



# Uptree

**‘What young people want for their future careers’,  
with findings from Uptree's Student Survey.**

**March 2023**

# Uptree's student survey: the aims.

- To understand young people's career aspirations and what employers can do to support their future workforce.
- To share the voice of our student network with employers.



# Uptree's student network overview.

**Our network of 218,000+ students comprises:**

**66%** from Black, Asian & Minority Ethnic backgrounds

**48%** in receipt of free school meals

**53%** are female

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**840 students aged 16-21 took part in the 2023 student survey.**

**74%** from Black, Asian and Minority Ethnic backgrounds

**38/61%** gender split (female/male)

**Students planning their futures:**

**61%** university · **25%** apprenticeships

**2%** jobs · **4%** gap year/internship · **8%** unsure

# Trends over time

We have expanded our student network with more than **53,000** students in the past year.

Working with **16%** more students in receipt of free meals

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A total of **453** more students aged 16-21 responded to our **2023 Student Survey** than in our **2022 Student Survey**.

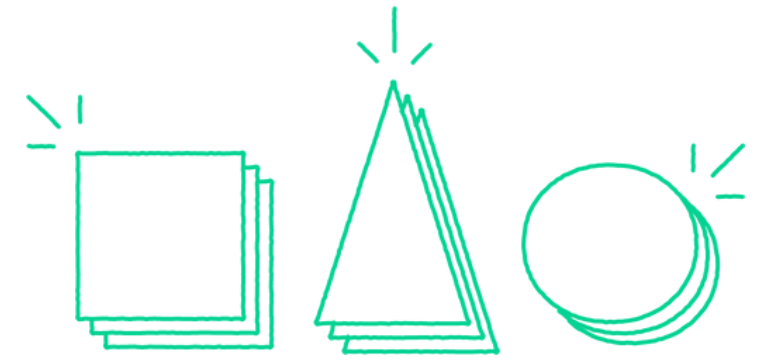
**Young people planning their futures:**

**6%** decrease of students who want to plan for university since the previous year

**11%** increase in the number of young people within our network who plan to enter apprenticeships

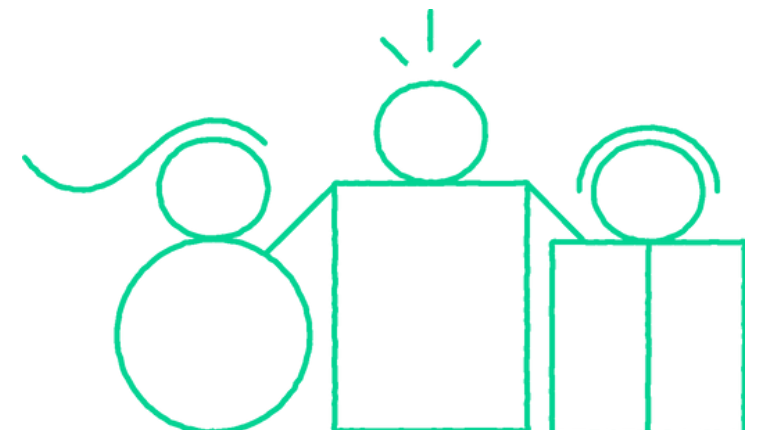
These findings suggest that more young people are considering alternative pathways to traditional higher education.





