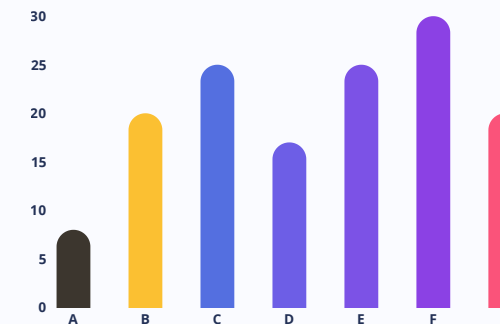




Why young people aren't choosing your sector **and what actually changes their minds**

Survey + Live Poll Data

What age did you start thinking about careers?



What changes their mind?



Confidence of young people



What careers are you ruling out?



Finance?



Law?



Healthcare?



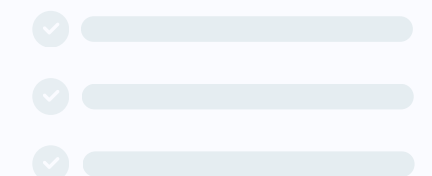
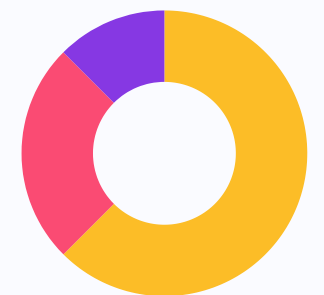
Construction?

How many young people are ruling out careers they know nothing about?



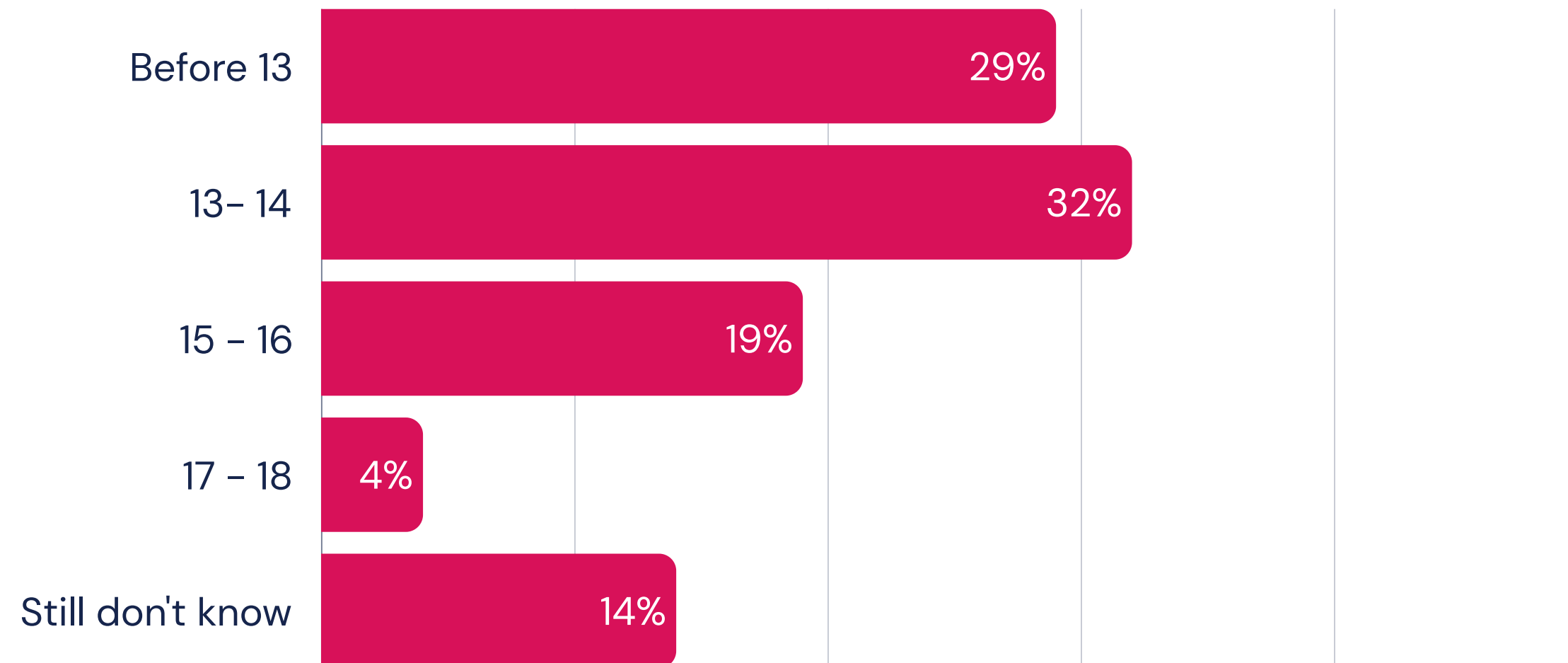
>77%

What puts you off a career?



