

**YouGov / Portland Communications**  
**STEM Subjects**

Bespoke Sample: 1,000 14-18 year olds (UK)  
Fieldwork Time: 17th - 24th October 2014

Total	Gender		Age					Social Grade	
Base	Male	Female	14	15	16	17	18	ABC1	C2DE

For the following questions, by **STEM subjects**, we mean subjects studied in education such as: Science; Technology (i.e. design technology, IT, food technology); Engineering; Mathematics.

Are you planning to study any STEM subjects at each of the following educational institutions? (Please select the option that best applies on each row)

- At college/ sixth form

<b>Base: All UK 14-18 year old respondents</b>	1000	443	557	159	170	149	262	260	212	788
Yes, I am <b>currently studying</b> a STEM subject(s) here	28%	29%	26%	-	-	62%	53%	16%	4%	34%
Yes, I am <b>planning to study</b> a STEM subject(s) here	20%	23%	17%	45%	62%	7%	2%	1%	50%	11%
No, I'm not studying nor planning to study a STEM subject(s) here	43%	38%	48%	28%	22%	26%	42%	78%	31%	46%
Don't know	10%	10%	10%	26%	16%	5%	3%	5%	15%	8%
<b>Net: Currently/ planning to study a STEM subject at college/ sixth form</b>	<b>47%</b>	<b>52%</b>	<b>43%</b>	<b>45%</b>	<b>62%</b>	<b>70%</b>	<b>55%</b>	<b>17%</b>	<b>54%</b>	<b>45%</b>

For the following questions, by **STEM subjects**, we mean subjects studied in education such as: Science; Technology (i.e. design technology, IT, food technology); Engineering; Mathematics.

Are you planning to study any STEM subjects at each of the following educational institutions? (Please select the option that best applies on each row)

- At university

<b>Base: All UK 14-18 year old respondents</b>	1000	443	557	159	170	149	262	260	212	788
Yes, I am <b>currently studying</b> a STEM subject(s) here	7%	7%	6%	-	-	-	2%	24%	2%	8%
Yes, I am <b>planning to study</b> a STEM subject(s) here	25%	30%	21%	21%	25%	44%	32%	10%	24%	25%
No, I'm not studying nor planning to study a STEM subject(s) here	50%	44%	55%	38%	35%	42%	59%	62%	42%	52%
Don't know	19%	19%	18%	41%	40%	15%	8%	5%	32%	15%
<b>Net: Currently/ planning to study a STEM subject at university</b>	<b>32%</b>	<b>37%</b>	<b>27%</b>	<b>21%</b>	<b>25%</b>	<b>44%</b>	<b>33%</b>	<b>34%</b>	<b>26%</b>	<b>33%</b>

If you had to choose from the following, which **\*\*one\*\*** would you **\*\*most\*\*** like to be in the future?

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Teacher	16%	13%	19%	17%	14%	9%	15%	22%	17%	16%
Lawyer	13%	11%	15%	6%	10%	21%	17%	12%	11%	14%
Scientist	12%	12%	12%	9%	11%	11%	12%	15%	10%	13%
Engineer	9%	15%	4%	11%	12%	7%	10%	7%	11%	9%
Doctor	9%	6%	11%	10%	6%	13%	8%	8%	8%	9%
App developer	9%	13%	6%	13%	10%	9%	9%	5%	12%	8%
Banker	6%	8%	3%	1%	2%	7%	6%	8%	3%	6%
Accountant	3%	4%	3%	3%	4%	3%	4%	3%	3%	3%
Retail/ shop manager	3%	1%	4%	3%	2%	1%	3%	4%	2%	3%
Hotel manager	2%	1%	4%	-	2%	4%	2%	4%	0%	3%
Don't know	17%	16%	18%	26%	26%	15%	14%	11%	22%	16%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Miley Cyrus

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Ballet dancing	0%	0%	0%	-	-	1%	0%	0%	-	0%
Popstar	96%	94%	97%	95%	97%	96%	95%	97%	96%	96%
Athletics	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%
Don't know	3%	5%	2%	4%	2%	3%	4%	2%	3%	3%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Zoella

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Making YouTube videos	57%	46%	66%	46%	39%	72%	63%	61%	41%	61%
Winning Big Brother 2013	3%	4%	2%	2%	4%	4%	3%	2%	3%	3%
Winning gold in the London 2012 Olympics	2%	2%	2%	4%	2%	-	1%	3%	3%	2%
Don't know	38%	48%	30%	48%	54%	23%	34%	35%	53%	34%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Isambard Kingdom Brunel

