

New Research Finds Pandemic is Pushing Gen Z and Millennials to Rethink Their Career Aspirations

- **67% of those surveyed across the US admit the pandemic has changed what they want from their jobs**
- **Work-life balance now considered more important than financial security**
- **About half of respondents feel they are on the career path they wanted**

SAN FRANCISCO, February 23rd 2021 - A newly released survey conducted by [Liberty Communications](#) and strategic insight agency [Opinium](#), highlights how COVID-19 has impacted the lives of Gen Z and Millennials in the US and internationally, especially those taking their first steps into the job market. The results find that a majority of America's young people are still currently searching for employment with nearly three quarters (72%) of those polled saying they have applied for an average of four applications each since the start of the pandemic.

The survey, conducted in January 2021 polled 1000 respondents in the US and UK within the 18-25 age group. Among the 500 young people surveyed in the US, about two thirds (67%) revealed that the pandemic has changed what they want from their career. Of those about a third now want their career to enable them the ability to make the most of their life outside of work (33%). In addition, nearly half of those actually in a job (46%) feel that it is not taking them in the career direction they wanted and over a third (35%) think it's unlikely they will eventually end up in their desired role; possibly explained by fears of a global economic recession fuelling a need to accept any employment opportunity that may come their way.

The survey also exposed the difficulties in getting roles during the pandemic. On average, 94% of the Americans surveyed that actively applied for a job during this time said they had faced challenges of some kind, including the number of other people applying for the job at the same time (37%) and difficulties making a connection through virtual interviews (33%).

The responses flagged some contrasts between the two countries. Only 35% of those in the US felt that COVID had negatively affected their mental health, while a majority (53%) of UK respondents felt it had taken a toll. Other data points that highlighted differences include leadership ranking much higher in the UK than the US (32% vs. 23%) and communication seen as more important in the American workplace.

Elena Davidson, CEO of Liberty Communications, says: *"It's clear that more and more young people in both countries are entering the workplace not only with altered priorities, but also with an increased uncertainty that they are in the right role. With many concerned about their future, we firmly believe we have a responsibility to help support young people in making their first steps into the world of work. Our Liberty Academy programme helps do that by providing students and recent graduates with the knowledge and experience they need to make informed decisions about their future."*

James Endersbury at Opinium, added: *"The research shows that COVID-19 has drastically changed the landscape for young people and that money is no longer the main factor for incoming professionals across the UK and US. As such, we would advise employers that they need to adapt their recruitment strategies to ensure they remain attractive to this next generation of talent."*

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About Opinium

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