

# CIPR

## Students' perceptions of a career in PR

### **METHODOLOGY NOTE**

ComRes interviewed 1,229 students in the United Kingdom online from 2nd to 20th November 2012. In total, 289 interviews were conducted with students who are from a black or ethnic minority background (BME). Data were weighted to be representative of all UK young people aged 16-18 by age, gender, region and ethnicity. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

S1 Gender

Table 1														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
Total	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Male	627	627	0	203	209	215	429	198	553	68	31	596	210	417
	51%	100%	0%	51%	51%	51%	51%	50%	51%	50%	39%	52%	56%	49%
		<b>B</b>										<b>A</b>	<b>B</b>	
Female	602	0	602	195	201	207	406	197	532	66	49	553	162	440
	49%	0%	100%	49%	49%	49%	49%	50%	49%	50%	61%	48%	44%	51%
			<b>A</b>								<b>B</b>		<b>A</b>	

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

S1 Gender

Table 1																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Male	210	196	125	175	199	122	217	218	96	543	122	169	158	94	61	23
	53%	50%	50%	47%	47%	69%	53%	50%	50%	50%	40%	58%	51%	53%	57%	61%
						<b>AB</b>				<b>B</b>		<b>AB</b>	<b>B</b>	<b>B</b>	<b>B</b>	<b>B</b>
Female	190	200	124	196	220	56	194	219	97	541	183	125	151	83	46	15
	47%	50%	50%	53%	53%	31%	47%	50%	50%	50%	60%	42%	49%	47%	43%	39%
				<b>C</b>	<b>C</b>					<b>C</b>	<b>ACDEFG</b>					

90 percent as lower case or \*, 95 percent as l

S2 Age

Table 2														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
Total	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
16	397	203	195	397	0	0	257	140	351	44	26	371	112	285
	32%	32%	32%	100%	0%	0%	31%	36%	32%	33%	32%	32%	30%	33%
				BC			a							
17	410	209	201	0	410	0	275	134	362	45	15	395	127	283
	33%	33%	33%	0%	100%	0%	33%	34%	33%	33%	19%	34%	34%	33%
				AC								A		
18	422	215	207	0	0	422	302	120	373	45	39	383	133	289
	34%	34%	34%	0%	0%	100%	36%	30%	34%	34%	49%	33%	36%	34%
						AB	B				B			

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S2 Age

Table 2																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
16	116	137	69	103	126	55	135	134	55	364	119	99	85	60	29	5
	29%	35%	28%	28%	30%	31%	33%	31%	29%	34%	39%	34%	28%	34%	27%	13%
		ac								dG	aDFG	G	g	G	g	
17	150	128	76	134	142	57	145	157	55	366	104	97	106	59	27	16
	38%	32%	31%	36%	34%	32%	35%	36%	28%	34%	34%	33%	34%	33%	25%	44%
		c						c		f	f		f			F
18	134	131	104	134	150	65	130	146	83	355	81	97	118	58	51	16
	33%	33%	42%	36%	36%	37%	32%	33%	43%	33%	27%	33%	38%	33%	48%	44%
			AB						AB	B		b	aB		ABCdE	B

90 percent as lower case or \*, 95 percent as l

S3 Region

Table 3														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
North East	35	29	5	4	14	16	25	10	34	1	0	35	9	25
	3%	5%	1%	1%	4%	4%	3%	3%	3%	1%	0%	3%	3%	3%
					<b>A</b>	<b>A</b>			<b>B</b>					
North West	162	66	97	54	51	58	120	42	148	13	5	158	47	115
	13%	11%	16%	14%	12%	14%	14%	11%	14%	9%	6%	14%	13%	13%
			<b>A</b>				<b>b</b>		<b>b</b>			<b>A</b>		
Yorkshire	112	63	49	27	41	44	75	37	104	6	9	103	30	82
	9%	10%	8%	7%	10%	11%	9%	9%	10%	5%	11%	9%	8%	10%
				<b>a</b>	<b>a</b>				<b>B</b>					
East England	100	69	31	37	27	36	67	33	96	3	7	93	33	67
	8%	11%	5%	9%	7%	9%	8%	8%	9%	2%	9%	8%	9%	8%
		<b>B</b>							<b>B</b>					
East Midlands	93	37	The	32	40	21	58	35	80	13	7	86	27	66
	8%	6%	9%	8%	10%	5%	7%	9%	7%	10%	9%	7%	7%	8%
			<b>A</b>	<b>c</b>	<b>C</b>									
West Midlands	101	63	38	30	31	40	67	35	82	17	9	92	32	69
	8%	10%	6%	8%	8%	10%	8%	9%	8%	13%	11%	8%	9%	8%
		<b>B</b>								<b>A</b>				
South East	190	80	110	81	65	44	120	70	173	16	8	182	57	133
	15%	13%	18%	20%	16%	10%	14%	18%	16%	12%	10%	16%	15%	15%
			<b>A</b>	<b>C</b>	<b>C</b>				<b>b</b>					
South West	113	47	66	42	37	34	78	35	106	7	9	104	31	82
	9%	8%	11%	11%	9%	8%	9%	9%	10%	5%	12%	9%	8%	10%
			<b>A</b>						<b>B</b>					
London	115	42	73	39	39	37	78	37	65	48	14	101	35	80
	9%	7%	12%	10%	10%	9%	9%	9%	6%	36%	18%	9%	9%	9%
			<b>A</b>							<b>A</b>	<b>B</b>			
Scotland	107	61	46	29	27	51	78	29	103	4	3	104	35	72
	9%	10%	8%	7%	7%	12%	9%	7%	9%	3%	4%	9%	9%	8%
						<b>AB</b>			<b>B</b>					
Wales	64	46	17	18	22	24	49	15	58	5	2	62	24	40
	5%	7%	3%	5%	5%	6%	6%	4%	5%	4%	2%	5%	6%	5%
		<b>B</b>												
Northern Ireland	37	23	15	5	16	16	21	16	36	1	7	30	12	25
	3%	4%	2%	1%	4%	4%	3%	4%	3%	1%	9%	3%	3%	3%
					<b>A</b>	<b>A</b>			<b>B</b>		<b>B</b>			

