

33%
I only feel comfortable talking about jobs with which I am familiar

28%
My child's school isn't preparing them for work



20%
I feel out of my depth advising my children about careers



37%
of employers say 16 year old school leavers are poorly or very poorly prepared for work



The biggest concern about school leavers is a lack of working world and life experience

11%
I would not employ my own child

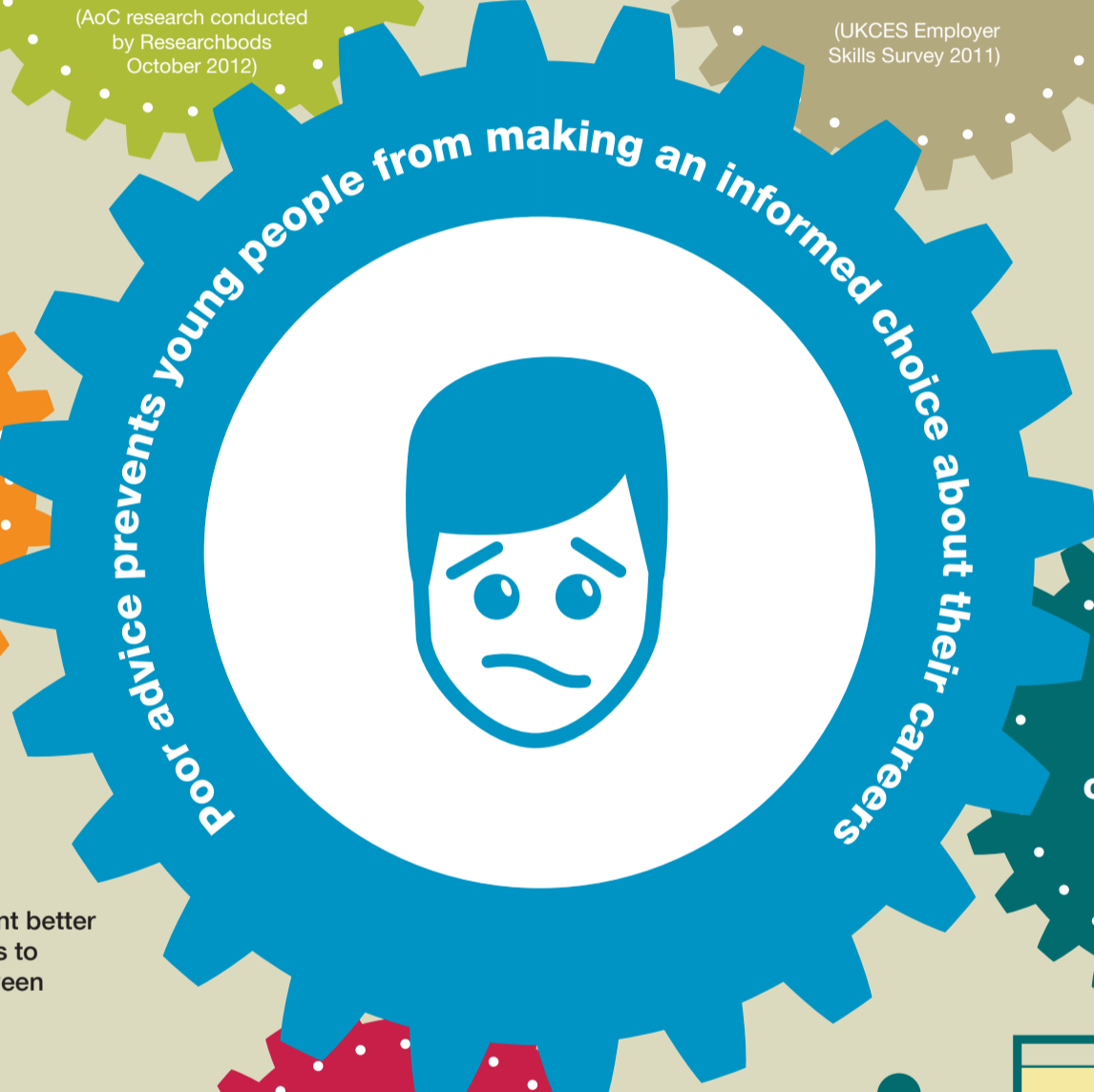
Parents don't feel comfortable advising their children about jobs
(AoC research conducted by Researchbods October 2012)

Employers worry about young people's work readiness
(UKCES Employer Skills Survey 2011)



College leavers are better prepared - just 13% of employers cite lack of work/life experience as a problem

Links to employers crucial in young people becoming work ready
(City & Guilds, Ways into Work: Youth Employment Research 2012)



Teachers struggling to give pupils careers advice
(AoC research conducted by ResearchBods October 2012)



88%
of young people want better access to employers to bridge the gap between education and work

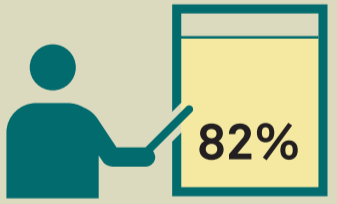


23%
of 16-18 year olds are pessimistic about finding a job after leaving school or college



26%
of 16-18 year olds have visited an employer to help inform their choice about their future options

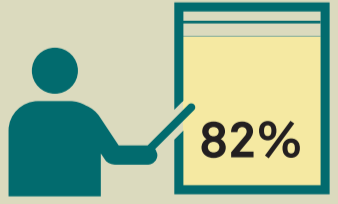
Parents and teachers are key influencers
(CIPR Education and Skills Group 2012)



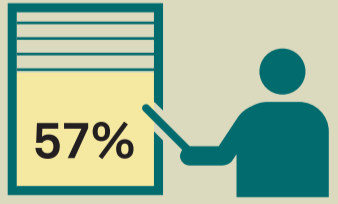
82% of teachers don't feel they have the appropriate knowledge to advise pupils on careers



44% of teachers admit to giving a pupil bad or uninformed advice in the past



82% are calling for better guidance on advising pupils about their options post-16



57% of teachers feel obligated to encourage pupils to stay on at their school post-16

Friends and family have more influence on a parent's view of a school or college than a head teacher or careers advisor



Students rank their parents, friends, school teachers and other family members (in that order) as the most influential in their education choices

Parents and students agree that parents exert the most influence on young people's decisions about education