



Great Expectations:

NOMINET

Parents' career aspirations for their children

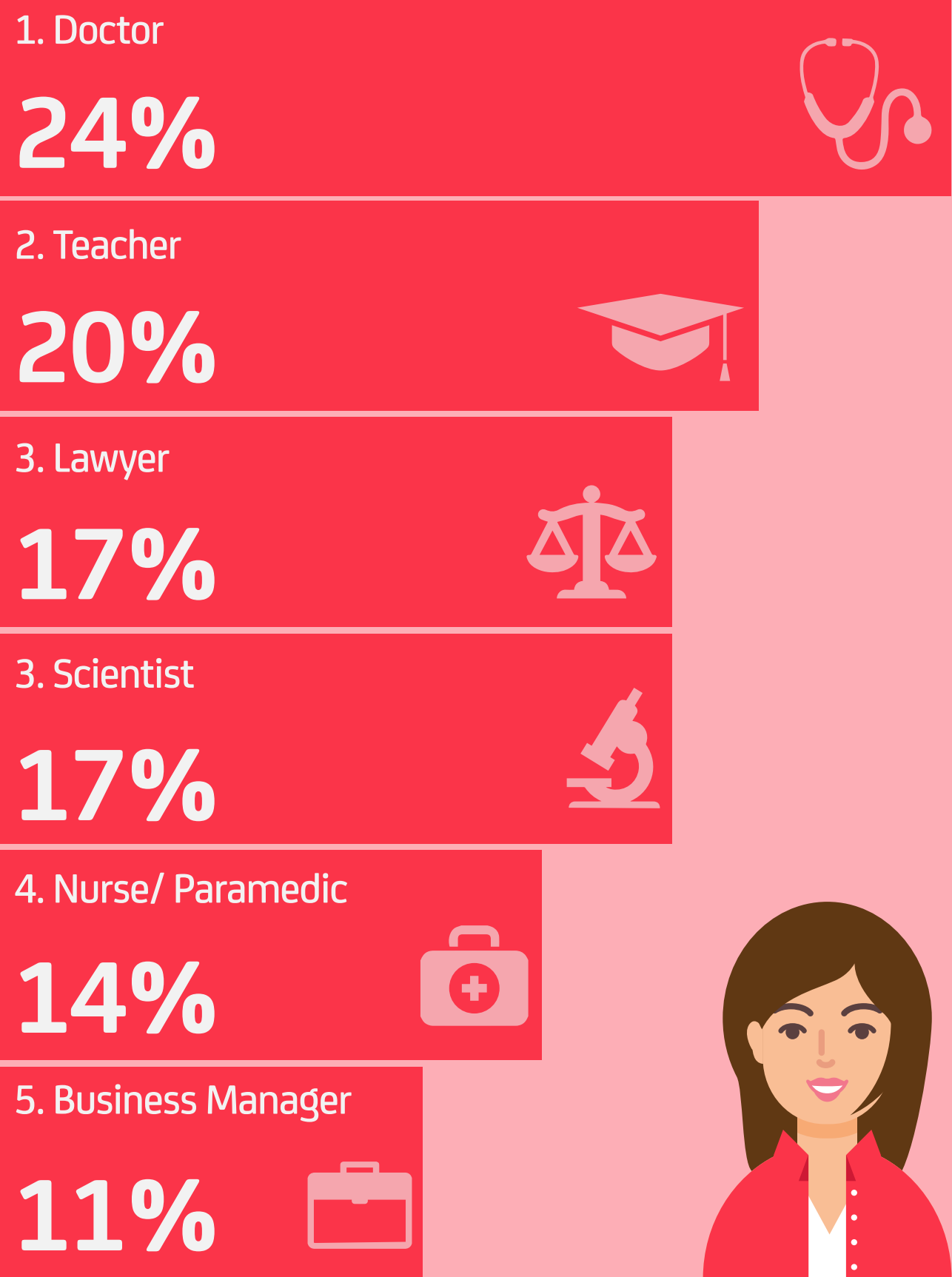
In celebration of International Girls in ICT Day, we quizzed British parents about the careers they thought were best suited to their children and why. Here's what we found...



