

YouGov Survey Results

Sample Size: 1028
Fieldwork: 18th - 24th October 2011

Total	Gender		Age					Region						Business Size			
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

For which age group do you think an apprenticeship is MOST relevant?

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
16 to 18 year olds	57%	59%	54%	33%	31%	56%	55%	64%	54%	67%	57%	53%	53%	61%	65%	58%	53%	57%
19 to 21 year olds	36%	35%	40%	33%	54%	35%	40%	31%	38%	31%	39%	36%	40%	33%	28%	35%	42%	36%
22 to 25 year olds	2%	2%	3%	-	7%	2%	2%	1%	3%	1%	1%	4%	2%	1%	4%	2%	3%	3%
26 to 30 year olds	0%	0%	1%	-	5%	-	0%	-	1%	-	1%	-	1%	-	-	1%	-	-
31 + year olds	1%	1%	2%	-	1%	4%	-	2%	1%	-	2%	5%	1%	1%	-	1%	1%	3%
Don't know	2%	3%	2%	33%	1%	3%	2%	2%	4%	2%	1%	2%	3%	3%	3%	3%	2%	1%

If you had all the support your business needed to do so...Which ONE of the following would you prefer to do?

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Hire an apprentice aged under 25	40%	43%	33%	33%	42%	46%	43%	36%	43%	45%	35%	34%	47%	30%	40%	37%	49%	56%
Hire an apprentice aged 25 and over	9%	8%	12%	33%	12%	8%	8%	10%	10%	10%	10%	6%	7%	14%	12%	10%	7%	4%
Offer an apprenticeship to an existing employee under 25 (e.g. upskilling a long serving member of the team within the business)	7%	6%	10%	-	6%	7%	8%	7%	9%	2%	10%	9%	5%	6%	9%	5%	13%	15%
Offer an apprenticeship to an existing employee 25 and over (e.g. upskilling a long serving member of the team within the business)	4%	3%	5%	-	7%	3%	3%	3%	2%	5%	2%	5%	5%	6%	3%	3%	5%	4%
None of these	40%	39%	40%	33%	33%	35%	37%	44%	35%	38%	42%	47%	36%	43%	37%	44%	26%	21%

Which, if any, of the following would make your business more inclined to hire an apprentice aged under-25? (Please tick all that apply)

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
If my business could recoup our investment if the apprentice decided to leave	33%	34%	28%	33%	37%	31%	36%	30%	31%	36%	41%	26%	33%	32%	26%	30%	42%	45%
If government funding was ring-fenced specifically for under 25 apprentices	20%	21%	19%	-	28%	21%	21%	19%	20%	22%	22%	19%	20%	19%	21%	19%	26%	26%
If businesses who hired apprentices aged under 25 were given tax breaks to do so	38%	39%	34%	67%	42%	43%	40%	34%	38%	40%	38%	34%	40%	36%	40%	35%	52%	46%
Support and advice from fellow businesses in my sector to understand what their experiences of apprentices have been	8%	8%	11%	-	19%	11%	7%	7%	10%	11%	10%	7%	8%	4%	5%	7%	9%	18%
If I could share the financial burden with another employer or organisation	11%	11%	11%	-	14%	13%	11%	10%	10%	16%	12%	9%	11%	9%	10%	12%	5%	15%
If there were regional events bringing together prospective apprentices, colleges and employers as a milkround of colleges to help identify high-calibre candidates	10%	9%	13%	33%	16%	12%	12%	7%	10%	10%	12%	11%	12%	7%	4%	9%	12%	18%
None of these	43%	42%	47%	33%	29%	41%	39%	49%	43%	39%	37%	51%	42%	49%	41%	47%	31%	24%

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Total	Sector						Sector			
Base	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Other

For which age group do you think an apprenticeship is MOST relevant?

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
16 to 18 year olds	57%	60%	64%	59%	59%	51%	58%	50%	57%	57%	56%
19 to 21 year olds	36%	37%	30%	34%	32%	41%	38%	43%	35%	38%	36%
22 to 25 year olds	2%	2%	2%	1%	3%	1%	-	8%	1%	4%	2%
26 to 30 year olds	0%	1%	-	1%	-	-	-	-	1%	-	1%
31 + year olds	1%	1%	-	3%	4%	-	2%	-	2%	-	2%
Don't know	2%	-	4%	1%	1%	6%	2%	-	4%	-	3%

If you had all the support your business needed to do so...Which ONE of the following would you prefer to do?

