

# Glassdoor Workplace Trends 2021

5 Trends Reshaping How We Work After COVID-19

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# Contents

## 03 INTRODUCTION

05 **Trend 1:** Office life will return but it will never be the same

10 **Trend 2:** Employees expect progress, not just pledges, on corporate DEI

14 **Trend 3:** Salary expectations get a permanent WFH rehaul

19 **Trend 4:** Even the best company cultures must adapt to new post-COVID-19 realities

22 **Trend 5:** The COVID-19 recession is probably over, but these jobs may never return

## 27 CONCLUSION



# Introduction

It's fair to say that 2020 has been a year like no other. A surprise global COVID-19 pandemic upended daily life and ushered in a whirlwind of previously unthinkable changes. How we hire, work and embody company culture changed overnight.

An important lesson from history is that every crisis presents risks and opportunities. In 2020, COVID-19 devastated large parts of the economy, put millions out of work and created the most dire health crisis of the 21st Century. But it also overturned outdated beliefs about remote work, sparked companies to build programs that foster emotional and cultural bonds between teams, and has put even the most vigorous company cultures through the crucible during historically trying times.





Will COVID-19 have a lasting impact on hiring and workplace culture in 2021 and beyond? At [Glassdoor](#), we have a unique vantage point during these times of crisis with access to millions of company reviews, salaries, job postings and more from around the world. Each year, we revisit Glassdoor's massive database of workforce intelligence to distill the top workplace trends that we see unfolding in real time – the biggest shifts we see in employee culture, recruiting, compensation, diversity and inclusion, and more.

This report presents the five most compelling workplace trends we see emerging from Glassdoor's window into the workplace as the COVID-19 crisis has unfolded. These trends are what we believe will take hold as the pandemic continues to unfold – and assuming no other major unforeseeable event takes place in the coming year.

Our goal is to offer our insights on how workers and employers can best prepare for these trends in the years ahead – to hedge against the risks they pose and harness the opportunities they create to build a better workplace of the future.

These are challenging times. Yet we at Glassdoor remain optimistic about the future of work and hiring. America's entrepreneurial culture has proven to be resilient, adaptable, and innovative in the face of many economic and social crises of the past. We hope you find this report to be an inspiring view of what's possible and use it as a playbook for reimagining what it means to be a great workplace in the new post-COVID-19 economy that emerges in 2021 and beyond.

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## Trend 1:

# Office life will return but it will never be the same

### Quick take:

- Millions of Americans are working from home in 2020. But we expect most will return to in-person workplaces — at least part-time — in 2021 once COVID-19 is under control.
- Remote workforces work best with at least some in-person office work. Fully remote teams have financial and recruiting benefits, but also suffer from lower spontaneity, more challenges forming bonds and lower innovation.
- Prepare for an unprecedented wave of experimentation and innovation around hybrid remote-in-office roles — part remote and part in-office — in 2021 and beyond.





Millions of Americans today are working from home during COVID-19. This year has seen a previously unimaginable boom in remote work with more than [4 in 10 U.S. workers](#) doing their jobs full-time from home as of June 2020.

This sudden and dramatic shift to [remote jobs](#) has sent shockwaves throughout workplaces. In-person teams have been split up, forcing employers to quickly revise company policies and deploy the IT infrastructure needed for fully remote work.

Is work-from-home here to stay? While the COVID-19 crisis forced many employers to rethink outdated policies against remote work — mostly for the best — both history and data suggest that most workers will ultimately return to in-person work arrangements once it's safe to do so. However, the lessons learned in 2020 about the value of flexibility and working-from-home will forever change companies' openness to hybrid office environments. In 2021 we expect workers splitting time between home and the office to be a more common workplace policy.

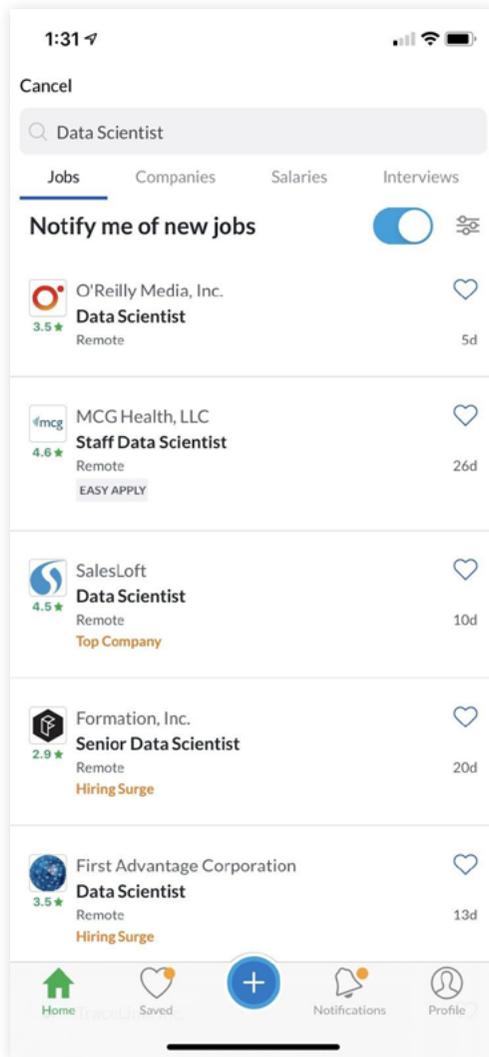
## Benefits of Remote Work

There are clear benefits of remote work for both employers and employees that 2020 has made clear. Employers can now hire the best talent, anywhere. Lower commute times mean better employee health and morale. [Research](#) shows remote work can lead to big productivity gains for some individual-contributor roles. Plus, there are cost benefits too: Companies stand to gain substantially from lower real estate, compensation and benefits costs by having a more remote workforce. Plus, offering flexible work schedules can be a low-cost way to help retain employees facing challenging child care and other home responsibilities.

