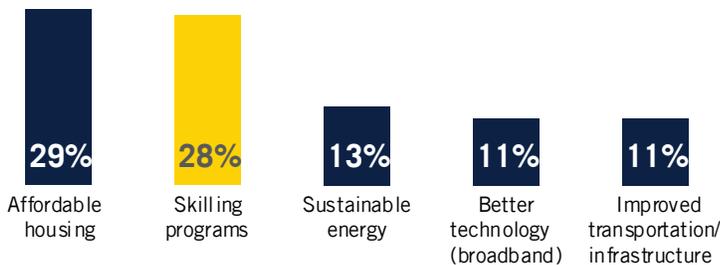
Percentage listed are of those that selected each option as one of their top two choices.

#1 Help paying for training (35%)

#2 Access to job training programs (33%)

#3 More time in my day to participate in training (28%)

Projects that workers would invest in to help their communities



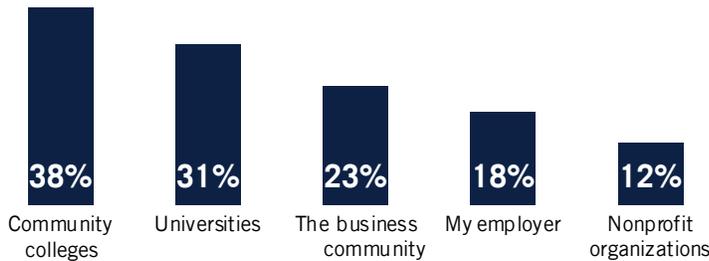
Projects that would help communities

Impact investments are investments that produce a financial return while also helping address a societal issue such as education, the environment, and community development.

When asked what type of impact investments workers would make to help their community, workers place skilling programs near the top.

The Role of Stakeholders

Who is most responsible for providing programs to build new skills in the community?



Percentage listed are of those that selected each option as one of their top two choices.

Workers looking to many stakeholders for skilling programs

Workers rank community colleges and universities as most responsible for helping build new skills followed by the business community and employers.

Expectations for the business community

When asked who is most responsible for creating thriving communities, workers say community members followed by small and large businesses.

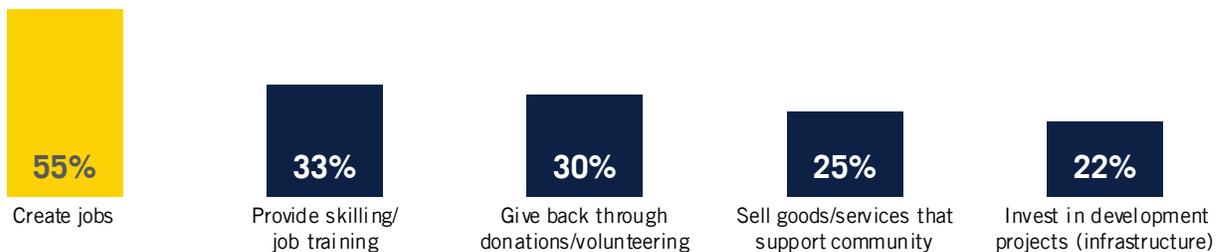
Percentage listed are of those that selected each option as one of their top two choices.

- #1 Community member/myself (47%)
- #2 Small businesses (35%)
- #3(t) Large businesses (23%)
- #3(t) The government (23%)

Skilling and job creation the biggest role for employers

American workers also say that employers can help their communities primarily by serving as job creators and by providing opportunities for skilling and job training.

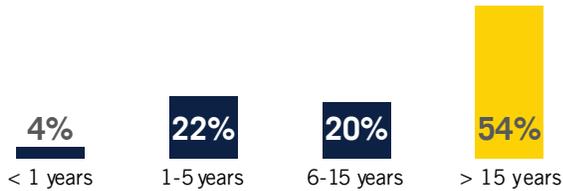
How employers can help their communities



Percentage listed are of those that selected each option as one of their top two choices.

What Attracts Workers to Communities

How long have you lived in the community where you currently live



Workers settle for the long term

The majority of American workers have lived in their community for more than 15 years. **43%** say they grew up in the community in which they live.

However, **41%** of workers say they chose to leave the community they grew up in for better job opportunities elsewhere. Only **23%** of workers relocated for their current job.

Who's more likely to have moved for a job?

