

YouGov / Electrical Contractors' Association Survey Results

Sample Size: 2110

Fieldwork: 18th - 20th January 2010

	Total	Gender		Age						Social Grade		Region						
	Base	Male	Female	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2110	992	1118	38	168	338	336	329	901	1242	868	509	315	206	254	477	111	238
All GB adults 16+	2110	1028	1082	63	255	362	350	353	727	1160	950	519	346	203	270	483	106	184

Which, if any, of the following do you think BEST describes apprenticeships? (Please tick all that apply)

An easier option compared to studying for a degree	8%	9%	7%	21%	11%	12%	8%	5%	5%	7%	9%	9%	8%	7%	12%	6%	3%	8%
A good way to learn a trade and earn at the same time	84%	83%	85%	76%	85%	83%	82%	84%	86%	85%	82%	83%	87%	82%	84%	83%	87%	85%
More relevant to the real world of work than university	38%	40%	36%	28%	30%	33%	38%	37%	44%	39%	37%	35%	38%	38%	33%	43%	46%	36%
None of these	1%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	0%
Don't know	2%	2%	2%	9%	3%	3%	1%	2%	1%	1%	3%	3%	0%	2%	3%	2%	-	2%
Not applicable, I don't think apprenticeships have any positive features	1%	1%	1%	-	1%	-	1%	1%	1%	1%	1%	1%	1%	0%	3%	-	-	0%

When, if at all, have you received careers advice during your life? (Please tick all that apply)

At school/ college	72%	74%	70%	93%	90%	88%	79%	71%	52%	71%	72%	72%	73%	70%	68%	70%	80%	74%
At university/ further education	19%	20%	17%	4%	39%	32%	16%	12%	10%	21%	16%	17%	18%	15%	25%	16%	18%	26%
Post (formal) education	9%	9%	8%	6%	6%	11%	6%	11%	8%	10%	7%	7%	8%	9%	13%	9%	7%	7%
Other	5%	6%	4%	13%	5%	4%	5%	4%	6%	4%	6%	7%	4%	5%	5%	3%	5%	6%
Can't recall	8%	6%	9%	-	1%	3%	8%	10%	13%	8%	8%	10%	7%	8%	7%	8%	4%	8%
Not applicable, I have not received any careers advice	14%	13%	15%	1%	4%	3%	9%	12%	27%	14%	14%	11%	16%	13%	17%	15%	10%	12%

YouGov / Electrical Contractors' Association Survey Results

Sample Size: 2110

Fieldwork: 18th - 20th January 2010

	Total	Working Status					
	Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other
Unweighted Base	2110	885	351	139	458	58	219
All GB adults 16+	2110	931	332	193	370	61	222

Which, if any, of the following do you think BEST describes apprenticeships? (Please tick all that apply)

	Total	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other
An easier option compared to studying for a degree	8%	8%	8%	15%	5%	11%	6%
A good way to learn a trade and earn at the same time	84%	83%	84%	84%	86%	85%	84%
More relevant to the real world of work than university	38%	40%	34%	24%	46%	36%	35%
None of these	1%	1%	0%	2%	-	3%	2%
Don't know	2%	1%	2%	5%	1%	-	2%
Not applicable, I don't think apprenticeships have any positive features	1%	1%	0%	-	1%	-	1%

When, if at all, have you received careers advice during your life? (Please tick all that apply)

	Total	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other
At school/ college	72%	78%	68%	91%	49%	72%	70%
At university/ further education	19%	18%	20%	43%	11%	20%	9%
Post (formal) education	9%	8%	13%	5%	7%	21%	7%
Other	5%	5%	5%	6%	5%	8%	2%
Can't recall	8%	7%	8%	1%	13%	3%	12%
Not applicable, I have not received any careers advice	14%	11%	15%	-	29%	11%	14%

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	16 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	2110	992	1118	38	168	338	336	329	901	1242	868	509	315	206	254	477	111	238
All GB adults 16+	2110	1028	1082	63	255	362	350	353	727	1160	950	519	346	203	270	483	106	184

To what extent do you agree or disagree with the following statement? Overall, the career's advice I have received during my lifetime has been helpful

Strongly agree	3%	3%	3%	6%	2%	3%	2%	2%	4%	3%	3%	2%	2%	6%	3%	2%	5%	6%
Agree	28%	30%	26%	34%	38%	29%	20%	21%	30%	27%	29%	28%	29%	25%	32%	25%	22%	32%
Disagree	39%	38%	40%	37%	37%	37%	44%	43%	37%	39%	39%	40%	38%	43%	33%	42%	33%	38%
Strongly disagree	21%	21%	21%	17%	16%	23%	26%	23%	18%	22%	20%	17%	23%	21%	20%	24%	24%	19%
Don't know	9%	8%	11%	6%	8%	8%	8%	11%	12%	9%	10%	13%	8%	5%	11%	7%	15%	6%

In which ONE of the following places do you think it is MOST important for careers advice to be delivered?

