

CITY & GUILDS – THE SKILLS SHOW

#OPENDOORS

BACKGROUND & METHODOLOGY



BACKGROUND

- As part of our #opendoors campaign, we spoke to parents to find out their views on the education system and careers advice.
- The research has been released ahead of The Skills Show (<u>www.theskillsshow.com</u>) which takes place from 13-15 November 2014.
- As the UK's largest skills and careers event, The Skills Show is an opportunity for young people to meet employers and discover career opportunities.
- City & Guilds is the Lead Premier Sponsor of The Skills Show.

METHODOLOGY

- All figures, unless otherwise stated, are from YouGov Plc.
- The total sample size was 3,566 parents.
- Fieldwork was undertaken between 18 and 22 September 2014.0 The survey was carried out online.
- The figures have been weighted and are representative of all GB parents (aged 18+).

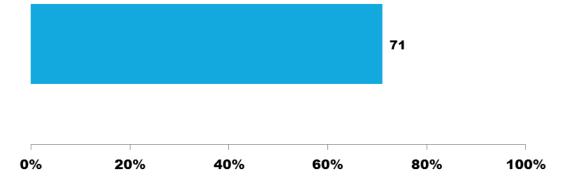
WHICH OF THE FOLLOWING APPLY TO YOU?



I have a child who is male



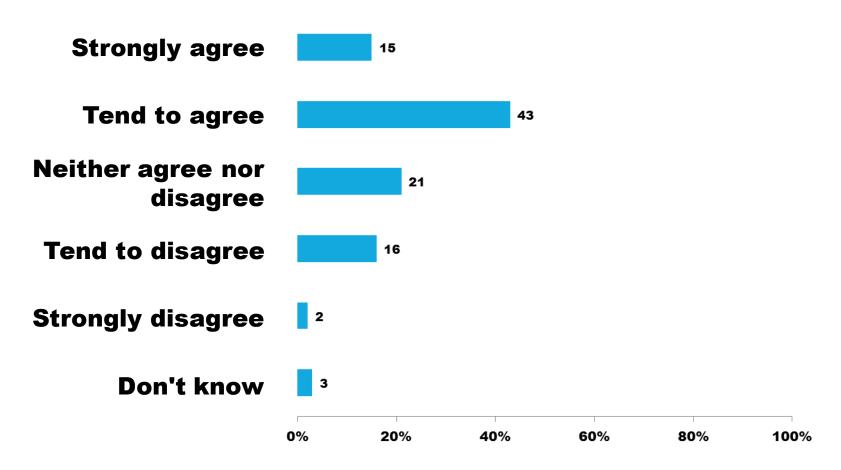
I have a child who is female



MAKING CAREER DECISIONS



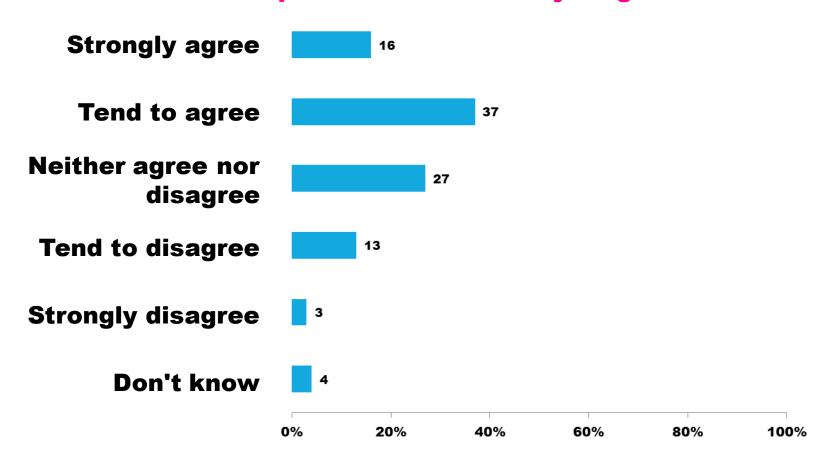
Young people today are capable of making career decisions on their own. How far do you agree?



