

# How to Talk with Youth About Careers

2023



FROM  
THE DEBRUCE  
FOUNDATION



## Guide: How to Talk with Youth About Careers

### Join youth where they are:

- Express interest in **self-discovery**.
- Value **relationships**, both online and in-person.
- Show **confidence and hope** in them for their future careers.
- Share tips and **resources** supporting career exploration.
- Provide opportunities for **new experiences and network connections**.

### Connect with their **challenges**, **changes**, and **choices**

#### **CHALLENGES**

Notice common challenges for many youth: getting initial work experience, followed by networking; developing specific work-related skills; and writing a resume or cover letter.

#### **CHANGES**

Acknowledge they will likely have many job changes in their career journey.

Honor the importance of early work experiences and their relevance.

#### **CHOICES**

Prepare for conversations that involve multiple post-secondary options.

Share time and technologies to aide exploration of career options and preparation.



# Connect with Youth's Challenges, Changes, and Choices

## CHALLENGES

**Notice the common challenges for many youth: getting initial work experience, followed by networking; developing specific work-related skills; and writing a resume or cover letter.**

As much time as we spend helping youth explore careers, attention should be given to **help youth get their foot in the door, land their first jobs, and begin building their Career Literacy and Network Strength.** Youth with work experience, including part-time jobs, are:

- More confident they will meet their goals,
- More likely to have taken active steps to research and prepare for a career, and
- More interested in educating themselves about their options.

## CHANGES

**Acknowledge their focus on change.**

Recognize their strategy to earn more is to change jobs. Appeal to this desire to change, even if it is only laterally, to **help youth reflect on what they learn in each new work experience.** Speak with them about the skills and work activities they have learned by having worked in each different place. Notice early work experiences can take place in different places from babysitting to fast food; school stores to summer internships.

**Honor the importance of early work experiences.**

Capitalize on their interest to have more rewarding work, make more money, hold a leadership or managing role, or have more control over their schedule when they are in the first entry-level jobs. This is a good time to **help youth research options for additional schooling or training needed to take the next step** toward what they now seek.

## CHOICES

**Prepare for conversations that involve multiple post-secondary options.**

Understand they want to hear about alternatives to four-year college. **Help youth identify resources** for credentialing programs, apprenticeships, military, entrepreneurship, first work experiences, two-year college degrees, and career and technical programs.

**Share time and technologies to aide exploration of career options and preparation.**

Youth are online and most likely on mobile devices. Recognize where they are and point youth to quality resources on YouTube, Instagram, and TikTok that can help with career exploration. Combine online Career Literacy-building technologies with opportunities for in-person engagement with parents, other trusted adults, and peers. Talk about the career exploration and preparation choices they are making.

<b>Finding</b>	<b>Description</b>
1 <b>Youth are confident and may not believe they need help.</b>	Overwhelmingly, 90% of youth are at least somewhat confident they will attain their career goals. This confidence holds up regardless of race, class, educational attainment, or identity. That is their starting place.
2 <b>Despite this confidence, youth face significant challenges right now.</b>	The leading challenges in this generation involve mental health, dealing with inflation, and the rising cost of living. One practical outcome of this strain is that young people focus more on seeking jobs that pay well and express more interest in jobs that account for mental health e.g., flexible hours, mental health breaks, and insurance that covers mental health costs.
3 <b>Youth do not see opportunity in the current “employee’s market”, nor do they look for career choices and how to prepare.</b>	Unemployment is down in this country and many employers struggle to fill jobs. However, youth still struggle, in large measure because they believe the jobs available to them do not pay enough. When it comes to deciding on a career or occupation, less than half of youth in our survey have researched their potential earnings, figured out qualifications needed for a job, or even researched a job online.
4 <b>This generation is historically diverse.</b>	Less than half of youth in our country are white and a growing number (23% in this study) identify as LGBTQ+. Any outreach must account for this diversity. However, LGBTQ+ youth in our research have basically the same career goals and expectations as other youth, just as youth of color express the same goals as white youth.
5 <b>Youth have a distinct set of strengths and values. They also have some self-ascribed weaknesses.</b>	Youth describe themselves as tolerant and inclusive. They convey strong confidence about their ability to change the world. They also project a real entrepreneurial spirit, reflecting the existence of an increasingly open marketplace on social media. At the same time, they are the first to admit their reliance on social media—74% spend four hours or more per day online—and recognize that social media is a primary source of mental and social anxiety.
6 <b>Youth view the world through a 3-inch screen.</b>	A significant number of youth say they would not bother exploring an issue if they could not use their phone. When it comes to researching jobs, youth are more likely to use phone-friendly platforms like YouTube, TikTok, and Instagram.
7 <b>Youth have a more nuanced view of college and the “necessity” of a four-year degree.</b>	Youth are not necessarily inclined to incur a six-figure student debt to “discover” themselves in college. Rather, their approach to college is transactional; if they are interested in a career that requires a degree (e.g., engineering), they will pay the cost. However, many youth are interested in careers that do not require a degree.
8 <b>Young people will change their jobs and possibly careers frequently.</b>	Over half (52%) of youth say that one should stay at a job for no more than 3 years before moving on. For some, this frequency reflects a recognition of a rapidly evolving market, where technological change creates new jobs and extinguishes old ones. Other youth look to lateral job movement as a strategy for increasing income and benefits, as they hunt for better pay in a difficult economy.
9 <b>Work experience is paramount and too often overlooked.</b>	Youth with experience are more confident they will achieve their career goals, are more interested in researching future careers, and do a better job preparing for a career. Some youth learn invaluable work-related skills and habits in their first job; others learn what they do not want to do and are inspired to prepare themselves for more rewarding work.
10 <b>Youth are also interested in self-discovery.</b>	Six years and three waves of this specific research, testing tools, surveys, and messages, have taught us that youth are interested in discovering themselves and understanding how their unique interests and strengths can apply to their careers. The DeBruce Foundation believes engaging them on this journey of discovery is the starting point to helping youth expand their career pathways.

