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What the world thinks

City &  Guilds

CITY & GUILDS – THE SKILLS SHOW

#OPENDOORS

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 (www.theskillsshow.com) 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?

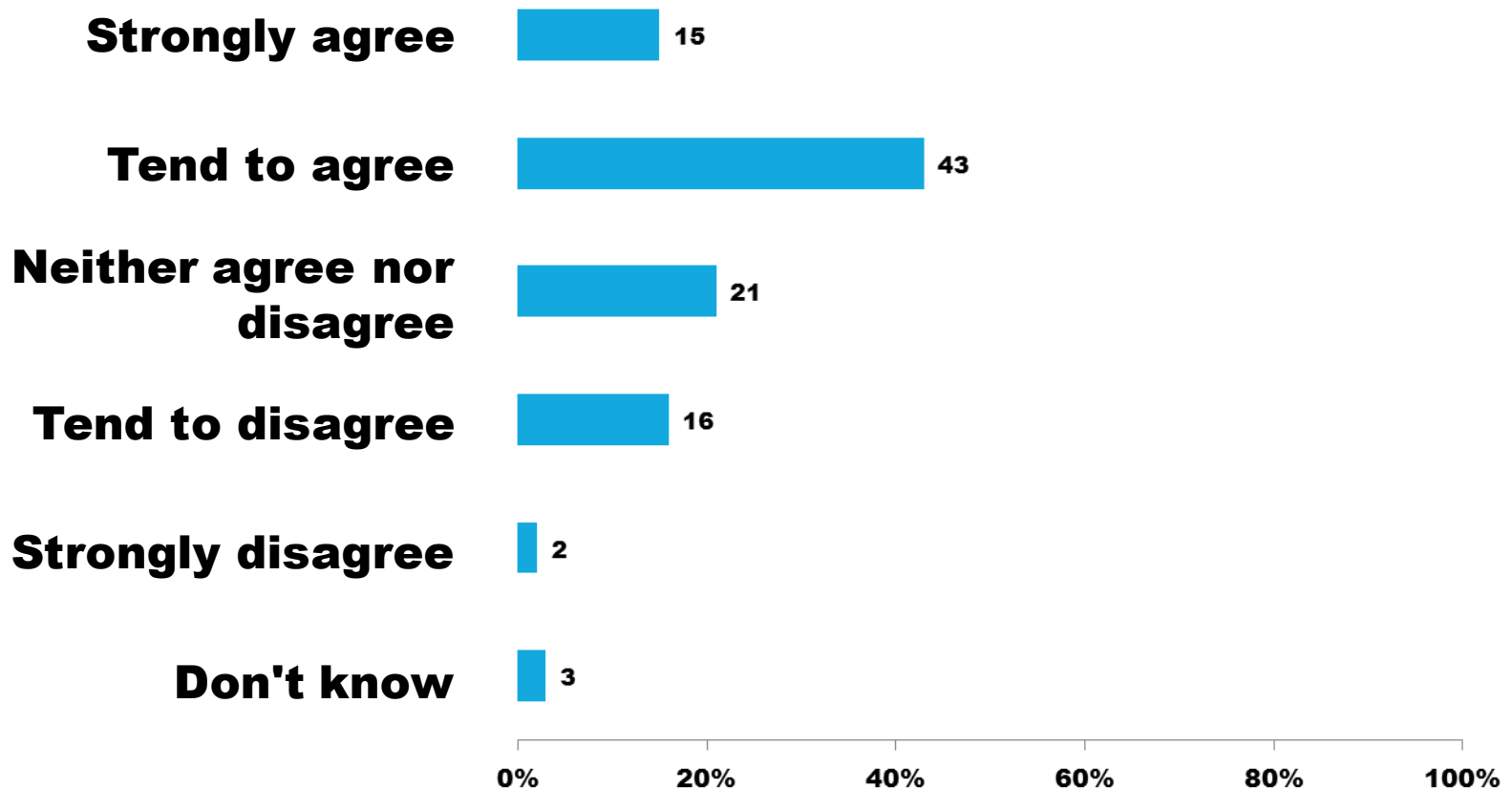
I have a child who is male



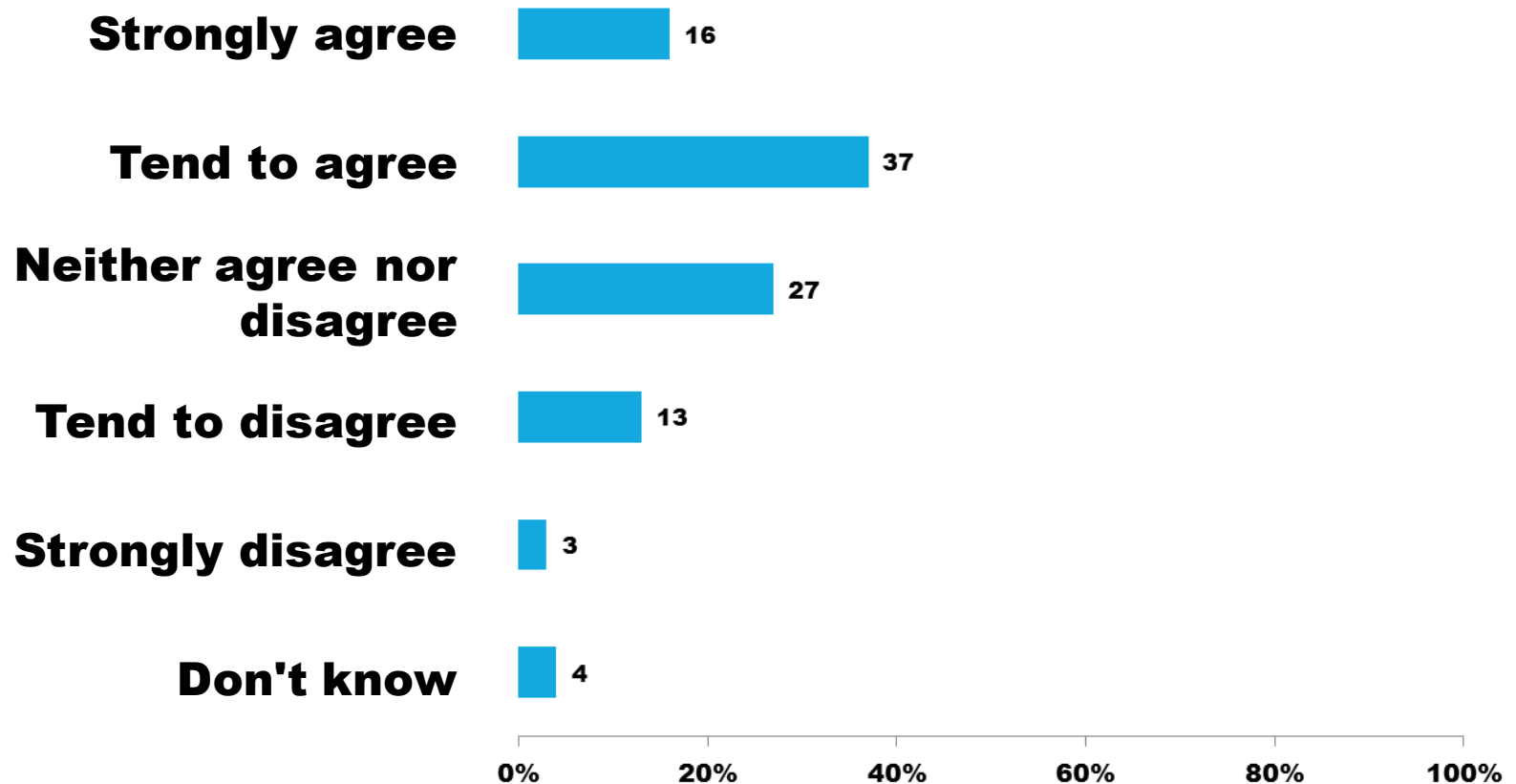
I have a child who is female



