

YouGov / SLG
Sample Size - 2058 UK Adults

Fieldwork : 16th - 17th February 2016



Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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	1298	760
	Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Business services (e.g. IT, consulting, human resources etc. excluding finance)		4%	5%	2%	2%	2%	7%	3%	3%	4%	3%
Armed Forces		9%	10%	7%	5%	9%	6%	8%	11%	8%	10%
Healthcare (public or private)		49%	39%	59%	56%	47%	42%	53%	50%	49%	50%
Local or national government (i.e. civil service)		7%	8%	6%	8%	10%	7%	6%	5%	8%	5%
Construction		4%	6%	2%	1%	3%	3%	5%	6%	4%	5%
Charity		1%	1%	1%	1%	2%	2%	1%	1%	1%	2%
Finance		10%	15%	6%	9%	9%	14%	10%	10%	13%	8%
Other		3%	3%	2%	1%	4%	2%	3%	3%	3%	3%
Don't know		13%	12%	14%	16%	13%	17%	11%	10%	11%	16%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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	1298	760
	Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Business services (e.g. IT, consulting, human resources etc. excluding finance)		17%	17%	17%	19%	19%	17%	17%	16%	18%	15%
Armed Forces		10%	12%	8%	6%	5%	8%	10%	15%	9%	12%
Healthcare (public or private)		16%	14%	18%	21%	15%	14%	17%	15%	16%	16%
Local or national government (i.e. civil service)		7%	7%	7%	9%	7%	5%	7%	7%	8%	6%
Construction		8%	10%	7%	4%	7%	10%	9%	9%	6%	10%
Charity		3%	1%	4%	5%	5%	4%	3%	1%	3%	4%
Finance		13%	16%	10%	10%	11%	15%	12%	14%	15%	10%
Other		4%	5%	4%	4%	3%	5%	7%	3%	5%	4%
Don't know		22%	18%	25%	22%	29%	23%	17%	20%	20%	23%

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	1298	760
	Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Business services (e.g. IT, consulting, human resources etc. excluding finance)		16%	15%	18%	14%	18%	14%	16%	18%	17%	15%
Armed Forces		1%	1%	2%	2%	2%	1%	2%	1%	1%	2%
Healthcare (public or private)		2%	2%	2%	3%	2%	3%	1%	2%	2%	3%
Local or national government (i.e. civil service)		13%	10%	16%	15%	11%	8%	14%	15%	9%	17%
Construction		2%	2%	2%	2%	3%	4%	2%	2%	3%	2%
Charity		1%	1%	1%	0%	1%	2%	2%	1%	1%	2%
Finance		54%	60%	48%	54%	52%	56%	57%	52%	59%	47%
Other		1%	1%	1%	1%	-	1%	1%	1%	1%	1%
Don't know		9%	8%	10%	10%	10%	11%	5%	9%	7%	11%

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	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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)

	Unweighted base	2058	961	1097	209	252	362	456	779	1298	760
	Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Business services (e.g. IT, consulting, human resources etc. excluding finance)		6%	6%	5%	7%	7%	6%	5%	4%	5%	6%
Armed Forces		40%	44%	36%	52%	45%	42%	36%	35%	44%	36%
Healthcare (public or private)		7%	6%	7%	3%	4%	4%	9%	9%	6%	7%
Local or national government (i.e. civil service)		11%	12%	9%	8%	13%	6%	13%	12%	12%	9%
Construction		41%	40%	41%	50%	36%	39%	40%	41%	44%	37%
Charity		39%	40%	39%	38%	38%	30%	40%	44%	38%	41%
Finance		4%	4%	3%	1%	4%	4%	4%	4%	4%	3%
Other		2%	2%	2%	1%	2%	1%	3%	3%	3%	2%
Don't know		15%	13%	16%	10%	14%	17%	13%	16%	11%	18%

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

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)

Unweighted base	2058	961	1097	209	252	362	456	779	1298	760
Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Yes, I would	17%	23%	11%	15%	21%	22%	16%	13%	15%	19%
No, I wouldn't	67%	55%	78%	69%	60%	58%	68%	72%	71%	61%
Don't know	13%	15%	11%	15%	18%	16%	13%	7%	11%	15%
Not applicable - I already work in the construction industry	4%	7%	1%	0%	0%	4%	3%	7%	3%	5%

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

Unweighted base	2058	961	1097	209	252	362	456	779	1298	760
Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
Fun	9%	11%	6%	8%	9%	13%	6%	8%	7%	11%
Exciting	11%	13%	9%	10%	8%	14%	10%	12%	10%	13%
Forward thinking	14%	12%	16%	12%	16%	11%	13%	15%	12%	16%
Unsafe	24%	26%	23%	29%	18%	23%	26%	25%	23%	25%
Dirty	58%	57%	59%	58%	56%	56%	61%	59%	58%	59%
Stressful	21%	23%	20%	32%	27%	22%	17%	17%	19%	24%
Boring	10%	12%	9%	17%	12%	12%	12%	6%	10%	11%
Strenuous	68%	65%	70%	68%	64%	64%	72%	70%	68%	68%
Rewarding	29%	32%	26%	26%	23%	24%	28%	35%	28%	29%
Easy	1%	2%	1%	3%	2%	1%	0%	1%	1%	2%
None of these	5%	5%	5%	2%	7%	4%	7%	4%	5%	5%
Don't know	9%	8%	9%	10%	7%	14%	5%	8%	8%	10%

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	1298	760
Base: All GB adults	2058	988	1070	247	325	376	390	720	1132	926
It's an exciting industry full of different roles	30%	33%	28%	16%	24%	30%	29%	39%	30%	31%
It's an important industry but the work is quite dull	35%	38%	32%	54%	33%	32%	38%	28%	35%	35%
It's full of low-paid, low-skilled workers	19%	22%	16%	27%	16%	17%	20%	18%	20%	17%
It creates mess, traffic and inconvenience	23%	26%	20%	21%	20%	21%	26%	25%	22%	24%
It's old-fashioned	5%	8%	3%	7%	11%	5%	4%	3%	5%	5%
It's an innovative industry	20%	20%	20%	15%	17%	19%	21%	23%	20%	20%
None of these	7%	6%	9%	7%	8%	7%	8%	7%	8%	7%

	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE
Don't know	12%	9%	15%	12%	13%	19%	10%	10%	15%