



Student's outlook on education & careers

YouthInsight
Powered by Student Edge

Student Edge and YouthInsight



- Student Edge is Australia's largest youth membership organisation with over **1.1 million members** across the country.
- Our mission is to help young people **make more informed life and career choices** by supporting them with information and a range of benefits as part of our **FREE membership** offering.
- Our 3 core pillars are **Save, Earn** and **Learn**.
- **YouthInsight**, the full-service research arm of Student Edge, arose from a desire to **share the unique access and understanding** of Australia's Millennials and Gen Z.
- We support government, industry bodies, corporations and charities to understand how they're **positioned in the minds of young people** and how to **improve engagement** with this important cohort.

Our members

1.1 MILLION+

members, including:

65,000

international students in AUS

40,000

international members

230,000+

opt-in email subscribers

600,000+

SMS subscribers

150,000+

Facebook followers

AND WE'RE STILL GROWING

7,000+

new members
per month



female



male

33%

 AGED UNDER 18

67%

 AGED 18 AND OVER

MEMBERS PER STATE

WA 12%

SA 7%

VIC 27%

TAS 1%

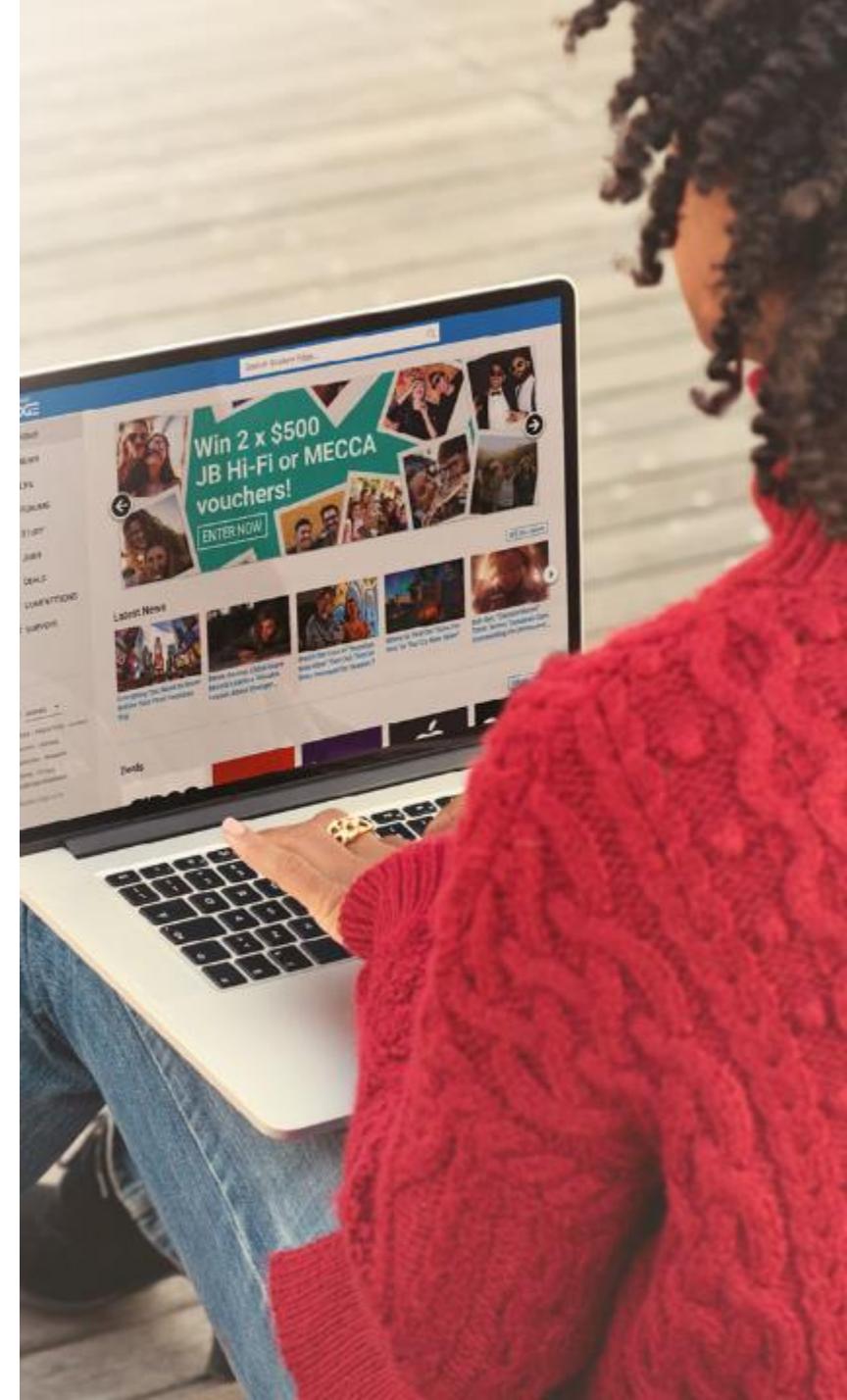


NT 1%

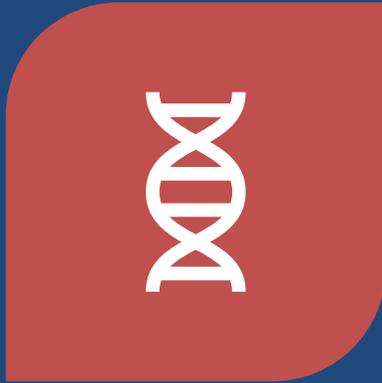
QLD 12%

NSW 38%

ACT 2%



Referenced research projects



NATIONAL YOUTH IN STEM STUDY

NATIONAL REP SAMPLE

N=2,091

AGES: 12-25



**PERCEPTIONS OF NEW UNIVERSITY
COURSES**

NATIONAL SAMPLE – WA SKEW

N=340

AGES: 15-18



**YOUTH IN MINING
NATIONAL REP SAMPLE**

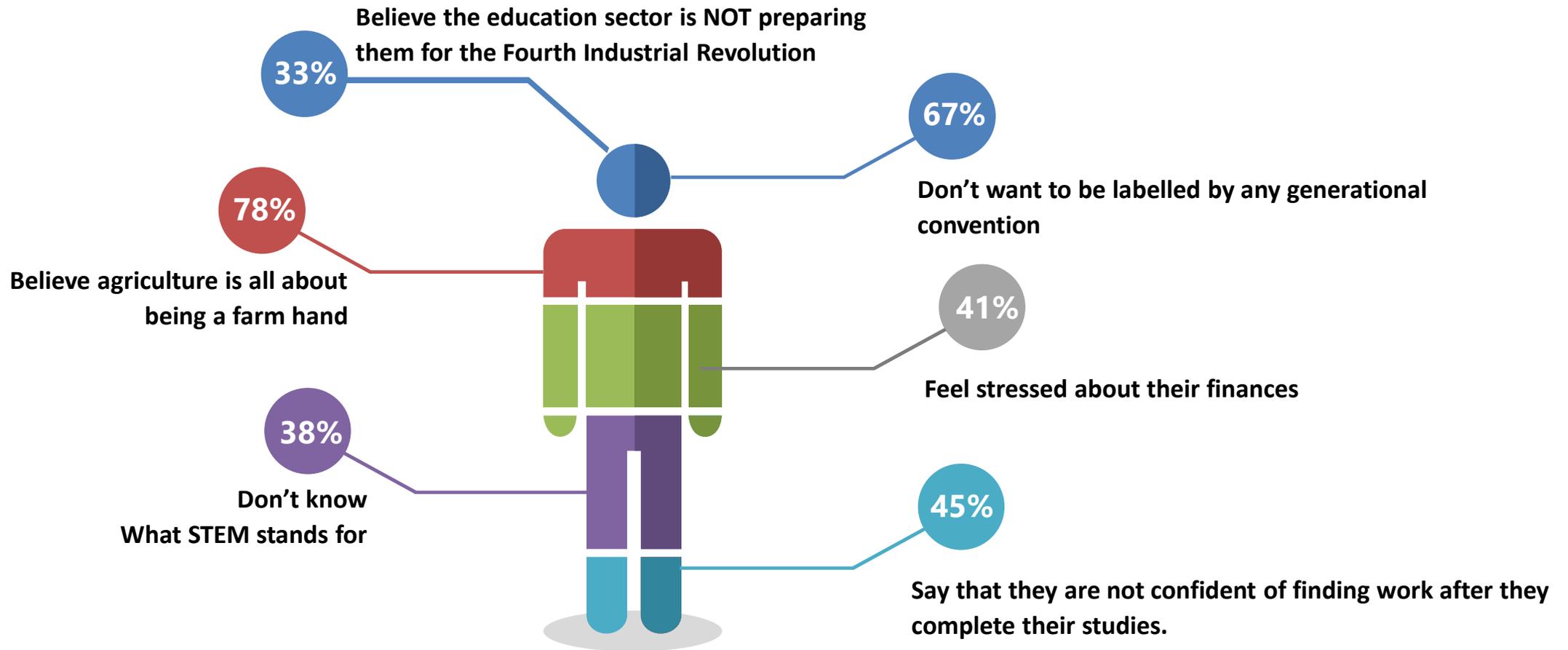
N=1,061

AGES: 15-25

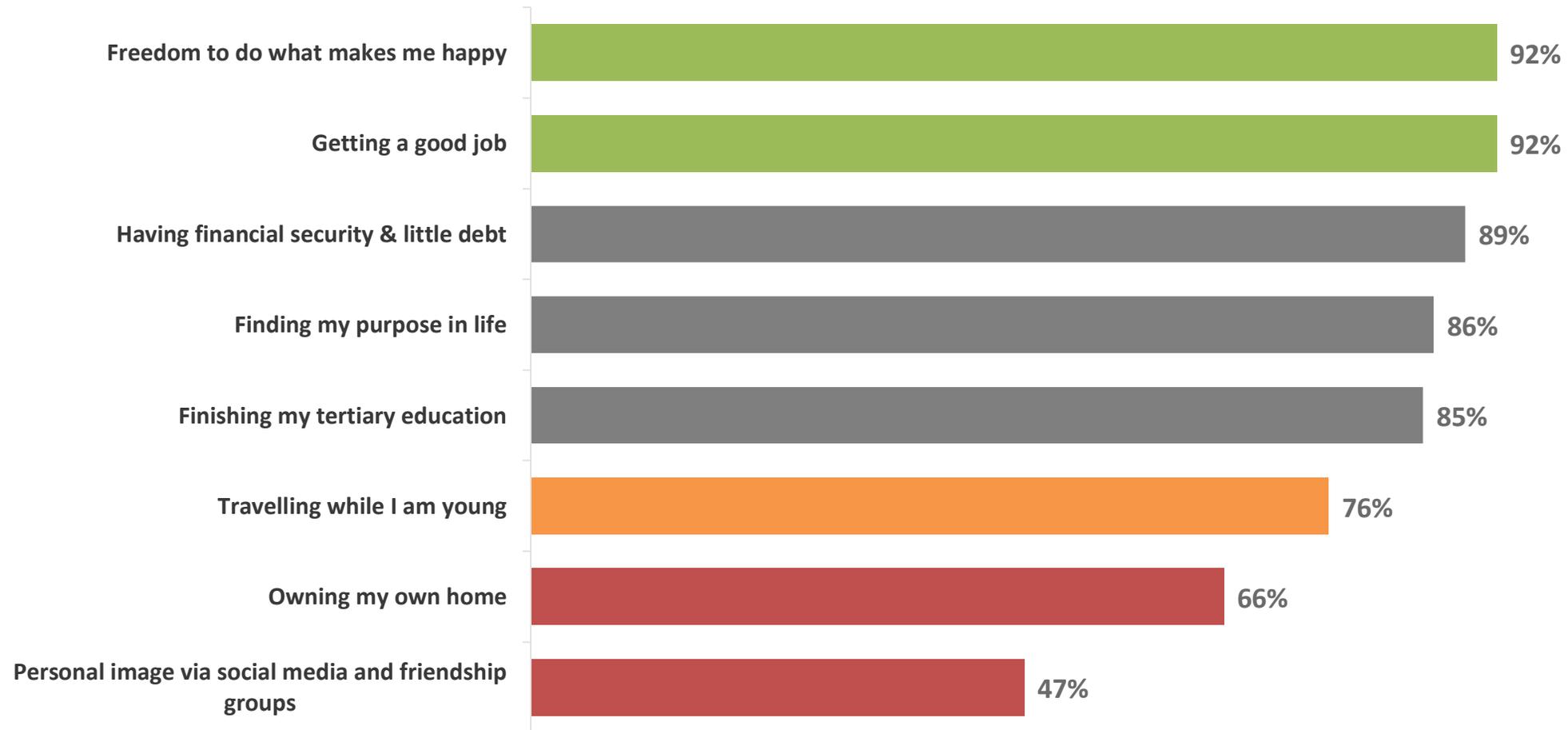


General attitudes and behaviors

A few interesting facts we've learned along the way...

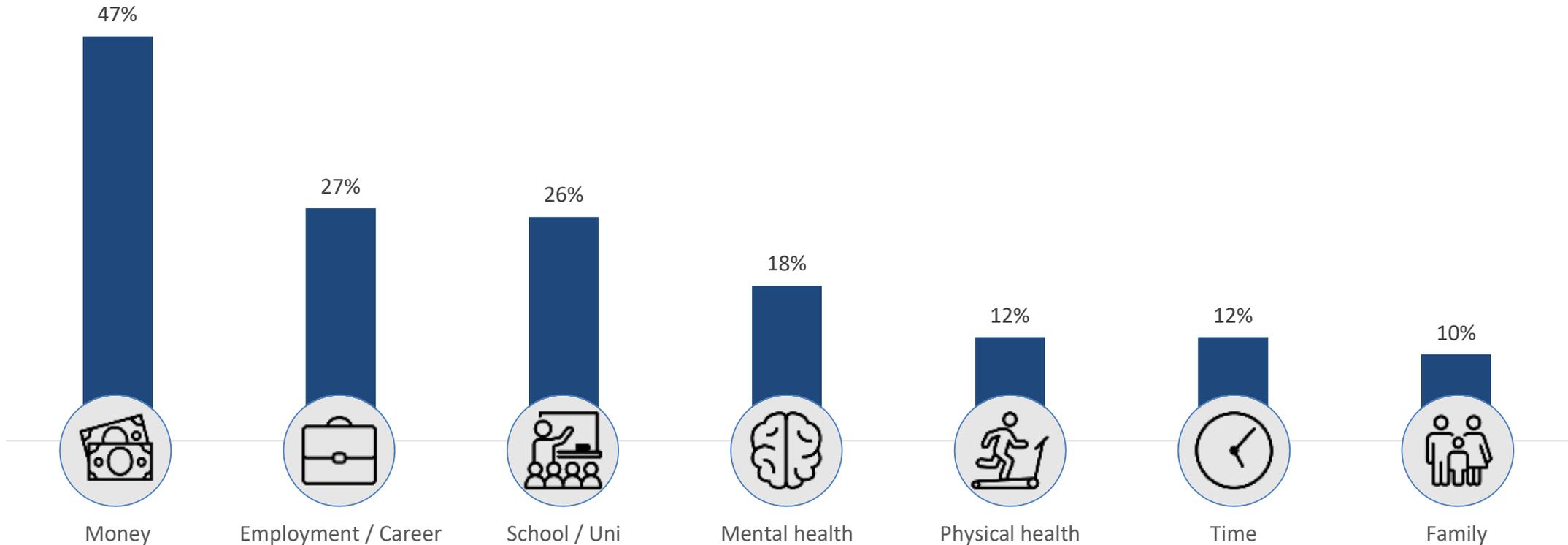


The pursuit of happiness and job security is the top priority for young people



Finances remain the number one issue for young people

Day to day issues

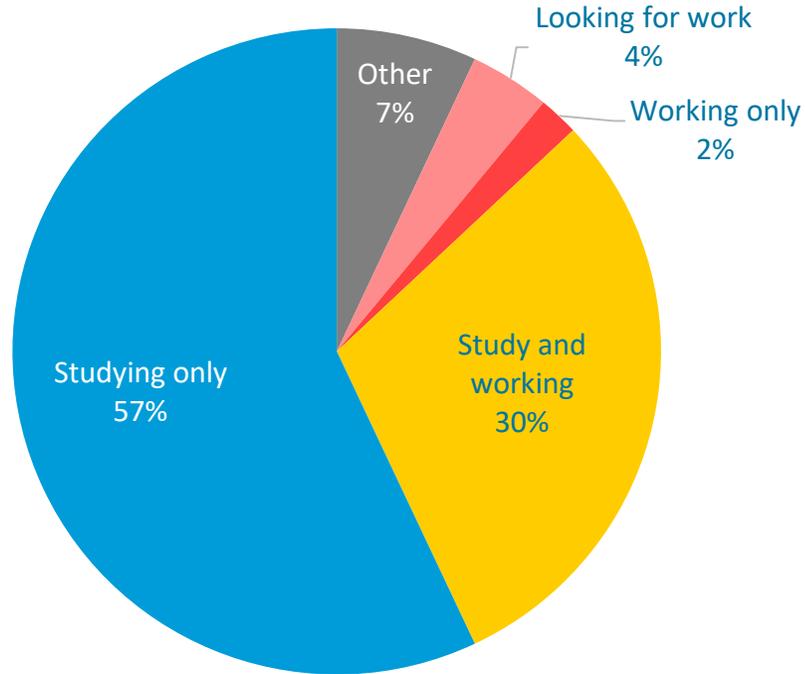


Q. What are the biggest issues that affect your day to day?

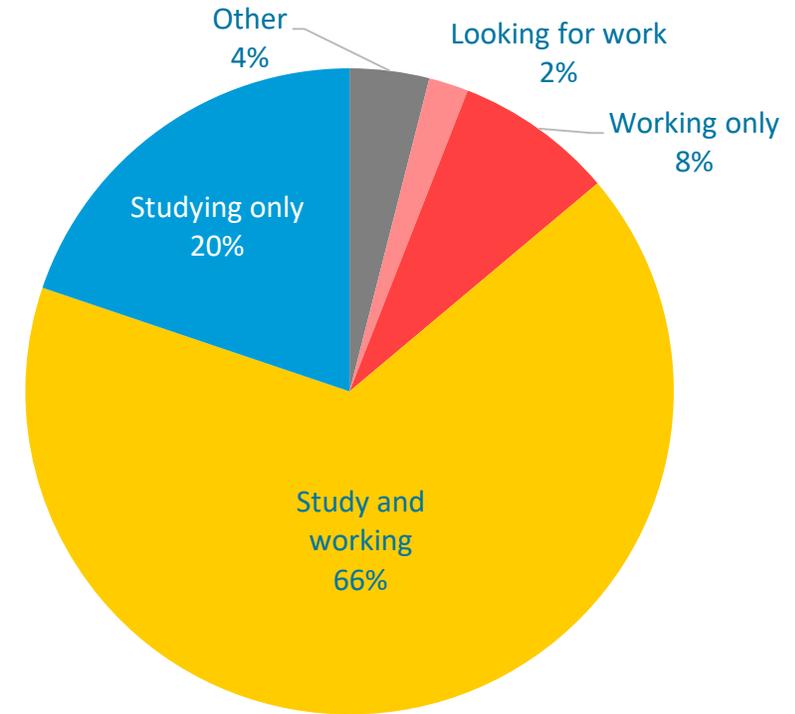
Base: Total sample 2017 n=2,516

The majority of those aged 18+ are already in the work force, with only 1 in 5 exclusively studying