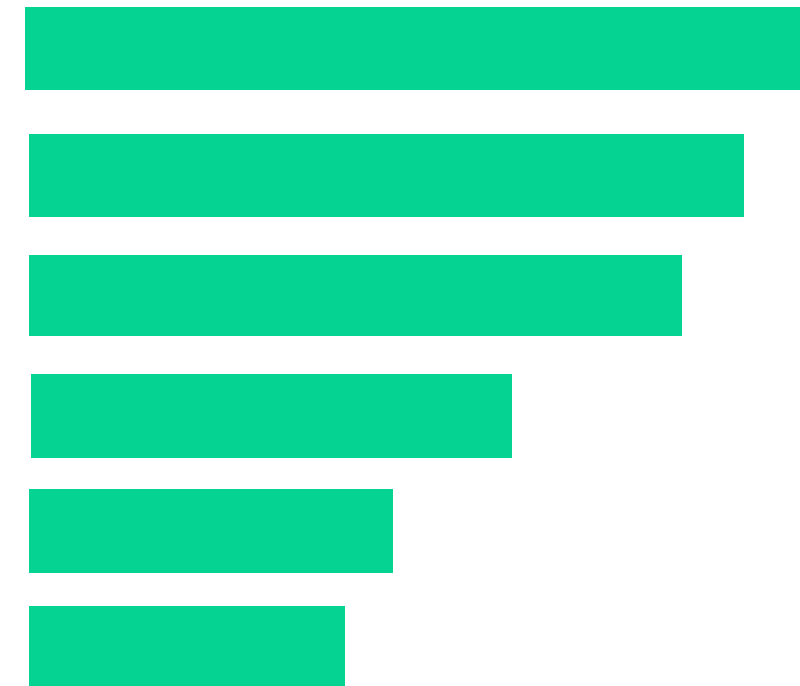
# Industries of interest.

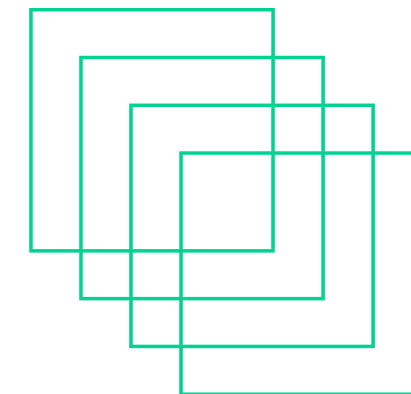
We asked young people to select a number of industries they're interested in and why.



## Select the industries you have an interest in.

- **47%** Business, finance, professional services
- **42%** STEM
- **31%** Law
- **22%** Marketing, media, creative
- **9%** Pharmaceuticals
- **8%** Insurance



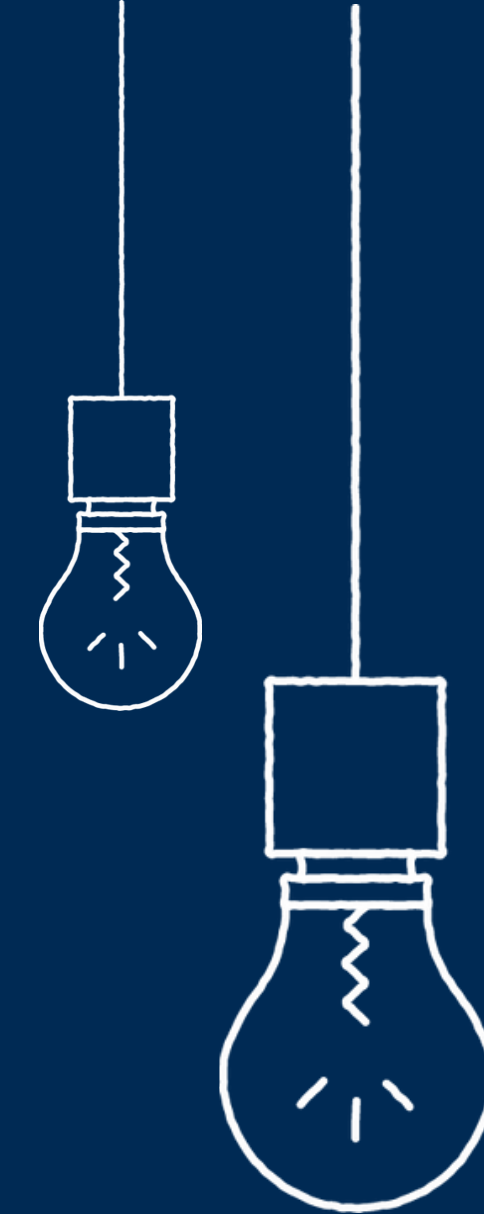


## Reasons you want to work in the chosen industry.

- **72%** Talents and passions align
- **57%** Meaningful work
- **56%** Competitive pay
- **46%** Variety of jobs available
- **38%** Creativity and innovation are encouraged