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S3 Region

Table 3																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
North East	11	11	6	11	13	3	13	13	3	35	0	0	35	0	0	0
	3%	3%	2%	3%	3%	2%	3%	3%	2%	3%	0%	0%	11%	0%	0%	0%
										BCEf			ABCEFG			
North West	45	65	32	50	68	18	47	64	34	162	0	0	162	0	0	0
	11%	16%	13%	13%	16%	10%	11%	15%	17%	15%	0%	0%	53%	0%	0%	0%
		A			c					BCEFG			ABCEFG			
Yorkshire	35	38	22	29	34	20	24	49	21	112	0	0	112	0	0	0
	9%	10%	9%	8%	8%	11%	6%	11%	11%	10%	0%	0%	36%	0%	0%	0%
								A	A	BCEFG			ABCEFG			
East England	27	27	30	21	29	27	28	34	16	100	0	100	0	0	0	0
	7%	7%	12%	6%	7%	15%	7%	8%	8%	9%	0%	34%	0%	0%	0%	0%
			AB			AB				BDEFg		ABDEFG				
East Midlands	29	31	23	28	38	11	33	37	15	93	0	93	0	0	0	0
	7%	8%	9%	8%	9%	6%	8%	8%	8%	9%	0%	32%	0%	0%	0%	0%
										BDEFg		ABDEFG				
West Midlands	38	29	13	31	35	16	42	27	14	101	0	101	0	0	0	0
	10%	7%	5%	8%	8%	9%	10%	6%	7%	9%	0%	34%	0%	0%	0%	0%
		c					B			BDEFg		ABDEFG				
South East	72	55	29	56	59	20	68	71	20	190	190	0	0	0	0	0
	18%	14%	12%	15%	14%	11%	16%	16%	11%	18%	62%	0%	0%	0%	0%	0%
		C					c	c		CDEFG	ACDEFG					
South West	34	29	35	34	32	24	41	30	24	113	0	0	0	113	0	0
	9%	7%	14%	9%	8%	13%	10%	7%	12%	10%	0%	0%	0%	64%	0%	0%
			AB			B	b	B		BCDFg				ABCDG		
London	33	46	18	37	37	13	40	39	14	115	115	0	0	0	0	0
	8%	12%	7%	10%	9%	7%	10%	9%	7%	11%	38%	0%	0%	0%	0%	0%
		c								CDEFg	ACDEFG					
Scotland	36	28	27	37	36	14	36	33	23	0	0	0	0	0	107	0
	9%	7%	11%	10%	9%	8%	9%	7%	12%	0%	0%	0%	0%	0%	100%	0%
									b						ABCDEG	
Wales	24	21	10	24	20	10	28	20	9	64	0	0	0	64	0	0
	6%	5%	4%	6%	5%	6%	7%	5%	5%	6%	0%	0%	0%	36%	0%	0%
										BCDF				ABCDG		
Northern Ireland	15	14	3	13	16	3	11	21	1	0	0	0	0	0	0	37
	4%	4%	1%	3%	4%	2%	3%	5%	1%	0%	0%	0%	0%	0%	0%	100%
	c	c					c	aC								ABCDEF

90 percent as lower case or \*, 95 percent as !

S4 Social Grade

Table 4														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	103	58	45	37	28	37	0	103	87	16	5	98	26	77
	8%	9%	7%	9%	7%	9%	0%	26%	8%	12%	6%	8%	7%	9%
								A		A				
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	198	90	109	71	70	58	0	198	177	20	13	185	56	143
	16%	14%	18%	18%	17%	14%	0%	50%	16%	15%	16%	16%	15%	17%
			a					A						
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	239	111	128	85	88	67	239	0	220	17	16	223	83	156
	19%	18%	21%	21%	21%	16%	29%	0%	20%	13%	20%	19%	22%	18%
			c	c			B		B				b	
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local	270	140	130	76	95	99	270	0	244	25	11	259	75	195
	22%	22%	22%	19%	23%	23%	32%	0%	22%	18%	14%	23%	20%	23%
							B				a			
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)	177	79	The	61	62	54	177	0	159	16	14	162	59	118
	14%	13%	16%	15%	15%	13%	21%	0%	15%	12%	18%	14%	16%	14%
			a				B							
Student	149	99	50	35	31	83	149	0	121	26	13	136	45	104
	12%	16%	8%	9%	8%	20%	18%	0%	11%	20%	16%	12%	12%	12%
		B			AB		B		A					
Casual worker – not in permanent employment	14	7	6	5	4	5	0	14	12	1	3	11	5	8
	1%	1%	1%	1%	1%	1%	0%	3%	1%	1%	3%	1%	1%	1%
								A			b			
Housewife/ Homemaker	10	6	5	1	4	5	0	10	8	2	1	9	5	5
	1%	1%	1%	0%	1%	1%	0%	3%	1%	2%	1%	1%	1%	1%
								A						
Retired and living on state pension	13	8	5	6	5	2	0	13	12	1	0	13	3	10
	1%	1%	1%	1%	1%	0%	0%	3%	1%	1%	0%	1%	1%	1%
								A						
Unemployed or not working due to long-term sickness	28	15	12	9	12	7	0	28	21	6	0	27	7	21
	2%	2%	2%	2%	3%	2%	0%	7%	2%	5%	1%	2%	2%	2%
								A		A				
Not working due to disability	19	6	13	9	6	3	0	19	17	2	2	17	6	12
	2%	1%	2%	2%	1%	1%	0%	5%	2%	1%	2%	1%	2%	1%
			a	c				A						
Full-time carer of other household member	10	7	3	2	5	3	0	10	9	1	2	8	2	8
	1%	1%	0%	1%	1%	1%	0%	2%	1%	1%	2%	1%	0%	1%
								A						

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*



S4 Social Grade

Table 4																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
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Semi or unskilled manual work (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	32	29	14	31	29	8	36	38	6	90	24	23	25	19	7	6
	8%	7%	6%	8%	7%	5%	9%	9%	3%	8%	8%	8%	8%	10%	7%	16%
							<b>c</b>	<b>c</b>								
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	67	54	50	63	67	31	72	61	33	175	49	54	48	23	18	6
	17%	14%	20%	17%	16%	18%	17%	14%	17%	16%	16%	18%	16%	13%	17%	16%
			<b>B</b>													
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	72	90	41	59	96	31	79	88	37	212	55	64	64	28	21	6
	18%	23%	16%	16%	23%	18%	19%	20%	19%	20%	18%	22%	21%	16%	20%	16%
		<b>c</b>			<b>A</b>											
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local	82	88	71	78	95	48	84	96	59	240	66	65	69	40	23	7
	21%	22%	29%	21%	23%	27%	21%	22%	31%	22%	22%	22%	22%	23%	21%	19%
			<b>Ab</b>						<b>AB</b>							
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public service employee)	57	60	44	59	60	25	50	73	33	159	48	32	42	38	14	4
	14%	15%	18%	16%	14%	14%	12%	17%	17%	15%	16%	11%	13%	21%	13%	12%
								<b>a</b>		<b>c</b>	<b>c</b>			<b>ACDf</b>		
Student	58	47	19	61	41	18	54	52	18	125	29	30	46	20	21	3
	15%	12%	8%	16%	10%	10%	13%	12%	9%	12%	9%	10%	15%	12%	19%	9%
	<b>C</b>	<b>c</b>		<b>Bc</b>									<b>B</b>		<b>ABCe</b>	
Casual worker – not in permanent employment	2	5	3	4	2	2	3	5	2	14	4	4	2	4	0	0
	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	0%
Housewife/ Homemaker	5	1	2	2	2	4	3	3	2	9	3	3	3	0	0	1
	1%	0%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	0%	3%
						<b>ab</b>										<b>E</b>
Retired and living on state pension	6	1	1	3	3	2	4	5	0	11	8	2	1	0	2	0
	2%	0%	0%	1%	1%	1%	1%	1%	0%	1%	3%	1%	0%	0%	2%	0%
	<b>b</b>										<b>ACDE</b>				<b>De</b>	
Unemployed or not working due to long-term sickness	8	10	3	2	13	4	9	10	2	25	9	9	4	3	0	3
	2%	3%	1%	0%	3%	2%	2%	2%	1%	2%	3%	3%	1%	2%	0%	7%
					<b>A</b>	<b>A</b>					<b>f</b>	<b>f</b>				<b>aDeF</b>
Not working due to disability	7	7	0	5	8	0	9	5	0	17	3	6	6	1	1	1
	2%	2%	0%	1%	2%	0%	2%	1%	0%	2%	1%	2%	2%	1%	1%	3%
	<b>C</b>	<b>C</b>			<b>c</b>		<b>C</b>									
Full-time carer of other household member	3	4	1	3	1	4	7	0	1	9	6	2	0	0	1	0
	1%	1%	0%	1%	0%	2%	2%	0%	1%	1%	2%	1%	0%	0%	1%	0%
						<b>B</b>	<b>B</b>				<b>ADe</b>					

