



AUSTRALIAN  
COMPUTER  
SOCIETY

# Teenagers Survey



[www.acs.org.au/teensurvey](http://www.acs.org.au/teensurvey)  
July 2009

## About the Australian Computer Society

The ACS (Australian Computer Society) is the recognised professional association for those working in Information and Communications Technology, seeking to raise the standing of ICT professionals and represent their views to government, industry and the community.

A member of the Australian Council of Professions, the ACS is the guardian of professional ethics and standards in the ICT sector, committed to ensuring the beneficial use of ICT for all Australians.

It provides both members and non-members with opportunities for professional education, networking and certification, as well as enabling them to contribute to the development of their profession. Visit [www.acs.org.au](http://www.acs.org.au) for more.

## About the survey

The online survey of teenagers was conducted for the ACS by Habbo Australia. Habbo ([www.habbo.com.au](http://www.habbo.com.au)) is the world's most popular virtual world for teenagers and Australia's most popular online playground with 307,395<sup>[1]</sup> unique visitors a month.

Habbo currently holds some of the most comprehensive teen research in Australia.

The national **online survey of 1,820 Australian and New Zealanders aged 12 to 18 years old** was completed in July 2009. A balanced number of female and males participated in the survey, with respondents from each state and territory of Australia.

The survey results revealed that **IT & Technology Professionals careers are now the most popular career choice amongst 12 – 18 year olds.**

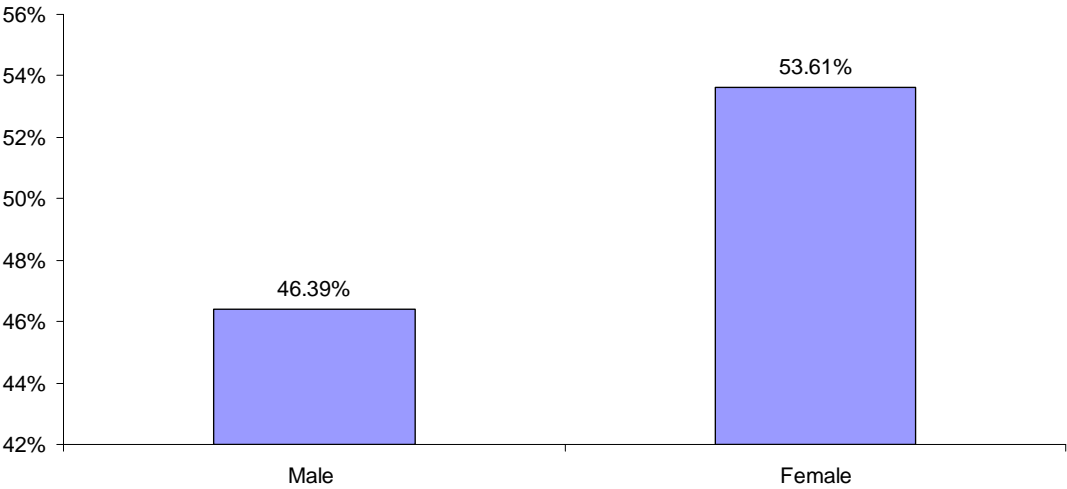
The majority (30%) of respondents (1,820 survey respondents) said they thought about “being on the edge of new technological developments” when considering a career in technology. Nearly a quarter (21%) of teens thought a career in technology was “pretty cool”, whilst 15% associated technology as a career that earns a lot of money. Only 5% thought a career in technology was “geeky” or “boring.”

Judging by the survey results, it seems young people are starting to understand that the most exciting career opportunities will evolve out of our technology sector. The next decade will be an exciting time for our industry and those looking to have an impact on the way that we live and work.

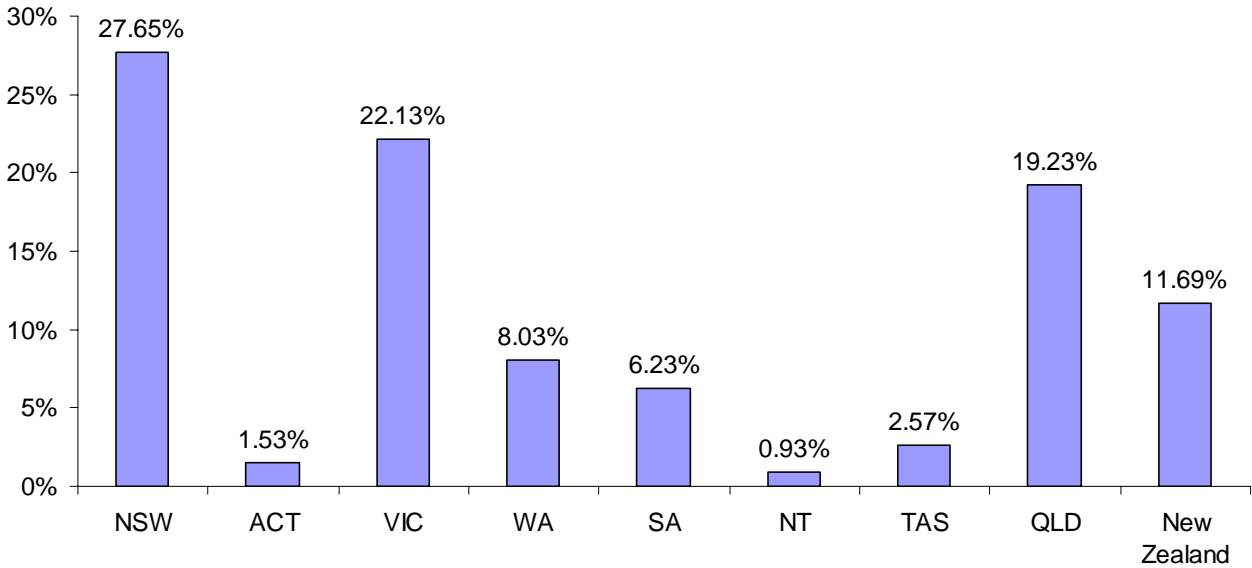
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<sup>[1]</sup> Google Analytics, June 2009