MAKING CAREER DECISIONS



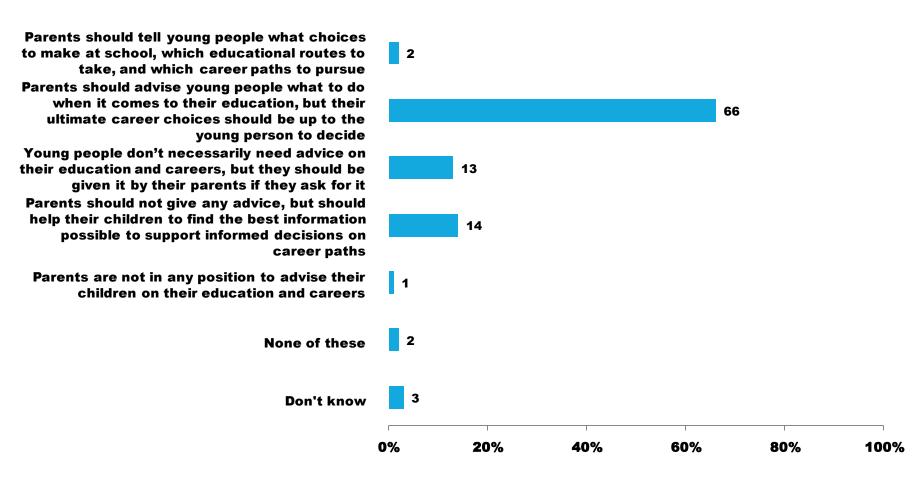
Young people today are in a better position to make career decisions on their own compared to when I was younger.



PARENTS GIVING ADVICE



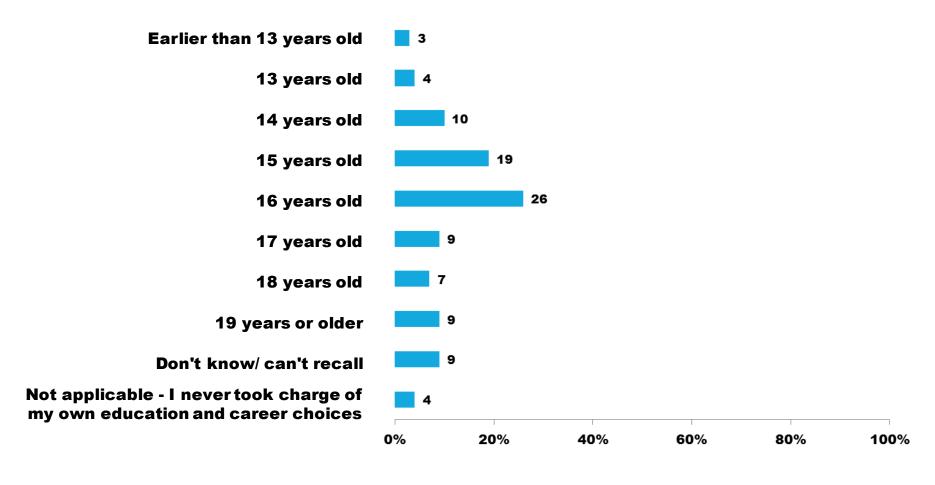
Which one of the following statements do you agree with the most?



TAKING CHARGE



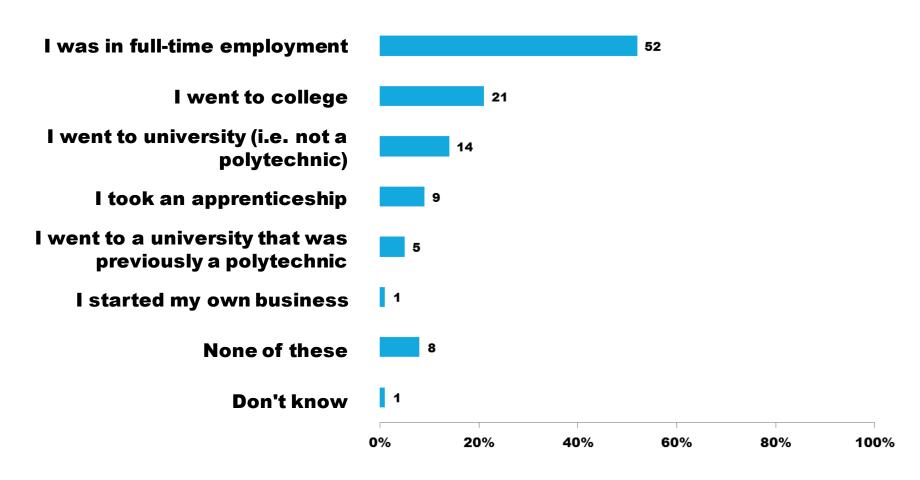
At what age would you say you personally took charge of your own education and career choices?



