



Pennsylvania Economy League
of Greater Pittsburgh

An affiliate of the Allegheny Conference

Regional Consumer Confidence Trend Analysis

October 2021

Background:

In collaboration with [Schmidt Market Research](#) and leveraging the [Pittsburgh Speaks™](#) community of 5,000 Southwestern PA residents, the Allegheny Conference has tracked consumer confidence since the beginning of the regional outbreak of the COVID-19 pandemic in March 2020. The data has been collected in periodic monthly waves.

Key Takeaways:

Consumer confidence in the CURRENT economy increased slightly in October after declining since July.

Consumer confidence in respondent's own personal finances, spending ability, and employment increased slightly or held steady in October, although still lower than early summer.

Special Topics Included in Latest Wave (October 27-31; n = 520):

Child COVID-19 vaccination: Over half of respondents will definitely get their children vaccinated for COVID-19, while nearly one-third definitely will not get their children vaccinated.

Job Satisfaction:

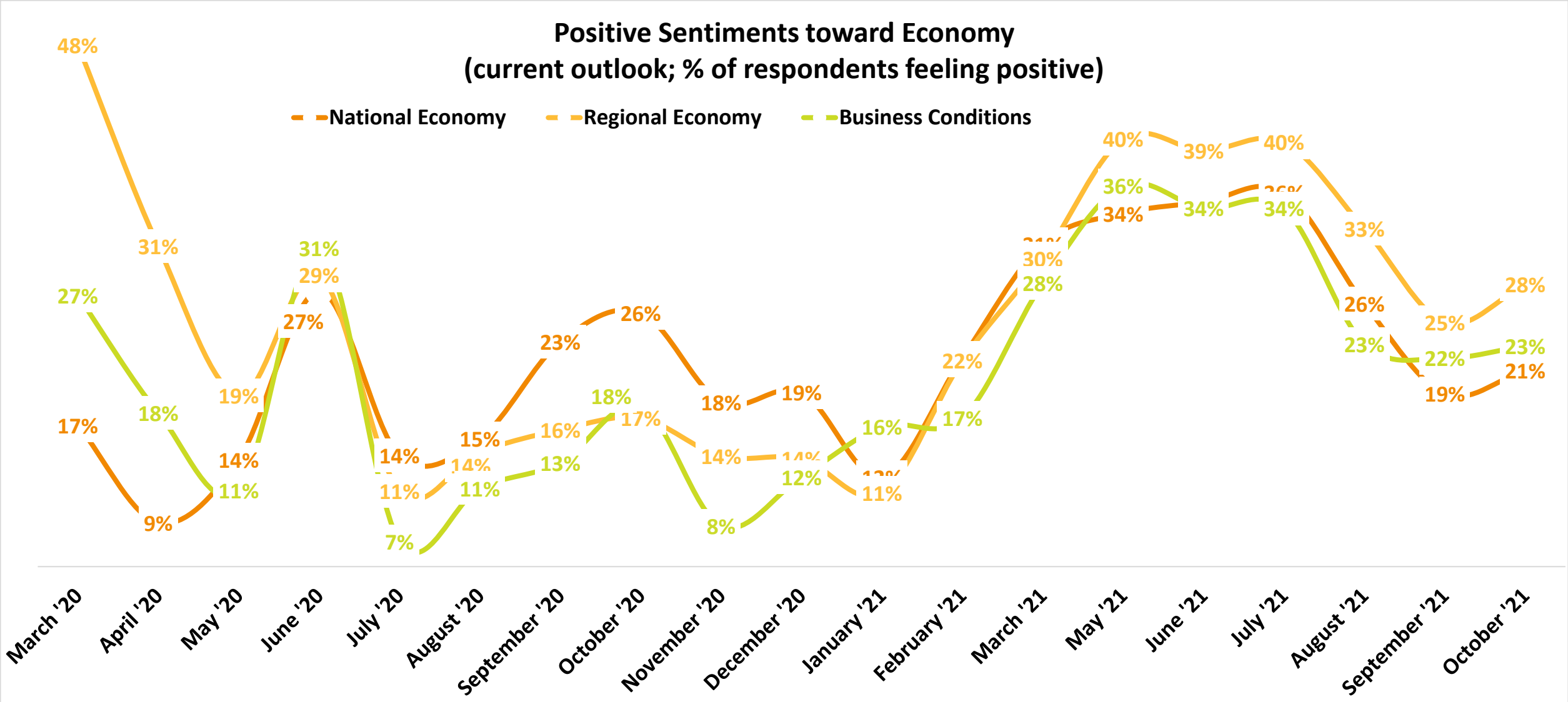
Only a **third** of workers experience **strong job satisfaction**. Millennials appear to be the least satisfied with their jobs.