Research Report Released November 2023

## How to Talk with Youth About Careers

To: Interested Parties  
Commissioned By: The DeBruce Foundation  
Conducted By: Greenberg Quinlan Rosner (GQR)

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In 2024, more than 20 million young people (ages 16–24) will enter the workforce, some for the first time. For many, this baptism into the world of work will be the successful culmination of years of study and training, reflecting a pre-determined career path that began years earlier. For others, this process will be erratic, frequently interrupted, largely unplanned, and ultimately frustrating.

[The DeBruce Foundation](#) dedicates itself to helping young people on their journey, regardless of the path. Since 2017, in service to this mission, The DeBruce Foundation continues to sponsor comprehensive research on young people and their preparation for careers. This effort sheds light on how young people come to decide what career they want to pursue, their perceived opportunities and obstacles, and what resources they believe are available to them. The research also reveals how professionals who work with young people on issues of careers and employment should talk to this generation.<sup>1</sup>

This generation is distinct in many ways, facing substantial challenges, but also possessing some important strengths that they can harness to find their unique career path. The DeBruce Foundation believes **meeting young people where they are** when it comes to their careers is the first important step to helping young people fulfill their potential.

That conviction informs this research report.

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<sup>1</sup> See appendix for research specifications.

## Key Findings

Young people demonstrate a remarkable level of confidence in their ability to navigate their economic future.

Nine in ten (90 percent) of the young people in our survey are very (42 percent) or somewhat confident (48 percent) they will ultimately be able to achieve their career goals; 90 percent also believe they will do as well (45 percent) or better (45 percent) than their parents. This confidence holds up regardless of race, class, educational attainment, or identity.

**Figure 1.** Young people are confident in navigating careers and occupations.

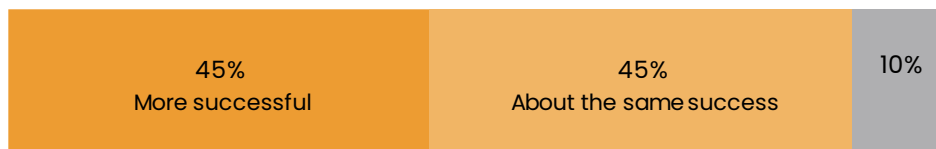
**90% are confident they will achieve** their career goals.

"How confident are you that you will ... achieve your career ... an occupation that suits you?"



**90% believe they will be at least as successful** as their parents.

"Do you believe you will be more or less financially successful than your parents?"



\* GQR 2023 Nationwide Youth survey (n700)

In qualitative research, this confidence has two sources. First, some number of young people set their sites for careers they believe will be in-demand, mostly revolving around the STEM fields, but also on "evergreen" careers that are more immune to economic turbulence (health care, teaching, etc.). For others, this confidence reflects raw conviction and self-assessment. As one young person put it, "I know I am awesome!"