For all these reasons, there has been a rush to remote jobs in 2020. Both the number of remote-only job postings and job searchers for remote roles is up sharply on Glassdoor. To help facilitate matches in the growing remote-only hiring world during COVID-19 crisis, Glassdoor released powerful new tools allowing job candidates to find and apply to remote-only jobs (see next).



## Glassdoor added new tools for finding remote-only jobs in 2020



Source: Glassdoor

## Pitfalls of Remote Work

While there are many benefits of remote work, history shows there are drawbacks too. In recent years major brands such as [IBM](#), [Yahoo!](#), [Aetna](#), [Bank of America](#), [AT&T](#) and [Reddit](#) implemented expansive remote-work programs. However, several of these high-profile programs were [ultimately abandoned](#) after disappointing results. Poor employee communication, lack of motivation and performance, lower creativity, innovation and serendipity have plagued many work-from-home programs in the past.

Companies that thrive with remote workforces have learned an important lesson: Even fully remote teams need to regularly gather for in-person interactions. This builds trust, emotional bonds and the shared human culture that is the foundation of effective and resilient teams. Even the remote work pioneer [Upwork recommends](#) building in plans for regular in-person time for remote teams, saying “Team building activities for remote teams matter as much as they do for those people working in one location. We are not machines, after all.”

This need for in-person interactions will pull many workers back to offices once COVID-19 is brought under control. There are good reasons why America’s tech giants have invested in lavish campuses and free meals in recent decades as a way of encouraging rich, in-person, spontaneous, non-work interactions: These casual bonds between employees are a critical input for building a culture of tech innovation and creativity.



### What Do Employees Want?

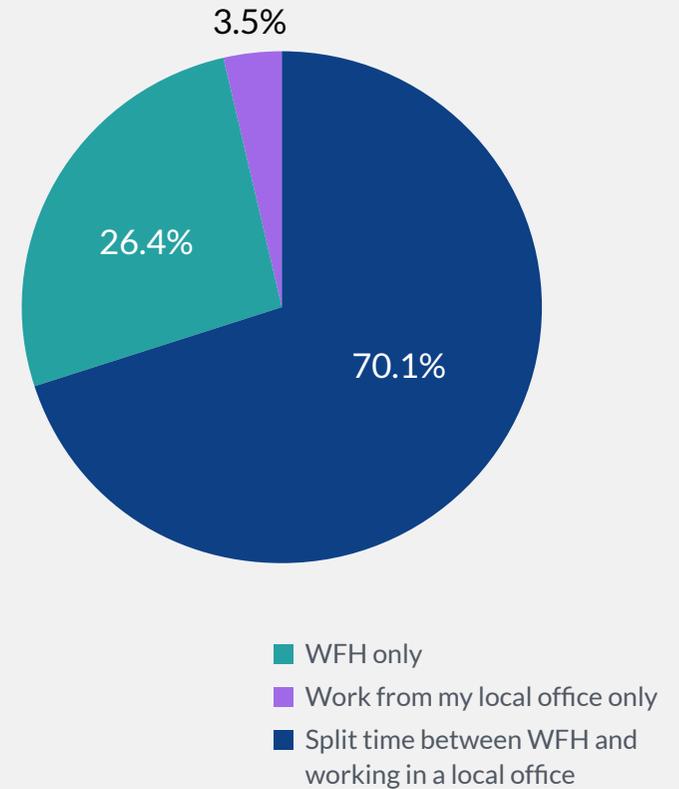
One lesson employers are learning during COVID-19 is that most workers don't want to be either fully remote, or fully in-office. They prefer a hybrid approach, with the flexibility to split time between office and remote locations based on what's the most productive way to tackle their jobs.

According to an internal survey of Glassdoor's [own workforce](#), most workers prefer these hybrid work arrangements. When asked about the most ideal work arrangement post-COVID-19, 70.1 percent of Glassdoor employees said they'd like to split time between working from home and in a local office. By comparison, just 26.4 percent said they'd prefer only remote work, while just 3.5 percent wanted to return only to an office.

We expect many similarly-sized tech and U.S. employers to see a similar pattern — while the share of employees who prefer fully remote work is higher than in the past due to COVID-19, the majority of workers will likely head back to offices at least part-time once a vaccine is available and it's safe to do so.