90 percent as lower case or \*, 95 percent as t

S5 Ethnicity

Table 5														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
White (This includes all White backgrounds)	1085	553	532	351	362	373	743	342	1085	0	68	1018	327	758
	88%	88%	88%	88%	88%	88%	89%	87%	100%	0%	84%	89%	88%	88%
White and Black Caribbean	6	4	3	1	2	3	3	4	0	6	1	5	1	5
	1%	1%	0%	0%	1%	1%	0%	1%	0%	5%	1%	0%	0%	1%
White and Black African	5	4	1	1	2	2	4	1	0	5	1	4	2	2
	0%	1%	0%	0%	0%	1%	0%	0%	0%	3%	1%	0%	1%	0%
White and Asian	10	6	4	3	4	3	6	4	0	10	1	9	2	8
	1%	1%	1%	1%	1%	1%	1%	1%	0%	7%	1%	1%	0%	1%
Any other mixed background	10	5	The	3	3	4	9	2	0	10	2	8	6	5
	1%	1%	1%	1%	1%	1%	1%	0%	0%	8%	3%	1%	2%	1%
Indian	27	16	11	9	9	10	15	12	0	27	1	26	12	15
	2%	3%	2%	2%	2%	2%	2%	3%	0%	20%	1%	2%	3%	2%
Pakistani	13	6	6	1	6	5	10	2	0	13	1	11	5	7
	1%	1%	1%	0%	2%	1%	1%	1%	0%	9%	2%	1%	1%	1%
Bangladeshi	10	7	2	5	3	1	3	7	0	10	0	9	2	8
	1%	1%	0%	1%	1%	0%	0%	2%	0%	7%	0%	1%	1%	1%
Any other Asian background	9	6	3	5	3	2	5	4	0	9	0	9	2	7
	1%	1%	1%	1%	1%	0%	1%	1%	0%	7%	0%	1%	1%	1%
Caribbean	9	1	8	3	4	2	6	3	0	9	0	9	1	8
	1%	0%	1%	1%	1%	1%	1%	1%	0%	7%	0%	1%	0%	1%
African	20	9	12	8	5	8	14	6	0	20	2	18	5	15
	2%	1%	2%	2%	1%	2%	2%	2%	0%	15%	3%	2%	1%	2%
Any other Black Background	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chinese	9	2	7	4	2	4	6	3	0	9	1	8	2	7
	1%	0%	1%	1%	0%	1%	1%	1%	0%	7%	1%	1%	1%	1%

S5 Ethnicity

Table 5														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Prefer not to tell	10	6	4	2	3	4	8	2	0	0	1	9	4	6
	1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%	1%
Any Other (please specify)	5	1	4	1	2	2	3	2	0	5	0	5	1	5
	0%	0%	1%	0%	0%	1%	0%	1%	0%	4%	0%	0%	0%	1%

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

S5 Ethnicity

Table 5																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
White (This includes all White backgrounds)	349	354	219	317	371	162	350	390	177	946	238	259	286	163	103	36
	87%	89%	88%	86%	89%	91%	85%	89%	92%	87%	78%	88%	92%	92%	96%	98%
						a		a	A	B		B	ABc	aB	ABC	aBc
White and Black Caribbean	3	2	1	2	2	1	3	2	1	6	2	3	1	0	0	0
	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	0%	0%	0%
White and Black African	1	2	0	1	3	1	2	1	1	4	2	1	0	0	0	0
	0%	1%	0%	0%	1%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	1%
White and Asian	4	2	3	4	3	1	4	3	1	8	2	1	2	3	1	0
	1%	0%	1%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%
Any other mixed background	3	3	3	4	4	1	5	4	1	10	4	2	1	3	0	0
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	2%	0%	0%
Indian	13	6	5	13	8	1	13	8	2	26	7	14	4	2	1	0
	3%	2%	2%	3%	2%	1%	3%	2%	1%	2%	2%	5%	1%	1%	1%	0%
				c								ADef				
Pakistani	5	2	3	4	4	2	4	6	1	12	6	1	4	1	0	0
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%	0%	0%
											c					
Bangladeshi	5	3	2	4	4	0	6	3	0	10	5	2	2	0	0	0
	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%	1%	0%	0%	0%
											e					
Any other Asian background	4	2	2	5	3	2	6	2	1	9	7	2	0	0	0	0
	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	2%	1%	0%	0%	0%	0%
							b				AcDe					
Caribbean	2	3	2	2	3	1	3	2	2	9	6	2	1	0	0	0
	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%
											aDe					
African	4	8	3	6	7	2	8	5	2	20	16	4	1	0	0	0
	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	5%	1%	0%	0%	0%	0%
										De	ACDEF					
Any other Black Background	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chinese	3	3	3	3	3	1	2	5	0	9	4	1	3	1	0	0
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%

S5 Ethnicity

Table 5																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Prefer not to tell	1	4	3	3	3	2	3	4	2	10	3	2	3	1	0	0
	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Any Other (please specify)	2	1	1	2	1	0	1	2	1	5	2	0	2	0	1	0
	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%	1%	0%

90 percent as lower case or \*, 95 percent as

Q6 Working status

Table 6														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Employed full time (30+ hours per week)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Employed part time (less than 30 hours per week)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Self-employed	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Student	1229	627	602	397	410	422	835	394	1085	134	80	1149	372	857
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired	0	0	The	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unemployed (seeking work)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unemployed (not seeking work)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Looking after children at home/no paid work	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q6 Working status

Table 6																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
<b>Total</b>	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Employed full time (30+ hours per week)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Employed part time (less than 30 hours per week)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Self-employed	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Student	400	396	249	371	418	178	411	437	193	1085	305	294	309	177	107	37
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Retired	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unemployed (seeking work)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Unemployed (not seeking work)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Looking after children at home/no paid work	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

90 percent as lower case or \*, 95 percent as

Q1 Which, if any, of the following professions are you considering as possibilities for your future career?