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*“Currently, I go to a very good school for my study interests, and the job market is always expanding, so I truly believe that with hard work and proactiveness, I’ll be able to find a truly great occupation.”*

*“My parents are immigrants, so they faced more barriers & ceilings in their careers than I probably will (since I can speak English fluently & understand the culture). I also have to be a little delusional about my financial future in order to stay optimistic.”*

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Whether this confidence is realistic is not the issue; what matters is that this is where young people start this journey. If our approach is “you need real help” or “you need to be less confident,” we are not meeting young people where they are.

## Young people face enormous financial strain.

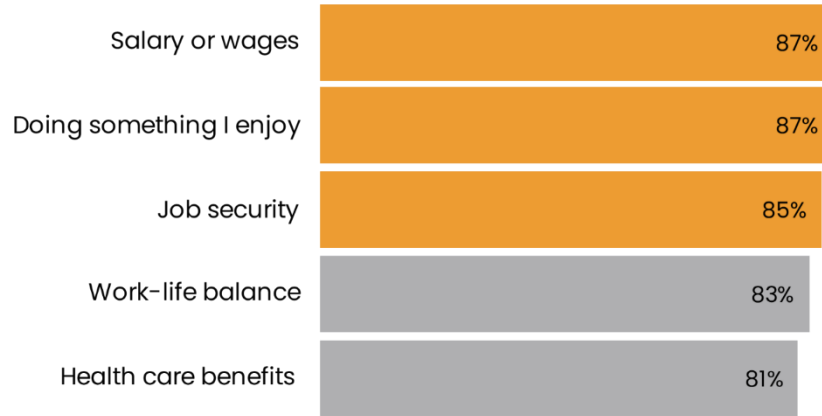
The confidence outlined above does not absolve young people from real world pressures. Like many Americans these days, young people struggle with rising costs. As one young man memorably quipped, “just when we graduated, everything started getting more expensive.” One outcome of this financial pressure is that young people are significantly more focused on the salary, benefits, and stability of a would-be career than has been the case in the past. Indeed, salary and job security are two of the top three most important factors in a young person’s career search (87 and 85 percent respectively view these as important). This is not to say that issues like having a career they enjoy or considerations like work-life balance do not factor into career decisions. Young people are highly focused on doing something they enjoy and report it as an important factor at rates equal to salary or wages. However, salary and job security jumped the most from 2021 to 2023 among respondents with a growing number of young people prioritizing the bottom line in the current economy.

See Figures 2 and 3 on the next page.

**Figure 2.** Youth are more focused on money and security.

Of 17 career considerations **salary and security** are in the top 3 selected.

"Thinking about the career or jobs you're considering, how important are...following factors?"

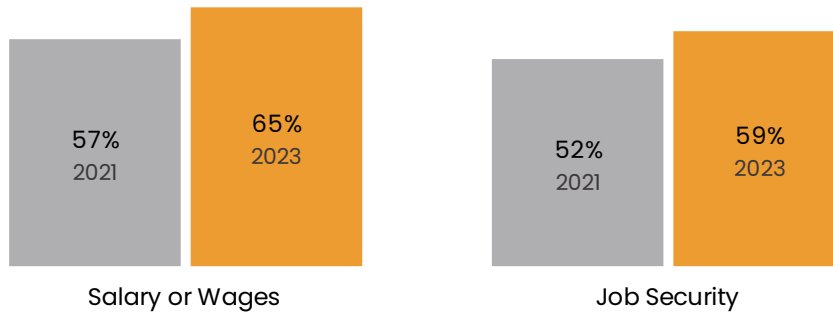


\* GQR 2023 Nationwide Youth survey (n700)

**Figure 3.** Salary and job security have jumped the most among those who say they are very important.

Respondents identifying **salary and security** as very important increased.

"Thinking about the career or jobs you're considering, how important are...following factors?"



\* GQR 2021 and 2023 Youth surveys (n700 each)



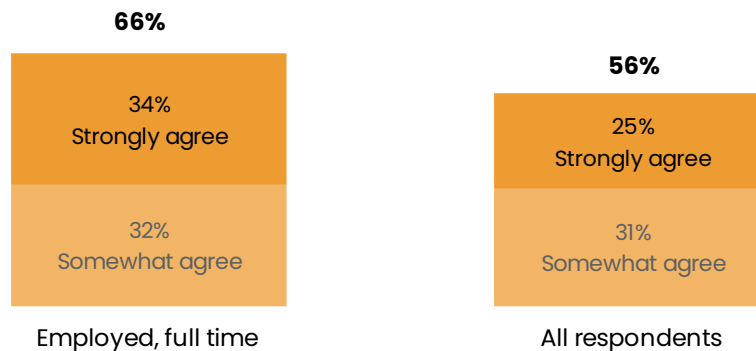
## In an “employee’s market,” young people do not see much opportunity.