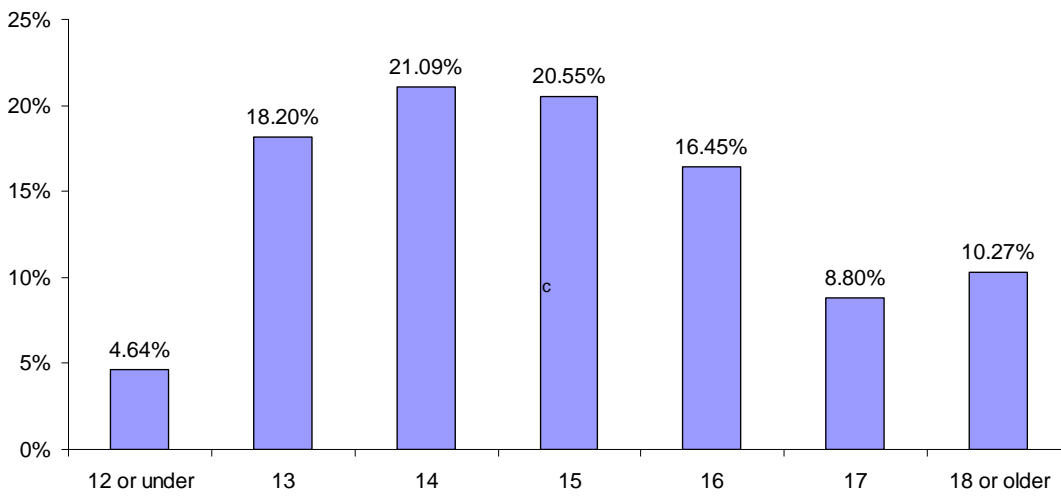
# Are you a...



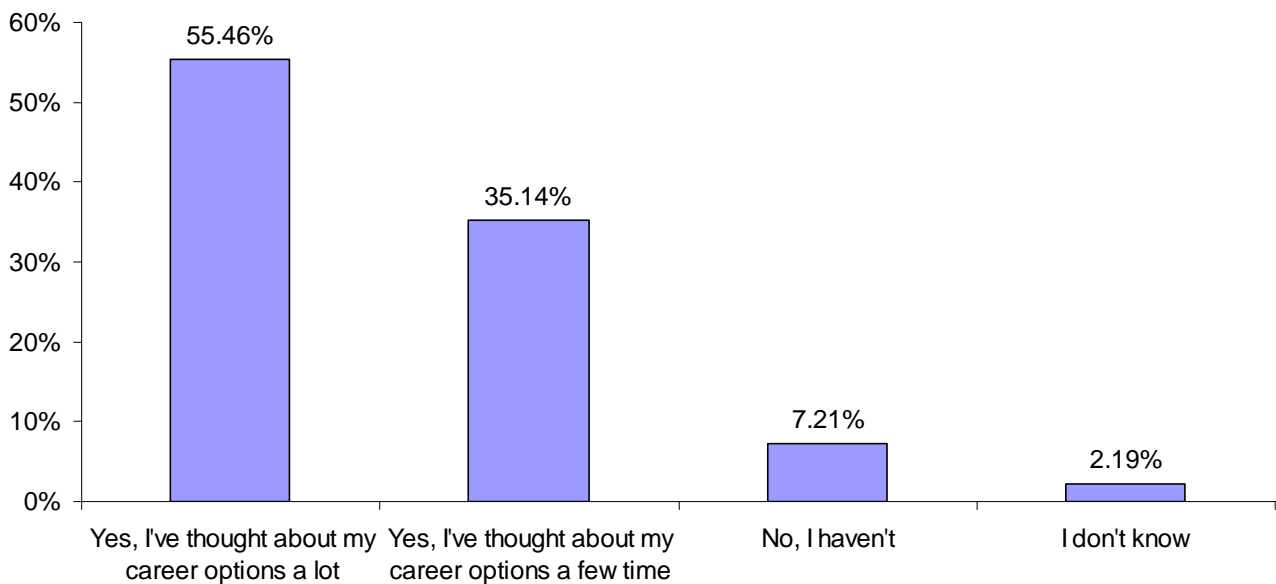
# Where do you live?