12-17 year olds



18-29 year olds

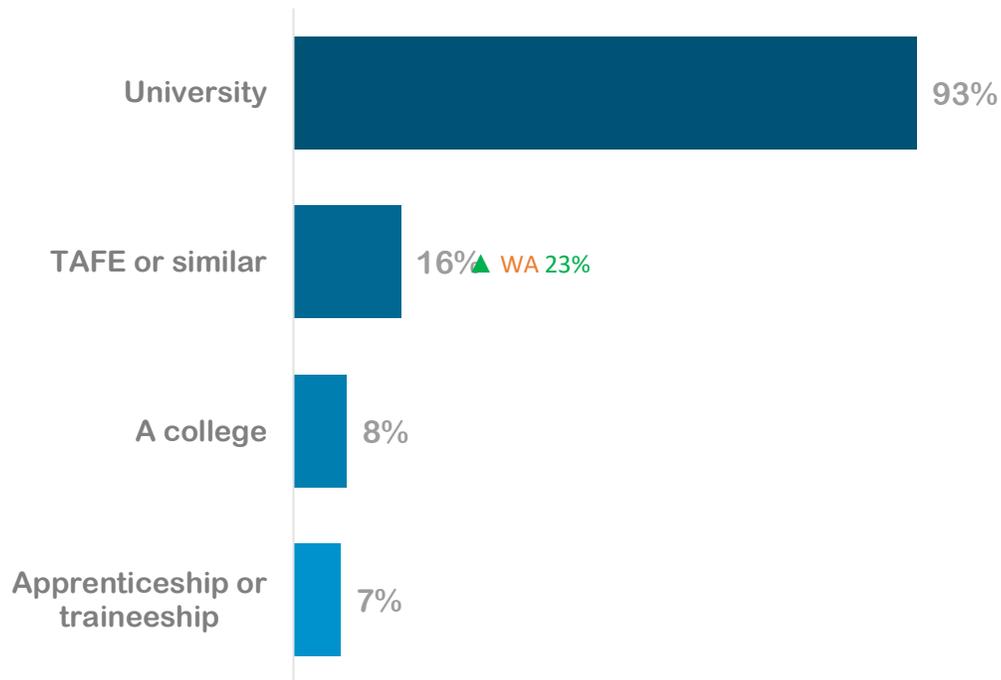




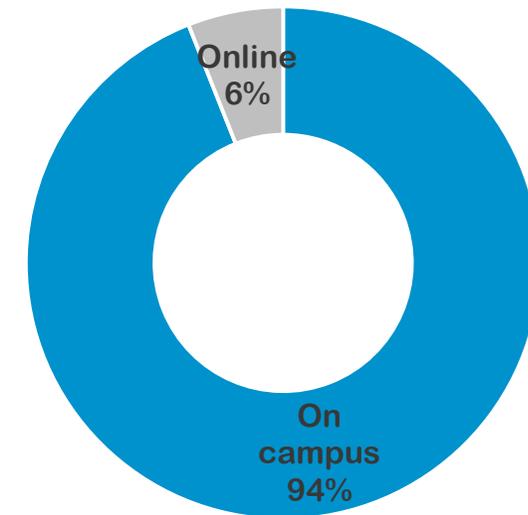
Student's education outlook

9 out of 10 high schoolers considering University to undertake further study

Institution types considered



Preferred higher education study mode

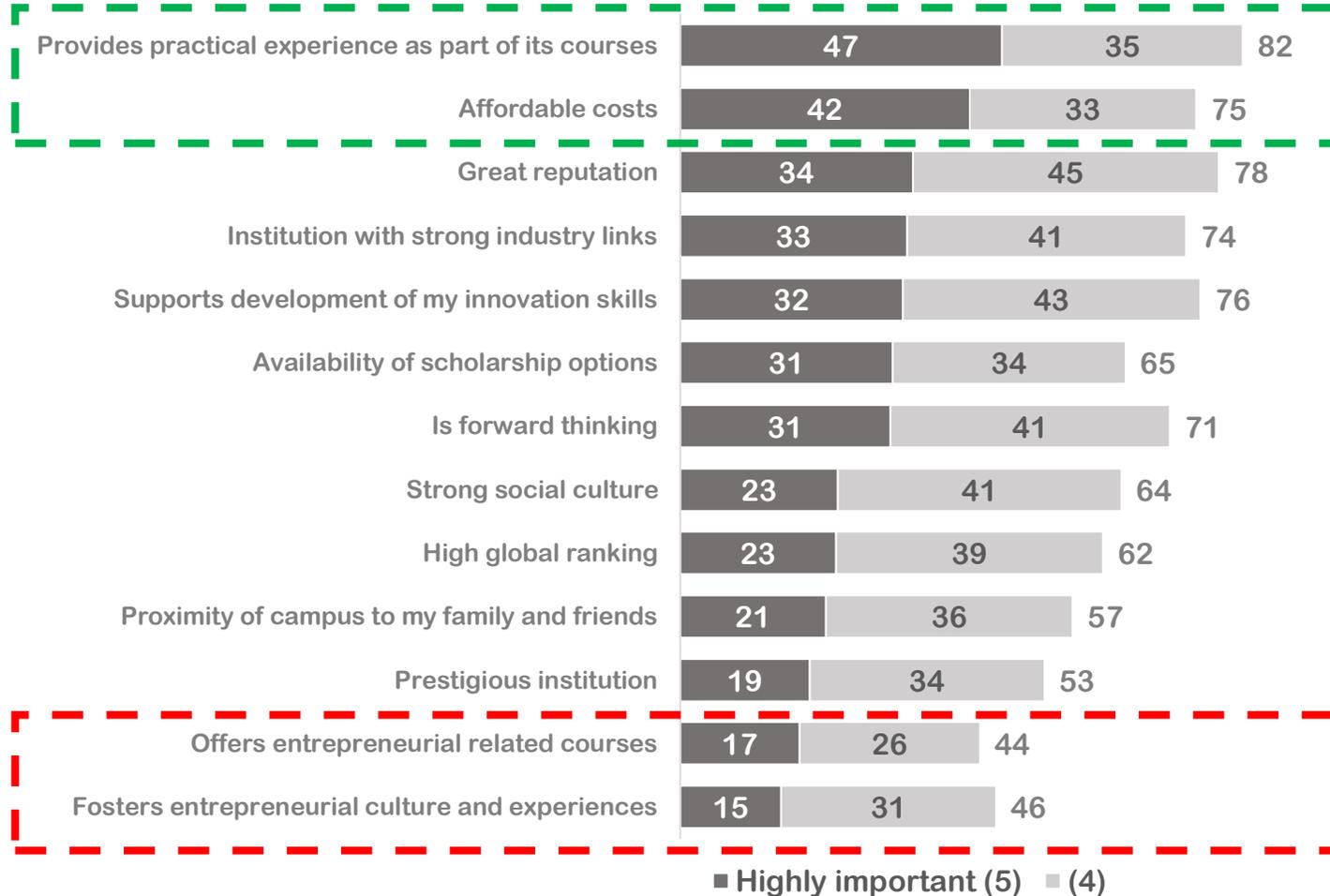


Q8. At which of the following institutions would you consider undertaking that further study?

Q9. What is your preferred study mode when you undertake higher education?

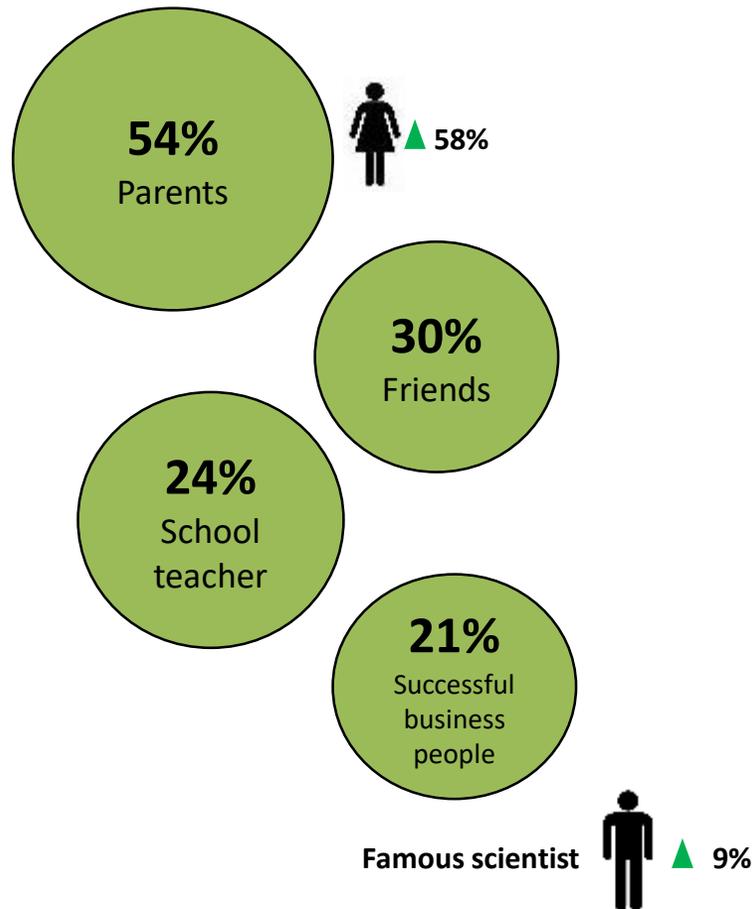
Practical experience and affordability are the most important factors for choosing a University

Important when choosing a university (%)

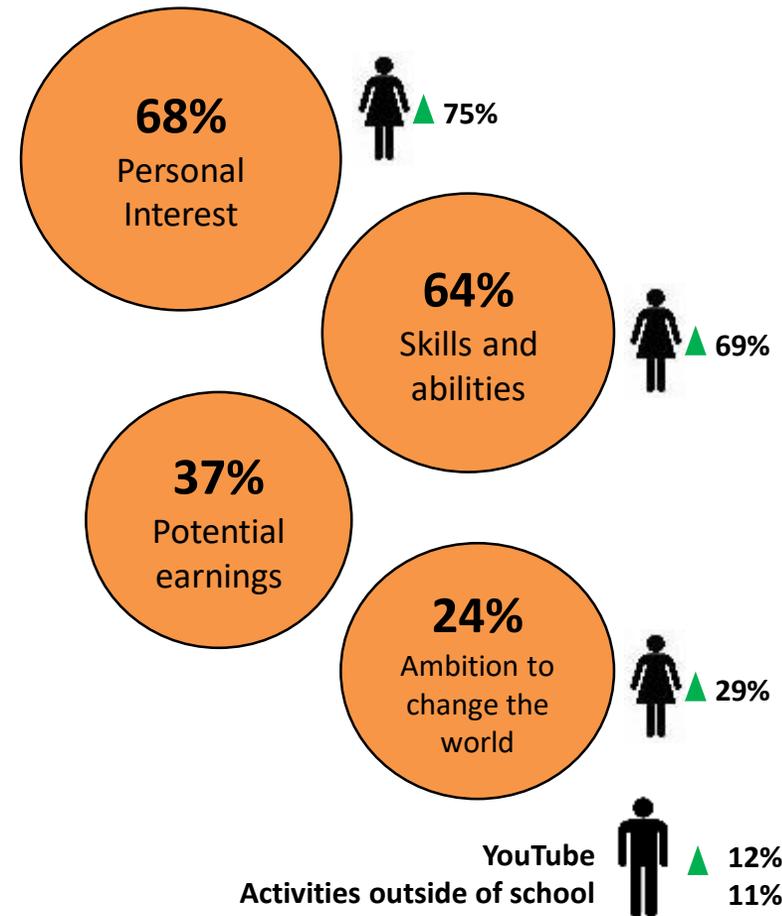


Parents are the most influential people for students selecting their subjects, slightly more so for females.