Table 7														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Teaching / lecturer	272	97	175	82	81	108	185	87	247	23	22	250	69	203
	22%	16%	29%	21%	20%	26%	22%	22%	23%	17%	27%	22%	19%	24%
			<b>A</b>			<b>B</b>			<b>B</b>					<b>a</b>
Science	258	127	130	100	87	71	184	73	227	28	14	244	65	193
	21%	20%	22%	25%	21%	17%	22%	19%	21%	21%	17%	21%	18%	22%
				<b>C</b>	<b>c</b>									<b>a</b>
IT/ computing / software engineering	199	163	36	68	69	62	132	67	182	16	10	189	61	138
	16%	26%	6%	17%	17%	15%	16%	17%	17%	12%	12%	16%	16%	16%
			<b>B</b>						<b>b</b>					
Medicine / nursing/ dentistry	198	67	131	85	58	55	138	60	164	31	7	191	43	155
	16%	11%	22%	21%	14%	13%	16%	15%	15%	23%	8%	17%	11%	18%
			<b>A</b>	<b>BC</b>						<b>A</b>		<b>a</b>		<b>A</b>
Journalism / media	170	68	The	53	53	64	117	53	153	16	30	140	68	102
	14%	11%	17%	13%	13%	15%	14%	13%	14%	12%	37%	12%	18%	12%
			<b>A</b>								<b>B</b>		<b>B</b>	
Banking / finance / accountancy	169	99	70	59	53	57	121	48	138	29	20	149	53	116
	14%	16%	12%	15%	13%	14%	15%	12%	13%	22%	25%	13%	14%	13%
			<b>B</b>							<b>A</b>	<b>B</b>			
Engineering	165	130	35	70	48	46	121	44	141	22	3	162	41	124
	13%	21%	6%	18%	12%	11%	15%	11%	13%	17%	4%	14%	11%	15%
			<b>B</b>	<b>BC</b>			<b>b</b>					<b>A</b>		<b>a</b>
Academia	160	63	97	37	49	74	133	27	144	14	18	141	56	104
	13%	10%	16%	9%	12%	17%	16%	7%	13%	11%	23%	12%	15%	12%
			<b>A</b>			<b>AB</b>	<b>B</b>				<b>B</b>			
Law	138	53	85	47	40	50	108	30	120	17	24	114	50	88
	11%	8%	14%	12%	10%	12%	13%	8%	11%	12%	30%	10%	13%	10%
			<b>A</b>				<b>B</b>				<b>B</b>			
Psychology / therapy	134	43	91	63	40	31	83	51	121	12	9	125	41	93
	11%	7%	15%	16%	10%	7%	10%	13%	11%	9%	11%	11%	11%	11%
			<b>A</b>	<b>BC</b>										



Q1 Which, if any, of the following professions are you considering as possibilities for your future career?

Table 7														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Politics / economics / diplomacy / civil service	123	62	61	42	41	39	90	33	103	18	31	92	51	72
	10%	10%	10%	11%	10%	9%	11%	8%	9%	14%	39%	8%	14%	8%
										A	B		B	
Advertising / marketing	120	52	68	41	32	48	86	34	103	16	30	90	38	82
	10%	8%	11%	10%	8%	11%	10%	9%	9%	12%	38%	8%	10%	10%
			a			b					B			
Retail	86	36	49	26	28	32	50	36	72	12	16	70	38	48
	7%	6%	8%	6%	7%	8%	6%	9%	7%	9%	19%	6%	10%	6%
			a					A			B		B	
Armed forces	81	61	19	31	27	22	49	32	70	9	3	77	29	52
	7%	10%	3%	8%	7%	5%	6%	8%	6%	7%	4%	7%	8%	6%
		B												
Public relations (PR)	80	31	49	26	15	39	55	25	68	12	80	0	52	28
	7%	5%	8%	7%	4%	9%	7%	6%	6%	9%	100%	0%	14%	3%
			A	b		B				a	B		B	
Emergency services	59	34	25	27	13	19	43	16	55	4	4	55	17	42
	5%	5%	4%	7%	3%	4%	5%	4%	5%	3%	5%	5%	5%	5%
				B										
Market research	58	25	34	21	10	28	48	10	48	10	26	32	23	36
	5%	4%	6%	5%	2%	7%	6%	3%	4%	8%	33%	3%	6%	4%
				B		B	B			A	B			
Sales	57	32	25	17	19	21	39	18	49	8	14	43	25	32
	5%	5%	4%	4%	5%	5%	5%	5%	4%	6%	17%	4%	7%	4%
											B		B	
Architecture	51	24	27	25	11	15	36	14	42	8	3	47	16	35
	4%	4%	4%	6%	3%	3%	4%	4%	4%	6%	4%	4%	4%	4%
				Bc						a				
Management consultancy	51	24	26	12	17	22	40	10	42	8	9	41	19	31
	4%	4%	4%	3%	4%	5%	5%	3%	4%	6%	11%	4%	5%	4%
							b			a	B			

Q1 Which, if any, of the following professions are you considering as possibilities for your future career?

Table 7														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Veterinary	50	11	39	21	16	13	38	12	48	2	1	49	9	41
	4%	2%	6%	5%	4%	3%	5%	3%	4%	1%	1%	4%	2%	5%
			A						B					A
Social worker	38	7	31	20	11	8	22	16	35	3	5	33	14	24
	3%	1%	5%	5%	3%	2%	3%	4%	3%	3%	6%	3%	4%	3%
			A	bC							b			
Other	204	100	104	66	68	71	141	63	188	16	7	198	54	151
	17%	16%	17%	17%	17%	17%	17%	16%	17%	12%	9%	17%	14%	18%
									B			A		
Nothing	2	2	0	0	0	2	1	1	2	0	0	2	1	1
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	55	29	26	16	15	24	29	26	47	7	0	55	8	46
	4%	5%	4%	4%	4%	6%	3%	7%	4%	5%	0%	5%	2%	5%
								A				A		A

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q1 Which, if any, of the following professions are

Table 7																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Teaching / lecturer	76	93	64	65	107	33	90	97	42	246	65	62	76	43	20	6
	19%	24%	26%	17%	26%	19%	22%	22%	22%	23%	21%	21%	25%	25%	19%	16%
			<b>A</b>		<b>Ac</b>											
Science	60	88	78	64	92	49	73	95	65	233	66	56	77	34	20	5
	15%	22%	31%	17%	22%	27%	18%	22%	34%	21%	22%	19%	25%	19%	18%	13%
		<b>A</b>	<b>AB</b>		<b>a</b>	<b>A</b>			<b>AB</b>				<b>c</b>			
IT/ computing / software engineering	72	71	30	57	69	31	80	71	21	164	43	56	40	25	23	12
	18%	18%	12%	15%	17%	18%	20%	16%	11%	15%	14%	19%	13%	14%	21%	32%
	<b>C</b>	<b>c</b>					<b>C</b>	<b>c</b>				<b>bD</b>			<b>bD</b>	<b>ABcDE</b>
Medicine / nursing/ dentistry	40	65	69	53	61	43	48	83	42	181	44	49	55	33	12	5
	10%	17%	28%	14%	14%	24%	12%	19%	22%	17%	14%	17%	18%	19%	11%	15%
		<b>A</b>	<b>AB</b>			<b>AB</b>		<b>A</b>	<b>A</b>							
Journalism / media	69	48	29	63	49	19	55	64	29	155	58	43	35	20	7	8
	17%	12%	12%	17%	12%	11%	13%	15%	15%	14%	19%	14%	11%	11%	7%	21%
	<b>Bc</b>			<b>Bc</b>						<b>F</b>	<b>ADEF</b>	<b>F</b>				<b>F</b>
Banking / finance / accountancy	69	48	30	68	49	22	63	58	26	154	55	40	38	21	13	2
	17%	12%	12%	18%	12%	12%	15%	13%	13%	14%	18%	14%	12%	12%	12%	4%
	<b>Bc</b>			<b>Bc</b>							<b>aDeG</b>					
Engineering	44	56	42	42	51	38	44	58	38	135	38	44	38	15	26	4
	11%	14%	17%	11%	12%	21%	11%	13%	20%	12%	12%	15%	12%	9%	24%	11%
			<b>A</b>			<b>AB</b>			<b>AB</b>			<b>E</b>			<b>ABCDE</b>	
Academia	42	51	51	48	52	32	45	52	45	145	36	34	45	30	10	5
	10%	13%	21%	13%	13%	18%	11%	12%	23%	13%	12%	12%	15%	17%	9%	14%
			<b>AB</b>			<b>b</b>			<b>AB</b>					<b>f</b>		
Law	51	44	31	54	45	23	48	47	27	126	36	25	36	28	10	2
	13%	11%	13%	14%	11%	13%	12%	11%	14%	12%	12%	9%	12%	16%	9%	5%
														<b>Cg</b>		
Psychology / therapy	35	51	30	30	54	19	45	50	22	122	35	32	36	20	9	3
	9%	13%	12%	8%	13%	11%	11%	11%	11%	11%	11%	11%	12%	11%	8%	9%
		<b>a</b>			<b>A</b>											