Many businesses complain about their inability to attract workers and fill jobs, and the media often writes stories of an “employee’s market” where businesses compete for young talent by increasing salaries and benefits. Most of the young people we talked to do not experience this kind of marketplace, mostly because the jobs available to them do not pay enough. Among young people working full-time, 66 percent agree, “there are some jobs available in my area, but few jobs available to me that pay enough to live on.”

**Figure 4.** Many youth employed full-time do not see an “employee’s market.”

**66% of employed respondents** feel pay for local jobs **is not enough to live on.**

“There are some jobs...in my area, but few jobs available to me that pay enough to live on.”



\* GQR 2023 Nationwide Youth survey (n700)

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*“I was constantly job hunting for six months. I was trying to get 11 dollars an hour. Just was impossible.”*

*“Most places require four times the income for rent.”*

*“The economy would not be bad if we could afford to live somewhere.”*

*“They cannot afford to hire more staff. Prices are going up and jobs are going down.”*

*“Trying to get a job for more than \$15 an hour is really a struggle.”*

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In qualitative research, we had young people read a [New York Times article](#) outlining employers' efforts to hire Gen-Z.<sup>2</sup> Two important trends emerge from their reaction. First, young people applaud these efforts, specifically, efforts to provide career options that align with their values, lifestyle, and aspirations (i.e., flexible hours, attention to mental health, outlets for creativity, and paths to advancement). As one young woman stated, "I think that it's so cool that companies and people higher-up are realizing that people want to work to live, not live to work. This article has made me a little more excited to enter the workforce (whatever my job may be)." Second, this reported courtship of young people and their talents is invisible for most of the young people we talked to in this research.

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*"This article actually makes me think that I am going to have better and more flexible opportunities in my future than my parents did. During Covid, I know that a lot of people started working from home and still haven't gone back and they like it. I personally don't have the chance to do that yet as a high school student. Most of us have to work in retail or fast food right now."*

*"This article makes me so incredibly happy. I love the new developments and overall support that so many organizations have been giving to their employees, especially the 4-day work week. I've never heard about these kinds of outreach, but I'm so glad that they exist."*

*"I think that this is an incredible shift and makes the workplace a more fun and inclusive environment rather than a necessity with no passion behind it. I love the changes that are being made. I have not heard about this kind of outreach. I am surprised by how companies are starting to realize what we need and how they are making the appropriate changes to align more closely with our values."*

*"I resonate with this article. A lot of the points it makes are things I struggle with in my daily life. Work life balance is so important, and a lot of careers think work is the most important thing. We were put on this earth to live, not to work. I've never heard of anything like this or experienced it, but I'd like to."*

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<sup>2</sup> [Gen Z Knows What It Wants From Employers. And Employers Want Them](#) - The New York Times (nytimes.com)

*Every job I've had I felt like I was disposable and could be replaced at any point."*

*"I have not heard of or been exposed to this kind of outreach."*

*"Pretty negative even though it was a nice idea. I feel like a lot of these jobs are like really perfect & meant to be for a lucky few, but probably not for me."*

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## Many young people also face significant mental strain.

In our survey, 81 percent of young people described their physical health as excellent or good; only 64 percent described their mental health as excellent or good.<sup>3</sup> In exploring this issue in qualitative analysis, some young people acknowledge that the stigma associated with mental health challenges is not what it was, and the number of young people currently seeking help reflects that more enlightened approach to mental health. Others point to social media as one source of mental strain.<sup>4</sup>

Regardless, mental health resonates with young people as one of the biggest problems facing their generation, and young people's interest in careers involving mental health is likely high right now. More broadly, jobs that provide the coverage for mental health support or prioritize mental health through benefits like flexible hours or less formal office settings pique the interest of many young people in our research.

See Figure 5 on the next page.

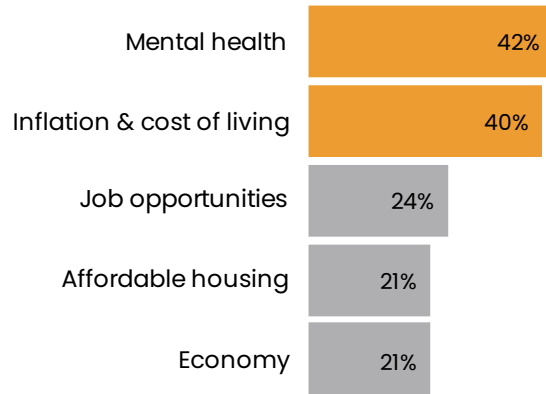
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<sup>3</sup> Interestingly, 86 percent of the parents of young people believe their child's mental health was excellent or good.