For respondents that are not satisfied with their current job, nearly half say that it is due to feeling overworked, underappreciated, and burned out. Those leaving their current job, over half is seeking both appreciation, deeper engagement, and career growth and better pay and benefits.

For both **employed** and **unemployed** respondents, **better pay and benefits** is the overwhelming reason people are **looking for a new job**. For those currently employed but seeking a new job, 83% are looking for better pay and benefits, 56% are looking for career growth opportunities, and 53% are looking for better hours.

In terms of what is **motivating respondents to stay at their current job**, the **pay and benefits is the biggest factor**. **Flexible hours/location** and being in a **good industry** are other leading motivators. While career growth opportunities is a leading factor in respondents looking for a new job, **few respondents say that they are motivated to stay at their current job due to career growth opportunities**.

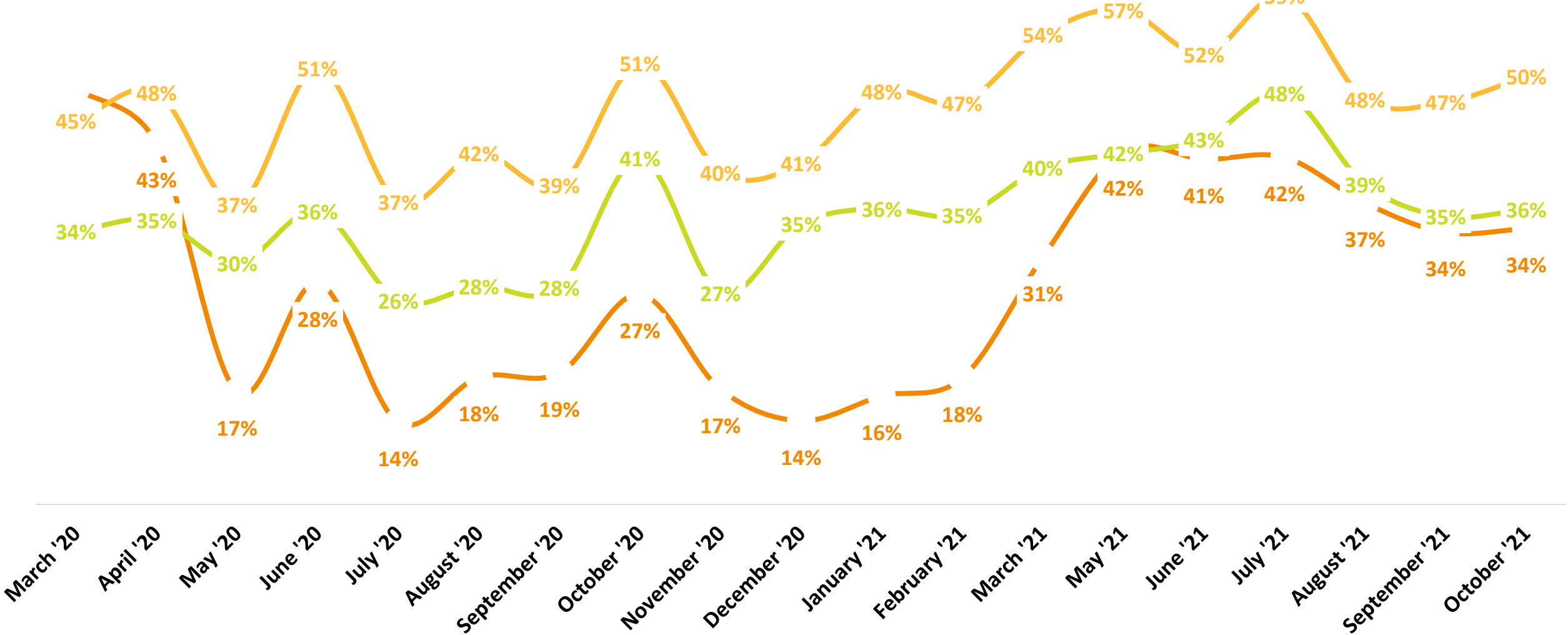
Consumer confidence in the CURRENT economy increased slightly in October after declining between July and September. Confidence in the regional economy increased by 3 percentage points, confidence in the national economy increased by 2 percentage points, and confidence in business conditions increased by 1 percentage point.