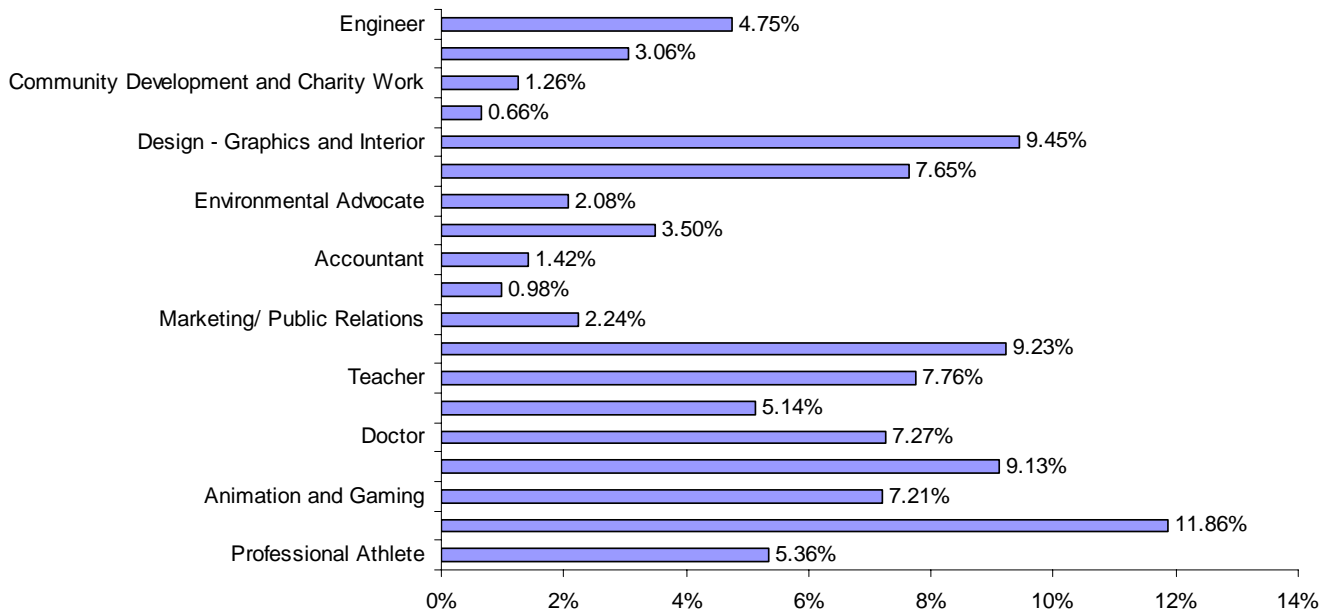
## How old are you?



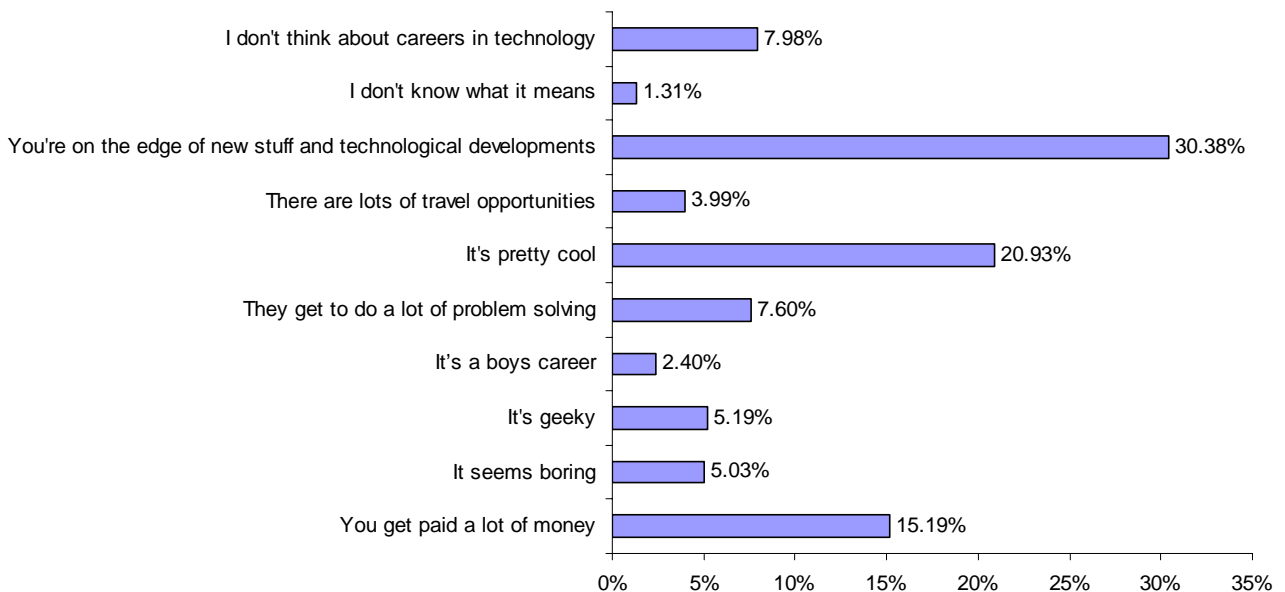
## Have you started thinking about your career options?



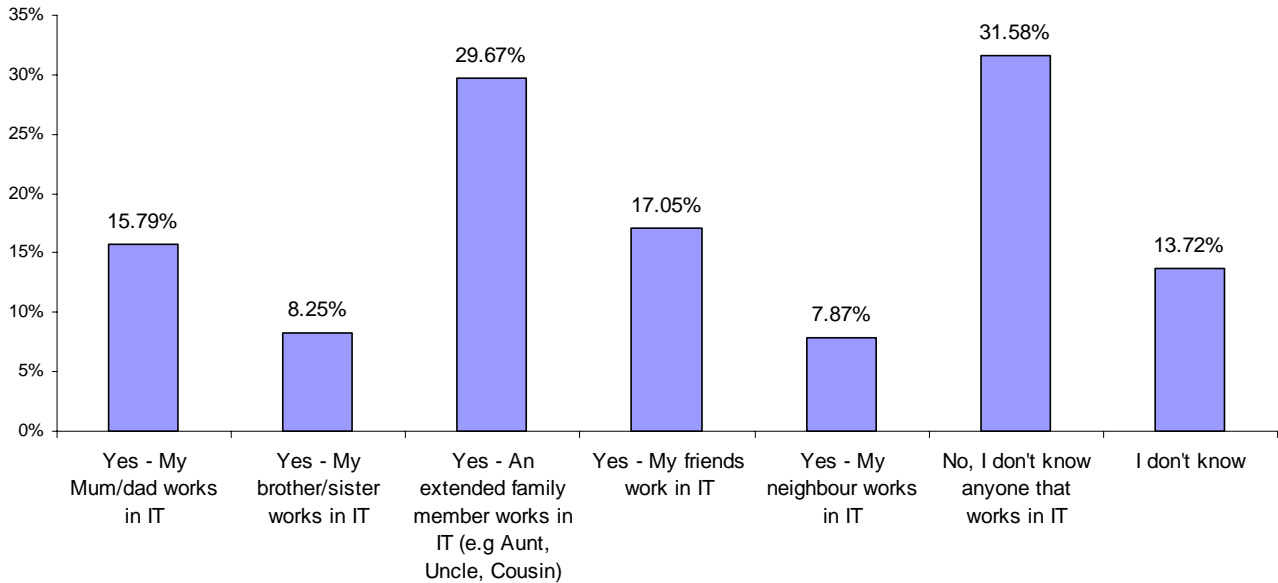
## Which of these careers are you most interested in? (Please choose one)



