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# THE SCHOOL & COLLEGE LEAVER CAREERS MARKET 2016

## ANNUAL RESEARCH REPORT

PRODUCED BY:

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IN PARTNERSHIP WITH:

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# WELCOME TO THE SCHOOL & COLLEGE LEAVER CAREERS MARKET 2016 ANNUAL RESEARCH REPORT

Produced by AllAboutSchoolLeavers.co.uk in partnership for the first time with YouGov, this research report offers valuable insight into the career-related aspirations, habits and opinions of over 11,100 school and college students across the UK.

This new partnership with YouGov lends extra weight to our research. An international market research firm with a pool of over 800,000 survey respondents, and a member of the British Polling Council, the organisation has experience producing accurate opinion polls around general elections, mayoral races, and national referendums.

Over the last three years AllAboutSchoolLeavers has gained the insight of over 48,000 people, all of whom have an interest in the school and college leaver careers market: over 22,600 students, 2,400 parents and guardians, and 1,525 teachers and careers advisers.

This year, we have the insight and analysis on the thoughts and opinions of 11,100 students, 1,200 parents, 400 teachers and 170 careers advisers – three of the key influencers on school and college leavers. For the first time we have specifically spoken to head teachers – 110 of them – who are crucial to establishing the provision of quality careers advice and guidance in schools. We also spoke to 54 of the top school and college leaver employers in the UK, in an attempt to gain a greater breadth of understanding of the school and college leaver careers market. YouGov surveyed a nationally representative sample of over 2,000 respondents from its pool.

While our sample size is large, this report should be viewed as part of a longitudinal study. We aim to provide you with a robust document that can be used alongside our previous research to build on the solid foundation we provided in 2014 and 2015. One research report doesn't provide all the definitive answers to the questions surrounding the school and college leaver careers market; that's why we have placed new data alongside our previous research. When compared with past figures, this year's research can be analysed further, and practical solutions presented for consideration when you are making key decisions.

We believe that in order to understand this growing careers market we must progress together with no preconceptions about 'best practice' – everything should be based on facts. To make our research even more insightful we welcome your involvement, if you are in a position helping young people with career decisions, your thoughts and opinions matter.

We've covered a wide range of topics including use of social media, employer brand awareness, careers guidance practice, subject teacher knowledge of career options, and how both students and their parents gather career information.

We hope you find this instalment of our research interesting, insightful and above all, useful.

*(Nb. Larger figures have been rounded up to the nearest 10)*

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## KEY FINDINGS

- Salary is still the most important consideration when students are looking at school leaver opportunities; around half of students want to earn more than double the Apprentice National Minimum Wage, which is £3.30 per hour. Over 80% of parents expect their child to be earning more than £8,000, which is far above the Apprentice National Minimum Wage.
- Head teachers are poorly informed about school leaver options – 45% are unable to identify the qualification level of Higher Apprenticeships, for example – despite having a legal obligation to ensure the provision of quality careers advice in their schools.
- Parents in London are the least likely to think apprenticeships are a good alternative to university, or that they are an opportunity to gain new skills. 30% think their child is “too smart” to do an apprenticeship.
- 83% of employers believe that the school leaver recruitment market will overtake the graduate recruitment market over the next five years – up from 78.3% last year.
- Even though university remains the most popular option for those leaving school or college, almost half are considering other options too.
- 78.5% of students say their parents are the ones who help them make career decisions – almost the same as in 2015, when the figure was 80.8%.
- More than 80% of subject teachers wish that they knew more about the options available to their students.
- Parents are becoming increasingly aware of apprenticeships as an alternative to university, but there is still a significant knowledge gap when it comes to school leaver programmes and sponsored degrees.

# EXECUTIVE SUMMARY

## THE MARKET

- Despite a dip in apprenticeship starts in 2013/14, latest figures show an upturn for 2014/15. Higher Apprenticeships are growing at the fastest rate.
- 83% of employers believe that the school leaver recruitment market will overtake the graduate recruitment market over the next five years – up from 78.3% last year.
- Higher Apprenticeships are the fastest growing type of apprenticeship: there was a 114% increase in starts on these programmes between 2013/14 and 2014/15.

## INFLUENCE & INFORMATION GATHERING

- 78.5% of students say their parents are the ones who help them make career decisions, almost the same as in 2015, when the figure was 80.8%.
- Online sources are the most popular method of gathering information, for both school leavers and parents.
- January is the most popular time of year for making career-based decisions.

## SCHOOLS

- 76% of head teachers say they have a dedicated member of staff for careers advice.
- 61% of schools now offer careers advice at least once a week, although more than one in ten schools still only offer the service to their students once a year or less.
- More than 80% of teachers wish that they knew more about the options available to their students.
- Head teachers show inconsistent knowledge when it comes to apprenticeships: 71.2% know an Intermediate Apprenticeship is the equivalent of GCSEs, and 68.6% know an Advanced Apprenticeship is equivalent to A-levels, but 45% are unable to identify the qualification level of Higher Apprenticeships.

## PARENTS

- Parents in London are the least likely to think apprenticeships are a good alternative to university, or that they are an opportunity to gain new skills. 30% think their child is “too smart” to do an apprenticeship.
- Parents are becoming increasingly aware of apprenticeships as an alternative to university.
- There is still a significant knowledge gap among parents when it comes to other options such as school leaver programmes and sponsored degrees.

## STUDENTS

- Even though university remains the most popular option for those leaving school or college, almost half are considering other options too.
- For school and college leavers, salary and the job is more important than the company with which they undertake their training, the location of the opportunity, or even than avoiding student debt.
- Almost 50% of students say they do not use social media to find out about employers and job opportunities, so recruiters' efforts would be best placed in raising the online profile of their school leaver opportunities on websites (rather than social media platforms) and in face-to-face engagement at careers events.

## EMPLOYERS

- Salary remains the most important consideration when students are looking for school leaver jobs or apprenticeships; around half of students want to earn more than double the Apprentice National Minimum Wage.
- Work experience opportunities are crucial to school leavers - 47% of students say it is the factor most likely to persuade them to do an apprenticeship or take on a role within a company.
- Students feel they are not trained sufficiently in spoken communication skills at school, skills that companies are looking for.



# STUDENTS

What type of school or college do/did you go to?

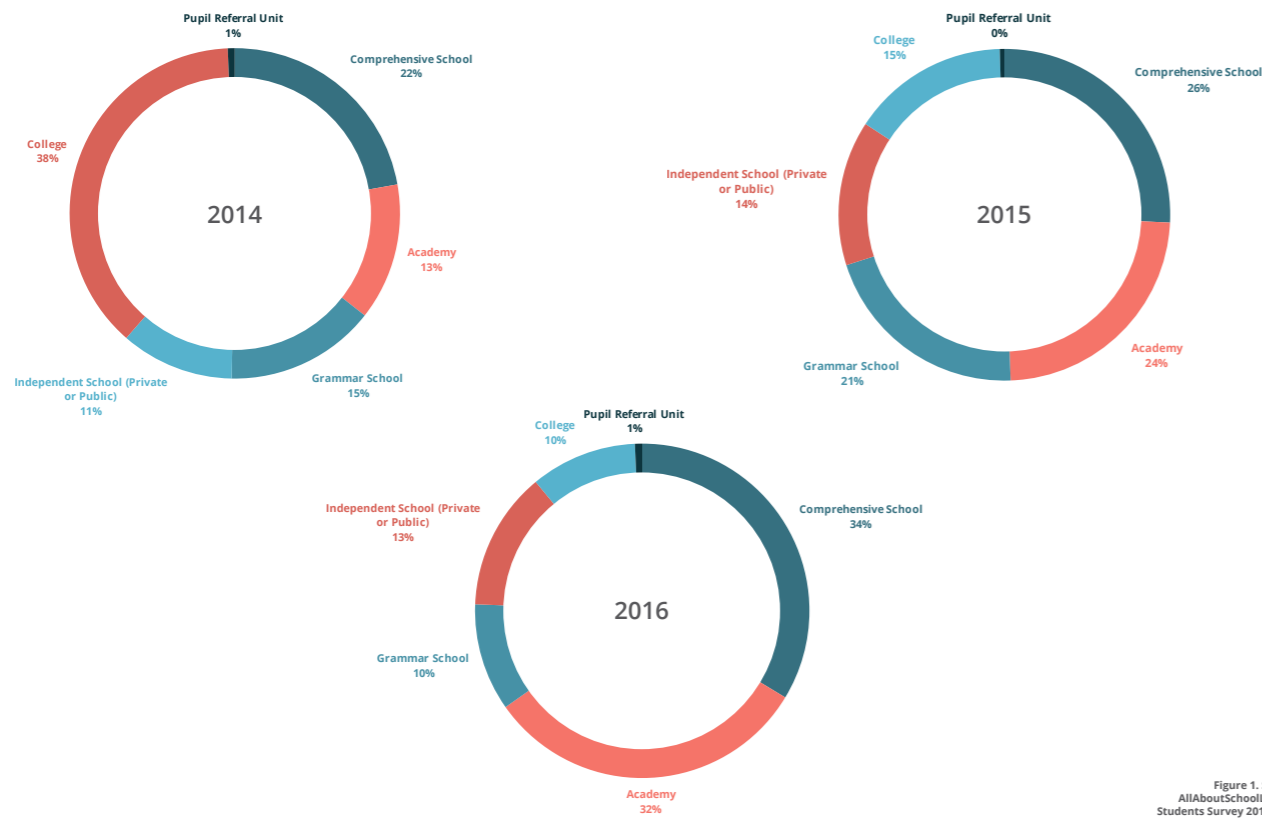
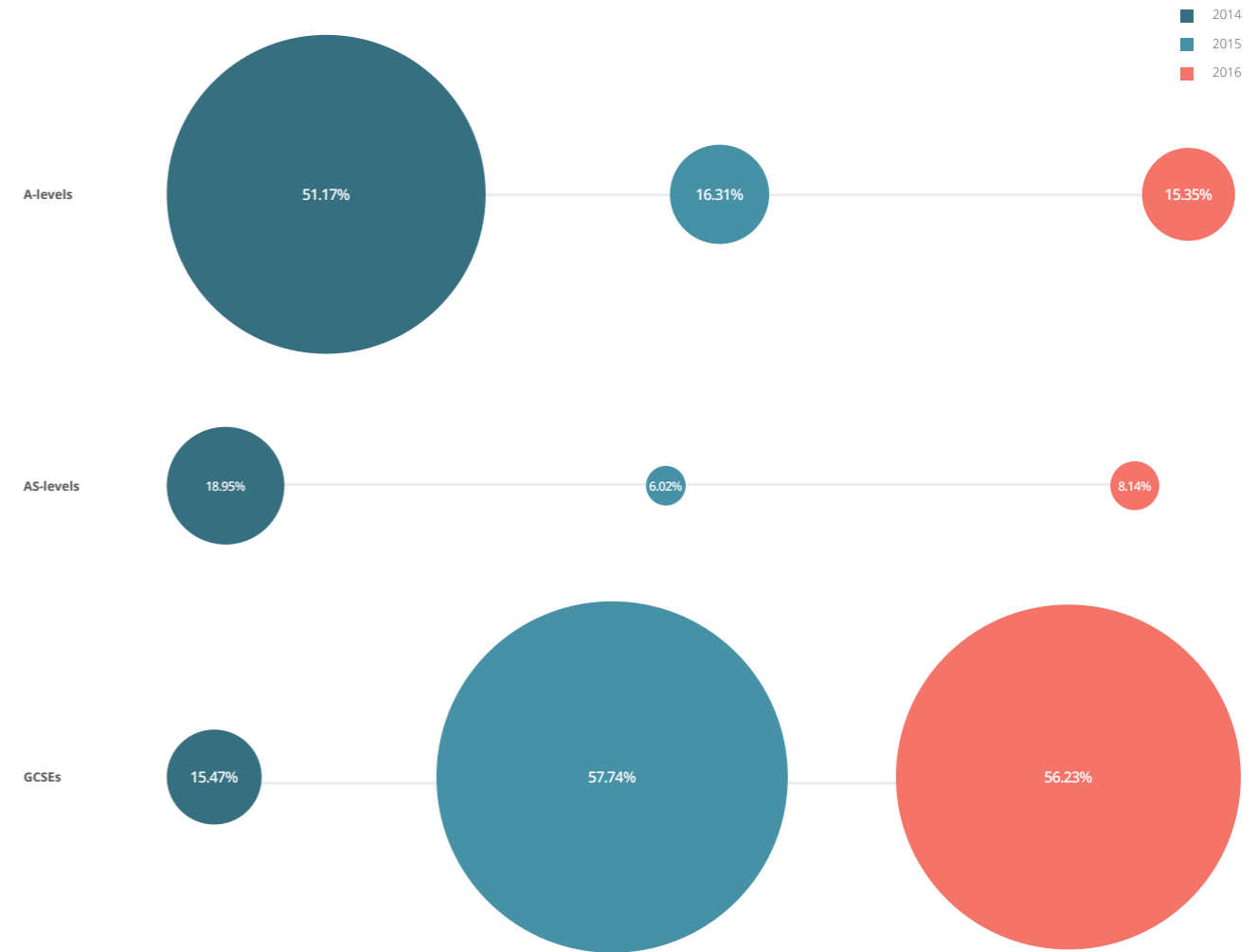


Figure 1. Source: AllAboutSchoolLeavers Students Survey 2014, 2015 & 2016

What qualification are you currently studying for?



What year group are you currently in?

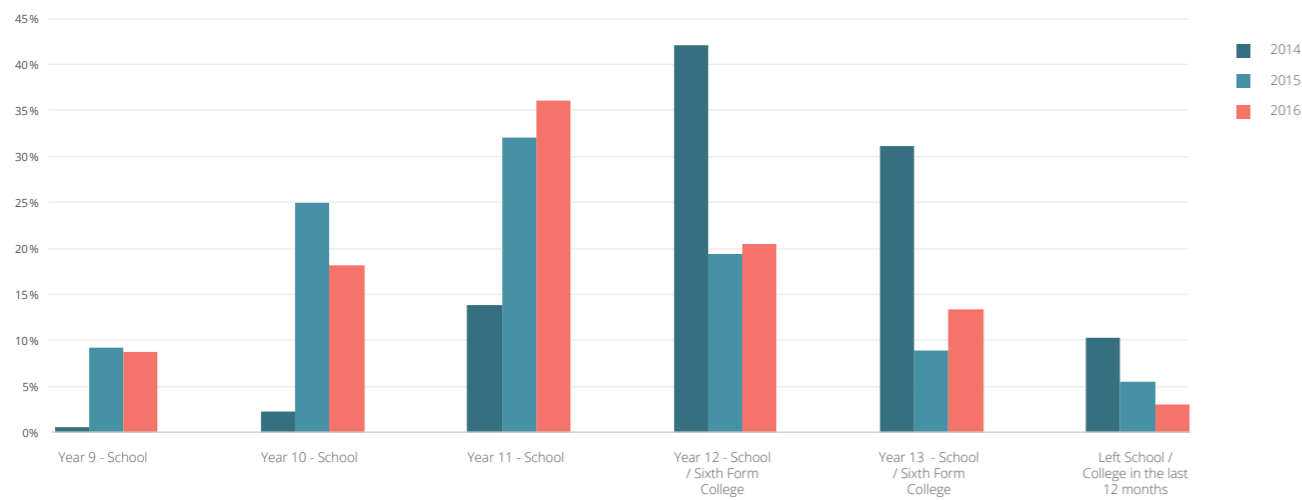


Figure 2. Source: AllAboutSchoolLeavers Students Survey 2014, 2015 & 2016

<b>ADVANCED APPRENTICESHIP</b> 0.14%   0.25%   0.28%	<b>FOUNDATION DEGREE</b> 1.99%   0.72%   0.50%	<b>NVQ</b> 0.50%   0.02%   0.17%
<b>ADVANCED HIGHERS</b> 0.50%   0.82%   1.69%	<b>HIGHER APPRENTICESHIP</b> 0.07%   0.47%   0.13%	<b>STANDARD GRADE</b> 0.14%   0.37%   0.57%
<b>BTEC (LEVEL 1 &amp; 2)</b> 0.50%   1.25%   0.97%	<b>HIGHER NATIONAL CERTIFICATE (HNC)</b> 0.21%   0.32%   0.31%	<b>SVQ</b> 0.00%   0.36%   0.08%
<b>BTEC (LEVEL 3)</b> 3.76%   3.55%   2.13%	<b>HIGHERS</b> 0.85%   3.40%   4.31%	<b>NOT SURE</b> 3.05%   0.10%   0.10%
<b>BTEC (LEVEL 4-6)</b> 0.07%   0.13%   0.25%	<b>INTERMEDIATE 1</b> 0.14%   0.05%   0.14%	<b>NATIONAL 1</b> 0.03%   0.07%
<b>CITY &amp; GUILDS (LEVEL 1-3)</b> 0.14%   0.43%   0.34%	<b>INTERMEDIATE 2</b> 0.14%   0.15%   0.12%	<b>NATIONAL 2</b> 0.13%   0.17%
<b>CITY &amp; GUILDS (LEVEL 4 &amp; 5)</b> 0.00%   0.06%   0.13%	<b>INTERMEDIATE APPRENTICESHIP</b> 0.07%   0.14%   0.21%	<b>NATIONAL 3</b> 0.41%   0.60%
<b>CITY &amp; GUILDS (LEVEL 6-8)</b> 0.00%   0.15%   0.14%	<b>INTERNATIONAL BACCALAUREATE</b> 1.28%   0.52%   0.68%	<b>NATIONAL 4</b> 5.37%   4.87%
<b>DIPLOMA (14-19)</b> 0.78%   0.68%   0.88%	<b>INTERNATIONAL VOCATIONAL AWARD</b> 0.07%   0.05%   0.10%	<b>NATIONAL 5</b> 5%   0.42%

Figure 3. Source: AllAboutSchoolLeavers Students Survey 2014, 2015 & 2016

# PARENTS

*In which school year are your children/dependants?*

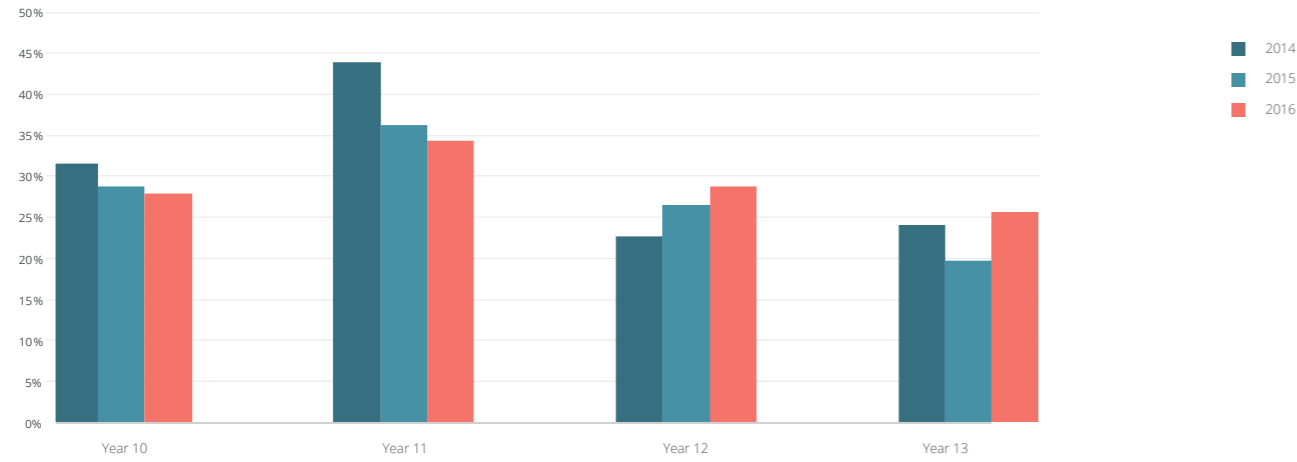


Figure 4. Source: AllAboutSchoolLeavers Parents Survey 2014, 2015 & 2016

*What type of institution do your children attend?*

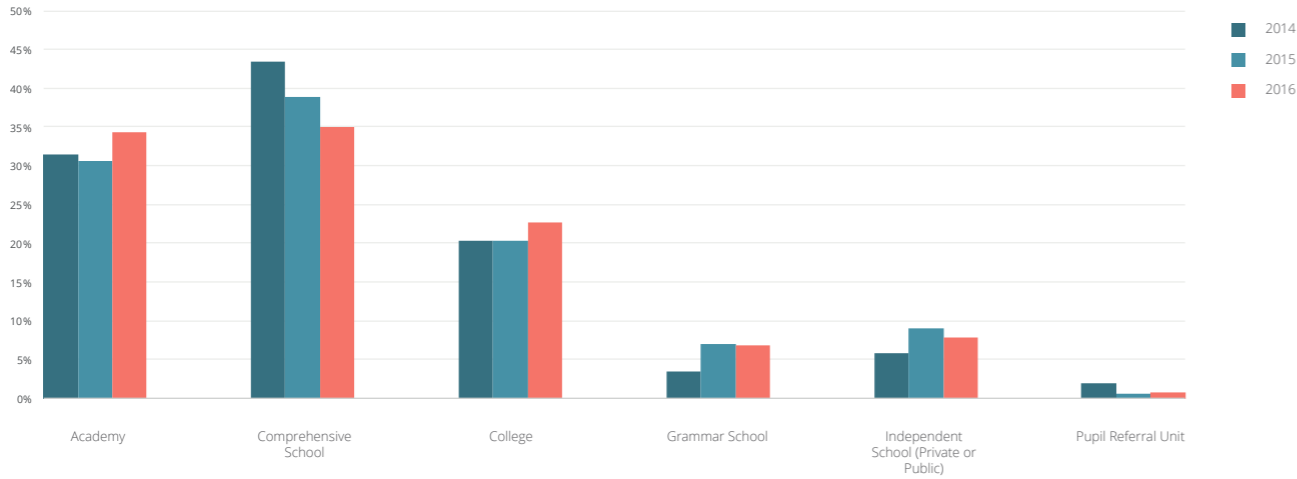


Figure 5. Source: AllAboutSchoolLeavers Parents Survey 2014, 2015 & 2016

# CLASSROOM TEACHERS

*What type of school or college do you work for?*

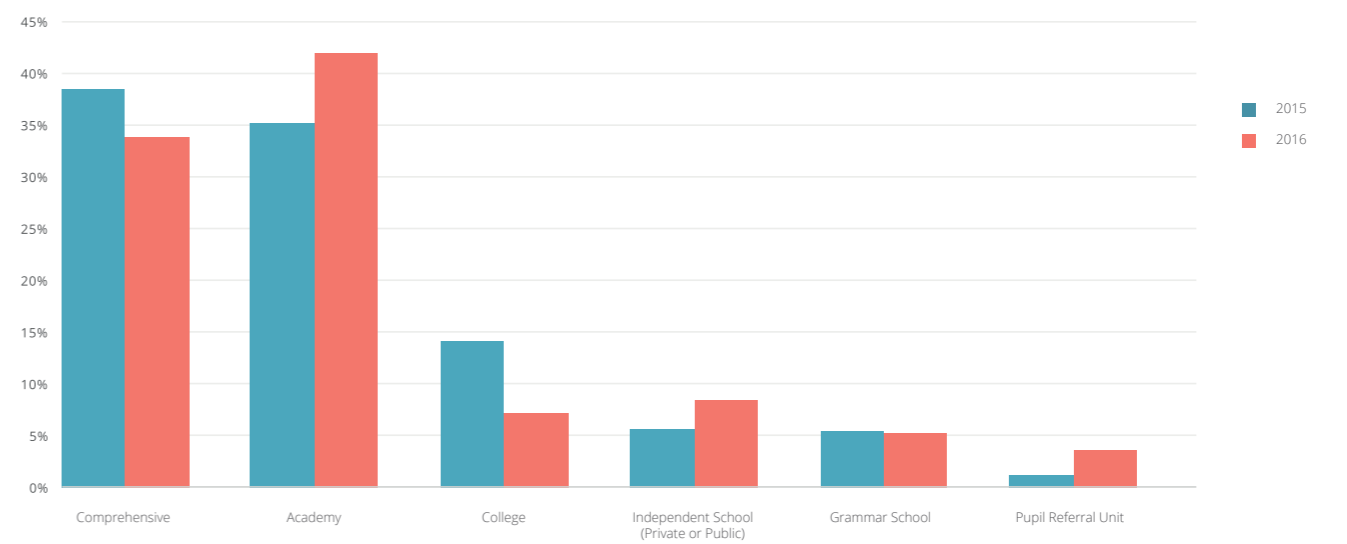


Figure 6. Source: AllAboutSchoolLeavers Teachers Survey 2015 & 2016

*Which year group(s) do you teach?*

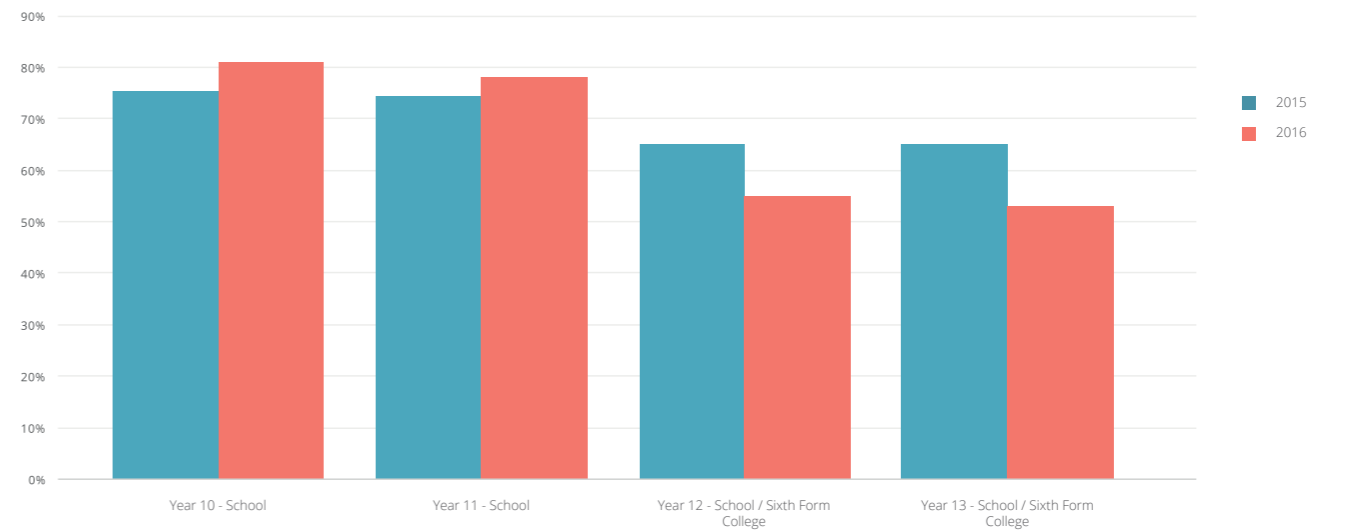


Figure 7. Source: AllAboutSchoolLeavers Teachers Survey 2015 & 2016

What is your primary teaching subject?

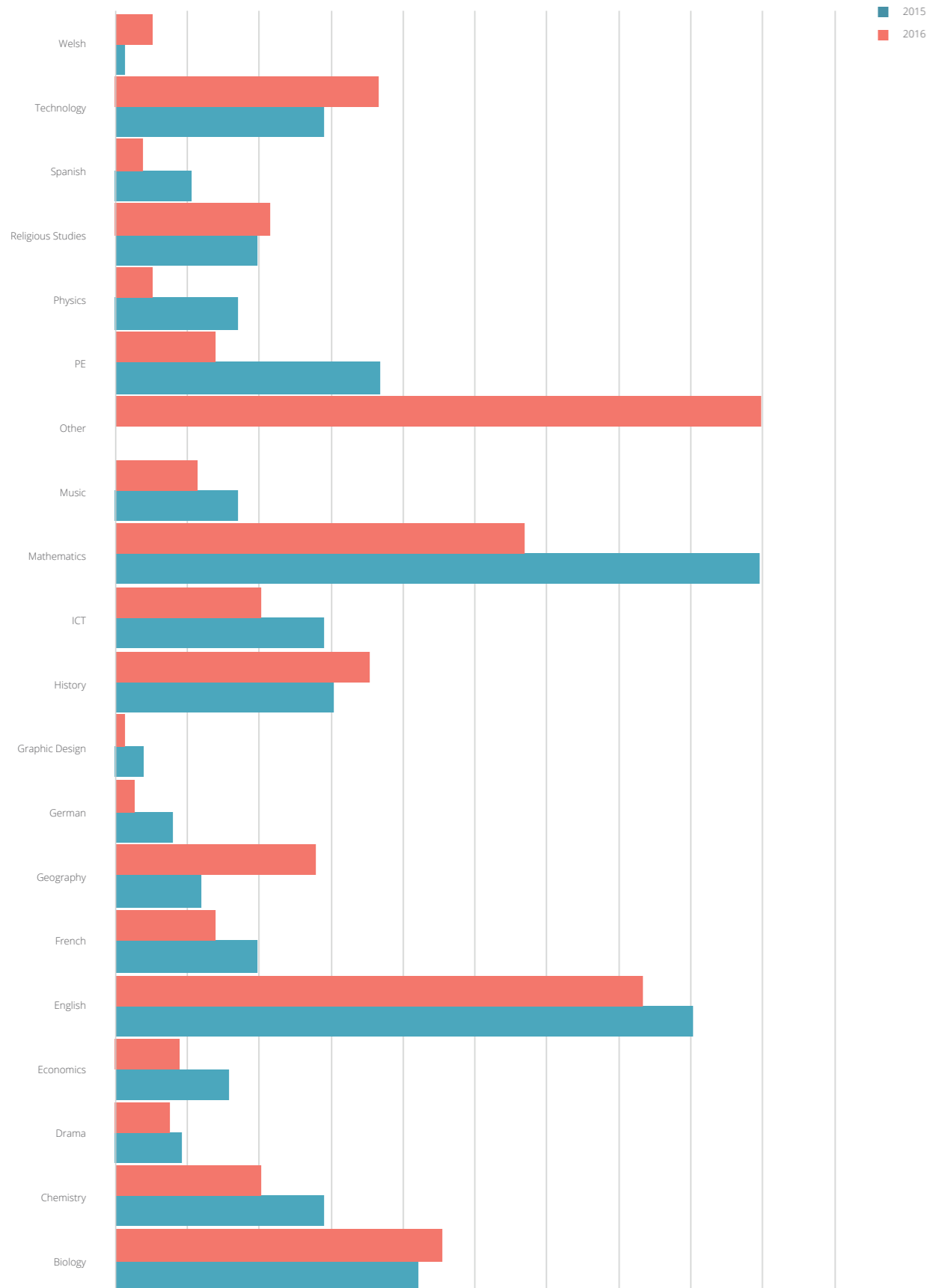
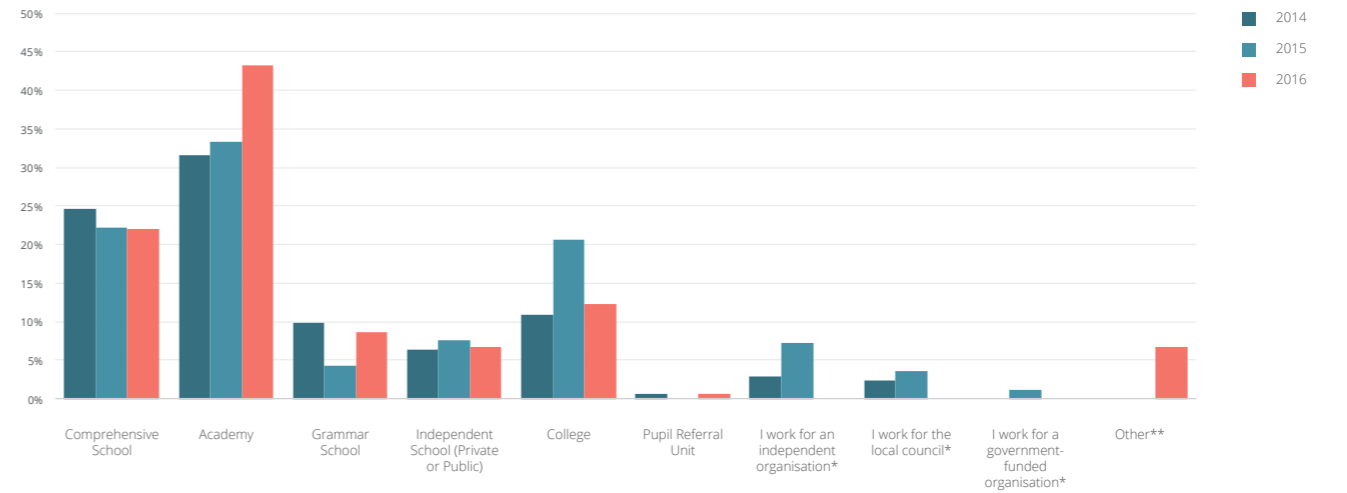


Figure 8. Source: AllAboutSchoolLeavers Teachers Survey 2015 & 2016

# CAREERS ADVISERS

What type of school or college do you work for?



\* Option not given in 2016 \*\* Option not given in 2014 or 2015

Figure 9. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014, 2015 & 2016

To which year group(s) do you currently offer careers information, advice and guidance?

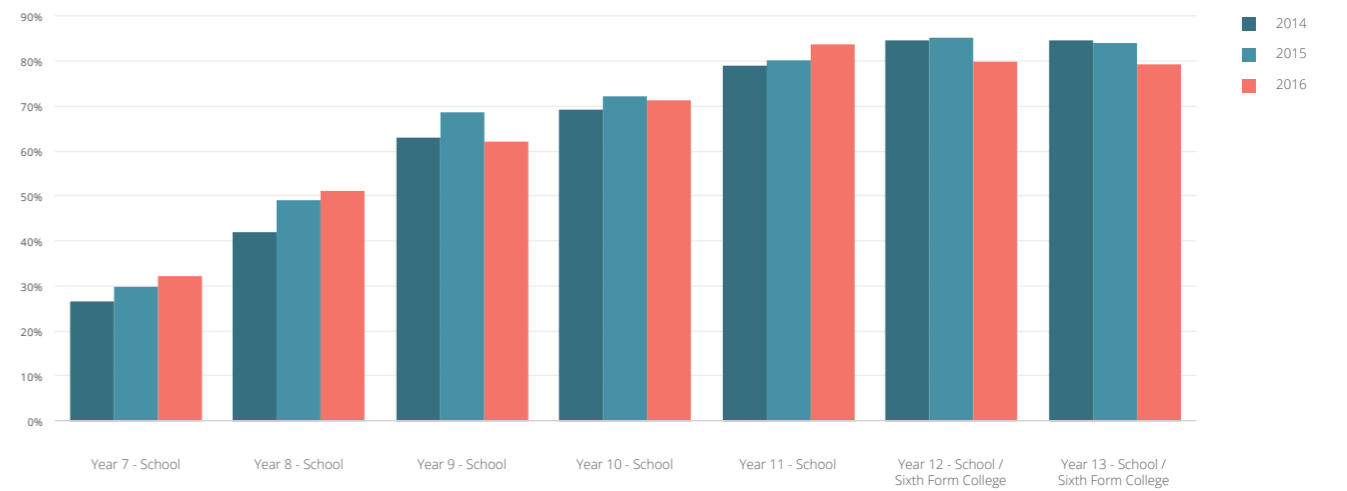


Figure 10. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014, 2015 & 2016



# HEAD TEACHERS

What type of school or college do you work for?

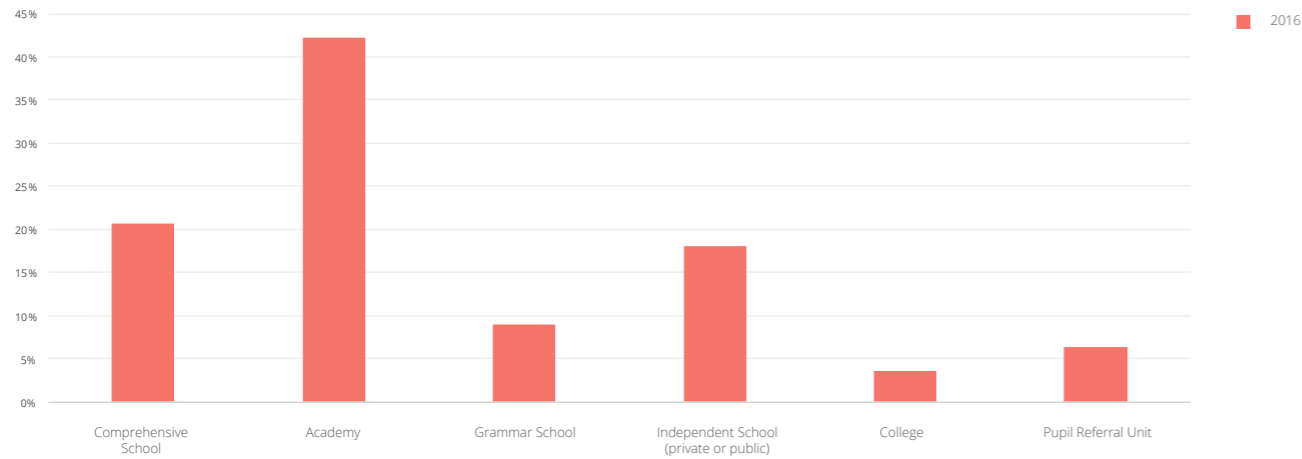
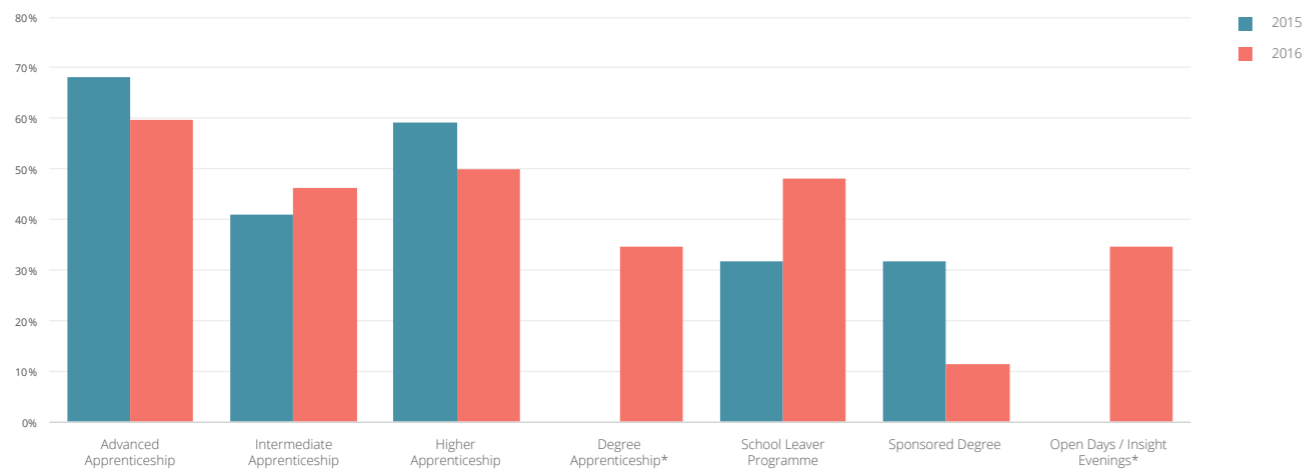


Figure 11. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

# EMPLOYERS

Which of these opportunities do you offer to school and college leavers?



\* Option not given in 2015

Figure 12. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

For how long has your organisation been taking on school and college leavers as part of a structured programme such as an apprenticeship or school leaver programme?

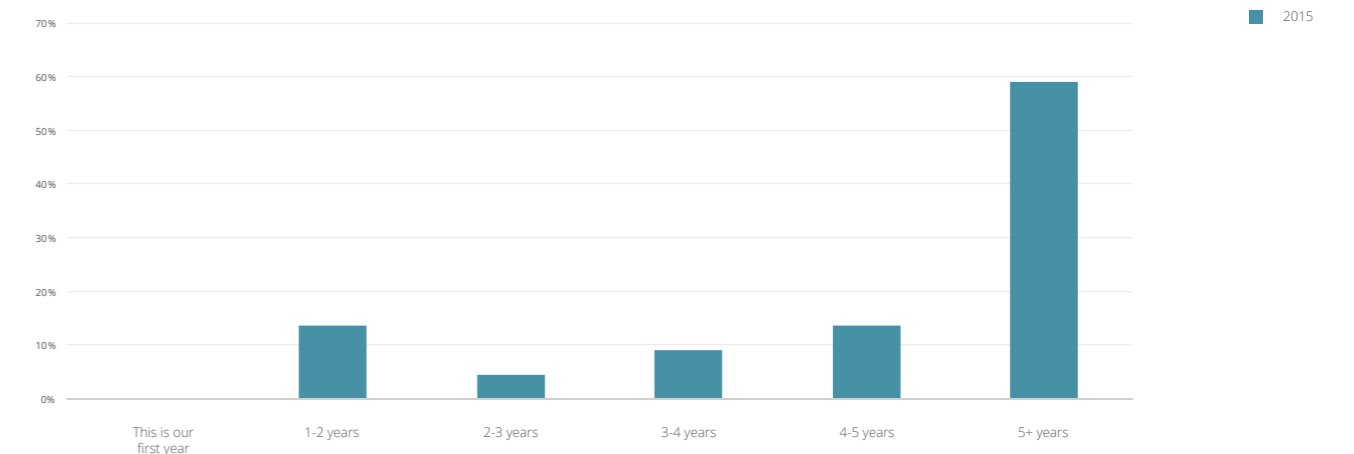


Figure 13. Source: AllAboutSchoolLeavers Employers Survey 2015

How many school leavers do you take on each year?

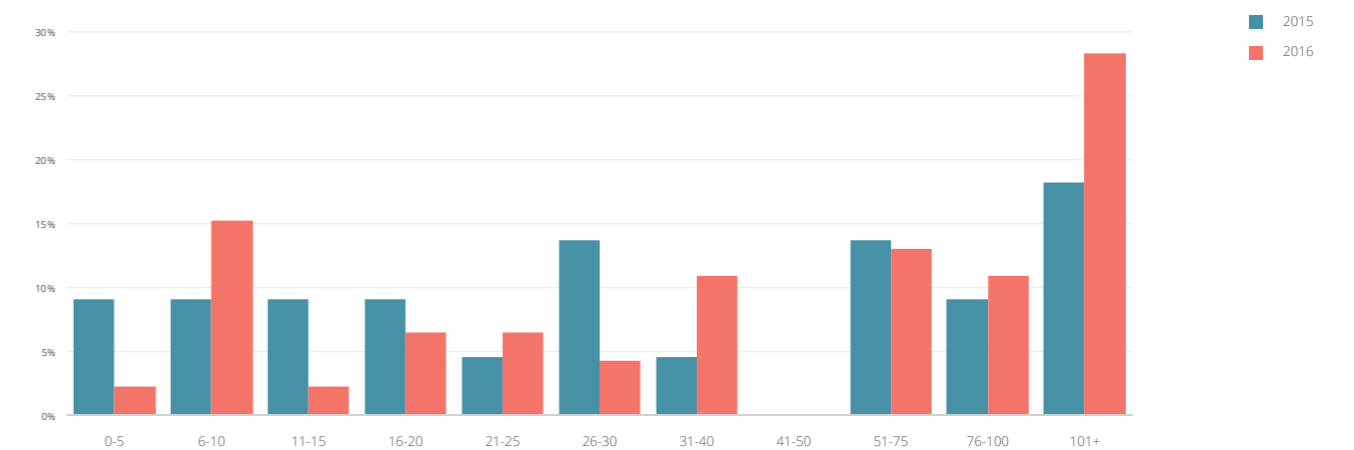


Figure 14. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

How many applications have you received for school leaver programmes/sponsored degrees/apprenticeships in the last year?

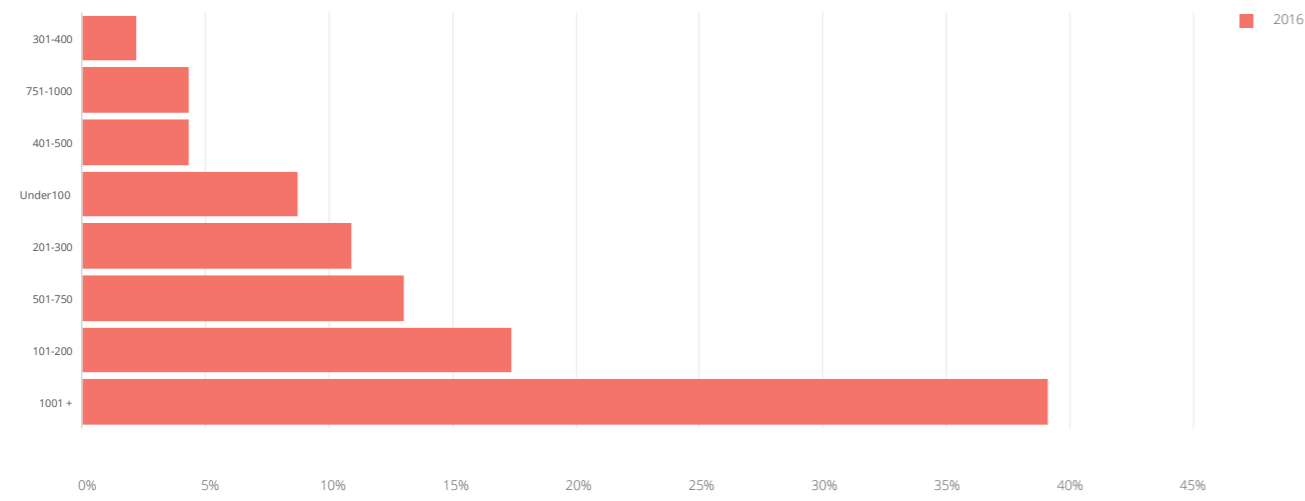


Figure 15. Source: AllAboutSchoolLeavers Employers Survey 2016

## YOUNGOV SURVEY

Are you the parent/guardian of children of any of the following ages?