## Employer tips.

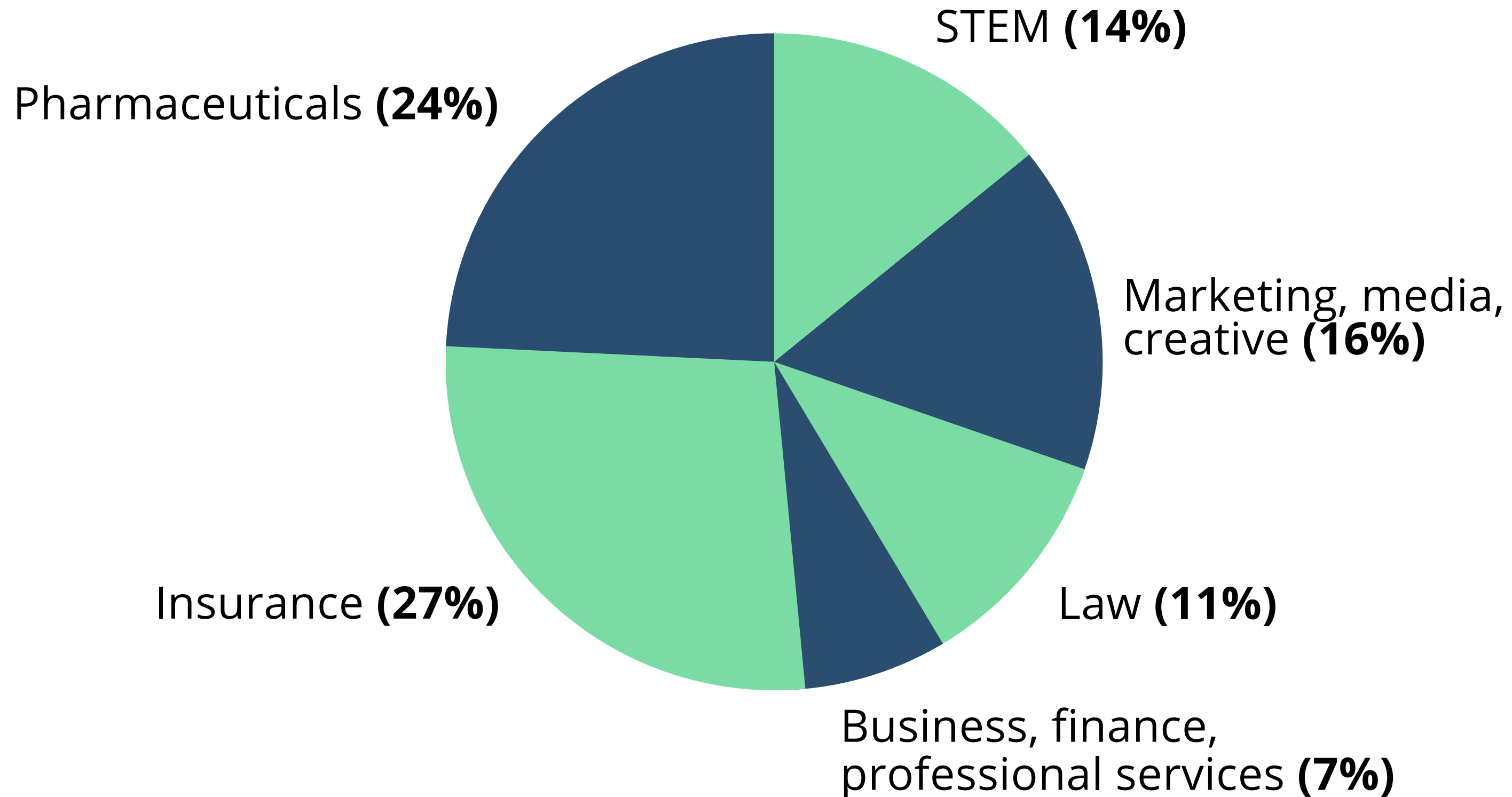


Young people today want meaningful careers that align with their passions and encourage innovation.

- Attract, hire and retain young talent by fostering personal and professional **progression**.
- Encourage a work culture where employees **feel safe to share** their experiences.