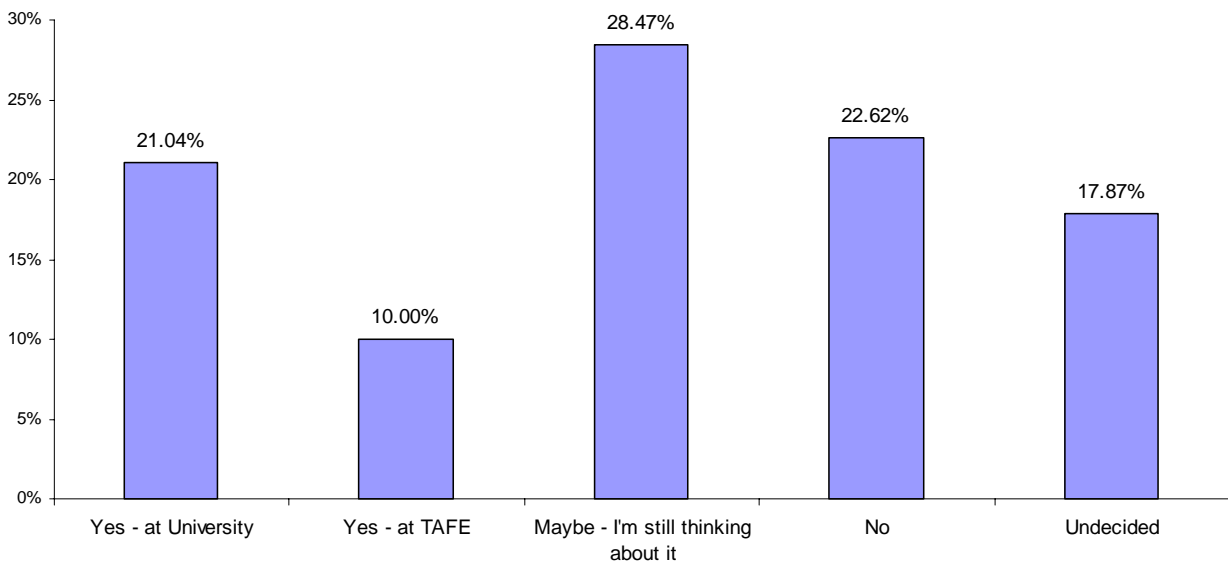
## When do you think of a career in technology, which of the following may come to mind? You can choose several



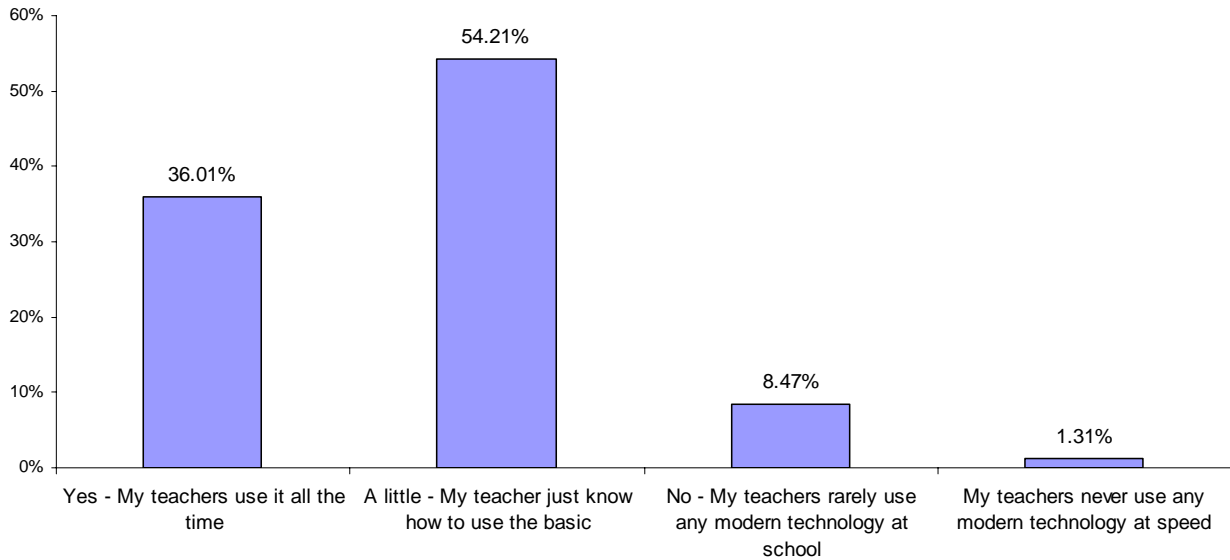
## Do you know anyone that works in the technology industry?



