

## YouGov/SMF Survey Results

Sample Size: 4366 GB adults (712 16-25 GB yr olds)  
Fieldwork: 10th - 13th September 2010

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	16 to 24	25 to 34	35 to 44	45 to 54	55 +	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

Which of the following age bands are you in?

	4366	1989	2377	530	662	668	678	1828	2363	2002	960	654	380	565	973	402	432
<b>Unweighted Base</b>	4366	1989	2377	530	662	668	678	1828	2363	2002	960	654	380	565	973	402	432
<b>Base: All GB adults</b>	4366	2126	2240	646	749	729	728	1515	2401	1964	1074	716	419	559	1000	219	380
16 to 25	16%	17%	16%	100%	9%	-	-	-	8%	27%	17%	17%	13%	17%	18%	13%	12%
26 to 34	16%	16%	15%	-	91%	-	-	-	18%	12%	16%	14%	17%	22%	14%	13%	12%
35 to 44	17%	17%	17%	-	-	100%	-	-	17%	16%	17%	19%	16%	15%	15%	17%	17%
45 to 54	17%	17%	17%	-	-	-	100%	-	18%	15%	17%	16%	19%	15%	14%	19%	22%
55+	35%	33%	36%	-	-	-	-	100%	38%	30%	33%	33%	35%	30%	38%	38%	39%

Thinking of you or your friends and family, have you or any of them done unpaid work experience or an internship to get into your or their chosen career?

	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Unweighted Base</b>	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Base: All adults 16 to 25</b>	712	363	350	646	66	-	-	-	192	521	181	125	54	96	183	29	44
Yes, I/ they have	54%	52%	57%	56%	38%	-	-	-	53%	55%	58%	52%	48%	62%	51%	52%	48%
No, I/ they haven't	38%	40%	35%	36%	55%	-	-	-	42%	36%	35%	37%	39%	27%	44%	36%	47%
Don't know	8%	8%	8%	8%	7%	-	-	-	5%	9%	7%	10%	13%	11%	5%	12%	5%

To what extent do you agree or disagree with the following statement?

Having to do unpaid work in an industry/ sector I was interested in would deter me from pursuing a career in that area

	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Unweighted Base</b>	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Base: All adults 16 to 25</b>	712	363	350	646	66	-	-	-	192	521	181	125	54	96	183	29	44
Strongly agree	5%	6%	4%	5%	5%	-	-	-	5%	5%	4%	7%	5%	8%	4%	-	6%
Agree	23%	24%	21%	23%	19%	-	-	-	24%	22%	21%	28%	24%	22%	22%	26%	14%
Disagree	41%	40%	43%	40%	54%	-	-	-	45%	40%	49%	32%	45%	41%	41%	33%	42%
Strongly disagree	18%	16%	19%	18%	15%	-	-	-	16%	18%	15%	20%	22%	17%	18%	18%	15%
Don't know	13%	13%	13%	14%	7%	-	-	-	10%	14%	11%	13%	4%	12%	14%	23%	22%

In which, if any, of the following categories of industry do you think an unpaid internship or unpaid work experience is important to start a career? (Please tick all that apply)

	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Unweighted Base</b>	594	268	326	530	64	-	-	-	141	453	136	96	44	82	149	44	43
<b>Base: All adults 16 to 25</b>	712	363	350	646	66	-	-	-	192	521	181	125	54	96	183	29	44
IT	19%	22%	16%	20%	12%	-	-	-	20%	19%	21%	14%	14%	27%	16%	19%	25%
Construction	21%	22%	21%	21%	25%	-	-	-	19%	22%	20%	27%	18%	26%	18%	18%	20%
Manufacturing or engineering	26%	29%	22%	27%	17%	-	-	-	19%	28%	25%	30%	20%	32%	25%	17%	19%
Creative industries (e.g. music, fashion, journalism etc.)	57%	52%	62%	56%	61%	-	-	-	55%	57%	48%	56%	65%	64%	58%	66%	59%
Law and Accountancy	43%	39%	47%	45%	27%	-	-	-	38%	45%	41%	36%	47%	46%	46%	46%	45%
Retail and customer service	11%	10%	12%	11%	6%	-	-	-	10%	11%	13%	6%	15%	15%	9%	5%	12%
Medical and veterinary professions	48%	41%	55%	49%	39%	-	-	-	41%	50%	46%	46%	47%	47%	51%	37%	56%
None of these	9%	11%	7%	10%	4%	-	-	-	8%	10%	7%	13%	2%	12%	9%	4%	16%
Don't know	11%	9%	13%	10%	23%	-	-	-	15%	10%	11%	12%	14%	9%	11%	19%	2%

