

# GEN Z REDEFINING DREAM JOBS

SEPTEMBER 2023



Prince's Trust





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# WHY WE WERE TASKED WITH THE RESEARCH?





# ***YOUNG PEOPLE ARE OUR CORE TARGET...***

## **AS A PUBLISHER WE:**

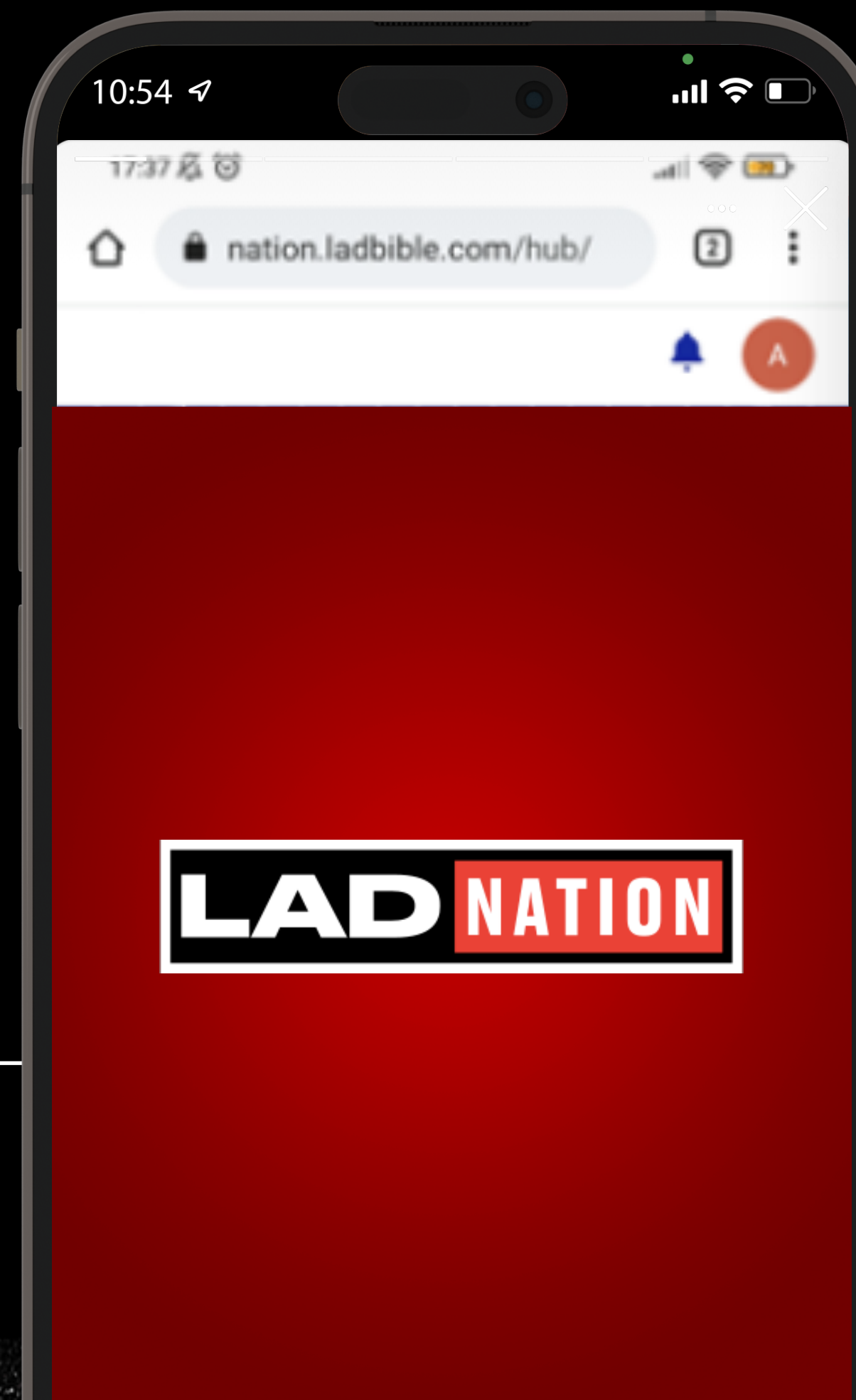
- **HAVE A MONTHLY GLOBAL AUDIENCE OF 1 BILLION PEOPLE**
- **HAVE OVER 400 MILLION FOLLOWERS**
- **HAVE 70 BILLION VIEWS**
- **REACH 2/3 OF ALL UK 18-34 YEAR OLDS**
- **HAVE A GENDER SPLIT OF 50 | 50**



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

## 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**



**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**

Social listening  
Trending content

### **OUR CONTENT**

Top performing content  
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Sentiment

### **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



**LAD**  
BIBLE  
*Group*



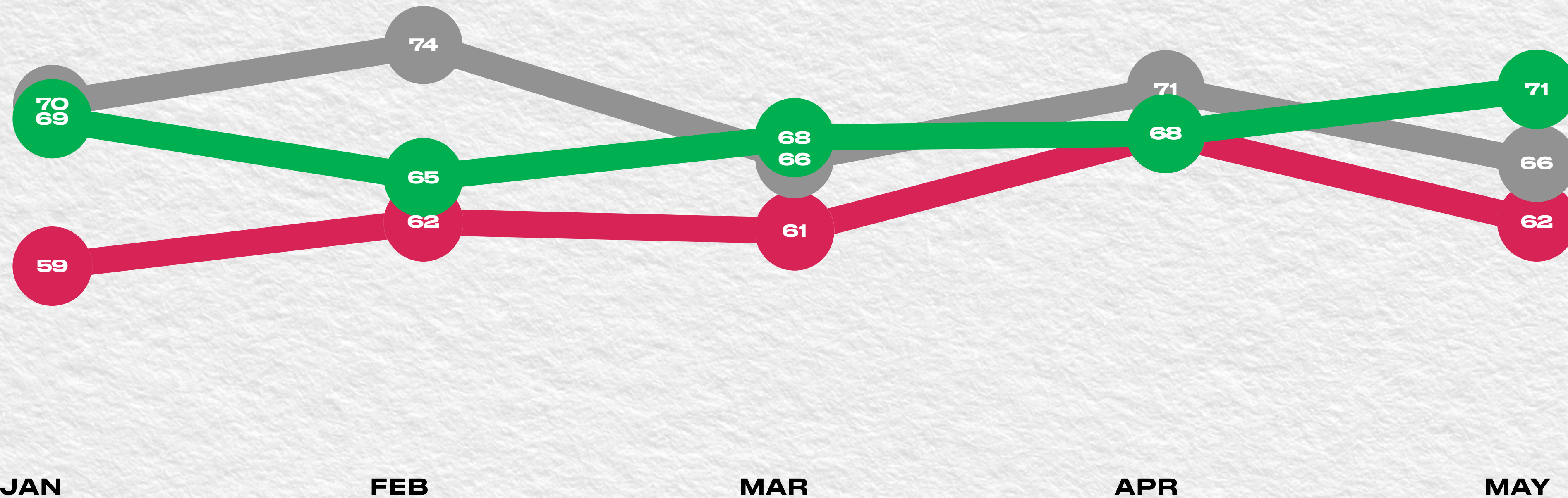
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# THIS GENERATION HAVE BEEN HIT HARD IN THE LAST COUPLE OF YEARS. FEELING STRESSED AND ANXIOUS IS CONSISTENT FOR YOUNG PEOPLE

