

YouGov / Epiphany

18-24 Year Olds

Sample Size: 685 UK adults

Fieldwork: 25th June - 1st July 2015

Total	Gender		Age	Social Grade		Region								
Base	Male	Female	18-24	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

For the following question, by "actively searched for a job role", we mean contacted a recruitment agency, looked through job listings, searched on LinkedIn, etc., as well as applied for a job role.

Which, if any, of the following industries have you ever actively searched for a job role in? (Please select all that apply)

	Unweighted base	685	301	384	685	178	507	152	95	56	112	160	575	35	68	7
Base: All UK 18 to 24 Year Olds	685	352	333	685	174	511	177	108	58	87	140	570	35	58	22	
Retail	45%	41%	49%	45%	38%	47%	45%	42%	38%	41%	49%	44%	57%	52%	19%	
Hospitality, travel and/ or leisure	22%	20%	25%	22%	19%	24%	22%	16%	15%	27%	23%	21%	33%	27%	32%	
Education	18%	13%	22%	18%	30%	13%	19%	16%	24%	18%	19%	19%	15%	16%	-	
Healthcare	16%	11%	22%	16%	24%	14%	20%	13%	12%	13%	18%	16%	17%	14%	27%	
Marketing, media and/ or advertising	14%	15%	13%	14%	22%	12%	14%	12%	14%	18%	16%	15%	17%	6%	19%	
IT	11%	16%	6%	11%	11%	11%	13%	9%	11%	6%	14%	11%	14%	12%	-	
Finance	10%	13%	7%	10%	19%	7%	9%	12%	7%	9%	14%	11%	6%	12%	-	
Transport and/ or logistics	9%	12%	5%	9%	12%	8%	10%	8%	6%	9%	8%	9%	10%	4%	19%	
Law	6%	7%	5%	6%	10%	5%	5%	9%	6%	8%	7%	9%	9%	-	-	
Manufacturing	6%	9%	2%	6%	6%	6%	10%	2%	6%	2%	7%	6%	4%	-	19%	
Construction	3%	4%	1%	3%	1%	4%	4%	-	2%	-	3%	2%	4%	1%	19%	
None of these	21%	25%	18%	21%	15%	23%	22%	24%	31%	17%	17%	21%	24%	17%	27%	
Don't know/ can't recall	8%	8%	8%	8%	5%	9%	7%	12%	7%	13%	5%	8%	5%	9%	14%	

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

	Unweighted base	685	301	384	685	178	507	152	95	56	112	160	575	35	68	7
Base: All UK 18 to 24 Year Olds	685	352	333	685	174	511	177	108	58	87	140	570	35	58	22	
I would expect to be offered formal training as part of a job	39%	39%	39%	39%	40%	38%	44%	30%	36%	34%	42%	38%	30%	43%	46%	
Work/ life balance is most important to me when choosing a job	33%	30%	36%	33%	32%	34%	34%	27%	25%	34%	42%	34%	24%	34%	32%	
I am concerned about finding a job after I leave education	32%	33%	30%	32%	12%	38%	35%	30%	33%	31%	29%	32%	27%	38%	14%	
Career progression is most important to me when choosing a job	24%	26%	21%	24%	30%	21%	25%	23%	19%	22%	25%	24%	31%	27%	-	
I want to be able to travel with my job	21%	23%	18%	21%	22%	20%	23%	17%	18%	19%	24%	21%	10%	21%	32%	
Salary is most important to me when choosing a job	18%	19%	16%	18%	16%	18%	21%	19%	21%	16%	13%	18%	15%	19%	14%	
I found it difficult to get a job after I left education	18%	15%	20%	18%	22%	16%	20%	17%	23%	13%	19%	19%	15%	12%	14%	
I would consider applying for an apprenticeship role	17%	17%	16%	17%	11%	19%	18%	13%	15%	11%	17%	15%	30%	22%	19%	
I want my job title to impress my friends	16%	18%	14%	16%	15%	17%	21%	14%	20%	16%	13%	17%	10%	16%	14%	
None of these	5%	4%	6%	5%	6%	5%	3%	5%	6%	7%	4%	5%	3%	1%	27%	
Don't know	9%	8%	10%	9%	7%	10%	8%	11%	14%	9%	6%	9%	11%	7%	14%	

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Thinking generally about careers advice you have received from the educational institutions you attend/ have attended (e.g. schools, colleges, universities, etc.)...