### 70 percent of Glassdoor employees prefer a hybrid remote-office work arrangement post-COVID-19

Q. Post COVID-19, when a vaccine is readily available, which working arrangement would be ideal for you?



Source: Glassdoor internal employee survey, August 2020



### One Roadblock is Access

While most workers prefer some flexibility to work from home, Glassdoor data shows that most jobs have not historically had access to remote work as an employer benefit. Recent [research](#) shows about 54 percent of U.S. workers on Glassdoor say they have access to work-from-home benefits, but this access varies widely by industry. While 74 percent of tech workers say they have access to work-from-home benefits, just 11 percent of workers in restaurants and food services, 24 percent of retail workers and just 29 percent of workers in transportation and logistics have such access.

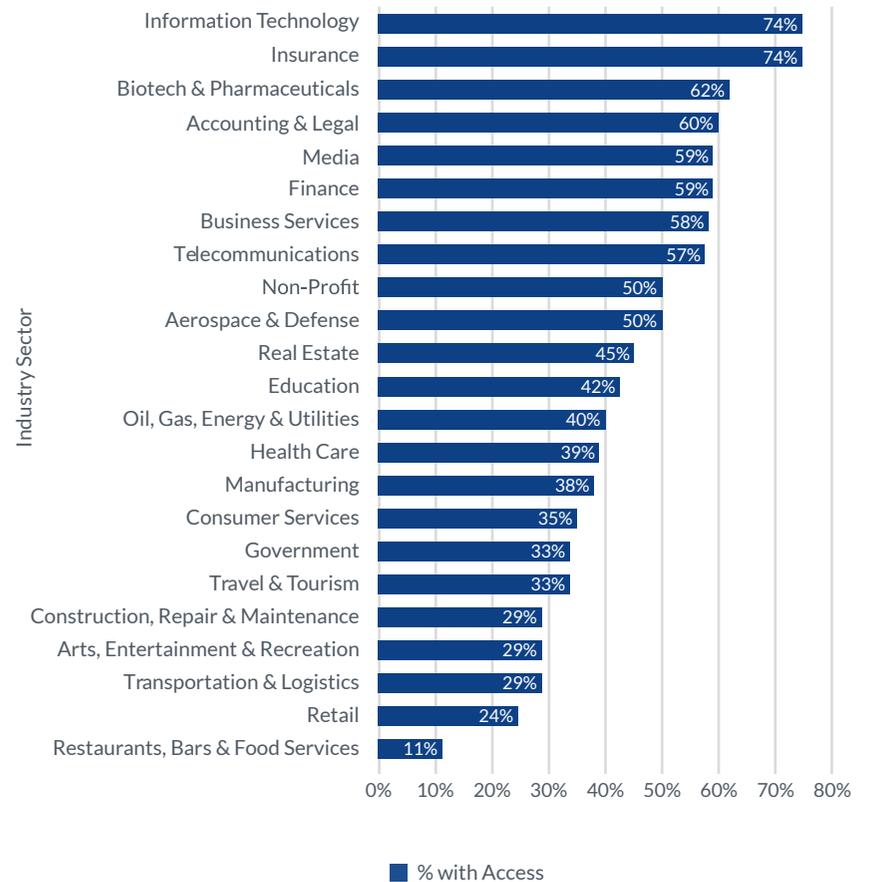
Workers in tech and professional services jobs have an easier time expanding opportunities to work from home, particularly since it was already a commonly adopted benefit before the pandemic. Workers in other industries face a much steeper uphill battle.

### Flexibility is Here to Stay

Job seekers and companies should brace for plenty of experimentation and innovation around company approaches to alternative work arrangements in 2021. History suggests that most employees will eventually return to in-person work, but likely not for the traditional Monday-through-Friday office routine that has dominated corporate culture for a century. It's a welcome silver lining of a pandemic that has overturned old ideas about the geography of work and ushered in a new era of tools and openness to remote work.

### Professional and Technical Services Industries Have Most Access

% of Workers Reporting Access to Work From Home Benefit





## Trend 2:

# Employees expect progress, not just pledges, on corporate DEI

### Quick take:

- The Black Lives Matter movement cast new light on racial inequality in 2020, and companies are being pushed to make tangible progress on diversity and inclusion like never before.
- Hiring for diversity, equity and inclusion roles has been on the rise for years, and that will likely accelerate sharply in 2021.
- The public and employees alike will expect progress reports in 2021. New Glassdoor tools help companies spotlight their diversity efforts, be more transparent about progress and communicate where challenges remain in 2021.



The rise of the Black Lives Matter movement and accompanying protests against police violence across America — and in many cities abroad — were seminal, defining events. At the close of 2020, many more Americans see themselves and their relationship to race, work and inequality differently.

The awakening of America’s conscience to the joint crises of economic inequality and police violence against people of color has sparked a national conversation about solutions. A persistent driver of the stark differences in the lived experience of underrepresented groups in America is economic inequality. As recently as 2016, the median [net wealth](#) of white households in America was \$171,000; for Black households, it was \$17,150.

Closing America’s racial economic gap starts by unlocking economic opportunity for all. In 2020, that has led to a surge in demands that employers make diversity, equity and inclusion (DEI) a core business function — a shift we expect to accelerate in 2021 and beyond.