Q1 Which, if any, of the following professions are

Table 7																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Politics / economics / diplomacy / civil service	48 12%	34 9%	27 11%	49 13%	32 8%	16 9%	40 10%	39 9%	28 14%	113 10%	40 13%	23 8%	27 9%	23 13%	8 8%	1 3%
				<b>B</b>					<b>aB</b>		<b>Cdg</b>			<b>cg</b>		
Advertising / marketing	53 13%	39 10%	14 6%	54 14%	34 8%	10 6%	52 13%	38 9%	18 9%	110 10%	41 13%	32 11%	26 8%	11 6%	4 4%	5 14%
	<b>C</b>	<b>c</b>		<b>BC</b>			<b>b</b>			<b>f</b>	<b>aDEF</b>	<b>F</b>				<b>f</b>
Retail	41 10%	24 6%	9 4%	35 9%	27 6%	6 3%	37 9%	30 7%	2 1%	75 7%	28 9%	18 6%	16 5%	12 7%	9 9%	1 4%
	<b>BC</b>			<b>C</b>			<b>C</b>	<b>C</b>			<b>d</b>					
Armed forces	24 6%	29 7%	16 6%	28 8%	19 5%	13 7%	28 7%	28 6%	13 7%	69 6%	15 5%	20 7%	22 7%	12 7%	8 7%	4 12%
				<b>b</b>												
Public relations (PR)	46 11%	19 5%	6 3%	48 13%	13 3%	7 4%	41 10%	22 5%	10 5%	70 6%	22 7%	23 8%	14 4%	11 6%	3 3%	7 19%
	<b>BC</b>			<b>BC</b>			<b>Bc</b>					<b>d</b>				<b>ABCDEF</b>
Emergency services	15 4%	22 6%	12 5%	18 5%	17 4%	7 4%	15 4%	24 6%	8 4%	48 4%	7 2%	13 4%	19 6%	9 5%	10 9%	1 3%
										<b>b</b>			<b>B</b>		<b>ABc</b>	
Market research	27 7%	16 4%	4 2%	28 8%	16 4%	4 2%	25 6%	14 3%	11 6%	54 5%	23 7%	13 4%	9 3%	8 5%	3 3%	2 5%
	<b>bC</b>	<b>c</b>		<b>BC</b>			<b>b</b>				<b>aDf</b>					
Sales	26 7%	17 4%	4 2%	25 7%	14 3%	6 4%	28 7%	15 3%	5 3%	50 5%	15 5%	14 5%	11 4%	9 5%	6 6%	0 1%
	<b>C</b>	<b>c</b>		<b>B</b>			<b>BC</b>									
Architecture	14 3%	20 5%	12 5%	11 3%	27 6%	1 1%	20 5%	17 4%	8 4%	50 5%	18 6%	15 5%	13 4%	4 2%	0 0%	0 0%
				<b>c</b>	<b>AC</b>					<b>F</b>	<b>eF</b>	<b>F</b>	<b>f</b>			
Management consultancy	19 5%	16 4%	6 3%	27 7%	12 3%	3 2%	27 6%	12 3%	5 3%	49 4%	14 5%	14 5%	14 4%	7 4%	2 2%	0 0%
				<b>BC</b>			<b>Bc</b>									

Q1 Which, if any, of the following professions are

Table 7																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Veterinary	18	14	14	15	14	7	14	22	8	45	13	7	16	9	4	0
	4%	4%	5%	4%	3%	4%	3%	5%	4%	4%	4%	2%	5%	5%	4%	1%
													c			
Social worker	12	14	4	13	10	3	15	12	5	37	11	6	12	7	1	0
	3%	3%	2%	3%	2%	1%	4%	3%	2%	3%	4%	2%	4%	4%	1%	0%
Other	62	63	31	45	64	39	56	71	36	182	57	45	54	26	17	5
	15%	16%	13%	12%	15%	22%	14%	16%	19%	17%	19%	15%	18%	15%	16%	13%
						Ab			a							
Nothing	1	0	0	1	0	0	1	0	0	2	1	1	0	0	0	0
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	16	13	10	15	16	6	19	12	6	45	10	15	13	7	9	1
	4%	3%	4%	4%	4%	3%	5%	3%	3%	4%	3%	5%	4%	4%	8%	3%
															aB	

90 percent as lower case or \*, 95 percent as

Q2 How familiar or unfamiliar are you with what a career in each of the following industries involves?

Table 8		Banking and finance												
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Very unfamiliar (1.0)	206	106	101	56	75	76	130	76	184	22	11	195	33	173
	17%	17%	17%	14%	18%	18%	16%	19%	17%	16%	14%	17%	9%	20%
					a									A
Fairly unfamiliar (2.0)	440	195	245	134	140	166	298	142	396	40	31	409	83	357
	36%	31%	41%	34%	34%	39%	36%	36%	37%	30%	38%	36%	22%	42%
			A						B					A
Fairly familiar (3.0)	490	272	218	169	170	151	344	146	431	55	31	460	202	288
	40%	43%	36%	43%	42%	36%	41%	37%	40%	41%	38%	40%	54%	34%
		B		c	c								B	
Very familiar (4.0)	92	54	38	38	24	29	62	30	74	18	8	84	54	39
	8%	9%	6%	10%	6%	7%	7%	8%	7%	13%	10%	7%	14%	5%
				B						A			B	
NET: Unfamiliar	646	300	The	190	215	241	428	218	580	61	42	605	116	530
	53%	48%	57%	48%	53%	57%	51%	55%	53%	46%	52%	53%	31%	62%
			A			A			B					A
NET: Familiar	583	326	256	207	195	181	406	176	505	73	38	544	256	327
	47%	52%	43%	52%	47%	43%	49%	45%	47%	54%	48%	47%	69%	38%
		B		C						A			B	
Mean score	2.4	2.4	2.3	2.5	2.4	2.3	2.4	2.3	2.4	2.5	2.4	2.4	2.7	2.2
		B		BC						A			B	

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q2 How familiar or unfamiliar are you with what