People influencing subject selection



Influencing factors for subject selection

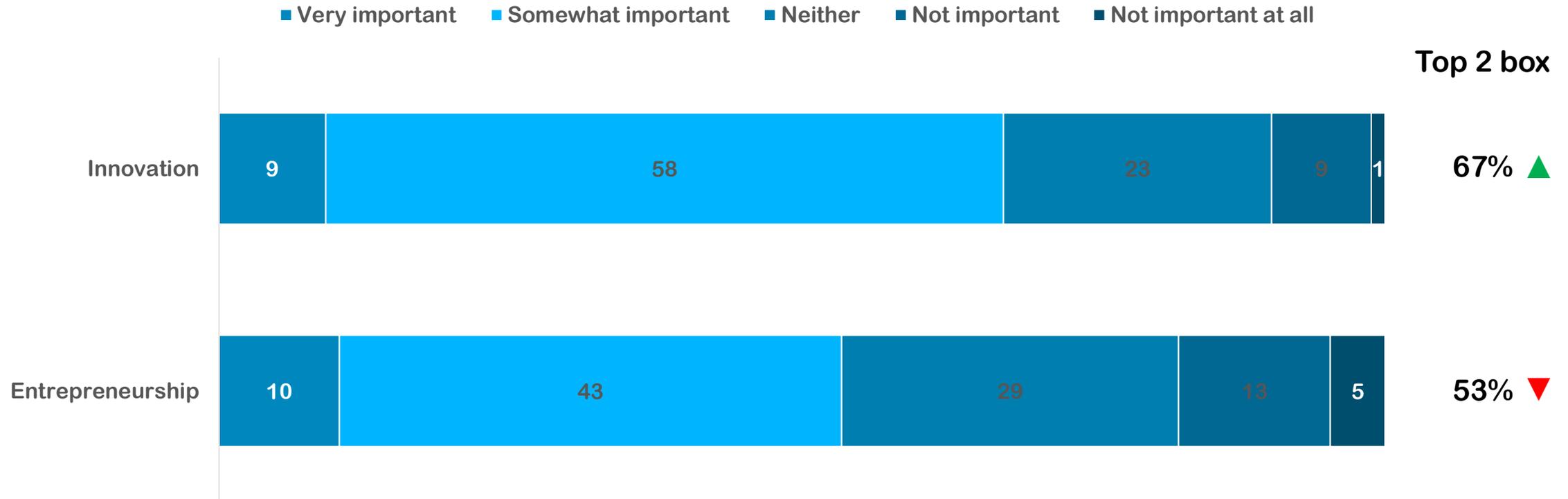


Q. From the below list, which factors most influence your decision of the subjects you choose to study? Please select up to 3 factors which influence you the most. Base: Total – 2,092, Males - 978, Females – 1,069

Q. And which of the below people most influence your decision of the subjects you choose to study? Please select up to 2 groups of people which influence you the most? Base: Total – 2,092

University courses related to innovation are more appealing than entrepreneurship.

Importance of studying course related to... (%)



Varying understanding of what an 'Innovation' course entails

CREATING SOMETHING NEW

<i>"They encourage people to create new things and develop their own unique ideas."</i>	<i>"These are about you inventing something from your thoughts and imagination"</i>
<i>"Courses relevant to Innovation would help students create and improve designs or products: buildings, medicines, vehicles. These could be courses like any engineering or medical discipline."</i>	<i>"My understanding of these is that they teach you about new ideas and products that haven't been created before."</i>
	<i>"New ways to achieve things or new ideas. Often easier routes to the same goal but can be an abstract way that attracts attention, perhaps better for marketing."</i>

FUTURE PROOFING

<i>"Progressing with the modern and advancing world, so that the job and course will remain relevant in years to come."</i>
<i>"One that keeps in step or even ahead of the industry of study, forming students to be future ready"</i>

BUSINESS / ENTREPRENEURIAL

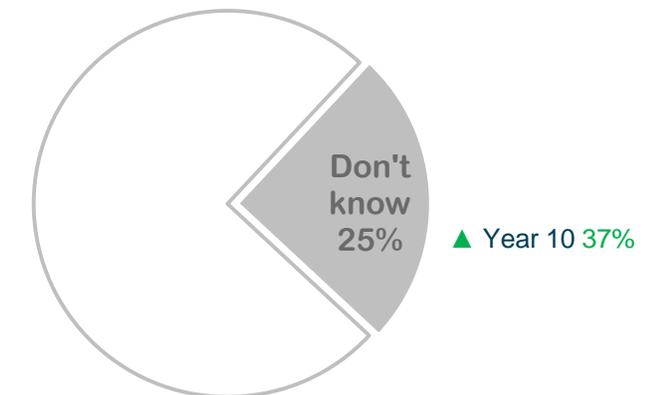
<i>"Innovation is more linked to entrepreneurship"</i>	<i>"Strengthening people's entrepreneurial skills or their ability to think of ideas or solutions that are new, different and more efficient than current methods."</i>
<i>"Teaching students about innovation and how to use their skills to succeed in business or other chosen areas"</i>	
	<i>"Innovation courses are based on business and transformation"</i>

IMPROVING THE FUTURE

<i>"I believe these courses are involved in forward thinking action to evolve as a society into a more practical, economical, environmental loving society."</i>	<i>"They are about new ways to improve the standard of living for everyone and to sustain the ever-growing population, like space exploration and genetical engineering."</i>
<i>"I think it is using creativity to solve problems and using resources wisely to provide a solution that is economical, environment friendly, and cost-effective."</i>	<i>"Courses and subjects related to innovation is something that can be made or done to improve the near future."</i>

METHOD OF LEARNING

<i>"Courses that allow individuals to harness their creative side by often encouraging group work and collaboration for the generation of new ideas and hence innovation."</i>
<i>"Getting students to think of their own way in life, making them feel in control and allowing them to be in the job that makes them happy."</i>
<i>"Following less traditional/conservative methods and utilising new ideas to educate students"</i>

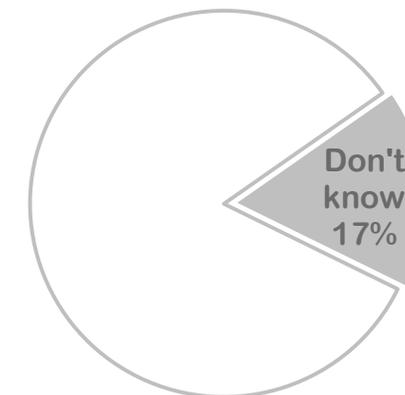


Fair understanding of 'Entrepreneurship' among students; strongly linked to starting own business

STARTING OWN BUSINESS	
<i>"Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business."</i>	<i>"Encouraging people to start up their own businesses."</i>
<i>"Going out on your own and being our own boss."</i>	<i>"Where you are able to work for yourself and start building a business"</i>
<i>"Building a company from scratch and putting in all the hard work to pick your company up from dirt"</i>	<i>"Creating something new that could potentially improve the lives of many. Usually from a business point of view it is a good way to make money if successful."</i>

BEING SUCCESSFUL	
<i>"Entrepreneurship to me means to be a successful business owner, be it small or big."</i>	<i>"Is to independently seek out a means of financial independence separate from traditional work."</i>
<i>"Entrepreneurship is a very good course to go into. I think this because you can build your own business with people you employ who can work for you. This will get you a very good amount of money which will make you happy in life. "</i>	<i>"The act of owning a business and being able to run it well and make profit."</i>
	<i>"Being able to create and manage business and have a desire to make money."</i>

PURSUING AN IDEA		
<i>"Setting up of a business which you find will 'boom' and become successful. Entrepreneurs take on the financial risks of creating a business."</i>	<i>"Inventive ideas that can be monetised."</i>	<i>"It is where one sets up a business to promote a new product that is deemed as innovative, like the stuff seen on Kickstarter."</i>
<i>"It is being able to generate ideas that will change the world"</i>	<i>"Entrepreneurship is when you invent a completely new product or idea which will benefit people."</i>	<i>"A person who sets up a business by taking the risk of finding a gap in the market and putting effort and money to evolve and grow the business"</i>
<i>"Learning how to innovate and start something from an idea."</i>	<i>"Nurturing an original idea to form a stable business independently."</i>	



STEM

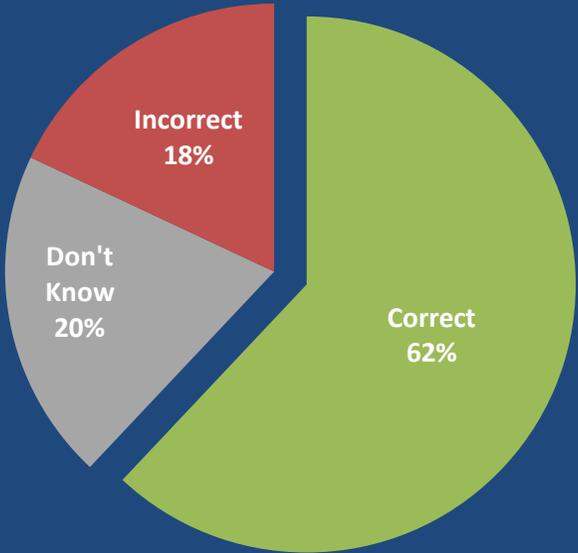
“The reality is that we can’t relax. We can’t be complacent. There can be no sense of entitlement. We must understand that we will get the future we earn”.

Office of the Chief Scientist - Science, Technology, Engineering and Mathematics in the National Interest: A Strategic Approach (July 2013)”

75% of the fastest growing occupations will require skills in the STEM fields.

(PwC’s A Smart Move report)

