



Embargoed until: 1am Tuesday 19 March 2013

***Nothing in Common: The career aspirations of young Britons mapped against projected labour market demand (2010-2020)***

The *Nothing in Common* report published today by charity the Education and Employers Taskforce, UK Commission for Employment and Skills and B-Live finds a massive mismatch between young Britons' career aspirations and both current and future projected labour market realities. It's the largest survey of its kind covering 11,000 young people aged mainly between 13 and 16.

More than a fifth (21%) of teenagers aged 15-16 may be competing to secure the 2.4% of new and replacement jobs in the UK economy that are predicted to be found in Culture, Media and Sports occupations.

Similarly over one-third of 15-16 year olds career interests lie in just 10 occupations (see Notes for Editors for lists of the 'Top 10' and 'Bottom 10' occupations for this age group).

The statistics show that 7 out of the 'bottom 10' young peoples' occupation choices are actually well paid jobs (earning above the median UK salary of £21,473). Occupations such as Personnel/HR, Surveyor and Speech Therapist feature in this 'bottom 10' offering annual salaries of up to over £34,000.

The research shows that career aspirations are not that different between comprehensive, grammar and independent school pupils, with doctor, teacher, accountant, barrister/lawyer featuring in the top 10 for all three types of school. This also demonstrates the importance of *whom you meet* - young people meet teachers - a popular job choice across all three types of school pupil.

The research suggests the youth labour market is not working effectively in signalling to young people the breadth of opportunities which are available and the decisions they need to take at 14, 16 and 18 to allow them to compete for these opportunities. The findings will be of relevance to the National Careers Council who are due to report to Ministers in May on a future of careers provision in England.

*Nothing in Common* will be formally launched at an evening reception hosted by Sir Martin Sorrell at the British Museum on 19 March with senior figures from education, business and government.

**Nick Chambers, Director of the Education and Employers Taskforce charity says:** "As a country we are doing our young people a huge disservice if we don't give them enough information to allow

them to make proper informed decisions about their futures. This report highlights the massive information gap between what young people know about the careers and opportunities open to them and the actual jobs that exist. Far too many young people are having to make vital and incredibly important decisions about their futures without enough access to good and reliable information. With the high costs of Higher Education tuition fees, the financial penalty for young people and their parents of making an ill-informed careers choice is starker than ever. We need to ensure that young people have access to high quality impartial professional careers advice backed up by first-hand insights into the world of work.”

**Brian Lightman, General Secretary of the Association of School and College Leaders (ASCL) says:**

“This highly significant report highlights the importance for the British economy of ensuring that all young people are properly informed about the range of career routes open to them. This is why the opportunities provided by programmes such as Inspiring the Future, where they can hear directly from people working in a vast range of careers talking about their jobs, are so valuable. It also underlines the need for a nationally coordinated careers service which ensures that young people anywhere in the country are able to access face to face guidance by a qualified careers professional who has access to accurate labour market information.”

**Sir Roger Carr, chairman of Centrica plc and Confederation of British Industry (CBI) president, says:**

“The CBI have emphasised the need for students to be not only academically sound, but rounded and grounded in preparation for the world of work. It is the responsibility of industry to ensure that those in education are clear of these requirements and the opportunities that exist at all levels to achieve satisfying and rewarding careers.”

**David Cruickshank, chairman of Deloitte LLP says:** “Few doubt the importance of schools and employers working more closely together. Both sides are willing, but for too many, partnership has felt too difficult. The *Inspiring the Future* programme removes the barriers by making it free, simple and quick to get connected and involved. The innovative technology powers a potential volunteering revolution, which gives teachers unprecedented access to an array of diverse professionals in close proximity to their school or college.”

**Alex Wilmot-Sitwell, president for Europe and Emerging Markets (ex-Asia) at Bank of America**

**Merrill Lynch says:** “Our commitment to supporting innovative solutions which address social issues is demonstrated through a variety of education and employability skills programmes which we believe are essential to achieving economic growth and building strong communities. With the expansion of the Education and Employers Taskforce’s *Inspiring the Future* programme, we are connecting thousands of students across the country with business people including our own employees. This latest research from the Taskforce shows how important this sharing of expertise is in helping to provide youngsters with the information they need to make the right career choices. Working together to give them the aspirations, the skills and the confidence to make the most of opportunities available to them reflects our company’s commitment to constant improvement and striving to always do better.”

**MEDIA CONTACTS**

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## **NOTES TO EDITORS**

- **Who we are**

The Education and Employers Taskforce was launched as a small independent charity in October 2009, and has seven staff. Its aim is to ensure that every school and college has an effective partnership with employers which provides young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so secure our national prosperity. The Taskforce's Partnership Board comprises the leaders of the main representative organisations from education and employment. For details: [www.educationandemployers.org](http://www.educationandemployers.org)

The Education and Employers Taskforce runs the free, national *Inspiring the Future* programme.

- **What is *Inspiring the Future*?**

*Inspiring the Future* is a new free service which will see people from all sectors and professions volunteering to go into state secondary schools and colleges to talk about their jobs, careers, apprenticeships and the education routes they took. Everyone from CEOs to Apprentices can volunteer for *Inspiring the Future*. Volunteers and schools/colleges are connected securely online, and volunteering can take place near home or work as you specify the geographic locations that suit you. Criminal Records Bureau checks are not needed for 'career insight' or 'enterprise' talks.

Registration is now open for *Inspiring the Future* at <http://www.inspiringthefuture.org/>

*Inspiring the Future* was established in 2012 with support from Deloitte and J.P. Morgan, and is being further expanded nationally with generous support from Bank of America Merrill Lynch.

- **The report partners**

This report represents the results of a collaboration between b-live, the Education and Employers Taskforce and the UK Commission for Employment and Skills.