# In terms of available careers, which industry do you know the least about?



# Industries of interest.



## Summary

Young people want to pursue meaningful careers that they are passionate about, but a lack of connections and careers education leads to many students leaving school or college unaware of the diverse industries they might be able to pursue. Misconceptions about careers can result in young people limiting their career aspirations after school or college, even though there may be a perfect role for them in a company they are unfamiliar with.

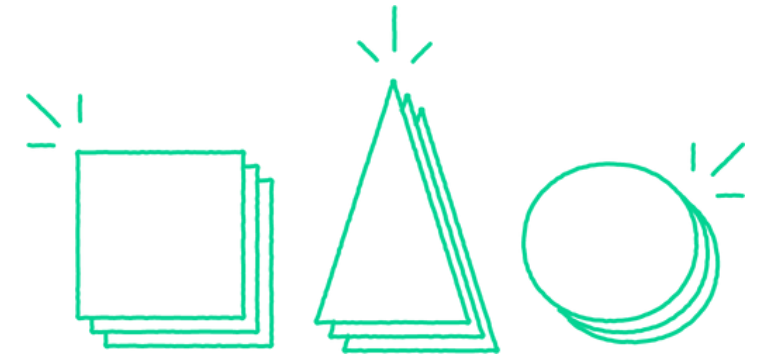
## Next steps

Employers can focus on educating students about their industry to support their future talent pipelines in a variety of ways, whether co-creating bite-sized online lessons with our expert team or running Work Experience Days at their company. At the same time, our school sessions will give an introduction to our upcoming opportunities with Employer Partners, as well as other ways young people can boost their skills and become more employable.

## Continue reading

[Careers education: supporting your future talent pipeline](#)

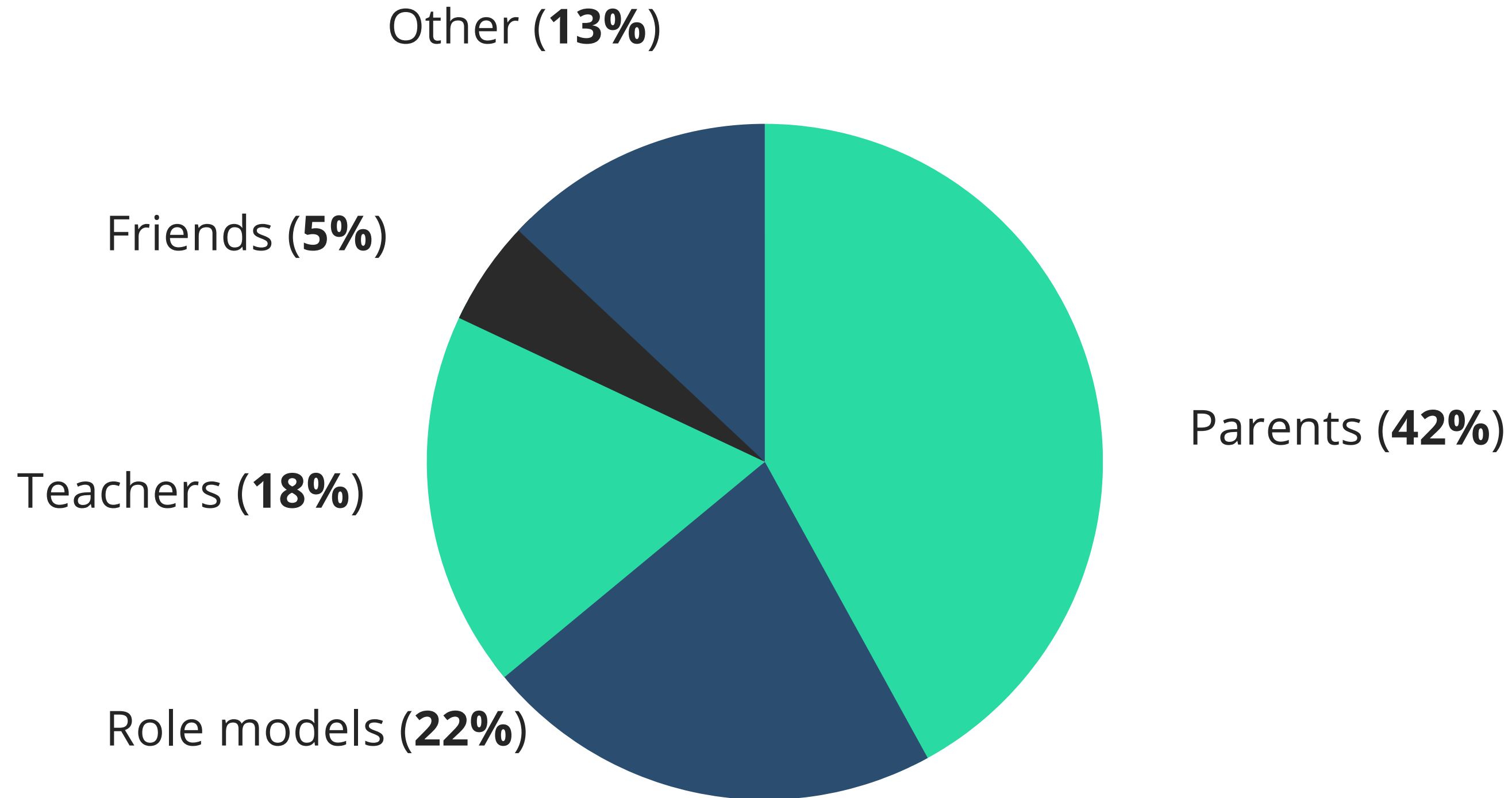
[Creating valuable student work experience](#)



