GEN Z REDEFINING DREAM JOBS
SEPTEMBER 2023
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Lindsay Turner, Head of Marketing and Comms at LADbible Group

Emily Driscoll, Head of Data, Intelligence and Planning at LADbible Group
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 A MONTHLY GLOBAL AUDIENCE OF 1 BILLION PEOPLE
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OVER 55,000 SIGN UPS SINCE WE STARTED.
**DATA, INTELLIGENCE & PLANNING TEAM**

**GAINS INSIGHT FROM YOUTH AUDIENCES**

<table>
<thead>
<tr>
<th>OVERALL TRENDS</th>
<th>OUR CONTENT</th>
<th>OUR PANEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social listening</td>
<td>Top performing content</td>
<td></td>
</tr>
<tr>
<td>Trending content</td>
<td>Comment analysis</td>
<td>LAD NATION</td>
</tr>
<tr>
<td></td>
<td>Sentiment</td>
<td></td>
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</tbody>
</table>
### OVERALL TRENDS
- Social listening
- Trending content

### OUR CONTENT
- Top performing content
- Comment analysis
- Sentiment

### OUR PANEL

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Our hybrid team means we can pull insights from a variety of audience data points, to give layers of insights and expertise to our clients.
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

😊 😞 😞 😞 😞
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

SOURCE: LADNATION TRACKER, JANUARY - MAY 2023
AND AROUND OF A THIRD OF YOUNG PEOPLE ARE CONSISTENTLY CONCERNED AROUND THEIR JOB OPPORTUNITIES 😞

WORRY TRACKER, 2023 (%)

MY JOB / FINDING A JOB

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>36</td>
<td>33</td>
<td>37</td>
<td>41</td>
</tr>
</tbody>
</table>

SOURCE: LADNATION TRACKER, JANUARY – MAY 2023
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 16-24

- Dream jobs, influences, barriers, inspirations
- Current living / education / working situation
YOUNG PEOPLE ARE NO LONGER CHASING DREAM JOBS

ONLY 32% OF YOUNG PEOPLE SAY THEY HAVE A DREAM JOB

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

57% OF YOUNG PEOPLE SAY THEY HAVE LOWERED THEIR LONG TERM ASPIRATIONS OVER THE LAST 2 YEARS

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

1. TO BE FINANCIALLY STABLE
2. TO LIVE HAPPILY
3. TO BE FINANCIALLY INDEPENDENT
4. MAINTAIN GOOD MENTAL HEALTH
5. HAVE A STABLE JOB

No materialistic long term life goals came in the top 5
MONEYARY MOTIVATIONS ARE PRIMARY DRIVERS TO FINDING A FIRST JOB, GIVING THEM PAID EXPERIENCE TO ENHANCE CAREER

<table>
<thead>
<tr>
<th>Top 3 First Job Motivations</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having No Job</td>
<td>63%</td>
</tr>
<tr>
<td>Gain Experience</td>
<td>51%</td>
</tr>
</tbody>
</table>
AND GIVE THEM THE FINANCIAL INDEPENDENCE THEY CRAVE

<table>
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<tr>
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</thead>
<tbody>
<tr>
<td><strong>63%</strong> HAVING NO JOB</td>
</tr>
<tr>
<td><strong>51%</strong> GAIN EXPERIENCE</td>
</tr>
<tr>
<td><strong>48%</strong> PAY FOR LEISURE’S</td>
</tr>
</tbody>
</table>
Many feel like independence is harder for their generation alongside starting their preferred careers.

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>74%</td>
<td>Agree</td>
</tr>
<tr>
<td></td>
<td>People my age are living at home for longer</td>
</tr>
<tr>
<td>73%</td>
<td>Agree</td>
</tr>
<tr>
<td></td>
<td>It is challenging for people my age to get the job they want</td>
</tr>
</tbody>
</table>
LIVING AT HOME FOR LONGER IS REACTED TO BY CONTENT ONLINE
WHICH MAKES THEM 
THINK ABOUT THEIR PLANS
43% 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

46%
This year has had mundane milestones for many

<table>
<thead>
<tr>
<th>MOST EXCITED</th>
<th>LEAST EXCITED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged with hobbies &amp; interests 58%</td>
<td>Moving house 19%</td>
</tr>
<tr>
<td>Holidays abroad 55%</td>
<td>Getting married 19%</td>
</tr>
<tr>
<td>New TV shows / films coming out 45%</td>
<td>Education opportunities 16%</td>
</tr>
</tbody>
</table>
ONLY ONE THIRD OF YOUNG PEOPLE SAY THEY HAVE A DREAM JOB...
...AND FEW ARE CURRENTLY DOING IT

32% HAVE A DREAM JOB

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?

