

## YouGov / SLG Survey Results Construction Careers

GB Sample: 2058

Fieldwork 16-17th February 2016

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Overall, which ONE, if any, of the following sectors/ industries do you feel is generally the most important in the UK?

	Unweighted base	2058	961	1097	209	252	362	456	779
<b>Base: All GB adults</b>	<b>2058</b>	<b>988</b>	<b>1070</b>	<b>247</b>	<b>325</b>	<b>376</b>	<b>390</b>	<b>720</b>	
Business services (e.g. IT, consulting, human resources etc. excluding finance)	4%	5%	2%	2%	2%	7%	3%	3%	
Armed Forces	9%	10%	7%	5%	9%	6%	8%	11%	
Healthcare (public or private)	49%	39%	59%	56%	47%	42%	53%	50%	
Local or national government (i.e. civil service)	7%	8%	6%	8%	10%	7%	6%	5%	
Construction	4%	6%	2%	1%	3%	3%	5%	6%	
Charity	1%	1%	1%	1%	2%	2%	1%	1%	
Finance	10%	15%	6%	9%	9%	14%	10%	10%	
Other	3%	3%	2%	1%	4%	2%	3%	3%	
Don't know	13%	12%	14%	16%	13%	17%	11%	10%	

Please imagine you were to advise a young person who was looking to start a career...

Which ONE, if any, of the following sectors/ industries would you be most likely to recommend?

	Unweighted base	2058	961	1097	209	252	362	456	779
<b>Base: All GB adults</b>	<b>2058</b>	<b>988</b>	<b>1070</b>	<b>247</b>	<b>325</b>	<b>376</b>	<b>390</b>	<b>720</b>	
Business services (e.g. IT, consulting, human resources etc. excluding finance)	17%	17%	17%	19%	19%	17%	17%	16%	
Armed Forces	10%	12%	8%	6%	5%	8%	10%	15%	
Healthcare (public or private)	16%	14%	18%	21%	15%	14%	17%	15%	
Local or national government (i.e. civil service)	7%	7%	7%	9%	7%	5%	7%	7%	
Construction	8%	10%	7%	4%	7%	10%	9%	9%	
Charity	3%	1%	4%	5%	5%	4%	3%	1%	
Finance	13%	16%	10%	10%	11%	15%	12%	14%	
Other	4%	5%	4%	4%	3%	5%	7%	3%	
Don't know	22%	18%	25%	22%	29%	23%	17%	20%	

Overall, which ONE, if any, of the following sectors/ industries do you think is the most well paid in the UK?

	Unweighted base	2058	961	1097	209	252	362	456	779
<b>Base: All GB adults</b>	<b>2058</b>	<b>988</b>	<b>1070</b>	<b>247</b>	<b>325</b>	<b>376</b>	<b>390</b>	<b>720</b>	
Business services (e.g. IT, consulting, human resources etc. excluding finance)	16%	15%	18%	14%	18%	14%	16%	18%	
Armed Forces	1%	1%	2%	2%	2%	1%	2%	1%	
Healthcare (public or private)	2%	2%	2%	3%	2%	3%	1%	2%	
Local or national government (i.e. civil service)	13%	10%	16%	15%	11%	8%	14%	15%	
Construction	2%	2%	2%	2%	3%	4%	2%	2%	
Charity	1%	1%	1%	0%	1%	2%	2%	1%	
Finance	54%	60%	48%	54%	52%	56%	57%	52%	
Other	1%	1%	1%	1%	-	1%	1%	1%	
Don't know	9%	8%	10%	10%	10%	11%	5%	9%	

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Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question, by "higher or further education qualification", we mean the official completion of a course at a university, university college, specialist college, sixth form college or other similar institution.