- **The research**

This is the largest survey of its kind covering 11,000 young people aged mainly between 13 and 16.

Download the full report: '*Nothing in Common: The career aspirations of young Britons mapped against projected labour market demand (2010-2020)*' (**HYPERLINK**)

- **'Top 10' most popular and 'Bottom 10' least popular occupational choices of 15-16 year olds**

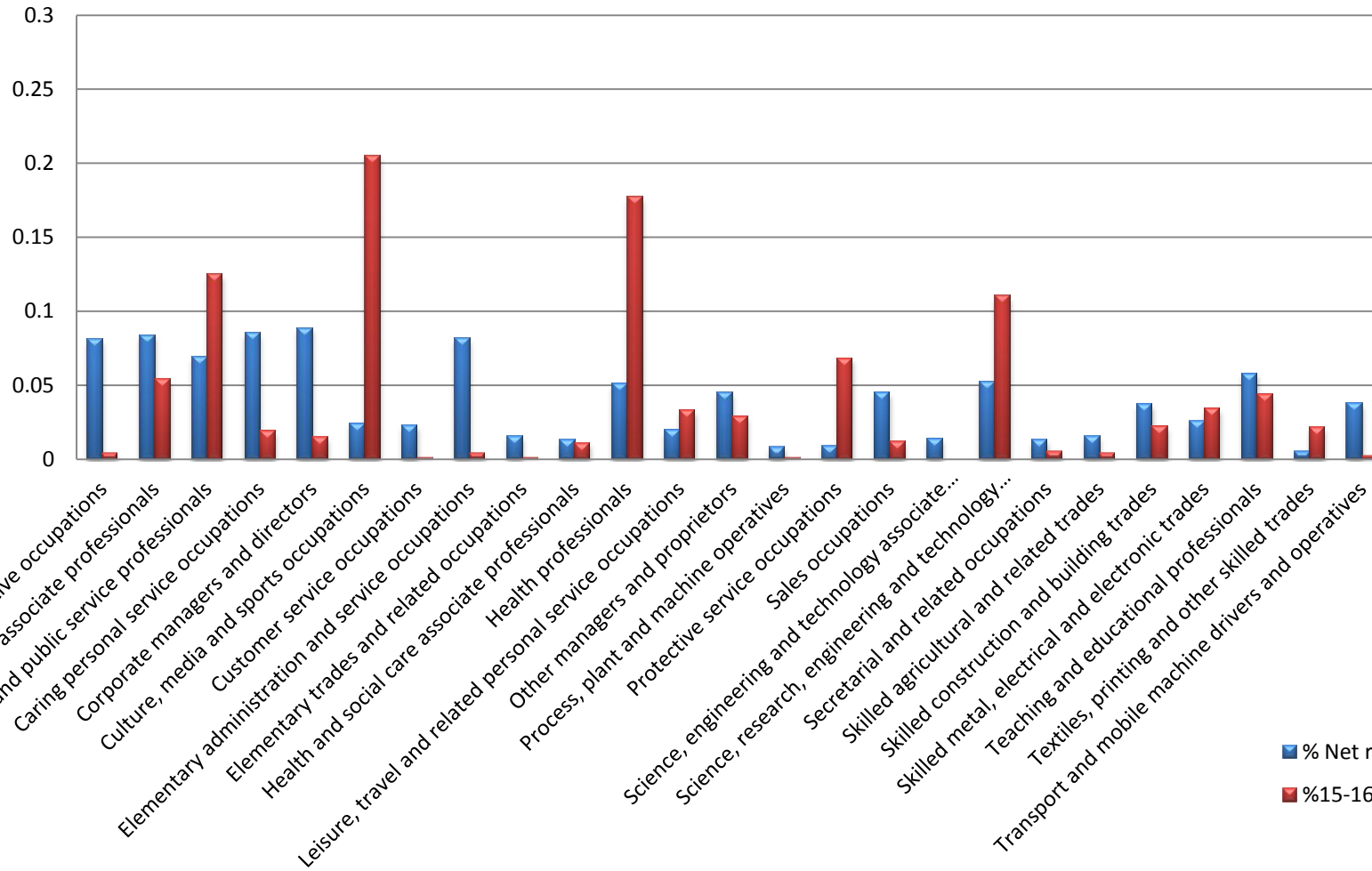
Gross annual median pay (£) for all employee jobs, UK 2012 related to the 10 most popular and 10 least popular occupational choices of 15-16 year olds

Occupational preferences		Annual pay (£)
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<b>Top 10 most popular choices</b>		
Teacher/Lecturer	4.40%	33,187
Lawyer (barrister/solicitor)	4.20%	38,576
Accountant	4.00%	35,609
Actor/Actress	3.70%	<i>unreliable data</i>
Police	3.60%	39,710
IT consultant	3.40%	36,000
Doctor	3.40%	60,805
Sportsman/woman	3.30%	<i>unreliable data</i>
Army/Navy/Airforce/Fire fighter	3.20%	<i>unreliable data</i>
Psychologist	3.10%	32,792
median average		36,000
<b>Least popular 10 choices</b>		
Locksmith	0.20%	27,144
Welder	0.20%	25,109
Surveyor	0.20%	34,365
Speech therapist	0.20%	25,963
Personnel/HR	0.20%	25,057
Miner	0.10%	29,995
Call centre	0.10%	15,711
Audiologist	0.10%	27,076
Factory worker	0.10%	16,043
Glazer	0.00%	19,538
median average		25,536
Median for all occupations		21,473

- **Career Aspirations of young people aged 15-16 mapped against projected labour market demand (2010 – 2020)**

## Labour Supply and Demand Amongst Young People (15-16yrs)



■ % Net required  
■ %15-16 yrs choosing this career