18 YEARS OLD



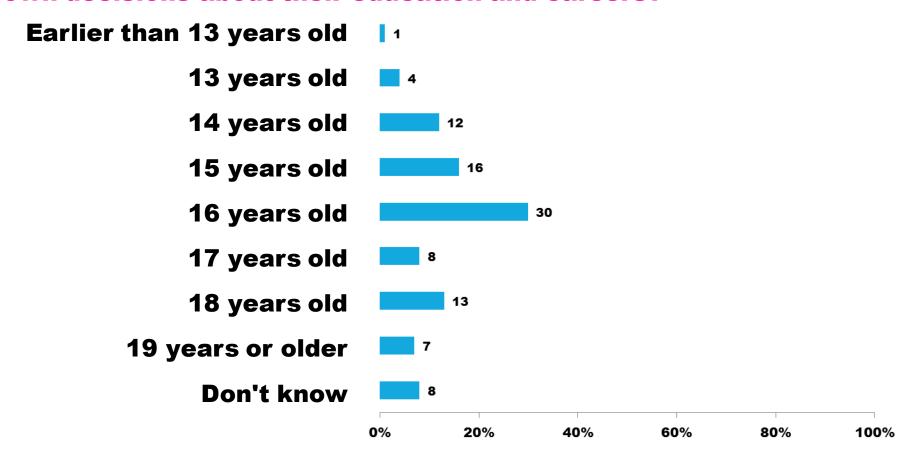
Which, if any, of the following were you doing at the age of 18? (If you were doing more than one, please select all that apply)



MAKING CAREER DECISIONS



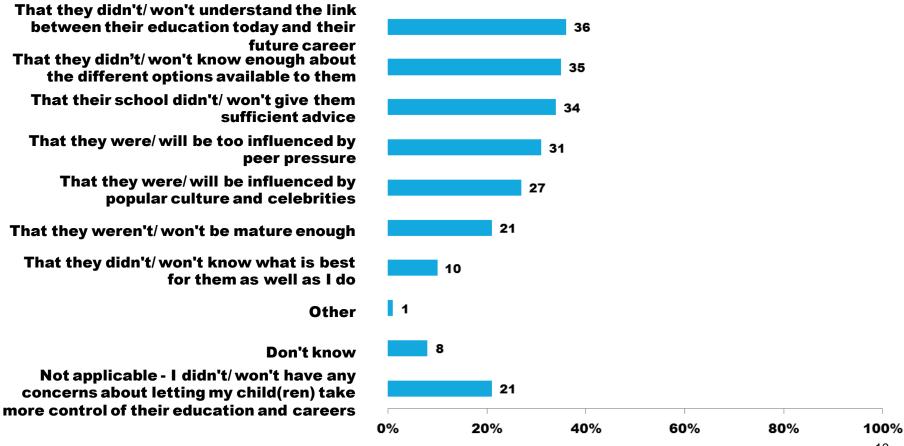
In general, at what age would you consider young people today (ie those aged between 14 and 24 years) to be able to make their own decisions about their education and careers?