Understanding of STEM



1 in 3

people surveyed can't identify what STEM stands for



Gender

Both males and females had similar awareness



Youngest people

Those under 18 had the highest awareness - 69%



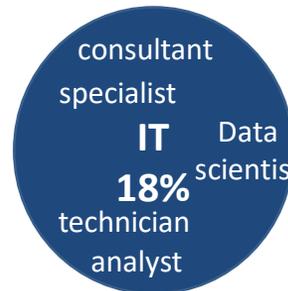
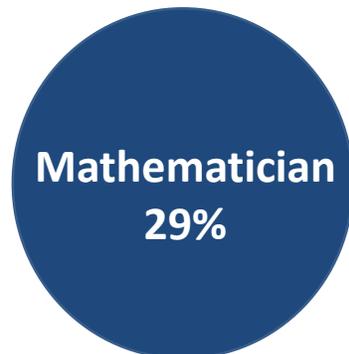
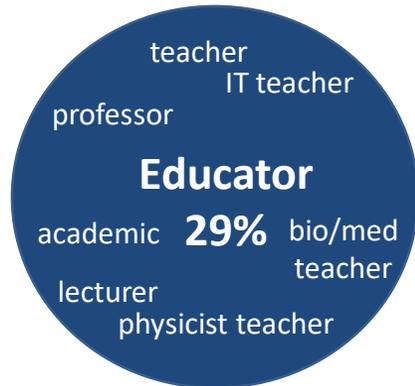
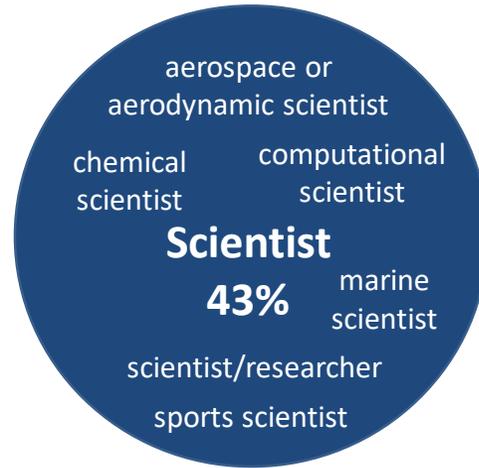
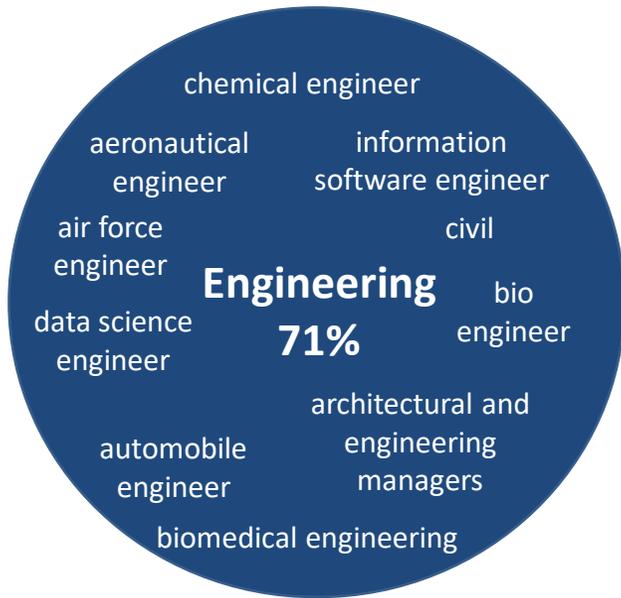
Lower awareness

among TAFE/College Students (40% Don't Know) and First in Family people (26% DK).



Engineering

Most incorrect attribution – English, Environment, Economics, Electronics, commonly being offered



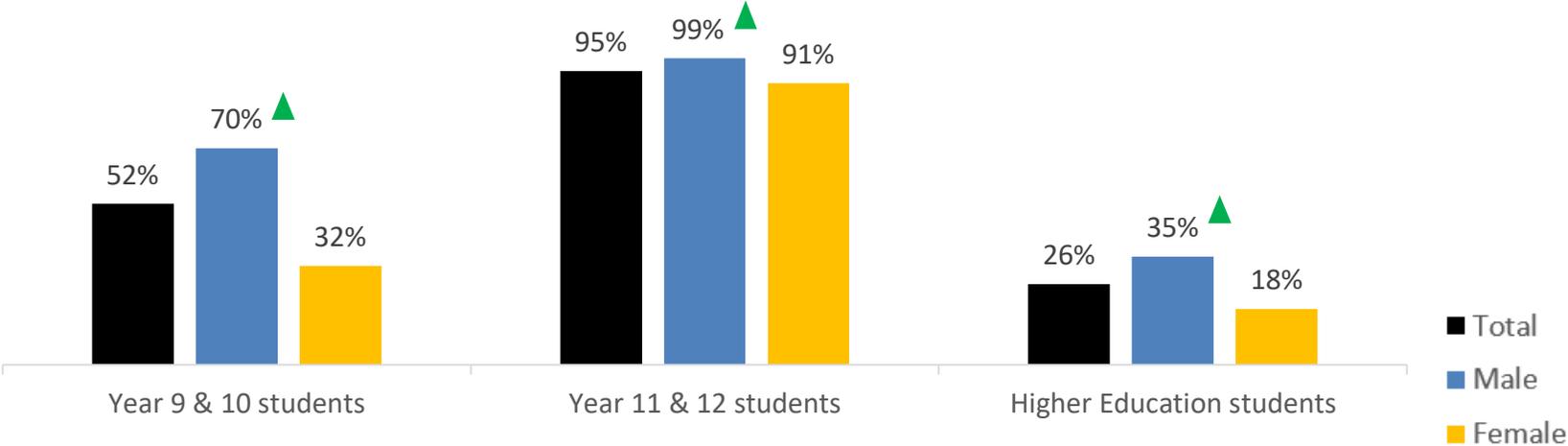
After clarifying what STEM stands for...

7 in 10

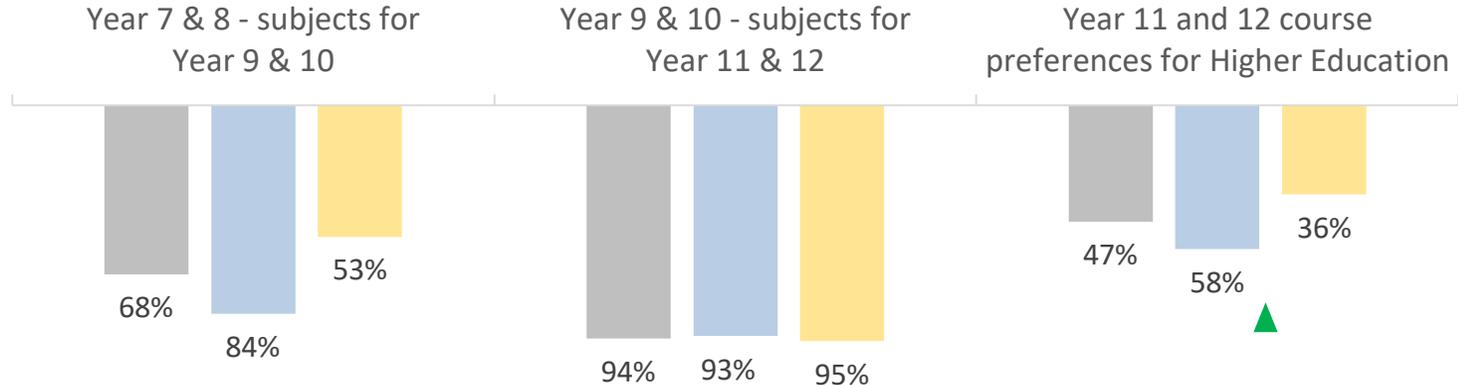
associate STEM qualifications with engineering professions followed by science and teaching.

Across all stages of education, participation in STEM subjects and courses skews more towards male students.

STEM subject/course currently being studied

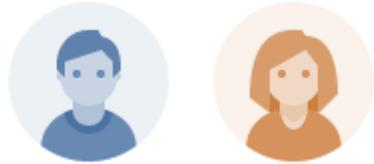


STEM subject/course intentions

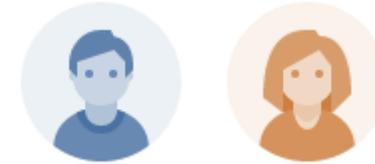
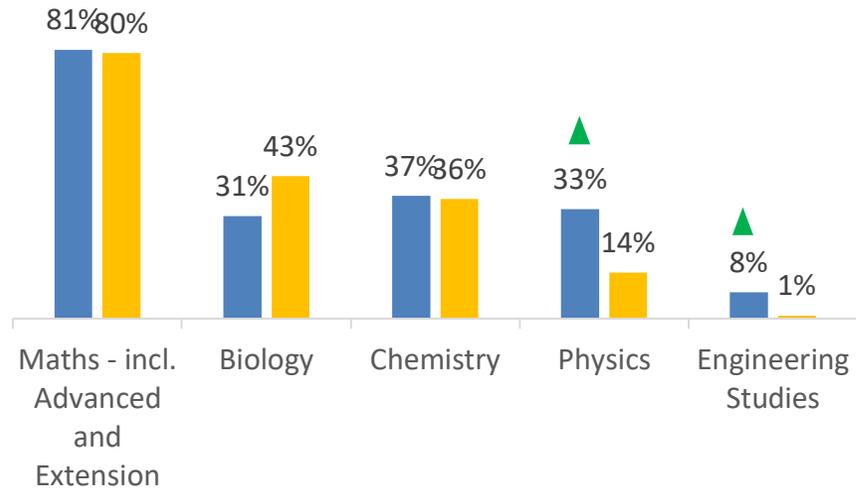


Caution: Small sample size. Sig testing not applicable

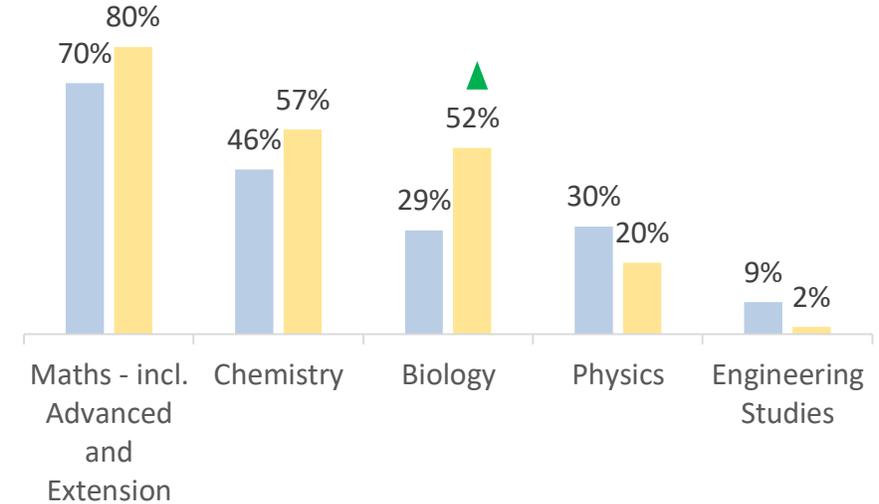
Current STEM studies (Y11 & 12) vs. future intentions (Y9 & 10)



Current STEM studies (Y11&12)



Future intentions (Y9 & 10)

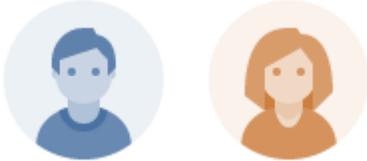


Y9 & 10

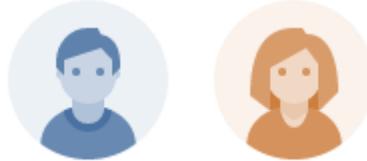
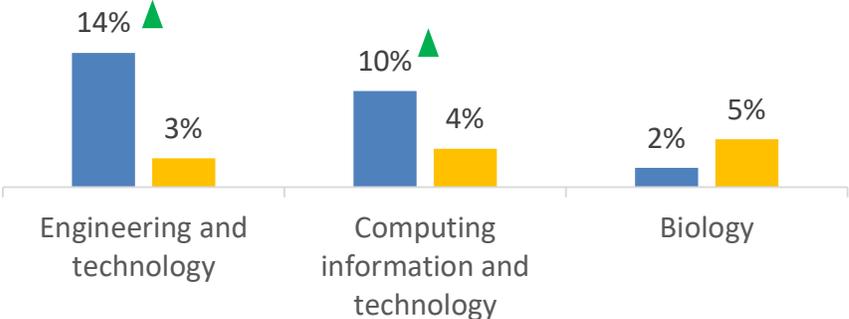
Y11 & 12

