

# YouGov / Mayor Of London Survey Results

Sample Size: 1008 16-24 year olds living in London  
Fieldwork: 23rd February - 7th March 2018

		Age			Age by Gender						Gender		Ethnicity	
	Total	16-17	18-20	21-24	Male 16-17	Male 18-20	Male 21-24	Female 16-17	Female 18-20	Female 21-24	Male	Female	White	BME
Weighted Sample	1008	401	218	389	109	70	134	292	148	255	313	695	582	420
Unweighted Sample	1008	401	218	389	109	70	134	292	148	255	313	695	582	420
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Satisfaction

Are you satisfied or dissatisfied with the job that Sadiq Khan is doing as Mayor of London?

Very satisfied	14	7	12	18	3	12	16	10	13	21	12	16	16	12
Fairly satisfied	42	40	40	43	40	33	42	39	48	44	39	45	45	38
<b>TOTAL SATISFIED</b>	<b>56</b>	<b>47</b>	<b>53</b>	<b>61</b>	<b>44</b>	<b>44</b>	<b>57</b>	<b>50</b>	<b>61</b>	<b>65</b>	<b>51</b>	<b>61</b>	<b>62</b>	<b>49</b>
Neither satisfied nor dissatisfied	22	28	23	20	25	23	22	30	22	17	23	21	20	24
Fairly dissatisfied	7	5	9	7	4	13	6	6	4	8	8	6	7	8
Very dissatisfied	6	5	7	5	8	12	8	1	2	3	9	2	7	4
<b>TOTAL DISSATISFIED</b>	<b>13</b>	<b>10</b>	<b>16</b>	<b>12</b>	<b>12</b>	<b>25</b>	<b>14</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>17</b>	<b>9</b>	<b>13</b>	<b>12</b>
Don't know	9	16	9	7	19	8	6	13	10	7	9	9	5	14

How sure or unsure are you about your opinion of how Sadiq Khan is doing as Mayor of London?

Very sure	19	10	22	20	12	29	20	8	15	20	21	16	21	16
Quite sure	40	44	33	43	45	26	44	43	40	42	39	41	45	35
<b>TOTAL SURE</b>	<b>59</b>	<b>54</b>	<b>55</b>	<b>63</b>	<b>57</b>	<b>55</b>	<b>64</b>	<b>50</b>	<b>54</b>	<b>62</b>	<b>60</b>	<b>58</b>	<b>66</b>	<b>51</b>
Not quite sure	28	29	35	23	29	38	22	29	32	23	28	27	26	29
Not sure at all	2	4	2	2	2	0	1	6	4	3	1	4	3	2
<b>TOTAL NOT SURE</b>	<b>30</b>	<b>33</b>	<b>37</b>	<b>25</b>	<b>31</b>	<b>38</b>	<b>24</b>	<b>35</b>	<b>36</b>	<b>26</b>	<b>30</b>	<b>31</b>	<b>30</b>	<b>31</b>
Don't know	11	13	8	12	12	7	12	15	9	12	10	12	4	18

## Personal Finance

Do you or do you not currently have a bank account?

I do have a bank account	91	83	91	94	83	92	93	83	91	96	91	92	96	86
I do not currently have a bank account	3	8	3	1	6	3	2	9	4	0	3	3	2	5
Prefer not to say	6	9	5	4	11	6	5	8	5	4	6	5	2	10

Are you planning on getting a bank account before you are 18?

[Only asked to those who said they don't have a bank account; n=30]

Yes	71	71	0	0	74	0	0	69	0	0	74	69	68	72
No	1	1	0	0	0	0	0	2	0	0	0	2	4	0
Don't know	28	28	0	0	26	0	0	29	0	0	26	29	28	28

Which of the following do you use most regularly for making payments? (This might include things like paying for goods and services, or giving money to a friend)

A debit or credit card	61	50	64	64	47	66	60	53	63	68	59	64	67	55
Cash	17	9	17	20	9	17	20	8	17	20	17	17	16	18
A banking app or website	15	34	12	9	38	13	12	30	11	6	18	12	13	17
Telephone banking	1	1	0	1	0	0	1	1	0	1	0	1	1	1
A paper bank book or passbook	1	2	0	0	3	0	1	0	0	0	1	0	0	1
Cheque	0	0	0	0	0	0	0	0	1	0	0	0	0	0
Text message payments	0	1	0	0	1	0	0	0	0	0	0	0	0	0
Other [see Sheet 3]	1	2	1	1	1	0	2	2	2	0	1	1	1	2
None of these	1	2	2	0	0	1	0	3	2	1	0	1	1	1
Don't know	3	1	3	4	1	4	5	1	3	3	4	3	2	5

