

GEN Z REDEFINING DREAM JOBS

SEPTEMBER 2023



Prince's Trust



**Donna White, Senior
Head of Digital
Marketing at Prince's
Trust**



**Lindsay Turner,
Head of Marketing and
Comms at LADbible
Group**



**Emily Driscoll
Head of Data,
Intelligence and Planning
at LADbible Group**



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WHY WE WERE TASKED WITH THE RESEARCH?



YOUNG PEOPLE ARE OUR CORE TARGET...

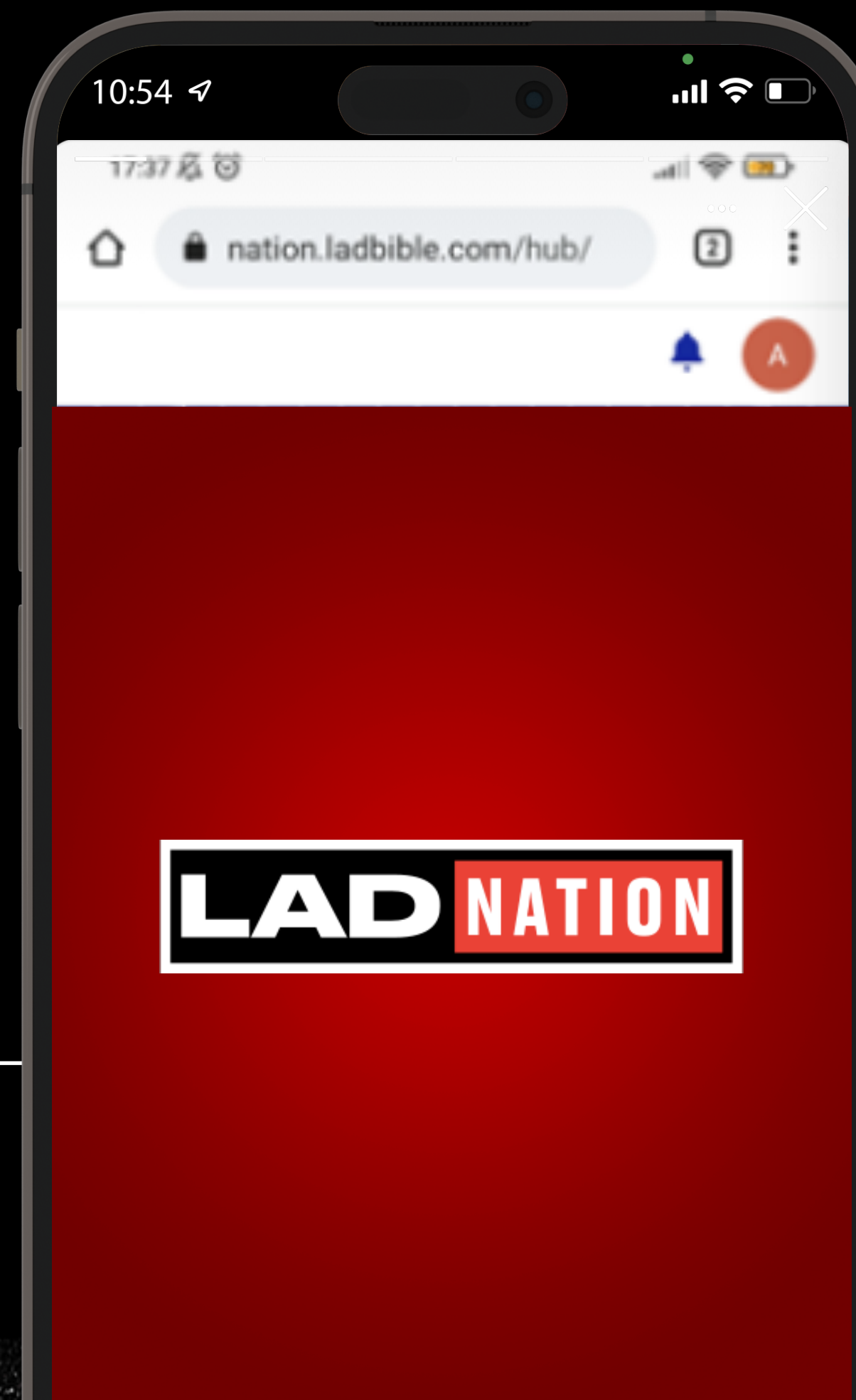
AS A PUBLISHER WE:

- **HAVE A MONTHLY GLOBAL AUDIENCE OF 1 BILLION PEOPLE**
- **HAVE OVER 400 MILLION FOLLOWERS**
- **HAVE 70 BILLION VIEWS**
- **REACH 2/3 OF ALL UK 18-34 YEAR OLDS**
- **HAVE A GENDER SPLIT OF 50 | 50**

...AND WE HAVE A **YOUTH RESEARCH PANEL**

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- **HAVE 70 BILLION VIEWS**
- REACH **2/3** OF ALL UK 18-34 YEAR OLDS
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**OVER
55,000 SIGN UPS SINCE
WE STARTED.**



DATA, INTELLIGENCE & PLANNING TEAM GAINS INSIGHT FROM YOUTH AUDIENCES

OVERALL TRENDS

Social listening
Trending content

OUR CONTENT

Top performing content
Comment analysis
Sentiment

OUR PANEL



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DATA, INTELLIGENCE & PLANNING

TEAM GAINS INSIGHT FROM YOUNG AUDIENCES

OVERALL TRENDS

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Comment analysis
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OUR PANEL



←—————→

**OUR HYBRID TEAM MEAN WE CAN PULL INSIGHTS FROM A VARIETY
OF AUDIENCE DATA POINTS, TO GIVE LAYERS OF INSIGHTS
AND EXPERTISE TO OUR CLIENTS.**



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WHAT WE ALREADY KNEW...

150+ YEARLY SURVEYS TO ADD TO UNDERSTANDING OF GEN Z



WHAT WE ALREADY KNEW...

150+ YEARLY SURVEYS TO ADD TO UNDERSTANDING OF GEN Z

MONTHLY TRACKERS TO SEE CHANGES IN BEHAVIOURS

EMOTIONS



WORRIES



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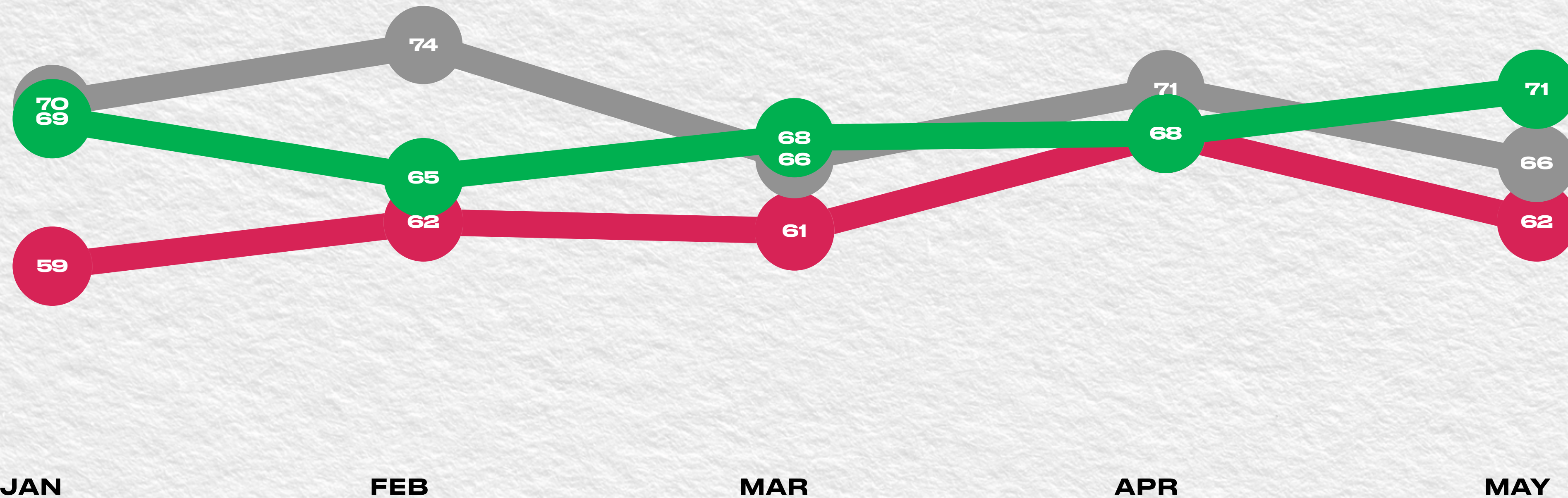


