

# Careers Expo Attendee Survey

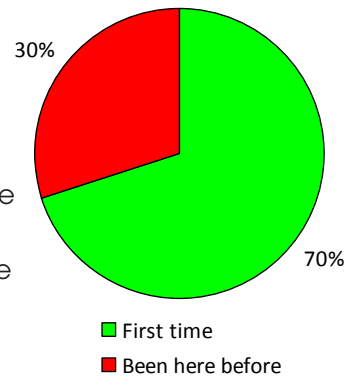
## Approach

The research was conducted by Tasman Research and consultation with field support from Reid Research over the 3 days of the Christchurch careers expo. - 12-14 May, 2016. This time period covered the entirety of the event, and the interviews were evenly distributed.

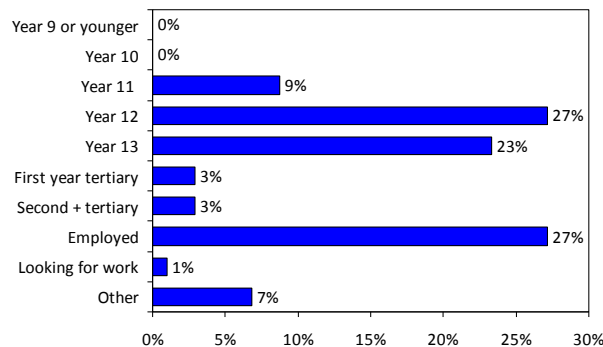
Interviewers talked to 103 people who attended the event.

## 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. This is probably because 27% of the Christchurch attendees were employed (compared to Auckland's 3%) and 11% of the Auckland attendees were Year 10 or younger, whereas in Christchurch it was zero.



We also asked people what their stage in schooling was. As expected, a large number (50%) were Year 12 or 13

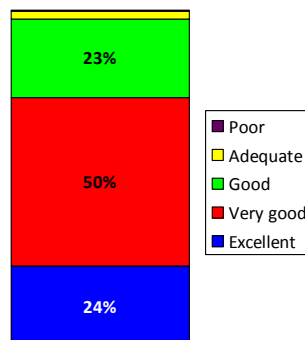


As mentioned, the main surprise was that 27% were employed and clearly looking to change careers

## How do people rate the Expo??

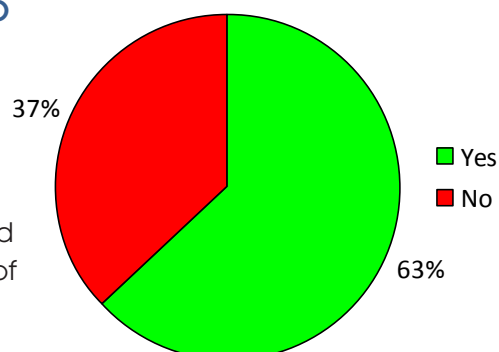
A staggering 97% of people rated the event "good" or better - the same as in Auckland in 2015. Tasman has used this scale for customer satisfaction for almost 20 years, and this is one of the highest results we've seen.

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



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

We asked people if the Career's Expo had contributed to their decision-making and, if so, how. Almost two-thirds said "yes", that the Expo had contributed to their decision-making. (Some of these said "a little" or similar, but the 63% represents some sort of positive response.)



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