CONTROL OF EDUCATION AND CAREERS



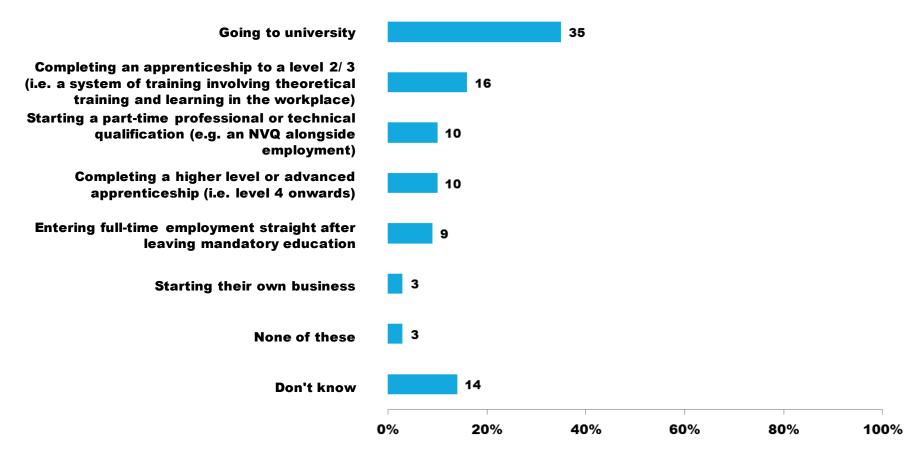
Regardless of the age of your child(ren), thinking about letting them take more control of their education and careers...which, if any, of the following have you been/ do you think you will be concerned about?



BEST ROUTE TO A SUCCESSFUL CAREER



Generally, which ONE, if any, of the following do you think is currently the BEST route to a successful career (regardless of which route your child(ren) may have already taken)?



APPRENTICESHIPS AND VOCATIONAL **QUALIFICATIONS**



For the following question, please think generally about apprenticeships and vocational qualifications. To what extent do you agree or disagree with each of the following statements?

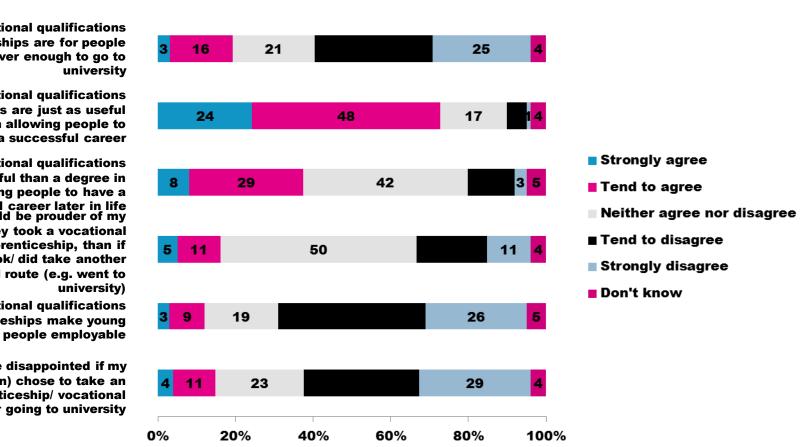
I think that vocational qualifications and apprenticeships are for people who are not clever enough to go to university

I think that vocational qualifications and apprenticeships are just as useful as a degree in allowing people to start a successful career

I think that vocational qualifications are more useful than a degree in helping young people to have a successful career later in life I think that I would be prouder of my child(ren) if they took a vocational qualification or apprenticeship, than if they took/ did take another educational route (e.g. went to university) I don't think vocational qualifications

I would be disappointed if my child(ren) chose to take an apprenticeship/ vocational qualification over going to university

and apprenticeships make young







Now, thinking generally about employment...to what extent do you agree or disagree with each of the following statements?

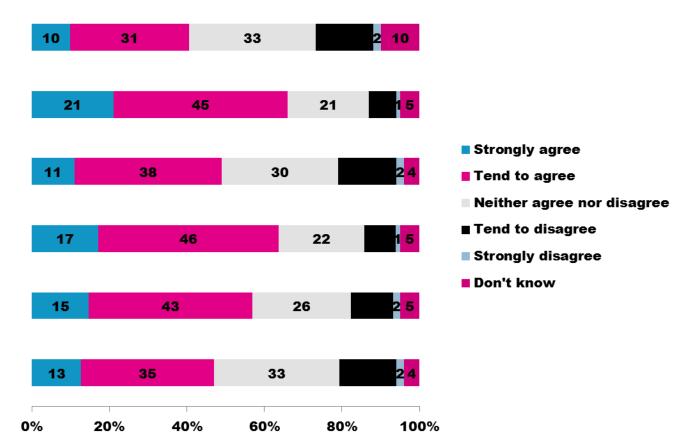
When recruiting, employers value degrees more than vocational qualifications and apprenticeships

The current education system is not preparing children for the workplace

Work experience is more important than good grades to employers

The education system doesn't provide younger people with the softer skills employers are looking for (e.g. communication skills, teamwork etc.) The education system is too focused on academia – it needs more of a focus on vocational qualifications

The education systems needs to be more focused on academic skills (e.g. maths)



UNIVERSITY EDUCATION



Now thinking generally about university education...to what extent do you agree or disagree with each of the following statements?

