



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

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## The report partners

This report represents the results of a collaboration between b-live, charity the Education and Employers Taskforce and the UK Commission for Employment and Skills. It is published within the Taskforce's Occasional Research Papers Series.

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In partnership with schools and employers, the b-live Foundation supports a community of over 330,000 young people (aged from 11 to 19) in secondary school to inspire, develop their skills and place them into relevant work opportunities. Putting the social mobility of young people at the heart of its service, b-live engages uniquely with students at an individual level through an integrated curriculum programme providing Careers IAG, work related lessons, workshops and work experience. Each student's development is measured throughout their secondary education providing employers and schools with intelligent impact reports. Founded and led by CEO Tanja Kuveljic, b-live places young people at the heart of its vision and service.

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The Education and Employers Taskforce is a UK charity created in 2009 to ensure that every state school and colleges has an effective partnership with employers to support young people. As well as undertaking research into the impact and delivery of employer engagement in education, the Taskforce manages innovative programmes to enable schools and colleges to connect efficiently and effectively with employers including [www.inspiringthefuture.org](http://www.inspiringthefuture.org). The Taskforce works in close partnership with the leading national bodies representing education leaders, teaching staff and employers/employees.

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The UK Commission for Employment and Skills is a non-departmental public body providing strategic leadership on skills and employment issues in the four nations of the UK. Together, our Commissioners comprise a social partnership that includes CEOs of large and small employers across a wide range of sectors; trade unions and representatives from the Devolved Administrations. Our mission is to work with and through our partners to secure a greater commitment to invest in the skills of people to drive enterprise, jobs and growth.

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## Introduction

This paper asks a simple question: is there any alignment between the career aspirations of young people, aged between 13 and 18, and the best estimates of actual demand within the current and future British labour market?

The question is relevant to young people, employers and the UK's future prosperity. The question is pertinent to young people who make important decisions about their future at ages 14, 16 and 18. Such decisions, about subject options chosen or dropped and experience sought, gained or missed are essential to the ultimate prospects of young people in the jobs market. This paper asks, therefore, whether teenagers, as they make these decisions, do so with career aspirations in mind which reflect realistic opportunities in the world of work.

To employers, the importance of the question relates to flow of a new generation of workers with interests, skills and qualifications relevant to available jobs. The productivity of enterprises is closely linked to the quality of staff they are able to recruit and retain. This paper addresses the question, therefore, of whether young people are aware of the range of opportunities open to them. Is the youth labour market working effectively in signalling to young people the breadth of opportunities which are available and what they need to do – the decisions they needed to take at 14, 16 and 18 – to allow them to compete successfully in recruitment competitions.

## Context

A small number of existing studies have considered whether the career aspirations of young people reflect the reality of labour market demand. All have concluded that an information gap exists and that teenagers commonly have a very weak understanding of labour market demand.

Emma Norris's 2011 report for the Royal Society of Arts engaged 30 staff members and 32 students from four English Further Education Colleges in structured discussion about future decision-making. She found that

*students are not fully aware of the diversity of jobs available in different sectors. This leads them to develop aspirations that are neither determined by their ability nor based on a comprehensive understanding of the types of jobs available. ...FE learners do not find it easy to access people who have experience of the careers or education they would like to pursue. As a result, their understanding of particular sectors is often restricted to only the most visible roles and jobs, for instance in law – a*

*barrister; in television – an actor. FE learners who decide to pursue law, or broadcasting, consequently direct their energies into attaining the most desirable, competitive and visible jobs in these disciplines as they are the only jobs they know of. (Norris 2011, 16)*

A project team from the University of Glasgow reached similar conclusions in 2011.

Considering the attitudes and experiences of 490 pupils in three urban areas (London, Nottingham and Glasgow), the team lead by Ralf St Clair, found little knowledge of available jobs or how to get them:

*there was little correspondence between the structure of [local] labour markets and young people's aspirations and expectations. ...Parents' hopes for their children were mainly unspecific as to occupations; there appears to be little awareness of routes to success. ...Overall, there seemed to be a common lack of understanding of the ways in which school, post-school education and vocations were linked (St Clair et al, 2011, 58, 64)*

A further recent study, also commissioned by the Joseph Rowntree Foundation, reached a similar conclusion. Loic Menzies's review of the aspirations of disadvantaged pupils found that they were often high, but that commonly such young people and their parents lacked the knowledge and connections to provide reliable insight into how to achieve career ambitions (Menzies 2013).

One rare quantified study has attempted to map the career aspirations of younger pupils against the composition of the current labour force and found a comparable disconnect. That 2009 study led by Graeme Atherton (University of Westminster) for the then Department for Children, Schools and Families mapped the occupational preferences of 610 Year 7 pupils against the then UK labour market. The study found that 42% of pupils were interested in pursuing careers in just seven highly competitive areas: performing arts, professional sports, teaching, veterinary science, law, policing and medicine. The full mapping showed sharp discrepancies against actual labour market composition:

**Table 1. Industrial sector preferences of Year 7 pupils mapped against UK labour force by sector (Atherton et al 2009, 18).**

<b>Industry</b>	<b>Total number employed in that industry</b>	<b>% employed in that industry</b>	<b>% of Y7 choosing these careers (N=483)</b>
<b>Agriculture &amp; Fishing</b>	<b>250,943</b>	<b>0.9</b>	<b>0.21</b>
<b>Energy &amp; Water</b>	<b>171,718</b>	<b>0.6</b>	<b>0.21</b>
<b>Manufacturing</b>	<b>2,875,201</b>	<b>10.6</b>	<b>0</b>
<b>Construction</b>	<b>1,280,044</b>	<b>4.7</b>	<b>5.18</b>
<b>Distribution, Hotels &amp; Restaurants</b>	<b>6,477,187</b>	<b>23.8</b>	<b>2.28</b>
<b>Transport &amp; Communication</b>	<b>1,580,448</b>	<b>5.8</b>	<b>6.42</b>
<b>Banking, Finance &amp; Insurance</b>	<b>5,760,210</b>	<b>21.2</b>	<b>3.11</b>
<b>Public Administration, Education and Health</b>	<b>7,329,546</b>	<b>27</b>	<b>36.23</b>
<b>Others</b>	<b>1,455,977</b>	<b>5.4</b>	<b>46.38</b>

## **Methodology**

### *B-Live Survey Profile*

This study draws upon data supplied by the b-live Foundation. Over March/April of 2012, using its unique database, the Foundation surveyed some 11,759 young people aged 13 to 18 across England about their career aspirations. Respondents were presented with a list of 69 different occupations and invited to select up to three which represented career aspirations in which they were particularly interested. Some 10,729 young people, aged predominantly between the ages of 13 and 16, selected one or more of the occupations available.