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Hire an apprentice aged under 25	40%	54%	53%	42%	41%	34%	42%	38%	45%	43%	32%
Hire an apprentice aged 25 and over	9%	8%	6%	8%	9%	10%	-	13%	5%	11%	13%
Offer an apprenticeship to an existing employee under 25 (e.g. upskilling a long serving member of the team within the business)	7%	5%	10%	8%	4%	15%	4%	8%	4%	9%	7%
Offer an apprenticeship to an existing employee 25 and over (e.g. upskilling a long serving member of the team within the business)	4%	4%	2%	4%	4%	6%	6%	3%	4%	6%	2%
None of these	40%	28%	28%	38%	42%	35%	48%	40%	43%	32%	47%

Which, if any, of the following would make your business more inclined to hire an apprentice aged under-25? (Please tick all that apply)

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
If my business could recoup our investment if the apprentice decided to leave	33%	49%	37%	26%	22%	35%	24%	28%	37%	36%	28%
If government funding was ring-fenced specifically for under 25 apprentices	20%	28%	28%	14%	17%	21%	10%	15%	24%	28%	17%
If businesses who hired apprentices aged under 25 were given tax breaks to do so	38%	48%	53%	37%	28%	46%	28%	30%	44%	38%	32%
Support and advice from fellow businesses in my sector to understand what their experiences of apprentices have been	8%	10%	6%	5%	9%	13%	4%	5%	11%	12%	8%
If I could share the financial burden with another employer or organisation	11%	11%	7%	16%	10%	15%	8%	13%	16%	9%	10%
If there were regional events bringing together prospective apprentices, colleges and employers as a milkround of colleges to help identify high-calibre candidates	10%	15%	11%	5%	12%	16%	10%	5%	13%	11%	8%
None of these	43%	26%	28%	46%	55%	37%	52%	50%	42%	39%	49%

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Total	Company turnover				
	Prefer not to say	£250,000 to £999,999	£1 million to £2.99 million	£3 million to £9.99 million	£10 million to £50 million or more

For which age group do you think an apprenticeship is MOST relevant?

All Senior Decision makers	1025	103	142	93	95	132
16 to 18 year olds	57%	54%	58%	57%	52%	55%
19 to 21 year olds	36%	37%	36%	34%	42%	37%
22 to 25 year olds	2%	2%	4%	5%	2%	4%
26 to 30 year olds	0%	1%	1%	-	1%	-
31 + year olds	1%	3%	1%	-	1%	3%
Don't know	2%	3%	1%	3%	2%	1%

If you had all the support your business needed to do so...Which ONE of the following would you prefer to do?

All Senior Decision makers	1025	103	142	93	95	132
Hire an apprentice aged under 25	40%	27%	47%	56%	51%	55%
Hire an apprentice aged 25 and over	9%	15%	10%	10%	5%	5%
Offer an apprenticeship to an existing employee under 25 (e.g. upskilling a long serving member of the team within the business)	7%	13%	9%	5%	9%	14%
Offer an apprenticeship to an existing employee 25 and over (e.g. upskilling a long serving member of the team within the business)	4%	4%	4%	-	4%	3%
None of these	40%	42%	30%	29%	31%	23%

Which, if any, of the following would make your business more inclined to hire an apprentice aged under-25? (Please tick all that apply)

All Senior Decision makers	1025	103	142	93	95	132
If my business could recoup our investment if the apprentice decided to leave	33%	26%	42%	47%	40%	41%
If government funding was ring-fenced specifically for under 25 apprentices	20%	20%	20%	25%	25%	25%
If businesses who hired apprentices aged under 25 were given tax breaks to do so	38%	27%	46%	43%	47%	51%
Support and advice from fellow businesses in my sector to understand what their experiences of apprentices have been	8%	7%	13%	8%	8%	13%
If I could share the financial burden with another employer or organisation	11%	11%	13%	9%	7%	8%
If there were regional events bringing together prospective apprentices, colleges and employers as a milkround of colleges to help identify high-calibre candidates	10%	11%	11%	13%	7%	17%
None of these	43%	52%	29%	32%	34%	26%

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Total	Gender		Age					Region						Business Size			
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

Using a scale of 1 to 5 where 1 is 'Most important' and 5 is 'Least important, please rank each of the following statements in terms of their importance to the economic development in the UK.

Businesses offering apprenticeships to young people in the work place (i.e. under the age of 25)

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Ranked first	39%	39%	40%	-	34%	38%	40%	40%	39%	44%	35%	33%	40%	41%	49%	41%	35%	31%
Ranked second	31%	33%	27%	33%	29%	31%	31%	32%	34%	27%	29%	35%	32%	35%	23%	31%	31%	32%
Ranked third	17%	17%	18%	-	20%	19%	17%	16%	17%	16%	25%	16%	16%	10%	17%	15%	24%	26%
Ranked fourth	8%	8%	9%	67%	11%	7%	8%	8%	8%	8%	9%	12%	6%	10%	8%	9%	8%	7%
Ranked fifth	4%	4%	7%	-	6%	5%	4%	4%	2%	6%	3%	5%	5%	4%	4%	5%	3%	4%