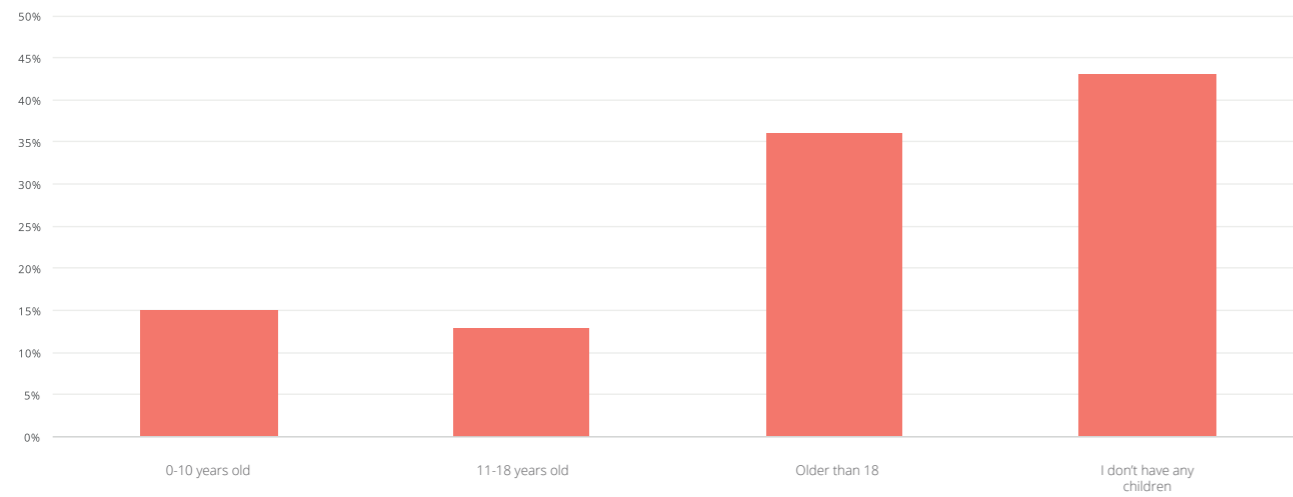
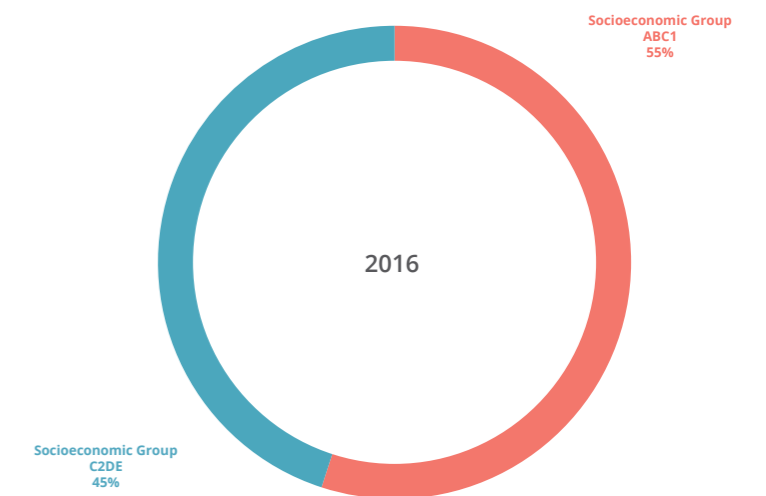
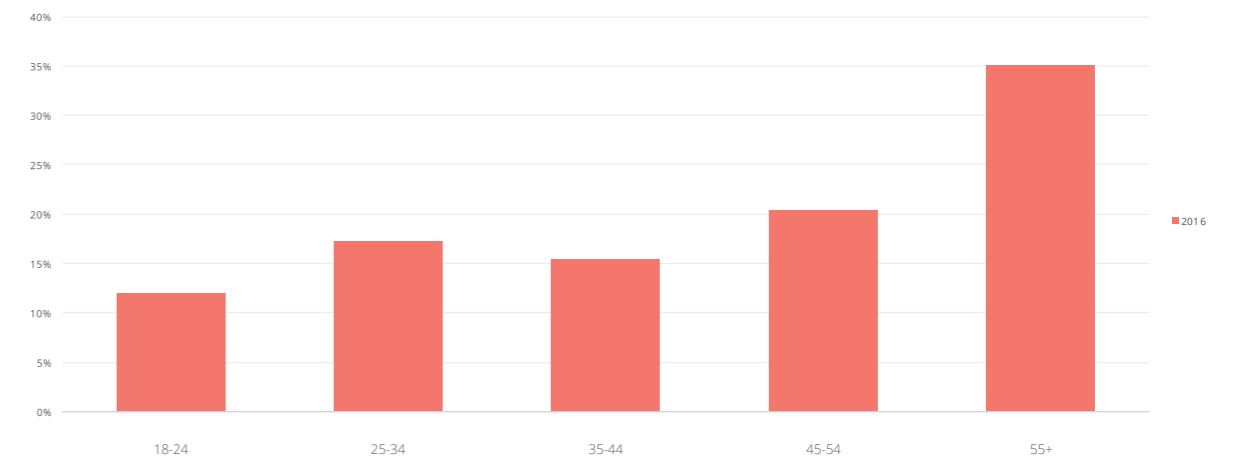
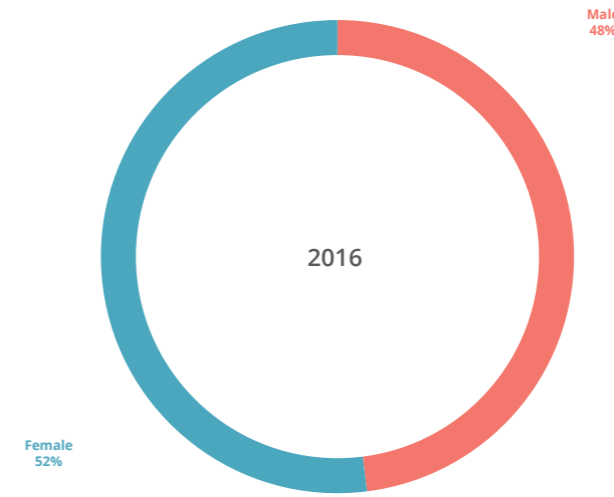


Figure 16. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

Parents' gender, age & socioeconomic group



Figures 17,18,19. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

## Region

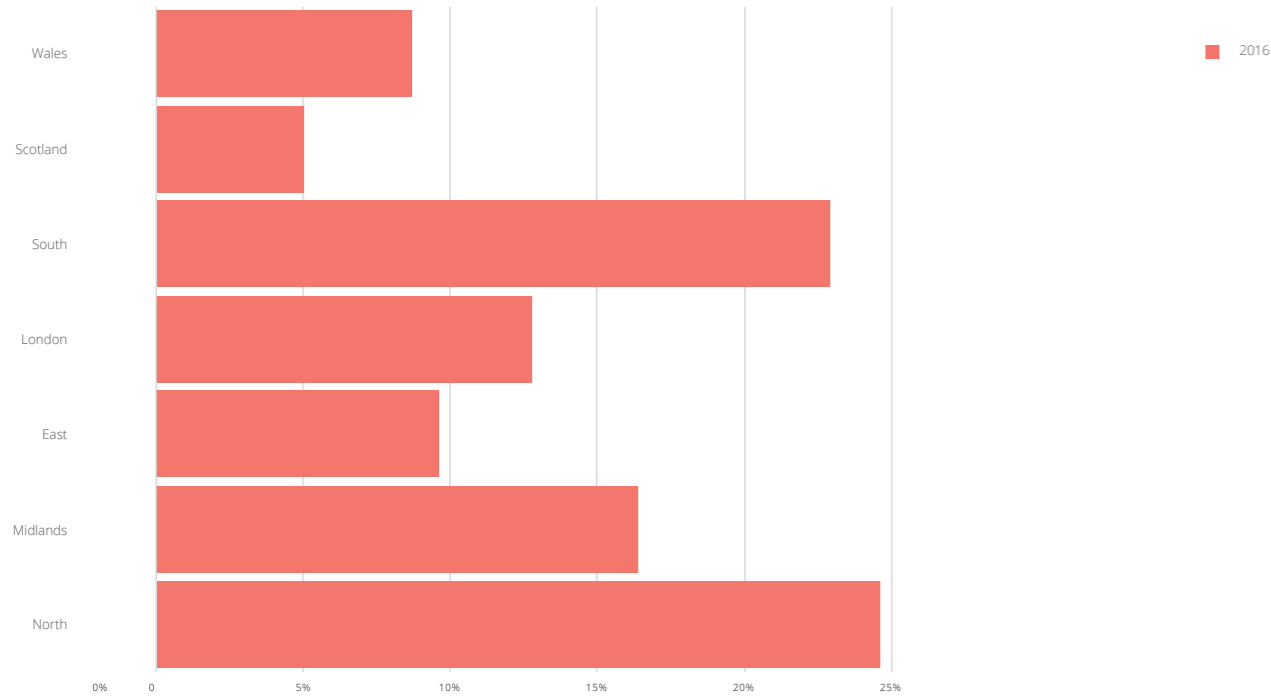


Figure 20. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

## Marital status

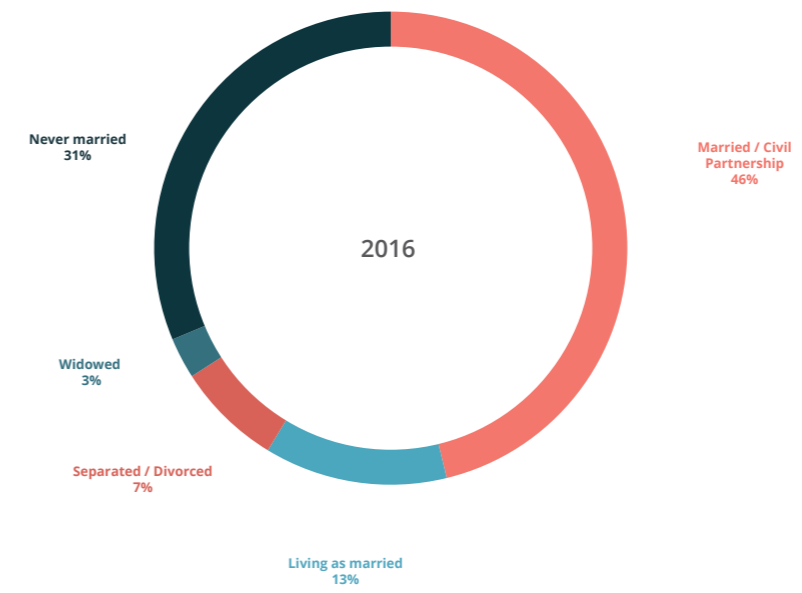


Figure 22. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

## Working status

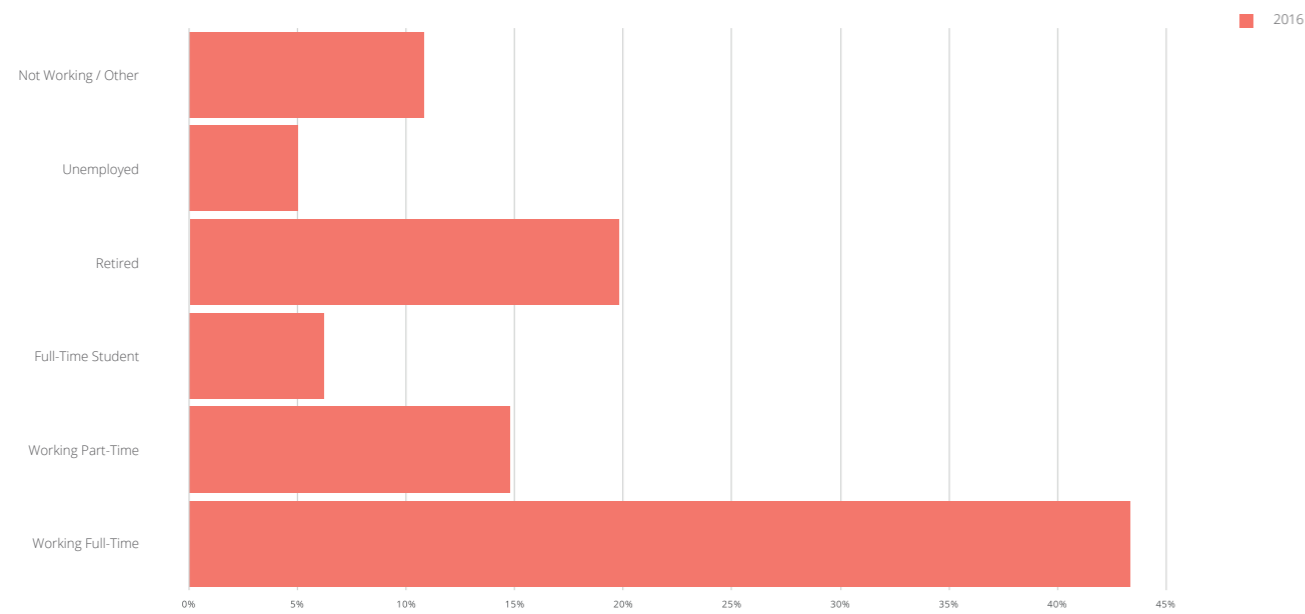


Figure 21. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

## Children in household

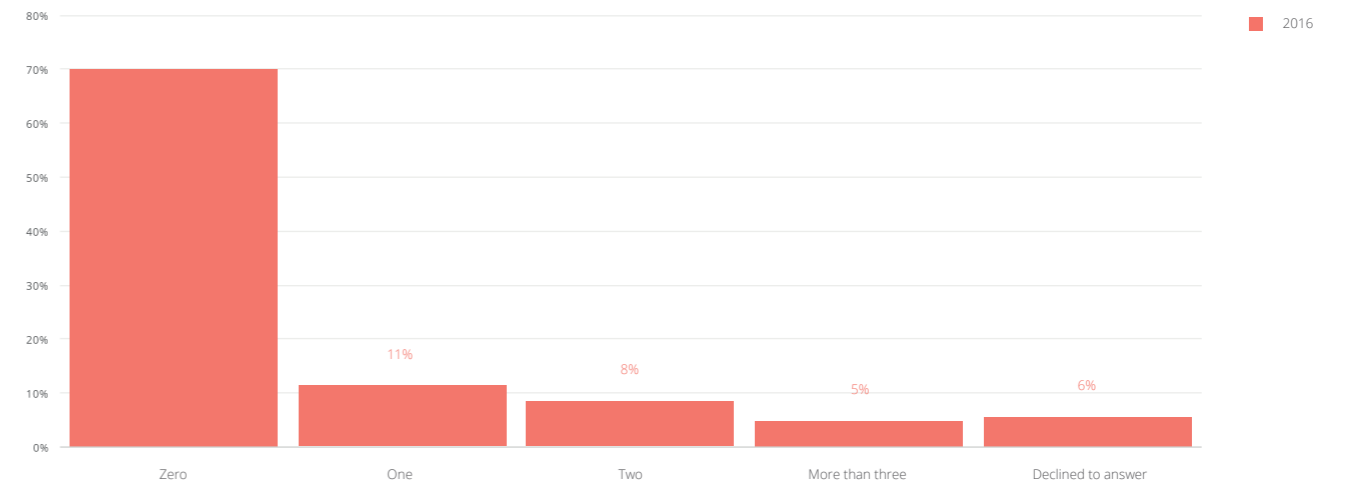
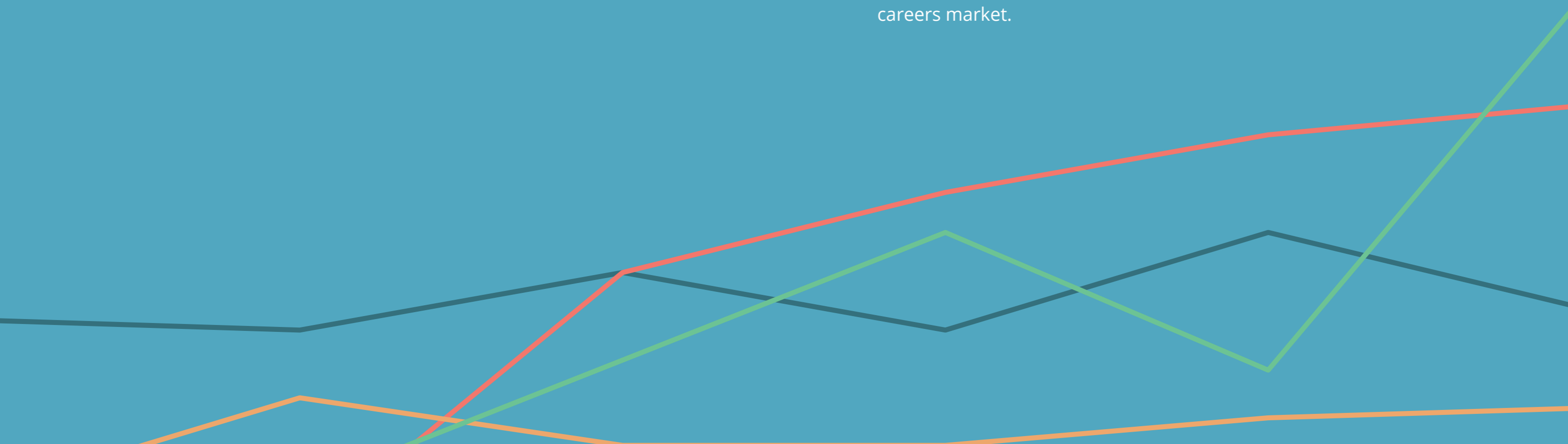


Figure 23. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

# THE MARKET

## Situation report

What is the current state of the school leaver market? The AllAboutSchoolLeavers School & College Leaver Careers Market 2015 research report indicated that interest in non-university career paths was growing as university enrolments fell, following the tuition fee increase. Is this trend continuing? Where do employers predict their future recruits will be coming from – university or elsewhere? Here we provide detailed insight into the school leaver careers market.



# KEY POINTS

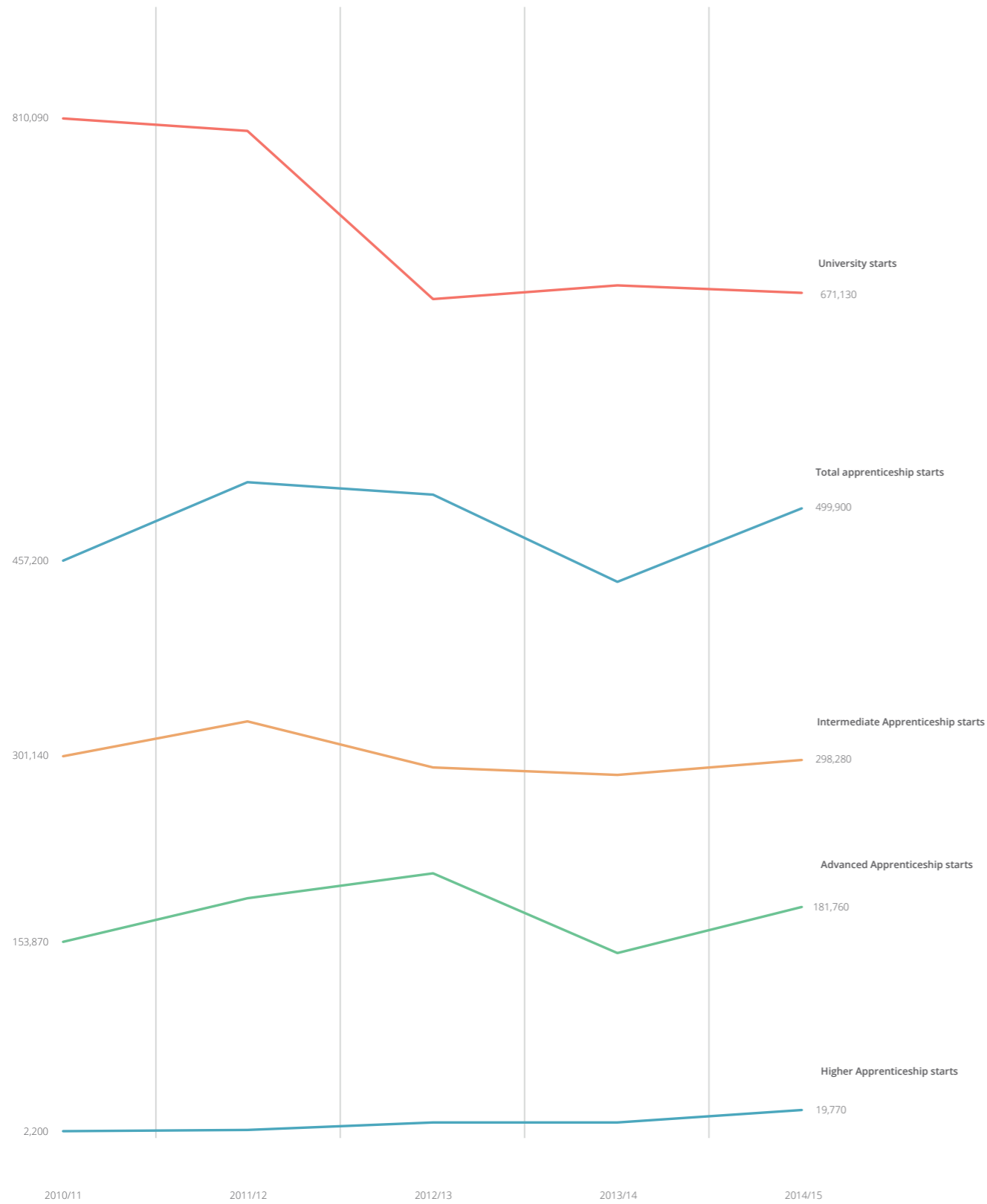
- Despite a dip in apprenticeship starts in 2013/14, latest figures show an upturn for 2014/15. Higher Apprenticeships are growing at the fastest rate.
- 83% of employers believe that the school leaver recruitment market will overtake the graduate recruitment intake over the next five years – up from 78.3% last year.
- Higher Apprenticeships are the fastest growing type of apprenticeship: there was a 114% increase in starts on these programmes between 2013/14 and 2014/15.

83% of employers believe that the school leaver recruitment market will overtake the graduate recruitment market over the next five years.

83

%

# UNIVERSITY ENROLMENTS VS APPRENTICESHIP STARTS



There are not enough Higher Apprenticeships available for the number of people who want to do them.

While there was a 2% upturn in university enrolments between 2012/13 (when tuition fees increased) and 2013/14, there was a small decrease of 1% between 2013/14 and 2014/15: levels of enrolment have not returned to pre-tuition fee rise levels. This tells us that there has been a 16% drop in university enrolments between 2011/12 (the last year before the fee rises) and 2014/15 – a significant decrease.

In contrast, the number of people starting apprenticeships has been increasing steadily for a number of years, gaining traction after the tuition fee increase announcement in 2009/10. Even with a slight dip in 2013/14, apprenticeship starts in 2014/15 rose by 14%, indicating increased interest in the programmes.

In terms of Intermediate Apprenticeships, latest figures show a 4% increase on the previous year, taking the total numbers back above 2012/13 levels, when an initial slight decline in starts was reported. While they have not yet returned to the record levels of 2011/12, Intermediate Apprenticeship numbers are growing once more.

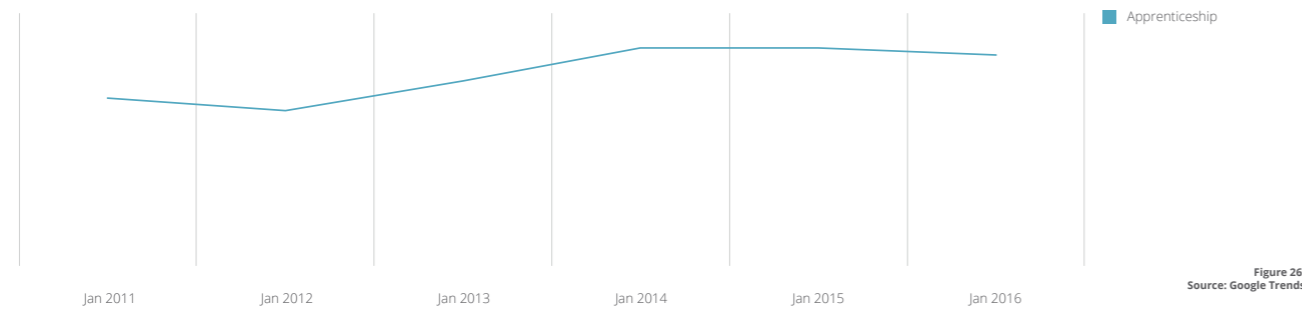
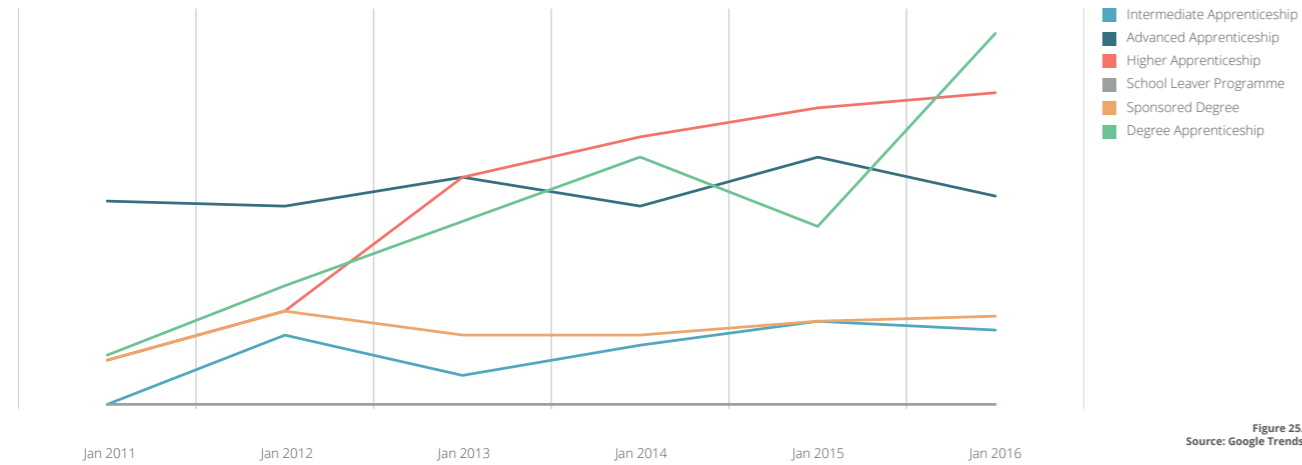
Advanced Apprenticeships saw an exponential incline between the years of 2008 and 2013, with a 156% increase in new apprentice starts between these years. However, 2013/14 saw a significant downturn in starts, with 30% fewer Advanced Apprenticeship being taken. 2014/15 has seen a return to the growth of the Advanced Apprenticeship market, with 26% growth recorded.

Higher Apprenticeships have increased in number every year since the programmes were launched. The graph shows that there has been a 114% increase in starts between 2013/14 and 2014/15; from 2009 to 2015, the number of starts has risen by 1227%. This is by far the fastest growing of all the apprenticeship levels (albeit from a low base); in fact demand outstrips supply – there are not enough Higher Apprenticeships available for the number of people who want to do them.

As more people begin to consider a non-university route into employment, employers need to think about the way they take on students, and the balance between their graduate and school leaver talent acquisition schemes.

Figure 24. Source: First year HE student enrolments by mode of study, sex, level of study and domicile 2010/11 to 2014/15, HESA (Higher Education Statistics Agency) and All Apprenticeship Starts by Level (2009/10 to 2015/16), Skills Funding Agency/Department of Business, Innovation & Skills

# GOOGLE TRENDS FOR VARIOUS SCHOOL LEAVER TERMS



The number of Google searches for words relating to the non-university career route has risen, suggesting there has been an increase in interest in the programmes.

While searches for both "Advanced Apprenticeship" and "Higher Apprenticeship" have increased between 2011-16, it should be noted that "Advanced Apprenticeship" was initially the more popular search query, only to be overtaken by "Higher Apprenticeship" at the end of 2013.

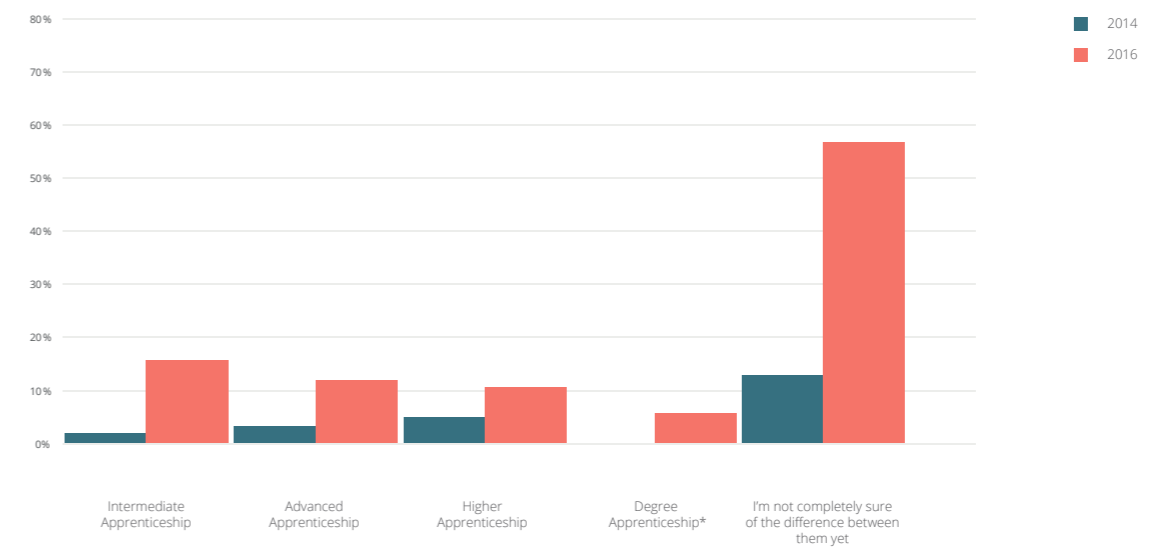
Most notable is the sharp rise in searches for the term "Degree Apprenticeship", which has become the most searched-for query out of all the terms, according to the most recent set of data. The number of those looking to balance a degree with real-world experience, and pay, is rising.

Despite the large number of Intermediate Apprenticeships available throughout the UK, searches for the programmes remain low. It appears that while interest in apprenticeships aimed at those at A-level or higher is currently piquing interest, the popularity of programmes aimed at people leaving school after GCSEs is diminishing.

There is much more interest in Higher Apprenticeships and Degree Apprenticeships than there are programmes available: employers wanting to attract graduate-calibre school leavers should consider meeting this demand.

# PREFERRED APPRENTICESHIP

What type of apprenticeship do you want to do? (Students)



\* Option not given in 2014.  
N.B. In 2014, 10.9% of respondents said "I don't know", and 66.8% of respondents said "I'm not going to do an apprenticeship".

While 56% of respondents stated that they weren't sure of the difference between different levels of apprenticeships, the remaining 44% were able to give a specific path that they were interested in. This is a significant increase from the last set of data, when only 28% of respondents were able to specify the type of apprenticeship that interested them.

Intermediate Apprenticeships jumped from being the least popular of the apprenticeship routes in 2014 – with only 2% of respondents showing an interest in them – to the most popular in 2016, taking almost 16% of the vote. Advanced Apprenticeships rose from 3% to 12%, while interest in Higher Apprenticeships more than doubled, from 5% to 11%.

Perhaps most notable is the constant rise of searches for the term "Degree Apprenticeship".

# MARKET EXPECTATIONS

Do you expect school leaver recruitment to overtake graduate recruitment (or to be at the same level) in terms of volume of recruits in the next three years? (Employers)

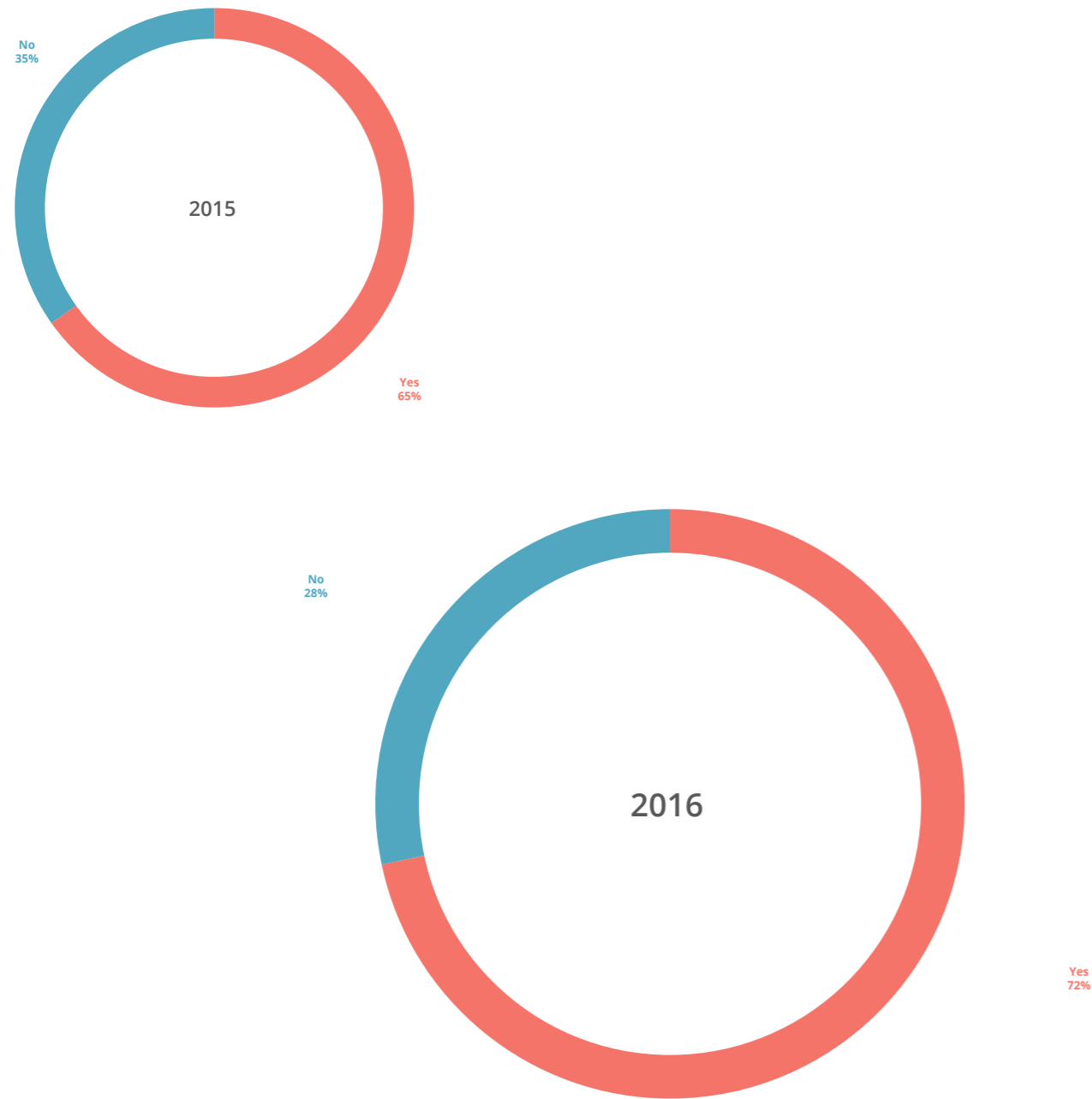


Figure 28. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

Do you expect school leaver recruitment to overtake graduate recruitment (or to be at the same level) in terms of volume of recruits in the next five years? (Employers)

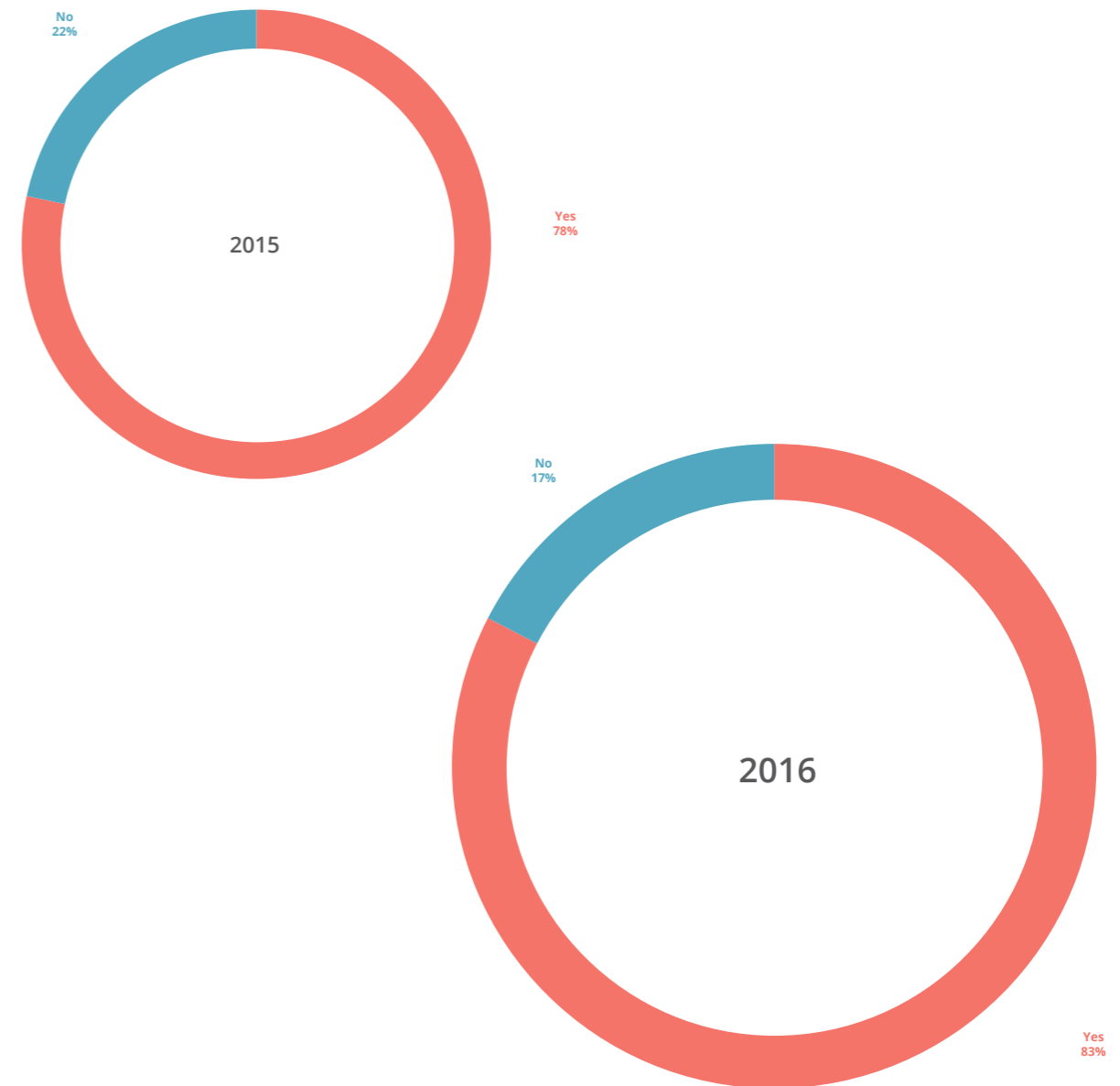


Figure 29. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

It is clear from these two figures that employers can see the benefits of the school leaver market, and that the talent within it is something they believe is growing – one of the main reasons employers are tapping into this market is to access this talent before their competitors. 72% of employers believe school leaver recruitment will equal or surpass graduate recruitment in the next three years, a figure up from 65% last year.

When the timeframe is extrapolated further, to five years, 83% believe that the school leaver market will overtake its graduate equivalent – up 5% on research in 2015.



## Conclusion

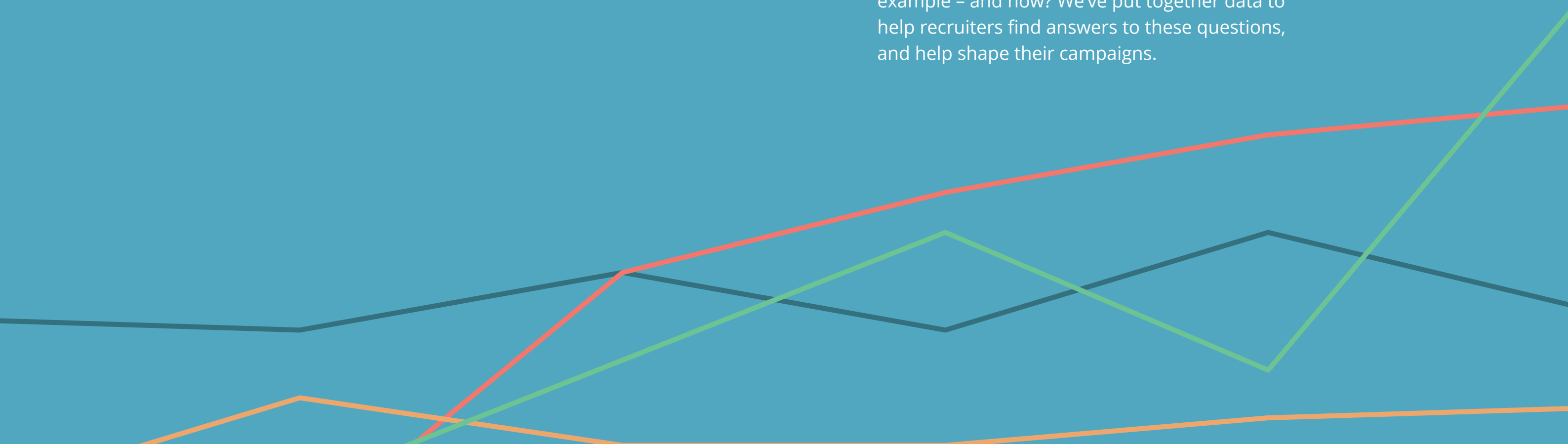
As university enrolment figures plateau, interest in apprenticeship and school leaver programmes is growing. Employers are beginning to respond to this, and believe that the graduate recruitment market will soon fall behind its school leaver equivalent; they will have to adapt their recruitment strategies to the changing marketplace.

Students are becoming more knowledgeable about the types of apprenticeships that they want to pursue, and with continuously increasing search traffic demonstrating increasing levels of interest, this awareness will probably grow. In order to harness this new 'hyper-aware' student market, employers will have to cater their school leaver recruitment strategies to the target audience, and bring them in line with students' interests.

“  
Apprenticeship  
and school  
leaver figures  
continue to  
grow.”

# INFLUENCE & INFORMATION GATHERING

Where do school and college leavers go to find information about career opportunities, and when? Who are the biggest influencers on the decisions they ultimately make? Who influences these people – parents and careers advisers, for example – and how? We've put together data to help recruiters find answers to these questions, and help shape their campaigns.





# WHO ARE THE KEY INFLUENCERS ON A SCHOOL LEAVER'S CAREER DECISION?

Who helps you make your career decisions? (Students)

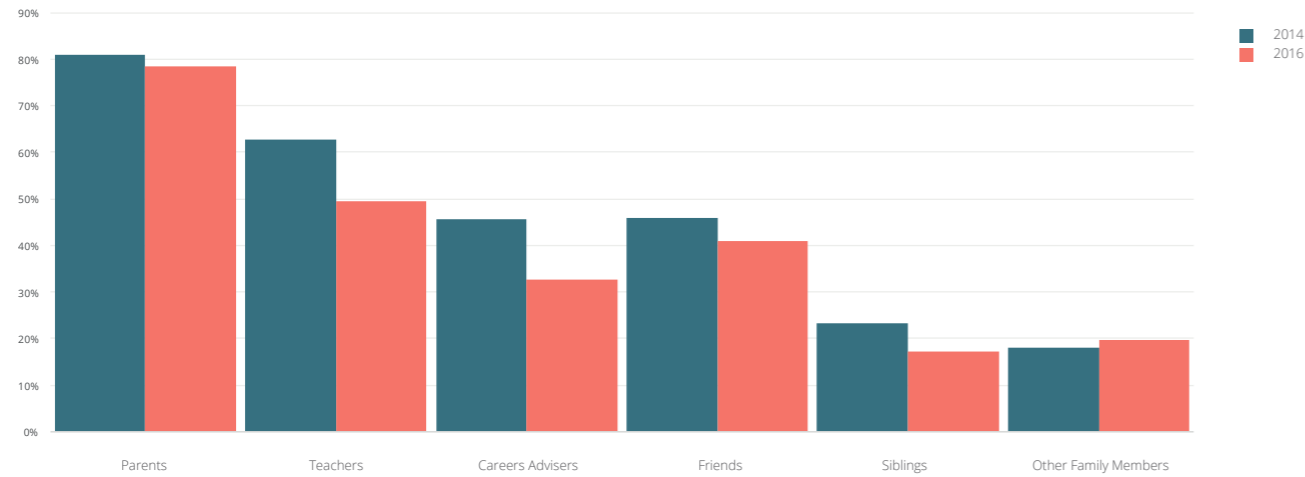


Figure 30. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

Who has the most influence on your career decisions? (Students)

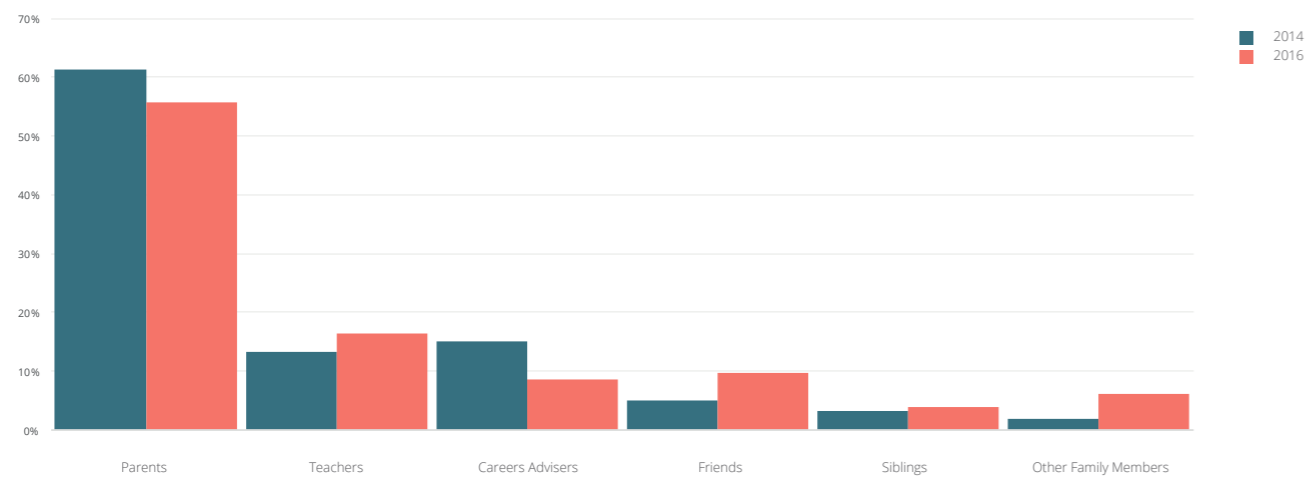


Figure 31. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016



13% of school leavers said that teachers were the most likely to sway career decisions.

The majority (78.5%) of respondents say their parents are the ones who help them make career decisions, in the previous survey 80.8% of students cited parents as the group they were most likely to help with decisions. Friends have become increasingly important in terms of influence: 41% of school leavers said their friends influence their career decisions. In the previous survey this group was given the same importance as careers advisers; this year it is placed higher than careers advisers.

Again in keeping with previous survey results, school leavers are more likely to get help from their subject teachers than from careers advisers, who were selected by 49.4% compared with 32.7% respectively.

Unsurprisingly then, parents are also said to be the most important group in terms of having direct influence on the final decisions school leavers make: 55.7% cite this group as influencing them, over three times that of the next most influential group – subject teachers with 16.3%.

Teachers have become slightly more influential according to these results: last year only 13% of school leavers said they were the most likely to sway career decisions.

# WHEN DO SCHOOL LEAVERS RESEARCH THEIR OPTIONS?

At what point do you think you will start researching your options? (Students)

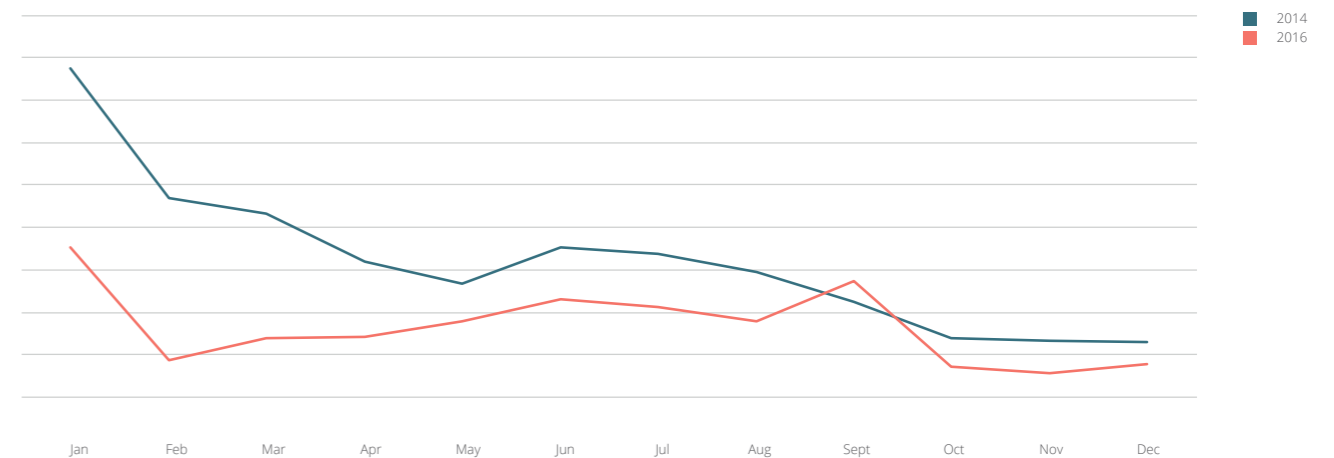


Figure 32. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

During which times of the year would you suggest is the best time for your child to explore their post school/college options? (Parents)

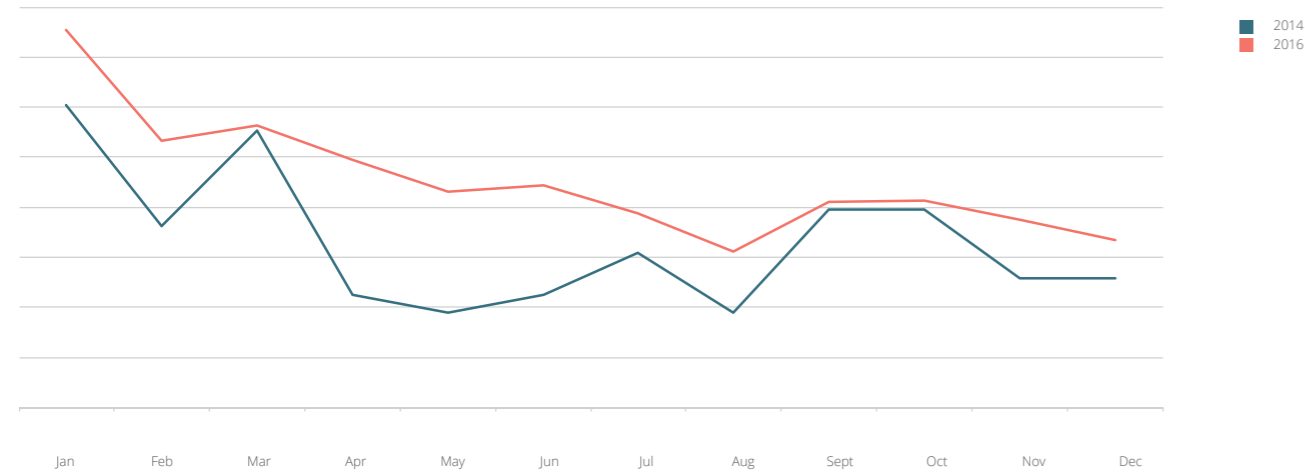


Figure 33. Source: AllAboutSchoolLeavers Parents Survey 2014 & 2016

“ In the previous survey January was also most popular, but by a much larger 38.8%.

School leavers say that January is the most likely time of year they will make career decisions, with 17.7% of the vote, followed by September with 13.8%. In last year's survey January was also most popular, but by a much larger 38.8%. November is the least likely time of year for decision-making, with just 2.8% of young people saying that's when they will decide what to do after school.

Recruiters might be at an advantage if they avoid this month in terms of application deadlines, however it might be a good time of year to ramp up engagement, in preparation for January when young people will be making decisions.

This year parents cited January as the best month for their children to make decisions, with 37.7% saying it is the most important time of year. September is not considered as important a month as it is among school leavers.

## HOW DO STUDENTS, PARENTS AND CAREERS ADVISERS GATHER INFORMATION ABOUT THEIR OPTIONS?

How do you currently find out about companies offering job opportunities for school/college leavers, e.g. apprenticeships, school leaver programmes and sponsored degrees? (Students)

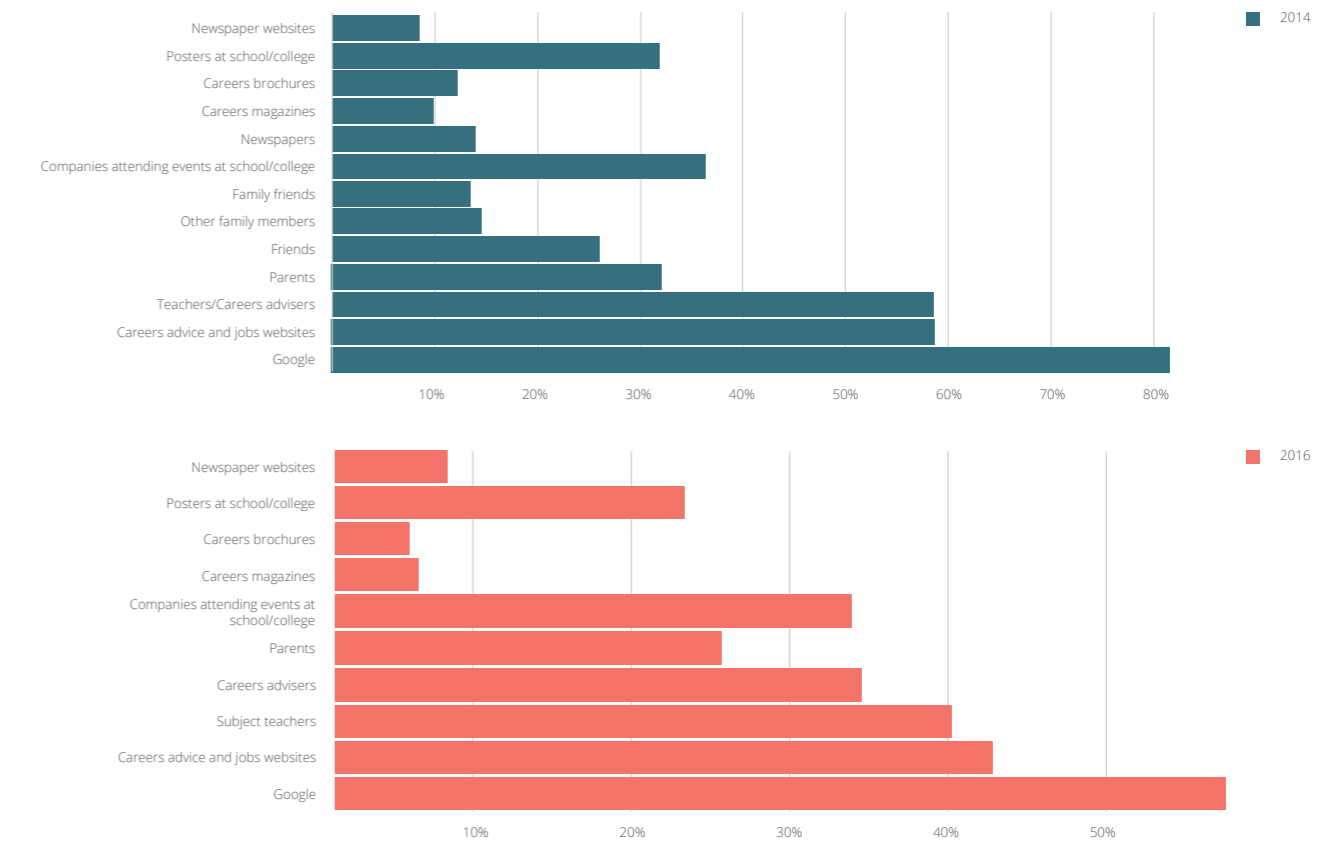


Figure 34. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

Google is cited as the most frequent method of sourcing information on school/college leaver opportunities, with 56.3% of respondents saying this is their approach – it was the most popular choice in the previous survey too. Careers advice and job websites remain the second most popular choice, with 41.5% of school leavers saying that's where they get their information. Coupled with the fact that Google is first choice for young people, recruiters would be wise to ensure their programmes have a good online presence with search optimised content

Careers advisers are seen as less important than subject teachers for finding out information – even though they are technically the experts – with 33.4% of young people saying that is their chosen method. Events at school/college are seen as almost as good a way of finding information with 32.6% of the vote. Recruiters should therefore ensure subject teachers are just as well informed about their programmes as careers advisers are, and get out to as many careers events in school/college as possible. Practically, this is of course challenging, as careers guidance is not part of the remit of subject teachers.