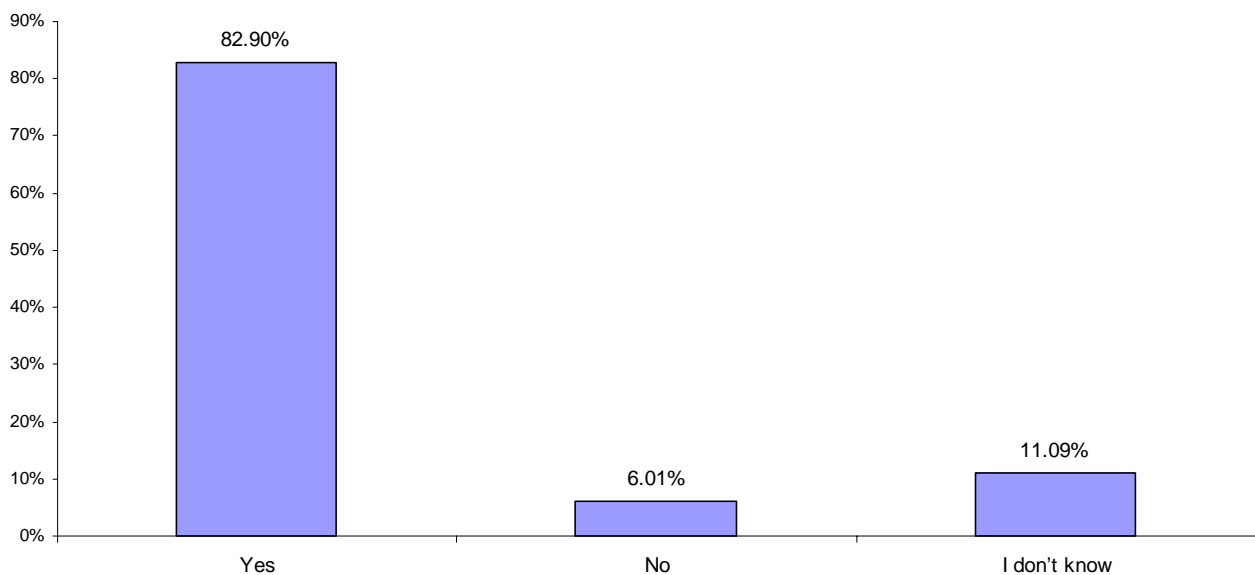
## Do you plan to study technology related subjects in the future (e. g. Information Technology, Computer Science, Business Information Techonolgy, etc)?



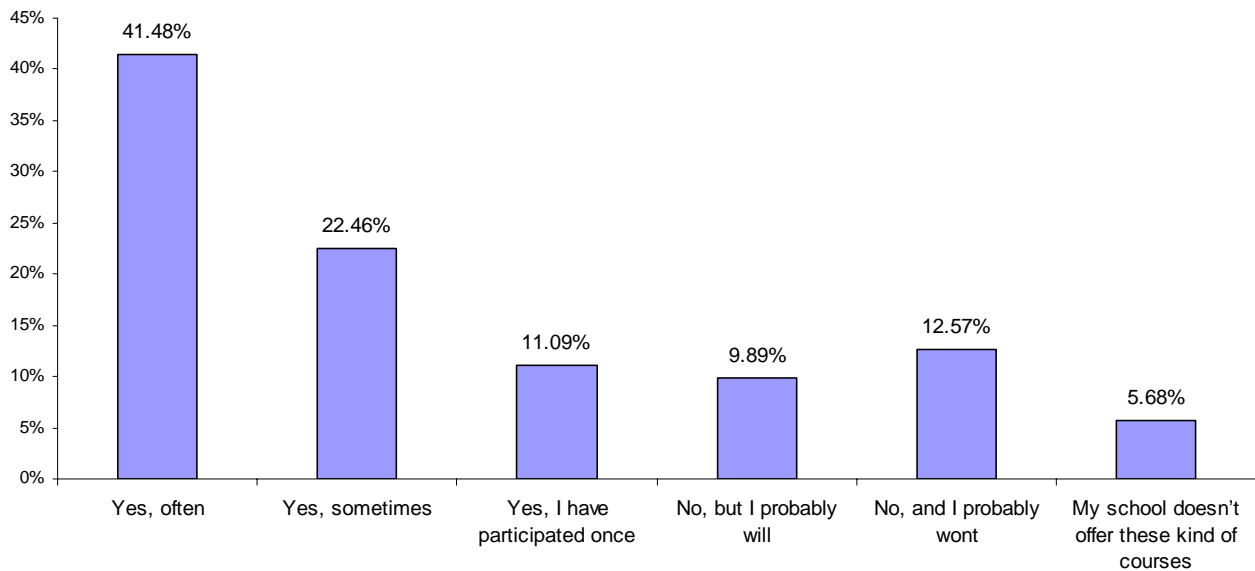
## Do you think your teachers understand how to use modern technology equipment?