The opportunity for young people to select up to three areas of occupational interest allows for a richer insight into the relevance of young people's aspirations to actual labour market

demand. Commonly, young people consider a number of potential career aspirations simultaneously often developing ‘best case’ and ‘fall back’ interests working to keep their options open through the educational process (Archer et al 2010, 87-88). By allowing up to three choices, more realistic insights are gained into the pattern of teenage career interests across the labour market.

The survey includes only limited information about the social background of those surveyed. Attendance by school types is known and does not noticeably under or over represent young people attending educational institutions which could be expected to be socially exclusive: Comprehensive (74%), independent (5%), grammar (8%) and other school/colleges types (13%). Further data on socio-economic background or attainment levels is not known. Sample size is significantly greater than that used in the only previous UK quantitative study known (Atherton et al 2009, cited above) which sought a similar, if less ambitious, comparison.

### *Statistical Modelling and Analysis*

**Table 2. B-live sample and respondents - segmented by age at time of survey**

		Selected one or more occupations	Didn't select an occupation	Total
How old are you?	13-14	6,254	608	6,862
	15-16	3,882	385	4,267
	17-18	593	37	630
Total		10,729	1,030	11,759

**Table 3. Sample and respondents – segmented by school type attended**

School Type Attended	Selected one or more occupations	Didn't select an occupation	Total
Comprehensive	8,011	736	8,747
Independent	534	64	598
Grammar	890	81	971
Other	1,294	149	1,443
Total	10,729	1,030	11,759

Young people participating in the survey were provided with a list of 69 occupations across a multitude of UK industrial sectors and instructed in the context of a survey exploring their career choices to “please click on your favourite three jobs from the list below”. Of the 11,759 13-18 year olds 10,729 (91%) responded choosing one or more jobs whilst the remaining 1,030 (9%) did not provide an answer.<sup>1</sup>

A coding frame was developed premised upon the original survey questions and answers, the data was coded, and filters were utilised to isolate the desired age groups for analysis. The 69 selected occupations chosen by survey respondents were stratified by age group (13-14, 15-16 and 17-18). The data was then given to UKCES analysts who assigned the surveyed occupations, in consultation with the Education and Employers Taskforce research team, against 25 national labour market SOC (standard occupational classification) codes – (see Figure 1 on page 13).

Drawing upon detailed UK labour market projections data from the Working Futures 2010 – 2020 project, UKCES analysts extracted key statistics indicating the net labour market demand across the 25 occupational areas.<sup>2</sup> Working Futures aims to provide a detailed and comprehensive set of UK labour market projections relating to the relative net supply and replacement demand of labour across a variety of industrial sectors. Results from the data provide a picture of employment prospects (relating to some 13.5 million jobs in all) by industry, occupation, qualification level, gender and employment status for the UK and for nations and English regions up to 2020. These projections form a core part of the base of labour market intelligence that is available to support policy development and strategy around careers, skills and employment. Using this information, the Taskforce mapped the projected 2010-2020 labour market demand against the favourite occupational choices selected by young people (aged 13-18) in 2012.

The results of these data comparisons are given in the figures which follow:

Figure 2. *Career aspirations of young people aged 13-14 mapped against projected labour market demand (2010-2020)*. See page 14.

Figure 3. *Career aspirations of young people aged 15-16 mapped against projected labour market demand (2010-2020)*. See page 15.

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<sup>1</sup> Other quantitative studies have estimated that between 7% and 20% of teenagers are undecided or uncertain about careers (Gutman & Schoon, 2012; Yates et al, 2010; Sabates et al, 2011)

<sup>2</sup> <http://www.ukces.org.uk/ourwork/working-futures>. For the purposes of the study projected labour demand is the sum of net job creation and replacement demand factors, which gives an indication of total projected job openings. Replacement demand is by far the most significant contributor to total job openings and is expected to generate almost 90 per cent of openings between 2010 and 2020.

Figure 4. *Career aspirations of young people aged 17-18 mapped against projected labour market demand (2010-2020)*. See page 16.

Further data is then presented (Figures 5 to 6), listing the given occupational preferences of young people segmented by the three age groups and by school type attended. Finally, in Figure 7, the average annual full-time salaries related to the ten most popular and ten least popular occupational choices of 15-16 year olds are given.

## **Findings and implications**

### **How aligned are teenage career aspirations with projected labour market demand?**

As might be expected the career aspirations of young people change over time and ostensibly become more realistic. For example, the single most popular job among teenagers aged 13 to 14 is actor/actress. By the age of 17-18, this preference has fallen out of the top 10 of occupational choices to number 11. However, other observed patterns are suggestive of less substantive change. Over half of the career ambitions of teenagers aged 13-14 or 15-16 (52% in both cases) lie in just three of the 25 broad occupational areas assessed (Culture, Media and Sports occupations; Health professionals; Business, Media and Public Service professionals) and that proportion falls only to 46% for young people age 17-18. The numbers of occupational areas where young people have negligible interest (fewer than 1% of career interests) falls over time, but only from nine areas among 13-14 year olds to seven areas among 17-18 year olds.

Taskforce analysts used Pearson's Product Moment Correlation to measure the strength of the association between the career aspirations of young people and the projected labour market demand. This statistical tool provides a simple assessment of the extent to which different datasets are aligned using a scale of +1 to -1. A value of 0 indicates that there is no association between the two variables. Results from the tests indicated that statistically there was no correlation between the two variables across all age groups (13-14 yrs old = 0.001675; 15-16 yrs old = 0.0005492; and 17-18 yrs old = 0.00184). Put another way, the career aspirations of teenagers at all ages can be said to have nothing in common with the projected demand for labour in the UK between 2010 and 2020.