University is the best educational choice for young people wanting successful careers

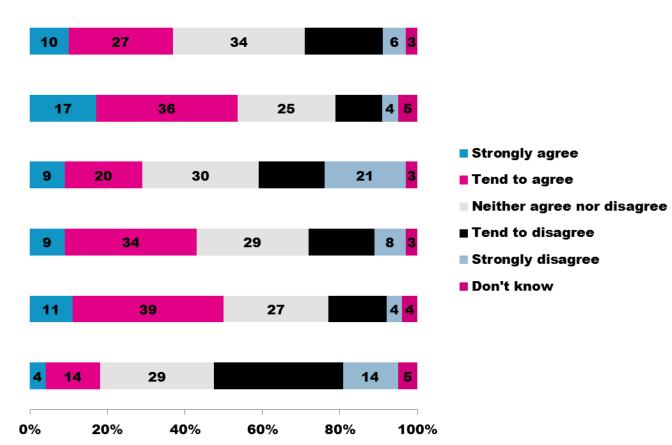
The increase in tuition fees has made me question the value of a university degree to young people today

I would be prouder of my child(ren) if they went to/ had gone to university compared to if they hadn't/ didn't go

I associate university degrees with higher social status

University used to be the best educational choice for young people – but not any more

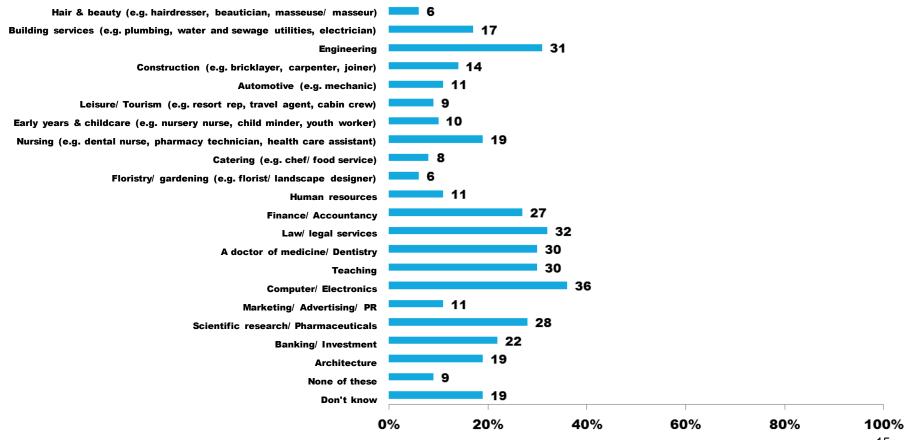
The increase in tuition fees means that a degree will be viewed as more valuable



INDUSTRIES/ PROFESSIONS



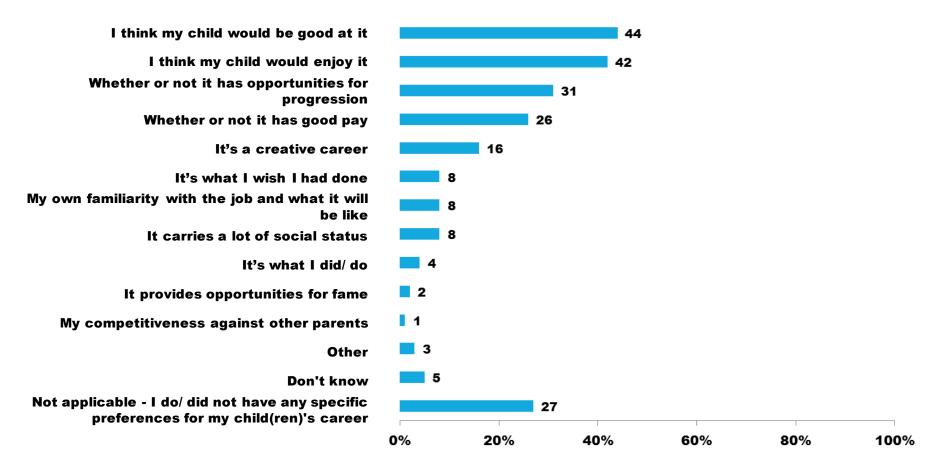
Which, if any, of the following industries/ professions would you like your child(ren) to join/ did you want them to join when they were younger (ie under 14). Please select all that apply.