According to these results, more traditional promotional methods are probably not worth the budget if employers want to connect with young people directly: they tend more and more to use online rather than print media – newspapers, careers magazines and employer brochures.

Do you actively seek information about the post-school/college options for your children?  
(Parents)

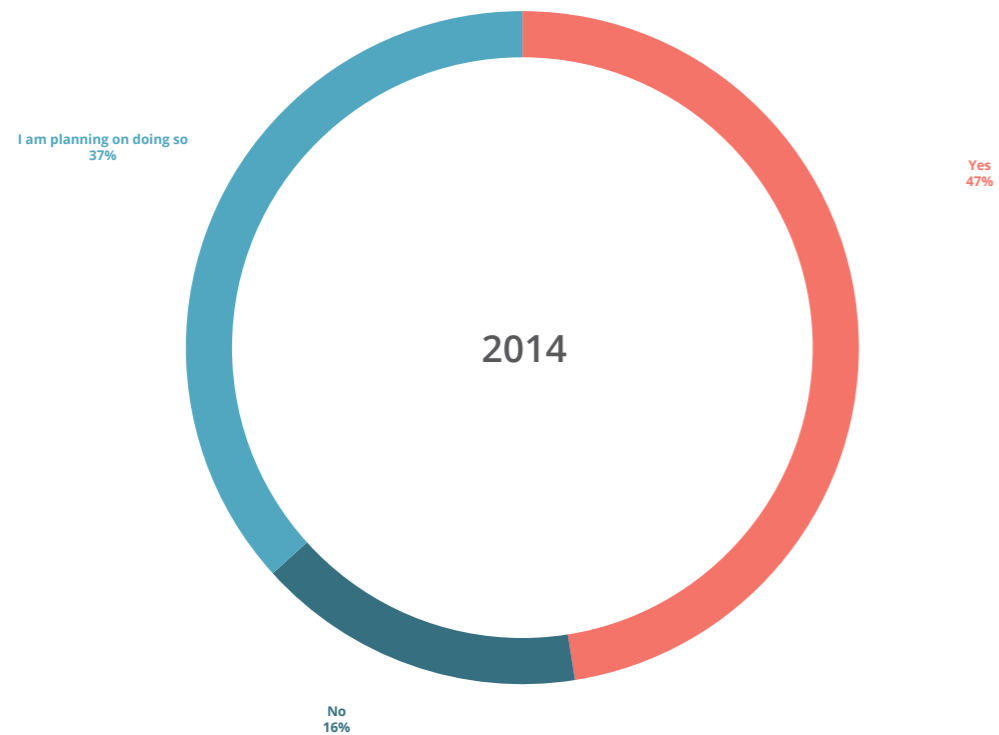
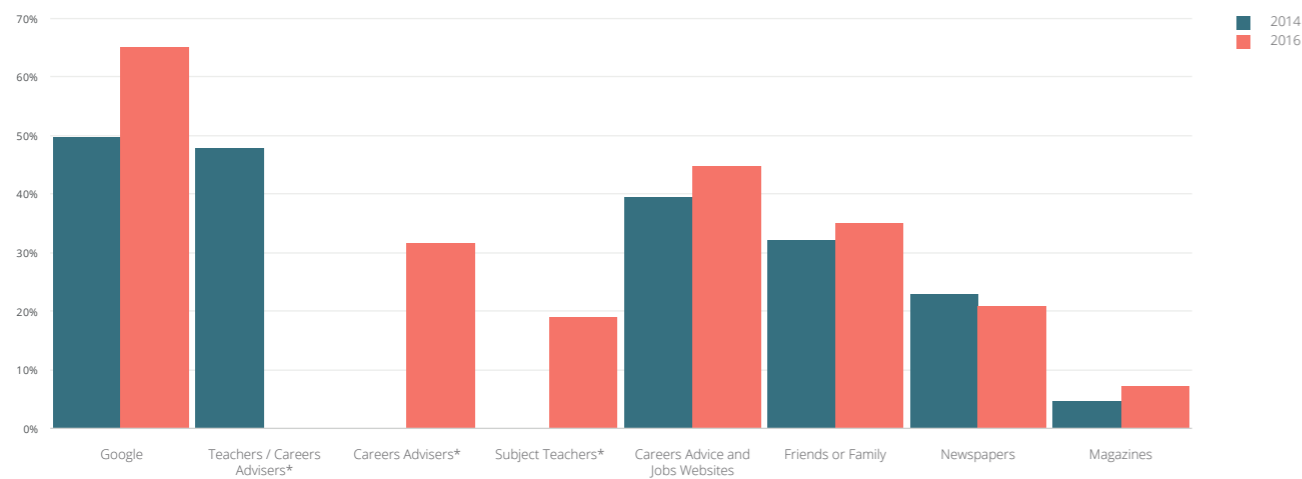


Figure 35. Source: AllAboutSchoolLeavers Parents Survey 2014

How do you currently find out about companies offering job opportunities for school/college leavers, e.g. apprenticeships, school leaver programmes and sponsored degrees? (Students)



\* Subject teachers and careers advisers were split into two categories in 2016

Figure 36. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

How would you prefer to find out more information about school and college leaver options?  
(Parents)

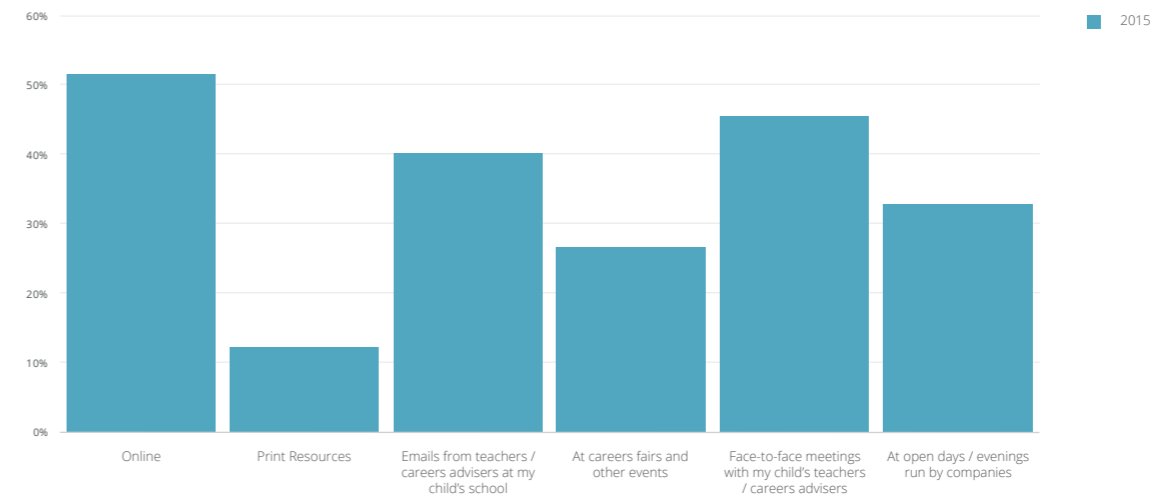


Figure 37. Source: AllAboutSchoolLeavers Parents Survey 2015

According to the research, almost half (47.5%) of parents are already seeking information about post-school/college options for their child, and 36.7% are planning on doing so. It is therefore well worth recruiters considering how to engage with parents, especially given how much influence young people say parents influence their decisions.

Google and careers advice/job websites are rated most highly by parents already on the look-out for information, selected 65% and 44.7% of the time respectively. Both these methods increased their share of the vote on the previous survey: online methods are (perhaps unsurprisingly) becoming more and more important to parents.

“Online methods are (perhaps unsurprisingly) becoming more and more important to parents.”

It is worth noting however that almost half of parents say they want to use, and already use, meetings with careers advisers and teachers to find information, so efforts should not be entirely focussed online: by getting information on opportunities out to careers advisers and teachers, recruiters will be indirectly informing parents as well as the students in those schools.

How do you currently make sure your own knowledge of careers and the school leaver job market is up-to-date? (Careers advisers)

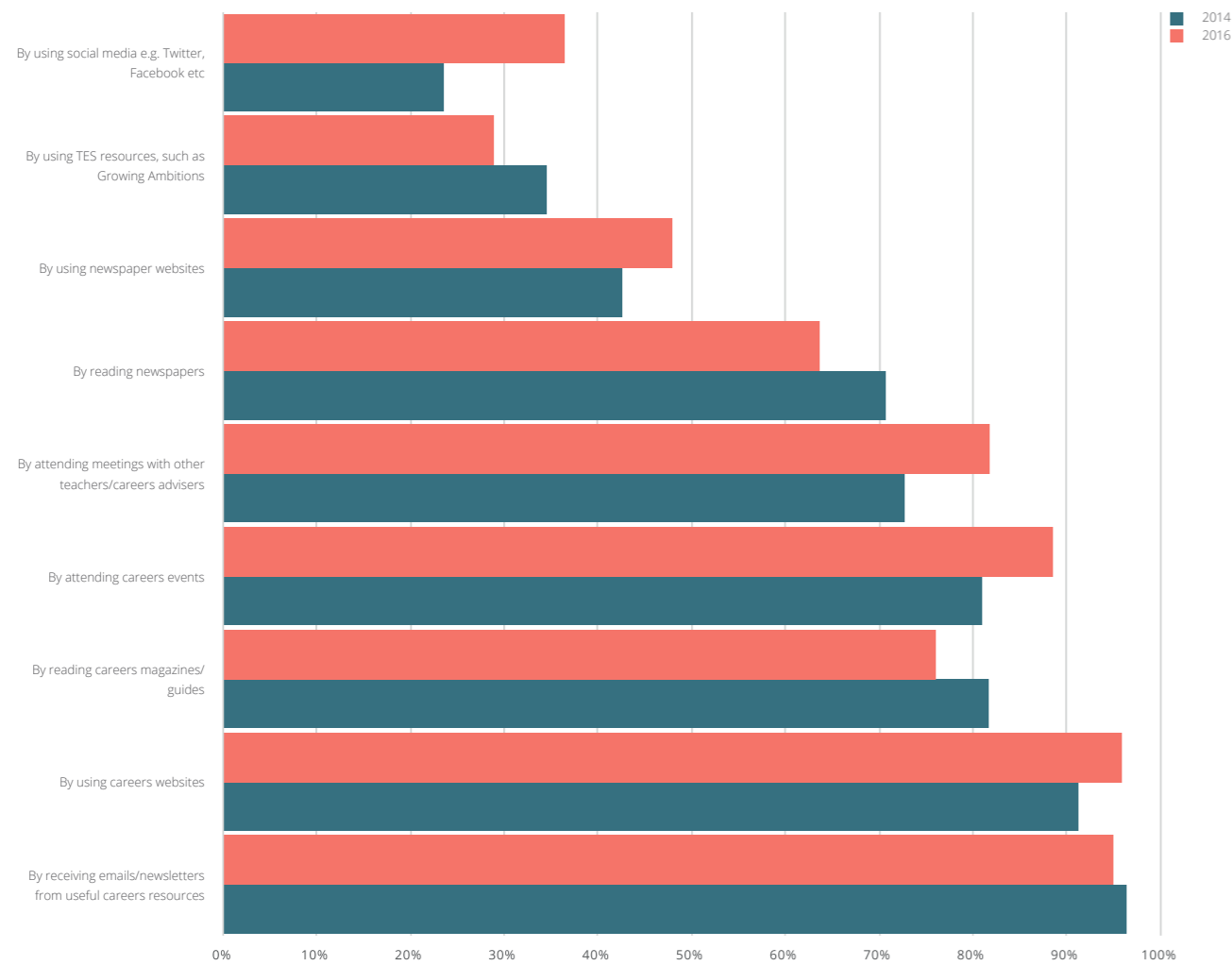


Figure 38. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014 & 2016

Careers websites are the most popular way for careers advisers to keep up-to-date on the school leaver market, with 95.9% saying it is one of the methods they use. This is an increase on the previous survey, when careers websites were the second-most popular method, behind receiving emails/newsletters from useful resources – presence on websites is becoming more and more vital.

Signing up to emails/newsletters remains popular though, with 95% of careers advisers saying they use the method. Recruiters advertising their programmes on websites that also offer a mail-out service would ensure a high number of careers advisers are exposed to the information.

As with young people and their parents, there is still room for face-to-face engagement: 88.4% of careers advisers stay up-to-date by attending events. Print media is still important to this group too, more so than with school leavers themselves or their parents.

Which online careers resources would you recommend? (Students)

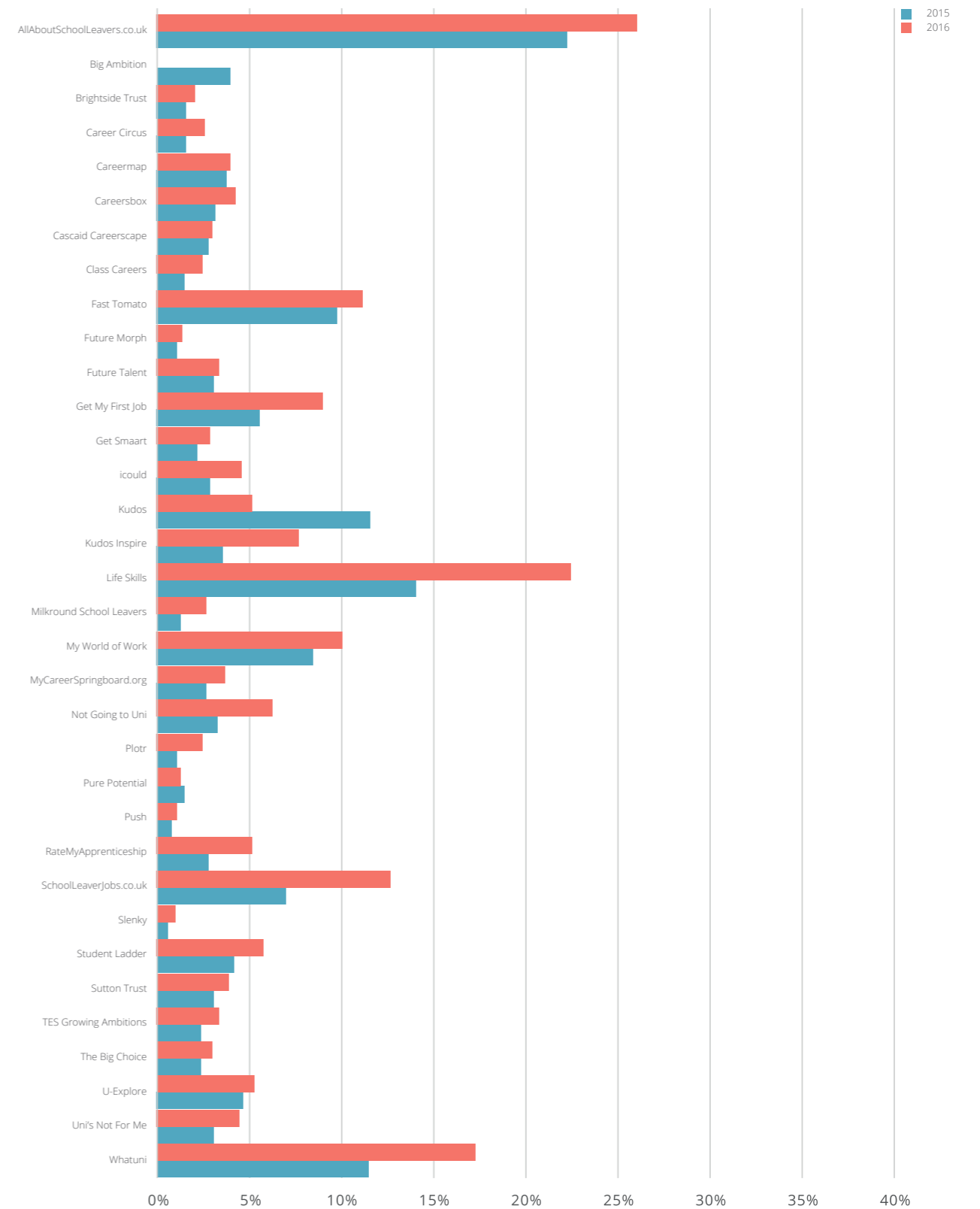


Figure 39. Source: AllAboutSchoolLeavers Students Survey 2015 & 2016

Which printed careers guidance resources would you recommend? (Students)

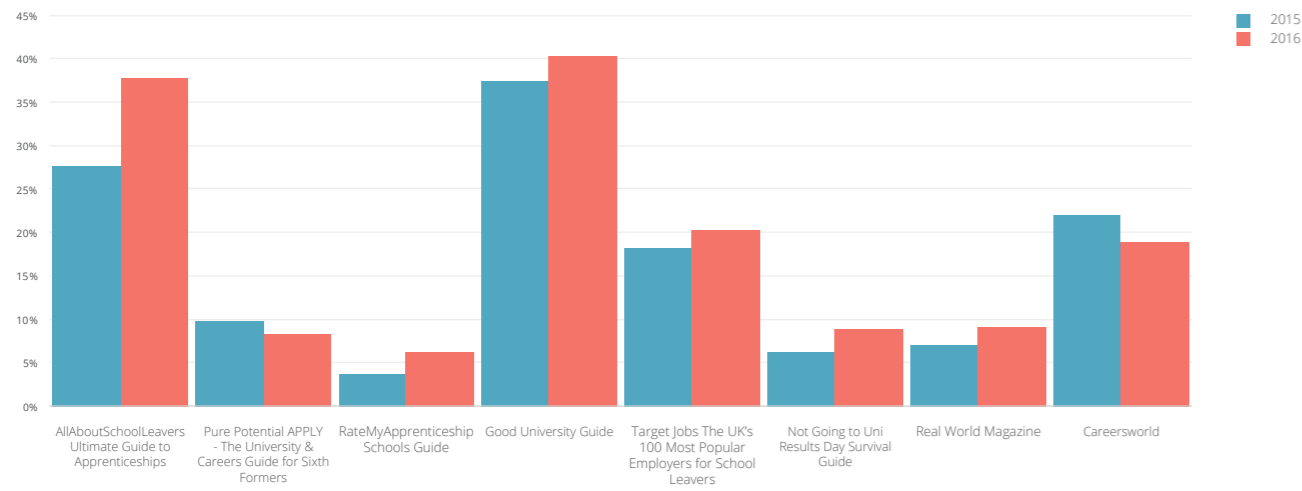


Figure 40. Source: AllAboutSchoolLeavers Students Survey 2015 & 2016

Of the 41.5% of school leavers using online careers advice websites to gather information about their options, more than a quarter say they would recommend AllAboutSchoolLeavers.co.uk.

Regarding print resources, the Good University Guide and the AllAboutSchoolLeavers Ultimate Guide to Apprenticeships, School Leaver Programmes and Sponsored Degrees remain the top two choices as they were last year.

“The Good University Guide and the AllAboutSchoolLeavers Ultimate Guide to Apprenticeships, School Leaver Programmes and Sponsored Degrees remain the top two print choices.”

Which online careers guidance resources would you recommend? (Careers advisers)

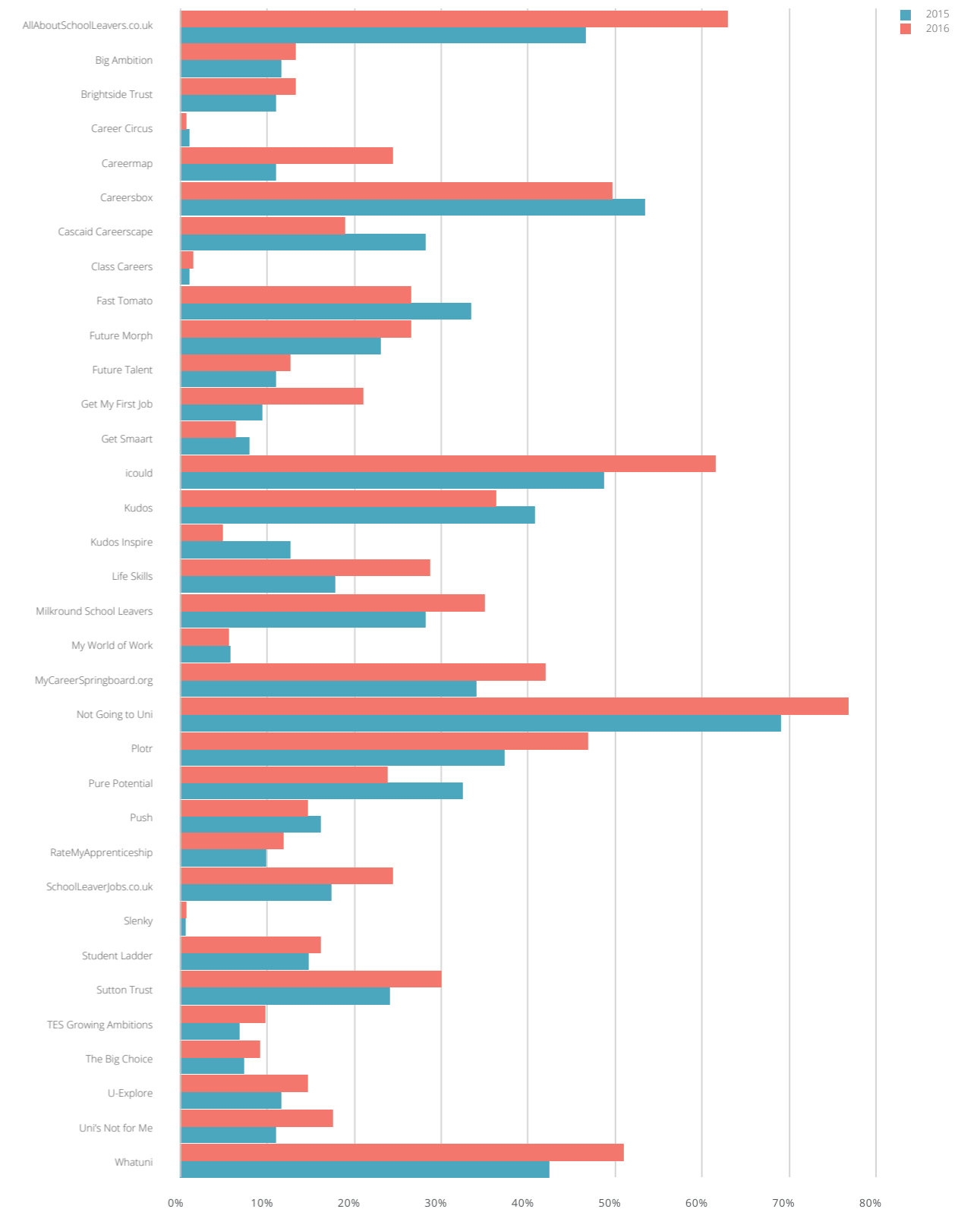


Figure 41. Source: AllAboutSchoolLeavers Careers Advisers Survey 2015 & 2016



Which printed careers guidance resources would you recommend? (Careers advisers)

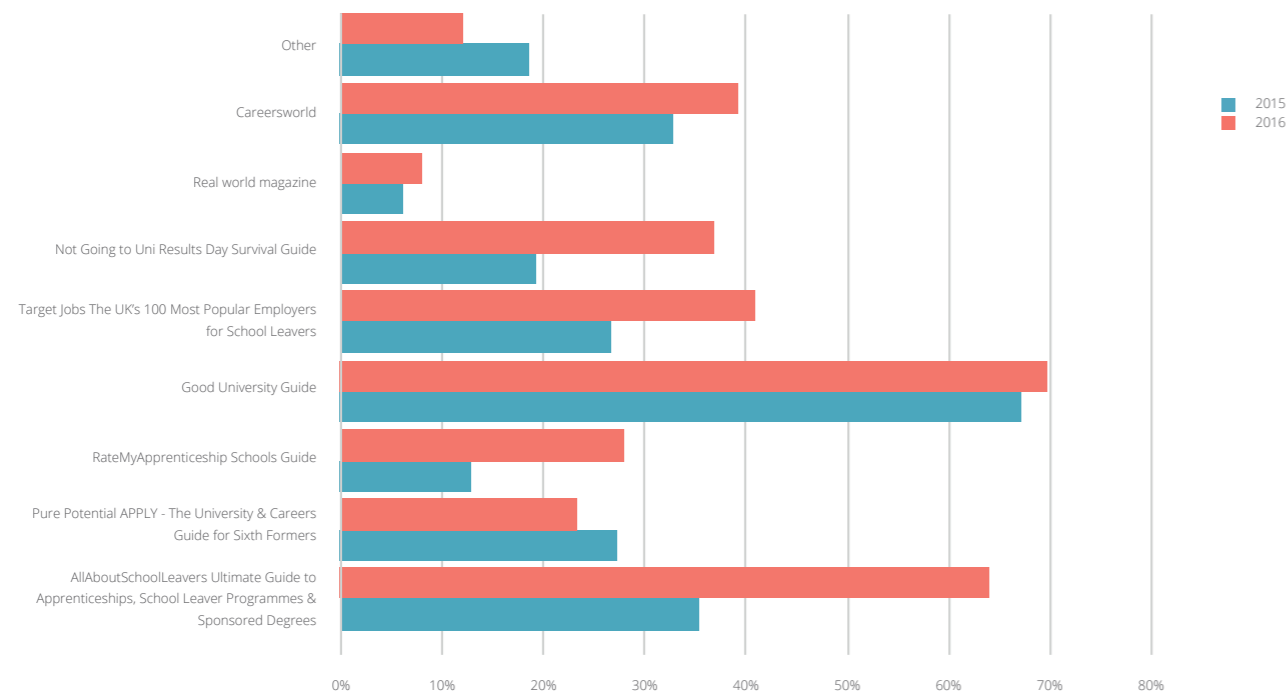
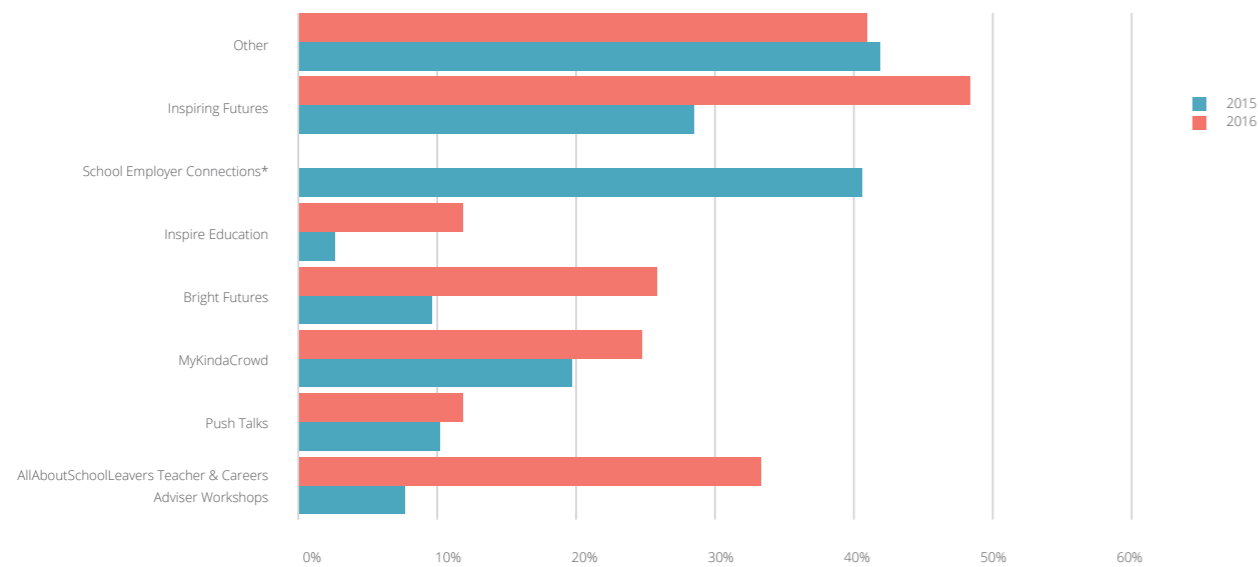


Figure 42. Source: AllAboutSchoolLeavers Careers Advisers Survey 2015 & 2016

Which face-to-face careers guidance resources would you recommend? (Careers advisers)



\* Option not given in 2016

Figure 43. Source: AllAboutSchoolLeavers Careers Advisers Survey 2015 & 2016



Not Going To Uni is the most likely online resource to be recommended by a careers adviser, but that is not reflected in what their students would recommend.

The online careers guidance resources that careers advisers would recommend is a far more varied picture than that of school leavers. It is also quite a different picture in terms of what resources are popular: Not Going to Uni is the most likely online resource to be recommended by a careers adviser, different to what their students say they prefer to use.

This mix continues the trend seen in last year's survey, and means recruiters can use different resources to reach different demographics and if they can understand which resources are best for what they can utilise them in a more productive manner.

The picture when looking at print recommendations is more in line with school leavers: the Good University Guide is careers advisers' top pick, the same as students, and the AllAboutSchoolLeavers Ultimate Guide to Apprenticeships, School Leaver Programmes and Sponsored Degrees is second, as with students.

Face-to-face engagement is still important to careers advisers, and Independent Futures and AllAboutSchoolLeavers Teacher & Careers Adviser Workshops come top in their recommendations; however it's worth noting that the "Other" option was also selected by 40.9% of advisers – a third of these cite specific local services (e.g. Hampshire Futures, Careers South West, Tower Hamlets Careers Service) in their comments. Recruiters would do well to engage with these services in the locality of their school leaver opportunities.

If a company wanted to tell you about their apprenticeship, school leaver programme or sponsored degree, which method would be most likely to grab your attention? (Careers advisers)

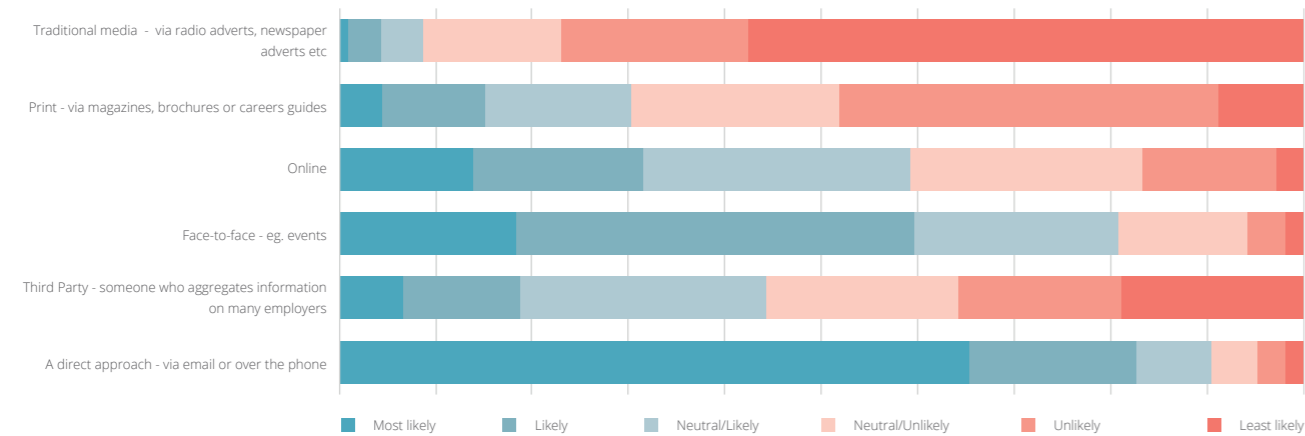


Figure 44. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016

To what extent do you agree with the following statements? (Careers advisers)

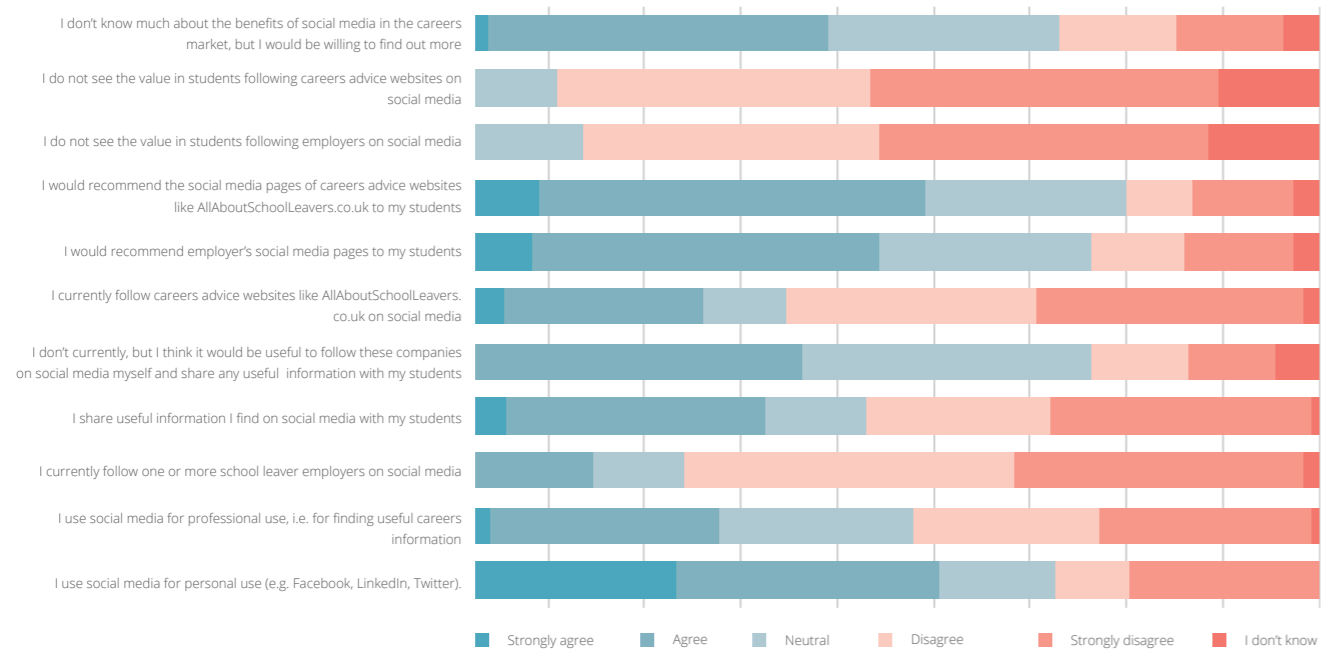


Figure 45. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016

Which social media pages do you think it would be most useful for companies to use when directing useful careers information towards teachers/careers advisers like yourself? (Careers advisers)

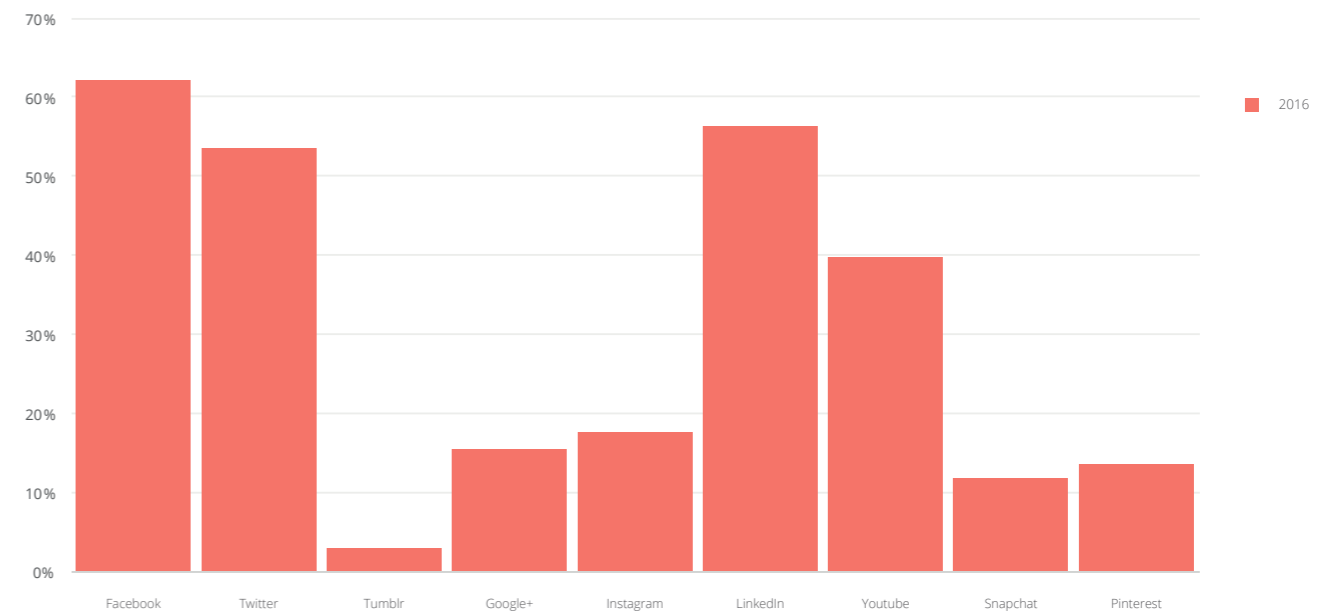


Figure 46. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016

In terms of recruiters engaging with careers advisers to inform them about school leaver opportunities, the direct approach – via email or over the phone – is the method they say will grab their attention the most effectively, with 65.4% saying it is the best way to connect with them. Face-to-face is the most effective method of for 41.4%. In terms of what to avoid, radio and newspaper adverts are seen as least effective with almost 60% of careers advisers, and as these are also among the most expensive methods are perhaps are best avoided.

When looking specifically at social media as a method of connecting with careers advisers, and then indirectly with students, 41.8% think it would be useful to follow companies on social media themselves and share information with students – they are broadly positive about social media's potential for information gathering.

Careers advisers are also not adverse to recruiters or careers advice services approaching them via social media: 62.1% said Facebook would be the most useful platforms for companies to use to direct information to them, with LinkedIn (56.3%) and Twitter (53.4%) following behind. We already know that careers advisers like direct communication from companies – social media is part of that mix.

## Conclusion

Parents remain the most influential figures in the career decision-making process for school and college leavers, so targeting parents is a great way to reach young people. Google and careers advice/job websites are rated most highly by parents in terms of information gathering, earning 65% and 44.7% respectively, and students' responses reflect this – so online campaigning is key for recruiters wanting to attract school leavers. This does not necessarily mean using social media platforms.

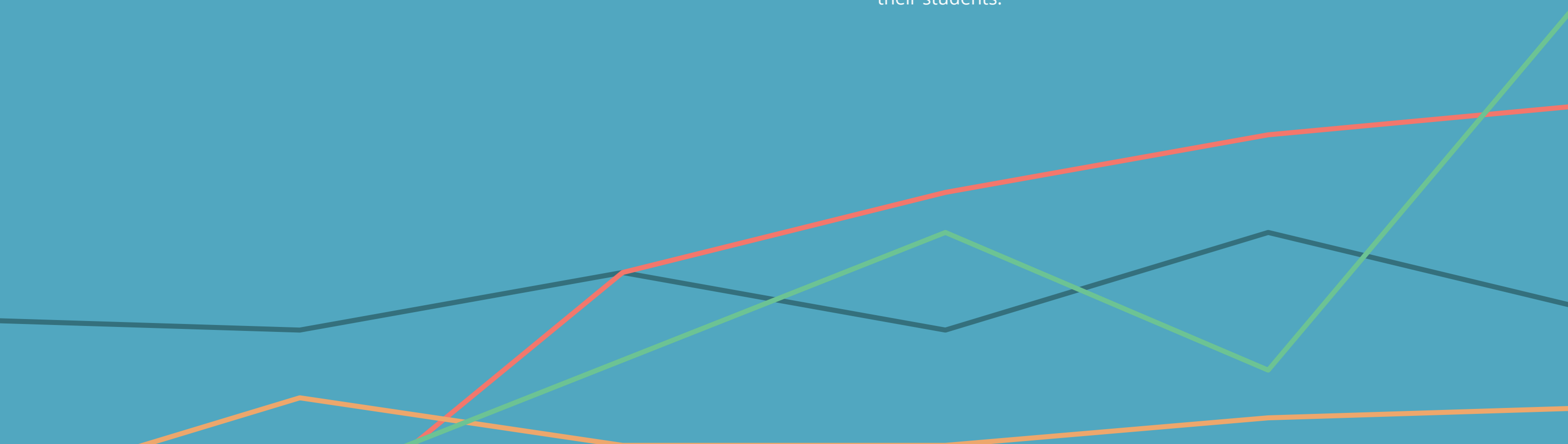
At school, students are more likely to get help from their subject teachers than from careers advisers (both groups that parents go to for information too), so this is worth noting when engaging with schools, as is the fact that January is the most popular time of year for making career-based decisions. More traditional methods of engagement should not be ignored, but efforts should be focussed on attending relevant events rather than spending budgets on print media.

“  
Online  
campaigning  
is key for  
recruiters  
wanting to  
attract school  
leavers.  
”

# SCHOOLS

## Situation report

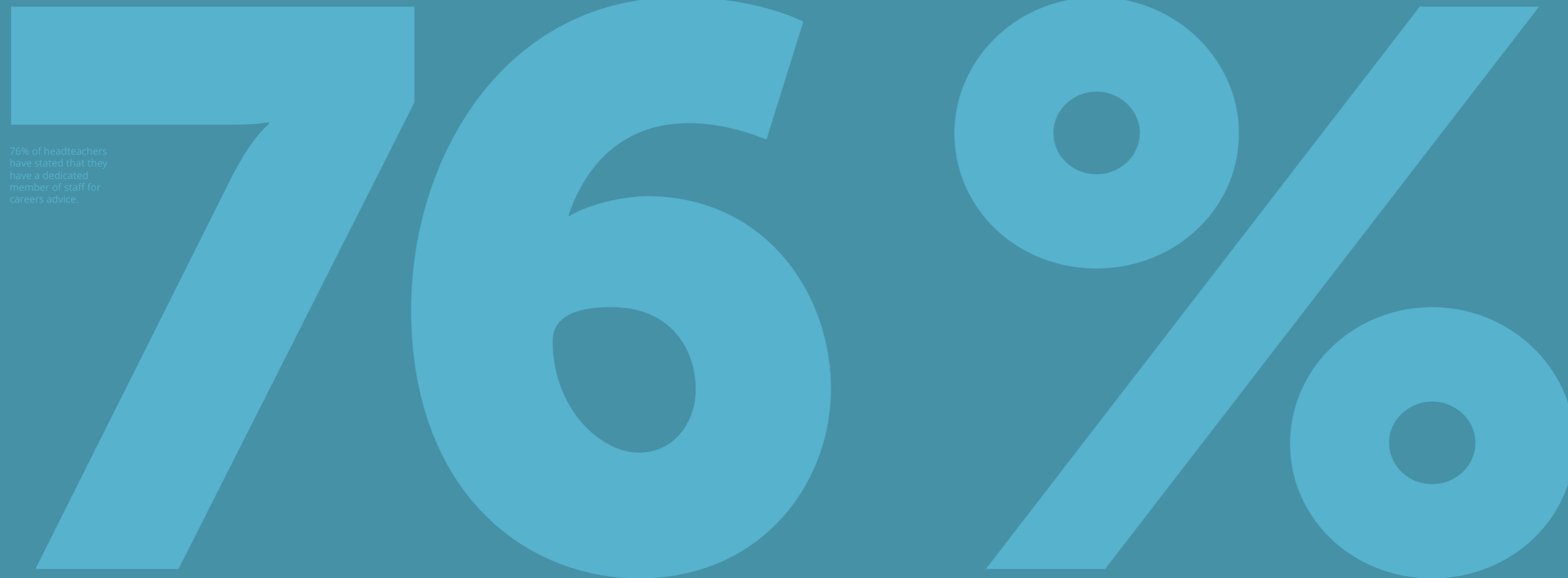
Schools remain the place where students receive the vast majority of their careers advice. We explored the current state of this service by asking teachers how they felt about the careers advice work that was carried out in their school. Although they report the quality of careers advice is improving, subject teachers still want to know more about the options available to their students.



# KEY POINTS

- 76% of head teachers say they have a dedicated member of staff for careers advice.
- 61% of schools now offer careers advice at least once a week, although more than one in ten schools still only offer the service to their students once a year or less.
- More than 80% of teachers wish that they knew more about the options available to their students.
- Head teachers show inconsistent knowledge when it comes to apprenticeships: 71.2% know an Intermediate Apprenticeship is the equivalent of GCSEs, and 68.6% know an Advanced Apprenticeship is equivalent to A-levels, but 45% are unable to identify the qualification level of Higher Apprenticeships.

76%



76% of headteachers have stated that they have a dedicated member of staff for careers advice.

# HOW OFTEN, AND WHEN, DO CAREERS ADVISERS OFFER CAREERS GUIDANCE TO STUDENTS?

According to head teachers, 61% of schools offer careers advice at least once a week, although 13% still only offer this service once a year or less. This is matched almost exactly in the responses of careers advisers, although this is slightly down on what was reported in the School & College Leaver Careers Market 2015 research report, when 64% of respondents said careers advice was offered at least once per week. However, this means that 39% of students receive careers advice once a month or less.