Table 8																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Very unfamiliar (1.0)	56	74	42	50	69	32	48	85	34	182	46	55	56	25	15	10
	14%	19%	17%	13%	16%	18%	12%	19%	18%	17%	15%	19%	18%	14%	14%	26%
		a						A	A							bef
Fairly unfamiliar (2.0)	128	152	94	125	145	70	134	163	78	386	101	103	118	64	40	14
	32%	38%	38%	34%	35%	39%	33%	37%	41%	36%	33%	35%	38%	36%	37%	37%
		a							a							
Fairly familiar (3.0)	169	146	99	157	176	67	182	165	67	436	130	111	121	74	42	12
	42%	37%	40%	42%	42%	37%	44%	38%	35%	40%	43%	38%	39%	42%	39%	33%
							BC									
Very familiar (4.0)	48	25	13	39	29	10	47	24	13	80	28	25	14	13	11	1
	12%	6%	5%	11%	7%	5%	11%	6%	7%	7%	9%	9%	5%	7%	10%	3%
	BC			bC			Bc			d	D	D			d	
NET: Unfamiliar	184	226	137	174	213	102	182	248	112	568	147	157	174	89	55	24
	46%	57%	55%	47%	51%	57%	44%	57%	58%	52%	48%	54%	56%	51%	51%	64%
		A	A			A		A	A				B			b
NET: Familiar	216	171	112	196	205	76	229	189	80	517	158	136	135	87	52	14
	54%	43%	45%	53%	49%	43%	56%	43%	42%	48%	52%	46%	44%	49%	49%	36%
	BC			C			BC				Dg					
Mean score	2.5	2.3	2.3	2.5	2.4	2.3	2.6	2.3	2.3	2.4	2.5	2.4	2.3	2.4	2.5	2.1
	BC			bC			BC			g	DG			g	g	

90 percent as lower case or \*, 95 percent as

Q2 How familiar or unfamiliar are you with what a career in each of the following industries involves?

Table 9														
Medicine														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
Total	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Very unfamiliar (1.0)	202	129	73	49	72	81	124	77	178	21	19	183	46	155
	16%	21%	12%	12%	18%	19%	15%	20%	16%	16%	23%	16%	12%	18%
		B			A	A		A			b			A
Fairly unfamiliar (2.0)	282	181	102	97	97	89	190	92	253	26	18	264	70	212
	23%	29%	17%	24%	24%	21%	23%	23%	23%	20%	23%	23%	19%	25%
		B												A
Fairly familiar (3.0)	492	225	268	171	154	168	333	160	438	53	23	469	161	332
	40%	36%	44%	43%	38%	40%	40%	41%	40%	39%	29%	41%	43%	39%
			A									A		
Very familiar (4.0)	253	93	160	82	87	84	188	65	216	33	20	232	95	158
	21%	15%	27%	21%	21%	20%	22%	16%	20%	25%	25%	20%	25%	18%
			A				B			a			B	
NET: Unfamiliar	484	310	The	145	169	170	314	170	431	48	37	447	117	367
	39%	49%	29%	37%	41%	40%	38%	43%	40%	36%	46%	39%	31%	43%
		B						a						A
NET: Familiar	745	317	428	252	241	252	521	224	654	86	43	702	255	490
	61%	51%	71%	63%	59%	60%	62%	57%	60%	64%	54%	61%	69%	57%
			A				b						B	
Mean score	2.6	2.4	2.9	2.7	2.6	2.6	2.7	2.5	2.6	2.7	2.6	2.7	2.8	2.6
			A				B						B	

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*



Q2 How familiar or unfamiliar are you with what

Table 9																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Very unfamiliar (1.0)	78	64	26	67	65	26	67	72	24	178	48	60	51	19	17	6
	20%	16%	11%	18%	16%	15%	16%	17%	13%	16%	16%	21%	16%	11%	16%	17%
	<b>C</b>	<b>C</b>								<b>e</b>		<b>aE</b>	<b>e</b>			
Fairly unfamiliar (2.0)	114	81	32	96	89	36	108	95	27	237	68	61	64	44	34	10
	28%	21%	13%	26%	21%	20%	26%	22%	14%	22%	22%	21%	21%	25%	32%	27%
	<b>BC</b>	<b>C</b>					<b>C</b>	<b>C</b>							<b>ABCD</b>	
Fairly familiar (3.0)	131	174	115	125	183	69	147	181	92	437	128	111	129	68	38	18
	33%	44%	46%	34%	44%	39%	36%	41%	48%	40%	42%	38%	42%	39%	35%	48%
		<b>A</b>	<b>A</b>		<b>A</b>			<b>a</b>	<b>A</b>							
Very familiar (4.0)	78	77	75	82	81	46	88	88	50	232	61	61	65	45	18	3
	19%	19%	30%	22%	19%	26%	21%	20%	26%	21%	20%	21%	21%	25%	17%	8%
			<b>AB</b>			<b>b</b>				<b>g</b>	<b>g</b>	<b>g</b>	<b>g</b>	<b>fG</b>		
NET: Unfamiliar	192	146	59	163	154	63	175	168	51	416	116	122	114	63	52	17
	48%	37%	24%	44%	37%	35%	43%	38%	27%	38%	38%	41%	37%	36%	48%	45%
	<b>BC</b>	<b>C</b>		<b>Bc</b>			<b>C</b>	<b>C</b>							<b>abDE</b>	
NET: Familiar	208	250	190	207	264	115	235	270	141	669	189	172	195	113	55	21
	52%	63%	76%	56%	63%	65%	57%	62%	73%	62%	62%	59%	63%	64%	52%	55%
		<b>A</b>	<b>AB</b>		<b>A</b>	<b>a</b>			<b>AB</b>	<b>f</b>	<b>f</b>		<b>F</b>	<b>F</b>		
Mean score	2.5	2.7	3.0	2.6	2.7	2.8	2.6	2.7	2.9	2.7	2.7	2.6	2.7	2.8	2.5	2.5
		<b>A</b>	<b>AB</b>			<b>a</b>			<b>AB</b>					<b>CFg</b>		

90 percent as lower case or \*, 95 percent as

Q2 How familiar or unfamiliar are you with what a career in each of the following industries involves?

Table 10		Public relations (PR)													
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves		
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No	
		a	b	a	b	c	a	b	a	b	a	b	a	b	
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857	
Total	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>	
Very unfamiliar (1.0)	320	158	162	112	110	98	191	129	276	40	7	313	0	320	
	26%	25%	27%	28%	27%	23%	23%	33%	25%	30%	9%	27%	0%	37%	
								A				A		A	
Fairly unfamiliar (2.0)	537	259	279	174	172	191	382	156	482	53	22	516	0	537	
	44%	41%	46%	44%	42%	45%	46%	39%	44%	39%	27%	45%	0%	63%	
			a				B					A		A	
Fairly familiar (3.0)	329	184	145	99	120	111	232	97	291	35	44	285	329	0	
	27%	29%	24%	25%	29%	26%	28%	25%	27%	26%	55%	25%	88%	0%	
			B								B		B		
Very familiar (4.0)	43	26	17	13	7	22	30	13	36	7	8	35	43	0	
	3%	4%	3%	3%	2%	5%	4%	3%	3%	5%	9%	3%	12%	0%	
						B					B		B		
NET: Unfamiliar	857	417	The	285	283	289	572	285	758	93	28	828	0	857	
	70%	66%	73%	72%	69%	68%	69%	72%	70%	69%	36%	72%	0%	100%	
			A									A		A	
NET: Familiar	372	210	162	112	127	133	262	110	327	41	52	320	372	0	
	30%	34%	27%	28%	31%	32%	31%	28%	30%	31%	64%	28%	100%	0%	
			B								B		B		
Mean score	2.1	2.1	2.0	2.0	2.1	2.1	2.1	2.0	2.1	2.1	2.7	2.0	3.1	1.6	
			B			a		B			B		B		