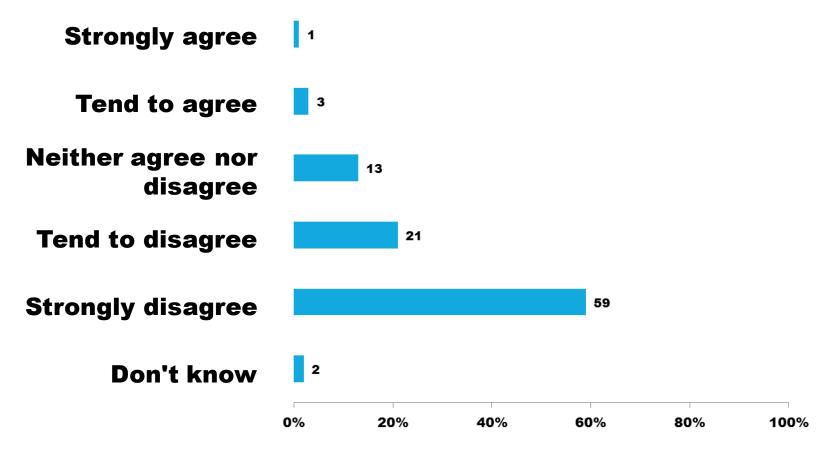
Which, if any, of the following factors would you say influence/influenced your preferences for your children's future career? (Please select all that apply)







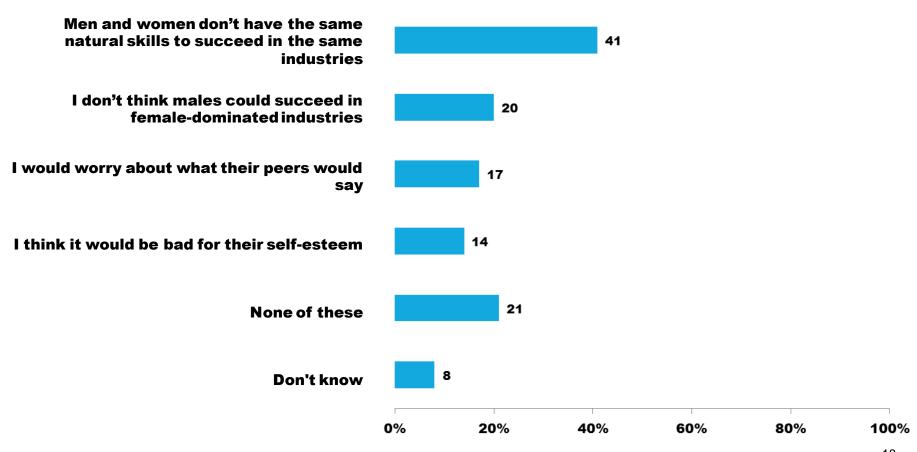
To what extent do you agree or disagree with the following statement: boys should be deterred from joining careers that are traditionally seen as 'feminine'. (eg nursing, teaching etc)