<table>
<thead>
<tr>
<th>TOP PRIORITY</th>
<th>LOWEST PRIORITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Something I enjoy</td>
<td>A hobby that turned into a job</td>
</tr>
<tr>
<td>Makes me happy</td>
<td>Something I am good at</td>
</tr>
<tr>
<td>Makes me financially secure</td>
<td>Career stability</td>
</tr>
<tr>
<td>Pays the bills</td>
<td>Career progression</td>
</tr>
<tr>
<td>Provides good work-life balance</td>
<td>Good workplace culture</td>
</tr>
<tr>
<td>Allows me to work remotely</td>
<td>Good workplace perks</td>
</tr>
<tr>
<td>Doesn't feel like a job</td>
<td>-flexibility</td>
</tr>
<tr>
<td>Never dreading work</td>
<td></td>
</tr>
<tr>
<td>Excites me</td>
<td></td>
</tr>
<tr>
<td>Challenges me</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LADBIBLE RESEARCH FOR PRINCE’S TRUST | APRIL – MAY 2023.
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

- HIGHEST PRIORITY

- A HOBBY THAT TURNED INTO A JOB
- CHALLENGES ME
- ALLOWS ME TO WORK REMOTELY
- RUN MY OWN BUSINESS
- WORK PART TIME

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

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- Lack of Opportunity: 33%
- Money: 30%
- Increased Cost of Living: 27%
- Lack of Self-Confidence: 30%
- Lack of Experience: 29%

(Top 5)
ON THINGS THAT MAKE
BRING THEM JOY NOW
IMPORTANT TO THEM

SPENDING
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..."

"ONE THAT I GET PAID WELL AND I FIND STIMULATING AND FLEXIBLE"

"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..."

"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

<table>
<thead>
<tr>
<th>Important Job Benefits (%)</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday Allowance</td>
<td>33</td>
</tr>
<tr>
<td>Sick Pay</td>
<td>32</td>
</tr>
<tr>
<td>Pension</td>
<td>22</td>
</tr>
<tr>
<td>Paid Training &amp; Development</td>
<td>22</td>
</tr>
<tr>
<td>Maternity / Paternity Pay</td>
<td>18</td>
</tr>
<tr>
<td>Remote Working Options</td>
<td>18</td>
</tr>
<tr>
<td>Travel Expenses</td>
<td>18</td>
</tr>
<tr>
<td>Private Medical Insurance</td>
<td>14</td>
</tr>
<tr>
<td>Gym Memberships</td>
<td>13</td>
</tr>
<tr>
<td>Discounts on Services</td>
<td>12</td>
</tr>
</tbody>
</table>

Men sign higher than women for company car, gym membership and less for sick pay, holiday and paternity leave.
MANY WANT TO MAKE A DIFFERENCE

"SOMETHING WHERE I CAN MAKE A DIFFERENCE IN THE WORLD"

"TO WORK FOR A COMPANY THAT IMPROVES PEOPLE'S QUALITY OF LIFE"

"CANCER RESEARCHER"

"I WANT TO FEEL LIKE I AM MAKING A SMALL IMPACT, JUST EVEN SOMETHING TINY"

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

"SOMETHING WHERE I CAN HELP PEOPLE THAT ARE VULNERABLE"

"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 (%)

- Excited: 57%
- Motivated: 52%
- Achievement: 49%
- Joy: 45%
- Passionate: 44%
- Enthusiastic: 43%
- Fulfilled: 41%
- Satisfied: 41%
- Confident: 38%
- Relieved: 32%
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 (%)**

<table>
<thead>
<tr>
<th>Job Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Owner / Self-Employed</td>
<td>8</td>
</tr>
<tr>
<td>CEO</td>
<td>5</td>
</tr>
<tr>
<td>Nothing / I’d Prefer Not to Work</td>
<td>4</td>
</tr>
<tr>
<td>Work with Animals</td>
<td>4</td>
</tr>
<tr>
<td>Teacher</td>
<td>4</td>
</tr>
<tr>
<td>Technology Role (e.g. IT, Software Developer, Website Manager)</td>
<td>4</td>
</tr>
<tr>
<td>Lawyer or Solicitor</td>
<td>4</td>
</tr>
<tr>
<td>My Current Job</td>
<td>4</td>
</tr>
<tr>
<td>Influencer / Full-Time Content Creator</td>
<td>4</td>
</tr>
<tr>
<td>Professional Athlete (e.g. Footballer etc.)</td>
<td>3</td>
</tr>
</tbody>
</table>

**TOP 10 DREAM JOB SECTORS (%)**

<table>
<thead>
<tr>
<th>Sector Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical / Health / Social / Welfare</td>
<td>10</td>
</tr>
<tr>
<td>Entertainment</td>
<td>8</td>
</tr>
<tr>
<td>Arts</td>
<td>7</td>
</tr>
<tr>
<td>Sport &amp; Recreation</td>
<td>7</td>
</tr>
<tr>
<td>Education</td>
<td>6</td>
</tr>
<tr>
<td>IT / Computing / Data Processing</td>
<td>5</td>
</tr>
<tr>
<td>Animal Welfare / Vet / Zookeeper</td>
<td>5</td>
</tr>
<tr>
<td>Legal</td>
<td>4</td>
</tr>
<tr>
<td>Construction / Engineering</td>
<td>4</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>4</td>
</tr>
</tbody>
</table>

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

56% AGREE
FEEL LIKE DO NOT QUALIFY FOR CHARITABLE SUPPORT WHEN IT COMES TO CAREER

47% AGREE
DON’T KNOW WHERE TO TURN FOR CAREER SUPPORT
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)
Young people are mainly inspired by those closest to them, or relatable people.

- MUM: 38%
- TEACHERS: 11%
- CELEBRITIES: 18%
- FRIENDS: 22%
- DAD: 31%

LAD BIBLE RESEARCH FOR PRINCE'S TRUST | APRIL – MAY 2023.
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.
Charlotte's story
Scan now to download the report
THANK YOU