Higher Ed

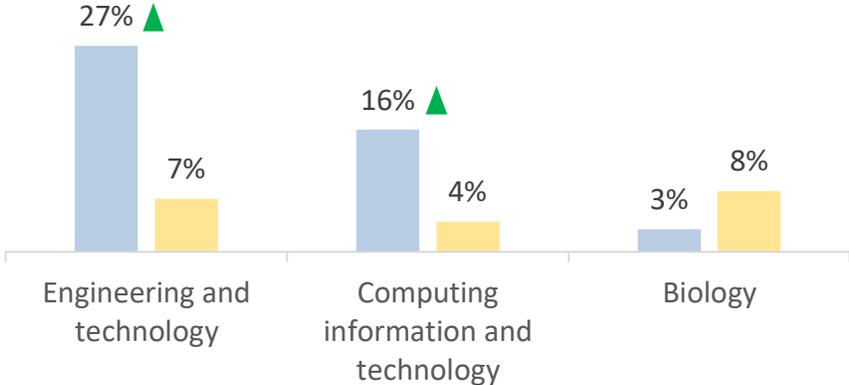
Current STEM studies (Higher Education) vs. future intentions (Y11 & 12)



Current STEM studies (Higher Education)

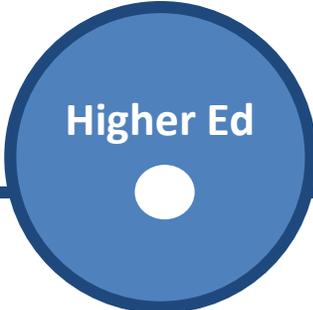


Future intentions (Y11 & 12)



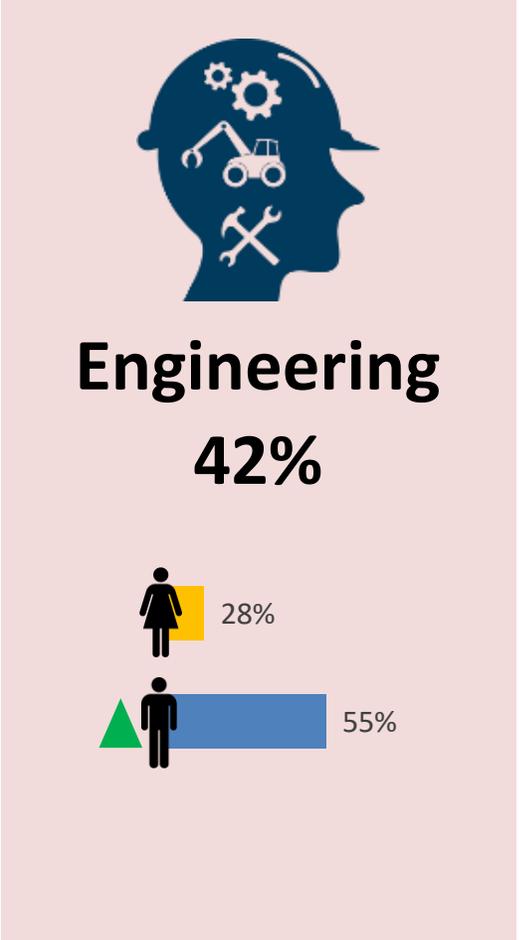
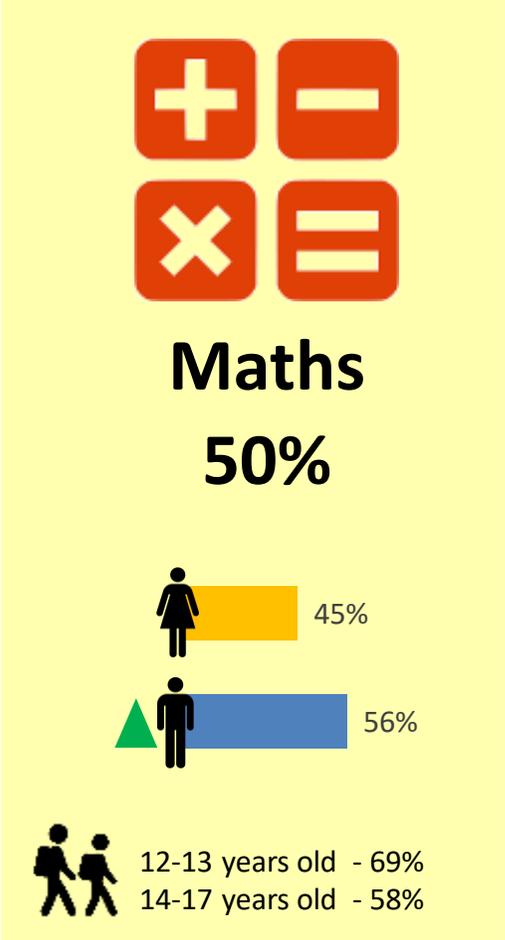
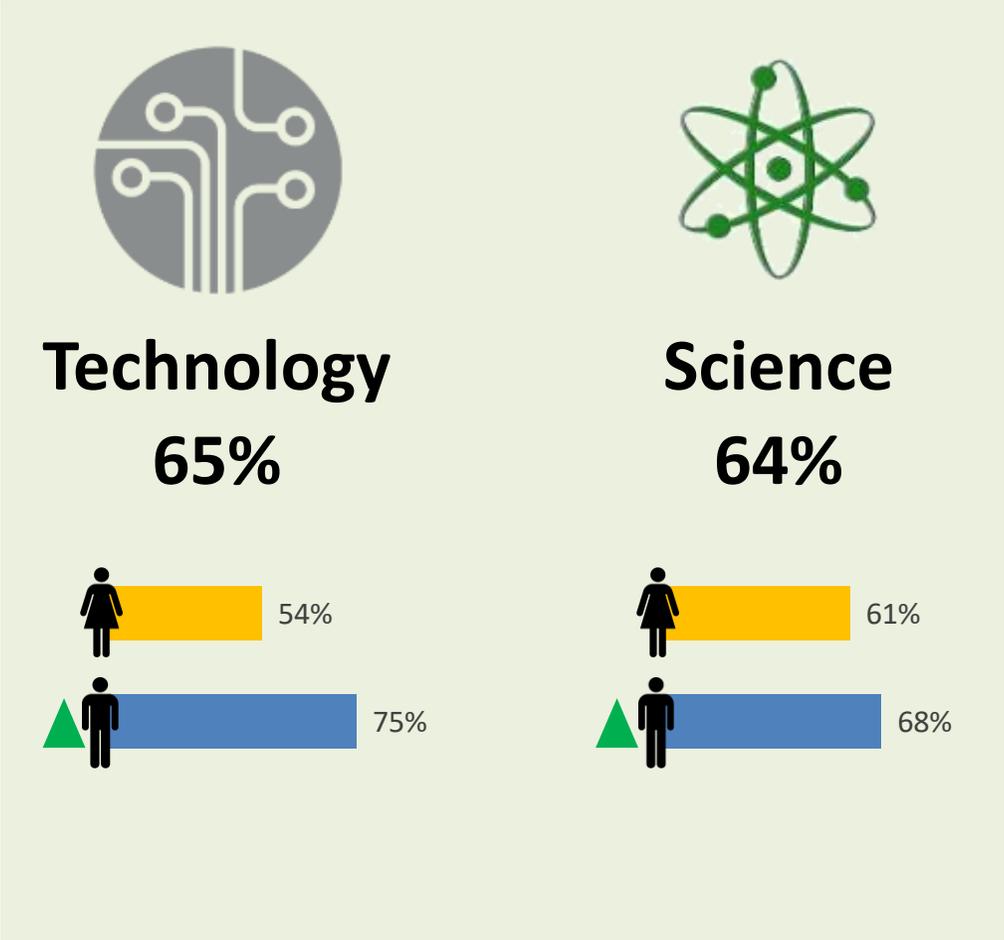
Y9 & 10

Y11 & 12



Around two thirds of people have a general interest in science and technology while less than half show an interest in engineering.

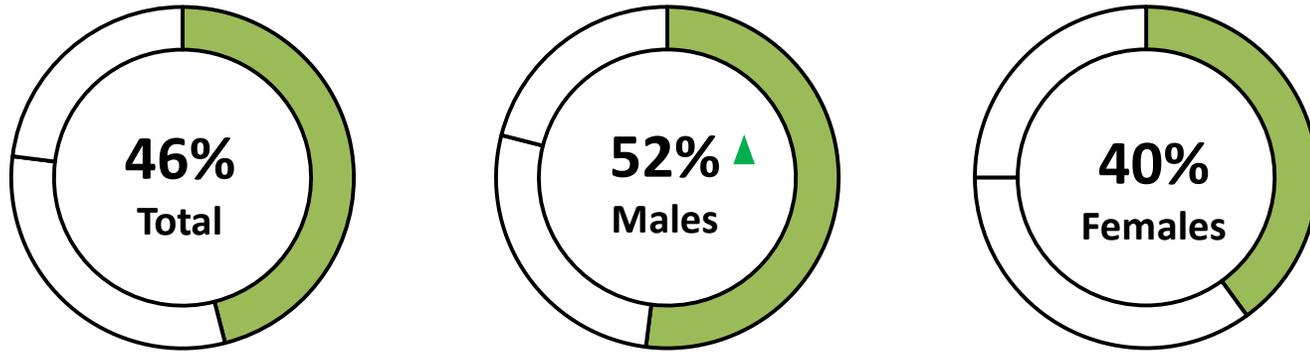
Interest in STEM subjects



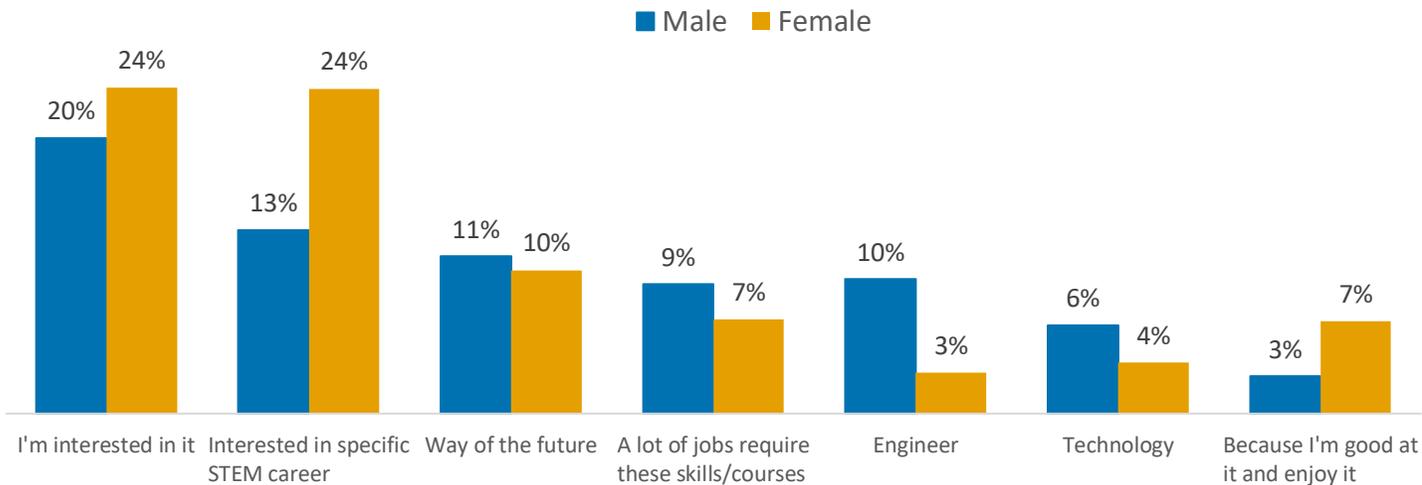
Q.How interested are you in each of the below subjects?