REASONS - BOYS



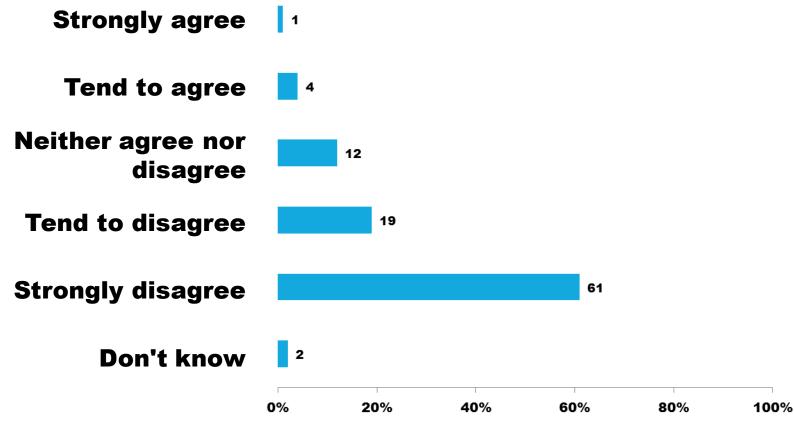
You said you thought that boys should be deterred from joining careers that are traditionally seen as 'feminine'. Which, if any, of the following would you say are reasons for this?







To what extent do you agree with the following statement? 'Girls should be deterred from joining careers that are traditionally seen as 'masculine' (eg banking, construction etc).'

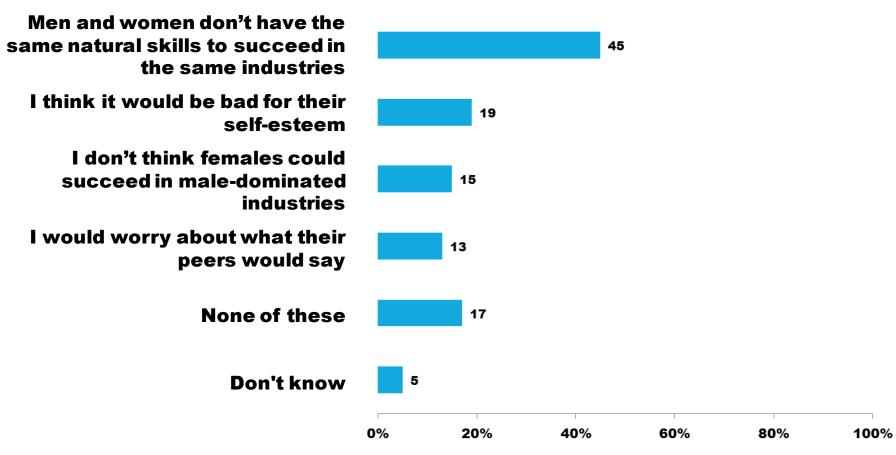


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REASONS - GIRLS



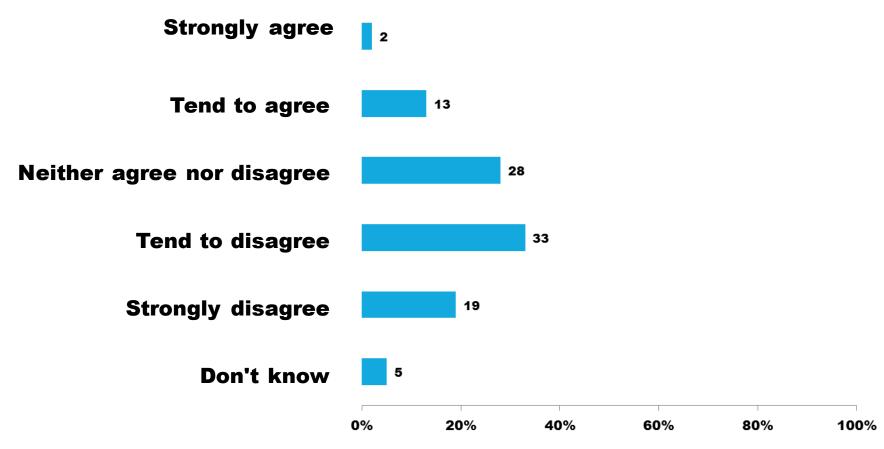
You said you thought that girls should be deterred from joining careers that are traditionally seen as 'masculine'. Which, if any, of the following would you say are reasons for this?



STRONG POSITION TO OFFER CAREERS ADVICE City&



To what extent do you agree or disagree with the following statement – 'I don't feel that I will ever be in a strong position to offer careers advice to my child(ren).'







You said that you don't feel you will ever be in a strong position to offer careers advice to your child(ren). Which (if any) of the following would you say are reasons for this? (Select all that apply)