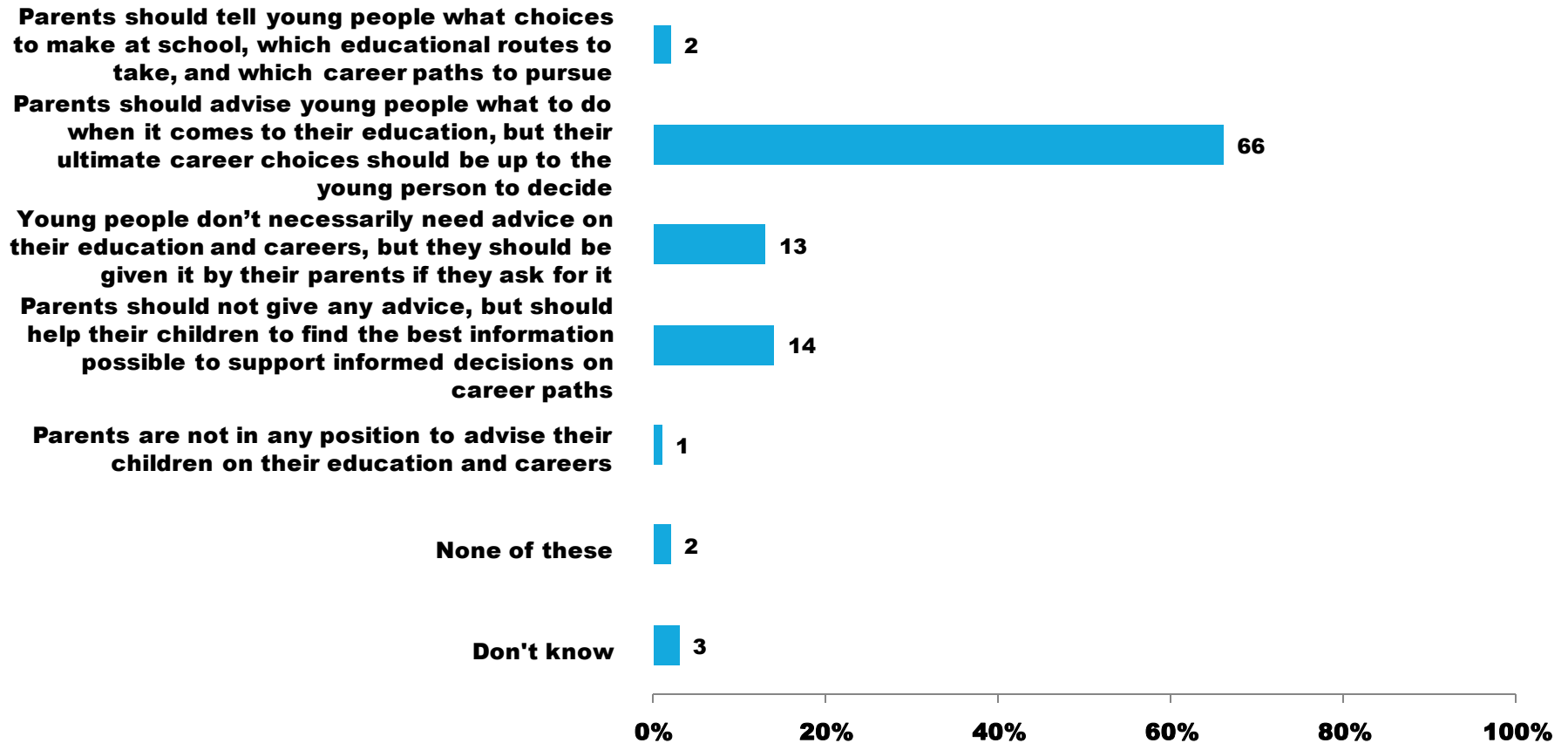
Young people today are capable of making career decisions on their own. How far do you agree?



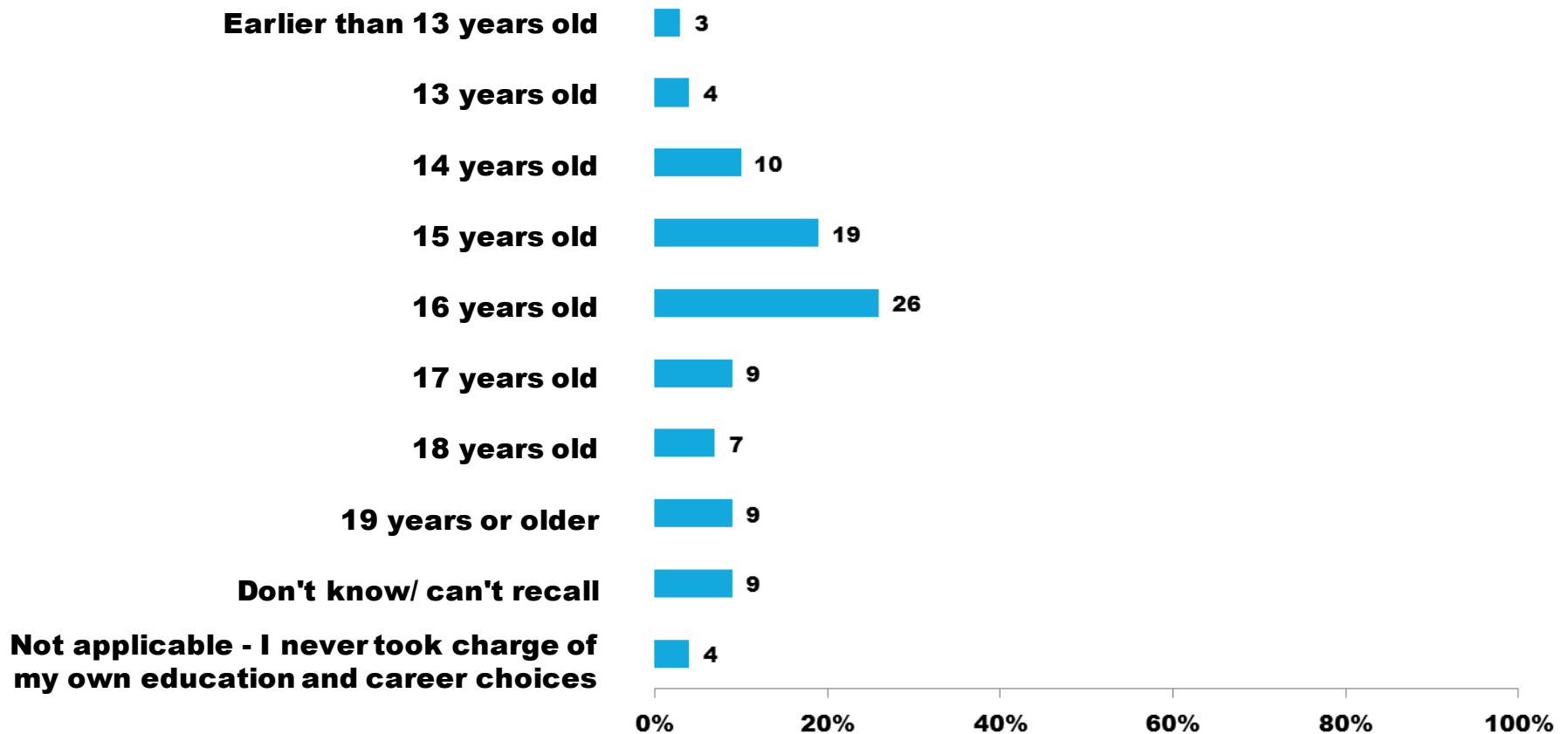
Young people today are in a better position to make career decisions on their own compared to when I was younger.



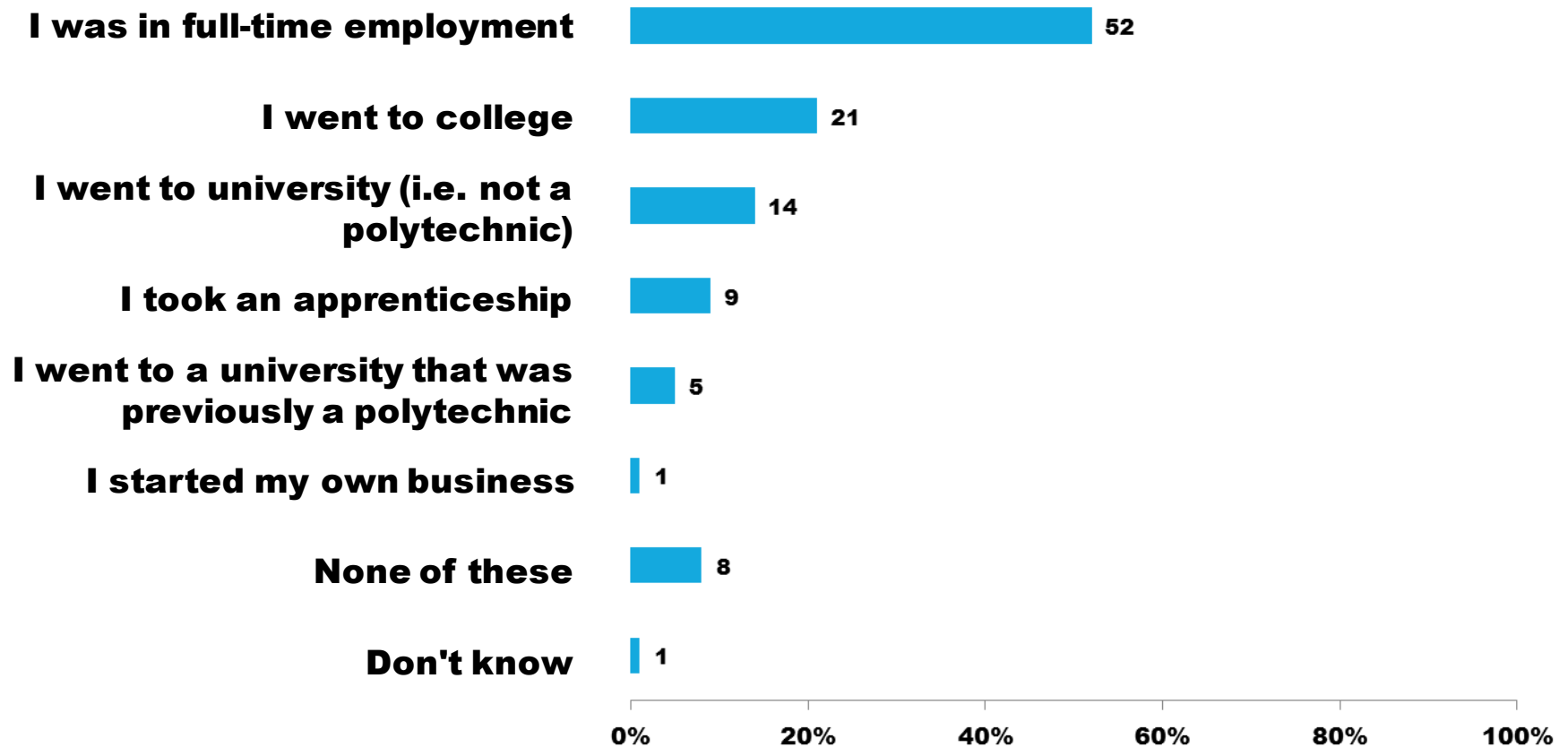
Which one of the following statements do you agree with the most?



