

**YouGov / EDF Energy
Girls Campaign Research**

Sample Size: 2,167 children aged 11 to 16 in KS3/4
Fieldwork Dates: 7th - 19th August 2015

Total	Child's Gender		Child's Age					
Base	Male	Female	11	12	13	14	15	16

Thinking about your longer-term future...

Which, if any, of the following jobs/ careers are you currently interested in doing? (Please select all that apply)

	Unweighted base	2167	1127	1040	109	392	397	457	460	352
	Base: All children aged 11 to 16 in KS3/4	2228	1135	1093	92	400	437	441	447	410
Scientist (e.g. physicist, chemist, biologist, astronomer, etc.)	20%	23%	17%	20%	23%	20%	20%	19%	19%	19%
Working in IT/ with computers	20%	32%	8%	28%	20%	21%	22%	18%	16%	16%
Teacher	16%	11%	22%	19%	21%	14%	17%	16%	14%	14%
Writer/ journalist	14%	9%	18%	16%	13%	13%	10%	15%	17%	17%
Medical professional (e.g. doctor, nurse, etc.)	13%	8%	18%	7%	12%	13%	14%	13%	14%	14%
Engineer	12%	20%	4%	14%	11%	12%	13%	14%	12%	12%
Actor	12%	9%	15%	12%	17%	14%	9%	11%	8%	8%
Lawyer	10%	8%	13%	8%	8%	9%	11%	9%	15%	15%
Media and marketing	10%	9%	12%	7%	10%	9%	11%	8%	13%	13%
Musician	9%	8%	10%	12%	13%	10%	9%	8%	7%	7%
Architect	8%	11%	5%	14%	9%	11%	7%	5%	5%	5%
Police officer	8%	11%	5%	9%	6%	11%	9%	7%	5%	5%
Vet	8%	3%	12%	14%	10%	9%	8%	5%	5%	5%
Fashion designer	7%	1%	13%	13%	9%	9%	5%	5%	4%	4%
Pilot	5%	9%	1%	10%	9%	5%	4%	5%	2%	2%
Car mechanic	3%	6%	0%	8%	3%	3%	3%	4%	3%	3%
Firefighter	3%	4%	1%	8%	4%	2%	2%	3%	1%	1%
Electrician	3%	5%	0%	2%	3%	3%	3%	2%	2%	2%
Builder	2%	4%	0%	5%	2%	1%	3%	2%	3%	3%
Plumber	1%	2%	-	2%	1%	1%	1%	1%	2%	2%
Estate agent	1%	0%	1%	2%	1%	1%	1%	0%	1%	1%
None of these	12%	11%	14%	5%	9%	11%	13%	13%	17%	17%
Don't know	11%	11%	10%	15%	12%	12%	10%	12%	6%	6%

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If you could, which, if any, of the following would you MOST like to do in your lifetime? (Please select all that apply)

	Unweighted base	1127	1040	109	392	397	457	460	352
	Base: All children aged 11 to 16 in KS3/4	1135	1093	92	400	437	441	447	410
Invent something which would change the lives of people (e.g. the steam train, the airplane, etc.)	33%	39%	27%	26%	33%	30%	34%	31%	40%
Create a revolutionary mobile app	19%	26%	12%	31%	19%	19%	19%	17%	19%
Design a large structure (e.g. the London Eye, Tower Bridge, etc.)	11%	14%	7%	12%	14%	9%	11%	9%	11%
Design an eco-friendly car	10%	13%	7%	12%	10%	9%	7%	10%	12%
Have a number one album	10%	7%	12%	14%	12%	9%	8%	10%	10%
Develop the theory of relativity (i.e. advance the theory)	9%	11%	7%	7%	7%	7%	9%	11%	11%
Win Britain's Got Talent	6%	4%	8%	11%	9%	8%	5%	4%	4%
Meet One Direction	5%	1%	9%	7%	4%	6%	4%	4%	5%
Appear on a reality TV show (e.g. Big Brother, The Only Way is Essex, etc.)	5%	2%	7%	6%	5%	6%	4%	4%	5%
Design a dress worn by Kate Middleton	4%	0%	8%	8%	5%	4%	4%	3%	4%
None of these	24%	20%	28%	14%	20%	24%	25%	25%	26%
Don't know	7%	6%	8%	12%	6%	8%	8%	8%	6%

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Still thinking about your last school year (i.e. 2014/2015)...

