

# Careers Expo Attendee Survey

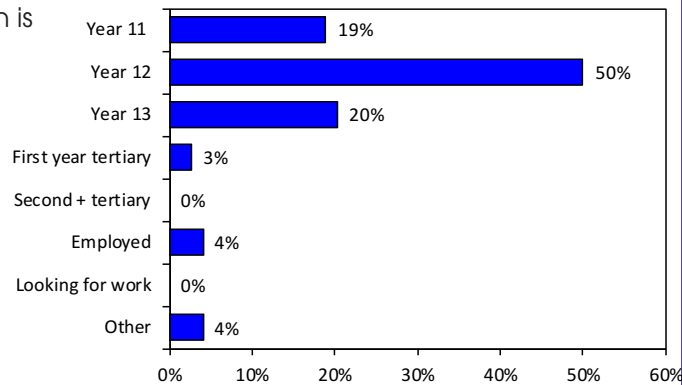
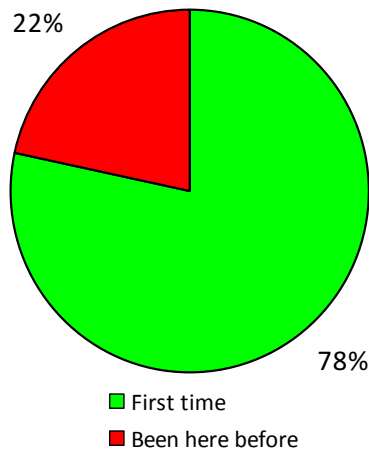
## Approach

The research was conducted by Tasman Research in consultation with field support from Reid Research over the 2 days of the Wellington careers expo. - 16 & 17 June, 2017. This time period covered the entirety of the event, and the interviews were evenly distributed. Interviewers talked to 74 people who attended the event.

## Who attends these events?

For the majority of people attending, this was their first (and probably only) time. In Auckland in 2015, only 14% had attended before, whereas in Christchurch it was 30%. Wellington is halfway in between.

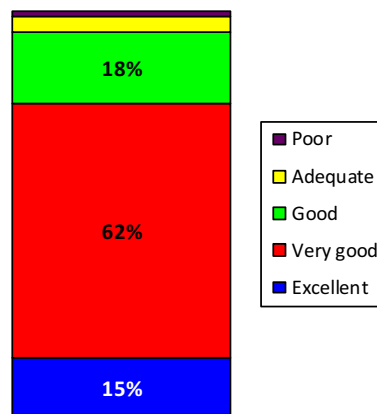
We also asked people what their stage in schooling was. As expected, a large number (70%) were Year 12 or 13.



## How do people rate the Expo?

A staggering 95% of people rated the event "good" or better. Auckland got 97% in 2015 and so did Christchurch in 2016.

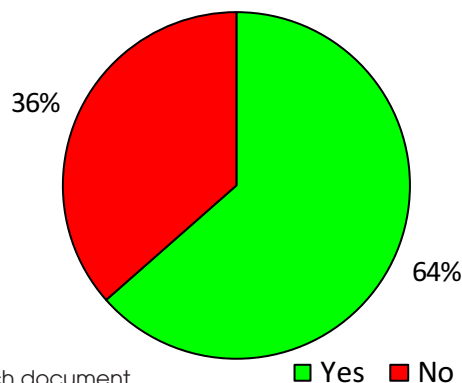
Tasman has used this scale for customer satisfaction for almost 20 years, and this is one of the highest results we've seen. People who attended this event were very happy with it, and rated it very highly.



## How does the Expo contribute to career decision-making?

Almost two-thirds said "yes", that the Expo had contributed to their decision-making. (Some of these said "a little" or similar, but the 64% represents some sort of positive response.)

This is very similar to Christchurch, as might be expected.



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