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q2 How familiar or unfamiliar are you with what

Table 10																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Very unfamiliar (1.0)	72	105	73	68	98	51	64	123	63	285	90	78	78	40	22	12
	18%	27%	29%	18%	23%	29%	16%	28%	33%	26%	29%	27%	25%	22%	21%	33%
		A	A		a	A		A	A		ef					
Fairly unfamiliar (2.0)	153	184	127	151	197	86	182	197	78	475	123	124	145	82	50	13
	38%	47%	51%	41%	47%	48%	44%	45%	40%	44%	40%	42%	47%	47%	46%	35%
		A	A		a								b			
Fairly familiar (3.0)	157	92	44	133	112	35	146	106	46	283	84	77	76	46	34	12
	39%	23%	18%	36%	27%	20%	35%	24%	24%	26%	27%	26%	25%	26%	32%	32%
		BC		BC	c		BC									
Very familiar (4.0)	18	14	5	18	12	6	20	12	6	42	9	14	10	9	1	0
	4%	4%	2%	5%	3%	4%	5%	3%	3%	4%	3%	5%	3%	5%	1%	0%
			c									f		f		
NET: Unfamiliar	226	290	200	220	294	137	246	319	141	760	212	203	223	122	72	25
	56%	73%	80%	59%	70%	77%	60%	73%	73%	70%	70%	69%	72%	69%	67%	68%
		A	AB		A	A		A	A							
NET: Familiar	175	107	49	151	124	41	165	118	52	325	93	91	86	55	35	12
	44%	27%	20%	41%	30%	23%	40%	27%	27%	30%	30%	31%	28%	31%	33%	32%
		BC	C	BC			BC									
Mean score	2.3	2.0	1.9	2.3	2.1	2.0	2.3	2.0	2.0	2.1	2.0	2.1	2.1	2.1	2.1	2.0
		BC	c	BC			BC									

90 percent as lower case or \*, 95 percent as

Q2 How familiar or unfamiliar are you with what a career in each of the following industries involves?

Table 11		Sales												
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Very unfamiliar (1.0)	143	77	65	45	50	49	94	49	126	16	8	135	13	130
	12%	12%	11%	11%	12%	11%	11%	12%	12%	12%	10%	12%	4%	15%
														A
Fairly unfamiliar (2.0)	370	187	183	138	103	129	255	115	330	35	25	345	61	309
	30%	30%	30%	35%	25%	31%	31%	29%	30%	26%	32%	30%	16%	36%
				B		b								A
Fairly familiar (3.0)	594	308	286	180	216	198	403	190	525	65	35	559	230	364
	48%	49%	47%	45%	53%	47%	48%	48%	48%	48%	43%	49%	62%	42%
					A									B
Very familiar (4.0)	123	55	67	36	41	46	83	39	104	18	13	110	68	54
	10%	9%	11%	9%	10%	11%	10%	10%	10%	13%	16%	10%	18%	6%
										a	b			B
NET: Unfamiliar	513	264	The	182	153	178	349	164	456	52	33	480	74	438
	42%	42%	41%	46%	37%	42%	42%	42%	42%	39%	41%	42%	20%	51%
				B										A
NET: Familiar	716	363	353	215	257	244	486	230	629	82	47	669	298	419
	58%	58%	59%	54%	63%	58%	58%	58%	58%	61%	59%	58%	80%	49%
					A									B
Mean score	2.6	2.5	2.6	2.5	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.6	2.9	2.4
														B

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q2 How familiar or unfamiliar are you with what

Table 11																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
<b>Total</b>	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Very unfamiliar (1.0)	40	47	32	36	48	28	37	60	21	125	29	37	38	21	10	7
	10%	12%	13%	10%	12%	16%	9%	14%	11%	12%	9%	13%	12%	12%	9%	20%
						<b>A</b>		<b>A</b>								<b>b</b>
Fairly unfamiliar (2.0)	122	113	83	108	125	61	114	140	56	326	82	91	90	62	35	9
	30%	29%	33%	29%	30%	34%	28%	32%	29%	30%	27%	31%	29%	35%	33%	23%
														<b>b</b>		
Fairly familiar (3.0)	185	201	114	171	213	77	201	198	101	524	161	131	155	78	50	19
	46%	51%	46%	46%	51%	43%	49%	45%	52%	48%	53%	45%	50%	44%	47%	51%
					<b>c</b>						<b>Ce</b>					
Very familiar (4.0)	54	35	20	55	32	13	58	39	15	109	33	34	26	16	11	2
	13%	9%	8%	15%	8%	7%	14%	9%	8%	10%	11%	12%	8%	9%	11%	6%
	<b>BC</b>			<b>BC</b>			<b>BC</b>									
NET: Unfamiliar	162	161	115	144	174	89	151	200	77	451	111	128	129	83	45	16
	40%	41%	46%	39%	42%	50%	37%	46%	40%	42%	36%	44%	42%	47%	42%	43%
						<b>Ab</b>		<b>A</b>		<b>b</b>		<b>b</b>		<b>B</b>		
NET: Familiar	239	236	134	226	245	89	259	237	116	633	194	166	180	93	62	21
	60%	59%	54%	61%	58%	50%	63%	54%	60%	58%	64%	56%	58%	53%	58%	57%
				<b>C</b>	<b>c</b>		<b>B</b>				<b>acE</b>					
Mean score	2.6	2.6	2.5	2.7	2.5	2.4	2.7	2.5	2.6	2.6	2.6	2.6	2.5	2.5	2.6	2.4
	<b>C</b>			<b>BC</b>	<b>c</b>		<b>B</b>				<b>dE</b>					

90 percent as lower case or \*, 95 percent as

## Q2 How familiar or unfamiliar are you with what a career in each of the following industries involves?

Table 12	Summary table				
	All respondents	Banking and finance	Medicine	Public relations (PR)	Sales
Unweighted row	1229	1229	1229	1229	1229
Total	<b>1229</b>	<b>1229</b>	<b>1229</b>	<b>1229</b>	<b>1229</b>
Very unfamiliar (1.0)	206	202	320	143	17%
					12%
Fairly unfamiliar (2.0)	440	282	537	370	36%
					23%
Fairly familiar (3.0)	490	492	329	594	40%
					40%
Very familiar (4.0)	92	253	43	123	8%
					21%
NET: Unfamiliar	646	484	857	513	53%
					39%
NET: Familiar	583	745	372	716	47%
					61%
Mean score	2.4	2.6	2.1	2.6	

Q3 Which of the following, if any, would be the best methods for you to receive information from a career advisor or prospective employer to help you with your decision on a choice of career?