## Seismic Workplace Shift

Roles dedicated to driving employers to take meaningful action towards a more diverse and inclusive workforce have been growing for years, both in the U.S. and abroad. According to recent [Glassdoor research](#), 2019 hiring in the U.S. for DEI roles was rising at a 30 percent annual pace. In the wake of the May 2020 police killing of George Floyd, demands for employers to take concrete steps on workplace diversity and economic opportunity for Americans of color have galvanized support for taking DEI functions far more seriously in corporate America.

## Diversity and Inclusion Job Postings on the Rise Globally, August 2019

Country	Job Openings	YoY % Growth
<a href="#">United States</a>	810	30%
<a href="#">United Kingdom</a>	70	106%
<a href="#">Germany</a>	52	79%
<a href="#">France</a>	26	53%
Other	45	67%
<b>Total</b>	<b>1,003</b>	<b>37%</b>

Source: Glassdoor Economic Research ([glassdoor.com/research](https://glassdoor.com/research))



## Diversity Attracts Talent

Diversity and inclusion are top of mind for job seekers today as well. According to a recent Glassdoor [survey](#), more than 3 in 4 employees and job seekers (76 percent) report a diverse workforce is an important factor when evaluating companies and jobs. And about 1 in 3 employees and job seekers (32 percent) say they wouldn't apply to a job at a company where there's a lack of workforce diversity. We expect this to fuel the expansion of workplace diversity programs in 2021.

To reinforce this rising global interest in and support for workplace diversity and racial equity, Glassdoor in 2020 [launched](#) a major new diversity and inclusion product for employers, allowing them to share workforce diversity goals and increase transparency around where employers stand relative to those goals. In addition, the celebrated Glassdoor company [review survey](#) was expanded to allow workers for the first time to anonymously rate and review their company with respect to diversity and inclusion and to share their own demographic information, thereby helping to bring more transparency to this critical workplace attribute.





**New features on Glassdoor allow employers to share diversity and inclusion goals, and allow employees to rate and review them.**

Overview	4.5k Reviews	466 Jobs	7.8k Salaries	979 Interviews	1.3k Benefits	55 Photos
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**Diversity & Inclusion at Caterpillar**  
4.1 ★★★★★ (46 Reviews)

**Diversity Programs & Initiatives**

At Caterpillar, we believe each person is unique and valued, and are committed to ensuring that our workplace is diverse and representative of the many customers we serve around the globe. Different perspectives help us achieve our best work and come together to form a high-performing Caterpillar team that makes positive changes in the communities where we live and work. That's the Power of Everyone.

To ensure that our commitment to diversity and inclusion spreads throughout our company, Caterpillar established Employee Resource Groups. Employee Resource Groups connect dedicated employees who share similar life experiences or interests. These groups provide opportunities for personal and professional development, and they help drive innovation, too. Resource Group membership is voluntary and open to all active Caterpillar employees.

Learn more: <https://www.caterpillar.com/en/careers/why-caterpillar/employee-resource-groups.html>

**Take 30 Seconds to Support Equality** ✕

Quickly add your anonymous demographic information to help Glassdoor pinpoint pay and diversity disparities.

**Add My Info**

Source: Glassdoor

Racial injustice and economic inequality have come to the forefront of public consciousness in 2020. Despite decades of data showing dramatic racial pay and wealth disparities around the world, discouragingly little progress has been made. In 2021 and beyond, more companies will be seen as having a responsibility to make progress toward righting racial inequality and injustice within their workplaces. Corporate DEI roles to put those plans into action are here to stay.





### Trend 3:

## Salary expectations get a permanent WFH rehaul

### Quick take:

- Millions of Americans are thinking about moving to new cities while working from home. If they do, brace for big salary adjustments in 2021 as workers face a shifting competitive landscape.
- Tech workers decamping from expensive metros like San Francisco and New York could face eventual pay adjustments of -5 percent to -30 percent depending on where they move.
- Workplace perks like free catered lunch and company parties are on hold during the pandemic. But they'll return in 2021 as teams scramble to rebuild social bonds and reignite a spirit of innovation once the pandemic is under control.



Millions of Americans are working from home during the COVID-19 pandemic. Many are considering relocating — particularly workers living in congested and high cost of living cities like San Francisco and New York. This has created a pay conundrum for employers in 2021: Should pay be adjusted for fully remote workers who choose to relocate to new cities?

Opinion on this topic runs the gamut, from those who advocate for fully adjusting pay based on local cost of living to those who argue for a flat pay structure for remote workers.

Although every worker is different, and it's not possible to predict a single base pay adjustment that's appropriate for every employee, we predict a tidal wave of comp adjustments in 2021 as many tech and professional services workers go remote and move away from company HQs.

### Why Pay Differs by City, Even for Remote Workers

Throughout history, wages have always varied widely among cities and countries, even for the same job. Why? A common misperception is that pay varies because of cost of living. But in fact, the reverse is likely to be true — pay differences across cities and countries are partly what drive differences in cost of living, simply because one important resource is always in short supply and can't be transported: housing. That makes the cost of living expensive in places where highly productive workers bid up the cost of housing and more affordable in underdeveloped places with low productivity and wages.