At school/ college	69%	68%	69%	65%	65%	60%	70%	73%	72%	68%	69%	68%	69%	70%	62%	73%	64%	69%
At university/ further education	8%	8%	9%	8%	14%	16%	6%	6%	5%	9%	7%	9%	6%	6%	13%	6%	10%	8%
Online	3%	4%	3%	6%	6%	6%	3%	3%	2%	4%	3%	4%	4%	3%	3%	3%	4%	2%
General/ community careers services	7%	6%	8%	5%	7%	8%	6%	6%	7%	7%	7%	7%	7%	7%	8%	5%	10%	7%
Careers fair	5%	4%	5%	6%	4%	4%	5%	4%	5%	4%	5%	3%	5%	6%	3%	5%	6%	6%
Other	1%	2%	0%	-	0%	2%	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%	1%	0%
Don't know	3%	4%	2%	4%	3%	3%	3%	3%	3%	2%	4%	3%	5%	2%	2%	3%	1%	3%
Not applicable – I believe it's the individual's responsibility to research the options themselves	4%	5%	3%	7%	1%	1%	5%	4%	6%	4%	4%	4%	2%	6%	6%	4%	2%	5%

Have you considered/ are you considering becoming an apprentice instead of going to university, as a way of moving into an industry?

	Unweighted Base	38	18	20	38	-	-	-	-	-	1	37	11	3	8	3	7	2	4
All GB adults aged 16 to 17		63	40	23	63	-	-	-	-	-	2	61	20	3	15	5	13	3	5
Yes, I am currently an apprentice	7%	10%	-	7%	-	-	-	-	-	-	7%	21%	-	-	-	-	-	-	-
Yes, I have considered this	17%	18%	15%	17%	-	-	-	-	-	100%	14%	23%	-	11%	-	-	-	-	85%
No, I have not considered this	46%	42%	52%	46%	-	-	-	-	-	-	47%	42%	62%	56%	26%	61%	45%	-	-
Not applicable, I am going to university	31%	30%	34%	31%	-	-	-	-	-	-	32%	14%	38%	33%	74%	39%	55%	15%	-

	Total	Working Status					
	Base	Working full time	Working part time	Full time student	Retired	Unemployed	Not working/ Other
Unweighted Base	2110	885	351	139	458	58	219
All GB adults 16+	2110	931	332	193	370	61	222

To what extent do you agree or disagree with the following statement? Overall, the career's advice I have received during my lifetime has been helpful

		3%	3%	4%	2%	4%	2%	3%
Strongly agree	3%	3%	4%	2%	4%	2%	3%	
Agree	28%	25%	27%	41%	33%	18%	21%	
Disagree	39%	40%	37%	38%	37%	42%	39%	
Strongly disagree	21%	23%	21%	12%	14%	31%	25%	
Don't know	9%	8%	11%	7%	12%	7%	12%	

In which ONE of the following places do you think it is MOST important for careers advice to be delivered?

		69%	66%	69%	69%	74%	62%	74%
At school/ college	69%	66%	69%	69%	74%	62%	74%	
At university/ further education	8%	10%	6%	12%	5%	12%	3%	
Online	3%	4%	4%	6%	1%	-	2%	
General/ community careers services	7%	7%	8%	5%	7%	6%	6%	
Careers fair	5%	5%	4%	3%	4%	9%	6%	
Other	1%	1%	0%	1%	1%	2%	1%	
Don't know	3%	3%	5%	1%	2%	6%	2%	
Not applicable – I believe it's the individual's responsibility to research the options themselves	4%	4%	3%	3%	6%	3%	6%	

Have you considered/ are you considering becoming an apprentice instead of going to university, as a way of moving into an industry?

	Unweighted Base	38	7	4	23	-	1	3
All GB adults aged 16 to 17	63	10	8	40	-	2	4	
Yes, I am currently an apprentice	7%	-	-	11%	-	-	-	
Yes, I have considered this	17%	36%	13%	11%	-	-	38%	
No, I have not considered this	46%	17%	48%	53%	-	-	62%	
Not applicable, I am going to university	31%	47%	39%	25%	-	100%	-	