Table 13														
All respondents	Total	Gender		Age			Social grade		Ethnicity		Considering PR Career		Familiar with what PR involves	
		Males	Female	16	17	18	ABC1	C2DE	White	Ethnic Minority	Yes	No	Yes	No
		a	b	a	b	c	a	b	a	b	a	b	a	b
Unweighted row	1229	607	622	402	435	392	826	403	919	289	79	1150	372	857
<b>Total</b>	<b>1229</b>	<b>627</b>	<b>602</b>	<b>397</b>	<b>410</b>	<b>422</b>	<b>835</b>	<b>394</b>	<b>1085</b>	<b>134</b>	<b>80</b>	<b>1149</b>	<b>372</b>	<b>857</b>
Face-to-face meeting	704	379	324	236	221	247	489	214	617	81	46	658	216	487
	57%	61%	54%	59%	54%	58%	59%	54%	57%	60%	57%	57%	58%	57%
		<b>B</b>												
Email	664	308	356	202	230	232	441	223	587	72	43	621	201	463
	54%	49%	59%	51%	56%	55%	53%	56%	54%	54%	53%	54%	54%	54%
			<b>A</b>											
Leaflets or brochures sent by post	525	222	303	177	168	181	346	179	466	57	45	480	162	363
	43%	35%	50%	44%	41%	43%	41%	45%	43%	42%	56%	42%	44%	42%
			<b>A</b>								<b>B</b>			
Company / career advisor website	507	253	254	153	158	196	346	161	450	56	37	470	152	355
	41%	40%	42%	39%	38%	46%	41%	41%	41%	42%	46%	41%	41%	41%
						<b>AB</b>								
Job fair	498	227	The	132	152	214	352	145	442	53	37	461	153	345
	40%	36%	45%	33%	37%	51%	42%	37%	41%	39%	46%	40%	41%	40%
			<b>A</b>			<b>AB</b>	<b>b</b>							
An 'app' such as for smartphones	418	174	245	140	138	140	288	130	373	43	32	386	122	296
	34%	28%	41%	35%	34%	33%	35%	33%	34%	32%	40%	34%	33%	35%
			<b>A</b>											
A presentation	405	195	210	125	132	147	296	108	353	49	32	373	109	295
	33%	31%	35%	32%	32%	35%	35%	28%	33%	37%	40%	32%	29%	34%
							<b>B</b>							<b>a</b>
Social networking page or site	348	166	182	103	103	142	241	107	312	33	23	325	109	239
	28%	26%	30%	26%	25%	34%	29%	27%	29%	25%	29%	28%	29%	28%
						<b>AB</b>								
SMS or text messages	232	118	114	84	79	69	148	84	210	21	17	216	76	157
	19%	19%	19%	21%	19%	16%	18%	21%	19%	16%	21%	19%	20%	18%
				<b>c</b>										
Telephone call	183	106	76	61	57	64	119	64	163	19	10	173	71	112
	15%	17%	13%	15%	14%	15%	14%	16%	15%	14%	12%	15%	19%	13%
		<b>B</b>											<b>B</b>	
None of these	13	9	4	7	5	1	10	3	13	0	2	12	6	7
	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	2%	1%	2%	1%
				<b>C</b>										
Don't know	27	18	9	7	14	6	12	14	23	3	0	27	4	23
	2%	3%	2%	2%	3%	1%	1%	4%	2%	2%	0%	2%	1%	3%
					<b>c</b>			<b>A</b>						<b>a</b>

90 percent as lower case or \*, 95 percent as UPPER CASE or \*\*

Q3 Which of the following, if any, would be the best way to influence your decision on a choice of career?

Table 13																
All respondents	Family reaction to PR			Friends' reaction to PR			Teachers' reaction to PR			Region						
	Positive	Neutral	Negative	Positive	Neutral	Negative	Positive	Neutral	Negative	Net: England and Wales	South East	Midlands	North England	Wales and South West	Scotland	Northern Ireland
	a	b	c	a	b	c	a	b	c	a	b	c	d	e	f	g
Unweighted row	407	392	246	383	423	167	426	437	179	1100	342	299	296	163	97	32
Total	<b>400</b>	<b>396</b>	<b>249</b>	<b>371</b>	<b>418</b>	<b>178</b>	<b>411</b>	<b>437</b>	<b>193</b>	<b>1085</b>	<b>305</b>	<b>294</b>	<b>309</b>	<b>177</b>	<b>107</b>	<b>37</b>
Face-to-face meeting	241	215	148	221	232	111	240	248	117	605	173	161	171	99	78	21
	60%	54%	59%	60%	56%	62%	58%	57%	61%	56%	57%	55%	55%	56%	73%	57%
		<b>b</b>													<b>ABCDE</b>	
Email	215	212	138	208	229	86	231	239	96	590	171	159	186	74	56	18
	54%	54%	55%	56%	55%	48%	56%	55%	50%	54%	56%	54%	60%	42%	52%	48%
				<b>c</b>						<b>E</b>	<b>E</b>	<b>E</b>	<b>aE</b>		<b>e</b>	
Leaflets or brochures sent by post	171	167	110	160	166	81	172	181	89	477	129	129	140	79	40	9
	43%	42%	44%	43%	40%	46%	42%	41%	46%	44%	42%	44%	45%	45%	37%	24%
										<b>G</b>	<b>G</b>	<b>G</b>	<b>G</b>	<b>G</b>		
Company / career advisor website	150	167	115	147	153	87	154	176	95	445	125	125	133	61	46	16
	37%	42%	46%	40%	37%	49%	37%	40%	49%	41%	41%	42%	43%	35%	43%	42%
				<b>A</b>												<b>AB</b>
Job fair	157	161	115	153	167	72	169	172	86	431	127	107	124	73	47	21
	39%	41%	46%	41%	40%	40%	41%	39%	44%	40%	42%	36%	40%	41%	43%	55%
				<b>a</b>												<b>aC</b>
An 'app' such as for smartphones	131	135	87	133	132	54	145	141	61	376	108	92	115	62	27	15
	33%	34%	35%	36%	32%	31%	35%	32%	32%	35%	35%	31%	37%	35%	25%	40%
										<b>f</b>	<b>f</b>		<b>F</b>			
A presentation	129	142	84	127	131	66	134	148	68	352	100	94	107	52	43	9
	32%	36%	34%	34%	31%	37%	33%	34%	35%	32%	33%	32%	35%	29%	40%	25%
															<b>e</b>	
Social networking page or site	127	98	71	114	102	51	113	123	60	309	76	82	96	56	31	8
	32%	25%	29%	31%	24%	29%	28%	28%	31%	28%	25%	28%	31%	32%	29%	21%
				<b>B</b>									<b>b</b>			
SMS or text messages	94	68	34	89	71	21	95	75	30	206	58	59	62	26	18	8
	23%	17%	14%	24%	17%	12%	23%	17%	16%	19%	19%	20%	20%	15%	17%	22%
				<b>BC</b>			<b>BC</b>			<b>BC</b>						
Telephone call	72	46	34	65	56	26	72	59	29	159	56	38	42	22	19	5
	18%	12%	14%	18%	13%	15%	17%	13%	15%	15%	18%	13%	14%	13%	18%	12%
				<b>B</b>											<b>ac</b>	
None of these	3	6	5	3	8	3	0	12	2	11	3	0	3	5	3	0
	1%	1%	2%	1%	2%	2%	0%	3%	1%	1%	1%	0%	1%	3%	3%	0%
								<b>A</b>	<b>a</b>	<b>c</b>	<b>c</b>		<b>c</b>	<b>aC</b>	<b>C</b>	
Don't know	7	5	2	5	7	1	7	5	1	21	5	5	7	4	5	0
	2%	1%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	2%	2%	5%	0%
															<b>abc</b>	

90 percent as lower case or \*, 95 percent as