Which, if any, of the following subjects would you say you performed BEST in (i.e. the subject(s) you got the best marks/ grades in)? (Please select all that apply)

	Unweighted base	1127	1040	109	392	397	457	460	352
Base: All children aged 11 to 16 in KS3/4	2228	1135	1093	92	400	437	441	447	410
English	44%	37%	52%	48%	44%	44%	43%	45%	43%
Maths	48%	53%	42%	49%	50%	52%	51%	44%	42%
Science	40%	43%	38%	22%	43%	43%	46%	36%	39%
History	29%	29%	28%	21%	29%	33%	33%	24%	26%
Geography	21%	21%	21%	11%	17%	28%	26%	16%	19%
Modern foreign languages (e.g. German, French, Spanish, etc.)	22%	18%	25%	11%	21%	29%	22%	20%	17%
Design and technology (e.g. food technology, resistant materials, graphics, etc.)	16%	17%	15%	16%	18%	20%	16%	13%	13%
Art and design	18%	10%	27%	21%	25%	23%	20%	11%	13%
Music	16%	14%	18%	17%	19%	21%	16%	13%	8%
Physical education (PE)	17%	20%	14%	20%	19%	20%	20%	16%	9%
Citizenship	4%	3%	5%	8%	4%	5%	5%	3%	4%
Computing (ICT)	22%	29%	15%	21%	25%	26%	25%	16%	17%
Drama	13%	11%	16%	8%	17%	16%	16%	11%	9%
Business studies	5%	5%	4%	-	1%	3%	5%	8%	8%
Religious education (RE)	15%	11%	18%	8%	14%	15%	17%	14%	14%
Latin	2%	2%	2%	-	2%	3%	3%	2%	2%
None of these	1%	1%	1%	2%	0%	1%	1%	2%	1%
Don't know	2%	2%	2%	2%	2%	2%	1%	2%	3%

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Still thinking about your last school year (i.e. 2014/2015)...

Which, if any, of the following subjects would you say you MOST enjoyed? (Please select all that apply)

	Unweighted base	2167	1127	1040	109	392	397	457	460	352
Base: All children aged 11 to 16 in KS3/4		2228	1135	1093	92	400	437	441	447	410
English	25%	19%	31%	26%	26%	28%	26%	20%	23%	25%
Maths	27%	30%	24%	31%	31%	24%	32%	22%	27%	27%
Science	32%	36%	28%	19%	40%	32%	35%	27%	31%	31%
History	26%	26%	26%	20%	23%	29%	28%	24%	28%	28%
Geography	14%	15%	14%	10%	12%	18%	17%	11%	14%	14%
Modern foreign languages (e.g. German, French, Spanish, etc.)	13%	9%	17%	9%	12%	19%	12%	11%	13%	13%
Design and technology (e.g. food technology, resistant materials, graphics, etc.)	21%	21%	21%	20%	26%	28%	22%	17%	14%	14%
Art and design	23%	13%	33%	36%	31%	29%	24%	16%	13%	13%
Music	17%	16%	19%	22%	22%	24%	18%	13%	9%	9%
Physical education (PE)	24%	30%	18%	25%	31%	29%	24%	21%	12%	12%
Citizenship	3%	3%	2%	4%	4%	3%	3%	2%	2%	2%
Computing (ICT)	21%	30%	13%	32%	27%	25%	23%	14%	16%	16%
Drama	18%	14%	22%	11%	26%	23%	19%	13%	12%	12%
Business studies	4%	5%	3%	2%	1%	3%	4%	6%	6%	6%
Religious education (RE)	8%	6%	11%	9%	7%	7%	9%	7%	11%	11%
Latin	1%	1%	1%	-	1%	2%	2%	2%	1%	1%
None of these	1%	1%	1%	1%	0%	1%	0%	3%	1%	1%
Don't know	1%	1%	1%	4%	1%	1%	2%	1%	0%	0%

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Which, if any, of the following statements would you use to describe Science? (Please select all that apply)