## YouGov/SMF Survey Results

Sample Size: 4366 GB adults (712 16-25 GB yr olds)  
Fieldwork: 10th - 13th September 2010

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Which of the following age bands are you in?

Unweighted Base	4366	2128	605	2733	208	954	112	359	2212	474	422	133	1100	25
<b>Base: All GB adults</b>	<b>4366</b>	<b>2277</b>	<b>577</b>	<b>2854</b>	<b>237</b>	<b>790</b>	<b>124</b>	<b>360</b>	<b>2096</b>	<b>515</b>	<b>388</b>	<b>121</b>	<b>1220</b>	<b>25</b>
16 to 25	16%	15%	14%	15%	94%	1%	23%	7%	1%	15%	3%	1%	48%	11%
26 to 34	16%	23%	12%	21%	5%	0%	24%	14%	10%	34%	2%	1%	23%	-
35 to 44	17%	22%	20%	22%	1%	1%	15%	23%	20%	21%	16%	2%	12%	7%
45 to 54	17%	22%	17%	21%	1%	2%	22%	24%	20%	15%	27%	8%	9%	21%
55+	35%	18%	37%	22%	-	96%	16%	32%	49%	15%	53%	88%	7%	61%

Thinking of you or your friends and family, have you or any of them done unpaid work experience or an internship to get into your or their chosen career?

Unweighted Base	594	278	69	347	190	7	26	24	25	60	7	1	500	1
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>345</b>	<b>82</b>	<b>427</b>	<b>222</b>	<b>9</b>	<b>29</b>	<b>25</b>	<b>31</b>	<b>77</b>	<b>10</b>	<b>2</b>	<b>591</b>	<b>3</b>
Yes, I/ they have	54%	52%	51%	52%	62%	27%	40%	58%	53%	50%	75%	100%	54%	100%
No, I/ they haven't	38%	42%	36%	41%	29%	73%	46%	33%	39%	45%	25%	-	37%	-
Don't know	8%	6%	14%	8%	9%	-	14%	9%	8%	5%	-	-	9%	-

To what extent do you agree or disagree with the following statement?

Having to do unpaid work in an industry/ sector I was interested in would deter me from pursuing a career in that area

Unweighted Base	594	278	69	347	190	7	26	24	25	60	7	1	500	1
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>345</b>	<b>82</b>	<b>427</b>	<b>222</b>	<b>9</b>	<b>29</b>	<b>25</b>	<b>31</b>	<b>77</b>	<b>10</b>	<b>2</b>	<b>591</b>	<b>3</b>
Strongly agree	5%	7%	6%	6%	4%	-	-	7%	13%	10%	34%	-	4%	-
Agree	23%	22%	29%	23%	24%	12%	9%	22%	12%	27%	21%	-	23%	-
Disagree	41%	41%	38%	41%	42%	50%	49%	35%	47%	48%	39%	100%	40%	100%
Strongly disagree	18%	17%	20%	18%	18%	38%	16%	8%	12%	10%	6%	-	19%	-
Don't know	13%	13%	8%	12%	12%	-	25%	28%	17%	5%	-	-	14%	-

In which, if any, of the following categories of industry do you think an unpaid internship or unpaid work experience is important to start a career? (Please tick all that apply)

