

Careers Expo Attendee Survey

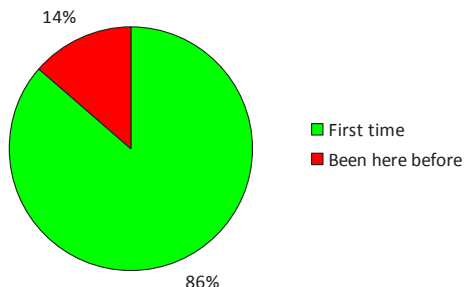
Approach

The research was conducted by Tasman Research and consultation with field support from Reid Research over the 3 days of the Auckland careers expo. - 28 -30 May, 2015. This time period covered the entirety of the event, and the interviews were evenly distributed.

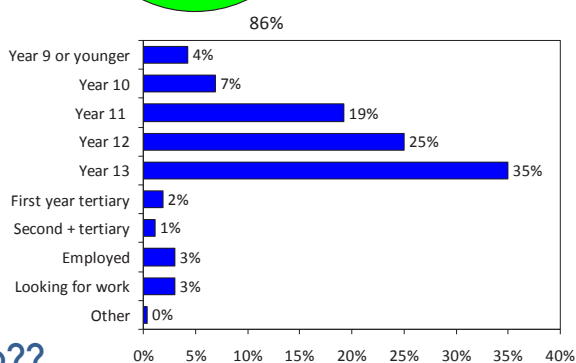
Between the two interviewers, they talked to 261 people who attended the event.

Who attends these events?

For the vast majority of people attending, this was their first (and probably only) time.



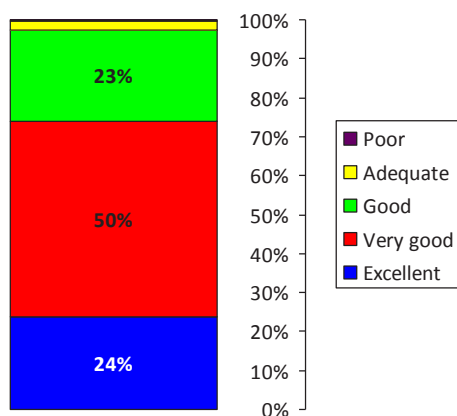
We also asked people what their stage in schooling was. As expected, over 50% were Year 12 or 13, although 7% were year 10 or younger. About 10% were either employed (and looking to change careers) or seeking employment.



How do people rate the Expo??

A staggering 97% of people rated the event "good" or better. Tasman has used this scale for customer satisfaction for almost 20 years, and this is one of the highest results seen. By using a weighted average for these results we get an average rating for the Expo of 84 out of 100.

People who attended this event were very happy with it, and rated it very highly.



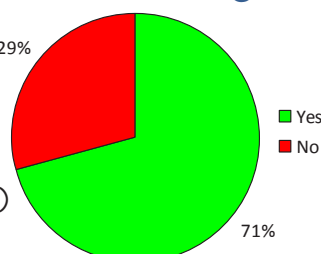
Where are they in their journey?

We asked people where they were in their career planning. 100% meaning they were totally sure what they wanted to do, and 0% meant not sure at all.

The levels of surety vary a lot from individual to individual. However, only 15% have less than 50% surety in what they want to do. This means that most people who attend the Expo leave with at least 50% confidence levels - and about half have over 70% surety. (We can't say this is due to the Expo, but it's certainly an encouraging sign.)

How does the Expo contribute to career decision-making?

We asked people if the Career's Expo had contributed to their decision-making and, if so, how. Almost three-quarters said "yes", that the Expo had contributed to their decision-making. (Some of these said "a little" or similar, but the 71% represents a positive response.)



(Full verbatim replies are contained in the complete research document - available from the organisers on request)

careers
expo
RESEARCH
TOPLINE
RESULTS
Conducted June 2015

NEW ZEALAND
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25
YEAR
Anniversary