### **Does it matter that teenage career aspirations have nothing in common with projected labour market demand?**

There is good reason to believe that it is a significant problem. While successful school-to-work transitions are influenced by a wide range of social, educational and economic factors, significant relationships do exist between the character of teenage career ambitions and early labour market success. For young people, misalignment in the character of ambitions and the availability of realistic employment prospects makes it much less likely that they will experience smooth school-to-work transitions. As Figure 3 to 5 illustrate (pages 15 – 17),



patterns of demand and potential supply for labour are rarely aligned. For teenagers aged 15-16, at its most striking, 21% of young people hold ambitions to secure the 2.4% of new and replacement jobs in the UK economy are projected to be found in Culture, Media and Sports occupations. Young people make important decisions relevant to their working lives through their teenage years about the subjects they choose to study at 14 and whether they stay in education and what and where they study at 16 or 18. They also make important decisions about whether they will seek out experience relevant to occupational interests. If young people are pursuing unrealistic ambitions as teenagers (and only 1 in 10 of those young people interested in careers in Culture, Media and Sports careers are likely ultimately to be successful), risks are high that they will pursue educational journeys which may ultimately lead to them to struggle to find relevant work after leaving school, college or university. The danger is great that too many young people will find that the profiles they have developed – the mix of qualifications and experience on which they sell themselves to prospect employers – will not allow successful competition for available job opportunities leading potentially to a period of ‘churn’ as they adjust and seek new qualifications, training and experience relevant to other parts of the labour market.

The results support the findings from earlier studies cited above that commonly young people are unable to understand the breadth of ultimate job opportunities across the economy leading them to potentially identify unrealistic career aspirations. The work of Dr Scott Yates and colleagues explains why such unrealism raises specific concerns. Drawing on data from the British Cohort Study, a longitudinal database which has followed the fortunes of young Britons since 1970, Yates and colleagues found that young people at 16 holding career ambitions requiring significantly higher qualifications than they themselves expected to achieve were three times more likely to spend significant periods of time being NEET as an older teenager (Yates et al 2010).

From an employer perspective, the findings presented in this paper strongly suggest that labour market signalling is not working. Figure 7 (see page 23) gives the average annual salaries of the 10 most popular and 10 least popular occupational choices of teenagers aged 15 to 16. The table shows that while the average median wage of the top ten occupations (£36,000) is higher than that related to the ten least popular occupations (£25,536), it cannot be simply assumed that young people are responding to salary drivers. Seven of the occupations listed (locksmith, welder, surveyor, speech therapist, personnel/HR, miner and audiologist) among the 10 least popular choices of these teenagers typically pay more than the UK’s median average salary (£21,473), on occasion, substantially so.

For employers concerned about the flow of talent into new and replacement employment opportunities, the findings presented in this report may well give pause for thought. The survey shows 36.3% of teenagers to be interested in just 10 occupations (teacher/lecturer, lawyer, accountant, actor/actress, police, IT consultant, doctor, sportsman/woman,

army/navy/airforce/fire fighter, psychologist) and, as stated, half of career interests to lie in just three of 25 broad occupational sectors. While some employers will be spoilt for choice in considering new recruits, others are very likely to be struggling to find young people who are aware of the job opportunities they have to offer and well prepared by their educational choices for them.

## **Skills supply, growth and employer engagement in education: a need for action**

A prominent feature of Michael Heseltine's 2012 review of strategies to promote economic growth was a call for greater levels of employer engagement in education. "Research studies suggest" the report argued, "that young people particularly value information on jobs and careers if obtained in a real workplace and through contacts with working people. Through such experience young people can be better prepared to make the education and training decisions that will shape their future career paths" (Heseltine 2012, 166). In pursuing such an argument, Lord Heseltine was echoing arguments strongly made by the Organisation for Economic Co-operation and Development (OECD 2010, OECD 2012), the *Pathways to Prosperity* team at Harvard Graduate School for Education (Symonds et al 2011) and the UK Commission for Employment and Skills:

*Transitions into work for young people, particularly non-graduates, need to be reinvented. Work experience in its broadest sense is one of the key elements in successful transitions. It has a significant impact on young people's employment chances. But we need to move beyond thinking of work experience as a one or two-week spell at age 14-16 to a broad and varied series of engagements. These can include workplace visits, mentoring, mock interviews, competitions, project activity and careers advice. (UKCES 2012, 4)*

Surveys of young people routinely endorse the UKCES perspective that direct exposure to the labour market whilst still in education is a highly effective means of providing them with useful information to think about the breadth of career choices and routes into them (City and Guilds 2012; Mann, A 2012a & 2012b). As Table 4 shows, it is first-hand encounters with real-life employers/employees that pupils typically find to be of greatest value to them in deciding on careers. Such encounters provide insights which pupils commonly feel are both reliable and broad in scope in comparison to advice from parents and friends (reliable but narrow in scope) or from the media/internet (unreliable though broad in scope).

**Table 4. Perceptions of Young People (aged 12-16) on the Usefulness of Different Sources of Information Experienced in Influencing Career Choices**

<b>Information source</b>	<b>% finding very useful</b>	<b>% finding somewhat useful</b>	<b>% finding not useful</b>
<b>School-mediated professional contacts (average perception of 4 information sources): meeting an employer; attending a careers' talk/exhibition; talking to former pupils who are in college/university or employment; work experience</b>	<b>57%</b>	<b>34%</b>	<b>9%</b>
<b>Public information (average perception of 4 information sources: books/magazines/newspapers; websites/online sources; TV/radio; company/university brochures)</b>	<b>34%</b>	<b>42%</b>	<b>24%</b>
<b>Close Ties (average perception of 2 information sources: parents/guardians; friends/other relatives)</b>	<b>51%</b>	<b>41%</b>	<b>8%</b>

Source: b-live foundation. Fieldwork 2012, 469 respondents. First published in Mann & Caplan (2012)

Such a perspective on the economic value of such connections has been provided with a significant recent validation by the 2013 publication, in the peer reviewed academic *Journal of Education of Work*, of analysis demonstrating statistically significant links between the earnings of young adults and their exposure to school-mediated teenage employer contacts. Average wage premiums of up to 18% have been identified in relation to young adults who had four or more employer contacts compared to those who recalled no such activities even after qualifications and social backgrounds have been controlled for. Findings are in line with available US studies and suggest employers respond to the higher levels of productivity found in young people who have navigated their way well through the education system and into workplace which match their interests, ambitions and abilities (Mann & Percy 2013).