	Unweighted base	2167	1127	1040	109	392	397	457	460	352
Base: All children aged 11 to 16 in KS3/4		2228	1135	1093	92	400	437	441	447	410
It teaches you new and interesting things	51%	53%	48%	47%	51%	52%	49%	49%	49%	54%
I really like the way this subject is taught at school	27%	28%	27%	30%	32%	29%	25%	26%	26%	24%
It's too difficult to get good grades	13%	11%	15%	10%	11%	13%	12%	16%	16%	13%
It allows you to be creative	14%	14%	14%	20%	18%	16%	12%	13%	13%	10%
It's not hands-on enough	7%	8%	6%	6%	7%	9%	8%	7%	7%	6%
It's a really boring subject	9%	7%	12%	5%	10%	8%	6%	11%	11%	13%
It's a subject that's really popular with my friends	12%	13%	10%	11%	10%	10%	10%	13%	13%	17%
It's easy to understand and get good grades	19%	20%	18%	12%	24%	17%	17%	18%	18%	21%
It opens up a lot of opportunities for careers	37%	38%	36%	15%	32%	37%	40%	37%	37%	46%
It teaches you things you can use in everyday life	27%	27%	26%	24%	29%	25%	27%	23%	23%	29%
It's a subject for boys more than girls	5%	6%	5%	8%	6%	7%	3%	4%	4%	6%
It doesn't seem relevant to my world/ life	9%	9%	10%	9%	7%	7%	9%	11%	11%	14%
It doesn't seem relevant to what I want to do as a job/ career after school	14%	12%	16%	12%	9%	9%	12%	18%	18%	22%
I don't like the subject	12%	9%	14%	10%	10%	10%	8%	14%	14%	16%
I enjoy it, but it's not 'cool' to like it	9%	8%	10%	7%	11%	7%	13%	7%	7%	8%
None of these	2%	2%	2%	7%	2%	1%	2%	3%	3%	2%
Don't know	4%	4%	4%	4%	4%	5%	4%	4%	4%	3%

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Now thinking about Science only...

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

	Unweighted base	1127	1040	109	392	397	457	460	352
	Base: All children aged 11 to 16 in KS3/4	1135	1093	92	400	437	441	447	410
I would enjoy working in a job where I had to use science	34%	38%	30%	26%	40%	35%	35%	33%	31%
I'm not clever enough to become a scientist	29%	26%	32%	27%	23%	28%	27%	32%	35%
I think I would make a good scientist	26%	29%	24%	24%	29%	29%	29%	22%	24%
I don't understand what I could do with a science qualification	17%	16%	17%	19%	19%	16%	16%	16%	17%
Becoming a scientist would be boring	14%	13%	15%	10%	11%	12%	12%	19%	15%
I would have to work in a lab if I became a scientist	13%	13%	12%	18%	15%	15%	13%	10%	10%
I'm too creative to go into science based career	11%	7%	15%	7%	10%	10%	12%	11%	14%
I believe those who employ people in science based jobs would prefer to hire males applying for jobs	9%	5%	13%	3%	7%	10%	8%	9%	12%
My friends would make fun of me if I said I wanted to be a scientist	8%	7%	8%	10%	9%	7%	10%	6%	5%
Science is something that boys are better at	6%	6%	6%	9%	7%	6%	5%	6%	6%
If I chose science based career over a different one, I would worry I wouldn't have any female colleagues	5%	2%	8%	3%	4%	3%	6%	5%	7%
None of these	7%	7%	7%	6%	6%	5%	7%	9%	9%
Don't know	6%	6%	6%	8%	6%	8%	6%	4%	4%

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Which scientists (e.g. physicists, chemists, biologists, astronomers, etc.) do you find inspirational (i.e. you look up to them)? (Please type in as many as you can think of, separating your selections with a semi-colon ';')

Unweighted base	2045	1070	975	109	392	397	457	460	230
Base: All children aged 11 to 16 in KS3/4	2089	1072	1017	92	400	437	441	447	271
Stephen Hawking	24%	27%	21%	18%	25%	24%	24%	26%	22%
Albert Einstein	20%	21%	18%	19%	21%	19%	18%	17%	24%
Brian Cox	11%	12%	11%	7%	12%	12%	9%	12%	13%
Marie Curie	8%	4%	12%	5%	7%	8%	9%	8%	10%
Isaac Newton	7%	7%	8%	7%	9%	7%	7%	8%	5%
Charles Darwin	4%	4%	4%	5%	3%	4%	3%	3%	5%
Astronomers	2%	2%	2%	3%	2%	3%	3%	1%	1%
Chemists	2%	2%	2%	1%	4%	2%	2%	1%	-
Biologists	2%	1%	3%	2%	3%	2%	2%	1%	0%
Alexander Fleming	1%	1%	2%	-	0%	2%	1%	1%	3%
Physicists	1%	2%	1%	2%	2%	1%	1%	1%	1%
Galileo Galilei	1%	1%	1%	1%	1%	1%	0%	2%	2%
A family member	1%	1%	1%	1%	2%	2%	1%	0%	1%
Leonardo Da Vinci	1%	1%	1%	1%	1%	1%	2%	1%	1%
Thomas Edison	1%	1%	1%	2%	1%	1%	1%	1%	1%
Medical profession	1%	1%	1%	-	1%	1%	1%	1%	0%
Neil Armstrong	1%	1%	0%	3%	0%	2%	0%	1%	0%
Nikola Tesla	1%	1%	1%	-	0%	0%	0%	2%	2%
David Attenborough	1%	1%	1%	3%	0%	2%	0%	1%	0%
Louis Pasteur	1%	1%	1%	-	0%	0%	0%	1%	3%
My teacher	1%	1%	1%	-	1%	1%	0%	1%	0%
Alexander Graham Bell	1%	1%	1%	1%	1%	0%	1%	1%	0%
Sheldon Cooper	1%	1%	1%	3%	1%	0%	0%	1%	0%
Alan Turing	1%	1%	1%	-	0%	1%	1%	1%	-
Rosalind Franklin	1%	0%	1%	-	0%	1%	0%	1%	1%
Michael Faraday	0%	1%	0%	1%	-	0%	1%	0%	1%
Bill Nye	0%	1%	0%	1%	0%	-	1%	1%	-
Richard Dawkins	0%	1%	0%	-	0%	0%	1%	0%	1%
Forensic scientists	0%	0%	0%	-	0%	1%	-	1%	1%
Dimitri Mendeleev	0%	1%	0%	-	-	0%	0%	0%	2%
Astronauts	0%	0%	0%	1%	1%	0%	0%	1%	-
Ada Lovelace	0%	-	1%	-	0%	0%	0%	0%	0%