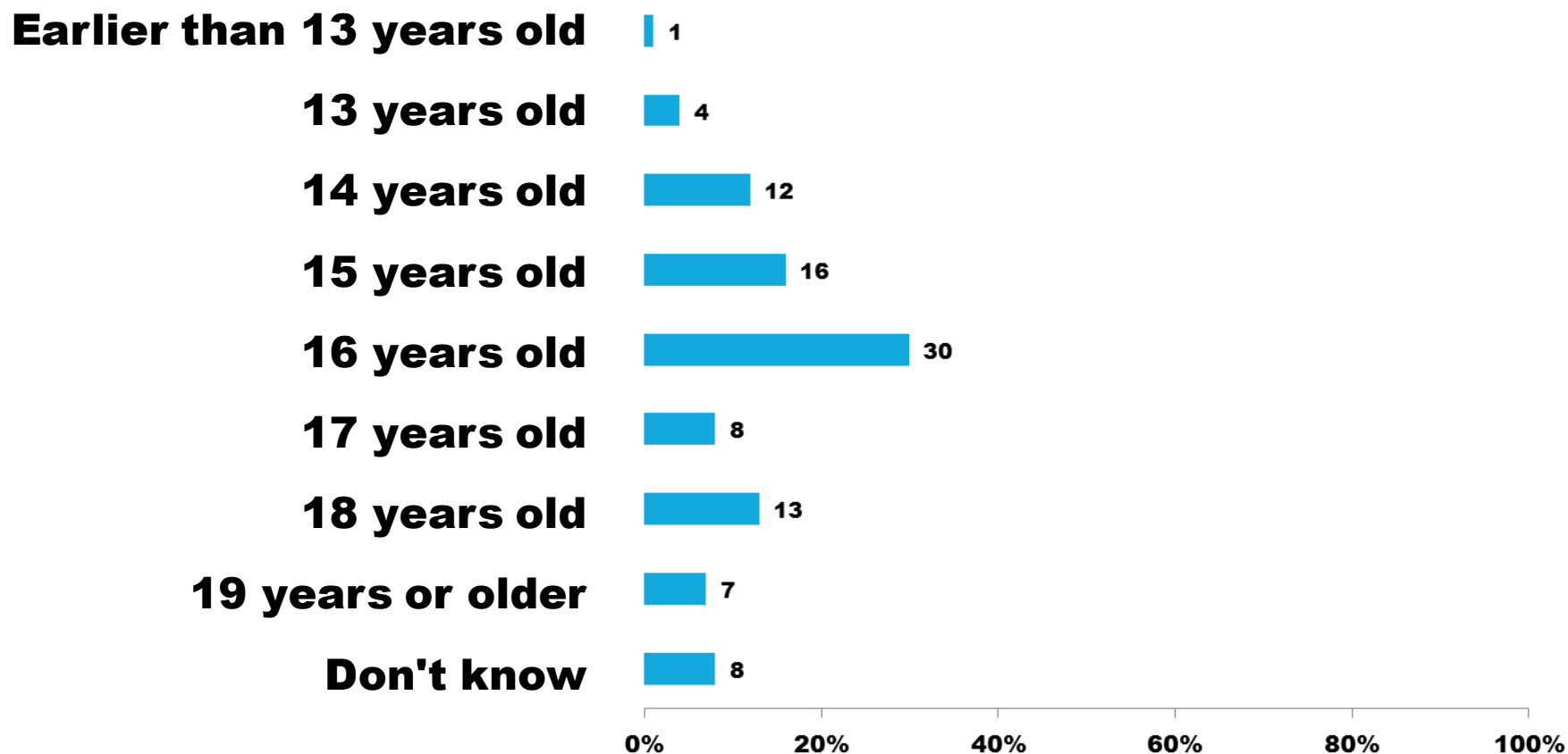
At what age would you say you personally took charge of your own education and career choices?



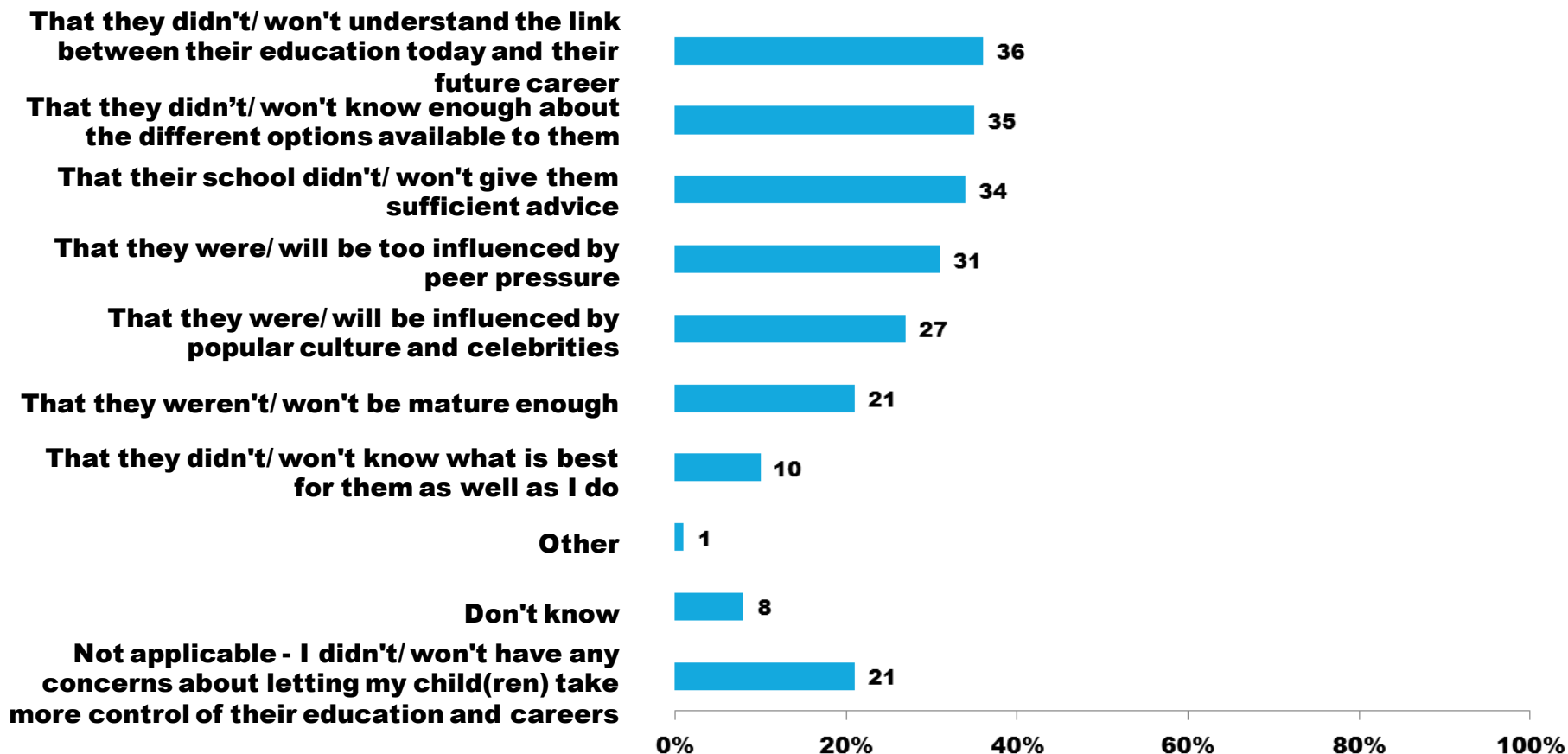
Which, if any, of the following were you doing at the age of 18? (If you were doing more than one, please select all that apply)



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?