Unfortunately, historically only 8% of young adults experienced four or more such employer contacts whilst at school or college and only 11% heard from employers specifically about

careers on three or more occasions. Moreover, the last generation has seen a rapid collapse in the teenage part-time labour market – with far fewer young people now combining secondary schooling with part-time work (UKCES 2012). Hence the importance of work undertaken by organisations like the Chartered Institute for Personnel and Development, through its *Learning to Work* programme ([www.cipd.co.uk/learningtowork](http://www.cipd.co.uk/learningtowork)) and the UK Commission for Employment and Skills in encouraging greater employer engagement in education in general and through such specific activities as [www.inspiringthefuture.org](http://www.inspiringthefuture.org) which connect teaching staff and employee volunteers happy to talk to pupils about jobs and careers – through a web resource which is secure, free and simple to use.

The UK Commission is, moreover, developing a data portal called *LMI for All* that will provide easy access for developers to a range of national data sets. This will help to encourage the use of robust information on Labour Market Information in a wider range of careers websites and applications which will help to address the information gap identified.

While this report does not provide a precise comparison of the full breadth of employment opportunities against the understood aspirations of young people, and a regularly repeated study of that character is surely demanded, it does provide the single best insight into teenage aspirations and finds that they have nothing in common with the best estimate of projected labour market demand. Data presented here suggests strongly that the youth labour market is not working efficiently, that employer signalling of opportunities is not being received effectively by young people and that the need to address such information gaps is pressing.

**Figure 1:** National labour market SOC (standard occupational classification) codes

<b>Occupations</b>	<b>Code</b>
Administrative occupations	C1
Business and public service associate professionals	C2
Business, media and public service professionals	C3
Caring personal service occupations	C4
Corporate managers and directors	C5
Culture, media and sports occupations	C6
Customer service occupations	C7
Elementary administration and service occupations	C8
Elementary trades and related occupations	C9
Health and social care associate professionals	C10
Health professionals	C11
Leisure, travel and related personal service occupations	C12
Other managers and proprietors	C13
Process, plant and machine operatives	C14
Protective service occupations	C15
Sales occupations	C16
Science, engineering and technology associate professionals	C17
Science, research, engineering and technology professionals	C18
Secretarial and related occupations	C19
Skilled agricultural and related trades	C20
Skilled construction and building trades	C21
Skilled metal, electrical and electronic trades	C22
Teaching and educational professionals	C23
Textiles, printing and other skilled trades	C24
Transport and mobile machine drivers and operatives	C25

Figure 2: Career aspirations of young people aged 13-14 mapped against projected labour market demand (2010-2020)