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THIS GENERATION HAVE BEEN HIT HARD IN THE LAST COUPLE OF YEARS. FEELING STRESSED AND ANXIOUS IS CONSISTENT FOR YOUNG PEOPLE

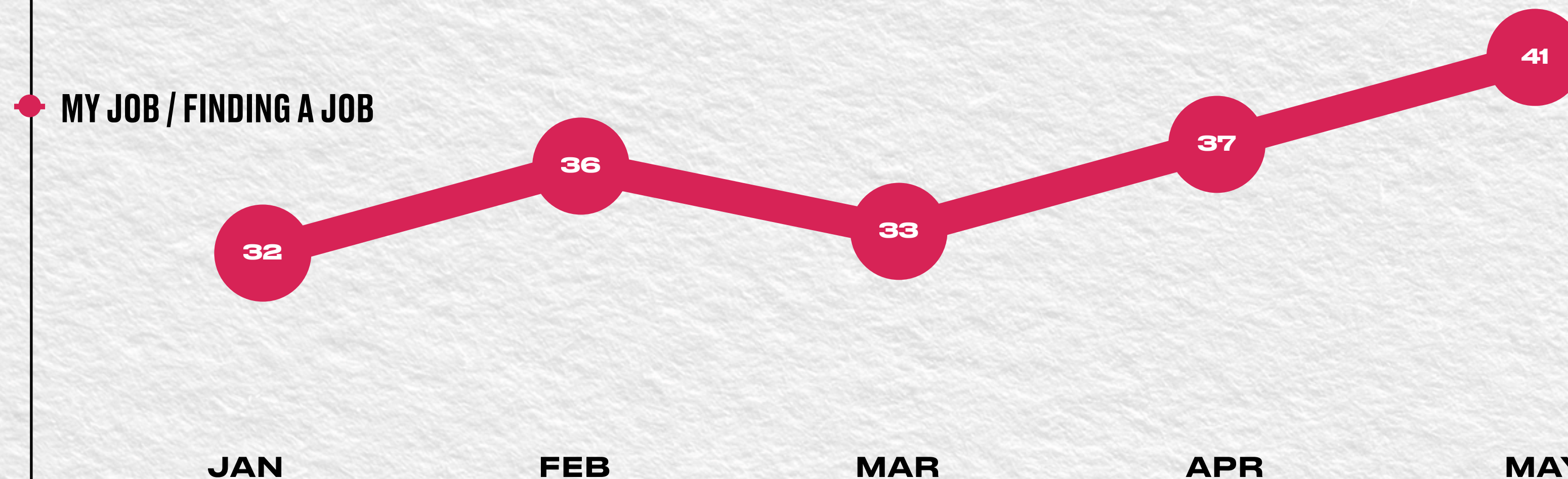
MOOD TRACKER, 2023 (%)



● HAPPY
● STRESSED
● ANXIOUS

AND AROUND OF A THIRD OF YOUNG PEOPLE ARE CONSISTENTLY CONCERNED AROUND THEIR JOB OPPORTUNITIES 🙄

WORRY TRACKER, 2023 (%)



THE BESPOKE STUDY FOR THE PRINCE'S TRUST



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THE BESPOKE STUDY FOR THE PRINCE'S TRUST

PHASE 1: EXPLORATORY

SURVEY 1: SAMPLE OF 223 16-24

Social media consumption & motivations

Life goals & job motivations

Dream jobs & support



THE BESPOKE STUDY FOR THE PRINCE'S TRUST

PHASE 1: EXPLORATORY

SURVEY 1: SAMPLE OF 223 16-24

Social media consumption & motivations

Life goals & job motivations

Dream jobs & support

PHASE 2: DEEP DIVE

SURVEY 2: SAMPLE OF 2,220 16-24S

Dream jobs, influences, barriers, inspirations

Current living / education / working situation



YOUNG PEOPLE ARE NO LONGER CHASING DREAM JOBS



**YOUNG PEOPLE ARE
BECOMING MORE
PRAGMATIC ABOUT
WHAT THEY ARE
PRIORITISING IN
THEIR WORKING
LIVES**

**LAD
BIBLE
Group**



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57%

***OF YOUNG PEOPLE SAY
THEY HAVE LOWERED
THEIR LONG TERM
ASPIRATIONS OVER THE
LAST 2 YEARS***

LADBIBLE RESEARCH FOR PRINCE'S TRUST : APRIL – MAY 2023.

***WHICH CONTRIBUTES TO YOUNG PEOPLE
REDEFINING WHAT A DREAM JOB LOOKS LIKE***

WHY?