When workers go fully remote and move to new cities, they remove themselves from the local labor market that initially determined their pay. Once they move, they are subject to the market forces of a very different labor market. Pay for fully remote workers will be partly influenced by the in-person jobs available in the economy where they locate — if they locate in places with many jobs, they will have stronger bargaining power and higher pay — and is partly influenced by the global supply and demand for their skills. Unlike in-person workers, fully remote workers essentially compete with the global supply of all other workers, in every country, who are also remote — a job market that is almost certainly more competitive than any in-person labor market in the U.S.

For these reasons, once the dust settles on millions of employee relocations, we expect a wave of pay adjustments in 2021 for fully remote workers, whether or not they move to new cities. Once local labor markets have adjusted to a wave of newly remote workers, the equilibrium pay for workers who've left expensive, congested metros like San Francisco and New York for smaller cities will almost certainly adjust downward as the interplay among supply, demand and productivity unfolds across cities.



## How Much Will Pay Adjust?

We recently estimated what might happen to base pay for 25 of the most common job titles today if newly remote workers were to decamp to new U.S. metros. The results were eye-opening:

- Pay for tech workers leaving SF and NYC could adjust substantially, as both cities currently pay a large location premium that will likely be lost by those who relocate. [Software engineers](#), [software developers](#) and [product managers](#) leaving SF could see an average base pay cut of -24.8 percent, -21.3 percent and -23.1 percent, respectively, across the 30 cities we examined. Leaving from NYC, the average base pay cut for these same jobs is -12.2 percent, -10.4 percent and -9.6 percent, respectively.
- On average across the 25 jobs we examined, workers leaving San Jose can expect the largest downward base pay adjustment of -24.6 percent among the 30 cities we examined, followed by San Francisco (-21.7 percent), New York City (-9.8 percent) and Seattle (-9.7 percent). By contrast, workers moving away from Denver, Minneapolis and Houston would on average see base pay adjust by less than 1 percent.





Glassdoor released a web app to help job seekers estimate pay shifts relocating to new cities while working remotely.

## How Will Salary Change if Workers Go Remote in New Cities?

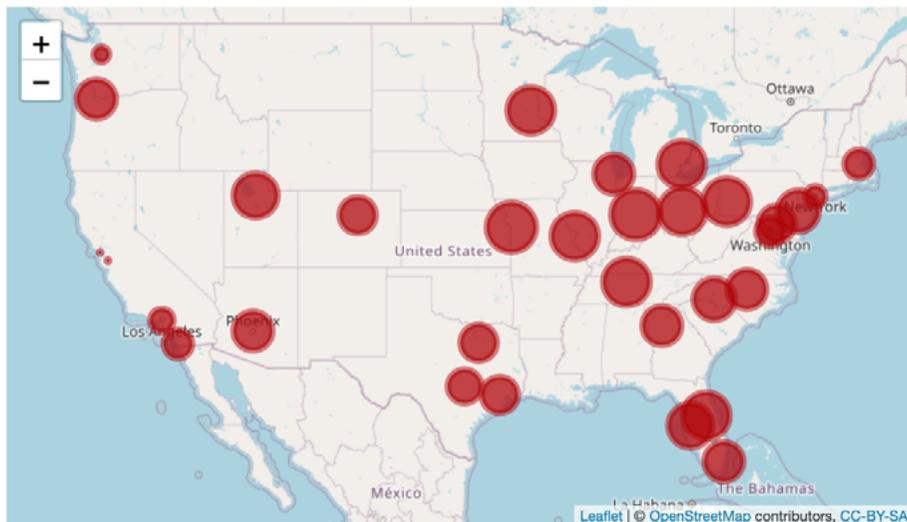
Predicted base pay adjustments for employees who choose to relocate from one U.S. metro to another during COVID-19. Based on a machine-learning model using anonymized salary data from [Glassdoor](#).

Job Title:

Software Engineer

Moving Away From:

San Francisco, CA



**Methodology:** Based on a sample of 1,885,200 salaries shared anonymously on [Glassdoor](#) by employees in selected job titles based in the U.S. Figures show the predicted impact on base pay from relocating from one metro to another, without changing any other aspects of jobs such as job title, seniority, company, industry and employer size. Figures are based on an elastic net regression model that controls for the impact on pay of employer, job seniority, industry, company size, year, and various interaction terms. ([Download data](#)).

**Disclaimer:** This app provides average salary estimates based on historical salary data, which may not provide an accurate estimate of pay for all workers who relocate in the future. Individual company and worker salary adjustments arising from relocation may vary from these overall averages. Estimates are provided for research and illustrative purposes only, and should not be used as the sole basis for any business or employment decision. Copyright Glassdoor, Inc. 2020.



### What About Office Perks?

During the global pandemic, nearly all in-office perks like catered lunches, free snacks, employee events, on-site exercise facilities, video games and more have been placed on hold. Does that spell the death of workplace perks in 2021 and beyond?

For several reasons, we think the answer is “no”. Once a vaccine becomes widely available, we expect a critical mass of office workers will return to offices. When they do, the same competitive forces will likely lead to a return of many office perks.