Unweighted Base	594	278	69	347	190	7	26	24	25	60	7	1	500	1
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>345</b>	<b>82</b>	<b>427</b>	<b>222</b>	<b>9</b>	<b>29</b>	<b>25</b>	<b>31</b>	<b>77</b>	<b>10</b>	<b>2</b>	<b>591</b>	<b>3</b>
IT	19%	19%	14%	18%	18%	25%	27%	25%	11%	21%	28%	-	18%	100%
Construction	21%	17%	31%	20%	23%	42%	36%	11%	6%	25%	31%	100%	21%	-
Manufacturing or engineering	26%	23%	34%	25%	26%	40%	31%	21%	26%	24%	44%	-	26%	-
Creative industries (e.g. music, fashion, journalism etc.)	57%	55%	62%	57%	58%	75%	50%	53%	37%	52%	52%	-	59%	-
Law and Accountancy	43%	40%	56%	43%	45%	66%	34%	26%	40%	26%	39%	-	46%	-
Retail and customer service	11%	11%	7%	10%	12%	19%	12%	6%	8%	10%	8%	-	11%	-
Medical and veterinary professions	48%	44%	58%	46%	52%	56%	47%	34%	18%	40%	62%	-	51%	-
None of these	9%	11%	4%	10%	9%	-	8%	8%	22%	13%	-	-	8%	-
Don't know	11%	11%	7%	10%	12%	15%	6%	25%	14%	17%	-	-	10%	-

## YouGov/SMF Survey Results

Sample Size: 4366 GB adults (712 16-25 GB yr olds)  
Fieldwork: 10th - 13th September 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which of the following age bands are you in?

	4366	3041	559	468	183	1210	115
<b>Unweighted Base</b>	4366	2941	599	506	213	1319	106
<b>Base: All GB adults</b>							
16 to 25	16%	14%	27%	19%	16%	22%	10%
26 to 34	16%	16%	16%	14%	14%	15%	3%
35 to 44	17%	10%	22%	41%	42%	33%	9%
45 to 54	17%	14%	22%	19%	23%	21%	22%
55+	35%	45%	13%	7%	5%	9%	56%

Thinking of you or your friends and family, have you or any of them done unpaid work experience or an internship to get into your or their chosen career?

	594	347	131	81	27	239	8
<b>Unweighted Base</b>	594	347	131	81	27	239	8
<b>Base: All adults 16 to 25</b>	712	410	162	95	35	291	11
Yes, I/ they have	54%	52%	55%	62%	53%	57%	70%
No, I/ they haven't	38%	41%	37%	30%	28%	34%	30%
Don't know	8%	8%	8%	8%	19%	9%	-

To what extent do you agree or disagree with the following statement?

Having to do unpaid work in an industry/ sector I was interested in would deter me from pursuing a career in that area

	594	347	131	81	27	239	8
<b>Unweighted Base</b>	594	347	131	81	27	239	8
<b>Base: All adults 16 to 25</b>	712	410	162	95	35	291	11
Strongly agree	5%	6%	5%	6%	2%	5%	7%
Agree	23%	23%	19%	26%	28%	23%	35%
Disagree	41%	42%	45%	38%	25%	40%	37%
Strongly disagree	18%	18%	16%	17%	30%	18%	-
Don't know	13%	12%	15%	13%	15%	15%	21%

In which, if any, of the following categories of industry do you think an unpaid internship or unpaid work experience is important to start a career? (Please tick all that apply)

	594	347	131	81	27	239	8
<b>Unweighted Base</b>	594	347	131	81	27	239	8
<b>Base: All adults 16 to 25</b>	712	410	162	95	35	291	11
IT	19%	16%	17%	29%	24%	22%	39%
Construction	21%	21%	19%	30%	15%	22%	13%
Manufacturing or engineering	26%	23%	28%	33%	20%	29%	22%
Creative industries (e.g. music, fashion, journalism etc.)	57%	58%	62%	53%	41%	56%	44%
Law and Accountancy	43%	41%	46%	51%	33%	46%	44%
Retail and customer service	11%	12%	9%	10%	11%	10%	-
Medical and veterinary professions	48%	49%	44%	56%	34%	47%	36%
None of these	9%	10%	9%	7%	13%	9%	11%
Don't know	11%	10%	11%	11%	24%	13%	7%

## YouGov/SMF Survey Results

Sample Size: 4366 GB adults (712 16-25 GB yr olds)  
Fieldwork: 10th - 13th September 2010

Total	GOR											
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland

Which of the following age bands are you in?