# Career plans.

We asked students questions focused around their career route perceptions and future plans.

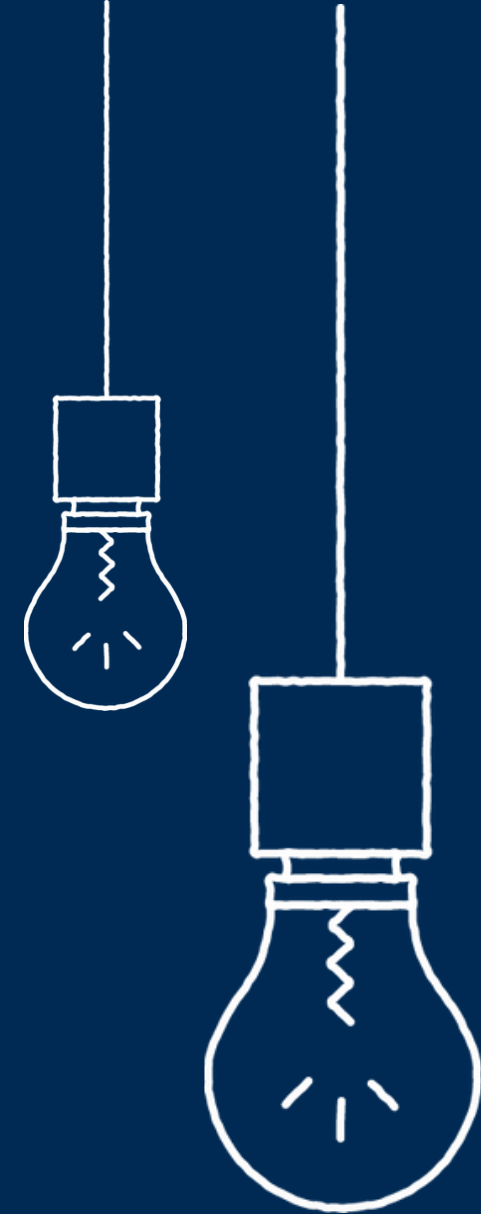
# Who is the biggest influence on your career path decision?



# Employer tips.

## Demystify career opportunities for young people

- Help **guide** parents – parents have a huge influence on young people's decisions after school/college, make sure they are aware of the advantages of apprenticeships.
- **Raise awareness** of your businesses – tap into Uptree's network of students and schools to deliver careers content to students at a crucial time in their career development, highlighting opportunities within your business.