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Neil De Grasse Tyson	0%	1%	0%	-	-	-	1%	0%	1%
Tim Berners - Lee	0%	0%	0%	1%	-	0%	1%	-	-
Microbiologist	0%	0%	0%	-	-	1%	0%	0%	-
Ernest Rutherford	0%	0%	0%	-	-	1%	0%	0%	0%
Edward Jenner	0%	0%	0%	1%	0%	-	-	0%	1%
Archimedes	0%	0%	0%	-	0%	0%	0%	0%	-
Robert Winston	0%	0%	0%	-	-	-	0%	0%	1%
Patrick Moore	0%	0%	0%	-	-	-	1%	0%	1%
Benjamin Franklin	0%	0%	0%	-	1%	1%	0%	-	-
Jim Al - Khalili	0%	0%	0%	-	0%	-	0%	1%	0%
Blaise Pascal	0%	0%	0%	-	-	0%	0%	1%	1%
Johannes Kepler	0%	0%	0%	-	-	1%	0%	-	0%
Florence Nightingale	0%	0%	0%	1%	0%	0%	0%	-	-
Alice Roberts	0%	0%	0%	-	0%	0%	0%	0%	-
Isambard Kingdom Brunel	0%	0%	0%	-	1%	-	1%	-	-
Pythagoras	0%	0%	0%	-	0%	0%	0%	0%	-
Aristotle	0%	0%	0%	-	0%	-	0%	0%	0%
Peter Higgs	0%	0%	0%	-	-	0%	0%	-	0%
Sigmund Freud	0%	0%	0%	-	-	0%	0%	-	-
Other	9%	11%	7%	7%	7%	10%	10%	11%	7%
Not applicable - don't find any scientists inspirational	16%	15%	17%	11%	13%	15%	15%	18%	20%
Don't know	25%	24%	26%	31%	25%	22%	30%	23%	24%

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Which, if any, of the following people do you know that work in a science, maths, technology or engineering related job? (Please select all that apply. If you don't know anyone who works in a science, technology or engineering related job, please select the 'Not applicable' option)

Unweighted base	2167	1127	1040	109	392	397	457	460	352
Base: All children aged 11 to 16 in KS3/4	2228	1135	1093	92	400	437	441	447	410
My Mother	10%	11%	10%	9%	9%	10%	9%	12%	11%
My Father	24%	24%	23%	18%	25%	24%	24%	22%	24%
Another male family member (e.g. brother, uncle, grandad, etc.)	27%	26%	27%	24%	24%	27%	25%	26%	32%
Another female family member (e.g. sister, aunt, grandma, etc.)	11%	10%	12%	10%	8%	11%	10%	11%	14%
A male friend (e.g. peers, family friends, etc.)	12%	14%	11%	5%	13%	13%	10%	10%	18%
A female friend (e.g. peers, family friends, etc.)	7%	6%	8%	3%	6%	7%	7%	7%	8%
Another male	8%	8%	8%	7%	9%	7%	6%	9%	10%
Another female	5%	4%	6%	8%	6%	4%	5%	5%	5%
Don't know	7%	6%	7%	10%	8%	7%	7%	6%	5%
Not applicable - I don't know anyone who works in a science, maths, technology or engineering related job	36%	37%	35%	38%	37%	35%	38%	38%	30%
Net: Know someone	58%	57%	59%	52%	56%	58%	55%	56%	65%
Net: Know a woman who works in STEM	26%	24%	29%	26%	22%	26%	25%	26%	31%