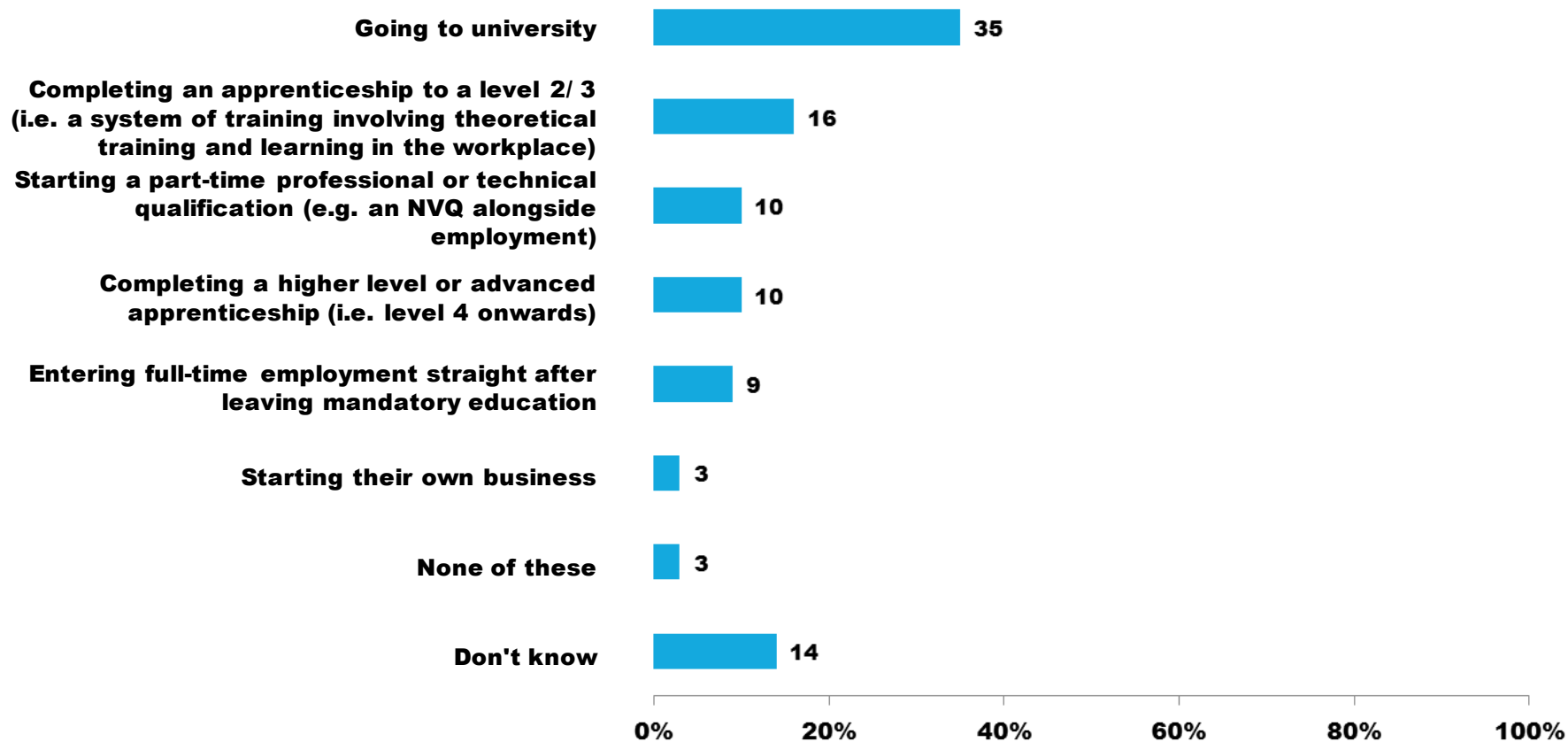


Regardless of the age of your child(ren), thinking about letting them take more control of their education and careers...which, if any, of the following have you been/ do you think you will be concerned about?



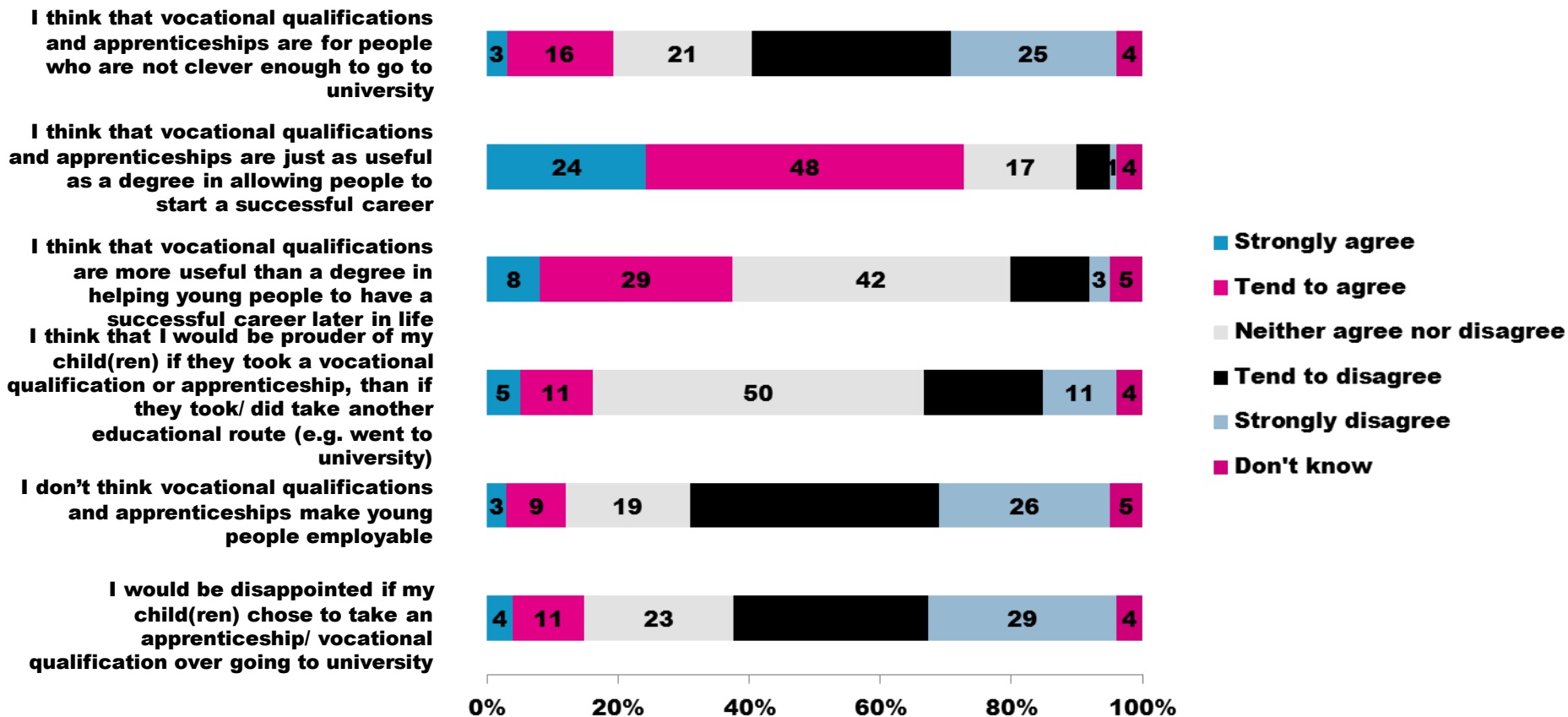
BEST ROUTE TO A SUCCESSFUL CAREER

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)?