<sup>4</sup> See Page 18. While not specifically related to careers, we thought this interesting theme was worth sharing for additional context on meeting youth where they are.

**Figure 5.** Mental health and inflation are the leading challenges.

Of 15 common issues, **none were selected by 50%+** of respondents.  
"Pick the top 3 that you think are the biggest problems facing you and your friends."



\* GQR 2023 Nationwide Youth survey (n700)

**This generation is the most diverse in American history.**

This fact is hardly a secret. Around half of young people today are white. Moreover, the number of self-identified LGBTQ+ people has exploded among people under the age of 25 (23 percent of young people in our survey identify as lesbian, gay, bi-sexual, or gender-non-conforming). It is important for anyone working with young people to reflect this diversity in their outreach; it is also important to recognize that this diversity does not necessarily change young people's expectations for careers and occupations. LGBTQ+ people have, roughly, the same desires in a career as heterosexual people (good pay, work-life balance, something they enjoy, etc.). They also have the same confidence that they will realize their career goals. Nearly half (45 percent) of white youth have seriously thought about a career, 47 percent among young people of color.

## This generation has a distinctive view of its strengths...and weaknesses.

In repeated conversations with young people about their generations, the same themes emerge. They believe in tolerance and inclusion; they are connected to each other and to the world; and they believe they will make the world a better place. They are ambitious, not only in terms of creating change on a national or global scale, but also at the individual level and having an entrepreneurial spirit. At the same time, they recognize they are too tethered to social media, can be judgmental (e.g., cancel culture), and may lack the “soft skills” necessary for career advancement, which is to say the ability to talk to adults, build a network, bargain for a raise, or interview for a job face-to-face. This latter view is particularly prominent among parents of 16- to 24-year-olds.

In our qualitative work, we asked young people to write some lines for a cover letter for a job they are interested in; many young people pointed to their “communication skills” and ability to work with others. We then asked them to candidly outline any weaknesses they may have in a job setting; young people highlighted the exact same issues: soft skills, communication, and trouble working with others. Importantly, however, the weakness they highlighted most frequently was procrastination.

## Young people see the world through a three-inch screen.

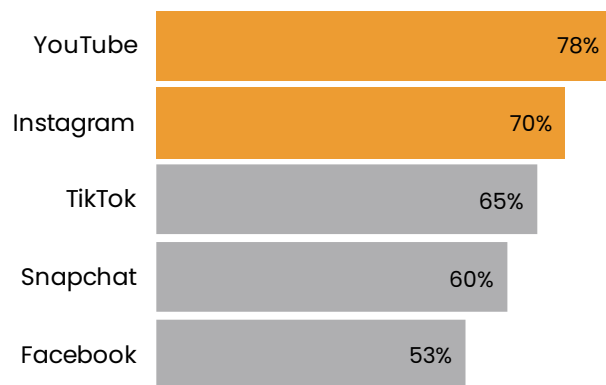
This finding is also not exactly news, but it does have very direct consequences for professionals working with young people. A 58 percent majority of young people spend four to nine hours per day online. This represents a modest decline from COVID-era levels, but still consumes much of a young person’s waking hours. One in three (35 percent) agree, “if I cannot find information about something quickly on my phone, I probably will not bother.”

Young people also use their preferred channels when researching information about jobs and careers. The top channel for exploring potential careers is YouTube (42 percent) followed by Facebook (36 percent), and Instagram (36 percent). YouTube, Instagram, and TikTok are the most popular channels overall.

**Figure 6.** YouTube, Instagram, and TikTok dominate social media.

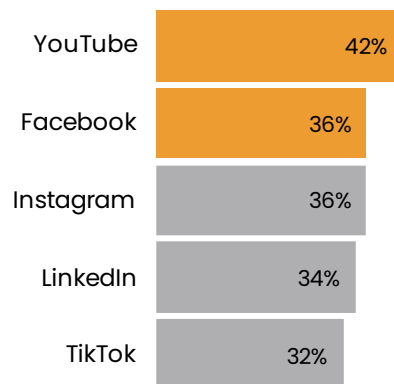
These social media platforms are **used by 50%+** of respondents.

"Do you have any of the following social media platforms? Please check all that apply."



**58% of respondents** did not identify social media for career exploration.

"If you were using social media to explore potential careers/occupations, which would you use?"