**Thinking about what you learnt at school about how to manage your money, which of the following comes closest to your view?**

I learnt a lot at school about how to manage my money	<b>6</b>	12	8	3	20	12	4	2	3	2	10	2	5	7
I learnt a little bit at school about how to manage my money	<b>27</b>	30	27	25	30	29	32	30	25	18	31	22	23	31
I didn't learn anything at school about how to manage my money	<b>63</b>	54	64	66	42	56	55	67	71	76	53	73	70	55
Don't know / Can't remember	<b>4</b>	4	1	6	8	2	8	1	1	4	6	2	2	7

## Youth engagement

**To what extent do you support or oppose 16 and 17 year olds being able to vote in London elections? (This might include London Mayoral elections or Local government elections.)**

Strongly support	<b>28</b>	46	25	24	37	20	19	55	30	30	22	35	29	28
Tend to support	<b>33</b>	30	33	34	32	28	39	27	39	29	34	32	35	31
<b>TOTAL SUPPORT</b>	<b>61</b>	<b>75</b>	<b>58</b>	<b>58</b>	<b>68</b>	<b>48</b>	<b>57</b>	<b>83</b>	<b>69</b>	<b>59</b>	<b>57</b>	<b>66</b>	<b>63</b>	<b>59</b>
Tend to oppose	<b>15</b>	11	12	18	9	11	14	12	13	22	12	18	16	13
Strongly oppose	<b>12</b>	7	14	12	12	18	15	2	9	10	15	8	15	9
<b>TOTAL OPPOSE</b>	<b>27</b>	<b>18</b>	<b>26</b>	<b>30</b>	<b>21</b>	<b>29</b>	<b>28</b>	<b>15</b>	<b>23</b>	<b>32</b>	<b>27</b>	<b>26</b>	<b>31</b>	<b>22</b>
Don't know	<b>12</b>	7	16	12	11	23	14	3	9	9	16	8	6	19

**What is the main reason you think this?**

[For full list of responses see Sheet 2]

**Typically, how often do you use the following types of social media?**

**WhatsApp**

Several times a day	<b>55</b>	46	48	63	51	38	55	40	58	71	49	61	56	54
Once a day	<b>13</b>	15	14	12	13	17	13	18	11	11	14	12	12	14
4-6 times a week	<b>8</b>	10	11	5	9	14	5	12	9	5	9	7	8	8
2-3 times a week	<b>7</b>	9	8	4	12	8	3	7	8	5	7	7	7	6
Once a week	<b>3</b>	5	4	2	5	4	4	4	3	1	4	2	4	2
Less often than once a week	<b>5</b>	5	6	4	0	7	5	9	5	3	5	5	5	5
Never	<b>6</b>	5	6	5	4	7	8	7	4	2	7	4	7	4
Don't know	<b>3</b>	4	3	3	5	3	6	3	2	1	5	2	1	6

**Facebook (not including Facebook Messenger)**

Several times a day	<b>38</b>	15	36	48	19	33	46	10	39	51	37	39	49	27
Once a day	<b>16</b>	10	17	17	8	16	16	11	19	19	15	17	19	12
4-6 times a week	<b>6</b>	7	6	6	8	8	7	5	5	5	7	5	6	6
2-3 times a week	<b>7</b>	8	8	6	10	10	8	7	6	4	9	5	6	8
Once a week	<b>4</b>	4	3	4	2	3	3	6	3	4	3	4	4	3
Less often than once a week	<b>9</b>	11	10	7	7	17	7	16	4	8	10	8	6	12
Never	<b>17</b>	41	16	8	35	9	8	46	24	9	14	21	9	26
Don't know	<b>3</b>	5	3	4	9	4	5	0	1	2	6	1	2	5