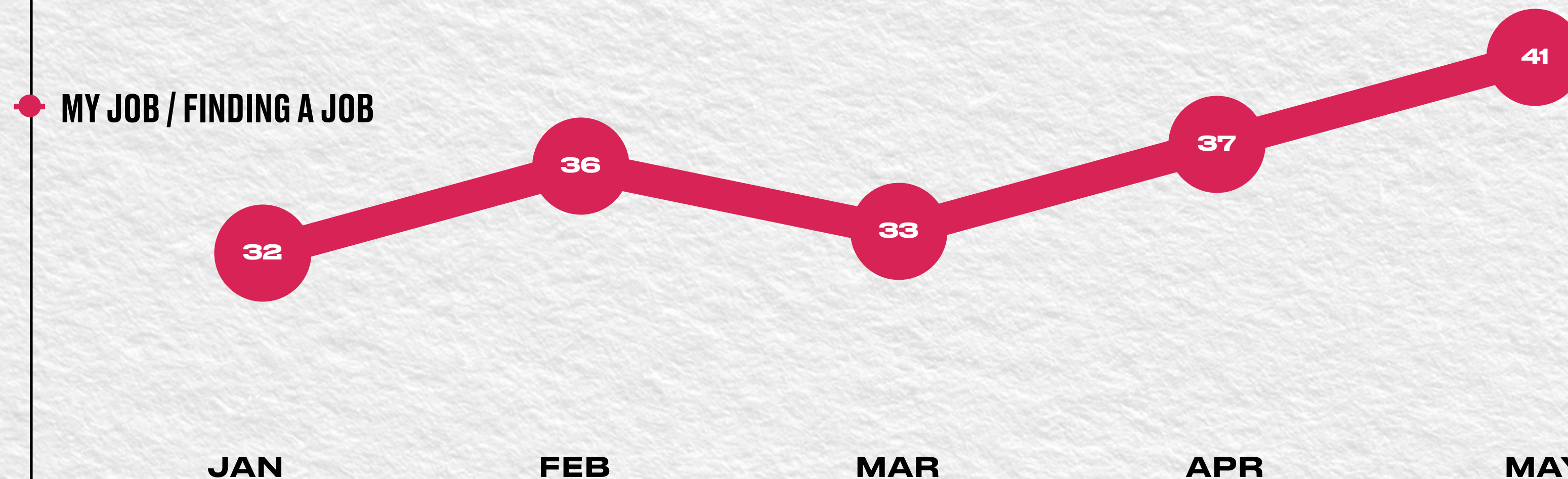
MOOD TRACKER, 2023 (%)