One of the most important organizational lessons learned by tech and other knowledge-work employers in recent years is that certain office perks are an important fuel for innovation and culture building. In-office catered lunches have never been mainly about the food — they are a valuable way to get employees to share ideas,

brainstorm and network over the lunch hour, fueling serendipity, innovation and creativity. Offering video games at work may have begun as a way to attract Millennial and Gen Z tech workers; but employers have also discovered these types of in-office games encourage informal social and emotional bonds between teams, make teams more resilient, make them more likely to share information and go out of their way to help each other as well as more likely to work better together under pressure.

Companies that shed these types of “soft” office perks in the wake of COVID-19 may end up handicapping their ability to rebuild their team muscles, potentially putting them at a long-term competitive disadvantage compared to companies that relight the fire of dynamic, fun in-office environments. For that reason, we expect to see a return of many in-office perks in 2021 once COVID-19 is brought under control and office workers begin rebuilding in-person teams.





#### Trend 4:

## Even the best company cultures must adapt to new post-COVID-19 realities

#### Quick take:

- Companies have lost an important way of controlling corporate identity and employer brand during COVID-19: The design, look and feel of corporate headquarters.
- Online employee reviews are playing an outsized role in employer brand during work-from-home. Companies who survive and thrive in 2021 will be those who embrace employee sentiment data as business intelligence.
- Companies don't need lavish corporate campuses to build culture. Three factors matter most for [worker satisfaction](#), none of which depend on maintaining in-person offices: Having a compelling company mission, promoting transparent and empathetic leaders, and building clear career opportunities for workers.



One of the most important ways companies have historically cultivated their employer brand image is through the design, location, look and feel of corporate offices. [Facebook's](#) university campus-like Silicon Valley headquarters, [Amazon's](#) dramatic Seattle campus adorned by a glass-and-steel globe, and [Airbnb's](#) funky and creative San Francisco headquarters are all designed to craft how employees think about their identity, interact with each other and go about their daily work.

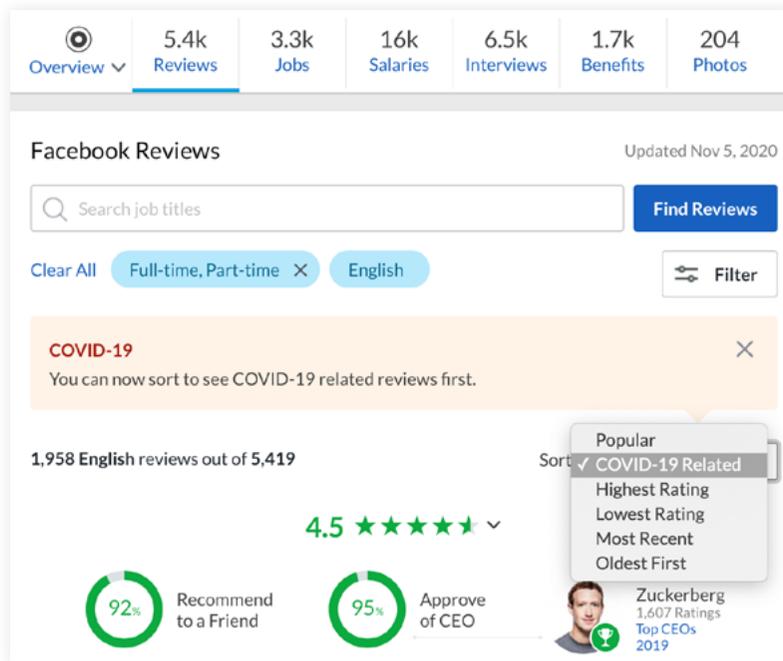
This has all been lost during COVID-19. With millions of Americans working remotely full time, the balance of power has tilted dramatically between employers and employees in terms of what can be publicly displayed and symbolically or physically communicated about workplace culture and employer brand. When asked, "What is it like to work at company X?" during normal times, the location, look and feel of offices is top of mind for most workers. During COVID-19 and mandatory work-from-home, learning what it's like to work at a company comes mostly from employee reviews in a sea of remote workers. Companies who aren't monitoring that sentiment on platforms like Glassdoor risk disaster in 2021 and beyond.

## Using Data to Monitor Team Health and Vitality

As work-from-home continues into 2021 for millions of workers, keeping a close pulse on employee sentiment in today's highly fragmented and remote workforce will be a key issue facing employers. Online data from Glassdoor and others can help monitor nascent and growing cultural problems as they emerge in today's remote workforces, helping highlight problems before they begin impacting performance. In a world without water-cooler chats and informal stop-by-check-ins at desks, we expect to see a surge of interest in ways to use online and other employee survey data to monitor sentiment among decentralized work-from-home teams.

To help employers drill down on and more closely monitor employee sentiment, Glassdoor [launched](#) new search capabilities that allow companies and job seekers to more easily identify company reviews that mention COVID-19 and provide a real-time barometer of engagement and understand how employees are talking about company reactions to the pandemic.