How often is careers advice given at your school? (Head teachers)

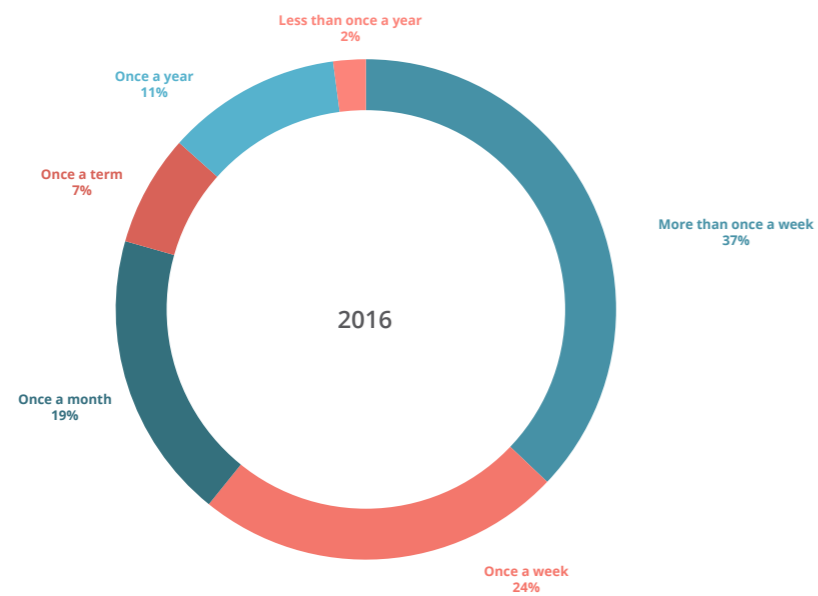


Figure 47. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

How often do your students receive careers information from yourself or one of your colleagues, i.e. via email, through a careers session, as part of a careers event etc.? (Careers advisers)

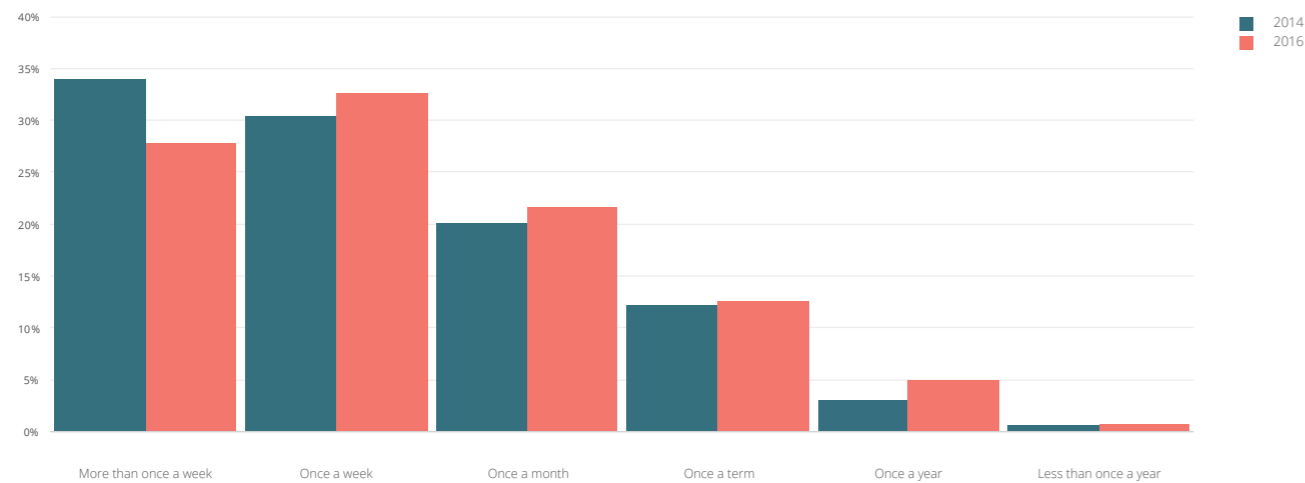


Figure 48. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014 & 2016

Through which methods do you currently provide careers information, advice and guidance to your students? (Careers advisers)

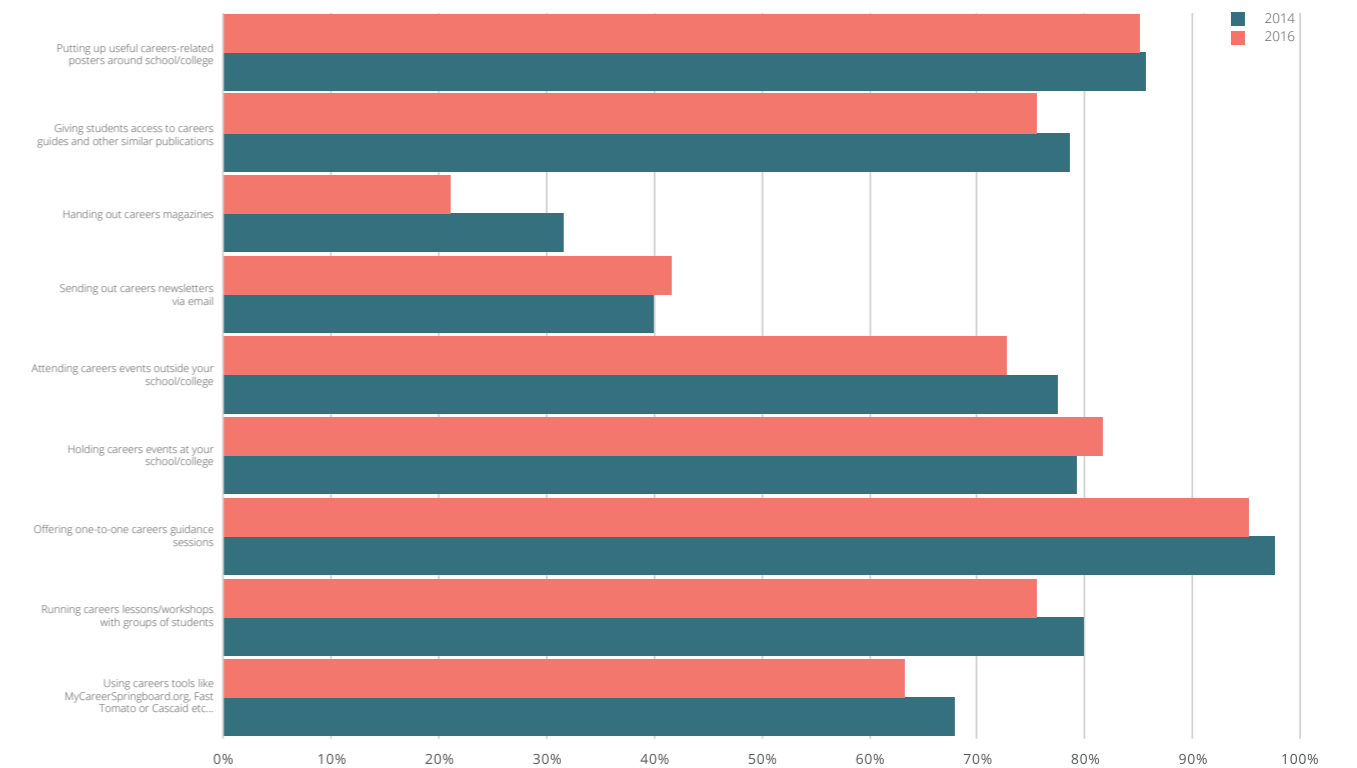


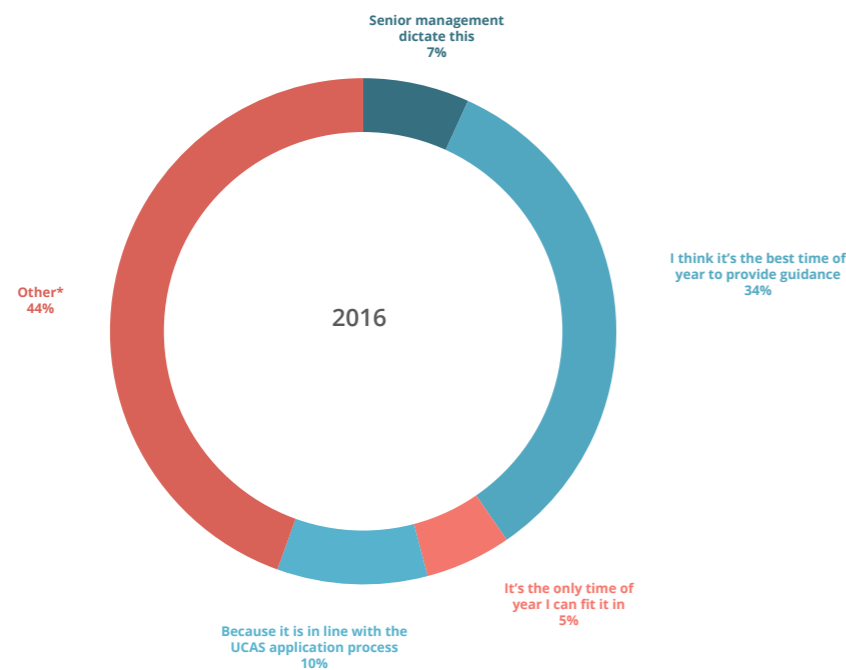
Figure 49. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014 & 2016

During which time of year are you most likely to actively provide your students with careers advice and guidance? (Careers advisers)



Figure 50. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016

Why do you actively provide students with careers advice and guidance during the months you selected? (Careers advisers)



\* Most common 'Other' responses include the fact that careers advice and guidance is provided for the entirety of the school year, but to different year groups at different times. Further responses note the importance of avoiding providing careers advice and guidance during exam periods.

Figure 51. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016

“The most common time period for advice to be offered is between October and March: over 80% of careers advisers say they are actively providing students with advice and guidance throughout this period.”

The most popular method for giving careers advice remains one-to-one sessions – in line with the School & College Leaver Careers Market 2015 research report – although the number of careers advisers holding careers events within schools or colleges has risen slightly. Careers magazines are losing favour as online methods continue to grow.

The most common time period for advice to be offered is between October and March: over 80% of careers advisers say they are actively providing students with advice and guidance throughout this period.

Some careers advisers favour this time of year because of their understanding of application deadlines. For example, one adviser comments: “All students must have a college place or apprenticeship set up by the end of March because they all leave after Year 11. This means starting the guidance process in Sept [sic].”

Another careers adviser says: “The school ends at age 16 so all leavers go to a further education provider or apprenticeship. College and apprenticeship applications are mostly between December and March so it is important that students receive guidance before that time.”

# HOW CAN COMPANIES SUPPORT CAREERS ADVISERS AND PROVIDE THEM WITH INFORMATION?

School leaver employers can offer a variety of useful events/resources. Which ones are you most likely to use or let your students know about? (Careers advisers)

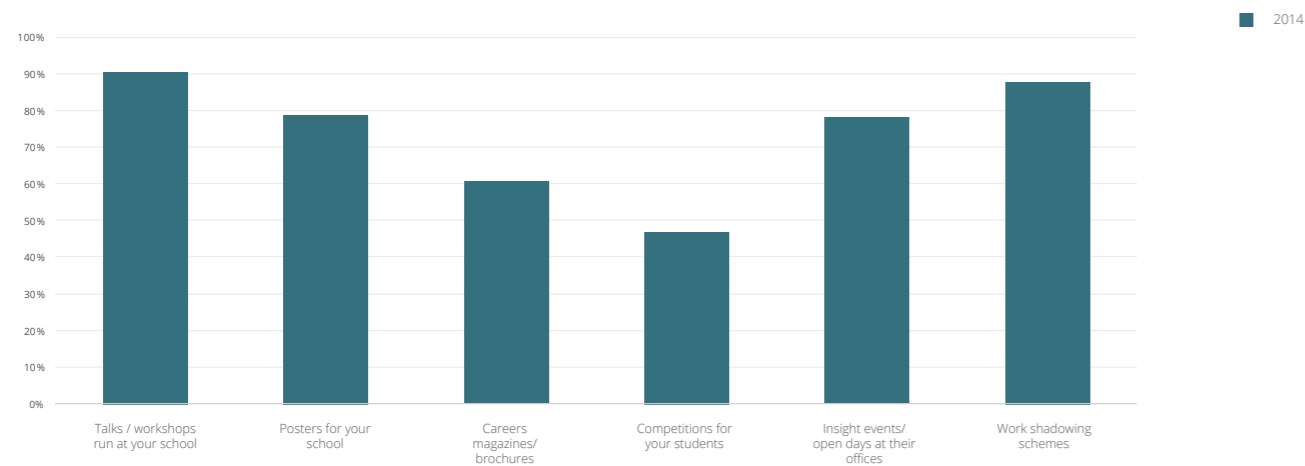


Figure 52. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014

During term time, is there an optimal time for employers to get in touch with you about events or resources they might be offering? (Careers advisers)

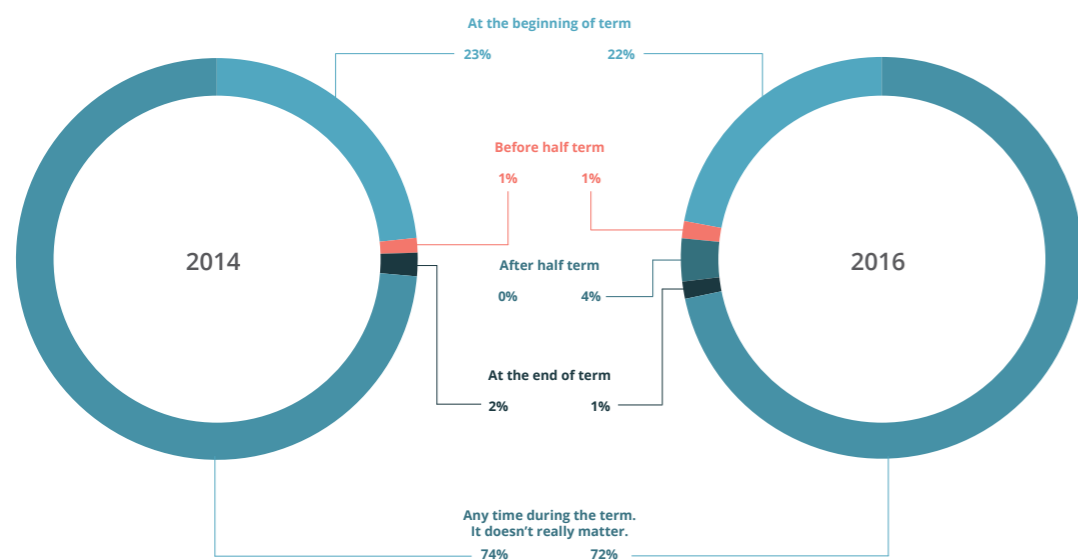


Figure 53. Source: AllAboutSchoolLeavers Careers Advisers Survey 2014 & 2016

If companies are approaching you to provide resources/talks for your students, from which industries are you most keen to hear? (Careers advisers)

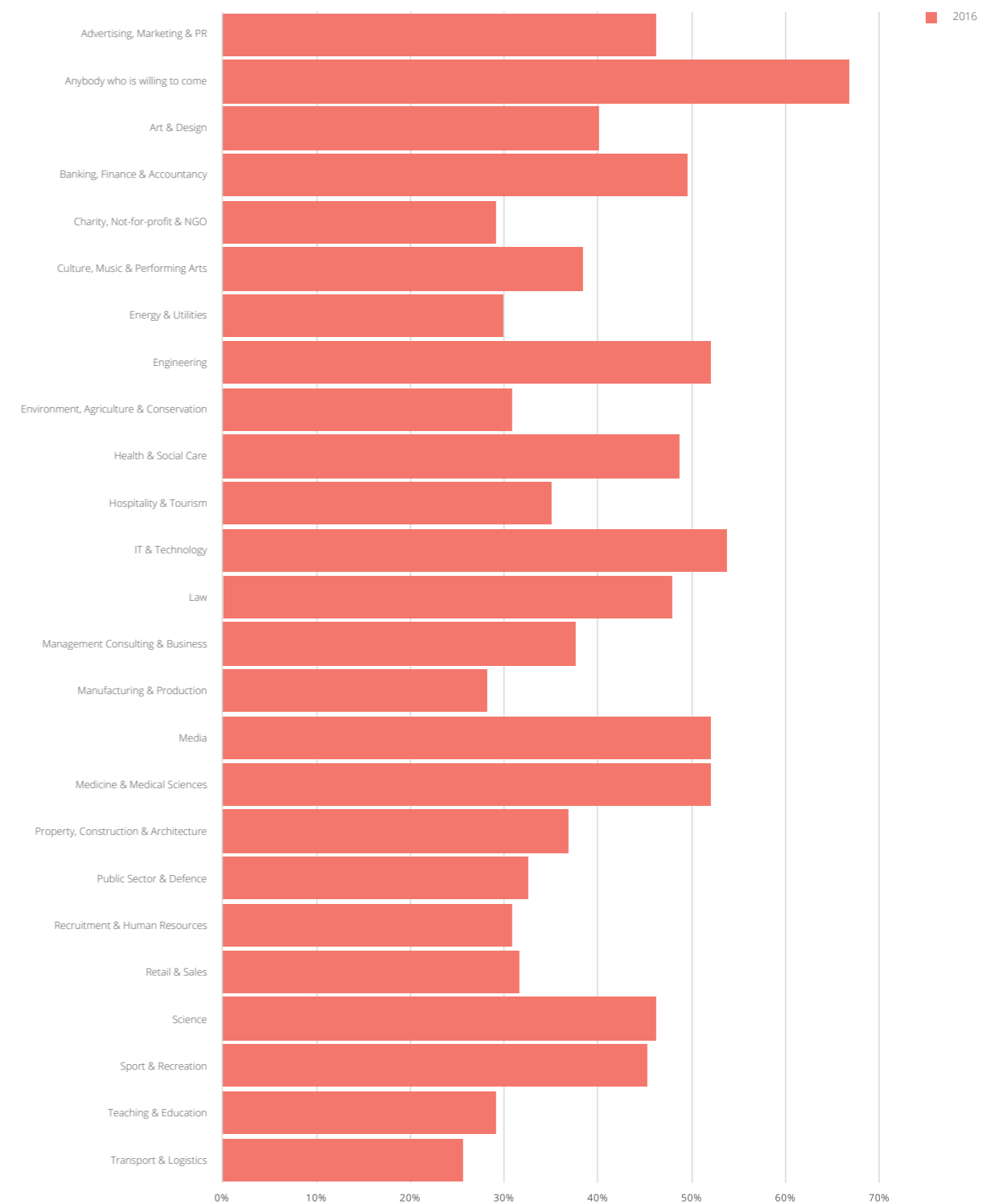


Figure 54. Source: AllAboutSchoolLeavers Careers Advisers Survey 2016



What is your annual budget for non face-to-face careers guidance resources, i.e. computer programs and publications? (Careers advisers)

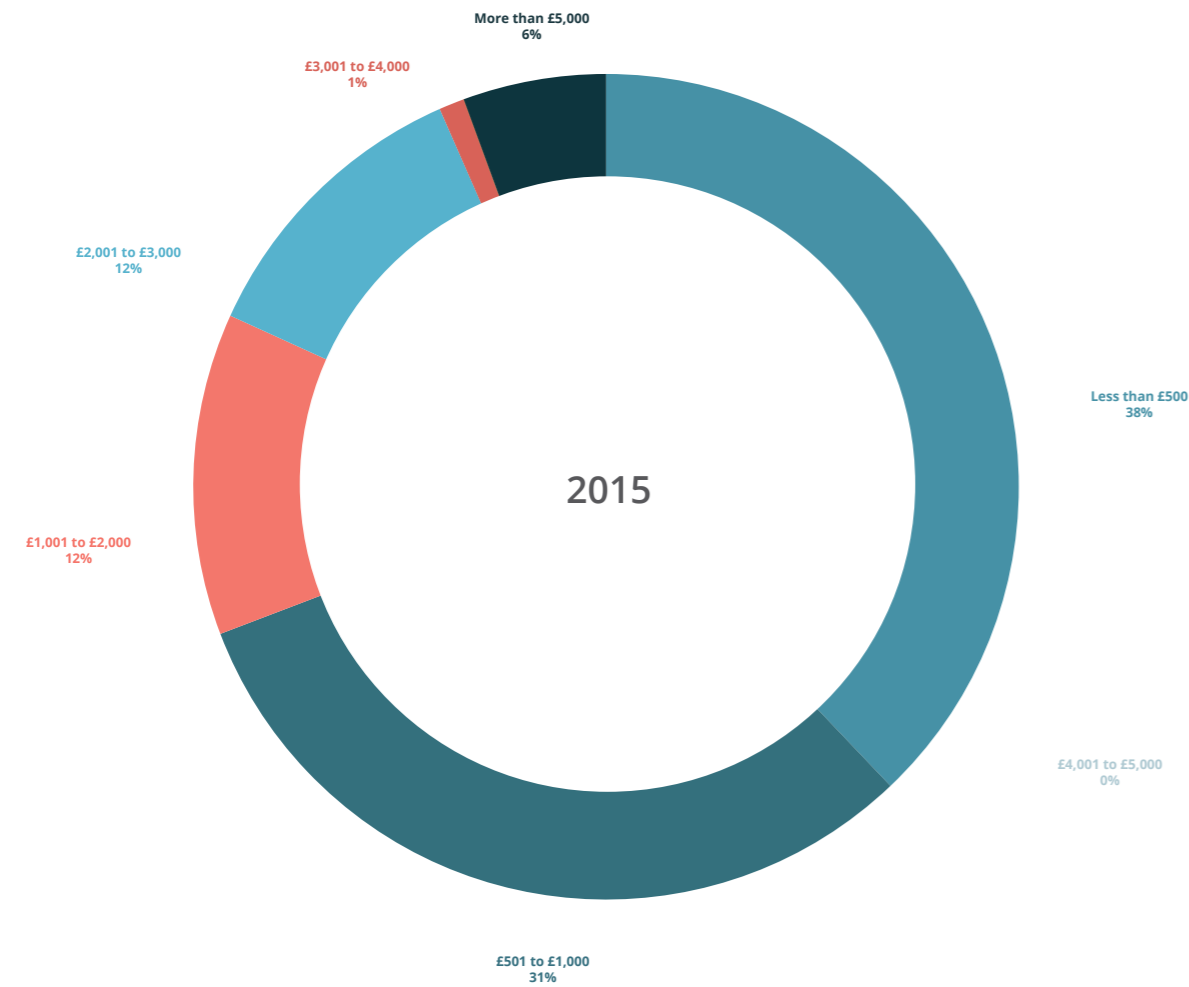


Figure 55. Source: AllAboutSchoolLeavers Careers Advisers Survey 2015

What is your annual budget for careers guidance events, workshops and other face-to-face initiatives? (Careers advisers)

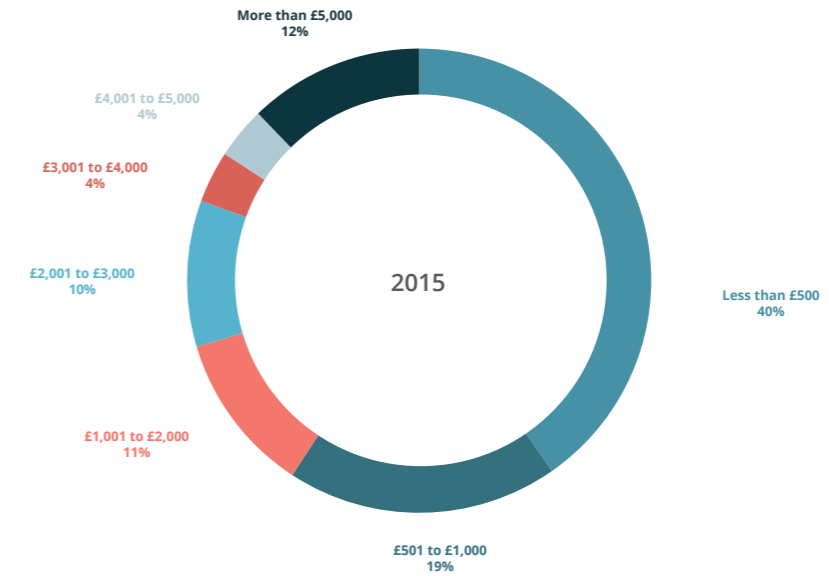


Figure 56. Source: AllAboutSchoolLeavers Careers Advisers Survey 2015

“ Few schools have large budgets – in fact most have very little to spend – and they are more likely to spend what they do have on face-to-face activity.

Careers advisers are keen to be contacted by employers regarding the schemes and events that they are offering, with 74.8% of advisers saying they are happy to be contacted at any point during the term by employers. It is worth noting, however, that almost a quarter (23%) would prefer to be contacted at the start of term.

They are keen to hear from all industries, with two thirds of respondents saying “anybody who is willing to come” is welcome. In terms of specific industries, more than 50% of advisers are most keen to hear from IT & Technology, Medicine & Medical Sciences, Media, and Engineering.

The number of schools who have put more than £5,000 aside for face-to-face (e.g. careers events, workshops in school) initiatives is more than double that of schools who have budgets of over £5,000 for non face-to-face initiatives (e.g. online and print), 12.2% compared with 5.6%. This reflects what people working in schools want: more than 90% of teachers would like face-to-face talks and workshops from employers.

Put simply, few schools have large budgets – in fact most have very little to spend – and they are more likely to spend what they do have on face-to-face activity.

# WHAT ROLE DO SUBJECT TEACHERS PLAY IN PROVIDING CAREERS INFORMATION, ADVICE AND GUIDANCE TO STUDENTS?

Do you tell your students about companies that offer apprenticeships, school leaver programmes or sponsored degrees? (Teachers)

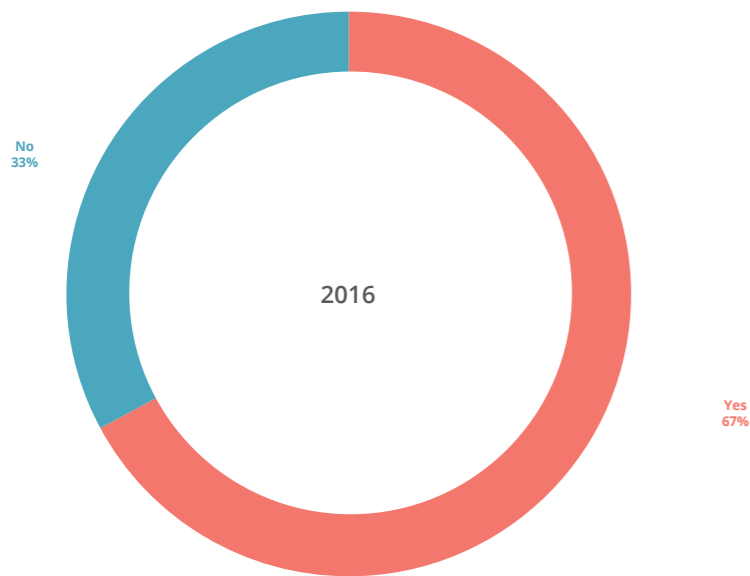


Figure 57. Source: AllAboutSchoolLeavers Teachers Survey 2016

How often do your pupils ask you for advice about their future plans after school or college? (Teachers)

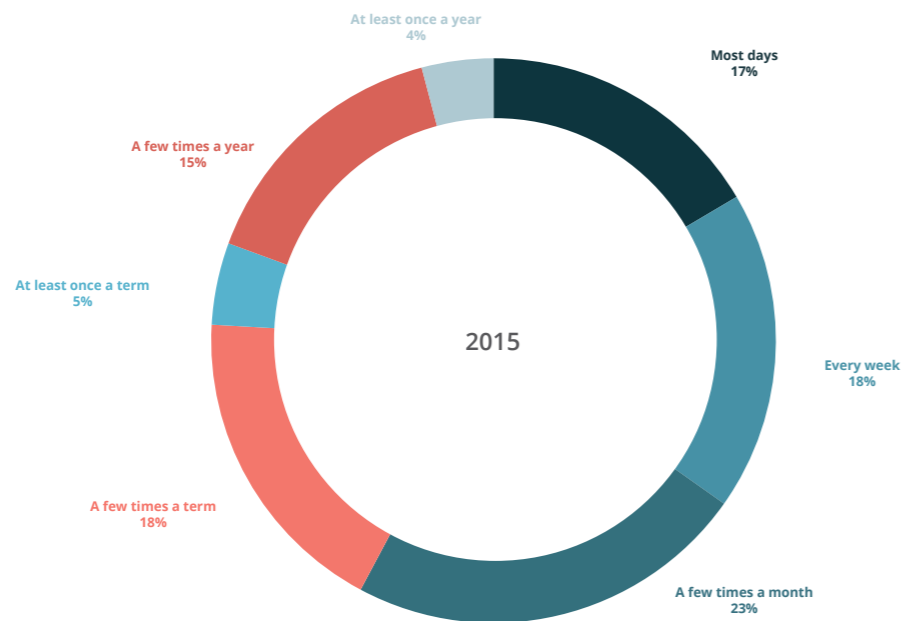


Figure 58. Source: AllAboutSchoolLeavers Teachers Survey 2015

When do pupils ask you about career-related issues? (Teachers)

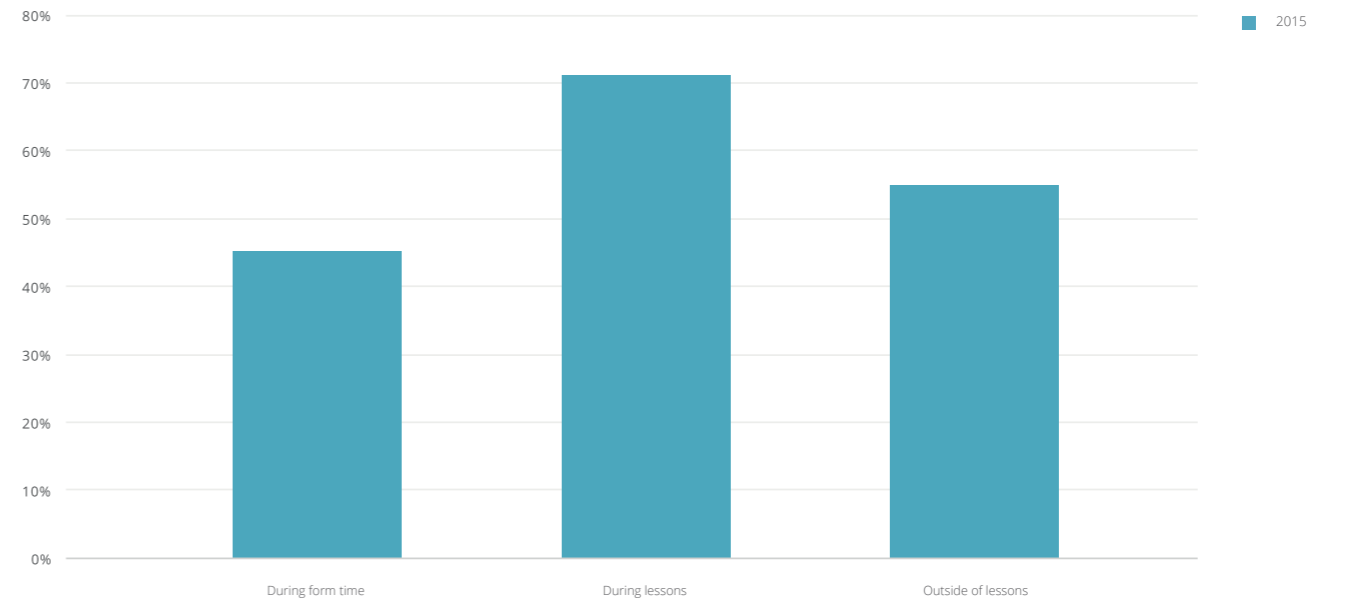


Figure 59. Source: AllAboutSchoolLeavers Teachers Survey 2015

Subject teachers play a key role in providing careers information, advice and guidance: 67.1% say they tell their students about school leaver options.

Subject teachers say they are asked for advice about the future more than once a week by 35% of their pupils, and more than once a month by a further 23%. The total amount of students who ask for advice from classroom teachers more than once a term is 80.6%: four in every five pupils.

The most common time subject teachers are asked for advice is during lessons – just over 70% of them report this happening. Careers advice is being given by subject teachers and they are not prepared or trained for this: either students need to be properly informed about where to go for advice (careers advisers) or schools need to help properly prepare subject teachers to do it.

# WHAT ROLE DO SUBJECT TEACHERS PLAY IN PROVIDING CAREERS INFORMATION, ADVICE AND GUIDANCE TO PARENTS?

At parents evenings do you find parents asking you about the options for their children? (Teachers)

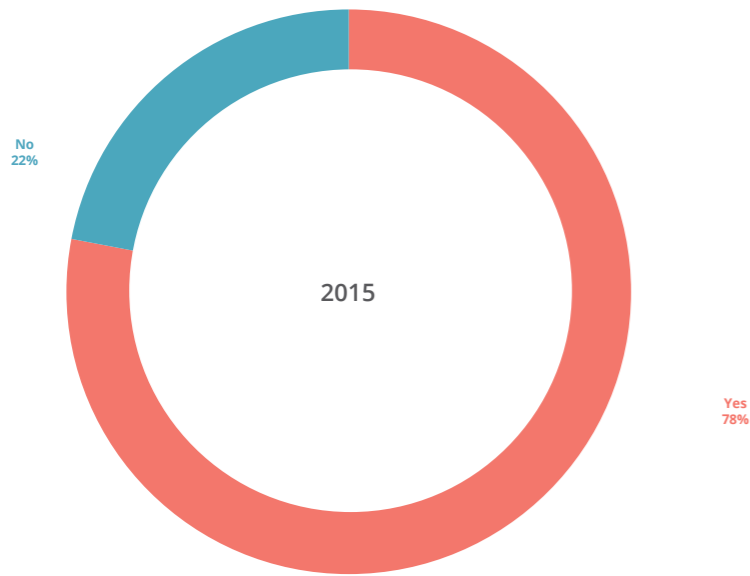


Figure 60. Source: AllAboutSchoolLeavers Teachers Survey 2015

If you had 30 parents at a parents evening, how many of them would you say ask you about future career options for their children? (Teachers)

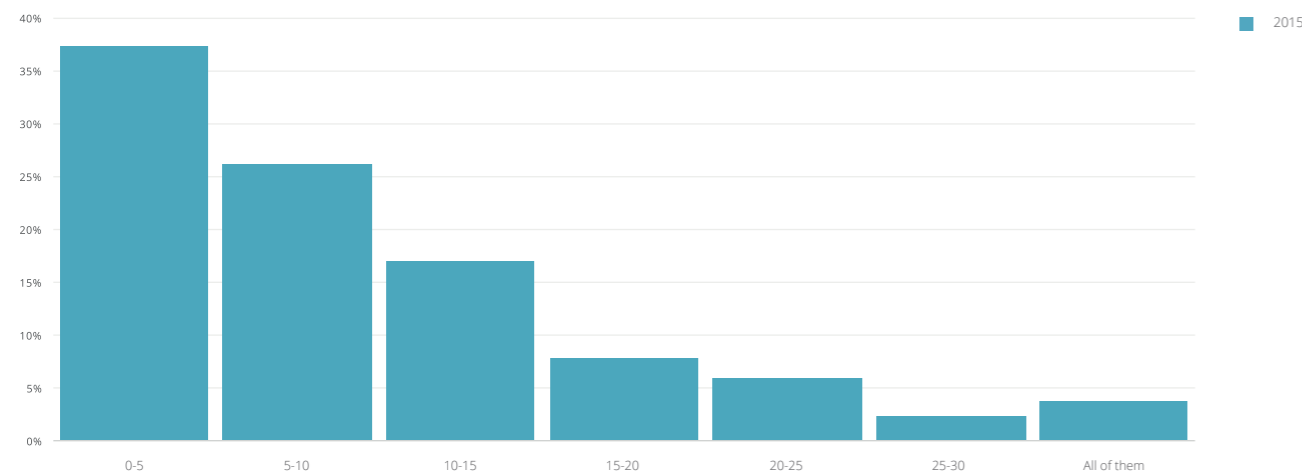


Figure 61. Source: AllAboutSchoolLeavers Teachers Survey 2015

Which of the following topics are you most frequently asked? (Teachers)

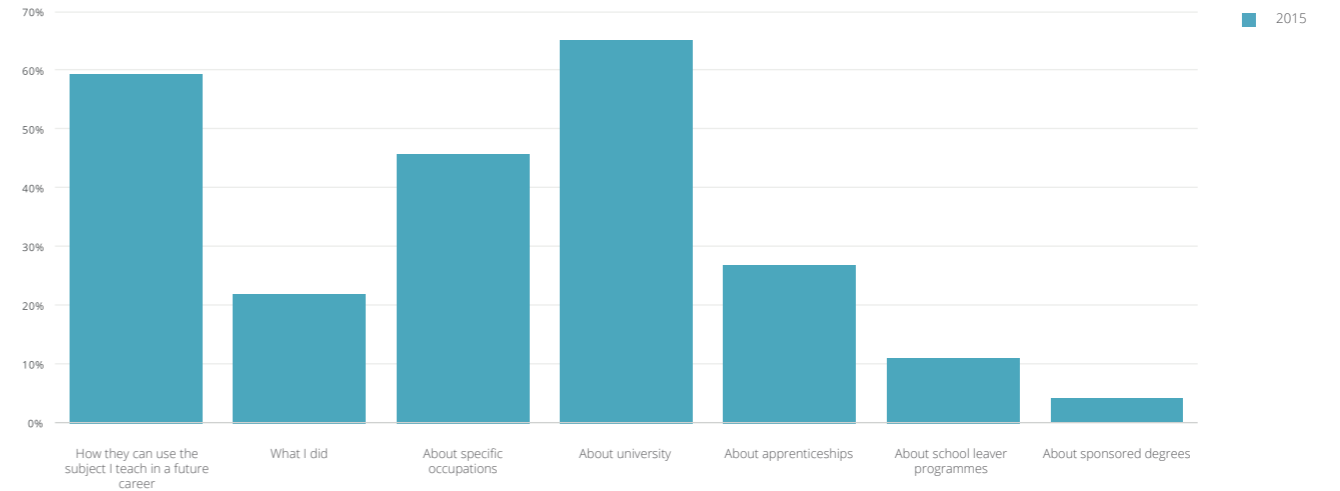


Figure 62. Source: AllAboutSchoolLeavers Teachers Survey 2015

Over three quarters of subject teachers are approached by parents for information on school leaver opportunities. Like students, parents need to be properly informed about where to go for advice, or schools need to help properly prepare subject teachers.

They say they are asked most frequently about university, which may be linked to the fact that 54.7% of parents agree or strongly agree that they want their children to attend university.

However, 59.3% of the time subject teachers say they are asked how pupils "can use the subject they teach in a future career". This is an opportunity to reference how subjects and skills are relevant to other post-school options such as apprenticeships, school leaver programmes and sponsored degrees.

As subject teachers are regularly in the classroom with pupils, they are in a position to give information about relevant options to each individual student: it is vital that they are aware of all routes.

“Over three quarters of subject teachers are approached by parents for information on school leaver opportunities.”

# DO SUBJECT TEACHERS AND HEAD TEACHERS HAVE SUFFICIENT KNOWLEDGE OF SCHOOL LEAVER OPTIONS TO ADVISE SCHOOL LEAVERS?

Do you wish you knew more about the options for your pupils? (Teachers)

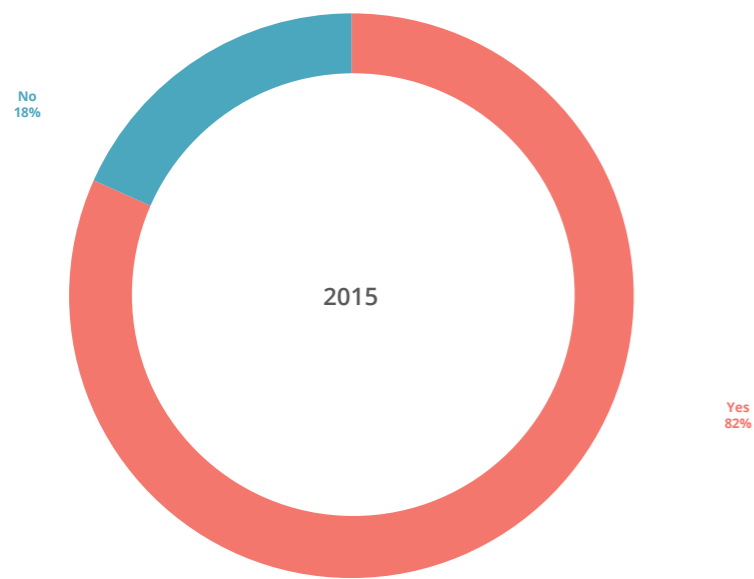


Figure 63. Source: AllAboutSchoolLeavers Teachers Survey 2015

Which of these options are you aware of as options for your pupils when they leave school or college? (Teachers)

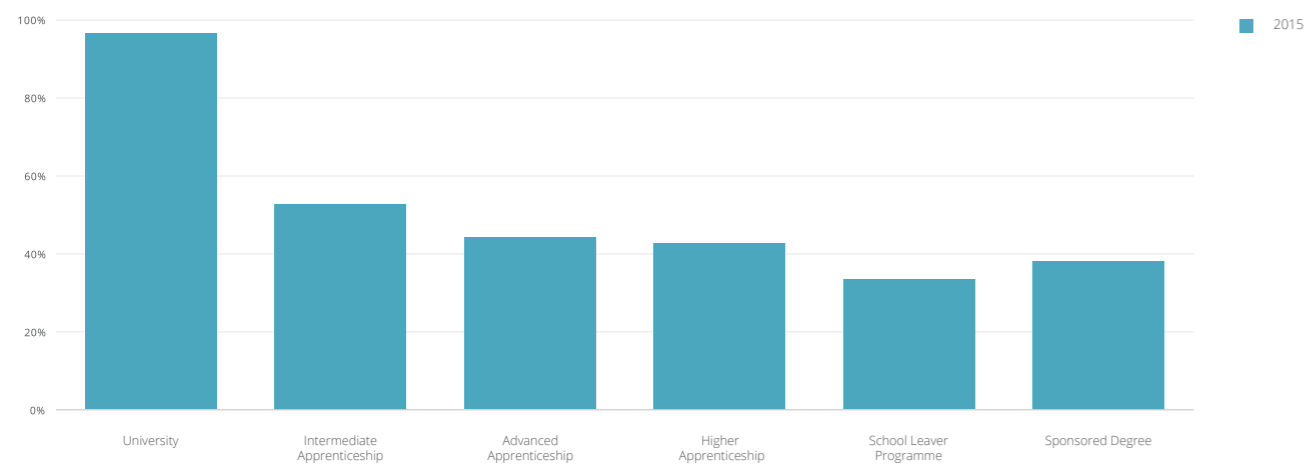


Figure 64. Source: AllAboutSchoolLeavers Teachers Survey 2015

An Intermediate Apprenticeship is the equivalent of: (Teachers)

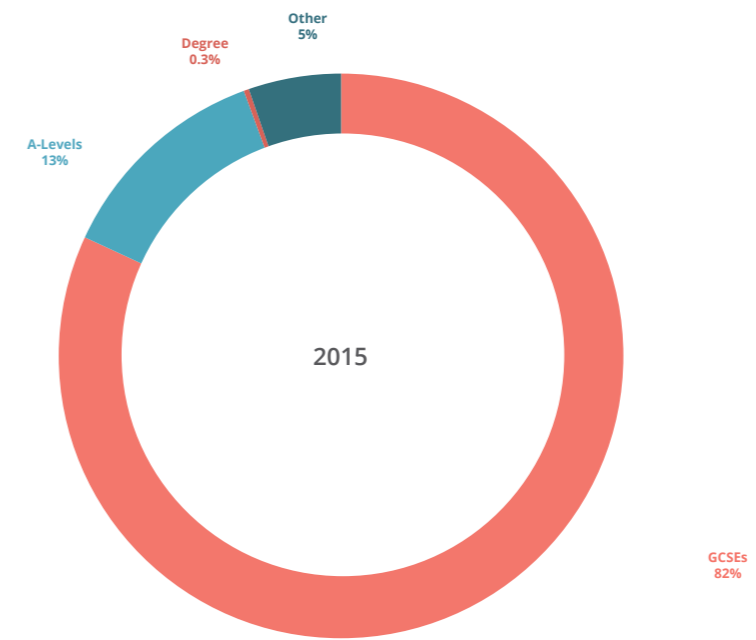


Figure 65. Source: AllAboutSchoolLeavers Teachers Survey 2015

An Intermediate Apprenticeship is the equivalent of: (Head teachers)

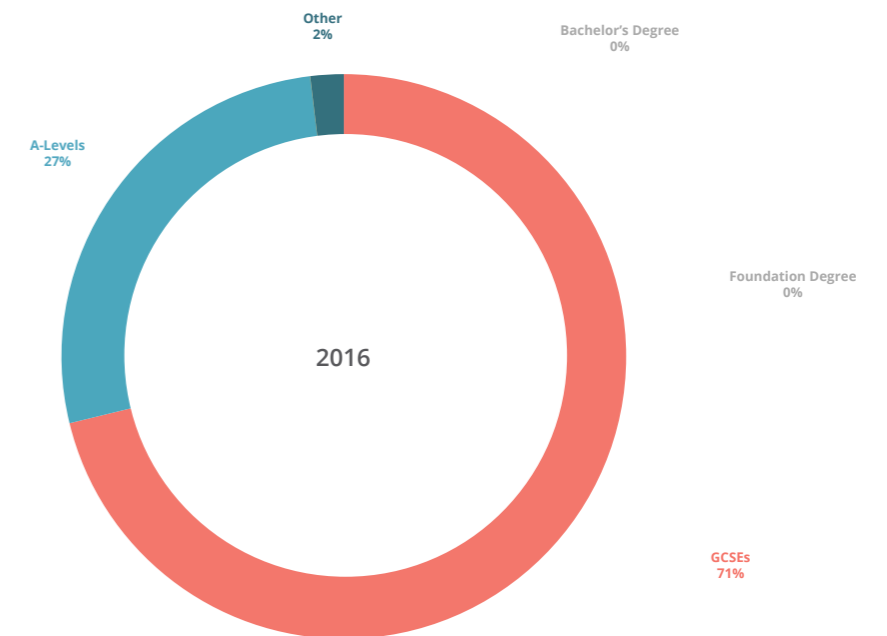


Figure 66. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

An Advanced Apprenticeship is the equivalent of: (Teachers)

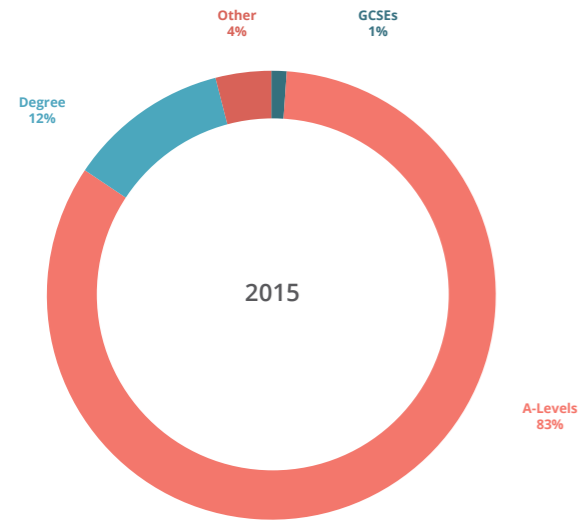


Figure 67. Source: AllAboutSchoolLeavers Teachers Survey 2015

An Advanced Apprenticeship is the equivalent of: (Head teachers)

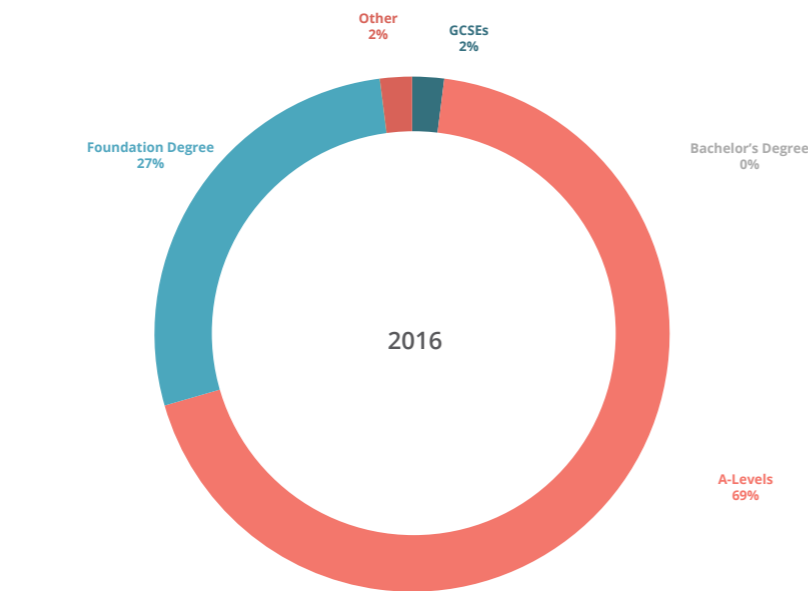


Figure 68. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

A Higher Apprenticeship is the equivalent of: (Teachers)

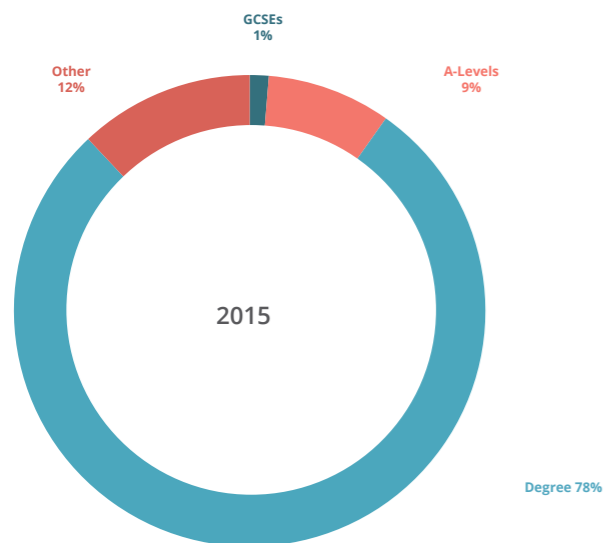


Figure 69. Source: AllAboutSchoolLeavers Teachers Survey 2015

A Higher Apprenticeship is the equivalent of: (Head teachers)

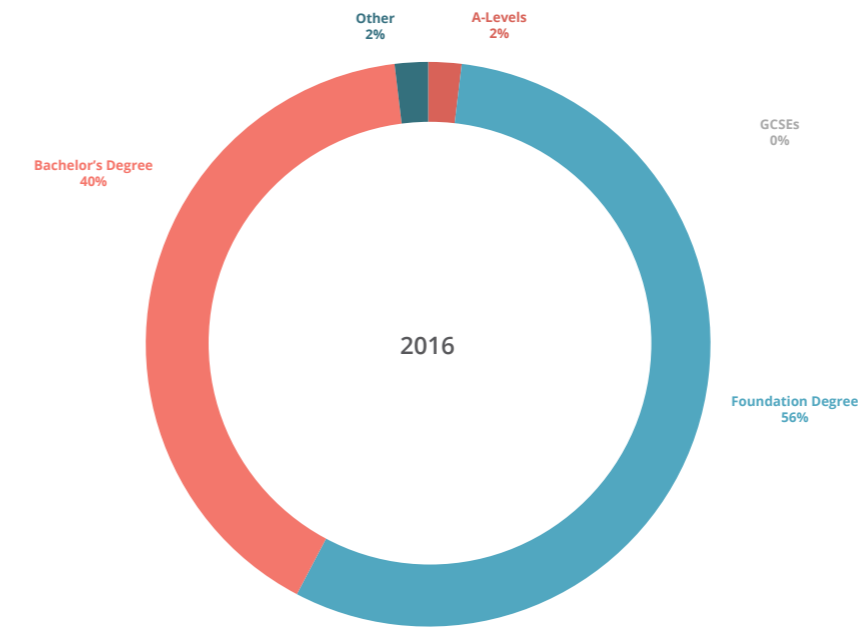


Figure 70. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

More than 80% of subject teachers say they wish they knew more about the options available to their students. They are right to be concerned: while nearly all of them (97%) know about university options, less than half are aware of apprenticeships, school leaver programmes and work shadowing schemes.

On a more positive note, subject teachers are broadly aware of what each apprenticeship level represents: 81.9% of teachers know that an Intermediate Apprenticeship was the equivalent of GCSEs, and 83.3% know that an Advanced Apprenticeship is equivalent to A-levels.

However, 68.6% of teachers think a Higher Apprenticeship is the equivalent of a degree; it is actually the a Level 4 qualification, such as a foundation degree or HND. This suggests that teachers are less informed about post-18 leaving options than they are post-16 options.

When it comes to head teachers, 71.2% know an Intermediate Apprenticeship is the equivalent of GCSEs, and 68.6% know an Advanced Apprenticeship is equivalent to A-levels. Again there is a big knowledge gap when it comes to Higher Apprenticeships: 45% are unable to identify what level of qualification the programmes are.

More than 80% of subject teachers say they wish they knew more about the options available to their students.

# HOW DO HEAD TEACHERS VIEW THE PROVISION OF CAREER ADVICE?

Does your institution have a dedicated member of staff or a careers team to provide careers advice (i.e. the person is not also a subject teacher)? (Head teachers)

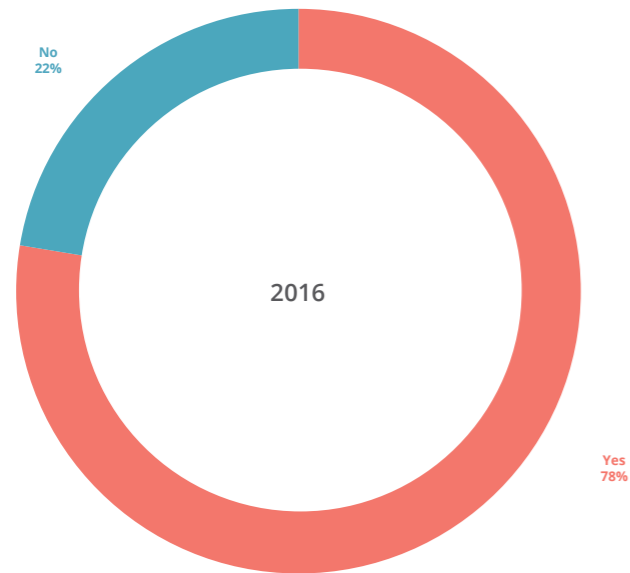


Figure 71. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

Do you use external sources to provide careers advice?

