Young people's views on finding out about jobs and careers

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About the British Youth Council

BYC is an organisation of young people for young people across the UK. We empower other young people to get involved in the things that are important to us and to have a say in decisions that affect our lives. We believe that it doesn't matter who we are or where we come from, our voices count.

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Online survey

- The British Youth Council, NCB and Young NCB sent out an online survey to young people aged 12-26 asking them about what influences their career decisions, what advice they have access to, and their perceptions of the available advice.
- Over 500 young people took part.

Influences

- Most powerful influences on their careers:

1. Parents (65%)
2. Friends (60%)
3. Classroom teachers (58%)

Information

- 61% of young people use specific jobs and careers websites to access information on careers. Nearly a third use multiple sources (family, friends, newspapers, TV)
- Yet most influential sources of information are:

1. Parents (27%)
2. Websites (23%)
3. Teachers (20%)
4. Friends (11%)

- Adverts not that useful for young people – only 2% of respondents found them useful
- Young women more likely to view web as key influence (63% vs. 48% respectively). Young men more likely to view TV as key influence (48% vs. 30%).

Information and age

- Use of websites for info increases with age.
- While 55% of 14-21 year olds get their info from the web, this rises to 70% of 22-26 year olds.
- Web-based information is a key route for young people. Source they can keep coming back to.

Experiences of formal career advice

- 73% of respondents had experienced formal careers advice, either at school, college, university or in the community e.g. Connexions.
- 20% found their experience helpful, 52% a little bit helpful and 28% not at all helpful.
- Key message: often careers advice mismatched with what young people were looking for – practical ideas and advice. It worked when they felt listened to, and the advice was personal.
- Task is challenging! Young people's career aspirations both broad and deep. Traditional careers such as law, teaching and health sector still popular but opportunities in new, green sectors.

Implication: Broaden knowledge of opportunities

- Broaden knowledge and understanding of the jobs market among those who influence young people to ensure that they have a thorough and nuanced understanding of the range of opportunities that could fulfil young people's ambitions.
- Teachers and parents need to be able to "look up" job requirements quickly.

Implication: Web-based solutions

- Build more self-accessed web-based solutions for informing and guiding young people through the maze of job and career opportunities, including providing resources for young people and their parents to use and explore together.

Implication: Open up career paths

- Explore the ways private and public sector employers can ensure the entries into career paths as transparent and accessible to young people, parents and teachers as possible.

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- The report is available at http://www.byc.org.uk/Research-Reports
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