Overall, how good or poor would you say the quality of careers advice you received from the educational institutions you attend(ed) is/ was? (If you have not received any careers advice from an educational institution, or have never attended any educational institution, please select the relevant "Not applicable" option)

	Unweighted base	685	301	384	685	178	507	152	95	56	112	160	575	35	68	7
Base: All UK 18 to 24 Year Olds	685	352	333	685	174	511	177	108	58	87	140	570	35	58	22	
Very good	5%	7%	4%	5%	4%	6%	5%	7%	4%	7%	5%	6%	3%	7%	-	
Fairly good	23%	25%	21%	23%	23%	23%	24%	24%	24%	16%	29%	24%	21%	15%	14%	
Neither good nor poor	17%	19%	16%	17%	17%	18%	16%	18%	20%	18%	16%	17%	21%	22%	14%	
Fairly poor	23%	23%	22%	23%	21%	23%	31%	15%	18%	24%	19%	23%	26%	25%	19%	
Very poor	15%	12%	18%	15%	23%	13%	14%	18%	16%	10%	16%	15%	18%	17%	14%	
Don't know/ can't recall	6%	4%	7%	6%	6%	6%	4%	7%	4%	5%	6%	5%	3%	7%	27%	
Not applicable - I have not received any careers advice from an educational institution	8%	8%	8%	8%	3%	10%	5%	9%	10%	11%	8%	8%	6%	7%	14%	
Not applicable - I have never attended any educational institution	3%	2%	4%	3%	2%	3%	1%	3%	5%	9%	1%	3%	3%	1%	-	
Net: Total good	28%	32%	24%	28%	27%	28%	29%	31%	28%	23%	34%	30%	24%	22%	14%	
Net: Total poor	38%	35%	41%	38%	44%	36%	44%	33%	34%	34%	35%	37%	44%	42%	32%	

Total	Gender		Age	Social Grade		Region								
Base	Male	Female	18-24	ABC1	C2DE	North	Midlands	East	London	South	England	Wales	Scotland	Northern Ireland

Thinking generally about the construction sector...

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

	Unweighted base	685	301	384	685	178	507	152	95	56	112	160	575	35	68	7
	Base: All UK 18 to 24 Year Olds	685	352	333	685	174	511	177	108	58	87	140	570	35	58	22
The construction sector is important to the UK economy		46%	50%	42%	46%	53%	44%	43%	40%	54%	43%	50%	46%	46%	54%	46%
Jobs in the construction sector are mainly targeted toward men		45%	43%	46%	45%	52%	42%	45%	40%	39%	45%	44%	43%	44%	54%	59%
Jobs in the construction sector are not secure (e.g. continuity of employment/ contracts)		26%	27%	25%	26%	29%	25%	27%	16%	26%	21%	28%	24%	30%	29%	59%
The construction sector is not a desirable industry to work in		19%	21%	17%	19%	21%	18%	17%	20%	22%	25%	20%	20%	10%	21%	-
The construction sector is a growing industry		17%	19%	15%	17%	22%	15%	18%	16%	23%	14%	21%	18%	18%	13%	-
There are few opportunities for university graduates in the construction sector		15%	18%	11%	15%	14%	15%	14%	14%	28%	14%	12%	15%	14%	9%	19%
Jobs in the construction sector are generally poorly paid		14%	16%	11%	14%	13%	14%	13%	13%	14%	21%	14%	14%	6%	16%	-
Jobs in the construction sector are generally well paid		12%	10%	14%	12%	12%	12%	10%	15%	15%	10%	12%	12%	11%	13%	14%
I would consider a career in the construction sector		8%	9%	7%	8%	8%	8%	7%	6%	7%	6%	9%	7%	9%	9%	19%
Jobs in the construction sector offer good career progression		7%	8%	6%	7%	7%	7%	5%	8%	9%	7%	6%	6%	5%	7%	14%
The construction sector is a desirable industry to work in		5%	4%	6%	5%	6%	5%	5%	7%	-	5%	5%	5%	11%	5%	-
None of these		7%	7%	7%	7%	5%	7%	6%	6%	8%	7%	6%	6%	6%	7%	14%
Don't know		25%	23%	27%	25%	19%	27%	31%	30%	18%	24%	22%	26%	22%	19%	14%