

YouGov / North London Collegiate School

Sample size : 1009 female full time students aged between 16-20 years old.

Fieldwork : 02nd - 10th April 2014

Total	Age						
	16	17	18	19	20	16-17	18-20

Would you EVER consider a career in finance?

Base: Female FT students in GB aged 16-20

	1010	109	167	269	234	230	276	733
Yes, I would	34%	28%	31%	37%	37%	33%	29%	36%
No, I wouldn't	43%	39%	50%	38%	43%	47%	46%	42%
Not sure	23%	33%	20%	26%	20%	20%	25%	22%

You stated that you would not consider a career in finance or are not sure...

Which, if any, of the following explains why?

Base: Female FT students in GB aged 16-20 who would not consider a career in finance or are not sure

	668	79	116	171	148	154	195	473
Sexist culture	19%	27%	16%	19%	18%	19%	20%	19%
Male dominated culture	22%	22%	19%	22%	24%	24%	20%	23%
Lack of information from teachers	21%	33%	16%	25%	19%	16%	23%	20%
Media reporting	11%	6%	13%	12%	9%	13%	10%	11%
Lack of female members on the board of finance businesses	14%	16%	10%	17%	13%	12%	13%	14%
Reputation of FTSE	8%	5%	7%	7%	10%	8%	6%	8%
Inflexible working hours	16%	22%	16%	12%	18%	18%	18%	16%
Due to information given during careers advice	10%	14%	13%	9%	9%	8%	13%	9%
Other	39%	35%	41%	35%	39%	44%	39%	39%
Not sure	21%	15%	24%	24%	20%	18%	21%	21%

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

"In general, I think it is more likely that you can achieve a better work-life balance in other industries than in finance"

Base: Female FT students in GB aged 16-20

	1010	109	167	270	234	230	276	734
Strongly agree	11%	10%	13%	9%	10%	12%	12%	10%
Tend to agree	37%	37%	31%	36%	41%	37%	33%	38%
Tend to disagree	19%	15%	22%	21%	20%	17%	19%	19%
Strongly disagree	3%	1%	2%	3%	2%	5%	2%	3%
Don't know	30%	38%	32%	31%	27%	29%	34%	29%
Net: Agree	48%	47%	44%	45%	52%	50%	45%	49%
Net: Disagree	22%	16%	25%	24%	22%	22%	21%	22%

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Sample size : 1009 female full time students

Fieldwork : 02nd - 10th April 2014

Region						
North	Midlands	East	London	South	Wales	Scotland

Would you EVER consider a career in finance?

Base: Female FT students in GB aged 16-20

	224	140	75	191	199	65	115
Yes, I would	29%	34%	37%	46%	32%	32%	28%
No, I wouldn't	46%	44%	48%	34%	43%	45%	50%
Not sure	26%	22%	15%	20%	26%	23%	22%

You stated that you would not consider a career in finance or are not sure...

Which, if any, of the following explains why?

Base: Female FT students in GB aged 16-20 who would not consider a career in finance or are not sure

	160	94	47	104	136	44	83
Sexist culture	13%	24%	17%	21%	18%	23%	23%
Male dominated culture	16%	27%	17%	19%	25%	32%	25%
Lack of information from teachers	19%	21%	21%	13%	25%	36%	17%
Media reporting	10%	12%	11%	9%	11%	9%	17%
Lack of female members on the board of finance businesses	9%	14%	15%	10%	17%	23%	17%
Reputation of FTSE	4%	4%	9%	9%	11%	2%	16%
Inflexible working hours	13%	19%	13%	10%	26%	23%	12%
Due to information given during careers advice	12%	11%	6%	6%	11%	11%	11%
Other	36%	40%	55%	44%	32%	32%	42%
Not sure	25%	12%	11%	25%	24%	18%	19%

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

"In general, I think it is more likely that you can achieve a better work-life balance in other industries than in finance"

Base: Female FT students in GB aged 16-20

	224	141	75	191	199	65	115
Strongly agree	12%	8%	9%	10%	13%	12%	10%
Tend to agree	35%	36%	36%	35%	40%	46%	36%
Tend to disagree	19%	18%	19%	27%	16%	9%	19%
Strongly disagree	2%	4%	7%	1%	4%	5%	2%
Don't know	33%	33%	29%	27%	28%	28%	33%
Net: Agree	46%	44%	45%	45%	52%	58%	46%
Net: Disagree	21%	23%	25%	28%	20%	14%	21%

Ever taken part or currently taking part in an insight programme					
Yes, currently taking part	Yes, taken part in the past	No, never taken part but would be interested	No, have never taken part and would not be interested	Can't recall/ not sure	NET: Yes

Would you EVER consider a career in finance?

Base: Female FT students in GB aged 16-20

	18	67	642	171	113	83
Yes, I would	61%	40%	40%	14%	21%	43%
No, I wouldn't	17%	37%	37%	69%	48%	34%
Not sure	22%	22%	23%	17%	31%	23%

You stated that you would not consider a career in finance or are not sure...

Which, if any, of the following explains why?

Base: Female FT students in GB aged 16-20 who would not consider a career in finance or are not sure

	7	40	385	147	89	47
Sexist culture	14%	18%	21%	20%	12%	17%
Male dominated culture	-	25%	24%	23%	13%	21%
Lack of information from teachers	43%	23%	24%	16%	13%	26%
Media reporting	14%	15%	13%	8%	4%	15%
Lack of female members on the board of finance businesses	29%	18%	15%	14%	7%	19%
Reputation of FTSE	-	5%	10%	6%	1%	4%
Inflexible working hours	-	13%	18%	16%	11%	11%
Due to information given during careers advice	-	20%	11%	7%	6%	17%
Other	14%	38%	42%	39%	28%	34%
Not sure	-	18%	15%	23%	47%	15%

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

"In general, I think it is more likely that you can achieve a better work-life balance in other industries than in finance"

Base: Female FT students in GB aged 16-20

	18	67	643	171	113	83
Strongly agree	17%	7%	12%	10%	7%	10%
Tend to agree	44%	37%	39%	37%	20%	40%
Tend to disagree	28%	25%	20%	17%	16%	24%
Strongly disagree	-	4%	2%	5%	3%	4%
Don't know	11%	25%	27%	31%	54%	23%
Net: Agree	61%	45%	51%	47%	27%	49%
Net: Disagree	28%	30%	22%	22%	19%	28%