\* GQR 2023 Nationwide Youth survey (n700)

Groups working with young people need an integrated strategy for reaching this generation on these channels, in addition to ongoing face-to-face and direct outreach.

## College is increasingly viewed as less crucial to success.

Young people no longer look at college as the end all, be all of career preparation. Arguably, many young people never did. In the minds of many of the young people we talked to, the massive increase in the cost of college precludes them from using this experience as a vehicle for exploring different fields, interests, and occupations. Instead, the college experience is increasingly transactional. That is to say, some young people land on a career that requires a university degree (e.g., engineer) and justify the investment in tuition and time. Other young people consider careers that do not require a four-year college degree, yet to earn the money they want they need some type of post-secondary credential. The earliest career decision is not necessarily permanent.

Parents in our research are less likely to believe their child will attend college (62 percent, down 18 points from 2019). A 44 percent plurality of young people agree with the statement, “A college education is no longer worth the time it takes and the cost of tuition.” Just 28 percent disagree. Even among current college students and young people planning to attend college, a plurality agrees with this sentiment.

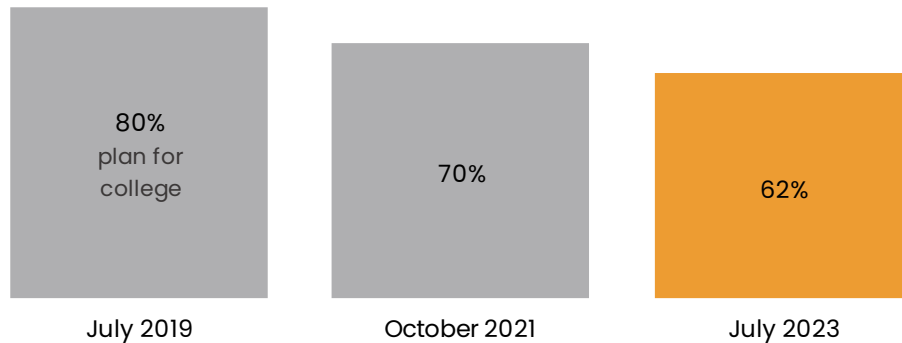
We need to be ready to have conversations with ambitious and driven young people that do not only involve acquiring a four-year college degree.

See Figure 7 on the next page.

**Figure 7.** Steady decline in parents who believe their child will attend college.

**18 percent point drop** in college attendance plans over four years.

"Does your youngest 16- to 24-year-old child plan on attending a 4-year college or university?"



\* GQR 2019, 2021, and 2023 Parents surveys (n300 each)

**Young people will change jobs—and even careers—frequently.**

Most young people do not expect to stay with a job for the long haul. Just over half (52 percent) of young people say one should work at a particular job or company for 3 years or less before moving on. An 81 percent majority believe individuals should work a particular job for six years or less. In conversations with young people, many understand that technology changes the work world—rapidly—and that they will need to adjust. We asked qualitative participants to read a list of “jobs of the future;” then report which jobs they had heard of and project which jobs they were most interested in.

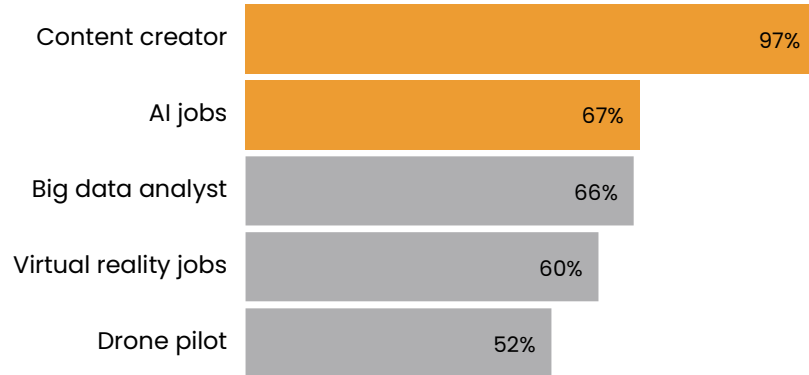
See Figure 8 on the next page.



**Figure 8.** Content creator and VR jobs are high in awareness and interest.

**Nearly all respondents** have heard about content creation.

"Here is a list of jobs...of the future. Check the jobs you have heard of without looking them up."



**74% of respondents** show interest in **Content creation, VR, and hacking.**

"...And which of these jobs sounds the most interesting to you?"



\*GQR 2023 Qual Board Online Discussion; these percentages reflect qualitative data and are not statistically significant; multiple responses accepted; percentages exceed 100%.