When do career opinions form?

Q1. At what age did you start having a sense of which careers were or weren't for you?



62%

Of respondents formed career opinions before age 15

(((•))) Poll Responses

At what stage does your current outreach first reach young people?

Responses were spread across all stages. The single largest group said primary school (28%), but combined, 39% of attendees said their outreach doesn't reach young people until sixth form or college onwards.

Ruling out careers

Q2. Have you ever ruled out a career without really knowing what it involves?

Yes definitely

34%

Probably, yes

45%

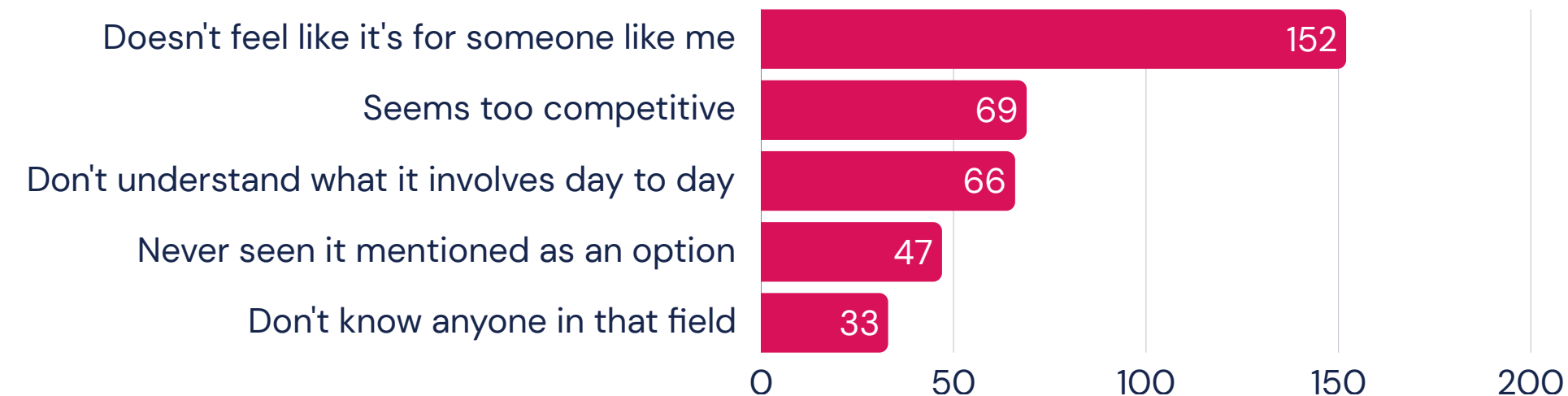
Maybe, I'm not sure

14%

No, I research first

7%

Q3. What puts you off a career before you've looked into it?