Base: Total – 2,092

Almost half intend to study STEM in the future



Reasons for considering studying STEM

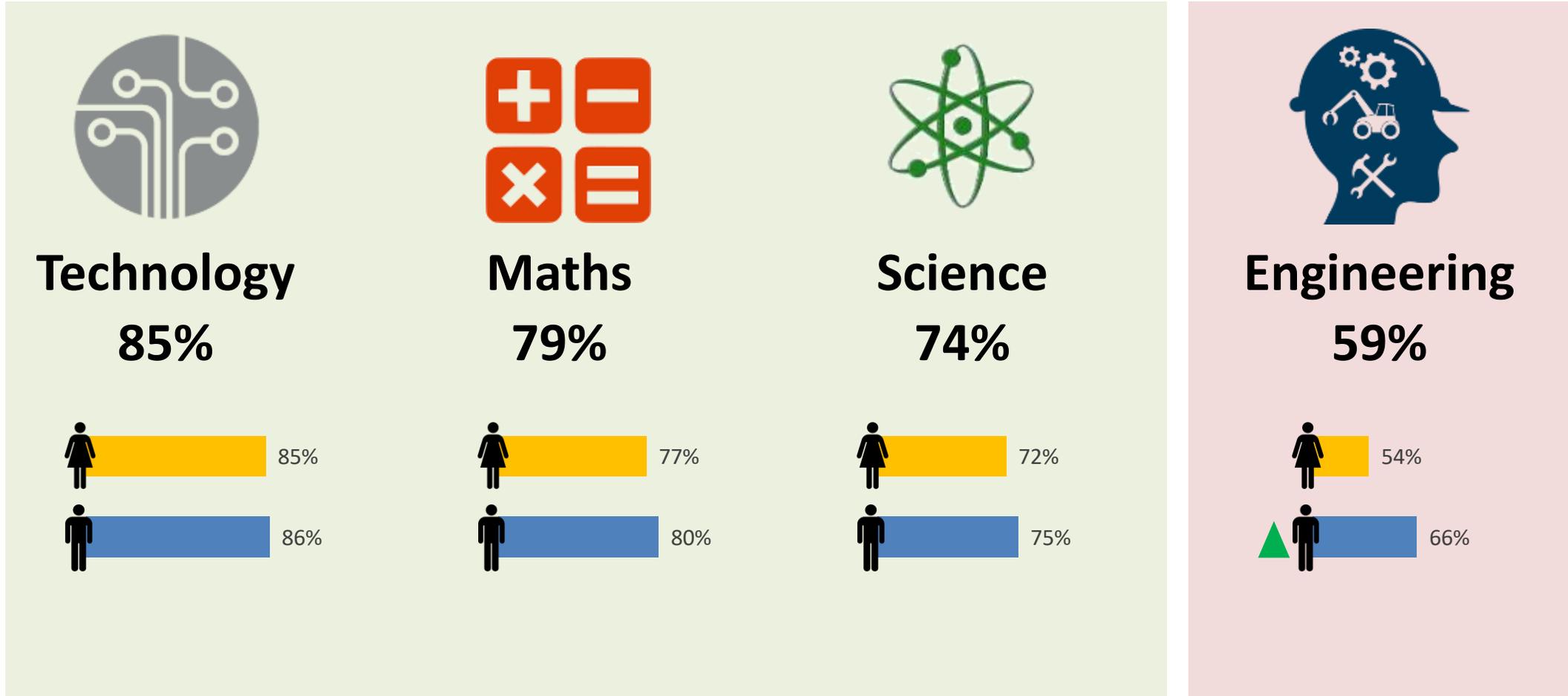


"I am just extremely interested in STEM, with the minimal amount of females interested it makes me aspire to study STEM related subjects to close the gender gap."

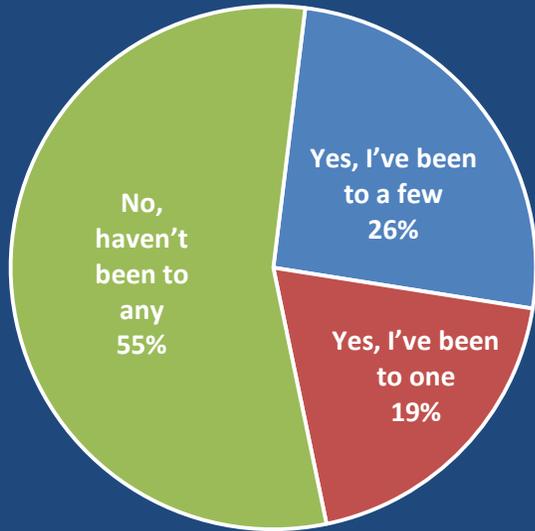
Female, 16

Skills in science and technology seen as important to get a good job in the future.

STEM knowledge and skills importance for employment



Impact of Science activities outside of school



45% have attended events in the past 12 months, with one-quarter attending more than one.



Awareness



Youngest people
12 – 17 year olds had the highest attendance of 49%

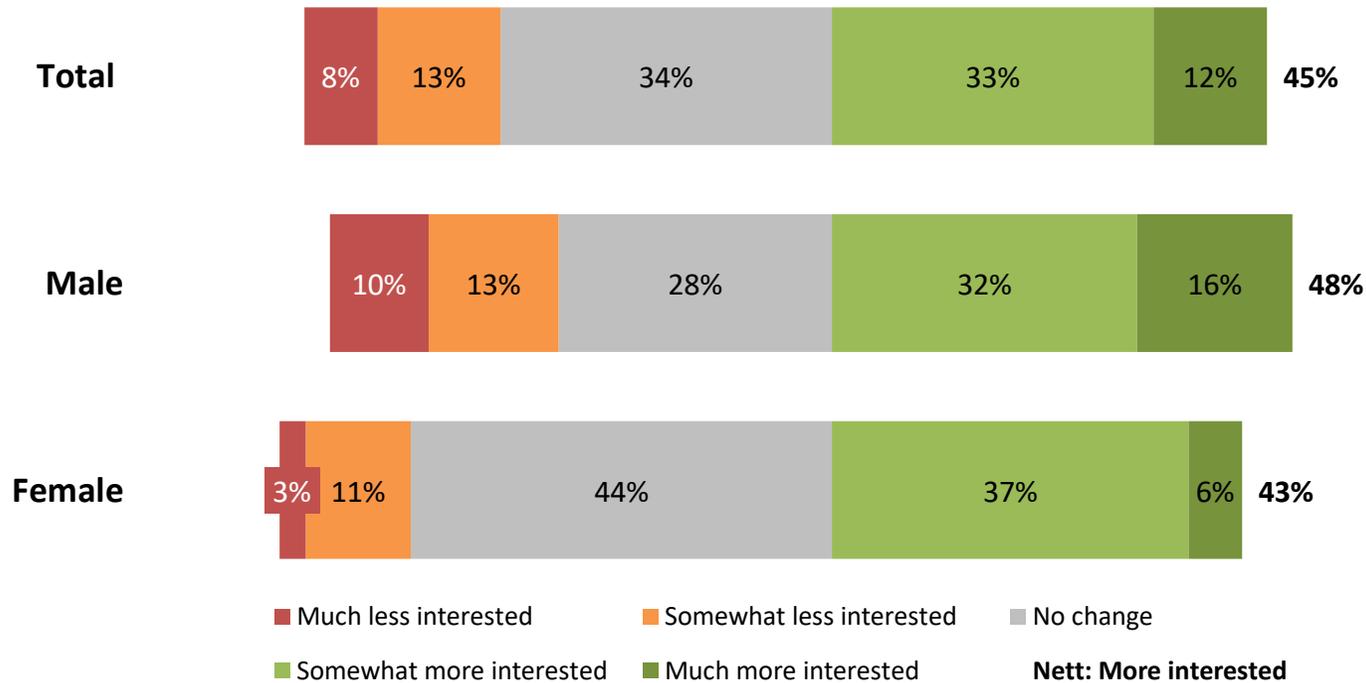


Gender
48% of males have attended any event vs 42% of females



People born overseas
had higher participation than those born in Australia (53% vs 43%)