# 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





# 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**

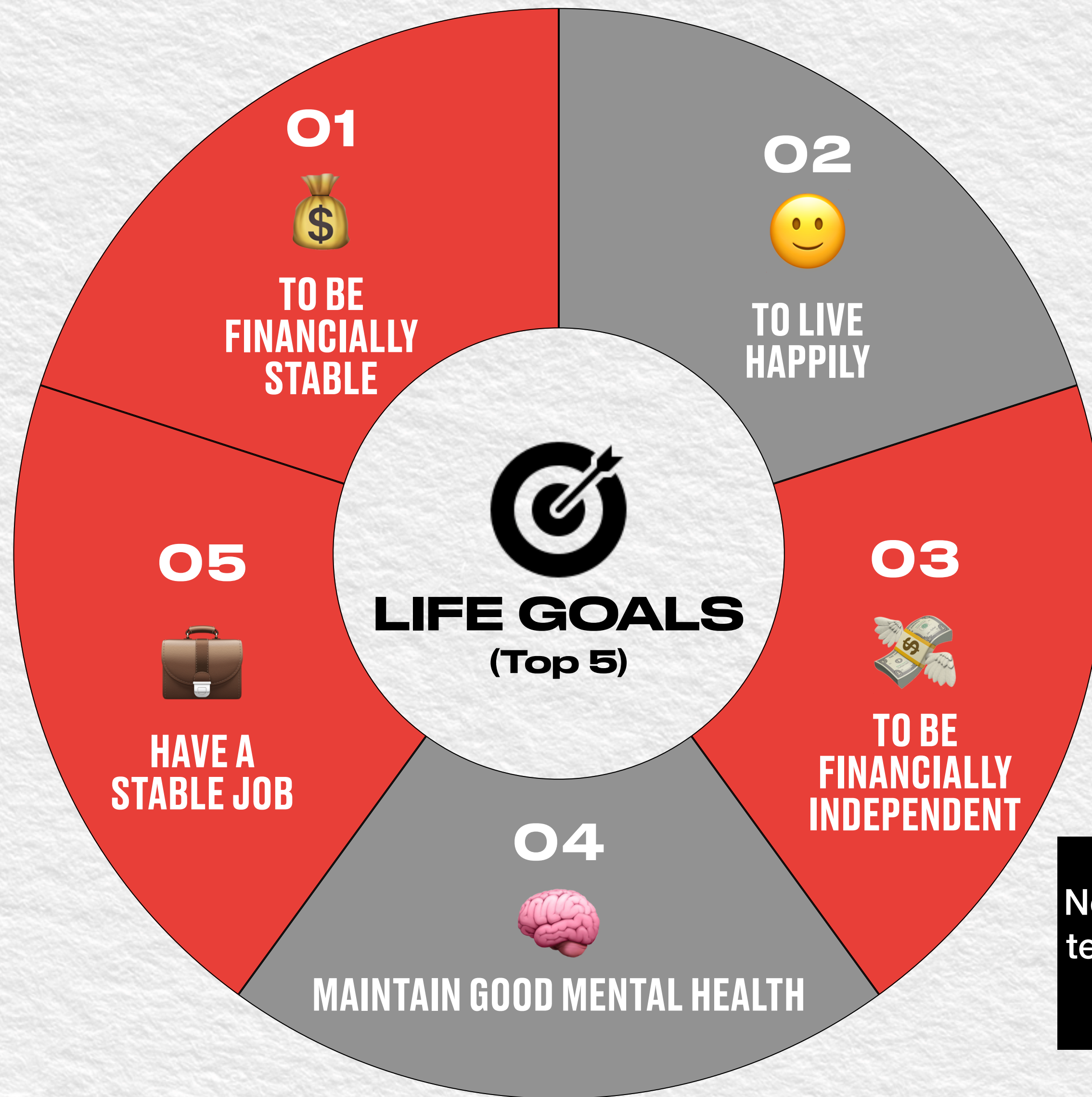


# ***FINANCIAL PRESSURES*** **CHANGING WORKING PLANS**





# 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

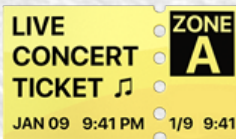