	Unweighted Base	4366	176	449	335	302	352	380	565	563	410	402	432	-
<b>Base: All GB adults</b>	<b>4366</b>	<b>205</b>	<b>500</b>	<b>369</b>	<b>324</b>	<b>392</b>	<b>419</b>	<b>559</b>	<b>585</b>	<b>414</b>	<b>219</b>	<b>380</b>	<b>12%</b>	<b>-</b>
16 to 25	16%	15%	18%	17%	18%	17%	13%	17%	18%	20%	13%	12%	-	-
26 to 34	16%	23%	15%	13%	14%	14%	17%	22%	15%	13%	13%	12%	-	-
35 to 44	17%	17%	17%	18%	19%	19%	16%	15%	17%	13%	17%	17%	-	-
45 to 54	17%	16%	17%	17%	16%	17%	19%	15%	15%	12%	19%	22%	-	-
55+	35%	29%	33%	35%	34%	33%	35%	30%	36%	42%	38%	39%	-	-

Thinking of you or your friends and family, have you or any of them done unpaid work experience or an internship to get into your or their chosen career?

	Unweighted Base	594	22	69	45	47	49	44	82	82	67	44	43	-
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>31</b>	<b>88</b>	<b>61</b>	<b>58</b>	<b>66</b>	<b>54</b>	<b>96</b>	<b>102</b>	<b>81</b>	<b>29</b>	<b>44</b>	<b>47%</b>	<b>-</b>
Yes, I/ they have	54%	53%	58%	61%	52%	53%	48%	62%	46%	58%	52%	48%	-	-
No, I/ they haven't	38%	26%	39%	33%	43%	32%	39%	27%	50%	36%	36%	47%	-	-
Don't know	8%	21%	3%	6%	5%	16%	13%	11%	4%	6%	12%	5%	-	-

To what extent do you agree or disagree with the following statement?

Having to do unpaid work in an industry/ sector I was interested in would deter me from pursuing a career in that area

	Unweighted Base	594	22	69	45	47	49	44	82	82	67	44	43	-
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>31</b>	<b>88</b>	<b>61</b>	<b>58</b>	<b>66</b>	<b>54</b>	<b>96</b>	<b>102</b>	<b>81</b>	<b>29</b>	<b>44</b>	<b>6%</b>	<b>-</b>
Strongly agree	5%	8%	5%	2%	10%	5%	5%	8%	4%	4%	-	6%	-	-
Agree	23%	21%	12%	33%	29%	28%	24%	22%	15%	31%	26%	14%	-	-
Disagree	41%	35%	54%	49%	30%	33%	45%	41%	40%	43%	33%	42%	-	-
Strongly disagree	18%	11%	22%	8%	19%	21%	22%	17%	25%	9%	18%	15%	-	-
Don't know	13%	26%	6%	9%	11%	14%	4%	12%	16%	13%	23%	22%	-	-

In which, if any, of the following categories of industry do you think an unpaid internship or unpaid work experience is important to start a career? (Please tick all that apply)

	Unweighted Base	594	22	69	45	47	49	44	82	82	67	44	43	-
<b>Base: All adults 16 to 25</b>	<b>712</b>	<b>31</b>	<b>88</b>	<b>61</b>	<b>58</b>	<b>66</b>	<b>54</b>	<b>96</b>	<b>102</b>	<b>81</b>	<b>29</b>	<b>44</b>	<b>25%</b>	<b>-</b>
IT	19%	24%	15%	28%	13%	14%	14%	27%	14%	18%	19%	25%	-	-
Construction	21%	15%	20%	23%	25%	29%	18%	26%	17%	19%	18%	20%	-	-
Manufacturing or engineering	26%	28%	19%	32%	20%	38%	20%	32%	27%	21%	17%	19%	-	-
Creative industries (e.g. music, fashion, journalism etc.)	57%	37%	52%	50%	53%	58%	65%	64%	66%	49%	66%	59%	-	-
Law and Accountancy	43%	36%	39%	48%	32%	40%	47%	46%	52%	37%	46%	45%	-	-
Retail and customer service	11%	20%	15%	8%	6%	6%	15%	15%	12%	5%	5%	12%	-	-
Medical and veterinary professions	48%	23%	57%	43%	46%	46%	47%	47%	45%	58%	37%	56%	-	-
None of these	9%	4%	12%	3%	15%	11%	2%	12%	12%	5%	4%	16%	-	-
Don't know	11%	23%	7%	10%	10%	13%	14%	9%	8%	15%	19%	2%	-	-

## YouGov/SMF Survey Results

Sample Size: 4366 GB adults (712 16-25 GB yr olds)  
Fieldwork: 10th - 13th September 2010

Total	Social grade 2		Age									
Base	ABC1	C2DE	16	17	18	19	20	21	22	23	24	25

Which of the following age bands are you in?