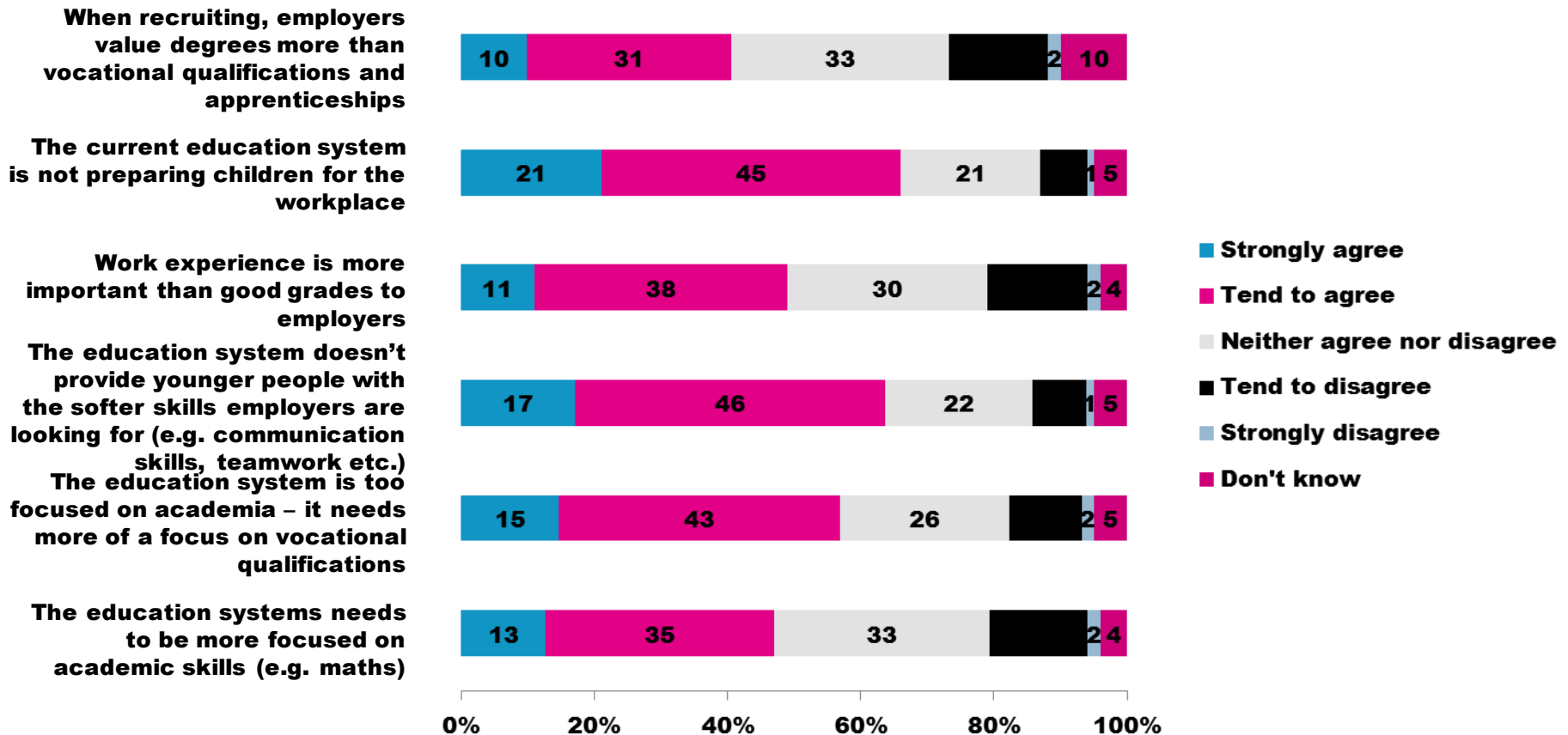


APPRENTICESHIPS AND VOCATIONAL QUALIFICATIONS

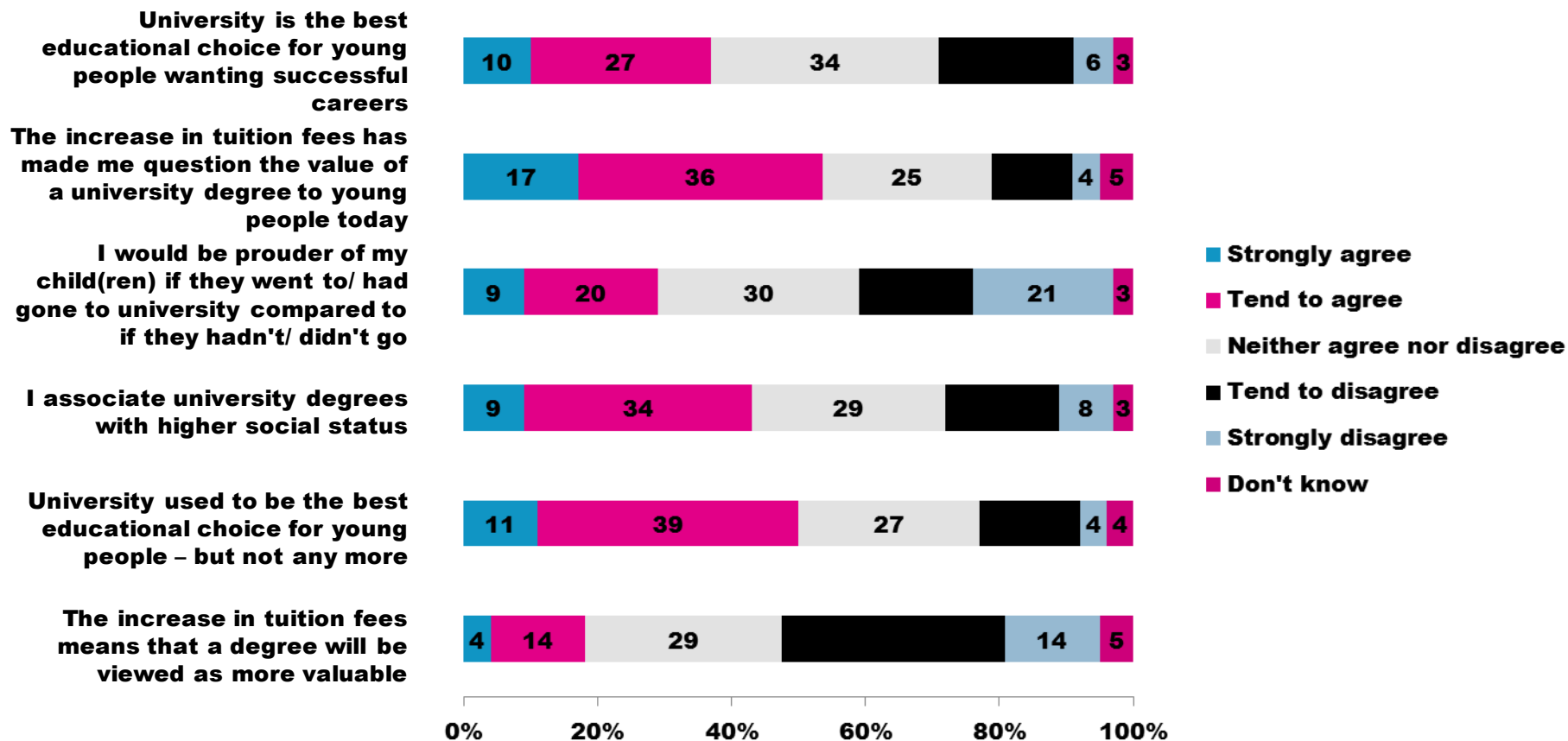
For the following question, please think generally about apprenticeships and vocational qualifications. To what extent do you agree or disagree with each of the following statements?



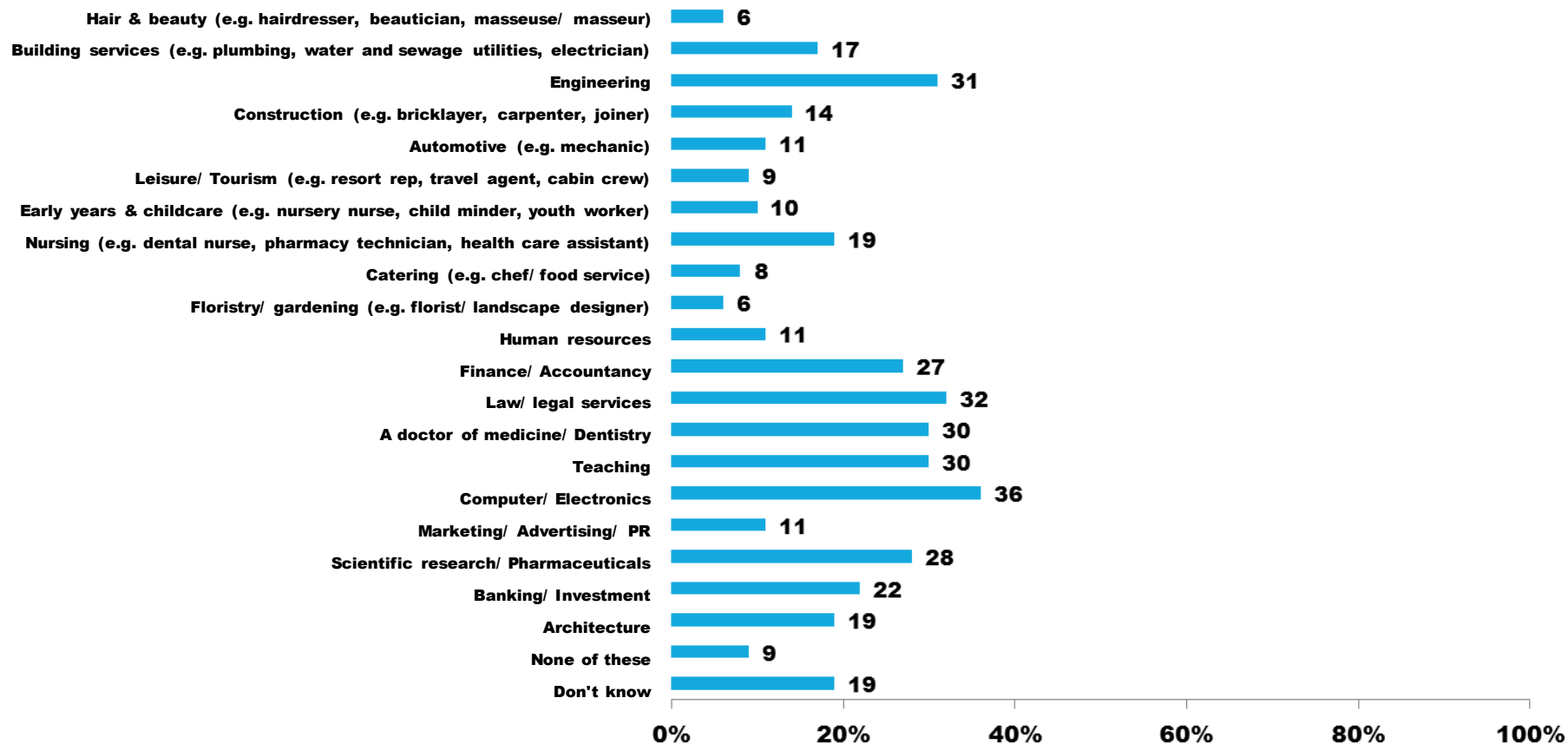
Now, thinking generally about employment...to what extent do you agree or disagree with each of the following statements?