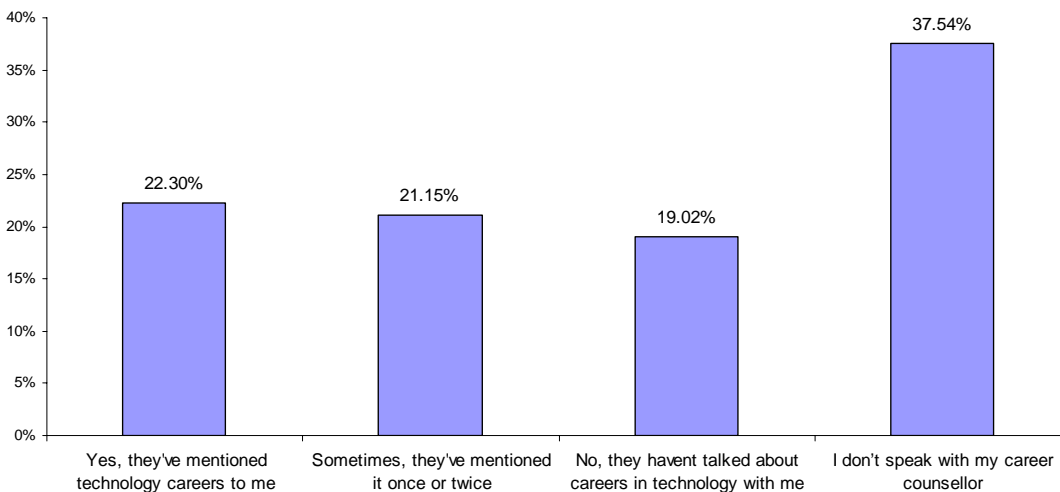
## Does your school offer any technology or IT related courses or electives (e.g. Design & Technology, Information Processes & Technology, Computer, etc)?



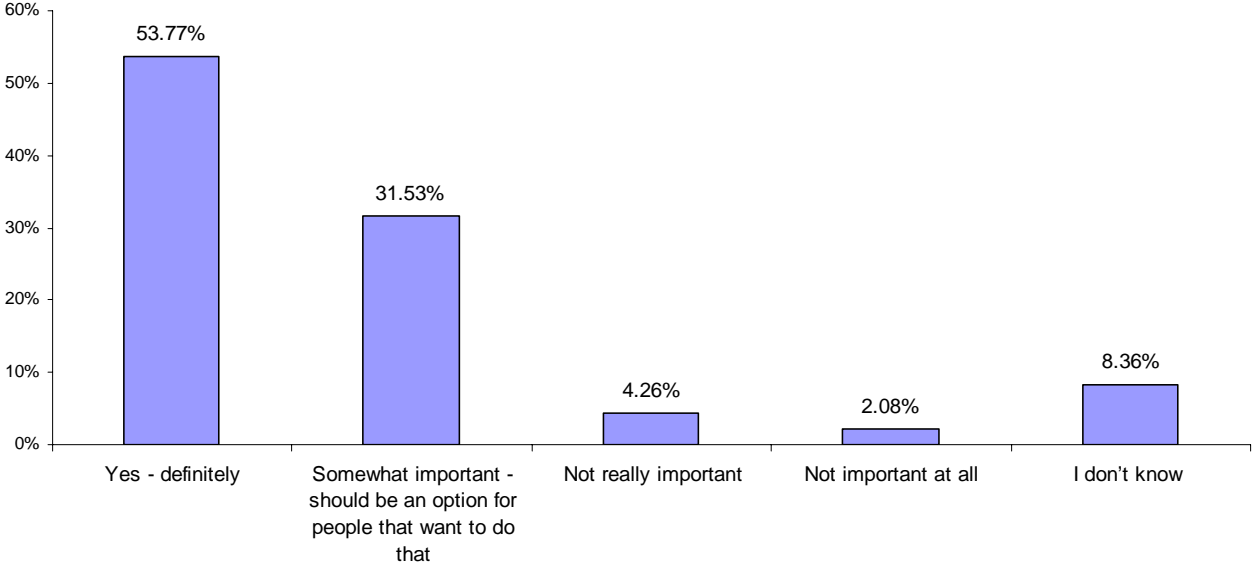
## Do you participate in these classes?



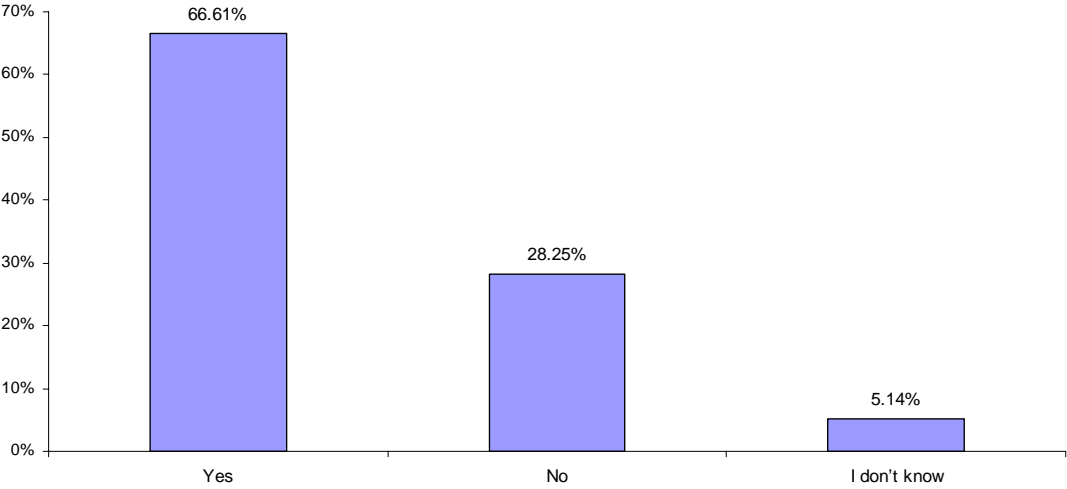
## Does your career counsellor at school talk to you about a career in technology?