Young people also change jobs as a strategy for higher income. That is to say, they continually look for opportunities to increase their take-home pay and increase their benefits by applying for and accepting a new job.

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*"I can explore new career paths that I may have never known about before. I will also build up experiences that I can carry elsewhere and do better work there."*

*"I think switching jobs increases your odds of increasing your pay, since staying at a company for too long might give the impression to the company that you are loyal and don't need anything more. Also, switching jobs can increase your skillset."*

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Outreach among young people should reflect their focus on change. Careers and jobs that promise “long-term” benefits and advancement will likely prove less appealing than careers that provide short-term opportunities to move laterally. Moreover, efforts to help young people find a career path do not necessarily end after they land their first job.

### Work experience is important.

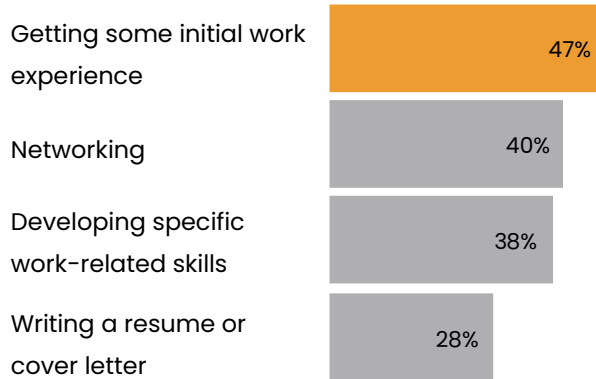
Young people with work experience, including part-time jobs, are more confident they will meet their goals, are more likely to have taken active steps to research and prepare for a career, and are more interested in educating themselves about their options. The lessons of work are not lost in this generation and, for many of the young people we talked to, these lessons can be harsh. For many, work experience is as much about learning what one does not want to do for a living as it is about other lessons. So many young people, while acknowledging lessons learned, complain about part-time jobs that seem to them dull and uninspiring. Therefore, their interest in researching and training for more rewarding work grows. **The area where young people say they need the most help, notably, is getting initial work experience.**

See Figure 9 on the next page.

**Figure 9.** Young people need the most help getting work experience.

Of 7 common issues, these were selected by the **most respondents**.

"...where young people have said they need help...Pick...where you need the most help."



\* GQR 2023 Qual Board Online Discussion; these percentages reflect qualitative data and are not statistically significant; multiple responses accepted; percentages exceed 100%.

Many young people cannot work because they lack transportation or there is limited availability of jobs that hire this generation; other younger people want to devote more time to school, other activities, or just being young. That is all understandable. However, the lessons of real work experience are invaluable and worth developing for many young people in our research. As much time as we spend helping young people find careers, some attention should be given to helping willing young people get their foot in the door.

**Young people demonstrate enormous ambition for their future occupations, but do not always prepare for a career.**

In our qualitative research, young people were given job descriptions from Monster.com and asked to choose between four occupations including dog walker, tax associate, an advocate for an environmental group, and a financial planner. Notably, a plurality chose the financial planner, given the promise of higher pay and benefits. We also asked young people to research a specific job they might be interested in; what is particularly striking is the ambition inherent in the kinds of jobs they explored.

### Top career searches:

- Software Developer
- Engineer
- Computer
- Teacher
- Manager
- International lawyer
- Therapist
- Psychology
- Pharmacist
- Professor
- Investigator
- Physician
- Accountant
- Fashion
- Librarian
- Biology
- Police
- Veterinary
- Producer
- Nutritionist
- Sonographer
- Marketing

Text are actual key search words.

When asked for an appropriate salary for their first “real” job, young people’s average expected salary lands at roughly \$50,000 per year. In contrast, the average starting salary for an entry-level position in this country is about \$40,000 a year according to the U.S. Bureau of Labor Statistics.

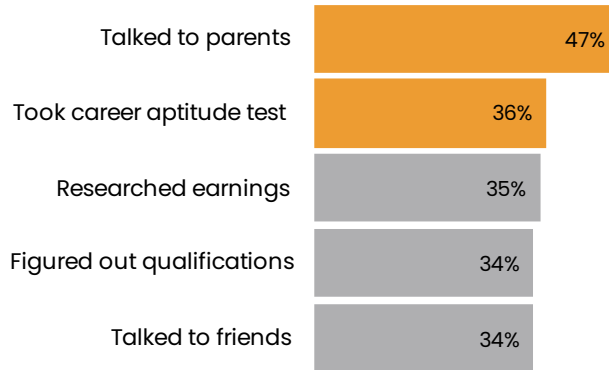
And yet, when it comes to deciding on a career or occupation, less than half of the young people in our survey have researched potential earnings, figured out qualifications needed for a job, or even researched a job online. Those who admitted that they have not yet thought about their career (26 percent of respondents) were even less likely to have taken any active steps to decide on an occupation.