Consumer confidence in respondent's own personal finances, spending ability, and employment increased slightly or held steady in October, although still lower than early summer; half of respondents feel positively about their current personal financial situation.

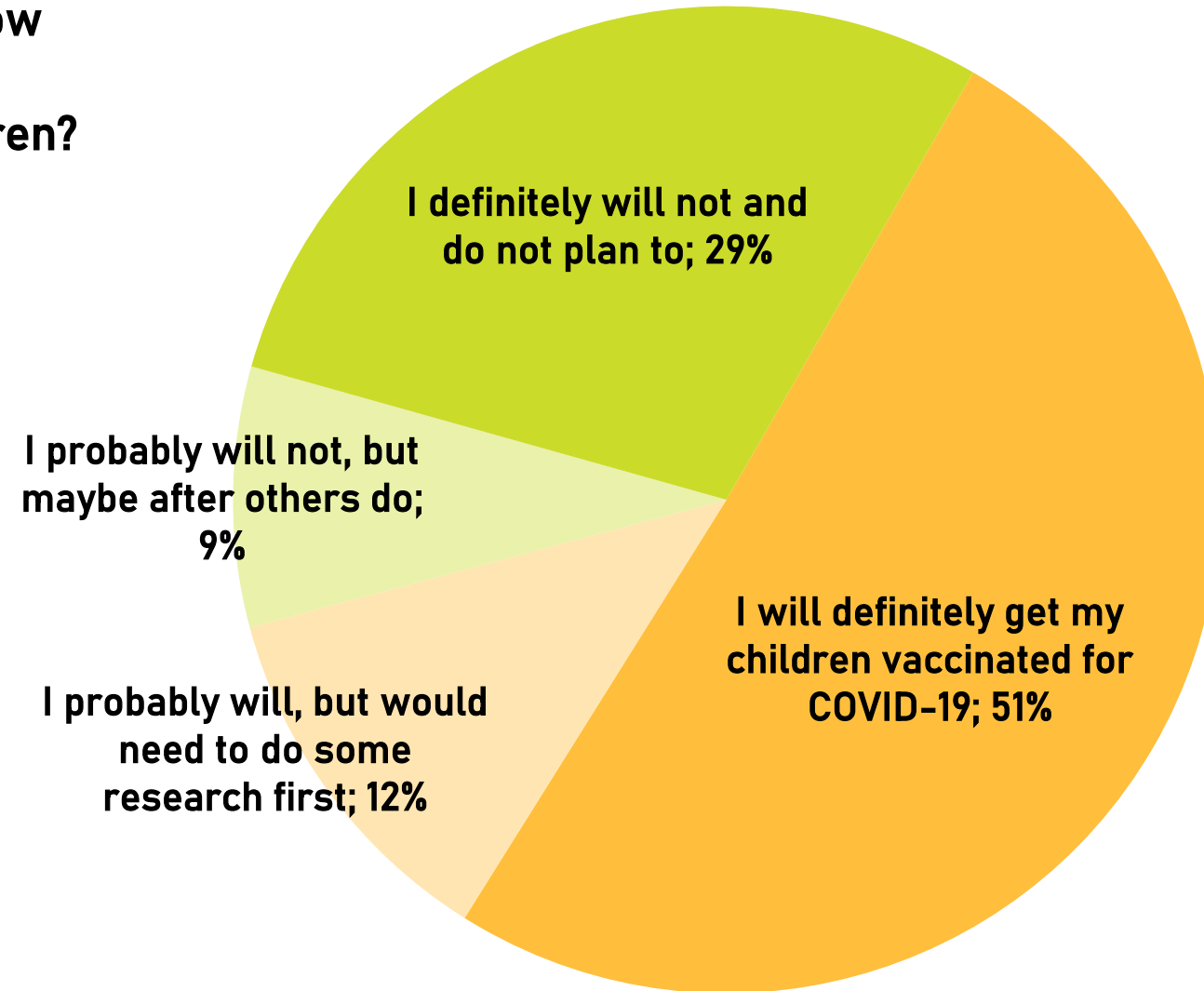
**Positive Sentiments toward Personal Situation
(current outlook; % of respondents feeling positive)**