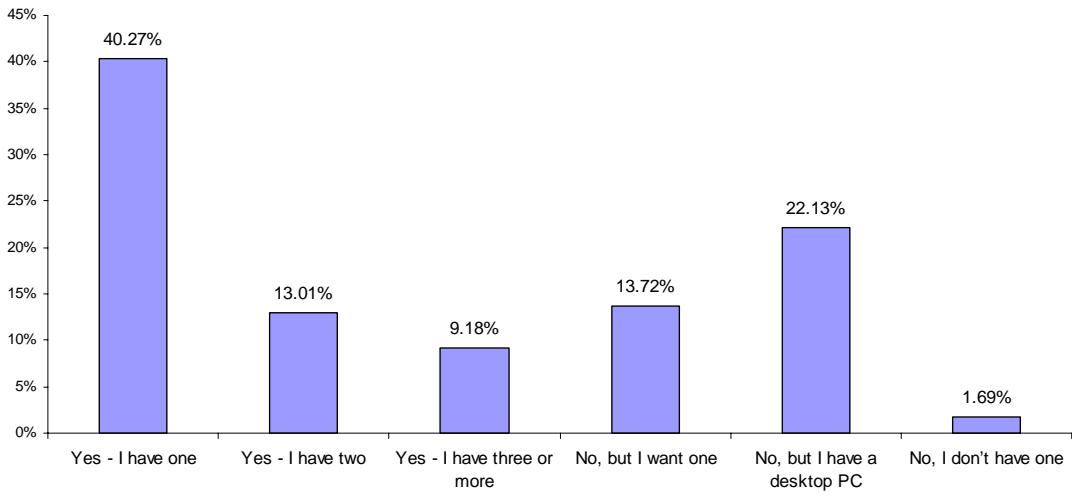
# Do you think work experience (e.g. working at a company during a term) is an important part of higher education (University, TAFE, etc)?



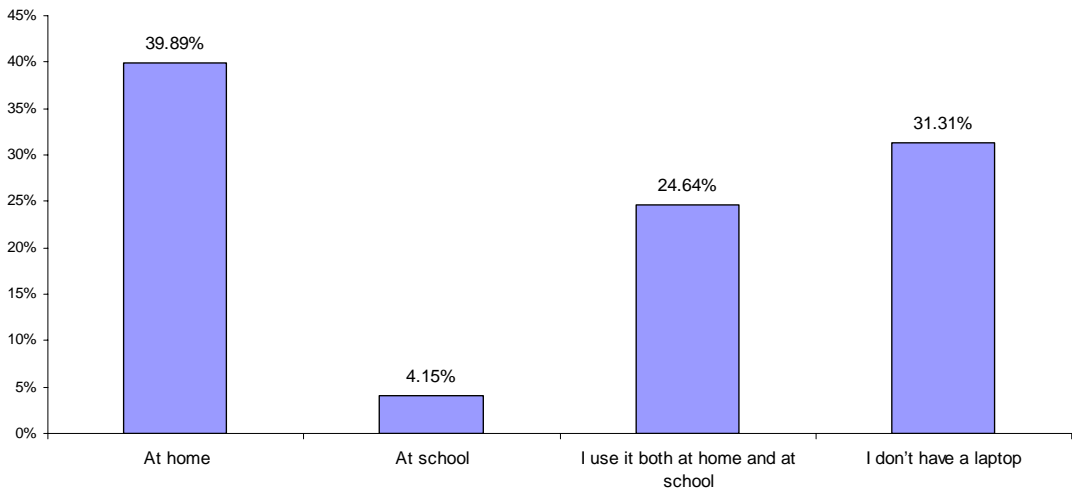
# Does your school supply you with technological equipment (e.g. Laptops)?



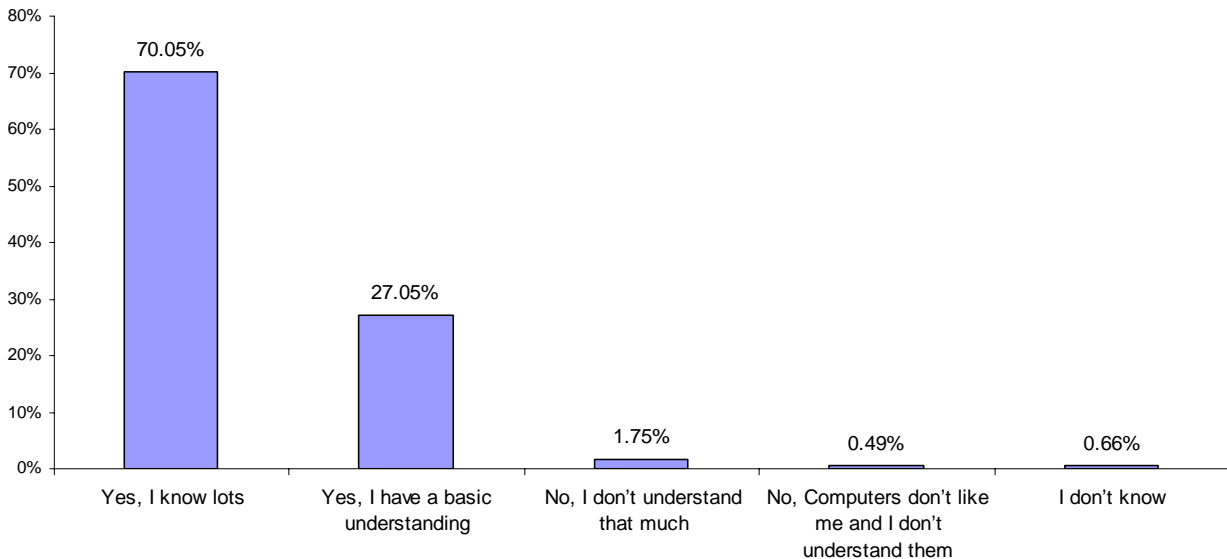
## Do you have a laptop?