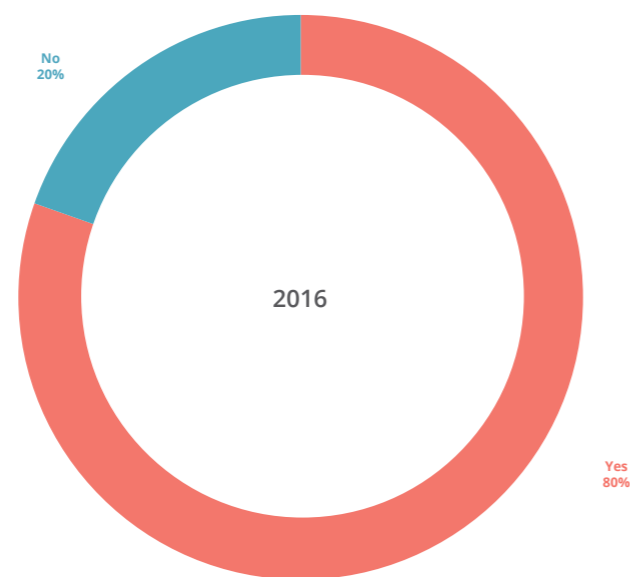
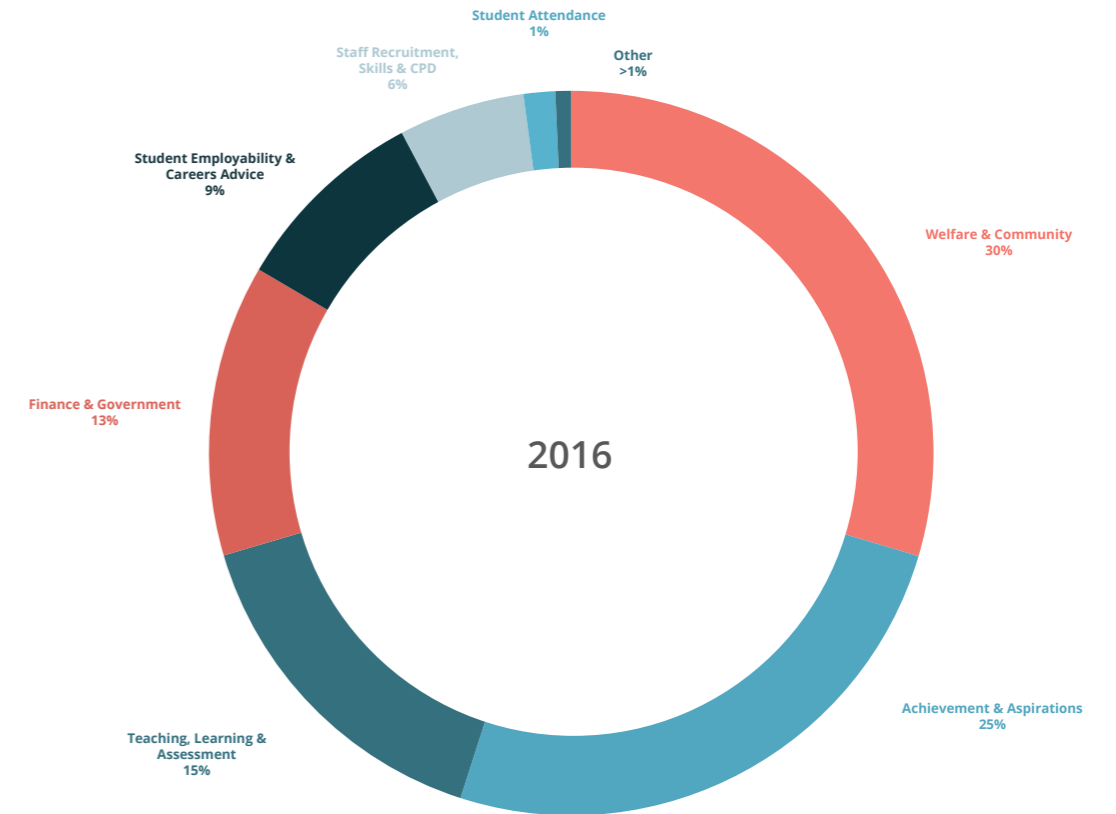


Figure 72. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

What are your five main priorities as a head teacher? (Head teachers)



This was an individual response based question. We received a total of 284 responses, which we grouped into the categories shown

Figure 73. Source: AllAboutSchoolLeavers Head Teachers Survey 2016

Head teachers are important when it comes to careers advice: the Education Act, 2011 placed the duty to “secure access to independent careers guidance” for their pupils and students upon schools. Head teachers are in charge of ensuring their schools meet all obligations. Understandably, head teachers have a wide range of responsibilities and obligations. However when asked for their priorities, head teachers put Welfare & Community, Achievement & Aspirations, Teaching, Learning & Assessment and Finance & Governance above Student Employability & Careers Advice.

Student Employability & Careers Advice is a top five priority by 8.8% of head teachers.

77.6% of head teachers say they have a dedicated member of staff or a careers team to provide advice to students, and 80.4% use external sources to provide careers advice, but arguably – given the legal requirement to establish independent (defined by the government as “external to the school”\*) careers advice – it could be said that both these figures should be 100%.

\* Department for Education: Careers guidance and inspiration in schools, Statutory guidance for governing bodies, school leaders and school staff, April 2014

## Conclusion

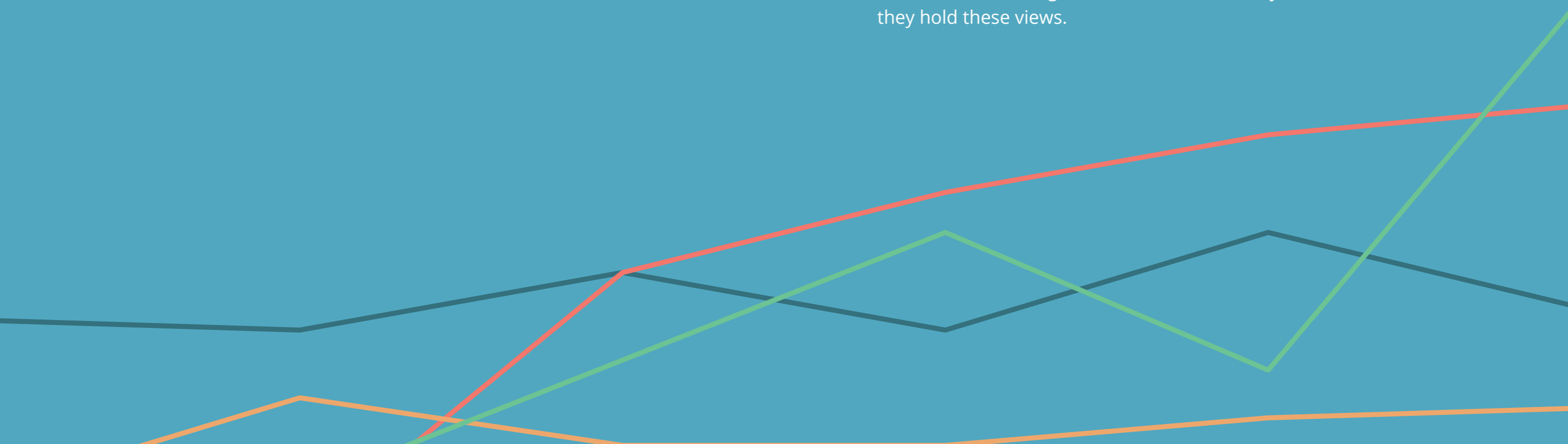
The majority of teachers want to know more about the options available to their students, and it really is needed: they demonstrate a fairly patchy knowledge of the various school leaver programmes and what qualifications they entail. Higher Apprenticeships, for both teachers and head teachers, seem to be a particular blind spot, and careers advice in general is surprisingly low on head teachers' priorities. However, the statutory obligation on schools to provide careers guidance should present an opportunity for external organisations wanting to engage with both teachers and students.

“  
An increased  
level of  
awareness  
about the  
different  
opportunities  
is needed in  
schools.”

# PARENTS

## Situation report

Do parents and guardians want their children to go to university, and if so, why? What do they know about the alternatives to university – apprenticeships and school leaver programmes – and how do they feel about them? In this section, we find out exactly what parents and guardians think about the various options for their children leaving school, and consider why they hold these views.





# KEY POINTS

- Parents are becoming increasingly aware of apprenticeships as an alternative to university.
- There is still a significant knowledge gap among parents when it comes to other options such as school leaver programmes and sponsored degrees.
- Parents in London are the least likely to think apprenticeships are a good alternative to university, or that they are an opportunity to gain new skills. 30% think their child is “too smart” to do an apprenticeship.

30% think their child is “too smart” to do an apprenticeship.

30%

# HOW MUCH DO PARENTS KNOW ABOUT SCHOOL LEAVER CAREER OPTIONS FOR THEIR CHILDREN?

There are various options for young people when they leave school. Which of the following have you heard of? (Parents)

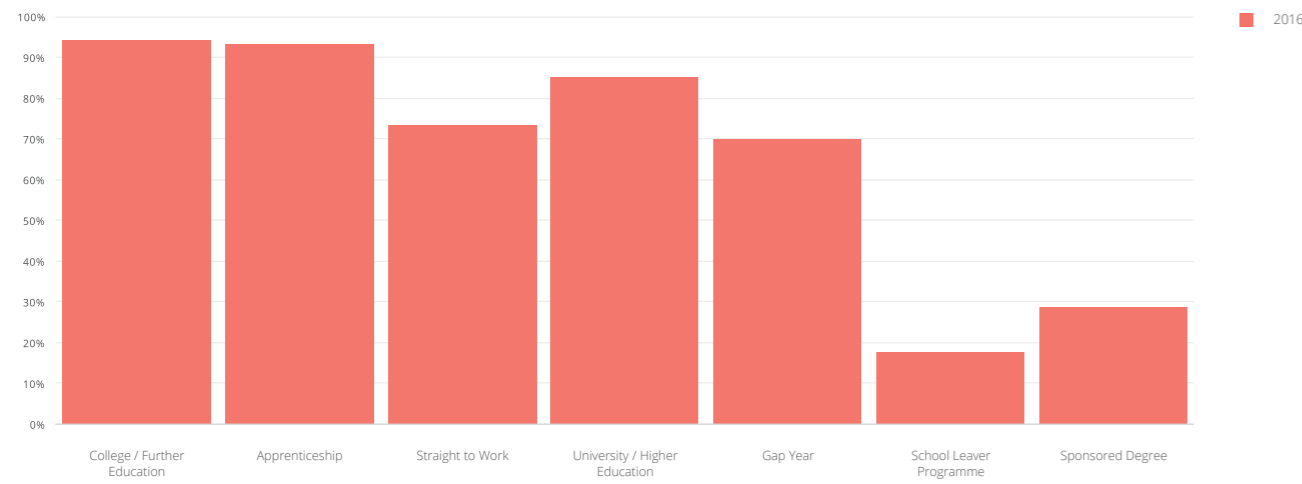


Figure 74. Source: AllAboutSchoolLeavers Parents Survey 2016

What level is a Higher Apprenticeship equivalent to? (Parents)

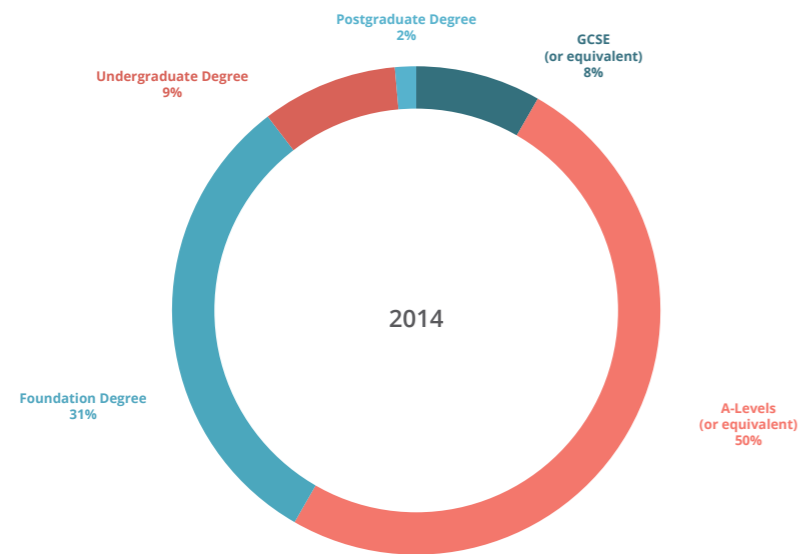


Figure 75. Source: AllAboutSchoolLeavers Parents Survey 2014

There are four levels of apprenticeship. Can you name the four types? (Parents)

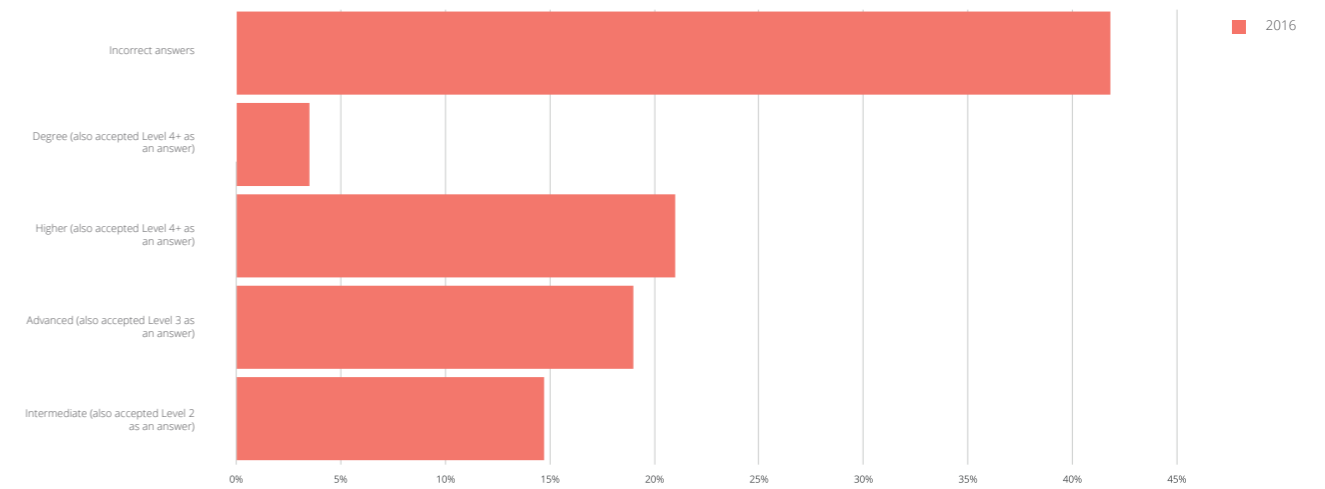


Figure 76. Source: AllAboutSchoolLeavers Parents Survey 2016

Parents were asked to name school leaver options that they had heard of – not just options they feel are acceptable for their own children – and the majority recognise apprenticeships, further education and university as options. It is worth noting that more parents recognised apprenticeships as an option for young people (93.4%) compared to the 85% who recognised university as an option. This could be due to the government's recent push to encourage school leavers to take up apprenticeships.

As apprenticeships become more prominent as a school leaver option, parents are growing more aware of what the programmes consist of. For example, 51% of parents could identify a Higher Apprenticeship as equivalent to A-levels.

Parents/guardians lack knowledge about other alternatives to university, such as sponsored degrees and school leaver programmes. Only 28.7% of parents are aware of sponsored degrees, and an even lower 17.5% are aware of school leaver programmes.

Parents should be educated on sponsored degrees and school leaver programmes alongside apprenticeships in order to be properly informed about all of the alternatives to university, especially when parents are so influential in their children's decisions.

Which, if any, of the following opportunities do you think are currently available for young people when they leave school in the UK? (GB adults)

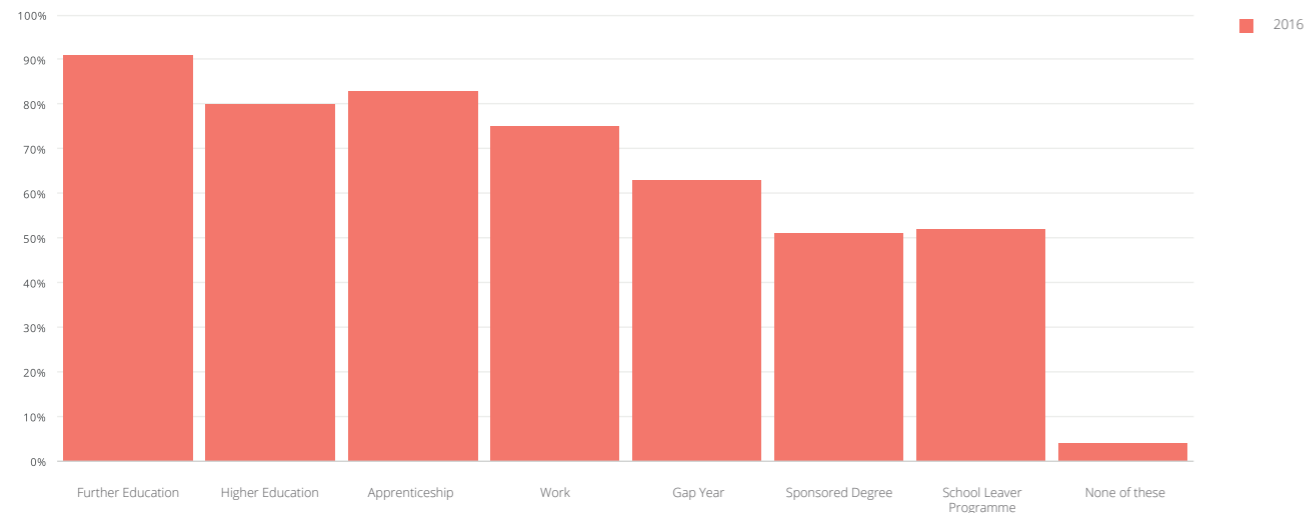


Figure 77. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

Which, if any, of the following opportunities do you think are currently available for young people when they leave school in the UK? (GB adults – by socioeconomic group)

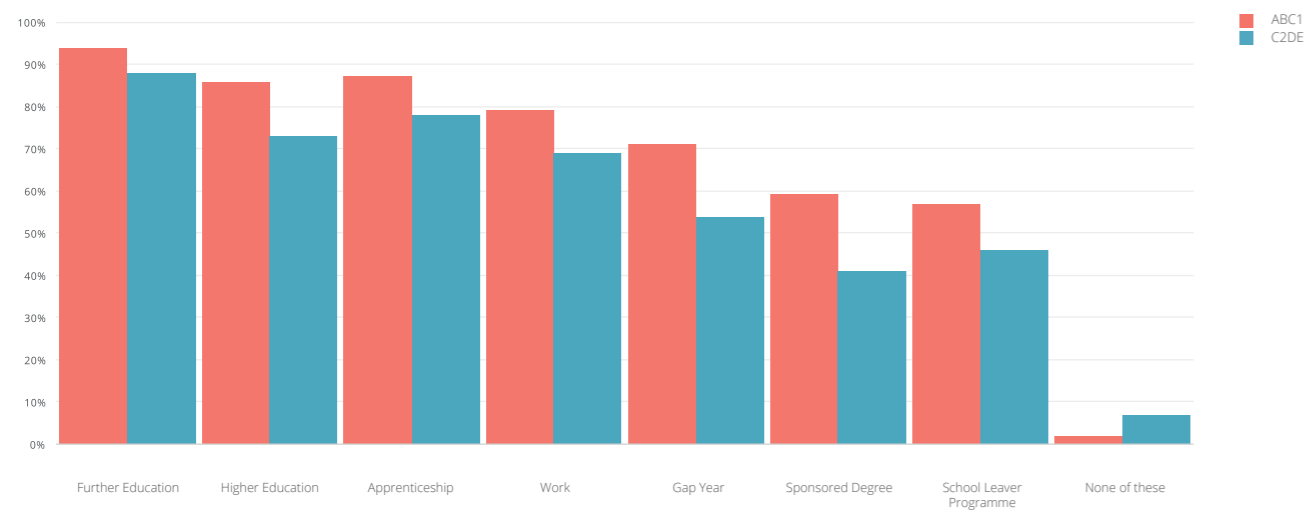


Figure 78. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

When looking at the population of Great Britain as a whole, the YouGov data shows that 83% are aware apprenticeships are an option for school leavers. Out of all the options sponsored degrees are the least likely to be identified as something available for young people.

Respondents in the socioeconomic ABC1 group are more likely to be able to identify all the options than those in the C2DE group. (ABC1 are respondents in managerial, administrative or professional occupations, and C2DE are those in skilled, semi-skilled or unskilled manual occupations, casual workers and those not in employment.)

# WHAT ARE PARENTS' ASPIRATIONS FOR THEIR CHILDREN?

To what extent do the follow statements apply to your child? (Parents)

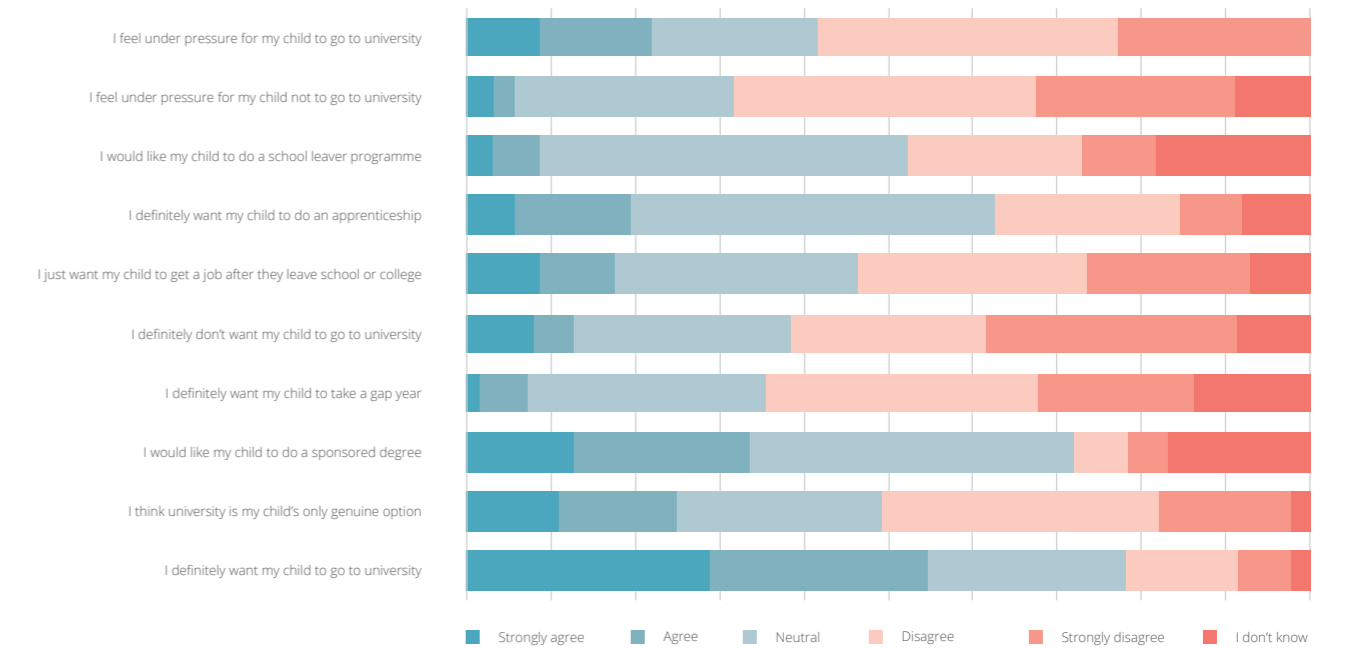


Figure 79. Source: AllAboutSchoolLeavers Parents Survey 2016

Why would you like your child to go to university? (Parents)

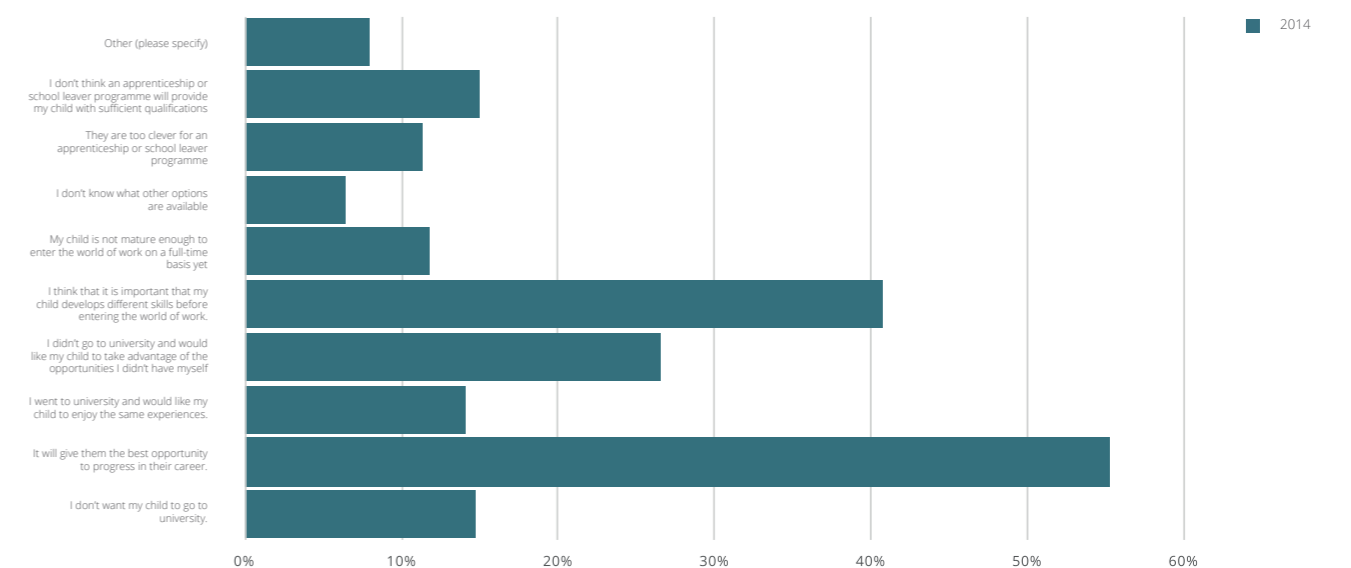


Figure 80. Source: AllAboutSchoolLeavers Parents Survey 2014

To what extent do you agree or disagree with the following statement? I think my child will be/is too smart to do an apprenticeship (GB parents of children aged 18 years or under)

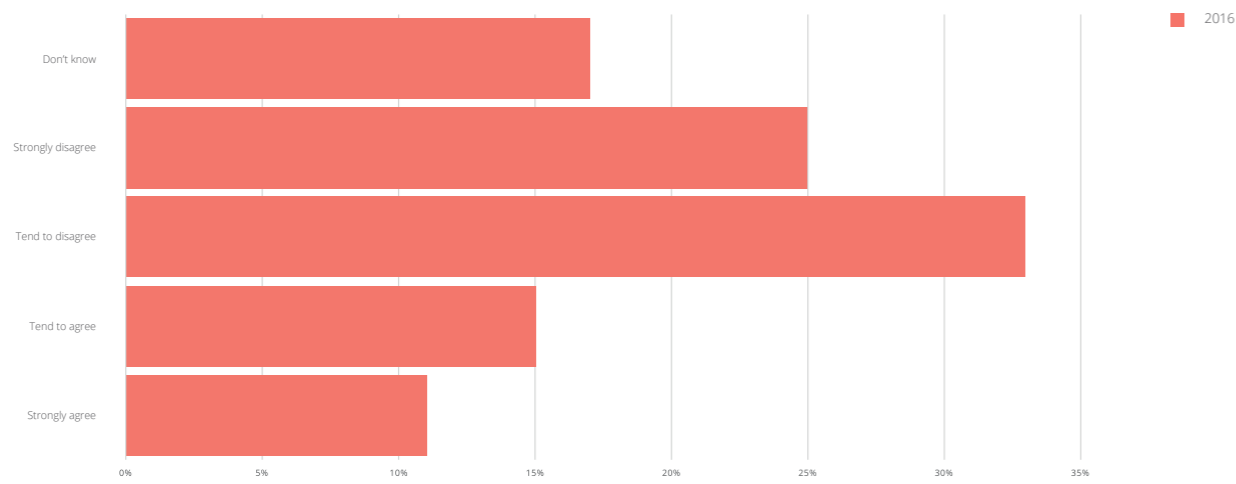


Figure 81. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? I think my child will be/is too smart to do an apprenticeship (GB parents of children aged 18 years or under – by socioeconomic group)

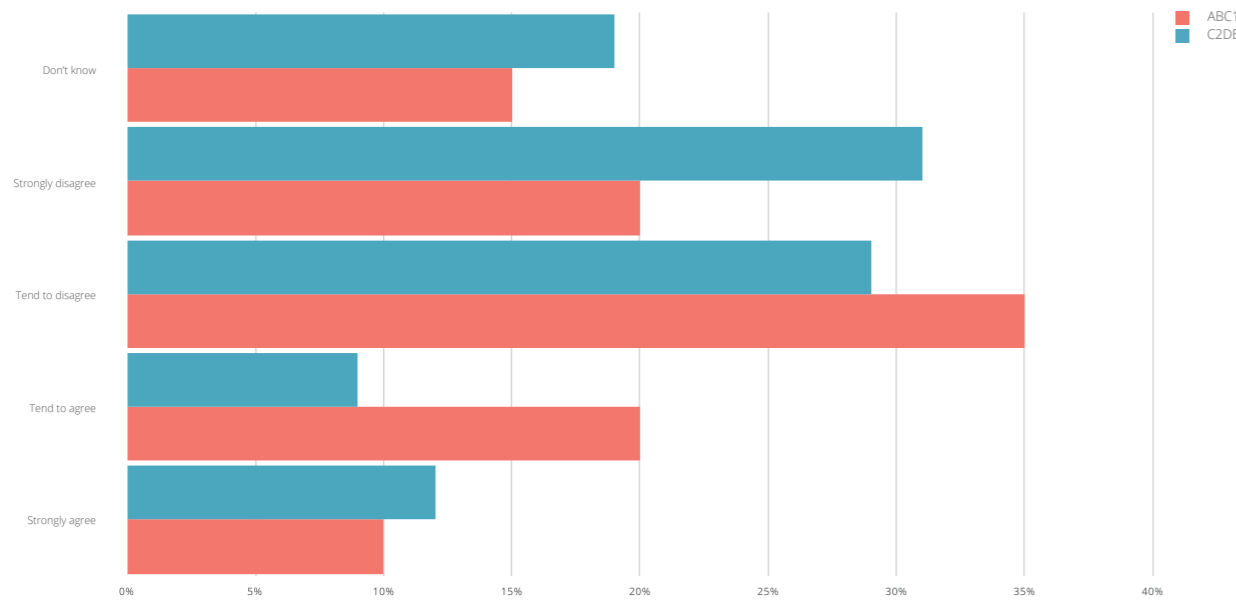
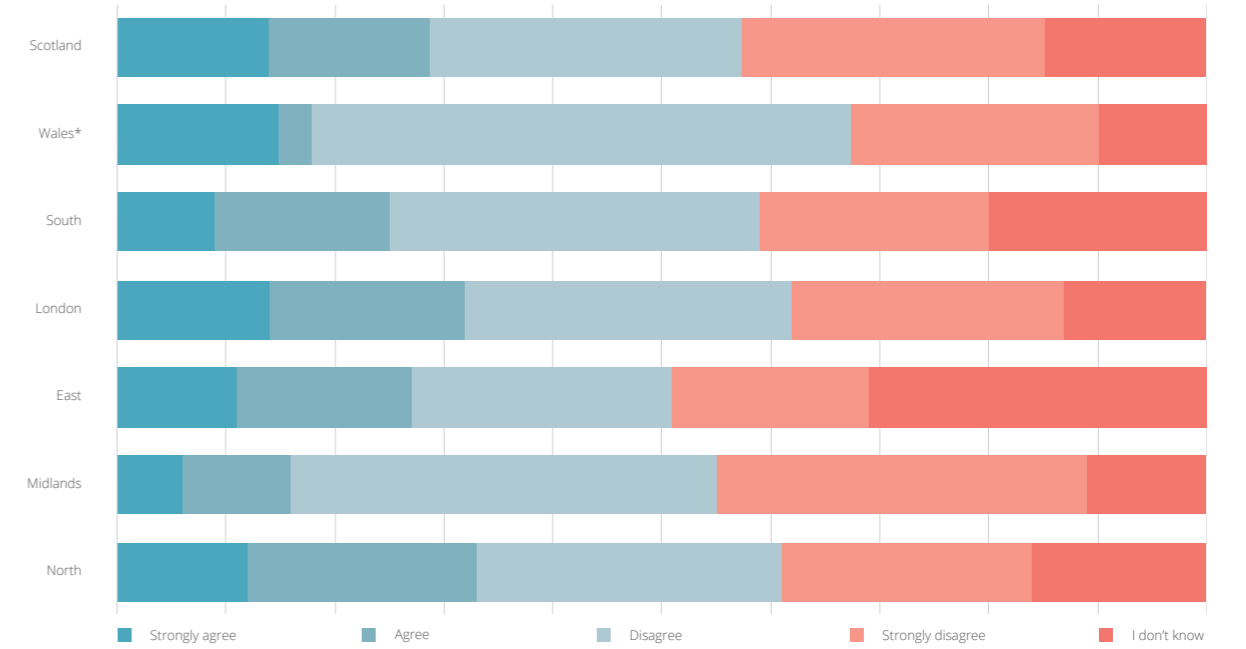


Figure 82. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? I think my child will be/is too smart to do an apprenticeship (GB parents of children aged 18 years or under – by region)



\* Less than 50 respondents, so should simply be used as an indicator

Figure 83. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? I think an apprenticeship would be/is a great opportunity for my child to learn valuable new skills (GB parents of children aged 18 years or under)

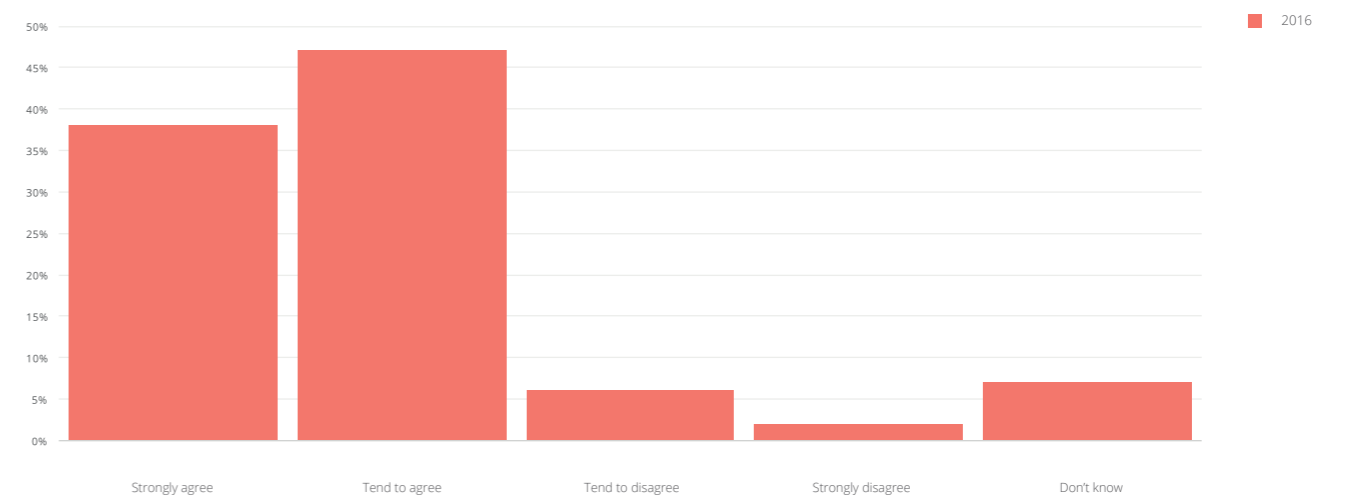


Figure 84. Source. School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? I think an apprenticeship would be/is a great opportunity for my child to learn valuable new skills (GB parents of children aged 18 years or under – by socioeconomic group)

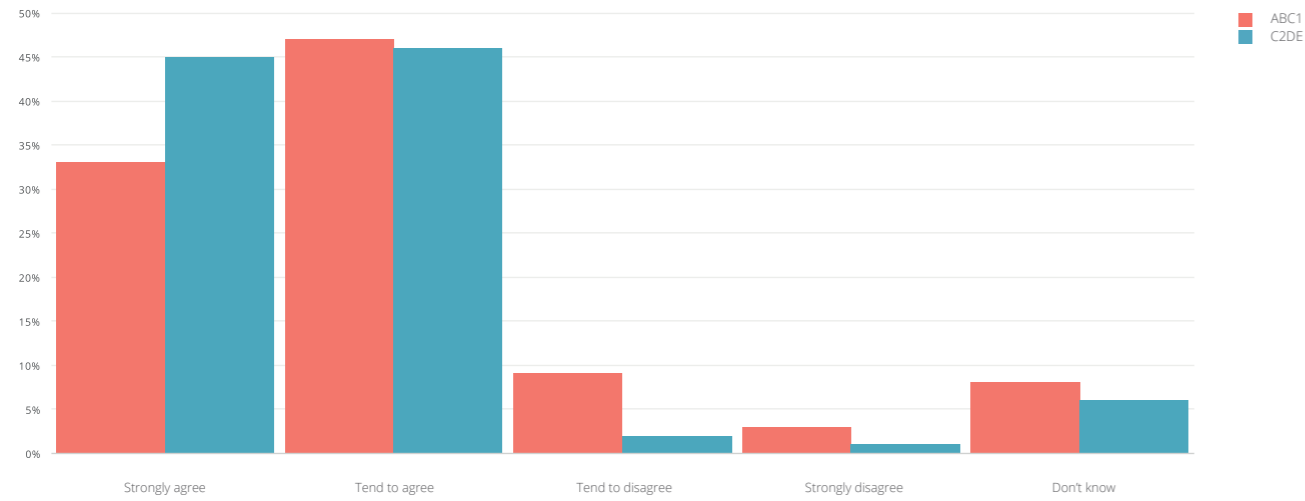


Figure 85. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? I think an apprenticeship would be/ is a great opportunity for my child to learn valuable new skills (GB parents of children aged 18 years or under – by region)

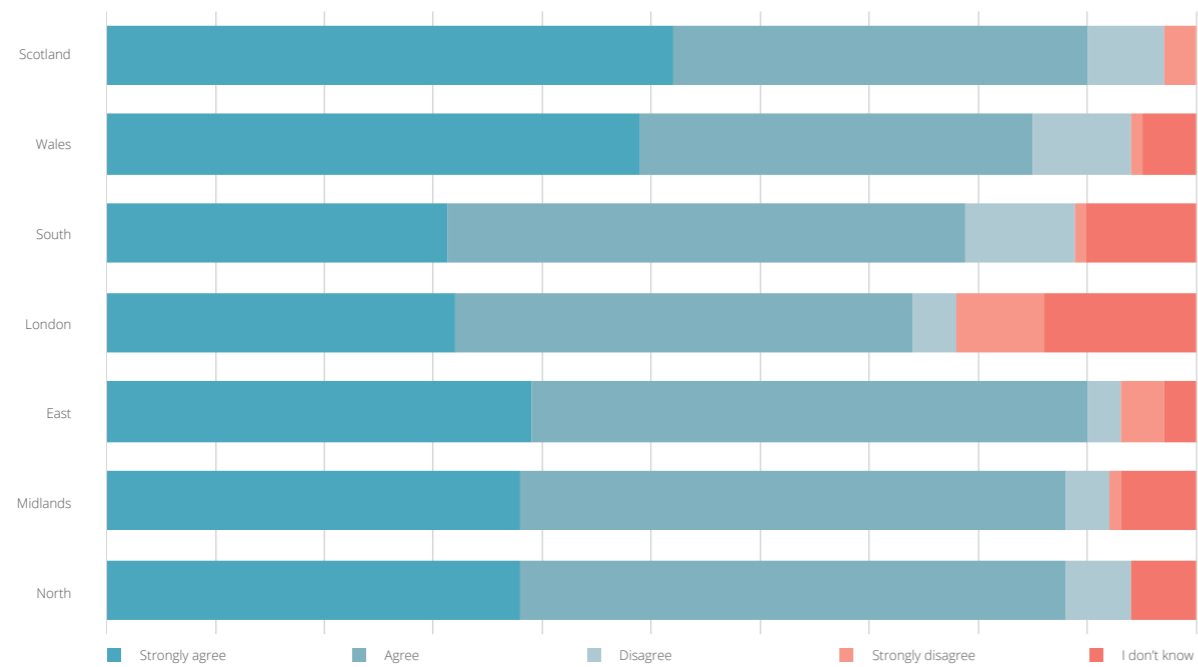


Figure 86. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? Apprenticeships are a good alternative for school leavers looking for a new challenge (GB parents of children aged 18 years or under)

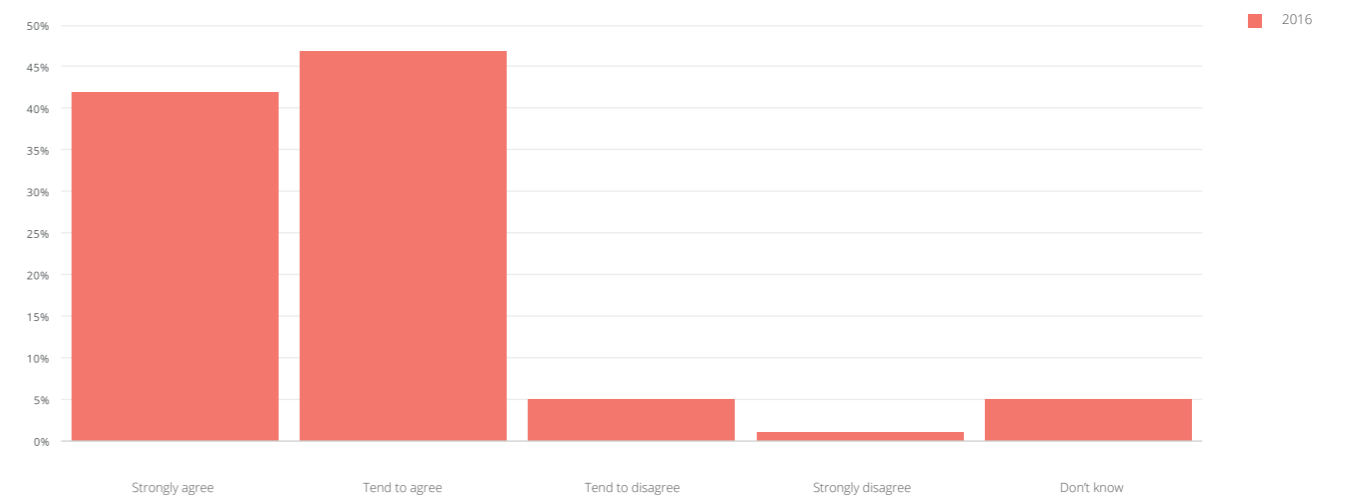


Figure 87. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? Apprenticeships are a good alternative for school leavers looking for a new challenge (GB parents of children aged 18 years or under – by socioeconomic group)

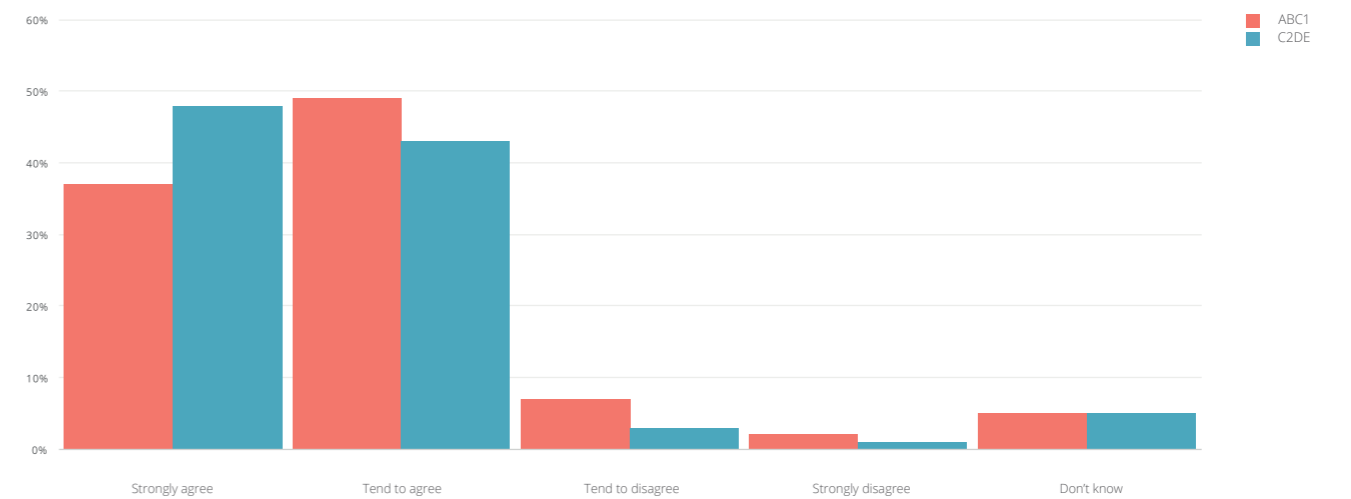


Figure 88. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

To what extent do you agree or disagree with the following statement? Apprenticeships are a good alternative for school leavers looking for a new challenge (GB parents of children aged 18 years or under – by region)

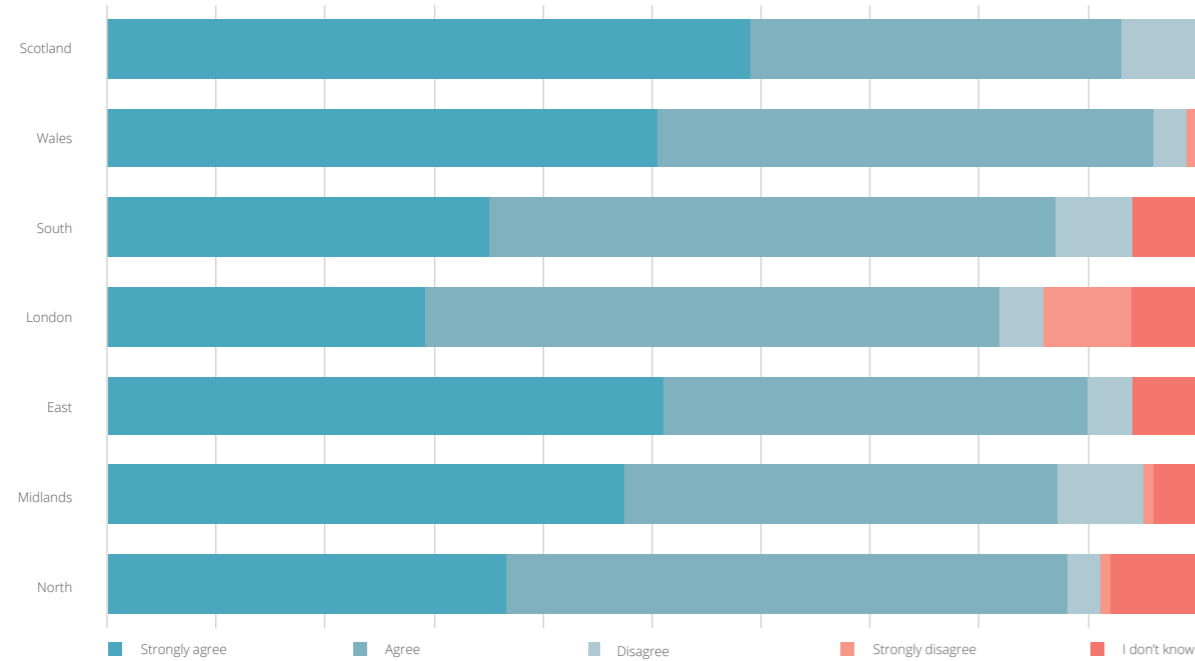


Figure 89. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup - GB parents of children 18 or under

“Parents in the East of England and in Scotland are the most likely to agree that the programmes can help people learn new skills, while parents in London are the least likely.”

The majority of parents and guardians want their children to go to university, with over 54% of parents either agreeing (25.6%) or strongly agreeing (28.7%) with the statement: “I definitely want my child to go to university”.

In contrast, only 7.75% of parents/guardians strongly agree with the statement: “I definitely don’t want my child to go to university,” and even fewer (5.43%) agree with: “I definitely want my child to do an apprenticeship.” A similar pattern occurs when asked about school leaver programmes: 3.1% of parents and guardians strongly agreed with the statement, “I would like my child to do a school leaver programme”.

Many parents/guardians do not have enough information on apprenticeships and school leaver programmes to form an opinion either way: 17.8% of respondents don’t know if they want their child to do a school leaver programme, and 42.6% are neutral. Regarding apprenticeships, 7.8% are unsure and 41% are neutral. Only 28.7% of parents have heard of sponsored degrees, compared to the 93.4% of parents aware of apprenticeships. It is evident that school leaver options need to be more clearly defined and their advantages better explained to parents.

So why do over half of parents and guardians want their children to do degrees, when only 8.5% said they felt pressure for their children to attend university? Most say “It will give them the best opportunity to progress in their career” (55.3%) and “I think that it is important that my child develops different skills before entering the world of work” (40.7%). In terms of the parents polled by YouGov, 84% of the total agreed with the statement: “I think an apprenticeship would be/is a great opportunity for my child to learn valuable new skills.”

This can be seen broken down further into socioeconomic groups of the respondents. Parents in the C2DE group are more likely to “Strongly Agree” that apprenticeships are a great opportunity to learn new skills than those in the ABC1 group, even though on the whole both groups are positive about the opportunities offered by apprenticeships.

Parents in the East of England and in Scotland are the most likely to agree that the programmes can help people learn new skills – 90% of them agreeing with the statement – while parents in London are the least likely, with 74%. This significant fluctuation in opinion between regions is worth noting: employers wanting to ensure effective engagement with parents might consider tailoring their messaging in particular parts of the UK.

Of the parents of children aged 18 or under polled by YouGov, over a quarter (26%) agree with the statement: “I think my child will be/is too smart to do an apprenticeship.” Parents in the C2DE group are less likely to think their child is “too smart” to do an apprenticeship, with 21% broadly agreeing with the statement, compared to 30% of parents in the ABC1 group.