63% HAVING NO JOB



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**

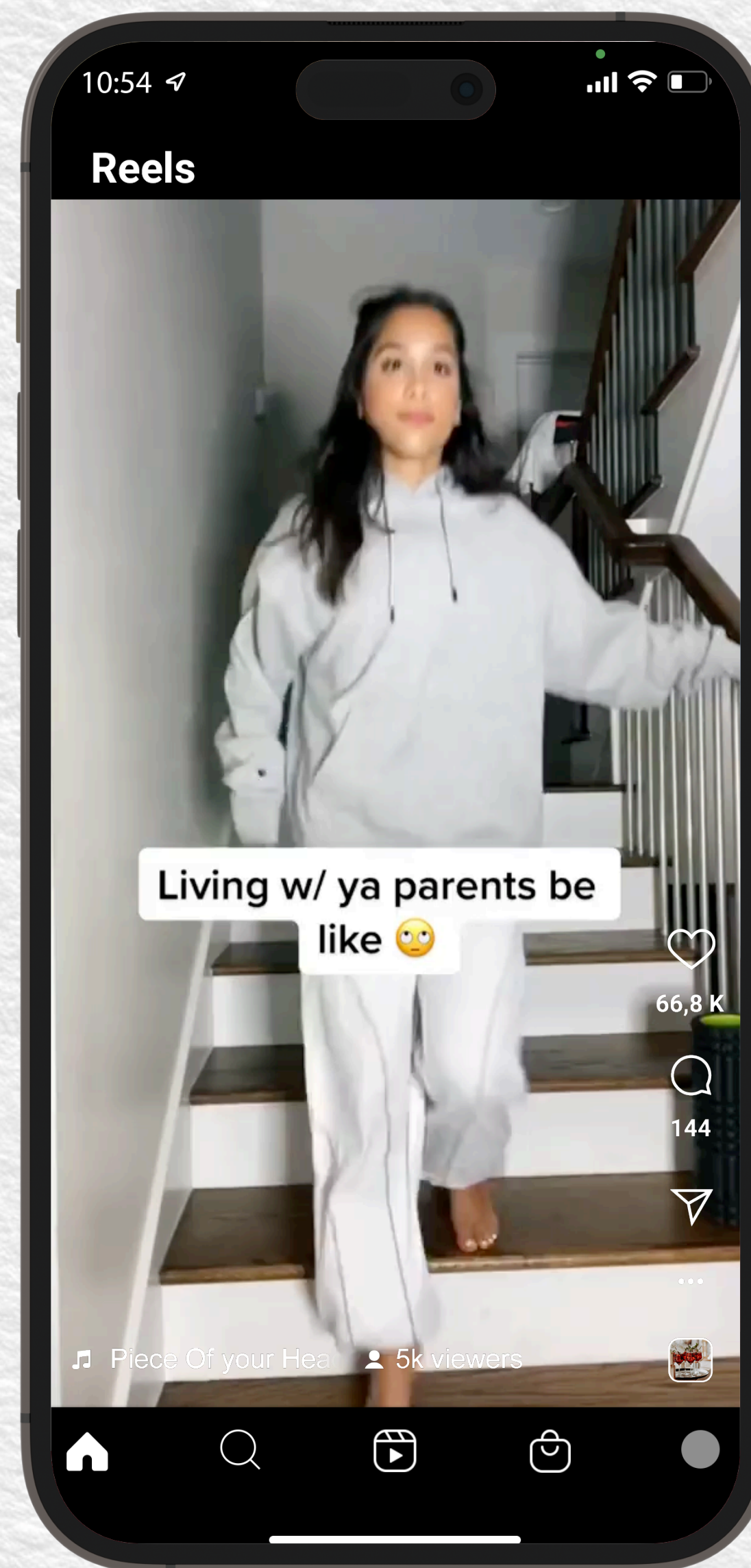


**73%**  
**AGREE**

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



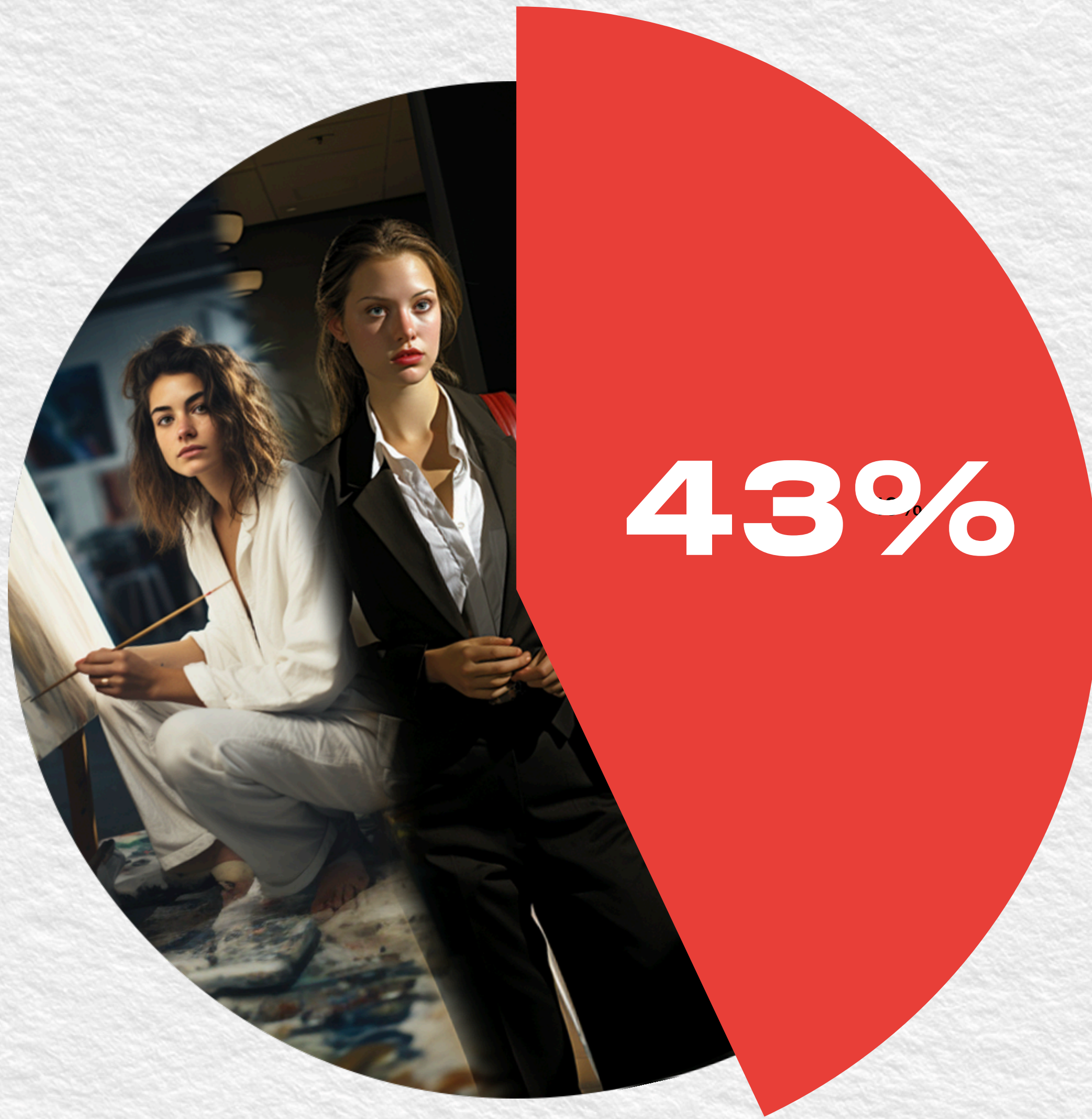
# LIVING AT HOME FOR LONGER IS REACTED TO BY CONTENT ONLINE