Overall, which, if any, of the following sectors/ industries do you think are least likely to require workers with a higher or further education qualification? (Please select all that apply)

	2058	961	1097	209	252	362	456	779
Unweighted base	2058	961	1097	209	252	362	456	779
<b>Base: All GB adults</b>	2058	988	1070	247	325	376	390	720
Business services (e.g. IT, consulting, human resources etc. excluding finance)	6%	6%	5%	7%	7%	6%	5%	4%
Armed Forces	40%	44%	36%	52%	45%	42%	36%	35%
Healthcare (public or private)	7%	6%	7%	3%	4%	4%	9%	9%
Local or national government (i.e. civil service)	11%	12%	9%	8%	13%	6%	13%	12%
Construction	41%	40%	41%	50%	36%	39%	40%	41%
Charity	39%	40%	39%	38%	38%	30%	40%	44%
Finance	4%	4%	3%	1%	4%	4%	4%	4%
Other	2%	2%	2%	1%	2%	1%	3%	3%
Don't know	15%	13%	16%	10%	14%	17%	13%	16%

Do you think you would ever personally consider a career in the construction industry? (If you already work in the construction industry, please select the "Not applicable" option)

	2058	961	1097	209	252	362	456	779
Unweighted base	2058	961	1097	209	252	362	456	779
<b>Base: All GB adults</b>	2058	988	1070	247	325	376	390	720
Yes, I would	17%	23%	11%	15%	21%	22%	16%	13%
No, I wouldn't	67%	55%	78%	69%	60%	58%	68%	72%
Don't know	13%	15%	11%	15%	18%	16%	13%	7%
Not applicable - I already work in the construction industry	4%	7%	1%	0%	0%	4%	3%	7%

Which, if any, of the following words/ phrases would you associate with jobs in the construction industry? (Please select all that apply)

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Fun	9%	11%	6%	8%	9%	13%	6%	8%
Exciting	11%	13%	9%	10%	8%	14%	10%	12%
Forward thinking	14%	12%	16%	12%	16%	11%	13%	15%
Unsafe	24%	26%	23%	29%	18%	23%	26%	25%
Dirty	58%	57%	59%	58%	56%	56%	61%	59%
Stressful	21%	23%	20%	32%	27%	22%	17%	17%
Boring	10%	12%	9%	17%	12%	12%	12%	6%
Rewarding	29%	32%	26%	26%	23%	24%	28%	35%
Easy	1%	2%	1%	3%	2%	1%	0%	1%
None of these	5%	5%	5%	2%	7%	4%	7%	4%
Don't know	9%	8%	9%	10%	7%	14%	5%	8%

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Total	Gender		Age				
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Which, if any, of the following statements describe your views of the construction industry? (Please select all that apply)

	Unweighted base	2058	961	1097	209	252	362	456	779
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It's an exciting industry full of different roles	30%	33%	28%	16%	24%	30%	29%	39%	
It's an important industry but the work is quite dull	35%	38%	32%	54%	33%	32%	38%	28%	
It's full of low-paid, low-skilled workers	19%	22%	16%	27%	16%	17%	20%	18%	
It creates mess, traffic and inconvenience	23%	26%	20%	21%	20%	21%	26%	25%	
It's old-fashioned	5%	8%	3%	7%	11%	5%	4%	3%	
It's an innovative industry	20%	20%	20%	15%	17%	19%	21%	23%	
None of these	7%	6%	9%	7%	8%	7%	8%	7%	
Don't know	12%	9%	15%	12%	13%	19%	10%	10%	

Approximately how much do you think the construction industry contributes per year to the UK economy in total? (Please select the option that best applies. If you are unsure, please give your best estimate)

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Up to £9.9 billion	3%	3%	4%	3%	4%	3%	4%	3%	
£10 billion to £19.9 billion	6%	5%	7%	7%	6%	5%	6%	6%	
£20 billion to £29.9 billion	5%	7%	4%	7%	3%	6%	5%	5%	
£30 billion to £39.9 billion	5%	6%	4%	8%	5%	3%	5%	6%	
£40 billion to £49.9 billion	5%	5%	4%	10%	3%	4%	3%	4%	
£50 billion to £59.9 billion	8%	9%	7%	9%	11%	9%	6%	6%	
£60 billion to £69.9 billion	4%	5%	4%	4%	5%	5%	3%	4%	
£70 billion to £79.9 billion	3%	3%	3%	5%	5%	2%	3%	2%	
£80 billion to £89.9 billion	2%	3%	1%	6%	1%	2%	1%	2%	
£90 billion to £99.9 billion	2%	2%	2%	2%	2%	3%	2%	2%	
£100 billion to £109.9 billion	3%	4%	2%	3%	2%	4%	4%	3%	
£110 billion to £120 billion	1%	1%	1%	-	2%	0%	1%	0%	
More than £120 billion	3%	5%	2%	1%	3%	3%	4%	4%	
Don't know	50%	43%	55%	37%	48%	50%	53%	52%	