**Facebook Messenger**

Several times a day	<b>31</b>	10	35	37	12	36	38	8	34	36	32	30	45	17
Once a day	<b>11</b>	6	11	13	6	12	12	6	10	13	11	11	15	7
4-6 times a week	<b>7</b>	4	7	9	3	6	9	5	8	8	7	8	8	6
2-3 times a week	<b>7</b>	5	5	8	5	6	8	4	5	8	7	6	7	6
Once a week	<b>6</b>	10	2	6	12	1	6	7	3	7	6	6	5	7
Less often than once a week	<b>13</b>	16	9	14	14	6	10	17	12	18	10	16	10	16
Never	<b>22</b>	47	28	9	42	29	9	51	27	9	22	23	10	36
Don't know	<b>3</b>	3	3	3	5	4	6	1	1	1	5	1	1	5

**Twitter**

Several times a day	<b>26</b>	14	24	32	11	20	31	17	29	32	24	28	29	23
Once a day	<b>6</b>	6	5	7	7	7	9	6	4	4	8	4	8	4
4-6 times a week	<b>4</b>	5	5	3	6	6	4	3	5	3	5	3	5	3
2-3 times a week	<b>5</b>	3	7	4	3	8	6	4	6	3	6	4	6	4
Once a week	<b>6</b>	8	4	6	10	6	6	7	2	7	6	5	5	7
Less often than once a week	<b>14</b>	17	15	11	22	20	9	12	10	14	15	12	12	15
Never	<b>36</b>	43	37	33	35	30	30	51	45	36	31	41	34	39
Don't know	<b>3</b>	4	2	4	6	4	6	1	1	2	5	1	1	5