— Employment — Personal finances — Spending plans



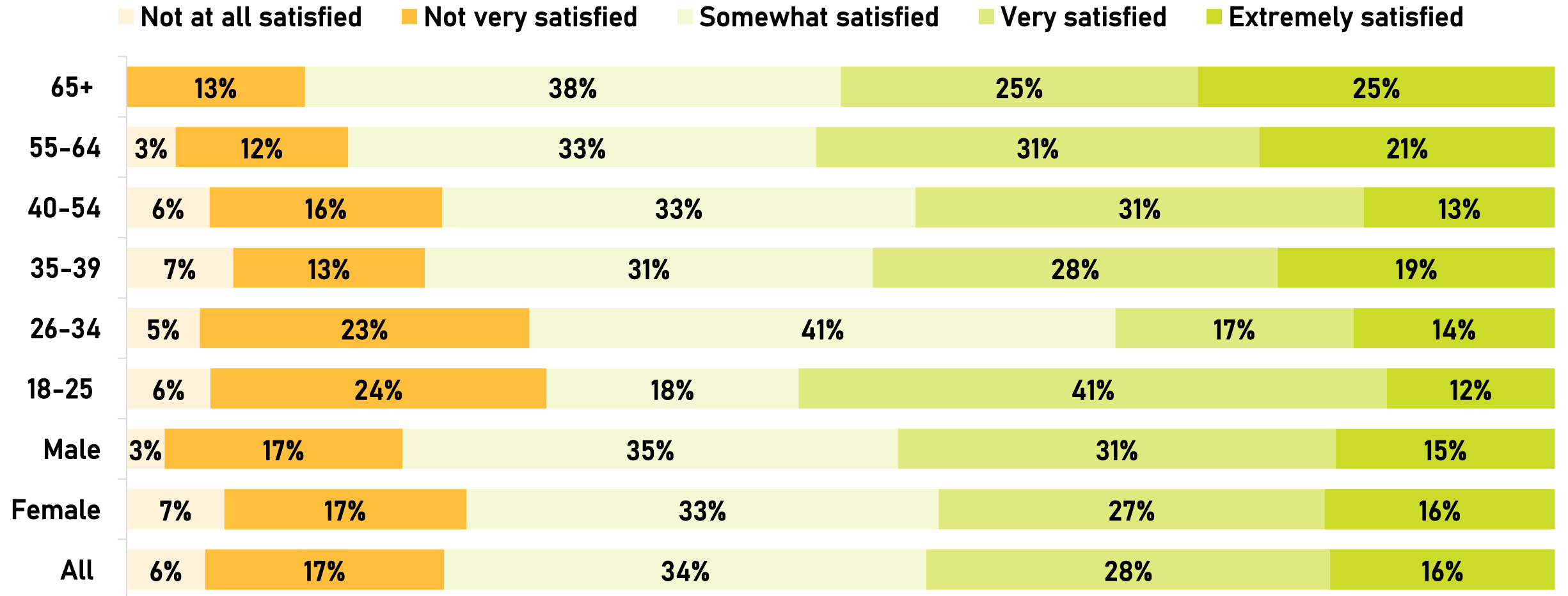
Over half of respondents will definitely get their children vaccinated for COVID-19, while another 12% probably will after some research. Nearly one-third definitely will not get their children vaccinated, while another 9% probably will not but might after others do.