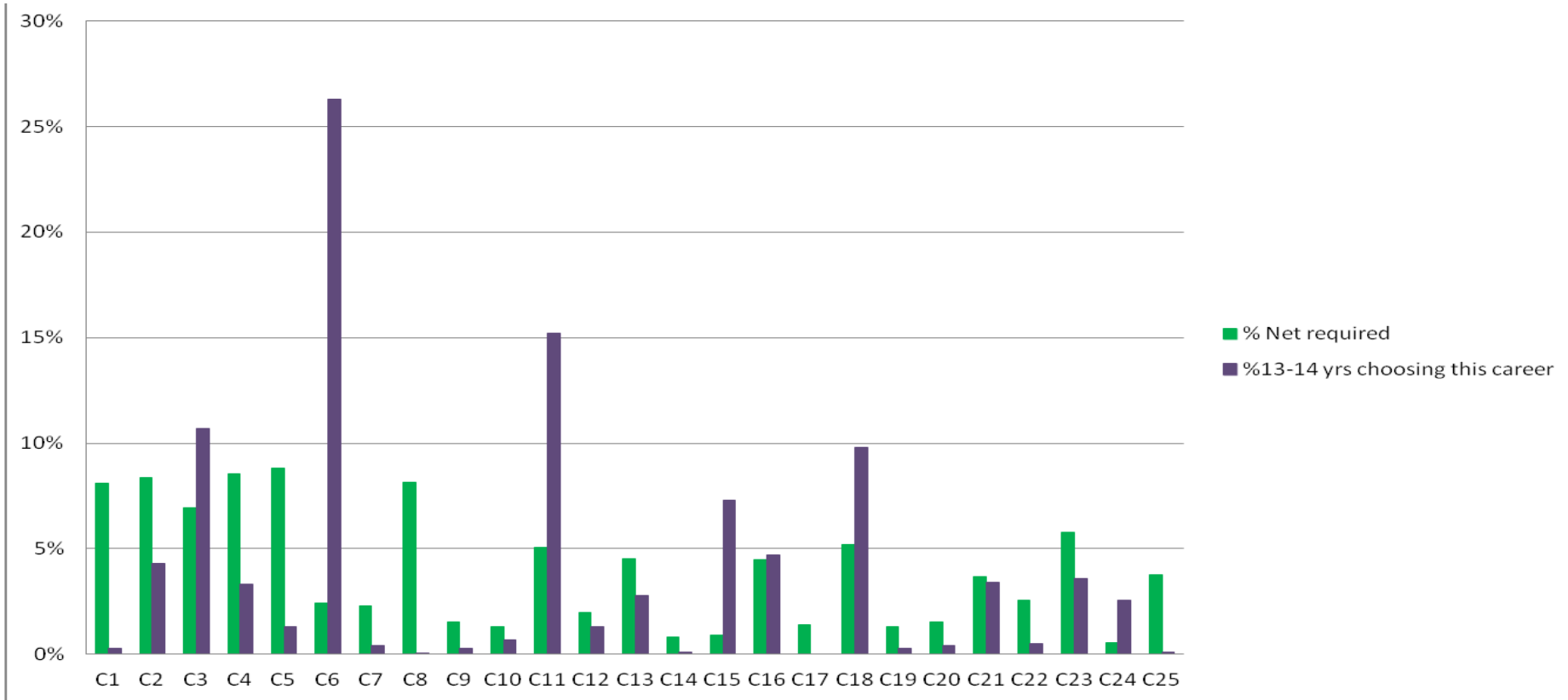
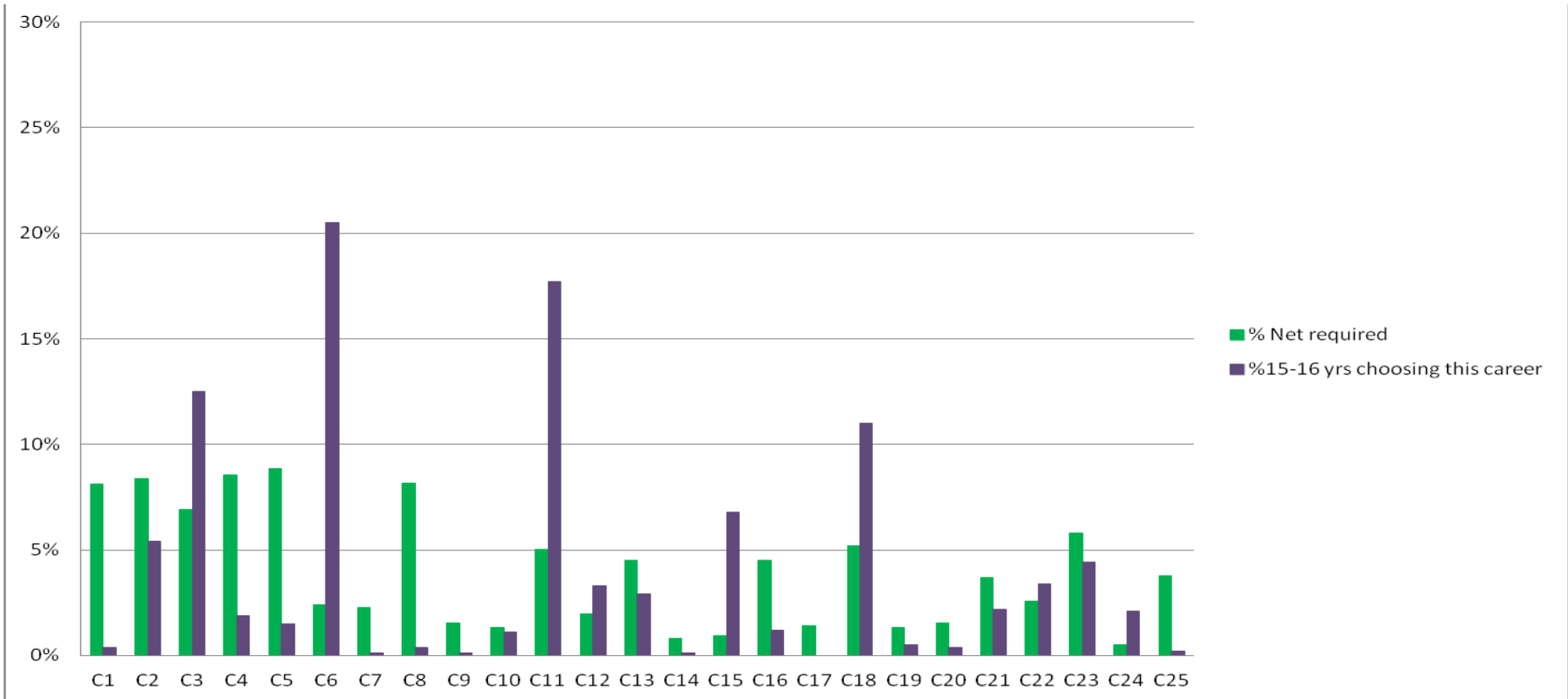
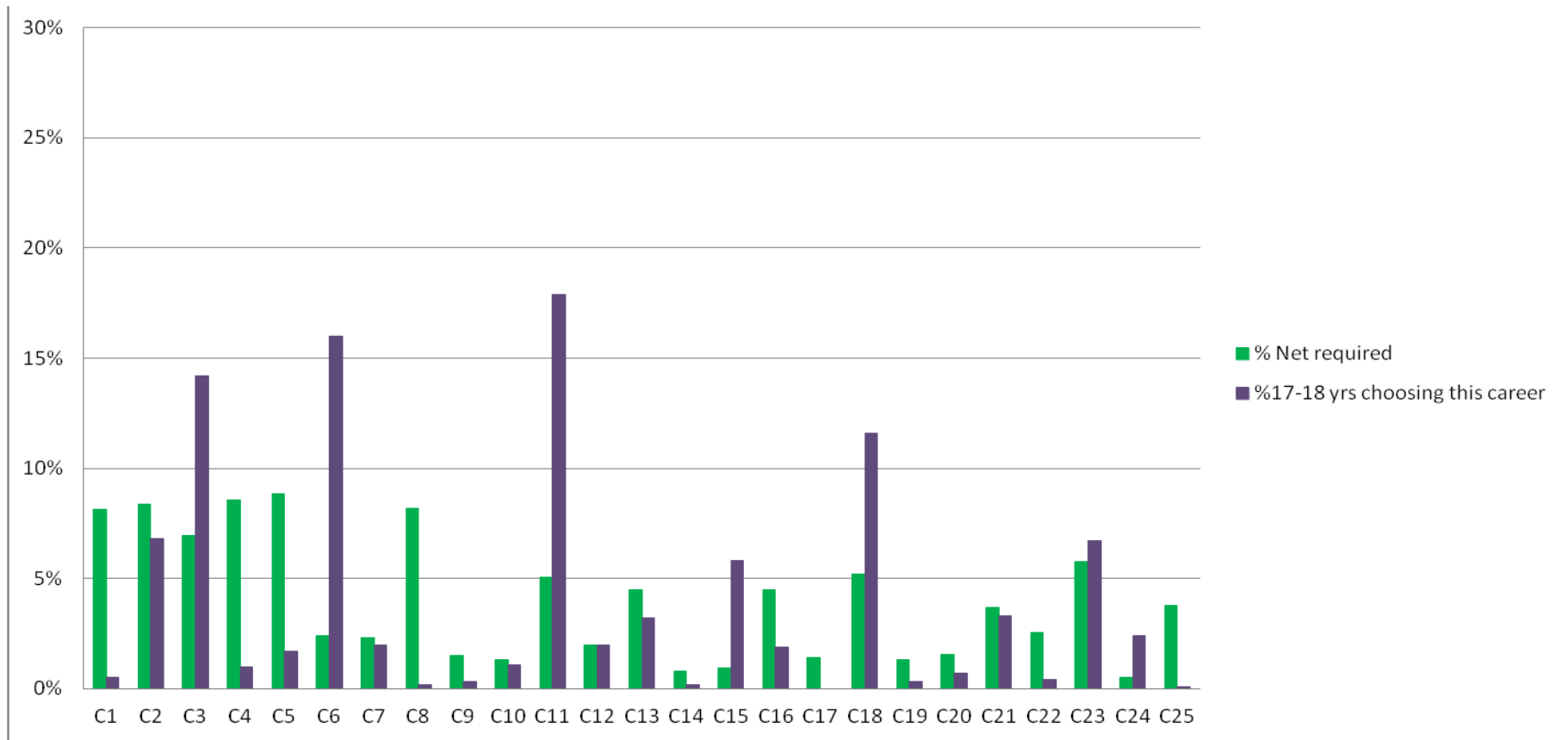