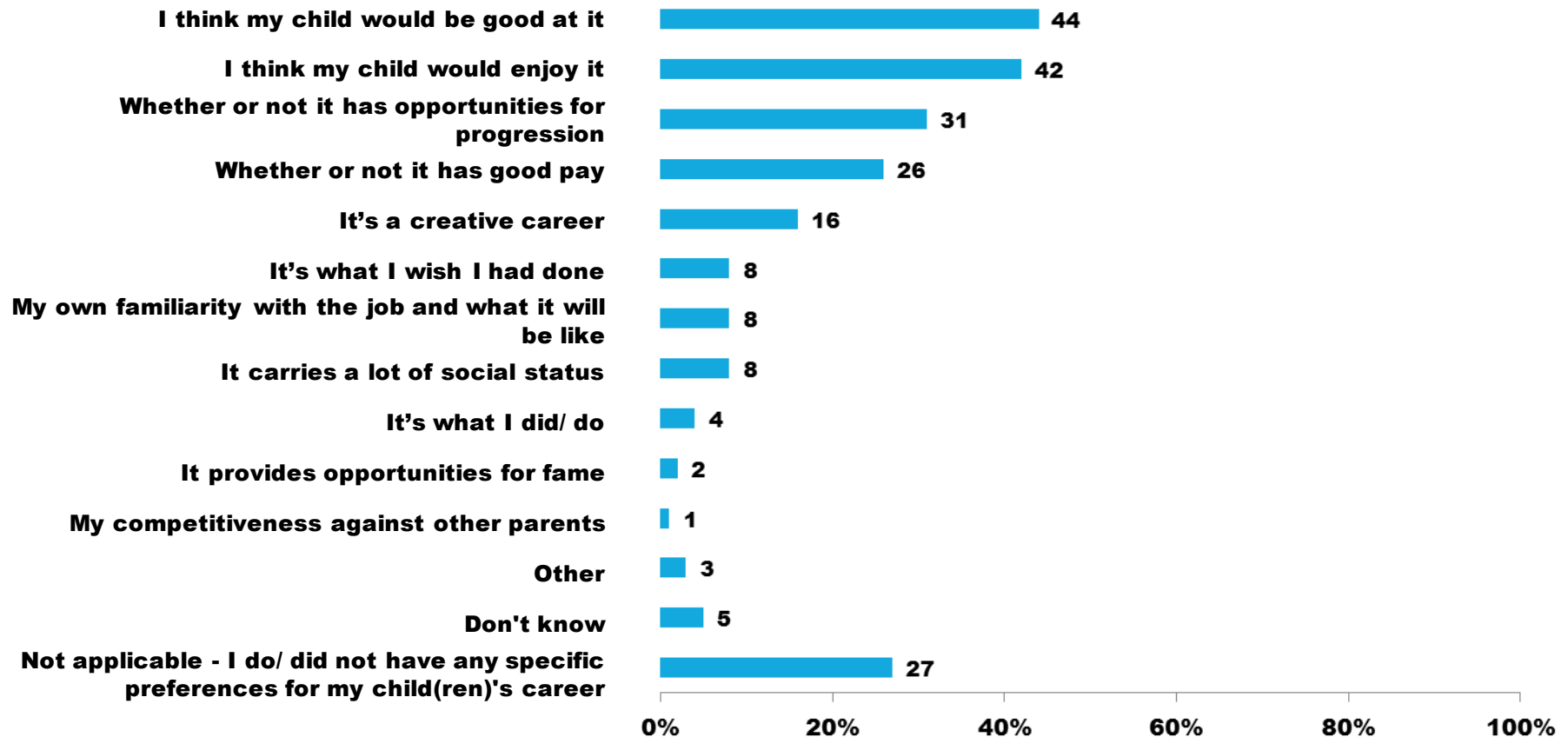
Now thinking generally about university education...to what extent do you agree or disagree with each of the following statements?



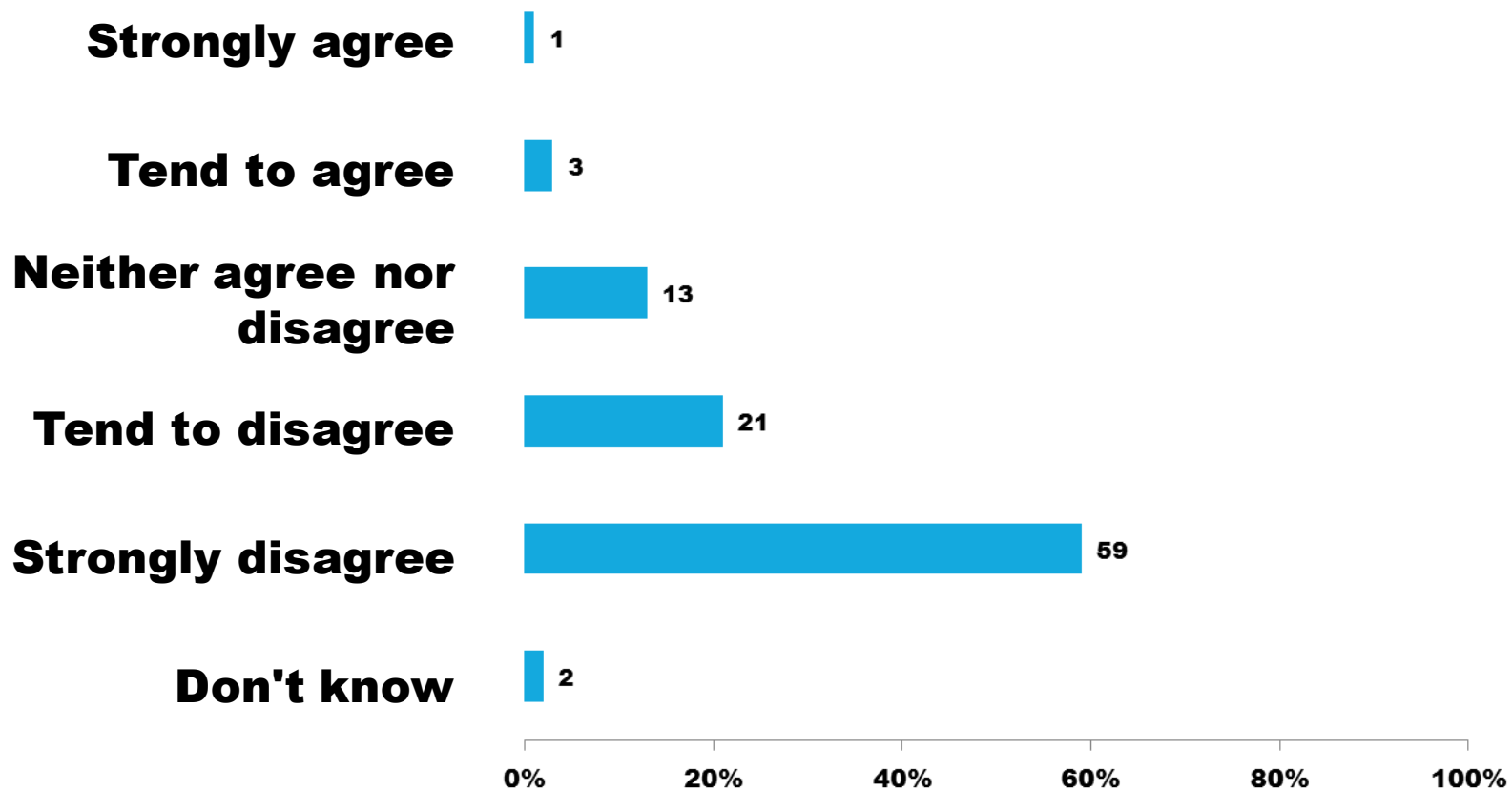
Which, if any, of the following industries/ professions would you like your child(ren) to join/ did you want them to join when they were younger (ie under 14). Please select all that apply.



