

Press release

New CHILDWISE report reveals most young people rely on parents for advice about future jobs and careers.

The Monitor Report, an independent study by CHILDWISE, reveals that seven in ten youngsters (71%) age 11-16 ask their parents for advice and information – and just one in 10 seek help from a careers advisor.

The 2015 CHILDWISE Monitor is a comprehensive annual report looking at children's and young people's media consumption, purchasing and social habits as well as key behaviour.

"This report shows that encouraging children to think widely about their future is challenging," says Simon Leggett, of CHILDWISE.

"Most rely on parents for advice about jobs and careers and only a minority say that they would turn to their teachers for this. One in five don't think there is enough good advice available for young people when choosing a career," he adds.

"Just under half of pupils (46%) have asked their teachers for information and advice. Children are just as likely to talk to their peers about future jobs, with 42% speaking to friends about careers.

The CHILDWISE data comes as the commons education committee holds a follow-up to its 2013 inquiry into careers guidance for young people.¹

There is now a statutory duty on schools to secure access to independent and impartial careers guidance for their year nine to 11 pupils.

The new CHILDWISE report shows that 11-16 year olds are hungry for information – most have either talked to someone or looked for information about jobs and careers.

Girls are also more proactive and interested in finding out about future work. Three quarters of girls (74%) have asked their parents about future careers compared to just two thirds of boys (67%). CHILDWISE research shows that just 13% of children have sought information from a careers advisor.

Those aged 15-16 are more likely to do this with 22% per cent asking advisors and just 11% have been given careers leaflets.

A minority of children use formal sources of information, such as careers advisors, leaflets and the government funded National Careers Service.

The report also found that half of all 11-16-year-olds say they plan to go to university or Higher Education. Only a minority want to go straight into a job or apprenticeship.

Most are confident of finding a job they enjoy, but one in four expect to compromise. One in five doubt they will find a job that pays enough to live on – or even find a job at all.

Editorial notes: For more information or to interview Simon Leggett please contact Liz Hollis 07880 680302 liz@lzhollis.co.uk

Independent research company CHILDWISE www.childwise.co.uk has a programme of published research, including the pre-school monitor report. In addition, CHILDWISE conducts research for government agencies, charities, broadcasters, publishers and brands.

ⁱ <http://www.parliament.uk/business/committees/committees-a-z/commons-select/education-committee/inquiries/parliament-2010/careers-guidance-follow-up/>