**Snapchat**

	Several times a day	41	69	52	25	58	43	20	80	61	29	35	48	37	47
	Once a day	11	6	9	14	4	8	16	8	9	12	11	10	13	9
	4-6 times a week	6	2	6	8	3	9	6	1	3	9	6	6	6	6
	2-3 times a week	5	2	3	7	3	3	7	0	4	6	5	4	6	3
	Once a week	3	2	2	4	4	3	4	1	1	4	4	2	2	4
	Less often than once a week	6	2	4	8	3	3	7	1	6	10	5	7	8	4
	Never	25	12	21	31	15	27	34	9	16	29	28	21	28	21
	Don't know	3	5	3	3	9	4	6	0	1	1	6	1	2	6
Instagram	Several times a day	46	62	42	42	56	28	28	68	56	56	33	58	45	46
	Once a day	14	11	18	12	10	21	16	12	14	9	16	11	16	11
	4-6 times a week	4	3	4	4	3	4	5	2	3	3	5	3	4	4
	2-3 times a week	4	4	2	4	6	3	4	2	2	5	4	3	3	4
	Once a week	5	4	5	5	6	7	6	2	4	3	6	3	3	7
	Less often than once a week	5	2	4	6	2	1	8	2	6	4	5	4	3	6
	Never	21	11	23	24	10	31	29	12	14	19	26	16	24	18
	Don't know	3	3	3	3	7	4	5	0	1	1	5	1	2	4
Reddit	Several times a day	7	5	9	7	9	12	11	2	6	2	11	3	9	5
	Once a day	3	3	3	4	6	3	5	1	3	2	5	2	4	2
	4-6 times a week	3	0	4	4	1	7	6	0	2	1	5	1	2	5
	2-3 times a week	4	3	4	4	7	7	5	0	1	3	6	2	5	3
	Once a week	3	4	3	2	7	6	2	1	0	2	4	1	2	3
	Less often than once a week	12	7	13	14	7	16	14	7	9	13	13	11	12	12
	Never	64	73	60	62	59	46	49	88	75	76	50	78	64	64
	Don't know	4	4	4	4	5	3	7	1	5	1	5	3	2	7
Periscope	Several times a day	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Once a day	1	0	1	1	0	1	2	1	1	0	1	0	2	0
	4-6 times a week	1	0	1	1	1	2	2	0	0	0	2	0	1	1
	2-3 times a week	0	0	1	0	1	1	0	0	1	0	0	0	1	0
	Once a week	1	2	1	1	3	0	1	0	3	0	1	1	1	2
	Less often than once a week	1	1	1	1	0	0	0	1	2	3	0	2	1	2
	Never	91	90	89	92	86	89	89	94	90	94	89	93	94	88
	Don't know	5	7	5	4	9	7	6	4	3	3	7	3	2	8
LinkedIn	Several times a day	2	0	2	3	0	2	3	0	1	4	2	2	3	1
	Once a day	6	1	5	9	2	5	9	0	5	8	6	6	7	5
	4-6 times a week	4	0	6	5	1	10	7	0	2	3	7	2	3	6
	2-3 times a week	6	1	3	10	2	4	10	0	2	9	7	5	8	4
	Once a week	9	3	7	11	5	10	13	2	5	10	10	7	10	7
	Less often than once a week	17	8	12	23	9	14	20	7	9	25	16	17	18	15
	Never	52	82	61	36	75	48	33	90	73	39	46	59	49	56
	Don't know	4	3	5	4	5	7	5	1	2	2	6	2	2	6
Tumblr	Several times a day	3	2	6	2	0	6	1	4	6	4	2	4	2	5
	Once a day	2	2	1	3	3	0	3	2	2	2	2	2	3	1
	4-6 times a week	3	2	3	4	0	1	5	4	6	3	3	4	3	4
	2-3 times a week	3	1	3	3	1	0	3	2	5	3	1	4	3	2
	Once a week	3	3	4	2	4	3	3	2	5	2	3	3	2	4
	Less often than once a week	10	10	9	10	7	6	6	14	13	13	6	13	11	9
	Never	72	75	69	72	79	78	73	71	60	71	75	68	74	69
	Don't know	5	4	5	5	6	6	7	1	3	3	6	3	2	7
Pinterest	Several times a day	1	1	0	2	0	0	1	3	0	3	0	2	2	1
	Once a day	3	4	6	2	3	6	1	5	5	3	3	4	3	4
	4-6 times a week	4	5	3	4	5	2	3	6	4	4	3	4	3	4
	2-3 times a week	3	3	4	3	2	4	2	4	5	4	2	4	3	4
	Once a week	4	6	2	4	8	0	2	5	4	6	3	5	4	4
	Less often than once a week	16	18	17	15	11	10	10	25	23	20	10	22	16	16
	Never	64	58	65	66	65	74	75	52	56	57	72	56	67	61
	Don't know	4	4	3	5	6	4	7	1	2	2	6	2	2	6
Myspace	Several times a day	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Once a day	0	1	1	0	1	0	0	1	2	0	0	1	0	0
	4-6 times a week	1	0	1	2	0	0	5	0	1	0	2	0	1	2
	2-3 times a week	1	2	1	0	4	2	1	0	0	0	2	0	1	1
	Once a week	1	0	1	0	0	2	0	0	1	0	1	0	1	0
	Less often than once a week	1	0	1	1	0	0	1	0	2	2	0	1	0	2
	Never	91	92	90	91	87	89	86	97	92	95	87	94	94	87
	Don't know	5	5	5	5	9	7	7	1	2	3	8	3	3	8

Google+														
Several times a day	5	9	4	4	9	5	4	10	3	4	5	5	5	5
Once a day	4	6	5	3	7	4	2	5	6	3	4	4	4	4
4-6 times a week	3	3	5	2	1	6	2	6	4	2	3	3	2	4
2-3 times a week	3	4	2	2	6	1	1	2	4	3	2	3	2	3
Once a week	4	6	3	4	3	2	4	8	3	4	3	5	4	4
Less often than once a week	8	10	8	7	12	6	5	7	11	9	7	9	7	9
Never	67	55	67	72	57	68	75	54	66	69	69	65	72	62
Don't know	6	7	6	7	5	8	7	8	3	6	7	6	4	9

## Police front counters

Recently, the Metropolitan police has had to close some police station front counters, merge back office functions and reduce the number of police officers. Who do you think is mostly responsible for these changes?

The national government	60	55	54	66	51	47	62	60	62	70	55	66	67	53
The Mayor of London	11	14	13	9	15	20	12	12	5	6	15	7	12	10
The metropolitan police	8	8	9	8	6	13	8	9	5	7	9	7	7	9
Someone else [See sheet1]	1	1	1	1	0	0	1	1	1	1	0	1	1	1
Don't know	20	23	23	17	28	20	17	18	27	16	20	20	14	27

## Housing

In the following question, by 'affordable' we mean houses to buy or rent at below market rates.

Which of the following do you think is more important in tackling London's housing crisis?