1

**FINANCIAL
PRESSURE**

2

**GETTING ON
WITH NOW**

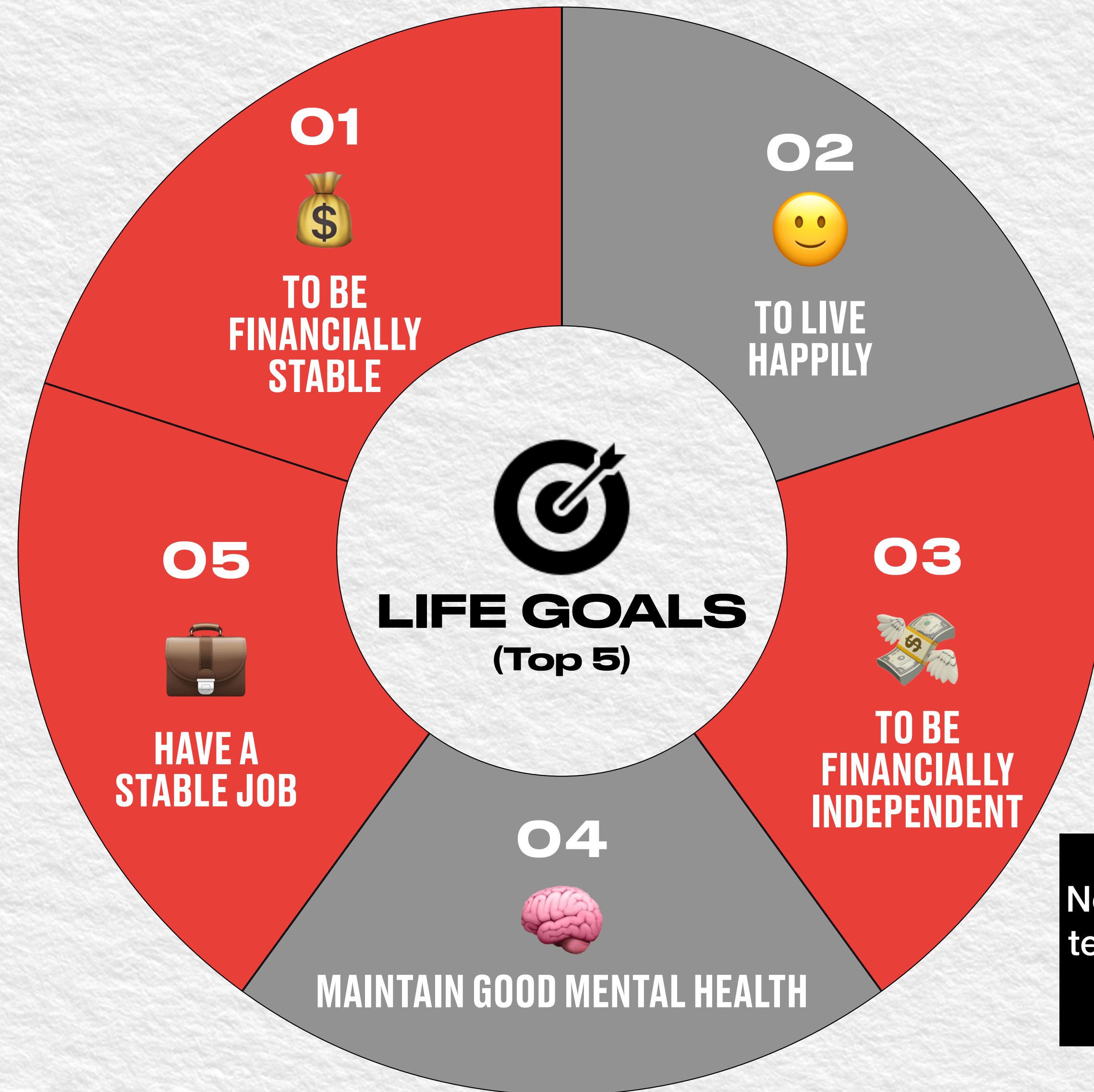
3

**WORKING TO
ENJOY LIFE**

FINANCIAL PRESSURES **CHANGING WORKING PLANS**



FINANCIAL CONSIDERATIONS MAKE UP 3 OF THEIR TOP 5 LONG TERM LIFE GOALS



No materialistic long term life goals came in the top 5

MONETARY MOTIVATIONS ARE PRIMARY DRIVERS TO FINDING A FIRST JOB, GIVING THEM PAID EXPERIENCE TO ENHANCE CAREER

TOP 3 FIRST JOB MOTIVATIONS

63% HAVING NO JOB



51% GAIN EXPERIENCE



AND GIVE THEM THE FINANCIAL INDEPENDENCE THEY CRAVE

TOP 3 FIRST JOB MOTIVATIONS

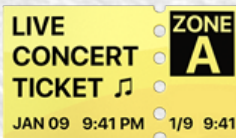
63% HAVING NO JOB



51% GAIN EXPERIENCE



48% PAY FOR LEISURE'S



MANY FEEL LIKE INDEPENDENCE IS HARDER FOR THEIR GENERATION ALONGSIDE STARTING THEIR **PREFERRED** CAREERS



74%
AGREE

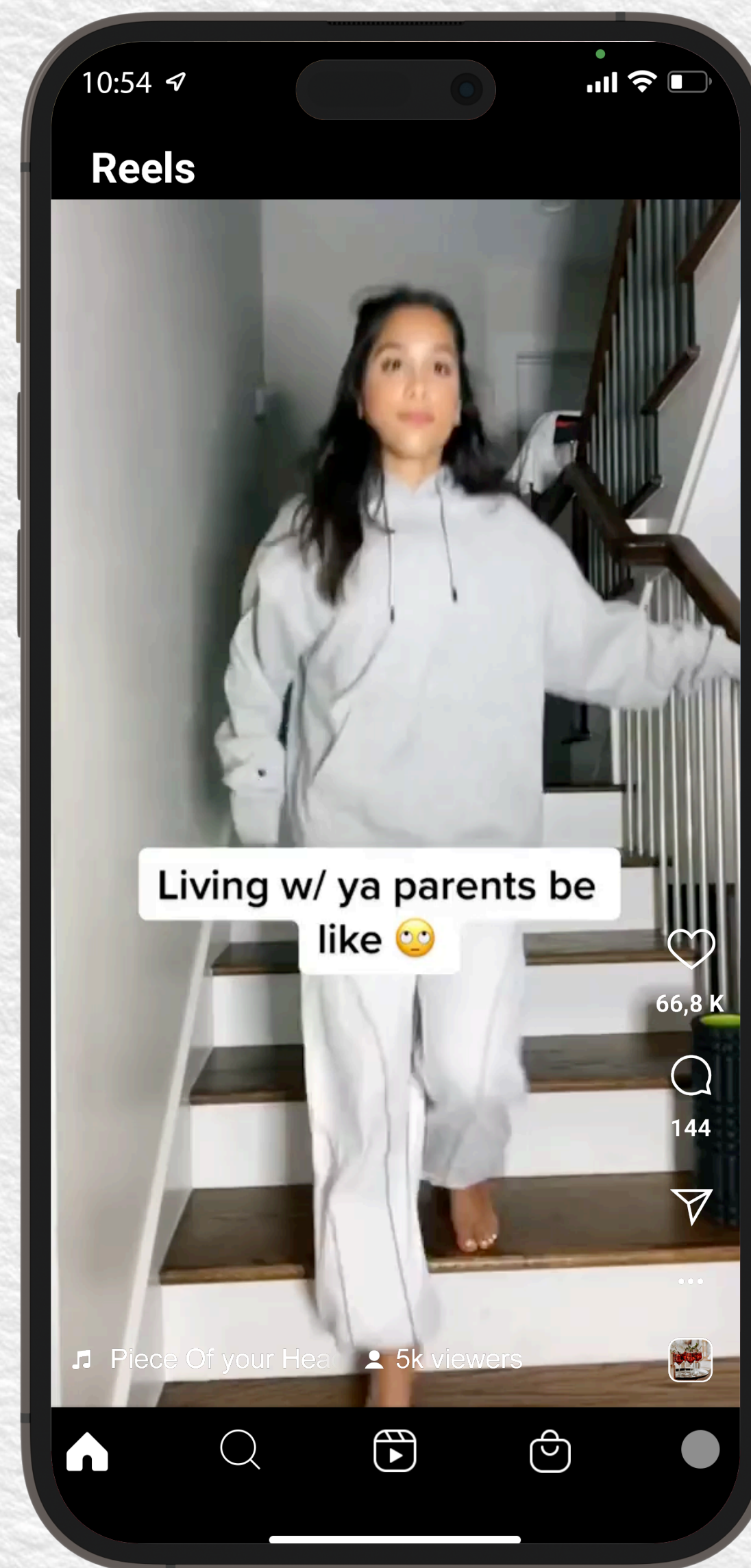
**PEOPLE MY AGE ARE
LIVING AT HOME FOR
LONGER**