# Describe how you currently feel about your career prospects.

“Not too good. I haven't bagged an internship yet and I'm not really sure exactly what I want to do.”

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“I have a general idea of what I want to do but struggle to find experience for it.”

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“I'm quite determined on what I want to do, but I'm not sure what niche I would want to go into.”

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“I have applied to degree apprenticeships and if they don't accept me I will go to university.”

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“I am unsure with what I will do in the future and quite nervous.”

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# Career plans.



## Summary

Educating parents/carers as well as students on career paths is something employers should consider in order to demystify early career opportunities such as apprenticeships.

Our 2022 Student survey underlined the strong influence of the pandemic and that it has taken a heavy toll on the mental wellbeing of young people. Unfortunately, we continue to see from our student network concerns about their futures. Employers can support them by providing students with more opportunities to better understand the world of work. Young people would benefit from career events such as work experience days where employers can introduce their company, speak about their organisational culture and share information on the pathways into the company. Work experience days can also be a great chance to highlight progression opportunities within the company, as Gen Z are interested in career development and self-growth.

## Next steps

Be mindful of the impact that Covid-19 has had on students' mental well-being. Raise awareness of your company's career opportunities with transparent, detailed information about how your scheme may help young people develop their career. Encourage parents to follow our Parents' Newsletter as it keeps parents/carers informed about all our upcoming events and opportunities. Shed light on the importance of apprenticeships by working with third party companies such as Uptree. Our team will help you engage, inspire and attract diverse talent and showcase your unique Early Careers opportunities to support your future workforce.

## Continue reading

[5 ways employers can inspire and engage young people](#)

[How Uptree school sessions showcase career routes in your industry](#)

# Key takeaways.

- Today, young people look for self-growth within the work place. Promote personal and professional development in order to engage, inspire, attract and retain young talent.
- Raise awareness of your apprenticeship programmes by educating parents as well as young people about the benefits of your schemes.
- Use bite-sized lessons to educate young people on the career opportunities available to them and shed a light on the industry.
- Demonstrate how your company fosters a sense of belonging, creates a meaningful work space and supports employee wellbeing.





# Our story.

**We believe that every young person should have access and opportunity to progress their career based on their talent and potential (not their connection or background).**

Our mission is to be the leading platform providing young people with free careers education and experiences of work to drive equality of opportunity for all.

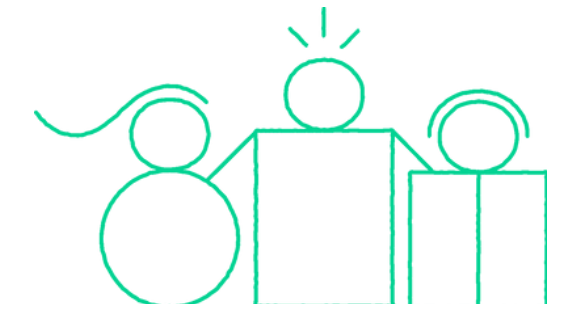
Uptree was created to combat the inequality within careers education that our CEO Tamsin saw first-hand as a teacher.

Our Education Team targets schools and students that need our support the most. We offer a free programme of careers workshops and guidance to prepare them for work experience days with our fantastic partners.



**Uptree**

# Why it matters.



**Less than a third** of 17 and 18 year-olds have completed work experience.

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Nearly **a third** of state school teachers say they don't have enough funding to deliver good quality careers education.

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**Over three quarters** of state school teachers (88%) felt that their teacher training didn't prepare them to deliver careers information and guidance to students.

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**One in three** secondary school students do not feel confident about their next steps in education and training.

*(Paving the Way, 2022)*

A low ability child from high income family is **35%** more likely to be a high earner than a high ability child from a low income family.

Students from poorer backgrounds earn **half** as much as their more privileged peers in their first job after university because they put themselves forward for fewer roles and lack the family connections and financial support to hunt for top jobs.

*(The Guardian)*

Disadvantaged young people are **twice as likely** to be unemployed or inactive.

*(Social Mobility Commission)*

# Thank you.

**Employers and general enquiries:** [learnmore@uptree.co](mailto:learnmore@uptree.co)

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