With the COVID-19 vaccine now approved for children, will you vaccinate your children?



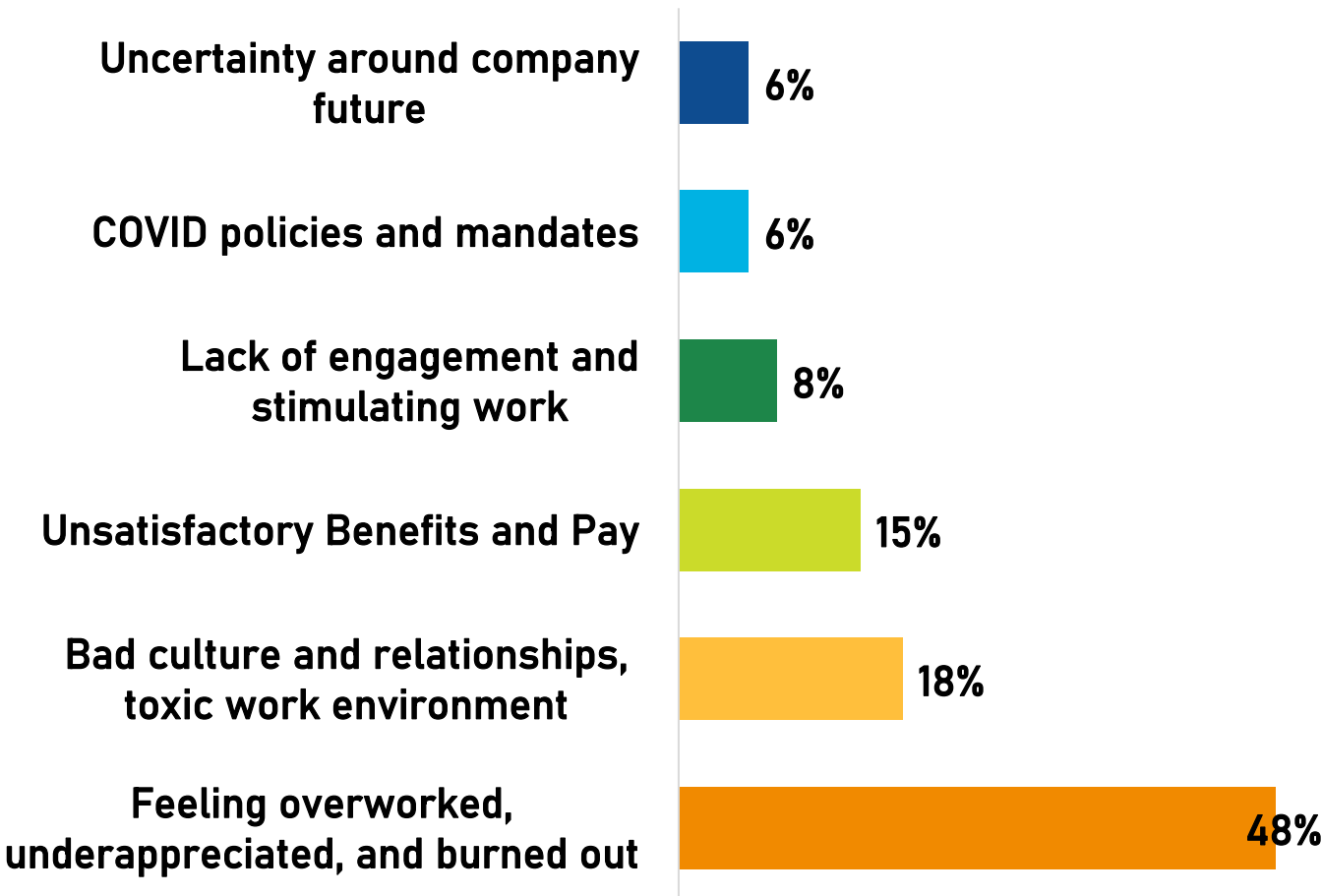
Overall, only 34% of respondents experience strong satisfaction with their current jobs. Respondents in the 18-25 age group are more likely to have polarized opinions on their satisfaction; 53% are very or extremely satisfied, while 30% are not very or not at all satisfied. Males are slightly more satisfied with their current job than females.