Parents in the North of England and London are most likely to think their children are “too smart” for the programmes – over 30% of the parents in those regions agreeing with the statement.

When asked about the statement, “Apprenticeships are a good alternative for school leavers looking for a new challenge”, parents of children aged 18 or under polled by YouGov tended to agree: just 7% selecting the opposite view. Those in socioeconomic group C2DE were more likely to agree than those in the ABC1 group: 91% compared with 86%.

Parents of children aged 18 or under in Wales and Scotland are the most positive about the alternative offered by apprenticeships, with over 90% agreeing with the statement in these regions, while again those living in London are the least likely. Parents here are more than eight times as likely than parents from all other regions to “Strongly Disagree” with the statement.

More needs to be done to inform parents about the benefits of an apprenticeship and highlight the fact that apprentices will gain valid, recognised, qualifications. The YouGov data shows specifically where particular messages need to be targeted, for example the merits of apprenticeships to parents working in professional positions in London.

# PARENTAL FINANCIAL SUPPORT

If your child or dependant was offered an apprenticeship or school leaver programme that required them to move to another part of the country, would you support them financially? (Parents)

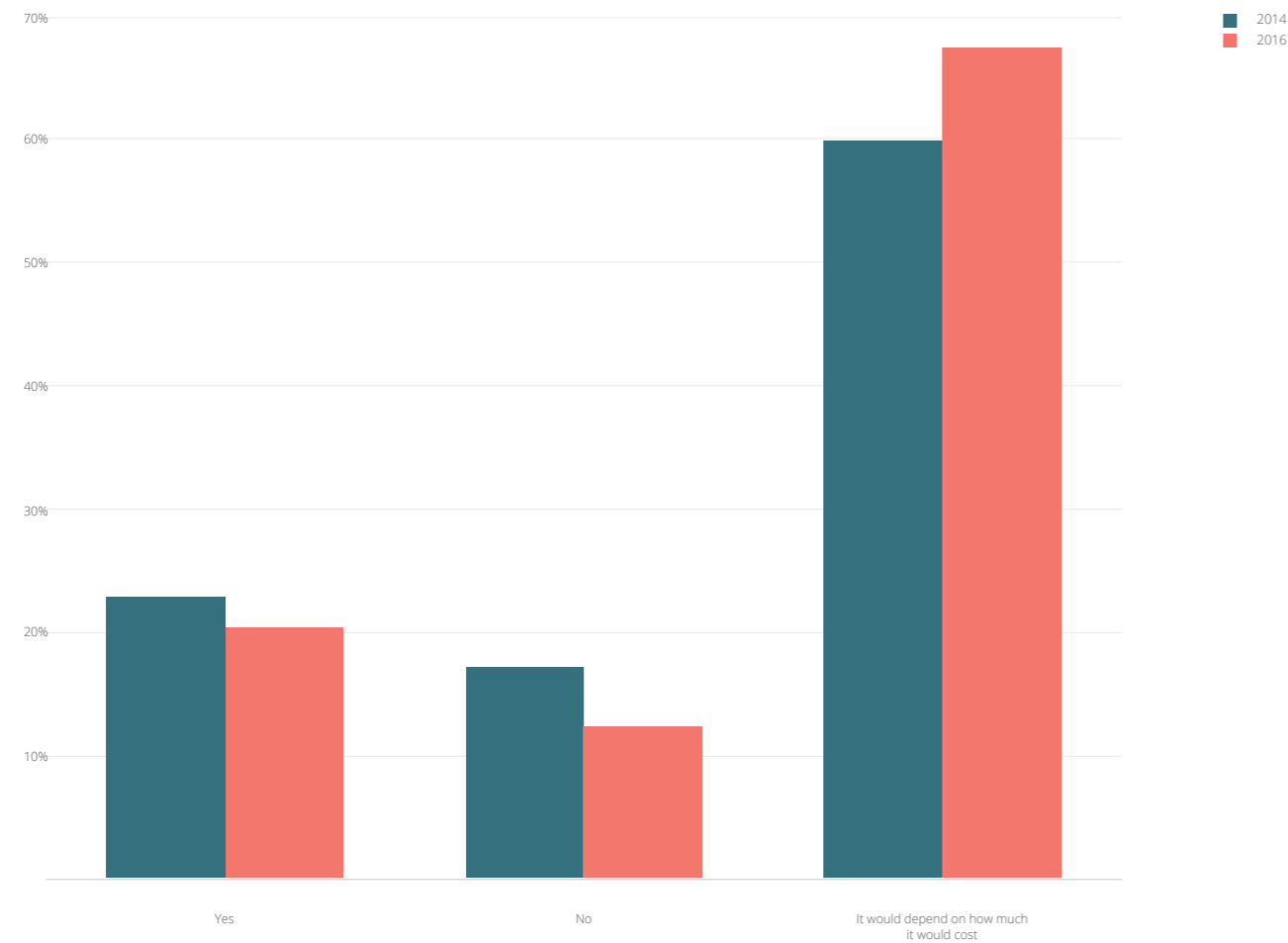


Figure 90. Source: AllAboutSchoolLeavers Parents Survey 2014 & 2016

What level of support would you be able to give to your child per month? (Parents)

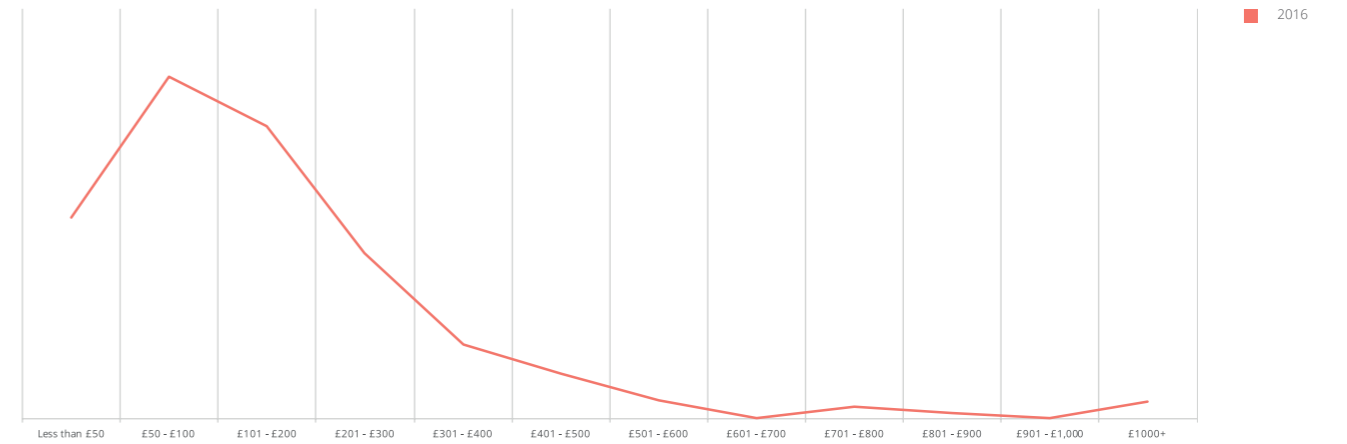


Figure 91. Source: AllAboutSchoolLeavers Parents Survey 2016

“The average UK rent is more than the entire take-home pay for the average UK apprentice.”

When considering the age school and college leavers apply to apprenticeships and school leaver programmes, financial support from parents and guardians is important, particularly if the students have to relocate. 12.31% of parents/guardians say they would not support their children to move to another part of the country, while for 67.37%, it would depend on the scale of cost.

£50-£100 per month is deemed an acceptable level of financial support by 29.2% of parents/guardians, and 25% of parents would give £101-200 per month. While these amounts are a generous and substantial (and the number of parents willing to give them is high) with apprentices earning an average weekly wage of £170\*, living away from home is not possible for many school leavers. The average UK rent (excluding London) is £764 per month\*\*, more than the monthly take-home pay for the average UK apprentice.

\* National Careers Service website

\*\* HomeLet Rental Index, April 2016

## Conclusion

The majority of parents and guardians aspire for their children to go to university, because they believe that university offers the best career prospects. However, parents are becoming increasingly aware of apprenticeships as a school leaver option, particularly Higher Apprenticeships as qualifications that are equivalent to a degree.

School leaver programmes and sponsored degrees still lag behind when it comes to being considered an option; this is due to lack of knowledge and understanding about what they can offer school leavers. To remedy this, parents need to be better informed on the value of all school leaver options equally, especially in particular groups and regions where the data shows knowledge is lacking and attitudes are particularly negative.

“  
Parents need  
to be better  
informed on  
the value of  
all school  
leaver options  
equally.  
”



# STUDENTS

## Situation report

As non-university career paths gain more attention from the government, those working in education, and from the wider public – and UK politicians debate a proposal to lift the cap on university tuition fees – now is the perfect time for employers to attract school and college leavers to their apprenticeships, school leaver programmes and sponsored degrees. In this section we unpick exactly what matters most to the young people that employers want on their training programmes, as well as how and where is most effective in terms of communicating with them.

# KEY POINTS

- Even though university remains the most popular option for those leaving school or college, almost half are considering other options too.
- For school and college leavers, salary and the job is more important than the company with which they undertake their training, the location of the opportunity, or even than avoiding student debt.
- Almost 50% of students say they do not use social media to find out about employers and job opportunities, so recruiters' efforts would be best placed in raising the online profile of their school leaver opportunities on websites (rather than social media platforms) and in face-to-face engagement at careers events.

Almost 50% of students say they do not use social media to find out about employers and job opportunities.

50%

# WHAT DO STUDENTS WANT TO DO WHEN THEY LEAVE SCHOOL OR COLLEGE?

Have you decided what you want to do after you leave school or college? (Students)

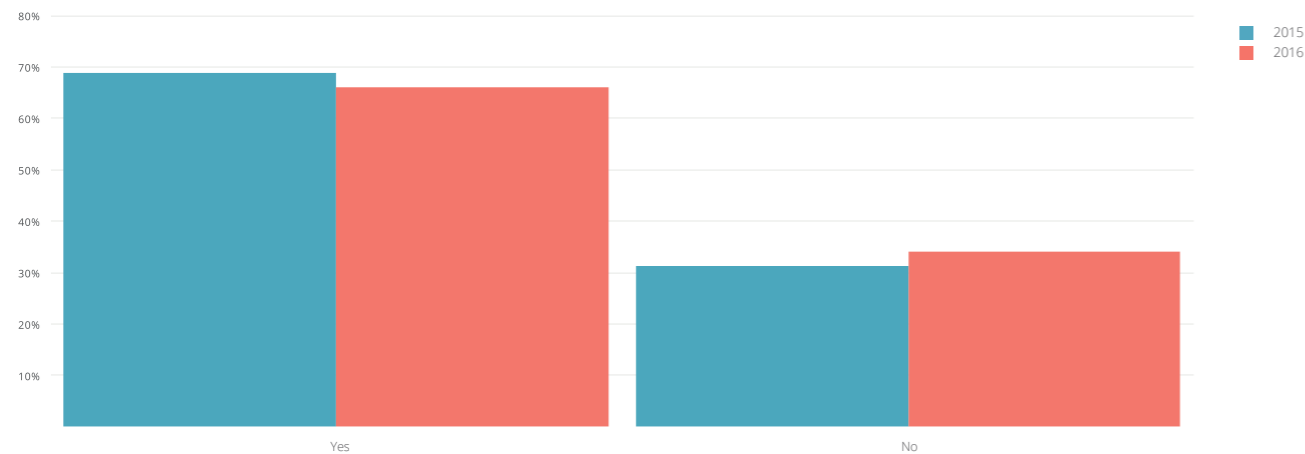


Figure 92. Source: AllAboutSchoolLeavers Students Survey 2015 & 2016

What options are you considering for after you leave school/college? (Students)

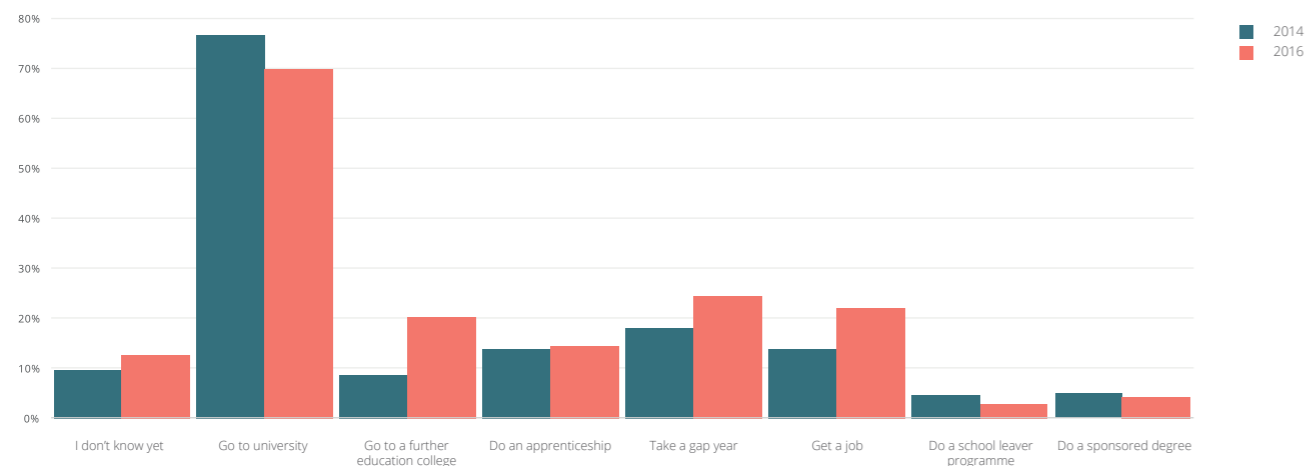


Figure 93. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

To what extent do the following statements apply to you? (Students)

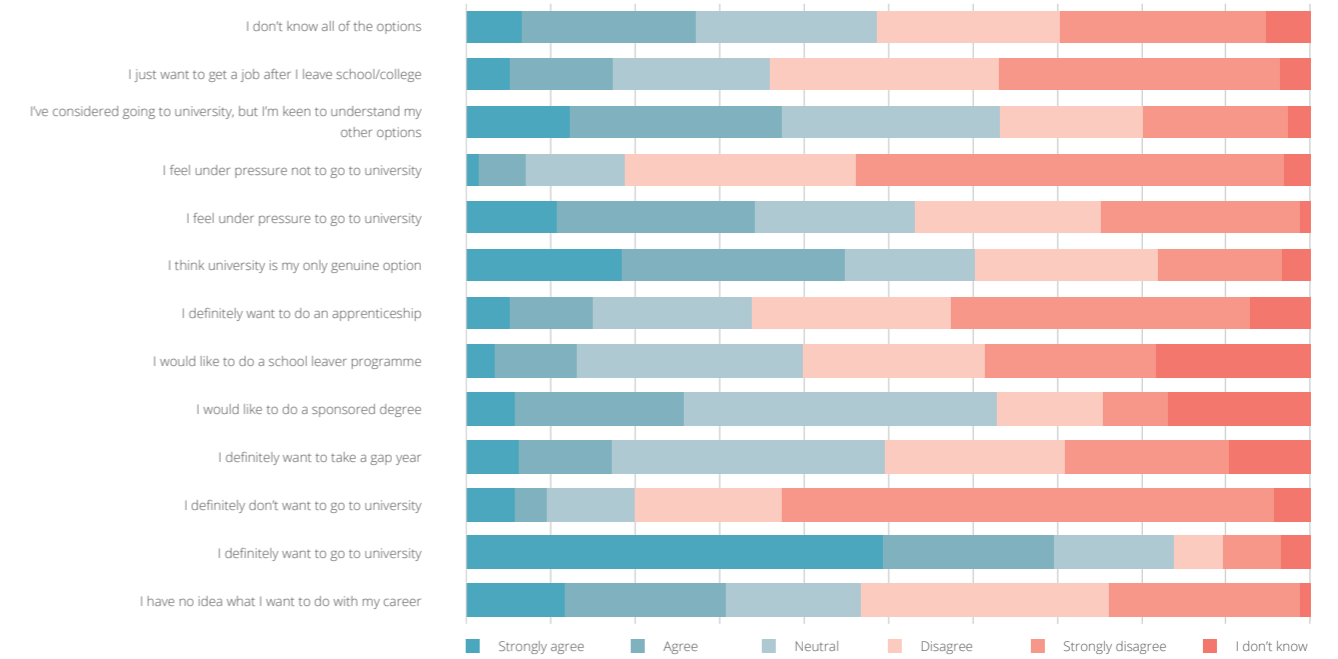


Figure 94. Source: AllAboutSchoolLeavers Students Survey 2014

While the majority (66%) of young people say they have already decided what they want to do after school or college, 31.2% say they still do not know – that's almost a third of school leavers who are undecided about their next move.

When given options, university is still overwhelmingly the most popular choice (69.8%) but people do say they are considering other options too – 14.3% are considering apprenticeships, for example. When they say they know what they want to do, school leavers don't necessarily mean university.

When asked to agree or disagree with various statements regarding the various options available, the "neutral" answers can also be seen as promising to employers wanting to promote their apprenticeships and other programmes. When asked whether they wanted to do a sponsored degree, a school leaver programme or an apprenticeship, people answered "neutral" 37%, 27% and 19% respectively: these are significant numbers of people who have not decided against those options.

Almost a third of school leavers are undecided about their next move.

# WHAT HAS CONVINCED STUDENTS WHO WANT TO DO AN APPRENTICESHIP OR SCHOOL LEAVER PROGRAMME?

What type of apprenticeship do you want to do? (Students)

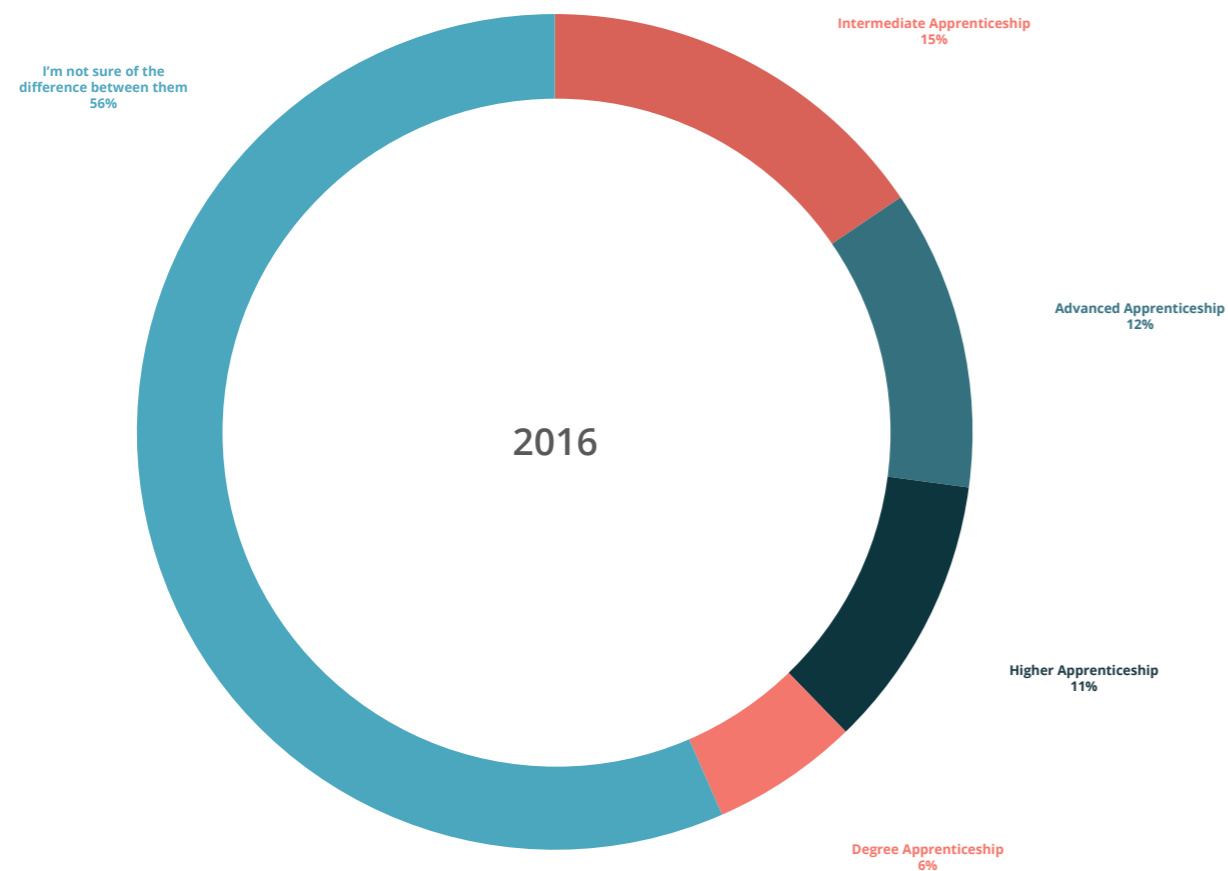


Figure 95. Source: AllAboutSchoolLeavers Students Survey 2016

What is the most appealing thing about doing an apprenticeship or school leaver programme? (Students)

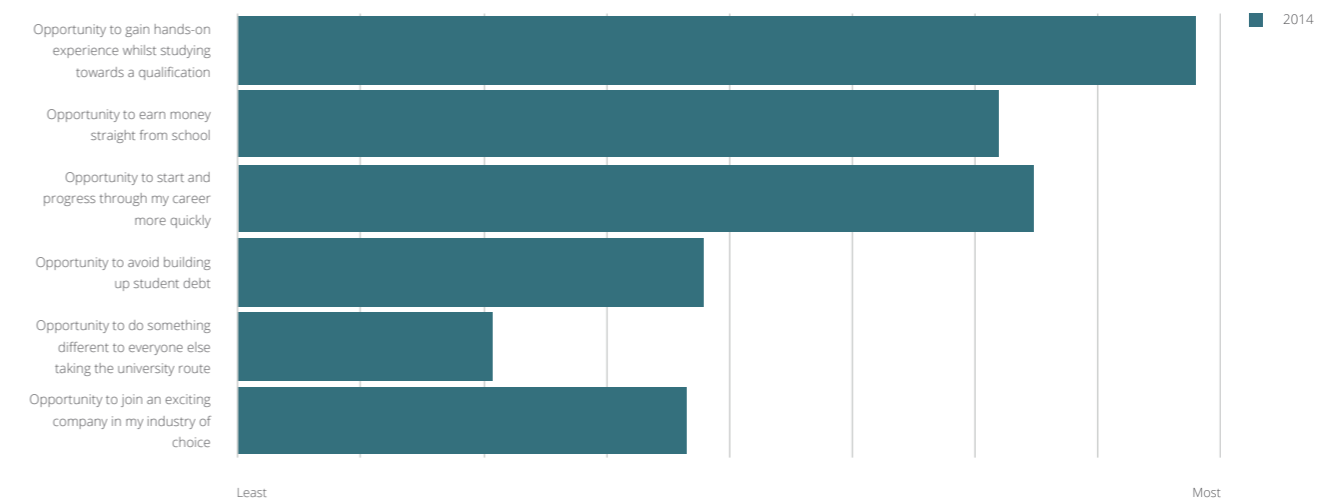


Figure 96. Source: AllAboutSchoolLeavers Students Survey 2014

What is the most appealing thing about doing an apprenticeship or school leaver programme? (Students)

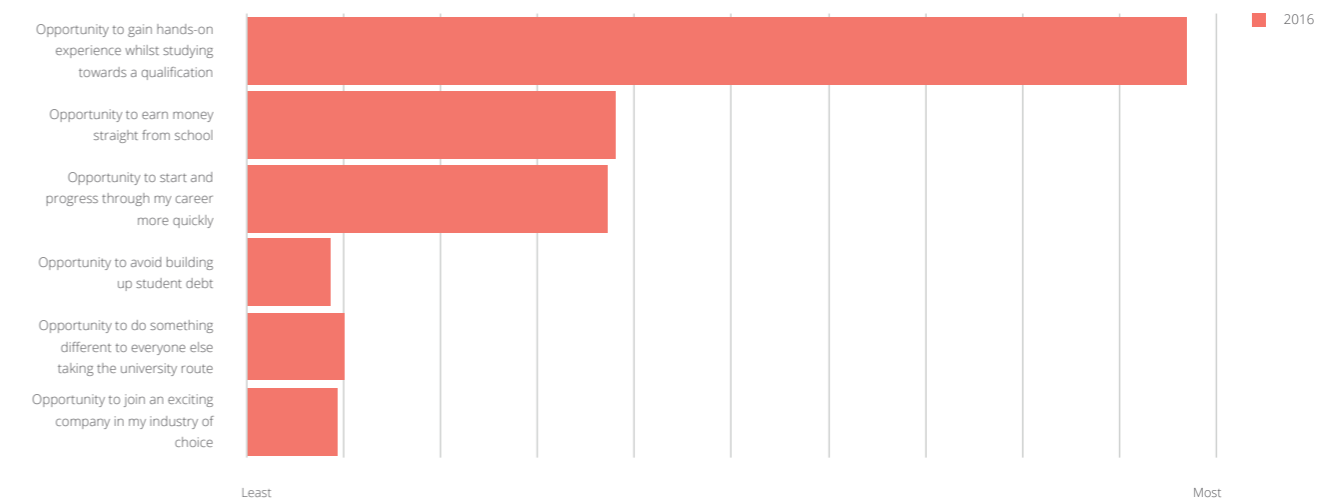


Figure 97. Source: AllAboutSchoolLeavers Students Survey 2016

Student debt is not what turns young people towards the non-university path. Only 4.3% of those surveyed cited "Avoiding building up student debt" as the most appealing thing about doing an apprenticeship or a school leaver programme. What is most important to school leavers, by a long way, is gaining experience early, with 48.51% citing that as the most appealing thing about apprenticeships and school leaver programmes. Career progression is third most important (18.65%), having slid down – albeit very slightly – from second place in 2015, just behind "Earn money" with 19%.

Those wanting to appeal to school leavers should therefore emphasise the opportunities for early career development and progression, as well as being paid for it, rather than focusing on the avoidance of student debt. Information (or lack of) is clearly a factor that needs addressing when attempting to draw young people's interest toward apprenticeships: 56.5% said: "I'm not sure of the difference between them", when presented with the list of apprenticeships available.

Degree Apprenticeships, which have only been in existence since late 2015, already hold 5.7% of the preferences, half that of Higher Apprenticeships which have been around since 2009. Perhaps this is in part because it is easy for young people to see what qualification they will work towards on these new courses. Employers offering apprenticeships need to provide concise supporting information about the programmes when referring to them.

# WHAT IS APPEALING TO STUDENTS WHO AREN'T SET ON DOING AN APPRENTICESHIP OR SCHOOL LEAVER PROGRAMME?

Which of these factors would influence you when choosing to apply to a company for an apprenticeship or school leaver programme? (Students)

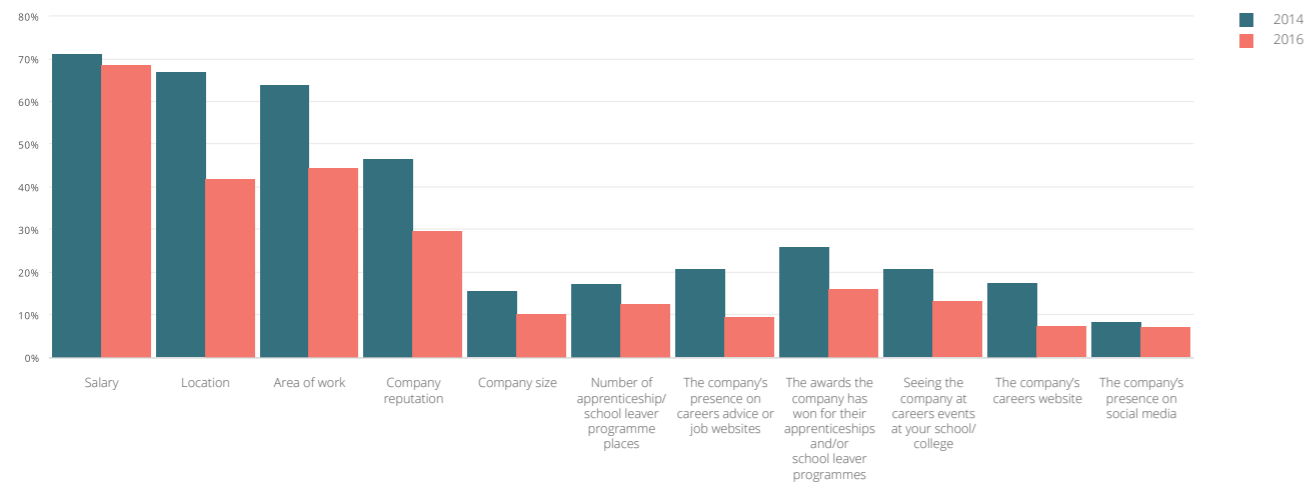
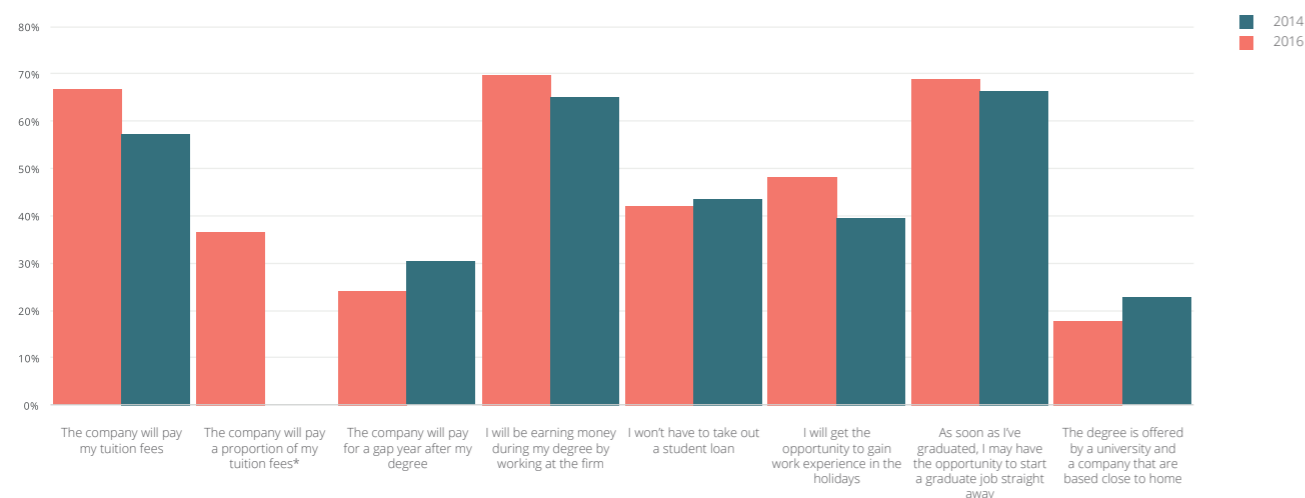


Figure 98. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

What reasons are likely to convince you to apply to a degree that is sponsored by a company? (Students)



\* In 2014, one of the answer options was "The company will pay some, or all, of my tuition fees".

Figure 99. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

For you, what would be the most important factor when choosing a sponsored degree? (Students)

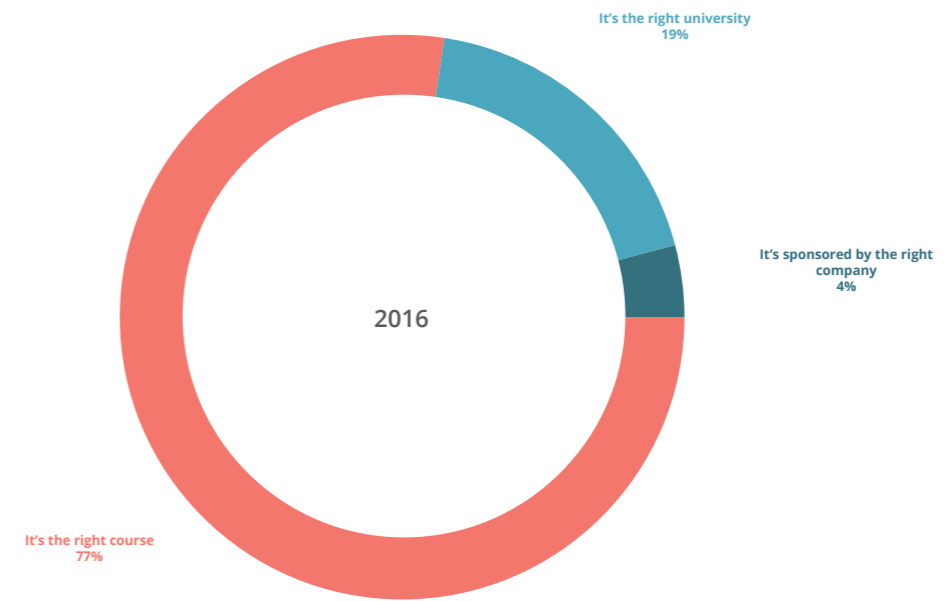


Figure 100. Source: AllAboutSchoolLeavers Students Survey 2016

Students consider a range of factors when deciding whether or not to apply for a training programme. Salary remains the most important of these: this year it was highest on the agenda for 68.48% of respondents, in the previous survey this was 71.2%.

Sector – the “area of work” –also remains important, with 44.5% of respondents citing it as something that would persuade them to consider an apprenticeship or school leaver programme. This has increased in importance, overtaking location as the second most important factor, so recruiters would do well to focus mainly on the exciting work trainees can expect to do and the remuneration they will receive in return.

Social media remains fairly unimportant to young people in terms of what they look for in prospective employers – they place more importance on seeing employers at careers events and on careers advice or job websites.

In terms of sponsored degrees, the chance of landing a graduate job after the programme has been completed is the most appealing factor: 66.5% of those surveyed said it would persuade them to apply. This has increased in importance, moving up from second place last year.

Financial matters are important in persuading young people to apply for sponsored degrees: earning money during a degree is the second most important factor (65.1%) and having tuition fees covered is third (57.3%) – recruiters to these programmes should emphasise what their companies can offer in regards to these concerns.

Interestingly, the course on offer is far more critical than the company offering it, or the university at which it will be studied: 77.4% of respondents said “The right course” was the most important factor when choosing a sponsored degree, compared with 18.5% focussing on the particular university and just 4.1% on the company offering it. Promotional material should focus on the benefits of the specific university degree, and companies should make sure they are offering courses that school leavers actually want to study.

“In terms of sponsored degrees, the chance of landing a graduate job after the programme is the most appealing factor.”

# ARE SCHOOL LEAVERS WILLING TO RELOCATE FOR AN APPRENTICESHIP OR SCHOOL LEAVER PROGRAMME?

Would you be willing to move to another city or town for an apprenticeship or a school leaver programme? (Students)

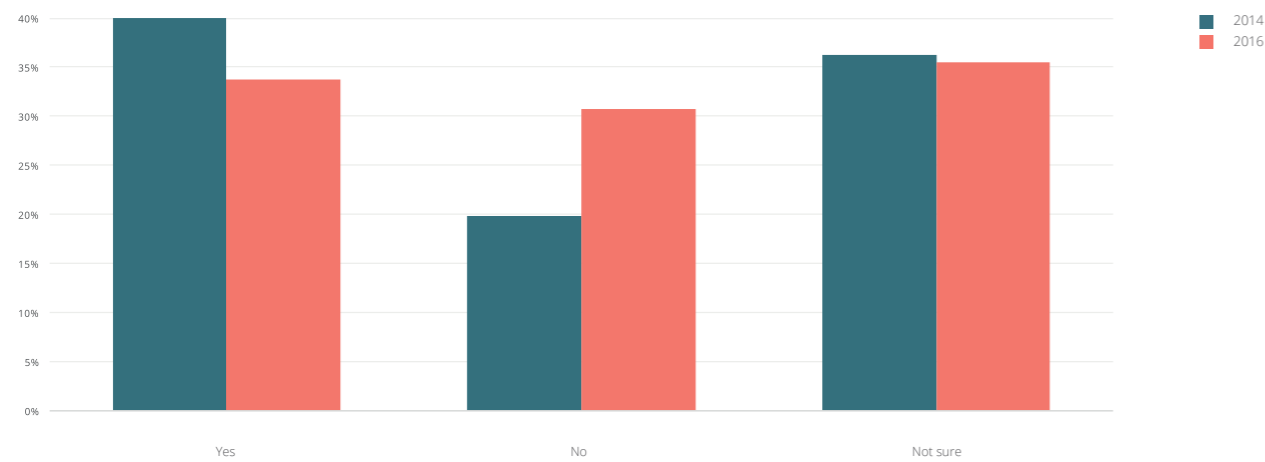


Figure 101. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

How far would you be willing to travel to work from home every day as an apprentice or 'school leaver'? (Students)

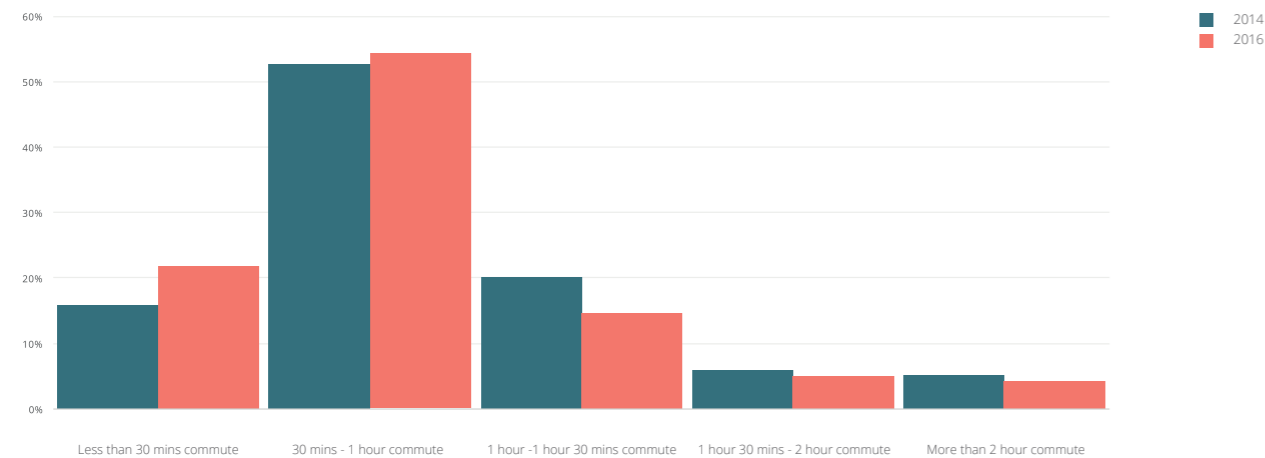


Figure 102. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

The willingness of school leavers to relocate for an apprenticeship or school leaver programme has decreased since last year: 33.8% of respondents said they would be willing, compared with 43.9% last year. Recruiters could combat this apprehension by promoting the advantages of moving to their particular town or city, and by demonstrating what support is on offer for young people who relocate, whether that's financial and practical – help with renting a first flat, for example – or more holistic, such as “buddy” schemes for new recruits, or tours of the town.

When it comes to location: 54.2% are willing to travel up to an hour to an apprenticeship or other school leaver position, and those willing to travel up to half an hour has increased from 16% last year to 21.8% this year.

# WHAT CHANNELS ARE MOST EFFECTIVE IN GRABBING THE ATTENTION OF SCHOOL AND COLLEGE STUDENTS?

If a company wanted to tell you about their apprenticeship, school leaver programme or sponsored degree, which method would be most likely to grab your attention? (Students)

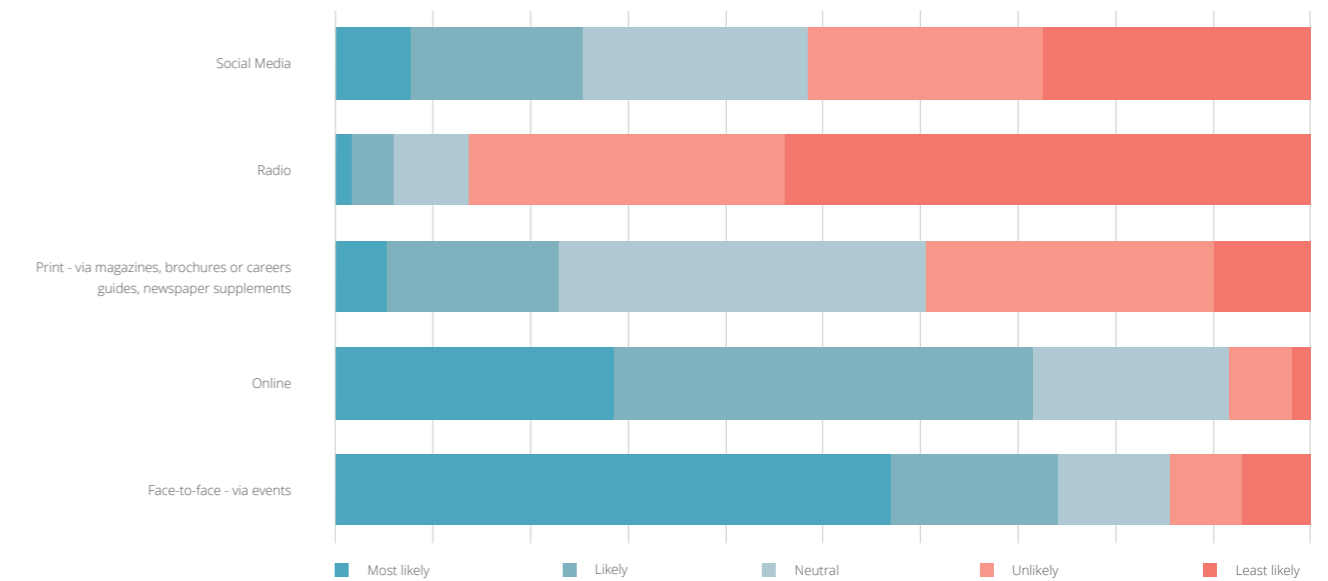


Figure 103. Source: AllAboutSchoolLeavers Students Survey 2014

Do you use social media to find out about employers, jobs and career opportunities? (Students)

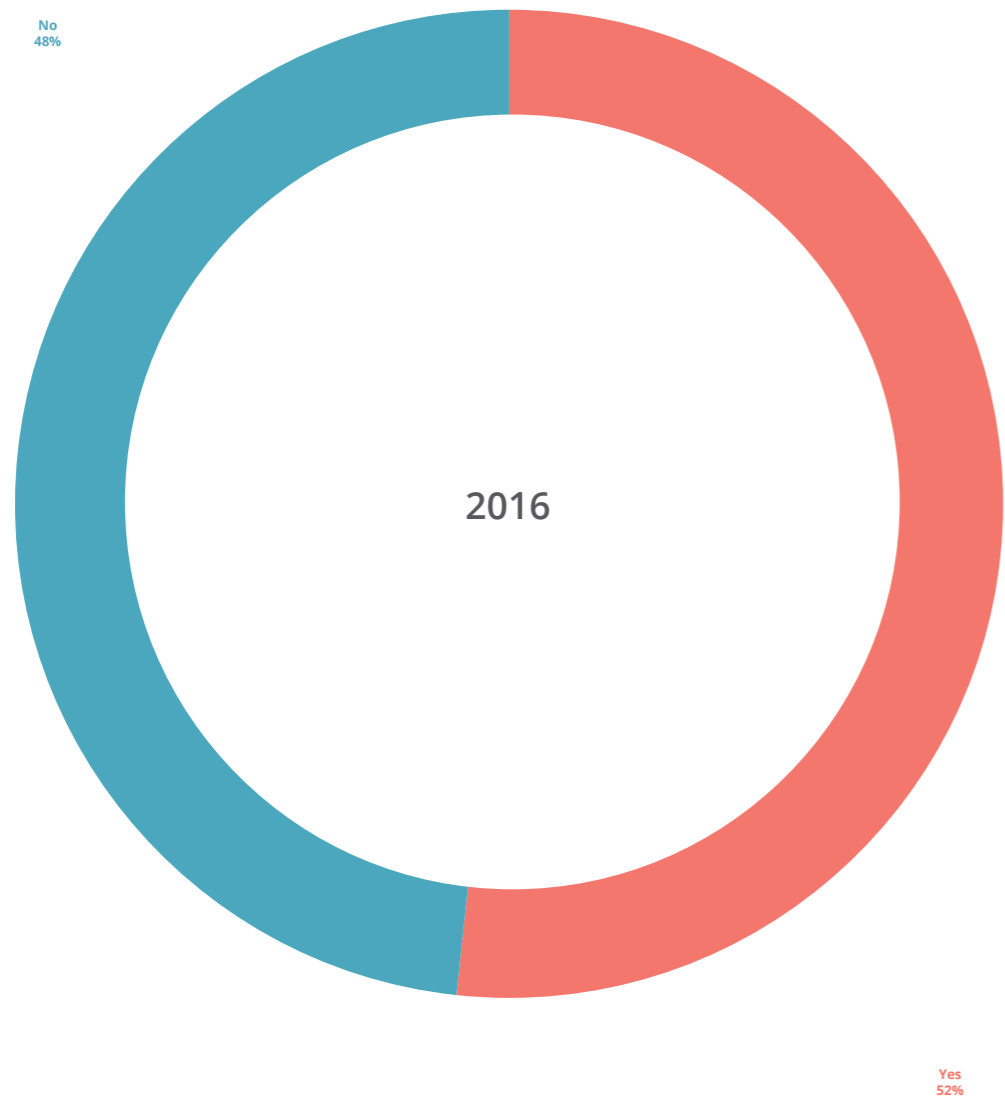
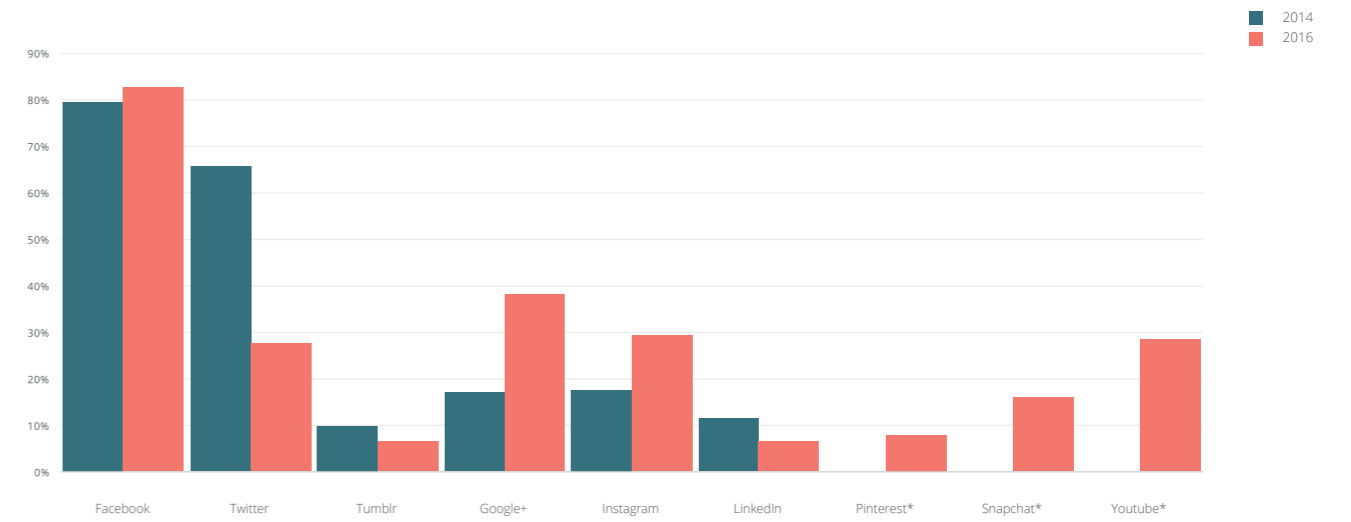


Figure 104. Source: AllAboutSchoolLeavers Students Survey 2016

Which social media platforms do you use to find out about employers, jobs and career opportunities? (Students)



\* Option not given in 2014  
Figure 105. Source: AllAboutSchoolLeavers Students Survey 2014 & 2016

In terms of using social media to find out about employers and job opportunities, school leavers are fairly evenly split: 51.7% say they do use social media, while 48.3% say they do not. Facebook is the most popular platform for those who do use social media to seek out employer and job information – in fact it has increased in popularity to 82.6% since the previous survey, when the figure was 79.4%.

Twitter has fallen in importance in this field since the previous survey, from 65.7% last year to 27.6%, while LinkedIn remains unpopular.

It could be that Facebook is still an every day part of Millennials' lives – hence its grip on the number one spot – and that Google+ has proven simpler for building contacts and sharing information than LinkedIn. Either way, with Twitter falling so far down school leavers' priority lists, and popularity of other platforms fluctuating in a fairly unpredictable way, Facebook seems the safest bet in terms of where to focus social media efforts.

However in the wider picture, social media is not the most crucial method of engagement with school leavers: 57% say meeting employers face-to-face at events has the most impact on them followed by online resources with 28.5%. When up against these two methods, social media was deemed most important by just 7.8% of respondents; more traditional media such as print and radio are considered even less important.

Based on this data, it would be sensible for employers to focus the majority of their marketing budgets on using online resources and attending careers events at schools and colleges. Social media (especially Facebook) should play a role in campaigns, but should not be depended upon, seen as more of a supplementary element rather than the focus.

“ Social media is not the most crucial method of engagement with school leavers.

## Conclusion

This research shows that, even though university remains the most popular option for those leaving school or college, almost half are considering other options too – they are open to new ideas and alternative routes into their careers, and recruiters can tap into that open-minded attitude. In terms of what to emphasise, salary and the job role is more important to young people than the company with which they undertake their training, the location of the opportunity, or even avoiding student debt – recruiters would do well to highlight the aspects that are most important to those they want to attract.

There still seems to be some confusion about school leaver opportunities – especially around the different types of apprenticeship – so recruiters should also be as clear as possible when engaging with students.

While Facebook remains the most effective social media platform through which to engage school leavers, recruiters' efforts would in fact still be best placed in raising the online profile of their school leaver opportunities, and in face-to-face engagement at careers events.

“  
There still  
seems to  
be some  
confusion  
about school  
leaver  
opportunities.  
”



# EMPLOYERS

## Situation report

Employers are trying to understand their target audiences better and to engage with students, parents, teachers and careers advisers. Communication and advertising is key to creating campaigns that cater to the needs of each target audience – this section explores how employers are doing this.



# KEY POINTS

- Salary remains the most important consideration when students are looking for school leaver jobs or apprenticeships; around half of students want to earn more than double the Apprentice National Minimum Wage.
- Work experience opportunities are crucial to school leavers – 47% of students say it is the factor most likely to persuade them to do an apprenticeship or take on a role within a company.
- Students feel they are not trained sufficiently in spoken communication skills at school, skills that companies are looking for.