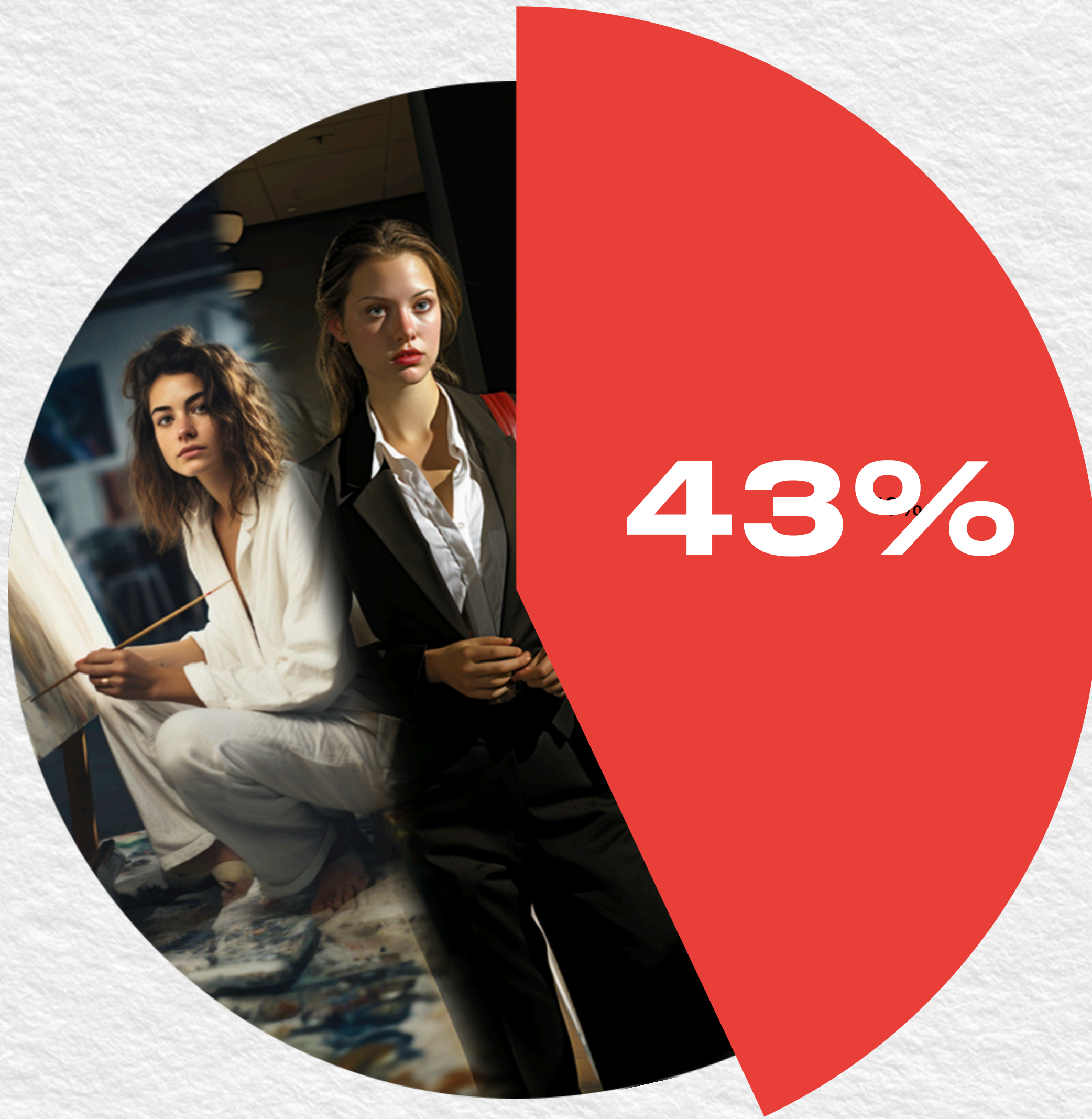
73%
AGREE

**IT IS CHALLENGING FOR
PEOPLE MY AGE TO GET
THE JOB THEY WANT**

LIVING AT HOME FOR LONGER IS REACTED TO BY CONTENT ONLINE



***WHICH MAKES THEM
THINK ABOUT THEIR PLANS***



**HAVE CHANGED
THEIR CAREER
PLAN IN LAST 6
MONTHS**

FINANCIAL AND HEALTH REASONS ARE WHY PLANS HAVE CHANGED

51%

COST OF LIVING INCREASE



40%

MY MENTAL HEALTH



37%

THE UK ECONOMY





**IS WHAT YOUNG
PEOPLE ARE
NEEDING TO
CHOOSE TO
ENSURE THEY GET
THE INCOME THEY
NEED**

THINKING ABOUT
NOW, NOT LONG TERM





OF GEN Z CURRENTLY CAN'T SEE
PAST THE **NEXT**
6 MONTHS

THIS YEAR HAS HAD MUNDANE MILESTONES FOR MANY

MOST EXCITED

ENGAGED WITH HOBBIES & INTERESTS



58%

HOLIDAYS ABROAD



55%

NEW TV SHOWS / FILMS COMING OUT



45%

LEAST EXCITED

MOVING HOUSE



19%

GETTING MARRIED



19%

EDUCATION OPPORTUNITIES



16%

ONLY ONE THIRD OF YOUNG PEOPLE SAY THEY HAVE A DREAM JOB...



...AND FEW ARE CURRENTLY DOING IT



OF THOSE WHO
HAVE A DREAM
JOB...

21%

*ARE CURRENTLY DOING
THEIR DREAM JOB*

78%

*ARE NOT CURRENTLY
DOING THEIR DREAM JOB*

HAPPINESS IS TOP OF MIND WHEN THINKING ABOUT WHAT MAKES A DREAM JOB

TOP 3 DREAM JOB REQUIREMENTS



MAKES ME HAPPY

SOMETHING I ENJOY

EXCITES ME

BUT WHAT IF THEY
CONSIDER THEIR CHOICES MORE

WE WANTED TO UNDERSTAND WHAT OUR AUDIENCE VIEW AS THEIR TOP PRIORITY IS WHEN CHOOSING A JOB

In the research, we used a Max Diff question to understand which factors are most and least influential when choosing a new job. The exercise forces respondents to choose across multiple screens.

QUESTION: YOU WILL NOW SEE A RANDOM SELECTION OF JOB ATTRIBUTES OVER A SERIES OF SCREENS. ON EACH SCREEN WE WANT TO KNOW WHICH IS YOUR TOP PRIORITY AND LOWEST PRIORITY WHEN YOU CHOOSE A JOB?

LOWEST PRIORITY

Something I enjoy	✓
Makes me happy	
Makes me financially secure	
Pays the bills	
Provides good work-life balance	
Allows me to work remotely	
Doesn't feel like a job	
Never dreading work	
Excites me	
Challenges me	
Flexibility	
Something I've always dreamed of	
Run my own business	
Work part time	
✓ A hobby that turned into a job	
Something I am good at	
Career stability	
Career progression	
Good workplace culture	
Good workplace perks	

TOP PRIORITY

THEY HAVE RE-PRIORITISED, AS SOME OF THIS HAPPINESS COMES FROM FINANCIAL STABILITY

MAKES ME FINANCIALLY SECURE

MAKES ME HAPPY

PAYS THE BILLS

SOMETHING I ENJOY

PROVIDES GOOD WORK-LIFE BALANCE



**HIGHEST
PRIORITY**

...ULTIMATELY THEY DO FAVOUR HAPPINESS NOW AND A GOOD WORK BALANCE AS PART OF THE MAIN PRIORITY MIX

MAKES ME FINANCIALLY SECURE

MAKES ME HAPPY

PAYS THE BILLS

SOMETHING I ENJOY

PROVIDES GOOD WORK-LIFE BALANCE

A HOBBY THAT TURNED INTO A JOB

CHALLENGES ME

ALLOWS ME TO WORK REMOTELY

RUN MY OWN BUSINESS

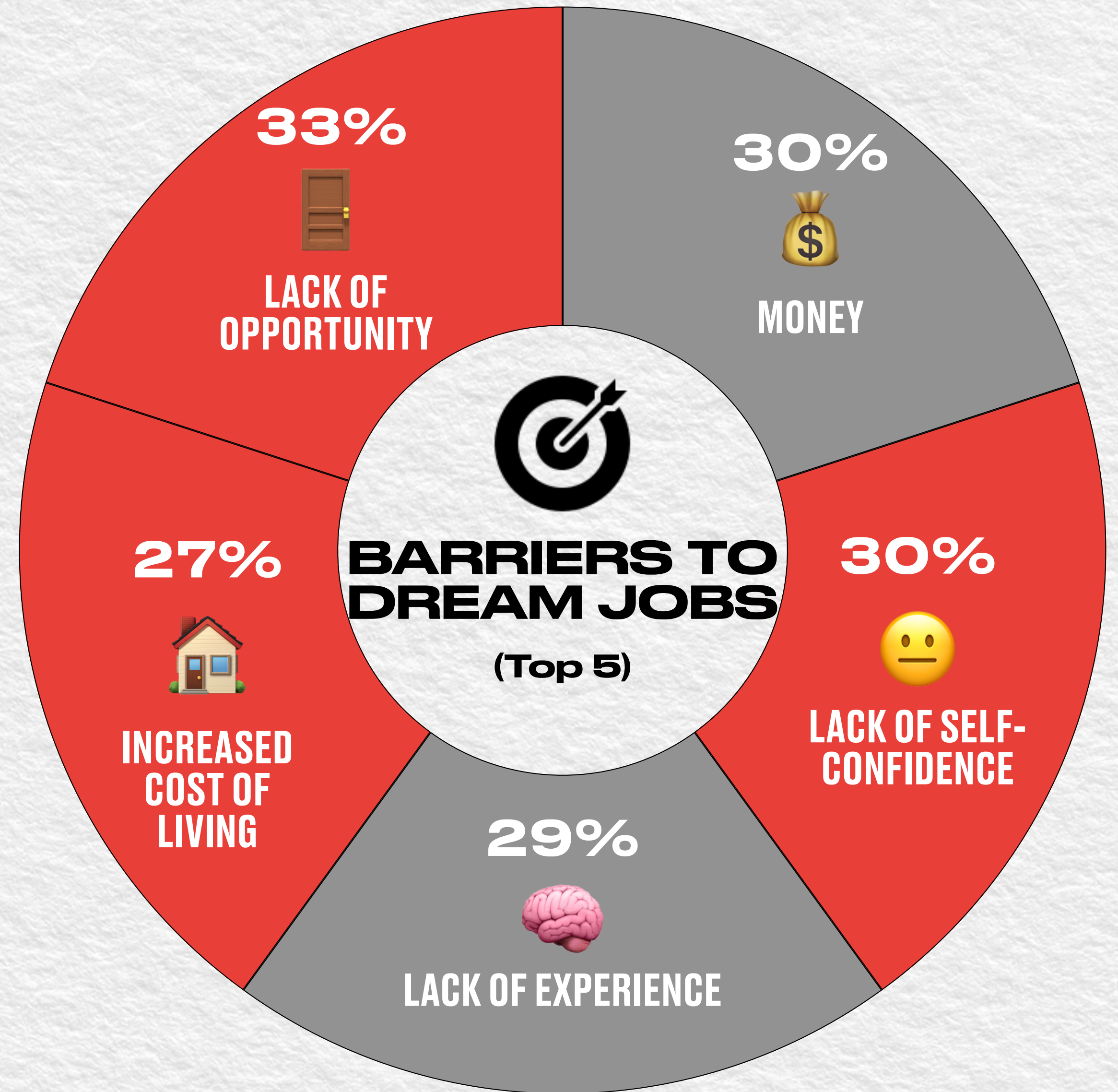
WORK PART TIME



**HIGHEST
PRIORITY**

**LOWEST
PRIORITY**

OPPORTUNITIES AND FINANCES ARE THE BIGGEST BARRIERS TO GETTING A DREAM JOB, AS THEY WANT MONEY NOW





SPENDING
**ON THINGS THAT MAKE
BRING THEM JOY NOW
IMPORTANT TO THEM**

THEY ARE MAINLY WORKING
TO LIVE NOT LIVING TO WORK



DREAM JOB HAPPINESS CAN COME FROM THINGS OUTSIDE OF WORK

“SOMETHING THAT **I ENJOY DOING** AND IS NOT NECESSARILY SOMETHING THAT MEANS I AM STUCK BEHIND A DESK...”