## Glassdoor data allows companies to track COVID-19-related employee sentiment in real time.



Source: Glassdoor

## Building Culture Without Offices

How can employers craft an attractive employer brand and company culture during COVID-19, without the use of corporate campuses and in-office perks? The good news for employers is that our [research](#) shows the three most important determinants of employee satisfaction have little to do with in-person offices and can be cultivated in fully remote work environments:

- Having a compelling **company mission** that connects what you do as a business with some broader social good;
- Promoting transparent and empathetic **senior leaders**;
- Creating clear upward paths and **career opportunities** for employees.

With no end to the pandemic in sight, strong employee culture will be essential for helping work-from-home teams remain resilient and engaged in the coming year. Trying times are when companies reap the most important benefits from past investments in building a satisfied workforce. We expect to see companies leaning into efforts to build employee culture in 2021, investing in strategies proven to build cohesion and strengthen a sense of shared purpose among employees during the challenging year ahead.



### Trend 5:

## The COVID-19 recession is probably over, but these jobs may never return

### Quick take:

- The global economy suffered a massive blow in 2020. But even assuming the virus is under control in 2021, it promises to be a year of rebuilding, recovery and job growth as employers, workers and consumers adapt to a post-COVID-19 world.
- Many jobs were lost and won't be coming back soon. Glassdoor data shows devastating impacts in particular on lower-skilled service jobs, education jobs, administrative office roles, sales roles and many discretionary healthcare jobs.
- Even when the COVID-19 recession is a distant memory, there will be lasting impacts on workers and jobs. People will save money and plan for retirement differently and demand better health and flexible time benefits from employers.



This year, COVID-19 was in the driver's seat of the U.S. economy. In March, an unfolding global pandemic sent the economy spiraling into the first recession in a decade, with employers shedding more than 20 million jobs in March and April combined — a record-breaking tsunami of job losses unlike anything seen before in American history.

However, against all odds, the economy was already on the road to recovery by June, with companies hiring back millions of workers per month thanks in part to an enormous federal stimulus bill and quick-thinking employers who scrambled to adapt business models to new COVID-19 realities. Almost as fast as it came on, the COVID-19 recession is likely already over, with the economy adding back more than 10 million jobs in just a few months. By September, the job market was already about halfway back to pre-COVID-19 employment levels — still a long way to go, but a remarkable testimony to the resilience and adaptability of U.S. employers in the face of an unprecedented crisis.



## Jobs Most At Risk in 2021 Post-COVID

The 2020 recession was very different from past downturns. As will be the recovery. Because of how the global pandemic has shifted consumer behavior and workplace habits — shifts that may last years if not decades — there are many jobs we do not expect to return en masse for years, if ever.

In the table below we show a list of the jobs most “at risk” from COVID-19. These are very common jobs (with 5,000 or more job openings in the U.S.) that have suffered large drops on Glassdoor between October 2019 to October 2020. The table uses the same jobs technology that powers Glassdoor’s monthly [Job Market Report](#).

Several patterns in the data are clear:

- The COVID-19 recession has led to devastating losses in open jobs for personal services. Jobs for [beauty consultants](#) are down 53 percent; [valets](#) are down 51 percent; and [stylists](#) are down 50 percent. Even [pet groomers](#) are down 41 percent. These are in-person services that many Americans are doing without during COVID-19, or in many cases doing themselves. They will not likely return until long after a vaccine becomes available.
  - Education jobs are suffering dramatically due to school closures during the pandemic. Jobs for [professors](#) are down 39 percent, and jobs for [instructors](#) are down 34 percent.
- America’s higher education system is facing an overwhelming financial crisis due to falling enrollment and mandated campus closures, and these jobs may not return for a long time.
- Administrative and lower-skilled office roles are bearing the brunt of job cuts in the white-collar workforce today, and that’s likely to continue in 2021 and beyond as the COVID-19 recession prompts companies to invest in automation and software rather than hiring back these roles in the same numbers. Jobs for [event coordinators](#) are down 69 percent; [executive assistants](#) are down 55 percent; [HR generalists](#) are down 37 percent; and [accounts payable specialists](#) are down 37 percent. And with offices across the nation closed, [receptionist](#) jobs are down 35 percent.
  - Sales jobs have plummeted during COVID-19, along with many companies’ revenue. Jobs for [product demonstrators](#) are down 63 percent; [brand ambassadors](#) are down 41 percent and [sales managers](#) are down 34 percent. With sales in many industries depressed due to the pandemic, these jobs may not fully return until a vaccine is widely available and COVID-19 disappears as a health risk.
  - Jobs for discretionary health services — healthcare needs that can be postponed during a pandemic — are down sharply. Jobs for [audiologists](#) are down 70 percent; [opticians](#) are down 61 percent and [physical therapists](#) are down 40 percent.