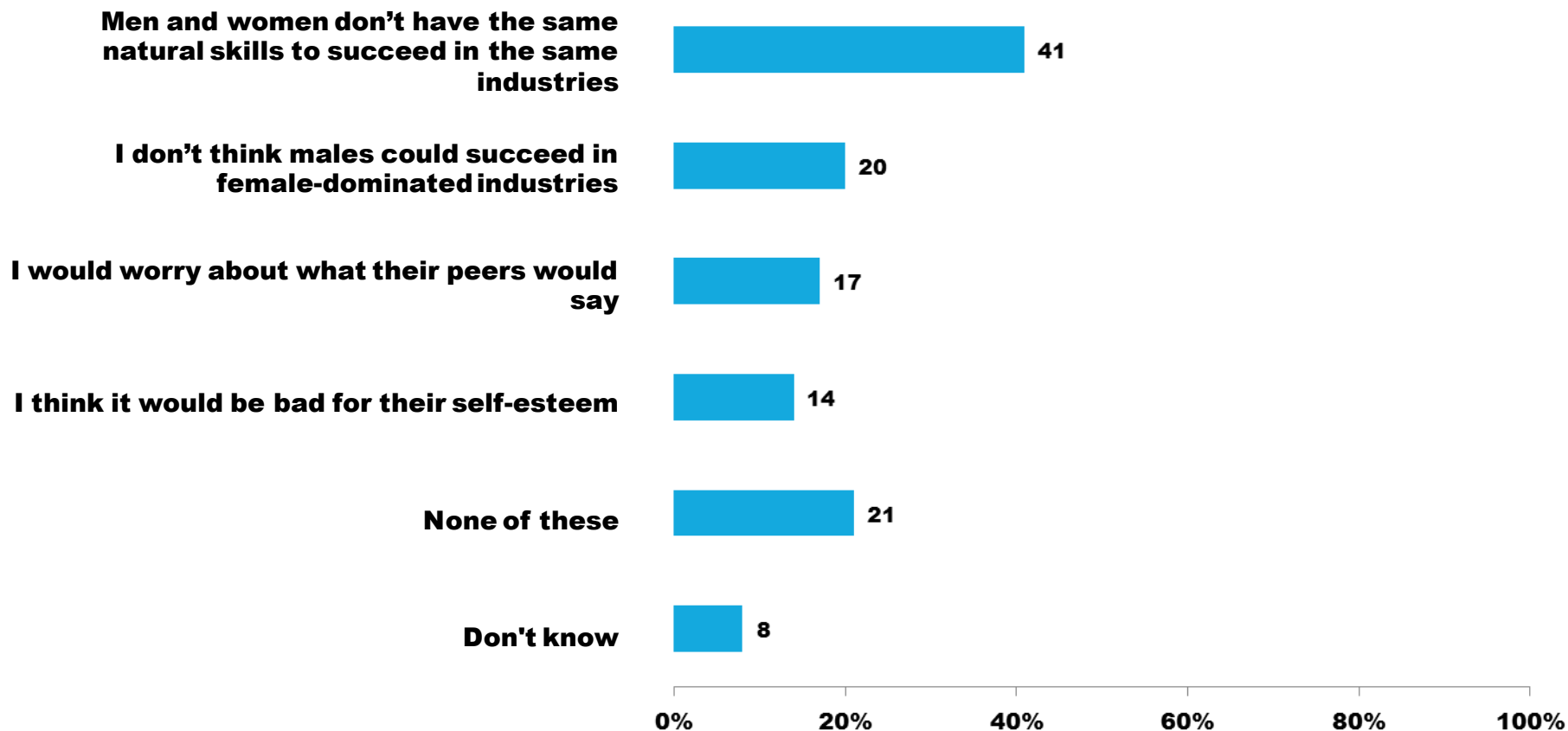
Which, if any, of the following factors would you say influence/ influenced your preferences for your children's future career? (Please select all that apply)



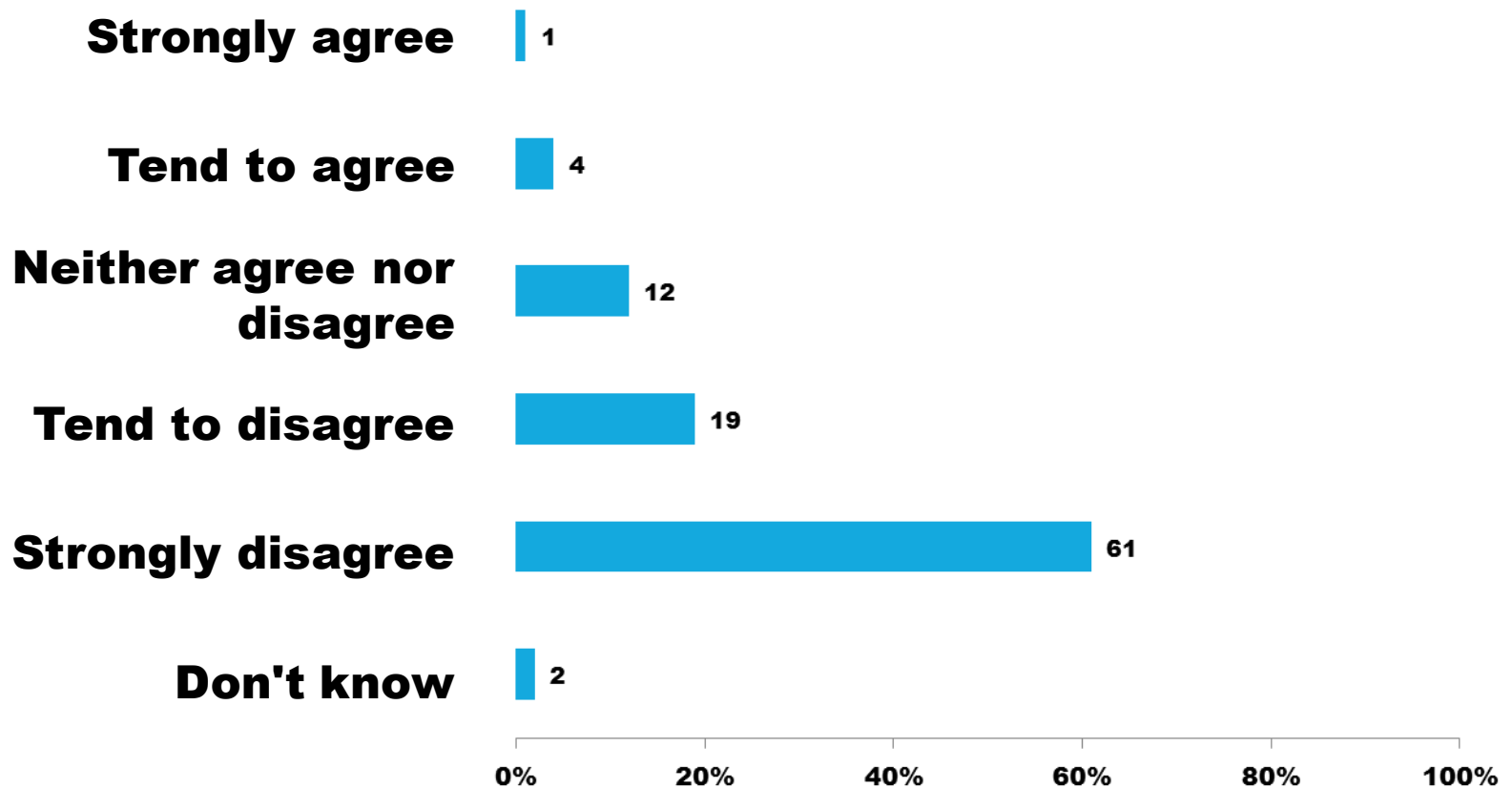
To what extent do you agree or disagree with the following statement: boys should be deterred from joining careers that are traditionally seen as 'feminine'. (eg nursing, teaching etc)



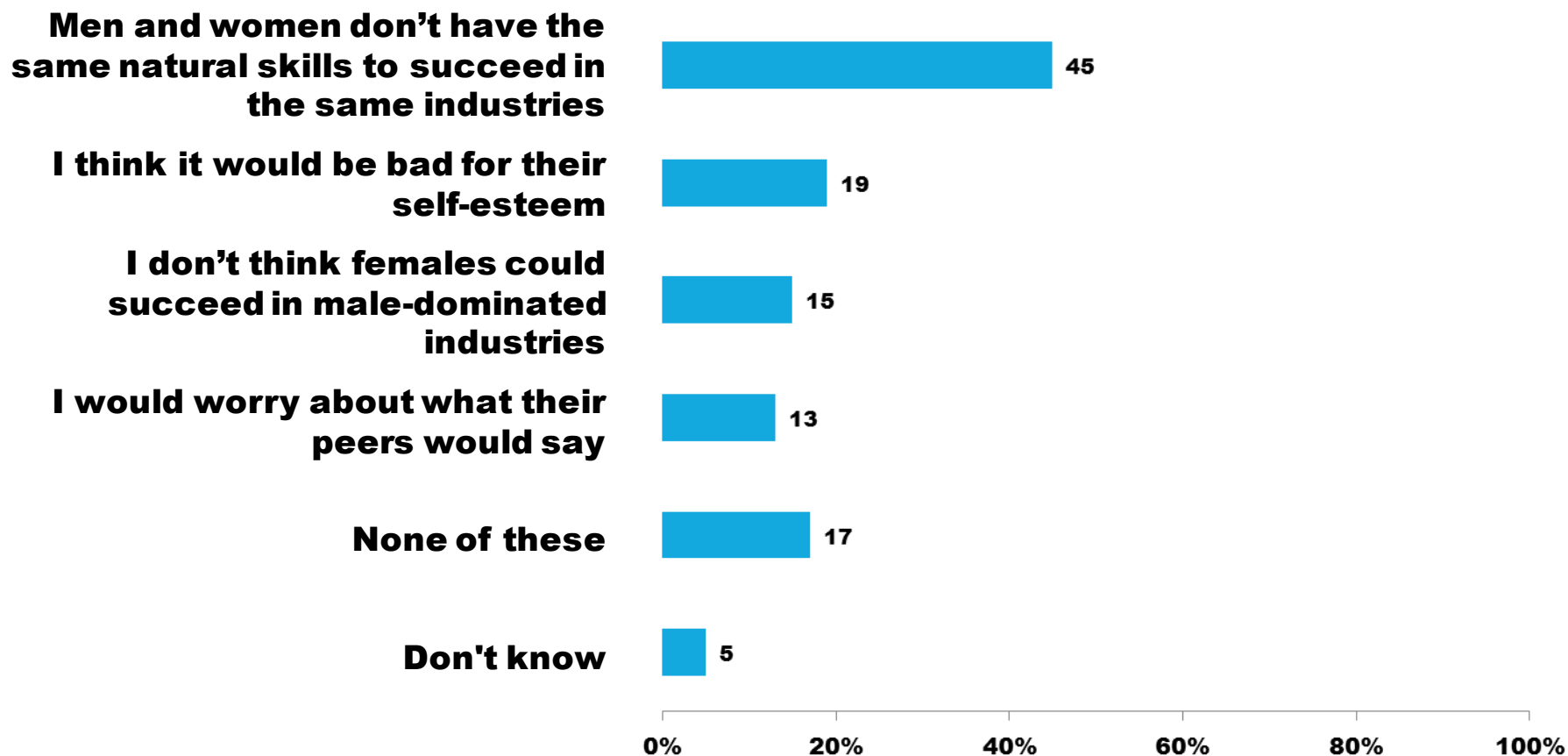
You said you thought that boys should be deterred from joining careers that are traditionally seen as ‘feminine’. Which, if any, of the following would you say are reasons for this?