“WHERE I CAN **TRAVEL, EXPLORE** DIFFERENT PARTS OF WORLD. SOMEWHERE **LESS CORPORATE**, MORE FLEXIBLE AND FUN”

“A JOB YOU **ENJOY** THAT DOESN'T FEEL LIKE A **CHORE...**”

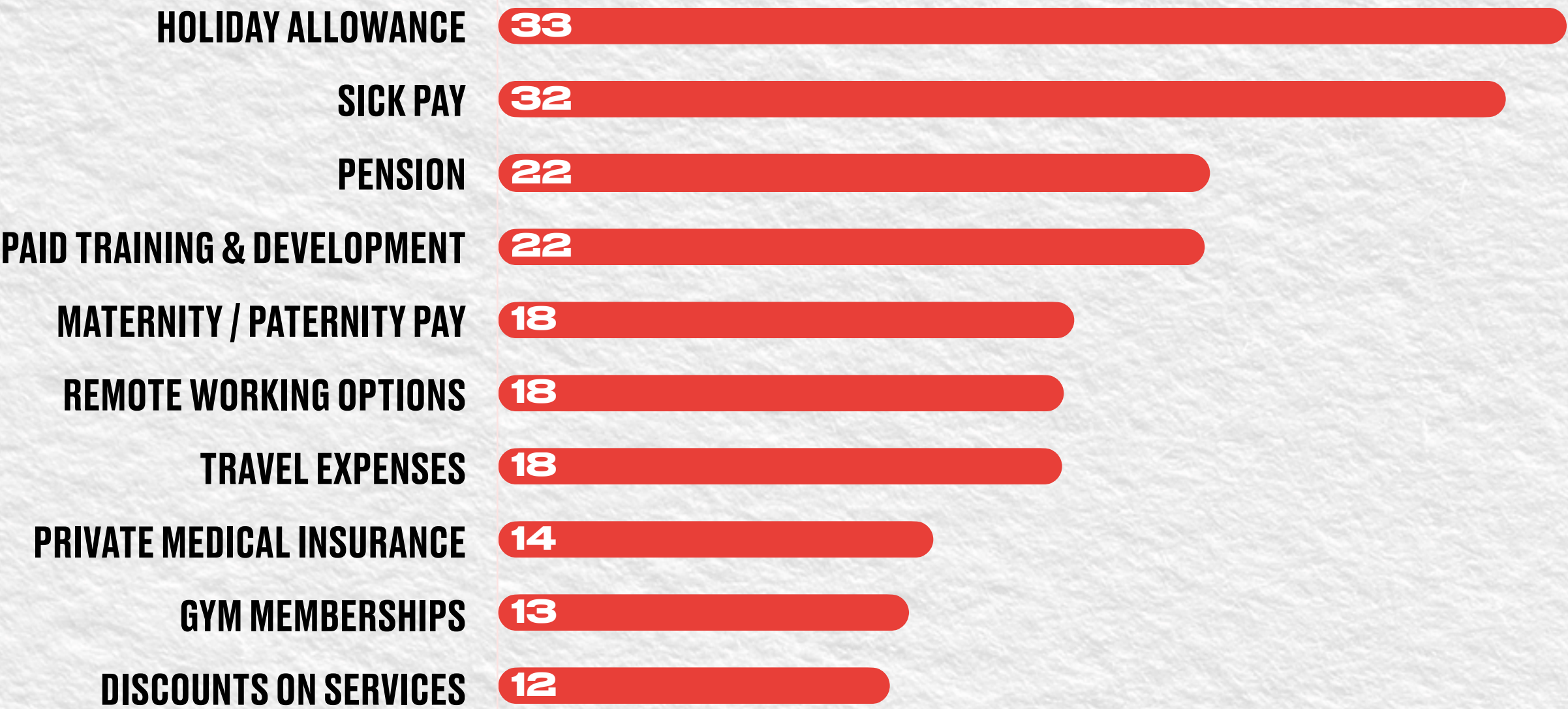
“ONE THAT I GET PAID WELL AND I FIND **STIMULATING** AND **FLEXIBLE**”

“SOMETHING I ENJOY WITH A **STABLE INCOME** AND GOOD **WORK, LIFE** BALANCE...”



THEY PRIORITISE HOW THEY ARE LOOKED AFTER OUTSIDE OF THE WORKPLACE IN JOB CHOICES

IMPORTANT JOB BENEFITS (%)



MANY WANT TO MAKE A DIFFERENCE



“SOMETHING WHERE I CAN **MAKE A DIFFERENCE** IN THE WORLD”

“**CANCER RESEARCHER**”

““I WANT TO FEEL LIKE I AM **MAKING A SMALL IMPACT**, JUST EVEN SOMETHING TINY”

“SOMETHING WHERE I CAN **HELP PEOPLE** THAT ARE VULNERABLE ”

“TO WORK FOR A COMPANY THAT IMPROVES **PEOPLES QUALITY OF LIFE**”

“A JOB WHERE WHAT I DO ACTUALLY MATTERS, ABOUT CREATING POSITIVE **VALUE FOR SOCIETY...**”

“MAKES ME FEEL LIKE I’M **DOING SOMETHING TO BETTER THE WORLD**, AND MAKES ME FEEL FULFILLED AND **HAPPY...**”

AND DO WANT TO FEEL EXCITED AND MOTIVATED IN THEIR ROLE

WANTED JOB FEELINGS (%)



SOME DO HAVE SPECIFIC JOB IDEAS

“WORKING AS ONE OF THE **DESIGNERS**
AT **LEGO** IN DENMARK”

“A UX DESIGNER ON **THE SIMS**”

“BEING A **DOG HANDLER** IN THE
POLICE”

“AIR **AMBULANCE PARAMEDIC**”

“ARSENAL FC **PHOTOGRAPHER**”