***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**

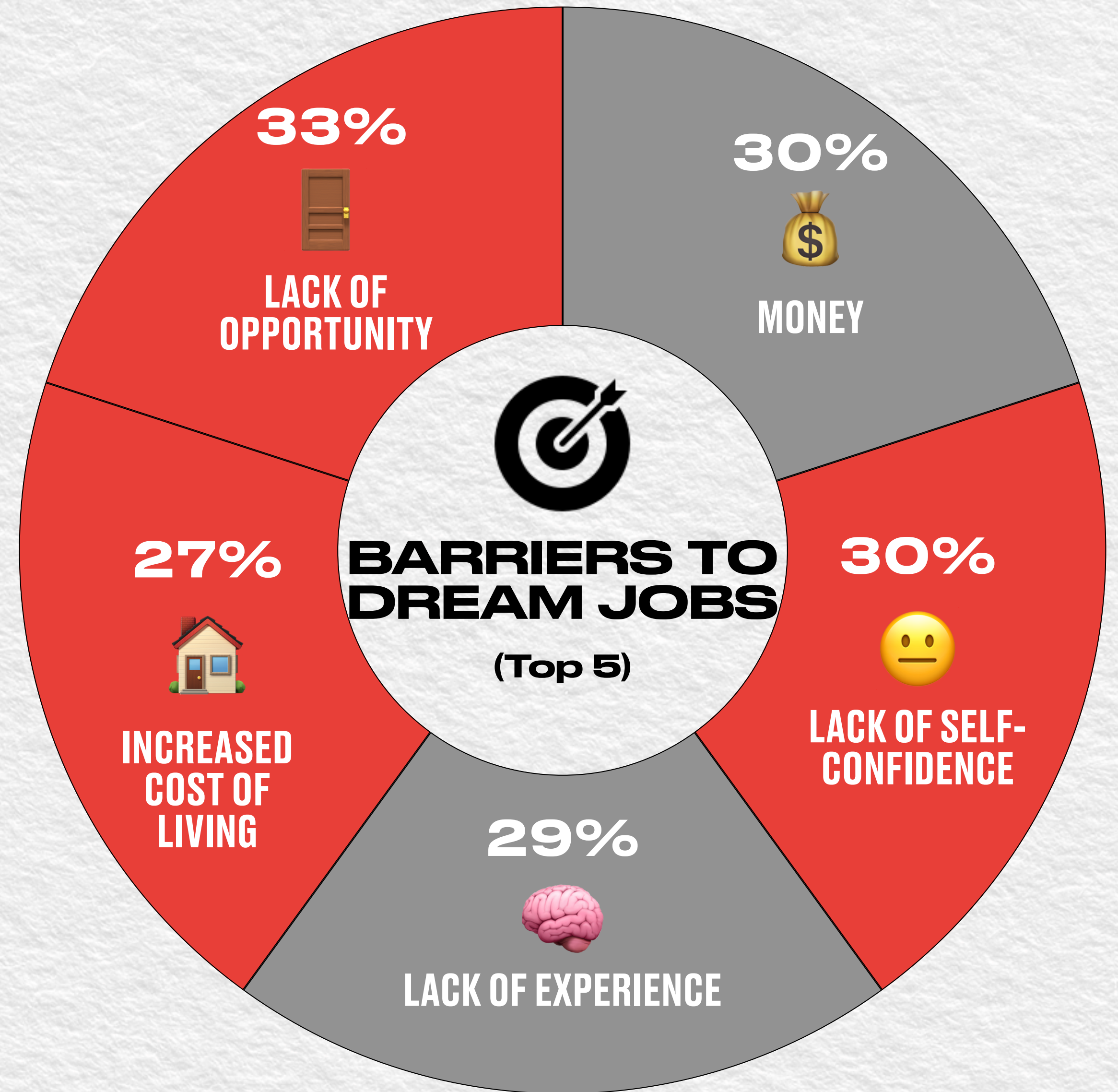


**HIGHEST  
PRIORITY**

**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**”

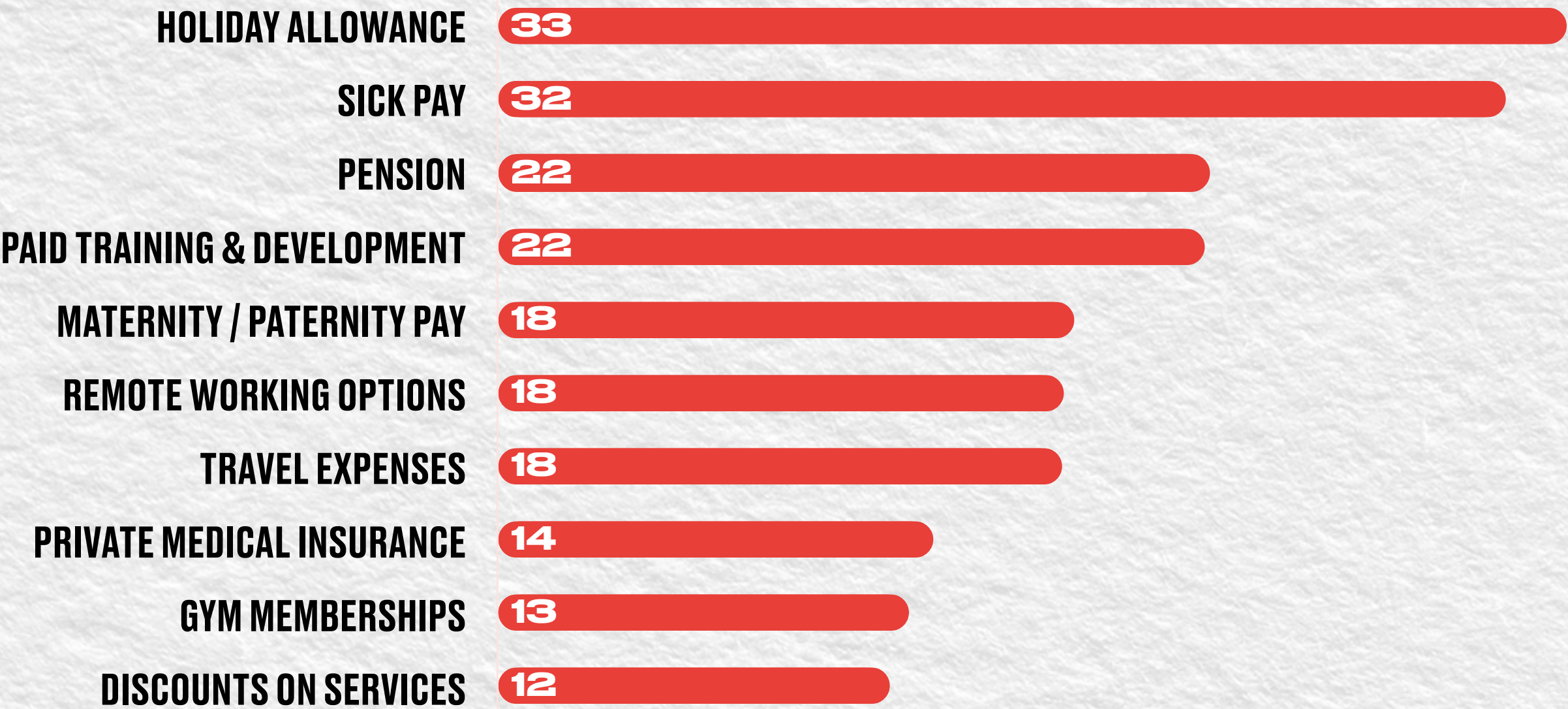
“SOMETHING I ENJOY WITH A **STABLE INCOME** AND GOOD **WORK, LIFE** BALANCE...”