Interest in studying STEM subjects after attending STEM events



45%

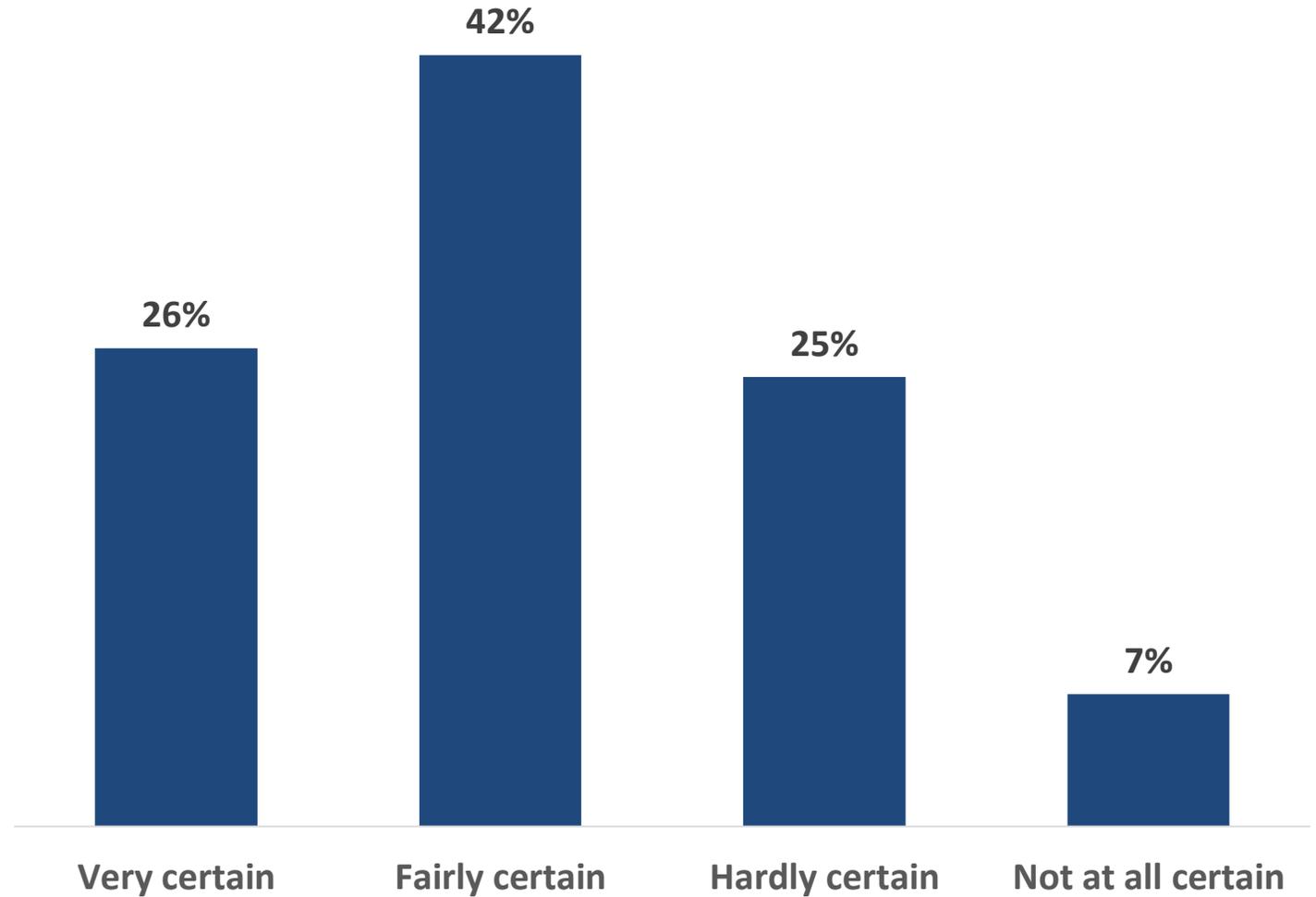
of people who attended the events say it increased their interest in studying STEM-related subjects.



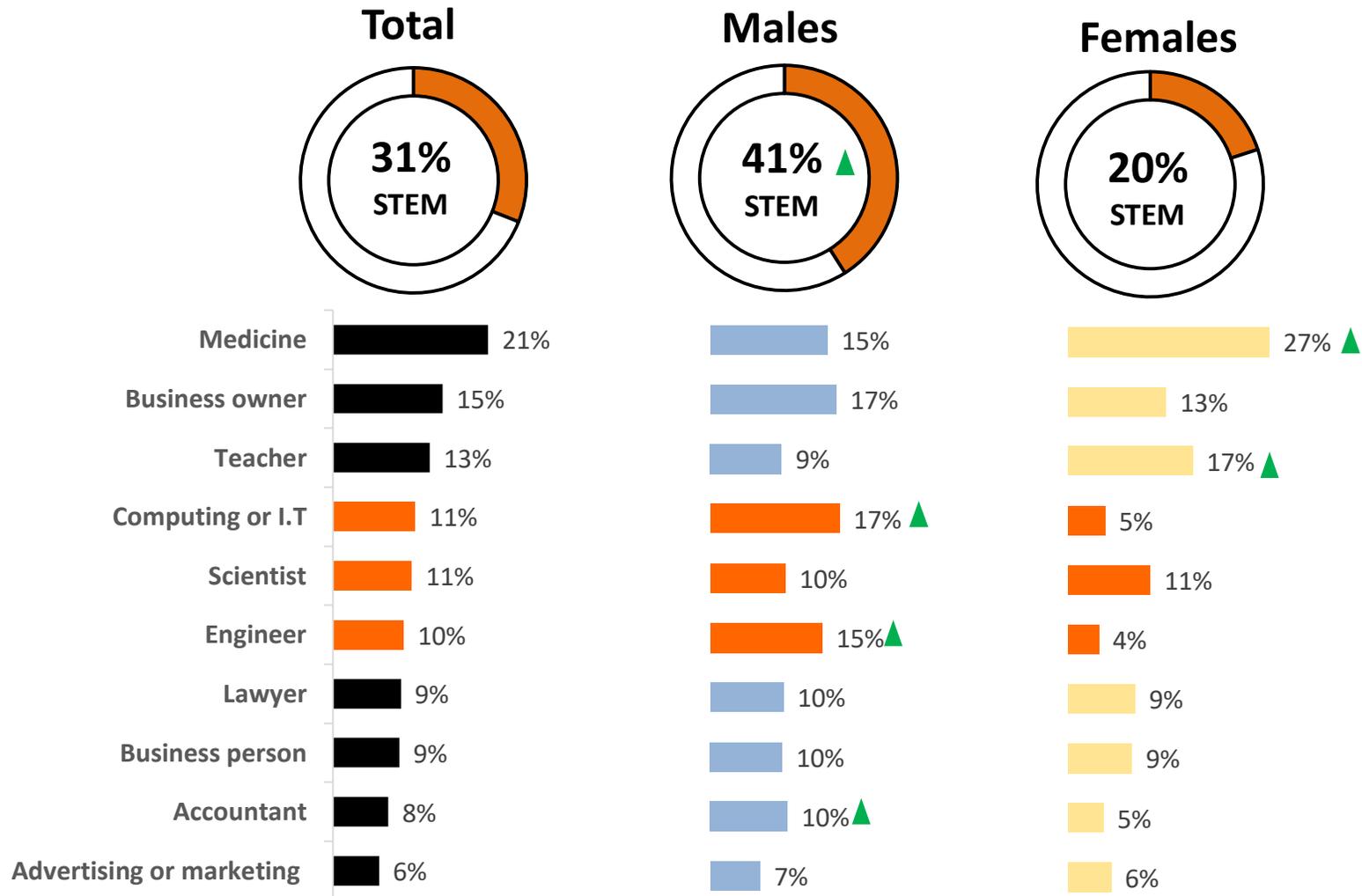
Student's career outlook

68%
of young
Australians feel
certain about
their future
career

Career certainty



Top 10 career preferences



Females lean towards the medical field and teaching.



Males opt for business, IT and engineering.

Q. And what type of career would you like to have in the future?

Base: Total – 1,434, Males - 691, Females - 714

Top 3 importance factors on career choice

'Very important'



61%
Good working condition



55%
Job security



53%
Subject matter is interesting

Dividing factors between males and female



18%
Uses a lot of technology



26%



10%



39%
Helping people

34%

44%



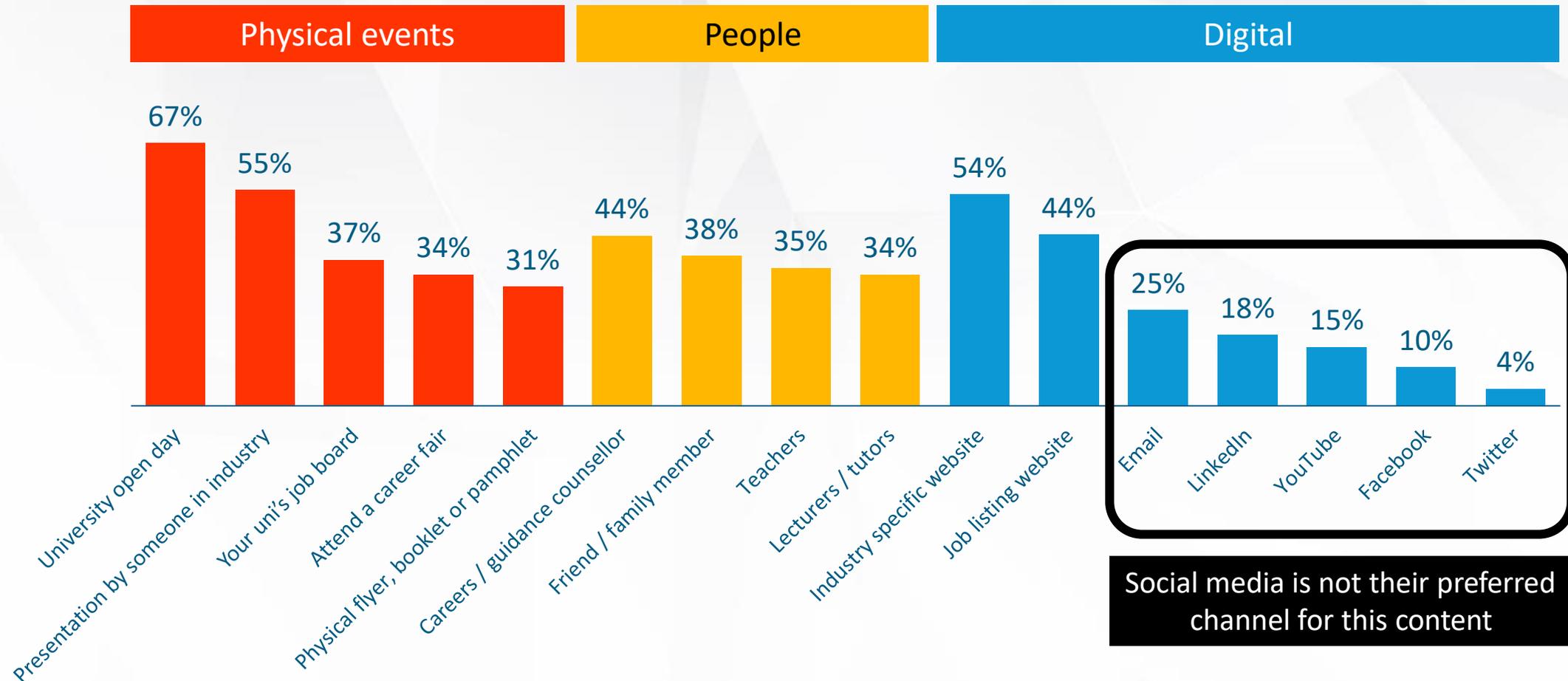
34%
High salary

37%

30%

Students are most likely to engage with real world events such as open days and presentations from people in industry

Information sources “Very likely” to engage with





Student's outlook on education & careers

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