

YouGov / PHA Media

Apprentices and Graduates

SME Sample : 22th - 26th September 2014

Total
Base

Thinking about SMEs in general, how important, if at all, do you think each of the following are to these types of businesses? (Please select one option on each row)

- *Apprenticeships*

Unweighted base	595
Base: SME Decision Makers	595
Very important	32%
Fairly important	42%
Not very important	14%
Not important at all	6%
Don't know	7%

Thinking about SMEs in general, how important, if at all, do you think each of the following are to these types of businesses? (Please select one option on each row)

- *Graduate recruitment schemes*

Unweighted base	595
Base: SME Decision Makers	595
Very important	15%
Fairly important	34%
Not very important	31%
Not important at all	11%
Don't know	9%

YouGov / PHA Media

Apprentices and Graduates

SME Sample : 22th - 26th September 2014

Total
Base

Still thinking about SMEs in general...

Which, if any, of the following statements do you agree with? (Please select all that apply)

Unweighted base	595
Base: SME Decision Makers	595
SMEs have a core role in the upskilling (i.e. increasing skills) of Britain's young people	40%
Apprentices and graduates are keen to work for SMEs	14%
Apprentices and graduates are more interested in working for bigger business than SMEs	44%
Apprentices and graduates overlook working for SMEs because of fear of upsetting their parents	8%
Apprentices and graduates overlook working for SMEs for another reason	17%
Apprentices and graduates are not aware of the opportunities working for SMEs can create	37%
Apprentices and graduates can be a huge benefit to SMEs	46%
SMEs could do more to give apprentices and graduates more employment/ training opportunities	31%
SMEs are currently giving apprentices and graduates good opportunities	21%
None of these	5%
Don't know	14%

YouGov / PHA Media

Apprentices and Graduates

SME Sample : 22th - 26th September 2014

Total
Base

Which, if any, of the following do you think could be done to ****increase**** the amount of young people (i.e. aged 16 to 24) applying for apprenticeships and graduate training within SMEs in Britain?

(Please select all that apply. If you do not think anything could be done to increase the amount of young people applying for apprenticeships and graduate training within SMEs in Britain, please select the "Not applicable" option)

Unweighted base	595
Base: SME Decision Makers	595
Greater awareness raised in schools/ careers guidance	62%
More graduate or apprenticeship places/ programmes offered by SMEs	42%
Better advertising of graduate or apprenticeship places in relevant publications (e.g. careers magazines etc.)	34%
Better connections between local SMEs and schools/ colleges	59%
Closer working/ recommendations from larger businesses (i.e. not SMEs)	15%
Other	7%
Don't know	10%
Not applicable – I do not think anything could be done to increase the amount of young people applying for apprenticeships and graduate training within SMEs in Britain	5%

YouGov / PHA Media

Apprentices and Graduates

SME Sample : 22th - 26th September 2014

Total
Base

How likely, if at all, do you think your business is to recruit and ****increase**** the amount of each of the following within the next 12 months (i.e. by September 2015)? - *The amount of apprentices within the business*

Unweighted base	595
Base: SME Decision Makers	595
Very likely	5%
Fairly likely	15%
Not very likely	25%
Not at all likely	50%
Don't know	5%

How likely, if at all, do you think your business is to recruit and ****increase**** the amount of each of the following within the next 12 months (i.e. by September 2015)? - *The amount of ****graduates**** within the business*

Unweighted base	595
Base: SME Decision Makers	595
Very likely	6%
Fairly likely	17%
Not very likely	24%
Not at all likely	49%
Don't know	5%

YouGov / PHA Media

Apprentices and Graduates

SME Sample : 22th - 26th September 2014

Total
Base

Which, if any, of the following do you think are ****currently stopping**** your business from employing ****more**** apprentices and graduates? (Please select all that apply. If you don't think that anything is currently stopping your business from employing more apprentices and graduates, please select the "Not applicable" option)

Unweighted base	595
Base: SME Decision Makers	595
Lack of funds/ cash flow	30%
Lack of interest from young people (i.e. aged 16 to 24)	14%
Lack of support from the wider business community	5%
I am/ we are unsure of the benefits apprentices/ graduates can bring to the business	11%
It would cause a drain on resources and time	21%
Lack of direct links with apprentice schemes/ colleges	10%
Most candidates lack the talent/ criteria we require	22%
I am/ we are too busy with other business issues/ decisions	19%
I am/ we are more concerned with training existing staff	15%
Other	16%
Don't know	4%
Not applicable – I don't think that anything is currently stopping my business from employing more apprentices and graduates	14%