How Satisfied Are you with your Current Job?

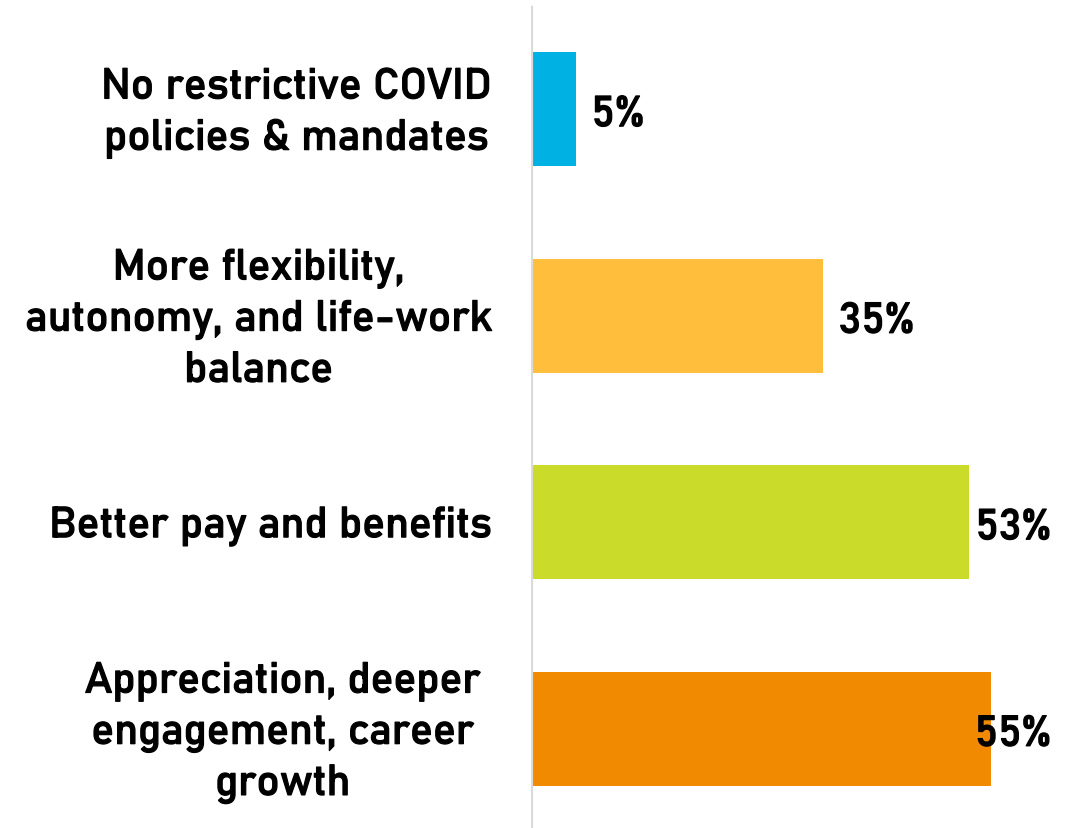


For respondents that are **not satisfied with their current job**, nearly half say that it is due to **feeling overworked, underappreciated, and burned out**. Other top reasons for dissatisfaction are **bad culture and relationships/toxic work environment** and **unsatisfactory benefits and pay**. Those deciding to leave their current job, **over half** state that they are **seeking both appreciation, deeper engagement, and career growth** and **better pay and benefits**. COVID policies and mandates have little impact on satisfaction and reasons for leaving.