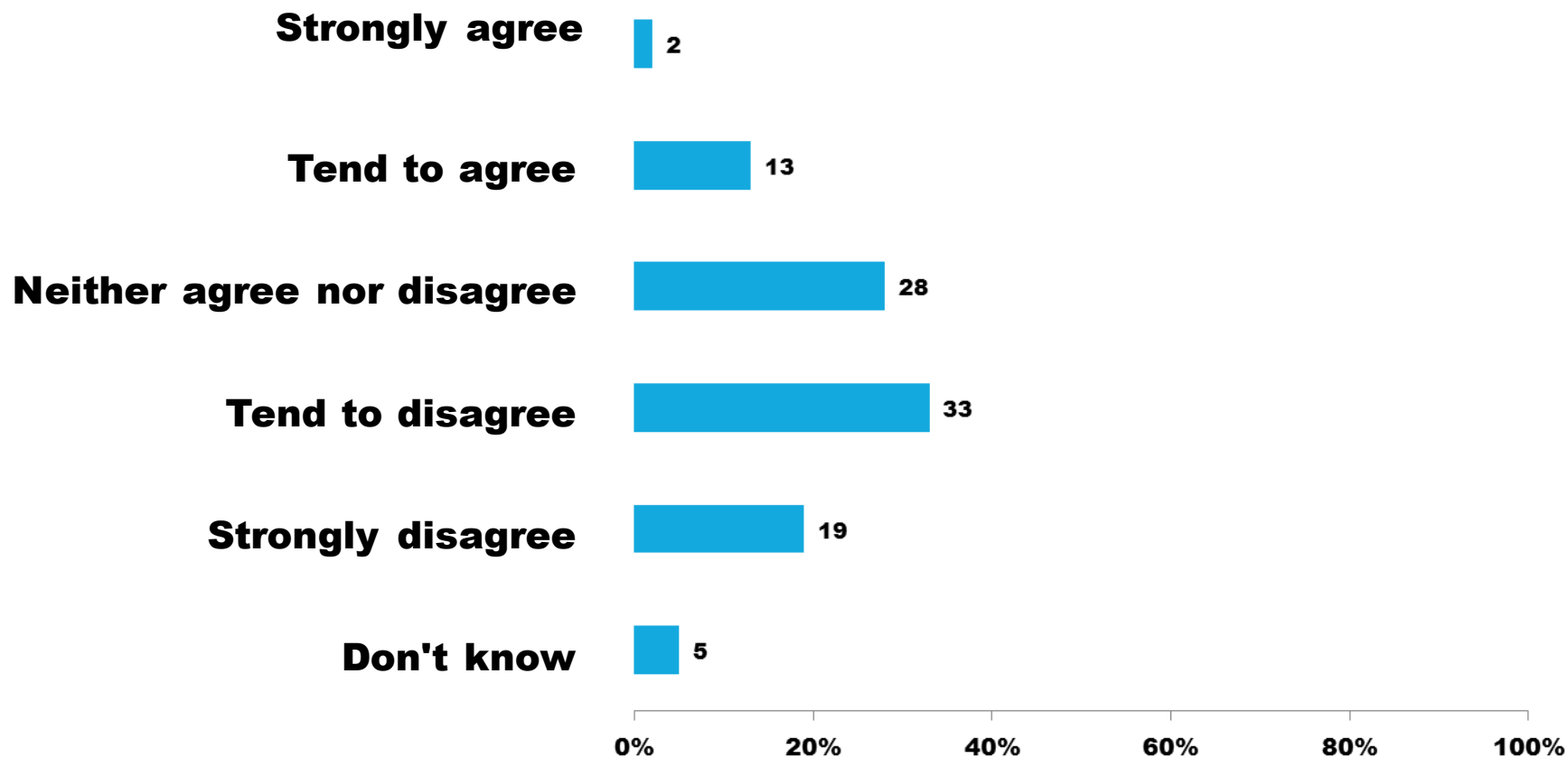
To what extent do you agree with the following statement? 'Girls should be deterred from joining careers that are traditionally seen as 'masculine' (eg banking, construction etc).'



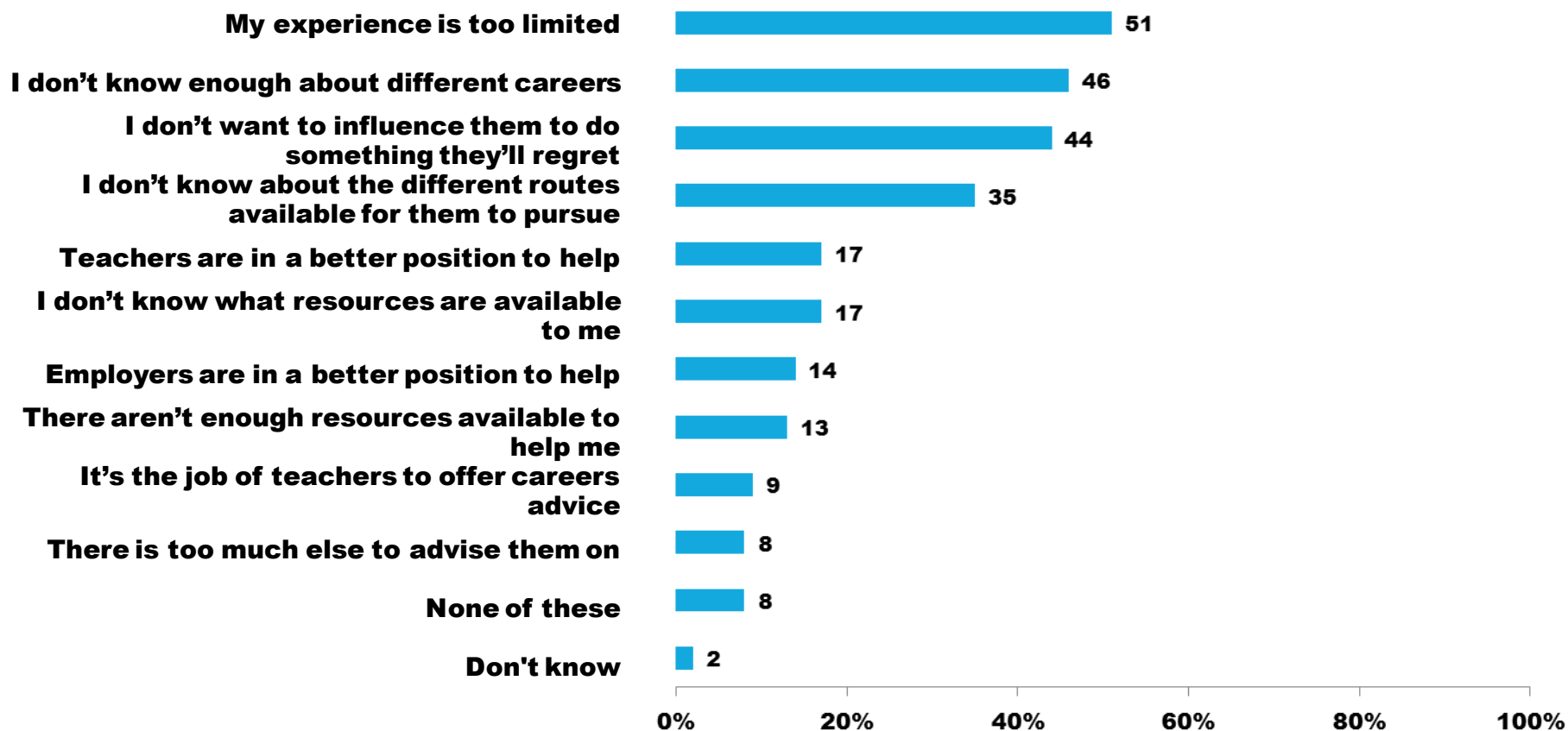
You said you thought that girls should be deterred from joining careers that are traditionally seen as 'masculine'. Which, if any, of the following would you say are reasons for this?



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)



THANK
YOU