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Building the Great Western Railway	64%	72%	57%	65%	81%	55%	62%	58%	72%	61%
Flying the world's first aeroplane	4%	3%	4%	2%	2%	6%	5%	4%	2%	4%
Inventing the telephone	3%	2%	3%	3%	1%	5%	3%	3%	2%	3%
Don't know	30%	23%	36%	31%	16%	34%	31%	35%	25%	31%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Jamie Laing

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Playing football for England	3%	3%	3%	5%	2%	3%	2%	4%	4%	3%
Starring in Made in Chelsea	41%	33%	47%	26%	32%	46%	45%	48%	32%	43%
Being a best-selling author	4%	6%	3%	6%	3%	5%	5%	3%	4%	4%
Don't know	52%	58%	47%	63%	62%	46%	48%	45%	60%	50%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Tim Berners-Lee

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Inventing the telescope	6%	4%	7%	6%	4%	7%	5%	6%	3%	6%
Inventing the internet	48%	62%	37%	43%	58%	42%	50%	46%	53%	47%
Creating the atomic bomb	6%	4%	7%	6%	2%	7%	7%	5%	5%	6%
Don't know	41%	30%	50%	45%	37%	44%	37%	43%	38%	42%

Which **\*\*one\*\*** of the following would you say **\*\*best\*\*** describes what the following person is known for?

- Thomas Edison

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Inventing the printing press	3%	2%	4%	4%	1%	5%	2%	4%	3%	3%
Discovering the world is round	2%	1%	2%	1%	1%	2%	1%	3%	1%	2%
Inventing the light bulb	85%	90%	81%	85%	89%	83%	85%	83%	86%	84%
Don't know	10%	7%	13%	11%	9%	10%	12%	10%	10%	11%

If you had to choose from the following, which **\*\*one\*\*** would you **\*\*most\*\*** like to have a job/ career similar to?

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Professor Brian Cox (Physicist)	30%	36%	26%	25%	33%	35%	30%	30%	28%	31%
Trevor Baylis (Inventor)	17%	20%	14%	18%	18%	14%	18%	16%	19%	16%
Kim Kardashian (TV personality)	12%	4%	18%	13%	7%	13%	12%	13%	10%	12%
Marissa Mayer (Engineer)	12%	13%	10%	9%	8%	12%	13%	13%	9%	12%
Tinie Tempah (Rap star)	7%	9%	6%	8%	8%	4%	8%	7%	9%	6%
Joey Essex (Reality TV star)	5%	4%	5%	4%	5%	8%	3%	3%	6%	4%
Don't know	18%	15%	21%	23%	21%	13%	17%	17%	18%	18%

For which, if any, of the following jobs would you say you have a **\*\*good understanding\*\*** of what people do in this type of role? (Please select all that apply)

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Retail/ shop manager	66%	59%	71%	57%	66%	66%	70%	68%	65%	67%
Builder	61%	62%	61%	63%	73%	54%	55%	62%	66%	60%
Plumber	55%	53%	56%	59%	65%	45%	50%	55%	60%	53%
Architect	55%	55%	54%	52%	62%	51%	54%	54%	61%	53%
Electrician	54%	57%	52%	54%	68%	46%	51%	54%	57%	54%
Physiotherapist	45%	38%	50%	42%	42%	44%	46%	48%	41%	46%
Mechanical engineer	25%	33%	19%	26%	28%	26%	24%	24%	25%	25%
Nuclear engineer	17%	22%	13%	13%	16%	22%	19%	15%	17%	17%
Project controller	13%	15%	11%	8%	8%	13%	16%	16%	9%	14%
Mechanical fitter	10%	14%	7%	12%	12%	8%	10%	8%	11%	10%
None of these	14%	14%	14%	17%	11%	12%	14%	15%	11%	15%

How much, if anything, would you say you know about **\*\*engineering\*\*** job/ career opportunities available in the **\*\*energy sector\*\*** (i.e. only companies involved in oil, gas, coal and nuclear power)?