Millennial Workers



Urban Workers

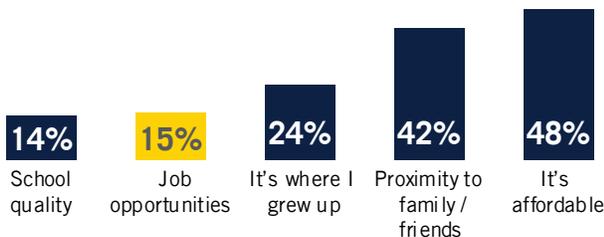


Workers in Low-Unemployment States



Percentage of those that said they chose to leave their community for better job opportunities elsewhere.

I live in my community for the following reasons



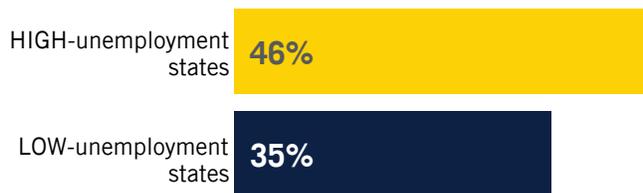
Percentage listed are of those that selected each option as one of their top two choices.

Family and cost more important than jobs in determining where you live

When it comes to choosing where to live, most American workers place jobs lower on their priority list.

Workers in low-unemployment states are more likely to say job opportunities are part of the reason they live in their communities.

The community I live in has few job opportunities



Jobs in the community

Nearly half of workers in high-unemployment states believe their community has few job opportunities.

Profile of the American Worker

6 in 10 workers...

Are local workers, meaning they work in the same community that they live in.

Have taken or have considered taking an extra job, including a “gig job.”

Would consider moving for a new job or career opportunity.

Commuting: The daily grind



Is the average amount of time workers spend commuting to work. The vast majority of workers (84%) commute by car.

88%

of American workers would not commute more than 60 minutes for their dream job; this includes 43% that would not commute more than 30 minutes.

What would make people commute farther?

#1

Flexible working hours/ the ability to control their schedules (43%)

#2

Permission to work remotely several times a week (33%)

Concerns about job security



Workers not concerned about job security

On a scale of 0 to 10, workers on average score 3.8 in terms of their concern about their job security. The average concern score is even lower (2.6) among workers in states with low unemployment. Only 13% of workers nationally show a high level of concern.

Additionally, workers in low-unemployment states feel more financially secure than workers in high-unemployment states (58% versus 42%).

Workers Across Heartland States

Low-Unemployment States

Iowa: Rank #2(t)



Despite a low unemployment rate, only **63%** of workers say their community is thriving, among the lowest of all states surveyed.

Iowa workers place more emphasis on school quality, with **19%** saying it's part of the reason they live where they live (**14%** nationally).

Unemployment rate 2.5%

North Dakota: Rank #2(t)



North Dakota workers are the least concerned about the availability of jobs in their state—**85%** say they are not concerned.

27% of workers in North Dakota live in their community for job opportunities (compared to only **15%** nationally).

Unemployment rate 2.5%

Idaho: Rank #9



8 in 10 workers in Idaho say the community they live in is thriving.

More than **6 in 10** workers in Idaho say the community they live in has many job opportunities.

Unemployment rate 2.9%

High-Unemployment States

Mississippi: Rank #49



Workers in Mississippi are more concerned about the availability of jobs in their state (**61%** versus **51%** nationally) and more likely to say there are few jobs available (**55%** versus **43%** nationally).

4 in 10 workers in Mississippi say that businesses are closing in their state.

Unemployment rate 5.4%

Arizona: Rank #47



Half of workers in Arizona say they do not feel financially secure more than any other state—nearly **1 in 4** feel very insecure.

7 in 10 workers in Arizona say they have or have considered taking on an additional job including a “gig job.”

Unemployment rate 4.9%

Michigan: Rank #41



1 in 5 Michigan workers say they would not be able to find a job that fits their skills in the community where they live.

94% of workers in Michigan drive to work compared to **84%** nationally.

Unemployment rate 4.2%

The Pulse of the American Worker Survey was conducted on behalf of Prudential by Morning Consult from November 5 to 14, 2019, among a national sample of 1,000 employed adults (age 18 and over) and 250 employed adults (age 18 and over) from each of six select states. States were selected from those with the lowest rates of unemployment (Idaho, Iowa and North Dakota) and among the highest rates of unemployment (Arizona, Michigan and Mississippi) as well as to reflect geographic considerations. Unemployment rates were based on the U.S. Department of Labor's Bureau of Labor Statistics Local Area Unemployment report (September 2019). The interviews were conducted online and the data were weighted to approximate a target sample of employed adults in each geographic area based on age, race/ethnicity, and gender. National results have a margin of error of ±3 percentage points and state-level results have a margin of error of ±6 percentage points. Percentages may not total 100 percent due to rounding.

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