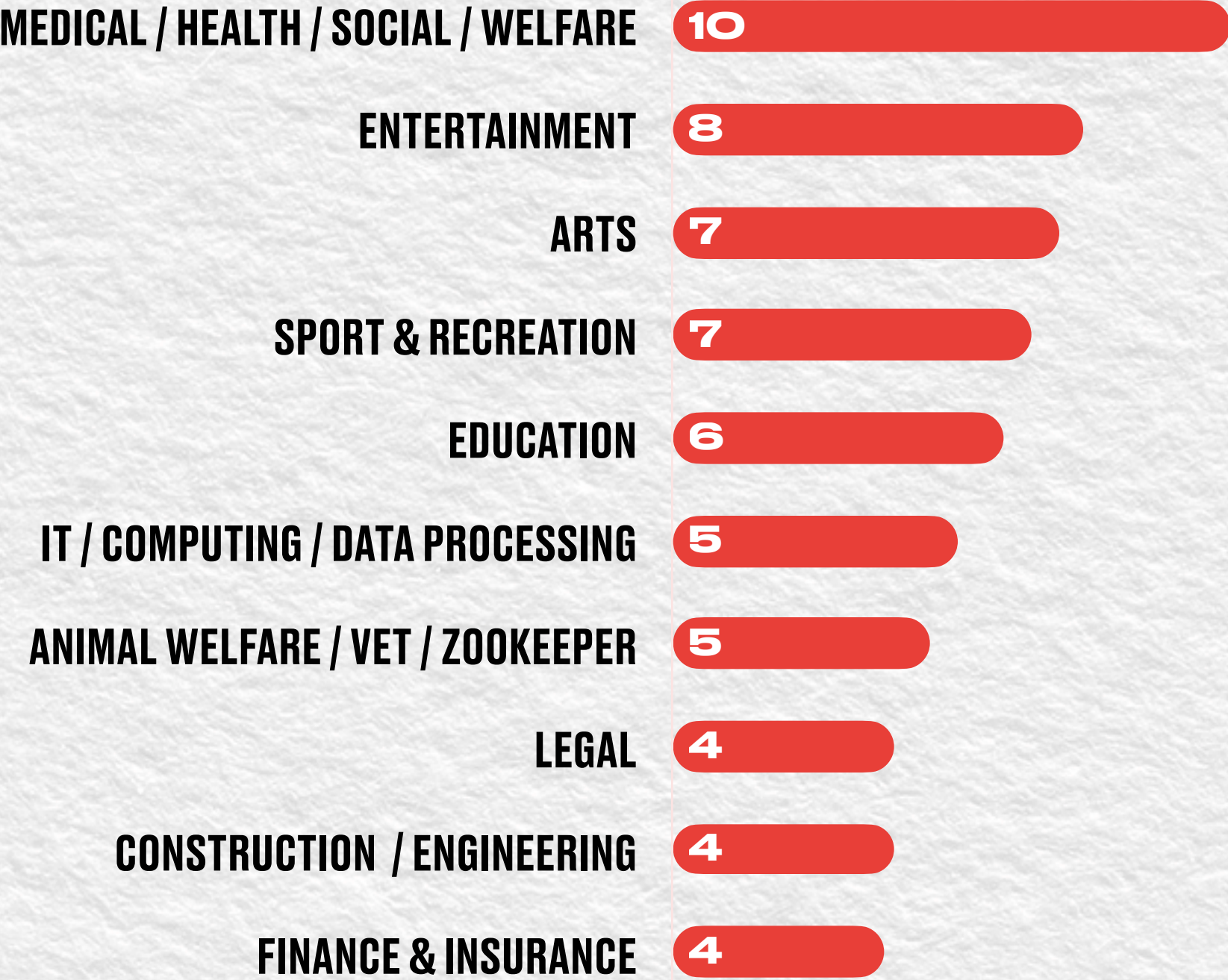


WITH AN OVERALL MIX OF ASPIRATIONS

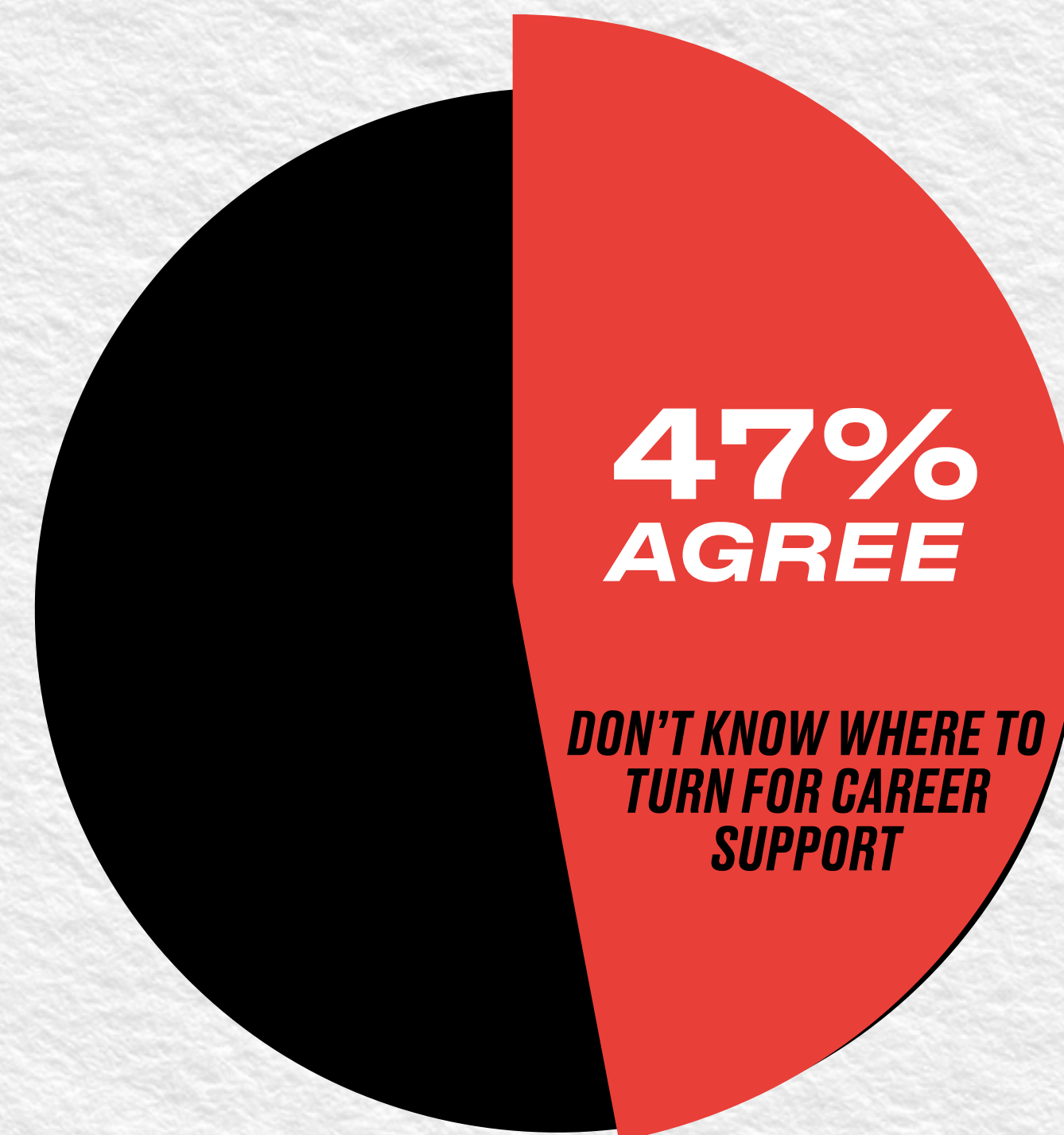
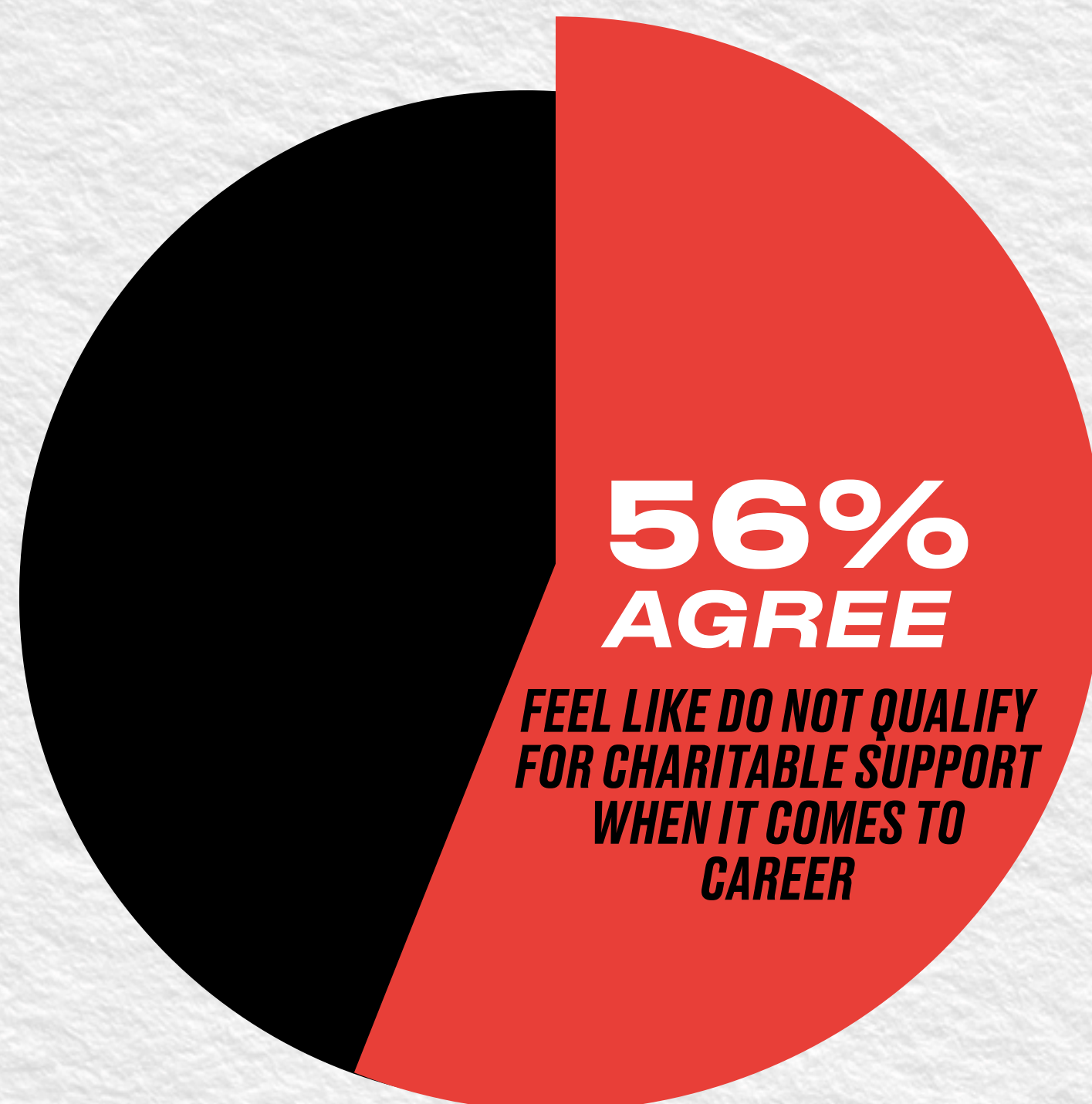
TOP 10 DREAM JOBS (%)