Businesses offering entry level apprenticeships to young people (i.e. under the age of 25)

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Ranked first	31%	31%	30%	67%	31%	30%	31%	31%	31%	27%	24%	38%	33%	30%	31%	31%	28%	32%
Ranked second	33%	32%	35%	-	39%	34%	33%	32%	30%	38%	34%	28%	34%	36%	32%	33%	37%	28%
Ranked third	20%	20%	19%	-	14%	22%	19%	21%	23%	18%	23%	20%	17%	19%	19%	20%	15%	26%
Ranked fourth	11%	11%	13%	-	7%	10%	12%	13%	9%	14%	15%	12%	10%	9%	10%	11%	13%	10%
Ranked fifth	5%	5%	4%	33%	8%	5%	6%	4%	7%	4%	5%	2%	6%	6%	8%	5%	7%	4%

Businesses offering apprenticeships to existing employees

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Ranked first	7%	6%	8%	33%	5%	4%	8%	7%	7%	7%	7%	6%	7%	9%	5%	6%	8%	8%
Ranked second	10%	10%	11%	-	8%	11%	10%	11%	10%	10%	14%	9%	7%	9%	18%	10%	9%	12%
Ranked third	18%	18%	17%	-	10%	18%	16%	20%	18%	17%	17%	18%	18%	25%	15%	19%	15%	14%
Ranked fourth	26%	26%	26%	33%	27%	24%	29%	24%	28%	23%	25%	26%	26%	23%	27%	25%	28%	29%
Ranked fifth	39%	39%	39%	33%	51%	43%	37%	37%	37%	43%	37%	42%	42%	35%	35%	40%	39%	37%

Sample Size: 1028
Fieldwork: 18th - 24th October 2011

Total	Sector						Sector			
	Base	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales

Using a scale of 1 to 5 where 1 is 'Most important' and 5 is 'Least important, please rank each of the following statements in terms of their importance to the economic development in the UK.

Businesses offering apprenticeships to young people in the work place (i.e. under the age of 25)

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Ranked first	39%	42%	43%	47%	33%	41%	34%	35%	42%	36%	37%
Ranked second	31%	32%	31%	36%	29%	28%	46%	25%	30%	21%	33%
Ranked third	17%	13%	15%	9%	25%	15%	8%	18%	17%	30%	17%
Ranked fourth	8%	9%	7%	5%	10%	10%	8%	18%	8%	10%	7%
Ranked fifth	4%	4%	4%	3%	3%	6%	4%	5%	4%	3%	5%

Businesses offering entry level apprenticeships to young people (i.e. under the age of 25)

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Ranked first	31%	26%	31%	28%	28%	31%	42%	30%	29%	30%	33%
Ranked second	33%	34%	35%	28%	36%	31%	28%	40%	38%	36%	30%
Ranked third	20%	26%	22%	21%	25%	25%	18%	18%	14%	20%	17%
Ranked fourth	11%	9%	10%	14%	6%	9%	8%	8%	13%	11%	14%
Ranked fifth	5%	4%	2%	9%	6%	4%	4%	5%	6%	3%	5%

Businesses offering apprenticeships to existing employees

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Ranked first	7%	14%	5%	8%	7%	6%	6%	-	2%	6%	7%
Ranked second	10%	10%	14%	12%	12%	19%	6%	5%	6%	6%	11%
Ranked third	18%	14%	19%	25%	9%	24%	24%	23%	23%	10%	17%
Ranked fourth	26%	26%	26%	26%	28%	25%	28%	25%	30%	24%	24%
Ranked fifth	39%	36%	37%	29%	45%	26%	36%	48%	40%	53%	40%

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Total	Company turnover				
	Base	Prefer not to say	£250,000 to £999,999	£1 million to £2.99 million	£3 million to £9.99 million

Using a scale of 1 to 5 where 1 is 'Most important' and 5 is 'Least important, please rank each of the following statements in terms of their importance to the economic development in the UK.

Businesses offering apprenticeships to young people in the work place (i.e. under the age of 25)

All Senior Decision makers	1025	103	142	93	95	132
Ranked first	39%	46%	36%	42%	38%	31%
Ranked second	31%	21%	39%	35%	31%	30%
Ranked third	17%	19%	11%	12%	22%	27%
Ranked fourth	8%	10%	11%	6%	7%	9%
Ranked fifth	4%	4%	4%	4%	2%	3%

Businesses offering entry level apprenticeships to young people (i.e. under the age of 25)

All Senior Decision makers	1025	103	142	93	95	132
Ranked first	31%	20%	38%	30%	32%	30%
Ranked second	33%	39%	30%	37%	32%	33%
Ranked third	20%	20%	19%	25%	18%	22%
Ranked fourth	11%	16%	9%	4%	16%	10%
Ranked fifth	5%	5%	4%	4%	3%	5%