A greater number of new homes being built	9	8	8	10	11	10	16	5	7	3	13	4	10	7
A greater proportion of new homes built being affordable	53	54	48	55	56	44	44	53	52	66	46	59	56	49
They are both equally important	29	33	34	25	26	36	30	40	32	21	31	28	29	30
Don't know	9	5	10	10	8	11	9	2	10	10	10	9	5	14

## Period Poverty

How many times, if at all, have you experienced the following because of your period?

[This question was only asked to female respondents; n=688]

Missed school (entire day)														
Never	48	54	41	50	0	0	0	54	41	50	0	48	51	45
Once	12	9	13	12	0	0	0	9	13	12	0	12	10	13
2-3 times	15	21	17	11	0	0	0	21	17	11	0	15	13	16
4-5 times	6	7	6	5	0	0	0	7	6	5	0	6	5	7
6-7 times	2	2	5	1	0	0	0	2	5	1	0	2	2	2
8-9 times	2	1	1	3	0	0	0	1	1	3	0	2	2	2
10 times or more	11	6	13	11	0	0	0	6	13	11	0	11	13	9
Don't know	5	1	4	7	0	0	0	1	4	7	0	5	4	6

Missed part of a school day														
Never	45	45	38	49	0	0	0	45	38	49	0	45	46	44
Once	10	17	10	8	0	0	0	17	10	8	0	10	10	11
2-3 times	13	16	18	10	0	0	0	16	18	10	0	13	13	14
4-5 times	7	6	8	6	0	0	0	6	8	6	0	7	6	8
6-7 times	4	6	5	3	0	0	0	6	5	3	0	4	4	4
8-9 times	3	1	2	4	0	0	0	1	2	4	0	3	3	2
10 times or more	13	6	16	13	0	0	0	6	16	13	0	13	14	11
Don't know	5	1	4	8	0	0	0	1	4	8	0	5	5	6

Missed a class														
Never	45	52	37	47	0	0	0	52	37	47	0	45	45	44
Once	8	8	11	7	0	0	0	8	11	7	0	8	8	9
2-3 times	16	16	18	15	0	0	0	16	18	15	0	16	16	16
4-5 times	8	10	9	7	0	0	0	10	9	7	0	8	7	9

6-7 times	3	6	3	2	0	0	0	6	3	2	0	3	3	3
8-9 times	2	1	3	2	0	0	0	1	3	2	0	2	3	2
10 times or more	12	7	13	13	0	0	0	7	13	13	0	12	14	11
Don't know	5	1	5	7	0	0	0	1	5	7	0	5	5	6

#### Missed PE/sport at school

Never	37	41	35	36	0	0	0	41	35	36	0	37	41	33
Once	9	9	10	9	0	0	0	9	10	9	0	9	7	12
2-3 times	15	24	13	14	0	0	0	24	13	14	0	15	12	18
4-5 times	9	8	7	11	0	0	0	8	7	11	0	9	10	9
6-7 times	7	3	7	7	0	0	0	3	7	7	0	7	6	7
8-9 times	3	0	5	2	0	0	0	0	5	2	0	3	4	2
10 times or more	14	9	15	14	0	0	0	9	15	14	0	14	16	12
Don't know	6	4	8	6	0	0	0	4	8	6	0	6	4	8

#### Felt less able to pay attention at school/college/work

Never	13	10	15	13	0	0	0	10	15	13	0	13	14	13
Once	3	5	2	3	0	0	0	5	2	3	0	3	3	3
2-3 times	18	23	13	19	0	0	0	23	13	19	0	18	16	20
4-5 times	10	10	11	10	0	0	0	10	11	10	0	10	11	10
6-7 times	10	13	14	6	0	0	0	13	14	6	0	10	6	12
8-9 times	5	6	8	3	0	0	0	6	8	3	0	5	5	5
10 times or more	36	31	34	39	0	0	0	31	34	39	0	36	42	29
Don't know	5	1	5	7	0	0	0	1	5	7	0	5	3	7