TOP 10 DREAM JOB SECTORS (%)

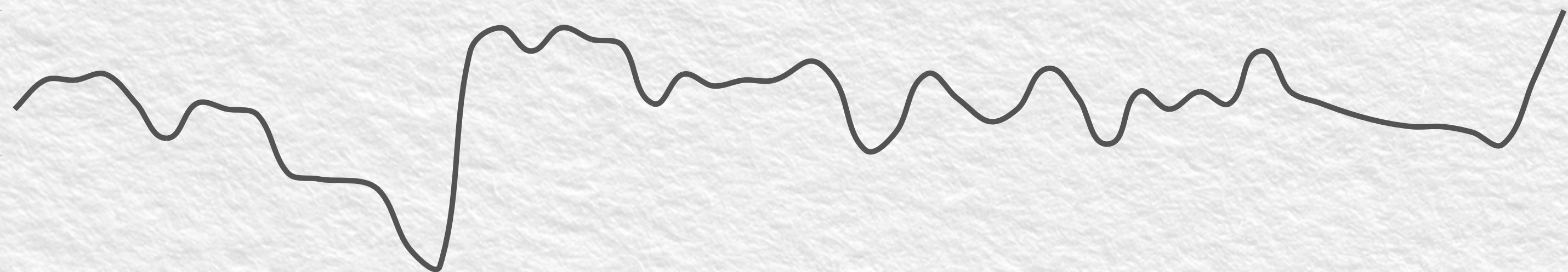


BUT WHEN IT COMES TO CAREER SUPPORT ONLY HALF SAY THEY KNOW WHERE TO TURN; THERE IS A NEED TO SHOW THEM



OVERALL JOB SEARCH REMAINS CONSISTENT ONLINE WITH LIMITED SEARCH BREADTH

JOB SEARCH (VOLUME PAST 12 MONTHS)



JOB SEARCH (TYPE)

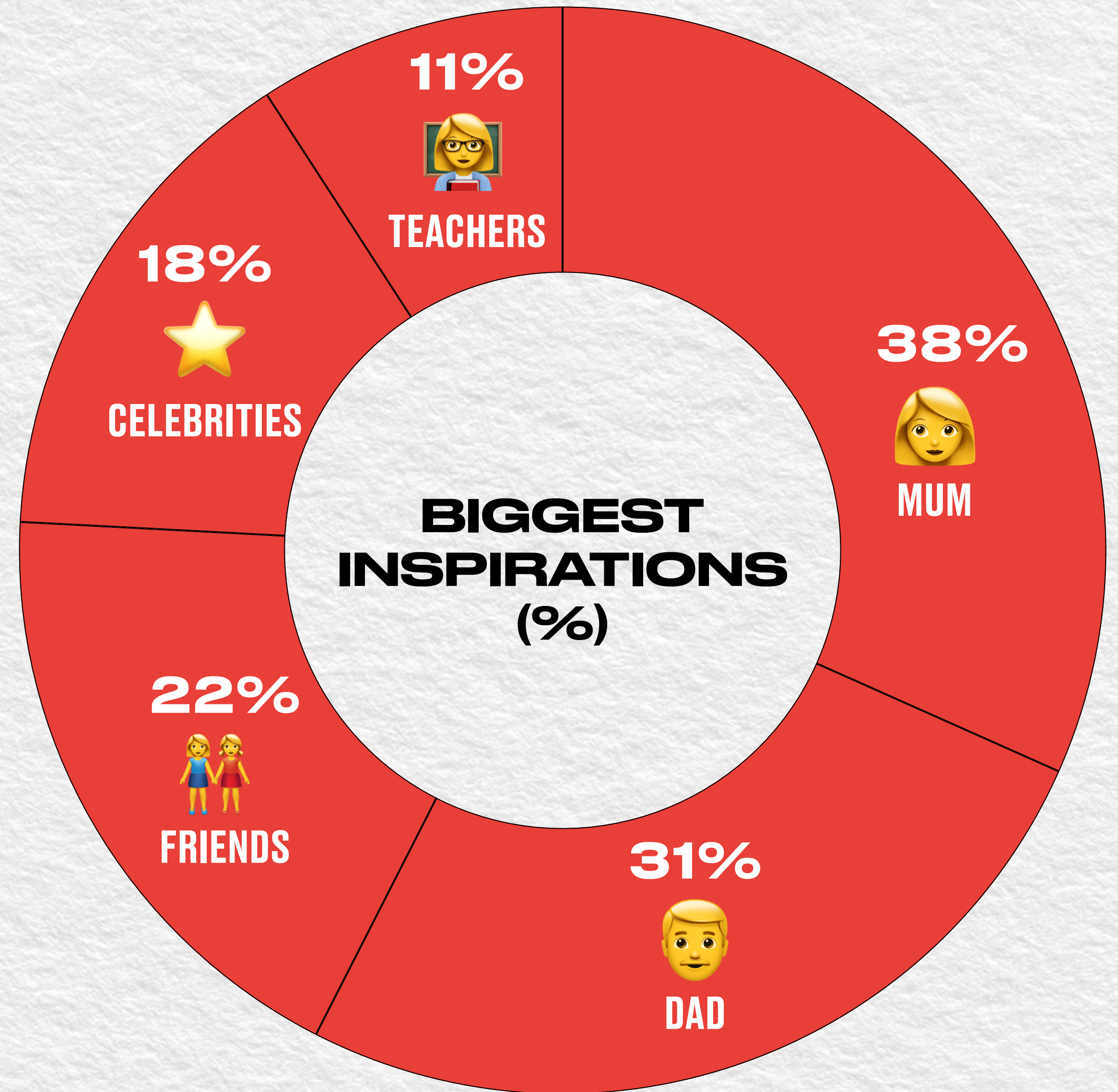
SPECIFIC SITES
(E.G. INDEED, TRAC, NHS)

SPECIFIC JOBS
(E.G. EVRI, REMOTE, PART-TIME)

