

## YouGov / CCE Survey Results

Sample Size: 10863

Fieldwork: 5th - 12th February 2010

Total	Gender							Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	
Unweighted Base	1117	493	624	12	220	437	340	108	628	489	282	174	123	118	271	53	96
Base: All GB adults who have a child aged 19 or under	1169	560	609	19	232	463	355	101	652	517	310	201	129	111	268	59	92

How supportive, if at all, would you be if your child wanted to pursue a career in the creative industries?  
(If your child is already pursuing a career in the creative industries, please answer how supportive, if it all, you are of this)

Very supportive	73%	69%	77%	79%	76%	72%	71%	75%	73%	73%	76%	77%	67%	64%	73%	70%	77%
Somewhat supportive	21%	25%	18%	21%	18%	22%	23%	19%	21%	22%	19%	16%	28%	32%	21%	26%	20%
Not that supportive	2%	2%	2%	-	2%	2%	2%	2%	2%	2%	1%	3%	2%	-	3%	-	2%
Not at all supportive	1%	1%	0%	-	1%	-	1%	1%	1%	0%	1%	-	-	-	0%	4%	-
Don't know	3%	3%	3%	-	2%	4%	3%	2%	3%	3%	3%	5%	3%	3%	3%	-	1%

Which, if any, of the following are reservations that you would have about your child pursuing a career in the creative industries? (If you would not have any reservations, please tick "not applicable". Please tick all that apply)

Lack of stability in the creative industries (e.g. short contracts and roles where you are self employed)	33%	32%	33%	21%	30%	33%	35%	31%	37%	27%	32%	30%	30%	39%	30%	55%	28%
Poor pay in the creative industries	15%	15%	14%	10%	16%	13%	16%	16%	17%	11%	11%	15%	21%	17%	18%	7%	9%
The creative industry is not seen as a high flying career	6%	7%	5%	4%	6%	6%	7%	5%	8%	4%	5%	5%	5%	11%	5%	4%	10%
I do not feel I know enough about the creative industries	24%	28%	21%	24%	23%	27%	25%	17%	24%	24%	26%	21%	29%	21%	26%	22%	20%
Other	1%	1%	2%	-	2%	1%	1%	3%	2%	1%	1%	3%	-	4%	1%	-	1%
Not applicable - I would have no reservations about my child pursuing a career in the creative industries	40%	39%	40%	48%	39%	40%	38%	44%	36%	44%	40%	44%	36%	28%	43%	26%	47%

## YouGov / CCE Survey Results

Sample Size: 10863

Fieldwork: 5th - 12th February 2010

Total	Marital status					Children in household			
Base	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	754	151	114	12	71	143	448	369	140
<b>Base: All GB adults who have a child aged 19 or under</b>	780	167	115	15	78	153	465	386	149

How supportive, if at all, would you be if your child wanted to pursue a career in the creative industries?  
(If your child is already pursuing a career in the creative industries, please answer how supportive, if it all, you are of this)

Very supportive	73%	73%	73%	69%	70%	84%	73%	74%	72%	74%
Somewhat supportive	21%	23%	19%	19%	24%	9%	15%	23%	23%	20%
Not that supportive	2%	2%	2%	4%	6%	-	4%	1%	1%	4%
Not at all supportive	1%	0%	-	0%	-	5%	2%	0%	0%	0%
Don't know	3%	2%	5%	7%	-	2%	6%	1%	4%	2%

Which, if any, of the following are reservations that you would have about your child pursuing a career in the creative industries? (If you would not have any reservations, please tick "not applicable". Please tick all that apply)

Lack of stability in the creative industries (e.g. short contracts and roles where you are self employed)	33%	33%	25%	35%	39%	38%	38%	30%	33%	33%
Poor pay in the creative industries	15%	17%	10%	10%	11%	11%	14%	14%	16%	15%
The creative industry is not seen as a high flying career	6%	6%	6%	2%	13%	10%	4%	6%	7%	6%
I do not feel I know enough about the creative industries	24%	26%	20%	31%	13%	10%	22%	25%	26%	19%
Other	1%	2%	1%	0%	-	1%	1%	1%	2%	3%
Not applicable - I would have no reservations about my child pursuing a career in the creative industries	40%	37%	49%	37%	43%	45%	39%	41%	38%	41%

Total	Gender							Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base 1117	493	624	12	220	437	340	108	628	489	282	174	123	118	271	53	96
Base: All GB adults who have a child aged 19 or under 1169	560	609	19	232	463	355	101	652	517	310	201	129	111	268	59	92

Thinking about if you were to help your child pursue a career in the creative industries...

Which, if any, of the following would you personally do? (Please tick all that apply)

Contact friends or family who work in the field	35%	33%	38%	68%	41%	32%	33%	41%	38%	32%	28%	35%	37%	44%	38%	33%	44%
Contact business or work colleagues	25%	25%	25%	29%	26%	25%	24%	22%	28%	20%	23%	26%	24%	26%	23%	27%	29%
Contact local businesses who work in this area	29%	30%	28%	27%	26%	34%	27%	25%	32%	26%	29%	36%	28%	21%	30%	27%	29%
Arrange training opportunities or offer advice	41%	38%	44%	53%	37%	44%	38%	49%	44%	38%	41%	41%	44%	40%	39%	54%	38%
Look into Government schemes (e.g. Business Link)	48%	48%	48%	40%	47%	47%	48%	54%	48%	47%	49%	50%	52%	36%	44%	53%	53%
Investigate internships	34%	34%	34%	41%	36%	37%	29%	29%	38%	28%	32%	36%	39%	34%	33%	31%	33%
Other	5%	6%	4%	-	4%	5%	4%	7%	5%	4%	4%	5%	4%	6%	5%	2%	9%
Don't know	21%	22%	21%	6%	20%	21%	26%	16%	20%	24%	24%	22%	21%	19%	21%	16%	20%
Not applicable - I wouldn't do anything to help my child pursue a career in the creative industries	3%	3%	2%	-	5%	2%	2%	1%	2%	3%	1%	2%	4%	5%	4%	-	2%

All figures, unless otherwise stated, are from YouGov Plc.

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Unweighted Base	1117	754	151	114	12	71	143	448	369	140
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Thinking about if you were to help your child pursue a career in the creative industries...

Which, if any, of the following would you personally do? (Please tick all that apply)

Contact friends or family who work in the field	35%	35%	40%	31%	34%	37%	42%	33%	37%	30%
Contact business or work colleagues	25%	25%	25%	18%	24%	30%	23%	24%	27%	19%
Contact local businesses who work in this area	29%	32%	30%	19%	26%	25%	28%	30%	31%	26%
Arrange training opportunities or offer advice	41%	41%	45%	38%	36%	45%	38%	43%	42%	38%
Look into Government schemes (e.g. Business Link)	48%	47%	47%	46%	67%	53%	43%	48%	51%	42%
Investigate internships	34%	34%	33%	31%	30%	35%	30%	36%	34%	30%
Other	5%	5%	6%	2%	-	3%	1%	7%	3%	5%
Don't know	21%	22%	17%	26%	22%	20%	20%	21%	23%	21%
Not applicable - I wouldn't do anything to help my child pursue a career in the creative industries	3%	2%	5%	3%	-	-	5%	1%	2%	7%

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