47%

Work experience opportunities are crucial to school leavers - 47% of students say it is the factor most likely to persuade them to do an apprenticeship.

# HOW IMPORTANT ARE WORK EXPERIENCE OPPORTUNITIES?

Which would be most likely to convince you to undertake an apprenticeship, school leaver programme or sponsored degree? (Students)

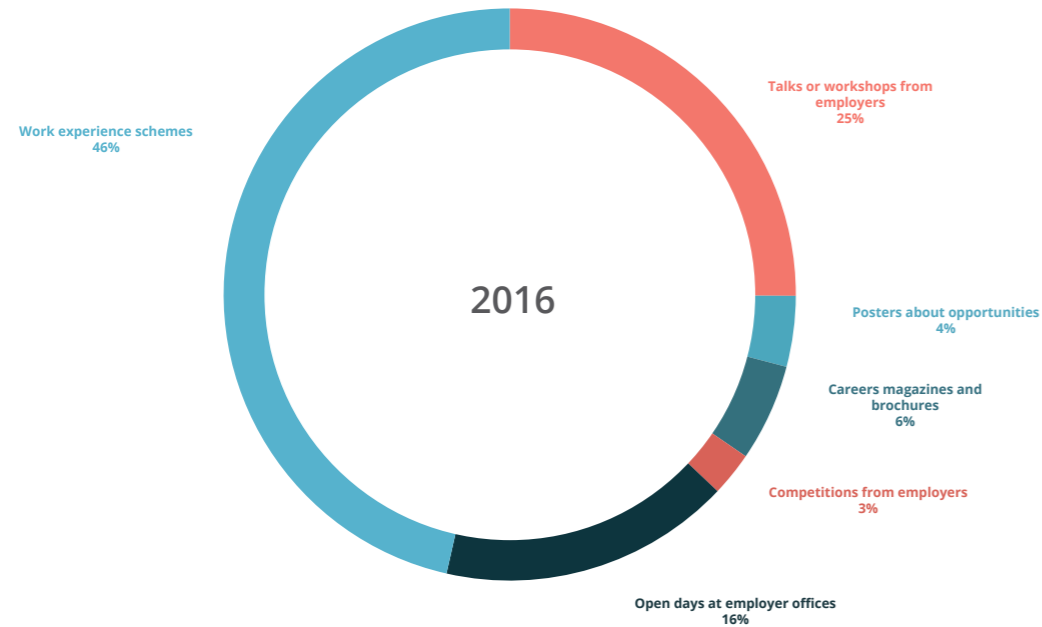


Figure 106. Source: AllAboutSchoolLeavers Students Survey 2016

Do you think work experience should be made compulsory in schools? (Parents)

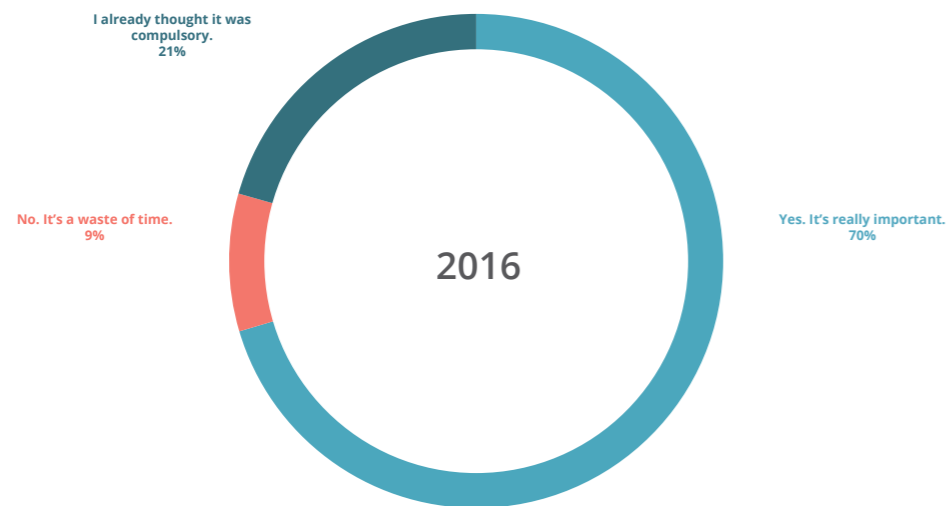


Figure 107. Source: AllAboutSchoolLeavers Parents Survey 2016

Do you offer work experience for school students in years 10, 11, 12 and 13? (Employers)

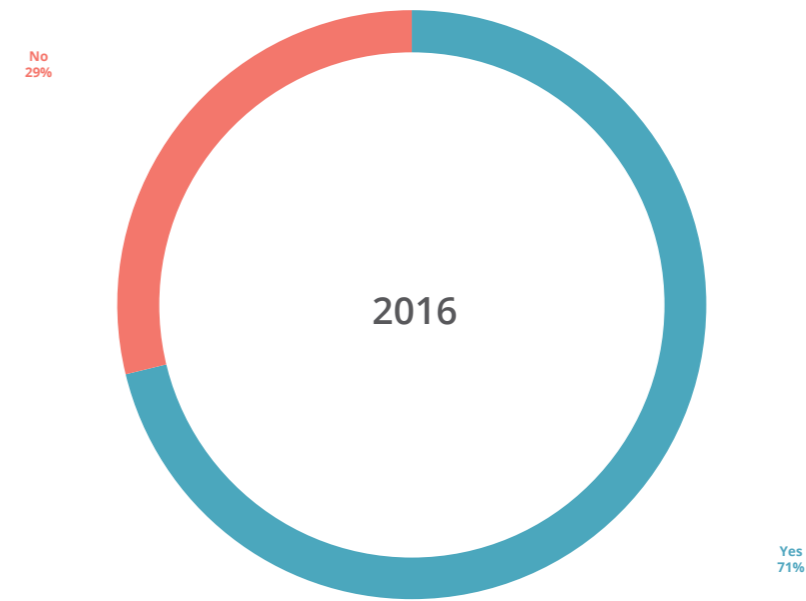


Figure 108. Source: AllAboutSchoolLeavers Employers Survey 2016

Have you offered work experience to school students in the last three years? (Employers)

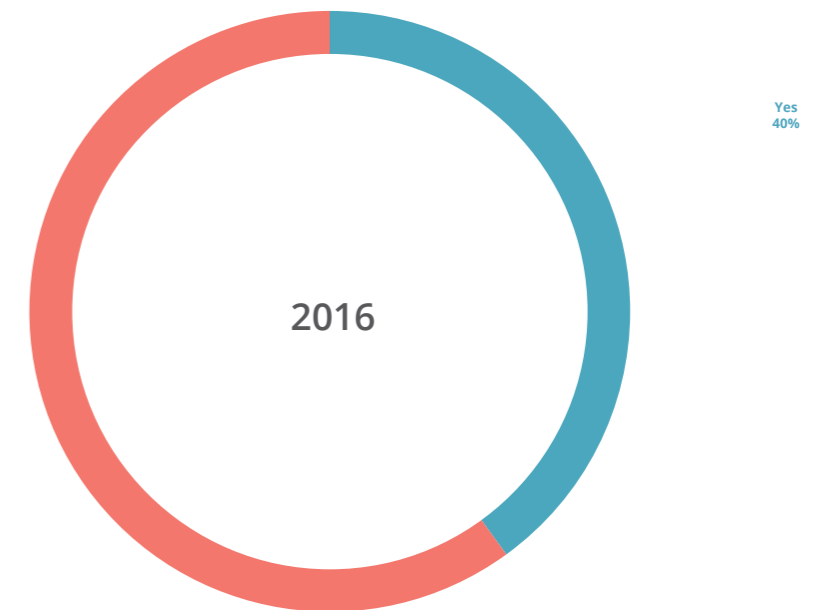


Figure 109. Source: AllAboutSchoolLeavers Employers Survey 2016

What are/were the benefits of your company offering work experience? (Employers)

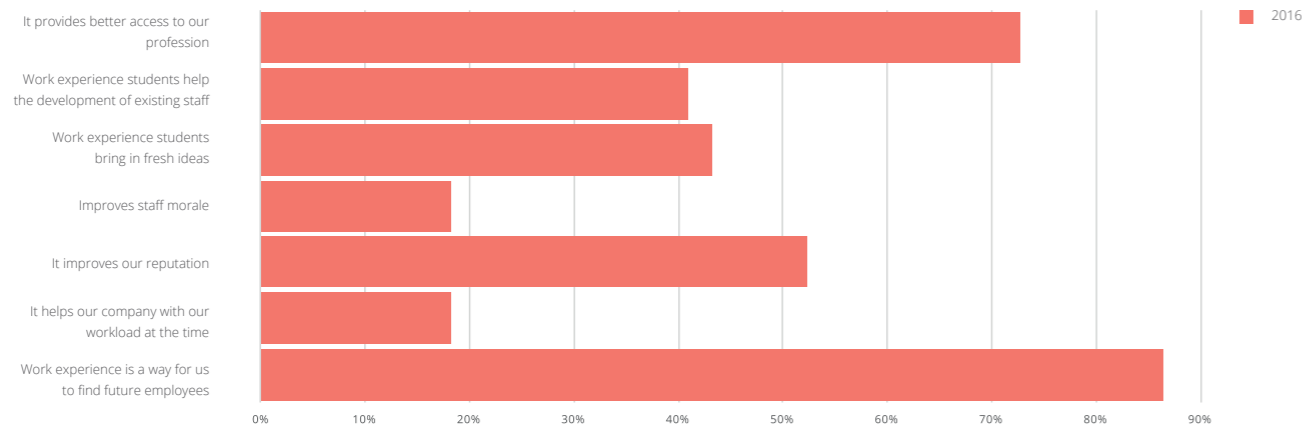


Figure 110. Source: AllAboutSchoolLeavers Employers Survey 2016

Work experience schemes are the most important factor in convincing school leavers to undertake an apprenticeship, school leaver programme or sponsored degree – 46.5% say it is most likely to change their mind. A further 41.6% say that open days, talks and workshops from employers are of interest and could help convince them of the opportunities available.

91% of parents think work experience should be made compulsory, or think it is already compulsory in schools, demonstrating how important parents think work experience is for career development. Just 9% think work experience is a waste of time.

In terms of employers, despite the fact that 60% of respondents had not offered work experience to students in the last three years, 71.2% say they currently offer work experience for students in years 10 to 13. 86.4% of employers say work experience is a useful way to find future employees, and 72.7% think work experience provides better access to the profession in question. Over half of employers think that taking work experience students was good for the company's reputation.

41.6% say that open days, talks and workshops from employers are of interest and could help convince them of the opportunities available.

Do you think work experience is or is not currently compulsory for secondary school students in the UK? (GB adults)

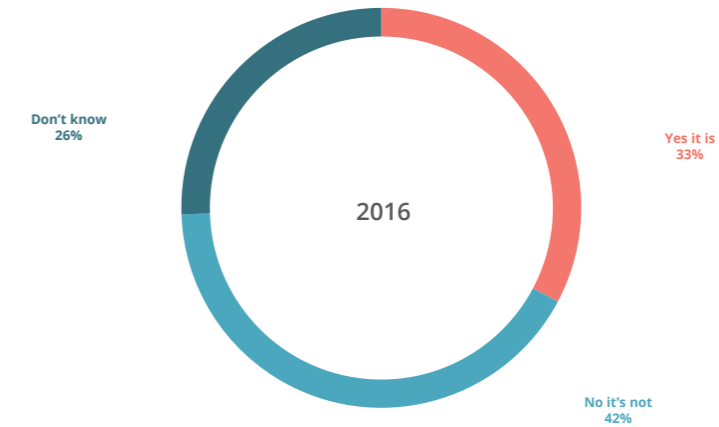


Figure 111. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

Do you think work experience should or should not be compulsory for secondary school students in the UK? (GB adults)

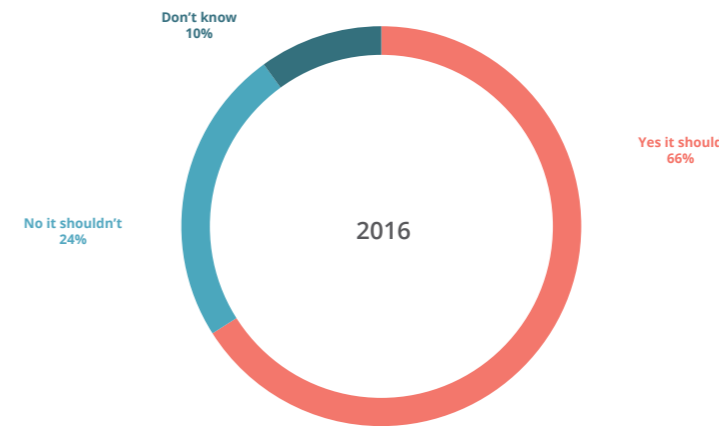


Figure 112. Source: School Leavers survey, 3-6 June 2016, conducted by YouGov on behalf of AllAboutGroup

When looking at the GB population as a whole, the YouGov data (above) shows a third (33%) of adults think work experience is currently compulsory in secondary schools, compared to two thirds (66%) that think that it should be compulsory.

This positive attitude towards work experience is broadly in line with parents and students in the AllAboutSchoolLeavers survey.

# HOW MUCH DO SCHOOL LEAVERS EXPECT TO BE PAID?

What is the minimum you would you be happy to be paid as an apprentice or school leaver? (Students)

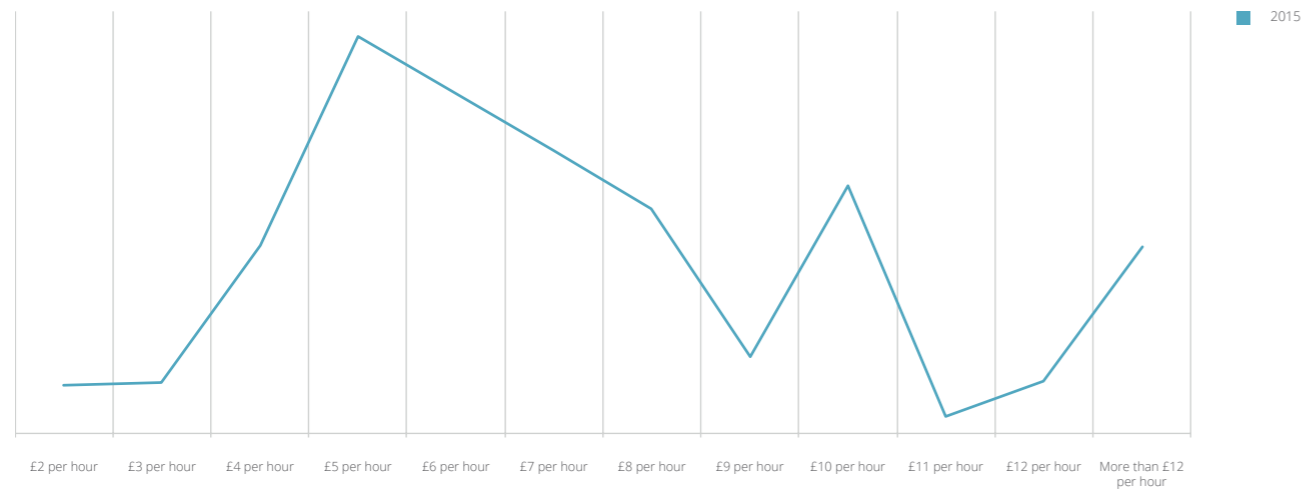


Figure 113. Source: AllAboutSchoolLeavers Students Survey 2015

What is the minimum you would be happy your child to be paid per annum as an apprentice or school leaver? (Parents)

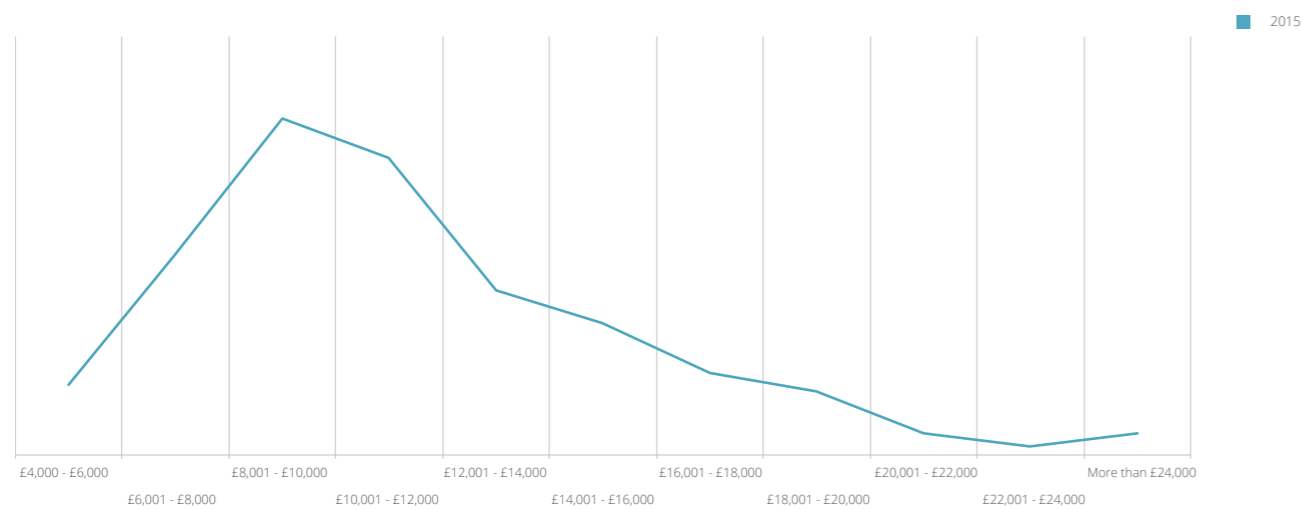


Figure 114. Source: AllAboutSchoolLeavers Parents Survey 2015

Salary is the key factor when students are considering opportunities. Even though the Apprentice National Minimum Wage went up this year to £3.30, only 2.4% of students said that they would happily accept this wage.

Around half of all students said that they would only accept wages of £7 per hour or more. However, the most common response was that as an apprentice, students would expect to be paid at least £5 per hour, which was selected by 18.8% of students.

Nearly a quarter of parents (24.1%) expect their child to be paid between £8,001 and £10,000 per year as a school leaver. A further 21.3% expect their child to earn between £10,001 and £12,000. A key finding is that over 80% of parents expect their child to be earning more than £8,000, which is far above the Apprentice National Minimum Wage.

# ARE SCHOOL LEAVERS PREPARED FOR THE WORLD OF WORK?

Preparedness of education leavers recruited in the past 2-3 years, by type of leaver, 2013

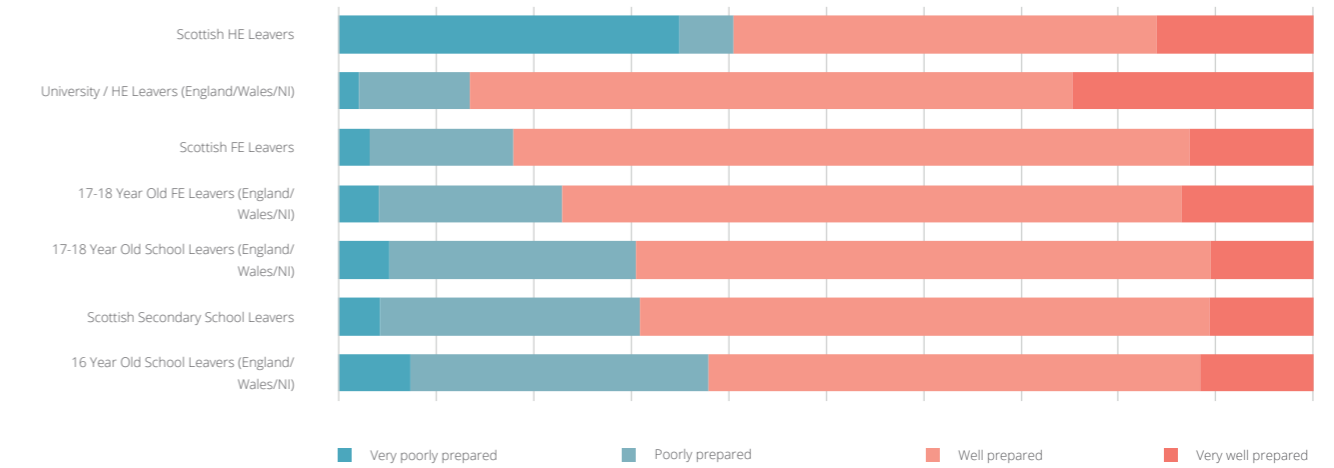


Figure 115. Source UK Commission's Employer Skills Survey 2013: UK Results, Evidence Report 81 January 2014, UKCES (UK Commission for Employment and Skills)

If you were to start work tomorrow, to what extent do you feel that classroom lessons at school/college have prepared you for work? (Students)

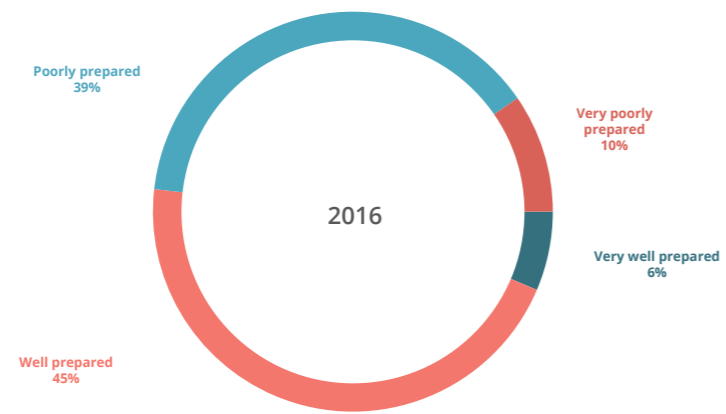


Figure 116. Source: AllAboutSchoolLeavers Students Survey 2016

What skills have you learnt in the classroom? (Students)

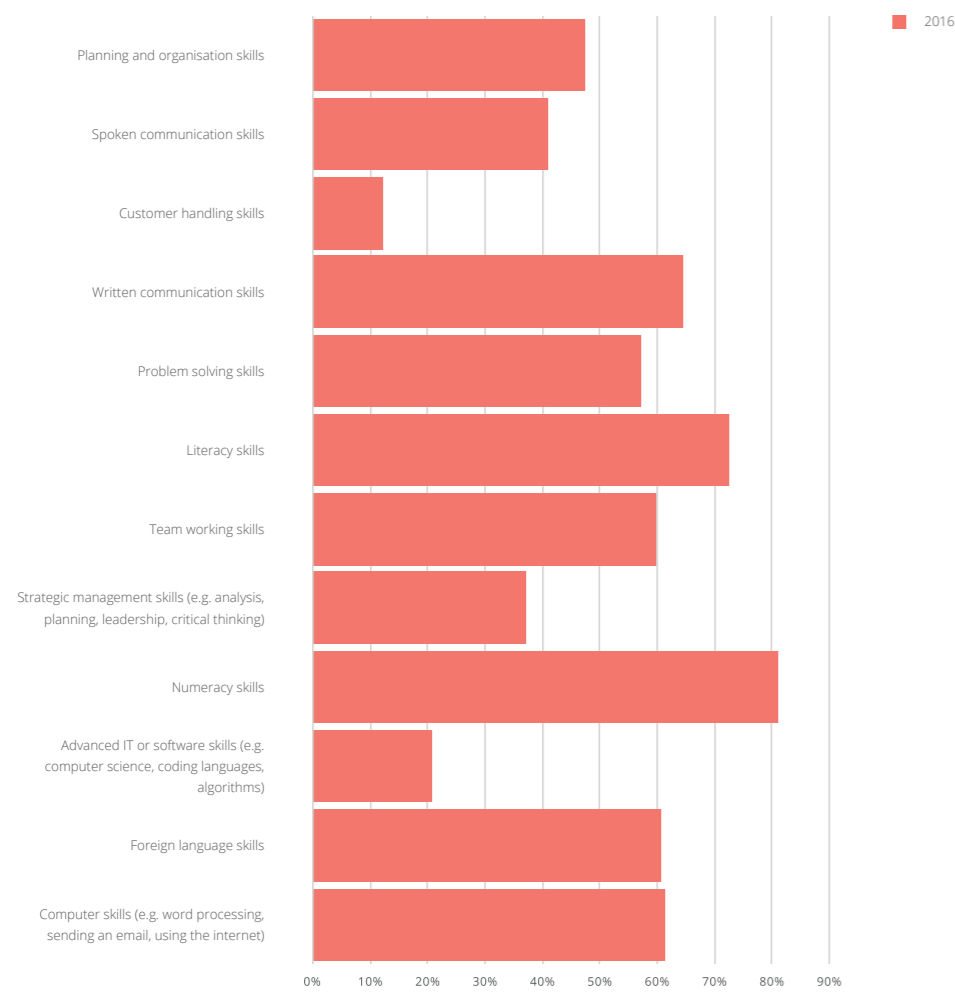


Figure 117. Source: AllAboutSchoolLeavers Students Survey 2016

What skills do you look for in a school leaver or apprentice and will not be looking to teach on commencement of a scheme? (Employers)

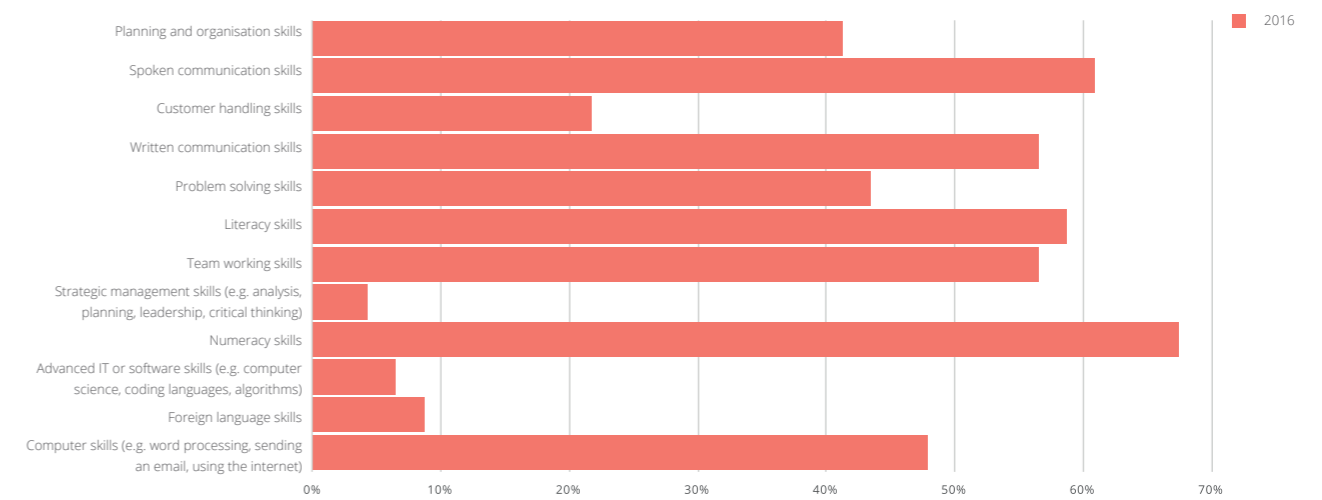


Figure 118. Source: AllAboutSchoolLeavers Employers Survey 2016

What skills are your organisation willing to teach to school leavers or apprentices? (Employers)

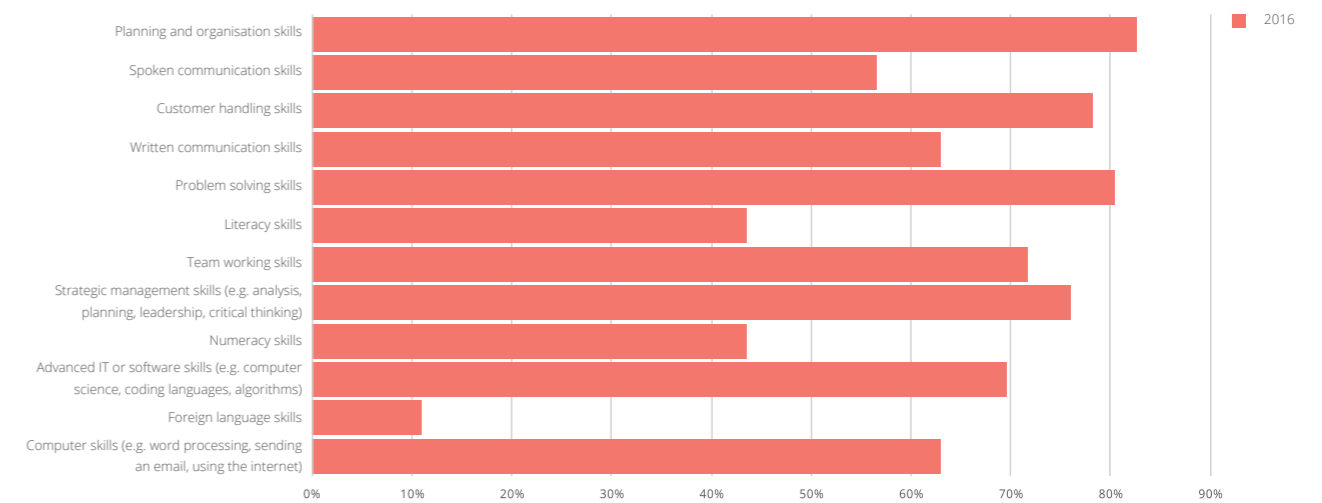
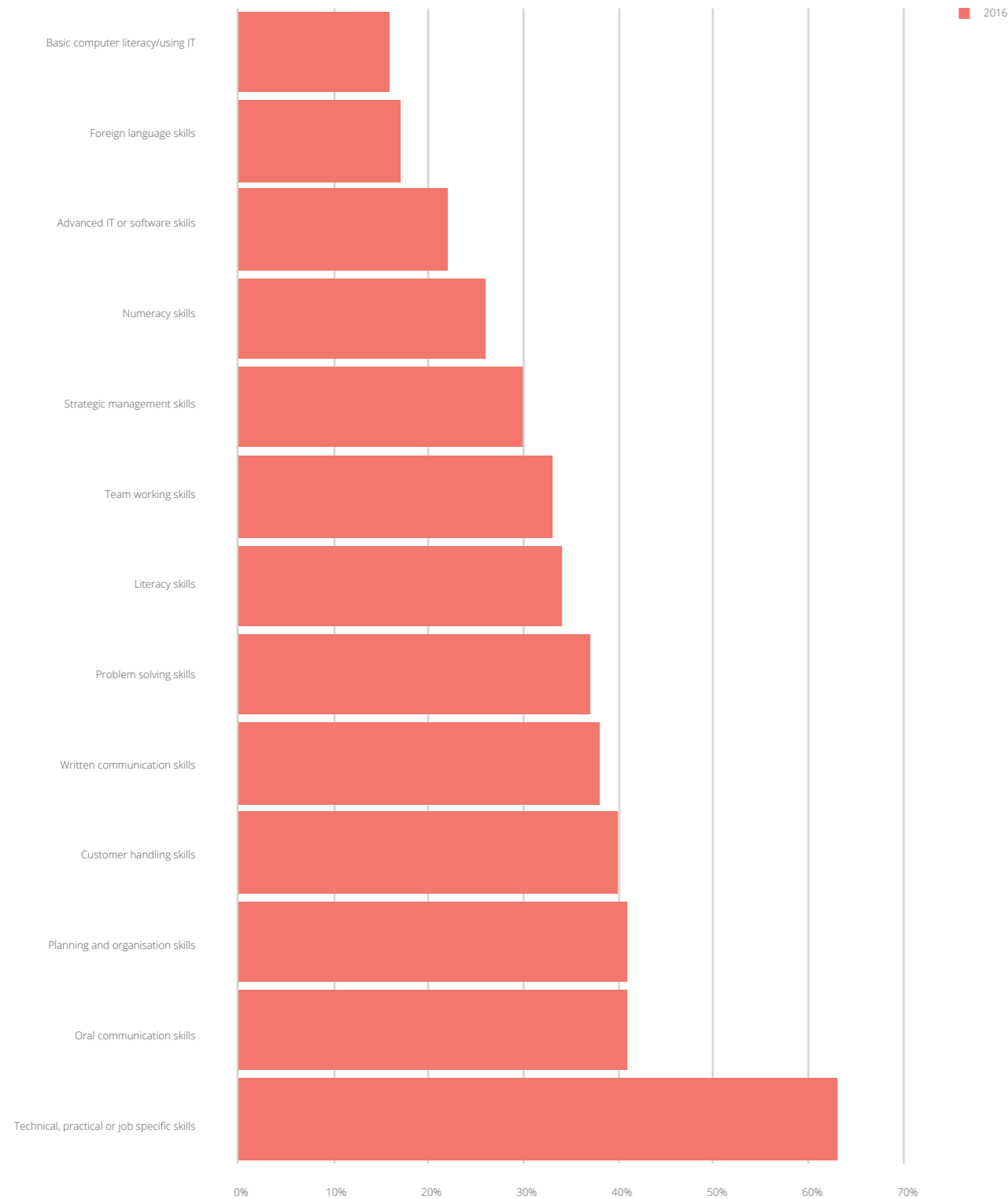


Figure 119. Source: AllAboutSchoolLeavers Employers Survey 2016

## Skills lacking among applicants - prompted



Employers that have taken on staff, but no young people, were asked why: in 46% of cases, employers say young applicants did not meet the requirements. Where this was the case, 63% of applicants lacked the necessary skills and 61% lacked relevant work experience. Almost a quarter of employers say that they lacked both.

Students are split almost identically on whether they think they are properly prepared for the world of work: 51.8% say they have been well prepared or very well prepared, whereas 48.2% feel they have been poorly prepared or very poorly prepared. More students feel they have been very poorly prepared (9.6%) than very well prepared (6.4%).

Numeracy and literacy skills were both rated highly, with 81.1% and 72.6% of students saying these were taught, as well as written communication, computer skills and language skills. However, less well regarded were strategic management skills – which only 37% of students feel they have been taught at school – advanced IT or software skills (20.1%) and lowest of all, customer handling skills, which only 12.3% feel they have been taught at school.

This is, however, broadly in line with what employers are looking for: numeracy, literacy and communication skills are highest on employers' priorities. Strategic management and advanced software skills are sought after by less than 6.5% of employers.

Most disparity is seen when looking at spoken communication skills: only 41% of students feel they have attained a sufficient level, but the skills are required by 61% of employers. 78% of employers say they are willing to teach customer handling skills, which should be a relief to students who feel they have not been taught this in the classroom.

Figure 120. Source UK Commission's Employer Skills Survey 2013: UK Results, Evidence Report 81 January 2014, UKCES (UK Commission for Employment and Skills)

# EMPLOYER BRAND AWARENESS: AIDED (STUDENTS)

Which of these employers have you heard of before?

	2016	2015	2014		2016	2015	2014
ACCENTURE	3.6%	5.5%	9.4%	CROFTON	2.5%	2.1%	2.9%
AECOM	3.4%	3.2%	5.0%	DEBENHAMS	71.3%	75.1%	79.4%
AGUSTAWESTLAND	1.5%	1.6%	-	DELOITTE	6.3%	6.9%	16.1%
AIRBUS	24.4%	33.0%	34.0%	DHL	19.9%	21.4%	34.1%
ALDI	62.0%	75.6%	71.3%	E.ON	21.7%	23.4%	43.4%
ALLIANZ	23.6%	29.9%	-	EDF ENERGY	50.3%	41.3%	48.5%
ALSTOM	1.9%	1.9%	3.1%	EE	55.8%	53.0%	42.6%
AMEY	3.5%	3.1%	3.1%	ENTERPRISE RENT-A-CAR	36.7%	50.6%	-
ANGLIAN WATER	14.7%	25.4%	27.5%	ENVIRONMENT AGENCY	14.7%	22.8%	-
AON	10.8%	12.3%	21.4%	EXPERIAN	17.8%	16.0%	23.1%
ARCADIA GROUP	9.5%	14.3%	21.1%	EXXON MOBIL	6.3%	6.7%	17.0%
ARGOS	75.8%	86.5%	82.2%	EY	2.3%	2.3%	37.8%
ARMSTRONG WATSON	2.3%	5.6%	3.2%	FIELDFISHER	1.3%	1.2%	-
ARMY	50.7%	66.6%	51.3%	FINMECCANICA	1.0%	0.5%	0.1%
ARQIVA	1.5%	1.0%	0.7%	FOOT ANSTEY	1.5%	2.0%	-
ASDA	76.0%	79.3%	79.7%	FORD	64.6%	77.0%	-
ATKINS	7.8%	11.7%	13.9%	FOREIGN & COMMONWEALTH	1.4%	1.0%	1.5%
AVIVA	38.7%	43.1%	56.4%	OFFICE			
B&Q	76.7%	85.1%	75.6%	FREETH CARTWRIGHT	1.1%	2.1%	1.1%
BAA	5.2%	8.1%	15.4%	FUJITSU	26.9%	34.4%	47.8%
BABCOCK	6.1%	6.0%	6.5%	GCHQ	7.7%	7.8%	15.7%
BAKKAVOR	1.2%	0.5%	0.4%	GIST	1.8%	2.1%	-
BALFOUR BEATTY	10.4%	10.6%	15.0%	GORDONS LLP	3.3%	4.9%	6.8%
BAM NUTTALL	1.8%	2.3%	0.8%	GRANT THORNTON	3.8%	6.7%	7.0%
BANK OF ENGLAND	58.5%	74.3%	79.4%	GSK	16.1%	19.2%	n/a
BARCLAYS	78.9%	84.7%	88.7%	HALFORDS	68.3%	-	-
BARRATT DEVELOPMENTS	6.1%	18.2%	12.1%	HARRODS	61.0%	67.9%	71.2%
BBC	72.1%	71.2%	76.0%	HAYMARKET	7.2%	10.5%	-
BDO	2.1%	2.7%	4.4%	HAYS TRAVEL	6.7%	5.9%	6.2%
BE WISER INSURANCE	3.2%	5.2%	3.1%	HENDERSON GLOBAL INVESTORS	1.6%	3.3%	3.1%
BENTLEY MOTORS	45.6%	58.8%	63.6%	HILL DICKINSON	1.6%	2.6%	-
BHS	65.5%	60.2%	-	HILTON HOTELS	39.9%	48.7%	-
BMW	54.5%	59.7%	68.9%	HMRC	12.2%	-	-
BOC GROUP	2.7%	3.7%	3.6%	HOARE LEA	0.9%	0.7%	0.3%
BOOTS	74.2%	81.2%	81.4%	HOUSE OF FRASER	57.3%	68.7%	73.3%
BP	42.1%	36.4%	64.8%	HSBC	60.6%	76.4%	-
BRITISH AIRWAYS	77.0%	82.0%	88.4%	IBM	25.4%	28.9%	40.5%
BRITISH GAS	74.9%	85.1%	86.1%	ICELAND	67.4%	78.1%	81.4%
BRITISH SUGAR	5.7%	9.1%	7.8%	IRWIN MITCHELL	13.8%	18.2%	9.4%
BROWNE JACOBSON	1.5%	2.0%	1.7%	ITV	63.2%	75.8%	73.4%
BT	65.3%	62.7%	74.5%	J. P. MORGAN	9.8%	14.1%	28.2%
BURGER KING	74.9%	83.8%	82.7%	JAGUAR LAND ROVER	46.1%	53.2%	64.1%
CAPGEMINI	2.1%	2.0%	4.0%	JD WETHERSPOON	56.2%	62.7%	63.1%
CARILLION	3.2%	3.4%	4.6%	JOHN LEWIS PARTNERSHIP	54.7%	73.5%	-
CGI	6.3%	9.8%	11.8%	JOHN M HAYES	3.7%	4.7%	-
CHANNEL 4	72.4%	81.3%	85.4%	KENNEDYS	8.3%	9.8%	6.8%
CHANTREY VELLACOTT DFK	1.1%	1.2%	0.4%	KFC	74.7%	76.1%	-
CIVIL SERVICE	23.9%	31.4%	44.6%	KIA	38.4%	50.2%	57.1%
CLOSE BROTHERS	1.8%	1.6%	1.7%	KIER	5.2%	5.3%	6.0%
COSTA COFFEE	75.7%	-	-	KPMG	5.3%	5.8%	15.0%

	2016	2015	2014		2016	2015	2014
KRAFT FOODS	16.8%	23.4%	37.1%	ROYAL NAVY	67.4%	77.2%	79.2%
KWIK FIT	42.8%	52.2%	64.4%	RSA GROUP	6.1%	5.8%	7.8%
LAING O'ROURKE	1.8%	2.3%	3.1%	RUSH HAIRDRESSERS	7.2%	-	-
LIDL	66.0%	70.3%	-	SAINSBURY'S	71.9%	84.7%	85.9%
LLOYDS BANK	58.8%	76.8%	79.7%	SANTANDER	58.4%	70.9%	75.0%
LUFTHANSA TECHNIK	7.4%	12.1%	13.8%	SERCO	5.2%	8.6%	13.9%
M&G INVESTMENTS	5.3%	6.8%	-	SHOOSMITHS	1.6%	-	-
M&S	67.0%	75.2%	83.3%	SIEMENS	16.7%	26.9%	45.9%
MAERSK	3.7%	3.4%	-	SKANSKA	3.3%	5.8%	7.3%
MAN TRUCK & BUS	2.3%	3.0%	1.7%	SKY	14.6%	26.9%	30.5%
MARS	37.8%	42.5%	52.2%	SMITH & WILLIAMSON	2.3%	5.5%	3.7%
MARSHALL AEROSPACE AND	3.2%	8.1%	5.6%	SSE	12.1%	15.8%	5.3%
DEFENCE GROUP				STARBUCKS	71.0%	83.6%	84.1%
MAYER BROWN	1.3%	1.2%	-	SUPERDRUG	66.4%	81.1%	79.4%
MAZARS	2.1%	1.7%	2.4%	TATA STEEL	12.7%	5.1%	9.8%
MBDA	1.4%	2.4%	1.5%	TAYLOR WIMPEY	9.1%	10.9%	12.1%
MCCAIN	35.3%	44.4%	44.5%	TESCO	71.6%	81.8%	85.8%
MCDONALDS	73.8%	84.8%	87.9%	THALES	2.4%	3.5%	-
MENZIES	7.3%	11.0%	-	THAMES WATER	19.9%	34.5%	45.6%
MERCEDES-BENZ	65.6%	77.7%	81.9%	THE CO-OPERATIVE	66.6%	-	-
MERCER	4.1%	5.0%	5.0%	THOMAS COOK	60.9%	77.0%	79.7%
MERCHANT NAVY	16.8%	23.8%	18.2%	TLT SOLICITORS	5.7%	8.3%	-
METROPOLITAN POLICE	42.7%	61.1%	-	TNT	18.9%	19.3%	-
M15 - THE SECURITY SERVICE	37.7%	47.6%	-	TOPPS TILES	27.2%	40.3%	44.2%
MICROSOFT	64.8%	76.5%	-	TOYOTA	52.5%	71.8%	77.4%
MINISTRY OF DEFENCE	38.5%	49.9%	55.0%	TRANSPORT FOR LONDON	20.6%	32.8%	-
MIRTAS	0.9%	-	-	TRAVELODGE	53.9%	69.1%	69.5%
MITCHELLS & BUTLERS	2.8%	4.5%	5.2%	TRAVIS PERKINS	21.5%	27.0%	27.8%
MITIE	1.8%	1.1%	1.2%	TUBELINES	11.6%	10.1%	9.3%
MONDELEZ INTERNATIONAL	2.3%	2.0%	0.5%	TUI UK & IRELAND	3.2%	2.1%	3.9%
MORGAN SINDALL	2.3%	2.7%	-	UNILEVER	17.0%	17.8%	28.4%
MORRISONS	64.2%	71.6%	79.5%	VAUXHALL	53.9%	69.0%	75.4%
NATIONAL AUDIT OFFICE	6.3%	11.0%	15.8%	VINCI CONSTRUCTION	1.6%	2.7%	1.2%
NATIONAL GRID	45.3%	60.7%	59.8%	VIRGIN MEDIA	60.9%	77.9%	79.5%
NATIONWIDE	59.1%	80.6%	78.1%	VISA	60.3%	75.5%	41.8%
NATS	6.6%	4.8%	6.5%	VODAFONE	67.2%	81.4%	82.9%
NESTLÉ	54.4%	75.6%	-	VOLVO	55.7%	69.7%	73.8%
NETWORK RAIL	44.9%	61.8%	-	WATES	2.5%	3.9%	2.5%
NEXT	61.8%	80.7%	83.5%	WHITBREAD	6.9%	11.3%	12.4%
NG BAILEY	1.8%	1.7%	1.5%	WILKINS KENNEDY	1.9%	3.9%	2.9%
NHS	67.3%	75.2%	-	WILLIS	6.9%	5.8%	6.9%
NISSAN	48.1%	71.4%	75.8%	WILLMOTT DIXON	2.7%	4.0%	3.2%
NOMURA	1.1%	2.4%	-	YORKSHIRE WATER	9.7%	17.0%	12.9%
PDSA	14.3%	-	-				
PERSIMMON HOMES	3.0%	4.1%	4.2%				
PEUGEOT CITROËN	41.4%	69.1%	n/a				
PINSENT MASONS	1.4%	2.3%	2.5%				
PRET A MANGER	31.6%	37.7%	8.9%				
PROCTER & GAMBLE	10.2%	30.8%	56.7%				
PWC	3.6%	4.1%	10.8%				
RBS	18.8%	25.3%	38.9%				
RDS - KCA DEUTAG	0.9%	1.1%	-				
RED BULL RACING	44.4%	-	-				
REED SMITH	2.6%	5.0%	-				
RENAULT TRUCKS	27.0%	48.3%	44.0%				
RNLI	17.8%	24.9%	26.6%				
ROLLS ROYCE	55.6%	68.1%	74.9%				
ROYAL AIR FORCE	69.5%	81.1%	53.0%				
ROYAL MAIL GROUP	54.2%	72.3%	76.4%				



# EMPLOYER BRAND AWARENESS: AIDED (PARENTS)

Which of these employers have you heard of before?

	2016	2015		2016	2015
ACCENTURE	7.3%	9.2%	CROFTON	1.3%	2.0%
AECOM	1.0%	1.8%	DEBENHAMS	70.8%	67.2%
AGUSTAWESTLAND	4.7%	6.3%	DELOITTE	31.3%	35.1%
AIRBUS	39.3%	43.4%	DHL	44.6%	42.0%
ALDI	77.2%	72.8%	E.ON	53.9%	46.5%
ALLIANZ	36.7%	42.2%	EDF ENERGY	62.1%	52.4%
ALSTOM	5.2%	9.0%	EE	57.5%	48.3%
AMEY	11.9%	10.8%	ENTERPRISE RENT-A-CAR	45.2%	50.1%
ANGLIAN WATER	45.3%	46.7%	ENVIRONMENT AGENCY	46.5%	45.2%
AON	15.1%	18.4%	EXPERIAN	45.5%	43.8%
ARCADIA GROUP	42.2%	47.2%	EXXON MOBIL	22.8%	23.4%
ARGOS	77.0%	77.5%	EY	4.1%	1.6%
ARMSTRONG WATSON	1.8%	2.5%	FIELDFISHER	1.0%	0.7%
ARMY	65.8%	70.8%	FINMECCANICA	1.2%	1.8%
ARQIVA	2.4%	3.4%	FOOT ANSTEY	3.4%	4.3%
ASDA	76.4%	78.2%	FORD	65.0%	60.7%
ATKINS	5.3%	7.0%	FOREIGN & COMMONWEALTH	2.8%	4.5%
AVIVA	59.7%	60.4%	OFFICE		
B&Q	78.4%	76.9%	FREETH CARTWRIGHT	1.5%	2.9%
BAA	31.3%	33.9%	FUJITSU	43.9%	45.4%
BABCOCK	20.0%	17.8%	GCHQ	26.2%	27.9%
BAKKAHOR	1.3%	1.6%	GIST	4.7%	5.6%
BALFOUR BEATTY	61.2%	58.9%	GORDONS LLP	3.7%	6.1%
BAM NUTTALL	5.0%	6.0%	GRANT THORNTON	14.4%	19.3%
BANK OF ENGLAND	67.9%	67.0%	GSK	56.7%	56.0%
BARCLAYS	75.7%	74.2%	HALFORDS	68.6%	-
BARRATT DEVELOPMENTS	44.3%	52.4%	HARRODS	66.2%	66.3%
BBC	65.5%	67.2%	HAYMARKET	13.9%	15.3%
BDO	4.7%	5.8%	HAYS TRAVEL	29.3%	27.9%
BE WISER INSURANCE	3.4%	4.3%	HENDERSON GLOBAL INVESTORS	5.8%	4.9%
BENTLEY MOTORS	37.0%	42.7%	HILL DICKINSON	1.8%	4.0%
BHS	70.5%	67.9%	HILTON HOTELS	56.7%	54.2%
BMW	60.6%	64.0%	HMRC	52.9%	-
BOC GROUP	33.2%	39.3%	HOARE LEA	1.0%	2.0%
BOOTS	75.6%	71.7%	HOUSE OF FRASER	63.9%	62.9%
BP	67.0%	63.8%	HSBC	67.6%	66.1%
BRITISH AIRWAYS	76.0%	70.6%	IBM	51.0%	57.1%
BRITISH GAS	76.3%	70.8%	ICELAND	64.9%	65.2%
BRITISH SUGAR	24.1%	26.3%	IRWIN MITCHELL	17.8%	18.7%
BROWNE JACOBSON	1.8%	2.9%	ITV	64.7%	63.1%
BT	71.6%	67.6%	J. P. MORGAN	32.7%	33.9%
BURGER KING	71.3%	66.7%	JAGUAR LAND ROVER	60.3%	59.1%
CAPGEMINI	8.1%	8.8%	JD WETHERSPOON	63.7%	62.9%
CARILLION	25.0%	20.4%	JOHN LEWIS PARTNERSHIP	64.7%	65.4%
CGI	9.8%	10.8%	JOHN M HAYES	3.4%	3.1%
CHANNEL 4	65.2%	63.4%	KENNEDYS	5.3%	5.8%
CHANTREY VELLACOTT DFK	0.9%	2.5%	KFC	66.4%	64.7%
CIVIL SERVICE	52.0%	53.0%	KIA	47.9%	46.7%
CLOSE BROTHERS	7.1%	5.2%	KIER	18.8%	15.1%
COSTA COFFEE	71.4%	-	KPMG	26.5%	29.2%

	2016	2015		2016	2015
KRAFT FOODS	53.8%	53.9%	ROYAL NAVY	66.7%	64.9%
KWIK FIT	63.1%	62.9%	RSA GROUP	5.8%	10.1%
LAING O'ROURKE	11.3%	13.0%	RUSH HAIRDRESSERS	6.7%	-
LIDL	66.5%	62.2%	SAINSBURY'S	70.1%	67.9%
LLOYDS BANK	65.2%	64.0%	SANTANDER	64.4%	62.9%
LUFTHANSA TECHNIK	25.0%	29.7%	SERCO	24.0%	29.7%
M&G INVESTMENTS	9.2%	12.4%	SHOOSMITHS	6.8%	-
MAERSK	19.4%	24.5%	SIEMENS	52.4%	53.9%
MAN TRUCK & BUS	4.4%	6.5%	SKANSKA	16.9%	20.0%
MARKS & SPENCER	69.9%	64.7%	SKY	54.8%	53.9%
MARS	49.3%	45.2%	SMITH & WILLIAMSON	3.1%	5.8%
MARSHALL AEROSPACE AND	6.7%	11.0%	SSE	15.9%	18.0%
DEFENCE GROUP			STARBUCKS	66.4%	63.6%
MAYER BROWN	3.9%	3.6%	SUPERDRUG	65.8%	64.5%
MAZARS	2.7%	3.6%	TATA STEEL	33.3%	16.2%
MBDA	6.4%	6.3%	TAYLOR WIMPEY	43.0%	44.5%
MCCAIN	47.7%	46.3%	TESCO	69.6%	69.7%
MCDONALDS	68.3%	69.4%	THALES	8.1%	8.3%
MENZIES	39.4%	38.0%	THAMES WATER	52.9%	51.7%
MERCEDES-BENZ	61.2%	61.8%	THE CO-OPERATIVE	69.5%	-
MERCER	11.0%	13.5%	THOMAS COOK	65.3%	61.6%
MERCHANT NAVY	53.2%	56.0%	TLT SOLICITORS	2.8%	2.5%
METROPOLITAN POLICE	60.9%	62.2%	TNT	37.6%	35.7%
MIS - THE SECURITY SERVICE	51.1%	56.0%	TOPPS TILES	51.9%	51.5%
MICROSOFT	59.4%	60.0%	TOYOTA	57.9%	59.1%
MINISTRY OF DEFENCE	59.7%	62.5%	TRANSPORT FOR LONDON	40.1%	44.7%
MIRTAS	0.9%	-	TRAVELODGE	65.0%	64.0%
MITCHELLS & BUTLERS	9.2%	14.2%	TRAVIS PERKINS	54.4%	49.9%
MITIE	8.7%	9.0%	TUBELINES	6.4%	6.5%
MONDELEZ INTERNATIONAL	2.7%	1.6%	TUI UK & IRELAND	13.8%	11.0%
MORGAN SINDALL	4.3%	8.1%	UNILEVER	47.6%	46.3%
MORRISONS	64.0%	65.6%	VAUXHALL	61.9%	61.1%
NATIONAL AUDIT OFFICE	33.5%	38.7%	VINCI CONSTRUCTION	2.5%	5.2%
NATIONAL GRID	55.6%	55.1%	VIRGIN MEDIA	60.9%	62.5%
NATIONWIDE	61.8%	63.6%	VISA	61.5%	62.7%
NATS	6.1%	5.8%	VODAFONE	64.9%	65.8%
NESTLÉ	59.0%	60.7%	VOLVO	63.0%	63.1%
NETWORK RAIL	61.2%	62.0%	WATES	8.6%	8.1%
NEXT	65.8%	69.4%	WHITBREAD	52.1%	53.7%
NG BAILEY	3.3%	6.3%	WILKINS KENNEDY	2.4%	2.9%
NHS	65.0%	67.0%	WILLIS	8.0%	5.4%
NISSAN	57.5%	59.6%	WILLMOTT DIXON	12.9%	13.3%
NOMURA	3.6%	4.5%	YORKSHIRE WATER	29.9%	36.4%
PDSA	43.0%	-			
PERSIMMON HOMES	39.6%	39.3%			
PEUGEOT CITROËN	53.0%	60.0%			
PINSENT MASONS	4.0%	5.2%			
PRET A MANGER	53.0%	53.3%			
PROCTER & GAMBLE	51.9%	54.4%			
PWC	10.4%	11.0%			
RAF	67.7%	58.4%			
RBS	45.9%	44.3%			
RDS - KCA DEUTAG	0.6%	1.1%			
RED BULL RACING	40.6%	-			
REED SMITH	8.4%	6.5%			
RENAULT TRUCKS	36.3%	43.4%			
RNLI	48.7%	51.5%			
ROLLS ROYCE	64.7%	66.3%			
ROYAL MAIL GROUP	63.3%	65.8%			

# EMPLOYER BRAND AWARENESS: AIDED (CAREERS ADVISERS)

Which of these employers have you heard of before?