#### Felt less able to take a test/sit an exam

Never	36	26	33	41	0	0	0	26	33	41	0	36	40	32
Once	10	14	6	11	0	0	0	14	6	11	0	10	9	12
2-3 times	19	29	23	13	0	0	0	29	23	13	0	19	17	21
4-5 times	10	11	13	9	0	0	0	11	13	9	0	10	10	11
6-7 times	5	5	6	4	0	0	0	5	6	4	0	5	4	5
8-9 times	2	3	3	2	0	0	0	3	3	2	0	2	4	1
10 times or more	10	11	10	9	0	0	0	11	10	9	0	10	10	9
Don't know	8	1	6	12	0	0	0	1	6	12	0	8	7	9

#### Been unable to swim

Never	19	23	15	21	0	0	0	23	15	21	0	19	21	18
Once	6	10	8	3	0	0	0	10	8	3	0	6	4	8
2-3 times	17	21	14	18	0	0	0	21	14	18	0	17	21	14
4-5 times	14	11	15	14	0	0	0	11	15	14	0	14	14	13
6-7 times	8	2	12	8	0	0	0	2	12	8	0	8	9	8
8-9 times	4	5	4	3	0	0	0	5	4	3	0	4	4	4
10 times or more	22	22	20	23	0	0	0	22	20	23	0	22	21	22
Don't know	9	7	11	9	0	0	0	7	11	9	0	9	6	13

#### Missed out on socialising with friends

Never	32	33	31	32	0	0	0	33	31	32	0	32	33	31
Once	8	11	7	7	0	0	0	11	7	7	0	8	6	9
2-3 times	20	25	18	20	0	0	0	25	18	20	0	20	19	22
4-5 times	10	11	9	11	0	0	0	11	9	11	0	10	9	12
6-7 times	6	5	6	7	0	0	0	5	6	7	0	6	8	4
8-9 times	4	2	5	5	0	0	0	2	5	5	0	4	4	5
10 times or more	13	9	17	12	0	0	0	9	17	12	0	13	16	10
Don't know	6	5	7	7	0	0	0	5	7	7	0	6	5	8

#### Thinking about the affordability of sanitary wear, have you experienced any of the following?

[This question was only asked to female respondents; n=688]

Changed to a less suitable sanitary product due to cost	30	28	27	32	0	0	0	28	27	32	0	30	34	26
Struggled to afford sanitary wear	16	12	11	20	0	0	0	12	11	20	0	16	17	14
Had to improvise sanitary wear due to affordability issues	14	16	12	15	0	0	0	16	12	15	0	14	14	14
Had to ask to borrow sanitary wear from a friend or someone else due to affordability issues	12	12	13	11	0	0	0	12	13	11	0	12	14	9
Been unable to afford sanitary wear	6	6	5	7	0	0	0	6	5	7	0	6	6	6
Other [see Sheet 4]	1	1	1	2	0	0	0	1	1	2	0	1	2	0
None of these	58	58	62	57	0	0	0	58	62	57	0	58	55	62

## Apprenticeships

**How likely are you to apply for work as an apprentice in the next few years?**

Very likely	5	6	6	5	4	7	7	8	4	2	6	4	7	4
Fairly likely	10	15	13	7	15	10	9	16	16	4	11	10	8	13
<b>TOTAL LIKELY</b>	<b>15</b>	<b>21</b>	<b>18</b>	<b>12</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>24</b>	<b>20</b>	<b>6</b>	<b>17</b>	<b>14</b>	<b>14</b>	<b>17</b>
Fairly unlikely	18	23	25	12	18	31	12	29	18	13	19	17	16	20
Very unlikely	55	40	45	67	45	40	60	36	50	73	51	59	64	45
<b>TOTAL UNLIKELY</b>	<b>73</b>	<b>64</b>	<b>70</b>	<b>79</b>	<b>62</b>	<b>71</b>	<b>72</b>	<b>65</b>	<b>68</b>	<b>86</b>	<b>70</b>	<b>77</b>	<b>80</b>	<b>66</b>
Don't know	11	15	12	9	19	13	11	11	12	8	13	10	6	18

**Thinking about the options young people have for working and studying, do you have a positive or negative impression of the following career paths?**

**Studying for a degree at university**

Positive	82	87	83	79	81	85	77	94	81	80	80	83	83	80
Negative	9	7	8	11	10	5	12	4	10	9	10	8	11	7
Don't know	9	6	10	10	9	10	11	2	9	10	10	8	6	13