SEPT 22 - SEPT 23



**YOUNG PEOPLE ARE
MAINLY INSPIRED
BY THOSE CLOSEST
TO THEM, OR
RELATABLE PEOPLE**



INSPIRATION 🌟😊

**OF A LIFESTYLE THAT A
JOB GIVES YOU,
INSPIRES YOUNG
PEOPLE IN A ROLE**

SUMMARY



DREAM JOB REDEFINITION CENTRES AROUND THREE KEY THEMES

1

***STABILITY AND MONEY
PRESSURES HAVE CHANGED
PLANS***

***IT'S A TOUGH ECONOMIC PERIOD AND
YOUNG PEOPLE WANT TO GAIN
FINANCIAL INDEPENDENCE AND GET ON
WITH THEIR LIVES***

2

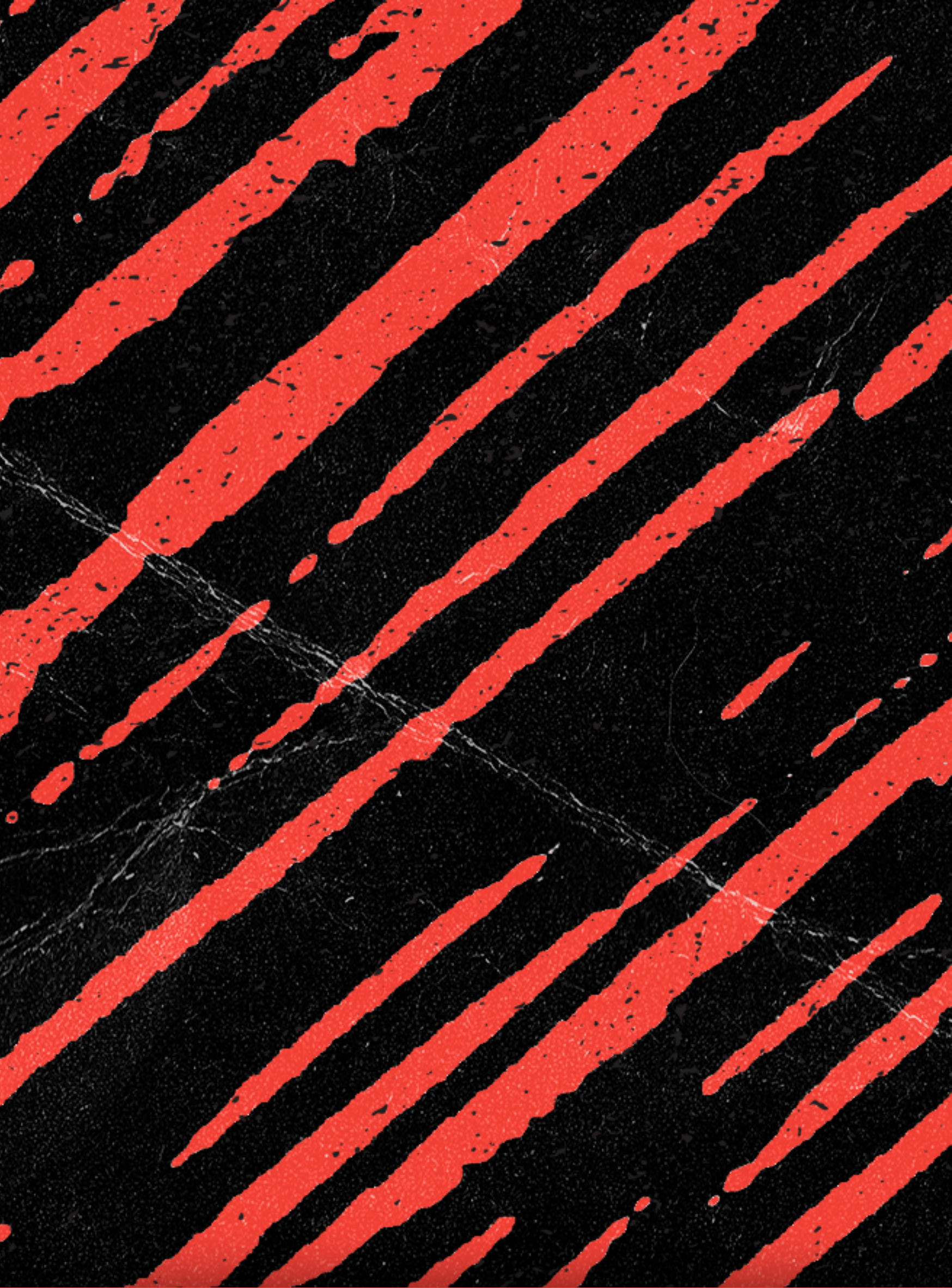
***YOUNG PEOPLE ARE
GETTING ON WITH THE
NOW, NOT JUST THINKING
ABOUT LONG TERM***

***IT'S HAPPINESS THEY ASPIRE TO,
WHICH THEY GET FROM JOBS THAT
ALLOW THEM A WORK BALANCE AND
MONEY NOW, NOT IN THE FUTURE***

3

***YOUNG PEOPLE ARE
WORKING TO LIVE, NOT
LOVING TO WORK***

***IT'S NO LONGER JUST ASPIRING TO A
DREAM ROLE, BUT ASPIRING TO THE
LIFESTYLE IT GIVES YOU***





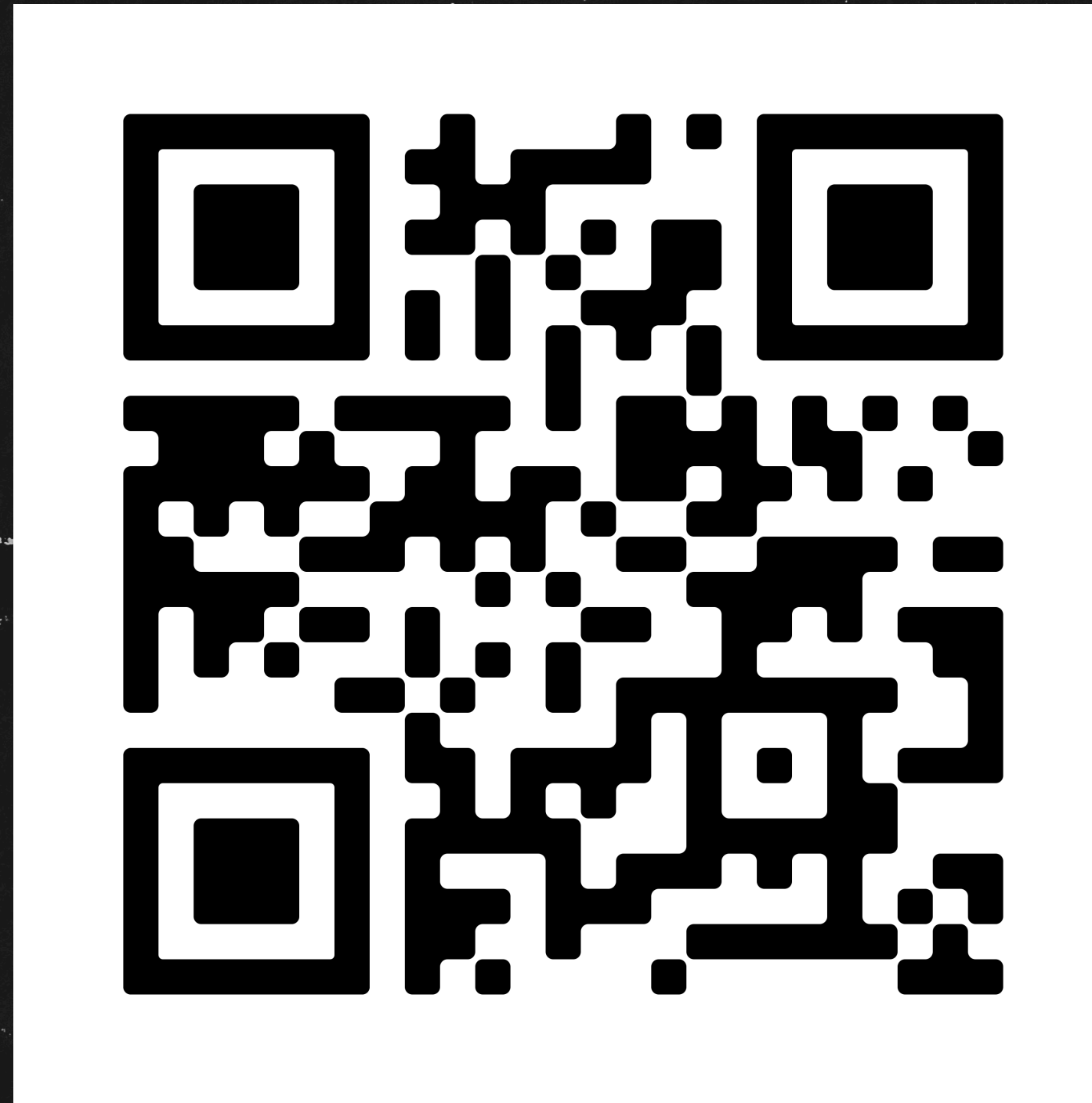


Q&A



Charlotte's story





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THANK YOU