	2016	2015	2014		2016	2015	2014
ACCENTURE	62.8%	45.3%	45.7%	CROFTON	4.7%	4.3%	5.8%
AECOM	14.7%	11.8%	8.7%	DEBENHAMS	92.2%	91.3%	94.9%
AGUSTAWESTLAND	18.6%	19.3%	-	DELOITTE	86.8%	83.2%	89.9%
AIRBUS	83.7%	78.9%	70.3%	DHL	73.6%	77.6%	63.0%
ALDI	98.4%	94.4%	90.6%	E.ON	82.2%	71.4%	69.6%
ALLIANZ	72.9%	75.2%	-	EDF ENERGY	88.4%	88.2%	82.6%
ALSTOM	15.5%	19.3%	16.7%	EE	76.7%	71.4%	36.2%
AMEY	37.2%	29.8%	28.3%	ENTERPRISE RENT-A-CAR	80.6%	79.5%	-
ANGLIAN WATER	71.3%	73.3%	68.1%	ENVIRONMENT AGENCY	81.4%	79.5%	-
AON	53.5%	41.6%	50.7%	EXPERIAN	81.4%	76.4%	68.1%
ARCADIA GROUP	89.1%	86.3%	82.6%	EXXON MOBIL	48.8%	52.8%	43.5%
ARGOS	96.1%	93.2%	91.3%	EY	46.5%	44.1%	90.6%
ARMSTRONG WATSON	3.1%	3.7%	3.6%	FIELDFISHER	7.0%	5.6%	-
ARMY	97.7%	91.3%	93.5%	FINMECCANICA	3.1%	3.7%	1.4%
ARQIVA	4.7%	4.3%	2.2%	FOOT ANSTEY	5.4%	5.0%	-
ASDA	98.4%	95.7%	97.8%	FORD	84.5%	86.3%	-
ATKINS	31.8%	34.2%	21.7%	FOREIGN & COMMONWEALTH	16.3%	14.9%	7.2%
AVIVA	89.9%	85.7%	88.4%	OFFICE			
B&Q	99.2%	93.2%	93.5%	FREETH CARTWRIGHT	2.3%	2.5%	3.6%
BAA	67.4%	64.0%	64.5%	FUJITSU	85.3%	84.5%	79.0%
BABCOCK	82.9%	84.5%	83.3%	GCHQ	69.8%	64.0%	56.5%
BAKKAHOR	0.8%	5.6%	1.4%	GIST	7.8%	11.2%	-
BALFOUR BEATTY	96.9%	92.5%	87.0%	GORDONS LLP	22.5%	19.3%	18.1%
BAM NUTTALL	49.6%	47.8%	31.2%	GRANT THORNTON	57.4%	46.0%	41.3%
BANK OF ENGLAND	93.8%	94.4%	94.9%	GSK	89.9%	86.3%	-
BARCLAYS	95.3%	94.4%	97.1%	HALFORDS	90.7%	-	-
BARRATT DEVELOPMENTS	81.4%	83.2%	79.7%	HARRODS	87.6%	87.6%	92.0%
BBC	93.0%	91.9%	89.1%	HAYMARKET	41.9%	32.9%	-
BDO	42.6%	45.3%	31.9%	HAYS TRAVEL	71.3%	57.1%	58.7%
BE WISER INSURANCE	14.0%	11.2%	2.2%	HENDERSON GLOBAL INVESTORS	23.3%	21.1%	15.9%
BENTLEY MOTORS	72.9%	75.8%	68.1%	HILL DICKINSON	7.8%	10.6%	-
BHS	89.9%	89.4%	-	HILTON HOTELS	85.3%	88.2%	-
BMW	88.4%	89.4%	87.7%	HMRC	85.3%	-	-
BOC GROUP	62.0%	67.1%	58.7%	HOARE LEA	3.1%	4.3%	2.9%
BOOTS	93.8%	94.4%	93.5%	HOUSE OF FRASER	91.5%	91.3%	88.4%
BP	89.9%	87.0%	92.8%	HSBC	94.6%	90.7%	
BRITISH AIRWAYS	94.6%	93.2%	94.9%	IBM	85.3%	90.7%	89.9%
BRITISH GAS	95.3%	95.0%	94.9%	ICELAND	89.1%	90.1%	89.9%
BRITISH SUGAR	46.5%	59.0%	49.3%	IRWIN MITCHELL	31.0%	28.0%	16.7%
BROWNE JACOBSON	6.2%	6.2%	10.1%	ITV	92.2%	91.3%	90.6%
BT	93.0%	95.0%	93.5%	J. P. MORGAN	81.4%	83.9%	75.4%
BURGER KING	92.2%	91.9%	93.5%	JAGUAR LAND ROVER	93.8%	90.7%	89.1%
CAPGEMINI	54.3%	53.4%	40.6%	JD WETHERSPOON	90.7%	93.2%	91.3%
CARILLION	72.1%	68.9%	56.5%	JOHN LEWIS PARTNERSHIP	93.0%	91.9%	-
CGI	41.1%	42.9%	32.6%	JOHN M HAYES	7.0%	8.7%	-
CHANNEL 4	92.2%	93.8%	93.5%	KENNEDYS	32.6%	15.5%	12.3%
CHANTREY VELLACOTT DFK	4.7%	3.1%	2.2%	KFC	92.2%	90.1%	-
CIVIL SERVICE	86.0%	89.4%	92.8%	KIA	76.7%	72.7%	66.7%
CLOSE BROTHERS	22.5%	18.0%	9.4%	KIER	45.0%	38.5%	29.0%
COSTA COFFEE	89.1%	-	-	KPMG	84.5%	78.9%	79.7%

	2016	2015	2014		2016	2015	2014
KRAFT FOODS	85.3%	84.5%	85.5%	ROYAL NAVY	93.8%	94.4%	93.5%
KWIK FIT	93.0%	90.1%	93.5%	RSA GROUP	25.6%	22.4%	34.8%
LAING O'ROURKE	52.7%	53.4%	47.1%	RUSH HAIRDRESSERS	19.4%	-	-
LIDL	93.0%	90.7%	-	SAINSBURY'S	92.2%	92.5%	94.2%
LLOYDS BANK	89.9%	92.5%	92.0%	SANTANDER	90.7%	91.9%	92.0%
LUFTHANSA TECHNIK	56.6%	54.7%	53.6%	SERCO	65.9%	63.4%	58.7%
M&G INVESTMENTS	40.3%	41.0%	-	SHOOSMITHS	22.5%	-	-
M&S	93.8%	88.2%	94.9%	SIEMENS	87.6%	88.2%	89.1%
MAERSK	44.2%	47.2%	-	SKANSKA	56.6%	59.6%	40.6%
MAN TRUCK & BUS	13.2%	9.9%	10.1%	SKY	87.6%	85.7%	84.1%
MARS	75.2%	71.4%	67.4%	SMITH & WILLIAMSON	17.8%	23.0%	8.0%
MARSHALL AEROSPACE AND	22.5%	27.3%	20.3%	SSE	31.8%	33.5%	8.7%
DEFENCE GROUP				STARBUCKS	90.7%	89.4%	92.8%
MAYER BROWN	18.6%	15.5%	-	SUPERDRUG	89.9%	90.1%	94.2%
MAZARS	32.6%	21.7%	10.1%	TATA STEEL	70.5%	32.9%	25.4%
MBDA	26.4%	30.4%	24.6%	TAYLOR WIMPEY	82.2%	72.7%	72.5%
MCCAIN	74.4%	75.2%	68.8%	TESCO	93.8%	91.3%	93.5%
MCDONALDS	93.0%	91.3%	92.0%	THALES	31.8%	32.9%	-
MENZIES	71.3%	73.3%	-	THAMES WATER	88.4%	85.1%	84.1%
MERCEDES-BENZ	90.7%	92.5%	89.1%	THE CO-OPERATIVE	90.7%	-	-
MERCER	26.4%	28.6%	22.5%	THOMAS COOK	90.7%	91.9%	92.0%
MERCHANT NAVY	87.6%	90.1%	87.0%	TLT SOLICITORS	6.2%	8.7%	-
METROPOLITAN POLICE	91.5%	91.3%	-	TNT	72.9%	62.7%	-
MIS - THE SECURITY SERVICE	89.1%	80.1%	-	TOPPS TILES	79.8%	86.3%	81.2%
MICROSOFT	88.4%	90.1%	-	TOYOTA	90.7%	88.8%	92.8%
MINISTRY OF DEFENCE	89.1%	91.3%	92.0%	TRANSPORT FOR LONDON	77.5%	80.1%	-
MIRTAS	4.7%	-	-	TRAVELODGE	90.7%	90.1%	89.9%
MITCHELLS & BUTLERS	33.3%	34.2%	29.7%	TRAVIS PERKINS	80.6%	83.2%	81.9%
MITIE	26.4%	26.1%	16.7%	TUBELINES	29.5%	23.0%	15.2%
MONDELEZ INTERNATIONAL	10.9%	12.4%	2.2%	TUI UK & IRELAND	44.2%	26.7%	31.9%
MORGAN SINDALL	14.7%	16.8%	-	UNILEVER	83.7%	85.1%	86.2%
MORRISONS	90.7%	90.1%	95.7%	VAUXHALL	88.4%	90.7%	89.9%
NATIONAL AUDIT OFFICE	77.5%	82.6%	75.4%	VINCI CONSTRUCTION	17.8%	13.0%	8.0%
NATIONAL GRID	89.9%	91.9%	88.4%	VIRGIN MEDIA	87.6%	91.9%	91.3%
NATIONWIDE	91.5%	87.0%	92.8%	VISA	89.1%	91.3%	60.1%
NATS	17.8%	28.0%	27.5%	VODAFONE	89.1%	91.9%	90.6%
NESTLÉ	91.5%	88.2%	-	VOLVO	89.1%	88.8%	90.6%
NETWORK RAIL	89.9%	88.8%	-	WATES	41.1%	27.3%	28.3%
NEXT	89.9%	89.4%	94.9%	WHITBREAD	86.0%	85.1%	85.5%
NG BAILEY	17.1%	16.8%	9.4%	WILKINS KENNEDY	10.1%	9.9%	7.2%
NHS	88.4%	93.2%	-	WILLIS	16.3%	16.8%	11.6%
NISSAN	86.8%	87.0%	92.8%	WILLMOTT DIXON	41.1%	44.1%	35.5%
NOMURA	25.6%	18.0%	-	YORKSHIRE WATER	53.5%	57.1%	50.7%
PDSA	71.3%	-	-				
PERSIMMON HOMES	61.2%	57.1%	59.4%				
PEUGEOT CITROËN	86.8%	84.5%	-				
PINSENT MASONS	31.8%	20.5%	7.2%				
PRET A MANGER	85.3%	84.5%	29.0%				
PROCTER & GAMBLE	85.3%	83.2%	68.8%				
PWC	73.6%	73.3%	64.5%				
RBS	86.0%	77.6%	85.5%				
RDS - KCA DEUTAG	3.1%	0.6%	-				
RED BULL RACING	68.2%	-	-				
REED SMITH	16.3%	27.3%	-				
RENAULT TRUCKS	75.2%	75.2%	71.0%				
RNLI	76.0%	78.9%	84.8%				
ROLLS ROYCE	89.9%	91.9%	94.2%				
ROYAL AIR FORCE	92.2%	94.4%	93.5%				
ROYAL MAIL GROUP	90.7%	88.8%	94.9%				

# EMPLOYER BRAND AWARENESS: AIDED (TEACHERS)

	2016		2016		2016
ACCENTURE	30.5%	CROFTON	2.7%	KRAFT FOODS	72.1%
AECOM	9.7%	DEBENHAMS	86.3%	KWIK FIT	82.3%
AGUSTAWESTLAND	8.4%	DELOITTE	53.5%	LAING O'ROURKE	26.5%
AIRBUS	62.4%	DHL	56.2%	LIDL	81.0%
ALDI	86.7%	E.ON	71.7%	LLOYDS BANKING GROUP	78.8%
ALLIANZ	48.7%	EDF ENERGY	80.1%	LUFTHANSA TECHNIK	45.1%
ALSTOM	9.3%	EE	75.7%	M&G INVESTMENTS	19.9%
AMEY	19.9%	ENTERPRISE RENT-A-CAR	69.9%	MAERSK	35.0%
ANGLIAN WATER	54.4%	ENVIRONMENT AGENCY	64.6%	MAN TRUCK & BUS	9.3%
AON	37.6%	EXPERIAN	67.7%	MARKS & SPENCER	84.1%
ARCADIA GROUP	60.6%	EXXON MOBIL	39.4%	MARS	65.5%
ARGOS	88.9%	EY	13.3%	MARSHALL AEROSPACE AND	11.9%
ARMSTRONG WATSON	2.2%	FIELDFISHER	1.8%	DEFENCE GROUP	
ARMY	81.4%	FINMECCANICA	1.8%	MAYER BROWN	6.2%
ARQIVA	2.7%	FOOT ANSTEY	3.1%	MAZARS	7.1%
ASDA	91.6%	FORD	81.9%	MBDA	15.0%
ATKINS	14.2%	FOREIGN & COMMONWEALTH	9.3%	MCCAIN	65.0%
AVIVA	76.5%	OFFICE		MCDONALDS	87.6%
B&Q	90.7%	FREETH CARTWRIGHT	1.3%	MENZIES	50.4%
BAA	48.7%	FUJITSU	69.9%	MERCEDES-BENZ	82.7%
BABCOCK	32.3%	GCHQ	50.0%	MERCER	14.6%
BAKKAVOR	0.9%	GIST	8.8%	MERCHANT NAVY	70.4%
BALFOUR BEATTY	66.8%	GORDONS LLP	6.6%	METROPOLITAN POLICE	78.8%
BAM NUTTALL	11.5%	GRANT THORNTON	22.1%	MIS - THE SECURITY SERVICE	76.5%
BANK OF ENGLAND	81.0%	GSK	73.9%	MICROSOFT	81.0%
BARCLAYS	92.0%	HALFORDS	84.5%	MINISTRY OF DEFENCE	82.3%
BARRATT DEVELOPMENTS	58.4%	HARRODS	85.4%	MIRTAS	0.9%
BBC	84.1%	HAYMARKET	24.8%	MITCHELLS & BUTLERS	15.5%
BDO	11.9%	HAYS TRAVEL	46.9%	MITIE	11.1%
BE WISER INSURANCE	6.6%	HENDERSON GLOBAL INVESTORS	10.6%	MONDELEZ INTERNATIONAL	3.5%
BENTLEY MOTORS	61.9%	HILL DICKINSON	3.5%	MORGAN SINDALL	7.5%
BHS	85.4%	HILTON HOTELS	73.9%	MORRISONS	84.1%
BMW	80.1%	HMRC	65.9%	NATIONAL AUDIT OFFICE	51.3%
BOC GROUP	43.8%	HOARE LEA	1.8%	NATIONAL GRID	81.0%
BOOTS	89.8%	HOUSE OF FRASER	84.1%	NATIONWIDE	80.5%
BP	83.2%	HSBC	86.3%	NATS	15.0%
BRITISH AIRWAYS	88.9%	IBM	75.2%	NESTLÉ	83.2%
BRITISH GAS	85.8%	ICELAND	82.7%	NETWORK RAIL	81.0%
BRITISH SUGAR	34.5%	IRWIN MITCHELL	19.0%	NEXT	81.4%
BROWNE JACOBSON	1.8%	ITV	82.3%	NG BAILEY	3.5%
BT	88.1%	J. P. MORGAN	59.3%	NHS	80.1%
BURGER KING	88.5%	JAGUAR LAND ROVER	79.2%	NISSAN	80.1%
CAPGEMINI	13.3%	JD WETHERSPOON	82.7%	NOMURA	7.1%
CARILLION	33.2%	JOHN LEWIS PARTNERSHIP	81.9%	PDSA	56.6%
CGI	17.3%	JOHN M HAYES	4.4%	PERSIMMON HOMES	45.1%
CHANNEL 4	85.0%	KENNEDYS	10.6%	PEUGEOT CITROËN	73.5%
CHANTREY VELLACOTT DFK	0.9%	KFC	84.1%	PINSENT MASONS	8.8%
CIVIL SERVICE	66.8%	KIA	67.3%	PRET A MANGER	78.8%
CLOSE BROTHERS	5.3%	KIER	22.1%	PROCTER & GAMBLE	71.2%
COSTA COFFEE	86.7%	KPMG	46.0%	PWC	32.7%

2016

RBS	61.9%
RDS - KCA DEUTAG	1.3%
RED BULL RACING	58.8%
REED SMITH	19.5%
RENAULT TRUCKS	52.7%
RNLI	64.2%
ROLLS ROYCE	84.5%
ROYAL AIR FORCE	86.7%
ROYAL MAIL GROUP	83.2%
ROYAL NAVY	84.5%
RSA GROUP	13.3%
RUSH HAIRDRESSERS	13.7%
SAINSBURY'S	86.7%
SANTANDER	82.3%
SERCO	40.7%
SHOOSMITHS	7.5%
SIEMENS	70.4%
SKANSKA	25.2%
SKY	66.8%
SMITH & WILLIAMSON	4.9%
SSE	21.7%
STARBUCKS	85.4%
SUPERDRUG	84.1%
TATA STEEL	54.0%
TAYLOR WIMPEY	54.4%
TESCO	85.0%
THALES	15.9%
THAMES WATER	69.9%
THE CO-OPERATIVE	84.5%
THOMAS COOK	81.0%
TLT SOLICITORS	3.1%
TNT	46.9%
TOPPS TILES	63.7%
TOYOTA	77.0%
TRANSPORT FOR LONDON (TFL)	63.7%
TRAVELODGE	82.7%
TRAVIS PERKINS	60.6%
TUBELINES	13.3%
TUI UK & IRELAND	20.4%
UNILEVER	65.0%
VAUXHALL	83.2%
VINCI CONSTRUCTION	7.1%
VIRGIN MEDIA	80.1%
VISA	81.9%
VODAFONE	86.3%
VOLVO	82.7%
WATES	15.5%
WHITBREAD	61.5%
WILKINS KENNEDY	3.1%
WILLIS	13.7%
WILLMOTT DIXON	16.8%
YORKSHIRE WATER	44.2%

# EMPLOYER BRAND AWARENESS: TOP OF THE MIND (STUDENTS)

Can you name five companies that offer apprenticeships, school leaver programmes or sponsored degrees?

## 2014

**TOTAL NUMBER OF SURVEYED RESPONDENTS:**  
1,500

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION:**  
308

1	PwC	35
2=	KPMG	34
2=	Barclays	34
4	Jaguar Land Rover	32
5	EY	31
6	Deloitte	30
7	HSBC	23
8	Rolls Royce	22
9	Tesco	16
10	McDonalds	14
11=	BAE Systems	12
11=	Morrisons	12
13=	Airbus	11
13=	BBC	11
15=	GE Engineering	10
15=	J.P. Morgan	10
15=	M&S	10
18=	British Gas	9
18=	Boots	9
18=	ASDA	9
21	GSK	8
22=	Virgin	7
22=	National Grid	7
22=	GCHQ	7
22=	BMW	7
22=	The Army	7
27=	BDO	6
27=	BP	6
27=	British Airways	6
27=	Capgemini	6
27=	CGI	6
27=	John Lewis Partnership	6
27=	Lloyds Bank	6
27=	Network Rail	6
27=	Next	6
27=	Sainsbury's	6
27=	Sky	6
38=	Transport for London	5
38=	Nestlé	5

## 2015

**TOTAL NUMBER OF SURVEYED RESPONDENTS:**  
10,000

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION:**  
1,745

1	Rolls Royce	132	53=	J. P. Morgan	15
2	Jaguar Land Rover	106	55=	GE Aviation	14
3	The Army	94	55=	Vauxhall	14
4	NHS	88	57=	Aviva	13
5	McDonalds	84	57=	Waitrose	13
6	BT	77	59=	Network Rail	12
7	BBC	76	59=	Shell	12
8	Tesco	75	59=	Superdrug	12
9=	BAE Systems	73	62=	ASOS	11
9=	PwC	73	62=	Natwest	11
11	Barclays	67	62=	Renishaw	11
12	Deloitte	62	62=	Santander	11
13	KPMG	60	66=	BDO	10
14	Royal Navy	59	66=	Scottish Power	10
15	ASDA	58	68=	Babcock	9
16	Google	54	68=	New Look	9
17	EY	52	68=	Subsea 7	9
18	Royal Air Force	51	68=	Transport for London	9
19	Sky	48	72=	Honda	8
20	Airbus	47	72=	Primark	8
21	IBM	45	72=	RBS	8
22	British Gas	40	72=	Toni & Guy	8
23	BMW	38	76=	Burger King	7
24	British Airways	36	76=	Laing O'Rourke	7
25	Ford	35	76=	Specsavers	7
26=	Aldi	33	76=	Volkswagen	7
26=	Apple	33	80=	Arnold Clark	6
28	Next	32	80=	Civil Service	6
29	BP	31	80=	Kwik Fit	6
30	Microsoft	30	80=	Lidl	6
31=	Mercedes-Benz	29	80=	SSE	6
31=	Sainsbury's	29	80=	Subway	6
33	HSBC	28	80=	Topshop	6
34=	Lloyds Bank	27	87=	Aston Martin	5
34=	M&S	27	87=	Audi	5
36=	JCB	24	87=	Baker Tilly	5
36=	Toyota	24	87=	Capgemini	5
38	Nestlé	23	87=	Caterpillar	5
39	John Lewis Partnership	22	87=	Cisco	5
40=	Morrisons	20	87=	Costa	5
40=	National Grid	20	87=	Dyson	5
42=	Bentley Motors	19	87=	GCHQ	5
42=	KFC	19	87=	Gen 2	5
42=	Unilever	19	87=	Kier	5
45=	Bombardier	18	87=	Mazars	5
45=	Siemens	18	87=	Nike	5
47=	Boots	17	87=	Pfizer	5
47=	EDF Energy	17	87=	Samsung	5
47=	ITV	17	87=	Sellafield	5
50=	Nissan	16	87=	SPAR	5
50=	Starbucks	16	87=	Thomas Cook	5
50=	Tata Steel	16	87=	Virgin Media	5
53=	GSK	15			

## 2016

**TOTAL NUMBER OF SURVEYED RESPONDENTS:**  
11,100

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION:**  
2,008

1	Barclays	158	51 =	HETA	11
2	Jaguar Land Rover	100	55 =	Audi	10
3	Rolls Royce	90	55 =	BDO	10
4	KPMG	80	55 =	Ford	10
5	BBC	79	55 =	Nationwide	10
6	The Army	72	55 =	Sainsbury's	10
7	NHS	70	55 =	Toni & Guy	10
8	BAE Systems	64	55 =	Vauxhall	10
9	Royal Air Force	54	62 =	Apple	9
10 =	Google	52	62 =	Honda	9
10 =	PwC	52	62 =	Police	9
12	McDonalds	51	62 =	Santander	9
13	Tesco	50	66 =	Arnold Clark	8
14	Deloitte	48	66 =	Caterpillar	8
15 =	Airbus	40	66 =	KFC	8
15 =	Sky	40	66 =	Lidl	8
17 =	BT	39	66 =	Renishaw	8
17 =	Lloyds Bank	39	66 =	Shell	8
17 =	Royal Navy	39	66 =	Specsavers	8
20	GSK	33	66 =	Transport for London	8
21 =	EY	31	74 =	Aviva	7
21 =	John Lewis Partnership	31	74 =	SSE	7
23 =	Aldi	30	74 =	Thomas Cook	7
23 =	Nestlé	30	74 =	Volkswagen	7
25	HSBC	29	78 =	Carillion	6
26	RBS	28	78 =	Dyson	6
27	Siemens	27	78 =	National Rail	6
28 =	J. P. Morgan	26	78 =	Natwest	6
28 =	M&S	26	78 =	Nissan	6
30 =	Babcock	25	78 =	RSM	6
30 =	Boots	25	78 =	Sellafield	6
32 =	IBM	22	78 =	Starbucks	6
32 =	JCB	22	78 =	Superdrug	6
34 =	Asda	21	87 =	B&Q	5
34 =	EDF Energy	21	87 =	Channel 4	5
34 =	ITV	21	87 =	The Co-operative	5
37	Microsoft	20	87 =	Costa Coffee	5
38	British Airways	18	87 =	Goldman Sachs	5
39	Mercedes-Benz	17	87 =	KMF	5
40 =	British Gas	15	87 =	The Secret Intelligence Service (MI5 & MI6)	5
40 =	National Grid	15	87 =	National Audit Office	5
40 =	Next	15	87 =	Prudential	5
40 =	Tata Steel	15	87 =	QA	5
40 =	Toyota	15	87 =	Scottish Power	5
46	Morrisons	13			
47 =	BP	12			
47 =	GCHQ	12			
47 =	Gen 2	12			
47 =	Network Rail	12			
51 =	Bentley Motors	11			
51 =	Capgemini	11			
51 =	GE Aviation	11			



# EMPLOYER BRAND AWARENESS: TOP OF THE MIND (PARENTS)

Can you name five companies that offer apprenticeships, school leaver programmes or sponsored degrees?

2015		
1	NHS	32
2	The Army	30
3	Rolls Royce	28
4	BAE Systems	18
4	BT	18
6	Jaguar Land Rover	16
7	British Gas	15
8	Royal Air Force	14
9	KPMG	12
10	Tesco	11
11	Royal Navy	10
12	Barclays	9
12	BBC	9
12	Boots	9
12	M&S	9
16	Civil Service	8
16	McDonalds	8
16	PwC	8
19	British Airways	7
19	BMW	7
19	Sky	7
22	BP	5
22	EY	5
22	Sainsbury's	5
22	Siemens	5

**TOTAL NUMBER OF SURVEYED RESPONDENTS: 1,000**

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 218**

2016		
1	BT	45
2	NHS	32
3	The Army	28
4	Jaguar Land Rover	27
5	Marks & Spencer	24
5	Rolls Royce	24
7	British Gas	23
8	BAE Systems	19
9	Barclays	16
9	Sky	16
11	GSK	14
11	KPMG	14
11	PwC	14
14	British Airways	13
15	Aldi	12
15	BBC	12
15	Boots	12
15	John Lewis Partnership	12
15	Royal Air Force	12
20	JCB	11
21	Ford	10
21	McDonalds	10
21	Sainsbury's	10
24	EY	9
24	IBM	9
24	Network Rail	9
24	RBS	9
24	Tesco	9
29	BMW	8
30	Babcock	7
30	Bentley Motors	7
30	BP	7
30	Deloitte	7
30	Seimens	7
30	Unilever	7
36	Airbus	6
36	Civil Service	6
36	Nationwide	6
36	Nestlé	6
36	Santander	6
36	Transport for London	6
42	Capgemini	5
42	GCHQ	5
42	Ministry of Defence	5
42	National Grid	5
42	United Utilities	5

**TOTAL NUMBER OF SURVEYED RESPONDENTS: 1,200**

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 339**

# EMPLOYER BRAND AWARENESS: TOP OF THE MIND (CAREERS ADVISERS)

Can you name five companies that offer apprenticeships, school leaver programmes or sponsored degrees?

2014		
1	PwC	50
2	Barclays	32
3	KPMG	31
4	EY	26
4	Jaguar Land Rover	26
5	BT	25
6	Deloitte	19
7	HSBC	17
8	BAE Systems	15
9	Rolls Royce	14
10	Tesco	10
11	Airbus	9
11	The Army	9
11	British Gas	9
11	Network Rail	9
16	Morrisons	8
16	Nestlé	8
16	NHS	8
19	Aon	7
19	IBM	7
21	CGI	6
21	TFL	6
23	BDO	5
23	Capgemini	5
23	Santander	5

**TOTAL NUMBER OF SURVEYED RESPONDENTS: 175**

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 139**

2015		
1	PwC	56
2	BT	38
3	KPMG	34
4	EY	31
4	Jaguar Land Rover	31
6	Rolls Royce	28
7	Barclays	27
8	Deloitte	25
9	BAE Systems	19
10	British Gas	18
11	Capgemini	15
12	BDO	13
13	National Grid	12
14	Aldi	11
14	BBC	11
14	Network Rail	11
14	NHS	11
18	IBM	10
18	M&S	10
20	Airbus	8
20	Nestlé	8
20	Sky	8
23	The Army	7
23	HSBC	7
23	Lloyds Bank	7
23	Transport for London	7
27	Civil Service	6
27	Ford	6
29	BAM Nuttall	5
29	EDF Energy	5
29	Tesco	5

**TOTAL NUMBER OF SURVEYED RESPONDENTS: 280**

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 164**

2016		
1	KPMG	39
1	PwC	39
3	EY	34
4	BT	22
5	BBC	21
6	Deloitte	20
6	Jaguar Land Rover	20
8	Barclays	19
9	Rolls Royce	14
10	Marks & Spencer	11
10	Transport for London	11
12	BAE Systems	10
13	Capgemini	9
13	Network Rail	9
15	National Grid	8
15	NHS	8
15	Sky	8
15	The Army	8
19	IBM	7
19	Siemens	7
21	Airbus	6
21	CGI	6
21	HSBC	6
21	Lloyds Bank	6
21	McDonalds	6
21	Mercedes-Benz	6
27	BDO	5
27	British Airways	5
27	British Gas	5
27	John Lewis Partnership	5
27	Nestlé	5
27	Tesco	5
27	Vauxhall	5

**TOTAL NUMBER OF SURVEYED RESPONDENTS: 170**

**TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 134**

# EMPLOYER BRAND AWARENESS: TOP OF THE MIND (TEACHERS)

Can you name five companies that offer apprenticeships, school leaver programmes or sponsored degrees?

2016		
1	PwC	24
2	KPMG	17
<b>TOTAL NUMBER OF SURVEYED RESPONDENTS: 400</b>		
3	Deloitte	16
4=	EY	14
4=	Jaguar Land Rover	14
6=	Barclays	10
6=	M&S	10
6=	Rolls Royce	10
<b>TOTAL NUMBER OF PEOPLE WHO ATTEMPTED THIS QUESTION: 124</b>		
9=	BT	9
9=	Tesco	9
11=	Network Rail	8
11=	The Army	8
13=	BAE Systems	7
13=	BBC	7
13=	British Airways	7
13=	IBM	7
13=	NHS	7
18=	Airbus	6
18=	GSK	6
20=	British Gas	5
20=	John Lewis Partnership	5

All students, careers advisers and parents that were surveyed were given an identical list of school and college leaver employers and were asked to identify the names of the organisations which they recognised as offering school and college leaver opportunities. This 'aided awareness' method allowed us to rank each organisation based on the amount of respondents who were able to recognise each employer.

The vast majority of employers at the top of each brand awareness table are popular consumer brands and high street names, as well as major public sector organisations such as the BBC, the RAF and the Royal Navy. They all have challenges when promoting their school leaver opportunities though, no matter how well known they are. Established consumer brands for example, can have difficulty breaking down long-held misconceptions: people might assume that a job at Sainsbury's means either working on the tills or stacking shelves, despite the wide variety of roles available in all sorts of departments, from HR to communications.

On the other hand, non-consumer brands and lower profile organisations need to work harder at getting their names out there, but do not face the problems with preconceptions that high profile brands do - instead they are able to define themselves through their advertising

On top of this, students, parents and teachers were asked to name five companies that offered school leaver opportunities, with no prompting. This 'top of the mind' approach demonstrates which companies are considered prominent in the school leaver jobs market in the minds of the groups employers have said they want to target.

Parents cite public service organisations the most, such as BT and the NHS, where students name more commercial chains and consumer brands, which is in line with the 'aided awareness' results. Careers advisers are the most likely to mention non-consumer brands, which indicates these brands are effectively engaging with careers advisers.

# PEER-TO-PEER INSIGHTS

How much do you spend annually on recruitment advertising for school leavers on publications and websites? (Employers)

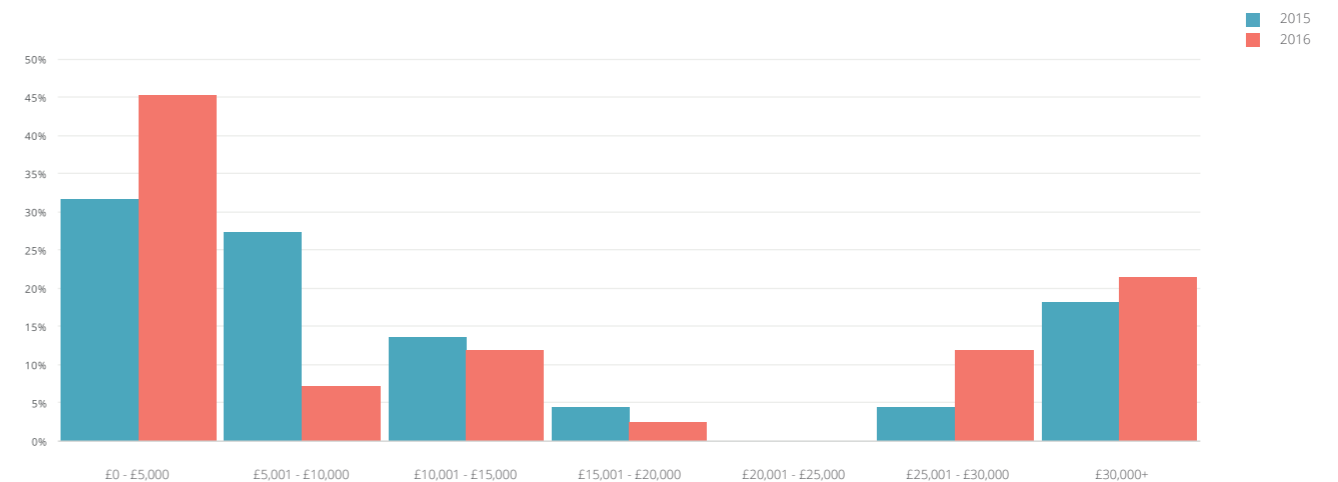


Figure 121. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

Almost a third of employers (32.3%) spend more than £25,000 a year reaching out to students, an increase on last year when this was 23%. The number of firms with less than £5,000 to spend also increased from 32% last year to 45% this year. Similarly, those with between £5,000 and £10,000 to spend also fell dramatically, from 27% in 2015 to just 7% in 2016.

Is your school leaver recruitment team separate to your graduate recruitment team? (Employers)

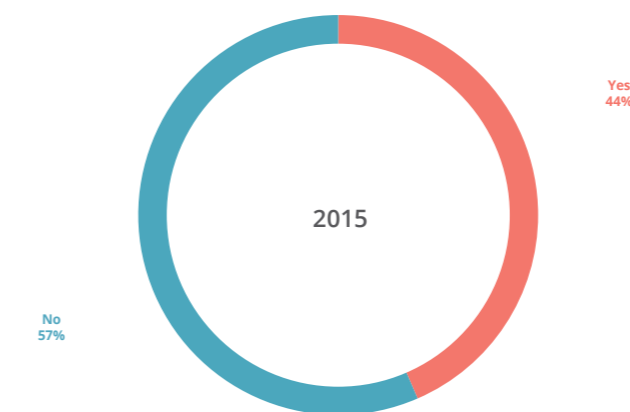


Figure 122. Source: AllAboutSchoolLeavers Employers Survey 2015

43.5% of employers surveyed have dedicated teams tasked with focussing only on school leaver recruitment, while 55.5% have their graduate and school leaver recruitment teams integrated.

Which have you found to be the best websites to attract school leavers? (Employers)

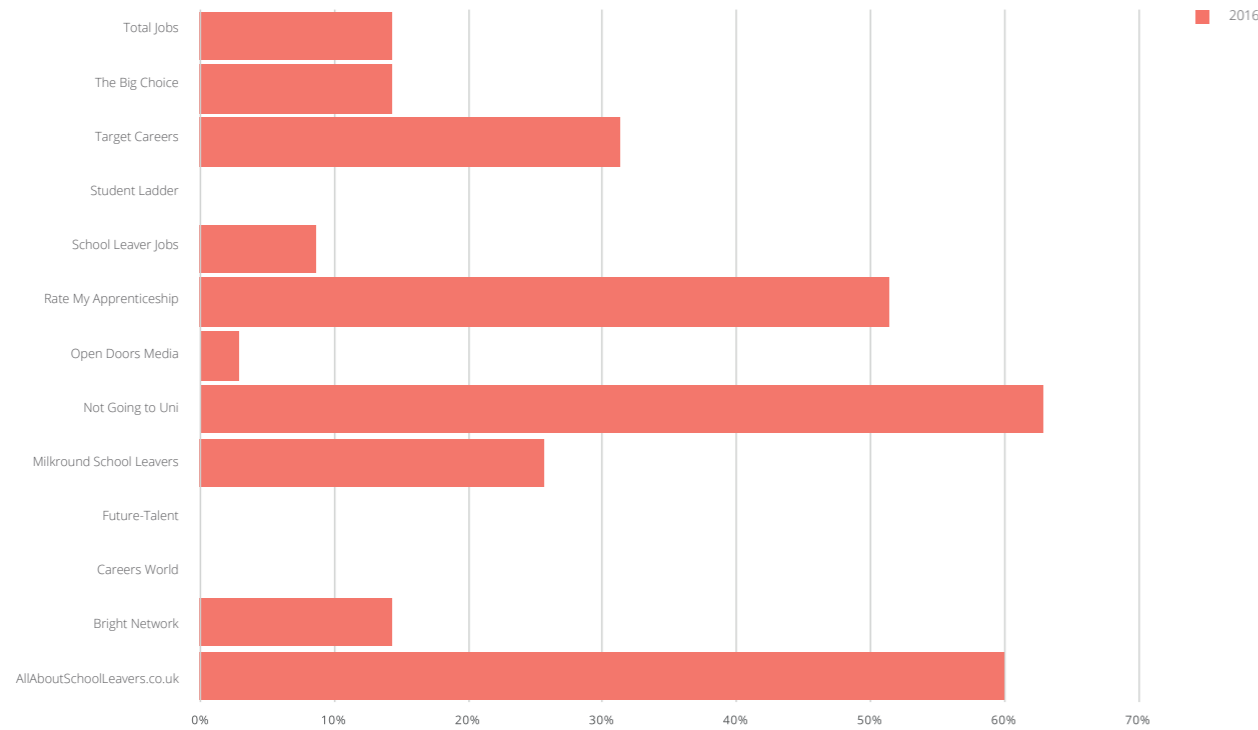


Figure 123. Source: AllAboutSchoolLeavers Employers Survey 2016

In terms of the websites that employers use to attract school leavers, the two most cited are Not Going To Uni and AllAboutSchoolLeavers.co.uk – both receiving over 60% of the votes.

For which reasons does your organisation look to recruit school leaver talent? (Employers)

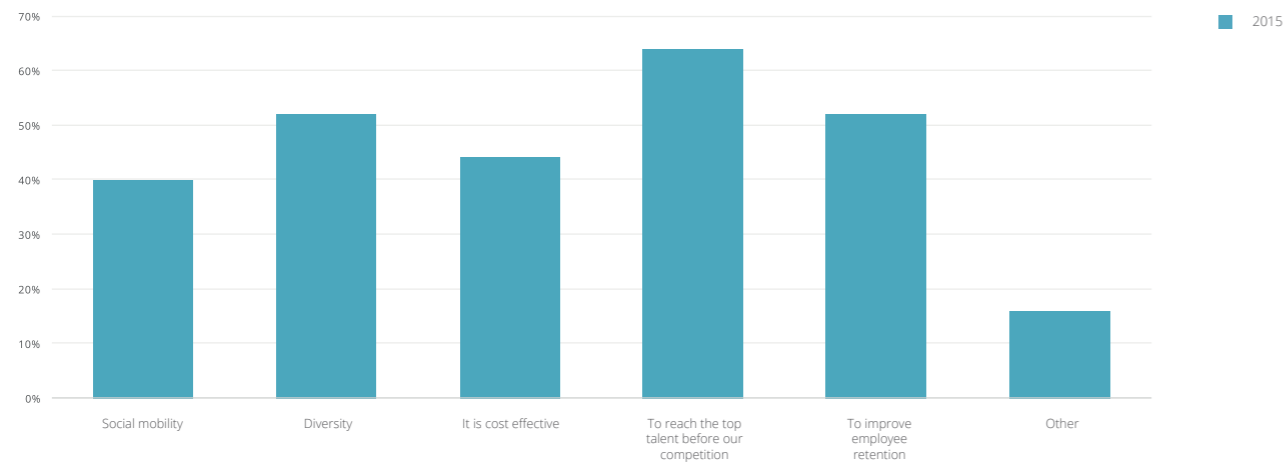


Figure 124. Source: AllAboutSchoolLeavers Employers Survey 2015

64% of respondents say they recruit school leavers to attract top talent before their competitors do, but the results show there are many other reasons too. Over half say school leavers are a good way to diversify a workforce, and the same number thinks recruiting school leavers is an excellent way to improve employee retention rates. Research from the Chartered Institute of Personnel and Development found that 96% of businesses that had taken on an apprentice said they had benefitted the business, and 72% of employers noted an increase in productivity.

Which of the following groups do you look to target with your campaigns? (Employers)

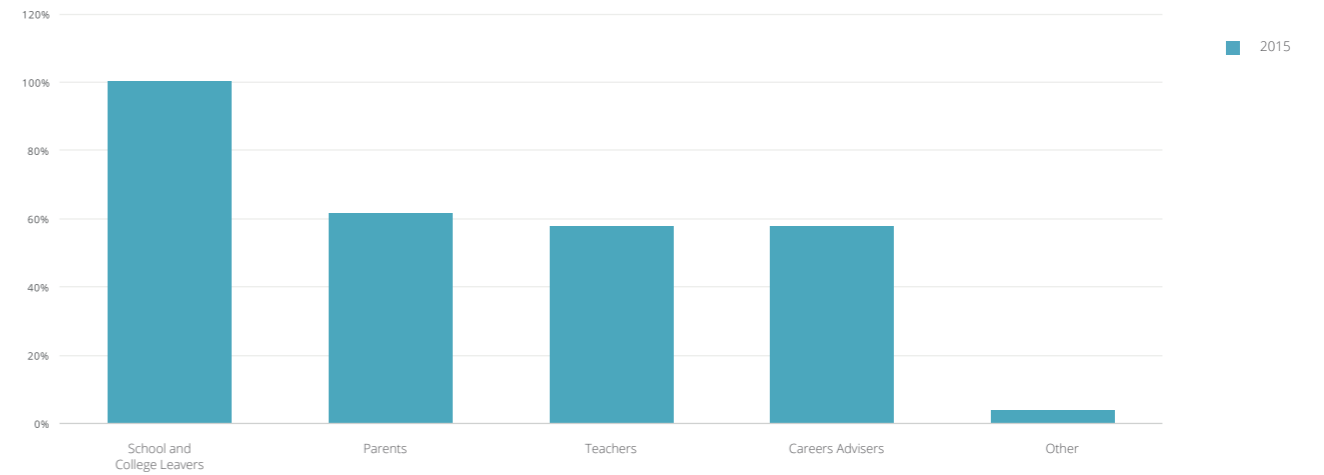


Figure 125. Source: AllAboutSchoolLeavers Employers Survey 2015

Put these groups in order of how important they are for you to reach (Employers)

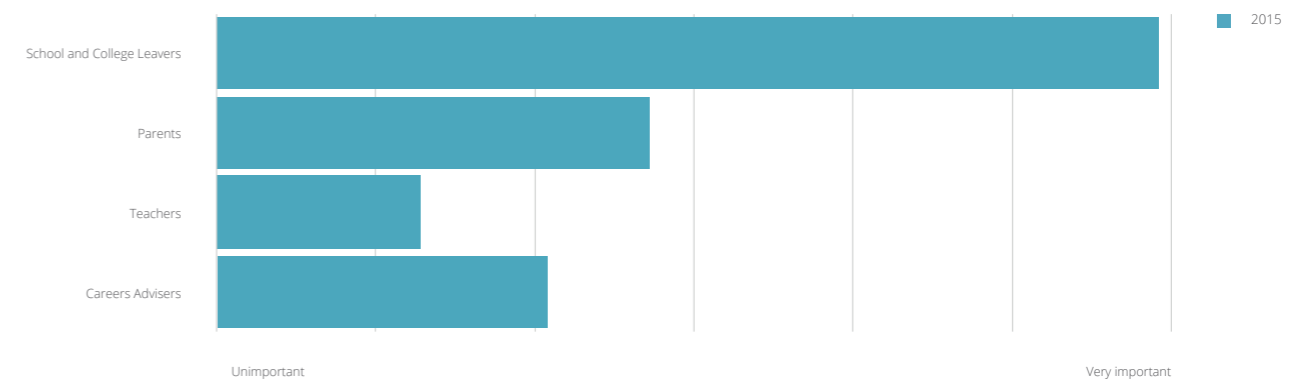


Figure 126. Source: AllAboutSchoolLeavers Employers Survey 2015

How difficult is it for you to reach the following groups with your campaigns? (Employers)



Figure 127. Source: AllAboutSchoolLeavers Employers Survey 2015 & 2016

As one might expect, all employers questioned say their target audience for campaigns is school and college leavers, but over 60% also say they target the parents of these school leavers as well. More than half say their campaign devices are also aimed at attracting the interest of teachers and careers advisers.

Employers consider subject teachers and careers advisers the least important target audience for recruitment activity. Parents are higher up the priority list: 52% of employers say parents are second in importance only after school and college leavers themselves.

Four in five employers say they find it hard to contact parents, finding it easier to reach teachers, even though parents are higher on their priority lists. However employers should bear in mind where parents get their information from – often via teachers – and reassess engagement with teachers as a way of filtering information through to both parents and school leavers.



## Conclusion

Salary remains the top priority for those considering school leaver opportunities. Almost half of students say they want more than double the Apprentice National Minimum Wage, looking for at least £7 an hour. As found last year, those considering doing a sponsored degree would rather get paid experience while at university than have their tuition fees paid for – although the biggest factor in their decision would be the course itself.

Parents remain the people whom employers struggle most to reach, finding it far easier to access teachers, who in turn say they are almost always happy to be contacted by employers. Given that teachers say parents are often the ones asking them for advice, employers should consider the possibility of reaching parents through their contact with teachers.

In terms of brand awareness, well-targeted, clever campaigns are more likely to reach the audience and employers should be making note of the ways in which their information is most likely to reach their intended audience.

“  
Parents  
remain the  
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