Figure 3: Career aspirations of young people aged 15-16 mapped against projected labour market demand (2010-2020)



**Figure 4: Career aspirations of young people aged 17-18 mapped against projected labour market demand (2010-2020)**





**Figures 5. Occupational preferences of young people by age group**

<b>JOBS</b>	<b>Code</b>	<b>Percentage 13-14</b>	<b>JOBS</b>	<b>Code</b>	<b>Percentage 15-16</b>	<b>JOBS</b>	<b>Code</b>	<b>Percentage 17-18</b>
Actor/Actress	C6	5.6%	Teacher/Lecturer	C23	4.4%	Teacher/Lecturer	C23	6.7%
Lawyer (barrister/solicitor)	C3	4.4%	Lawyer (barrister/solicitor)	C3	4.2%	Psychologist	C11	4.7%
Police	C15	4.1%	Accountant	C3	4.0%	Accountant	C3	4.5%
Doctor	C11	3.8%	Actor/Actress	C6	3.7%	Police	C15	3.5%
Sportsman/woman	C6	3.7%	Police	C15	3.6%	Lawyer (barrister/solicitor)	C3	3.4%
Teacher/Lecturer	C23	3.6%	IT consultant	C18	3.4%	IT consultant	C18	3.4%
Chef	C24	3.3%	Doctor	C11	3.4%	Scientist	C18	3.4%
Accountant	C3	3.2%	Sportsman/woman	C6	3.3%	Doctor	C11	3.3%
Army/Navy/Airforce/Firefighter	C15	3.2%	Army/Navy/Airforce/Firefighter	C15	3.2%	Journalist	C3	3.3%
Singer/ Musician	C6	3.2%	Psychologist	C11	3.1%	Manager (eg in an office, factory, shop, hotel)	C13	2.8%
IT consultant	C18	3.0%	Singer/ Musician	C6	2.6%	Actor/Actress	C6	2.5%
Graphic designer	C6	3.0%	Graphic designer	C6	2.5%	Singer/ Musician	C6	2.5%
Fashion/jewellery/shoes/handbags designers	C6	2.9%	Manager (eg in an office, factory, shop, hotel)	C13	2.5%	Graphic designer	C6	2.4%
Dancer	C6	2.8%	Engineer(civil, mechanical, electrical)	C18	2.5%	Engineer(civil, mechanical, electrical)	C18	2.4%
Vet	C11	2.8%	TV/radio presenter/DJ	C6	2.4%	Cial worker	C3	2.3%
TV/radio presenter/DJ	C6	2.6%	Journalist	C3	2.3%	Army/Navy/Airforce/Firefighter	C15	2.3%
Artist	C6	2.5%	Scientist	C18	2.2%	Marketing	C2	2.2%
Manager (eg in an office, factory, shop, hotel)	C13	2.4%	Fashion/jewellery/shoes/handbags designers	C6	2.2%	Sportsman/woman	C6	2.0%
Hairdresser	C12	2.4%	Vet	C11	2.2%	Nurse/Health visitor	C11	1.9%
Beauty therapist	C12	2.3%	Chef	C24	2.1%	Fashion/jewellery/shoes/handbags designers	C6	1.9%
Scientist	C18	2.1%	Artist	C6	2.1%	Artist	C6	1.9%
Mechanic	C22	2.0%	Mechanic	C22	1.9%	Mechanic	C22	1.7%

Engineer(civil, mechanical, electrical)	C18	2.0%	Beauty therapist	C12	1.7%	Banker	C5	1.7%
Journalist	C3	2.0%	Dancer	C6	1.7%	Advertising	C2	1.7%
Airline pilot	C2	1.7%	Airline pilot	C2	1.7%	TV work (not presenter)	C18	1.6%
Architect	C18	1.7%	Cial worker	C3	1.7%	Retail sales assistant	C16	1.6%
Banker	C5	1.3%	Hairdresser	C12	1.6%	TV/radio presenter/DJ	C6	1.5%
Surgeon	C11	1.3%	Architect	C18	1.6%	Care worker	C4	1.5%
Electrician	C22	1.2%	Midwife	C11	1.5%	Airline pilot	C2	1.4%
Psychologist	C11	1.2%	Banker	C5	1.5%	Midwife	C11	1.4%
Builder	C21	1.2%	Care worker	C4	1.4%	Electrician	C22	1.4%
Midwife	C11	1.2%	Advertising	C2	1.3%	Dancer	C6	1.3%
Nurse/Health visitor	C11	1.1%	Nurse/Health visitor	C11	1.3%	Surgeon	C11	1.3%
Dentist	C11	1.1%	Physiotherapist	C11	1.3%	Paramedic	C10	1.1%
Cial worker	C3	1.0%	TV work (not presenter)	C18	1.3%	Beauty therapist	C12	1.1%
Physiotherapist	C11	1.0%	Electrician	C22	1.3%	Psychiatrist	C11	1.1%
TV work (not presenter)	C18	1.0%	Marketing	C2	1.2%	Plumber	C21	1.0%
Marketing	C2	0.9%	Surgeon	C11	1.1%	Chef	C24	1.0%
Care worker	C4	0.8%	Psychiatrist	C11	1.1%	Medical consultant	C11	1.0%
Advertising	C2	0.8%	Paramedic	C10	1.1%	Hairdresser	C12	0.8%
Paramedic	C10	0.7%	Dentist	C11	1.0%	Architect	C18	0.8%
Plumber	C21	0.7%	Retail sales assistant	C16	1.0%	Builder	C21	0.7%
Psychiatrist	C11	0.6%	Builder	C21	0.9%	Dentist	C11	0.7%
Farmer	C20	0.5%	Medical consultant	C11	0.7%	Physiotherapist	C11	0.7%
Financial advisor	C2	0.5%	Plumber	C21	0.7%	Secretary	C19	0.7%
Ambulance worker	C4	0.5%	Financial advisor	C2	0.6%	Public relations	C3	0.7%
Medical consultant	C11	0.4%	Ambulance worker	C4	0.5%	Ambulance worker	C4	0.5%
Carpenter/Joiner	C21	0.4%	Secretary	C19	0.5%	Optician	C11	0.5%
Hotel worker	C13	0.4%	Office admin/Receptionist	C1	0.4%	Office admin/Receptionist	C1	0.5%
Secretary	C19	0.4%	Optician	C11	0.4%	Vet	C11	0.5%