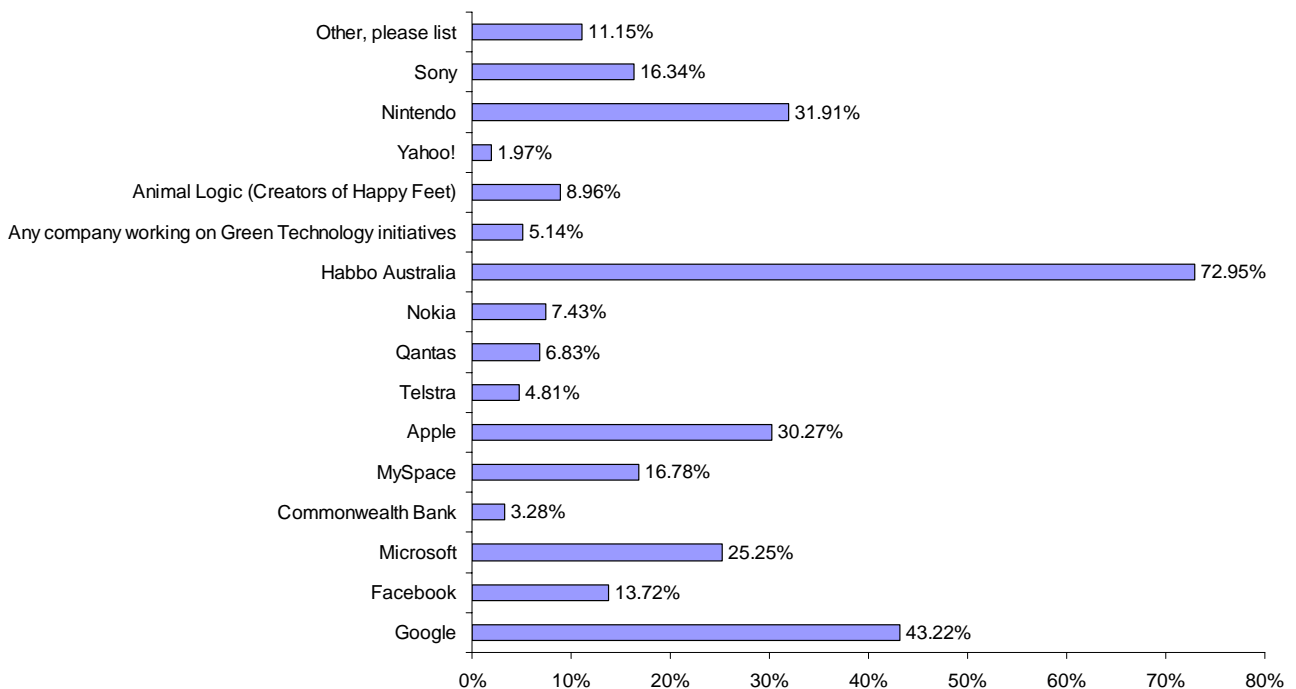
## Where do you primarily use your laptop?



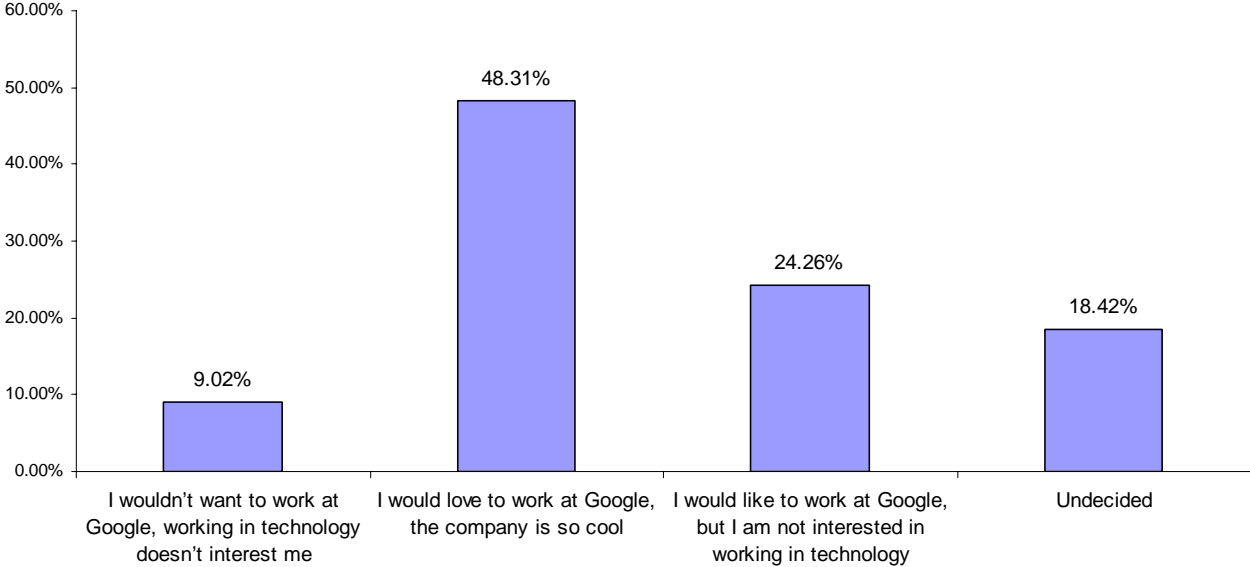
## Would you say you have a good understanding of computers and how they work?



## Would you be interested in a technology career in any of the following companies? Choose your top three companies.



# Google was recently voted Australia's best place to work, if you had the opportunity to work at Google, would you?



# Acknowledgment



The ACS would like to thank Habbo Australia for its contribution in conducting the survey.

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