

DOCTOR AND FOOTBALLER TOP POLL OF THE EAST OF ENGLANDS' DREAM JOBS

- SURVEY REVEALS THAT WOMEN DREAMT OF BEING A DOCTOR WHEN THEY WERE YOUNG, WHILE MEN ASPIRED TO BE A FOOTBALLER

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When you were knee high to a grasshopper, what did you dream of doing when you grew up? Becoming an astronaut? A rock star? A teacher or a football player?

New research released today by the Careers Advice Service reveals the East of England's top five childhood dream jobs for boys and girls.

Top five dream jobs for boys

Footballer

Doctor

Businessman

Fireman

Pilot

Top five dream jobs for girls

Doctor

Teacher

Pop / rock star

Vet

Businesswoman

While not everyone can be a 'Lily Allen' or a 'David Beckham', the survey revealed that 12 per cent of people in the East of England have achieved their childhood goal and are doing the job they dreamed of doing as a child.

However the survey also revealed that more than three quarters of the county (77 per cent) had different career goals now to those they had when they were young; with two thirds (66 per cent) admitting that their original goals didn't seem realistic now they had become adults.

Interestingly the survey revealed just over two fifths of respondents (41 per cent) would consider training or working towards a new qualification in order to achieve their career dreams.

Many people were also considering careers in fields they may not have chosen in the past; for example almost a sixth of respondents said they would consider a career in the public and third sectors (13 per cent), leaving the construction industry polling at the bottom of the 'dream job' wish list (4 per cent).

Jon Gamble, the LSC's Director for Adults and Lifelong Learning, says: "Having Career goals and aspirations are so important - not only for our sense of job satisfaction, but also for achieving a better life balance. In the 21st century workplace it's increasingly likely that we will move from one industry to another and for our career ambitions to change accordingly.

"The LSC's Careers Advice Service, together with its face-to-face **nextstep** service, can offer personal advice and impartial information for all adults in England on the range of learning and training opportunities available to help make those goals that little bit easier to achieve."

-ENDS-

For all media enquiries or further information on the Careers Advice Service or the Learning and Skills Council please contact:

Nick Jones, Hill and Knowlton, T: 020 7973 5961

E: nick.jones@hillandknowlton.com

Fiona Suttie, Hill and Knowlton, T: 020 7413 3045

E: fiona.suttie@hillandknowlton.com

For the LSC Press Office, please contact:

Natasha Grocock, LSC, T: 02476 82 3640

E: natasha.grocock@lsc.gov.uk

Public Document

2 of 4

Notes to Editors

*The research for the Careers Advice Service was carried out by 72 Point Research with a sample of 2,000 adults in England.

Top five dream jobs for boys

Footballer (13 per cent)
Doctor (8 per cent)
Businessman (8 per cent)
Fireman (8 per cent)
Pilot (8 per cent)

Top five dream jobs for girls

Doctor (17 per cent)
Teacher (14 per cent)
Pop / rock star (12 per cent)
Vet (12 per cent)
Businesswoman (4 per cent)

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About the Careers Advice Service

- The Careers Advice Service is open seven days a week from 8am to 10pm on freephone 0800 100 900.
- Information is also available online through the website at www.direct.gov.uk/careersadvice
- Careers advisers provide a free, impartial and confidential telephone advice service to people looking to choose a new career or get back into the workplace
- The Careers Advice Service offers information on almost 1 million courses from thousands of learning providers nationwide
- The Careers Advice Service has taken over 9.4 million calls since 1999 from people wanting careers information, advice and guidance

Careers Tools and Services

The Careers Advice Service offers a variety of tools to help you learn new skills, get back into the workforce or change jobs. The service also offers learning advice and assistance on a wide variety of issues, such as:

- Childcare issues
- People with disabilities
- Costs of learning
- Returning to work
- Redundancy
- Help with reading, writing and maths
- Decision-making

CV Builder

The Careers Advice Service website (www.direct.gov.uk/careersadvice) has an online CV-building tool that can help you make the most of your abilities and experience, and tailor your CV for the job you want. The CV-builder involves you answering a series of questions, filling in your details and talking about your interests, resulting in a bespoke CV based on your responses.

nextstep face-to-face services

The **nextstep** service offers free face to face careers information and advice to adults aged 20 plus. The service is also available to adults aged 18 and 19 who have been referred to nextstep by Jobcentre Plus. **nextstep** provides help and support in updating skills ,training, learning and work.

The service is available throughout England. The **nextstep** advisers are able to provide careers information and advice based on detailed knowledge of the learning and work opportunities available locally. **nextstep** maintains close links with the Careers Advice Service, and there are referrals between the two organisations to ensure that the customer receives the best possible service. Details of your nearest nextstep centre can be found at <http://nextstep.direct.gov.uk/>

Learning and Skills Council:

The LSC exists to make England better skilled and more competitive. We are responsible for ensuring the availability of high-quality education and training for everyone. We have a single goal: to improve the skills of England's young people and adults to world class standards. Our vision is that young people and adults in England have knowledge and skills matching the best in the world and are part of a truly competitive workforce. We work nationally, regionally and locally to deliver this ambition on behalf of learners and employers.

The LSC offers a host of support services to help those who are already in the workforce, or are about to enter the workforce, to gain the skills they need to succeed, secure their future or grow their income. For example, you could receive the Adult Learning Grant (ALG) for your decided course, a grant designed as a helping hand for adults thinking about learning but worried about the financial barriers standing in their way. ALG provides low income adult learners with up to £30 a week to help with the extra costs of learning. Since the grant became available, over 43,000 people have received ALG. You could also access training at work through the LSC's flagship programme for employers, Train to Gain.