**Going into full work straight after college (post A-Levels)**

Positive	57	43	58	63	37	54	62	49	63	63	55	60	63	51
Negative	25	34	27	20	31	33	19	37	20	20	26	23	22	27
Don't know	18	23	15	18	32	13	19	13	17	17	20	16	14	22

**Going into full time work straight after school (post GCSE)**

Positive	30	10	28	38	8	27	40	12	30	36	30	30	35	24
Negative	54	73	55	47	73	56	46	73	53	49	54	55	53	56
Don't know	16	17	17	14	19	18	14	15	17	15	16	16	12	20

**Going into an apprenticeship scheme with an employer**

Positive	70	62	70	73	56	64	75	69	77	71	68	72	78	61
Negative	13	16	13	12	18	16	11	15	10	13	14	12	12	15
Don't know	17	21	17	15	26	20	15	16	13	16	19	15	10	24

**You have said that you have a positive/negative impression of apprenticeships. Why do you think that?**

[See sheet 6]

**You have previously said you are not likely to want to pursue an apprenticeship scheme, what are the main reasons for this? (Tick all that apply)**

[Only asked to respondents who said they were not likely to pursue an apprenticeship scheme; n=748]

I'm intending to go, or have been, to university	50	78	47	43	71	41	40	85	53	46	46	54	50	50
I already have a full-time job	36	3	9	60	5	9	62	1	8	59	36	36	47	22
I am already in further education and see apprenticeships as a lower qualification than I am studying for	24	22	38	17	25	44	16	18	32	18	26	21	22	26
Apprenticeships tend to be in lower skilled jobs than I am looking for	21	29	16	20	28	20	24	30	11	17	23	18	25	15
There aren't apprenticeships available for the types of work I'm interested in	18	36	17	13	34	11	14	39	24	13	17	20	19	18
I think I'll earn less in the long run	14	22	11	13	20	12	14	25	10	12	15	14	13	15
Lack of paid opportunities	11	11	12	10	10	11	7	12	12	13	9	13	10	12
I'm not ready to commit to a career path through an apprenticeship yet	9	21	13	3	20	9	2	22	17	4	8	10	7	11
I don't know much about what apprenticeship schemes available	9	14	9	7	16	8	7	12	11	7	9	9	9	9
It won't be useful in long term	8	16	8	5	13	9	8	19	6	2	9	6	7	8
Already completed an apprenticeship	3	0	4	3	0	3	3	0	4	4	2	3	3	3
I am retired	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Other [See sheet 7]	4	1	5	4	0	6	2	1	5	5	3	4	2	6
None of these	1	0	1	0	1	0	1	0	3	0	1	1	0	1
Don't know	1	1	2	1	1	0	1	0	3	1	1	2	1	1

**Looking at the following statements about apprenticeships, which of the following do you think would most encourage you to take up an apprenticeship? (Please select one or two options.)**

If apprenticeships offered higher salaries that reflect the higher living costs in London	27	31	21	30	31	19	24	31	23	36	24	31	28	26
If apprentices were given the same career opportunities within companies as graduates	22	27	26	19	24	23	17	30	29	20	21	25	21	24
If more employers viewed real world experience as of equal importance to academic qualifications	22	27	24	18	26	26	18	29	22	19	22	22	20	24
If apprentices were able to earn whilst gaining a qualification	19	19	21	18	16	20	17	22	22	20	18	21	21	17
If apprentices earned more than graduates over the course of their working lives	16	23	17	14	25	19	14	22	14	13	18	15	14	19
If apprentices could access student loans to help cover living costs while doing their apprenticeship	8	12	7	7	8	4	7	17	11	6	6	10	11	5
If apprenticeships offered the opportunity to develop good professional networks	6	10	4	6	10	3	8	9	6	4	7	6	7	6
If apprentices received holidays to study	3	4	4	2	2	5	1	6	3	3	3	4	2	4
Other [See sheet 8]	1	3	1	1	3	1	1	3	0	1	1	1	2	0
Not applicable – nothing could encourage me to take up an apprenticeship	15	5	15	19	7	15	22	4	16	17	17	14	20	11
None of these	4	1	5	4	0	8	4	1	3	3	4	3	3	4
Don't know	9	8	8	11	14	5	12	2	11	10	10	9	7	13