Driver/Haulier	C25	0.3%	Hotel worker	C13	0.4%	Financial advisor	C2	0.5%
Waiter	C8	0.3%	Farmer	C20	0.4%	Speech therapist	C11	0.5%
Optician	C11	0.3%	Carpenter/Joiner	C21	0.4%	Farmer	C20	0.4%
Office admin/Receptionist	C1	0.3%	Waiter	C8	0.4%	Hotel worker	C13	0.4%
Sales consultant	C16	0.2%	Public relations	C3	0.3%	Personnel/HR	C2	0.4%
Retail sales assistant	C16	0.2%	Anaesthetist	C11	0.3%	Carpenter/Joiner	C21	0.4%
Locksmith	C22	0.2%	Sales consultant	C16	0.2%	Sales consultant	C16	0.4%
Welder	C21	0.2%	Insurance broker	C2	0.2%	Driver/Haulier	C25	0.3%
Anaesthetist	C11	0.2%	Driver/Haulier	C25	0.2%	Waiter	C8	0.3%
Surveyor	C2	0.2%	Locksmith	C22	0.2%	Surveyor	C2	0.3%
Audiologist	C11	0.1%	Welder	C21	0.2%	Insurance broker	C2	0.3%
Speech therapist	C11	0.1%	Surveyor	C2	0.2%	Welder	C21	0.2%
Insurance broker	C2	0.1%	Speech therapist	C11	0.2%	Anaesthetist	C11	0.2%
Public relations	C3	0.1%	Personnel/HR	C2	0.2%	Locksmith	C22	0.2%
Miner	C14	0.1%	Miner	C14	0.1%	Call centre	C7	0.2%
Call centre	C7	0.1%	Call centre	C7	0.1%	Factory worker	C9	0.2%
Personnel/HR	C2	0.1%	Audiologist	C11	0.1%	Audiologist	C11	0.1%
Factory worker	C9	0.05%	Factory worker	C9	0.1%	Miner	C14	0.1%
Glazier	C21	0.05%	Glazier	C21	0.00%	Glazier	C21	0.1%
<b>Total Counts</b>		<b>17,528</b>	<b>Total Counts</b>		<b>10,931</b>	<b>Total Counts</b>		<b>1,671</b>

**Figure 6. Occupational preferences of young people (15-16) by school type**

JOB	Code	State	JOB	Code	Private	JOB	Code	Selective State Schools
Teacher/Lecturer	C23	5%	Lawyer (barrister/solicitor)	C3	7%	Accountant	C3	6%
Lawyer (barrister/solicitor)	C3	4%	Accountant	C3	6%	Doctor	C11	5%
Accountant	C3	4%	Doctor	C11	6%	Lawyer (barrister/solicitor)	C3	5%
Police	C15	4%	Journalist	C3	4%	IT consultant	C18	4%
Actor/Actress	C6	4%	Manager (eg in an office, factory, shop, hotel)	C13	4%	Engineer(civil, mechanical, electrical)	C18	4%
Sportsman/woman	C6	4%	Teacher/Lecturer	C23	4%	Banker	C5	3%
IT consultant	C18	3%	Actor/Actress	C6	3%	Singer/ Musician	C6	3%
Psychologist	C11	3%	Psychologist	C11	3%	Teacher/Lecturer	C23	3%
Army/Navy/Airforce/Firefighter	C15	3%	Fashion/jewellery/shoes/handbags designers	C6	3%	Journalist	C3	3%
Doctor	C11	3%	Airline pilot	C2	3%	Architect	C18	3%
Graphic designer	C6	3%	Engineer(civil, mechanical, electrical)	C18	3%	Sportsman/woman	C6	3%
Singer/ Musician	C6	3%	Marketing	C2	3%	Actor/Actress	C6	3%
Manager (eg in an office, factory, shop, hotel)	C13	2%	Vet	C11	3%	Army/Navy/Airforce/Firefighter	C15	3%
TV/radio presenter/DJ	C6	2%	Army/Navy/Airforce/Firefighter	C15	2%	Graphic designer	C6	2%
Engineer(civil, mechanical, electrical)	C18	2%	Dentist	C11	2%	Police	C15	2%
Scientist	C18	2%	IT consultant	C18	2%	Scientist	C18	2%
Vet	C11	2%	Advertising	C2	2%	Fashion/jewellery/shoes/handbags designers	C6	2%
Chef	C24	2%	Banker	C5	2%	Psychiatrist	C11	2%
Journalist	C3	2%	Scientist	C18	2%	Airline pilot	C2	2%
Artist	C6	2%	Singer/ Musician	C6	2%	Advertising	C2	2%

Fashion/jewellery/shoes/handbags designers	C6	2%	TV/radio presenter/DJ	C6	2%	Psychologist	C11	2%
Mechanic	C22	2%	Graphic designer	C6	2%	TV/radio presenter/DJ	C6	2%
Beauty therapist	C12	2%	Nurse/Health visitor	C11	2%	Vet	C11	2%
Dancer	C6	2%	Police	C15	2%	Manager (eg in an office, factory, shop, hotel)	C13	2%
Cial worker	C3	2%	Psychiatrist	C11	2%	Marketing	C2	2%
Hairdresser	C12	2%	Architect	C18	2%	Surgeon	C11	2%
Airline pilot	C2	2%	Chef	C24	2%	Dentist	C11	1%
Midwife	C11	2%	Surgeon	C11	2%	Artist	C6	1%
Architect	C18	1%	Care worker	C4	1%	Mechanic	C22	1%
Care worker	C4	1%	Dancer	C6	1%	Cial worker	C3	1%
Physiotherapist	C11	1%	Physiotherapist	C11	1%	Physiotherapist	C11	1%
TV work (not presenter)	C6	1%	Sportsman/woman	C6	1%	Ambulance worker	C4	1%
Nurse/Health visitor	C11	1%	Artist	C6	1%	Beauty therapist	C12	1%
Electrician	C22	1%	Beauty therapist	C12	1%	Chef	C24	1%
Banker	C5	1%	Mechanic	C22	1%	Dancer	C6	1%
Advertising	C2	1%	Midwife	C11	1%	TV work (not presenter)	C18	1%
Paramedic	C10	1%	Paramedic	C10	1%	Financial advisor	C2	1%
Surgeon	C11	1%	Medical consultant	C11	1%	Medical consultant	C11	1%
Marketing	C2	1%	Public relations	C3	1%	Midwife	C11	1%
Psychiatrist	C11	1%	Surveyor	C2	1%	Hairdresser	C12	1%
Retail sales assistant	C16	1%	Hairdresser	C12	1%	Paramedic	C10	1%
Dentist	C11	1%	Secretary	C19	1%	Retail sales assistant	C16	1%
Builder	C21	1%	Cial worker	C3	1%	Electrician	C22	1%
Medical consultant	C11	1%	TV work (not presenter)	C18	1%	Anaesthetist	C11	1%
Plumber	C21	1%	Ambulance worker	C4	0.4%	Hotel worker	C13	1%
Financial advisor	C2	1%	Farmer	C20	0.4%	Insurance broker	C2	1%
Optician	C11	0.5%	Financial advisor	C2	0.4%	Plumber	C21	1%