Reasons for Dissatisfaction

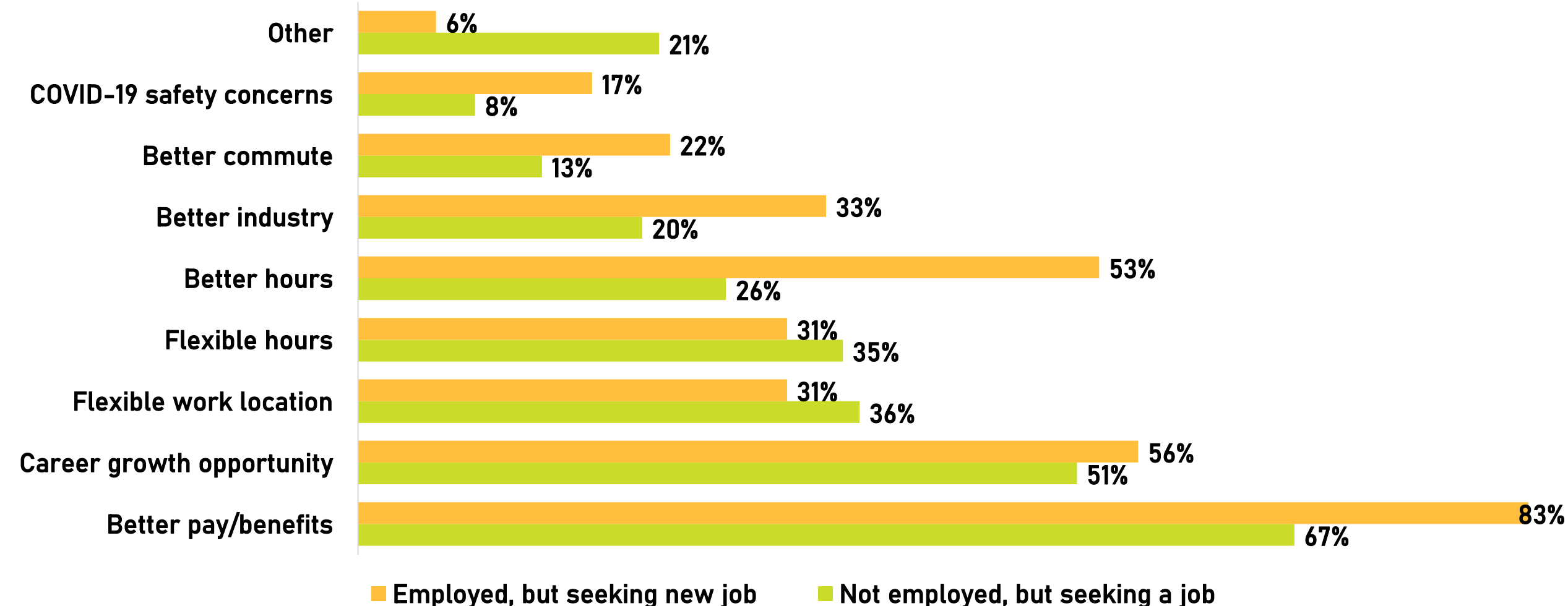


Those who end up leaving are looking for:



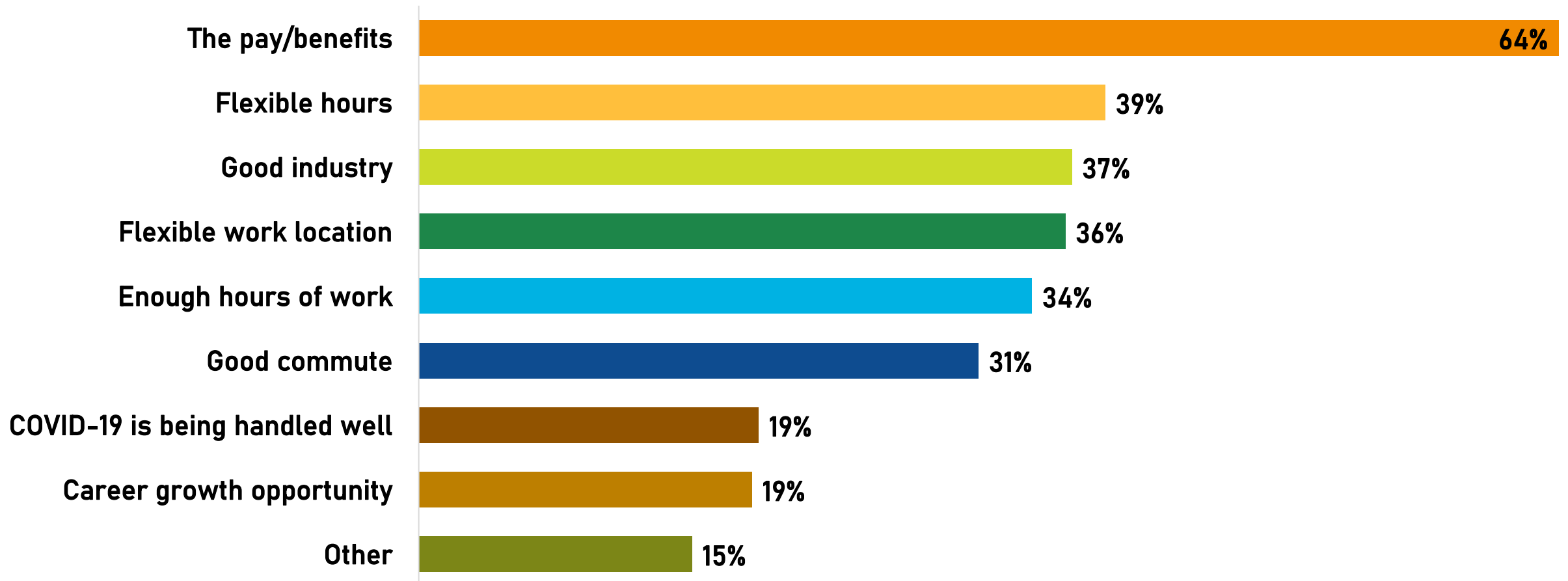
For both employed and unemployed respondents, better pay and benefits is the overwhelming reason people are looking for a new job. For those currently employed but seeking a new job, 83% are looking for better pay and benefits, 56% are looking for career growth opportunities, and 53% are looking for better hours. For those not employed but seeking a job, 67% are looking for better pay and benefits and 51% are looking for career growth opportunities.

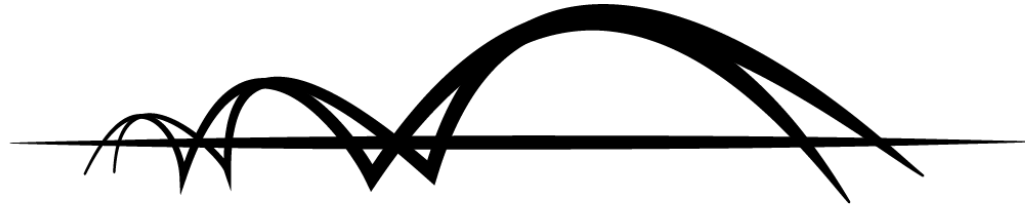
What motivates you to look for a new job?



In terms of what is motivating respondents to stay at their current job, the pay and benefits is the biggest factor, with 64% of respondents noting that as the primary motivator for staying. Flexible hours/location and being in a good industry are other leading motivators. Few respondents say that they are motivated to stay due to career growth opportunities.

What motivates you to stay at your current job?





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For more information, please contact Vera Krekanova at vkrekanova@alleghenyconference.org