# 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**”



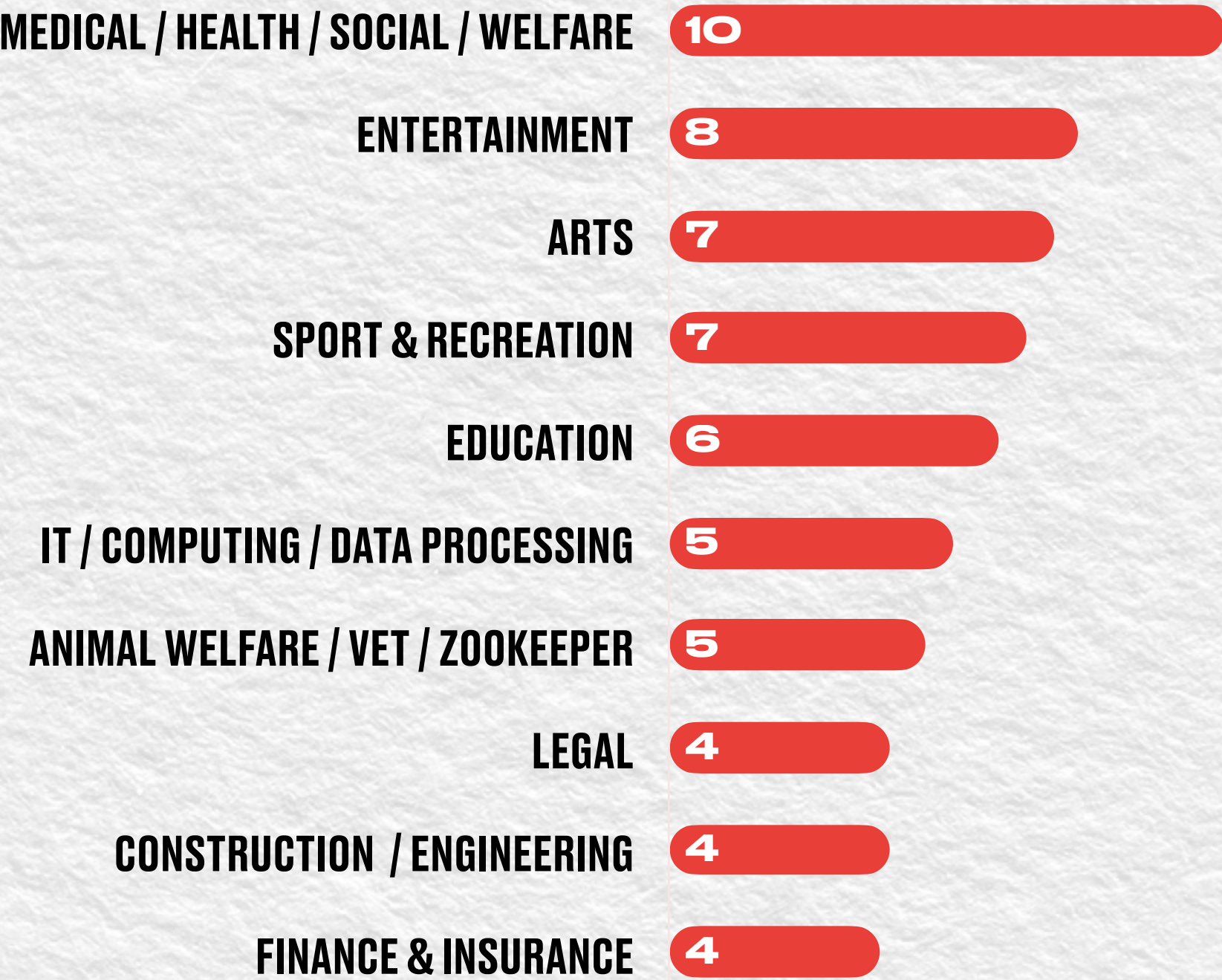


# WITH AN OVERALL MIX OF ASPIRATIONS

## TOP 10 DREAM JOBS (%)

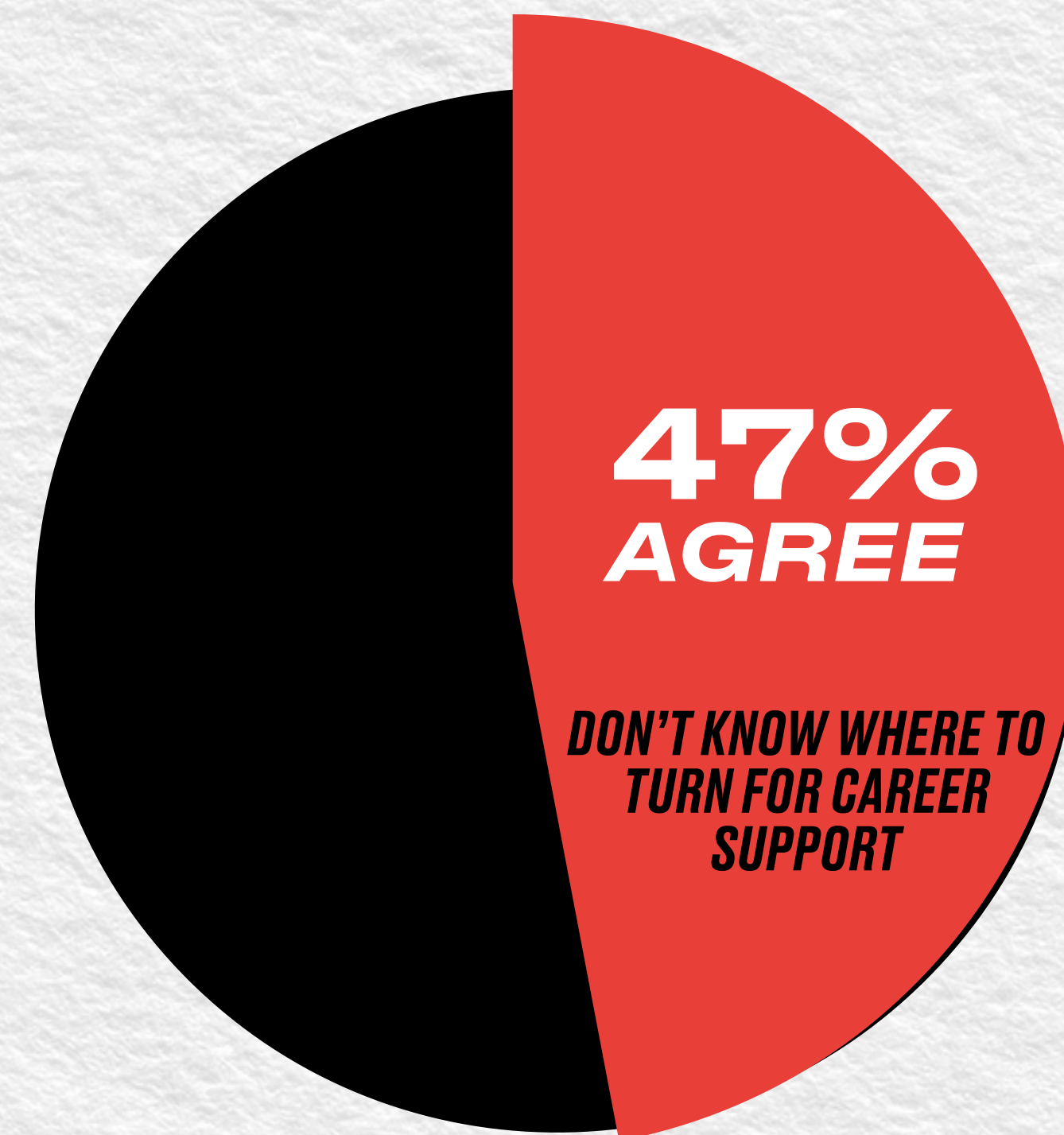
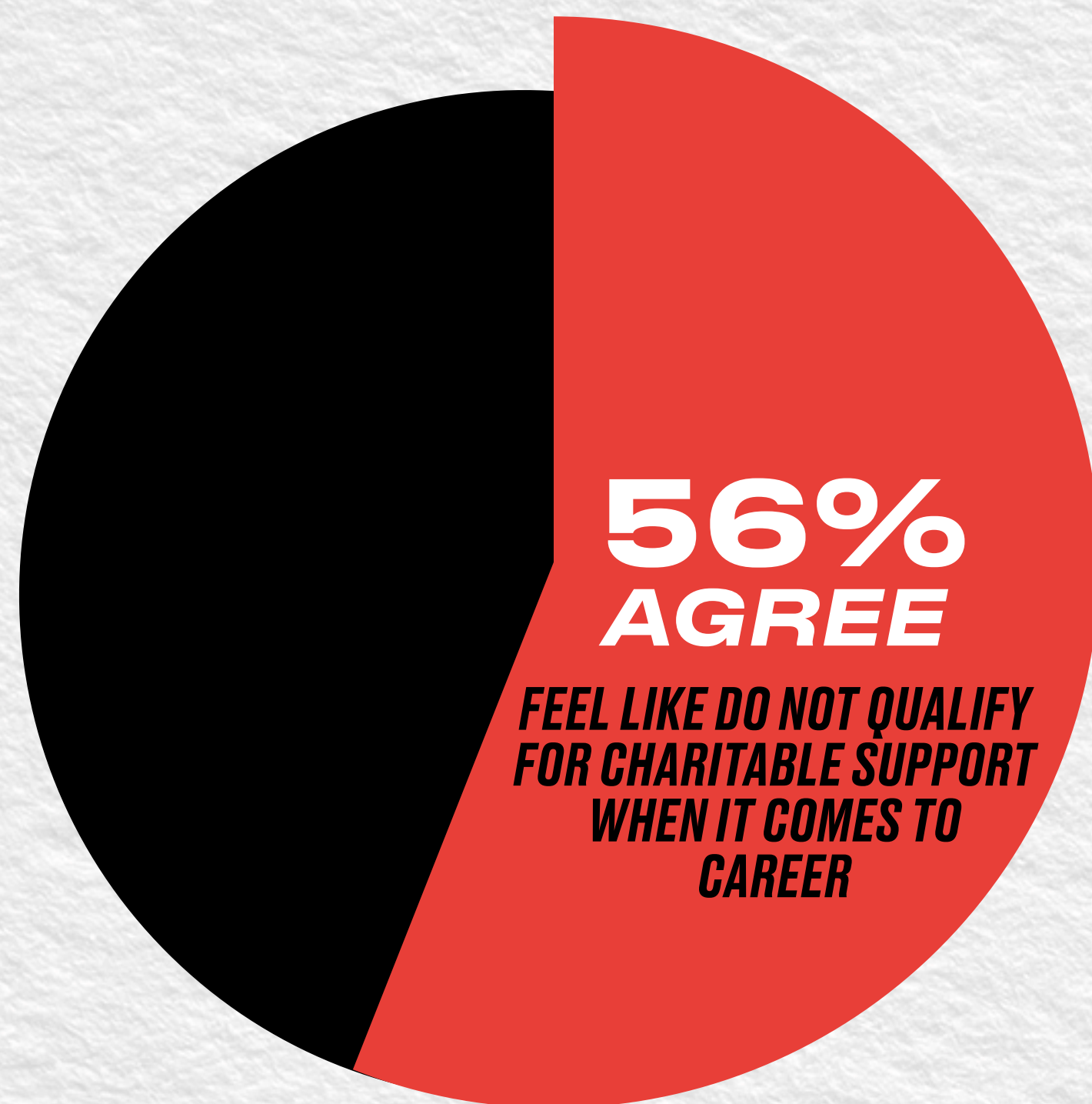