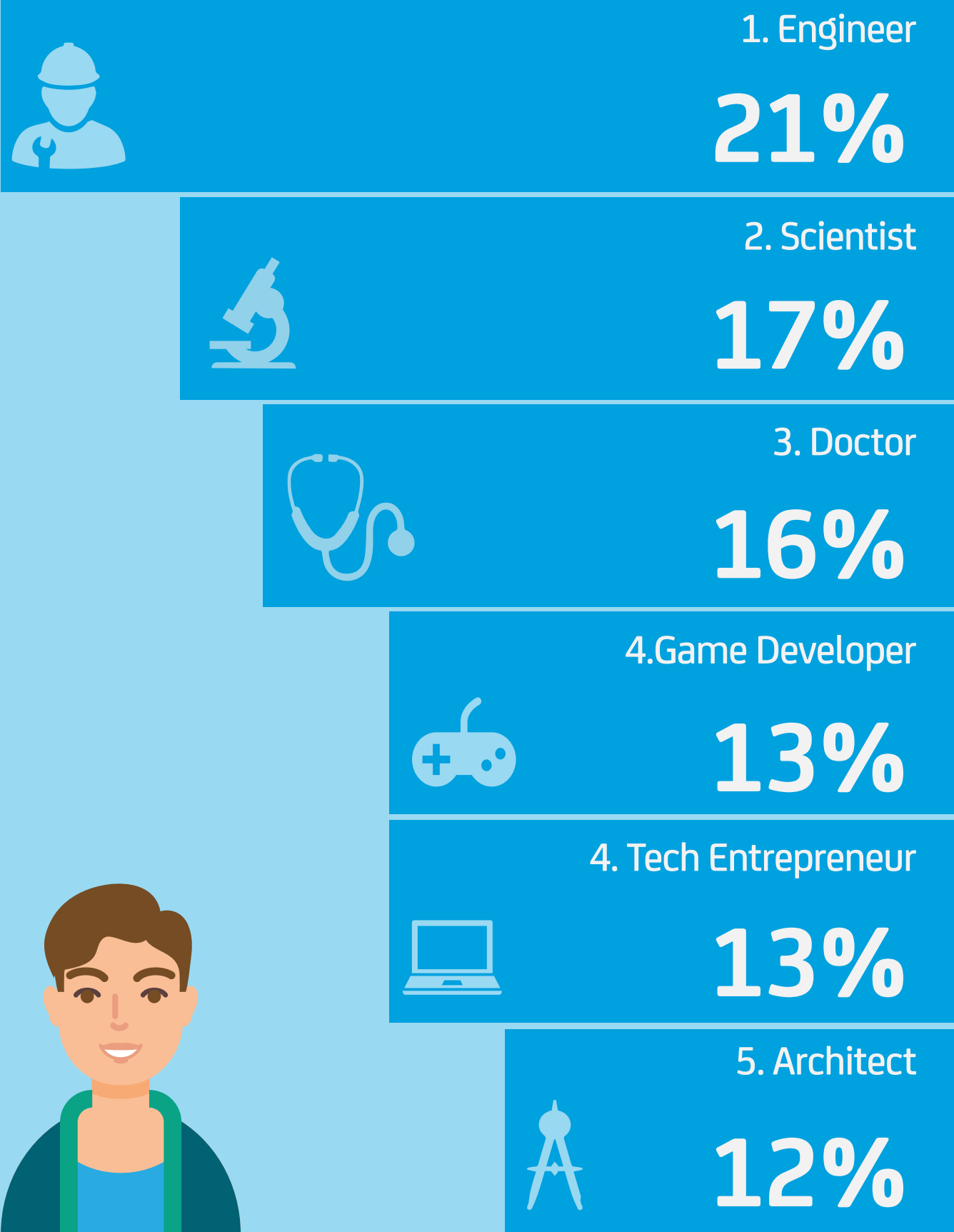
Parents' top five jobs for their kids¹

Jobs in tech are noticeably absent from parents' top five jobs for girls:

GIRLS



BOYS

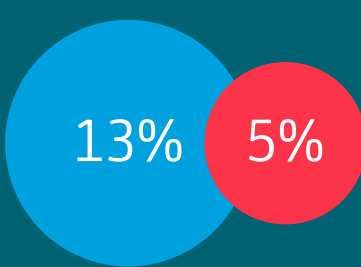


Parents' preference for tech jobs for their kids

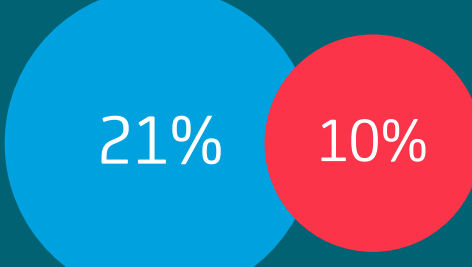
Overall fewer than 1 in 10 would like their child to be a tech entrepreneur, web developer or computer game developer



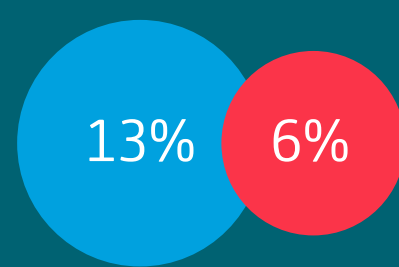
Game developer



Engineer



Tech entrepreneur



Skills, subjects and clubs parents favour

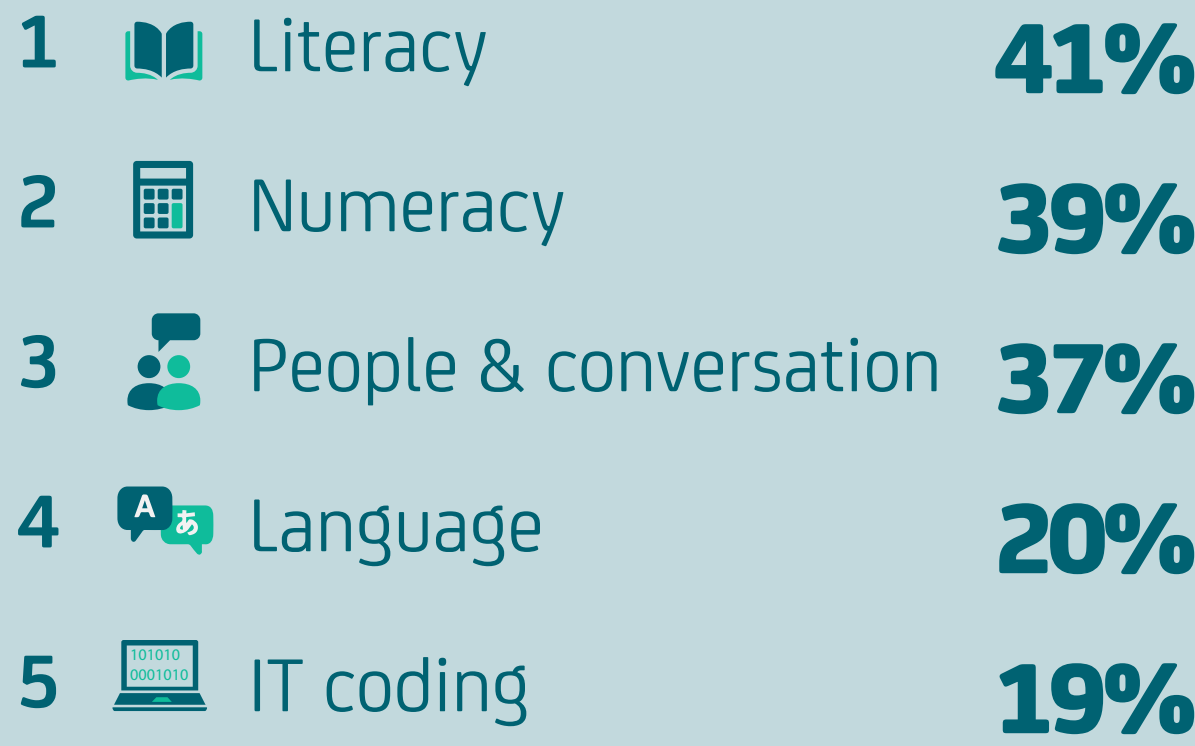
Subjects

Parents think the following subjects are most useful for their child's future job:



Skills

Parents believe the following skills must be mastered for a child's future career:



22% of parents think IT coding skills will be useful for boys

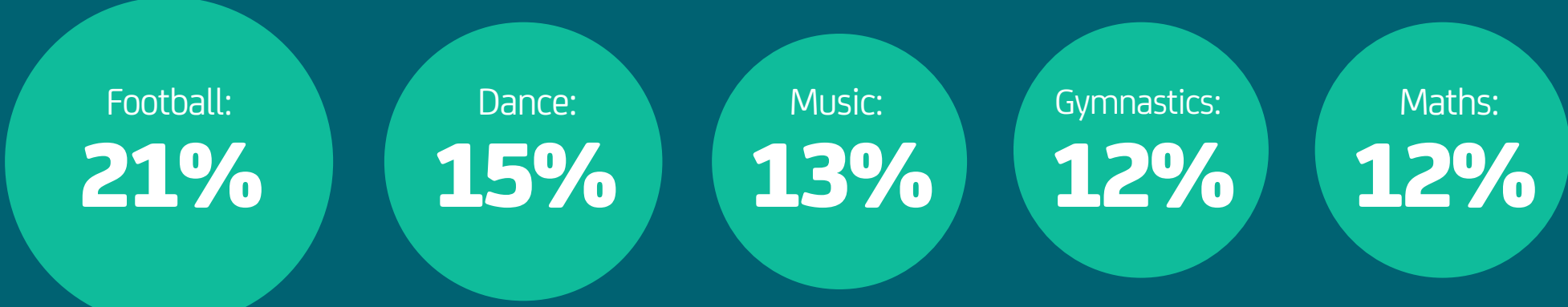
14% of parents think digital skills (social media etc.) will be useful for boys

16% of parents think IT coding skills are useful for girls

10% of parents think digital skills (social media etc.) will be useful for girls

Extra curricular activities

Parents encourage their kids to attend:



"I'm far less likely to get my children to attend afterschool clubs involving tech than dad."

"I'm three times more likely than mum to encourage my kids to attend Computing club (14% vs 4%)."

Why diversity in tech matters



Talent shortage: In Europe, there could be up to 825,000 unfilled vacancies for ICT professionals by 2020 ²



90% of professional occupations nowadays require digital competencies, including programming ²



Women make up just 17% of IT professionals ³



The proportion of women working across companies around the world in IT today is 31% ⁴

Why parental influence matters ⁵



About Nominet:

Nominet is an internet company delivering public benefit and is the trusted guardian of the UK namespace – one of the world's largest country code registries. Nominet manages and runs the infrastructure for over 10 million domain names that end in .uk as well as Welsh Top Level Domains (TLDs) .cymru and .wales and 35 other branded and generic TLDs, including .bbc and .london. Over 3 million businesses, and millions more consumers, rely on its domain registry services. It has a team of 150 people based in Oxford and London and over 2,500 members.

Research sources:

- 1 - Nominet Girl's in IT research: Nominet commissioned Opinium to carry out the survey on 2,128 parents living in the UK with children ranged from 0-18years old from 28th March – 5th April 2017. The gender split of respondents for this research was 1,000 boys and 1,000 girls.
- 2 - The European Commission: <https://ec.europa.eu/digital-single-market/en/coding-21st-century-skill>
- 3 - Women in IT scorecard December 2016: <http://www.bcs.org/upload/pdf/women-scorecard-2016.pdf>
- 4 - CEB, October 2016, <http://www.computerweekly.com/news/450400728/Number-of-women-working-in-IT-to-rise-by-2020>
- 5 - GTI Media, December 2014: http://groupgti.com/sites/gtimedia.co.uk/files/imce/Parental_influences_report.pdf



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