Businesses offering apprenticeships to existing employees

All Senior Decision makers	1025	103	142	93	95	132
Ranked first	7%	11%	8%	5%	11%	7%
Ranked second	10%	9%	9%	10%	9%	11%
Ranked third	18%	24%	23%	13%	15%	13%
Ranked fourth	26%	16%	22%	33%	21%	25%
Ranked fifth	39%	41%	39%	39%	44%	44%

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Total	Gender		Age					Region						Business Size			
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	North	Midlands	East	London	South	Wales	Scotland	Small	Medium	Large

Businesses offering apprenticeships for older people in the work place (i.e. over the age of 25)

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Ranked first	8%	7%	9%	-	8%	11%	8%	6%	7%	7%	12%	5%	6%	10%	8%	8%	7%	4%
Ranked second	12%	11%	14%	33%	10%	12%	10%	13%	14%	12%	10%	11%	11%	13%	14%	12%	12%	13%
Ranked third	25%	24%	29%	67%	31%	22%	28%	24%	24%	24%	27%	27%	27%	25%	26%	26%	24%	20%
Ranked fourth	36%	37%	31%	-	37%	38%	33%	36%	34%	38%	34%	37%	37%	30%	35%	35%	33%	40%
Ranked fifth	20%	21%	17%	-	13%	17%	21%	21%	21%	19%	19%	20%	19%	22%	18%	19%	25%	23%

Businesses offering graduate training schemes for young people

All Senior Decision makers	1025	771	254	3	83	189	287	463	192	154	153	163	216	69	78	807	118	100
Ranked first	16%	17%	13%	-	22%	17%	13%	16%	17%	16%	22%	18%	13%	10%	8%	14%	22%	25%
Ranked second	14%	14%	13%	33%	14%	12%	16%	13%	13%	14%	12%	17%	15%	7%	13%	14%	11%	15%
Ranked third	20%	20%	18%	33%	24%	20%	20%	19%	17%	25%	11%	20%	23%	22%	23%	20%	22%	14%
Ranked fourth	19%	18%	22%	-	18%	20%	20%	18%	21%	17%	18%	13%	21%	28%	21%	20%	18%	14%
Ranked fifth	32%	31%	34%	33%	22%	31%	32%	34%	33%	28%	37%	32%	28%	33%	36%	32%	27%	32%

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Total	Sector						Sector			
Base	Manufacturing	Construction	Retail	Financial services	Hospitality and leisure	Accountancy	Legal	IT & telecoms	Media/ marketing/ advertising/ PR & sales	Other

Businesses offering apprenticeships for older people in the work place (i.e. over the age of 25)

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Ranked first	8%	4%	5%	8%	7%	10%	8%	5%	6%	6%	10%
Ranked second	12%	13%	14%	14%	9%	12%	12%	10%	11%	13%	11%
Ranked third	25%	23%	26%	29%	28%	19%	20%	35%	25%	20%	27%
Ranked fourth	36%	38%	36%	34%	36%	29%	40%	30%	34%	44%	34%
Ranked fifth	20%	23%	20%	14%	20%	29%	20%	20%	24%	17%	17%

Businesses offering graduate training schemes for young people

All Senior Decision makers	1025	114	81	76	69	68	50	40	105	94	328
Ranked first	16%	14%	16%	9%	25%	12%	10%	30%	22%	21%	12%
Ranked second	14%	11%	7%	11%	14%	10%	8%	20%	15%	23%	15%
Ranked third	20%	24%	19%	16%	14%	18%	30%	8%	21%	20%	21%
Ranked fourth	19%	18%	21%	20%	20%	26%	16%	20%	15%	12%	20%
Ranked fifth	32%	33%	37%	45%	26%	34%	36%	23%	27%	23%	32%

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Total	Company turnover				
Base	Prefer not to say	£250,000 to £999,999	£1 million to £2.99 million	£3 million to £9.99 million	£10 million to £50 million or more

Businesses offering apprenticeships for older people in the work place (i.e. over the age of 25)

All Senior Decision makers	1025	103	142	93	95	132
Ranked first	8%	10%	5%	9%	1%	7%
Ranked second	12%	17%	13%	11%	11%	13%
Ranked third	25%	19%	26%	32%	23%	19%
Ranked fourth	36%	37%	35%	32%	45%	39%
Ranked fifth	20%	17%	22%	16%	20%	23%

Businesses offering graduate training schemes for young people

All Senior Decision makers	1025	103	142	93	95	132
Ranked first	16%	14%	13%	14%	19%	25%
Ranked second	14%	14%	10%	8%	18%	12%
Ranked third	20%	17%	21%	18%	22%	20%
Ranked fourth	19%	22%	24%	24%	11%	17%
Ranked fifth	32%	34%	32%	37%	31%	26%