

TECHNOLOGY-RELATED JOBS ARE MORE APPEALING TO YOUNGER CHILDREN, YOUNG MEN, AND THOSE WITH HIGHER INCOME LEVELS

YOU (PROBABLY) DON'T LOOK LIKE ME: TECH JOBS ARE LEAST APPEALING TO THOSE MOST IMPACTED BY INADEQUATE TECH



INSIGHT

Overall, young people are attracted to the idea of having a job that involves technology and view digital skills as essential for their future career development. However, that desire is higher among young men (78% vs 64% for young women/girls).

One in ten young people (11%) say they need help using a computer when doing things for school, university, or work. This rises to 13% of those with additional needs and almost one in five (19%) of those whose first language at home is not English or Welsh.

WHY DOES THIS MATTER?

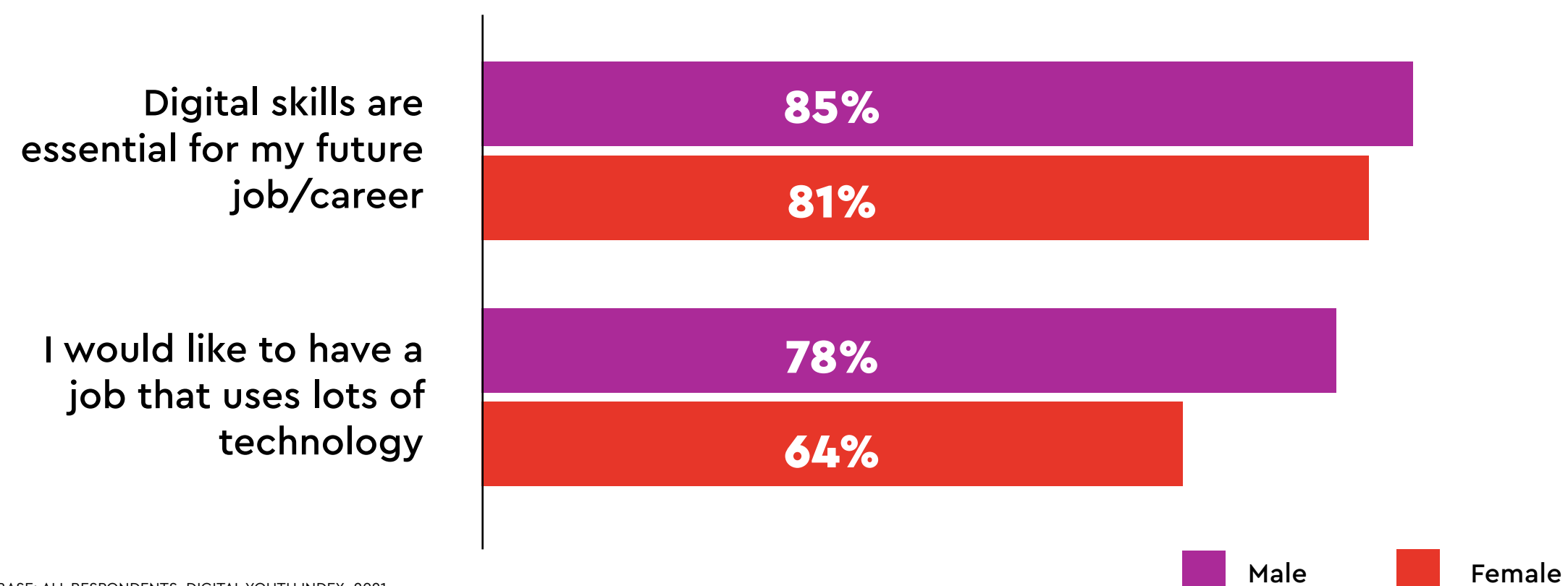
Seeing your needs and perspectives represented in the design of digital services affects your agency and confidence to use them.

It is no surprise that the demographic who design digital services affects who ends up using them. In turn, this affects who shows up in data; further deepening the inequality of an already unequal system. We must be careful not to exclude different demographic groups from design processes. Diversity in tech of tomorrow starts with the young people of today.

IMPLICATIONS

- Whose role is it to consider how appealing tech jobs are to young people in all their diversity and adapt in response to this?
- Do we need better indexing of who is taking up STEM (Science Technology Engineering and Maths) in conjunction with who holds tech jobs so we can link education opportunities to future careers?
- What strategies are working for diversifying the tech industry – from highlighting role models or mentorship to targeted communications or new opportunities?

DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS? (% WHO AGREE)



WHEN DOING SOMETHING FOR SCHOOL, UNIVERSITY OR WORK... I NEED HELP USING A COMPUTER (% WHO AGREE)