## Jobs Likely to Suffer Most in 2021 Due to COVID-19

Job Title	Type of Job	October 2020 Open Jobs	October 2019 Open Jobs	% Decline During COVID-19
<a href="#">Audiologist</a>	Discretionary Healthcare	2,336	7,710	-70%
<a href="#">Event Coordinator</a>	Admin and Office	1,723	5,541	-69%
<a href="#">Product Demonstrator</a>	Sales	2,567	6,932	-63%
<a href="#">Optician</a>	Discretionary Healthcare	2,208	5,592	-61%
<a href="#">Chef</a>	Food Service	6,569	14,844	-56%
<a href="#">Executive Assistant</a>	Admin and Office	2,308	5,182	-55%
<a href="#">Beauty Consultant</a>	Personal Services	6,065	12,845	-53%
<a href="#">Valet</a>	Personal Services	2,485	5,054	-51%
<a href="#">Stylist</a>	Personal Services	5,237	10,376	-50%
<a href="#">Coach</a>	Personal Services	6,844	12,869	-47%
<a href="#">Brand Ambassador</a>	Sales	5,925	10,055	-41%
<a href="#">Pet Groomer</a>	Personal Services	3,854	6,586	-41%
<a href="#">Physical Therapist</a>	Discretionary Healthcare	17,372	28,920	-40%
<a href="#">Intern</a>	Admin and Office	7,731	12,732	-39%
<a href="#">Professor</a>	Education	8,651	14,247	-39%
<a href="#">HR Generalist</a>	Admin and Office	3,314	5,286	-37%
<a href="#">Accounts Payable Specialist</a>	Admin and Office	3,417	5,413	-37%
<a href="#">Receptionist</a>	Admin and Office	11,627	17,826	-35%
<a href="#">Instructor</a>	Education	12,751	19,278	-34%
<a href="#">Sales Manager</a>	Sales	16,525	24,917	-34%
<a href="#">Accountant</a>	Admin and Office	19,723	27,637	-29%
<a href="#">Account Executive</a>	Sales	14,337	19,624	-27%

Source: Glassdoor Economic Research ([glassdoor.com/research](https://glassdoor.com/research))

Methodology: Unique U.S. open job listings on Glassdoor as of 10/19/2020 compared to 10/21/2019. Only “popular” jobs with at least 5,000 open job listings in 2019 were considered. Only a partial list is presented here for presentation; a full list of impacted jobs is available upon request.

## Some Jobs Surge Ahead During COVID-19

While hiring is down during the pandemic, some employers in e-commerce, health care and other front-line industries will likely continue to ramp up hiring in 2021. For example, [warehouse worker](#) job postings were up 174 percent from a year ago in October on Glassdoor; similarly, [registered nurse](#) jobs were up 51 percent during COVID-19.

To help match candidates with these rising areas of hiring, Glassdoor [launched](#) a “COVID-19 Hiring Surge Badge” in 2020 that helps boost efficiency in the job market by letting companies signal to America’s unemployed workers that they’re hiring and have strong demand for talent.

## New tools from Glassdoor help match unemployed workers to companies hiring during COVID-19

### Here for you during COVID-19

We are committed to helping you keep candidates informed about how your company is responding to the global pandemic.

#### Hiring Status

Let candidates know if you have a spike in demand for workers with relevant skills. We will display an indicator on your profile and on your job posts. Update at any time.

Hiring Surge

Source: Glassdoor

## The Road Ahead Looks Different

We expect the economy to continue healing in 2021 with steady job gains as COVID-19 is brought under control and cities begin to return to pre-pandemic normal life. However, history shows that when the U.S. economy exits a recession it’s often permanently changed. The mix of jobs, technology, attitudes toward risk and consumer preferences is often altered permanently after a major recession. This time is likely to be no different.

We expect to see big shifts in employee attitudes in 2021 and beyond, with a greater emphasis on stability and predictability. With many in-person workplace perks like catered lunches and employee events abandoned during COVID-19, we foresee a trend toward benefits packages beefing up retirement savings and 401(k) matches, improved health plan offerings and permanently up-leveled remote work and flexible hours options.

Past [research](#) shows the most important benefits to workers are health insurance, 401(k) matches and paid time off. In the wake of a global pandemic and sudden recession, that focus on security, safety and fundamental work benefits is likely to be amplified for years to come.



## Conclusion

Making predictions about tomorrow's job market is an exercise inherently fraught with peril. The combination of a global pandemic, severe recession, widespread social unrest and a highly polarized national election has left experts more in the dark than usual about what comes next in 2021.

But one thing is certain: The world of work is facing a turning point in 2021. After a tumultuous year, we already appear to be in the midst of a rapid economic recovery. But until COVID-19 is brought under control, the global pandemic will remain in the driver's seat with workers and employers merely along for the ride.

Today's challenges at work understandably have sparked anxiety about jobs and the future of the U.S. economy. But they also present opportunities to do better — to rethink how we organize work, what we value as workers and employers, and to find common ground that will help us heal together and rebuild in 2021 and beyond.

We hope this report has provided some inspiration about what's possible in the world of work once COVID-19 is behind us, as well as a playbook for reimagining what it means to be a great workplace in 2021 and beyond.

## About Glassdoor

Glassdoor combines all the latest jobs with millions of reviews and insights to make it easy for people to find a job that is uniquely right for them. The company is on a mission to help people everywhere find a job and company they love. In pursuit of this mission, Glassdoor helps employers hire truly informed candidates at scale through effective recruiting solutions like job advertising and employer branding products. Launched in 2008, Glassdoor now has reviews and insights for more than one million companies located in more than 190 countries. For more information, visit [glassdoor.com](http://glassdoor.com).

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