

## THE VIEW FROM GEN Z

# BRIDGING THE GAP WITH GEN Z – TURNING SCEPTICS INTO CHANGEMAKERS

BDO Global  
Natural Resources  
2022 Survey Findings

## ABOUT BDO'S RESEARCH

Five key markets  
for natural resources



Australia



Canada



Latin America



South Africa



United Kingdom

**757**  
survey responses:



**267**  
Natural  
resources  
corporates



**234**  
School  
students



**256**  
University  
students

Gen Z are 'cautious altruists' – looking for a career with a clear sense of purpose...



**59%**  
of Gen Z say having a career that  
positively impacts the environment  
is important to them (rating 7 or  
above out of 10)



**66%**  
of Gen Z say having a career that  
positively impacts local communi-  
ties is important to them (rating 7  
or above out of 10)

...coupled with job security and a clear sense of progression

Five factors most important to careers for Gen Z



Job  
security



Work-life  
balance



Financial  
reward



Career  
progression



Being respected and  
recognised for work done

Yet Gen Z don't perceive that natural resources can provide what they want from their career



**15%**  
of Gen Z are 'very interested'  
in a career in the mining sector



**14%**  
of Gen Z are 'very interested' in  
a career in the oil and gas sector



**31%**  
of Gen Z are 'very interested' in  
a career in the renewables sector