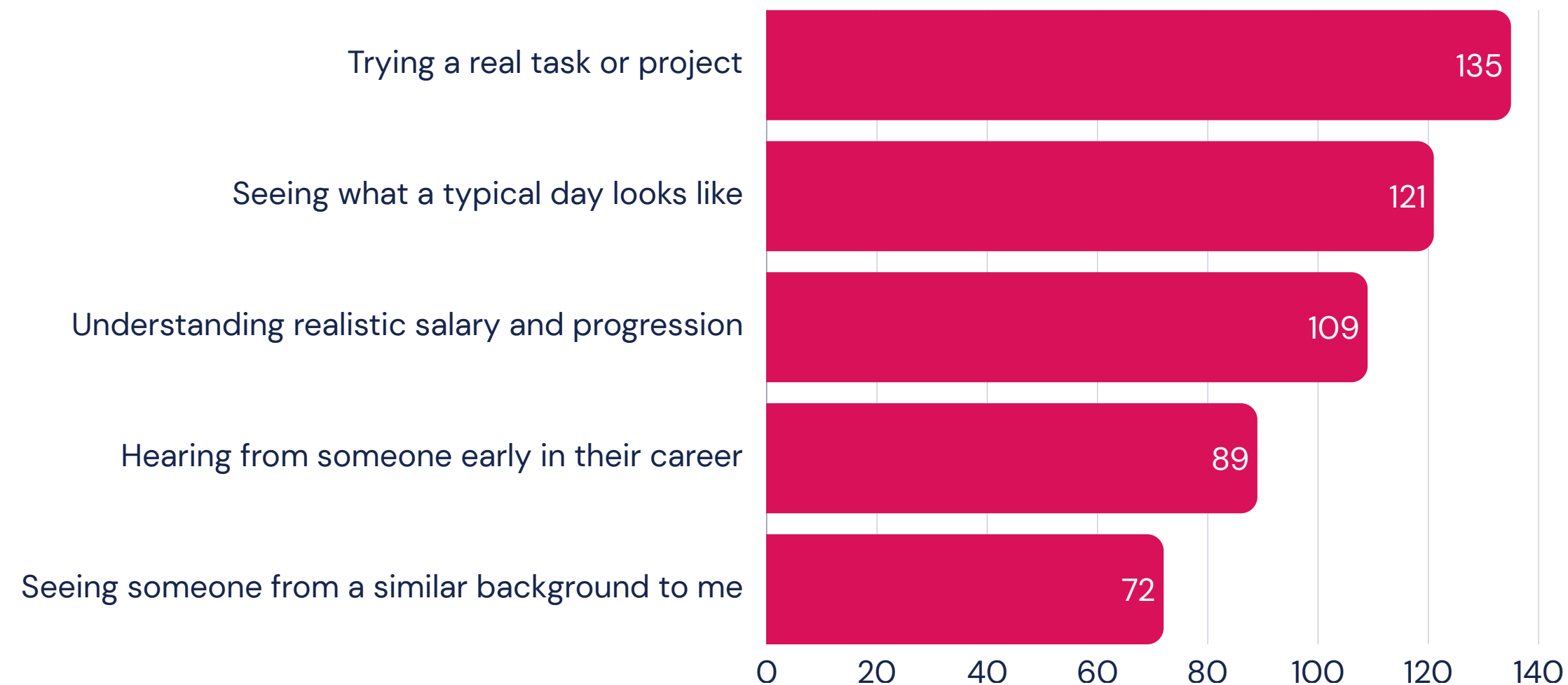
⦿ Poll Responses

What is the primary goal of your current early careers outreach?

Building awareness was the top answer at 38%, with changing perceptions close behind at 30%. Only 13% said generating applications was the primary goal.

What actually **changes** minds

Q4: What would make you consider a career you'd never thought about?



70%

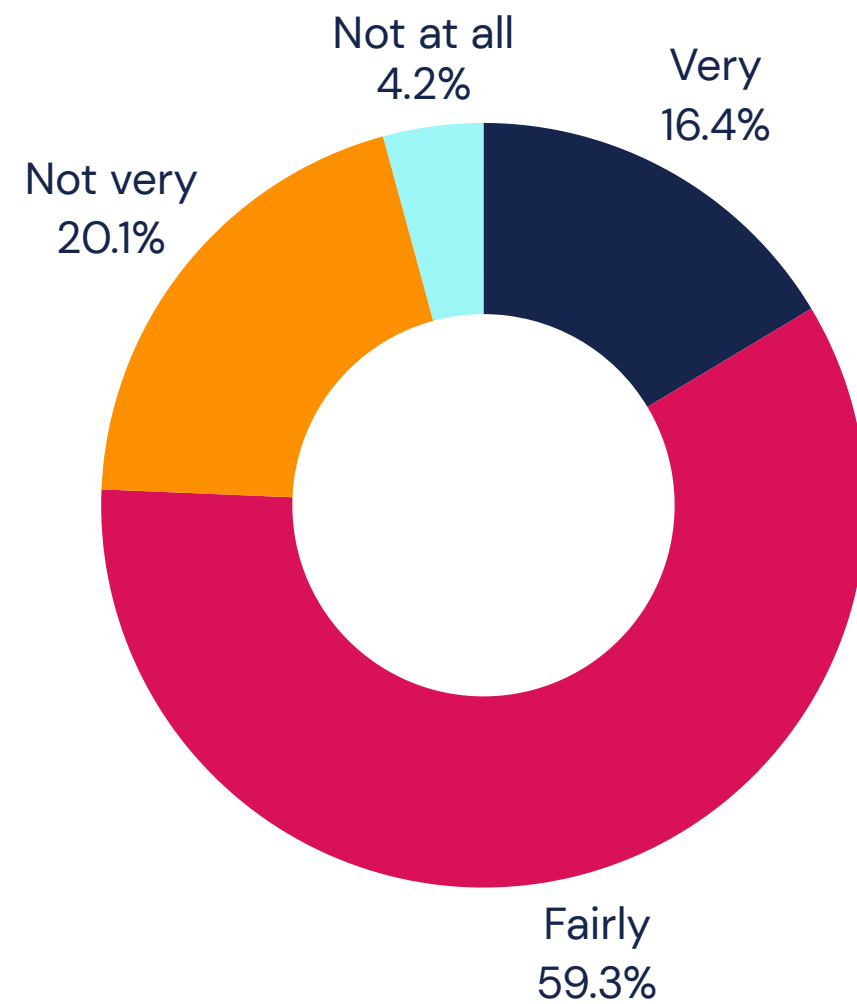
said trying a real task would make them consider a career they'd never considered

