

How do young people really feel about their future?

We asked our fantastic Brand Ambassadors how they see the future world of finance and business - here's how they responded.



About our Brand Ambassadors

Our Brand Ambassadors are current or former JA Central Ontario students, aged 14-18. This survey includes responses from 29 Ambassadors - that's 28 current High School students, and one recent graduate.



Has the COVID-19 pandemic changed your future financial goals?



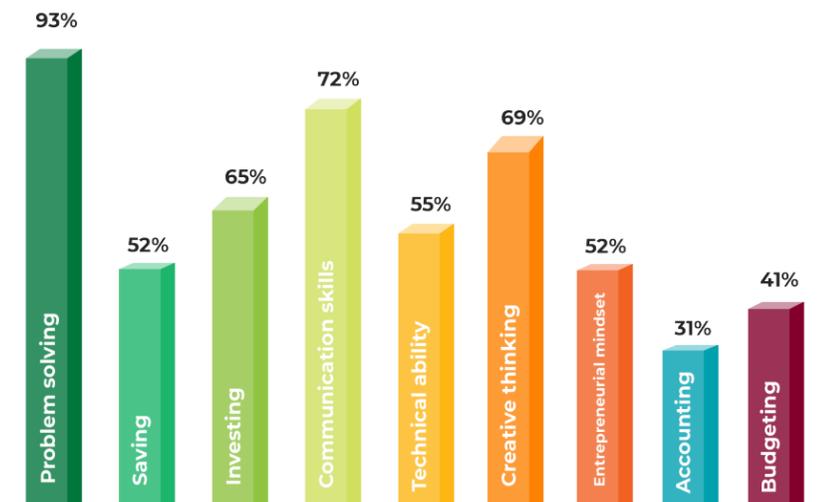
59% of our Brand Ambassadors say that the pandemic has affected their future planning.



Which skills do you think are most important for future success?

For this question, our Brand Ambassadors selected all the skills they think will help them build a career.

Soft skills seem to win out: over 90% believe that problem solving is the most important skill to have. Communications and creativity skills come second and third, at 72% and 69% respectively.



Our Brand Ambassadors also suggested the following skills are needed to succeed:

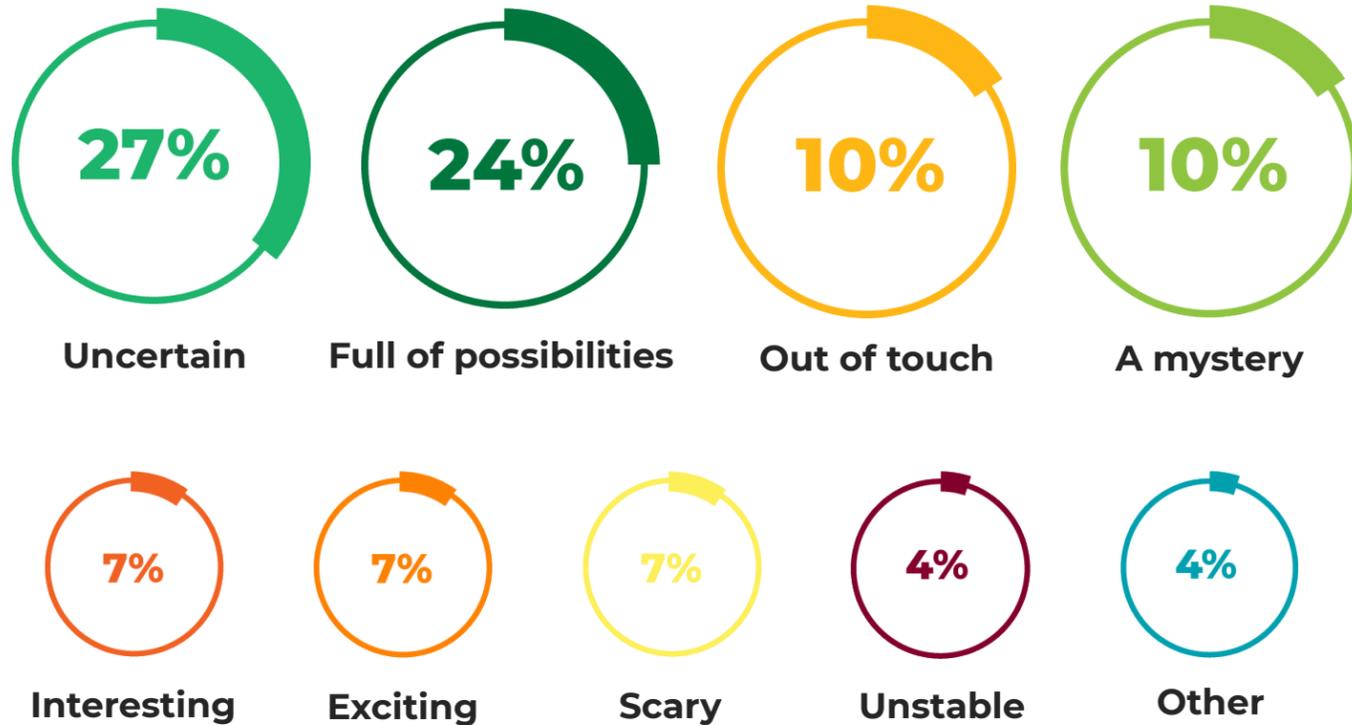


COVID-19 has influenced me to want to find a job faster and become more financially independent.

My future financial goals consist of getting experience and knowledge. However, due to the global pandemic, many opportunities for learning are no longer as available and diverse as before.



What is the world of work like for young people today?



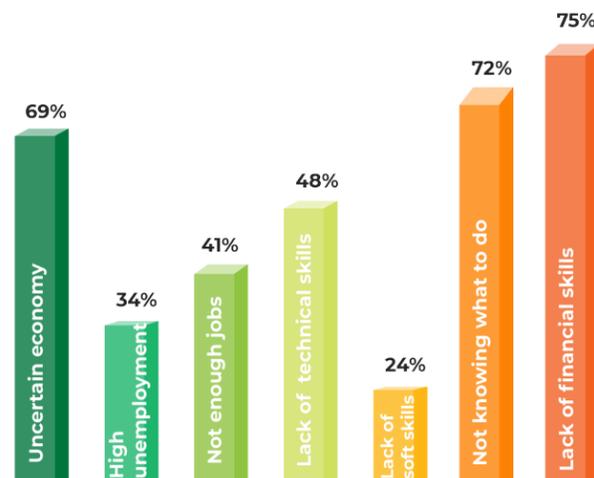
Our Brand Ambassadors have mixed feelings about the world of work - for 27%, their future careers seem uncertain, but for 24% this represents a world of possibilities. In general, responses to this question showed high levels of curiosity, but some trepidation.



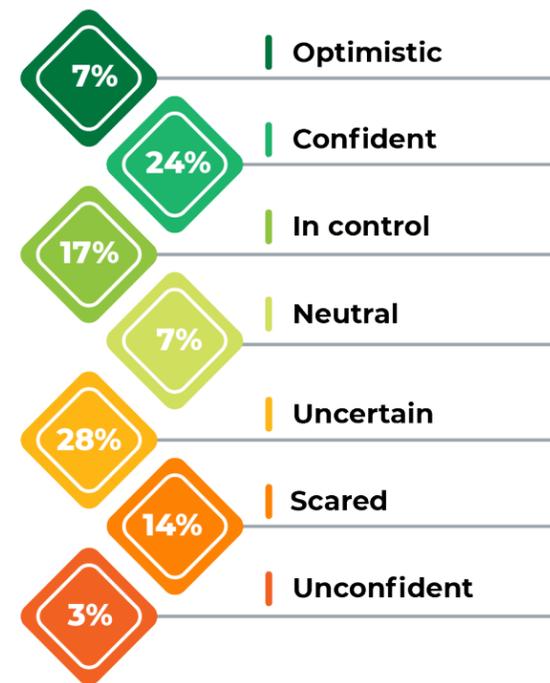
What are the biggest challenges facing young people as they plan their future careers?

For this question, Brand Ambassadors could choose as many options as they felt appropriate.

The majority of respondents suggested that many young people feel challenged by a lack of financial skills and not knowing what they want from their future.



How do you feel about your future financial success?



Once again our Brand Ambassadors show a mix of excitement and uncertainty regarding their future, with around 45% reporting a negative emotion, and 48% feeling positive.

A large majority of respondents want to see both more financial education in schools, and gain more real-world experience before they join the world of work.



What can be done to support young people as they plan their financial futures?