Ambulance worker	C4	0.5%	Hotel worker	C13	0.4%	Builder	C21	0.4%
Secretary	C19	0.5%	Locksmith	C22	0.4%	Farmer	C20	0.4%
Carpenter/Joiner	C21	0.4%	Sales consultant	C16	0.4%	Nurse/Health visitor	C11	0.4%
Farmer	C20	0.4%	Anaesthetist	C11	0.2%	Waiter	C8	0.4%
Office admin/Receptionist	C1	0.4%	Carpenter/Joiner	C21	0.2%	Care worker	C4	0.3%
Waiter	C8	0.4%	Driver/Haulier	C25	0.2%	Office admin/Receptionist	C1	0.3%
Hotel worker	C13	0.4%	Insurance broker	C2	0.2%	Optician	C11	0.3%
Public relations	C3	0.3%	Office admin/Receptionist	C1	0.2%	Public relations	C3	0.3%
Anaesthetist	C11	0.3%	Optician	C11	0.2%	Sales consultant	C16	0.3%
Driver/Haulier	C25	0.2%	Personnel/HR	C2	0.2%	Locksmith	C22	0.2%
Insurance broker	C2	0.2%	Retail sales assistant	C16	0.2%	Audiologist	C11	0.1%
Welder	C21	0.2%	Audiologist	C11	0.0%	Driver/Haulier	C25	0.1%
Locksmith	C22	0.2%	Builder	C21	0.0%	Factory worker	C9	0.1%
Sales consultant	C16	0.2%	Call centre	C7	0.0%	Secretary	C19	0.1%
Speech therapist	C11	0.2%	Electrician	C22	0.0%	Speech therapist	C11	0.1%
Surveyor	C2	0.2%	Factory worker	C9	0.0%	Welder	C21	0.1%
Personnel/HR	C2	0.2%	Glazier	C21	0.0%	Call centre	C7	0.0%
Miner	C14	0.1%	Miner	C14	0.0%	Carpenter/Joiner	C21	0.0%
Audiologist	C11	0.1%	Plumber	C21	0.0%	Glazier	C21	0.0%
Call centre	C7	0.1%	Speech therapist	C11	0.0%	Miner	C14	0.0%
Factory worker	C9	0.1%	Waiter	C8	0.0%	Personnel/HR	C2	0.0%
Glazier	C21	0.0%	Welder	C21	0.0%	Surveyor	C2	0.0%
<b>Total Counts</b>		<b>8569</b>	<b>Total Counts</b>		<b>495</b>	<b>Total Counts</b>		<b>935</b>

**Figure 7. 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 (£)
<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%	36000
Doctor	3.40%	60805
Sportsman/woman	3.30%	<i>unreliable data</i>
Army/Navy/Airforce/Fire fighter	3.20%	<i>unreliable data</i>
Psychologist	3.10%	32792
median average		36000
<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%	25963
Personnel/HR	0.20%	25057
Miner	0.10%	29995
Call centre	0.10%	15711
Audiologist	0.10%	27076
Factory worker	0.10%	16,043
Glazer	0.00%	19,538
median average		25,536
		21,473

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## More information for employers

**UKCES youth employment:** [www.ukces.org.uk/ourwork/youthemployment](http://www.ukces.org.uk/ourwork/youthemployment)

Over 1 in 5 young people in the UK are not in education, employment or training. By 2022 this will result in nearly £28 billion in costs to the exchequer and lost output to the economy, on top of the human and social costs. Employers now need to step up and commit to helping young people get in and move up in the workplace. The UK Commission is committed to the outcome of more career opportunities for young people. Explore this link to find out more information on youth employment, discover the benefits of working with young people and see what support is available to help you recruit a young person.

**b-live:** [www.b-live.com](http://www.b-live.com) – tel: 07967 466752

In partnership with schools and employers, the b-live Foundation supports a community of over 330,000 young people (aged from 11 to 19) in secondary school to inspire, develop their skills and place them into relevant work opportunities. Putting the social mobility of young people at the heart of its service, b-live engages uniquely with students at an individual level through an integrated curriculum programme providing Careers IAG, work related lessons, workshops and work experience. Each student's development is measured throughout their secondary education providing employers and schools with intelligent impact reports. Founded and led by CEO Tanja Kuveljic, b-live places young people at the heart of its vision and service.

**Inspiring the Future:** [www.inspiringthefuture.org](http://www.inspiringthefuture.org)

*Inspiring the Future* is a free service which sees people from all sectors and professions volunteering to go into state schools and colleges to help young people understand the working world and the jobs it has to offer. Even short occasional career talks can make a lifetime's difference to young people, helping them to understand the jobs and careers open to them, broaden their aspirations and let them know what they need to do to get into different organisations or sectors. Inspiring the Future is the simple, quick and free way for volunteers to work with schools. Demand from teachers is huge. Volunteers and schools/colleges are connected securely online, and volunteering can take place near home or work. Criminal Records checks are not required as a teacher will always be present to facilitate. *Inspiring the Future* is supported by all the main national organisations representing employers and employees.

**Research into employer engagement in education:** [www.educationandemployers.org/research](http://www.educationandemployers.org/research)

The Education and Employers Taskforce provides a free online resource bringing together high quality materials investigating the impact and delivery of employer engagement in education. Resources include a library of key articles and reports, many of which have been summarised to pick out key findings, papers and videos from the Taskforce research conferences and free London seminar series as well as Taskforce publications and a regular e-bulletin of relevant research announcements. The library has attracted usage from across the world including researchers at Harvard, the OECD, Japan, Australia and Denmark.