Unweighted Base	4366	2748	1487	24	62	49	58	54	73	59	81	70	64
<b>Base: All GB adults</b>	4366	2706	1535	32	85	54	63	68	85	74	98	88	66
16 to 25	16%	18%	13%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
26 to 34	16%	17%	14%	-	-	-	-	-	-	-	-	-	-
35 to 44	17%	17%	16%	-	-	-	-	-	-	-	-	-	-
45 to 54	17%	16%	17%	-	-	-	-	-	-	-	-	-	-
55+	35%	32%	40%	-	-	-	-	-	-	-	-	-	-

Thinking of you or your friends and family, have you or any of them done unpaid work experience or an internship to get into your or their chosen career?

Unweighted Base	594	424	153	24	62	49	58	54	73	59	81	70	64
<b>Base: All adults 16 to 25</b>	712	489	204	32	85	54	63	68	85	74	98	88	66
Yes, I/ they have	54%	56%	51%	56%	71%	56%	50%	51%	66%	63%	45%	44%	38%
No, I/ they haven't	38%	36%	40%	37%	20%	41%	31%	33%	28%	32%	48%	51%	55%
Don't know	8%	8%	8%	7%	9%	3%	19%	16%	6%	5%	6%	5%	7%

To what extent do you agree or disagree with the following statement?

Having to do unpaid work in an industry/ sector I was interested in would deter me from pursuing a career in that area

Unweighted Base	594	424	153	24	62	49	58	54	73	59	81	70	64
<b>Base: All adults 16 to 25</b>	712	489	204	32	85	54	63	68	85	74	98	88	66
Strongly agree	5%	6%	5%	2%	-	2%	10%	4%	5%	4%	12%	6%	5%
Agree	23%	24%	21%	40%	26%	19%	16%	17%	19%	30%	18%	30%	19%
Disagree	41%	41%	41%	47%	37%	38%	39%	45%	51%	29%	41%	36%	54%
Strongly disagree	18%	18%	16%	10%	16%	18%	26%	22%	23%	20%	15%	12%	15%
Don't know	13%	11%	17%	-	22%	23%	9%	11%	3%	17%	14%	16%	7%

In which, if any, of the following categories of industry do you think an unpaid internship or unpaid work experience is important to start a career? (Please tick all that apply)

Unweighted Base	594	424	153	24	62	49	58	54	73	59	81	70	64
<b>Base: All adults 16 to 25</b>	712	489	204	32	85	54	63	68	85	74	98	88	66
IT	19%	17%	23%	17%	21%	35%	23%	21%	9%	19%	23%	14%	12%
Construction	21%	20%	23%	36%	18%	27%	14%	28%	22%	13%	18%	23%	25%
Manufacturing or engineering	26%	25%	26%	29%	36%	29%	19%	34%	32%	19%	17%	26%	17%
Creative industries (e.g. music, fashion, journalism etc.)	57%	56%	60%	47%	57%	55%	52%	70%	71%	54%	51%	47%	61%
Law and Accountancy	43%	43%	44%	45%	49%	53%	43%	52%	48%	37%	36%	43%	27%
Retail and customer service	11%	9%	13%	11%	16%	6%	7%	15%	17%	6%	7%	14%	6%
Medical and veterinary professions	48%	48%	47%	46%	50%	52%	49%	59%	55%	41%	46%	42%	39%
None of these	9%	11%	6%	14%	2%	6%	11%	8%	7%	17%	12%	13%	4%
Don't know	11%	11%	10%	8%	18%	3%	11%	5%	7%	3%	15%	12%	23%