**Which of the following industries do you think apprenticeships are most suited to?**

Construction	51	47	45	57	50	45	59	43	44	56	53	50	63	40
Manufacturing	41	39	29	50	46	30	52	31	27	47	44	38	52	30
IT & telecoms	36	40	32	36	45	37	37	35	28	34	39	33	38	34
Media/ marketing/ advertising/ PR & sales	33	38	32	31	27	26	28	50	37	34	27	38	31	34
Transportation & distribution	30	25	26	34	24	26	30	26	27	37	28	32	33	26
Hospitality and leisure	29	25	26	32	20	18	26	31	34	38	23	35	33	25
Accountancy	26	25	25	28	15	24	27	35	26	29	23	29	27	25
Retail	25	31	19	25	27	12	20	36	27	29	19	30	27	22
Real estate	23	24	20	25	19	16	21	29	23	29	19	27	24	23
Financial services	22	25	22	22	19	22	23	31	21	21	22	23	21	24
Education	16	17	16	16	13	18	14	22	14	18	15	18	16	16
Legal	13	15	12	13	11	12	15	19	12	12	13	13	14	13
Medical & health services	13	14	9	15	7	5	13	21	13	17	9	17	12	14
Other public sector	7	6	8	5	6	8	3	7	9	8	5	8	7	6
Other [See sheet 9]	2	5	0	2	7	0	2	3	1	1	2	1	2	1
None of these	1	1	1	2	0	2	1	1	0	2	1	1	1	2
Don't know	17	11	17	18	16	16	17	6	18	20	17	17	13	21

**Which, if any, of the following industries would you most like to work in?**

Media/ marketing/ advertising/ PR & sales	22	21	15	27	19	12	26	24	18	27	20	24	28	16
Financial services	19	22	17	18	30	23	21	14	11	15	23	13	15	23
Education	16	18	17	16	13	17	14	23	16	17	15	18	16	16
Medical & health services	15	22	14	13	13	9	10	31	19	17	10	20	13	18
Legal	11	16	10	9	10	11	8	23	10	11	9	13	10	12
IT & telecoms	10	8	8	12	9	12	18	6	3	5	15	5	10	10
Other public sector	10	7	12	10	7	15	10	7	9	10	11	9	11	8
Accountancy	9	19	8	6	25	6	6	13	10	7	10	9	8	11
Hospitality and leisure	8	9	7	7	12	8	10	6	6	4	10	5	6	9
Retail	6	10	5	5	12	4	5	7	6	5	6	6	5	7
Construction	4	5	4	3	8	4	5	2	4	1	6	2	4	3
Real estate	4	5	3	3	7	4	3	3	2	3	4	3	3	4
Transportation & distribution	3	2	2	4	3	2	7	0	3	0	5	1	3	3
Manufacturing	2	3	1	2	5	2	4	0	1	0	4	0	2	2
Other [See sheet 10]	9	12	9	7	13	9	6	10	9	8	8	9	13	4
None of these	6	2	8	6	2	11	4	2	5	9	5	6	6	5
Don't know	11	7	11	13	12	9	15	2	14	11	13	10	7	16

**Which of the following financial constraints, if any, would prevent you from taking an apprenticeship scheme?**

Unable to live in London on an apprentice's salary	35	31	36	36	31	39	34	30	33	38	35	35	40	30
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Lower income than in my current job	<b>30</b>	16	21	41	15	18	36	18	25	45	26	34	37	23
Unable to get a student loan whilst doing an apprenticeship	<b>21</b>	20	24	20	21	34	21	20	13	20	25	18	20	23
Travel costs	<b>16</b>	27	12	13	25	10	11	28	14	16	13	18	16	15
It would reduce my / my family's benefits entitlement	<b>7</b>	11	8	6	13	13	9	8	3	2	11	4	5	10
Other <i>[see Sheet 11]</i>	<b>1</b>	1	1	1	1	1	1	1	1	0	1	0	1	0
None of these – there are no financial constraints to taking an apprenticeship	<b>9</b>	17	11	6	17	14	8	17	7	4	12	7	7	12
Not applicable – I would not be interested in taking an apprenticeship	<b>23</b>	17	24	25	11	18	24	23	31	26	20	27	27	19
Don't know	<b>10</b>	14	9	10	22	8	11	6	10	10	12	9	5	16