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
A lot	2%	3%	2%	1%	2%	3%	2%	3%	3%	2%
A fair amount	19%	23%	15%	14%	15%	23%	21%	19%	16%	19%
Not very much	56%	57%	55%	54%	60%	53%	55%	57%	55%	56%
Nothing at all	23%	16%	29%	31%	22%	21%	22%	21%	26%	22%
<b>Net: Total knowledge</b>	<b>21%</b>	<b>26%</b>	<b>17%</b>	<b>15%</b>	<b>18%</b>	<b>26%</b>	<b>23%</b>	<b>22%</b>	<b>19%</b>	<b>21%</b>
<b>Net: Total no knowledge</b>	<b>79%</b>	<b>74%</b>	<b>83%</b>	<b>85%</b>	<b>82%</b>	<b>75%</b>	<b>77%</b>	<b>78%</b>	<b>81%</b>	<b>79%</b>

Before taking this survey, had you **\*\*ever\*\*** thought about having a job/ career in any of the following **\*\*energy sectors\*\***? (Please select all that apply)

Base: All UK 14-18 year old respondents	1000	443	557	159	170	149	262	260	212	788
Oil	6%	9%	4%	1%	4%	6%	7%	10%	2%	7%
Gas	4%	5%	2%	2%	1%	5%	3%	6%	2%	4%
Coal	2%	2%	1%	-	-	2%	1%	3%	1%	2%
Nuclear	9%	14%	6%	4%	6%	12%	12%	10%	7%	10%
No, I had never considered a job/ career in any of these energy sectors	83%	76%	88%	91%	89%	80%	79%	79%	87%	81%
Don't know	4%	4%	3%	3%	2%	5%	5%	2%	3%	4%
<b>Net: Ever considered a career in the energy sector</b>	<b>14%</b>	<b>20%</b>	<b>9%</b>	<b>6%</b>	<b>9%</b>	<b>15%</b>	<b>16%</b>	<b>19%</b>	<b>10%</b>	<b>15%</b>

You said that you had **\*\*not\*\*** considered a job/ career in the energy sector (i.e. oil, gas, coal and nuclear)...

Which, if any, of the following are reasons for why you have not considered this? (Please select all that apply)

**Base: All UK 14-18 year old respondents who haven't considered a job/ career in the energy sector (i.e. oil, gas, coal and nuclear)**

	825	337	488	144	151	119	206	205	184	641
I think it would be boring	40%	34%	44%	38%	34%	39%	44%	42%	42%	39%
I'd rather do something more creative	38%	31%	44%	42%	35%	35%	39%	40%	38%	39%
No-one has ever suggested it to me	32%	40%	26%	38%	40%	34%	26%	27%	38%	30%
I don't know what sort of jobs are available in these sectors	29%	30%	28%	38%	37%	27%	25%	22%	40%	26%
I don't think I would have/ be able to get the right qualifications	24%	24%	24%	21%	21%	19%	24%	30%	20%	25%
I am worried about the impact these types of energy have on the environment	21%	24%	19%	12%	9%	34%	23%	25%	13%	23%
I don't want to live near an industrial area	15%	15%	16%	15%	7%	23%	16%	17%	11%	16%
I think it would have limited career progression (i.e. wouldn't lead to many other jobs/ promotions)	10%	10%	10%	5%	6%	17%	11%	11%	6%	11%
I think it would be badly paid	8%	10%	6%	10%	5%	9%	10%	6%	6%	9%
I would have concerns over job security (i.e. how stable my job would be)	7%	8%	6%	5%	5%	7%	9%	7%	4%	7%
Other reason	12%	10%	13%	7%	11%	10%	13%	15%	7%	13%
Don't know	4%	3%	5%	4%	7%	1%	2%	5%	4%	4%

As a reminder, for the following questions, by **\*\*\*STEM subjects\*\*\***, we mean subjects studied in education such as: Science; Technology (i.e. design technology, IT, food technology); Engineering; Mathematics.

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

	1000	443	557	159	170	149	262	260	212	788
I think engineering is a male-dominated industry	46%	39%	52%	30%	43%	52%	52%	49%	36%	49%
I think you would need a university education to have a successful job/ career in engineering	40%	42%	38%	36%	38%	41%	41%	41%	41%	39%
An engineering job/ career in the energy sector doesn't appeal to me	40%	33%	45%	37%	34%	38%	42%	43%	38%	40%
I think companies and teachers could do more to teach students about working in engineering in the energy sector	34%	35%	33%	29%	35%	36%	37%	33%	33%	35%
It would be good to learn more about jobs/ careers in energy and engineering at school	34%	38%	30%	37%	36%	30%	29%	36%	39%	32%
I would be more likely to consider an engineering job/ career in the energy sector if I knew more about it	25%	29%	22%	26%	36%	27%	21%	20%	32%	23%
I don't think STEM subjects will be relevant for my future job/ career plans	24%	21%	26%	18%	15%	24%	31%	27%	17%	26%
I find STEM subjects boring	17%	13%	21%	22%	14%	15%	15%	21%	22%	16%
I think it could be exciting to be an engineer in the energy sector	17%	21%	14%	11%	11%	15%	22%	20%	15%	17%
None of these	7%	6%	7%	6%	8%	7%	6%	6%	5%	7%