## TOP 10 DREAM JOB SECTORS (%)





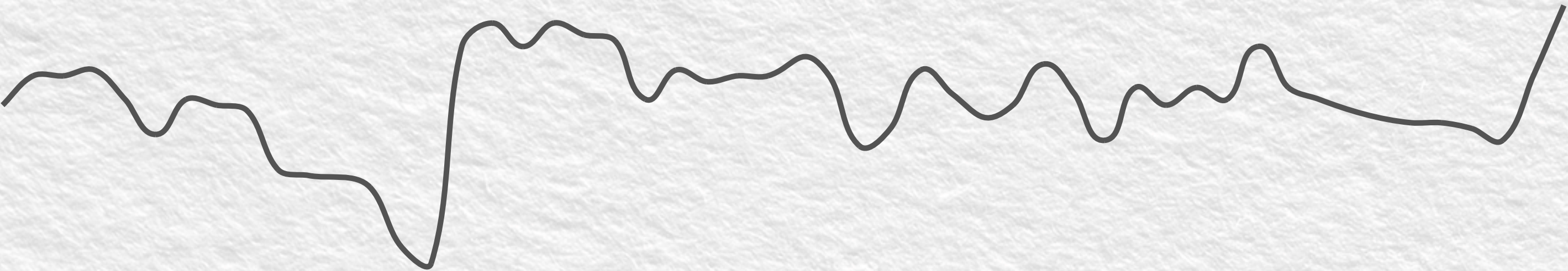
# BUT WHEN IT COMES TO CAREER SUPPORT ONLY HALF SAY THEY KNOW WHERE TO TURN; THERE IS A NEED TO SHOW THEM





# OVERALL JOB SEARCH REMAINS CONSISTENT ONLINE WITH LIMITED SEARCH BREADTH

JOB SEARCH (VOLUME PAST 12 MONTHS)



JOB SEARCH (TYPE)

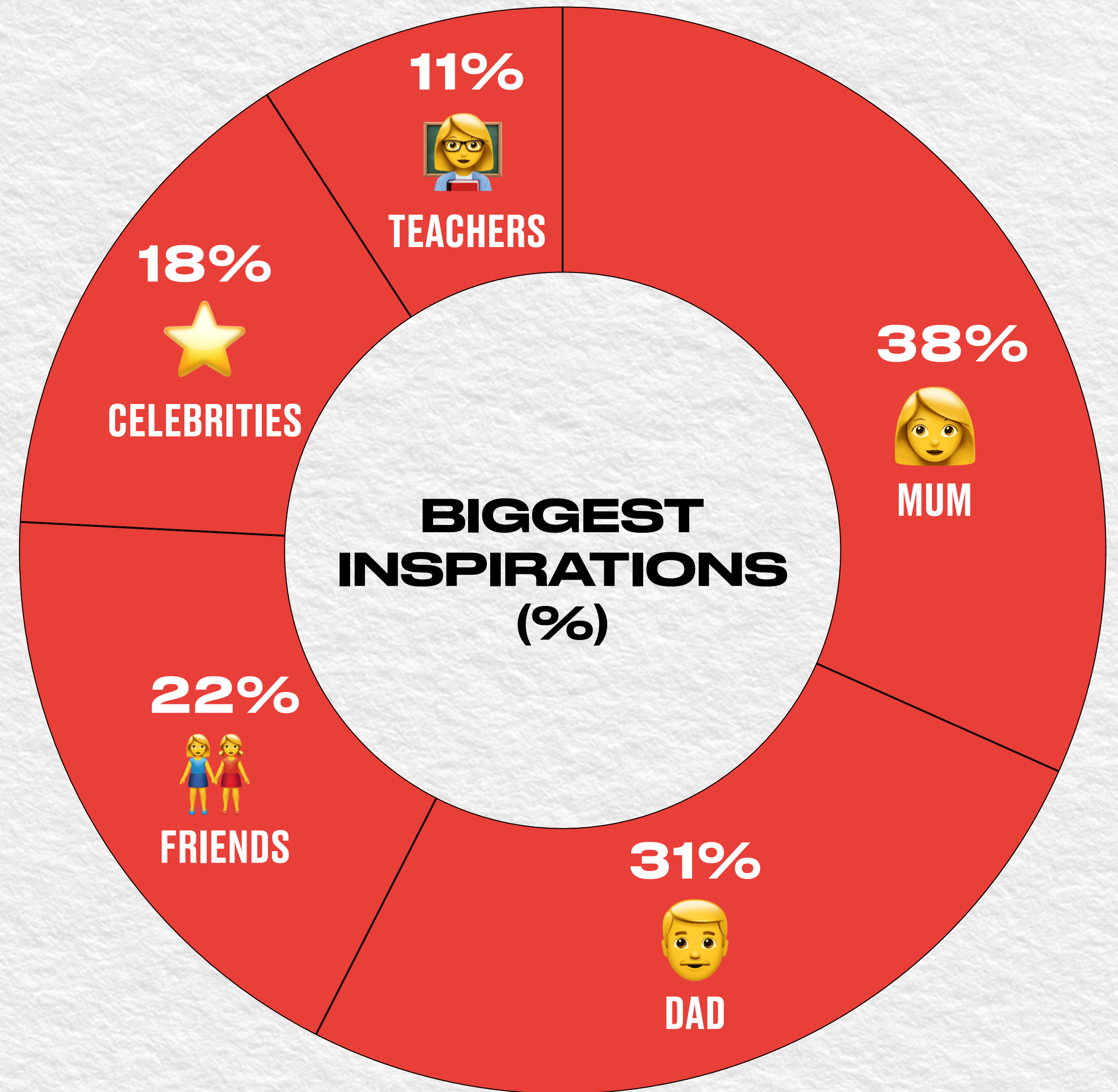
***SPECIFIC SITES  
(E.G. INDEED, TRAC, NHS)***