See Figure 10 on the next page.

**Figure 10.** Less than half of young people take steps to capture their career.

Of 18 possible actions, the most selected were 47% and 36%.

"Which of the following steps have you taken to help you decide on a career or occupations?"



\* GQR 2023 Nationwide Youth survey (n700)

**Young people are interested in self-discovery.**

Young people know their world is evolving, that jobs and careers available today may not be here tomorrow, and that the jobs of tomorrow may not even exist yet. They know they need to be flexible and agile. They seek information about jobs and careers, but *they are also **interested in discovering their own interests and strengths.*** Over six years and three waves of testing tools and products for helping young people on their career journey, what young people consistently want to learn the most about is themselves.

## The Tyranny of “Compare”

One very specific mental health challenge young people face is their tendency to compare themselves to their peers on social media. Most young people recognize that their own profile and the profiles of peer groups are “filtered” and mostly reflect a “highlight reel.” At the same time, they cannot help but compare their own unfiltered reality with the glossed lives of what they see online.

This creates significant mental stress.

Some poignant references to this trend in our qualitative study:

*Social media can be very damaging when you fall into comparison mode. Constantly looking at people and wanting to look or be that way isn't good for anyone.*

*Easier way to compare yourself to other people, not everything is real.*

*For disadvantages social media can get really toxic. People end up comparing themselves to others and it can negatively affect people's mental health.*

*Sometimes it can be untrustworthy, and also it can ruin your self-esteem if you don't use it right. There's been times where I've had to take a hiatus from social media because of how it was influencing my mental health and how bad it was making me feel about myself, because if you only see the good things that people are posting then you assume that your life is worse off.*

*Social media can also lower one's self-esteem, and it can put pressure on people to appear perfect.*

Many young people do not feel they have the option of weaning themselves from social media because to do so would cut them off from their peer group(s). They use the term FOMO (Fear of Missing Out). The result is a sort of “socialized isolation” (as one young person put it) where the most connected generation in American history can simultaneously feel alone in their online world.

These findings carry implications beyond the world of career and employment counseling, but one thing seems clear: even among Gen-Z, social media is no substitute for direct, face-to-face human contact.

# Appendix

## Focus Groups<sup>5</sup>

The DeBruce Foundation partnered with [Greenberg Quinlan Rosner \(GQR\)](#) to execute this research. GQR conducted 4 online video-based focus group discussions among young people ages 16-24 as well as parents and influencers of young people on June 20-21, 2023.

Group 1 – June 20	Group 2 – June 20	Group 3 – June 21	Group 4 – June 21
<ul style="list-style-type: none"><li>• Nationwide</li><li>• Youth ages 16-24</li><li>• Mixed gender</li><li>• Mixed race</li><li>• Do not plan on attending college</li></ul>	<ul style="list-style-type: none"><li>• Nationwide</li><li>• Youth ages 16-24</li><li>• Mixed gender</li><li>• Mixed race</li><li>• Graduated college/in college or planning on attending</li></ul>	<ul style="list-style-type: none"><li>• Nationwide</li><li>• Parents w/ kids 16-24</li><li>• Mixed gender</li><li>• Mixed race</li></ul>	<ul style="list-style-type: none"><li>• Nationwide</li><li>• Youth influencers</li><li>• Mixed gender</li><li>• Mixed race</li></ul>

## Surveys<sup>5</sup>

GQR conducted two 18-minute online surveys; one consisting of 700 youth ages 16-24 among the national general population from July 21-27, 2023 and the other consisting of 300 parents with children ages 16-24 among the national general population from July 21-26, 2023. Respondents were contacted from a panel sample of nationwide residents.

## Qual Board Online Community Discussion

GQR conducted a Qual Board online community discussion of 59 youth ages 16-24 among the national general population from September 25 – October 4, 2023. Each day consisted of daily activities and questions that provide more in-depth responses to the potential opportunities and pitfalls this age cohort would experience as they enter the labor force.

This 2023 research follows up on two previous waves of research, conducted by GQR in 2019 and 2021, involving survey data and focus group findings. The DeBruce Foundation will continue incorporating intelligence about best practices in education and career readiness to further the mission of expanding career pathways for all.

<sup>5</sup>This research follows similar efforts in 2019 and 2021