Insights from the room

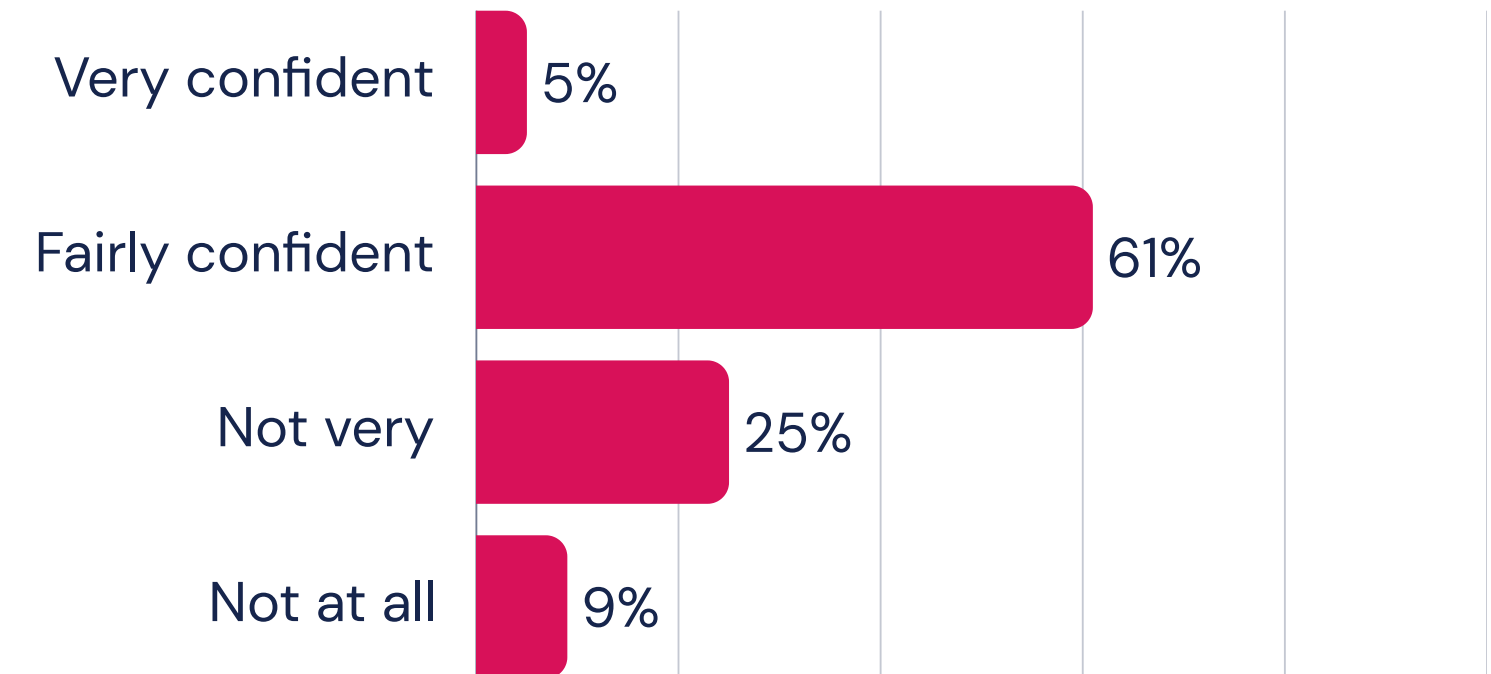
- Tangible opportunities, such as virtual or in-person work experience, apprenticeships, and real-world tasks, are more impactful than mere information in helping young people explore and consider careers.
- Engaging influencers like parents and teachers, and humanising recruitment processes, are key strategies to broaden young people's career horizons.

Confidence - from both sides

Q5. How confident are you that you understand the range of careers available to you?



How confident are you that your current approach is effectively attracting and engaging young people?



Sectors respondents are ruling out – and why

We asked young people to name a career or industry they had already ruled out and what their perception is of it.

Healthcare and Medicine

54 respondents

- Too competitive and demanding
- Pay not proportionate to training
- Perceived as too academic

STEM and Science

58 respondents

- Too difficult
- Perceived lack of personal ability to succeed in the field

Engineering

16 respondents

- Too technical
- Too male-dominated
- Don't have the right background

Finance and business

12 respondents

- Dislike of maths
- Perceived as monotonous
- Poor work-life balance

Construction

12 respondents

- Physically demanding
- Too male-dominated
- Lack of office based work

Law

10 respondents

- Too competitive
- Too complex
- Too much maths



Ready to brainstorm

how to improve your outreach?



Speak to an expert