***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***

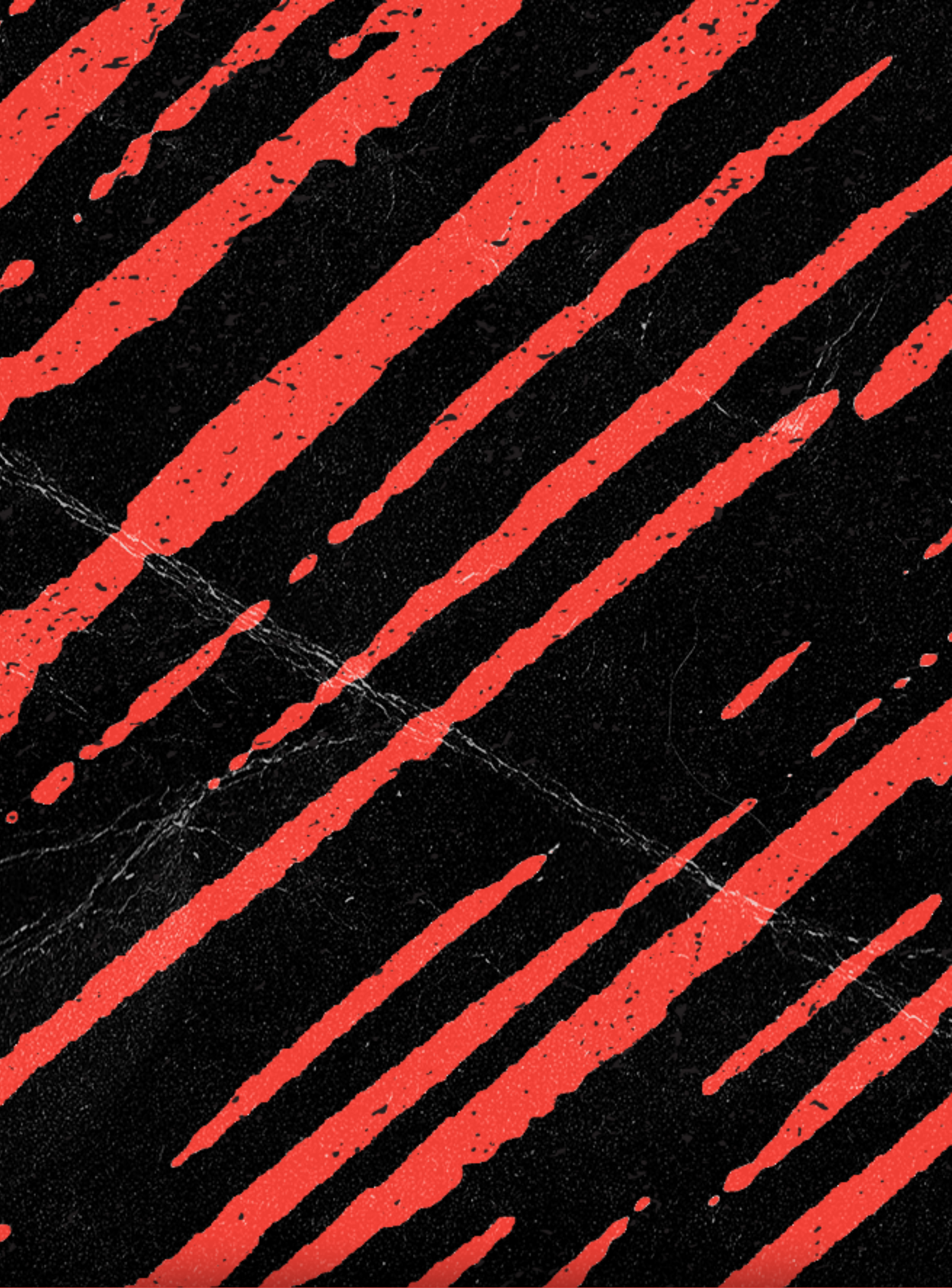
***IT'S HAPPINESS THEY ASPIRE TO,  
WHICH THEY GET FROM JOBS THAT  
ALLOW THEM A WORK BALANCE AND  
MONEY NOW, NOT IN THE FUTURE***

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

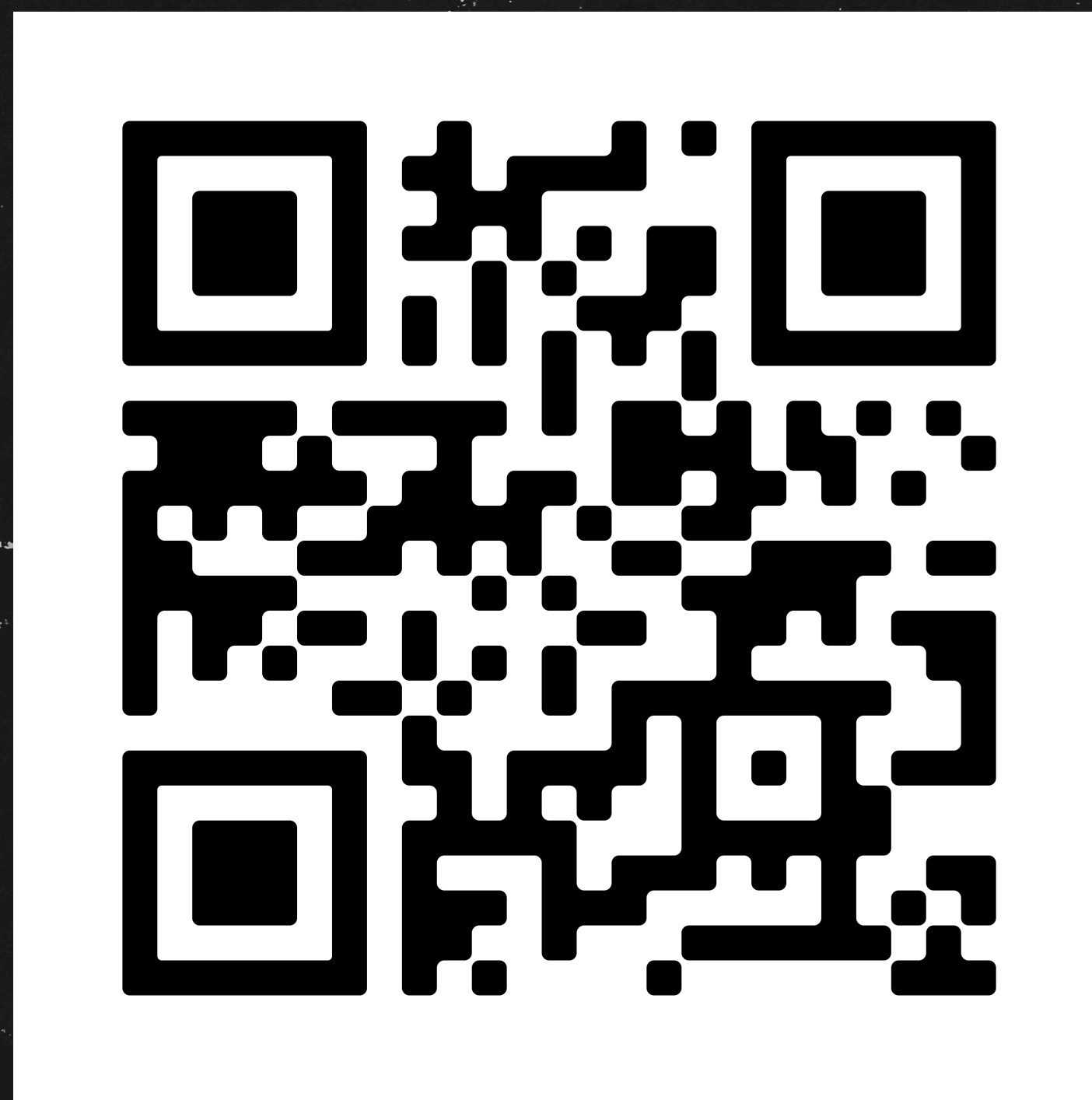




# Charlotte's story







**Scan now to download the report**





# THANK YOU

